



JULY 2018



NATIONAL WESTERN CENTER CAMPUS CULTURAL PLAN

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In association with Winter and Co., 505 Design, and John Grant



NATIONAL WESTERN CENTER

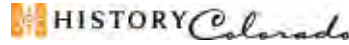


Master Plan
Denver, Colorado
March 9, 2015

PLAN PURPOSE

The National Western Center (NWC) embodies ambitious and relevant opportunities to lead Denver, the West, and the World into the future through activities related to education, the arts, entertainment, competition, and commerce—while embracing a rich and unique history, evident in the historic fabric still present on the site.

The National Western Center Partners, including the City and County of Denver, the National Western Stock Show, Colorado State University, History Colorado, and the Denver Museum of Nature & Science, commissioned this Campus Cultural Plan as a reference for current and future partners and stakeholders who will make decisions and build programming for the varied areas and activities possible on the site. The Plan embraces the Vision of the NWC and defines the role that arts and heritage play in shaping its future. As stewards, we aim to realize a place that blends innovative and inspiring public art and programming in engaging experiences that honor the historic character and stories of the past and help to carry the bold vision of the NWC into the future.



PLAN DEVELOPMENT METHODOLOGY

The Campus Cultural Plan is a component of the NWC Placemaking initiative. The Campus Placemaking Team was provided with research materials that have been developed about the history of the NWC from a variety of sources. The reports, articles, videos, photographs, books, maps, and aerials provided an overview of how the site developed over time and the intersections that this site has had with the community, the state, and the nation.

Concurrently, consultants Mead and Hunt developed an inventory and evaluation of the historic resources on the site (Appendix A). To maintain consistency with the ongoing work that Mead and Hunt is doing, the Campus Placemaking Team used their Historic Resources Inventory Report as a guide for naming conventions. The Campus Placemaking Team supplemented this information with limited research and on-site documentation of buildings, structures, and landscape features in the fall of 2017.

The process of completing this Campus Cultural Plan included the development of two significant memos. The NWC Historic Resources Treatment Recommendations Memo suggests options for the potential treatment of many buildings, structures, and site features that exist within the campus (Appendix C). The Campus Character Areas Memo identifies notable historic developments, events, and facilities as well as potential interpretive topics for each of nine character areas defined in the Master Plan (Appendix D).



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WHAT IS A CULTURAL PLAN?

A cultural plan defines the role that art and heritage play in shaping the future of a place. This plan provides a set of resources and tools for future artists, designers, story tellers, planners, and consultants as they continue to develop the National Western Center Campus. It offers a flexible thematic framework in order to coordinate a cohesive and authentic experience. This document is also intended to capture the discussions and ideas for the site at the time of its publishing and how the National Western Center project team and stakeholders envision the campus going forward.

WHAT WOULD YOU LIKE TO KNOW AS YOU NAVIGATE THIS PLAN?

I WANT TO KNOW ABOUT...

THE OVERARCHING VISION FOR THE SITE

Look in "Vision for Cultural Resources at NWC", page 6 of the plan and "Future of the NWC", page 48 of the plan.

THE AREA'S HISTORY AND DEVELOPMENT

Take a look in "History of the Site", page 14 of the plan.

THE TREATMENT OF HISTORIC RESOURCES

Look in "Reflecting History at NWC," page 28 of the plan. For more detailed information see Character Areas 1-9.

THE SITE'S CHARACTER AND FACILITIES

Look in "Reflecting History at NWC," more detailed information individual Character Areas 1-9 on pages 32-43.

INTERPRETIVE OPPORTUNITIES

Look in "Reflecting History at NWC." More detailed information and map on pages 44 and 45.

PUBLIC ART

Take a look in "Public Art Master Plan", page 54 of the plan.

THE PROCESS AND APPROACH

Look in "Implementation", page 60 of the plan. More detailed information in "Recommended Process" and "Approach."

TIMING AND PHASING

Look in "Implementation", page 60 of the plan. More detailed information in "Timing/Phasing," page 75 of the plan.



VISION FOR CULTURAL RESOURCES AT NWC

IN THIS SECTION

OVERARCHING VISION

NATIONAL WESTERN GOALS AND GUIDING PRINCIPLES

VISION AND OVERALL OBJECTIVES OF THE CAMPUS CULTURAL PLAN



OVERARCHING VISION

The National Western Center Campus vision began with the creation of the North Denver Cornerstone Collaborative in 2013. This city agency laid out six North Denver projects that aimed to rebuild and reconnect communities and to revitalize the gateway to downtown Denver. The National Western Center, one of the Cornerstone Collaborative projects, has been envisioned to significantly enhance the year-round destination; grow the National Western Stock Show; advance Denver’s position as an agricultural and food production knowledge hub; and reconnect the surrounding neighborhoods. This vision, developed by the project partners and through significant community outreach, was articulated in the 2015 Master Plan, which laid out the goals and guiding principles for the campus moving forward. The opening text of the plan expresses the vision in the following way



“This land at the South Platte River is where people settled, worked, grew crops, built homes and an industry of agriculture emerged. Denver grew from this place. Denver grew from this history and is embracing this unique opportunity to reposition the site to advance Colorado’s role in solving global food and resource issues.

The National Western Center extends this history into a promising future, bringing the National Western Stock Show, Colorado State University, Denver Museum of Nature & Science and History Colorado into partnership with the City and County of Denver to create a bold vision and a dynamic global engagement center that brings together P-12 experiential learning, research, commerce, competition, tourism and entertainment for the next 100 years.



The National Western Center will serve as a catalyst for the new west and a new way of thinking. It will set a new and higher standard that focuses on the stewardship of our land and investment in our agricultural resources to become a global leader in food production, water, energy and agriculture. It will tell the story of our frontiering spirit through strong partnerships, a celebration of our western heritage and pioneering opportunities for the future.”

As the National Western Center process moves forward, the Campus Cultural Plan looks to further define the vision and how it can be implemented, especially in the design and planning of historic resources and interpretive opportunities.

NATIONAL WESTERN CENTER VISION STATEMENT:

“BE THE GLOBAL DESTINATION FOR AGRICULTURAL HERITAGE AND INNOVATION.”

MISSION STATEMENT:

“CONVENE THE WORLD AT THE NATIONAL WESTERN CENTER TO LEAD, INSPIRE, CREATE, EDUCATE, AND ENTERTAIN IN PURSUIT OF GLOBAL FOOD SOLUTIONS.”

NATIONAL WESTERN CENTER GOALS AND GUIDING PRINCIPLES

During the National Western Center Master Plan process, nine values or “Guiding Principles” were identified by the project partners and the surrounding neighborhoods. These principles exist in dialogue with one another and should be used as a framework that is continually reflected on and applied to all areas of the project. Listed below are the Master Plan “Guiding Principles” and “Guidelines” as they relate specifically to the Campus Cultural Plan, historic resources, and public art.

- **Community and Neighborhood Integration:** Since the first development on the National Western site it has had a strong economic and cultural connection to the Globeville, Elyria, and Swansea neighborhoods. This historic connection should be carried forward into the future of the site and celebrated through interpretive opportunities, physical connections, participation in design and programming, and a positive community benefit for the neighborhoods.
- **Engage the River and Nature:** The South Platte River is an integral piece of the National Western Center and should be recognized for its past and future value to the site as well as its continuing ecological importance to the City. Interpretive designs should express the river’s benefit to the site’s history and its new function as an urban environment and gateway to the campus.
- **Celebrate Western Heritage:** The National Western Center site has rich tradition and history that unifies the campus. Interpretation on the site should reflect and celebrate this history of the land, people, and the Western way of life while also defining a vision for the future of the West. The heritage of the site should also be leveraged in a way that highlights the connection between the Western landscape and the shaping of generations and cultures, telling the story of all the communities tied to the land.
- **Inspire Health and Wellness:** The National Western Center aims to inspire and support healthy lifestyles and health education. Future design and programming should consider active design principles and recreational opportunities as well as use NWC assets to educate about healthy living, for humans and animals.
- **Build Cultural Crossroads:** The growth and development of the National Western site has been strongly influenced by many cultures and the exchange of ideas. This important function of the site as a “crossroads” should be celebrated through a dedication to continued diversity, artistic and creative talent, and a wide range of cultural expressions. Future design should integrate art and education through a variety of forms and with many voices.
- **Be Pioneering: Break Trail and Foster Innovation:** Continuing the independent spirit of the west, the National Western Center will strive to be a hub for research and development, entrepreneurialism, sustainability, and job creation. Interpretive and artistic design and programming should embody ingenuity wherever possible, and consider economic benefits to the site and its neighbors.
- **Create Fun and Entertaining Experiences:** Honoring the tradition of the National Western Stock Show, the NWC aims to provide year-round entertainment and education for visitors and residents. Future design, art, and programming should contribute to the vision of a campus that is interactive and engaging.
- **Grow Local, Regional, and Global Intelligence:** The National Western Center aims to stimulate and cultivate a life-long learning experience that constantly engages and educates people of all ages and backgrounds. Design, and interpretation in particular, should inform and excite users.
- **Embrace an Ethic of Regeneration:** In an effort to support the long-term regeneration of the site and to create a positive environmental impact, design and programming should celebrate interdependent systems and, either physically or through education, address the restoration of the campus.



“The thing that I think is so exciting is that they’re keeping it historic and they’re keeping it western.”

**Bettie Cram, National Western Center
Advisory Committee Member**





VISION AND OVERALL OBJECTIVES OF THE CAMPUS CULTURAL PLAN

The intent of the Campus Cultural Plan is to provide a cultural summary of historic facilities and elements, past uses, events and activities on the NWC site, providing a reference for future site educational and interpretive programming, inspiration for public art, music, poetry and storytelling that can help reinforce the story of the west on the NWC Campus.

Forward looking and firmly grounded in the traditions of the past, the National Western Center is uniquely positioned to inspire the public and help shape the shared narrative of this extraordinary region. Leveraging the site's rich agricultural and industrial history and strong connections with the West, the Campus Cultural Plan has a broad vision and includes specific options for incorporating heritage interpretation and public art throughout the site. It uses the 2015 NWC Master Plan as a framework and recognizes that changes to the site plan have occurred. The information in this plan links historic events and characteristics to current places and will continue to be relevant as refinements move forward.

Ultimately, the Campus Cultural Plan will inform evolving activities at the NWC, effectively balancing looking forward while retaining important aspects of the past. It will provide touchstones needed to ground people's experiences in the place and help it retain its unique character as the redevelopment of the site allows for year-round educational, recreation, and employment opportunities.

This exciting new chapter puts traditional activities of the site in a dramatically new context, highlighting the values and principles of all the National Western Center partners—the City and County of Denver, the National Western Stock Show, Colorado State University, the Denver Museum of Nature & Science, and History Colorado.

AUDIENCES

As partners and surrounding communities consider the driving forces that will shape the NWC for the next hundred years, the needs and desires of various audiences remain central. The NWC provides a rare and precious opportunity to provide new and compelling ways for people of all ages and backgrounds to engage by setting new standards for how we care for the land and feed the planet. The NWC is positioned well, with partnerships between the public and private sectors that blur the lines between entertainment, arts, education, and industry.

Surrounding Neighborhoods and Continuity

Critical to the success of the National Western Center is the involvement of the people who live in the Globeville, Elyria, and Swansea neighborhoods. As true as it was in the formative decades when smelters and meat packing plants grew up in conjunction with developing communities, it remains vital that immediate neighbors play a defining role in the next one hundred years of the site's existence.

Programming will draw audiences from farther afield, yet the core of the place—the identity of the NWC—will always be linked to the people, businesses, and other activities right next door. Planners will consult with those closest to the site, both physically and historically. Neighbors continue to be partners as well as users as the site evolves.

Youth and Education

An awareness of the hopes and challenges of younger generations has been



critical in setting the vision for the NWC. Studies of younger populations show they are aware of and concerned with global issues of food, water, energy, and the environment—even as many traditional labels such as “agriculture” and “science” fail to resonate with them. By fostering research and development, hosting conferences where the best minds come together, helping apply best practices for immediate benefit to our community and society, and creating an incredibly exciting educational center, the NWC can impact Colorado’s P–12 population and beyond. NWC will offer opportunities for youth to explore new possibilities, pathways, and roles for themselves in creating global solutions.

Tourists, Metro Residents, and Fun

With its year-round activities, the NWC is about having fun. Its daily amenities and attractions will attract audiences from the Front Range, urban and rural places throughout Colorado, and all over the world. Educational programs, international horse shows, junior livestock events, fairs, concerts, arts festivals, trade shows, conferences, and unique public spaces with public art will ensure people always find something to do and see. In its unique way, the NWC will continue to attract both rural and urban audiences.

A PLACE OF INTERACTION

The most diverse and productive places on the planet are frequently at the edges of two different areas, whether they be biological or cultural intersections. The NWC has a unique combination of:

- history and innovation
- research and commerce
- science and art
- education and entertainment
- public and private
- young and old
- urban and rural

It demonstrates the best thinking about how successful places serve and connect with diverse audiences to foster creativity and discovery.

The NWC is poised to be a global example of how thoughtful design and programming can bring together families and empty nesters, cowboys and computer programmers, CEOs and artists to have tremendous impact while showcasing the pioneering spirit and promise of the West.

PRELIMINARY CONCEPT OF CURATION

Developing programming at the NWC site and its facilities requires staying true to the vision of the NWC and leveraging its uniqueness by adopting an overarching theme—a statement that captures the past, present, and future of the site. The overarching theme gives individuals and entities associated with the site a lens for understanding and planning activities of all types.

The purpose of an overarching theme is to provide a framework to focus experiences, filter content, and make the site cohesive. The theme can:

- Aid in attracting appropriate partners and programmers
- Define a direction for interpretive messages in site signage (markers/labels) as well as potential programs
- Help create the character of the site visually by suggesting the general look, feel, tone, and voice





The theme needs to build off the Mission and Vision of the NWC, be specific enough to guide planning and development, and general enough to allow for flexibility and future adaptation.

The concept of the “West” as the starting point in developing an overarching theme for the National Western Center site has strong potential. As historian William H. McNeill wrote, “The first and most obvious point to make is that the meaning of the West is a function of who is using the word.” (Orbis, Fall 1997, p. 513) The overarching theme must:

1. approach the concept in the context of the National Western Center, and
2. resonate with the site’s users

Clients and stakeholders had a series of formal and informal discussions about the concept of the West in order to articulate specific phrasing that captures the essence of the National Western Center in one unifying theme:

Our West

Grounded with deep roots, nourished by community and innovation, sustained by the South Platte River—the National Western Center continues to celebrate the West as the campus evolves. Honoring the past, we invest in the future through education, art, entertainment, competition, collaboration, connection, commerce, healing, regeneration, and stewardship.



Several threads weave through the site and its programming, creating a cohesive experience for current and potential partners and users. Threads support the overarching theme, intertwining in various ways and emerging as appropriate in particular settings and applications. The threads are made up of many topics; topics are mentioned below with the discussion of each character area, and they’re listed in full in the Campus Character Areas Memo (Appendix D).

Potential Threads:

- **Waves of Humanity:** From the area’s earliest inhabitants, to the first permanent settlers, through generations of newcomers—people make this place what it is.
- **Spirit of the Stock Show:** The tradition of the original stockyards and associated agriculture and industry continues with annual events that define this place and build bridges between urban and rural.
- **Flowing and Growing:** The river made possible human activities that grew around it; its water and regenerated habitat will help sustain us as we move into the future.
- **Booming Industry:** Smelters, meatpacking plants, and stockyards paved the way for other businesses and entertainment on this site—now an inspiring setting for technology, art, education, and leisure activities.
- **Transit Connections:** Rail lines and roads that carry people and goods paved the way for growth and development; they also divided and isolated neighborhoods.
- **Agriculture, Research, and Development:** The site has a strong heritage as a base for innovation; the trend will continue with cutting-edge methods and technologies emerging here and spreading worldwide.



INTEGRATING HISTORY AND EXPERIENCE—TELLING THE STORY OF THE SITE

This campus will connect the people who visit and use it through historic resources, public art, and interpretation. Cross pollination of themes and fully integrating topics



will result in dynamic interpretive programming. Telling the story of the site requires:

- Recognizing the value of historic features and leveraging them to create connections to the present
- Incorporating public art into the site in an intentional way
- Finding a dynamic mix of old and new among facilities and programming
- Creating an interpretive plan that pushes the site beyond function and aesthetics to become a meaningful experience
- Involving community members in the planning process and the creation of experiences to ensure the site meets their needs and desires
- Developing a wide range of programming ideas that connect the Front Range with other parts of the state, bridging urban and rural experiences to inspire, educate, and entertain

Programming, public art, and the interpretation of historic resources encourages participatory relationships between users and the site—its landscape, facilities, and activities. By creating opportunities for personal connections to the past and fostering appreciation of core values, the NWC advances its brand and leverages its unique offerings.

IMPLEMENTING THE NWC VISION ON A DAILY BASIS

Linking stories to place to carry forward the guiding principles of the NWC requires the thoughtful use of various methods of storytelling. Intentionally planning how public art, historical aspects of the site, and new campus elements—like test growing plots, vertical gardens, and water technology demonstrations for example—come together to provide desirable experiences will make the site a destination for many types of users. Different user groups will be motivated by various themes; a commitment to market testing and evaluation as part of the development and implementation of programming will ensure that it resonates with users.

The NWC Authority Board, stakeholders, and artists can consider what people will do as they explore the National Western Center. Users will often be with others, moving through the campus. Catching and keeping their attention may be challenging. Strategically placing and designing storytelling opportunities will make those stories more likely to resonate. Taking into consideration the entirety of the site will strengthen the experience of the whole and its parts.

COORDINATION/RELATIONSHIP WITH OTHER NWC PROJECTS

This cultural plan uses the 2015 NWC Master Plan as a framework, but also recognizes current changes to the site. However, the information in this plan that links historic events and characteristics to current places will continue to be relevant as the refinements move forward.

Ultimately the information in this plan coupled with the treatment recommendations developed previously will influence the sense of place at the National Western Center so that it effectively balances looking forward while retaining important aspects of the past. Several of the historic events and characteristics identified in this plan could enliven the NWC campus, provide touchstones needed to ground people's experience in this place, and help it retain its unique character.

The recommendations in the Campus Cultural Plan will also align with the goals of the other projects of the North Denver Cornerstone Collaborative, including the Globeville and Elyria Swansea Neighborhood Planes, the Brighton Boulevard Redevelopment, the River North project, the Central 70 project, and the RTD Station Development.





HISTORY OF THE SITE

IN THIS SECTION

EVOLUTION AND CHANGE IN THE NWC PROJECT SITE

ABOUT THE HISTORIC ERA MAPS



European portrayal of early trading in Denver area; c. 1800s

The following historic narrative is a brief overview adapted from Section 3, Historic Context, of the Historic Resources Inventory Report by Mead and Hunt (Appendix A) and primarily focuses on the site’s development in relation to the key features and drivers of its history. Dominated by the Denver Union Stock Yards (DUSY), the site’s history is largely associated with the ranching and livestock industry in Denver and Colorado, as well as the development of railroad, streetcar, and interstate highway transportation in Denver. The immigrant neighborhoods of Globeville, Elyria, and Swansea surround the stockyards, and residents of these neighborhoods worked in industries within and near the site. The National Western Stock Show, produced here since 1906, includes a collection of buildings, objects, linear features, and structures associated with the entertainment, education, competition, and commerce that is part of every stock show and will stay relevant to all the activities that take place here as the National Western Center continues to evolve.

Like any history, this summary is an incomplete interpretation. Ongoing historic research will reveal aspects and dimensions of the site yet to be recorded. Of particular interest are details about the rich and diverse contributions of individuals and groups thus far underrepresented in readily available accounts.

EARLY TRAILS

A dynamic succession of Native Americans lived and traveled through the region that is now Colorado long before Europeans and Americans arrived. Traces of very early Native Americans who hunted mammoth and other animals in the region exist in the form of stone tools and other artifacts. By the 1500s, Apache people lived in the area, followed in the 1700s by Comanche and Kiowa people. Those groups moved south, replaced by Arapaho and Cheyenne people. These Plains Indian tribes had acquired horses from the Spanish and the Ute Indians of southwestern Colorado by the early 1800s and expanded their territories throughout the Great Plains—including eastern Colorado. The Cheyenne and Arapahoe were the most likely tribes that the European and American trappers and traders came into contact with in this region, spawning multi-cultural interactions.

Trails appeared along the Arkansas and South Platte Rivers as caravans traveled between trading centers. Much of this activity took place in forts established during the 1830s on the South Platte River Trail. Trading posts battled over customers until over hunting and the declining demand for furs dried up profits in the 1840s. By the time of the 1859 gold rush, most of the old posts were deserted.

Population growth and settlement increased tensions among different groups. Removal tactics and disease decimated Native American tribes and successive treaties limited their rights to land. Most Native Americans were eventually restricted to reservations.

RAILROADS AT THE DENVER UNION STOCK YARDS

Initially bypassed by the transcontinental railroad lines, Denver businessmen created their own railroads. The first was the Denver Pacific Railroad, that connected Denver to Cheyenne and the Union Pacific Railroad in 1870, southeast of what became the DUSY. When the Kansas Pacific Railway came to Denver in 1870, its line connected to the Denver Pacific tracks. The Colorado Central Railroad built east from Golden in 1870, with a spur southwest of the stockyards for transporting cattle and other stock into the yards. This became the Colorado and Southern (C&S) in 1898. In the 1870s, the major lines took notice, and joined in the race to reach the mining camps to the west. The Chicago, Burlington and Quincy Railroad (CB&Q) came to Denver in 1882, and built yards in an unoccupied area about two miles northeast of downtown, in the start of an industrialized expanse in the growing city of Denver.

The stockyards continued to grow and large numbers of animals arrived by rail. The Northwestern Terminal built Stockyard Junction on the northwest side of the yards in 1913. The Chicago, Rock Island and Pacific (Rock Island) extended its tracks from Stockyard Junction to the Union Pacific tracks. The Atchison, Topeka, and Santa Fe



Railroads at the stockyards; c. 1950-1960



Denver Union Stock Company yards; c. 1920s

Railway (AT&SF) and Denver and Rio Grande Western (D&RGW) also operated trains through the yards, and the Union Pacific and C&S railroads shared joint tracks that paralleled Packing House Drive (now National Western Drive).

