City of Carroll

112 E. 5th Street Carroll, Iowa 51401-2799 (712) 792-1000 FAX: (712) 792-0139

MEMO TO: Mike Pogge-Weaver, City Manager MJP-W

FROM: Jack Wardell, Director of Parks and Recreation JW

DATE: November 19, 2019

SUBJECT: Carroll Recreation Center Building Improvements Concept Planning and Feasibility Study Workshop - 2019

On May 13, 2019, the City Council approved a Fee Proposal from RDG to do the Carroll Recreation Center Building Improvements Concept Planning and Feasibility Study. The Carroll Recreation Center Building Improvements committee met with the architects to assist with the development of the plan that will be presented by RDG Planning and Design along with the Market Analysis and Operational Planning from Ballard King & Associates.

POTENTIAL SCHEDULE:

Authorization to proceed	May 13, 2019	**Completed**
Preparation for kick-off workshop	May 14-28, 2019	**Completed**
Workshops	May 29, 2019	**Completed**
	June 19, 2019	**Completed**
	July 17, 2019	**Completed**
	October 16, 2019	**Completed**
Delivery of final exhibits	November 18, 2019	**Completed**
Presentation to City Council	November 25, 2019	
Set Special Election for referendum	January 13, 2020	
Bond referendum	March 3, 2020	

The presentation will cover five components of the project:

- Program Spaces & Costs
- Floor Plan Concepts
- Exterior / Interior rendering Images
- Market Analysis and Operational Planning
- Community Survey Results

Attached to this memorandum is the plan.

RECOMMENDATION: For the Mayor and City Council to accept the plan and to give City Staff direction on how to proceed with the Carroll Recreation Center Building Improvements Plan.

attachment

RDg...
PLANNING • DESIGN

1869 Carroll 2019
150 YEARS

Carroll Recreation Center Building Improvements

Parks & Recreation Department
Carroll, Iowa

Carroll City Council Meeting

November 25, 2019

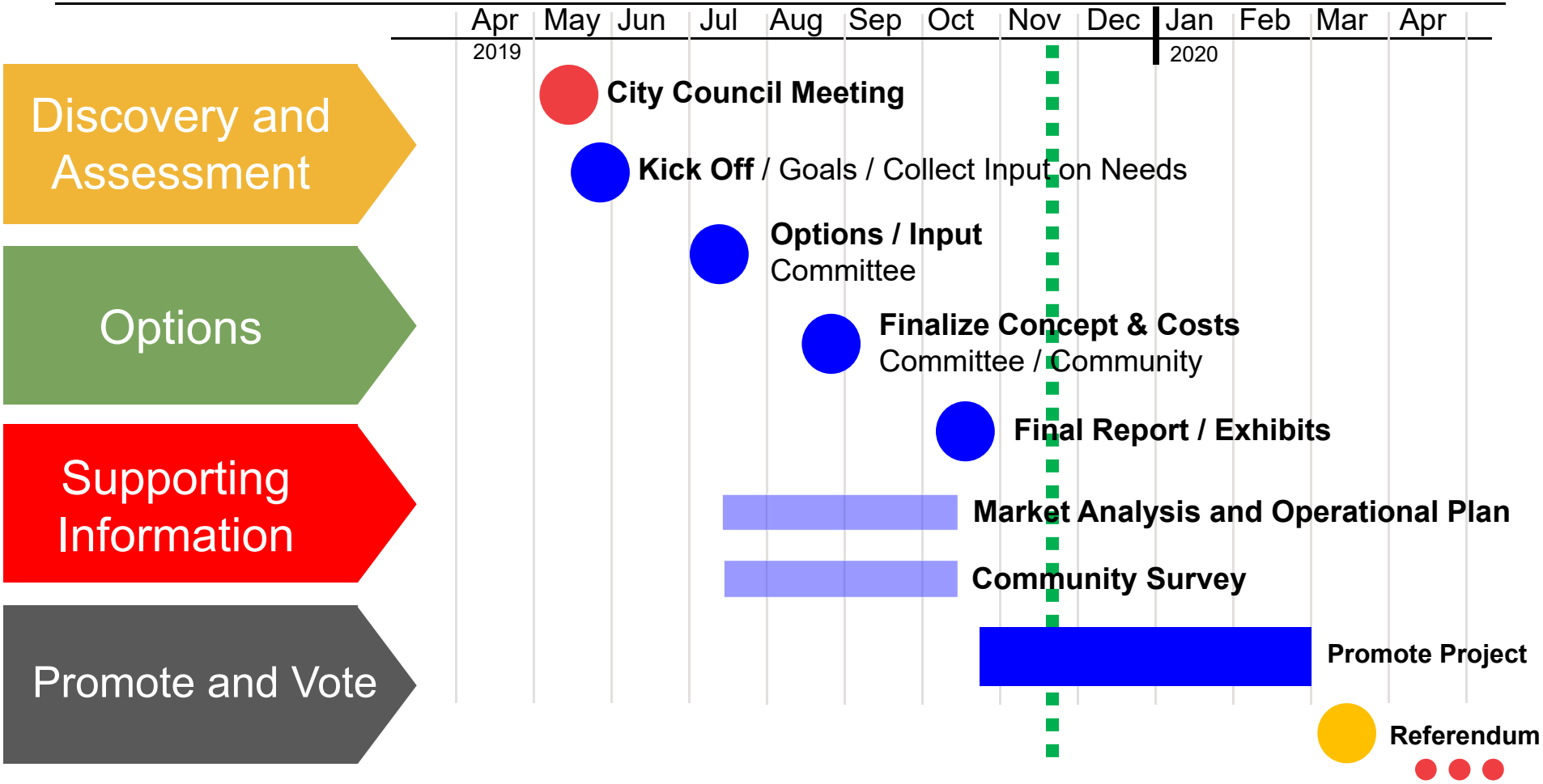
CRC

City of Carroll – Recreation Center > Agenda

- Review Schedule
- Review Program Spaces / Cost Estimate
- Review Floor Plan Concepts
- Review Renderings
  - Aquatics
  - Gymnasium Addition
  - Exterior
- Review Operational Plan / Report
- Review Survey Results / Report
- Next steps, working towards Spring Bond Referendum

Schedule

City of Carroll – Recreation Center > Schedule



Program Spaces and Costs

City of Carroll – Recreation Center > Spaces & Costs

Building Construction — 90% Net to Gross Ratio

SPACE NEEDS for PROPOSED FACILTY PROGRAM — **Community Recreation Center**

	Description	Qty	Occ	Occ Factor	SF-EA	Net SF	Unit Cost	Extension
1	**REMODELING**							$ 1,181,460
	Lockers					3,642		
101	Men's General Locker Room	1			1,525	1,525	$ 230	$ 350,750
102	Women's General Locker Room	1			1,525	1,525	$ 230	$ 350,750
103	Family Change Rooms	4	4	27	108	432	$ 230	$ 99,360
104	Universal Lockers	2	20	4	80	160	$ 200	$ 32,000
	Corridor and Games Area					2,180		
105	Games Area	1	-	-	1,460	1,460	$ 150	$ 219,000
106	Wet Classroom	1			530	530	$ 180	$ 95,400
107	Lifeguard Office	1			190	190	$ 180	$ 34,200
108	Corridor	1			0	0	$ 100	$ -
2	**POOL**					21,701		$ 4,984,000
201	Pool Tanks, Spray Pad, Piping, Systems,Features, Conc Deck, Elec	1			1	1	$ 2,300,000	$ 2,300,000
202	New Pool Building Enclosure	1	-	-	7,100	7,100	$ 200	$ 1,420,000
203	New Pool Equipment Room	1	-	-	800	800	$ 200	$ 160,000
204	New Pool Storage	1	-	-	0	0	$ 200	$ -
205	Remodel Existing Pool Enclosure (mech, elec, tile, ceiling, paint)	1	-	-	13,800	13,800	$ 80	$ 1,104,000
3	**GYM & OFFICES**					17,170		$ 3,096,500
301	1 Court Recreation Gymnasium	1	-	-	7,600	7,600	$ 180	$ 1,368,000
302	Gymnasium Storage	1	-	-	570	570	$ 150	$ 85,500
303	Jogging/Walking Track	1	-	-	5,600	5,600	$ 130	$ 728,000
304	Reinforce existing gym structure for suspended track	1						$ 200,000
305	New openings and paint in existing gym	1						$ 100,000
306	New Corridor at East End of Building	1	-	-	1,650	1,650	$ 200	$ 330,000
307	New Elevator	1	-	-	150	150	$ 400	$ 60,000
308	Move offices and control desk to west entrance	1	-	-	1,600	1,600	$ 100	$ 160,000
309	AC for existing gym							$ 65,000
	Subtotal (Net Square Feet)					44,693		$9,261,960
	Aggregate area required for walls, mechanical, janitor closets, IT systems, etc.					4,966	$ 240	$ 1,191,813
						49,659		
	Building Area (Gross Square Feet) & BUILDING CONSTRUCTION COST						$ 211	$ 10,453,773

City of Carroll – Recreation Center > Spaces

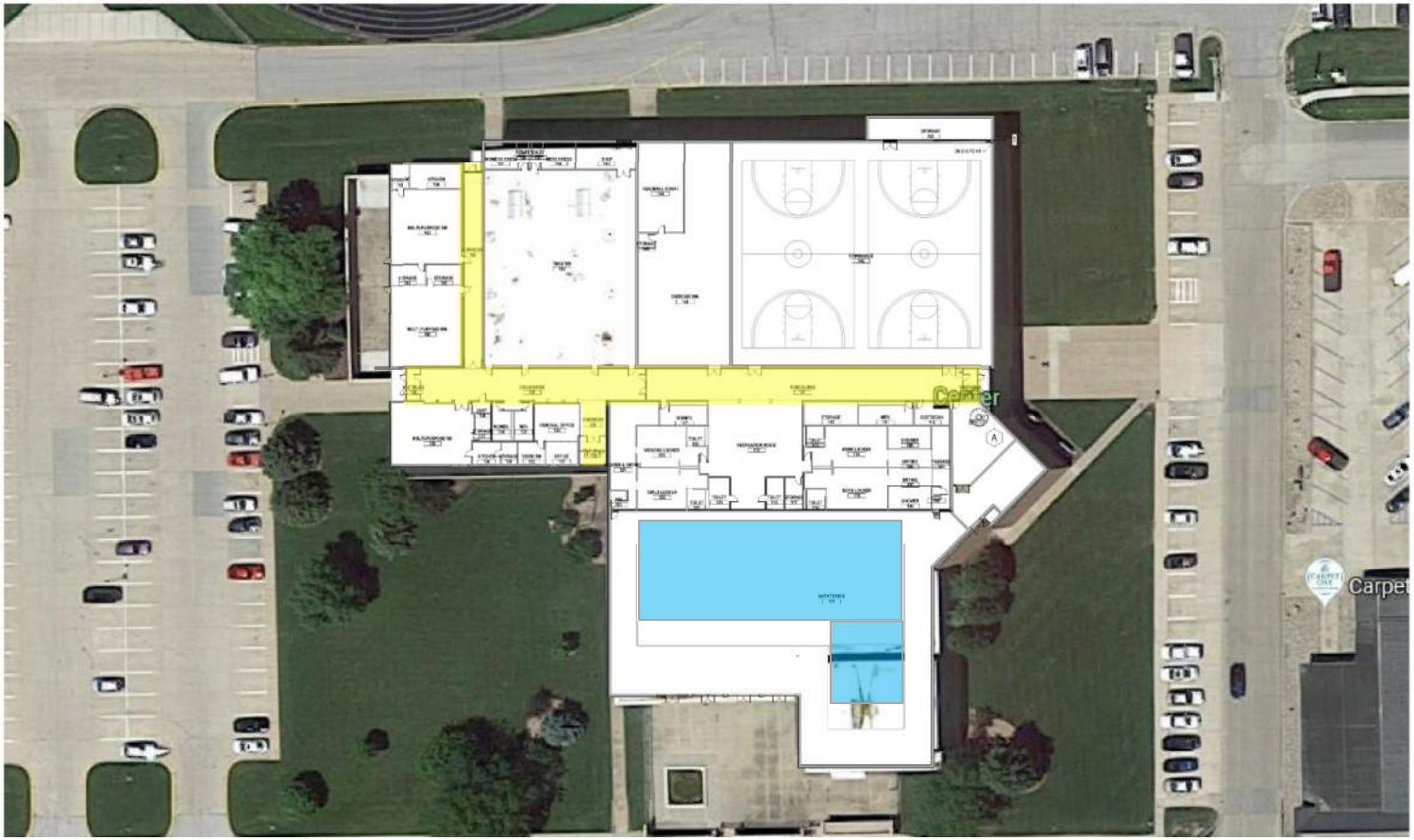
8	**OWNER COSTS**		
	Site Costs		
	Parking (not included)	$	-
	Site Excavation, Storm Water, Erosion Control	$	90,000
	Site Utilities (does not include elec and gas)	$	70,000
	Walks	$	35,000
	Site Lighting	$	35,000
	Site Signage (not included)	$	-
	Final Grading, Sod, Seed, and Landscape	$	50,000
	Soft Costs		
	Survey, Geotechnical, Construction Testing	$	50,000
	Permitting	$	20,000
	Furniture and Movable Equipment		
	Movable Equipment	$	100,000
	Design Fees and Expenses (7%)	$	751,364
	Misc.	$	-
	Contingency (10%)	$	1,090,377
	Total Owner / Soft Costs	$	2,291,741
	TOTAL PROBABLE PROJECT COST (TPC) - 2020 Dollars*	**$**	**12,745,515**

NOTES:

No work in existing building theatre, corridors, restrooms, cardio, racquetball, or multi-purpose rooms.
Includes HVAC upgrades for existing pool, gym, locker rooms, and remodeled area for offices and activity room.
Does not include new roofing, windows, nor replacement of exterior metal panels.
Does not include any outdoor patio adjacent to indoor pool.

