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LOCATION STUDY COLORADO HERITAGE CENTER

A stylized, light blue silhouette of a mountain range with several peaks, positioned behind the text 'COLORADO HERITAGE CENTER'.



LOCATION STUDY COLORADO HERITAGE CENTER



Prepared For: The State Historical Society of Colorado

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and

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SUMMARY

This study was undertaken to determine the best location for a new Colorado Heritage Center which will include research collections and activities, a comprehensive reference library, a major museum and offices for the State Historical Society. To arrive at a recommendation, the study examined the external contacts important to museum personnel and characteristics of the individuals and groups who utilize the services provided by the Society. The study's primary concern is not with the size of the facility or its internal space requirements but with its proper location and relationships to other uses.

The study was conducted in five distinct phases. Phase I looked into the frequency of visits to the Colorado State Museum by various user groups. Tourists accounted for 69 percent of the total number of visits to the museum, educational lessons and tours comprised 29 percent of the total and researchers accounted for two percent of the total number of visits during 1972. The Society's state-wide preservation activities, extension and field services have not been considered germane to this study, except insofar as they affect the functions of the central staff.

Phase II involved an Analysis of the characteristics of the users of the Society's facilities and the pattern of services offered by the Society's staff. This activity involved, an examination of the pattern of attractions which tourists typically visit in the Denver area; the frequency of visits of educationally oriented groups and the mode of travel that these groups use; the requirements and patterns of serious researchers who may have to visit many facilities in order to thoroughly document their findings; the contacts, meetings and trips the Society's staff performs in order to provide services to the public;

and the requirements a new facility should have in order to attract people who would not normally visit the Society.

The analysis of user characteristics indicated that the convenience of proximity is the major consideration of all user groups. The tourist is currently able to walk to many attractions within the Civic Center/Downtown Area because of the proximity of these attractions to one another. This is further encouraged by the serious shortage of parking. In many instances researchers and authors need to visit more than one facility in order to adequately document their findings and currently there are five major depositories of historical documentation within a three block area.

School age children in formal education classes require the convenience of good arterial street access to a new site. In the case of out-of-town groups, the convenience of being able to visit many attractions within a short period of time is important. To attract impulse visitors the Society should be located near population concentrations and public transportation facilities. All users of the current facility suffer from the serious shortage of parking.

The third phase involved a review of a proposed building program for a new Colorado Heritage Center in order to generate prototype building configurations. This exercise provided an indication of the site size required to accommodate a new facility. The focus of this activity was on an urban setting in which a site is typically confined by street rights-of-way and available property rather than the alternative of an expansive setting offered by a park-like or undeveloped area.

Phase IV involved generating Site Location Criteria which were used in evaluating alternative locations. Seventeen separate locational criteria were developed and grouped into the following categories: (1) Access/Transportation, (2) Land Use Planning (3) Socio-Economic and (4) Design. The locational criteria were then used in a general way to select eleven alternative sites

which might be appropriate for a new Society facility. The criteria were then used in a more specific manner to evaluate each site. The criteria were weighted as to their relative importance and then each site rated as to their conformance with the seventeen criteria.

The eleven alternative sites which were examined included: the Platte Valley area, within the Skyline Urban Renewal Area; within the Auraria Higher Education Complex; seven sites in the Civic Center area; Cheesman Park; and City Park. Each of these sites were evaluated against the seventeen criteria with the result that three sites received similar high composite ratings for the location for a Colorado Heritage Center. These sites were: (1) the American Legion Block, which is bounded by 14th Avenue, 13th Avenue, Lincoln Street and Broadway, (2) the Cheesman/Kassler Block, bounded by 16th Avenue, Colfax Avenue, Lincoln Street and Broadway and (3) the Petroleum Club Block, bounded by 16th Street, 15th Street, Cleveland Place and Broadway.

Phase V involved an in-depth evaluation of the top three sites. The three highest rated sites were in the Civic Center area. These sites were examined in detail against the established criteria and were also considered from the standpoint of other forces acting upon them. An examination of possible building configurations indicate that a full block site (133,000 square feet) would most effectively accommodate the proposed use. The facility could be fitted on a half block site (65,000 square feet) by arranging some of the museum functions vertically instead of horizontally.

All three sites would reinforce relationships that have become established over the years. Visitors to the Art Museum and the State Capitol would find it convenient to visit the Heritage Center as a part of that same trip. Researchers who use the facilities of the Society could supplement their research in the Denver Public Library. Out of state visitors would find the new facility in the general Civic Center area within walking distance of downtown attractions.

Sites number 1 (American Legion Block) and 2 (Cheesman/Kassler Block) are very similar in character and would both be excellent sites for the new facility. The American Legion Block is judged slightly the best and is therefore recommended because (a) it provides for the clustering of cultural facilities (Art Museum, Library, and new Colorado Heritage Center), (b) its location on the south side of the Civic Center would keep bus loads of school children just outside the congestion of the Central Business District and (3) its acquisition cost is lower.

Site number 3 (Petroleum Club Block), while still suitable, is slightly smaller than the first two choices and does not have as favorable a traffic circulation system.

BACKGROUND

The current interest in the preservation of our cultural heritage is widespread. Public and private groups interested in preserving the past have sprouted up in virtually every community in the nation. Participants in this affair range from the Federal Government, which financially supports efforts to preserve and restore structures of historical significance, to private interest groups whose outcry is felt each time a significant old building is torn down.

While the common bond or interest of many of these individuals and groups is the past, the common need is for facts. Facts which document the events of history which can then be used to evaluate contemporary actions. The State Historical Society of Colorado is one of the resources available to these interests to more accurately gauge the accomplishments of the past.

The State Historical Society was established in 1879. In its early days the Society was housed in various buildings in the downtown Denver area. In 1895, it moved its collections to the basement of the new State Capitol. The lack of space became increasingly apparent, and in 1914, the Society moved into a new facility at 200 Fourteenth Avenue. While the Society has occupied this structure for the past 59 years, there were reports as early as 1920 which indicated that a space problem existed for the agencies that then occupied the structure.

As will be discussed later, the Society is involved in providing a variety of services to many user groups. Research, education and preservation are a few of the major functions of the Society which can be translated into space requirements. A lack of parking, the absence of an auditorium to conduct lectures and inadequate storage facilities for artifacts are a few of

the problems which are acute. The lack of adequate facilities places an added burden on staff members in their efforts to provide programs and services to the widest possible audience.

Two studies have been conducted which have examined the internal space requirements for a new Historical Society facility. The S.U.A. Corporation of Los Angeles conducted a study in 1967 which projected the space required for all buildings associated with the State Capitol in order to prepare a Master Plan. The study recommended that the State Historical Society increase its floor area from an existing 54,000 square feet (includes attic and sub-basement) to 111,727 square feet by the year 1995. The study recommended that this be accomplished by on-site additions to the existing building. Conditions have changed in the immediate surroundings on the existing building to the point where adequate on-site expansion of the existing facility is not feasible.

Since the publication of the S.U.A. space study, use of Historical Society facilities has accelerated at a considerably more rapid pace than anticipated. There was a 61 percent increase in the number of individuals served by the Historical Society between the years 1967 to 1971. This increase placed a tremendous burden on the staff and the budget and also strained the physical plant beyond its limits. Accordingly a building program study was conducted to more adequately reflect this increase in utilization and to incorporate space requirements which would reflect contemporary approaches to providing services to Historical Society users. The building program recommends the construction of a new facility which should contain 175,000 square feet of space with an additional 72,000 square feet of space to be used for parking. As part of this study the proposed building program has been examined and translated into alternative building configurations for testing against site location criteria.

present outmoded facilities in 1972. An Accreditation Committee of the American Association of Museums, made up of three museum professionals from outside of Colorado, made an on-site inspection of the museum on October 1, 2, 3 and 4, 1972 to evaluate the facility and programs. Following are quotes from the Accreditation Committee's report:

"The physical facilities of the Colorado State Historical Museum are almost totally inadequate for a museum such as the State of Colorado should provide. The building is too small to house the Museum in its present status, and there is no room for growth. Either additional space in the vicinity of the present structure should be provided, or the Museum should be moved to an area where more adequate space is possible."

"... the growth of the Museum has been dictated by the limitations of the physical plant."

"... space limitations have discouraged the accession of artifacts..."

"... it is questionable that any conservation is justified when the storage facility is so deplorable."

"... the fact remains that the physical plant of the State Historical Museum of Colorado is certainly not adequate in any sense whatever."

"The Colorado State Historical Museum possesses a future of unlimited growth and service. The State of Colorado has a very rich heritage to be depicted for all citizens of the State. Perhaps a more adequate physical plant will enable

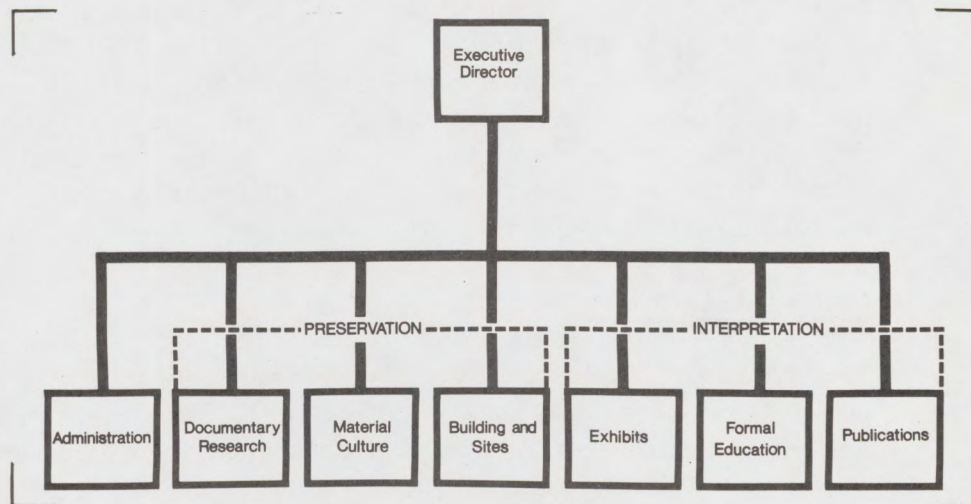
the Museum staff to accomplish this most commendable goal."

In spite of these problems, the museum was accredited.

The concept of a new Colorado Heritage Center is based on more than measuring and projecting the number of people annually served. The value of the material which should be preserved is another measure of worth. The library and museum collections in the Society's Denver facilities were recently evaluated at five million dollars, but in many instances a monetary value is meaningless. Much of the material illuminating our heritage is literally priceless for it is irreplaceable. It is the responsibility of the Colorado Heritage Center to adequately preserve our past and to make material illuminating that past easily available to Colorado citizens.

STAFFING and FUNCTIONS of PRESENT MUSEUM

The Historical Society currently has 35 full time persons employed on the staff. Staff members are assigned to one of two basic functional areas, preservation or interpretation. Three departments, Documentary Resources, Material Culture, and Building and Sites, are responsible for the preservation aspect of the Society's operation and three others carry out the interpretive functions, Exhibits, Formal Education and Publications. Administration supports all functions. All of the departments are housed in the existing Colorado State Museum and will be headquartered in a new structure when that is provided. The organization chart below shows the operating decisions and their relationships. The activities of the divisions are discussed briefly on the following pages.



Administration

The Administrative department serves as the coordinating units for all Historical Society activities and functions and is responsible for personnel, budgeting and accounting, membership records and equipment inventory.

Documentary Resources

The library of the State Historical Society is the richest resource of western history in Colorado. As a research library, it collects and preserves materials and makes them available to persons working in Colorado history. The collections, 70 percent of which are scarce, rare or unique, consist of over 1,000,000 items.

This division of the society is oriented towards the serious researcher who typically is connected with a college or university and is not necessarily associated with an institution within the Rocky Mountain Region. The summer months of June, July and August are peak periods of activity which are also the typical vacation season of many educational institutions. The researcher comes to the Historical Society for a concentrated period of time and is interested in a specific subject area.

The Documentary Resource Division of the Historical Society serviced over 2,100 patrons during 1972. A patron is defined as an individual who actually comes to the Society to conduct research. The Division also has an extensive photographic collection available for public inspection and reproduction. During 1971-1972 the division processed over 1,000 orders for photographs. Information was provided to an additional 3,000 individuals by mail and telephone.

Material Culture

The Material Culture division is responsible for the acquisition, identification, cataloging, repair, storage and maintenance of artifacts illustrative of Colorado history. The department provides major assistance in identifying and preparing objects appropriate to exhibits and restorations undertaken to the Historical Society. It also has the responsibility for regulating the study and use of historic, prehistoric and archaeological sites on State land.

Buildings and Sites

Buildings and Sites is responsible for surveying, identifying and studying all historic and prehistoric sites and structures in Colorado and for submitting recommendations for their preservation. The department undertakes restoration of and is responsible for the repair of in-depth interpretive museums and restorations throughout the State; to date such holdings include 22 major and five minor buildings and several thousand acres of grounds. The department has responsibility for the management and safety of half a million public visitors annually to these buildings and sites. It is also responsible for the historic site acquisition and development program under the National Historic Preservation Act of 1966, which includes some regulatory authority.

Exhibits

The exhibits department is responsible for presenting the collections and acquired knowledge to the general public through permanent and special temporary exhibits and through restorations. The department provides the planning, fabrication, installation and maintenance of exhibits as well as revision of inadequate, incomplete, or out-dated existing exhibits--the total being in excess of two and one-half acres of exhibitions and restorations.

Formal Education

The purpose of the Formal Education division of the State Historical Society is to provide formal and informal class instruction in Colorado history. The division is also responsible for preparing, maintaining and distributing extension service material, the scheduling of lectures and workshops; the training of interpreters at the regional museums; and providing state-wide assistance in the teaching of Colorado History.

