



VESTAVIA HILLS

A LIFE ABOVE



Recreation & Athletics Master Plan

PRESENTATION OF FINDINGS | JULY 2015



BRAILSFORD & DUNLAVEY

INSPIRE. EMPOWER. ADVANCE.

Master Plan Schedule

RECREATION & ATHLETICS MASTER PLAN



Master Plan Objectives

RECREATION & ATHLETICS MASTER PLAN

- ◆ Establish strategic vision and objectives
 - *“Why are we doing this?”*
- ◆ Identify market preferences
 - *“What does the community want?”*
- ◆ Quantify current and future space needs through systematic assessment of supply/demand
 - *“Do we need more?”*
- ◆ Establish strategic priorities for achieving vision
 - *“How should we respond?”*

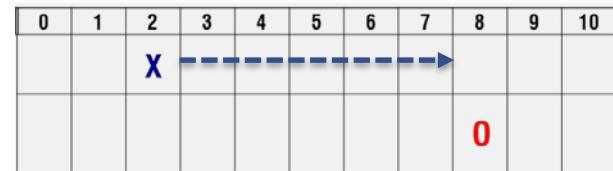
What's The Vision?

PRIMARY STRATEGIC DRIVERS

- ◆ Position quality-of-life assets to *recruit and retain families*



- ◆ *Increase capacity* to fully accommodate local demand



- ◆ *Elevate the quality* of recreational / athletics facilities to reflect the Vestavia Hills brand



An architectural rendering of a large, multi-story recreation center. The building features a prominent central tower with a dark roof and large windows. In the foreground, a paved walkway leads to a fenced-in playground area with colorful equipment. Several people are depicted: a man in a white shirt and blue shorts, a woman in a floral tank top and dark shorts, and other figures in the background. A large tree with green leaves stands on the left side of the frame. The text "Key Findings" is overlaid in white serif font across the center of the image.

Key Findings

Key Findings

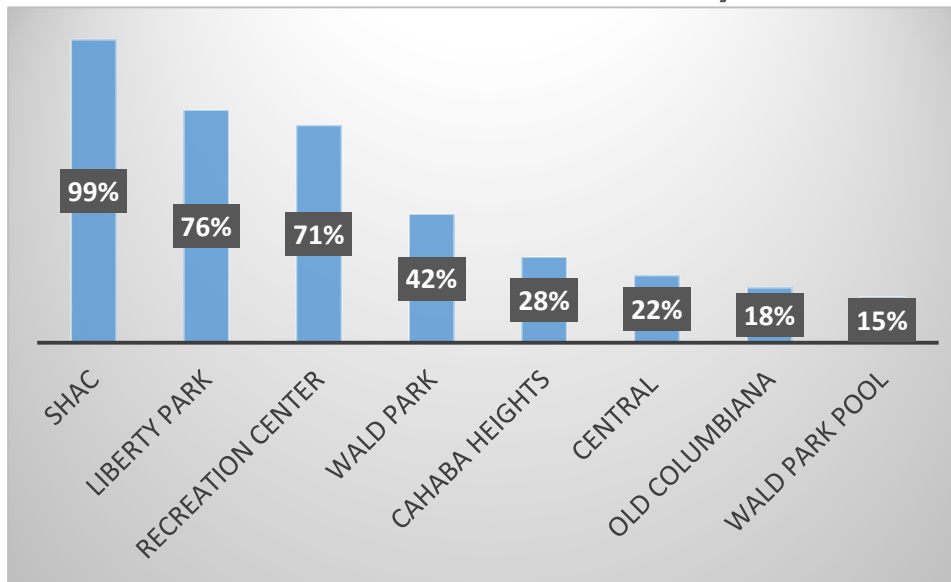
RECREATION & ATHLETICS MASTER PLAN

- ◆ The community's perceptions and priorities for recreation are aligned with the strategic vision
 - *For both families involved in sports and general public*
- ◆ Vestavia Hills does not have sufficient capacity to meet youth sports demand
 - *Acute need for additional rectangle fields and indoor facility*
- ◆ Quality and capacity are unevenly distributed by location
 - *Inverse relationship between quality and convenience*
 - *Has resulted in localized capacity deficits for all sports*
 - *Skewed participation by sport based on permanent residence*

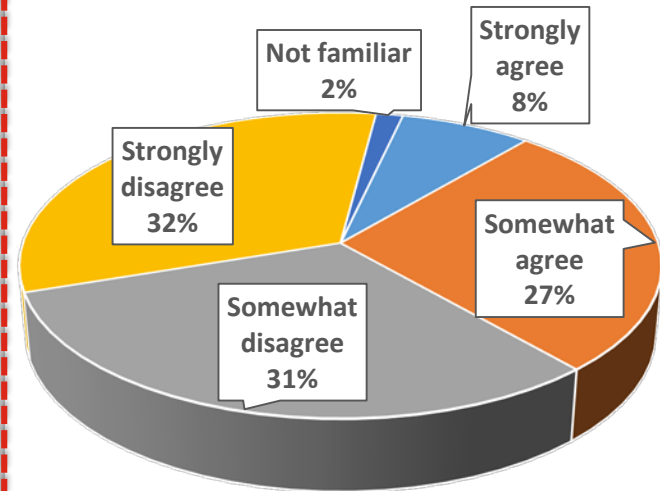
Existing Conditions

COMMUNITY PERCEPTIONS

Satisfaction with Quality



Sufficient Capacity

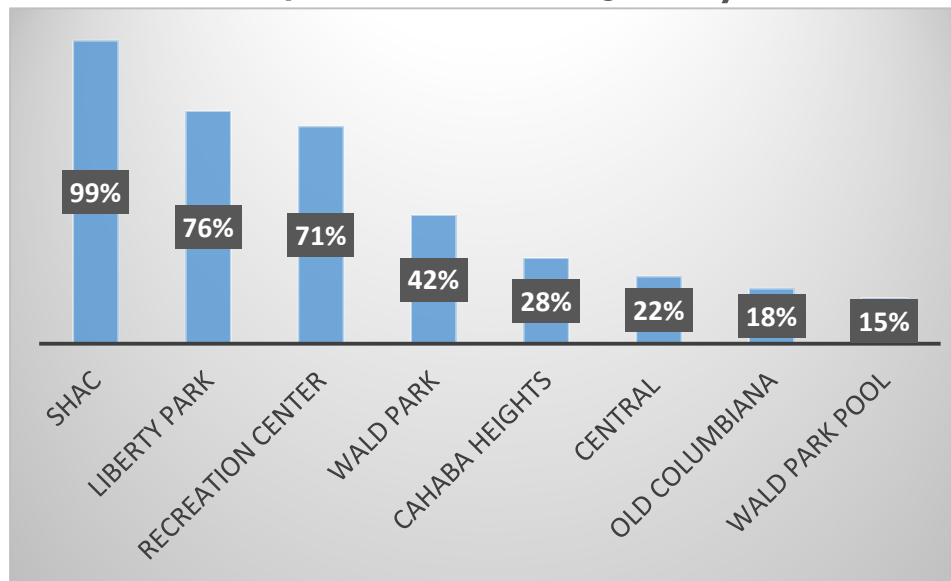


Current athletics facilities are not evenly meeting the community's expectations for quality or capacity

