

BURLINGTON

Recreation & Parks

Preliminary Report: West Burlington Indoor Recreation Facility Study

June 2017

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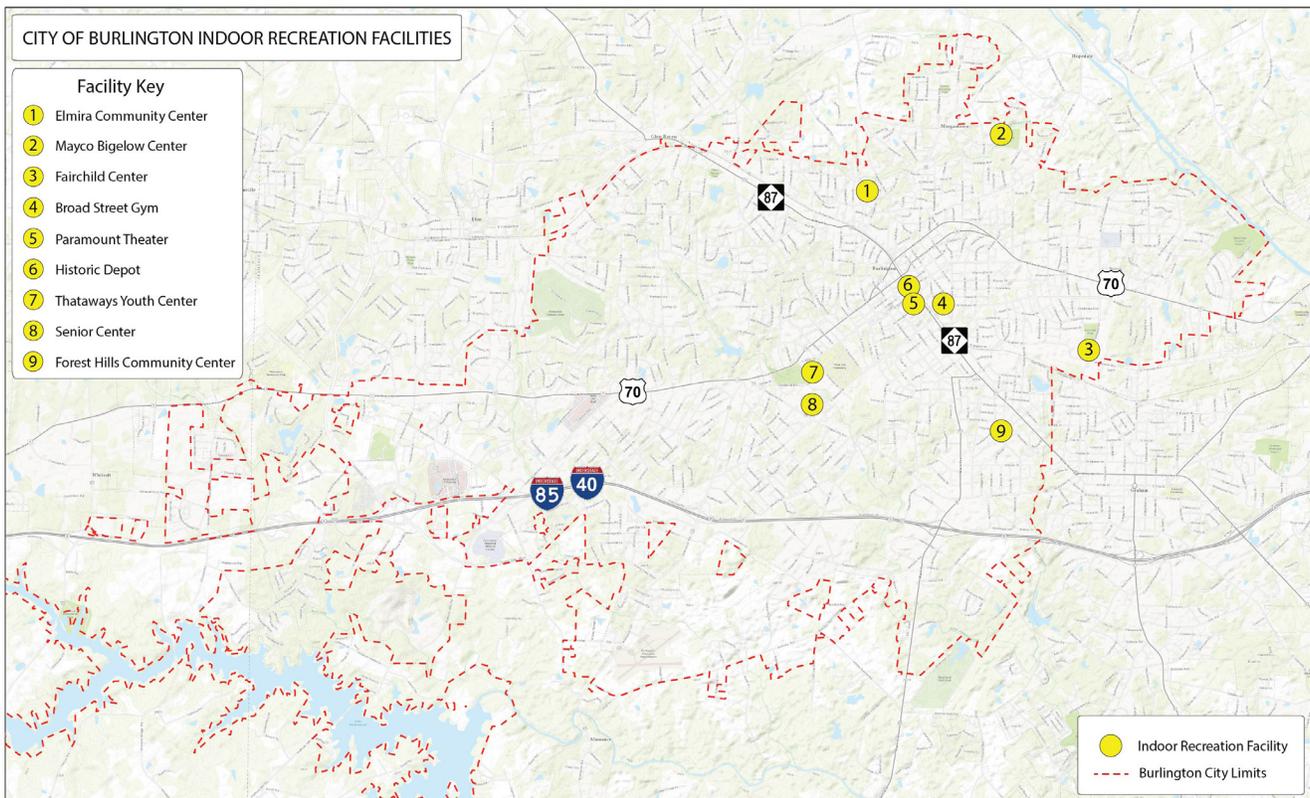
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EXECUTIVE SUMMARY

The 2012 City of Burlington Recreation and Parks Master Plan process identified a need for a new recreation center with a gym or other creative indoor recreation opportunities with a particular emphasis on a location to the west side of the city. Specifically, the recommendation identified the need for a 30,000 square foot facility with space for a gym, meeting space, craft areas, workout areas and classroom/instruction space. This West Burlington Indoor Recreation Facility Study was initiated by the city to further evaluate the possibility of building a new indoor recreation facility in the western part of the city. The city currently operates 2 community centers with gyms, and 4 smaller centers with programming and meeting space. The indoor recreation centers are shown on the map below.



Indoor Recreation Public Input

- 243 participated in an online survey from January 27, 2017 to March 31, 2017
- 68 participated at the St. Patrick's Day Festival booth on March 17, 2017
- 9 participated in workshops held on March 2 & March 4, 2017

Indoor Recreation Survey Responses

- 60% indicated they live in the western half of Burlington (27215 zip code).
- 60% indicated that one or more children under the age of 18 lived in their household.
- 65% indicated that the current recreation center facilities do not meet their needs.
- 53% indicated some degree of dissatisfaction with the number of indoor recreation facilities offered.
- 42% indicated that they travel outside of the City of Burlington to meet indoor recreation needs.

Indoor Recreation Survey Responses Continued

When ranking the top 5 types of programming/activities they would use from a predefined list in the survey, respondents indicated:

- Walking and jogging track
- Climbing wall
- Multi-court gym
- Indoor child play area
- Indoor / Outdoor flex space

When provided the opportunity to write in the indoor facilities/activities the city should provide:

20 or more respondents indicated each of the following in an open ended response:

- Indoor playground/play space (slides, swings, and other playground equipment)
- Indoor track
- Climbing wall / rock climbing wall (including a kids rock wall)
- Basketball court(s)

Indoor Recreation Concept Images

During the study, 75 people participated in a recreation concept images exercise (9 at the workshops and 66 at the St. Patrick's Day Festival). Respondents to the recreation concept images survey expressed the following qualities they would like to see in an indoor recreation facility:

- Allowing for both youth and adult activities
- Flexible activities/options for kids
- Indoor walking/running options
- Large windows/glass walls to view the outdoors
- Open view into other workout areas
- Track around the courts/gym
- Large, multi-level open spaces
- Place to work or relax while kids play
- Climbing wall / kids and adults
- Multi-purpose courts for a variety of organized sports
- Interesting obstacles and programming
- Separate play area for 2 to 5 age range
- Open space for free play with kids and adults
- Open lobby for meeting people/inviting
- Bright and colorful space
- Flex space for a variety of meetings/special occasions/performances

Indoor Recreation Facility Location

The 9 workshop participants and 6 participants from the St. Patrick's Day Festival were provided the opportunity to identify potential locations for an indoor recreation facility. The responses included:

- 10 participants indicated Joe C. Davidson Park (1 indicating across from Joe C. Davidson Park)
- 2 participants identified the old movie theater site on Church Street.
- 1 participant identified the area near Church Street and University Drive
- 1 participant identified Springwood Park
- 1 Participant identified Highland Elementary School area

Summary of Recommendations

As the city moves forward in its consideration of an indoor recreation facility in the western part of the city, the results of this study and the recommendations below will help provide guidance to the city during the decision-making process. Please refer to pages 31 - 41 for a more detailed explanation of the recommendations.

Recommendation #1: The city should provide additional indoor recreation activities/programming and alternatives that are currently not provided in the city.

Recommendation #2: The city should provide additional indoor recreation activities/programming and alternatives on the west side of the city, making access to these programs more convenient for residents living on the western side, while complementing the current indoor recreation facilities and programs located in the central and eastern areas of the city.

Recommendation #3: If the city constructs a new indoor recreation facility on the west side of the city, an indoor walking/jogging track, climbing wall, multi-purpose gym, indoor child play area and indoor/outdoor flex space should figure predominantly in the building's functional program (70% to 80% of net useable area).

Recommendation #4: The city should create an indoor recreation facility that has open, transparent, bright, colorful, and naturally lighted spaces that are flexible enough to accommodate a variety of programming and multiple users at the same time. The facility should also be planned to accommodate users of all ages and abilities to foster interactions between people with diverse interests and backgrounds.

Recommendation #5: Based upon an assumption of 30,000 square feet of net programmed space, if the city considers constructing a new indoor recreation facility, at a minimum, the new facility will need to have a total gross floor area of between 37,500 square feet and 40,000 square feet.

Recommendation #6: The city should consider several areas/sites, not just one, for the potential location of a new recreation facility in west Burlington.

Recommendation #7: The city should consider how the new indoor recreation facility could be "packaged" with the city's other recreation facilities to attract more out-of-town participants in order to have a positive economic impact (i.e. attract more groups that would come into Burlington than families that commute to other outside locations).

Recommendation #8: The city should engage other organizations as part of the decision-making process on potential facilities location, and programming, to maximize community resources among similar interest. Several of these groups might include:

- Impact Alamance
- Alamance Regional Health Systems
- Alamance County YMCA

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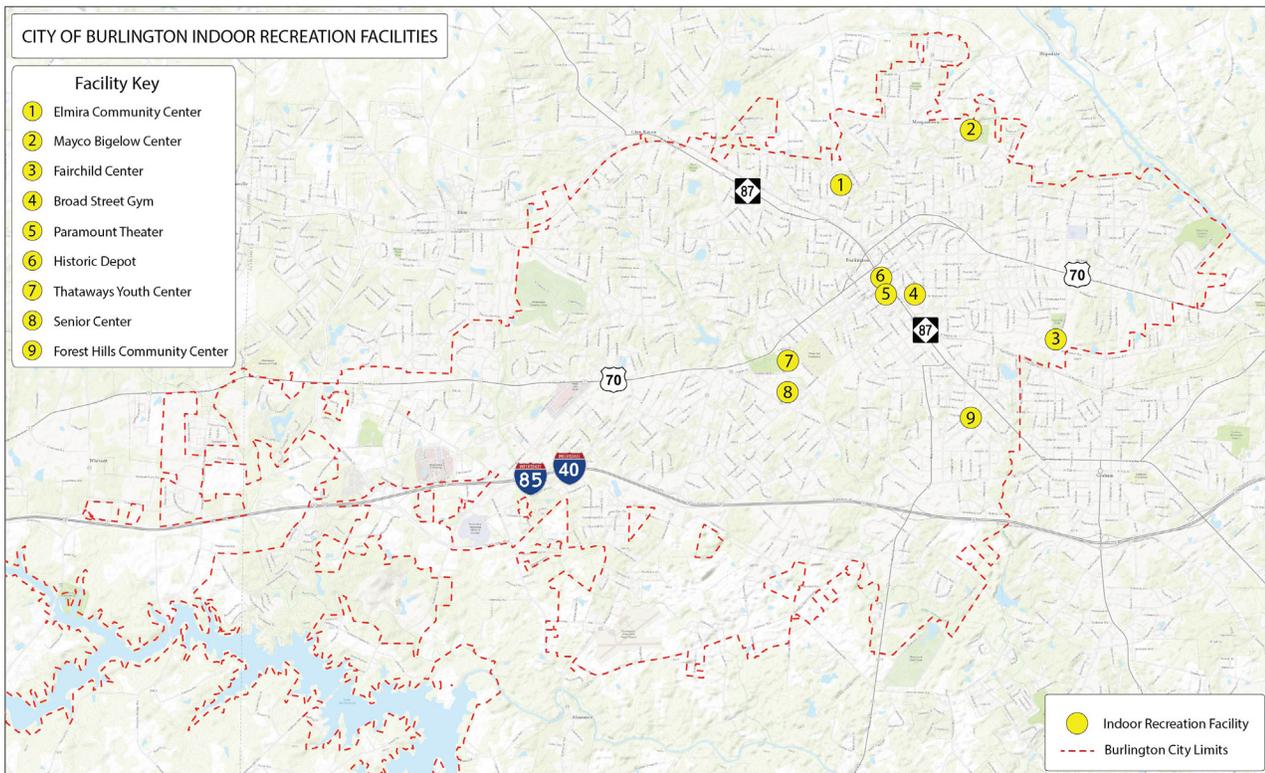
INTRODUCTION

In December of 2012, the City of Burlington completed an update to its Comprehensive Recreation and Parks Master Plan that included public meetings, surveys, and a review of existing and future recreation and park needs. As part of the Master Plan update, the City of Burlington's current recreation and parks facilities and programming were examined and evaluated utilizing national and state standards developed by the National Recreation and Park Association (NRPA) and the North Carolina Department of Environmental Quality (formerly NCDENR). The Master Plan process identified a need for a new recreation center with a gym or other creative indoor recreation opportunities with a particular emphasis on a location to the west side of the city. Specifically, the recommendation identified the need for a 30,000 square foot facility with space for a gymnasium, meeting space, workout areas, craft areas and classroom/instruction space.

This planning process was initiated by the city to further evaluate the possibility of building a new indoor recreation facility in the western part of the city. The city currently operates 2 community centers with gyms, and 4 smaller centers with programming and meeting space. The indoor recreation centers are shown on the map below.

As part of the study process, the city engaged the public through an online survey and community workshops to identify the types of activities and programming that will be successful in a new indoor recreation facility.

This report highlights the input received from the surveys and community meetings, and provides a summary of recommended next steps for the city to consider prior to moving forward with detailed plans for possibly constructing a new indoor recreation facility.



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SURVEY SUMMARY

A web-based survey was conducted from January 27, 2017 through March 31, 2017. The survey was posted on the City of Burlington's Recreation and Parks website and widely marketed throughout the community. During this time frame, 243 people participated in the survey. The survey included fourteen questions that covered a variety of topics related to recreation and parks in the City of Burlington with a particular emphasis on indoor recreation opportunities and needs. A copy of the survey instrument is located in the appendix of this report. Below, a brief summary of the key points from the survey are listed with a full summary of the responses displayed on the pages that follow.

- Over 77% of the survey respondents indicated they lived within the City of Burlington.
 - 60% reside in the 27215 zip code (central to western of Burlington).
 - 18% reside in the 27217 zip code (central to eastern Burlington).
- Nearly 60% of survey respondents indicated that one or more children under the age of 18 lived in their household. The total number of children under the age of 18 living in a household of a survey respondent was 252 children (only 200 survey respondents answered this question).
- Survey respondents consistently ranked indoor child play area, multi-court gym for basketball/volleyball/pickleball and walking and jogging track as their first choice for the type of indoor programming space they would like to see in an existing or future indoor recreation facility. Other types of programming space that ranked high included climbing wall, indoor/outdoor flex space, arts and crafts room and multi-purpose space (meetings, birthdays, etc).
- 65% of the survey respondents indicated that the current recreation center facilities offered by the city does not meet their needs with approximately 42% of survey respondents indicating that they travel outside of the City of Burlington to meet their indoor recreation needs, most often citing locations in Greensboro or Hillsborough.
- Over 53% of the survey respondents indicated that they were either dissatisfied or somewhat dissatisfied with the number of indoor recreation facilities offered by the city, with a very similar response, 50%, for those that were dissatisfied or somewhat dissatisfied with the quality of the indoor recreation facilities in the city. This may be influenced by the concentration of the facilities outside of the area where the majority of the survey respondents live.
- Over 47% of the survey respondents who indicated they do not participate in the City of Burlington recreation and parks specified that the facilities are not close enough for convenience. Survey respondents to this question also indicated a lack of activities they like, lack of time or that programs are not offered at a time they could use them.

