



Community Center at Foss Creek Business Plan & Parks and Recreation Needs Assessment Update



City Council & Parks and Recreation Commission Workshop

September 30, 2014



Project Process

Community Input / Market Review

(Focus Groups, Public
Meetings, Statistically
Valid Needs Survey)

Operational Assessment

(Data Collection,
Operations Analysis of
Center)

Site Assessment

(Concept Design of Park,
Concept Design of
Building)

Community Input Process

- Focus Group Meetings, Community Leaders and Public Forums were held in May of 2014
- 134 people attended focus group meetings
- 16 key individuals in leadership meeting
- 65 people came to two public meeting
- Out of this process we developed the citizen household survey

Key Issues to Address

- Better access and usage of Foss Creek Community Center with greater expansion of the facility to include a gym, walking track, fitness area, and more program spaces with wider age segment appeal
- Extension of the existing Foss Creek trail system
- Additional programs for people of all ages
- More sports fields for soccer, football and baseball with all weather turf to expand the use of the site
- Expansion of the community gardens spaces
- Stronger communication of what programs and services are provided and where

Saggio Hills Amenities

- Citizens were asked if they would support moving the interactive recreation elements from Saggio Hills to Foss Creek Community Center site?
- There was overwhelming support for moving active sports fields components to Foss Creek Community Center site and keeping Saggio Hills in a natural state for walking and hiking.

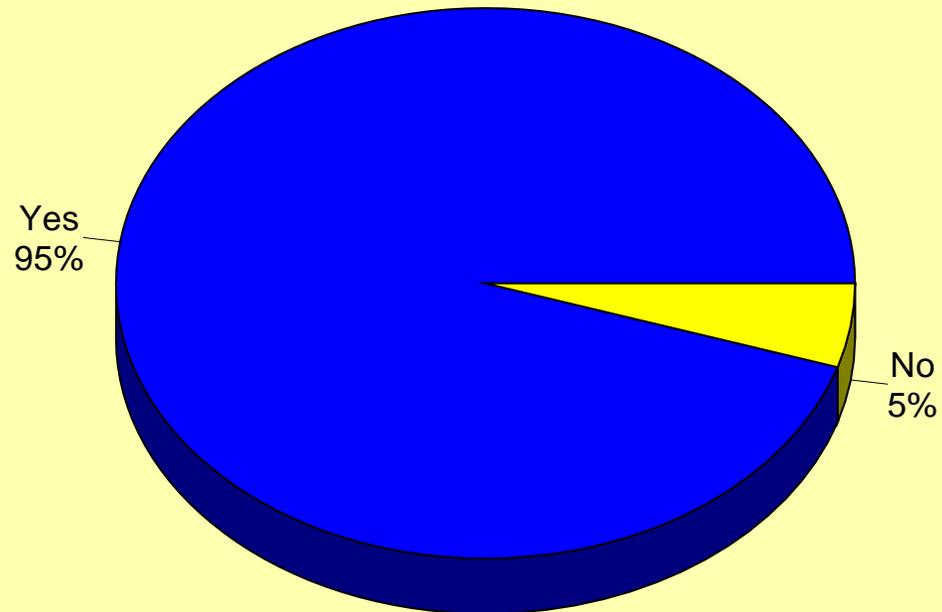
Community Interests & Opinions Survey

Community Interest & Opinion Survey

National
Average: Yes
(80%); No (20%).

Q1. Have You or Any Members of Your Households Visited Any of the City of Healdsburg Parks, Recreation Facilities, or Sports Fields During the Past Year?

by percentage of respondents

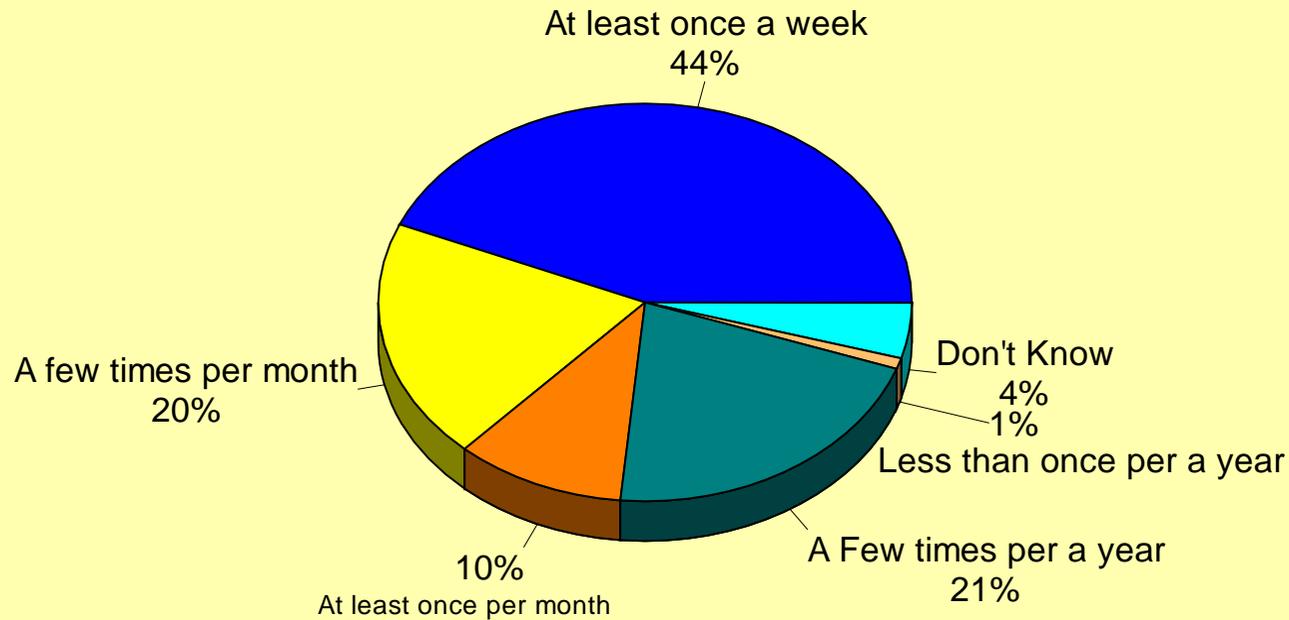


Source: Leisure Vision/ETC Institute for the City of Healdsburg (June 2014)

Community Interest & Opinion Survey

Q1a. How Often Did You or Members of Your Household Visit Parks, Recreation Facilities, or Sports Fields During the Past Year?

by percentage of respondents (who visited parks, recreation facilities or sports fields)



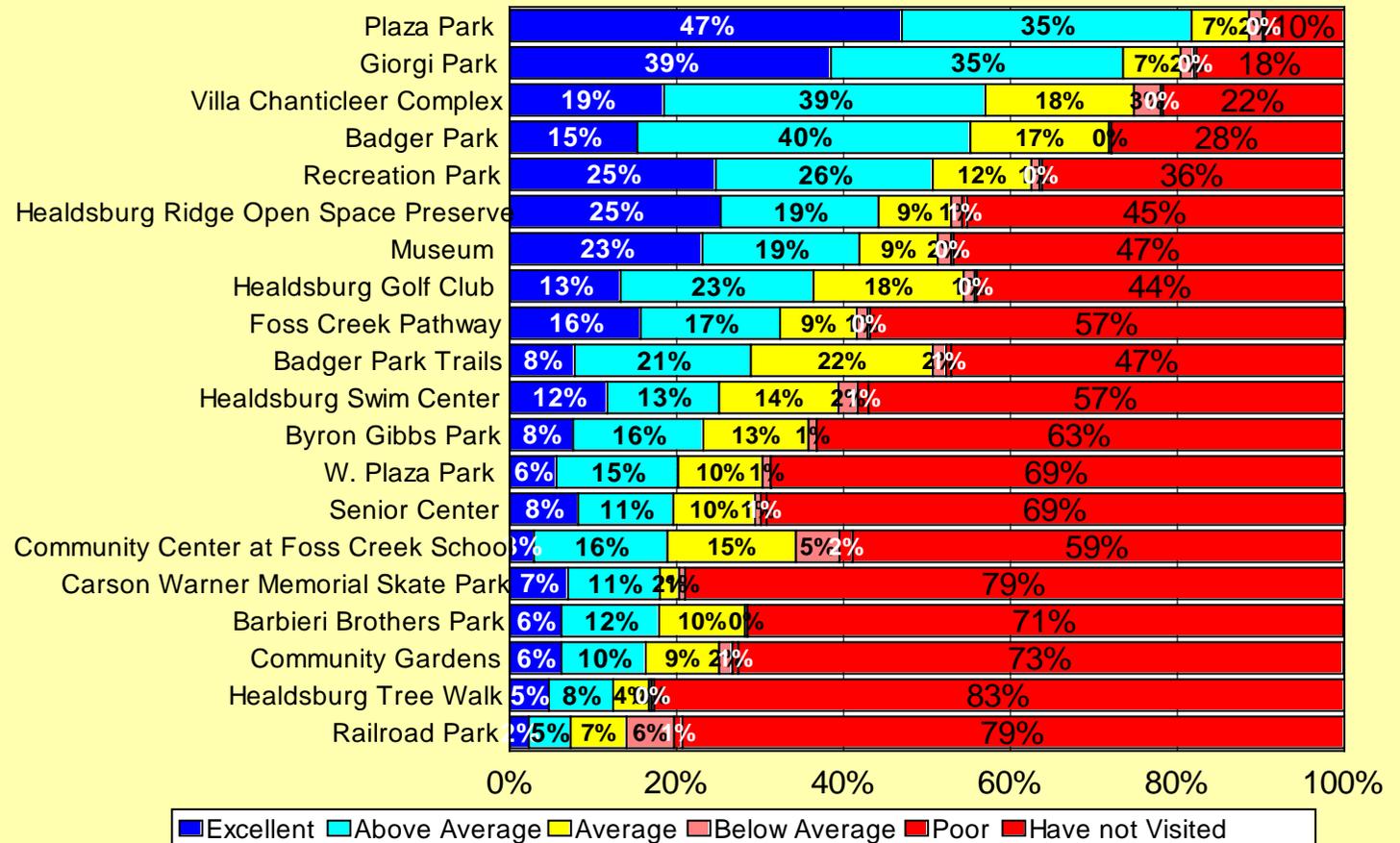
Source: Leisure Vision/ETC Institute for the City of Healdsburg (June 2014)

Community Interest & Opinion Survey

- National Average:
 - Excellent (34%)
 - Above Average (54%)
 - Average (11%)
 - Poor (1%)

Q2. Respondent Household Rating of Parks and Recreation Department Parks, Facilities and Trails

by percentage of respondents

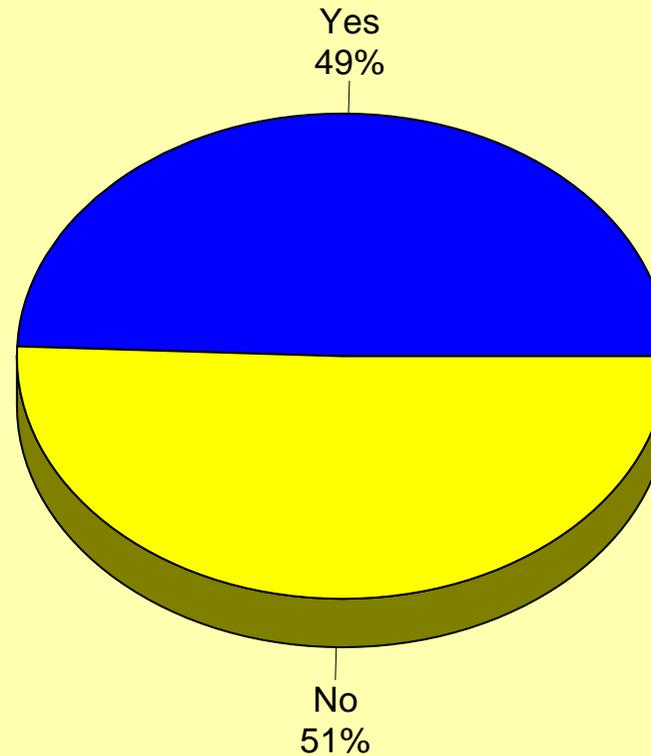


Source: Leisure Vision/ETC Institute for the City of Healdsburg (June 2014)

