



# Community Center Feasibility Study

Workshop #2  
April 11, 2011





City Council  
City of Sammamish Park & Recreation Board  
City of Sammamish Staff  
Stakeholders & Users  
Citizens of Sammamish

**TEAM LEADER / PROJECT MANAGER**

**Barker Rinker Seacat Architecture**

**Craig Bouck**, Principal in Charge, LEED AP

**Keith Hayes**, Consulting Principal, LEED AP

**OPERATIONS & FEASIBILITY**

**Ballard \* King & Associates**

**Ken Ballard**, CPRP, President

**AQUATIC DESIGN**

**Water Technology, Inc**

**Doug Whiteaker**, Principal

**CIVIL ENGINEERING**

**Dowl HKM**

**LANDSCAPE DESIGN**

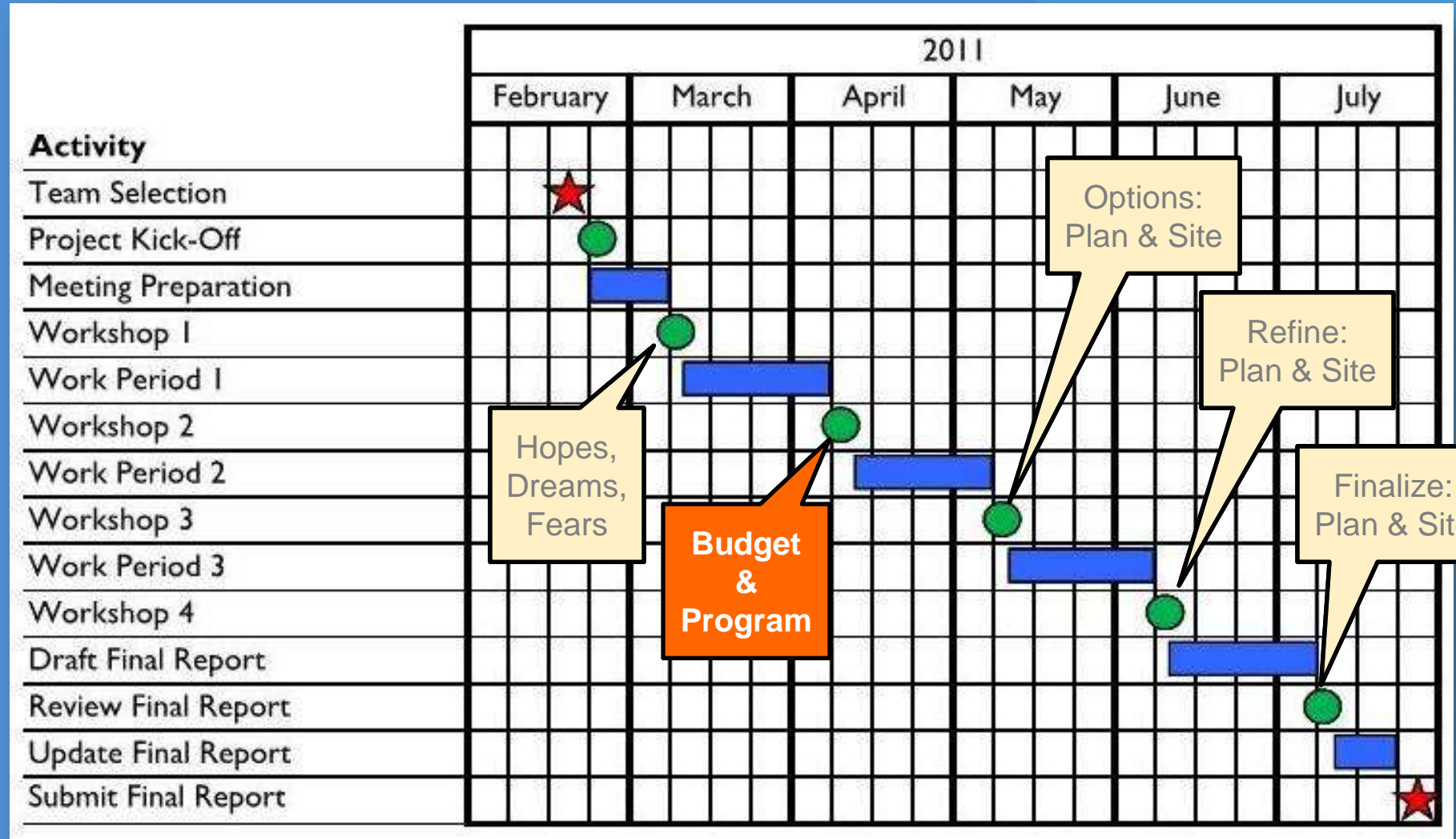
**Site Workshop**

**COST ESTIMATING**

**Architectural Cost  
Consultants**

**Team Building**

# Project Schedule



# Progress to Date:

- Listened to Sammamish Hopes, Dreams and Fears
- Toured Sammamish and Visited Potential Sites
- Started Market Analysis
- Visited Area Recreation Providers
- Reviewed Demographic Data
- Reviewed Previous Study Materials
- Developed Project Cost Models
- Prepared a Program Exercise

# Agenda:

- Provide a Project Overview
- Share Progress
- Present an Overview of National Recreation Trends
- Conduct an Exercise





