Rifle Parks & Recreation Advisory Board

REGULAR MEETING AGENDA

May 11, 2026
5:30 PM
202 Railroad Avenue, Rifle, CO 81650

5:30 PM - Regular Meeting

1. **Call to Order**
2. **Roll Call**
3. **Public Comment** *(Maximum time permitted for Public Comment is 3 minutes per person)
   *(Reserved for general comments or items on the agenda that are not a public hearing)
4. **Consent Agenda**
   - **4.a.** Consider the minutes of the April 13, 2026, Regular Meeting
5. **Presentation**
   - **5.a.** RAMBO - Project Update Presentation
   - **5.b.** Feasibility Study Presentation
6. **Regular Agenda**
   - **6.a.** Discuss City of Rifle Comprehensive Plan
7. **Administrative Reports**
8. **Adjournment**

ACCESSIBILITY STATEMENT

The City of Rifle values full inclusion and access for all of our facilities, programs, activities and services. We are pleased to provide meaningful accommodations to comply with the Americans with Disabilities Act (ADA) and reasonably provide translation, interpretation, modifications, accommodations, alternative formats, auxiliary aids, and services. To request special assistance, call Parks & Recreation Director Austin Rickstrew at 970-665-6578 or email our ADA Team at ADATeam@rifleco.org. Please allow 48 hours for your requests to be met.

La Ciudad de Rifle valora la plena inclusión y acceso para todas nuestras instalaciones, programas, actividades y servicios. Nos complace proporcionar alojamientos significativos para cumplir con la Ley de Estados Unidos con Discapacidades (ADA)

y proporcionar razonablemente traducciónes, interpretaciónes, modificaciones, adaptaciones, formatos alternativos, ayudas auxiliares y servicios. Para solicitar asistencia especial, llame al Director de Parques y Recreacion Austin Rickstrew al 970-665-6478 o envíe un correo electrónico a el equipo ADA a ADATeam@rifleco.org. Por favor, permita 48 horas para que se atiendan sus solicitudes.

Agenda Item #4.a.

Agenda Item Name:
Consider the minutes of the April 13, 2026, Regular Meeting

Presenter:
Sarah Stubbs, Senior Administrative Specialist

Item Description:
Consider minuets of the April 13, 2026, Regular Meeting

Recommended Action:
Move to approve the minutes of the April 13, 2026, regular meeting.

Fiscal Impact:
N/A

Operational Impact:
N/A

Prior Board Motions:
N/A

Background Information:
N/A

Executive Summary:
Consider the minutes of the April 13, 2026, regular meeting.

Notification Requirements:
N/A

Prepared By:
Sarah Stubbs, Senior Administrative Specialist

Attachments:
1. PRAB Meeting 04.13.2026

Rifle Parks & Recreation Board
Regular Meeting Minutes
April 13, 2026

The meeting was called to order at 6:10 pm by Annie MacGregor.

Roll Call

Members Present	YES	NO
Ken Blatter	X	
Kirsten Clancy	X	
Aaron Cumming	X	
John Douglas	X	
Annie MacGregor	X	
Betsey Seymour	X	
Ari Philipson	X	
Marisa Skajewski	X	

Staff Present: Matt Rowe, Austin Rickstrew, Sarah Stubbs, Keith Dawson

Public Comment

- Comments heard from board member Kirsten Clancy.

Consent Agenda

- Consider the minutes of the March 9th meeting.
    - Aaron motioned to accept minutes, Ken seconded, unanimous pass.

Presentation

Austin introduced new Assistant Parks and Recreation Director, Keith Dawson. Comments heard from Keith about background and experience.

6.a. Girl Scout Bronze Award Project – Dog Libraries

Girl Scout Whitney Alexander presented a "Dog Library" proposal to the board. The board made suggestions for location. Board Member Aaron Cumming made a motion to have the library placed on Morrow Draw Trail, seconded by Board Member Betsey Seymour. Unanimous approval.

6.b. Review Draft of Activity Center/Feasibility Study

Austin presented the draft for the Activity Center Feasibility Study. Highlighting the cost comparison between the inclusion / exclusion of an aquatic facility including the operational deficit amounts for both options. Mock up plans and diagrams of potential facility was included in presentation. Comments heard from board members about long-term capacity vs. future growth, storage limitations, and requirement of tax or bond measure to secure funding. The board also discussed public communication strategies and potential future survey on funding support.

DRAFT

6.c. Discuss the South Rifle Master Plan

Austin presented the South Rifle Master Plan which included maps that reflect proposed designated spaces and a cost breakdown for each amenity. Estimated total build out will be around $2.5-3M. Austin raised the possibility of completing this project in phases, focusing on high priority amenities in phase one and including other amenities in future phases as need for additional amenities grow. The board discussed what should be included in phase one considering the needs of the South Rifle community, as well as possible grant opportunities for some of the other proposed amenities.

Administrative Reports

Austin spoke on the ongoing transition at Rifle Creek Golf Course mentioning the irrigation design and they are almost fully staffed. Austin announced the transition of Sarah Stubbs to the Senior Administrative Assistant role.

Adjournment: There being no further business, the meeting was adjourned by Annie MacGregor at 7:19 PM.

DRAFT

Agenda Item #5.a.

Agenda Item Name:
RAMBO - Project Update Presentation

Presenter:
Aaron Mattix
John Leybourne
Steve Aruza

Item Description:

Recommended Action:
No action required on presentations.

Fiscal Impact:
N/A

Operational Impact:
N/A

Prior Board Motions:
N/A

Background Information:
N/A

Executive Summary:
RAMBO will have high achievements, such as the Grand Hogback Trail, Highlands, and Morrow Draw. They will share target concepts and share ideas for a Cottonwood Connection along Mile Pond, Middle Kingdom, and Hubbard Park.

Notification Requirements:
N/A

Prepared By:
Austin Rickstrew, Parks & Recreation Director

Attachments:
1. RAMBO_PRAB_5_11_26

Slide 1

May 11th, 2026
Comprehensive Planning

Slide 2

CLASS 1 E□BIKE ALLOWED

THE GRAND HOGBACK TRAIL SYSTEM

What's happening in 2026?
Full parking lot every weekend
since the start of the season
Volunteer day: April 11th and more to come.
Hamm's Canyon crossing
New on trail maps for wayfinding
Modification to lower Tin Pan alley tabletops
Lower Cucuy machine work (lip re-shaping, turn improvements)
B-side button-up
Lower Cucuy (lower meadow improvements if time / budget allows)

Thank You to

& all of our volunteers
= $3,600+ in labor from April 1st - now

Slide 3

Accomplishments

Grand Hogback Trails: Completed construction of over 18 miles of trail near Rifle Arch, creating a regional draw for mountain bikers. RAMBO and the City of Rifle have developed a maintenance agreement to partner through volunteer efforts and contracted professional wo
Highlands Trails: An in-town trail network of
approximately 3 miles on City water plant property, designed and constructed largely through volunteer efforts of RAMBO, and Gumption Trail Works. RAMBO continues to act as the primary stewardship partner of this area with City of Rifle.

Slide 4

South Side Trail Development / Long Shot: Continuing growth of the South Side of Rifle, recent planning for Ramsey Gulch, and development of the Rifle Long Shot concept point to this area as being a priority.
identify priorities / obstacles in South Side area.
ground-truth proposed trail concepts / verify access.
develop construction approach / cost estimates.
begin conversations with BLM, and Forest Service about Long Shot concept.
Long Shot trail: Bridge Rifle's mtb season into the summer with access to high country singletrack in the Beaver Creek / Mamm Peak area, highlighted by a 12 mile descent to Ramsey Gulch.
Develop recreational access partnership with CPX for trail network.
Parachute / Collbran connections?
Winter access to trailhead for backcountry skiing.
Cabin / hut system?

Moving Forward: Next priorities

Slide 5

Moving Forward continued

1. Middle Kingdom (G.) Bryce's Valley) access:

Formalize access at end of Howard Ave to Middle Kingdom collection of trails in Hubbard Mesa Open OHV area.
Stephens Hill: Develop a traversing network of singletrack in wooded area above Deerfield Park / north end of Raynard Ditch. This area would be less gravity-focused than Highlands, providing more of a "cross-country / hiking" experience.
Rifle Creek Canyon Ditch: Singletrack area to link to Golf Course?
Hubbard Mesa Management Partnership: Support efforts to develop more proactive management of Hubbard Mesa area.
Highlands trail improvement plan: parking, improved climbing, descending, and additional trails.

1.

3.

2.

5.

Slide 6

THANK

YOU

Agenda Item #5.b.

Agenda Item Name:
Feasibility Study Presentation

Presenter:
Austin Rickstrew, Parks & Recreation Director
Jordan Lockner
Chris Kastelic

Item Description:
The board will be receive a presentation on the results of the Feasibility study from Collab Architecture.

Recommended Action:
No action required.

Fiscal Impact:
Collab Architecture will provide updates on the cost analysis for a facility with and without a pool.

Operational Impact:
N/A

Prior Board Motions:
N/A

Background Information:
N/A

Executive Summary:

The Feasibility Study evaluated the community need, preferred amenities, potential site opportunities, conceptual building designs, and financial feasibility for a future indoor recreation and community facility in Rifle. The purpose of the study is to determine whether a multi-generational recreation center is supported by the community and financially viable for long-term development and operations.

The study included demographic and market analysis, extensive public outreach, conceptual site planning, and operational modeling. Community engagement efforts included public forums, pop-up events, surveys, and interactive outreach activities designed to gather feedback from residents of all ages. A total of 138 survey responses were received, with strong community support expressed for expanded indoor recreation opportunities within Rifle.

Key themes identified through public input included:

- Need for year-round indoor recreation opportunities
- Strong interest in aquatics and swimming facilities
- Demand for court sports, indoor turf, and fitness amenities
- Desire for flexible community and multi-purpose spaces
- Interest in family-oriented and youth-focused features
- Concern that residents currently travel outside the community for indoor recreation services

Based on community feedback and planning analysis, the preferred concept includes:

- Two-court gymnasium
- Indoor turf fieldhouse
- Indoor pool
- Walking/jogging track
- Fitness center
- Exercise studios and classrooms
- Indoor playground and family-oriented spaces

The study also evaluated potential development sites, with the Metro Park location identified as a strong option due to its accessibility, flexibility, and long-term development potential. Conceptual exterior designs were prepared to illustrate a modern, community-centered facility that could serve as a regional recreational destination.

Financial analysis included preliminary capital cost estimates for both a facility with and without an indoor pool, as well as projected operational costs, revenues, and subsidy requirements. While operational subsidies would likely be necessary, the study found that the facility would provide substantial community benefits, including recreation access, health and wellness, youth programming, and overall quality of life.

Notification Requirements:

Prepared By:
Austin Rickstrew, Parks & Recreation Director

Attachments:
1. Rifle_Recreation PRAB Update_051126
2. Rifle Activity Center Feasibility Study, May 7-2026



collab. architecture

RIFLE ACTIVITY CENTER FEASIBILITY STUDY

Park and Recreation Board Update May 11, 2026

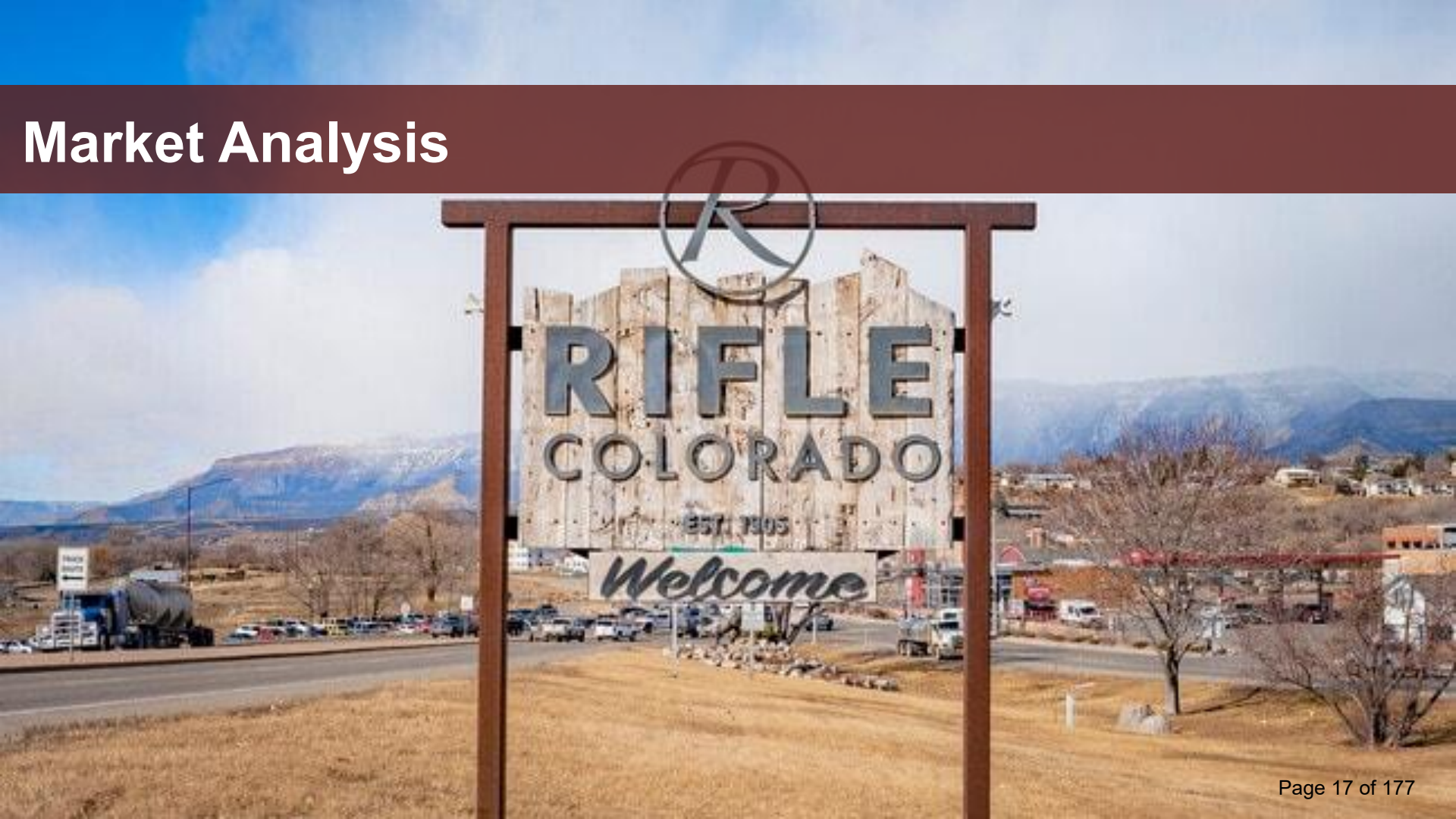


AGENDA

- Market Analysis
- Public Feedback
- Site Selection & Planning
- Building Concepts
- Exterior Design
- Cost Summary
- Operations and Revenue Analysis

collab. architecture

Market Analysis



Demographics

Key Facts

Rifle City, CO
Geography: Place

KEY FACTS

10,702
Population

33.8
Median Age

2.9
Average Household Size

$86,534
Median Household Income

EDUCATION

10.8%
No High School Diploma

35.4%
High School Graduate

32.7%
Some College/ Associate's Degree

21.1%
Bachelor's/Grad/ Prof Degree

BUSINESS

576
Total Businesses

6,119
Total Employees

EMPLOYMENT

51.3%
White Collar

29.5%
Blue Collar

19.3%
Services

2.1%
Unemployment Rate

INCOME

$86,534
Median Household Income

$34,967
Per Capita Income

$169,897
Median Net Worth

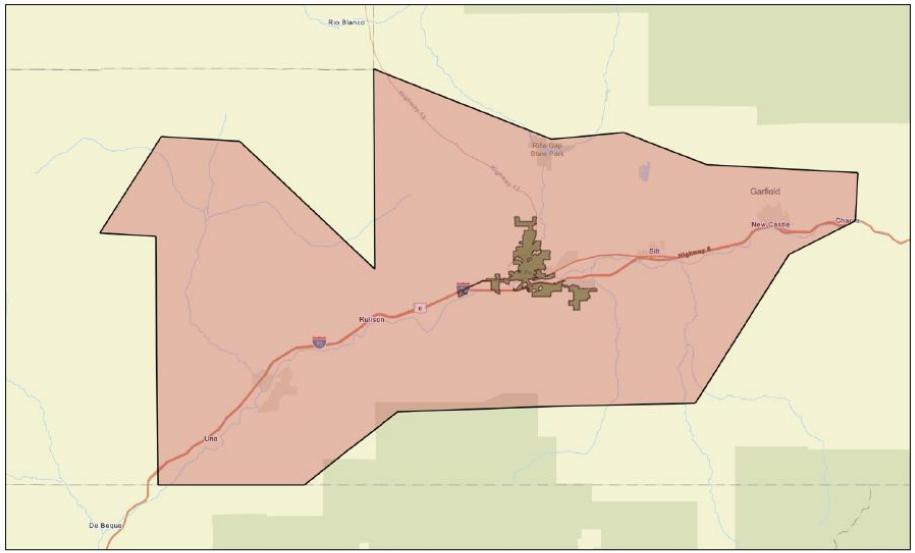
2025 Households by income (Esri)
The largest group: $100,000 - $149,999 (26.4%)
The smallest group: $25,000 - $34,999 (3.4%)

Indicator ▲	Value	Diff
<$15,000	6.5%	+0.5%
$15,000 - $24,999	4.4%	-0.7%
$25,000 - $34,999	3.4%	+0.1%
$35,000 - $49,999	9.7%	+2.1%
$50,000 - $74,999	17.3%	+2.3%
$75,000 - $99,999	16.1%	+0.8%
$100,000 - $149,999	26.4%	+3.0%
$150,000 - $199,999	9.2%	-2.2%
$200,000+	6.9%	-5.9%

Bars show deviation from Garfield Co...

Source: This infographic contains data provided by Esri (2025, 2030), Esri-Data Axle (2025). © 2025 Esri

Service Area



- Immediate Service Area (City of Rifle, CO) – Green Shaded Area
- Primary Service Area – Red Shaded Area

Demographic Characteristics

Strong Family and Youth Presence - A higher-than-average percentage of households with children supports demand for youth programming, family-oriented spaces, and multi-generational amenities.

Cost Sensitivity and Affordability Considerations - Household spending and income levels suggest that pricing, membership structures, and operational models will need to be carefully balanced to ensure accessibility while maintaining financial sustainability.

Regional Draw but Limited Population Base While the combined service area expands the potential user base, overall population levels fall below typical thresholds for fully self-sustaining indoor facilities, indicating the likely need for subsidy, phased implementation, or both.

Broad Participation Potential Across Age Groups - Demographic trends support strong participation from both younger populations and older adults, reinforcing the need for diverse programming that accommodates a wide range of users.

Influence of Alternative Providers - Schools, private organizations, and nearby communities already provide some recreation opportunities, which will impact demand, programming, and positioning of a new facility.

Alignment with Community Priorities - Market data reinforces community input gathered through engagement efforts, particularly around the need for indoor recreation and flexible multi-use spaces, and the desire for indoor aquatics to complement the existing outdoor aquatics offered by the City.

KEY CHARACTERISTICS

Ballard*King analyzes seven key demographic characteristics that serve as primary indicators of future recreation trends and participation. The table below summarizes these characteristics for the Immediate and Primary Service Areas.



Population: The Immediate and Primary Service Areas, with populations of approximately 10,702 and 34,414, both fall short of the 50,000 residents typically needed to sustain an indoor activity center without subsidy. Ensuring the center remains sustainable and accessible will require thoughtful attention to pricing structures and fees, as well as other considerations. Hispanic residents make up approximately 30–40% of the population in both service areas, with an additional 15–20% of residents identifying outside of the listed race categories.



Median Age: The median age nationally is approximately 39 and the median age in both the Immediate Service Area (33) and within the Primary Service Area (35) is lower than the state (38) and National level (39). A lower median age points to young families with children, which are significant participants in parks and recreational programs, facilities and services and can be of benefit to the project.



Households with Children: Both the Immediate and the Primary Service Areas have a significantly higher percentage of households with children (40%-43%) than both the state and national average of about 30%, which again is of benefit to the project. Families with children are typically primary users of recreation programs, facilities and services.



Median Household Income: The Immediate and Primary Service Areas have a lower median household income ($86,500-87,000) than the state of Colorado ($98,625), although higher than the national average ($81,264). Income level is important when it comes to funding and fees for recreation programs and facilities, and subsequently budgetary cost recovery philosophies.



Housing and Household Budget Expenditures: In both the Immediate and the Primary Service Areas, the Spending Potential Index is lower than both the state and national average, which suggests that most residents will be very aware of costs and price points, may have fewer financial resources, and spend more cautiously on recreation services as a result.

Public Feedback



Outreach Activities







Pop-up Events

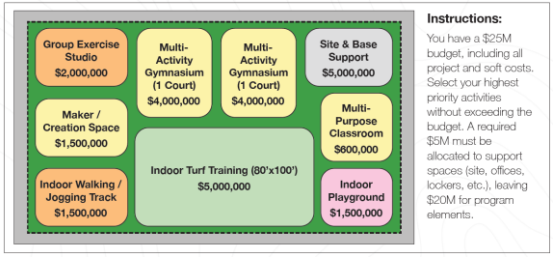
Hometown Holiday

Third Thursday









Public Forum

Build-a-Center

Postcards from the Future

Public Survey



Survey received 138 participants

Insight into activity priorities

Concern over driving to nearby communities for many recreational activities

Community Priorities

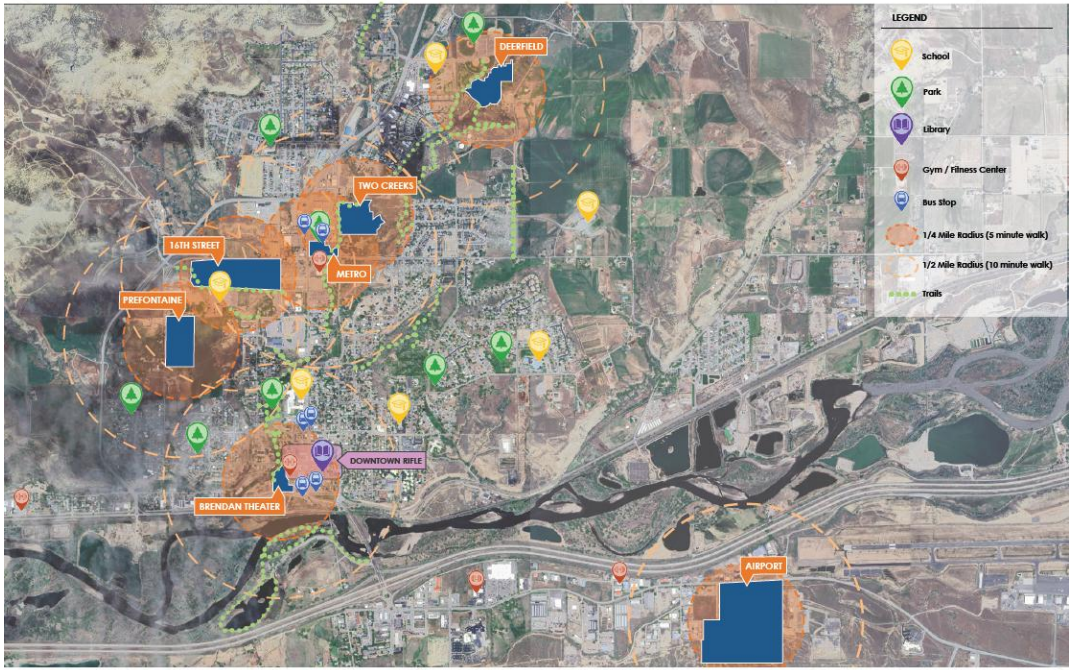
Key Themes

- Strong need for indoor recreation opportunities to support year-round use and address seasonal limitations of existing outdoor amenities
- Interest in core amenities such as court sports, aquatics, and fitness spaces, including both hard court and indoor turf programming
- Desire for a stand-alone, multi-generational facility that serves users of all ages
- Priority for inclusion of an indoor aquatic component
- Need for flexible spaces such as multi-purpose rooms for classes, events, and community use
- Desire for family-friendly and youth-focused features, including an indoor playground
- Recognition that many residents currently travel outside the community for indoor recreation

Site Planning



Site Selection

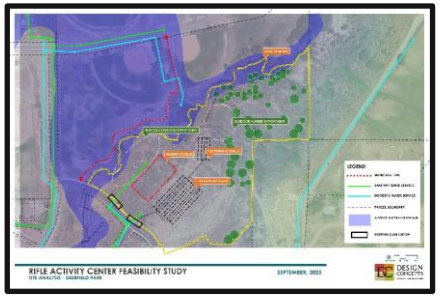


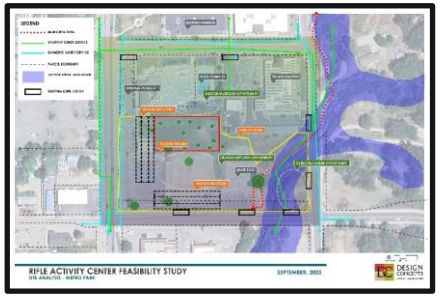
CRITERIA	METRO PARK	TWO CREEKS	DEERFIELD PARK	BRENDAN THEATER	16TH ST.	LANDSLIDE	AIRPORT
SIZE	4.3 ACRES	20 ACRES	4 ACRES	5.75 ACRES	29 ACRES	63 ACRES	65 ACRES
ADJACENT PROPERTY							
DISTANCE FROM DOWNTOWN (RAILROAD/3RD)	0 MILES	1.1 MILES	1.0 MILES	.12 MILES	.85 MILES	.85 MILES	2 MILES
DISTANCE FROM PUBLIC TRANSIT	0 MILES	.18 MILES	1.23 MILES	.13 MILES	.25 MILES	.85 MILES	1 MILE
PROPERTY OWNERSHIP STATUS	CITY OWNED	PRIVATELY OWNED	CITY OWNED	CITY OWNED	PRIVATELY OWNED	PRIVATELY OWNED	PRIVATELY OWNED
TOPOGRAPHY							
FLOODPLAIN	MINIMAL	YES	MINIMAL	MINIMAL	YES	NO	NO
UTILITIES	WATER SEWER STORM	WATER SEWER	WATER SEWER MINIMAL STORM	WATER SEWER STORM	WATER	WATER	WATER SEWER
EXPANSION SPACE	NO	YES	YES	NO	YES	YES	YES

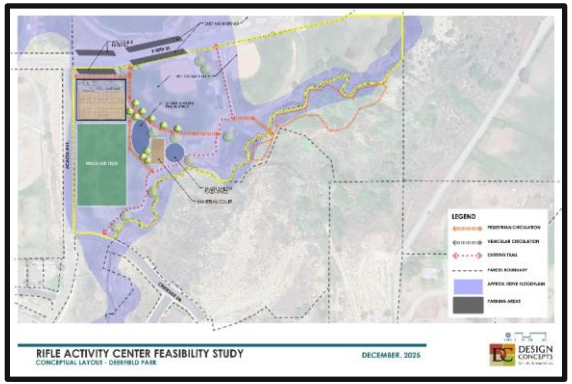
RIFLE FIELDHOUSE FEASIBILITY STUDY
INITIAL SITE MATRIX
LEGEND
JULY 8, 2025

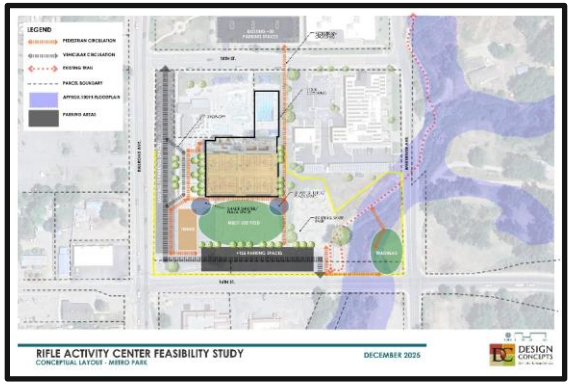
Site Selection

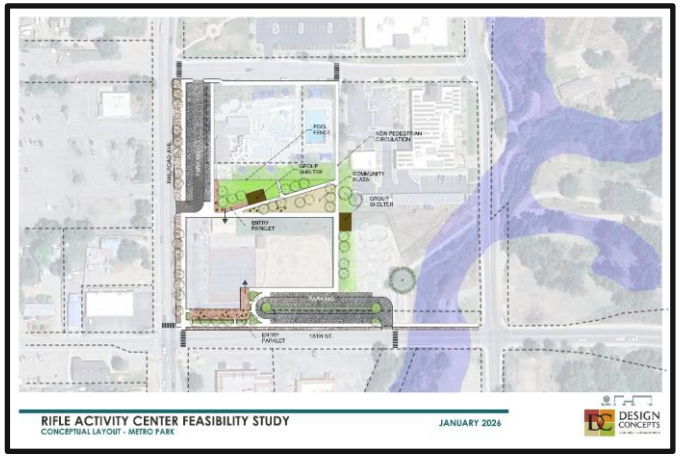




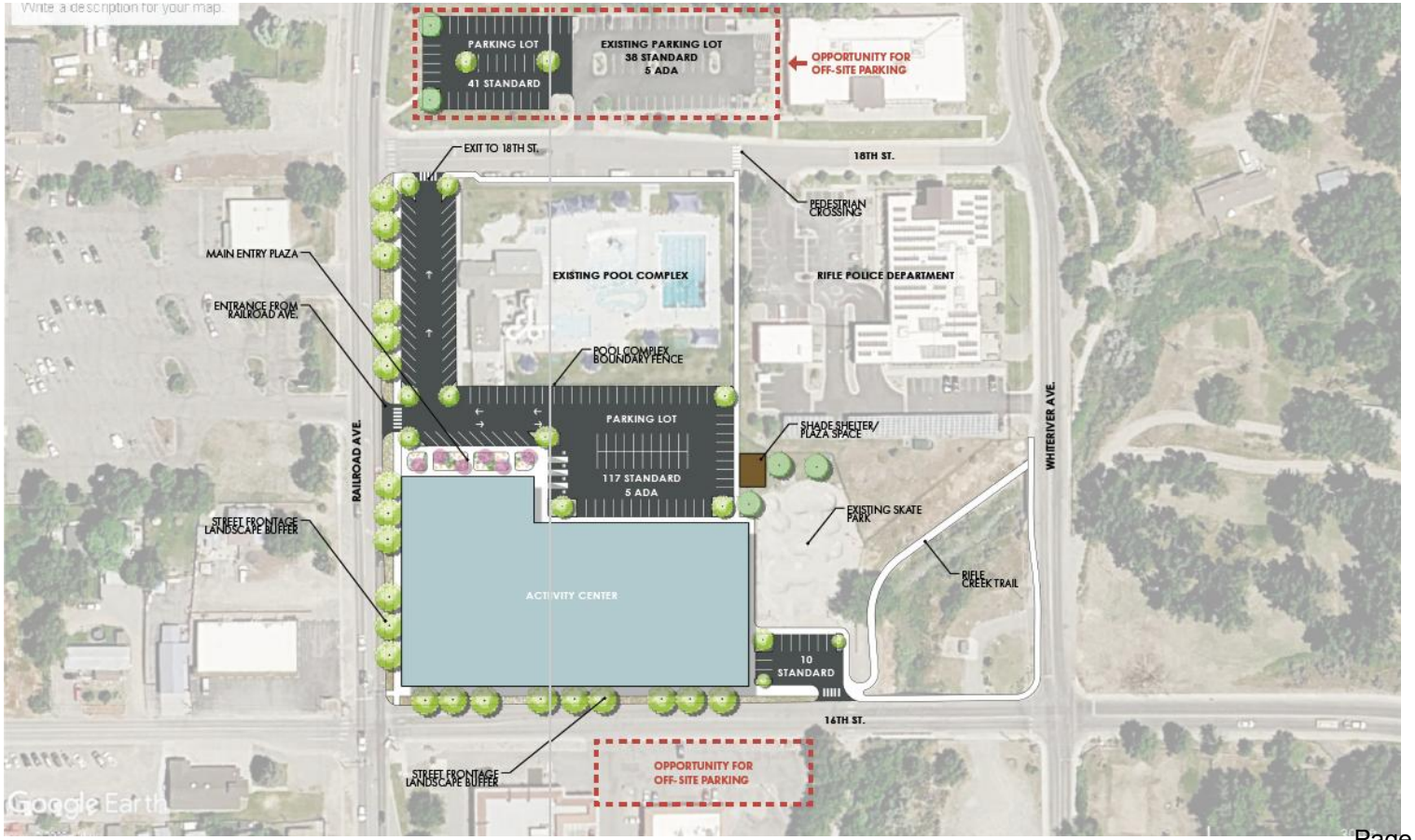








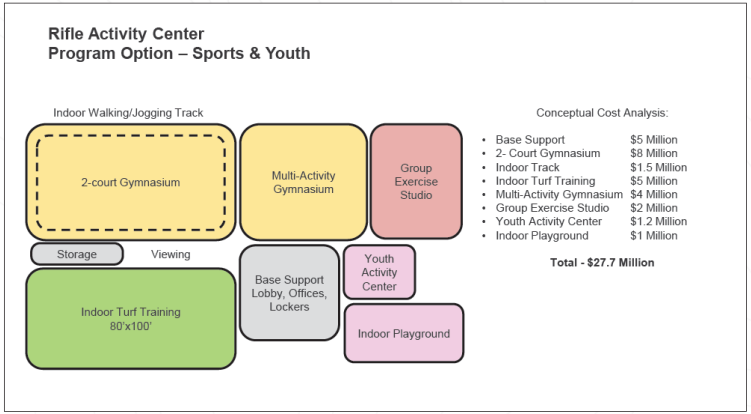
Metro Park Site Plan

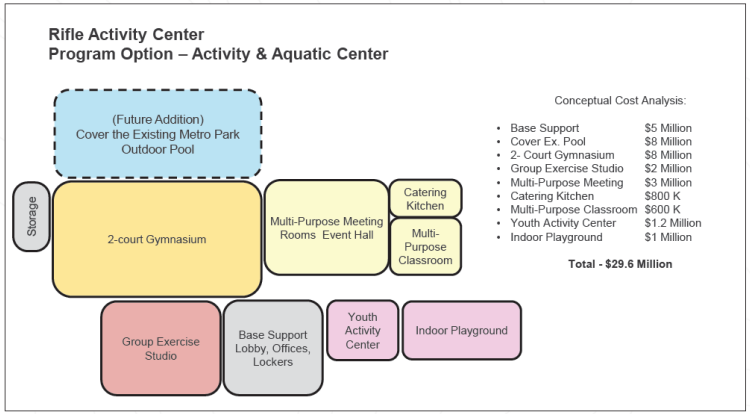


Building Concepts



Program Options







Consensus Concept Plan



Walking/Jogging Track



Indoor Turf



2-court Gymnasium



Indoor Pool



Classrooms/ Exercise Studio



Fitness Center



Indoor Playground

Two-Court Indoor Gym



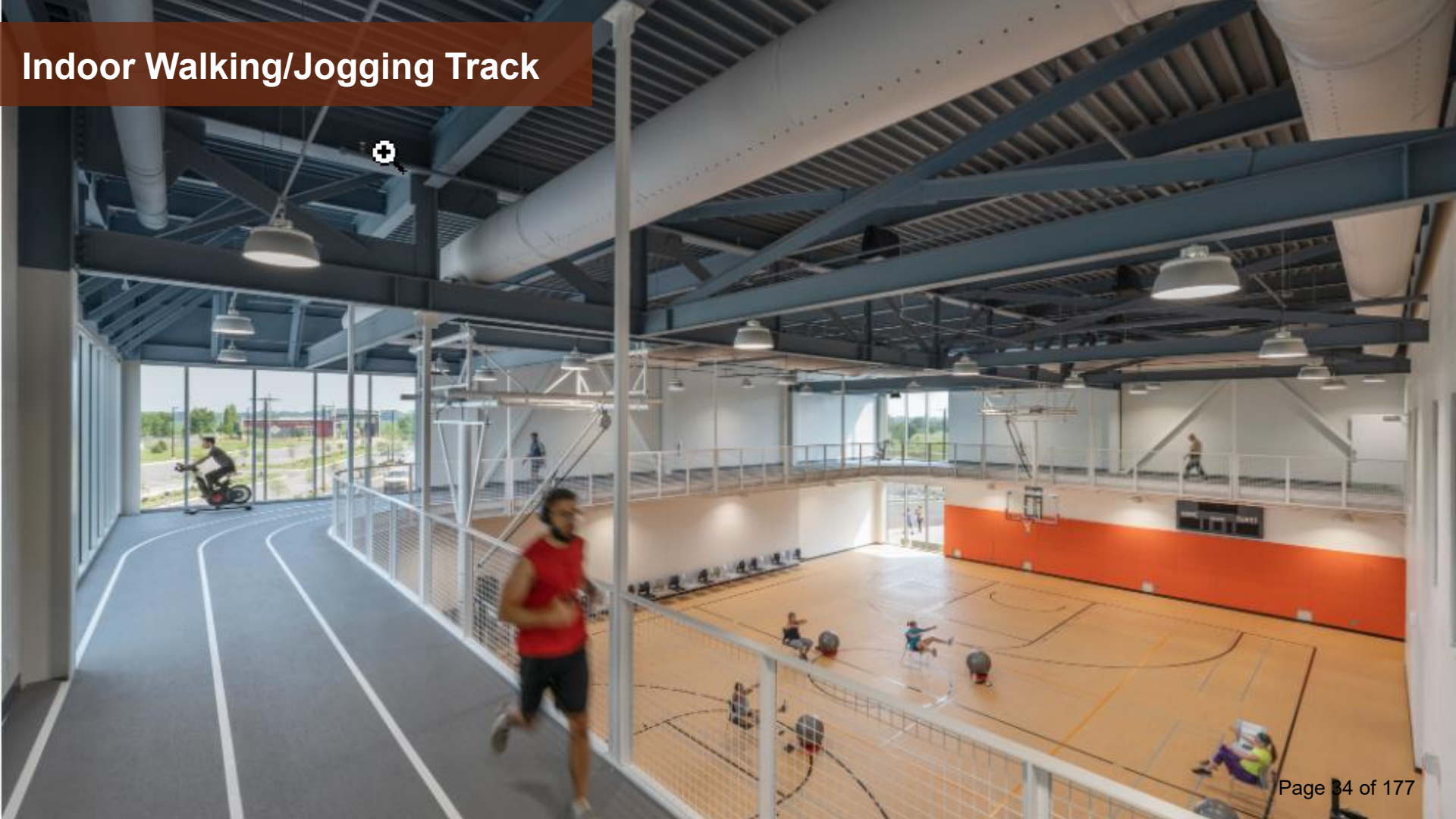
Indoor Turf Fieldhouse



Fitness Center



Indoor Walking/Jogging Track



Group Exercise Studio



Classroom



Indoor Playground



Indoor Pool



Exterior Design









Cost Summary



Cost Evaluation

Cost Analysis – Activity Center without Pool

Programmatic Element	Cost Estimate
Base Site Development	$1,806,000.00
Base Support (Lobby, Locker Rooms, Staff)	$2,702,500.00
Tournament Gymnasium / Turf Space	$13,219,200.00
Suspended Walking / Jogging Track	$1,750,000.00
Multi-Use Fitness Studio	$1,136,000.00
Open Fitness Studio	$1,700,000.00
Indoor Playground	$1,282,500.00
Estimated Construction Cost	**$23,596,200.00**
Estimated Non-Construction Costs (28%)	$6,606,936.00
Total Project Estimated Cost	**$30,203,136.00**

Cost Evaluation

Cost Analysis – Activity Center with Indoor Pool

Programmatic Element	Cost Estimate
Base Site Development	$1,806,000.00
Base Support (Lobby, Locker Rooms, Staff)	$2,702,500.00
Tournament Gymnasium / Turf Space	$13,219,200.00
Suspended Walking / Jogging Track	$1,750,000.00
Multi-Use Fitness Studio	$1,136,000.00
Open Fitness Studio	$1,700,000.00
Indoor Playground	$1,282,500.00
Indoor Aquatic Center	$12,820,000.00
Estimated Construction Cost	**$36,415,700.00**
Estimated Non-Construction Costs (28%)	$10,196,536.00
Total Project Estimated Cost	**$46,612,096.00**

Operation & Revenue Analysis



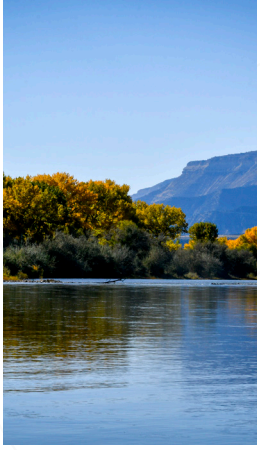
Operations & Revenue Projections

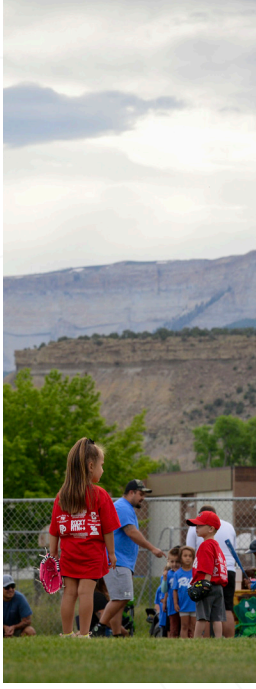
Projected Operational Cost, Revenue and Recovery (Subsidy)

	Year 1	Year 2	Year 3	Year 4	Year 5
Expenses	1,874,359	1,804,746	1,858,888	1,914,655	1,972,095
Revenue	1,126,539	1,205,396	1,265,666	1,303,636	1,342,745
	($747,820)	($599,350)	($593,222)	($611,019)	($629,350)
Cost Recovery % inc. CIP	60.1%	66.8%	68.1%	68.1%	68.1%
Capital (cumulative)	$100,000	$200,000	$300,000	$400,000	$500,000

Based on Program including Indoor Pool

Rifle
COLORADO
PARKS & RECREATION

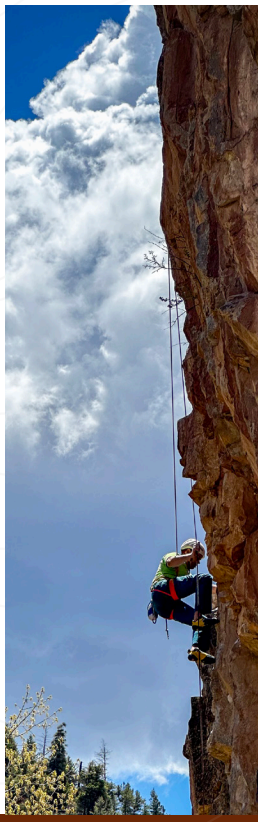












City of Rifle Activity Center Feasibility Study

Produced by Collab Architecture

March 2026

collab. architecture



“The vision of the City of Rifle is to cultivate a resilient community, preserving our hometown values while fostering economic diversity and responsible growth.”

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Executive Summary

Purpose

The City of Rifle Activity Center Feasibility Study evaluates the need, scale, and feasibility of a new indoor recreation facility to support year-round programs, community gathering, and overall quality of life. Rooted in a strong outdoor culture and a connected community, Rifle has long valued recreation as a part of daily life. While the City offers a robust network of parks and outdoor amenities, indoor recreation opportunities are limited, constrained by shared facilities and seasonal use. As a result, many residents travel to nearby communities to access recreation facilities and programs.

Through stakeholder engagement, community outreach, market analysis, and site evaluation, this study establishes a clear understanding of community priorities and provides a framework for a facility that aligns with Rifle's needs and long-term vision.

Findings

Engagement and analysis confirmed that many of Rifle's existing recreation programs operate within shared or limited spaces, including school facilities and outdoor fields, creating scheduling conflicts and restricting program growth. Several youth and adult programs, including basketball, volleyball, and other indoor activities, are currently unable to expand or are waitlisted due to a lack of dedicated indoor space.

Community input consistently identified a need for year-round indoor recreation, with a strong emphasis on youth-focused programming and multi-use spaces that can support a variety of activities. The prevalence of young families in the community further reinforces the demand for flexible, indoor facilities that support daily use, not just seasonal programming.



Site analysis evaluated multiple locations across Rifle, including Metro Park, Deerfield Park, the Airport site, and Two Creeks. Through comparative analysis of access, adjacencies, and integration with existing amenities, Metro Park emerged as the most viable option to support the proposed facility and its long-term success.

Market analysis also highlighted the importance of aligning the facility with local economic conditions. With a smaller service population and cost-sensitive households, the recommended approach emphasizes a right-sized, efficient facility that prioritizes high-demand program elements while maintaining long-term financial sustainability.



Recommended Concept

The recommended concept reflects a balanced mix of recreation, fitness, and community-focused spaces designed to support a wide range of users. The program includes indoor courts, turf space, fitness areas, multi-use studios, a walking track, youth activity spaces, and support areas, with an optional aquatic component evaluated.

The facility is organized to support efficient circulation, flexible use, and long-term adaptability, creating a community-centered space that responds directly to identified needs.

Cost Evaluation

Two program scenarios were evaluated to understand project cost and impact.

Option A, without aquatics, has an estimated total project cost of approximately $30.2 million.

Option B, with an indoor aquatic component, has an estimated total project cost of approximately $46.6 million.

These estimates include construction and associated soft costs and provide a clear framework for decision-making based on program priorities and available funding.

Concept	Cost
Option A (without Aquatics)	$30.2 M
Option B (with Aquatics)	$46.6 M

Acknowledgments

The City of Rifle Board / Council

Design Advisory Group

City Council
Clint Hostettler – Mayor
Karen Robers – Mayro Pro Tem
Chris Bornholdt – Councilor
Alicia Gresley – Councilor
Michael Clancy – Councilor
Jonathan Rice – Councilor
Scott Marsh – Councilor

Parks and Recreation Advisory Board
Annie Macgregor – Chairperson
Aaron Cumming – Vice Chairperson
Ken Blatter – Secretary
John Douglas – Board Member
Kirsten Clancy – Board Member
Betsey Seymour – Board Member
Ari Phillipson – Board Member
Marisa Skajewski – Alternate Board Member

Design Team

Collab Architecture
Design Concepts
Ballard*King & Associates
DFH Consulting

To the City of Rifle Community and Stakeholders - Thank you all for your thoughtful participation, engagement, and input throughout this process.

Introduction

Rifle is a community shaped by resilience, connection, and a deep appreciation for the outdoors. Located along the Colorado River and surrounded by expansive public lands, the city has long embraced recreation as a cornerstone of daily life. From youth sports and community programs to outdoor adventure and gathering spaces, parks and recreation play a central role in supporting the health, wellbeing, and social fabric of the community.

As Rifle continues to grow and evolve, the need for year-round indoor recreation opportunities has become increasingly clear. Residents have expressed a desire for facilities that allow families, youth, and adults to remain active throughout the year while providing spaces for community events, wellness programs, and recreational leagues.

The City's 2024 Parks and Recreation Community Survey reinforced this need. Among all priorities identified by residents, the development of a community recreation facility ranked as the highest. Specific features such as an indoor walking track, multipurpose courts, flexible fitness spaces, and areas that support a wide range of recreational programming were consistently identified as important investments for the community's future.

The Rifle Activity Center Feasibility Study represents an important step in understanding how such a facility could serve the community both today and in the decades ahead. This study evaluates community needs, potential program elements, site considerations, and financial implications associated with developing a new indoor recreation facility.

Metro Park was identified at the outset of this project as a potential location for the future Rifle Activity Center due to its existing role as



a community recreation hub. As the study progressed, additional locations throughout Rifle were also evaluated to better understand site opportunities, constraints, accessibility, and long-term development potential. Through this process, the study considers multiple site options alongside community needs, operational considerations, and long-term sustainability to determine how a future facility could best serve Rifle residents.

Through data analysis, stakeholder engagement, and thoughtful planning, this study seeks to define a clear and realistic path forward. The goal is not simply to evaluate a building, but to explore how the Rifle Activity Center can strengthen community connections, support healthy lifestyles, and provide lasting value for the City of Rifle.



Study Process

To ensure the Rifle Activity Center Feasibility Study reflects both community priorities and practical implementation considerations, the project was organized into a series of focused stages. Each stage built upon the previous one, allowing the team to move from listening and discovery to testing ideas and ultimately developing clear, data-informed recommendations.

1. **Discovery** - The work began with a Discovery stage centered on understanding the community, existing recreation assets, and the goals of the City of Rifle. This effort included reviewing prior planning documents, analyzing the 2024 Parks and Recreation Community Survey, conducting stakeholder discussions, and evaluating existing recreation facilities and opportunities within the region. This step helped establish a strong foundation for the study and ensured that the project began with a clear understanding of community priorities
2. **Big Ideas** - Building on this foundation, the study moved into the Big Ideas stage where the team explored potential program elements, facility concepts, and site opportunities that could support the vision for the Rifle Activity Center. Early concepts allowed the team and community stakeholders to test possibilities, consider how different recreational amenities could work together, and evaluate how a new facility could complement Rifle's existing parks and recreation system.
3. **Project Analysis** - The final stage focused on a final Project Analysis. The team refined facility concepts, analyzed potential sites, evaluated operational considerations, and prepared order-of-magnitude cost estimates. This work allowed the study to transition from conceptual ideas to realistic, data-informed options that could support future decision making.

The following sections outline the work completed throughout each stage of the study, including the activities undertaken, key findings, and the outcomes that ultimately informed the final recommendations for the Rifle Activity Center.

01. / Discovery

Discovery

Introduction

The Discovery stage established the foundation for the Rifle Activity Center Feasibility Study. During this stage, the project team focused on understanding the community, the existing parks and recreation system, and the needs of current and future users. The project team emphasized listening, learning, and gathering information that would guide the development of facility concepts and recommendations later in the study.

A range of engagement activities and technical investigations were completed to support this effort. These activities are outlined below. Together, these efforts provided valuable insight into community priorities, operational considerations, and site opportunities. The following sections summarize the activities completed and the outcomes that informed the next stages of the feasibility study.

- **Project Kick-Off Meeting**
- **Site Tours**
- **Stakeholder Engagement**
- **Market Analysis**
- **Community Engagement**



This stage focuses on listening and learning, building a clear understanding of the demographic landscape, site potential, and the community needs that will guide future decisions.

Project Kick-Off Meeting

Summary

The City of Rifle Activity Center Feasibility Study kicked off on July 12 with an in-person meeting involving City staff, Parks and Recreation leadership, the design team, and project stakeholders. The purpose of this meeting was to introduce the project team, review the goals and vision for the study, and establish the framework for the work ahead. The discussion included a review of past recreation planning efforts, an overview of the City's current parks and recreation system, and initial conversations about potential locations that could be considered for a future activity center. The team also reviewed the proposed project schedule, upcoming engagement opportunities, and the overall process that will guide the development of the study.



Site Tours

Summary

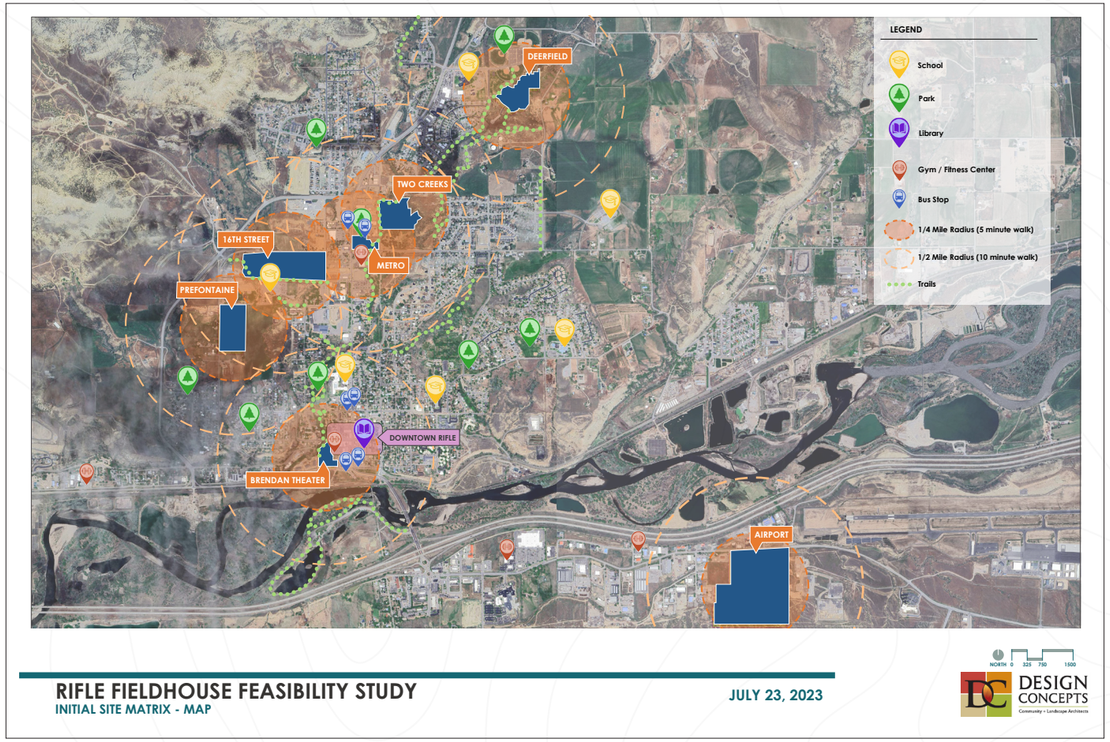
On July 25, the project team conducted site tours and assessments of the potential locations identified during the initial discussions. The goal of these visits was to better understand the existing conditions, opportunities, and constraints associated with each site. In total, the team visited seven potential locations throughout Rifle and evaluated key factors including surrounding adjacencies, available utilities, parking considerations, site topography, and access. These observations provided important context that informed the comparative site analysis completed as part of the feasibility study.

Outcome

Following the site visits, the project team refined and shared a site assessment layout and comparative evaluation matrix with the City for review. This analysis helped organize the observations from each location and provided a consistent framework for comparing opportunities and constraints. Through this process, the initial list of potential locations was narrowed to four sites that were determined to warrant further evaluation in the next stages of the feasibility study. These sites included Metro Park, Two Creek, Deerfield Park, and the Airport.

Please see the appendix for the full site evaluation matrix.

Left: Signage from Metro Park; **Opposite Page:** Map of potential site locations.



Location	Initial Observations
Metro Park	Central location with existing pool; opportunity for year-round aquatics and consolidated recreation operations.
Two Creeks	Large creekside site with trails and vegetation; requires new bridge access and floodplain considerations.
Deerfield Park	Sloped overlook site near athletic complex; expansion limited by soils and land acquisition needs.
Brendan Theater	City-owned downtown site with high visibility, utilities, and existing parking.
16th Street Site	Secluded creekside site with utilities nearby; access improvements and adjacent property concerns.
Prefontaine	Flat site with strong views; high cost and geotechnical concerns due to unstable slopes.
Airport	Potential donated land on south edge of town; large site with utilities and some elevation change.

Stakeholder Engagement

Summary

Stakeholder engagement for the Rifle Activity Center Feasibility Study took place in person on August 11 at City of Rifle City Hall. The engagement included two focused sessions designed to gather insight from recreation providers, community leaders, the Parks and Recreation Advisory Board (PRAB), and City representatives. These sessions helped the project team better understand the current recreation landscape in Rifle, identify gaps in programming and facilities, and gather ideas for how a future activity center could best serve the community.