The predominant users of the Formal Education division

are children in the educational system. The subject of Colorado's history is required of all third through fifth grade students in the state educational system. Many of the schools within the Denver region utilize the facilities and programs of the historical society as a learning tool. The society staff offers "lessons" in Colorado history which use the artifacts and exhibits of the museum as a teaching aid, and which focus on one particular aspect of Colorado history. It is not unusual for many schools to schedule repeat visits during the school year.

During 1972 the society gave lessons to over 40,000 students which represents 25 percent of the total number of visitors to the Historical Society. The peak school lesson periods understandably occur during the school calendar year. There were approximately 198 days during 1972 on which lessons were given. The society administered 1,364 lessons during the year which averaged 6.8 lessons per school day.

Formal Education also provides guided tours to the museum exhibits for various organizations and groups. These groups include girl and boy scout troops, religious groups, pre-schoolers and senior citizen groups. Approximately 6,612, or four percent of the total visitors to the society during 1972 fall into this category. There was a sharp increase of self guided tours during the summer months (June, July and August) with 66 of the 117 tour days occurring at this time. The society gave tours to 297 groups during the year with an average of approximately 22 persons in each group.

The Formal Education Division administered lessons or tours to almost 49,000 persons during 1972. Over 1,600 groups came to the Historical Society during the year with 273 of the 365 days having at least one group visit. A much wider audience (over 500,000) is served through extension services provided by this department.

Publications

evaluating all manuscripts submitted to the Historical Society for publication; for editing those judged worthy of preservation and dissemination through publication; and for preparing manuscript material for production. The department is similarly responsible for all Society publications which include leaflets, booklets, bibliographies, programs, announcements and hard cover books. The department also serves a public information function, informing the general public of special events, exhibits and activities.

The previous discussion has described the characteristics and functions of the various Departments of the State Historical Society. In order to provide these services and programs the Society staff is required to make a number of contacts external to the existing State Historical Building.

One of the major activities which requires external contacts is the verification function. The verification function crosses department lines and is one of the major purposes of the Historical Society--to authenticate the historical accuracy of documents, publications and artifacts. An example of this activity would better illustrate the integrative aspect of many of the departments. The Building and Sites Department is responsible for restoring the physical structure to its original appearance--this requires research in the construction techniques and design of the period. The Materials Culture Department is responsible for furnishings--research into the furniture, rugs and draperies of periods is required in the acquisition of these objects. This may require sorting through the Historical Society's own collection of artifacts in storage or searching in antique shops for a particular artifact. The Exhibits Department gets involved by selecting the appropriate interior colors and/or wallpapers and more recently the costuming of guides at the building. Once again research is required in order to accurately portray the period. One other department which typically is involved in a project of this nature is

Documentary Resources. The historical significance of a structure or site must be documented. Is a particular structure significant because of its association with prominent individuals in Colorado history or because it was the site of historic events? Is it architecturally significant? All of these questions must be researched and documented prior to undertaking a restoration project.

The common aspect of this and many of the other Historical Society activities is the research function. While the Society does have an excellent research facility in its own library, many projects require searches through other depositories of historical documentation. Specifically, the State Archives, State Library, Supreme Court Library and Western History Collection of the Denver Public Library are primary resource locations. This is accomplished through visits by various staff members to these research facilities.

Another identifiable activity which requires external contact is the acquisition of material supplies. This activity also cuts across departmental lines and ranges from acquiring office supplies to building materials needed to construct exhibits. This type of need is much more locationally independent than the convenience of having research libraries in close proximity to the State Historical Society. Virtually all of the supplies are delivered and do not require that society staff physically pick up the supplies they may need.

The same pick-up delivery system applies to the contractors to the Historical Society. The micro-film and photographic contractors make regular stops at the Society as does the printer who publishes the monthly newsletter and quarterly journal. Thus while staff members are not required to go out and acquire these supplies with any regularity there is an on-site consideration for the vehicles which deliver materials and supplies to the Historical Society. Accessibility to the major street system is a prime consideration.

Another activity which requires contacts outside of a Historical Society structure is the general administrative function. Activities in this general category range from frequent meetings with the Commission on Higher Education on the budget during concentrated periods of fiscal planning, to sporadic contacts with the Civil Service Department concerning personnel or the daily pick-up of inter-agency mail at the State Services Building. From an administrative standpoint, the Civic Center area is exceptionally convenient because virtually all of the state governmental agencies are located within walking distance of the existing State Historical Society building.

One final activity revolves around the acquisition, restoration, storage and transportation of artifacts owned by the State Historical Society. Prior to acquiring any object, staff members of the Society are usually required to view the object for verification. The object may be located in a person's private residence, at an auction or at an archaeological dig. The artifact must then be transported to the Society's storage facility. (The Society currently stores its artifacts in an abandoned school building located in a Denver suburb. Many of these artifacts are deteriorating in these inadequate facilities and the proposed building program for the society envisions an environmentally controlled facility which would aid in the preservation of these artifacts). The newly acquired artifacts, as well as many of the objects already owned by the Society, are transported from storage as they are utilized in exhibits or restoration projects. As previously mentioned, storage facilities would be provided within a new society building but the need to transport artifacts to restorations and the search and verification of these objects is still an identifiable function. This function is locationally independent because of the dispersed location of many of the artifacts.

A diagram illustrating the primary linkages the society has during its everyday work activities is shown in Figure 1. The convenience of a Civic Center location

is apparent as many of the agencies which require Historical Society contact are within walking distance of their present structure.

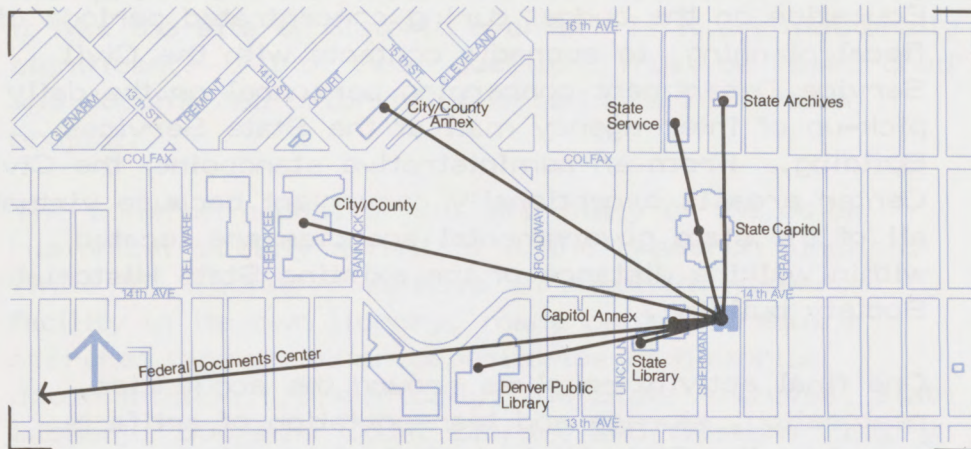


Figure 1 HISTORICAL SOCIETY LINKAGES

The home to work trips by staff members are somewhat surprisingly split between public transit and automobiles with about 40 percent of the employees using public transportation. The society also has a number of volunteers who assist in restoration projects. Also, the society, is currently affiliated with a local college in which students fulfill course requirements by participating in the restoration of artifacts. It appears that a majority of the volunteers and students come to the museum by automobile.

USER CHARACTERISTICS

This section is a discussion of some of the characteristics of visitors to the State Historical Society. The data which indicates the number of users of the State Historical Society is based on counts and records kept by the Society staff. These statistics may not be entirely accurate due to the mechanical device used in counting individuals who enter the society building and the reluctance of some individuals to sign their names to registers or guest lists. However, it is felt that the relative distribution of user groups is adequate to develop general locational criteria. The user groups mentioned in this study were developed from interviews with curators of the various divisions on the State Historical Society. The interview sheet used in the study can be found in Appendix A.

School Children

The dominant user group of the Formal Education department consists of children in the school system. The emphasis of the programs offered by the society is on lessons rather than tours, and therefore, those schools located within the Denver metropolitan area are more likely to participate in this function of the society. These school groups typically originate at the many schools dispersed throughout the metropolitan area and travel to the Historical Museum via school bus. This travel is dependent on an efficient and safe major arterial street system. Once at the Museum, there must be a safe location in which to drop off and pick up students and the bus must find a place to park in the congested Civic Center area. Each lesson day (roughly equivalent to the number of school days during the year) an average of 6.5 buses arrive at the Historical Society.

The out-of-town school groups represent a slightly

different user characteristic. The out-of-town group typically does not have enough time during the school year to participate in the lessons offered by the Society but is interested in taking a tour of the State Museum as well as other adjacent facilities such as the State Capitol, Art Museum, etc. The proximity of such educational attractions as the State Capitol is a convenience for these groups because of the time it saves in loading and unloading students in order to take them to the next facility. For example, many out and in-town schools will schedule a visit to the State Capitol and the legislator from their district and then follow that with a tour of the State Museum. Access is more dependent on the state-wide system of major thoroughfares than on an extensive system of local arterial streets. Parking is a consistent problem for all the user groups, and the out-of-town groups are no exception.

Organizations or groups

The user characteristics of the other or noneducational affiliated groups are similar to those of the school classes. The groups come predominantly from within the Denver Metropolitan Region and are dependent on the system of major arterial streets for access to the Historical Society. Unlike school groups, the private groups arrive by private automobile or small van. During 1972 it is estimated that over 1,700 trips were made to the Historical Society by groups utilizing automobiles or small vans. Also unlike the school groups, the sponsoring individual of a group would typically drive the automobile which transports the groups. The school bus driver can drop off students in front of the building with the assurance that the teacher will escort the children into the building. The private group sponsor, who is also the driver, cannot do this and must park the vehicle before unloading passengers. Parking, in the current locations and for any proposed site is a critical element in the successful and safe operation of the Historical Society.

Tourists

The tourist, whether local or out-of-state, is the dominant category of visitor to the State Historical Museum. During 1972, over 110,000 persons or 69 percent of the total number of visitations were made by tourists. (See Figure 2) The months of June, July and August--the typical vacation season--are the peak visitor periods with 45 percent of the total number of tourists visiting at that time. The tourist is interested in viewing the exhibits associated with the museum rather than making use of the research or educational aspects of the society. An assumption is made that the majority of the 60,000 persons who visited the museum during the remainder of the year were from the Rocky Mountain Region.

Although tourists are the most dominant category of users of the Historical Society they are the most difficult to qualify in terms of characteristics. The Historical Society has discarded the practice of having a register or guest list because of the reluctance of many people to sign their name to anything. In order to obtain a picture of the behavior of and the attractions seen by a typical tourist, an interview was conducted with staff members of the Denver Convention and Visitors Bureau.

The typical first stop, and top visitor attraction, in Denver is the U.S. Mint. As tourists arrive or leave the U.S. Mint, they will stop at the Hospitality Center to inquire about other attractions in the general Civic Center/Downtown area and the Denver Metropolitan Region. The Hospitality Center provides tourists with maps, folders and brochures describing these various attractions and suggests that because of the congested parking situation and proximity of many attractions that they leave their automobile where it is and take a walking tour. This walking tour is illustrated in Figure 3. Depending on the time of day, the Hospitality Center will typically suggest the Civic Center area in the morning and the downtown area in the afternoon.

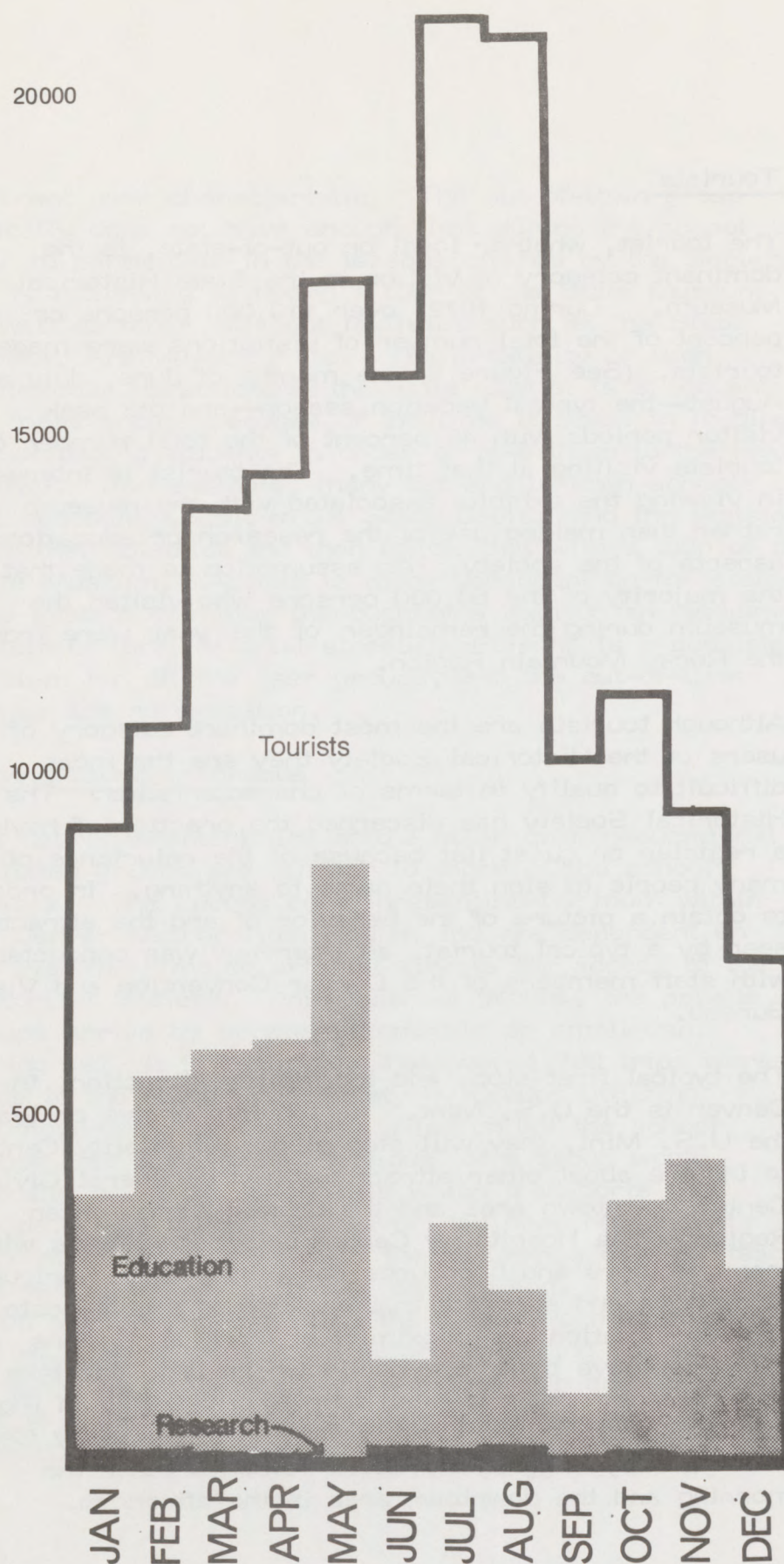


Figure 2 PATRONAGE, 1972



Figure 3 VISITOR ATTRACTIONS

Although the majority of tourists come to Colorado and Denver via automobile, they are encouraged to walk to various attractions because of their proximity to one another and because of the probability of their not finding a place to park in front of the building they wish to visit. A minor exception to this is the availability of free parking to visitors with out-of-state license plates on the State Capitol grounds.