MINING AND SMELTING

The ore that drove Colorado's mining boom was processed into metals in small factories near the mines, but enterprising businessmen realized the need for large-scale processing centers in Denver. The first smelter opened in 1878. Tall brick smokestacks were built to expel the fumes and grit of the smelters. By 1890 smelting was Denver's largest industry. When silver crashed in 1893, other industries such as meat packing helped soften the economic blow for workers laid off at the smelters.

GLOBEVILLE, ELYRIA, AND SWANSEA SETTLEMENT

As more people arrived to support the new industries, Denver's population surged. Smelters, meat packing plants, and other factories required armies of laborers. Many people who moved to the area to work had immigrated from Russia and across Europe. Some settled in company-built houses, and many built their own homes close to their jobs. Families from the same country often lived near one another, establishing centers around churches and schools, preserving their unique cultural traditions.

In 1881 the Town of Elyria was platted as a neighborhood for smelter and stockyard workers. In 1889 the Globe Smelter and Refining Company bought the Holden Smelter and named the nearby settlement Globeville. East of Elyria, Swansea was established in 1870, near a short-lived smelter by the junction of the Kansas and Union Pacific Railroads. The smelter closed, but the Town of Swansea endured. Elyria incorporated in 1890. By 1904 Globeville, Elyria, and Swansea had all agreed to be annexed by Denver, giving up independence in exchange for the promise of services like water, street paving, and streetcar lines; many services took years to reach the neighborhoods. West Elyria, immediately adjacent to the stockyards, was directly affected by the expansion of the stock show.

THE LIVESTOCK INDUSTRY, THE DEVELOPMENT OF THE DUSY, AND THE STOCK SHOW

After the Civil War, the livestock industry followed a cattle-drive model. Cowboys drove cattle to railheads to be shipped to larger markets, initiating the development of railroads, stockyard companies, and meatpacking facilities all in the same location and establishing large stockyards, or terminal markets. The availability of lands to graze and the expansion of the railroads made Colorado an ideal place for a major livestock hub. In 1881 a group of Denver businessmen organized the DUSY. Several scattered stockyards in Denver were consolidated near the smelters and rail yards.

In 1885 a group of investors from Kansas City took over the DUSY. They built a four-story red brick Livestock Exchange building in 1898, and livestock pens that expanded to more than 100 acres by 1900. However, most of the stock in Denver was being sent elsewhere for slaughter, which Denver leaders wanted to change. In the 1890s several local meat packing companies opened at the stockyards.

In January 1898, the National Stock Growers Convention met in Denver and formed the National Live Stock Association. They chose Denver as the permanent headquarters. A lavish barbecue for conventioners and the general public resulted in a riot due to an overabundance of tickets being distributed. In 1899 Denver hosted a more sedate convention, then in 1900 the convention took place in Fort Worth. Denver leaders knew the importance of having a stock show and the preferred dates, at the end of January coinciding with the conventions that already met in Denver—when there was no planting, harvesting, or calving. In 1906 the Western Stock Show Association (WSSA) formed to encourage "finer grades of stock and horses," and to promote Denver as an ideal location.

As the first show was being advertised, organizers also announced that the DUSY would build a permanent pavilion to hold the annual livestock shows. For the 1906 stock show,



Omaha Grant Smelter; 1889



Globe Mercantile; 1920

It was a good place for kids to grow up in so far as the cohesiveness of the neighborhood and neighbors would watch out for neighbors kids.

It was an idea of people caring for each other and that was something that I think that everyone that grew up there experienced.

John Zapien, NWC Authority Board Member



Denver Union Stockyards and livestock; c. 1920-1940



Early stock show grounds and tent; c. 1907



Breeding cattle judging in the Stadium Arena; 1949

"There were earlier stock shows, with the first occurring in 1898, featuring "the last great buffalo barbecue that will ever be given in the United States." Large crowds crashed the event resulting in a riot the Denver Post headlined as "STAMPEDE—Barbecue Crowd Gets Beyond Control."

SLATERPAULL, National Western Historic Preservation Study, Aug. 2014 p. 7-8



National Amphitheater, pre-opening, 1908

a canvas tent was erected. Determined to make it an annual event, the DUSY and WSSA raised a "monster" canvas tent for the 1907 and 1908 shows. However, when high winds destroyed the tent, organizers knew the construction of a permanent stadium was critical.

In 1906 the Union Stock Yards in Chicago purchased controlling interest in the DUSY. Chicago's was the most successful of the country's stockyard and livestock shows, and the methods and practices used there were replicated at the DUSY. Chicago leaders invested in Denver's market to make it the most profitable in the Rocky Mountain West. The new investors announced major changes, including adding a hotel, enlarging the Exchange Building, and increasing the number of wooden pens and paving this area. Construction on the livestock pavilion began in 1908. In 1909 the Western Stock Show Association renamed the show the National Western Stock Show.

By 1912, several massive meatpacking houses hulked near the Livestock Exchange, including Swift and Company, Armour and Company, and Cudahy Meat Packing. The meat packers and the NWSS employed workers from Globeville, Elyria, and Swansea, creating a strong economic connection. In the 1910s the Big Five meat packing firms were Swift, Armour, Morris, Cudahy, and Wilson. Growing outcry against working conditions and unfair competition drove a wave of legislation. A Federal Trade Commission report indicated the Big Five had obtained a significant advantage and the DUSY was found to be owned completely by these companies. The passage of the Packers and Stockyards Act regulated livestock commerce and stockyards became semi-public entities that could not deal in the livestock they handled.

Since the construction of the new Stadium Arena in 1909, the NWSS had been working to make the Stock Show more entertaining for Denver's urban dwellers. The first rodeo was added in 1931, and for the first time in 10 years, the show turned a profit. The construction of the Denver Coliseum in 1951 provided a large events venue that became the primary location for the rodeo and other major events, while smaller events continued in the Stadium Arena. Designed by architect Roland Linder, the Coliseum is a large concrete barrel vault that has been used for shows, circuses, the annual Native American Pow-Wow, and many local events.

By the 1950s the livestock business had changed radically and the DUSY was no longer a prime player. Meat packing moved to rural plants and the big companies were forced to close their plants. Most were demolished to make way for parking lots. In the 1960s the DUSY sold about 50 acres of land on the north end of the yards for development of food processing and distributing industries, intending to strengthen the position of the livestock market. In the 1960s the DUSY became a straight auction and opened a new sales arena (the National Western Livestock Center), next to the Exchange Building. In 1970 the DUSY reorganized as a holding company, the Denver Union Company, which went out of business in 1983.

Even without the DUSY, the NWSS has continued to grow, breaking its own records for visitors each year. The event showcases commerce, agriculture, history, culture, education, entertainment, and competition in a way that is accessible for everyone. Now stretching to sixteen days, events include animal shows; junior livestock competitions; rodeos; auctions; Mexican horsemanship and rodeo traditions; and the Martin Luther King Jr. African American Heritage rodeo.

CHANGING NEIGHBORHOODS

The culturally diverse and robust communities of Globeville, Elyria, and Swansea felt the impact of changes at the Denver Union Stock Yards and National Western Stock Show over the years. Activities at the site had continued through the Great Depression and two World Wars, with some fluctuation. For example, prices for livestock soared during WWI and the Victory Stock Show of 1919 raised money for the Red Cross. Prices dropped, and then recovered. During WWII, profits were invested in war bonds. Only local people could participate in 1943 due to fuel and travel restrictions.



The adjacent neighborhoods underwent drastic and damaging changes over the years by evolving technologies and outside influences. Automation of meatpacking caused local economies to decline, and development of the physical landscape created unfortunate conditions residents still grapple with. The Globeville Neighborhood Plan describes the physical realities left by transportation networks and large industrial sites as “blank walls and terminated views” and “oddly-shaped, left-over spaces.” Like Globeville, Elyria and Swansea are known for industrial uses and significant transportation corridors amid residential pockets with strong and diverse historical roots. The Elyria and Swansea Neighborhoods Plan recognizes it as “the birthplace of rail and industry in Colorado”; subsequent development did not benefit local communities. In the 1950s and ‘60s residents and business owners opposed the elevated freeway due to its visual impact and resulting decrease in property values. Indeed, many people lost their houses to new transportation networks and the expansion of the National Western complex.

EVOLUTION OF TRANSPORTATION NETWORKS AT DUSY

As the National Western site grew, it became one of the most congested areas in Denver. As more Americans bought cars and companies gravitated toward highways for freight transportation railroad service declined and the huge lots of the meat packing plants became vacant land for parking. By the 1970s the railroads ended livestock service and all animals and products came in and out via trucks. Denver’s streetcars came to Elyria in 1892, and to Globeville in 1908, but were discontinued by 1950. Between 1948 and 1958 the City constructed the Valley Highway, now I-25, to alleviate congestion. In 1962 the Department of Highways started building I-70 on a viaduct to pass over the railroad lines. Globeville, Elyria, and Swansea were bisected by the new highway. I-70 also crossed between the stadium and the Denver Coliseum, effectively splitting the site.

ABOUT THE HISTORIC ERA PLANS

This section presents historic era plans that document the evolution of the area in general terms, to capture the way in which the NWC would have been experienced historically. A series of four maps illustrate changes in a place that was continually evolving in use, form and structure. These historic era plans provide context to those historic resources that survive. Seeing these resources in their earlier contexts helps convey their importance today and provides a basis for developing strategies to interpret the heritage of the site as a part of placemaking plans.

The maps should be understood as general representations of the site form and function in key eras, not as exact snapshots in time. The four key eras are:

- **Map 1, 1890–1909:** Development of stock trading and early days of the NWSS
- **Map 2, 1929–1938:** Expanding meat packing, livestock trading and growth in the NWSS
- **Map 3, 1950s–1967:** Expansion of NWSS facilities and the peak of the meat packing facilities
- **Map 4, 2017:** Removal of packing facilities and a more singular focus on the NWSS

Note that gaps in time exist among these four era maps. These gaps reflect a lack of adequate information or periods in which changes occurred incrementally without a substantial difference from the subsequent map. Also note that, for ease of reference, the study area is described as the NWC throughout the historic era maps, even though that name actually was not used in early periods.

These historic era maps are based largely on historic Sanborn insurance maps, supplemented by historic photographs and aerial images when available. The existence of Sanborn maps was the primary determinant in setting the time periods. However, because the National Western Center was originally in the outskirts of town, the early City of Denver Sanborn maps don’t provide complete coverage of NWC area. Often, portions of the NWC only appear as insets on the Sanborn maps, which don’t portray geographical connections and context.

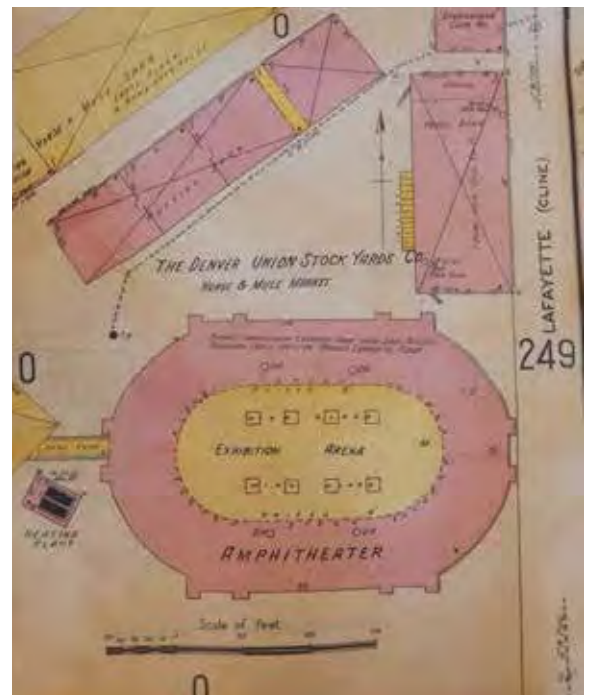
The following narrative describes evolution and change at the NWC site for each map. Information contained in Sanborn maps also helps indicate building uses, and this is noted.



The Denver Coliseum; 1951



Traveling to the stock show; c. 1900-1920



The National Amphitheater on a Sanborn fire map, 1909

1890-1909 : DEVELOPMENT OF STOCK TRADING AND EARLY DAYS OF THE STOCK SHOW

Early smelting and refining factories were the primary focus of the neighborhood in the 1870's and 1880's. Globeville, Elyria and Swansea began to develop into working class neighborhoods tied to the industrial/manufacturing jobs. In 1881, the Denver Union Stock Yard Company (DUSY) was founded, near the Platte River and adjacent rail lines and by 1890, cattle pens were the dominant feature. Meat packing plants began to locate near the yards including a slaughterhouse (48), Colorado Packing Company (38) (which later became the Swift Packing Company), and the Sheep Barns (8) (Le Mouton/Historic Sheep Pens). Buildings to store hay for the livestock, such as the King Energy Inc (10) (Hay Barn #3) flanked these buildings throughout the site.

Other supporting structures that existed during this time were Stock Yard Sheds (46), a Scale House (45), a Horse Shed (44) and the Denver Union Stock Yards Hotel (41). In 1898 the first portion of the existing Livestock Exchange Building was constructed (3). By 1903, the Colorado Packing and Provision Company had opened a new plant farther north (39) (which would later become the Armour and Company), and its southern site became the Western Packing Company (38) (Swift Packing Company). Soon after, Cudahy packing plant was established on the east side of the site (40).

In 1906 the National Western Stock Show began operation. The site began transitioning towards an identity more closely linked to the show itself. The Stock Show's popularity led to new construction oriented towards its events, the largest of which was the Stadium Arena (2) (National Amphitheater) in 1909, which provided a permanent home for events previously held in canvas tents.

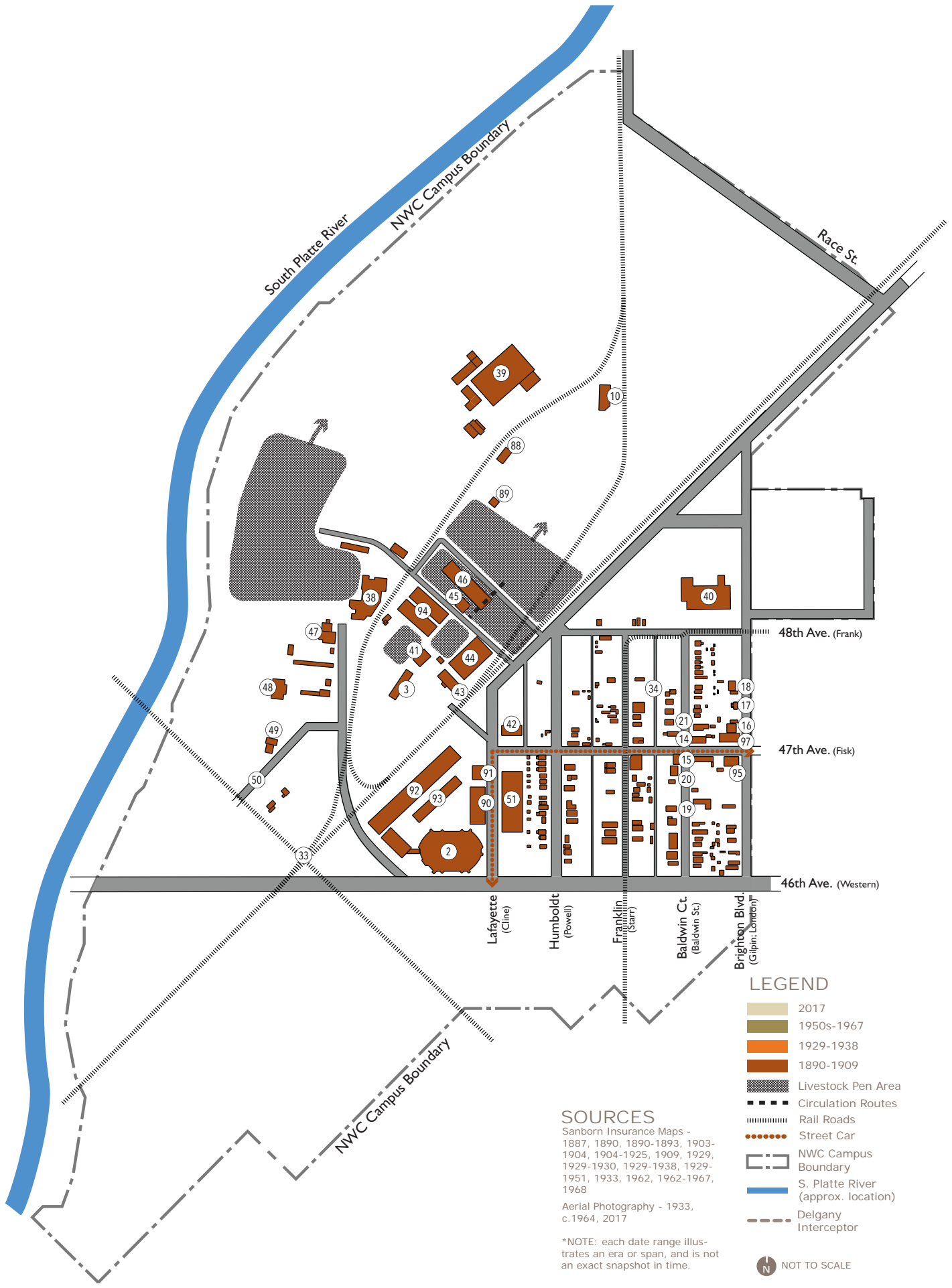
The adjacent Elyria neighborhood had by this time developed into a thriving working class community. Much of the neighborhood had developed earlier than this period, but is not mapped. Buildings in this time period included the Mueller Saloon/Elyria Apartments (14), the E.G. Trading Post (15), 4701 Brighton Blvd. (El Duranguense Market) (97) and multiple residences (16) (17) (18) (19) (21).

BUILDINGS AND SITE FEATURES

- | | | | |
|---|--|--------------------------------------|--|
| 1 Denver Coliseum | 29 Riparian Vegetation (not mapped) | 56 Hay Barn | |
| 2 Stadium Arena | 30 Light Poles (not mapped) | 57 Hay Barn | |
| 3 Livestock Exchange Building | 31 "In the Yards" Gateway (not mapped) | 58 Bio Energy Building | |
| 4 NWSS Coffee Shop/K-M Building Cafe | 32 Hall of Education Parking Lot (not mapped) | 59 Scale House | |
| 5 McConnell Welders | 33 Railroads | 60 Scale House | |
| 6 Artist Studio | 34 Elyria Neighborhood | 61 Scale House | |
| 7 Armour Office Building | 35 Race Court Underpass (not mapped) | 62 Scale House | |
| 8 Le Mouton (Historic Sheep Pens) | 36 Sheep Bridge (exact build date unknown) | 63 Corn Tank | |
| 9 Brands Building | 37 Globeville Neighborhood (not mapped) | 64 Hay Barn | |
| 10 King Energy, Inc. (Hay Barn #3) | 38 Swift/Western (Colorado Packing Co.) | 65 Concrete Barn | |
| 11 Chute Office (Scale House) | 39 Armour (Colorado Packing & Provisions Co.) (National Packing Co.) | 66 Pacific Lumber Co. | |
| 12 Guard House (others existed but not shown) | 40 Cudahy Packing (Blayne & Murphy/Bars S) | 67 Feed House | |
| 13 Scales Building (Barn Office) | 41 Denver Union Stock Yards Hotel | 68 Champlin Refining Co. (Oil Plant) | 84 Industrial Building |
| 14 Mueller Saloon/Elyria Apartments | 42 Wards Hotel | 69 Wholesale Building Products | 85 Denver Rock Island RR Industrial Buildings |
| 15 E.G. Trading Post | 43 Office of Denver Live Stock Co. | 70 Oil Storage | 86 Industrial Warehouse |
| 16 Residence | 44 Horse Shed | 71 Stadium Hall | 87 Decor N More |
| 17 Residence | 45 Scale House | 72 Hall of Education | 88 Hay Barn |
| 18 Marmalejo Residence | 46 Stock Yard Sheds | 73 NWSS Employment Office | 89 Scale House |
| 19 Torres Residence | 47 Kroeger & Bein Slaughter House | 74 Barn | 90 Horse Barn |
| 20 Kosik Residence | 48 Tom Johnson's Slaughter House | 75 Events Center | 91 Stockmans Club House |
| 21 Haynes-Yuhasz Residence | 49 Denver Pickling Works | 76 Livestock Center | 92 Horse and Mule Sheds |
| 22 Armour Water Tower | 50 Cattle Drive | 77 Pepsi Arena | 93 Auction Barn |
| 23 Stockyards | 51 Hollis & Platt | 78 Crystal Packaging | 94 Stock Sheds |
| 24 46th Avenue Parkway | 52 Scale House | 79 International Paper Co. | 95 Elyria Town Hall (Fire Dept. St. 9) |
| 25 Elevated Walkways (not mapped) | 53 Stock Show Building | 80 G&K Services | 96 Livestock Bridge and Flyover |
| 26 Livestock Breeds (not mapped) | 54 Textile Mill | 81 Rocky Mountain Colby Pipe Co. | 97 4701 Brighton Blvd. (El Duranguense Market) |
| 27 Utility Poles (not mapped) | 55 Stock Barn | 82 Ship Art Denver | |
| 28 Specimen Trees (not mapped) | | 83 Denver Hardwood | |



Historic Development 1890-1909



LEGEND

- 2017
- 1950s-1967
- 1929-1938
- 1890-1909
- Livestock Pen Area
- Circulation Routes
- Rail Roads
- Street Car
- NWC Campus Boundary
- S. Platte River (approx. location)
- Delgany Interceptor

SOURCES

Sanborn Insurance Maps - 1887, 1890, 1890-1893, 1903-1904, 1904-1925, 1909, 1929, 1929-1930, 1929-1938, 1929-1951, 1933, 1962, 1962-1967, 1968

Aerial Photography - 1933, c.1964, 2017

*NOTE: each date range illustrates an era or span, and is not an exact snapshot in time.

