



COLLBRAN AUDITORIUM SENTIMENT & FUNCTION SURVEY REPORT

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This survey report is an overview of the results of the Collbran Auditorium Function and Sentiment Survey Report. The survey was conducted to help the town gauge the value of the Collbran Auditorium to the community. In the survey, members were asked to respond to questions and scenarios that contemplate the auditorium's future.

The survey ran from May 20th, 2020 through to June 19th, 2020, and was available in both digital and paper formats for better accessibility. At the end of the survey period, 74 online responses and 18 paper responses were received. All 92 responses were recorded and processed through Qualtrics.

This report hopes to provide a comprehensive overview of the survey results. As the first three questions of the survey primarily address personal details of each respondent, they will not be covered in the report to protect respondents' privacy. The report will be focused on the responses received for questions 4 through 18 of the survey.

Demographics Analysis

Questions 3 and 4 on the survey were general inquiries about respondents' home location (relative to Collbran town limits) and their ages respectively. The responses to these questions help us understand the basic demography of the community that the Collbran Auditorium serves.

More survey respondents (59%) indicated that they **live outside of Collbran town limits**, while 41 % indicated that they lived within. These figures are within expectations for a ranching oriented community like Collbran.

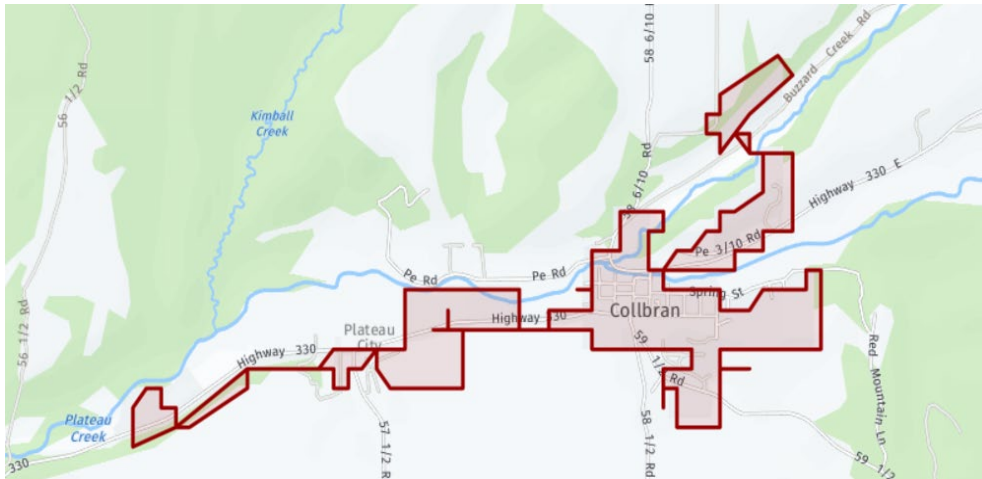


Fig. 1.1 Graphic visualization of responses to Question 4.

From the responses to question 5, we were able to gauge that majority of the respondents (34%) were between the ages of 45 and 64 years old, with the 30-34 age (32%) and 65+ (26%) close behind in participation numbers, with the younger participating age group of 12-29 year accounting for only 5% of all respondents.

Q3: Where do you live in the Plateau Valley region?

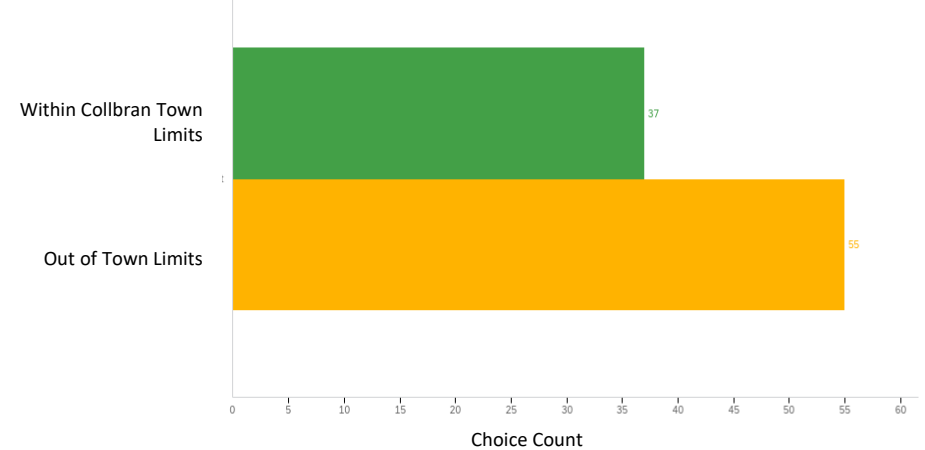


Fig. 1.2 Graphic visualization of responses to Question 3.

Q4: What age range do you fall within?

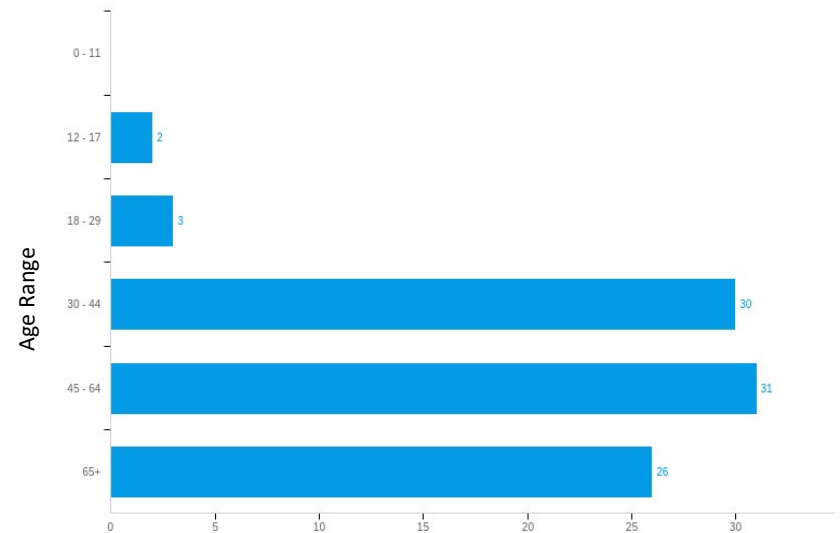


Fig. 1.3 Graphic visualization of responses to Question 4.

Function & Character Analysis

Questions 5 through 11 were inquiries that looked at the use frequency of the Collbran Auditorium within the community and sentiment towards the auditorium’s functionality and character.

Overall, most respondents (97%) have attended events at the Collbran auditorium.

Q5: Have you attended events at the Collbran Auditorium?

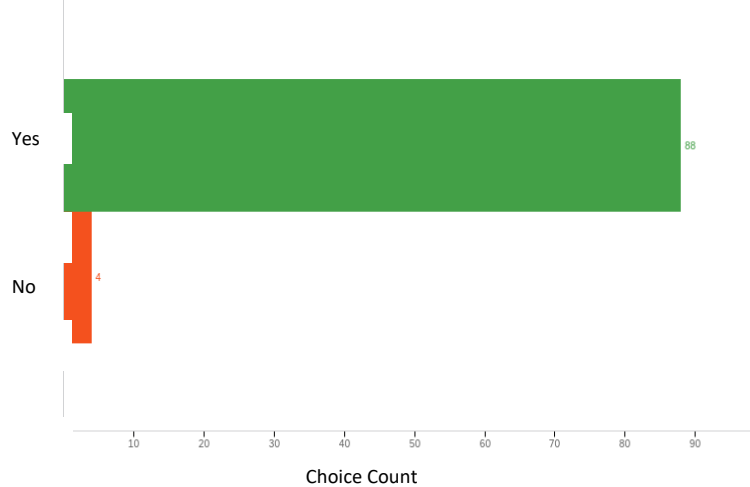


Fig. 2.1 Graphic visualization of responses to Question 5.

While 44% of the respondents have attended events at the auditorium at least one time per year, most respondents (53%) picked the “Other” response (fig. 2.2). Further analysis of the response input in “Other” revealed a common average use rate closer to 3-5 times a year or simply “as often as public events are held there”. This reveal required an improved graphic visualization (fig. 2.3) of the responses to Question 6, which has representations of other use rates that were revealed in the “Other” response.

Q6: If yes, how often do you use the Collbran Auditorium?

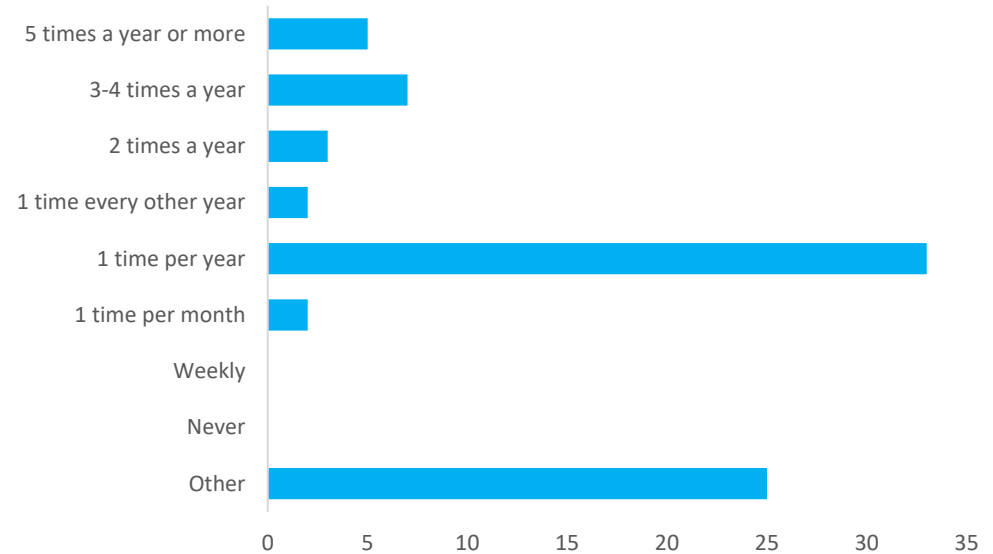
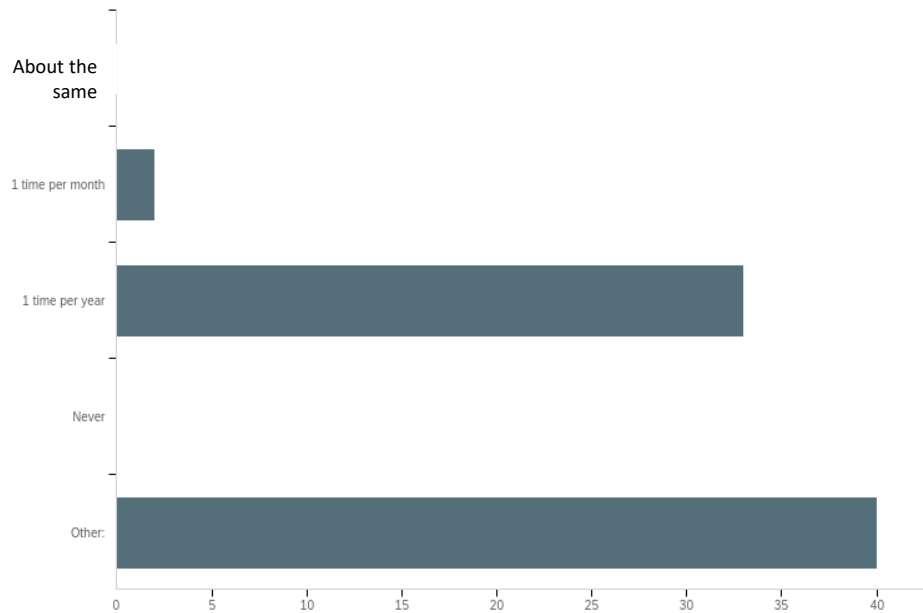