Community Interest & Opinion Survey

Q3. Have You or Members of Your Households Participated in Programs, Special Events or Activities Offered by Healdsburg Parks and Recreation Department Over the Past 12 Months?

by percentage of respondents



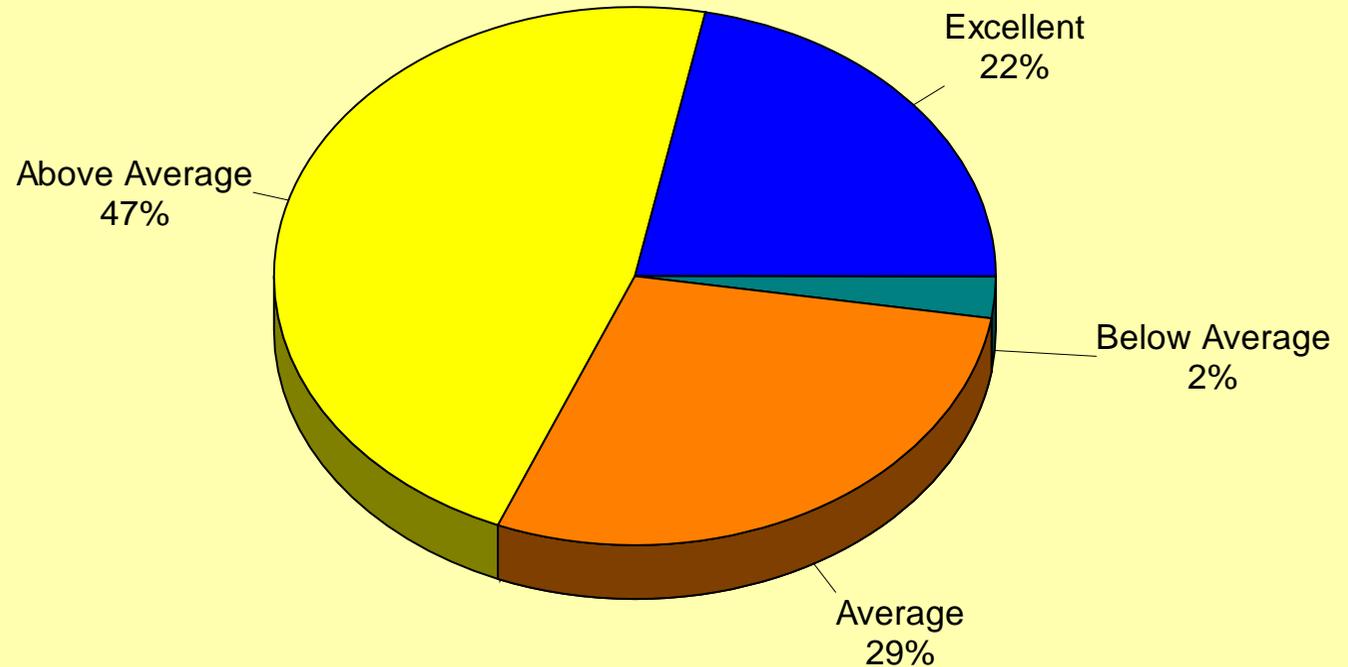
- National Average:
 - Yes (35%)
 - No (65%).

Community Interest & Opinion Survey

- National Average:
 - Excellent (37%)
 - Above Average (53%)
 - Average (8%)
 - Below Average (1%)

Q3a. How Respondents Rate the Overall Quality of Programs, Special Events or Activities they Have Participated in During the Past 12 Months

by percentage of respondents

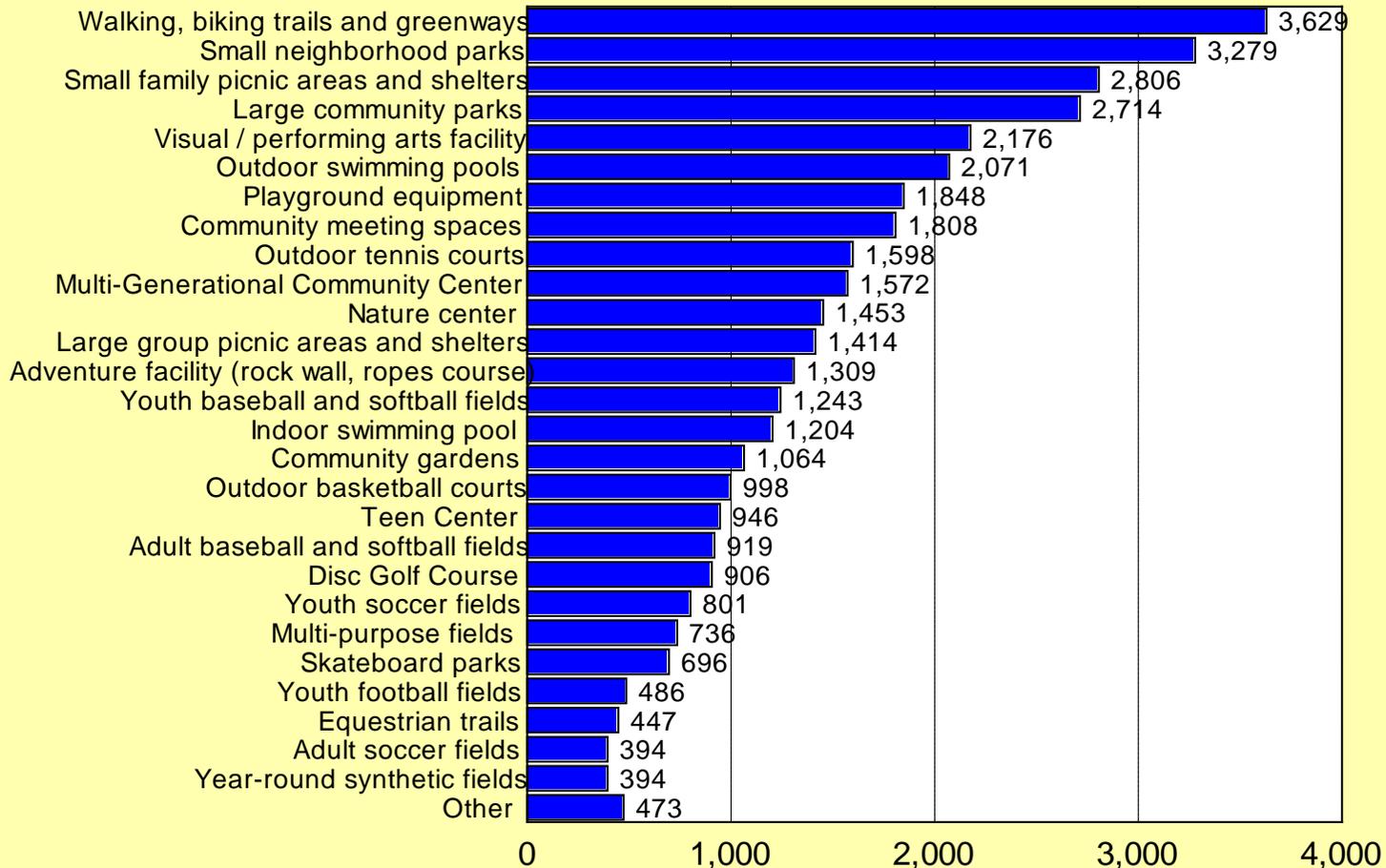


Source: Leisure Vision/ETC Institute for the City of Healdsburg (June 2014)

Community Interest & Opinion Survey

Q4. Estimated Number of Households in the City of Healdsburg that Have a Need for Parks and Recreation Facilities

by number of households based on 4,378 households in the City of Healdsburg

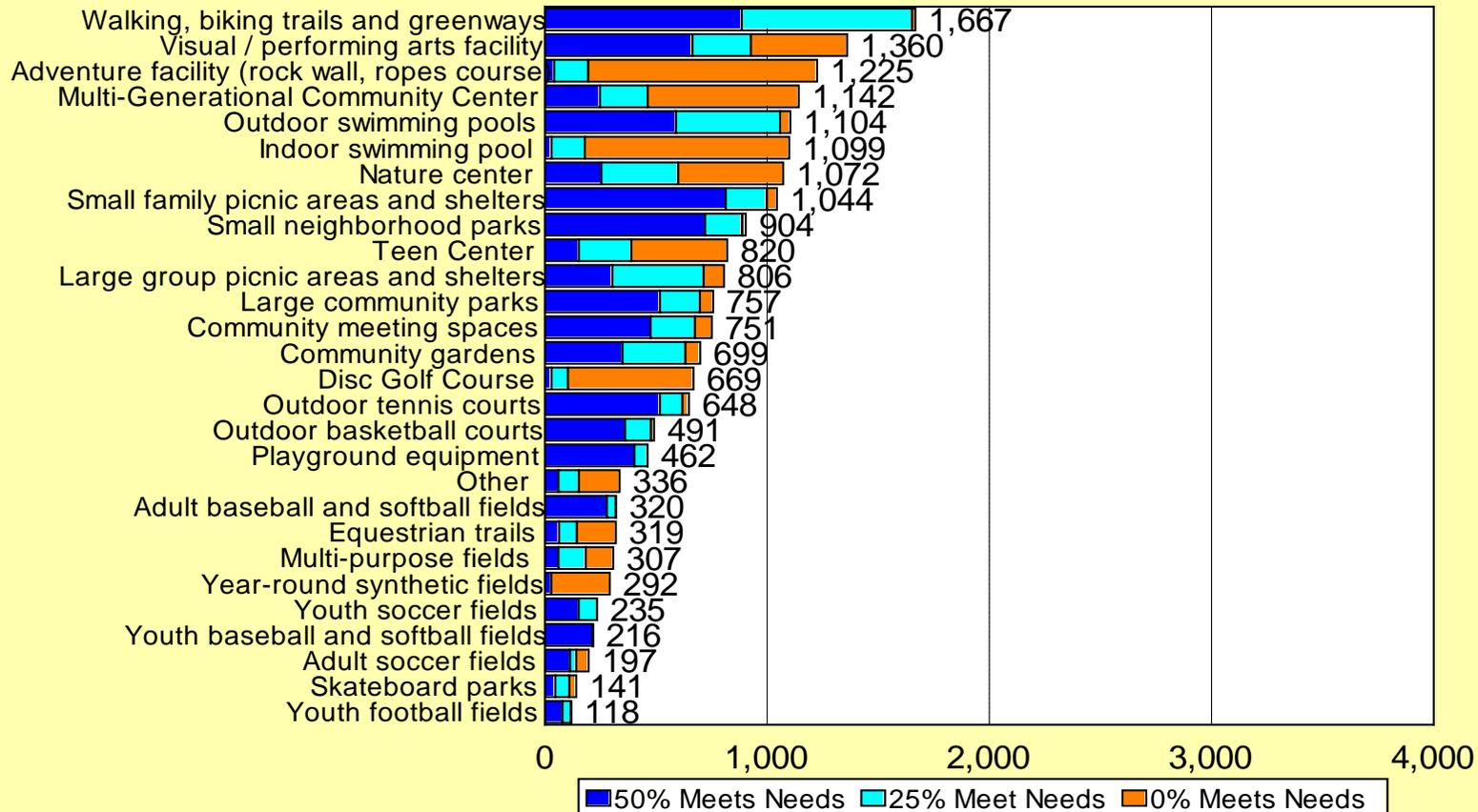


Source: Leisure Vision/ETC Institute for the City of Healdsburg (June 2014)

