

# Boulder County Fairgrounds Master Plan

Public Meeting 2

March 8, 2022

DESIGNWORKSHOP



 **CROSSROADS**  
CONSULTING

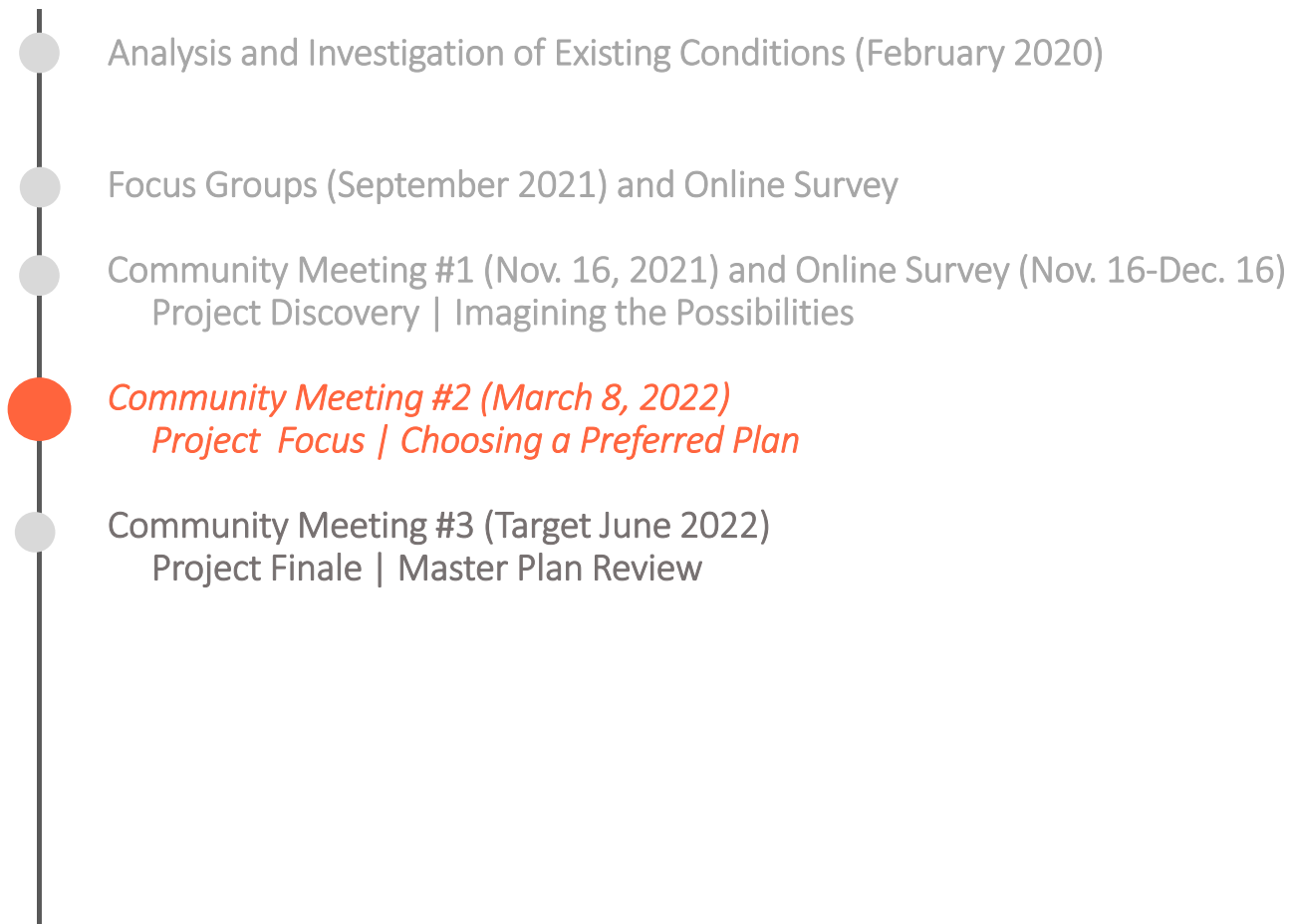
## Meeting Agenda

- Recap Public Outreach to Date
- Program Attributes Supported by Market Study and User Input
- Concepts and Interactive Feedback
- Conclusion/Next Steps



