

# National Western Center Program

Denver, CO

## Project Details

**Description:** 250-acre entertainment/education/commercial campus  
**Owner:** City & County of Denver  
North Denver Cornerstone Collaborative  
**Development Partners:** Colorado State University  
Western Stock Show Association  
**Budget (Phase 1):** \$856,000,000  
**Years of Engagement:** 2014 - 2019



*National Western Center Master Plan*

## Project Description

The National Western Center project (NWC) is a partnership between the City and County, Western Stock Show Association and Colorado State University to reimagine and redevelop the historic National Western Stock Show campus into a year-round entertainment, education, and agri-business commercial and research center with global reach. The project was conceived by the North Denver Cornerstone Collaborative (NDCC), an initiative of the Mayor's Office at the City and County of Denver to revitalize several underserved communities and neighborhoods in North Denver.

The 250-acre campus includes the original 95-acre National Western Stock Show campus, the 30-acre campus of the Historic Denver Coliseum, and a number of adjacent properties purchased by the City through a land acquisition program. The first phase of the project includes the relocation of existing railroad tracks and maintenance facility owned by the Denver Rock Island Railroad, the design and construction of over 1 million square feet of new facilities and adjacent roadways and associated utilities, as well as the restoration of 1 mile of riverfront with 46 acres of public open spaces.

## Scope of Services

Eric Shafran was engaged as a consultant to the NDCC at the very beginning of the program and served in many roles over 5 ½ years. Eric was the third member of a team that eventually grew to more than thirty members, including a full program management team from Jacobs Engineering. Responsibilities included:

- Early assistance with the development of the program implementation plan
- Authorship of a Redevelopment Feasibility Study of the Historic Denver Coliseum
- Development of the project budget that was eventually approved by the voters in a landmark 2015 ballot measure that approved the \$856mm first phase of development
- Collaboration with the City of Denver Managing Director of Real Estate on the development of the land acquisition program
- Coordination of the sustainability effort, including co-management of the Regeneration program, the collaborative of project professionals establishing the goals and implementation plan for the sustainability program

- Coordination with USACE on restoration of the South Platte River through the NWC campus
- Liaison with CDOT on their Central-70 project, representing NWC interests at the I-70/Brighton Blvd interchange
- Management of successful study by AECOM on the potential of Sewer Heat Recovery to heat the NWC campus
- Facilitation, coordination, and management of the Campus Placemaking effort
- Management of various elements of the historic preservation and restoration program, including Historic Structure Assessment and Adaptive Reuse study of the 1909 Stadium Arena and feasibility study to convert it into a Public Market
- Presentation of program progress at numerous community meetings of the Community Advisory Committee; ongoing site tours and communication of program progress to stakeholders