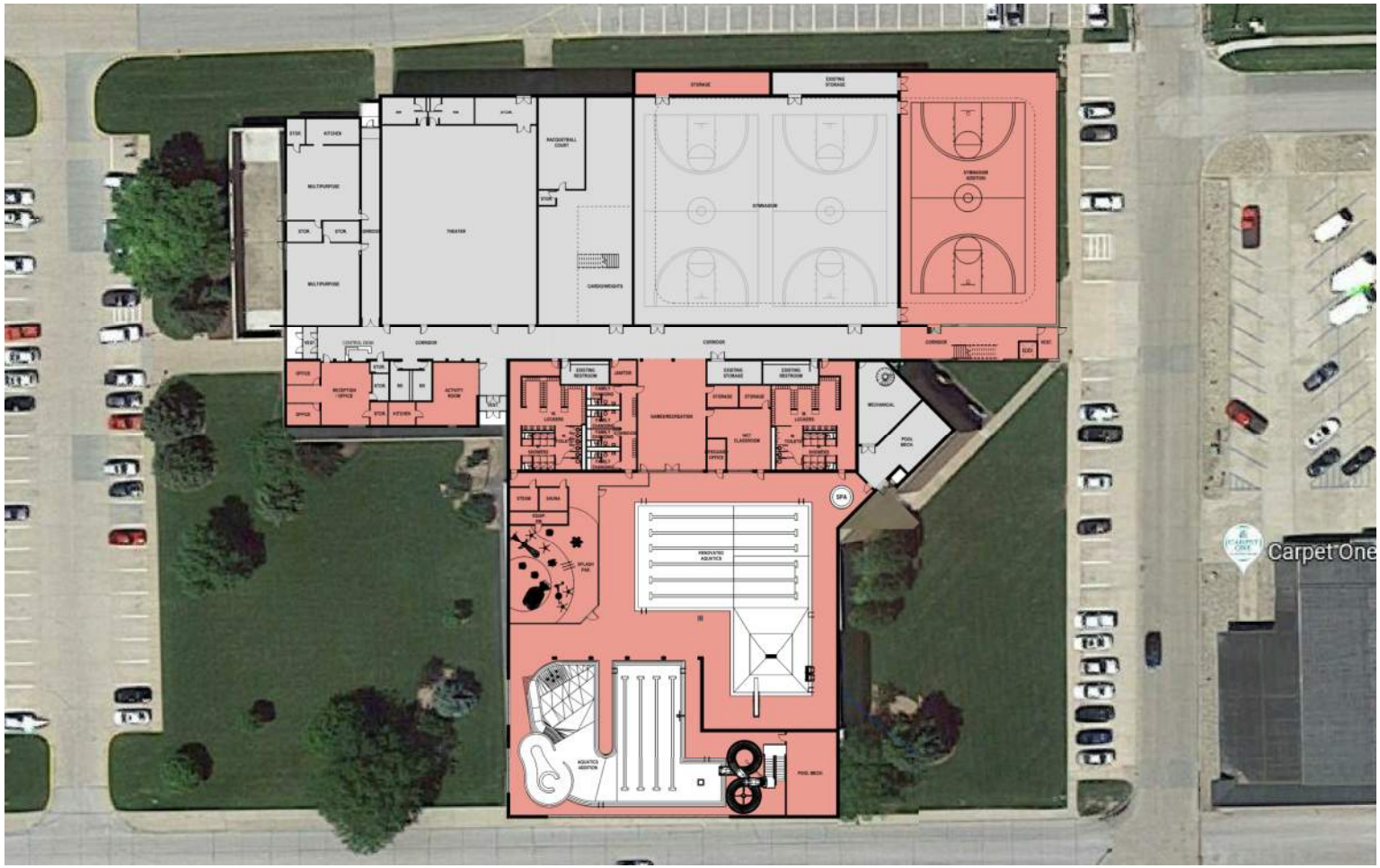
Floor Plan Concepts

City of Carroll – Recreation Center > Existing Floor Plan / Site Plan



City of Carroll – Recreation Center > Design Concept - NEW

FIRST FLOOR



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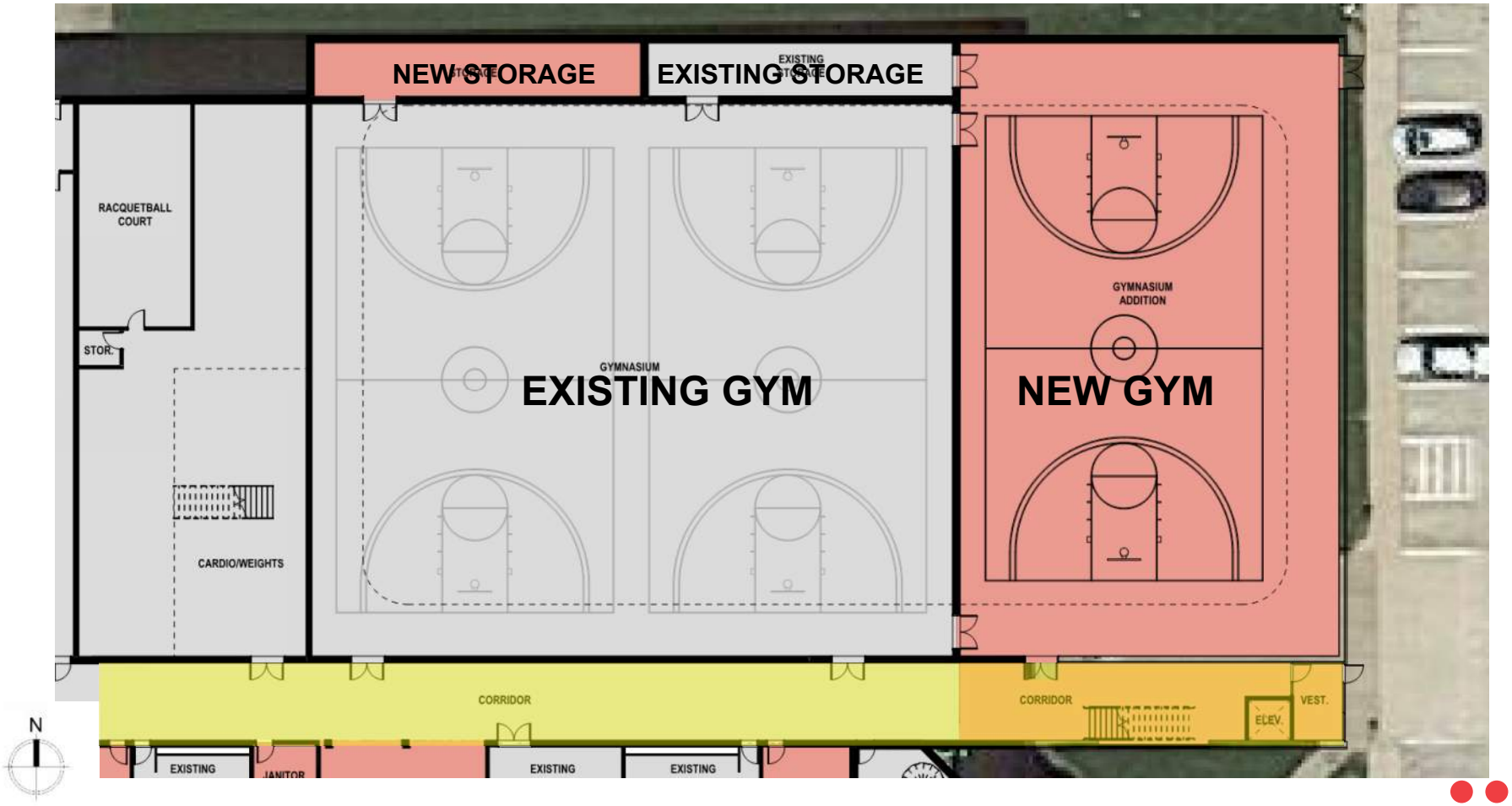
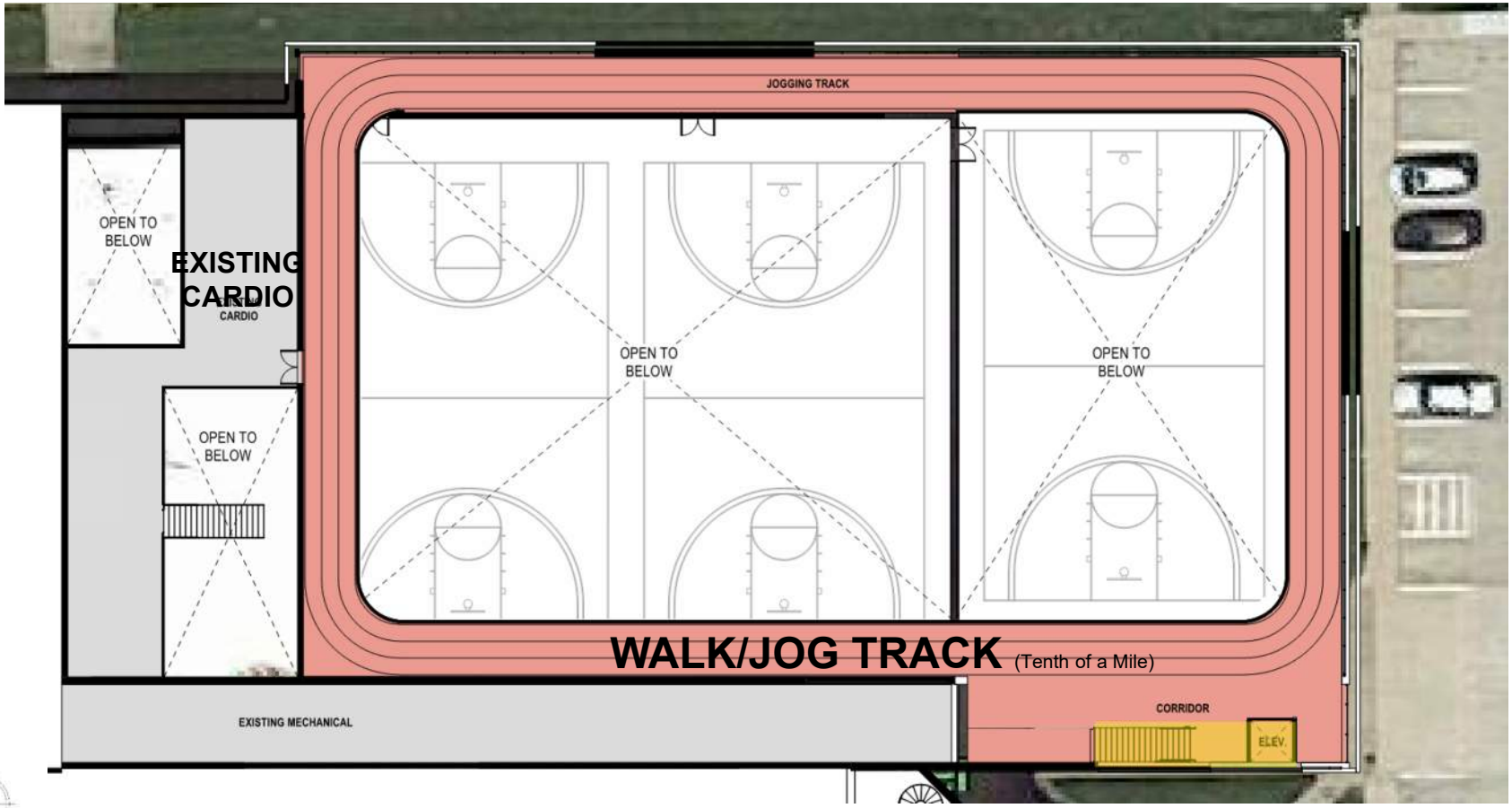
City of Carroll – Recreation Center > Design Concept – Gym - NEW

FIRST FLOOR



City of Carroll – Recreation Center > Design Concept – Gym - NEW

SECOND FLOOR



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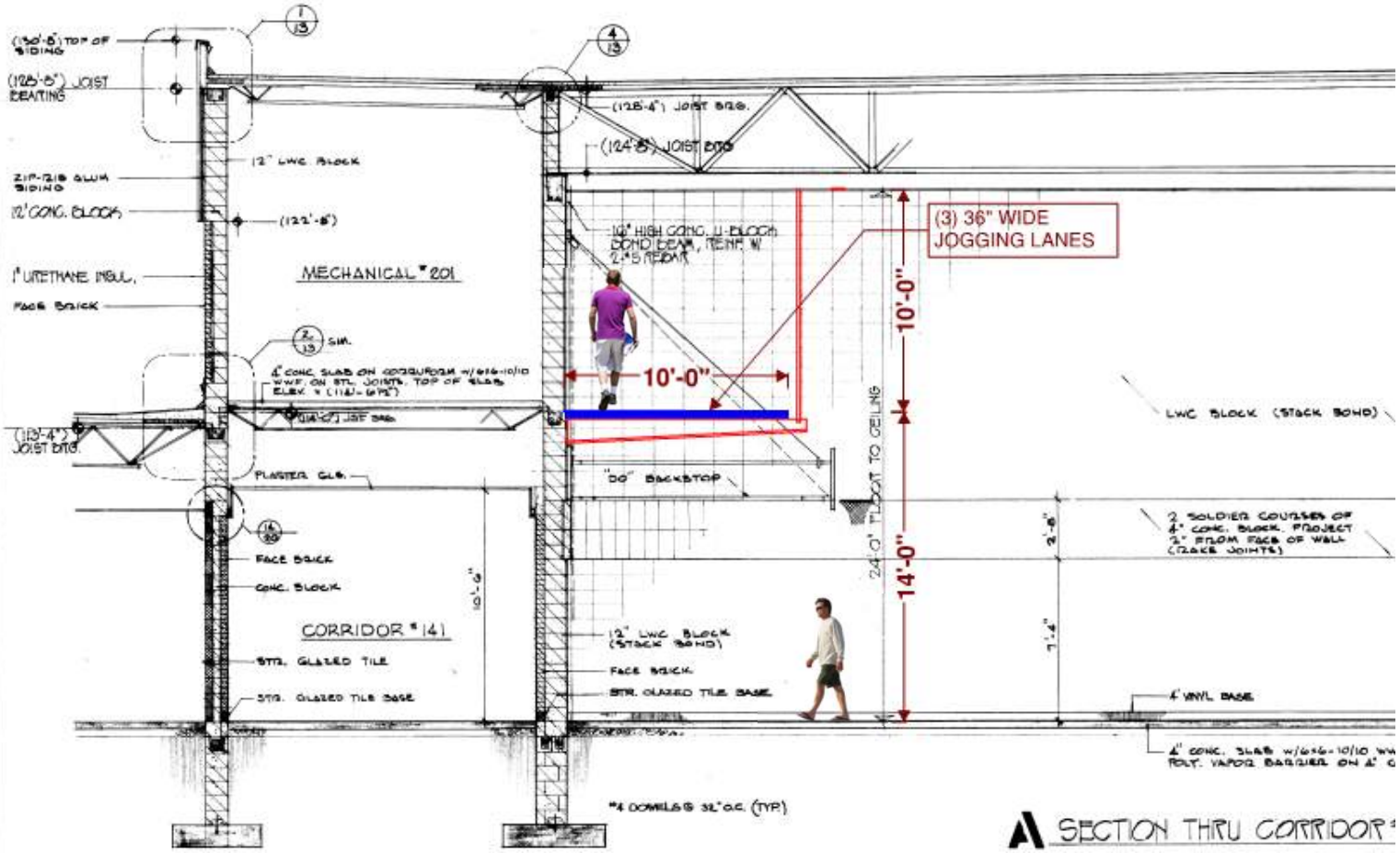
City of Carroll – Recreation Center > Design Concept – Walk/Jog Track

