



Roxborough Village
Metropolitan District
— COLORADO —

Rec Center Task Force Meeting #2 - February 8, 2021



TASK FORCE PROCESS

Overview & Orientation	Programming & Facility Options	Design	Financing	Wrap-up & Recommendations
<i>Introductions</i> <i>Background</i> <i>Work-to-Date</i>	<i>Facility components</i> <i>Costs</i> <i>Revenue opportunities</i>	<i>Conceptual design and architecture</i> <i>Two sessions</i>	<i>Construction costs and operating costs</i> <i>Mill Levy</i> <i>Revenue</i>	<i>Summary</i> <i>Recommendations to RVMD Board</i>
JANUARY 11	FEBRUARY 8	MARCH 1 & 22	APRIL	MAY



 We are here

AGENDA

7:00pm (10 mins)	Welcome, updates
7:10pm (10 mins)	Site Challenges & Opportunities – Perkins & Will
7:20pm (15 mins)	Facility Programming – Kimberly Armitage Community Needs & Priorities Facility Size
7:35pm (15 mins)	Questions & Comments
7:50pm (15 mins)	Facility Options: Cost to build & operate, revenue opportunity
8:05pm (15 mins)	Questions & Comments
8:20pm (10 mins)	Next Steps
8:30pm	Adjourn



Programming & Facility Options

Site Challenges & Opportunities

Community Needs, Preferences & Facility Size

Facility Program Options



Site Challenges & Opportunities



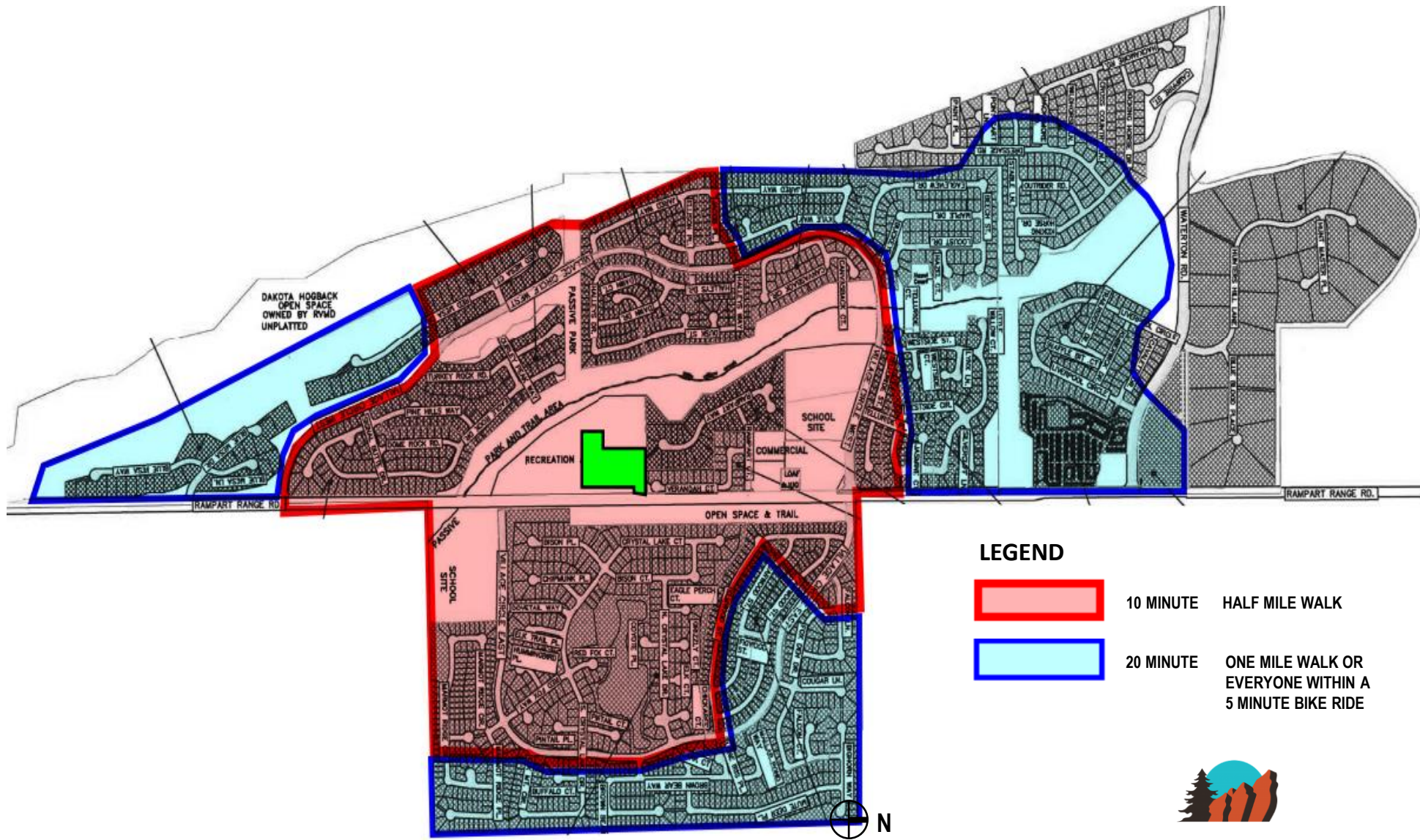
- VIEWS FROM SITE
- RESIDENTIAL VIEWS
- SUN ANGLES / SUSTAINABILITY
- PEDESTRIAN / BIKE ACCESS
- PARKING QUANTITY AND LOCATION
- FIRE LANE ACCESS
- TRUCK ACCESS / CHEMICAL DELIVERY
- SOIL CONDITIONS
- GEOTECHNICAL DIPPING ZONE
- DRAINAGE / STORM RETENTION
- UTILITIES