NOT TO SCALE

1929-1938 : EXPANDING MEAT PACKING, LIVESTOCK TRADING AND GROWTH IN THE NWSS

By this time period, large meat packing companies took the place of the smaller scale packers. Armour and Company took over the northern packing plant that was previously Colorado Packing and Provision Company (39), and made several new additions. New buildings on the site included a new Hay Barn (Brands Building) (9) and Stock Barn (55) and, more notably, the Armour Office Building (7). Swift and Company took over the Western Packing Company (38), significantly expanding the operations. The Armour Water Tower (22) was constructed nearby. The Cudahy Meat Packing Plant (40) expanded and was supplied with animals via a flyover structure that transported animals across the open cattle pens area. Hog barns (58) (now the Bio Energy Building) were added adjacent to the expanded sheep barns. Construction followed the rail lines north and included additional supporting structures such as the King Energy, Inc (Hay Barn #3) (10).

By 1929 the original 1898 Livestock Exchange Building (3) had its two additions, one from 1916 and one from 1919. The NWSS Coffee House (4) (garage), the McConnell Welders (5) (garage), and the Artist Studio (6) (Poultry House and Creamery) were added to the west of the Livestock Exchange Building. Additional Scale Houses were added (61) and (60) in the yards area.

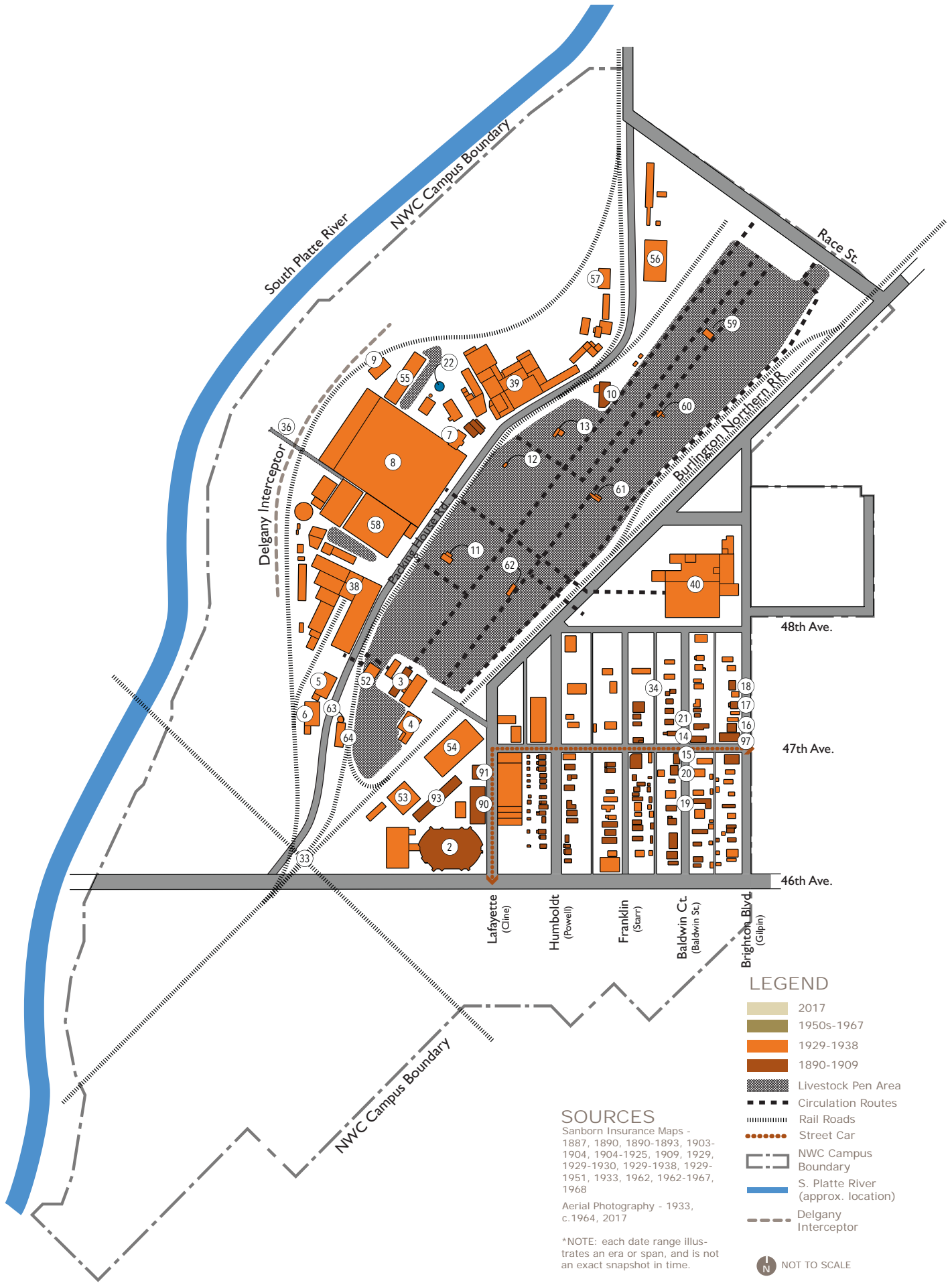
Construction around the Stadium Arena also increased during this period, including a large addition to the west. New buildings included a Textile Mill (54) and a Stock Show Building (53). Other than small houses and hay barns, the gridded area of pens remained relatively uninterrupted. Catwalks, ramps and chutes provided a circulation network for people and animals.

BUILDINGS AND SITE FEATURES

- | | | | |
|--|--|--------------------------------------|--|
| ① Denver Coliseum | ②⑨ Riparian Vegetation (not mapped) | ⑤⑥ Hay Barn | |
| ② Stadium Arena | ③⑩ Light Poles (not mapped) | ⑤⑦ Hay Barn | |
| ③ Livestock Exchange Building | ③① "In the Yards" Gateway (not mapped) | ⑤⑧ Bio Energy Building | |
| ④ NWSS Coffee Shop/K-M Building Cafe | ③② Hall of Education Parking Lot (not mapped) | ⑤⑨ Scale House | |
| ⑤ McConnell Welders | ③③ Railroads | ⑥⑩ Scale House | |
| ⑥ Artist Studio | ③④ Elyria Neighborhood | ⑥① Scale House | |
| ⑦ Armour Office Building | ③⑤ Race Court Underpass (not mapped) | ⑥② Scale House | |
| ⑧ Le Mouton (Historic Sheep Pens) | ③⑥ Sheep Bridge (exact build date unknown) | ⑥③ Corn Tank | |
| ⑨ Brands Building | ③⑦ Globeville Neighborhood (not mapped) | ⑥④ Hay Barn | |
| ⑩ King Energy, Inc. (Hay Barn #3) | ③⑧ Swift/Western (Colorado Packing Co.) | ⑥⑤ Concrete Barn | |
| ⑪ Chute Office (Scale House) | ③⑨ Armour (Colorado Packing & Provisions Co.) (National Packing Co.) | ⑥⑥ Pacific Lumber Co. | |
| ⑫ Guard House (others existed but not shown) | ④① Cudahy Packing (Blayney & Murphy/Bars S) | ⑥⑦ Feed House | |
| ⑬ Scales Building (Barn Office) | ④② Denver Union Stock Yards Hotel | ⑥⑧ Champlin Refining Co. (Oil Plant) | ⑧④ Industrial Building |
| ⑭ Mueller Saloon/Elyria Apartments | ④③ Wards Hotel | ⑥⑨ Wholesale Building Products | ⑧⑤ Denver Rock Island RR Industrial Buildings |
| ⑮ E. G. Trading Post | ④④ Office of Denver Live Stock Co. | ⑦① Oil Storage | ⑧⑥ Industrial Warehouse |
| ⑯ Residence | ④⑤ Horse Shed | ⑦② Stadium Hall | ⑧⑦ Decor N More |
| ⑰ Residence | ④⑥ Scale House | ⑦③ Hall of Education | ⑧⑧ Hay Barn |
| ⑱ Marmalejo Residence | ④⑦ Stock Yard Sheds | ⑦④ NWSS Employment Office | ⑧⑨ Scale House |
| ⑲ Torres Residence | ④⑧ Kroeger & Bein Slaughter House | ⑦⑤ Barn | ⑨① Horse Barn |
| ⑳ Kosik Residence | ④⑨ Tom Johnson's Slaughter House | ⑦⑥ Events Center | ⑨② Stockmans Club House |
| ㉑ Haynes-Yuhasz Residence | ④⑩ Denver Pickling Works | ⑦⑦ Livestock Center | ⑨③ Horse and Mule Sheds |
| ㉒ Armour Water Tower | ⑤① Cattle Drive | ⑦⑧ Pepsi Arena | ⑨④ Auction Barn |
| ㉓ Stockyards | ⑤② Hollis & Platt | ⑦⑨ Crystal Packaging | ⑨⑤ Stock Sheds |
| ㉔ 46th Avenue Parkway | ⑤③ Scale House | ⑦⑩ International Paper Co. | ⑨⑥ Elyria Town Hall (Fire Dept. St. 9) |
| ㉕ Elevated Walkways (not mapped) | ⑤④ Stock Show Building | ⑧① G&K Services | ⑨⑦ Livestock Bridge and Flyover |
| ㉖ Livestock Breeds (not mapped) | ⑤⑤ Textile Mill | ⑧② Rocky Mountain Colby Pipe Co. | ⑨⑧ 4701 Brighton Blvd. (El Duranguense Market) |
| ㉗ Utility Poles (not mapped) | ⑤⑥ Stock Barn | ⑧③ Ship Art Denver | |
| ㉘ Specimen Trees (not mapped) | | ⑧④ Denver Hardwood | |



Historic Development 1929-1938



1950'S-1967 : EXPANSION OF NWSS FACILITIES AND THE PEAK OF THE MEAT PACK FACILITIES

The NWSS continued to grow through the 1940's and 1950's, extending pens northward to Race Street, as well as westward and southward. Continued expansion of the NWC eastward caused demolition of more residential and commercial structures along Humboldt Street, Franklin Street and Baldwin Court. In the 1970's the construction of the Interstate 70 separated the Coliseum from the rest of the NWC and divided the neighborhoods.

The Denver Coliseum (1), along with its subsequent Concrete Barn addition (65) was the major development in the decades in the 1950's-1965 time period. The Coliseum provided a new higher capacity venue that could accommodate larger events. The Stadium Arena (2), however, was still used for smaller events and auctions, and the building received additions for "back-of-house" functions, including the WPA Barn.

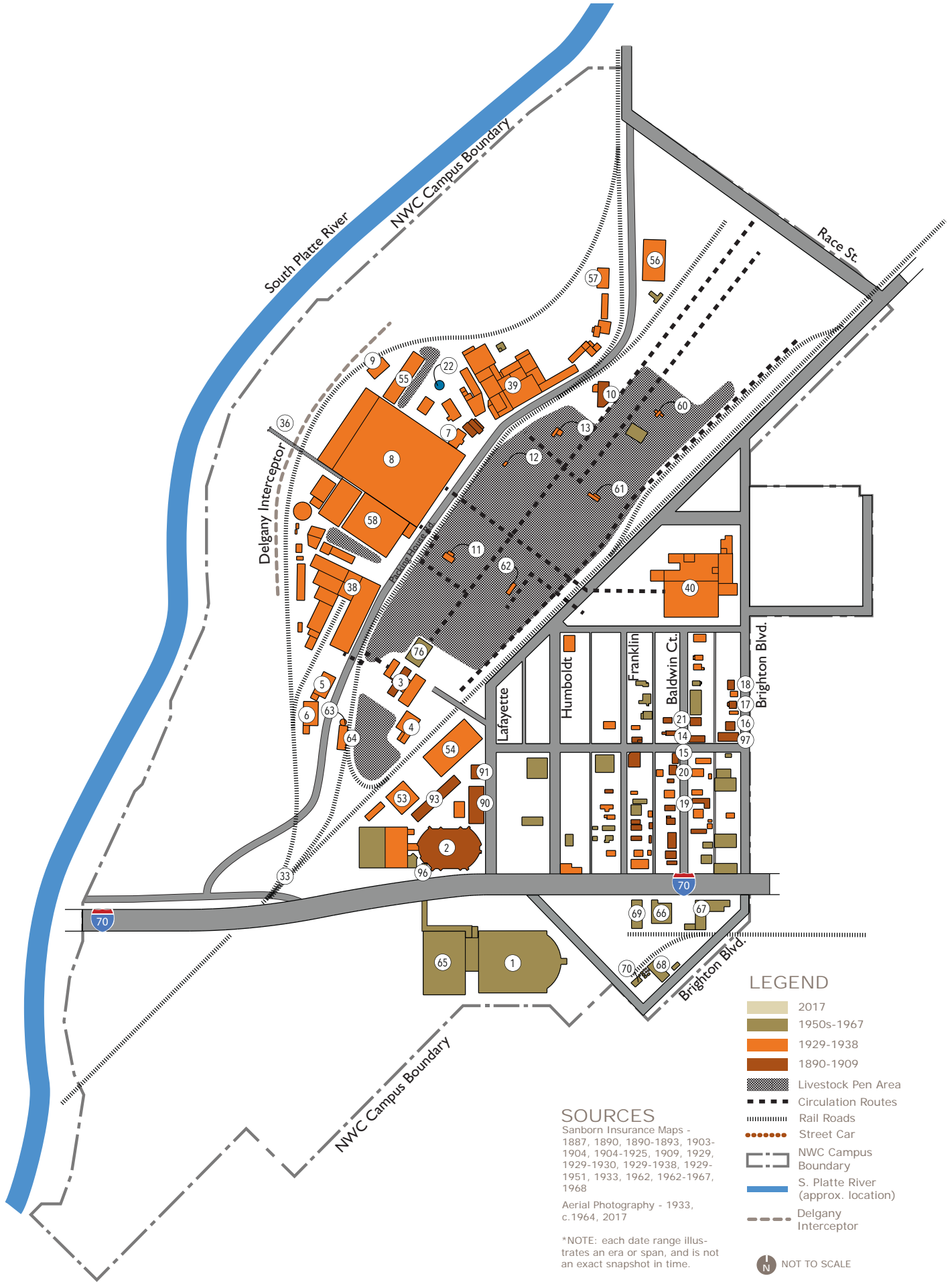
This time period was one of significant change in meat processing. As the meat packing industry changed and operations moved out of cities, the large packing plants at the NWC declined and eventually closed. The last of the plants at the NWC shut its doors in the 1970's. This trend was reflected in the built environment, as none of the meat packing plants had any major additions or new construction in the decades leading up to the 1960's. Indicative of the reduction in livestock sales, the number of pens was in decline by the 1960's. Clearing of pens from the northern part of the yards made room for new industrial buildings that would appear in the 1970's and 80's.

BUILDINGS AND SITE FEATURES

- | | | | |
|---|--|--------------------------------------|--|
| 1 Denver Coliseum | 29 Riparian Vegetation (not mapped) | 56 Hay Barn | |
| 2 Stadium Arena | 30 Light Poles (not mapped) | 57 Hay Barn | |
| 3 Livestock Exchange Building | 31 "In the Yards" Gateway (not mapped) | 58 Bio Energy Building | |
| 4 NWSS Coffee Shop/K-M Building Cafe | 32 Hall of Education Parking Lot (not mapped) | 59 Scale House | |
| 5 McConnell Welders | 33 Railroads | 60 Scale House | |
| 6 Artist Studio | 34 Elyria Neighborhood | 61 Scale House | |
| 7 Armour Office Building | 35 Race Court Underpass (not mapped) | 62 Scale House | |
| 8 Le Mouton (Historic Sheep Pens) | 36 Sheep Bridge (exact build date unknown) | 63 Corn Tank | |
| 9 Brands Building | 37 Globeville Neighborhood (not mapped) | 64 Hay Barn | |
| 10 King Energy, Inc. (Hay Barn #3) | 38 Swift/Western (Colorado Packing Co.) | 65 Concrete Barn | |
| 11 Chute Office (Scale House) | 39 Armour (Colorado Packing & Provisions Co.) (National Packing Co.) | 66 Pacific Lumber Co. | |
| 12 Guard House (others existed but not shown) | 40 Cudahy Packing (Blayney & Murphy/Bars S) | 67 Feed House | |
| 13 Scales Building (Barn Office) | 41 Denver Union Stock Yards Hotel | 68 Champlin Refining Co. (Oil Plant) | 84 Industrial Building |
| 14 Mueller Saloon/Elyria Apartments | 42 Wards Hotel | 69 Wholesale Building Products | 85 Denver Rock Island RR Industrial Buildings |
| 15 E. G. Trading Post | 43 Office of Denver Live Stock Co. | 70 Oil Storage | 86 Industrial Warehouse |
| 16 Residence | 44 Horse Shed | 71 Stadium Hall | 87 Decor N More |
| 17 Residence | 45 Scale House | 72 Hall of Education | 88 Hay Barn |
| 18 Marmalejo Residence | 46 Stock Yard Sheds | 73 NWSS Employment Office | 89 Scale House |
| 19 Torres Residence | 47 Kroeger & Bein Slaughter House | 74 Barn | 90 Horse Barn |
| 20 Kosik Residence | 48 Tom Johnson's Slaughter House | 75 Events Center | 91 Stockmans Club House |
| 21 Haynes-Yuhasz Residence | 49 Denver Pickling Works | 76 Livestock Center | 92 Horse and Mule Sheds |
| 22 Armour Water Tower | 50 Cattle Drive | 77 Pepsi Arena | 93 Auction Barn |
| 23 Stockyards | 51 Hollis & Platt | 78 Crystal Packaging | 94 Stock Sheds |
| 24 46th Avenue Parkway | 52 Scale House | 79 International Paper Co. | 95 Elyria Town Hall (Fire Dept. St. 9) |
| 25 Elevated Walkways (not mapped) | 53 Stock Show Building | 80 G&K Services | 96 Livestock Bridge and Flyover |
| 26 Livestock Breeds (not mapped) | 54 Textile Mill | 81 Rocky Mountain Colby Pipe Co. | 97 4701 Brighton Blvd. (El Duranguense Market) |
| 27 Utility Poles (not mapped) | 55 Stock Barn | 82 Ship Art Denver | |
| 28 Specimen Trees (not mapped) | | 83 Denver Hardwood | |



Historic Development 1950s-1967



LEGEND

- 2017
- 1950s-1967
- 1929-1938
- 1890-1909
- Livestock Pen Area
- Circulation Routes
- Rail Roads
- Street Car
- NWC Campus Boundary
- S. Platte River (approx. location)
- Delgany Interceptor

SOURCES

Sanborn Insurance Maps - 1887, 1890, 1890-1893, 1903-1904, 1904-1925, 1909, 1929, 1929-1930, 1929-1938, 1929-1951, 1933, 1962, 1962-1967, 1968

Aerial Photography - 1933, c.1964, 2017

*NOTE: each date range illustrates an era or span, and is not an exact snapshot in time.

NOT TO SCALE

2017 : REMOVAL OF MEAT PACKING FACILITIES AND A MORE SINGULAR FOCUS ON THE NWSS

After the decline of the meat packing plants, the NWC continued to thrive as a Stock Show and livestock convention. The site changed significantly as the Show became the predominate focus. The shuttered meat packing plants were demolished and replaced with parking lots.

The cattle yards reduced in area to make room for industrial buildings along Race Street and National Western Drive. Supporting buildings around the Stadium Arena were replaced in the 70's and 90's with the Hall of Education, Stadium Hall and Expo Hall that wrapped the structure. The Event Center, EC Barn and Paddock replaced existing development to the northeast of the Stadium Arena complex. The eastward expansion of the NWC (along with the construction of the interstate) resulted in more demolitions on the interface with the Elyria neighborhood, leaving only the Mueller Saloon/Elyria Apartments (14), the E.G. Trading Post (15), 4701 Brighton Blvd. (El Duranguense Market) (97) and a few residences (16) (17) (18) (19) (20) (21).

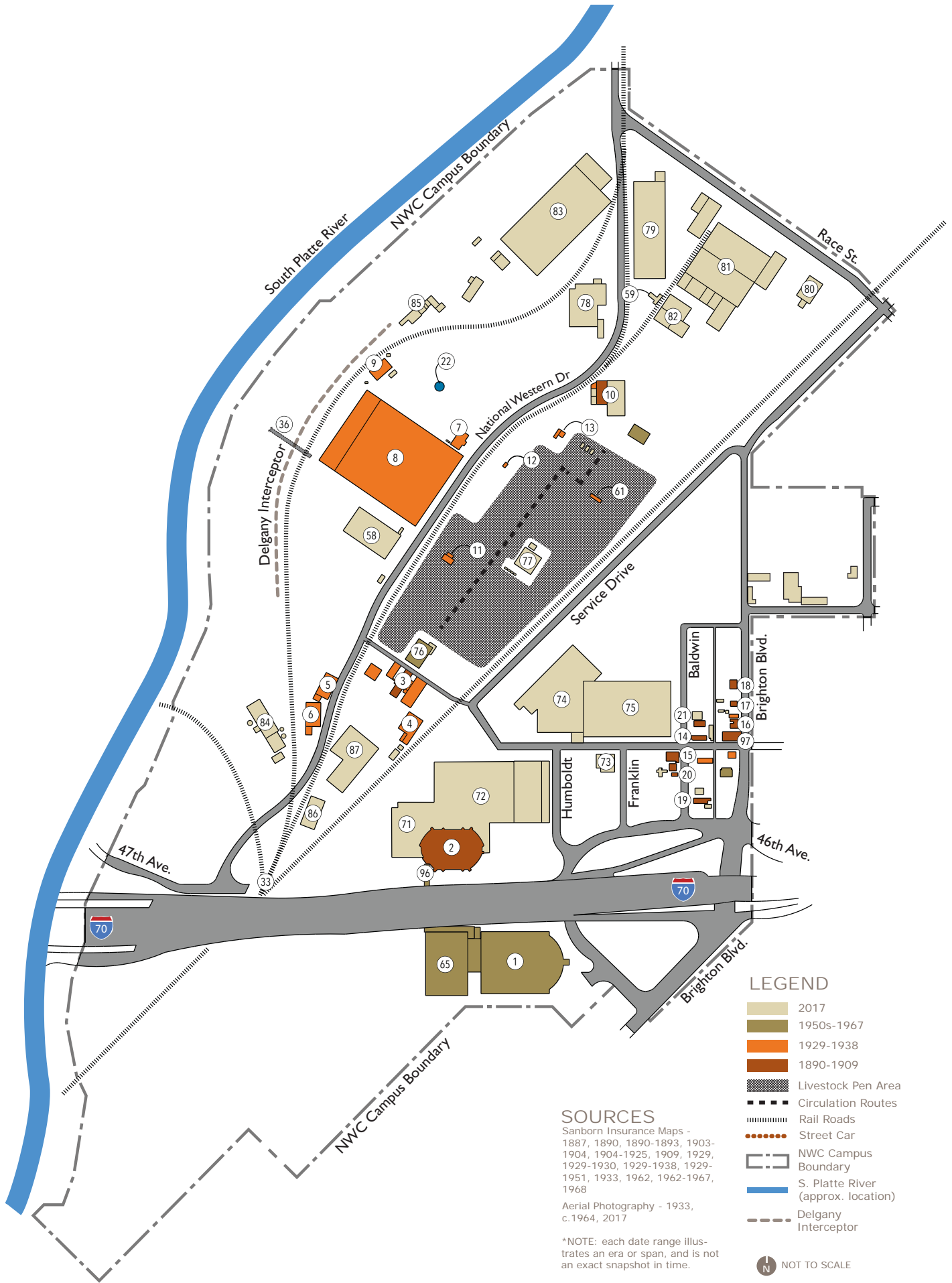
While overall the site has changed significantly, notable historic buildings remain on the site. Notable buildings include the Sheep Barns (8), the Armour Water Tower (22), the Amour Office Building (7), and numerous hay barns and scale houses. Other historic buildings include the Livestock Exchange Building with its two additions (3), the NWSS Coffee House (4) (garage), the McConnell Welders (5) (garage), and the Artist Studio (6) (Poultry House & Creamery). Finally, the Coliseum (1) and Stadium Arena (2) also exist at the southern end of the site.

