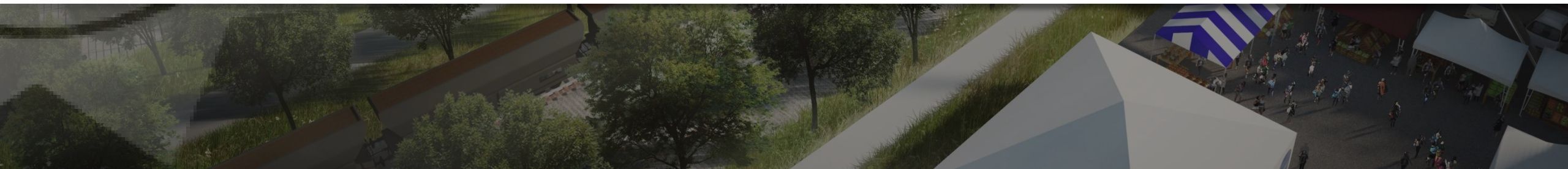




NATIONAL WESTERN CENTER

LOCAL IMPACT  GLOBAL REACH





DENVER
THE MILE HIGH CITY

NATIONAL
WESTERN 
Stock Show



DENVER MUSEUM OF
**NATURE &
SCIENCE**



HISTORY *Colorado*





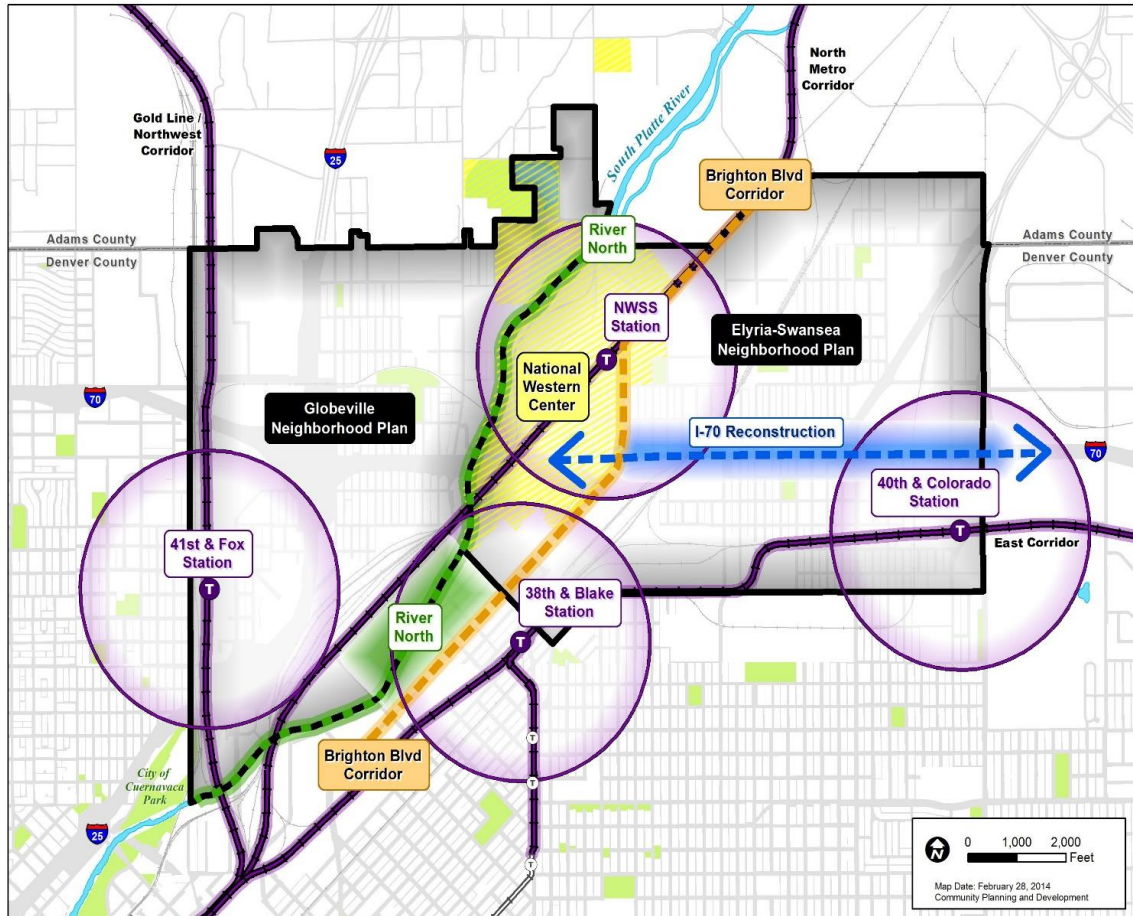
Mayor Hancock's Vision Denver's Corridor of Opportunity



