



City of Alexandria Aquatic Facilities Master Plan

Presented By:

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and
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Agenda

- Introduction
- Demographics
- Existing Pools
- Aquatic Users and Trends
- Example Facilities
- Input on Aquatic Needs

Aquatic Master Plan Team

- Kimley-Horn – nationally known engineers, aquatics designers, and park planners
- Counsilman-Hunsaker – the leading aquatic planning and design firm in the United States

Nationwide Aquatics Experience!

Aquatic Master Plan Tasks

- Task 1 – Preliminary Needs Analysis
(Data Collection)
- Task 2 – Preliminary Financial Impact Analysis
- Task 3 – Complete Needs Analysis
(Goals/Objectives/Public Meetings)
- Task 4 – Conceptual Plan
- Task 5- Financial Impact Analysis
- Task 6– Final Report and Presentations

Aquatic Master Planning Process

- **Market Analysis - Needs Assessment**
 - Evaluate Existing Facilities
 - Common Vocabulary, Vision
 - Evaluate Existing Area Providers
 - Identify Potential User Groups
- **Program Requirements**
 - Develop Options for Programming
 - Develop Project Costs Analysis
- **Operation Plan**
 - Opinion of Revenue
 - Opinion of Expenses
 - Opinion of Operations Pro-forma
- **Implementation Plan**
 - Number of Facilities
 - Location of Facilities
 - Phasing of Facilities

City of Alexandria

- 2000 Census Population: 128,300
- Estimated 2010 Population: 148,100
 - 23% increase projected for public schools over next 5 years
- Median Age: 39.1
 - Highest age groups are 0-5 and 34-44
- Per Capita Income: \$50,606
 - 82% over national average
- Median Household Income: \$79,874
 - 55% over national average

Population

MARKET AREA POPULATION BY DISTANCE

Radius	Population						Average Annual Change			
	2000		2010		2015		2000-2010		2010-2015	
	Number (000's)	Percent of Total	Number (000's)	Percent of Total	Number (000's)	Percent of Total	Number (000's)	Percent Percent	Number (000's)	Percent Percent
0 to 1.5 Miles	48.5	3.2%	53.8	3.4%	58.4	3.5%	0.5	1.0%	0.9	1.7%
1.5 to 2.5 Miles	104.1	6.8%	117.1	7.3%	125.5	7.5%	1.3	1.2%	1.7	1.4%
2.5 to 5 Miles	298.5	19.5%	325.6	20.3%	354.0	21.2%	2.7	0.9%	5.7	1.7%
Subtotal	451.1	29.5%	496.5	31.0%	537.9	32.3%	4.5	1.0%	8.3	1.6%
5 to 7.5 Miles	549.5	35.9%	573.3	35.7%	593.7	35.6%	2.4	0.4%	4.1	0.7%
7.5 to 10 Miles	527.9	34.5%	533.9	33.3%	535.6	32.1%	0.6	0.1%	0.3	0.1%
Subtotal	1,077.3	70.5%	1,107.2	69.0%	1,129.3	67.7%	3.0	0.3%	4.4	0.4%
Total (0-10 Miles)	1,528.4	100.0%	1,603.7	100.0%	1,667.3	100.0%	7.5	0.5%	12.7	0.8%
Alexandria, VA	128.3		148.1		162.2		2.0	1.4%	2.8	1.8%

Source: Demographics Now

Age

MARKET AREA AGE DISTRIBUTION

Age Groups	0-1.5 Miles		1.5-2.5 Miles		2.5-5 Miles		5-7.5 Miles		7.5-10 Miles		Alexandria, VA		Total U.S.
	#	%	#	%	#	%	#	%	#	%	#	%	
Under 5	3,841	7.1%	8,341	7.1%	21,717	6.7%	34,129	6.0%	33,216	6.1%	11,421	7.7%	6.8%
5 to 9	3,705	6.9%	7,952	6.8%	19,782	6.1%	32,299	5.6%	31,781	5.8%	10,455	7.1%	6.6%
10 to 14	2,699	5.0%	5,796	5.0%	16,322	5.0%	29,481	5.1%	31,115	5.7%	7,208	4.9%	6.7%
15 to 19	1,793	3.3%	4,882	4.2%	16,187	5.0%	33,228	5.8%	33,459	6.1%	5,203	3.5%	7.0%
Subtotal	12,038	22.4%	26,971	23.0%	74,008	22.7%	129,137	22.5%	129,571	23.6%	34,287	23.1%	27.1%
20 to 24	1,872	3.5%	5,889	5.0%	20,861	6.4%	44,760	7.8%	33,247	6.1%	5,991	4.0%	7.0%
25 to 34	7,677	14.3%	16,962	14.5%	49,326	15.1%	95,015	16.6%	69,133	12.6%	21,168	14.3%	13.3%
35 to 44	11,174	20.8%	22,901	19.6%	57,878	17.8%	85,054	14.8%	74,356	13.6%	30,185	20.4%	14.0%
45 to 54	8,712	16.2%	17,525	15.0%	48,055	14.8%	81,922	14.3%	80,998	14.8%	22,674	15.3%	14.5%
55 to 64	6,106	11.3%	13,330	11.4%	39,679	12.2%	69,956	12.2%	70,609	12.9%	16,362	11.0%	11.2%
65 to 74	3,419	6.4%	7,609	6.5%	21,755	6.7%	40,332	7.0%	43,650	8.0%	9,551	6.4%	6.7%
75 to 84	1,842	3.4%	3,765	3.2%	9,633	3.0%	19,059	3.3%	36,678	6.7%	5,012	3.4%	4.3%
85 and over	971	1.8%	2,129	1.8%	4,441	1.4%	8,098	1.4%	10,033	1.8%	2,892	2.0%	1.9%
TOTAL:	53,811	100.0%	117,081	100.0%	325,636	100.0%	573,333	100.0%	548,275	100.0%	148,122	100.0%	100%
Median Age	39.7		39.1		38.5		37.8		38.4		39.1		36.7

