



# ACTIVE ADULT SERVICES FEASIBILITY STUDY

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Draft Report  
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Recreation Facility Planning and Operation Consultants



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ARCHITECTURE DESIGN

# Study Goals

Develop a feasibility study that examines the future direction for active adult programs and services in Highlands Ranch.

Tasks:

## 1. Lay the Groundwork

- Understand the goals and expectations of the project
- Review project process and timeline
- Complete inventory of current programs and services with a focus on active adults
- Establish an inventory of active adult needs
- Identify community needs for active adult programs and services
- Determine partnership opportunities
- Develop clear and concise program goals
- Assess challenges and opportunities

## 2. Involve the Public

- Conduct interviews with:
  - Metro District staff (up to 3)
  - Key community resource specialists (up to 3)
  - Stakeholders (up to 5)
- Conduct public meetings (2)
- Meeting with the Metro District Board of Directors (2)
- Provide summary of information gathered from these sessions

# Study Goals

## **3. Provide a Report**

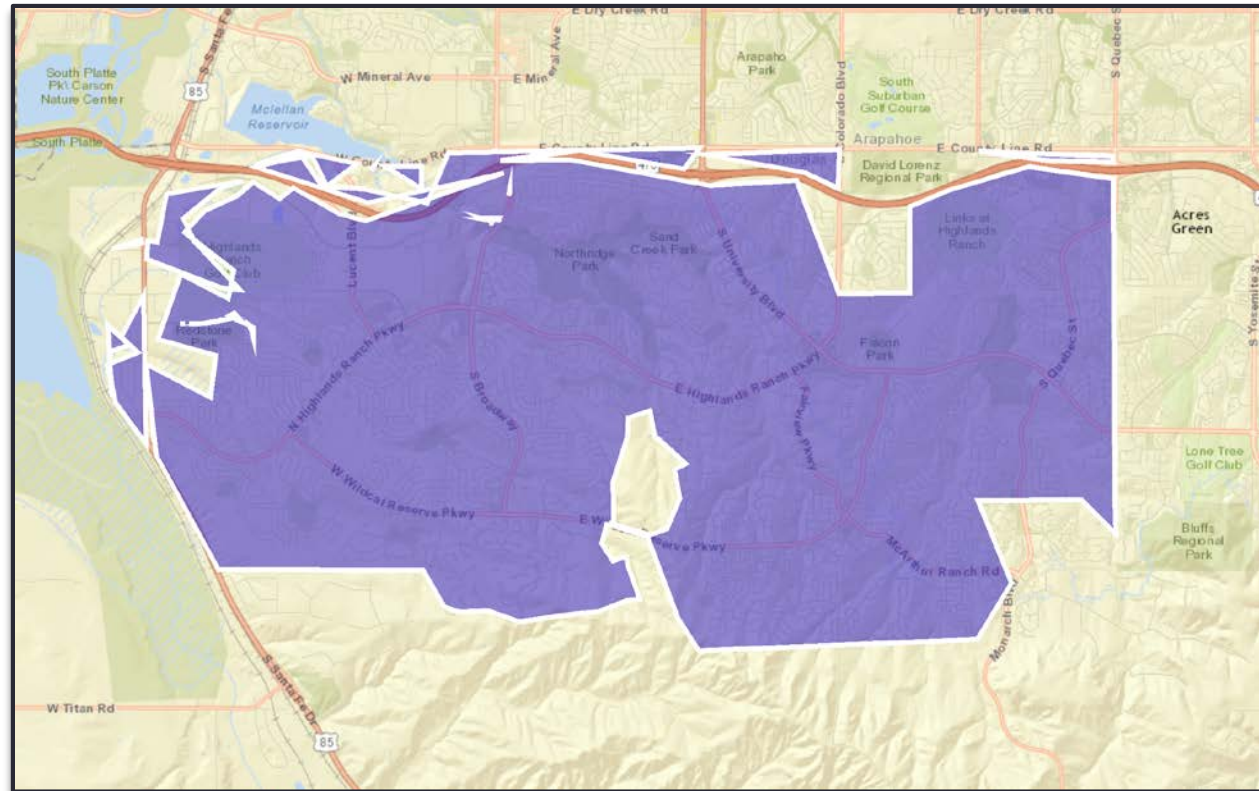
- Highlands Ranch demographic trends analysis including future projections
- Analysis of national trends for active adult programming and facilities
- Recommendation for the preferred model for active adult services delivery
- Identification of space needs and approximate size of amenities in a new center