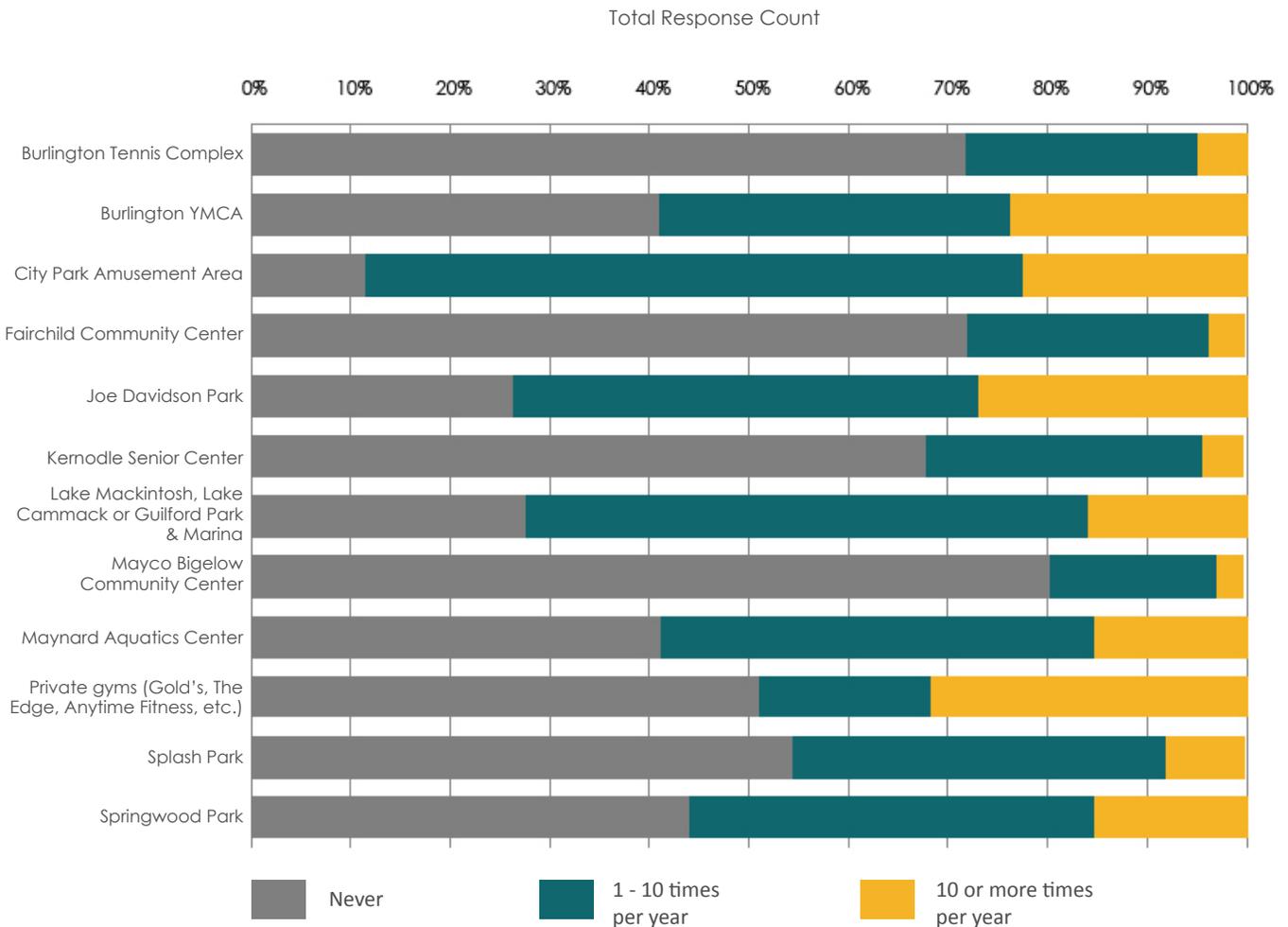
QUESTION 1

In the last 12 months, have you or a family member visited any of the following community recreation facilities and how often? (Check all that apply)

In general, at least 42% or more of the survey respondents indicated that they or a family member visited the following community recreation facilities at least one to ten times during the last twelve months:

- City Park Amusement Area
- Joe Davidson Park
- Lake Mackintosh, Lake Cammack or Guilford Park & Marina
- Maynard Aquatics Center
- Springwood Park

FIGURE 1: FREQUENCY OF VISITS TO RECREATION FACILITIES (243 RESPONSES, 33 COMMENTS)



When focusing on which facilities that are visited more than 10 times per year, survey respondents most often indicated Private gyms, Joe Davidson Park, City Park Amusement Area and the Burlington YMCA. Survey respondents also indicated that Mayco Bigelow Community Center, Fairchild Community Center and the Burlington Tennis Complex were facilities that they have not visited at all within the last year.

When selecting "other" as a choice in question 1, survey respondents most often indicated the following nearby facilities:

- Futbolfit Soccer Complex
- Beth Schmidt Park – Elon
- Paramount Theater
- Bouncin' Around
- Cedarrock Park

TABLE 1: FREQUENCY OF VISITS TO RECREATION FACILITIES (243 RESPONSES, 33 COMMENTS)

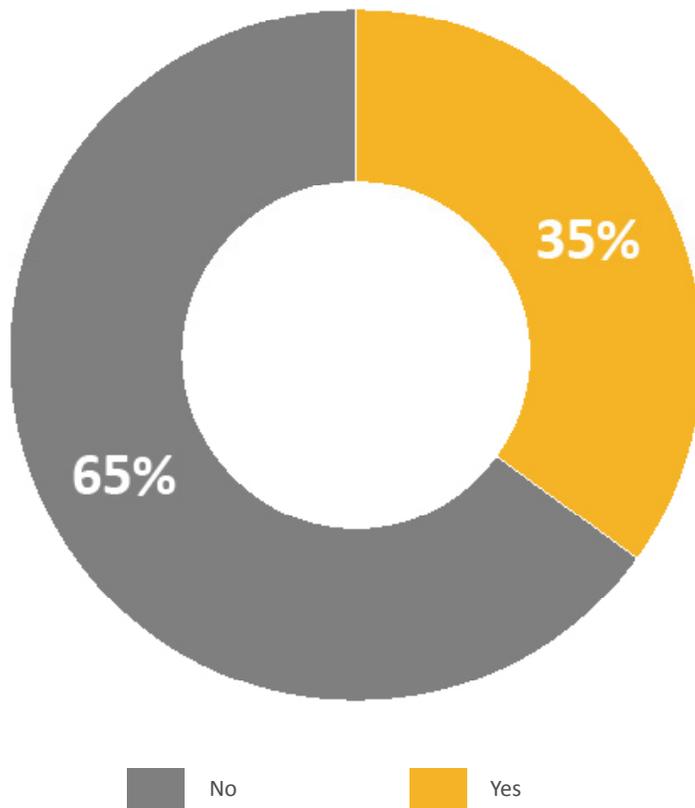
Facility Name	Responses (%)		
	Never	1 - 10 times per year	10 or more times per year
Burlington Tennis Complex	71.8%	23.3%	4.8%
Burlington YMCA	41.1%	35.2%	24.7%
City Park Amusement Area	11.5%	66.1%	25.1%
Fairchild Community Center	72.0%	24.2%	3.5%
Joe Davidson Park	26.4%	46.7%	28.2%
Kernodle Senior Center	67.9%	27.8%	4.0%
Lake Mackintosh, Lake Cammack or Guilford Park & Marina	27.7%	56.4%	17.2%
Mayco Bigelow Community Center	80.3%	16.7%	2.6%
Maynard Aquatics Center	41.2%	43.6%	15.4%
Private gyms (Gold's, The Edge, Anytime Fitness, etc.)	51.1%	17.2%	31.7%
Splash Park	54.4%	37.4%	7.9%
Springwood Park	44.2%	40.5%	16.3%

QUESTION 2

Are the current recreation center facilities offered by the city meeting your needs?

When asked if the current recreation facilities are meeting your needs, 65% of the survey respondents indicated that the current facilities were not meeting their needs. For the respondents that indicated that the current facilities did not meet their needs, a variety of indoor recreation facilities were identified that the city should consider offering in the future.

FIGURE 2: ARE THE CURRENT RECREATION FACILITIES MEETING YOUR NEEDS? (223 RESPONSES)



Answer Choices	Responses	
	Percentage	Number
Yes	35%	78
No	65%	145

QUESTION 3 (OPEN ENDED)

If you checked no, what type of indoor facilities should the city consider offering?

20 or more respondents indicated:

- Indoor playground/play space (slides, swings, and other playground equipment)
- Indoor track
- Climbing wall / rock climbing wall (3 included a kids rock wall)
- Basketball court(s)

15 - 19 respondents indicated:

- Indoor soccer
- Multi-court/Multi-sports
- General fitness activities/equipment

10 - 14 respondents indicated:

- Trampoline(s)

5 - 9 respondents indicated:

- Exercise classes/workshops/education
- General workout rooms (stretching, yoga, mats)
- Large open space (to run, throw a ball, etc)
- Pool (General)
- Pool for adult exercise and lap swimming
- Party space (dances/birthdays/other)
- Preteen area (supervised)
- Arts & Crafts/studio space
- Volleyball
- Meeting rooms
- Ice rink
- Roller rink
- Skate park

2 - 4 respondents indicated

- Childcare available
- Indoor tennis
- Splash park
- Games area (video, ping pong, skeeball, etc)
- Racquetball
- Pickleball
- Teen area
- Place for tournaments (AAU basketball, volleyball, cheerleading, etc.)
- Gymnastics
- Turf Fields
- Parkour/Urban Obstacles/Adult Obstacles
- Something like a YMCA

At least 1 respondent indicated:

- Coffee/Tea Bar
- Place to read/nice waiting area
- Separate Track for kids
- Cycling track
- Special needs
- Covered patio area/picnics
- Large scale multi-sport facility
- Golf
- Indoor batting cages
- Lacrosse
- Something like Kernodle

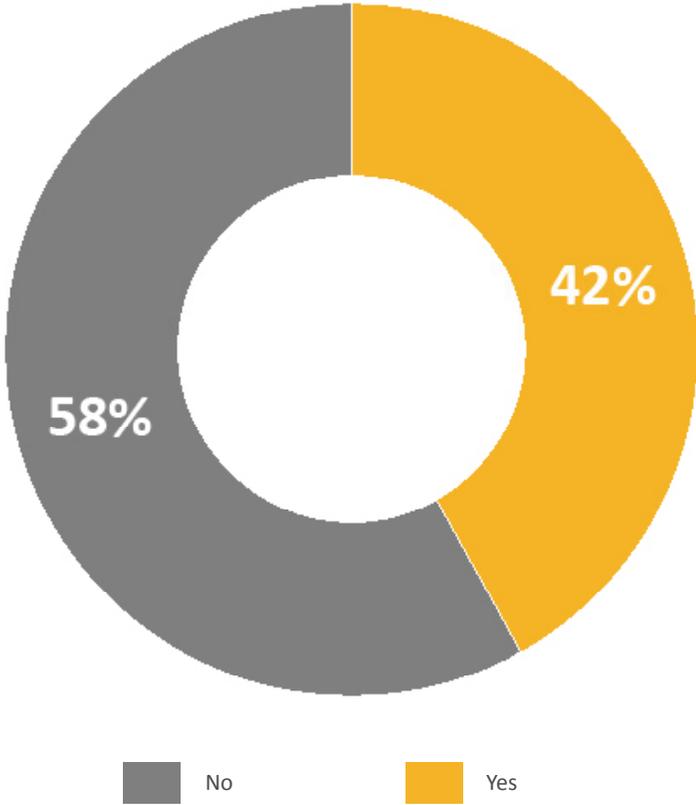
QUESTION 4

Do you or family members travel outside of the City of Burlington to meet any of your indoor recreational needs?

Approximately 58% of the survey respondents indicated that they do not travel outside of the City of Burlington to meet their indoor recreational needs, while 42% indicated that they do have to travel outside of the city to meet their indoor recreational needs.

Survey respondents that indicated that they travel outside of Burlington most often identified Greensboro as their destination, followed by Hillsborough, Durham, Elon, Mebane, Graham and Raleigh.

FIGURE 3: DO YOU TRAVEL OUTSIDE OF BURLINGTON TO MEET YOUR INDOOR RECREATION NEEDS? (222 RESPONSES)



Answer Choices	Responses	
	Percentage	Number
Yes	42%	93
No	58%	129

QUESTION 5

If you checked yes, which indoor recreational facilities outside of Burlington are you traveling to?

10 or more respondents indicated:

- Greensboro Sportsplex (11)

5 - 9 respondents indicated:

- Orange County Sportsplex in Hillsborough (reference to ice related sports – 7)
- Greensboro Ice House (6)
- Tumblebees Ultimate Gym – Climbing (6)

1 - 4 respondents indicated:

- Museum of Life and Science Durham (2)
- Marbles Museum
- Greensboro Science Center (3)
- Indoor Tennis Facilities
- Olde Forest Swim and Racquet Club
- Greensboro Aquatic Center (3)
- Barber Park Tennis (2)
- Mebane Arts Center
- Mebane Rec Center (2)
- Graham Recreation Center (3)
- Cedarrock Park (2)
- Greensboro YMCA
- UNCG Wellness Center (2)
- Greensboro Batting Center
- Beth Schmidt Park
- Keeley Park
- Proehlfic Park (4)
- Trampoline Park in Greensboro
- Graham Children's Museum (4)
- Elon University Fitness Center
- Futbol Fit

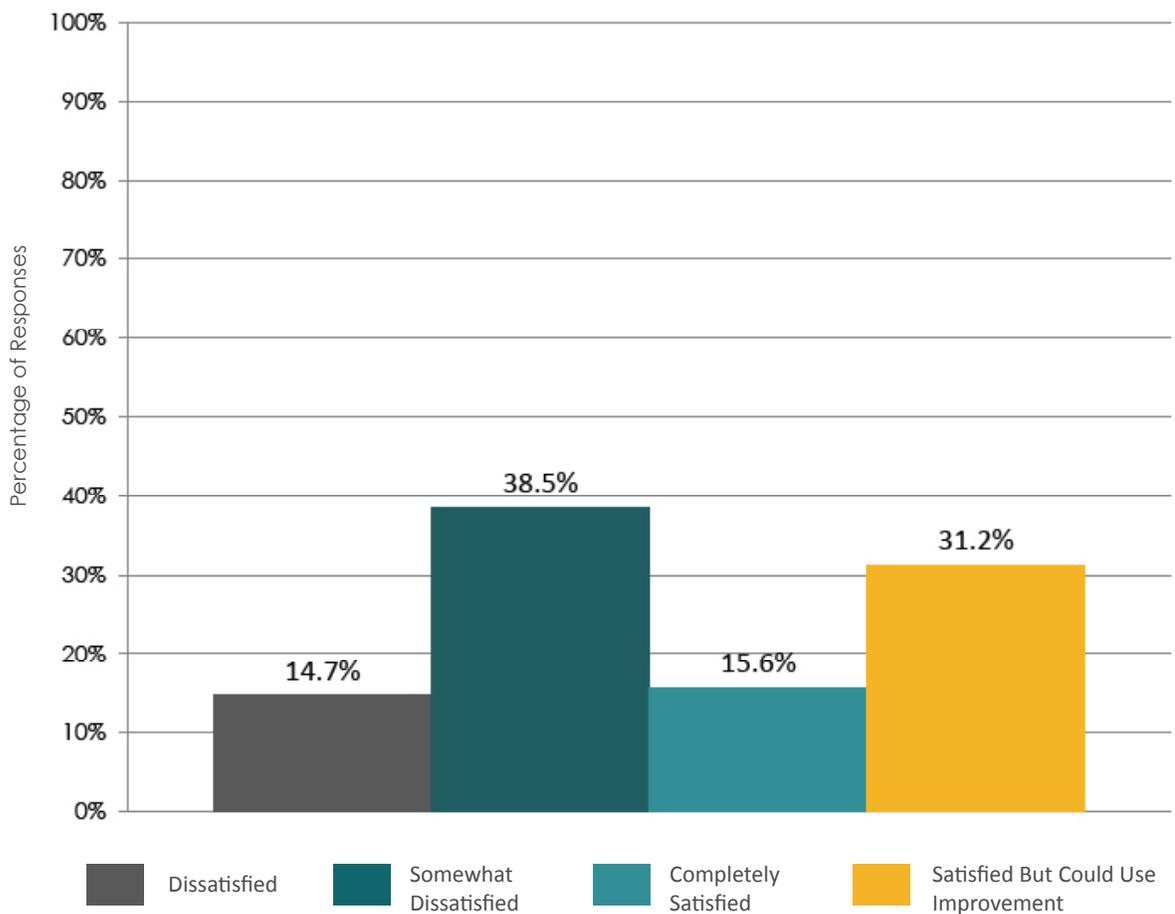
- Greensboro Science Center (2)
- Airbound Trampoline Park (3)
- Robinhood YMCA
- Defy Gravity Durham
- Greensboro Children's Museum (4)
- Bouldering Gym in Chapel Hill
- Monkey Joe's
- Trampoline Place
- Safari Jungle
- Enso Movement - Parkour Gym in Raleigh
- Durham Children's Museum

QUESTION 6

How satisfied are you with the number of indoor recreation facilities offered by the city?

When combined, just over 53% of the survey respondents indicated that they are either dissatisfied or somewhat dissatisfied with the current number of indoor recreation facilities offered by the city. Slightly over 15% were completely satisfied with 31% indicating that they were satisfied, but could use improvement.