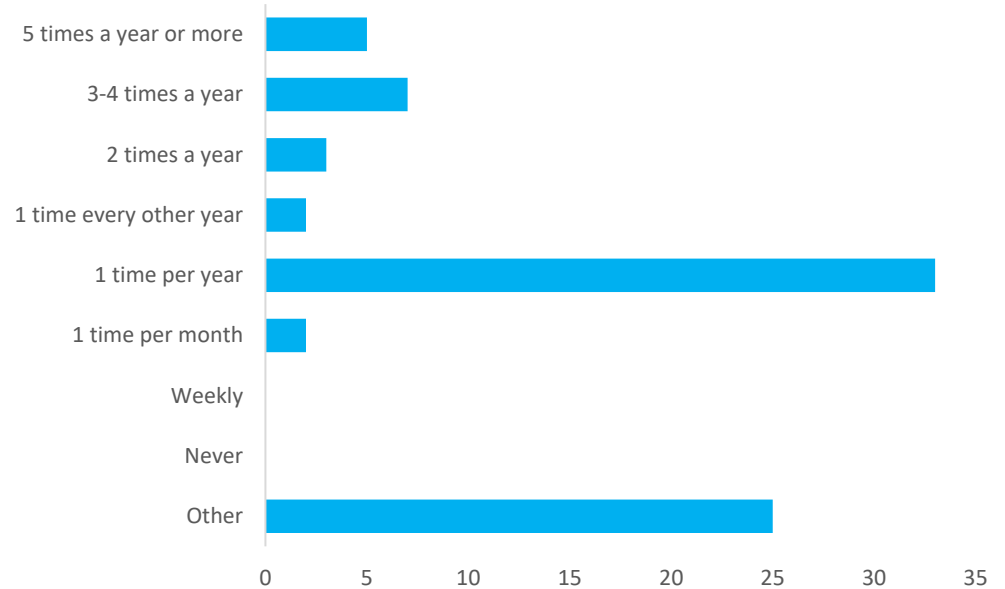
Fig. 2.3 Improved graphic visualization of responses to Question 6.

Function & Character Analysis

Both original (right) and enhanced (left) graphic visualizations of responses to Question 6.



Answer	%	Count
1 time per year	44%	33
1 time per month	3%	2
Weekly	0%	0
Other:	53%	40
Never	0%	0
Total	100%	75



Answer	Count	%
5 times a year or more	5	7%
3-4 times a year	7	9%
2 times a year	3	4%
1 time every other year	2	3%
1 time per year	33	44%
1 time per month	2	3%
Weekly	0	0%
Never	0	0%
Other:	25	33%
Total	75	100%

The improved graph provides a more balanced evaluation of the use rates of the auditorium among respondents. However, the “other” option remains an outstanding choice among respondents at 33%. It is worth noting that in the input for this 33%, the user rates are deemed non-quantifiable as answers such as “as often as public events are held there” do not offer numerical data for measurement.

Function & Character Analysis

Responses to question 7 provide us with a clearer understanding of the different uses and functions that the Collbran Auditorium has provided to the community as an multi-purpose event space.

Respondents have demonstrated that most of the events they have attended are strongly community focused, such as community festivals and community meetings. Following these two event types, fundraisers appear to be the third most-commonly attended event type.

Although the counts for this choice is comparatively small, the input from “Other” responses has been helpful in identifying other event functions that were not addressed in the provided choices such as Craft fairs, historical displays and Veteran’s Ball.

Entries from ‘Other’ response:

- Veterans Ball
- historical displays
- christmas craft fair, DU historical society events etc. 4H activities, summer rec activities
- Craft fair, worship night
- Social craft fair
- Holidays and craft fair
- Local historical presentations
- Veteran’s Ball
- Craft fairs

Q7: Which of the following events have you attended at the Collbran Auditorium? (select all the apply)

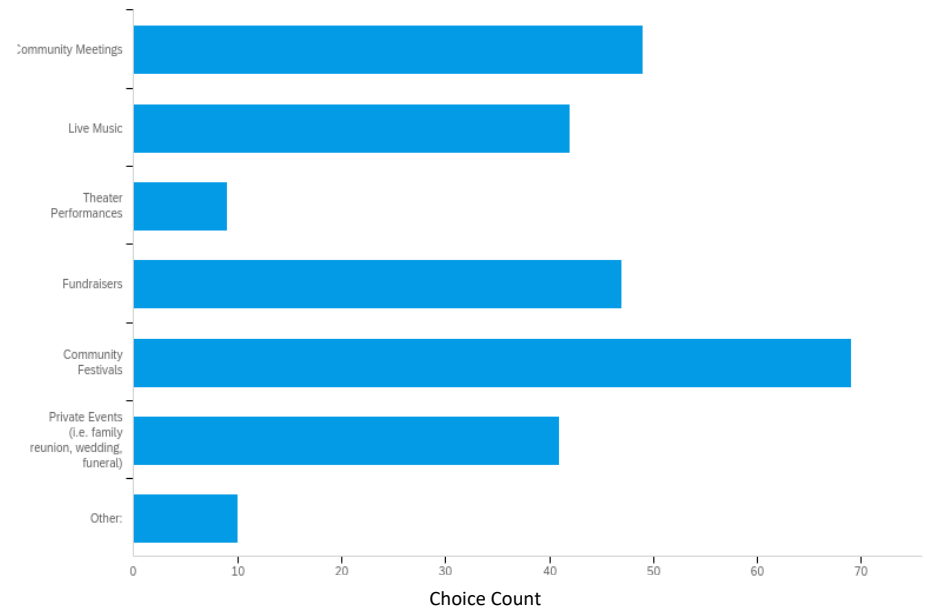


Fig. 2.4 Graphic visualization of responses to Question 7.

Answer	%	Count
Community Meetings	18%	49
Live Music	16%	42
Theater Performances	3%	9
Fundraisers	18%	47
Community Festivals	26%	69
Private Events (i.e. family reunion, wedding, funeral)	15%	41
Other:	4%	10

Q8: Venues for Community Events elsewhere in Collbran or the Plateau Valley Region

Respondents indicated that local schools, libraries, churches and recreational spaces currently serve as alternate event space around Collbran, along with a variety of public and civics buildings and parks. We have decided to map out these locations to gain a better understanding of their distances relative to the town of Collbran.

LEGEND

Recreational

Educational

Civic

Religious

Terrell Park

PV Fire Department

MCL: Collbran Branch

Grace Bible Church

Collbran Congregational Church (0.2 mi)

Collbran Rodeo Grounds (0.3 mi)

within town limits

PV Assembly of God

PV School District 50 (2.1 mi)

Gymnasium, Auditorium, Sports facilities

Molina Baptist Church

Mesa Community Center (19 mi)

Special event space: Two event halls at 172 and 299 person capacity respectively, full commercial-grade kitchen, indoor and outdoor restrooms, gazebo for grilling and performances, basketball and volleyball, playground, Wi-Fi access

Powderhorn Mountain Resort

Vega Lodge & Resort (11.4 mi)

Event space for weddings, family reunions, church retreats, catering and food service, cabins and lodging

Concession stand, restrooms, grandstands (375 seats), rodeo arena and support facilities, picnic tables

Sanctuary, Gymnasium, Dining Room, Kitchen, Classroom

Locations that had the highest frequency of mentions as alternate community event location have the following additional information: distance of the location from Collbran, and the types of amenities that they offer.

Fig. 2.5 Mapping of frequently mentioned alternate event venues in responses to Question 8.

Function & Character Analysis

Relative to the alternate event venues mentioned in question 8, **42%** of respondents indicated that the Collbran Auditorium is **worse** than other venues when considered as a community hub. One-third of respondents (**31%**) felt that the auditorium was **about the same**, and **27%** felt that it was **better** than other venues.

Q9: Relative to other venues, how would you rank the Collbran Auditorium as a community hub?

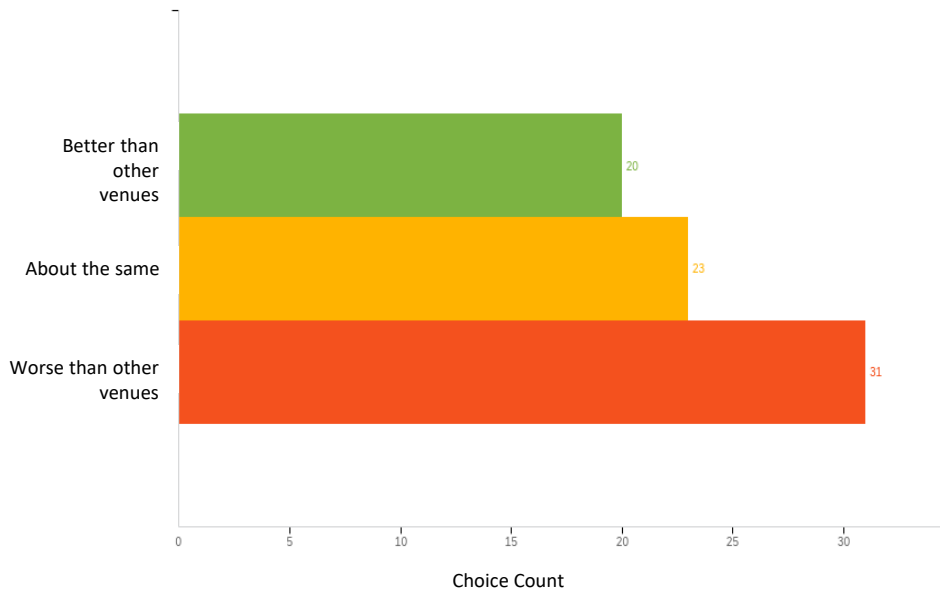


Fig. 2.6 Graphic visualization of responses to Question 9.

Answer	%	Count
Worse than other venues	42%	31
Better than other venues	27%	20
About the same	31%	23
Total	100%	74

When asked to evaluate the Collbran Auditorium as a community asset, nearly half (**45%**) of all the respondents ranked the Auditorium as having a **great deal of value** as a community asset, while only a small number of respondents (**12%**) feel that the auditorium has **little or no value** to the community.

Q10: On a scale of 1 to 5 (1 being a little to none and 5 being a great deal) what value does the Collbran Auditorium hold as a community asset to you?

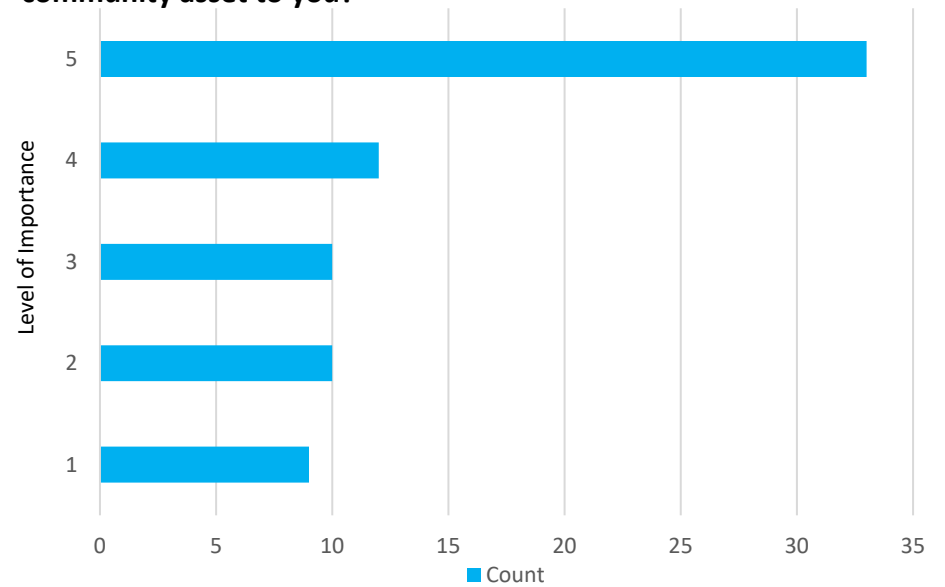


Fig. 2.7 Graphic visualization of responses to Question 10.

