

Boulder County Fairgrounds Master Plan

Public Meeting #3

July 13, 2022

DESIGNWORKSHOP



Meeting Agenda

- Recap of Existing Conditions, Illustrative Concepts and Community Response
- Review of draft Preferred Concept
- Next Steps

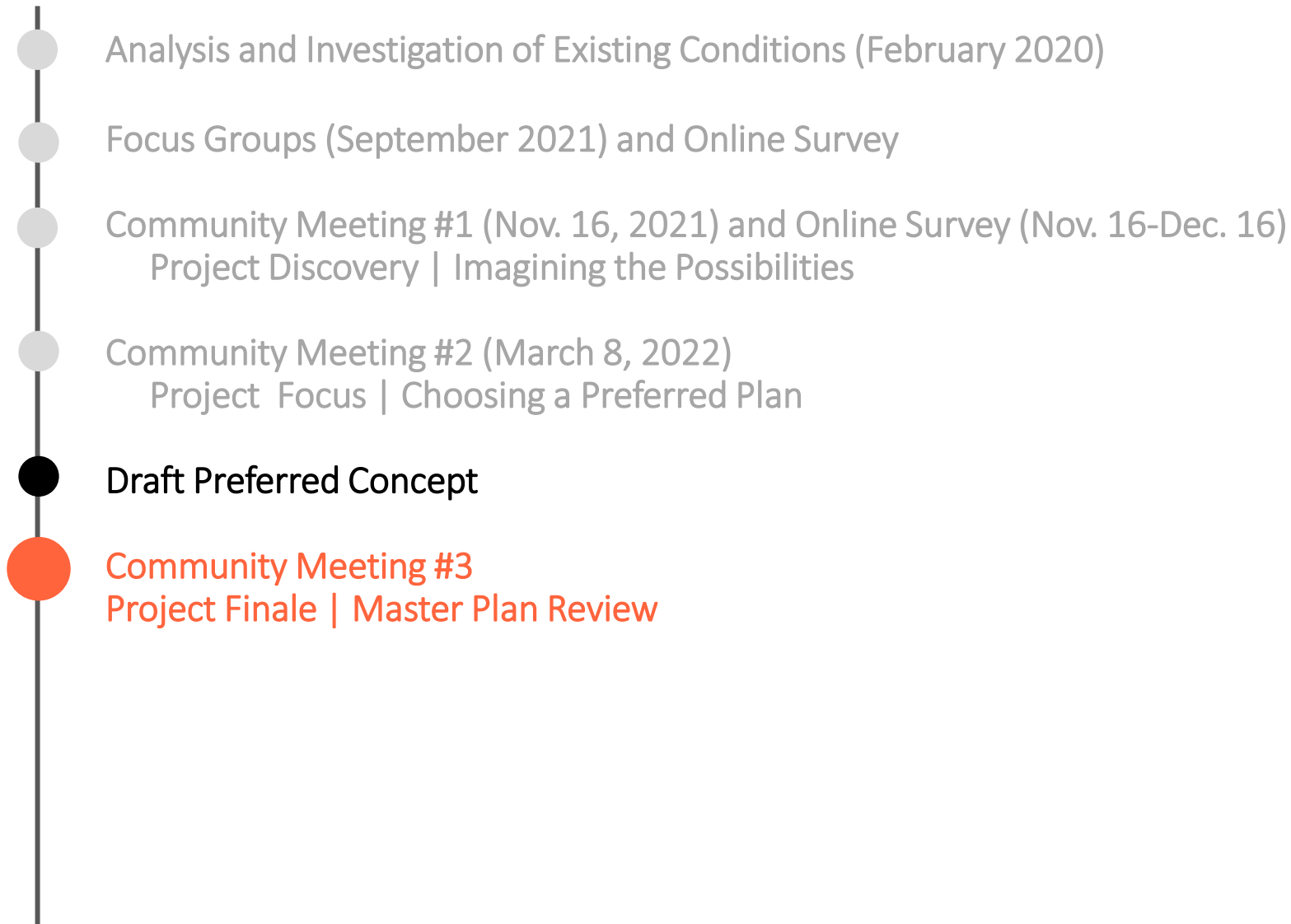


Study Purpose

- 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.



Project Timeline



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
- Good Access from highways; needs better accessibility access from RTD bus stops
- 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



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
- Poor soil conditions for trees on north side of site
- Poor storm drainage throughout site



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).
- **Support existing Farmers Market** and potential growth.