FIGURE 4: SATISFACTION WITH NUMBER OF INDOOR RECREATION FACILITIES (218 RESPONSES)



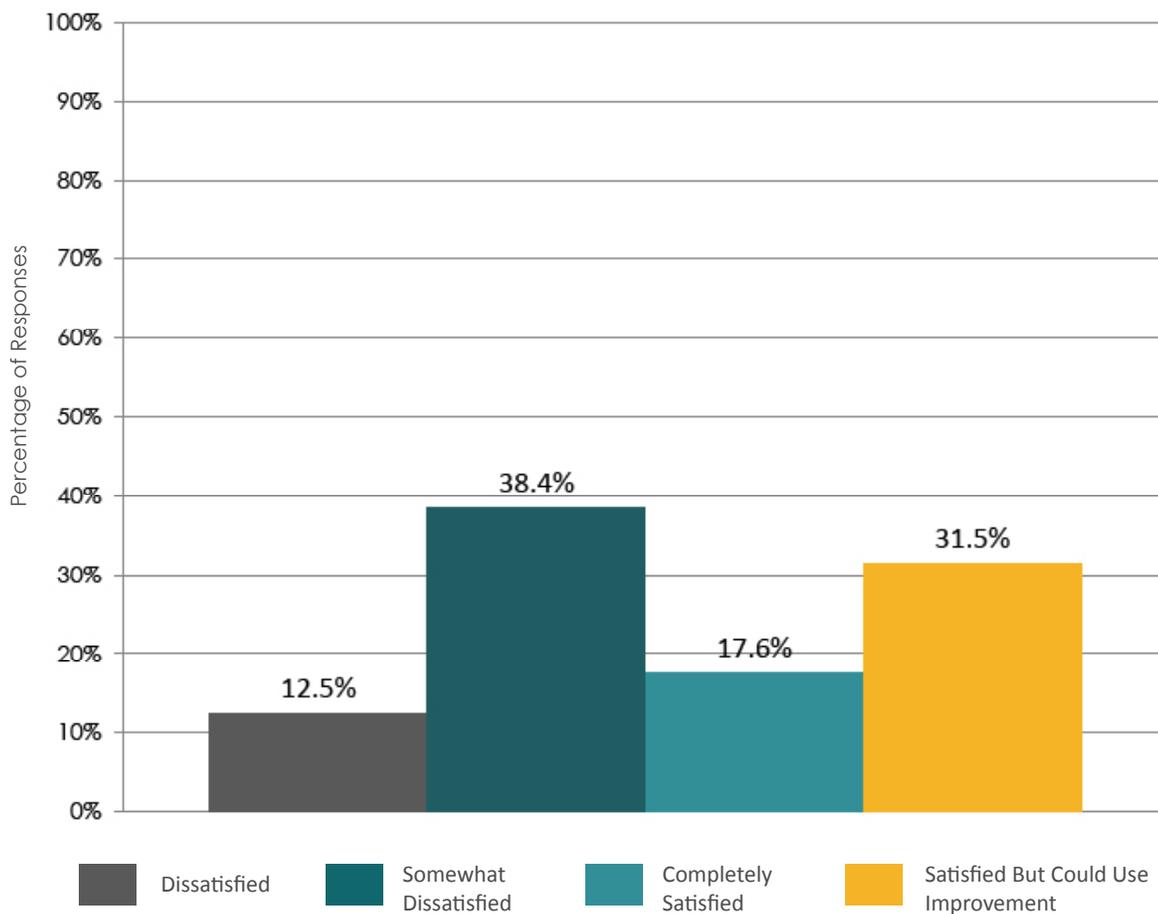
Dissatisfied	Somewhat Dissatisfied	Completely Satisfied	Satisfied But Could Use Improvement
14.7%	38.5%	15.6%	31.2%
32	84	34	68

QUESTION 7

How would you rank your current satisfaction level with the quality of indoor recreation facilities in the city?

When asked about the quality of indoor recreation facilities, survey respondents indicated very similar levels of satisfaction when compared with their response to the number of indoor recreation facilities. Over 50% indicated that they were either dissatisfied or somewhat dissatisfied with the existing facilities, with over 17% indicating they were completely satisfied with nearly 32% indicating that some improvement could be made.

FIGURE 5: SATISFACTION WITH QUALITY OF INDOOR RECREATION FACILITIES (216 RESPONSES)



Dissatisfied	Somewhat Dissatisfied	Completely Satisfied	Satisfied But Could Use Improvement
12.5%	38.4%	17.6%	31.5%
27	83	38	68

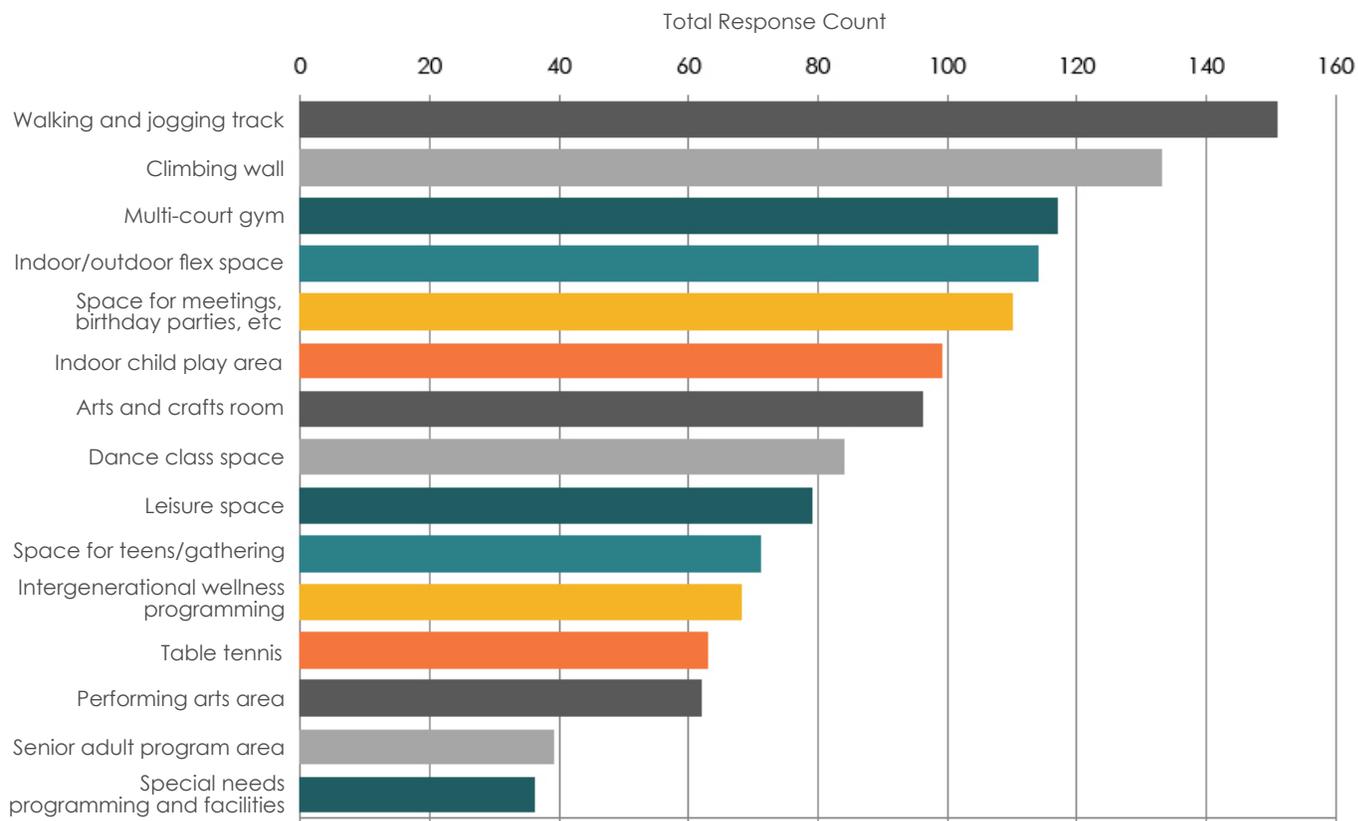
QUESTION 8

From the following list, please check ALL of the potential indoor programming spaces you and members of your household would use (in an existing or future indoor facility).

The survey respondents were provided an opportunity to check potential indoor programming spaces that members of their household would utilize in an existing or future facility. The top uses for programming included:

- Walking and jogging track
- Climbing wall
- Multi-court gym
- Indoor/Outdoor flex space
- Space for meetings, birthday parties, etc
- Indoor child play area
- Arts and crafts room

FIGURE 6: POTENTIAL INDOOR PROGRAMMING SPACES (206 RESPONSES, 51 COMMENTS)



When survey respondents indicated “other” as a selection, the following uses were listed the most often:

5 or more respondents indicated:

- Racquetball (6)
- Skate Park (5)
- Trampoline and/or Bouncing Area (6)

2 - 4 respondents indicated:

- Pool
- Yoga classes, gentle aerobics, general exercise
- Adult Obstacles/Ninja Warrior Training
- Soccer
- Weights and exercise equipment
- Gun range
- Roller Hockey

At least one respondent indicated:

- Saltwater Pool
- Tennis
- Gymnastics
- Maker space
- Indoor Track
- Climbing wall
- Multi-turf fields (soccer, flag football, lacrosse)
- Ice rink
- Classroom
- Cross fit area
- Kids gym options

TABLE 2: POTENTIAL INDOOR PROGRAMMING SPACES (206 RESPONSES, 51 COMMENTS)

Type of Programming Space	Responses (number)
Walking and jogging track	151
Climbing wall	133
Multi-court gym for basketball/volleyball/ pickleball	117
Indoor/Outdoor flex space	114
Space for meetings, birthday parties, etc.	110
Indoor child play area	99
Arts and crafts room	96
Dance class space	84
Leisure space with Wi-Fi/gamming/billiards	79
Space for teens/gathering	71
Intergenerational Wellness Programming	68
Table Tennis	63
Performing arts area	62
Senior adult program area	39
Special needs / underserved population programming and facilities	36

QUESTION 9

From the following list, please rank the top five (#1 - #5) indoor programming spaces you and members of your household would use (in an existing or future indoor facility).

The survey respondents were also asked to rank the top five indoor programming spaces that their household would use in an existing or future facility. Indoor child play area and multi-court gym for basketball/volleyball/pickleball were most often selected as the number one choice, followed by walking and jogging track and climbing wall. Across all ranked selections, one through five, walking and jogging track was the most frequently selected choice, closely followed by climbing wall and multi-court gym for basketball/volleyball/pickleball.

TABLE 3: RANKED INDOOR PROGRAMMING SPACES (197 RESPONSES)

Type of Programming Space	#1 Choice	#2 Choice	#3 Choice	#4 Choice	#5 Choice
Arts and crafts room	5	13	14	10	13
Climbing wall	27	27	20	16	15
Dance class space	7	16	7	9	8
Indoor child play area	44	15	9	10	4
Indoor/Outdoor flex space	8	22	16	17	13
Intergenerational Wellness Programming	4	12	14	10	11
Leisure space with Wi-Fi/gamming/billiards	4	13	15	8	10
Multi-court gym for basketball/volleyball/ pickleball	42	13	12	13	11
Performing arts area	3	9	6	7	6
Space for meetings, birthday parties, etc.	6	7	17	10	15
Space for teens/gathering	4	2	10	4	4
Senior adult program area	4	1	3	5	6
Special needs / underserved population programming and facilities	2	1	8	7	2
Table Tennis	3	5	10	4	12
Walking and jogging track	31	33	24	21	14

FIGURE 7: TOTAL COUNT BY TYPE OF PROGRAMMING SPACE (197 RESPONSES)

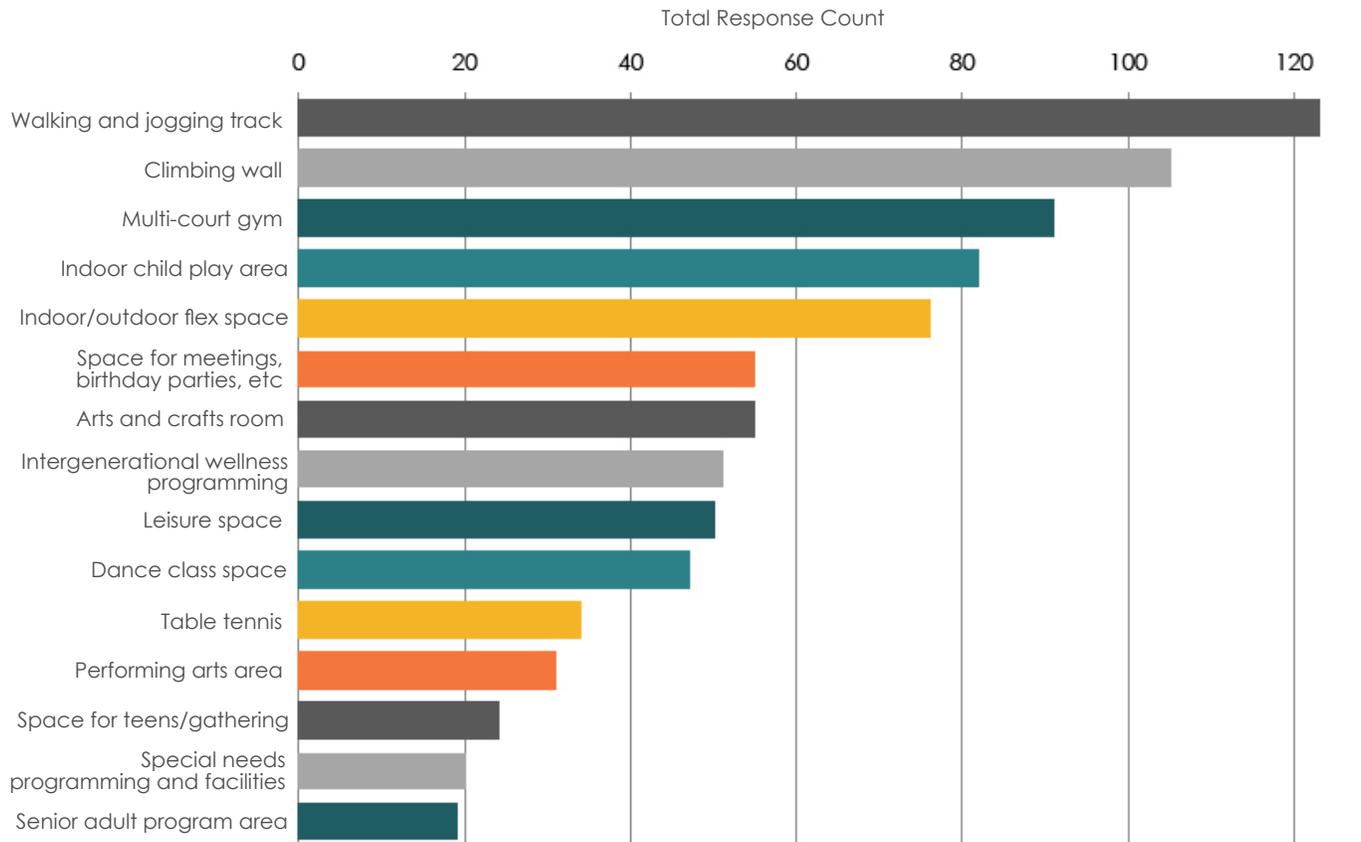


TABLE 4: TOTAL COUNTY BY TYPE OF PROGRAMMING SPACE (197 RESPONSES)

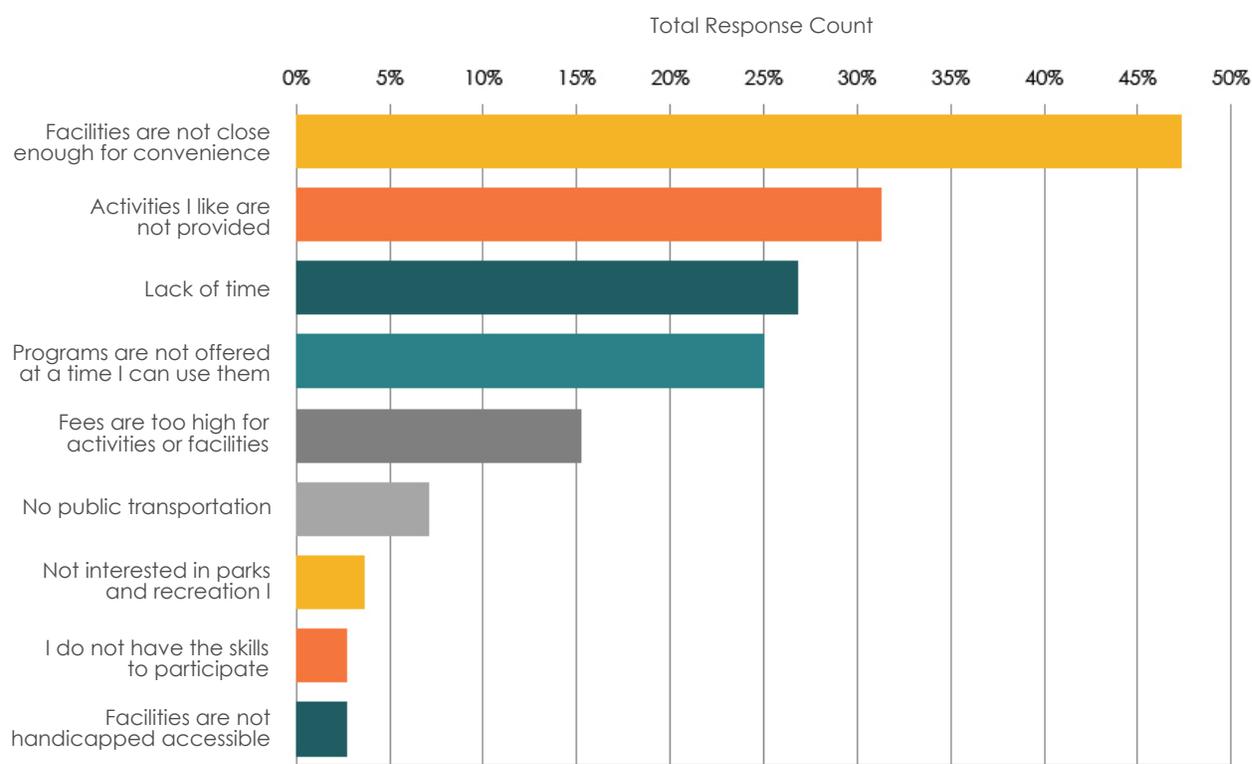
Type of Programming Space	Responses
Walking and jogging track	123
Climbing wall	105
Multi-court gym for basketball/volleyball/ pickleball	91
Indoor child play area	82
Indoor/Outdoor flex space	76
Arts and crafts room	55
Space for meetings, birthday parties, etc.	55
Intergenerational Wellness Programming	51
Leisure space with Wi-Fi/gamming/billiards	50
Dance class space	47
Table Tennis	34
Performing arts area	31
Space for teens/gathering	24
Special needs / underserved population programming and facilities	20
Senior adult program area	19

QUESTION 10

If you do not participate in the City of Burlington recreation and parks, why not? (Choose all that apply)

Over 47% of the 112 survey respondents to this question indicated that they do not participate in the City of Burlington recreation and parks because the facilities are not convenient to their residence. Survey respondents also indicated a lack of activities they like, lack of time or that programs are not offered at a time they could use them. Survey respondents selecting "other" most often expressed concerns about the cost of participating in recreational programming, accessibility and location (nothing on the western side), and their general lack of knowledge about what recreational programs are available.

