

Boulder County Fairgrounds Master Plan

Public Open House

November 16, 2021

DESIGNWORKSHOP

Welcome + Meeting Agenda

- Welcome and Project Team Introductions
- Timeline
 - What has been accomplished to date and where are we going from here?
- Purpose of Project
- Description of Existing Conditions
- Summary of Focus Group Discussions
- Keypad Polling
- Next Steps
- Open House / Talk to the Team



Project Team Introduction

Design Workshop



Robb Berg

Principal

Design Workshop



Ashley Hejtmanek

Project Manager

Design Workshop

Boulder County Staff

- Therese Glowacki, Director of Parks & Open Space
- James Butler, Building Services Lead Architect
- Karla Schultz, Building Services Facilities Planner (County Project Manager)
- Joe LaFollette, Fairgrounds Manager
- Rebecca Harp, Scheduling Coordinator for the Fairgrounds

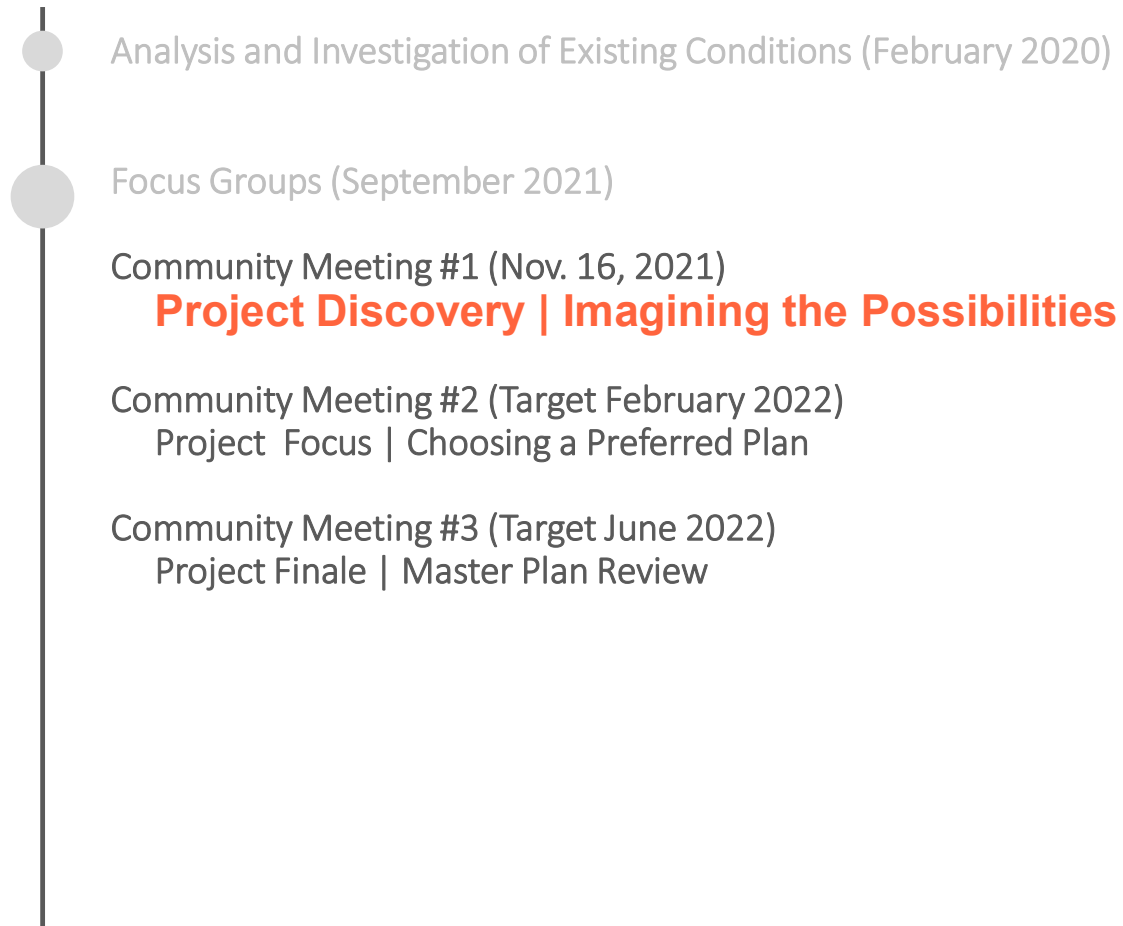
K/O Fairground Planners

Crossroads Consulting Services, LLC

Martin/Martin

Meeting the Challenge

Project Timeline



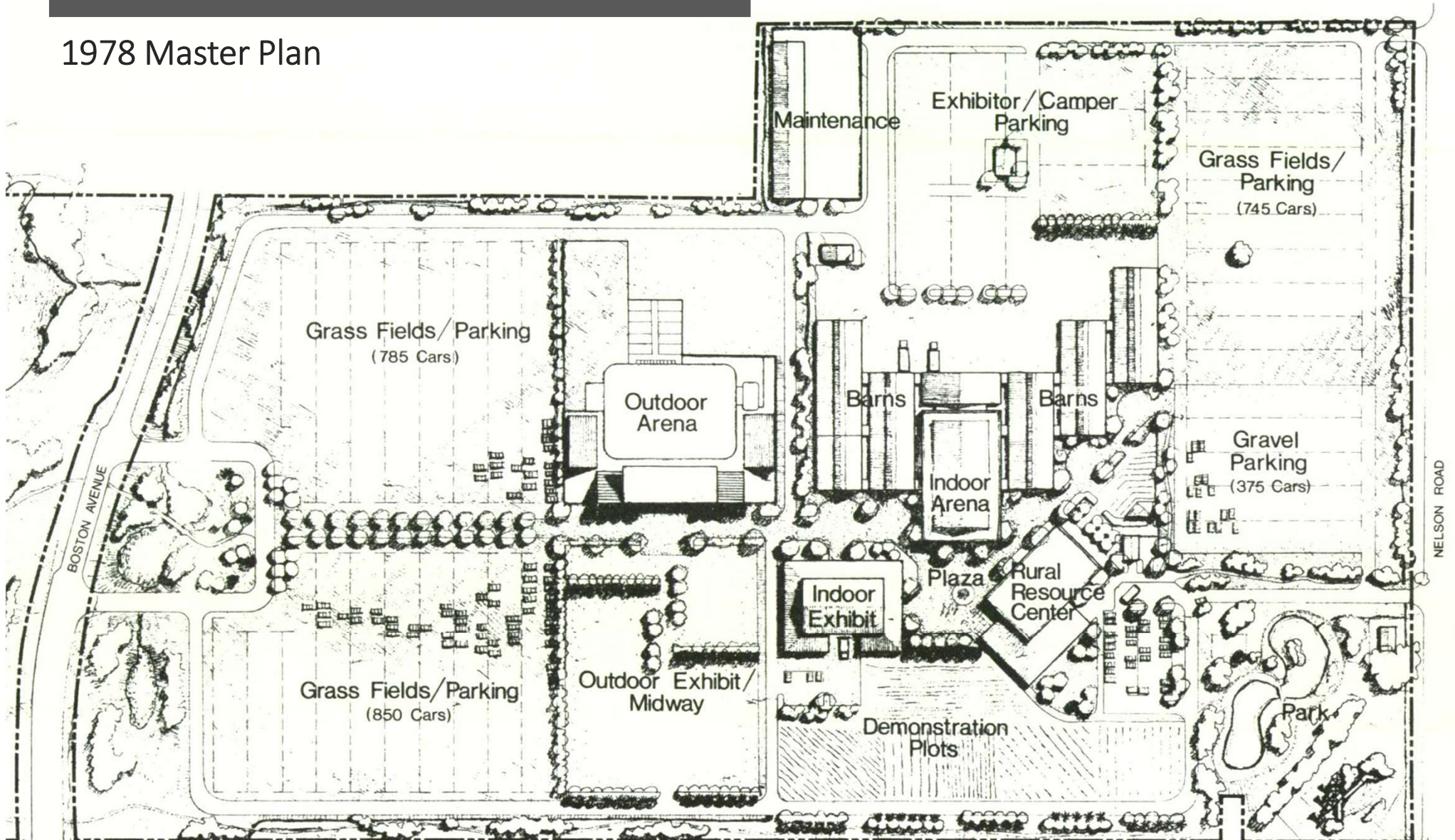
Master Planning Purpose

Purpose:

- Guide the evolution of the facility by identifying meaningful ways to continue to serve the community
- Explore future upgrades to the facilities and redevelopment of the site



1978 Master Plan

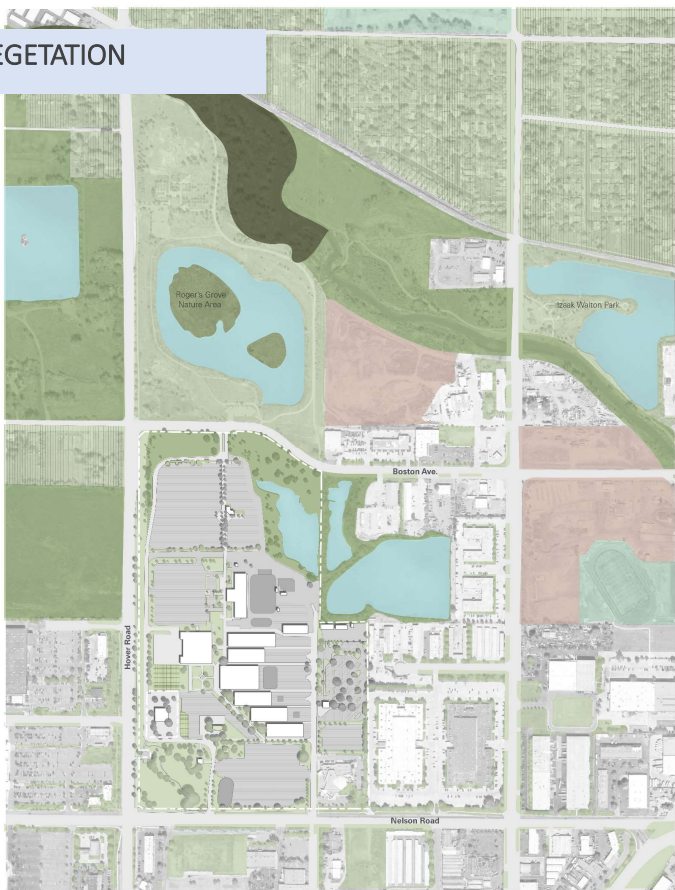


Existing Site Conditions



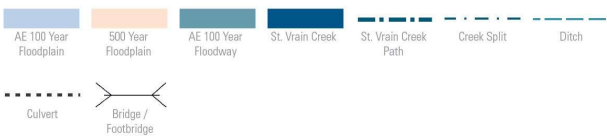
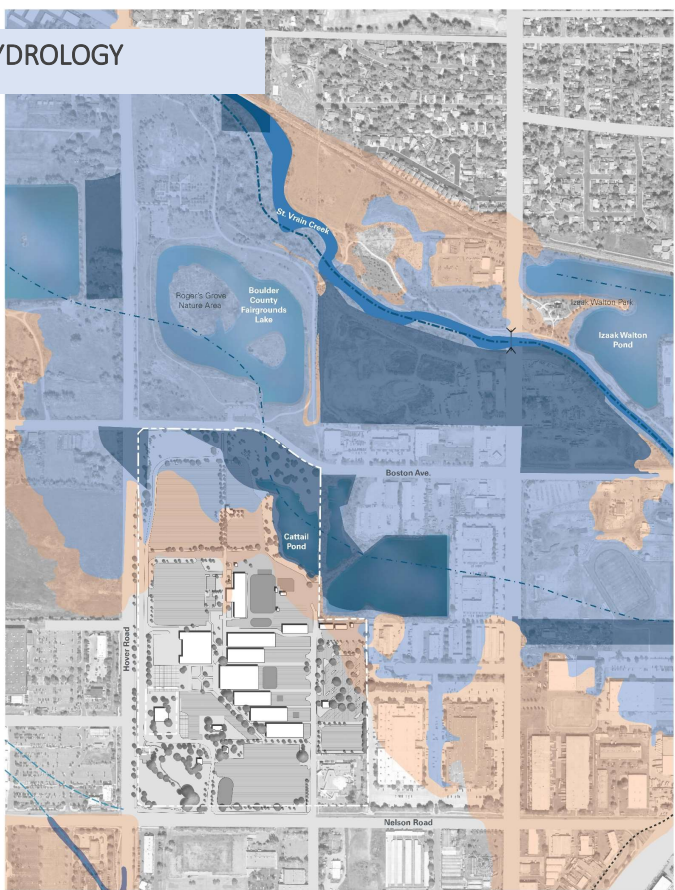
Existing Site Conditions