Not all tourists come to Denver by automobile. Conventioneers, foreign visitors who arrive by plane and on-the-road people are some of the types of "car-less" visitors to the community. The Hospitality Center provides and directs these individuals to the walking tour as well as providing directions on how to visit these sites via public transportation.

The Serious Researcher

The basic characteristic of the serious researcher is that he represents a special purpose trip. This individual is interested in obtaining specific information and would probably travel or search out this data no matter how far or inconvenient its location. This characteristic is

quite unlike the vacationeer or shopper who is interested in multiple objectives or a multi-purpose trip. Proximity to a bank, dress shop and supermarket is convenient to a shopper because it may require only one driving trip to accomplish many activities.

While the serious researcher basically possesses the characteristics of a single purpose trip the existing location of the Historical Society offers the convenience of a multi-purpose trip. It is rare that an individual is able to find all the documents relating to a subject in one location. Yet within a three block walking distance of the existing State Historical Society there are four depositories of historical as well as contemporary documentation. These are the Supreme Court Library in the State Capitol, the State Archives, the State Library and the Western History Collection of the Denver Public Library (See Figure 4). Like the tourists, the researcher is currently able to arrive at one of these five depositories by automobile or public transportation and does not have to get back on the bus or in a car to go to any of the other libraries.

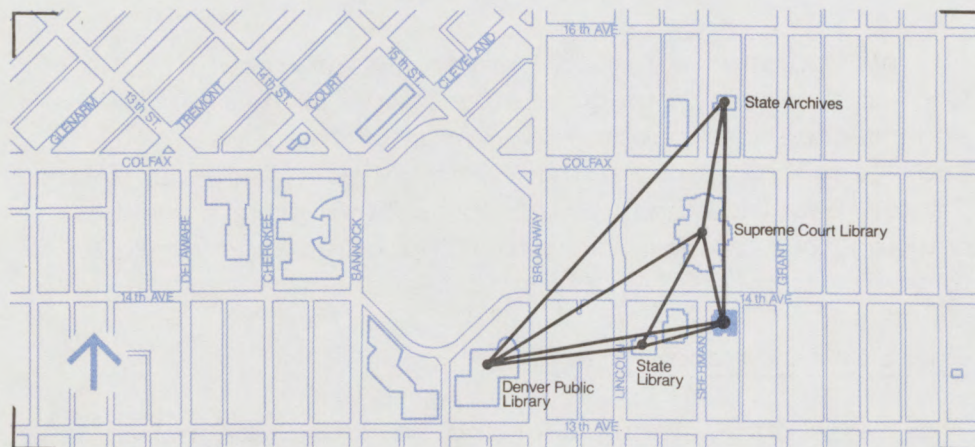


Figure 4 RESEARCH FACILITIES

The Impulse Visitor

The impulse visitor is a new and somewhat difficult category of user to define. The impulse visitor typology grew out of the Historical Society's concern with attracting more than just the tourist or a captive audience from an elementary school. The society wants to attract people to its facilities because the exhibits and services it provides are meaningful, interesting and exciting.

The construction of a new Colorado Heritage Center alone would probably accomplish this objective. A somewhat similar situation recently occurred with the new Denver Art Museum. Prior to the construction of this new facility, the Art Museum attracted approximately 200,000 visitors per year compared to last year's attendance of about 700,000. What was the cause of this phenomenal increase in attendance? The "novelty" of a glittering new building, the increased visibility of the new structure, increased exhibit/gallery areas or an active promotional campaign. The answer is probably a combination of all of these factors and only an analysis of attendance figures spanning a number of years would indicate whether the Art Museum is a "fad" or whether the general public is interested in viewing artifacts which are exhibited in a well designed, functional building.

Locational criteria which would attract impulse visitors revolves around proximity to population concentrations and modes of transportation. The concept is aimed at attracting visitors to the society who would not normally patronize the facility in the course of their everyday activities or recreational pursuits. Population concentrations such as those found in employment centers, shopping districts, educational complexes or high density residential areas would allow the shopper to stop in the museum at the end of a shopping trip, the office worker to view an exhibit at lunch time or a senior citizen to spend an afternoon browsing through the library. Proximity to public transportation routes and major

arterial streets would make it easier for persons who would not normally consider visiting the Society as a form of recreation to do so.

Visibility and promotion are other factors associated with being able to attract visitors to the Historical Society. A potential visitor should be able to distinguish the Colorado Heritage Center from other structures within its immediate environment. The uniqueness of a structure and its grounds would aid in attracting visitors into the museum. Promotion in terms of advertising exhibits, films and programs, while not specifically a part of this study, seems to be a logical extension of any effort to attract visitors.

BUILDING PROGRAM

An important consideration leading to the selection of a site for a new facility is the size and configuration of the structure that is to be placed on that site. As an aid to determining this, a building program was prepared by Mr. William Marshall, the Executive Director of the State Historical Society. Entitled "A Program for the Colorado State Museum and Headquarters for the State Historical Society of Colorado," the document sets forth the physical requirements and functional relationships of each part of the proposed Colorado Heritage Center. The program is extremely well done and reflects an intimate knowledge of museum spaces and operations.

The program recommends a new structure of approximately 175,000 square feet to house exhibits, research facilities, offices, a library and storage. While this is considerably more than the 54,000 square feet in the existing structure, it reflects a realistic attempt to keep up with renewed and continuing interest in Colorado's past. The new figure assumes that valuable artifacts now in storage will be made available for viewing and that other needs will be met by contemporary standards. The resulting structure would look moderately to the future without being extravagant.

The program was analyzed for its effect on site location and for its adequacy. Only one change is suggested. Areas computed for different uses is net square footage. To properly reflect total building square footage, a 15 percent contingency figure should be added to allow for circulation requirements, partition walls, elevators, and miscellaneous areas. This is in addition to the 29,000 which is already included for mechanical areas. We would therefore recommend that the total building square footage be considered as 200,000 square feet. This would provide the 175,000 square feet of net useable space outlined by the program.

The study was further analyzed by the use of flow diagrams which show the size of the various organizational parts and their relationships. These drawings exploring these functional relationships are included in this section of this report. The next logical step in completing a thorough functional analysis would require detailed interviews with the staff and a complete survey of all operations, both current and planned. This step, however, is most properly performed by the selected architect.

The services which a Colorado Heritage Center would provide would necessitate a high degree of public contact. These include child and adult education classes, visits to exhibits by tourists and business contacts. This public contact requires accessibility to approximately one half of the total structure and affects all major departments. In addition to this public responsibility, the department must continue to function internally in an efficient manner as well as adhere to a security system designed to safeguard priceless and irreplaceable artifacts.

The nature of the activities in the classrooms, the auditorium, special exhibits, and document reference and research areas lend themselves more to a horizontal flow by the visiting public than a vertical one. These public functions, together with back up services necessary for operation and security, would require a first floor area of approximately 45,000 to 50,000 square feet. This amounts to over two-thirds of the total public area of the new Center.

Preliminary reflections on this requirement would indicate that the needs for the new Center would be accommodated in a three story structure. The first floor uses cited above coupled with other grade level needs such as parking access, bus pull-offs, and outdoor exhibit and plaza areas would demand an area of about 67,000 square feet at an absolute minimum--at least one half of a normal city block--and no parking has been provided yet.

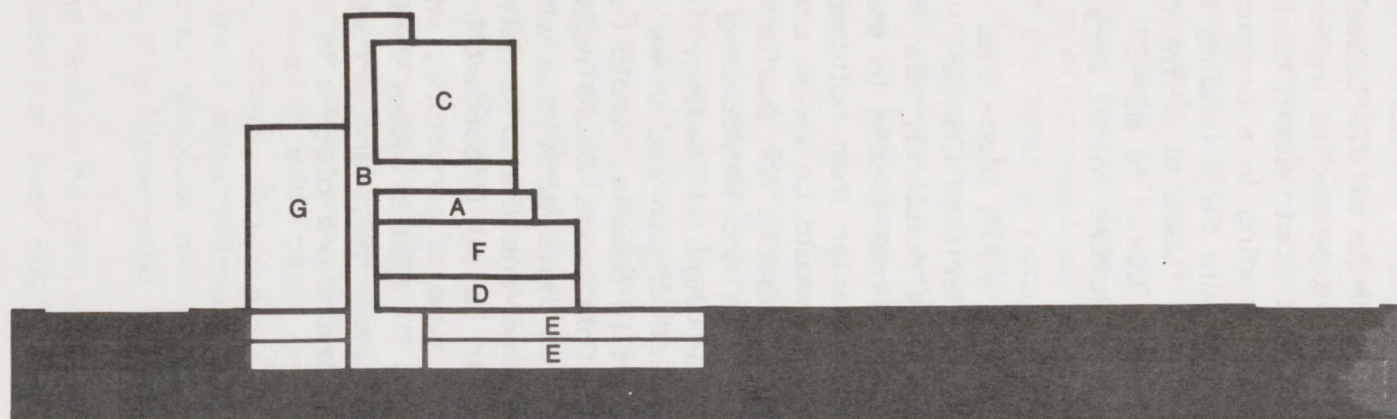
Parking should be provided for about 250 cars based on one space for each 600 square feet of net useable space

(175,000 square feet minus 29,000 square feet of utility area). It would require about 100,000 square feet of area to accommodate these vehicles. This would amount to covering almost a full block with one level of parking or one-half a block with two level parking.

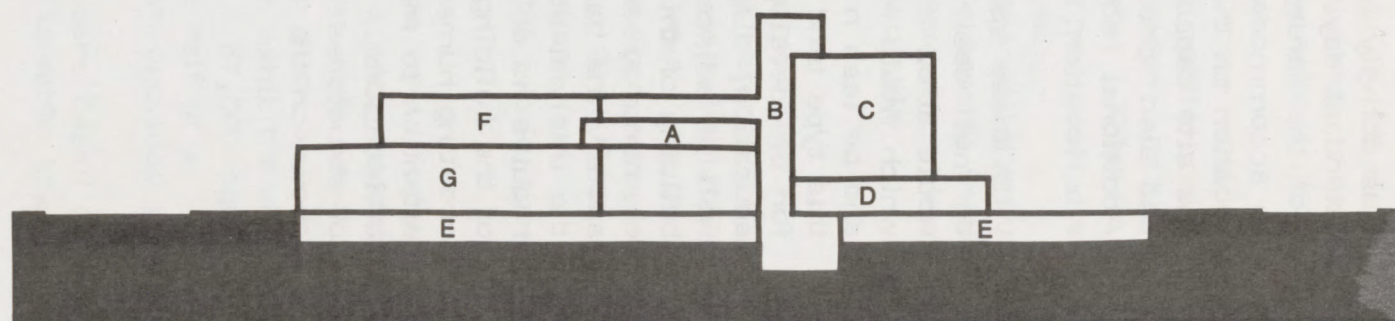
Bus activity is currently at the rate of 6.5 buses per attendant day. This activity is expected to increase. For the safety of the children it would seem desirable to accommodate loading and unloading in a protected location on the site. There should be a loading bay on the site capable of handling four buses at a minimum and also space for at least four buses to park. Additional requirements of this nature might vary with site location.

With these space requirements, a full block site would be most desirable for the new Heritage Center. This would allow the development of a relatively low structure which would represent a less formal facade to the public and be less monumental in character than buildings of this type tend to be. The site would be large enough for the development of outdoor spaces for public functions, education, displays, entry plazas and landscaping as well as adjacent off-street parking and loading. A building of this type, composed of two and three story elements arranged around public spaces, would best satisfy the basic function. This mass would reflect the internal activity. Many of these activities would require no or very few windows and the arrangement of the building elements would be all important in creating human scale. This type of structure, with attention to materials, would fit into a wider variety of locations. Illustrations show mass and arrangement of structures on a one-half and a one block site are shown on the following page.

- A** Administration
B Building
C Documentary Research
D Education
E Parking
F Material Culture
G Exhibits



ONE HALF BLOCK DEVELOPMENT



FULL BLOCK DEVELOPMENT

LOCATIONAL CRITERIA and REVIEW of ALTERNATIVES

Prior to enumerating specific criteria upon which alternative sites can be evaluated a discussion of the overall philosophy for the location of public buildings or improvements is needed. There are two basic alternatives available to a unit of government in locating public facilities--concentration or dispersal. For example, the offices which administer and provide communities with services are typically concentrated in one location and facility, i.e., city hall. Educational systems provide services in a dispersed manner with schools located throughout a community, and libraries typically have one central library with smaller facilities dispersed throughout the community.

