CUMBERLAND PARK
INDOOR RECREATION & AQUATICS CENTER
FEASIBILITY STUDY

Town Hall Meeting
December 11, 2017
AGENDA

Introductions
Study Goals
Outreach Goals
Planning Considerations
Q&A
Next Steps
INTRODUCTIONS

City of West Lafayette
West Lafayette Redevelopment Commission
West Lafayette Parks & Recreation

Feasibility Consultants
Perkins + Will
MKSK
Hunden Strategic Partners
BF&S
STUDY GOALS
WEST LAFAYETTE PARKS & RECREATION

“The mission of the West Lafayette Parks and Recreation Department is to enhance the quality of life in the City by connecting its citizens to the best possible parks, recreational facilities and programs.”
2017-2021 WEST LAFAYETTE PARKS & REC MASTER PLAN

Needs + Priorities

*Graphic by Browning Day Mullins Dierdorf from 2017 MP
2017-2021 WEST LAFAYETTE PARKS & REC MASTER PLAN

*Graphic by Browning Day Mullins Dierdorf from 2017 MP*
STUDY GOALS

Assist the RDC & Parks Board in determining the need & project feasibility
Evaluate the realities of construction and operational costs
Explore a program model that is financially self-sustaining
Evaluate impacts to Cumberland Park site
Explore opportunities for collaboration and partnership
Engage the West Lafayette community for input
STUDY OUTCOMES

The Study outcomes **will** include:

- Capital costs
- Operations and Management Plan
- Activity recommendations for building and site
- Conceptual building and site plans
- Opinion of project viability
**STUDY OUTCOMES**

The Study outcomes **will not** include:

- A building and site design
- Funding mechanisms
- Formalized partnerships
- The final opportunity for project input
WORKPLAN

Mid Dec 2017: Community Town Hall Meetings
Jan 16, 2018: Community Open House Meetings (activity preferences)
Mid Feb 2018: Preliminary Cost Opinion
March 21, 2018: Draft Recommendations to RDC
March 21, 2018: Community Open House Meetings (concept design)
April 18, 2018: Final Recommendations to RDC
Cumberland Park

INDOOR RECREATION & AQUATICS CENTER

LEARN MORE
OUTREACH GOALS
OUTREACH GOALS

Why are we here today?
To communicate the process
To listen
To gather information
To understand the community needs vs. wants
To share what we’ve heard thus far
WEST LAFAYETTE COMMUNITY SURVEY

WEST LAFAYETTE PARKS SURVEY HIGHLIGHTS

A survey was issued by West Lafayette Parks and Recreation to gather general feedback on the parks facilities and programming. Over 900 residents responded, and several key takeaways relevant to this study are noted below.

• 50% of respondents participate in West Lafayette Parks & Recreation education/recreation programs
  • Programs range from basketball and yoga, to art and other special events

• While respondents are generally satisfied with the programming and offerings at the Morton Center, many indicated that the actual facilities could be improved

• 35% of respondents indicated that they visit the Morton Center at least monthly, while 20% visit at least weekly
WEST LAFAYETTE COMMUNITY SURVEY

• The most common reason for not utilizing parks and recreation resources and programming was generally unawareness of the programs (53%)
  • Scheduling and programs offered were also indicated as reasons

• Regarding the Municipal Pool, over 50% of respondents indicated that the pool was ”good” or “excellent” for several categories including appearance, pool conditions, hours, cost and safety

• The most common responses for amenities used at West Lafayette parks included paved trails (80%), playgrounds (46%), swimming (37%) and programs/activities (29%)
WEST LAFAYETTE COMMUNITY SURVEY

When asked what types of recreation facilities community members would like to see, popular responses included:
  • Indoor Multipurpose Gymnasium
  • Pool / Indoor Aquatic Center / Splash Pad
  • Dog Park, Trails, Other Outdoor Amenities
  • Other (Skate Park, Ice Rink, Disc Golf, Pickleball/Tennis)