Community Interest & Opinion Survey

Q4. Estimated Number of Households in the City of Healdsburg Whose Needs for Parks and Recreation Facilities Are Only Being 50% Met or Less

by number of households based on 4,378 households in the City of Healdsburg

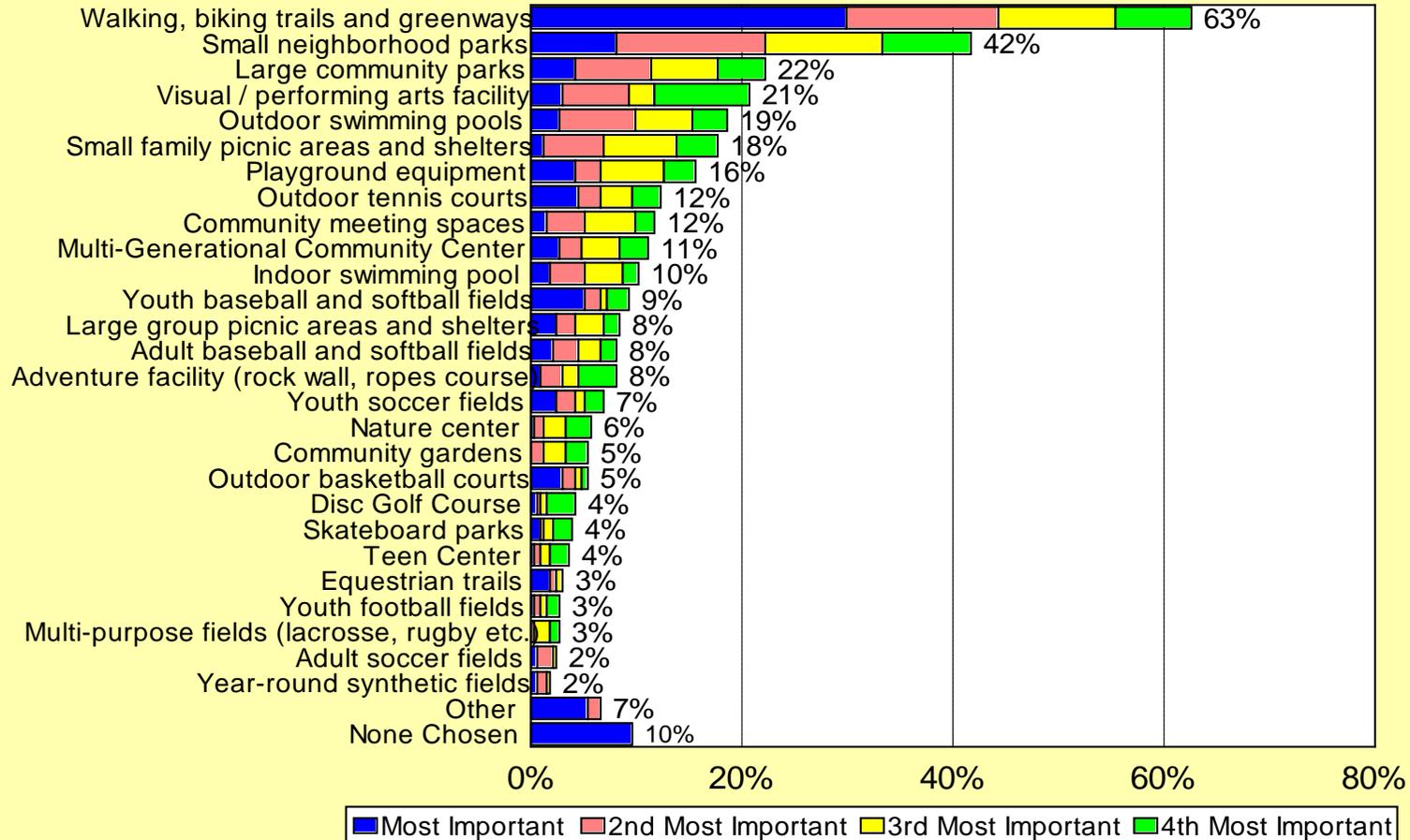


Source: Leisure Vision/ETC Institute for the City of Healdsburg (June 2014)

Community Interest & Opinion Survey

Q5. Parks and Recreation Facilities that Are Most Important to Households

by percentage of respondents who selected the item as one of their top four choices

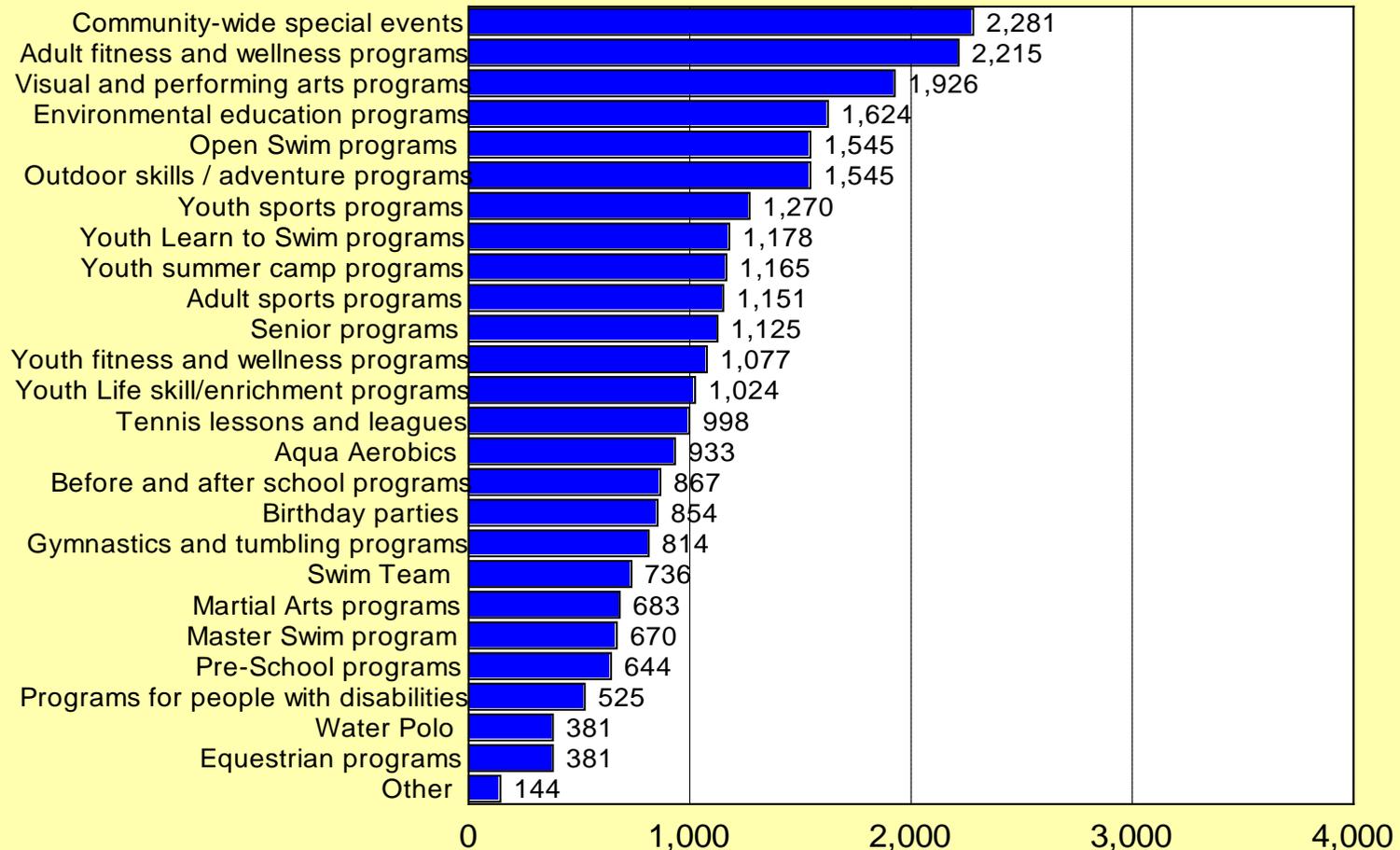


Source: Leisure Vision/ETC Institute for the City of Healdsburg (June 2014)

Community Interest & Opinion Survey

Q6. Estimated Number of Households in the City of Healdsburg that Have a Need for Parks and Recreation Programs

by number of households based on 4,378 households in the City of Healdsburg

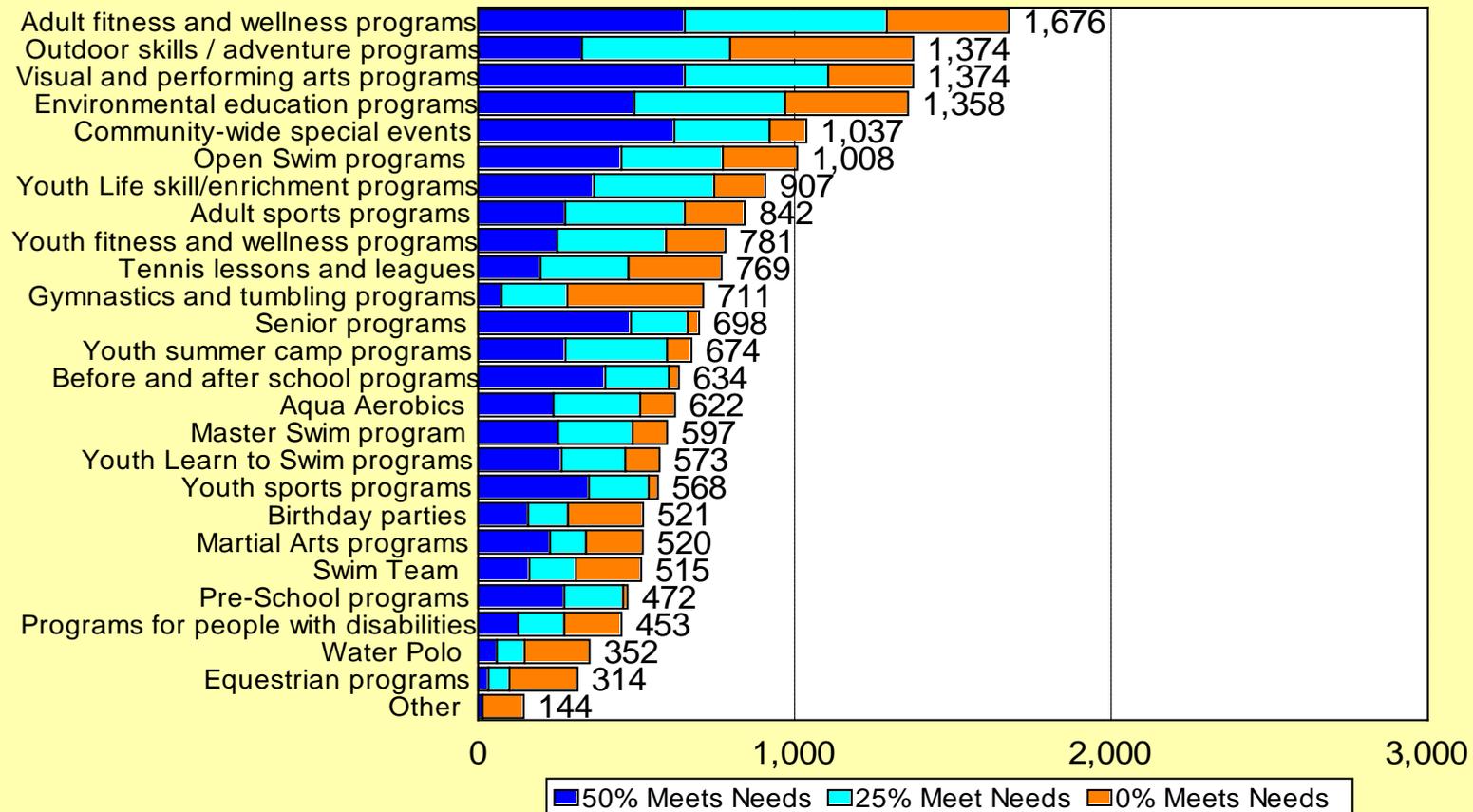


Source: Leisure Vision/ETC Institute for the City of Healdsburg (June 2014)