Source: DemographicsNow



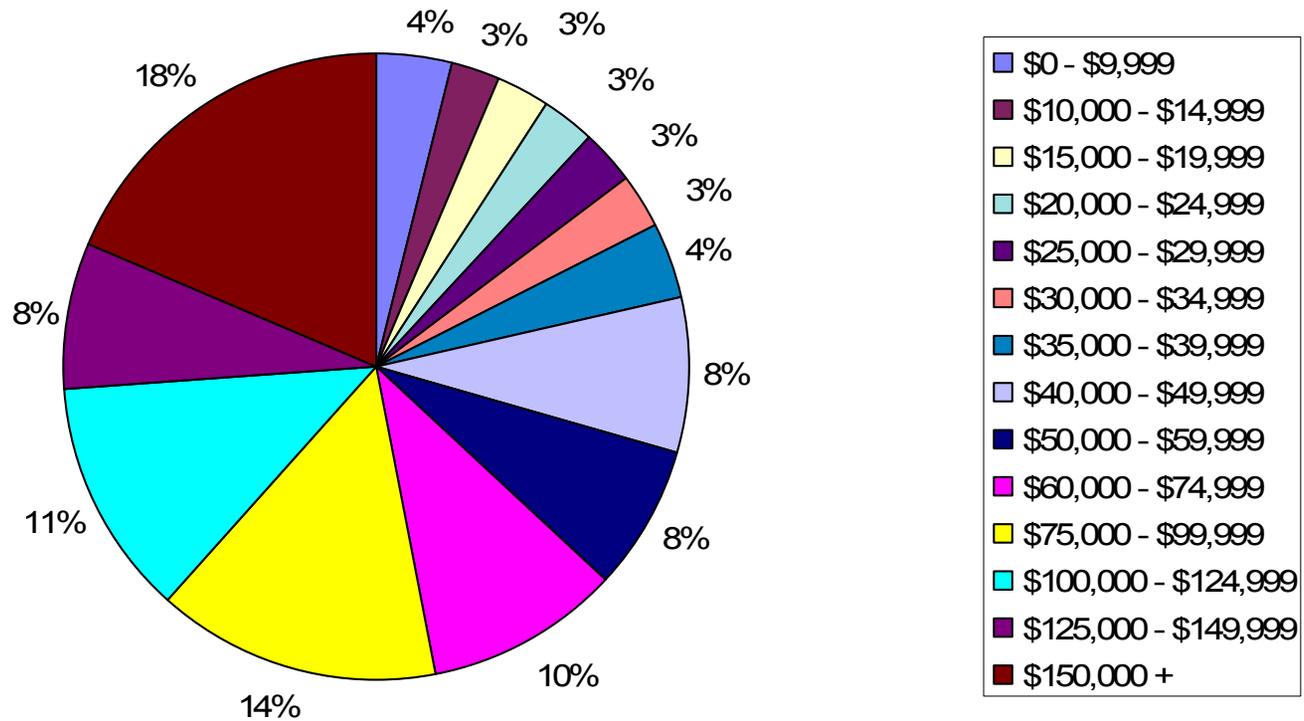
Income

MARKET AREA INCOME				
Radius	Per Capita Incomes		Median Household Incomes	
	Dollars	Index	Dollars	Index
0 to 1.5 Miles	\$55,675	2.10	\$91,687	1.74
1.5 to 2.5 Miles	\$48,228	1.82	\$79,261	1.51
2.5 to 5 Miles	\$46,444	1.75	\$75,716	1.44
5 to 7.5 Miles	\$45,867	1.73	\$71,258	1.35
7.5 to 10 Miles	\$45,206	1.71	\$71,313	1.36
Alexandria, VA	\$50,606	1.91	\$79,874	1.52
Total U.S.	\$26,464	1.00	\$52,599	1.00