---

## Project Timeline



## Study Purpose

- The Fairgrounds consists of approximately 80 acres and features more than 15 buildings and structures.
- Most of the buildings on the Fairgrounds were built in 1979 and 1980, making them 40+ years old.
- The Fairgrounds has evolved from supporting the Fair and local agriculture to also serving as a year-round community asset that hosts multiple event types.



## November-December Outreach Summary

### *Imagining Possibilities*



**302 participants**  
**(275 online survey/27 in person)**

#### **MOST USED FACILITIES**

Exhibit Building  
Farmers Market Shelter  
Indoor Arena  
Barns

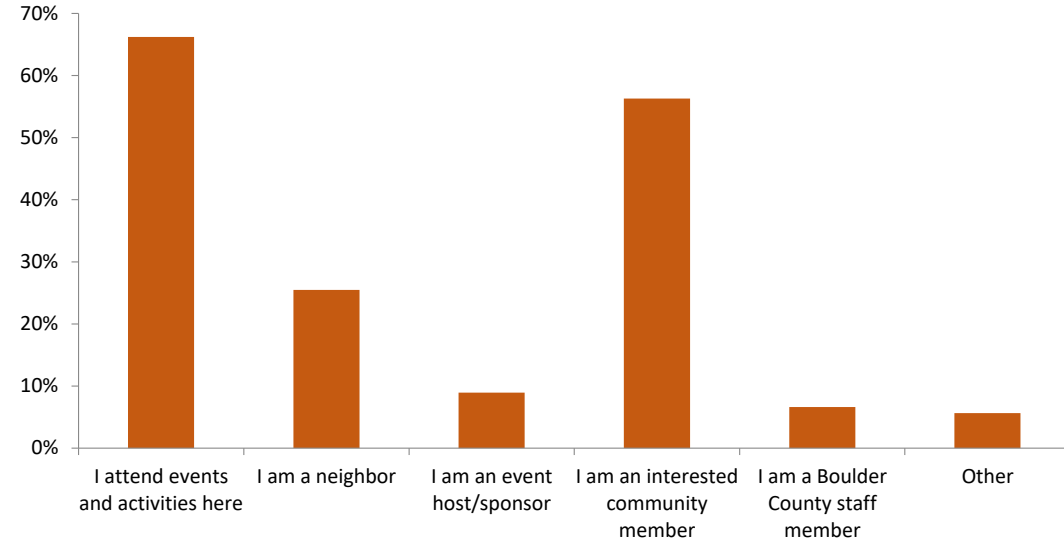
#### **MOST ATTENDED EVENTS**

Farmers Market  
The Boulder County Fair  
Public Shows



Boulder County Fairgrounds Master Plan

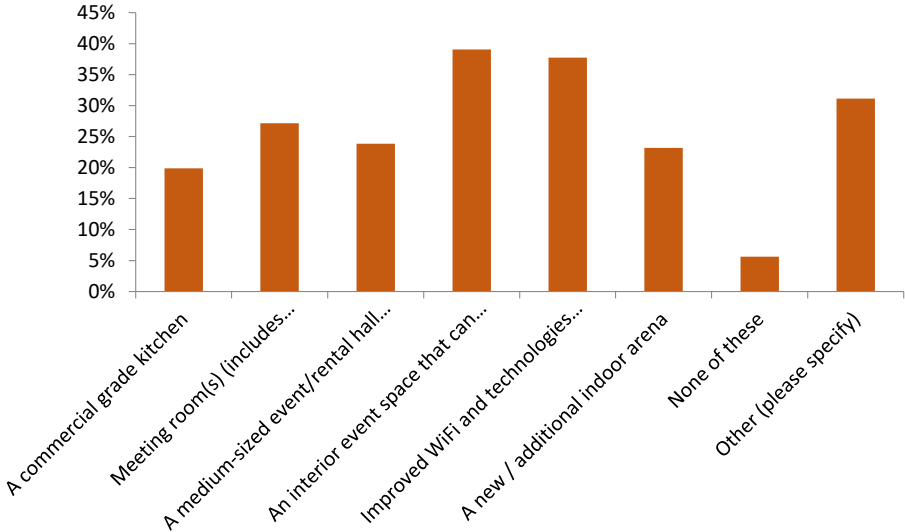
#### Respondents' connection to the project



