COLORADO CONVENTION CENTER | DENVER PERFORMING ARTS COMPLEX

urban design framework
Plan Timelines

Executive Leadership Team

Urban Design Framework Plan

Arts Complex Master Plan

Convention Center Master Plan

Nov. 2014

Feb. 2015

July 2015

Dec. 2014

Dec. 2015
Vision and Goals
An unforgettable visitor experience brimming with cultural and educational enrichment opportunities.

vibrant | authentic | attractive | playful
inclusive | diverse | sustainable
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Enhance arrival and departure. Foster reasons to stay and play.
Exposé and celebrate existing programs and uses.
Goals

Strengthen and create physical and functional connections.
Diversify and maximize mix of uses and potential visitors.
Goals

5. Build on and leverage economic development opportunities.
Goals

6. Integrate and respect Colorado's natural environment.
Issues and Opportunities
Issues and Opportunities

- Urban Design
- Access and Connectivity
- Programming
Urban Design

ISSUES AND OPPORTUNITIES
Large blank walls/edge contribute to an unattractive public realm and detract from a lively pedestrian environment
Urban Design

Issue 1

Large blank walls/edge contribute to an unattractive public realm and detract from a lively pedestrian environment

opportunities

Expose existing back of house activities

Add active ground floor uses and promote pedestrian interaction

Enhance building edges with interesting façade treatments
Urban Design

opportunities

Expose existing back of house activities.
Add active ground floor uses and promote pedestrian interaction.

Sidewalk café, Paris

Parklets outside restaurants, Vancouver, BC

Remodeled Miami Beach Convention Center

Oakland, CA
Urban Design

opportunities

Enhance building edges with interesting façade treatments.

Live wall sculpture, Choreographer Noémie Lafrance

David Choe, wall art, Denver
The CCC and DPAC properties are largely built-out and rooftops are underutilized
The CCC and DPAC properties are largely built-out and rooftops are underutilized.

**Issue 2**

- Explore air rights above streets and new and existing facilities
- **opportunities**
- Explore use of rooftops for various amenities and events
Urban Design

Explore air rights above streets and new and existing facilities

Terraces in Calle Argumosa Street, Lavapiés, a multicultural neighborhood in Madrid

DePaul University campus at State and Van Buren makes use of air rights and vegetated roofing to connect two blocks together in Chicago
Urban Design

opportunities

Explore use of rooftops for various amenities and events

MassDOT is developing an air-rights project in the Back Bay above the Massachusetts Turnpike, including a hotel and retail space.

The Late Seating Rooftop Concert, Arts Theater of Louisville, KY
Urban Design

Issue 3

Existing outdoor spaces lack flexibility and amenities for both informal gathering and formal events.
Urban Design

Issue 3

Existing outdoor spaces lack flexibility and amenities for both informal gathering and formal events

opportunities

Improve existing spaces to better support outdoor programming and events

Encourage activity when no formal programming of events are occurring

Design gathering spaces to foster play and allow for flexibility and discovery
Urban Design

Improve existing spaces to better support outdoor programming and events

Director’s Park, Portland, OR
Urban Design

Encourage activity when no formal programming of events are occurring

Tysons Corner Center, Virginia

Copenhagen Square
Urban Design

opportunities

Design gathering spaces to foster play and allow for flexibility and discovery

Lawn on D Street, Adult Playground, Boston

Sidewalk trampolines, Copenhagen, Denmark

Bristol water slide, Park Street
Urban Design

Issue 4

Vacant and underutilized properties adjacent to CCC and DPAC contribute to an unattractive and inactive public realm.
Urban Design

Issue 4

Vacant and underutilized properties adjacent to CCC and DPAC contribute to an unattractive and inactive public realm

opportunities

- Explore convertible and programmable open spaces.
- Test adaptive reuse and redevelopment opportunities.
- Encourage adjacent uses with appeal to visitors and residents.
Vacant and underutilized properties adjacent to CCC and DPAC contribute to an unattractive and inactive public realm.

Explore convertible and programmable open spaces.
Urban Design

Issue 4

Vacant and underutilized properties adjacent to CCC and DPAC contribute to an unattractive and inactive public realm.

Test adaptive reuse and redevelopment opportunities.

Faneuil Marketplace Redevelopment, Boston
Encourage adjacent uses with appeal to visitors and residents.