## **4. Develop an Action Plan**

- Partnerships that could enhance or be essential to the development of the center
- A preliminary determination of the overall size of the center and possible capital costs estimates
- A determination of possible operational costs and revenues.
- Recommendations for next steps in the planning process including an interim facility

# Market Analysis

- Market Areas
  - Highlands Ranch
  - Secondary Service Area



# Market Analysis

- Demographics

	Highlands Ranch Metro District	Secondary Service Area
<b>Population:</b>		
2010 Census	91,658	98,719
2017 Estimate	100,878	109,234
2022 Estimate	107,042	115,992
<b>Households:</b>		
2010 Census	32,410	34,733
2017 Estimate	35,488	38,218
2022 Estimate	37,668	40,590
<b>Families:</b>		
2010 Census	25,122	27,090
2017 Estimate	27,310	29,626
2022 Estimate	28,858	31,336
<b>Average Household Size:</b>		
2010 Census	2.83	2.84
2017 Estimate	2.84	2.86
2022 Estimate	2.84	2.86
<b>Ethnicity (2017 Estimate):</b>		
Hispanic	8,472	9,095
White	87,759	95,013
Black	1,327	1,438
American Indian	357	385
Asian	6,590	7,228
Pacific Islander	61	64
Other	1,717	1,840
Multiple	3,067	3,267
<b>Median Age:</b>		
2010 Census	36.2	36.2
2017 Estimate	37.4	37.5
2022 Estimate	38.6	38.8
<b>Median Income:</b>		
2017 Estimate	\$113,655	\$114,962
2022 Estimate	\$119,923	\$121,493

# Market Analysis

## Demographic Summary

- The population in the Highlands Ranch Metro District is estimated to be 100,878 in 2017 with 21,394 age 55 or older. This is 21.2% of the population.
- There is a growing active adult population (age 55 and over). It is projected that from 2010 until 2022 the age group will grow from 14,700 to 26,250, a 78.9% increase.
- 38.3% of population of Douglas County is projected to be active adults by 2050. This could equate to 40,997 active adults (55 and over) in Highlands Ranch. This is nearly double the current senior population.
- The Highlands Ranch area has a relatively high cost of living but also higher income levels. This is true for active adults as well.

