



PLAY Now

Build Our FUTURE

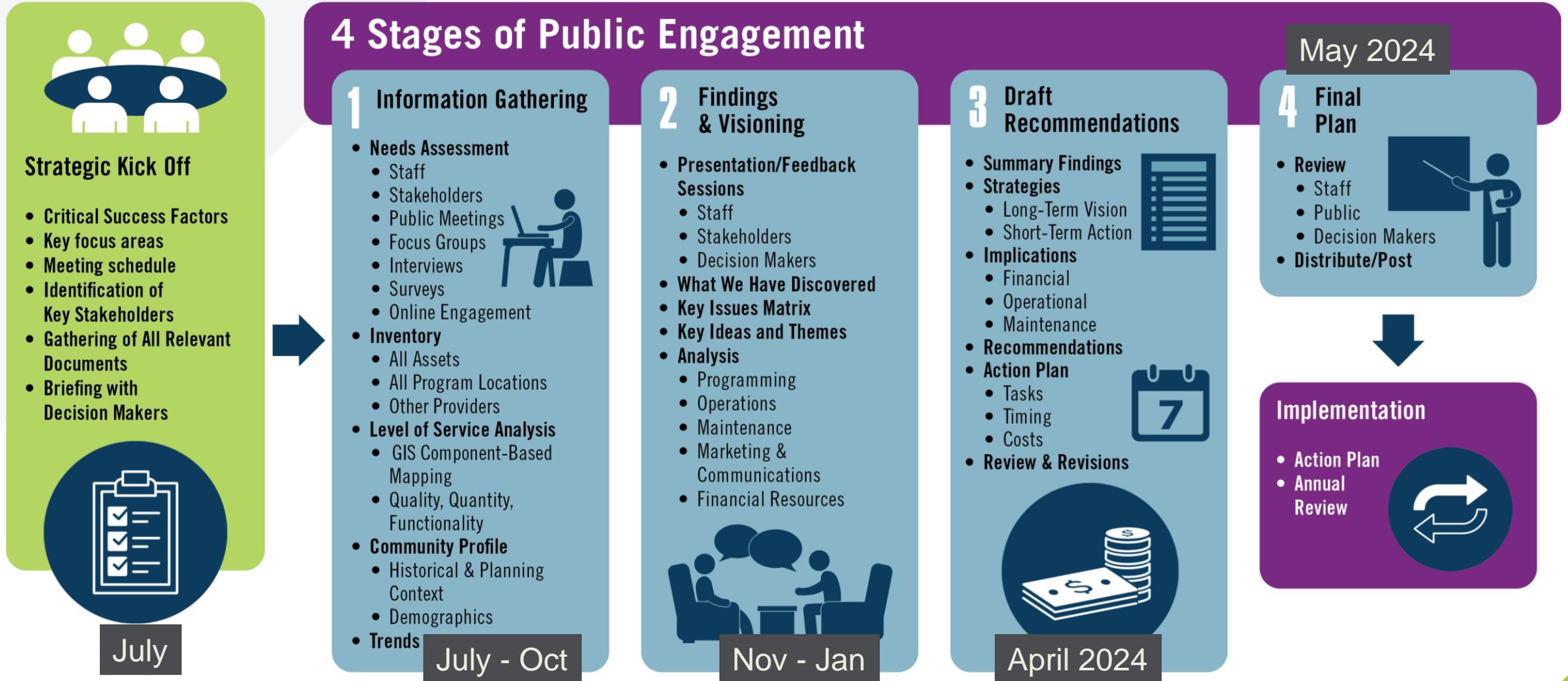
City of Commerce City, CO
Parks, Recreation, and Golf Master Plan

Findings and Visioning Presentation

March 2024



Master Planning Process – General Schedule



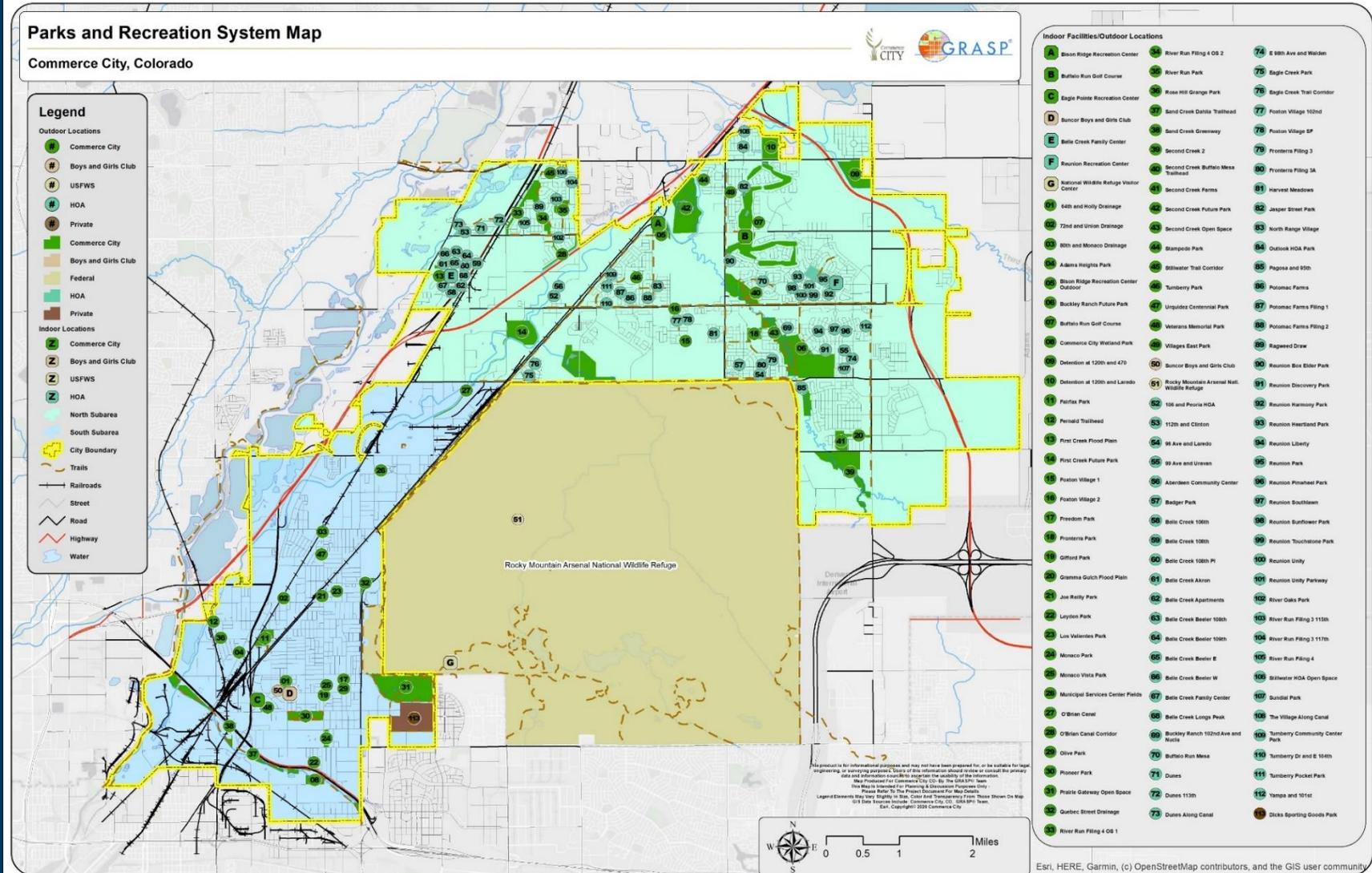


**Findings Only!
No decisions
have been
made.**

**We want
your input!**

Alignment with other Plans and Efforts

- ▲ Updated GIS Inventory
- ▲ City Comprehensive Plan update
- ▲ Strategic Plan updates
- ▲ Transportation Plan update
- ▲ Trails Plan
- ▲ Various partnered site redevelopments
- ▲ North and Core (S) Portions of the City



