

APEX MARKET

Revitalizing a Historic Colorado Entertainment Venue

A Thesis Submitted to the Faculty of the Themed Entertainment Design Department in Partial
Fulfillment of the Requirements for the Degree of Master of Fine Arts in Themed Entertainment
Design

At

The Savannah College of Art and Design

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Dedication

To Dad, Mom and Jason, you have encouraged my passion for design and have always had my best interest at heart. My love and gratitude for you all is so strong. Thank you for pushing me to do my best and showing me the most important aspect to life, family.

To Zach, without you by my side, I would have never had the courage to follow my dreams. Thank you for being open to all the adventures I take you on. You are truly my greatest adventure and one that I will treasure forever.

And finally, to Heritage Square, thank you for sparking my path. Summers spent there are some of my most cherished memories.

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Abstract

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Apex Market is a readapted use project exploring the concept development of a historically significant recreation area in Golden, Colorado. This proposal will revitalize the site for Jefferson County Open Space as they move forward with recommendations for its redevelopment. The proposed Apex Market will implement an indoor-outdoor community center engaging visitors in themed experiences based on Colorado's history, culture, and lifestyle. This is incorporated through a mixed-use program offering local food and beverage, entertainment, shopping, and hospitality for an extended stay or full day excursion.

Keywords: Themed Entertainment Design, Interior Design, Community Market, Entertainment Venue, Colorado, Apex, Mixed-Use, Historic, Recreation, Concept

Introduction

This thesis conceptually develops a mixed-use community center in Golden, Colorado called Apex Market as a land proposal for Jefferson County Open Space (JCOS). JCOS is currently accepting proposals for the site as they are planning to zone it for future commercial use. Previously, the site was designed and used for outdoor entertainment venues such as amusement and theme parks. The Apex Market proposal will continue a trend of entertainment at a site with considerable theme park history, while providing a communal and upscale experience for locals and tourists to enjoy.

The goals of Apex Market are three-fold. First, it will create an upscale entertainment venue and community center tailored to an adult-centered audience. Second, it will establish a series of story driven activities and communal spaces themed to cultural and historical aspects native to Colorado. Finally, Apex Market will provide visitors with an indoor climate-controlled experience that incorporates dining, retail, a brewery, hotel, spa, bowling alley and much more while still encouraging Colorado's outdoor activities with its direct access to the existing Apex Park and trails. Achieving these goals will result in a full day excursion or overnight destination that will encourage community engagement and tourist participation in all things Colorado. Development for the design begins by addressing relative research such as historical information, site and climate analysis, cultural impact, and case studies.

Site History

Introduction

It is important to note that other forms of entertainment occupied the Apex Market site location in Golden, Colorado prior to this project proposal. In fact, this site has substantial history in the entertainment industry for theme and amusement parks. This historical information gives insight on existing elements left on site as well as previous tenant successes and failures, which will influence the design proposal for Apex Market. In addition, this section will also address the current state of the site and the reason for placing Apex Market at this specific location.

Magic Mountain

Shortly after the opening of Disneyland in 1955, many people, including those who helped open the park, wanted to follow in Walt Disney's footsteps. Eventually, this push for themed entertainment and intriguing experiences made its way to Colorado, where a piece of land in the Colorado foothills would entertain guests for almost 50 years.

Magic Mountain began as a theme park concept that was very similar to Disneyland. In fact, the two men who headed the Colorado project, Walter Francis Cobb and John Calvin Sutton, were able to connect with C. V. Wood, a man who worked closely with Walt Disney to create Disneyland. Wood eventually went on to open his own company called Marco Engineering that quickly got on board with the Magic Mountain concept. In fact, "Magic Mountain has the distinction of being the very first theme park to be designed and built in the entire country after Disneyland."¹

¹ Robert McLaughlin, *Magic Mountain* (Charleston, SC: Arcadia Publishing, 2016), 8.

The location where the concept landed was not the first choice, but soon became a 600 acre reality for the future of this theme park. With help from Magic Mountain's lead art directors, Dick Kelsey and Wade B. Rubottom, ideas started coming to life. Both men had experience with Disney as art directors, which can be recognized when going through the designs of Magic Mountain.²

There were to be six themed areas in the Magic Mountain park. Out of the six, only the Calvary Post Stockade and the Centennial City were constructed. The other four areas being the Fairgrounds, River Ride, Magic of Industry and Storybook Lane were conceptualized, but never finished. Another area called Winterland was conceptualized later, but never constructed. This idea came when "the ski area truly materialized, offering nighttime skiing under the floodlights and being the second in North America to produce artificial snow. Two 1,000-foot rope tows carried skiers and the place offered a warming shelter and snack bar."³ Magic Mountain was also popular for its Magic Mountain Railroad that took guests on a train ride around the park like Disneyland.

Construction began in 1957 and would open to the public in 1958 to view the progress and allow Coloradans to purchase stock in the future park. The sale of stock was intended to fund the Magic Mountain project. After pushing back opening day numerous times, Magic Mountain did open its doors on June 30, 1960. Unfortunately, the park soon closed in the late summer of 1960 on Labor Day. Magic Mountain's downfall was due to their financial mistake by only acquiring money for the project from stock sold. They were unable to fund the entire project from the stock

² Richard Gardner, "Magic Mountain -Destination: Fun and Fantasy!" Historically Jeffco, 2015, <https://historicjeffco.files.wordpress.com/2016/02/hj-excerpt-magic-mountain.pdf>.

³ "Magic Mountain Attractions That Never Were," Garden History, accessed June 28, 2020, <http://www.gardnerhistory.com/magicmountain/dreams.htm>.

leading them into financial trouble.⁴ However, while the park was open, it was a favorite among locals and tourists bringing in many visitors and starting a long future of memorable entertainment on its grounds.



Figure 1. Magic Mountain Entrance Marquee. From “Images of Modern America: Freedomland” by Robert McLaughlin. <https://www.arcadiapublishing.com/Products/9781467123150>.

Heritage Square

After Magic Mountain closed, it was acquired by the Woodmore Corporation in 1970 who re-imagined the site as Heritage Square, which opened to the public in 1971. Even though Magic Mountain was unsuccessful, without the vision of Magic Mountain, “there would have been no Heritage Square.”⁵ The park was rebranded as a Victorian Village, while incorporating some of Magic Mountain’s designs, including the railroad. Heritage Square was able to develop numerous

⁴ Robert McLaughlin, 33.

⁵ Ibid., 81.

activities for guests including an alpine slide, music hall, beer garden, go karts, miniature golf, and a wedding chapel.

Unlike Magic Mountain, Heritage Square was successful in their business operations and was open for 47 years before closing on June 30, 2018. Interestingly, the opening of Magic Mountain and the ending of entertainment at Heritage Square fell on the same day, just 58 years apart. Throughout those years, Heritage Square went through many ownership changes, but always found a way to bring joy to its guests. Martin Marietta Materials, Inc., the current owner of the property, acquired the land in 2011 but continued to lease it to the existing businesses there. In 2015, they stopped renewing the leases for many of the businesses that resided in Heritage Square as they had plans to redevelop the site. This led to the end of an exciting entertainment era for Golden, Colorado.



Figure 2. Heritage Square. Photography by Joel A. Rogers. <http://www.coastergallery.com/2009/HeritageSquare7.html>.

Current State of the Site

Currently, with the closure of Heritage Square, most physical and historical features of the site no longer remain. Martin Marietta removed many of the buildings including the Victorian Village, alpine slide and much of the amusement park. Many of the amusement park rides were auctioned off but continue to excite visitors at other theme and amusement parks.⁶ The Victorian facades sparked debate in the community due to their potential historical significance. “The buildings were part of Magic Mountain, the original theme park built at the site beginning in 1958 by architects who also worked on Disneyland’s Main Street USA.”⁷ However, others argued that they are “deteriorating buildings that would cost more than they are worth to preserve.”⁸ Eventually it was determined that the community would have an opportunity to come and collect parts of the facades. For example, the Colorado Railroad Museum was able to reuse parts of the historic streetlights. Facades or other architectural details that were not collected were then demolished. Since then, the site has been gated off to the community and continues to remain vacant. A site that once entertained visitors for many years now just remains as a memory to the community, and a question as to what it will become.

⁶ Elizabeth Hernandez, “‘An Iconic Moment’: Auction of Heritage Square’s Rides Signals Final Farewell for Beloved Colorado Amusement Park,” *The Denver Post*, October 26, 2018, accessed May 2, 2020, <https://www.denverpost.com/2018/10/26/heritage-square-amusement-park-auction-closed-history/>.

⁷ YourHub.com and Josie Klemaier, “Heritage Square Buildings in Golden Available to Purchase, Move,” *The Denver Post*, December 8, 2015, <https://www.denverpost.com/2015/12/08/heritage-square-buildings-in-golden-available-to-purchase-move/>.

⁸ Ibid.



Figure 3. Heritage Square Victorian Village Torn Down. “Heritage Square Dispute Still Unresolved” by Christy Steadman. From Golden Transcript. <https://goldentranscript.net/stories/heritage-square-dispute-still-unresolved,254892>.

Shortly after the closure, Martin Marietta had put together a proposal for JCOS. The proposal is a land exchange of “64.02 acres of JCOS property for approximately 131 acres of MMM property.”⁹ Martin Marietta’s goal is to expand their aggregate mine into the acres they would acquire in the exchange. The acres Jefferson County would acquire “will use three parcels for open space and park purposes and will sell the fourth parcel (Parcel 5) for zoned uses. Proceeds from Parcel 5 sale will be dedicated to future open space land acquisitions.”¹⁰ Parcel 3 and Parcel 5, according to the proposal, are the acres that made up Heritage Square and will be used when developing the Apex Market project. There have been no final decisions made and JCOS is

⁹ “Heritage Square Exchange (HSE) Proposed Agreement Terms Exchange Proposal,” *Jefferson County Colorado Open Space*, 2020, <https://www.jeffco.us/DocumentCenter/View/20607/Heritage-Square-Exchange-2020-Fact-Sheet>.

¹⁰ *Ibid.*

continuing to weigh their options. A primary concern is the effect that mining will have on the surrounding environment and Colorado wildlife. JCOS has released information on their website that states, “If the exchange goes through, JCOS would plan to sell this property (Parcel 5) for zoned uses. Zoned uses could include Commercial and Light Industrial (Business/Office Park, Retail, Restaurants, etc.) but specifically *not* Residential or Auto Dealerships. JCOS would sell based on proposals that best fit the site and surrounding areas, keeping historic celebration in mind.”¹¹ For now, the community waits on whether or not JCOS and Martin Marietta will be able to agree on the land exchange. However, until then, Apex Market will provide a potential proposal for the site.

Conclusion & Impact

This historical and present day information on the site for the Apex Market proposal is very important to know before continuing with its design. This information helps to understand the current state of the site and aspects that are important to preserve or appreciate, while also understanding the probability of success with this new proposal. While no decision has been made between Martin Marietta and JCOS, this research helps to understand what Jefferson County is looking for in the future use of this site. With this information, Apex Market will connect to the current Apex Park that resides next door, while simultaneously keeping in mind environmental impacts and paying tribute to the surrounding area. In addition, Magic Mountain and Heritage Square have provided inspiration to Apex Market and will not be forgotten as this new proposal moves forward.

¹¹ “Heritage Square Exchange,” *Jefferson County Colorado Open Space*, accessed June 28, 2020, <https://www.jeffco.us/3810/Heritage-Square-Exchange>.

The first inspiration that Magic Mountain and Heritage Square provided to Apex Market is their overall theming and design concept. Magic Mountain incorporated “six themed lands based on Colorado history, culture and future development.”¹² Similarly, themes related to Colorado will be present throughout Apex Market. To describe this further, Magic Mountain was working on developments for a river ride inspired by Disneyland’s Jungle Cruise. However, “this version actually used much of the natural Colorado landscape and was to add animatronic native creatures.”¹³ Apex Market will incorporate many elements native to Colorado and its historical story. However, unlike Magic Mountain, it will incorporate a fresh take with a modern and upscale design.

In addition, Magic Mountain and Heritage Square shaped the site to fit their particular use and requirements. Many of these design decisions have been left even at the current state of the site. This can be seen in the mound of land raised around the main part of the park, as well as the parking lot and gondola used to get to the peak of the site. Apex Market will work around some of these existing site features that were formed throughout the site’s history or redesign them to better fit the current project proposal.

¹² James Koehl, “The Theme Parks of Colorado, Part One: Elitch’s, Lakeside and Heritage Square,” *Theme Park Insider*, August 25, 2013, <https://www.themeparkinsider.com/flume/201308/3623/>.

¹³ Josh Young, “Images of Modern America - Magic Mountain Chronicles America’s First Theme Park After Disney,” *Theme Park University*, February 17, 2017, <https://themeparkuniversity.com/theme-parks-101/images-modern-america-magic-mountain-chronicles-americas-first-theme-park-disney/>.

Site & Climate Analysis

Site Boundary & Limits

The current proposed site location is at 18301 West Colfax Avenue Golden, Colorado 80401 and sits at the latitude and longitude map coordinates 39.7138764°N, -105.2122108°W. The entire site for Apex Market will total 71.73 acres and is the same area that incorporated the activities previously in Heritage Square. The acreage was formulated by JCOS when they released the size and value of the land that they parceled into zones. As previously stated, Parcel 3 was the area that used to be the alpine slide. This section is the “15.39-acre Alpine Slide area valued at \$150,000 at closing.”¹⁴ Parcel 5 consists of the “56.34-acre Heritage Square property valued at \$15M at closing. JCOS will sell this property for zoned uses.”¹⁵ According to the land exchange, parcel 3 is not included in the area that JCOS will sell for zoned uses. Their intent is to give this land to the adjacent Apex Park. However, since Apex Market is working as a venue coordinating with Apex Park, the idea is to acquire both parcel 3 and parcel 5 for the proposal.

The 71.73 acres of parcel 3 and 5 for Apex Market sit in between Apex Park and the quarry owned by Martin Marietta Materials. The current mine owned by Martin Marietta is 285 acres that in the land exchange will be given to Jefferson County as a future open space. However, Martin Marietta will receive parcel 4 which is located right next to Apex Market proposal in return. This land totals 53.57 acres of future mining opportunities for Martin Marietta. If the land exchange proposal were to go through, it would be acquired with the understanding that Martin Marietta “transfers land and water rights of 53.57- acre Magic Mountain Reservoir valued at \$2M”¹⁶ to

¹⁴ “Heritage Square Exchange (HSE) Proposed Agreement Terms Exchange Proposal.”

¹⁵ Ibid.

¹⁶ Ibid.

JCOS once the mining has been completed. Figure 4 below is from JCOS and shows the various parcels, including the proposed site of Apex Market.

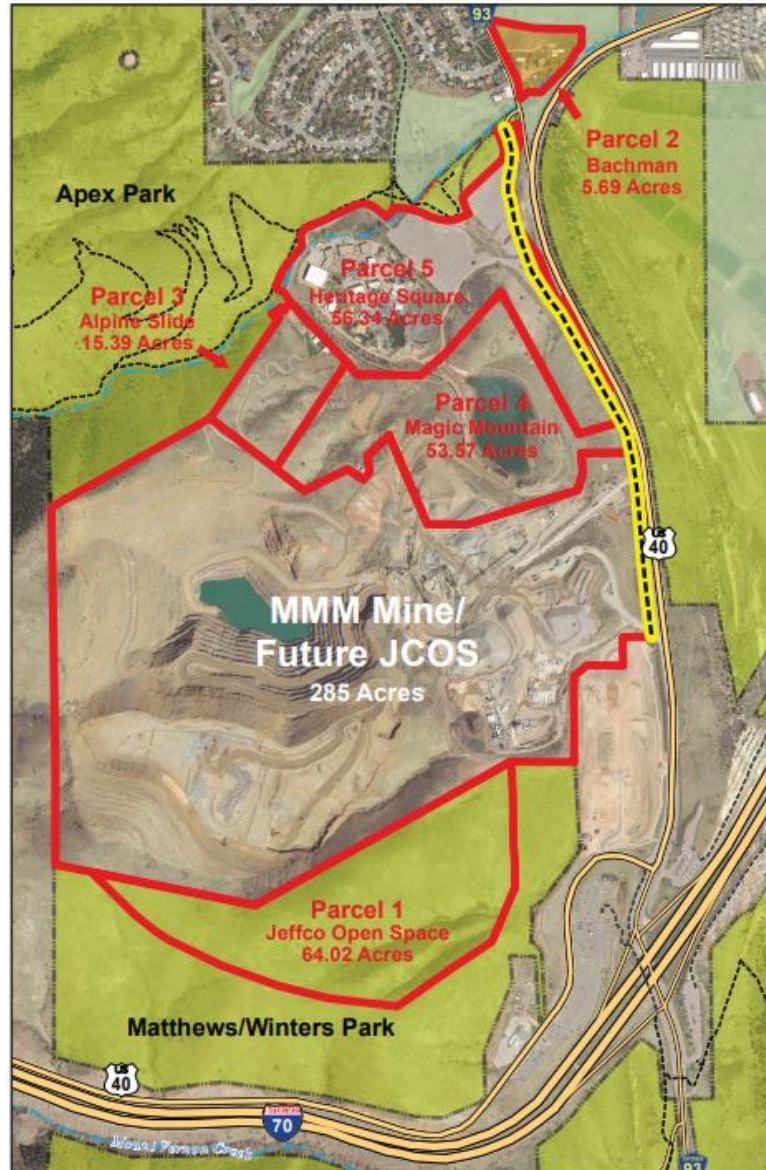


Figure 4. Heritage Square Exchange. From Jefferson County Colorado Open Space. <https://www.jeffco.us/3810/Heritage-Square-Exchange>.