VEGETATION

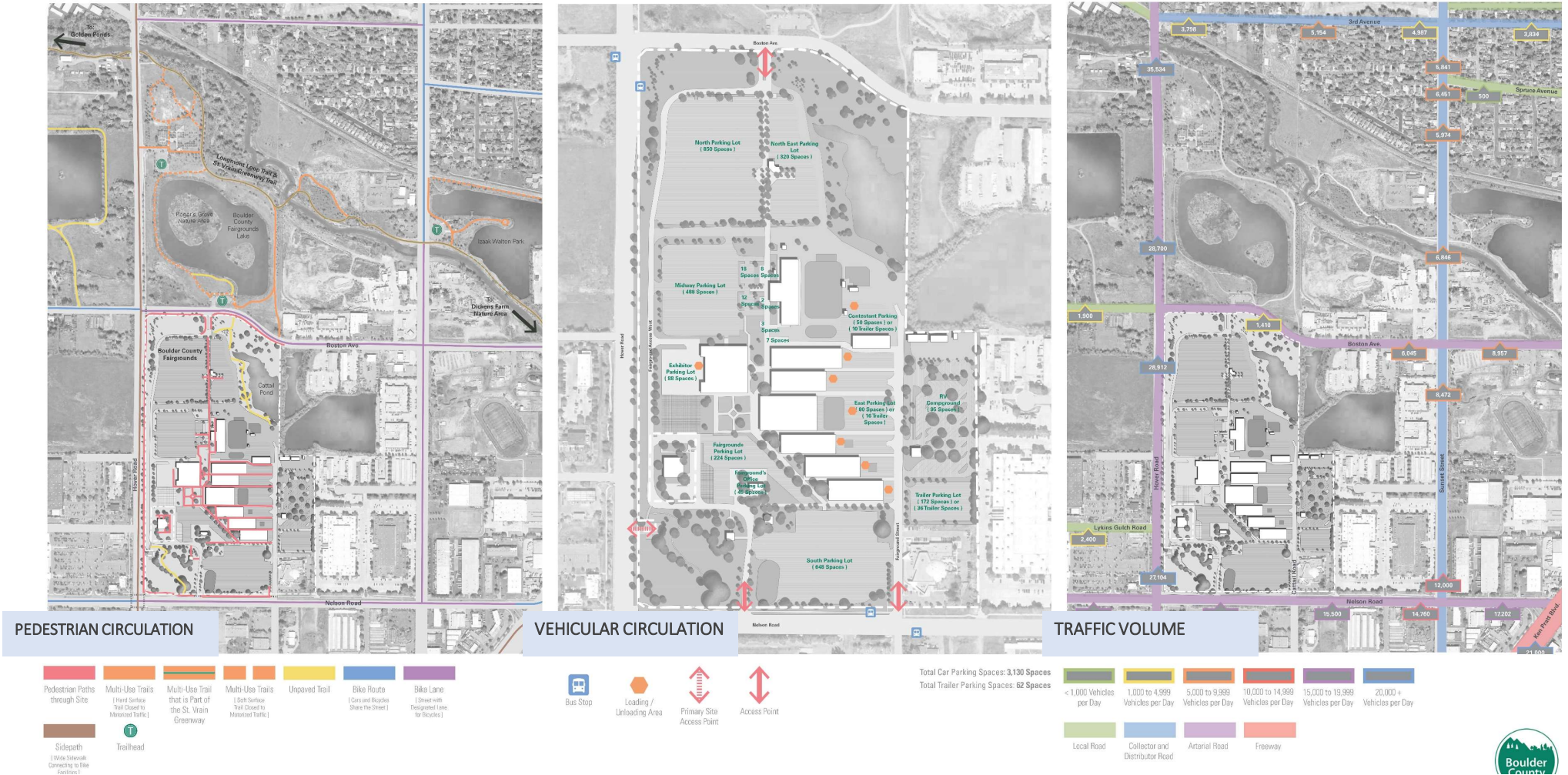


Boulder County Fairgrounds Master Plan

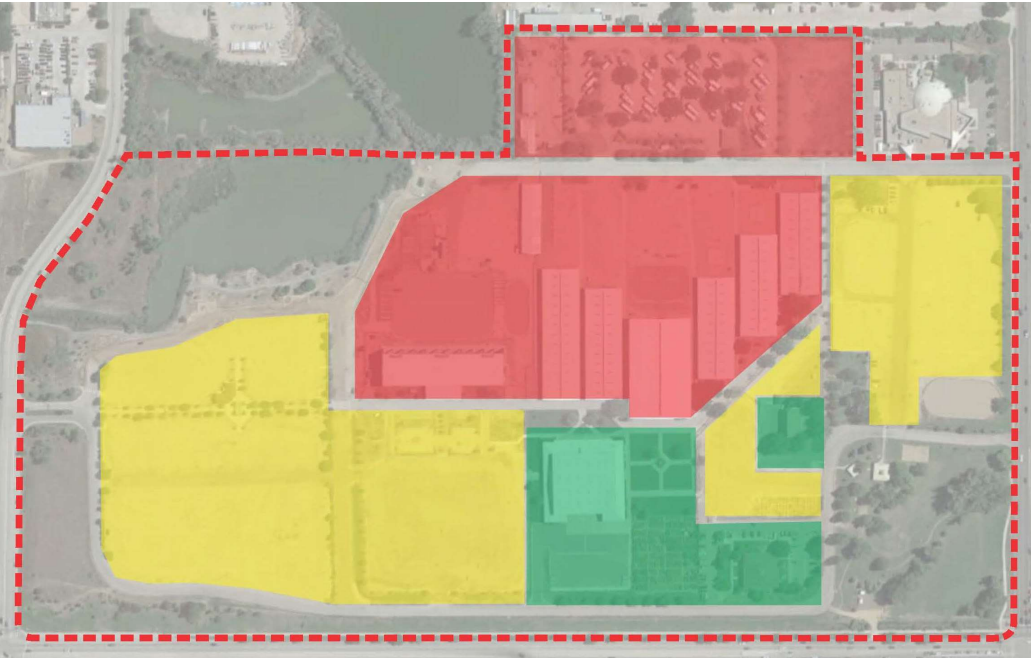
HYDROLOGY



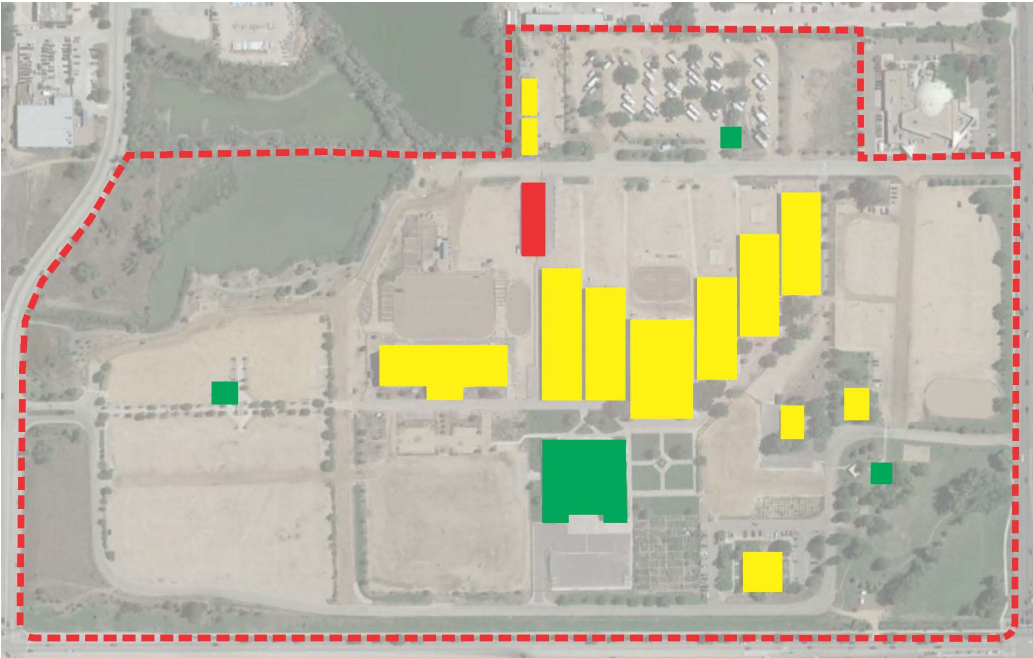
Existing Site Conditions



Facility Assessment



Site Heat Map



Building Heat Map

Good Condition

Acceptable Condition

Poor Condition

Fair Boundary

Trends in Fairgrounds

- Animal and People Health - Bio Security
- Site-wide Security
- Create a Year-Round Destination /
Optimized facilities and facility connections
- Sustainability
- Simplified Circulation and Wayfinding
- Green up - Trees and Vegetation
- Enhanced Animal and Agricultural Education
- Hosting Non-Traditional Events
- Connections to Trails and Parks
- Exercise and Play Sensory Experiences
- Wide Range of Rental Venues/Pavilions
- Character Defining Elements

Focus Group Findings