Source: Demographics Now

Income

Household Income



Weather

CLIMATOLOGICAL DATA				
Alexandria, VA				
Month	Temperatures			Precipitation Inches
	Average	High	Low	
January	35	42	29	2.7
February	38	46	29	2.7
March	47	57	38	3.2
April	57	67	46	2.7
May	66	76	57	3.7
June	76	85	67	3.4
July	80	89	71	3.8
August	79	87	70	3.9
September	71	80	63	3.3
October	60	69	50	3.0
November	50	58	41	3.1
December	39	47	32	3.1

Source: Weatherbase

Existing Facilities

- **Indoor**

Chinquapin (25M/8Lane/Dive Well) 1985

- **Outdoor (Community)**

Charles Houston (Therapeutic/Instruction) Updated 2009

Old Town (25 Yd “L”/Dive Well/6 Lane/Training Pool) 1975?

Warwick (Irregular “L”/Dive Well/Wading Pool) - Leased

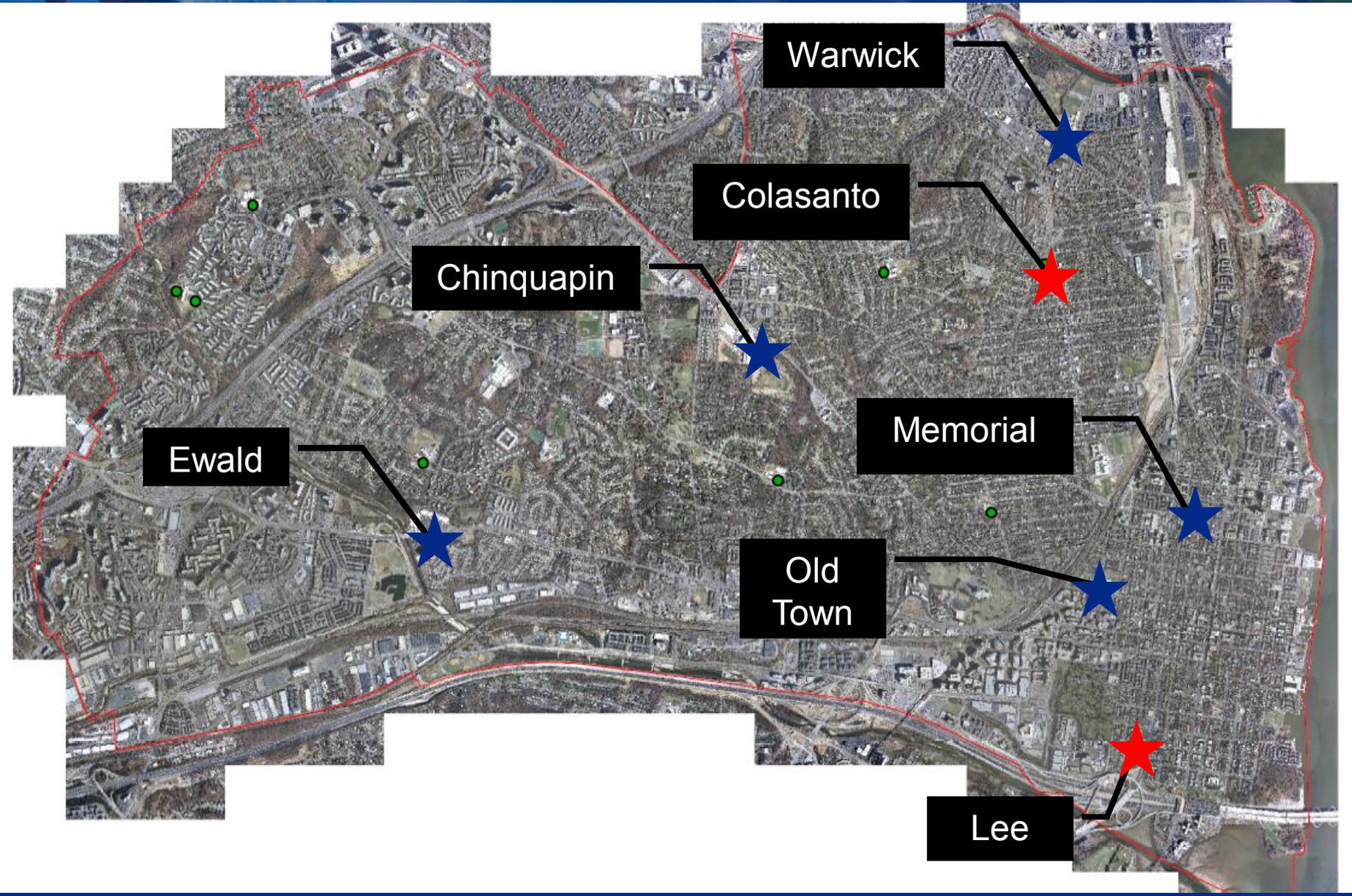
- **Outdoor (Neighborhood)**

Nannie J. Lee (1800 SF /Underutilized/Closed)

