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APPENDIX A – 2011 MASTER SURVEY REPORT

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Town of Cary Parks, Recreation and Cultural Resources Master Plan Survey 2011

October 2011

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INTRODUCTION / METHODOLOGY

The purpose of this study was to gather public feedback on Cary parks, recreation, open space and trails programs, services and other community investments. This feedback and subsequent analysis was designed to assist the Town of Cary Parks, Recreation and Cultural Resources Department in the creation of a Parks, Recreation and Cultural Resources Master Plan.

The survey was conducted using three methods: 1) a mail-back survey, 2) an online invitation only survey, and 3) an open link online survey for members of the public who did not receive a randomly selected survey in the mail. Unless stated otherwise, the analysis herein focuses primarily on surveys received via the first two methods. A total of 5,100 surveys were mailed to a random sample of Cary, North Carolina residents in August 2011, with 5,010 being delivered after subtracting undeliverable mail. The final sample size for this statistically valid survey was 661, resulting in a response rate of 13.2 percent and having a margin of error of approximately +/- 3.8 percentage points calculated for questions at 50% response¹. Results from the open link survey generated an additional 808 responses.

To increase participation, follow-up letters were sent to all survey respondents approximately one week after the initial mailing reminding them to complete the survey they received and directing them to the password-protected online survey (letter included their unique household password).

The primary list source used for the mailing was a third party list purchased from Melissa Data Corp., a leading provider of data quality solutions with emphasis on U.S., Canadian, and international address and phone verification and postal software. Use of the Melissa Data list also includes renters in the sample who are frequently missed in other list sources such as utility billing lists.

The underlying tabular data for the random sample responses were weighted by age and ethnicity to ensure appropriate representation of Cary residents across different demographic cohorts in the overall sample. Based on current 2010 ESRI data for the Town of Cary, the age and ethnicity profile of residents is distributed as follows Under 35 (28.9 percent), Age 35 - 44 (24.3 percent), Age 45 - 54 (23.4 percent), Age 55 - 64 (13.7 percent), Age 65 - 74 (5.9 percent), 75 and older (3.8 percent); Ethnicity: White (71.6 percent), Asian (9.9 percent), African American (6.5 percent), Hispanic (7.1 percent), Native American (0.4 percent), Other (4.6 percent). These proportions were the basis for weighting of the survey data so that the resulting analysis reflects the conclusions and opinions of the underlying population.

¹ For the total sample size of 661, margin of error is +/- 3.8 percent calculated for questions at 50% response (if the response for a particular question is "50%"—the standard way to generalize margin of error is to state the larger margin, which occurs for responses at 50%). Note that the margin of error is different for every single question response on the survey depending on the resultant sample sizes, proportion of responses, and number of answer categories for each question. Comparison of differences in the data between various segments, therefore, should take into consideration these factors. As a general comment, it is sometimes more appropriate to focus attention on the general trends and patterns in the data rather than on the individual percentages.

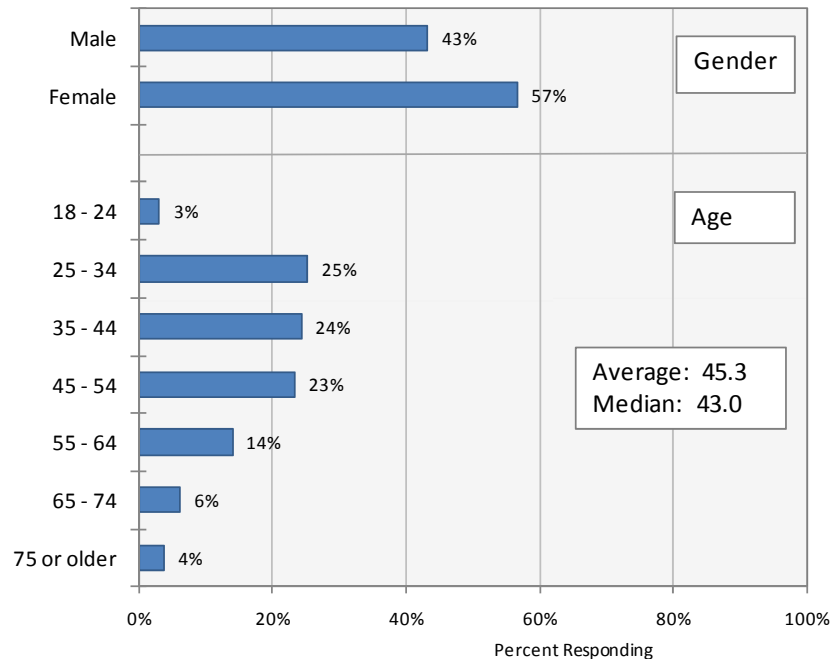
As responses to the open-link version of the questionnaire are “self-selected” and not a part of the randomly selected sample of residents, results from the open-link questionnaire are kept separate from the mail and invitation web versions of the survey for the overall analysis. The majority of the discussion that follows focuses primarily on results from the randomly selected sample of residents. However, the summary and analysis of responses at the subarea level, included in some analyses of the report, combines the open-link responses with the randomly selected responses in order to increase sample sizes and informational content at this level of analysis.

RESPONDENT PROFILE

Gender and Age

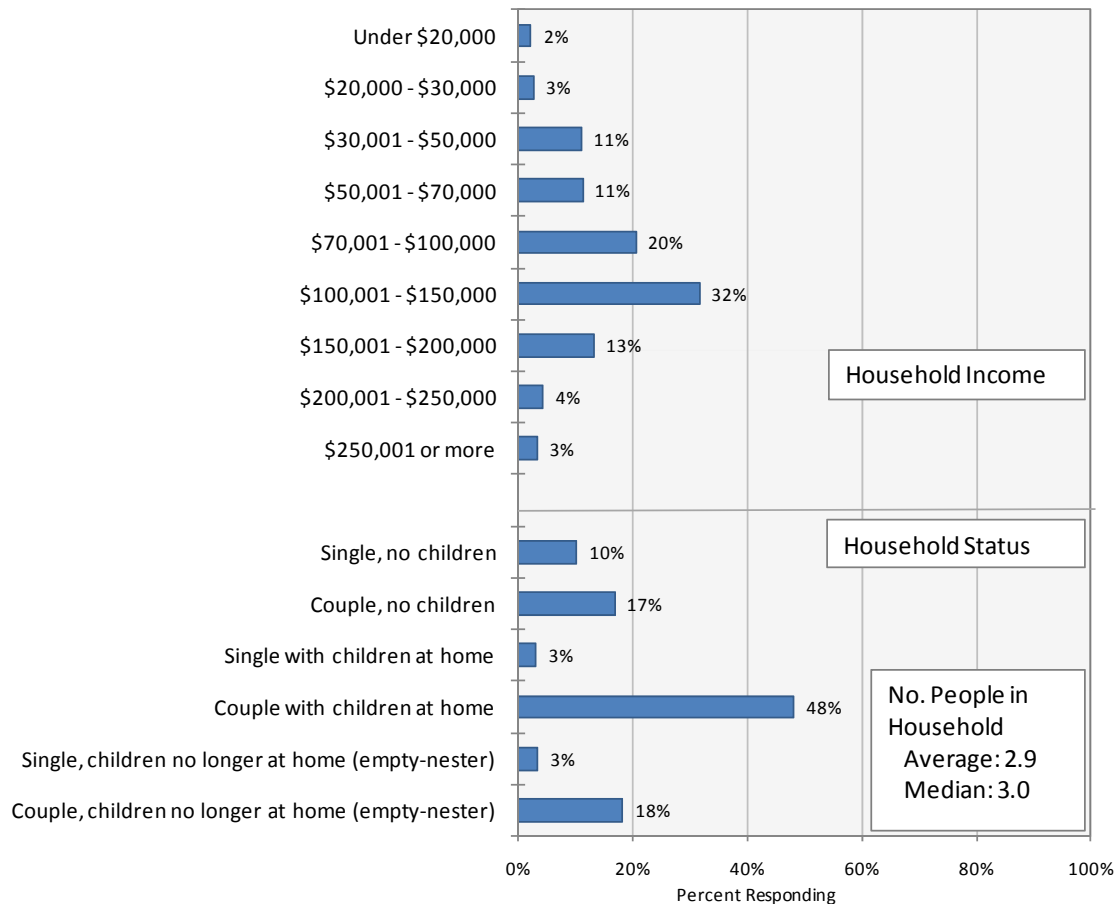
- Average age of residents is 45.3 years
- Median age of residents is 43.0 years

Figure 1 – GENDER AND AGE



Household Characteristics

- 52 percent of households earn annual incomes of \$100,000 or greater
- 20 percent are between \$70,000 and \$100,000
- 22 percent are between \$30,000 and \$70,000
- 5 percent earn less than \$30,000
- 48 percent of households are comprised of couples with children at home
- 3 percent are singles with children at home
- 27 percent are singles/couples with no children
- 21 percent are “empty nesters” (singles/couples, children no longer living at home)

Figure 2 - HOUSEHOLD CHARACTERISTICS

Length of Residence

- 41 percent of respondents have lived in the Town of Cary for 5 years or less
- 19 percent have lived in Cary for 6 to 10 years
- 29 percent have lived in Cary between 11 and 20 years
- 11 percent have lived in Cary more than 20 years
- The average length of residency overall was approximately 10.7 years and the median is 7 years

Location of Residence

- 40 percent of survey respondents reside in Central Cary (and all areas not otherwise listed)
- 27 percent reside in Western Cary (west of Highway 55)
- 20 percent reside in Downtown/Maynard Loop
- 12 percent reside in Southern Cary (south of Highway 64)

Type of Residence

- 86 percent own their own house; 12 percent rent (web survey only)
- 84 percent live in a single family detached home; 8 percent apartment; 7 percent condo (web survey only)

Figure 3 - LENGTH AND LOCATION OF RESIDENCE

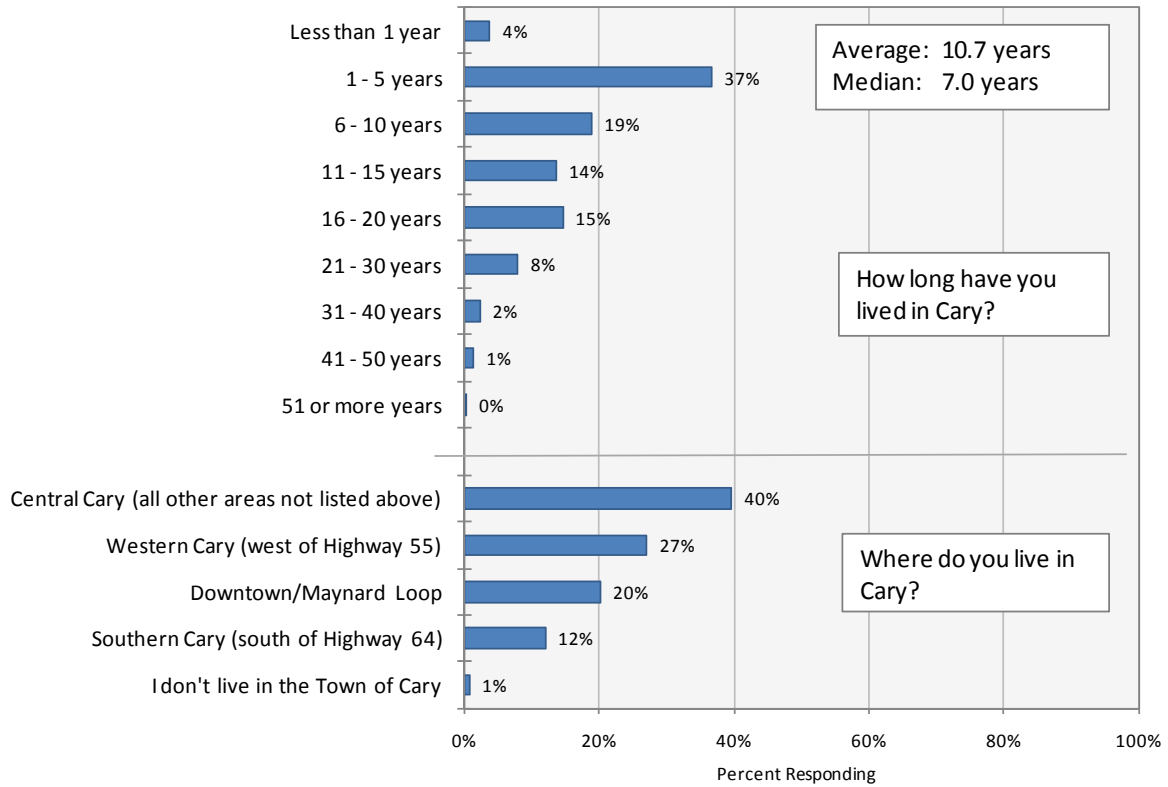
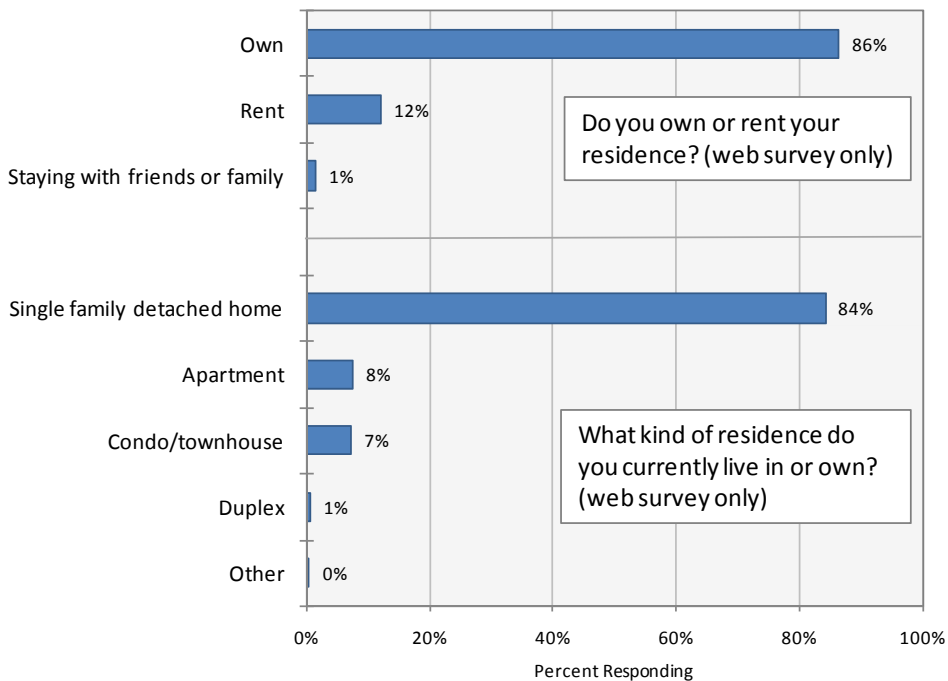


Figure 4 - TYPE OF RESIDENCE



Highlights from the Analysis of Results

Key findings from the study are summarized below. Additionally, several of the questions on the survey form allowed respondents to “write in” their response or comment. Major themes that emerge from the comments are summarized in the report, while a complete set of the comments is provided as an appendix section.

Current Programs and Facilities

Residents of Cary average use of the Town greenways and trails on a weekly basis (49 times per year), indicating that local greenways and trails are an integral part of life in the community. Town parks also see frequent use with community-wide usage averaging more than 20 times per year.

Usage levels

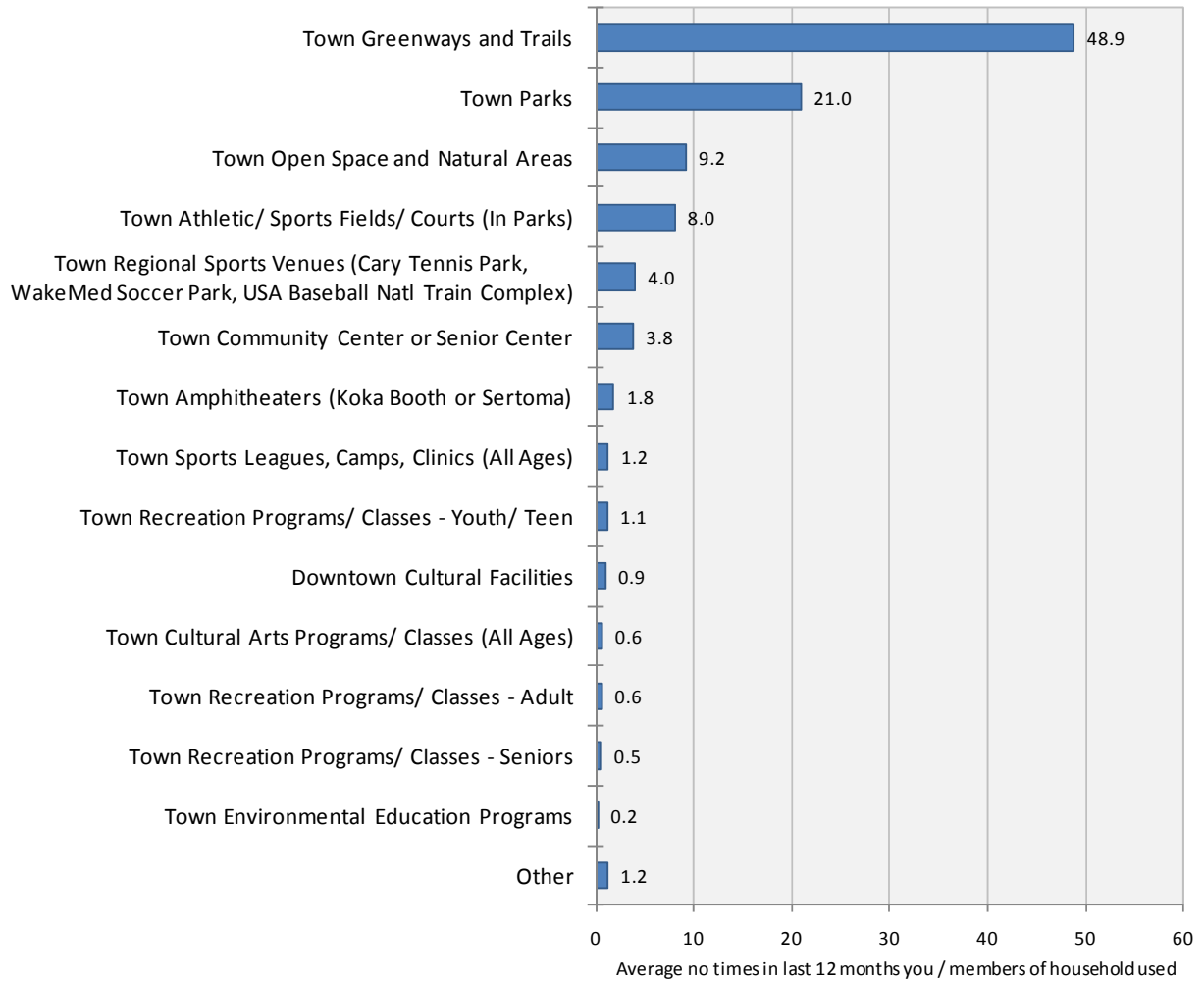
The following facilities, amenities and programs were used most frequently over the past year by respondents:

- Town Greenways and Trails (49 number of times used on average in the last 12 months)
- Town Parks (21 times)

Second Tier of Frequent Usage:

- Town Open Space and Natural Areas (9 times)
- Town Athletic/Sports Fields/Courts (in parks) (8 times)
- Town Regional sports venues (Cary Tennis Park, WakeMed Soccer Park, USA Baseball National Training Complex) (4 times)
- Town Community Centers or Senior Centers (4 times)
- Town Amphitheaters (Koka Booth or Sertoma) (2 times)

Figure 5 - PROGRAM AND FACILITY USE IN LAST 12 MONTHS



Importance of Current Programs and Facilities

Respondents were asked to indicate how important each of the current programs and facilities is to their household. Most programs and facilities are important to the community, however, the following are rated the highest overall:

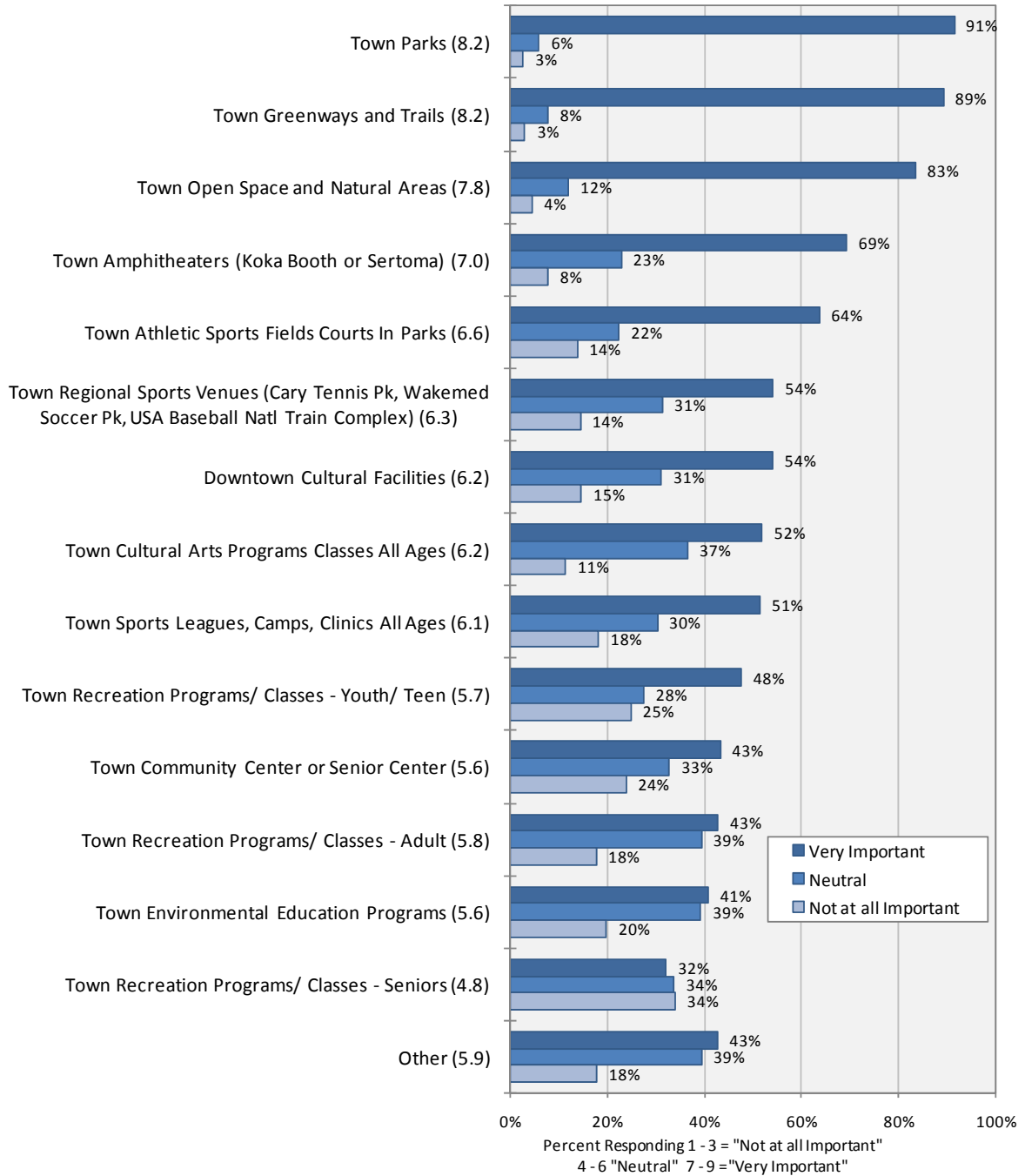
- Town Parks (91 percent of respondents rated a 7, 8, or 9 on a 9-point scale or “very important”)
- Town Greenways and Trails (89 percent)
- Town Open Space and Natural Areas (83 percent)
- Town Amphitheaters (Koka Booth or Sertoma) (69 percent)
- Town Athletic Sports/Sports Fields/Courts (in parks) (64 percent)

Second Tier of Importance

- Town Regional Sports Venues (Cary Tennis Park, WakeMed Soccer Park, USA Baseball National Training Complex) (54 percent)
- Downtown Cultural Arts Programs/Classes (all ages) (52 percent)
- Town Sports Leagues, Camps, Clinics (all ages) (51 percent)
- Town Recreation Programs/Classes – Youth/Teen (48 percent)

While some programs and facilities (which fill a need for a more targeted or narrower population) may be less important to the community as a whole, they are, nevertheless, very important to those certain segments of the population that have such a need, such as Recreational programs/classes - adults (43 percent rated this a 7, 8, or 9, and 18 percent rated this a 1, 2, or 3 on a 9-point scale).

