



City of Upper
Arlington®

Community Center Feasibility Study

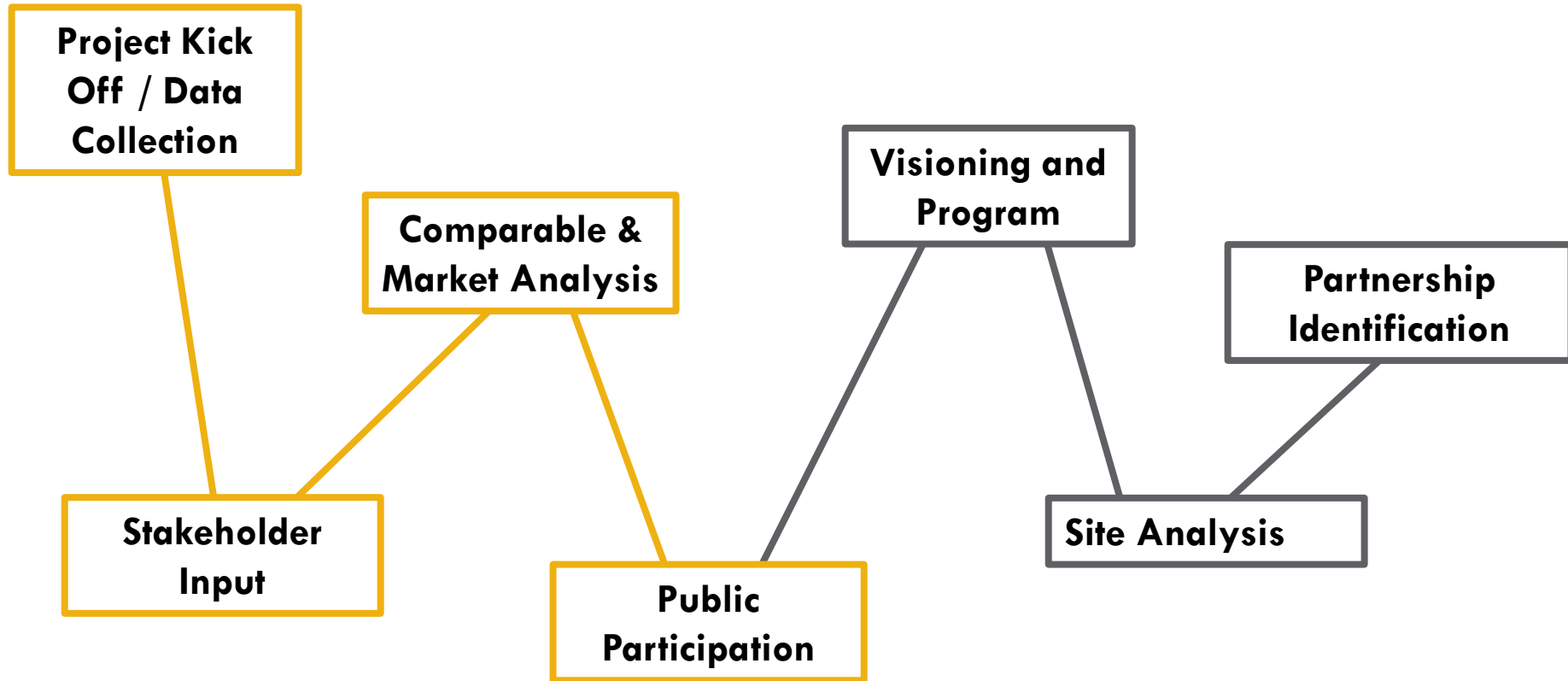
Task Force Presentation

19 February 2020

Task Force Meeting Agenda

- Welcome / Opening Remarks
- Update on Stakeholder Interviews
- Update on Stakeholder Focus Groups
- Progress on Community Pop-Ups
- Preparation for Community Meeting
- Review of Draft Community Survey
- Review 2020 Task Force Meeting Dates
- Other Items

