



1

INTRODUCTIONS



KEITH
HAYES
PRINCIPAL-IN-CHARGE



KEVIN
ARMSTRONG
CONSULTING PRINCIPAL



MICK
MASSEY
PROJECT PLANNER



SCOTT
CARON
OPERATIONS



BRANDON
HAY
LAND DEVELOPMENT

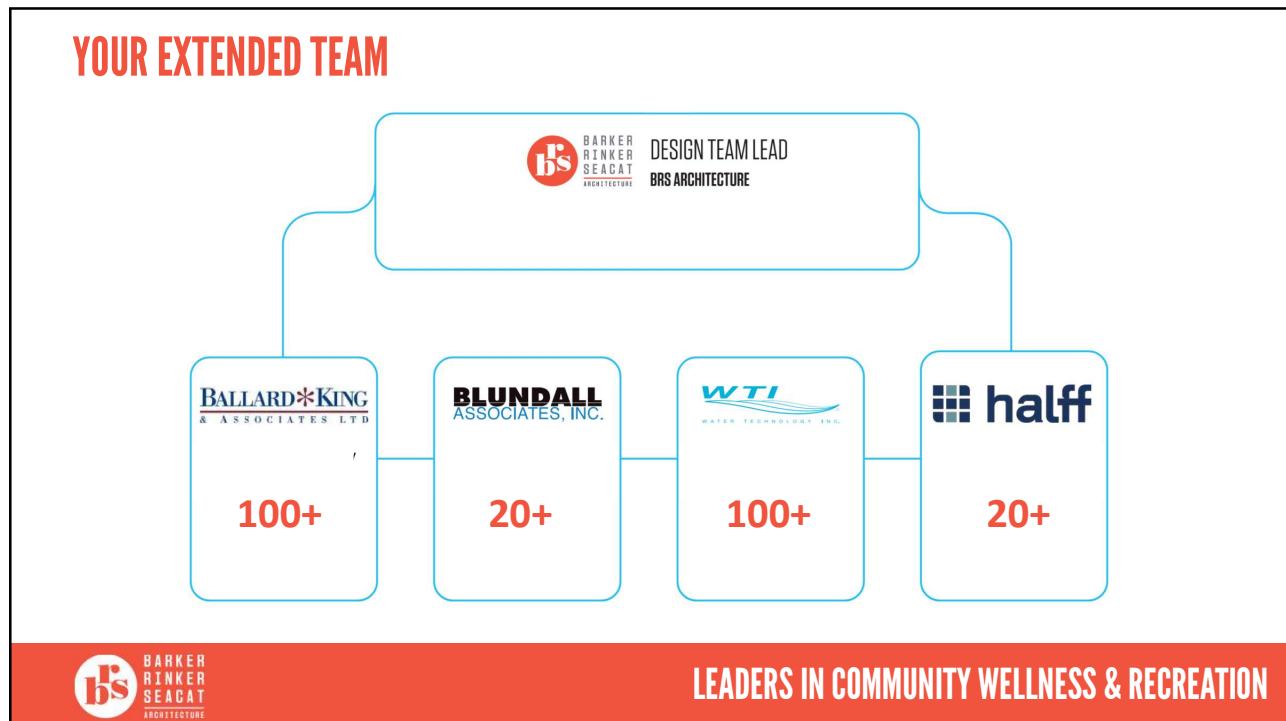


LEADERS IN COMMUNITY WELLNESS & RECREATION

2



3



4



5

BRS FIRM BACKGROUND

- 49** YEARS OF CONTINUOUS PRACTICE
COMMUNITY RECREATION EXPERTISE
- 350+** COMMUNITIES ASSISTED
39 states
PUBLIC RECREATION PROJECTS NATIONWIDE
- 90%** OF OUR WORKLOAD & EXPERIENCE IS IN
RECREATION & AQUATIC DESIGN
- 20-30** ENGAGEMENTS A YEAR AT RECREATION
CONFERENCES & PUBLIC SPEAKING
- 1.9M** MILLION SQUARE FEET DATABASE OF
RECREATION FACILITIES BENCHMARKING

BARKER RINKER SEACAT ARCHITECTURE

LEADERS IN COMMUNITY WELLNESS & RECREATION

6



7



WTI FIRM BACKGROUND

- Largest Aquatic Design firm in North America
- Established in 1983, staff of over 70+
 - 65% of Staff has been with WTI in excess of 5 Years
- Architects, Engineers, Landscape Architects & Designers
- International Portfolio – Experience in 25+ Countries
- Licensed Staff in all 50 States

WTI
WATER TECHNOLOGY, INC.

8



BALLARD* KING FIRM BACKGROUND

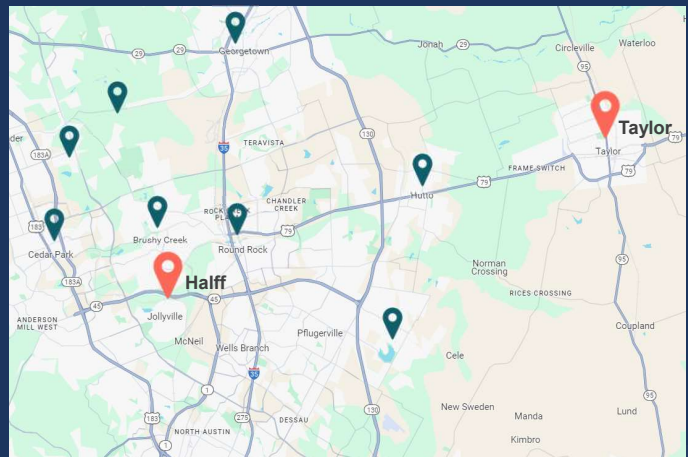
- **FOUNDED IN 1992**
- **PRIMARY FOCUS, PARKS & RECREATION INDUSTRY:**
 - **FEASIBILITY STUDIES**
 - **OPERATIONAL PLANS**
 - **MASTER PLANS**
- **OVER 70+ YEARS OF IN-FIELD EXPERIENCE**
- **THIRD-PARTY INDEPENDENT ANALYSIS**



9

LOCAL KNOWLEDGE | HALFF

- Extensive experience working in Central Texas for **over 30 years**
- Understanding of **local environment, site considerations** and **connectivity with nature**
- **Familiarity with Taylor:**
 - Good Life Taylor Fitness Park
 - Master Plans for three City of Taylor parks (Robinson, Murphy and Bull Branch)
 - O&M Plans for Robinson, Murphy and Bull
 - Branch parks and Taylor Regional Park
 - Parkland Dedication Ordinance Assessment



