

COLORADO CONVENTION CENTER | DENVER PERFORMING ARTS COMPLEX

urban design framework

A CATALOG OF
ISSUES AND
OPPORTUNITIES

MARCH 2015











Spring with the
Children's Chorale
Saturday, April 18 • 2 pm
Beverly Concert Hall
One World ★ Many Voices

Amadeus
COPIER

ARTS CENTER

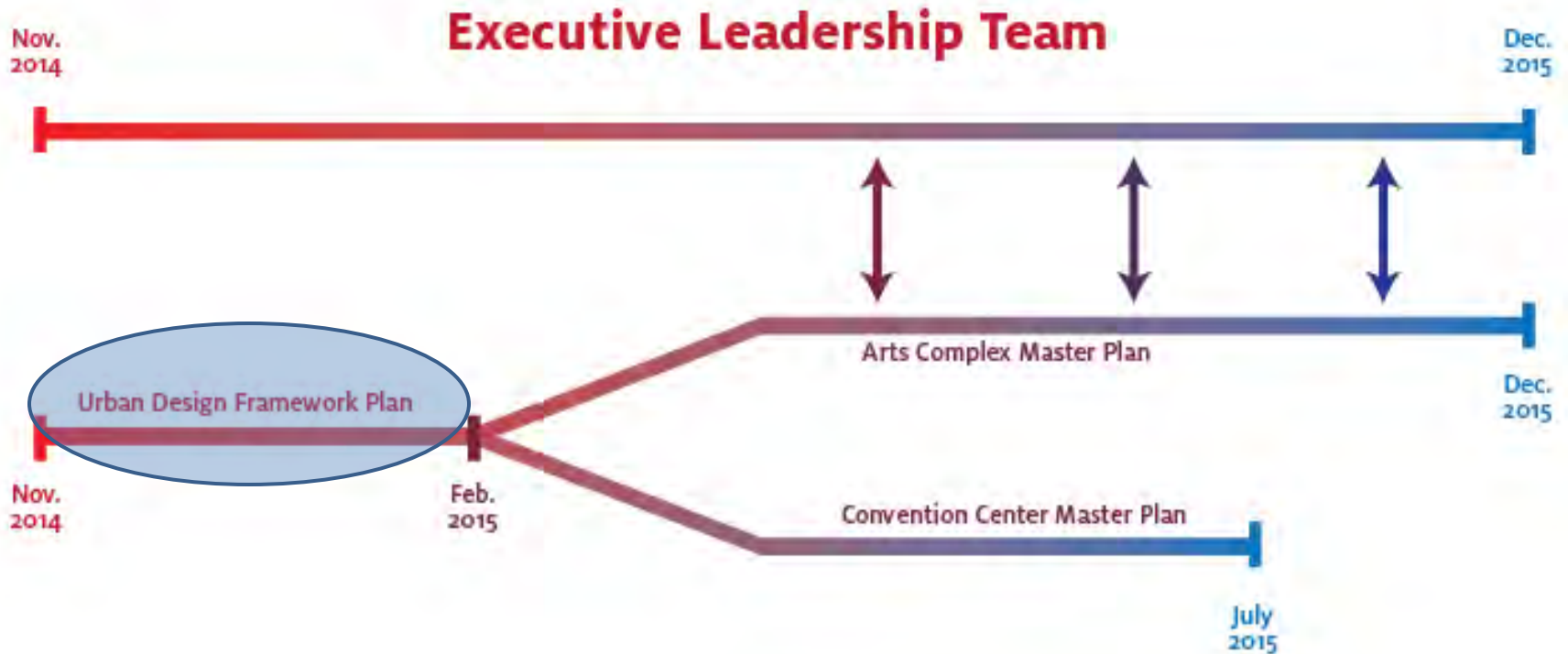


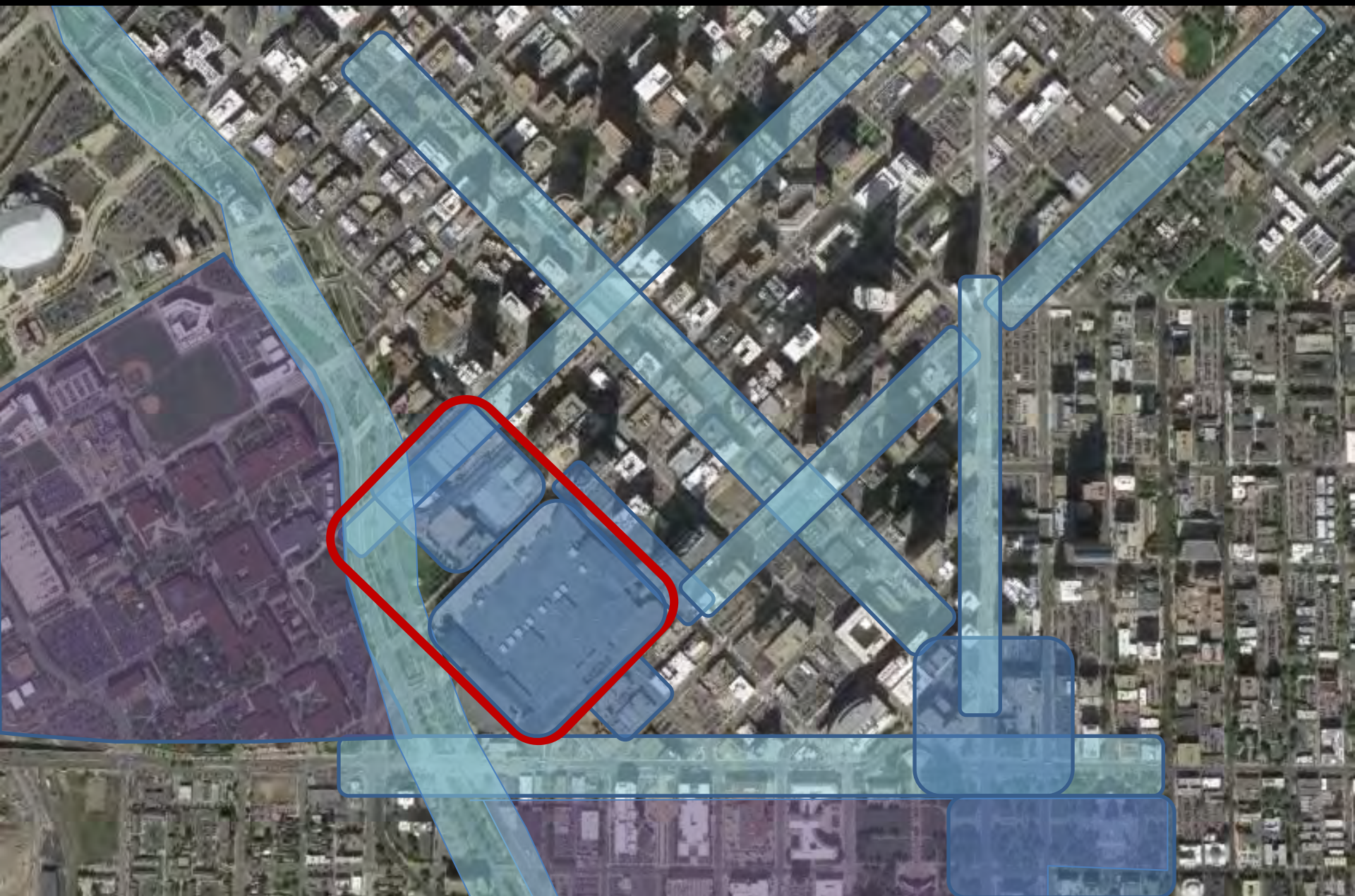






Plan Timelines





Vision and Goals



Vision

**An unforgettable visitor experience
brimming with cultural and educational
enrichment opportunities.**

vibrant | authentic | attractive | playful