The State Historical Society in many ways performs a dual role or function. On the one hand it is a ward of the State of Colorado in that it provides research services to the citizens of the state and is subject to all of the administrative and organizational leverages associated with that function. The other role the society plays is that of a museum, or more generally, as an educational tool as well as a tourist attraction. These roles are not sharply defined within the internal organization of the society and in many instances there is significant role interchange. Yet in some ways each of these roles, taken separately, would yield their own locational criteria.

A superficial analysis of the Historical Society as a research service would probably indicate a location which has close proximity to other depositories of historic documentation. Location criteria which views the Historical Society as a museum might be oriented to external amenities such as those found in a park like setting, the convenient access found at a freeway interchange or adjacent to other tourist attractions.

The optimum location would appear to be the site which would maximize the linkages necessary for the research function and the convenience and attractiveness of a tourist/educational facility. There are positive and negative factors associated with dispersed and concentrated locations as they apply to the Historical Society within the Denver Metropolitan Area.

A dispersed location as it applies to the Historical Society/Denver situation would in all probability mean a Non-Civic Center site. The site could be in an existing or new park in the metropolitan area similar to the Denver Natural History Museum located within City Park. The advantages of such a location appear to be as follows:

1. The park like setting would provide more amenities for the visitor.
2. The museum could more easily display outdoor exhibits enhanced by the open space environment.
3. The cost of land would presumably be minimal.
4. Parking would be less expensive to provide because land would be available to construct surface rather than structural facilities.
5. Visitors would view more of the neighborhoods and variety in Denver by having to travel through different parts of the City to reach the location.
6. The relocation of businesses and residences would be minimal.

The disadvantages of such a location are:

1. The society research function would have to spend time in travel to perform its duties (the assumption is made that the other depositories would remain in their existing location and that there will be no application of information storage and retrieval technology).

2. Congestion would increase surrounding the facility which might reduce the quality of adjacent residential neighborhoods and increase the maintenance of transportation facilities.
3. The site would be less accessible by public transportation and major arterial streets.
4. A visit would require a special purpose trip by both tourists and school groups--multiple purpose visits to other attractions would be less frequent because of the extended travel time required.
5. A facility in a park location would use up valuable open space with a structure and attendant parking.

A concentrated or Civic Center site would result in the following advantages:

1. The research and administrative functions of the society would be convenient to other depositories.
2. The site would be centrally located to the regional arterial street system and public transportation routes.
3. The site would be within close proximity to other tourist attractions within the Civic Center area--allowing walking rather than driving to attractions.
4. A Civic Center site would attract impulse visitors from the central business district.
5. There would be an opportunity to provide some visitor parking in the much needed Civic Center area and to share that parking with other uses.

The disadvantages appear to be as follows:

1. The cost of land is presumably higher than for an outlying location.

2. The site will probably require the displacement of some businesses and residences.
3. Traffic congestion in the area would presumably increase but the assumption is made that the streets in the area are designed for higher capacities than the residential streets surrounding a dispersed location.

The previous discussion is aimed at pointing out some of the general advantages and disadvantages associated with outlying versus centrally located sites. Another approach has been suggested in locating a new Society facility. Since the role of the society is to preserve and interpret history, why doesn't the Colorado Historical Society relocate into a structure which is historically significant? The issue of relocation then becomes less dependent upon site location criteria and more dependent on the size, adaptability and historical significance of a potential building.

In examining this alternative it appears that there are very few suitable structures which lend themselves to such a conversion. Few appropriate structures contain 175,000 square feet and are adaptable to an exhibition/research facility. Also just any old building will not do, it should be of historical or architectural significance. The number of such structures in suitable locations is extremely limited. To pursue this alternative would require a detailed feasibility study of each structure under consideration.

The Evaluation Process

After an examination of the functional and user relationships associated with the State Historical Society locational criteria were developed. The criteria were then used at two levels in the site selection process. Initially the criteria were used as a guide in locating general areas which would probably rate high as a potential Historical Society site. Then the criteria were used in a more specific manner in order to evaluate

each site. In addition to developing the following sixteen criteria, each was weighted according to their relative importance and then applied to each site.

A. Access/Transportation Criteria

1. Time/Distance from Related Facilities.
The travel time/distance of the site from its functional linkages. (Figure 5)
2. Congestion.
The extent to which the site would have an impact upon traffic volumes on surrounding streets.
3. Proximity to Regional Access Routes.
The convenience of the site to major regional arterial streets, bus lines and possible rapid transit routes. (Figures 6 and 7)
4. Proximity to Other Attractions.
The convenience of the site to other tourist attractions and educationally oriented tours. (Figure 8)
5. Street Capacity.
The ability of adjacent streets to serve the traffic generated by the site.

B. Land Use Planning Criteria

6. Land Use Compatability.
The way in which a building at the site would relate to other land uses in its environs.
7. Higher Land Use Stimulation.
The ability of a building to stimulate desirable development on adjacent sites.
8. Site Accessibility to Population Concentrations.
The proximity of the site in order to attract impulse visitors. (Figure 9)