Halff's Austin office is a mere 30-minute drive to Taylor



City of Taylor | Wellness Center | 10

10

LOCAL EXPERIENCE



Lake Pflugerville Park, Pflugerville



Lakewood Park, Leander



Heritage Trail, Round Rock



Garey Park, Georgetown



Walter E. Long Vision Plan, Austin



Heritage Trail, Round Rock

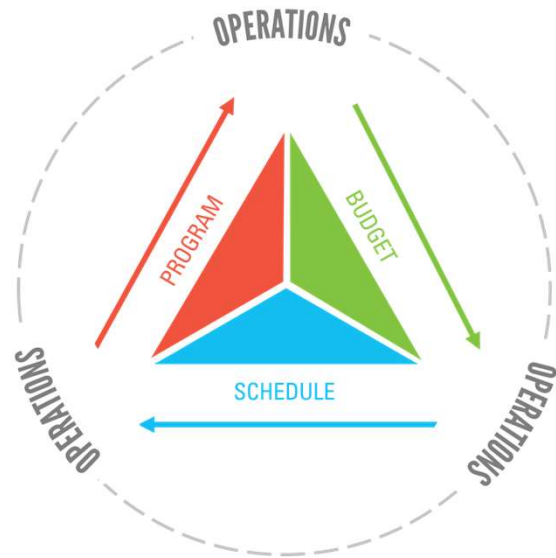
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PROVEN PROCESS

WELLNESS & RECREATION FOCUSED

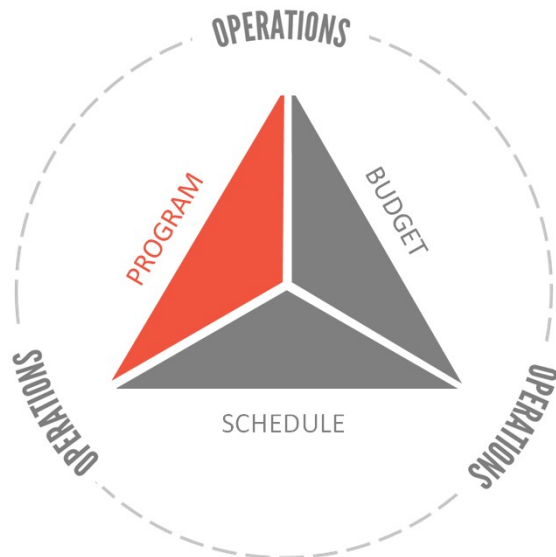
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FINDING THE RIGHT BALANCE



13

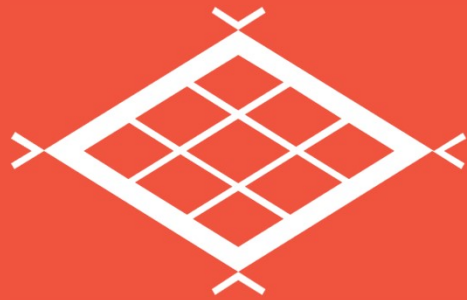
PROGRAM



14

ALLEN, TEXAS

STEPHEN G. TERRELL RECREATION CENTER
2019 – FEASIBILITY STUDY
2020 – DESIGN
2024 – GRAND OPENING



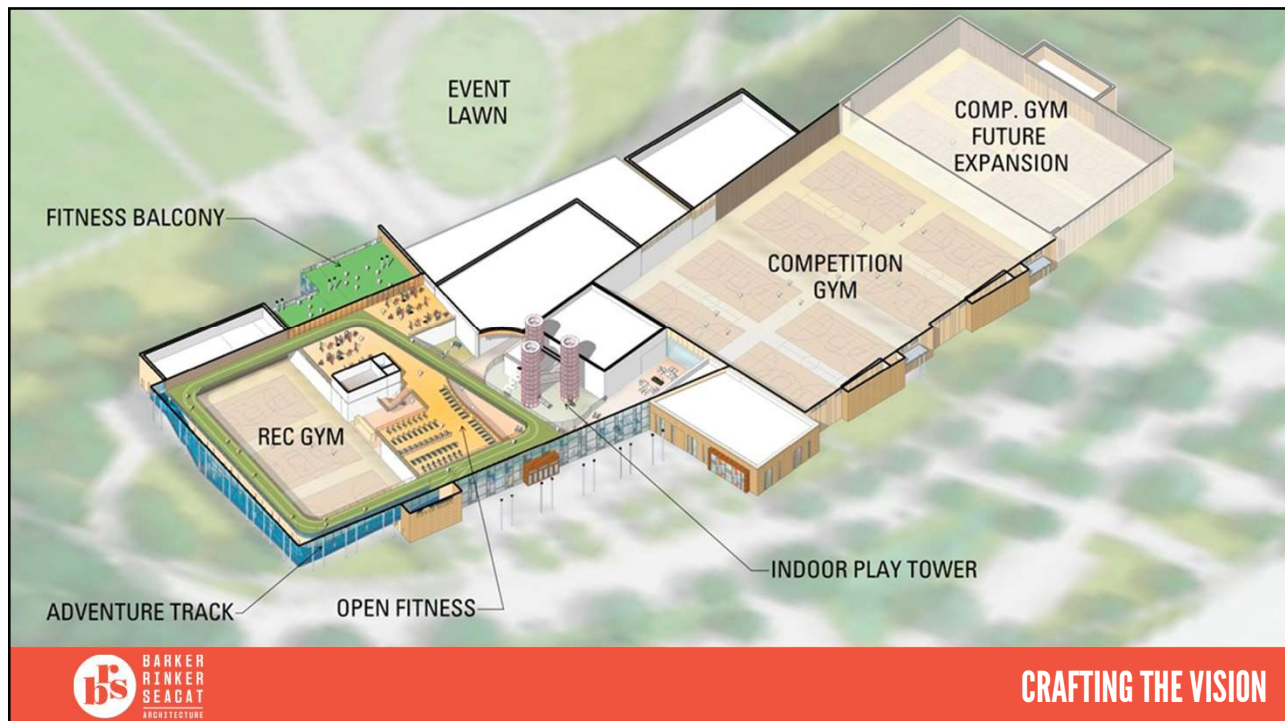
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16



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18



19



20

PUBLIC PROCESS - SURVEY

CITY OF ALLEN EXCHANGE PARKWAY RECREATION CENTER SURVEY

1,712
SURVEY PARTICIPANTS!



COMMUNITY OUTREACH

21

SIDE BY SIDE COMPARISON

EXECUTIVE STEERING COMMITTEE

1. Gymnasiums
2. Weights / Cardio
3. Walk / Jog Track
4. Aerobics / Dance / Spin
5. Child Watch
6. Multi-Purpose Classrooms
7. Café / Juice Bar
8. Indoor Playground
9. Party Room / Team Meeting
10. Activity / Game Room
11. Catering / Teaching Kitchen
12. Outdoor Spray Ground
13. Health Wellness Center

PUBLIC MEETINGS

1. Gymnasiums (tied)
2. Walk / Jog Track (tied)
3. Weights / Cardio
4. Aerobics / Dance / Spin
5. Activity / Game Room
6. Café / Juice Bar
7. Indoor Playground
8. Child Watch
9. Indoor Turf
10. Community Room / Events Hall

COMMUNITY SURVEY

1. Walk / Jog Track
2. Weights / Cardio
3. Leisure Pool
4. Indoor Playground
5. Aerobics / Dance / Spin
6. Gymnasium
7. Activity / Game Room
8. Café / Juice Bar
9. Health Wellness Center
10. Community Room / Events Hall