inclusive | diverse | sustainable

Goals

1

**Enhance arrival
and departure.
Foster reasons
to stay and play.**



Goals

2

**Expose and
celebrate
existing
programs and
uses.**



Goals



Goals

4

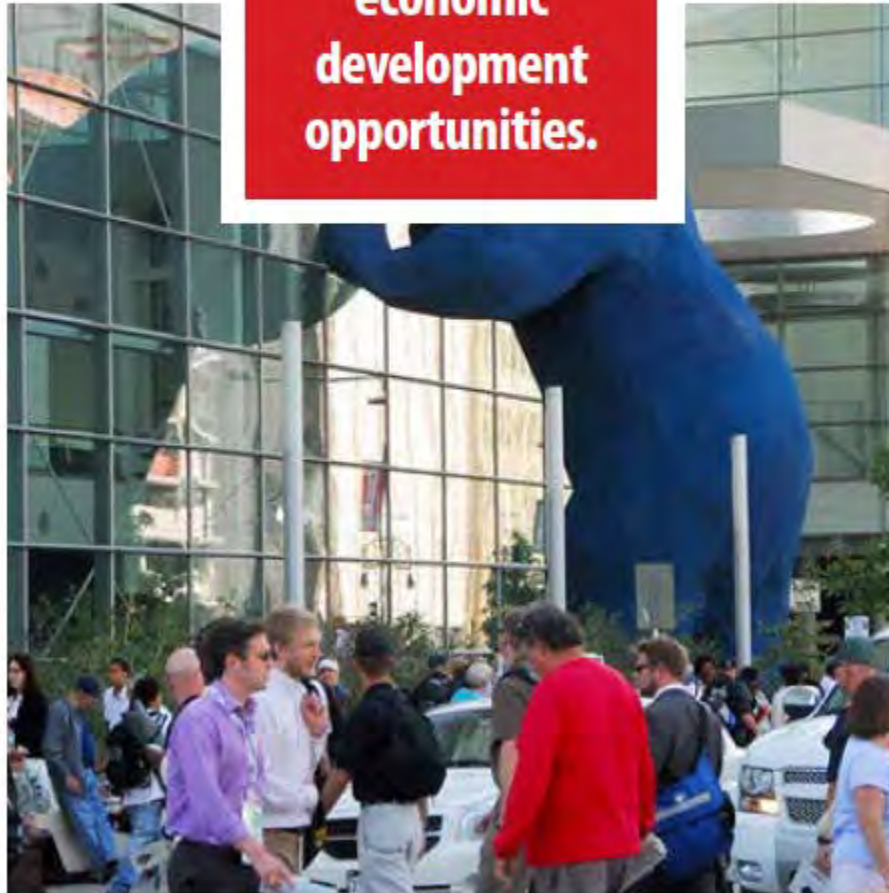
**Diversify and
maximize
mix of uses
and potential
visitors.**