Figure 5 PROXIMITY to FUNCTIONAL LINKAGES

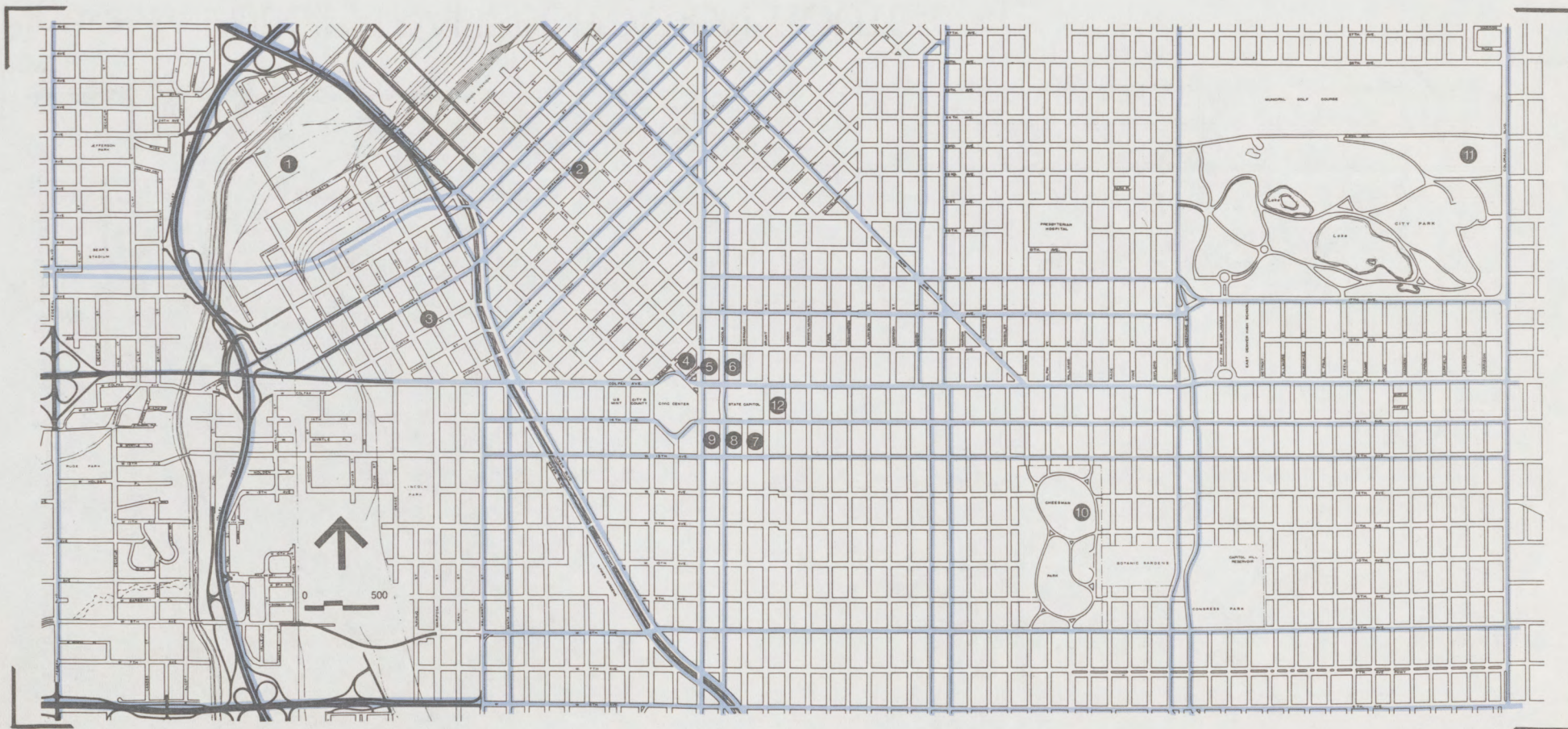


Figure 6 METROPOLITAN ACCESS ARTERIALS

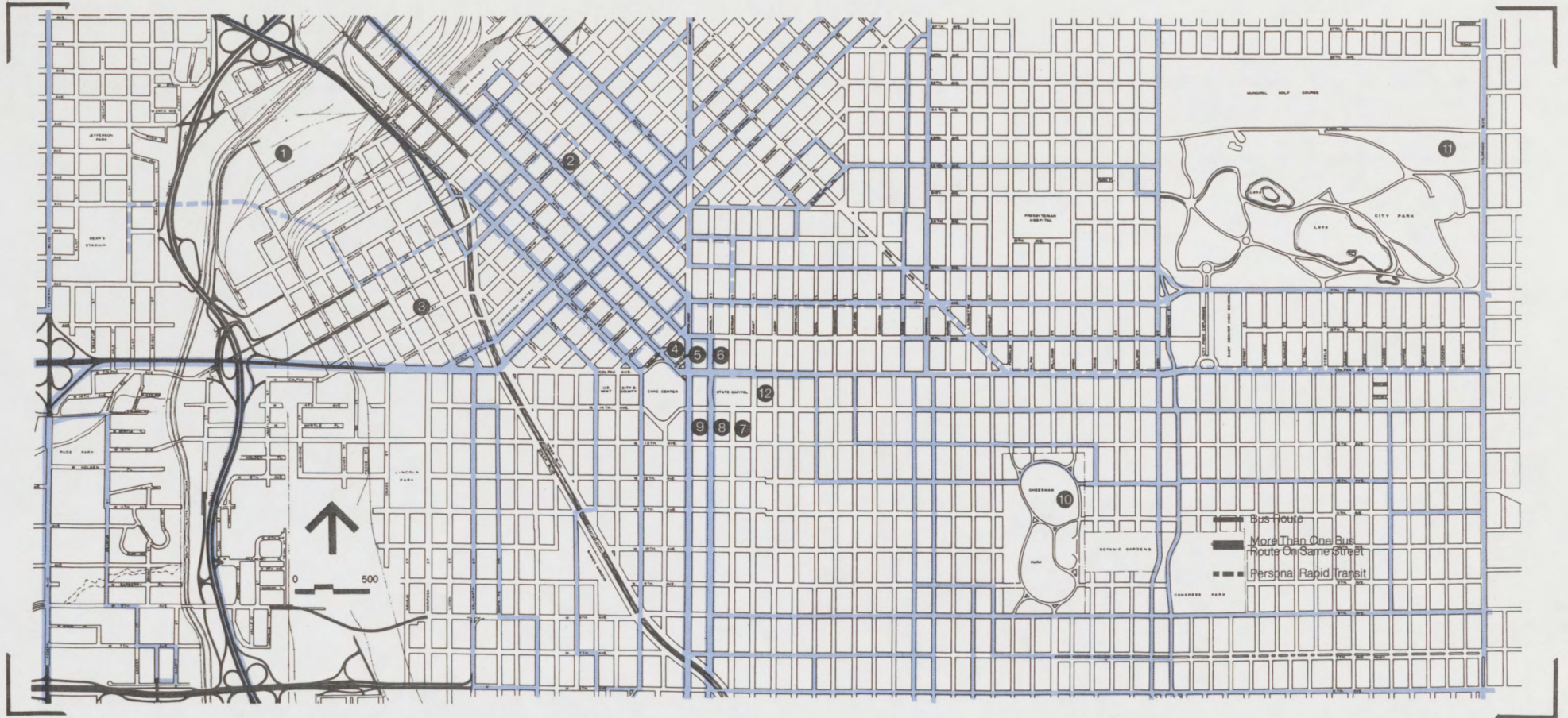


Figure 7 PUBLIC TRANSPORTATION ROUTES

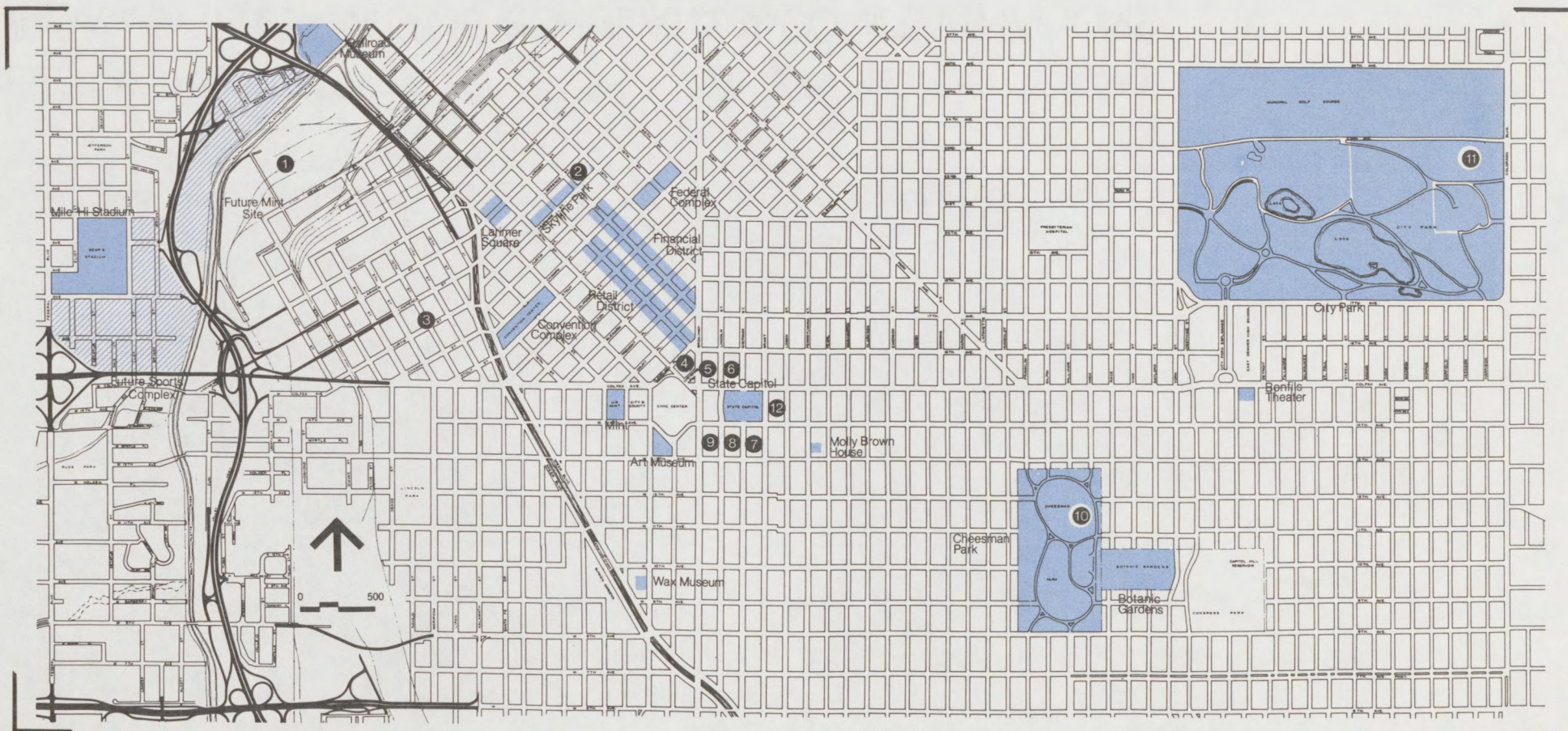


Figure 8 PROXIMITY to VISITOR ATTRACTIONS

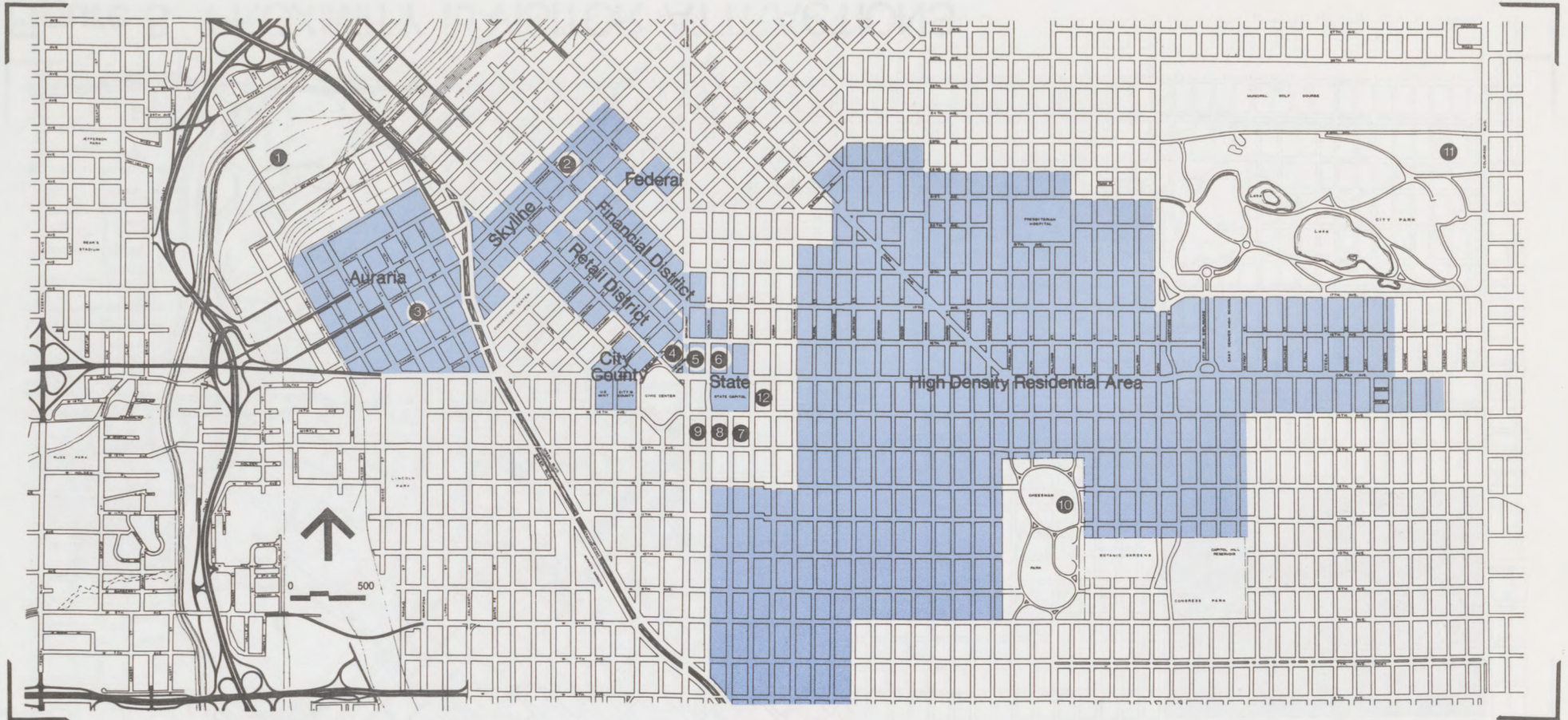


Figure 9 PROXIMITY to POPULATION CONCENTRATIONS

9. Expandability Potential.

The capability of the site to accept future expansion of the facility.

C. Socioeconomic Criteria

10. Relocation.

The minimal number of businesses and residences which would have to be acquired to construct the facility.

11. Low Off-Site Cost.

Minimal cost of street access maintenance and municipal services.

12. Reinforcement of Activity Center.

Helps concentrate rather than disperse the present center of governmental and tourist activities.

D. Physical Design Criteria

13. Site Visibility from Transportation Facilities.

A clear view of the site from approaching transportation routes.

14. Form Determinant or Reinforcer.

The extent to which a building at the site would strengthen the form of a district or determine the shape of a new district.

15. Identity

The site should allow for a significant piece of architecture to be placed on it.

16. Parcel Assemblage.

The ease of assemblage, depending on whether land is held by one or many owners.

Following is a brief description and comment on each of eleven sites which appear to hold promise as the location for a new Heritage Center.

Site 1 Platte Valley. This site was selected because of what appears to be the future of the area. The site would be near the future site of the U.S. Mint and the existing Forney Transportation Museum, both of which are identifiable tourist attractions. Upon relocation of the existing railroad trackage and facilities, it is proposed that this area become a major regional park to commemorate the anniversary of the founding of both the United States and the State of Colorado. The site has excellent regional transportation access as it is almost adjacent to I-25, the north-south freeway connecting the entire Front-Range of Colorado. Access via public transportation is relatively poor with many of the bus lines focusing on the downtown Denver area. However, the Personal Rapid Transit system being proposed by the Regional Transportation District is somewhat near the site. Accessibility to other research facilities and governmental agencies would require a special purpose trip and appears to be inconvenient for the day-to-day Historical Society functions. The site is within the flood plain of the Platte River and is only visible from I-25 as other major approach routes require transversing bridges before the site can be seen.

Site 2 Skyline. Like Site 1, this location was selected because of the future of the area and more specifically the new development activities associated with the Skyline Urban Renewal Project. This specific site was selected because it fronts on a major new open space--Skyline Park, it is available as cleared land, it is close to the major employment and shopping concentration of downtown Denver and it is accessible to the proposed Personal Rapid Transit system. Access via the major arterial street system requires transversing heavily congested downtown streets for tourists, education groups and Historical Society staff.

Site 3 Auraria. Auraria is the site of a proposed educational complex to be shared by institutions of higher learning currently in the downtown area. A site in the Auraria project area would facilitate a close tie between the educational functions of the Historical Society and any historical programs which the institutions might develop. Arterial access is good with proximity to both the freeway and major regional arterials without requiring travelling through a congested downtown. Access to functional and governmental linkages of the Historical Society would require vehicular trips as would its patronage by tourists. Site visibility would be good if the facility were located at the edge of the complex and not "buried" in the heart of the newly developed area.

Sites 4, 5, 6, 7, 9 and 12 Civic Center. Although these seven sites can be defined as distinct parcels of ground, they can be described as having the same general characteristics. The three previous sites all had a common characteristic of being available as cleared land with assemblage and displacement of residences and businesses being attended to through the urban renewal process or other governmental action.

All the civic center sites would require that consideration be given to the displacement of residences and businesses on tracts of multiple ownerships. The present use varies from site to site and includes parking lots, residences, businesses and religious institutions. Proximity to other research facilities, governmental offices and other attractions is excellent. The arterial street and public transportation system from throughout the region focus on the Civic Center area. While there is noticeable congestion in the Civic Center area due to the

existence of many state and local governmental offices, access to the sites do not require vehicles to travel through the congestion of the downtown area. All of the locations in the Civic Center area, with the possible exception of Site 10, have excellent site visibility with frontage on the grounds of the State Capital/Civic Center park area.

Site 10 Cheesman Park. A site in or fronting on Cheesman Park would provide the Historical Society with an amenity laden surrounding. Cheesman Park is in a high density residential area which could attract patronage from area residents and is near the Denver Botanic Gardens which is a major tourist attraction. Access to other functional and tourist areas would require a special trip and would put a strain on the local street system which is designed for residential rather than commercial use. Public transportation is available on a limited basis and station or bus stops are a substantial distance from the site. A larger issue which is raised in this site relates to the practice of locating buildings or structures within parks. Cheesman Park provides the only open space to the highly populated and densely developed area of Capitol Hill. It is questionable whether it would be of greater benefit to leave the park as open space or to reduce the open space and increase the congestion in the area.

Site 11 City Park. A site in City Park raises some of the same issues of depleting the valuable supply of open space as a site in Cheesman Park except that the size and location of city park to some degree ameliorates the issues. City Park contains the Denver Zoological Gardens, a golf course, other recreational activity areas and the Denver Museum of Natural History. Because of its size and

facilities, the park is not oriented towards its immediate neighborhood but is more of a regional attraction. Vehicular access to the site is relatively good with the surrounding streets having the capacity to service residential as well as commercial vehicles. Because of the distance to other related functional and government locations this site would require that staff members conduct vehicular, special purpose trips to other government offices. Site visibility and amenities associated with a park setting are positive factors at this location. Also educational objectives of the Historical Society and the Natural Museum offer the potential of joint use of facilities and compatible scheduling of activities.

Each alternative site was evaluated by rating it against the criteria which was developed. The resulting evaluation graph is graphically depicted in Figure 10. This graph indicates that Sites 4, 5 and 9 have the highest composite rating of the twelve alternative sites. These three sites then became the basis for a more detailed examination as to their suitability for a new Colorado Heritage Center.

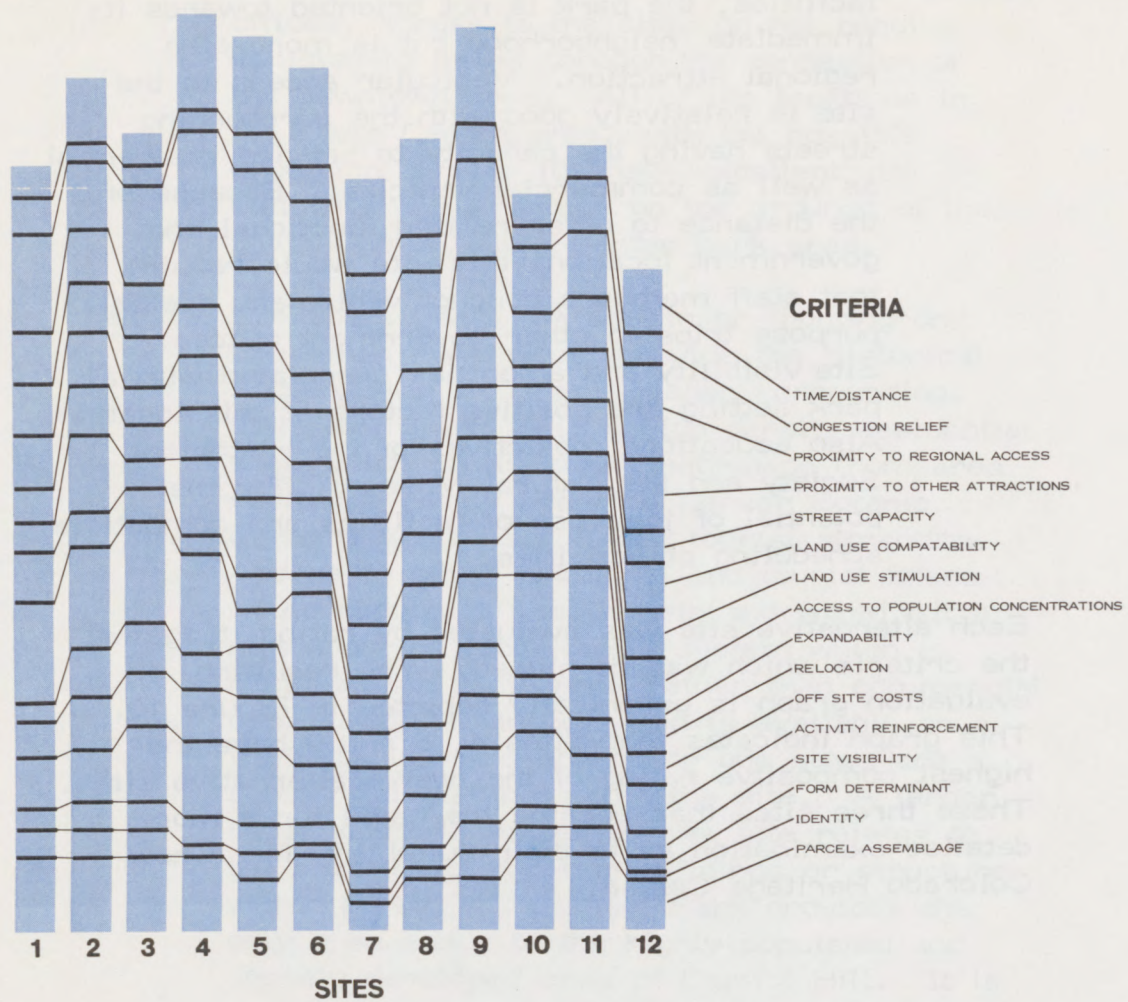


Figure 10 EVALUATION GRAPH

ANALYSIS of SPECIFIC SITES

All three sites having the highest composite ratings are located in the Civic Center area. Following is a brief narrative description of how the specific locational criteria are met by each site.