Project Scope – Step 1





Similar Provider Analysis



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Similar Provider Analysis – Full Service

FULL SERVICE PROVIDERS:

- Dublin Community Center
- LA Fitness
- Life Time Fitness
- McConnell Heart Health Center
- Ohio State Health & Fitness Center
- Premier at Sawmill Athletic Club
- Westerville Community Center
- Worthington Community Center
- YMCA – Hilltop, North Ward
- YMCA - Gahanna, Grove City, Hairston, Liberty
- YMCA – Garver Reynoldsburg



Similar Provider Analysis – Limited Service

LIMITED SERVICE PROVIDERS:

- Private Gym
- Yoga Studio
- Community Center
- Group Fitness Studio
- Crossfit
- Boxing/Kickboxing/MMA
- Dance/Barre Studio
- Specialty Fitness
- Pilates Studio
- Indoor Sport Court Facilities
- Indoor Aquatic Facilities



Provider Amenities

Recreation Provider Amenities	Fitness Center	Group Fitness Classes	Indoor Lap Swim Lanes	Indoor Leisure Pool	Indoor Water Slides	Indoor Water Play Features	Indoor Diving Boards	Indoor Basketball Courts	Indoor Walking Track	Senior Center
Aquatic Adventures			6							
Columbus P&R	X	X	6				X	X	X	X
Dublin Recreation Center	X	X	10	X	X	X	X	X	X	X
LA Fitness	X	X	3					X		
Life Time Fitness (Dublin & Easton)	X	X	5	X	X			X		
McConnell Heart Health Center	X	X	4					X	X	
Premier at Sawmill Athletic Club	X	X	6							
Ohio State Health & Fitness Center	X	X	3							
Westerville Community Center	X	X	8	X	X	X	X	X	X	X
Worthington Community Center	X	X	4	X	X	X		X	X	
YMCA- Gahanna	X	X	6	X	X			X	X	
YMCA- Garver	X	X	5					X	X	
YMCA- Grove City	X	X	4	X	X			X	X	
YMCA- Hairston	X	X	6					X		
YMCA- Hilliard	X	X	5	X	X			X	X	
YMCA- Hilltop	X	X	4					X		
YMCA- Liberty Township	X	X	6	X	X			X	X	
YMCA-North	X	X	6					X		
YMCA- Reynoldsburg	X	X	4					X	X	
YMCA- Ward Family	X	X	4					X		

Similar Pricing Analysis

Analysis Including:

- Court pricing
- Activity Pricing
- Aquatic Pricing
- Senior Activities & Senior Center



Service Provider Findings

INDOOR RECREATION PROVIDERS

22 Direct Similar Provider Locations within the service area

116 additional indirect fitness providers within the service area

26 facilities that offer indoor sport courts to the general public

20 facilities that offer indoor lap swimming

8 facilities that offer a leisure pool

INDOOR RECREATION DEFICIENCIES

Only 3 facilities have either indoor diving boards or water play features

Only 2 facilities offer both diving boards and water play features

AVERAGE FULL SERVICE MEMBERSHIP PRICING

Average Single Monthly Membership Rate for residents is \$49/ Month

Average Joint Monthly Membership Rate for residents is \$78/ Month

Average Family Monthly Membership Rate for residents is \$106/ Month



Stakeholder Interviews



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Key Stakeholder Interviews

37 Stakeholders

Over 30 hours of input gathered

From 16 Different Organizations



Emerging Themes

- Most of the Key Stakeholders have used the facilities and programs as visitors and participants.
- Many agree that the staff expertise and distribution of parks are the greatest strengths which has enabled the system to provide high-quality services and equity in access.
- A significant number of existing programs can transition to the potential community center and new recreational trends, if developed.
- A new community center should have a balance of programming spaces and passive recreation spaces that members/visitors can use at their leisure.
- The most critical element of getting a new community center built that needs to be addressed is the funding strategy.
- All Key Stakeholders believe that the health and wellness industry is one of the key partnerships that should be explored as part of development and operations of a new community center.