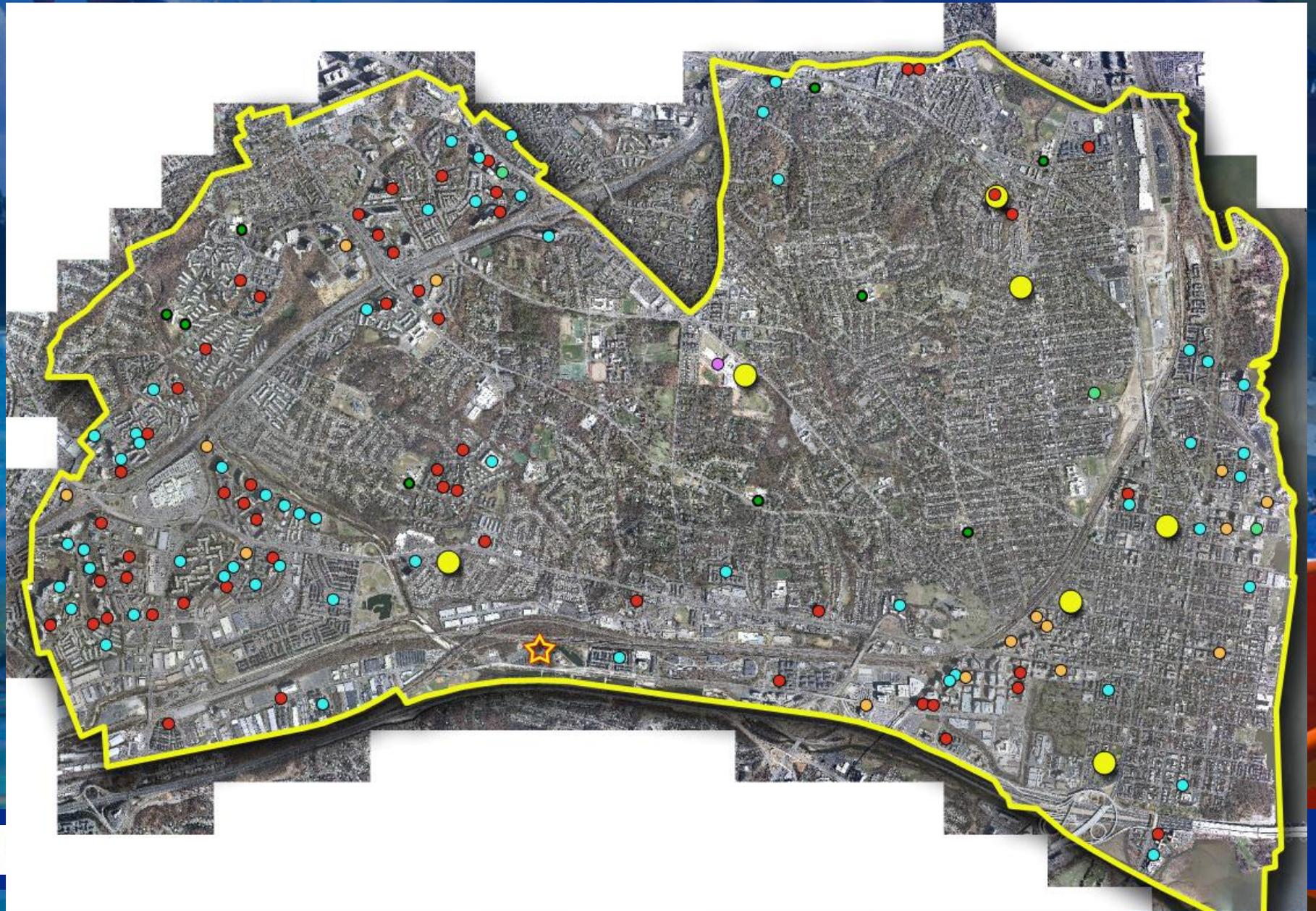
Nicholas Colosanto (1800 SF /Underutilized/Closed)

John Ewald (1800 SF/Open)