CONFIRMED: PROGRAM INPUT CONFIRMS THE RECOMMENDED FACILITY PROGRAM SATISFIES THE NEEDS OF THE COMMUNITY



COMMUNITY OUTREACH

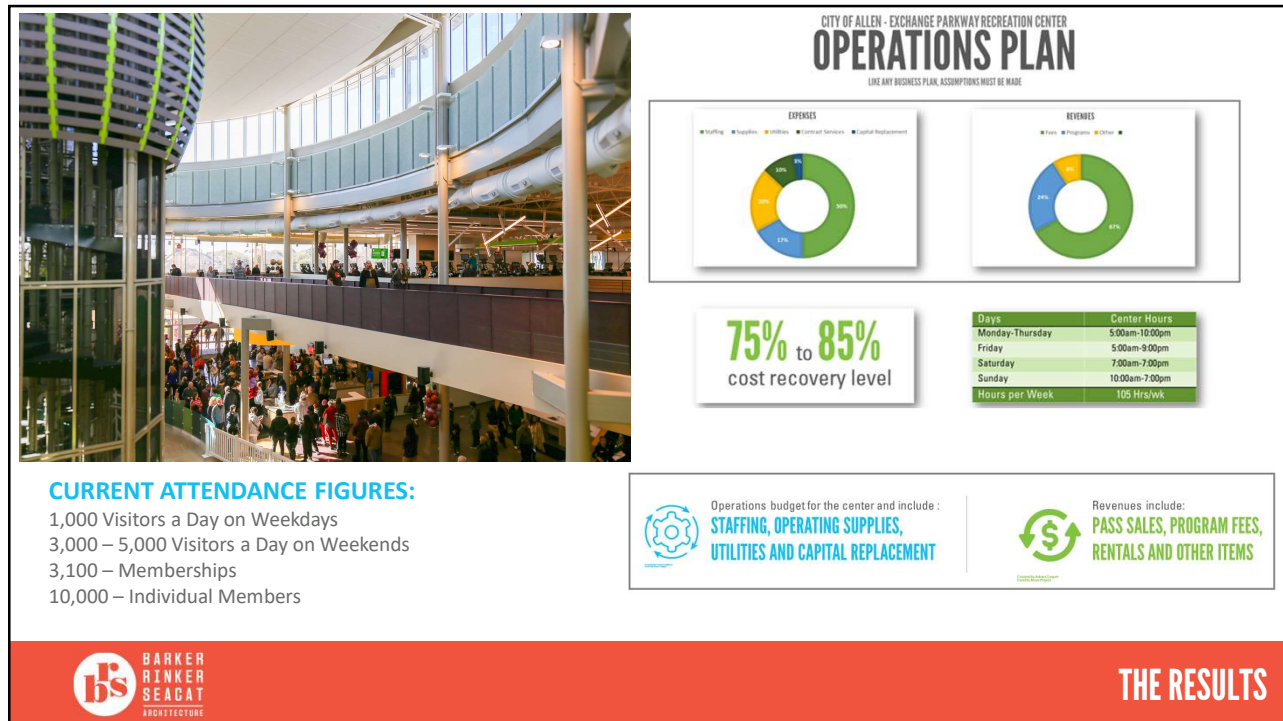
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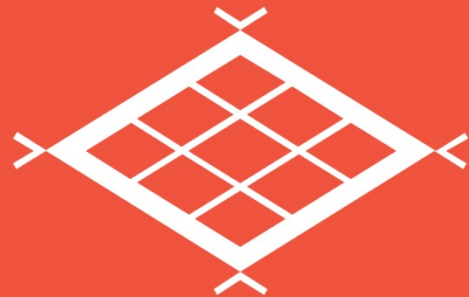
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GEORGETOWN, TEXAS

2017 – AQUATICS EXPANSION STUDY

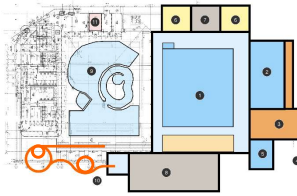
2023 – INDOOR RECREATION STRATEGIC MASTER PLAN

BOND PASSED – NOV 2023



26

2017 – AQUATICS EXPANSION STUDY

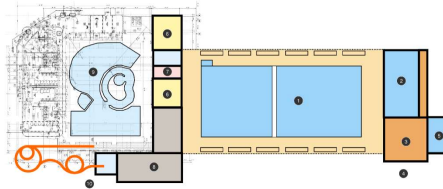


OPTION A – INDOOR 25M x 25YD

Project Costs: \$24.3M - \$28.0M

Annual Subsidy: \$307,000

Additional Costs



OPTION B – OUTDOOR 50M x 25YD

Project Costs: \$22.3M - \$24.8M

Annual Subsidy: \$376,000

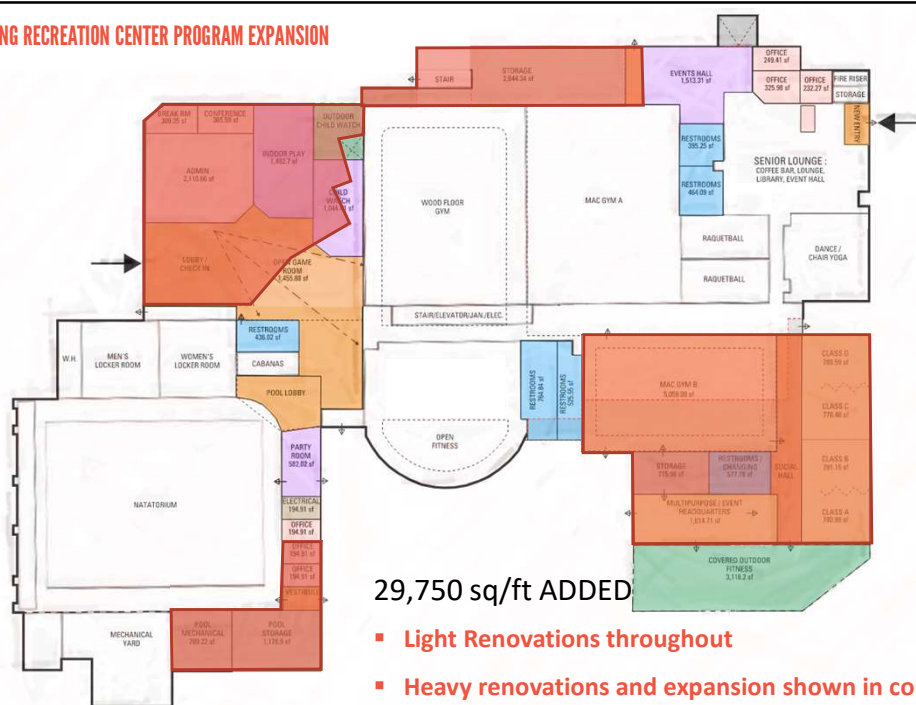
Additional Costs



CRAFTING THE VISION

27

RECOMMENDED EXISTING RECREATION CENTER PROGRAM EXPANSION



28

PROGRAM SUMMARY – **NEW RECREATION CENTER**

- Collegiate / 2 High School courts
- MAC GYM 3 HS courts
- Elevated Adventure Track
- 6,000 Fitness & Weights
- 45-50 Person Aerobics/Dance Studio
- 30-40 Person Spinning Studio
- Bouldering Wall
- 7,000 Recreation Activity Pool
- Specialty Aquatic Amenity
- Water slide
- Child Watch
- Early Learning Room
- Large Youth Room
- 80-Person Classroom
- Esports Gaming Room
- Wet Arts & Crafts Room
- Healthy Cooking Kitchen comb w/Catering
- (2) Classroom/Party Room/Dry Craft Room
- Outdoor Patio/Gathering Space
- Drive Up Book Depository
- Admin Area
- Lobby/Support Space
- Locker Rooms
- Universal Changing Rooms
- Aquatics Support