Level of Importance	Count	%
1	9	12%
2	10	14%
3	10	14%
4	12	16%
5	33	45%
Total	74	100%

Function & Character Analysis

The last question in this section (Question 11) pertains to the community's perceptions of characteristics that matter to the Collbran Auditorium as a key community asset. Respondents were asked to rank four identified characteristics of the building according to level of importance and/or provide a fifth characteristic that the survey has not identified (ranked accordingly). The level of importance of each characteristic is best judged by the color intensity levels of each bar in the following graph (fig. 2.8), which gives us the following rank order:

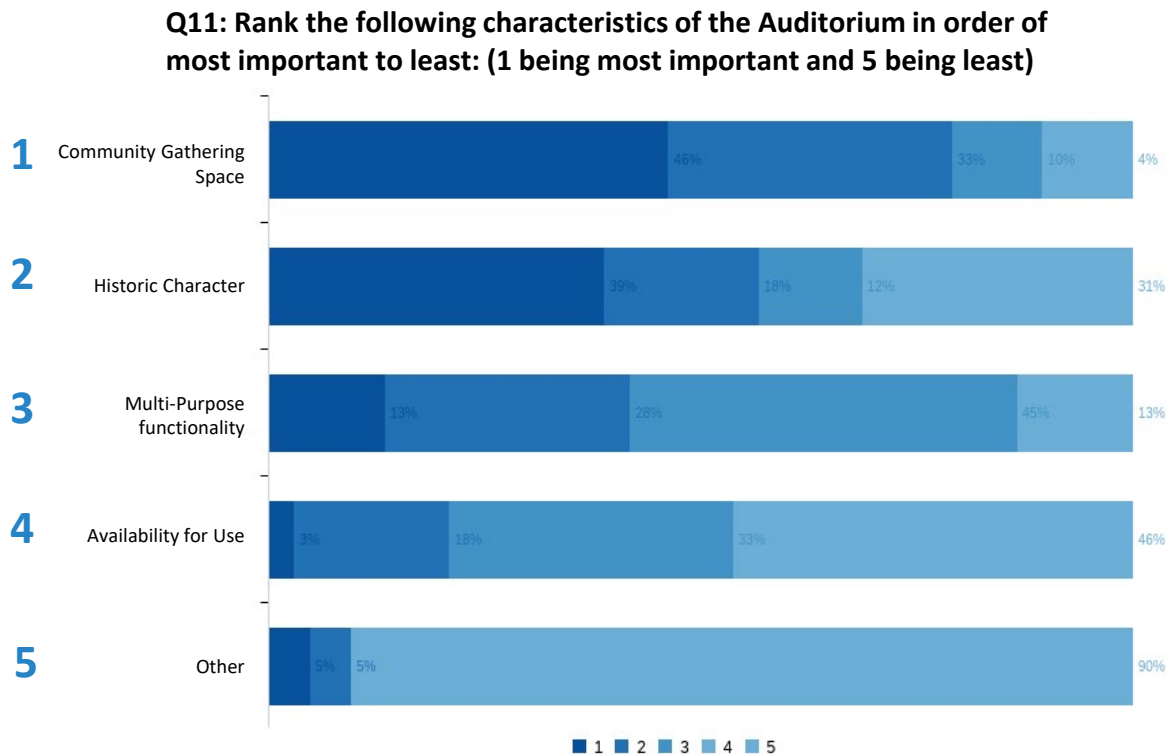


Fig. 2.8 Graphic visualization of responses to Question 11, ranked by intensity.

Although most respondents ranked other as the least important, some interesting characteristics were noted by respondents, such as: good location, cost (possibly referring to cost of renting the space) and *“essential for community”*.

Function & Character Analysis

Question 16 asks respondents to rank 9 to 10 common community center functions in order of importance. Using a similar intensity system (see pg. 10) applied to the analysis of question 11, we can generate the following rank order for functions that respondents would like to see in their ideal community center:

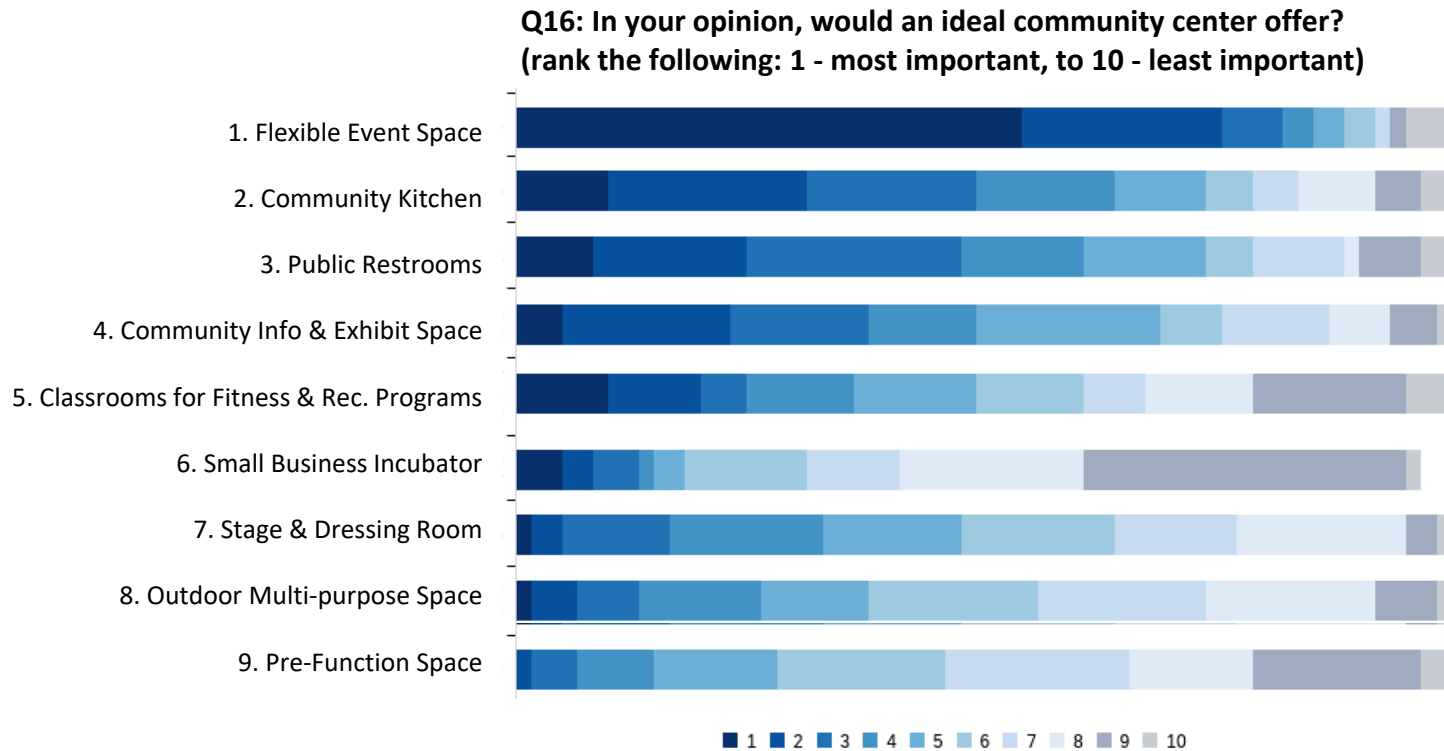


Fig. 3.1 Graphic visualization of responses to Question 16, ranked by intensity.

It is also interesting to note that community oriented functions were ranked with higher levels of importance, such as Flexible Event Space, Community Kitchen and Public Restrooms.

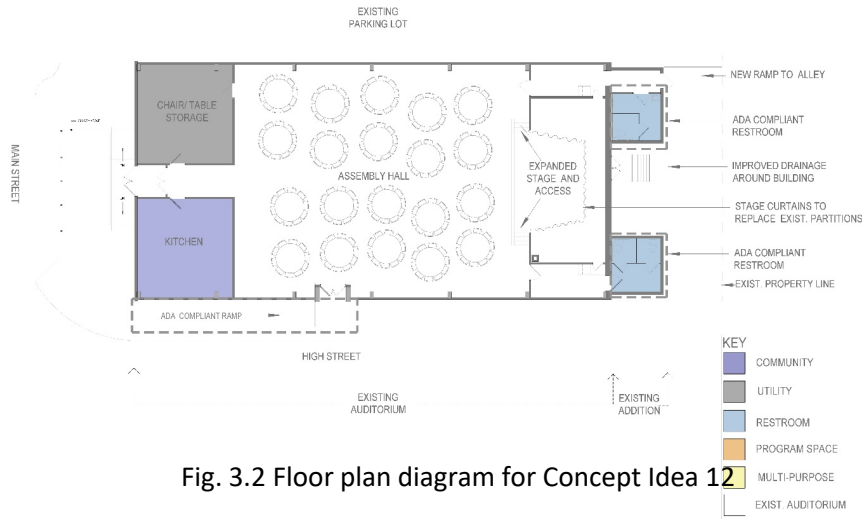
In the question, respondents were given the open-ended option “Other” to list any functions that they felt were not represented through the 9 functions identified in the question. However, a large number of respondents chose to ignore this option, which left it inconclusive and difficult to rank relative to the other 9 functions.

Respondents’ evaluations of the four different concept scenarios presented in the survey will be examined in the following section.

Concept Idea Responses

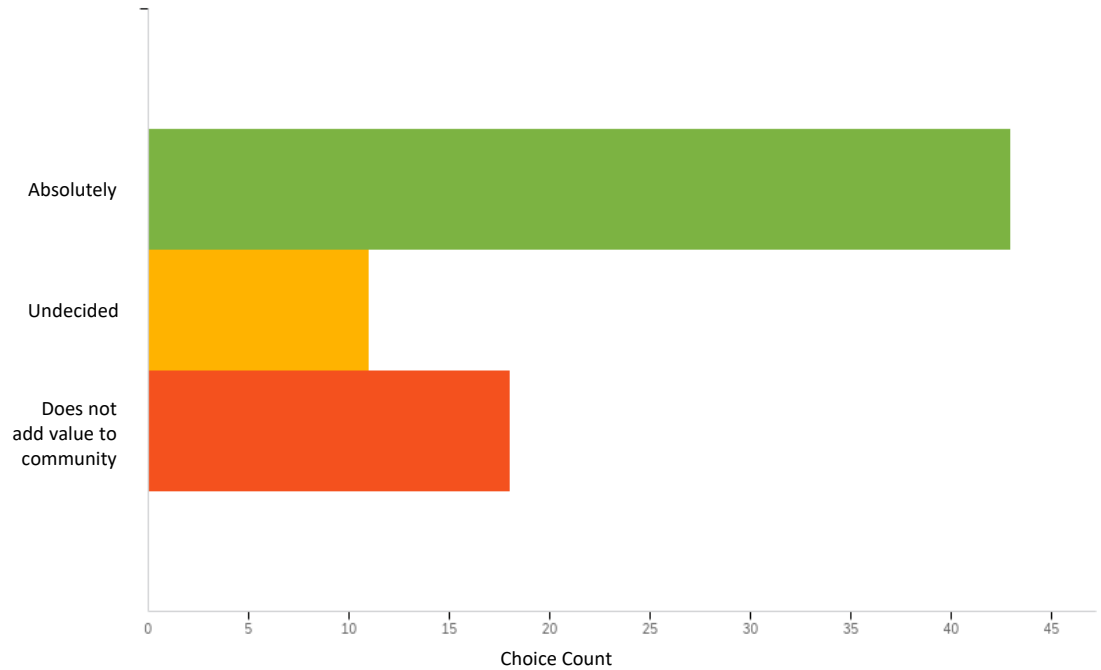
Concept Idea 1: The Historic Structure Assessment (HSA) that was conducted in 2019 to document and assess the auditorium’s existing condition, provided recommendations for stabilization and improvements that would enhance the building’s overall function and energy efficiency.