Above, Figure 4 shows Apex Park's proximity to the land used for Apex Market making it a perfect area to connect the park and the proposed zoned entertainment facility. Apex Park

consists of multiple trails that make up approximately 9.8 miles in 702 acres of land.¹⁷ This park is popular to many locals in the area and on average sees “an estimated 4,000–6,000 visitors per week during the summer.”¹⁸ Many of these visitors explore the park by foot, bike or even horseback. One of the trails that makes up the park is called Apex Trail and is accessible directly from the proposed site. “The trail is 2.3 miles long gaining up to 1,500 feet in elevation.”¹⁹ The trailhead is located at the lower parking lot of the Apex Market site proposal in parcel 5. Like the Apex Market site, many of the trails open to a stunning view of the Colorado foothills, plains and even a breathtaking view of downtown Denver. Apex Park is “rich with biodiversity, scenic beauty, historic, geologic, and archaeologic resources, elevation, and opportunities to enjoy healthy nature-based activities. The central foothills are easy to access for residents and visitors alike to enjoy, cherish, and properly steward the land for generations to come.”²⁰ Apex Market will work to follow the same goals of JCOS and its cherished Apex Park.

Site Access

The proposed site for Apex Market is located directly off I70 at exit 259 or via US 40. Apex Market is a short fourteen miles away from downtown Denver which provides a great location to entertain tourists or locals. While technically the site is in Golden, Colorado, it is only about five miles from the town of Morrison, Colorado, the home to Red Rocks Amphitheater. The

¹⁷ “ArcGIS Dashboards,” *Jefferson County Colorado Open Space*, accessed June 28, 2020, <https://jeffcoparks.maps.arcgis.com/apps/opdashboard/index.html#/86f36640445f4d9c8225cdbfaacc0d6b?park2=2>.

¹⁸ “2017 Apex Park Trail Management Assessment Project Overview Project Findings,” Jefferson County Colorado Open Space, February 2018, <https://www.jeffco.us/DocumentCenter/View/11702/2017-Apex-Park-Trail-Management-Assessment-Fact-Sheet?bidId=>.

¹⁹ “Apex Trail,” *Golden Visitors Center*, accessed June 28, 2020, <https://www.visitgolden.com/listing/apex-trail/3933/>.

²⁰ “Heritage Square Exchange (HSE) Proposed Agreement Terms Exchange Proposal.”

easiest way to get to the Apex Market site is by driving and parking in one of the many parking spots that supported Magic Mountain and Heritage Square over the years.

For the visitors who do not have a vehicle, another option is to take the new western extension of the light rail that travels from downtown Denver. The closest light rail stop is only two miles away from the site. Apex Market also includes a proposal to provide shuttles to visitors for easier access to some of the closer Colorado tourist attractions, nearby towns and even to light rail stations. This is important as it provides other transportation options for visitors and guests to get home safely from the site. There is also a nearby bus stop right at exit 259 from I-70. The shuttle stops could also pick up and drop off near these bus stops to make sure everyone can make it to the site location a half mile down the road.

It is important to also note, that ride sharing has become a very popular form of transit. By incorporating a ride share pick up and drop off zone into the proposal, visitors have an alternative and convenient way to access the property.

Distance to Tourist Locations

The proposed site for Apex Market is near many of the top tourist attractions in Colorado. According to 2017 data from the Visit Denver Convention and Visitors Bureau, some of the main tourist hotspots were Red Rocks Amphitheater, Buffalo Bill's Grave, Dinosaur Ridge, Coors Brewery and the Colorado Railroad Museum.²¹ Below, figure 5 summarizes the distance in miles from Apex Market to many of these top attractions.

²¹ Longwoods International, "Denver 2018 Travel Year," *Visit Denver The Convention & Visitors Bureau*, accessed June 28, 2020, https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/denver/Longwoods_Visitor_Research_2018_e0f34eb9-5e9f-4470-9eab-882eca9fad93.pdf

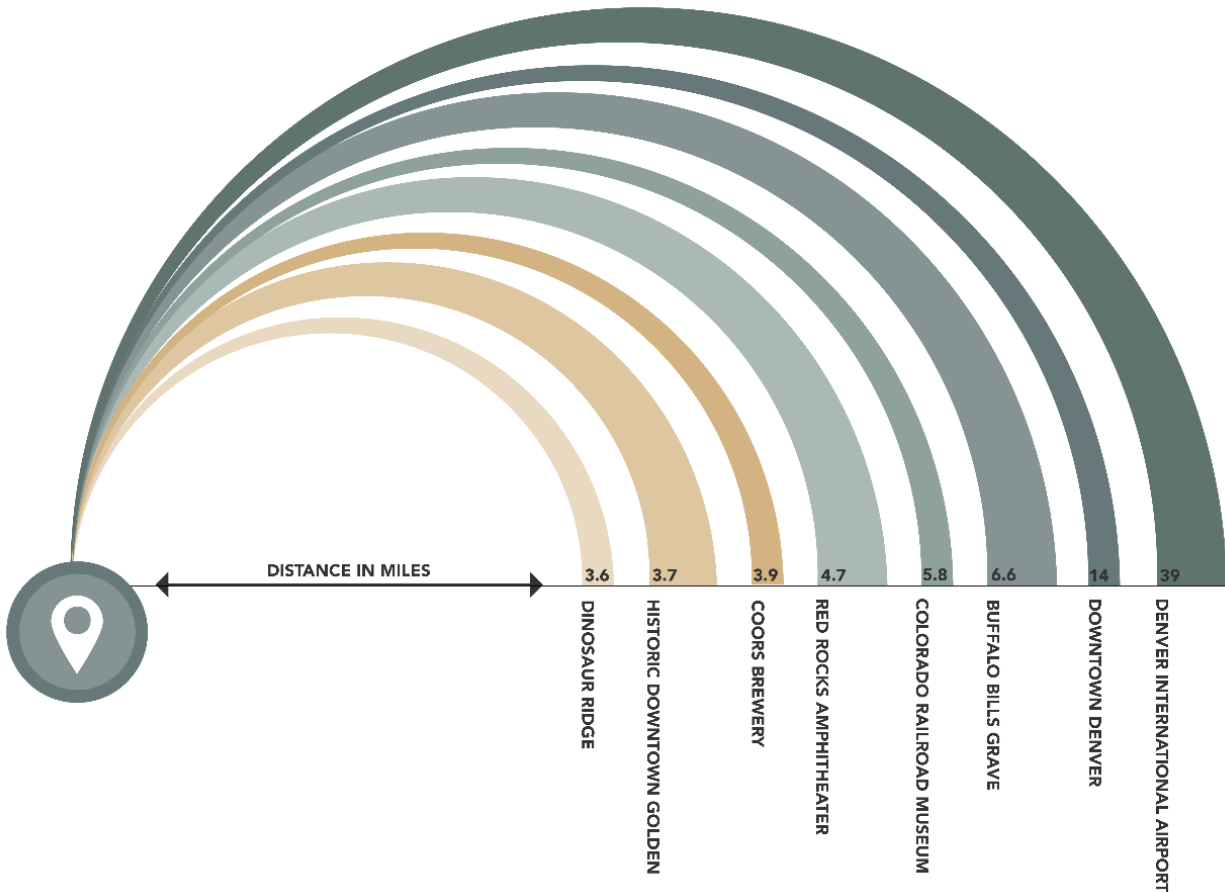


Figure 5. Distance in Miles from Apex Market to Popular Attractions. Created by Author. Information from Visit Denver. https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/denver/Longwoods_Visitor_Research_2018_e0f34eb9-5e9f-4470-9eab-882cca9fad93.pdf.

From figure 5, the closest attraction to Apex Market is Dinosaur Ridge located just 3.6 miles away. The next closest is Historic downtown Golden that is 3.7 miles away and Coors Brewery which is only 3.9 miles away from Apex Market and very close to downtown Golden. Red Rocks Amphitheater, being one of the most famous attractions due to its numerous events and unique architectural look, is located only 4.7 miles away from the Apex Market site. Finally, The Colorado Railroad Museum is 5.8 miles from Apex Market and Buffalo Bills Grave is only a little farther at 6.6 miles away.

Some of other main tourist attractions that were listed were in downtown Denver. Denver is only 14 miles away from Apex Market making it a great location for many locals to visit the site as well as tourists visiting the city. Denver International Airport is located approximately 39 miles from Apex Market, but due to the many highways that connect the two locations, visitors can be at Apex Market anywhere from thirty minutes to an hour depending on traffic.

This information supports the proximity and appeal of Apex Market to people who are visiting these other top locations. It also helps to show visitors the benefits of staying or lodging at Apex Market due to the convenience to the other attractions they would want to visit throughout their stay in the Golden, Colorado area. Additionally, the proximity of Apex Market to the many surrounding tourist attractions makes the creation of a shuttle stop feasible.

Topography

The Apex Market site is at different grades and elevations in the Colorado foothills that normally range from 5,500 to 7,000 feet above sea level. The lowest point of the proposed site is at the main entrance to the facility that is accessed from the main road. This elevation sits at approximately 6,200 feet above sea level. The entire parking lot is at another incline raising around 50 feet from the entrance off the road approaching the main facility entrance. This makes the main entrance elevation to Apex Market at approximately 6,250 feet. This is the same main entrance the was used for Magic Mountain and Heritage Square. While there is a slight incline in this main area for Apex Market, most of the site sits at approximately the same elevation as the entrance. The next major incline is at the base of the previous existing alpine slide. The base of the slide was at

approximately 6,300 feet above sea level, while the highest point on the site, or the top of the alpine slide, was at approximately 6,750 feet above sea level.²²

All in all, the site elevation ranges from approximately 6200 feet above sea level towards the base of the parking lot and up to approximately 6750 feet above sea level at the top of the original alpine slide. The peak of the site allows for a view over the Colorado foothills and the beginning of an approximate 450 foot drop from the top of the slide to the bottom.

Climate & Temperature Averages

Colorado is known for a dry and high altitude climate that experiences all four seasons. The everchanging seasons makes Colorado a beautiful place to live and visit, however, the climate can provide some challenges for those who are not used to the dry air and higher elevations. However, a benefit to Colorado's arid climate is that the "humidity is generally quite low; this favors rapid evapotranspiration and a relatively comfortable feeling even on hot days."²³ A statement from the Colorado Encyclopedia summarizes that "Colorado's combination of high elevation, midlatitude, and continental interior geography results in a cool, dry, and invigorating climate."²⁴ However, different regions of the state provide distinctions in weather and temperatures based on elevation. Therefore, Apex Market in the foothills of Golden, Colorado will also provide a distinction from other regions of Colorado. This analysis will focus on the climate for this specific region where Apex Market resides to better understand the surrounding weather, climate, and scenery that visitors will experience. Multiple diagrams have been created to easily outline the provided information. While much of the Apex Market program is tailored to be

²² "Map Locator," *United States Geological Survey*, accessed June 28, 2020, <https://store.usgs.gov/map-locator>.

²³ "Climate of Colorado," *Western Regional Climate Center*, 2019, https://wrcc.dri.edu/Climate/narrative_co.php.

²⁴ Peter Goble, "Colorado Climate," *Colorado Encyclopedia*, April 27, 2017, <https://coloradoencyclopedia.org/article/colorado-climate>.

achieved indoors, it is crucial to understand this information to create a better design that can work with the altering climate conditions and seasons.

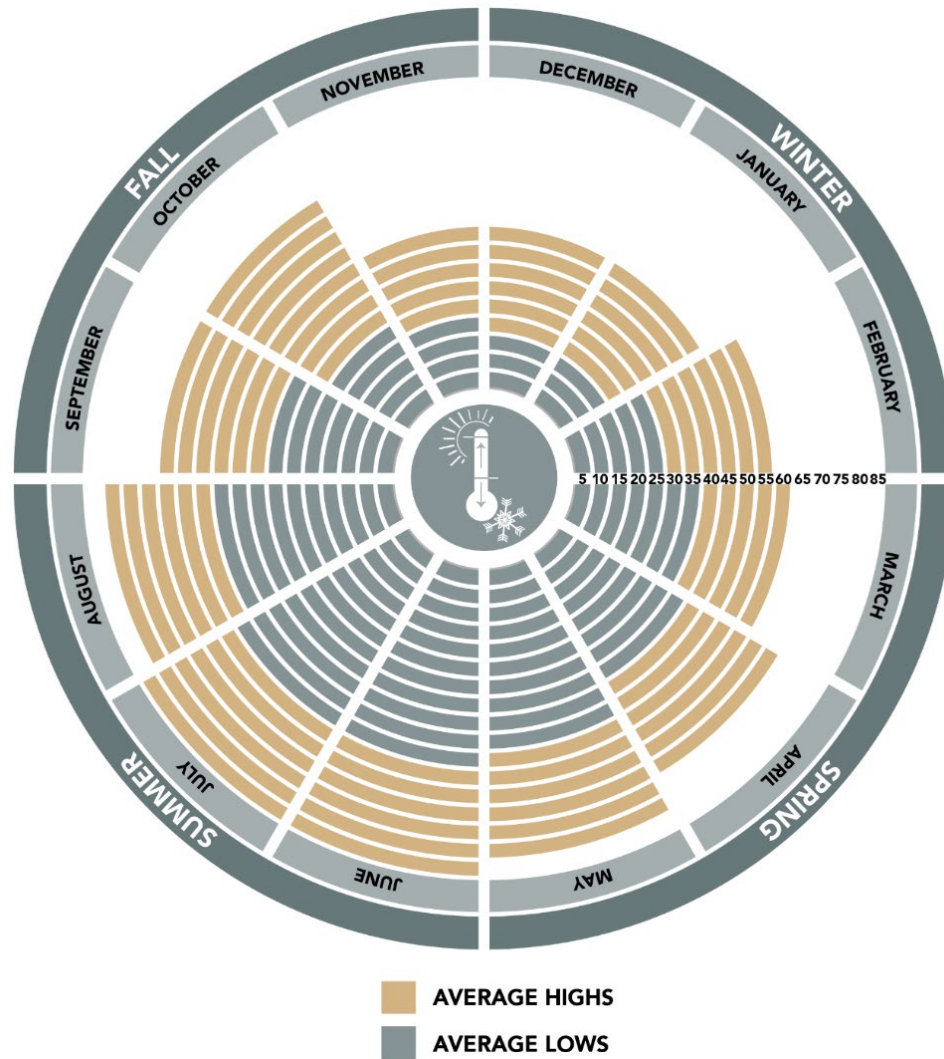


Figure 6. Average High and Low Temperatures in Golden Based on Month. Created by Author. Information from Microsoft Bing with Weather Trends data. <https://www.bing.com/search?q=average%20high%20and%20low%20temps%20golden%20colorado&pc=cosp&ptag=G6C25ADE7BA55154&form=CONOMX&conlogo=CT3210127>.

Above, figure 6 addresses the average high and low temperatures in Golden, Colorado based on the specific month and season. The information was gathered data from Weather Trends and then placed into the chart to graphically represent the variation in average temperatures. As shown from figure 6, the warmest months are June and July, while the coldest are December and

January. The temperature fluctuations result in a milder fall and spring compared to winter and summer that can take on extreme temperature highs and lows. A positive of the fluctuation in weather and temperature is the constant change of scenery in a specific location throughout the year, and even the change in activities that can vary from season to season.

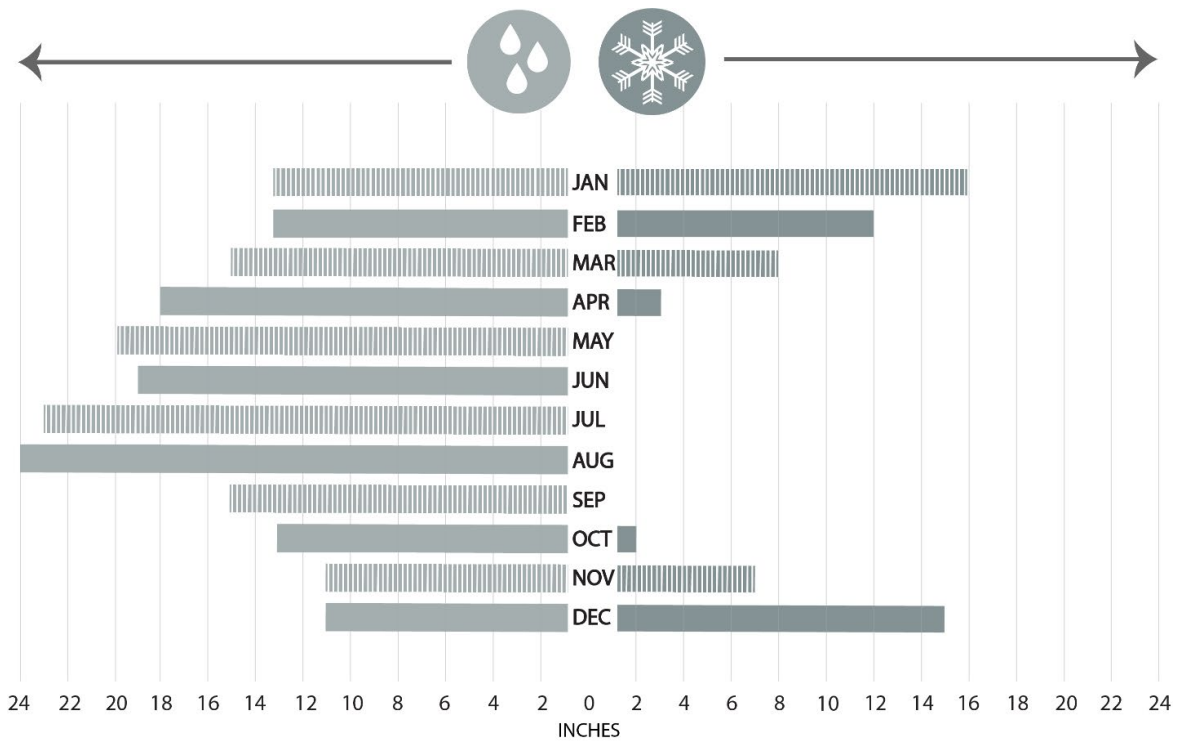


Figure 7. Rain and Snow Averages Based on Month in Golden. Created by Author. Information from Microsoft Bing with Weather Trends data. <https://www.bing.com/search?q=average%20high%20and%20low%20temps%20golden%20colorado&pc=cosp&ptag=G6C25ADE7BA55154&form=CONOMX&conlogo=CT3210127>.