Stakeholder Interviews - The first session consisted of interviews with local sports organizations, community user groups, and City of Rifle parks and recreation staff. The discussions focused on understanding existing sports programs, current use patterns within Rifle and across the region, team sizes and participation levels, seasonal scheduling considerations, and perspectives on potential needs for the future activity center.

Participants included representatives from Colorado River Valley Little League (CRV), Colorado Mountain United, Rifle United, the City of Rifle Recreation Coordinator for Athletics, the City of Rifle Recreation Manager, and the City of Rifle Parks Supervisor. These conversations helped the team develop a clearer understanding of how recreation facilities are currently used and where opportunities may exist to better support programs and organizations.

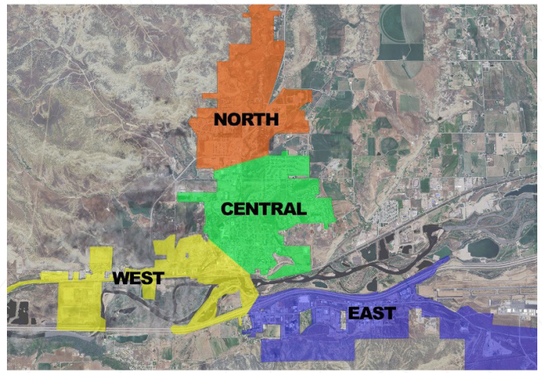
Activity Session - The second session was conducted with the Parks and Recreation Advisory Board (PRAB) and included a broader group of community and City representatives. In total, 28 participants attended, including PRAB members, City Council members, Planning and Zoning Commission members, the City Manager, parks and recreation staff, the City Engineer, and the Community Development Director.

The session included three interactive activities designed to gather feedback and encourage participants to think creatively about the future Rifle Activity Center.

Activities

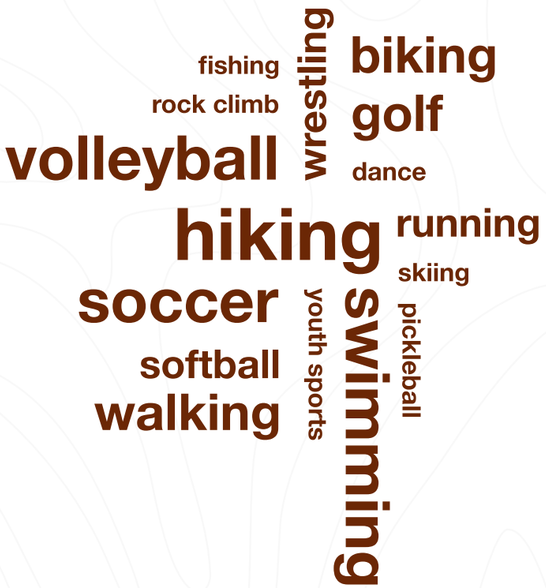
1. The first activity used **Mentimeter**, a digital engagement platform used to collect real-time community input through live polling, ranking exercises, and open-ended feedback during meetings and events, to gather responses to several questions, including:
    - What recreational activities do you currently participate in?
    - What types of activities or programs do you feel are lacking in Rifle?
    - What outdoor activities or amenities should be considered?
    - In one word, what is the most important priority or consideration for the activity center?

Where would you consider the best location for the potential center?



Responses: 4 10 0 1

What recreational activities do you currently participate in?



What types of activities or programs do you feel are lacking in Rifle?



2. The **Build a Center** activity invited participants to prioritize potential spaces and amenities for the future facility. Participants were provided with a placemat outlining a variety of potential program spaces along with associated costs. The hypothetical budget was set at $25,000,000, representing the total project cost including construction and soft costs. Participants were instructed to select their highest priority spaces while remaining within the available budget. A required $5,000,000 allocation was reserved for essential support spaces such as site infrastructure, offices, locker rooms, and operational areas, leaving $20,000,000 available for program spaces. The activity included presentation imagery to illustrate how each potential space could be used within the facility. The buliding blocks included the following spaces:

Sport and Fitness Spaces:

- 2-Court Gymnasium → $8,000,000
- Multi-Activity Gymnasium (1-court) → $4,000,000
- Indoor Walking/Jogging Track → $1,500,000
- Racquetball Courts (2) → $1,000,000
- 4-Court Tournament Gymnasium → $12,000,000
- Indoor Turf Training (80'x100') → $5,000,000
- Fitness Center (Large) → $6,000,000
- Fitness Center (Small) → $3,000,000
- Health/Wellness Suite → $500,000
- Group Exercise Studio (Large) → $2,000,000
- Group Exercise Studio (Small) → $1,500,000

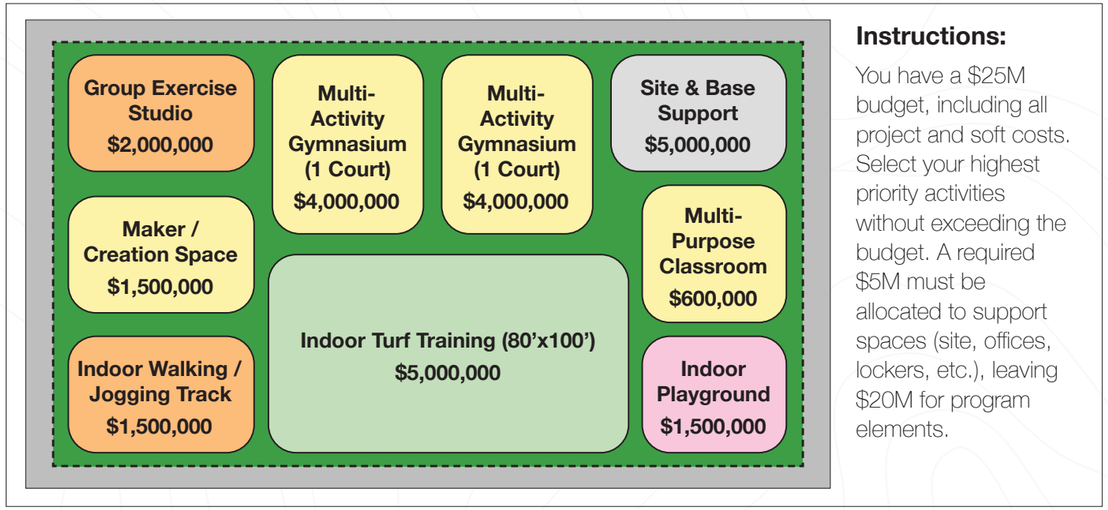
Aquatic Spaces:

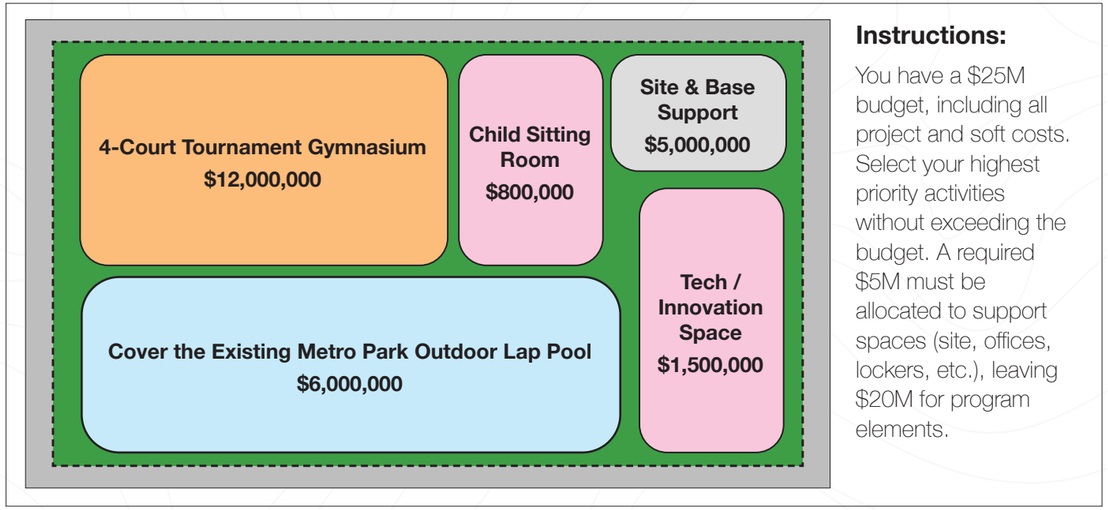
- Indoor 6-Lane 25 yd Lap Pool → $10,000,000
- Indoor Therapy Pool → $4,000,000
- Indoor Program Pool (4 lanes) → $6,000,000
- Indoor Recreational Leisure Pool → $15,000,000
- Outdoor Recreational Leisure Pool → $6,000,000
- Outdoor Sprayground → $1,000,000
- Cover Existing Metro Park Outdoor Pool → $8,000,000

Community and Multi-Gen Spaces:

- Multi-Purpose Meeting Rooms/Event Hall → $3,000,000
- Senior Activity Center → $1,200,000
- Indoor Playground → $1,000,000
- Maker/Creation Space → $1,500,000
- Multi-Purpose Classroom → $600,000
- Catering Kitchen → $800,000
- Café/Lounge → $1,500,000
- Youth Activity Center → $1,000,000
- Technology/Innovation Space → $1,500,000
- Licensed ECL/Preschool → $1,000,000
- Child Sitting Room → $800,000
- Esports Room → $600,000

Build a Center Response Examples





3. The **Postcards from the Future** activity encouraged participants to think about the long-term impact of the Rifle Activity Center. Participants were asked to imagine visiting the facility ten years in the future and to write a postcard to their past self describing what they enjoyed most about the experience. Responses often focused on memorable activities, the quality of the facility, and the ways the center brought the community together.



> **Dear Self,**
>
> **Last weekend I went to an amazing basketball tourney for the grand kids. In between games, we played on the climbing wall, took a walk on the track and the walked over to the lap pool.**

> **I have just visited the Activity Center that you approved to build. I loved the gym space and track. It was a nice way to stay out of the extreme heat and cold. Thank you for the foresight!**

> **Rifle is awesome but really hot! Thank god they have an Activity Center. It had a huge gym with tons of people all playing sports. I wish I could play hockey though. Hope you enjoy Florida.**

> **Had a great time at Rifle's Urban Activity Center. My daughters played in a tournament. My wife and I had a snack and coffee while in between games. We all walked the indoor track together. The girls checked out the youth activity center at the end of the day.**

Outcomes

The stakeholder engagement activities provided valuable insight into community priorities, recreational trends, and expectations for a future Rifle Activity Center. Participants emphasized the importance of creating a facility that supports a wide range of users, including youth, families, seniors, and community organizations. Key themes that emerged included affordability, accessibility, and the ability to serve multiple generations through flexible and adaptable spaces. Participants also expressed interest in a facility that reflects Rifle's community values, supports social connection, and provides year-round recreation opportunities.

Input gathered through the Build-a-Center activity highlighted strong interest in indoor recreation amenities that allow for year-round physical activity. The most frequently prioritized spaces included an indoor walking or jogging track, an indoor turf fieldhouse, multi-activity gymnasium spaces, and indoor play areas for youth. Other desired amenities included spaces that support group fitness, community gatherings, and multipurpose programming.

Survey and engagement results also revealed that many residents currently travel to nearby communities for indoor recreation opportunities, reinforcing the need for additional recreation facilities within Rifle. The outreach process helped confirm that a future activity center should focus on flexible, multi-use spaces that can support a variety of programs and evolving recreation trends over time.



Above: Stakeholder Engagement Session with PRAB.

Market Analysis

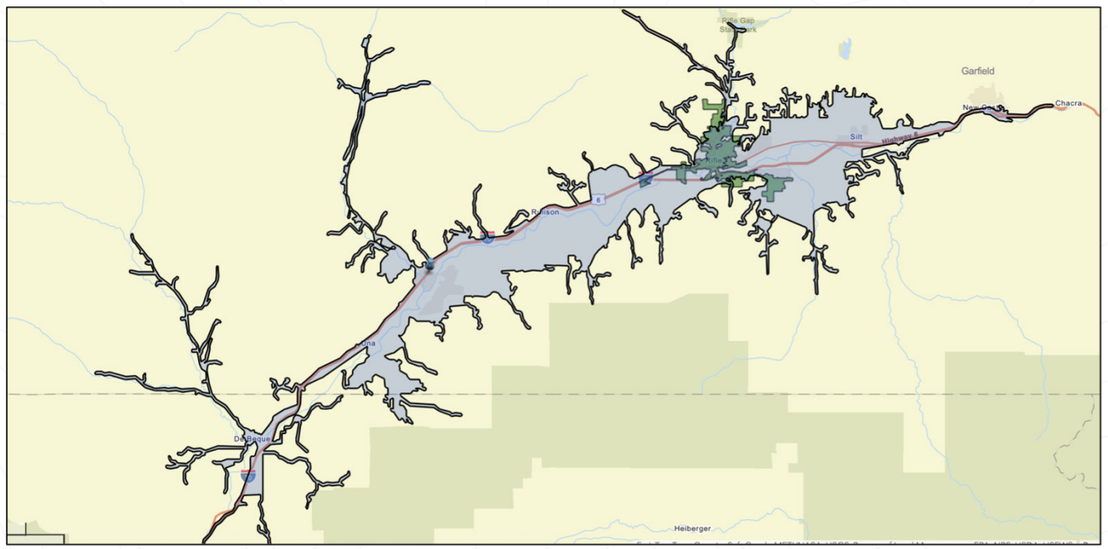
Summary

The Market Analysis provided a data-driven understanding of the Rifle community and its broader service area, helping to establish a realistic foundation for future facility planning. This effort included a comprehensive review of demographic trends, household characteristics, spending patterns, recreation participation, and the influence of alternative providers, drawing from ESRI data, national benchmarks, and local operational input.

The analysis evaluated both the Immediate Service Area (City of Rifle) and the broader Primary Service Area, recognizing that users will travel varying distances depending on facility type, access, and available alternatives. Key demographic indicators highlight a younger population with a high percentage of families and households with children, reinforcing the importance of recreation facilities that support youth, families, and multi-generational use. At the same time, income levels and spending patterns indicate that cost sensitivity will be an important consideration in both facility development and long-term operations.

The following map illustrates the Immediate and Primary Service Areas considered as part of this analysis.

Primary Service Area Map - 30-minute drive time on a weekday at 5:15pm (Blue); Immediate Service Area, City of Rifle (Green)



Outcomes

The Market Analysis helped clarify both the opportunities and constraints that will shape the feasibility and programming of a future activity center:

Strong Family and Youth Presence - A higher-than-average percentage of households with children supports demand for youth programming, family-oriented spaces, and multi-generational amenities.

Cost Sensitivity and Affordability Considerations - Household spending and income levels suggest that pricing, membership structures, and operational models will need to be carefully balanced to ensure accessibility while maintaining financial sustainability.

Regional Draw but Limited Population Base While the combined service area expands the potential user base, overall population levels fall below typical thresholds for fully self-sustaining indoor facilities, indicating the likely need for subsidy, phased implementation, or both.

Broad Participation Potential Across Age Groups - Demographic trends support strong participation from both younger populations and older adults, reinforcing the need for diverse programming that accommodates a wide range of users.

Influence of Alternative Providers - Schools, private organizations, and nearby communities already provide some recreation opportunities, which will impact demand, programming, and positioning of a new facility.

Alignment with Community Priorities - Market data reinforces community input gathered through engagement efforts, particularly around the need for indoor recreation and flexible multi-use spaces, and the desire for indoor aquatics to complement the existing outdoor aquatics offered by the City.



Please see the appendix for the full Market Analysis Report.

Community Engagement

Summary

A community engagement plan was developed in coordination with the City of Rifle to gather input from a broad range of residents, age groups, and recreation interests. The goal of this outreach was to create multiple opportunities for community members to participate in the planning process and share perspectives on recreation needs, priorities, and opportunities for the future Rifle Activity Center.

This initial phase of engagement focused on meeting residents where they were already gathering within the community. By participating in established local events, the project team was able to introduce the study, raise awareness of the potential activity center, and collect early feedback from a diverse group of residents. Input gathered during these events helped inform the next stages of engagement and analysis throughout the feasibility study. The initial community engagement included two in-person outreach events.



Above: Booth at Third Thursday Pop-Up; **Right:** Community members engaging with Pop-Up activities.



Third Thursday Community Pop-Up in Downtown Rifle - The project team participated in the City's Third Thursday event on September 18 to continue engaging residents in an accessible and interactive setting. A variety of activities were offered to gather input, including a ball and bucket exercise that helped participants identify and prioritize recreation amenities and activity spaces. Attendees also explored precedent imagery to share preferences on the overall look and feel of potential spaces, providing insight into the character and experience the community values. QR codes displayed on A-frame boards allowed participants to easily access additional information and provide input digitally. The team also shared details about the upcoming Town Hall meeting and invited participants to complete a "postcard from the future," encouraging them to envision and describe their ideal recreation facility. Together, these activities created multiple avenues for engagement and meaningful community feedback.

Town Hall Community Information Meeting at Ute Theater and Events Center - A Town Hall Community Information Meeting was held on September 25 to provide residents with an overview of the Rifle Activity Center Feasibility Study and to gather additional community input. This engagement session expanded on the activities used during the earlier Parks and Recreation Advisory Board (PRAB) meeting, incorporating both Mentimeter polling and the Build-a-Center exercise to gather feedback from participants.

During the meeting, attendees responded to a series of Mentimeter questions that explored current recreation participation, activities and programs residents feel are lacking in Rifle, and priorities for a future activity center. The Build-a-Center activity was also facilitated using a new format in which participants were randomly assigned to tables and worked collaboratively to prioritize potential facility spaces within a hypothetical project budget. This format encouraged discussion among participants and allowed the project team to observe how different groups balanced recreation priorities, facility needs, and budget considerations. In addition to the engagement activities, the project team also presented initial site considerations that had emerged during the earlier site analysis process. This provided an opportunity for community members to begin thinking about how a future facility could fit within the broader context of Rifle.





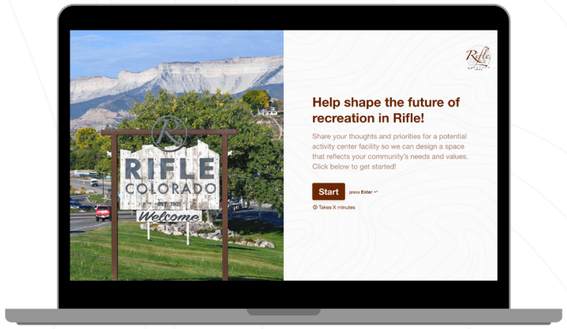
Top: Build a Center activity; **Bottom:** Design team presentation

> **"5 years, holy s***! I just visited this little Western town called Rifle and spent some time at the Community Center there! Wow! Floor to ceiling windows of the beautiful bookcliffs from the pool. Then I went to the creative center where there was a local quilting guild holding classes. I love the covered pool area connected to the main building. They rent out spaces here to small businesses, so I helped support the coffee shop that rents space here." This place is soooo community oriented, I wish I lived here!**

Online Survey - To expand community participation beyond in-person events, the project team provided a QR code at all engagement activities, allowing residents to access an online survey at their convenience. This approach significantly broadened outreach, capturing input from community members who were unable to attend meetings. In total, the survey engaged an additional 138 participants, increasing overall feedback and helping ensure a more representative understanding of community needs.

Survey responses provided valuable insight into priorities for the future activity center, with court sports and gym space, aquatics, and youth activities ranking as the highest priorities. Results also highlighted current travel patterns, with many residents traveling to nearby communities such as Glenwood Springs, Parachute, and Meeker for indoor recreation, while others rely on local facilities or report limited access due to location constraints. The majority of respondents were local to Rifle, reinforcing the importance of investing in accessible, community-focused recreation opportunities.

The online survey extended reach to an additional 138 participants.



Outcomes

These community engagement activities helped introduce the Rifle Activity Center Feasibility Study to the public and provided valuable early feedback on recreation needs, facility priorities, and community expectations. While initial stakeholder engagement primarily included individuals already active in the recreation community, these broader outreach efforts allowed the project team to connect with a wider cross-section of residents who may not typically attend formal public meetings.

Through these events, the team gained a more balanced understanding of community priorities, including strong interest in amenities such as an indoor playground, flexible multi-purpose spaces, and indoor aquatics. The outreach approach allowed for diverse perspectives to be captured and ensured that both active users and the general public were represented in the planning process.

Input collected through these activities helped inform subsequent engagement efforts, including additional surveys, meetings, and analysis conducted later in the study. Findings from these later engagement activities are summarized in the following sections.

Discovery Conclusion

Summary

The Discovery stage established a strong foundation for the remainder of the planning process by gathering input through a variety of engagement methods to ensure a broad and representative cross-section of the community. This approach allowed the team to capture a wide range of perspectives and clearly identify shared priorities that will guide future planning and decision-making.

Key Themes

- Strong need for indoor recreation opportunities to support year-round use and address seasonal limitations of existing outdoor amenities
- Interest in core amenities such as court sports, aquatics, and fitness spaces, including both hard court and indoor turf programming
- Desire for a stand-alone, multi-generational facility that serves users of all ages
- Priority for inclusion of an indoor aquatic component
- Need for flexible spaces such as multi-purpose rooms for classes, events, and community use
- Desire for family-friendly and youth-focused features, including an indoor playground
- Recognition that many residents currently travel outside the community for indoor recreation

Below: Metro Park Pool



02. / Big Ideas

Big Ideas

Introduction

The Big Ideas stage built upon insights from Discovery and focused on translating community input into potential solutions for the Rifle Activity Center. During this stage, the project team refined the programmatic vision for the facility using feedback from stakeholder meetings, community engagement events, and site analysis to guide the development of preliminary concepts. Architectural programming focused on defining space needs, functional requirements, and relationships within the facility, distinct from the recreational programs and activities that may ultimately be offered there. A series of collaborative work sessions and design exercises were conducted to test ideas, evaluate site opportunities, and explore how different recreation elements could be organized within a future facility. These efforts helped translate community priorities into potential facility configurations and program elements. The following sections summarize the activities completed during Big Ideas and the insights that informed the development of preliminary concepts for the Rifle Activity Center. Key activities included the following:

- **Facility Program Development**
- **Site Charrettes**
- **Conceptual Plan Development**
- **Community Engagement**
- **Building Tours**
- **Aquatics Opportunities**



Program Development

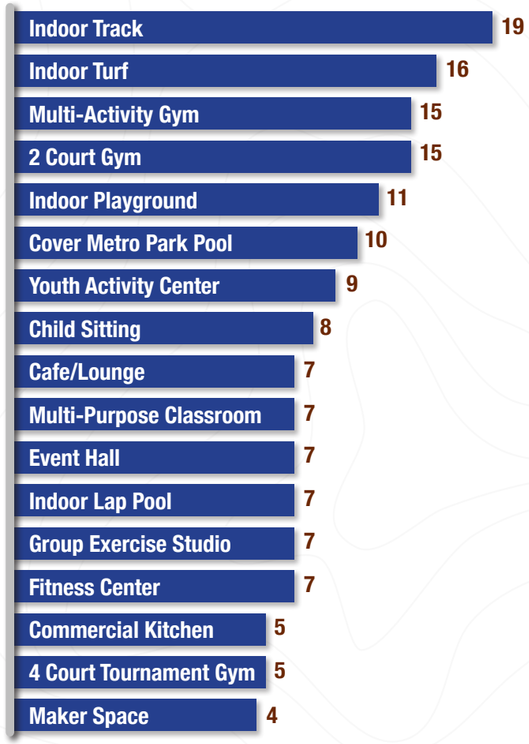
Summary

Building on feedback from previous engagement sessions, the design team facilitated a program visioning exercise with the stakeholder group to further explore potential components of the Rifle Activity Center. This effort focused on identifying community priorities and translating engagement feedback into preliminary program elements that could be incorporated into the facility.

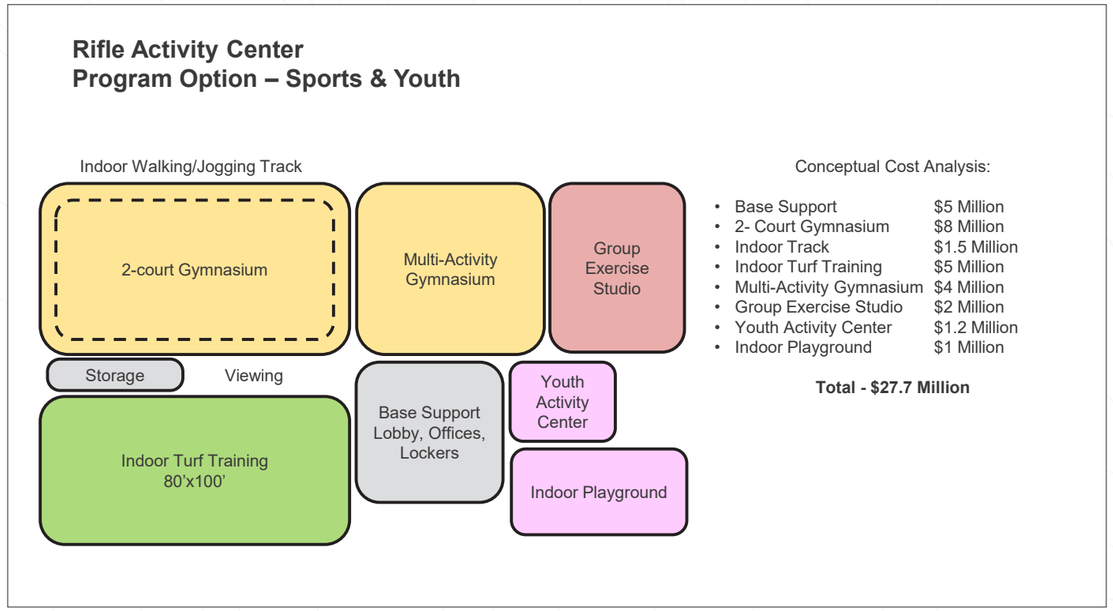
During the exercise, the project team presented a series of conceptual adjacency models illustrating how different recreation spaces and support functions could be organized, exploring program relationships, efficiency, and potential combinations of uses. Preliminary cost considerations were also introduced to help stakeholders understand how different program elements could influence the overall project budget.

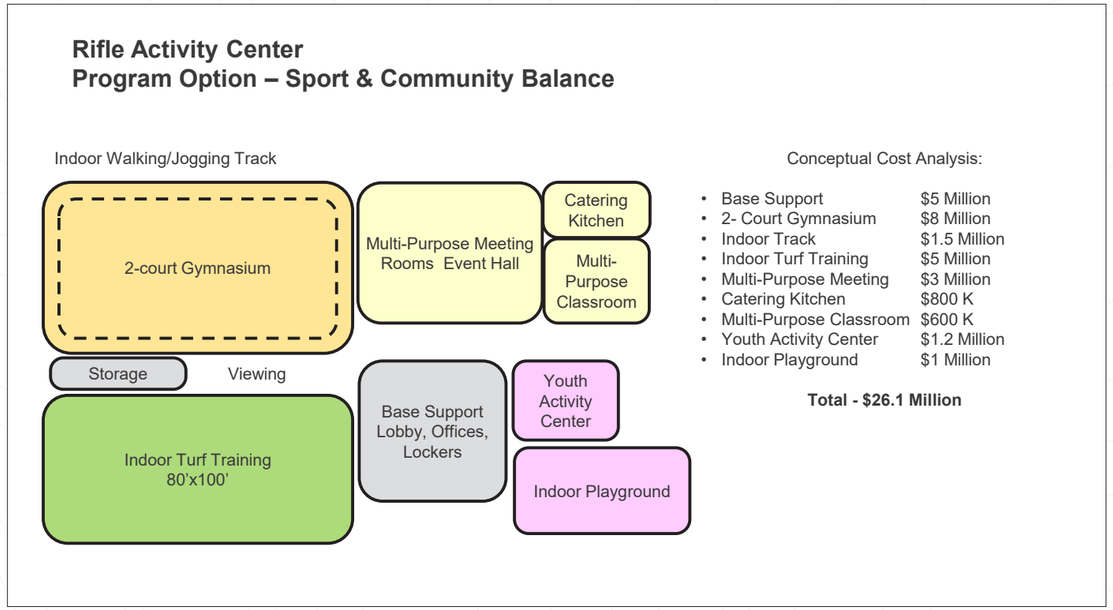
Program development during this stage occurred concurrently with site charrettes, allowing the team to evaluate how program opportunities and limitations varied by location. As a result, certain elements, such as the potential to cover the existing outdoor pool at Metro Park, were identified as site-specific opportunities, while other sites presented limitations in accommodating aquatics within the overall program mix.

The Data We Built Upon: Build A Center Community Priorities

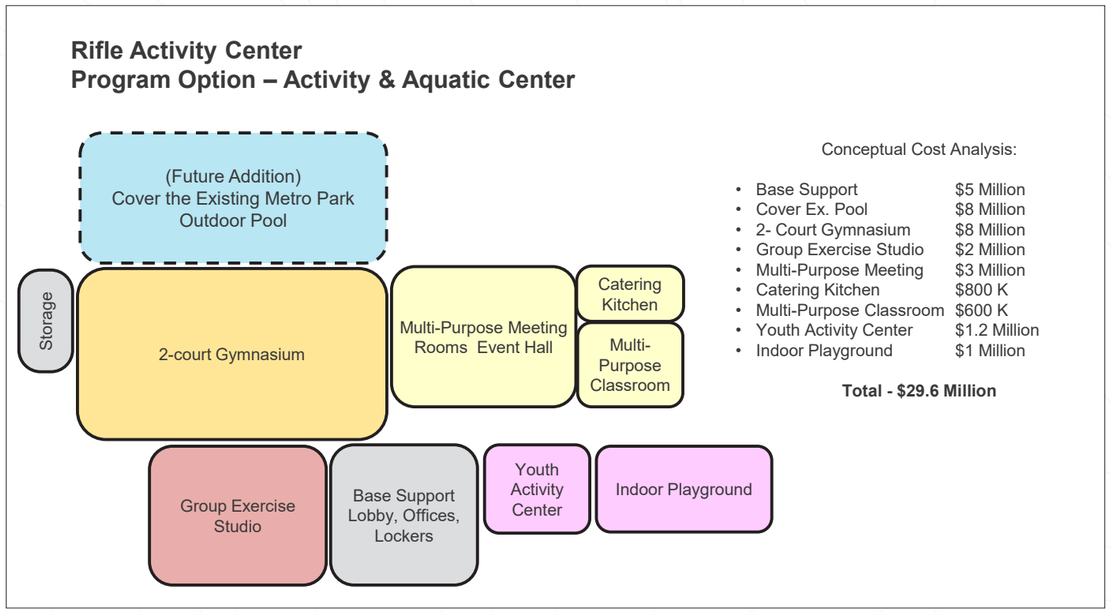


Program Options:





Program Options Continued:



Outcome

This activity helped identify key program needs and priorities while balancing them with site-specific opportunities and constraints, providing a clear framework to evaluate how different program elements could be accommodated across potential locations. Preliminary cost considerations were incorporated to understand the financial implications of various program scenarios, helping align community priorities with realistic budget expectations and supporting informed decision-making in subsequent stages.

Site Charrettes

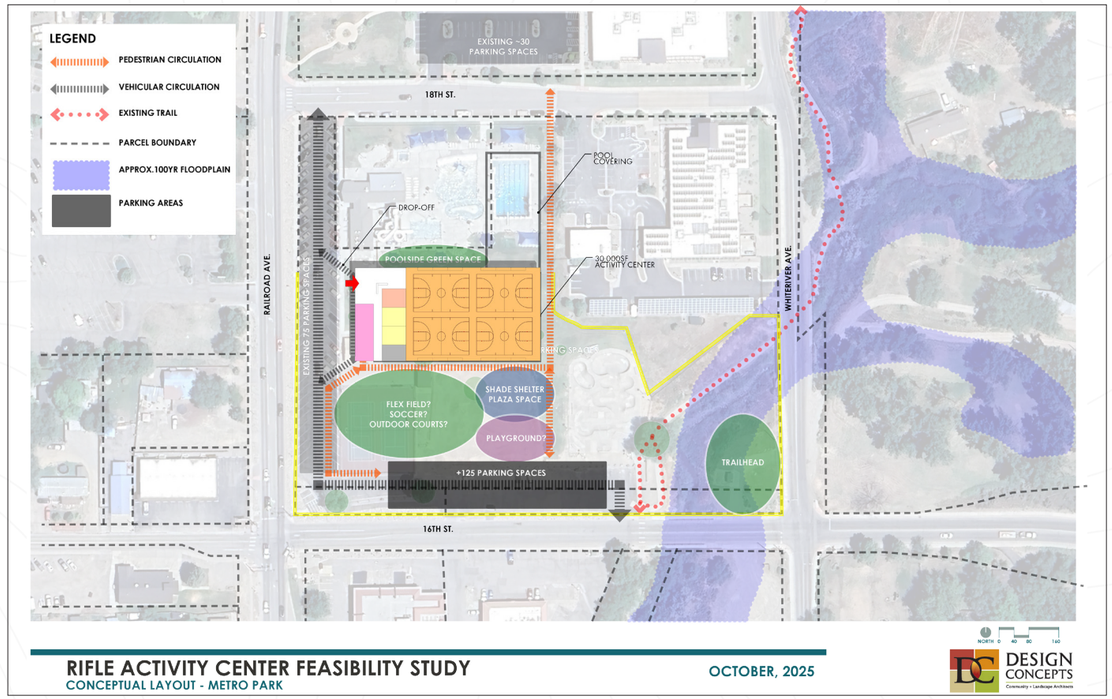
Summary

A series of site charrettes were conducted with the design team and key project stakeholders to further evaluate potential locations for the Rifle Activity Center. Building on site assessments completed during the Discovery effort, the team focused on four sites for deeper analysis: **Metro Park, Deerfield Park, the Airport site,** and **Two Creeks.**

During these sessions, the team explored how the evolving program could be accommodated at each location, using the developing space needs to test fit, layout, and overall site functionality. This included evaluating site planning considerations such as circulation, parking, access, connections to existing parks and trails, and environmental factors including grading and floodplain constraints. Each site was assessed through the lens of both program requirements and site-specific conditions to better understand feasibility and long-term performance.

Please see the appendix for the full conceptual site analysis.

Evolution of Metro Park Site:



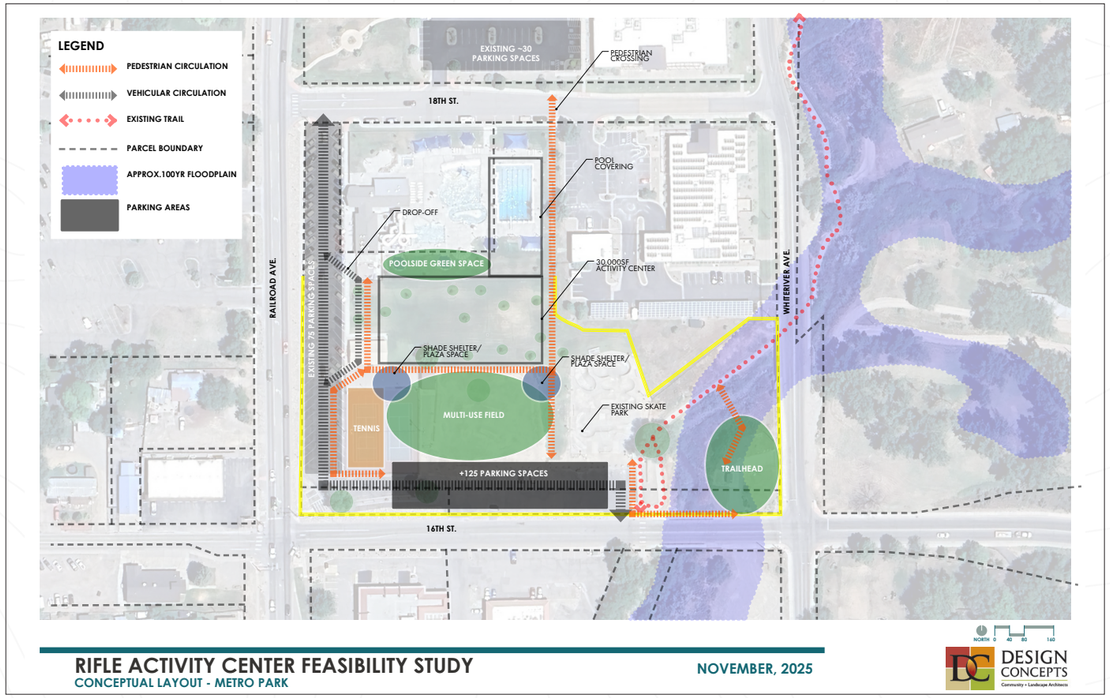
Key Features of Site Concept 1 (Previous)

Site Concept 1 featured an athletic field with adjacent outdoor court space, along with a new outdoor playground area located south of the activity center. The concept emphasized a strong indoor-outdoor relationship with the court space integrated into the building, complemented by poolside green space for picnics and shade shelters. Additional features included outdoor lap pool covering, a robust drop-off sequence serving both the activity center and existing pool, new parking located south of the activity center, and a trailhead experience at the intersection of Whiteriver and 16th. Pedestrian connections to Governors Creek Trail and a future bus stop were also incorporated.

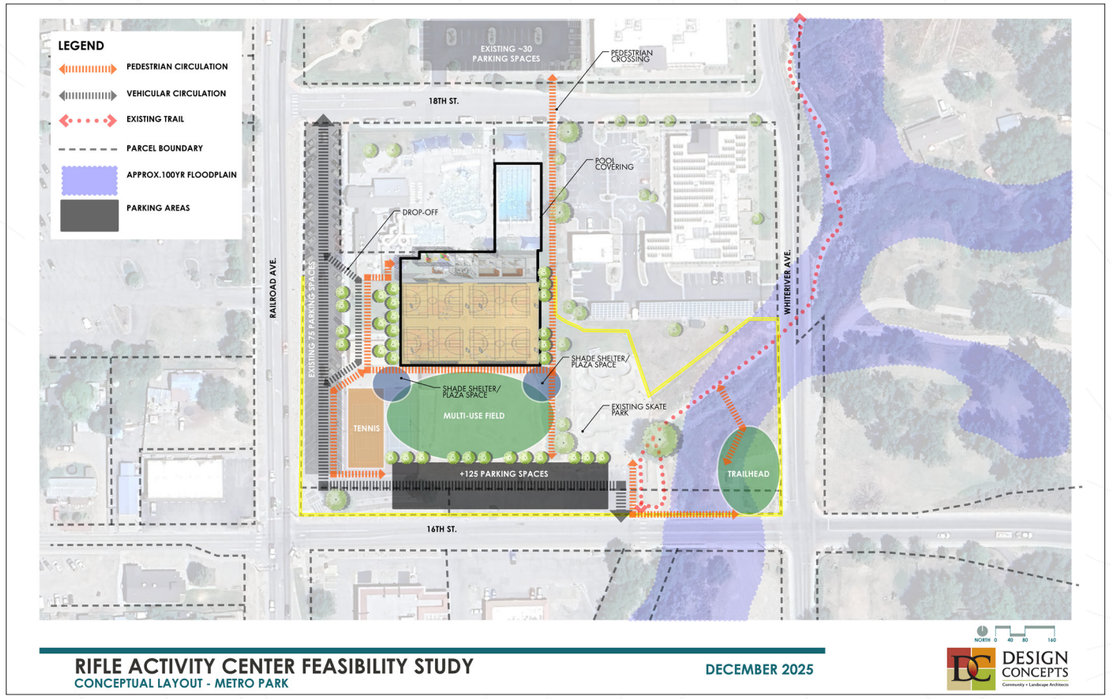
Key Features of Site Concept 2 (Below)

Site Concept 2 incorporated a multi-use field with direct access from the activity center. Plaza spaces were positioned at pedestrian intersections and enhanced with group shade shelters. The concept also preserved one existing tennis court at the south side of the site.

Evolution of Metro Park Site:



Evolution of Metro Park Site:



Key Features of Site Concept 3 (Above)

Site Concept 3 focused on strengthening the arrival experience through a clearly defined northwest entry sequence that improved access for visitors approaching the site. The concept also introduced drop-off sequence landscaping and gathering areas designed to enhance circulation and support informal community use. These landscaped zones helped organize vehicular and pedestrian movement while providing shaded areas and opportunities for social interaction.

Outcome

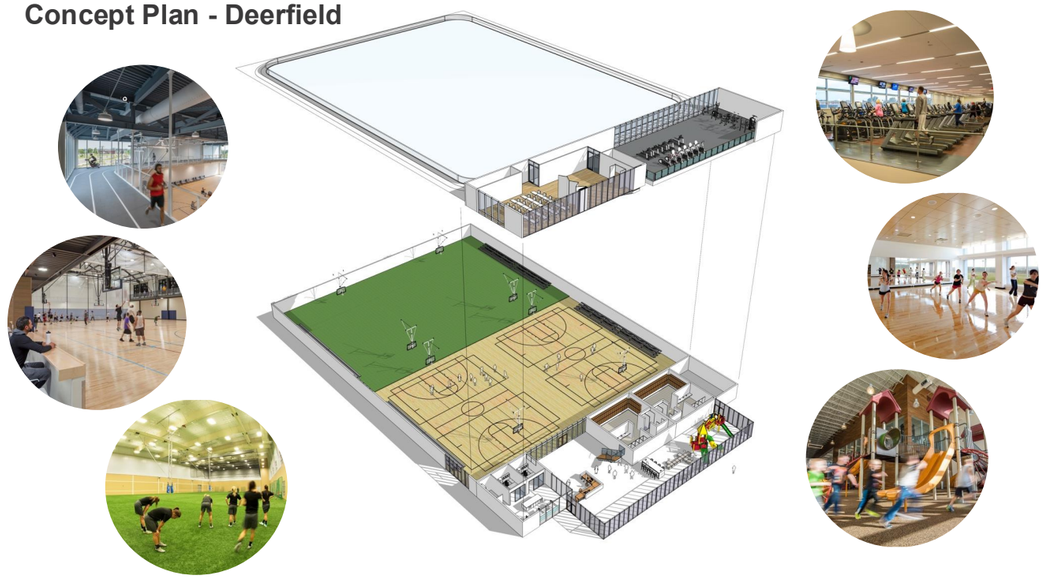
Through this iterative process, the team developed a clear understanding of how each site could support the proposed program and associated costs while identifying key constraints and trade-offs. **Metro Park emerged as the most favorable location** due to its central position within the community, strong relationship to the existing outdoor pool, and ease of both vehicular and pedestrian access. While parking was initially identified as a concern, further analysis demonstrated that viable solutions could be accommodated. This evaluation provided a strong foundation for advancing site-specific planning and confirming the preferred location moving forward.

Conceptual Plan Development

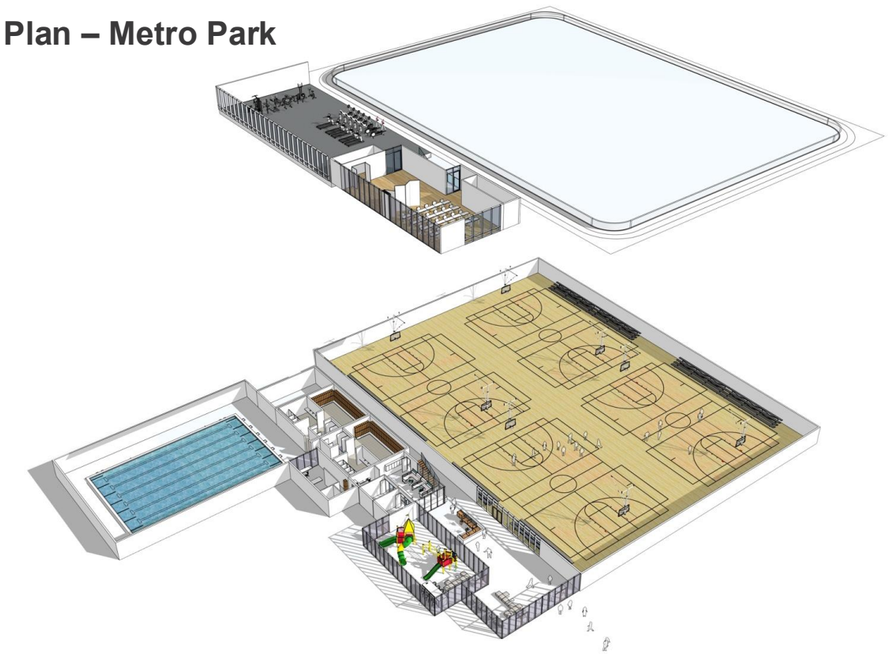
Summary

As potential sites were narrowed, the design team built upon the evolving program to develop initial concepts for both Deerfield Park and Metro Park. This work focused on translating program priorities into functional floor plans, exploring internal circulation, adjacencies between key spaces, and overall building organization. Each concept tested how users would move through the facility and how major program elements could be efficiently arranged to support operations, user experience, and flexibility, while also responding to the unique characteristics of each site.

Concept Plan - Deerfield



Concept Plan – Metro Park



Community Engagement

Summary

As part of continued outreach, the project team facilitated additional engagement opportunities to share progress, validate earlier findings, and connect with a broader cross-section of the Rifle community. These efforts included both a formal Public Information Work Session and participation in the City's Hometown Holidays event, each designed to meet residents in different settings and provide accessible ways to stay informed and engaged. While the Work Session focused on presenting updated findings and concepts, the Hometown Holidays pop-up created a more informal and interactive environment to gather input and gauge community sentiment as the study progressed.

Public Information Work Session at Rifle City Hall - A hybrid Public Information Work Session, offered both in-person and virtually, was held on November 17 to share progress on the feasibility study and demonstrate how earlier engagement informed the direction of the project. The team presented key themes from the Build-a-Center activity and other community engagement efforts, along with site evaluation findings, and introduced the preliminary building program and early facility concepts for Deerfield Park and Metro Park. Precedent imagery was used to illustrate the character and scale of potential spaces, and the session concluded with an open discussion to gather questions and general feedback.

Discussion Topics:

1. Site Preference (Deerfield or Metro Park)
2. Preferred Concept Features
3. Most-Used Building Areas
4. Desired Changes or Improvements



Live stream expanded access and encouraged virtual participation.



Top: Public Information Work Session held at Rifle City Hall; **Bottom:** Virtual live stream.

Hometown Holidays Community Pop-Up in Downtown Rifle - The project team participated in Rifle's annual Hometown Holidays celebration on December 6 with a festive, holiday-themed engagement booth located in a highly active downtown area near Santa and other family-oriented activities. Updated display boards presented site considerations and early concepts, while the informal setting encouraged residents of all ages to stop by, learn about the project, and share input in a relaxed and approachable environment.







Left: Hometown Holidays promotional flyer; **Above:** Engagement during event.

Building Tours

Summary

As part of continued outreach, on December 10 and 11, members of the project team and City representatives participated in a series of building tours to observe comparable recreation facilities and better understand how similar spaces operate and serve their communities. The tours included visits to Edwards Fieldhouse, the South Suburban Recreation Complex, Philip S. Miller Park and Activity Center, Parker Fieldhouse, and the Highlands Ranch Southridge Recreation Center.

To support these visits, the design team prepared a facility tour booklet that accompanied each walkthrough. The booklet highlighted key project statistics and major programming areas for each facility and included floor plans, facility imagery, and site maps. These materials helped guide discussions during the tours and allowed participants to compare different facility layouts, program mixes, and operational approaches.

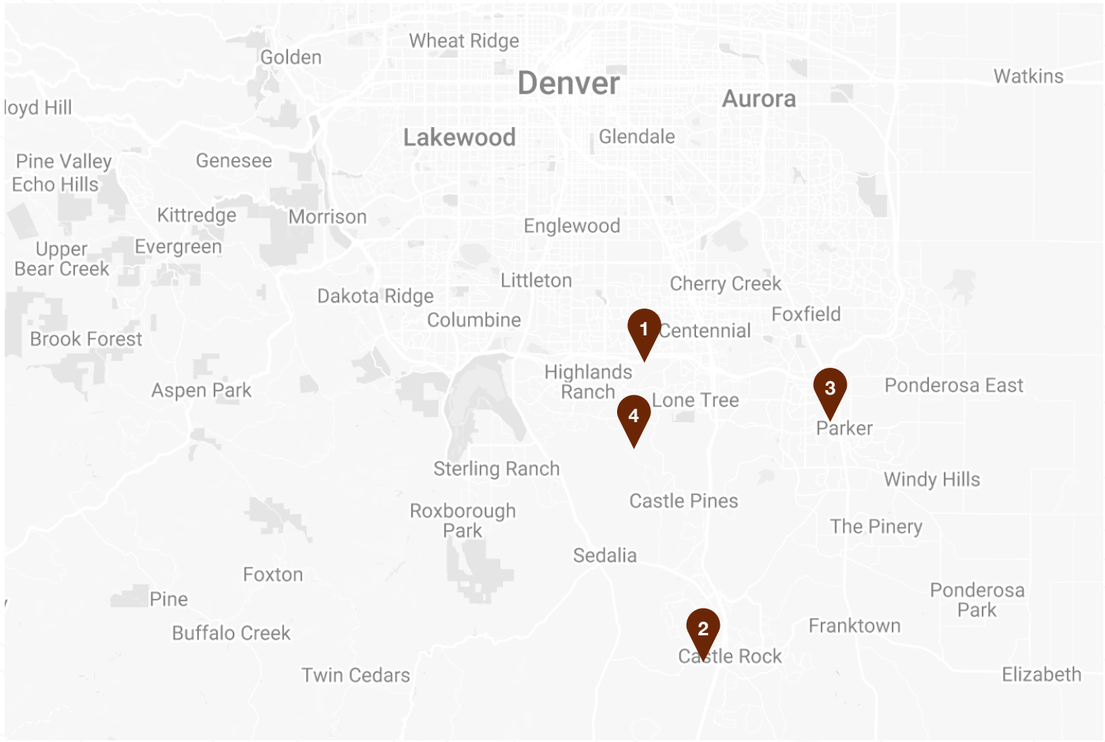
Outcomes

The building tours provided valuable firsthand insight into how different recreation spaces function, how program areas relate to one another, and how similar facilities balance flexibility, programming needs, and operational efficiency. Observations from these tours helped inform ongoing discussions around program development, facility layout, and the overall vision for the Rifle Activity Center.

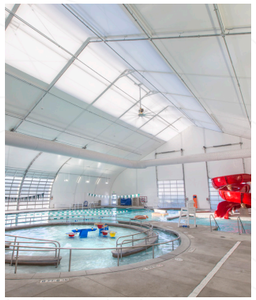


Above: Building Tours Guide Book

1. South Suburban Sports Complex
2. Castle Rock Miller Activity Center
3. Parker Fieldhouse
4. Southridge Recreation Center









Aquatic Opportunities

Summary

Given the strong community desire for indoor aquatics, the project team evaluated multiple approaches to incorporating water-based recreation into the facility. This included studying the potential to enclose the existing Metro Park outdoor pool as well as exploring the addition of new indoor aquatic components integrated with the activity center. These options were reviewed in the context of cost, operational considerations, and how each approach would support year-round use.

Outcomes

Through this evaluation, it was determined that preserving the existing outdoor pool amenity while providing a separate indoor aquatic facility offered the greatest overall benefit. This approach maintains a valued seasonal asset while introducing new year-round aquatic opportunities, better aligning with community priorities and long-term operational flexibility.

Big Ideas Conclusion

Summary

Through continued engagement, Metro Park emerged as the preferred site due to its central location, access, and relationship to existing recreation amenities. In parallel, the project team developed a preliminary program and facility concept that reflects identified community needs, with each element evaluated in the context of cost, operational considerations, and overall feasibility. Building tours further informed this process by providing real-world examples of how similar spaces function, helping to refine program priorities, spatial relationships, and user experience. Together, these efforts advanced the project from initial input toward a more defined and actionable vision for the future facility.

Key Themes

- Metro Park identified as the preferred site due to its central location, transit access, and integration within an existing recreation corridor
- Emphasis on providing both indoor turf and hard court opportunities to support a wide range of programming
- Strong interest in indoor aquatics to support year-round use and address seasonal limitations of existing outdoor amenities
- Desire for a multi-generational environment that includes multi-use studios and amenities that appeal to a wide range of ages, such as an indoor pool, walking and jogging track, fitness center, and indoor playground
- Preference for thoughtful separation of aquatic elements to support different user groups, comfort levels, and programming needs
- Opportunity to create a connected urban fabric that extends into downtown and reinforces the facility as an extension of the community



03. / Project Analysis

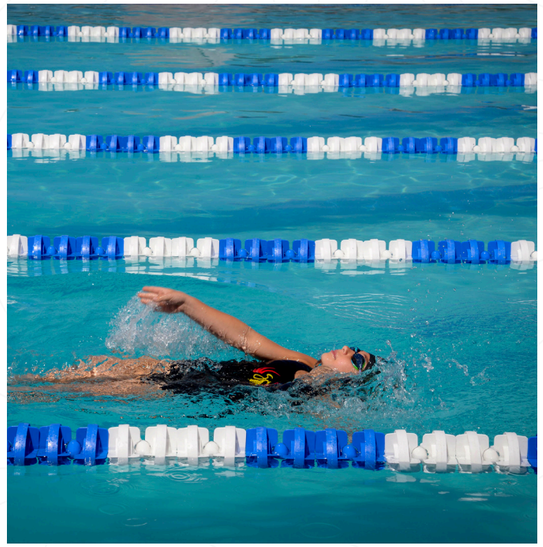
Project Analysis

The final stage of the Rifle Activity Center Feasibility Study focused on refining the preferred concept and supporting it with the technical and financial analysis needed to guide informed decision-making. Building on the ideas explored through earlier engagement, programming exercises, and concept development, the project team translated these concepts into more defined recommendations.

During this stage, the team evaluated the feasibility of the proposed facility by examining operational considerations, financial performance, and construction costs. This analysis helps ensure that the proposed activity center aligns with community priorities while remaining realistic from both a construction and long-term operations perspective.