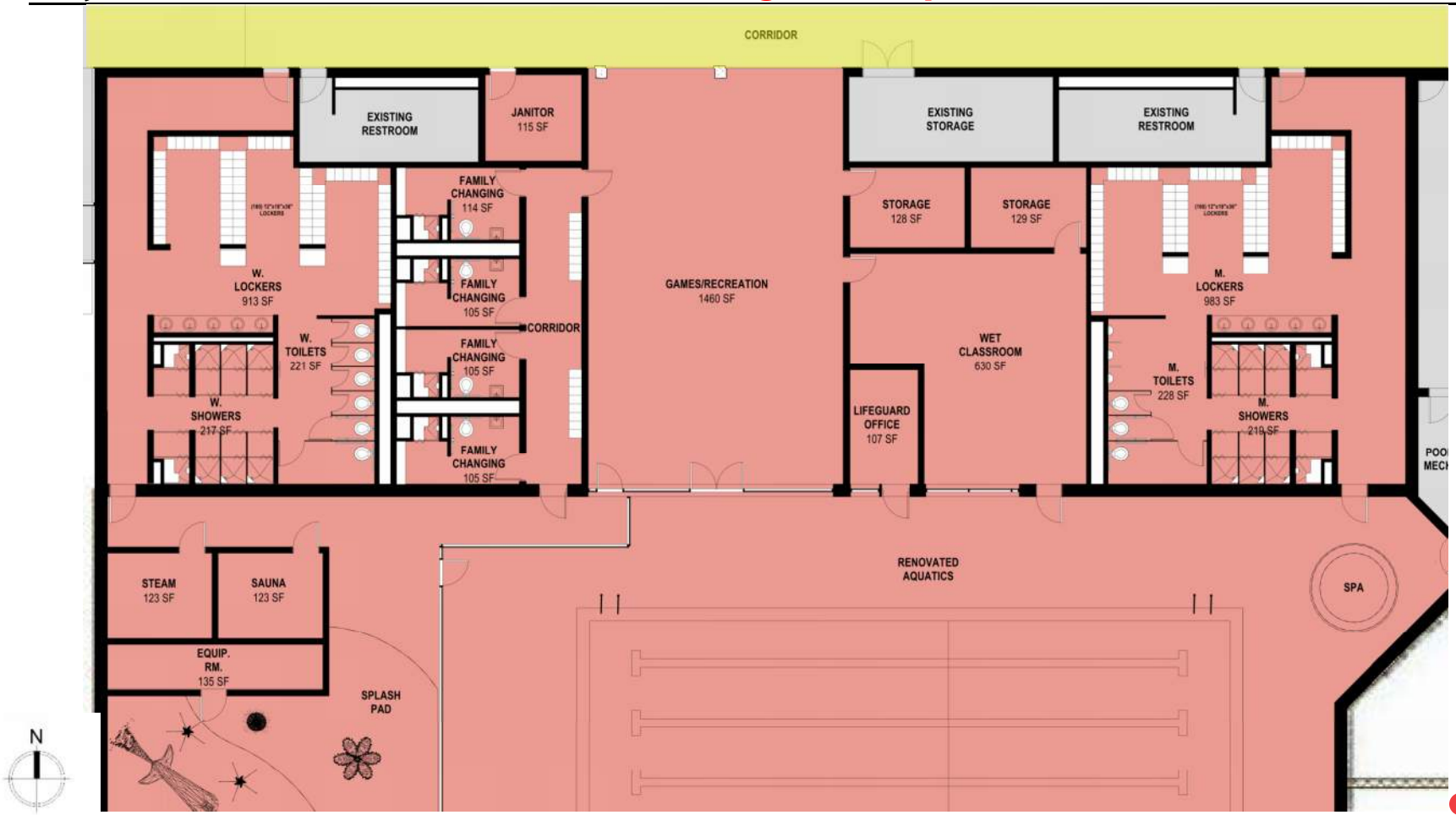


City of Carroll – Recreation Center > Design Concept – Existing

City of Carroll – Recreation Center > Design Concept – New Construction

N

City of Carroll – Recreation Center > Design Concept – Locker Rooms - NEW



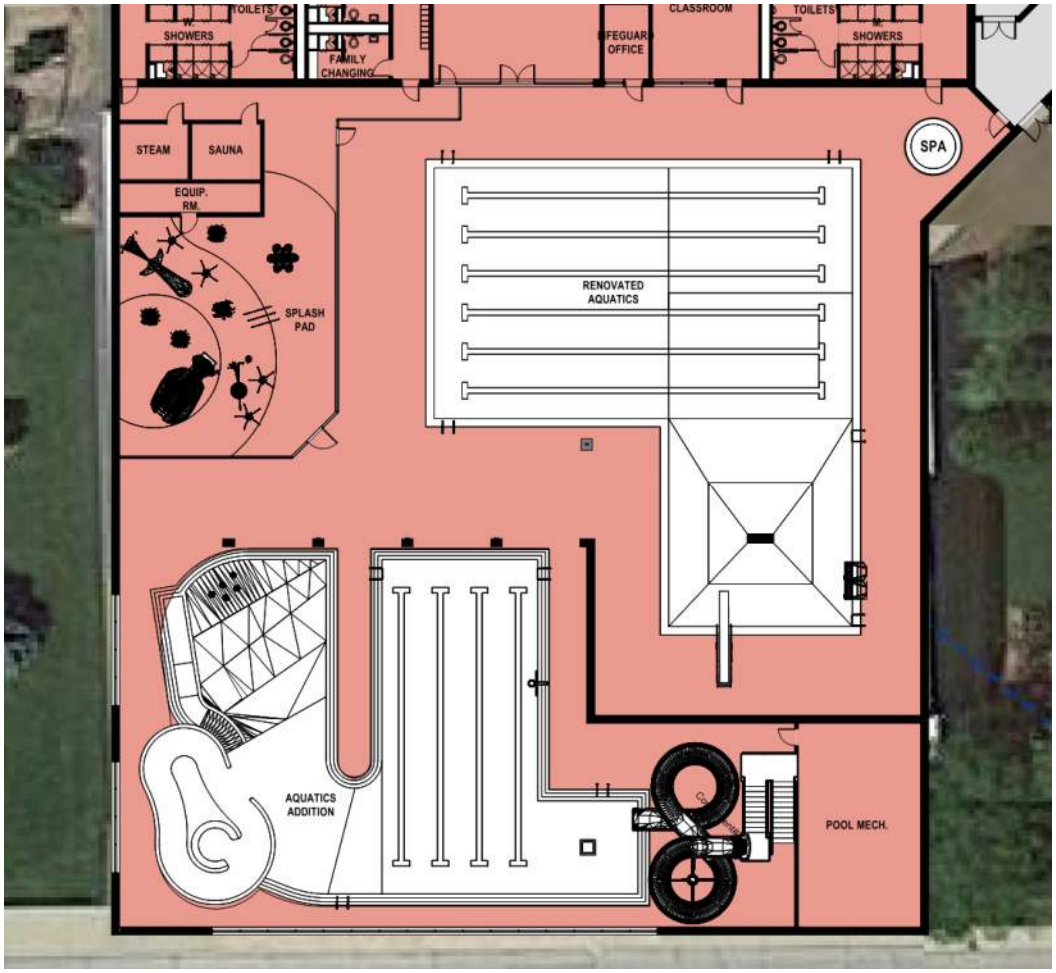
City of Carroll – Recreation Center > Aquatics Plan - NEW

Reuse:

- Six 25-Yard Lanes
- Diving Area w/ 1M Board
- Pool Water Treatment System
- Existing Water Area
    - 4,616 SF (Lap + Diving)
    - 1,610 SF (Shallow)
    - 6,226 Total

Proposed New:

- Four 20-Yard Lanes
- Zero Depth to 3'-0" Warm Pool
- Current Channel
- Plunge area for water slide
- Spray Pad



City of Carroll – Recreation Center > Aquatics Plan - NEW

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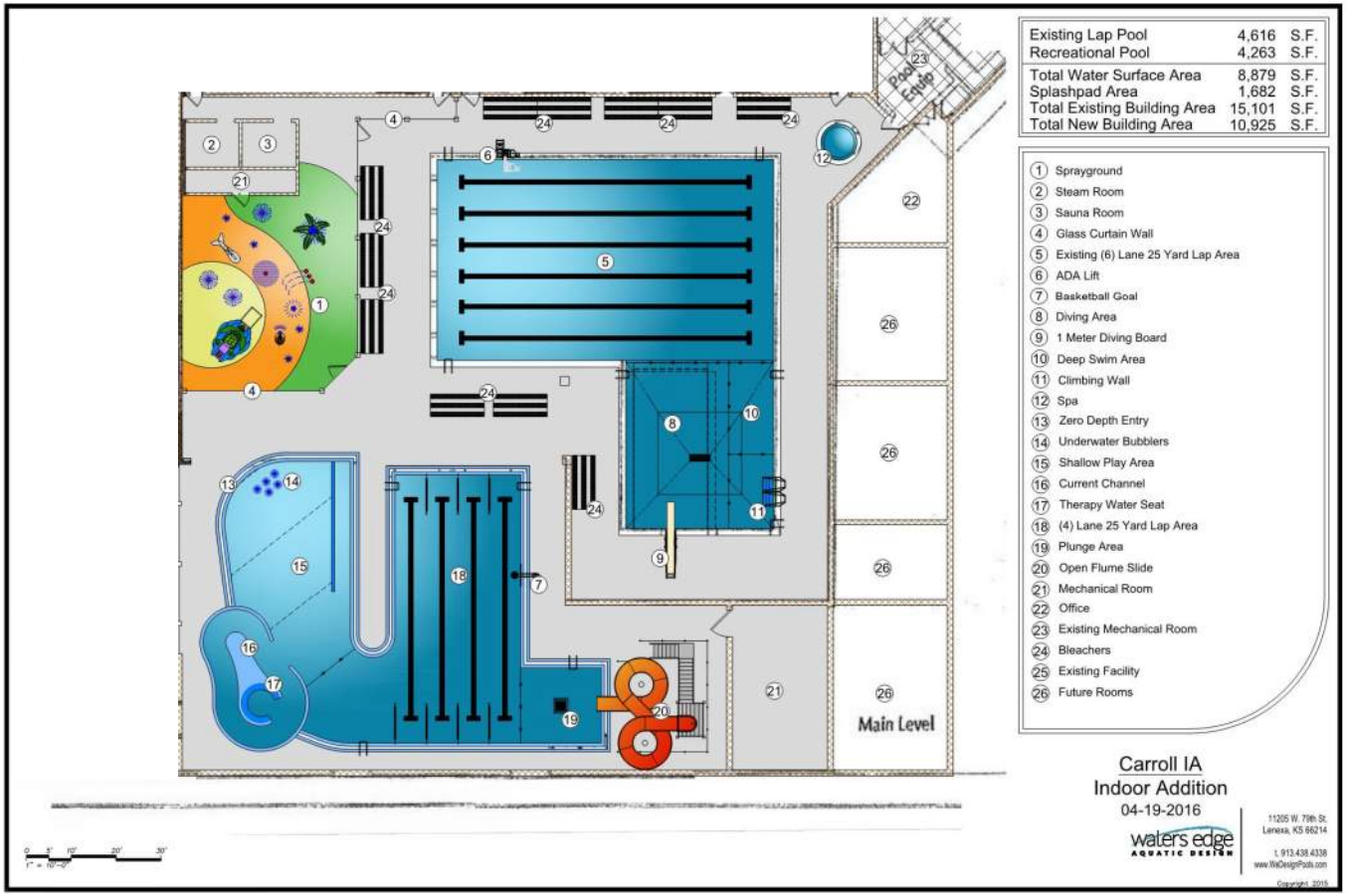
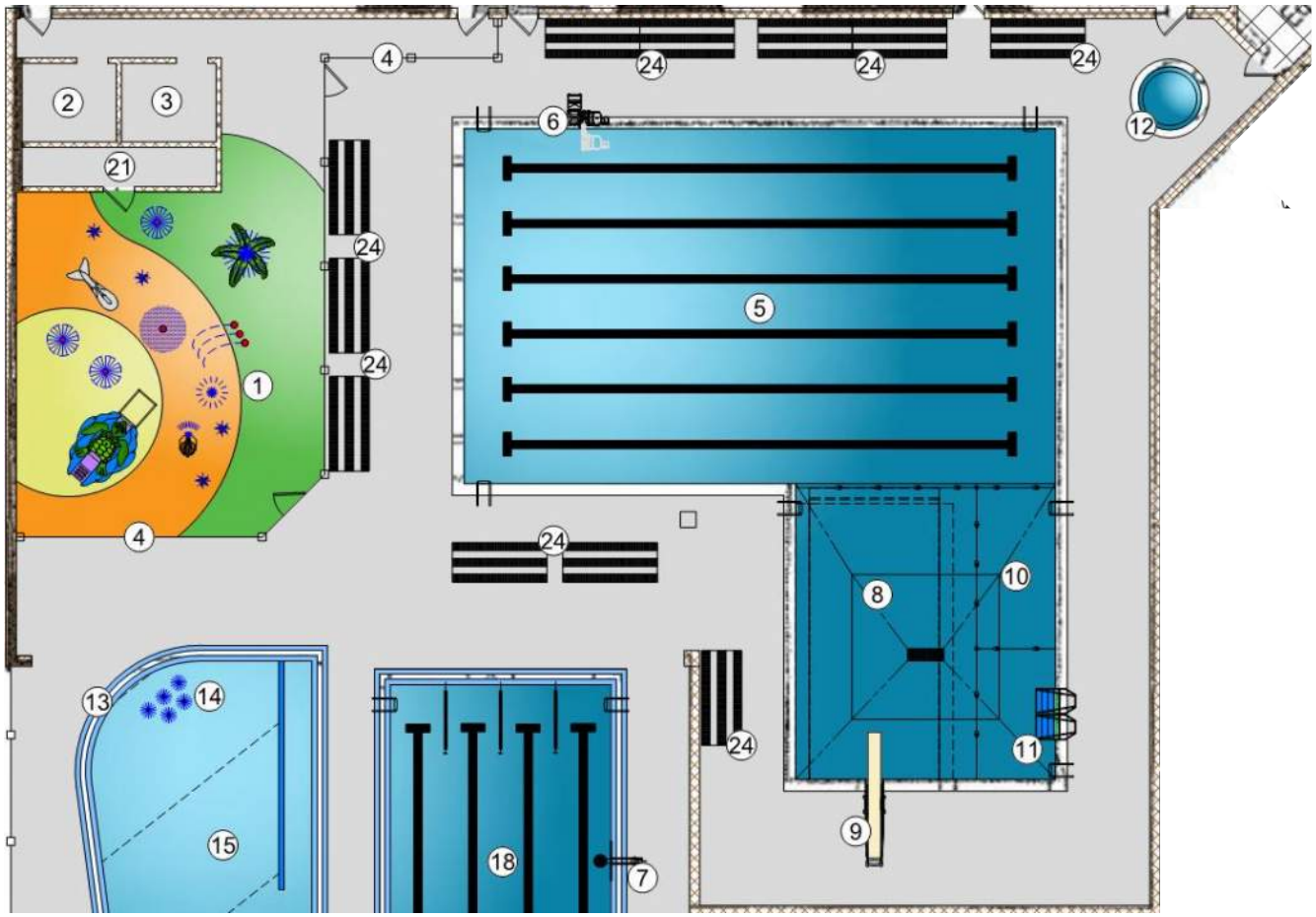
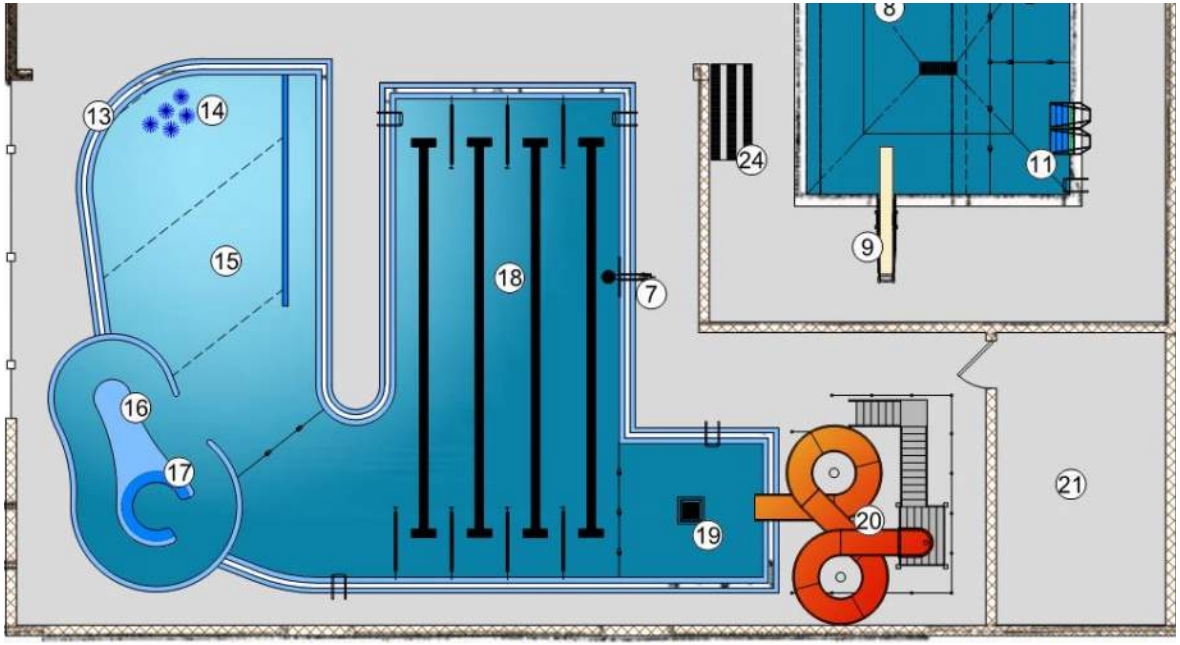