Figure 7 depicts the average days of rainfall or snowfall in Golden, Colorado based on the month. On average, the months of May, June, July, August, and September do not see enough snow fall to make it on this chart. However, it is not uncommon to see some days of snowfall in the months of May and September depending on the year. The highest amount of snowfall occurs in January with an average of 16 days, and December follows suit with a total of 15 days. The highest number of days of rainfall occurs during the months of August and September. The months

that have the lowest amount of rainfall are November and December, but many of the other months are consistent with at least 12 days of rainfall each month. While it is interesting to note the comparison in months to the number of days of snow or rainfall, it is also just as equally important to understand the inches of accumulation. For example, just because Colorado can have 24 days of rain on average in August does not accurately reflect the climate. Golden, Colorado is not wet and humid, but instead a dry and arid climate that “gets 19 inches of rain, on average, per year. The US average is 38 inches of rain per year.”²⁵ So while Golden can see rain on many days of the month, the overall accumulation is limited.

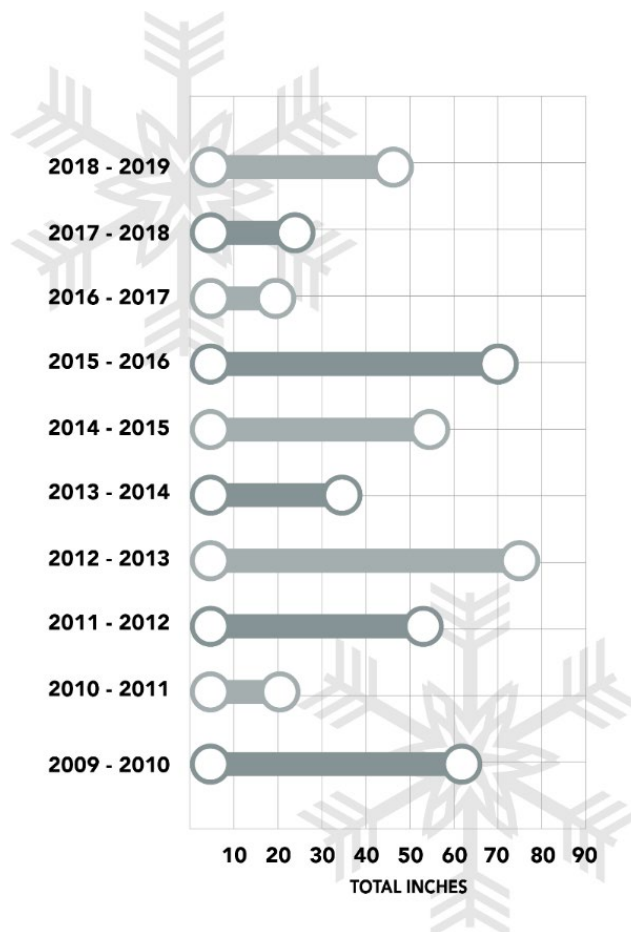


Figure 8. Total Inches of Snow Based on Year in Denver Metro Area. Created by Author. Information from the National Weather Service. <https://www.weather.gov/bou/SeasonalSnowfall>.

²⁵ “Climate in Golden, Colorado,” Best Places, 2016, <https://www.bestplaces.net/climate/city/colorado/golden>.

Figure 8 utilizes seasonal data collected by the National Weather Service that analyzed the annual snow fall accumulation in Denver, Colorado and any city that spans a 20 mile radius from it.²⁶ This 20 mile span includes Golden, Colorado and figure 8, above, analyzes the accumulation over the past ten years. The most snowfall that Golden, Colorado has seen in the past ten years has been in 2012 to 2013 where the area saw almost 80 inches of snow. However, other years such as 2010 to 2011 and 2016 to 2017 might only see an average of about 20 inches of snow that season. This figure shows the variation and fluctuation in accumulation that can occur in Golden, Colorado depending on the given year.

In conclusion, understanding the climate of Golden impacts the overall design for Apex Market. While the facility will mostly be a form of indoor entertainment, some areas outside will be impacted by the environment and weather fluctuations. For example, Apex Park, can vary in visitor numbers depending on the season. Apex Market provides visitors with a reason to venture to Apex Park during the colder months, while also providing a cool break from the heat of the summer when Coloradans are participating in outdoor activities. Colorado's four seasons also allow Apex Market to draw visitors back many times throughout the year to experience a new environmental experience and related activities.

Sun Paths & Averages

The Denver metropolitan area prides itself as being a city with one of the highest rates of sunshine per year. In the 1990s, a marketing campaign claimed that Denver sees 300 days of sunshine per year, however that has proven to be a myth since their study concluded the day to be sunny if the sun was out for only an hour. As technology has improved, so has the data accuracy.

²⁶ US Department of Commerce and NOAA, "Seasonal Snowfall," *National Weather Service*, accessed June 28, 2020, <https://www.weather.gov/bou/SeasonalSnowfall>.

“Based off the National Weather Service definitions, the climate center’s study found that Denver can typically count on having about 115 clear days.”²⁷ While this might feel like a drastic drop in amount of days of sunshine, this still puts Denver in the top ten sunniest cities in the United States.²⁸ Due to Apex Market’s site proximity to Denver, Golden will have relatively similar numbers. However, due to Colorado’s vast amount of sunshine, it is important to understand how this will impact the proposed site.

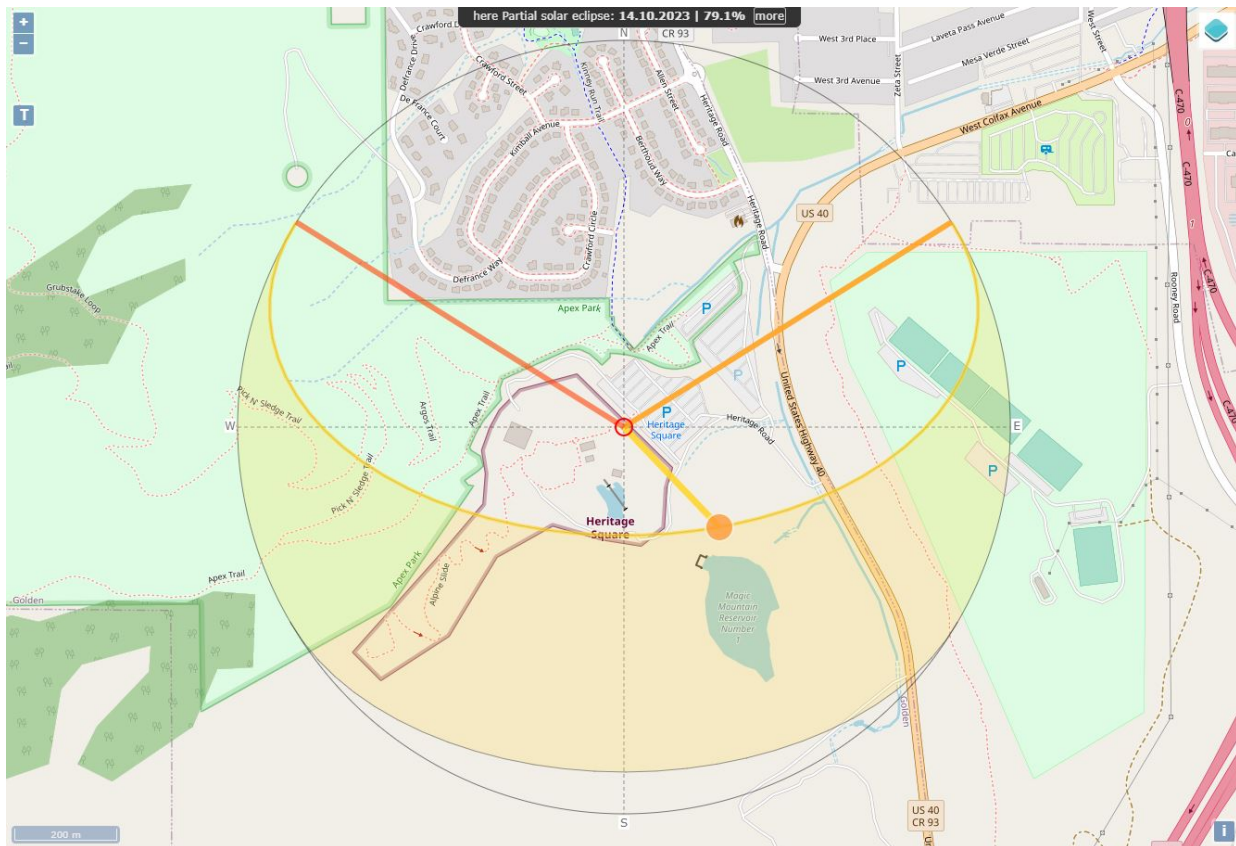


Figure 9. June Sun Path Over Apex Market Site. From SunCalc. <https://www.suncalc.org/#/39.7142,-105.2113,16/2020.06.20/12:00/1/0>.

²⁷ Chris Spears, “Is 300 Days of Sunshine in Colorado a Fact or Just Good Marketing?” *CBS Denver*, May 22, 2015, <https://denver.cbslocal.com/2015/05/22/300-days-of-sun-not-really-just-good-marketing/>.

²⁸ Liz Osborn, “Sunniest US Cities,” Current Results, accessed June 28, 2020, <https://www.currentresults.com/Weather-Extremes/US/sunniest-cities.php>.

The day length and hours of sunlight vary. This year, in Golden, Colorado, “the shortest day is December 21, with 9 hours, 21 minutes of daylight; the longest day is June 20, with 14 hours, 59 minutes of daylight.”²⁹ This makes June the sunniest month. Using these two days with the greatest and shortest amount of sun, sun calculators accurately portray the sun’s position throughout the day in figures 9 and 10. Figure 9, representing June 20, 2020 at noon, shows the 14 hours and 59 minutes of daylight having the sun’s altitude at 69.03 degrees and its azimuth at 136.25 degrees. The calculation also estimates that the shadow will be 0.38 meters, or approximately 1foot 2.9 inches.

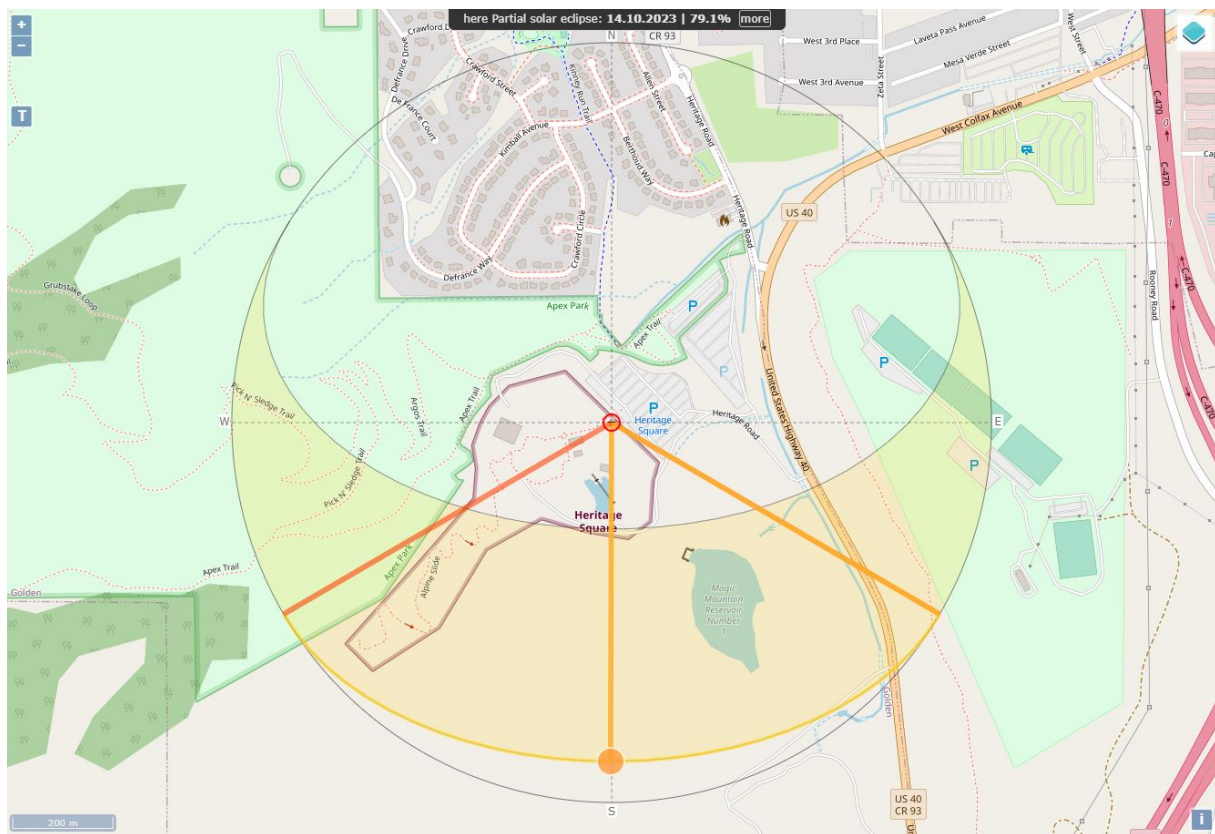


Figure 10. December Sun Path Over Apex Market Site. From SunCalc. <https://www.suncalc.org/#/39.7142,-105.2113,16/2020.12.21/12:00/1/0>.

²⁹ “Average Weather in Golden,” Weather Spark, accessed June 28, 2020, <https://weatherspark.com/y/3539/Average-Weather-in-Golden-Colorado-United-States-Year-Round#Sections-Sun>.

Figure 10 represents the sun's path on the shortest day, December 21, 2020 at noon. With 9 hours and 21 minutes of daylight, the sun's altitude decreases compared to the calculation on June 20 sitting at 26.88 degrees, while the sun's azimuth is 180.18 degrees. Due to the lower altitude of the sun, the shadow length is then impacted. The approximate shadow length, according to the calculation, is 1.97 meters or about 6 feet and 5.5 inches at noon.

This information will help to influence the site blocking and program development for Apex Market based on environmental factors such as the sun's position. If this proposal were to move forward, this is important information to create a more energy efficient design and to ensure the comfort of visitors.

Wind Patterns

Wind patterns are important to analyze when thinking of environmental design considerations for Apex Market. By understanding facts about the wind, such as speed and direction, the overall design of the Apex Market facility can provide a controlled and comfortable experience for its users. In Golden, Colorado, "the windier part of the year lasts for 5.4 months, from November 10 to April 24, with average wind speeds of more than 7.8 miles per hour...The calmer time of year lasts for 6.6 months, from April 24 to November 10."³⁰ However, due to the change in topography, Golden can see variations in wind speeds and direction. Wind direction has the potential to come from any direction and impact Apex Market site. However, in Golden, most of the wind comes from the west.³¹

³⁰ "Average Weather in Golden."

³¹ Ibid.

Surrounding Landscape & Wildlife

Due to the proximity of Apex Park, it is important to note many of the native plant and animal species that should be considered when designing Apex Market. Apex Market has a mission to provide visitors with an authentic Colorado experience and by understanding the natural landscape, the overall grounds of Apex Market will help to sell this idea. It is also important to make sure that Apex Market will not harm the surrounding wildlife that have current habitats at this site. To gather this information, the existing Apex Park was analyzed for foliage and wildlife that could potentially be seen at or near the Apex Market site.

The Colorado foothills have a very distinct landscape that separates it from the Rocky Mountains and the Colorado plains. The foothills provide a mixture of tall grasses found in the plains with a small part of the rocky slopes. While there are many tree species that live in Apex Park, “the tree cover in the park is sporadic so high exposure is likely on the trails within this park.”³² The common tree species found growing in the foothills are “oak, mountain mahogany, juniper, and pinon pine.”³³ During the fall when the leaves change, many of these trees create beautiful colors in the area. Additionally, five minutes away from Apex Market is Red Rocks Amphitheater which creates a unique entertainment venue due to its use of the surrounding natural red rock formations. Finally, “the diversity of terrain also provides a fabulous display of various sun-loving flowers and shrubs”³⁴ that visitors can enjoy. For example, the foothills contain numerous wildflowers that provide another beautiful transition to the surrounding landscape.