Several detailed analyses and technical studies were completed to support this effort. Key activities included:

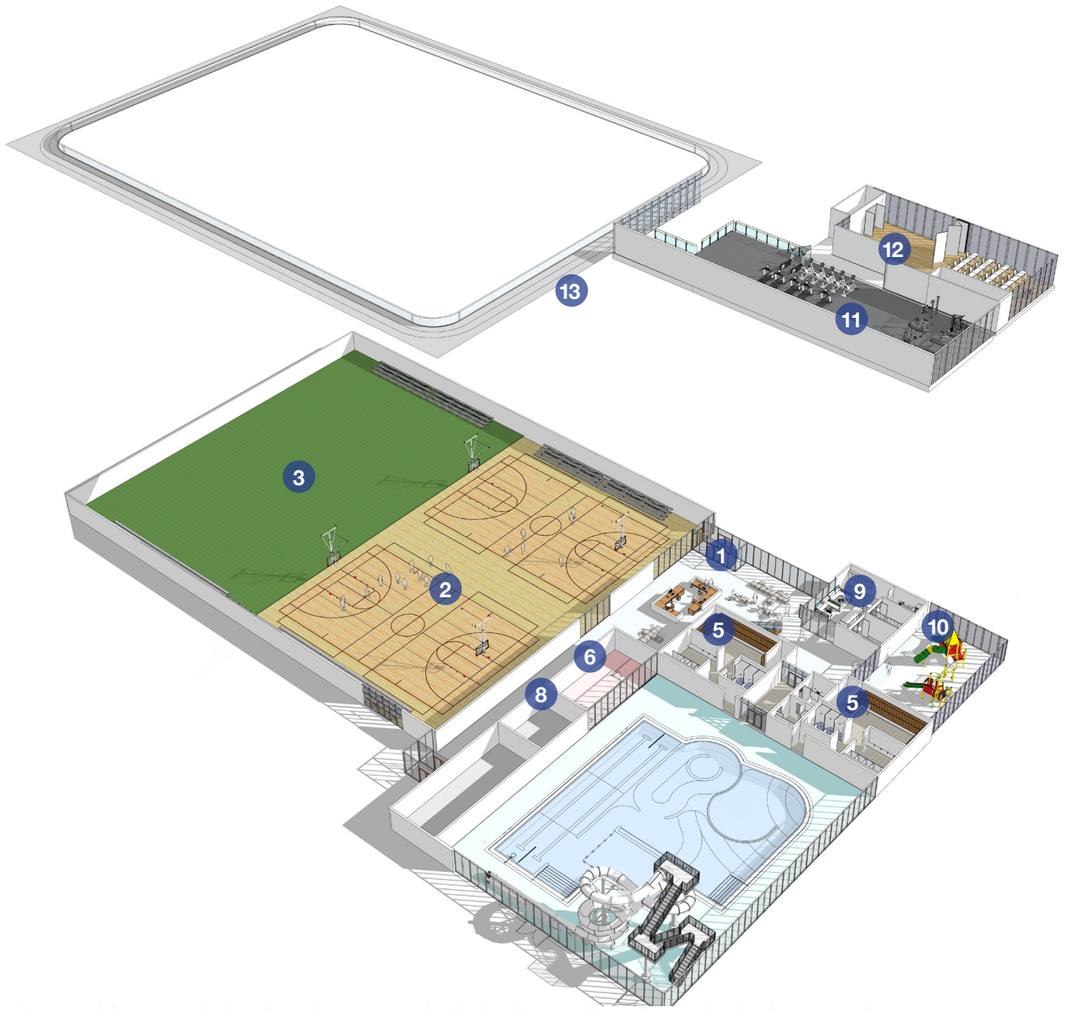
- **Final Conceptual Plans & Building Elevations**
- **Final Site Plan**
- **Financial & Economic Analysis**
- **Final Operations & Maintenance (O&M) Report**
- **Next Steps**



Final Conceptual Plans & Building Elevations

Summary

The final conceptual floor plans bring together a balanced mix of recreation and community-focused spaces, including indoor turf and court opportunities, an indoor aquatic area with both lap and leisure pools, a fitness center, multi-use rooms, and an indoor playground. A welcoming and highly visible entrance anchors the facility, creating a clear sense of arrival and connection for users of all ages. The overall layout is organized to support efficient circulation, clear adjacencies, and flexible use, resulting in a program that responds directly to the needs and priorities of the Rifle community while also supporting long-term operational realities.



Key

1. Main Entry
2. Court Gymnasium
3. Turf Fieldhouse
4. Indoor Leisure/Lap Pool
5. Locker Rooms
6. Pool Offices
7. Pool Mech/Storage
8. Gym Storage
9. Staff Offices
10. Indoor Playground
11. Fitness Center
12. Multi-Use Studios (2)
13. Walking/Jogging Track





Summary

The design language draws from a downtown-inspired character that is pedestrian-friendly and responsive to the context of Rifle. Emphasis is placed on texture, material quality, and natural light to create a welcoming, durable, and community-oriented environment.







Final Site Plan

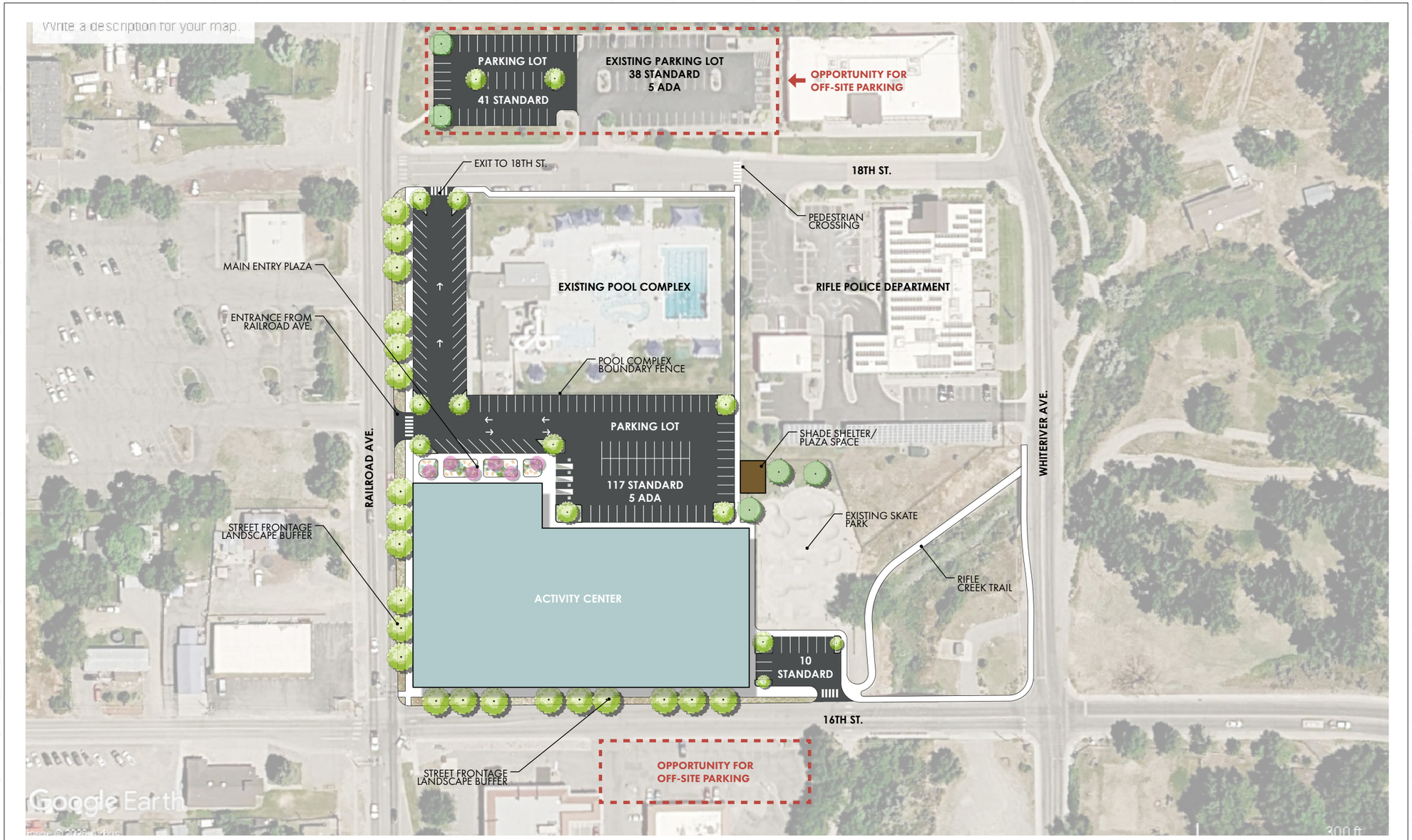
Summary

The Metro Park Site emerged as the preferred location for the Rifle Activity Center through a series of community charrettes. As the site plan evolved in response to community and technical needs, the final site plan organizes the activity center as a central community hub that integrates with existing amenities while improving access, circulation, and overall site functionality.

Outcomes

The layout addresses parking capacity and circulation needs. Vehicular circulation is structured around a looped system that provides clear access from both Railroad Avenue and 18th Street, improving traffic flow and simplifying drop-off and parking operations. A primary parking area is located adjacent to the building, with opportunities for off-site parking identified to support peak demand.

The plan maintains and enhances connections to existing features, including the pool complex, skate park, and Rifle Creek Trail. New pedestrian pathways, crossings, and plaza spaces strengthen connectivity across the site, while shaded gathering areas and landscape elements create opportunities for community use beyond the building itself.



RIFLE ACTIVITY CENTER FEASIBILITY STUDY
CONCEPTUAL LAYOUT - METRO PARK

MARCH 2026

NORTH 0 20 40 80

DESIGN CONCEPTS
Community + Landscape Architects

Financial & Economic Analysis

Opinion of Probable Cost Option A: Activity Center without Pool

Programmatic Element	Cost Estimate
Base Site Development	$1,806,000.00
Base Support (Lobby, Locker Rooms, Staff)	$2,702,500.00
Tournament Gymnasium / Turf Space	$13,219,200.00
Suspended Walking / Jogging Track	$1,750,000.00
Multi-Use Fitness Studio	$1,136,000.00
Open Fitness Studio	$1,700,000.00
Indoor Playground	$1,282,500.00
Estimated Construction Cost	**$23,596,200.00**
Estimated Non-Construction Costs (28%)	$6,606,936.00
Total Project Estimated Cost	**$30,203,136.00**

Opinion of Probable Cost Option B: Activity Center with Pool

Programmatic Element	Cost Estimate
Base Site Development	$1,806,000.00
Base Support (Lobby, Locker Rooms, Staff)	$2,702,500.00
Tournament Gymnasium / Turf Space	$13,219,200.00
Suspended Walking / Jogging Track	$1,750,000.00
Multi-Use Fitness Studio	$1,136,000.00
Open Fitness Studio	$1,700,000.00
Indoor Playground	$1,282,500.00
Indoor Aquatic Center	$12,820,000.00
Estimated Construction Cost	**$36,415,700.00**
Estimated Non-Construction Costs (28%)	$10,196,536.00
Total Project Estimated Cost	**$46,612,096.00**

Non-Construction Estimate includes: Design & Engineering, Fixtures, Furnishings, Equipment, Surveys, Testing & Inspection, Development Fees, Owner Contingencies.

Final Operations & Maintenance (O&M) Report

Summary

The Operations and Maintenance Report, developed by Ballard*King, provides a data-driven framework for operating the proposed Rifle Activity Center. It outlines key assumptions related to staffing, hours of operation, programming, and financial performance, and is grounded in the recommended facility program, community input, and local market conditions to support long-term efficiency and sustainability.

Outcomes

Operational Structure - The facility is planned to be owned and operated by the City of Rifle, utilizing existing staff where possible and supplementing with targeted new positions to support aquatics, operations, and maintenance.

Financial Performance and Cost Recovery - The pro forma projects annual revenues and expenses, with an anticipated cost recovery of approximately 60 to 68 percent over five years, consistent with similar community facilities.

Program and Revenue Strategy - Revenue is driven by a mix of memberships, admissions, programs, and rentals, with an emphasis on maximizing participation while maintaining accessibility for residents.

Staffing and Operations - A combination of full-time and part-time staffing supports efficient daily operations, with inclusion of in-house maintenance to maintain quality and control.



Please see the appendix for the full Operations & Maintenance Report.

Capital Planning - A dedicated capital improvement allocation supports ongoing maintenance and future replacements, helping to avoid deferred maintenance and extend the life of the facility.

Flexibility and Future Adjustments - The model is intentionally conservative and allows for adjustments to programming, pricing, and staffing as operations evolve and community needs become more defined.

Conclusion & Next Steps

Summary

With a thorough technical, financial, and operational analysis completed, the Rifle Activity Center Feasibility Study translates earlier community engagement and conceptual planning into clear, actionable direction.

This stage examined and refined the facility programming to develop conceptual floor plans that create a balanced mix of recreation and community-focused spaces, responding directly to the community priorities. The refined design language for the activity center follows a pedestrian-friendly, downtown-inspired character to create a welcoming environment. Similarly, the site plan was developed with thoughtful landscape design, parking and circulation, and amenities to strengthen indoor-outdoor connections.

The Operations and Maintenance (O&M) Report, coupled with the detailed financial and economic analysis, validate the concepts with market-specific data, probable costs, and capital planning tools as we move from vision to reality.

This phase confirms that a right-sized, flexible facility, focused on high-demand program elements and efficient operations, offers a strong path forward. It reinforces the importance of aligning program scope with local economic conditions, while remaining adaptable to future generations of the Rifle community.

Next Steps

With refined concepts rooted in community engagement, market analysis, and operational feasibility, the next step will be community approval. This Feasibility Study will be brought to a ballot for the residents to vote on the proposed direction and funding approach for the Rifle Activity Center.

Upon community approval, the design will advance into progressively greater detail through Detailed Design and Construction Documents phases. A Construction Manager/General Contractor (CM/GC) will be engaged to support constructability reviews and further refine cost estimates based on the selected design alternative.



Appendix

Appendix Contents

Appendix A-1: Site Evaluation Map & Matrix

Prepared by **Design Concepts**

Site evaluation map and matrix comparing potential locations, including access, utilities, adjacencies, and overall suitability.

Appendix A-2: Market Analysis Report

Prepared by **Ballard*King & Associates**

Analysis of demographics, recreation demand, and program needs to inform facility size and program mix.

Appendix A-3. Conceptual Site Analysis

Prepared by **Design Concepts**

Conceptual site layouts showing building placement, circulation, parking, and relationships to surrounding amenities.

Appendix A-4. Operations and Maintenance Report

Prepared by **Ballard*King & Associates**

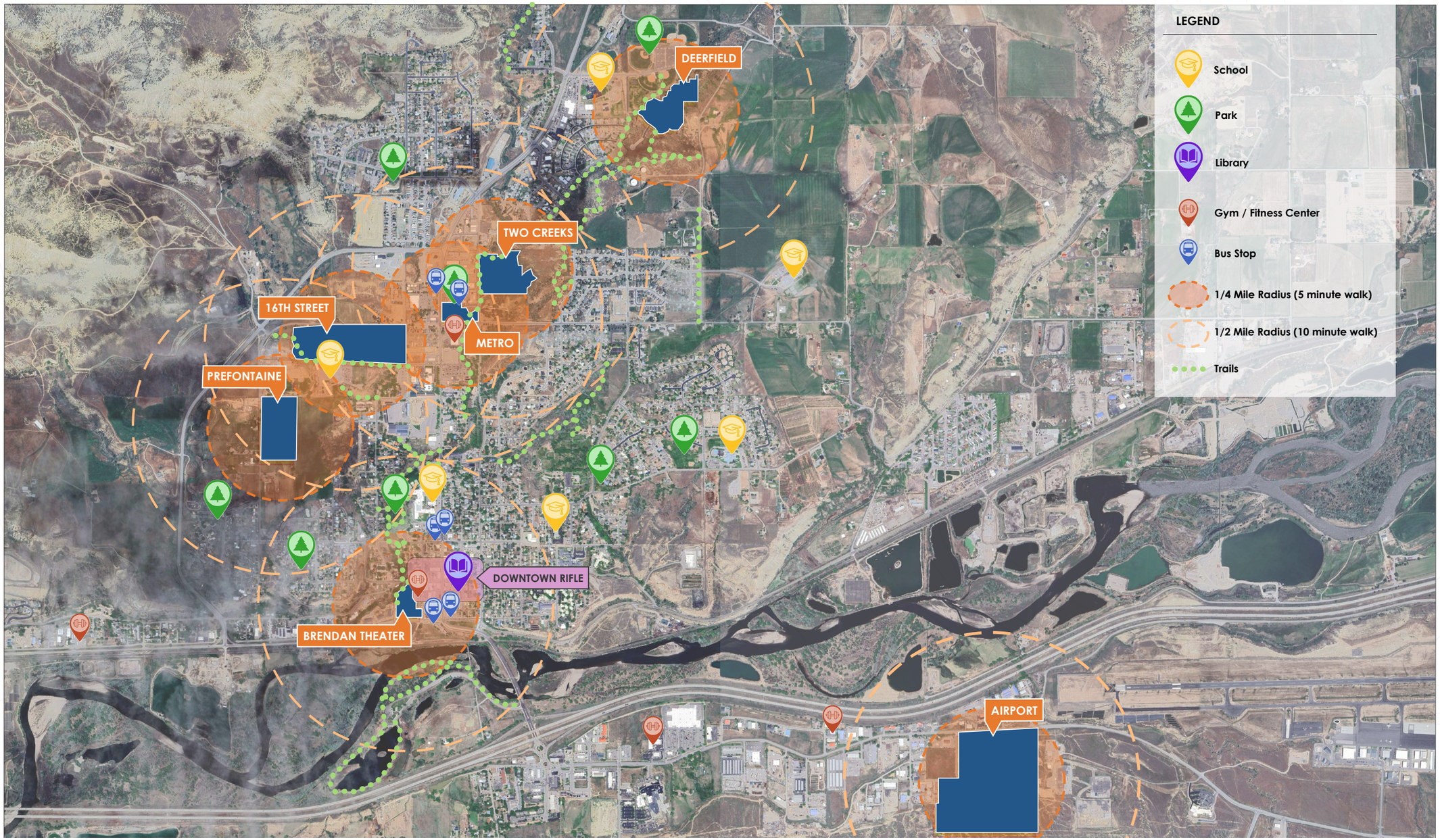
Operational framework including staffing, programming, and projected revenues and expenses.

Appendix A-5. Conceptual Construction Cost Estimate

Prepared by **DFH Consulting**

Preliminary cost estimate for the future Activity Center. The estimate is based on concept-level information and assumes a spring 2026 construction start with an approximate 10-month construction duration.

**The appendix materials that follow include third-party and legacy documents that may not fully meet current accessibility standards. The City of Rifle can provide assistance or alternative formats upon request.*



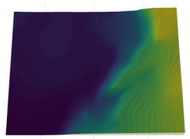
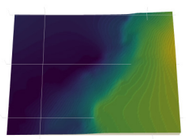
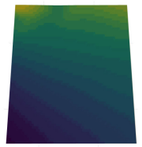
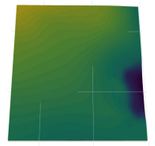
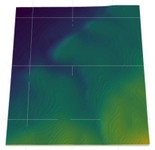
NORTH 0 325 750 1500

DESIGN CONCEPTS
Community + Landscape Architects

RIFLE FIELDHOUSE FEASIBILITY STUDY

INITIAL SITE MATRIX - MAP

JULY 23, 2023

CRITERIA	METRO PARK	TWO CREEKS	DEERFIELD PARK	BRENDAN THEATER	16TH ST.	PREFONTAINE	AIRPORT
SIZE	4.3 ACRES	20 ACRES	4 ACRES	5.75 ACRES	29 ACRES	63 ACRES	65 ACRES
ADJACENT PROPERTY	POOL POLICE DEPARTMENT COMMERCIAL	COLORADO RIVER FIRE PROTECTION SINGLE FAMILY RESIDENTIAL METRO PARK COMMERCIAL	DEERFIELD PARK REAL ESTATE DEVELOPMENT SINGLE FAMILY RESIDENTIAL	APARTMENT COMPLEX COMMERCIAL	RIFLE HIGH SCHOOL GARFIELD COUNTY ANIMAL WELFARE SINGLE FAMILY RESIDENTIAL	RIFLE HIGH SCHOOL SINGLE FAMILY RESIDENTIAL APARTMENT COMPLEX	LIGHT INDUSTRIAL UTILITY COMPANY GARFIELD COUNTY AIRPORT
DISTANCE FROM DOWNTOWN (RAILROAD/3RD)	.9 MILES	1.1 MILES	1.9 MILES	.12 MILES	.85 MILES	.85 MILES	2 MILES
DISTANCE FROM PUBLIC TRANSIT	0 MILES	.18 MILES	1.23 MILES	.13 MILES	.25 MILES	.85 MILES	1 MILE
PROPERTY OWNERSHIP STATUS	CITY OWNED	PRIVATELY OWNED	CITY OWNED	CITY OWNED	PRIVATELY OWNED	PRIVATELY OWNED	PRIVATELY OWNED
TOPOGRAPHY							
FLOODPLAIN	MINIMAL	YES	MINIMAL	MINIMAL	YES	NO	NO
UTILITIES	WATER SEWER STORM	WATER SEWER	WATER SEWER MINIMAL STORM	WATER SEWER STORM	WATER	WATER	WATER SEWER
EXPANSION SPACE	NO	YES	YES	NO	YES	YES	YES

RIFLE FIELDHOUSE FEASIBILITY STUDY
INITIAL SITE MATRIX

LEGEND: HIGH POTENTIAL | MEDIUM POTENTIAL | LOWER POTENTIAL

JULY 8, 2025



BALLARD*KING
& ASSOCIATES LTD
Recreation Planning and Operation Consultants

MARKET ANALYSIS

RIFLE, CO

AUGUST 29, 2025

Ballard*King & Associates
9457 S. University Blvd #335
Highlands Ranch, CO 80126
303-470-8661 (phone)

www.BallardKing.com

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INTRODUCTION

This analysis is based on data provided by the Environmental Systems Research Institute (ESRI), which compiles information from the 2020 U.S. Census, the Bureau of Labor Statistics, the Consumer Price Index, and MRI-Simmons. In addition, ESRI includes projections for 2025–2030 developed by its team of demographers. In addition, information from both the National Recreation and Park Association (NRPA) and the National Sporting Goods Association is included and integrated into the findings where relevant.

Beyond basic demographic indicators, the dataset offers insights into household characteristics, housing trends, recreation and entertainment spending, and adult participation in various leisure activities. This comprehensive data provides a well-rounded understanding of the community's needs and supports the development of effective, data-driven recommendations for a future Rifle Indoor Activity Center.

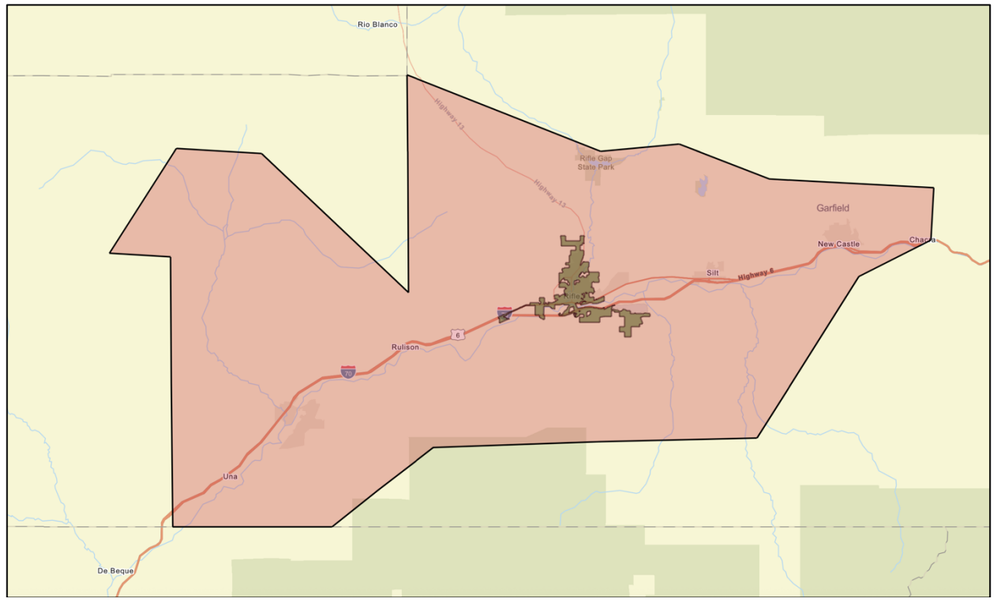
SECTION I – CITY OF RIFLE

SERVICE AREAS:

The information provided includes the basic demographics and data for the Immediate Service Area (the City of Rifle) and the Primary Service Area, with comparison data for the State of Colorado and the United States.

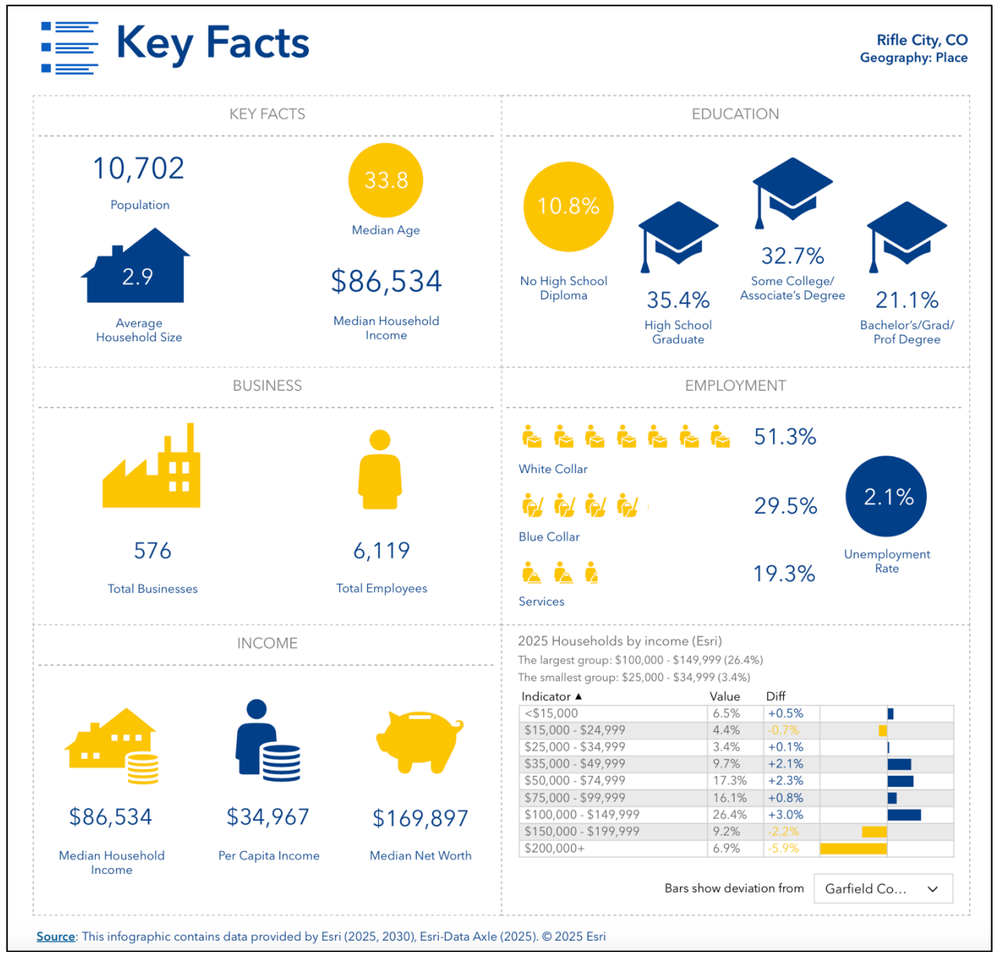
The Primary Service Area is defined as the distance people will travel on a regular basis (a minimum of once a week) to utilize recreation facilities. Use by individuals outside of this area will be much more limited and may focus more on special activities or events.

Service areas can flex or contract based upon a facility's proximity to major thoroughfares. Other factors impacting the use as it relates to driving distance are the presence of alternative service providers in the service area. Alternative service providers can influence participation, membership, daily admissions and the associated penetration rates for programs and services.



- Immediate Service Area (City of Rifle, CO) – Green Shaded Area
- Primary Service Area – Red Shaded Area

City of Rifle - Infographic



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SECTION II: DEMOGRAPHIC SUMMARY

KEY CHARACTERISTICS

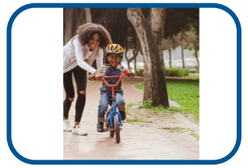
Ballard*King analyzes seven key demographic characteristics that serve as primary indicators of future recreation trends and participation. The table below summarizes these characteristics for the Immediate and Primary Service Areas.



Population: The Immediate and Primary Service Areas, with populations of approximately 10,702 and 34,414, both fall short of the 50,000 residents typically needed to sustain an indoor activity center without subsidy. Ensuring the center remains sustainable and accessible will require thoughtful attention to pricing structures and fees, as well as other considerations. Hispanic residents make up approximately 30–40% of the population in both service areas, with an additional 15–20% of residents identifying outside of the listed race categories.



Median Age: The median age nationally is approximately 39 and the median age in both the Immediate Service Area (33) and within the Primary Service Area (35) is lower than the state (38) and National level (39). A lower median age points to young families with children, which are significant participants in parks and recreational programs, facilities and services and can be of benefit to the project.



Households with Children: Both the Immediate and the Primary Service Areas have a significantly higher percentage of households with children (40%-43%) than both the state and national average of about 30%, which again is of benefit to the project. Families with children are typically primary users of recreation programs, facilities and services.



Median Household Income: The Immediate and Primary Service Areas have a lower median household income ($86,500-87,000) than the state of Colorado ($98,625), although higher than the national average ($81,264). Income level is important when it comes to funding and fees for recreation programs and facilities, and subsequently budgetary cost recovery philosophies.



Housing and Household Budget Expenditures: In both the Immediate and the Primary Service Areas, the Spending Potential Index is lower than both the state and national average, which suggests that most residents will be very aware of costs and price points, may have fewer financial resources, and spend more cautiously on recreation services as a result.



Age Distribution: The age distribution is such that 27.2% is under the age of 18, and 22.1% is over the age of 55 in the Immediate Service Area. Within the Primary Service Area, the age distribution is such that 25.8% is under the age of 18, and 25.1% is over the age of 55. Recreation programs and facilities have broad multi-generational appeal, and these are two age groups that are typically significant users of recreation programs, facilities, and services.



Tapestry: The Tapestry segments in both service areas reflect populations that tend to be actively engaged in the workforce and mindful of spending and budgets. Most are active workers and value leisure activities, although some participate in passive leisure activities. Spending on children is common, and certain segments of the population are active in health, wellness, and fitness activities.

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SECTION III: DEMOGRAPHIC DATA

DEMOGRAPHIC HIGHLIGHTS TABLE

	Immediate Service Area	Primary Service Area
Population:		
2020 Census[1.2.]	10,437	33,974
2025 Estimate	10,702	34,414
2030 Estimate	10,717	34,261
Households:		
2020 Census	3,588	12,023
2025 Estimate	3,666	12,165
2030 Estimate	3,667	12,078
Families:		
2020 Census	2,492	8,623
2025 Estimate	2,496	8,505
2030 Estimate	2,494	8,402
Average Household Size:		
2020 Census	2.86	2.79
2025 Estimate	2.87	2.80
2030 Estimate	2.88	2.81
Ethnicity (2025 Estimate):		
Hispanic	40.7%	32.8%
White	61.8%	67.7%
Black	0.6%	0.6%
American Indian	1.9%	1.7%
Asian	0.5%	0.5%
Pacific Islander	0.1%	0.1%
Other	20.4%	15.5%
Multiple	14.8%	14.0%
Median Age:		
2020 Census	32.3	35.1
2025 Estimate	33.8	35.9
2030 Estimate	34.7	36.8
Median Income:		
2025 Estimate	$86,534	$87,404
2030 Estimate	$97,950	$99,687

1. From the 2010-2020 Census, the Secondary Service Area experienced an annual change in population of 1.11%
2. From the 2010-2020 Census, the Secondary Service Area experienced an annual change in population of 1.17%

AGE, FAMILIES AND INCOME

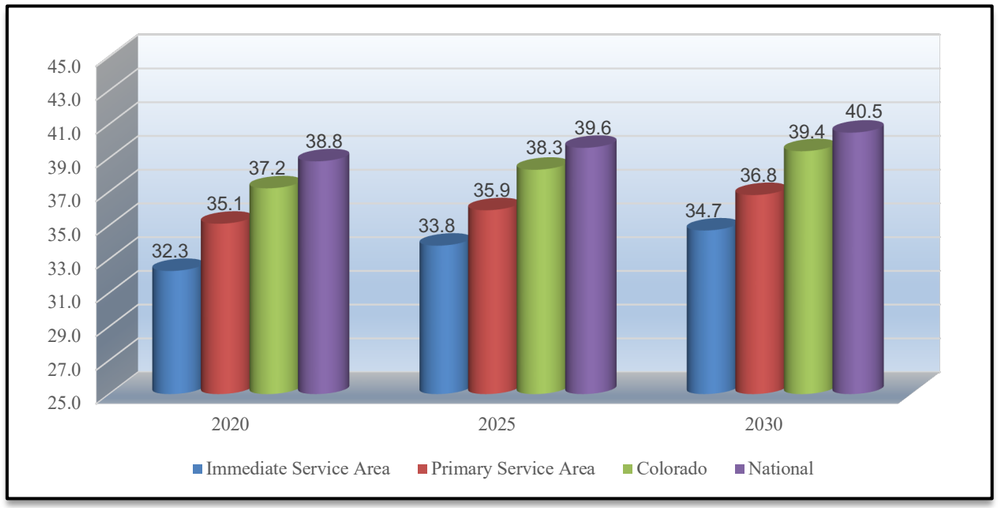
The median age and household income levels are compared with the national number as both factors are determiners of participation in parks and recreation activities. The lower the median age, the higher the participation rates are for a variety of activities. The level of participation also increases as the median income level goes up.

AGE

Median Age:

	2020 Census	2025 Projection	2030 Projection
Immediate Service Area	32.3	33.8	34.7
Primary Service Area	35.1	35.9	36.8
Colorado	37.2	38.3	39.4
National	38.8	39.6	40.5

Chart A – Median Age:



The median age in the Immediate and Primary Service Areas is lower than the state and the national number. A younger median age typically reflects families with children, who are primary users of parks and recreation services and offerings. Parks and recreation programs, facilities and services enjoy broad, multi-generational appeal.

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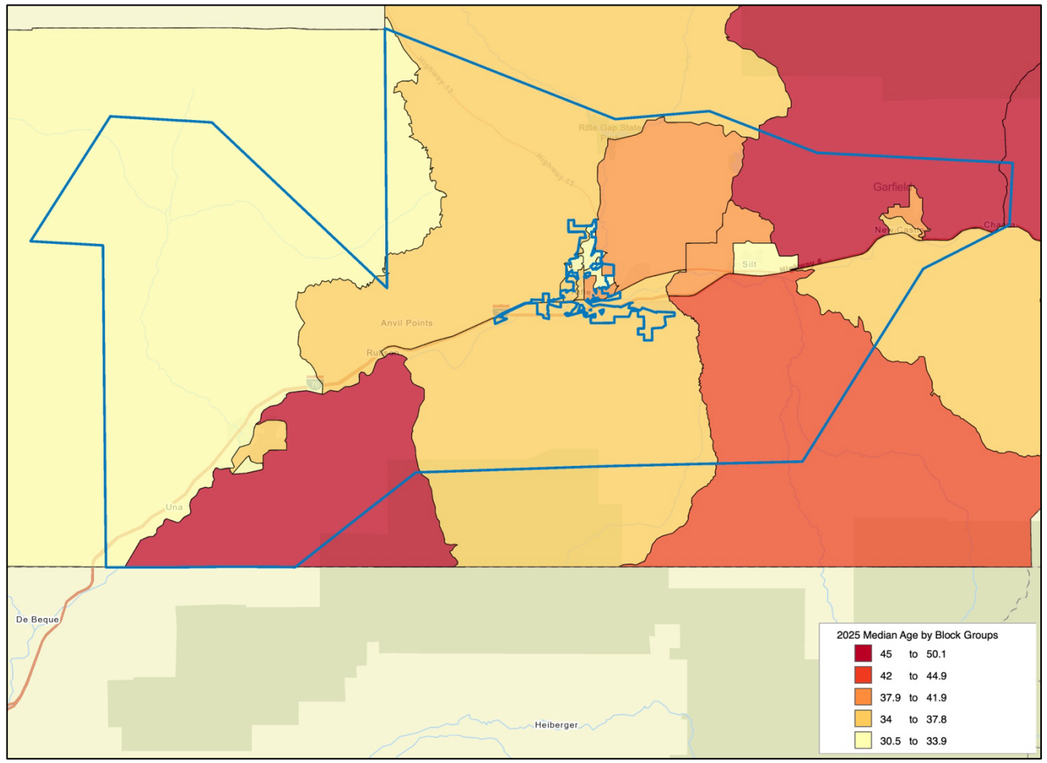
Median Age by Census Block Group Map



FAMILIES

Households with Children: The following chart provides the number of households and percentage of households in the Service Areas with children.

	Number of Households w/ Children	Percentage of Households w/ Children
Immediate Service Area	1,633	43.8%
Primary Service Area	4,977	40.2%
Colorado	-	28.9%
National	-	29.9%

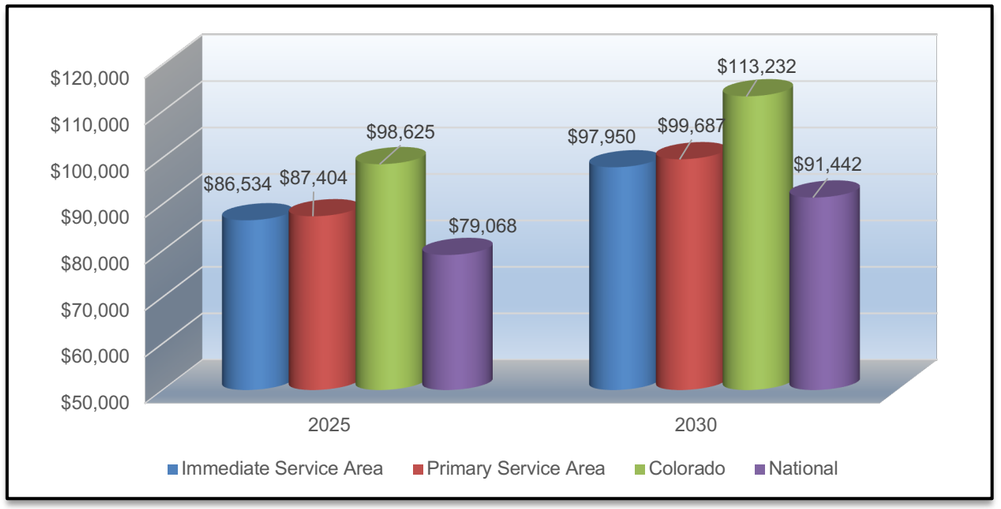
The information contained in the table above helps further outline the presence of families with children.

INCOME

Median Household Income:

	2025 Projection	2030 Projection
Immediate Service Area	$86,534	$97,950
Primary Service Area	$87,404	$99,687
Colorado	$98,625	$113,232
National	$81,624	$92,476

Chart B – Median Household Income:

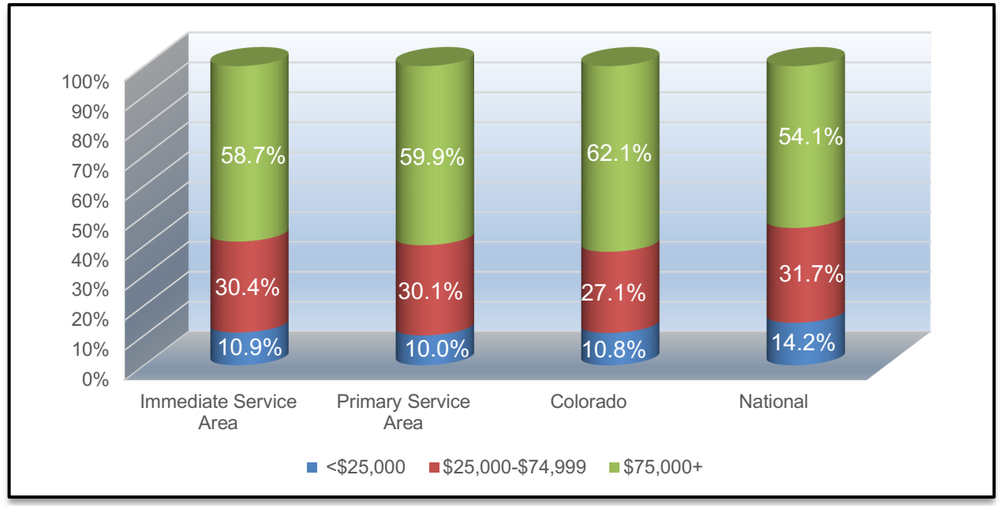


Based on 2025 projections for median household income, the following narrative describes the service area:

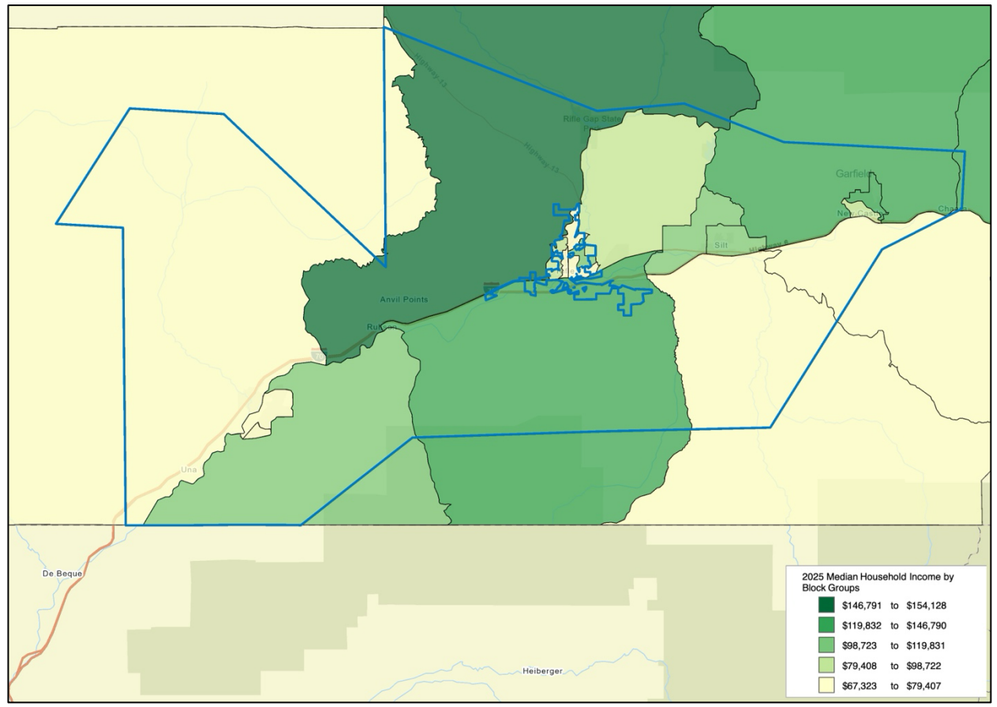
In the City of Rifle, the percentage of households with median income over $75,000 per year is 58.7% and within the Primary Service Area, the percentage is 59.9% compared to 54.1% on a national level. Furthermore, the percentage of the households in the Immediate Service Area with median income less than $25,000 per year is 10.9% and the percentage in the Primary Service Area is 10.0%, compared to a level of 14.2% nationally. The state of Colorado has a higher percentage (62.1%) of households with income over $75,000.

While there is no perfect indicator of use of parks and/or recreation programs, facilities and services, the percentage of households with more than $75,000 median income is a key indicator. This information should be considered when developing fee structures for programs and rental fees within the planning process.

Chart C – Median Household Income Distribution



Household Income by Census Block Group Map



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POPULATION - CURRENT AND PROJECTED

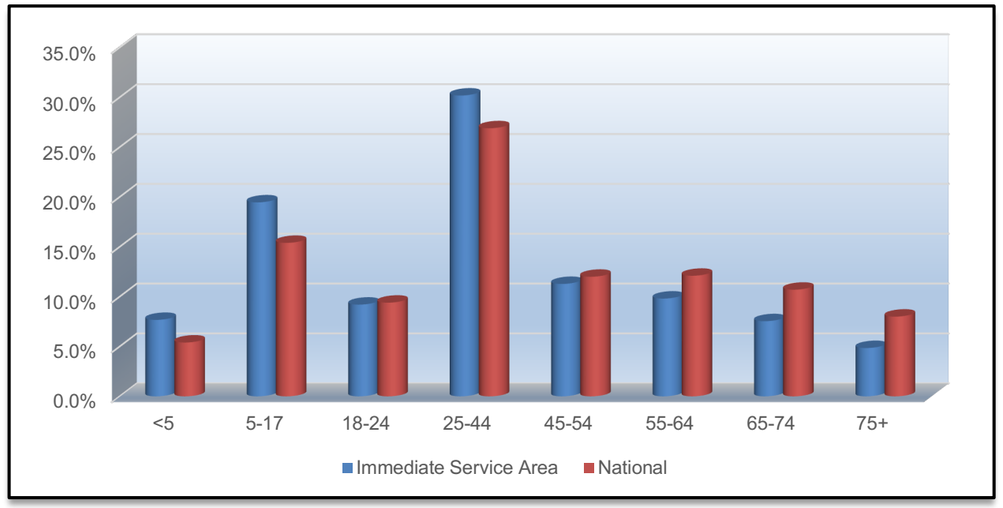
Distribution by Age:
Utilizing census information for the Immediate and Primary Service Areas, the following comparisons are possible.

2025 Immediate Service Area Distribution (ESRI estimates)

Ages	Population	% of Total	Nat. Population	Difference
<5	821	7.7%	5.4%	2.3%
5-17	2,083	19.5%	15.4%	4.1%
18-24	985	9.2%	9.4%	-0.2%
25-44	3,230	30.2%	26.9%	3.3%
45-54	1,207	11.3%	12.0%	-0.7%
55-64	1,050	9.8%	12.1%	-2.3%
65-74	807	7.5%	10.7%	-3.2%
75+	519	4.8%	8.0%	-3.2%

Population: 2025 census estimates in the different age groups in the Immediate Service Area.
% of Total: Percentage of the Immediate Service Area population in the age group.
National Population: Percentage of the national population in the age group.
Difference: Percentage difference between the Immediate Service Area population and the national population.

Chart D – 2025 Age Group Distribution



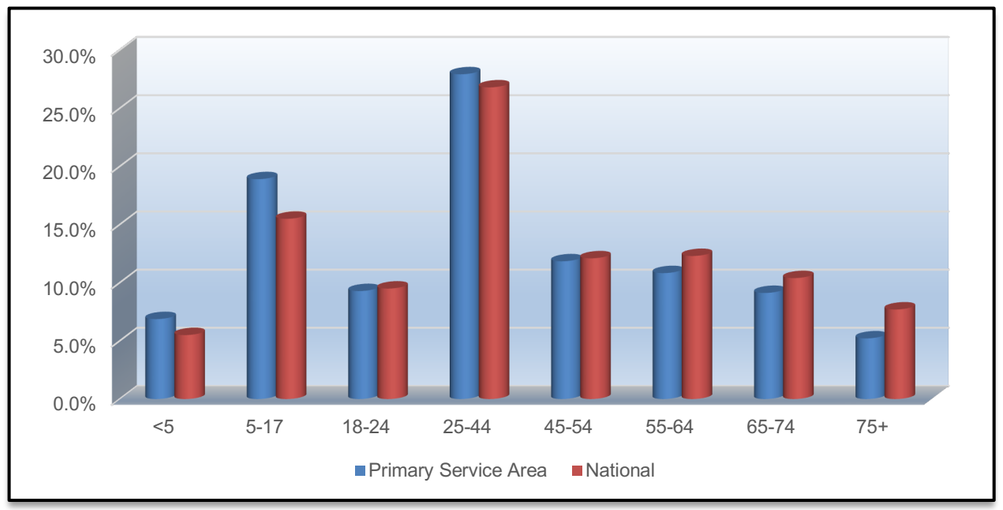
The demographic makeup of the Immediate Service Area, when compared to the characteristics of the national population, indicates some differences with a smaller population in age groups 18-24, and all age groups 45 and older. The greatest negative variance is in the 65+ age groups with -3.2%, while the greatest positive variance is in the 5-17 age group with +4.1%.

2025 Primary Service Area Distribution (ESRI estimates)

Ages	Population	% of Total	Nat. Population	Difference
<5	2,366	6.9%	5.4%	1.5%
5-17	6,507	18.9%	15.4%	3.5%
18-24	3,195	9.3%	9.4%	-0.1%
25-44	9,611	27.9%	26.9%	1.0%
45-54	4,076	11.8%	12.0%	-0.2%
55-64	3,727	10.8%	12.1%	-1.3%
65-74	3,140	9.1%	10.7%	-1.6%
75+	1,795	5.2%	8.0%	-2.8%

Population: 2025 census estimates in the different age groups in the Primary Service Area.
% of Total: Percentage of the Primary Service Area population in the age group.
National Population: Percentage of the national population in the age group.
Difference: Percentage difference between the Primary Service Area population and the national population.

Chart E – 2025 Age Group Distribution



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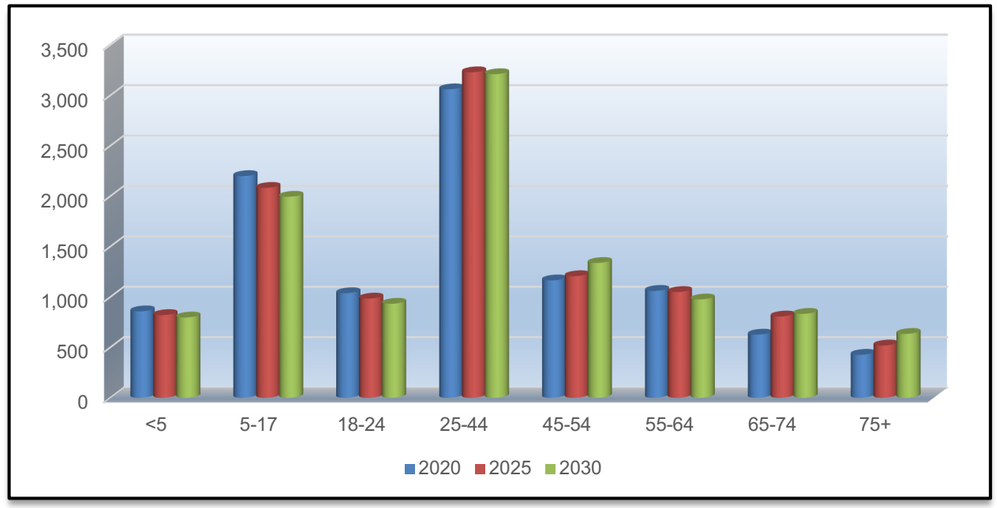
The demographic makeup of the Primary Service Area, when compared to the characteristics of the national population, also indicates some differences with a smaller population in age groups 18-24, and all age groups 45 and older. The greatest negative variance is in the 75+ age group with -2.8%, while the greatest positive variance is in the 5-17 age group with +3.5%.

Population Distribution by Age Over Time: Utilizing census information from the Immediate and Primary Service Areas, the following comparisons are possible.

2025 Immediate Service Area Population Estimates (U.S. Census and ESRI)

Ages	2020 Census	2025 Projection	2030 Projection	Percent Change	Percent Change Nat'l
<5	858	821	797	-7.1%	0.3%
5-17	2,200	2,083	1,995	-9.3%	-8.0%
18-24	1,038	985	933	-10.1%	2.4%
25-44	3,061	3,230	3,211	4.9%	7.2%
45-54	1,165	1,207	1,338	14.8%	4.0%
55-64	1,061	1,050	976	-8.0%	-9.6%
65-74	627	807	833	32.9%	15.3%
75+	427	519	634	48.5%	46.0%

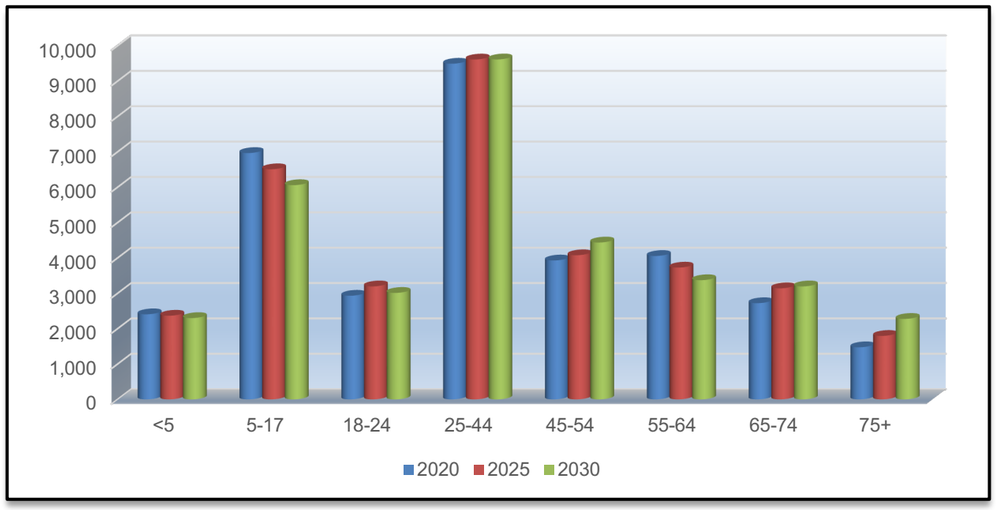
Chart F – Immediate Service Area Population Growth



2025 Primary Service Area Population Estimates (U.S. Census and ESRI)

Ages	2020 Census	2025 Projection	2030 Projection	Percent Change	Percent Change Nat'l
<5	2,406	2,366	2,299	-4.4%	0.3%
5-17	6,966	6,507	6,058	-13.0%	-8.0%
18-24	2,931	3,195	3,011	2.7%	2.4%
25-44	9,492	9,611	9,613	1.3%	7.2%
45-54	3,928	4,076	4,436	12.9%	4.0%
55-64	4,055	3,727	3,370	-16.9%	-9.6%
65-74	2,721	3,140	3,195	17.4%	15.3%
75+	1,474	1,795	2,276	54.4%	46.0%

Chart G – Primary Service Area Population Growth



The table and chart above illustrate the growth or decline in age group numbers for the Immediate and Primary Service Areas. In the Immediate Service Area, age groups under 24 and the 55-64 group will see a decrease in population, while in the Primary Service Area, age categories under 17 and 55-64 will see a decrease in population. The population of the United States is aging, and it is not unusual to find negative growth numbers in the younger age groups and significant net gains in the 45 plus age groupings in communities which are relatively stable in their population numbers.

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ETHNICITY AND RACE

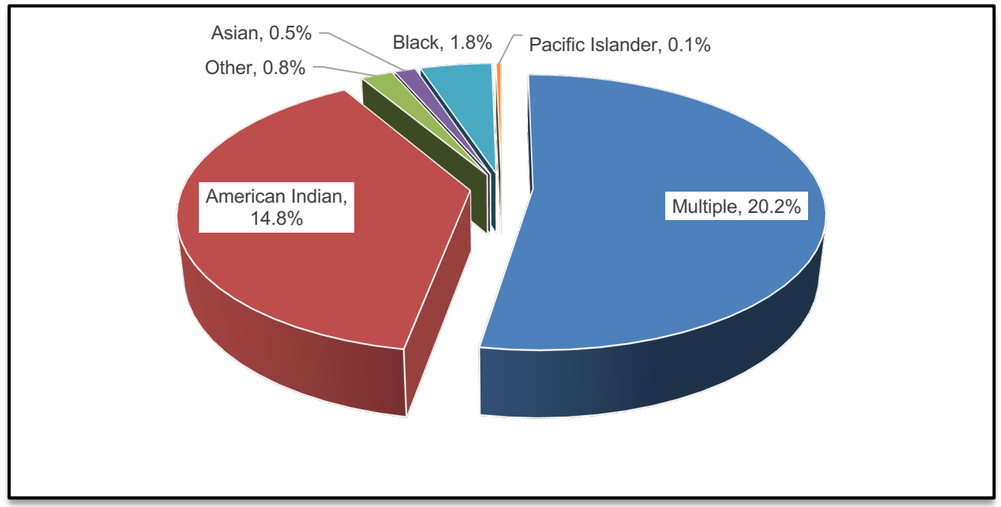
As of 2025, the estimated population of the Immediate Service Area is 10,702 and 34,414 within the Primary Service Area. The tables below show the projected racial and ethnic breakdown for the Immediate and Primary Service Areas, based on data from the 2020 U.S. Census. Understanding these demographics can be informative, as ethnicity and race may sometimes shape activity participation and facility demand for recreation programs, facilities and services.