These recommendations include the following list of proposed improvements that, if undertaken, would provide an overall more stable and functional auditorium, with **limited** opportunities to expand the types of activities that could take place in the auditorium.



Overall, when asked to evaluate **Concept Idea 1**, over half of all respondents (60%) felt the proposed improvements (including a small kitchen and correcting deficiencies that could help extend the building’s useful life another 25-35 years) would **“absolutely”** increase use and value to the community. However, 25% of respondents felt it **“would not”** substantially increase use or value to the community. The remaining 15% of respondents were **“unsure”** about this approach.

Q12: Response to Concept Idea 1 – basic updates and improvements to the Auditorium structure



Response	%	Count
Absolutely	60%	43
Undecided	15%	11
Would not substantially increase use or value to the community	25%	18

Concept Idea Responses

Concept Idea 2: This option includes all proposed improvements listed below, with the inclusion of recreation and fitness spaces, a business center, an enhanced auditorium and stage, along with small addition at the alley that would include a fully accessible kitchen and restrooms all within the existing property lines (as illustrated in the diagram below).

This option would extend the building’s useful life another 35+ years and provide a more stable and functional auditorium with **enhanced** opportunities to expand the types of activities that could take place in the auditorium.

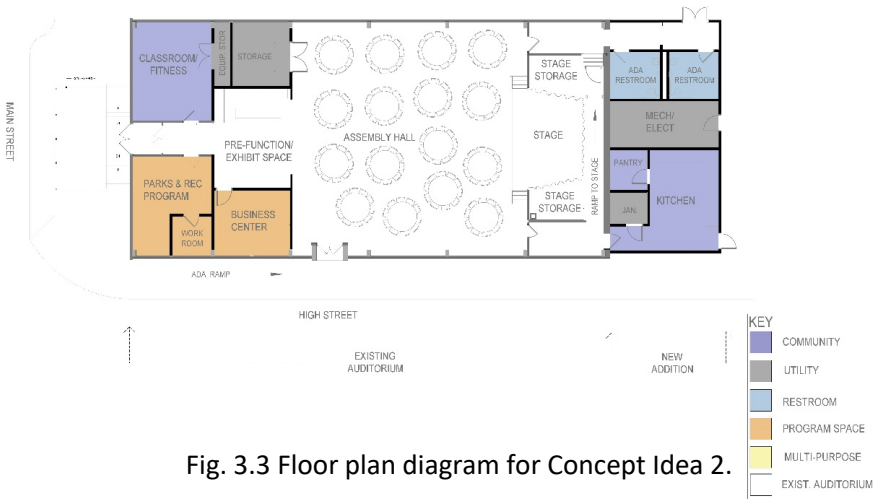
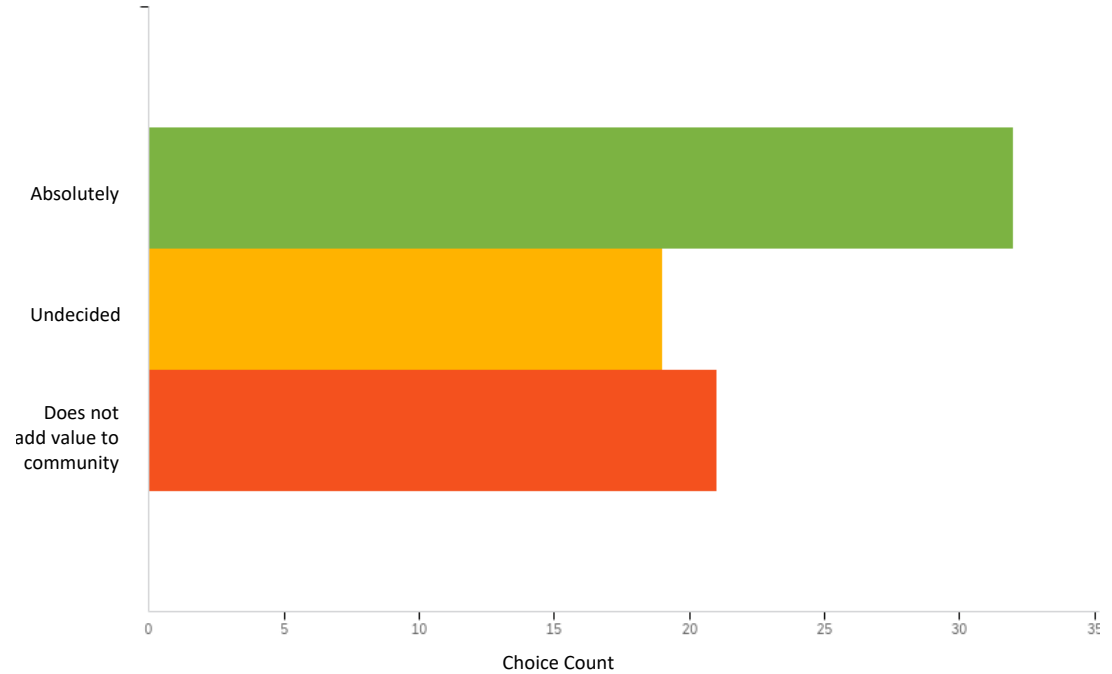


Fig. 3.3 Floor plan diagram for Concept Idea 2.

Overall, when asked to evaluate **Concept Idea 2**, just under half (44%) of respondents felt the proposed improvements (including an alley addition with a kitchen and new ADA restrooms, potentially extending the building’s useful life another 35+ years) would **“absolutely”** increase use and value to the community. However over one-quarter of all respondents (29%) felt it **“would not”** substantially increase use or value to the community and 26% remained **“unsure”** about this approach.

Q13: Response to Concept Idea 2 - includes all proposed improvement work, includes expanded back additions to the existing structure.



Answer	%	Count
Absolutely	44%	32
Undecided	26%	19
Would not substantially increase use or value to the community	29%	21

Concept Responses

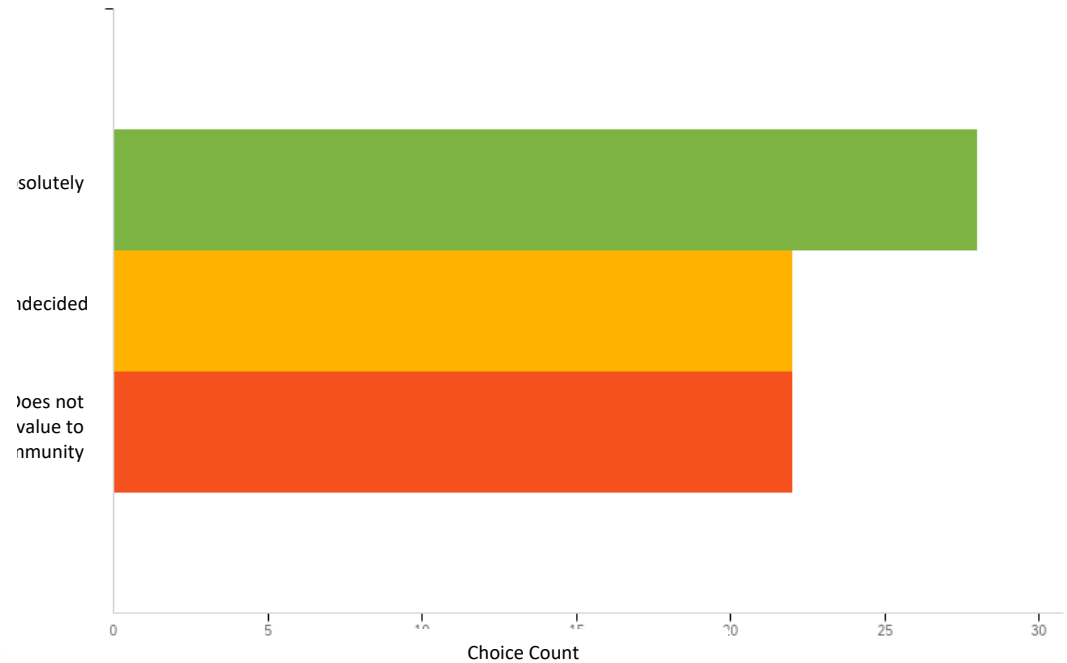
Concept Idea 3: Includes all proposed improvements listed below along with a new addition that would include the town's prioritized space needs (as conceptually illustrated in the diagram below). This option would extend the building's useful life another 35+ years and provide a more stable and functional auditorium with **many** opportunities to expand the types of activities that could take place in and around the auditorium.



Fig. 3.4 Floor plan diagram for Concept Idea 3.

Overall, when asked to evaluate the value of **Concept Idea 3** to the community, the responses were nearly equally distributed in all categories: 39% of respondents felt the proposed improvements (including a larger addition on the existing parking lot that would expand the auditorium's function and uses) would **"absolutely"** increase use and value to the community. However, one-third of all respondents felt it **"would not"** substantially increase use or value to the community and one-third felt **unsure** about the concept altogether.

Q14: Response to Concept Idea 3 - includes all proposed improvement work and additions on the adjacent open lot for increased programming potential of the building.



Response	%	Count
Absolutely	39%	28
Undecided	31%	22
Would not substantially increase use or value to the community	31%	22

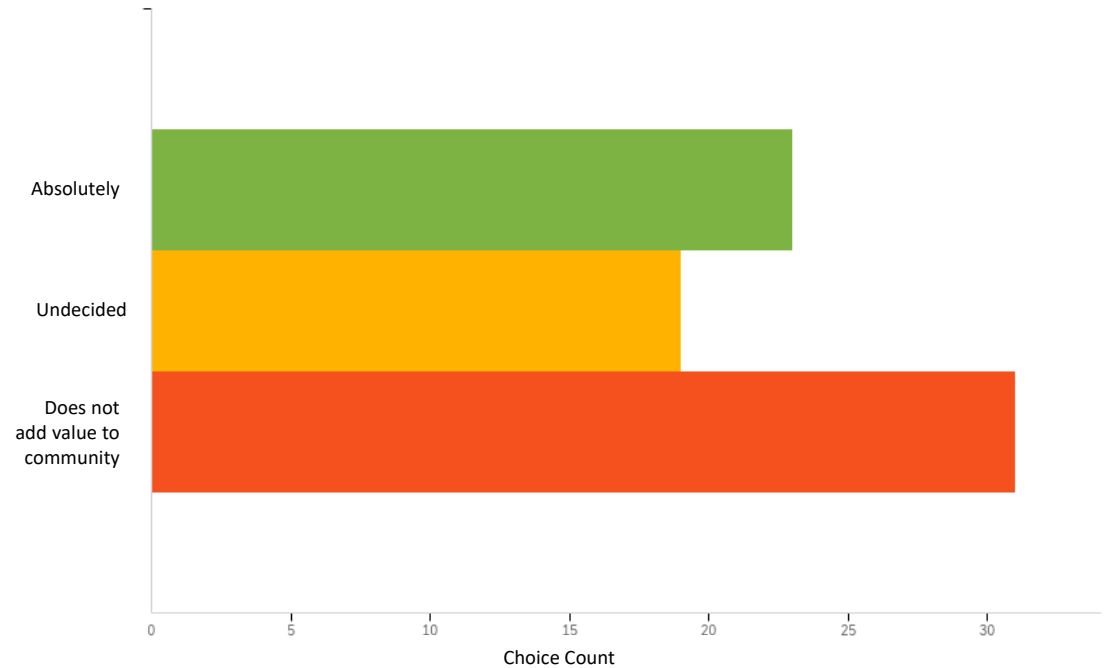
Some feedback received from respondents (see additional feedback) that expressed concern towards taking over the adjacent lot. In these comments, it was noted that the lot provides the community with premium parking space and should avoid being compromised.

Concept Idea Responses

Concept Idea 4: An **entirely new community center** is built to replace the existing building on the same location, with all new spaces to meet the town’s prioritized needs.

When asked to consider the value to the community of **Concept Idea 4**, 42% of respondents felt this approach **would not** substantially increase use or value to the community. The remaining respondents were **unsure** (26%), while 32% felt this would **absolutely** have value to the community.