Figure 6 - IMPORTANCE OF FACILITIES AMENITIES AND PROGRAMS TO HOUSEHOLDS



Degree to which Current Programs and Facilities are Meeting the Needs of the Community

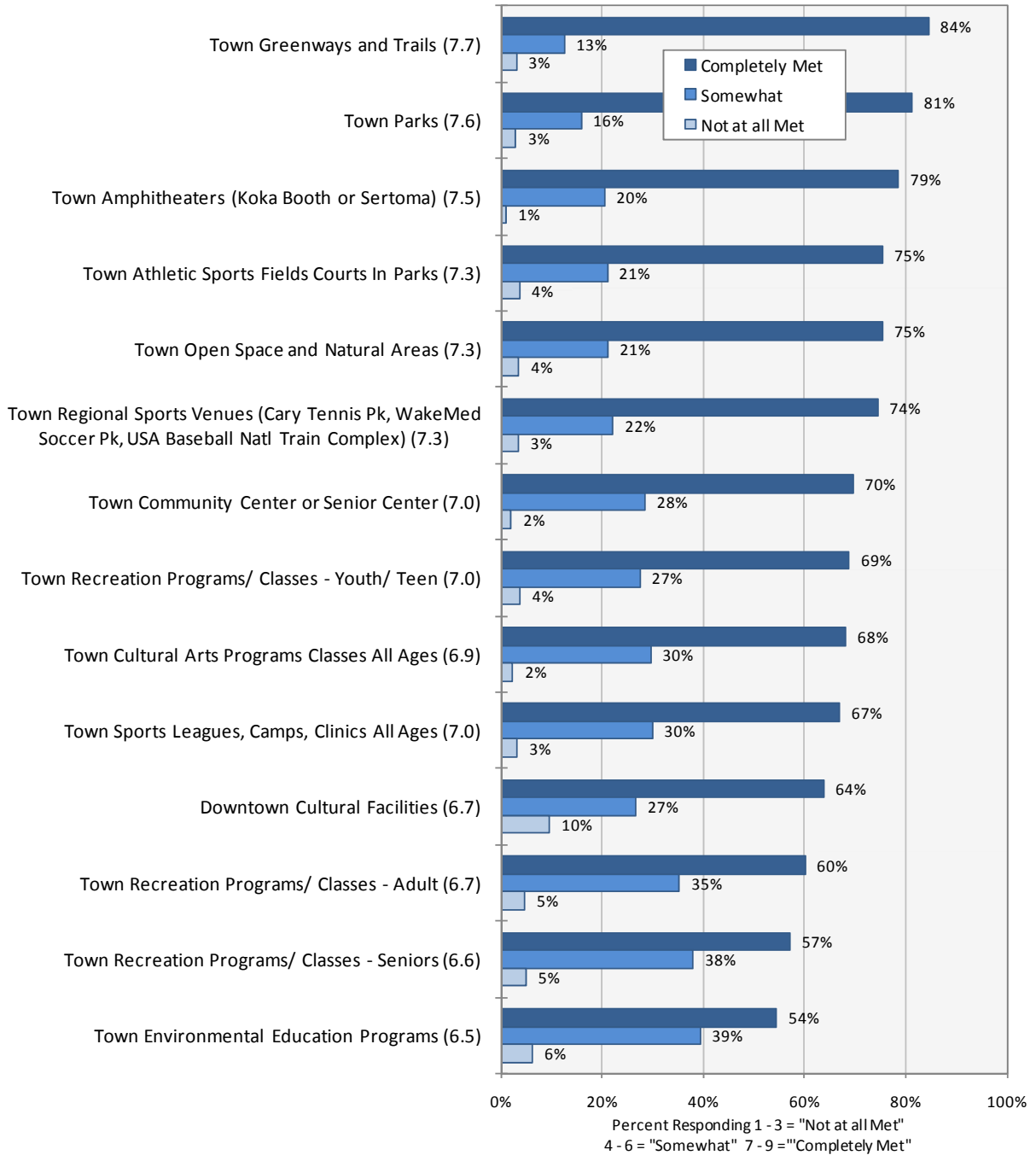
Respondents were then asked to rate the same list of facilities, amenities and programs currently provided by the Town by how well they are meeting the needs of the community. The same facilities and amenities that were most important also received the most positive ratings for the degree to which needs are being met. Programs and facilities with the highest degree of needs being met included:

- Town Greenways and Trails (84 percent of respondents indicated that their needs were met with ratings of 7, 8 or 9 on a 9-point scale)
- Town Parks (81 percent)
- Town Amphitheatres (79 percent)

The proportion of the community that indicated needs were not being met at all (1, 2, or 3 on a 9 point scale) was very small for all current programs and facilities. Relatively lower degree of meeting community needs:

- Town Recreation Programs/Classes – Adult (60 percent rating 7, 8, or 9)
- Town recreation Programs/Classes – Seniors (57 percent)
- Town Environmental Education Programs (54 percent)

Figure 7 - FACILITIES, AMENITIES AND PROGRAMS CURRENTLY MEETING NEEDS OF HOUSEHOLD

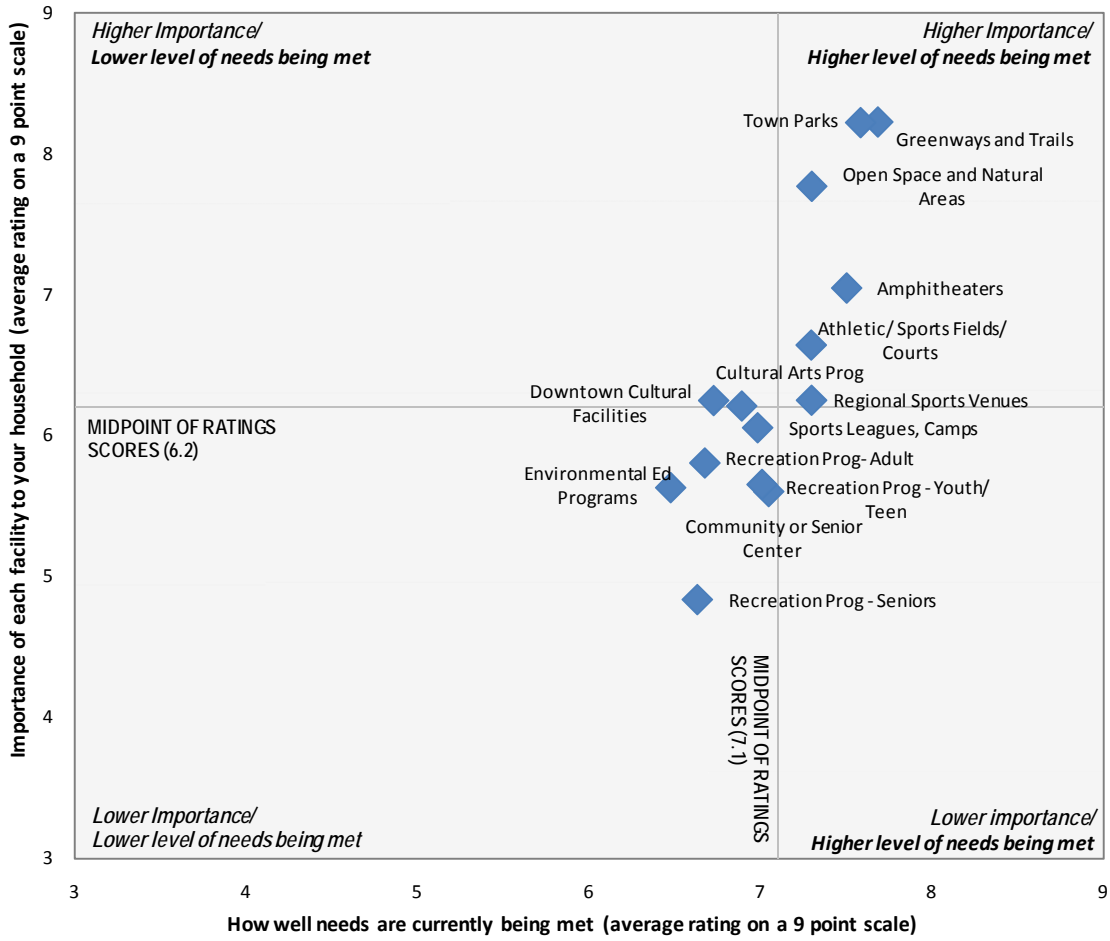


Current Programs and Facilities - Importance-Performance Matrix

It is instructive to compare and plot the importance scores against the performance scores in an “importance-performance” matrix. All of the programs and facilities listed in the survey fell into the “higher importance / needs being met” quadrant (when divided into quadrants using the 9-point-scale midpoint of “4.5”). Thus, as illustrated in Figure 8, it is more revealing to look at the matrix using the mid-point of both questions to divide the quadrants (importance scale midpoint was 6.2; needs-met midpoint was 7.1). This allows us to determine more detailed positioning of each location in comparison to each other.

- Many of the top facilities listed previously as meeting the needs of the community are also considered the most important (Town Parks, Town Greenways and Trails, Town Open Space and Natural Areas) and to a lesser extent Amphitheaters and Athletic/Sports Fields/Courts (in parks). The maintenance of these important assets is important.
- Facilities located to the left of the needs-met midpoint in Figure 8 and above or close to the importance midpoint, indicate facilities and programs that represent opportunities for improvements that are considered of relatively high importance and relatively lower degrees of needs being met (Downtown Cultural Facilities; Town Cultural Arts Programs/Classes – all ages; Town Sports Leagues, Camps, Clinics – all ages; Town Recreation Programs/Classes - Adult)
- Further below the importance midpoint and left of the needs-met midpoint, are programs not meeting needs well, however, they are important to fewer members of the community (Town Environmental Education Programs, and Town Recreation Programs/Classes – youth/teen, Town Community Centers or Senior Center, Town Recreational programs/classes - seniors)

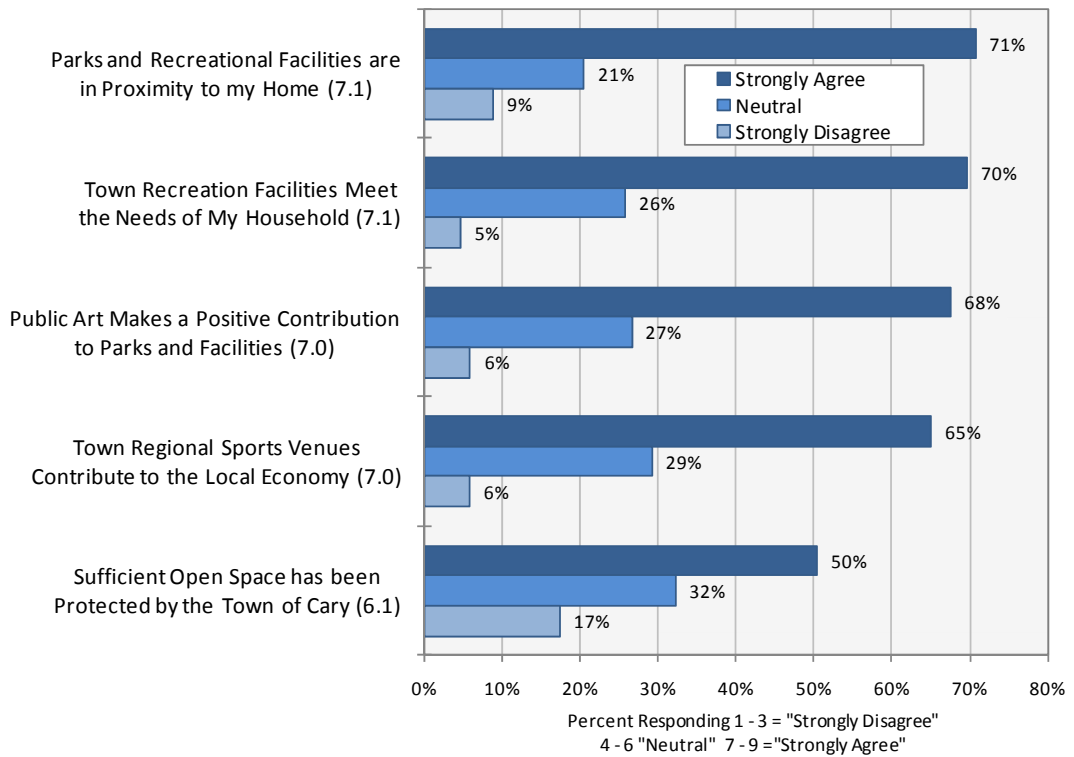
Figure 8 - PROGRAMS AND FACILITIES IMPORTANCE/PERFORMANCE MATRIX



Level of Agreement with Statements about Park and Recreation Facilities and Services

When respondents were asked the degree to which they agreed with statements about park and recreation facilities and services in the Town of Cary, the majority of respondents strongly agreed with four out of the five statements. The comparison between statements indicates the least agreement is evident with the following statement: “Sufficient Open Space has been protected by the Town of Cary.” The proportion of respondents that strongly disagreed (17 percent) was also higher when compared to the other statements indicating it is an area with potential for improvements.

Figure 9 - DEGREE OF AGREEMENT WITH STATEMENTS ABOUT PARK & RECREATION FACILITIES AND SERVICES



Reasons for not using Cary Parks, Facilities and Open Space, Trails and Programs

Respondents were asked why they do not use Cary parks, facilities, open space, trails or programs. Opportunities for improvement may exist in promoting programs and facilities and looking into fees. The top reasons included:

- Not aware of programs/facilities offered (43 percent)
- No time/other personal issues (41 percent)

Second Tier of reasons for not using Cary parks, facilities, open space, trails or programs:

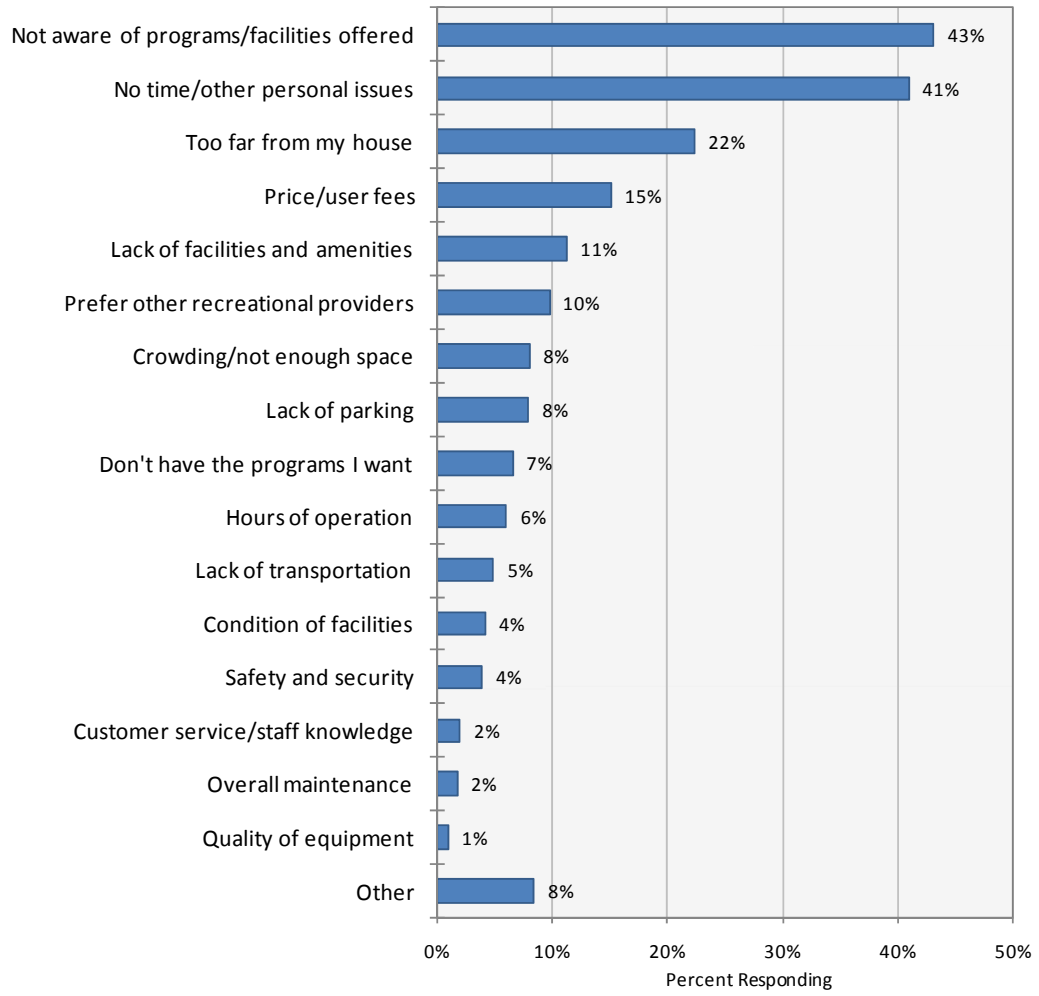
- Too far from my house (22 percent)
- Price/user fees (15 percent)
- Lack of facilities and amenities (11 percent)
- Prefer other recreation providers (10 percent)

Open-Ended Responses

There were a number of comments regarding why respondents do not use parks, facilities and open space, with a few themes mentioned more than once. A couple of examples follow:

- *Many sections of trails/greenway are not connected*
- *Adult fitness on weekends. No Saturday classes? At Bond Park? Why?*
- *Too much scheduled only on Friday, Saturday, and Sunday. Would like more during the week.*
- *Too many dogs*

Figure 10 - WHY NOT USING CARY PARKS, FACILITIES, OPEN SPACE, TRAILS AND PROGRAMS



Other Parks, Recreation Facilities, Open Space, Trails and Programs Used

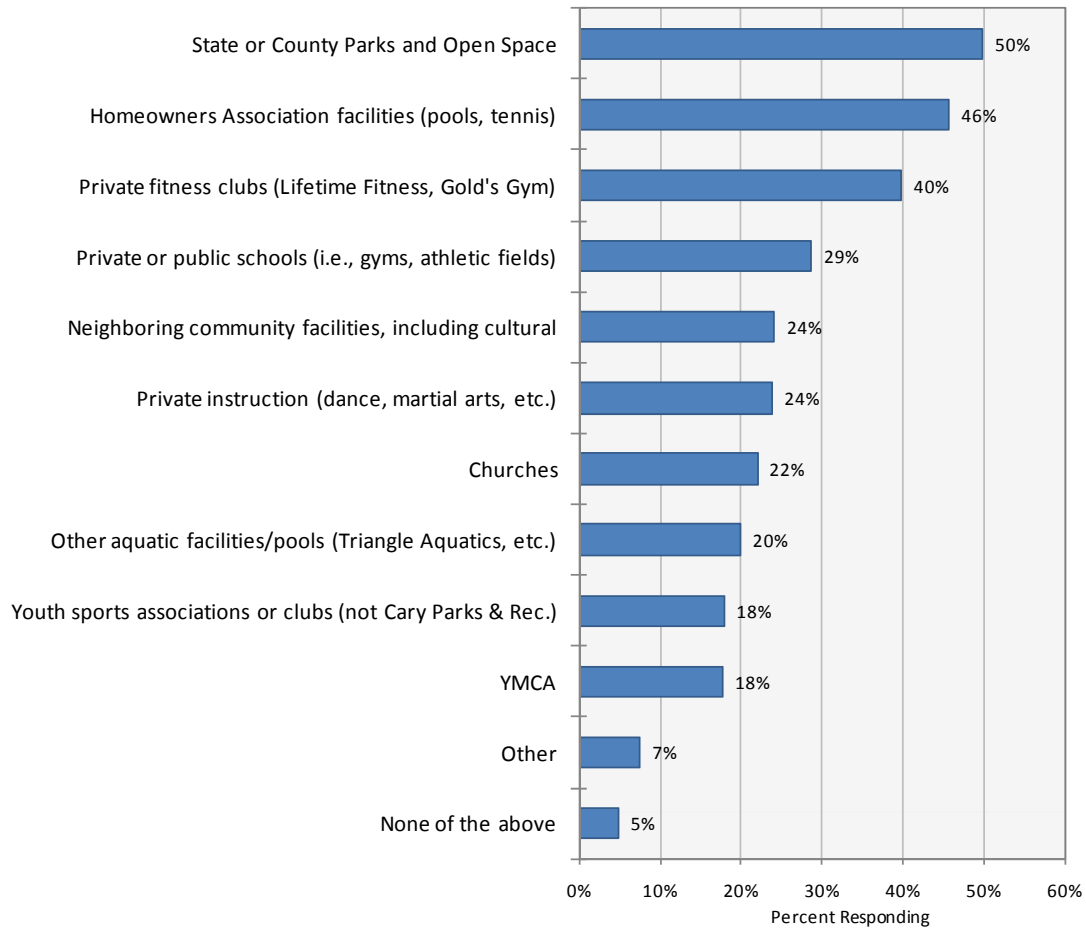
Respondents were asked to indicate what other parks, recreation facilities, open space, trails, and programs they use besides those provided by the Town of Cary. Half of Cary residents use State parks, facilities, and open space programs. The top other providers include:

- State or County Parks and Open Space (50 percent)
- Homeowners Association Facilities (Pools, Tennis) (46 percent)
- Private Fitness Clubs (Lifetime Fitness, Gold’s Gym) (40 percent)

Second Tier of parks, recreation, open space, trails and programs other than Town of Cary:

- Public Schools (i.e. gyms, athletic fields) (29 percent)
- Neighboring community facilities, including cultural (24 percent)
- Private instruction (dance, martial arts, etc.) (24 percent)
- Churches (22 percent)
- Other Aquatic (Triangle Aquatics Center, University aquatic facilities, City of Raleigh) (20 percent)

Figure 11 - OTHER PARKS, RECREATION, OPEN SPACE TRAILS AND PROGRAMS USE



Open-Ended Responses

Respondents could write in “other” parks, facilities, open space, trails and programs they use. The most frequently mentioned were Apex Community Park, Raleigh, and Morrisville.