Immediate Service Area Ethnic Population and Median Age 2025
(Source – U.S. Census Bureau and ESRI)

Ethnicity	Total Population	Median Age	% of Population	% of State Population
Hispanic	4,333	25.9	40.5%	23.0%

Race	Total Population	Median Age	% of Population	% of State Population
White	6,597	38.1	61.6%	69.0%
Multiple	2,166	26.6	20.2%	8.5%
American Indian	1,585	28.1	14.8%	13.0%
Other	87	39.6	0.8%	4.3%
Asian	58	38.0	0.5%	3.8%
Black	195	33.6	1.8%	1.3%
Pacific Islander	14	35.0	0.1%	0.2%

Chart H – 2025 Immediate Service Area Population by Non-White Race

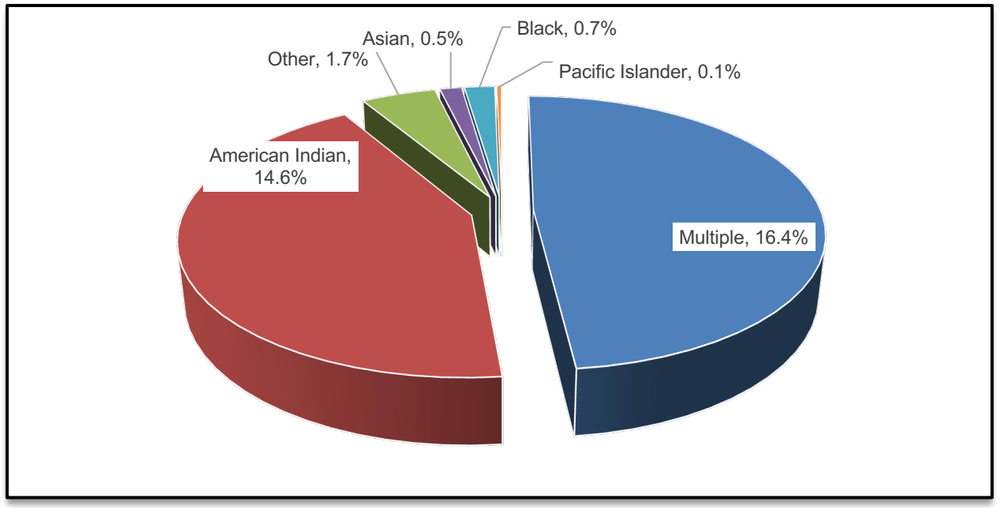


Primary Service Area Ethnic Population and Median Age 2025
(Source – U.S. Census Bureau and ESRI)

Ethnicity	Total Population	Median Age	% of Population	% of State Population
Hispanic	11,800	26.3	34.3%	23.0%

Race	Total Population	Median Age	% of Population	% of State Population
White	22,706	40.2	66.0%	69.0%
Multiple	5,657	27.1	16.4%	8.5%
American Indian	5,038	28.3	14.6%	13.0%
Other	574	33.1	1.7%	4.3%
Asian	167	35.3	0.5%	3.8%
Black	234	36.9	0.7%	1.3%
Pacific Islander	38	31.9	0.1%	0.2%

Chart I – 2025 Primary Service Area Population by Non-White Race



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HOUSING

Housing Inventory: The total number of housing units in the Immediate Service Area is 3,754 and in the Primary Service Area is 12,647. Of those, 95.6% are occupied (or 3,588) in the Immediate Service Area and 95.0% (or 12,010) are occupied within the Primary Service Area housing units. The total vacancy rate for the Immediate Service area is 4.2% and is 4.1% within the Primary Service Area. As a comparison, the vacancy rate nationally was 10.4%.

Of the available units:

Immediate Service Area	
For Rent	1.8%
Rented, Not Occupied	0.0%
For Sale	0.5%
Sold, Not Occupied	0.0%
For Seasonal Use	2.1%
Other vacant	0.0%

Primary Service Area	
For Rent	0.7%
Rented, Not Occupied	0.1%
For Sale	0.9%
Sold, Not Occupied	0.0%
For Seasonal Use	2.5%
Other vacant	0.0%

In most U.S. cities, a total housing vacancy rate of approximately **5% to 8%** is considered indicative of a stable and balanced housing market. This range allows for normal turnover, maintenance, and mobility without exerting excessive pressure on housing availability or pricing.

EXPENDITURES - HOUSEHOLD

Household Budget Expenditures: In addition to analyzing median age and median household income, it is important to consider household budget expenditures to gain a more complete understanding of the service areas. Examining spending on categories such as housing, shelter, utilities, fuel, public services, and entertainment and recreation offers valuable insight into local cost of living and consumer behavior. The table below presents a comparison of these expenditure categories within the defined service areas.

Household Budget Expenditures[1]:

Immediate Service Area	SPI	Average Amount Spent	Percent
Housing	89	$28,823	33.0%
Shelter	89	$23,815	27.3%
Utilities, Fuel, Public Service	84	$5,008	5.7%
Entertainment & Recreation	86	$3,542	4.1%

Primary Service Area	SPI	Average Amount Spent	Percent
Housing	94	$30,726	32.5%
Shelter	94	$25,102	26.5%
Utilities, Fuel, Public Service	95	$5,624	5.9%
Entertainment & Recreation	94	$3,860	4.1%

Colorado	SPI	Average Amount Spent	Percent
Housing	114	$37,084	32.9%
Shelter	115	$30,568	27.1%
Utilities, Fuel, Public Service	110	$6,515	5.8%
Entertainment & Recreation	112	$4,616	4.1%

SPI: Spending Potential Index as compared to the National number of 100.
Average Amount Spent: The average amount spent per household.
Percent: Percent of the total 100% of household expenditures.

Note: *Shelter along with Utilities, Fuel, Public Service are a portion of the Housing percentage.*

[1] Consumer Spending data are derived from the 2019 and 2021 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2024 and 2029.

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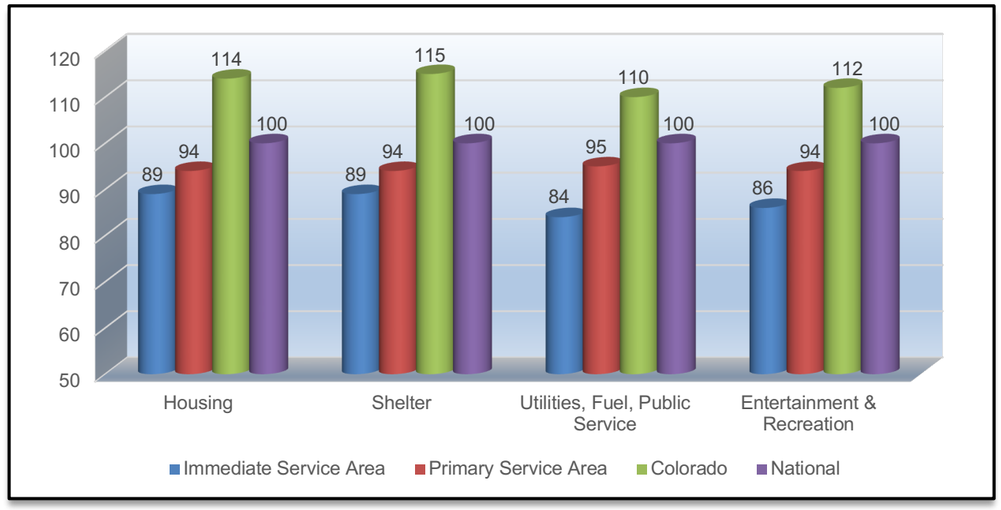
Chart J – Household Budget Expenditures Spending Potential Index:



The relationship between median household income and household spending is important because it shows whether local spending habits match the available financial resources. In both the Immediate and the Primary Service Areas, the Spending Potential Index is lower than both the state and national average, which suggests that a portion of households in the areas may have fewer financial resources and spend more cautiously on recreation services as a result.

EXPENDITURES - RECREATION

Recreation Expenditures Spending Potential Index: Finally, through ESRI, it is possible to examine the overall propensity for households to spend dollars on recreation activities. The following comparisons are possible.

Recreation Expenditures Spending Potential Index[2]:

Immediate Service Area	SPI	Average Spent
Fees for Participant Sports	94	$155.43
Fees for Recreational Lessons	100	$166.93
Social, Recreation, Club Membership	86	$271.45
Exercise Equipment/Game Tables	78	$62.15
Other Sports Equipment	96	$7.60

Primary Service Area	SPI	Average Spent
Fees for Participant Sports	101	$168.26
Fees for Recreational Lessons	98	$164.17
Social, Recreation, Club Membership	92	$289.92
Exercise Equipment/Game Tables	88	$70.80
Other Sports Equipment	100	$7.92

Colorado	SPI	Average Spent
Fees for Participant Sports	115	$191.54
Fees for Recreational Lessons	119	$198.17
Social, Recreation, Club Membership	114	$361.22
Exercise Equipment/Game Tables	112	$89.84
Other Sports Equipment	115	$9.08

Average Amount Spent: The average amount spent for the service or item in a year.
SPI: Spending potential index as compared to the national number of 100.

[2] Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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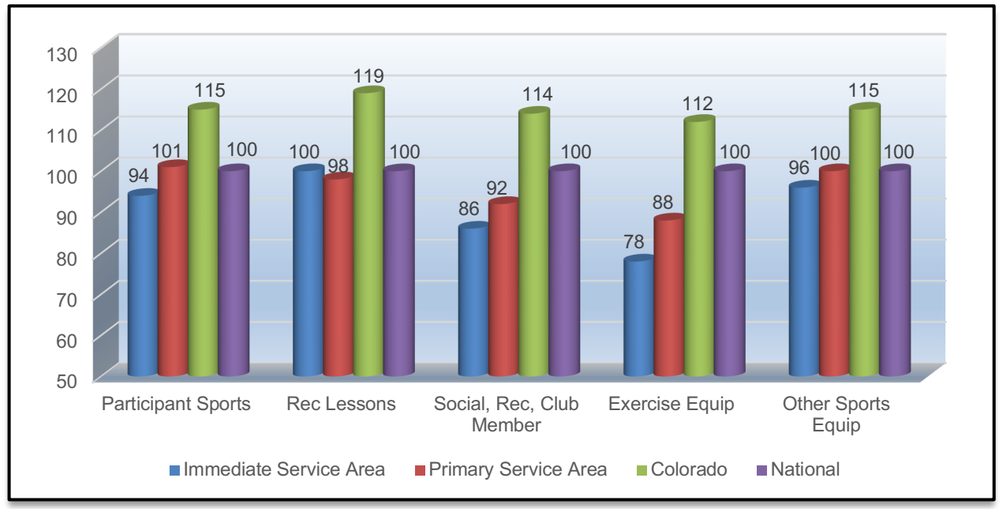
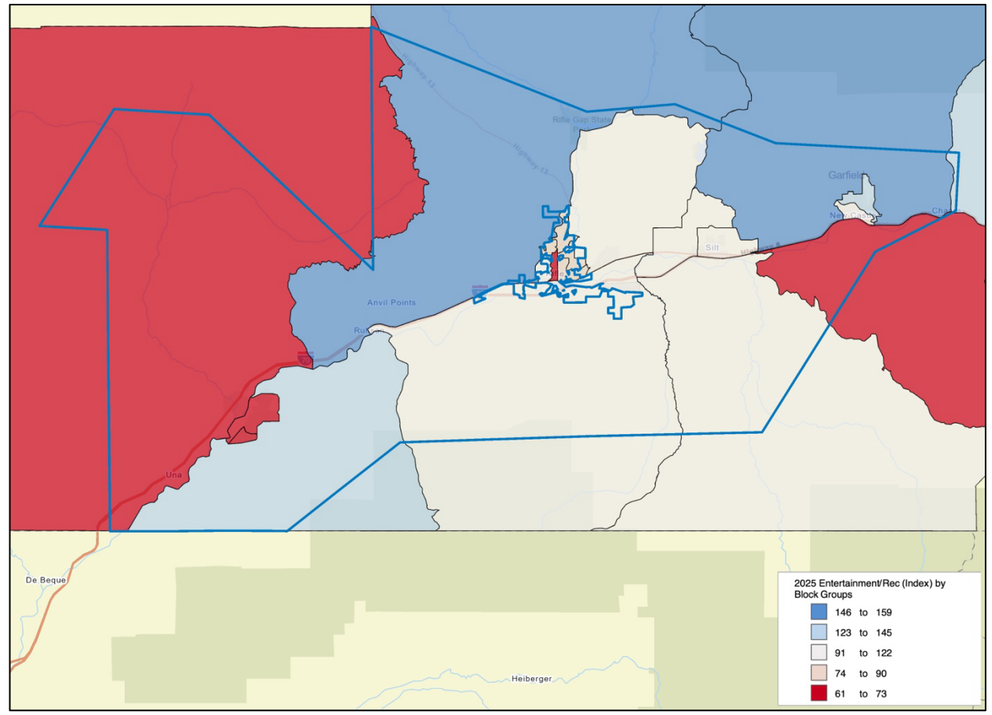
Chart K – Recreation Spending Potential Index:



Recreation Spending Potential Index by Census Block Group Map



TAPESTRY SEGMENTATION

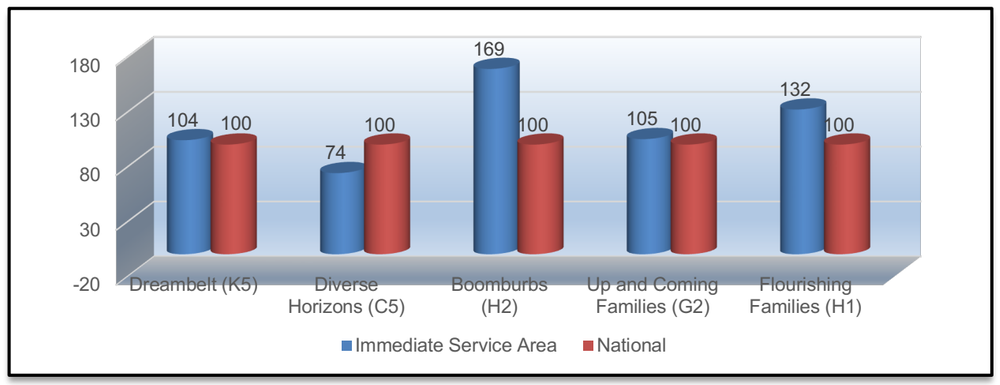
Tapestry Overview
ESRI's Tapestry Segmentation categorizes U.S. neighborhoods into 60 distinct segments organized into 12 "LifeMode" groups. Each segment reflects a specific blend of socioeconomic and demographic attributes—ranging from income and employment to housing type, education level, household composition, age, and other key drivers of consumer behavior.

For the Service Area(s), Tapestry segments offer a rich, community-level portrait of local residents—enabling tailored site selection/evaluation, marketing, and more effective audience targeting. Because it reflects aggregate trends, however, Tapestry data should never be used to make assumptions about any specific individual. For example, while a given segment may be characterized by high social-media engagement overall, not every household within that segment will necessarily be an avid social-media user.

On the following pages are the leading Tapestry segments for each service area, along with concise profiles of their defining characteristics. These insights, combined with our key-indicator and demographic analyses, will help the City of Rifle align its recreation programs, services, and facilities with the needs and interests of its community.

Immediate Service Area Tapestry Segment Comparison (ESRI estimates)

	Immediate Service Area		*Demographics*	
	Percent	**Cumulative Percent**	**Median Age**	**Median HH Income**
Dreambelt (K5)	34.1%	34.1%	41.5	$94,802
Diverse Horizons (C5)	24.3%	58.3%	35.2	$65,990
Boomburbs (H2)	20.8%	79.2%	34.5	$131,202
Up and Coming Families (G2)	17.2%	96.4%	33.6	$89,093
Flourishing Families (H1)	3.6%	99.9%	39.0	$111,751



Dreambelt (K5)	Middle-aged Western suburbanites with high rent and home prices	**Dreambelt (K5) -** These suburban neighborhoods are predominantly located in the West, often outside the principal cities of major metropolitan areas. About half of the population is between 35 and 74, and most households consist of married or cohabiting couples. Most households earn middle-tier incomes, and labor force participation is high. Neighborhoods consist mainly of single-family homes built between 1950 and 1990, offering ample parking space, often for three or more vehicles. Regular exercise and medical checkups are integral to their routine.
Diverse Horizons (C5)	Large families in urban rental neighborhoods	**Diverse Horizons (C5)** - Members of these communities, many of whom were born outside the U.S., live in and around metropolitan areas with populations exceeding 2.5 million. Families tend to be large, and a sizable proportion of the population consists of children. Nonfamily households, including individuals living alone, represent about a third of this segment. Purchases often center around clothing, food, and supplies for young children. Residents tend to carry a balance on multiple credit cards.
Boomburbs (H2)	High-earning suburban families in the South and West	**Boomburbs (H2)** - These neighborhoods are primarily located in the suburbs of metropolitan areas with populations exceeding 500,000. Most members of the segment are between 25 and 54, with an overall population that is young; nearly a third are under the age of 18. Married couples with or without children are prevalent in this segment. Household incomes are predominantly upper tier. They reside in newer single-family homes, typically constructed in 2000 or later. Spending centers around children, including clothing, medicine, toys, and entertainment. Individuals engage in regular exercise, eat organic foods, and spend time hiking and reading.

Up and Coming Families (G2)	Southern suburbanites with diverse family structures, education, and employment	**Up and Coming Families (G2)** - Residents in this segment tend to live in suburban neighborhoods. These are large, young families in a variety of household structures: married couples, both with and without children, make up about half of the households, with significant numbers of single-parent households, cohabiting couples with kids, and multigenerational families. There are many first-time homebuyers, and homeowners outnumber renters. Approximately half of homes in this segment were constructed in the last 5 to 10 years. Residents often commute longer distances, frequently outside their county of residence. These residents tend to spend money on their children, pets, and homes.
Flourishing Families (H1)	Large Southern and Midwestern suburban families in growing developments	**Flourishing Families (H1)** - Members of these communities reside mostly in lower-density, rapidly growing suburbs. Most householders are between the ages of 35 and 64, and households are mainly comprised of large families with children. Marriage rates are high. Members of this segment are often employed in professional roles and earn middle-tier incomes. Many are self-employed, and some households support their earnings with interest, dividends, or rental properties. Many households have multiple vehicles, and long commutes are common. They often play board games and read books.

Primary Service Area Tapestry Segment Comparison (ESRI estimates)

	Primary Service Area		*Demographics*	
	Percent	**Cumulative Percent**	**Median Age**	**Median HH Income**
Dreambelt (K5)	17.3%	17.3%	41.5	$94,802
Flourishing Families (H1)	14.9%	32.3%	39.0	$111,751
Up and Coming Families (G2)	14.2%	46.5%	33.6	$89,093
Moderate Metros (C6)	13.5%	60.0%	38.1	$70,055
Mobile Meadows (E4)	11.8%	71.7%	35.1	$54,988

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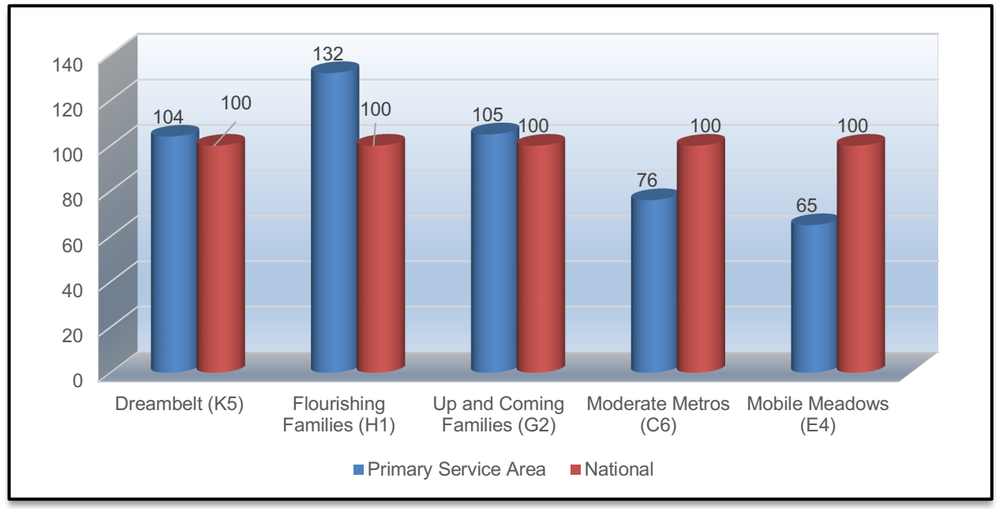

Dreambelt (K5)	Middle-aged Western suburbanites with high rent and home prices	**Dreambelt (K5) -** These suburban neighborhoods are predominantly located in the West, often outside the principal cities of major metropolitan areas. About half of the population is between 35 and 74, and most households consist of married or cohabiting couples. Most households earn middle-tier incomes, and labor force participation is high. Neighborhoods consist mainly of single-family homes built between 1950 and 1990, offering ample parking space, often for three or more vehicles. Regular exercise and medical checkups are integral to their routine.
Flourishing Families (H1)	Large Southern and Midwestern suburban families in growing developments	**Flourishing Families (H1)** - Members of these communities reside mostly in lower-density, rapidly growing suburbs. Most householders are between the ages of 35 and 64, and households are mainly comprised of large families with children. Marriage rates are high. Members of this segment are often employed in professional roles and earn middle-tier incomes. Many are self-employed, and some households support their earnings with interest, dividends, or rental properties. Many households have multiple vehicles, and long commutes are common. They often play board games and read books.

Up and Coming Families (G2)	Southern suburbanites with diverse family structures, education, and employment	**Up and Coming Families (G2)** - Residents in this segment tend to live in suburban neighborhoods. These are large, young families in a variety of household structures: married couples, both with and without children, make up about half of the households, with significant numbers of single-parent households, cohabiting couples with kids, and multigenerational families. There are many first-time homebuyers, and homeowners outnumber renters. Approximately half of homes in this segment were constructed in the last 5 to 10 years. Residents often commute longer distances, frequently outside their county of residence. These residents tend to spend money on their children, pets, and homes.
Moderate Metros (C6)	Young, suburban households with moderate incomes	**Moderate Metros (C6**) - These neighborhoods are young, growing, and usually located in suburbs and the peripheries of metropolitan areas with relatively dense populations of at least half a million. Single-person households make up about one-third of total households, followed by married, cohabiting, or single persons with children. There is an above-average presence of preschool-age children. Clothing, groceries, and electronics are typical purchases. Residents look for deals at discount stores and focus on essential items. Radio and online music services are common sources of entertainment.
Mobile Meadows (E4)	Low-income mobile homes in the South and West	**Mobile Meadows (E4)** - These neighborhoods are predominantly found in metropolitan and micropolitan areas. A steady influx of immigration contributes to cultural diversity in these communities. Married and cohabiting couples outnumber single-individual households, and around a third of households have children. Incomes predominantly fall within the low to middle tiers, with some households supported by social security and other forms of public assistance. Homes in these neighborhoods are primarily mobile homes. Vehicles are a necessary part of everyday life, and abundant open space often surrounds these communities.

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SECTION IV – PARTICIPATION FIGURES

MARKET POTENTIAL INDEX FOR ADULT PARTICIPATION

Adult participation rates for a variety of activities were extracted via ESRI analysis. The resulting Market Potential Index (MPI) values for each service area are presented below.

MPI measures the relative likelihood of the adults or households in the specified area to exhibit certain consumer behaviors or purchase patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data is based upon national propensities to use various products and services, applied to local demographic composition. Usage data was collected by MRI-Simmons in a national representative survey of U.S. households, with ESRI providing forecasting.

Table A - Market Potential Index (MPI) for Participation in Activities in Immediate Service Area

Adults participated in:	Expected Number of Adults	Percent of Population	MPI
Aerobics/12 Mo	608	7.8%	105
Baseball/12 Mo	254	3.3%	109
Basketball/12 Mo	497	6.4%	111
Bicycling (Road)/12 Mo	755	9.7%	97
Boxing/12 Mo	159	2.0%	114
CrossFit/12 Mo	156	2.0%	117
Football/12 Mo	238	3.1%	110
Golf/12 Mo	601	7.7%	96
Ice Skating/12 Mo	196	2.5%	98
Jogging or Running/12 Mo	887	11.4%	110
Kickboxing/12 Mo	139	1.8%	127
Martial Arts/12 Mo	115	1.5%	112
Pickleball/12 Mo	277	3.6%	98
Pilates/12 Mo	266	3.4%	106
Ping Pong/12 Mo	299	3.8%	96
Soccer/12 Mo	343	4.4%	118
Softball/12 Mo	145	1.9%	103
Spinning/12 Mo	136	1.7%	105
Swimming/12 Mo	1,224	15.7%	96
Tennis/12 Mo	258	3.3%	93
Volleyball/12 Mo	221	2.8%	107
Walking for Exercise/12 Mo	2,522	32.3%	100
Weight Lifting/12 Mo	1,356	17.4%	114
Yoga/12 Mo	791	10.1%	106
Zumba/12 Mo	223	2.9%	105

Table B - Market Potential Index (MPI) for Participation in Activities in Immediate Service Area

Adults participated in:	Expected Number of Adults	Percent of Population	MPI
Aerobics/12 Mo	1,950	7.6%	102
Baseball/12 Mo	839	3.3%	110
Basketball/12 Mo	1,573	6.2%	108
Bicycling (Road)/12 Mo	2,486	9.7%	97
Boxing/12 Mo	568	2.2%	124
CrossFit/12 Mo	502	2.0%	114
Football/12 Mo	747	2.9%	106
Golf/12 Mo	2,041	8.0%	99
Ice Skating/12 Mo	651	2.6%	100
Jogging or Running/12 Mo	2,697	10.6%	102
Kickboxing/12 Mo	440	1.7%	122
Martial Arts/12 Mo	407	1.6%	121
Pickleball/12 Mo	904	3.5%	98
Pilates/12 Mo	906	3.6%	110
Ping Pong/12 Mo	1,005	3.9%	98
Soccer/12 Mo	1,056	4.1%	111
Softball/12 Mo	460	1.8%	100
Spinning/12 Mo	448	1.8%	106
Swimming/12 Mo	4,201	16.5%	101
Tennis/12 Mo	893	3.5%	98
Volleyball/12 Mo	738	2.9%	109
Walking for Exercise/12 Mo	8,389	32.9%	101
Weight Lifting/12 Mo	4,053	15.9%	104
Yoga/12 Mo	2,521	9.9%	103

Expected # of Adults: Number of adults, 18 years of age and older, participating in the activity in the Service Area.
Percent of Population: Percent of the service area that participates in the activity.
MPI: Market potential index as compared to the national number of 100.

This table indicates that the overall propensity for adults to participate in activities in both Service Areas is mostly higher than the national number of 100. In many cases, when a participation number is lower than the National number, this is due to a lack of facilities or an inability to pay for services and programs.

In addition to analyzing the demographic realities of the service areas, it is possible to project possible participation in recreation and sport activities.

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PARTICIPATION NUMBERS

An in-depth survey of Americans' leisure-time spending is conducted annually by the National Sporting Goods Association, with its report published each May. The resulting participation data is used to map rates onto the Immediate and Primary Service Areas and determine market potential.

B*K combines the national average participation rate with three localized percentages—calculated for each Service Area based on age distribution, median household income, and regional factors—and averages them into a single service-area participation rate. Applied to the populations of both the Immediate and Primary Service Areas, this rate produces an estimate of market potential for various recreational activities.

Table C –Participation Rates in the Immediate Service Area

Activities	Age	Income	Region	Nation	Average
Aerobic	15.8%	16.5%	16.8%	15.8%	16.2%
Baseball	3.6%	4.5%	3.7%	3.5%	3.8%
Basketball	7.7%	10.6%	7.0%	7.7%	8.3%
Bicycle Riding	13.5%	15.6%	14.7%	13.2%	14.3%
Billiards/Pool	7.3%	8.5%	6.7%	7.3%	7.4%
Boxing	1.9%	2.9%	1.2%	1.9%	2.0%
Cheerleading	1.3%	1.8%	0.7%	1.3%	1.3%
Exercise Walking	34.2%	32.8%	34.1%	34.0%	33.8%
Exercise w/ Equipment	16.3%	16.6%	15.8%	16.4%	16.3%
Football (tackle)	2.2%	2.4%	1.5%	2.1%	2.0%
Golf	7.0%	6.4%	7.4%	7.0%	6.9%
Gymnastics	2.2%	3.6%	1.4%	2.1%	2.3%
Lacrosse	0.9%	1.4%	0.2%	0.9%	0.8%
Martial Arts/MMA	2.1%	3.2%	2.4%	2.0%	2.4%
Pickleball	4.9%	5.0%	6.5%	5.0%	5.3%
Pilates	2.5%	2.6%	2.6%	2.6%	2.6%
Running/Jogging	12.9%	16.0%	11.2%	13.1%	13.3%
Soccer	5.3%	7.5%	5.1%	5.1%	5.7%
Softball	2.6%	3.6%	2.7%	2.5%	2.8%
Swimming	15.6%	16.2%	15.8%	15.2%	15.7%
Table Tennis/Ping Pong	4.6%	5.9%	4.8%	4.6%	5.0%
Tennis	4.9%	6.9%	2.9%	4.8%	4.9%
Volleyball	3.5%	4.7%	3.3%	3.5%	3.8%
Water Skiing	1.3%	2.2%	1.2%	1.3%	1.5%
Weight Lifting	11.9%	11.0%	13.5%	12.2%	12.2%
Workout @ Clubs	9.7%	10.3%	9.7%	9.9%	9.9%
Wrestling	1.2%	1.6%	0.6%	1.2%	1.1%
Yoga	9.3%	11.1%	8.8%	9.3%	9.6%

Table D –Participation Rates in the Primary Service Area

Activities	Age	Income	Region	Nation	Average
Aerobic	15.8%	16.5%	16.8%	15.8%	16.2%
Baseball	3.6%	4.5%	3.7%	3.5%	3.8%
Basketball	7.7%	10.6%	7.0%	7.7%	8.3%
Bicycle Riding	13.5%	15.6%	14.7%	13.2%	14.3%
Billiards/Pool	7.3%	8.5%	6.7%	7.3%	7.4%
Boxing	1.9%	2.9%	1.2%	1.9%	2.0%
Cheerleading	1.3%	1.8%	0.7%	1.3%	1.3%
Exercise Walking	34.2%	32.8%	34.1%	34.0%	33.8%
Exercise w/ Equipment	16.3%	16.6%	15.8%	16.4%	16.3%
Football (tackle)	2.2%	2.4%	1.5%	2.1%	2.0%
Golf	7.0%	6.4%	7.4%	7.0%	6.9%
Gymnastics	2.2%	3.6%	1.4%	2.1%	2.3%
Lacrosse	0.9%	1.4%	0.2%	0.9%	0.8%
Martial Arts/MMA	2.1%	3.2%	2.4%	2.0%	2.4%
Pickleball	4.9%	5.0%	6.5%	5.0%	5.3%
Pilates	2.5%	2.6%	2.6%	2.6%	2.6%
Running/Jogging	12.9%	16.0%	11.2%	13.1%	13.3%
Soccer	5.3%	7.5%	5.1%	5.1%	5.7%
Softball	2.6%	3.6%	2.7%	2.5%	2.8%
Swimming	15.6%	16.2%	15.8%	15.2%	15.7%
Table Tennis/Ping Pong	4.6%	5.9%	4.8%	4.6%	5.0%
Tennis	4.9%	6.9%	2.9%	4.8%	4.9%
Volleyball	3.5%	4.7%	3.3%	3.5%	3.8%
Water Skiing	1.3%	2.2%	1.2%	1.3%	1.5%
Weight Lifting	11.9%	11.0%	13.5%	12.2%	12.2%
Workout @ Clubs	9.7%	10.3%	9.7%	9.9%	9.9%
Wrestling	1.2%	1.6%	0.6%	1.2%	1.1%
Yoga	9.3%	11.1%	8.8%	9.3%	9.6%

Age: Participation based on individuals ages 7 & Up of the Service Area.
Income: Participation based on the 2025 estimated median household income in the Service Area.
Region: Participation based on regional statistics (Mountain).
National: Participation based on national statistics.
Average: Average of the four columns.

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ANTICIPATED PARTICIPATION NUMBER

Utilizing the average percentage from Table C and D above plus the 2020 census information and census estimates for 2025 and 2030 (over age 7) the following comparisons are available.

Table E –Participation Growth or Decline for Indoor Activities in Immediate Service Area

Indoor Activities	Average	2020 Population	2025 Population	2030 Population	Difference
Aerobic	16.2%	4,968	5,046	5,026	58
Baseball	3.8%	1,172	1,190	1,186	14
Basketball	8.3%	2,532	2,572	2,561	30
Bicycle Riding	14.3%	4,369	4,437	4,420	51
Billiards/Pool	7.4%	2,282	2,318	2,309	27
Boxing	2.0%	603	612	610	7
Cheerleading	1.3%	392	398	396	5
Exercise Walking	33.8%	10,348	10,511	10,470	122
Exercise w/ Equipment	16.3%	4,989	5,067	5,047	59
Football (tackle)	2.0%	625	635	632	7
Golf	6.9%	2,127	2,161	2,152	25
Gymnastics	2.3%	709	720	718	8
Lacrosse	0.8%	258	262	261	3
Martial Arts/MMA	2.4%	741	753	750	9
Pickleball	5.3%	1,638	1,664	1,658	19
Pilates	2.6%	793	805	802	9
Running/Jogging	13.3%	4,077	4,141	4,125	48
Soccer	5.7%	1,759	1,787	1,780	21
Softball	2.8%	871	885	881	10
Swimming	15.7%	4,811	4,887	4,868	57
Table Tennis/Ping Pong	5.0%	1,522	1,546	1,540	18
Tennis	4.9%	1,492	1,515	1,509	18
Volleyball	3.8%	1,151	1,169	1,164	14
Water Skiing	1.5%	458	465	463	5
Weight Lifting	12.2%	3,723	3,782	3,767	44
Workout @ Clubs	9.9%	3,034	3,082	3,070	36
Wrestling	1.1%	350	355	354	4
Yoga	9.6%	2,946	2,993	2,981	35

Table F –Participation Growth or Decline for Indoor Activities in Primary Service Area

Indoor Activities	Average	2020 Population	2025 Population	2030 Population	Difference
Aerobic	16.2%	4,968	5,046	5,026	58
Baseball	3.8%	1,172	1,190	1,186	14
Basketball	8.3%	2,532	2,572	2,561	30
Bicycle Riding	14.3%	4,369	4,437	4,420	51
Billiards/Pool	7.4%	2,282	2,318	2,309	27
Boxing	2.0%	603	612	610	7
Cheerleading	1.3%	392	398	396	5
Exercise Walking	33.8%	10,348	10,511	10,470	122
Exercise w/ Equipment	16.3%	4,989	5,067	5,047	59
Football (tackle)	2.0%	625	635	632	7
Golf	6.9%	2,127	2,161	2,152	25
Gymnastics	2.3%	709	720	718	8
Lacrosse	0.8%	258	262	261	3
Martial Arts/MMA	2.4%	741	753	750	9
Pickleball	5.3%	1,638	1,664	1,658	19
Pilates	2.6%	793	805	802	9
Running/Jogging	13.3%	4,077	4,141	4,125	48
Soccer	5.7%	1,759	1,787	1,780	21
Softball	2.8%	871	885	881	10
Swimming	15.7%	4,811	4,887	4,868	57
Table Tennis/Ping Pong	5.0%	1,522	1,546	1,540	18
Tennis	4.9%	1,492	1,515	1,509	18
Volleyball	3.8%	1,151	1,169	1,164	14
Water Skiing	1.5%	458	465	463	5
Weight Lifting	12.2%	3,723	3,782	3,767	44
Workout @ Clubs	9.9%	3,034	3,082	3,070	36
Wrestling	1.1%	350	355	354	4
Yoga	9.6%	2,946	2,993	2,981	35

Note: These figures do not necessarily translate into attendance figures for various activities or programs.

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PARTICIPATION BY ETHNICITY AND RACE

The table below compares the overall rate of participation nationally with the rate for Hispanics and African Americans. Utilizing information provided by the National Sporting Goods Association's 2024 survey, the following comparisons are possible.

Immediate Service Area Comparison of National, African American and Hispanic Participation Rates

Indoor Activity	Immediate Service Area	National Participation	African American Participation	Hispanic Participation
Aerobic	16.2%	15.8%	13.1%	17.8%
Baseball	3.8%	3.5%	2.4%	4.1%
Basketball	8.3%	7.7%	13.9%	8.0%
Bicycle Riding	14.3%	13.2%	11.0%	12.4%
Billiards/Pool	7.4%	7.3%	5.3%	7.3%
Boxing	2.0%	1.9%	3.6%	2.8%
Cheerleading	1.3%	1.3%	1.7%	1.3%
Exercise Walking	33.8%	34.0%	28.5%	27.9%
Exercise w/ Equipment	16.3%	16.4%	15.6%	15.2%
Football (tackle)	2.0%	2.1%	3.4%	2.1%
Golf	6.9%	7.0%	3.4%	4.5%
Gymnastics	2.3%	2.1%	2.8%	2.3%
Lacrosse	0.8%	0.9%	1.0%	0.5%
Martial Arts/MMA	2.4%	2.0%	2.3%	2.7%
Pickleball	5.3%	5.0%	2.4%	4.1%
Pilates	2.6%	2.6%	2.5%	2.5%
Running/Jogging	13.3%	13.1%	15.6%	15.6%
Soccer	5.7%	5.1%	4.2%	6.5%
Softball	2.8%	2.5%	1.6%	3.4%
Swimming	15.7%	15.2%	8.5%	12.4%
Table Tennis/Ping Pong	5.0%	4.6%	3.1%	3.2%
Tennis	4.9%	4.8%	3.7%	3.9%
Volleyball	3.8%	3.5%	2.5%	3.6%
Water Skiing	1.5%	1.3%	0.7%	0.9%
Weight Lifting	12.2%	12.2%	12.8%	12.8%
Workout @ Clubs	9.9%	9.9%	8.9%	9.5%
Wrestling	1.1%	1.2%	1.9%	1.3%
Yoga	9.6%	9.3%	7.5%	8.8%

There is a significant Hispanic population of over 40% in the Immediate Service Area; there is not a significant Black population (less than 1%).

Primary Service Area Comparison of National, African American and Hispanic Participation Rates

Indoor Activity	Primary Service Area	National Participation	African American Participation	Hispanic Participation
Aerobic	16.2%	15.8%	13.1%	17.8%
Baseball	3.8%	3.5%	2.4%	4.1%
Basketball	8.3%	7.7%	13.9%	8.0%
Bicycle Riding	14.3%	13.2%	11.0%	12.4%
Billiards/Pool	7.4%	7.3%	5.3%	7.3%
Boxing	2.0%	1.9%	3.6%	2.8%
Cheerleading	1.3%	1.3%	1.7%	1.3%
Exercise Walking	33.8%	34.0%	28.5%	27.9%
Exercise w/ Equipment	16.3%	16.4%	15.6%	15.2%
Football (tackle)	2.0%	2.1%	3.4%	2.1%
Golf	6.9%	7.0%	3.4%	4.5%
Gymnastics	2.3%	2.1%	2.8%	2.3%
Lacrosse	0.8%	0.9%	1.0%	0.5%
Martial Arts/MMA	2.4%	2.0%	2.3%	2.7%
Pickleball	5.3%	5.0%	2.4%	4.1%
Pilates	2.6%	2.6%	2.5%	2.5%
Running/Jogging	13.3%	13.1%	15.6%	15.6%
Soccer	5.7%	5.1%	4.2%	6.5%
Softball	2.8%	2.5%	1.6%	3.4%
Swimming	15.7%	15.2%	8.5%	12.4%
Table Tennis/Ping Pong	5.0%	4.6%	3.1%	3.2%
Tennis	4.9%	4.8%	3.7%	3.9%
Volleyball	3.8%	3.5%	2.5%	3.6%
Water Skiing	1.5%	1.3%	0.7%	0.9%
Weight Lifting	12.2%	12.2%	12.8%	12.8%
Workout @ Clubs	9.9%	9.9%	8.9%	9.5%
Wrestling	1.1%	1.2%	1.9%	1.3%
Yoga	9.6%	9.3%	7.5%	8.8%

There is a significant Hispanic population of over 32% in the Primary Service Area; there is not a significant Black population (less than 1%).

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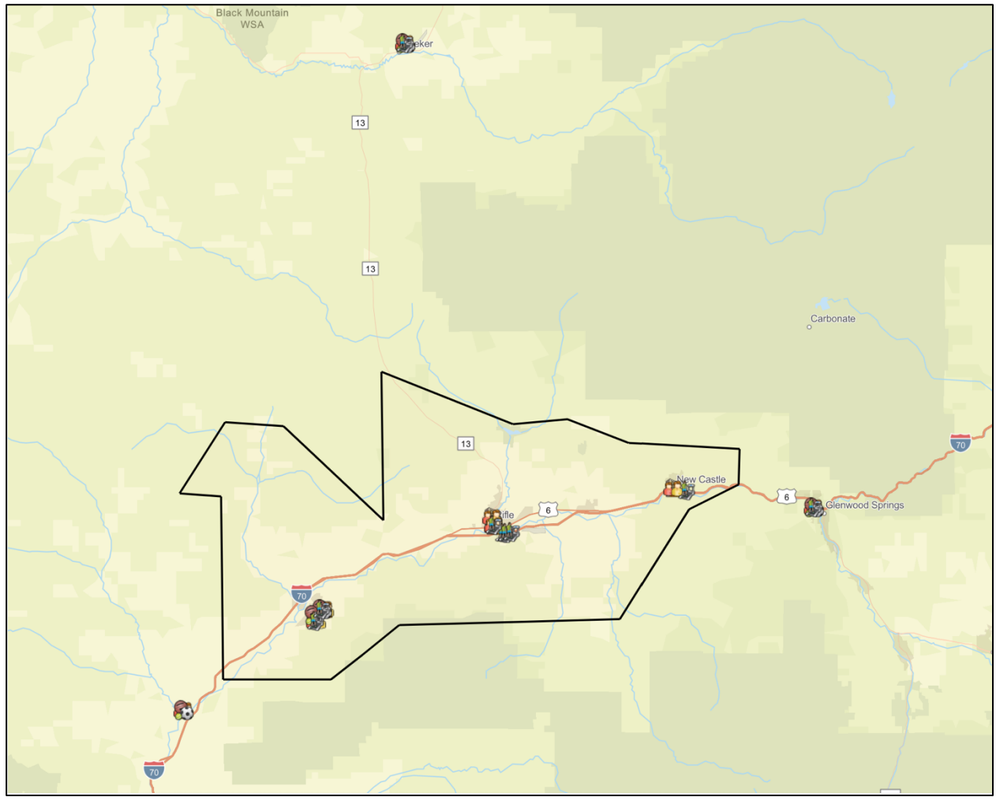
SECTION V - ALTERNATE PROVIDERS ANALYSIS

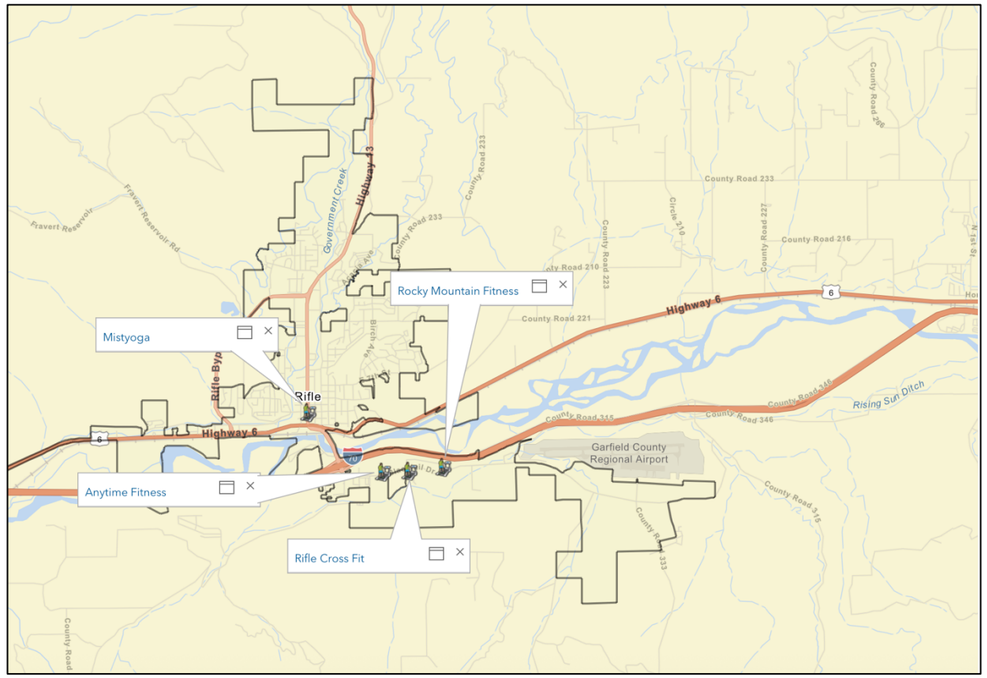
An important component of this feasibility study is understanding the other organizations and facilities in and around Rifle that provide recreation, fitness, meeting, or wellness opportunities. This helps identify potential overlaps, gaps, and partnership opportunities.

Ballard*King & Associates looked at providers not only within the Immediate and Primary Service Area, but key providers slightly outside this area, particularly with respect to public recreation providers. Alternate providers identified include: Anytime Fitness, Full Throttle Dance, Garfield County Fairgrounds, Mistyoga, Rifle Branch Library (indoor office space), Rifle Climbing Center, Rifle Cowork (indoor office space), Rifle Cross Fit, Rocky Mountain Fitness, Super Kidz Play Park, John and Jody Lyons , Old Middle School, Be Fitness Revolution, Defiance West Strength and Conditioning, Medley on Main, New Castle Community Center (indoor office space), Meeker Recreation Center, Glenwood Springs Recreation Center, DeBeque Activity Center, Grand Valley Recreation Center and the RE-16 District Building.



(All Alternate Providers shown with Icons.)

In evaluating alternate providers in the Service Area(s), the assessment shows that the Immediate Service Area, the City of Rifle, is served primarily by private fitness providers, such as Anytime Fitness, Rocky Mountain Fitness, Mistyoga, and Rifle CrossFit. These facilities focus on fitness-only offerings—primarily weight training, cardio, yoga, and group exercise. They operate on membership models, do not provide aquatics or large multipurpose spaces, and generally do not serve youth or seniors beyond specialized fitness classes.



(Detail of Immediate Service Area with Fitness Providers.)

Several public facilities supplement this landscape, including the Garfield County Fairgrounds, Rifle Branch Library, and nearby recreation centers in Glenwood Springs, Battlement Mesa, Meeker, and New Castle. These provide access to community rooms, gymnasiums, and in some cases aquatics, but are located outside Rifle or serve different primary purposes. Local meeting room spaces, such as Rifle Cowork and the Library, provide small-scale gathering capacity but not large recreation amenities.

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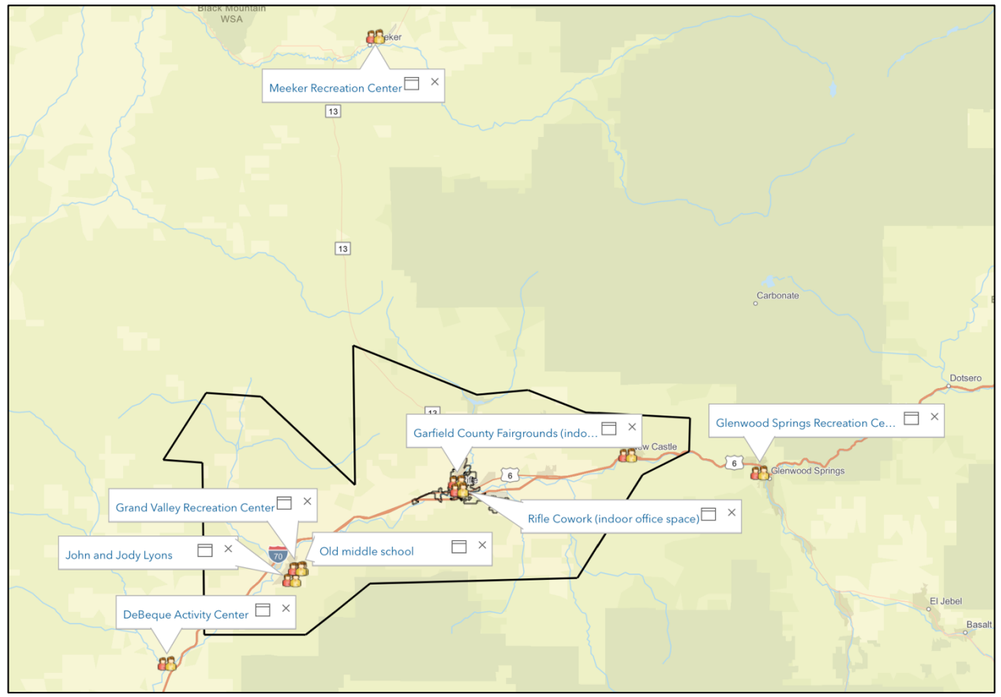

(Public and Meeting Room Spaces.)

The overall picture is that Rifle has a variety of niche or single-purpose providers, such as boutique fitness studios, coworking/meeting spaces, or regional recreation centers outside the City of Rifle, but lacks a comprehensive, publicly accessible recreation facility that integrates fitness, aquatics, gymnasium space, youth and adult programs, and community gathering areas under one roof. This gap highlights the opportunity for a new recreation center in Rifle to serve as the central hub for recreation and wellness, complementing, rather than duplicating, the services of existing providers.

Because there are several private fitness providers close to Rifle, it will be important to explain how the fitness space in the proposed new facility is meant to complement - not replace - what already exists. A study presented at the 2020 NRPA Conference by Joseph T. Walker, PhD, and Zachary Beldon, MA, University of North Texas, showed that new community recreation centers can actually grow the overall fitness market. In their research, residents joined the municipal center at high rates while private club memberships stayed steady, and the added exposure to fitness programs created new opportunities for private providers to expand their services and attract more participants.

ALTERNATE PROVIDERS (LIST)

Facility Name	City	Amenities	Ownership	Pool	Fitness Center	Gym	Climbing Wall	Ice Rink	Group Fitness	Childcare	Dance	Yoga	Racquet ball or Tennis	Meeting Rooms	Youth Programs	Adult Programs
Anytime Fitness	Rifle	24/7 access, cardio, free weights, Olympic weights, showers, group fitness, personal training	Private		x				x							
Full Throttle Dance	Rifle	Dance instruction (ballet, jazz, hip-hop, contemporary), youth dance programs, recitals	Private								x				x	
Garfield County Fairgrounds (indoor office space)	Rifle	Event center, indoor/outdoor arenas, meeting rooms, concession, rentals	Public											x		
Mistyoga	Rifle	Yoga Studio	Private		x							x				
Rifle Branch Library (indoor office space)	Rifle	Study rooms, meeting spaces, public computers, Wi-Fi, printing/copying, programs & events	Public											x		
Rifle Climbing Center	Rifle	Indoor climbing gym, bouldering, top-rope, climbing classes, youth programs	Private				x								x	
Rifle Cowork (indoor office space)	Rifle	Coworking desks, private offices, meeting rooms, Wi-Fi, printers, lounge/coffee	Private												x	
Rifle Cross Fit	Rifle	CrossFit workouts, group training, functional fitness equipment	Private		x				x							
Rocky Mountain Fitness	Rifle	24/7 access, weight room, turf room, group classes (spin, step), personal training, showers, lockers	Private		x				x							
Super Kidz Play Park	Rifle	Indoor playground, toddler area, inflatables, birthday party rooms, concessions	Private													
John and Jody Lyons	Parachute	Private studio space; yoga/fitness classes and rentals (community listing space to rent out for yoga)	Private		x							x		x		
Old Middle School	Parachute	Multi-purpose gym and rooms, community rentals (managed via Battlement Mesa Parks & Rec)	Public											x		
Be Fitness Revolution	New Castle	Personal training, group fitness, functional training, cardio & weights	Private		x				x							
Defiance West Strength and Conditioning	New Castle	Strength & conditioning gym, small-group classes, coaching, Olympic lifting	Private						x							
Medley on Main	New Castle	Yoga classes, wellness workshops, holistic health programming	Private									x				
New Castle Community Center (indoor office space)	New Castle	Community rooms, youth/adult programs, sports leagues, arts & crafts, rentals	Public											x	x	x
Meeker Recreation Center	Meeker	Indoor pool, gymnasium, fitness room, racquetball, event rooms, lounge, youth/adult sports programs	Public	x	x	x							x	x	x	x
Glenwood Springs Recreation Center	Glenwood Springs	Aquatic center, climbing wall, gymnasium, fitness center, ice rink, group fitness, childcare, rentals	Public		x	x	x	x	x	x				x		
DeBeque Activity Center	De Beque	74,00 sq. ft, gymnasium, industrial kitchen, meeting room	Public			x								x		
Grand Valley Recreation Center	Battlement Mesa	Indoor track, weight room, basketball, tennis, swimming pool, racquetball, hot tub, group fitness, childcare, rentals	Public	x	x	x			x	x			x	x		
RE-16 District Building	Battlement Mesa	indoor gym for basketball and pickleball	Public			x										

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APPENDIX A: NATIONAL RECREATION AND PARK AND ASSOCIATION

NATIONAL SUMMARY OF SPORTS PARTICIPATION

The following chart summarizes participation for indoor activities utilizing information from the 2024 National Sporting Goods Association survey.

Table E – Sports Participation Summary

	Nat'l Rank[3]	Nat'l Participation (in millions)
Aerobic Exercise	N/A	N/A
Baseball	27	10.7
Basketball	13	23.9
Bicycle Riding	5	40.6
Boxing	45	6.0
Cheerleading	50	3.7
Exercise Walking	1	105.1
Exercise w/ Equip	3	50.7
Football (tackle)	35	6.6
Golf	16	21.6
Gymnastics	40	6.5
Lacrosse	56	2.6
Martial Arts/MMA	41	6.3
Pickleball	19	15.4
Pilates	30	8.0
Running/Jogging	6	40.4
Soccer	18	15.8
Softball	31	7.9
Table Tennis/Ping Pong	21	14.2
Tennis	20	15.0
Volleyball	26	10.8
Weightlifting	8	37.6
Workout @ Club	9	30.7
Wrestling	51	3.7
Yoga	12	28.6

Nat'l Rank: Popularity of sport based on national survey.
Nat'l Participation: Population that participate in this sport on national survey.