# Market Analysis

## Active Adult Service Providers

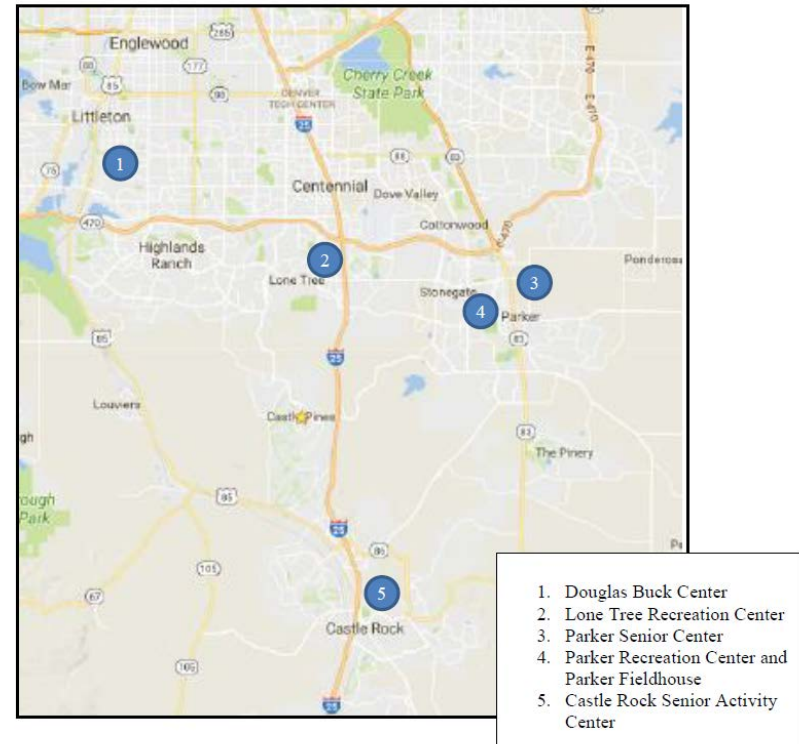
- *Primary*
  - Highlands Ranch Metro District
  - Highlands Ranch Community Association
  - Douglas County Libraries
  - Douglas County
- *Other Groups/Organizations*
  - Senior Club
  - Osher Lifelong Learning Institute
  - City of Lone Tree
  - DRCOG
  - Churches
  - Health Care Organizations



# Market Analysis

## Active Adult Centers/Facilities

- Douglas Buck Center
- Lone Tree Recreation Center
- Parker Senior Center
- Parker Recreation Center & Parker Fieldhouse
- Castle Rock Senior Activity Center





# Market Conclusions

- Highlands Ranch has a population of just over 100,000 with 21,500 age 55+. This number is expected to grow to nearly 41,000 by 2050.
- There are reasonably strong rates of participation in active recreation activities by individuals that are age 55+.
- There are a number of active adult service providers in Highlands Ranch but there is no active adult focused recreation center.
- Most of the surrounding communities (Littleton, Parker, Lone Tree and Castle Rock) each have an active adult center or a centralized source of information about active adult programs and services, even though their overall populations are much smaller than Highlands Ranch.

# Community Input

## Focus Groups

- Douglas County Libraries
- Highlands Ranch Metro District Board of Directors
- Highlands Ranch Metro District Staff
- Highlands Ranch Community Association
- Douglas County
- Senior Club



# Community Input

## Focus Groups Summary

- Growing active adult population will need increased services.
- Several organizations are offering services for active adults in Highlands Ranch but there is no lead agency or major actual recreation service provider.
- Identified needs include social services, transportation and more traditional (non-active) recreation activities.
- Partnering with other governmental and non-profit agencies will be critical to expanding active adult services. There is a strong need to better coordinate services
- In order for active adult recreation services to be effective, there needs to be a “home” for these activities. This could take on a number of options:
  - A temporary facility that utilizes an existing Metro District building, storefront or other location.
  - A facility that is part of larger more diverse facility that might include County or Metro District offices.
  - An expansion of an existing HRCA recreation center.
  - A stand-a-lone active adult center is not seen as a viable option.
- Determining a location for an active adult center, funding the development of the facility and being able to sustain operations will be the challenge.

# Community Input

## Open House Findings

### Question 1

Should the Highlands Ranch Metro District increase the level of services for older adults?

Yes	69
Would be nice, but not essential	1
Not Needed	0
Not sure	1

### Question 2

What types of older adult services are most important for the Highlands Ranch Metro District and/or its partners to provide?

Outdoor Activities	22
Gardening Activities	5
Active Recreation, fitness, sports, aquatics	30
Arts & Culture programs & activities	31
Cards and other games	17
Educational Opportunities	25
Trips and Events	32
Socialization Opportunities	32
Social Services and Wellness Checks	10
Daily dining and/or meal program	9
No additional services are needed	0

# Community Input

## Open House Findings

### Question 3

Is there a need for an actual older adult activity center in Highlands Ranch?