Future Facilities, Amenities and Services

Before responding to questions in this section, survey respondents were given this background information: “The Town of Cary funds parks, recreation, cultural resources and trail operations & maintenance with user fees and tax dollars. As you read through the following statements, please keep in mind that while user fees, grants and donations offset some costs, additional funds would be required for the building, operations, and maintenance of new parks, recreation, and open space and trail facilities.”

Future INDOOR Facilities, Amenities, and Services to Include

General importance

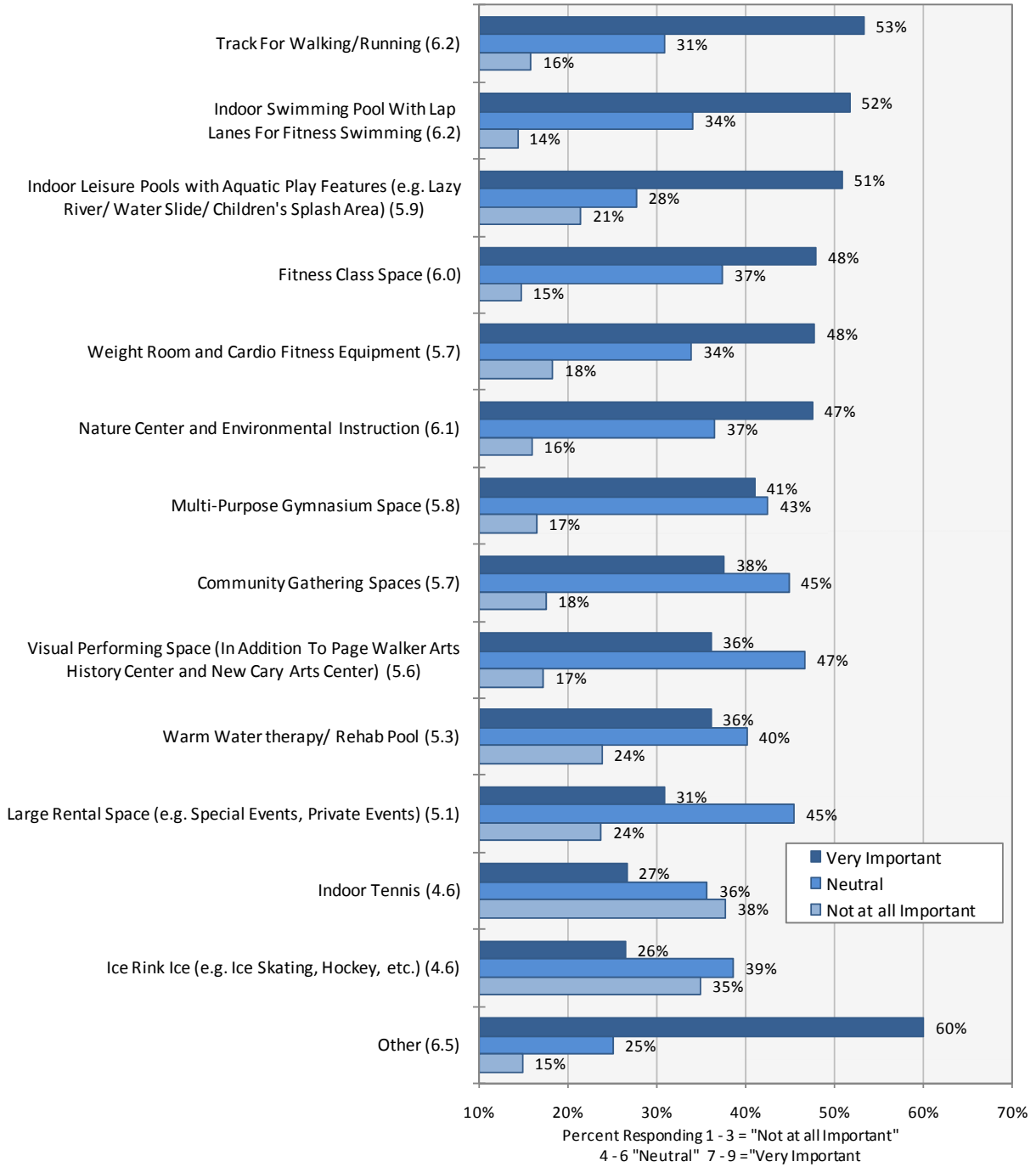
Respondents were asked “In an effort to understand the greatest needs for INDOOR facilities to be added, expanded or improved as funding allows over the next 5 or 10 years, please rate the following on importance.” The following were rated the highest overall:

- Track for walking/running (53 percent of respondents rate it “very important,” a 7, 8 or 9 on a 9-point scale)
- Indoor swimming pools with lap lanes for fitness swimming (52 percent)
- Indoor leisure pools with aquatic play features (e.g. lazy river / waterslide / children’s splash area) (51 percent)
- Fitness class space (48 percent)
- Weight room and cardio fitness equipment (48 percent)
- Nature center and environmental instruction (47 percent)

Open-Ended Responses

Respondents could write in “other” indoor facilities to be added, expanded or improved. Among the ten responses, a few examples stood out: racquetball and handball courts and maintaining what Cary has.

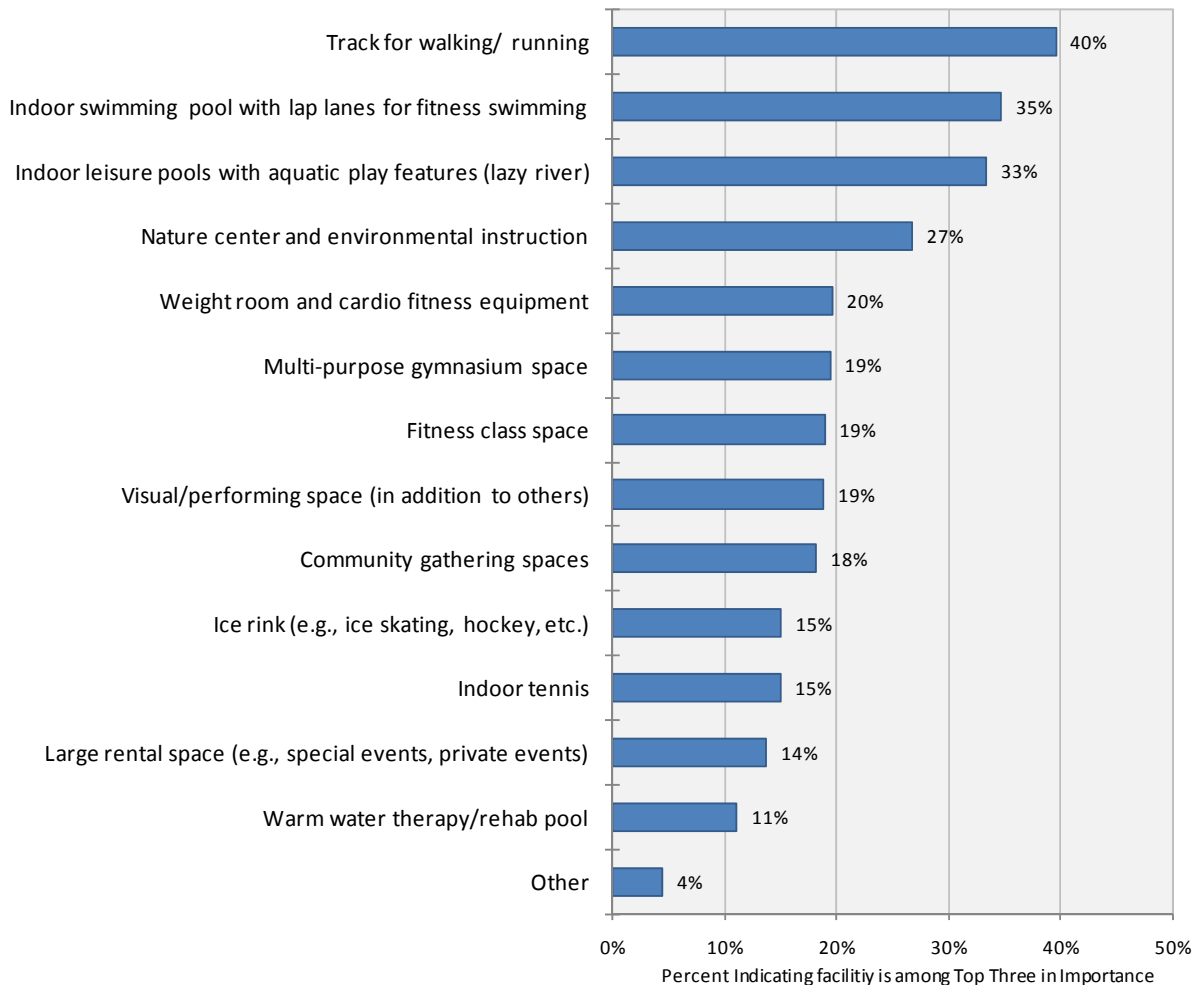
Figure 12 - GREATEST IMPORTANCE FOR INDOOR FACILITIES TO BE ADDED EXPANDED OR IMPROVED



Most Important highest priority for Indoor facilities and amenities to be added, expanded or improved

From the same list of indoor facilities, respondents were asked to rate their top three priorities for additions, expansions and improvements. This provides the opportunity to not only see what facilities are important to respondents, but also to get an idea of how the same facilities are viewed in relation to each other, allowing priorities to become more evident. As shown in the following list, the 3 highest rated priorities also received the highest importance ratings (Track for walking/running, Indoor swimming pools with lap lanes for fitness swimming, and indoor leisure pools with aquatic play features (e.g. lazy river/water slide/children’s splash area). A second tier of important facilities that are lower in priority include a Nature center and environmental instruction, Fitness class space, Weight room and cardio fitness equipment, Multi- purpose gymnasium space and Visual/performing space (in addition to Page Walker Arts & History Center and new Cary Arts Center).

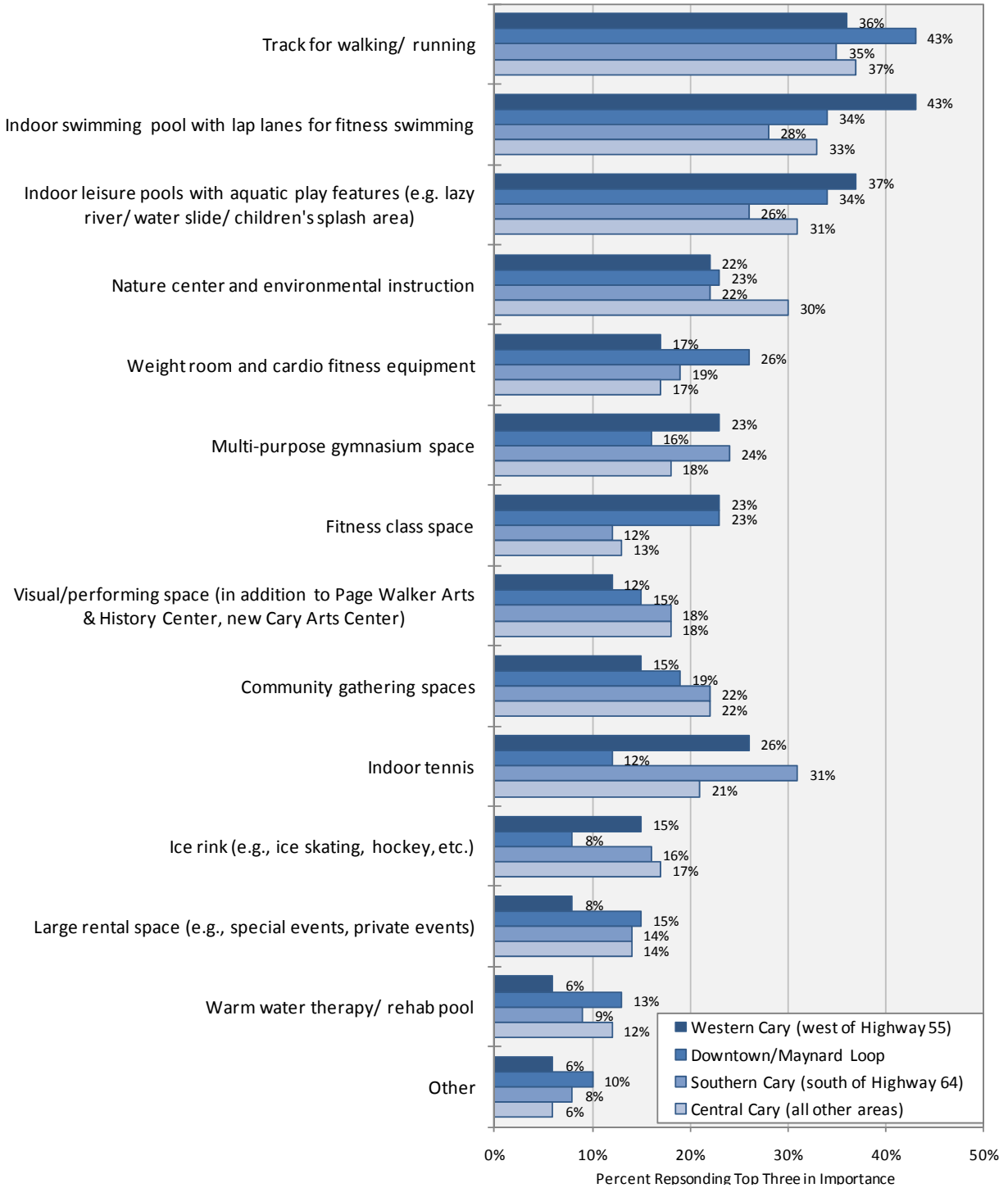
| | Percent indicating that it is <u>very important</u> (7, 8, or 9) | Percent indicating that it is <u>among their top</u> <u>three priorities</u> |
|----------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| • Track for walking/running | 53 percent | 40 percent |
| • Indoor swimming pools with lap lanes for fitness swimming | 52 percent | 35 percent |
| • Indoor leisure pools with aquatic play features (e.g. lazy river/ waterslide / children’s splash area) | 51 percent | 33 percent |
| • Nature center and environmental instruction | 47 percent | 27 percent |
| • Weight room and cardio fitness equipment | 48 percent | 20 percent |
| • Multi-purpose gymnasium space | 41 percent | 19 percent |
| • Fitness class space | 48 percent | 19 percent |
| • Visual /performing space (in addition to Page Walker Arts & History Center and new Cary Arts Center) | 36 percent | 19 percent |

Figure 13 - TOP 3 HIGHEST PRIORITIES (COMBINED) – INDOOR FACILITIES TO BE ADDED, EXPANDED OR IMPROVED

When looking at responses by area of residence within Cary, Western Cary was the only area with a different top priority when compared to other parts of town (favoring pools over a track). The most important indoor priority (top 3 combined) for each area of Cary was as follows:

- Western Cary (west of Highway 55): Indoor Swimming pool with lap lanes for fitness swimming (43 percent); Indoor leisure pools with aquatic play features (e.g. lazy river/ water slide/ children’s splash area) (37 percent); Track for walking/running (36 percent)
- Downtown/Maynard loop: Track for walking/running (43 percent)
- Southern Cary (south of Highway 64): Track for walking/running (35 percent)
- Central Cary (all other areas): Track for walking/running (37 percent)

Figure 14- TOP 3 HIGHEST PRIORITIES (COMBINED) – INDOOR FACILITIES TO BE ADDED, EXPANDED OR IMPROVED – BY AREA OF RESIDENCE



Future OUTDOOR Facilities, Amenities, and Services to Include

General importance

Respondents were then asked, “In an effort to understand the greatest need for OUTDOOR facilities to be added, expanded, or improved as funding allows over the next 5 to 10 years, please rate the following on importance.”

Top Outdoor Facilities:

- Neighborhood Parks (75 percent rated 7, 8, or 9 on a 9-point scale)
- Nature preserves/natural areas (74 percent)
- Soft surface trails (unpaved) (69 percent)
- Hard surface trails (paved or concrete) (65 percent)

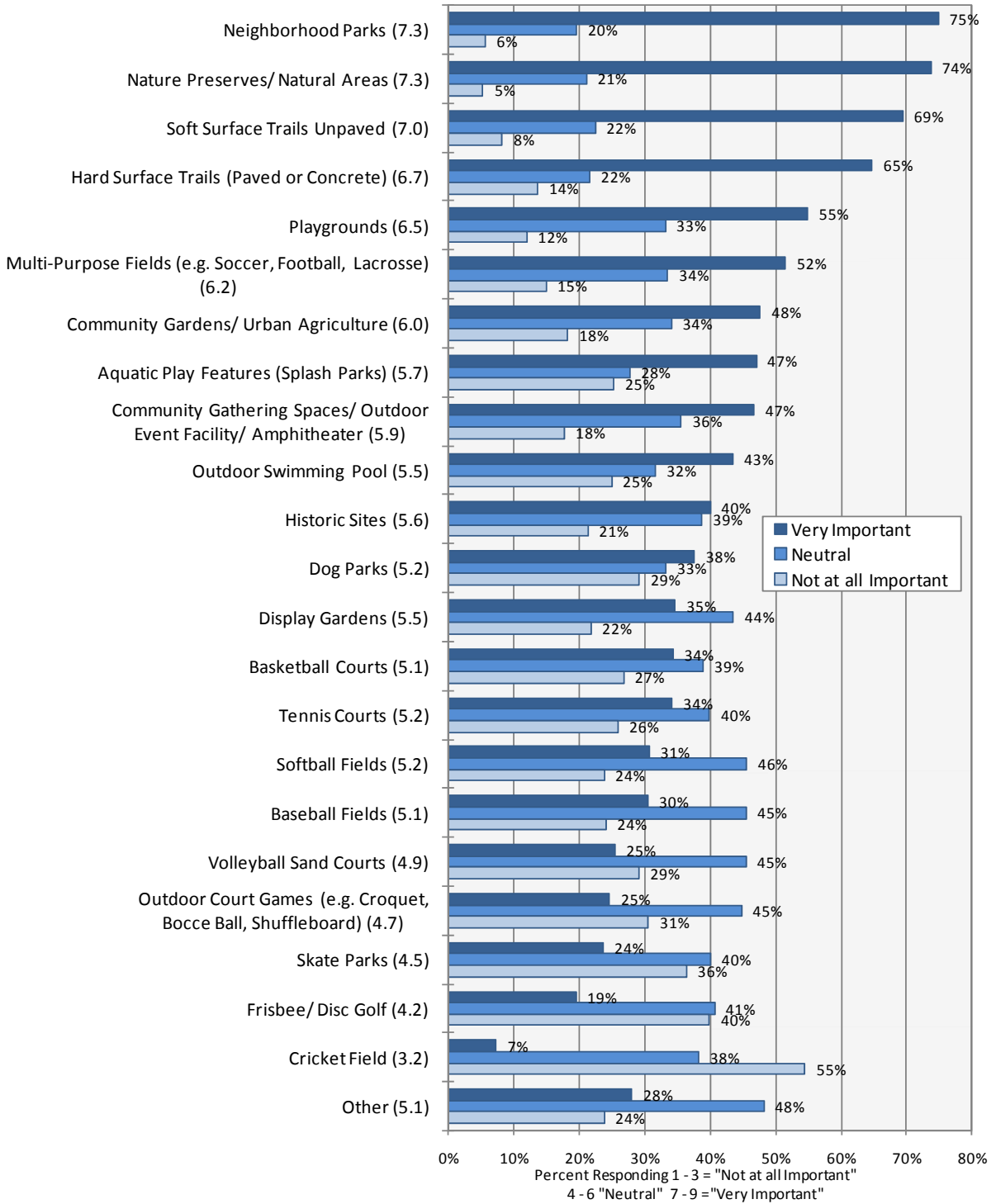
Second tier of important outdoor facilities to be added, expanded, or improved

- Playgrounds (55 percent rated “7”, “8”, or “9” on a 9-point scale)
- Multi-purpose fields (e.g. soccer, football, lacrosse) (52 percent)
- Community Gardens/Urban Agriculture (48 percent)

Open-Ended Responses

Respondents could write in “other” outdoor facilities to be added, expanded or improved. Ideas included adding a “Market House” for permanent multi-use farmer’s market site, more programs for children and the disabled, more fields, more paved bike trails, and less spending.