BUILDINGS AND SITE FEATURES

- | | | | |
|---|--|--------------------------------------|--|
| 1 Denver Coliseum | 29 Riparian Vegetation (not mapped) | 56 Hay Barn | |
| 2 Stadium Arena | 30 Light Poles (not mapped) | 57 Hay Barn | |
| 3 Livestock Exchange Building | 31 "In the Yards" Gateway (not mapped) | 58 Bio Energy Building | |
| 4 NWSS Coffee Shop/K-M Building Cafe | 32 Hall of Education Parking Lot (not mapped) | 59 Scale House | |
| 5 McConnell Welders | 33 Railroads | 60 Scale House | |
| 6 Artist Studio | 34 Elyria Neighborhood | 61 Scale House | |
| 7 Armour Office Building | 35 Race Court Underpass (not mapped) | 62 Scale House | |
| 8 Le Mouton (Historic Sheep Pens) | 36 Sheep Bridge (exact build date unknown) | 63 Corn Tank | |
| 9 Brands Building | 37 Globeville Neighborhood (not mapped) | 64 Hay Barn | |
| 10 King Energy, Inc. (Hay Barn #3) | 38 Swift/Western (Colorado Packing Co.) | 65 Concrete Barn | |
| 11 Chute Office (Scale House) | 39 Armour (Colorado Packing & Provisions Co.) (National Packing Co.) | 66 Pacific Lumber Co. | |
| 12 Guard House (others existed but not shown) | 40 Cudahy Packing (Blayney & Murphy/Bars S) | 67 Feed House | |
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| 14 Mueller Saloon/Elyria Apartments | 42 Wards Hotel | 69 Wholesale Building Products | 85 Denver Rock Island RR Industrial Buildings |
| 15 E.G. Trading Post | 43 Office of Denver Live Stock Co. | 70 Oil Storage | 86 Industrial Warehouse |
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| 17 Residence | 45 Scale House | 72 Hall of Education | 88 Hay Barn |
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| 19 Torres Residence | 47 Kroeger & Bein Slaughter House | 74 Barn | 90 Horse Barn |
| 20 Kosik Residence | 48 Tom Johnson's Slaughter House | 75 Events Center | 91 Stockmans Club House |
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| 22 Armour Water Tower | 50 Cattle Drive | 77 Pepsi Arena | 93 Auction Barn |
| 23 Stockyards | 51 Hollis & Platt | 78 Crystal Packaging | 94 Stock Sheds |
| 24 46th Avenue Parkway | 52 Scale House | 79 International Paper Co. | 95 Elyria Town Hall (Fire Dept. St. 9) |
| 25 Elevated Walkways (not mapped) | 53 Stock Show Building | 80 G&K Services | 96 Livestock Bridge and Flyover |
| 26 Livestock Breeds (not mapped) | 54 Textile Mill | 81 Rocky Mountain Colby Pipe Co. | 97 4701 Brighton Blvd. (El Duranguense Market) |
| 27 Utility Poles (not mapped) | 55 Stock Barn | 82 Ship Art Denver | |
| 28 Specimen Trees (not mapped) | | 83 Denver Hardwood | |



Historic Development 2017



LEGEND

- 2017
- 1950s-1967
- 1929-1938
- 1890-1909
- Livestock Pen Area
- Circulation Routes
- Rail Roads
- Street Car
- NWC Campus Boundary
- S. Platte River (approx. location)
- Delgany Interceptor

SOURCES

Sanborn Insurance Maps - 1887, 1890, 1890-1893, 1903-1904, 1904-1925, 1909, 1929, 1929-1930, 1929-1938, 1929-1951, 1933, 1962, 1962-1967, 1968

Aerial Photography - 1933, c.1964, 2017

*NOTE: each date range illustrates an era or span, and is not an exact snapshot in time.

NOT TO SCALE



REFLECTING HISTORY AT NWC IN THE FUTURE

IN THIS SECTION

SEQUENCE OF PRESERVATION TREATMENTS FOR HISTORIC RESOURCES

HISTORIC RESOURCE OPTIONS BY CHARACTER AREA

CHARACTER AREAS ONE THROUGH TEN

HISTORIC RESOURCE INTERPRETIVE OPPORTUNITIES MAP



Aerial overview of the project area; c. 1934



Level 1 Example, Pearl Brewery District, San Antonio. Metal screen smokestack, and historic building are preserved in place as a cluster of historic features.



Level 2 Example, Pearl Brewery District, San Antonio. A historic rail car is preserved and moved to a prominent plaza

“History helps create and retain a unique sense of place, which can in turn set a pattern for thoughtful, well-planned new development.”

-Preservation for a Changing Colorado—the Benefits of Historic Preservation 2017 Edition, p.34

While the vision for the National Western Center is inspiringly forward-thinking, it appropriately embraces the spirit of the past—including physical features that carry that spirit into the future. The heritage of the site is an asset to be incorporated as much as possible to ensure that the NWC balances old and new dynamically and successfully.

The Denver NWC Placemaking Market Analysis produced by HR&A Advisors, Inc. in association with Arland Land Use Economics recognizes the potential of such historic resources. It notes that year-round activities should build on the western heritage of the campus. It includes a series of case studies with specific lessons from similar projects that demonstrate the importance of reinforcing heritage, history, and brand. Specific examples have relevance to the site’s historic resources by demonstrating how preservation is an economic and market-driven asset for large campus redevelopment.

“NWC should consider the impact of even simple signature placemaking features placed at key nodes of proposed activity,” like the American Tobacco District in Durham, NC where restored historic site features and new attractions create a strong nexus of activity (p.58).

“NWC should maximize the adaptive reuse of historic buildings where possible to catalyze private-sector investment,” like the Philadelphia Navy Yard (p.61).

SEQUENCE OF PRESERVATION TREATMENTS FOR HISTORIC RESOURCES

As part of the Placemaking process and to inform this Campus Cultural Plan, Mead and Hunt analyzed and documented all historic resources at the National Western Center to ensure proper consideration be given to each (Appendix A and Appendix B).

When making decisions regarding the disposition of a historic property, a range of actions may be considered. In general practice, those actions that require the least intervention with the property are preferred. This applies to buildings, structures, and site features. Generally, preservation in place is best, and should be considered first, when feasible. When preserving in place is not feasible, particular alternatives should be considered. The options described below are listed in order of preference.

Level 1: Rehabilitation: Incorporate rehabilitation of the structure into the site plan, if deemed feasible

The best practice is to keep the resource in its original location, because part of its significance derives from its siting and relationship to other features in the area. Using a resource for a purpose similar to its historic function is also preferred, but adaptive reuse that maintains the character while accommodating new uses is also appropriate when preserving in place. This option may include making compatible alterations that help to extend the life of a resource. Constructing an addition to a building is an example.

Level 2: Relocation: Document and identify the feasibility of relocating or reusing the resource at a new location on the site

When preservation is not feasible, then relocating a resource so it can be reused is the next alternative to consider. This is best when the resource is sited in a setting that is similar to its historic one or that is compatible with its character. In some cases, more study will be necessary to determine feasibility of relocating resources in later phases.

Level 3: Salvage: Document, reuse salvageable materials, and demolish the resource

Demolition may be necessary when other alternatives are not feasible. If the resource has historic significance, documenting it before it is removed is recommended. This information will contribute to the record of the history of the site and may provide

material that can then be used in heritage interpretation programs. The level of documentation provided may vary depending upon the reasons for significance, its distinctive features, or the condition of the resource.

Before demolition, consideration should be given to whether there are elements or materials that could be salvaged and reused elsewhere on the NWC site. Disassembling a historic resource is preferred as a demolition procedure. In this process, materials are carefully taken apart so they can be reused elsewhere. This provides opportunities for incorporating materials and elements in other buildings and site features and is considered in keeping with sustainability objectives.

Level 4: Future Interpretation: Document, interpret, and demolish the resource

Interpretation may take a wide range of forms; it often includes printed and graphic material, as well as interactive and audio elements. This may be installed at various locations on the site (indoors and outdoors) and may appear in publications. Exhibits that include artifacts from historic resources also may be used. Interpretation may apply to preserved resources, and often applies to removed ones. Documentation allows the whole story of the site to be shared with users in easily accessible displays and other resources.

Level 5: Standard Demolition: Document and demolish the resource

Demolition may be necessary when other alternatives are not feasible. In some cases, it also may not be feasible or desirable to reference a resource in an interpretive feature. If this is the case, a resource should be documented before it is demolished. Documentation allows the whole story of the site to be shared with users in easily accessible displays and other resources.

HISTORIC RESOURCE OPTIONS BY CHARACTER AREA

This section describes opportunities for historic resource treatments, organized by character area—zones defined in the 2015 Master Plan and updated following the revision of the master site plan by the Placemaking Team in early 2018. Treatment options are presented below for consideration, with the knowledge that conditions may change in future project phases. The intent is to identify opportunities for incorporating historic resources into the site where feasible and indicate potential actions to document resources when they must be removed.

The resources listed are those identified in the Historic Resources Inventory Report by Mead and Hunt (Appendix A). In general, the resources described here were identified in the report as potentially having historic significance. Site features that may contribute to the historic character are also included. More recent buildings that do not have historic significance are not included. To maintain consistency with other NWC work, this section follows the naming conventions and site numbers from the Mead and Hunt report. Street addresses are also indicated where possible. Descriptions were gleaned from the survey forms included in the Mead and Hunt report and supplemented by on-site documentation of buildings, structures, and landscape features in September and December 2017.

In general, the core of the site—including character areas five, six, eight and ten—offers the greatest potential for preservation in place and relocation of resources for reuse. This is largely due to the fact that the core of the NWC retains more historic features than the outer edges. Character area six also offers potential opportunities for reuse of salvageable materials from the historic pens. Character area four contains potential opportunities to reflect the history of the Elyria and Swansea neighborhoods. Because the outer areas of the site retain fewer historic resources, character areas one, two, three, seven, and nine offer opportunities for interpretive features.

For most of the ten character areas described below, a short history and highlights of potential future use precede descriptions of specific historic resources and a sampling of potential Interpretive Opportunities that corresponds to the Potential Interpretive Opportunities Map on page 45. Please see the Campus Character Areas Memo (Appendix D) for deeper histories, timelines, and broad lists of potential topics for all character areas.



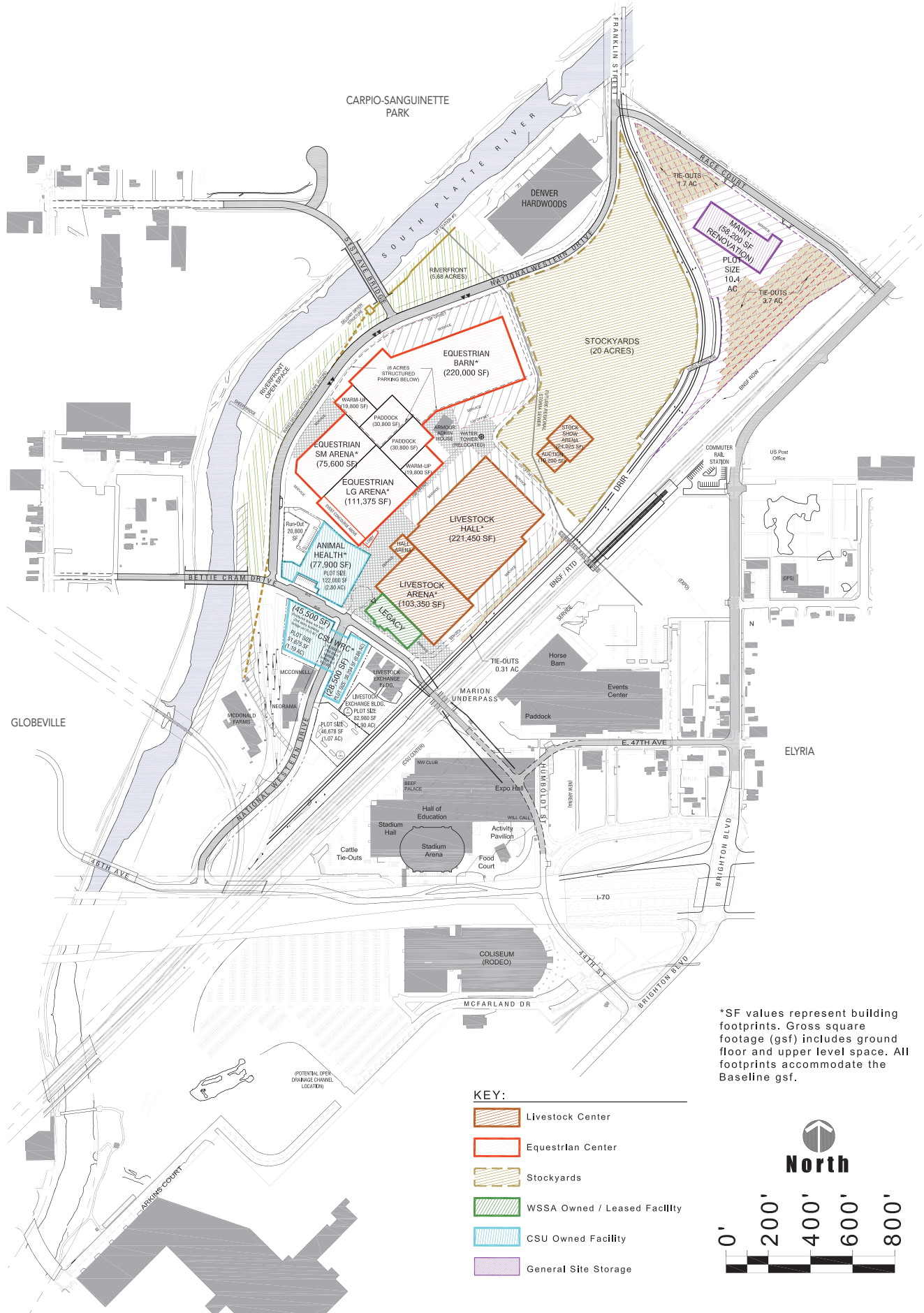
Level 3 Example, Pearl Brewery District, San Antonio. Historic rail lines embedded in the paving along walkway



Level 3 Example, Pearl Brewery District, San Antonio. Historic metal screen reused as a canopy shade structure

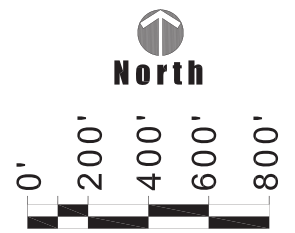


Level 4 Example, Union Station, Denver. A marker locates and describes the historic Delgany Sewer



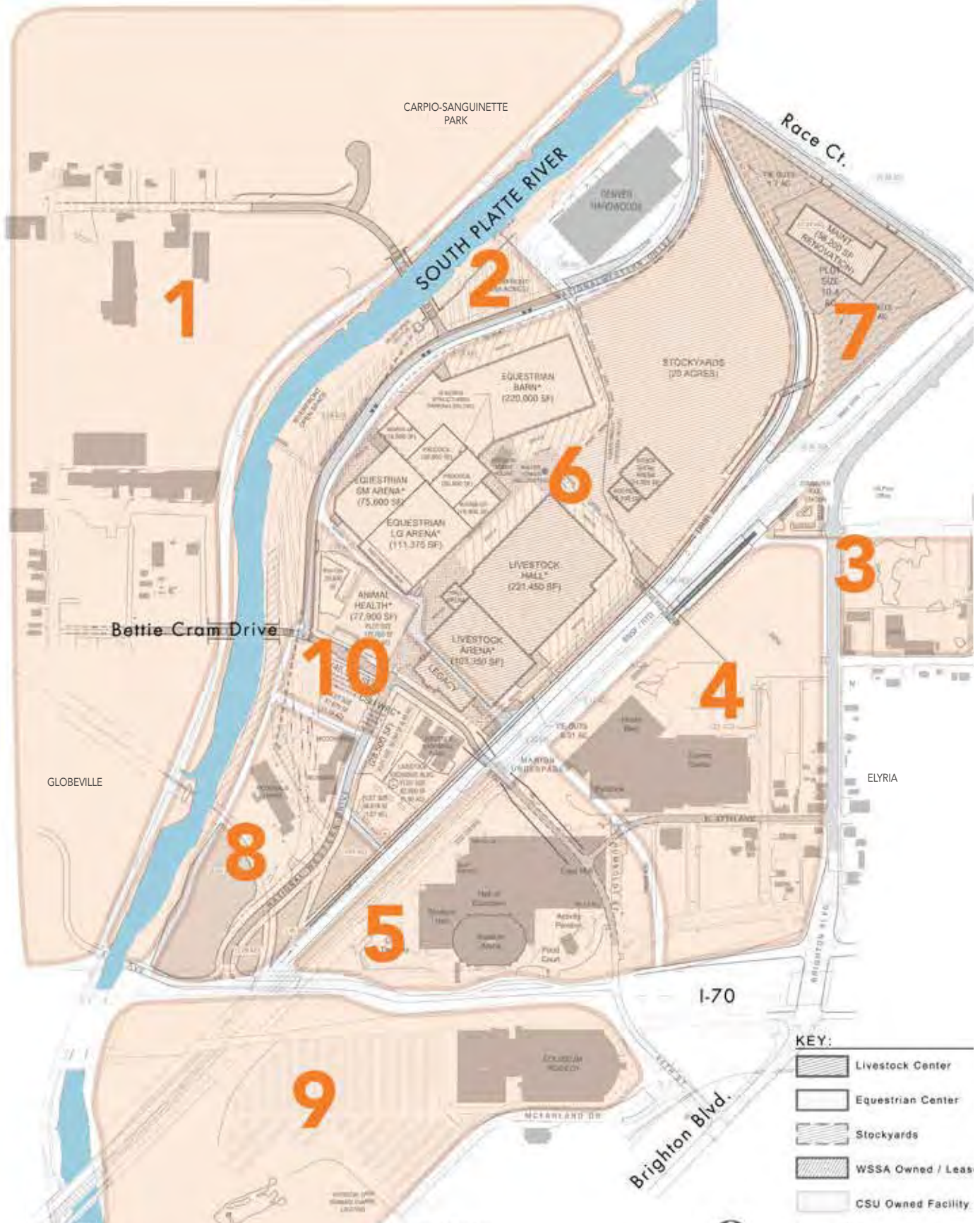
*SF values represent building footprints. Gross square footage (gsf) includes ground floor and upper level space. All footprints accommodate the Baseline gsf.

- KEY:**
- Livestock Center
 - Equestrian Center
 - Stockyards
 - WSSA Owned / Leased Facility
 - CSU Owned Facility
 - General Site Storage



Current National Western Center Campus site plan





- 1 Globeville Neighborhood
- 2 South Platte River
- 3 NWCC Station and Elyria Neighborhood North
- 4 New Arena and Trade Show/Exhibition Hall and West Elyria Neighborhood
- 5 Colorado Commons and Stadium Arena
- 6 Equestrian Center, Livestock Center and Stockyards
- 7 Maintenance and Operations
- 8 South Campus
- 9 Denver Coliseum
- 10 Bettie Cram Drive/Main Street (CSU/WSSA/Livestock Exchange)



KEY:

	Livestock Center
	Equestrian Center
	Stockyards
	WSSA Owned / Lease
	CSU Owned Facility
	General Site Storage
	Character Area Bound



CHARACTER AREA ONE: GLOBEVILLE NEIGHBORHOOD

Established as a mining settlement, Globeville grew into a neighborhood where families of meat processing plant and stockyard employees lived. Residents were European immigrants who built homes, churches, schools and strong community ties. Globeville flourished in the early 1900s with a community center and branch of the Denver Public Library.

In the late 1950s and 1960s, highway projects split and isolated parts of Globeville. Between 1966 and 1975, the City tried to make Globeville into an industrial park with no residences. Zoning restrictions prevented homeowners from making upgrades or repairs to their properties. Some original families stayed in the neighborhood, and people of Latino descent moved in. Former industrial sites have been under federal clean-up programs for decades. Current efforts are being made to revitalize the neighborhood including the Globeville Neighborhood Plan and projects included in the North Denver Cornerstone Collaborative.

