



Community Center Feasibility Study Phase I Key Findings

Community Center Feasibility Study

City Council Presentation
June 29, 2020



City of Upper
Arlington®

Overview of Presentation

- Opening Remarks
- Community Center Feasibility Task Force
- Phase 1 Key Findings Overview
 - Community Engagement
 - Needs Assessment Survey
 - Visioning & Programming
 - Building Space Program
- Next Steps
- Q&A / Thank You

Community Center Feasibility Task Force



Front Row (from left): Chuck Manofsky, Matt Rule, Bill Westbrook, Greg Comfort, Nick Lashutka
Back Row: Todd Walter, Kelly Boggs-Lape, Supen Bowe, Margie Pizzuti, Linda Mauger, Merry Hamilton, Linda Moulakis, Wendy Gomez, Brian Perera
Not Pictured: Dianne Albrecht, Yanitza Brongers-Marrero

Feasibility of a Community Center



A modern Multi-Generational Community Center should be based off the needs of the local community!

The 2018 Parks & Recreation Comprehensive Plan resulted in 80% respondent support for exploring the feasibility of an indoor recreation facility serving all ages of the population.

Study Purpose (2 Phases)

Phase I:

Is a community center needed and desired by the community?

Phase II:

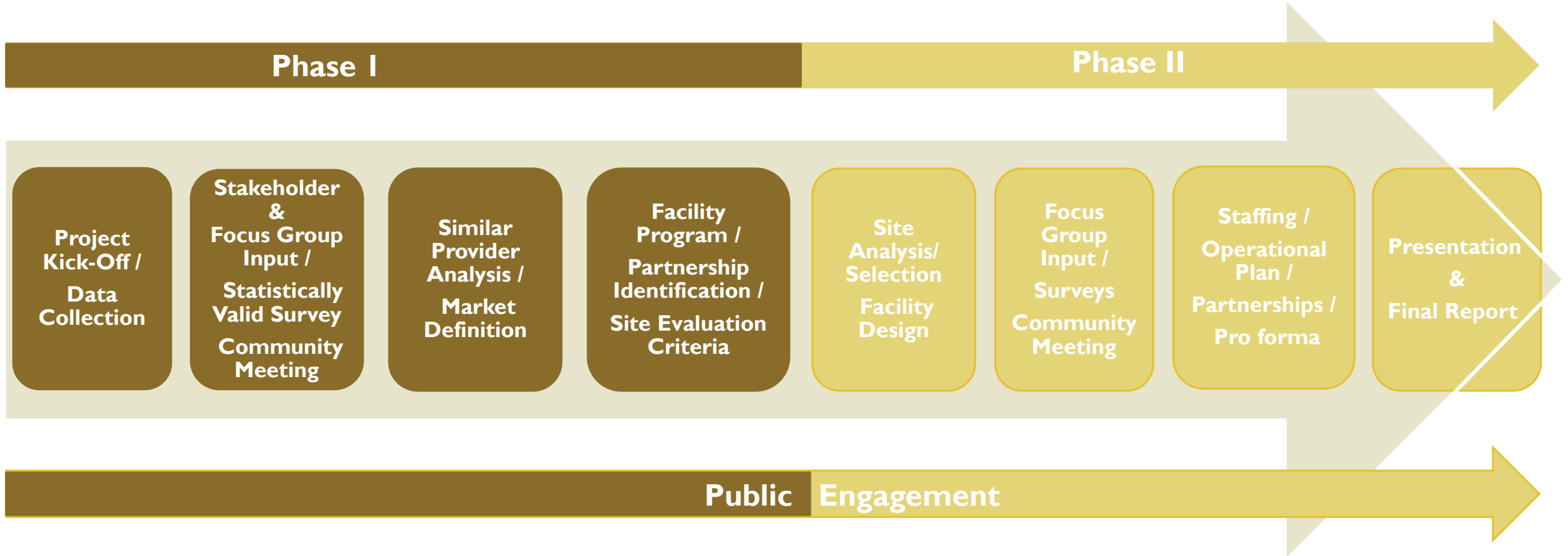
If yes, what should the community center look like (programming, location, operations, funding, etc.)?



Our Consultant Team



Feasibility Study Process



Stakeholder Focus Groups & Interviews

- 27 Interviews of 41 Stakeholders

Stakeholder & Focus Groups



Recreation



**Community
Groups**



**Lifelong
Learning**



**Arts and
Culture**



Seniors



**Business
Community**



Active Sports

Who Did We Interview?