City of Carroll – Recreation Center > Aquatics Plan - NEW



City of Carroll – Recreation Center > Aquatics Plan - NEW



Exterior / Interior Rendering Images

City of Carroll – Recreation Center > Exterior

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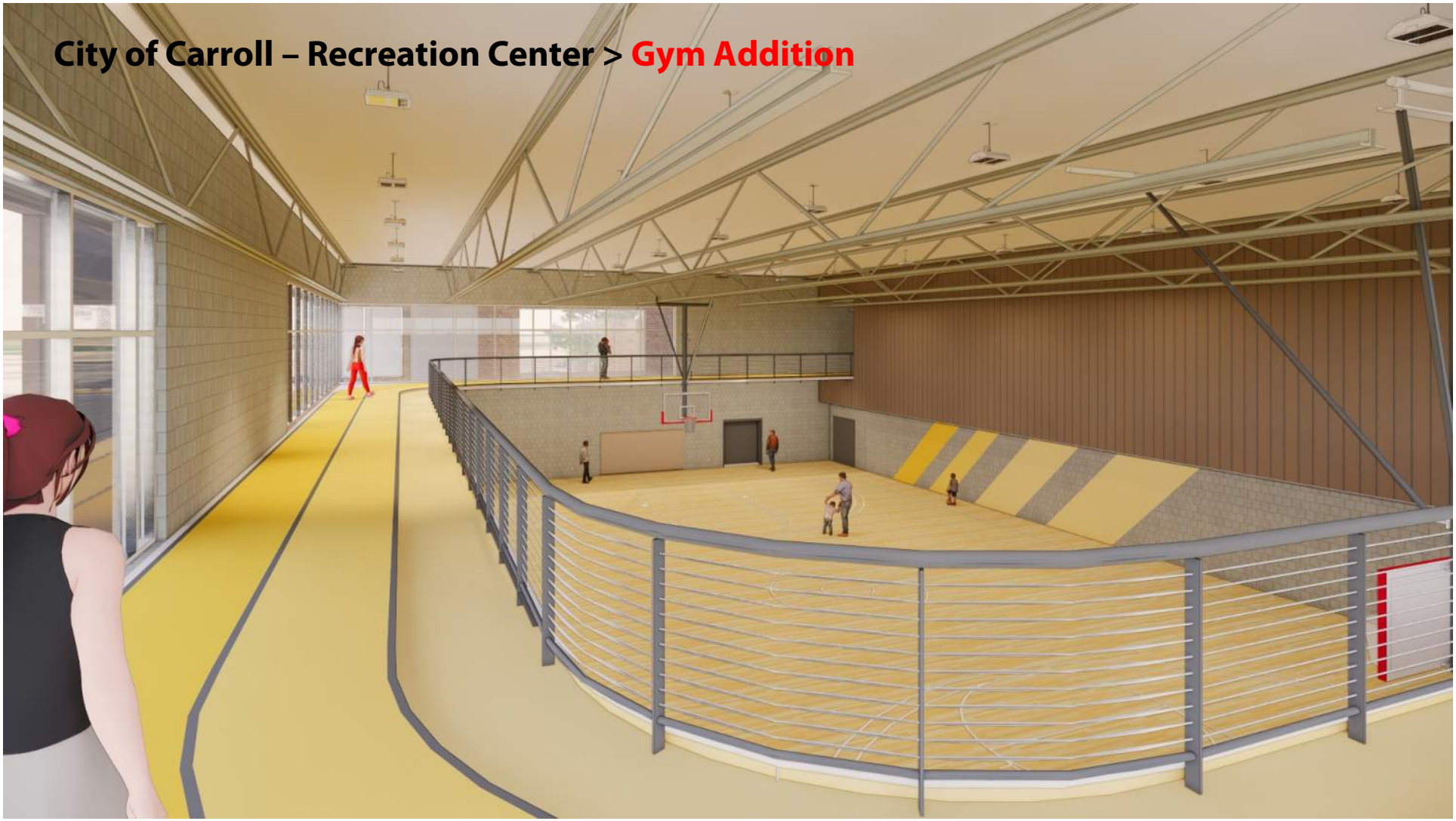
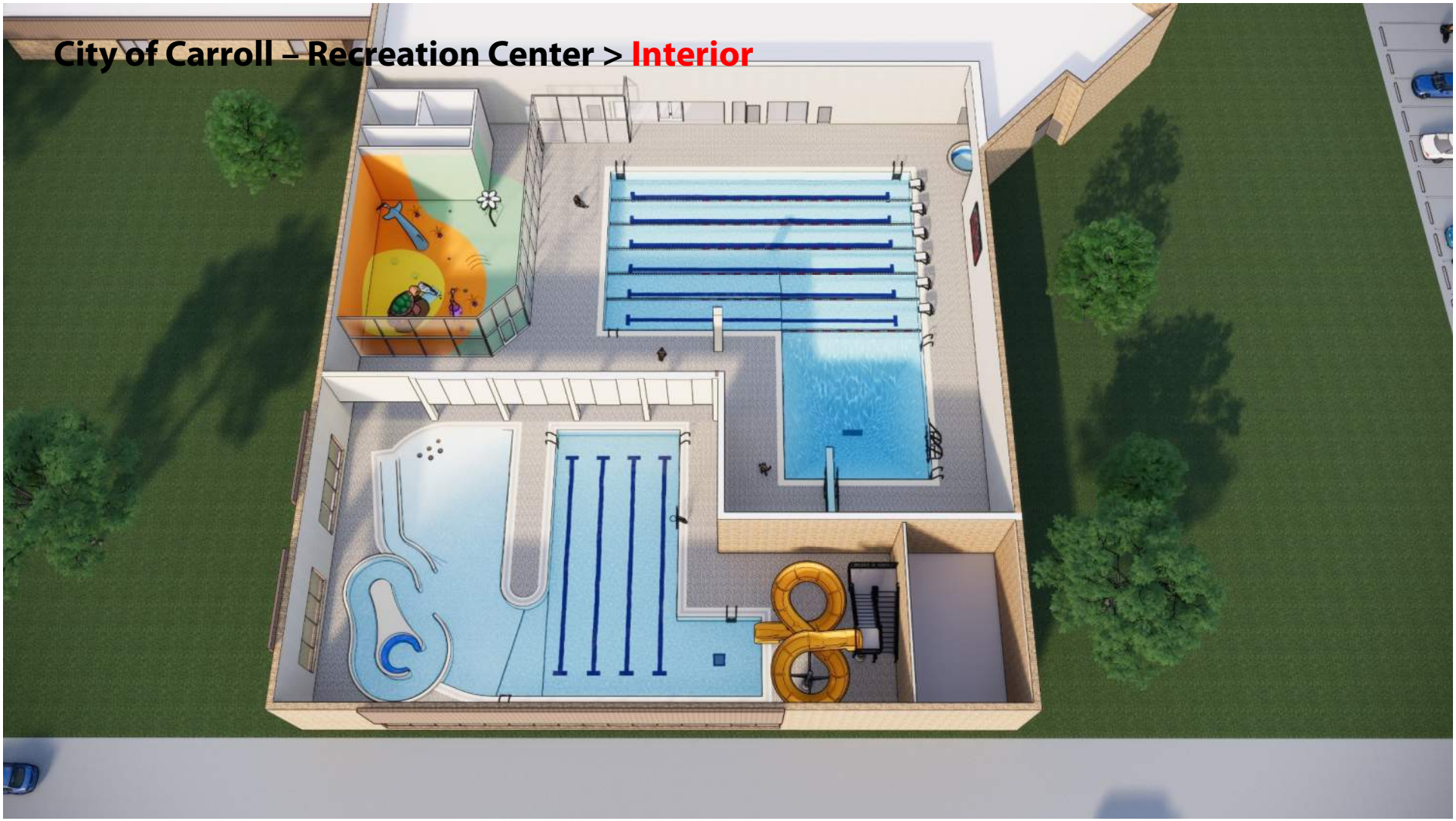

City of Carroll – Recreation Center > Gym Addition

City of Carroll – Recreation Center > Interior

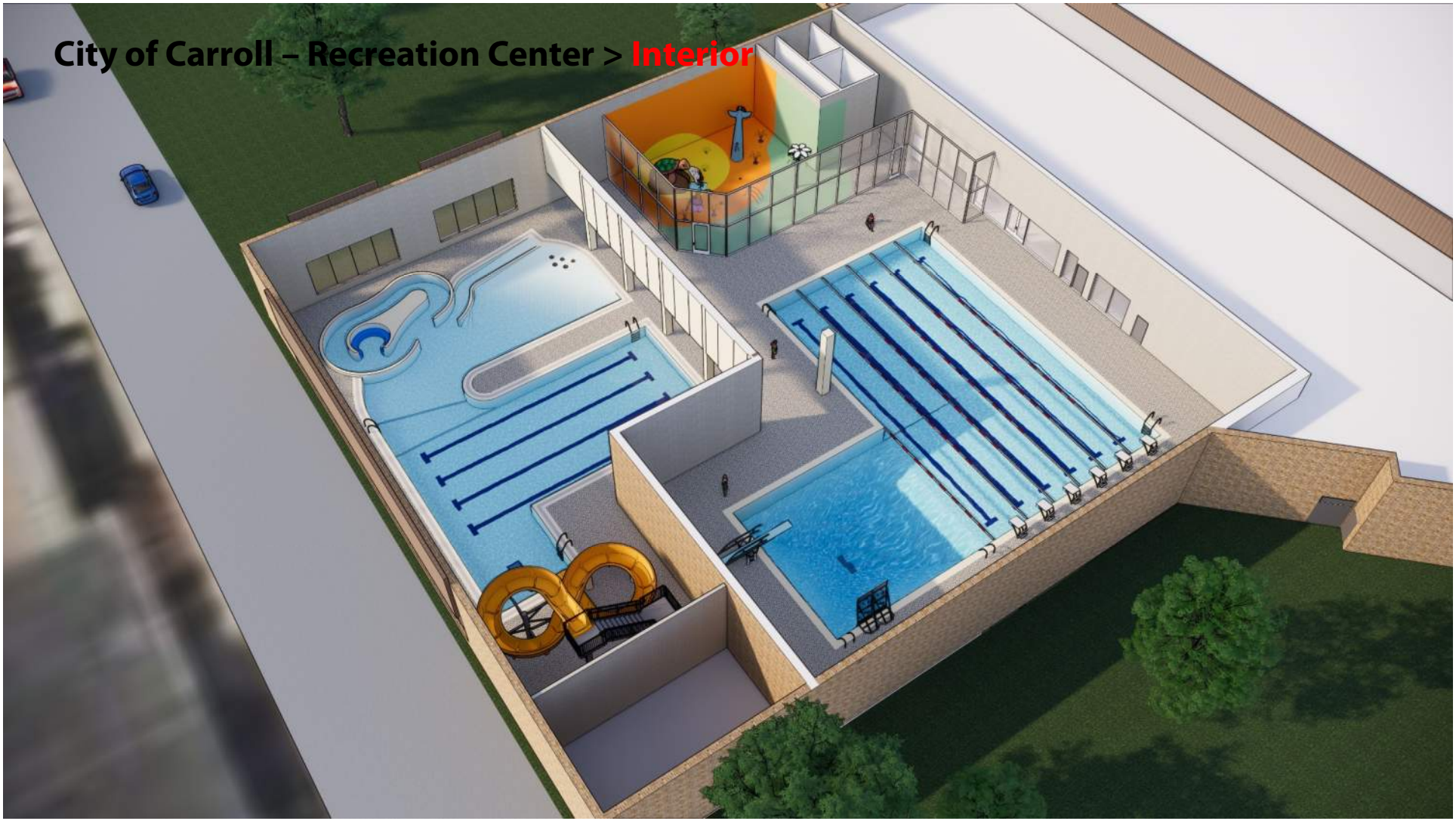
City of Carroll – Recreation Center > Interior