³² Michael Horn, “Apex Park,” *One Sun Chaser*, June 29, 2019, <https://onesunchaser.com/2019/06/28/apex-park/>.

³³ John Loeffler and John Dietz, “Colorado - Climate,” *Encyclopedia Britannica*, May 7, 2020, <https://www.britannica.com/place/Colorado-state/Climate>.

³⁴ Shana Fortier, “Discover Wildflowers in Jefferson County,” *Arvada Press*, July 18, 2017, <https://arvadapress.com/stories/discover-wildflowers-in-jefferson-county,251963>.

The Colorado foothills are a home for numerous wildlife species. These species do consist of animals who are not a threat to people and can be found in Jefferson County parks. However, it is common to see other wildlife species who could cause danger to visitors in the area. JCOS has an interactive map where people who have encounters with these potentially dangerous animals can inform others. Their goal is to “strive to balance the protection and preservation of wildlife and their habitat while promoting a safe and positive visitor experience.”³⁵ Data from the map indicates that people who have ventured into the park have seen bears, mountain lions, bobcats, coyotes and rattlesnakes. Some of the other animal species that exist in the Colorado foothills are deer, elk, moose, bison, and numerous bird species. Another species that is protected by Apex Park might be surprising to visitors. The 157 acres in “the northern section of the park houses a protected area for butterflies.”³⁶ This means some butterflies during the spring and summer seasons could be viewed around the Apex Market facility. While all these animal species are common to see in the Colorado area, it is important for Apex Market to have a similar goal to JCOS to inform visitors of these potential interactions to keep visitors and the wildlife safe.

³⁵ “Report Human-Wildlife Interactions,” Jefferson County Colorado Open Space, accessed June 28, 2020, <https://www.jeffco.us/3620/Human-Wildlife-Interactions>.

³⁶ Horn, “Apex Park.”

Cultural Analysis

Introduction

Colorado is an outdoor recreation-based state filled with locals who thrive on a mixture of adventure and the laid-back mountain lifestyle. Historically, a city that was built on the rugged and dangerous hunt for mineral wealth (such as Denver) has developed into a large metropolitan city that has lost some of its mountain-man charm. Smaller towns have been able to keep some of this history alive, but the escalation of urban sprawl is overpowering the natural elements that previously defined the Colorado lifestyle.³⁷ Economic development has ultimately led to the marketing of the “Colorado lifestyle” to attract non-natives to the state. This trend has resulted in Colorado natives becoming a minority of residents. In addition to this migration, over the years Colorado has welcomed many tourists due to its natural beauty, numerous craft breweries and legalized marijuana. This Cultural Analysis will address information on Colorado that guided the theming and creation of Apex Market to ensure its authenticity and to understand what makes Colorado special.

Colorado Gold Rush History

While there were many Spanish and French settlers who moved to Colorado prior to the 1800s, much of present day Colorado began with the Gold Rush. The Colorado Gold Rush began in 1858 shortly after the California Gold Rush. It was previously called the Pikes Peak Gold Rush since Colorado territory was not founded until 1861. The Colorado Gold Rush is popularly known as the “second largest mining excitement in United States history after the California rush” and is

³⁷ Rose Dreisbach, “The Environmental Effects of the Growing CO Population,” *Yellow Scene Magazine*, April 21, 2016, <https://yellowscene.com/2016/04/21/the-environmental-effects-of-the-growing-co-population/>.

the reason for many of the modern day cities in Colorado.³⁸ In fact, Golden, the city where Apex Market is located, was formed during the Colorado Gold Rush era.

In Golden, gold was first discovered in 1859 encouraging many miners to come to the Rocky Mountains. Originally, Golden was named Golden City and “quickly became a supply center for miners going into the mountains and a transportation hub for wagons.”³⁹ This gold industry, and the advancements of many other industries due to the gold rush, allowed Golden City to become the capital of the Colorado territory from 1862 to 1867. However, in 1876 when Colorado became a state, Denver would become Colorado’s capital. Even with this loss, Golden was still prosperous in their endeavors such as education and tourism. Eventually, the Rocky Mountain Railroad was connected to Golden and the city marketed itself as being the Gateway to the Rockies since it is the last town before entering the mountain range. To this day, downtown Golden still has a small town feel with numerous historic buildings from the Gold Rush era making it an informative and charming place to visit. Apex Market will theme parts of the facility based on the Gold Rush to ensure that this time in Colorado history is remembered and celebrated.

Demographics

According to the United States Census Bureau, on July 1, 2019 Colorado had a total population of 5,758,736 residents.⁴⁰ Out of the total population, 49.6% of the people were female and 50.4 % of the population were male. When analyzing the population age percentages, 5.9% were under the age of five, and 22.2% of the population was under the age of 18. Individuals who

³⁸ “The Colorado Gold Rush,” Western Mining History, 2019, <https://westernmininghistory.com/articles/11/page1/>.

³⁹ Kathryn Wirth, “Golden,” *Colorado Encyclopedia*, November 16, 2015, <https://coloradoencyclopedia.org/article/golden>.

⁴⁰ “QuickFacts: Colorado,” *United States Census Bureau*, 2018, <https://www.census.gov/quickfacts/CO>.

were in between the ages of 18 to 64 made up 57.7%, while those who were 65 years and older made up the remaining 14.2% of the population. When analyzing ethnicity, the United States Census Bureau estimated that 67.9% of the population were white alone and 21.7% were from Hispanic origins. The remaining population was 4.6% African American, 3.5% Asian, 1.6% American Indian and 0.2% were Native Hawaiian or Pacific Islander. Colorado's population is highly educated, in fact, 91.4% of the people who are 25 years and older have a high school diploma or higher, and 40.1% of those individuals have a bachelor's degree or higher.

When looking at demographics just in the town of Golden, Colorado, the population estimate from the United States Census Bureau is 20,767 people. 43% of the population is female leaving males to fill the remaining 57%. When analyzing the population's age in Golden, Colorado, 5% are under the age of five and 16% are under the age of 18. Individuals who are between the ages of 18 and 65 make up 69.2% of the population, while those 65 and over make up 10.8%. In this area, 85.2% are white alone and 7.9% are of Hispanic or Latino origins. 3% are of Asian heritage, 1.4% are African American and only 0.6% are American Indian. And finally, when looking at education, 94.4% of the 25 years and older population has a high school diploma or higher, and 55.9% have a bachelor's degree or higher.

While Golden, Colorado has a smaller population, it is important to note that many other cities reside near Golden, meaning Apex Market will not lack visitors. Below, figure 11 shows the population based on the distance in miles from Apex Market. As shown from the diagram, 421,386 people live within a ten mile radius or less from Apex Market. At a radius of 25 miles or less, the population skyrockets to a total of 2,328,089 people. Additionally, 3,948,096 people live less than 100 miles away, 4,814,912 people live less than 200 miles away and finally 5,927,093 people live within a 300 mile radius or less from Apex Market.

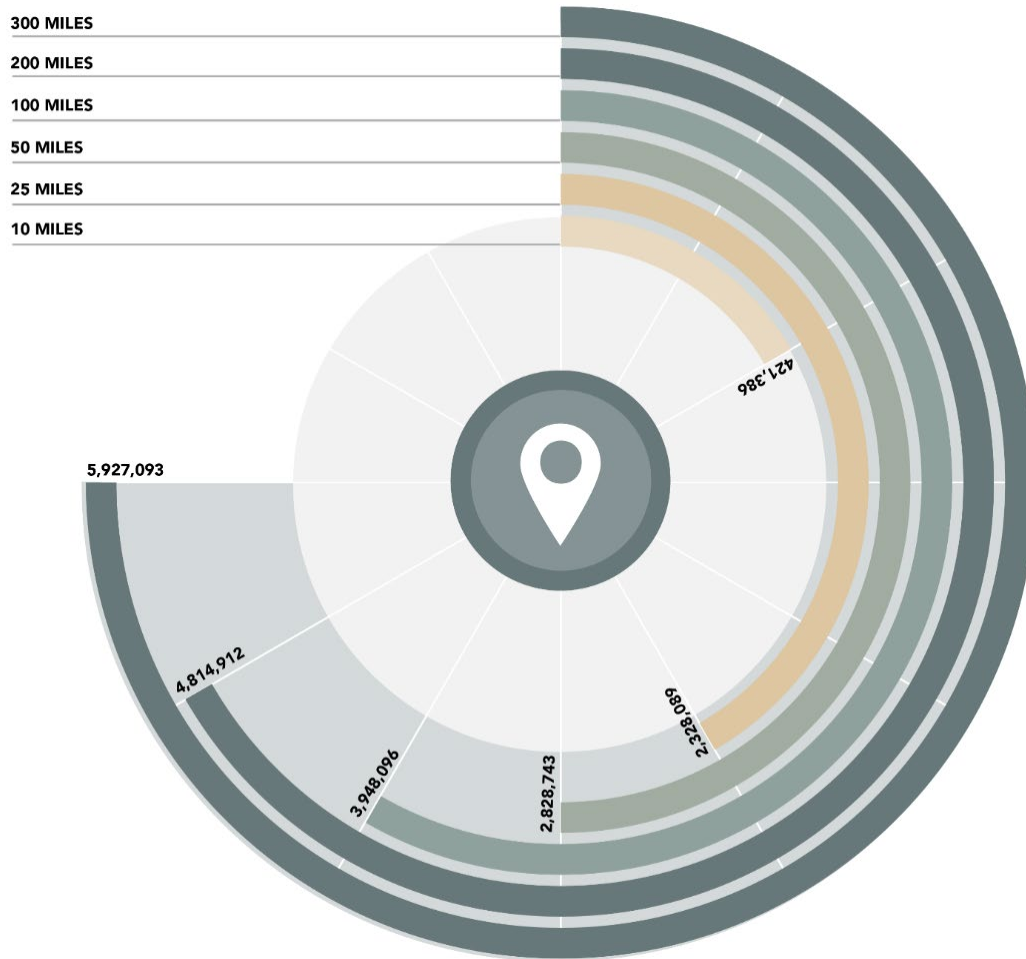


Figure 11. Population Based on Miles from Apex Market Site. Created by Author. Information from Free Map Tools. <https://www.freemaptools.com/find-population.htm>.

Finally, this demographic analysis will summarize the percentage of Colorado natives compared to Colorado residents who were born in other states and regions. A Colorado native is someone who was born and raised on Colorado land. Elizabeth Garner, the state demographer, “found that 47 percent of the population in Colorado are native.”⁴¹ While this might seem like a large percentage of the population, 43 other states have more natives than Colorado. This rarity of the true Colorado native is one of the reasons as to why they are recognized throughout the state.

⁴¹ Carl Bilek, “Being a Colorado Native Is a Big Deal. So How Many Are There, Actually?” *CPR News*, January 17, 2019, <https://www.cpr.org/2019/01/17/being-a-colorado-native-is-a-big-deal-so-how-many-are-there-actually/>.

The design of Apex Market will add elements natives would consider to be true to the Colorado lifestyle to provide an authentic Colorado experience for all.

Tourism

While natives and locals are a key audience for Apex Market, it is important to understand Colorado’s tourism industry since many of its visitors will be tourists. In fact, “tourism is one of the largest industries in the State of Colorado.”⁴² Tourists that are welcomed into the state help to advance many other industries and will help to stimulate the success of Apex Market. Colorado tourism statistics from the Colorado Tourism Office (CTO), found that “In 2018, Colorado attracted a record 85.2 million visitors, plus more than 1 million international visitors, who collectively spent \$22.3 billion and generated \$1.37 billion in state and local taxes.”⁴³ Out of the \$22.3 billion generated, Denver made up \$6.5 billion of that. Figures 12 and 13 will address additional statistics on those traveling in and around the Denver metro area, which includes downtown Golden and Apex Market.

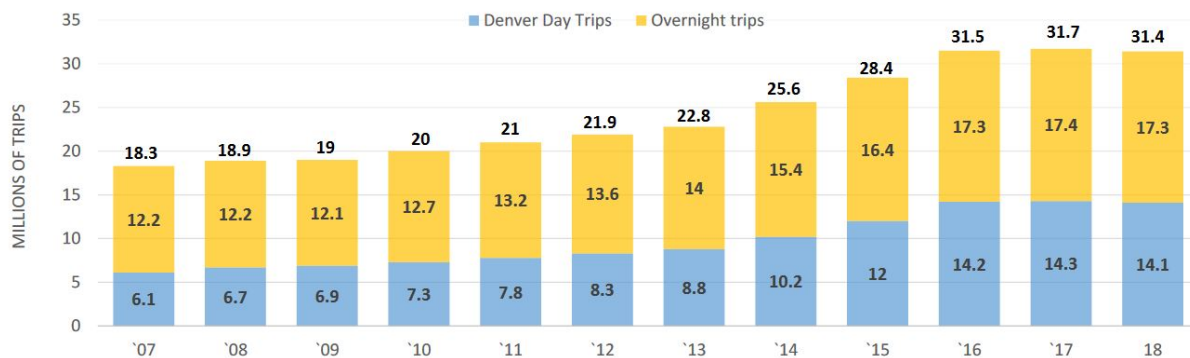


Figure 12. Day & Overnight Trips in Denver Area Based on Year. From Visit Denver: Denver 2018 Travel Year. https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/denver/Longwoods_Visitor_Research_2018_e0f34eb9-5e9f-4470-9eab-882eca9fad93.pdf.

⁴² “Tourism Pays for Colorado,” Denver The Mile High City, accessed June 28, 2020, <https://www.denver.org/tourism-pays/tourism-pays-for-colorado/>.

⁴³ “Why Tourism Matters,” *Colorado Tourism Office*, accessed June 28, 2020, <https://industry.colorado.com/why-tourism-matters-0>.

Figure 12 categorizes the Denver tourists that added to this record spending based on day trips and overnight trips. It represents the amount of day and overnight trips in Colorado over the past ten years while also totaling the millions of tourists who visit the area. As noted, 31.4 million trips were taken in Denver during 2018. Out of that 31.4 million trips, 17.3 million of those trips were overnight trips, while 14.1 million were day trips to Denver.

Additionally, the CTO analyzed the difference in spending of overnight visitors compared to those who visit just for a day. According to the CTO, out of the \$6.5 billion spent in Denver, 86% of it was funded by visitors who stayed overnight.⁴⁴ This accounts for \$5.6 billion out of the \$6.5 billion yearly total.

In addition to understanding the breakdown of visitor length and spending, the CTO also analyzed overnight visitor spending based on the specific industry. This is important because “the money that visitors spend on various goods and services while in Colorado produces business receipts at these firms, which in turn generate earnings and employment for Colorado residents.”⁴⁵ Below, figure 13 summarizes that visitors spent most of their money on accommodations totaling \$1,742 million or 31% of the total spending. The second largest industry overnight tourists spent their money on was in transportation where it made up 28% of the overall spending or \$1,562 million. Overnight tourists then followed with spending 19% on food and beverages, 12% on retail and finally 10% on recreation. When looking at the numbers instead of the percentages, overnight tourists totaled \$1,086 million on eating and drinking, \$660 million on retail and finally \$535

⁴⁴ “Tourism Pays for Colorado.”

⁴⁵ Dean Runyan Associates, “Colorado Travel Impacts 2000-2018p,” *Colorado Tourism Office*, 2019, <https://industry.colorado.com/sites/default/files/COImp%20-%20with%20National.pdf>.

million on recreation. Apex Market will provide all five of these industries for visitors in its one facility.

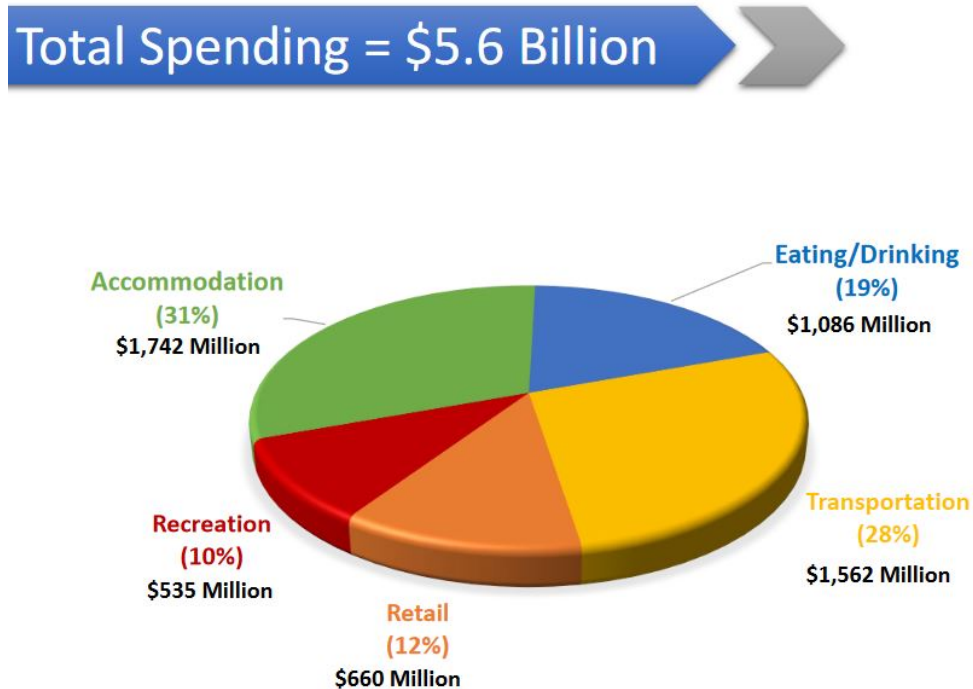


Figure 13. 2018 Total Spending Based on Industry in Denver Area. From Visit Denver. https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/denver/Longwoods_Visitor_Research_2018_e0f34eb9-5e9f-4470-9eab-882eca9fad93.pdf.