ROXBOROUGH Community Center SITE EXTENTS DIAGRAM



Perkins&Will



Roxborough Village
Metropolitan District
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LEGEND

-  10 MINUTE HALF MILE WALK
-  20 MINUTE ONE MILE WALK OR
EVERYONE WITHIN A
5 MINUTE BIKE RIDE



ROXBOROUGH Community Center – PEDESTRIAN / BIKING DIAGRAM

Perkins&Will



Programming & Facility Options

Site Challenges & Opportunities

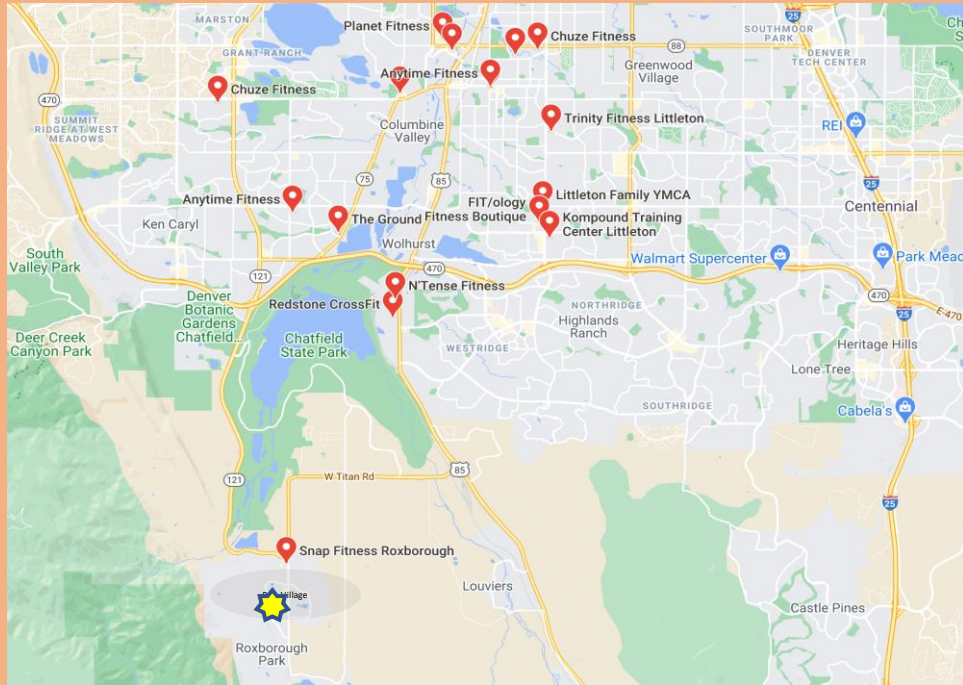
Community Needs, Preferences & Facility Size

Facility Program Options



Community Needs

Health and Wellness / Fitness Providers

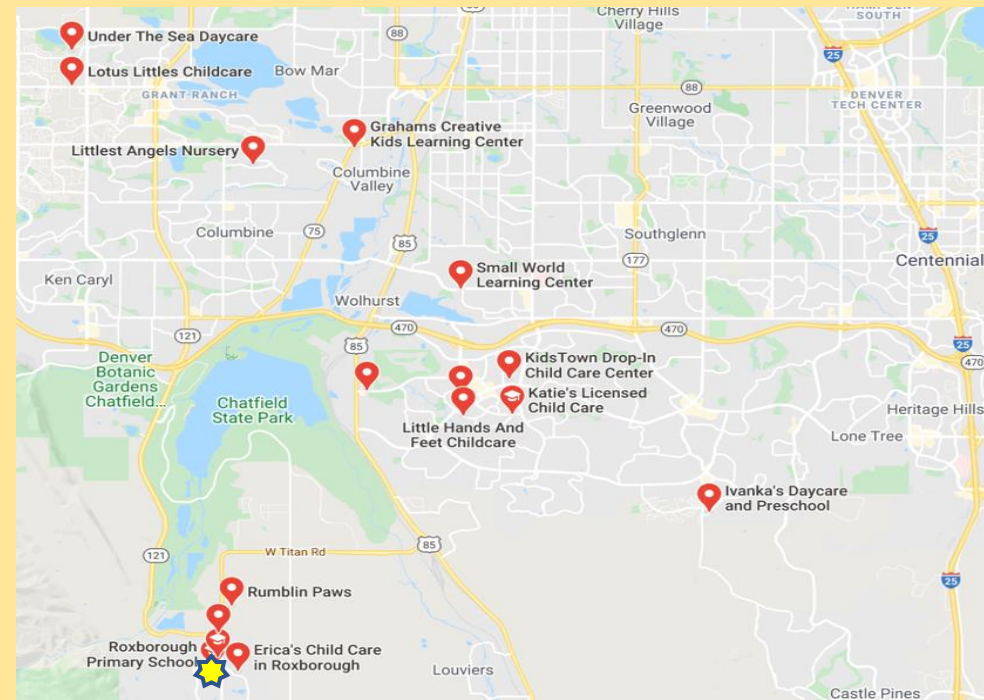


Within 10-mile radius of Roxborough Village, there are approximately 10 fitness and health facilities.