City of Carroll – Recreation Center > Interior

City of Carroll – Recreation Center > Interior



City of Carroll – Recreation Center > Interior



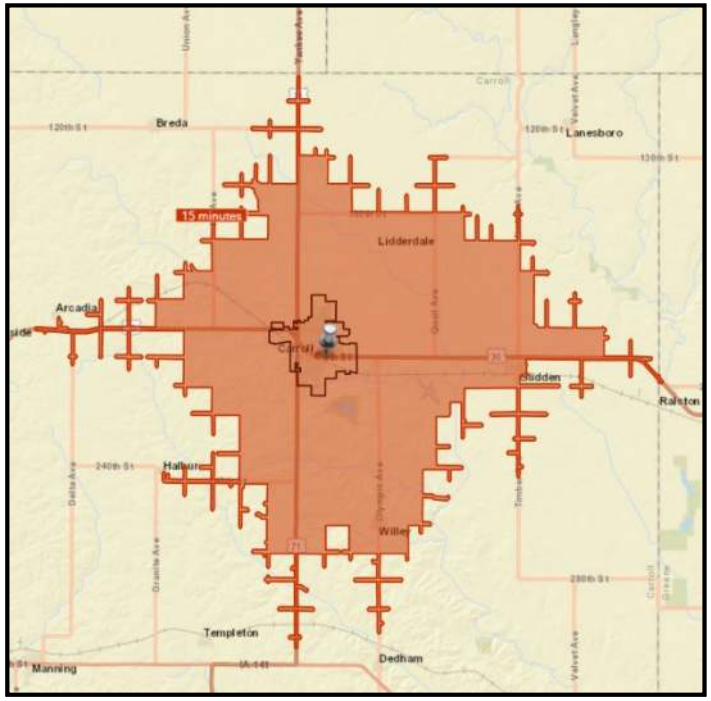
Market Analysis and Operational Planning

Final Report / Discussion

RDg PLANNING • DESIGN

BALLARD*KING & ASSOCIATES LTD

Market Assessment



- City of Carroll
- 15-Minute Drive Time

- Population
- Median Age
- Households w/ Children
- Age Distribution
- Tapestry

Primary Service – All Participation

	Average	2010 Population	2019 Population	2024 Population	Difference
Aerobic Exercising	15.3%	1,783	1,786	1,778	-5
Basketball	8.3%	966	967	963	-3
Billiards/Pool	7.7%	897	898	894	-3
Boxing	1.3%	146	146	145	-1
Cheerleading	1.3%	155	155	155	0
Exercise Walking	37.7%	4,376	4,382	4,363	-13
Exercise w/ Equipment	19.9%	2,312	2,315	2,305	-7
Martial Arts/MMA	2.0%	228	228	227	-1
Pickleball	0.7%	82	82	82	0
Pilates	1.5%	174	174	174	-1
Running/Jogging	15.0%	1,749	1,751	1,744	-5
Swimming	15.7%	1,825	1,828	1,820	-5
Volleyball	3.6%	420	421	419	-1
Weightlifting	13.0%	1,515	1,517	1,510	-5
Workout @ Clubs	12.6%	1,464	1,466	1,460	-4
Wrestling	1.4%	159	160	159	0
Yoga	9.9%	1,155	1,157	1,152	-3
Did Not Participate	22.7%	2,638	2,642	2,630	-8

Participation Trends

Increasing (past 10 Years)

- Yoga
- Gymnastics
- Aerobic Exercising
- Running/Jogging
- Exercise Walking
- Cheerleading
- Weightlifting
- Pilates
- Basketball
- Soccer
- Pickleball

Decreasing (past 10 years)

- Exercising w/ Equipment
- Workout @ Club
- Bicycle Riding (spinning)
- Boxing
- Volleyball
- Swimming
- Martial Arts/MMA
- Wrestling
- Table Tennis/Ping Pong
- Dart Throwing

Assumptions

- City would continue to operate.
- First year of operation 2022.
- 50 weeks of operation.
- No internal charge backs included

- Hours of Operation
  - Monday-Friday 6:00A-9:00P
  - Saturday 8:00A-7:00P
  - Sunday 10:00A-7:00P
- Continue 24 Hour Access for Fitness
- Expansion of gym and aquatics.
- Inclusion of walk/jog track.

Staffing Levels Considered

Part-Time

- Lead Front Desk Attendant
- Front Desk Attendant
- Gym Attendant
- Lead Lifeguard
- Lifeguard
- Instructors (various)

Full-Time Considerations

- **Parks & Rec. Director**
- **Rec. Director**
- Membership Coordinator
- Aquatics Coordinator
- **Aquatics/Fitness Supervisor**
- **Building Superintendent**
- Municipal Service Worker
- Custodial Staff (2)

Rentals

- Activity Rooms
- 1 Court
- 2 Court
- All Courts
- Lap Lanes

Programs

- Aquatic Group Ex.
- Swim Lessons
- Private Swim Lessons
- Birthday Parties
- Dive-In-Movies
- Little Swimmers (parent-tot)
- Specialty Sport Camp
- Gym Time (parent-tot)
- Drop-In Adult Leagues
- After School Program

Proposed Rate Structure

	Rate
Youth	$6.00
Adult	$9.00

	Single Month Membership	Annual Membership
Family	$55.00	$480
Single Parent Family	$50.00	$420
Adult	$35.00	$240
College Student	$32.00	$216
Youth	$25.00	$168
Senior Citizen	$30.00	$216
Senior Couple	$40.00	$384

Community Survey Results

Final Report / Discussion

RDg PLANNING DESIGN

ETC INSTITUTE

Methodology

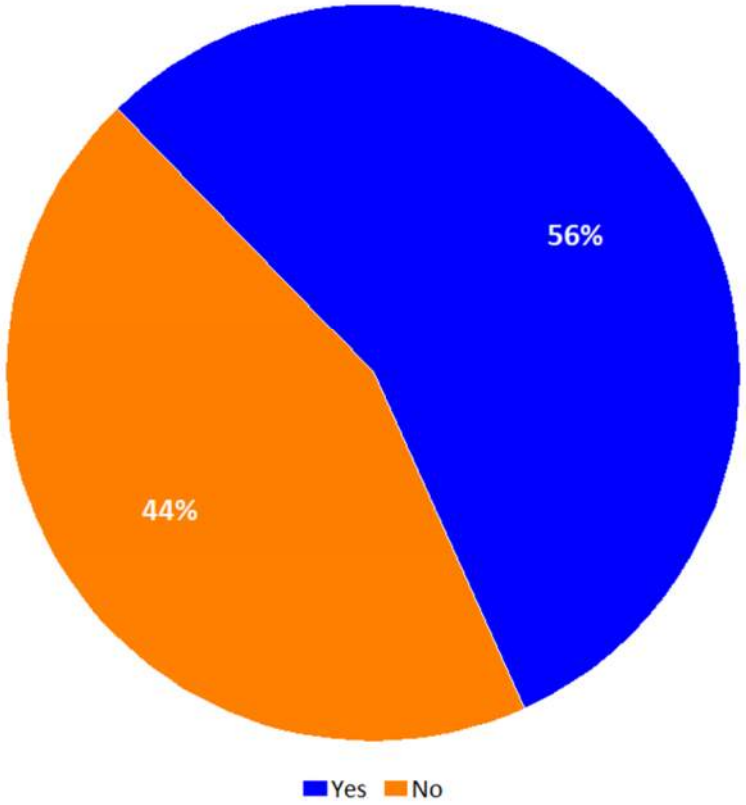
- **Survey Description**
  - six-page survey
  - each survey took approximately 15-20 minutes to complete
- **Method of Administration**
  - by mail and online to randomly selected sample of households throughout the City
- **Sample size:**
  - Goal number of surveys: 300
  - Goal far exceeded: 392
  - demographics of survey respondents accurately reflects the actual population of the City
- **Confidence level:** 95%
- **Margin of error:** +/- 4.8% overall

Topic #1

Current Usage of the Carrol Recreation Center

Q7. Within the last year have you or members of your household utilized the Carroll Recreation Center?

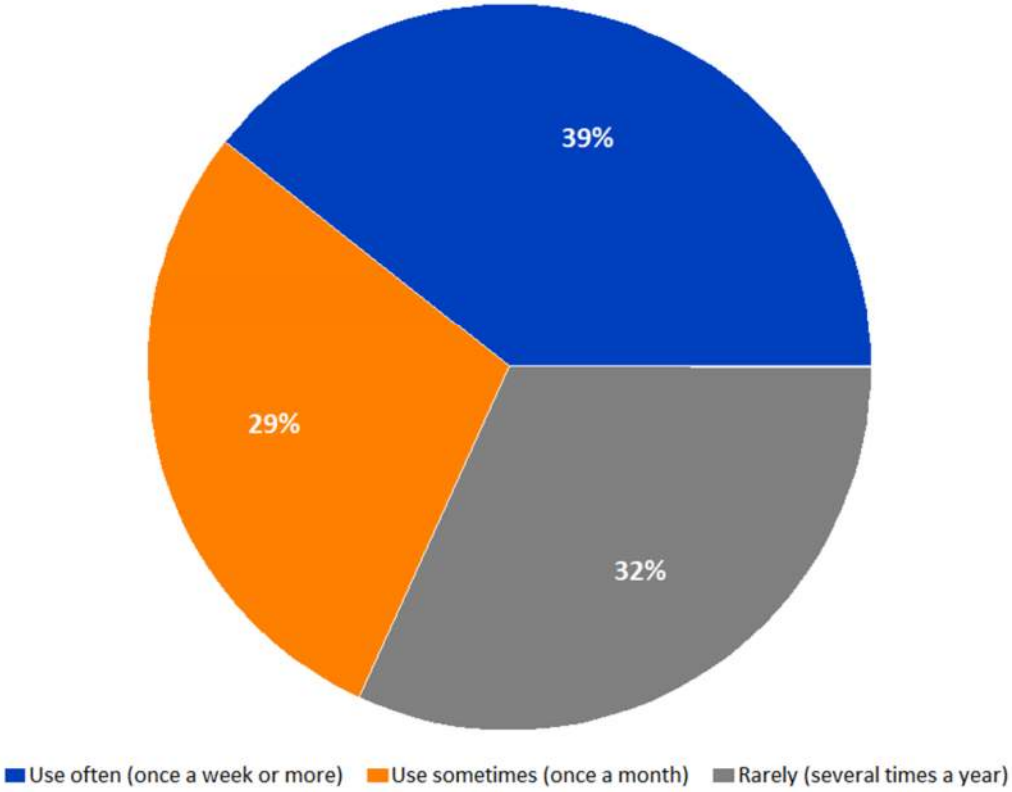
by percentage of respondents



Source: ETC Institute (2019)

Q7a. How often do you or your household use the Carroll Recreation Center?

by percentage of respondents who utilized the Carroll Recreation Center

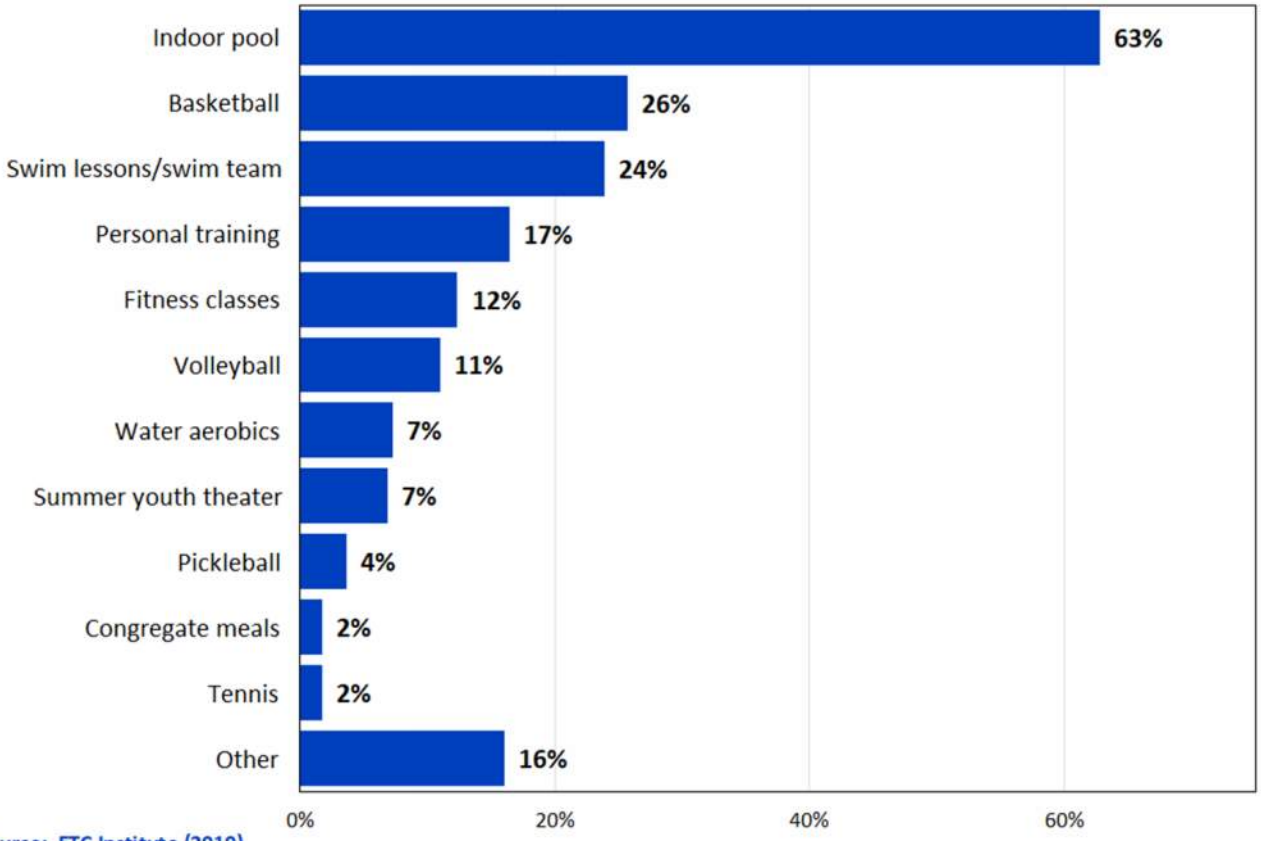


Source: ETC Institute (2019)

68% of Households That Use the Carroll Recreation Center Use it at Least Monthly

Q7b. What programs do you and members of your household take part in at the Carroll Recreation Center?