# Fairground Desires

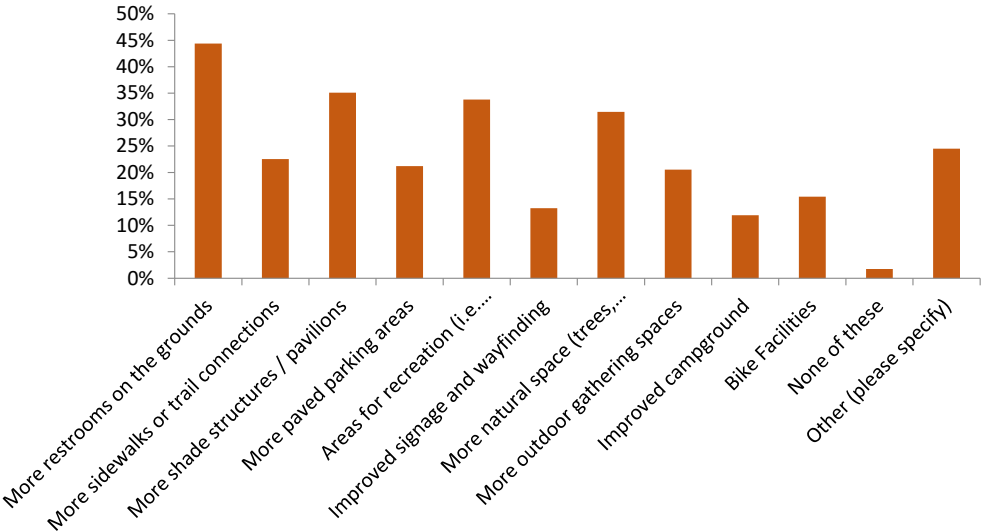
➡ Rank your top three (3) **INDOOR** facilities/amenities that you would like to see at the Fairgrounds

An interior event space for nicer events  
Improved WiFi and technologies  
Meeting room(s)



➡ Rank your top three (3) **OUTDOOR** facilities/amenities that you would like to see at the Fairgrounds

More restrooms on the grounds  
More shade structures/pavilions  
More natural space  
Areas for recreation