Since character area one is outside the boundaries of the current NWC development area, the project team did not survey resources for historic significance. The Globeville neighborhood was surveyed by the Discover Denver project, a joint effort by Historic Denver, Inc. and the City of Denver. Using the 2017 survey, residents may wish to consider physical preservation options such as historic districts or landmarks.

Opportunities exist for interpretive elements and programs related to the river, the meatpacking facilities once located on the west bank, and residents. With improved access, the west bank of the South Platte River could become a waterfront gathering place. New bridges will offer views of the site and interpretive opportunities.

Interpretation about this area and for other neighborhoods (character areas three and four) should be developed by working with neighbors and people who have rich stories of the place. Content will come from those with personal histories here, and common, relateable themes—like making a living, raising a family, and building a home in a new country—will resonate and connect with audiences. For example, from the Denver Public Library’s Globeville, Elyria, and Swansea Virtual Exhibit:

“We have always been a melting pot for immigrants.”
—Dave Oleski, Globeville

There exists great potential for joint community projects, programs, and activities among neighbors, the NWC, and other entities. The 2014 Globeville Neighborhood Plan identifies the vision and recommends implementation actions in relation to the Elyria and Swansea Neighborhoods Plan and the NWC Master Plan. Also, working with the community, Denver Parks and Recreation and the North Denver Cornerstone Collaborative completed a master plan in December 2017 that combines Heron Pond, Heller Open Space, and Carpio-Sanguinette Park (formerly Northside Park)—80 acres of natural open space on the South Platte River unlike any other in Denver.

INTERPRETIVE OPPORTUNITIES (AS INDICATED ON THE INTERPRETIVE OPPORTUNITIES MAP, PAGE 45)

- 4a: Marker showing view of the meat packing plants and their iconic smoke stacks and the early Globeville neighborhood
- 4i: Marker showing view of the meat packing plants and neighborhood history

Additional interpretive opportunities dedicated to the history of the Globeville neighborhood and its connection to the NWC should be considered.



Aerial of the area; c. 1944



Globeville Ice Cream Shop; c. 1910-1940



CHARACTER AREA TWO: SOUTH PLATTE RIVER

Native Americans would have traveled across and stayed along the banks of the South Platte River before European settlement encroached. The grassy riparian zone with clusters of native trees gave way to smelters and mining-related activities that required river and rail access. As the Stock Show developed, meatpacking facilities polluted the water. Railroads and businesses defined how the area evolved.

Character area two offers a prime opportunity to create a series of spaces and activities for neighborhood residents and other users to engage the river and connect with Globeville. Ideas include a mix of active, manicured spaces and natural river habitat that give users a range of experiences like growing fields, small plazas, outdoor classrooms, lawn area, and places to touch and interact with the river. There is potential to partner with education and environmental organizations like the Greenway Foundation to develop joint programming. Character area two also contains notable historic resources including the Delgany Interceptor pipes, the sheep bridge, and the river itself. It offers particularly strong opportunities to reinforce the NWC's association with water and the Platte River.

TREATMENT OPTIONS

Resources for which preservation may be an option: If assessments indicate the feasibility of doing so, the resource could be rehabilitated in place and reused. More study is needed in future implementation phases to determine the feasibility of preservation. If it is not possible to preserve in place, consider relocating it elsewhere as a sculptural piece. If relocation were not feasible, then it would be recommended that the bridge be documented before being removed. Consider saving salvageable materials for use in site design or in the design of interpretive features and art.

- Sheep Bridge (5DV.10078) 4875-4877 Packing House Rd. – The animal sheep bridge is a remnant of a steel pony-truss animal bridge that transported livestock from the sheep barns (Le Mouton) across the river to meatpacking/processing facilities on the west side of the Platte. It's predominately of metal construction.

Resources scheduled for removal: The Delgany Street Sewer Extension is scheduled to be removed to make way for new infrastructure and improvements to the river edge. Consider noting the resource as part of an interpretive program that addresses the NWC's interface with the South Platte River and connection with water resources. A segment of the original brick cradle and pipe could be reused as an interpretive feature or a sculptural element in the new greenway area in character area two, if feasible.

- Delgany Street Sewer Extension (5DV.4725.7) - New, underground pipes will replace the Delgany Interceptor as the South Platte River waterfront area is improved in the NWC redevelopment. However, the Delgany pipes offer an insight into the story of Denver as a growing city, and of the advancement of sanitation technology in the early to mid-twentieth century. The first pipes were constructed of brick, and later replaced by concrete pipes.

INTERPRETIVE OPPORTUNITIES (AS INDICATED ON THE INTERPRETIVE OPPORTUNITIES MAP, PAGE 45)

- 1a: Sheep Bridge, rail lines, livestock tie-ups
- 2b: Sculptural, artistic element (new or reused) and marker indicating the history of the river and the Delgany Interceptor
- 2f: Sculptural, artistic element (new or reused) and rail lines embedded in the open space/ walkway
- 3f: Rail lines/elements embedded in the greenway/walkway
- 4j: Marker dedicated to the area's Native American inhabitants and early history

Additional interpretive opportunities dedicated to Native American history and the NWC as a cultural crossroads should be considered in this area.



Aerial of the area; c. 1936



46th Avenue and Platte River bridge area; c. 1925



CHARACTER AREA THREE : NWCC STATION AND ELYRIA NEIGHBORHOOD NORTH

Originally a mining settlement, character area three—and the Elyria and Swansea neighborhoods that extend beyond it—evolved into residential areas for meat packing and stockyard employees and their families. The National Western Stock Show impacted the area, as did factories, railroads, warehouses, streets, and parking lots. See Character Area Four for a brief description of the histories of Elyria and Swansea and the people who have called the neighborhoods home.

The City of Denver adopted the Elyria and Swansea Neighborhoods Plan in 2015, and the Discover Denver project—a joint effort of Historic Denver, Inc. and the City of Denver—surveyed the neighborhoods in 2017. Using that survey, residents of the Elyria neighborhood may wish to consider physical preservation options such as historic districts or individual landmarks.

As with character areas one and four, interpretive opportunities could help tell the story of the neighborhood and its connection to the NWC. Joint projects that honor the perspectives and experiences of people with personal stories of the place offer potential for programming.

Transit-related facilities including a plaza and pedestrian bridge over the rail lines will create a prime connecting point between the site and neighborhood, bringing residents and visitors together. The adjacent character area four includes more of the Elyria and Swansea neighborhoods.

INTERPRETIVE OPPORTUNITIES (AS INDICATED ON THE INTERPRETIVE OPPORTUNITIES MAP, PAGE 45)

- 4g: Marker illustrating the connection between historic street car lines and modern commuter rail
- 4l: Marker referencing the history of the Elyria and Swansea neighborhoods

Additional interpretive opportunities dedicated to the history of the Elyria & Swansea neighborhoods and their connection to the NWC should be considered.



Aerial of the area; c. 1944



Elyria Park and Children's Pool; c. 1918



CHARACTER AREA FOUR: NEW ARENA AND TRADE SHOW/ EXHIBITION HALL AND WEST ELYRIA NEIGHBORHOOD

The NWC overlaps with the historic Elyria neighborhood in character area four. The neighborhood extends to the east and comprises the Elyria and Swansea neighborhoods. Elyria and Swansea have distinct yet related histories that link to the site—they grew and spread during the early years of the Stock Show, offering people of diverse backgrounds places to live, work, and socialize. Working class families primarily from Eastern European countries settled the neighborhoods and built churches, schools, and a commercial hub. Latino immigrants moved to the neighborhoods, finding work at nearby packing houses, rail companies, and factories. Construction of I-70 in the 1960s changed the character of the area by cutting through the neighborhoods.

Great potential exists for interactions among the neighborhoods and NWC activities. The City and County of Denver adopted the Elyria and Swansea Neighborhoods Plan in 2015 and organizations active in the neighborhood—like Globeville-Elyria-Swansea LiveWell, The Growhaus, and Cooking Matters—provide natural programming partners. The collection of oral histories here and for Globeville would capture the legacy of the neighborhoods.

As the NWC evolves, 47th Avenue and Brighton Boulevard will become the ceremonial front door to the site from Brighton Boulevard—the primary gateway. Arena Square will feature an outdoor plaza and new arena and trade show/exhibition hall and 47th Avenue will become a “festival street.” Views of the Livestock Exchange Building, Armour office building, Stadium Arena and water tower—all visible from north Brighton Boulevard—allow opportunities for appreciation and interpretation of historical site elements.

Numerous historic resources that contribute to the heritage and character of the site remain in character area four, including residences and commercial buildings significant to the histories of the Elyria and Swansea neighborhoods—providing a strong opportunity to celebrate the diversity of the surrounding neighborhoods. Relocation and reuse of buildings and the creation of interpretive opportunities should be explored. A pedestrian-scale cluster of buildings as a gateway and reference point to the neighborhoods would be a great asset. The opportunity also exists for a “cultural village” associated with historic buildings in this area.

Character areas four and five make up the Triangle—where future development and programming will connect and take advantage of their joint resources and potential.

TREATMENT OPTIONS

Resources for which relocation is planned: Relocation to a nearby site at the NWC is anticipated for 4701 Brighton Blvd. This building has been deconstructed and palletized, to be rebuilt somewhere else in the future. It has a connection to the industrial past of the area and to the Elyria and Swansea neighborhoods.

- El Duranguense Market (5DV.9817) 4701 Brighton Blvd. – This is a two-story masonry building with a distinctive chamfered corner that matches nearby historic commercial buildings.

Resources for which preservation may be an option: Resources for which preservation may be an option: It may be possible to preserve the following resources in place. More study is needed in future phases of implementation to determine the feasibility of preservation. If it is not possible to reuse the buildings in place, consider relocating them. If relocation were not feasible, then it would be recommended that the buildings be documented before being removed. Consider saving salvageable materials for use in site design or in the design of interpretive



Aerial of the area; c. 1944



Area east of the railroad at Wards Hotel, 1934



El Duranguense Market, present day (4701 Brighton Blvd)



Mueller Saloon/Elyria Apartments, present day (4700 Baldwin Ct)



E.G. Trading Post, present day (1643 E 47th Ave)

features and art. If the buildings are removed, consider noting the building as part of an interpretive program that addresses the NWC's interface with the Elyria neighborhood.

- Mueller Saloon/Elyria Apartments (5DV.9808) 4700 Baldwin Ct./1655 E. 47th Ave. – This is a two-story masonry building with second story decorative details.
- E.G. Trading Post (5DV.9805) 1632, 1643 E. 47th Ave. – The E.G. Trading Post is a one-story masonry building with a distinctive chamfered corner that matches nearby historic commercial buildings.
- Haynes-Yuhasz Residence (5DV.98090) 4712 Baldwin Ct. – The residence retains its roofline and decorative details such as a hipped roof, a dormer, traditional columns and a front porch.

Resources for which preservation in place is not likely, but relocation may be studied: Preservation in place is not likely for the following properties, but relocation may be an option. More study is needed in future phases of implementation to determine feasibility. These buildings have a connection to the industrial past of the area and to the surrounding neighborhoods. If the buildings are assessed as being structurally sound, consider relocating them to a receiving site within the Elyria/Swansea neighborhoods. If relocation were not feasible, then it would be recommended that the buildings be documented before being removed. Consider noting the buildings as part of an interpretive program that addresses the NWC's interface with the Elyria neighborhood.

- Torres Residence (5DV.9660) 4656 Baldwin Ct. – The residence retains the roofline and decorative details such as millwork on the gable and a gabled porch.
- Kosik Residence (5DV.1247) 4681-4683 Baldwin Ct. – This building is one of the oldest residential structures in the NWC. It retains notable decorative details such as brick corbelling and arched openings.

Resources scheduled for removal: The following resources have been removed to make way for improvements to Brighton Boulevard. Consider noting the buildings as part of an interpretive program that addresses the NWC's interface with the Elyria neighborhood, since these resources all retain their historic association with the Elyria and Swansea neighborhoods.

- Residence (5DV.9818) 4709, 4711, 4715 Brighton Blvd. – This building is a triplex that retains its decorative details such as brick corbelling and arched openings.
- Residence (5DV.9813) 4727 Brighton Blvd. – This building retains its roofline and decorative details such as its porch and bay dormers.
- Marmalejo Residence (5DV.9819) 4741, 4747 Brighton Blvd. – This residence retains decorative features such as brick corbelling and arched openings.

INTERPRETIVE OPPORTUNITIES (AS INDICATED ON THE INTERPRETIVE OPPORTUNITIES MAP, PAGE 45):

- 1d: Cluster of historic Elyria buildings including 4701 Brighton, Mueller Saloon/Elyria Apartments, and historic residences
- 2e: Sculptural, artistic element (new or reused) & marker showing Elyria Town Hall and the historical association with Elyria & Swansea
- 4f: Marker showing the vista overlooking the historic yards and also indicating the location of the historic Cudahy Plant

Additional interpretive opportunities dedicated to the history of the Elyria & Swansea neighborhoods and their connection to the NWC should be considered.



CHARACTER AREA FIVE: COLORADO COMMONS AND STADIUM ARENA

Character area five, along with area four, makes up the NWC Triangle—offering significant partnership and programming opportunities. The CSU Center will have a strong presence, clearly symbolizing the future of agriculture and connections between urban and rural activities. The new CSU Center will provide important opportunities for agricultural education, creating a dynamic new space for convening the surrounding communities.

The rich heritage of the Stock Show is embodied in character area five in the 1909 Stadium Arena. Other structures were demolished and replaced by newer facilities to meet the demands of the January event as the Stock Show grew. As recently as 1972 and 1989, major development altered the organization of the character area—expanding footprints of buildings and removing connectors and interstitial spaces.

A treasured historic structure and the first major public facility built for the Stock Show, the iconic Stadium Arena, has long drawn people to the site. It is intended to house a year-round public market, shops, restaurants, and offices. The 1909 Stadium Arena Historic Structure Assessment and Market Study is an ongoing effort to determine the eventual programming and uses for the building. Restoring the Stadium Arena to a fully freestanding building will help convey the history of the National Western Stock Show; the original towers on the front elevation will regain their prominence, serving as a signature wayfinding feature. Interpretive and viewing opportunities exist in and from the plaza and structure. While preservation in place is possible for the Stadium Arena, that's not the case for the hazardous Livestock Bridge and Flyover.

The new Bettie Cram Drive passes through this character area providing access to almost all the major venues at NWC.

TREATMENT OPTIONS

Resources for which preservation in place is planned: The priority for the Stadium Arena is to restore in place. This includes retaining the interior lofted space and other key features.

- Stadium Arena (5DV.3815) 4655 Humboldt St. – The Stadium Arena is a two-story, oval Neoclassical style amphitheater. Although it is surrounded by newer additions, little of the original building fabric has been altered. The roof has two levels separated by a clerestory. The Arena has a strong relationship with the NWSS and is designated as a local landmark.

Resources scheduled for removal: The Livestock Bridge and Flyover is scheduled for demolition. The structure is in poor condition and is unusable currently. It would be recommended that the structure be documented before demolition. Consider the possibility of utilizing interpretive signage to mark the structure's location and to describe its function.

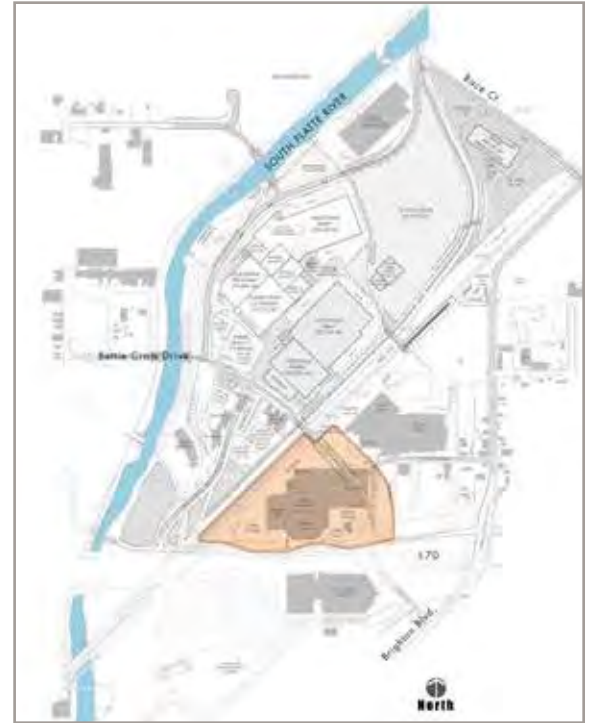
- Livestock Bridge and Flyover (5DV.10447) 1325 E. 46th Ave. – The Livestock Bridge and Flyover connect the Stadium Arena and the Coliseum. The existing bridge was deemed a safety hazard and closed decades ago. The concrete closed-air structure is a recognizable feature over 46th Avenue.

INTERPRETIVE OPPORTUNITIES (AS INDICATED ON THE INTERPRETIVE OPPORTUNITIES MAP, PAGE 45)

2d: Sculptural, artistic element (new or reused) and marker showing the view of the historic context around the Exchange Buildings

2h: Sculptural, artistic element (new or reused) & marker showing the traditional context surrounding the Stadium Arena and street car lines (especially Lafayette St.)

2j: Sculptural, artistic element (new or reused) & marker dedicated to the livestock bridge and flyover between Stadium Arena & Coliseum



Aerial of the area; c. 1944



Aerial of the Stadium Arena area, 1933



CHARACTER AREA SIX: EQUESTRIAN CENTER, LIVESTOCK CENTER AND STOCKYARDS

The inaugural canvas tent that housed the Stock Show in 1906 was located in character area six—distinguished as the place animals came by train or truck to be penned and processed. Catwalks allowed birds-eye views of animals for purchase and rail lines and spurs provided infrastructure. The Denver Union Stock Yards (DUSY) dominated activities for decades.

With stockyards and animal pens, character area six contains the past–present–future thread of National Western activities at the site, visible in remaining historic site features. Closely related are character areas seven and eight with stockyard facilities, animal pens, the Livestock Exchange, and associated activities.

Character area six will be home to livestock, stockyard and equestrian activities with new facilities, plaza spaces, and flexible event space. Open areas and well-positioned sight lines will provide opportunities for interpretive installations that convey associations with historical uses. The historic Armour Office Building and Water Tower remain, and functional elevated walkways will replace existing ones.

There exists strong potential to retain some historic remnants to celebrate Stock Show and meatpacking themes in character area six. Reuse, relocation, use of salvageable materials, and interpretive features are the focus.

TREATMENT OPTIONS

Resources for which preservation in place is planned: The priority for the Armour Office Building is preservation and adaptive reuse. The open floor plan appears to provide flexibility for different program requirements and the fine wood detailing enhances the potential appeal to users. Surrounding site features could also be preserved to the extent feasible, to provide a sense of historic setting. Also consider installing interpretive materials on site to convey the history of the property.

- Armour Office Building (5DV.10083) 5000, 5001, 5011 Packing House Rd. – The Armour Office building is of masonry construction with a grand concrete entry portico with paired columns and simple entablature. Building walls are articulated with pilasters and a concrete band at the base and cornice. The ground floor interior is broken up into office spaces, while the upper floor is a more open plan. Additionally, the forecourt area retains some brick paving and a site wall. The building is associated with Le Mouton, the Armour Water Tower and also with the historic Armour Packing Plant that once dominated this area.

Resources for which preservation may be an option: Preservation in place may not be possible for the following properties due to the site plan. If preservation in place is not feasible, relocation may be an option. More study is needed in future phases of implementation to determine feasibility. These buildings have a connection to the industrial past of the area and to the surrounding neighborhoods. If the buildings are assessed as being structurally sound, consider relocating them to a receiving site within the NWC. If relocation were not feasible, then it would be recommended that the buildings be documented before being removed.

- Brands Building (5DV.16828) 5000 Packing House Rd. – This utilitarian building reflects the simplicity in agricultural building with its side gable roof form and corrugated metal siding and roof. The building is associated with the railroad, Armour Water Tower, Le Mouton and Armour Office Building. In particular, the metal siding is a feature that could be reused.
- Stock Car (5DV.16842) ≈4755 Packing House Rd. – The Stock Car exhibits characteristic features of an early 1900's livestock car, with wood plank siding. It is associated with the historic rail lines and the stockyards,



Stockyards and rail platform under construction; c. 1910-1918



Stock overpass on east side of Sheep Barn; c. 1952



and could be clustered with other similar historic features. It is movable, so a new location should be found as part of the public realm study.

- Armour Water Tower (5DV.10083) 5011 Packing House Rd. – The tower is metal and is approximately 100 feet tall. It is supported by four legs with metal girding and has a circular roof over the water basin. Piping exits downward from the bottom of the basin. The Water Tower is associated with the Armour Office Building and could remain in close proximity to it.
- King Energy Building (Hay Barn #3) (5DV.10084) 5012 Packing House Rd. – The King Energy Building has a notable roof truss system and a chamfered corner adjacent to one of the primary circulation routes around the building. The building has an original portion constructed in 1929 with a later addition in 1959. In particular, the truss system is a key feature, as is the original 1929 portion (Hay Barn #3). The 1929 portion is currently being reviewed for the potential to remain in place.
- Chute Office & Scale House (5DV.16841) 5000-5010 Packing House Rd. – The Chute Office is a modest flat roofed masonry building that houses a scale (still functional today). The scale platform and a holding pen are located under an open wood gable trussed building. Chutes and viewing platform are located adjacent to this building. The building is associated with the railroad, chutes, catwalk, pens and Le Mouton, all of which reflect its historic setting. In particular, the scale is a key feature.
- Guard House (5DV.16841) 5000-5010 Packing House Rd. – The Guard House is a small shack that reflects the simplicity of typical agricultural buildings with its gable roof form and structural siding. The building is near the pens and the Armour Office Building.
- Scale Building #6 (5DV.16841) 5000-5010 Packing House Rd. – The Scale Building #6 is a small one-story, flat-roofed building with an original, middle portion constructed of brick with wood frame additions on both sides. The central brick building has a door and window on the front wall.
- Loafing Shed (5DV.16841) 5000-5010 Packing House Rd. – The Loafing Shed is a rectangular shed/shelter with some remnants of wood siding. The shed is associated with the historic pens area.
- The Pens (5DV.16481) 5000-5010 Packing House Rd. – The fences and gates are metal and wooden and come in many different configurations. Pens have been repaired and altered continually over the years, so wood and metal components vary in age and character. Paving patterns vary widely as well, with materials including asphalt, concrete, brick and gravel. Additional study is required to determine if a portion of the pens can remain in place. Additionally, hardware hinges, posts, hooks, gates and wood should be salvaged.