~109,000 SF

29

POTENTIAL RECREATION CENTERS LEVEL OF SERVICE

CURRENT LEVEL OF SERVICE COMPARISON

Benchmark City 2022	Total Sq/Ft Public Indoor Recreation Opportunities (RC, CC, SC, AqC)	ESRI Population 2022	Sq/Ft per Capita
Allen	95,756	110,821	0.86
Cedar Park	54,000	80,255	0.67
New Braunfels	92,300	98,081	0.94
Round Rock	83,000	123,201	0.67
Grapevine	130,000	52,319	2.48
Average			1.13
Georgetown	65,000	78,951	0.82

FUTURE LEVEL OF SERVICE COMPARISON

Benchmark City 2027	*Planned or Proposed Total Sq/Ft Public Indoor Recreation Opportunities (RC, CC, SC, AqC)	ESRI Population 2027	Sq/Ft per Capita
*Allen	244,750	119,716	2.04
Cedar Park	54,000	85,962	0.63
New Braunfels	92,300	109,463	0.84
*Round Rock	238,000	132,017	1.80
Grapevine	130,000	52,689	2.47
Average			1.56
Georgetown (If nothing is accomplished)	65,000	99,333	0.65
Georgetown (Option A 2027)	95,000	99,333	0.96
Georgetown (Option A+B 2027)	204,000	99,333	2.05
Georgetown (Option A+B 2030)	204,000	114,007	1.79