[3] This rank is based upon the 58 activities reported on by NSGA in their 2024 survey instrument.

NATIONAL PARTICIPATION BY AGE GROUP

Within the NSGA survey, participation is broken down by age groups. As such B*K can identify the top 3 age groups participating in the activities reflected in this report.

Chart F – Participation by Age Group:

	Largest	Second Largest	Third Largest
Aerobic Exercise	35-44	25-34	45-54
Baseball	7-11	12-17	35-44
Basketball	12-17	25-34	35-44
Bicycle Riding	7-11	35-44	25-34
Boxing	25-34	35-44	18-24
Cheerleading	12-17	7-11	35-44
Exercise Walking	55-64	25-34	35-44
Exercise w/ Equip	25-34	35-44	45-54
Football (tackle)	12-17	25-34	35-44
Golf	35-44	25-34	55-64
Gymnastics	7-11	12-17	25-34
Lacrosse	12-17	25-34	7-11
Martial Arts/MMA	7-11	12-17	35-44
Pickleball	55-64	45-54	35-44
Pilates	25-34	35-44	45-54
Running/Jogging	25-34	35-44	12-17
Soccer	7-11	12-17	25-34
Softball	7-11	12-17	35-44
Table Tennis/Ping Pong	25-34	35-44	12-17
Tennis	35-44	25-343	12-17
Volleyball	12-17	25-34	35-44
Weightlifting	25-34	35-44	45-54
Workout @ Club	25-34	335-44	45-54
Wrestling	12-17	35-44	25-34
Yoga	25-34	35-44	45-54

Largest: Age group with the highest rate of participation.
Second Largest: Age group with the second highest rate of participation.
Third Largest: Age group with the third highest rate of participation.

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NATIONAL SPORTS PARTICIPATION TRENDS

Below are listed several sports activities and the percentage of growth or decline that each has experienced nationally over the last ten years (2015-2024).

Table G – National Activity Trend (in millions)

	2015 Participation	2024 Participation	Percent Increase
Aerobic Exercise	45.1	N/A	N/A
Baseball	11.8	10.6	-10.2%
Basketball	24.8	23.9	-3.6%
Bicycle Riding	36.0	40.6	12.8%
Boxing	3.6	6.0	66.7%
Cheerleading	3.7	3.9	5.4%
Exercise Walking	106.3	105.1	-1.1%
Exercise w/ Equip	56.3	50.7	-9.9%
Football (tackle)	7.8	6.6	-15.4
Golf	18.6	21.6	16.1%
Gymnastics	5.8	6.5	12.1%
Lacrosse	2.9	2.6	-10.3%
Martial Arts/MMA	6.6	6.3	-4.5%
Pickleball	N/A[1]	15.4	805.9%[4]
Pilates	5.6	8.0	42.9%
Running/Jogging	44.5	40.4	-9.2%
Soccer	14.1	15.8	12.1%
Softball	9.8	7.9	-19.4%
Table Tennis/Ping Pong	10.5	14.2	35.2%
Tennis	12.8	15.0	17.2%
Volleyball	10.7	10.8	1.7%
Weightlifting	34.8	37.6	8.0%
Workout @ Club	36.6	30.7	-16.1%
Wrestling	3.0	3.7	23.3%
Yoga	30.7	28.6	-6.8%

2015 Participation: The number of participants per year in the activity (in millions) in the United States.
2024 Participation: The number of participants per year in the activity (in millions) in the United States.
Percent Change: The percent change in the level of participation from 2015 to 2024.

[4] Participation for this activity was not tracked in 2015, so this increase is computed from 2019

APPENDIX B: NATIONAL ENDOWMENT FOR THE ARTS (NEA)

The NEA provides insight into how Americans are spending their time with art and art-like activities. The Survey of Public Participation in the Arts (SPPA) is the nation's largest, most representative survey of adult patterns of arts participation in the United States. The NEA completes its survey on only an occasional basis with the last three available reports being in years 2012, 2017 and 2022.

Percentage of U.S. Adult Attending a Performing Arts Activity at Least Once in the Past 12-Months

				Rate of Change	
Music	**2012**	**2017**	**2022**	**2012-2022**	**2017-2022**
Outdoor Performing Arts Festival	20.8%	24.2%	18.7%	-2.1%	-5.5%
Jazz	8.1%	8.6%	6.3%	-1.8%	-2.3%
Classical Music	8.8%	8.6%	4.6%	-4.2%	-4.0%
Latin Music	5.1%	5.9%	3.9%	-1.2%	-2.0%
Opera	2.1%	2.2%	0.7%	-1.4%	-1.5%

				Rate of Change	
Plays	**2012**	**2017**	**2022**	**2012-2022**	**2017-2022**
Musical Plays	15.2%	16.5%	10.3%	-4.9%	-6.2%
Non-Musical Plays	8.3%	9.4%	4.5%	-3.8%	-4.9%

				Rate of Change	
Dance	**2012**	**2017**	**2022**	**2012-2022**	**2017-2022**
Other Dance	5.6%	6.3%	3.3%	-2.3%	-3.0%
Ballet	2.7%	3.1%	2.0%	-0.7%	-1.1%

- Following a minimal increase in almost all arts attendance that occurred from 2012-2017, participation rates decreased from 2017-2022.
- Changes in the U.S. demographic composition appear to have contributed to attendance in performing arts attendance. Still, various subgroups of Americans have decreased attendance rates for individual art forms. Covid-19 played its role in the decrease in participation as well.
- The most popular site to attend in-person arts events was an open-air facility (parks, pavilions, amphitheaters) at 17.1%. The next venue is restaurants, bars, nightclubs and coffee shops (10.3%) with the remainder fairly equal including schools, churches and community centers and libraries.
- Those who attended learned about the event most frequently through social media (17.0%) then through friends (14.7%) with traditional media next (11.3%).

PERCENTAGE OF U.S. ADULTS ATTENDING VISUAL ARTS ACTIVITIES / EVENTS

				Rate of Change	
	2012	**2017**	**2022**	**2012-2022**	**2017-2022**
Parks/Historical Buildings	22.4%	28.3%	26.0%	+3.6%	-2.3%
Art Museums/Galleries	21.0%	23.7%	17.7%	-3.3%	-6.0%
Craft/Visual Arts Festivals	23.9%	23.8%	17.1%	-6.8%	-6.7%

- Art Museums/Galleries and Parks/Historical Buildings attendance has increased from 2012 to 2017 but decreased in 2022.
- Craft/Visual Arts Festivals have seen a decline between 2012-2022.

READING BOOKS AND LITERATURE

Reading Activity

				Rate of Change	
	2012	**2017**	**2022**	**2012-2022**	**2017-2022**
Read any Book, non-required	54.6%	52.7%	48.5%	-6.1%	-4.2%
Literature	47.0%	44.2%	39.6%	-7.4%	-4.6%
Novels and Short Stories	45.2%	41.8%	37.6%	-7.6%	-4.2%
Plays	2.9%	3.7%	2.4%	-0.5%	-1.3%
Poetry	6.7%	11.7%	9.2%	+2.5%	-2.5%

Percent of U.S. Adults Who Read and/or Listened to Books in 2022

	Percentage
Read Books and/or Listened to Audiobooks	51.9%
Read Books	48.5%
Listened to Audiobooks	18.5%

Percentage of U.S. Adults Who Read Literary Works and/or Listened to Them via Streaming, Broadcasts, or Recordings in 2022

	Read	Listened via Media	Read and/or Listened via Media
Novels or short stories	37.6%	17.6%	43.2%
Poetry	9.2%	4.8%	11.5%
Plays	2.4%	N/A	N/A

- Read any Book (non-required), Literature, and Novels and Short Stories have seen a decline between 2012 and 2022. In 2022, fewer than 50 percent of adults read any book (in print or electronically) in the previous 12 months. This rate is four and six points lower than in 2017 and 2012.

- Plays and Poetry saw an increase between 2012 to 2017, but decreased 2017 to 2022.

CONSUMING ART THROUGH ELECTRONIC MEDIA

Percent of U.S. Adults Who Consumed Art via Electronic or Digital Media

	2017	2022	Rate of Change
Watched or listened to other kinds of music	65.2%	63.0%	-2.2%
Watched or listened to documentaries of any kind	n/a	37.0%	n/a
Watched or listened to programs, podcasts, or other video or audio content about music, dance, or theater	n/a	18.4%	n/a
Watched or listened to jazz music	20.0%	16.3%	-3.7%
Watched or listened to Latin, Spanish, or salsa music	18.5%	16.8%	-2.7%
Watched or listened to classical music or opera	20.6%	14.3%	-6.3%
Watched or listened to programs, podcasts, or other video or audio content about books or writers	19.1%	13.6%	-5.5%
Viewed art via device	16.0%	11.1%	-5.9%
Watched or listened to theater productions	16.2%	11.0%	-5.2%
Watched or listened to dance performances	14.1%	9.9%	-4.2%
Watched or listened to programs, podcasts, or other video or audio content about the visual arts	14.0%	9.0%	-5.0%
Viewed or interacted with an art exhibit or performance via device in a museum, theater, or concert hall	16.0%	7.1%	-8.9%

- Sixty-three percent of adults used media in 2022 to listen to music other than jazz music, Latin, Spanish, or salsa music, or classical music or opera.

- In 2022, 14 percent of adults consumed programs or podcasts about books or writers in 2022.

MAKING AND SHARING ART

Percent of U.S. Adults Who Performed or Created Art, by Selected Activities

	2017	2022	Rate of Change
Do social dancing, including dancing at weddings, clubs, or other social settings	24.0%	21.8%	-2.2%
Sing alone, in a social gathering, or in a group or choir	25.4%	20.2%	-4.2%
Take photographs as an artistic activity	13.8%	13.3%	-0.5%
Do weaving, crocheting, quilting, needlepoint, knitting, or sewing	11.7%	11.7%	—
Play a musical instrument	10.9%	11.4%	+0.5%
Create other visual art	13.4%	10.7%	-2.4%
Create leatherwork, metalwork, or woodwork	6.6%	9.0%	+2.4%
Do creative writing, such as fiction, non-fiction, poetry, or plays	6.6%	6.9%	-0.3%
Create any performance or work of visual art using a computer or mobile device	3%	4.5%	+1.5%
Create pottery, ceramics, or jewelry	4.1%	4.4%	-0.3%
Create films or videos as an artistic activity	5.2%	4.0%	-1.2%
Play a musical instrument with one or more partners, a band, orchestra, or other music group	3.9%	3.0%	-0.9%
Perform or practice dance	3.5%	2.0%	-1.5%
Design, code, or create any games, software, or tools	n/a	2.0%	—
Do acting	2.3%	1.6%	-0.7%

The proportion of adults singing declined from 2017 to 2022, by five percentage points.

Social dancing took the place of singing as the most popular activity across all forms of personal arts performance and creation.

PARTICIPATING IN ARTS LEARNING

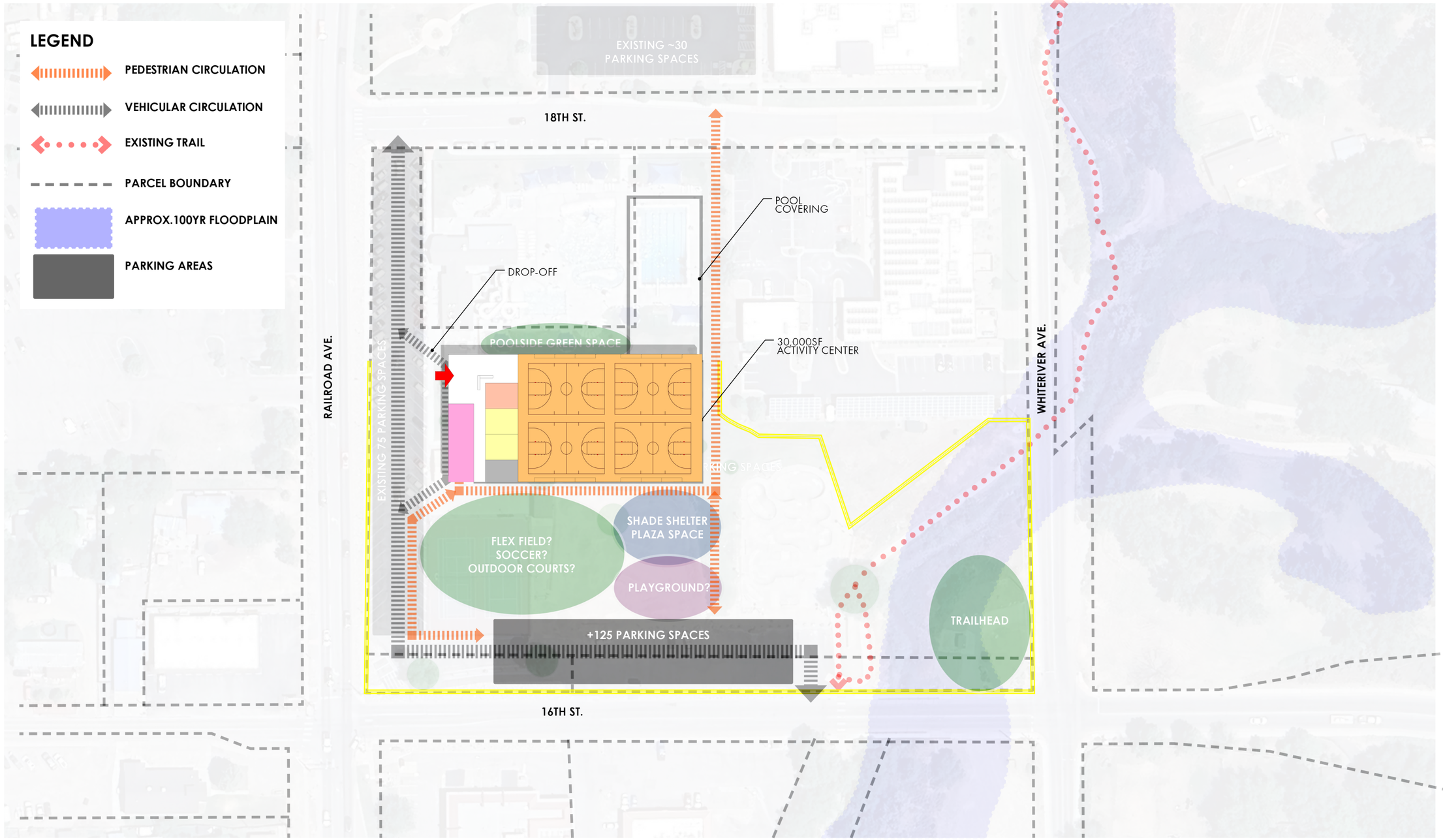
Percent of U.S. Adults Who Learned an Art Form 2022

	Who Took Classes or Lessons	Who Learned by Other Means	Who Learned Either through Classes, Lessons or Other Means
Any Arts Subject	11.8%	25.5%	29.1%
Music	3.8%	12.1%	14.2%
Dance	2.1%	6.7%	8.0%
Photography or filmmaking	1.8%	6.6%	7.4%
Other visual arts	2.6%	6.4%	7.1%
Art history or art or music appreciation	2.1%	5.8%	6.9%
Creative coding, computer animation, or digital art	2.3%	4.1%	4.8%
Creative writing	1.9%	3.6%	4.7%
Acting or theater	0.8%	1.7%	2.1%

- Just under 4 percent of adults learned vocal or instrumental music through classes or lessons, while 12 percent learned through other means (e.g., through friends, as part of a family tradition, or teaching oneself).

- Six percent of adults took classes or lessons in photography, while 2 percent learned through other means.

- Whether through classes/lessons or other means, nearly 5 percent of adults learned about computer animation, creative coding, or digital art making.



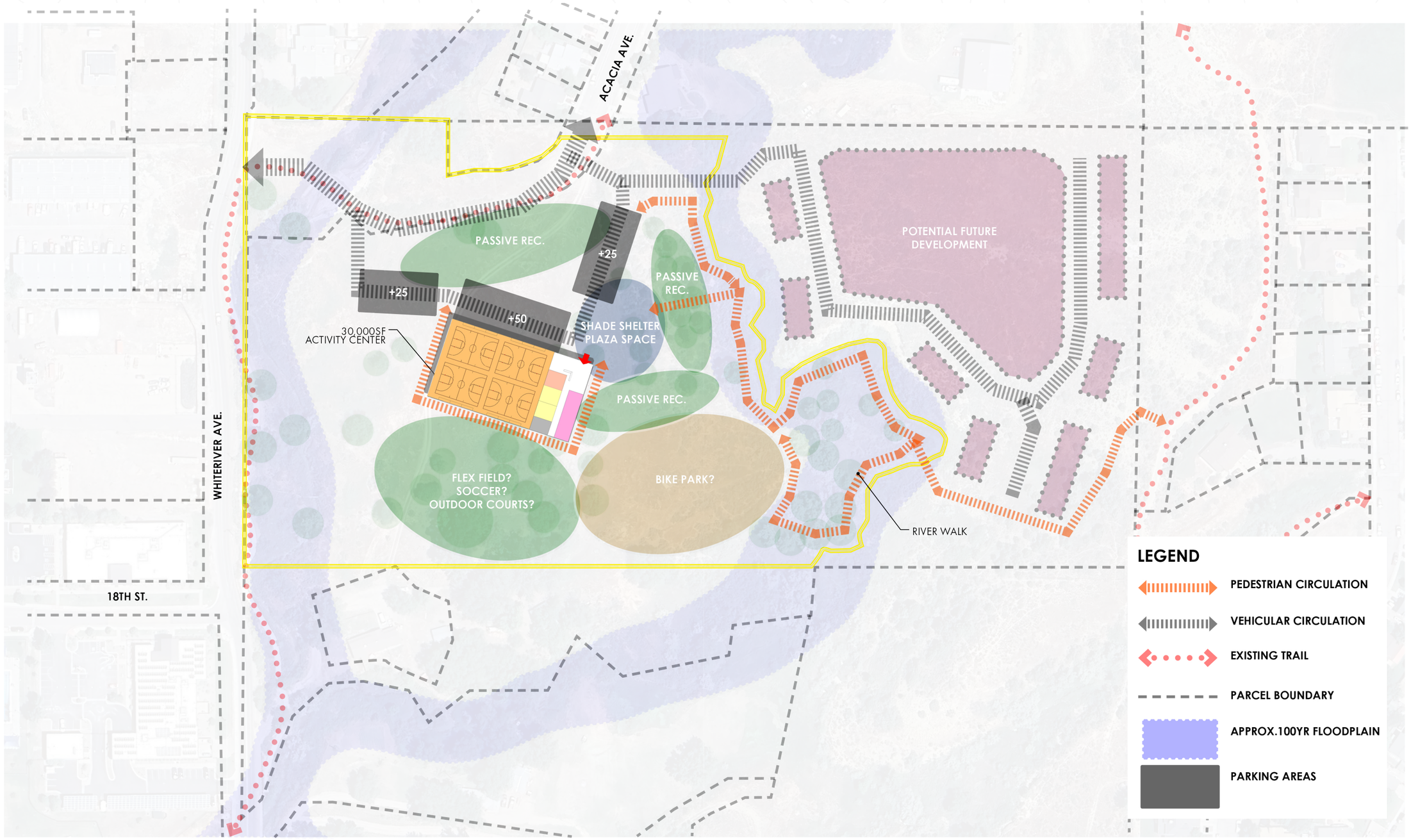
RIFLE ACTIVITY CENTER FEASIBILITY STUDY

CONCEPTUAL LAYOUT - METRO PARK

OCTOBER, 2025

NORTH 0 40 80 160

DESIGN CONCEPTS
Community + Landscape Architects

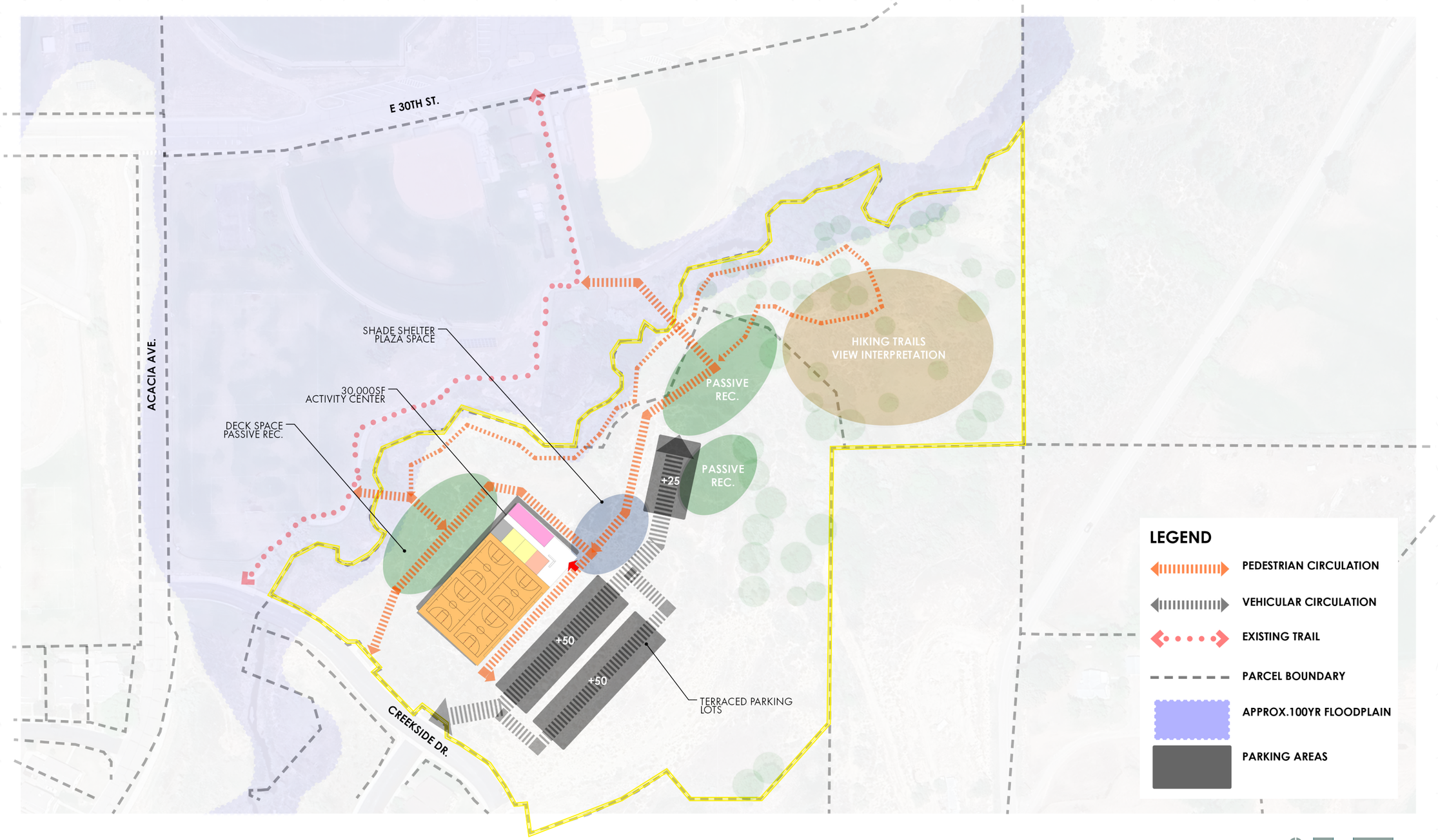


RIFLE ACTIVITY CENTER FEASIBILITY STUDY

CONCEPTUAL LAYOUT - TWO CREEKS

OCTOBER, 2025

DESIGN CONCEPTS
Community + Landscape Architects

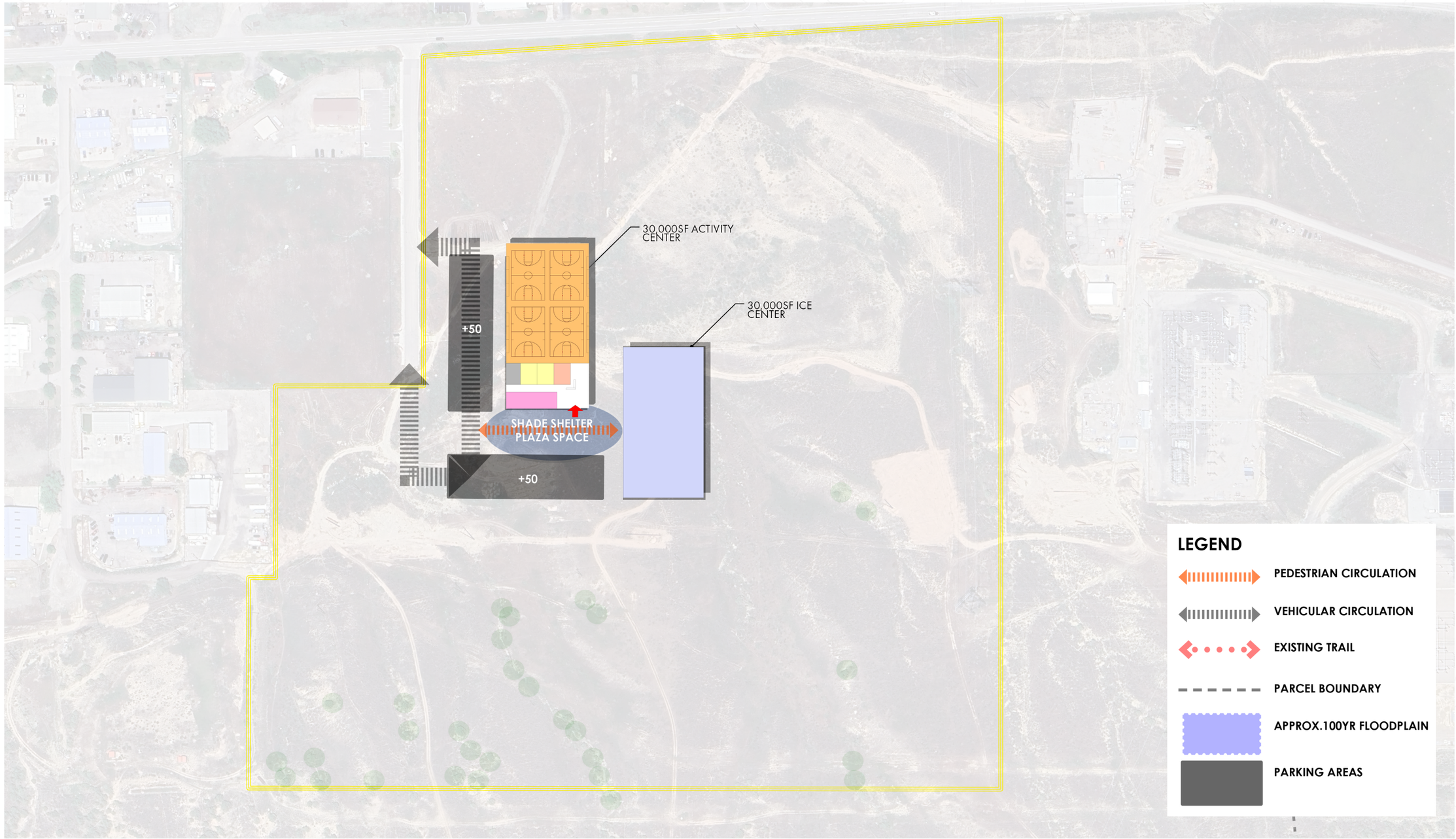


RIFLE ACTIVITY CENTER FEASIBILITY STUDY

CONCEPTUAL LAYOUT - DEERFIELD PARK

OCTOBER, 2025

DESIGN CONCEPTS
Community + Landscape Architects

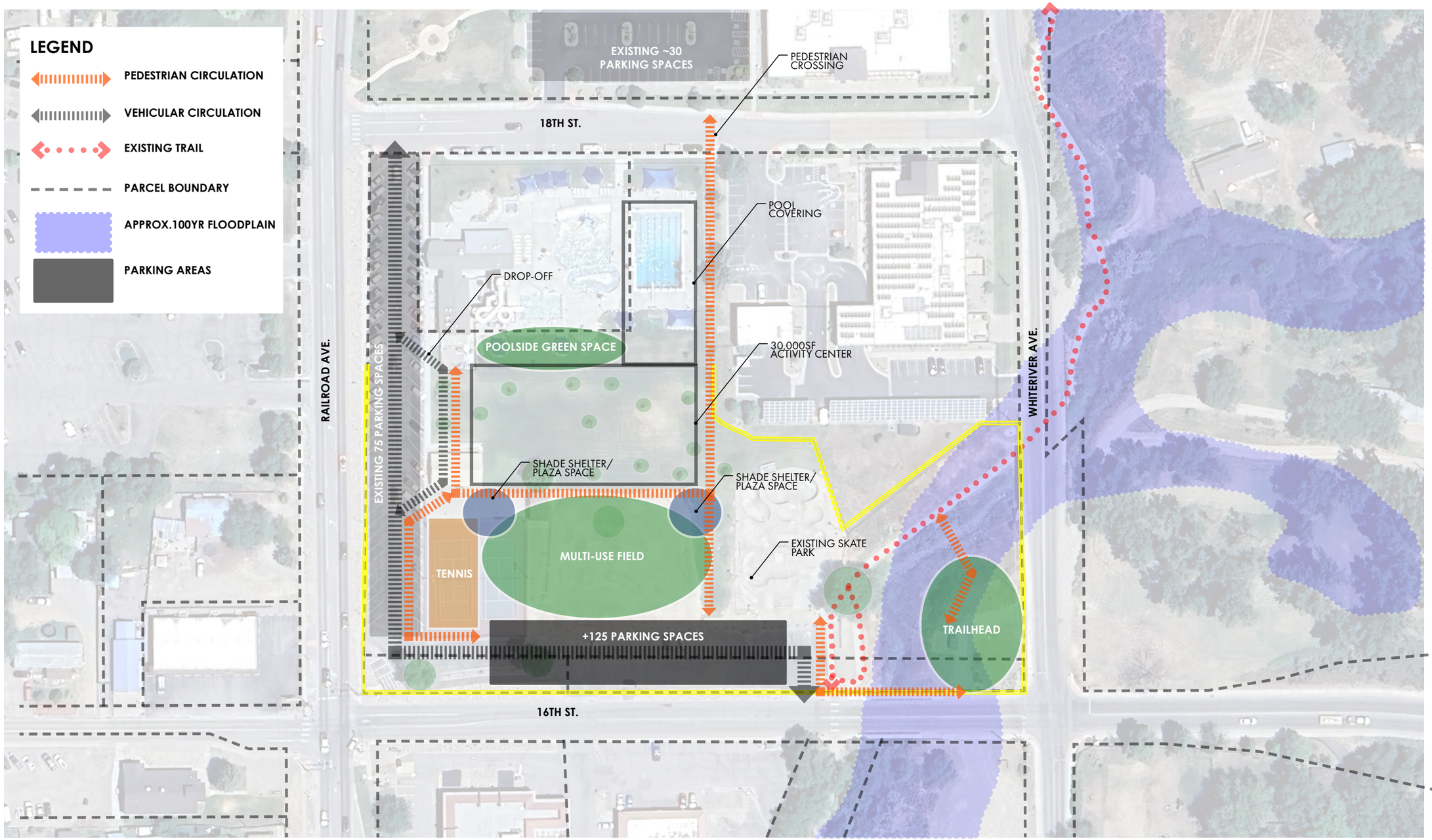


RIFLE ACTIVITY CENTER FEASIBILITY STUDY

CONCEPTUAL LAYOUT - AIRPORT

OCTOBER, 2025

DESIGN CONCEPTS
Community + Landscape Architects

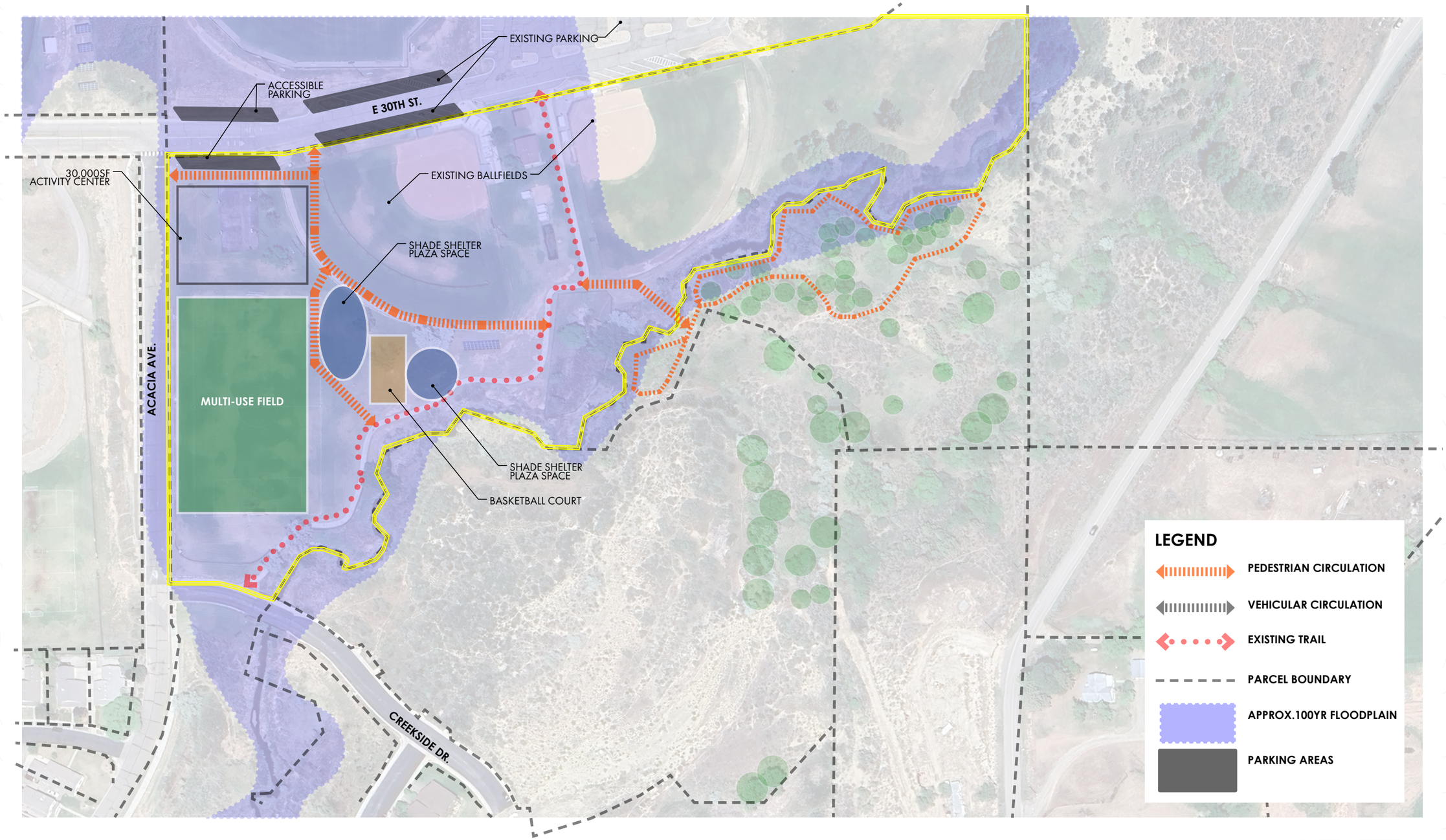


RIFLE ACTIVITY CENTER FEASIBILITY STUDY

CONCEPTUAL LAYOUT - METRO PARK

NOVEMBER, 2025

DESIGN CONCEPTS
Community + Landscape Architects

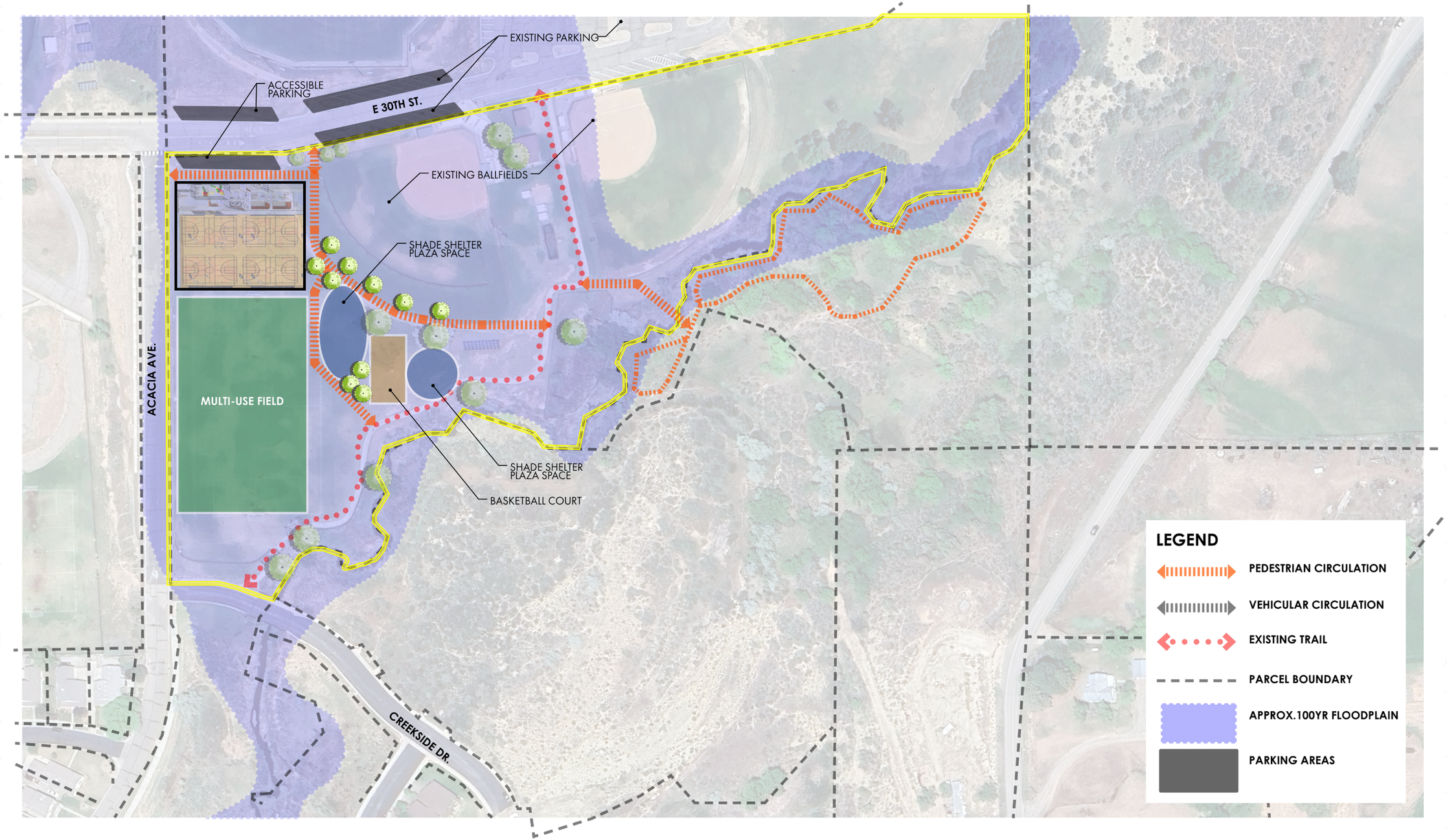


RIFLE ACTIVITY CENTER FEASIBILITY STUDY

CONCEPTUAL LAYOUT - DEERFIELD PARK

NOVEMBER, 2025

DESIGN CONCEPTS
Community + Landscape Architects



RIFLE ACTIVITY CENTER FEASIBILITY STUDY

CONCEPTUAL LAYOUT - DEERFIELD PARK

DECEMBER, 2025

DESIGN CONCEPTS
Community + Landscape Architects

BALLARD*KING
& ASSOCIATES LTD
Recreation Planning and Operation Consultants



RIFLE ACTIVITY CENTER

OPERATIONS PLAN

March 17, 2026
Rifle, Colorado

www.BallardKing.com

Prepared By:
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(303)-470-8661
Jenise Jensen, Senior Associate

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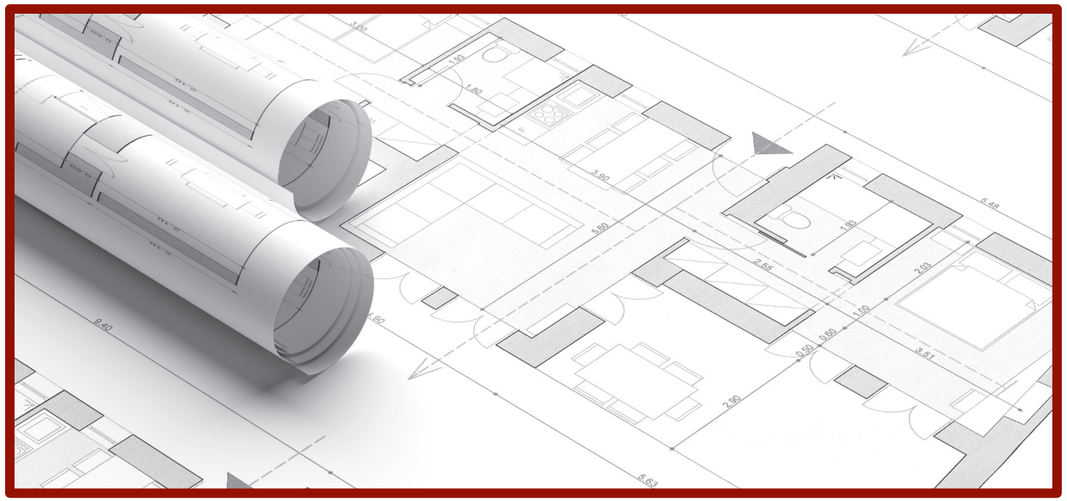
PROGRAM DEVELOPMENT FOR RIFLE INDOOR ACTIVITY SPACES



As part of this feasibility study, the project team was responsible for developing a recommended program for the proposed Rifle Activity Center (RAC). This effort was a collaborative process involving the full project team and was informed by several key factors: input from the community, an understanding of current City operations and organizational structure, and guidance from the architect on how to best meet the identified needs.

In architectural terms, a *building program* is a planning document that outlines all the spaces required to support the City of Rifle's goals for facility use. This includes not only primary activity spaces but also essential support areas such as storage rooms, mechanical spaces, and hallways. The building program serves as a roadmap for future design phases and helps establish early cost estimates based on square footage and building size.

The program outlined in this report reflects input gathered through stakeholder discussions, user group interviews, and community outreach including survey results. It also incorporates the design team's experience with similar facilities. As with many early-stage planning efforts, this program is intended to be a flexible, working document that can evolve as project details - such as budget or operational priorities - are refined.

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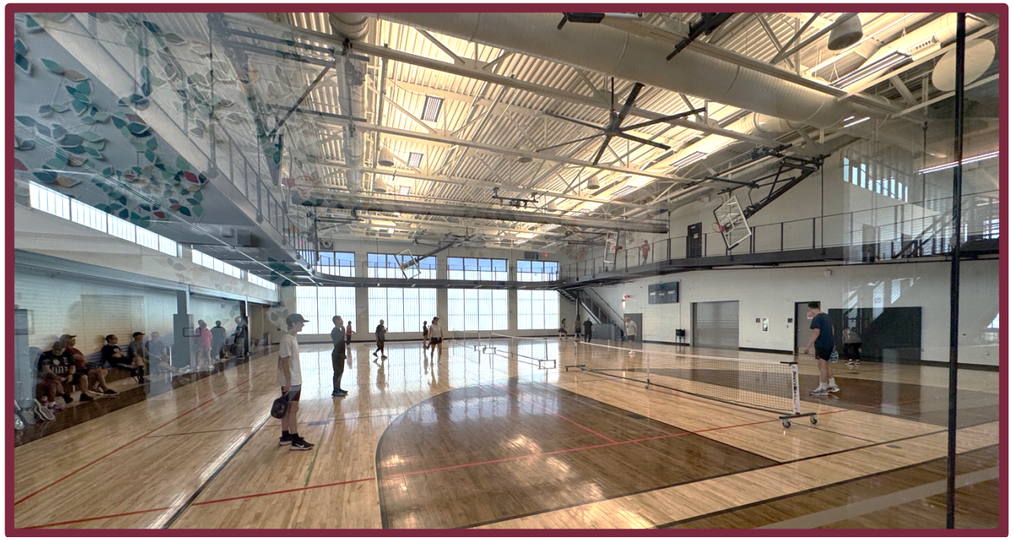
RIFLE ACTIVITY CENTER
Operations Plan

OPERATIONAL PRO-FORMA



As part of the feasibility study process, Ballard*King & Associates (B*K) developed an independent third-party operations plan for the proposed facility. When developing these operational plans, they are based on the market, the project team's understanding of local recreational opportunities and operations, client resources, team members familiarity with operating similar facilities, and industry best practices. B*K takes a conservative approach to the development of operational plans. If significant changes were made to the facility program and/or design, The City of Rifle should strongly consider updating the operational figures.

The following assumptions have been made in the development of these plans.

General Assumptions:

- The City of Rifle will be the owner and operator of the Rifle Activity Center (RAC)
- The operational plan does not reflect 100% capacity regarding programming, admissions, or rentals. With dedicated staffing, planning and leadership, revenue generation should increase but will have limitations based upon the market. From an expense perspective, increases in expense line items would be directly offset by program revenue.
- It is assumed that maintenance and custodial services in the facility would be in-house, with employee positions identified in the operations plan to be added to the City of Rifle's organizational structure. The success of these facilities is tied to them being able to operate in a business-like fashion. The autonomy of in-house maintenance and custodial staff provides necessary control for operations. Modest additional contracted cleaning support was included in the plan.

- The plan has contract services built into the plan for specialty items such as Heating Ventilation Air Conditioning (HVAC) maintenance or specialized repairs.

- A capital improvement allocation has been recommended. B*K is strongly recommending that during the first full calendar year of operation, dollars are allocated to this fund. By doing this, the City would have access to substantial balances in years 3-5 to replace equipment and make small improvements to the facility.

- The expense and revenue statements assume the first full year of operation. They do not account for a mid-year start up or partial year operation which could be a reality.

- The plan is based upon an opening in 2027. Any facility opening after that date would need to have projections adjusted for inflation. The inflation factors that have been used recently vary from 3-5%.

- Full-Time Employees (FTE) represent new staffing. For each full-time position, the a benefit multiplier of 35% was utilized, with part-time employee positions having a benefit multiplier of 8.5%, reflecting FICA expenses.

Expense Computation Multiplying Factors:

- Utilities (gas, electricity). A factor of $5.00 per square foot was used to determine utilities at the Rifle Activity Center, due to the high cost of heating/cooling, particularly with respect to an indoor pool.

- Insurance (property & liability). A factor of $.75 per square foot. The City of Rifle would need to inquire with their insurance provider as to the accuracy of these figures. These can vary greatly depending on the organization, size of the facility, components, and geographic location.

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RIFLE ACTIVITY CENTER
Operations Plan

Summary:

Facility Description:

The Rifle Activity Center (RAC): Estimated at a building size of approximately 57,491 sq. feet, the indoor facility would include a competition gymnasium with two basketball courts and space for indoor turf, bleacher seating, two multi-use meeting/fitness studios, an open fitness workout area, locker rooms, an indoor playground, an indoor pool, an indoor walking/jogging track, restrooms, a lobby and administrative office area, storage and 168 parking spaces.

Anticipated Hours of Operation:

	RAC
Monday-Friday	5:30AM-8:00PM
Saturday	9:00AM-8:00PM
Sunday	10:00AM-7:00PM

Rate & Fee Structure:

In recommending admission and membership fees, the project team recognized that the current amenities planned for the Rifle Activity Center (RAC) facility include: a gymnasium with two basketball courts and space for indoor turf (which can also be used for other sports such as volleyball, pickleball, wrestling, etc.), bleacher seating, two meeting/fitness studios, an open fitness workout area, locker rooms, an indoor playground, an indoor pool, and an indoor walking/jogging track. As such, any membership or daily admission fee for the facility would need to be structured for drop-in usage to accommodate access to any and all of the amenities, as tracking where customers go within the facility or what amentias they use would require additional systems or staffing not included in this plan.

Further, with the City of Rifle being the owner and operator of the facility and providing resources and funding, the fee philosophy should offer benefits to City of Rifle residents. As such, a resident and non-resident fee structure was developed, with non-residents paying approximately 28% more than residents.

Lastly, children ages three and under would be offered free admission, which includes complimentary access for their parent or another adult providing supervision.

Admission Fees:

RAC		
Daily Admission Fee		
	Resident	Non-Resident
3 & Under	Free	Free
Youth (4-17)/Senior (60+)	$10.00	$13.00
Adult	$12.00	$15.00

Monthly Memberships		
Youth (4-17)/Senior (60+)	$30.00	$39.00
Adult	$40.00	$51.00
Annual Memberships		
Youth (4-17)/Senior (60+)	$310.00	$397.00
Adult	$425.00	$544.00

** Note: non-resident rates rounded to the closest dollar.*

Rental Rates:	Resident Rates:
Gymnasium Court Rental (1 court)	$45/hr.
Meeting Room	$30hr.
Indoor Playground	$70/hr.
Indoor Pool	$250/hr.

Programs & Rentals:

Rifle Activity Center (RAC):

- Programs:
  a. Programs will be held at the RAC. The Rifle Recreation Department offers a robust selection of programs that currently need space at other organization's facilities (i.e. school district gyms). The proposed facility may offer opportunities to bring those programs into the facility and also expand program offerings.

  b. The addition of an indoor pool provides opportunities for aquatic programs to be offered year-round. The plan approach anticipates that most (if not all) aquatic programs will be offered during the summer time period at the existing Rifle outdoor pool, to meet customer expectations.

  c. The programs reflected in the plan are reflective of "Year 1" operations and feedback from stakeholders that was received by the project team.

- Rentals:
  a. Due to the amount of recreation programs offered by the Rifle Recreation Department and the potential need for department programs to have adequate space, rentals to outside organizations or users was modestly projected. The Rifle Recreation Department is the primary provider of recreation opportunities in the area.

  b. The indoor gymnasium courts, multi-use classroom/fitness studios, pool and indoor playground will be rented out regularly. The fill rate for the aforementioned estimated rentals was estimated between 50-75%, depending upon both the amenity and season.

Staffing:

The full-time employee positions below represent both new and existing staff positions that would be needed to operate the building within industry standards. Since the City currently operates a robust Recreation Department, there was the opportunity for some existing recreation positions to fill necessary roles within the new facility. This reduces the cost for new staffing in this plan, and the costs for existing City of Rifle recreation positions are not included in this study.

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RIFLE ACTIVITY CENTER
Operations Plan

There were also new positions, both full-time and part-time, that were identified as being needed to effectively and safely operate the center. For each new full-time position, a benefit multiplier of 35% was utilized and for part-time positions, a benefit multiplier of 8.5% was utilized. The position pay rate estimations utilized below are based on a review of the City of Rifle's pay plan, without knowing the specifics of each comparable positions reviewed. Ultimately it would be the purview of the City's Human Resources Department, in collaboration with the Rifle Parks and Recreation Director, to review positions and responsibilities and to appropriately place each position within the City's compensation plan.

Full-Time Positions:

RAC			
Position	Salary	Positions Needed	Total
Rifle Recreation Center Manager	n/a	0 (existing staff)	n/a
Guest Services Coordinator	n/a	0 (existing staff)	n/a
Recreation Programs Coordinator	n/a	0 (existing staff)	n/a
Aquatics Coordinator	n/a	0 (existing staff)	n/a
Guest Services Lead	n/a	0 (existing staff)	n/a
Pool Manager(s)	$60,000	2	$120,000
Maintenance Worker	$65,000	1	$65,000
		Salaries Subtotal	$185,000
		Benefits (35%)	$ 64,750
		Full-Time Staff Total	$249,750

Part-Time Positions (all new):

RAC				
Position	Hourly Wage	Hours	Weeks	Total
Recreation Supervisor- School Year	$18.50	79.50	39	$57,359
Recreation Supervisor - Summer	$18.50	99.50	9	$16,567
Recreation Supervisor - Holidays	$18.50	92.50	4	$6,845
PT Lead Guest Services - School Year	$17.50	99.50	39	$67,909
PT Lead Guest Services - Summer	$17.50	99.50	9	$15,671
PT Lead Guest Services - Holidays	$17.50	99.50	4	$6,965
Guest Services Specialist - School Year	$16.00	124.00	39	$77,376
Guest Services Specialist- Summer	$16.00	180.00	9	$25,920
Guest Services Specialist - Holidays	$16.00	180.00	4	$11,520
Pool Manager- School year	$17.50	59.50	39	$40,609
Pool Manager- Summer	$17.50	59.50	9	$9,371
Pool Manager- Holiday	$17.50	57.25	4	$4,008
Lifeguards School Year	$16.50	239.00	39	$153,797
Lifeguards - Summer	$16.50	189.50	9	$28,141
Lifeguards - Holiday	$16.50	239.00	4	$15,774
		Wages Subtotal		$537,831
		Benefits (8.5%)		$45,716
		Part-Time Staff Total		$633,841

Annual Financial Operating Pro Forma – Expenses

Expense Model: The following expense model is based on the best information available at the time of the study. Significant changes in the facility program or local market, or a delay in opening/implementation beyond 2027 would necessitate the information be revisited and updated.

Personnel (New Positions)	**RAC**
Full-time	$185,000
Part-time (Operations & Programs)	$588,126
Benefits	$110,466
Sub-Total	*$883,591*
Supplies	**RAC**
Supplies: Operations - Office, Fitness Mat'ls, etc.	$12,000
Supplies: Chemicals	$60,000
Supplies: Janitorial	$10,000
Supplies Program	$9,000
Supplies: Safety	$5,000
Maintenance& Repair Supplies	$10,000
Uniforms	$12,000
Printing/postage	$2,500
Vending / Grab & Go	$5,000
Miscellaneous Operating Supplies	$6,000
Fuel/Mileage	$1,500
Sub-Total	*$133,000*
Services	**RAC**
Utilities (gas, electric)	287,455
Water/Sewer	75,000
Trash	6,000
Insurance (property & liability)	43,118
Communications (phone)	3,000
Contract services (Elevator, HVAC, Music License, Misc.)	12,000
Custodial Services	60,000
Fitness Equipment Lease (include purchase in FFE?)	-
Equipment Maintenance (inc Hardwood Floors $8k each)	40,000
Alarm/Security Systems	7,500
Minor Equipment (inc Rentals)	7,500
Advertising	8,000
Travel & Training	6,000
Background Checks	1,000
Employee Relations	2,500
Membership Dues/Subscriptions	2,000
Bank charges & Credit Card Fees	33,796
Admin & IT Support (licenses & charges; software)	31,000
Recreation Software	16,898
Cost Allocation	105,000
Capital Replacement/Improvement Funding	100,000
Miscellaneous	10,000
Sub-Total	*$ 857,767*
Total Operating Expense Estimate with CIP Annual Replacement Fund ($100k)	**$ 1,874,359**

Revenues:

Revenue Model: The following revenue model has been based on the best information available at the time of the study. Significant changes in the facility program or local market, or a delay in opening/implementation beyond 2026 would necessitate the information be revisited and updated.