- 41 Stakeholders
- Over 30 Hours of Input Generated
- From 16 Different Organizations



Community Pop-Ups

12 Community Pop-Up Events
Engaging ~460 Residents

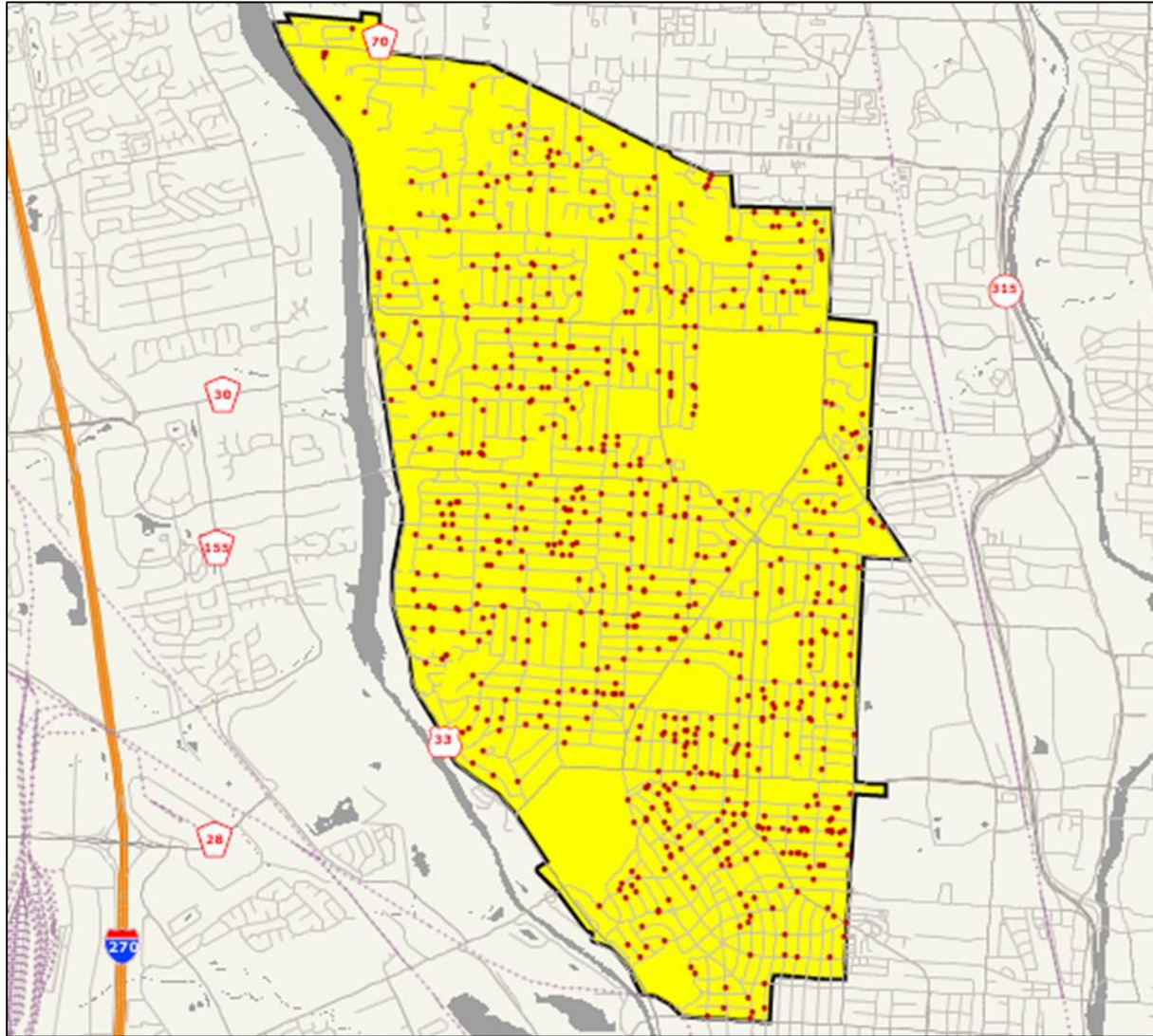
Community Meeting



Community Meetings Held at Senior Center



Needs Assessment Survey

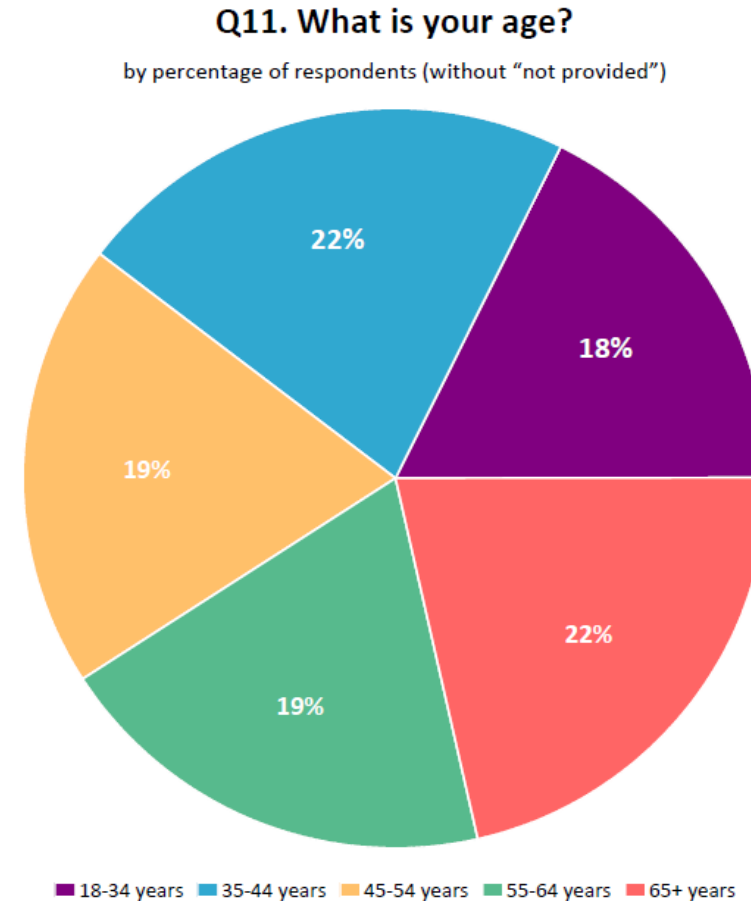


- 632 completed surveys (goal 400)
- 95% level of confidence with $\pm 3.9\%$ margin of error

Please note: Online community and youth surveys were not implemented in Phase I due to Covid. Additional community surveys will be conducted in Phase II .

Respondent Demographics – Age

1. 35-44 years (22%)
2. 65+ years (22%)
3. 55-64 years (19%)
4. 45-54 years (19%)
5. 18-34 years (18%)