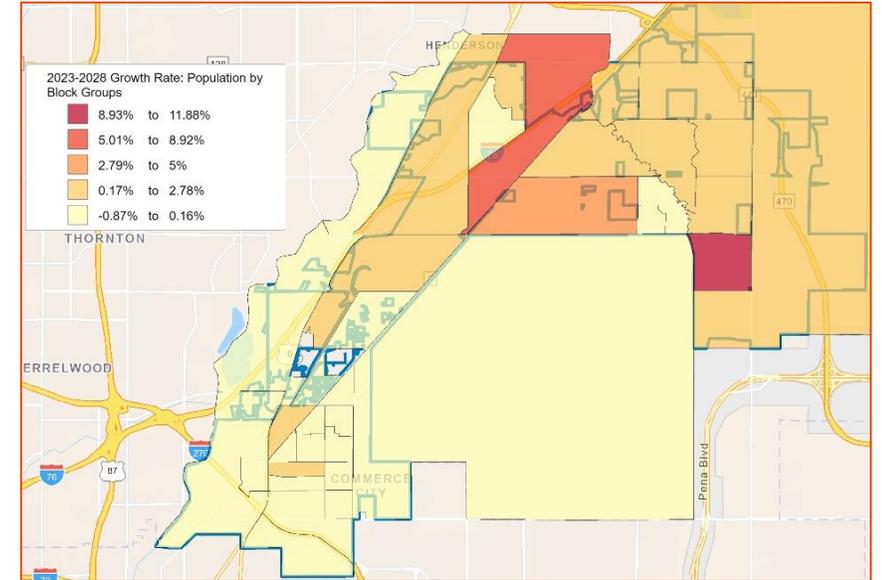
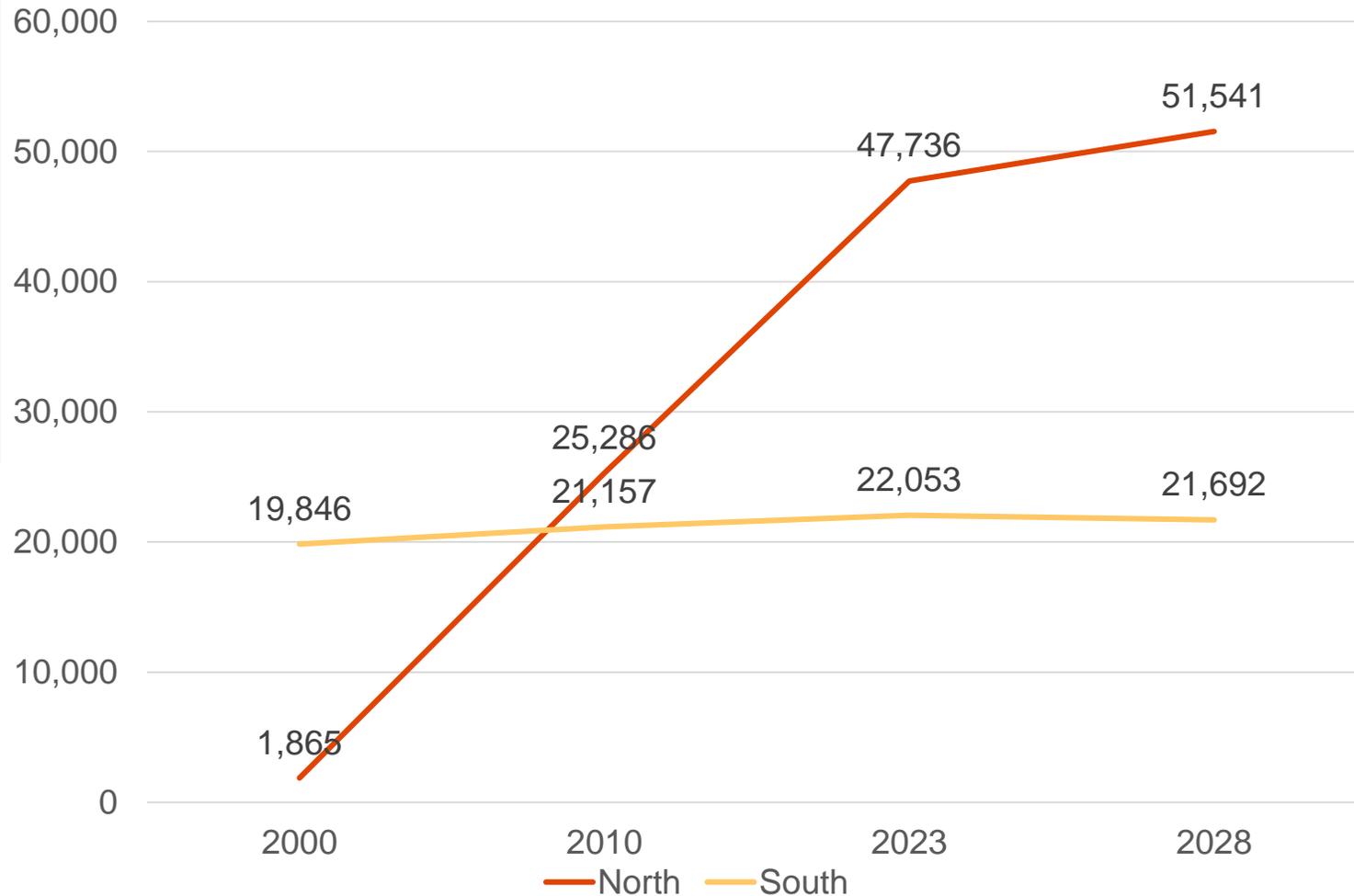
Demographics - Population

2023 – just under 70,000

North growing faster than South area

Buildout ~ 150,000

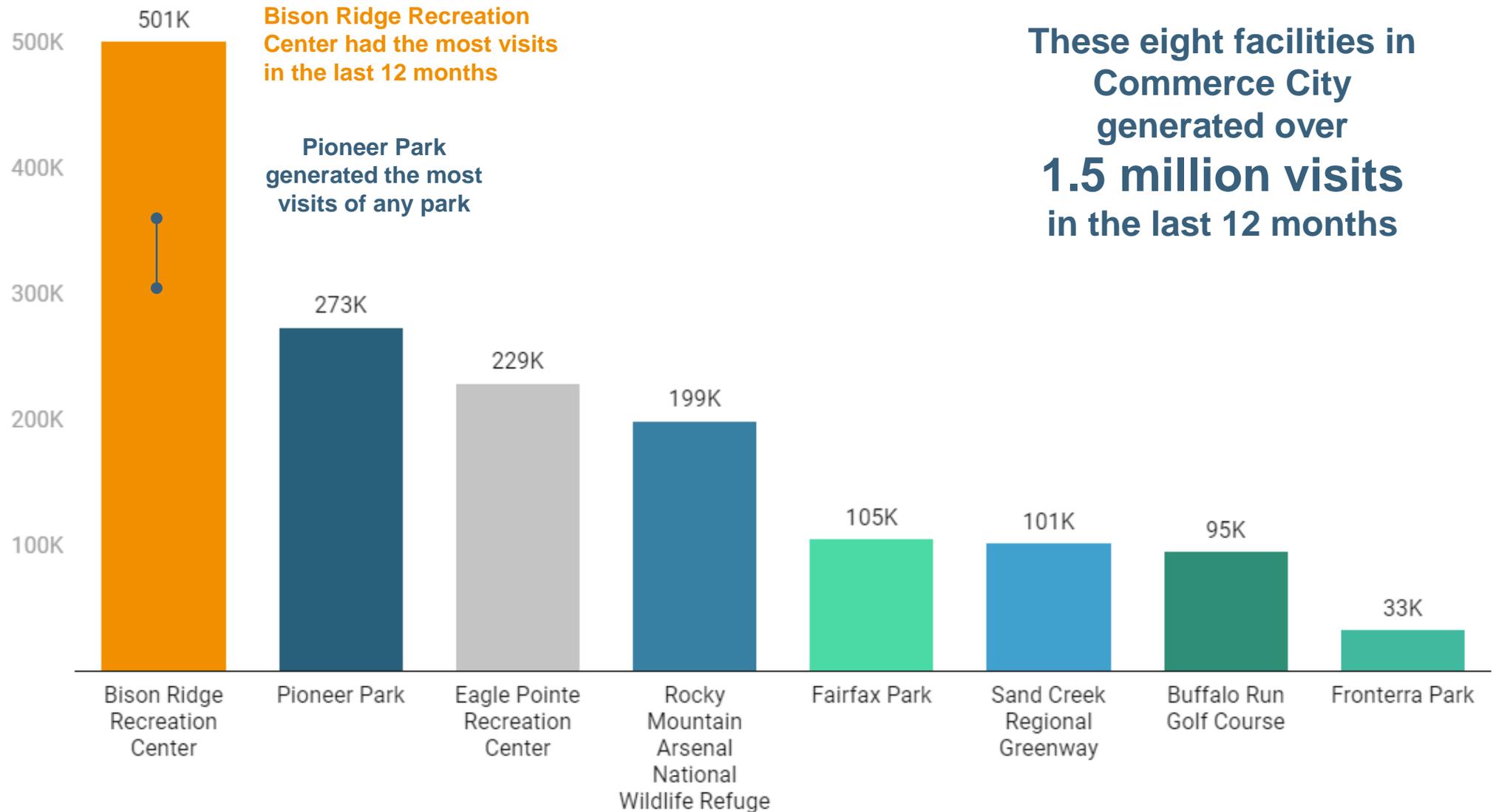
Growth rate slowing ~ .61%



The South Subarea in Commerce City has seen minimal growth in the past two decades