When asked what types of new programming community members would like to see, popular responses included:
  • Education (language, STEM, after-school programming)
  • Arts for all ages (ballet, yoga, dance, choir)
  • Recreation (biking, tennis, hockey, archery, etc.)
  • Community Events (festivals, outdoor movies, etc.)
WORKSHOP 1
PARKS & RECREATION DEPARTMENT

- Prefer consolidated operations
- Some expansion concerns re: staffing/maintenance/sustainability
- Programming/offerings currently restricted by space
- Program expansion opportunities include group fitness/rec sports/cultural arts/meeting.
- Desired spaces include 2-court gym, indoor playground, kitchen/meeting, pool indoor/outdoor
- Design of space must consider variable sizes, multi-purpose, adjacencies
- Social opportunities for gathering, media area, café/ juice bar desired
WORKSHOP 2

NEIGHBORHOOD GROUPS

• Existing park concerns re: Community Gardens-location/quality of space, high demand
• Morton location is an asset due to walkability and meeting spaces
• Desire a Community “hub” with large formal and informal gathering spaces
• Must have ease of access (physical, affordable/free services vs. privatized fee rates)
• Desire kids play feature, drop-in rec opportunities, large occupancy meeting & rental rooms
• Design for connectivity to capitalize on use of fields, outdoor playground, Farmer’s Market
WORKSHOP 3
GLRSA AND WLCSC ATHLETICS

- Existing park GLRSA wants to preserve 1 full-size field
- Need to address ball control/parking/maintenance for outdoor field/s
- W. Lafayette HS additional facility inventory will alleviate pressures on HS gyms/pool
- High school has plans for new 8 lane-25 YD, barriers to use for community
- Consider connectivity for fields, outdoor playground, Farmer’s Market location, food access
- Desired spaces include club access to indoor gym space for practice, indoor walk/jog, dog park
WORKSHOP 4
TSC SCHOOL BOARD GROUP

• Competitive aquatics TSC plans pool remodel (6) lanes-(8) 25 yds., big meets use Purdue
• Community aquatics should focus on seniors/adults/warm water and zero entry features
• TSC HS additional facility inventory will alleviate pressure on HS gyms/pool
• Desire a community “hub” with large formal and informal gathering spaces, food access
• Spaces desired include neutral locker rooms, rec drop-in gyms, fieldhouse/turf
• Outdoor spaces desired include a bandshell and dog park
• Mission of center should be residents first & inclusive, while schools focus on students
WORKSHOP 5
NEIGHBORHOOD GROUPS

- One Stop Shop model is attractive (i.e. Columbus, IN center, play area, food, community hub)
- Recovery/wellness could be incorporated with sports med/PT partner, spa service/massage chairs
- Desired spaces include 2-court gym, batting cages, indoor/outdoor pool leisure/lap, neutral lockers
- Operations must address fee structure, parking/safety, all access pool pass, instructor training
- Active aging population has options i.e. Jenkes/Ismail/Westminster but access & rates is an issue
- Exterior connectivity should consider field seating, look at Lafayette fields to avoid duplication
WORKSHOP 6
COMMUNITY GROUPS

• WALLA has 5 county service area, office locations, consolidated operations, bus access, classrooms
• Farmer’s Market is a “social condenser”, consider patrons/parking/logistics
• Desired spaces include 2-court gym, batting cages, indoor pool leisure/lap, neutral lockers
• Staff engagement will be critical to utilization, avoid duplication of services
• Active aging population desire active programs, digital, arts and classroom space
• Exterior space desired include a bandshell and event destination atmosphere
• The Center should put community first, eliminate barriers to entry, be inclusive, and consider after school enrichment programs
WORKSHOP 7