- Denver's northern "gateway" entrance to DIA
- 23-mile corridor linking DUS to DIA
- 9 new TOD Stations
- 1000's of undeveloped land along a major interstate
- A \$2.6 billion dollar impact over next 30 years
- Nearly 40,000 new jobs anticipated



North Denver Cornerstone Collaborative



Neighborhood Plans



National Western Center



Brighton Blvd. Corridor Redevelopment



River North/Platte River



Central 70



RTD Station Development

A Bold Campus Vision:

The Global Destination for Agricultural Heritage and Innovation

Campus Mission:

Convene the world at the National Western Center to lead, inspire, create, educate, and entertain in pursuit of global food solutions

- ✓ **Our unique opportunity to position the NWC - How do we feed 9 billion people by 2050?**



2015

**HB1344:
\$200M for CSU at the
NWC**

**Measure 2C:
\$476M**

**Regional Tourism Act:
\$121.5M
over
36 years**



The Campus

Local Impact – Global Reach

CREATING A CRITICAL CONVERGENCE OF OPPORTUNITIES – PAST, PRESENT & FUTURE



- Located at nexus of I-25 and I-70 with new RTD commuter rail stop at 49th & Brighton Blvd
- Establishes new northern gateway into downtown
- Estimated 250 acres at buildout
- Site honors our past and sets the stage for future generations (“A 21st century Cowtown”)
- Approximately 2.8 million SF in new and/or renovated facilities
- A unique year-round destination, bringing commerce, experiential learning, research, entertainment and the arts
- Campus serves as a critical “bridge” between rural and urban food interests (our future)

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- Adopted Master Plan contemplates 8 Phases of Development
- Phases I and II could take up to 10 years to complete, due to:
 - Required Land Acquisition
 - Rail Consolidation
 - New Infrastructure



The ultimate phasing of the project will depend on a variety of factors. This Plan identifies one possible phasing alternative.

Project Status

- In January 2016, Mayor Hancock created the Office of the National Western Center (NWC) to lead the day-to-day management of the project.
- NWC is guided by a 9-member Executive Oversight Committee (EOC) appointed by the Mayor.
- A “public authority” will be established, likely in 2017, to complete the project’s implementation and oversee campus operations.

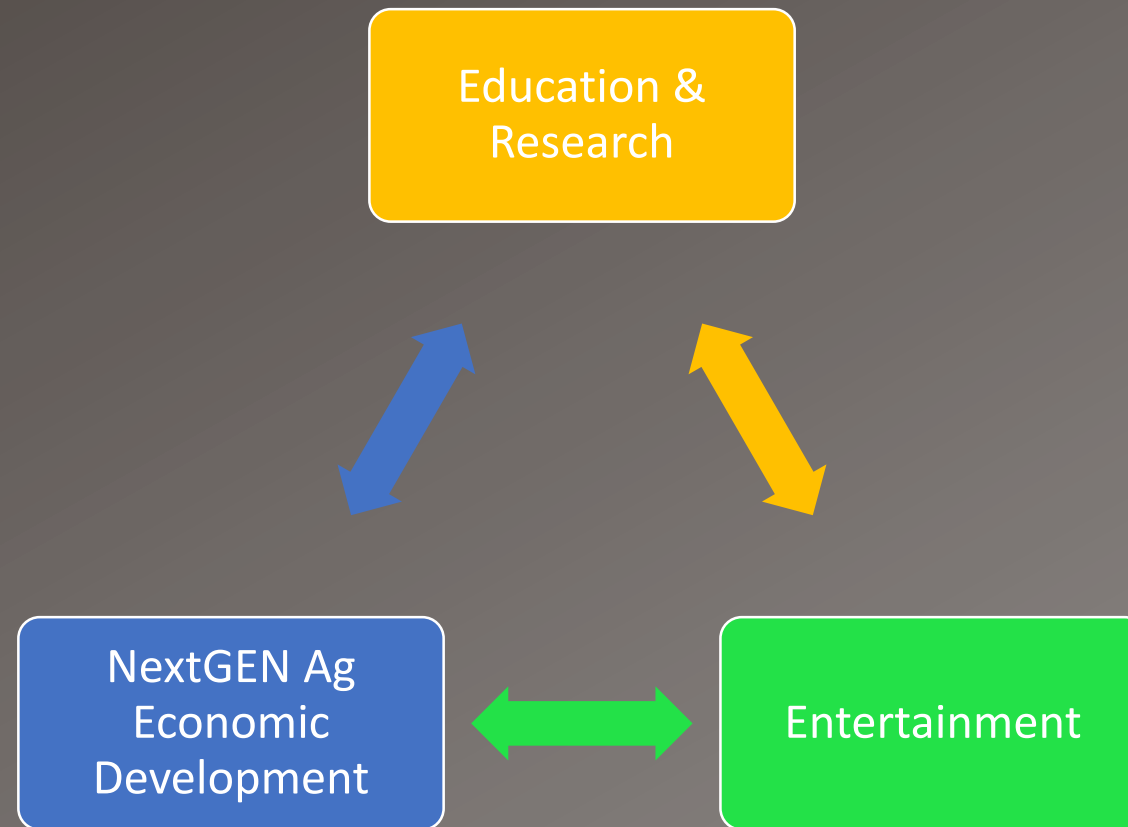
Critical path activities to advance Phases I & II (impacts over 80% of site):