Placer AI – Aggregated Cell Phone Data Analysis

Overall Visits Across Commerce City Parks & Facilities (Last 12 Months)



Information Gathering – Broad Community Engagement



It would be great to have a dog park in Reunion for the amount of dogs I see being walked around the park. A local splash pad around Reunion would be great. Pickleball and tennis courts would be an awesome addition.

Outdoor swimming lessons in summer would be a great addition, more splash pads, and more toddler activities like mommy and me workout would be great.

Start a discussion

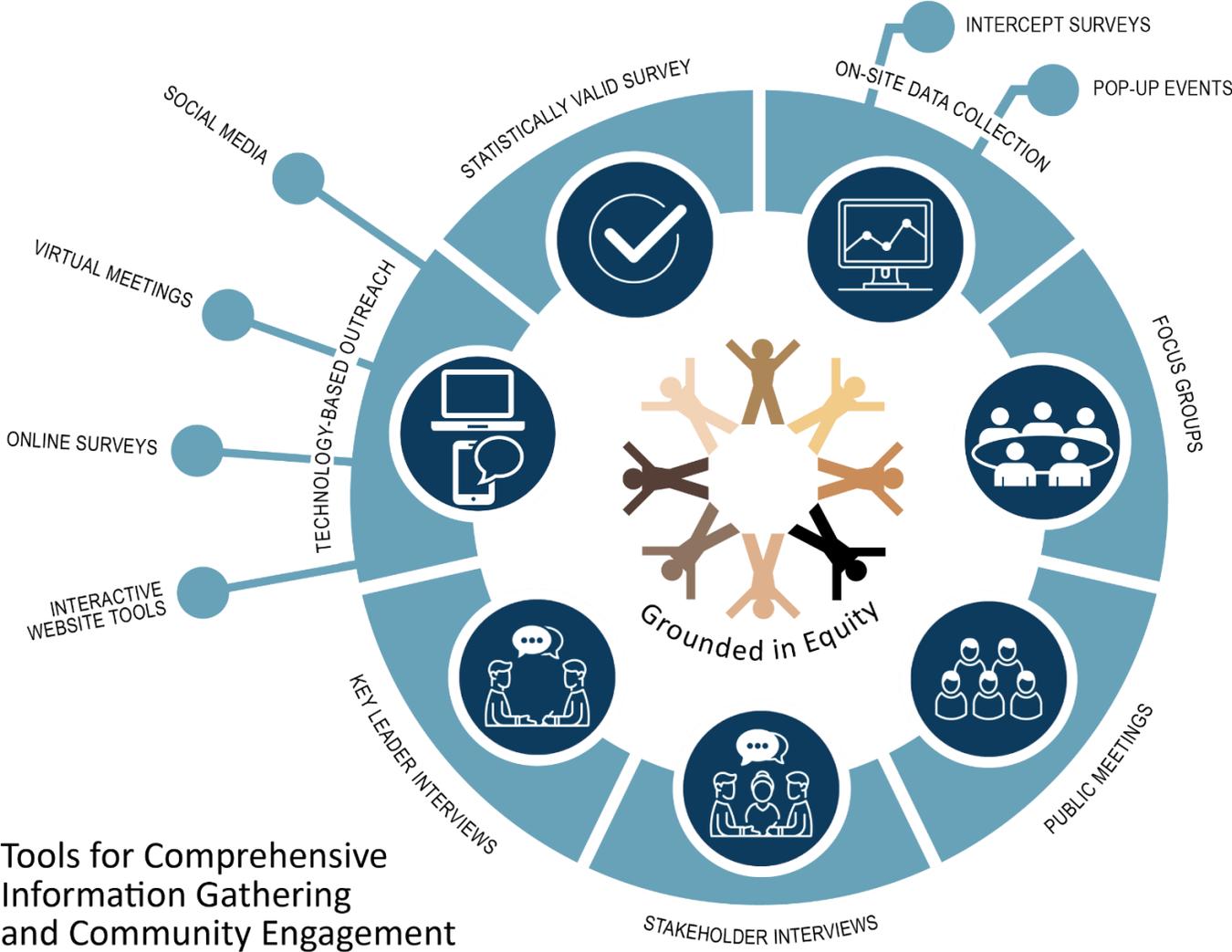
Recreation Programs and Events | 8 days ago

Join the discussion (1)

Parks and Open Spaces | 7 days ago

I love having a golf course up here and would love to see another golf course built by one of the developers

Another rec center with more classes offered for the community, such as gymnastics dance, possibly a combination of family exercise classes for all ages per more cultural events from different organizers within the city to come and present



Public Engagement by the Numbers



61,798 Documented Points of Contact

| Outreach Method | Points of Contact |
|----------------------------|-------------------|
| Dot-ocracy Votes | 3,922 |
| Discovery Interviews | 660 |
| Statistically Valid Survey | 407 |
| Website Visits | 1,266 |
| Social Media Posts | 9,811 |
| Emails (Comms Team) | 5,882 |
| Direct Mail Postcard | 18,424 |
| Facility Comment Cards | 41 |
| Golf Survey | 2,961 |
| City Newsletter | 18,424 |
| TOTAL | 61,798 |