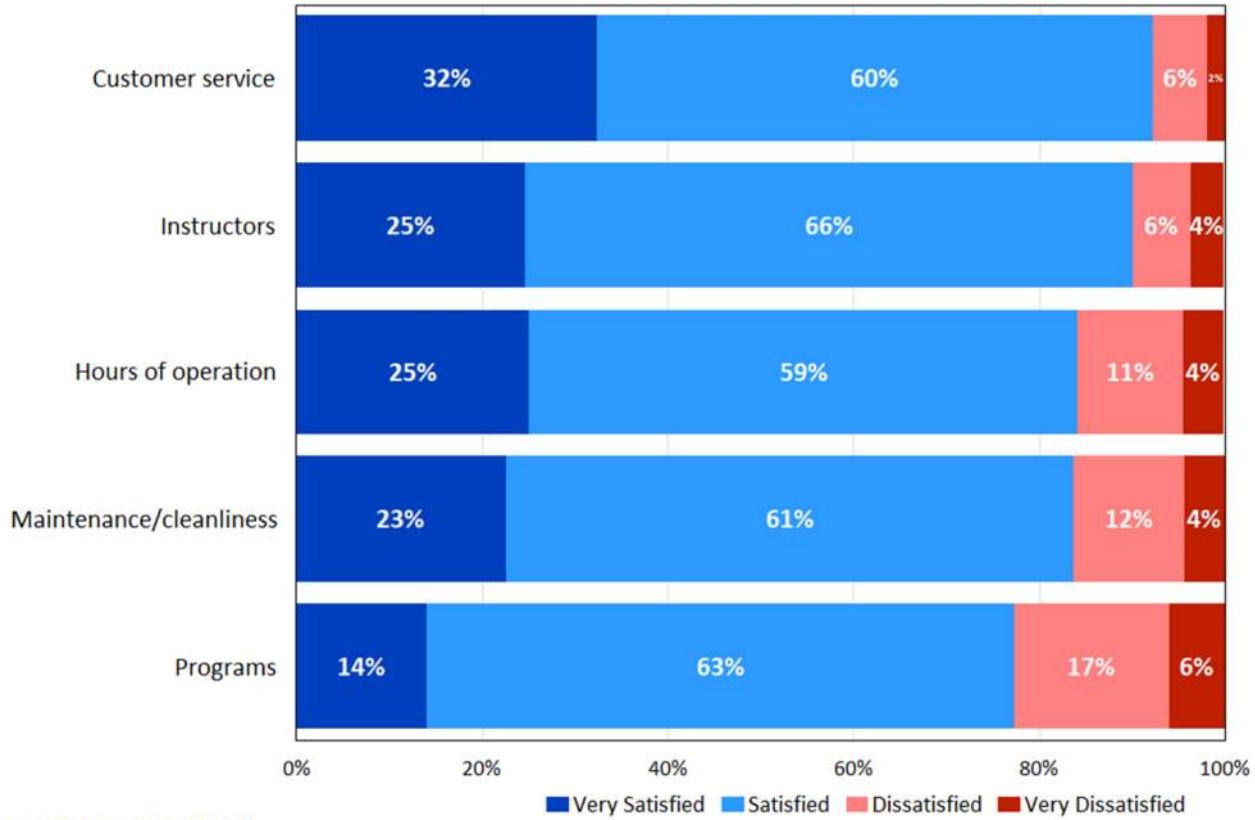
by percentage of respondents who utilized the Carroll Recreation Center (multiple choices could be made)



Source: ETC Institute (2019)

Q7-c. How satisfied are you with the following operational aspects of the Carroll Recreation Center ?

by percentage of respondents who utilized the Carroll Recreation Center

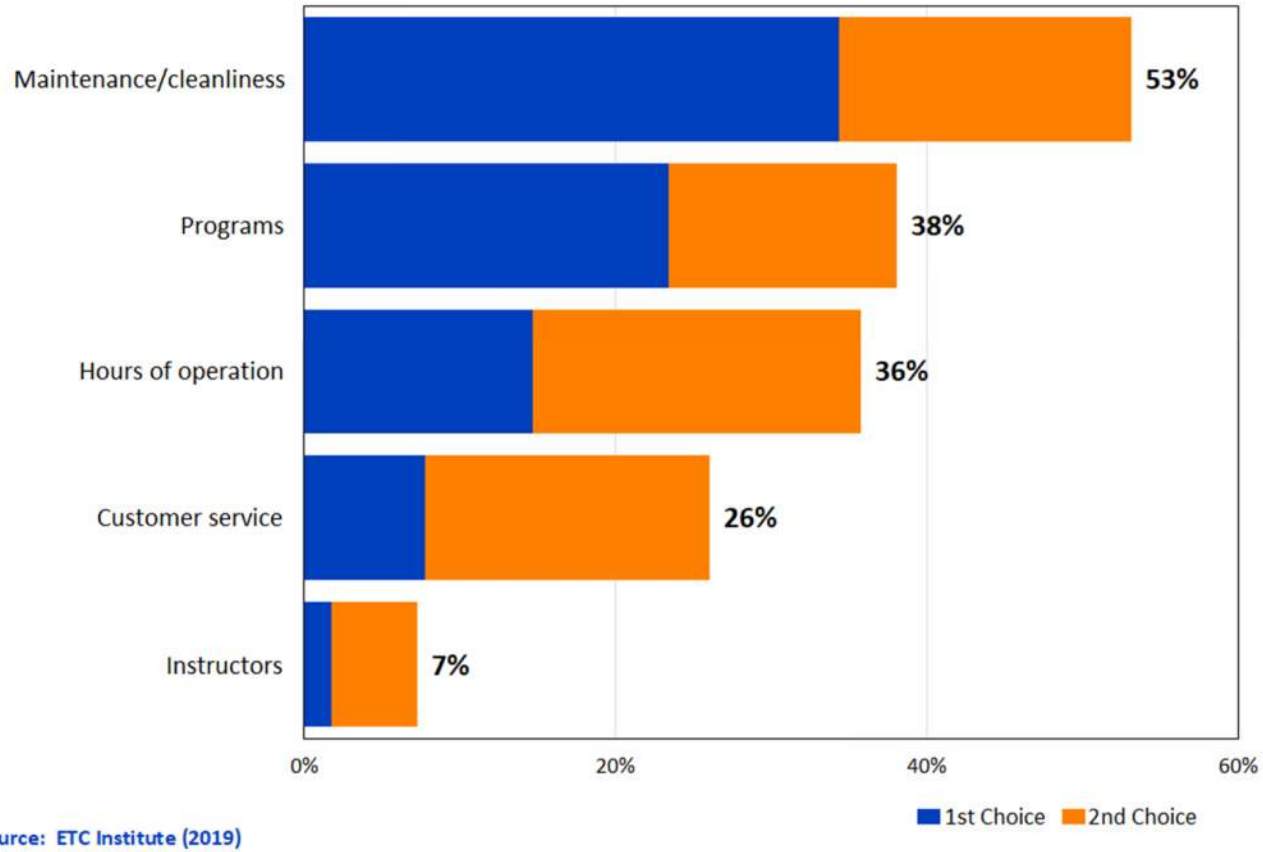


Source: ETC Institute (2019)

High Satisfaction with the Operational Aspects of the Carroll Recreation Center

Q7d. Which operational aspects are most important to your enjoyment of the Carroll Recreation Center?

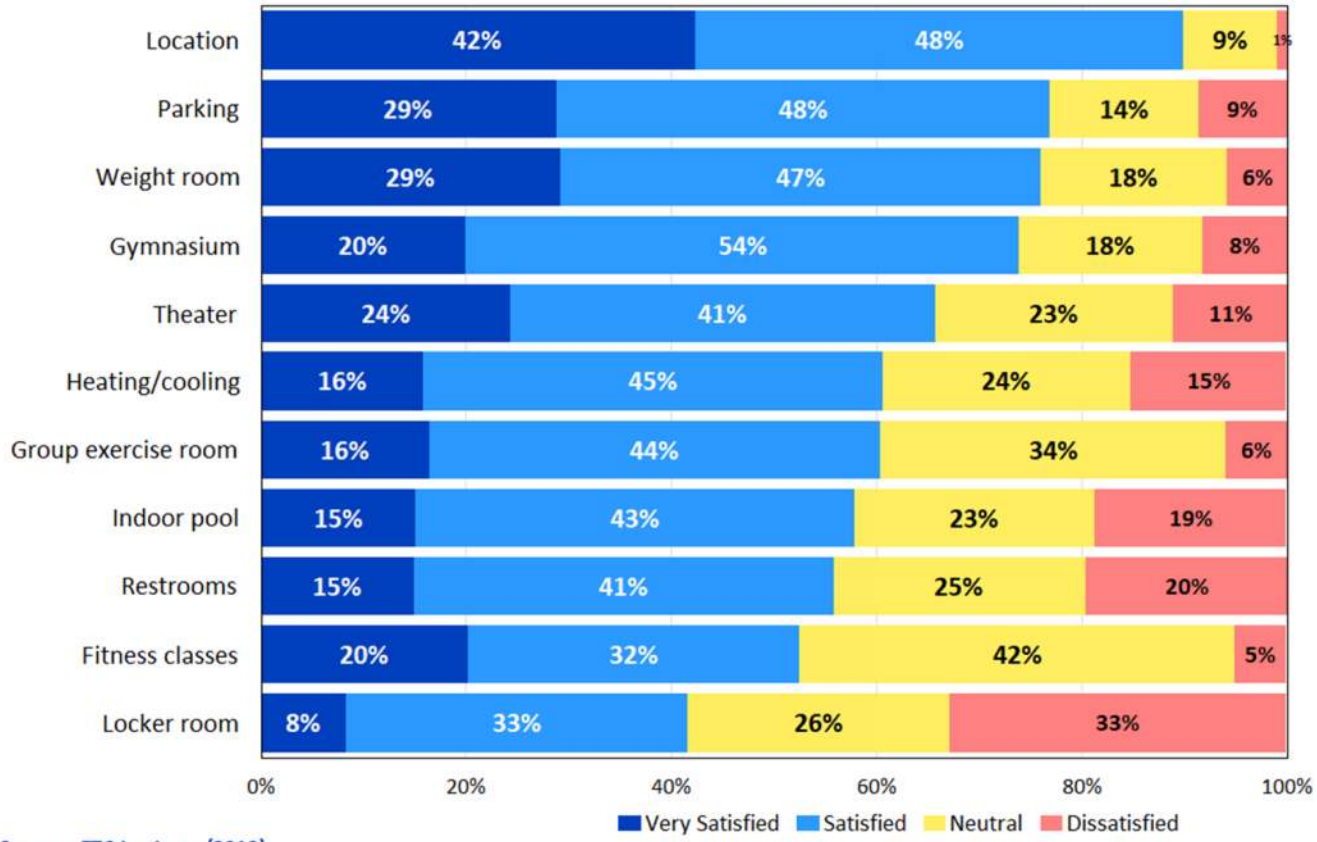
by percentage of respondents who utilized the Carroll Recreation Center and selected the items as one of their top two choices



Source: ETC Institute (2019)

Q7-e. How satisfied are you with the following major components of the Carroll Recreation Center?

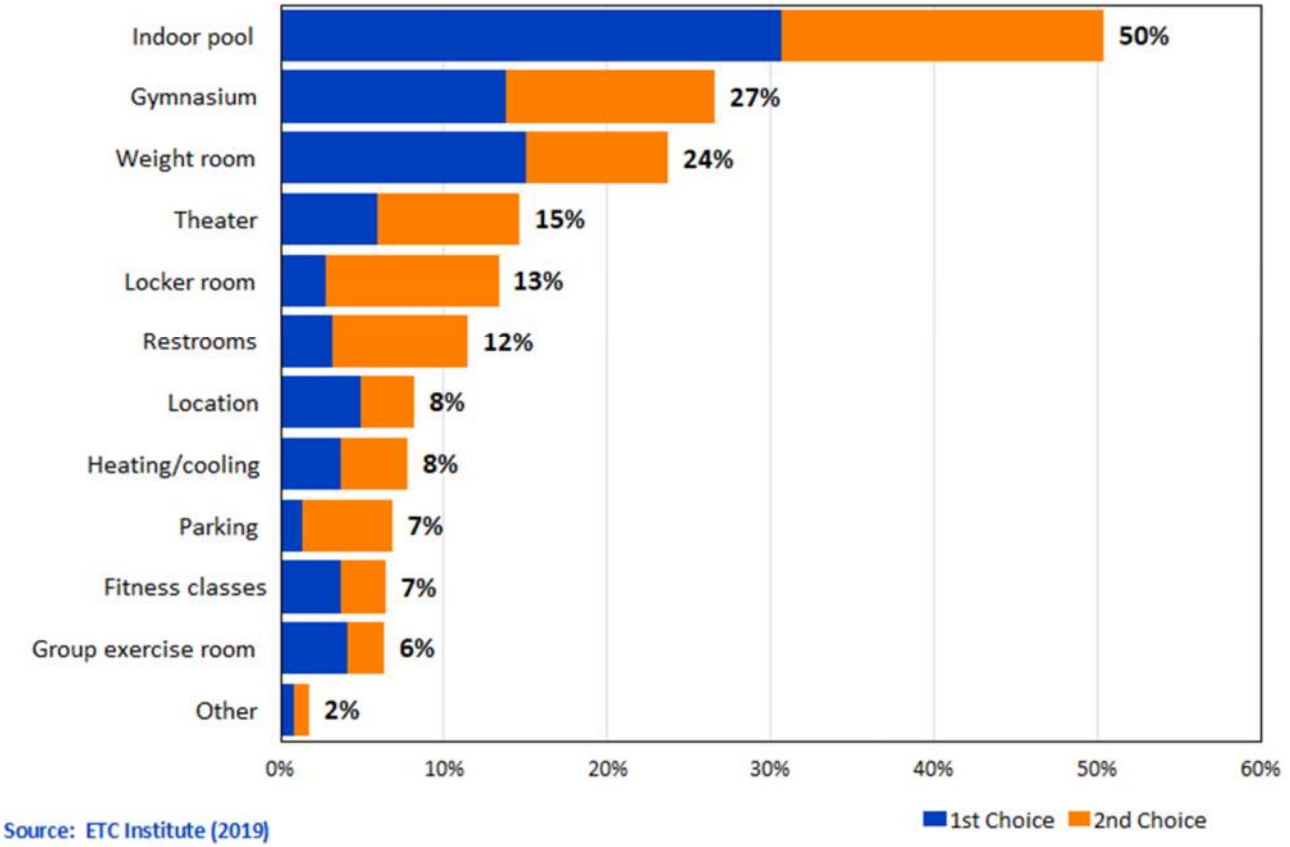
by percentage of respondents who utilized the Carroll Recreation Center



Source: ETC Institute (2019)

Q7f. Which major components are most important to your enjoyment of the Carroll Recreation Center?