FIGURE 8: NON-PARTICIPATION IN CITY RECREATION & PARKS (112 RESPONSES)



Reason(s)	Responses (Percent / Number)	
Activities I like are not provided	31.3%	35
Facilities are not close enough for convenience	47.3%	53
Facilities are not handicapped accessible	2.7%	3
Fees are too high for activities or facilities	15.2%	17
I do not have the skills to participate	2.7%	3
Lack of time	26.8%	30
No public transportation	7.1%	8
Not interested in parks and recreation	3.6%	4
Programs are not offered at a time I can use them	25.0%	28

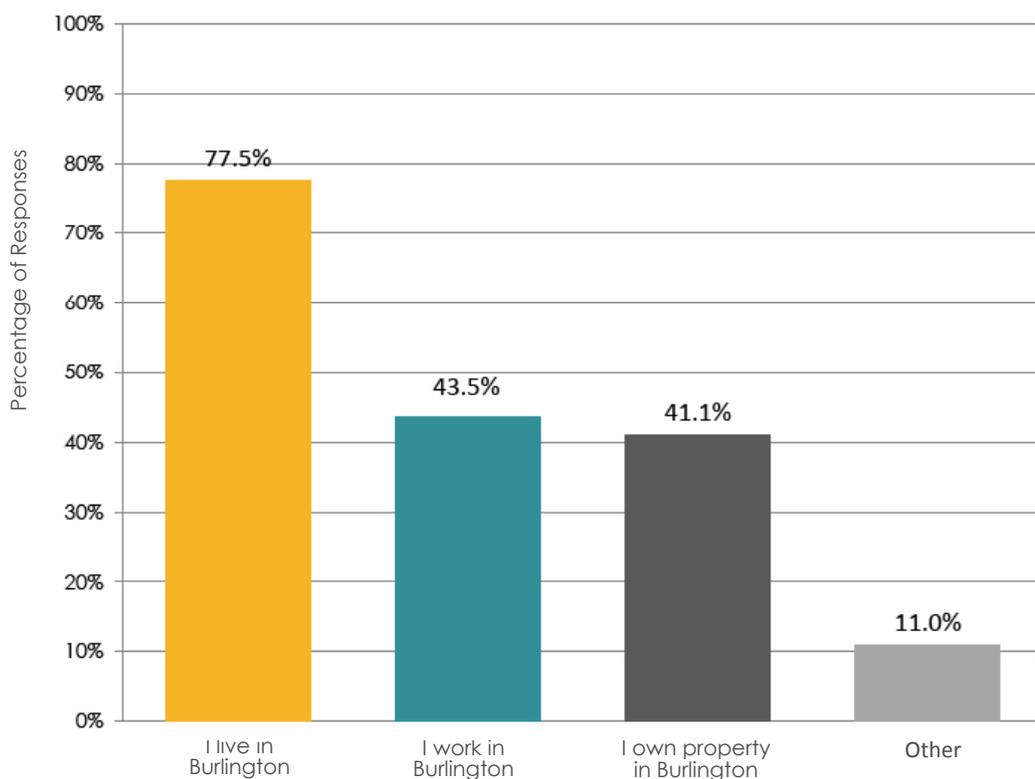
QUESTION 11

What is your relationship to Burlington? (Select all that apply)

Over 77% of the survey respondents indicated that they are residents of the City of Burlington. Respondents that selected “other” indicated that they live in the following locations:

- Gibsonville
- Whitsett
- Elon
- Graham
- Unincorporated Alamance County

FIGURE 9: RELATIONSHIP TO BURLINGTON (209 RESPONSES)



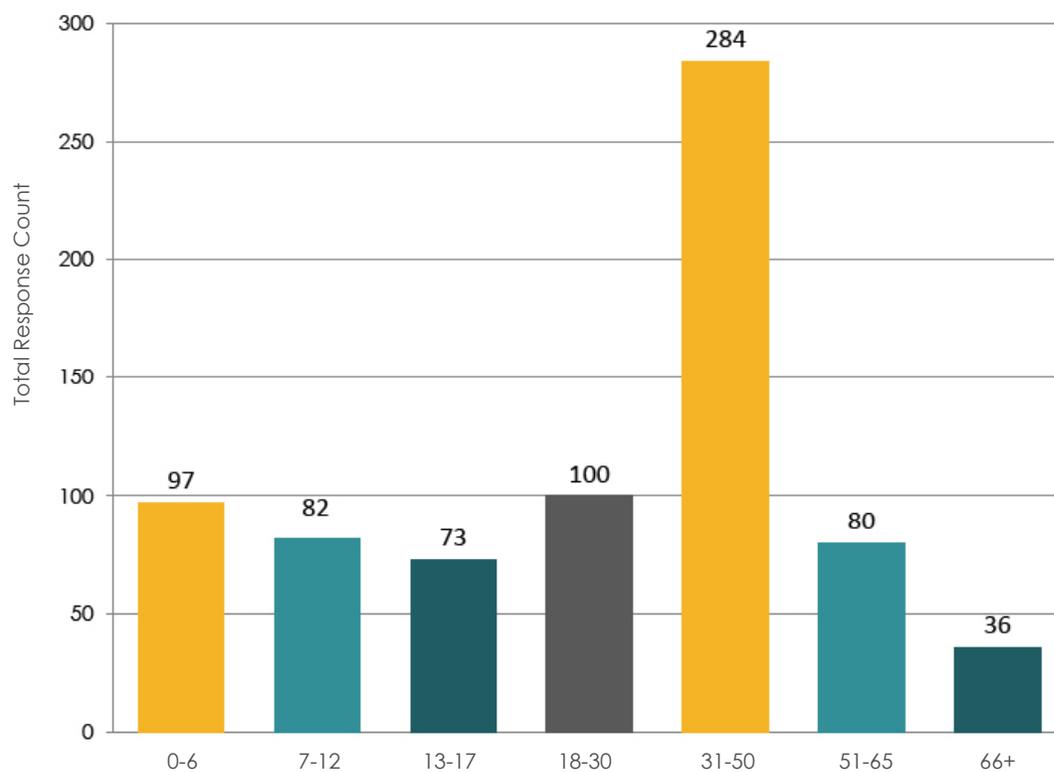
Relationship(s)	Responses (Percent / Number)	
I live in Burlington	77.5%	162
I work in Burlington	43.5%	91
I own property in Burlington	41.1%	86
Other	11.0%	23

QUESTION 12

Please tell us how many people in your household fall within each age category? (Optional)

Nearly 60% of survey respondents indicated that one or more children under the age of 18 lived in their household. The total number of children under the age of 18 living in a household of a survey respondent was 252 (only 200 survey respondents answered this question).

FIGURE 10: HOUSEHOLD AGE CATEGORIES (200 RESPONSES)



Age Range	Responses (Total Count)
0-6	97
7-12	82
13-17	73
18-30	100
31-50	284
51-65	80
66 & over	36

QUESTION 13

Please check the zip code area where you live.

The majority of the survey respondents indicated their zip code was 27215, which includes areas of the City of Burlington that are west and south of Webb Avenue. Eighteen percent of the respondents indicated their zip code was 27217, which includes areas north and east of Webb Avenue in the City of Burlington. The 27244 zip code includes Elon and north, while 27377 includes Whitsett and areas south of Whitsett. The 27249 zip code area includes Gibsonville and the 27253 zip code includes Graham and areas south of Graham along NC 87.

TABLE 5: ZIP CODE OF RESIDENCE (243 RESPONSES)

Zip Code of Residence	Responses (Percent / Number)	
27215	60.0%	123
27217	18.0%	37
Other	22.0%	45
27244	6.8%	14
27377	4.9%	10
27249	3.9%	8
27253	2.9%	6

QUESTION 14

When respondents were provided the opportunity to provide additional comments, the comments received focused on the following specific topic areas:

- Facility on West side
- Climbing activities
- Lower cost/ No cost for access to facility
- Concern about tax increase
- Indoor soccer facilities
- Indoor playspace for kids

COMMUNITY WORKSHOP SUMMARY

In addition to the indoor recreation survey, several public meetings were held to gather additional input from the community. The first series of workshops were held on March 2 at the Kernodle Center and March 4 at the Trinity Worship Center, attracting nine total participants. The meeting at the Kernodle Center was held from 6:30pm to 8:30pm on a Thursday night with the Trinity Worship Center location providing a Saturday morning session from 10am to 12 noon.

At each workshop, meeting participants had the opportunity to provide input at several interactive work stations. The primary opportunities for input involved the following activity stations:

- Recreation Facility Space Programming
- Recreation Facility Concept Identification
- Recreation Facility Use and Demand
- Recreation Facility Location

Although the meetings had a lower turnout than anticipated, residents that attended one of the two meetings had the opportunity to interact with City staff and consultants to express their ideas and learn about recreation concepts and opportunities for a new indoor recreation facility.

In addition to the two meetings held at the Kernodle Center and the Trinity Worship Center, an opportunity was also provided at the St. Patrick's Day Festival held in downtown Burlington on March 17. At the festival, 68 people visited the indoor recreation booth to learn about the process and to provide input. During the festival, 66 people participated in the recreation concept identification, ranking images of various indoor recreation activities that would be most appealing to them or a family member.

Hi!

WE'D LIKE TO GET YOUR

INPUT

BURLINGTON
RECREATION & PARKS

The City of Burlington is capturing information from citizens about the possibility of building a new indoor recreation facility in the western part of the city. You are invited to participate at one of two public workshops or by completing the online survey.

THURSDAY, MARCH 2
6:30pm-8:30pm
John Robert Kernodle Center
1537 S. Mebane Street,
Burlington

OR

SATURDAY, MARCH 4
10am-12noon
Trinity Worship Center
Fellowship Hall
3157 S. Church Street, Burlington

Call 336-222-5030 for additional information. www.BurlingtonNC.gov/RecCenterSurvey

FIGURE 11: WORKSHOP ADVERTISEMENT

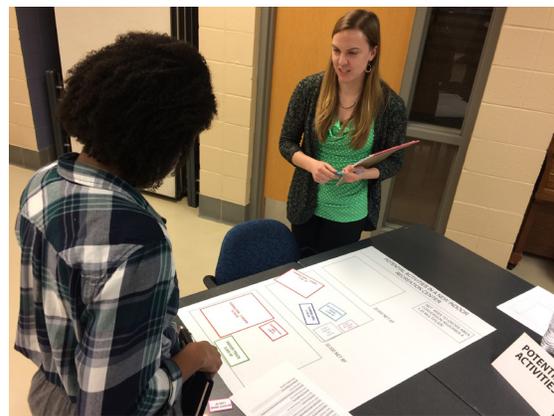


FIGURE 12: COMMUNITY WORKSHOP



COMMUNITY INPUT [RECREATION IMAGE CONCEPTS STATION]

Workshop participants were asked to select their top five recreation concepts from the twelve images provided (as displayed on the next page). Of the seventy-seven (75) participant responses (66 from the festival and 9 from the workshops), concept image numbers 4 and 11 both ranked the highest followed by image 6, 7 and then 5.

In addition to the ranking of the recreation concept images, participants were also provided the opportunity to describe what they liked about a particular image and recreation concept. Some of the main ideas from the participants comments included:

FIRST PLACE TIE!
4 & 11

6 THIRD MOST
POPULAR

7 FOURTH MOST
POPULAR

5 FIFTH MOST
POPULAR

- Allowing for both youth and adult activities
- Flexible activities/options for kids
- Indoor walking/running options
- Large windows/glass walls to view the outdoors
- Open view into other workout areas
- Track around the courts/gym
- Large, multi-level open spaces
- Place to work or relax while kids play
- Climbing wall / kids and adults
- Multi-purpose courts for a variety of organized sports
- Active computer center
- Interesting obstacles and programming
- Separate play area for 2 to 5 age range
- Open space for free play with kids and adults
- Open lobby for meeting people/inviting
- Bright and colorful space
- Flex space for a variety of meetings/special occasions/performances

FIGURE 13: ACTIVITY CONCEPT OPTIONS (75 RESPONSES)



1



2



3



4



5



6



7



8



9



10



11



12

COMMUNITY INPUT [SPACE PROGRAMMING STATION]

In order to help meeting participants visualize space programming for a variety of indoor recreation activities, workshop attendees were given various sized rectangular pieces of paper that were scaled to represent the amount of area that is typically required for a selected activity, like a basketball court, climbing wall or track. At this workshop station, meeting participants arranged their desired activities into either a 20,000, 30,000 or 40,000 net square foot area. The space programming exercise did not include reception area, restrooms, corridors, or similar service areas. Most of the participants were able to fit the activities they preferred, along with the basic building components, within a 30,000 square foot net area template. While this activity helped identify a general idea of the space needed, it was not intended to represent the actual square footage needed, which requires a more detailed space evaluation and architectural analysis. The following activities were most often selected at this work station:

- Flexible Gym (2 courts)
- Indoor Track
- Multipurpose Room
- Children's Play Area

After participants selected desired activities accommodated by the net area templates, a gross area multiplier of 1.25 was added in order to develop an approximate total building area calculation. For example, a 30,000 square foot net area yields a total building area of approximately 37,500 gross square feet.

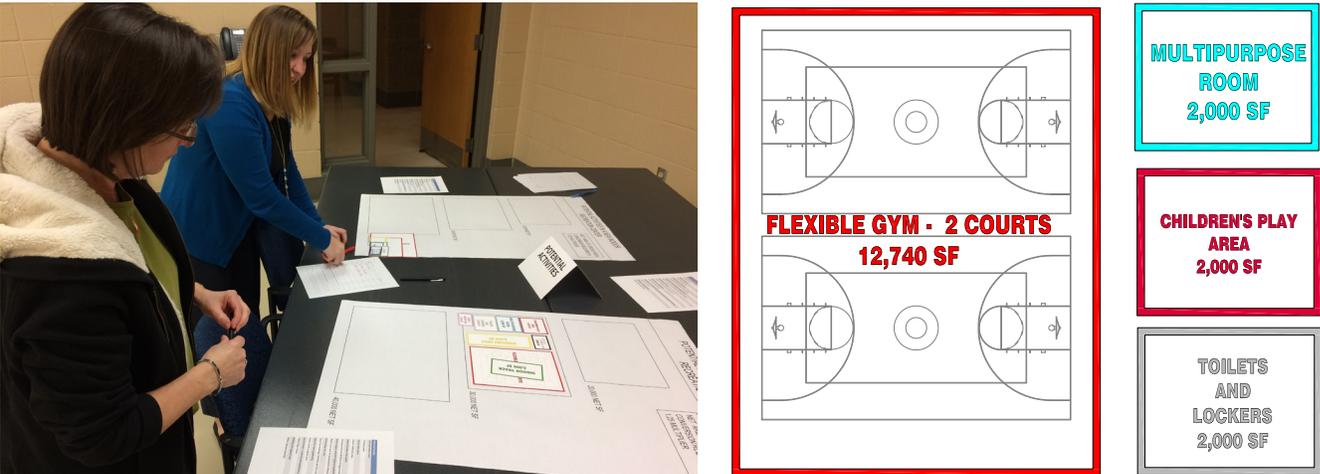


FIGURE 14: SPACE PLANNING EXERCISE AT COMMUNITY WORKSHOP

TABLE 6: BASIC ACTIVITY TYPES WITH CORRESPONDING SIZE REQUIREMENTS (FROM WORKSHOP)