Social Pinpoint

Online Engagement by the Numbers

4,135 Site Visits

1,351 Unique Users

118 Ideas Wall Comments

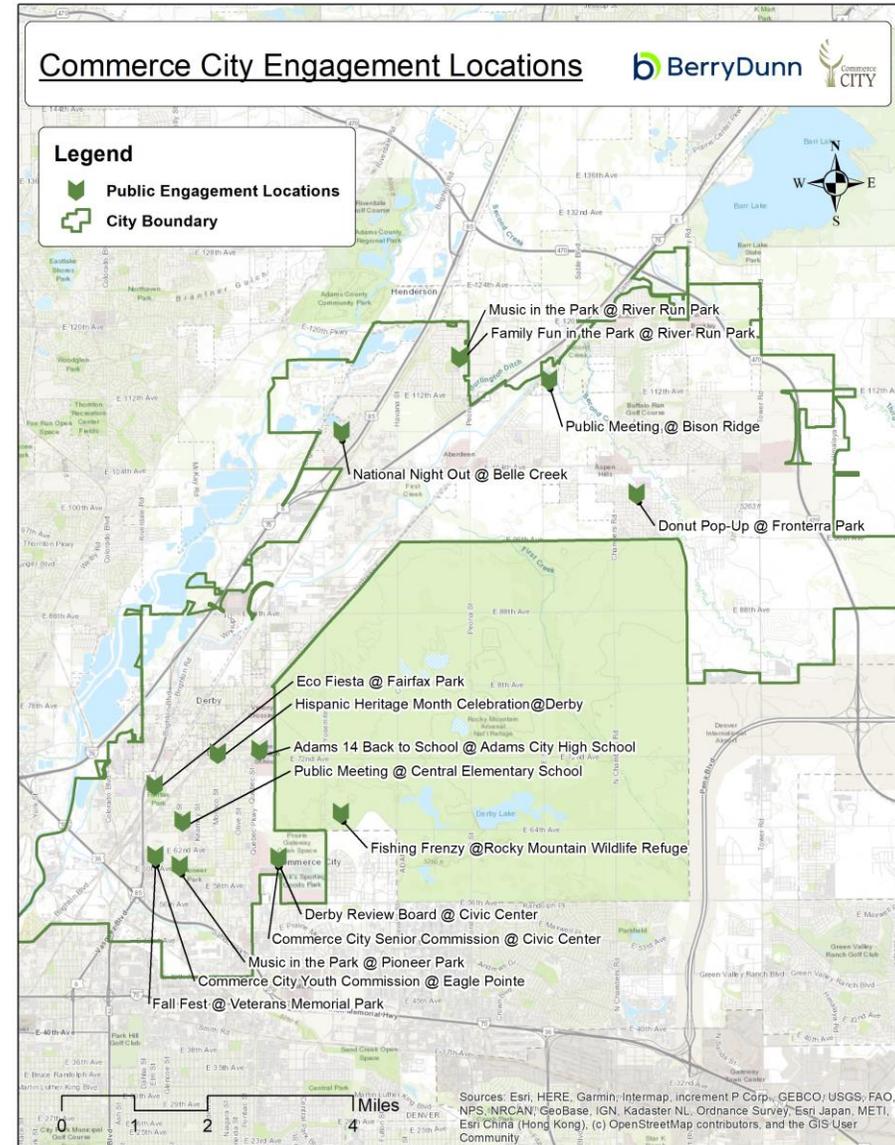
124 Budget Responses

206 Map Comments

- ▲ 12 locations
- ▲ 3,922 Points of Contact



Pop-up Events – Dot-ocracy





Summary of Top Priorities (Public Engagement)

Needed facilities:

- ▲ Shaded Areas
- ▲ Aquatics (Programs and Facilities)
- ▲ Cultural Arts (Programs/Facilities)
- ▲ Special Events
- ▲ Community Gardens
- ▲ Trails/Connectivity
- ▲ Dog Parks
- ▲ Restrooms (preferably plumbed)
- ▲ Pickleball Courts
- ▲ Nature Programs
- ▲ Adventure Playgrounds

Statistically-Valid Survey

- ▲ Goal was to collect a minimum of 400 completed surveys from residents.
- ▲ **407 completed surveys** collected.
- ▲ The overall results for the sample of 407 households has a precision of at least **+/-4.8 at the 95% level of confidence.**



2023

Commerce City, CO

Parks, Recreation, and Golf Master Plan Survey

Findings Report



Statistically-Valid Survey

Facility/Amenities NEEDS and PRIORITIES

1. Shade areas within parks and around facilities
2. Community gardens
3. Water recreation
4. Art, history, cultural spaces

Facilities/Amenities IMPORTANCE

1. Trails
2. Indoor pools
3. Dog parks
4. Outdoor swimming areas

Top Priorities for Programs/Activities

1. Community Events
2. Adult Fitness and Wellness
3. Canoeing/Kayaking/SUP
4. Stage Performances
5. Arts and Cultural Programs
6. Pet-friendly Programming
7. Winter Recreation Programs
8. Pickleball Programs



Inventory, Levels of Service, and Equity Analysis

Which areas in the City (geographic or market segments) are underserved?

