



A Design Vision Realized.

Stanley Marketplace

Stanley Marketplace became a large, unique hybrid business platform for the many independent tenants who occupied the property. It was conceived and executed as more than a collection of businesses; it became a community-driven destination that supported development, activity, and cultural momentum across Aurora and Denver.

From the beginning, the project required more than conventional redevelopment. It had to support the operational needs of diverse businesses while creating a safe, family-friendly, active public environment. Each tenant brought its own brand identity, customer experience, and functional requirements. The design challenge was to integrate those identities within a historic building while preserving the larger collective experience of the marketplace.

The design strategy successfully reworked, reused, and reinterpreted existing structural materials, salvaged fixtures, and authentic industrial details. These elements were not treated as decoration. They became part of the architectural language of the project, reinforcing the history of the building while creating a contemporary public environment with a strong sense of place.

Stanley Marketplace's brand identity and public perception became central to creating a unified architectural experience. While each tenant maintained a distinct relationship with its customers, the shared experience of moving through the building was carefully shaped to feel natural, enjoyable, and memorable. That flow helped elevate consumer awareness, encouraged repeat visits, and supported the word-of-mouth and social media momentum that became essential to the success of the development.

At its core, the design remained authentic. It pursued consistency of time, place, material, and purpose. The history of the Stanley Aviation Company was recognized as a meaningful part of the local community and as a symbol of engineering, design, and employment. That history

informed the project, but it was not used as a literal theme. Instead, it became one layer in a broader story of adaptive reuse, local culture, and urban transformation.

The property's relationship to Stapleton International Airport was also acknowledged as part of the larger narrative. Aviation, engineering, industry, and movement all contributed to the project's visual and cultural language. These references were embedded in material choices, spatial decisions, and permanent installations rather than applied as nostalgic set dressing.

In Defense of the Authentic

The design vision gave structure to Stanley Marketplace's transformational potential. It considered the conscious activities of the people who would use the space: shoppers, diners, families, tenants, makers, artists, and neighbors. The project moved beyond Stanley Aviation as a former industrial site and reimagined it as Stanley Marketplace: a modern civic and commercial environment shaped by how people gather, consume, make, and identify with place.

Rather than relying on nostalgia alone, the design asked a more productive question: did the place become more appealing, more useful, and more alive? The answer was yes. The project honored memory without becoming trapped by it. It used change as a way to make the building relevant again.

Stanley Marketplace became an authentic urban experience: a casual, anti-mall environment that met the dining, shopping, entertainment, and social needs of active, healthy, eco-conscious lifestyles. Commerce was paired with culture and respect for community. That combination made the redevelopment sustainable, both economically and socially.

The public spaces in and around Stanley Marketplace were designed and engineered to support local businesses, cultural activity, and neighborhood pride. The design work began at the earliest conceptual stage, where the building was reinterpreted not only at the scale of architecture but also through conscious detail.

Working within site-specific constraints, the project drew inspiration from market intuition, municipal challenges, and the need for adaptive solutions to land development. It was a project shaped by rethinking: rethinking use, material, history, infrastructure, and the relationship between commerce and community.

The concept of **industrial luxury** was successfully established between seemingly divergent ideas: rawness and refinement, utility and comfort, history and modernity, commerce and culture. With restraint, these ideas were woven together to create a new sense of place. The project recognized nostalgia but did not depend on it.

Materials that might otherwise have been treated as construction debris were repurposed into modern design infrastructure. This avoided the shallow language of "vintage" styling. Instead,

historical perspective was maintained through the natural reuse of materials that remained true to their original character and purpose.

The design minimized surface decoration. Simple, clean, natural finishes revealed the Stanley building without artifice. The result was a space that felt honest, durable, and contemporary while still expressing the natural progression of urban change and growth.

By exposing the building's structural composition and upgrading internal systems to modern standards of comfort, safety, and aesthetics, the project raised the design intelligence of the building itself. The result was not only visually compelling but also functional, efficient, and enjoyable to use.

Design worked quietly and subconsciously throughout the marketplace. It did not compete with the tenants or the public life of the building. Instead, it supported them. It created a truthful, authentic experience that allowed people to understand and embrace the shop-local movement while directly contributing to a renewed sense of neighborhood pride.

That authenticity also made economic sense. The design created long-term value by avoiding disposable trends and investing instead in substance, permanence, flexibility, and cultural relevance.

Materials and Principles

The completed design was guided by a simple principle:

Design, not decoration.

The project emphasized natural and real materials:

- Steel and concrete
- Wood
- Brick and stone
- Natural landscaping
- Evidence of handmade, custom, and DIY aesthetics
- Historical storytelling embedded in permanent installations
- Natural light and shade
- Warm nighttime lighting in interior and exterior public areas
- Living sound
- A sense of security and safety
- Dynamic public environments that could continually update and evolve
- A direct relationship with local artists
- A cultural mission that promoted and developed a strong arts program
- Furnishings chosen for substance, value, and longevity rather than trend appeal

The design avoided artificiality. It rejected fake finishes, superficial nostalgia, and trend-spending. It favored materials and choices that could endure public use, cultural change, and the accelerated design consumption created by digital media.

The final result demonstrated that adaptive reuse succeeds when it is rooted in authenticity, community, and intelligent restraint. Stanley Marketplace did not simply preserve a building. It transformed a historic industrial property into a living public environment where commerce, culture, and community could thrive together.