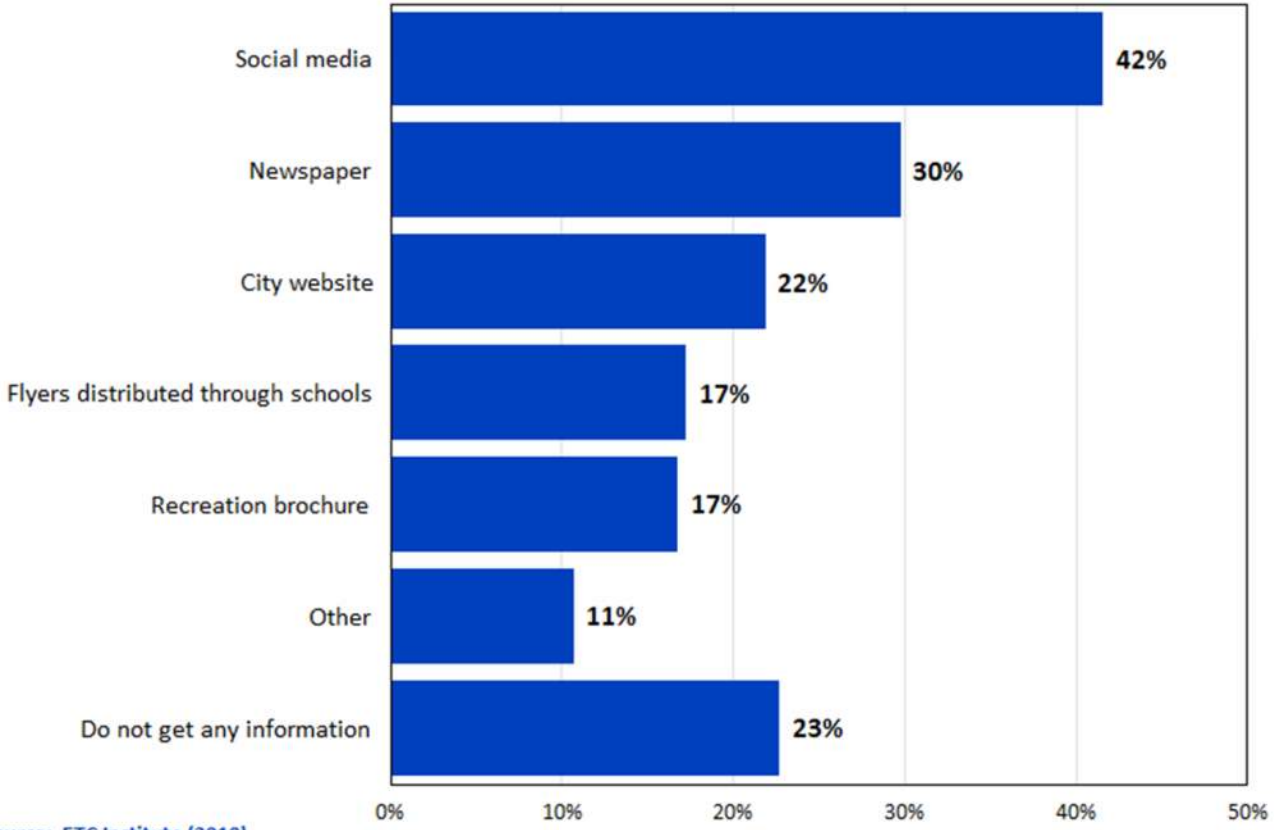
by percentage of respondents who utilized the Carroll Recreation Center and selected the items as one of their top two choices



Source: ETC Institute (2019)

Q16. Ways households find out about Carroll recreation programs and services

by percentage of respondents (multiple choices could be made)



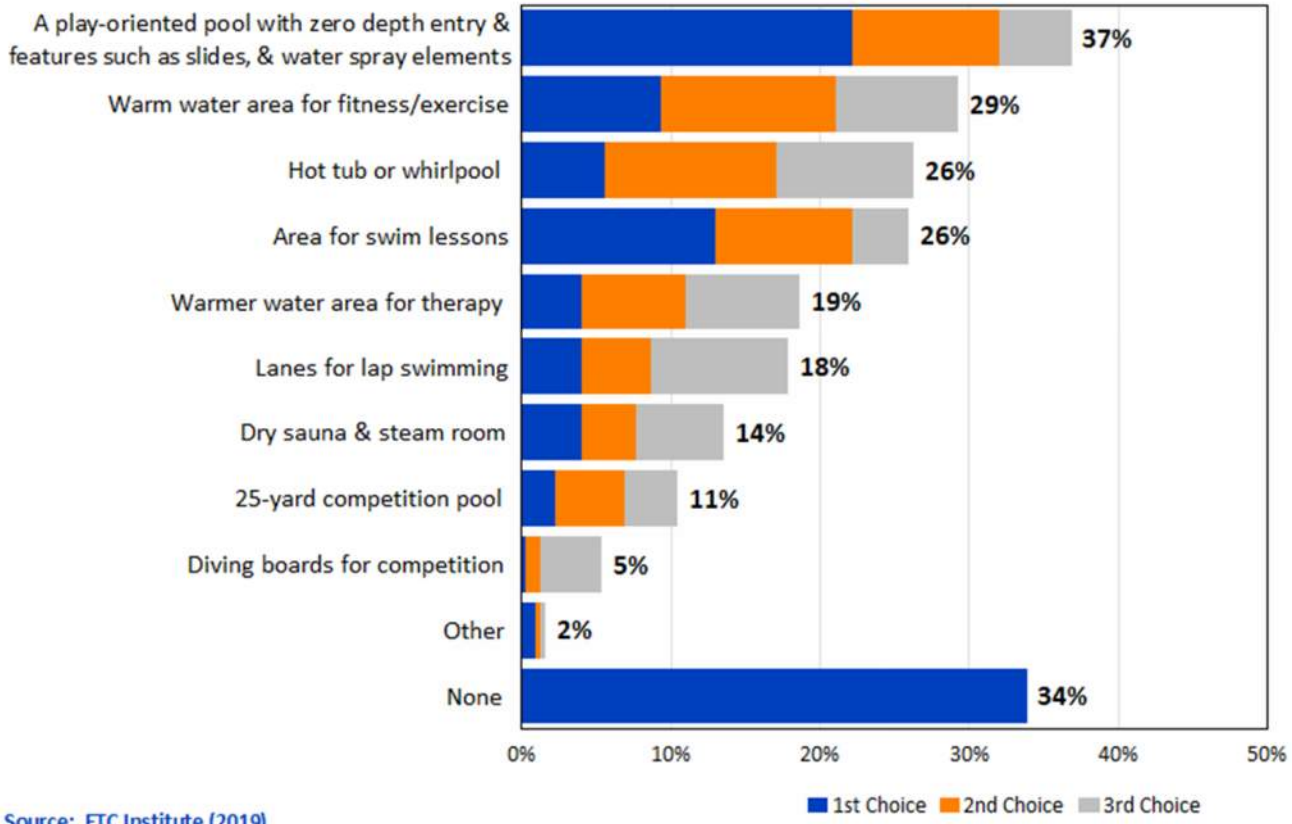
Source: ETC Institute (2019)

Topic #2

Potential Improvements to the Carrol Recreation Center

Q10. Which aquatic features do you and members of your household feel are most needed in an indoor aquatic center?

by percentage of respondents who selected the items as one of their top three choices

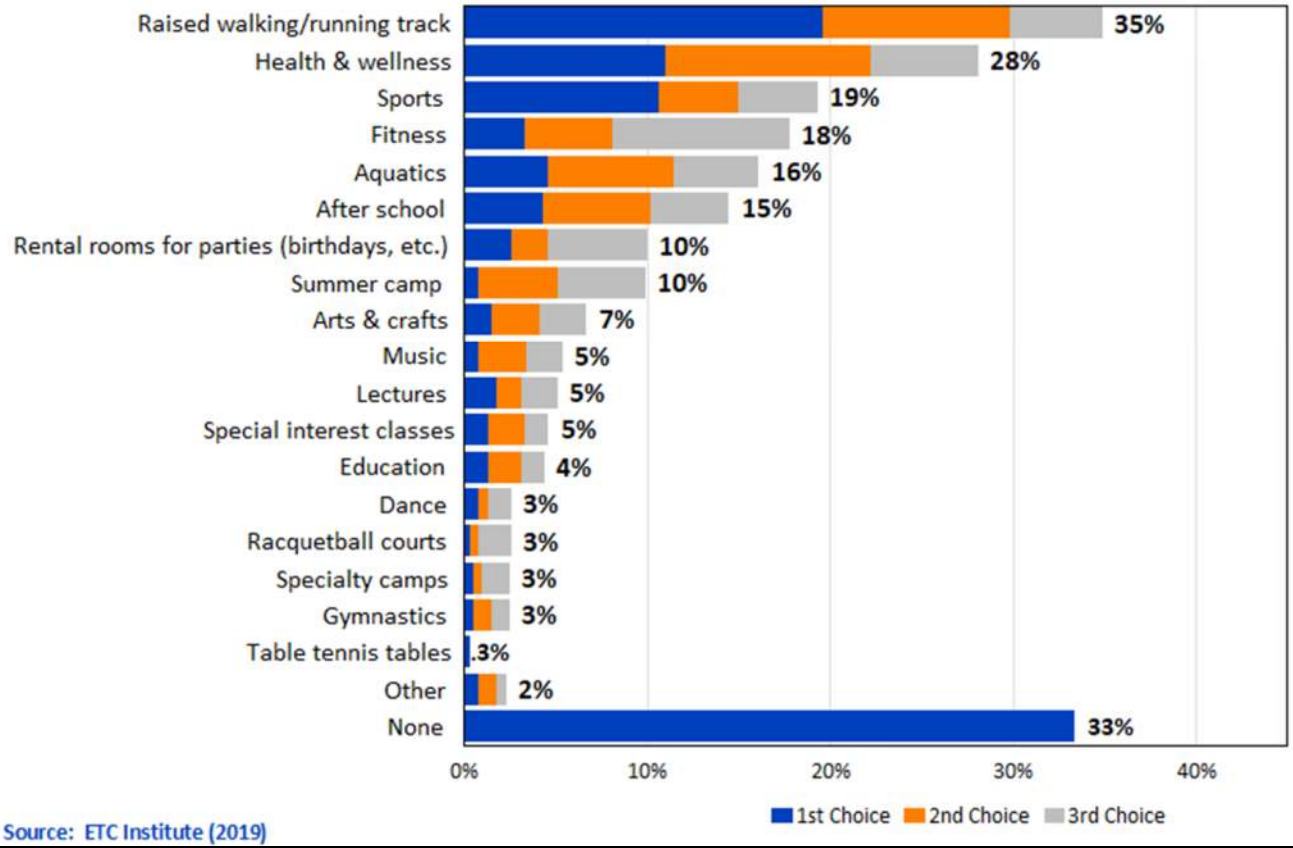


Source: ETC Institute (2019)

66% of Households Feel at Least Once Indoor Aquatic Feature Is Needed

Q12. Which recreation program areas do you and members of your household feel are most needed in an indoor aquatic center?

by percentage of respondents who selected the items as one of their top three choices

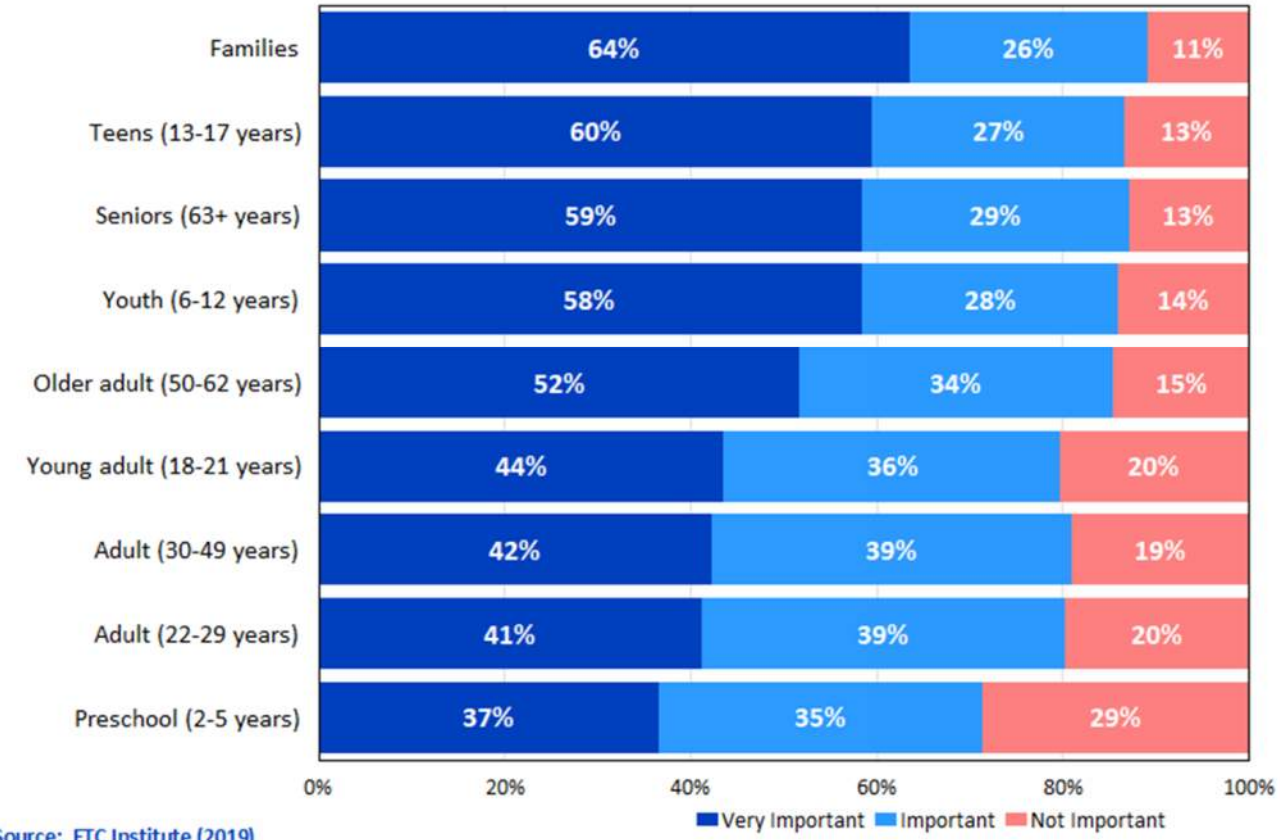


Source: ETC Institute (2019)

67% of Households Feel at Least Once Recreation Program Area Is Needed

Q13. Importance of the Carroll Recreation Center Serving Various Groups of Residents

by percentage of respondents



Source: ETC Institute (2019)

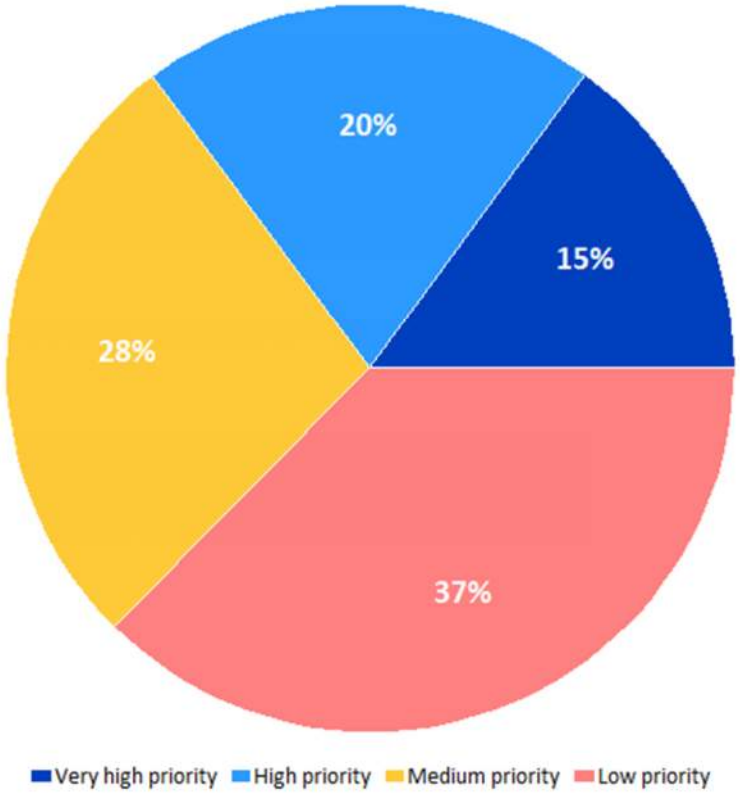
Over 70% of Households Feel It's Important to Serve All Groups of Residents

Topic #3

Prioritizing Improvements to the Carrol Recreation Center

Q14. Compared to other issues in Carroll, what priority is the development of an updated recreation center?