- Land Acquisition
- Rail Consolidation
- Site Remediation & Demolition
- Entitlements (zoning)
- New infrastructure development

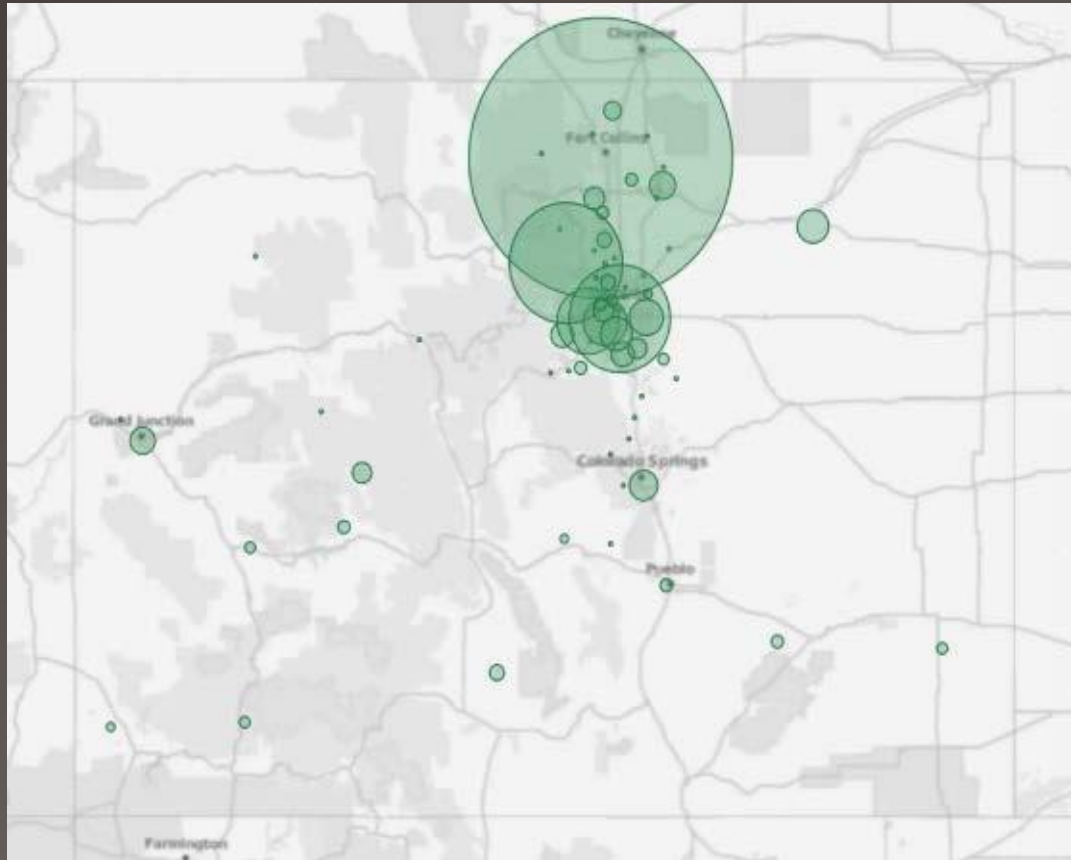


A dynamic, year-round destination:
Colorado's NextGEN Agribusiness Economics
Creating the "silicon valley of Ag"