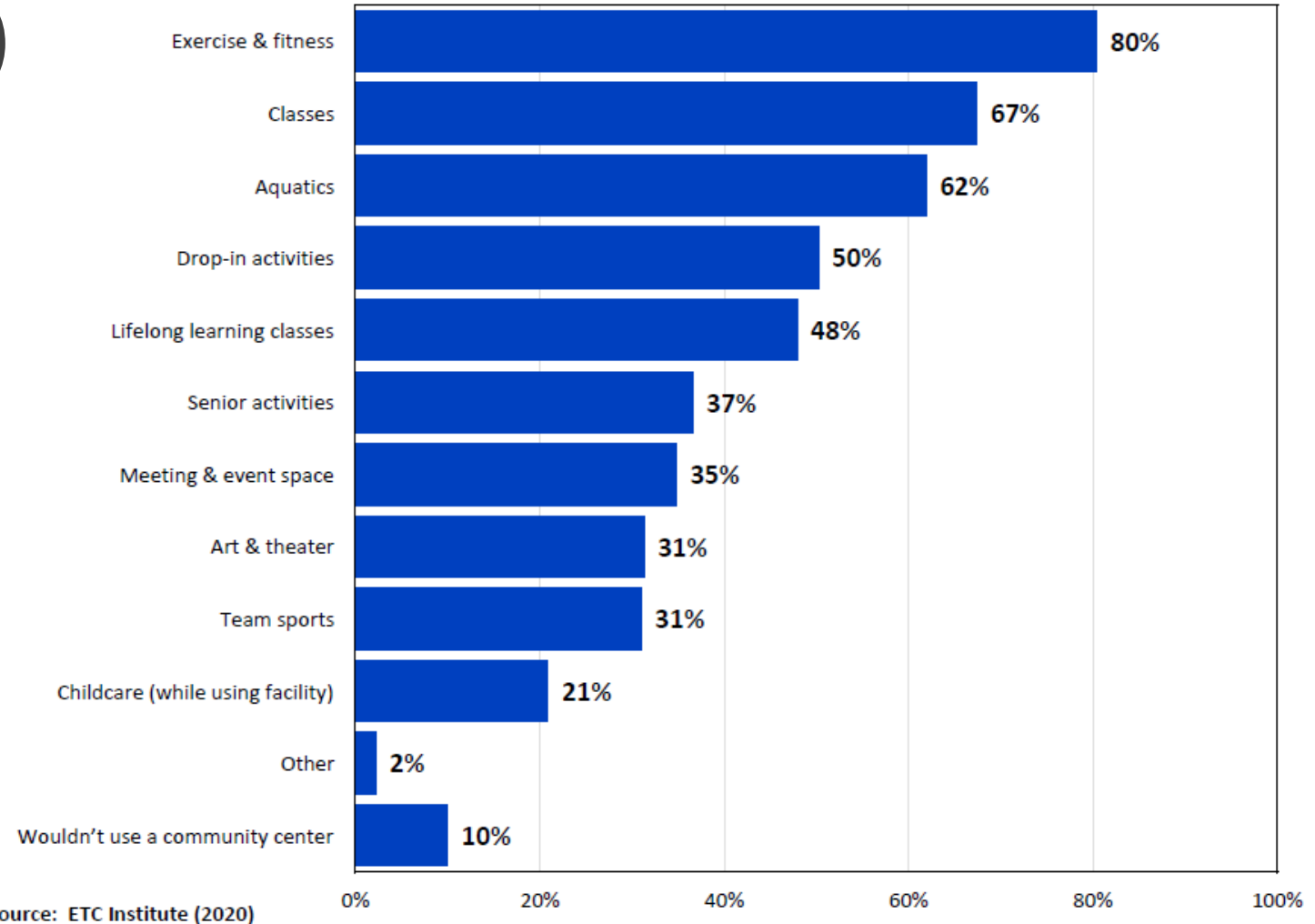


Source: ETC Institute (2020)

Top Activities Households Would Use

1. Exercise & Fitness (80%)
2. Classes (67%)
3. Aquatics (62%)
4. Drop-in Activities (50%)
5. Lifelong Learning Classes (48%)
6. Senior Activities (37%)

Q5. All activities your household would use at a community center
by percentage of respondents (multiple responses could be selected)

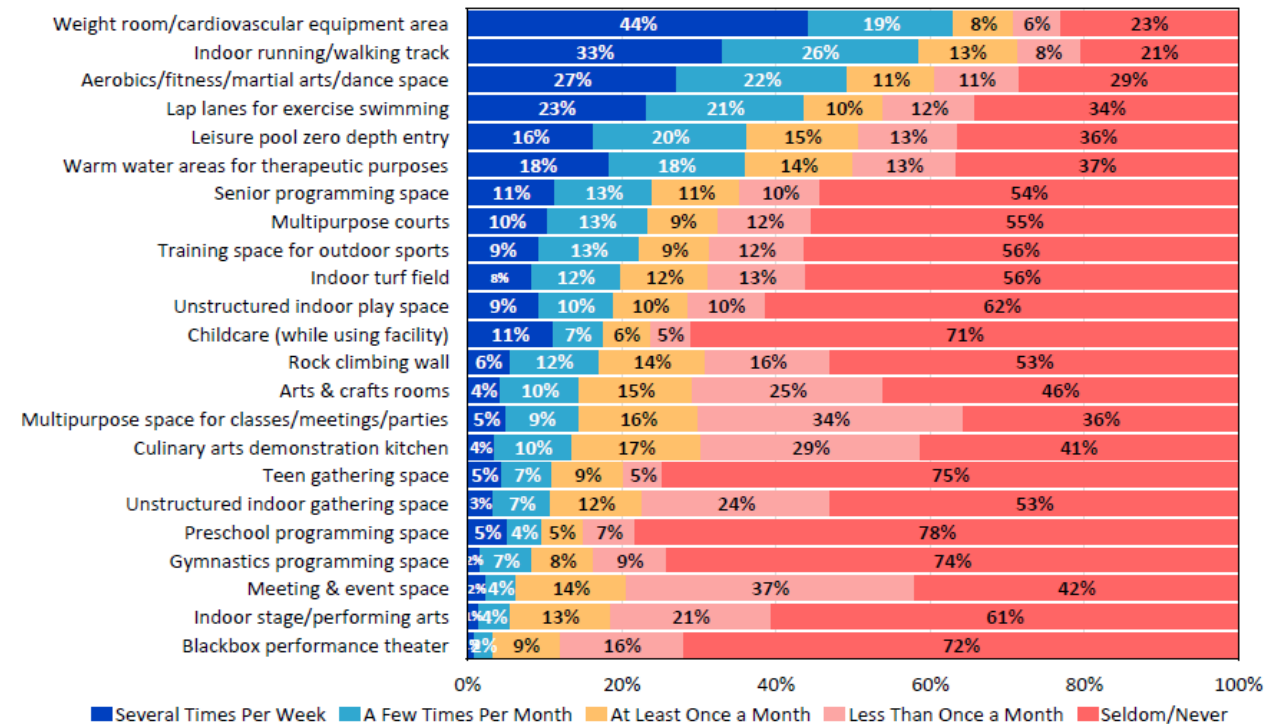


Top Features Households Would Use

1. Weight Room / Cardio
2. Track
3. Aerobics / Dance
4. Aquatic Programming Options
5. Senior Programming Space

Q2. The City is considering developing a new multigenerational community center. Listed below are potential features that could be incorporated into the design of a multigenerational community center. For each one, please indicate approximately how often you and members of your household would use each of these features.