Resources scheduled for removal: The following resources are scheduled for removal. It would be recommended that these resources be documented before removal, and that any salvageable materials be considered for reuse in site design or in the design of interpretive features and art. Consider opportunities to recognize the resources with interpretive elements.

- National Western Livestock Center Auction Arena (5DV.16827) 4800 Packing House Rd. – The Livestock Center is a two-story concrete building with a vaulted, covered canopy over the front façade. A large open auction hall dominates the interior of the building with a dirt floor stage and stadium style seating. The building is associated with the surrounding stockyard pens, catwalks and Livestock Exchange Buildings.
- Elevated Walkways (Catwalks) (5DV.16841) – The current concrete elevated walkways were built c. 1955, to replace earlier wooden and metal ones. They have 20-24 feet tall t-shaped columns to support the concrete pathway. Chain link fences flank the pathway, and metal stairs with an arrow shaped grating pattern provide access. The walkways have a strong association with the pens in the stockyards and provide views of much of the NWC as well as the animals below.
- Le Mouton (5DV.10078) 4875-4877 Packing House Rd. – Le Mouton historically housed sheep pens, as a multi-level open-air structure. Additions to the original structure over the years have increased capacity, and the openings have been filled in so it is now a closed-air structure. The interior of the building is still largely an open plan, with exposed concrete columns. The building is associated with the Bio Energy Building, the Armour Office Building and the Sheep Bridge.
- Bio Energy Building (5DV.10078) 4701 Packing House Rd. – The Bio Energy Building has a double-barrel roof with an arch truss and wood plank siding. The interior of the building has one deep corridor that runs the length of the building and is then broken into storage units along each side flanking the corridor. In particular, the trusses are a key feature that could be saved and reused.

INTERPRETIVE OPPORTUNITIES (AS INDICATED ON THE INTERPRETIVE OPPORTUNITIES MAP, PAGE 45)

- 1b: Armour Office Building, Water Tower, and Rail Car
- 1c: Chute Office (Scale House), historic pens
- 2g: Sculptural, artistic element (new or reused) and marker showing the historic livestock flyover to the Cudahy Plant and sheep barns
- 3e: Rail lines/elements and historic pavers embedded in the plaza/walkway
- 3g: Reused historic pavers embedded in the pens area
- 3h: A portion of the NWC Livestock Center's facade reused as a sculptural element
- 3i: Reclaimed pen materials, hinges, latches, posts, etc. throughout the new pens area, or as artistic or interpretive elements
- 3j: Preserved portion of historic pens
- 4h: Marker illustrating the farthest extent of the pens area at the peak of the meat packing era



CHARACTER AREA SEVEN: MAINTENANCE AND OPERATIONS

Similar to character areas six and eight, character area seven provided land for animal pens and stockyard facilities over time. Rail lines ran through and businesses operated nearby. More recently, the area became dominated by parking and warehouses. The maintenance and operations facility for the new NWC will sit here, surrounded by flexible yard space that can accommodate storage, parking, and—during the Stock Show—tie-outs for cattle.

No historic resources were identified in this area, but interpretive opportunities should be explored to reflect the extent of the stockyards during the peak era.

Denver’s oldest operating cemetery sits immediately adjacent to character area seven. The historic Riverside Cemetery has a strong local presence and an active support group. Tours feature the final resting places of culturally diverse early settlers and some of Colorado’s notable citizens. Joint programming opportunities exist, especially with Globeville and Elyria Swansea neighborhood activities (see character areas one, three, and four).

INTERPRETIVE OPPORTUNITIES (AS INDICATED ON THE INTERPRETIVE OPPORTUNITIES MAP, PAGE 45)

- 4k: Marker dedicated to Riverside Cemetery



Aerial of the area, looking north; c. 1952



Western Beef Factory Race Court feedlot; c. 1950



CHARACTER AREA EIGHT: SOUTH CAMPUS

Character area eight has a particularly strong opportunity to reflect and celebrate the history of animal breeding and meat packing at the NWC. It contains two key historic buildings, McConnell Welders and the Artist Studio (privately owned). The area also encompasses part of the Swift Packing Plant's historic location.

Development planned for this area in the current site plan is mostly limited to horizontal development such as the reconfiguration of rail and streets and the creation of site storage areas. Preservation in place and reuse of salvageable materials are a focus for the historic resources in this character area. The area is closely linked to character area ten and six.

TREATMENT OPTIONS

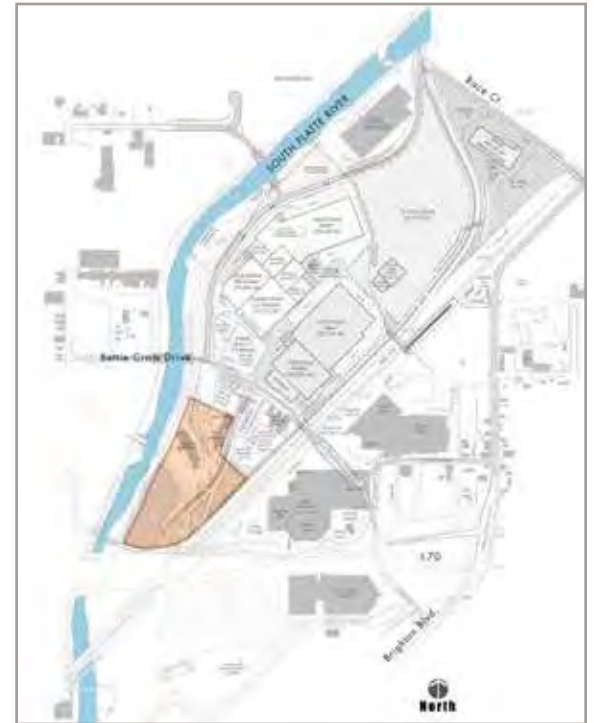
Resources for which preservation in place is planned: The priority for these buildings is preservation and reuse. Also consider installing interpretive materials on site to convey the history of the area and these buildings' connection with the Swift Packing Plant.

- Artist Studio (5DV.10081) 4701 Packing House Rd. (Under Private Ownership) – The Artist Studio is a two-story masonry brick building that was associated with the Swift Packing Plant. It has large steel industrial sash windows along the upper and lower floors. The upper floor of the interior is lofted. Steel warehouse windows are on all elevations and a large metal door is on the west elevation. The interior of the building is divided into artist studios. The building is currently under private ownership.
- McConnell Welders (5DV.10082) 4747 Packing House Rd. – The building is made of brick with a concrete post and beam system. Large garage openings along the ground level face the South Platte River; at least one original garage door remains. Access to the upper floor is provided by an interior concrete ramp. The upper floor of the interior is lofted providing a dramatic clear span. The space is crowned with exposed bowed steel trusses and an operable clerestory that lights and ventilates the space. A large decorative gate is located along Packing House Road. The building is strongly associated with and connected to the Artist Studio, and associated with the meatpacking plants. In particular, the trusses are key features.

INTERPRETIVE OPPORTUNITIES (AS INDICATED ON THE INTERPRETIVE OPPORTUNITIES MAP, PAGE 45)

- 3a: Reused material/element (such as a historic roof truss) incorporated in a structure that reflects meat packing plants
- 3c: Rail lines/elements embedded in the sidewalk/ storage area

Additional interpretive opportunities dedicated to the history of the meat pack industry should be considered.



Aerial of the area; c. 1950



Railroad docks and stock yards; c. 1950



CHARACTER AREA NINE: DENVER COLISEUM

The Denver Coliseum distinguishes character area nine. Constructed in 1951, the facility's planning and construction reflect the growing popularity of the annual Stock Show and Rodeo and the need for more arena space to support high attendance. It also shows increasing cooperation between the NWSS and the city, exhibitors, and other event boosters. Designed to complement the Stadium Arena in size, form, and placement, the Coliseum was unfortunately cut off from the rest of the site when the I-70 viaduct created a major barrier.

The future use of the Denver Coliseum has not yet been determined; it will likely be included as part of a public-private partnership in the redevelopment of the 'triangle', east of the BNSF/RTD rail corridor. The adjacent Forney Museum offers a natural partner, especially for transportation-themed programs. Along the southwest edge of the site there exists great potential at Globeville Landing Park and along the South Platte River Trail to continue interpretation and programming associated with character areas one and two.

Prior to the construction of the Coliseum, the Omaha and Grant Smelting plant and landfill areas occupied character area nine. The space now offers opportunities to reflect the Coliseum, NWSS, and earlier history.

TREATMENT OPTIONS

Resources for which preservation may be an option:

It may be possible to preserve the Denver Coliseum in place. More study is needed in future phases of implementation to determine the feasibility of preservation and adaptive reuse.

- Denver Coliseum (5DV.9162) 4600 Humboldt St. – The Denver Coliseum is a large auditorium, music and sports facility. The structure has a somewhat irregular plan and consists of a large, concrete barrel vault with external ribs as a distinguishing feature. The building has had some exterior modifications. The large plaza to the east of the Coliseum is notable. The current plaza was redesigned and constructed in the early 90's as part of upgrades to the Coliseum. The building is associated with the Livestock Bridge and Flyover and the Stadium Arena.

INTERPRETIVE OPPORTUNITIES (AS INDICATED ON THE INTERPRETIVE OPPORTUNITIES MAP, PAGE 45)

- 4d: Marker illustrating the construction and history of the Coliseum and I-70
- 4e: Marker dedicated to the area's period of smelting plants

Additional interpretive opportunities dedicated to the area's early history should be considered.



Aerial of the area; c. 1936



Aerial of the area and newly built Coliseum; c. 1952



CHARACTER AREA TEN: BETTIE CRAM DRIVE/MAIN STREET (CSU/WSSA/ LIVESTOCK EXCHANGE)

The continuous presence of the Livestock Exchange Buildings distinguishes the history of character area ten. Constructed in 1898, 1916, and 1919, the buildings served as the epicenter of the livestock market for buyers, sellers, brokers, dealers, railroad companies and operators, bankers, and a number of other agribusinesses. Rail lines and adjacent businesses influenced how the character area evolved.

The active atmosphere of this central hub will carry into the future with signature buildings and activities. Iconic structures will line Bettie Cram Drive, creating a center of gravity and "Main Street" for the NWC. The CSU Water Resources Center, CSU Animal Health Building, WSSA Legacy Building, and a vibrant plaza will stand in inspiring juxtaposition to the historic 1916 Livestock Exchange Building. There are important opportunities along Bettie Cram for interpretive and artistic features, and views from the plaza and upper floors of buildings offer opportunities for showcasing site features, activities, and history. The character area has a significant relationship to character areas six and eight.

TREATMENT OPTIONS

Resources for which preservation in place is planned: The priority for the Livestock Exchange Buildings is preservation and reuse. Also consider installing interpretive materials on site to convey the history of the property.

- Livestock Exchange Buildings (5DV.9163) 4701 Marion St. – The Livestock Exchange Buildings are composed of three connected rectangular buildings, constructed in 1898, 1916 and 1919, as space needs increased. The most prominent of these is the 1916 building that faces southeast with a concrete portico with massive columns and cornice. The Exchange Buildings are associated with the nearby pens area, the National Western Livestock Center and the National Western Stock Show Coffee House. The Exchange Buildings are currently under private ownership.

Resources scheduled for removal: The following resource is scheduled for removal. It would be recommended that this resource be documented before removal, and that any salvageable materials be considered for reuse in site design or in the design of interpretive features and art. In particular, the brick could be used for masonry repairs in nearby buildings (such as the Livestock Exchange Buildings). Consider opportunities to recognize the resource with interpretive elements.

- National Western Stock Show Coffee House (Garage) (5DV.10059) 4699 Marion St. – This building has a simple one-story masonry form. Many of the original garage doors and window openings have been blocked in, but the headers and sills are still visible. Banding along the cornice line is also visible. The south wall has some wood plank covering. The building is associated primarily with the Livestock Exchange Buildings.

INTERPRETIVE OPPORTUNITIES (AS INDICATED ON THE INTERPRETIVE OPPORTUNITIES MAP, PAGE 45)

- 2a: Sculptural, artistic element (new or reused) related to stockshow founding/history
- 2c: Sculptural, artistic element (new or reused) and marker showing the entrance to the historical yards and with some historic imagery of the "grand champions"
- 2i: Sculptural, artistic element (new or reused) & marker dedicated to the history of ranching in Colorado and the livestock breeds that have been part of the stockshow
- 3b: Relocation of a historic livestock off-loading ramp/chute (such as those currently nearby the Scale House off National Western Drive)
- 3d: Rail lines/elements and historic pavers embedded in the parking area
- 4b: Marker showing the historic catwalks that connected the Exchange Building to the Swift Plant and the yards
- 4c: Marker indicating location of the first stockshow canvas tent and other early buildings such as the Stockyards Hotel

Additional interpretive opportunities dedicated to the history and evolution of the NWSS should be considered.



Aerial of the area; c. 1952



Livestock exchange building

HISTORIC RESOURCES INTERPRETIVE OPPORTUNITIES MAP

Interpretive opportunities for historic resources fall into four categories or “types” differentiated by their components, size, and location.

- Type 1—Cluster of Historic Resources
- Type 2—Individual Resource
- Type 3—Reuse of Historic (Salvageable) Materials
- Type 4—Interpretive Marker

Type 1—Cluster of Historic Resources: Type 1—Cluster of Historic Resources: Large enough to have a visual impact and serve as a landmark, this “place” includes a combination of historical artifacts and other site features that invite pedestrian use. It could be a building surrounded by associated site features or a grouping of site features located where they existed historically or in a prominent location.

- Potential components may include:
 - A paved area, using some of the historical paving materials from the pens area
 - A structure that uses some of the historical timber from the pens. This may be a fence to define a seating area, a shade structure or sculptural element
 - Seating
 - A historic water trough
 - A significant building/structure (Armour Office Building, Water Tower, Sheep Bridge, Chute Office (Scale Building))
 - An interpretive marker

Type 2—Individual Resource: This “place” includes a historical artifact or art installation that relates to heritage interpretation as a focal point. It may be a standalone relic or a contemporary interpretation of a historic theme or object. It may be located in its original place or positioned in a prominent public area such as a plaza or key intersection.

- Potential components may include:
 - A paved area, using some of the historical paving materials from the pens area
 - Seating
 - A relic (such as the Stock Car, water troughs, fragments of the catwalk)
 - Contemporary art that reinterprets historic themes
 - An interpretive marker (as well as digital links) and perhaps a digital display

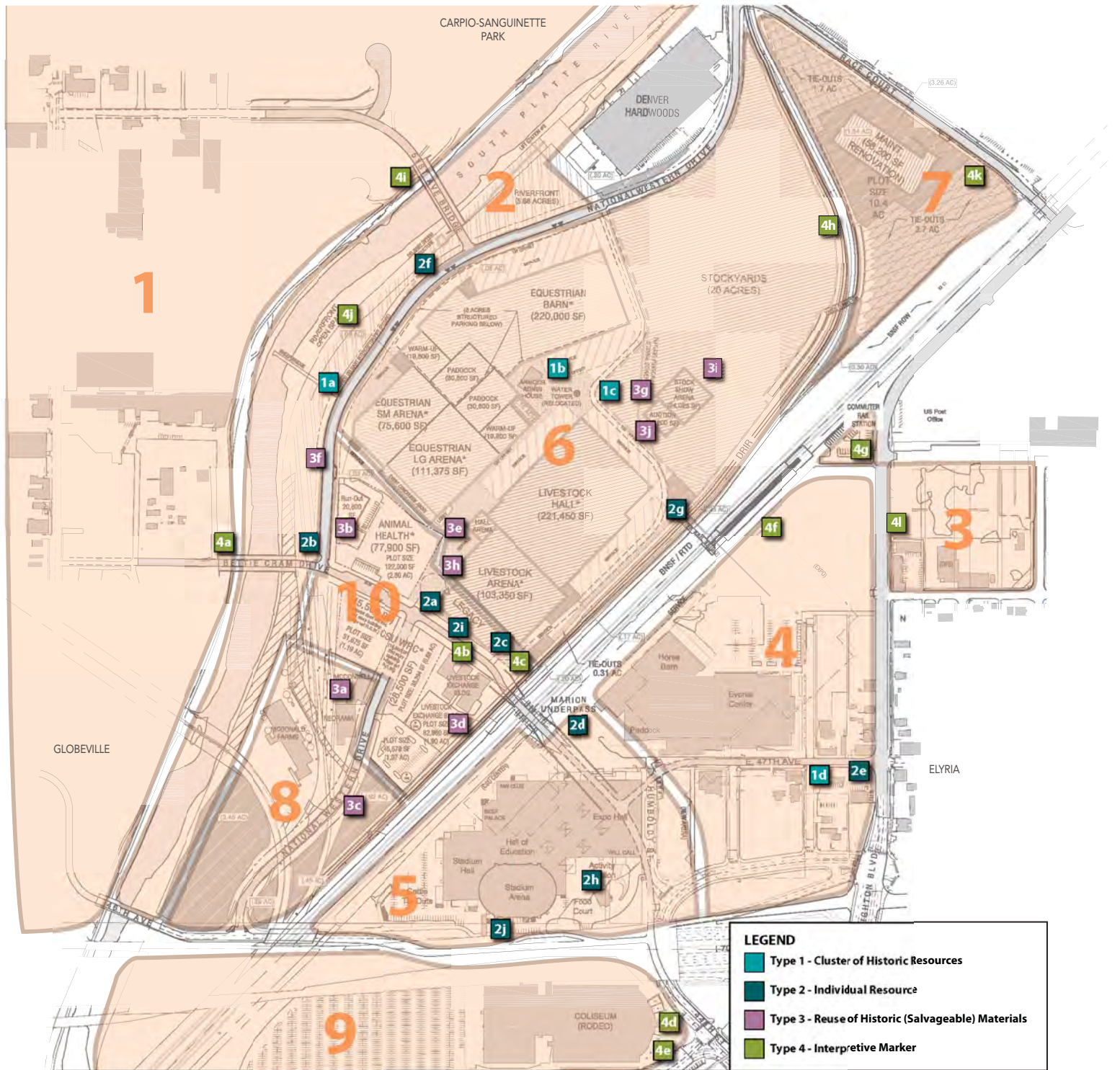
Type 3—Reuse of Historic (Salvageable) Materials: Reclaimed historical materials could be used in a variety of ways in buildings and site features. Horizontal elements such as rail lines or historic bricks could enhance parking lots, walkways, roadways, and plazas. Portions of historic structures could become building features—like an entry canopy—or become standalone features—like a shelter. Designed for active use, they may be located in places pedestrians gather and move, like plazas, trails, and bus stops.

- Potential components may include:
 - A paved area, using some of the historical paving materials from the pens area
 - Historic rail lines embedded within the paving of a surface
 - A reuse of a historic structure or material such as a truss or beam
 - A pedestrian shelter with a canopy or cover and seating, constructed from historic wood or metal reclaimed from demolished buildings, historic pens, etc.

Type 4—Interpretive Marker: Drawing attention to historical events, ideas, or objects, markers provide opportunities for users to connect with the site’s past—not necessarily physically associated with historic resources. Markers may appear at viewpoints where images or text related to historic scenes represent what’s no longer there or inspire people to imagine what the place used to look and feel like. They can appear anywhere, especially where people circulate—along walkways, on historic buildings, and in plazas.

- Potential components may include:
 - An interpretive marker (as well as digital links) and perhaps a digital display.





LEGEND

- Type 1 - Cluster of Historic Resources
- Type 2 - Individual Resource
- Type 3 - Reuse of Historic (Salvageable) Materials
- Type 4 - Interpretive Marker

Type 1

- 1a Sheep Bridge, rail lines, livestock tie-ups
- 1b Armour Office Building, Water Tower, and Rail Car
- 1c Chute Office (Scale House), historic pens
- 1d Cluster of historic Elyria buildings including 4701 Brighton, Mueller Saloon/Elyria Apartments and historic residences

Type 2

- 2a Sculptural, artistic element (new or reused) related to stockshow founding and history
- 2b Sculptural, artistic element (new or reused) & marker indicating the history of the river and the Delgany Interceptor
- 2c Sculptural, artistic element (new or reused) & marker showing the entrance to the historical yards and with some historic imagery of the "grand champions"
- 2d Sculptural, artistic element (new or reused) & marker showing the view of the historic context around the Exchange Buildings
- 2e Sculptural, artistic element (new or reused) & marker showing Elyria Town Hall and the historical association with Elyria & Swansea

Type 2 (cont.)

- 2f Sculptural, artistic element (new or reused) & rail lines embedded in the open space/walkway
- 2g Sculptural, artistic element (new or reused) & marker showing the historic livestock flyover to the Cudahy Plant and sheep barns
- 2h Sculptural, artistic element (new or reused) & marker showing the traditional context surrounding the Stadium Arena and the street car lines (especially Lafayette Street)
- 2i Sculptural, artistic element (new or reused) & marker dedicated to the history of ranching in Colorado and the livestock breeds that have been part of the stockshow
- 2j Sculptural, artistic element (new or reused) & marker dedicated to the livestock bridge and flyover between Stadium Arena & Coliseum

Type 3

- 3a Reused material/element (such as a historic roof truss) incorporated in a structure that reflects meat packing plants
- 3b Relocation of a historic livestock off-loading ramp/chute (such as those currently nearby the Scale House off National Western Drive)

Type 3 (cont.)

- 3c Rail lines/elements embedded in the sidewalk/storage area
- 3d Rail lines/elements and historic pavers embedded in the parking area
- 3e Rail lines/elements and historic pavers embedded in the plaza/walkway
- 3f Rail lines/elements embedded in the greenway/walkway
- 3g Reused historic pavers embedded in the pens area
- 3h A portion of the NWC Livestock Center's facade reused as a sculptural element
- 3i Reclaimed pen materials, hinges, latches, posts, etc. throughout the new pens area, or as artistic or interpretive elements
- 3j Preserved portion of historic pens

Type 4

- 4a Marker showing view of the meat packing plants and their iconic smoke stacks and the early Globeville neighborhood
- 4b Marker showing the historic catwalks that connected the Exchange Building to the Swift Plant and the yards

Type 4 (cont.)