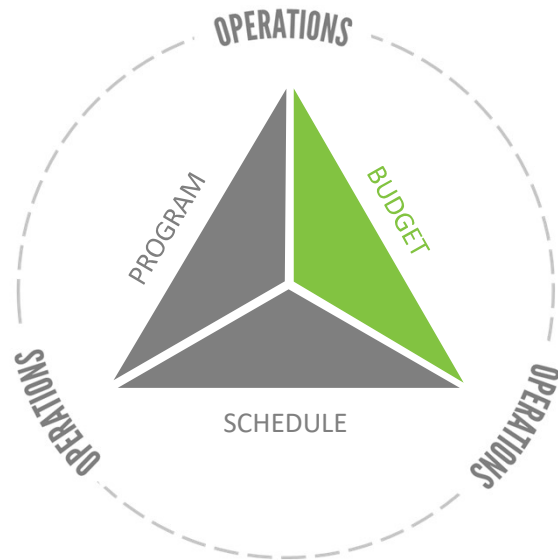


BARKER
RINKER
SEACAT
ARCHITECTURE

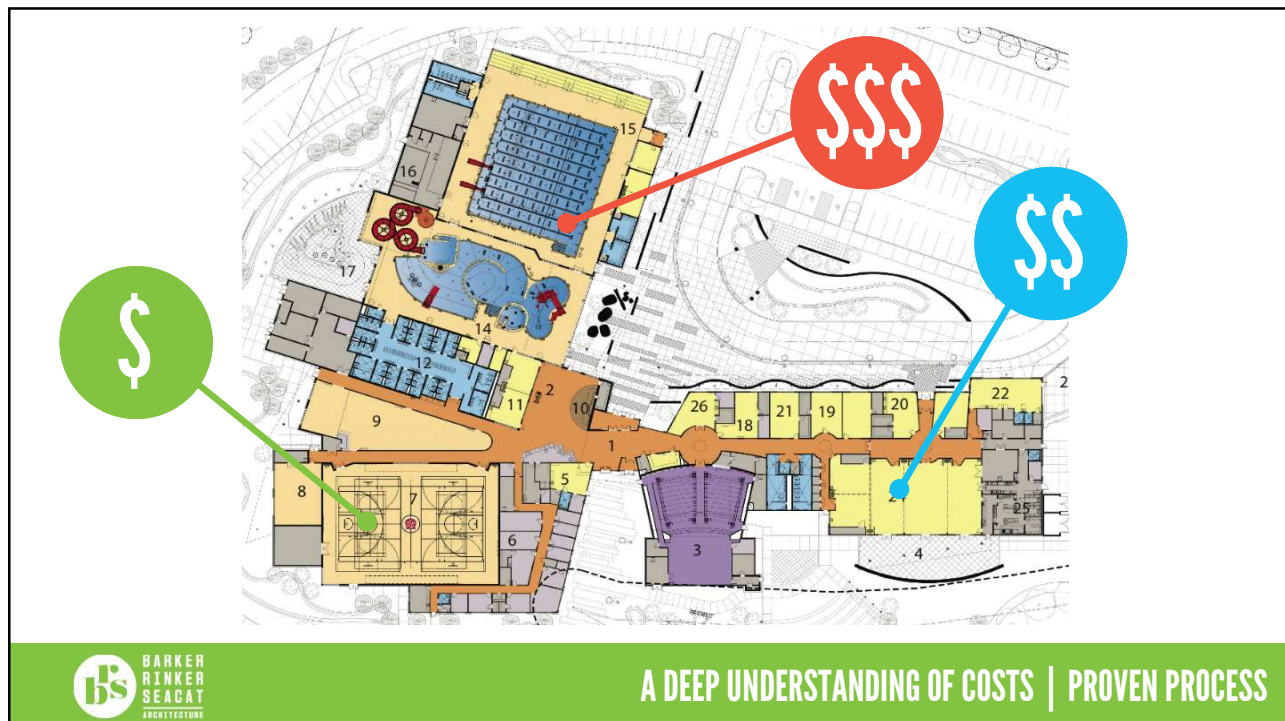
CRAFTING THE VISION

30

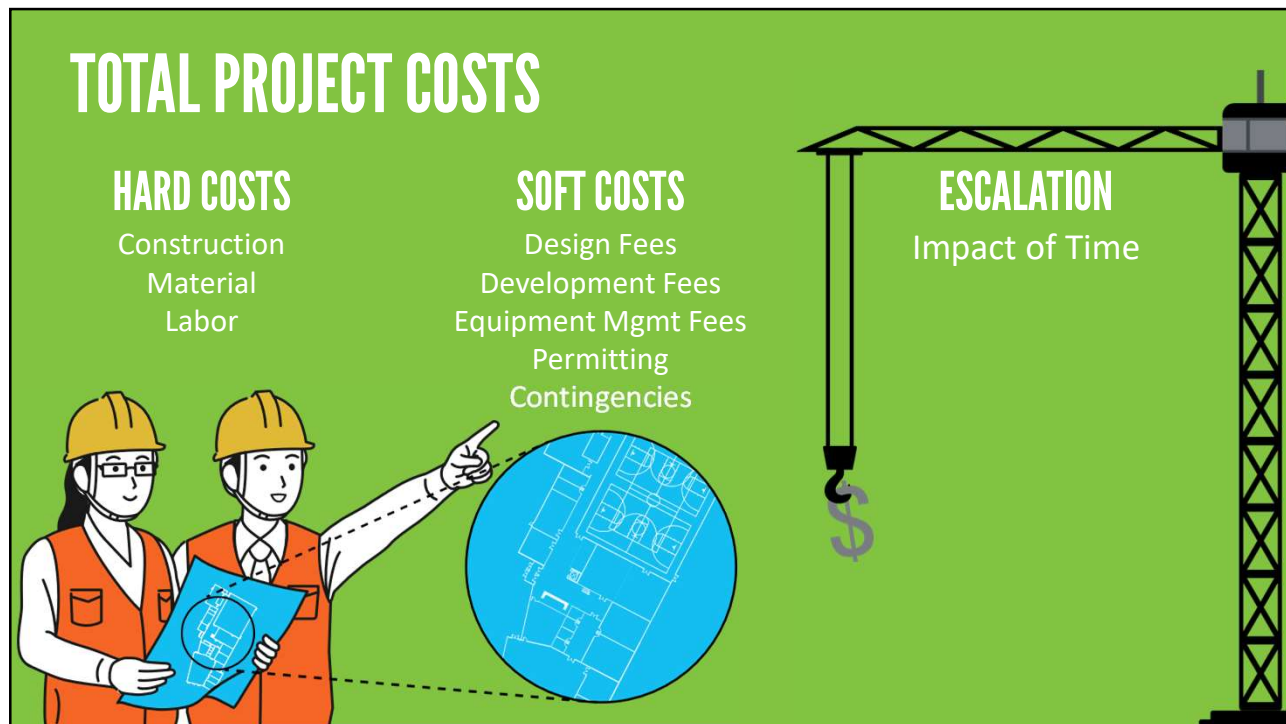
BUDGET



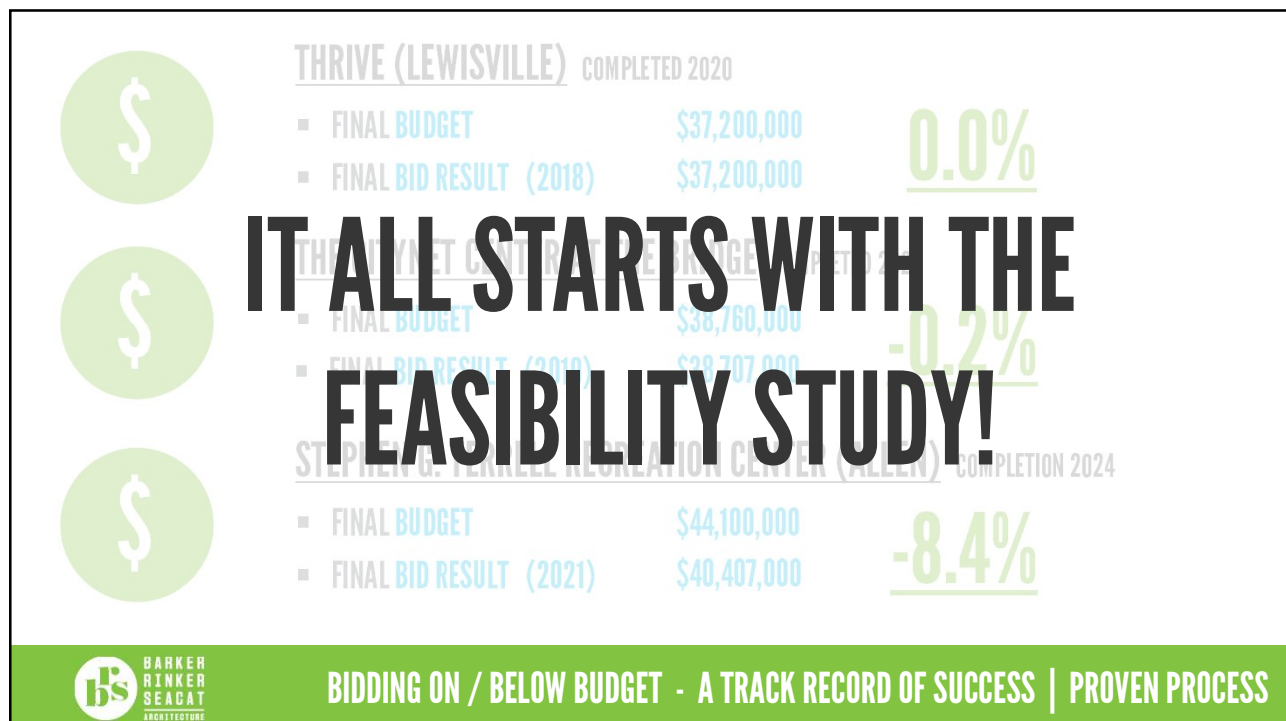
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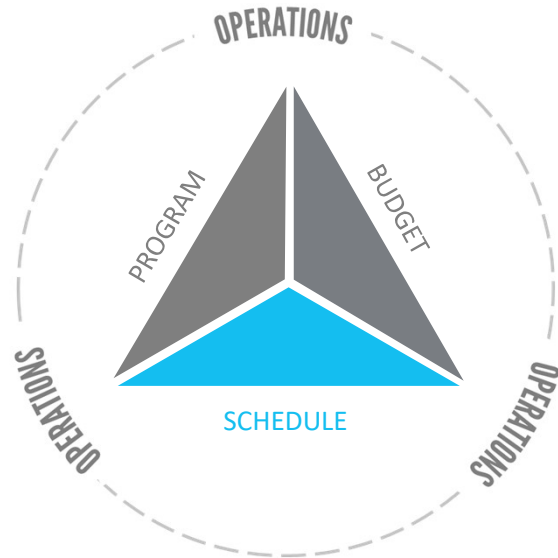