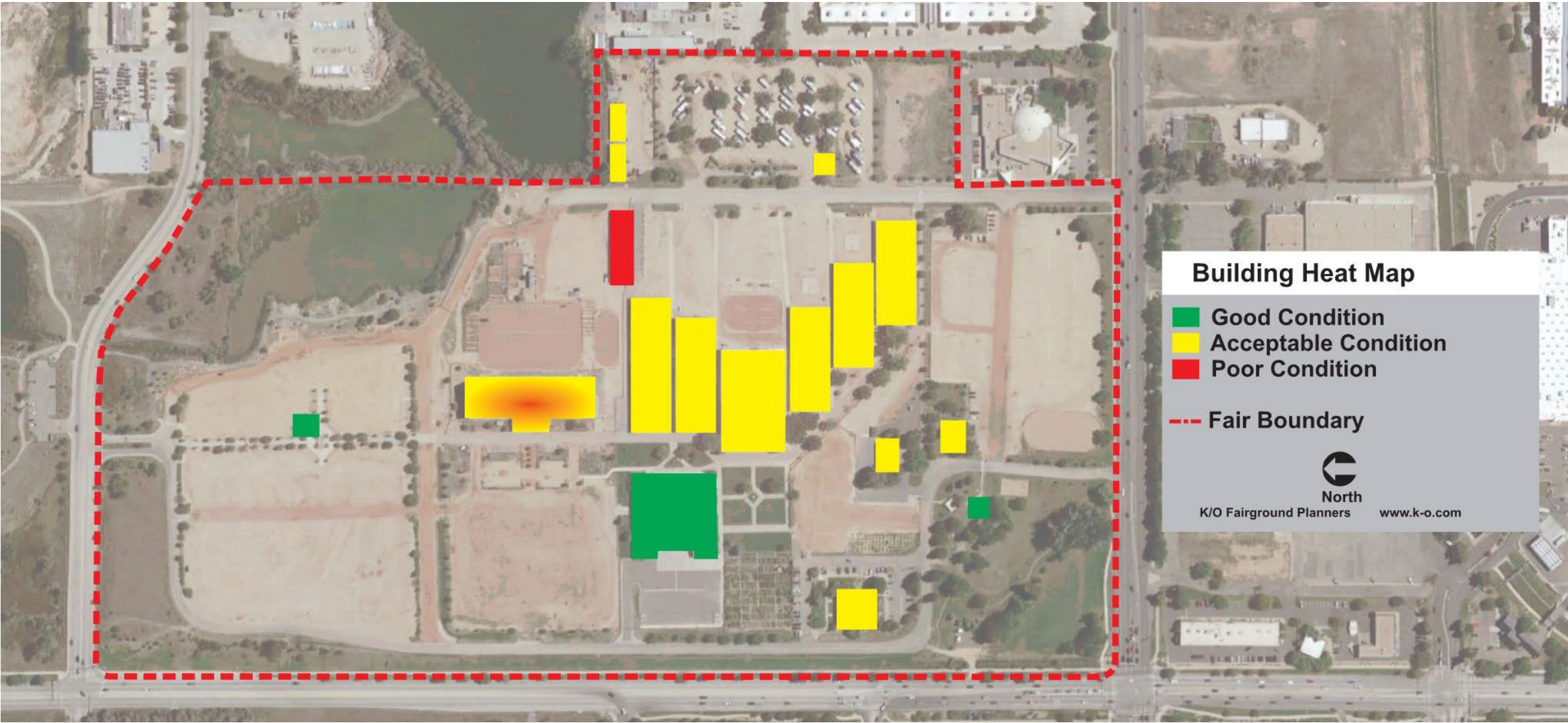


Program Recommendations

- **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.).



Facility Assessment



Outreach #1: November-December

Imagining Possibilities



302 participants
(275 online survey/27 in person)

MOST USED FACILITIES

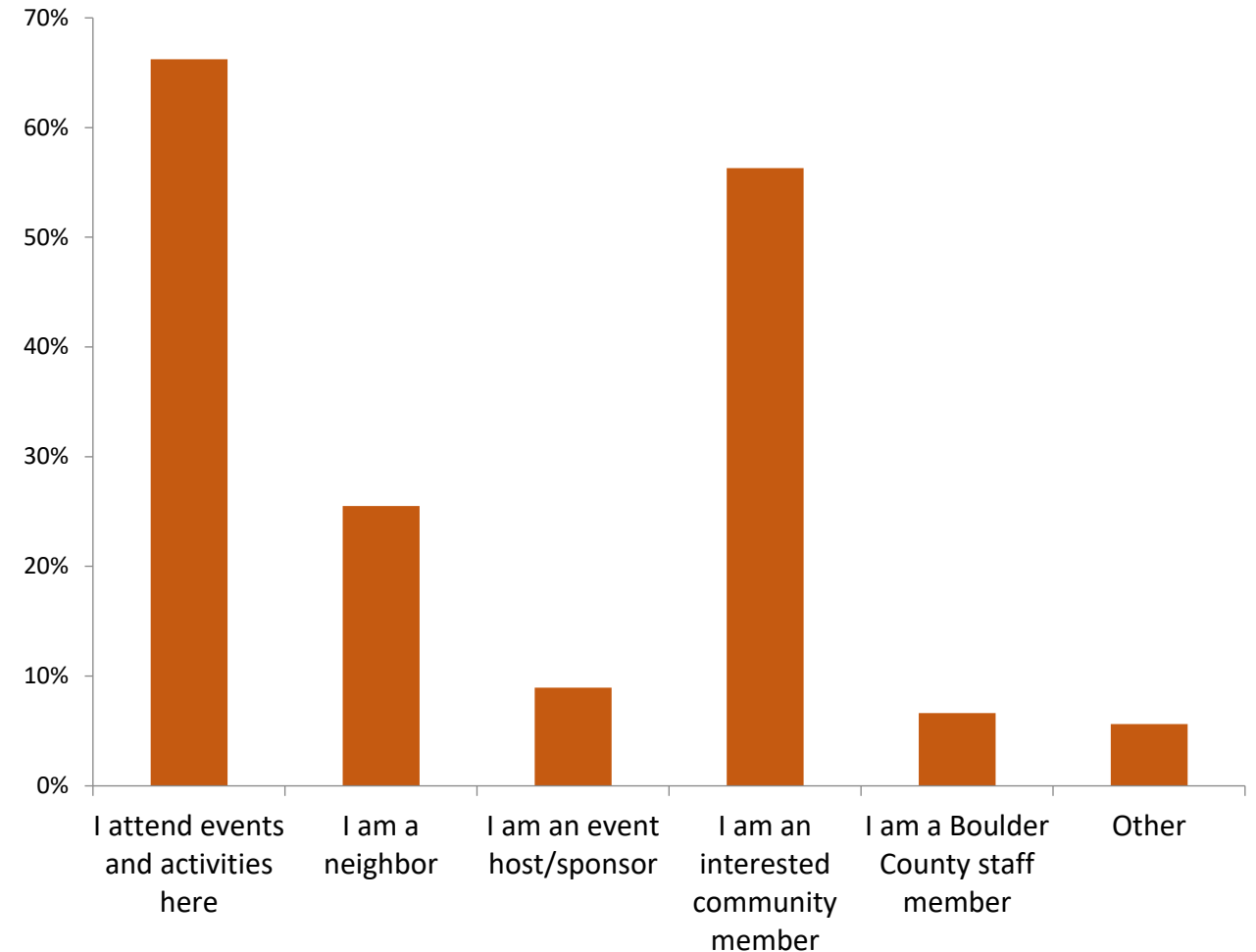
Exhibit Building
Farmer's Market Shelter
Indoor Arena
Barns