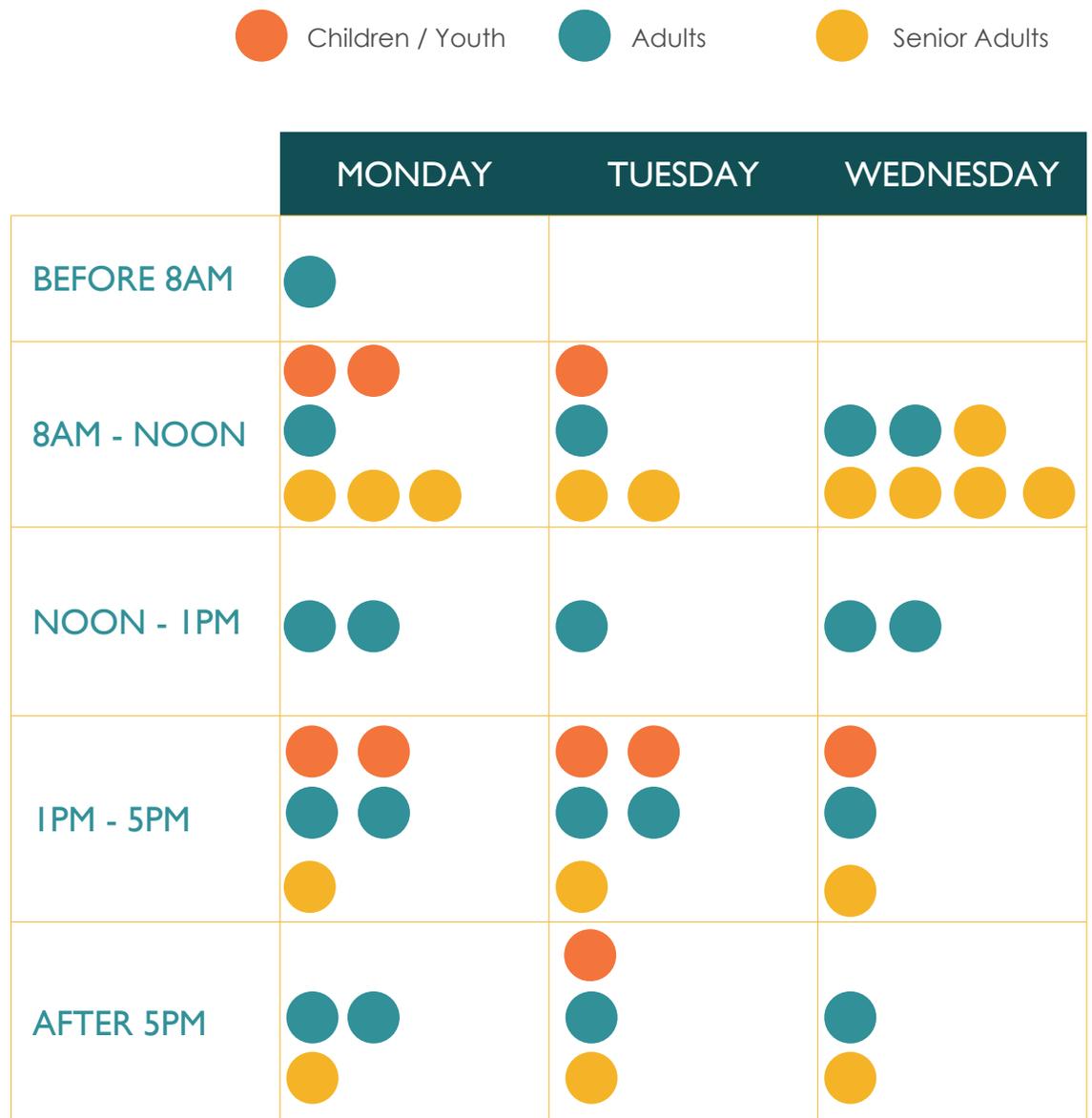
	REQUIRED NET AREA
Multipurpose Gym (Single Court)	7,200 SF
Multipurpose Gym (2 Courts)	13,000 SF
Indoor Children’s Play Area	3,000 SF
Multipurpose Room	3,000 SF
Indoor Track	3,000 SF
Exercise Areas	1,000 SF
Climbing Area	1,000 SF
Activity Rooms	1,000 SF
Yoga Room	1,000 SF
Kitchen	500 SF
Conference Room	500 SF

*A gross area multiplier of 1.25 must be applied to include corridors, toilets, lobby, building maintenance rooms and related infrastructure/equipment rooms.

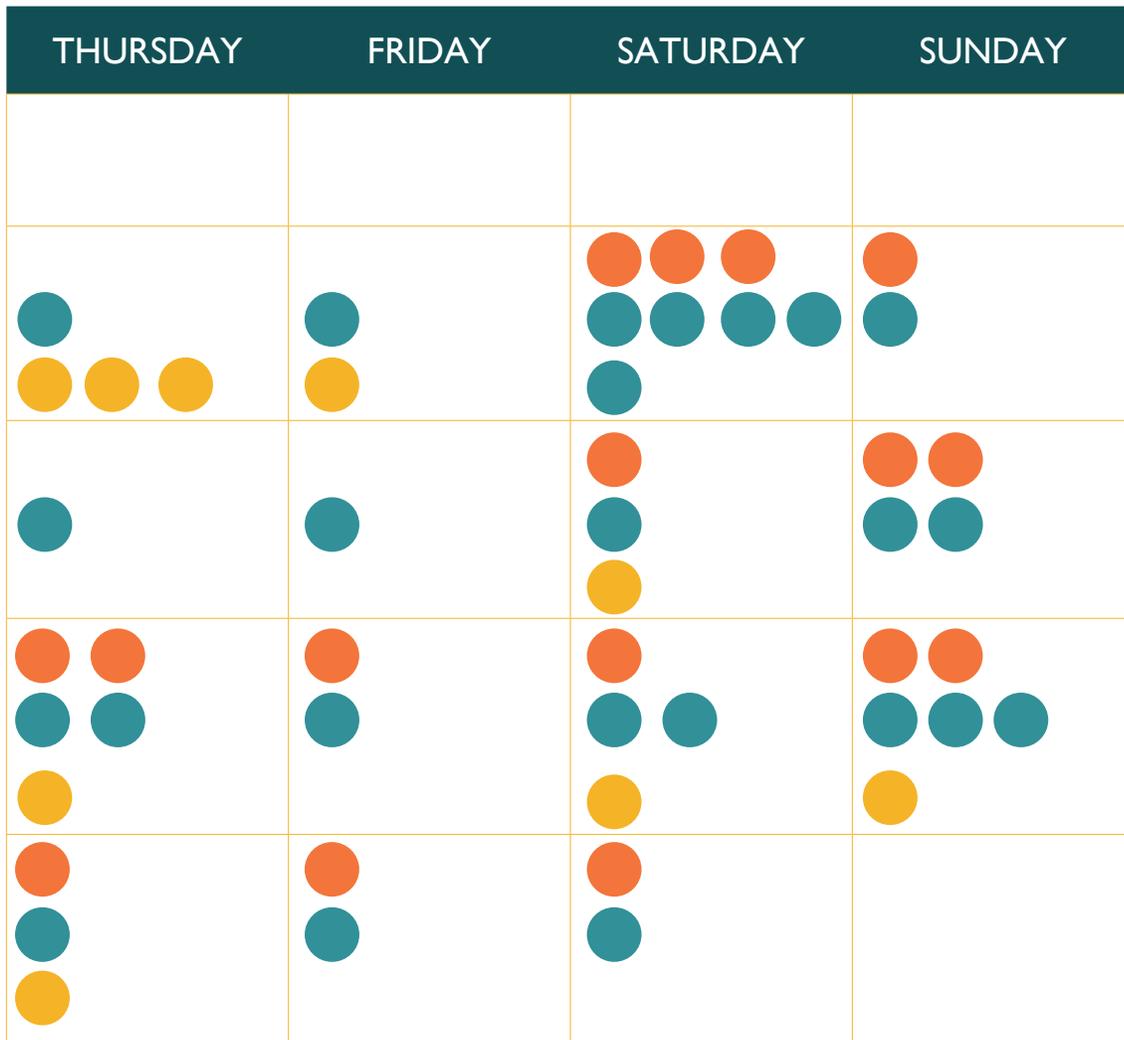
COMMUNITY INPUT [FACILITY USE & DEMAND STATION]

In order to gain an understanding of when residents would most likely want to have access to the indoor facility and programming, participants were asked to place a sticker in the time of day and days of the week blocks to indicate the general age group of the person(s) in their household and the times and days of the week that they would use the facility. As seen in the chart below, children and youth would

FIGURE 15: FACILITY USE AND DEMAND



be most likely to visit during the weekend and weekday afternoons while seniors would most likely visit in the morning weekday hours. Adults had a wider array of potential times to visit the facility throughout the weekdays and weekends.



COMMUNITY INPUT [FACILITY LOCATION STATION]

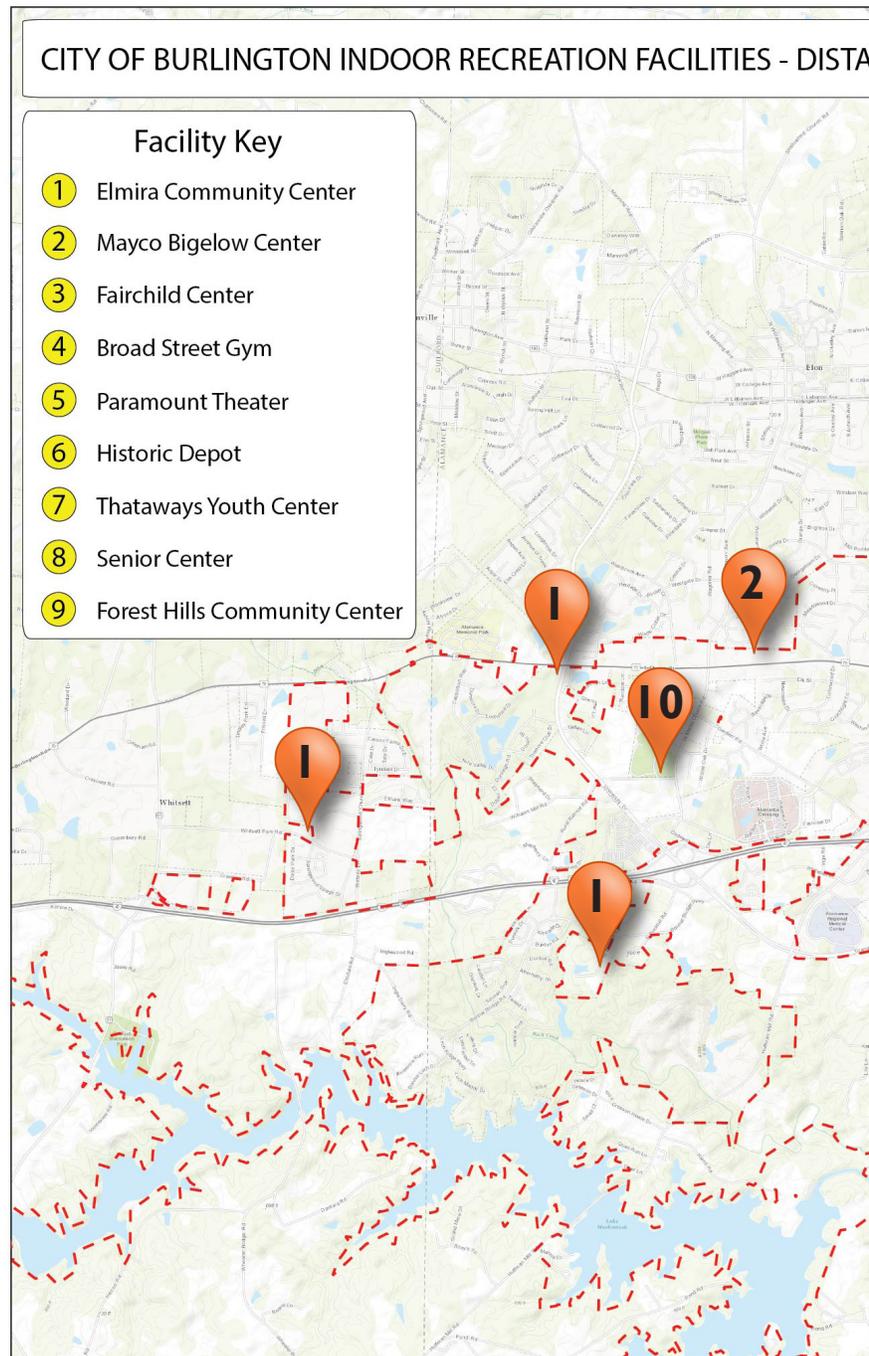
A map, similar to the map displayed on the right, depicting the current Burlington Indoor Recreation Facilities was provided at the workshop to help residents identify potential locations for a new recreation center on the west side of Burlington. Meeting participants were provided a tool to help them visualize the proximity of their residence to existing recreation facilities and locations of potential sites for a new indoor recreation center.

Once participants became familiar with the existing facilities in relationship to where they live, participants were asked to indicate where they would like to see a new indoor recreation facility by placing a pin on the map provided at the workshop.

The fifteen people that participated in this exercise selected the following potential indoor recreation facility sites/location on the west side of Burlington:

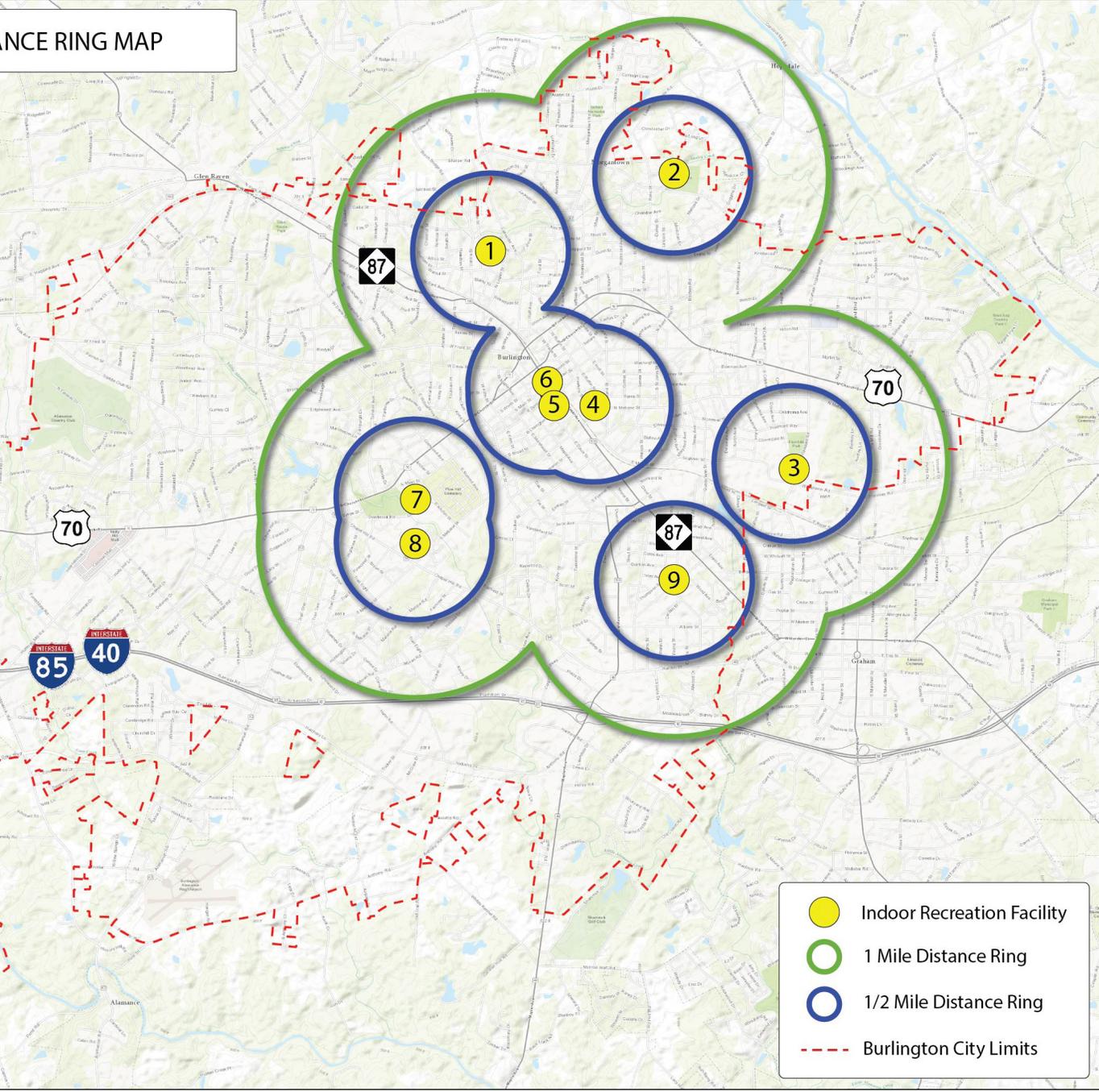
- 10 - Davidson Park/adjacent
- 2 - Old Movie Theatre on Church St.
- 1 - Church St. near University Dr.
- 1 - Springwood Park
- 1 - Highland Elementary School Area

FIGURE 16: CURRENT FACILITIES AND COMMUNITY IDENTIFIED LOCATIONS



This symbol marks the number of meeting participants that identified a potential location for a future indoor recreation facility (15 people participated in this exercise). This map extends across to next page for two-sided printing.