Site 4 Petroleum Club Block. This site is within 1,200 feet of all major functional linkages associated with the State Historical Society, and all major destinations could be reached by walking. Development of the site would cause an increase in traffic congestion on the surrounding one-way street system because of requirements for school bus access and maneuverability related to the educational functions of the Society. Five bus lines are routed on streets adjacent to the site, and it is within 600 feet of the proposed Personal Rapid Transit system. The site has excellent vehicular access and it is at the intersection of the Colfax and Broadway transportation corridors. The site has walking distance proximity to other major attractions in the area.

Development here would be compatible with the surrounding commercial and office uses and with the governmental/public uses fronting on the Civic Center. The extremely dense day time population which surrounds the site is advantageous for attracting impulse visitors. The site contains 87,475 square feet including the alley which it is assumed could be vacated. (See Figure 11) The major structure on the block--the Petroleum Club Building--would remain. The site size dictates that any future expansion of a new facility would have to occur in a vertical direction.

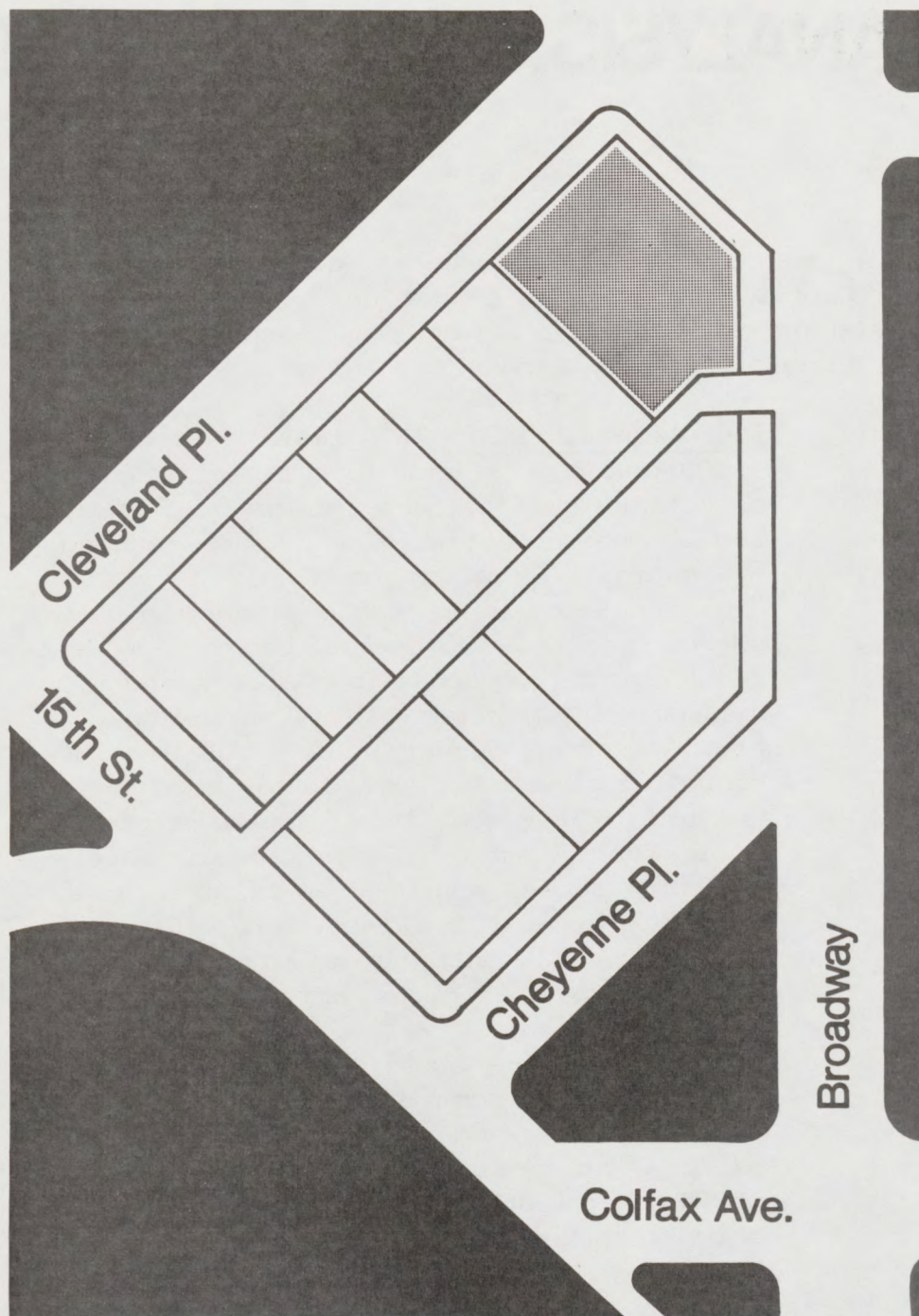


Figure 11 PETROLEUM CLUB BLOCK

With the exception of the Harris Hotel, the majority of the site is currently being used for parking. This four story hotel structure has two ground floor commercial uses which are associated with the hotel operation. The Assessor's Office of the City and County of Denver places an actual value of \$1,496,500 upon the property which amounts to about \$17.10 per square foot. The surrounding streets are in good condition and would not require widening or reconstructing in order to accommodate a Heritage Center function. Also the state owned steam generating plant which provides heat and power to State owned facilities is within a reasonable distance, so that the new facility could tap this utility source. Development of this site would reinforce the concept of a concentrated center of governmental offices and services--the Civic Center--and would also define the commercial/office core of downtown Denver from the governmental function.

The site would have excellent site visibility because of its frontage on Civic Center and would add to the governmental structures which enclose the Civic Center. Because of the location and size of the site, an exciting and identifiable piece of architecture can be placed upon it. Assembly of the site would require purchasing nine separate parcels and the vacating of an alley.

Other Considerations. Proponents of the concept of a Civic Center view this as one of the two critical and remaining voids in completing the enclosure of Civic Center open space. This and site 5 are the only two sites which are not occupied or controlled by either the State of Colorado or the City and County of Denver. The potential for future private development of these two sites is somewhat clouded. Land values are sufficiently high to justify a high

intensity use of the land, which in terms of physical design, presumably means a tall, dense structure. However, the City and County of Denver recently enacted a Civic Center Height Limitation Ordinance which controls the heights of building around the State Capitol in order to achieve certain urban design objectives. This ordinance does not place an undue hardship upon private development but it does require an extensive examination of the economic viability of a privately financed venture.

- Site 5 Cheesman/Kassler. This is the commonly referred to Cheesman/Kassler block because of its long time ownership by the families of the same names. This site has virtually the same characteristics as Site 4 in terms of access, proximity and visibility. However, there are some other characteristics of the site which should be discussed.

The block is surrounded by one-way major arterial streets and is located on the regular grid rather than skewed street pattern of the downtown area. This location would not require traffic destined for the Heritage Center to become too heavily involved in the downtown Denver circulation pattern. The site's proximity to public transportation, the major arterial street system, other visitor attractions and population concentrations is excellent.

The block contains 133,000 square feet of land and is currently occupied by a number of commercial establishments. (See Figure 12) Of the 25 establishments, 20 are retail uses, two are offices, two vacant and one is a parking garage. These uses are housed in one and two story buildings which form a significant contrast to the surrounding multiple story development. The City and County of Denver's Assessor's Office estimates the value of this

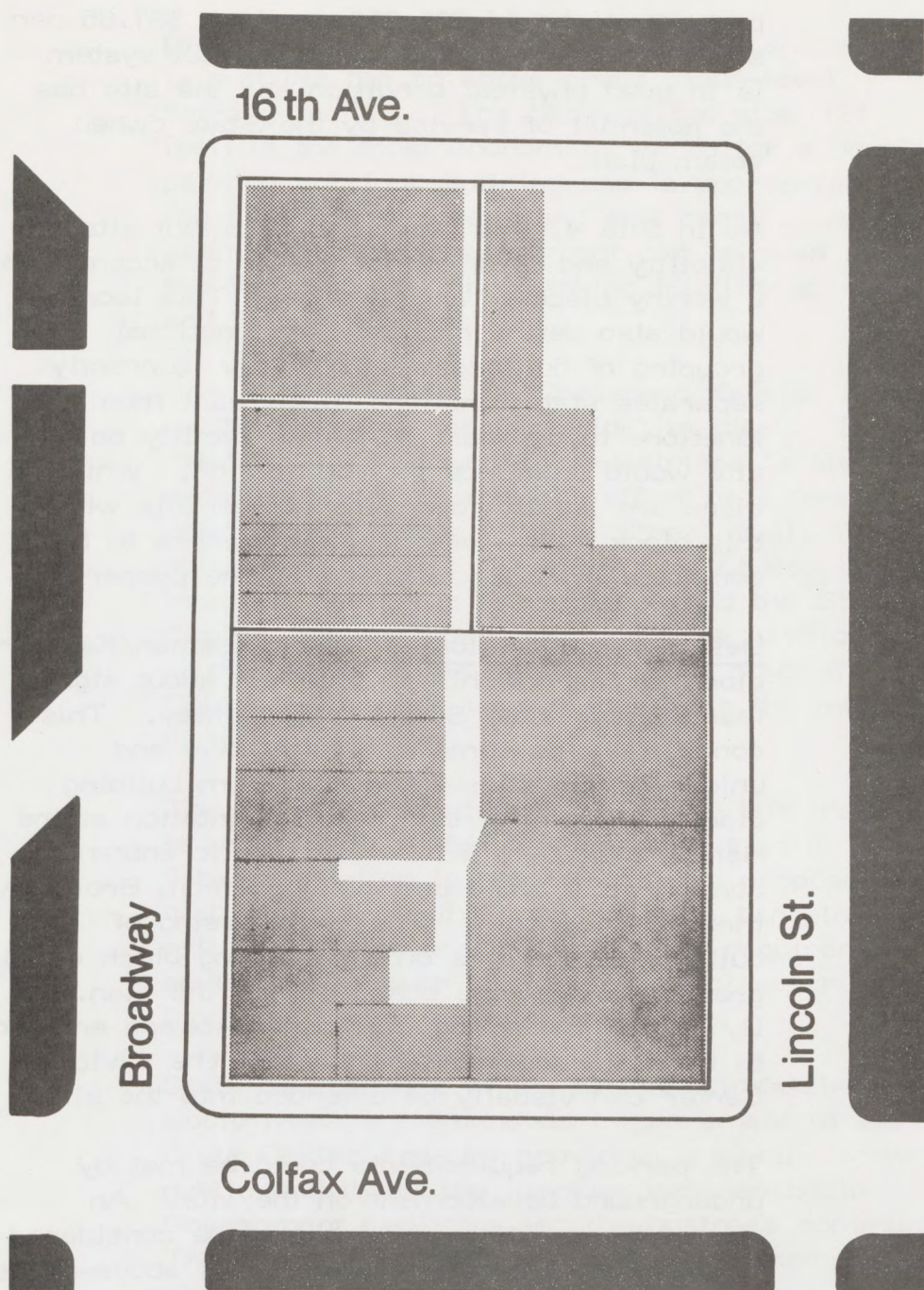


Figure 12 CHEESMAN - KASSLER BLOCK

property to be \$4,235,000 or about \$31.85 per square foot. The surrounding street system is in good physical condition and the site has the potential of service by the State owned steam plant.

As in Site 4, this block has excellent site visibility and is of sufficient size to accommodate a worthy piece of architecture. This location would also define a State/City functional grouping of buildings. Broadway currently separates state functions to the east from City functions to the west. A state facility on this site would reinforce this distinction. While there are legally four separate parcels within this block, there are only two owners to be contacted in order to assemble the property.

Design Considerations. The Cheesman/Kassler block slopes downhill to the west about eight feet from Lincoln Street to Broadway. This condition holds some very attractive and unique possibilities for an optimum building plan. Because of the public orientation at the Heritage Center, a two-level public entrance configuration could be developed from Broadway through to Lincoln. The low massing of building components on this sloping block could greatly enhance the possibility of the plan. By properly handling the open space and entrance to the Colorado Heritage Center, the Civic Center can visually be extended into the site.

The parking requirements could be met by underground development on the site. An alternative solution which should be considered is the development of a multi-level above-grade facility on the long one-half block immediately east and across Lincoln Street from the Cheesman/Kassler Block (known as the Tours Hotel site). This possibly could help satisfy other State parking needs. This property

(east side of Lincoln Street) is of a shape that is suitable for an above-grade multi-level parking facility. The depth of the site (125 feet) is the most economical width for a double parking corridor building and is appropriate for twin spiral access and exit ramps. An example of this arrangement can be seen in the Republic Building Parking Facility at 17th and Tremont Place.