In Feasibility Study survey, 38% of respondents do not use area facilities for these top reasons:

- “No places close to my home” (35%)
- “No time” (11%)
- “Too expensive” (8%)

Childcare / Youth Development Providers



Roxborough Village youth are active: 93% of parents in survey said their children participate in activities.

- *Activities children participate in: sports (60%), music (31%), swim (31%), art class (22%), fitness (22%), dance (20%)*
- *Many of these programs are done at the child's school.*



Feasibility Study Key Findings

4 out of 5 survey respondents in Roxborough Village said they are “very likely” or “extremely likely” to join as a member.

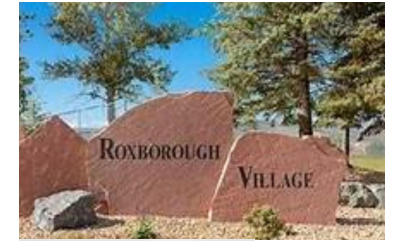
Health-related activities are highly desired—but non-fitness activities, social gathering, and community-building spaces are also highly desired. A combination will differentiate Roxborough Village’s facility in the market.

Key areas to capitalize on the growth potential and differentiate the facility as an “experience destination” resource in the community:

- Offer a **variety of activities** at different life stages, and across different interests and age groups.
- Activities need to include **both physical and non-physical activities**, and provide opportunities for communities to connect and interact.
- Activities should be both **structured/organized** and **informal/organic**.
- Facility should be designed to allow for **social/hang-out spaces**.

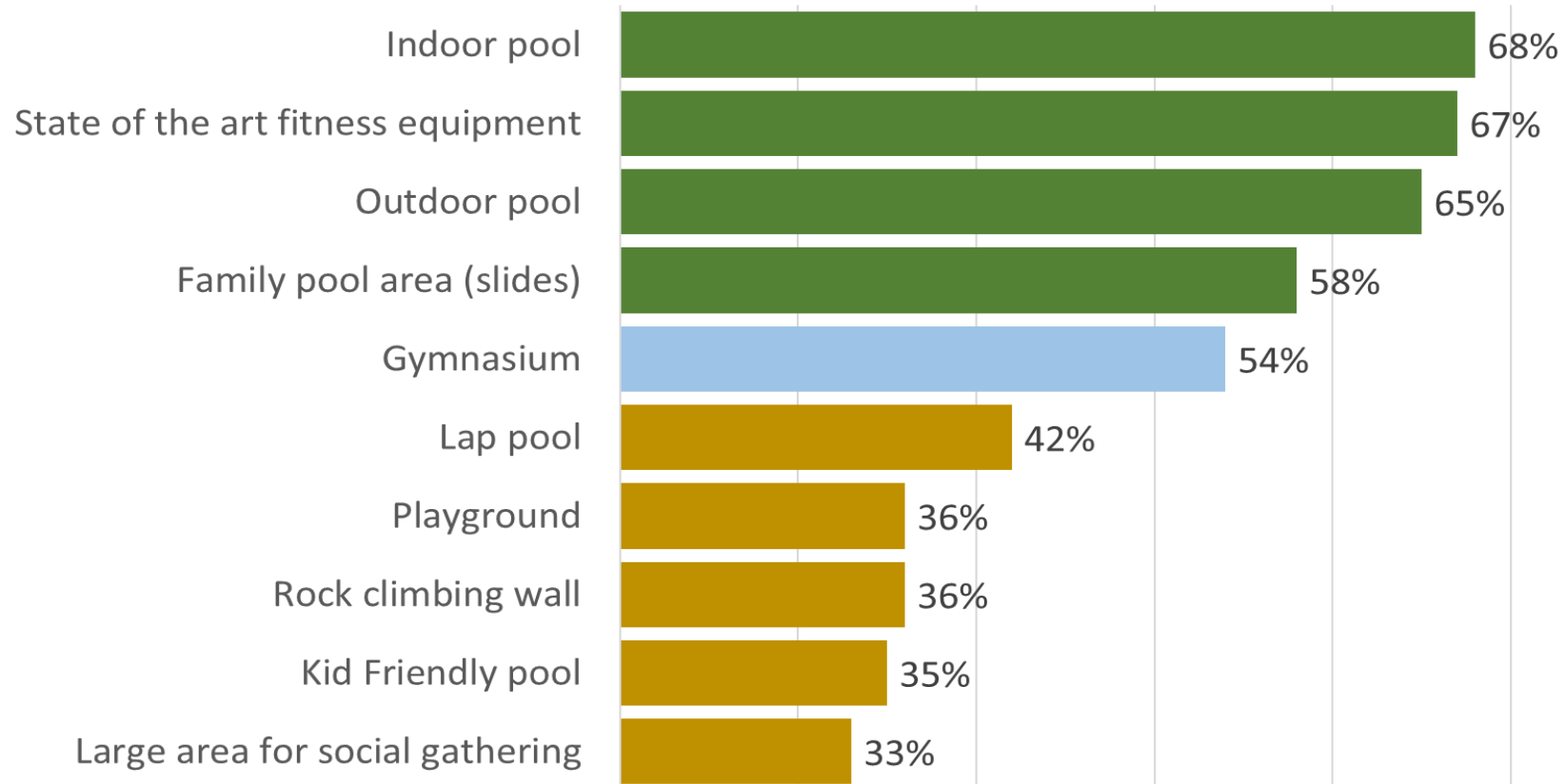
Guiding Principles:

- Sustainable and relevant for long-term
- Multi-dimensional to meet ranges of interests and schedules under one roof
- Maximize operational efficiencies and return on investment



Feasibility Study Community Survey: Key Findings

Survey respondents identified their most desired amenities for community/rec center



Roxborough Village Preferences

Community research reveals preferences on fitness/activity amenities, non-fitness activities, and characteristics of the facility that attract and retain users and members.