Yes, definitely	60
Not sure, need more information	2
No, other organizations should be providing these services	1

### *Summary of Community Open House Findings*

- There is a strong demand for additional active adult services in Highlands Ranch.
- The specific types of active adult services desired include:
  - Trips and Events
  - Socialization opportunities
  - Arts & Culture
  - Active Recreation, Fitness (Silver Sneakers), Sports or Aquatics
- There is a strong desire for an active adult activity center in Highlands Ranch

# Active Adult Center Trends

## Traditional Active Adult Center

More traditional active adult centers built thirty years or more ago usually contain these basic spaces –

- Relaxation areas and lounge space
- Multi-purpose rooms – for meetings, dining and other functions
- Arts & crafts rooms
- Billiard and game rooms

## New Active Adult Center

Active adult centers built in the last fifteen-twenty years include the traditional spaces noted above but may also contain some of these spaces –

- Indoor pool- used for fitness and therapy
- Fitness/wellness center
- Gym- with a track
- Small libraries/reading rooms
- Computer rooms
- Cafes
- Demonstration kitchens
- Access to parks trails and outdoor fitness areas

# Active Adult Center Trends

## Future Active Adult Center

Continuing into the future, active adult centers will need to serve the Baby Boomers and their more active lifestyle –

- *Specialized services*
  - Massage/physical therapy
  - Personal fitness training
  - Access to entertainment
  - Babysitting services -for grand children
- *Special Accommodations*
  - Comfortable, warm and inviting environment
  - A place that feels like home
  - A variety of active and passive use spaces in the same facility
  - Practical and functional spaces
  - Upscale dining
  - Strong use of technology

# Active Adult Needs Summary

## Challenges

- Determining how best to meet the needs of active adults both now and in the future and then prioritizing these needs.
- Determining the role of the Highlands Ranch Metro District in delivering active adult services in the future.
- Establishing a “lead agency” for the coordination of active adult services in Highlands Ranch.
- Determining viable partners in this effort and coordinating these services.
- Establishing a physical location to deliver active adult services.
- Determining the possible financial requirements for the Highlands Ranch Metro District to expand active adult services.



# Active Adult Needs Summary

## Opportunities

- There are a variety of agencies and organizations currently providing some level of services for active adults in Highlands Ranch.
- There are opportunities to partner with other governmental agencies and community organizations to expand active adult services.
- Highlands Ranch has four existing recreation centers that could be enhanced for active adult services.



# Active Adult Needs Summary

## Partnerships

### ***Primary/Equity***

- Highlands Ranch Metro District
- Highlands Ranch Community Association
- Douglas County

### ***Secondary***

- Douglas County Libraries
- Senior Club
- Health Care Providers
- Other Service Providers

### ***Support***

- Churches
- Community Organizations
- Business/Corporate Community



# Action Plan

## Short Term

- Highlands Ranch Metro District makes a long-term commitment to increasing services for active adults in the community.
- Highlands Ranch Metro District agrees to be the lead and coordinating agency for active adult services in the community in the future.
- The Highlands Ranch Metro District creates and formalizes an *Active Adult “Council”*.
- Formal partnerships with other organizations are established.
- An *Active Adult Services Plan* for the next 10 years is developed with input from the Active Adult Council and approved by the Highlands Ranch Metro District.
- Increase active adult programs and services offered by the Active Adult Council members including the Highlands Ranch Metro District.
- The emphasis on expanded or new programming should be on providing a wider array of services, at different times and days, and at different fee rates.
- Develop a formal *marketing plan* designed to increase the marketing and promotion efforts for active adult services.

# Action Plan

## ***Anticipated Financial Impact on the Highlands Ranch Metro District –***

- The addition of at least a half-time Active Adult Coordinator (\$25,500)
- The addition of \$50,000-\$100,000 a year for operating supplies and services.
- Total financial commitment - \$75,500 to \$125,500 a year.