Site orientation of the Cheesman/Kassler block on the Civic Center (sun side) is ideal. Its relationship to downtown pedestrians is also excellent since it would in effect be a focal point for the proposed 16th Street Mall. This relationship physically and visually helps to integrate the Civic Center area and the State Capitol into the business and office functions of downtown. This location would place the Colorado Heritage Center ideally in the midst of public activity.

The circulation and handling of the bus traffic is more complicated in this block than in Site 9 but a solution is possible. It is proposed that buses enter the complex from Lincoln and exit onto Broadway. This access requirement envisions a lower level bus facility separated from the major pedestrian activity.

State development of the Cheesman/Kassler block would make a tremendous improvement to the Civic Center area by providing a viable, active public facility at the juncture between State Government facilities and the business community. The existing development on the site completely blocks this opportunity, and thus the opportunities are difficult to visualize. Should the 16th Street Mall become a reality, it should naturally extend directly through the Cheesman/Kassler Block and terminate at the State Capitol.



Other Considerations. The Cheesman/Kassler block is the other void in the enclosure of the Civic Center by public ownership. This site is also affected by the Civic Center Height Limitation Ordinance which was recently adopted by the City and County of Denver, and like Site 4, its former development potential has been somewhat reduced.

One other consideration which affects this site is related to size, cost and the space needs of other State of Colorado functions. There is no question that this site would adequately accommodate a new facility for the Colorado Historical Society. There is also no question that this site is very expensive. Currently discussions are underway regarding the need for facilities for the Colorado Supreme Court. The issue which is raised is, "Could this site accommodate both the Supreme Court and the State Historical Society?". Currently a study is being conducted which will more accurately define the space requirements for a Supreme Court facility. On the basis of investigations into the functioning of the Museum, it would appear that a full block site would be necessary to accommodate a museum structure and its parking.

Site 9 Legion Block. This site has excellent ratings in all categories of evaluation. The site is across the street from its major research contact--the Denver Public Library--and is within 1,000 feet of all other functional linkages. The site is within the major public and arterial transportation corridors which focus on the central area. While the site is within the principle corridors, it is far enough removed so that Historical Society generated traffic does not need to intermingle with the Central Business District congestion. The site is within walking distance of other tourist attractions in the area.

The Legion Block is still within a reasonable distance of the downtown office and commercial employment concentration. The site is compatible with its surrounding development and affords the potential of stimulating new development to the south. Like Site 5, the block contains 133,000 square feet of land and the estimated actual value is \$539,310 \$6.90 per square foot. (See Figure 13). This estimate excludes property which is already owned by the State of Colorado. The steam plant owned by the State is extremely accessible and the surrounding streets are in good condition.

The remaining private development on the block is a mixture of retail establishments, parking lots and a service station. The State of Colorado land contains parking, an office structure for the State Labor Board, the Paramount Apartment Building which contains 41 dwelling units and the vacated American Legion Building. The site would not only reinforce the Civic Center concept, but would create a sub-district of related cultural facilities within the Civic Center. The Denver Art Museum, Denver Public Library and State Historical Society would create a grouping of cultural facilities which would form the southern boundary of the Civic Center. There might be a possibility in the future of providing joint parking for these facilities to the south of 13th Avenue. Site visibility and the extent to which an identifiable structure can be placed on the site are excellent. The remaining private development on the land is held in eight separate parcels by the owners.

Design Considerations. The relatively level American Legion Block is well oriented to the Public Library and the Art Museum and strengthens a group of cultural facilities to the south side of the Civic Center.

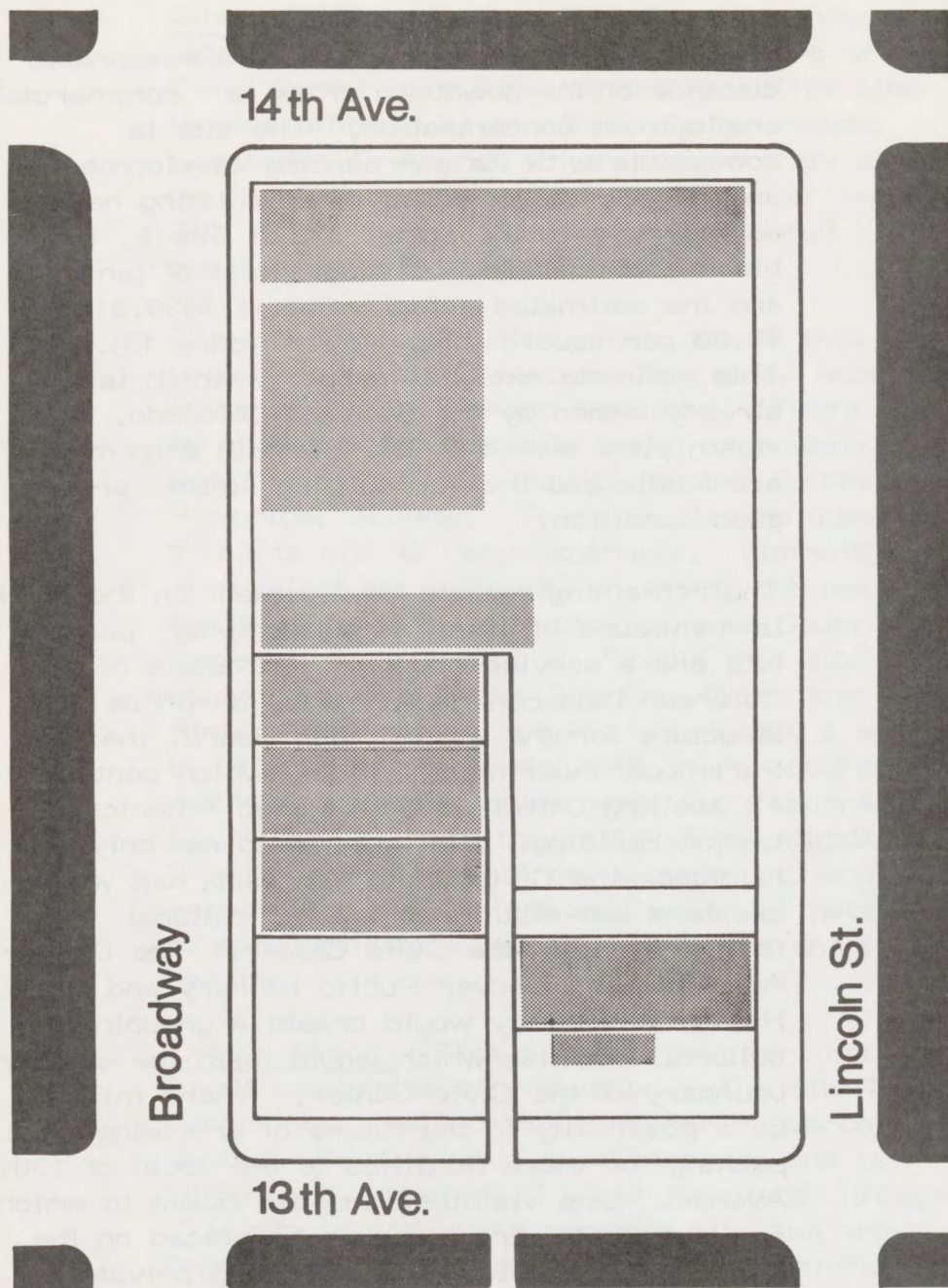


Figure 13 AMERICAN LEGION BLOCK

Parking demands could be resolved in two basic ways. A one or two level parking area could be provided below grade to handle the proposed 250 cars. This would be an on-site facility directly for use by the Heritage Center. Although somewhat more expensive, parking would be convenient and hidden from view. Ingress and egress could be provided on both Lincoln and Broadway, or possibly exit only on Broadway to best flow with the Civic Center traffic. A second possibility would be to establish an above grade facility on a nearby block which could satisfy more than just the Colorado Heritage Center needs. Depending on location, this larger facility could serve other State office needs, the Denver Public Library, or even the Art Museum and State Capitol.

With either parking approach the Colorado Heritage Center should have on-site bus circulation facilities for parking and discharge areas. Bus circulation is proposed to enter from Lincoln and exit onto Broadway to reduce bus circulation through the Civic Center proper.

Most desirably, the building would be oriented toward the Civic Center with secondary interest toward the Library. Because of the sun orientation, probable winter shaded conditions on the north would need to be relieved by retaining the basic concept of a low building. Proper juxtaposition of low building elements would probably enhance the relationship with the Civic Center and existing structures. The close association with the Denver Public Library and the Denver Art Museum are strong benefits of this location.

Other Factors. A major factor which has significant bearing upon the use of this site for this purpose involves other plans by the State of Colorado. The former American Legion

Building is currently being renovated in order to house the data processing division of the State and the Colorado Bureau of Investigation. The plan for the future envisions remodeling and expansion of the American Legion Building and construction of a new Office Building "C" which would house a variety of governmental departments. These two structures would occupy a majority of the block to such an extent that the remaining area would probably not be sufficient to accommodate a new Colorado Heritage Center.

CONCLUSION

It is the recommendation of this study that Site 9, the block occupied by the former American Legion Building be seriously considered as the site for the new Colorado Heritage Center.

From all aspects, the site admirably meets requirements established for the new facility. This location clusters three cultural facilities together (the new Art Museum, the library, and the proposed Colorado Heritage Center) and yet maintains the traditional Broadway separation of City and State Functions. The site fronts on the Civic Center open space and would allow--indeed demand--complimentary open space to be provided as a fore court to the new structure. This could be enhanced by outdoor exhibits to bring activity to the area. And the street system is such that good access is afforded the site without the necessity of penetrating the heart of the Denver CBD. School buses in particular should be accommodated on the site and should remain away from Colfax and downtown congestion.

The new Colorado Heritage Center would seem a more appropriate use in this prominent Civic Center location than a remodeled American Legion Building for data processing, a new office building on the half block facing Lincoln Street and private commercial development on the south part of the block. If the clustering of similar uses is a valid concept, then perhaps the proposed office structure could be grouped with other state office uses and the data processing function could be located where it is convenient to the greatest number of users--even as a part of a new office structure. Too, both of those uses will lend themselves to typical half block sites and therefore have more flexible locational and site requirements than the proposed Heritage Center.

The cost of to the State would be in the acquisition of the remainder of the block and in relocating its present functions from the site. If State accounting systems provide for it, it would also be appropriate to assign acquisition costs already incurred for the block to the Colorado Heritage Center. The costs appear to be reasonable.

Any appropriate site will require acquisition. The State has not normally been involved in relocation. That has typically been the burden of the property owner who has received just compensation for his property. In this case the State as the property owner would face the problem directly.

An appropriate second choice would be Site 5, the Cheesman/Kassler Block. It is the same size as Site 9 and enjoys the same proximity to the open space of the Civic Center. While utilization of this site would break up the cultural complex that is possible with Site 9, it would place the new structure closer to downtown. The site is worthy of consideration if, for any reason, Site 9 cannot be utilized.

Central area sites are expensive. Their costs however should be viewed in terms of what is being accomplished. Cheaper sites are available whose location would completely inhibit the functioning and growth of the State Historical Society as a State institution. As any businessman knows, proper location and relationship to supporting functions are worth a great deal. It is equally important to public institutions even though they are not expected to show a "profit" in the traditional sense of the word. The site recommendations are deemed to be ones which will serve the public in the best possible manner. Their costs will be amortized in many ways--convenience, appropriateness, identity--over a long period of time. The citizen is as interested in having his money spent wisely as he is sparingly.

During the course of this study, it was impossible not to become aware of other proposals for this general area of the City, most notably, those for a new State Supreme Court Building and for additional State office space. While this specific study did not afford the opportunity to investigate all of those problems, some additional possibilities did surface regarding other state facilities. They are offered here as suggestions for further consideration.

If the State Historical Society moves from its present location, what will be the future use of the present museum structure? As Colorado grows, the time that legislators are required to spend in the conduct of the State's business increases. It would be desirable to provide legislators with better office and support facilities. It would seem possible to convert the existing museum structure to a Senate Office Building with conference rooms, research facilities, lounges and offices. This structure would be connected to the State Capitol by a tunnel system for easy access to the legislative chambers.

To complete this suggestion, it would be necessary to have a House Office Building. Perhaps this could be provided in the old State Services Building at the northeast corner of Colfax and Sherman. Present offices would be phased into one of the proposed new State office buildings. The House Building too would be connected to the State Capitol by a tunnel system.

The proposed State Supreme Court Building might be appropriate in two locations, either directly east of the Capitol where it is presently proposed, or on the south half of the block bounded by Broadway, Colfax, Lincoln Street and 16th Avenue--the Cheesman/Kassler Block. On the latter site, it would enjoy a prominent position directly across existing open space from the new Colorado Heritage Center and would be close to downtown law offices. Utilization of this location would also secure for the State one of the few remaining private tracts fronting on the Capitol grounds.

Necessary new offices to house a growing State government could still be clustered about the State Capitol. Possible locations would include the block now under consideration for the Supreme Court, the half block fronting on Lincoln Street directly west of the New State Services Building, and the half block facing on Lincoln directly west of the Capitol Annex Building. Other sites could be secured by moving slightly away from the existing Civic Center.

Clustering of State facilities by functional groupings seems reasonable. Under the proposals described above general and legislative offices would cluster around the Capitol Building. The Supreme Court Building would occupy a prominent location at the entrance to downtown, on the north side of the Civic Center, within walking distance to the Capitol yet not be in the middle of the Capitol office complex. The new Colorado Heritage Center would be grouped with other like facilities on the south side of the Civic Center and also would not intrude into the Capitol-office complex.

These suggestions are offered as an attempt to put the proposed location for a new Colorado Heritage Center into proper context with other State space needs. In view of changing circumstances, perhaps it is appropriate at this time to undertake a careful restudy of the relationship between proposed and existing State facilities.