- 4c Marker indicating location of the first stockshow canvas tent and other early buildings such as the Stockyards Hotel
- 4d Marker illustrating the construction and history of the Coliseum and I-70
- 4e Marker dedicated to the area's period of smelting plants
- 4f Marker showing the vista overlooking the historic yards and also indicating the location of the historic Cudahy Plant
- 4g Marker illustrating the connection between historic street car lines and modern commuter rail
- 4h Marker illustrating the farthest extent of the pens area at the peak of the meat packing era
- 4i Marker showing view of the meat packing plants and Globeville neighborhood history
- 4j Marker dedicated to the area's Native American inhabitants and early history
- 4k Marker dedicated to the Riverside Cemetery
- 4l Marker referencing the history of the Elyria and Swansea neighborhoods



THE FUTURE OF THE NATIONAL WESTERN CENTER

IN THIS SECTION

VISION FOR THE FUTURE

ROUNDUP RETREAT

"ONE WEST" VISIONING RETREAT



THE FUTURE OF THE NATIONAL WESTERN CENTER

VISION FOR THE FUTURE

The National Western Center encourages exceptionally innovative activities in a deep-rooted historical setting. It integrates an agrarian rural experience into our urban environment. Contemporary art and cutting-edge science come together here. This is where we save the world and have fun. The National Western Center is a place unlike any other.

The NWC's mission, vision, guiding principles, theme, and historic content threads give the campus firm grounding to support a menu of programming for diverse users.

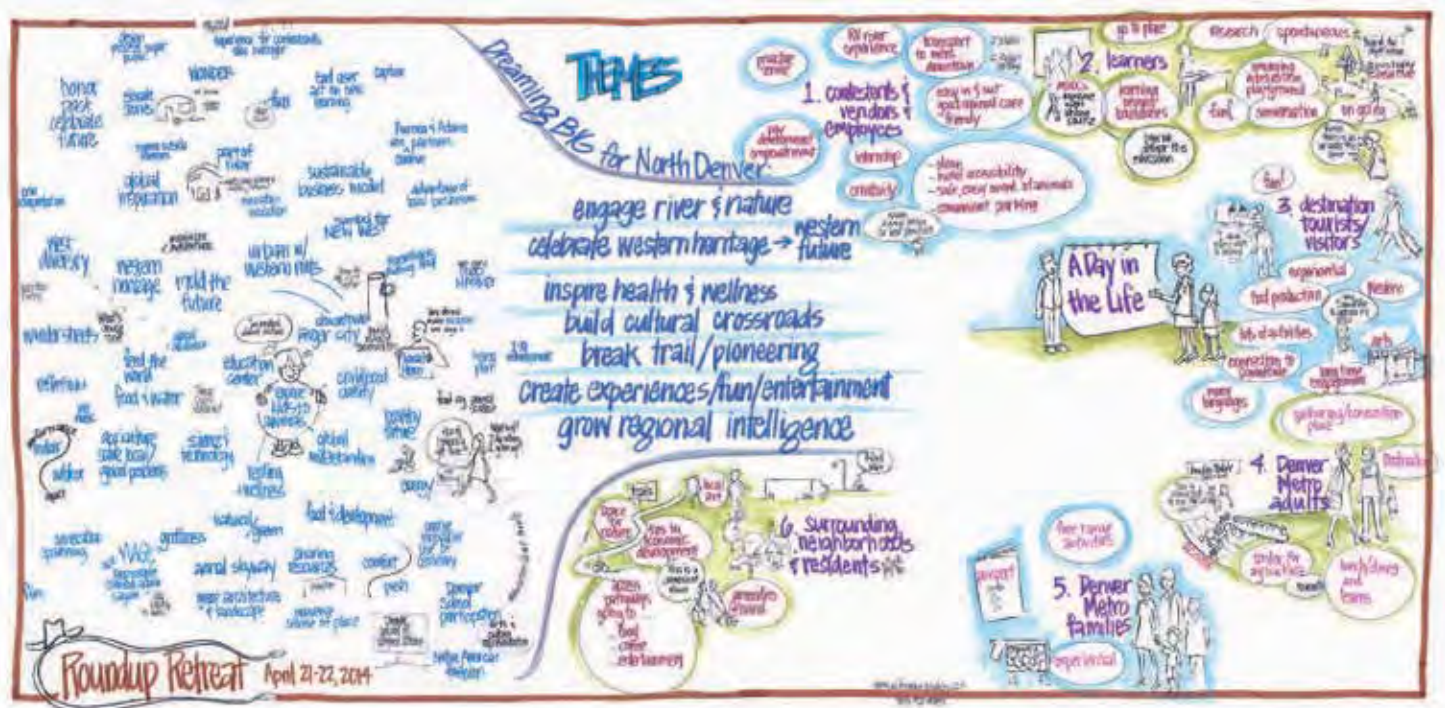
"They're coming up with innovations and collaborations heretofore not experienced. For example—ideas as far flung as international symposiums on global food production for healthy and sustainable foods for the planet, as well as locally inventive projects like classes dealing with how to build your own greenhouse and how to prepare those foods in a healthy way that you've produced.

We're trying to create a globally connected place that is locally grounded." —Brad Buchanan

ROUNDUP RETREAT

The 2014 Roundup Retreat was the first major meeting of the National Western Center stakeholders and initial articulation of the campus vision and guiding principles. The retreat began with a look at places that people love. This conversation was carried into brainstorming for themes and programs on the new site. The ideas captured during the conversations went on to drive the master planning process and create a detailed set of ideals for the site. Conversations were reflected in the "strategic illustrations" shown on this spread.

The other goal of the retreat was to create a common language for story telling at the National Western Center. This language has carried through to current efforts on the site in the form of the vision statement and guiding principles.







"ONE WEST" VISIONING RETREAT

In the fall of 2016, great minds came together for a "OneWest" visioning retreat. The group defined seven pillars that capture the essence of the National Western Center for the next hundred years. The Authority Board—with a diverse slate of partners, stakeholders, and participants—will lead programming defined by the seven pillars:

- **Art** "Art, like food, is one of the few things that spans cultures around the globe."
- **Community** "The National Western Center will be a crossroads."
- **Place and Heritage** "NWC's unique heritage will permeate every facet of its growth and will serve as one of its differentiators in making it a destination unlike any other in the world."
- **Education** "The future of education is open for redefinition."
- **Entertainment and Sport** "Entertainers and athletes create community. They inspire connection and camaraderie; a sense of shared identity and purpose, all while celebrating and contributing to our heritage and culture."
- **Innovation and Research** "Organizations who can adapt and pivot thrive. Organizations that innovate and learn not only thrive, but define our world."
- **Commerce and Industry** "As a hub of the American agricultural system, the NWC is in a unique position to help the local and U.S. food economy evolve to thrive in the face of changing technologies, a taxed environment, and a growing population."



Programming at the National Western Center will focus where the unique strengths of the place overlap with the needs of the world. Through activities and brainstorming, the OneWest group came up with several examples for programming relevant to the pillars—a list that reflects the potential of activities users will experience:

- StoryCorps
- Food truck markets
- Guerrilla art installations
- Bicycle kitchens
- Hackathon
- Speaker series
- Pop-up markets and restaurants
- Concerts
- Community gardens
- Pop-up workshops





PUBLIC ART MASTER PLAN

IN THIS SECTION

DENVER'S PUBLIC ART PROGRAM

RECOGNIZING THE SETTING AS INSPIRATION IN PUBLIC ART

THE TRADITION OF PUBLIC ART IN DENVER

THE ROLE OF THE PUBLIC ART MASTER PLAN

PUBLIC ART OPPORTUNITIES MAP



Sun Spot at Municipal Animal Shelter, Laura Haddad, 2011



Albedo at Denver Botanic Gardens, Osman Akan, 2010



Jim Hamm Nature Area, Longmont, Michael Schock, 2014

DENVER'S PUBLIC ART PROGRAM

Among the many opportunities for cultural programming at the National Western Center are the opportunities and requirements to create permanent works of art. Rooted in resident involvement, Denver's Public Art Program invites artists into our city-building process and offers residents an opportunity to join the conversation about what's important to their community, discuss their history, and be involved in a project that leaves behind a tangible sign about their place in Denver.

The NWC, a project of the City of Denver, will participate in the Public Art Program (www.publicartdenver.com) during its planning and development as well as into the future. Public Art projects and initiatives at the NWC will be directed by the Denver Arts & Venues Public Art division (<http://www.artsandvenuesdenver.com/public-art>) and will be governed by the Public Art Ordinance. Policies will be created and overseen by the Denver Commission on Cultural Affairs.

RECOGNIZING THE SETTING AS INSPIRATION IN PUBLIC ART

From Denver's earliest high desert inhabitants, we have found signs of "mark-making" used to tell our story and for identifying elements about our lives that we deemed important or want to record and preserve. The history of Denver's communities has often been discovered and unearthed in common everyday objects, documents, and crafts found stored or disposed of, and in the artworks passed from generation to generation. The artifacts of past inhabitants, from their work, family, and leisure, are a roadmap to our identity. Denver's geology and its geographic location in the West has also been a strong contributing author to the story of this place.

Denver was established where the plains meet the foothills in the high desert prairie. Renowned American author and landscape photographer, Robert Adams wrote, "On the prairie there is sometimes a quiet so absolute that it allows one to begin again, to love the future." And, "By paying attention to landscape we can begin to think about our place in nature." This place we choose to call home has informed generations of artists influenced by its light and landscape, the preciousness of its water, and the harshness of human existence on this land. The South Platte River, life blood to plants, animals, and human inhabitants, has been a constant in our creative narrative and has been a destination out of necessity, commerce, and leisure throughout our history. The NWC project seeks to return the river to nature and to the people, to wrestle it from the bonds of commerce and civic servitude that for so long have defined its future. Colorado State University will create a Water Resources Center adjacent to the South Platte River at the NWC where expanded conversations, education, and research about water in the West will be the core of a variety of activities that are integrated with the NWC site, the river, and the community. The State of Colorado's Art in Public Places program will also add public art to their NWC buildings as part of the state-required program managed out of the Colorado Creative Industries office, further emphasizing the NWC's commitment to the arts.

THE TRADITION OF PUBLIC ART IN DENVER

Prior to the establishment of Denver's Public Art Program, the burgeoning City of Denver opened its public spaces to the inclusion of works of art. The City Beautiful Movement under Mayor Speer, created opportunities for monumental artworks, murals, and text-based projects. Denver's designation as the permanent State Capitol in 1881 meant that new artist-created monuments would be placed in

downtown close to the Capitol Building. In early Denver development, parks and gateways designed by architects and planners like Saco DeBoer, would include monuments and works of art often donated to the City or as the result of civic philanthropy. These artworks were rarely the result of community involvement or discussion, although the selection of some were overseen by civic groups or “booster” clubs. All these efforts by Denver founders set the stage for a culture that valued the contributions of artists and creative thinkers who were so important to telling the story of this place.

Today, Denver’s Public Art Program looks to artists to be our laureates, to express our existence, describe our identity, punctuate our story, enliven our built environment, and leave behind the artifacts of our cultural fingerprint. The NWC is a stage set for a new group of artists to accept the invitation to contribute to this re-envisioned area of Denver. To this end, the Denver’s Public Art Program is managed with the following core values that are reflected in its collection:

- **Diversity:** Recognition and representation of individual or group differences encompassing race, ethnicity, gender, sexual orientation, country of origin, ability, socioeconomic status, age, religion, and other areas of identity ensures diversity of “who is at the table.”
- **Equity:** The fair treatment, access, opportunity, and advancement for all people, while at the same time identifying and eliminating barriers that have prevented the full participation of some groups. Improving equity involves increasing justice and fairness within the protocols, processes, practices, and policies of institutions and systems, as well as in the distribution of resources. Confronting and tackling equity issues requires an understanding of the root causes of disparities within our society. Equity is closely tied to actions and results address historical disparities.
- **Inclusiveness:** Embracing differences by creating environments in which any individual or group can feel welcomed, respected, supported, and valued to fully participate. While an inclusive group is by definition diverse, a diverse group isn’t always inclusive. To achieve inclusiveness, recognition of implicit or unconscious bias is necessary.

THE ROLE OF THE PUBLIC ART MASTER PLAN

The NWC Public Art Master Plan will function to reinforce Denver’s commitment to Public Art and the Ordinances that require and facilitate those expenditures, and to highlight the specific and unique public art opportunities inherent to the NWC development, history, and surrounding neighborhoods. Special attention will be paid to investigating “experience pathways” that create connections between the NWC site and surrounding neighborhoods.

Cultural Heritage as an Inspiration for Public Art

The NWC project team has dedicated countless hours to studying and documenting the site’s history, artifacts, location, historic buildings, and its place as a community with local, state, and national importance. A project like the NWC affords an opportunity for artists and creative individuals to be part of telling a unique and dynamic story about an equally unique and dynamic site. It’s extremely rare in public art when artists can be given access to the vast amount of research that has been done on a location. Oral histories, video documentation, historic object inventories, photo archives, records of commerce and property ownership, and program histories are just the beginning of what has been compiled by the design team to afford artists an in-depth opportunity to begin the process of creating works of art that



Oh Wandering Sheep at Chinatown Park, Kyu Seok, 2015



FISH at San Antonio River Walk, Donald Lipski, 2009



Mustang at DIA, Luis Jimenez, 2008



The Yearling at Denver Public Library, Donald Lipski, 2003



Meridian at Denver Union Station, Jim Sanborn



Un Corrido Para La Gente, Westwood, Carlos Fresquez, 2009

tell community stories and create a unique sense of place. The reinterpretation of historic site elements in public art can bridge the past, present, and future in dynamic ways.

The rich histories of adjacent neighborhoods populated with multi-generational households are also available and artists will be encouraged to invite these groups into their discussions. When art opportunities are identified, established, and advertised, it will be up to the artists to decide what portion of this research is important, seek out alternative sources and voices, distill that information, and create work that is specific to not only this location and Denver, but to the idea of the NWC and its place in the West. The NWC project is defined by a set of tasks that organizes a place and a program of buildings, facilities, and parks spaces. The NWC Authority has been established to take these assets and move them into the future with programming and events that enliven this newly envisioned place with culture and commerce to truly create the future of the NWC. Public Art will help define this future.

PUBLIC ART OPPORTUNITIES MAP

The Public Art Opportunities maps shows potential locations for various public art elements. They are shown in the context of the character areas. The suggested elements are located at significant locations throughout the site and based on surrounding historic features and important master plan design interventions. These opportunities are called out in the following categories:

- Gateways - Thresholds for major entrances into the site
- Architectural Integration - Art opportunities in entrances or gathering spaces for major public buildings
- Catwalks - Art features integrated with historic catwalks/vertical elements
- Integrated Park - Art opportunities in park space that interact with the site's natural features
- RTD Public Art Location - Public art located at and representative of the new light rail station area
- CSU Public Art Location - Art opportunities at new CSU buildings that reflect CSU's importance to the site
- Plaza - Main gathering spaces where public art can be sited
- Bridge Integration - Opportunities for public art to be combined with new architecture bridge elements
- Retaining Wall/Form Liner - Opportunities for public art to be integrated with existing historic and new wall forms





CULTURAL PLAN IMPLEMENTATION

IN THIS SECTION

RECOMMENDED PROCESS

RECOMMENDED APPROACH

FUNDING SOURCES

TIMING AND PHASING

RECOMMENDED PROCESS

The implementation of the recommendations in this document as well as National Western projects as a whole will be executed by a variety of public and private entities and partnerships. Implementation will require flexible guidelines as opportunities and challenges evolve over time. As this process for art, programming, and interpretive design develops, there are several considerations to note. While the specific details and recommendations for long term implementation should be taken from the National Western Center Authority Board, all programming and design projects for historic and cultural resources should, at a high level, include community, partner and stakeholder engagement.

Ensuring that the community, users of the site, and project partners provide aspirational input into the process (as opposed to specific physical requests) will bolster the project's efficacy as well as its context sensitivity. These projects should also keep in mind the themes and filters discussed in this document, which will help to leverage design opportunities and the historic assets within the site. Ongoing and future placemaking and design teams for each of the individual campus components should work to balance historic assets, current context, and future needs by way of integrating the major themes and opportunities identified within this Cultural Plan.

As part of the National Western Center Framework Agreement dated August 2017, the National Western Center Authority will be responsible for community outreach, Campus-wide operations, finance, programming, and other Campus-wide matters as they arise. The Authority will complete an Operations Master Plan for campus wide operations, programs, and activities for the succeeding two years, including permanent improvements or programmatic strategies. Long term implementation and management decisions will be made by this governing body.

The Cultural Plan will be used by both the NWC Capital Build Program Team and the NWC Authority as a planning tool for future programming of the site. As part of the Capital Build program, this document and others generated by the Campus Placemaking Team will be used to help strategize and design required infrastructure for future site activation programming. For the NWC Authority, this document will be used with other planning and design information to help develop specific programming ideas and the development of a year-round activation strategy for the campus.

RECOMMENDED APPROACH

This Cultural Plan aims to provide resources, inspiration, areas of opportunity, and information about the National Western site for artists and designers to reference as the campus develops. With the understanding that the goals and constraints for the National Western Center campus will continue to evolve and thematic filters will continue to be refined, this plan intends for recommendations to be flexible and illustrate the site's potential without being prescriptive.

The continued design and development offers a variety of opportunities including rehabilitation, design, programming, and interpretive/educational opportunities. In pursuing these opportunities there are many resources available for implementation including a large collection of historic imagery, videos detailing chronology and stories of the site, oral histories from long-time local residents, and salvaged historic resources and relics of the site's physical fabric.

REHABILITATION OPPORTUNITIES

Historic Buildings

There are a variety of opportunities for rehabilitation and adaptive reuse for buildings related to the NWC project that may be preserved. In terms of best practices nationally, it is best to keep buildings in active uses similar to their historic use. However, adaptive reuse is also appropriate when the new use can utilize the building while preserving the integrity of the historic building.

In some cases, the Western Stock Show Association, Colorado State University, or a related entity may be able to adapt a building to a use related to the stock show or other NWC function. In other cases, particularly for properties that are privately owned, there may be other opportunities to adapt them. The potential uses for each building will vary by the size and type of the property.

- **Reuse by the WSSA or CSU** – Possible uses include storage, office space for administrative functions, interpretive features and exhibit space, concession or information stands, and coffee shop or restaurant.
- **Reuse by Others** – There is also potential for other entities, including private property owners and developers, to reuse historic buildings. A market analysis by HR&A suggests there will be demand for real estate at the NWC over the next decade. Much of this demand will be for office, retail, dining, and entertainment space. This would include uses such as traditional offices, research and development (R&D) spaces, agri-businesses, shops, grocery stores, and dining/drinking/entertainment establishments. Additionally, the HR&A analysis suggests limited demand for hotel rooms. Historic buildings that may be preserved at the NWC may be rehabilitated and adaptively reused to accommodate some of this market potential.

Site Features

The National Western Stock Show grounds contain numerous loose and fixed objects of historical interest, especially in the livestock pens area. NWC survey teams have fanned out across the pens to gather a careful inventory of any items of historical interest that remain (Appendix E). Such objects include wooden and metal fences and gates; painted stall numbers; water pumps; concrete stem walls and concrete posts; metal gussets, hinges and latches; concrete and brick walkways; metal and concrete water troughs; loading docks and manhole covers. Such objects may prove useful for future artists and place makers on the new campus.

It is the intention also to save a few historical pens in place or nearby that will capture the compelling personal stories that are attached to them and/or to showcase pens that have exceptional integrity after being in use for so many years.

Other campus artifacts are also being surveyed and saved for potential use in place making, including signs and posts; metal stairs and arrowhead cutouts; scales; tumbled pavers; utility poles; and railroad-related hardware (if possible).

For buildings that are being demolished, it is the intention of the NWC team to retain any elements that help tell the story of the changing campus's past built environment. Such architectural remnants or building artifacts, though small in number, may inspire future artists.

The NWC team is working closely with the Western Stock Show Association, the Denver Public Library, and History Colorado to identify photographs unique to the larger site, including neighborhood history, smelter and packing plant histories, and other adjacent land uses including Riverside Cemetery. In addition, the Western Stock Show Association retains a historian who has been adding to the large collection of ephemera, photography, and objects that help tell the story of this site.

NWC is also working with History Colorado staff to identify individuals for whom oral histories should be gathered to help tell the stories of this area long into the future.

Design opportunities

This section presents design ideas for placemaking that draw upon historic precedents and explore opportunities to reuse existing materials to reflect the heritage of the area and support a distinct sense of place at the NWC. Images from other places around the country are included where historic buildings, landscape features, and artifacts have been incorporated into contemporary designs. These examples are paired with photos of historical features at the National Western Center to stimulate thinking about the potential for reusing materials from the historic stockyards and suggest how historic structures and materials can influence the design of new buildings and public spaces with modern and historic juxtapositions that create forward looking, vibrant, unique, and harmonious spaces.

There are different ways in which historic materials can be reused and celebrated, depending on the material and the location. Opportunities include:

- **Integration into the public realm** - Historic materials can be integrated into plazas, sidewalks and other areas within the public realm. For example, historic brick pavers could be reused in a plaza.
- **Integration into new buildings/structures** - There may also be some opportunities to incorporate historic materials into new buildings or structures. For example, a historic truss from a demolished building could be reused and incorporated in a new canopy structure or perhaps as part of a building.
- **Indoor/outdoor museum opportunities** - Certain historic elements could also be utilized as exhibits. Exhibits could be incorporated into indoor or outdoor museums. For example, a historic scale could be become a historic exhibit.
- **Public art** - History could be conveyed by art installations throughout the NWC. These could be reused objects/materials, or art that reinterprets historic themes.
- **Historic resource salvage** - Resources can be salvaged from historic buildings or structures throughout the NWC. These resources can be used in pedestrian shelters, kiosks, concession booths or any number of new buildings or structures.
- **Design Standards** - Guidelines support a strong sense of place and distinguish the National Western Center as a distinctive district.