Goals

5

**Build on and
leverage
economic
development
opportunities.**



Goals

6

**Integrate
and respect
Colorado's
natural
environment.**



Issues and Opportunities

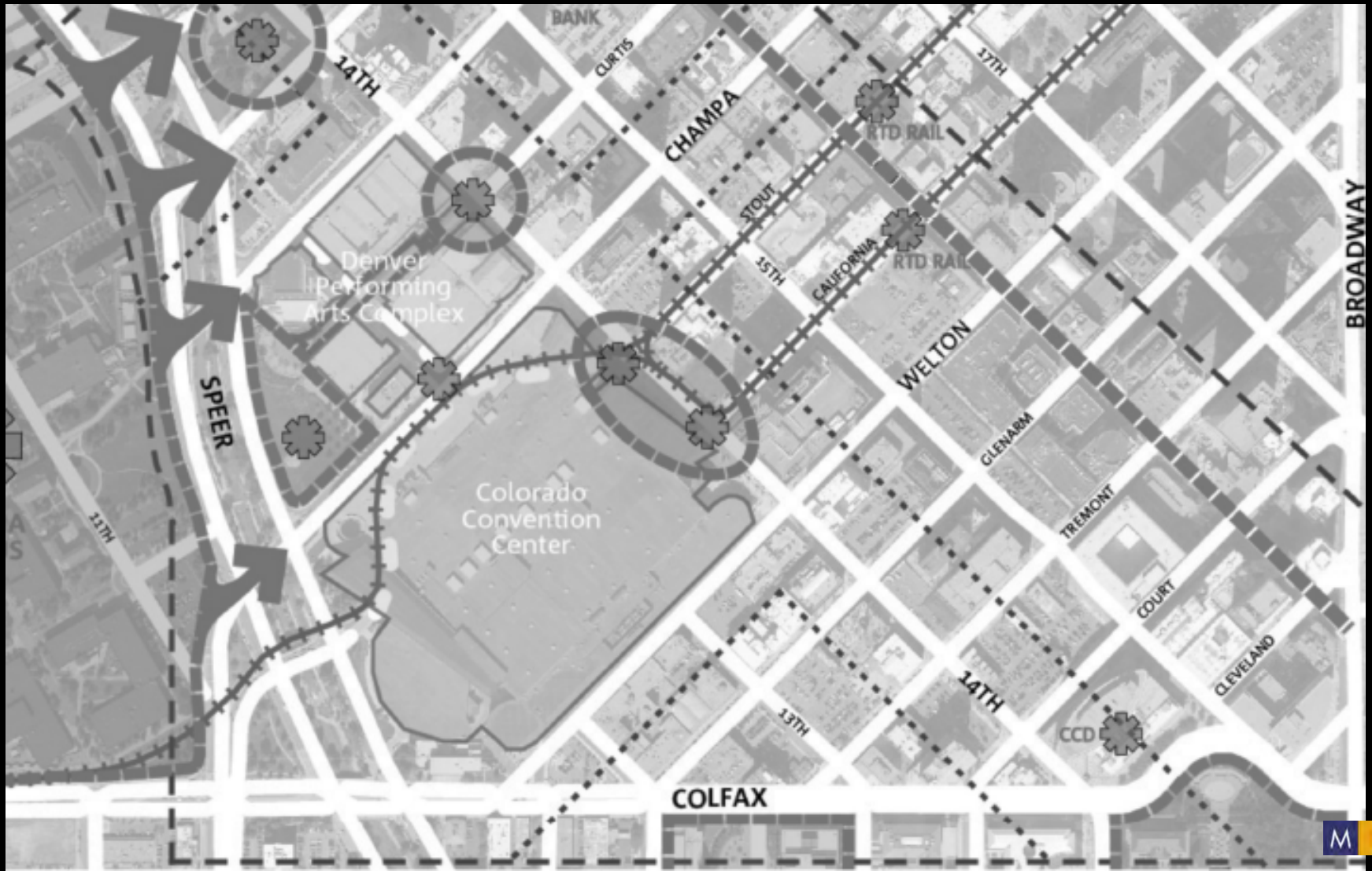


Issues and Opportunities

- Urban Design
- Access and Connectivity
- Programming

Urban Design

ISSUES AND OPPORTUNITIES



Urban Design

Issue 1

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.



Urban Design

opportunities

Add active ground floor uses and promote pedestrian interaction.



Sidewalk café, Paris



Parklets outside restaurants ,
Vancouver, BC



Oakland, CA



Remodeled Miami Beach
Convention Center

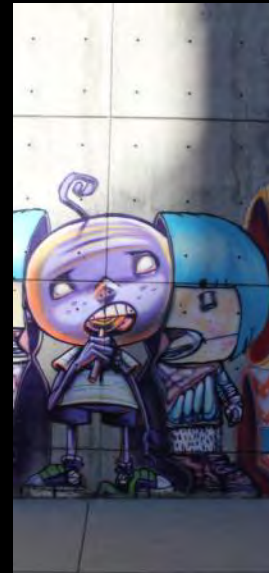
Urban Design

opportunities

Enhance building edges with interesting façade treatments.