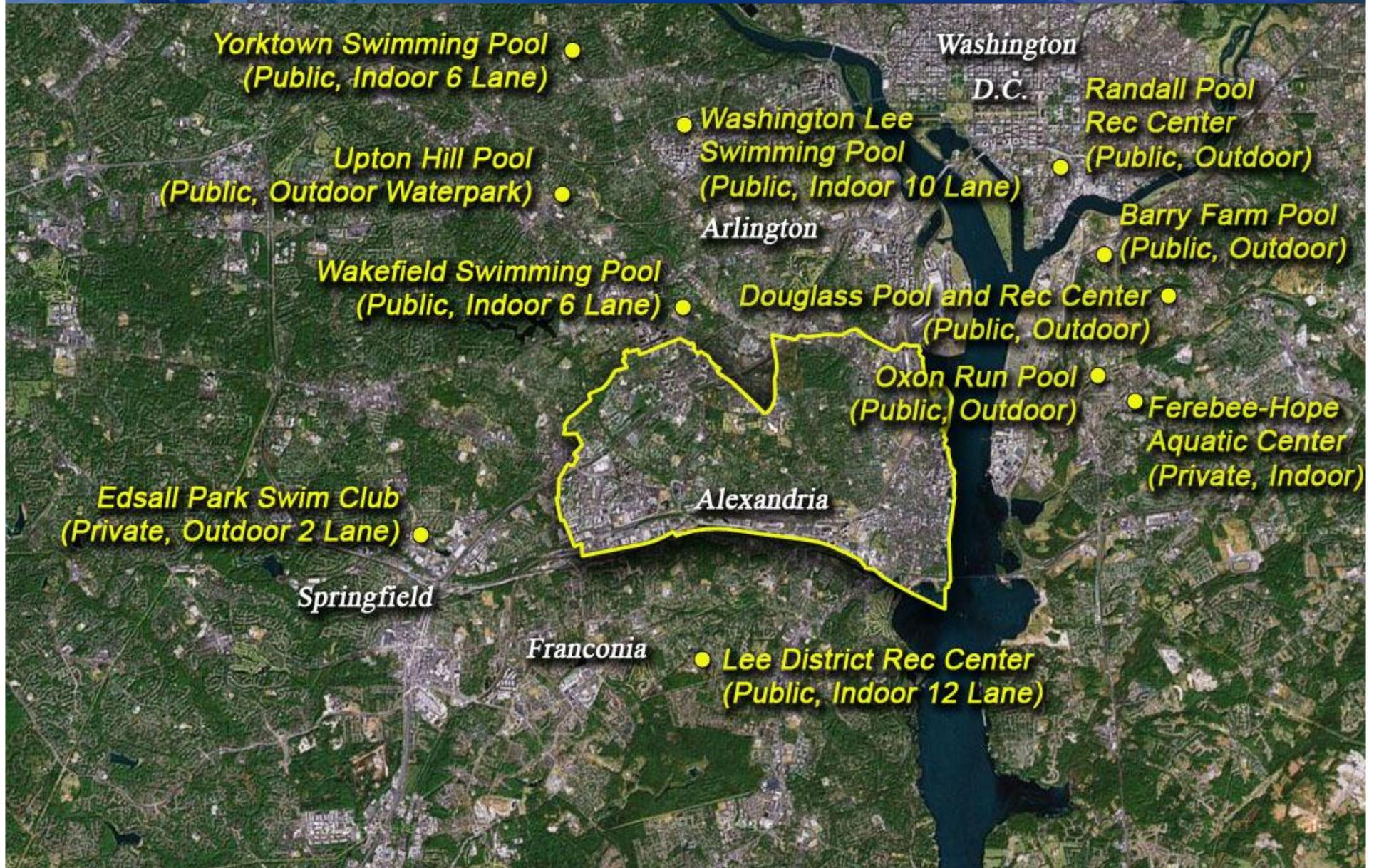
Existing Pools



Alexandria Pools



Other Area Pools



Pools By Population

Shreveport, LA	199,370	9	22,152
Spokane, WA	197,520	5	39,504
Irving, TX	193,571	7	27,653
Salt Lake City, UT	178,238	2	89,119
Amarillo, TX	185,700	3	61,900
Salem, OR	150,361	2	75,181
Grand Prairie, TX	150,000	4	37,500
Alexandria, VA	148,100	7	21,157
Eugene, OR	145,981	3	48,660
Hampton, VA	145,646	7	20,807
Torrance, CA	145,516	1	145,516
Evansville, IN	121,582	9	13,509
McKinney, TX	115,600	3	38,533
Independence, MO	109,159	1	109,159
Richardson, TX	100,500	5	20,100
AVERAGE	152,456	5	33,630