BOILERMAKER AQUATICS

- Boilermaker Aquatics has 15 yrs., 195 swimmers, $320K/yr. operating budget
- Use 5 pools Purdue/Harrison/Happy Hollow (outdoor)/YWCA/Lafayette CC (outdoor)
- Have 3 major meets, big meets occur at Purdue as a marquee venue
- 5 developmental meets, could occur at new facility
- Steady participation (20-30 person surge) around Olympics, participation not maxed
- Access to optimal pools is limited (time/water temp/location/size)
- Gap in inventory, (8) lane 25 yd. (warmer water) intro & development.
- Flex/Program pool serve as warm down water. Feeds larger base in 8-10 years.
- Desire space for spectator seating, dry land training space, and banquet space (300 people)
WORKSHOP 8
WLCSC BOARD & PARK BOARD

• Community input and updates important
• Concerned about construction and operation costs (Morton Center not sustainable on fees)
• Need to understand are services being duplicated? Are there gaps in service to teens/intramurals?
• Access is important, consider public transit, fees/affordability, ease of access
• Park’s mission is to provide intro to skills and learning, competitive but affordable services
• Outdoor opportunities include; dog park, Community Garden, Global Fest, Feast of the Hunter’s Moon
ADDITIONAL STAKEHOLDERS

ELMCROFT (GREENTREE) OF WEST LAFAYETTE

• Lack of amenities, there are currently no fitness equipment or aquatic center options at Elmcroft
• Offer some services i.e. group stretch activities five times per week
• Access is important via public transit, fees/affordability, ease of access to a new facility
• Current non-fitness activities include movies, cards, art & crafts, etc.
• It was indicated that residents would have a desire to use a new recreation facility
ECONOMICS & DEMOGRAPHICS
POPULATION

- The adjacent table shows population and growth rates for West Lafayette in relation to the county, MSA, state and country.

- West Lafayette experienced a population growth of 55 percent between 2010 and 2016. The city is growing significantly faster than the county, MSA, and state. This growth rate includes the annexation plan to include Purdue within the city limits.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>248,709,873</td>
<td>281,421,906</td>
<td>308,745,538</td>
<td>323,127,513</td>
<td>4.7%</td>
</tr>
<tr>
<td>Indiana</td>
<td>5,544,159</td>
<td>6,080,485</td>
<td>6,483,802</td>
<td>6,633,053</td>
<td>2.3%</td>
</tr>
<tr>
<td>Lafayette-West Lafayette MSA</td>
<td>161,572</td>
<td>182,821</td>
<td>201,789</td>
<td>216,679</td>
<td>7.4%</td>
</tr>
<tr>
<td>Tippecanoe County</td>
<td>130,598</td>
<td>148,955</td>
<td>172,780</td>
<td>188,059</td>
<td>8.8%</td>
</tr>
<tr>
<td>City of West Lafayette</td>
<td>25,907</td>
<td>28,778</td>
<td>29,596</td>
<td>45,872</td>
<td>55.0%</td>
</tr>
<tr>
<td>City Pop. As % of Metro Area</td>
<td>16.0%</td>
<td>15.7%</td>
<td>14.7%</td>
<td>21.2%</td>
<td>–</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, Henden Strategic Partners
POPULATION BY AGE