by percentage of respondents (without "not provided")

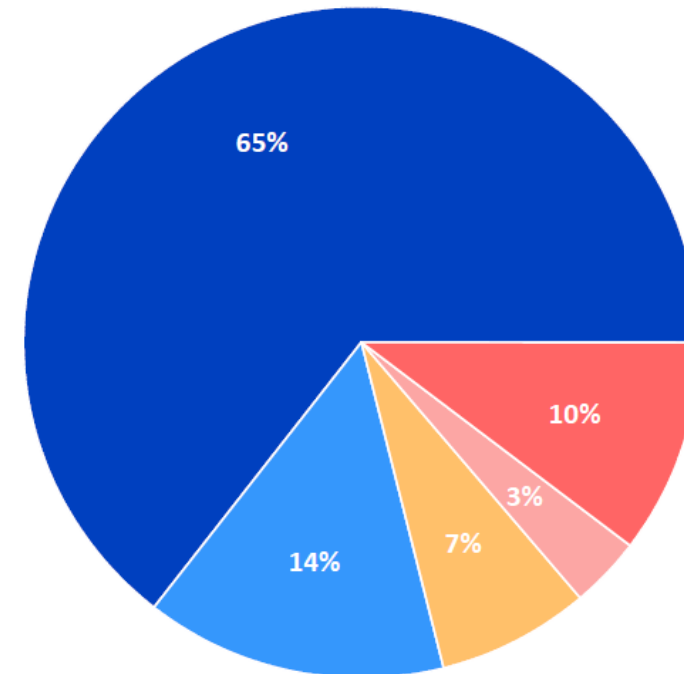


Source: ETC Institute (2020)

Support of a Community Center if Funded Without a Tax Increase

1. Supportive (79%)
2. Unsupportive (13%)
3. Neutral (07%)

Q7. How strongly would you support the construction of a community center that included the features most important to your household, if it could be accomplished without increasing taxes on residents?
by percentage of respondents (without "not provided")



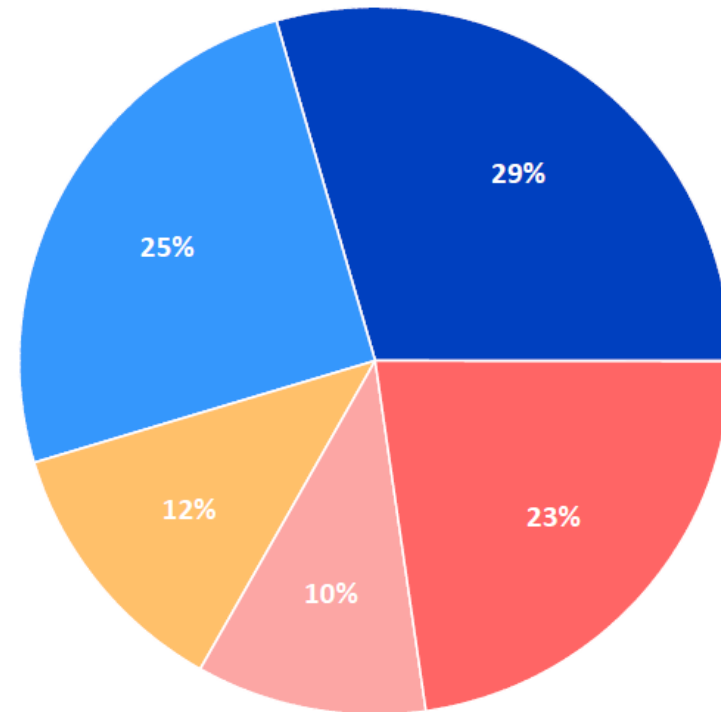
■ Very Supportive ■ Somewhat Supportive ■ Neutral ■ Somewhat Unsupportive ■ Not Supportive At All

Source: ETC Institute (2020)

Support of Community Center With a Tax Increase

Q8. How strongly would you support the construction of a community center that included the features most important to your household, if it required increasing taxes?

by percentage of respondents (without "not provided")



■ Very Supportive ■ Somewhat Supportive ■ Neutral ■ Somewhat Unsupportive ■ Not Supportive At All

Source: ETC Institute (2020)