explorate



Contextual Design



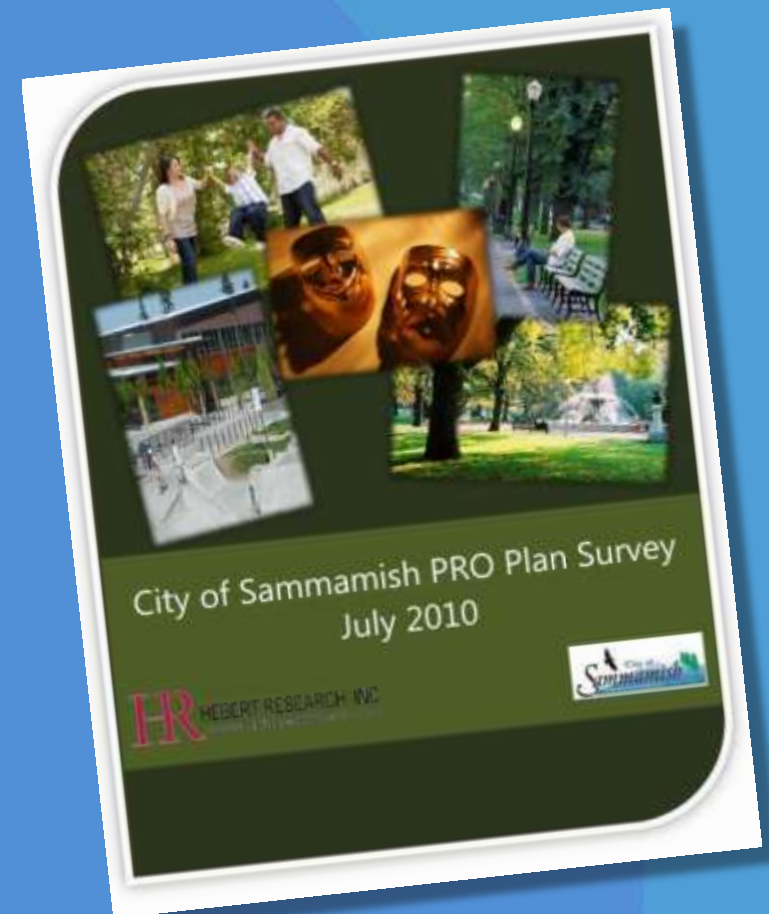
# A Proven Public Process





## Community Vision

- Maintain a **small-town atmosphere** and suburban character so that new development will complement Sammamish's existing character as well as allow for **diversity and creativity**;
- Provide a **family friendly, kid safe** community;
- Encourage **community gathering spaces** which invite human presence, arouse curiosity, pique interest and allow for the interaction of people;
- Establish a **unique sense of place** for visitors and residents;
- Respect the character and integrity of existing neighborhoods;
- Preserve trees and green ways by encouraging the preservation or development of large areas of greenery which provide a visual impact as opposed to creating small areas of unusable residue;
- Protect and enhance streams, wetlands and wildlife corridors;
- Maintain a harmonious relationship between the natural environment and future urban development;
- Create a safe and interesting network of trails for hiking, biking and horseback riding;
- **Establish a park and recreation system that meets the high standards of the community**;
- Provide accessible, quality government service and encourage active, involved citizens;
- Develop civic and cultural opportunities and experiences.





## Community Vision

- Maintain a **small-town** character

### Community Center Mission Statement

The goal of the Sammamish Community Center is to enhance the quality of life for residents of the Sammamish Plateau area by providing an exceptional gathering place for social and recreation activities. The Center and its operation will **promote community health and provide programming for all ages and abilities.**

- The Center will capture the **outdoor character of the Sammamish lifestyle** and reflect its positive attributes and excellent quality of life. The design of the facility will provide a **strong relationship between indoor and outdoor spaces** and complement existing recreation amenities as much as possible.

- The Sammamish Community Center will be **designed for maximum flexibility and multiple uses** and will be adaptable to the changing needs, interests and growth of the community. The operation of the Center must **be financially feasible, affordable, and sustainable** and provide outstanding service to area residents.

# Market Analysis

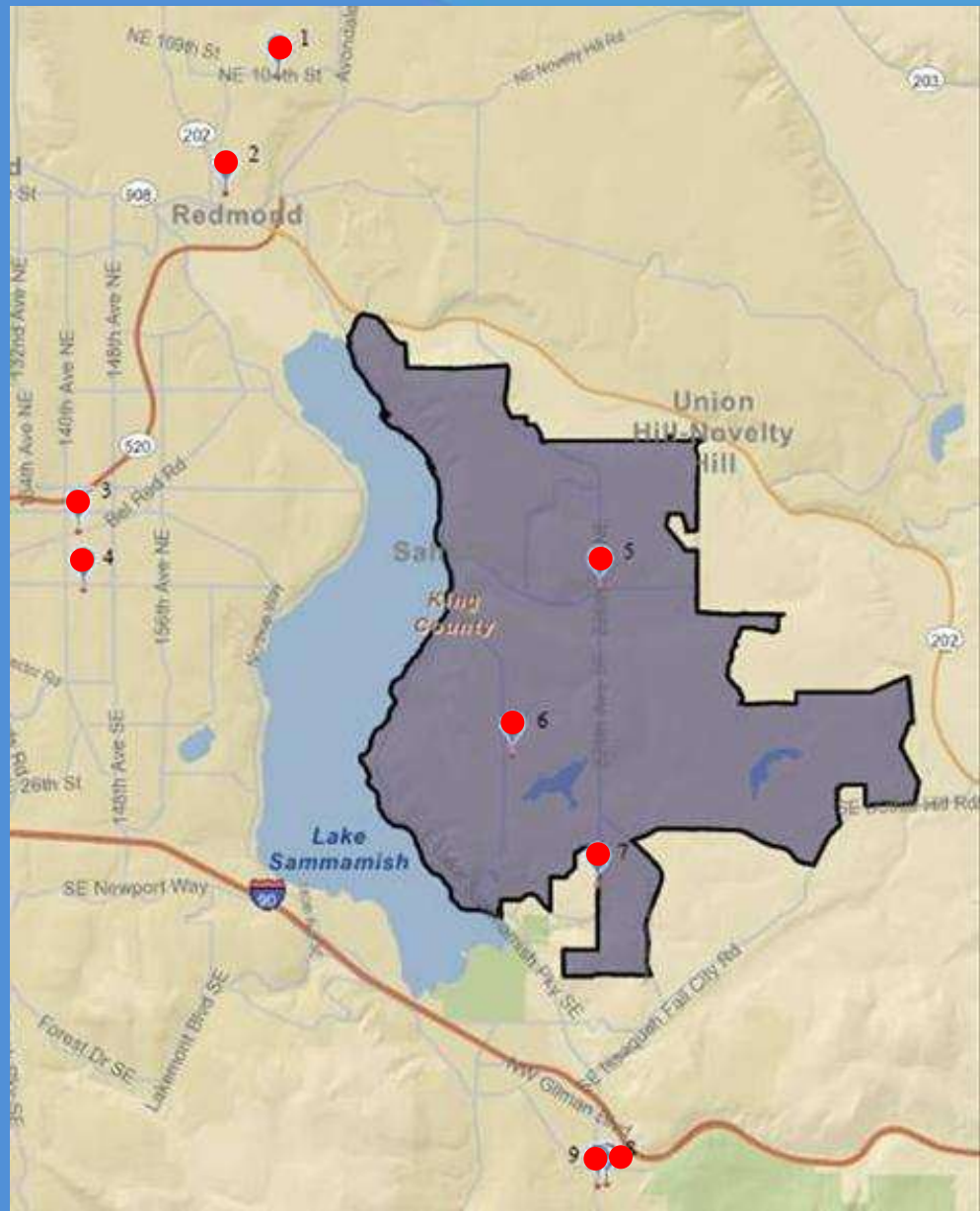
- **Primary Market**
  - *City of Sammamish*
- **Secondary Service Area**
  - *slightly larger area*