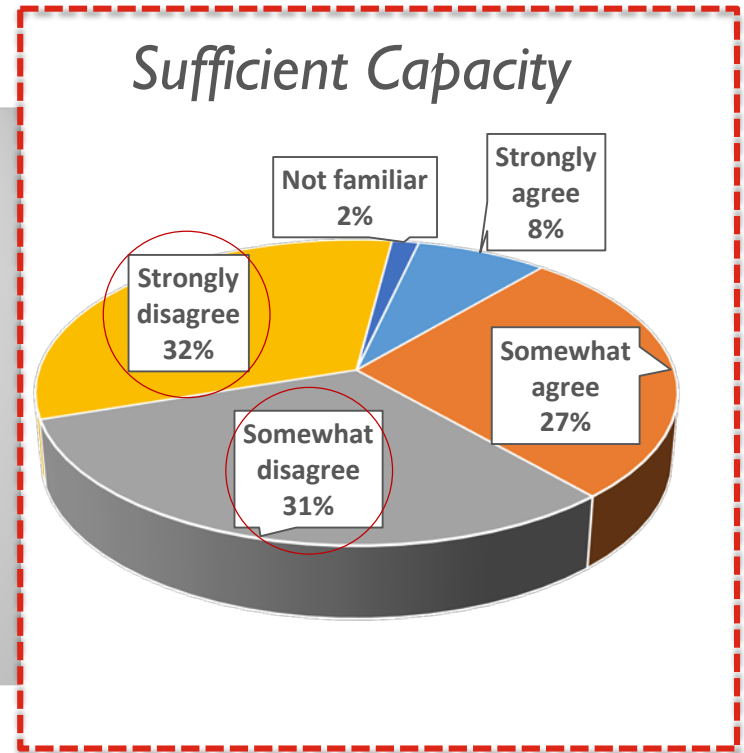
Existing Conditions

COMMUNITY PERCEPTIONS

Satisfaction with Quality



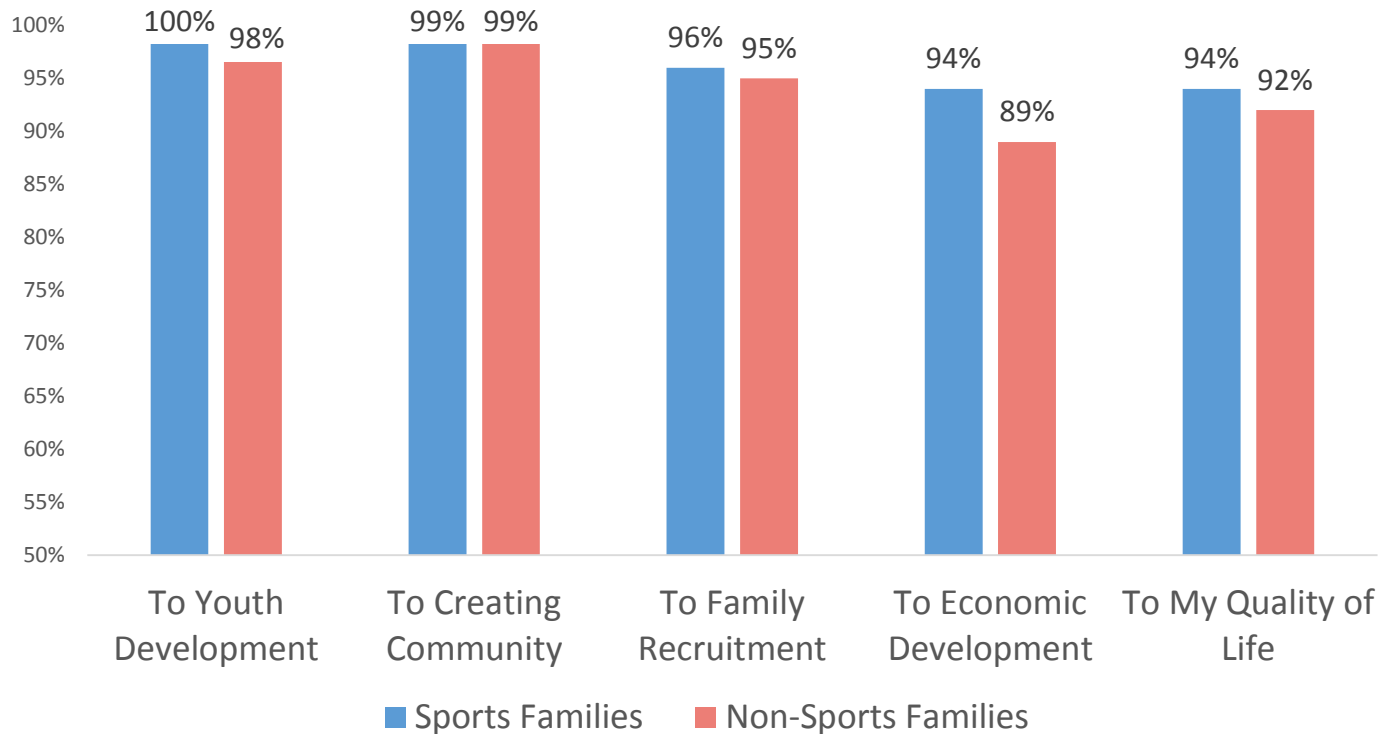
Sufficient Capacity



Current athletics facilities are not evenly meeting the community's expectations for quality or capacity

Importance of Quality Facilities

COMMUNITY PERCEPTIONS OF RECREATION



The importance of recreation to the community aligns with the strategic vision

Key Findings

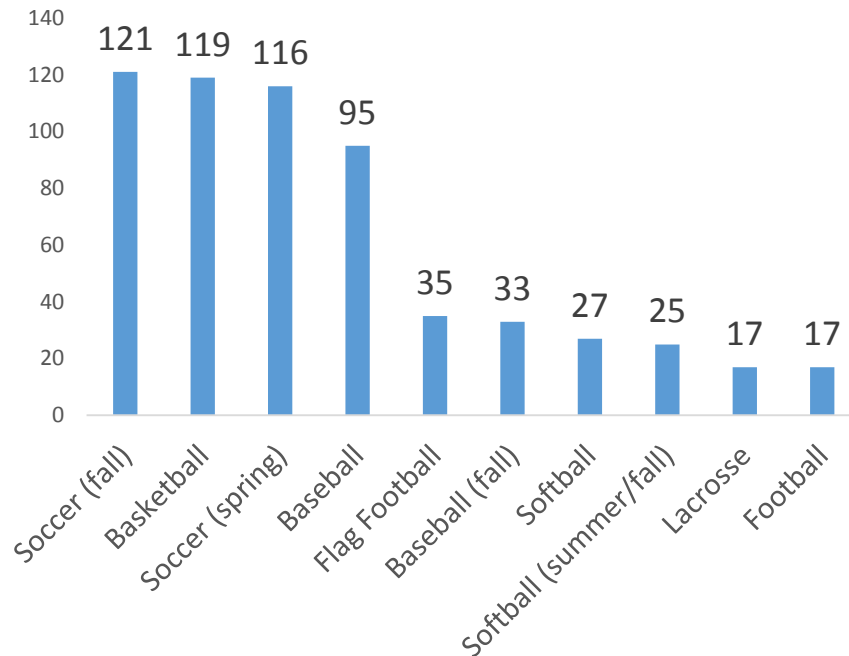
RECREATION & ATHLETICS MASTER PLAN

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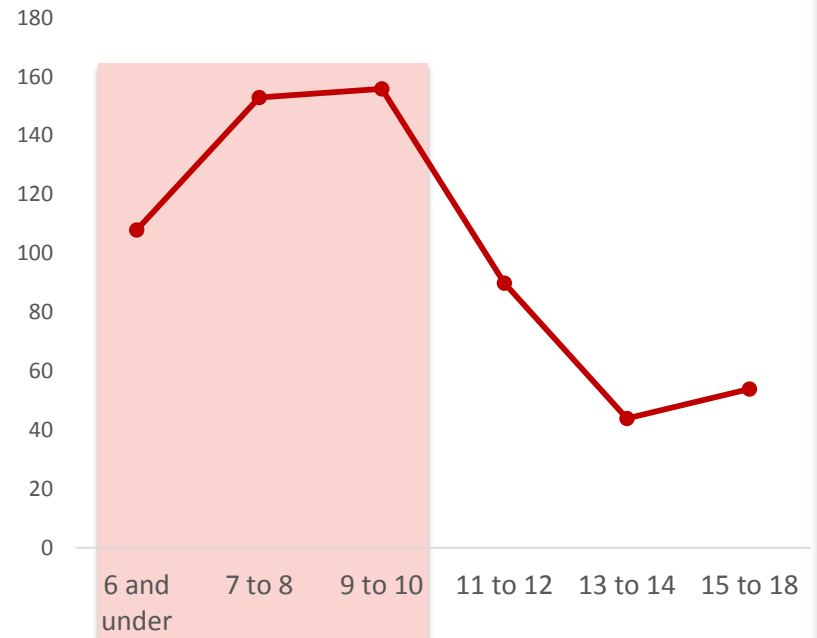
VHYS Team Participation

SUPPLY/DEMAND RECONCILIATION

Teams By Sport



Teams By Age



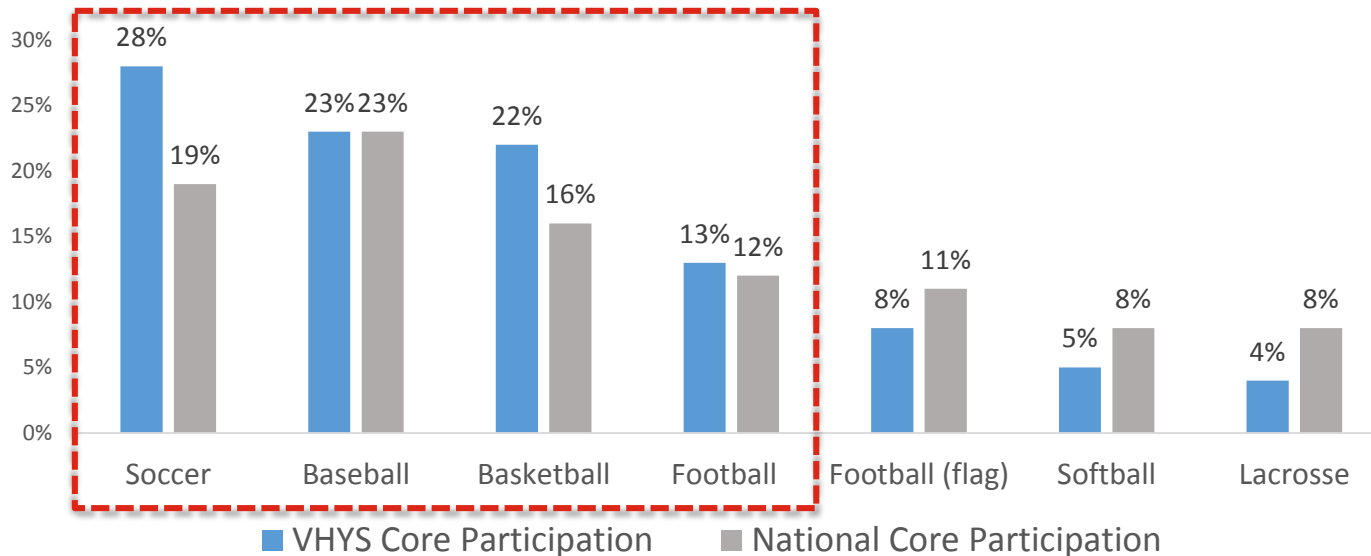
VHYS consists of more than 600 teams, with ~70% age 10 and below