Focus Groups and Focused User Survey (September 2021)

- Boulder County Supported Groups
- Commercial Events
- Non-Profit Events
- Youth Events
- Animal Events (Non-4-H)
- On-Site Staff/Stormwater/Emergency
- City of Longmont/Visitor Groups

59 Focus Group Participants / 66 Survey Participants

18 Groups Represented

4-H	CSU Extension
Arabian/Half Arabian Club	Easy Riders 4-H
Boulder Amateur Radio Club	FFA
Boulder County Bombers – Roller Derby League	Flatirons Mineral Club
Boulder County Fair	Girl Scouts of Colorado
Boulder County Horse Association	Longmont Humane Society
Boulder County Public Health	Longmont Recreation Services
Colorado Pony of Americas	St. Vrain Valley School District
	St. Vrain Roundup Club

Focus Group Findings

Strengths

- Great staff
- Close location
- Affordability
- One of the largest spaces in Boulder County
- Lots of history for existing long-term users
- Opportunities for youth development

Weaknesses

- Outdated
- Doesn't compete with new facilities
- Not enough parking/ Dirt parking
- Wayfinding is difficult
- Circulation in and out is challenging during large events
- Not enough restroom facilities, particularly on grounds
- Limited availability to book reservations
- Technology not up to date

Focus Group Findings

**MOST
USED**

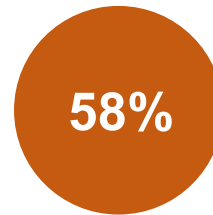
Fairground Facilities

Indoor Arena/Warm Up Area
Clover Building
Barn C
Exhibit Building
Barn A
Barn D
Natural Resources Building
Picnic Shelter
Barn E
Jack Murphy Grandstand
Public Practice Arena
Campground
North Parking Lot
Barn B
Midway

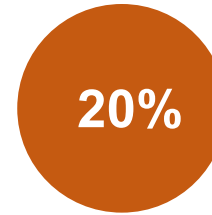
**LEAST
USED**



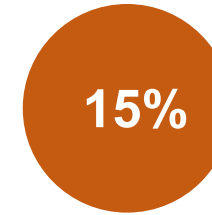
How long has your organization been using the Fairgrounds?