MOST ATTENDED EVENTS

Farmer's Market
The Boulder County Fair
Public Shows



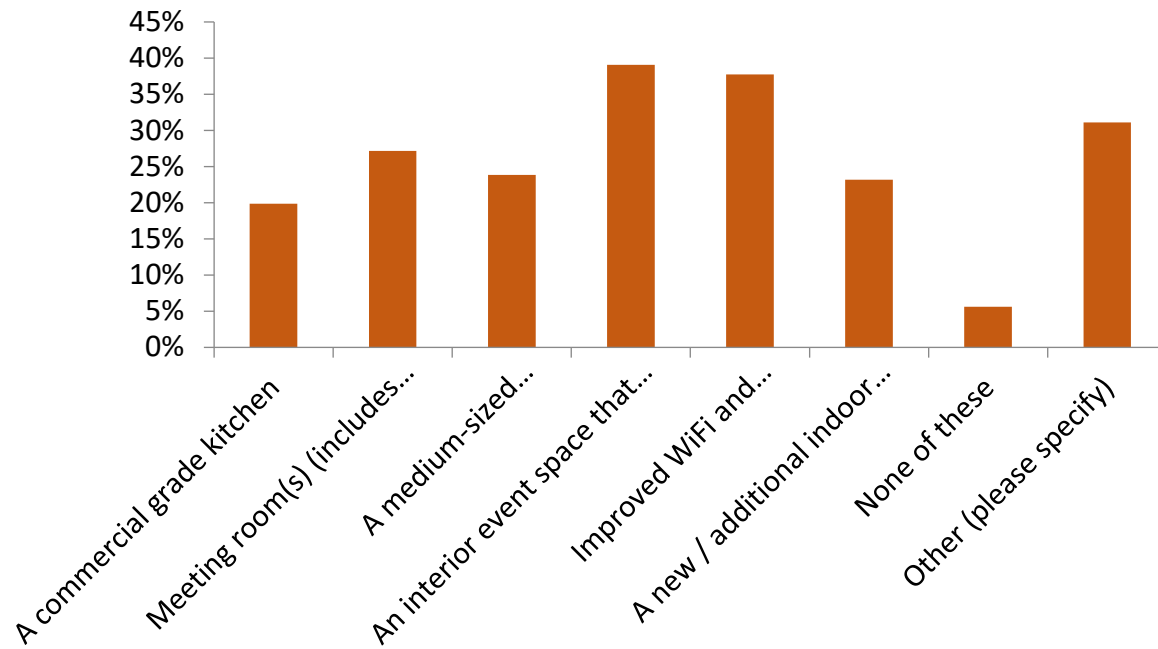
Respondents' connection to the project



Fairground Desires

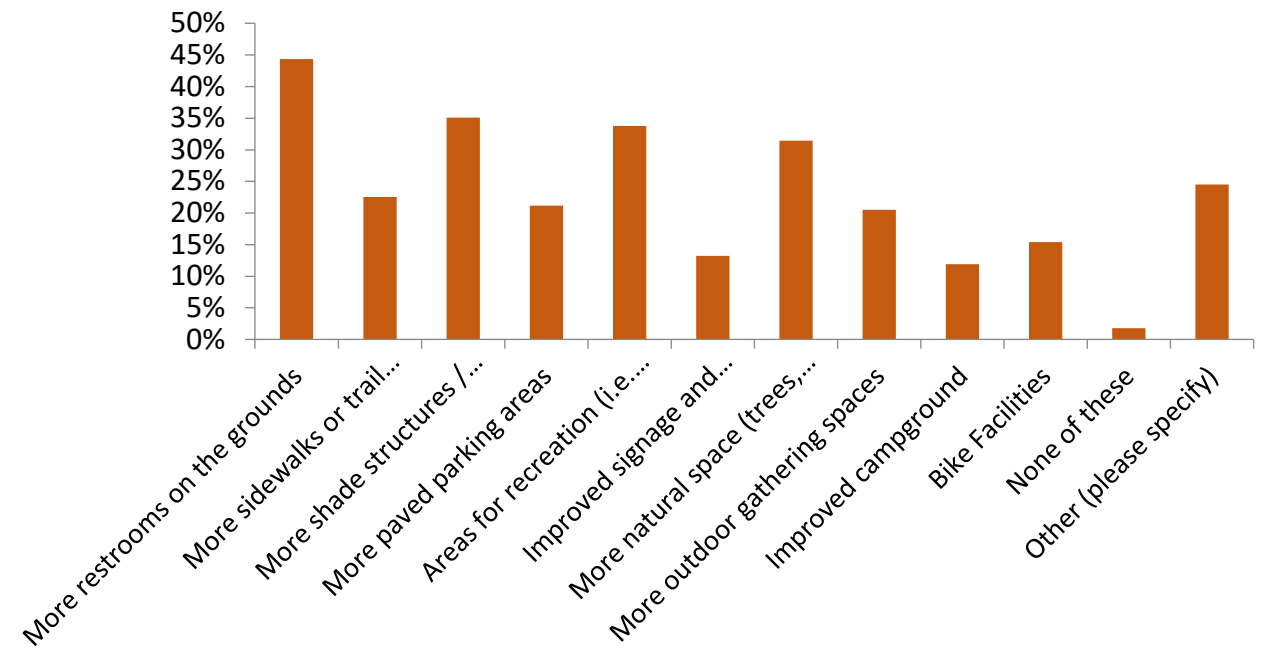
➔ Rank your top three (3) **INDOOR** amenities that you would like to see at the Fairgrounds

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

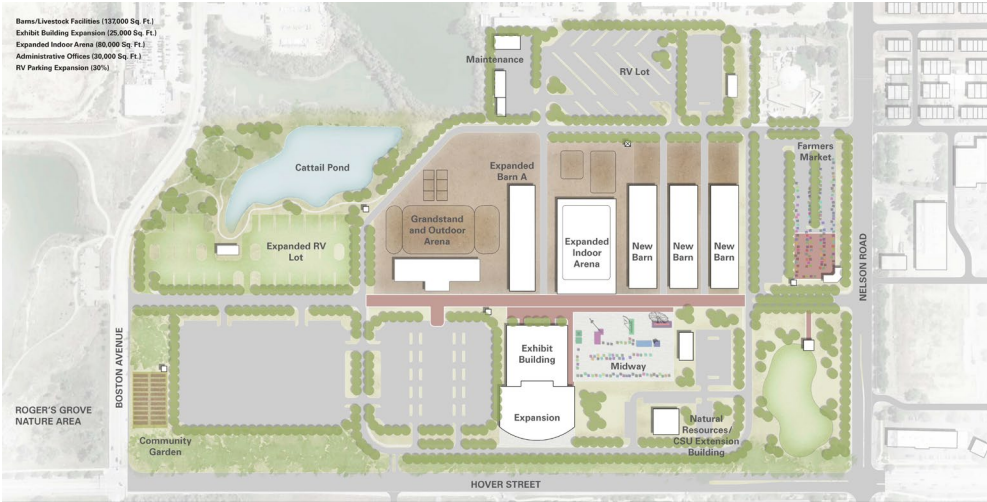


➔ Rank your top three (3) **OUTDOOR** amenities that you would like to see at the Fairgrounds

