



THE ROSE DISTRICT

CONCEPT REVIEW

AUGUST 19, 2025

ROSE DISTRICT MASTER PLAN



RENDERED PERSPECTIVE
OPT 1

Option 1

Central Open Lawn, Side Pavilion along El Paso St

Pros

- The central part of Depot Square is an uninterrupted open space, ringed by vertical program components. This makes it easy to view the pavilion, stage, and other structures from across the site while also offering a large, perceived safe grass play area that functions as an extension of the splash pad for children.

- The open central space simplifies navigation and wayfinding, helping visitors easily orient themselves.

- The Christmas tree has the option to be positioned front and center, with 360 degrees of surrounding gathering space that makes seasonal events highly visible and accessible.

- The stage faces the majority of the site, allowing sound to travel clearly during concerts and large gatherings. This setup is especially advantageous during Rooster Days, when Main Street is closed, and it also creates opportunities for future large-scale concerts, movie nights, and community events.

- Pavilion placement supports a seamless architectural transition from a potential future building expansion at the Museum. It also optimizes easy loading and unloading for market vendors. If shops are included in the museum expansion, the proposed promenade between the lawn/silo area and pavilion/museum will become an active pedestrian corridor connecting the existing parking lot to Main St.

- Existing paver layout can be easily expanded providing a seamless transition.

- With the Open Lawn between the grain silo and Main St. any light projection, signage, or displays will be easily seen from Main St.

Cons

- The pavilion is not immediately visible from Main Street when approaching from the north. Drivers or pedestrians must pass the site before it comes into view

- Loading and unloading from the stage occurs around the grain silo which could be difficult to maneuver during events.



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RENDERED PERSPECTIVE
OPT 2

Option 2

Central Pavilion, Side Open Lawn along El Paso St.

Pros

- Since Depot Square frequently host markets as its main function to the community, this option places the most active amenity—the pavilion—front and center, making it a highly visible focal point from Main Street.

- The stage is directly adjacent to El Paso Street, which makes loading and unloading for bands and other users of it convenient.

Cons

- Doubling the size of the current pavilion creates tight circulation, especially when moving from the main square to food truck areas. On busy market days, this could force people into narrow passageways that feel tight relative to the overall site.

- The amount of options to locate the Christmas tree are more limited and could potentially be located in the main pedestrian promenade or the existing locations near the splash pad which could limit views and increase site congestion during holiday season.

- The orientation of the lawn for the stage is wider than it is deep, which is not standard for performances or audience gathering.

- The side Open Lawn option, disconnects this amenity from the splash pad which are two predominately children features.

- A future museum expansion could disrupt the symmetry of the stage and Open Lawn depending on phasing

- Vendor access to the Pavilion would be limited as access from Ash Ave. would be closed thus limiting access from the Food Truck Alley only during event hours.

- The pavilion's placement in this option acts as a visual barrier, dividing the north and south portions of the site rather than connecting them.

- The Pavilion could block a majority of light projection, signage, or displays on the grain silo visible from Main St.

- A larger background screen along the stage would be recommended so as to not distract the viewers from the performance with cars entering along El Paso St.



RENDERED PERSPECTIVE
OPT 2



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SILO PLAYGROUND