• The adjacent table shows population by age group within a 5-, 10- and 15-minute minute drive time radius from Cumberland Park.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2010 5 Min</th>
<th>2010 10 Min</th>
<th>2010 20 Min</th>
<th>2017 5 Min</th>
<th>2017 10 Min</th>
<th>2017 20 Min</th>
<th>2022 5 Min</th>
<th>2022 10 Min</th>
<th>2022 20 Min</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>14,970</td>
<td>65,287</td>
<td>156,576</td>
<td>17,143</td>
<td>71,876</td>
<td>171,701</td>
<td>18,297</td>
<td>76,601</td>
<td>182,160</td>
</tr>
<tr>
<td>0-4</td>
<td>6.2%</td>
<td>5.1%</td>
<td>6.3%</td>
<td>5.7%</td>
<td>4.8%</td>
<td>5.9%</td>
<td>5.7%</td>
<td>4.9%</td>
<td>5.9%</td>
</tr>
<tr>
<td>5-9</td>
<td>5.9%</td>
<td>4.5%</td>
<td>5.5%</td>
<td>5.3%</td>
<td>4.3%</td>
<td>5.4%</td>
<td>5.1%</td>
<td>4.2%</td>
<td>5.4%</td>
</tr>
<tr>
<td>10-14</td>
<td>5.8%</td>
<td>4.0%</td>
<td>5.0%</td>
<td>5.2%</td>
<td>4.0%</td>
<td>5.1%</td>
<td>4.9%</td>
<td>4.0%</td>
<td>5.2%</td>
</tr>
<tr>
<td>15-24</td>
<td>22.7%</td>
<td>41.7%</td>
<td>29.4%</td>
<td>23.4%</td>
<td>40.0%</td>
<td>27.5%</td>
<td>21.7%</td>
<td>38.2%</td>
<td>26.4%</td>
</tr>
<tr>
<td>25-34</td>
<td>14.8%</td>
<td>13.3%</td>
<td>14.5%</td>
<td>16.4%</td>
<td>14.5%</td>
<td>15.3%</td>
<td>17.2%</td>
<td>14.8%</td>
<td>14.9%</td>
</tr>
<tr>
<td>35-44</td>
<td>11.0%</td>
<td>8.4%</td>
<td>10.3%</td>
<td>9.7%</td>
<td>8.1%</td>
<td>10.4%</td>
<td>10.2%</td>
<td>8.6%</td>
<td>11.1%</td>
</tr>
<tr>
<td>45-54</td>
<td>11.1%</td>
<td>8.2%</td>
<td>10.6%</td>
<td>9.7%</td>
<td>7.5%</td>
<td>9.5%</td>
<td>9.1%</td>
<td>7.2%</td>
<td>9.0%</td>
</tr>
<tr>
<td>55-64</td>
<td>8.9%</td>
<td>6.7%</td>
<td>9.0%</td>
<td>9.8%</td>
<td>7.5%</td>
<td>9.6%</td>
<td>9.7%</td>
<td>7.4%</td>
<td>9.2%</td>
</tr>
<tr>
<td>65-74</td>
<td>5.0%</td>
<td>3.6%</td>
<td>4.9%</td>
<td>6.2%</td>
<td>4.7%</td>
<td>6.5%</td>
<td>7.3%</td>
<td>5.5%</td>
<td>7.3%</td>
</tr>
<tr>
<td>75-84</td>
<td>4.7%</td>
<td>2.7%</td>
<td>3.1%</td>
<td>4.5%</td>
<td>2.8%</td>
<td>3.3%</td>
<td>5.1%</td>
<td>3.3%</td>
<td>3.9%</td>
</tr>
<tr>
<td>85+</td>
<td>4.0%</td>
<td>1.7%</td>
<td>1.5%</td>
<td>4.0%</td>
<td>1.8%</td>
<td>1.7%</td>
<td>4.0%</td>
<td>1.9%</td>
<td>1.7%</td>
</tr>
</tbody>
</table>

Source: USRI

• The population of adults above 55 years of age is projected to increase in 2022 which will increase demand for senior facilities and programming.

• Another key age group projected to grow is adults between 25 and 44 years old. This group will potentially have families that will take advantage of a community recreation center.
INCOME OVERVIEW

• The adjacent table shows income and other economic indicators for West Lafayette compared to the county, state and country.

• While statistics such as poverty and homeownership rate are effected by the University, home value and ownership rates in West Lafayette are significantly higher than the county and state.

