

Ed Robson Arena

How Community Input Has Shaped Plans for Ed Robson Arena



- Colorado College has relocated the arena to the north side of the block providing a better presence on the northwest corner of the block, improving retail presence along Tejon Street, and providing a buffer to the neighborhood that will/is:
 - Provide a more mixed-use type of development;
 - Amplify the experience along Tejon Street by extending the plaza/campus connection through the site; and
 - More appropriate in scale.
- Colorado College will relocate and provide a new 3D Arts Workshop building to accommodate the arena footprint.
- Colorado College amended the Campus Master Plan to relocate the proposed natatorium to the current site of Schlessman Natatorium.
- Colorado College will relocate the tennis courts to college property south of the transportation center near the Van Briggles/Facilities Services building on Glen Avenue.
- Colorado College will relocate the proposed arena service entrance to Dale Street to improve streetscape along Nevada Avenue.
- Colorado College will revise and refine the exterior materials and elevations for the arena to respond to campus and neighborhood context.
 - Palette supports local, eclectic fabric of the college and surrounding neighborhood. Introduced more glazing and horizontal elements.
- Interior:
 - Spaces provided for students and the community.
 - Lobby space designed to be multi-functional and cater to multi-use events. For code reason, concourse is intended only for circulation.

- Energy savings by flipping the building.
 - Direct access between garage and arena.
 - Restroom facilities expanded with separation (more than what is required per ADA guidelines).
 - Opened up each of the arena four corners' common space to maintain concession/gathering areas that fans like; allows for a variety of food and beverage opportunities. Three social clubs provide potential to be used in a variety of other ways.
- College will revise and refine the Nevada Avenue building elevation and streetscape to fit within the campus and neighborhood context.
 - Colorado College has developed a plan for parking to accommodate enough parking for a sold-out CC Tiger hockey game scenario, of up to 3,407 attendees, the largest game capacity scenario, that does not require on-street parking in the neighborhood.
- More than 400 parking spaces have been added to the plan. Colorado College will:
- Construct a parking garage with 324 parking spaces -- New parking garage available and open for use during the week providing relief for some of the parking desires that exist today;
 - Construct a new parking lot with 95 parking spaces;
 - Designate existing campus lots for Robson events --274 spaces;
 - Support multi-modal parking opportunities including ride share, biking/walking and a shuttle program being explored by the City (not included in count of parking spaces);
 - Expand on-street parking capacity adjacent to arena to accommodate additional parking spaces;
 - Finalize contracts for multiple private parking lots close to the campus for Ed Robson Arena events. Agreements with lot owners will result in approximately 347 additional off-street parking spaces;
 - Relocate Burghart Tennis Courts to accommodate parking lot (90-100 spaces near El Pomar Sports Center);
 - Disperse several lots around campus as well as off-campus lots and supplemental options such as a shuttle to keep traffic moving by spreading out parking and times people reach their vehicles to depart the area;
 - Support the City's implementation of a Residential Parking Permit Program (based on desires and approval of the neighborhood residents); and
 - Continue to finalize other opportunities such as paying before arrival at the parking garage and mobile apps that identify open parking spaces.

Ed Robson Arena Fact Sheet

The Ed 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.

Five large college-hosted community meetings and a workshop specific to traffic and parking took place over a nine-month period with more than a hundred citizens participating in each meeting. During this voluntary, iterative process, we received extensive public input, ideas, suggestions and reactions that 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-hailing 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 Ed Robson Arena, have been determined through this public planning process.

Building / Site Specifics

- Arena building exterior footprint is approximately 65,396 sq. ft. Total arena is approximately 129,435 sq. ft. (all floors).
- Arena seating is 3,407. (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 accommodations for businesses with skyboxes 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: the team apparel/merchandise store, and 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 324 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, nearby private 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 is included in the application submitted to the city and available for public view.
- 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 Ed Robson Arena design, the City of Colorado Springs has initiated discussions for a Downtown Shuttle System and held 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 is working cooperatively with the City for off-campus parking and enforcement related to the college.