It is important to understand factors that drive Colorado tourism. According to the CTO Director Cathy Ritter, “more and more travelers, especially Millennials and GenXer’s, are reporting that a destination’s sustainability practices are important in their choice of where to vacation.”⁴⁶ The CTO was able to confirm this for other generations too, as their study found that “travelers across the country chose Colorado as the top-ranked destination for protecting and preserving its natural resources.”⁴⁷ Apex Market will incorporate recycled materials and

⁴⁶ “Colorado Tourism Sets All-Time Visitor Spending Record in 2018,” *Colorado Tourism Office*, 2018, <https://www.colorado.com/news/colorado-tourism-sets-all-time-visitor-spending-record-2018>.

⁴⁷ Ibid.

alternative energy sources to protect the natural beauty of the connecting Apex Park, and to appeal to these sustainable travelers.

Health & Environmental Concerns

Many Colorado residents are outdoor recreation enthusiasts who care deeply about the overall wellbeing of the environment and their overall health. In fact, a recent study “named Colorado as the healthiest state in the country. Not only that, but Colorado women are also ranked healthiest in the nation, and Colorado men are named second healthiest.”⁴⁸ There are many reasons as to why Colorado residents may continue to be at the top of the list of healthiest people. For one, Coloradans have easy access to get to outside recreation, and the state encourages people to get outdoors. For example, many residents bike to work due to the “bike-friendly attitude reflected statewide: the League of American Bicyclists ranked Colorado as the seventh best state in the nation for bicycling in 2015, citing its high percentage of bike commuters and cyclist-friendly laws.”⁴⁹ Other high adventure activities include rock climbing, kayaking, mountain climbing, skiing, hunting, fishing and much more.

Another reason for Colorado’s fit residents is the desire and ease of access for higher quality and healthier food alternatives. This can be seen in the numerous farmers markets and organic farms in the state. “Colorado is home to 270 individual certified organic farms and ranches statewide. That’s over 161,000 acres of organic farmland, and access to locally grown organic food.”⁵⁰ This idea has led to a large trend called farm to table. Farm to table is the idea that

⁴⁸ Nate Wilde, “Colorado Named Healthiest State in America,” *95 Rock KKNN*, February 6, 2020, <https://95rockfm.com/colorado-named-healthiest-state-in-america/>.

⁴⁹ RootsRated For Colorado, “How and Why Colorado Continues to Be the Fittest State in the Country,” *Colorado Office of Economic Development & International Trade*, December 27, 2016, <https://choosecolorado.com/how-and-why-colorado-continues-to-be-the-fittest-state-in-the-country/>.

⁵⁰ Ibid.

restaurants and markets get their food from local farmers. This is more sustainable since “the produce doesn't have to be shipped long distances, meaning less time on a truck and fewer greenhouse gases going into the atmosphere.”⁵¹ Many Coloradans feel passionate about this and even focus their food sources from places that practice farm to table.

Additionally, this idea of creating not only a healthy community, but also a healthy environment can be seen in the concerns of Colorado voters. For example, “in Colorado, 77 percent of voters say climate change is a serious problem — the highest in the region.”⁵² The passion for environmental concern and sustainable initiatives is apparent throughout the state and probably due to the fact that Coloradans spend a majority of time outdoors. Not every state feels as deeply on environmental concerns like Colorado, making this very important information for Apex Market to understand sustainable practices, as well as to reduce its impact on Apex Park.

Beer Industry

The beer industry is significant to many Coloradans and has been since the “industry was built during the mid-19th century gold rush.”⁵³ So much so that Apex Market will incorporate a craft brewery at the highest point of its site. To enhance the design for the brewery at Apex Market, this section will emphasize the importance of the Colorado beer industry and its historical and financial significance.

Colorado is one of the top producers of beer in the United States. In fact, a 2019 study found that “Colorado is the third largest producer of craft beer in the country, making 1,522,834

⁵¹ Richard Traylor, “Farm to Table: A Movement for Local and Organic Food,” *Webstaurant Store Blog*, 2015, accessed June 15, 2020, <https://www.webstaurantstore.com/blog/postdetails.cfm?post=1532>.

⁵² Audrey Wheeler, “Concern About Climate Change Hits Record High in Colorado,” *Conservation Colorado*, February 12, 2019, <https://conservationco.org/2019/02/12/blog-concern-about-climate-change/>.

⁵³ John Frank, “Colorado’s Forgotten Beer Boom 160 Years Ago Shows Parallels to Today’s Industry,” *The Colorado Sun*, May 17, 2019, <https://coloradosun.com/2019/05/17/history-colorado-beer-here-exhibit/>.

barrels of suds annually.”⁵⁴ Some of the most notable craft brewers in Colorado are New Belgium Brewing Company, Odell Brewing Company, Great Divide Brewing and Left Hand Brewing. “Craft brewers are defined by the trade association as ‘small, independent and traditional,’ with annual production of no more than 6 million barrels.”⁵⁵ While Colorado is home to hundreds of craft breweries, Coors brewery is one of Colorado’s most famous and largest regional brewers.

Coors Brewery is one of Golden’s most notable breweries and is near Apex Market. This brewery was founded by Adolf Coors who “stowed away on a ship from Germany in 1868 and made his way west.”⁵⁶ His goal was to find water that was good enough in quality to begin his brewery and found this in Golden, Colorado in 1873. The numerous miners who traveled in and out of Golden aided in its success until Prohibition. However, even with the impact of Prohibition, “Coors stayed in business by making near beer (nonalcoholic beer) and malted milk.”⁵⁷ These endeavors allowed it to stay in business and reopen its brewery at the end of Prohibition. “Over the years, it became one of the largest manufacturers of beer in the U.S., and was family-owned until 2006. But some things never change: Coors still uses the same 44 natural springs that dot the company property to brew its beverages.”⁵⁸ Another impressive fact is that the “beautiful copper brewhouse, is the largest single site brewery site in the world, with the capacity to produce approximately 20 million barrels of beer per year.”⁵⁹ This popularity and impact has allowed Coors

⁵⁴ Kaitlyn Bancroft, “Colorado’s Craft Beer Industry Isn’t Pint-Sized; Find out Where It Rates Compared with Other States,” *The Denver Post*, July 12, 2019, <https://www.denverpost.com/2019/07/12/colorado-craft-beer-production/>.

⁵⁵ Alicia Wallace, “Coloradans Consume Craft Beer at Twice the Rate of the Rest of Nation,” *The Denver Post*, March 22, 2016, <https://www.denverpost.com/2016/03/22/coloradans-consume-craft-beer-at-twice-the-rate-of-the-rest-of-nation/>.

⁵⁶ “History,” *Molson Coors Beverage Company*, accessed June 17, 2020, <https://www.molsoncoors.com/about/history>.

⁵⁷ Keith Villa, “The Oxford Companion to Beer Definition of Coors Brewing Company,” *Craft Beer & Brewing*, accessed June 28, 2020, <https://beerandbrewing.com/dictionary/LCwkAkknbS/>.

⁵⁸ “History of Beer in Denver, Colorado,” Denver The Mile High City, accessed June 28, 2020, <https://www.denver.org/about-denver/denver-history/denver-beer-history/>.

⁵⁹ Villa, “The Oxford Companion to Beer Definition of Coors Brewing Company.”

Brewery to become a favorite among Colorado tourists who can visit for a brewery tour, or locals who have always treasured their Colorado beer.

Due to the numerous breweries that reside in Colorado, it is no surprise that Coloradans consume more beer compared to other states. In fact, a 2016 study found that “Coloradans consume craft beer at twice the rate of the rest of the nation.”⁶⁰ This statistic alone helps to validate the importance of a brewery at Apex Market. The brewery at Apex Market will work to bring many local beers from the surrounding craft and regional brewers to positively impact the Colorado beer industry, and to provide an authentic Colorado experience with each sip.

Cannabis

Colorado is famous for being the first state to legalize the private consumption of marijuana in 2012. Private consumption means that marijuana was only allowed to be enjoyed in homes or venues on private property. Even with this regulation, many tourists were traveling to Colorado to take part. While very controversial, the sales from marijuana sold in Colorado go towards “the state’s general reserve fund, as well as education and health care, including mental health services, and youth drug-prevention programs.”⁶¹ And it was concluded in 2019, that Colorado has now made over \$1 billion in revenue from the time of legalization, helping with many aspects to the Colorado economy.⁶²

Since Colorado’s first legalization of recreational marijuana, many states have begun to follow suit. In fact, ten other states, have legalized recreational marijuana. According to an article by CBS News, “several states are expected to vote on recreational marijuana use measures in 2020,

⁶⁰ Wallace, “Coloradans Consume Craft Beer at Twice the Rate of the Rest of Nation.”

⁶¹ Eric Rosenbaum, “Colorado Passes \$1 Billion in Marijuana State Revenue,” *CNBC*, June 12, 2019, <https://www.cnbc.com/2019/06/12/colorado-passes-1-billion-in-marijuana-state-revenue.html>.

⁶² *Ibid.*

while others are preparing similar legislation.”⁶³ However, until all states legalize the consumption, Colorado will still have many tourists looking to visit for the enjoyment of recreational marijuana and the significant industry that has developed around cannabis, including CBD, edibles and hemp products.

It is important to note that the legislation in Colorado is expanding to now allow for cannabis lounges, cafes, and the ability to be consumed in social settings. Due to the popularity and legalization of marijuana in Colorado, the goal is to create a designated social cannabis lounge at Apex Market to capture the appeal and economic benefit to the visiting tourists and locals who choose to partake in this activity. While Apex Market will celebrate in Colorado’s historical past, it is also just as important to understand the future trends of the state in the present day. Marijuana is a recent addition to Colorado culture that is most likely here to stay.

Conclusion

The cultural and statistical information gathered in this Cultural Analysis section will help in creating an authentic Colorado experience for locals and tourists. The understanding, significance, and historical origins of many of these Colorado based activities, will help to attract visitors to the site. With this research, Apex Market will work to create a sustainable experience that provides a program that fits well with the Colorado local community and meets expectations from visiting tourists.

⁶³ Audrey McNamara, “These States Now Have Legal Weed, and Which States Could Follow Suit in 2020,” *CBS News*, 2020, <https://www.cbsnews.com/news/where-is-marijuana-legal-in-2020-illinois-joins-10-other-states-legalizing-recreational-pot-2020-01-01/>.

Case Studies

Introduction

This section analyzes relevant case studies to gather information and research on existing experiences that are like the Apex Market project proposal. While summarizing these case studies, this section will also analyze parts of the project that relate to or differentiate from this proposal.

Ponce City Market

Ponce City Market is a mixed-use facility located in Atlanta, Georgia that was redesigned in 2011. Originally a Sears, Roebuck & Co. distribution center, the building was reimaged by S9 Architecture to create the multi-use community center it is today. The main goal was to turn the facility “into a mixed-use development that would feature retail, restaurants and food stalls, office space, high-end apartments.”⁶⁴ While creating an urban setting for the community, it was also important for S9 Architecture to keep in mind the previous history of the building. Much of this history can be seen in the interior design of the complex with its industrial aesthetic and original architectural elements, such as columns and freight elevators.

Ponce City Market has four levels all designed for a specific use. The first and second level are mostly made up of retail and the food hall. Level three acts as the connection to the BeltLine, and level four is called The Roof and provides visitors with a view deck overlooking the Atlanta skyline. On this level, activities include sit down dining and an amusement park called Skyline Park that incorporates miniature golf and amusement games. S9 Architecture nicely summarizes the overall experience by addressing that “a double-height marketplace acts as a gathering place

⁶⁴ Atlanta Journal Constitution Staff, “Everything You Need to Know about Ponce City Market,” *The Atlanta Journal- Constitution*, January 9, 2020, <https://www.ajc.com/lifestyles/everything-you-need-know-about-ponce-city-market/HEv1g4gO3eDVbYzpaMNERL/>.

packed with local food and boutiques, while on the roof, an adult amusement park offers vintage carnival games and panoramic vistas.”⁶⁵ While it seems most of the community can enjoy this urban addition, the edgier atmosphere and activities cater to an adult-centered audience.

One of the most unique parts about Ponce City Market is its connection to the Atlanta BeltLine. The Atlanta BeltLine is a 22 mile path that provides a new form of access for the community and city to connect. Like Ponce City Market, the BeltLine project focused on revitalization for a part of the community, however rather than a building, the BeltLine was redesigned out of railways that were no longer in use. “A public courtyard, passageway, trestle and bridge excavated from the existing structure provide moments of discovery, add public green space, and establish pedestrian and bicycle access from the street-scape to the elevated BeltLine.”⁶⁶ Whether it be on bike or foot, many visitors each week take advantage of the BeltLine and the connecting Ponce City Market accessible by the path.

Many aspects of Ponce City Market provided inspiration for Apex Market. This inspiration was found in the connection to its history, outdoor access, mixed-use program, and an adult-targeted audience. To explain further, the Apex Market site will follow suit by taking into consideration the historical significance of its vast entertainment history. Also, Apex Market will have outdoor access through its connection to Apex Park, like Ponce City Market has to the BeltLine. Finally, Apex Market gained most of its inspiration from the Ponce City Market program and its adult-centered audience. For example, Apex Market incorporates the design of a mixed-use experience, including a food hall, brewery, retail shops, hotel, miniature golf and much more. While some of these activities could appeal to families, the aesthetic (like Ponce City Market) will provide a more upscale experience that is mostly designed with adults in mind.

⁶⁵ “Ponce City Market, Atlanta,” *S9Architecture*, accessed June 28, 2020, <http://s9architecture.com/work#/ponce/>.

⁶⁶ *Ibid.*



Figure 14. Ponce City Market. From Ponce City Market. <https://poncecitymarket.com/library/>.

Gaylord Rockies Resort and Convention Center

The Gaylord Rockies Resort and Convention Center (“Gaylord Rockies”) is a new development located in Aurora, Colorado that opened to the public in 2018. The development involved collaboration between four different companies including RIDA Development Corporation, WELBRO Building Corporation, Mortenson Construction and HKS Architects.⁶⁷ This massive complex consists of 1501 rooms in the resort and a convention center that has almost 500,000 square feet of usable space. In addition to the resort and convention center, the facility also incorporates a spa, indoor and outdoor waterpark, numerous dining options and is currently developing an expansion for a retail village. While it has a very large scope, the theming and

⁶⁷ Sean O’Keefe, “Gaylord Rockies: Stretches the Imagination,” *Colorado Real Estate Journal*, December 3, 2018, <https://crej.com/news/gaylord-rockies-stretches-the-imagination/>.

activities are solely meant for tourists who do not have time to see the natural Colorado beauty. This is also reinforced by its location adjacent to the Denver International Airport (DIA). Before this new development, the closest convention center for tourists or business professionals was 24 miles away on a congested highway. While Gaylord Rockies is a good option for business professionals, its ability to fully immerse people into Colorado's culture and nature is very surface level.

Architecture, landscape architecture and interior design were three parts of the design process that were taken on by HKS Architects from their Dallas, Texas office. Overall, the design was inspired by the natural beauty of Colorado and can be seen in some of the design decisions. Architecturally, "the Gaylord Rockies' façade is designed to imbue a high-alpine aura, reminiscent of a slopeside mountain lodge with steep-pitched roofs, stout stone base and stucco surface."⁶⁸ However, even with a design to resemble Colorado nature, visitors could not be farther from it as the facility is in the middle of a built up area to support the airport. This is one way Apex Market will stand apart from this corporate-like convention center.

Like Gaylord Rockies, Apex Market will provide a mixed-use indoor-outdoor program themed around Colorado culture, lifestyle, and nature. The mixed-use facility incorporates many of the same areas to the convention center including a resort, retail, dining, and spa. However, Apex Market will have many distinctions that help it stand apart from Gaylord Rockies. One of the largest differentiating factors is the audience and estimated visitor demographic. Due to the Gaylord Rockies Resort and Convention Center's proximity to DIA, "the resort will be ideally situated for both business and leisure travelers" and will appeal less to locals.⁶⁹ Unlike Gaylord

⁶⁸ Ibid.

⁶⁹ "Gaylord Rockies Resort and Convention Center," *Aurora Economic Development Council*, accessed June 28, 2020, <http://www.auroraedc.com/About-Us/Gaylord-Rockies-Resort-and-Convention-Center.aspx>.

Rockies, Apex Market will appeal to travelers and locals due to its proximity to some of the most popular attractions in Colorado, and its authentic Colorado experience surrounded by the natural beauty of the foothills. This will be enhanced through the design and program. Most of the Gaylord Rockies is made up of areas that appeal to tourists such as the hotel and convention center. Apex Market will have equal parts entertainment and resort to make sure locals and day visitors have many options to choose from. Gaylord Rockies also appeals more to families or business professionals, while Apex Market creates a hip and upscale environment that will attract adults looking for entertainment. Regardless, Gaylord Rockies is surrounded by the airport, while Apex Market puts visitors right in the center of the desired Colorado landscape.