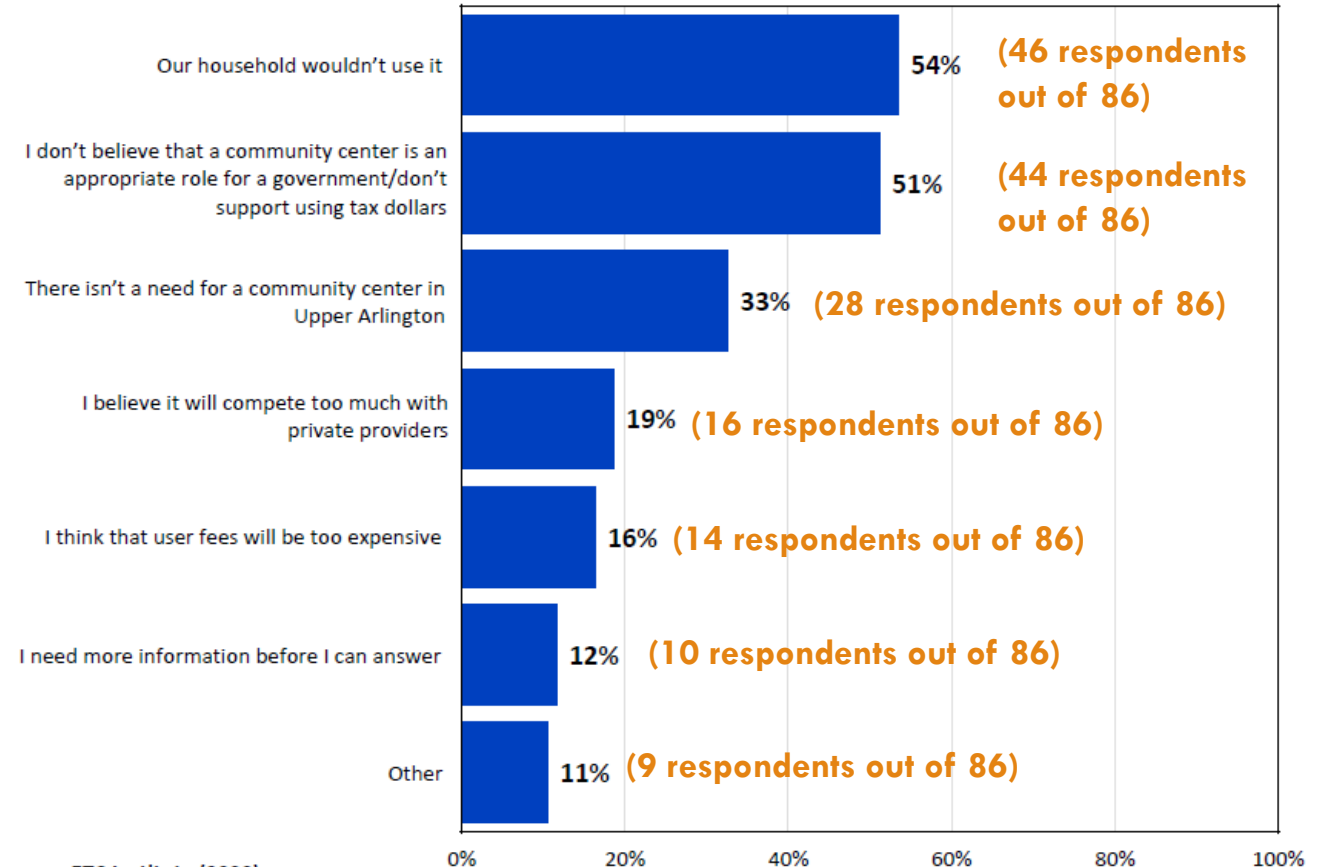
1. Supportive (54%)
2. Unsupportive (33%)
3. Neutral (12%)

Reasons for Non-Support

1. Wouldn't Use
2. Not Government's Role
3. Not Needed
4. Compete with Private Providers
5. Fees too expensive
6. Need more information

Q7a. If you answered "Somewhat Unsupportive" or "Not Supportive at All" to Question 7, please indicate why you answered this way.

by percentage of respondents (multiple responses could be selected)

