

# Edward J. Robson Arena – Fact Sheet

(June 29, 2019)

The Edward J. Robson Arena is a multi-purpose ice hall to be located on Colorado College property on the west side of Nevada Avenue between Dale and Cache La Poudre streets. Owned and operated by Colorado College and home to CC Tiger Hockey, the arena is a physical and cultural extension of Colorado College as well as part of the City for Champions (C4C) initiative of projects underway throughout the community.

Four large community meetings and a workshop specific to traffic and parking have taken place over an eight-month period with more than a hundred citizens participating in each meeting. During this voluntary, iterative process, we have received extensive public input, ideas, suggestions and reactions that have helped shape the project and assure the final design and plans reflect as much community input and desires as possible. Local neighborhoods, organizations, surrounding businesses and the broader community provided feedback and input on all aspects of the project including parking and traffic management, the fan experience, shuttle and ride-share services, building design and aesthetics, season ticket program, and other important aspects of the arena's implementation.

The Colorado College Long Range Development Plan (2008) and the Colorado College Master Plan (2015) identify a new ice center to be located on the block between Nevada Avenue and Tejon Street and between Dale and Cache La Poudre streets. Plan specifics, such as exact building positioning, size and seating capacity, etc. related to the Robson Arena, have been determined through this public planning process.



## Building / Site Specifics:

- Arena building exterior footprint is approximately 67,000 sq. ft. Total arena is 122,500 sq. ft. (all floors).

- Arena seating is 3,376. (By comparison, seating at the World Arena is 7,750).
  - Lighting along arena block will be improved with an emphasis on pedestrian safety.
  - Anticipated pedestrian / bicycle improvements: pedestrian lighting, bicycle parking, new sidewalks and pedestrian ramps on the block, and an opportunity to bring pedestrian facilities up to standard in partnership with the City.
  - Opportunity for potential on-campus retail options that don't exist now including accommodations for businesses with sky boxes and a CC Tiger Hockey team apparel/goods store.
  - Consistent with the Colorado College Master Plan, the arena provides opportunities for continued retail uses along Tejon Street. Preliminary concept: three retail spots, one of which would be the team apparel/merchandise store. The college is in discussions with Wooglin's Deli ownership to integrate the deli into the proposed retail space attached to the arena.

**Traffic and Parking:**

- New 300+ space parking garage has three levels of parking (two-story garage with parking on the top level as well).
- Multifaceted approach for event access could include: transit options such as shuttles and circulating shuttles connecting the campus to the downtown core; parking at various college surface lots, downtown garages and close-in street parking; safe access by bike and bike share, with bike parking options; ride hailing services such as Uber and Lyft with safe drop-off zones; safe and well-lit pedestrian pathways; etc.
- Parking study undertaken as part of the planning and design process will be included in the application submitted to the city and available for public view at that time.
- 2.7 people per car are projected based on auto occupancy research of other Colorado sporting event venues.
- For non-hockey events, while some out-of-state participants and spectators may rent cars, based on the type of team and camp events projected, many are anticipated to travel by team bus, van or other forms of group transportation. Participants and spectators for these types of events typically are not all at the venue at one time, but instead cycle through the facilities based on competition times/schedule.
- Other non-hockey events would take place during academic breaks when more on-campus parking is available due to lower parking demand by students and faculty.

**Downtown Shuttle / Neighborhood Parking Initiatives:** In response to public input received during Colorado College's process for Robson Arena design, the City of Colorado Springs has initiated discussions for a Downtown Shuttle System and has scheduled public input sessions for potential changes to parking in neighborhoods surrounding the college. The college has no jurisdiction over public right-of-way, so these are City processes.

**Parking Management / Enforcement:** Parking enforcement on campus is the responsibility of the college. The college will work cooperatively with the city for off-campus parking issues related to the college.

**Parking Demand: 1,114 spaces**

- Goal: Use of resources that already exist, supplemented by other parking opportunities
- Proposed Parking Spaces:
  - Parking Garage: ~300+ spaces
  - Campus Lots: ~391 spaces
  - Privately Owned Lots: ~391 spaces
  - Site Frontage Parking: ~ 46 spaces

**Total Proposed Parking Spaces: 1,128 spaces**

- Supplemental Spaces:
  - Downtown Garages: ~ 170 spaces
  - Existing On-Street: ~ 287 spaces

**Total Proposed Parking Spaces including Supplemental Spaces: ~1,589 / 1,158 spaces**

(Armstrong Hall lot, Fine Arts Center lot and multi-modal parking opportunities being explored by the City such as shuttles, ride share, biking/walking are not included in parking space count)

**Events:** Colorado College will be responsible for operations, maintenance, including parking management and will make decisions on the programs/scheduling of the arena. The college will identify when the arena is available for non-hockey use working with the C4C Sports Authority established to oversee the event plan.