Figure 15 - GREATEST IMPORTANCE FOR OUTDOOR FACILITIES TO BE ADDED EXPANDED OR IMPROVED

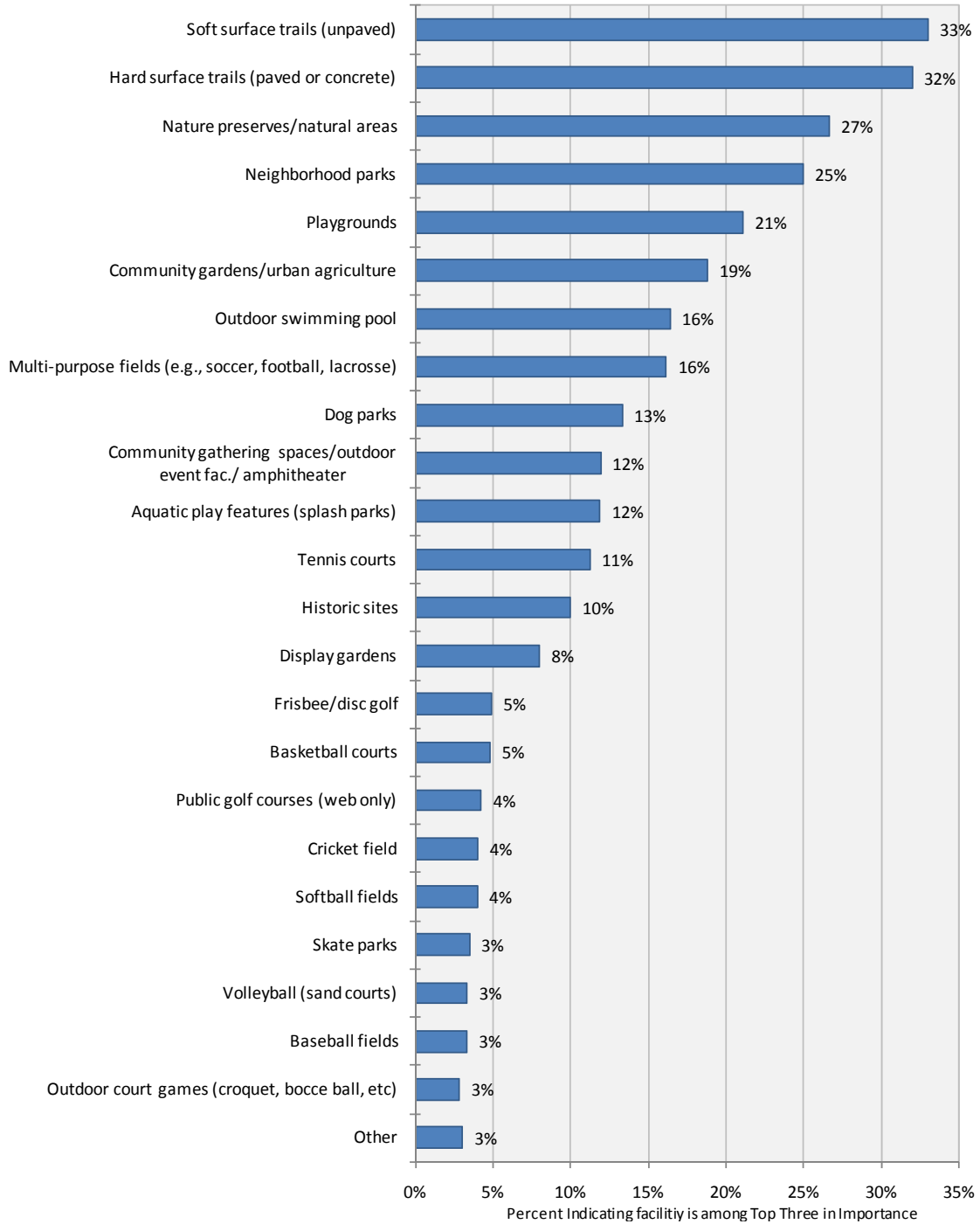


Most Important highest priority for Outdoor facilities and amenities to be added, expanded or improved

Respondents were asked to indicate from the same list of outdoor facilities, their top three priorities in terms of importance for outdoor facilities to be added, expanded or improved in Cary. The outdoor facilities that were important to the greatest proportion of the community (Neighborhood parks, Nature preserves/ Natural areas, are not the highest priorities for additions, expansions or improvements (Soft surface trails (unpaved), Hard surface trails (paved or concrete)).

| | Percent indicating that it is important (7, 8, or 9) | Percent indicating that it is <u>one of their top three</u> priorities |
|----------------------------------------------------------|---------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| • Soft surface trails (unpaved) | 69 percent | 33 percent |
| • Hard surface tails (paved or concrete) | 65 percent | 32 percent |
| • Nature preserves/Natural areas | 74 percent | 27 percent |
| • Neighborhood parks | 75 percent | 25 percent |
| • Playgrounds | 55 percent | 21 percent |
| • Community gardens/ urban agriculture | 48 percent | 19 percent |
| • Multi-purpose fields (e.g. soccer, football, lacrosse) | 52 percent | 16 percent |

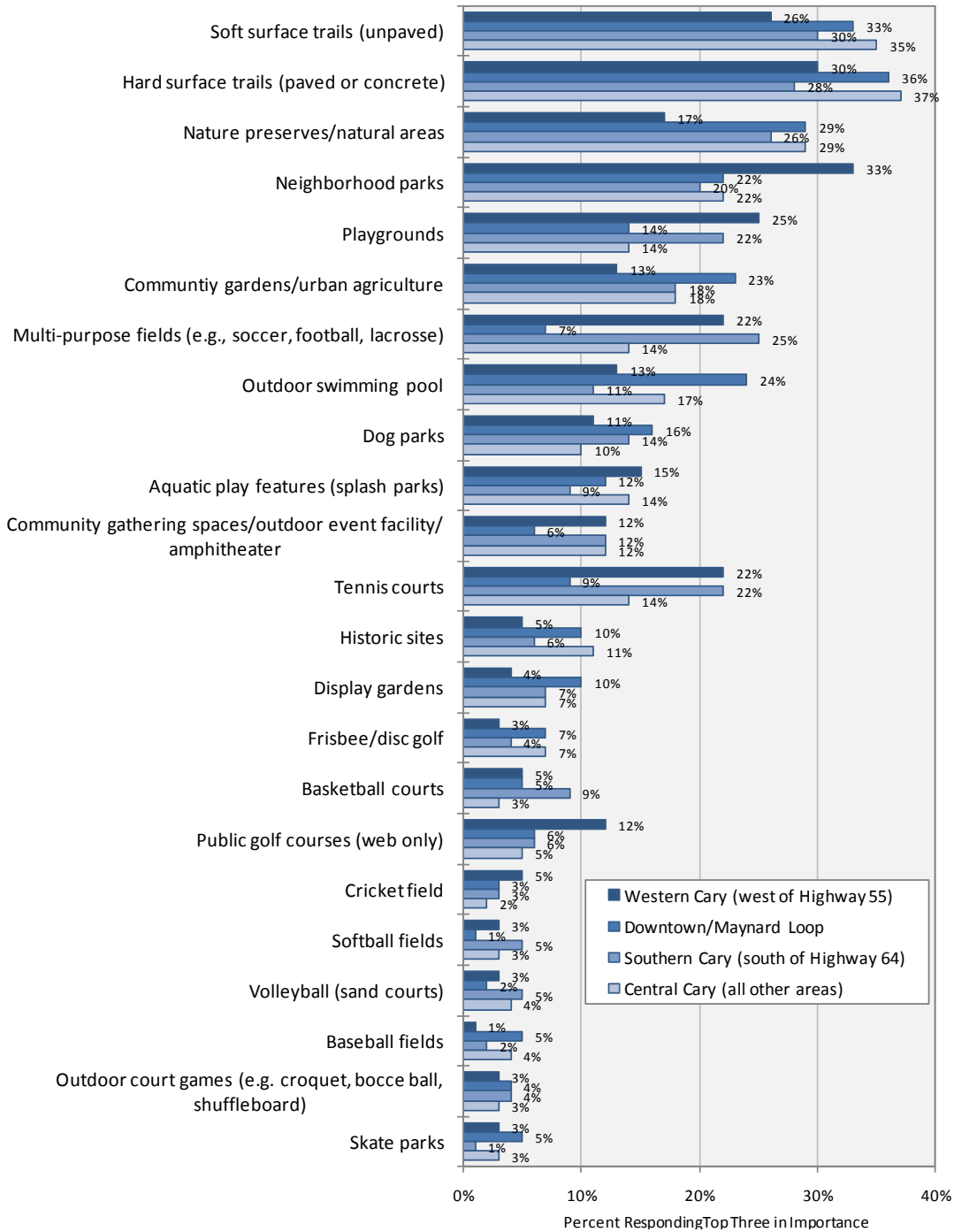
Figure 16 – TOP 3 HIGHEST PRIORITIES (COMBINED) – OUTDOOR FACILITY TO BE ADDED, EXPANDED OR IMPROVED



When looking at responses by area of residence within Cary, there were some differences. The most important outdoor priority (top 3 combined) for each area of Cary was as follows:

- Western Cary (west of Highway 55): Neighborhood parks (33 percent)
- Downtown/Maynard loop: Hard surface trails (paved or concrete) (36 percent)
- Southern Cary (south of Highway 64): Soft surface trails (unpaved) (30 percent)
- Central Cary (all other areas): Hard surface trails (paved or concrete) (37 percent)

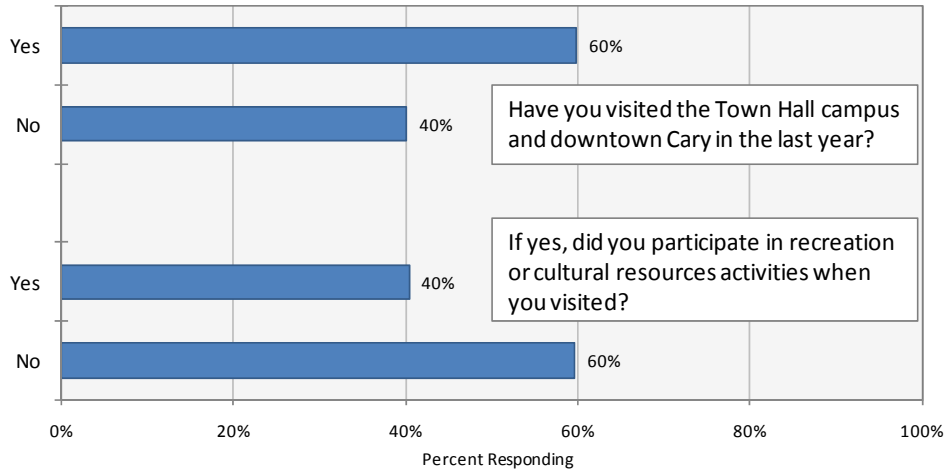
Figure 17 - TOP 3 HIGHEST PRIORITIES (COMBINED) – OUTDOOR FACILITIES TO BE ADDED, EXPANDED OR IMPROVED – BY AREA OF RESIDENCE



Future Facilities, Amenities and Services

A series of questions were asked to understand visitation and priorities of amenities and services in the Downtown area. More than half of residents have visited the Town Hall campus and downtown Cary in the last year.

Figure 18 - DOWNTOWN CARY VISITS



Open-Ended Responses – What Drew Visitors to Downtown Cary

If respondents had visited Town Hall and downtown Cary in the last year, they were asked what drew them to the area. Responses (see full list in the appendix) cite a variety of things that drew them to the area, major themes included the art festival or center, Lazy Daze, and the library. A few comments are provided as example below.

- *Page Walker*
- *Library, Lazy Daze, restaurants*
- *This is close to where I live. Public garden, restaurants, post office, library, stores, shopping.*
- *Town hall and board meetings*
- *Concerts, business, shopping*
- *Church, preschool, restaurants, bakeries, tailor, Safety Town Camp*

| Comment Category | Count | Percent |
|------------------------|-------|---------|
| Art Festival or Center | 23 | 16% |
| Lazy Daze | 23 | 16% |
| Library | 18 | 13% |
| Dining/Restaurants | 16 | 11% |
| Business/Work | 15 | 10% |
| Shop | 14 | 10% |
| Pay bill | 13 | 9% |
| Post Office | 8 | 6% |
| Church | 5 | 3% |
| Young/Community | 4 | 3% |
| Vote/Elections | 3 | 2% |
| Herb Fest | 2 | 1% |

Open-Ended Responses - Downtown Cary Recreation or Cultural Resources Activities

A little less than half of respondents that had visited downtown Cary participated in recreation or cultural resource activities while there (40 percent). Those that did so, were asked to write-in the activity they engaged in. Responses (see full list in the appendix) cite a variety of activities, major themes included Art (Arts Center, Public Art, etc.), Lazy Daze, Concerts, and Classes or Programs. A few comments are provided as example below.

- *Art display*
- *Lazy Daze Festival*
- *Moonlight Music Series*
- *Preschool classes, art class, music*

| Comment Category | Count | Percent |
|-------------------------|--------------|----------------|
| Art | 19 | 25% |
| Lazy Daze | 18 | 23% |
| Concert/Music | 14 | 18% |
| Class/Program | 12 | 16% |
| Event/festival | 8 | 10% |
| Page Walker | 6 | 8% |

Additional Amenities or Activities for Downtown Cary

Before answering this question, respondents were given this background information: “The Town is working hard to create a more vibrant downtown, including updating and expanding the train depot as well as renovating the old Cary Elementary school into the new Cary Arts Center.” They were then asked to rank a list of additional amenities or activities that they would like to see in downtown Cary in the future by indicated a ‘1’ for their highest priority, a ‘2’ for their 2nd and a ‘3’ for their third.

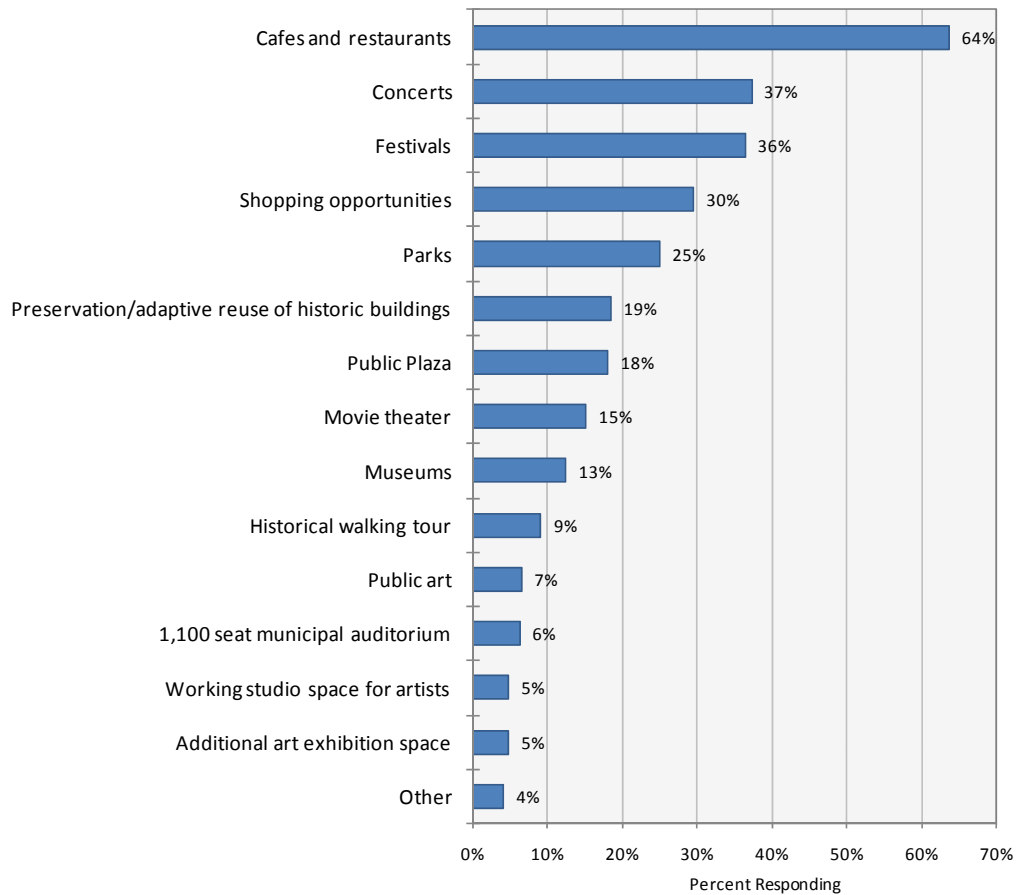
Top amenities or activities to add to downtown Cary:

- Cafes and restaurants (64 percent rated it among their top 3 priorities)

Second Tier of amenities or activities to add to downtown Cary:

- Concerts (37 percent)
- Festivals (36 percent)
- Shopping opportunities (30 percent)
- Parks (25 percent)

Figure 19 - ADDITIONAL AMENITIES FOR DOWNTOWN CARY IN THE FUTURE



Open-Ended responses

Respondents could write in “other” additional amenities or activities they would like to see in downtown Cary. Parking was the most common theme; other suggestions included a bookstore, street performers and a community garden.

Open-Ended Responses - Greatest Amenity for a New Park in Downtown Cary

Respondents were asked to fill in the following statement, “If constructed, the greatest amenity for a new park in downtown Cary would be...” Responses (see full list in the appendix) cite a variety of activities, major themes included a performing arts stage, gardens, adequate bathrooms and adequate parking. A few comments are provided as examples below.

- *Public interactive art- i.e. fountains to play in, stages for performing*
- *Similar to Kids Park at Wellington Ridge*
- *Shade, water features, public art*
- *To house outdoor festivals and have adequate parking nearby*
- *Walking and seating area*

| Comment Category | Count | Percent |
|--------------------------------|--------------|----------------|
| Amphitheatre/Concerts/Stage | 15 | 19% |
| Gardens | 13 | 16% |
| Bathroom/Restroom | 8 | 10% |
| Parking | 8 | 10% |
| Trails, Greenways | 8 | 10% |
| Art | 7 | 9% |
| Pool | 7 | 9% |
| Splash/Water Park | 6 | 8% |
| Children/Family Play Structure | 5 | 6% |
| Farmer's Market | 3 | 4% |

Public Art

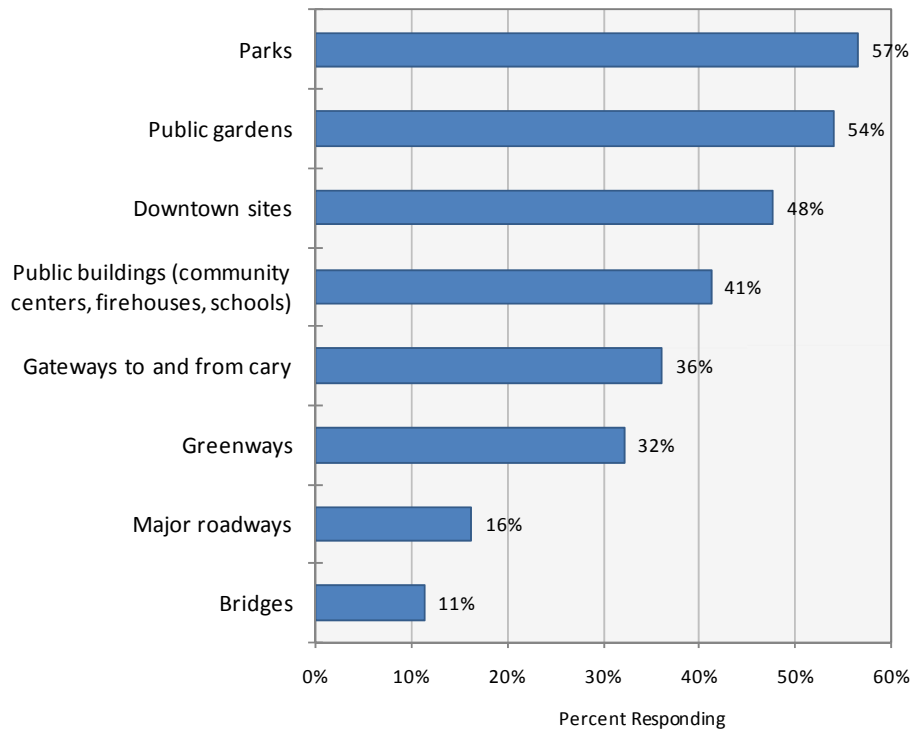
Respondents were asked to rank a list of places where they would like to discover public art by indicating a '1' for their highest priority, a '2' for their 2nd and a '3' for their third. Top places to discover public art included:

- Parks (57 percent)
- Public gardens (54 percent rated it among their top 3 priorities)
- Downtown sites (48 percent)

Second tier places to discover public art:

- Public Buildings (community centers, firehouses, schools) (41 percent)
- Gateways to and from Cary (36 percent)
- Greenways(32 percent)

Figure 20 - PREFERENCES ON WHERE TO DISCOVER PUBLIC ART

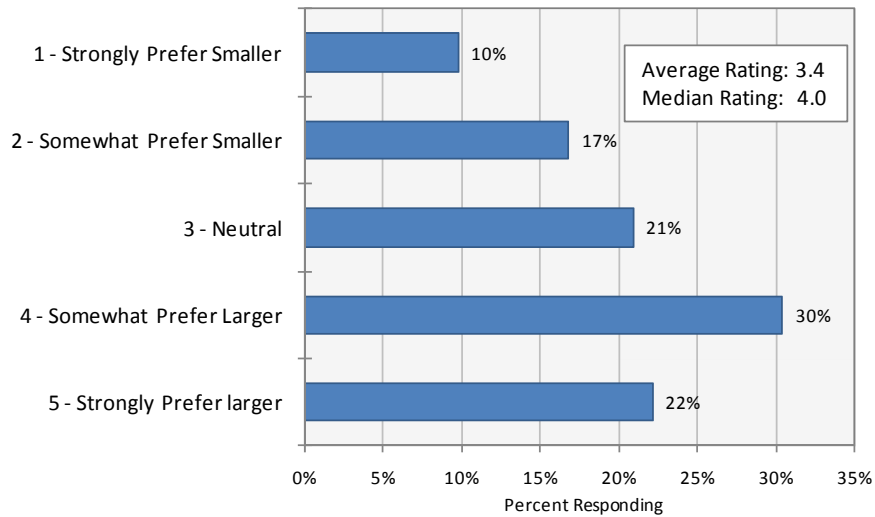


Community Recreation Centers

Respondents were asked to indicate which direction they leaned based on two extremes: “Build a greater number of smaller community centers with fewer amenities” vs. “Build fewer, but larger multi-purpose regional recreation centers (incorporating gyms, pools, fitness, and amenities)”.