# Demographics

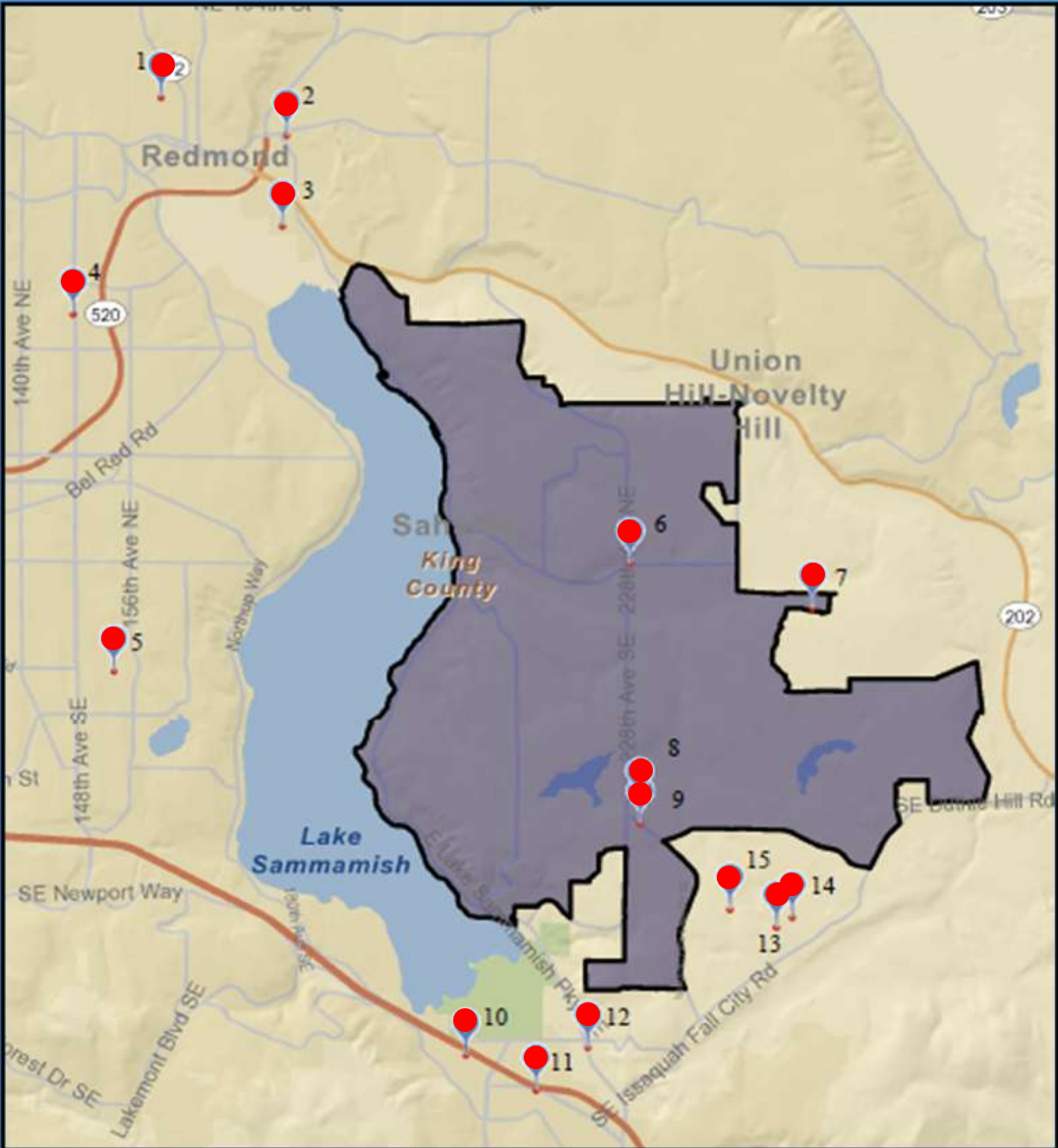
	City of Sammamish	Secondary Service Area
<b>Population:</b>		
2000	34,104	48,014
2010	45,780	58,522
2015	47,416	63,927
<b>Households:</b>		
2000	11,131	16,236
2010	14,767	19,536
2015	15,185	21,250
<b>Families:</b>		
2000	9,655	13,375
2010	11,836	16,054
2015	12,984	17,457
<b>Average Household Size:</b>		
2000	3.06	2.95
2010	3.10	2.98
2015	3.11	3.00
<b>Ethnicity:</b>		
Hispanic	3.9%	3.9%
White	74.7%	81.1%
Black	1.0%	1.1%
American Indian	0.3%	0.3%
Asian	19.3%	13.2%
Pacific Islander	0.1%	0.2%
Other	1.1%	1.0%
Multiple	3.5%	3.2%
<b>Median Age:</b>		
2000	35.3	35.4
2010	37.2	37.1
2015	36.2	36.2
<b>Median Income:</b>		
2000	\$101,592	\$92,966
2010	\$129,110	\$120,782
2015	\$148,206	\$137,699
<b>Household Budget Expenditures Index:</b>		
Housing	241	225
Entertainment & Recreation	247	232

# Public & Non-Profit Providers





# Private Providers



# Market Conclusions

## *Opportunities*

- There are ***no comprehensive, public, indoor sports, fitness or aquatic facilities*** in the City of Sammamish or the Secondary Service Area. There also is no public pool (indoor or outdoor) in the City or either school district.
- The **Sammamish Family YMCA is the only non-profit sports, fitness and aquatic facility** in the City or Secondary Service Area and it is housed in an old building that has been repurposed.
- The vast majority of the existing **private providers in the market are located to the north** in Redmond or to the south in Issaquah. There are only four fitness facilities actually located in Sammamish proper and only one of these is a comprehensive facility.
- The **current public indoor aquatic facilities** in the area are all older, conventional pools, with **none of the appeal of a true leisure pool.**
- Despite the presence of a number of other providers in the greater market, the **population base is large enough to support another indoor recreation facility.**
- The demographic characteristics indicate **households with children and higher income levels.**
- Many of the more prominent **private facilities have very high user fees.**
- An **indoor recreation center improves the quality of life** in a community and often serves as an **economic development engine.**

# Market Conclusions

## *Challenges*

- The **YMCA has a reasonably strong presence** in the Sammamish market even with their current inadequate facility.
- There are a number of **existing private sports, fitness and aquatic facilities** in the greater Sammamish area. Most of these facilities have a **strong fitness orientation as well as other sports amenities**.
- The population **has lower numbers in the 25-44 age category** which is one of the prime age groups that support and use an indoor community center.
- **New public community recreation centers are possible** in the coming years in **Issaquah, Redmond and Bellevue**. This could limit the draw for a Sammamish Community Center from these areas.
- **Funding** not only the development but the operation of an indoor community center **will have to be clearly defined**.