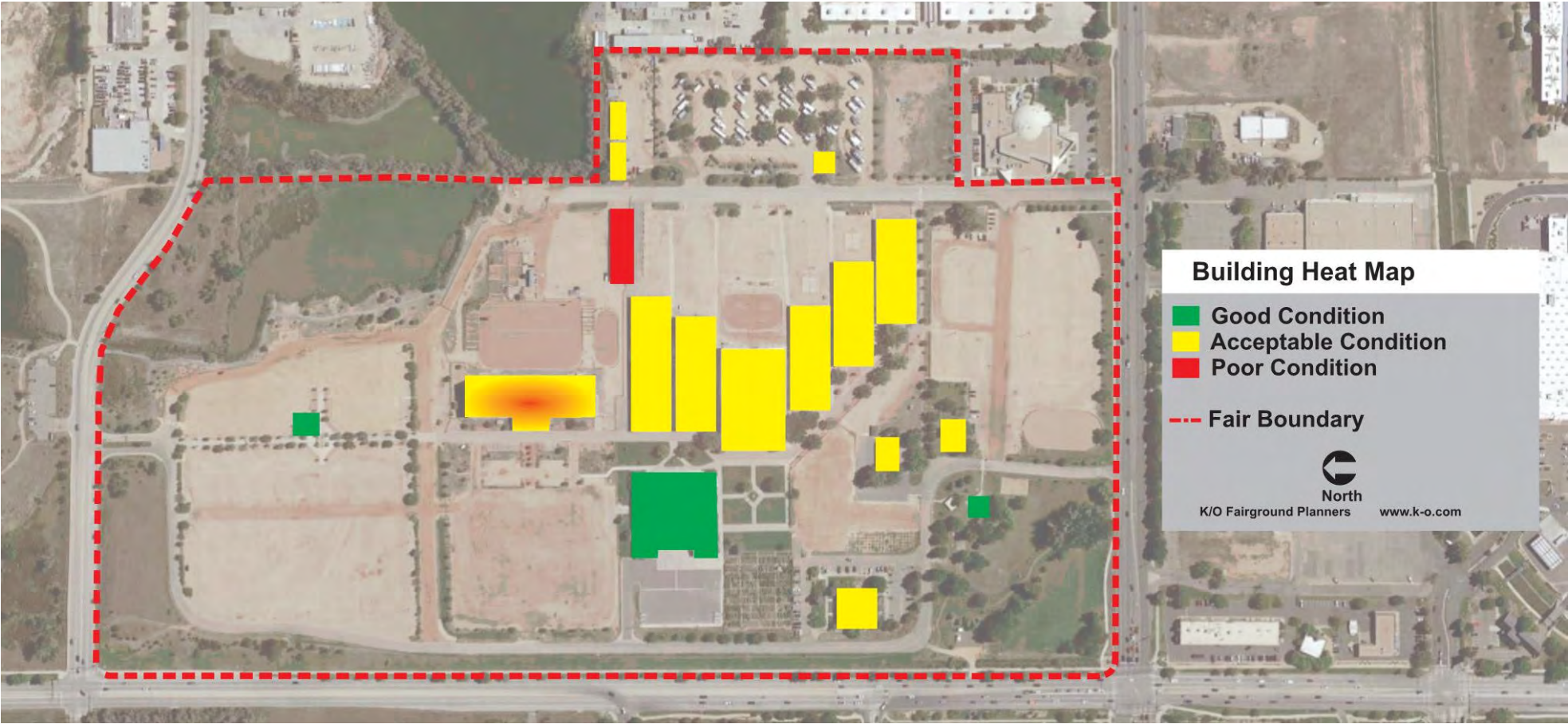


## Site Strengths and Opportunities

- Solid base of long-term, historic users
- Unique asset in the community given the amount and type of space offered
- Affordable to user groups
- Relatively good access
- Opportunity to plan for updated facilities where the lifespan is limited and/or poor
- Opportunity to retain, grow and attract new events
- Opportunity to leverage the strength of the local and state agricultural industry
- Opportunity to enhance overall functionality of the Fairgrounds and accommodate the future needs of a growing population



# Facility Assessment





## Site Challenges

- Physical condition of aging buildings and infrastructure limits use
- Lack of availability creates challenges for attracting new events
- Significant competition from multiple facilities in the State, many of which have or are planning to improve their assets
- Price sensitivity of some user groups
- Site is not able to expand
- Fairgrounds lacks modern event space, a moderate-sized exhibit and meeting space
- Existing indoor arena floor is relatively small
- Parking is limited for larger events
- Current signage/wayfinding is considered inadequate



## Program Recommendations

- Improve the overall functionality of the Fairgrounds including **circulation and wayfinding**.
- **Relocate Barns/Livestock Facilities** to improve the functionality of the site and to replace the aging structures (137,000 SF total covered space).
- Develop a new column-free, concrete-floor facility **Addition connected to the existing Exhibit Building**. This space would include meeting rooms and support spaces (+30,000 SF).
- Develop a **new/expanded Indoor Arena** with support spaces and near animal support spaces (stalls, pens, warm-up areas, etc.) (80,000 SF).