Roughly half of respondents lean towards larger but fewer recreation centers. One fifth were neutral (21 percent), and 27 percent leaned toward smaller and more centers.

Figure 21 - PREFERENCES ON SIZE AND LOCATIONS OF EXPANSIONS

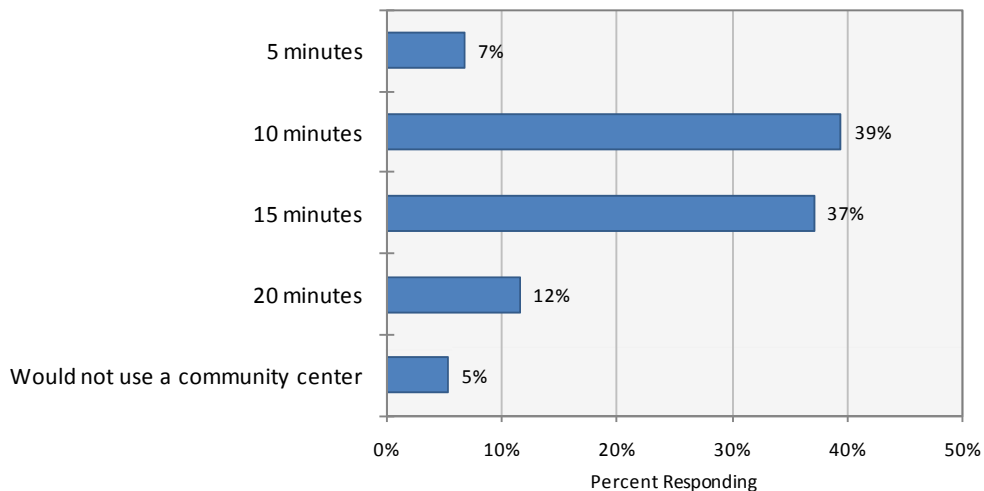


Willingness to Travel

Respondents were asked how long they would be willing to travel to get to a community center with the amenities that they want.

- For the majority of respondents, (76 percent) drive times of between 10 and 15 minutes are acceptable.

Figure 22 -WILLING TO TRAVEL TO GET TO A COMMUNITY CENTER



Open Space

General Importance of management aspects of Open Space

Respondents were asked to rate management aspects of open space by the importance to their household. Most aspects of open space management are important to the community. The following are rated the highest overall:

- Greenway and trail maintenance (89 percent of respondents rate is “very important,” a 7, 8 or 9 on a 9-point scale)
- Preservation, protection, and restoration of natural areas (80 percent)
- Stream and creek conservation (74 percent)
- Wildlife habitat and migration corridors (72 percent)
- Cultural and historical preservation (including scenic vistas) (69 percent)

Management aspect of Open Space priorities

From the same list, respondents were then asked to indicate of which three aspects they were most supportive of (by indicating a ‘1’ for their highest priority, a ‘2’ for their 2nd, and a ‘3’ for their 3rd). As shown in the following list, greenway and trail maintenance became even clearer as the top priority.

| | Percent indicating that it is important (7, 8, or 9) | Percent indicating that it is <u>one of the top three</u> they support most |
|-----------------------------------------------------------------|---------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| • Greenway and trail maintenance | 89 percent | 62 percent |
| • Preservation, protection, and restoration of native grassland | 80 percent | 52 percent |
| • Stream and creek conservation | 74 percent | 51 percent |
| • Wildlife habitat and migration corridors | 72 percent | 42 percent |

Figure 23 - MOST IMPORTANT MANAGEMENT ASPECTS OF OPEN SPACE

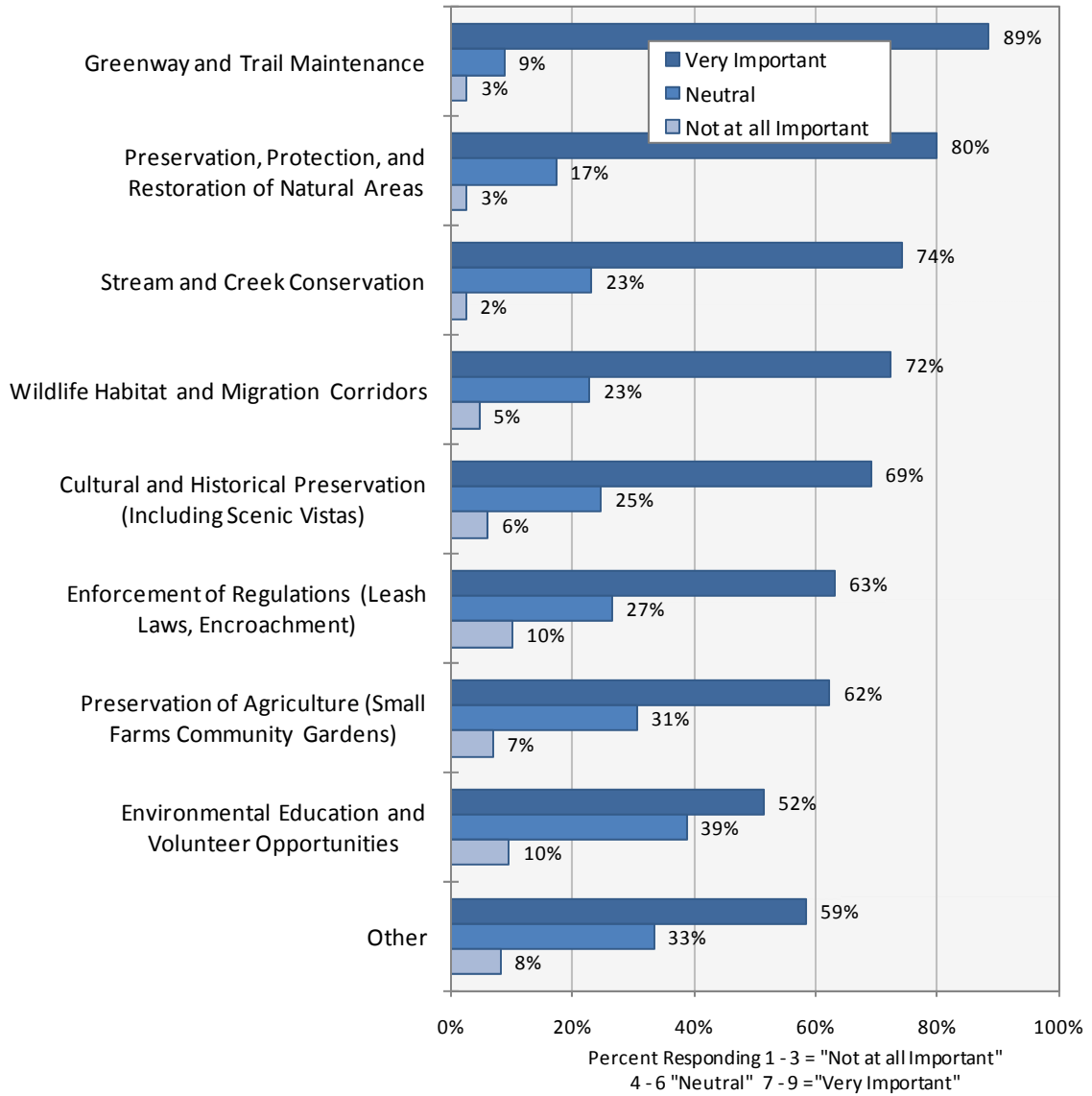
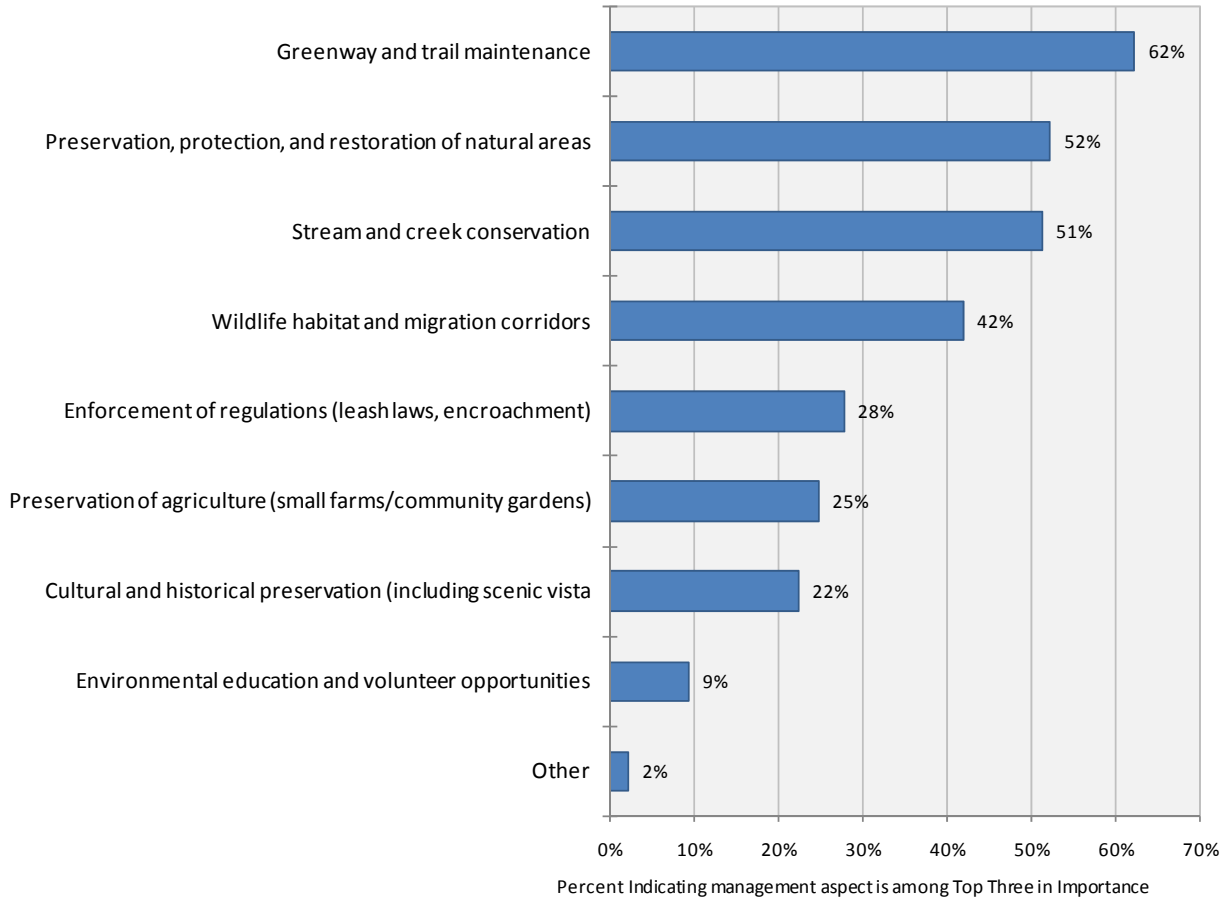


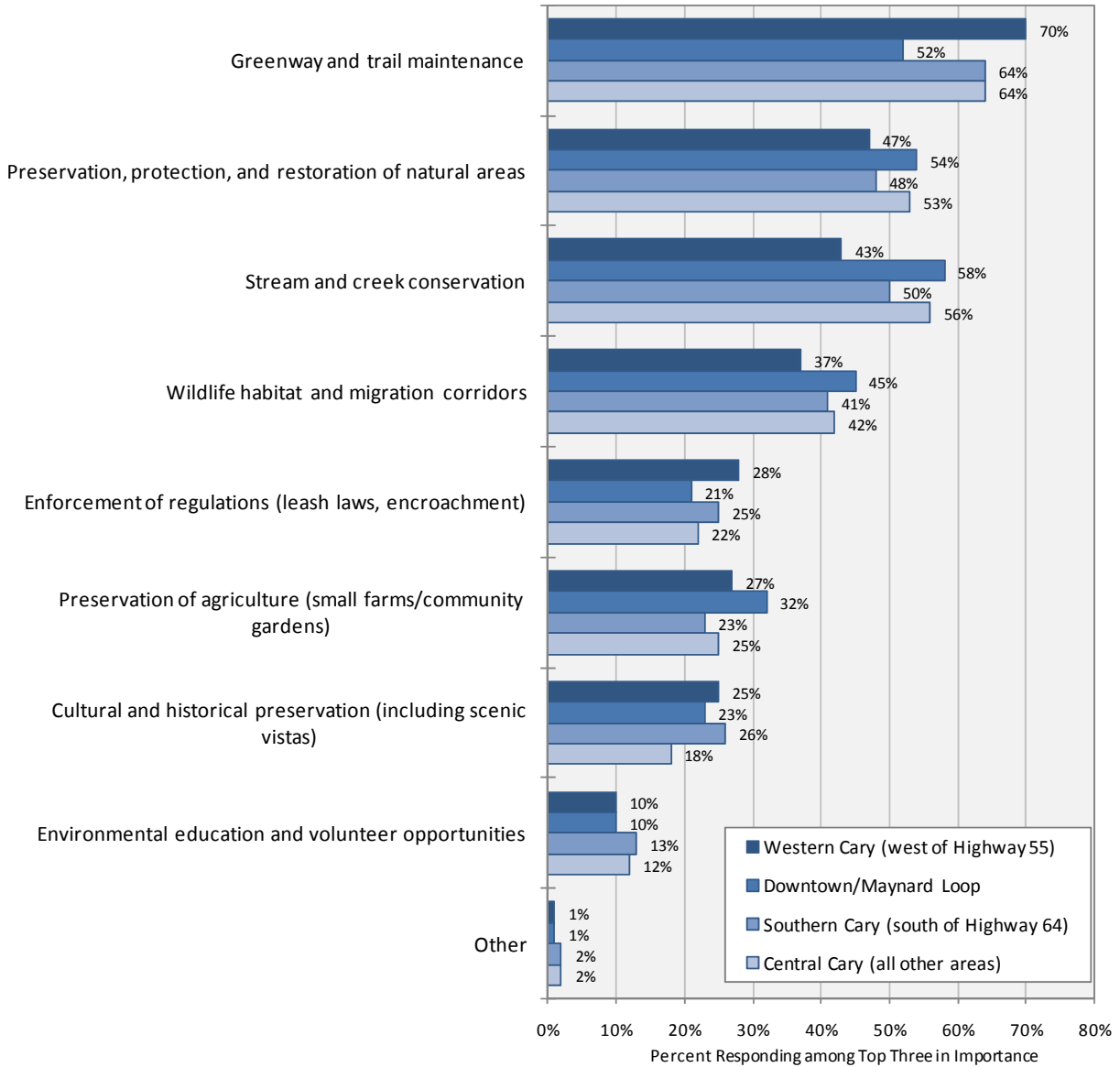
Figure 24 - MOST SUPPORTIVE – OPEN SPACE MANAGEMENT - (TOP 3 COMBINED)



When looking at responses by area of residence within Cary, only residents of downtown Cary had a different top aspect when compared to the overall. The most important management aspect of open space for each area (top 3 combined) of Cary was as follows:

- Western Cary (west of Highway 55): Greenway and trail maintenance (70 percent)
- Downtown/Maynard loop: Preservation, protection, and restoration of natural areas (58 percent)
- Southern Cary (south of Highway 64): Greenway and trail maintenance (64 percent)
- Central Cary (all other areas): Greenway and trail maintenance (64 percent)

Figure 25 - MOST SUPPORTIVE – OPEN SPACE MANAGEMENT - (TOP 3 COMBINED) – BY AREA OF RESIDENCE



Greenways and Trails

General importance of aspects of Greenways and Trails

Respondents were asked what aspects of greenways and trails are most important to them.

The following are rated the highest overall:

- Trail maintenance (83 percent of respondents rate is “very important,” a 7, 8 or 9 on a 9-point scale)
- Preservation, protection, and restoration of natural resources along greenway corridors (water, native plants (79 percent)
- Loop trails within parks (for fitness walking/jogging) (71 percent)
- Trailheads (with parking, access to water, restrooms, etc.) (70 percent)
- Trail connections within Cary (69 percent)
- Signage and way finding on trails (69 percent)

Greenways and Trails Top Priorities

Respondents were then asked to indicate of which three aspects they were most supportive (by placing a ‘1’ by their highest priority, a ‘2’ by their 2nd, and a ‘3’ by their 3rd. As shown in the following list, trail maintenance is both the highest in importance to the community and the top priority. Trail connections within Cary are a top priority but slightly less important to the community.

| | Percent indicating that it is important (7, 8, or 9) | Percent indicating that it is <u>one of their</u> <u>top three priorities</u> |
|------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| • Trail maintenance | 83 percent | 52 percent |
| • Trail connections within Cary | 69 percent | 46 percent |
| • Preservation, protection, and restoration of natural resources along greenway corridors (water, native plants) | 79 percent | 44 percent |
| • Trailheads (with parking, access to water, restrooms, etc.) | 70 percent | 39 percent |
| • Loop trails within parks (for fitness walking/jogging) | 71 percent | 35 percent |

Figure 26 - MOST IMPORTANT ASPECT OF GREENWAYS AND TRAILS

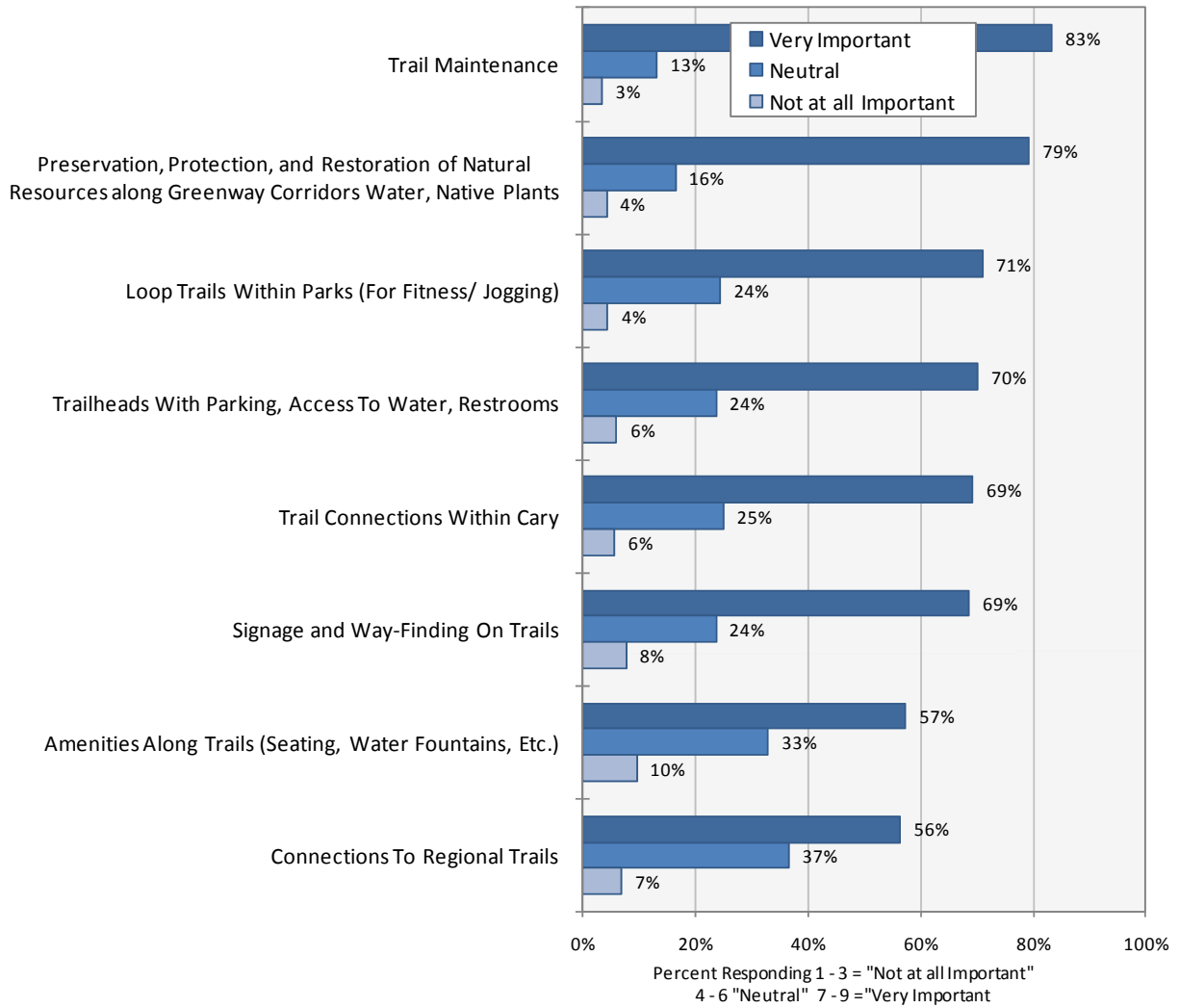
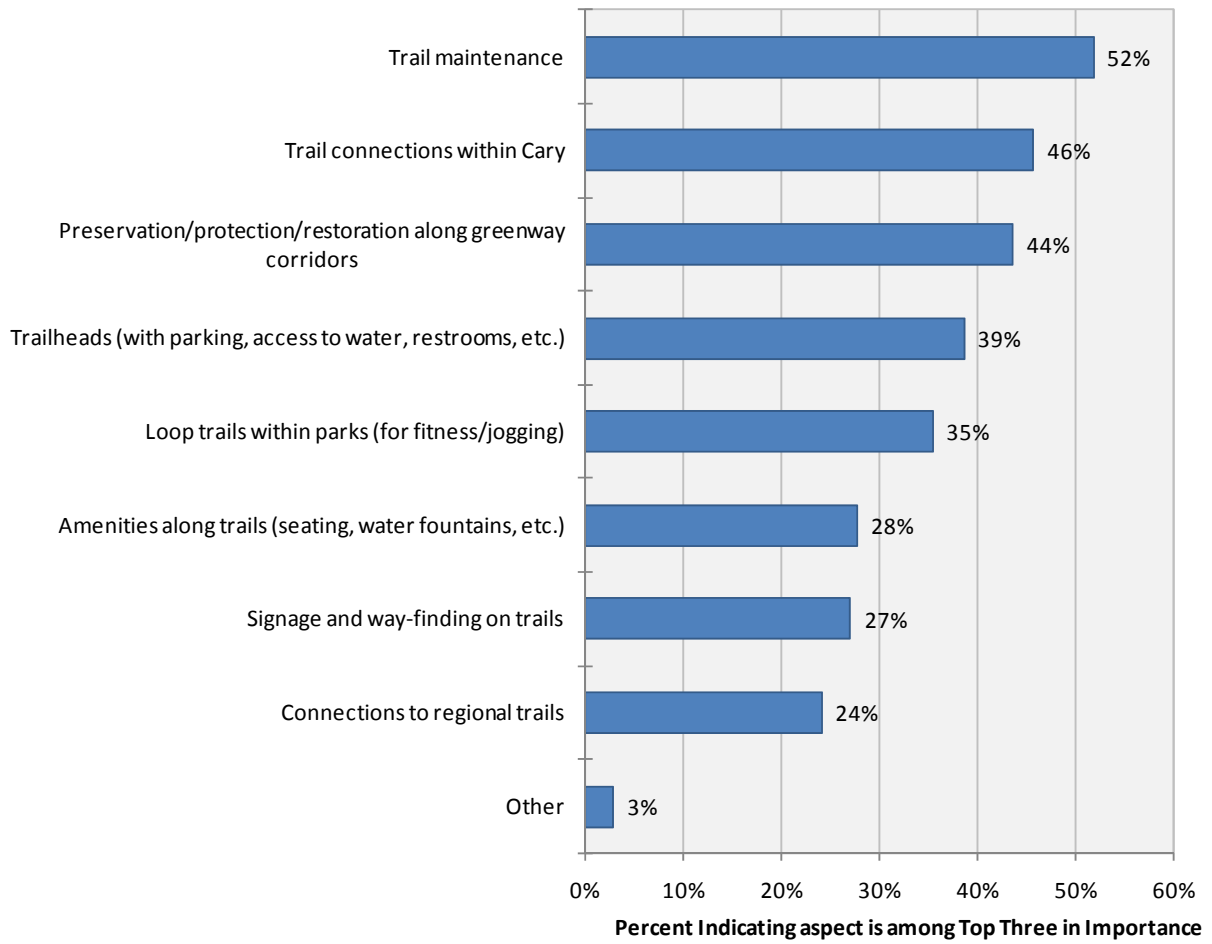