Fees	**RAC**
Membership	$805,121
Daily Admissions	$155,955
Sub-Total	*$ 961,077*
Rentals & Programs	**RAC**
Program (Leagues, Classes, etc.)	$123,242
Rentals: Gym &MPR/Studio	$29,520
Rentals: Pool	$8,400
Rentals: Indoor Playground	$4,200
Sponsorship	-
Other - Vending, Concessions, etc.	$8,500
Sub-Total	$173,862
Total Annual Revenue Estimate	**$ 1,126,539**

Additional Revenue Opportunities (not included):

- Advertising/Sponsorship
- Naming Rights
- Partnerships

Five Year Planning:

The following is a 5-Year Summary of the operating projection for the Rifle Activity Center. The 5-year projection includes the capital improvement fund (CIF) and has annual escalators for years 2-5 factored into the projections.

RAC:

	Year 1	Year 2	Year 3	Year 4	Year 5
Expenses	1,874,359	1,804,746	1,858,888	1,914,655	1,972,095
Revenue	1,126,539	1,205,396	1,265,666	1,303,636	1,342,745
	($747,820)	($599,350)	($593,222)	($611,019)	($629,350)
Cost Recovery % inc. CIP	60.1%	66.8%	68.1%	68.1%	68.1%
Capital (cumulative)	$100,000	$200,000	$300,000	$400,000	$500,000

The capital improvement line is shown on a cumulative basis to demonstrate the planned growth of reserves over time. Although identified separately for transparency, these contributions are fully embedded within the total operating expenses and represent a critical component of long-term financial sustainability.

APPENDIX A: General Recreation Trends

This appendix provides a strategic overview of regional and national recreation facility and program trends.

General

Key Takeaways:

- **Agencies must be strategic, data-driven, and focused on measurable outcomes.**
- **Clear visioning and prioritization are critical to long-term success.**
- **Equity, inclusion, and financial sustainability are now core expectations.**

Public parks and recreation agencies have evolved over the past 10 to 20 years to adapt their approach to providing parks and recreation services. This has been based on the following:

- Increasing Demands – Significantly increasing facility, program, and service demands from the public.
- Inclusiveness – The requirement that agencies provide access to facilities, programs, and services to an ever more diverse population. This includes meeting the needs of different ethnic groups, economic status, age, and ability.
- Cost Effectiveness - An expectation that parks and recreation agencies operate more cost-effectively in their development and operations of services and facilities.
- Measurable Outcomes – An increasing need to quantify the results and benefits of the programs and facilities that are provided. Establishing well-defined levels of service (LOS) is critical.

As a result of these factors, the following general parks and recreation best practices have typically been adopted by many agencies:

- Parks and recreation agencies have a clear vision statement regarding their roles and responsibilities in providing services to their constituents.
- The vision statement is backed up by several pointed goals. These goals are updated on an annual basis.
- Utilizing the vision and goals, a professional and updated master plan is in place to guide future development and operations of parks and recreation facilities and programs.
- Ongoing long-range planning efforts are in place to position the agency for success in the future.

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Operations Plan

- There are comprehensive diversity, equity, and inclusion policies in place to guide agency operations and management.
- Leading agencies recognize they cannot effectively be all things to all people and instead prioritize high-impact services in the delivery of parks and recreation services and facilities. As a result, specific areas of focus are determined, and certain functions are left to other organizations and entities.
- Strategic analysis is conducted to determine which services should be provided in-house and which should be contracted to other providers.
- Data-driven decision-making practices are in place that allows for trends and directional analysis. This also results in the development of specific performance measures. For this to be effective there must be full computerization of all management records. This includes program registration, point of sale, rentals, facility scheduling, timecard management, maintenance, etc.
- There are clearly documented and comprehensive policies and procedures in place that cover all aspects of an agency's management and operation. These are updated on a regular basis.
- Virtually every aspect of an agency's operation is evaluated, tracked, and measured on a regular basis.

Recreation Facilities

Key Takeaways:

- **Facility development is becoming more expensive and requires careful prioritization.**
- **Larger, multi-use facilities are replacing smaller, single-purpose amenities.**
- **Partnerships and feasibility studies are essential to successful projects.**

Developing and managing a variety of recreation facilities is the main focus of public agencies in larger communities. The types of facilities that are now provided by parks and recreation departments have become more diverse, and expensive to acquire, develop and maintain. As a result, establishing a clear, actionable master plan is essential to determining facility development roles, timelines, and priorities.

National Recreation and Park Association (NRPA) – NRPA's 2025 Agency Performance Review document has specific information on recreation facilities that are provided by park and recreation agencies nationally.

Outdoor Park & Recreation Facilities	Percentage of Agencies	Median Number of Residents per Facility (100,000-250,000 pop)
Playgrounds	94.0%	5,000
Basketball Courts - Standalone	85.0%	9,742
Diamond fields	80.0%	6,821
Rectangular fields	77.0%	7,993
Tennis Courts - Standalone	74.0%	8,587
Dog Park	70.0%	76,509
Community Garden Plots	54.0%	57,676
Swimming Pools	49.0%	59,897
Skate Parks	47.0%	109,934
Pickleball Courts - Standalone	45.0%	19,822
Volleyball Courts - Standalone	51.0%	39,166
Fitness Zones	39.0%	38,668
Multiuse Courts	38.0%	45,772
Splash Pads	38.0%	61,518
Multiuse Racquet Courts	38.0%	32,239
Walking/Running Tracks	36.0%	38,029
Disc Golf Courses	35.0%	113,800
Driving Range Stations	31.0%	40,096
18-Hole Golf Courses	31.0%	114,877
Synthetic Fields	17.0%	54,126
Ice Rinks	17.0%	98,156
9-Hole Golf Courses	16.0%	121,492
Overlay Fields	15.0%	18,595
Waterparks	12.0%	147,662

Indoor Park & Recreation Facilities	Percentage of Agencies	Median Number of Residents per Facility (100,000-250,000 pop)
Recreation Centers (including gyms)	63.0%	57,200
Community Centers	60.0%	58,027
Permanent & Semipermanent Restrooms	52.0%	6,782
Performance Amphitheaters	43.0%	115,000
Senior Centers	41.0%	123,671
Nature Centers	35.0%	143,480
Aquatic Centers	30.0%	109,454

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Facilities w/ Restrooms Available free to use to Public not Included Above	27.0%	23,225
Stadiums	19.0%	150,005
Indoor Ice Rinks	12.0%	106,395
Teen Centers	11.0%	131,166
Arenas	9.0%	120,878

Responsibilities of Parks and Recreation Agencies Nationally:

Responsibilities	Percentage of Agencies
Provide Recreation Programs and Services	93%
Operate and Maintain Indoor Facilities	93%
Conduct Community Wide Special Events	82%
Operate, Maintain, Contract Outdoor Swim Facilities	67%
Operate, Maintain, Contract Racquet Sports Center	80%
Administer/Manage Outdoor Sports Complex	56%
Manage Outdoor Amphitheaters	35%
Operate, Maintain Contract Indoor Swim Facilities	32%
Maintain, Manage, Lease Indoor Performing Arts Ctr.	19%
Manage Indoor Sports Complexes	21%

Recreation/Community Centers

Recreation/Community centers are usually developed on three levels.

- Clubhouse/Community Building – smaller buildings that are designed to serve as a community room(s) for individual neighborhoods. The size is usually less than 5,000 sq. ft. and requires less than 3 acres. These amenities are usually located next to a neighborhood pool or park.

- Community Center – are larger community buildings with multiple, more passive use, spaces that serve an area of a community. These vary in size and amenities and can range from 5,000 to over 20,000 sq. ft. and require 3-5 acres. This level of center can also be combined with a comprehensive community recreation center or community aquatic center. These centers are usually part of a community park.

- Comprehensive Community Recreation Center – this is a large center that contains both active (pool, gym, fitness, etc.) and passive use elements (community rooms) and is designed to serve a substantial geographic area (30,000 or more). The facility is usually over 40,000 sq. ft. to as much as 80,000 sq. ft. and requires 8 acres or more. These are often developed through partnerships with other

organizations or other groups (YMCA, etc.). These centers are normally part of a community or regional park.

Senior Center – A center that has a focus on senior services from recreation to education and social services. These centers can be as small as 10,000 sq. ft. to over 50,000 sq. ft. depending on the amenities that are included. More traditional centers have a strong passive use orientation with a large multi-purpose room and a commercial kitchen that supports a daily lunch program and larger events and programs. There are also usually smaller classrooms, card rooms, game rooms, small libraries and other amenities. More cutting-edge centers have cafes, multi-purpose rooms and active use spaces including fitness areas, gyms and even swimming pools. There is also a movement away from developing standalone senior centers and integrating these into community recreation centers to provide greater opportunities for the more active senior.

Specialized Facilities – This includes unique facilities such as aquatic centers, nature/interpretative center, amphitheater, tennis centers, and other amenities. The following is a breakdown of basic specialized facilities.

- Aquatic Centers – Aquatic centers or swimming pools are usually developed on four levels.
    - Neighborhood – smaller pools that are designed to serve specific neighborhoods. The bather load is usually less than 500. These amenities are often built next to a neighborhood park.
    - Community – larger pools that serve a community. These vary in size and amenities (competitive to recreational) and can range from a bather load of 500 to over 1,000. They are developed as part of a community park.
    - Regional – these are large water parks or competitive pools that are designed to serve a significant geographic area. They usually contain an expansive recreational pool but can also have a strong competitive focus. Bather loads are 1,000 or more. These are often developed through a partnership with other organizations. They would be in a regional park or as a standalone facility.
    - Splash pad – many communities are either replacing existing neighborhood pools with splash pads or adding them to the inventory of aquatic facilities.

  The vast majority of aquatic centers are in the community category and there are an increasing number of splash pads being built.

- Performing Arts Center – A performing arts center is a regional indoor facility with a large theater. Seating can vary from 300 to over 1,000. The center can be 30,000 to 70,000 sq. ft. and requires 8 acres or more. This type of center is normally developed by several organizations or large communities. They can be located as part of a larger civic campus, in conjunction with a comprehensive recreation center, or as an amenity in a regional park.
    - Because of their sheer size and cost, these types of facilities are not built in significant numbers in most communities (or even nationally). Many communities do have smaller PAC's or utilize community center rooms (usually with flat floors) for these types of activities. Some communities that do have a PAC are at times managed and operated by other entities than parks and recreation.

- Fieldhouse – Steadily gaining in popularity is an indoor sports facility that features hard court gym space and/or turf-based fields for sports such as soccer, lacrosse, football and even softball and baseball. These buildings support both youth and adult sports leagues, tournaments and camps. They tend to be most popular in colder climates but are also being built in very hot regions of the country. These facilities are either built as standalone amenities or may be included in recreation centers in a regional park.

- Tennis/Pickleball Center – An 8-24 lighted court complex on 2-4 acres that has a stadium court, central restroom, concession, and pro-shop area. Many larger communities have a tennis center, and many are also now adding pickleball courts. However, pickleball is not growing at the same rate as other areas of the country.

- Amphitheater – An amphitheater can be either a community sized amenity (under 1,000 seats, some permanent and some lawn with a small stage and storage area) or a large regional facility (1,000 to 3,000 seats, some permanent and some lawn with a large, covered stage, restrooms and concessions). An amphitheater requires 2 to 4 acres of land with a community facility being in a community park and a regional facility in a regional park.

- Nature Center/Interpretive Center – A small indoor and outdoor space (usually under 10,000 sq. ft.) for viewing and observing nature as well as for classroom space and exhibits. A nature center is usually located in conjunction with a preserve or open space area.

This feasibility study and operational pro forma have been prepared using the best information available and a solid understanding of the project at this stage. The expense and revenue projections are intended to serve as reasonable estimates; however, actual results may vary due to a range of factors that cannot always be precisely measured or consistently anticipated.

OUR MISSION:
Dedicated to serving and advancing the parks, recreation and leisure services industry since 1992.

Insert Cost Estimate Info

Insert Cost Estimate Info

Agenda Item #6.a.

Agenda Item Name:
Discuss City of Rifle Comprehensive Plan

Presenter:
Austin Rickstrew, Parks & Recreation Director

Item Description:

Recommended Action:
Provide direction for consultants working on the Comp Plan update.

Fiscal Impact:
N/A

Operational Impact:
N/A

Prior Board Motions:
N/A

Background Information:
N/A

Executive Summary:
After the April 13, 2026, meeting, PRAB received a presentation from the firm assisting the City. They asked PRAB to consider the comp plan and any recommendations for updates the board would like to see. Staff will compile the recommendations and send them to the consultants.

Notification Requirements:

Prepared By:
Sarah Stubbs, Senior Administrative Specialist

Attachments:
1. City of Rifle 2019 Comp Plan


COMPREHENSIVE · PLAN
CITY OF RIFLE, COLORADO
ESTABLISHED 1905
PLANNING & DEVELOPMENT DEPARTMENT

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Acknowledgements

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1.1 Executive Summary

The City of RIfle Planning Commission created the following vision statement for the Comprehensive Plan:

In 2040 Rifle seeks to be a community with a high quality of life, efficient infrastructure, and affordability for its residents.

The purpose of the 2019 Comprehensive Plan Update is to set a direction that implements this vision. The interaction between Rifle's neighborhoods, buildings, streets, businesses, and public spaces has a major affect on how people in Rifle live, work, and play.

This 2019 Comprehensive Plan update accomodates the next 5,000 residents of Rifle, for a total population of 15,000 over the next twenty years. It uses a 3% growth rate that matches the historic average of Rifle. This is lower than the growth envisioned by the 2009 Comprehensive Plan, which planned for a population of 25,000. Rifle has experienced many booms and busts over its history, which makes it difficult to predict the pace of growth.

Regardless of growth rates, the Comprehensive Plan seeks to create the kind of community that Rifle's residents desire.

This Comprehensive Plan update recognizes that some developments that were anticipated during boom times are unlikely to occur due to the cost of providing infrastructure to those areas. In order to ensure that growth is a benefit to the community, the Comprehensive Plan utilizes a "Smart Growth" approach that encourages development on infill properties instead of sprawl on the fringes of the community.

A critical direction of the 2019 Comprehensive Plan is to direct growth toward areas with cost-effective infrastructure and services.

The benefit of this approach is a high quality-of-life without the burden of unnecessary water, sewer, and street infrastructure. This approach seeks to revitalize the core areas of Rilfe and create vibrant neighborhoods without overburdening taxpayers.

The 2019 Comprehensive Plan sets a direction towards its vision through the following Chapters:

- Chapter 2 discusses the **Growth Principles** that guide the community. These include a Tiered System that directs growth towards infill on existing infrastructure; locates housing in high quality of life neighborhoods; and suggests policy tools the City can use to proactively guide growth.
- Chapter 3 discusses elements of **infrastructure and a high quality of life**. This includes transportation, utilities, economic development, walkability, parks, schools, and open space.
- Chapter 4 discusses priority issues in each of **Rifle's neighborhoods**. This includes streets, trails, sidewalks, housing types, entertainment, amenities, housing, and business opportunities for the benefit of Rifle's citizens.
- Chapter 5 describes future **Land Use Designations** that set the future character of Rifle and guide development proposals.

1.2 Summary of Rifle's Key Challenges and Opportunities

1. The challenge of maintaining Rifle's infrastructure and ensuring that growth "pays its own way".

Like many communities on the Western Slope, Rifle faces funding challenges with streets and utility maintenance. By encouraging **"infill development"** on existing infrastructure Rifle can ensure that growth is a good proposition for taxpayers, not an unfunded liability.

To encourage infill development, the Comprehensive Plan sets a **Tiered System of Growth**. Tier 1 areas can accommodate at least an additional 5,000 people to Rifle's population. Tier 1 areas include Graham Mesa, Prefontaine Mesa, the Railroad Avenue area, Downtown, the Colorado River area, and South Rifle. Areas where infrastructure is unaffordable (such as North Rifle areas like RimRock and Bryce's Valley) are in Tier 2 or 3.

The Comprehensive Plan recommends that the City create an application process for Tier 2 areas to become Tier 1. The City may require applicants to complete a Fiscal Impact Analysis before the City considers development.

The City should proactively encourage Tier 1 areas to develop to encourage revitalization of core areas and ensure an adequate supply of workforce housing. The City should continue its policies that encourage a wide range of housing types and affordability programs.

2. The challenge of future traffic congestion on Railroad Avenue and the Gateway.

The Comprehensive Plan summarizes the City's efforts to ensure that the street network can accommodate increased traffic volumes over time. Railroad Avenue has limited capacity, and the current Gateway configuration will fail when traffic volumes reach an increase of 25% above 2009 levels. Over the years Rifle has undertaken several efforts to address traffic congestion, including:

a. The **2009 Gateway Master Plan (with a 2014 update)** that sets a new street configuration for the Gateway area that can accommodate increased traffic volumes.

b. The **2003 Transportation Master Plan** recommends new street connections that disperse traffic throughout Rifle's street network. Some of its recommendations are out of date, however. An update should incorporates the goals of the Comprehensive Plan.

c. This Comprehensive Plan recommends that the City should **encourage new housing development to occur in areas that would cause less congestion on Railroad Avenue**. This includes Prefontaine Mesa (north and south of Rifle High School), an area that has access to the Hwy 13 bypass. Downtown Rifle, surrounding core neighborhoods, South Rifle, and the Colorado River area can also accommodate growth without adding traffic to Railroad Avenue. Infill housing in these areas also encourages people to reach destinations by walking or biking rather than automobiles.

3. Key opportunities to improve Rifle's neighborhoods and provide a high quality of life for Rifle's residents.

The Comprehensive Plan identifies many opportunities. Three of the most promising are:

a. The Gateway and the Colorado River. The primary entrance to Rifle has great potential for beautification, businesses, residential, recreation, and entertainment. Improvements may include historic bridge lighting and rehabilitation, new trails along the Colorado River, welcome signage, beautification of the I-70 area, the relocation of the Park n Ride on the north side of the railroad tracks, the redevelopment of the current Park n Ride property, construction of the North I-70 Roundabout, commercial/residential mixed-use development, the Gateway Roundabout, and amenities along the Colorado River.

b. The Railroad Avenue corridor. Railroad Avenue is Rifle's most important street, from the downtown to the Hwy 13 Bypass. Small improvements to Railroad Avenue's buildings, sidewalks, landscaping, and side streets can encourage investment in the local business community and revitalization of historic residential areas.

c. North Rifle improvements. Many of North Rifle's neighborhoods were developed during boom times and lack quality infrastructure and sidewalks. The Comprehensive Plan recommends the City work with CDOT to allow a stoplight at the Hwy 13 and 30th Street intersection, and build sidewalks on the west side of Highway 13. The City should also encourage the revitalization of the commercial area between Hwy 13 and Whiteriver Avenue.

1.3 What is A Comprehensive Plan?

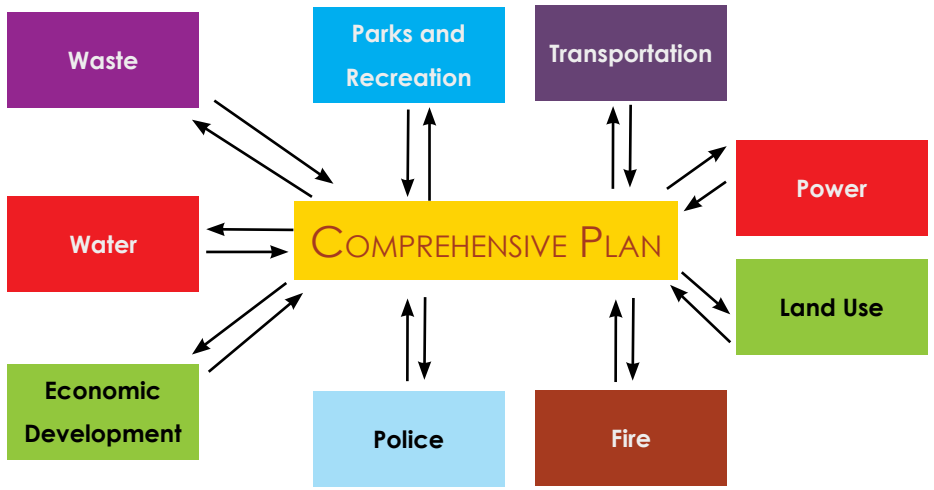
Every week, City elected officials, appointed officials, and staff make a variety of decisions concerning the "built environment" including roads, utilities, parks, budgets, housing, and commercial developments. Individually, the decisions may not seem related. However, the cumulative effect of such decisions has a significant impact on the community.

The purpose of a Comprehensive Plan is to provide big-picture direction so that each individual decision moves the community closer to its vision. Comprehensive planning protects public health, safety and welfare, and safeguards property rights and values. It provides predictability, promotes economic development, and preserves quality of life.

The Comprehensive Plan answers questions like:

- How can the City's infrastructure support housing and community needs while remaining affordable for taxpayers?
- What areas of Rifle should be developed, and what areas should be left alone?
- How can new development be designed so that it promotes a high quality of life for the community?
- How can Rifle's transportation system be designed for vehicles, pedestrians, and bicycles?

The Comprehensive Plan is a long-range document looking 20 years into the future. Some elements of the Comprehensive Plan may seem unrealistic at first, but consider the change that has taken place in the last 20 years. With effective visioning and action steps, significant progress towards Rifle's goals can be made over time.



USING THE COMPREHENSIVE PLAN

The City of Rifle Zoning Code requires that the Comprehensive Plan be followed when considering new subdivisions, annexations, Conditional Use Permits, or other land use cases. However, If circumstances have changed, or a Comprehensive Plan land use designation was not well thought out for an individual property, Planning Commission or City Council may modifiy the Comprehensive Plan when making a decision about an individual development proposal. The reasoning behind modifying the Comprehensive Plan should be clearly stated in the development approvals. However, larger variations from the intent of the Comprehensive Plan and the direction provided by the public should not be made without a wider public process.

UPDATING THE COMPREHENSIVE PLAN

The Comprehensive Plan should be reviewed every two years by Planning Commission and updated at least every five years. Minor updates to specific areas can occur as needed. Major amendments to the Comprehensive Plan should follow the same procedures as this update. The Plan was created through a comprehensive analysis with public input, so major amendments should occur the same way.

1.4 How Was the Comprehensive Plan Developed?

Rifle's previous Comprehensive Plan was adopted in 2009. Its major principles have not changed. They inform this 2019 Comprehensive Plan Update and are included in Chapter 2. The outcomes of the plan have changed, however, due to changes in RIfle's circumstances.

The process for the 2019 Comprehensive Plan Update was as follows:

January 2016: Staff held a kick-off workshop with Planning Commission and City Council. The outcome of the discussion supported beginning the Comp Plan update process.

Spring 2016: Staff created an inventory of developable properties. 1,500 housing units were identified as already-planned infill development on existing infrastructure.

July 2016: A Public workshop with Smart Growth America was held to discuss the benefits of smart growth and its implications for Rifle. The strong majority of public input was supportive of encouraging infill development and discouraging fringe development.

January 2017: Staff worked with Planning Commission on the goals and criteria that would guide the Comprehensive Plan update.

March 2017: Planning Staff gathered input from oher key City Staff (Public Works, Utilities, Parks, etc) on potential policy implications.

May 2017: With facilitation assistance from the Department of Local Affairs (DOLA) a Public Workshop was held to obtain input from the community. 50 community members attended. The audience supported the proposed direction to direct future development on existing infrastructure and the creation of walkable neighborhoods with a high quality of life.

The audience answered several survey questions that guide the development of this Comprehensive Plan (see page 9).

Spring 2019: Further refinement of the final plan document with Planning Commission and CIty Council.

?? 2020: Final presentation of the Comprehensive Plan document.

Comprehensive Plan Survey - May 2017 Public Workshop

Approximately 50 members of the public attended a May 2017 public workshop moderated by Elyse Ackerman of the State of Colorado Department of Local Affairs. Attendees were given maps of Rifle and walked through several scenarios of development. The following survey questions were polled during the workshop. Planning Commission, City Staff, and City Council used the public direction represented by these results to shape this Comprehensive Plan update.

1. How important is it for new housing in Rifle to be located within walking distance (5-10 minute walk) of parks, schools, trails, and other destinations?

- **Very important, should be highly prioritized. 43%**
- **Important, but one of several priorities. 43%**
- If it works out, great, but don't prioritize. 15%
- Not important to me. 0%

2. For major streets in town that are north of the river, what should be the City's major focus for improvements?

- **Wide sidewalks in good repair 38%**
- **Well-maintained buildings and properties (code enforcement) 30%**
- Street trees and landscaping 18%
- New buildings closer to the street with quality architecture 10%
- Attractive properties is a private issue, not a City priority. Focus on the condition of the asphalt roadway. 2%

3. For neighborhoods in Rifle, what would be the best investment in quality of life?

- **Trails for all users and an open space network. 49%**
- **Sidewalk repair and completing missing gaps. 34%**
- Mini-grants to improve building facades, landscaping, or public spaces on major streets. 7%
- These kinds of projects do not have a big enough impact on developing the community, focus instead on bringing in businesses and/or major infrastructure. 7%

4. For multi-family housing (apartments, condos, townhomes, duplexes, tiny homes, ADUs), would you prefer them to be located:

- **Encourage in the core areas, but also allow more to be dispersed throughout community. 49%**
- **Mostly in the core area. Allow small amounts in other areas near schools and parks. 41%**
- Disperse throughout community based on developer preference. 7%

Only in core areas. 2%

5. How proactive should the City and community partners be in encouraging affordable housing?

- **Yes, not direct investment, but make it easier for developers to build affordable housing with incentives and zoning relaxation. 40%**
- **Create more housing by making it easier to revitalize aging parts of town through an increase in density. 33%**

6. How proactive should the City be in improving transition areas?

- **Yes, continue current pace, slowly but surely 49%**
- **Yes, strongly proactive 44%**
- No, it is costly and disrupts existing property owners. 8%

7. Choose the project that would most spur economic development in Rifle:

- **Build sidewalks, trails, and an open space network. 22%**
- **Reduce fees on all new residential and commercial development . 22%**
- **Build the North I-70 Roundabout.** 18%
- **Improve Downtown Gateway area. 20%**
- Improve Railroad Avenue through downtown and towards City Market area, encourage investment in surrounding neighborhoods. 9%
- Expand Broadband access 9%
- None, only focus on maintaining existing streets and utilities. 0%

In discussions with Planning Commission after the Public Workhop, the consensus of Planning Commission was that the Railroad Avenue corridor should be a top priority of future economic development and beautification efforts.

Rifle Demographics

Population: The estimated population (2017) of Rifle is 9,465.

Age: The most dominant age group in Rifle is persons of age 0 to 9 (nearly 20% of total population). The median age of Rifle residents is 31.2 years of age, which is lower than Garfield County as a whole (36.2 years of age).

Household Size: The persons per household in Rifle is 3.11 persons
Education: nearly 85% of Rifle residents over 25 years in age are high school graduates; however less than 20% have obtained a bachelor's or graduate degree.

Minority Populations: The Hispanic population constitutes 24.3% of the local population (2017).

Median Income: Rifle's median household income is $61,696 (2016 estimate). 14.8% of Rifle's residents are below the poverty line (more than the State of Colorado at 11.5%).

Housing: 53.3% of Rifle's homes are owner occupied. The median value of owner-occupied homes is $221,600, significantly less than Garfield County as a whole ($323,800). However, 10.5% of owners and 13.4% of renters are paying 50% or more of their income on housing.

Working / Commuting Characteristics: In 2015, the number of residents who live and work in Rifle was 1,183, while 3,147 residents of Rifle reported working elsewhere – the largest number of these work in other parts of Garfield County (1,593).

Chapter 2: Growth Principles

Principle 2.1: Prevent Leap-Frog Development Patterns through a Tiered Growth System

Development shall only be allowed in areas that can be served by public infrastructure in a cost-effective manner. Therefore, Rifle's **Tiered Growth System** will encourage infill development and discourage leap-frog development on the fringes of the community. This preserves open spaces and agricultural lands that are not currently suitable for urban development.

To accomplish this, Rifle will implement the Tiered Growth System. Growth will be strongly favored in **Tier 1** areas. **Tier 2** areas will not be preferred for development, and will only be considered if identified issues can be resolved. **Tier 3** areas will not be considered for growth in the City of Rifle within the timeframe of this Comprehensive Plan update.

Principle 2.2: Growth Pays Its Own Way

New development in Rifle must "pay its own way" by constructing necessary infrastructure and paying impact fees. The infrastructure life-cycle cost of new development should not place a financial burden on the City's taxpayers.

A key aspect of this principle is that a development must build infrastructure through the entirety of the project so that the next adjacent property, if in Tier 1, may reach the infrastructure.

2017 Smart Growth America Study

In 2017 the City of RIfle commissioned Smart Growth America to study the fiscal benefits of a Tiered Growth System that follows the principle of "Smart Growth". The study found that development on infill properties instead of sprawling development could reduce the fiscal burden of infrastructure by up to 45%.

Fiscal Analysis

The SGA team conducted a scenario planning fiscal analysis of potential land use, densities, and costs to build, operate, and maintain various municipal services in Rifle. These services included roads, sidewalks, sewer, and water. The costs of these projects came directly from the City of Rifle.

The growth scenarios were based on population estimates from the Colorado State demographer's office, which anticipates an increase of 5,150 additional residents by 2036, a 2.1% growth rate per year. Scenarios were devised that would model what it would cost to build, finance, and maintain the infrastructure needed to accommodate the predicted growth in Rifle.

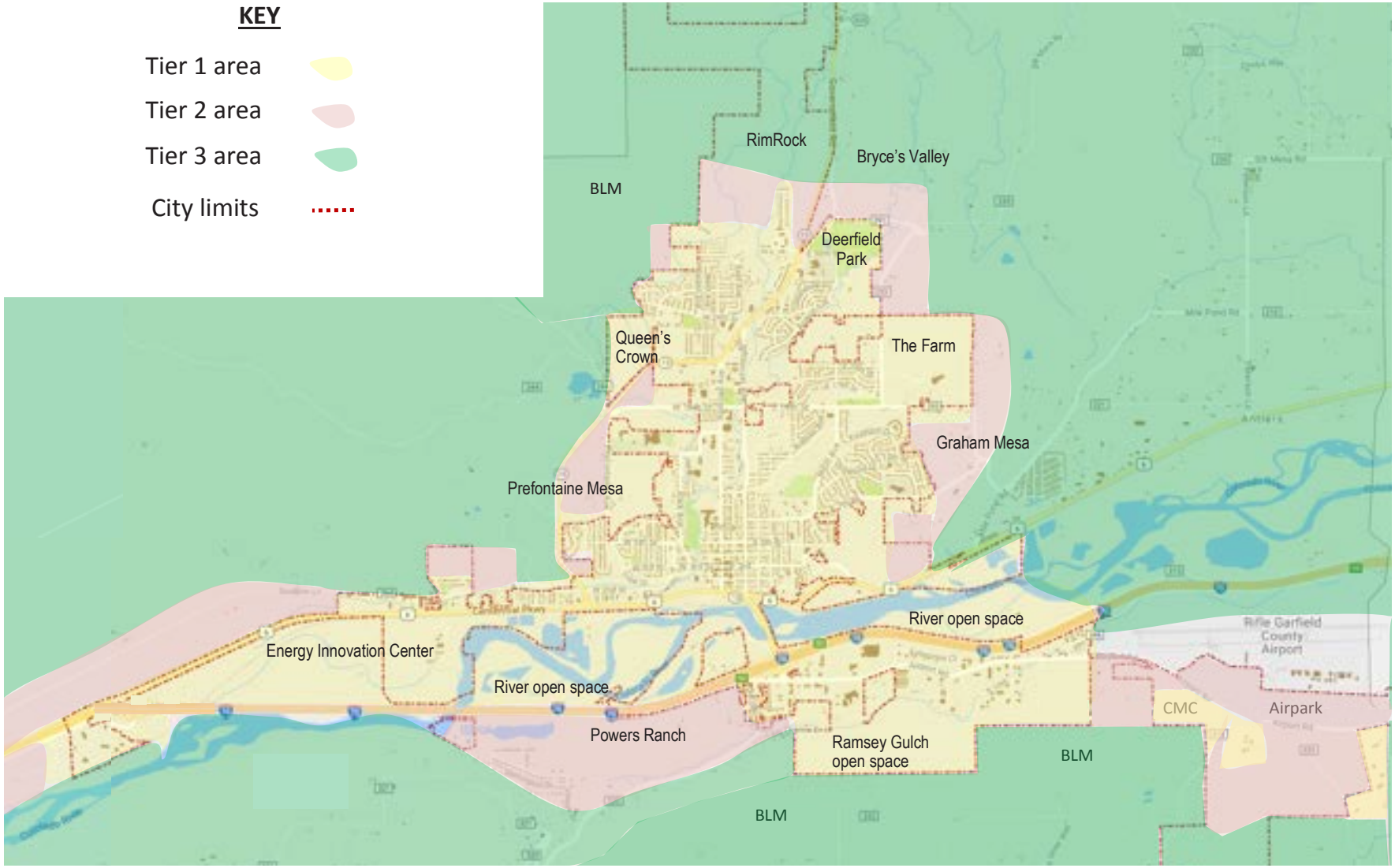
The 4 scenarios were :

- Baseline: Existing Avg. Density in Rifle **1.4 households** / acre
- Alt. A: Double Existing Density **2.6 households** per acre
- Alt B: Densest Areas of Rifle Today **4 houses** per acre
- Alt C: 50% population growth as Alt B, 50% infill at 10% of Alt B costs

	Baseline	Alt A	Alt B	Alt C
Capital Costs – 20 years	133,905,286	92,023,133	72,685,475	39,977,011
Amortized Costs (20 years at 2.2% rate)	166,962,267	114,740,734	90,629,220	49,846,071
Maintenance Costs – 20 years	6,695,264	4,601,157	3,634,274	1,998,851
Total Costs – 20 year	173,657,531	119,341,891	94,263,494	51,844,922
Cost per year (additional costs imposed by new development)	8,682,877 (+20% to budget)	5,967,095 (+14% to budget)	4,713,175 (+11% to budget)	2,592,246 (+6.1% to budget)
Total 20-year Savings	-	54,315,640	79,394,037	121,812,609
Savings per year	-	2,715,782	3,969,702	6,090,630

Rifle Tiered Growth System

See Neighborhood Maps for a more detailed image of parcel lines and tier designations.



Tier 1: Priority Growth Area

Tier 1 growth areas are sufficient to accept expected growth within the twenty-year timeframe of this Comprehensive Plan. This includes 1,500 - 2,000 residential units, over 100 acres of commercial property, and 700 - 900 acres of industrial property.

The Tier 1 boundary was created by considering the following criteria:

1. The area is either annexed or eligible for annexation.

2. The area is directly adjacent to existing neighborhoods and has adequate pedestrian and vehicular access.

3. The area is served by existing infrastructure (water, sewer, streets). Additional infrastructure can realistically be obtained and funded, including utilities and multiple vehicular access routes.

4. The area has proximity to schools, parks, civic destinations, and businesses (1/4 mile walkshed).

5. The development is of a size, shape, and pattern conducive to high quality neighborhood development.

Within Tier 1, the City of Rifle policy is that impact fees on development will be assessed. Developers are responsible for constructing infrastructure to be owned and maintained by the City. However the City also recognizes that in some cases assistance with infrastructure within Tier 1 can prevent the long-term impacts of development within Tier 2, where land has the advantage of being less expensive.

Tier 2: Secondary Growth Area

The Tier 2 Growth Area represents properties that have significant challenges towards meeting the Tier 1 criteria. Tier 2 property may require major infrastructure improvements or extensions that may be unaffordable to construct or maintain over time. Tier 2 areas may lack aspects of high quality of life neighborhoods, or other specific criteria listed for Tier 1. The challenges of specific Tier 2 areas are discussedin Chapter 4: Neighborhood Plans.

In many cases, Tier 2 properties may be able to solve the issues that led to a Tier 2 designation and move into Tier 1. In other cases, resolving the issues may not be feasible within the twenty-year timeframe of this Comprenensive Plan. Each Tier 2 property should be considered on a case-by-case basis.

TIER CHANGE APPLICATION PROCESS

A property may request a change from Tier 2 to Tier 1. If deemed relevant by staff, the City may require that the applicant submit a Fiscal Analysis. A Fiscal Analysis application may be required to be reviewed and approved by Planning Commission and Council before an annexation or subdivision application may be submitted. The Rifle Muncipal Code should be updated to create this process. Any analysis should take into account Chapter 4 (Neighborhood Plans and Priorities) that describes infrastructure needs associated with specific areas. The applicant must also demonstrate that the principles of a high-quality of life neighborhood can be met.

Another way Tier 2 properties may move into Tier 1 is through a rezoning that aligns the permitted uses with infrastructure realities and the direction of the Comprehensive Plan.

Tier 3: Rural Preservation Reserve

The Tier 3 Rural Preservation Reserve represents a tertiary ring of land that should not be annexed by the City, and should be preserved for agricultural or other uses typically associated with Garfield County zoning for the foreseeable future. Any development that may occur should utilize low-density clustered growth options that allows for long-term future city development.

Policies for Unincorporated Areas

Annexation Policies

The City will only annex properties that are in Tier 1. The annexation must provide substantial benefits to the community (e.g., desirable housing, water rights, new employment opportunities, or commercial properties with positive sales tax implications).

Even within Tier 1, there is no guarantee that the annexation request will be approved by the City.

TIER 1 POTENTIAL DEVELOPMENT SITES

Within Tier 1 areas, an estimated 1,000 - 1,500 units can be developed on properties that have already been planned for development. An additional 500-1,000 units could be built on vacant properties on land that is suitable for development (but has not yet been planned).



Infrastructure extensions. The City has codified a policy for water service in unincorporated areas. This policy should be updated to encourage water service on already existing mains in unincorporated areas. The new water plant has a large capacity and new revenues will help offset loan payments.

However, no new mains should be constructed outside of City limits without careful consideration. Other than water, the City is unlikely to consider services outside of the city boundary.

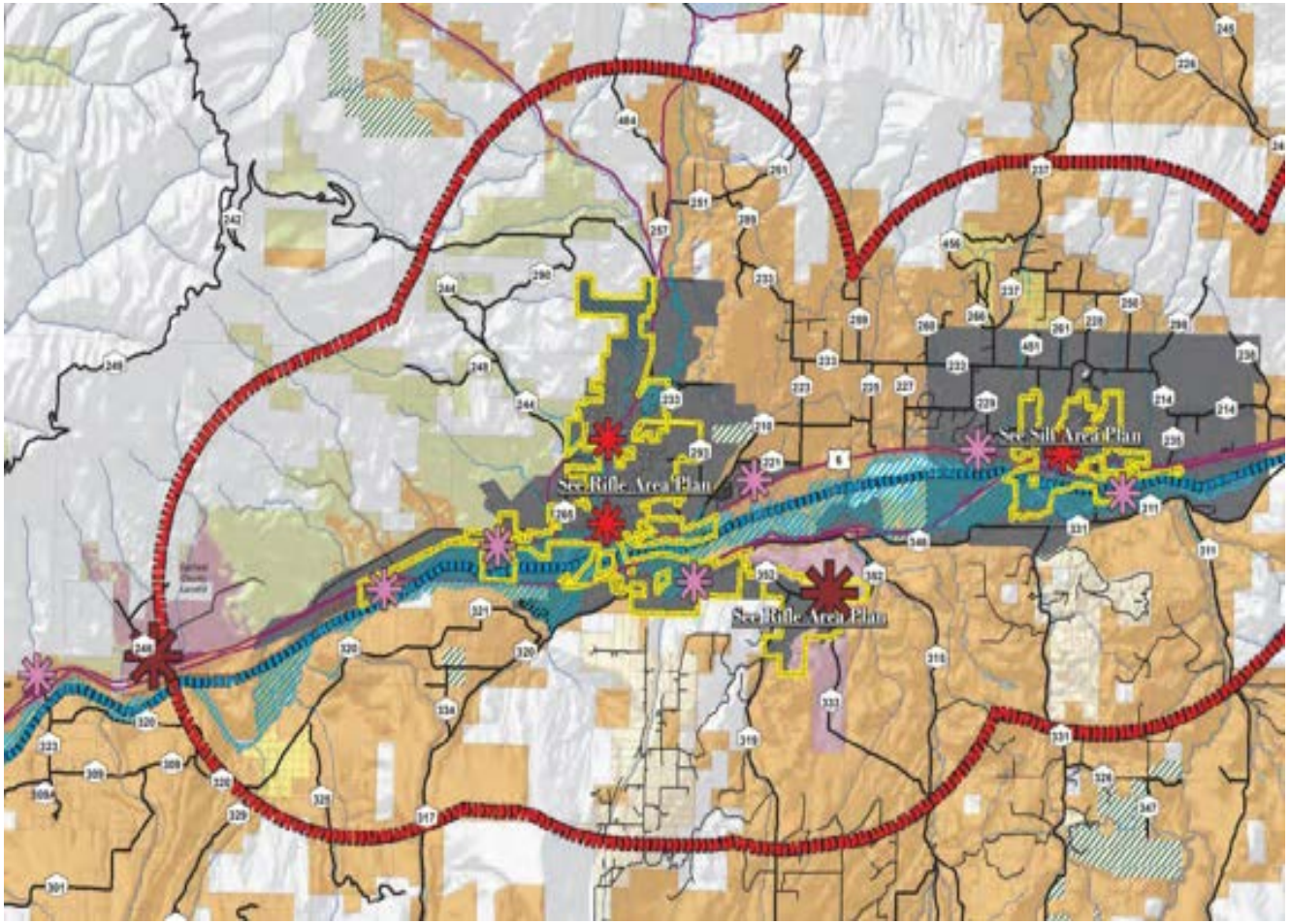
Sphere of Influence. The State of Colorado allows municipalities to set a 3-mile "Sphere of Influence" outside of City Limits. Rifle's Sphere of Influence is shown on the map from the Garfield County Comprehensive Plan. Within this area Rifle may coordinate with Garfield County or other jurisdictions to accomplish City goals regarding land use and development.

Urban Growth Area. Another important concept in municipal-county land use coordination is the "Urban Growth Area". The Urban Growth Area is smaller than the Sphere of Influence, and is composed of areas envisioned by the community for annexation and development to a municipal neighborhood standard. The Rifle Comprehensive Plan sets the Urban Growth Area as Tiers 1 and 2 in the Tiered Growth System. Rifle considers Tier 3 areas to be more appropriate for County-style land use patterns, thus it is outside the Urban Growth Area.

IGA with Garfield County. In 2007 Rifle entered into an intergovernmental agreement (IGA) with Garfield County regarding joint planning and review. The IGA has fostered an environment of trust and mutual respect and forms the foundation of the strong working relationship the City maintains with the County. The County's practice has been to consult the City's Comprehensive Plan and recommendations in reviewing land use applications within the City's Area of Influence. This ensures that patterns of development in the County accommodate the future growth of Rifle.

There are many specific instances where City-County coordination is important. One instance is the common practice in counties of subdividing larger tracts into 2 acre lots. Following the IGA with Garfield County, the City has the right to review and com-

Garfiield County Comprehensive Plan - Sphere of Influence Map. The red line shows the 3-mile Sphere of Influence of both Rifle and Silt. Some overlap exists.



ment on these applications within the City's Sphere of Influence. For properties within Tiers 1 and 2, the City would not recommend that this kind of subdivision occur. In Tier 3, a review on a case by case basis is appropriate. In locations where this type of subdivision would not negatively impact the future plans of the City, the City may not object to such a subdivision. In locations where such a subdivision would negatively affect the growth of the City or place undue strain on City infrastructure or services, Rifle may request that the County work with the City to mitigate negative impacts.

Another case that shows the need for City-County coordination is the need for new streets that connect Prefontaine Mesa to the Highway 13 Bypass, as called for by the CDOT Hwy 13 Bypass Access Control Plan. Right-of-way for these streets would need to be obtained from properties that are currently under County jurisdiction. Thus, when reviewing a land use application on these properties Rifle would request that the County consider the need for future streets in this area, as well as the need for higher-density neighborhoods that are annexed into the City of Rifle in order to pay for these streets.

Additionally, the County's agricultural/industrial zone is often utilized for unsanctioned equipment storage. While the City supports the energy development industry, the appearance of these facilities has a negative impact on this entrance to the City. To help improve the City's image, the City encourages that these uses be relocated or screened from public views.

Principle 2.3: Create High Quality of Life Neighborhoods

Within the Tier 1 area, a key principle of the Comprehensive Plan is to create neighborhoods with a high quality of life. The Comprehensive Plan identifies the following elements as important to fostering a high quality of life for Rifle's citizens.

A. ENHANCE THE VITALITY AND UNIQUENESS OF RIFLE

The vitality and uniqueness of RIfle can be enhanced by honoring iconic features of the community such as the downtown, the locally-owned restaurants and retail stores, trails, the Colorado River, and the preservation of Rifle's agricultural heritage.

B. CONNECTIVITY

Connectivity between developments and streets unifies the community. Coordination between adjacent developments should create neighborhoods that feel connected to one another. Developments should intregate streets, trails, utility, drainage and open space easements. A grid network of streets disperses traffic, prevents congestion, and reduces trip distance by providing more direct routes.

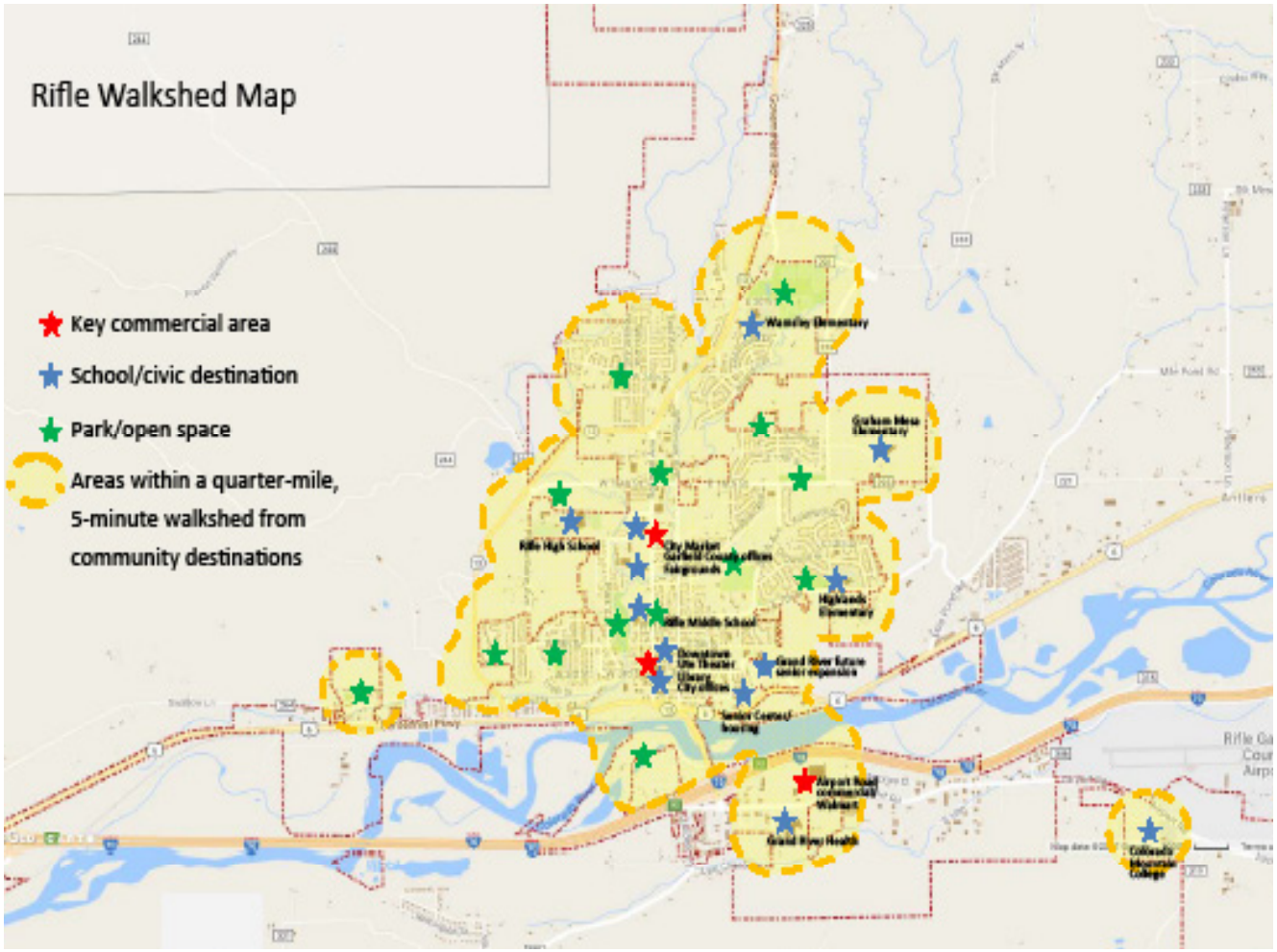
C. COMPLETE STREETS AND WALKABILITY

Streets must accommodate necessary traffic levels, but they must also respect pedestrians, bikers, and foster a pleasant living environment. Wide sidewalks, an interconnected trail network, alley-loaded garages, and, shared parking can improve the walkability of streets. Neighborhoods should be designed so that homes face streets. The visual interest of the streetscape can be enhanced through patios, outdoor dining, landscaping, and art.

D. A MIX OF USES

Each neighborhood should include one or more destinations such as a park, school, civic, open space, or commercial use within a 5-minute walk (1/4 mile). Destinations within a walkable distance may include tot-lots, community gardens, grocery stores, or preserved agricultural land. See the Walkability Map. The location of destinations in the community were analyzed as part of determining

Based on responses in the public workshop survey, the Comprehensive Plan recommends that neighborhoods include community destinations within a 5 minute "walkshed" distance.



E. HOUSING AFFORDABILITY

Housing should be provided in a range of types and price points to accomodate all of Rifle's population. In particular, "missing middle" housing that includes townhomes, duplexes, and small single family homes should be a focus. The City's zoning standards and incentive policies should focus on encouraging affordability of housing. The City currently allows ADUs as a by-right use in residential zoning districts, and this should be preserved. Manufactured homes and mobile home parks that are constructed and managed in a quality manner should be incorporated as a viable affordable housing strategy where appropriate in the community.

F. DENSITY WHERE APPROPRIATE

Density helps create walkable neighborhoods, provides a built-in clientele for businesses, provides housing choice and affordability, expand transportation choices, and improves the efficiency of public infrastructure and services. The Downtown will be the most preffered neighborhood for higher densities. Through density the City can encourage housing choices that allow residents to remain in their community as their life stages change; single, married, raising children, "empty nesters", and retirees.

G. PARKING

Parking needs must be accommodated, but large parking lots should avoid fronting a street. Parking should be provided on the sides and behind buildings. Mixed-use developments can reduce parking needs through shared parking arrangements.

H. ARCHITECTURE

Buildings should be broken-up architecturally to avoid large box-like structures. The use of a variety of architectural techniques, windows, colors and materials can accomplish this. Residential streets should be faced with windows, balconies, doors, and porches, allowing residents to watch over their neighborhoods. This provides "eyes on the street" at all hours to promote safety. Residential neighborhoods should maintain a variety of home types to avoid a cookie-cutter feel. The Downtown Zoning Code successfully implements these principles. However, other commercial zones may need updated architectural standards to promote these principles.

I. LANDSCAPING.

Proper use and placement of trees mitigate heat-island effects associated with parking lots and streets. Landscaping can be integrated with stormwater detention. Landscaping should utilize xeric planting methods and low-water use plants.

J. LAND USE TRANSITIONS

Rifle promotes appropriate transitions from one land use to another. The transition may involve different densities (apartment buildings to single-family homes), different uses (commercial to residential), or different intensities (noisy industrial area to quiet office space). For each land use transition, appropriate distances, fences, and other buffering techniques should be employed.

For density transitions, a gradual step-down from denser development to low-density development should occur across neighborhoods. For the City as a whole, the densest development should occur in the downtown. The neighborhoods around downtown should generally have the next most dense development, and so on.



Figure 1: Successful mixed-use centers provide comfortable outdoor spaces for the pedestrian and community interaction.

Principle 2.4: Strategic Investment To Achieve Community Goals

A strategic approach that prioritizes investments is critical for Rifle to achieve its goals.

The City has many policy tools that can ensure growth makes efficient use of infrastructure and creates a high quality of life in Rifle's neighborhoods. These include:

- **Fee structures and incentives** that encourage the types of development needed in desirable locations.

- **Zoning Codes and Public Works standards** that encourage desirable types of growth while remaining flexible for the private sector. Some zoning code sections may need updating, such as reviewing the land use table for commercial uses to ensure that appropriate transitions occur. The City should examine Public Works standards for development standards that are more affordable to construct and maintain.

- **Strategic infrastructure investment** to encourage development in priority areas, or for purposes of economic development. Chapters 3 and 4 discuss many specific infrastructure investments in Rifle.

- **Economic development efforts** to seek out partners for specific projects.

The City of Rifle's investment in infrastructure totals hundreds of millions of dollars. Proper planning can ensure the growth of Rifle makes the best use of this investment.

RIFLE INFRASTRUCTURE DATA

TYPE	TOTAL AMOUNT IN CITY SYSTEM	COST TO BUILD PER UNIT	TOTAL VALUE OF ASSET
Waterline	73 miles	$100/linear foot	$38,544,000
Sewerline	53 miles	$80/linear foot	$16,051,200
Storm sewer	9 miles	$60/linear foot	$2,851,200
Streets (not including sidewalks)	11,000,000 Sq Ft	$30/square foot	$33,000,000
Bridges	9	$3,000,000 per bridge	$33,000,000
Gravel Alleys	–	$2/square yard	–
Sidewalk	–	$36/square yard	–

Chapter 3: Infrastructure and Quality of Life

This Chapter describes important aspects of infrastructure and quality of life including: Transportation, Water and Wastewater Utilities, Economic Development, Parks and Open Space, Schools, and Public Lands.

3.1: Transportation

A. Transportation Master Plan

The **2003 Rifle Transportation Master Plan** identified the future needs of Rifle's transportation system.

Since the Master Transportation Plan was developed in, 2003 several developments have occurred that affect Rifle's ability to implement its recommendations. These factors include:

- Construction costs have escalated rapidly as availability of funds from outside sources has diminished.
- Maintainence of existing infrastructure is likely to require additional resources, reducing resources available for new infrastructure.
- A more compact land use pattern is expected.

Due to these factors, the Comprehensive Plan recommends that some roads anticipated by the Transportation Master Plan not be constructed. These include:

1. The East Bypass from County Road 291 to State Highway 6. This route was intended to provide an

Recommended Street Connections in the Transportation Master Plan



alternative from Graham Mesa to Higwhay 6 and the I-70 Exit 87 at Mamm Creek. However, no ROW exists, the topography is challenging, and a bridge over the Colorado River would be cost prohibitive.

2. The Graham Mesa connections to the East Bypass is infeasible due to the same reasons listed above.

3. The Birch Avenue extension to Highway 6. Topography and past development approvals make this route infeasible. The need has been mitigated by improvements to Hospital Hill Road.