---

### Income, Spending and Other Demographic Data

<table>
<thead>
<tr>
<th>Category</th>
<th>United States</th>
<th>Indiana</th>
<th>Tippecanoe County</th>
<th>West Lafayette</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homeownership rate, 2011-2015</td>
<td>63.9%</td>
<td>69.0%</td>
<td>52.8%</td>
<td>30.2%</td>
</tr>
<tr>
<td>Median value of owner-occupied housing units, 2011-2015</td>
<td>$176,600</td>
<td>$124,200</td>
<td>$135,200</td>
<td>$178,500</td>
</tr>
<tr>
<td>Persons per household, 2011-2015</td>
<td>2.64</td>
<td>2.55</td>
<td>2.46</td>
<td>2.35</td>
</tr>
<tr>
<td>Median household income, 2011-2015</td>
<td>$53,889</td>
<td>$49,255</td>
<td>$45,932</td>
<td>$27,527</td>
</tr>
<tr>
<td>Persons in poverty, percent</td>
<td>12.7%</td>
<td>14.1%</td>
<td>17.6%</td>
<td>42.1%</td>
</tr>
<tr>
<td>Total employment, 2015</td>
<td>124,085,947</td>
<td>2,660,503</td>
<td>63,798</td>
<td>–</td>
</tr>
<tr>
<td>Total employment, percent change, 2014-2015</td>
<td>2.5%</td>
<td>2.2%</td>
<td>0.1%</td>
<td>–</td>
</tr>
<tr>
<td>Retail sales per capita, 2012</td>
<td>$13,443</td>
<td>$13,133</td>
<td>$12,538</td>
<td>$9,883</td>
</tr>
</tbody>
</table>

Source: US Census Bureau
LOCAL SUPPLY MAP

- The adjacent map shows the local recreation facilities with overlaying drive times for 5, 10, and 15 minutes.

- While many facilities appear to be in close proximity to the proposed site, drive times can change due to traffic related to Purdue’s campus and crossing over the river.
# LOCAL COMPETITIVE SUPPLY

## Existing Recreation Facilities in West Lafayette - Amenities

<table>
<thead>
<tr>
<th>Facility</th>
<th>Location</th>
<th>Distance From Cumberland Park</th>
</tr>
</thead>
<tbody>
<tr>
<td>Westminster Village</td>
<td>West Lafayette</td>
<td>0.4</td>
</tr>
<tr>
<td>Miracles Fitness</td>
<td>West Lafayette</td>
<td>1.1</td>
</tr>
<tr>
<td>Parkwest Fitness</td>
<td>West Lafayette</td>
<td>1.3</td>
</tr>
<tr>
<td>Faith West Community Center</td>
<td>West Lafayette</td>
<td>1.5</td>
</tr>
<tr>
<td>West Lafayette High School</td>
<td>West Lafayette</td>
<td>2.0</td>
</tr>
<tr>
<td>West Lafayette Municipal Pool (Happy Hollow)</td>
<td>West Lafayette</td>
<td>2.1</td>
</tr>
<tr>
<td>Snap Fitness-Health Club</td>
<td>West Lafayette</td>
<td>2.4</td>
</tr>
<tr>
<td>Harrison High School</td>
<td>West Lafayette</td>
<td>2.5</td>
</tr>
<tr>
<td>Morton Community Center</td>
<td>West Lafayette</td>
<td>2.9</td>
</tr>
<tr>
<td>France A. Cordova Recreational Sports Center</td>
<td>West Lafayette</td>
<td>3.1</td>
</tr>
<tr>
<td>Crossfit</td>
<td>West Lafayette</td>
<td>3.1</td>
</tr>
<tr>
<td>The Fitness Xperience</td>
<td>West Lafayette</td>
<td>3.2</td>
</tr>
<tr>
<td>Universal Fitness Training</td>
<td>West Lafayette</td>
<td>3.2</td>
</tr>
<tr>
<td>Family Sports Center</td>
<td>West Lafayette</td>
<td>3.3</td>
</tr>
<tr>
<td>A.H. Ismail Center at Lyles Porter Hall</td>
<td>West Lafayette</td>
<td>3.5</td>
</tr>
<tr>
<td>McAllister Recreation Center</td>
<td>Lafayette</td>
<td>3.7</td>
</tr>
<tr>
<td>YWCA Greater Lafayette</td>
<td>Lafayette</td>
<td>3.7</td>
</tr>
<tr>
<td>Legacy Sports Club</td>
<td>Lafayette</td>
<td>4.9</td>
</tr>
<tr>
<td>Lafayette Family YMCA</td>
<td>Lafayette</td>
<td>6.4</td>
</tr>
<tr>
<td>McCutcheon High School</td>
<td>Lafayette</td>
<td>9.1</td>
</tr>
</tbody>
</table>