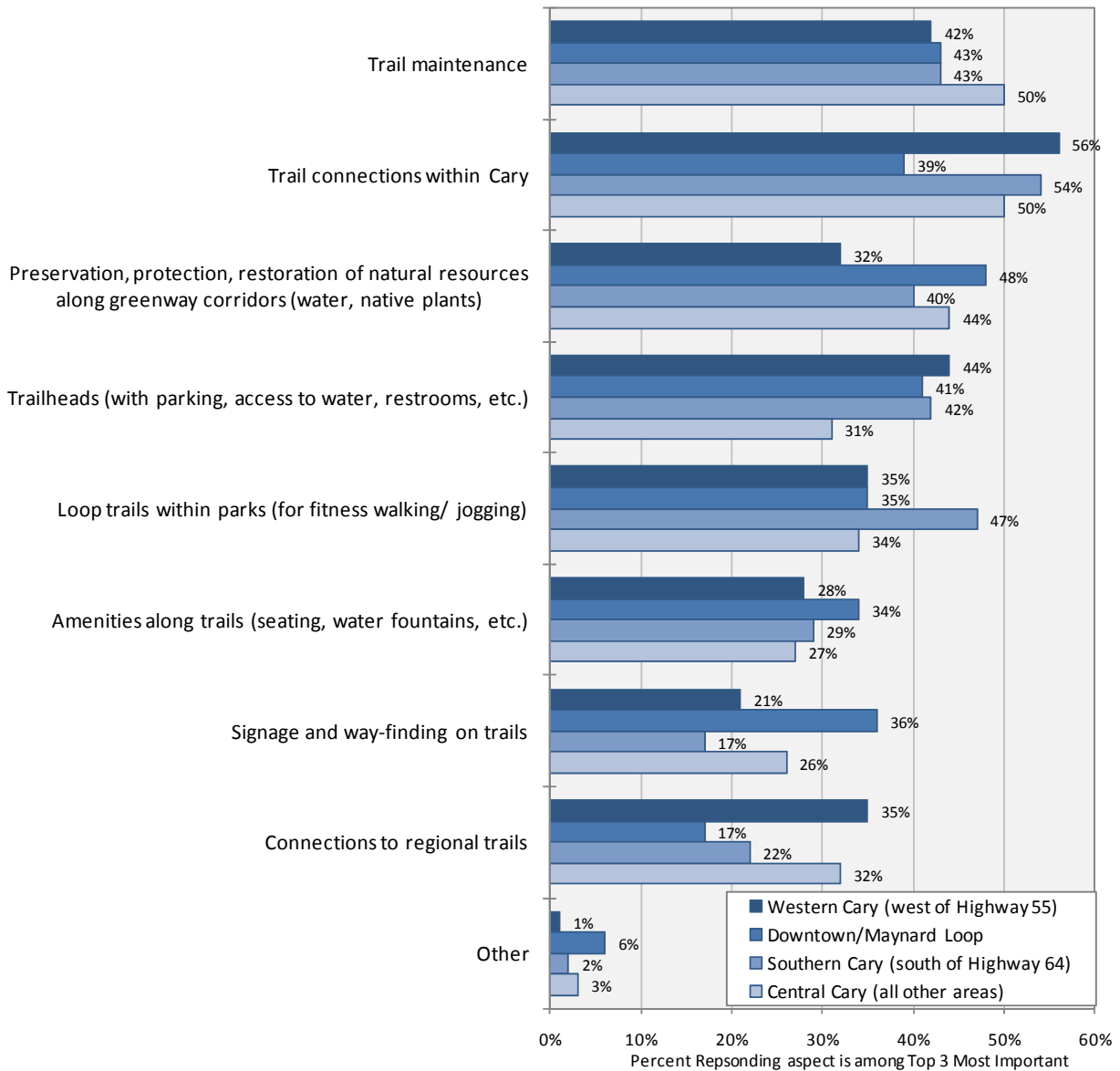
Figure 27 - MOST IMPORTANT – GREENWAYS AND TRAILS - (TOP 3 COMBINED)



When looking at responses by area of residence within Cary, there were few differences when compared to the overall. The most important management aspect of greenways and trails for each area (top 3 combined) of Cary was as follows:

- Western Cary (west of Highway 55): Trail connections within Cary (56 percent)
- Downtown/Maynard loop: Preservation, protection, and restoration of natural resources along greenway corridors (water, native plants) (48 percent)
- Southern Cary (south of Highway 64): Trail connections within Cary (54 percent)
- Central Cary (all other areas): Trail connections within Cary (50 percent) AND Trail maintenance (50 percent)

Figure 28 - MOST IMPORTANT – GREENWAYS AND TRAILS - (TOP 3 COMBINED) – BY AREA OF RESIDENCE



Programs, Activities and Special Events

Need for Parks and Recreation Programs

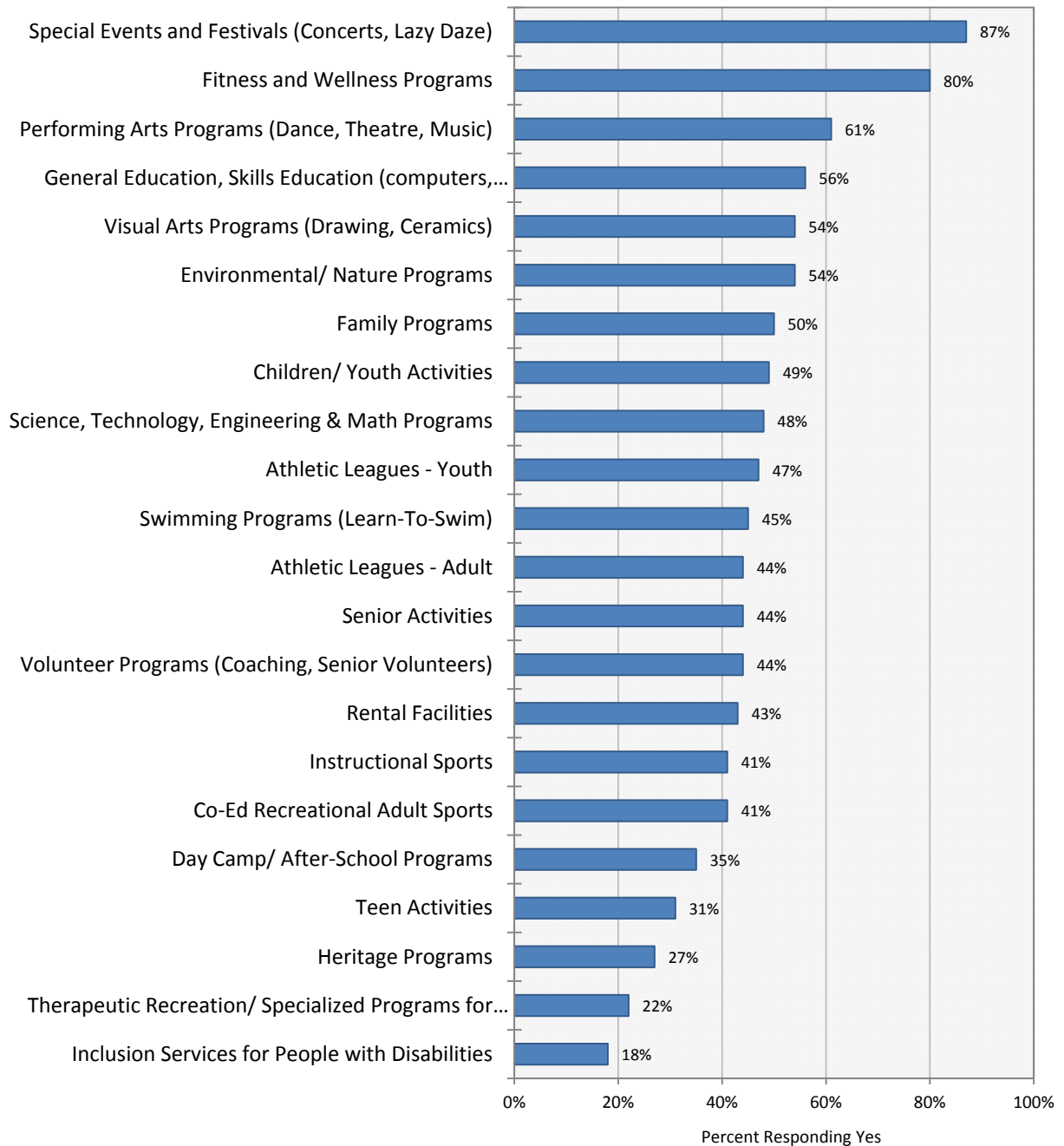
Respondents were asked if they (or someone in their household) have a need for parks and recreation programs. The programs for which the highest proportion of the community has a need for include:

- Special Events and Festivals (Concerts, Lazy Daze) (87 percent)
- Fitness and Wellness Programs (80 percent)

Second Tier of Need for Parks and Recreation Programs

- Performing arts programs (dance, theater, music) (61 percent)
- General Education, skills education (computers, cooking, babysitting, etc.) (56 percent)
- Visual arts programs (drawing, ceramics) (54 percent)
- Environmental/ nature programs (54 percent)

Figure 29 – HAVE A NEED FOR PARKS AND RECREATION PROGRAMS



Degree to which Parks and Recreation Programs are Meeting the Needs of the Community

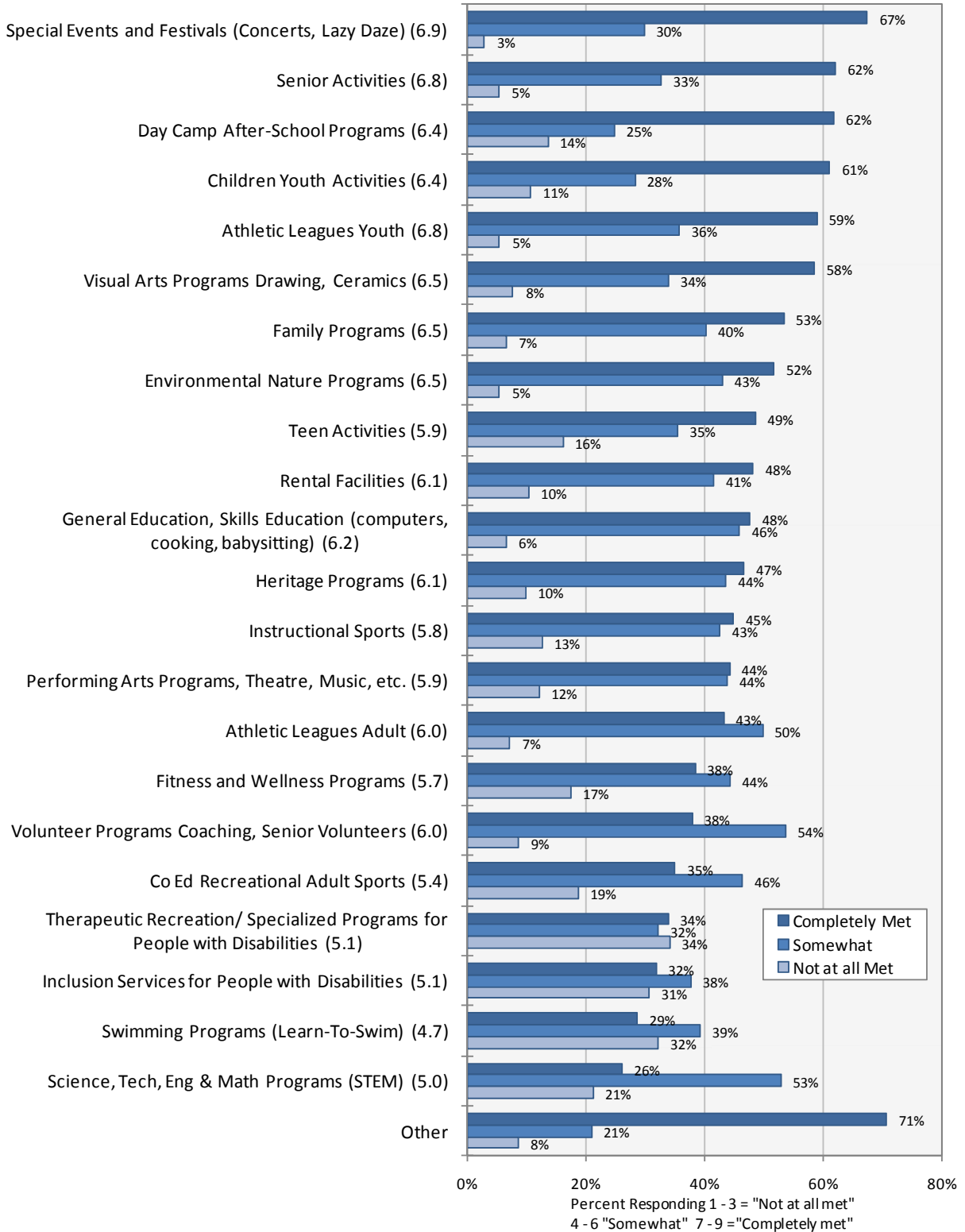
After respondents were asked to indicate if they had a need for various parks and recreation programs, they were asked how well their needs were being met by the programs available from the Town of Cary. The following were the programs that are best meeting the needs of the community:

- Special events & festivals (concerts, Lazy Daze) (67 percent of respondents rated this “completely met,” or 7, 8, or 9 on a 9-point scale)
- Senior activities (62 percent)
- Day camp/after school programs (62 percent)
- Children/youth activities (non-sport) (61 percent)
- Athletic Leagues – Youth (59 percent)
- Visual arts programs (drawing, ceramics) (58 percent)

Least Met:

- Science, Technology, Engineering and Math programs (STEM) (26 percent of respondents rated this “completely met,” or 7, 8, or 9 on a 9-point scale)
- Swimming Programs (Learn to swim) (29 percent)
- Inclusion services for people with disabilities (32 percent)
- Therapeutic recreation/ specialized programs for people with disabilities (34 percent)

Figure 30 - DEGREE TO WHICH NEEDS ARE BEING MET BY PROGRAMS



Most Important Parks and Recreation Programs

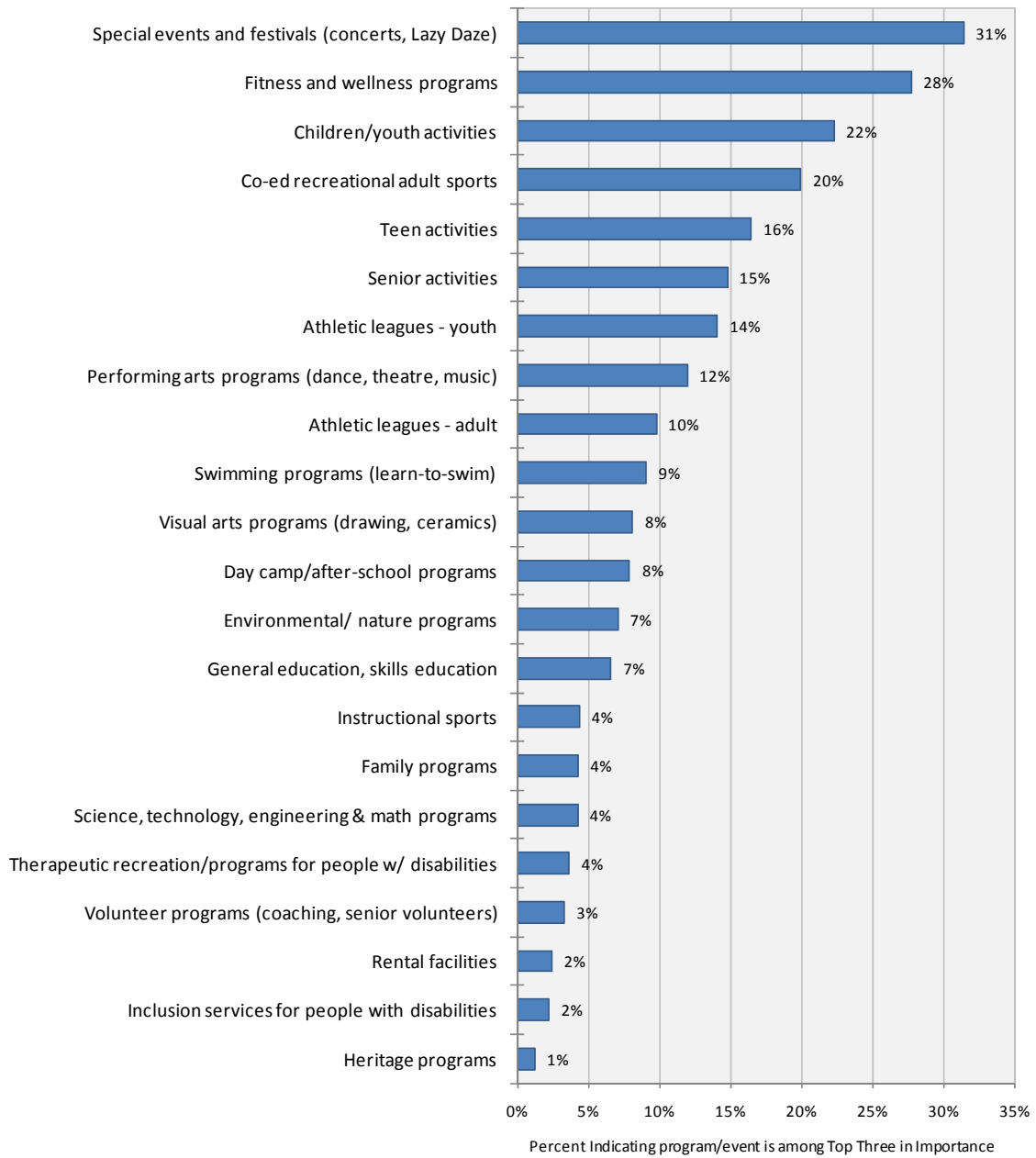
Respondents were then asked to indicate which three programs are most important (by placing a '1' by the most important, a '2' by the 2nd, and a '3' by the 3rd). As shown in the following list, Special events & festivals (concerts, Lazy Daze) are the most important followed by Fitness and wellness programs.

| | Percent indicating that it is their <u>top</u> most important | Percent indicating that it is <u>one of their top</u> <u>three in importance</u> |
|----------------------------------------------------|------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| • Special events & festivals (concerts, Lazy Daze) | 17 percent | 31 percent |
| • Fitness and wellness programs | 12 percent | 28 percent |
| • Children/youth activities (non-sport) | 7 percent | 22 percent |
| • Co-ed recreational adult sports | 5 percent | 20 percent |
| • Teen activities | 2 percent | 16 percent |
| • Athletic leagues - youth | 11 percent | 14 percent |

When looking at responses by area of residence within Cary, Western Cary was the only area that showed a different priority than the overall. The most important parks and recreation programs for each area (top 3 combined) of Cary was as follows:

- Western Cary (west of Highway 55): Athletic Leagues – youth (28 percent)
- Downtown/Maynard loop: Special events & festivals (concerts, Lazy Daze) (31 percent)
- Southern Cary (south of Highway 64): Special events & festivals (concerts, Lazy Daze) (31 percent)
- Central Cary (all other): Special events & festivals (concerts, Lazy Daze) (33 percent)

Figure 31 - MOST IMPORTANT – PROGRAMS - (TOP 3 COMBINED)