1. More restrooms on the grounds
2. More shade structures/pavilions
3. More natural space
4. Areas for recreation



Three Illustrative Concepts



Concept 1



Concept 2



Concept 3

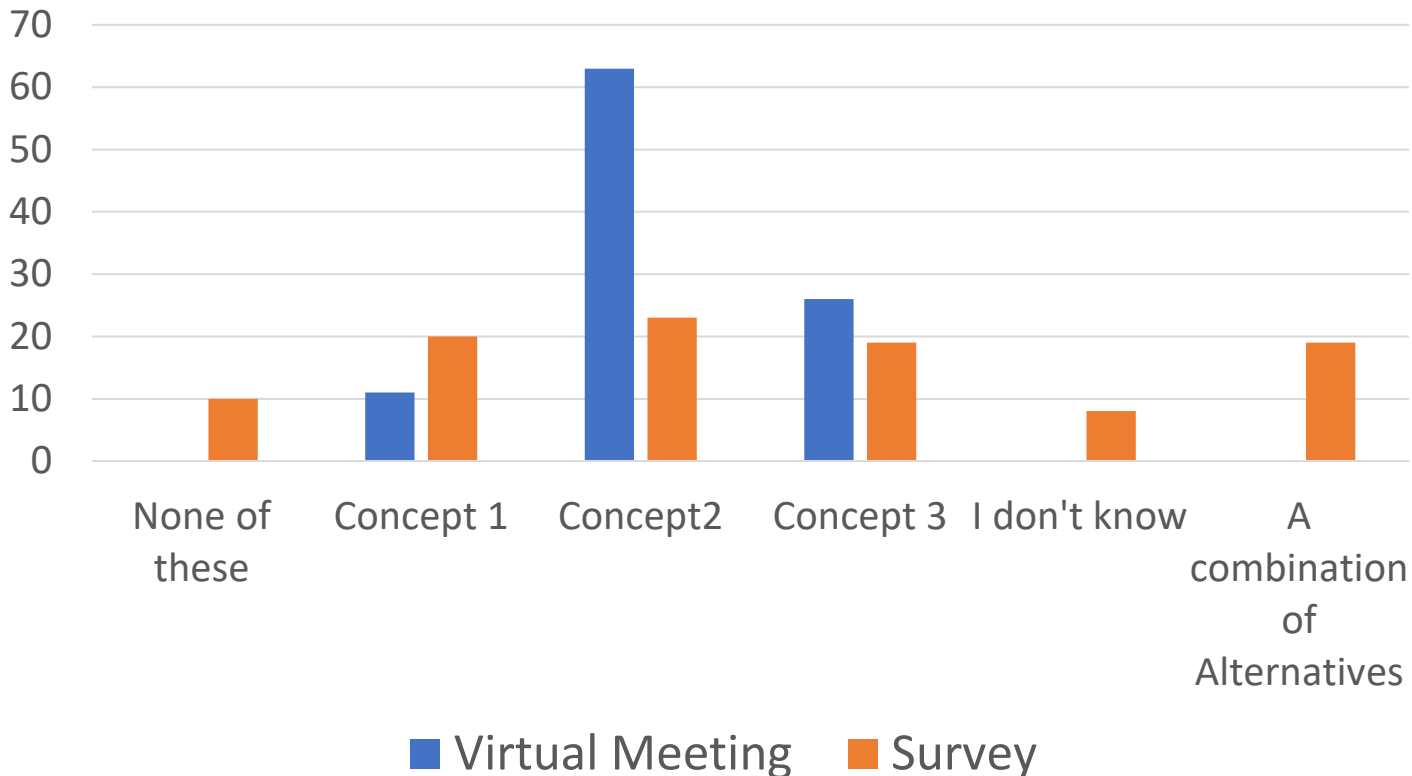
Outreach #2: March - April

Evaluating Concepts



203 participants
(160 online survey/43 virtual meeting)

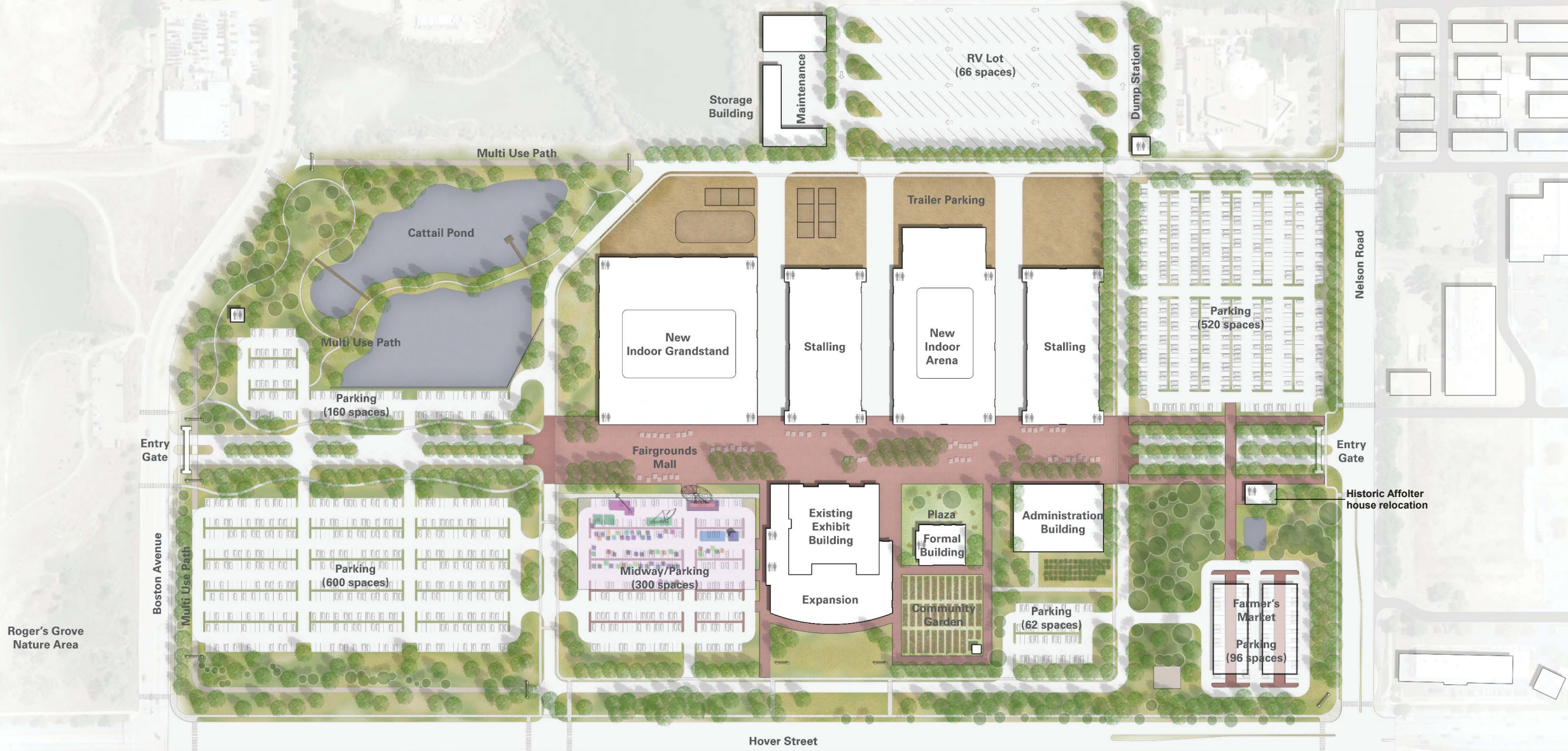
Which of the three alternatives do you prefer overall?