Community Interest & Opinion Survey

Q6. Estimated Number of Households in the City of Healdsburg Whose Needs for Parks and Recreation Programs Are Only Being 50% Met or Less

by number of households based on 4,378 households in the City of Healdsburg

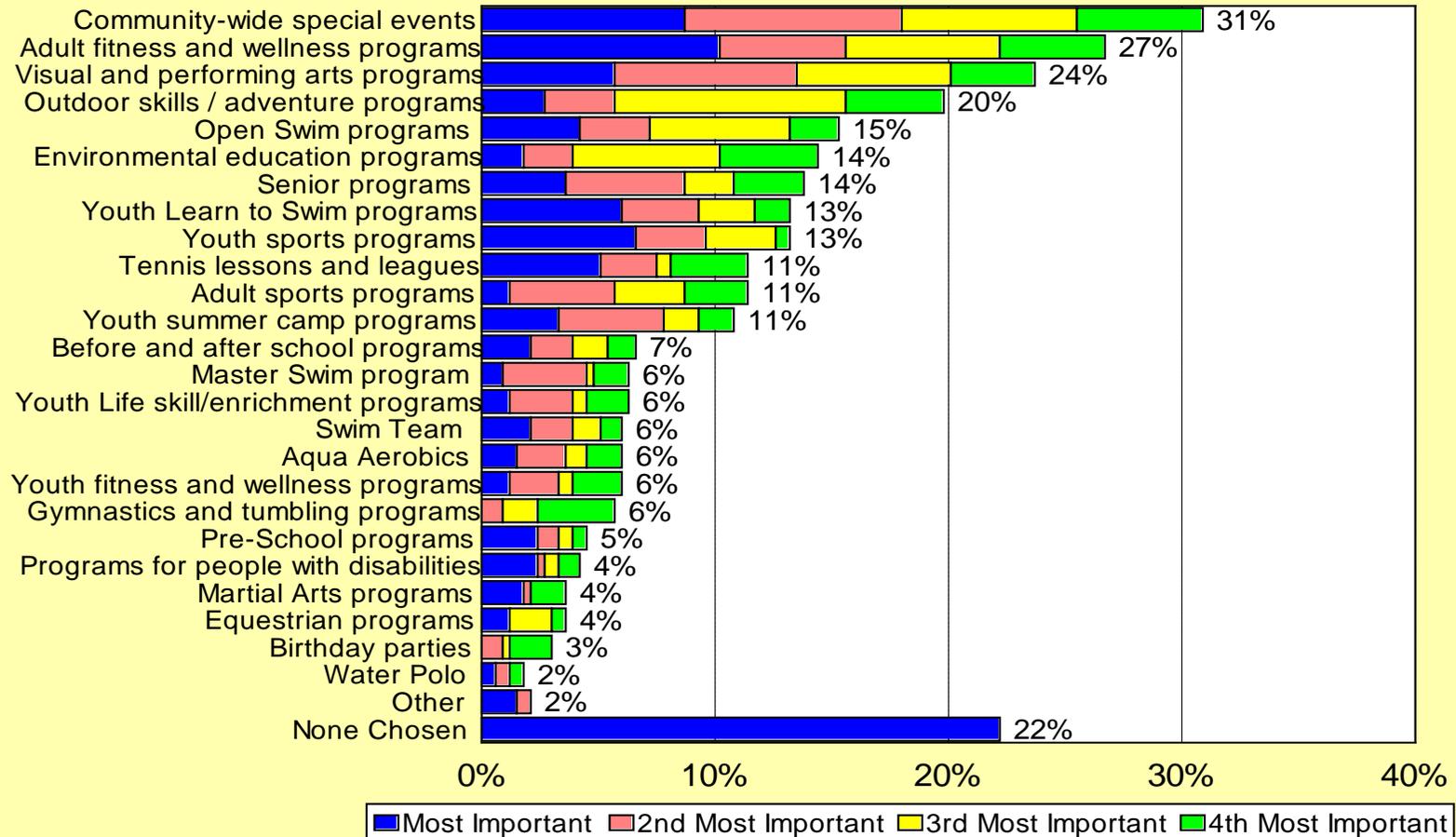


Source: Leisure Vision/ETC Institute for the City of Healdsburg (June 2014)

Community Interest & Opinion Survey

Q7. Parks and Recreation Programs that Are Most Important to Households

by percentage of respondents who selected the item as one of their top four choices

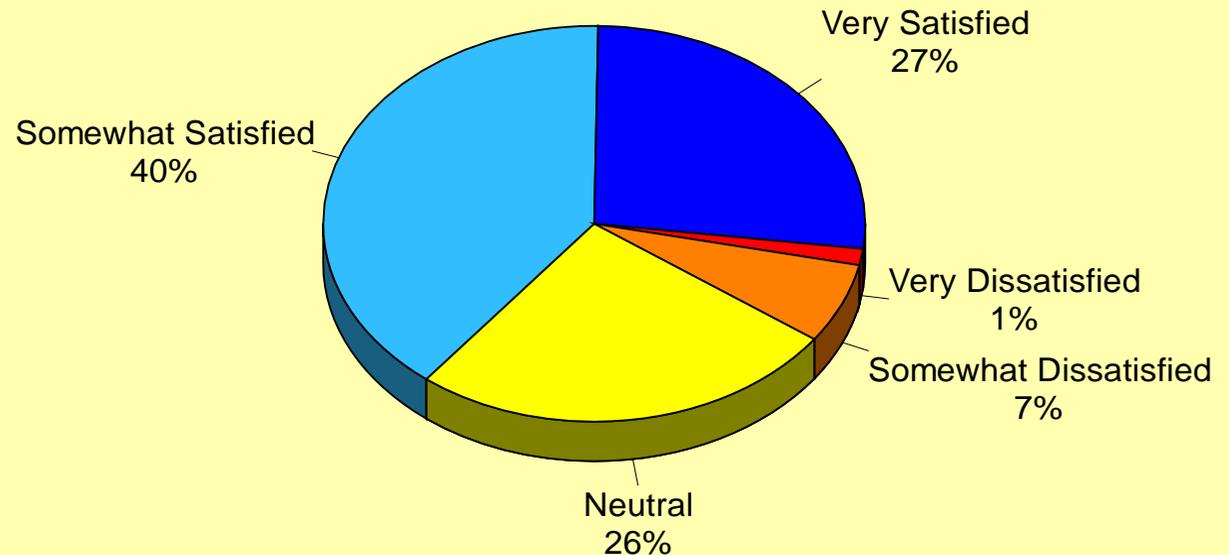


Community Interest & Opinion Survey

- National Average:
 - Very Satisfied (29%)
 - Somewhat Satisfied (35%)
 - Neutral (19%)
 - Somewhat Dissatisfied (5%)
 - Very Dissatisfied (3%)

Q8. Respondent Household Satisfaction with Overall Value Received from the City's Recreation Facilities and Programs

by percentage of respondents

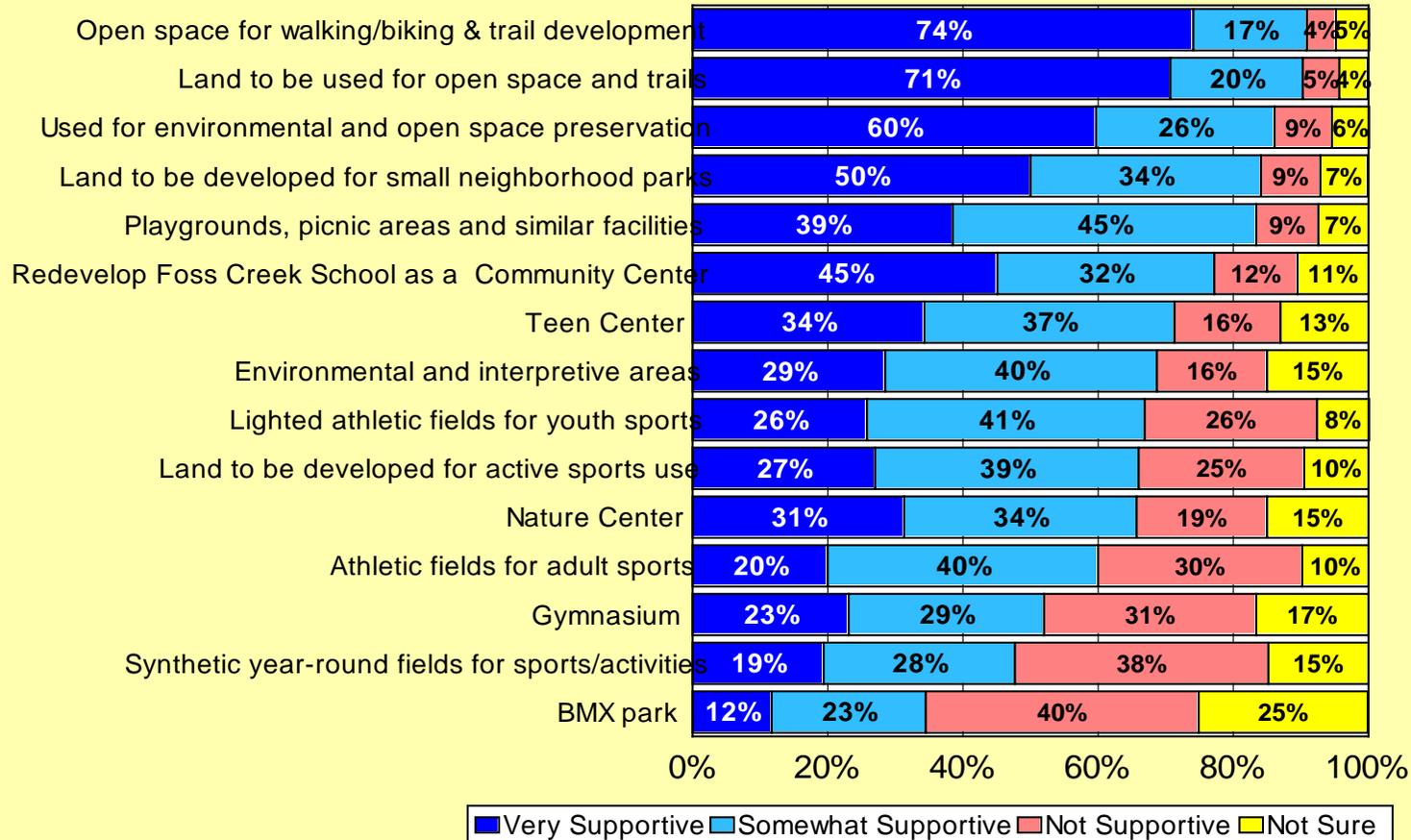


Source: Leisure Vision/ETC Institute for the City of Healdsburg (June 2014)

Community Interest & Opinion Survey

Q9. Respondent Household Level of Support to Improve and Expand Parks and Recreation Facilities in the City of Healdsburg