- CC Tiger Hockey games will be the primary use of the arena: 18-20 regular home games per season, held over approximately nine weekends on Friday and Saturday nights from late September through March, with the possibility of two to three more March post-season games.
- Total attendance for a sold out hockey game: 3,376

- Possibility the arena could be used as an inclement weather venue for CC graduation ceremonies.
- C4C events: between the Robson indoor arena and the Switchbacks outdoor stadium one goal is to generate new out-of-state visitors who will often stay overnight in local hotels, eat in local restaurants, and purchase items in local retail stores, generating significant new sales tax dollars for the community.
  - Approximately 32 non-hockey uses for the arena have been identified through the City for Champions submission to the state, most of which would have much lower attendance than CC Tiger Hockey games (sports tournaments, training camps, club events, Paralympic events, youth sports camps and events), held primarily in summer when most of the student body and faculty are not on campus.
  - Partnerships with National Governing Bodies (NGBs) to host some of their events (such as USA judo, boxing, volleyball, etc.).
  - Many C4C/NGB events occur over multiple days and neither participants nor spectators are expected to attend all day and/or every day of the event.
  - Participants, coaches, trainers, and close family comprise 30% of total attendance, will utilize group transportation.
  - Peak time attendance significantly less than total attendance.
  - Events primarily during summer and block breaks, holidays, and most frequently on weekends.
  - Events occur over multiple days and neither participants nor spectators are expected to attend all day and/or every day of the event. Given nature of the sporting competitions, athletes and spectators cycle through based on lineup of their match. Participants, coaches, trainers, and close family anticipated to comprise 30% of total attendees and will utilize group transportation.
- Student-life type music performances may take place at the arena, similar to how other campus buildings are used now. No large concerts will be held in the arena (it will not be outfitted with electrical or sound equipment required for large public concerts).

**Sports Authority:** Formed as a requirement of the state to ensure compliance with resolution for state funding

- Coordinate programming of events with the Colorado Springs sports ecosystem:
  - Sports Corp, Convention and Visitors Bureau, United State Olympic Committee, Others
- Implementation of the C4C business plan
- Five Sports Authority members appointed by:
  - Mayor, Colorado College, Switchbacks, City Council, County Commissioner

**Schedule:**

- City Application Process: July – November
- City Community Hearing Anticipated: August/September 2019
- Anticipated Groundbreaking: Early 2020
- Projected arena opening: 2021

**Environmental Sustainability:** The arena project seeks to connect and consider indoor activities and environment and be a model for need-based use and sustainability for the nation. The college has set a goal for Robson Arena to be the first net-zero energy consumption ice arena in the U.S. It will go beyond LEED level requirements.

**Project Benefits:**

- For the first time in its history, Colorado College Tiger Hockey student-athletes will train, practice and play its games on campus and in a smaller facility specifically designed to meet the needs of the CC hockey program and its players on National Hockey League-regulation size ice.
- The arena will be more conducive to a collegiate experience with the excitement that comes from a venue full of season ticket holders, fans and students with a branded home ice venue advantage. The arena will be a best-in-class venue, with high-quality amenities for fans. It also will allow CC coaches to compete for the best U.S., Canadian and worldwide recruits.
- In addition to the varsity team, the new arena will serve intramurals, the college’s club teams, student life activities, academics, and community hockey leagues.
- The arena will be used as a backup location for commencement in case of inclement weather.
- It will be the first campus building that can seat the entire campus community of faculty, staff, and students.
- The facility will have the capability to host ice-based and multiple other sports.
- The on-campus venue offers convenience of event attendance by the CC student body and numerous alumni who live near the campus.

**Community / Neighborhood Benefits:**

- More neighborhood retail and business opportunities.

- Ice time for non-college hockey leagues.
- High-quality jobs, especially jobs lacking for students and other local youth.
- Enhancements at the college increase the value of adjacent properties.
- Non-hockey events generating new visitors from outside Colorado who often stay overnight in local hotels, eat in local restaurants, and purchase items in local retail stores, generating significant sales tax dollars for the community and strengthening and diversifying the economic base of the area.
- Improvements to a neighborhood block that had several run-down structures.
- Venue sizes unique to the region that do not duplicate other venue event opportunities.
- Strategic location close to downtown for high visibility, access to amenities and special experiences for participants and spectators.
- A draw for tourists, recognized as vital to our local economy, for an increased length of trip and increased dollars infused into the local economy.
- An opportunity to keep National Governing Body annual qualifiers, time trials, and championships from leaving the area to hold their events.
- Multi-dimensional camps with the potential to develop into tourism drivers (sports camps aligned with the Olympic Movement, science, training, outdoor adventure, or arts-related — all themed around sports and healthy lifestyles).
- Hockey is recognized for attracting a more affluent fan base that tends to be middle- and upper-middle class socioeconomically.
- Opportunity to expand and solidify the area as a center for elite and developmental sports competition, camps, training, demonstrations and education; thereby greatly enhancing the brand of Olympic City USA.
- Plaza and event facilities available for neighborhood / community use incorporated into the arena.

#### **Season Tickets:**

- Currently there are approximately 2,300 CC Tiger season ticket holders. All current season ticket holders will be able to purchase season tickets and receive priority seat locations in the new arena. Whenever possible, season ticket holders will receive comparable seat locations in the new arena. There will not be a general public upper bowl seating area in the new Robson Arena.
- The parking concept for season ticket holders will be similar to how it's handled now, with the option to purchase incentivized parking passes separately based on lot location.
- Prices for season tickets have not been determined but we do not expect significant increases.

#### **Who is Edward J. Robson and why is the arena being named after him?**

Robson (pronounced ROBE-suhn), a 1954 graduate of Colorado College, chairman of Robson Communities, has served on CC's Board of Trustees, and has funded scholarships for CC students and hockey players. After graduating from CC Robson played hockey for Team USA and was an alternate member of the U.S. Olympic Hockey Team. In the U.S. Marines he was designated a naval aviator and served five years as a helicopter pilot, attaining the rank of captain. After leaving service in the Marines, Robson settled in Phoenix, starting his first business in 1965 marketing home sites. He has given a gift of \$10 million in support of the arena and the CC Tiger Hockey program.

For more information, visit: <http://www.coloradocollege.edu/robsonarena>