Potential Partnerships

Potential Partnerships to Explore	
Upper Arlington Commission on Aging	Ohio Health
Community Center Task Force Members	Nationwide Children's Hospital
Mount Carmel	Orthopedic One
Silver Sneakers / AARP	The Ohio State University
Upper Arlington Youth Sport Leagues	YMCA of Central Ohio
Upper Arlington City Schools	Upper Arlington Public Library
Kroger, Whole Foods, Giant Eagle	Upper Arlington Community Foundation
Syntero & mental health services	McConnell Heart Health Center
Childcare providers	Upper Arlington Civic Organizations
Transportation providers	



Stakeholder Focus Groups



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Stakeholder Focus Groups



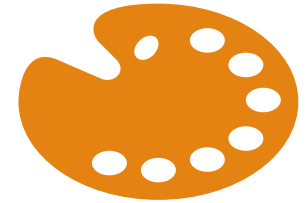
Recreation



**Community
Groups**



**Lifelong
Learning**



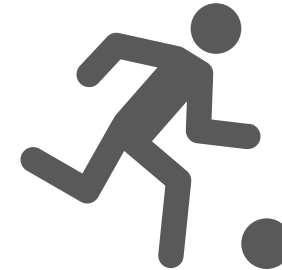
**Arts and
Culture**



Seniors



**Business
Community**



Active Sports

Focus Groups - Brainstorming Questions

- Would your organization benefit from having access to a community center (Yes or No)? If yes, how would it be a benefit? If no, how would it be a disadvantage?
- What should be included in a community center?
- What current challenges do you have in finding space for programming and events?
- What would be the most critical elements for the task force or City to address related to a community center?

UA COMMUNITY CENTER FEASIBILITY STUDY
STAKEHOLDER FOCUS GROUPS
Participant Worksheet

Project Overview
As a result of resident feedback, a key recommendation in the 2018 Parks & Recreation Comprehensive Plan was for the City to revisit the issue of inadequate indoor community gathering space. Most notably, the findings of a statistically valid survey indicated that 81% of respondents supported a feasibility study on a multi-generational indoor recreation facility.

The Community Center Feasibility Task Force (CCFTF)—which is comprised of 16 residents—was formed by Upper Arlington City Council in July of 2019 to explore the feasibility of a community center, key questions to be explored in the first phase of the study process. If they conclude that the community does want and need a facility, a second phase of the study will focus on determining the types of facilities and programming that should be in a community center, possible locations, as well as funding strategies.

Why are you here today?
As part of the exploration into whether a community center is desired and needed and what a community center may include, the consultant team is facilitating stakeholder focus groups to discuss some of these issues. These stakeholder focus groups are part of a larger engagement process that include representation at community events, public meetings, and a survey, among other activities.

Please, take some time to respond to the following questions. Then, we'll discuss as a group.

1. Would your organization benefit from having access to a community center? Yes No
If yes, how would it be a benefit? If no, how would it be a disadvantage?

2. What should be included in a community center?

Additional questions →

or events?

ated to a

What did we hear? – Accessibility

- High accessibility, multi-modal
- Preference for central location
- Desire for central gathering space within the City as well as a central point to connect and share information



What did we hear? – Accommodate many Users

- Accommodate all residents including different ages groups and interests
- Need for flexible, affordable meeting spaces with technology and amenities (e.g. food service).
- Need for facilities to be inclusive and have universal design



What did we hear? – Complementary

- Preference for not consuming existing green or open space
- Programming should not duplicate, but instead support, existing offerings by local businesses and public organizations
- Explore creative funding options and partnerships that will lessen the burden on the community



What did we hear? – Need for Facilities

- STRONG need for a place that allows middle school and high school students to gather informally
- Active sports groups feel there is inadequate space in the community to serve existing and projected youth sports
- Lack of adequate access to use existing facilities, such as in the schools. user groups
- Existing “flight” out of UA for meeting/activity space. Many participants are members at other community centers within the region