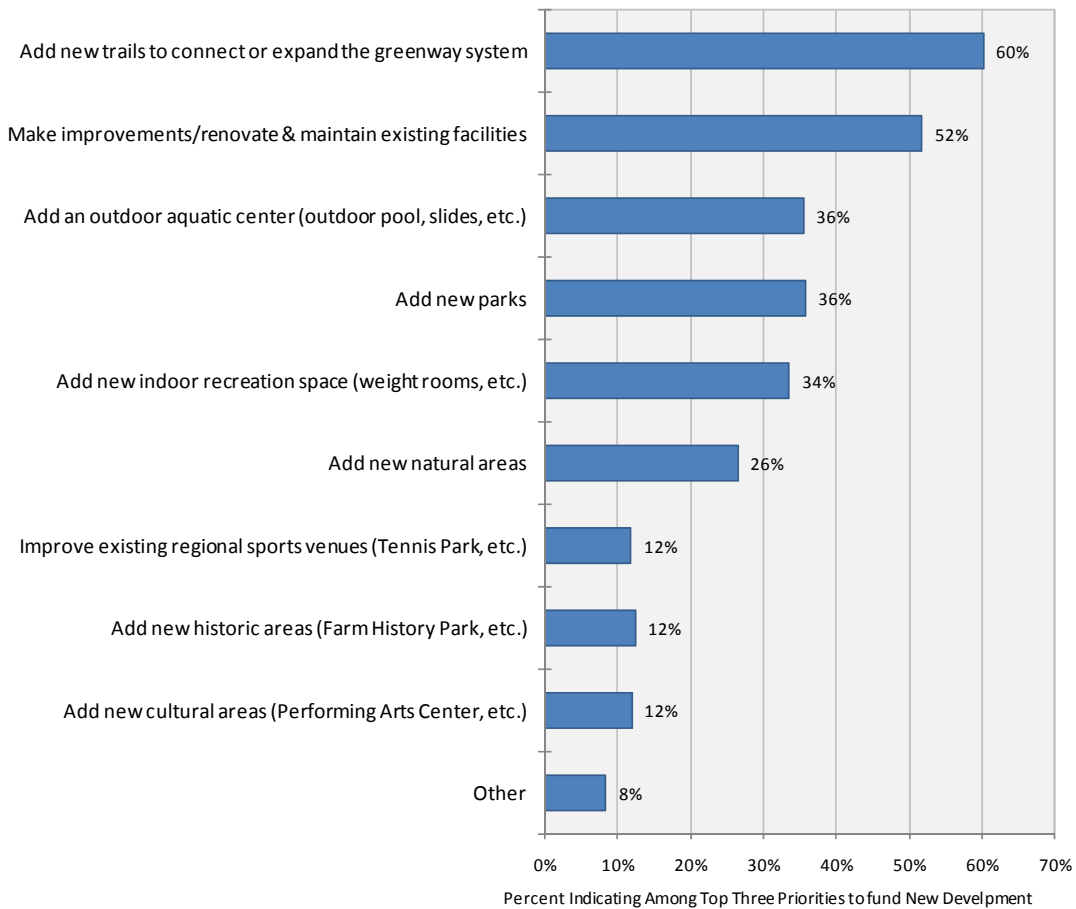


Financial Choices

Survey respondents were asked to identify their top three priorities for where future funding for improvements should be spent. The Top Priorities included:

- Add new trails to connect or expand the greenway system (60 percent of respondents)
- Make improvements and/or renovate and maintain existing facilities (52 percent)
- Add an outdoor aquatic center (Outdoor pool, slides, lazy river, water play, etc.) (36 percent)
- Add new parks (36 percent)
- Add new indoor recreation space (e.g. weight rooms, fitness space, gymnasiums, leisure aquatics, class/meeting rooms, etc.) (34 percent)

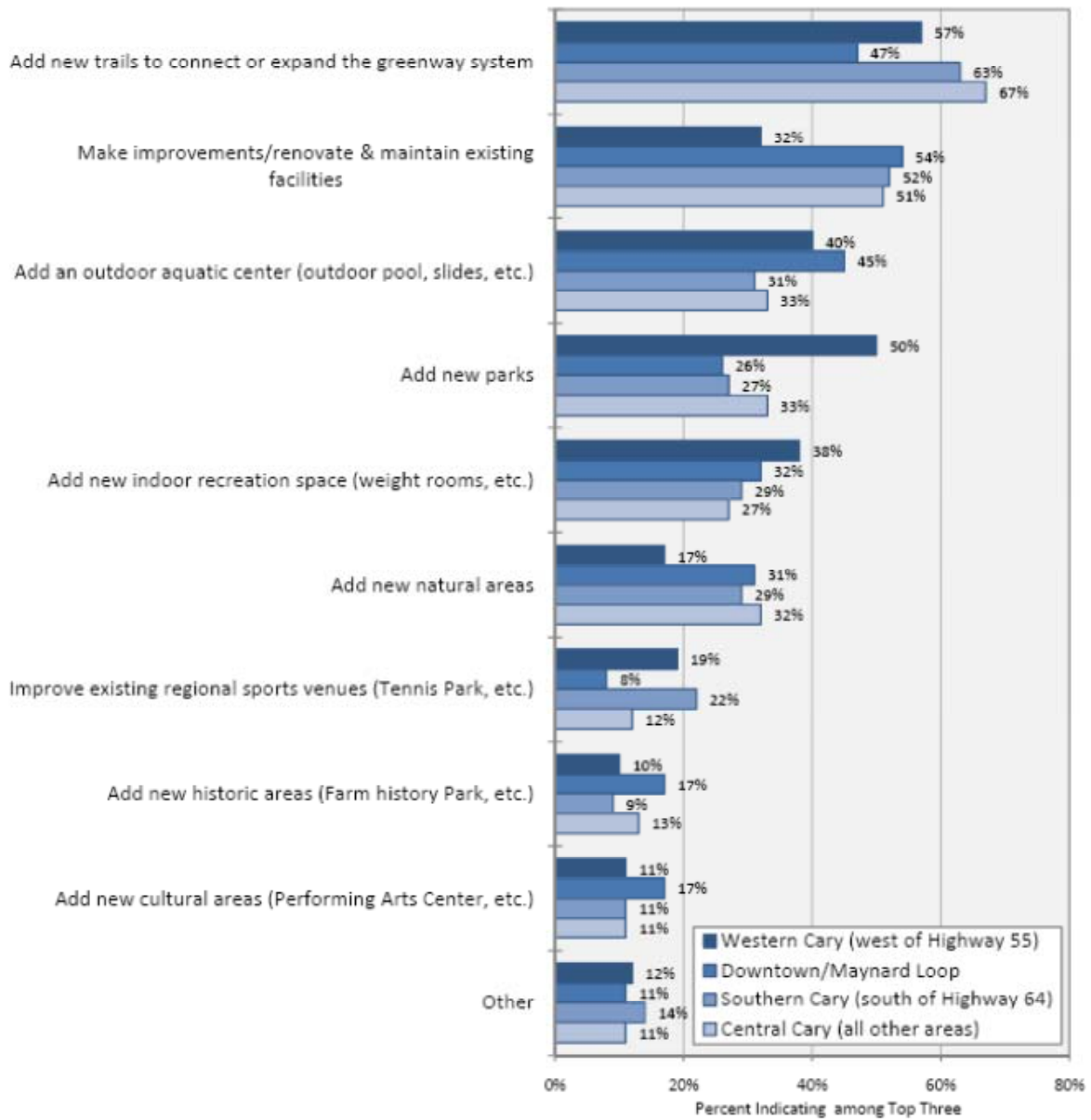
Figure 32 - WHERE FUTURE FUNDS SHOULD BE SPENT (TOP 3 COMBINED)



When looking at responses by area of residence within Cary, differences compared to the overall included the following:

- Western Cary (west of Highway 55): Adding new trails to expand or connect the greenway system (57 percent) was still most important, although residents here were much more likely to also say add new parks (50 percent). They were also more likely than average to say add an outdoor aquatic center (40 percent) and add new indoor recreation space (38 percent).
- Downtown/Maynard loop: Make improvements/renovate and maintain existing facilities (54 percent) was mentioned most frequently among residents here. They were also most likely to say an outdoor aquatic center was most important (45 percent).
- Southern Cary (south of Highway 64): Add new trails to expand or connect the greenway system (63 percent) was mentioned most frequently.
- Central Cary (all other areas): Add new trails to expand or connect the greenway system (67 percent) was mentioned more often here than in any other location.

Figure 33 – WHERE FUTURE FUNDS SHOULD BE SPENT – BY AREA OF RESIDENCE (TOP THREE COMBINED)



Additional comments and suggestions

The survey also provided respondents the opportunity to list any additional comments or suggestions regarding parks, recreation facilities, open space, trails, and programs provided by the Town of Cary. The resulting comments cover a wide variety of topics and issues important to residents, as well as many specific locations of potential improvements or concerns. The full set of comments, which can be found in the appendix, should be viewed in order to understand the extent of issues covered and the specific types and location of these issues.

Overall, there were some major themes that emerged, including better meeting children’s needs; bike paths that connect to each other and make commuting from one place to another possible; there is a following for additional tennis courts; and some consensus that money may be better spent on maintaining what Cary has vs. adding facilities that cannot be maintained.

| Comment Category | Count | Percent |
|--------------------------|--------------|----------------|
| kids/children | 23 | 16% |
| bike paths/bicycling | 18 | 12% |
| tennis | 16 | 11% |
| maintain | 16 | 11% |
| signs/maps | 13 | 9% |
| don't spend/money | 12 | 8% |
| want pool | 11 | 8% |
| dog(s) | 11 | 8% |
| school facilities, allow | 7 | 5% |
| safety/police | 6 | 4% |
| unpaved trails | 5 | 3% |
| track | 5 | 3% |
| sidewalks | 3 | 2% |

- *Large water fountain with play space for children surrounded by public art*
- *There are so many families with small children in Cary. We need more playgrounds and more facilities for kids.*
- *The outdoor activities are fabulous for the grandchildren. Needed are more activities to do indoors when it is 105 degrees or 17 degrees outdoors.*
- *Would like greenways to go somewhere, be able to use greenways to bike from one place to another. For example bike to shopping center to pick up something rather than just being a 'road to nowhere.'*
- *I would like to see a safe and separate bicycle path that the residents could use to bike from one corner of the town to the other. Existing bicycle paths appear to be after thoughts. Residents should be able to bike to their work within the town or to RTP. Biking (using bicycle) is both recreational and environmentally friendly activity and yet, this entire survey missed on bicycling (both for pleasure and work). It would be nice if Cary is a town where bicyclists don't have to compete with automobiles. Cary has educated and environmentally concerned residents who would take to their bike than a car if there is a well thought of bike path that they could use to go around the town. Kids would love to bike to school too.*

- *More sand volleyball courts, indoor tennis facility*
- *Cary Tennis Park is a fabulous venue but more courts are needed to keep up with growth and to allow youth and adult league and instruction to continue to grow. Revenue from tourneys would be good for the community. Indoor courts don't exist in Cary!*
- *I don't think that the Town of Cary needs to waste any more of tax payer's money with building more when they are not maintaining what they have. In addition, the staff for the youth programs is very lack luster to say the least.*
- *No public art. Do not waste tax money on town buildings. No need to spend any more money downtown. Current programs are not communicated. I have lived in Cary for 30 years and in the last 5 years I have not seen one thing advertizing the facilities. No more swimming pools please. No more dog parks. Allow citizens to use school athletic facilities...*

APPENDIX B – PUBLIC INPUT SUMMARIES

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TOWN of CARY

2012 Parks, Recreation & Cultural Resources Master Plan

PRCR Advisory Board/Committees Joint Meeting

S.W.O.T. Exercise

May 10, 2011

On May 10, 2011, the Town conducted a joint meeting of its PRCR Boards and Committees. The purpose of the meeting was to “kick-off” the 2011/2012 Master Plan process. The Boards consisted of the PRCR Advisory Board and the Public Art Advisory Board. The Committees include the Athletic, Cultural Arts and Greenways. The Boards and Committees were divided into 4 groups and asked to complete a SWOT Analysis (Strengths, Weaknesses, Opportunities and Threats) for Greenways, Recreation Programs and Community Facilities, Parks and Open Space and Cultural Arts.

| GREENWAYS – Group 1 | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| STRENGTHS | WEAKNESSES |
| <ul style="list-style-type: none"> • Bond Park Hub • Black Creek & White Oak • Developer Built Trails • Length of greenways for cyclists and runners, etc. • Gentle terrain • Ability to be organized and plan • Great support in community • Connectivity (some greenways) • Level of use • Diverse – variety of types and locations • Plans, regulations, and standards • New signs • Natural areas • High quality parks • Well-maintained • Natural trails are outstanding | <ul style="list-style-type: none"> • Disconnected segments; lack of connectivity on some major greenways; many short, dead-end greenways • Town's reliance on multi-use paths too close to high-speed vehicular traffic. These are NOT greenways • Reliance on multi-use trails – should use sidewalks as connectors and use savings from reduced multiuse trailways to build and expand "natural" greenways • Gates/pinch points at access points, gate design • Shape of Town borders • Low density • Almost all land for trails is along creeks • Lack of community ties – How to make Cary residents feel a part of Cary? • Challenges – bikers vs. hikers compatibility • Roadway crossings • Quality and distribution of parking • Visible trailheads • Downtown connections • Few “natural” options • Need more grade-separated crossings • Same standards • Amenities |

| GREENWAYS – Group 1 | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| STRENGTHS | WEAKNESSES |
| | <ul style="list-style-type: none"> • Multi-use paths • Not well-signed • Note much public information • Length of greenways |
| OPPORTUNITIES | THREATS |
| <ul style="list-style-type: none"> • Connect segments, improve connectivity in Cary • Connections to the region and adjacent systems (e.g., American Tobacco Trail, etc.) • Connections to destinations (e.g., shopping, schools, parks, etc.) • Addition of amenities (water fountains, restrooms, parking, trailheads) • Unpaved / natural surface trails • Focus on completing stretches (vs. tiny segments here and there) • Open up trails to natural features • Use as a true means of transportation • Growth of neighborhoods and neighborhood trail systems • Outside regulations and buffers • Coordination with other jurisdictions • Combat obesity • Incorporate public art • Become useful for short distance commuting • Standards for multi-use amenities • Motor vehicles (?) • Opportunity to be part of a larger regional greenway system • Gate redesign for existing gates | <ul style="list-style-type: none"> • Dept. of Transportation/Western Wake Expressway • High speed roads without grade separated crossings • Finances • Limiting view to Cary only • Difficulty in trail connections (i.e., buy out of property railroad track crossings, etc.) • Support from neighboring communities for connection • Street crossings • Tough Right-of-Way in some areas • Heavy neighborhood resistance • Public knowledge of value of greenways • Lack of pedestrian orientation generally • Slow down in development • Some outside regulations/buffers • Lack of funding • Total development of natural areas • Unsupportive property owners • Need more sensitivity to appearance trail as integral part of greenways - major goal should to not cut down trees in development of greenway • Lack of making greenways a priority in budget process |

REC PROGRAMS & COMMUNITY FACILITIES – Group 2

| STRENGTHS | WEAKNESSES |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Wide variety/diversity of programs • Very good staff – work hard with programs • Responsive to community • Offer reasonably priced activities/affordable • Quality of facilities (top notch) • Co-location of greenways and parks • Keep going forward with locations • Public recreation/schools working together (multiuse of facilities in the community) • A lot of facilities – can rent for different events • Maintained well – 10 year old (still look good)! • Opportunities to practice/play near where folks live (avoid unnecessary travel) • Good planning of facilities • Some greenways connect to other areas of the county • Programs offered for kids to adults • Group activities are offered • Offer fitness classes – no equipment (that’s a concern) – perhaps want to grow into that area • Social dancing is offered | <ul style="list-style-type: none"> • Lack of inter-connective greenways – difficult from paths to roads to etc. • Getting better – mile or two here/there (would be better to access if connected) • Transportation/access to park facilities • Need for practice facilities (basketball, softball, etc.) – very difficult to accommodate – participation continues to increase • As population has grown – co-ed programs haven’t kept up (i.e. 30+ year-old co-ed basketball) – add more opportunities (all ages for adults) • Aquatics (swim lessons) – Town doesn’t offer facilities. Plan needs to assess if needs are being met. • Local neighborhood pools might address issue throughout the summer. • Most private pools are outdoor (YMCA and Triangle Aquatic Center are indoor) • Some of the pools are public – need to pay as go (needs to be addressed) – inventory all pools if possible. • Lacrosse – more and more popular/demand (no programs) • Golf camps as well • Geographic distribution in the western part of Cary |
| OPPORTUNITIES | THREATS |
| <ul style="list-style-type: none"> • Public community center – work to next level – offer different activities (e.g., fitness/work out areas, aquatics, etc.) • Geographic scheduling with younger leagues • 45 minutes across Cary – investment in N, S, E, W league distribution • Same issue in Senior Softball leagues • Types of facilities (maybe rather than mega-center) – maybe smaller scattered centers • Joining Y could be cost prohibitive • Possibly keep families together on one site – multi-generational facility • Lack of childcare (need to consider) – this would free up families to participate | <ul style="list-style-type: none"> • Cost • Lack of financing • Safety • Who staffs • Running on greenways (access) • Competition from other facilities • Reduced costs could effect private businesses |

PARKS & OPEN SPACE – Group 3

| STRENGTHS | WEAKNESSES |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Hemlock Bluffs – unique species flora and fauna, trails, REI grant and volunteer efforts, big affinity for support • Skate Park is very successful- serves certain segment of population • Specific special interest groups exist in Cary and which creates a strong pride of ownership • Kids Together Park • Dog Park • Symphony lake • Facilities – Page-Walker Arts and History Center, Cultural Arts Center • Citizen driven – all the great iconic parks here have been citizen driven with active volunteer groups or strong community leadership • Art in parks • Success is due to community input – we always get community input • We have a lot of good open space | <ul style="list-style-type: none"> • Hemlock Bluffs – only one classroom, outdoor and can be cold, haven’t expanded other nature preserves • Lack of nature preserves • Lack of services for teens, other disk golf and skate park (gap from organized sports to teen who want non organized sports). Hard group to serve. • Service area? We do not have a service area identified, should we? We would have to have a lot more parks if we had a half mile area service area. • North-west area is light in parks even with land banked land. Need a community center up there like Bond Park |
| OPPORTUNITIES | THREATS |
| <ul style="list-style-type: none"> • More preservation areas • Link open spaces, wildlife corridors for wildlife movement, • What do we want to see more of? More neighborhood parks or more crown jewel parks? Keep focus of working with staff – good precedent set for Walnut Creek Park • Inside the Maynard Loop look for opportunities, and don’t buy expensive land (not talking about Town Center Park) • Inside Maynard Loop not a priority?? Or is it? People will move out west because will have more greenways and services. • Town Center Park – needs to be a flagship urban park, not what we are used to. Tivoli Gardens, amphitheater, need an urban park and need examples from elsewhere with beer gardens and enclosure 18 hours a day. • What ratio do we need of active vs passive? Take some of the pressure off of Bond Park • Larger library downtown in relation with Town Center Park • Town Center Area Plan and Streetscape – build off of these initiatives – need some planning | <ul style="list-style-type: none"> • Need a standard for “non-jewel” parks in neighborhoods, keep a balance and keep the identity • Economy has kept us from keeping up with growth like we used to be able to • Town center park – will need some education to understand economic development |

CULTURAL ARTS – Group 4

| STRENGTHS | WEAKNESSES |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Wide spectrum of age groups • Very Diverse – multi-cultural groups • Good partnering with community groups • Facilities (All of the building) • Collaboration amongst cultural arts players. Making art happen together across disciplines (e.g., visual, performing) • Outstanding staff that is supportive • Strong community support • Strong and loyal community support for events (Lazy Days, symphony, etc) • Wonderful examples of public art throughout Cary • Signature facilities and events (e.g., Divali and Koka Booth, Lazy Daze, Summer fest series, Applause, Cross Currents Chamber Music Festival) • Good diversity of programs | <ul style="list-style-type: none"> • Getting the message out to make people aware of facilities and programs • Need a bigger theatre venue; the new Cultural Arts Center (CAC) capacity is only 400 • Cary is a large geographic area that is hard to serve • Lack of artist studio environments • Nothing with digital media • Public art is not evenly distributed |
| OPPORTUNITIES | THREATS |
| <ul style="list-style-type: none"> • Planning for future facilities and programming is in place • Good “Cosmopolitan” residents that come from a background of the arts and expect that in their community. Rom for more improvement in this area. • Cross-pollination of user groups and programs to be accommodated at CAC will yield more opportunities for growth • Create a (concentrated) point of center for the cultural arts in the downtown area (e.g., Arts District) • Western part of Cary has a great opportunity for public art • Consider a data base amongst performing arts facilities for listing of events. (i.e., one-stop shopping). • Opportunities for expansion of Senior center • Jordan Hall new availability for cultural arts use | <ul style="list-style-type: none"> • Growth has been stymied by limitations of facilities • Lack of funding • Other competing facilities and organizations (DPAC, Raleigh, etc.) • Possible loss of Jordan Hall to other uses • Lack of a plan or maintenance of historical resources |

TOWN of CARY

2012 Parks, Recreation & Cultural Resources Master Plan

Focus Group Notes

A series of focus groups were held in June, July and August 2011 to obtain input from stakeholders on a variety of topics: indoor and outdoor athletics, community centers and special use facilities, parks and open space, and cultural arts, greenways and venues. After a project overview of the Parks, Recreation, and Cultural Resources Master Plan was provided to attendees by the Planning Team, community and staff stakeholders discussed a series of questions related to the focus group topic. The following are discussion notes from each of focus group meetings.

Indoor and Outdoor Athletics Focus Group

Monday, June 6, 6-8 pm

Attendees: 23 (from sign in sheet)

Indoor Athletics Discussion Summary:

Gym space is lacking, especially at the neighborhood level. There was an expressed desire for a field house type of “venue” facility where multiple non-basketball type sports could re-locate and share space; for example, table tennis, volleyball, etc. and other potential Olympic Trial-type sports. Indoor tennis courts would be a great addition to the Tennis Center. Also lacking in the system are leisure and warm water therapy pools, ice skating, and fitness amenities (weight room and cardiovascular fitness for the recreational athlete and persons who desire a workout space).