The photo analogies presented here do not preempt final decisions about the treatment of cultural resources at the NWC, but instead are intended to illustrate some opportunities that may fit with the Plan and emerging placemaking concepts. Many of these examples are from the Pearl Brewery redevelopment in San Antonio. While the circumstances are certainly different for this, and the other projects that are shown, there are still lessons to be learned. Some of these ideas may prove to be impractical, based on other development constraints at the NWC, but may inspire other creative solutions.

Note that these ideas are intended to present possible opportunities for design at the NWC. Other approaches to reusing materials may be considered.

This section is organized into 1) Site Features and 2) Historic Buildings.

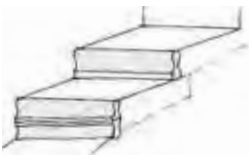
Site Features

This section illustrates creative use of historic site features, such as rail lines, into new landscape designs and public spaces. It also includes examples of reusing industrial artifacts in Placemaking. This section illustrates ideas for preserving and incorporating historic site features into new site and building designs to help the National Western Center maintain a sense of history.

RAIL LINES EMBEDDED IN WALKWAYS



NWC: Historic rail lines run along National Western Drive and behind the Artist Studios



Historic rails could be used as risers in steps or tiered outdoor seating.



Minneapolis: Historic rail lines and train car axles reused as public art



Pearl Brewery District: Historic rails define new pedestrian walkway



The High Line: Rail lines embedded in plaza space are activated with seats that are movable along the tracks and re-purposed to frame planting space



Granville Island: Historic rail lines maintain traditional rail circulation patterns and add interest to a paved parking area



Minneapolis: Rails are highlighted with brick pavers to reflect historic circulation patterns



The High Line: Rail lines embedded in walkway reflect the historic rail circulation pattern



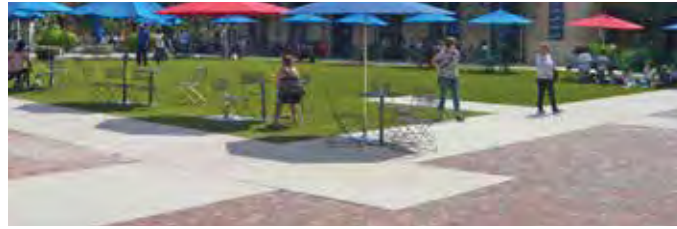
PAVING DEFINING OUTDOOR SPACES



NWC: Brick paving in the pens



NWC: Brick and concrete paving defines the pens from the walkways in the Yards



Pearl Brewery District: Paving defines outdoor places



Niel Garden: Brick paving creates a winding pedestrian path through a public garden

INDUSTRIAL ARTIFACTS AS LANDSCAPE ELEMENTS



NWC: Concrete stem wall with metal gussets and wood frame railing



NWC: Metal water trough in the Yards



Pearl Brewery District: Historic tanks adapted as planters



Metal gutters adapted as planters



NWC: Historic concrete water troughs in the Yards



Pearl Brewery District: Concrete basin reused as a planter

WATER FEATURES



NWC: Historic Armour water tower



Pearl Brewery District: Water feature incorporates historic industrial artifacts



NWC: Historic concrete water trough in the Yards



NWC: Historic metal water trough in the Yards



Olde Town Arvada: Water tower retained as iconic feature in a public park



St. Johns Neighborhood: Water feature incorporates historic industrial artifacts

FRONT VIEW

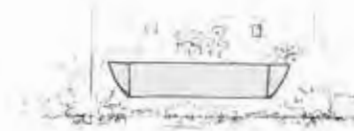
SIDE VIEW



NWC: Historic concrete water trough could be reused as a water feature, such as a fountain.

FRONT VIEW

SIDE VIEW



NWC: Historic metal water trough could be reused as a water feature, such as a fountain.

INDUSTRIAL ARTIFACTS AS ART/SPACE DEFINERS



NWC: Metal gate gusset and latch



Duisberg Nord Landscape Park: Industrial elements reused as public art and to define public space



NWC: Metal steps leading up to the catwalk



NWC: Historic "T construction" concrete catwalk posts



Minneapolis: Industrial elements reused as public art



NWC: Metal awning brackets



NWC: Metal livestock ties



Pearl Brewery District: Historic industrial equipment re-purposed as public art

PEDESTRIAN SHELTERS/AMENITIES



NWC: Metal and wood pens



NWC: Historic wood pens



Santa Fe Railyards Arts District: Historic railroad water tower provides a shaded pedestrian shelter



Santa Fe Railyards Arts District: Pedestrian walkway arcades inspired by railroad transmission lines



Rail lines reused as a bike rack



A new bike rack emulates the form of rail lines and spikes



HopMonk Beer Garden: Reclaimed wood planks used to frame and shelter an outdoor seating area



Pedestrian shelter inspired by industrial precedents



Architectural screen inspired by industrial precedents



A concession/information stand inspired by the materiality and construction techniques in the pens area. A simple shed roof is supported by a wood beam structure. Plank siding could utilize reclaimed wood from historic pens.



Reclaimed wood is used to shelter a patio area



A walkway shade structure inspired by industrial materials. A flat metal canopy is supported by steel I-beams and turnbuckle systems.

FRAMING/TRUSSES AS ROOFS/PERGOLAS



NWC: Historic steel truss roof structure



Prescott Valley: Metal trusses used in the roof structure of a performance space



Pearl Brewery District: Metal framing used in a roof structures



Pearl Brewery District: Metal framing used as pergola and canopy structures

BOLLARDS



NWC: Concrete and wood posts



Pearl Brewery District: Historic metal posts are reused as bollards

ARCHES AND GATEWAYS



NWC: Gateway feature to the stockyards area



Pearl Brewery District: Arch and gateway structures provide a sense of entry



NWC: Post and platform of the catwalk



Duisberg Nord Landscape Park and Fort Worth Stockyards: Gateway structures provide a sense of entry



NWC: Concrete catwalk posts reused to create a gateway feature with signage.

BRIDGES



NWC: Historic sheep bridge over the Platte River



Pearl Brewery District: Historic bridge is reused as a pedestrian bridge

SITE LIGHTING



NWC: Traditional lighting



Maxwell Park Station: Lighting helps emphasize public space



Pearl Brewery District: Lighting helps emphasize public space and reference historic circulation patterns



RAIL CAR AS EXHIBIT



Pearl Brewery District: Rail car with shelter inspired by industrial framing on site

VIEWS TO TOWERS FROM LANDMARK BUILDINGS



NWC: View from Armour administration building to the Armour water tower (left)

Pearl Brewery District: Historic stables at the left, with view to historic chimney. New buildings cluster at the base of the chimney.



NWC: Rail car stored on site

VIEW CORRIDORS TO TOWERS



NWC: View of the historic Armour water tower



Pearl Brewery District: View of the historic smokestack



Gas Works Park: View of the historic smokestacks and towers



Zollverein Industrial Complex: View of the historic mine shaft winding tower

MATERIALS AND PRECEDENTS FOR SITE FEATURES



NWC: Metal livestock ties



NWC: Concrete and metal loading ramp



NWC: Wooden pen structures



NWC: Wood and metal gusset pen structure



NWC: Wood and metal pen structures; concrete paving



NWC: Wood and metal pen structures; concrete paving



NWC: Wood boards and posts



NWC: Concrete paving



NWC: Wood and metal pen structures



NWC: Wood boards and concrete posts

PAVING - PATTERNS AND MATERIALS



NWC: Brick paving in a running-bond pattern



NWC: Brick paving in a herringbone pattern



NWC: Concrete paving



NWC: Gravel/asphalt paving

Historic Buildings

This section illustrates the reuse of historic buildings in new redevelopment projects. It also includes examples of retaining only portions of historic buildings as accents to new construction. This section illustrates ideas for preserving historic buildings and structures, as well as ideas for retaining and incorporating portions of historic structures into new building designs to help maintain a sense of history.

REUSING BUILDING FRAGMENTS



Reclaimed wood is reused for siding on a new building

Pearl Brewery District: Historic entryway is incorporated into a new building



NWC: Wood boards and posts in the pens area

Reclaimed wood is reused for siding and beams in a new building

Reclaimed wood is reused for siding in a new building



Pearl Brewery District: A historic smokestack and tank are reused as aesthetic elements

BALCONIES ON HISTORIC BUILDINGS



Pearl Brewery District: Contemporary balcony on a historic building, inspired by historic industrial precedents

NWC: Livestock Center balconies



PROGRAMMING OPPORTUNITIES

Facilitated experiences will be designed with specific audiences in mind: families with kids, P–12 students, adults, teens, young couples and friend groups, or older adults, for example. The product will look different depending on primary and secondary audiences. There might be overlap among event programming, promotional activities, and interpretation. For example, activities and events may incorporate music as part of the interpretive framework, and a concert may simply be entertainment (either could be free or require registration and ticketing). Operationally, staff and volunteers may have multiple functions, or focus in specific areas. Physical interpretation might also have a role in the site wayfinding system, taking advantage of historic features to help users navigate the contemporary landscape.

All interpretive endeavors should leverage parts of site, its history, and public art—focusing on what’s unique to this place. Activities will align with IMAGINE 2020, Denver’s cultural plan. It provides a strategic vision for the continued advancement of arts, culture, and creativity in our neighborhoods and communities. The plan is built upon seven vision elements that spur action in arts integration, access, lifelong learning and collective leadership, and makes a call to action to ensure arts and culture are at the heart of this great city.

The interpretive planning process should consider developing themes and programs not offered by other local organizations or entities. Building partnerships and creating joint programs can optimize offerings for users. As part of the Placemaking Study, the Campus Placemaking Team prepared the Public Space Programming report that summarizes the potential public realm programming for Phases 1 and 2 of the NWC Campus.

INTERPRETIVE/EDUCATIONAL OPPORTUNITIES

An overall system of interpretation for historic resources, public art, and other site features that highlight story in the site experience—like potential exhibits, displays, and educational programs—will make the National Western Center campus cohesive. Specific details about modes and audiences should be developed in the context of this Campus Cultural Plan, taking into consideration the mission, guiding principles, theme, and threads defined for the site. Accessible storytelling methods, educational programs, and interpretive projects will be developed with partners including the Denver Museum of Nature & Science, History Colorado, Colorado State University, the Western Stock Show Association, the City and County of Denver, and others. This section includes a brief summary of options and potential approaches.

The National Western Center campus is large with diverse activities that will evolve over time. The interpretive planning process will help determine whether there’s a single approach to the whole site, or variation among its parts. While it will specifically define some aspects, it’s also important to recognize that it needs to be flexible, adaptable.

Interpretive planning keeps the focus on the user experience. It’s a highly iterative process that involves articulating results and refining direction based on further discussion, prioritizing, and development. The intent of storytelling is to inspire and spark interest. Methods of interpretation should be consistent with the messages they carry and focused for audiences so that cumulatively they reach people of all ages and cultural backgrounds. All elements should fit the framework defined for and serve the site.

“Interpretive Markers” of historic resources, public art, new technologies, and other features that will have text-based story opportunities—that take the form of physical signs or labels and are available to site users at all times— can range from a handful of words to a few paragraphs. The use of words should be thoughtful; studies show





that most users will likely read small blocks of text with fewer words and ignore dense panels filled with several paragraphs. People shouldn't have to dig for inspiration or work to internalize messages. The design should consider readability, making it easy for users. Physical interpretation often includes images: photographs, illustrations, diagrams, and maps, for example. Depending on the interpretive framework—including voice and tone—interpretation (both physical/permanent and facilitated/programmatic) may include personal stories and humor to connect with users.

Markers might include technology, incorporating audiovisual elements. For example, perhaps users can press a button to hear sounds of the bustling stockyards in the early 1900s or watch a short video that brings the past of a place to life. A touchscreen interactive might allow users to dig deeper into a topic. However, technology shouldn't bury content that only appeals to a fraction of the audience. The intent of on-site interpretation is not to list facts but inspire interest. Stimulated by what they encounter, users can find further resources after their visit—websites and books that contain voluminous information that they can pursue according to their own interests.

In addition to making physical interpretation available for users to find and consume as they use the site according to their interests and motivations, facilitated educational programs and activities offer a wide variety of potential ways to weave historical themes into the new National Western Center. Museums, historic sites, and science centers have innovative tools proven to work with various audiences that can be adapted at the site.

Like physical interpretation, programming starts with users, their needs and interests. Examples of facilitated programs may include:

- Walking tours
 - Scheduled whole-site tours, or themed walks that focus on specific character areas and/or time periods (history of the Stock Show, neighborhoods and communities, public art, etc.)
 - Self-guided tours using pamphlets and/or technology (mobile apps) may also be available
- Lectures
 - Regularly scheduled and/or in conjunction with special events, on a variety of topics
- Costumed interpreters
 - Interactions with trained role players who give first-person accounts (emphasizes conversational approach with prepared back stories)
- Storytime, Shows, Concerts
 - Third person histories, including poetry and music that invite participation (emphasizes presentation style, with opportunities for questions, answers, and sharing)
- Staffed touch carts
 - Volunteers or staff roll carts to a plaza with objects, for example site feature salvaged from the stockyards or other areas
- Drop-in activities
 - Collaborative art projects
 - Make-and-take coloring sheets, buttons, etc.
 - Share your story opportunities
 - Science experiments
 - Gardening, food preparation, and cooking activities



- Agricultural equipment showcases like sheep shearing and climb-on tractors
- Miscellaneous
 - Temporary displays (in cooperation with History Colorado, DMNS, the Buffalo Bill Museum and Grave, Forney Museum, WSSA, CSU, Denver Public Library, public art organizations, etc.)
 - Regularly-scheduled neighborhood events (weekly movies, farmers markets, music showcases, etc.)
 - Naturalization Ceremonies (that acknowledge immigrants who settled nearby neighborhoods)
 - Cooperative history-based campus-wide scavenger hunts and building/room-scaled puzzle/escape experiences
- Formal classes

With the National Western Center Authority, partners like History Colorado, Denver Museum of Nature & Science, Colorado State University, neighborhood groups, and dozens of potential organizations will develop the menu of possibilities.

FUNDING SOURCES

The funding for implementation of Phases 1 and 2 of the NWC build-out includes budget for the design and creation of public spaces and general placemaking through the development of the new built environment. While the NWC Master Plan encourages the integration of historic structures and art throughout the campus, the costs of doing so are quite variable depending on a variety of factors and may exceed available funds in many cases. For historic structures, factors impacting cost include, but may not be limited to, structural needs, system updates, accessibility upgrades, restoration, and adaptation. For public art, factors impacting costs include, but may not be limited to, medium, scale, technological requirements, artist reputation and acclaim, and maintenance needs. This section identifies potential funding mechanisms to address shortfalls that may accompany historic preservation projects and public art installations.

A variety of incentives and funding sources exist for preservation projects. Some are available to public or non-profit entities, and others are available to private property owners and developers. Market analysis by HR&A suggests there is demand for real estate in the NWC, particularly for commercial space. Historic buildings in the NWC could be rehabilitated to accommodate some of this demand. However, some financial barriers may still exist that would make rehabilitation and reuse difficult for private sector entities.

Incentives, such as tax credits, reduce these barriers and encourage the rehabilitation of historic properties. In addition, historic buildings hold an intrinsic value that could help attract entities that are looking to associate with Denver's western heritage and leverage the NWC's cultural tourism appeal. These are some incentives and sources of assistance:

Local Funding for Historic Preservation

- Easements – A historic preservation easement is a voluntary legal agreement in which the owner of the property transfers a real interest in the property to the Colorado Historical Foundation and Historic Denver, Inc. The donor then claims the reduction in value as a charitable donation. Easements are typically conveyed through a property's deed, which runs with the property in perpetuity, even when the property is sold. An easement prohibits demolition and any modifications that will harm its historic character. The organization that receives the easement is responsible for monitoring compliance with its terms. This incentive could be used by private property owners who own or acquire a historic structure in the project area.





State Funding for Historic Preservation

- **State Income Tax Credits** – Colorado offers a state-level income tax credit program for rehabilitation of historic properties. It allows a credit of 20% of qualified rehabilitation costs up to a maximum of \$50,000 for residential projects and \$1,000,000 for commercial projects. The commercial credit may be transferred between entities. This allows an entity who would not be able to benefit from this tax credit (a non-resident owner who has no Colorado Income Tax liability, or a non-profit entity that has tax-exempt status) to transfer, or sell, their earned credit to an entity that is liable to Colorado Income Tax and thus could benefit from the credit. In Denver, in order to be eligible for this program, a building must be one of the following: (1) located in a Denver historic district (and be “contributing” to that district); (2) designated as an individual Denver landmark; or (3) located in Denver and listed on the State Register of Historic Properties or the National Register of Historic Places. This incentive could be used by private owners who own or acquire a historic structure in the project area, or by non-profit entities (such as the NWSS) through tax credits transfers.
- **State Historical Fund Grants** – History Colorado’s State Historical Fund offers grants for a variety of preservation projects, including rehabilitation, architectural assessments, archaeological excavations, designation and interpretation of historic places, and education and training programs. Funds are distributed through a competitive process, and grants vary in size from a few hundred dollars up to \$200,000. Grants are available to governmental entities and non-profits. Private owners may partner with a local government or non-profit to apply for a grant, provided the project has a public purpose and demonstrates public benefit. This incentive could apply not only to the rehabilitation of historic buildings at the NWC, but also to other preservation or programming work including interpretive programs.
- **Revolving Loan Fund** – The Colorado Historical Foundation offers below-market, fixed-rate loans to help finance eligible restoration and rehabilitation costs. The loans can supplement State Historic Fund grants. Private individuals, public entities and non-profits may all be eligible.

Federal Funding for Historic Preservation

- **Federal Income Tax Credit** – The Federal Historic Preservation Tax Incentives program offers a 20% tax credit for the rehabilitation of historic, income producing buildings (not owner-occupied). To be eligible for the credit, the rehabilitation work must comply with the Secretary of Interior’s Standards for Rehabilitation. This incentive could be used by private property owners who own or acquire a historic structure in the project area.
- **Low-Income Housing Tax Credits (LIHTC)** – Commonly, LIHTC helps finance new construction of affordable housing units. However, LIHTC may also help finance the acquisition and rehabilitation of buildings for the purpose of creating or maintaining low-income housing units. Although the LIHTC program is not directly focused on preservation, it may be used to help rehabilitate buildings that have historic value but do not possess an official historic designation (and thus are not eligible for other preservation incentives). This incentive could be used by private property owners who own or acquire a historic structure in the project area.
- **New Markets Tax Credit Program (NMTC Program)** – The NMTC Program aims to bring investment into low-income communities by attracting private investment into Community Development Entities in exchange for tax credits. A Community Development Entity then uses that private investment to provide assistance (including, loans, direct investment, financial counseling, etc.) to businesses in low-income communities, or businesses that rehabilitate properties in low-income communities. As with the LIHTC program, the NMTC program is not directly focused on preservation, but can provide assistance in the rehabilitation of buildings. This incentive could be used by private property owners who own or acquire a historic structure in the project area.



- Federal “Opportunity Zones” were approved through the tax reform act in December 2017. The National Western Center is within this Opportunity Zone.

Funding for Public Art

Most public art at the National Western Center falls under the Denver Public Art Ordinance which stipulates that capital projects equal to or greater than one million dollars (\$1,000,000.00) dedicate one percent of the total construction budget to the engagement of an artist or group of artists to create site specific artwork(s). The NWC will have many of these opportunities due to the scope of the project. Denver’s Public Art also manages any art projects that are proposed or initiated on publicly owned land in Denver that are considered permanent “gifts,” temporary “loans,” or traveling art exhibitions.

While the NWC Cultural Plan offers many opportunities for interpretation, creative activities, and cultural engagement, Denver Arts & Venues will manage all public art and permanent works of art including privately funded permanent and temporary public art initiative and will own and care for the collection in the future. Public art initiatives that fall outside of Denver’s requirements include public art projects funded through Colorado Creative Industries at Colorado State University buildings and the RTD station.

Public art at the NWC is part of Denver’s Public Art Program and will become part of the City’s ever-growing collection. The City of Denver hosts one of America’s most respected Public Art Programs which was established in 1988 under Executive Order No. 92 and formalized in 1991 under city ordinance D.R.M.C. 20-85 et seq (https://library.municode.com/co/denver/codes/code_of_ordinances). In 2018, Denver’s Public Art Program celebrated its 30th year with over 400 works in its collection valued at over \$40 million. The program has grown in breadth and scope to encompass all of Denver’s neighborhoods including the newly developed Stapleton, Lowry, and Northfield communities. New works of public art at the NWC will be an important addition to north Denver and will offer opportunities for community members from these neighborhoods to be involved in an important new era of creative development.

TIMING AND PHASING

The NWC Capital Build program will span the next few years with a scheduled completion date for Phases 1 and 2 in mid-2023. During the design and construction of Phases 1 and 2, this document will be used as a resource for designers, artists, and program coordinators to help set the character of those future improvements. Once the campus is completed and open in 2023, the document will be used by the NWC Authority Board for future programming and as inspiration for future design and construction.

Upcoming Capital Build projects that will use this plan include:

- Maintenance and Operations Facility
- Stockyards and Stockyards Event Center
- Equestrian Center
- Livestock Center
- Riverfront Open Space
- Main Campus Plaza
- Horizontal Design components (Streets, Bridges)
- CSU Water Resources Center
- CSU animal Health building
- WSSA Legacy Building





RESOURCES AND APPENDICES

IN THIS SECTION

REFERENCE DOCUMENTS

IMAGE SOURCES

APPENDICES

REFERENCE DOCUMENTS

The following documents were used as reference material in the creation of the Campus Cultural Plan. Please refer to these documents for more detailed information on any of the subjects in this Plan.

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IMAGE SOURCES

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Cover Page

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APPENDICES

The following documents are appendices to this plan:

- A. Historic Resources Inventory Report
- B. Report for Historic Resources Process at National Western Center
- C. Historic Resources Treatment Recommendations Memo
- D. Campus Character Areas Memo
- E. Catalog of Site Elements