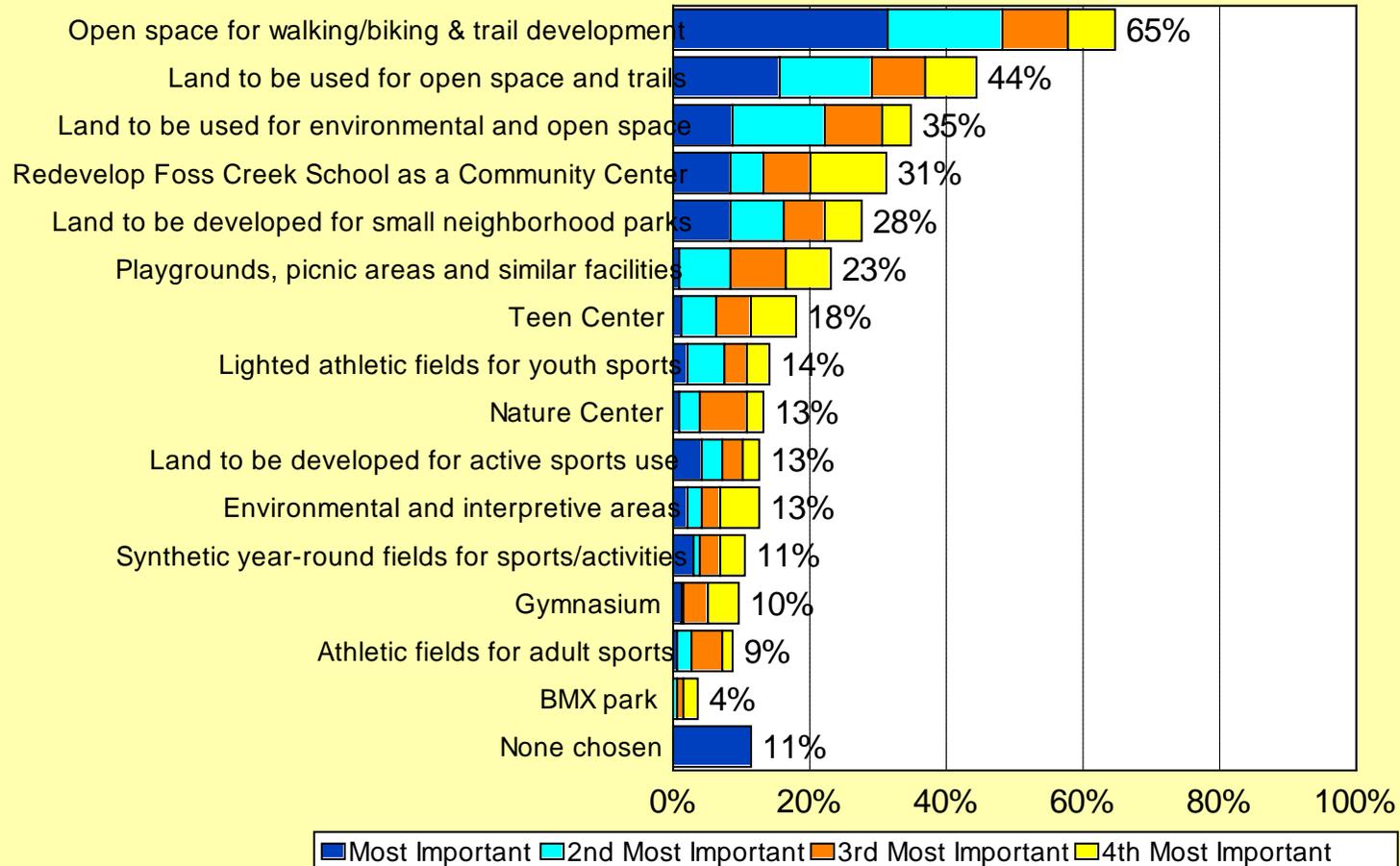
by percentage of respondents



Community Interest & Opinion Survey

Q10. Actions the City Could Take to Expand/Improve Parks and Facilities that Are the Most Important to Respondent Households

by percentage of respondents

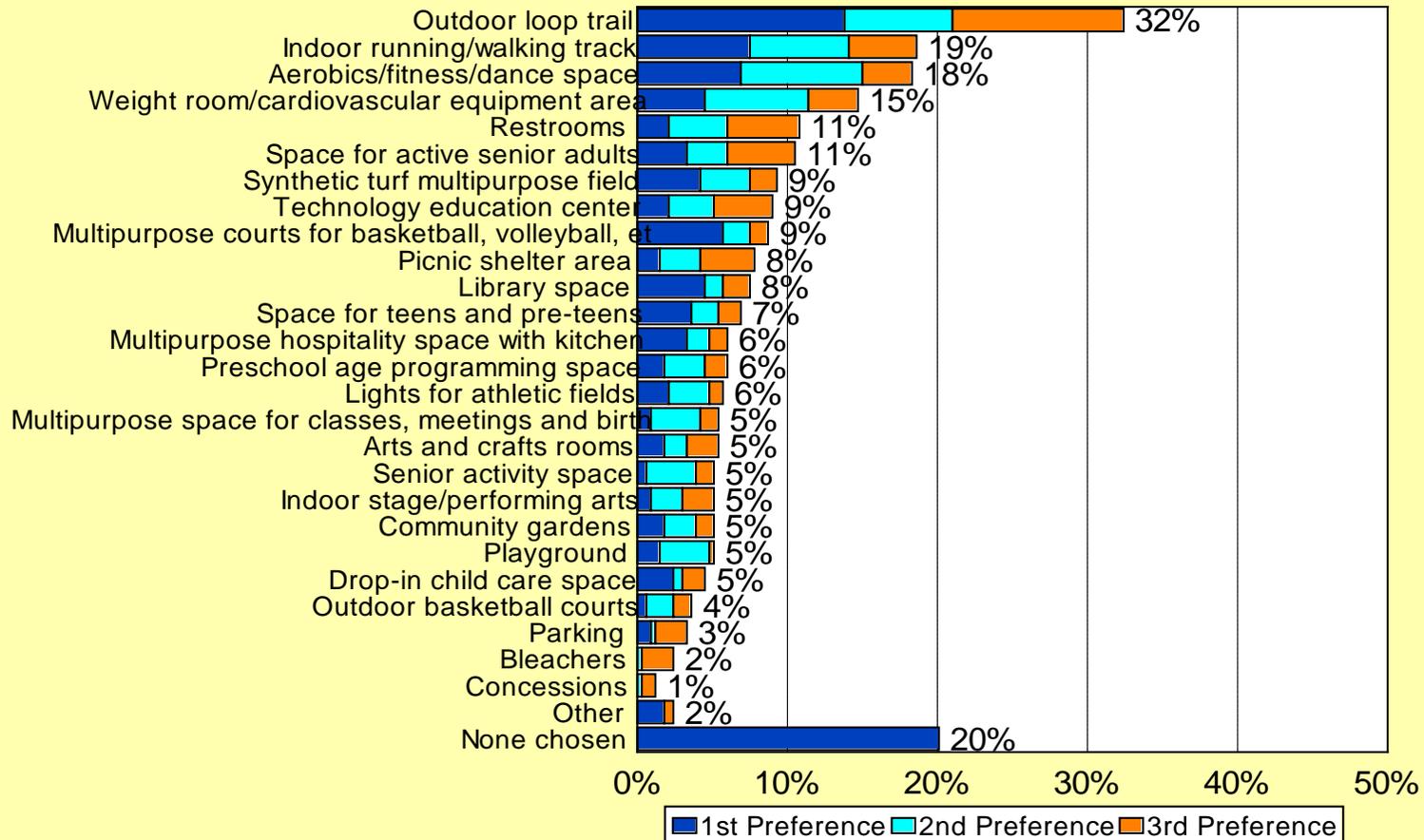


Source: Leisure Vision/ETC Institute for the City of Healdsburg (June 2014)

Community Interest & Opinion Survey

Q15. Community Center Features Respondent Households Would Most Likely Use if Developed

by percentage of household respondents

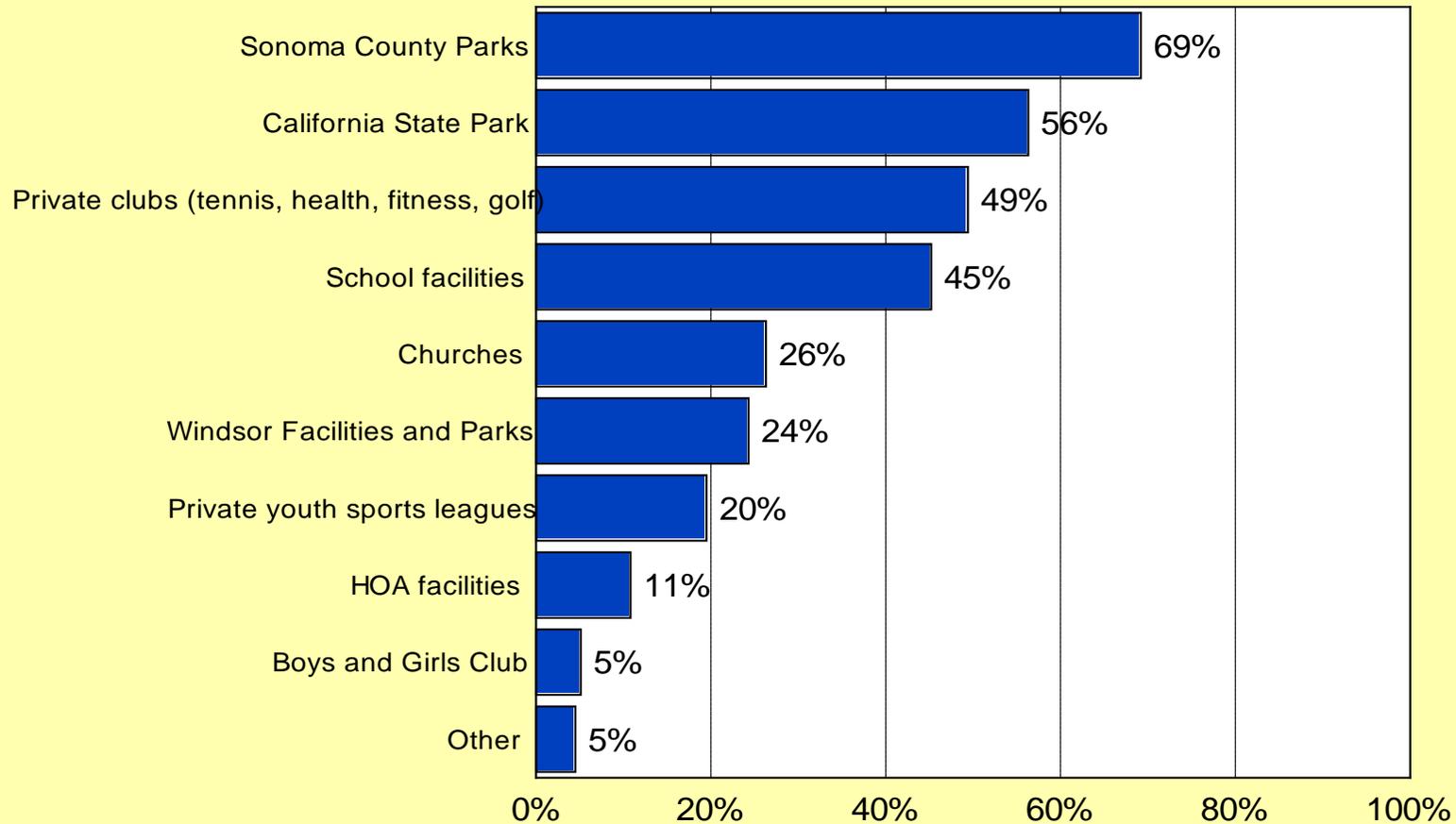


Source: Leisure Vision/ETC Institute for the City of Healdsburg (June 2014)

Community Interest & Opinion Survey

Q17. Organizations Respondent Households Have Used for Indoor and Outdoor Recreation and Sports Activities During the Last 12 Months

by percentage of household respondents

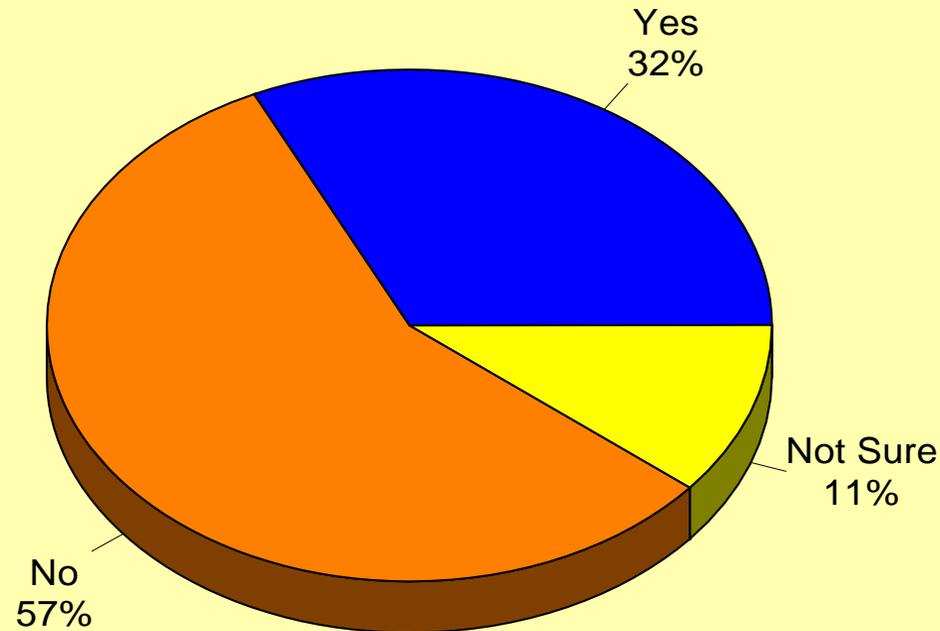


Source: Leisure Vision/ETC Institute for the City of Healdsburg (June 2014)

Community Interest & Opinion Survey

Q18. Are You Aware that the Community Services Department is not Supported by the City's General Fund, but is Funded Through Transit Occupancy Tax and User Fees, Which Support Recreation Programs, . Parks, Open Space, the Community Center, Trails, and the Senior Center?