1

HIGHEST RATED AMENITIES

Indoor pool 68% > outdoor pool 65%
(pool variations—lap pool, kid-friendly pool, family pool area with slides—also rated highly)

State-of-the-Art Fitness Center 67%

Gymnasium 54%

Rock Climbing Wall 36%

Large social/gathering area 33%

2

HIGHEST RATED NON-PHYSICAL ACTIVITIES (adults & seniors)

Nutritional Cooking Classes, Art Classes

Club gatherings (book, travel, card game), Family Fun Night, Trivia Game, Additional Classes (Music, Computer, Spanish)

3

HIGHEST RATED QUALITIES

Convenient to home

Non-intimidating environment

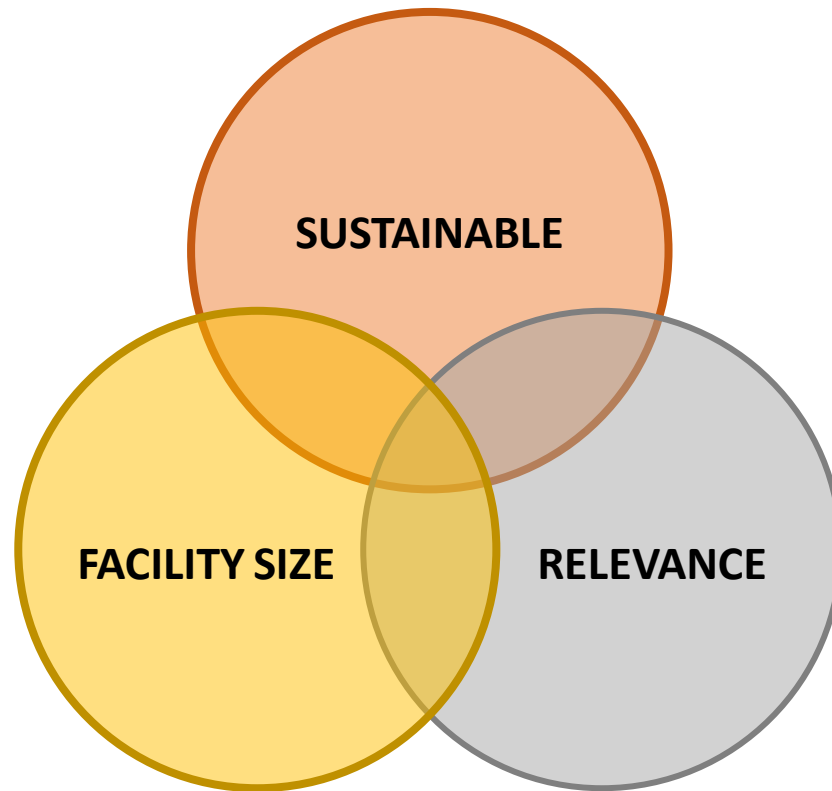
Convenient parking

Inclusive /welcoming to all



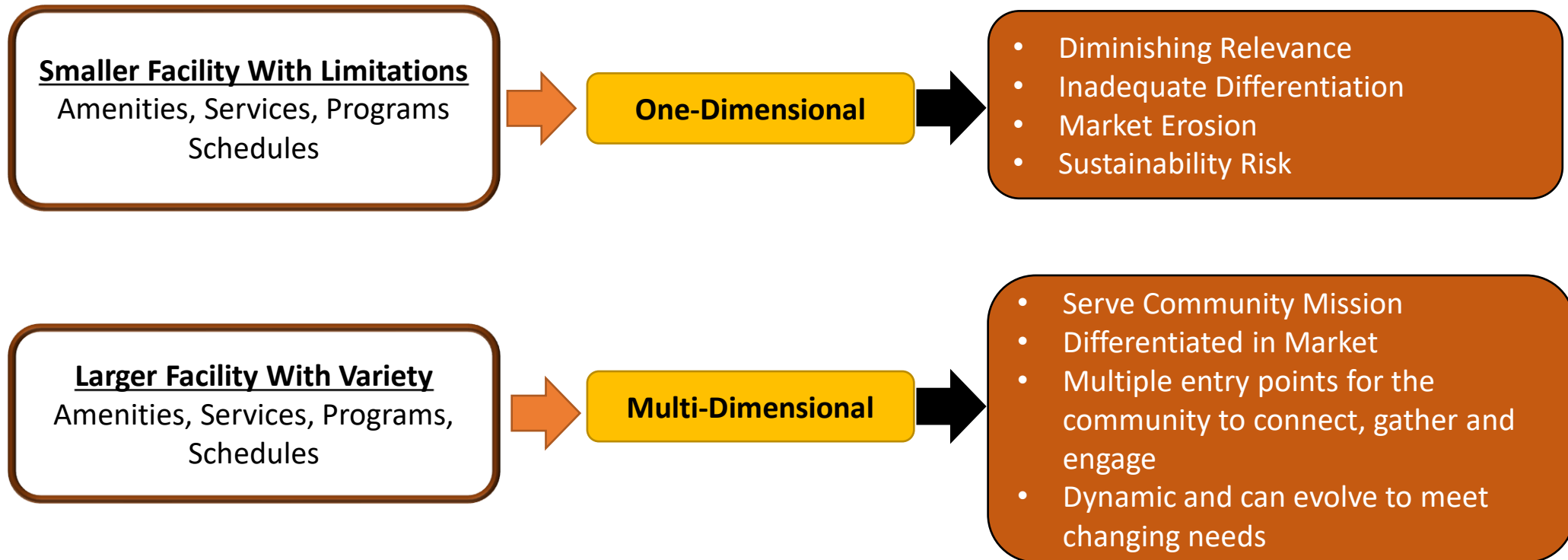
Facility Size

The relevance and sustainability of a community/recreation facility is directly related to the facility size.

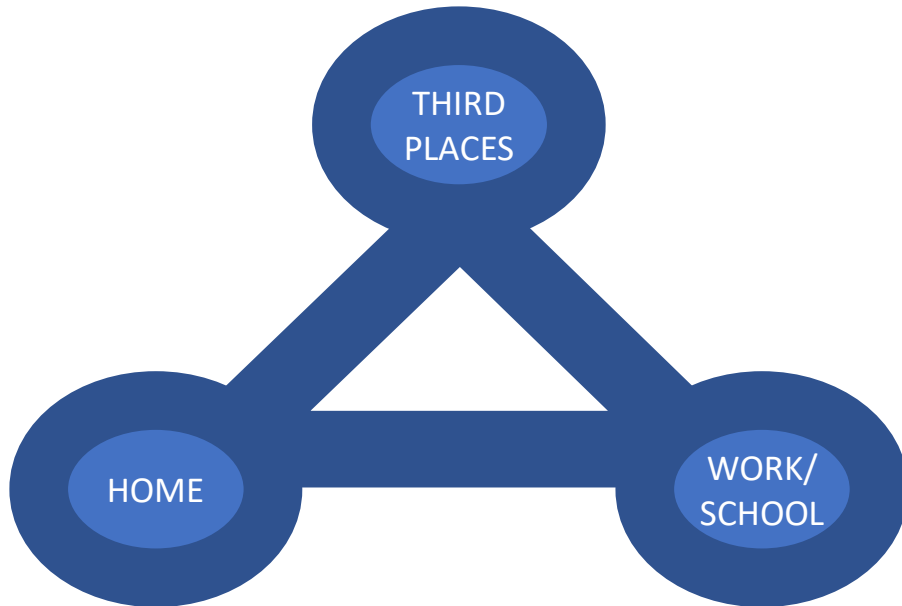


Multi-Dimensional > One Dimensional

The optimal size for a successful and sustainable recreation & community center is tied to meeting multiple household needs



Concept of “Third Places” as Community-Builders



“...the most effective [locations] for **building real community** seem to be **physical places** where **people can easily and routinely connect** with each other: churches, parks, recreation centers, hairdressers, gyms and even fast-food restaurants.”

“Third Places as Community Builders,” S. Butler, C. Diaz - Brookings Institute [\[link\]](#)



Discussion

- Is the research on track, aligned with community needs?
- What programs and activities should be available:
 - With membership?
 - As fee-based?



Programming & Facility Options

Site Challenges & Opportunities

Community Needs, Preferences & Facility Size

Facility Program Options



Facility Program Options