DISTANCE RING MAP



RECOMMENDATIONS

As the city moves forward in its consideration of an indoor recreation facility in the western part of the city, the results of this study and the recommendations below will help provide guidance to the city during the decision-making process. The recommendations include the results of the 243 surveys that were completed, the 9 participants at public workshops, the 68 participants from the festival outreach and the overall goals and objectives of the city's Comprehensive Recreation and Parks Master Plan.

Recommendation #1:

The city should provide additional indoor recreation activities/programming and alternatives that are currently not provided in the city.

Overview: Based upon the survey results, approximately 51% of respondents indicated that they were not satisfied with the indoor recreation activities provided by the City of Burlington. Another 31.5% indicated that improvements for indoor activities could be made. 65% of respondents indicated that existing indoor recreation facilities were not meeting their needs.

Recommendation #2:

The city should provide additional indoor recreation activities/programming and alternatives on the west side of the city, making access to these programs more convenient for residents living on the western side, while complementing the current indoor recreation facilities and programs located in the central and eastern areas of the city.

Overview: 60% of respondents listed the 27215-zip code as their address. And 47% of respondents indicated that existing indoor recreation activities were not close enough for convenience.

Recommendation #3:

If the city constructs a new indoor recreation facility on the west side of the city, an indoor walking/jogging track, climbing wall, multi-purpose gym, indoor child play area and indoor/outdoor flex space should figure predominantly in the building's functional program (70% to 80% of net useable area).

Overview: The top five indoor recreation program spaces based upon the survey respondents were (in the order of choice):

1. Indoor Walking/ Jogging Track,
2. Climbing Wall,
3. Multi-purpose Gym,
4. Indoor Child Play Area,
5. Indoor/ Outdoor flex space.



FIGURE 17: INDOOR RECREATION FACILITY EXAMPLE CONCEPTS

Recommendation #4:

The city should create an indoor recreation facility that has open, transparent, bright, colorful, and naturally lighted spaces that are flexible enough to accommodate a variety of programming and multiple users at the same time. The facility should also be planned to accommodate users of all ages and abilities to foster interactions between people with diverse interests and backgrounds.

Overview: Based upon the indoor recreation concept images survey (with input from 66 people at the St. Patrick's Day Festival and 9 people from the community input sessions) the main themes from the concept images included:

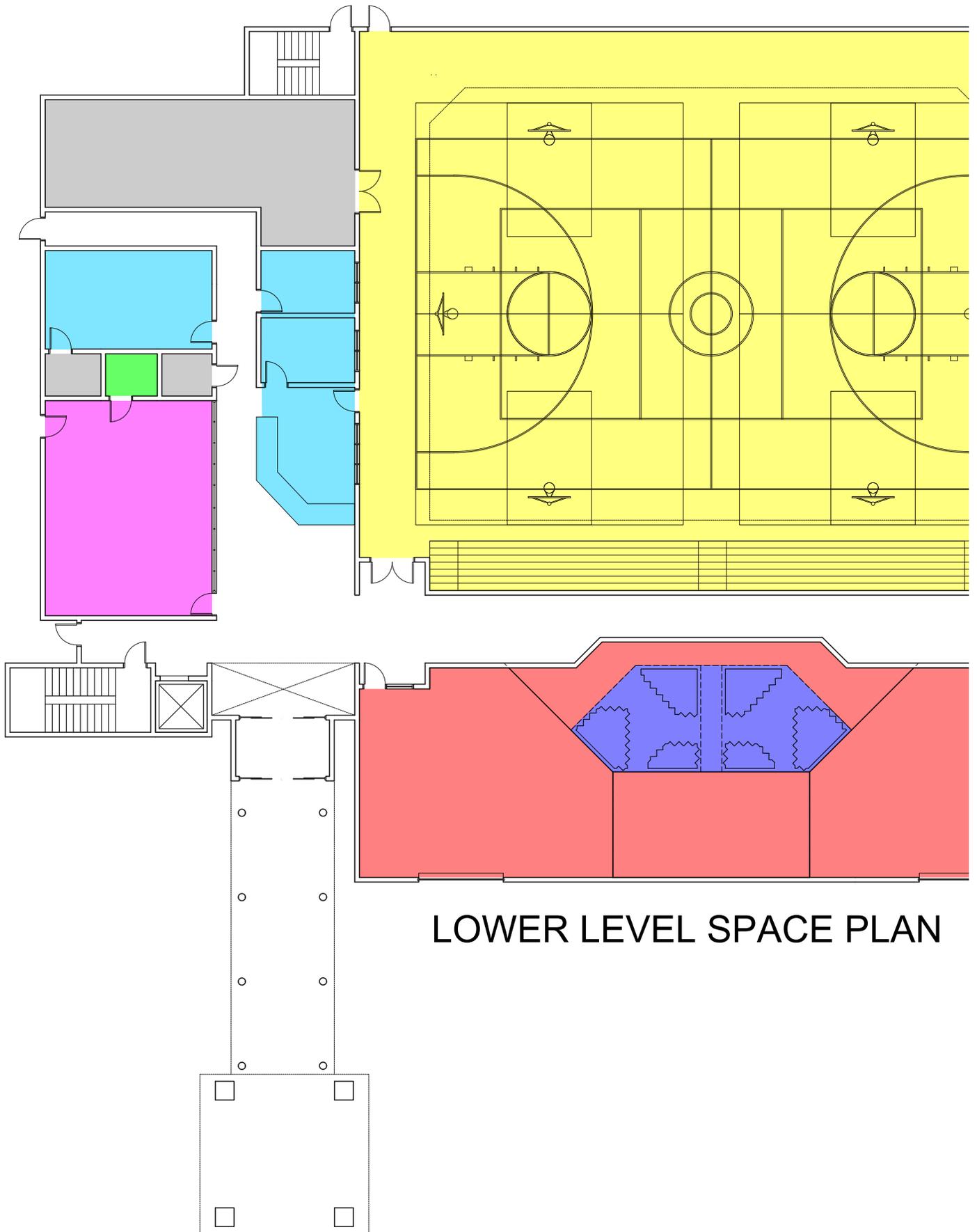
- Allowing for both youth and adult activities
- Flexible activities/options for kids
- Indoor walking/running options
- Large windows/glass walls to view the outdoors
- Open view into other workout areas
- Track around the courts/gym
- Large, multi-level open spaces
- Place to work or relax while kids play
- Climbing wall / kids and adults
- Multi-purpose courts for a variety of sports
- Active computer center
- Interesting obstacles and programming
- Separate play area for 2 to 5 age range
- Open space for free play with kids and adults
- Open lobby for meeting people/inviting
- Bright and colorful space
- Flex space for a variety of meetings/special occasions/performances

Recommendation #5:

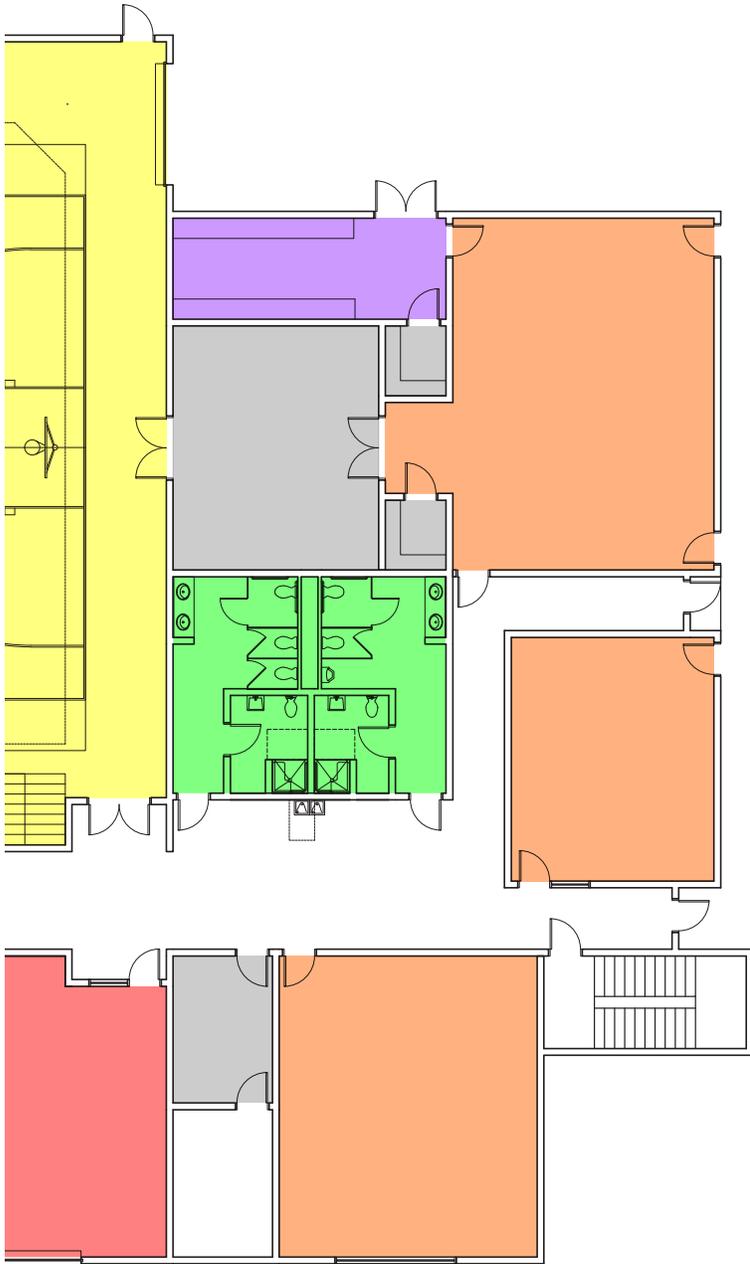
Based upon an assumption of 30,000 square feet of net programmed space, if the city considers constructing a new indoor recreation facility, at a minimum, the new facility will need to have a total gross floor area of between 37,500 square feet and 40,000 square feet.

Overview: Based upon the survey results for the desired space programming, and the space programming station manned during the community input sessions, a 30,000-net square foot building (37,500 to 40,000 gross square feet) can accommodate the indoor recreation activities to be accommodated within a new indoor recreation facility. On the pages that follow, conceptual space programming plans are displayed that demonstrate three prototypical floor plans for a facility that could meet the programming needs for a West Burlington Indoor Recreation Facility.

FIGURE 18: CONCEPTUAL SPACE PLAN - LOWER LEVEL



LOWER LEVEL SPACE PLAN



± 22,000 SQ FT

CONCEPTUAL SPACE PLAN

WEST BURLINGTON INDOOR RECREATION CENTER

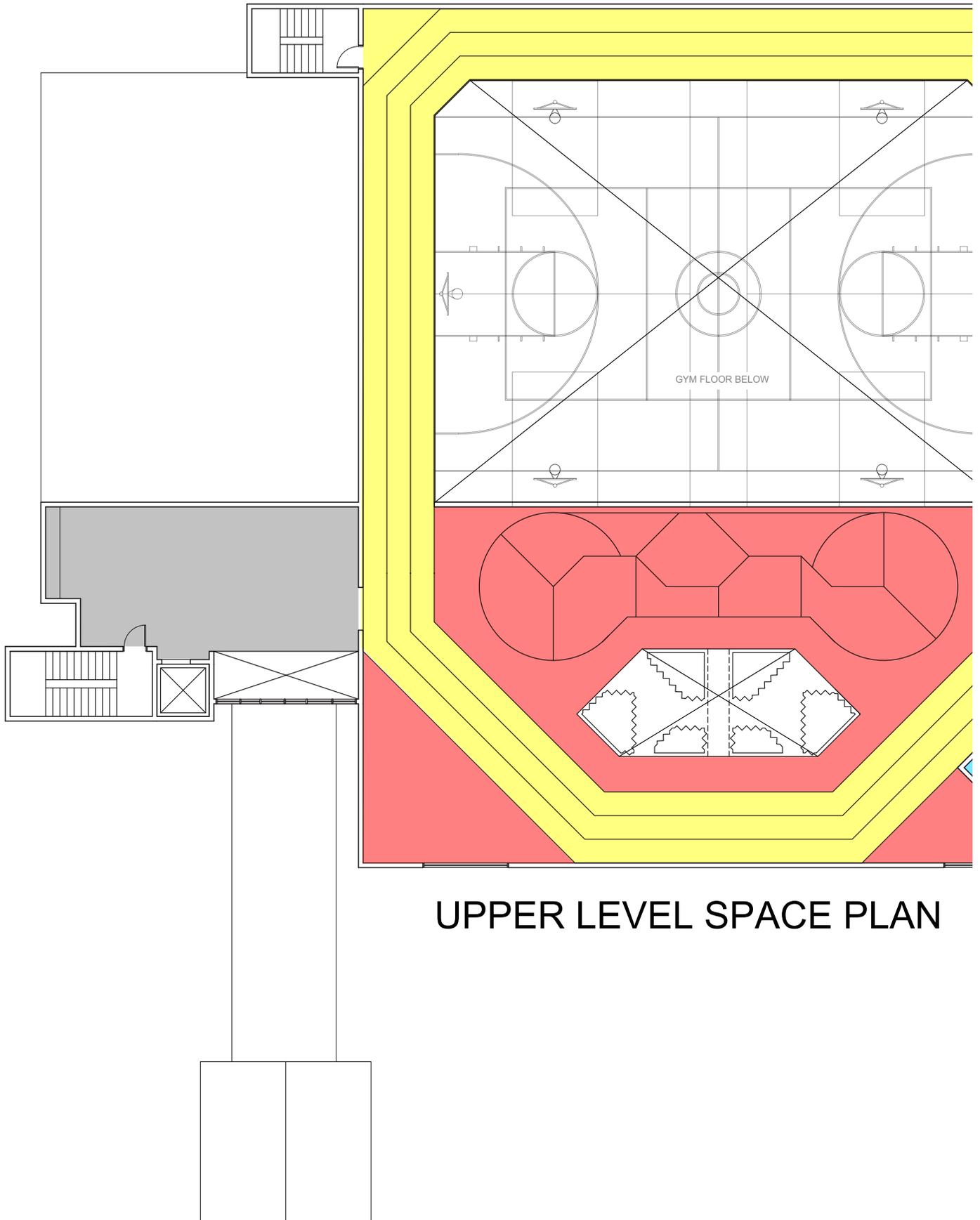
LEGEND

-  MULTIPURPOSE GYM
-  INDOOR PLAY AREAS
-  CLIMBING WALLS
-  SECURED CHILDRENS AREA
-  ACTIVITY ROOMS
-  KITCHEN
-  OFFICE/STAFF
-  TOILETS
-  STORAGE