Setting the Direction

- Focus group participants were highly supportive of a community center
- Location and funding were top issues of concern
- A facility that is multi-purpose and flexible to accommodate different user groups
- Accessibility within and to the facility is important





Community Pop-Ups



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Pop-Ups



COMMUNITY POP UPS - Find Us At These Events

<i>Friday, January 31</i>	6-8:30 pm	UA Boys Basketball, UA High School
<i>Friday, February 7</i>	6-8:30 pm	UA Girls Basketball, UA High School
<i>Saturday, Feb 8</i>	10 am-1 pm	Volunteer UA Expo, Tremont Library
<i>Sunday, Feb 9</i>	2-4 pm	Elementary Schools Concourse Gallery Reception 3600 Tremont Road
<i>Sunday, Feb 16</i>	2-4 pm	Tremont Library Lobby
<i>Wednesday, Feb 19</i>	4:30 pm	"UA Stage" Dinner & Production of Cinderella UA High School (seniors event, reservations required)
<i>Friday, Feb 21</i>	6-8 pm	Giant Eagle Market District, Kingsdale
<i>Saturday, Feb 22</i>	1:30-2:30 pm	Cinderella, UA High School (pre-show activity)
<i>Thursday, Feb 27</i>	10 am-Noon	UA Senior Center
<i>Friday, March 6</i>	6:30 pm	Frozen, Hastings Middle School (pre-show activity)
<i>Sunday, March 8</i>	2-4 pm	Middle Schools Concourse Gallery Reception 3600 Tremont Road



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614-583-5030
upperarlingtonoh.gov



Community Meeting



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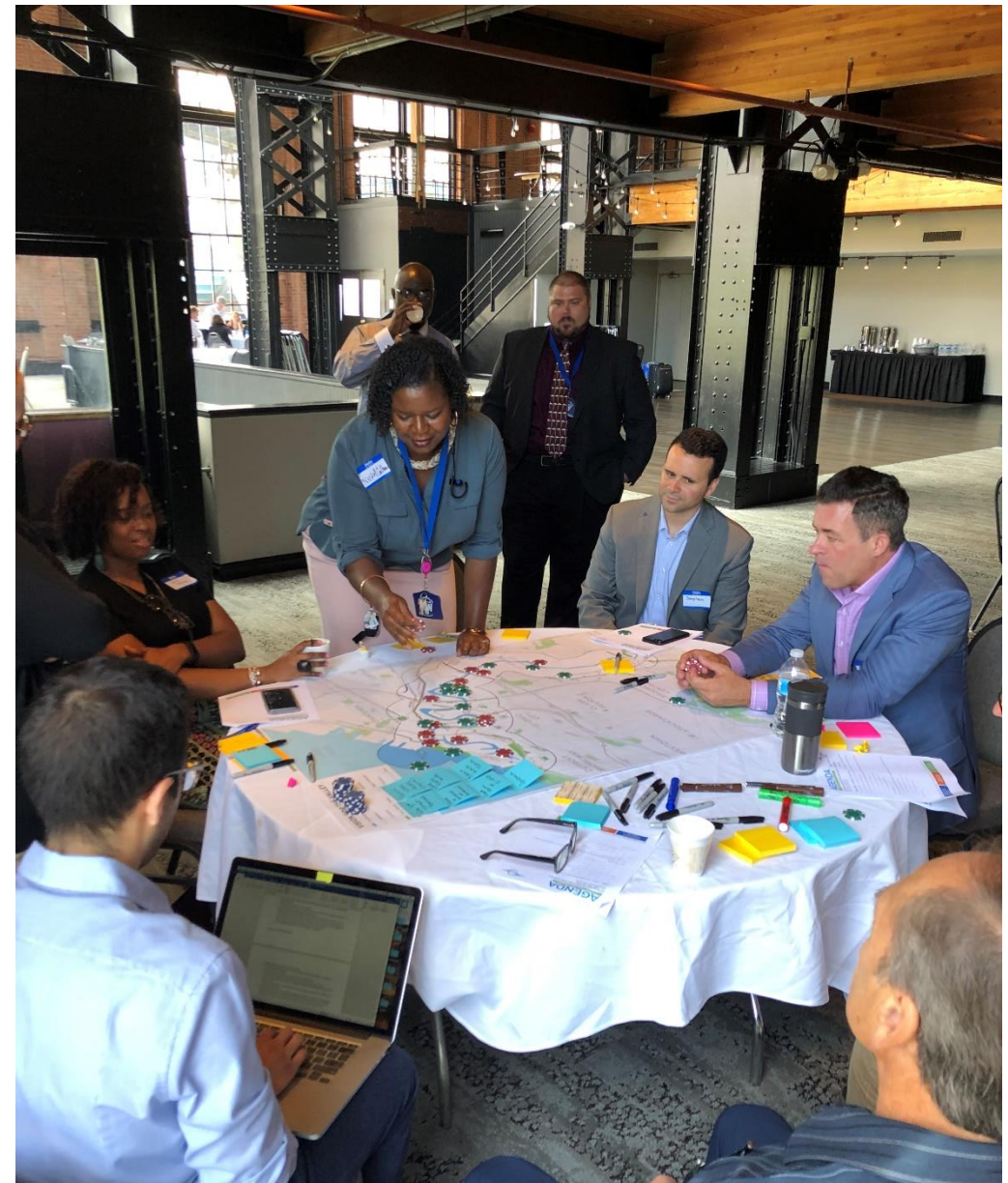
Community Meeting