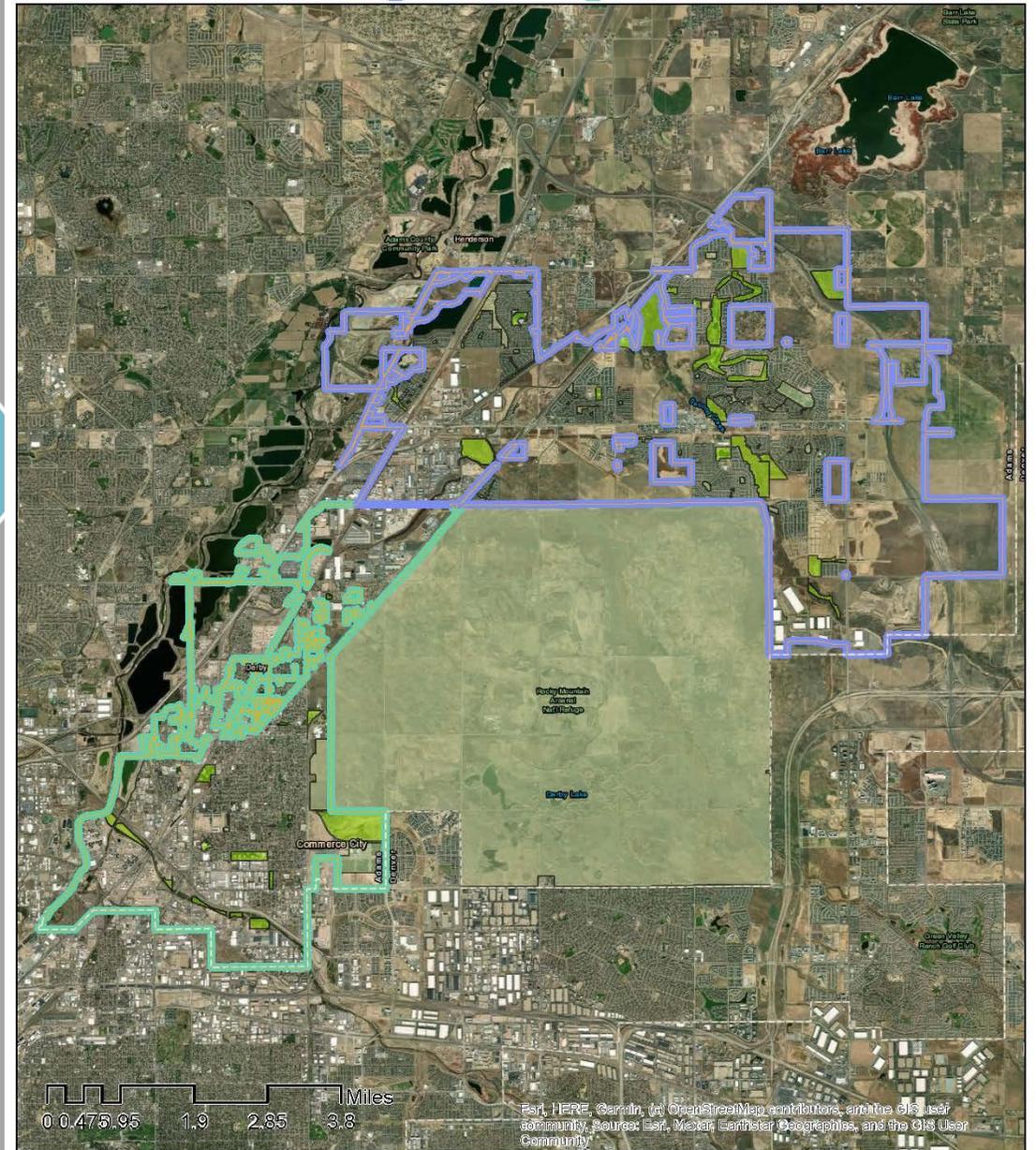


Commerce City CO North/South Subareas



Legend

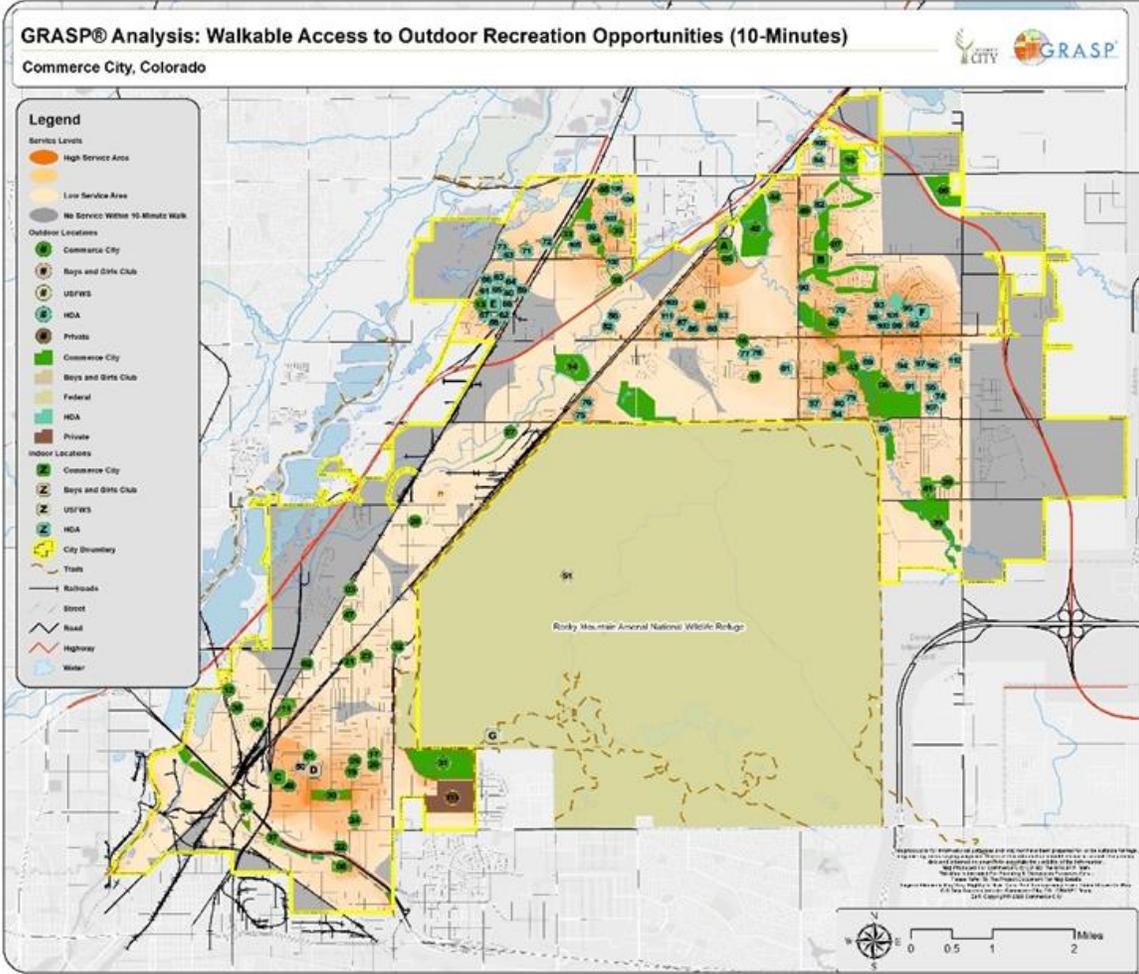
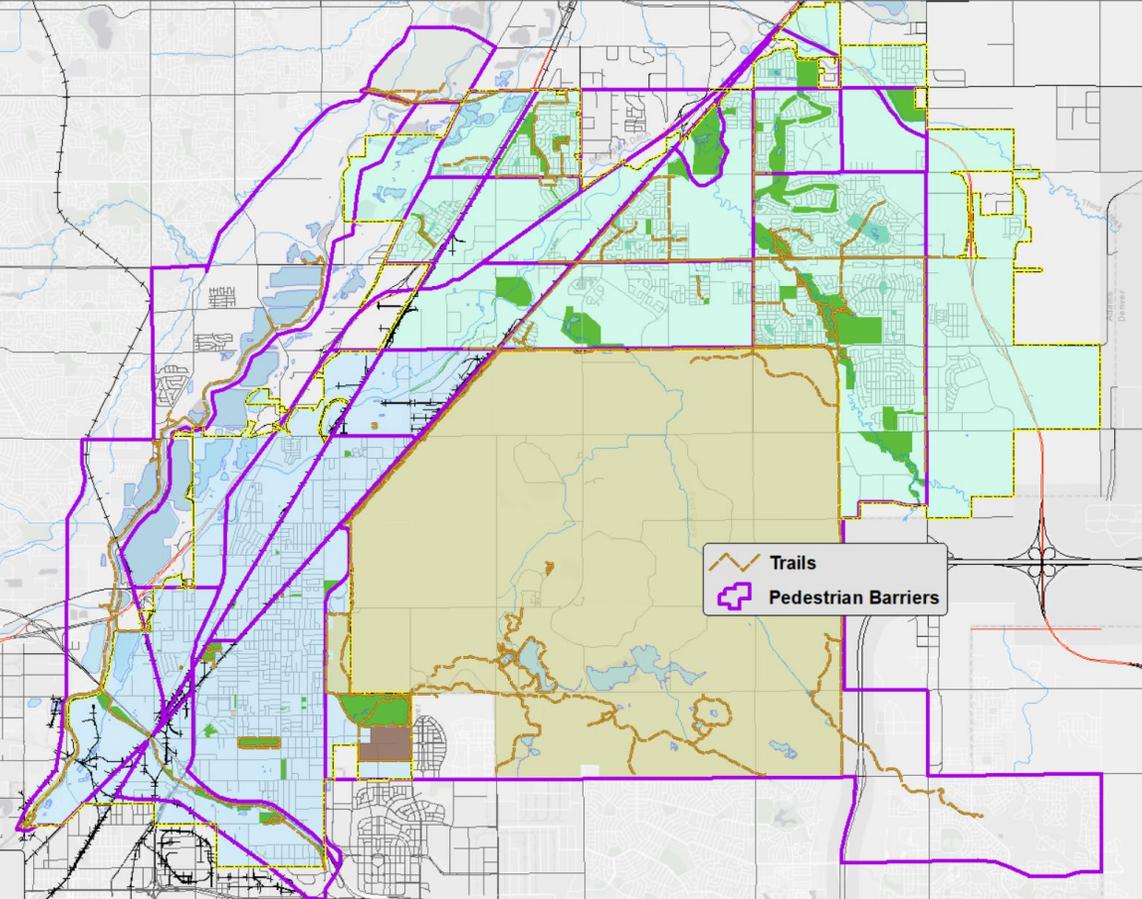
- C3 Parks
- Alt Pro Parks
- North Subarea
- South Subarea
- C3 City Boundary



Esri, HERE, Garmin, [http://openstreetmap.org](#), and the GIS User community. Source: Esri, DeLorme, GeoEye, [http://www.gis.com](#), and the GIS User Community