RECOMMENDATIONS FOR TRANSPORATION

1. Alternate Routes to Railroad Avenue. One of Rifle's major challenges it that the topography funnels much traffic to one crossing of the Colorado River and I-70 at the Rifle Gateway/Exit 90. Only two major north-south routes exist through the City: Railroad Avenue and Whiteriver Avenue. The Hwy 13 bypass is another alternative route to Railroad Avenue, but is not convenient to most residential areas. Thus a key recommendation of the Transportation Master Plan is the construction of alternative routes to prevent congestion on Railroad Avenue and the Gateway. The Transportation Master Plan recommends several projects that provide street network connectivity and alternatives to Railroad Avenue (see map on Page 20):

- Gateway Roundabout and Master Plan (see page 22)
- Park Avenue connection to Centennial Parkway
- Acacia Avenue connection to Whiteriver Avenue
- Fairway Avenue connection to Hwy 13 Bypass
- West Ninth Street - Prefontaine Avenue connection to Hwy 13 Bypass
- Hospital Hill Road improvements

2. Encourage development to locate in Tier 1 areas of Rifle such as Prefontaine Mesa, Downtown Rifle, the Colorado River development area, Park Avenue, and Whiteriver Avenue (see map). Growth in these areas add minimal vehicular stress to congested areas of the City. Unlike North Rifle and Graham Mesa, development here has the ability to utilize routes other than Railroad Avenue.

3. Encourage growth in areas with pedestrian, bicycle and transit infrastructure. Development in downtown Rifle and surrounding neighborhoods will have proximity to transit stops and is in easy walking distance to community destinations. Trail and sidewalk connections and improvements to transit stops and service can provide alternatives to vehicular travel.

4. Complete new traffic modeling. To gain a better understanding of the transportation impacts of future growth areas, Rifle should update traffic counts and models.

B. Gateway Improvements

NORTH I -70 ROUNDABOUT

The North I-70 Roundabout has been planned since the early 2000s. It would improve safety and traffic flow at the intersection of the I-70 Exit 90 on/off ramps, Highway 13, and Lions Park Circle. The roundabout is necessary for the development of the Colorado River area (see the Colorado River Neighborhood Plan). In 2015 the City of Rifle completed final design of the roundabout through Colorado River Engineering and received an A-line break approval from CDOT. The high project cost of $5 million prevented construction, but the design remains valid. The City should work with the CDOT Region 3 STIP list to obtain funding for eventual construction. In addition to the roundabout, the City has developed concept drawings for improvements to the Colorado River bridge area so that the link between the I-70 and Downtown Rifle presents a positive image of the City (see downtown neighborhood section).

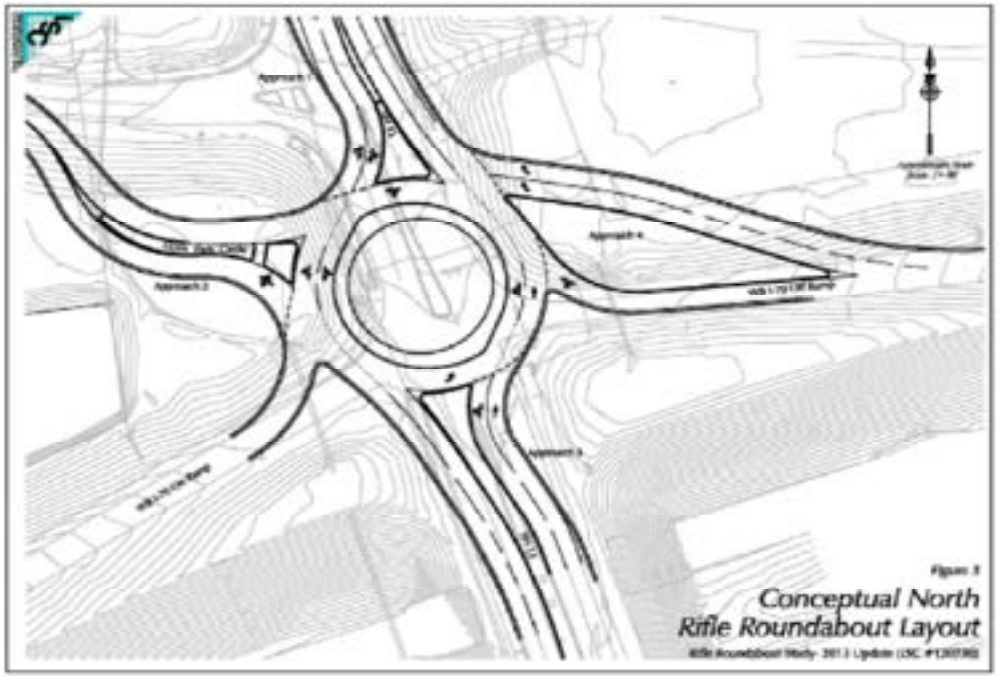
GATEWAY MASTER PLAN

In 2009, the City of Rifle engaged PBS&J in a Conceptual Alternatives Study for the Gateway area (the intersection of former Highway 13, Highway 6, and Whiteriver Avenue. See maps on next page). It has long been recognized that the current street configuration would eventually fail to handle traffic flows, and in its current state, makes for an unattractive entrance to the community.

The study estimated that the Gateway area would experience traffic failure at a 25% increase over 2009 traffic volumes. In 2009, the Colorado River Bridge had 19,950 VPD and Railroad Avenue had 12,600 VPD. A 25% increase in traffic meant system failure would be experienced at 26,720 VPD on the Colorado River Bridge and 16,876 VPD on Railroad Avenue. The study's 3.3% annual traffic growth rate resulted in anticipated failure in 2018. To date, VPD has not increased at the level anticipated.

The study evaluated multiple alternatives. The study selected a Preferred Alternative for the Gateway street network. It involved a roundabout at the north end of the Colorado River Bridge and a one-way couplet for Centennial Parkway/Hwy 6(see map next page). This option was chosen because it:

- Encourages truck traffic to use the Hwy 13 bypass instead of Railroad Avenue
- Maximizes the amount of developable land in the Gateway area and continued the downtown block system and Main Street-style development south of Centennial Parkway.
- Encourages pedestrian, bicycle, and transit mobility.
- Provides options for multiple north-south streets, (Whiteriver Avenue, East Avenue, West Avenue, and Park Avenue), instead of focusing traffic only on Railroad Avenue.
- Provides an attractive entry feature to the community.
- Provides workable methods of stormwater drainage and business acess.



The project's estimated cost was $11 million in 2010.

2014 MODIFICATION TO GATEWAY PLAN

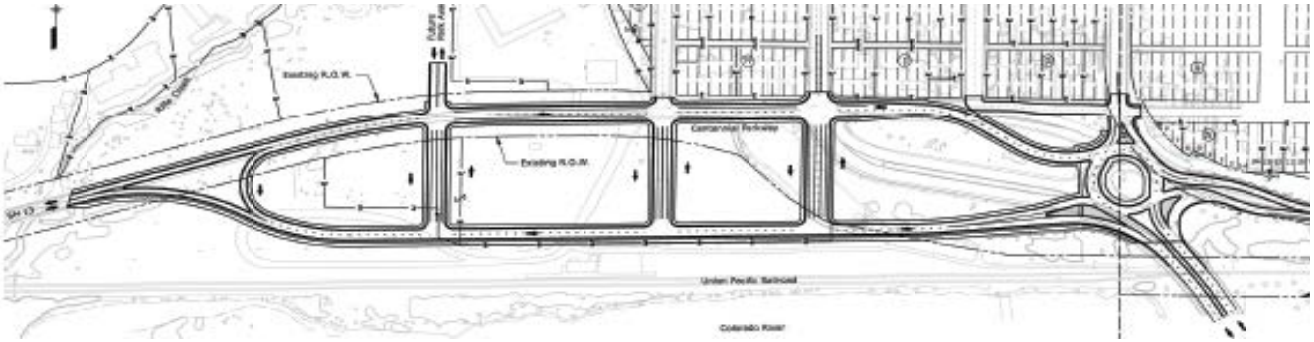
In 2014, the City of Rifle undertook a Downtown Strategic Plan. This process resulted in the devolution of the Gateway area from CDOT to the City of Rifle. With control over the Gateway street network, the City decided to make a modification to the 2009 Gateway Preferred Alternative: removal of the one-way couplet (see map at left).

Preserving Centennial Parkway as a two-way street preserved the system's ability to handle increased traffic capacity while decreasing project costs, lowering the City's maintenance obligations, and creating a more attractive environment for businesses and pedestrians.

Further traffic modeling, engineering and design should occur well in advance of the need for implementation of the Gateway Master Plan.

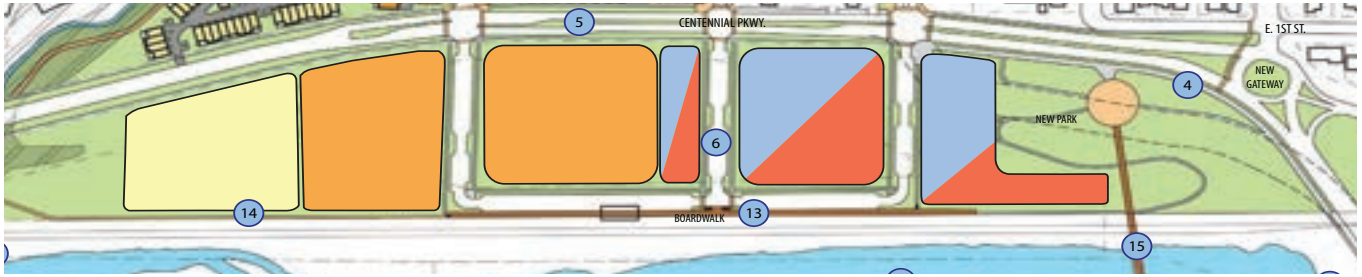
Consideration should also be given to traffic calming on residential collector streets. The Gateway Plan could have an impact on Whiteriver Avenue and, to a lesser extent, Park Avenue that may need to be addressed.

2009 Gateway Study: Preferred Alternative with One-Way Couplet



2014 Downtown Strategic Plan: Removal of One-Way couplet, change to two-way Centennial Parkway





C. 2009 CDOT Access Control Plan

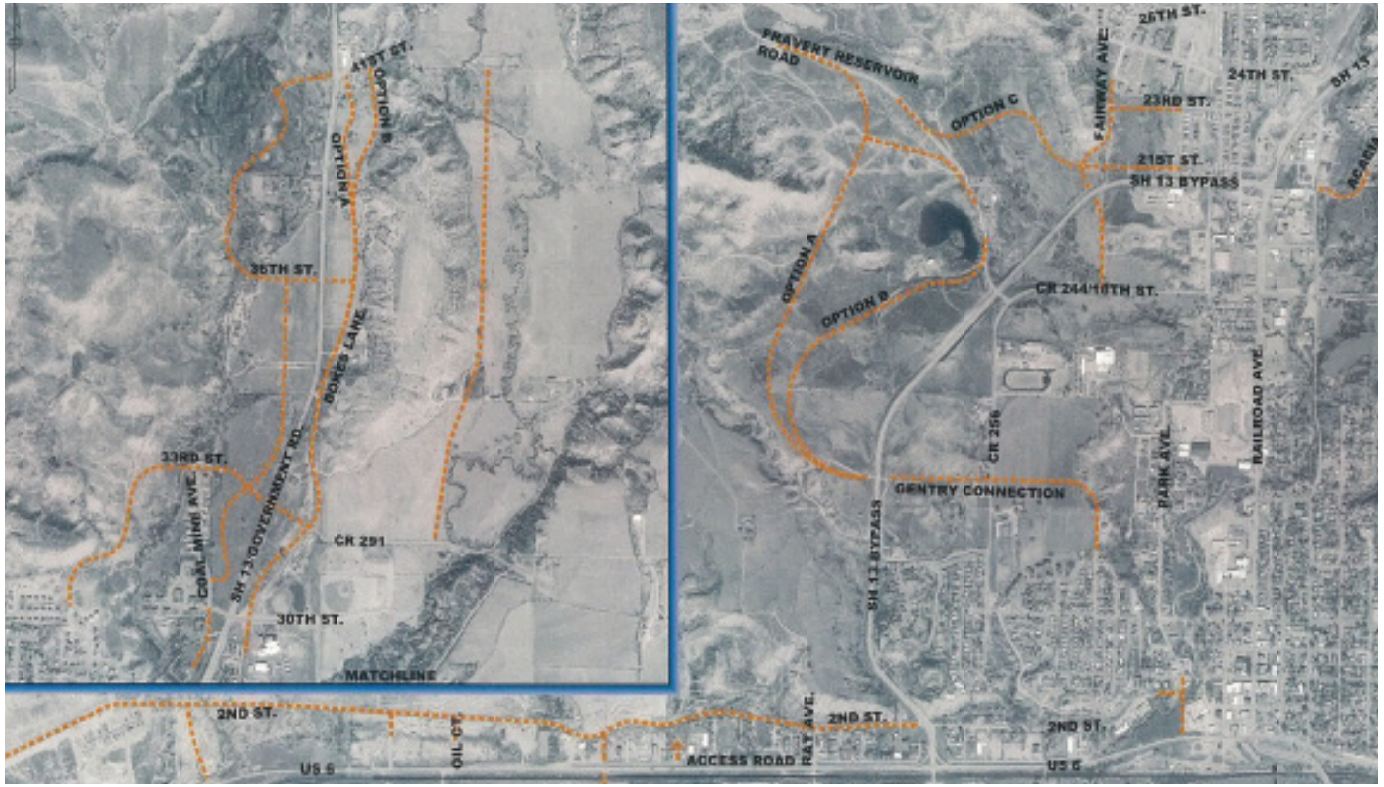
In 2009 the City of Rifle and CDOT jointly adopted an Access Control Plan for Highway 13. The plan ensures that safe access is available from North Rifle and West Rifle to Highway 13. In many cases it calls for major modifications of the existing street network. The Comprehensive Plan uses the Access Control Plan's recommendations as the foundations for future development in North Rifle, the Prefontaine Mesa neighborhood near the Bypass, and West Rifle. See Chapter 4 for specifics on these neighborhoods.

One area where the Highway 13 Access Control Plan should be revisited is between 21st Street and 30th Street in North Rifle. The City seeks the revitalization of this area and infrastructure that serves this purpose. The high traffic volumes projected by the Access Control Plan (40,000 VPD) are unlikely to occur because the development of RimRock/Bryce's Valley is no longer anticipated. Those developments account for 60% of projected traffic volume on this part of Hwy 13. Thus, two Access Control Plan's recommendations should be reconsidered

1. Provide a signalized intersection at 30th Street instead of 33rd Street. There is no longer a need for a signalized intersection at 33rd Street because RimRock/Bryce's Valley development is not anticipated. A signalized intersection at 30th Street is important to pedestrian safety and Rifle's quality of life. Residential areas with multi-family development cross Highway 13 at 30th Street to reach Wamsley Elementary and Deerfield Park. 30th Street can also serve vehicular traffic to Tier 2 areas of RimRock and Bryce's Valley, where some development is possible within existing water pressure zones. It appears that adequate spacing exists between the 24th Street and 30th Street intersections to allow for both intersections to be signalized.

Revise the Access Control Plan to allow Highway 13 access from 21st Street. The current plan states that development along 21st Street requires the closure of 21st Street. This negatively affects the City's desire to revitalize the 21st Street area with commercial/residential uses instead of industrial uses. With lower traffic volumes anticipated on Hwy 13, a three-quarter access to 21st Street may be feasible.

CDOT Access Control Plan Recommended Streets



E. Transit Planning

In 2011 the City of Rifle worked with the Roaring Fork Transit Authority to complete a study on a Circulator Bus System that would run a loop within Rifle. The results showed that the costs of this bus would likely make the project unfeasible within the short to medium term.

With the 2014 Downtown Strategic Plan, the City examined the possibility of Bus Rapid Transit extending from the Roaring Fork Valley to the Rifle area. While this is something that RFTA has showed interest in due to the high growth of the Rifle area, a BRT system would likely require a new funding source such as a dedicated tax.

D. Pedestrian and Bicycle Plan

The following sidewalk and trail projects include priorities identified by City Staff, Planning Commission, the Parks and Recreation Advisory Board, and members of the public. It updates the previous Pedestrian and Bicycle Plan to remove completed projects and include new priorities.

1. Middle Kingdom Trails. At the end of Howard Avenue a trail can reach BLM Hubbard Mesa area via a City-owned public access, which was created with the Bluffs Townhomes Plat. An access trail for hiking and biking only should be built through City property. In addition, the Middle Kingdom area should be moved outside of the BLM's Hubbard Mesa OHV area. Its proximity to City neighborhoods make it appropriate for defined hiking and biking trails, but not OHV use. This change in BLM designation would allow trails in the Middle Kingdom area to be formalized.

2. Government Creek Trail. A portion of the existing single-track trail is in City-owned open space near the Rifle Creek Apartments. The City should seek additional easements to connect the Government Creek Trail to the Knollridge neighborhood and to Willow Ranch.

3. Highway 13 Crosswalk and Stoplight. The Current CDOT Access Control Plan puts a stoplight at the future 33rd Street, not at 30th Street where existing residences, parks, and schools create a need for a pedestrian crossing of Highway 13. With RimRock development not anticipated, this should be rethought.

4. Highway 13 sidewalk. A sidewalk on the west side of Hwy 13 would allow Willow Ranch and Rifle Creek Apartment residents to reach the 24th Street stoplight to cross safely.

5. Fravert Trail. The Annexation Agreement with Queen's Crown allows recreational uses to occur on the property prior to development. The Fravert Trail would connect the Knollridge neighborhood with Fravert Reservoir. It would follow the future Fairway Ave Right Of Way, cross Queen's Crown, and then corss a small piece of Forest Service/BLM



property to reach the County Road at Fravert Reservoir.

6. Raynard Connector. The easement is in place in the North Pasture subdivision to connect the Raynard Ditch Trail to 16th Street.

7. Graham Mesa Avenue Trail/Sidewalk. A sidewalk or wider shoulder on Graham Mesa Avenue would provide better access to the north end of the Raynard Ditch Trail. Additionally, the City owns Right-of-Way for a future street that connects Graham Mesa Avenue to the Creekside Estates development at the bottom of the hill. Signage should alert pedestrians that this is a public access.

8. Grand Tunnel Trail. This trail should be created on the edge of Prefontaine Avenue if and when the Gentry property, which is currently agricultural, is developed.

9. Rifle Creek Trail. One easement is needed from a residential property owner to complete the missing section from 9th Street to 11th Street. The City owns the remaining land within the Rifle Creek floodplain, and has engineered drawings by Colorado River Engineering.

10. Highland East Subdivision connectors. The Highland East subdivision included trail easements through the neighborhood that have never been constructed.

11. 5th Street sidewalk. The existing situation where Fravert Avenue turns into 5th Street is unsafe. The sidewalk ends and pedestrians must cross the street at a blind corner. A new sidewalk would remedy the situation.

12. Park Avenue Sidewalk. The block between 3rd Street and 4th Street has a missing sidewalk gap on the east side of the street.

13. Cottonwood Trail. One easement through private property would be needed to bring a trail from Cottonwood Mobile Home Park to the Highlands Trails on City-property. This would allow Cottonwood residents to safely walk to destinations in Rifle and avoid Highway 6.

14. The Pioneer Ditch Trail. The City may have full control of this ditch at some point in the future making it possible to use as a trail. However, pedestrian access easements would need to be obtained from all property owners the ditch crosses. A sidewalk would be difficult to add to West 2nd Street so this trail may serve as a useful connection.

15. Centennial Parkway sidewalk. A sidewalk on the south side of Centennial Parkway would serve as a connection to the Rifle Creek Trail which crosses under the Centennial Parkway bridge. As it enters the Gateway area the sidewalk can be widened to include a bike path as it crosses the Colorado River.

16. Colorado River Trail extensions. The City may have an opportunity to work with the landowners west of the CDOT Rest Area to continue the trail along the river.

17. Ramsey Gulch Trails. The City owns this 110 acre property that includes a floodplain and steep slopes. A loop trail of at least 3 miles is possible in this scenic natural area. The trailhead would be at the end of Last Chance Drive behind Grand River Health. Trails could extend south on County Road 332 through Ramsey Gulch and BLM land. CR 332 has not been maintained for many years. It is no longer usable for vehicles but would make an excellent trail for hiking and mountain biking. From the Ramsey Gulch trails, a trail connection could be extended east to reach Colorado Mountain College and the Garfield County Airport. This trail would use either BLM land at the base of the mesa, or follow the south side of Airport Road on land owned by Garfield County.

18. Airpark Trails (not on main map)

The Rifle Airpark property is south of Garfield County Airpark. While most of the property is intended for industrial use, it also contains mountainous topography that has been identified as excellent for trails and open space. A trail connection could be made from Colorado Mountain College to the Airpark Trails, completing a South Rifle trail system. The Airpark PUD includes the following trail map:



3.2 Water & Wastewater Utilities

The City of Rifle operates water and wastewater utility systems. Recently, major upgrades have been made to treatment facilities, water tanks, and major transmission lines.

Moving forward, the City of Rifle's goal is to recoup the community's investment in the system by adding new revenue from development. The taxpayers will benefit if new development can be built in areas that are already served by the system, rather than on additional infrastructure that must be maintained at public cost.

Thus, the location of existing utility infrastructure is an important consideration to the Tiered Growth System. The areas served by the Utility Map closely conforms to Tier 1 growth areas. Areas outside of existing water pressure zones are in Tier 2 or 3.

The City of Rifle intends to update its water model which should provide more detailed information about what areas can be served with existing water infrastructure.

Utility issues of note include:

- Usage at the Airport Water Tank is low. Additional development in the Airpark would be beneficial. A redundant tank is needed in this location so that the existing tank can be serviced.

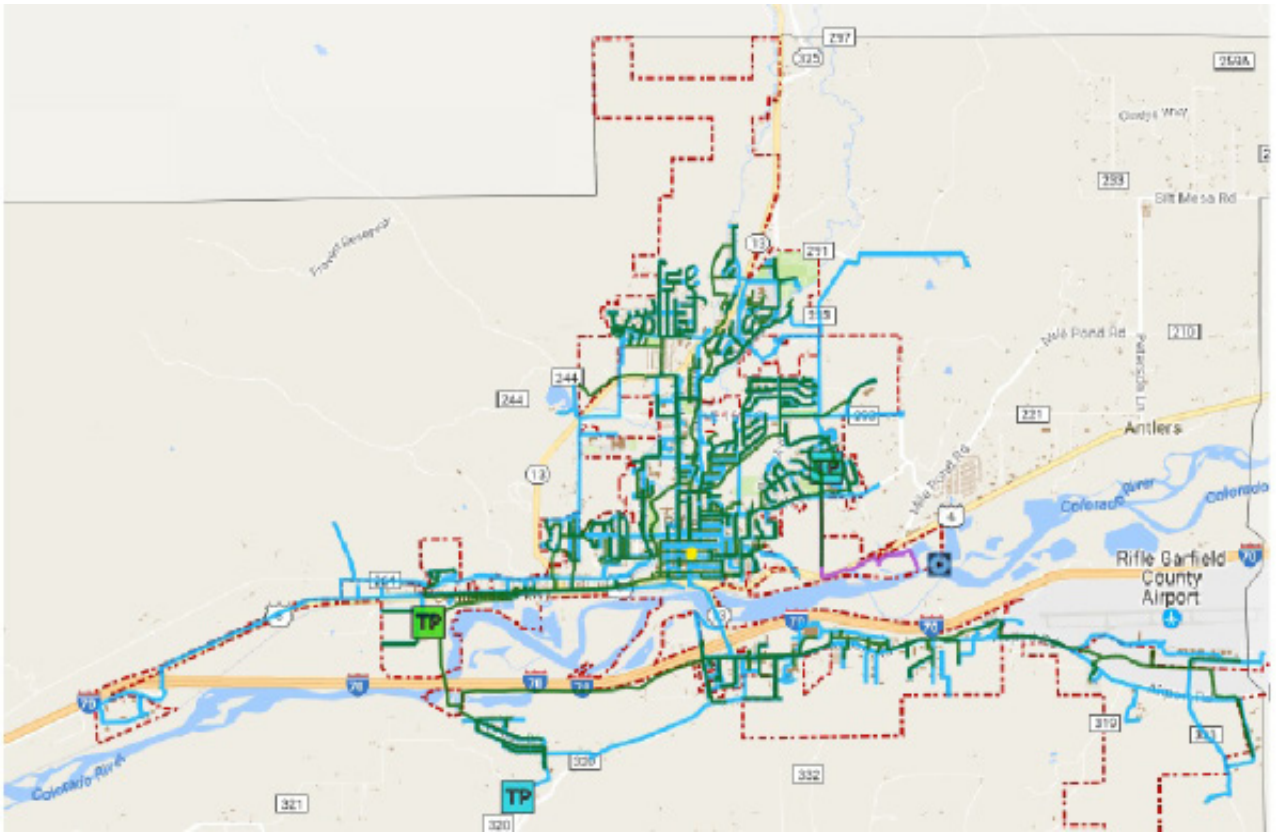
- RimRock and Bryce's Valley cannot be served in existing water pressure zones and would require new water tanks. The City of Rifle's policy is to not acquire new water tanks.

- the Northeast Water Tank may need increased capacity to serve growth in the Graham Mesa area.

- The City's "tap fee" policies should be studied and modified if necessary to ensure that it accurately accounts for water-wise types of development.

- Areas around Prefontaine Mesa should be reviewed for potential sewer basins and trunk lines. Development in this area is desirable but lacks sewer service.

City of Rifle Utility System Map showing water (blue) and wastewater (green)



3.3 Economic Development

A. Regional Center

Rifle is situated at the center of the Middle Colorado River Valley region, with a trade area (see map below) of 31,000 people from Parachute to New Castle to Meeker, according to a 2013 Market Study that was completed for the Downtown Strategic Plan. The study estimated that 39 percent of sales in Rifle are from Rifle residents, while 61 percent represent sales inflow from outside the City. This demonstrates Rifle's position as a burgeoning regional center between the more established regional centers of Glenwood Springs and Grand Junction. Future growth in the Middle Colorado River Valley will continue to enhance Rifle's status as a regional center for retail, services, and entertainment.

B. Attracting Primary Jobs

Rifle's main industries are health care, government, and the oil and gas industry. The boom and bust nature of the oil and gas industry has led Rifle to seek other more stable industries. The City and the Rifle Regional Economic Development Corporation (RREDC) have pursued many industries over the years, from marble processing to green home builders, to opportunities surrounding the Garfield County Airport. The attempt to attract new industry has clarified the structural challenges Rifle faces. These include high land and living costs, a small labor pool, and competition for labor from the oil and gas industry and nearby resort areas.

GOAL: Rifle will continue to pursue primary jobs particularly around the Airport and seek ways to mitigate the challenges to industry attraction.

Energy Innovation Center. In 2005 City Council adopted the Rifle Economic Opportunities Assessment, which included a vision for development of the Energy Innovation Center concept—a 160 acre, city-owned renewable energy industrial park. While the renewable energy industry has not shown the vitality anticipated, street and utility infrastructure are in place and pad sites are ready to be developed. One benefit of Rifle's association with renewal energy has been a large influx of community solar gardens. One utility executive stated that Rifle likely has the most solar per capita in the nation.

GOAL: The City should continue to consider other job-producing facilities at the City-owned Energy Innovation Center through public/private partnerships.





C. Commercial Opportunities

As Rifle grows, further big-box commercial is anticipated. However, anecdotal statements from national retailers points towards the need for Rifle's region to potentially grow another 30% (a regional population close to 50,000) to attract major sporting good retailers, or big box home improvement stores.

Therefore, it is important for Rifle to plan for these uses over the long-term. Rifle has a limited number of suitable locations for big box commercial. These include the Colroado River area near I-70 Exit 90, and parcels around Walmart. Other properties such as Powers Ranch are in Tier 2 development areas due to infrastructure needs.

GOAL: Rifle should ensure that at least one of these areas are reserved for regional commercial opportunities when they arise. The most likely will be the Colorado River area once a roundabout has been constructed.

D. Local Business Development Through Community Partnerships

Rifle has generally followed the principle that 20% of economic development efforts should go towards attracting new business, and 80% of efforts should go towards local business development.

To that end, the City has created the **Greater Rifle Improvement Team (GRIT).** GRIT is a partnership between the City of Rifle, the Chamber of Commerce, the Rifle Regional EDC, and other entities involved in economic development.

The purpose of GRIT is to create a more vibrant entrepreneurial environment through quality of life improvements.

To accomplish this, GRIT follows the four pillars of the Main Street Program on a City-wide basis. These are 1) marketing and events, 2) design, beautification, and capital improvements, 3) economic vitality; and, 4) organization.

1) Promotions and Events.

- GRIT will promote the Rifle region's brand (currently, Real Western Adventure) and Rifle's attractions to build the repuation and identity of Rifle.

- GRIT will promote signature events in Rifle, as well as more locally-focused community events.

- GRIT will support the Ute Theater as a unique attraction in Downtown Rifle.

2) Design, Beautification, and Capital Improvements. GRIT will build amenities that support quality of life and business development. Focus areas include:

- The Colorado River area for recreational amenities

- Beautification of gateways and key corridors such as 3rd Street, Railroad Avenue, Centennial Parkway, and Airport Road.

- Trails and sidewalks, both within town and on public lands.

3) Economic Vitality.

- GRIT will provide business support and networking services to help local businesses grow and thrive.

- GRIT will strategically seek to attract new businesses.

- the City of Rifle will improve processes and codes to support business development.

4) Organization

- GRIT will provide the resources and structure for groups to work together, including volunteer management and funding.

- GRIT will maintain and update a 5-year Strategic Plan that provides specifics to the four pillars of the program.

3.4 Parks & Open Space

A. Parks

The City of Rifle has dedicated 1% sales tax to parks and recreation. The City boasts an excellent network of neighborhood and regional parks. As a general rule, residences should be within 1/4 mile (walking distance) of a park. Using that measure, the map to the right shows the location of parks in Rifle with a 1/4 mile radius around them. This map identifies park gaps in:

- the North Pasture/Promontory neighborhood, where a park site is ready to be developed.

- South Rifle (no park site chosen). South Rifle does not currently have a large residential population. If the area south of Airport Road continues to develop, a park may be required here and should be considered during annexation and subdivision processes.



B. Open Space

Preserving key areas for recreation, agriculture, and wildlife is important to the character of the community. Key opportunities include:

1. **The Colorado River** provide great opportunities for canoeing, kayaking, fishing, and wildlife viewing. Plans are discussed in the Colorado River Neighborhood Plan section.

2. Open Space within City Limits. Morrow Draw, Highland Trails, the Airpark Trails, and Ramsey Gulch are key areas for preserving open space.

3. **Agricultural lands.** The Rifle Creek Valley, Clough Ranch and Tybar Ranch are in Tier 3. Powers Ranch is in Tier 2. These Tier Designations should preserve these areas as agricultural for some time.

3.5 Schools

A. School Locations and Municipal Planning

A key principle of Rifle is the creation of high quality of life neighborhoods with schools that are walkable and bikable for children and adults. Because finding land suitable for school sites is difficult, the City of Rifle seeks to proactively plan with the Re-2 School District and Colorado Mountain College to ensure future school sites are available in areas that serve as accessible community destinations.

The boom and bust cycle of growth has made planning for school facilities difficult. Between 2001 and 2007 enrollment grew by 17 percent. Overcrowding forced construction of Graham Mesa Elementary School in the "The Farm" development. With the onset of the recession, there has been excess capacity in facilities. Following national trends, the school age population in Rifle may not grow as fast as anticipated due to smaller family sizes within the Millenial generation.

B. Rifle Middle School And Rifle High School

Esma Lewis Middle School is currently situated in Downtown Rifle. If population growth occurs, it is possible that the Middle School could eventually exceed capacity. One option anticipates the Esma Lewis Middle School transition out of Downtown Rifle. If that were to occur, the City's recommendation is that the facility be replaced with more appropriate urban residential land uses and a small "urban", i.e. two-story, elementary school. It is possible that the Middle School would move into the High School, which would then seeks another location. The City should be proactive to assist Re2 in identifying a High School location within Tier 1 areas. The previous Comprehensive Plan identified a High School site in the RimRock subsidivision. As RimRock is no longer anticipated to occur, this location would not be able to be served by infrastructure.

3.6 Public Lands

The bulk of the federally owned lands that surround Rifle are managed by the Bureau of Land Management (BLM). There are also significant areas owned by the State of Colorado and the Forest Service. Rifle residents have a recreational interest in several areas of public lands, including:

Roan Plateau. The Roan Plateau is utilized by hunters, ATVers, hikers, and mountain bikers. Recreational access to land traditionally used for hunting has recently been limited by oil and gas development on both public and private land.

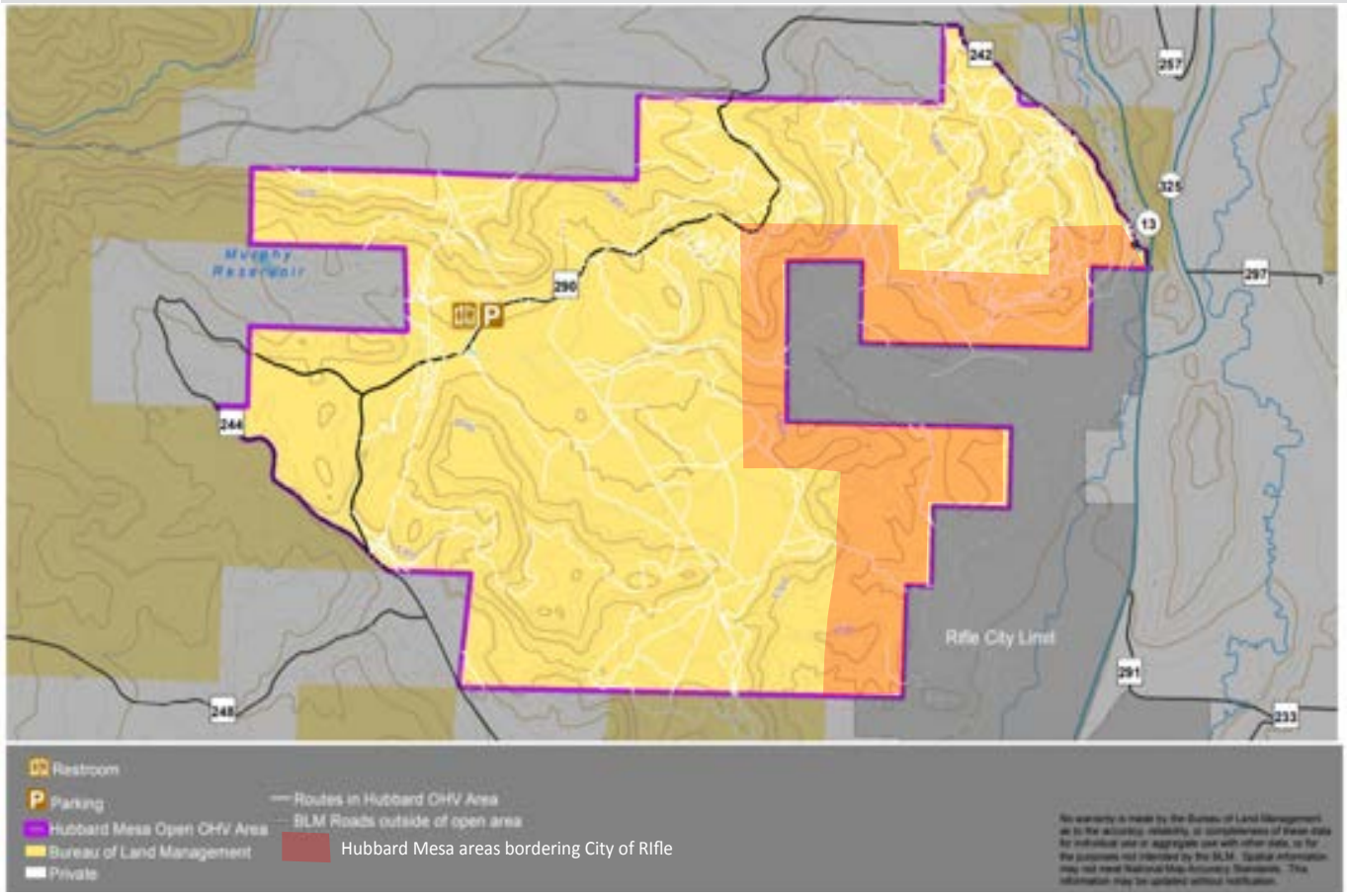
Rifle Arch. The BLM areas around the Rifle Arch have been identified by BLM and DOW as having excellent potential for new non-motorized hiking and biking trails.

The Hubbard Mesa OHV Area is a popular ATVing, shooting, dirt biking, mountain biking, and hiking area. Trash dumping and shooting safety are issues at Hubbard Mesa. As recreational use increases over time, the City of Rifle has requested that the BLM improve safety so that all users can continue to enjoy the area without injury

The map shows Hubbard Mesa areas that border the City of Rifle. The City of Rifle believes that BLM should manage these areas differently than the OHV area is managed so that City neighborhoods are not disrupted by trash dumping and recreational conflicts. This area also includes the Middle Kingdom trail area that has not been historically used by OHVs. Due to the cliff faces on the eastern edge of Hubbard Mesa, the area's only public access is owned by the City of Rifle at the end of Howard Avenue. It has excellent potential for low-impact recreation use.

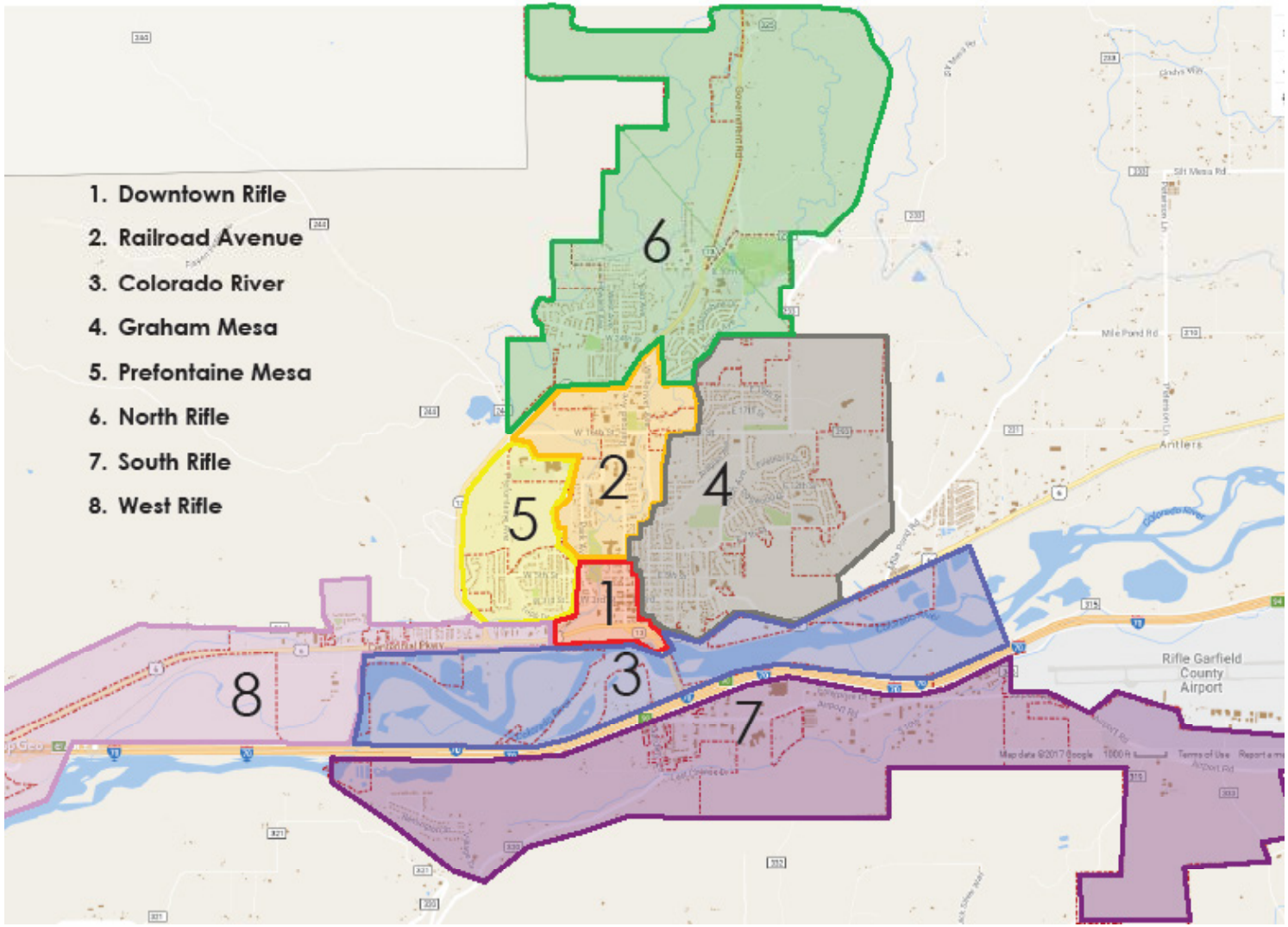
South Rifle. BLM areas near Ramsey Gulch and Colorado Mountain College on the slopes of Grass Mesa have potential for a South Rifle trail system that connects to the Airpark open space trails.

Hubbard Mesa — City of Rifle Interface



Chapter 4: Neighborhoods

This section of the Comprehensive Plan provides guidance on issues in each neighborhood. It describes the specific initiatives, projects, infrastructure needs,and redevelopment opportunities that will guide the City's future actions.



4.1 Downtown Rifle

The planning framework for a successful downtown is in place. Downtown Rifle is envisioned as a walkable, mixed-use center for entertainment and commercial opportunities. The Future Land Use map designates the downtown as "High Density Residential" and "Neighborhood Commercial". The number of large vacant parcels directly next to the historic downtown is an opportunity for new multi-family units. In recent years Rifle has adopted the 2009 Downtown Master Plan; the 2012 Downtown Zoning Code; the 2014 Downtown TOD Strategic Plan; and the 2015 Devolution of Hwy 6 & 24 from CDOT. The City received $5.6 million from CDOT for improvements and maintenance of Centennial Parkway.



AREA PRIORITIIES

Downtown Rifle is of critical importance for strategic investment. Gateway transportation improvements are critical for traffic circulation between I-70 and residential areas, as well as encouraging development on Downtown "Opportunity Sites". The Urban Renewal Authority will sunset after twenty years in 2027, unless it is renewed. This encourages action in the near term.

The 2014 Downtown Action Plan (see map) listed capital improvements for the Downtown/Gateway area. The top Priority Projects are in green. Each is discussed here:

A. Improvements to Bridge over Colorado River (not on map). the City has developed concept drawings for improvements to the main Colorado River bridge so that the link between the I-70 and Downtown Rifle presents a positive image of the City (see image next page).

B. Rifle Gateway Roundabout (#4) . The Rifle Gateway Roundabout is the preferred solution to the difficult intersection at Whiteriver Avenue and Centennial Parkway/Hwy 6 & 24. As Rifle grows, traffic levels will require a new street configuration. See the Transportation section for more discussion of this topic. While full implementation may take several years, the Gateway Roundabout concept has been adopted so that initial phases can proceed. With CDOT having "devolved" ownership of this area to the City of Rifle, the City can plan for this option without direct CDOT involvement.

C. Gateway Street Network and Park n Ride Reloca-

tion (#6). The City's plan is to extend the downtown block system south of Centennial Parkway to the "Rifle Depot" property. The Park n Ride is planned to be moved to the north side of the railroad tracks. This will allow the current park n ride site at the corner of Railroad Avenue and Centennial Parkway to be redeveloped. The bus stop will remain at its current location on Centennial Parkway. This project is anticipated to be developed in the short-term. See the conceptual plan below.

D. Centennial Parkway Street Improvements (#5). Centennial Parkway will be improved to downtown standards using Devolution funding. The Rifle Creek Bridge on State Highway 6 must be replaced. A separate pedestrian bridge will be less expensive than a widened deck and new girders for the vehicular bridge. The CIty has completed conceptual design of Centennial Parkway from the bridge to the Railroad Avenue intersection. Also, the Right-of-Way for Centennial Parkway is much wider than needed. With the devolution of the ROW to City ownership, the City may consider vacating the extra ROW for development use.

E. Park Avenue Extension (#1) and **Rifle Creek Trail Extension** (#11) are important improvements in conjunction with development of the Martin Property. The Park Avenue Extension is an important traffic link that will relieves congestion on Railroad Avenue. Conceptual plans for the Park Avenue extension have been completed by Colorado River Engineering.

F. Core Pedestrian Network (#3). Reconstruction of **3rd Street and Railroad Avenue** in the historic areas of the downtown can add outdoor dining and other placemaking opportunities. The intersection of 3rd Street and Railroad Avenue is a top priority for reconstruction Note that the "Transit Center" concept mentioned on the Action Plan Map has been moved to the existing bus stop location on Centennial Parkway.

Conceptual Plan of future Park n Ride and Gateway development

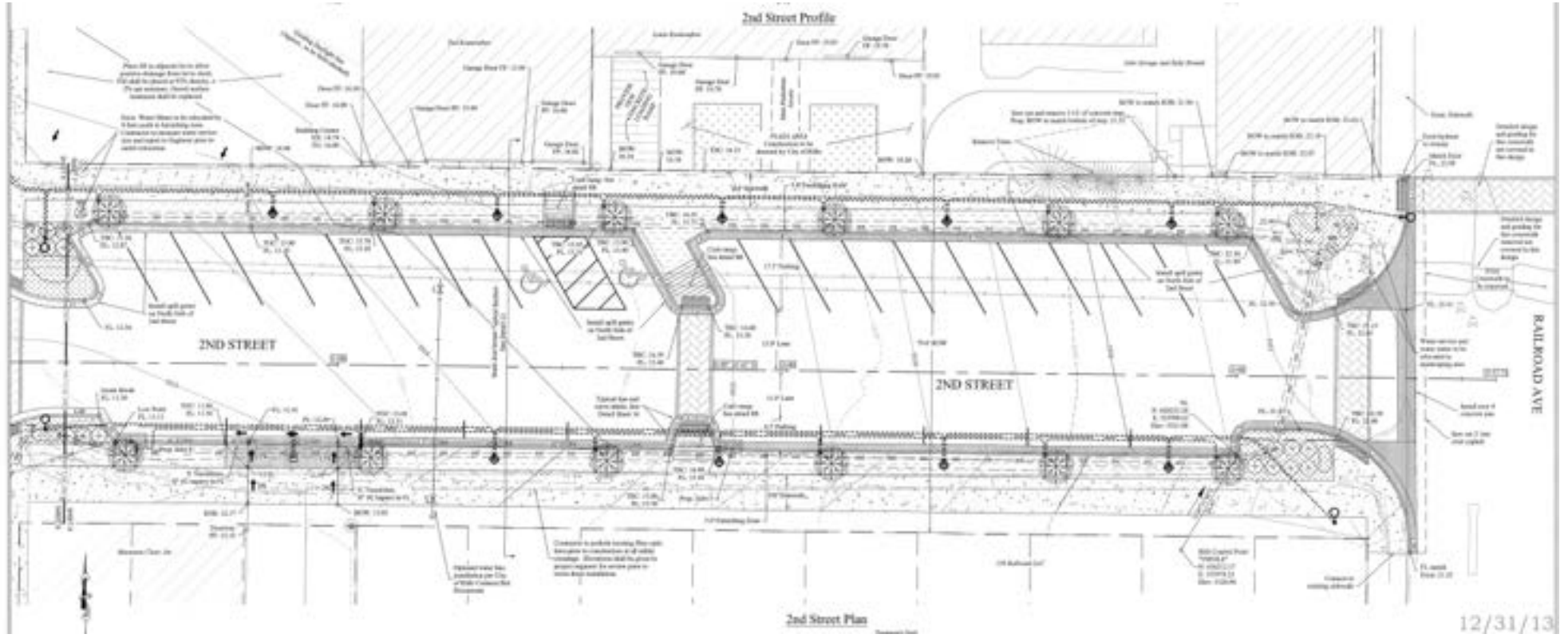






Before and after pictures of the Gateway Corridor adjacent to the bridge over the Colorado River

G. 2nd Street Plan and Reconstruction (#2). 2nd Street between West Avenue and Railroad Avenue has great potential for revitalization and development. The City has final engineered drawings of this block of 2nd Street, completed by Colorado River Engineering. This plan, showed below, is recommended to be approved as the City of Rifle Street Plan for 2nd Street. Some modifications may occur to align the streetscape with specific opportunities for outdoor dining and vitality. Curb cuts on 2nd Street should not be permitted unless they serve a purpose that fits the City's vision for 2nd Street as discussed in the Downtown Master Plan.



4.2 Railroad Avenue Area

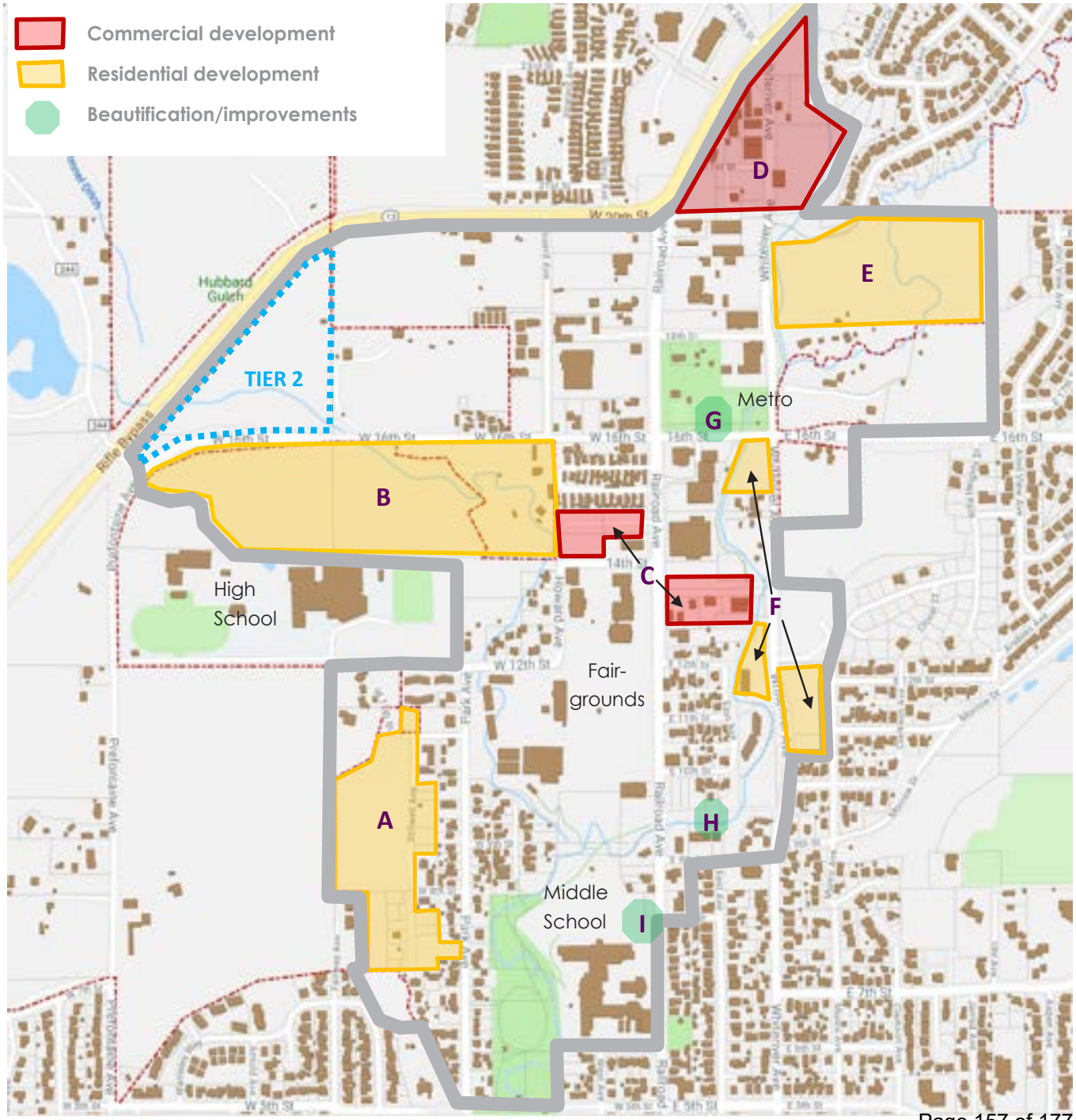
OVERVIEW

The Railroad Avenue area is north of the downtown and south of Hwy 13. It includes Park Avenue and Whiteriver Avenue. The area is a central artery of the local business community and has historic residential areas as well as significant development opportunities. The Future Land Use Map shows areas of "High Density Residential" and "Moderate Density Residential", along with "Community Commercial". It is walkable to destinations like schools, downtown, major parks, City Market, and County services. Encouraging growth in this area is key to the goals of the Comprehensive Plan to build neighborhoods near existing infrastructure and services. The beautification and revitalization of Railroad Avenue is important to present a positive image of the City.

AREA PRIORITIES

This area is a high priority for investment. Priorities are identified on the Map and described below.

A. Stillwell Avenue area. The City allowed the area to be subdivided in the 1950s without construction of streets and water mains. The lots are now under separate ownership and likely undevelopable unless the City completes the infrastructure. Creating new housing in this area would revitialize the Park Avenue neighborhood. Garfield County owns the largest parcel in the area and does not intend to use all of the property. A partnership could be contemplated where the City completes the infrastructure in exchange for affordable housing requirements on both Garfield County property and private property.



B. Animal Shelter/Whitcombe properties. The Animal Shelter obtained the property south of 16th Street, annexed it into the City, and is interested in selling it for residential development. It lacks a sewer main in 16th Street which is still a County Road and needs to be improved to City standards. It has high potentail for neighborhood development and is close to Rifle High School, businesses, parks, and services.

On the north side of 16th Street, part of the Brown property (triangle shape adjacent to Hwy 13) is in Tier 2 due to CDOT Access Control requirements to build a Fairway Avenue Extension that connects the Hwy 13 Bypass to 16th Street. This also involves the closure of the current access of Prefontaine Ave to the bypass. See the Transportation section for more information.

C Former Kum and Go Property (Domino's) and 14th Street Marketplace. These are prime commercial redevelopment opportunities adjacent to City Market. The former Kum and Go property is in need of curb, gutter, and sidewalk along Railroad Avenue. The parking lot, which is used to access City Market, is in need of repaving. Overall circulation of these adjoining commercial sites should be improved. The lighting in the City Market parking lot should be retrofitted with downcast lights to meet City codes. Three parcels remain in the 14th Street Marketplace development that are suitable for commercial uses.

D. Whiteriver Avenue/Hwy 13 Light Industrial Area. This area is in need of beautification and infrastructure as it transitions from light industrial use to commercial and residential uses that are more aligned with the surrounding neighborhood. The Comprehensive Plan recomends a rezoning from Light Industrial to Community Service. The intersection of 21st Street and Highway 13 is slated for closure in the CDOT Access Control Plan. However, without the development and resulting vehicular traffic from RimRock and Bryce's Valley, the traffic volume of Hwy 13 may no longer create the need to close 21st Street. A three quarter movement intersection may be more appropriate and friendly to businesses.

The northern end of this area has storage and tow yards that are incompatible with the City's goal to improve the entrances to the community. The yard-were permitted under Conditional Use Permits that have an expiration date. In 2016, the City updated the zoning code to limit outdoor storage near major streets, including Whiteriver Avenue and the Hwy 13 Bypass. This make a renewal of these CUPs for storage yards incompatible with the zoning code as well as the Comprehensive Plan.