Team Participation Rates

SUPPLY/DEMAND RECONCILIATION

Participation Rates by Sport (Age 6 to 12)

VHYS vs. National Average*



*U.S. Trends in Team Sports (2014), Sports and Fitness Industry Association

Several youth sports are capturing the full projected market based on national averages

Supply/Demand Reconciliation

METHODOLOGY

- ◆ Capacity for each field projected according to national benchmarks for field utilization
 - 600 annual hours for rectangle fields
 - 225 hours for fall and spring season
 - 800 annual hours for diamond fields
 - 300 hours for fall and spring season

- ◆ Demand for field type overlaid against projected capacity
 - Outside tournament demand removed based on strategic vision
 - Intended as a tool to understand demand, not a blunt instrument

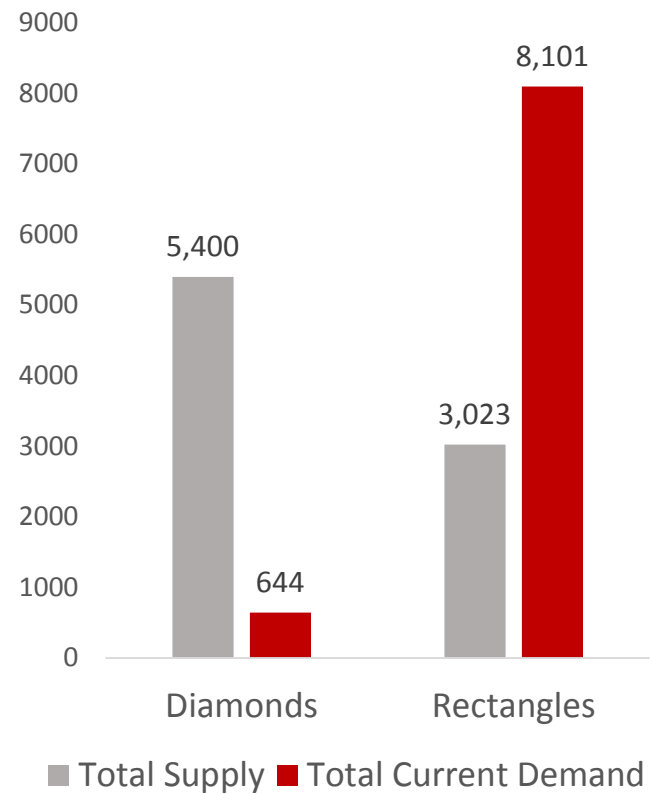
- ◆ Capacity should exceed current demand by 500-1,000 hours by season based on vision
 - Future growth
 - Efficiency factor
 - Special events/tournaments

Fall Sports: Supply/Demand

SUPPLY/DEMAND RECONCILIATION

Hours of Supply: Fall Season

Facility	Diamond Hours	Rectangle Hours
Central Elementary	0	78
Old Columbiana	0	320
Cahaba Heights	1,200	0
Liberty Park (soccer)	0	1,125
Liberty Park (#1-4)	1,200	0
Liberty Park (#5-9)	1,500	0
SHAC	0	1,500
Wald Park	1,500	0
Total Supply	5,400	3,023
Total Current Demand	644	8,101
Surplus/Deficit	4,756	-5,078

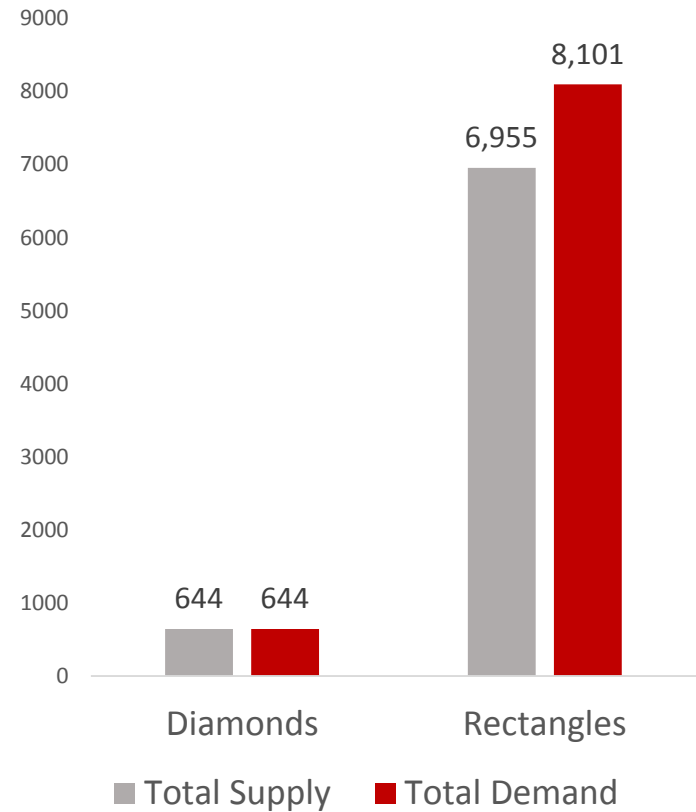


Fall Sports: Supply/Demand

SUPPLY/DEMAND RECONCILIATION

Reconciled Supply: Fall Season

Facility	Diamond Hours	Rectangle Hours
Central Elementary	0	78
Old Columbiana	0	320
Cahaba Heights	161	814
Liberty Park (soccer)	0	1,125
Liberty Park (#1-4)	161	814
Liberty Park (#5-9)	161	1,264
SHAC	0	1,500
Wald Park	161	1,039
Total Supply	644	6,955
Total Demand	644	8,101
Surplus/Deficit	0	-1,146



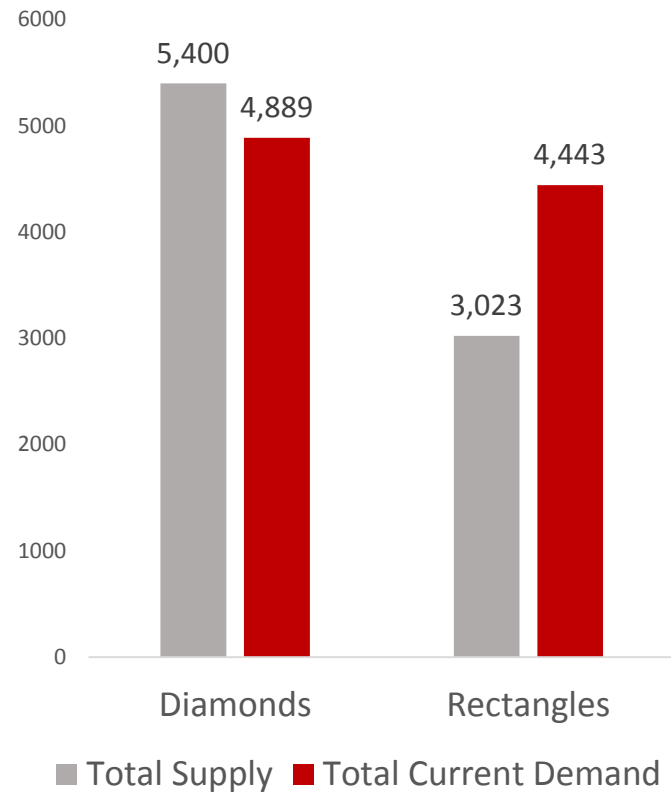
~1,150 supply deficit hours (5 fields) during fall season

Spring Sports: Supply/Demand

SUPPLY/DEMAND RECONCILIATION

Hours of Supply: Spring Season

Facility	Diamond Hours	Rectangle Hours
Central Elementary	0	78
Old Columbiana	0	320
Cahaba Heights	1,200	0
Liberty Park (soccer)	0	1,125
Liberty Park (#1-4)	1,200	0
Liberty Park (#5-9)	1,500	0
SHAC	0	1,500
Wald Park	1,500	0
Total Supply	5,400	3,023
Total Current Demand	4,889	4,443
Surplus/Deficit	511	-1,420

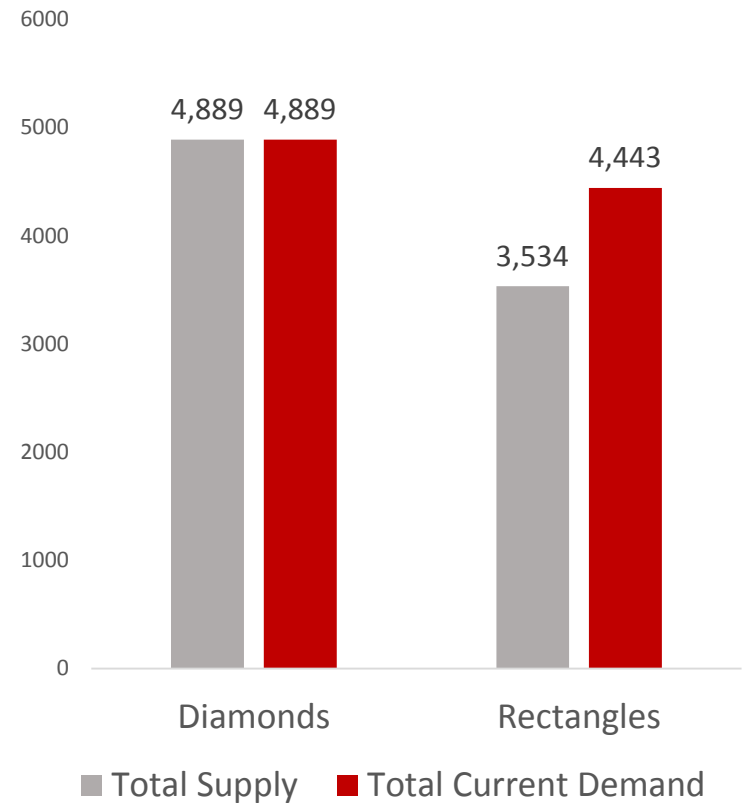


Spring Sports: Supply/Demand

SUPPLY/DEMAND RECONCILIATION

Reconciled Supply: Spring Season

Facility	Diamond Hours	Rectangle Hours
Central Elementary	0	78
Old Columbiana	0	320
Cahaba Heights	1,200	0
Liberty Park (soccer)	0	1,125
Liberty Park (#1-4)	945	256
Liberty Park (#5-9)	1,245	256
SHAC	0	1,500
Wald Park	1,500	0
Total Supply	4,889	3,534
Total Current Demand	4,889	4,443
Surplus/Deficit	0	-909