Live wall sculpture, Choreographer
Noémie Lafrance



David Choe,
wall art,
Denver



Urban Design

Issue 2

The CCC and DPAC properties are largely built-out and rooftops are underutilized



Urban Design

Issue 2

The CCC and DPAC properties are largely built-out and rooftops are underutilized

Explore air rights above streets and new and existing facilities

opportunities

Explore use of rooftops for various amenities and events



Urban Design

opportunities

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

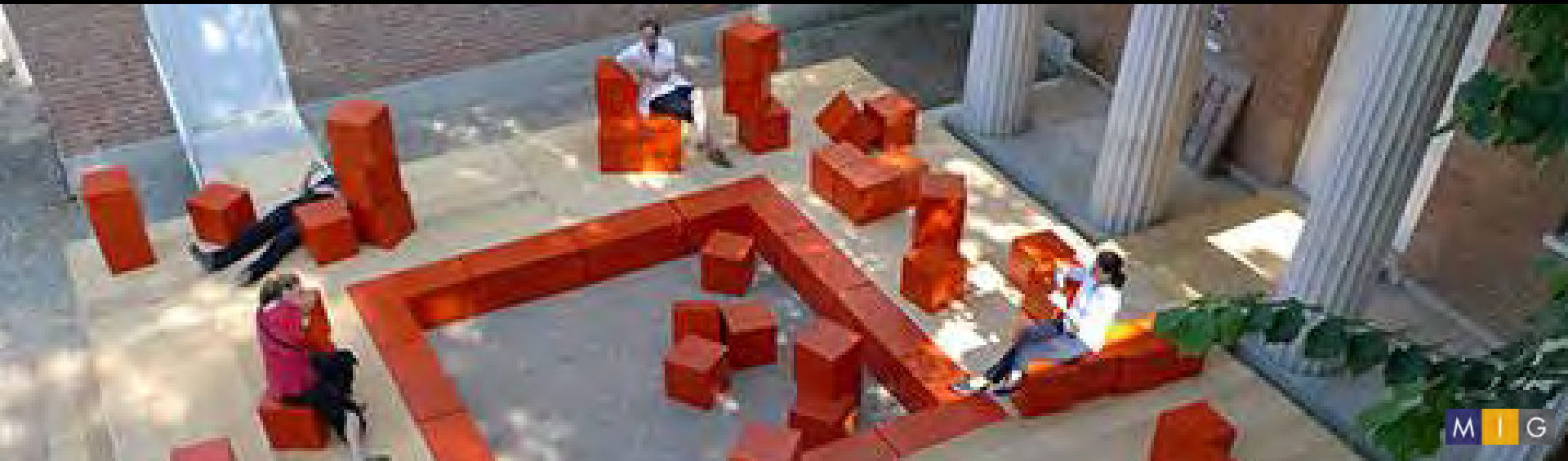
Existing outdoor spaces lack flexibility and amenities for both informal gathering and formal events

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

opportunities

Improve existing spaces to better support outdoor programming and events



Director's Park, Portland, OR



Urban Design

opportunities

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



Bristol water slide, Park Street



Sidewalk trampolines, Copenhagen, Denmark

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



Urban Design

Issue 4

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

Urban Design

Issue 4

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



Encourage
adjacent uses with
appeal to visitors
and residents



Urban Design

Issue 5

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



Urban Design

Issue 6

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



ISSUES AND OPPORTUNITIES



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



Access and Connectivity

Issue 1

Pedestrian connectivity between DPAC and CCC is uninviting

Explore opportunities for safe pedestrian “connections and places”



Access and Connectivity

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Pedestrian connectivity between DPAC and CCC is uninviting

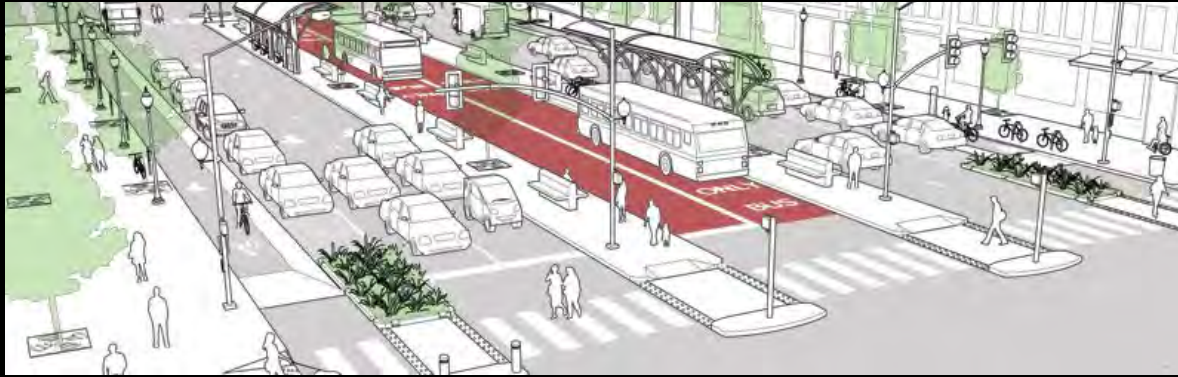
Identify features that promote wandering and identity