Additionally, Gaylord Rockies has a traditional feel to an alpine village while Apex Market will have an edgier vibe to fit with the adult-targeted audience. This is achieved by incorporating a mountain chic interior with an industrial edge to connect the modern side of Denver with the beautiful Rocky Mountains. However, to reiterate, the largest and most important differentiating factor will be that Apex Market will immerse its visitors into the natural beauty of Colorado instead of trying to recreate it.



Figure 15. Gaylord Rockies. From Ryman Hospitality Properties. <https://www.rymanhp.com/property/gaylord-rockies/>.

Relative Research

Introduction

There are many theories for interior designers to consider which impact various design decisions. “Interior design criticism and interior design practice require theories of understanding through analogies, theoretical ideas and traditions or precedents which explain and structure judgment.”⁷⁰ Understanding these theories helps to create a well thought out design for the user, which in turn can influence their mood, productivity or even their health. Therefore, this Relative Research section will analyze certain interior design theories that will be referenced and incorporated into Apex Market to ensure a well thought out design.

Nature-Based Design

Nature-based design is the incorporation of natural elements into indoor spaces and can also be related to the nature-inspired design theory and biophilic design. “Biophilic design is derived from the term biophilia, which describes humans’ innate connection and affinity towards the natural world.”⁷¹ This can be achieved by incorporating natural forms, patterns, materials, colors, daylight, and/or plant life into an indoor environment. For example, the use of green walls, natural woods and large windows can bring the outdoors into an indoor space to achieve numerous benefits from applying nature-based design principles.

There are many benefits for users of a space when an interior designer understands and incorporates the nature-based design theory. For example, “research increasingly shows that

⁷⁰ Patricia L. Eidson, “Critical Thinking: Elements of Interior Design Theory,” *Journal of Interior Design* 12, no. 2 (1986): 19–24, https://www.academia.edu/3478192/Critical_Thinking_Elements_of_Interior_Design_Theory.

⁷¹ Paula Przybylski, “Beyond Biophilic Design: How to Operate Natural Buildings,” FacilitiesNet, February 4, 2020, <https://www.facilitiesnet.com/green/article/Beyond-Biophilic-Design-How-to-Operate-Natural-Buildings--18789>.

nature-based design has the potential to reduce stress in all kinds of built environments.”⁷² The reduced stress in turn provides a positive mood for users of the space. This idea can be seen in the workplace, as employers use nature-based design to benefit the physical and emotional well-being of their employees. Other benefits are improved health, increased productivity, greater focus, as well as a decrease in fatigue. “The research makes a strong case for improving human capacity, overall wellness, and job-specific functions that results in a variety of benefits for those working or operating in biophilically designed spaces.”⁷³ Additionally, nature-based and biophilic design elements have proven beneficial and impactful to users in other types of spaces such as healing, educational or even in social settings. “Social gathering spaces and lounge areas are a perfect match for biophilic design. In these shared spaces, biophilia fosters connectivity. Occupants feel welcome, relaxed and are more likely to be social.”⁷⁴ This can also be seen in the design of hospitality spaces. “Hotel lobbies with a high presence of biophilic design, it was found, had a far higher rate of occupation and use.”⁷⁵ An increase in use and occupation will in turn benefit the economic and financial success of the project.

A research article about the economic benefits to biophilic design by Terrapin Bright Green found that, “incorporating nature into the built environment is not just a luxury, but a sound economic investment in health and productivity, based on well-researched neurological and

⁷² “Nature-Based Design,” *Herman Miller, Inc.*, 2011, <https://www.hermanmiller.com/research/categories/white-papers/nature-based-design-the-new-green/>.

⁷³ Zack Sterkenberg, “Why Biophilia Matters,” *Ambius*, October 21, 2017, <https://www.ambius.com/blog/why-biophilia-matters/>.

⁷⁴ Kristine DeMaria, “Biophilia and Interior Design: Creating a Multi-Sensorial Experience,” *TerraMai*, May 22, 2018, <https://www.terramai.com/blog/biophilia-interior-design-create-multi-sensorial-experience/>.

⁷⁵ Oliver Heath, “Biophilic Design Improving the Hospitality Experience – Hobo Hotel Stockholm, Case Study,” *Interface*, December 20, 2018, <https://blog.interface.com/en-au/biophilic-design-improving-hospitality-experience/>.

physiological evidence.”⁷⁶ Their research helps to prove to business owners and designers that the benefits of biophilic and nature-based design go farther than just benefiting employees and visitors. One example in the research article references a study that was based on retail. Participants in the study were shown different images of retail spaces. These images portrayed designs that incorporated biophilia and those without. “When shown images of greener retail settings, respondents indicated that an acceptable price to pay was 20% higher for an item in convenient shopping (e.g., a sandwich for lunch), 25% higher for general shopping (e.g., a new jacket or watch), and 15% more for specialty shopping (e.g., a gift for a family member).”⁷⁷ This demonstrates the financial benefits may outweigh the cost of incorporating nature-based design principles.

Even without acknowledging its financial and wellbeing benefits, this theory is important to the development of Apex Market to ensure a similar aesthetic to its residing Apex Park and the other natural wonders of Colorado. By incorporating some nature-based design principles into the large multi-use program of Apex Market, each space will create a uniform look, while still allowing each area to stick to its unique theme and overall design concept. However, the best reason for Apex Market to incorporate this design theory into the overall design is due to the many benefits it can provide to multi-use spaces. Nature-based design will aid in visitors’ and employees’ mood to enhance the economic success of Apex Market while creating an increase in community engagement with social encouragement.

⁷⁶ “The Economics of Biophilia: Why Designing with Nature in Mind Makes Financial Sense,” *Terrapin Bright Green LLC*, 2015, https://www.lbhf.gov.uk/sites/default/files/section_attachments/the_economics_of_biophilia_-_why_designing_with_nature_in_mind_makes_financial_sense.pdf.

⁷⁷ Ibid.

Third Place Theory

The third place theory was originated by sociologist Ray Oldenburg in 1989. Oldenburg defined third places as a “face-to-face phenomena”⁷⁸ that is “a public, social place outside of home and work.”⁷⁹ The goal of a third place is to provide a sense of community and connection that home or work might not be able to provide. This is because work can be more of a structured environment and home is normally a private space. However, a third place creates a relaxed atmosphere that allows community members to interact in social conversation. Some examples of this could be a coffee shop, library or even a bar. Another important part of a third place is its acceptance and equality for everyone to create an inclusive community gathering space. “In its design, vibe, clientele, and intellectual environment, a third place is a welcoming space that cultivates essential social experiences in the company of like-minded people.”⁸⁰ A third place needs to provide activities that are affordable for all while still giving a sense of community and connection between all social classes. This creates an atmosphere made of unique individuals from a diverse community instead of just one group.

Many large corporations such as Starbucks consider themselves to be a third place to advertise their ability to be inclusive to all people. However, some feel that “instead of corporations vying to become ‘the’ third place in cities, a wider array of public third places could be designed to be inclusive from the start.”⁸¹ If the community were able to create their own third place, it would help to develop a gathering space that is designed specifically for their community. An

⁷⁸ “Q + A with Ray Oldenburg,” *Steelcase, Inc.*, January 8, 2015, <https://www.steelcase.com/research/articles/topics/design-q-a/q-ray-oldenburg/>.

⁷⁹ Ibid.

⁸⁰ Johnny Dzuback, “What Is Third Place and Why Do You Need One?” *Art of Charm*, April 8, 2015, <https://theartofcharm.com/art-of-personal-development/what-is-a-third-place-and-why-do-you-need-one/>.

⁸¹ Diana Budds, “It’s Time to Take Back Third Places,” *Curbed*, May 31, 2018, <https://www.curbed.com/2018/5/31/17414768/starbucks-third-place-bathroom-public>.

article by the Interior Design Editors Council states that “As the culture, ambiance, and ‘brand’ of a third place evolves, it has also been suggested that these places should reflect the communities in which they are located.”⁸² Many large corporate companies cannot provide enough distinction from location to location to resemble a specific group of people.

Third places are essential for many communities, and interior designers can determine the success of a third place based on their design. For example, to be inclusive for all, it is important to follow certain accessibility standards as well as create a welcoming and comfortable environment. This can be achieved from the selection of furniture, materials, colors, and layout. To provide a space that encourages socialization and communication, furniture should be placed accordingly to motivate this type of behavior. While it is important to understand how to encourage a third space, much of it depends on the overall program of the facility. For example, allowing guests to use free WIFI or the restroom without being forced to make a purchase creates an inclusive environment.

While certain areas in Apex Market, like the resort, provide a more private space, much of the facility is conceptualized to be a third place. The goal is to provide an authentic Colorado experience that incorporates a gathering space for locals and tourists while providing an inclusive environment. This can be achieved by a singular and free entrance since “those who visit third spaces should feel free to choose how they spend their time there.”⁸³ This also limits any pressure on purchasing a good to partake in the comradery. Some of the main areas at Apex Market that

⁸² Sarah Kibler and Lisa Waxman, “The Impact of Branding on the Third Place Environment,” *Interior Design Educators Council*, 2020, <https://www.idec.org/i4a/pages/index.cfm?pageID=4146>.

⁸³ Axis, “Creating Third Space, Focus on Communication, Accessibility and Accommodation,” *Coolstuff Studios*, July 11, 2016, <http://coolstuffstudios.com/blog/creating-a-successful-third-space-focus-on-communication-accessibility-and-accommodation/>.

can work as a third place are the food hall, brewery, and coffee shop. These areas will provide different cost levels to allow all social classes to partake. The idea of third place will also be seen in the interior design by creating a comfortable environment that creates accessible areas to inspire community engagement and conversation. While Apex Market will be a larger third place, it will achieve a design made specifically for the Colorado culture and community.

Design Proposal

Introduction

This Design Proposal will introduce design decisions for Apex Market based on the previous sections that outlined the location's history, site analysis, cultural analysis, case studies and relative research. Providing a conceptual look into the development and design of the proposed facility, it includes a main logo, site diagrams, and numerous renderings to advise design aesthetic and suggestions for Apex Market if the proposal were to move forward with Jefferson County Open Space (JCOS).

Logo Design



Figure 16. Apex Market Logo. Created by Author.

Due to the existing Apex Park, Apex Market will work to be a valuable addition to the already popular area. To encourage the connection between the two, Apex Market will also use the term Apex. Since Apex Park does not have a logo, this logo for Apex Market can be used as a brand extension between the two. Therefore, the Apex wording is more prominent than the word Market so Apex Park could change the market wording to support the brand alliance. In addition, the mountains that come from the bottom of the Apex show the connection of nature at Apex Park to the mostly indoor facility. The negative space of the logo forms a full mountain scape and even

provides a visual of a snowy peak when on a white background. Lastly, the sharp edges on the mountain range express the adult-centered activities and aesthetic at Apex Market.

Site Diagrams & Program

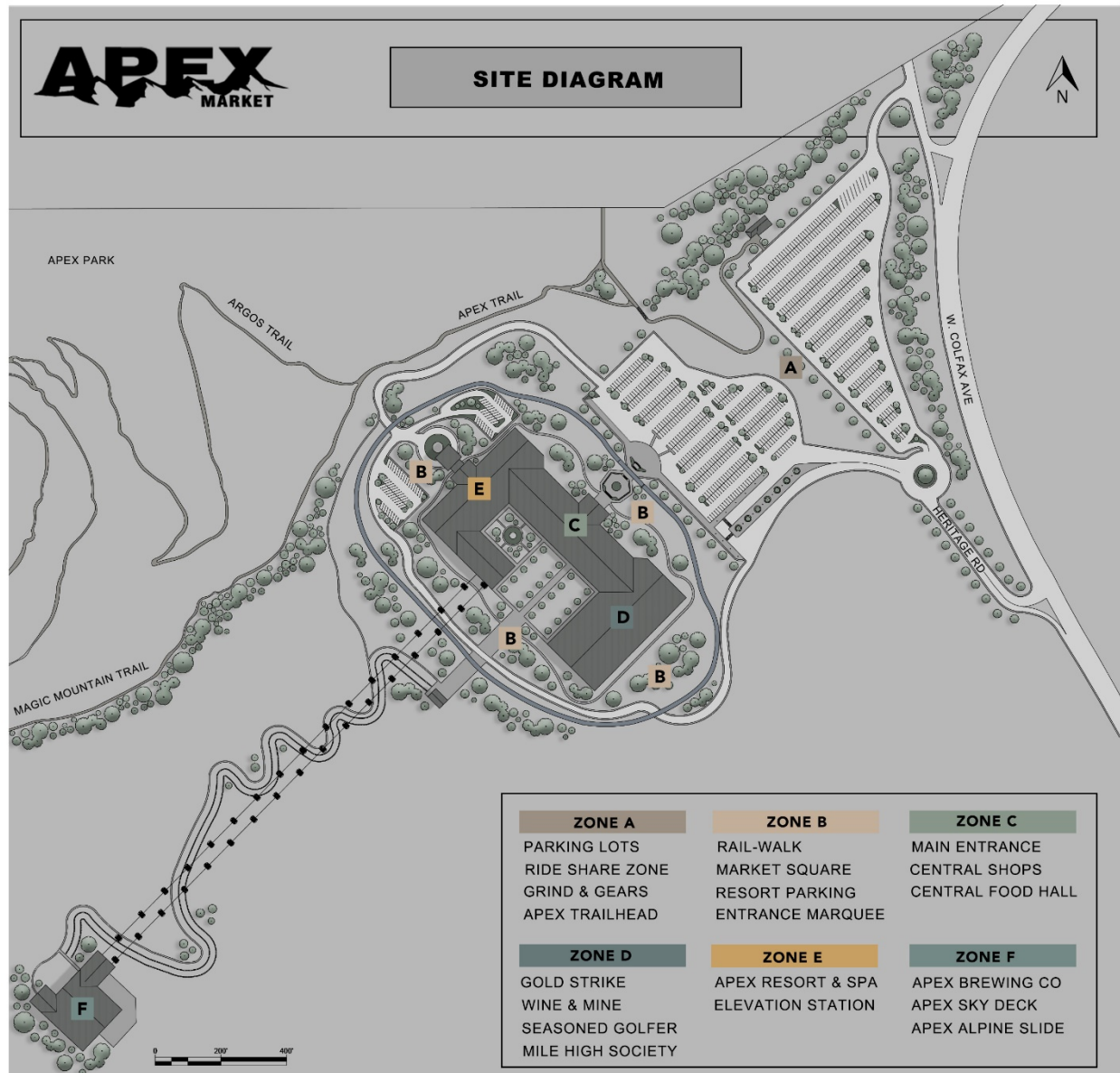


Figure 17. Apex Market Full Site Diagram. Created by Author.

Above, figure 17 is the conceptual site diagram for Apex Market. The site diagram separates each activity or experience into separate zones based on their location in the facility.

From the site plan, six distinct zones help to explain the guest flow throughout Apex Market. For example, Zone A is the first zone visitors will enter in the park, while Zone F will most likely be one of the last due to its distance from the other zones. This main site diagram gives an overall idea of the full facility and property that would make up Apex Market. To fully grasp an understanding of the multi-use facility, the following diagrams will provide a detailed program of each activity based on its zone location.

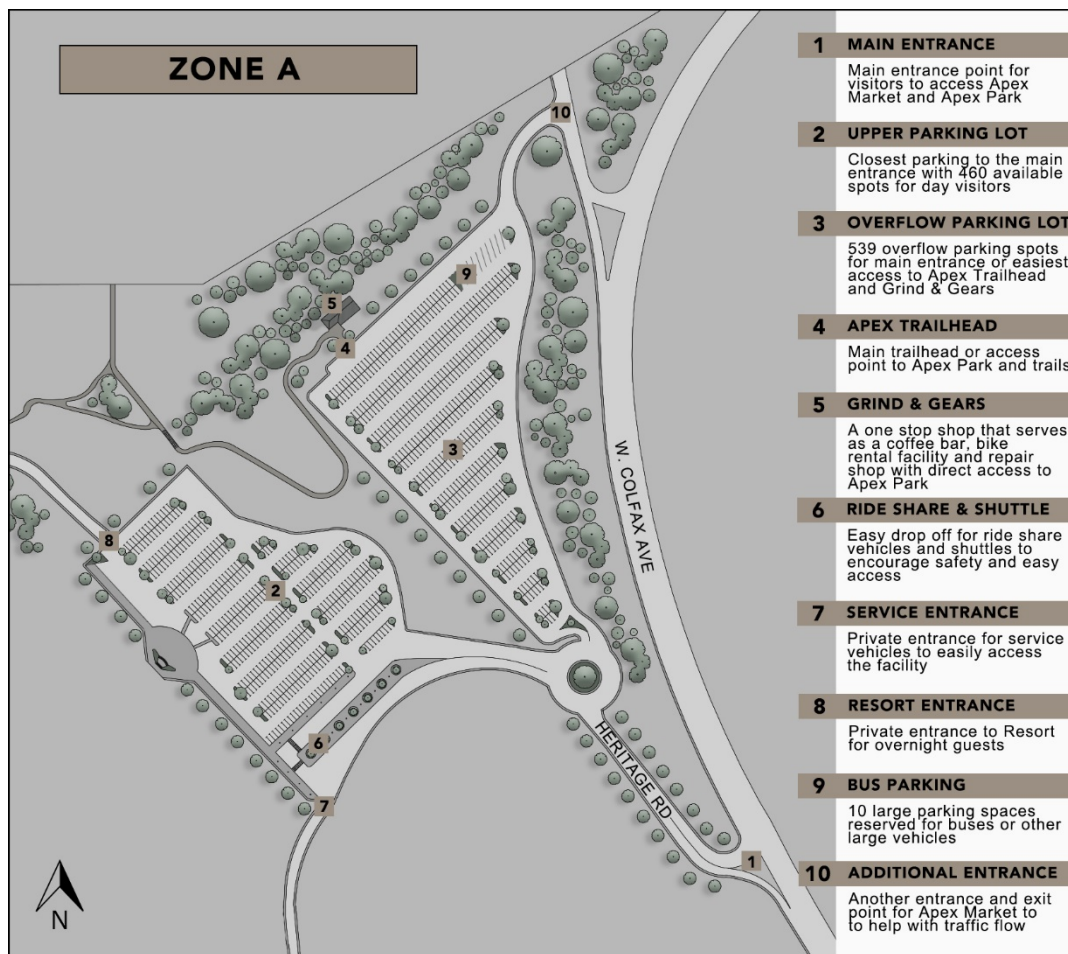


Figure 18. Zone A Diagram with Program. Created by Author.