## Program Recommendations

- **Expand RV Parking** by 30%, update to modern RV standards, and develop a new shower/restroom facility.
- Increase the number of **horse stalls** by a minimum of 25%.
- **House Administrative and Office Space** to support existing uses (+/- 25,000 SF).
- Develop **additional support spaces** (e.g., restrooms, storage, entry gate, etc.) and improve infrastructure (Wi-Fi coverage, lighting, utilities, landscaping, etc.).

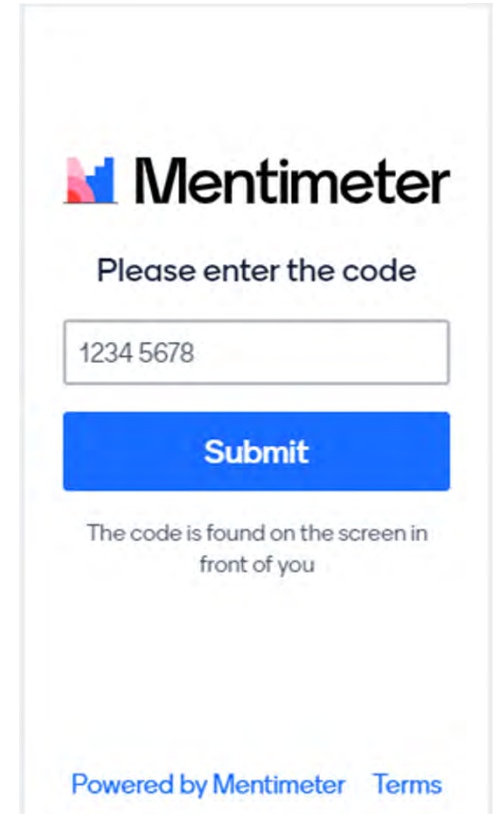




---

## How to use Mentimeter

1. If possible, use your cellphone for providing information
2. Follow the instructions on the top of the screen
3. Keep your computer screen on Zoom
4. If using your computer to vote, keep your computer screen on Zoom unless giving feedback
5. When providing feedback, you can use the zoom function to see images and text better.

A screenshot of the Mentimeter poll interface. At the top is the Mentimeter logo, which consists of a colorful bar chart icon followed by the word "Mentimeter" in a bold, black, sans-serif font. Below the logo, the text "Please enter the code" is displayed in a smaller, black font. Underneath this text is a white rectangular input field with a thin grey border, containing the code "1234 5678". Below the input field is a prominent blue rectangular button with the word "Submit" in white, bold, sans-serif font. Below the button, the text "The code is found on the screen in front of you" is written in a small, grey font. At the bottom of the interface, the text "Powered by Mentimeter" is shown in blue, followed by a blue link labeled "Terms".

**Mentimeter**

Please enter the code

1234 5678

**Submit**

The code is found on the screen in front of you

Powered by Mentimeter [Terms](#)