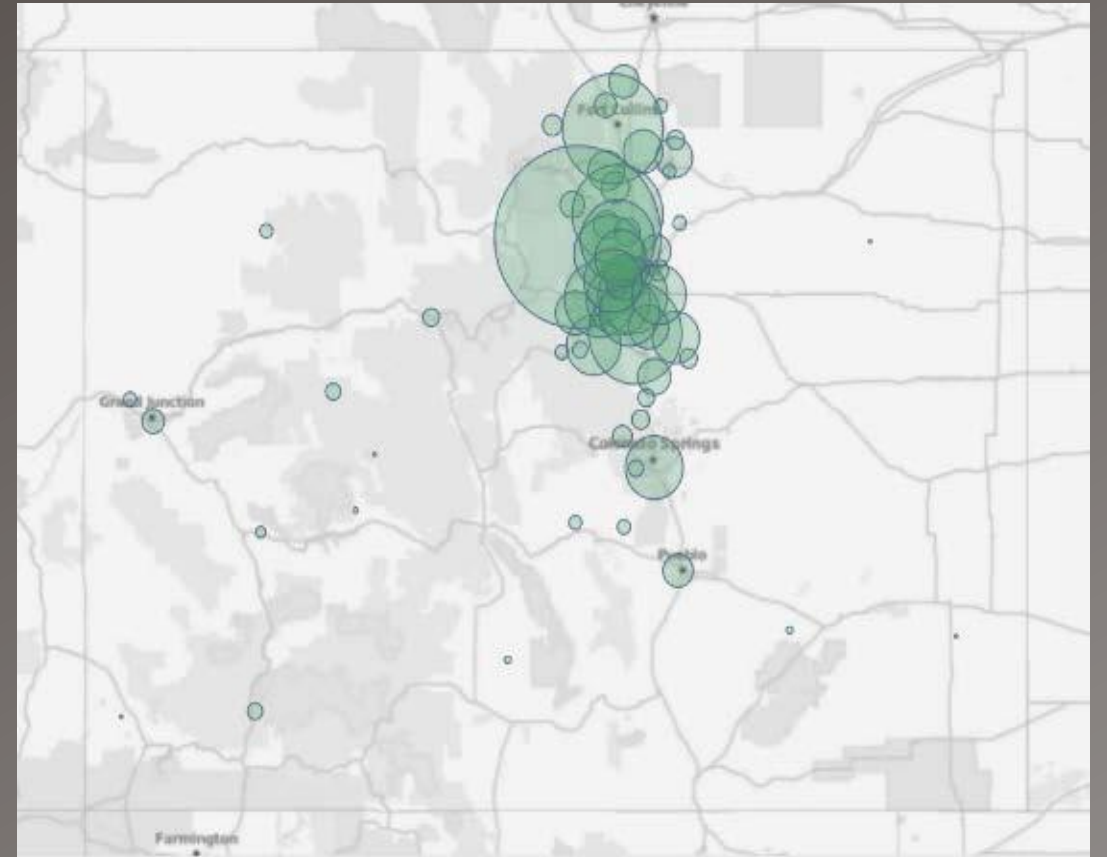
Three economic drivers for the campus:



CO's "Silicon Valley"



Publications



Patents



NextGEN Agribusiness Growing Colorado Agriculture

Goal: leverage NWC agriculture-related development and innovative partnerships to drive job growth and economic opportunity.

- Regional partnerships as a winning formula for Colorado Ag investments
- Denver's Corridor of Opportunity, linking DUS to DIA
- CSU Report: Ag Innovation Clusters Value Chain (2014)
- NextGEN Ag Study 1 (July 2016)
- NextGEN Ag Study 2 (2016-17)
- Proposed Agribusiness Commission (2017)

