

# 1500 COALTON

## COMMUNITY ENGAGEMENT FINDINGS REPORT



**PREPARED BY  
DOWNTOWN COLORADO, INC.**

**DOWNTOWN  
COLORADO**  
**inc.**

## ENGAGEMENT PROCESS OVERVIEW

Over the fall of 2019, Downtown Colorado, Inc. (DCI) was contracted to facilitate a community engagement process with the Town of Superior stakeholders to determine preferences for the Land Rover Property at 1500 Coalton Road. The outcome was to determine demand for the different uses, preferences and designs of the Town-owned shared space. DCI's role included working with Oz Architects and Town staff to gain an understanding of the options around building layout, design, and programming that are still to be determined. DCI created a schedule and approach for digital engagement and two open house events with stakeholder groups. DCI shared the plan with Oz Architects and the Town of Superior for review and amendments before designing the online engagement and strategy for the open houses. DCI then prepared materials and facilitated the open house to discover community preferences for the project. Engagement efforts kicked off in 2020 and included four email and social media posts and invitations in two newsletters. The digital engagement was open from January 13<sup>th</sup> to January 22<sup>nd</sup> with 317 respondents. The open houses were held on Thursday, January 16<sup>th</sup> 5:30-7:30PM, and Sunday, January 19<sup>th</sup> 1:00-3:00PM with 53 and 77 participants, respectively, for a total of open house 130 participants. The total engagement included 447 participants, with 418 participants sharing feedback.

## ENGAGEMENT COMPONENTS

Component + Purpose	Results
<b>Email/Newsletter</b> Inform and excite the community about the 1500 Coalton project and participating in the process. Inform that community input for the design has been accomplished and now it is time to share how each person will use it.	4 E-blasts and Social Media Pushes, Included in 2 Newsletters
<b>Digital</b> Engage participants to share desired preferences and demand while informing that this is what is already planned.	317 Responses
<b>Open Houses</b> Present an interactive concept of each space that conveys options for the feel/emotions, usage, and concept of the design while informing that this is what is already planned.	101 Worksheets 103 Registered 130 Attended

## DIGITAL ENGAGEMENT

Digital Engagement included an online survey in which respondents could select the preferred option for the layout of the buildings, indicate how they would use the space, hours of operation, types of activities, and descriptive adjectives they would like to use to describe the space. The digital engagement also provided image boards for the various spaces within the building and allowed

respondents to select their favorite photo and explain the reason it was selected. The digital engagement was open from January 13<sup>th</sup> to January 22<sup>nd</sup> with 317 respondents.

## COMMUNITY OPEN HOUSES

Community open houses mirrored the online engagement with several hands-on activities and discussions combined with a building tour. Participants were able to meet the architects, discuss the layouts and space options, and complete written exercises to share how they would use the space, hours of operation, types of activities, and descriptive adjectives they would like to use to describe their ideal space. The open houses were held on January 16<sup>th</sup> and 19<sup>th</sup>, with 53 and 77 participants, respectively, for a total of open house 130 participants, with 101 providing documentation of feedback.

## PARTICIPANT DEMOGRAPHICS

### RESPONDENT DEMOGRAPHICS

89% of all respondents are 26-65 years of age. Other groups combined were less than 11%. Digital responses were less diverse with 92% falling between 26-65 years of age, while open house attendees included 21% under 18 years old and 11% over 66 years old.

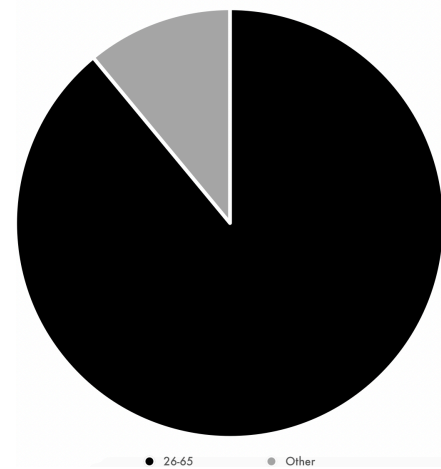
### HOURS OF OPERATION

Respondents seem most interested in after work on weekdays and during the weekend, with most prioritizing 1) Monday-Friday after 5pm, 2) Weekend afternoon, and 3) Weekend morning. Preferences lean strongly toward non-traditional working hours indicating a desire to relax and enjoy the space rather than use for production or work. During the open house, much of the discussion focused on having segmented times, with perhaps youth using the space during the day time weekdays and adults without children utilizing the facility during evening hours.

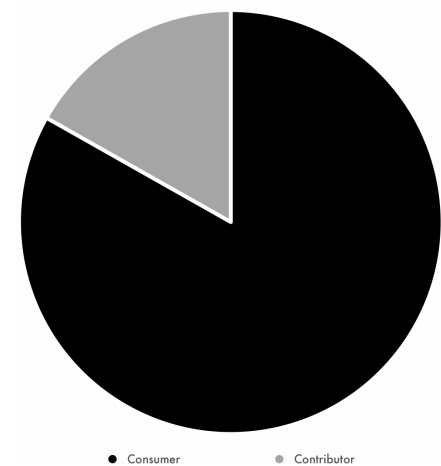
### TYPE OF USER

Participants were asked to categorize themselves as a Contributor and/or a Consumer. Contributor was defined as a maker or entrepreneur looking to provide or create goods and services, while a consumer was a user of goods or services. 81% of respondents are Consumer only. 16% considered themselves to be both a consumer and contributor. 4% listed themselves as Contributor only or did not respond.