E. Two Creeks. This is a large development of 177 units very close to parks, trails, businesses, and services. It would require the continuation of Acacia Avenue to Whiteriver Avenue. This is an important street connection for traffic circulation.

F. Whiteriver Avenue residential projects. From north to south, these developments are Lancewood Plaza, Creekside Townhomes, and Scalzo Ranch. Each are small developments that would provide excellent infill housing walkable to community destinations.

G. Metro Park Bus Stop and streetscape. RFTA receives high ridership at this bus stop, which should continue to increase in the future. The bus stop area of Metro Park is in poor condition, including the shelter itself and the surrounding landscaping.

H. Rifle Creek Trail Connection. This is the last segment of the Rifle Creek Trail needed to complete the full 3-mile-long trail. One easement from a private property owner is still needed, and should be a top priority for the City to obtain.

I. RIfle Middle School gravel lot. The Railroad Av-

Concert at the Garfield County Fair



enue frontage could be beautified with landscaping or art with an educational feature.

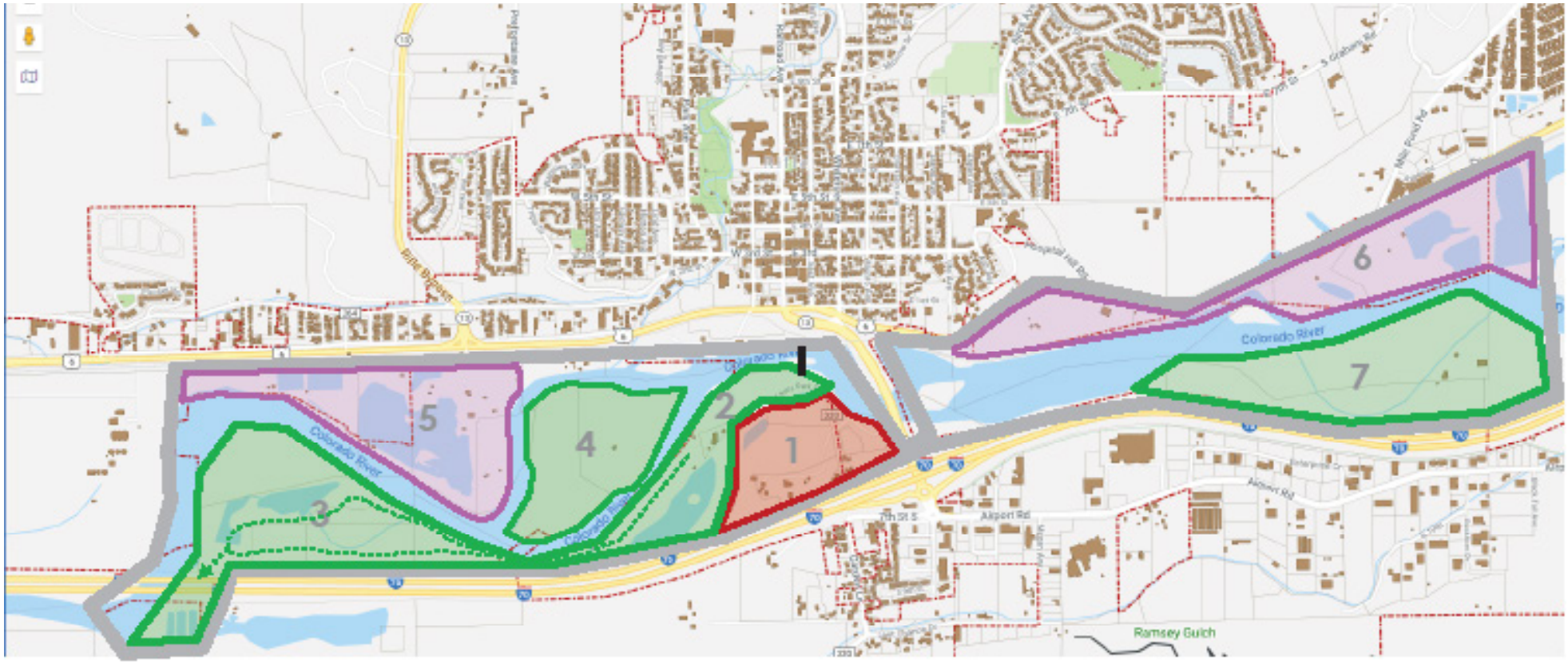
4.3 Colorado River Corridor

The Colorado River is one of Rifle's defining features. The river is an amenity for visitors and a unifying feature for residents. Several opportunities exist in this area, including:

1. Colorado River Development Area. The CIty must ensure this key opportunity reaches its full potential to incorporate development, the river and recreational opportunities. It is the only developable area in Rifle that has unencumbered riverfront access and I-70 visibilty. It is one of the few areas large enough to accomodate future big box retail. The City should require master planning of the area as part of its annexation. The Future Land Use Map designates it as "High Density Residential" and "Regional Commercial". Industrial uses will not be considered.

Any major development will require The North I-70 Roundabout at the intersection of the I-70 Exit 90 north on/off ramps. Lions Park Circle will join into the roundabout. (see the the Transportation Section). The roundabout also beautifies the main entrance to Rifle.

2. River Recreation and CDOT Rest Area. This area provides river-based amenities to the community. The City has constructed a new boat ramp here. The CR 320 Bridge is on the National Historic Register. It can be rehabilitated and utilized as an amenity. The City lost the access easement over the UP railroad tracks in the 1980s, so a more creative crossing



would be needed. The Downtown Strategic Plan studied the feasibility of a "bridge to the bridge" but determined it to be difficult, unsightly, and expesnsive. Other options may include turning it into a pier, or accessing it from the Hwy 13 bridge so that a crossing of the Union Pacific Railroad tracks can be avoided.

3. Colorado River Trail and natural area. Rifle will encourage the construction of a multi-use trail that will stretch the length of the Colorado River, following the LOVA Trail concept. Easements and property acquisition should begin now in order to allow future construction. The area shown on the map is most feasible for a Phase 1 of the Colorado River Trail.

4. Paradise Island. The island in the river could be purchased and utilized as an extension of the riparian open space network.

5. Gravel mining area. North of the Colorado River is an existing gravel and stone mining operation. The City-owned decommissioned sewer lagoon property could be sold or traded for other more desirable properties.

6. Municipal Utilities and Facilities. The existing Rifle water intake is located South of State Highway 6, as well as the City's O & M facility.

7. Gravel Mine Reclamation area. The East Gateway Subarea Plan was put in place to protect the visual impact of the area from gravel mining. When gravel mines cease operation the landowners should be approached for public open space and trail easements. The County has implemented gravel pit operation and reclamation standards.

Colorado River and Historic Bridge



4.4 Graham Mesa

Graham Mesa is expected to see significant new residential development within its Tier 1 areas. Unlike other neighborhoods, Graham Mesa lacks lacks alternate routes to the Gateway and development here may eventually contribute to more congestion on Railroad Avenue. For that reason, more Tier 1 areas are designated "Suburban Residential" rather than "Moderate Residential" on the Future Land Use Map. Opportunities in the neighborhood include:

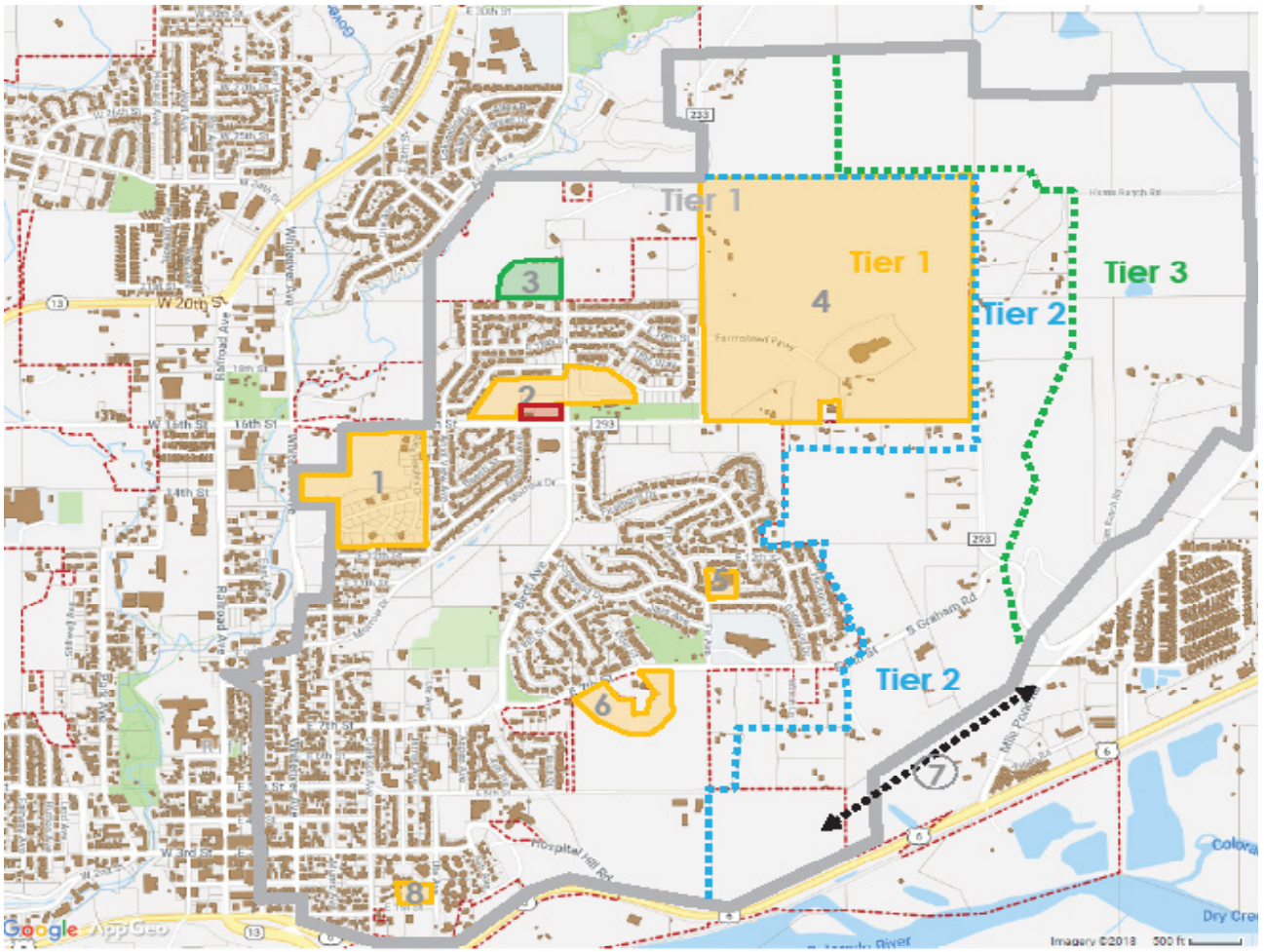
1. Rifle Heights. 81 units with a mix of single and multi-family are planned here.

2. North Pasture/Promontory. The area has some vacant parcels left to be developed. The area at the corner of 16th Street and Birch Avenue is planned for neighborhood commercial uses.

3. North Pasture Park. The City owns land for a park here. This neighborhood is one of the few that lacks a park within a 5-10 minute walk and has been identified as a priority by City Council.

4. The Farm. The Farm is a 160-acre parcel that was planned during the mid-2000s. The change in the growth trajectory of RIfle may significantly change the plans that were created. An elementary school within the development is already built. A high-pressure natural gas line cuts across the property from the northwest corner to the southeast corner of the property. This may create an obstacle to full development of the property.

5. Old water plant property. The City owns this property and may seek to redevelop it.



6. Water Plant Area. The City owns several properties south of 7th Street that were purchased for various utility reasons. With construction of the water plant complete, additional uses can be considered on various pieces of the property. See details on the next page.

7. Cottonwood Trail. One easement across private property is needed to create a pedestrian connection to Cottonwood Mobile Home Park from the Highland Trail system. This would be a beneficial link to an area that is outside of City limits but needs better pedestrian and bike connections to schools and services.

8. Senior Housing. The RIfle Housing Authority and Grand River Hospital District (further to the west) own

property intended for additional senior housing and assisted living.

Tybar Ranch (not on map) on the extreme northeast edge of Rifle, is currently composed of rangeland and located in Tier 3. The City has obtained a 40-year conservation easement on this land that allows 40 rural home sites in exchange for temporary preservation of a significant amount of ranch land.

WATER PLANT AREA MASTER PLAN

The City-owned properties around the water plant have been master planned. The folllowing describes appropriate uses for each area of the properties. The Highland Trail system has already been constructed in the open space portions.

Area 1 is relatively flat and has access from 7th Street. It could be developed with residential uses or reserved for parks or cemetery space. It may have potential for workforce housing.

Area 2 is composed of gullies and steep slopes. It is excellent terrain for trails but not usable otherwise.

Area 5 is also composed of steep slopes and gullies. It is appropriate for trails and open space. A trail can connect Area 2 and 5 without interfering with Utility plans.

Area 3 and Area 4 are reserved for Utility and Resource Pit functions. A future expansion of the water plant would be located on the northern part of Area 3 with access from 7th Street.

Area 6 is flat and has access from Hwy 6. However, groundwater issues and CDOT access permitting may make any developable use difficult.



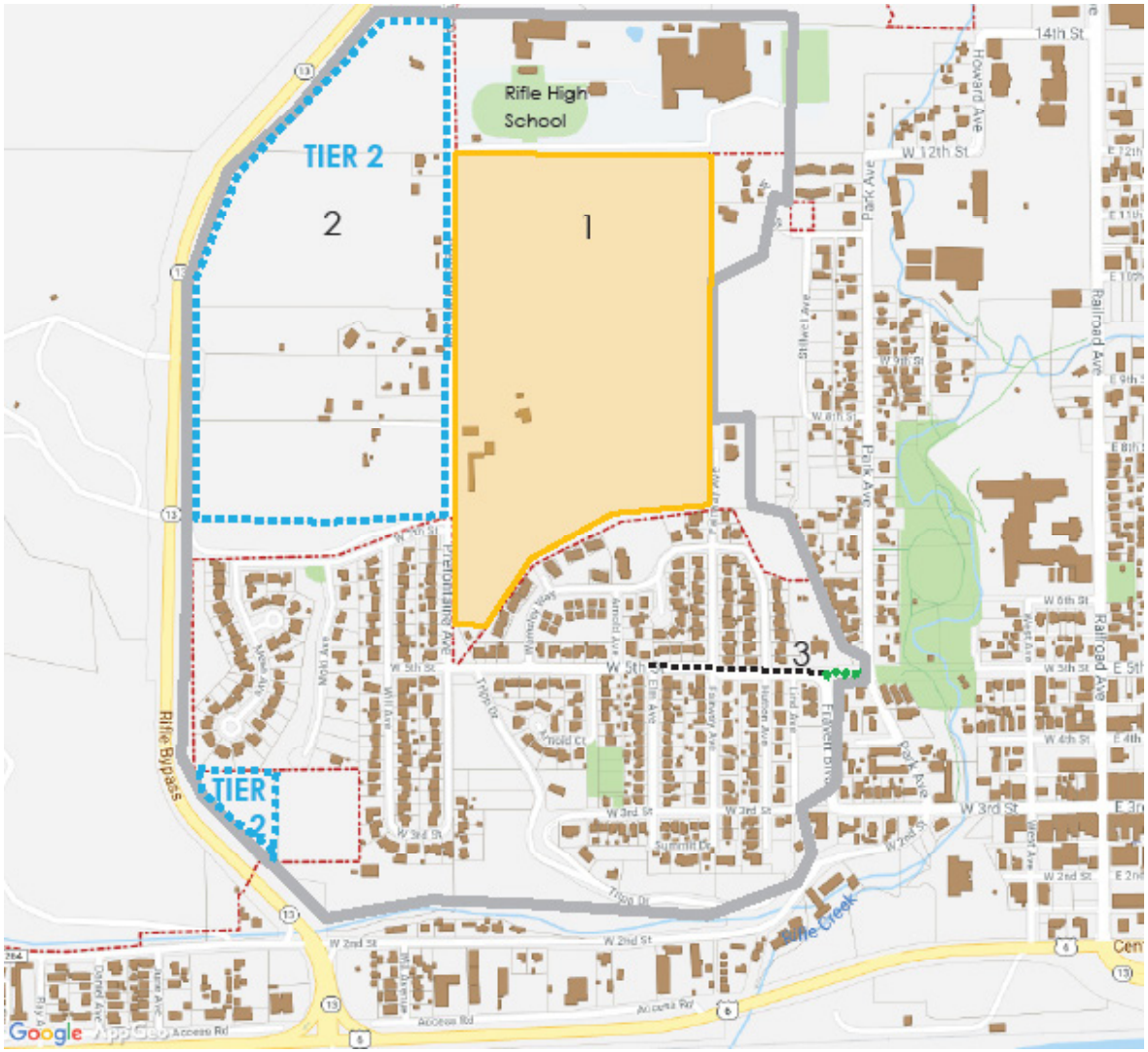
4.5 Prefontaine Mesa

The **Prefontaine Mesa** neighborhood is a mix of single-family and multi-family homes. It is separated from downtown by steep hillsides. Rifle High School is at the north end of the neighborhood. Development in this area can utilize the Hwy 13 Bypass which may avoid adding congestion to Railroad Avenue and the Gateway. Much of the developable property lacks sewer service, however. Public-private partnerships in infrastructure may repay itself through better traffic flows throughout the City. Because of the infrastructure needs and opportunities for high quality neighborhoods, the area is designated "Moderate Density Residential" to ensure that development includes enough density to provide housing opportunities and pay for infrastructure.

1. The Gentry property south of Rifle High School could be an infill development if the property owner were to decide to transition from agricultural use. The development would need to include land for a neighborhood park and a trail along the Grand Tunnel Ditch along the eastern edge of the Mesa. The "West 9th Street" connection to the Highway 13 Bypass (see transportation section) should be contemplated at the time of Gentry property development. Connections to the street grid at Fairway Avenue and Wamsley Way should be incorporated.

2. Tier 2 property. The properties west of Prefontaine Avenue are in Tier 2 and range in size between 5 and 20 acres. With no sewer service in Prefontaine Avenue, it is not anticipated that development of these parcels is likely in the near future. However, this area is important because a connection to the Hwy 13 Bypass through these properties is required by the CDOT Access Control Plan. Any development proposal in this area, whether in the County or in conjunction with an annexation proposal to the City, should include planning of a connection to the Hwy 13 Bypass.

3. 5th Street sidewalk and trail to Centennial Park. An unsafe situation exists at the top of 5th Street where a lack of sidewalk occurs near a blind curve. Another pedestrian improvement to be investigated is a switchbacking trail down the vacant 5th Street ROW to reach Centennial Park.



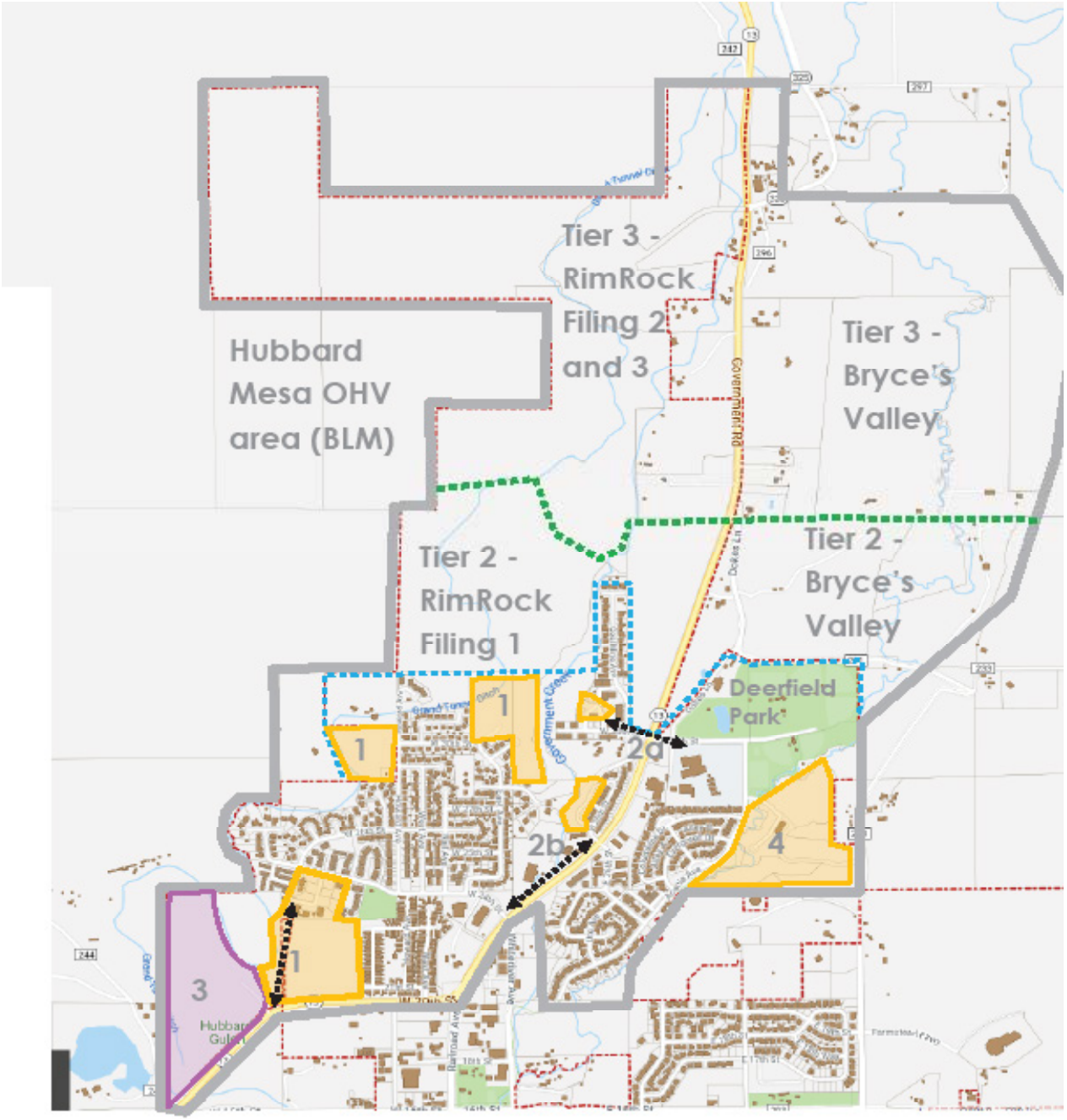
4.6 North Rifle

North Rifle includes the existing neighborhoods of Palomino Park, Knollridge, and Deerfield Park, and the undeveloped areas of RimRock and Bryce's Valley.

1. Fairway Avenue Extension and affected development opportunity sites. Tier 1 development opportunities are within the existing neighborhoods (#1 on map). While development here is appropriate as either Suburban or Moderate Density Residential, there are still significant infrastructure issues that must be solved. These include: The Palomino Park and Knollridge areas were developed during the Oil Shale era with only one access point at 24th Street. Thus, the Fairway Avenue Extension is important for emergency access and trafic circulation. An entrance with acceleration and deceleration lanes has already been constructed on Hwy 13. However, this project drained the City's fund that had been fed by an impact fee imposed on new development in Knollridge and Palomino Park. Future development impact fees will continue be collected on new subdivisions, but are unlikely to be sufficient to cover the costs of construction of the Fairway Avenue Extension.

In this area, vacant developable lots exist in Eagles Nest, Kings Crown, Shetland Acres/North Ridge, and the Southern tip of RimRock Filing 1.

2. Highway 13 pedestrian improvements. A lack of safe pedestrian access is an issue for several developments on the West side of Highway 13 including Willow Ranch, Rifle Creek Apartments, and Coal Mine Avenue. Two solutions are proposed:



2a. Hwy 13 sidewalk. A sidewalk on the west side of Hwy 13 from 26th Street to 24th Street would allow pedestrians to reach a signalized crossing. Better signage and a paved sidewalk should connect Coal Mine Avenue to the Willow Ranch development on existing City-owned right of way.

2b. 30th Street signalized intersection. There is a need for a safe pedestrian crossing of Highway 13 at 30th Street to provide safe access to Wamsley Elementary and Deerfield Park for the residents of Coal Mine Avenue and the Rifle Creek Apartments. Currently the CDOT Hwy 13 Access Control Plan envisions a signalized intersection at 33rd Street, not 30th Street. Since this Comprehensive Plan recognizes that the development of RimRock is unlikely to occur, the 33rd Street intersection is not anticipated to be needed. The Comprehensive Plan recommends that the City work with CDOT to modify the Highway 13 Access Plan to allow a signalized intersection at 30th Street instead of 33rd Street.

3. Queens Crown. Queen's Crown has been zoned Light Industrial, with a small area of residential on the east side of the property. Noise from the adjacent gun range makes any other use unlikely. The parcels fronting Hwy 13 have restrictions on storage yards. The annexation agreement allows for public recreational use in the time before development occurs. The City's Bike-Ped plan shows a trail through the property to connect Fairway Avenue with Fravert Reservoir and Hubbard Mesa. The access from Highway 13 has been constructed so the property is ready to develop. The CDOT Access Control Plan shows a new access to Hubbard Mesa through Queen's Crown.

4. Creekside Estates. This development has many unbuilt units. The location is near parks and schools and much infrastructure has already been constructed.

5. Tier 2 and 3 Areas: RimRock and Bryce's Valley. North Rifle also includes the Tier 2 and 3 areas of RimRock and Bryce's Valley. Bryce's Valley was the developer's name for the Purkey-Biscuit ranches. During the 2000s boom period, Master Plans were developed for both projects. However, the evaluation of infrastrucure needed to serve the developments made clear that development would likely be financially unfeasible during the next twenty years. This has led to a Tier 2 or Tier 3 designation. Infrastructure needs include:

Water: The Tier 3 areas of RimRock and Bryce's Valley are outside of the existing water pressure zones. Development would require a new water tank, which the City does not desire to own. For the Tier 2 areas in the southern parts of RimRock (RimRock Filing 1) and Bryce's Valley, along with the Black Lion property, it is possible that development may be able to be served by the City's existing water tanks. Water modeling would need to be completed as part of a Fiscal Analysis to request redesignation from Tier 2 to Tier 1.

Streets: The City has adopted the Hwy 13 CDOT Access Control Plan. RimRock and Bryce's Valley are required to implement expensive transportation improvements (stoplights, intersections, alternative street networks). The purpose is to accomodate high traffic levels (especially truck traffic) on State Highway 13. The plan limits access to State Highway 13 to intersections at 24th Street, 26th Street, 30th Street, 33rd Street, 36th Street, and 41st Street.

RimRock Filing 1 (the Tier 2 area of Rimrock) would require a street connection from the end of East Avenue to 33rd Street and Coalmine Avenue. Evaluation of a Highway 13 intersection at 33rd Street or 30th Street signalization would be required for consideration of a Tier designation change from Tier 2 to TIer 1.

The southern part of Bryce's Valley would require improvement of CR 291 and connection to the 33rd Street/Hwy 13 intersection, or an alternate route to reach 30th Street.

Recommended land use for Tier 3 areas: Bryce's Valley has not been annexed to the City. Its Tier 3 areas are currently in agricultural use and should continue as such under Garfield County jurisdiction.

RimRock Tier 3 areas (RimRock Filings 2 and 3) are annexed. This area has been designated as "Rural Residential" on the Future Land Use Map. It may be appropriate for County-style large-lot subdivisions, agriculture, solar fields, or campgrounds with recreational uses that can develop without access to municipal utilities. In addition, the area is close to Hubbard Mesa BLM recreation area. A non-motorized trail system could incorporate parts of RimRock with the Middle Kingdom area of Hubbard Mesa. RimRock Filings 2 and 3 should be rezoned out of its current LDR and MDR zoning to Developing Resources. Over time, a new PUD zone could be created that reflects County-style development for areas that lacks municipal infrastructure.

4.7 South Rifle

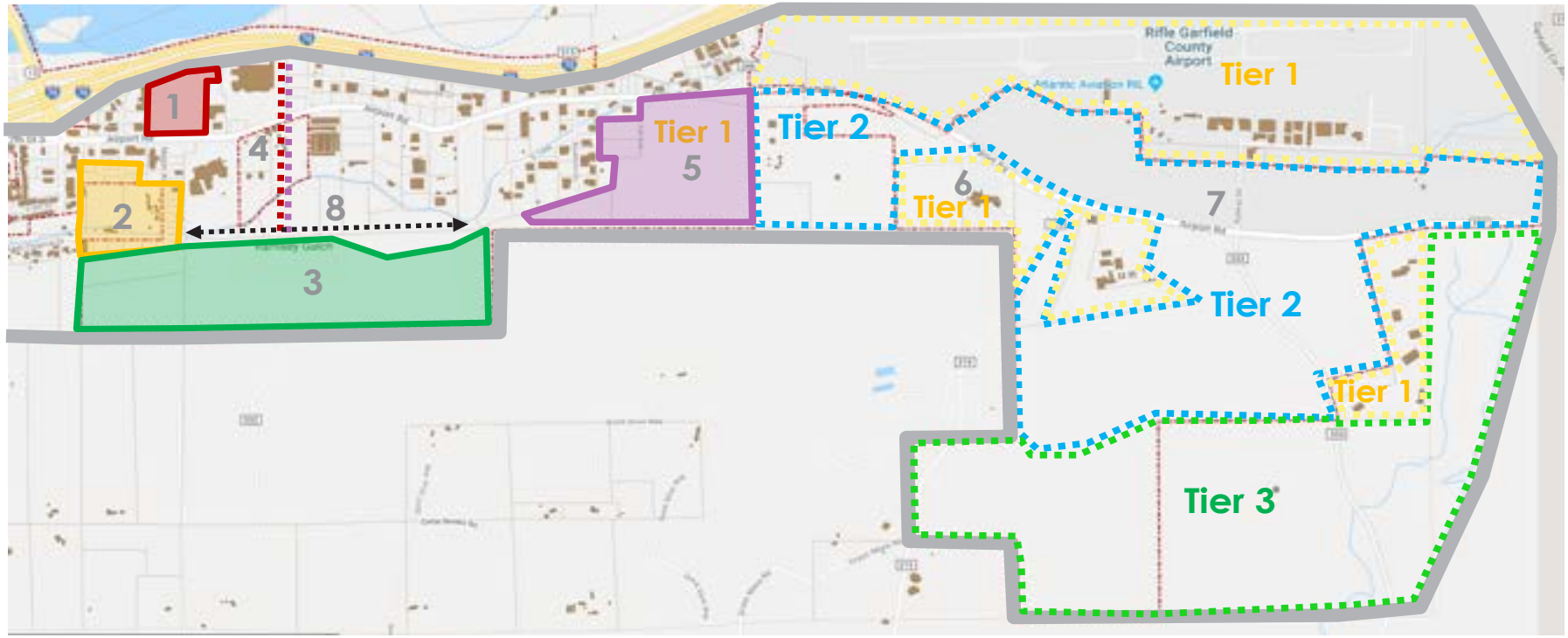
South Rifle is south of the interstate and the Colorado River. It is the City's regional business and services center.

1. Rifle Retail Ventures property. The Rifle Retail Ventures property, west of Walmart, is a key vacant commercial opportunity and must be master-planned to ensure full use of the property.

2. Undeveloped areas south of Airport Road. This area west of Grand River Health has several vacant developable parcels on both annexed and unannexed property. The best use for the area is difficult to predict. The area does not directly front on Airport Road, so commercial development may be unlikely due to a lack of visibility. Industrial or light industrial uses should not be permitted due to the proximity to Grand River Health and other commercial/residential areas. By process of elimination, acceptable uses may include residential, office, business, or other commercial uses that are compatible in a mixed-use setting. The Future Land Use Map designates the area as "High Density Residential" and "Neighborhood Commercial". The intent is to allow for apartment buildings and ensure that any commercial use would be compatible with nearby residential use. If significant new residential development were to be proposed, a public park should be designated as one does not exist currently in South Rifle. Another potential use for the area may be affordable housing in the form of manufactured housing or mobile homes parks that are constructed and managed to a high standard of quality.

3. Ramsey Gulch Natural Area. This area is owned by the City of Rifle and may be available for trails in an attractive natural setting. A Ramsey Gulch flood channel has been master planned to direct flows along the same line that marks the "Commercial/Light Industrial Boundary" (see map). This flood channel should be constructed as each property develops.

4. Commercial/Light Industrial boundary. This line demarcates the end of the commercial/residential



area of Airport Road, and the beginning of the light industrial area of Airport Road. West of the line, light industrial or industrial uses should not be permitted. East of the line, the Light Industrial nature of Airport Road should be maintained and residential uses should not be permitted. Furthermore, the heavy truck traffic and predominance of gas and oil service companies make the area unappealing as a living environment.

5. Continental Rifle property. This property is zoned Light Industrial PUD with the only currently permitted use "resource extraction/gravel pit". The annexation agreement requires master planning and finalization of the zoning before other uses may occur.

6. Colorado Mountain College. A Colorado Mountain College campus is located adjacent to the airport. The City's position has been that residential or customer-oriented commercial uses are inappropriate in this location due to the surrounding industrial land uses. The City would assist CMC with future expansion in the core areas of Rifle.

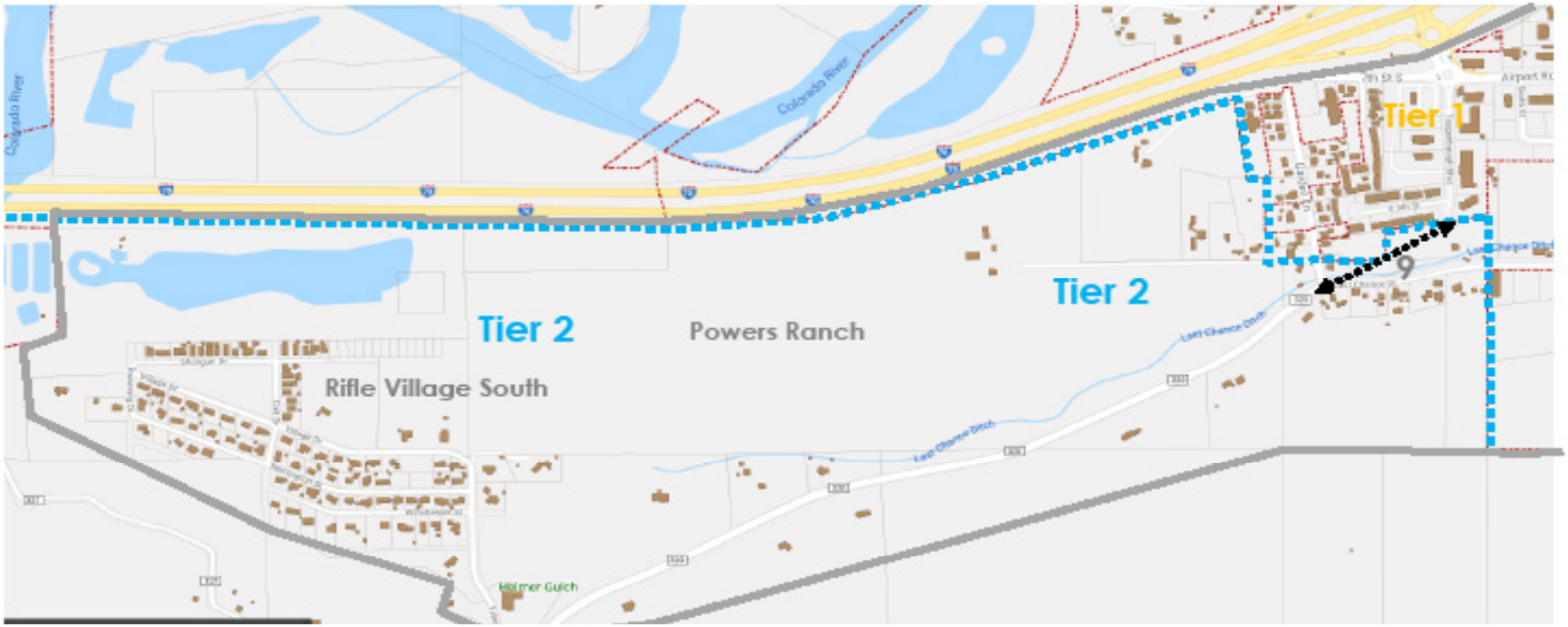
7. Rifle Airpark and Garfield County Airport. The Rifle-Garfield County Regional Airport has potential to attract job-producing industries. It has facilities to accommodate commercial flights, but does not currently offer passenger service. It is, however, home to the forest fire fighting service (multiple jurisdictions) and a new drone testing facility, both of which could create spin-off industries that would be a perfect fit for this area.

The **Rifle Airpark** property is south of the Airport and includes over 700 acres. The Airpark was annexed and master planned in 2007 and the PUD includes a mix of industrial, commercial, airport-related and governmental land uses that is guided by a tightly controlled set of development standards. If the market cannot accomodate uses at this level, it may be appropriate to reset the standards for some areas of the PUD to a level more similar to the City's light industrial zoning standards while maintaining standards around Colorado Mountain College and the entrance to the Airport as referenced in the Airpark PUD zoning map. The Airpark is designated as Tier 2 due to the need for infrastructure extensions, water tank redundancy, and designation of responsibility for future road maintenance. These issues are solvable with effective coordination between the property owner, Garfield County, and the City of Rifle. The property also includes an area of mesas that would make an excellent open space preserve with recreational trails.

8. Last Chance Drive Extension. A key street connection is the continuance of South 10th Street to the west, where it connects to Last Chance Drive. This would create an alternative east-west route that would relieve congestion on Airport Road.

9. Taughenbaugh Boulevard, Powers Ranch, and Rifle Village South. Powers Ranch is a large piece of unannexed agricultural land south of Interstate 70. The visibility of Powers Ranch from Interstate 70 offers the potential for future commercial and office development. The Taughenbaugh Boulevard connection to Powers Ranch is required for any development. The expense of infrastructure extensions- make this a Tier 2 area. Other large commercial areas near Walmart or the Colorado River development area can develop without large expansions of infrastructure.

Rifle Village South is an unincorporated development. After its metro district failed the City of Rifle was legally required to provide the subdivision with utilities.



4.8 West Rifle

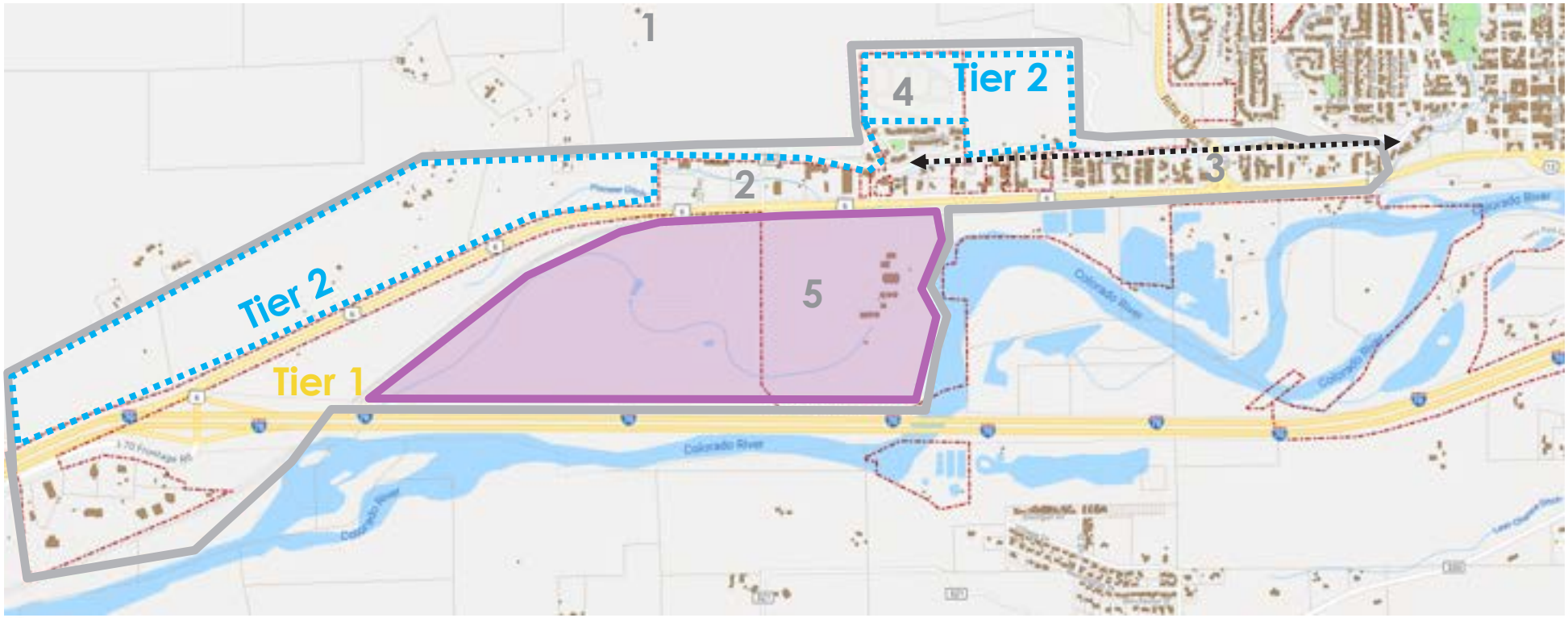
West Rifle includes State Highway 6 and a large industrial land base. The area also includes an "Institutional Control Boundary" that is shown on the City's zoning map. The intent is to prevent the use of well water in the areas that have contamination from the UMTRA site. Other notable elements include:

1. The West Rifle Water Tank is located within the Clough property.

2. Light Industrial areas. The West Rifle Industrial area around Gas Court and Oil Court should remain light industrial in character. However sewer service is not in place, and it may be cost-prohibitive to install sewer west of the wastewater plant because of grade issues. This may limit development further to the west of Oil and Gas Court.

3. Old Hwy 6 & 24 neighborhood and pedestrian access. The State Highway 6 & 24 neighborhood includes a mix of older residential uses (including RV Parks and mobile home parks), commercial, and light industrial uses along the Access Road of State Highway 6 / 24. This mixed-use pattern makes transitioning to any one land use challenging. The Future Land Use Map designates these areas for "Neighborhood Commercial" uses that are compatible with nearby residences. Light industrial activities that include heavy equipment, high truck traffic, and large outdoor storage yards should not be permitted near residential areas, but are appropriate towards the western end of the area (near the "Action Shop" business).

Pedestrian access is lacking between Downtown Rifle and West Rifle (see black arrow on map). Adding sidewalks to West 2nd Street is one option. Another option might be using the Pioneer Ditch ROW, although no public access easements are in place and would have to be acquired from several property owners. A third option would be a sidewalk along the



Access Road.

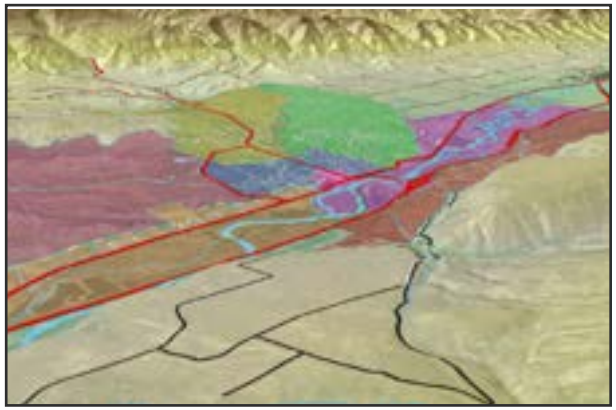
4. Pioneer Mesa Phase 2. Pioneer Mesa Phase 2 is within Tier 2. Although Pioneer Mesa Phase 1 has been developed, Phase 2 has not been completed. In 2008 the developer installed some infrastructure without City approval. The access to Phase 2 is cut into a steep hillside and the road must allow safe access and direct drainage away from Phase 1 homes. The CDOT Access Control Plan also recommends a redesigned intersection of Hwy 6 and County Road 264 that involves acquiring new Right of Way. A lower impact development pattern or non-residential uses may be appropriate given these constraints, the City's concern for future maintenance responsibilities, and the isolation of the property from community services.

5. Uranium Mill Tailings (UMTRA) Site, Energy Innovation Center, and CIty Wastewater Facility. This property is the former location of a Uranium Processing Plant. The Department of Energy cleaned up the site and transferred ownership of the eastern half of the property to the City of Rifle. The western half of the property is owned by UMETCO (Dow Chemical) and available for industrial use, although groundwater contamination issues must be monitored during construction.

The City's property has infrastructure installed and ready to locate job-producing enterprises. The Depatrment of Energy has convenants on the property requiring permanent ownership by the City of Rifle. The City is able to enter long-term leases with other entities. See the Economic Development section for more information on the "Energy Innovation Center".

The topic of radiation contamination is an important concern, both on the UMTRA site and in the wider Rifle area. During the operation of the processing plant from the 1950s to the 1970s, tailing piles with high levels of radioactivity were used as fill material by the community. The Department of Energy made a "sweep" of the community in the 1990s to remove radioactive materials from residential and commercial properties. This removed much of the hazard, but the Colorado Department of Health and Environment (CDPHE) maintains an active program to assist property owners with testing and removal of contaminated soils. The City of Rifle has required Radiation Hazard Reports to be conducted with all annexations since the early 1990s. This reduces the risk of contamination in the newer subdivisions of Rifle.

Chapter 5: Land Use Designations And Future Land Use Map





The Future Land Use Map and Designations are a reminder of the community's vision for itself. The Future Land Use is different than zoning. While zoning represents the current regulations that are in place, the Future Land Use Map expresses the future vision for a property or neighborhood. The Future Land Use Map should be consulted whenever a land use action is proposed for a property, in particular, during annexations, subdivisions, and zoning actions.

Two Future Land Use Maps have been created: one map for commercial uses, and one map for residential uses. Some properties have a designation in both the commercial and the residential map. This means the property is appropriate for both types of uses.

The residential map only shows designations for areas that are expected to see change in the future. It does not show a designation for many of Rifle's stable residential neighborhoods that have already been built out. For these areas, the existing zoning should be followed.

Some areas in Tier 2 and Tier 3 are not shown with Future Land Use designations. If the City were to contemplate annexation or development of these areas, a master plan would be needed to identify a vision for the land uses.



5.1 RESIDENTIAL LAND USES

High Density Residential

Density: 12-30 du/acre

Housing Types: Apartment and condo buildings; townhomes; duplexes; and in some cases small homes/patio homes with less than 3,000 square foot lots.

Location Criteria: Areas that are walkable to services and core areas of the community such as Downtown Rifle; the Colorado River Development Area; areas in South Rifle that are south of Airport Road and west of Grand River Health; areas east and west of Railroad Avenue.

Zoning: High Density Residential is desirable in some, but not all, areas zoned the following: Central Business District (CBD); Medium Density Residential Redeveloping (MDR-X); Medium Density Residential (MDR)



Moderate Density Residential

Density: 7-15 du/acre

Housing Types: Townhomes (in some cases); duplexes; small homes/patio homes on small lots; average single-family lots (approximately 8,000 square feet).

Location Criteria: Areas with at least moderate access to services; areas that need major infrastructure improvements that require enough density to fund the infrastructure; areas where streets and infrastructure can accomodate medium densities.

Zoning: Medium Density Residential Redeveloping (MDR-X); Medium Density Residential (MDR); Low-Density Residential (LDR)





RESIDENTIAL LAND USES

Suburban Residential

Density: 0.5 to 6 du/acre

Housing types: Average single-family lots (approximately 6,000 - 10,000 square feet); large single-family lots up to half an acre.

Locational Criteria: Areas that are not adjacent to collector streets or community services; areas where higher density may lead to impacts such as traffic congestion or overburdened infrastructure.

Zoning: Low Density Residential (LDR); Estate Zoning



Rural Residential

Density: 1 du per acre and below

Housing Types: very large lot single-family homes and ranchettes. Clustering is encouraged in order to provide flexibilty for future land uses.

Locational Criteria: Areas that have been annexed into the City of Rifle but are unlikely to receive water and/or sewer service within the planning horizon. Areas that are more appropriate for County-style rural/agricultural development on well and/or septic systems.

Zoning: An applicable zoning district does not currently exist. Developing Resources is the closest, but is not a complete match for this intended use.



5.2 COMMERCIAL LAND USES

Neighborhood Commercial (NC)

Neighborhood Commercial areas are designated for commercial uses that are compatible within close proximity to residential uses in a walkable environment. Uses may include, but are not limited to: office, retail, restaurants, and many types of personal services. Neighborhood Commercial does not allow commercial uses that would negatively impact nearby residential uses. This may include, but is not limited to: auto-body shops, mini-storage, outdoor storage, gas stations, or warehouses. Impacts such as noise, odors, or visual unattractiveness are not permitted. A walkable urban design is important. Parking lots should not front streets but be located at the side or rear of buildings. Large parking lots, and the commercial use types that are at a scale large enough to require them, are likely to be inappropriate.

Locations: Downtown Rifle; areas in South Rifle south of Airport Road and west of Grand River Health; West Rifle areas between Hwy 6 and West 2nd Street.

Zoning: Central Business District (CBD); Tourist Commercial (TC)



Community Commercial (CC)

Community Commercial uses operate at a larger scale than those in Neighborhood Commercial. They locate near arterial or collector streets and serve the entire community. Their design is more accessible to vehicles. Uses may include grocery stores, auto-parts stores, shopping centers, offices and personal services. In many areas designated Community Commercial, allowance for commercial uses with a higher level of impacts, including auto-body shops, mini-storage, limited outdoor storage, gas stations, or warehouses, is appropriate. However, these uses may not be appropriate in all Community Commercial areas, especially those that are adjacent to residential areas. To ensure high-impact uses are located in appropriate areas, they should be listed as a Conditional Use in the Community Service (CS) zone district.

Locations: Railroad Avenue corridor; Airport Road

Zoning: Community Service (CS)

Regional Commercial (RC)

Regional Commercial uses are at a large enough scale to attract customers from the wider region. Big Box stores and shopping centers are appropriate. Sites for Regional Commercial are likely to require visibility from the interstate or arterial streets. Only a few locations in Rifle have the potential for these types of uses.

Locations: Airport Road; Colorado River Development Area.

Zoning: Community Service (CS)

EMPLOYMENT LAND USES

Light Industrial (LI)

The Light Industrial land use provides locations for uses including indoor fabrication, contractor shops, design centers, research and development offices and institutions, and oil and gas industry support services. The Light Industrial land use designation will not permit heavy industrial uses. Design and performance standard will limit the visual impact of Light Industrial uses especially along major road corridors such as Airport Road.

Restaurants, hotels, common household goods, personal service, and medical offices are only allowed in certain PUD areas within Light Industrial, such as Rifle Business Park. In general, they are not appropriate in those areas. Gas stations and truck stops shall be permitted in light industrial.

Location: the eastern side of Airport Road; West Rifle; Queen's Crown

Zoning: Light Industrial

Industrial (IND)

Density: n/a

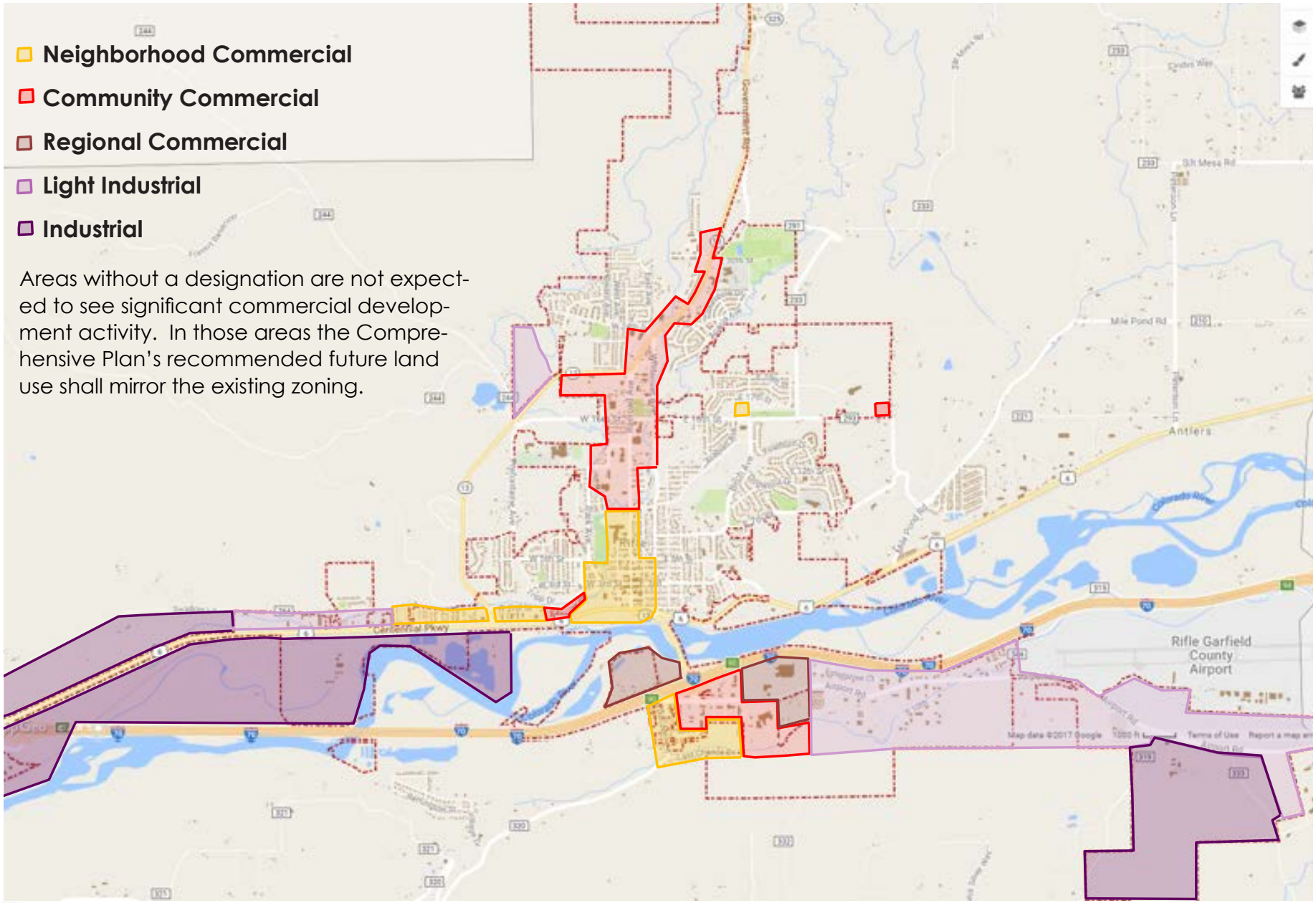
The Industrial land use is intended to provide a location for employment opportunities such as manufacturing, warehousing and distributing, oil and gas production facilities; indoor and outdoor storage and a wide range of commercial and industrial operations. These uses tend to have the highest impacts such as noise, odors, and unsightly visuals. Industrial land uses should only be allowed in areas with appropriate distances from commercial or residential uses

Locations: South of the West Rifle interchange; South of Airport Road in the Airpark.

Zoning: Industrial

Future Land Use Map

Commercial and Industrial Uses



Future Land Use Map

Residential Uses