"Agricultural Innovation Triangle"™



District Scale Regeneration

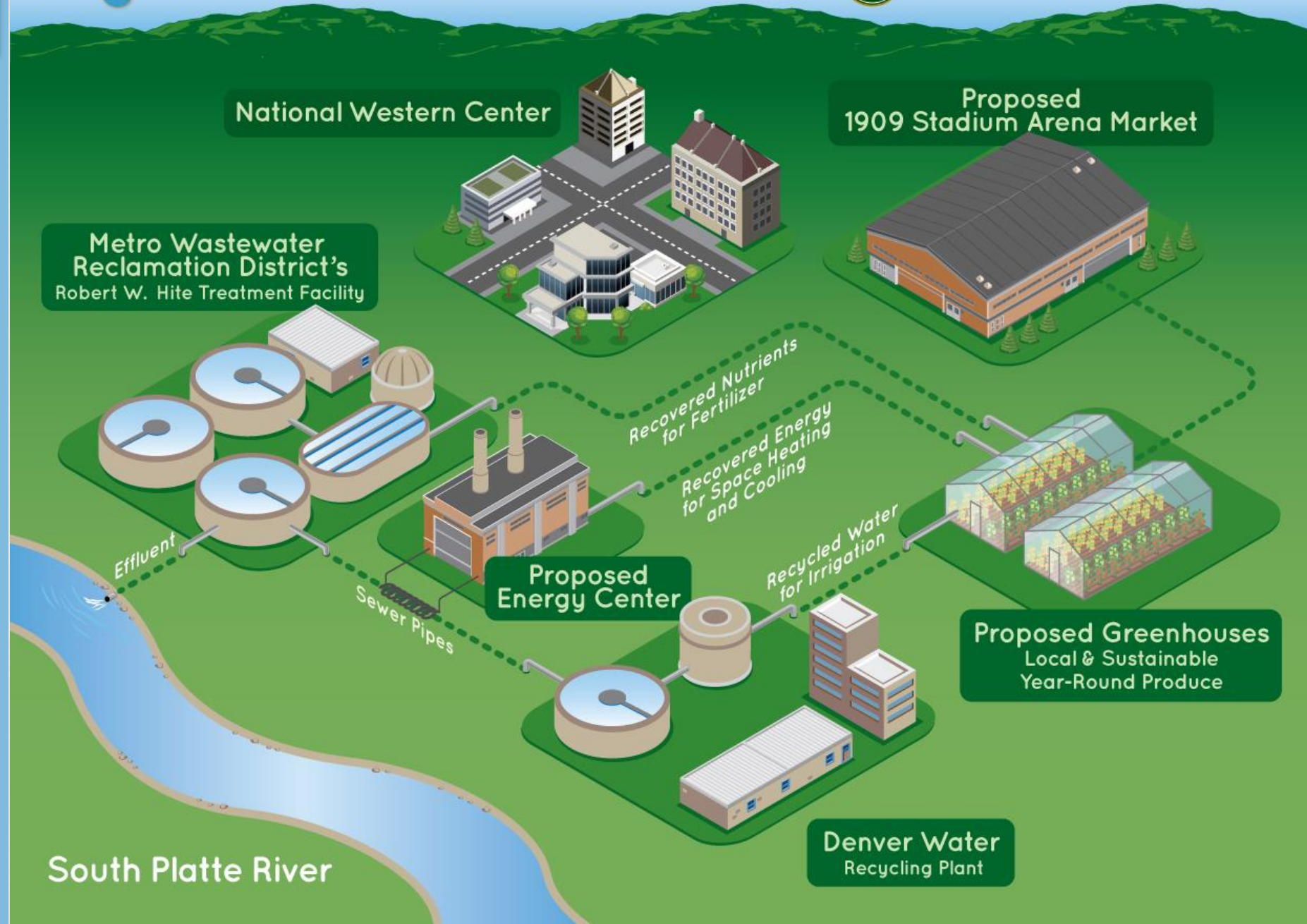
- The NWC is building a broad-based partnership with National Renewal Energy Labs, CSU, Mayor's Office of Sustainability and many others
- Mile High ZED (policy group)

Goals:

- ✓ Zero net energy, waste and water
- ✓ Neutral or positive river impact
- ✓ Reduced greenhouse gas emissions
- ✓ Living (educational) labs
- ✓ Exploring intersection between health, food, activity and our environment