# Market Conclusions

## *Project Direction*

- The facility will need to emphasize its ability to **serve all age groups** including youth, seniors and most importantly families.
- The center must be seen as a facility that features **a variety of active use areas** (pool, gyms, fitness, etc.) as well as community gathering spaces.
- The facility has to be perceived as being **affordable** for the amenities and services that are going to be provided.
- The site has to be visualized as being **easily accessible** for the entire City as well as the Secondary Service Area.



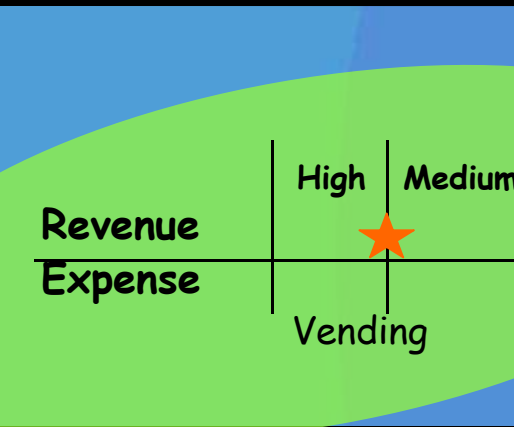
# Public Input & Market Analysis

## Program, Cost Recovery and Budget Planning

# Wish List

- Child Care Area
- Multi-Purpose Room
- Classrooms
- Snack Bar / Vending
- Indoor Playground
- Youth Program Area
- Party Rooms
- Circuit and Free Weights
- Cardio Area
- Aerobics
- Gymnastic, Dance, & Yoga
- Basketball Courts
- Indoor Track
- Climbing Wall
- Gymnasium
- Competitive Pool
- Therapeutic Pool
- Sauna and Spa
- Family Leisure Pool
- Lobby
- Administration Offices
- Locker Rooms





- Snacks
- Drinks
- Revenue Source
- Fundraising

# Cafe / Vending







## 800-1,200 SF

- Low cost, moderate revenue space
- Short-term, 2-hours
- Convenient for parents during work-out
- Scaled to small children
- Adjacent toilet area
- Toys, games, books, videos
- Parking area for strollers

	High	Medium	Low
Revenue			★
Expense		★	

**Child Care Area**



**800 – 1,600 SF**

- Low cost, high revenue space
- Adult and/or youth areas
- Games, music, vending

	High	Medium	Low
Revenue		★	
Expense			★

**Games Area**





**2,000 SF**

- Play structure for children under 12 years
- Develop large motor skills
- Provide imagination play
- Physical and mental activities

	High	Medium	Low
Revenue		★	
Expense		★	

# Indoor Playground



**650 – 1,600 SF**

- Low cost, high revenue space
- Dry rooms and wet rooms
- Birthday parties, meetings, crafts
- Space for learning and playing



**Classrooms**

	High	Medium	Low
Revenue		★	
Expense		★	



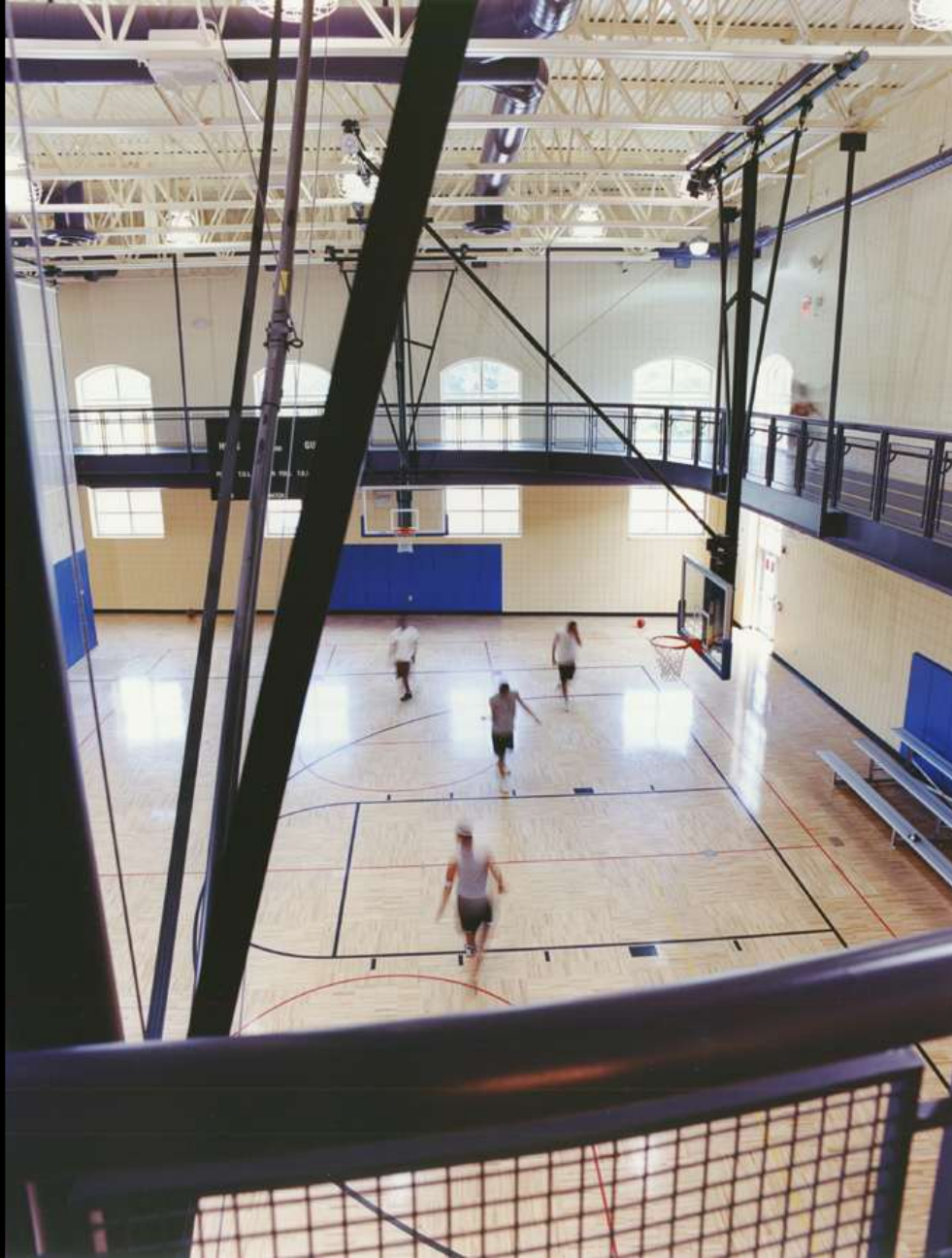


**4,000-6,000 SF**

- Low cost, high revenue space
- Can be divided into multiple rooms
- Kitchen capacity
- Lectures, large meetings
- Social gathering
- Flexible