PARTICIPANT AGE



USER TYPES



## PREFERENCES FOR USE

### PRIORITY INTERESTS

Respondents rated the importance of uses in the below order. The top two priorities were focused on engaging with others. The least selected were centered on working.

1. Community
2. Fun/Entertainment
3. Learning
4. Opportunity
5. Accomplishment

### DESIRED EXPERIENCES

Respondents show a significant preference for communal and public experiences. The top three experiences were focused on personal relationships including: 1) Catching up with one or many friends, 2) meeting new friends, and 3) Learning opportunities. The least selected were centered on working including 1) brand awareness and 2) private work space.

### DESIRED ADJECTIVES

Respondents show a significant preference for communal and lively spaces in the choice of descriptors. The top five adjectives selected paint a very communal and social environment. Including Comfortable, Open, Public, Vibrant, and Alive. Respondents had one additional preference for “Quiet” space which, based on conversations during the event, may indicate a desire to have separate times or places for children.

### PRIORITY ACTIVITY -

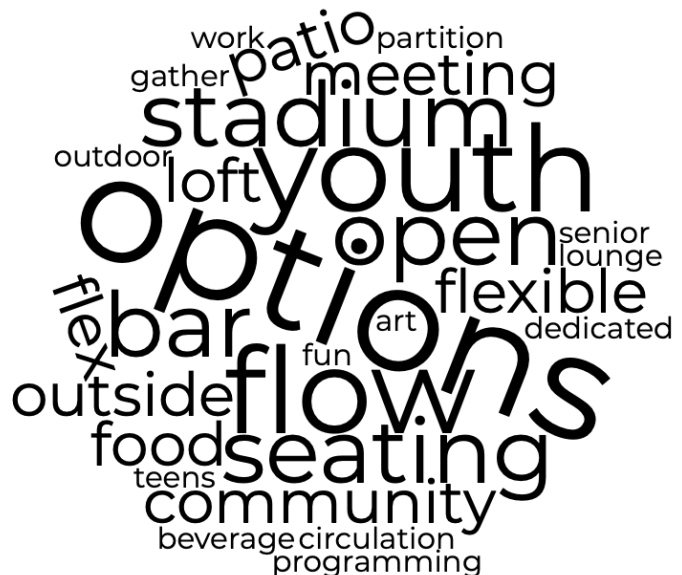
#### INDOOR

Multi-Use, Meeting, and Event space was a top priority. The next tier of priorities included Restaurant space, Lawn, and a Brewery.

### PRIORITY ACTIVITY -

#### OUTDOOR

When considering outdoor space, the Patio area was a strong first priority, with biking amenities following, and children’s play space least important. The descriptors for these areas are showcased in the word cloud to the right.



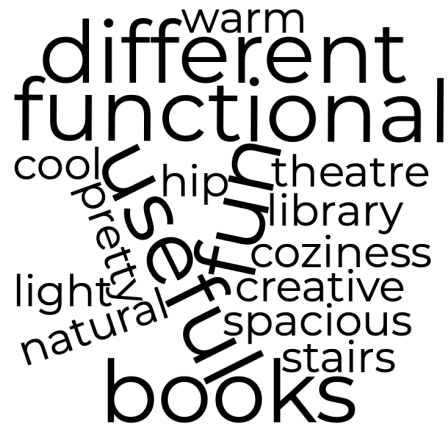








**Co-Work + Library:** Participants preferred image #2 and #4 in both engagement platforms with the accompanying word cloud expressing the aspects they liked the most. Preferred Image #2 & 4



**Food + Beverage Bars/Dining:** Participants preferred the below image in both engagement platforms with the accompanying word cloud expressing the aspects they liked the most. Preferred Image #6





the digital quality of the images provided online. The open house feedback may better reflect the community preference around design.

The large majority of respondents in digital and at the open houses are 41-65 with the second largest group 26-40. This is representative of Superior demographics. While this includes child bearing age, there was very low interest in activities for kids, co-working, and maker space. In our opinion, this may be due to an aging population, declining birth rate, or fewer respondents who have children. While the current preferences may not demand these activities, having a flexible space that can allow for different uses may be desirable if attracting and engaging youth is a community priority.

## PRIORITIES

**Community Spaces:** The community preferences demonstrate a desire for places to gather, with open and lively spaces to engage with others. The majority of responses indicate a desire to use the space after work and on the weekends, with less desire to spend working hours in the space. The preference for the space to be a relaxed non-working atmosphere is also reflected in the choices of adjectives, activities, and the ranking of space by use.

**Identity Building:** During the engagement discussions, participants focused on the 1500 Coalton project as a means to differentiate Superior from surrounding communities. There appears to be a desire to keep locals and draw neighbors to Superior through creation of a unique destination. Several discussions touched on the idea of a combined recycling, education, entrepreneurial program such as electronics recycling that could be used to learn while building new products.



## NEXT STEPS

- **Project Timeline:** Community members indicated a strong interest in the project timeline and decision points. Follow up communication should include relevant meeting dates and planned timeline for the project especially presenting the final design, and starting and completing work on the building.
- **Share Engagement Feedback:** Community members expressed interest in understanding what the stakeholder preferences were and how they will be included in the project design.
- **Policy + Program Design:** Participants were highly engaged around policy and the idea of shaping use and activity. In addition to developing a physical design, engaging the community in the development of policy and processes within the building would likely be well received.