- Thinking and planning in three dimensions:
 - Construction cost
 - Operating cost
 - Revenue opportunity
- What are your top priorities to be included in this facility?



* = incentive for membership	SPACE INFO	CONSTRUCTION COSTS Per square foot	OPERATING COSTS	REVENUE POTENTIAL	SIZE RECOMMENDATION square feet
Indoor Pool*	Year-round, high use, high energy use, specialized equipment	★★★★★	★★★★	★★★★★	6,000 – 9,000
Outdoor Pool	May-Sep use, also requires indoor equipment space	★★	★★★	★★★	14,000 – 16,000
Fitness Center*	Multi-functional, cardio & strength equipment, state of art technology, special flooring	★★★	★★★	★★★	7,000 – 9,000
Gymnasium*	Multi-use, basketball, volleyball, youth & adult sports programs	★★	★★★	★★★	5,500 – 7,500
Studio – Mind/Body	Yoga, pilates, tai-chi, soothing design, sound insulated	★★★	★	★★	1,000 – 1,500
Studio – Cardio*	Conditioning, Zumba, body pump, Silver Sneakers	★★★	★	★	1,000 – 1,500
Studio – High Intensity	Small group/personal training, conditioning (similar to OrangeTheory)	★★★	★	★★★	2,000 – 2,500
Teaching Kitchen	Appliances, classroom capabilities, community gatherings, nutrition/health opportunities	★★★★	★	★★	500 – 700
Community Space	Multi-purpose, dividable spaces, event rental, family & community gathering space(s)	★★★★	★	★★	2,000 – 3,000
Locker Rooms	Required for pool, studio, fitness uses; changing/prep areas	★★★★★	★★	★	2,200 – 2,500
Physical Therapy Space	Therapy space + reception area, exam/treatment rooms, leased to provider to offset operational cost	★★★★	★	★★★	4,000 – 6,000
Youth Program	Options: before & after school care, dance, language, art classes, music/STEM opportunities	★★★★	★★	★★	1,200 – 1,600

Discussion

- What are your top priorities to be included in the facility?