Other Ideas and Desires:

- Year-round Farmer's Market space
- Protection of memorial tree
- Water permeable pavement
- Music venue
- Agricultural Heritage Center for education
- Electric vehicle charging stations
- Signage strategies
- Designated dog walk route and screening to Humane Society

Draft Preferred Concept



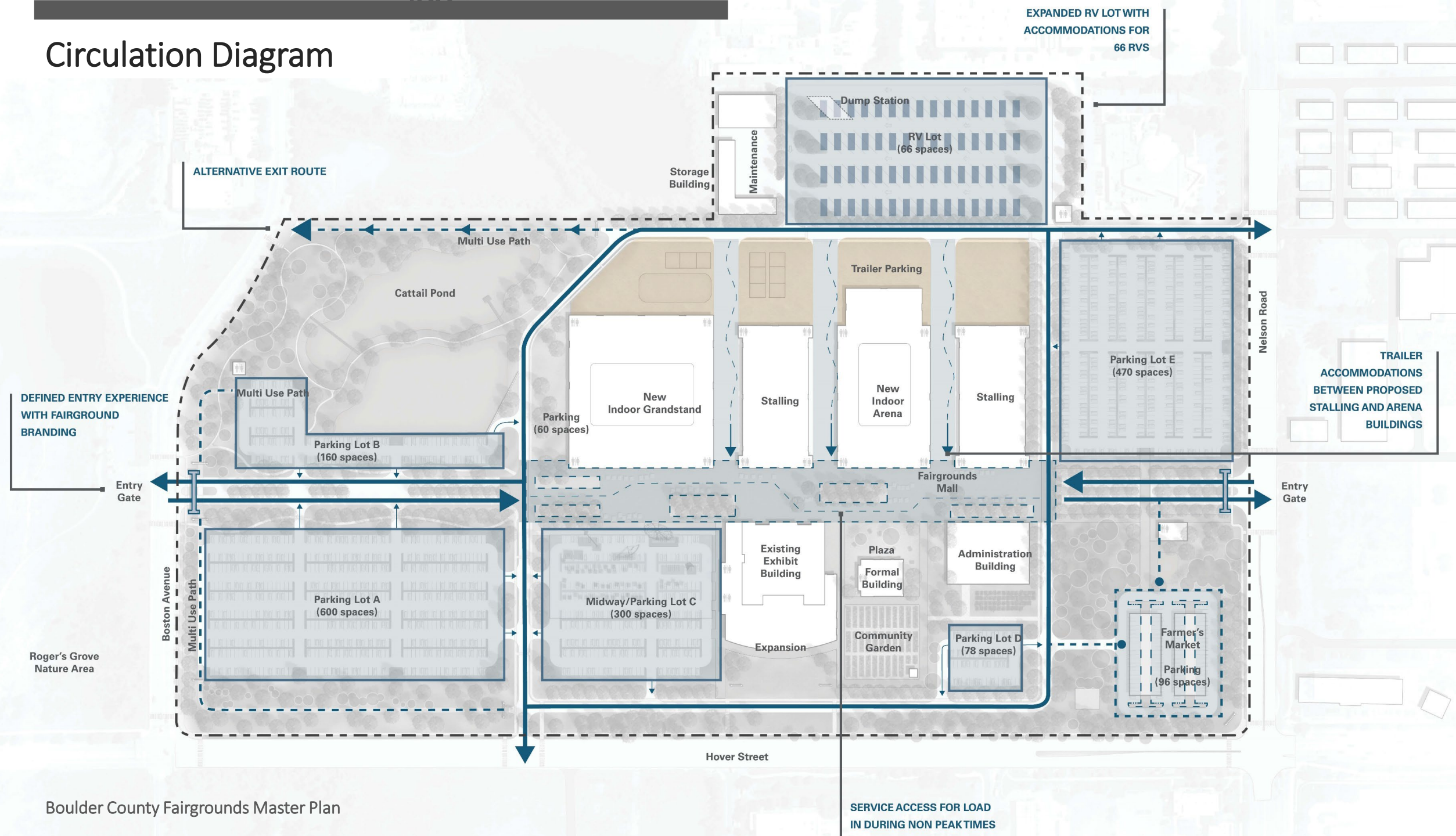
Draft Preferred Concept



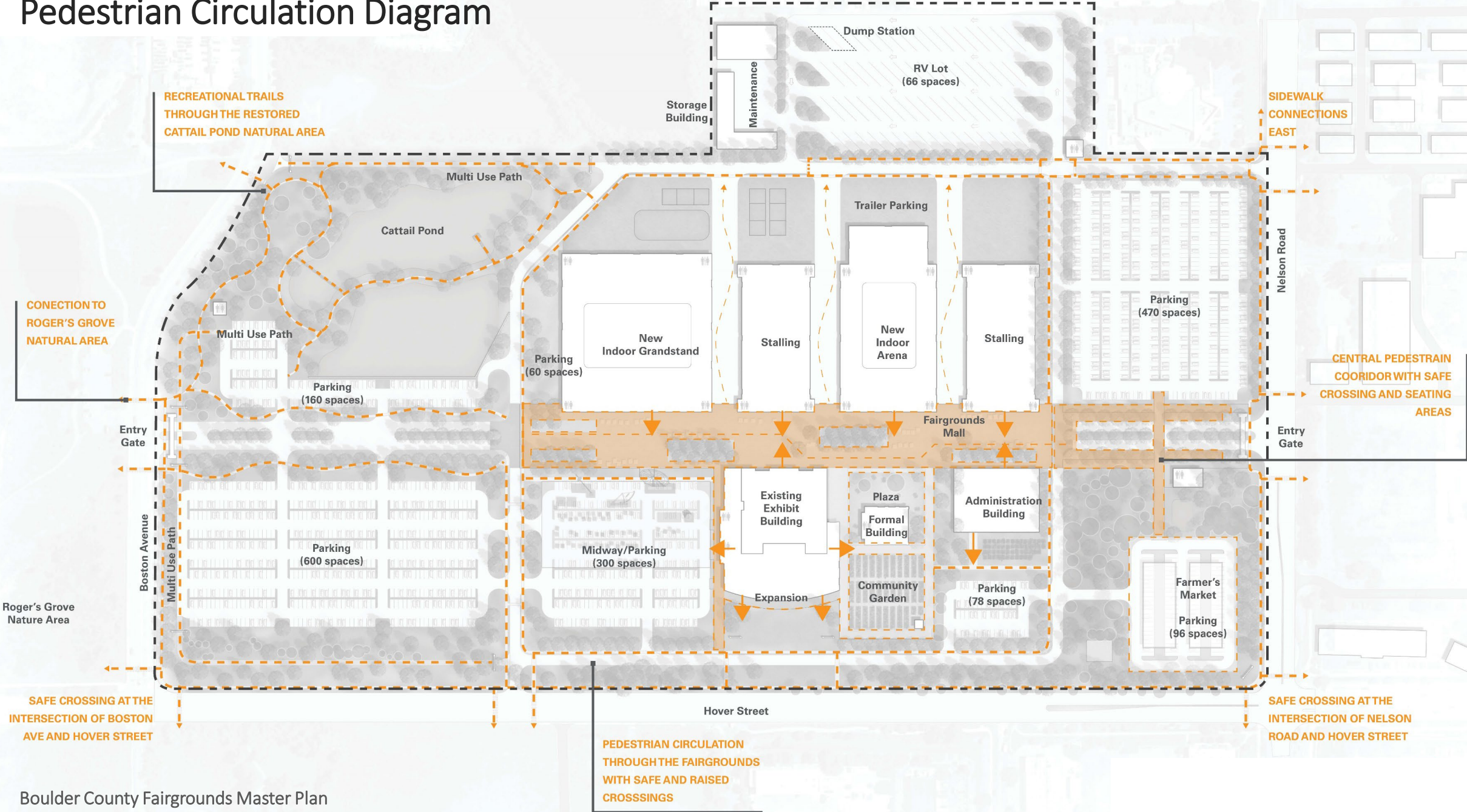
Project Goals

- ❖ Inclusive/Equitable
- ❖ Community-Serving
- ❖ Environmental Sustainability
- ❖ Safety and Accessibility
- ❖ Educational
- ❖ Service-Oriented
- ❖ Economically Responsible

