

4.0 Special Recreation Facilities: Demographic and Market Overview, Recreation Trends & Program Concepts

Methodology

The approach for this study included both qualitative and quantitative analyses of market demand for a recreation facility and a ballpark. Brailsford & Dunlavey (B&D) initiated the study by meeting with key stakeholders to understand current and future desires with respect to recreation and a ballpark. The methodologies employed in this study included the following: a demographic analysis of the Fairview Park development target market population; an examination of existing recreation/wellness and ballpark facilities utilized by the target market population, a review of comparable regional facilities, and, to a lesser extent, a look at comparable national facilities. Relevant facilities were profiled to provide the client with benchmarking data regarding facility design/amenities, program spaces, levels of service, development budgets / costs, and revenue opportunities. B&D also developed an ideal recreation/wellness facility outline architectural program, as well as the development of an ideal ballpark outline architectural program, based on their assessment of the target market's recreational/wellness needs. Finally, development budgets were prepared for the preferred outline architectural programs for both the recreation/wellness facility and ballpark. The development budget provided estimated hard and soft costs associated with the construction of the preferred program.

Findings & Recommendations

Demographics:

The overall region is experiencing moderate growth pressures, and the growing senior citizen population is a demographic trend that will likely continue. Home ownership rates are high, and home values are increasing at a rate higher than that of the state. This site is situated proximate to Route 81, a heavily traveled north-south corridor. A recreational sport facility in this area would serve a modest but growing population of families locally, and be may suited as a regional destination from the surrounding markets.

Comparable Facilities:

Woodstock has a number of public and private facilities offering a variety of programs and activities. Within close proximity to the site

are two facilities geared toward physical rehabilitation as well as fitness; one is a private facility and the other is part of the Shenandoah Memorial Hospital. The region is served by one aquatics facility that is in need of major repairs and within the last year was close to shutting down its operation. The facility is currently being leased to an independent swim club for the next two years with no long range plan for the future. Past public forums and stakeholder input indicate that there is interest in exploring the possibility of building a new facility in the area that, with support of the local hospital, may include an aquatics component. In terms of indoor spaces (i.e. courts), the area relies on local schools to provide these facilities. Usage time and availability are dictated by the individual schools. There is growing demand for indoor spaces to support youth and adult leagues, tournaments, and other activities. To the same degree, outdoor field spaces at schools and local parks are under the same pressures. Based on conversation with various individuals there is a perceived lack of quality outdoor spaces.

Current Trends in Community Recreation:

Increasingly, recreation facilities must be planned to have the ability to adapt to change. The new role for recreation centers is to provide not only health/wellness opportunities, but also an appeal to broader social aspects of community. Reflecting the country's aging population, there has been a dramatic senior club participation increase over the last 20 years (583% for senior club membership vs. 138% for general membership). There is a new emphasis on intergenerational & community programming. Quality facility design is key as demand for social spaces & comprehensive programming increase.

In current recreation trends there is a major shift --- from *fitness* to *wellness*, and a new dimension --- *promotion of healthy lifestyles*. Major funding for public recreation facilities was traditionally from support by tax dollars and user fees; now, there is an emphasis on partnerships and other opportunities. The traditional tax dollars are supplemented with grants, donations and fund-raising, from such sources as: Park Districts, Municipalities, Hospitals, School Districts, Institutions, and Corporations.

Special Facility Program Options:

Recreation/Wellness/Community Center: B&D developed three program options for a recreation facility based on the preliminary market research, input from the working committee, and public input. Following is a summary of the program elements under each option; facility sizes are in gross square feet of building area:

Program Element	Program A	Program B	Program C
Administrative			
User Support			
Gymnasium	4 - court	2 - court	2 - court
Running/Jogging Track			
Spectator Seating			
Weight and Fitness	2,500	2,000	2,000
Large Exercise Room			
Medium Exercise Room			
Community Spaces			
Competitive Natatorium	50 m x 25 yds	25 m x 25 yds	
Therapy Pool			
Leisure Pool			
Total Size	90,000	56,000	38,000

Ballpark & Multi-Use Venue: Two options were developed for the Ballpark facility. Following is a summary of the program elements under each option; facility sizes are in gross square feet of building area:

Preferred Program	Optional Program
1,000 Fixed Seats	1,000 Fixed Seats
750 Berm Seats	750 Berm Seats
Picnic Area / 100 Seats	—
Clubhouse / Batting Cage	—
Maintenance Facility	Maintenance Facility
Team Office	—
Media Facilities	Media Facilities
Concessions	Concessions
Restrooms	Restrooms
49,000 SF	29,000 SF