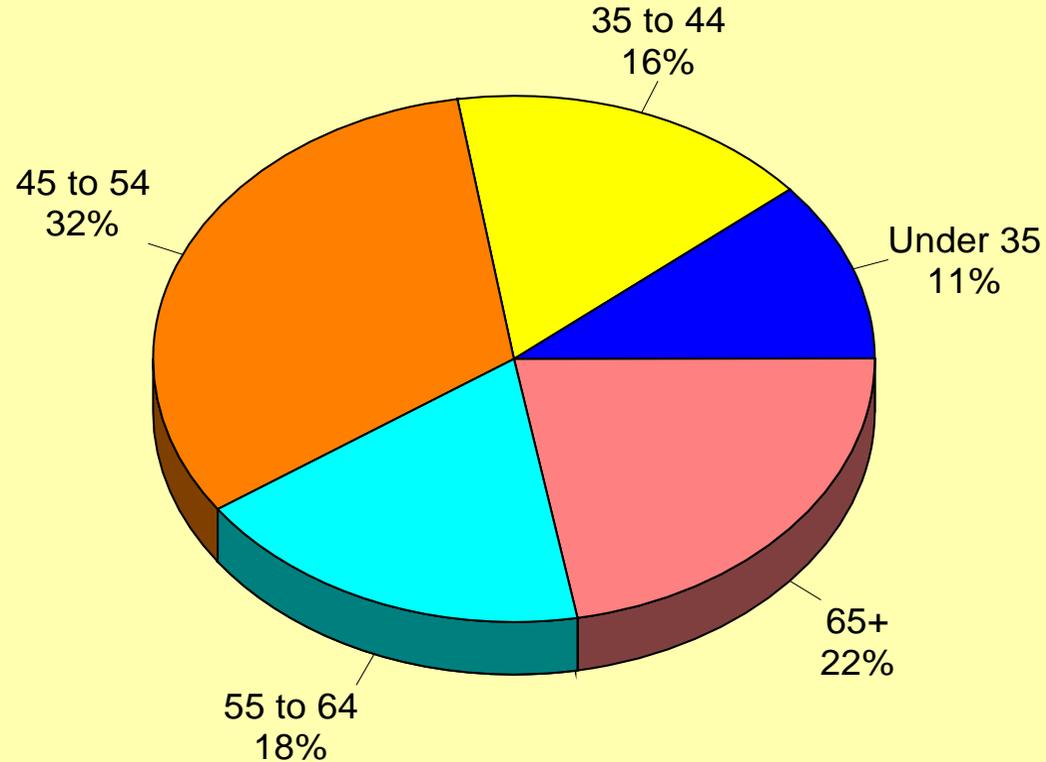
by percentage of respondents ~~without Don't Know~~



Community Interest & Opinion Survey

Q19. Demographics: Respondent Age

by percentage of respondents ~~with not provided~~

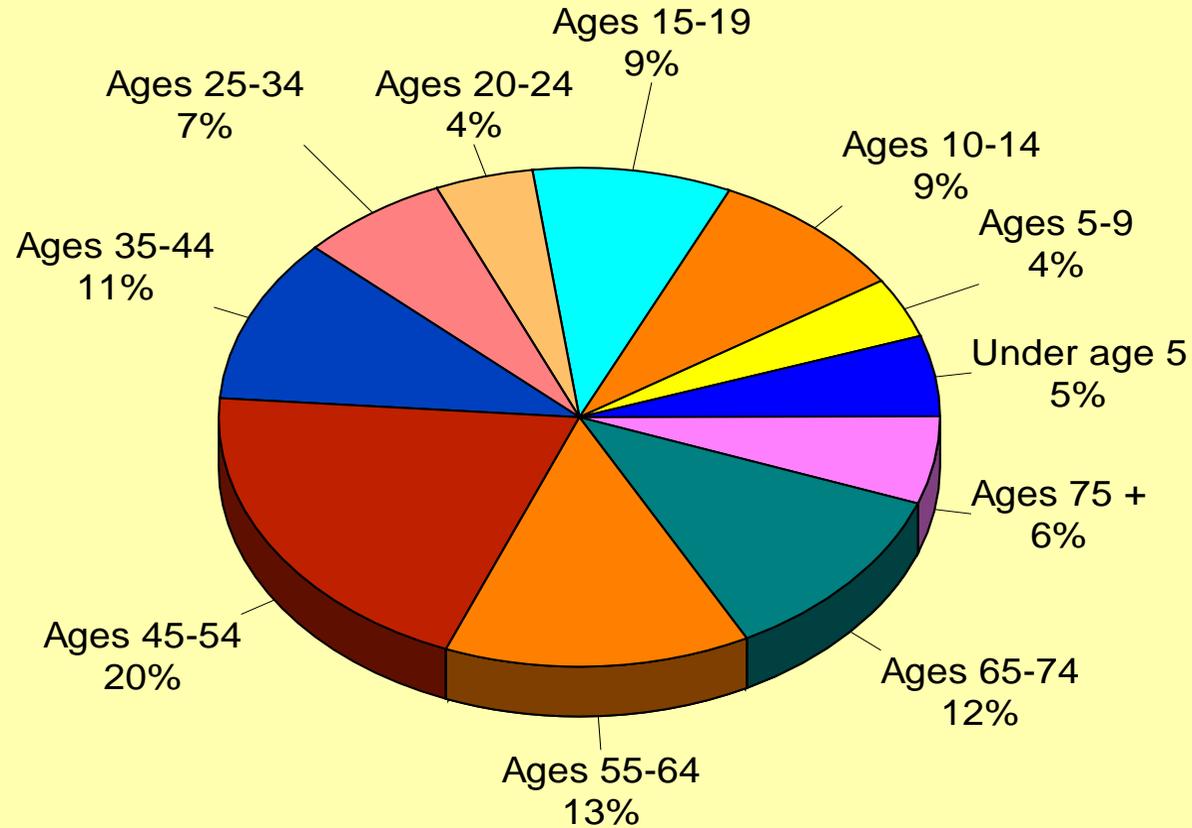


Source: Leisure Vision/ETC Institute for the City of Healdsburg (June 2014)

Community Interest & Opinion Survey

Q20. Demographics: Household Ages

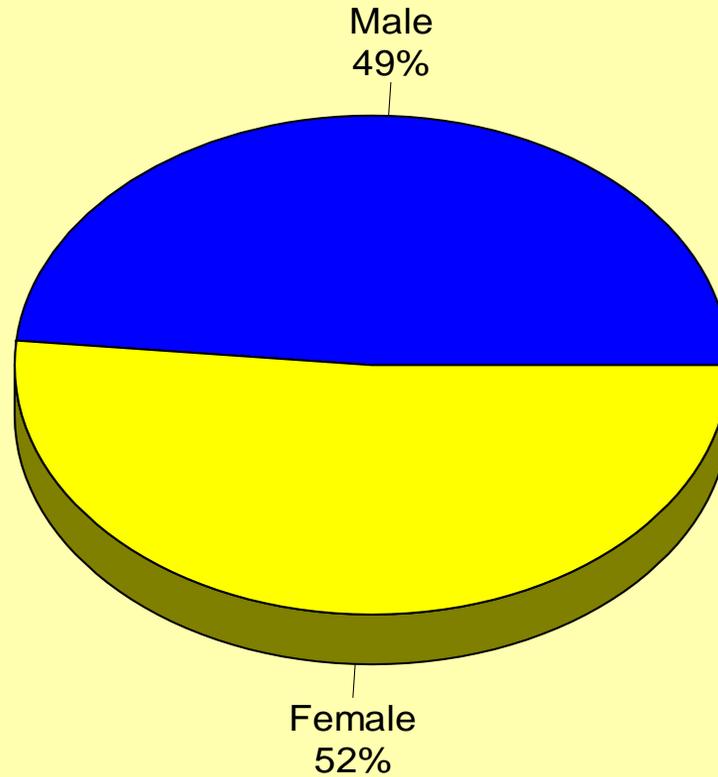
by percentage of respondents



Source: Leisure Vision/ETC Institute for the City of Healdsburg (June 2014)

Community Interest & Opinion Survey

Q21. Demographics: Gender
by percentage of respondents

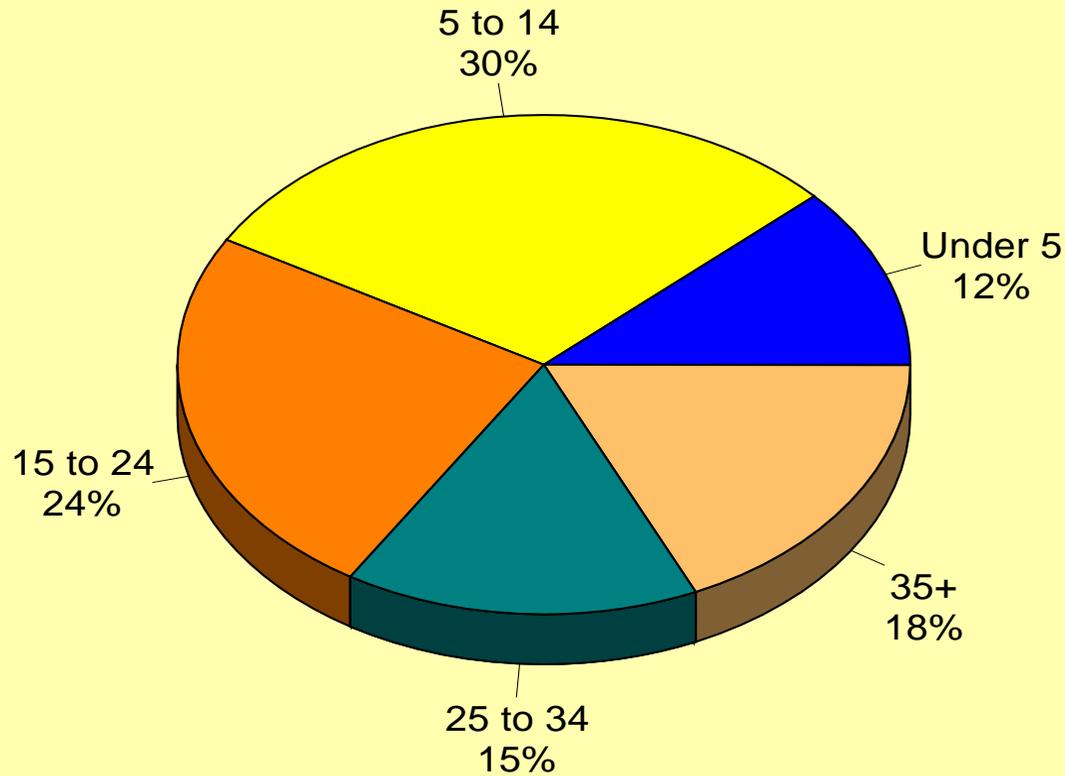


Source: Leisure Vision/ETC Institute for the City of Healdsburg (June 2014)