NEXT STEPS

- Meeting feedback and follow-up
 - Task Force post-meeting survey
 - Meeting summary to post/share/circulate
- Refer neighbors to Roxborough Village Metro District website for information →
- Community questions & Comments: send email to info@RoxboroughMetroDistrict.org





Roxborough Village

Metropolitan District

— COLORADO —

Appendices

- Community Park, site opportunities & challenges – table from Feasibility Study
- Roxborough Community Research – Feasibility Study, Summer 2020



Feasibility Study – Site Selection Analysis

SITES	PROS	CONS
PARK RECOMMENDED SITE	district owned	substantial earthwork
	lot size	requires creative design around existing topography
	current recreation area	overhead power lines
	synergy with existing use and functions	
	county zoning & ease of development	
	visibility / view / exposure	
	central location	
	adjacent to main thoroughfare	
	access	
	no lost tax revenue	
	return on investment	



Feasibility Study – Site Selection Analysis

FINDINGS

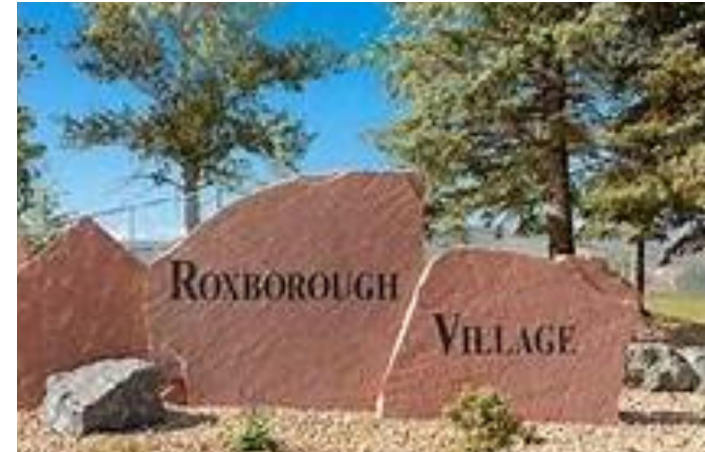
Our analysis has resulted in recommending the site referred to as the “Park” for the future recreation center. This central location is currently a recreation area that is owned by the district. This site has risen to the top for several reasons. The most important reason is the overall impact this location can have on the community as a whole.

This site offers physical connections to two schools and most of the residents through an extensive trail system. It also acts as an anchor for a lifestyle of leisure as it is already home to a skate park, ball field, basketball hoop, tennis courts, scenic wetlands, bike trails, open space and parking. Advancing the development of this area into a modern recreation facility will ensure the protection of this space and foster a mindset of wellness and happiness throughout the community. These intangible factors, in our opinion, far outweigh quantifiable variations between one site and another.



**Task Force Meeting #2
APPENDIX**

**ROXBOROUGH VILLAGE
METROPOLITAN DISTRICT
COMMUNITY CENTER**



Prepared By:

Greater Than > Analytics™
Business Intelligence Specialists

www.greaterthananalytics.com

JANUARY 2021

PRIORITIES IN LIFE (Roxborough Community)

Priorities in Life	Rox. Village	
Time with Family / Friends	68%	T1
Working On / Maintaining Health	60%	
Giving my children the best start in life	38%	T2
Job / Career	35%	
Travel – Experiencing Different Places / Culture	31%	
Taking time to slow down / time out for ME	20%	

Priorities in Life	Non-Rox Comm.	
Time with Family / Friends	60%	T1
Working On / Maintaining Health	53%	
Travel – Experiencing Different Places / Culture	40%	T2
Job / Career	30%	
Giving my children the best start in life	24%	
Taking time to slow down / time out for ME	21%	
Trying new things / Expanding my comfort zone	18%	

KEY FACTOR IN SPACE UTILIZATION OUTSIDE HEALTH IS SPACE FOR CONNECTING WITH FAMILY AND FRIENDS

TRAVEL, LIKE FOOD, IS AN INDICATOR OF THE IMPORTANCE OF EXPERIENCE...

IN THESE PEOPLE'S LIVES

Barriers to Living Life to Fullest Potential	Rox. Village	
Not enough time	43%	T1
Stress	27%	
Access to affordable health and wellness / fitness centers	26%	T2
Lack of Money	25%	
Access to health and wellness / fitness centers	25%	
Family Too Busy (a lot of different activities)	21%	
I Work Long-Hours	20%	
Lack of Resources	13%	
Lack of Social connection	13%	
I am the barrier	11%	
All Alone	5%	
No One Supporting My Goals	3%	
My current health keeps me inactive	3%	
No Opportunities to give back	2%	
Other (Please specify)	4%	

Barriers to Living Life to Fullest Potential	Non-Rox Comm. (n=223)
Lack of Money	34%
Not enough time	24%
Stress	23%
I am the barrier	20%
Family Too Busy (a lot of different activities)	18%
Lack of Social connection	15%
Lack of Resources	14%