APPENDIX

The following appendix contains the interview sheet which was used to assess the functional relationships of the Historical Society. Also a series of diagrams illustrating the space requirements of various departments of the Historical Society are presented.

INTERVIEW SHEET

Colorado Heritage Center Location Study

Interviewed: _____ Title: _____

Division (section): _____ Date: _____

STAFF RELATIONSHIPS

1. How many staff members in this division (section)?

Full time _____ Part time _____

2. Home location of staff members by sector of City and approximate distance away?

NW _____ NE _____

SW _____ SE _____

3. How do they get to work?

auto _____
bus _____
walk _____
other _____

4. What state agencies do you have contact with?

	Seldom (less than once a mo.)	Occasionally (once a mo. or more)	Frequently (once a wk. or more)	
<u>Agency & Location</u>				<u>Nature of Contact?</u>

5. What other public or private agencies or groups are you in contact with?

	Seldom	Occasionally	Frequently	
<u>Agency or Group & Location</u>				<u>Nature of Contact?</u>

6. In the relationships described above, do the majority of the contacts described involve:

a. only you or a single individual _____
 b. a few staff members consistently _____
 c. several staff members _____

7. What other useful relationships have become established in this location?

a. access _____
 b. personal business _____
 c. shopping _____
 d. other _____

Comment:

8. What other museum division (function) do you have closest working relationship with? How often?

9. Are there any special access considerations connected with the successful operation of your division (section)?

a. Routine deliveries _____
 b. Bulk shipment or receiving _____
 c. Special transportation treatment _____

Comment:

VISITOR PROFILE

1. Are there any seasonal variations in user flow in your department (section)? What are peak seasons?
2. Are there any other significant variations in user flow (hour of day, day of week) and what are they?
3. What is an average number of visitors per day for your department (section)? By season?
4. What are significant characteristics of your visitors? If several major groups, about what percentage in each group?
 - a. Tourists _____
 - b. Students _____
 - c. Local (metro area) _____
 - d. Special research _____
 - e. School children _____
 - f. Other _____

Comment:

5. What other special visitor needs must you provide for?

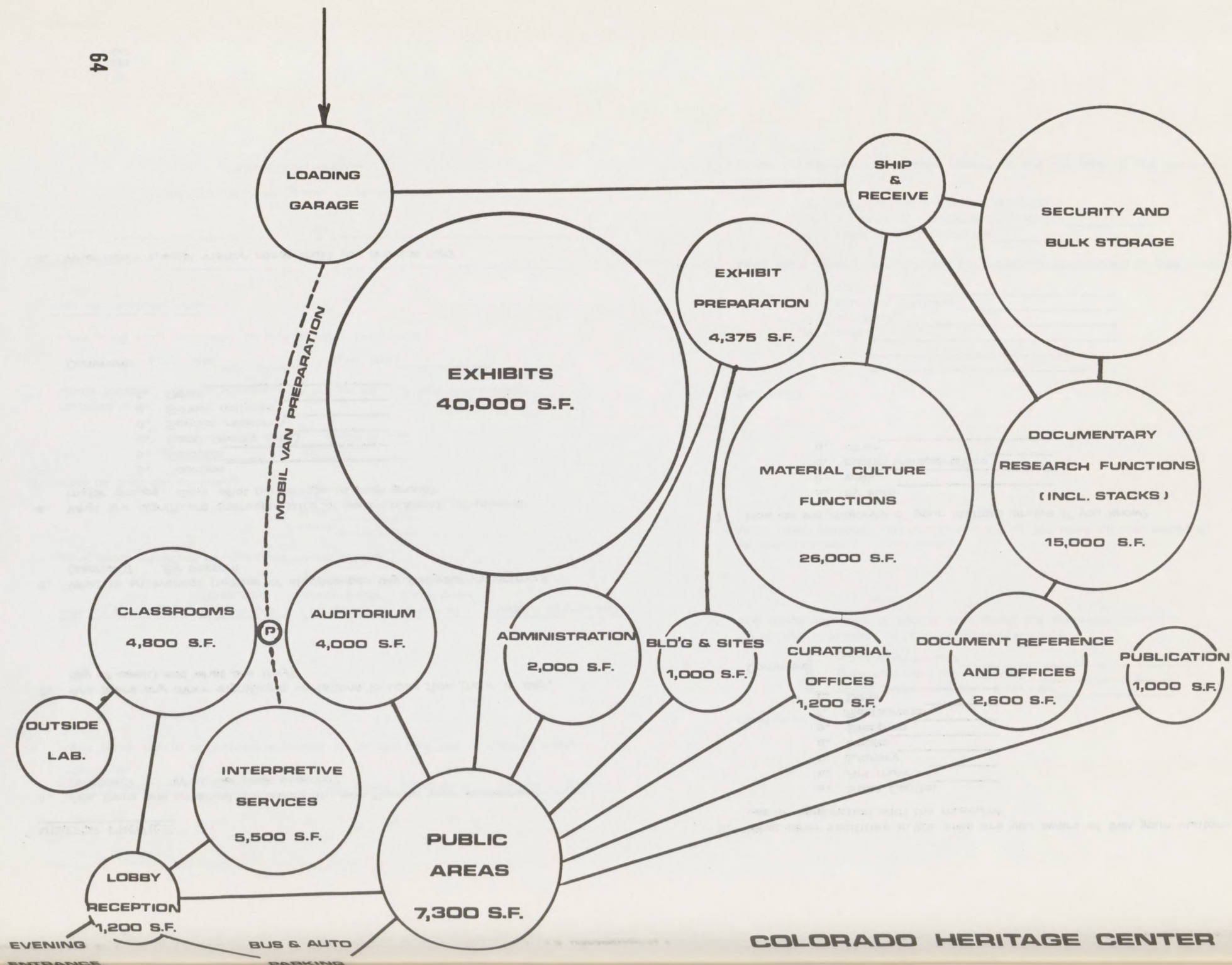
6. What other facilities in the area are you aware of that your visitors use in conjunction with the museum?

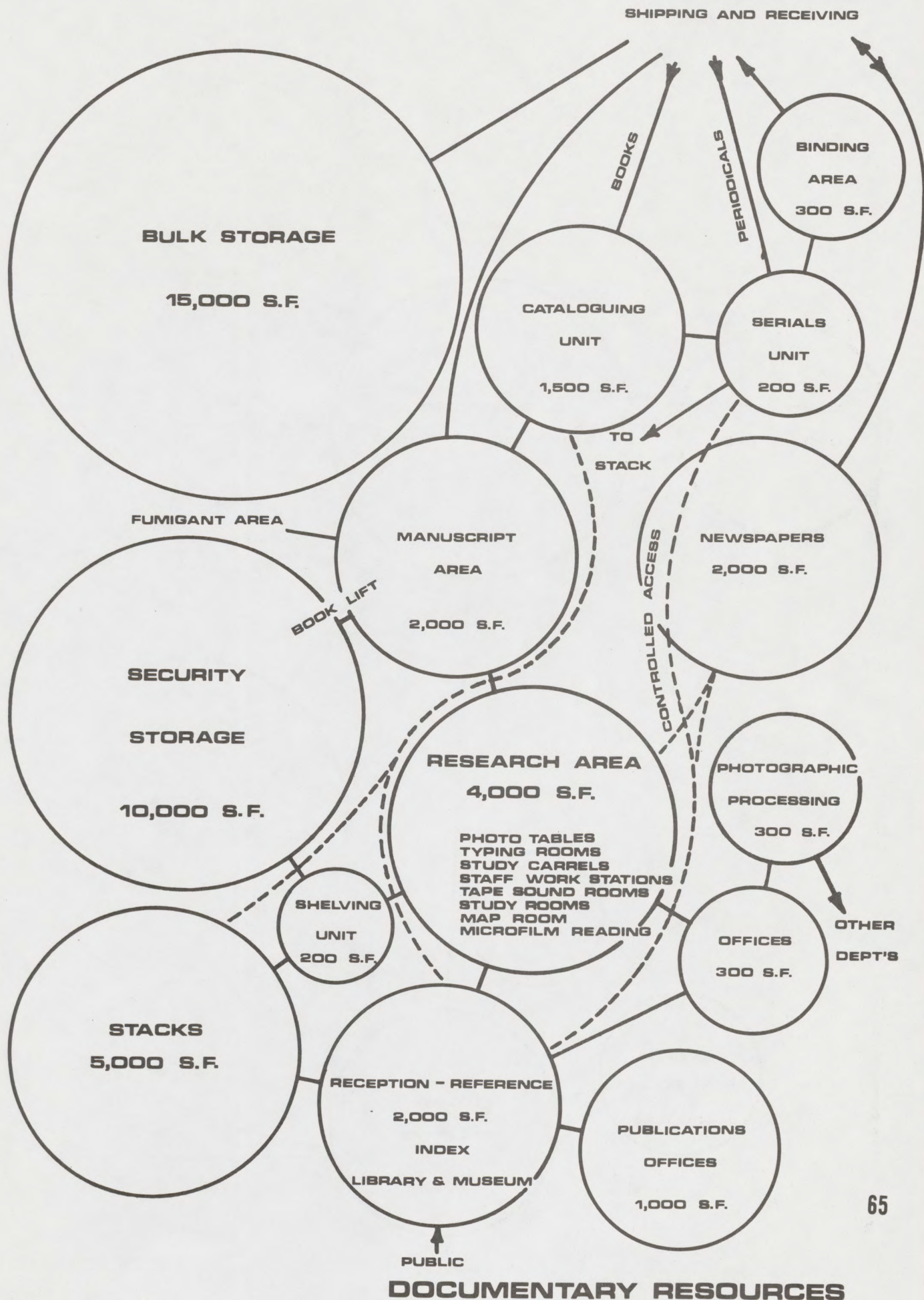
- a. State Capitol _____
- b. Art museum _____
- c. Library _____
- d. Hotels _____
- e. Shopping _____
- f. Restaurants _____
- g. Other _____

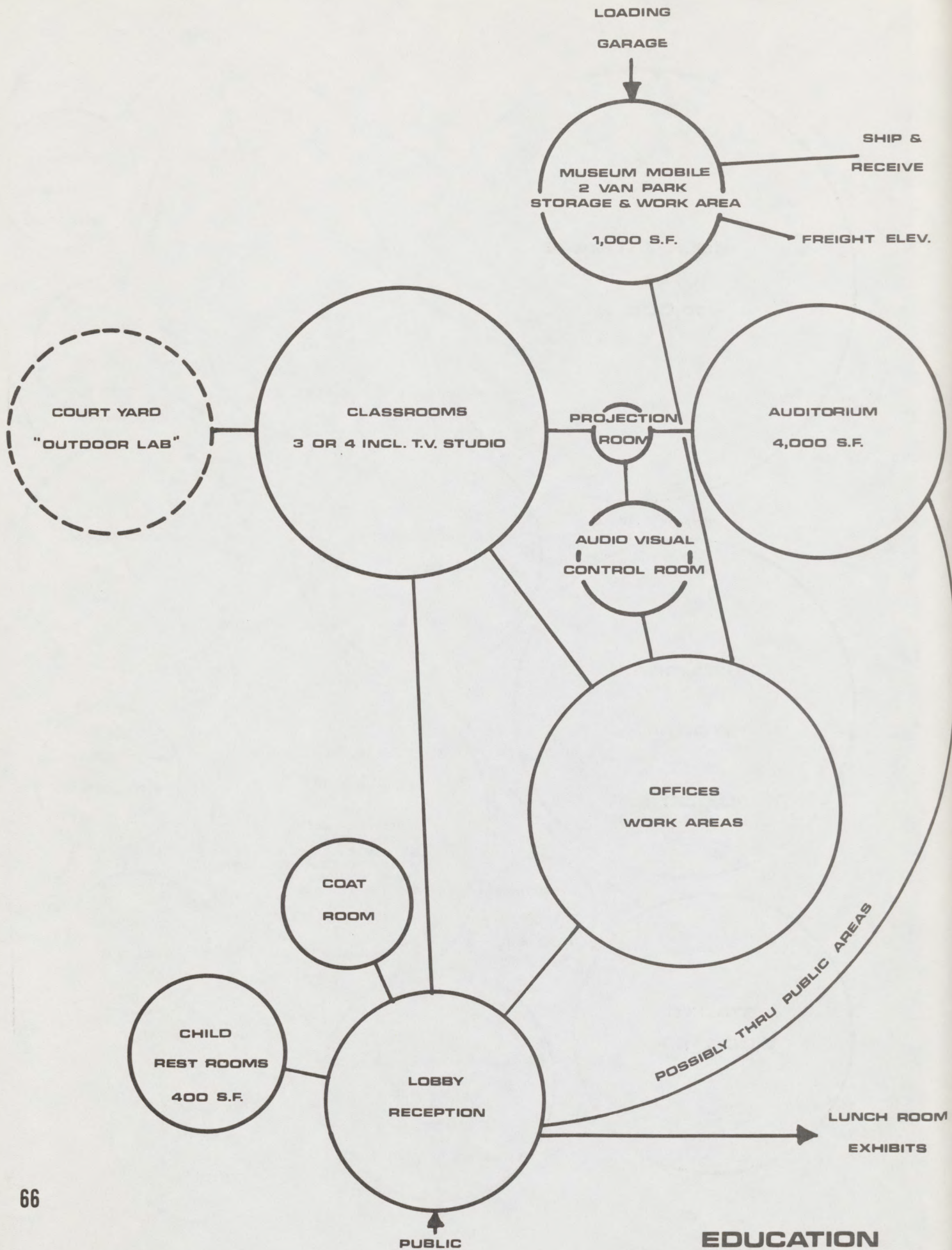
Comment:

7. How do the majority of your visitors arrive if you know?

- a. by auto _____
- b. walk _____
- c. public transportation _____
- d. other _____







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