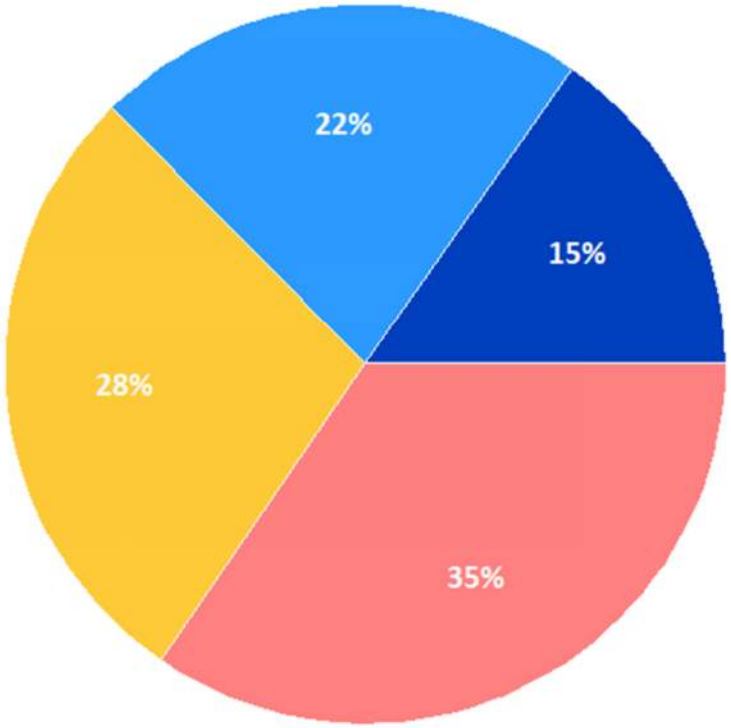
by percentage of respondents



Source: ETC Institute (2019)

Q15. How supportive are you of Carroll Parks and Recreation operating a licensed daycare inside an updated recreation center?

by percentage of respondents

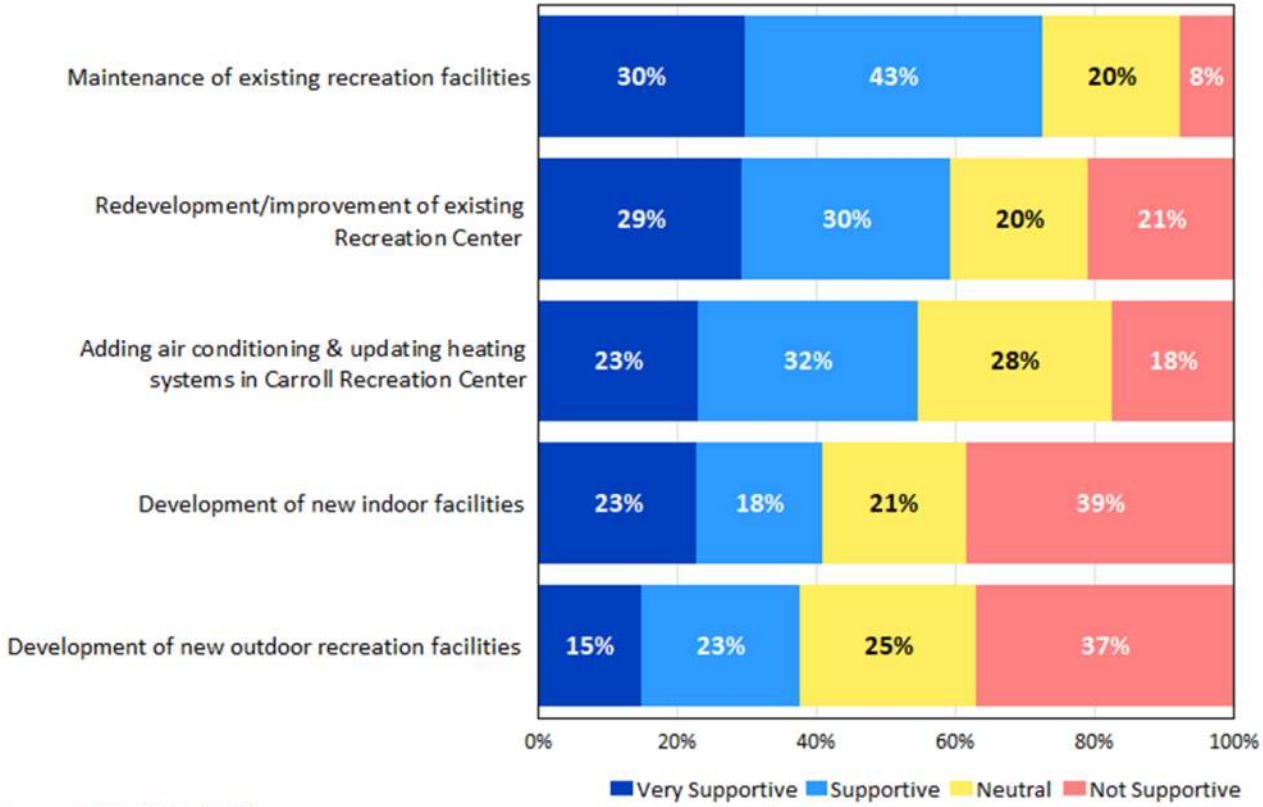


Very supportive Supportive Neutral Not supportive

Source: ETC Institute (2019)

Q18. How supportive are you of the potential actions the City of Carroll could take to enhance their recreation offerings?

by percentage of respondents (excluding don't knows)

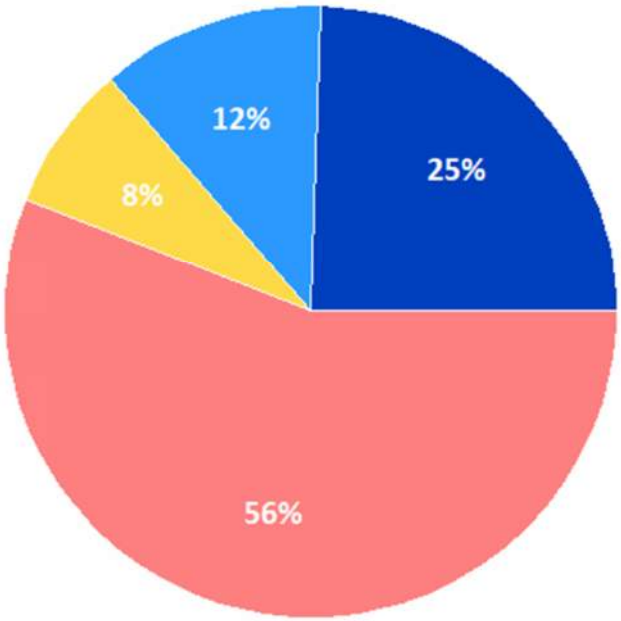


Source: ETC Institute (2019)

59% of Households Are Supportive of Redevelopment/Improvement of the Existing Recreation Center, Compared to 21% Who Are Not Supportive

Q19. How much additional property taxes would you pay per year to help support the development of an improved Carroll Recreation Center that includes features most important to your household?

by percentage of respondents

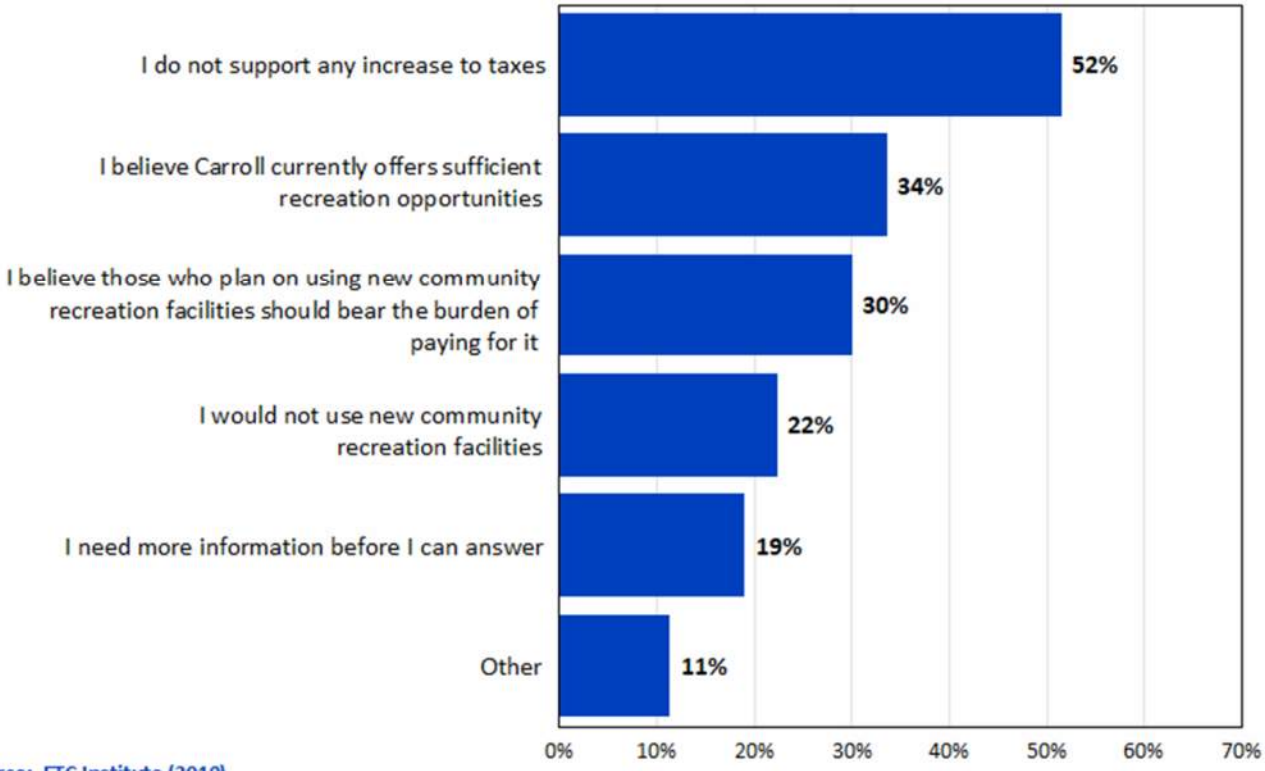


$10-$20 increase | $21-$30 increase | $31-$40 increase | I would not support any increase to property taxes

Source: ETC Institute (2019)

Q19a. Why did you answer "I would not support any increase to property taxes" or "Don't Know" to additional property taxes per year to help support the improvements?

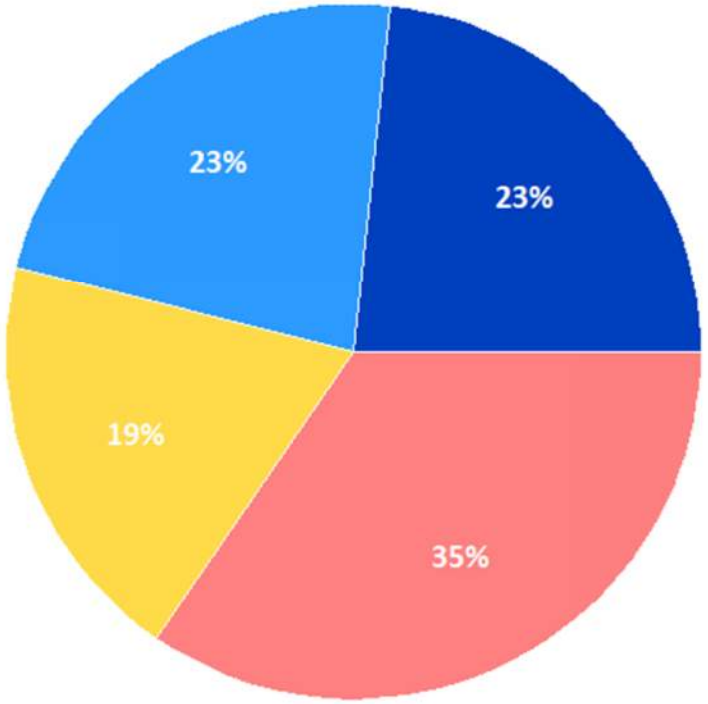
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

Q20. How supportive would you be of increasing the current family membership rate $10 per month to cover the additional costs needed to complete improvements to the Carroll Recreation Center?

by percentage of respondents



Very supportive Supportive Neutral Not supportive

Source: ETC Institute (2019)

Summary

Summary

- **High Usage of the Carroll Recreation Center**
- **Most Important Components of the Carroll Recreation Center:**
  - Indoor pool
  - Gymnasium
  - Weight room
- **There Is Support for Improvements to the Carroll Recreation Center**
- **<u>Aquatic Features</u> Households Feel Are Most Needed:**
  - Play-oriented pool with zero depth entry
  - Warm water area for fitness and exercise
  - Hot tub or whirlpool
  - Area for swim lessons
- **<u>Recreation Program Areas</u> Households Feel Are Most Needed:**
  - Raised walking-running track
  - Health & wellness
  - Sports
  - Fitness

Questions?

THANK YOU!

Next Steps

City of Carroll – Recreation Center > Next Steps

Bond Referendum:

- Currently set for Spring 2020
  - March

- Promotion of project throughout the community
  - Renderings
  - Community meetings hosted by Carroll Parks & Rec. / others
  - Final Operational Plan / Report
  - Final Survey Results / Report

- Refinement of anything talked about today.

RDg...
PLANNING ● DESIGN

Create. Meaning. Together.