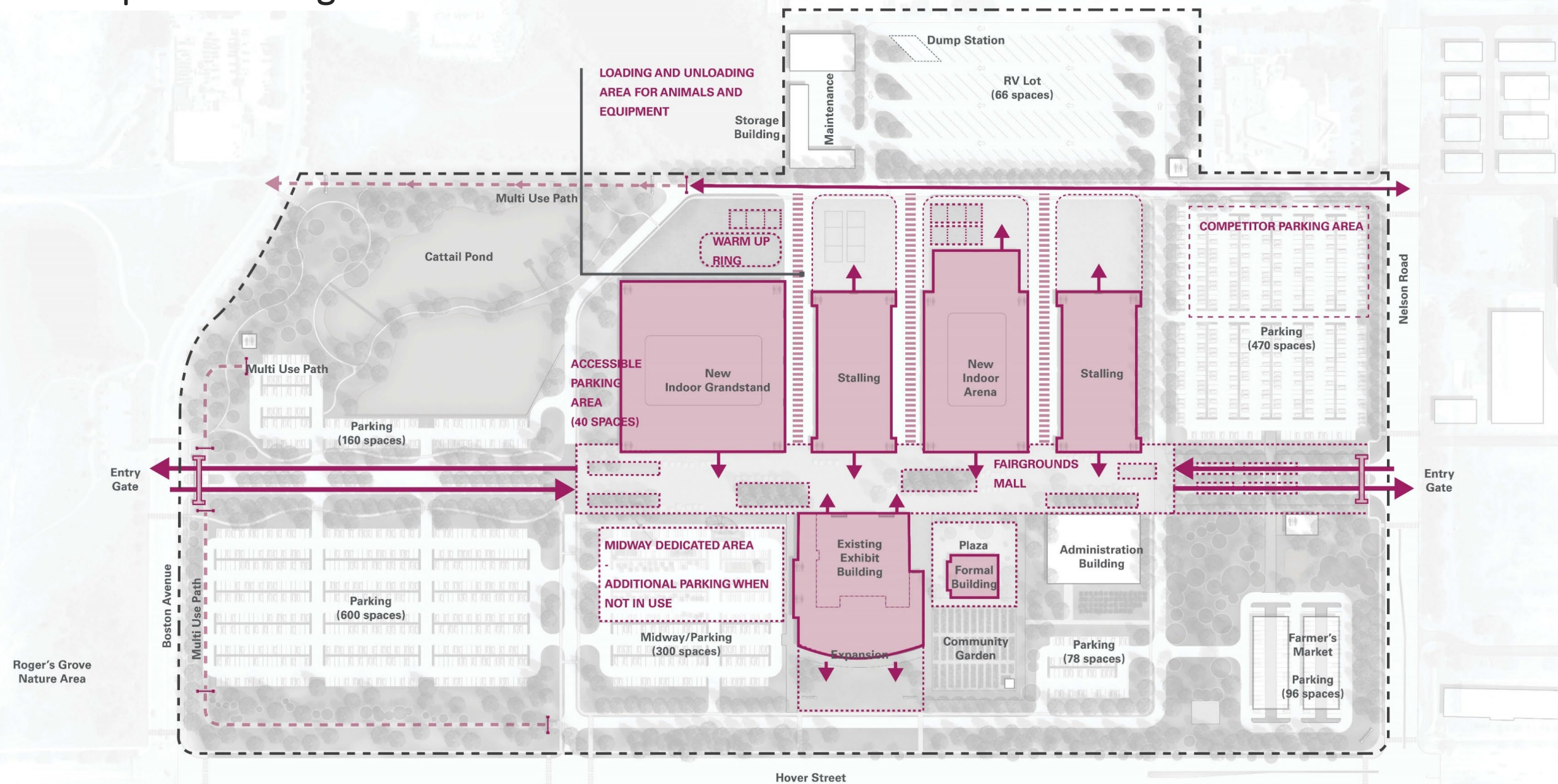
Circulation Diagram



Pedestrian Circulation Diagram



Fair Operation Diagram

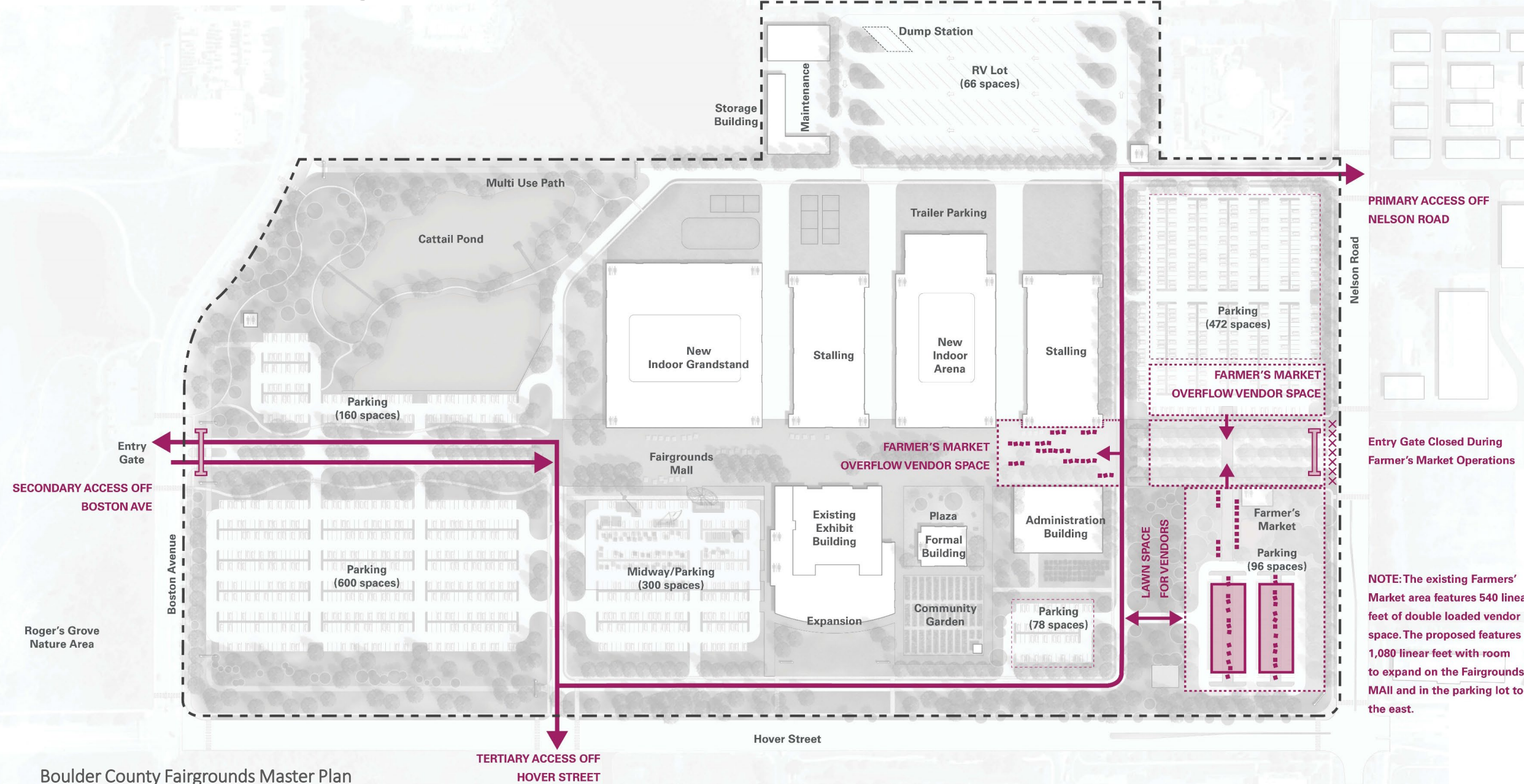


Existing Farmer's Market

- Current Farmer's Market occurs in the **North Parking Lots**.
- Currently utilizes **1,000 linear feet** for stalling, with a pedestrian corridor in middle of vendors.
- Farmer's Market Pavilion **provides shade and shelter**, can be a space for music groups, and currently lacks restrooms.