Q15: Response to Concept Idea 4 – An entirely new building in place of the existing auditorium structure.



Response	%	Count
Absolutely	32%	23
Undecided	26%	19
Would not substantially increase use or value to the community	42%	31

Some feedback received expressed that the new building should retain some of the historical elements, such as the auditorium’s historic façade.

Additional Feedback (Respondents Within Town Limits)

A new facility should be built and designed to meet the needs of the community as identified in question 17. The current building is totally inadequate and it would not be worth the expense to update it.

I love some of the plans, but I worry it would be expensive, especially as we are looking at tough times. The school provides many of these functions. I'm not sure it's the best bang for it back at this time. I also worry the strength of the building is leaving and so any of the options with the old building is just a bandaid we'll have to fix later. I think a lot of people would rather see the money spent on something we don't have access to like an actual rec center or place for our youth. I'm thankful for the survey too. Thank you.

Parking needs to be addressed

I want a community building that has lots of community activities for locals and families, not just rented out to special groups events. A full kitchen and good bathrooms would make a huge difference. I don't mind if it still looks like the old building but there is no reason in my mind why we need to keep the whole building historical accurate. The idea when it was built was what the community needed at that time and I think doing what is best for the community at this time is carrying on that legacy.

It was a fun place. Had roller skating and movies a long time ago, dancing and other things. Leave it the way it is and we will all work to keep it up.

While I value the structure's historic value, I believe this is similar to the school. It would be better to raze and build new.

Concept 1: Is the expanded stage needed?

Concept 3: Do not add on.

Concept 4: New structure would add value but not the point.

If any improvements made - better kitchen and restrooms

I would like to see open to public restrooms

Business center not important. Help the library improve their options. No need for more town staff to regulate business center. DO NOT PAY WITH MORE TAXES. I would like to be able to park next to the bank and old building. I have liked idea rebuild saving and using the old front to keep the look, like all businesses on main street are encouraged to do.

Community value of the auditorium could be increased to a 5 if the building were remodeled into a modern, warm, well ventilated facility with lots of natural lighting and an open, welcoming atmosphere while conserving the historical character of the building.

A completely new structure would not add value because the needs of the community do not warrant the costs and also would not preserve the historical value and character of the current building.

The sole purpose of the town owning the building is to preserve its historical value to the Plateau Valley community. When Donna Young donated the building to the Town of Collbran she stated it was her wish to preserve the Collbran Auditorium for the use and pleasure of the people of Plateau Valley.

We as a community would not want to see this building torn down. We don't need a gym or outdoor recreation area as we have hiking, fishing, etc. at our fingertips. I believe that the building adds character and historical value to the town of Collbran to change it would be wrong.

There's already a nice gym across the street. We need to protect this important part of Collbran's history. A new and separate senior center and daycare center should be built near the school. Keep the auditorium downtown and small

Never change the look of the building. It MUST remain a wonderful original part of our town. Run this Community site as needed for the locals. Not, for outside interests that want to put their fingers in our town, or their boots on our necks.

Save the façade

could use a swimming pool

Additional Feedback (Respondents Outside Town Limits)

<p>A good sized kitchen! New floors. Concept 1: What about commercial? (kitchen) Concept 4: A new updated building like the Mesa C.C. is a choice but incomparable to some of the features of the old building like curved roof and front entrance</p>
<p>Concept 3: don't like the idea of losing premium parking space Concept 4: Only if historical facade is preserved</p>
<p>I love that this is being looked at as more than just a historic building! The community is desperately in need of a bigger facility space to include more recreational activities, new restrooms and a good kitchen space for this building. I hope I have helped and that this project can move forward in the very near future!</p>
<p>TEAR IT DOWN! BUILD NEW!</p>
<p>I want a community building that has lots of community activities for locals and families, not just rented out to special groups events. A full kitchen and good bathrooms would make a huge difference. I don't mind if it still looks like the old building but there is no reason in my mind why we need to keep the whole building historical accurate. The idea when it was built was what the community needed at that time and I think doing what is best for the community at this time is carrying on that legacy.</p>
<p>Concept 3: expensive + reduces/removes parking access I don't know if there's enough need for all this I like the historical aspect of the current auditorium I like the functionality of a space that can be used by many community programs with upgrades for accessibility + safety. We need to build within our means/needs.</p>
<p>In concept 3, downtown parking would be further limited, and need to be addressed</p>
<p>Concept 3: Too Much Concept 4: Tough to decide. I understand the costs of rebuild versus new - also love the historical value! Sorry about the chocolate :) Wonderful project to take on - bring new life to the building and our community</p>
<p>I think it would make more sense on the third option to have to kitchen closer to the assembly hall so that catered events would not have so far to go.</p>
<p>Concept 3 with some tweaking might be viable. There does not appear to be any design to accommodate vehicle parking for participants.</p>

<p>The building was a GIFT to the community. Please check deed for conditions and intent.</p>
<p>Is it possible for the town to get a grant to help with a recreation/community center? Who owns the soccer field that rarely gets used and has to be watered and mowed constantly? Is it a possible location for such a facility?</p>
<p>I think option 4 is the best, but if refuse to tear down, then definitely 3. I believe thos community deserves a wonderful community center like this!</p>
<p>New building that's shaped on the outside to look historical (similar) but to meet today's needs</p>
<p>It's historic, it needs to be preserved, expanded, restored ... but do not tear it down!!!</p>
<p>while old, this building is a historic landmark. It would be great if while upgrading the building, the historic elements (ie front facade etc) could be left intact</p>
<p>Keep the historical building with making as few changes as possible. Getting rid of the parking lot is a bad idea and why would the town add a fitness area and compete with a local business?</p>
<p>Churches must be prohibited from utilizing this taxpayer supported buildings for their own use.</p>

The survey results indicate a **strong sentiment** around the presence of the Collbran Auditorium along with an **appreciation for its value to the community and its history**.

Respondents overwhelmingly indicated that the building's **character is irreplaceable**, but some compared it to the town's school and expressed feelings that tearing down and building a new updated facility in its place could provide better functionality for the community. Others indicated that saving the historic façade and attaching a new structure would be sufficient to maintain the building's Main Street presence.

General concern was expressed for any plans that might encroach on the adjacent parking lot as presented in Concept idea 3. Overall, respondents agreed that a kitchen and improved restrooms (with public access) and accessibility should be part of any future plans. The fact that the **auditorium was gifted to the town** was also noted in a few comment sections, along with requests to confirm the donor's intent and any deed restrictions. While some respondents noted that a new structure might add value, they also acknowledged that was not the point of being stewards of the town's history and the legacy of the Collbran Auditorium.

Overall, the survey sentiment leaned towards **renovating the auditorium** for viable community uses, while **conserving its historic Main Street character**.

SECONDARY REPORT: Assessing In-Town Residents Only Sentiment

This secondary report will focus on the responses from respondents that live within town limits. A selection of questions (questions 10 through 15) pertaining to sentiment towards the Collbran Auditorium will be reviewed in this secondary report.

37 out of 92 respondents (41%) indicated that they live within Collbran town limits. Within this subset of survey respondents, 30 respondents progressed through 100% of the survey. The remaining 7 respondents progressed through 33% of the survey, resulting in incomplete final submissions.

Relative to the alternate event venues mentioned in question 9 (in the primary report), approximately **43%** of respondents living within town limits indicated that the Collbran Auditorium is **worse** than other venues when considered as a community hub. **40%** felt that the auditorium was **about the same**, and **17%** felt that it was **better** than other venues.

Q9: Relative to other venues, how would you rank the Collbran Auditorium as a community hub?

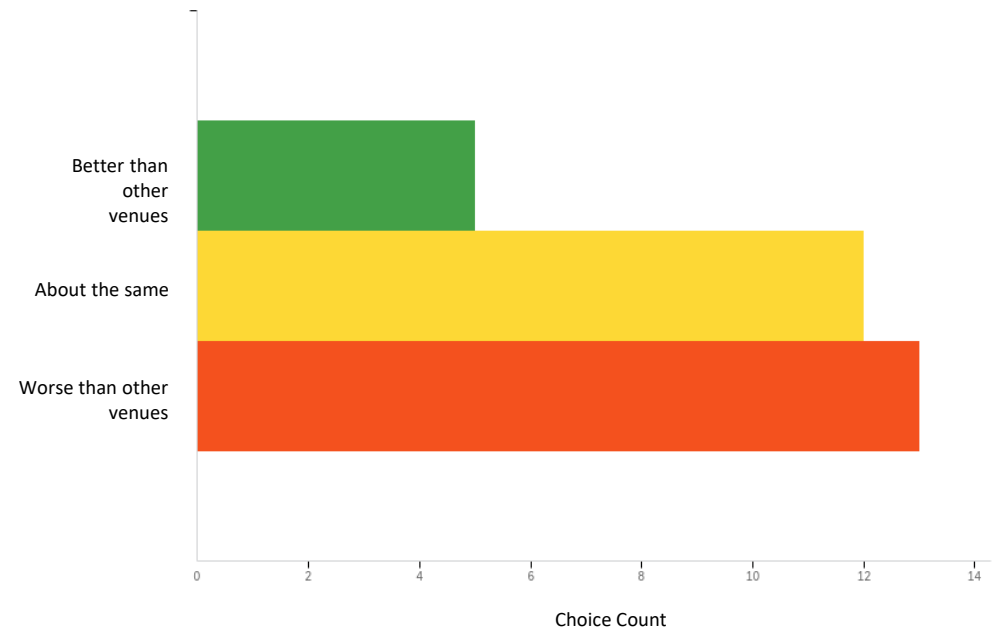


Fig. 4.1 Graphic visualization of responses to Question 9.

Question	%
Better than other venues	17
About the same	40
Worse than other venues	43

Q10: On a scale of 1 to 5 (1 being a little to none and 5 being a great deal) what value does the Collbran Auditorium hold as a community asset to you?

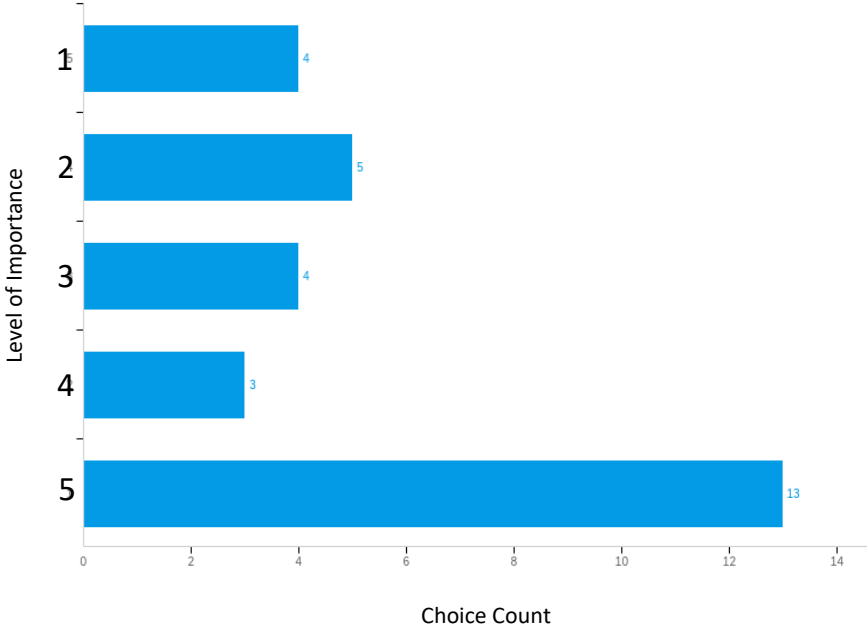


Fig. 4.2 Graphic visualization of responses to Question 10.

When asked to evaluate the Collbran Auditorium as a community asset, **45%** of respondents ranked the Auditorium as having a **great deal of value** as a community asset, while only a small number of respondents (**14%**) feel that the auditorium has **little or no value** to the community.