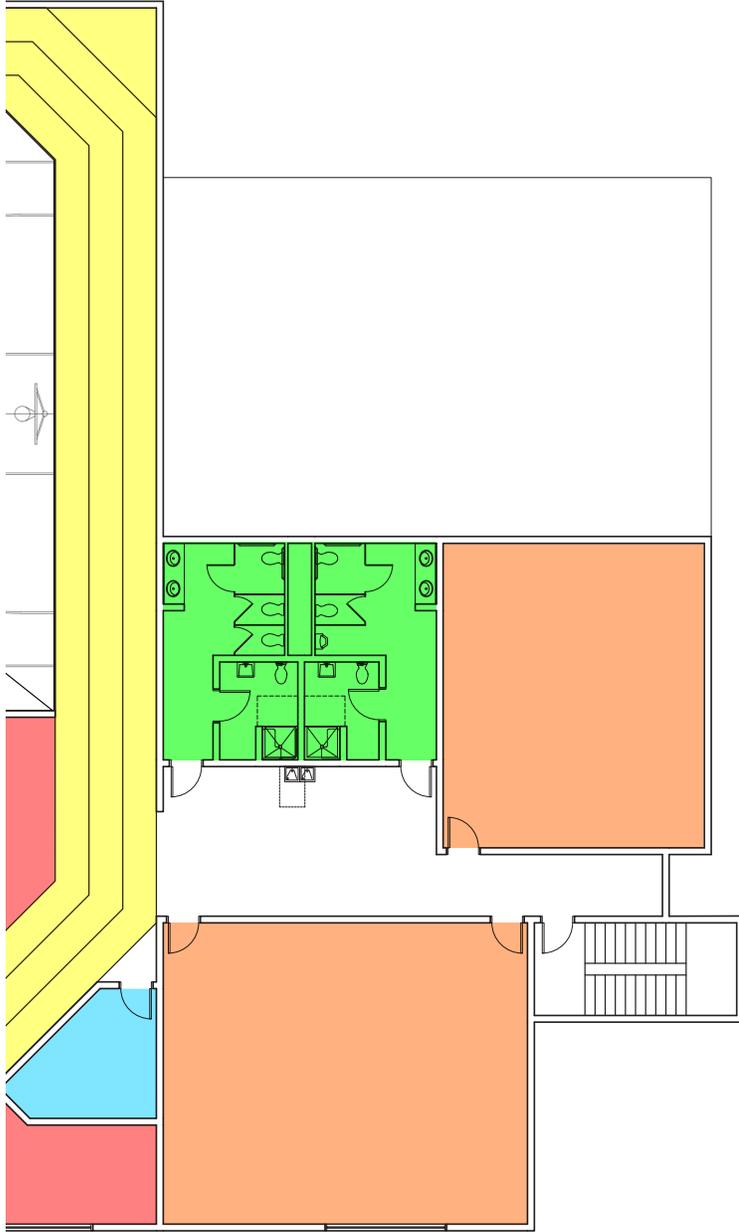


MOSER
MAYER
PHOENIX
ASSOCIATES, PA

FIGURE 19: CONCEPTUAL SPACE PLAN - UPPER LEVEL



UPPER LEVEL SPACE PLAN



± 12,500 SQ FT

CONCEPTUAL SPACE PLAN

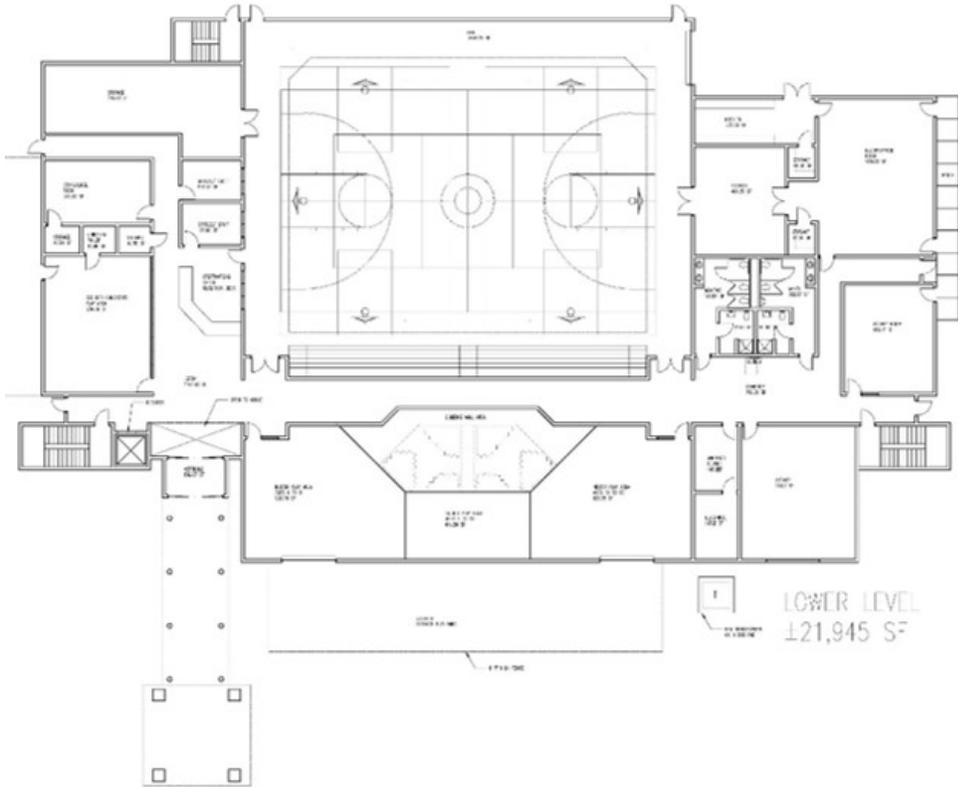
WEST BURLINGTON INDOOR RECREATION CENTER

LEGEND

- JOGGING/WALKING TRACK
- INDOOR PLAY AREAS
- ACTIVITY ROOMS
- LOUNGE
- OFFICE/STAFF
- TOILETS

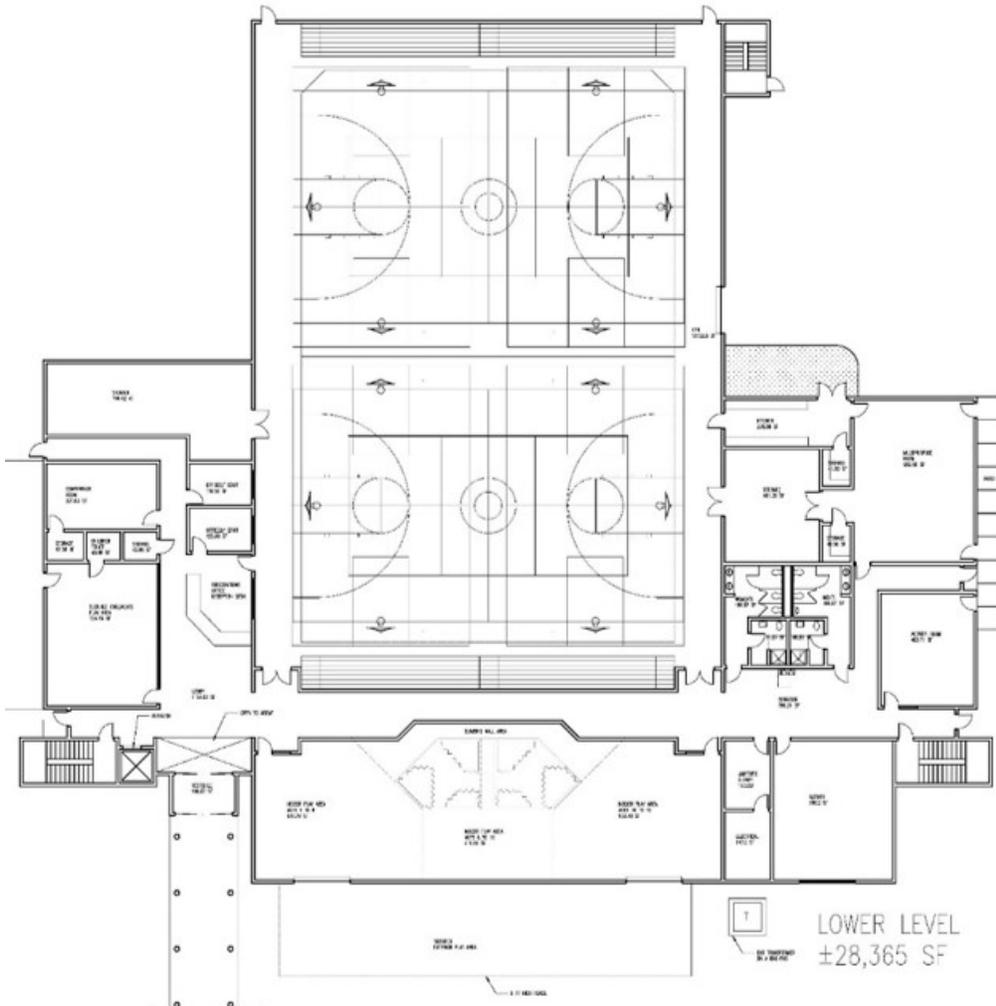


MOSER
MAYER
PHOENIX
ASSOCIATES, PA



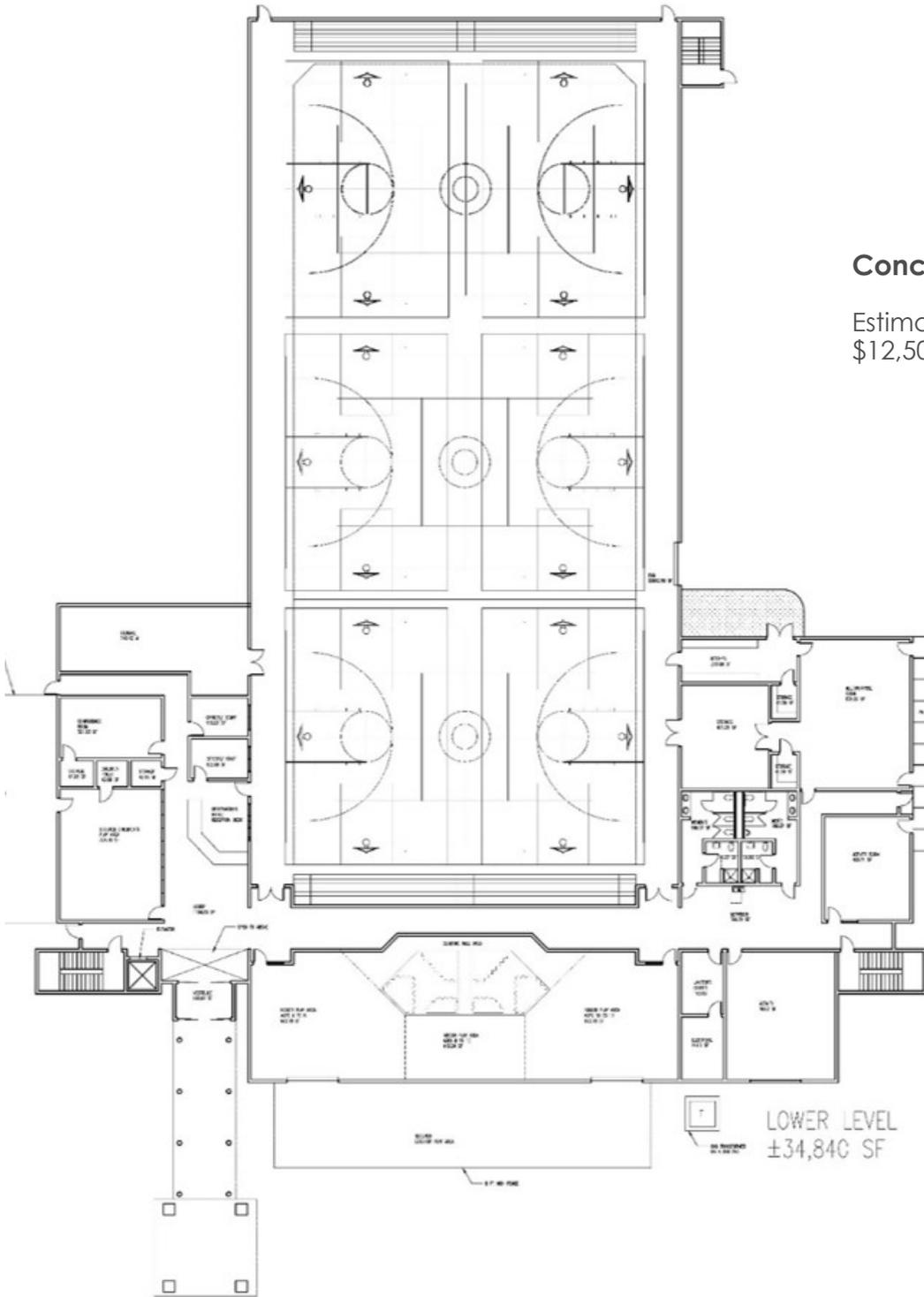
Conceptual Option 1

Estimated Cost:
\$8,500,000



Conceptual Option 2

Estimated Cost:
\$10,500,000



Conceptual Option 3

Estimated Cost:
\$12,500,000

Conceptual Indoor Recreation Facility Layouts

The images displayed on pages 38 and 39 demonstrate how an indoor recreation facility can be designed to accommodate a variety of programming needs and expansion over time. The estimated costs are inclusive of all construction costs; however, they do not include land acquisition costs.

FIGURE 20: CONCEPTUAL SITE PLAN RENDERING WITH EXPANSION OPTIONS

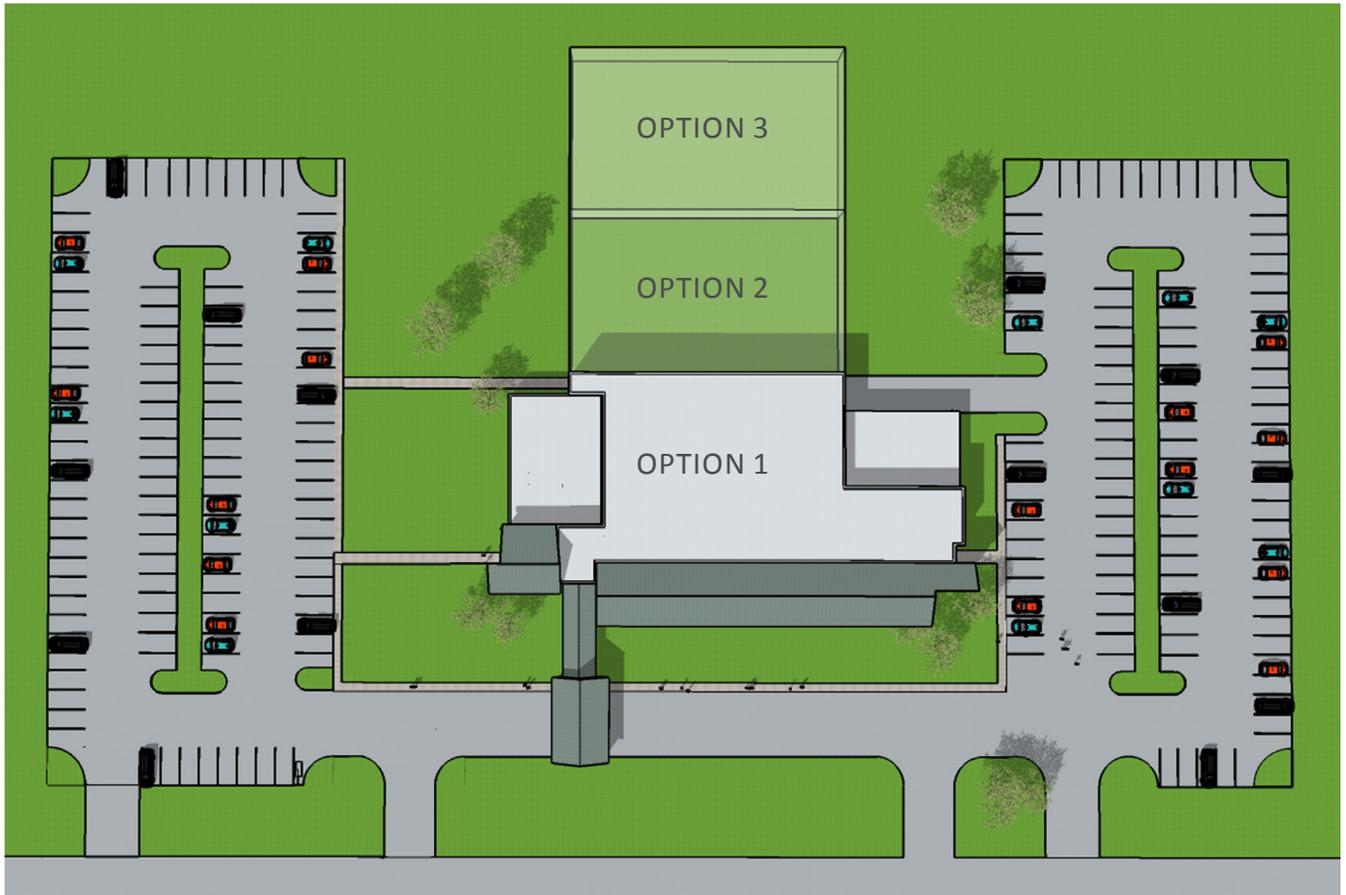


FIGURE 21: CONCEPTUAL RENDERING BIRD'S EYE VIEW - OPTION 1



FIGURE 22: CONCEPTUAL RENDERING BIRD'S EYE VIEW - OPTIONS 1, 2 & 3



FIGURE 23: CONCEPTUAL RENDERING BIRD'S EYE VIEW - OPTIONS 1, 2 & 3



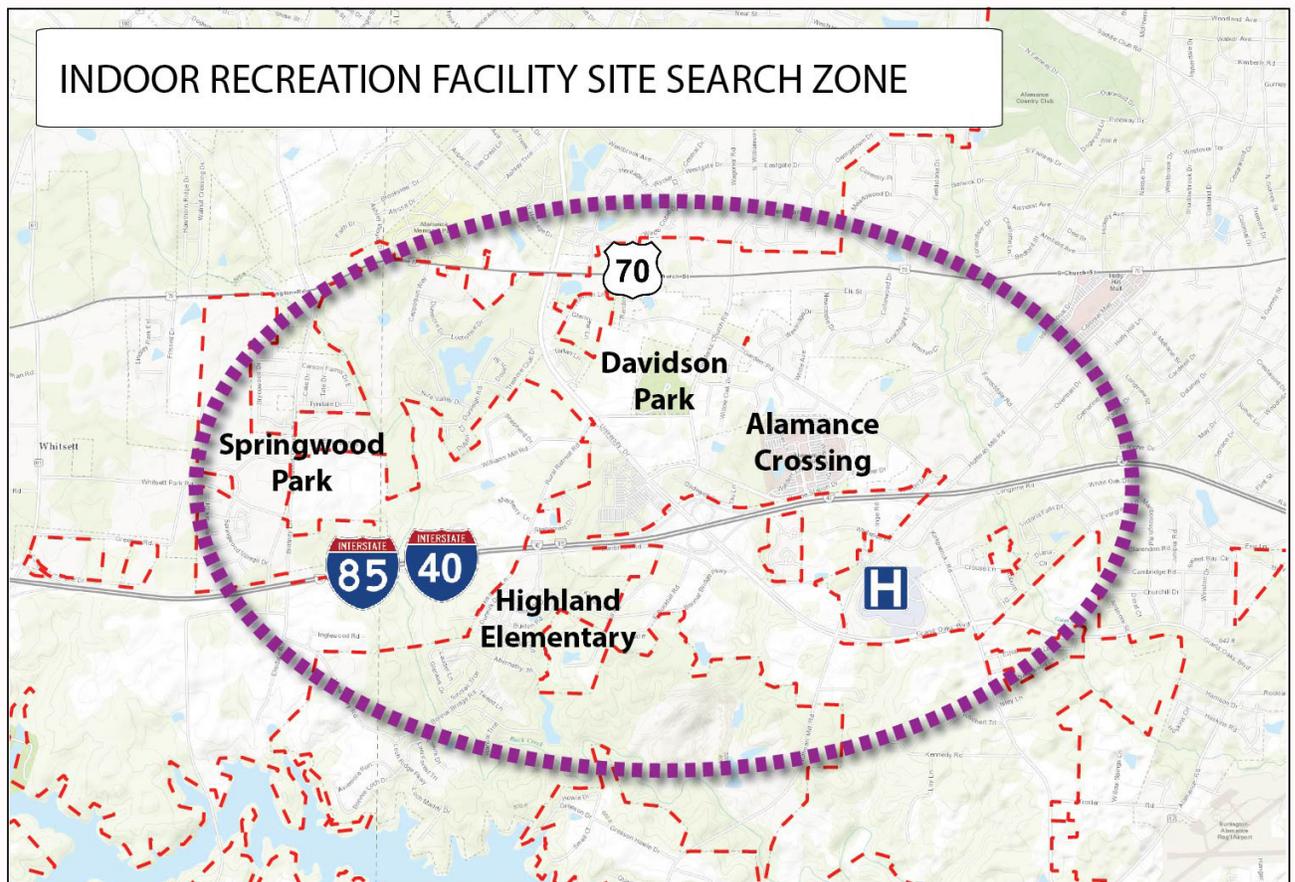
Recommendation #6:

The city should consider several areas/sites, not just one, for the potential location of a new recreation facility in west Burlington.