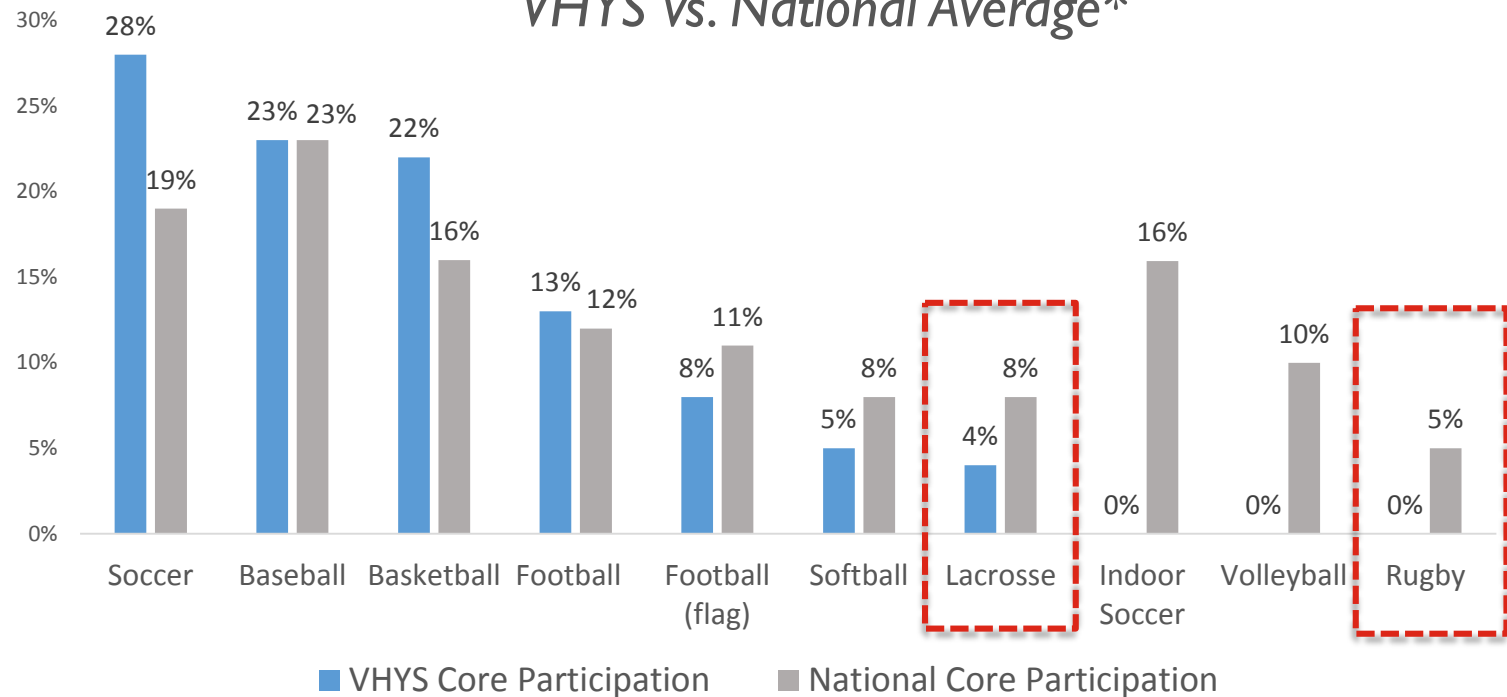
~900 supply deficit hours (4 fields) during spring season

Potential Growth

SUPPLY/DEMAND RECONCILIATION

Participation Rates by Sport (Age 6 to 12)

VHYS vs. National Average*



*U.S. Trends in Team Sports (2014), Sports and Fitness Industry Association

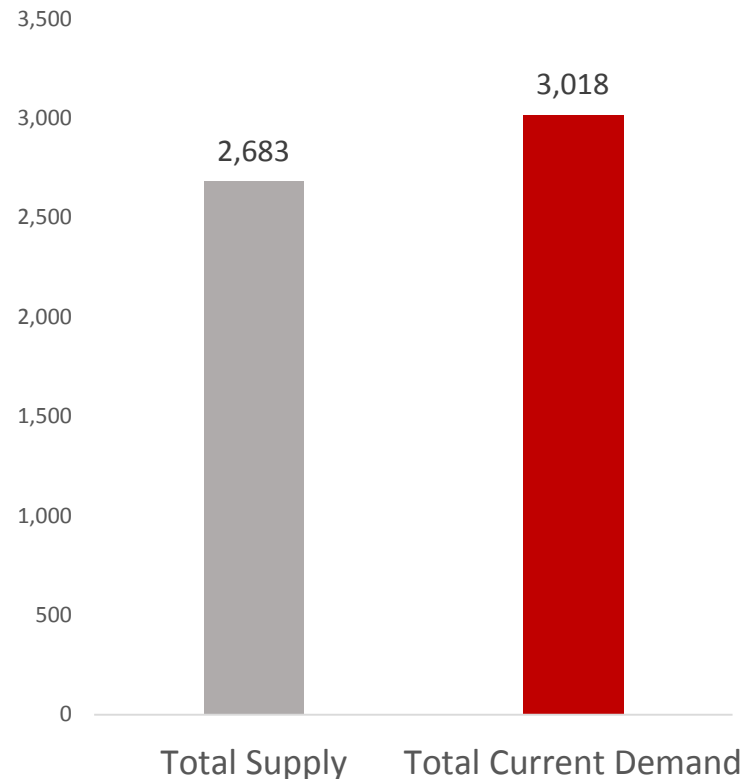
Rugby (81% growth) and lacrosse (66% growth) are the fastest growing teams sports nationally over the last 5 years

Indoor Supply/Demand

SUPPLY/DEMAND RECONCILIATION

Fall/Winter Hours of Supply

Facility	Indoor Facilities
Recreation Center	756
Central Elementary	414
East Elementary	414
West Elementary	414
Cahaba Heights Elementary	85
Liberty Park Elementary	366
Liberty Park Middle	126
Pizitz Middle	108
Total Supply	2,683
Total Current Demand	3,018
Surplus/Deficit	-335



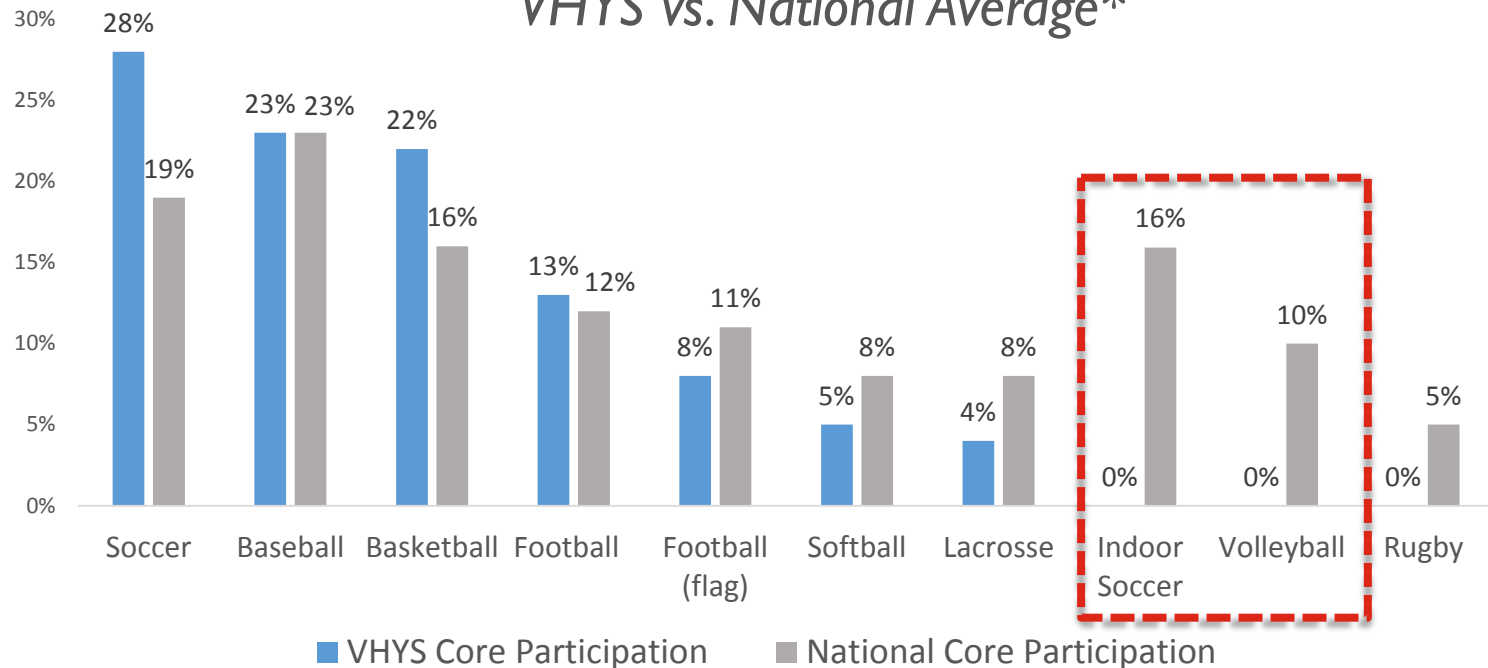
(Demand includes youth wrestling and youth basketball)