Colorado State University



National Western Center

Proposed
1909 Stadium Arena Market

Metro Wastewater
Reclamation District's
Robert W. Hite Treatment Facility

Recovered Nutrients
for Fertilizer

Recovered Energy
for Space Heating
and Cooling

Proposed
Energy Center

Recycled Water
for Irrigation

Proposed Greenhouses
Local & Sustainable
Year-Round Produce

Denver Water
Recycling Plant

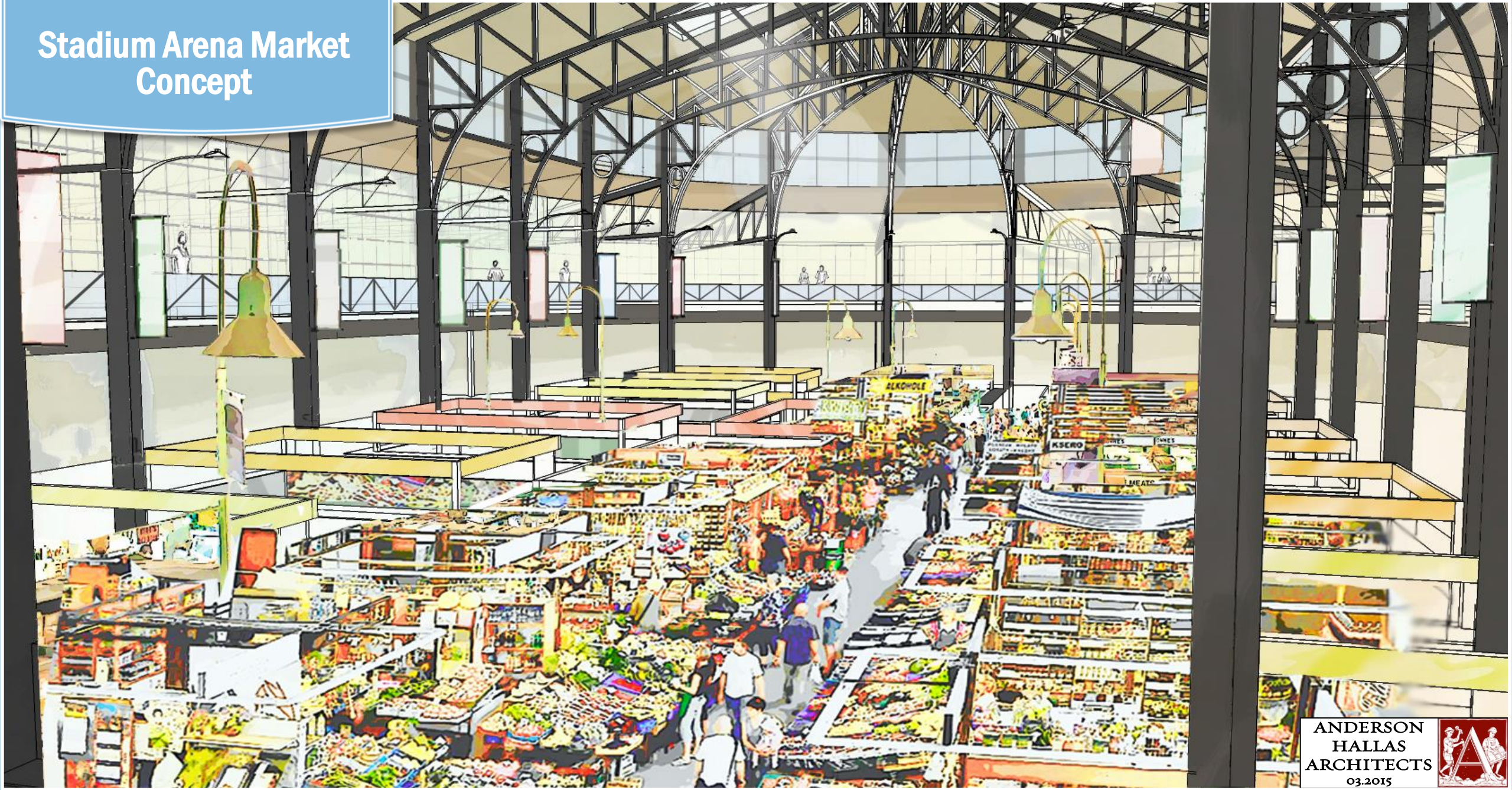
South Platte River

CSU “Water Tower”

- Public/private collaboration
- Denver Water partnership
- Hands-on environmental education
- Research and teaching labs
- Community spaces
- Event space
- Training and workforce development



Stadium Arena Market Concept



ANDERSON
HALLAS
ARCHITECTS
03.2015



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To learn more:

Visit: www.denvergov.org/nationalwestern