Overview: Only 15 people participated in the exercise to select a potential site. 10 people selected Davidson Park, while 2 people identified the old movie theater on Church Street as a possible location. The area around University and Church Street, Springwood Park, and Highland Elementary School were each identified by one person. While Davidson Park and the other suggested areas are strong location for the potential indoor recreation facility, other location factors should be considered, including, but not limited to, convenient access to the interstate, public transportation, biking/ hiking trails, and future population growth. Ultimately, once the programming is selected for the potential facility, a site will be selected based on those criteria, the size of the facility, accessibility, costs of the land and related factors.

The map below displays the general site search area that should be considered for the location of an indoor recreation facility in west Burlington.

FIGURE 24: INDOOR RECREATION FACILITY SITE SEARCH ZONE



Recommendation #7:

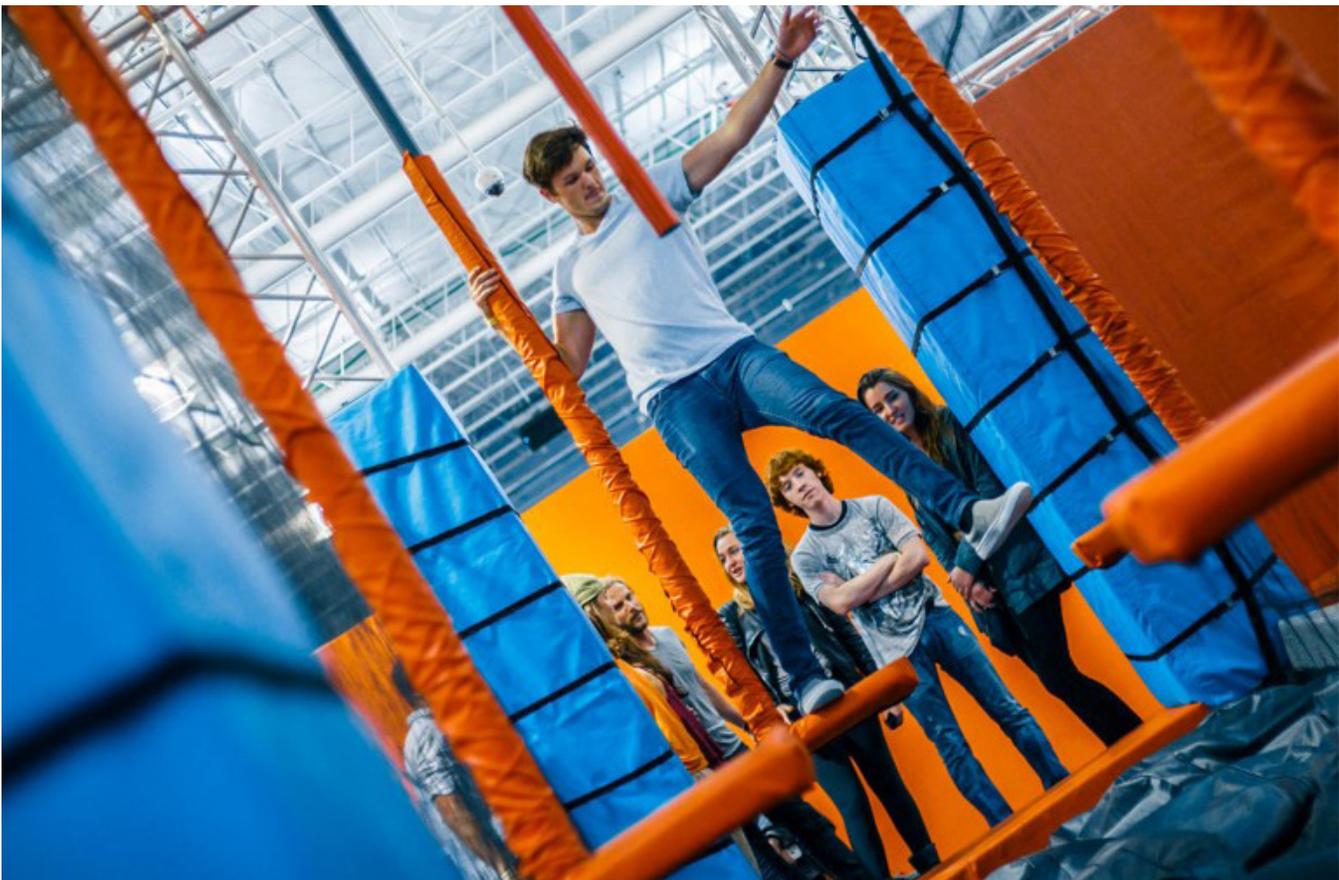
The city should consider how the new indoor recreation facility could be “packaged” with the city’s other recreation facilities to attract more out-of-town participants in order to have a positive economic impact (i.e. attract more groups that would come into Burlington than families that commute to other outside locations).

Recommendation #8:

The city should engage other organizations as part of the decision-making process on potential facilities location, and programming, to maximize community resources among similar interest. Several of these groups might include:

- Impact Alamance
- Alamance Regional Health Systems
- Alamance County YMCA

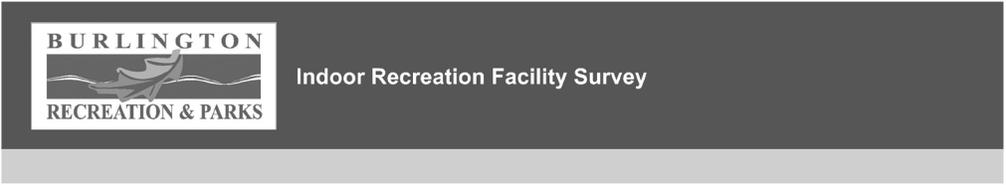
FIGURE 25: INDOOR RECREATION FACILITY OBSTACLE/CHALLENGE COURSE CONCEPT



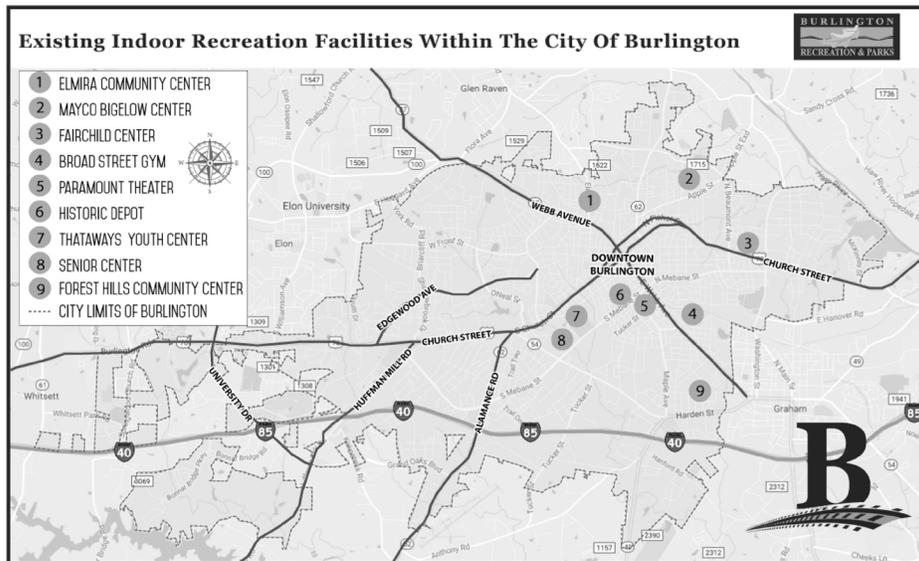
BURLINGTON
Recreation & Parks

APPENDIX

The online survey instrument utilized during the study process is displayed on the pages that follow.



The City of Burlington is studying the possibility of building a new indoor recreation facility in the western part of the city and would like your input as the City begins to develop its plans. The City currently operates 2 community centers with gyms, and 4 smaller centers with programming and meeting space. The indoor recreation centers are shown on the map below.



Please take a few moments to tell us how you currently use recreation and parks facilities and let us know what type of facilities and programs you would like to see in the future. Your input will play a valuable role in shaping the future of recreation in Burlington.

In addition to this survey, the City encourages your involvement through in community workshops being planned for March 2nd and March 4th as follows:

March 2

6:30pm - 8:30pm

John Robert Kernodle Senior Center

1535 S. Mebane Street, Burlington

March 4

10am - 12noon

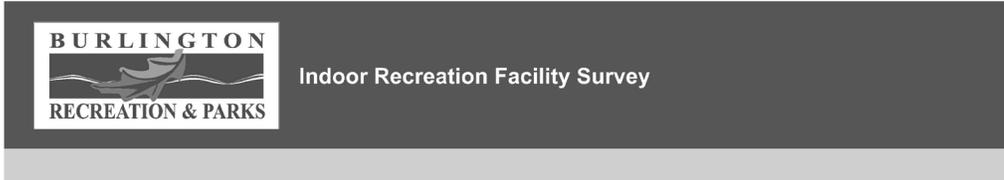
Fellowship Hall of Trinity Worship Center

3157 S. Church Street, Burlington

Please share the survey link with friends and family to help us reach as many of Burlington's residents as possible!

1. In the last 12 months, have you or a family member visited any of the following community recreation facilities and how often? (Check all that apply)

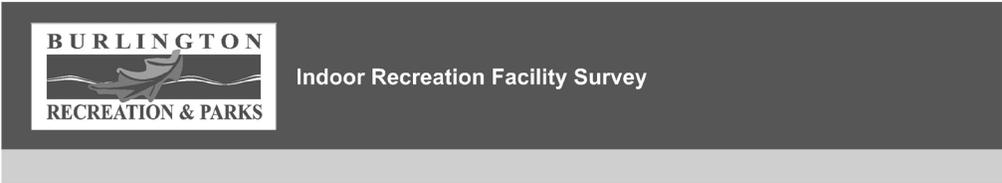
	Never	1 – 10 times per year	10 or more times per year
Burlington Tennis Complex	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Burlington YMCA	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City Park Amusement Area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fairchild Community Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Joe Davidson Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kernodle Senior Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lake Mackintosh, Lake Cammack or Guilford Park & Marina	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mayco Bigelow Community Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maynard Aquatics Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Private gyms (Gold's, The Edge, Anytime Fitness, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Splash Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Springwood Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)	<input type="text"/>		



2. Are the current recreation center facilities offered by the City meeting your needs?

- Yes
- No

3. If you checked no, what type of indoor facilities should the City consider offering?



4. Do you or family members travel outside of the City of Burlington to meet any of your indoor recreational needs?

- Yes
- No

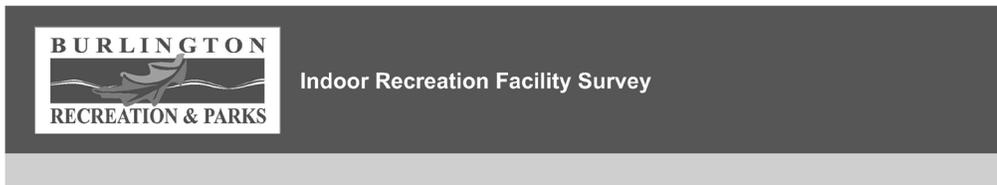
5. If you checked yes, which indoor recreational facilities outside of Burlington are you traveling to?

6. How satisfied are you with the number of indoor recreation facilities offered by the City?

Dissatisfied Somewhat Dissatisfied Completely Satisfied Satisfied but could use improvement

7. How would you rank your current satisfaction level with the quality of indoor recreation facilities in the City?

Dissatisfied Somewhat Dissatisfied Completely Satisfied Satisfied but could use improvement



8. From the following list, please check ALL of the potential indoor programming spaces you and members of your household would use (in an existing or future indoor facility).

- Arts and crafts room
- Climbing wall
- Dance class space
- Indoor child play area
- Indoor/Outdoor flex space
- Intergenerational Wellness Programming
- Leisure space with Wi-Fi/gamming/billiards
- Multi-court gym for basketball/volleyball/ pickleball
- Performing arts area
- Space for meetings, birthday parties, etc.
- Space for teens/gathering
- Senior adult program area
- Special needs / underserved population programming and facilities
- Table/Table Tennis
- Walking and jogging track
- Other (please specify)

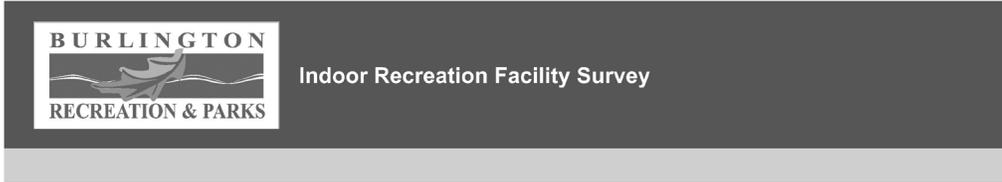
9. From the following list, please rank the top five (#1 - #5) indoor programming spaces you and members of your household would use (in an existing or future indoor facility).

	#1 Choice	#2 Choice	#3 Choice	#4 Choice	#5 Choice
Arts and crafts room	<input type="radio"/>				
Climbing wall	<input type="radio"/>				
Dance class space	<input type="radio"/>				
Indoor child play area	<input type="radio"/>				
Indoor/Outdoor flex space	<input type="radio"/>				
Intergenerational Wellness Programming	<input type="radio"/>				
Leisure space with Wi-Fi/gamming/billiards	<input type="radio"/>				
Multi-court gym for basketball/volleyball/pickleball	<input type="radio"/>				
Performing arts area	<input type="radio"/>				
Space for meetings, birthday parties, etc.	<input type="radio"/>				
Space for teens/gathering	<input type="radio"/>				
Senior adult program area	<input type="radio"/>				
Special needs / underserved population programming and facilities	<input type="radio"/>				
Table/Table Tennis	<input type="radio"/>				
Walking and jogging track	<input type="radio"/>				

10. If you do not participate in the City of Burlington recreation and parks, why not? (Choose all that apply)

- Activities I like are not provided
- Facilities are not close enough for convenience
- Facilities are not handicapped accessible
- Fees are too high for activities or facilities
- I do not have the skills to participate
- Lack of time
- No public transportation
- Not interested in parks and recreation
- Programs are not offered at a time I can use them

Other (please specify)



Tell us about you! While this is an anonymous survey, we ask that you take a moment to help us better understand the needs of the survey respondents.

11. What is your relationship to Burlington? (Select all that apply)

- I live in Burlington
- I work in Burlington
- I own property in Burlington
- Other (please specify)

12. Please tell us how many people in your household fall within each age category? (Optional)

0-6 years of age	<input type="text"/>
7-12 years of age	<input type="text"/>
13-17 years of age	<input type="text"/>
18-30 years of age	<input type="text"/>
31-50 years of age	<input type="text"/>
51-65 years of age	<input type="text"/>
66 & over years of age	<input type="text"/>

13. Please check the zip code area where you live.

- 27215
- 27217
- Other (please specify)



BURLINGTON
RECREATION & PARKS

Indoor Recreation Facility Survey

14. Please feel free to make additional comments in the space below.

15. Thank you for taking time to complete the survey. If you would like to receive updates on the assessment progress, please provide your email address below. You will receive periodic updates and your email address will only be shared with the project team.

Email Address