Daily Parking Demand

- **86 parking spaces (includes 6 ADA spaces)**
 - Restaurant
 - College Bookstore
 - Team Store
 - Office Space
 - Health/Counseling Office

Arena Event Parking Demand (Sold out hockey game)

- **1,215 spaces (includes 23 ADA spaces)**
 - Total Seating Capacity 3,407 seats
 - Student Attendance 238 students (market average) – 500 students (target)
 - Non-Student Attendance 3,169 attendees
 - Auto Mode Share (95%) 3,011 people arrive by car
 - Auto Occupancy (2.7 per vehicle) 1,115 cars
 - Operations Staff Cars 100 cars

Proposed Parking Supply for Events

- Proposed Parking Garage: 324 spaces
- Existing Campus Lots: 274 spaces (Does not include Fine Arts Center Lot or Armstrong Lot)
- Proposed New Campus Lots: 95 spaces
- Existing Privately Owned Lots: 347 spaces
- Arena Frontage On-Street Parking: 57 spaces
- On-street permit parking (CC frontage) 144 spaces

Campus Parking Supply: 1,241 spaces

Additional Available Public Parking for Events

- Downtown Public Parking: +/-170 spaces

- On-Street Parking (6-block study area): +/-277 spaces

TOTAL PARKING CAPACITY: 1,688 spaces

Parking and Operational Management

Event Scheduling:

- 18-23 CC hockey games per year (Friday and Saturday evenings)
- Up to 50 days for C4C events annually (primarily small attendance events)
- C4C Events focused during summer break, winter break, and academic breaks

Parking Availability

- Existing campus lots and permitting
- Proposed garage and surface lot
- Private lot contracts
- Downtown parking (parking garages and on-street)
- On-street parking (supplemental)

Alternative Transportation

- Ride Share / Ride Hailing
- Downtown Shuttle
- Pedestrian Access
- Bicycle

Coordinated Parking Plan

- Parking education and communication –pre-event
- Coordination with Campus Parking Permit Program to ensure parking availability in campus lots
- Tickets purchased in advance by season ticket holders identifying parking locations
- Parking coordination with City-led Neighborhood Parking Plan to ensure on-street parking availability on campus
- Uniformed Traffic Control for large events
- Temporary –Variable messaging signage strategically located
- “Friendly pricing” for parking –encourage use of lots
- Flexible / evolving operations plan
- Plan for construction parking
- College to contract for parking management and security during large events

Parking Plan

- College will redistribute staff and student parking to open large lots for events
- College will work with City to phase in On-Street Permitted Parking

Parking Enforcement

- During events, Colorado College will hire CSPD officers for parking enforcement and Uniformed Traffic Control as currently done at the World Arena

Private Parking Lots

- College is finalizing letters of intent with owners of nearby private parking lots.
- College will provide entry and egress lot event management.
- Colorado College will plow and clear lots and will provide sufficient lighting for events

Parking Price

- Season ticket holders will be incentivized to purchase a parking pass with their tickets and will be assigned a lot, either on campus or a private college-contracted lot. Currently 80% of season ticket holders opt into the parking permit option and a similar number is projected for the new arena.

Parking Garage

- Daily Use -Price to park in the garage will be similar to the on-street meters. Garage will include spaces for visitor parking.
- Events -All spaces in garage will be available for events.

Shuttle to Downtown Garages

- College is open to providing a supplemental shuttle between the arena and downtown garages for event attendees.

Schedule Coordination

- College currently has two full-time employees who will coordinate high impact events. One is a full-time parking employee and the second is the Director of College Events.
- College will also add a General Manager/Director of the Arena who will be responsible for event coordination.
- College understands the importance of coordinating events and points to the above Parking and Operational Plan to achieve that.

Events

Colorado College will be responsible for operations, maintenance, and 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 and practice will be the primary use of the arena: 18-23 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: 3,407.
- C4C events: between the Ed Robson indoor arena and the outdoor Downtown 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.
 - The arena will be available up to 50 days per year for C4C events. 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, when CC parking demand is reduced substantially
 - 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 are planned for the arena.

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: August – January 2020
- City Community Hearing: 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 Ed 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

- Possible ice time for non-college hockey leagues
- High-quality jobs, especially jobs that are lacking for students and other local youth
- Enhancements at the college increase the value of adjacent properties
- Non-hockey events will attract new visitors from outside Colorado who will 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
- The project will make improvements to a block that has several run-down structures
- Venue size is unique to the region (does not duplicate other venues' event opportunities)
- Strategic location close to downtown allows 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
- Ability to host multi-dimensional camps with the potential to develop into tourism drivers (sports camps aligned with the Olympics, 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 local 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

- 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 Ed 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 and former CC hockey player. He is 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 \$12 million in support of the arena and the CC Tiger Hockey program.

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