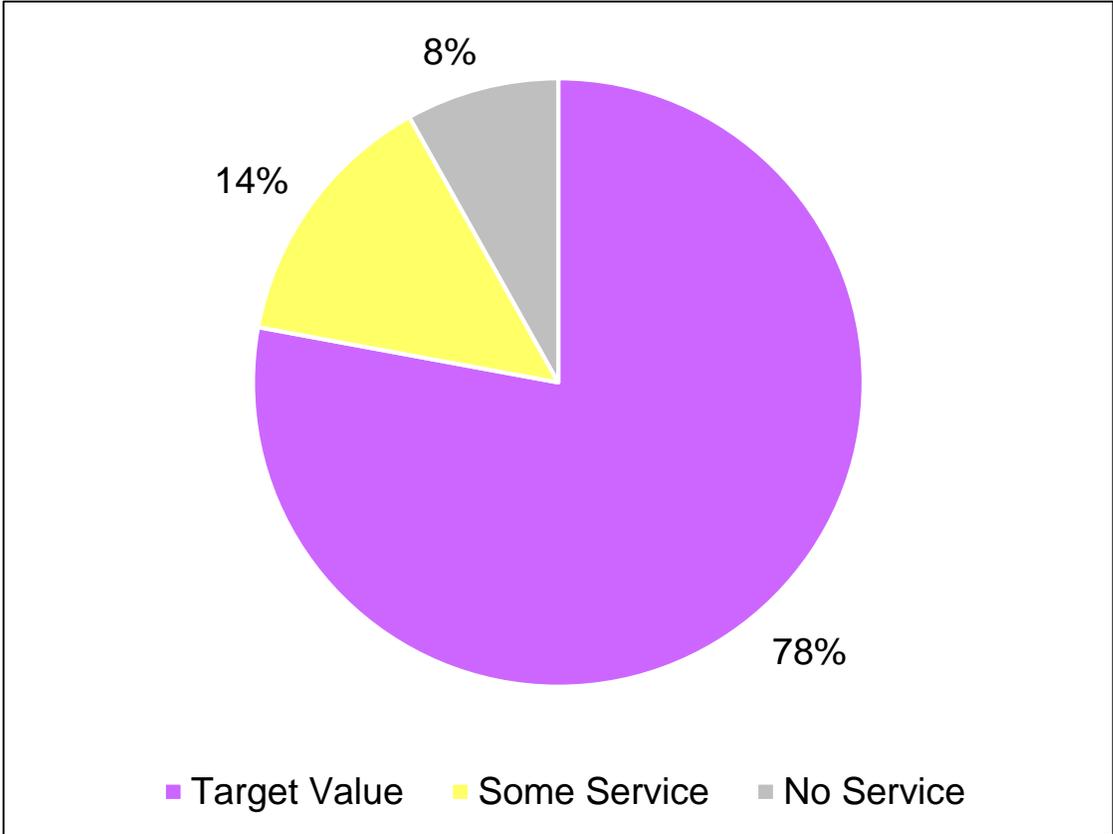
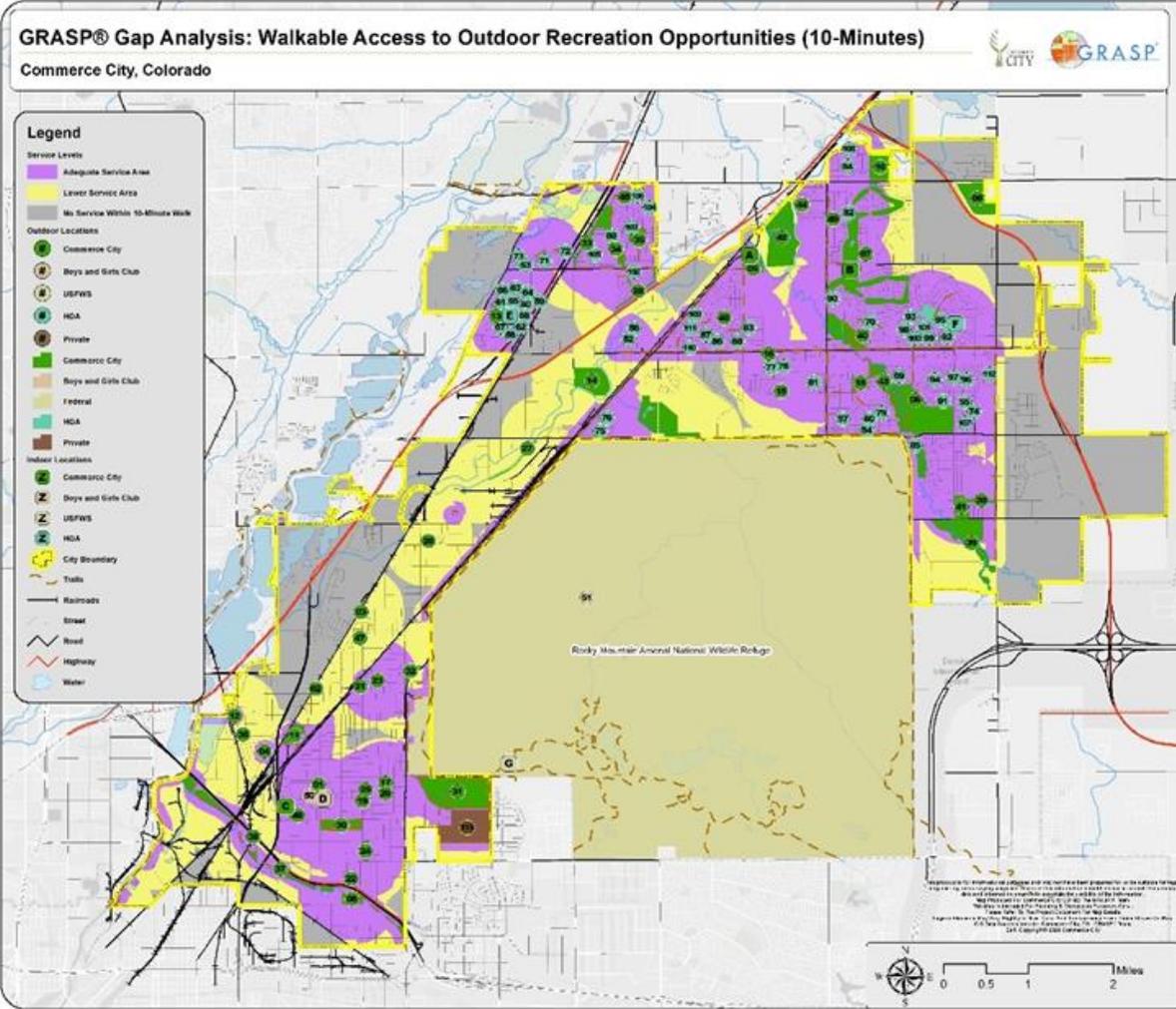
Pedestrian Zones and Walkable Access

8/80 Rule



Analysis shows that most Commerce City residents (92%) are within walking distance of outdoor recreation opportunities

Walkable Access (10 minutes)



NRPA 2023 Agency Performance Benchmarks

(50,000 – 99,999)

| Outdoor Facility | Agencies Offering This Facility | Median Residents per Facility | Commerce City Current Quantity* | Commerce City Residents per Facility | Need to Meet NRPA Median |
|----------------------------------|---------------------------------|-------------------------------|---------------------------------|--------------------------------------|--------------------------|
| Playgrounds | 95% | 3,779 | 21 | 3,323 | 0 |
| Basketball Courts | 86% | 8,790 | 14 | 4,985 | 0 |
| Tennis Courts | 76% | 5,577 | 2 | 34,895 | 14 |
| Pickleball Courts | 31% | 11,150 | 0 | N/A | 6 |
| Diamond Fields: Multipurpose | 79% | 7,237 | 11 | 6,344 | 0 |
| Rectangular Fields: Multipurpose | 69% | 13,244 | 12 | 5,816 | 0 |
| Multipurpose Synthetic Field | 25% | 43,100 | 0 | N/A | 1 |
| Dog Parks | 68% | 54,119 | 1 | 69,789 | 1 |
| Swimming Pool | 51% | 43,100 | 3 | 69,789 | 0 |
| Skate Parks | 41% | 52,906 | 2 | 34,895 | 0 |
| Community Gardens | 52% | 62,927 | 0 | N/A | 1 |
| Golf Regulation 18-hole Courses | 29% | 69,374 | 1 | 69,789 | 0 |

When comparing specific components to the NRPA Park Metrics, Commerce City meets the median in most categories. Tennis courts, pickleball courts, multipurpose synthetic fields and community gardens are the exceptions.

Key Summary Strengths – What Should We Celebrate?



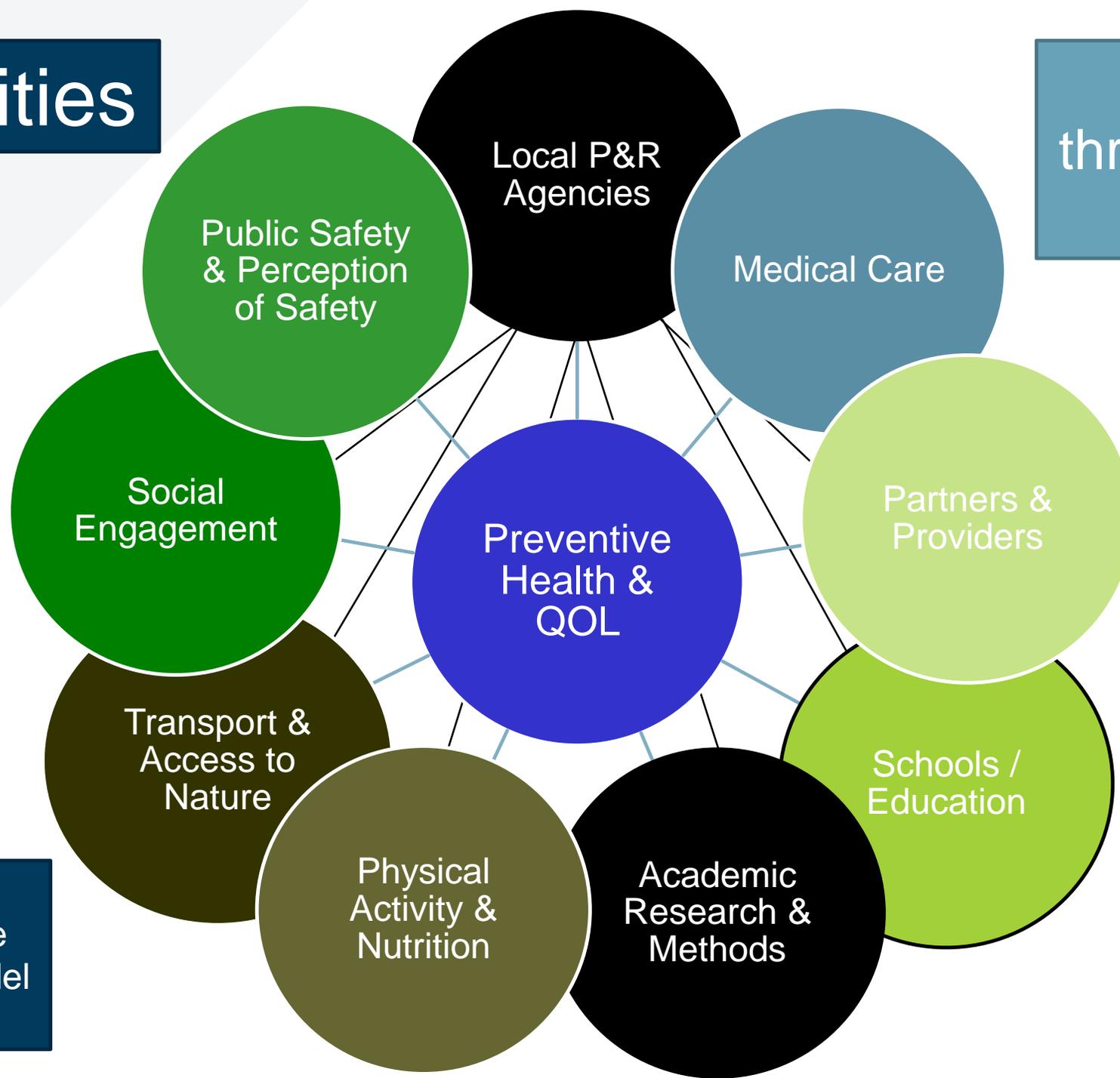
- ▲ Progress over 20 years (since last MP)
- ▲ Quality of staff
- ▲ Maintenance of rec centers and parks
- ▲ Diversity of programming
- ▲ Inclusivity – trying to connect all parts of City
- ▲ Two recreation centers
- ▲ 2K outcomes (BR, PI, EP, neighborhood parks)
- ▲ Golf Course / Buffalo Grill as community asset
- ▲ Available trails, parks, & open space