Source: Counsilman-Hunsaker

Note: Alexandria currently operates 5 public pools

Trend Setting Markets

- Where To Look
 - Private Sector
 - Resort
 - Waterpark
 - University/Student Rec



Program Planning

Critical to Your Project Success



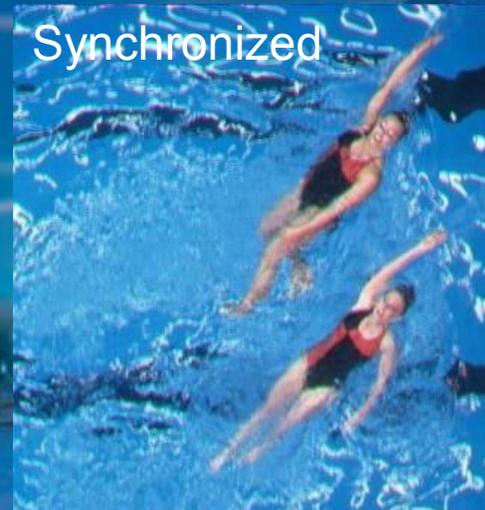
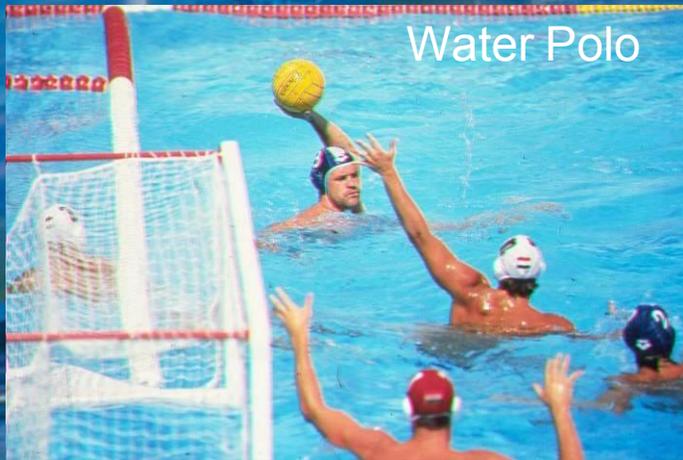
- Every year there are more than 360 million visits to recreation water venues.
- Swimming is the second most popular recreational activity in North America
 - The most popular for children

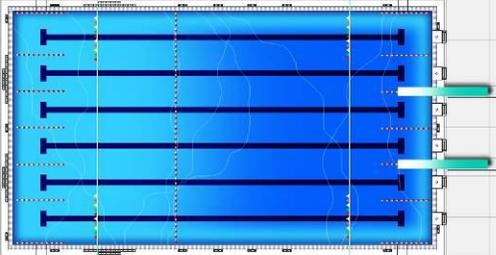
Identifying Your Key Aquatic Users

- Competition
- Recreation
- Instructional
- Wellness and Therapy



Four Sports

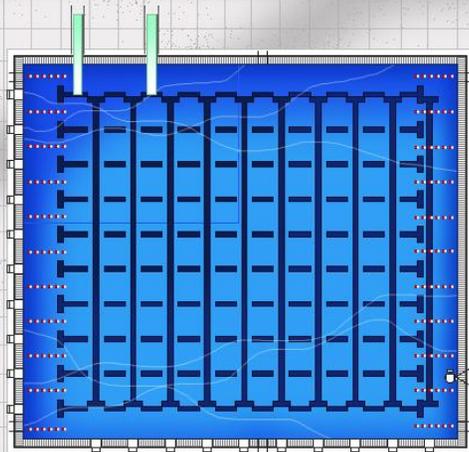




25 - YARD

6 25-YARD LANES

3,375 Sq. Ft.

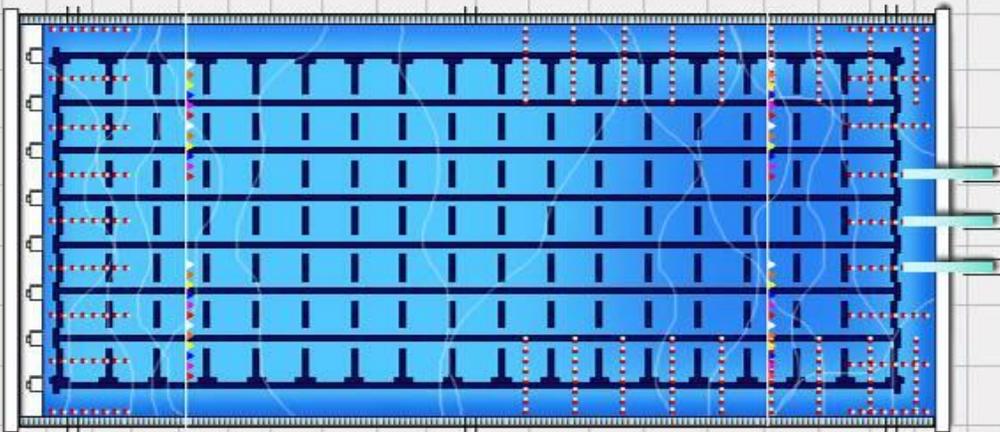


25-YARD BY 25-METER

11 25-YARD LANES

10 25-METER LANES

6,150 Sq. Ft.