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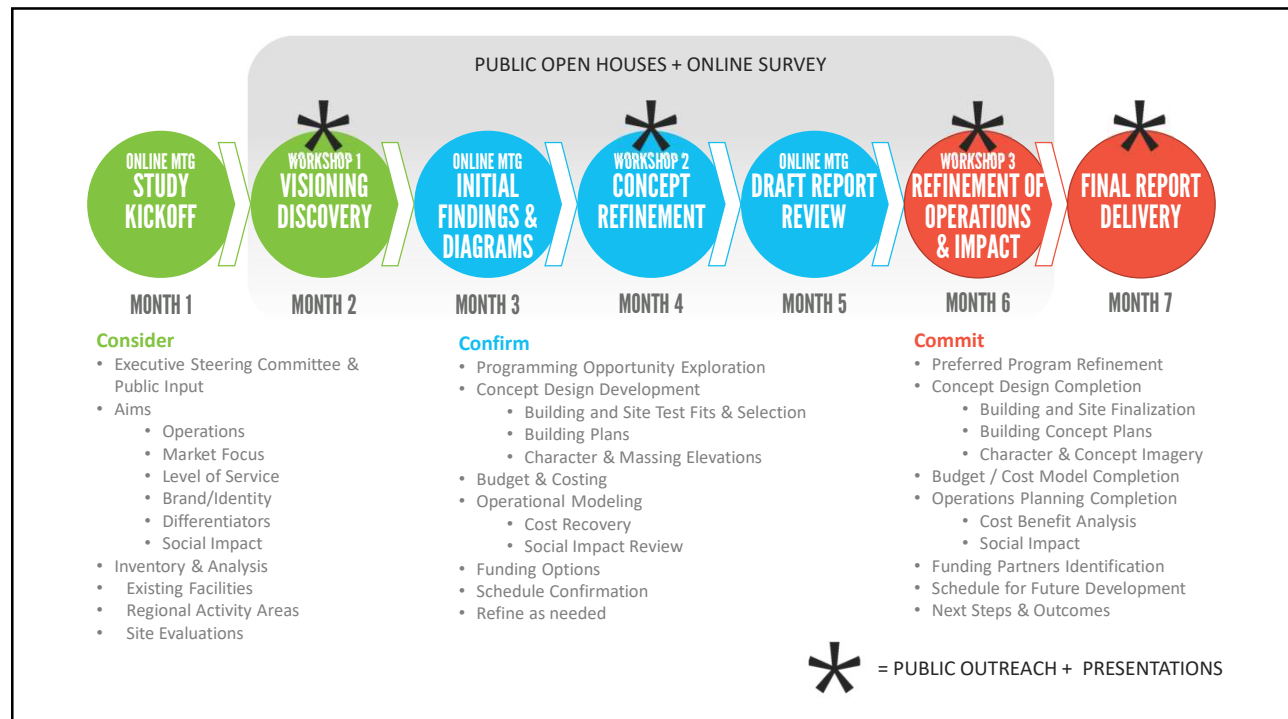


34

SCHEDULE



35



36

FEASIBILITY STUDY SCHEDULE TIMELINE



SETTING THE STAGE | PROVEN PROCESS

37

WE USE A
**PEOPLE-INSPIRED
 DESIGN PROCESS**
 TO GET THE BEST RESULTS



OUR APPROACH | PROVEN PROCESS

38

PEOPLE



Who are the people of Taylor and how do they want to be perceived?

PLACE



Where do people live, work and play? Tell us about landmarks of interest and places of pride.

PACE



What experiences are you looking for and what is your pace of life?



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RINKER
SEACAT
ARCHITECTURE

WHERE CONTEXTUAL DESIGN BEGINS | PROVEN PROCESS

39

COMMUNITY ENGAGEMENT



BARKER
RINKER
SEACAT
ARCHITECTURE

PUBLIC ENGAGEMENT – OUTREACH TOGETHER | PROVEN PROCESS

40

Q1: Regarding active recreation activities that may be part of a potential renovation or expansion, please choose the top three (3) activities that are desired by your household. Please only choose three.

- Pickleball
- Basketball
- Dance Classes
- Martial Arts Classes
- Volleyball
- Gymnastics
- Boxing
- Indoor Soccer
- Archery
- Racquetball
- Bouldering
- Dodgeball
- Wrestling

Q2: Regarding community and education activities that may be part of a potential renovation or expansion, please choose the top three (3) activities that are desired by your household. Please only choose three.

- Weight Training and/or free weight
- Indoor Walking/Jogging Trail
- Cardio Equipment / Exercise
- Women's Only Area
- Group Fitness Classes
- Yoga/Pilates
- Youth Fitness space
- Functional / CrossFit Training
- American Ninja Warrior Style Activities
- Turf Gym and/or Sports Specific Training Area
- Personal Training
- Spin Studio

Q3: Regarding fitness activities that may be part of a potential renovation or expansion, please choose the top three (3) activities that are desired by your household. Please only choose three.

Q4: Regarding aquatic activities that may be part of a potential renovation or expansion, please choose the top three (3) activities that are desired by your household. Please only choose three.

Aquatic Activity	Percentage of Households
Outdoor Aquatic Play Pool (lazy river, water...)	~65%
Indoor Aquatic Play Pool (lazy river, water...)	~60%
Whirlpool Spa Relaxation	~45%
Indoor Aquatic Fitness (lap swim, aqua...)	~35%
Indoor Aquatic Therapy (physical therapy...)	~25%
Swimming and Safety Classes	~20%
Indoor Splash Pad/Sprayground	~15%
Outdoor Aquatic Fitness (lap swim, aqua...)	~10%
Other (please specify):	~5%

COMMENTS & SUGGESTIONS
Please turn in the completed questionnaire at the reception table before departing. Thank you!

OPTIONAL INFORMATION
Name: _____
Email: _____
Phone: _____

C. Regarding Aquatic Spaces in the four categories below, please circle or list four (4) detailed components you and your family believe should be part of the project.

EDUCATIONAL	OUTDOOR	RECREATION
Swim Classes	Springs	Body Water Slides
Aqua Aerobics Classes	Observation Water Features	Tea Room / Sticks
Other: _____	Sun Deck	Climbing Wall
	Shade	Lazy River
		Tea Room / Table
		Interactive Water Spray Features
		Showering Bathrooms
		Other: _____

D. Additional Comments:

Powered by SurveyMonkey

Powered by SurveyMonkey

Powered by SurveyMonkey

Powered by SurveyMonkey

BARKER RINKER SEACAT ARCHITECTURE

PUBLIC ENGAGEMENT – DATA COLLECTION | PROVEN PROCESS

41

CARD GAME

Northern Regional Recreation Center
Henderson County, North Carolina
"The Natural Place to Be..."

12 Laps/Mile Elevated Walk Jog Track
5,775 sq ft | \$2,131,000

- 12 Laps per Mile: 3 Lanes
- Views into Activity Spaces
- Views to Outdoors
- Stretching Area

BARKER RINKER SEACAT ARCHITECTURE

PROGRAM PRIORITIZATION & REFINEMENT | PROVEN PROCESS

42



TOUR TOUR TOUR

DFW
Recreation
Centers

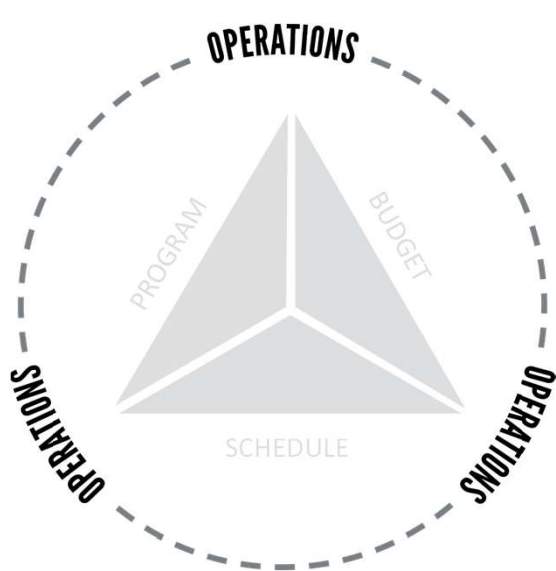
Taylor, Texas
After Workshop 1
DFW Metroplex