Opportunities

Modifying
through Systems
Thinking

Modifiable
Factors
Spaces,
Programs,
and Policies
Social
Determinants
of Health

Reshaping
role of local
built and
natural
environment



Dimensions of
Wellbeing across the
Social Ecological Model
(Penbrooke, 2017)

Actors
Facilitating
Partnerships
and outcomes in
the Community

Add Elements for Working with Safety / Unhoused Populations

- ▲ Crime Prevention through Environment Design (CPTED) – Lighting, call boxes, restrooms management, visual access
- ▲ More rangers and increased patrols
- ▲ Positive activation – More programming and “official business”
- ▲ Partner with other agencies – City-wide efforts



Role in Planning for Disaster Preparedness /Environmental Resiliency

- ▲ Parks, recreation, trails, and open space play a vital role in the physical, economic, social, and emotional health of the community.
- ▲ Essential services - going forward it is imperative to make sure those services are provided at all times - especially in times of disaster.
- ▲ Services and activities are crucial to alleviate boredom, improve mental health, reduce stress, build resiliency, and provide places for physical and social activities.
- ▲ Key aspect for returning to “normalcy” after an event.

Floods / Tornadoes / Wildfires / Pandemics



Key Capital Findings – Priority Needs

Outdoor Event Spaces and Cultural Activities

Splashpads and Pools

Pickleball and Tennis Courts

Multi-use Turf Fields (Soccer)

Potential Synthetic Turf additions

Dog Parks

Community Gardens

Expand Bison Ridge

Potential future additional indoor space with growth



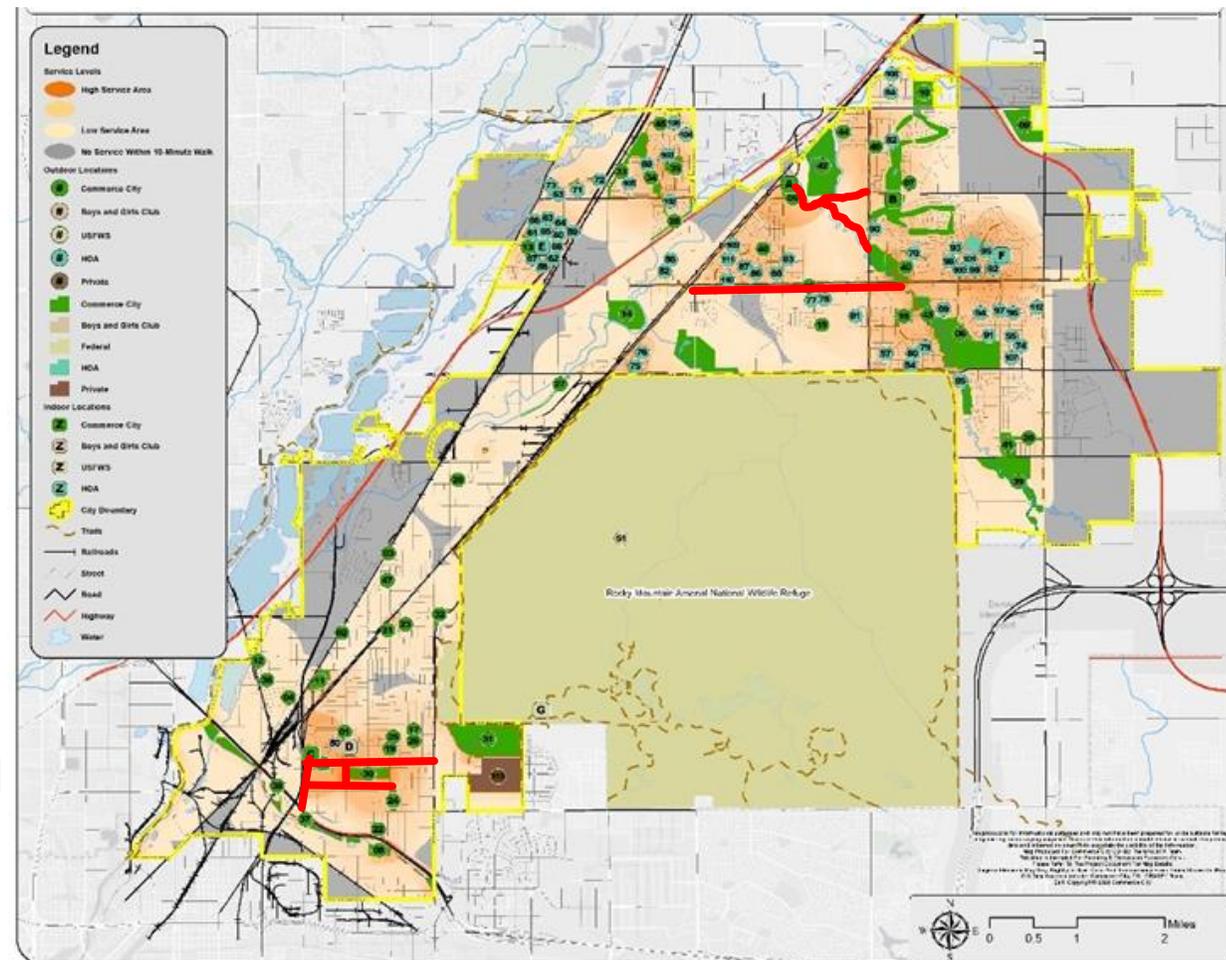
Key Capital Findings - Connections

Better connections between recreation centers and neighborhoods

8 80 and Complete Streets

Regional Trails

- Opportunities for greater north/south connectivity in the City (Many planned but need implementation)
- Desire for east/ west corridor along United Power Corridor which parallels 104th Ave. between I-76 and Tower Road.
- Improved connection to Sand Creek Greenway