Indoor Supply/Demand

SUPPLY/DEMAND RECONCILIATION

Participation Rates by Sport (Age 6 to 12)

VHYS vs. National Average*



*U.S. Trends in Team Sports (2014), Sports and Fitness Industry Association

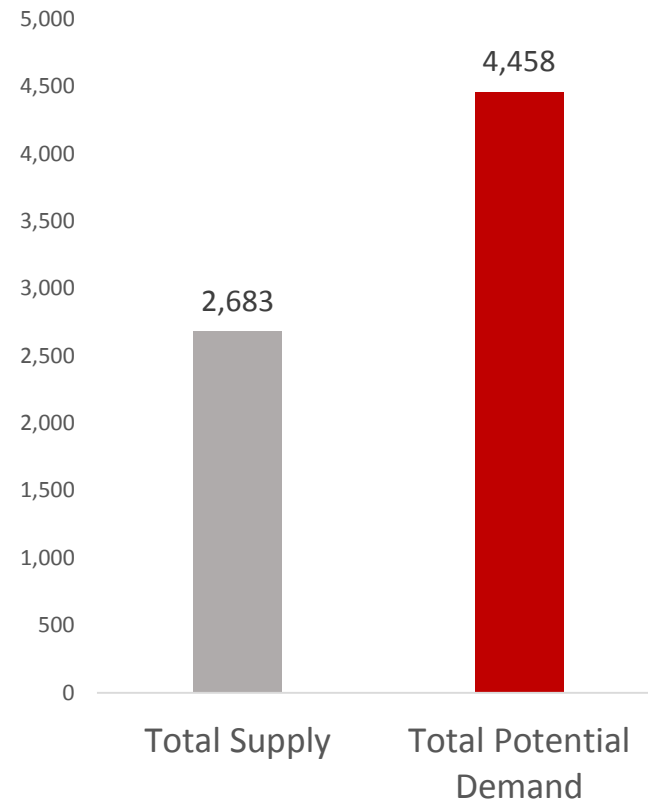
National data suggests significant latent demand exists for indoor sports in Vestavia Hills

Indoor Supply/Demand

SUPPLY/DEMAND RECONCILIATION

Hours of Supply vs. Potential Demand

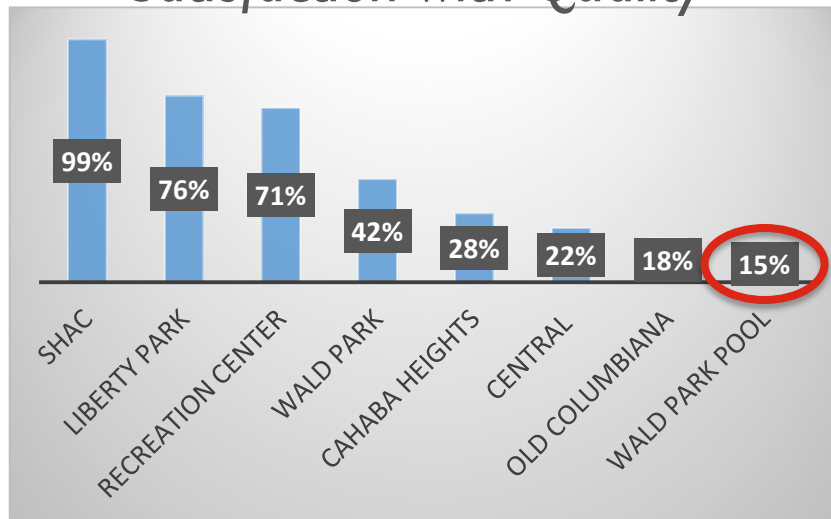
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Recreation Center	756
Central Elementary	414
East Elementary	414
West Elementary	414
Cahaba Heights Elementary	85
Liberty Park Elementary	366
Liberty Park Middle	126
Pizitz Middle	108
Total Supply	2,683
Total Current Demand	3,018
Potential Additional Demand	1,440
Surplus/Deficit	-1,775



Swimming

COMMUNITY PERCEPTIONS

Satisfaction with Quality



Birmingham CrossPlex



LifeTime Fitness

- ◆ Wald Park pool is in danger of becoming obsolete as both a competitive and recreational facility
- ◆ Formerly hosted 250+ youths/day across two organizations

Key Findings

RECREATION & ATHLETICS MASTER PLAN

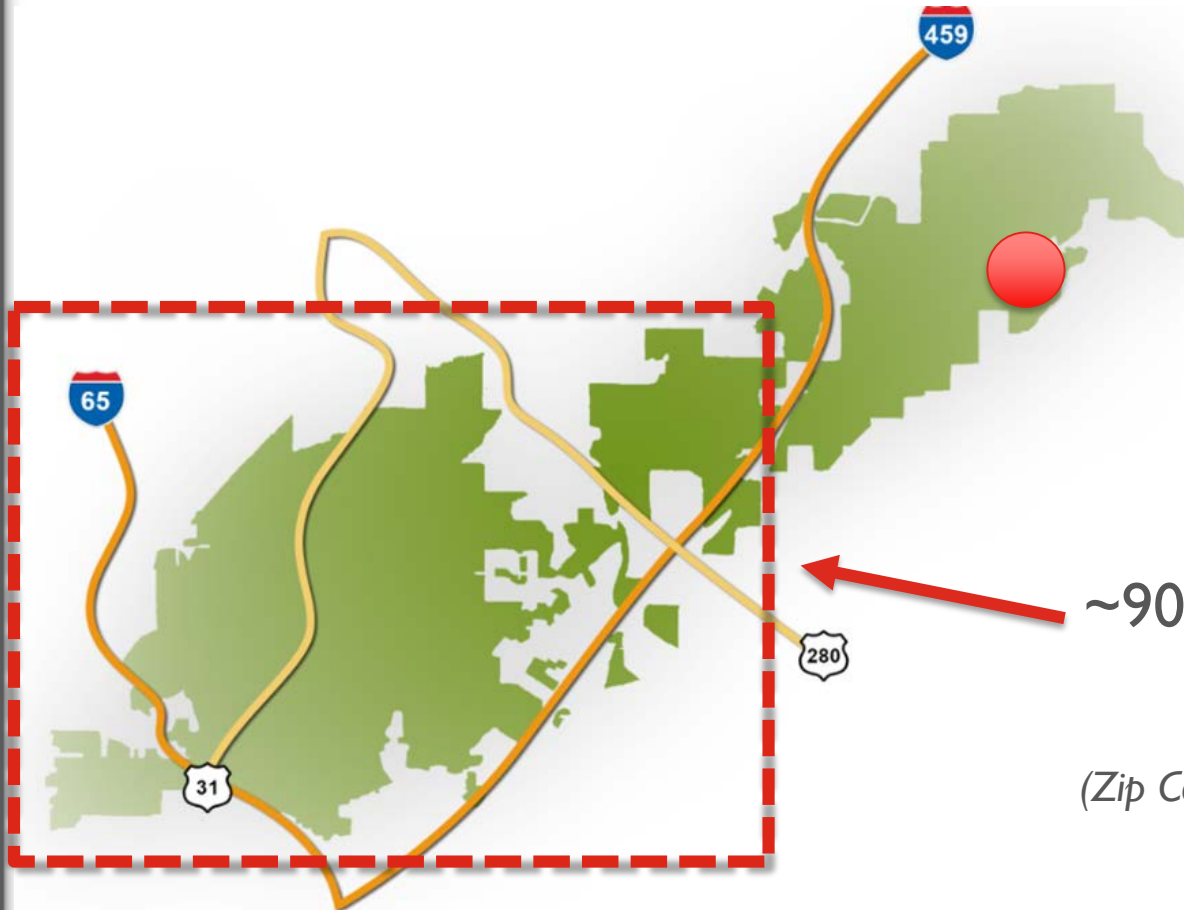
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 - *Inverse relationship between quality and convenience*
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 - *Skewed participation by sport based on permanent residence*

Community Access to Facilities

LOCATION IMPACT

Liberty Park/SHAC

- ❑ 50% of diamond capacity
- ❑ 69% of rectangle capacity
- ❑ Highest rated in terms of quality