Zone A (Figure 18) incorporates many of the transportation facilities that visitors will use upon their arrival and departure. For example, this includes both main parking lots, a ride share

zone, shuttle stop, bus parking and additional entrances for services, overnight guests, and traffic control. In addition, Apex Trailhead begins from the overflow parking lot. This is the already existing trailhead that will stay in the same location to provide easier access for those who just want to enter Apex Park. At this point, visitors will find Grind & Gears which provides bike rentals before entering the park or to grab a cup of coffee after a morning hike.

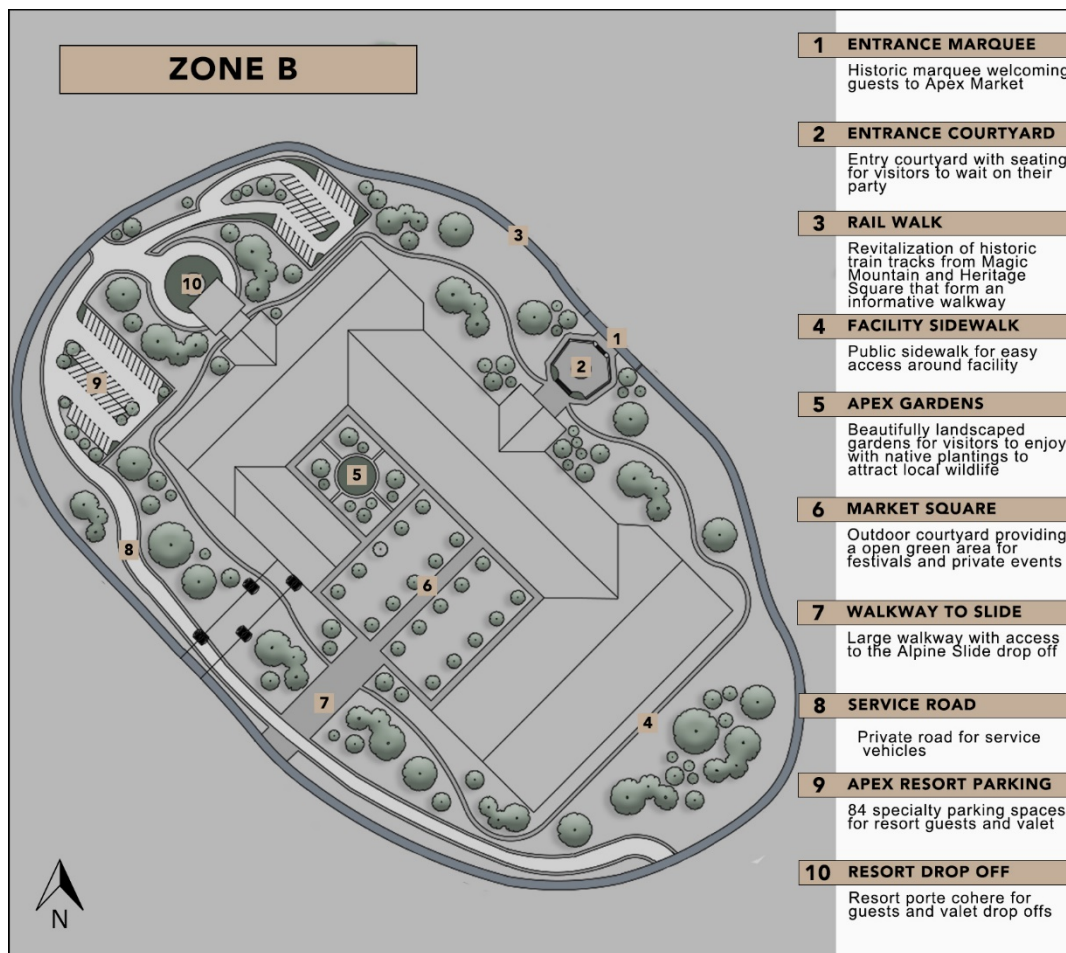


Figure 19. Zone B Diagram with Program. Created by Author.

After visitors have parked or arrived from Zone A, they will naturally flow into Zone B (Figure 19). Zone B is the main entrance marquee to Apex Market and many of the outdoor activities that make up the center. This zone is mostly open to the public as an outdoor gathering

space. Other outdoor activities include an elevated historic Rail Walk, Market Square for festivals and events, and a public garden. Some areas are more private, including parking for Apex Resort & Spa guests and the road specifically for service vehicles. With a sidewalk incorporated around the entire facility, visitors can explore many things Apex Market offers before even stepping inside.

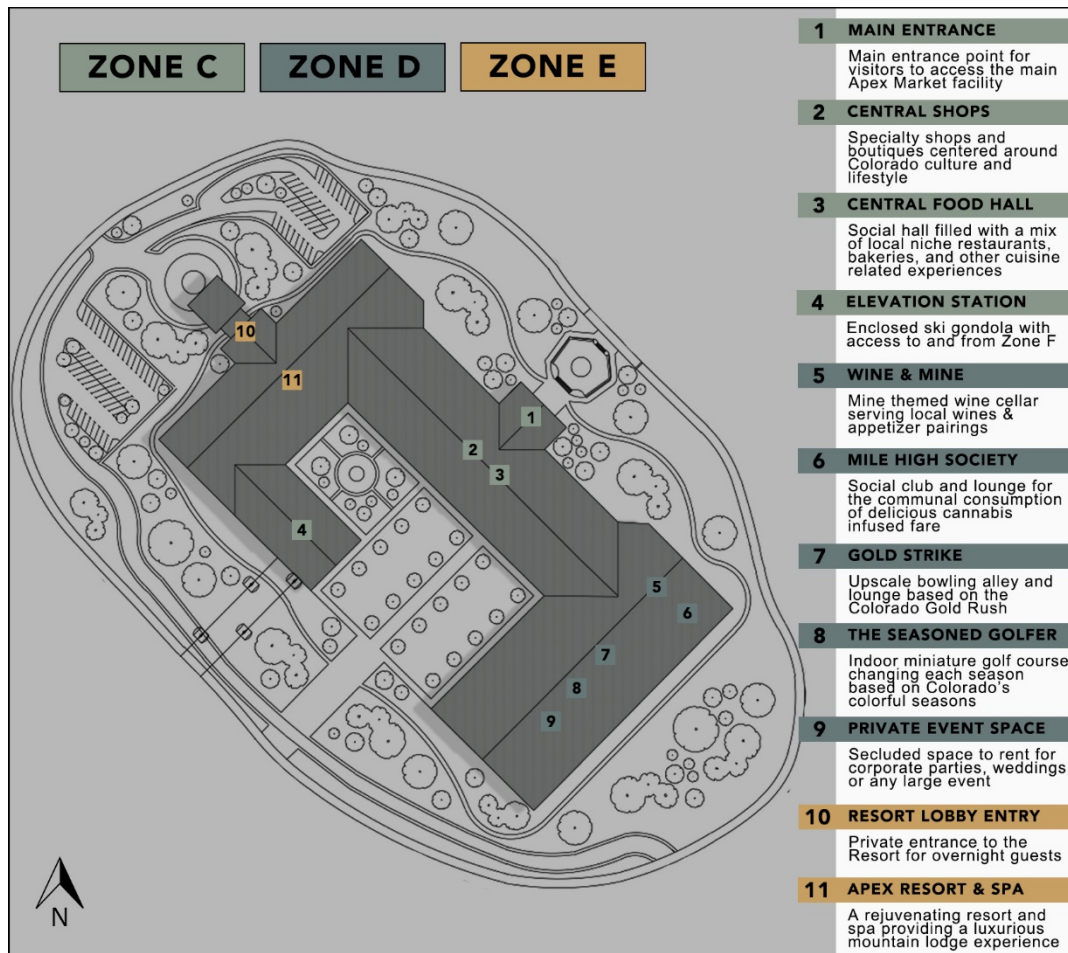


Figure 20. Zone C, Zone D, Zone E Diagram with Program. Created by Author.

From Zone B visitors will continue into the main indoor facility which includes Zone C, Zone D and Zone E (Figure 20). Each of these zones provide an indoor climate-controlled experience with varying public access. Zone C includes the main entrance, retail shops, food hall,

and ski gondola that are open fully to the public without any purchase required. Elevation Station, the ski gondola, is separated from the other spaces in Zone C, but is connected by an interior walkway.

Zone D is the entertainment zone that while open to the public, offers participation in the activities for a fee. This includes, Gold Strike, Wine & Mine, Seasoned Golfer and Mile High Society. Additionally, this zone also has a private event space for rent. Lastly, Zone E is the most private zone which is specifically for the Apex Resort & Spa guests.

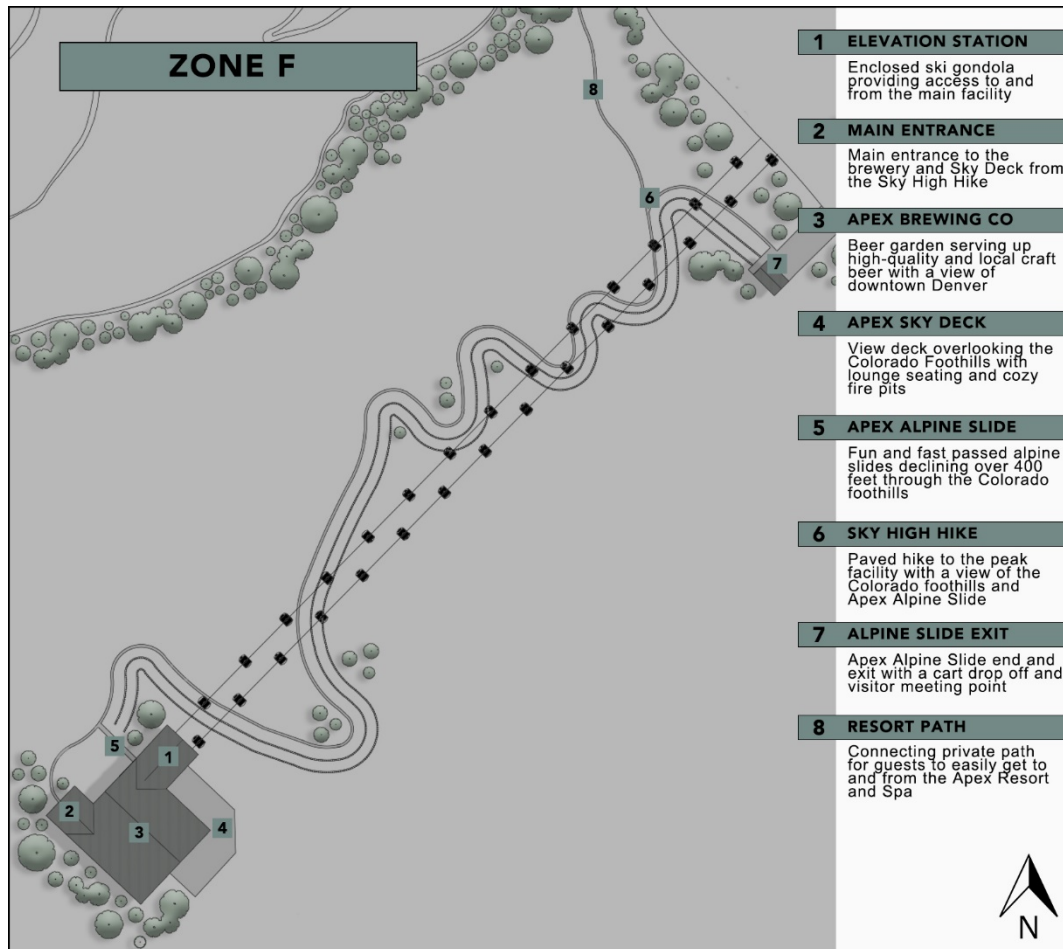


Figure 21. Zone F Diagram with Program. Created by Author.

The final zone, Zone F (Figure 21), can either be accessed from the gondola ski lift or by hiking to the top of hill on the paved Sky High Hike. The is also a public zone that allows visitors to enjoy the View Deck and Apex Brewing Company. When returning to the facility visitors can choose to take the gondola, hike back down the hill, or for more fun, take one of two alpine slides.

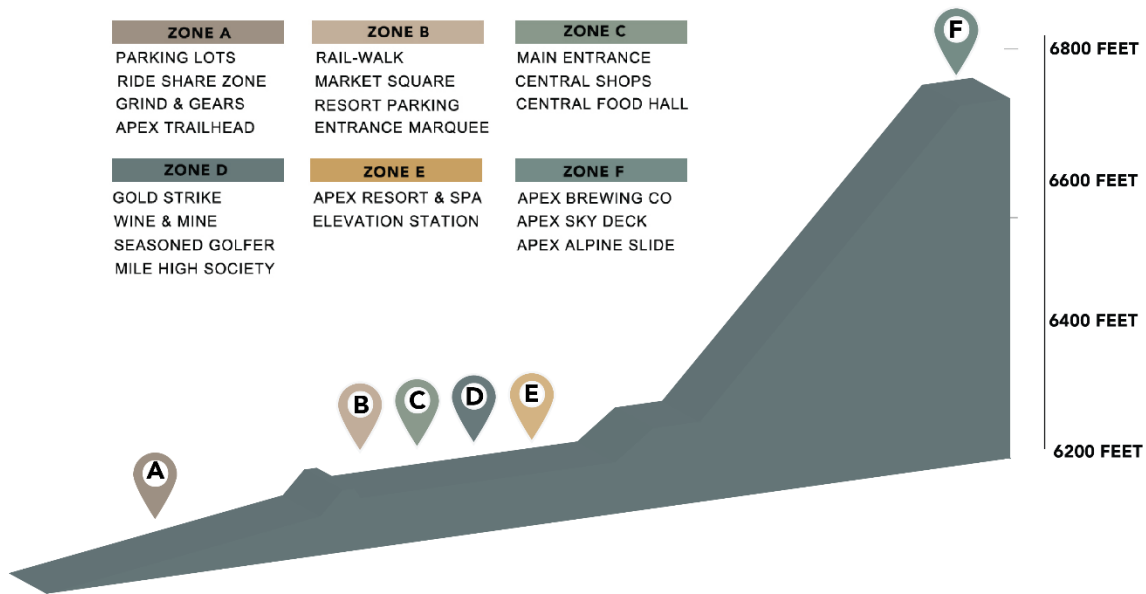


Figure 22. Zones Based on Elevation. Created by Author.

After analyzing the various site topography in the Site Analysis, it is important to note the elevation changes based on the specific zone in the site diagram. Figure 22 represents these elevation changes and provides a reminder of the main activities found in each zone. Zone A makes up the lowest elevation ranging from 6,200 to 6,250 feet. The main facility, which includes Zone B, Zone C, Zone D, and Zone E is about 6250 feet at the ground level. From the gondola, sitting at 6,300 feet, visitors will rise approximately 450 feet in elevation to reach the highest point of the facility which incorporates activities from Zone F at 6,750 feet.