PUTTING FINDINGS INTO CONTEXT

**Having a full-resource in neighborhood
– saves time running around**

**Exercise, Sports, Fun and Laughter
Reduce Stress**

Large Recreation Space

Family Fun

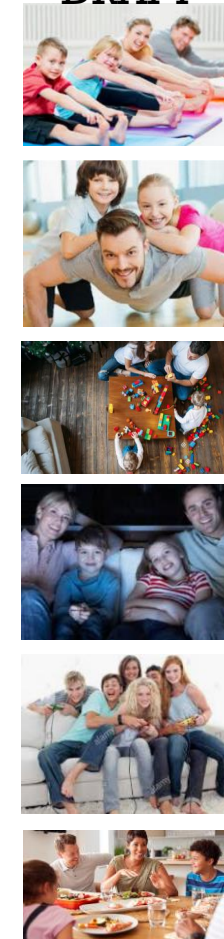
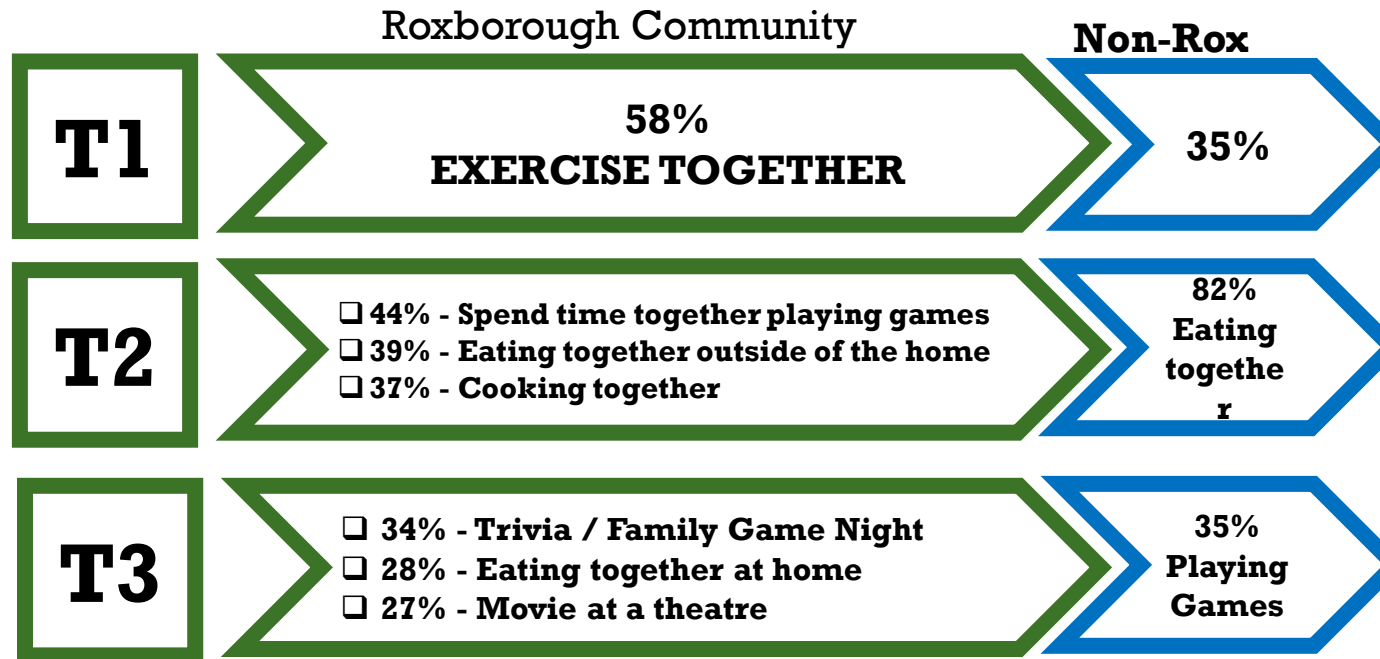
24-Hr Access

Affordability

PROFILE OF THE ROXBOROUGH VILLAGE & SURROUNDING COMMUNITY

DRAFT

ACTIVITIES WANTING TO DO MORE AS A FAMILY



Although exercise is a dominant activity that families wish they could do together more frequently, the non-physical activities that allow people to stay connected is equally important, and something to keep in mind when designing the rec center.

Another insight that can be inferred beyond the space needed for these types of activities is the environment—the atmospheric feeling that the space produces. (e.g., warm, safe, comfortable)

NON-PHYSICAL ACTIVITIES

Residences of Roxborough Village show high interest in non-physical activity programs. Identifying those that score T1 and T2 based on statistical significance (at least 20% of residents indicating interest) we observe the following based on each consumer group.

ADULT (rating 20% or Greater)	T1	Nutritional Cooking Classes, Art Classes
	T2	Family Fun Night, Book Club, Trivia Game, Spanish Language, Travel Clubs, Music Classes
SENIOR (rating 20% or Greater)	T1	Art Classes, Card Game Club, Travel Clubs, Book Clubs, Computer Classes, Nutritional Cooking Classes
	T2	Family Fun Nights, Spanish Language
YOUTH (rating 20% or Greater)	T1	Art Classes, Music, Family Fun Night, Basic STEAM
	T2	Ski Clubs, Nutritional Cooking Classes, Computer Classes, Drama Classes, Spanish Language, Book Clubs

SPORT PROGRAM DESIRED

Overall, Roxborough Village is an active community that desires multiple activities offered in a recreation center. Below represent the T1 and T2 items (those that were rated significantly higher than others by category).