	High	Medium	Low
Revenue		★	
Expense		★	

# Multi-Purpose Room



**10,000 – 19,000 SF**

- Basketball courts
- Volleyball
- Badminton
- Sprung wood floor
- Tip & Roll Bleachers

	High	Medium	Low
Revenue		★	
Expense		★	

**Gymnasium**





**6,900 – 14,500 SF**

- Modern, multi-purpose space
- Synthetic flooring
- Indoor Soccer
- Roller Hockey
- Gymnastics
- Rental Space
- Basketball, Volleyball, Badminton

	High	Medium	Low
Revenue		★	
Expense		★	

# Multi-Activity Court (MAC)



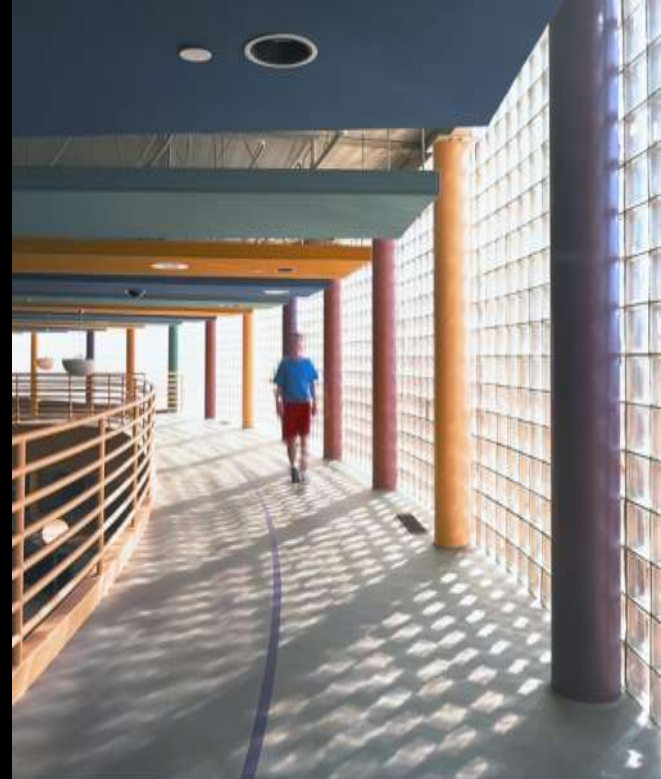
**Fitness & Wellness  
Testing  
Massage Therapy  
Health Rooms**



**Fitness/Assessment**

	High	Medium	Low
Revenue		★	
Expense			★





**6,000 – 8,000 SF**

- Views into many activity spaces
- Views to outdoors
- Stretching area

	High	Medium	Low
Revenue			★
Expense			★

# Indoor Track





**4,600 – 12,000 SF**

- 50-150 pieces of Equipment
- Cardio Training Equipment
- Circuit Resistance Equipment
- Free Weights
- Stretching Area

	High	Medium	Low
Revenue	★		
Expense		★	

**Weight / Fitness Area**





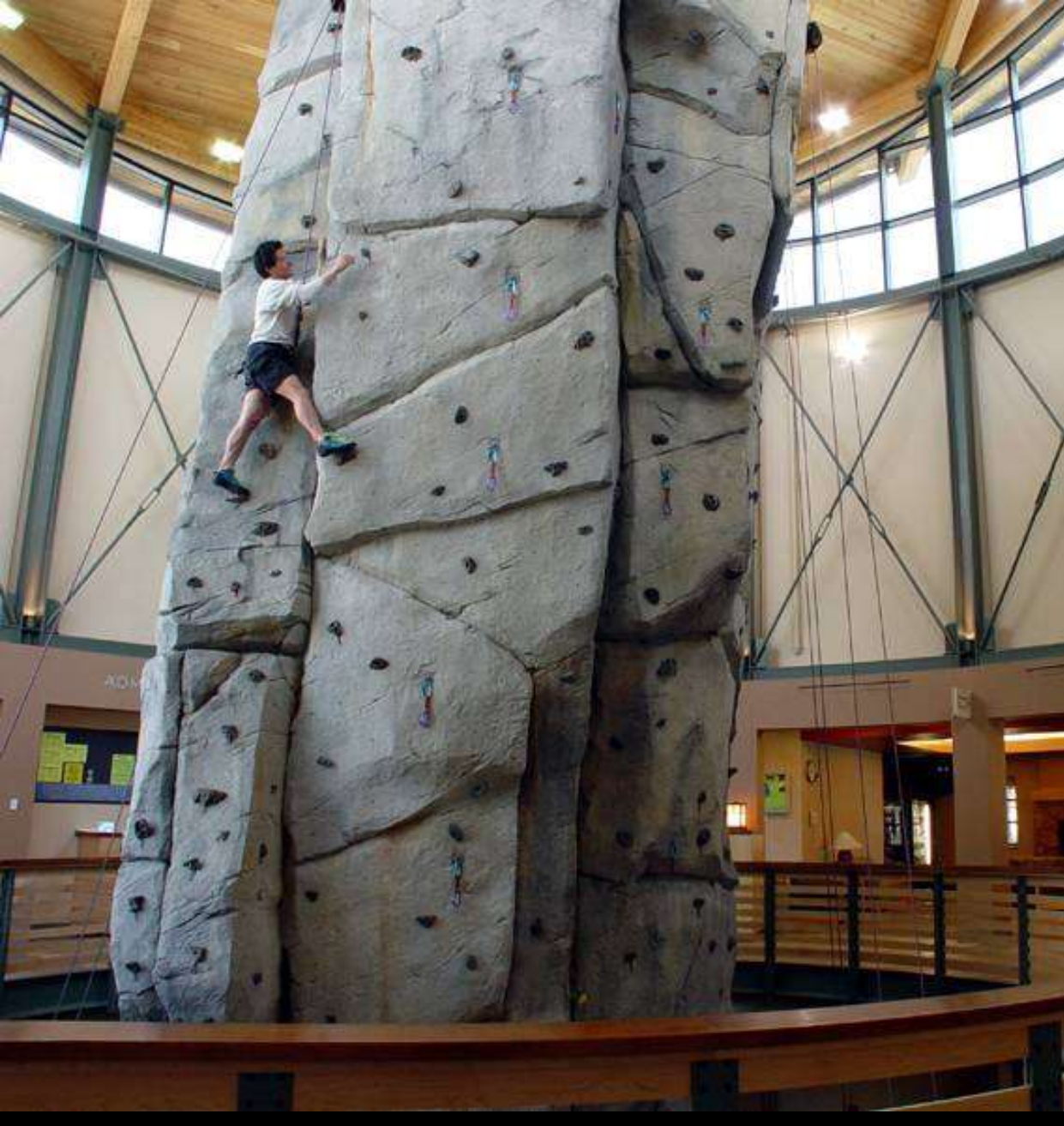
**2,300 – 3,100 SF**

- Aerobics, Exercise, Dance, Yoga, Martial Arts
- Sprung wood floor
- Barre & mirror
- Sound system