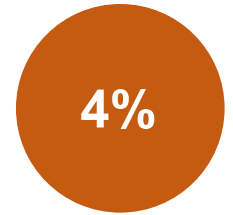
More than 20 Years



10 to 20 Years



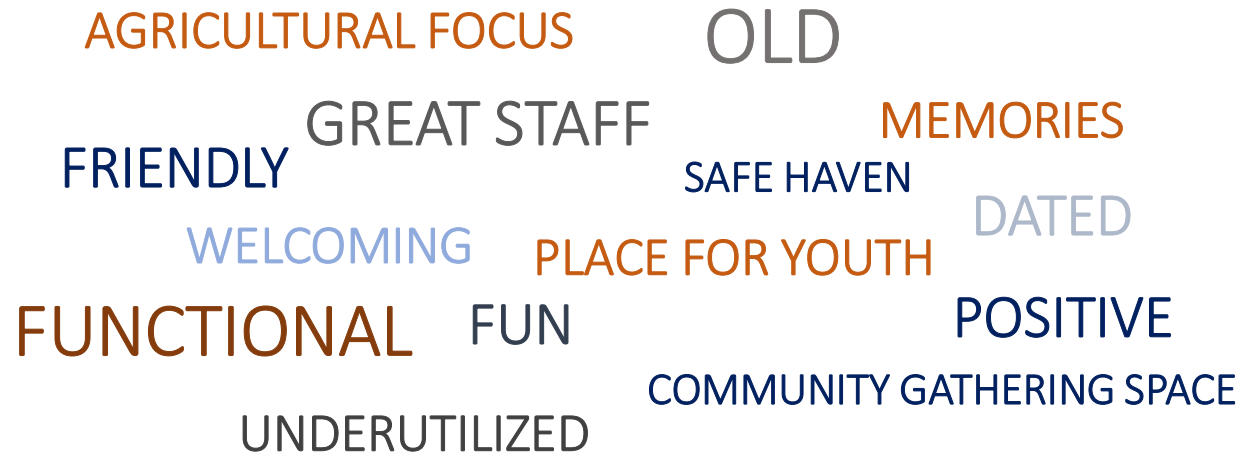
5 to 10 Years



Less than 4 Years



What is your perception of the Fairgrounds?



Focus Group Findings

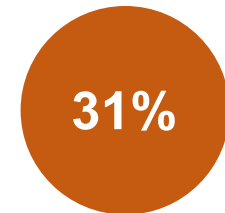
➔ **What would you like to see more of at the Fairgrounds?**

- Clear and cohesive wayfinding
- Facility maps
- Paved parking lots
- More facilities available for events
- More community events (concerts or rodeos)
- Restroom facilities
- Large remodeled event space
- More diverse youth events
- WIFI capabilities
- More gathering spaces
- More educational programs
- More natural space

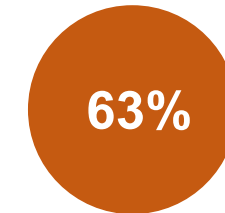
➔ **What are some other regional facilities that you like or that are a good example of this type of facility?**

- The Ranch
- Great Western Complex
- Larimer County Fairgrounds
- Douglas County Fairgrounds
- Arapahoe County Fairgrounds

➔ **Is your group planning on expanding your event in the future?**



YES



NO

Next Steps for the Master Plan

Analysis and Investigation of Existing Conditions (February 2020)

Focus Groups (September 2021)

Project Discovery | Imagining the Possibilities

Community Meeting #1 (Nov. 16, 2021)

Online Survey (through November 30) | www.bouldercounty.org/open-space/fairgrounds/

Interpret the findings of the public outreach to date, market investigation, site and facility analysis, and operations plan to create a series of master plan alternatives.

Project Focus | Choosing a Preferred Plan

Community Meeting #2 (Target February 2022)

Project Finale | Master Plan Review

Community Meeting #3 (Target June 2022)