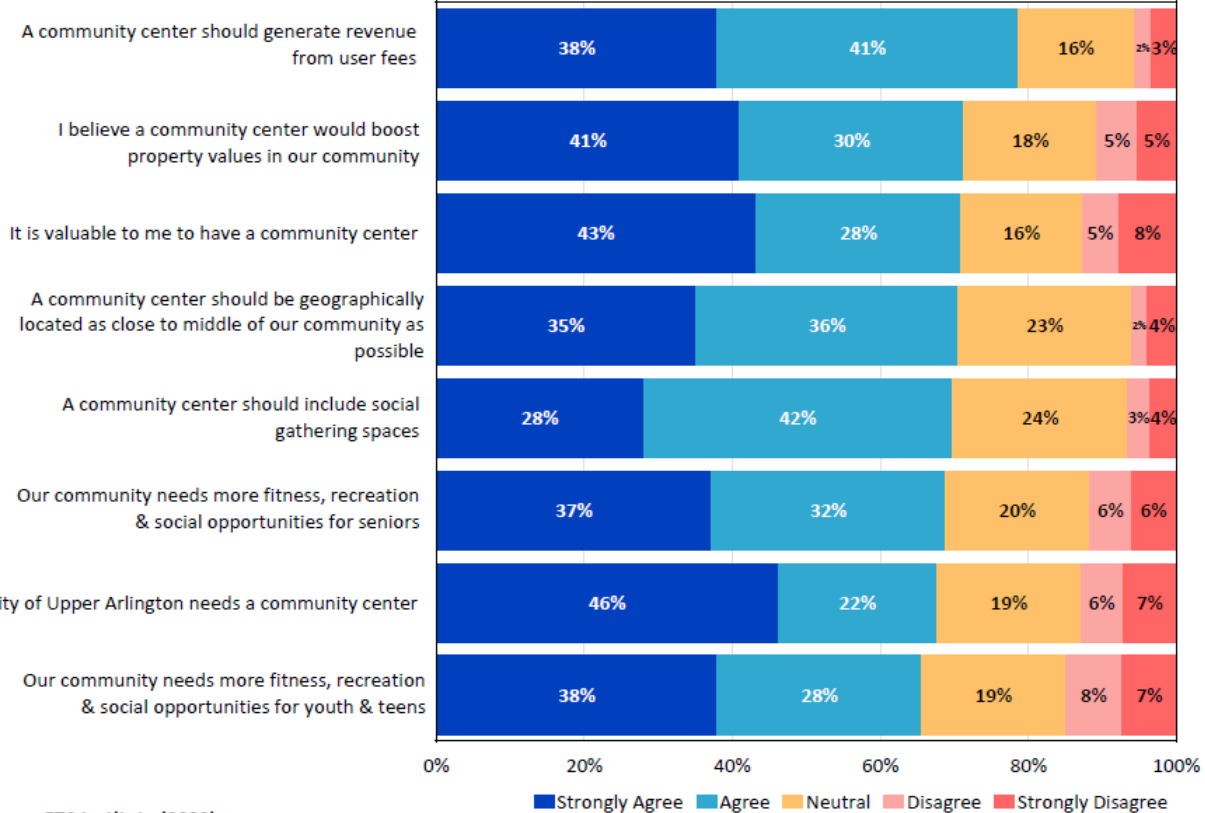


Source: ETC Institute (2020)

Agreement with Statements

1. Generate revenue from user fees
2. Community center would increase property values
3. Valuable to have community center

Q9. Rate your level of agreement with the following statements.
by percentage of respondents using a scale of 1 to 5, where 5 means your needs are "Strongly Agree" and 1 means "Strongly Disagree (without "don't know")"



Source: ETC Institute (2020)