**RECA
CAMP**

Denver Metro
June 10 to 13

43

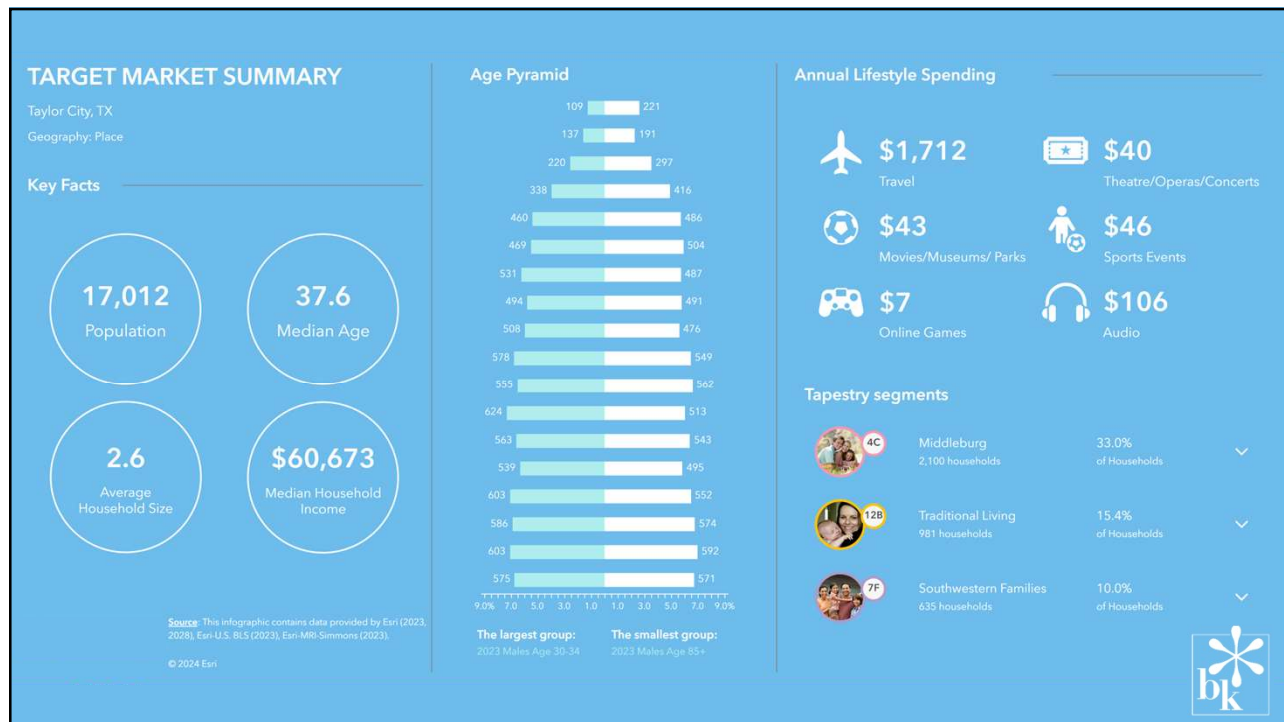
OPERATIONS



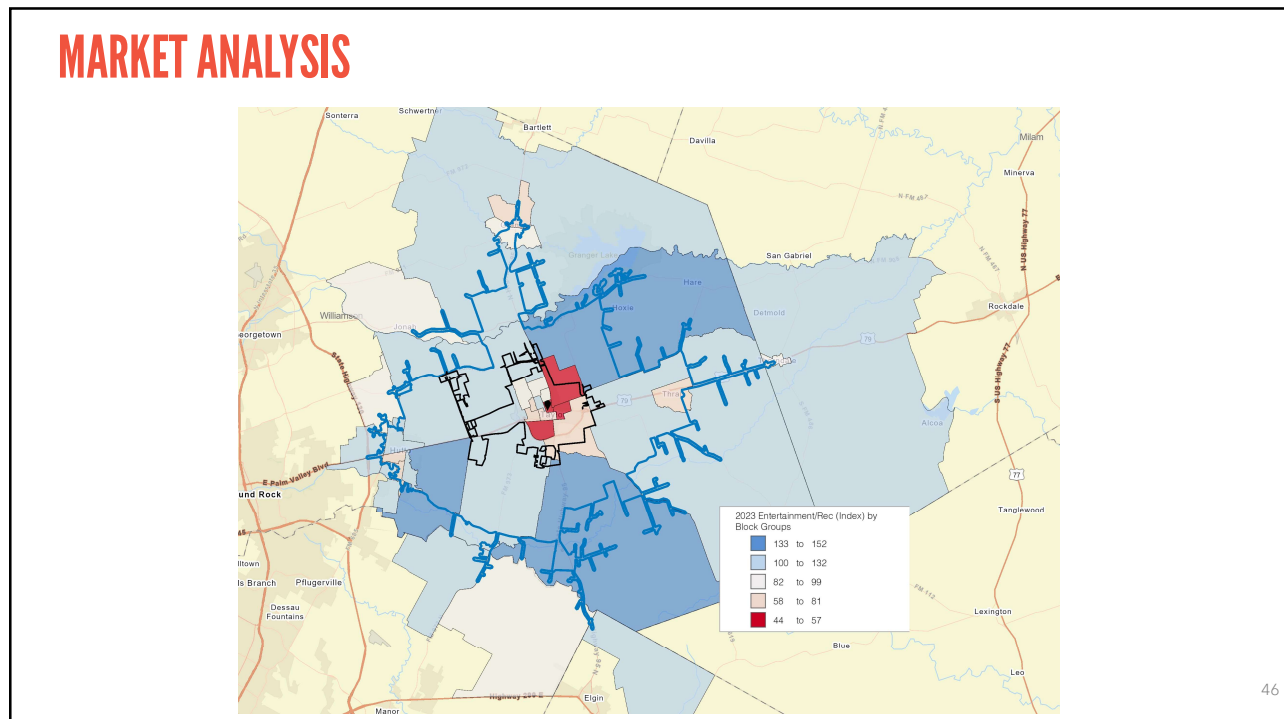
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RINKER
SEACAT
ARCHITECTURE

FINDING BALANCE WITH YOUR NEEDS | PROVEN PROCESS

44



45



46

46



MARKET ANALYSIS

Sport	Nat'l Rank	Nat'l Participation (in millions)	10-Year Trend
Exercise Walking	1	113.9	18.3%
Cardio Fitness	2	92.9	19.0%
Strength Training	3	73.4	22.7%
Exercise w/ Equipment	4	58.2	9.6%
Swimming	6	50.2	10.3%
Running/Jogging	7	45	7.1%
Weight Lifting	10	38.8	24.0%
Yoga	11	31.7	22.4%
Workout @ Clubs	13	29.6	-13.2%
Basketball	15	23.2	-9.0%
Tennis	21	14.2	12.7%
Soccer	22	14.1	10.2%
Volleyball	26	11.7	15.8%
Baseball	27	11.2	-4.3%
Softball	30	9.4	-6.0%
Ice/Figure Skating	31	8.3	15.3%
Pickleball	38	6.4	276.5%
Pilates	39	6.2	12.7%
Hockey (ice)	51	3.2	-8.6%