Level of Importance	%
1	14
2	17
3	14
4	10
5	45

SECONDARY REPORT: Assessing In-Town Residents Only Sentiment

Question 11 pertains to the community’s perceptions of characteristics that matter to the Collbran Auditorium as a key community asset. Respondents were asked to rank four identified characteristics of the building according to level of importance and/or provide a fifth characteristic that the survey has not identified (ranked accordingly). As with the primary report, the level of importance of each characteristic will be judged by the color intensity levels of each bar in Fig. 4.3 :

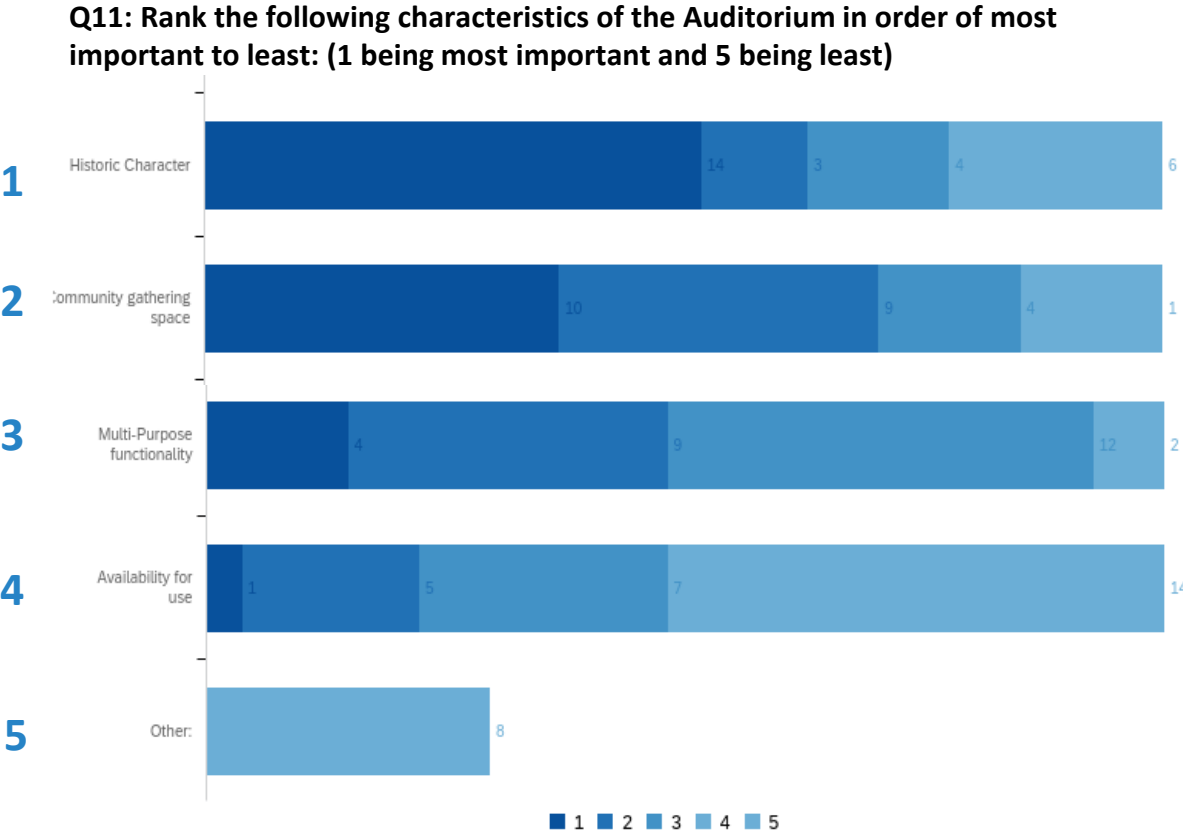


Fig. 4.3 Graphic visualization of responses to Question 12.

Respondents that live within town limits ranked **Historic Character** as the **most important** among the four identified characteristics, with **community gathering space** as the **second most important characteristic** – this result is opposite to what we have seen in the primary report, in which Community Gathering Space was ranked first and Historic Character second. Multi-purpose functionality and Availability for use were ranked 3 and 4 respectively, echoing the sentiment shown in the primary report.

SECONDARY REPORT: Assessing In-Town Residents Only Sentiment

Concept Idea 1: The Historic Structure Assessment (HSA) that was conducted in 2019 to document and assess the auditorium’s existing condition, provided recommendations for stabilization and improvements that would enhance the building’s overall function and energy efficiency.

These recommendations include the following list of proposed improvements that, if undertaken, would provide an overall more stable and functional auditorium, with **limited** opportunities to expand the types of activities that could take place in the auditorium.

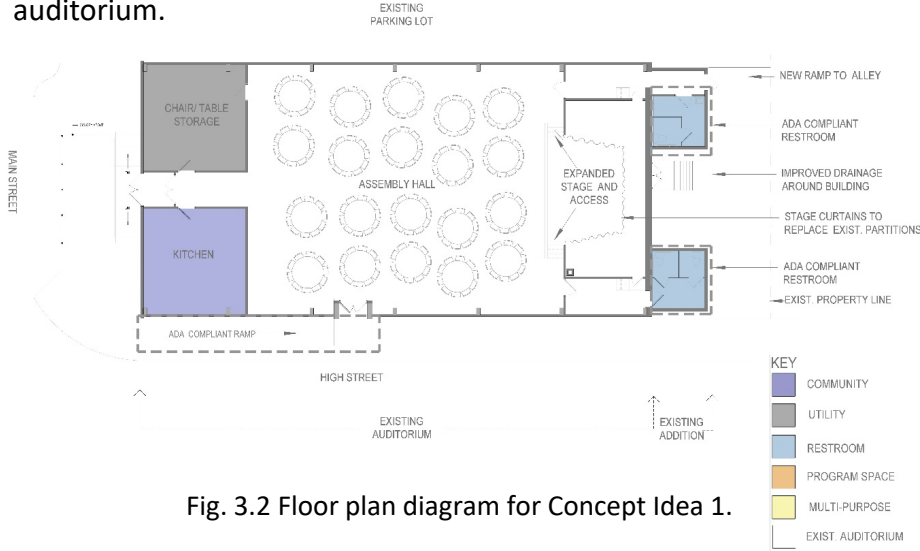


Fig. 3.2 Floor plan diagram for Concept Idea 1.

Overall, when asked to evaluate **Concept Idea 1**, 52% of respondents felt the proposed improvements would “**absolutely**” increase use and value to the community. However, 24% of respondents felt it “**would not**” substantially increase use or value to the community. 24% of respondents were “**unsure**” about this approach. The remaining respondents did not complete this section.

Q12: Response to Concept Idea 1 – basic updates and improvements to the Auditorium structure

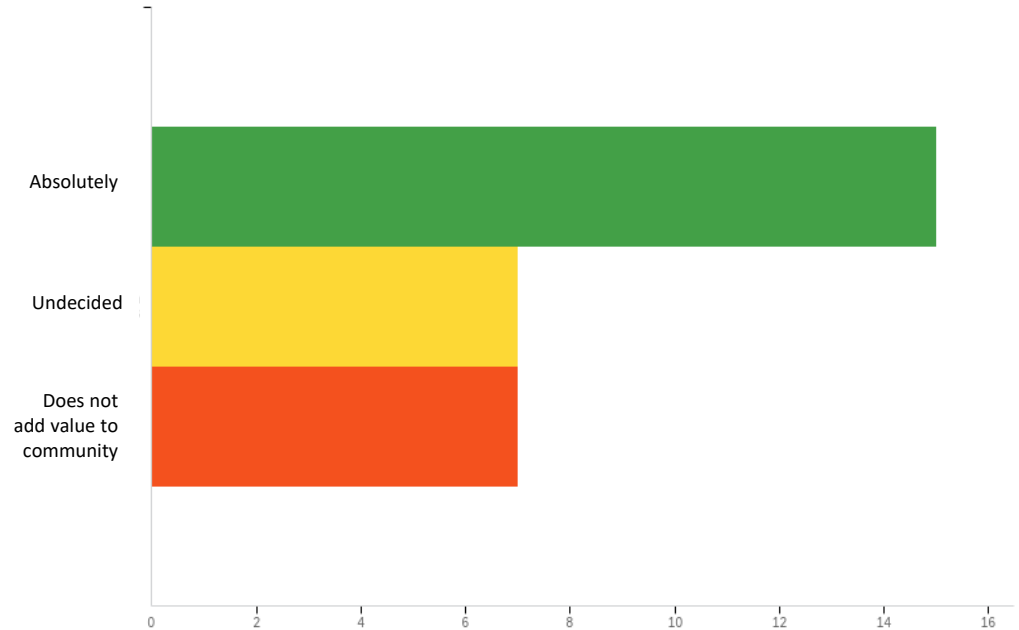


Fig. 4.4 Graphic visualization of responses to Question 12.

Response	%	Choice Count
Absolutely	52	15
Undecided	24	7
Would not substantially increase use or value to the community	24	7

SECONDARY REPORT: Assessing In-Town Residents Only Sentiment

Concept Idea 2: This option includes all proposed improvements listed below, with the inclusion of recreation and fitness spaces, a business center, an enhanced auditorium and stage, along with small addition at the alley that would include a fully accessible kitchen and restrooms all within the existing property lines (as illustrated in the diagram below).

This option would extend the building's useful life another 35+ years and provide a more stable and functional auditorium with **enhanced** opportunities to expand the types of activities that could take place in the auditorium.

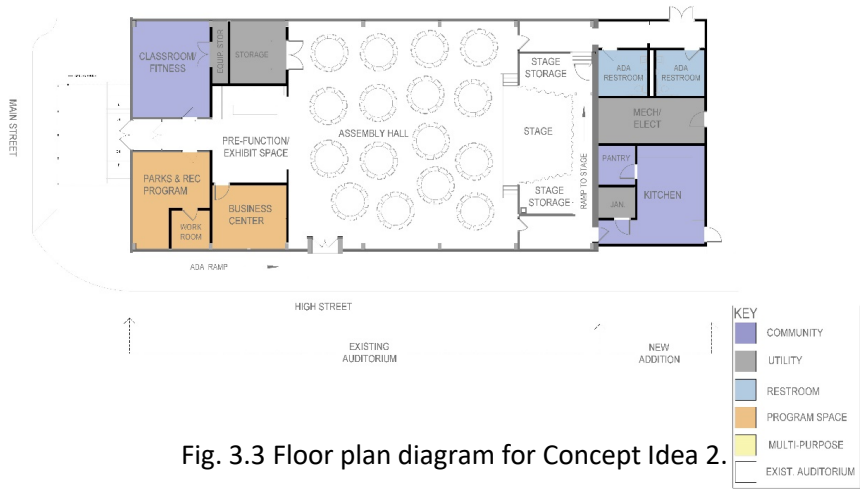


Fig. 3.3 Floor plan diagram for Concept Idea 2.

Overall, when asked to evaluate **Concept Idea 2**, 27% of respondents the proposed improvements would **“absolutely”** increase use and value to the community. However 24% of these respondents felt it **“would not”** substantially increase use or value to the community and 27% remained **“unsure”** about this approach. Remaining respondents did not complete this section. It is worth noting that the response counts for each choice are very close and almost equally distributed.

Q13: Response to Concept Idea 2 - includes all proposed improvement work, includes expanded back additions to the existing structure.