	High	Medium	Low
Revenue	★		
Expense		★	

**Aerobics, Dance & Yoga**





**500 – 1,000 SF**

- Moderate cost, moderate revenue space
- Adult and/or youth areas
- Base for outdoor programs
- Games, music, vending

	High	Medium	Low
Revenue		★	
Expense		★	

# Climbing Wall





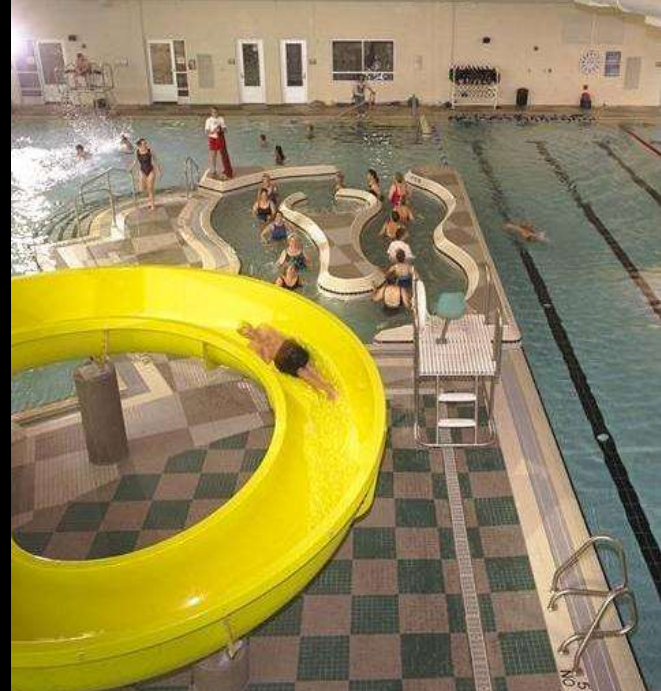
6,000 – 28,000 SF

- Fitness Lap Swimming
- Diving
- Meet Management
- Spectator Seating

	High	Medium	Low
Revenue			★
Expense	★		

**Competitive Pool**





- 6,200 – 15,300 SF**
- Family swimming pool
  - Water slide
  - Lazy river
  - Sprays and jets
  - Zero depth entry
  - Deck area

	High	Medium	Low
Revenue		★	
Expense		★	

# Leisure Pool





**1,000 SF**

- Birthday Parties
- Classes
- Special Functions

	High	Medium	Low
Revenue	★		
Expense			★

**Party Rooms**



**3,000 SF**

- Warm water pool
- Aqua aerobics

	High	Medium	Low
Revenue		★	
Expense		★	

# Therapeutic Pool

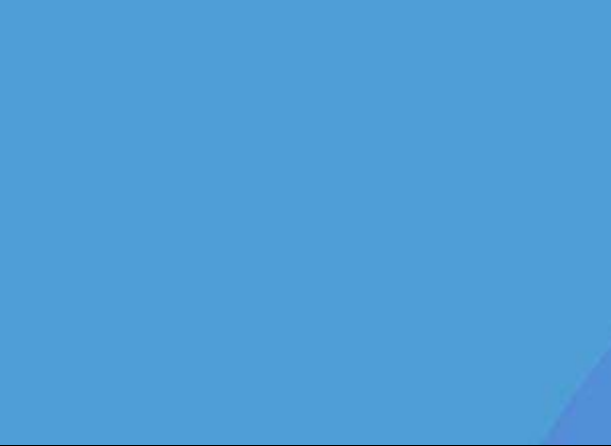




- Lobby, Lounge, Viewing
- Reception/Access Control
- Public Restrooms
- Public Telephone
- Facility Director Offices
- Coordinator Offices
- Conference Room
- Workroom