50-METER BY 25-YARD

8 OR 10 (50-METER LANES)

17-22 (CROSS COURSE

25-YARD LANES)

12,600 Sq. Ft.

Competition Pools





Recreation

Changes in Expectation Since 1960's

- Entertainment value
- Extreme
- Creature comforts
- Activity specific design solutions
- Increased customer service



Family Waterslides



Tot Slides



Thrill Slides

PRO-BOWL SLIDE



DROP SLIDE

MAT RACER



Flow Rider



Zero Depth Entry



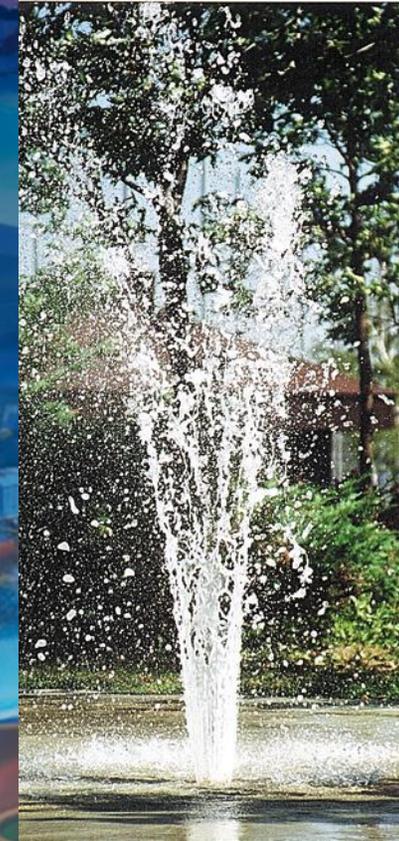
Participatory Play Features



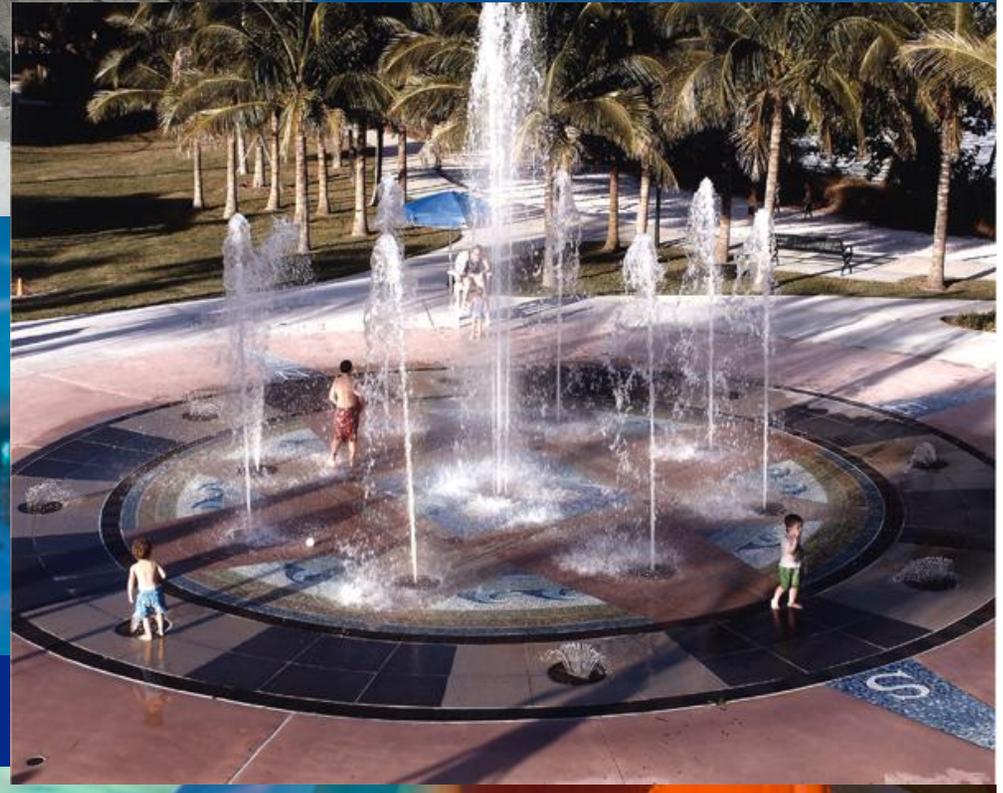
Moving Water



Vertical Water



Water Spraygrounds and Fountains



Floatable Structures



Floatables



Lilly Pad Walk



Climbing Walls



Lap Lanes



Shade, Deck and Grassy Areas



Instruction and Lesson Programs

- Learn to swim
- Water safety instruction, Lifeguard instruction
- Life safety skills
- Survival swimming
- Scuba
- Other aquatic skills



