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Denver Public Works

Nancy Kuhn, Nancy.kuhn@denvergov.org

O: 720-865-8720

City and County of Denver - North Denver Cornerstone Collaborative

Erika Reyes Martinez Erika.martinez@denvergov.org

O: 720.865.2906

**Denver Announces Funding for a National Western Center
Parking and Transportation Management Study**
*Partnership will help advance multi-modal access to the future year-round
agricultural campus*

DENVER – The City and County of Denver has been awarded a \$200,000 federal grant from the Denver Regional Council of Governments (DRCOG) for a study to explore innovative parking and multi-modal transportation solutions for the future National Western Center. Combined with \$50,000 in Denver local funding to match the federal funds, the Denver Public Works Department, in partnership with the multi-agency North Denver Cornerstone Collaborative (NDCC), will jointly conduct the Study.

The National Western Center (NWC) Master Plan, adopted in March 2015, provides the vision and an ambitious implementation strategy to create a new campus for the area surrounding the National Western Stock Show site in north central Denver. The Master Plan recommends development of a reconnected, multi-modal transportation network, which includes a mix of surface- and structured- parking and other infrastructure improvements, to meet the long-term transportation needs of the year-round research, education, agricultural, cultural, entertainment and tourist activities for the NWC.

“We are excited to explore a broad range of multi-modal solutions for the National Western Center with neighborhood residents, other City agencies, the Regional Transportation District (RTD), the Colorado Department of Transportation (CDOT), other public and private agencies, as well as DRCOG. This is another great example of broad-based partnering to fulfill the campus’s bold vision,” noted Kelly Leid, NDCC executive director.

The transportation study will build on the framework laid out in the NWC master plan to fully consider how to best utilize a multi-modal transportation system to adequately accommodate the estimated 2 million visitors per year at the 270-acre campus.

“This funding demonstrates DRCOG’s commitment to supporting studies and projects that emphasize multi-modal transportation, particularly in areas like the Stock Show complex that are experiencing significant reinvestment in response to our region’s growing transit network,” said Jennifer Schaufele, DRCOG Executive Director.

This parking and transportation study will analyze and provide recommendations for the following elements:

- Campus access and circulation (including studying a bus circulator option between the four commuter rail stations in the surrounding Globeville, Elyria, and Swansea neighborhoods)
- Transportation demand management initiatives to encourage use of alternative modes for daily and special event visitors
- Parking management strategies (on- and off-site)
- Phasing of access and parking during the I-70 expansion project and NWC construction
- Overall multi-modal connectivity for all users of the NWC campus – residents, visitors, stock show participants, event attendees, employees, and nearby businesses
- Network capacity needs for special events
- Design strategies to enhance the pedestrian, bicycle and transit experience to and from the NWC campus
- Minimizing parking impacts to surrounding neighborhoods

The National Western Center redevelopment has widespread support from local, regional and state partners. The funding application submitted to DRCOG received letters of support from the Western Stock Show Association, Colorado State University, and the National Western Center Citizens Advisory Committee, which is made up of residents, non-profits and businesses in Globeville, Elyria, Swansea, and River North.

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About the North Denver Cornerstone Collaborative (NDCC)

An initiative of Mayor Michael B. Hancock, the North Denver Cornerstone Collaborative (NDCC) is a coordinated effort between six redevelopment projects in a vibrant community that includes Globeville, Elyria and Swansea neighborhoods. These projects have a unique and historic opportunity to rebuild a connected community and energize a gateway to Downtown Denver. Projects include:

- Globeville & Elyria – Swansea Neighborhood Plans
- National Western Center
- Brighton Boulevard Corridor Redevelopment
- River North (RiNo) Revitalization

- CDOT's I-70 East Reconstruction
- RTD' FasTracks Station Development for the East, Gold and North Metro Lines

For more information, visit www.denvergov.org/NDCC.

About the Denver Regional Council of Governments (DRCOG)

The Denver Regional Council of Governments is a nonprofit collaborative association governed by a Board of Directors representing 56 county and municipal governments. Board members work together to make life better for people of all ages, incomes and abilities in the Denver region. Through Metro Vision, the plan to manage growth over the next 25 years, the region's local governments work cooperatively to address development, land use, transportation, environmental quality and older adult issues.

For more information, visit www.drcog.org.