	High	Medium	Low
Revenue			
Expense		<del>N/A</del>	

## Lobby / Administration



- Men's Locker Room
- Women's Locker Room
- Family Changing Rooms

	High	Medium	Low
Revenue			
Expense		<del>N/A</del>	

# Locker Rooms





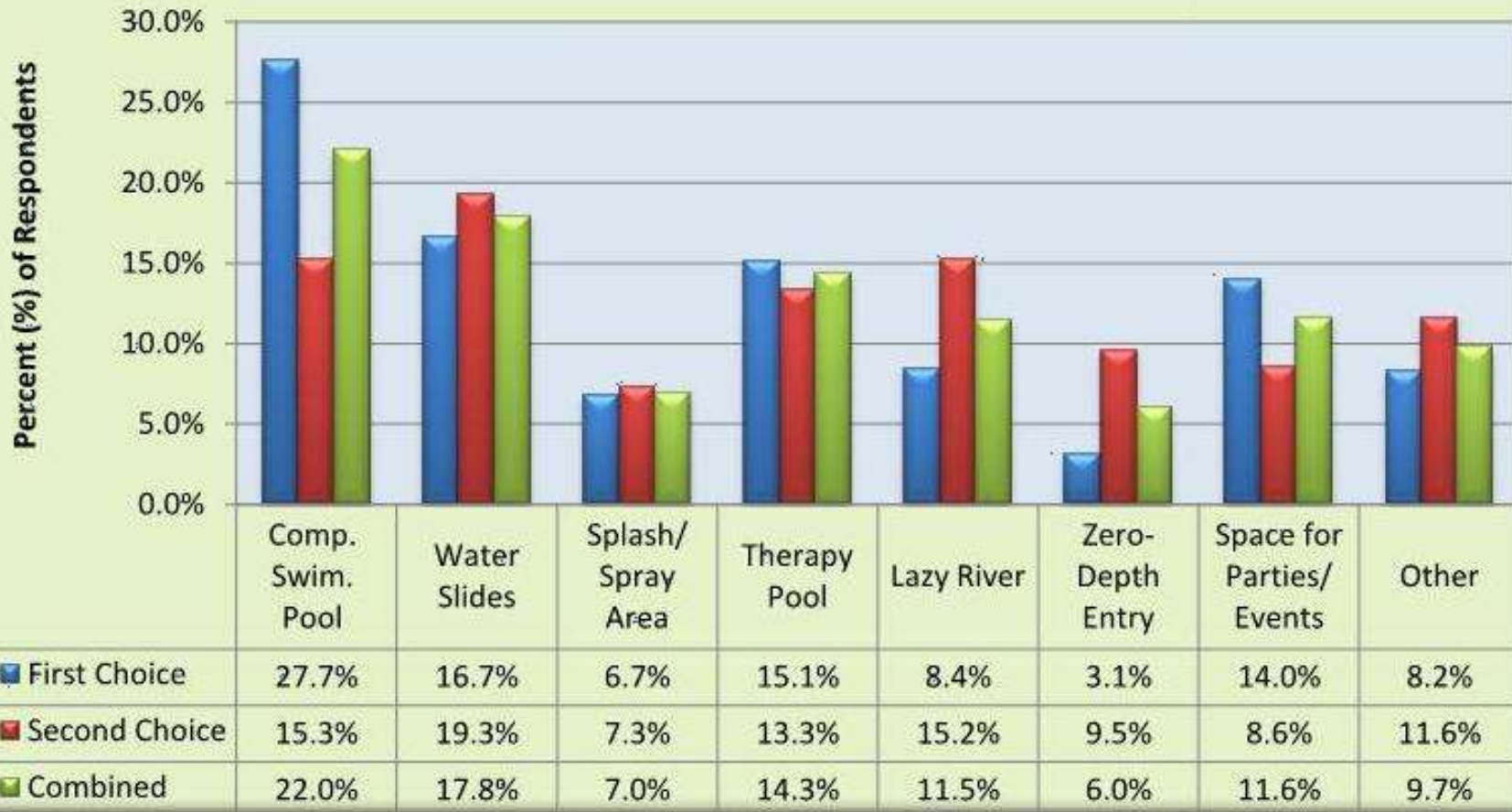
Recreation Amenities

Revenue Production



# Survey Says:

## Aquatic Center Features Most Likely to Be Used





# Survey Says:

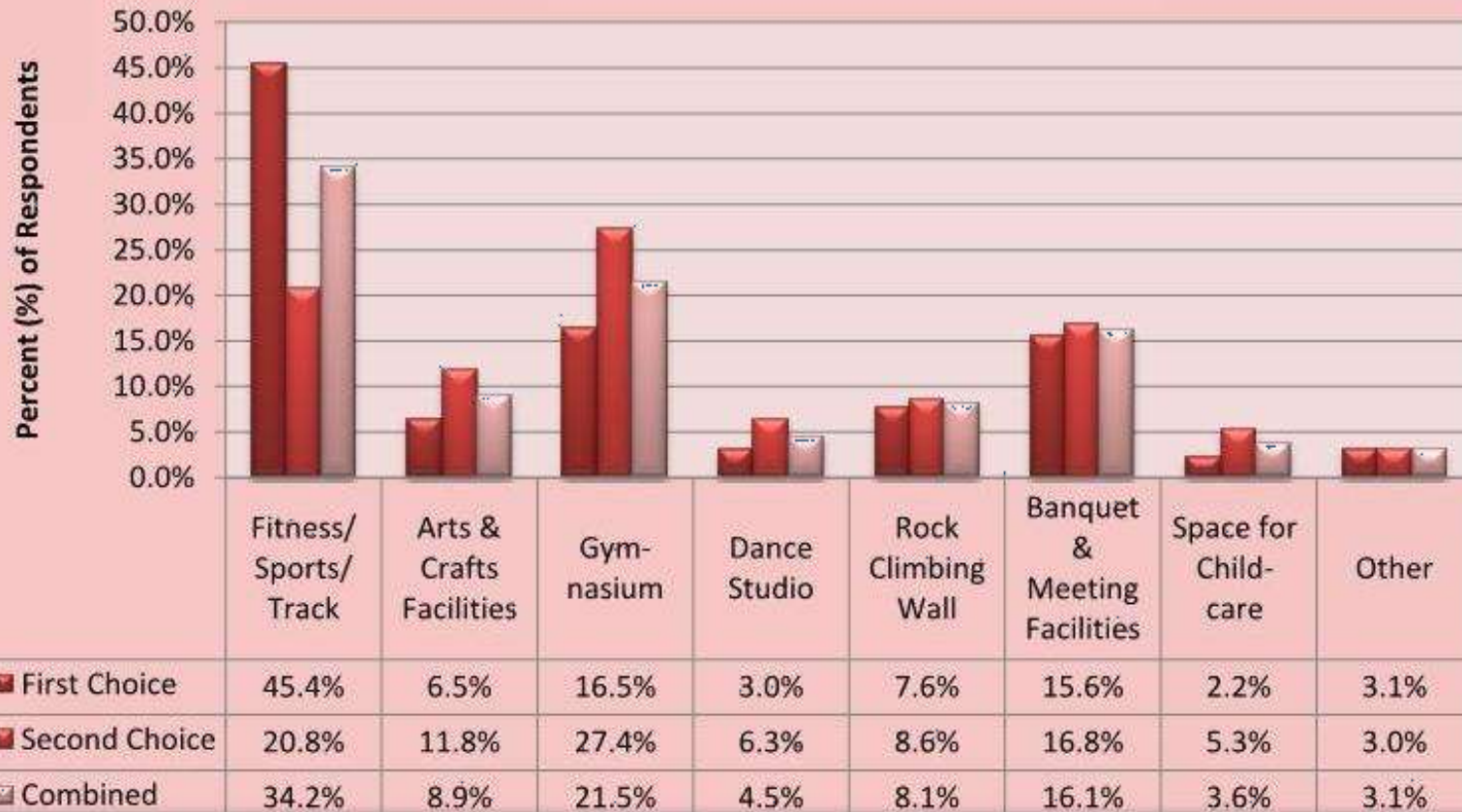
## Aquatic Center Programs Most Likely to Be Used



	Swim Lessons	Comp. Swim.	Lap Swim.	Open/Family Swim.	Water Exercise Classes	Rehab/Therapy	Water Polo	Other
First Choice	19.8%	8.4%	22.4%	36.9%	9.7%	1.7%	0.9%	0.4%
Second Choice	16.4%	6.0%	11.8%	31.2%	21.7%	10.1%	2.0%	1.0%
Combined	18.2%	7.3%	17.4%	34.2%	15.4%	5.6%	1.4%	0.6%

# Survey Says:

## Most Important Features to Include in Community Center



# Recreation Amenities *versus* Revenue Production

## Low Revenue Potential

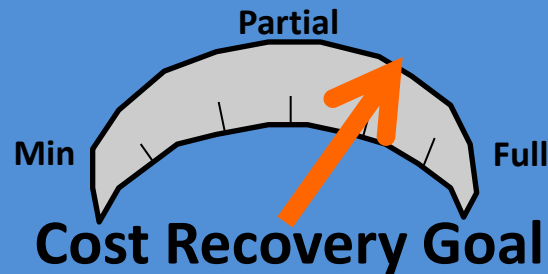
- \* Senior Areas
- \* Administrative/Support
- \* Teen Lounge
- \* Babysitting
- \* Kitchen
- \* Locker Room
- \* Theater
- \* Meeting Rooms
- \* Tennis Courts
- \* Competitive Pools-50 meter