- **Where:** UA Senior Center
- **When:** Thursday, February 27 from 6-8 PM
- **Meeting Format:** Presentation followed by small group activities
- **Attendees:** Open to everyone!



Meeting Agenda

- Welcome and Introductions (5 min.)
- Project Overview (15 min.)
- What is a community center? (5 min.)
- Small Group Activities
 - Issues & Opportunities (45 min.)
 - Level of Support Card (10 min.)
- Meet the Taskforce and Q&A – Open House Format (30 min.)





Community Survey



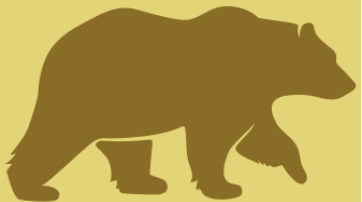
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Community Survey

- **Community Survey (Statistically Valid):** Feb. 24 – Mar. 27
- **Community Survey (Online):** Mar. 9 – 27
- **Community Survey (High School / Middle School Youth):** March
- **Youth Workbook (Elementary School Youth):** March



Future Meeting Dates



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Upcoming Schedule

Work Group 2	<i>January 8</i>
Comparable & Market Analysis	January 20-24
Stakeholder Interviews	January 20-31
Pop-Ups	January 27 – March 8
Focus Groups	February 5-6
Work Group 3/Task Force 3	February 18 / 19
Youth Engagement	<i>February/March (Online)</i>
Community Meeting 1	February 27
Community Survey (Statistically Valid)	February 24 - March 27
Community Survey (Online)	March 9 – March 27
Visioning & Programming 1 / Work Group 4 / Task Group 4	April 8

Upcoming Schedule

Visioning and Program Development

April 8 - 24

Site Evaluation & Partnership Identification

April 13 - 24

Work Group 5 / Task Force 5

May 6

Community Meeting 2

May 13

Draft Phase 1 Report

May 14 – June 3

Work Group 6/ Task Force 6

June 3

Report Revisions

June 4 – June 15

City Council Presentation of Phase I Report / Results

June 15 (tentative)

Work Group / Task Force

July 22 (tentative)

Work Group / Task Force

August 26 (tentative)



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Task Force Presentation

19 February 2020