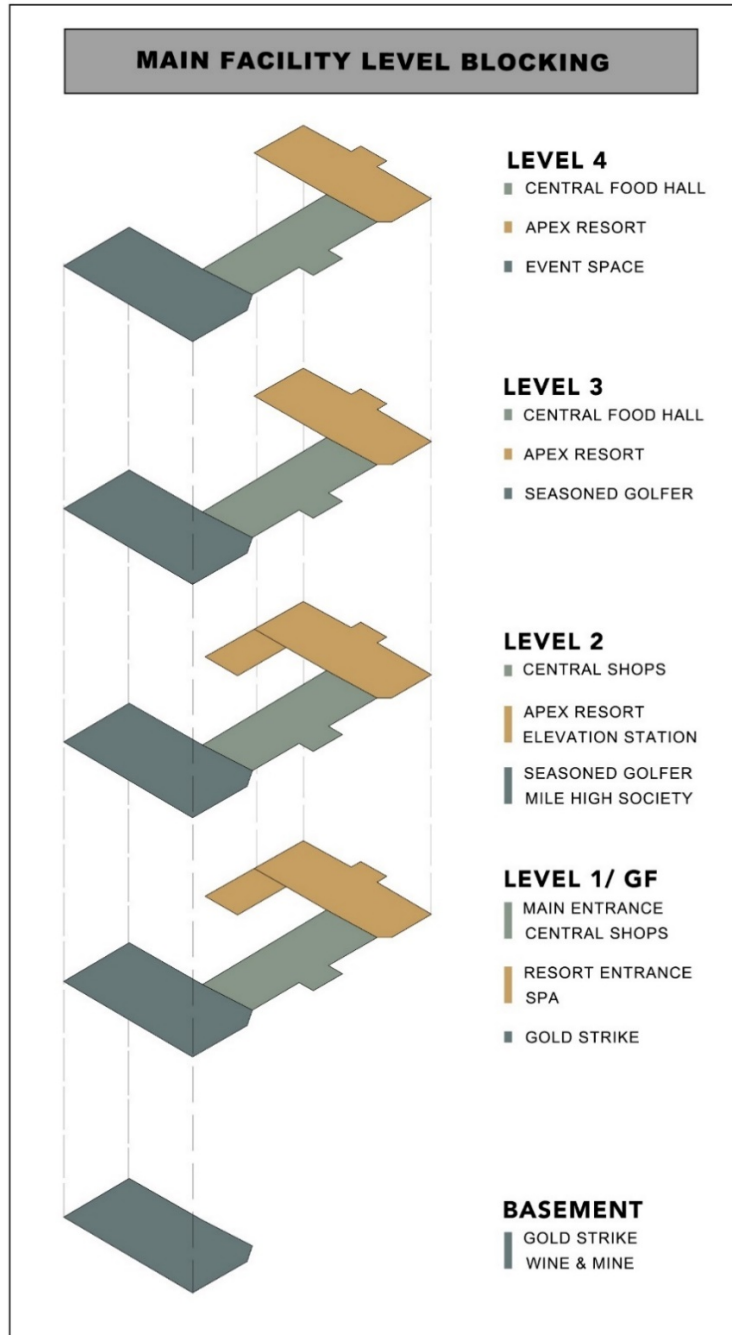


Figure 23. Program Based on Apex Market Building Levels. Created by Author.

Above, figure 23, diagrams activities in Zones C, D and E based on its appropriate level in the main Apex Market facility. The facility contains four levels and a basement. This helps to envision the layout of this main facility based on where each activity can be enjoyed. As noted

from the figure, Gold Strike and Wine & Mine provide an underground experience to embrace the mining theme. However, the Gold Strike experience is also incorporated in level 1 or the ground floor. Level 1 also incorporates the first level of the Central Shops and the Apex Resort & Spa entrance. Level 2 includes the second level of the Central Shops and Apex Resort & Spa. New experiences are included in this level including Elevation Station, Seasoned Golfer, and Mile High Society. Level 3 ends with the retail experiences and instead introduces a Central Food Hall. The second level of the miniature golf and third level of Apex Resort & Spa can also be enjoyed here. The final level, level 4, provides a second level for the Central Food Hall experience, fourth level for the Resort, and additional event space high up for a view of the Colorado foothills.

Material Narrative

While the program varies in design, a similar material selection was used throughout most of Apex Market. This can be seen in the varying use of wood, metal, and stone. Each material selection was chosen to curate a space that combines the styles of mountain and industrial aesthetic while providing an upscale experience. In addition, materials vary between spaces that are more public or private. Since private spaces will have less foot traffic, many softer materials, such as leathers or carpet tiles, were added to create a cozy feel. In public spaces, where many visitors will be expected, materials were chosen to ensure their durability and functionality based on the given area.

Concept Renderings

As organized above, the following conceptual renderings will go in alphabetical zone order. While each program activity is not shown, the following figures are meant to give a conceptual idea to the aesthetic, atmosphere, and experiences that Apex Market will provide.



Figure 24. Central Food Hall at Apex Market Concept Rendering. Created by Author.

Figure 24, the first concept rendering for Apex Market, is of the Central Food Hall located in Zone C. The Central Food Hall is a public space where visitors can enjoy Colorado inspired cuisine. Visitors begin by ordering food from one of the service counters based on their food and beverage selection. After ordering, visitors can choose to watch their food be prepared or go find a seat at one of the many tables or bar height seating options. Once their food has been prepared, visitors will need to return to the service counters to pick up their order. This food hall concept encourages sampling of many Colorado inspired food selections without having to commit to one type of menu or service counter. Once finished, cleanup stations will be placed for visitors to easily

clean up after themselves. This set up allows for quick service while still providing an idea of a stylish dining experience.

Architecturally, the Rocky Mountains play a role in the design of the Central Food Hall. Mountains can be seen in the shape of the cathedral ceiling, wood details above the service counters and in the art installation on the back wall that forms a mountain range. To match the mountain shape above the service counters, specialty menu boards were created to ensure visitors could fully see each item on the menu while sticking to the overall theme. Due to the public nature of this experience, furniture and material selections were chosen to be functional. This allows for easy cleaning of tables as they must have a quick turnaround for the next party. For example, the flooring is a tile that mimics the idea of wood planks to make sure they can easily be maintained.

Many parts of the design work to grab the attention of viewers. One of the most eye-catching design elements are the giant letters on the back wall that form “Colorado”. This is an art installation depicting the overall theme and providing a photo opportunity for visitors. In addition, the crowding of multiple height pendant lights above the service counters helps to draw visitors to where they need to order. Lighting is also incorporated in the large lamps under the peak of the cathedral ceiling and above the tables on the mezzanine. However, smaller accent lights can be seen behind the mountain art installation, in the ceiling beams and even above the “Colorado” letters. Finally, natural lighting from the mezzanine windows streams down to the main floor of the Central Food Hall providing an indoor-outdoor experience.



Figure 25. Gold Strike at Apex Market Concept Rendering. Created by Author.

Gold Strike (Figure 25) is an underground bowling alley that was themed to simulate and commemorate a mine during the Colorado Gold Rush. Gold Strike is located in Zone D, but its specific theme makes it different from other spaces in Apex Market. When visitors walk through the door, they are immediately transported to a gold mine that functions like a traditional bowling alley. Visitors and their party check in and select their bowling shoes before heading to their specific lane. The lane numbers shine on the back wall in gold for easy wayfinding. Visitors can then choose from an array of bowling balls before beginning their game. During the game, visitors can order bar food and drink from one of the many waitstaff there to assist them. In order to

encourage a little friendly competition, suspended televisions above each lane keep track of scores and provide themed animations based on the specific bowler's game.

It is important that this experience be underground to enhance the mining theme. This is evident from the lack of windows and exposed mine rock. In addition to the natural rock on the back wall, specialty stones are embedded to resemble gold ore. By incorporating lighting to shine on each stone, a shimmer effect will help to illuminate the gold feature. Above the lanes are eye-catching letters on the back wall stating "Gold Strike". The large size of the letters allows branding of the experience and highlights the overall theme. In addition, custom ball returns are themed to resemble a mine cart carrying gold, or in this case, a gold bowling ball. In reality, this ball return functions as any other would, however, the themed tracks below the cart advance the overall concept. On top of that, the distressed wood beams and the antique lanterns also promote the Gold Rush theme to visitors. Finally, giant televisions line the back wall allowing for a high quality view of a Broncos game as visitors sit on leather sofas sipping their favorite Colorado beer.

Certain interior design decisions were made in order to ensure a functioning bowling alley. For instance, acoustic ceiling tiles help to reduce the overall noise in the space. Also, the bowling lane floors are made of synthetic material that provide more durability than wood. Due to this, a serious bowler would not be impacted in their game. In fact, in order to assist in gameplay, accent lighting along the bowling alley lanes helps with wayfinding and visibility in order to encourage a strike.



Figure 26. Mile High Society at Apex Market Concept Rendering. Created by Author.

Also located in Zone D, Mile High Society (Figure 26) is an upscale cannabis lounge, shop and social club. Due to the popularity and legalization of cannabis in Colorado, it is important to provide a private space for visitors to partake in this activity if they so choose. Mile High Society is named after Denver, which is known as the Mile High City. It is also a pun on the high visitors can receive from participating in the cannabis social club. While cannabis can be ingested in many forms, Mile High Society limits this due to the local laws currently in place. For instance, visitors will not be able to smoke or vape. Instead, specialty food and drink will be infused with cannabis, like an edible, that visitors can enjoy. This provides visitors with a more sophisticated experience while ultimately achieving a similar result.

Most of Mile High Society is made up of restaurant style seating where visitors can be served by waitstaff. However, a bar height option is available for smaller parties or those who need quick service. At the back of Mile High Society is a retail space where visitors can shop some of their favorite products that incorporate the healing and health benefits of cannabis. For example, visitors can shop from numerous body care items, edibles and souvenirs that can only be found in Mile High Society. Checkout for the retail section is located at the bar so waitstaff can help varying visitors in one place.

The design of Mile High Society needed to be themed around cannabis so visitors can distinct the activity at first glance. This helps to avoid any confusion of those who do not plan to partake in the consumption of cannabis. For example, dispensaries in Colorado are depicted by a green cross. Mile High Society will also incorporate this cross at the entrance, along with the logo that separates the word high by putting it in the same shade of green as the well-known cross. In addition, Mile High Society incorporates this distinction into the overall design with green finishes, furnishing and the use of foliage. Since cannabis is a natural remedy, the foliage also helps to depict the powers of this plant while creating an environment that incorporates principles of the nature-based design theory discussed in the Relative Research section. The nature-based design theory is also present in the skylight that streams natural light into the shop.

While the design is distinctive from many of the other areas to Apex Market, Mile High Society still incorporates elements to connect it to the overall facility. For example, like the Central Food Hall, wood mountain-like peaks are used throughout the displays and architectural details. This is also seen in the backlit triangle tile drawing viewers eyes to these features. Overall, this activity is unique and would be a draw for people to the Golden, Colorado area.



Figure 27. Apex Resort & Spa Lobby at Apex Market Concept Rendering. Created by Author.

The next conceptual rendering shown in figure 27 is of the Apex Resort & Spa lobby located in Zone E. Since Apex Resort & Spa is reserved for paying overnight guests, this area is private and secluded compared to other areas in the complex. To highlight this seclusion, the lobby design features more intimate spaces while still feeling impressive. Guests are immediately greeted with a large cathedral wood ceiling framed by two symmetrical fireplaces. This grand entrance welcomes guests and creates the feeling of a lavish space compared to other areas in Apex Market. The intimate experience can be seen in the home-like seating options in the lobby and complimentary coffee station. These additions serve as a restful waiting or lounge area for guests before checking in or out of their rooms. When needing assistance, guests' eyes naturally move in

between the fireplaces to the front desk where they can be served encouraging guest flow and wayfinding.

The private nature of Apex Resort & Spa allows for the interior to provide a cozy experience with softer furnishings, lighting, and materials. This can be seen in the carpet tiles on the floor, fabric furnishings and homey décor. However, the materials that can be seen in all areas of Apex Market, such as wood, metal, and stone, are still present and can be seen in the wood ceiling and black stone on the fireplace. The overall concept for Apex Resort & Spa is designed to feel like a modern experience to a mountain lodge. Therefore, many décor elements bring a modern twist to mountain aesthetic such as the deer art above the fireplaces and the antler lamps.

Warmer lighting helps to create a cozy atmosphere. This is incorporated from the table lamps, can lights, antler lamp and natural lighting sources. The large windows bring in the radiance of the sunset while the glow of the crackling fire helps to make a warmer atmosphere.

Finally, the furniture with plush fabric selections and home-like seating arrangements aids in the overall comfortable atmosphere. The varying seating arrangements also allow guests to choose how they want to spend their time in the lobby. For example, bar height seating with a solid wood table creates a functional space for work. On the other hand, a leather chair next to a warm fire would provide a great space for relaxation. These numerous options can even be seen in the service counter as it provides an ADA accessible height countertop to ensure every guest feels at home.



Figure 28. Apex Brewing Company at Apex Market Concept Rendering. Created by Author.

As previously defined in the Cultural Analysis, the Colorado craft beer industry is significant to Colorado residents and its economy. To celebrate this significance, Apex Brewing Company (Figure 28) has the capability of creating its own craft beer while also paying tribute to the local favorites by serving up some of the most popular Colorado beers. Since this experience is in Zone F, visitors can access this activity by the ski gondola or by walking up a paved path. This experience is fully indoors allowing visitors to have a climate-controlled environment if weather conditions are not suitable. In the brewery, visitors begin by ordering at the bar and watching the bartenders pour their beer into one of the many different types of beer glasses or flights. Once visitors receive their order, they have three different seating options to choose from,

including bar seating, individual bar height tables, and picnic style tables for larger parties. In addition, Apex Brewing Company incorporates an exposed brewing facility where visitors can take tours to be educated about the Colorado beer industry and specifically the Apex Brewing facility. This allows visitors to better understand and appreciate the process of creating some of their favorite beers.

Apex Brewing Company is a public experience, so it was important to make sure that every material and furniture selection was able to be functional and easily maintained. Due to this, tiles, durable woods, and metals are incorporated since these surfaces are easier to clean in an area that could be prone to spills and lots of activity. While still using similar materials found in other Apex Market spaces, Apex Brewing Company stands alone in its more industrial feel. This is apparent in its factory style windows, steel trusses and silver metal detail. This eye-catching silver metal material is used in many aspects of the design including lamps, furniture, beer taps, and brewing tanks. When lighting is added to these features, the shine of this metal material helps to create the upscale vibe that each area of Apex Market embodies.

Another prominent feature is the handcrafted wood wall that highlights metal cutouts of popular Colorado beers. This helps to sell the Colorado beer theme and to even act as a menu for visitors wanting to try something local. Accent lights on this wood wall help to make the installation pop to the viewer's eye. In addition, other lighting helps to draw attention to more details throughout the space. For example, the tap room provides a warmer light in comparison to the stark white lighting that is found in the brewing facility. The lighting in the facility helps to ensure visibility when brewing, but it also draws focus from the tap room. Also, natural lighting streams through the facility windows, as a beautiful Colorado sunset can be seen in the rendering.



Figure 29. Apex Sky Deck at Apex Market Concept Rendering. Created by Author.

While this proposal mainly focuses on the interior environments, Apex Market does have many outdoor activities for visitors to enjoy. For example, Apex Sky Deck (Figure 29) creates the feeling of a comfortable interior environment while still being exposed to the outdoor climate. Like Apex Brewing Company, the Apex Sky Deck experience is also in Zone F which can only be accessed by the enclosed ski gondola or paved path. Since Apex Market is a year round venue, and due to Colorado winters, it is important to visualize the visitor experience during every season. Therefore, this conceptual rendering portrays a snowy night that is still able to be enjoyed.

Once at the Sky Deck, visitors can choose between three distinct levels all incorporated with different furnishings and purpose. The highest level is a balcony partially covered by a

pergola. This level includes bar height seating and empty space usable for those who want to catch the best view from up high. The next level is the largest level with multiple outdoor tables that would typically be seen on a restaurant patio. While there is not a pergola on this level, umbrellas provide some protection from outdoor elements. The lowest level is made up of comfortable outdoor sectionals with specialty outdoor fabric. This section is fully exposed allowing for visitors to have an uninterrupted view of the Colorado foothills and the Denver skyline.

To keep visitors warm, each level consists of numerous heaters to ensure the environment is comfortable and functional. The highest level incorporates suspended heaters, while the level below has larger patio heaters to emit more heat to the larger space. The lowest level encompasses numerous firepits that give off heat and can be functional if visitors purchase a s'mores kit. Much of the lighting comes from the warmth of the heaters and fire, however additional lighting is incorporated for hot summer nights when the heaters are not needed. For example, path lights are used on the stone wall in between the two lower levels. In addition, sconce and string lights are also incorporated to light the space.

Even outdoors, similar materials to the rest of Apex Market are incorporated such as the wood decking, stone on the fireplace, and metal handrails. In addition, this conceptual rendering provides a glimpse of the exterior architecture to some of the Apex Market facilities. This shows the continuation of design decisions from the interior to the exterior as the materials used in the exterior architecture also incorporate wood siding, stone wall and a metal roof.

Conclusion

This thesis conceptually developed Apex Market as a land proposal for Jefferson County Open Space. Each designed experience and program were crafted to celebrate Colorado culture and to reinstate the historical significance of continuing a tradition of entertainment at this site. The goals originally set forth were met as Apex Market combines upscale themed experiences into an indoor-outdoor program for the adult-centered Colorado community. Apex Market will be the peak of authentic Colorado entertainment.



Figure 30. Apex Market Poster. Created by Author.

About the Author

My design career began at fifteen when I filled out an application for a simple summer job in Golden, Colorado. Heritage Square was a small amusement park near my hometown of Lakewood, Colorado that I visited many times as a child. This park would be my first job where I started out as a ride operator in kiddie land to make a little extra cash. This opportunity would soon turn into a seven year journey that took me all throughout high school and most of college. I eventually became a senior manager of the amusement park. My love of design combined with the impact of Heritage Square led me to pursue my bachelor's degree in interior design from Colorado State University. I didn't realize how large of an impact my first job would have on my educational and career decisions, but it did.

In my position as senior manager, I was able to learn a lot about the entertainment industry and found myself attending the International Association of Amusement Parks and Attractions (IAAPA) convention in Orlando, Florida. From that point on, my passion for design became more specified as I returned to college to complete my final Capstone project designing an entertainment facility.

Eventually, college and summers spent at the amusement park came to an end as I was preparing for the next phase of life. After graduation, from Colorado State University, I found SCAD's Themed Entertainment Design program that would educate me further on my passion for entertainment design. Now as I prepare to graduate with my master's degree from this program, I again reflect on the beginning where a summer job turned into a world of magic, opportunity, and a thesis proposal.

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