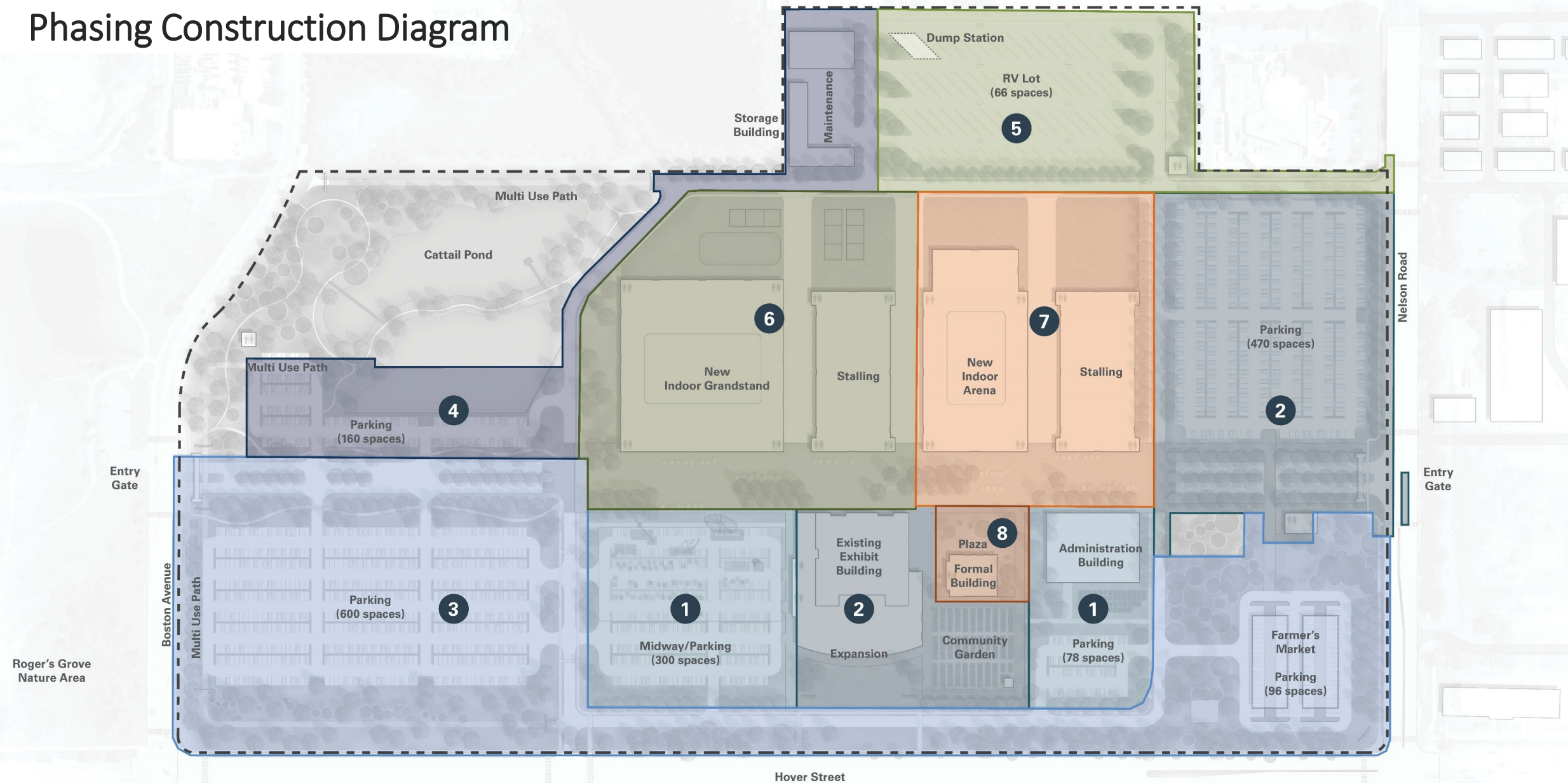
Farmer's Market Diagram



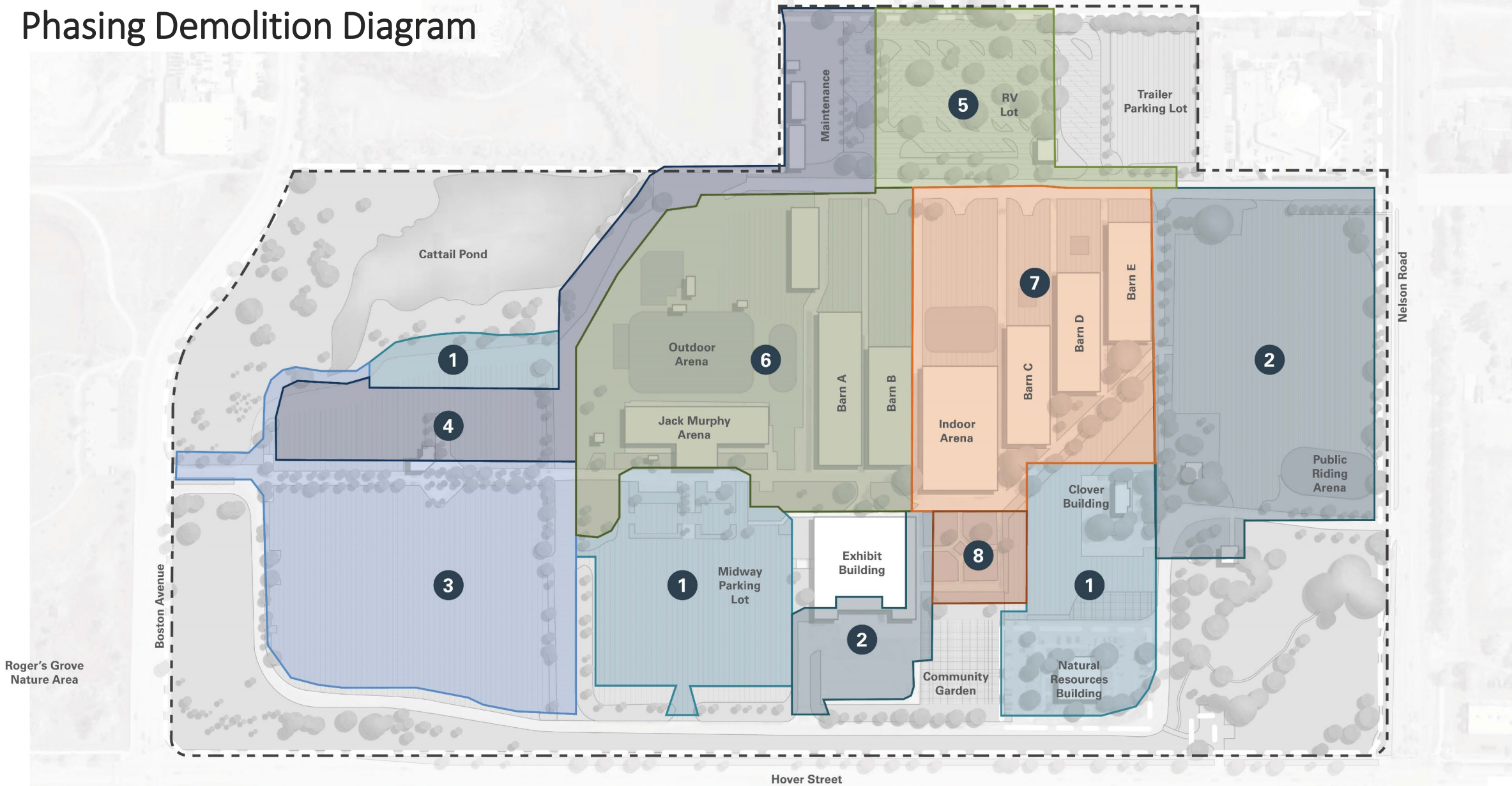
Comprehensive Signage Diagram



Phasing Construction Diagram



Phasing Demolition Diagram



Draft Preferred Concept



Next steps

Please provide additional input by July 22.









Northwest
REAL ESTATE

FIRST STREET
WELDING
INC
208-522-2588

FALLS
FERTILIZER

Melaleuca
EVENT CENTER

CHC

4H IS GR8

BOYLE

DON'T COME
RIGHT
CONTRACTOR

ZIONS
BANK









**FREE
WIFI!
CHARGE
YOUR
PHONE!**

Free Wheel
to Power Chair
to Wheel Chair
to Map
to Strollers

**HOME
ALPHA**





Draft Preferred Concept