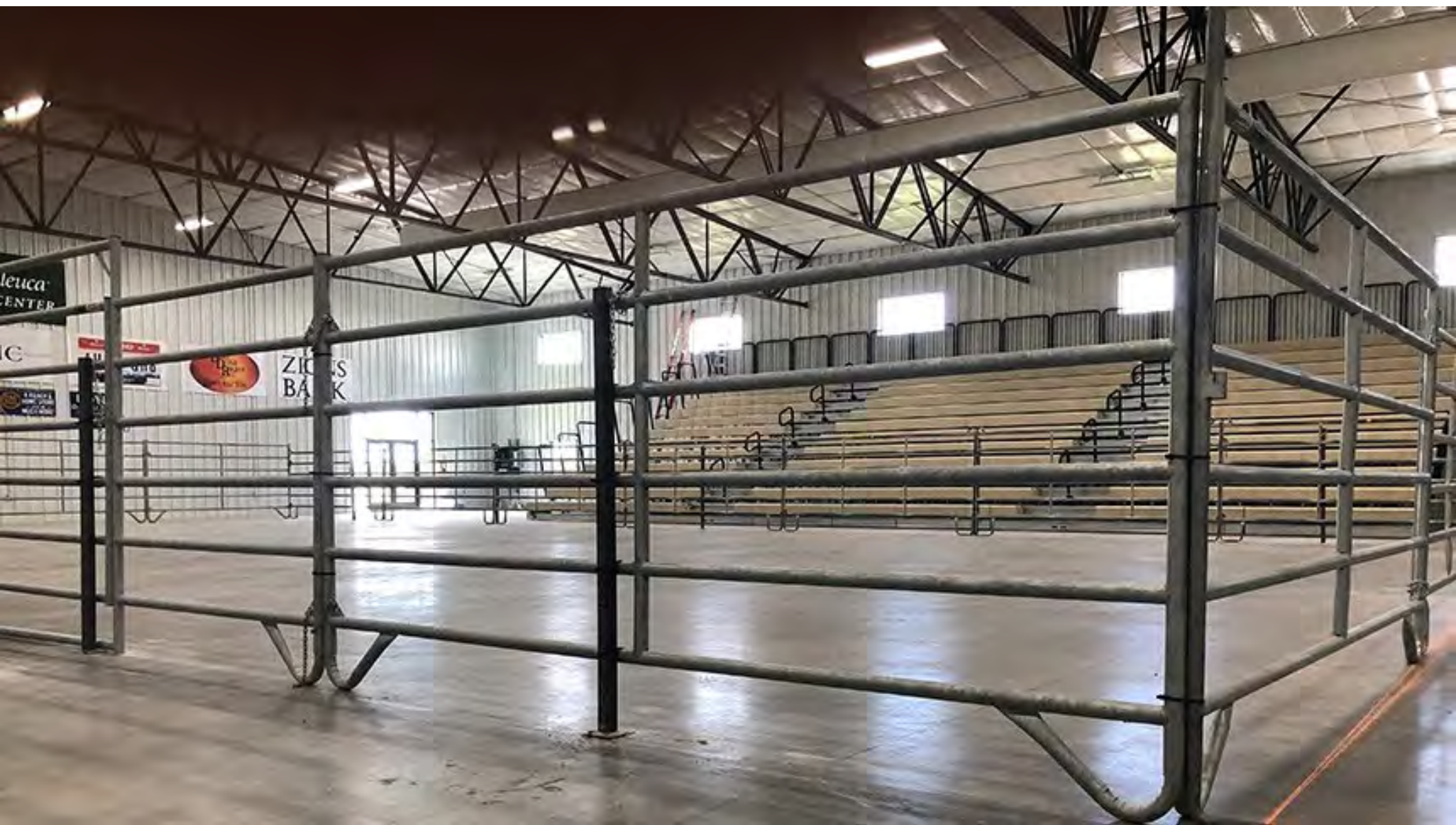
















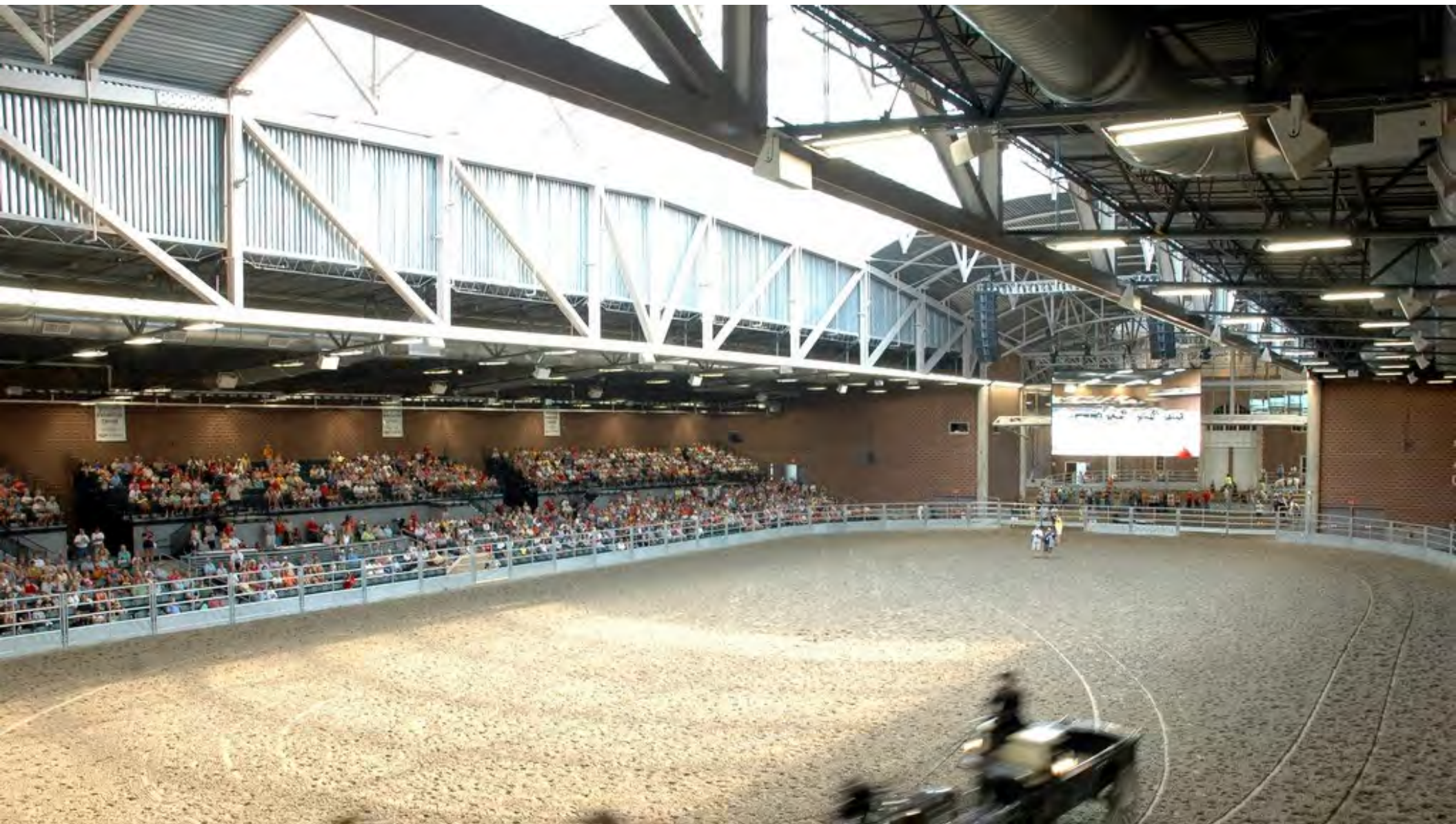


















# Concept 1

- Barns/Livestock Facilities (137,000 Sq. Ft.)
- Exhibit Building Expansion (25,000 Sq. Ft.)
- Expanded Indoor Arena (80,000 Sq. Ft.)
- Administrative Offices (30,000 Sq. Ft.)
- RV Parking Expansion (30%)



# Concept 2

- Barns/Livestock Facilities (137,000 Sq. Ft.)
- Exhibit Building Expansion (25,000 Sq. Ft.)
- Expanded Indoor Arena (80,000 Sq. Ft.)
- Administrative Offices (30,000 Sq. Ft.)
- RV Parking Expansion (30%)





# Concept 3

- Barns/Livestock Facilities (137,000 Sq. Ft.)
- Exhibit Building Expansion (25,000 Sq. Ft.)
- Expanded Indoor Arena (80,000 Sq. Ft.)
- Administrative Offices (30,000 Sq. Ft.)
- RV Parking Expansion (30%)



## Visit the project website “Boulder County Fairgrounds Master Plan”

- Further review the options presented tonight
- Participate in an online survey to provide any additional feedback on the options
- Stay informed about the project

*[www.bouldercounty.org/open-space/fairgrounds/fairgrounds-master-plan/](http://www.bouldercounty.org/open-space/fairgrounds/fairgrounds-master-plan/)*

Thank you for your participation tonight!