## Medium Revenue Potential

- \* Arts & Crafts Area
- \* Racquetball
- \* Sports Medicine Clinic
- \* Game Rooms
- \* Gymnastics Areas
- \* Climbing Wall
- \* Competitive Pools-25 meter

## High Revenue Potential

- \* Leisure Pools
- \* Weight/Cardiovascular
- \* Aerobics/Dance Areas
- \* Gym/Track
- \* Concessions
- \* Ice Arena



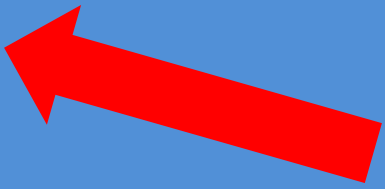


# Budget Assumptions



- Project vote in early 2012
- One year design phase
- Fifteen month construction duration
- Building opens in late 2014
- Inflation assumed to mid-point of construction
- 2012-2014 construction inflation assumed to be 5%-6% annually

# Community Center Budget



Building

Structured Parking

Site Improvements,  
Landscape

Equipment, Fees, Sales Tax,  
Contingency

**Program Area Name/  
Size**

**Construction Cost**

**Operations Cost  
and Revenue**

**Gross Area**

**Characteristics**

Sammamish Community and Aquatics Center Feasibility Study  
Have a say in how we play!

**30 Person Classroom** \$173,000

854 g.s.f.

- One 650 n.s.f. classroom
- Classes and meetings
- Special functions
- Can act as stage if adjacent to Community Room
- Room seats 30 (classroom style)
- 50 sq. Storage

High Medium Low  
Revenue Expense

BARKER RINKER SEACAT  
© 2011 Barker Rinker Seocat Architecture

Sammamish Community and Aquatics Center Feasibility Study  
Have a say in how we play!

**Café / Juice Bar** \$139,000

610 g.s.f.

- Locate proximate to Lobby
- Amenity for Guests
- Seating in Lounge
- Concession operation
- Storage
- Does not include equipment

High Medium Low  
Revenue Expense

BARKER RINKER SEACAT  
© 2011 Barker Rinker Seocat Architecture





# The Activity

**1. Determine Budget**

**2. Establish Cost Recovery Goal**

**3. Review Program Cards**

**4. Sort into YES / NO / Maybe piles**

**5. Make your programs**

**6. Have FUN!**

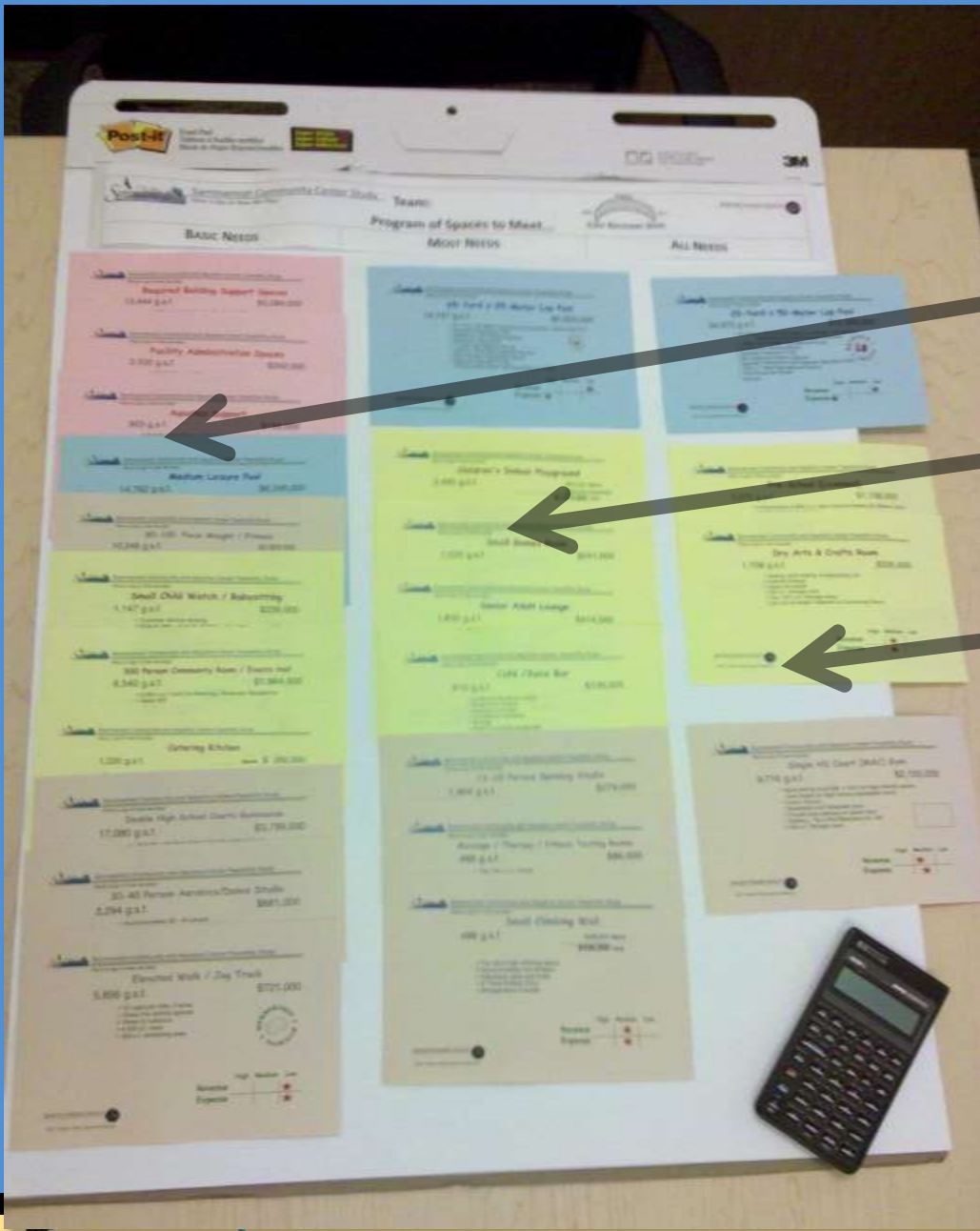


# Spaces that Meet . . .

**BASIC Needs**

**MOST Needs**

**ALL Needs**



# Next Steps:

- Site Analysis
- Draft Facility Program
- Building and Site Plan Options for Potential Sites
- Architectural Character Options
- Detailed Aquatic Options
- Project Budgeting and Phasing Potential of Options
- Operational Analysis of Options
- **Next Public Meeting May 9<sup>th</sup>**