**Average**

**Totals**

Source: Various Facilities, Hudson Strategic Partners
LOCAL SUPPLY OVERVIEW TAKEAWAYS

• The Morton Center, the current home to many Parks and Recreation programs, is the only facility that does not offer a pool, fitness center, track, or gymnasium

• There are currently a total of 11 pools within the market, though several of these facilities are private or have limited availability due to school priorities

• A walking/running track is also lacking in the market, as only two were noted in the local supply

• Membership fees average nearly $60 per month for a single adult and over $60 for a family membership at competitive venues
  • Individual memberships are slightly inflated due to boutique personal training gyms
  • Any new recreation facility will need to offer competitive prices compared to local gyms such as Snap Fitness, Faith West, Parkwest and the YMCA, which range between $30 and $50

• Ten local gyms indicated that they currently offer classes
PLANNING CONSIDERATIONS
SITE ANALYSIS
SITE ANALYSIS

- Location: General support of proposed site
- Access: Traffic/vehicular/public transit/pedestrian/bike
- Connectivity: Indoor and outdoor space relationships, blending
- Parking: Quantity/proximity/safety
- Open space: Active/field orientation/ball control
- Amenities: Community Gardens location/Farmer’s Market synergy
- Park’s building: Location/size/quality
- Cost drivers: Utilities & storm water management
POTENTIAL PROGRAM COMPONENTS

LOBBY AND LOUNGE
POTENTIAL PROGRAM COMPONENTS

TRADITIONAL GYMS
POTENTIAL PROGRAM COMPONENTS

TRADITIONAL GYMS
POTENTIAL PROGRAM COMPONENTS

INDOOR WALKING/JOGGING
POTENTIAL PROGRAM COMPONENTS

MULTI-ACTIVITY COURT (MAC) GYM
POTENTIAL PROGRAM COMPONENTS

INDOOR TURF
POTENTIAL PROGRAM COMPONENTS

SPORT SIMULATORS
POTENTIAL PROGRAM COMPONENTS

LEISURE AQUATICS
POTENTIAL PROGRAM COMPONENTS

COMPETITIVE AQUATICS
POTENTIAL PROGRAM COMPONENTS

COMBINED AQUATICS
POTENTIAL PROGRAM COMPONENTS

PROGRAM AQUATICS
POTENTIAL PROGRAM COMPONENTS

CARDIO FITNESS
POTENTIAL PROGRAM COMPONENTS

STRENGTH FITNESS
POTENTIAL PROGRAM COMPONENTS

FUNCTIONAL TRAINING
POTENTIAL PROGRAM COMPONENTS

FUNCTIONAL TRAINING
POTENTIAL PROGRAM COMPONENTS

TRADITIONAL GROUP FITNESS
POTENTIAL PROGRAM COMPONENTS

OTHER GROUP FITNESS
POTENTIAL PROGRAM COMPONENTS

OUTDOOR GROUP FITNESS
POTENTIAL PROGRAM COMPONENTS

HEALTH & WELLNESS SERVICES
POTENTIAL PROGRAM COMPONENTS

ACTIVE AGING/LIFELONG LEARNING
POTENTIAL PROGRAM COMPONENTS

NUTRITION & WELLNESS
POTENTIAL PROGRAM COMPONENTS

PRESCHOOL AND CHILDWATCH AREAS
POTENTIAL PROGRAM COMPONENTS

COMMUNITY ROOMS
POTENTIAL PROGRAM COMPONENTS

MEETING & LOUNGE SPACE
POTENTIAL PROGRAM COMPONENTS

LOCKER ROOMS
Q&A
NEXT STEPS
NEXT STEPS

Visit study website at www.reccenterwl.com

Plan to attend January 16th and March 21st community meetings

Discuss study with friends & neighbors, and encourage them to participate

Be sure to sign in and provide email address for project updates
Thank you for your input!