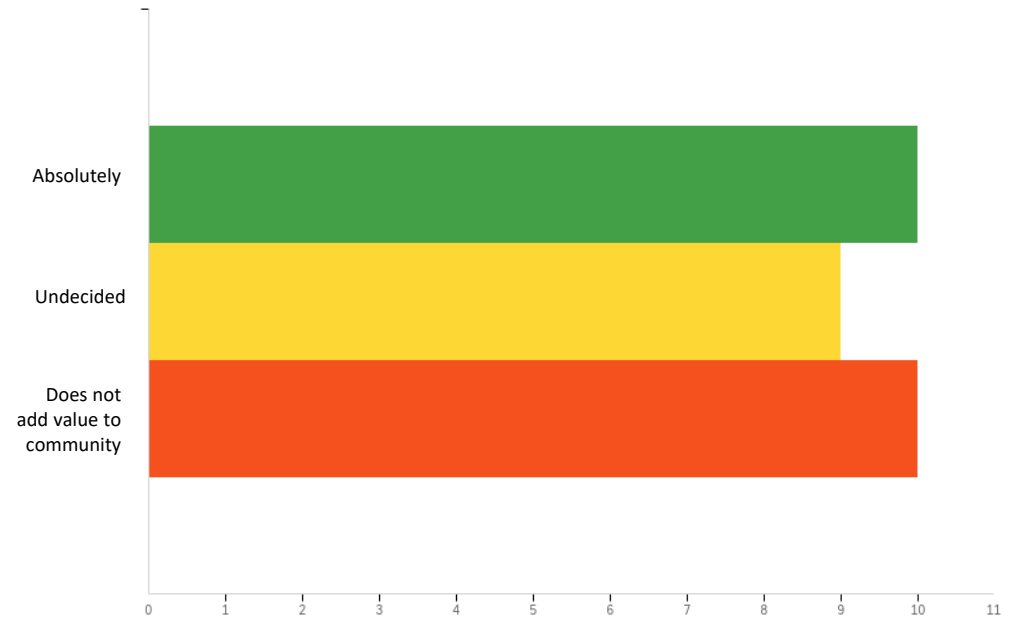


Fig. 4.5 raphic visualization of responses to Question 13.

Response	%	Choice Count
Absolutely	34	10
Undecided	31	9
Would not substantially increase use or value to the community	34	10

SECONDARY REPORT: Assessing In-Town Residents Only Sentiment

Concept Idea 3: Includes all proposed improvements listed below along with a new addition that would include the town's prioritized space needs (as conceptually illustrated in the diagram below). This option would extend the building's useful life another 35+ years and provide a more stable and functional auditorium with **many** opportunities to expand the types of activities that could take place in and around the auditorium.



Fig. 3.4 Floor plan diagram for Concept Idea 3.

Overall, when asked to evaluate the value of **Concept Idea 3** to the community, 24% of respondents felt the proposed improvements would “**absolutely**” increase use and value to the community. However, more respondents (35%) felt it “**would not**” substantially increase use or value to the community and 19% felt “**unsure**” about the concept altogether. The remaining respondents did not complete this section.

Q14: Response to Concept Idea 3 - includes all proposed improvement work and additions on the adjacent open lot for increased programming potential of the building.

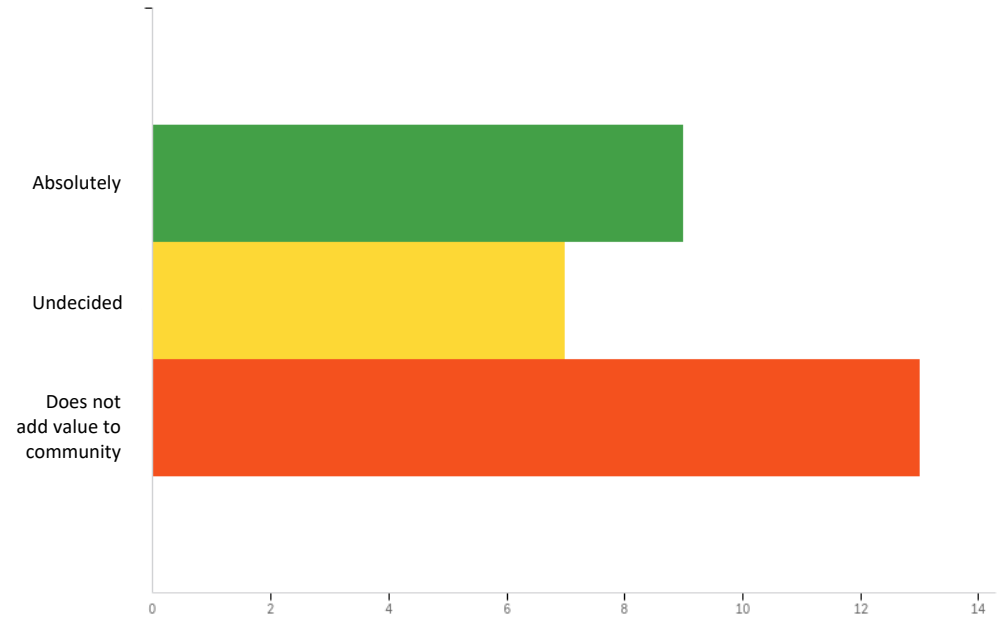


Fig. 4.6 Graphic visualization of responses to Question 14.

Response	%	Choice Count
Absolutely	24	9
Undecided	19	7
Would not substantially increase use or value to the community	35	13

SECONDARY REPORT: Assessing In-Town Residents Only Sentiment

Concept Idea 4: An entirely new community center built to replace the existing building, on the same location with all new spaces to meet the town's prioritized needs.

When asked to consider the value to the community of **Concept Idea 4**, 54% of respondents felt this approach **“would not”** substantially increase use or value to the community. The remaining respondents were **“unsure”** (21%), while 25% felt this would **“absolutely”** have value to the community.

Q15: Response to Concept Idea 4 – An entirely new building in place of the existing auditorium structure.

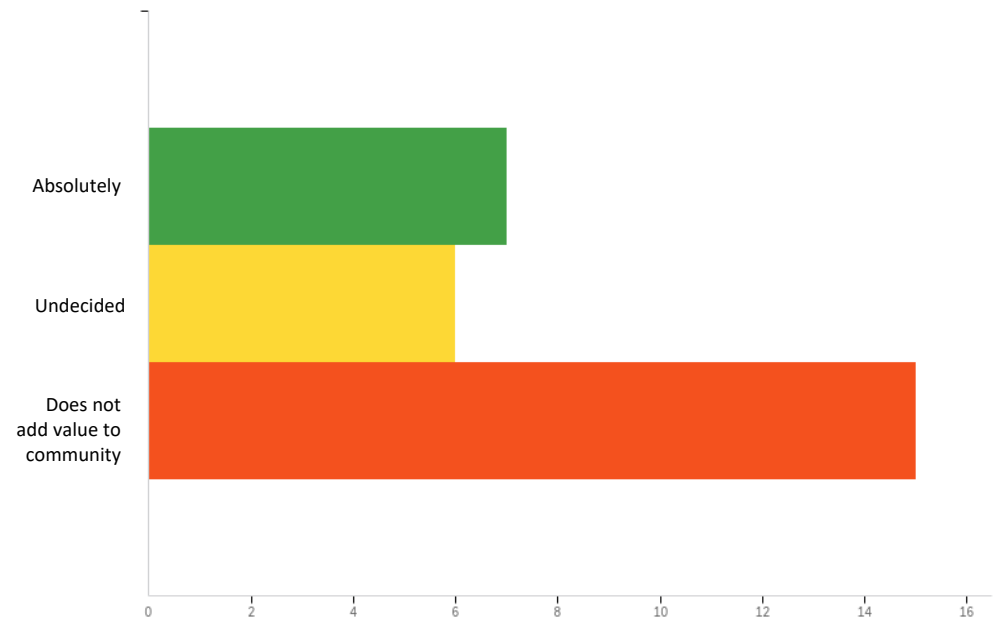


Fig. 4.7 Graphic visualization of responses to Question 16.

Response	%	Choice Count
Absolutely	25	7
Undecided	21	6
Would not substantially increase use or value to the community	54	15

Additional Feedback (Respondents Within Town Limits)

A new facility should be built and designed to meet the needs of the community as identified in question 17. The current building is totally inadequate and it would not be worth the expense to update it.

I love some of the plans, but I worry it would be expensive, especially as we are looking at tough times. The school provides many of these functions. I'm not sure it's the best bang for it back at this time. I also worry the strength of the building is leaving and so any of the options with the old building is just a bandaid we'll have to fix later. I think a lot of people would rather see the money spent on something we don't have access to like an actual rec center or place for our youth. I'm thankful for the survey too. Thank you.

Parking needs to be addressed

I want a community building that has lots of community activities for locals and families, not just rented out to special groups events. A full kitchen and good bathrooms would make a huge difference. I don't mind if it still looks like the old building but there is no reason in my mind why we need to keep the whole building historical accurate. The idea when it was built was what the community needed at that time and I think doing what is best for the community at this time is carrying on that legacy.

It was a fun place. Had roller skating and movies a long time ago, dancing and other things. Leave it the way it is and we will all work to keep it up.

While I value the structure's historic value, I believe this is similar to the school. It would be better to raze and build new.

Concept 1: Is the expanded stage needed?

Concept 3: Do not add on.

Concept 4: New structure would add value but not the point.

If any improvements made - better kitchen and restrooms

I would like to see open to public restrooms

Business center not important. Help the library improve their options. No need for more town staff to regulate business center. DO NOT PAY WITH MORE TAXES. I would like to be able to park next to the bank and old building. I have liked idea rebuild saving and using the old front to keep the look, like all businesses on main street are encouraged to do.

Community value of the auditorium could be increased to a 5 if the building were remodeled into a modern, warm, well ventilated facility with lots of natural lighting and an open, welcoming atmosphere while conserving the historical character of the building.

A completely new structure would not add value because the needs of the community do not warrant the costs and also would not preserve the historical value and character of the current building.

The sole purpose of the town owning the building is to preserve its historical value to the Plateau Valley community. When Donna Young donated the building to the Town of Collbran she stated it was her wish to preserve the Collbran Auditorium for the use and pleasure of the people of Plateau Valley.

We as a community would not want to see this building torn down. We don't need a gym or outdoor recreation area as we have hiking, fishing, etc. at our fingertips. I believe that the building adds character and historical value to the town of Collbran to change it would be wrong.

There's already a nice gym across the street. We need to protect this important part of Collbran's history. A new and separate senior center and daycare center should be built near the school. Keep the auditorium downtown and small

Never change the look of the building. It MUST remain a wonderful original part of our town. Run this Community site as needed for the locals. Not, for outside interests that want to put their fingers in our town, or their boots on our necks.

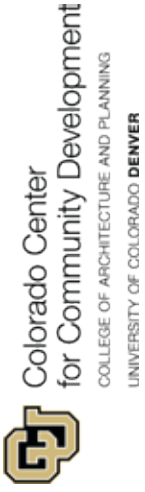
Save the façade

could use a swimming pool

Much like in the primary report, the review of the secondary survey results indicate **strong sentiment around the presence of the Collbran Auditorium** along with an appreciation for its **value to the community and its history** among members of the community living within town limits. To support this finding, when asked to rank the building's most important characteristics, in-town respondents ranked the building's **historic character over its function** as a community gathering space. This survey result suggests that the auditorium's physical presence plays a role in the community's link to the past and overall sense of place.

When presented with the four proposed concept ideas, in-town respondents were more averse to, or expressed uncertainty, for the concepts that presented higher impact changes to the existing building e.g. new additions to the back of the structure and expanding function with an addition on the adjacent parking lot. There was overwhelmingly negative sentiment among in-town respondents to the idea of **replacing the historic structure with an entirely new structure**, although it could provide spaces designed specifically to meet the community's needs.

The written comments from in-town respondents show mixed sentiment for the building, with some respondents expressing strong nostalgic ties to the building and its preservation, and some expressing that the building should be replaced altogether. The in-town respondents also expressed concern for the potential high costs associated with rehabilitating building and questioned the resulting value to the community from those investments. Finding ways to maintain the structure's historic presence and legacy while optimizing its usefulness to the community reflects most of the in-town respondents' sentiment toward the Collbran auditorium.



Survey Due: June 19, 2020 Turn-in Location: Town Hall Drop Box

Collbran Auditorium Function and Sentiment Survey

The 5,096 square-foot Collbran Auditorium was built in 1905 and has continued to serve as a community gathering place for the town over the last 115 years. In 2017, the building was designated a Mesa County History Landmark.