~90% of Vestavia Hills
population

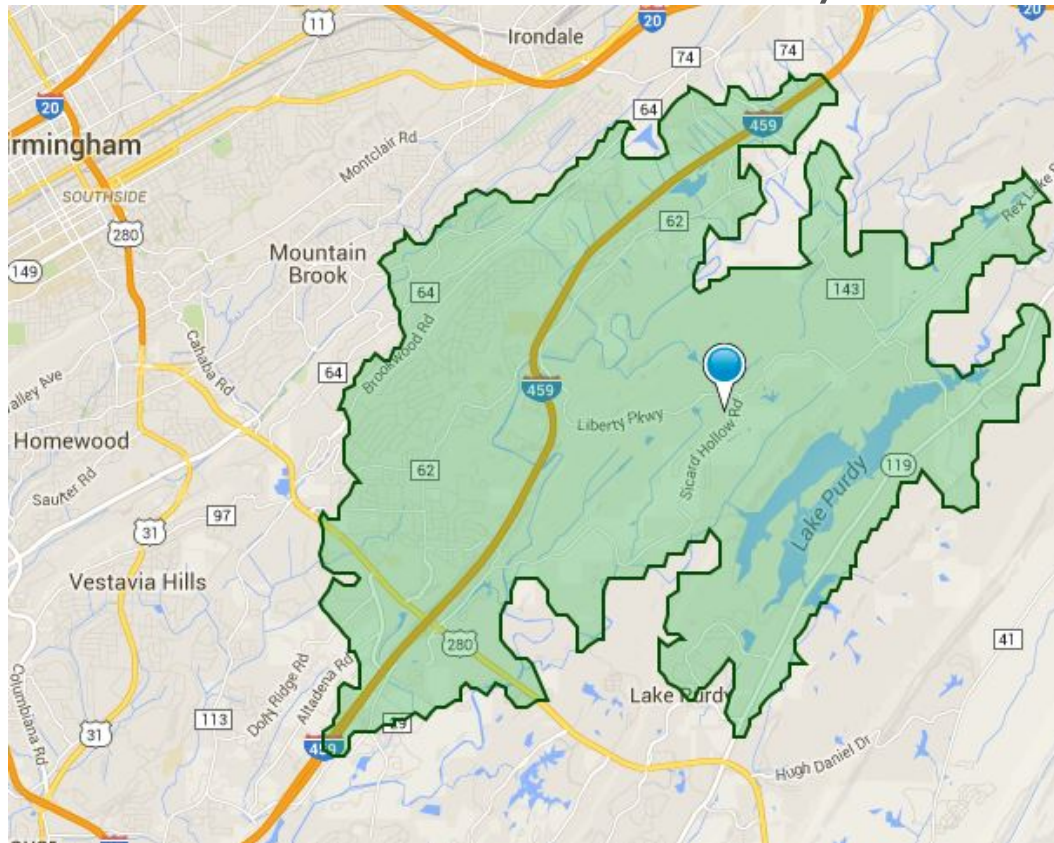
(Zip Codes 35216, 35226, 35243)

Community Access to Facilities

LOCATION IMPACT

SHAC / Liberty Park

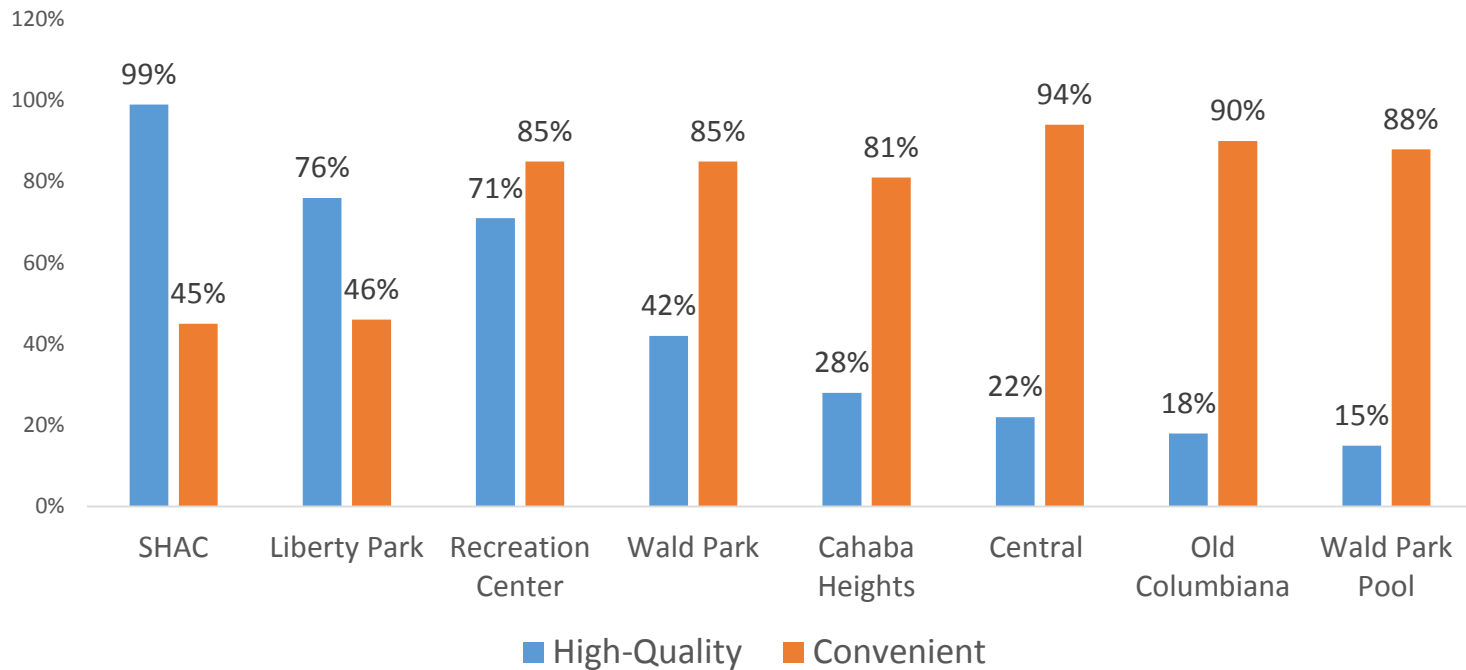
10-Minute Drive-Time Analysis



Community Access to Facilities

LOCATION IMPACT

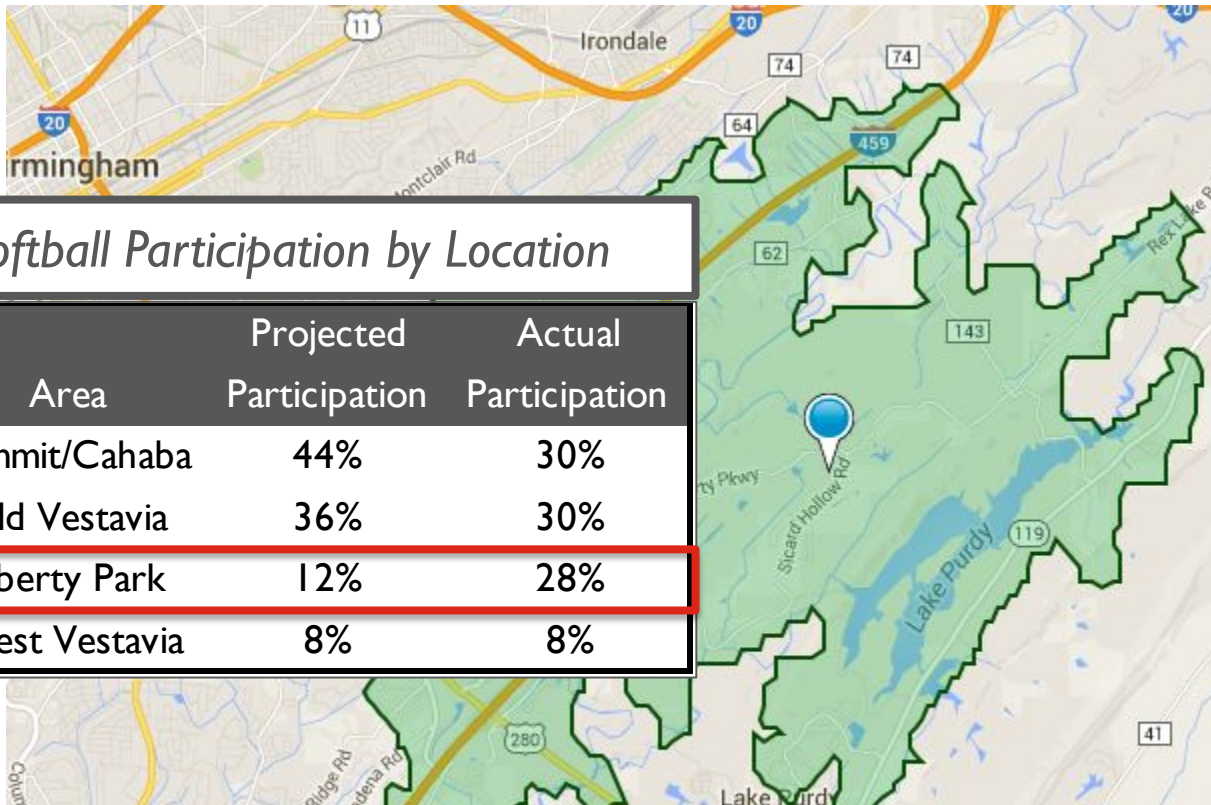
Perceptions of Quality and Convenience



The most accessible facilities for the community are seen as substantially lower in quality

Community Access to Facilities

LOCATION IMPACT



Youth Softball Participation by Location

Zip	Area	Projected Participation	Actual Participation
35243	Summit/Cahaba	44%	30%
35216	Old Vestavia	36%	30%
35242	Liberty Park	12%	28%
35226	West Vestavia	8%	8%

Liberty Park area softball participation rate is double the projected rate based on total population

An architectural rendering of a large, multi-story recreation center with a prominent brick facade and a dark, gabled roof. The building features large arched windows and a covered entrance area. In the foreground, a paved walkway leads to a fenced-in playground with colorful equipment. To the left, there is a small water feature with a fountain. Several people are depicted in the scene, including a man and a woman in the foreground looking towards the building, and other figures near the playground and entrance. A large, leafy tree stands on the left side of the frame. The overall style is a soft, painterly architectural sketch.