Access and Connectivity

Issue 1

Pedestrian connectivity between DPAC and CCC is uninviting



Envision
“Right Sizing”
options on adjacent
streets



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

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
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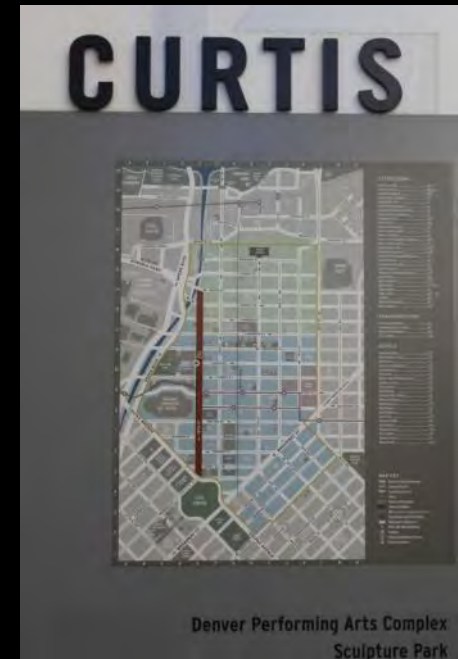
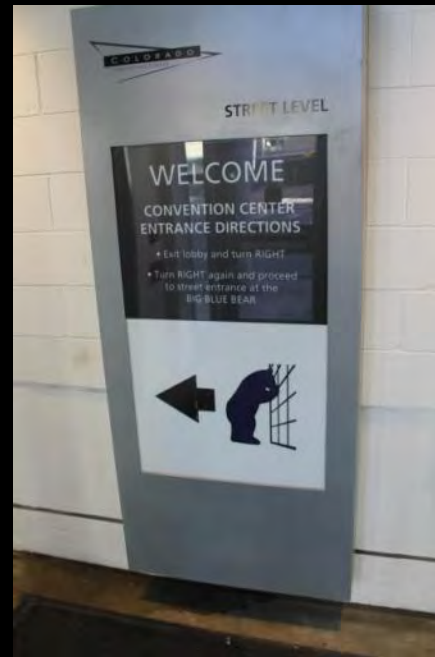
Access and Connectivity

Issue 2

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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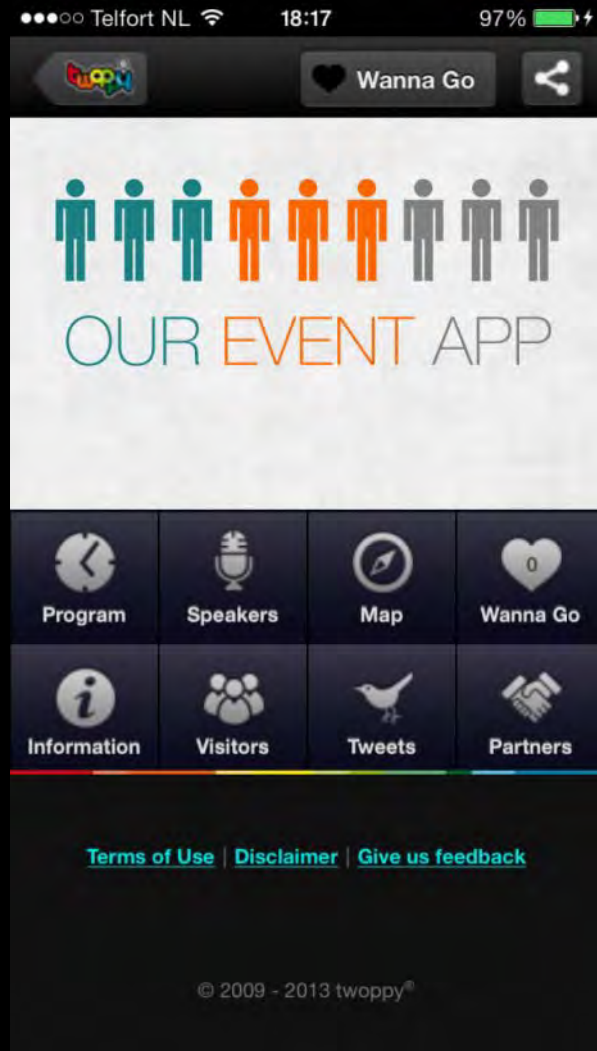