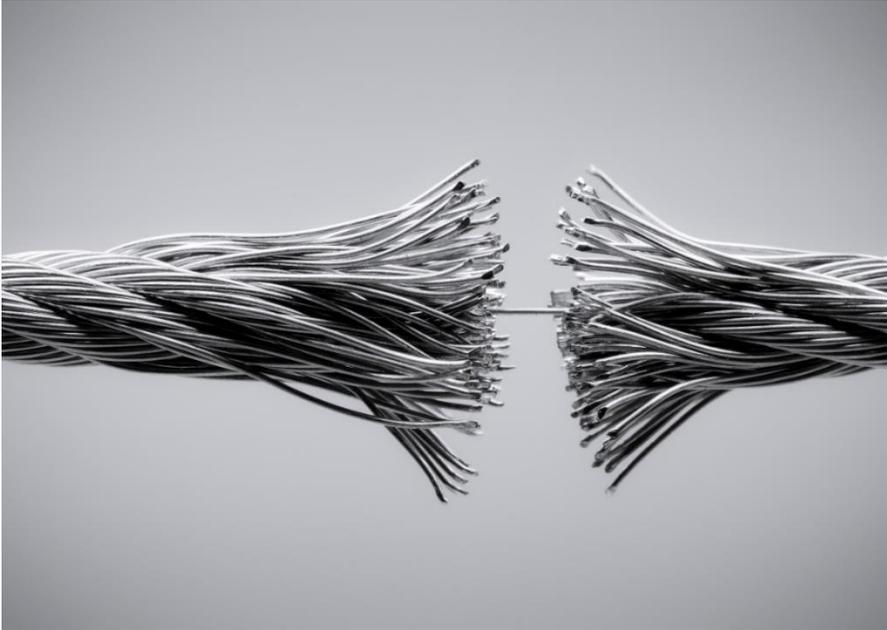


Key Findings - Buffalo Run Golf Course

- ▲ Infrastructure needs update
- ▲ Inconsistent Course Conditions / Unique
- ▲ Greens are good (most important to golfers)
- ▲ Characteristics of a “Links Course”
- ▲ Align marketing with new Clubhouse
- ▲ High interest in golf programs (all ages)
- ▲ Interest expressed in adding elements and Par 3
- ▲ More non-golf events in the clubhouse (expansion) and at golf course

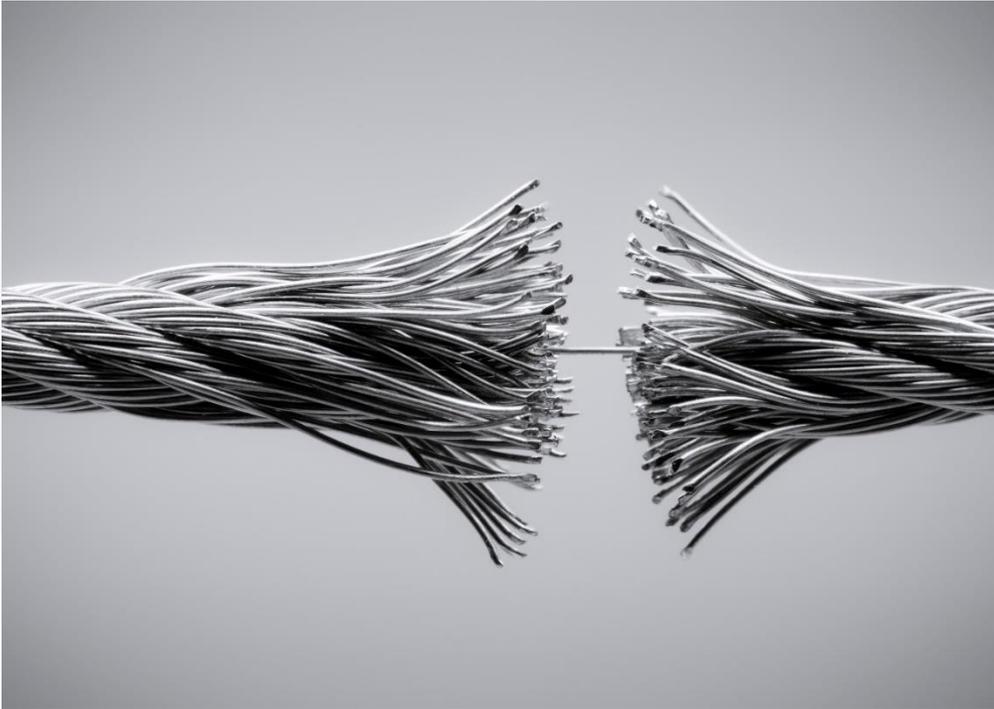


Key Opportunities



- ▲ Alternative transportation and connectivity
- ▲ More Senior Center/Active Adult space - north
- ▲ Need for office and maintenance space
- ▲ Additional technology / centralized processes
- ▲ Increase youth and older adult programs
 - Innovative youth sports and intro programs
 - After-school programs
 - Enhanced programming for seniors at Bison Ridge

Key Opportunities



- ▲ Need for additional marketing / communications
- ▲ Allocate land for future development with growth
- ▲ Blend North and South with future vision
- ▲ Enhance collaboration with developers and partners
- ▲ Growing need to address environmental challenges
- ▲ Role in stormwater management / carbon sequestration / warming / trees / nature

Additional Opportunities – Programs and Operations

- ▲ More cultural programming (celebrate diversity and indigenous populations)
- ▲ More special events / community building
- ▲ Better Access to Rocky Mountain Arsenal Refuge
- ▲ Better Wi-Fi connectivity in parks and centers
- ▲ United vision for growing City
- ▲ More partnerships with KSE for turf fields
- ▲ Opportunities to partner with Urban Renewal and other for-profit / non-profit developments



Key Issues Analysis Matrix

Themes and potential ideas

|  a - priority b - opportunity to improve | Staff Input | Org Assessment | Public Input/Pop-ups | Consultant Team | Survey | GRASP Analysis |  Preliminary Considerations |
|---|-------------|----------------|----------------------|-----------------|--------|----------------|--|
| Delivering a Full and Diverse Range of Parks and Recreation Services | | | | | | | |
| Develop equitable services for core City and the expanding Northern Areas | a | a | a | a | a | a | Use analysis provided to add as indicated. |
| Increase programming and services in the Northern and expanding areas | a | b | b | a | a | | Add programming focus and multi-purpose space in North |
| Expand Park Rangers Programs | a | a | a | a | a | | Add two bilingual Park Rangers |
| Expand "Navigators" program to help people find the services they need (seniors, homeless pop., etc.) | b | a | a | a | | | Assign dedicated resources for partnering, working with unhoused population, and |
| Enhance safety and perception of safety - CPTED, positive activation, rangers, lighting, etc. | b | a | a | a | a | a | Include CPTED principles in all design and remodeling |
| Include equity focus and diverse representation for all offerings and planning | a | b | a | a | | | Convey a culture of working with an "Equity Lens" and cultural awareness for hiring, training, programming, and marketing that all include diversity, equity, and inclusion. |
| Financial Aspects | | | | | | | |
| Need additional funding to meet growing needs | a | a | a | a | | | Review cost recovery goals and adjust fees, fee-reduction program, and allocations for continued growth |
| Additional focus on alternative funding / centralized sponsorships | | a | | a | | | Assign specific centralized staff resource to oversee grants, sponsorships, and partnerships |
| Enhanced partnerships and shared resources | | | a | a | | | Complete a Partnership and Sponsorship Policy |
| Need consensus and updated policy for cost recovery | a | | | a | | | Review Cost Recovery Policy and enact at all levels |
| Enhance scholarship/need-based fees & programs and market/communicate | | | b | a | a | | Create public guidelines and marketing to convey |
| Community Recreation Programs and Facilities | | | | | | | |
| Potential additional recreation center spaces and program areas | b | b | a | a | b | a | Expand indoor pool at Bison Ridge, add outdoor pool in north, add splash pads |
| Northern growth expansion | a | a | a | a | a | a | Expand Bison Ridge, and plan to add additional center to NE areas when population tops ~ 100K |
| Additional events and community gatherings - cultural and bi-lingual | a | b | a | a | a | | Expand Events Coordinator with focus cultural events offerings and/or work with Community Relations to Expand |

Next Steps - Thoughts or Comments?

Additional Findings and Visioning Presentations – **1/22 and 1/23** –
Advisory Board, Public, Staff, and Project Team, Workshop with
Council Study Session

Planning Commission meeting

Draft Plan Presentation – **April 8 & 9** – Council Study Session,
Public, Staff, Project Team – Public review concludes prior to **4/15**

Final Plan Presentation – **May 13th** – Project Team and Council

Staff will present for Final Adoption - First Reading: June 3;
Second Reading: June 17



Additional Thoughts?
Thank you for joining us!!

Any questions?

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