Strategic Recommendations

STRATEGIC RECOMMENDATIONS

RECREATION & ATHLETICS MASTER PLAN

- ◆ Increase outdoor field capacity to address acute demand for centrally located facilities
 - *8-10 additional rectangle fields based on current demand*
 - *2-4 small diamond fields based on locational imbalance*
- ◆ Elevate the quality of athletic facilities at the most accessible locations
 - *Currently an inverse relationship between quality and convenience*
- ◆ Re-align utilization of Liberty Park diamonds according to established vision
- ◆ Deliver additional indoor capacity and modernized aquatic facility
 - *3- to 4-court indoor facility needed to meet current and future demand*
 - *Aquatic facility: 8-10 lanes, 50 meters*

STRATEGIC PROGRAM PRIORITIES

RECREATION & ATHLETICS MASTER PLAN

Short-term Strategy

- Elevate quality at accessible locations
- Increase efficiency of Liberty Park diamonds

Intermediate Strategy

- Utilize Altadena Site to address current demand needs

Long-term Strategy

- Build indoor facility and aquatic center

STRATEGIC PROGRAM PRIORITIES

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Intermediate Strategy

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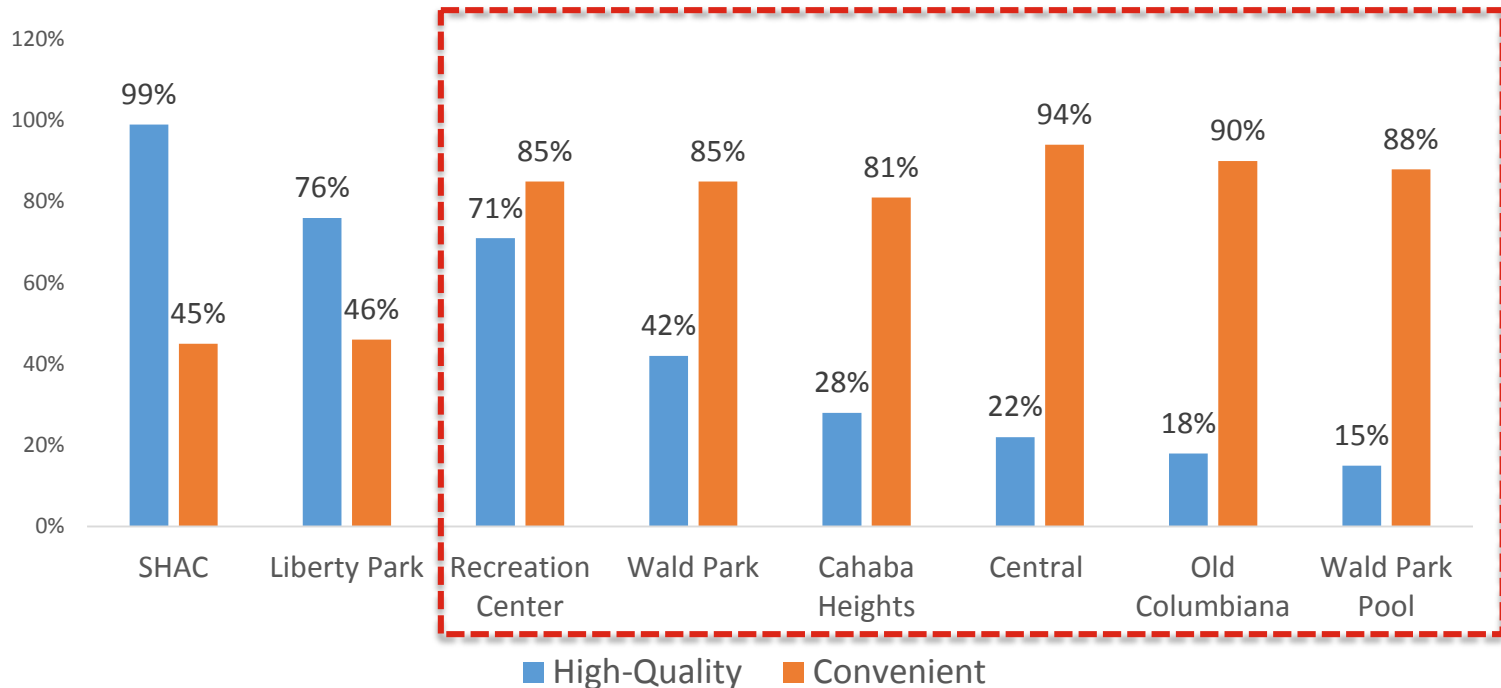
Long-term Strategy

- Build indoor facility and aquatic center

Community Access to Facilities

LOCATION IMPACT

Perceptions of Quality and Convenience



The most accessible facilities for the community are seen as substantially lower in quality

Preferences for Quality Enhancements

RECREATION MASTER PLAN

	Top Participant Amenities	Top Spectator Amenities
Recreation Center	Increasing Capacity Adding "flex" space	Seating Capacity Adding/Renovating Restrooms
Wald Park (fields)	Increasing Capacity Indoor Facility	Shaded Seating Parking
Cahaba Heights	Quality of Fields Increasing Capacity	Parking Shaded Seating
Central Elementary	Quality of Fields Adding Synthetic Turf	Parking Adding/Renovating Restrooms
Old Columbiana	Quality of Fields Adding Lights	Parking Adding/Renovating Restrooms
Wald Park (pool)	Indoor Facility Quality of Pool	Adding/Renovating Restrooms Shaded Seating

Preferences for Quality Enhancements

RECREATION MASTER PLAN

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Preferences for Quality Enhancements

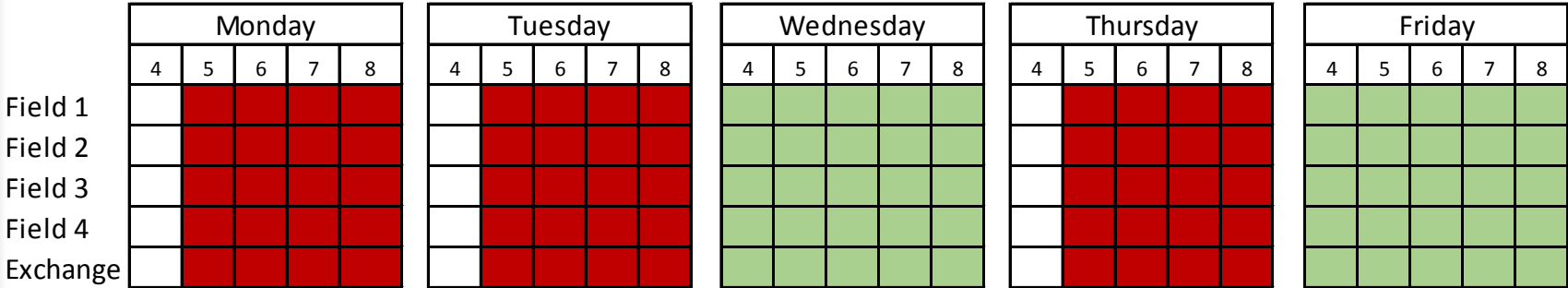
RECREATION MASTER PLAN



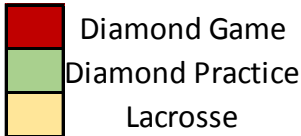
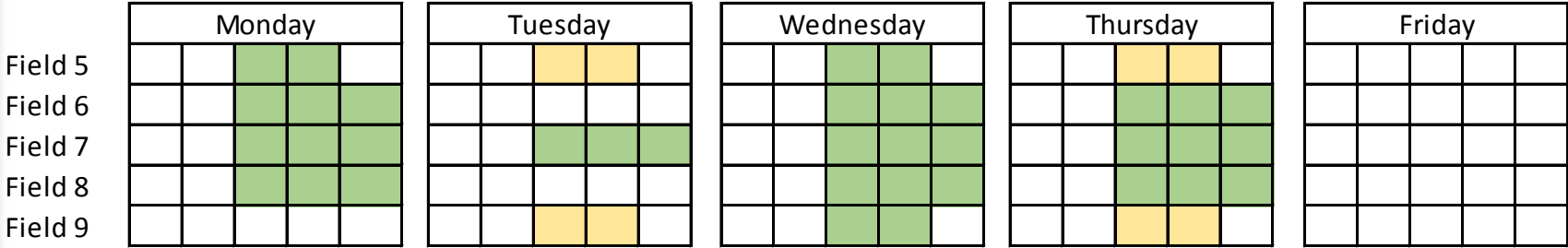
Spring Field Utilization