In 2019, the town received a History Colorado State Historic Fund grant to undertake a Historic Structure Assessment (HSA) to assess the auditorium’s existing condition, and help develop a preservation plan for the building’s future. The study (available for review at the Town Hall) concluded that the building is in overall fair to good condition with some critical and serious deficiencies that must be addressed in order to preserve the building’s integrity and address accessibility issues.

The study laid the groundwork for the next steps, whereby the town seeks to gauge the value of the auditorium to the community, by asking members to respond to the following questions and scenarios that contemplate the auditorium’s future.

Participant Information

Q1. Please provide your first and last name:

Q2. Please provide your E-mail address (all contact info will be kept private):

Main Survey Questions

Q3. Where do you live in the Plateau Valley Region?

- Within Collbran Town Limits Out of Collbran Town Limits

Q4. What age range do you fall within?

- 0 - 11 12 - 17 18 - 29 30 - 44 45 - 64 65+

Q5. Have you attended events at the Collbran Auditorium?

- Yes No

Q6. If yes, how often do you use the Collbran Auditorium?

- Weekly 1 time per month 1 time per year Never

Other:

Q7. Which of the following events have you attended at the Collbran Auditorium?
(Please select all that apply)

- Community Meetings Live Music Performances
- Theater Performances Fundraisers
- Community Festivals
- Private Events (i.e. family reunion, wedding, funeral etc.)
- Other:

Q8. If you have attended community events elsewhere in Collbran or the Plateau Valley Region, please list those **venues** here:

Q9. Relative to other venues, how would you rank the Collbran Auditorium as a community hub?

- Better than other venues About the same Worse than other venues

Q10. On a scale of **1 to 5** (1 - being a little to none, and 5 - being a great deal) what value does the Collbran Auditorium hold as a community asset to you?

Value level:

Q11. Rank the following characteristics of the Auditorium in order of most important to least:
(1 - being the most important, and 5 - being the least)

Community gathering space

Historic Character

Multi-Purpose functionality

Availability for use

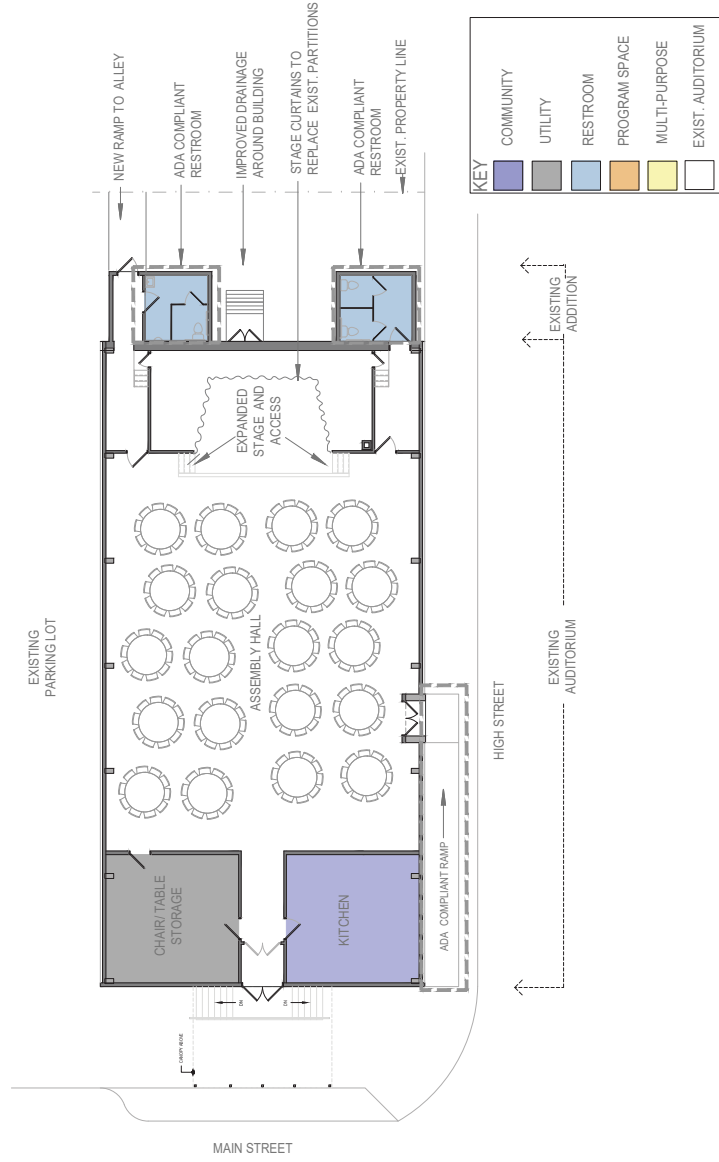
Other:

Q.12.

Concept Idea 1: The Historic Structure Assessment (HSA) that was conducted in 2019 to document and assess the auditorium's existing condition, provided recommendations for stabilization and improvements that would enhance the building's overall function and energy efficiency. These recommendations include the following list of proposed improvements that if undertaken would provide an overall more stable and functional auditorium, with **limited** opportunities to expand the types of activities that could take place in the auditorium.

Proposed Improvements:

- Insulated building envelope/ Improved energy efficiency
- Enhanced Accessibility
- Structural Improvements
- New roof
- New Mechanical/ Electrical/ Plumbing systems
- Corrected site drainage
- New Community Kitchen within the existing building
- Expanded stage - with enhanced use, access and storage opportunities
- Updated ADA Compliant restrooms
- Enhanced ADA access at High Street entrance
- Seating for approx. 200 in existing Assembly Hall (at 6-ft. round tables as shown below)



Would there be value to the community if all the HSA identified deficiencies listed above were corrected and a small kitchen added (as illustrated in the diagram above), and the building's useful life extended another 25 to 35 years in its current form and location?

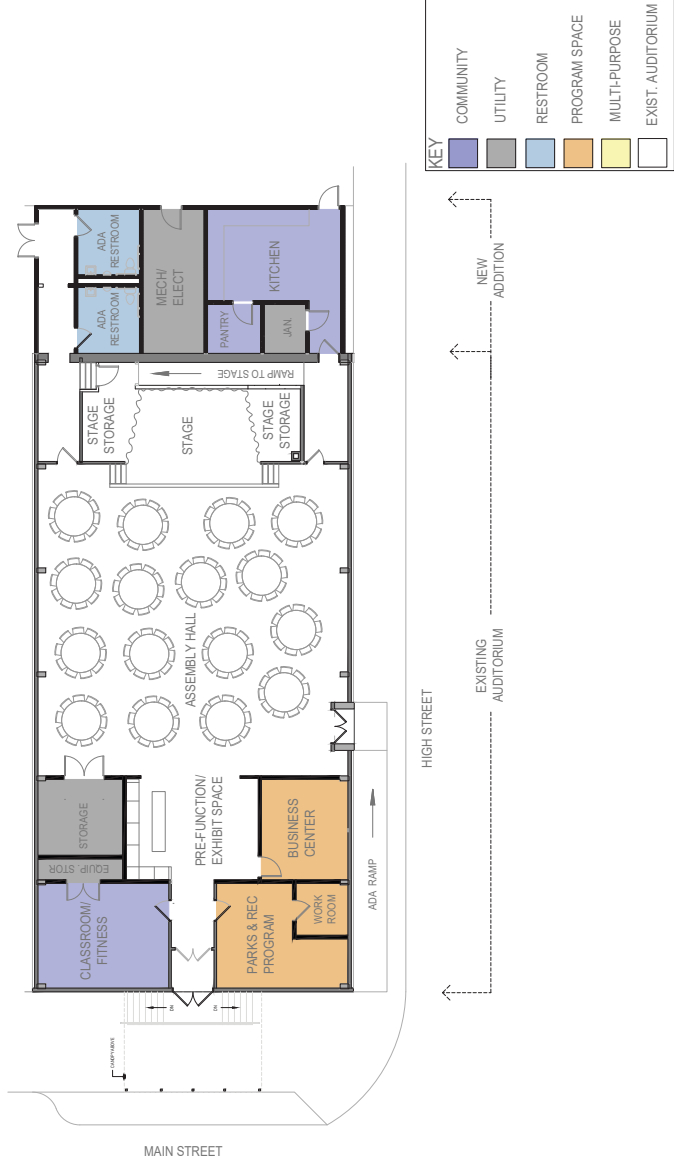
- Absolutely
- Unsure
- Would not substantially increase use or value to the community

Q13.

Concept Idea 2: This concept includes all proposed improvements listed below with the inclusion of recreation and fitness spaces, a business center, an enhanced auditorium and stage, along with a small addition at the alley that would include a fully accessible kitchen and restrooms, all within the existing property lines (as illustrated in the diagram below). This option would extend the building's useful life for another 35+ years and provide a more stable and functional auditorium with **enhanced** opportunities to expand the types of activities that could take place in the auditorium.

Proposed Improvements:

- Insulated building envelope/ Improved energy efficiency
- Enhanced Accessibility
- Structural Improvements
- New roof
- New Mechanical/ Electrical/ Plumbing systems
- Corrected site drainage
- New Community Kitchen within the existing building
- Expanded stage - with enhanced use, access and storage opportunities
- Updated ADA Compliant restrooms
- Enhanced ADA access at High Street entrance
- New Community spaces within Existing Auditorium: Business Center/ Fitness Space/ Classroom
- Seating for approximately 160 in existing Assembly Hall (a 6-ft. round tables as shown below)



Would there be value to the community to correct the deficiencies listed above and add an addition to the alley as shown in the diagram?

- Absolutely
- Unsure
- Would not substantially increase use or value to the community

Q.14.

Concept Idea 3: Includes all proposed improvements listed below along with a new addition that would include the town's prioritized space needs (as conceptually illustrated in the diagram below). This option would extend the building's useful life another 35+ years and a provide a more stable and functional auditorium with **many** opportunities to expand the types of activities that could take place in and around the auditorium.

Proposed Improvements:

- Insulated building envelope/ Improved energy efficiency
- Enhanced Accessibility
- Structural Improvements
- New roof
- New Mechanical/ Electrical/ Plumbing systems
- Corrected site drainage
- New Community Kitchen within the existing building
- Expanded stage - with enhanced use, access and storage opportunities
- New Addition at the alley with: ADA compliant restroom/ green room/ storage/ mechanical space
- Enhanced ADA access at High Street entrance
- New community space within existing building: Fitness Space or Classroom Space Seating for approximately 200 in existing Assembly Hall (at 6-ft. round tables as shown)
- New 2,500 sq. ft addition on adjacent parking lot with new community spaces including: kitchen, parks and rec programs, business center, restrooms, multipurpose/event pre-function space, outdoor covered community terrace, fully accessible shared entrance.
- Parking and loading along alley



Would there be value to the community to correct the deficiencies listed above and build a larger addition, as shown, to expand the auditorium's function and uses?

- Absolutely
- Unsure
- Would not substantially increase use or value to the community

Q.15.

Concept Idea 4: An entirely new community center built to replace the existing building, on the same location, with all new spaces to meet the town's prioritized needs.

Would there be value to the community to have a brand new building, instead of fixing and maintaining the existing auditorium structure?

- Absolutely
- Unsure
- Would not substantially increase use or value to the community

Q.16. In your opinion, would an **ideal community center** offer/provide the following functions?

(Rank the following options: 1 - most important, to 10 - least important)

- Classroom Space for Fitness/ Recreation programs
- Flexible Event Space for community events, trade shows, conferences, etc.
- Community Information and exhibit space
- Small Business Incubator
- Public Restrooms
- Outdoor multi-purpose space
- Stage for performances/ dressing room for performers
- Pre-function space to gather in before events
- Community kitchen
- Other:

Q.17. Additional Comments, Suggestions or Questions?

- Thank you for your time and participation! -