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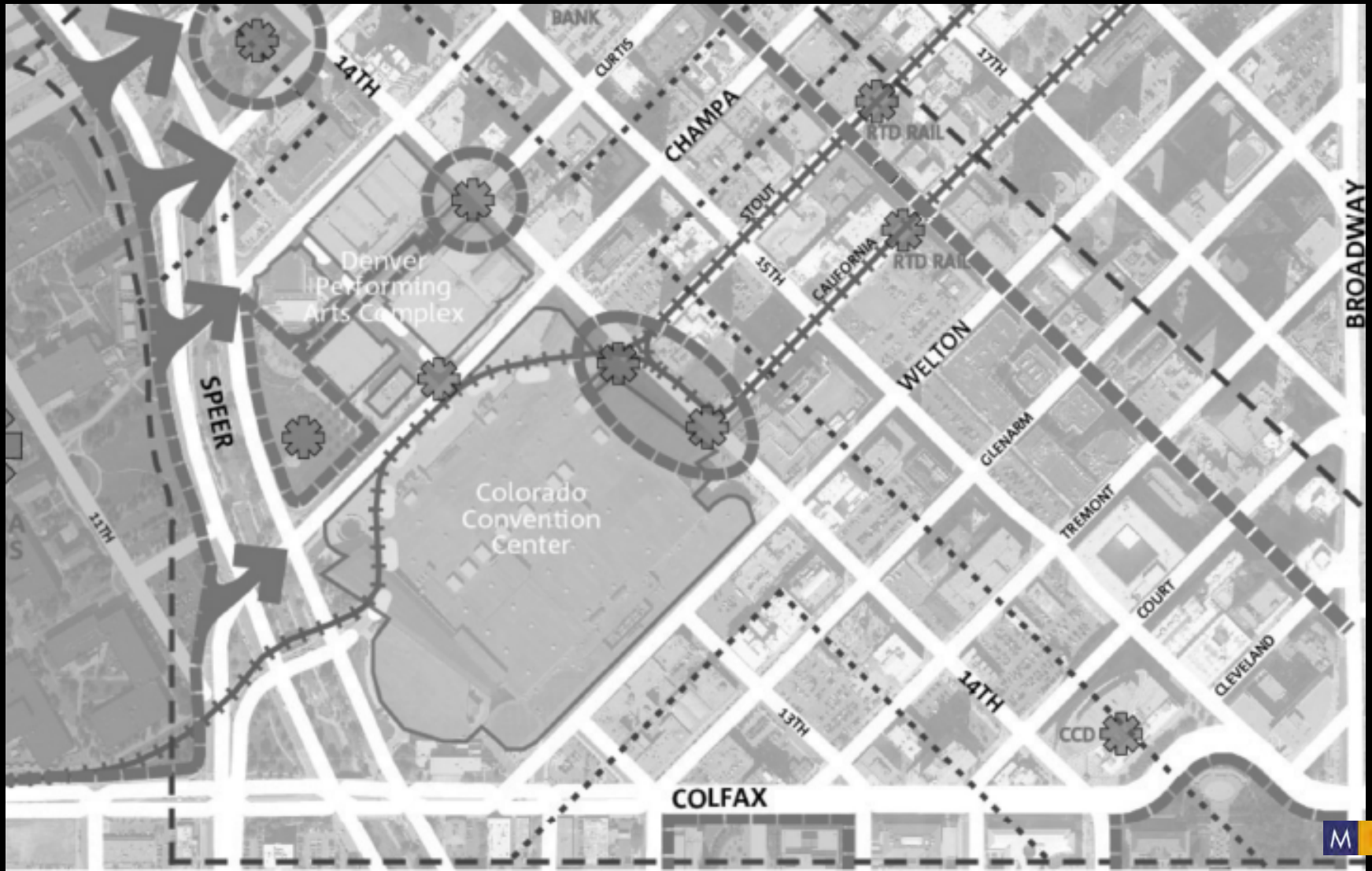


Modernize the multimodal arrival experience for visitors



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



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Programming

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Encourage impromptu gatherings and performances