RECREATION & ATHLETICS MASTER PLAN

Wald Park Diamond Utilization



Liberty Park Diamond Utilization



Wald Park is 100% utilized in the spring, compared to ~45% utilization at Liberty Park

STRATEGIC PROGRAM PRIORITIES

RECREATION & ATHLETICS MASTER PLAN

Short-term Strategy

- Elevate quality at accessible locations
- Increase efficiency of Liberty Park diamonds

Intermediate Strategy

- Utilize Altadena Site to address current demand needs

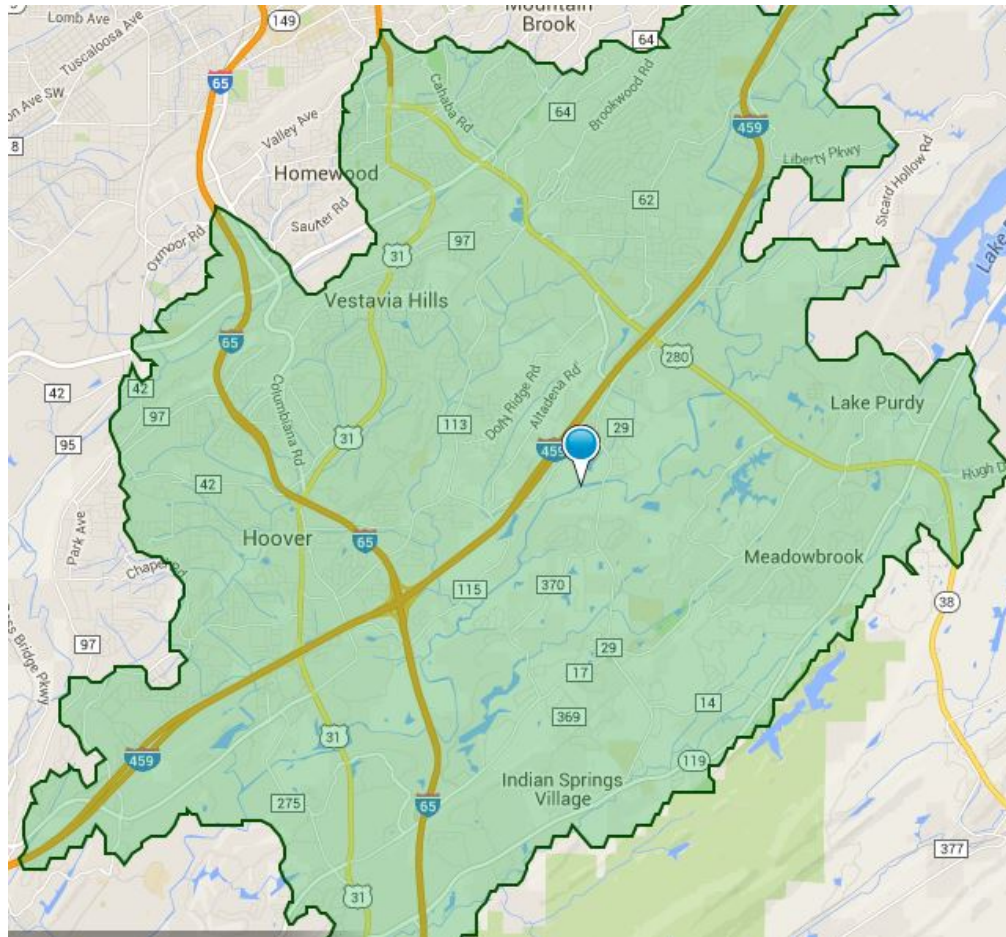
Long-term Strategy

- Build indoor facility and aquatic center

Altadena Site

RECREATION & ATHLETICS MASTER PLAN

10-minute Drive-Time



Altadena Program Scenario

RECREATION & ATHLETICS MASTER PLAN



- 8 youth-sized rectangle fields
- 2 diamonds
- ~20 acres passive
- ~1.5 mile walking path

Altadena Program Scenario

RECREATION & ATHLETICS MASTER PLAN

Fall Supply/Demand

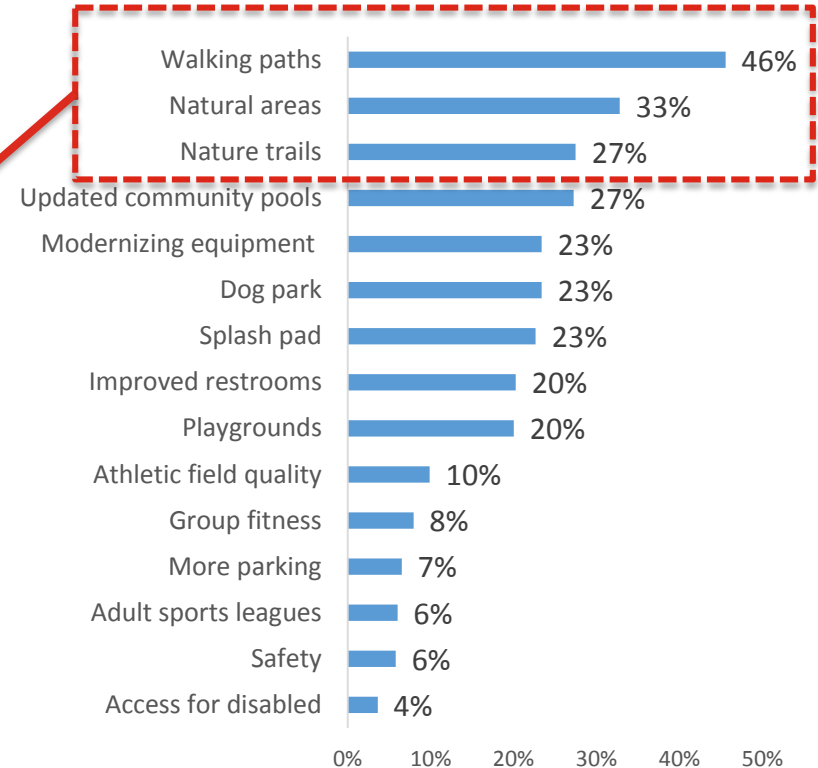
Facility	Surface	Diamond Hours	Rectangle Hours
Central Elementary	Natural	0	78
Old Columbiana	Natural	0	320
Cahaba Heights	Natural	161	814
Liberty Park (soccer)	Natural	0	1,125
Liberty Park (#1-4)	Natural	161	814
Liberty Park (#5-9)	Natural	161	1,264
SHAC	Synthetic	0	1,500
Wald Park	Natural	161	1,039
Altadena Site	Natural	540	1,620
Total Supply		1,184	8,575
Total Demand		644	8,101
Surplus/Deficit		540	474

Spring Supply/Demand

Facility	Surface	Diamond Hours	Rectangle Hours
Central Elementary	Natural	0	78
Old Columbiana	Natural	0	320
Cahaba Heights	Natural	1,200	0
Liberty Park (soccer)	Natural	0	1,125
Liberty Park (#1-4)	Natural	1,200	0
Liberty Park (#5-9)	Natural	900	225
SHAC	Synthetic	0	1,500
Wald Park	Natural	1,500	0
Altadena Site	Natural	540	1,620
Total		5,340	4,868
Total Current Demand		4,889	4,443
Surplus/Deficit		451	425

Altadena Program Scenario

RECREATION & ATHLETICS MASTER PLAN



Site characteristics are favorable for addressing top recreational improvements from general public

Altadena Potential Impact


RECREATION & ATHLETICS MASTER PLAN

On Capacity

0	1	2	3	4	5	6	7	8	9	10
		X	----->			X				
								0		

On Quality

0	1	2	3	4	5	6	7	8	9	10
			X	----->		X				
									0	

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Additional Considerations

Additional Scenarios

RECREATION & ATHLETICS MASTER PLAN

Scenario 1:

Central (with synthetic fields)

Scenario 2:

Old Columbiana (with lit fields)

Facility	Surface	Diamond Hours	Rectangle Hours	Facility	Surface	Diamond Hours	Rectangle Hours
Central Elementary	Synthetic	0	750	Central Elementary	Synthetic	0	0
Old Columbiana	Natural	0	0	Old Columbiana	Natural	0	450
Cahaba Heights	Natural	161	814	Cahaba Heights	Natural	161	814
Liberty Park (soccer)	Natural	0	1,125	Liberty Park (soccer)	Natural	0	1,125
Liberty Park (#1-4)	Natural	161	814	Liberty Park (#1-4)	Natural	161	814
Liberty Park (#5-9)	Natural	161	1,264	Liberty Park (#5-9)	Natural	161	1,264
SHAC	Synthetic	0	1,500	SHAC	Synthetic	0	1,500
Wald Park	Natural	161	1,039	Wald Park	Natural	161	1,039
Altadena Site	Natural	540	1,620	Altadena Site	Natural	540	1,620
Total Supply		1,184	8,927	Total Supply		1,184	8,626
Total Demand		644	8,101	Total Demand		644	8,101
Surplus/Deficit		540	826	Surplus/Deficit		540	525

Specialized Athletics Venues

RECREATION & ATHLETICS MASTER PLAN

Wald Park as Diamond-Only Facility



*Liberty Park as
Elite Competition Venue*



STRATEGIC RECOMMENDATIONS

RECREATION & ATHLETICS MASTER PLAN

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Discussion