Therapy and Wellness Aquatic Use



- Programmed Activities
 - Instructional, Fitness, Wellness, Therapeutic
- Aquatic Exercise increased from
 - 5.8 million in 2004
 - 7.2 million in 2007**
- Trends 1998-2007*
 - Aerobic dance decreased by 17.3%
 - Cycling decreased by 23.2%

Source: The Aquatic Therapist*
Aquatic Exercise Association**

Lion's Spraypark



- 14,300 sq. ft. aquatic playground featuring many interactive water features.
- Date Completed: 2007

Measurable Results!

Within the first 31 days of operation there were nearly 5,000 users, an average of 160 per day. The adjoining pool saw a 15% increase in users as a result of the spray park.

Meade Park Family Aquatic Center



- 6,000 Sq. Ft. Leisure Pool
- Zero Depth Entry
- Play Feature
- Current Channel
- Fitness Lap Lanes
- Family Water Slide
- Crossing Activity
- Completed Summer 2009

Inez Carter Park Family Aquatic Center



- 2,800 SF Bathhouse
- 1,800 SF Filtration
- 7,460 SF Leisure Pool
- 3,380 SF Lap Pool
- Two Water Slides
- 200 LF Lazy River
- Teen Bowl Slide
- Water Play Features
- Opened May 2011

Pirate's Cove Aquatic Center



6,600 sq. ft. Leisure Pool

- 35 ft. tower where three waterslides emerge
- Zero-depth entry
- Lazy river
- 1,135 sq. ft. vortex

820 sq. ft. Sprayground

3,739 sq. ft. Competition Pool

- 1-meter springboard diving
- Six lap lanes

Claude Moore Recreation Center



12,800 sq. ft. 50-meter
Competition Pool

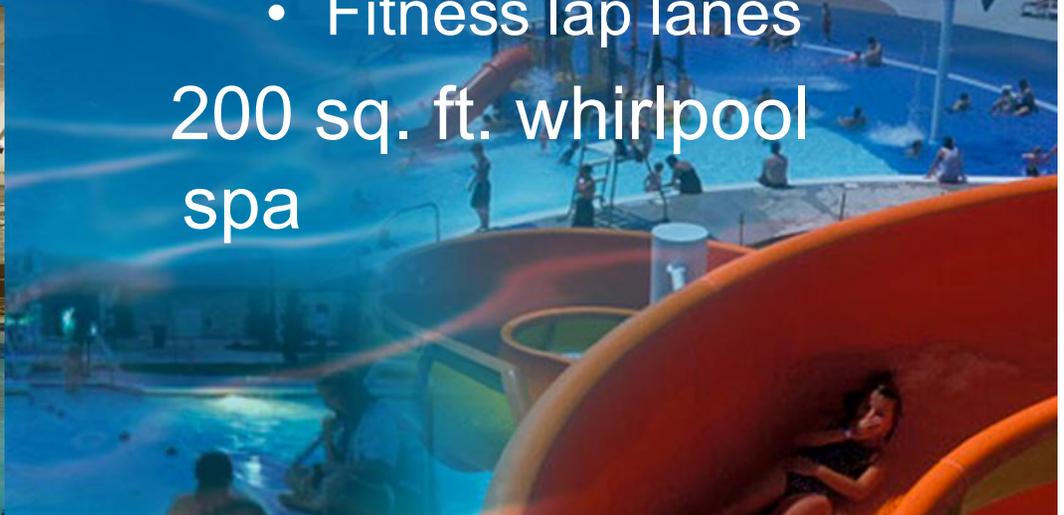
- Movable bulkhead

5,200 sq. ft. Leisure Pool

- Children's play area
- Fitness lap lanes



200 sq. ft. whirlpool
spa



Green Ridge Recreation Center



- 6,200 sq. ft. Indoor Leisure Pool
 - Vortex
 - Current channel
 - Waterslide
- 250 sq. ft. whirlpool spa



- 8,000 sq. ft. Outdoor Leisure Pool
 - Current channel
 - Children's play feature
 - Waterslide
 - Bowl Slide

Next Steps

- Task 1 – Preliminary Needs Analysis (Data Collection)
- Task 2 – Preliminary Financial Impact Analysis
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