# Action Plan

## Mid Term

- Identify a temporary facility that can serve as a “home” location for active adult programming and services in Highlands Ranch.
- Commit to the development of a temporary Active Adult Center.
- Building would support primarily passive uses and basic active adult services in a single level structure with adequate parking in close proximity.
- Highlands Ranch Metro District leases commercial or office space in a central location in Highlands Ranch.
- Basic center amenities include:

<b>Space</b>	<b>Number</b>	<b>SF</b>	<b>Total</b>
Entry/Lobby/Lounge/Front Desk	1	750	750
Office	1	120	120
Multi-purpose Room (Divisible in Half)	1	2,000	2,000
Classroom	1	900	900
Kitchen	1	200	200
Restrooms	2	200	400
Sub-Total	7	4,370	4,370
Circulation/Storage/Support – 30%			1,311
<b>Total Square Footage</b>			<b>5,681</b>

# Action Plan

***Anticipated Financial Impact on the Highlands Ranch Metro District*** -To implement the Mid Term Steps outlined above, the District (and its partners) should be prepared for the following resource commitment.

- A capital commitment of \$740,000 for a temporary Active Adult Center.
- An operational commitment of \$244,500 for a temporary Active Adult Center.



# Action Plan

## Long Term

- With the successful operation of a temporary Active Adult Center for a period of at least a 3 year period, the Highlands Ranch Metro District, along with other primary partners, completes a plan for a permanent Active Adult Center in Highlands Ranch.
- With a successful plan, the Highlands Ranch Metro District (and other primary partners) commits to funding the development of a permanent *Active Adults Center*.
- Since the building would support not only passive but active uses, adding the Active Adult center to an existing recreation center or other public building is recommended.



# Action Plan

## *Active Adult Center-Connected to an Existing Recreation Center*

<b>Space</b>	<b>Number</b>	<b>SF</b>	<b>Total</b>
Entry/Lobby/Lounge/Front Desk	1	1,000	1,000
Café Space	1	500	500
Consultation Room	2	200	400
Office	2	120	240
Loan Closet	1	300	300
Library Space	1	400	400
Community Room (Divisible in thirds)	1	3,000	3,000
Art Room	1	900	900
Fitness Room	1	900	900
Media Center	1	900	900
Kitchen (Catering & Teaching)	1	500	500
Restrooms	2	400	800
Sub-Total	15	9,120	9,840
Circulation/Storage/Support – 30%			2,952
<b>Total Square Footage</b>			<b>12,792</b>



# Action Plan

## *Active Adult Center-Stand-a-Lone*

<b>Space</b>	<b>Number</b>	<b>SF</b>	<b>Total</b>
Entry/Lobby/Lounge/Front Desk	1	1,000	1,000
Café Space	1	500	500
Consultation Room	2	200	400
Office	3	120	360
Loan Closet	1	300	300
Library Space	1	400	400
Community Room (Divisible in thirds)	1	3,000	3,000
Art Room	1	900	900
Media Center	1	900	900
Kitchen (Catering & Teaching)	1	500	500
Group Exercise Room	1	1,500	1,500
Weight/Cardio Space	1	2,000	2,000
Gymnasium	1	8,000	8,000
Restrooms	2	400	800
Sub-Total	18	19,720	20,560
Circulation/Storage/Support – 30%			6,168
<b>Total Square Footage</b>			<b>26,728</b>

# Action Plan

***Anticipated Financial Impact on the Highlands Ranch Metro District*** -To implement the Long Term Steps outlined above, the District (and its partners) should be prepared for the following resource commitment.

## *Active Adult Center-Connected to an Existing Recreation Center*

- A capital commitment of \$5 million for a permanent Active Adult Center.
- An operational commitment of \$308,000 for a permanent Active Adult Center.

## *Active Adult Center-Stand-a-Lone*

- A capital commitment of \$10 million for a permanent Active Adult Center.
- An operational commitment of \$373,000 for a permanent Active Adult Center.

# Next Steps

- Integrate any comments or suggestions into the existing report
- Finalize the report
- Issue a final report





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