Programming

Issue 2

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



Programming

Issue 2

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

opportunities

Create innovative and relevant programming to draw new audiences

Explore innovative marketing to reach new audiences

Strengthen cross programming and co-marketing



Programming

Issue 2

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

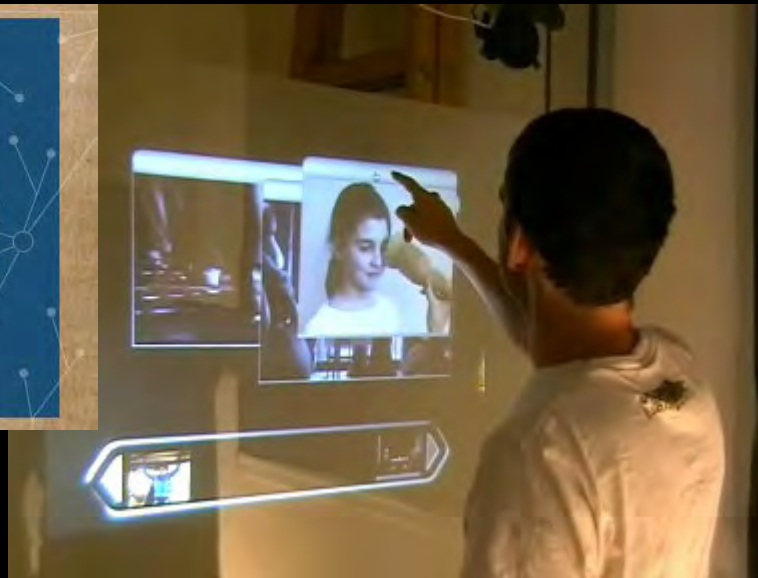
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Programming

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Explore innovative marketing to reach new audiences

Programming

Issue 2

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Strengthen cross programming and co-marketing



Programming

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

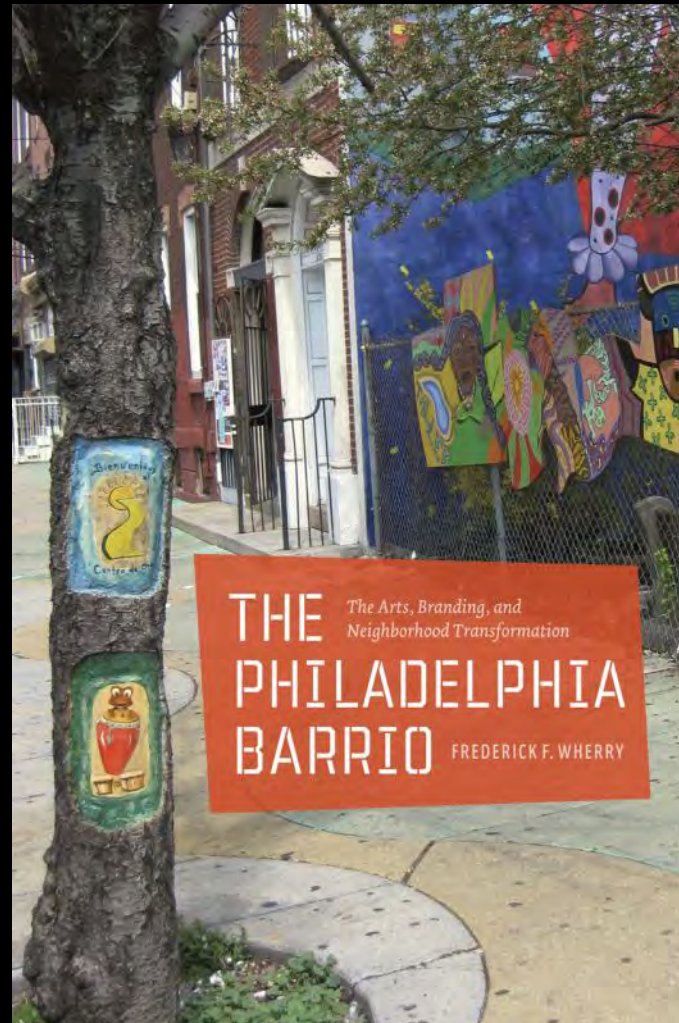
Explore stronger
district branding
elements

Programming

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Programming

Issue 3

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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