Community Interest & Opinion Survey

Q22. Demographics: Years Lived in Healdsburg

by percentage of respondents ~~(without not provided)~~

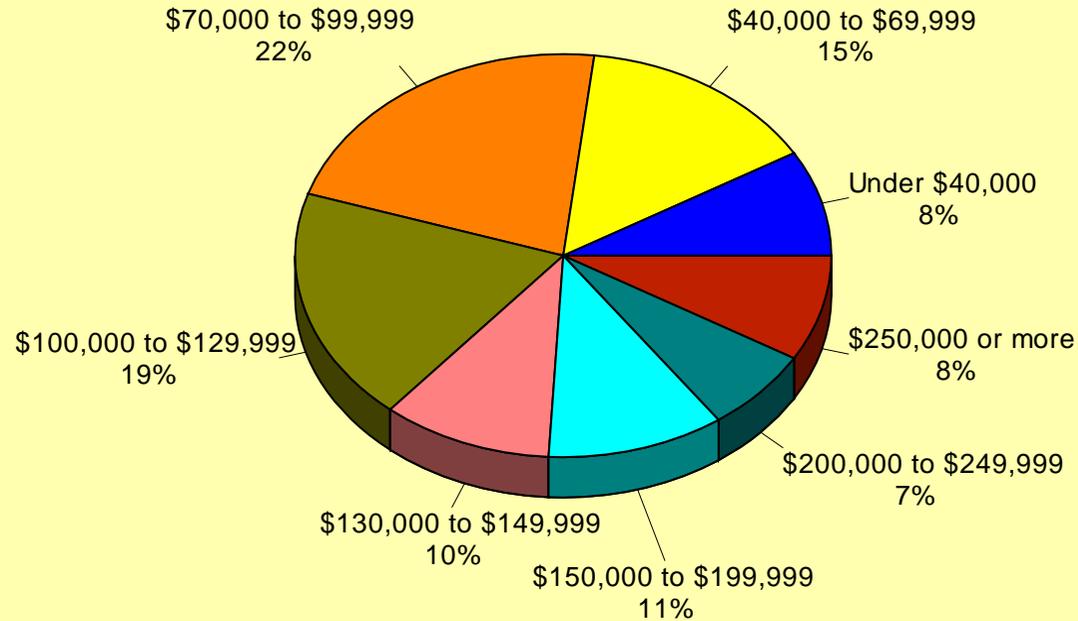


Source: Leisure Vision/ETC Institute for the City of Healdsburg (June 2014)

Community Interest & Opinion Survey

Q23. Demographics: Household Income

by percentage of respondents ~~without not provided~~



Source: Leisure Vision/ETC Institute for the City of Healdsburg (June 2014)

Priority Rankings

Facility / Amenity Priority Rankings

□ 2014 Priority Rankings

Overall Facility / Amenity Priority Rankings	
	Overall Ranking
Walking, biking trails and greenways	1
Small neighborhood parks	2
Large community parks	3
Visual/ performing arts facility	4
Outdoor swimming pools	5
Small family picnic areas and shelters	6
Playground equipment	7
Outdoor tennis courts	8
Community meeting spaces	9
Multi-generational community center	10
Indoor swimming pool	11
Youth baseball and softball fields	12
Large group picnic areas and shelters (50+ ppl)	13
Adult baseball and softball fields	T-14
Adventure facility (rock wall, ropes course)	T-14
Youth soccer fields	16
Nature center	17
Outdoor basketball courts	T-18
Community gardens	T-18
Disc golf course	20
Skateboard parks	21
Teen center	22
Equestrian trails	23
Youth football fields	T-24
Multi-purpose fields (lacrosse, rugby, etc)	T-24
Adult soccer fields	26
Year-round synthetic fields	27

□ 2007 Priority Rankings

Facility	High	Medium	Low
Walking and Biking Trails	1		
Nature Trails	2		
Small Neighborhood Parks	3		
Large Picnic Areas and Shelters	4		
Playground Equipment	5		
Outdoor Basketball Courts	6		
Large Community Parks	7		
Outdoor Tennis Courts		8	
Indoor Swimming Pools / Leisure Pools		9	
Youth Soccer Fields		10	
Outdoor Swimming Pool		11	
Gymnasium (Indoor Basketball / Volleyball Courts)		12	
Youth Baseball Fields		13	
Indoor Fitness and Exercise Facilities		14	
Youth Softball Fields			15
All Weather Sports Fields			16
Youth Football / Lacrosse / Rugby Fields			17
Adult Softball Fields			18
Skateboarding / BMX Park			19
Golf Course			20

Program Priority Rankings

□ 2014 Priority Rankings

Overall Program Priority Rankings	
	Overall Ranking
Community-wide Special Events	1
Adult Fitness and Wellness Programs	2
Visual and Performing Arts Programs	3
Outdoor Skills/ Adventure Programs	4
Open Swim Programs	5
Environmental Education Programs	6
Senior Programs	7
Youth Learn to Swim Programs	T-8
Youth Sports Programs	T-8
Tennis Lessons and Leagues	T-10
Adult Sports Programs	T-10
Youth Summer Camp Programs	12
Before and After School Programs	13
Master Swim Program	T-14
Youth Life Skill/ Enrichment Programs	T-14
Swim Team	T-16
Aqua Aerobics	T-16
Youth Fitness and Wellness Programs	T-16
Gymnastics and Tumbling Programs	19
Preschool Programs	20
Programs for People with Disabilities	21
Martial Arts Programs	T-22
Equestrian Programs	T-22
Birthday Parties	24
Water Polo	25

□ 2007 Priority Rankings

Program	High	Medium	Low
Adult fitness and wellness programs	1		
Nature programs	2		
Adult art, dance, performing arts	3		
Water fitness programs	4		
City-wide special events	5		
Youth sports programs	6		
Youth fitness and wellness programs	7		
Outdoor adventure programs		8	
Youth summer camp programs		9	
Youth learn to swim programs		10	
Adult sports programs		11	
Tennis lessons and leagues		12	
Youth art, dance, performing arts		13	
Before and after school programs		14	
Martial arts programs			15
Preschool programs			16
Senior adult programs			17
Teen services and programs			18
Gymnastics and tumbling programs			19
Birthday parties			20
Programs for the disabled			21

Landscape Site Plans

Site Plan Phase I Site Plan



Landscape Elements

Synthetic Turf - Night



Foss Creek Trail



Foss Creek Trail- Night



Picnic Trellis



Foss Creek Trail- Exercise Equipment



Community Garden



Drought Tolerant Planting



Native Riparian Planting



Healdsburg Characteristic Planting



Courtyard- Night



Play Area



Play Area



Splash Pad



Splash Pad



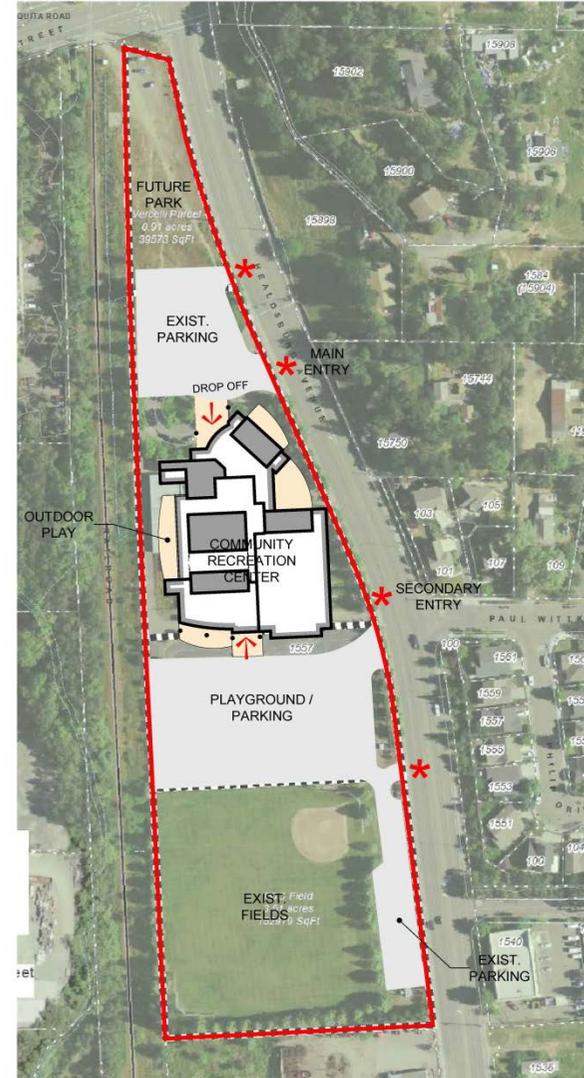
Building Program

SITE PLAN - SCHEME A & B



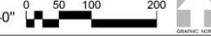
SITE PLAN A

SCALE: 1" = 100'-0"

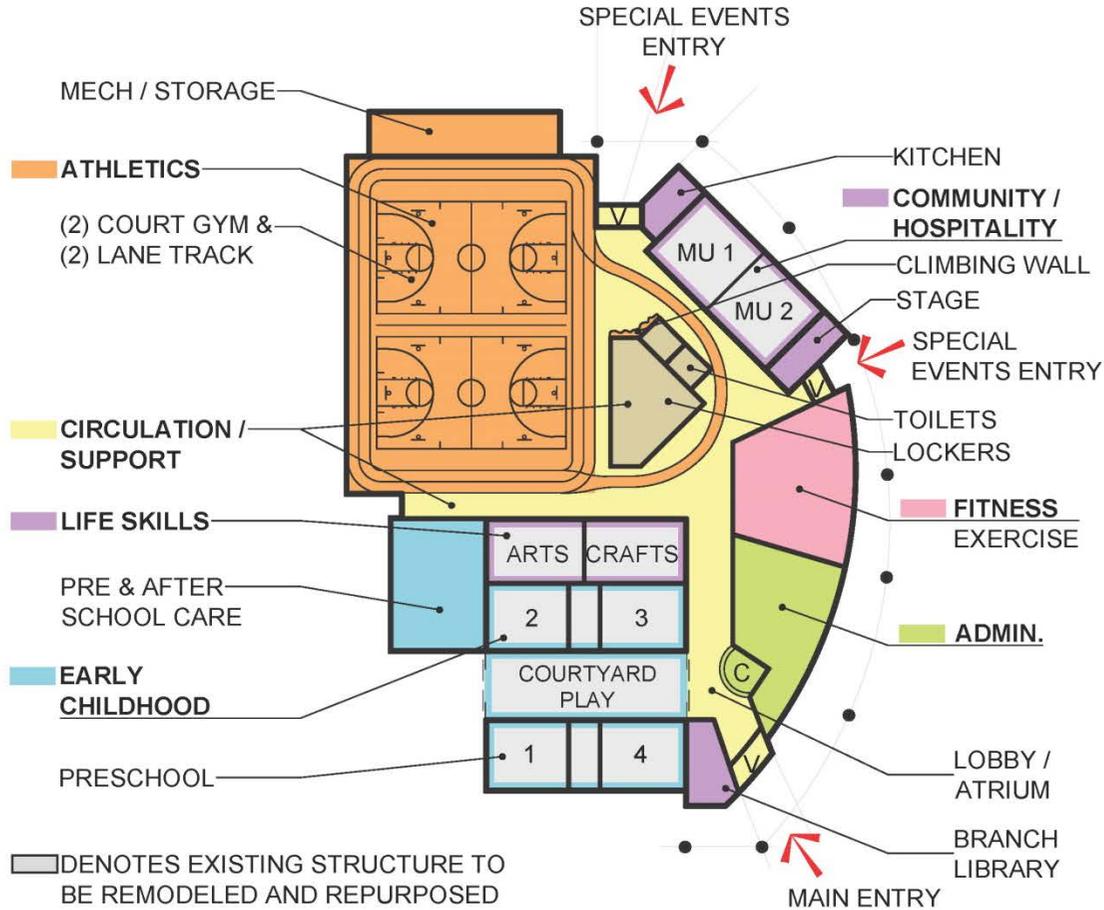



SITE PLAN B

SCALE: 1" = 100'-0"