ADULT (rating 20% or Greater)	T1	Racquetball, Tennis, Volleyball and Basketball
	T2	Dance, Master Swim, Billiards and Ninja Warrior
CO-ED (rating 20% or Greater)	T1	Volleyball and Tennis
	T2	Basketball, Indoor Soccer
FAMILY PROGRAM (20% or Greater)	T1	Tennis
	T2	Sport Mix, Basketball, Racquetball, Ping Pong, Volleyball, Master Swim
Youth (20% or Greater)	T1	Tumbling, Basketball, T-Ball, Indoor Soccer, Dance
	T2	Ninja Warrior, Tennis, Volleyball, Lacrosse, Master Swim, Sport Mix

AMENITIES DESIRED (NON-ROXBOROUGH AND ROXBOROUGH VILLAGE COMMUNITY)

Amenities in H&W Facility	Non-Rox. Village Comm. (n=223)
State of the art fitness equipment	53%
Indoor Pool	48%
Gymnasium	33%
Therapy Pool	33%
Lap Pool / Competitive Swim Pool	27%
Outdoor Pool	26%
Snack Shack (Basic Menu of Sandwiches, Snacks and Beverages)	25%
Large area to socialize and relax (Eating / Gathering Area [bring your own food in to eat with friends])	22%
Rock Climbing Wall	21%
Smoothie Bar	21%
Chef's Kitchen (cooking classes, renting out for group gatherings, etc.)	17%
Family Pool Area (Slides and Games)	17%
Coffee Depot / Stand	16%
Family Room (large TV, comfortable couches and chairs, etc.)	16%
Game Room (pool table, ping pong, x-box, PlayStation)	16%
Virtual (VR – technology) Fitness Equipment	16%
Kid friendly pool	15%
Playground	15%
Computer Lab / Workstation	13%
Other (Please specify)	5%

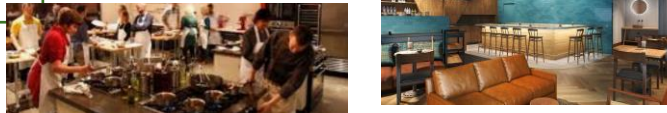


T1

T2

T3

Overall, the amenities desired among the Roxborough Residents and the surrounding area are relatively similar, highlighting that no additional accommodations are needed to attract additional people to become members of the recreation center.



About 20%-25% in both markets express interest in food options, as well as a chef kitchen.

Food is a key social connector and extends an entity beyond a fitness / h&w center.



Rox. Village

Rank	Amenities	Total
1	Indoor Pool	68%
2	State of the art fitness equipment	67%
3	Outdoor Pool	65%
4	Family Pool Area (Slides and Games)	58%
5	Gymnasium	54%
6	Lap Pool / Competitive Swim Pool	42%
8	Playground	36%
7	Rock Climbing Wall	36%
9	Kid friendly pool	35%
10	Large area to socialize and relax (Eating / Gathering Area [bring your own food in to eat with friends])	33%
12	Game Room (pool table, ping pong, x-box, PlayStation)	26%
11	Chef's Kitchen (cooking classes, renting out for group gatherings, etc.)	26%
13	Therapy Pool	22%
15	Smoothie Bar	20%
14	Snack Shack (Basic Menu of Sandwiches, Snacks and Beverages)	20%
16	Coffee Depot / Stand	15%
17	Virtual (VR – technology) Fitness Equipment	10%
18	Computer Lab / Workstation	7%
19	Family Room (large TV, comfortable couches and chairs, etc.)	6%

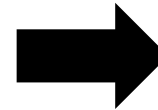
T1

T2

T3

**SPECIALTY PROGRAMS DESIRED
(NON-ROXBOROUGH AND ROXBOROUGH VILLAGE COMMUNITY)**

SPECIALTY SERVICES DESIRED IN H&W FACILITY	Non-Rox. Village Comm. (n=223)	
Physical Therapy	73%	T1
Occupational Therapy	20%	T2
Outpatient Rehab	17%	
Respite Care	10%	
Other (Please specify)	13%	



Physical Therapy is a key interest area among both Roxborough Village residents and the surrounding area.



PREFERENCES DESIRED (NON-ROXBOROUGH AND ROXBOROUGH VILLAGE COMMUNITY)

Preferences in H&W Facility	Non-Rox. Village Comm. (n=223)		
Convenience (close to home)	69%	T1	Supports opportunity among those that reside within a 5- Mile radius of the Roxborough Village Community.
Non-intimidating environment	46%		
Convenient Parking	39%	T2	62% say parking is critical
Inclusive / Welcoming to All	39%		
Family Friendly (people of all ages / child friendly)	31%	T3	Like the Roxborough Village Community, having the center accessible to all 24 hrs. / day is a draw among outside the community.
Adult only (no one under 18 allowed in)	30%		
24-HR Access	28%		
Abundant Parking	23%		
Convenience (close to work)	22%		
Towel Services	17%		
Programs offered outside of Health and Wellness center (your place of work, local parks, schools, universities)	16%		
Access to a National Network of Centers	14%		
Exclusive / Private Club	8%		
Valet Parking	5%		
Other (Please specify)	5%		