47

COST RECOVERY



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RINKER
SEACAT
ARCHITECTURE

DRIVERS OF COST RECOVERY | PROVEN PROCESS

48

OPERATION PLAN

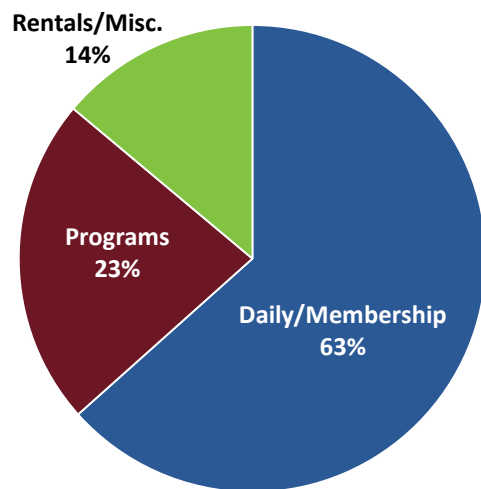


- TRENDS
- FEE TOLERANCE
- STAFFING
- ALTERNATIVE PROVIDERS
- OPERATIONAL EFFICIENCIES
- PARTNERSHIP OPPORTUNITIES
- RATES

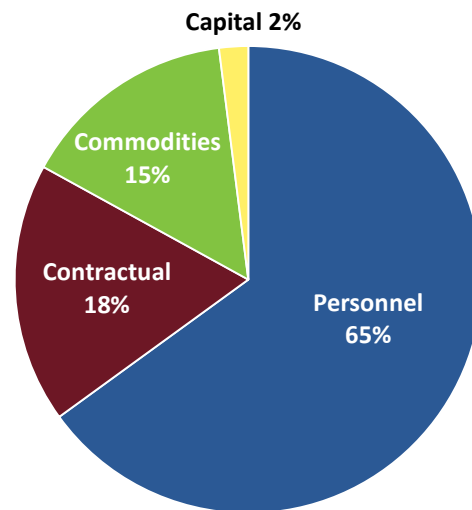
49

OPERATION PLAN

Operational Revenue



Operational Expense




50



50

SITE EVALUATION MATRIX


Rating Criteria <small>See attached letter to description for each rating scale</small>	IMPORTANCE VALUE <small>From 1 to 5</small>	SITE A <small>Community Park</small>		SITE B <small>Teen Center</small>		SITE C <small>Ousel Falls Road</small>	
		Rating Scale	Total Value	Rating Scale	Total Value	Rating Scale	Total Value
I. Site Features							
A. Topography	1	2	2	3	3	2	2
B. Drainage / Floodplain	1	2	2	3	3	2	2
C. Soil	1	2	2	3	3	2	2
D. Slope	1	2	2	3	3	2	2
E. Rock	1	2	2	3	3	2	2
F. Silt / Sediment	1	2	2	3	3	2	2
G. Wetlands	1	2	2	3	3	2	2
H. Wetlands / Wetlands	1	2	2	3	3	2	2
I. Wetlands / Wetlands	1	2	2	3	3	2	2
J. Wetlands / Wetlands	1	2	2	3	3	2	2
K. Wetlands / Wetlands	1	2	2	3	3	2	2
L. Wetlands / Wetlands	1	2	2	3	3	2	2
M. Wetlands / Wetlands	1	2	2	3	3	2	2
N. Wetlands / Wetlands	1	2	2	3	3	2	2
O. Wetlands / Wetlands	1	2	2	3	3	2	2
P. Wetlands / Wetlands	1	2	2	3	3	2	2
Subtotal		23		23		27	
II. Usability / Services							
A. Land Access	1	2	2	3	3	2	2
B. Land Access	1	2	2	3	3	2	2
C. Land Access	1	2	2	3	3	2	2
D. Land Access	1	2	2	3	3	2	2
E. Land Access	1	2	2	3	3	2	2
F. Land Access	1	2	2	3	3	2	2
G. Land Access	1	2	2	3	3	2	2
H. Land Access	1	2	2	3	3	2	2
I. Land Access	1	2	2	3	3	2	2
J. Land Access	1	2	2	3	3	2	2
K. Land Access	1	2	2	3	3	2	2
L. Land Access	1	2	2	3	3	2	2
M. Land Access	1	2	2	3	3	2	2
N. Land Access	1	2	2	3	3	2	2
O. Land Access	1	2	2	3	3	2	2
P. Land Access	1	2	2	3	3	2	2
Subtotal		16		15		13	
III. Drainage							
A. Drainage	1	2	2	3	3	2	2
B. Drainage	1	2	2	3	3	2	2
C. Drainage	1	2	2	3	3	2	2
D. Drainage	1	2	2	3	3	2	2
E. Drainage	1	2	2	3	3	2	2
F. Drainage	1	2	2	3	3	2	2
G. Drainage	1	2	2	3	3	2	2
H. Drainage	1	2	2	3	3	2	2
I. Drainage	1	2	2	3	3	2	2
J. Drainage	1	2	2	3	3	2	2
K. Drainage	1	2	2	3	3	2	2
L. Drainage	1	2	2	3	3	2	2
M. Drainage	1	2	2	3	3	2	2
N. Drainage	1	2	2	3	3	2	2
O. Drainage	1	2	2	3	3	2	2
P. Drainage	1	2	2	3	3	2	2
Subtotal		8		10		8	
IV. Utilities							
A. Utilities	1	2	2	3	3	2	2
B. Utilities	1	2	2	3	3	2	2
C. Utilities	1	2	2	3	3	2	2
D. Utilities	1	2	2	3	3	2	2
E. Utilities	1	2	2	3	3	2	2
F. Utilities	1	2	2	3	3	2	2
G. Utilities	1	2	2	3	3	2	2
H. Utilities	1	2	2	3	3	2	2
I. Utilities	1	2	2	3	3	2	2
J. Utilities	1	2	2	3	3	2	2
K. Utilities	1	2	2	3	3	2	2
L. Utilities	1	2	2	3	3	2	2
M. Utilities	1	2	2	3	3	2	2
N. Utilities	1	2	2	3	3	2	2
O. Utilities	1	2	2	3	3	2	2
P. Utilities	1	2	2	3	3	2	2
Subtotal		8		10		8	
V. Site Size & Configuration							
A. Site Size	1	2	2	3	3	2	2
B. Site Size	1	2	2	3	3	2	2
C. Site Size	1	2	2	3	3	2	2
D. Site Size	1	2	2	3	3	2	2
E. Site Size	1	2	2	3	3	2	2
F. Site Size	1	2	2	3	3	2	2
G. Site Size	1	2	2	3	3	2	2
H. Site Size	1	2	2	3	3	2	2
I. Site Size	1	2	2	3	3	2	2
J. Site Size	1	2	2	3	3	2	2
K. Site Size	1	2	2	3	3	2	2
L. Site Size	1	2	2	3	3	2	2
M. Site Size	1	2	2	3	3	2	2
N. Site Size	1	2	2	3	3	2	2
O. Site Size	1	2	2	3	3	2	2
P. Site Size	1	2	2	3	3	2	2
Subtotal		17		23		15	
SITE SCORE		62		75		64	



Site Access
Vehicular
Pedestrian

Trails & Connectivity
Adjacent Land Uses & Zoning
Vegetation



CHOOSING BY BEST VALUE | PROVEN PROCESS

51

FINDING

THE RIGHT BALANCE





THE HIGHEST LEVEL OF PERFORMANCE | CREATING SUCCESS TOGETHER

52



53



54