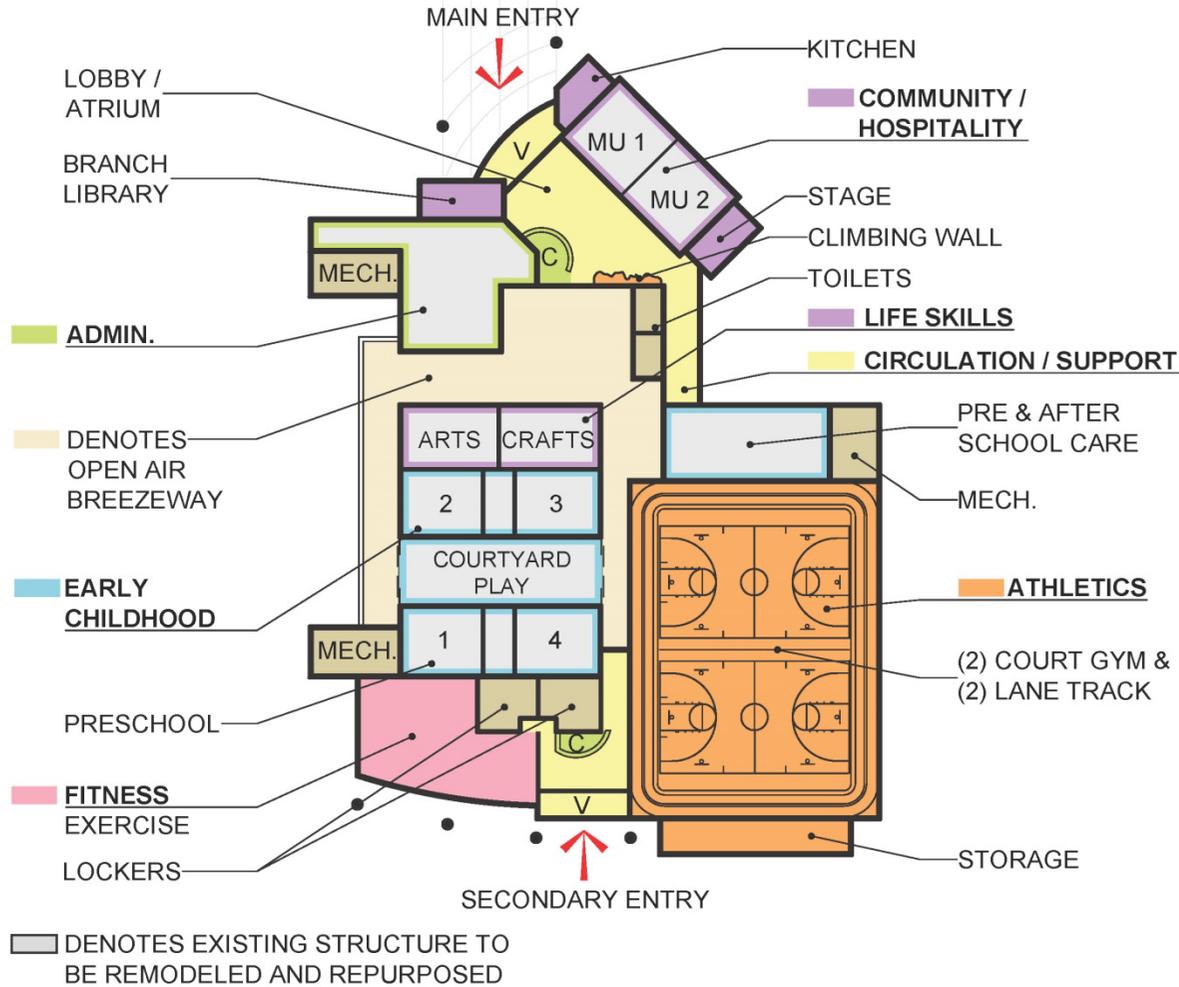
FLOOR PLAN - SCHEME A



BUILDING SF	
NEW	41,900 SF
EXISTING REMD.	13,800 SF
TOTAL	55,700 SF



FLOOR PLAN - SCHEME B



BUILDING SF	
NEW	35,200 SF
EXISTING REMD.	20,200 SF
SUB-TOTAL	55,400 SF
OPEN AIR BREEZEWAY	8,000 SF
TOTAL	63,400 SF

FLOOR PLAN - SCHEME B

SCALE: 1/64"=1'-0"



COMMON AREAS - LOBBY / CONTROL



FITNESS - EXERCISE



FITNESS - GROUP X - PILATES



ATHLETICS - GYMNASIUM



ATHLETICS - GYMNASIUM



ATHLETICS - CLIMBING WALL - INDOOR ACTIVE PLAY



COMMUNITY / HOSPITALITY - MULTI-USE - TRAINING



C. High in Poor Quality Fats

- Saturated Fat, insulin and leptin resistance
- Trans Fat, promotes a state of systemic inflammation and insulin resistance

COMMUNITY / HOSPITALITY - MULTI-USE - PERFORMING ARTS



COMMUNITY / HOSPITALITY - BRANCH LIBRARY



LIFE SKILLS - ARTS & CRAFTS



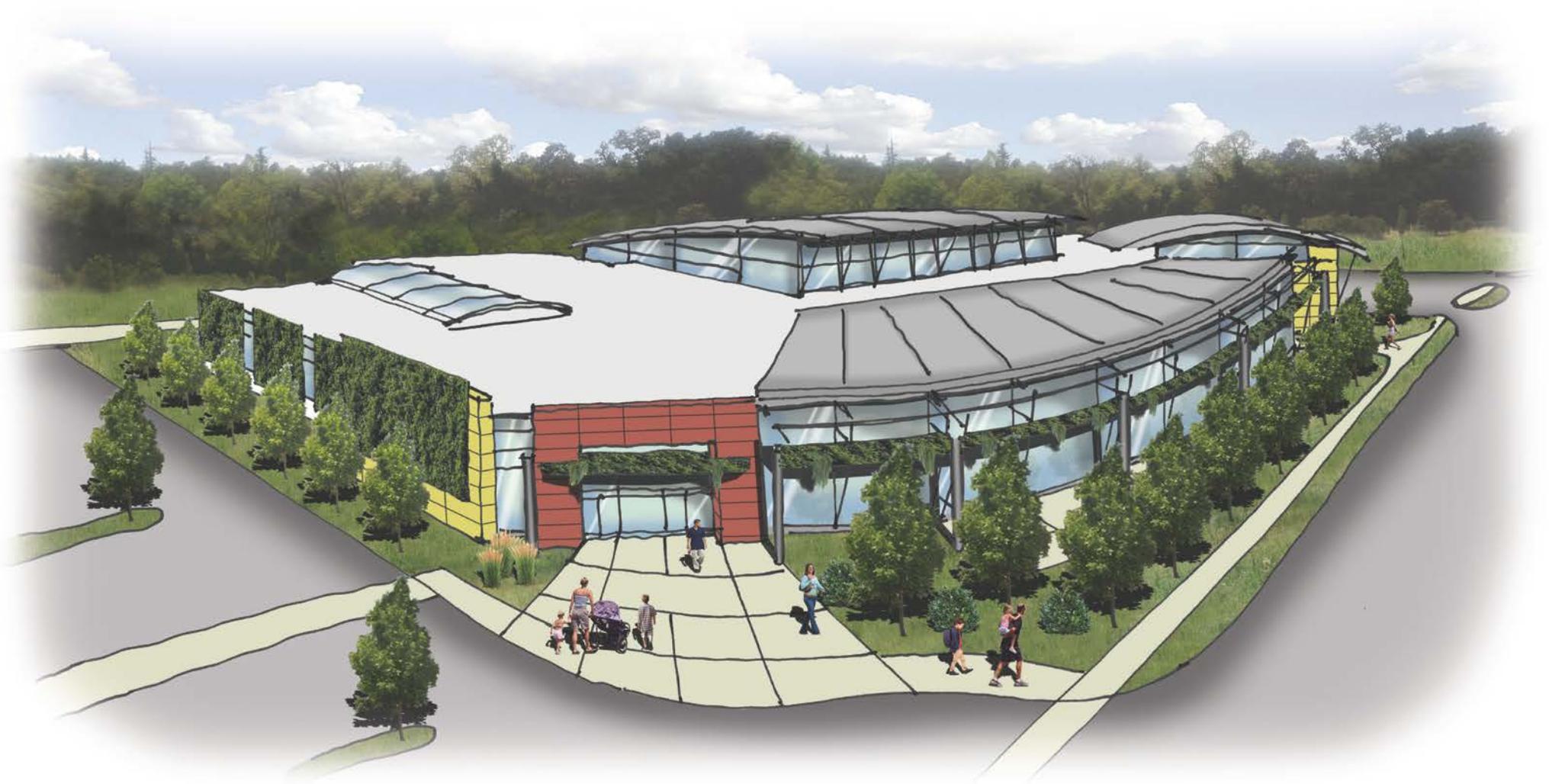
EARLY CHILDHOOD - PRE-SCHOOL



EARLY CHILDHOOD - INDOOR COURTYARD PLAY



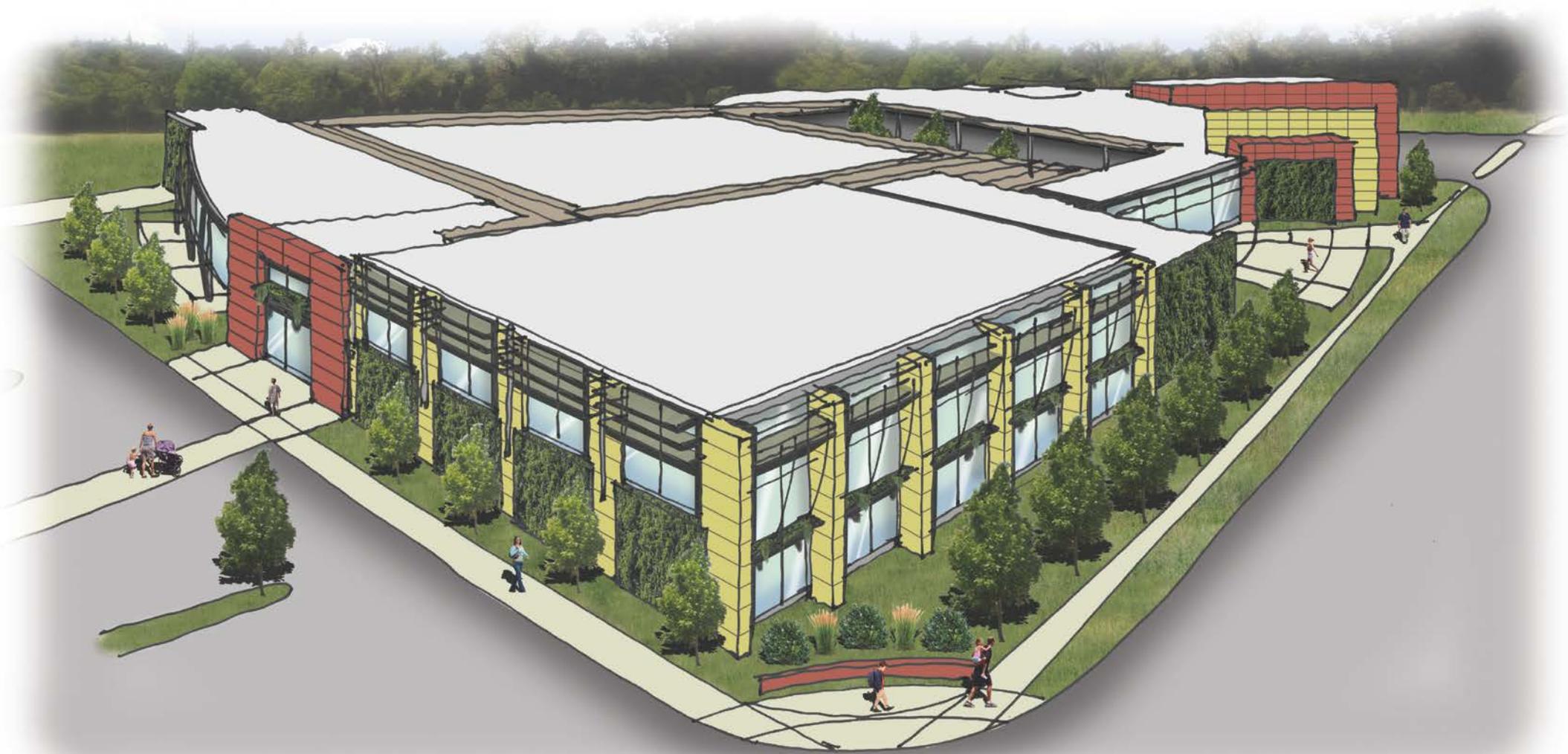
CONCEPTUAL VIGNETTE - S.E. VIEW - SCHEME A



CONCEPTUAL VIGNETTE - MAIN ENTRY VIEW - SCHEME A



CONCEPTUAL VIGNETTE - S.E. VIEW - SCHEME B



CONCEPTUAL VIGNETTE - GYM / FITNESS SECONDARY ENTRY- SCHEME B





QUESTIONS?

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