Urban Design

Issue 4

Vacant and underutilized properties adjacent to CCC and DPAC contribute to an unattractive and inactive public realm.
The galleria lacks activity when performances are not occurring
Urban Design

Issue 5

The galleria lacks activity when performances are not occurring

opportunities

- Enhance facades & storefronts
- Explore vertical activation of upper levels
- Integrate public art and lighting
- Create spaces for events and activities
Urban Design

opportunities

Enhance facades and storefronts

Umbra store, Toronto, Canada.
Urban Design

opportunities

Explore vertical activation of upper levels

Piazza del Duomo galleria, Italy

Galleria, Performing Arts Building, REED College, Oregon

Musicians at Portland’s Wieden+Kennedy headquarters atrium
Urban Design

opportunities

Integrate public art and lighting

Esplanade Theater, Singapore
Urban Design

opportunities

Create spaces for events and activities

Walker Art Center: Open Field, Minneapolis
Existing facilities do not fully leverage the growing draw and appeal of Denver and Colorado.
Urban Design

Issue 6

Existing facilities do not fully leverage the growing draw and appeal of Denver and Colorado

opportunities

- Incorporate use of local materials
- Integrate outdoor activities into facility design
- Leverage views of Downtown Denver and the Rocky Mountains
- Program retail and restaurant spaces with local flavor
Urban Design opportunities

Incorporate use of local materials
Urban Design

opportunities

Integrate outdoor activities into facility design
Urban Design

opportunities

Leverage views of Downtown Denver and the Rocky Mountains
Urban Design

opportunities

Program retail and restaurant spaces with local flavor
Access and Connectivity
Access and Connectivity

Issue 1: Pedestrian connectivity between DPAC and CCC is uninviting

- Explore opportunities for safe pedestrian "connections and places"
- Identify features that promote wandering and identity
- Envision "Right Sizing" options on adjacent streets
Pedestrian connectivity between DPAC and CCC is uninviting

Explore opportunities for safe pedestrian “connections and places”
Access and Connectivity

Issue 1 Pedestrian connectivity between DPAC and CCC is uninviting

Identify features that promote wandering and identity
Access and Connectivity

Issue 1

Pedestrian connectivity between DPAC and CCC is unnerving

Envision “Right Sizing” options on adjacent streets
Connections between DPAC/CCC and the 16th Street Mall lack identity

Issue 2

Envision Curtis Street as a “Programmed Street” between the DPAC and 16th Street Mall

Improve wayfinding and signage to 16th Street Mall from the study area
Access and Connectivity

Issue 2

Connections between DPAC/CCC and the 16th Street Mall lack identity

Envision Curtis Street as a “Programmed Street” between the DPAC and 16th Street Mall
Access and Connectivity

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Connections between DPAC/CCC and the 16th Street Mall lack identity

Improve wayfinding and signage to 16th Street Mall from the study area
Access and Connectivity

Issue 3

Speer Boulevard is a barrier to connectivity and an underutilized resource

Revisit the pedestrian, bicycle, transit and visitor arrival experience

Revision the south edges of the buildings and their relationship to this “grand boulevard”

Explore the Cherry Creek Greenway’s physical and placemaking connections
Access and Connectivity

Issue 3

Speer Boulevard is a barrier to connectivity and an underutilized resource

Revisit the pedestrian, bicycle, transit and visitor arrival experience
Access and Connectivity

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Access and Connectivity

Issue 4

The transportation network is not functioning with DPAC and CCC operations and envisioned visitor experience.

- Rethink the parking demand, supply, location, and management
- Revision certain streets for “side-of-house” uses and as service/delivery routes
- Modernize the multimodal arrival experience for visitors
Access and Connectivity

Issue 4

The transportation network is not functioning with DPAC and CCC operations and envisioned visitor experience

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Access and Connectivity

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The transportation network is not functioning with DPAC and CCC operations and envisioned visitor experience

Modernize the multimodal arrival experience for visitors
Programming

ISSUES AND OPPORTUNITIES
Programming

Issue 1

The study area lacks a full range of events, performances and activities.
Programming

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The study area lacks a full range of events, performances and activities

- Extend existing programs and performances into open spaces and streets
- Create new events in existing outdoor spaces
- Encourage impromptu gatherings and performances
Programming

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Create new events in existing outdoor spaces

Issue 1
The study area lacks a full range of events, performances and activities
Encourage impromptu gatherings and performances

The study area lacks a full range of events, performances and activities
Programming

Issue 2

Events and programming should be augmented to attract a broader range of visitors
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**opportunities**

- Create innovative and relevant programming to draw new audiences
- Explore innovative marketing to reach new audiences
- Strengthen cross programming and co-marketing
Events and programming should be augmented to attract a broader range of visitors.

Create innovative and relevant programming to draw new audiences.
Programming

Issue 2

Events and programming should be augmented to attract a broader range of visitors.

Explore innovative marketing to reach new audiences.
Programming

Issue 2

Events and programming should be augmented to attract a broader range of visitors.

Strengthen cross programming and co-marketing
Issue 3

Theater District brand is not well known and the lack of a strong area identity makes marketing/promotion challenging.

opportunities

- Consider revisiting Theater District brand and strategy
- Ensure differentiated and complementary offerings with other landmark destinations
- Explore stronger district branding elements
Issue 3

Theater District brand is not well known and the lack of a strong area identity makes marketing/promotion challenging.

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Programming

Issue 3

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Ensure differentiated and complementary offerings with other landmark destinations.

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Theater District brand is not well known and the lack of a strong area identity makes marketing/promotion challenging.

Opportunities:

Explore stronger district branding elements.

Amsterdam’s City District of Geuzenveld-Slotermeer experimented with the technique of 'branding' in the regeneration of the Eendrachtspark Neighborhood.
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