Visioning & Programming



Core Activities



Pickleball



Basketball



Swim Lessons



Lap / Fitness Swim



Volleyball



Badminton



Exercise



Active Play

ATHLETICS

AQUATICS

Core Activities



Health & Fitness

EXERCISE



Group X - Yoga / Pilates / TRX / Aerobics

GROUP FITNESS

Core Activities



Exercise - Silver Sneakers



Arts & Crafts



Arts & Crafts



Dance Class



Café Meet-Ups



Meeting Space

SENIORS

CULTURAL

Core Activities



Culinary



Art Exhibitions



Indoor Play



Kid's Activities



Community Events

MULTI-USE



Inclusivity



Gaming

YOUTH













Teens

Building Space Program

BUILDING PROGRAM				
CORE PROGRAM COMPONENT / SPACE TYPE	PRIORITY 1 PROPOSED AREA (SF)	PRIORITY 2 PROPOSED AREA (SF)	PRIORITY 3 PROPOSED AREA (SF)	COMMENTS
ATHLETICS	32,300	0	1,500	
1A 2- COURT GYM	16,000			2 WOOD FLOOR; ALL HIGH SCHOOL SIZE (50X84)
1B MAC GYM	8,000			HIGH SCHOOL SIZE (50X84)
1C VIEWING	500			250 SEATS
1D RUNNING/WALKING TRACK	6,000			2 LANE: WALK & JOG/RUN
1E STORAGE - GYM AND FACILITY	1,800			WITH GARAGE DOOR
1F ADVENTURE PLAY			1,500	
AQUATICS	14,470	3,580	0	
2A ACTIVITY / PLUNGE POOL / LAP POOL	7,800			ZERO DEPTH ENTRY; PLUNGE; 1 SLIDE; 4 LAP LANES @ 25 YARDS; 3'-6" TO 7' DEEP
2B WARM WATER PROGRAM POOL		2,200		THERAPY / SWIM CHANNEL / SPA; HC RAMP; 3'-6" TO 7' DEEP
2C POOL DECK	3,120	880		
2D M/W LOCKER ROOMS & FAMILY CHANGING ROOMS	2,000	500		NATATORIUM, ATHLETICS & WELLNESS
2E FAMILY CHANGING ROOMS	500			
2F POOL MANAGER	150			
2G GUARD	150			
2H FIRST AID	50			
2I POOL & GENERAL STORAGE	450			
2J VIEWING	250			
FITNESS & WELLNESS	10,600	0	0	
3A EXERCISE FLOOR	6,000			
3B GROUP X	2,800			SHARED OVERSIZED COMMON WALK THROUGH STORAGE AND CHANGING CUBBIES / WAITING
3C GROUP X	1,800			SHARED OVERSIZED COMMON WALK THROUGH STORAGE AND CHANGING CUBBIES / WAITING
SENIORS	3,350	0	0	
4A SOCIAL LOUNGE/LIBRARY	1,500			
4B BILLIARDS	1,200			2 POOL TABLES
4C CUSTOMER SERVICE / RESOURCE	400			RECEPTION, RESOURCE CTR., OFFICES, WORKROOM
4D CAFÉ	250			THE CAFÉ WILL BE ADJACENT AND IN CORPORATION WITH PROGRAM ITEM 5C
SENIORS / MULTI-USE PROGRAM SPACES	10,350	0	0	
5A CULINARY & CATERING / SERVING KITCHEN	800			SERVING / DEMONSTRATION / CONCESSIONS / STORAGE
5B MULTI-USE ROOM	5,700			3 ROOMS; DIVIDABLE; 200 BANQUET SEATS AREA; STORAGE
5C RAISED CONFERENCE STAGE	800			MULTIFUNCTIONAL 2' HIGH
5D TECHNOLOGY	600			TECHNOLOGY / PHOTOGRAPHY / MEETING
5E ARTS / CRAFTS & CERAMICS	850			WET & DRY, W/ STORAGE AND KILN
5F GENERAL PROGRAM ROOMS	1,600			2 X 800SF

Program Summary

BUILDING PROGRAM CATEGORY	PRIORITY 1	PRIORITY 2	PRIORITY 3
 ATHLETICS	32,300 SF		1,500 SF
 AQUATICS	14,470 SF	3,580 SF	
 FITNESS	10,600 SF		
 SENIORS	3,350 SF		
 SENIORS & MULTI-USE / GENERAL PROGRAM	10,350 SF		
 CHILD CARE / INDOOR PLAY / TEEN	1,750 SF		1,000 SF
 ADMINISTRATION	4,500 SF		
 COMMON SPACE	13,870 SF	2,526 SF	356 SF
 OUTDOOR SPACES (NOT INCLUDED IN GSF)	3,100 SF		
 PARTNER SPACES		10,000 SF	
TOTAL – HIGH RANGE	91,190 SF	16,106 SF	2,856 SF
TOTAL – LOW RANGE	82,071 SF	14,495 SF	2,570 SF

GYMNASIUM



MAC GYMNASIUM



TRACK



ADVENTURE PLAY

*Priority 3



AQUATICS – ACTIVITY / PLUNGE / LAP POOL



AQUATICS – WARM WATER PROGRAM POOL * Priority 2



FITNESS



GROUP "X"ERCISE



EXERCISE FLOOR

GROUP X PATIO



SENIORS & PROGRAM



CATERING AND DEMONSTRATION KITCHEN



ARTS / CRAFTS & CERAMICS



RAISED CONFERENCE STAGE



TECHNOLOGY ROOM

SENIORS & PROGRAMS



PROGRAM – GENERAL PROGRAM ROOM



OUTDOOR PATIO



CHILD CARE / INDOOR PLAY / TEEN



CHILD WATCH



INDOOR PLAY



E-SPORTS *Priority 3 K



PARTY ROOM

COMMON - RECEPTION / GATHERING



Next Steps

As a result of:

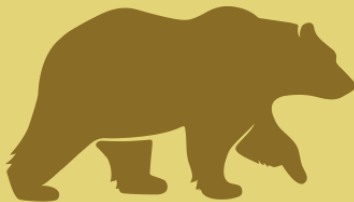
- 2018 Parks & Recreation Comprehensive Plan Outcome to Conduct a Feasibility Study
- Thorough Public Engagement Feedback and Support Findings
- Statically Valid Needs Assessment Survey Support
- Unmet Program Need in the Community
- Core Building Space Program to Support Unmet Programming Needs

The Next Step is:

- Move Forward with Phase II of the Community Center Feasibility Study



Thank You



City of **Upper
Arlington**[®]