Outdoor Athletics Discussion Summary:

There was agreement that the overall quality of athletic facilities was very high in Cary and that there was a high demand in the area for these facilities. Due to this high demand, the supply of fields during peak times did not appear to be meeting the demand to serve Cary residents. There was a desire for residents to have more access to Cary’s Sports Venues (USA Baseball and WakeMed Soccer Park) and for those facilities to be generating income at least to cover expenses for regional and national tournaments. There was an interest in grouping multipurpose fields as well as sand volleyball courts to better accommodate practices as well as tournaments. There was a desire to have more multiuse fields rather than specialized fields. Other suggested solutions included adding artificial turf fields and lights to existing fields to extend play and to partner with the schools to convert some fields to artificial turf. There was also a desire for more coordinated scheduling of fields between different providers to make scheduling more customer- friendly.

In addition, there was also an interest was expressed in having a variety of trail surfaces – some participants felt there is currently a lack of soft surface (not paved) trails for runners and bikers and a location to accommodate cross county meets.

Indoor Athletics Breakout Discussion Notes:

- What indoor facilities (including tennis) in the Cary area do you or members of your organization use for athletic programs/activities?
 - Bond Park – hiking, cultural arts, Koka Booth Amphitheatre
 - Basketball
 - All indoor community centers for table tennis – wonderful but small
 - Tennis meetings
 - Community Centers – basketball, volleyball, table tennis
 - Lifetime Fitness – weights and cardio, soon they’ll have an outdoor swimming pool
 - Cary Tennis park is a model for tennis per USTA – need all kinds of additional courts
 - Wake Med Soccer – outdoor soccer and support facilities
 - USA Baseball
 - Venue –style development generates significant economic impact – continue that
 - Active senior center – the building is busting at the seams
 - Other facilities outside of Cary – convention centers
- What are the strengths of the current indoor facilities for athletic programs/activities?
 - Venue style – destination facilities
 - Well maintained and attractive – clean – done right
 - Operated professionally
 - Added cultural arts and gallery space is unique
 - Layout of the tennis park for multiple events happening at the same time in different sections with the courts in bays – showcase events
 - Quick start courts – and lines at 60’ – placed Cary in the forefront of youth tennis
 - Positive – “we can do it” and “what do you need” – attitude, from the Mayor down
 - Staff professionalism; they have a respect for and desire to get feedback from the public
 - Gyms are flexible spaces – not single court size – all have curtains to divide them
 - Support amenities like restrooms, etc.
- Are improved or additional indoor athletic facilities needed in the Cary area?
 - If yes, please describe (e.g., what facilities, why are they needed, where are they needed, etc.)? Don’t compete pitting one sport against the other
 - Tennis
 - 10-12 indoor tennis courts (8 minimum) – Cary is the center of the state, the sport is growing, only indoor courts are at the university or are in Raleigh – place the indoor courts at or near the Tennis Park
 - Tennis Park needs meeting spaces/room and more space for public to wait and gather
 - Outdoor clay courts in multiples of 6, 18 would be perfect – the only clay courts in the area are in private centers – clay is good for senior courts – can be programmed year-round – locate them west or south near a community center where they can be maintained and have constant oversight (need to sweep, line, and water daily)
 - Table tennis in the indoor tennis center or a stand-alone facility – 45-50,000 square feet – wood floor or sports court floor is great – 2012 US Olympic table tennis trials will be held in Bond Park – you can get 6-7 tables per gym so you need to build 4 times the size of a gym with dividers

- Flex center for an indoor venue – west in new Cary – by USA Baseball Center – like a field house – 8 basketball courts, indoor turf possible, volleyball, badminton – this facility can be shared among all sports – like the Greensborough Sportsplex – mega indoor field house from a converted warehouse – this would be the missing “venue” facility
 - Have all sports participate in a design charrette
 - Indoor gyms are lacking – no shock clock, no skybox – Cary rents local schools for programming
 - Aquatics – rehab and warm water therapy pool, leisure pool (let competitive be handled by the universities)
 - Grace Christian School and other private schools needs athletics space
 - Spectator seating for indoor athletics
 - Sand volleyball
 - In your opinion, who are the best providers of these additional facilities?
 - Town of Cary – a proven provider – consistency in services – equitable services and assured funding
 - The private and non-profits are doing a good job with the aquatics, but aren’t filling the demand
- Are there opportunities for partnerships to improve or expand indoor athletic facilities and/or programs? If yes, please describe.
 - Local clubs as long term tenants
 - USTA – have funded enhancements and technical assistance through grants
 - USATT – if you can get regional training center designation, operating cost assistance comes with it
 - Sports associations and clubs
 - Schools (elementary schools are really cooperative – middle and high school use is more difficult – also most schools have site-based management which means the cooperation can vary from location to location – the schools use the Town’s tennis facilities)
- In your opinion, what is the top athletic facility and/or program priority in the next 5-10 years? Why?
 - Aquatics, Tennis, then multi-use field house
 - Indoor tennis due to growth and demand, then field house
 - Field house with designated table tennis space (table tennis and three other Olympic sports may be willing to participate too) – this type of facility can be open and used 24/7
 - Indoor tennis courts because our national tennis presence is known, then field house, lastly aquatics
 - Field house
 - Balance between residence using athletic spaces and external users
 - Gym space lacking for both user groups
 - Internal programming conflicts – residential use
 - Tennis is self-sustaining – so grow that

- Other
 - Field house/community center on west side is a good idea
 - Small community centers – decentralized neighborhood centers
 - Location is critical – it takes 45 minutes in cross town traffic – 540 will make a difference
 - Cary uses GIS for placement of the 10 and under league play, based on team residency area
 - Use green technology and ADA in the design process
 - Things tend to become overly popular
 - Pull some of the sports out of the gyms and provide a “hub” special venue for them, this would free up gyms for basketball
 - Has Cary ever thought about an ice hockey rink? Combo with pool and fitness?
 - Indoor track?

Outdoor Athletics Breakout Discussion Notes:

- What outdoor facilities in the Cary area do you or members of your organization use for athletic programs/activities?
 - Multipurpose fields (e.g., soccer, football, etc.) – park full-size soccer fields such as Middle Creek Park, WakeMed Soccer, school fields, other municipalities
 - Sand volleyball – Green Hope and North Cary Parks, other cities such as Raleigh and Apex (but quality is not as high as in Cary)
 - Cycling – greenways, WakeMed Soccer
 - Cross Country – Green Hope, trails at Bond Park (but less desirable for running now that they are paved)
 - Other providers – use of other outdoor fields (and indoor spaces) of other municipalities including Raleigh, Morrisville, Durham; also use church fields and public and private schools
- What are the strengths of the current outdoor facilities for athletic programs/activities?
 - WakeMed amazing facility – for cross country and soccer
 - Having local access
 - Nice soccer fields next to park amenities such as playground in Middle Creek Park – are a draw for Latino families
 - Facilities indoor and outdoor top notch, reservations are well handled, but hard to get
 - Town commitment to quality – this attitude must continue
 - Small urban parks, access to parks, greenways
 - USA Baseball
- Are improved or additional outdoor athletic facilities needed in the Cary area? If yes, please describe (e.g., what facilities, why are they needed, where are they needed, etc.)?
 - North Cary and Green Hope sand courts – quality of sand, lights good, nets; more courts together (8-12) for tournaments
 - Soccer – more fields, turf fields, lights; increase use of what you have (lights and turf) and keep quality; pretty well-distributed except for west Cary
 - Many facilities are full, hard to rent/gain access
 - Lack of transportation for kids to get to parks afterschool, schools to parks – need more buses
 - Not enough running trails, most have been paved (e.g., Bond Park)
 - Trails – disconnected due to growth patterns, dead ends, would be good to connect to American Tobacco Trail; pedestrian access; one of goals is to connect segments; have been adding trail signage; don’t want to see all hard, paved trails

- A lot of single purpose use facilities – soccer, baseball; more flexible multi-use spaces could be considered
- Amenities – drinking fountains next to sand volleyball, water access; lack of shower facilities or changing facilities/locker room
- No place for cross country meets; can run on weekends at Umsted State Park but cannot hold meets; need soft surface trails
- Baseball
 - Central Carolina Men’s Senior Baseball League (around for over 20 years) use USA Baseball – hard to get access; also Bond Park facilities are hard to access; have had difficulty scheduling yet majority of league participants are Cary residents
 - Lack of availability of baseball diamonds and scheduling concerns
 - Scheduling – USA Baseball coordinates scheduling several months in advance (information goes out to coaches in Nov. or Dec. and the schedule is finalized in January)
 - Need more grass infields and baseball fields
 - More demand than supply of diamonds to accommodate needs (Senior League)
- Have sports venues that bring in revenue – we have to keep these facilities good so people keep coming
- One solution is to have more multiuse fields rather than specialized venues; need football fields (playing football on baseball fields at Bond Park); need turf fields
- Practice and game fields – schedule separately
- Would rent fields from WCPSS but groups have to cut grass and care for fields – Cary school fields
- It is better to concentrate fields than have them scattered – more fields grouped together – both for practice as well as tournaments; more efficient in maintenance (like Castle); co-locate types of sport facilities
- There is no public no golf course – a 3 hole course could introduce kids to the sport
- Are there opportunities for partnerships to improve or expand outdoor athletic facilities and/or programs? If yes, please describe.
 - Town of Cary could partner with schools to put in turf fields and Cary could get first rights for use; most school fields are already lighted
 - Example – Holly Brook schools maintained by parks and recreation department
 - Joint use agreements – have successful examples in Cary
- Willingness to pay?
 - Fees – USA Baseball fees are comparable to Durham Athletic park (and less than Wake County); Bond Park rentals are a little lower
 - Willingness to pay – yes, within reason if you’re getting something for it
 - Beach volleyball – okay if we find a sponsor for tournaments; more courts with visibility needed; recently started charging user fees
- Revenue sources
 - Tournament facilities – if WakeMed added turf fields could extend play and revenue
 - Spectator events – rent from Durham because they have seating/bleachers (indoor and outdoor); Cary could add more spectator seating to athletic facilities and generate more rental revenue
 - Is Cary willing to have a private vendor run a facility like sand volleyball (tried with Tennis Park, didn’t work)? Town would have to look at on case-by-case basis

- In the past Town residents have had a high tolerance for bonds for infrastructure/ capital projects; can't fund capital with fees
- Regional and local use
 - Open space policy is crucial as development occurs – protection of open space
 - Sports Venues – seems like they should cover operational costs; needs to be a better balance in terms of local access for use; public assumes that Town is making money off of big tournaments
 - Cary Academy doesn't offer summer programs anymore because can't access fields
 - Needs to be better balance for local needs; quality of life and facilities is the key
- In your opinion, what is the top athletic facility and/or program priority in the next 5-10 years? Why?
 - Centralized regional booking system for sports facilities – churches, Wake County, etc. – costs, etc.; pooling resources – now everyone is separate
 - More co-located fields (e.g, to hold tournaments, to provide access to families with multiple children playing sports, ease of maintenance, etc.)
 - Add synthetic turf and lights to existing fields – partnerships with schools, kids can play in their neighborhood

Community Centers and Special Use Facilities Focus Group

Tuesday, June 7, 9-11:30 am

Attendees: 29

Community Centers Discussion Summary:

There was discussion that the gyms are overcrowded. Fitness amenities are missing at the community centers and an ice arena would be a good new special "venue" facility. Recreational and exercise swimming was identified as lacking, as well as learn to swim lessons. Affordability and access for all was discussed, as well as the Town having a role in addressing the obesity epidemic. Challenges with the cooperative relationship/use of school facilities needs to be addressed as it was expressed that schools are part of the solution to fulfilling the need for public use of space. The Town of Cary needs a county-wide policy to deal with the schools and we need to design schools for the entire community. There was lots of discussion regarding the cost/benefits of decentralized versus centralized facilities. The hub or "venue" concept for specialized facilities is great, but perhaps strategically placed multipurpose centers are a more sustainable model going forward with diverse offerings. In addition, these one-stop facilities can offer a variety of programs or amenities for different interests and age groups at the same time so the family unit can go together and play separate at the same facility. Lastly, there needs to be an emphasis on accessibility and sustainability, in the placement, design/construction, and operations/maintenance.

Special Use Facilities Discussion Summary:

New indoor tennis courts, ice rink, fitness amenities, and aquatics were discussed. In addition, more skateparks in other parts of the Town are needed and there is a general lack of available gym space. More community gardens and a focus on STEM programming or facilities are desired. The vacant Kroger facility was mentioned as an opportunity.

Community Centers Discussion Notes

- What indoor recreation or community centers in the Cary area do you or members of your family use for? What indoor recreational facilities do other people you know use?
 - All community centers and senior centers
 - Herb C. Young – convenient for work
 - PRCR Advisory Board Member – rented Bond Park and Page Walker as a gathering space for family
 - Bond Park and greenway trails
 - Live in Apex – use Bond park, community center for community meetings
 - Bond Park, shelter rentals and room rentals for Herb C. Young
 - Middlecreek Community Center
 - Senior center used weekly, Page Walker for arts and plays, Herb C. Young for children’s theater, Bond is too far west to use
 - Bond Park and Page Walker
- What are the strengths of the current community centers?
 - Staff – easy to work with, great personalities, their experience and level of customer service
 - Overall maintenance and upkeep
 - Hours and ease of access
 - Strong programming and diversity of programs
 - Equipment condition (like basketball rims and amount of balls available)
- In your opinion, are there any indoor recreation needs for Cary residents that are not being met? If yes, describe.
 - Gyms are maxed out – Basketball and other sports don’t have opportunities for playing time – everyone wants the gym space at the same time – need spectator sized gyms
 - Fitness/workout facilities – many cannot afford to join the YMCA or a private club – fees are an issue for a lot of different socio-demographic groups of people, including non-residents
 - Ice rinks (an area private facility is closing down) – there is a potential development in the Briar Creek area
 - Storage area
 - Indoor tennis courts – trying to make the Tennis Center a youth USTA training center
- Do you or members of your household have a need for aquatic facilities (e.g., indoor leisure pools, outdoor leisure pools, splash pads, etc.) or programs/activities (e.g., lap-swimming, learn-to-swim, etc.)?
 - Swimming – recreational or exercise – some don’t live in an area with a swim club or have access to the YMCA
 - YMCA or my local pool is too crowded at certain times
 - Need senior therapy swimming access because all the lanes are used up with adult lap or family
 - No access to kids play areas
 - Lifetime Fitness – need swim lessons
 - Triangle Aquatics Center (TAC), YMCA, Lifetime Fitness and HOA’s
- Are improved or additional indoor recreational facilities needed in the Cary area?
 - If yes, please describe (e.g., what facilities, why are they needed, where are they needed, etc.)?
 - What role should the Town of Cary play in responding to these needs?

- While there are private providers doing this, affordability is a big deal – perhaps the Town would fulfill a family focus
- YMCA does provide scholarships but they run out of money quickly, and to qualify for the sliding scale or the scholarship you have to be at the bottom of the income scale
- Fitness and golf – public/private competition issue – the stratus of entry into the activities or price point prevents many people from participating – this could actually be viewed as a public/private partnership
- Obesity epidemic – Town has a role in providing fitness
- Without my involvement in public recreation, I wouldn't be where I am today
- Cary can be a role model for the nation
- Shared school/recreation co-location – positive for some of the traditional sports – challenges and issues include safety, security, access, and site-based management decisions – there is a disconnect with the schools and what they are working on; site design is not always connected to the community – walking access is not always adequate – some school partnerships are working well – gyms are often too small with storage areas not conveniently located
- What should be the future community center model for the Town of Cary? What types of spaces should ideally be included in new community centers?
 - Should the Town of Cary build a greater number of smaller community centers with fewer amenities? Or..... Should the Town of Cary build fewer, but larger, multipurpose regional recreation centers (incorporating gyms, pools, fitness, and multipurpose rooms to accommodate a variety of programming, and other amenities)?
 - Size matters – types of flooring – flexibility of spaces – storage and seating capacity – we want to get the most for every dollar we spend – want to accommodate as many different uses as possible
 - Herb C. Young is referred to as a “cafegymatorium” – multiuse rooms
 - Hub/specialized facilities = smaller costs, more travel time often by car, greater efficiency, less accessibility
 - Decentralized facilities = greater operating costs, less driving, greater aggregate costs, greater accessibility – may address aging population and those with less transportation/mobility issues
 - Long term financial viability – many small groups may make it manageable now, but what happens in the future?
 - Joint use is a key – need a county-wide policy to deal with the schools – need to design schools for the entire community – need heating and cooling control on site versus centralized controls
 - perhaps solves field use (practice)
 - perhaps solves local gym use (basketball)
 - perhaps solves some classroom uses
 - State statutes determine who and what uses
 - Should the model for community centers incorporate spaces for cultural arts, seniors, teens, etc.? Or is there a need for stand-alone specialty centers?
 - Hub for specialized facilities is great, but multipurpose centers is a more sustainable model going forward with diverse offerings
 - How long would you be willing to travel to get to a multipurpose recreation center?
 - 10 - 15 minutes is fine
 - Offer programming for different age groups at the same time for the entire family – I'd then drive 20 minutes

- 10 minutes or less increase frequency of visitation
 - 20 minutes equal staying there longer – add coffee shop and lounge area for hanging out – fitness for adults with youth classes – co-locate with library –offer free wifi
- What are your thoughts about how community centers can be run most efficiently and effectively? How can sustainability be incorporated into the design and operation of centers?
 - Accessibility and transit – walking/biking and public transportation
 - Community centers using learning centers through the interpretive element for the building, gallery spaces, architecture as art, teaching on “green design” – LEED certified
 - Add daycare for youth and older adults
 - Provide evening preschool programming
 - Smithfield and Hillsborough are great facilities/models
- Are there opportunities for partnerships to improve or expand indoor facilities and/or programs? If yes, please describe.
 - Hillsborough used private/public money and had a major capital fund raising campaign
 - Asheville model – 50,000 sq. ft.
 - Active Recreation component
 - Cultural Arts component 10,000 sq. ft.
 - Community Engagement component – Culinary Kitchen, Community Garden
 - Use the Olympic training support and special groups to come together to put their money behind it to get some set space or time... during the day have Olympic training
 - Ice – US Curling Association
 - US Senior Championships – court space

Existing Town of Cary Community Centers:

- Bond Park
- Herb C. Young
- Middle Creek

Special Use Facilities Discussion Notes:

- Are improvements needed to these facilities (i.e., Nature Center, Senior Center, Boat House)?
 - If yes, please describe (e.g., what facilities, why are they needed, etc.)?
 - Stevens Nature Center lacks adequate staff, space or maintenance funding – needs improvements
 - Transportation to specialty venue facilities is needed
- In your opinion, is there a need for other special use facilities (indoor as well as outdoor such as disk golf, skate parks, dog parks, etc.)? If yes, please describe.
 - Ice
 - Transportation to skate park
 - Skate parks in other parts of the Town (South)
 - STEM – and other non-sport recreation – science center
 - Aquatics
 - 3-hole golf training facility
 - Cultural diversity events and indoor festival space
 - Community outreach efforts for the Town every other week – need space for meetings across the community
 - Indoor Tennis

- Community gardens and farmer's market (public/private) – connected to the greenways with a large pavilion space – senior garden has a waiting list
- Meeting place facility
- Field house would free up some of the current community center spaces
- Centralized booking agency (or technology – your CLASS system should be able to do this and your computer system)
- Regional planning approach to facility and field scheduling
- Community center within a commercial/shopping development (grocery)
- Vacant Kroger facility should be used
- Creative architectural solutions for flexible spaces – gazebos which enclose in winter – build for expansion (second floor, etc.)
- Disk golf
- Spaces need to be designed for sheltering and disaster relief
- As we move into Chatham County – great opportunities for environmental center, retreat center, and overnight use – could also meet corporate retreat space needs
- Place to take injured animals – vet partnership for wildlife rehab
- Multi-generational use to assist with the migration of seniors to the area
- Are there opportunities for partnerships to improve or expand special use facilities and/or programs? If yes, please describe.
 - REI
 - Senior services or gaps in assisted living facilities (have to typically bring programming to them due to the average age) – partnership with Town to use their pools
 - Senior services definition are broadening
 - Pay attention to the materials we have in senior centers and community centers – seating is too painful or soft, need chairs with arms, etc. – need different ergonomics – bathroom assistance
 - Partnership for wildlife displacement and injury
- In your opinion, what is the top special use facility and/or program priority in the next 5-10 years? Why?
 - No point building a facility if you don't have programs in them
 - How do we get our information in front of you – funnel info and proposals through Town

What's the land that has already been purchased for Cary – this would shape our thoughts of what should/could be built

 - Make whatever we build close to passive and active transportation
 - Accelerated phase 1 – instant community watch with disk golf (this service can be moved around as needed when development occurs – does not need a permanent location)
 - Economic development opportunities spurred by our development – property values impact - use banked land for a land swap for a better parcel

Parks, Open Space, and Sustainability Focus Group

Tuesday, June 7, 1:30-4 pm

Attendees: 23

Park, Open Space, and Sustainability Discussion Summary:

There is a considerable positive embrace of Cary's current parks and greenways. Despite this, there is an ongoing desire for greater connectivity to facilities, parks, and services through a well planned greenway system. This is considered a priority. In terms of future open space, some respondents recommended the Town do a better job of communicating what it has preserved and has land banked for future parks and open space. Most citizens do not know that the majority of the needed parks in west Cary have been acquired.

There is a desire to balance passive and active uses as well as define what is meant by terms like open space, natural/native, un-developed, etc. Making the downtown a parks and recreation destination including through greenway connections is desired. West Cary is lacking in amenities/components and facilities. There is considerable appreciation for the historical buildings and lands that have been acquired and a desire to utilize these for community use, but still a concern that these be appropriately preserved. The high quality of maintenance and service is a Cary expectation, so don't forget the longer term operating and maintenance funding. Keep working toward "green" park and building design and operation standards.

Parks and Open Space Discussion Notes:

- What are the strengths of the current park system?
 - Greenway system
 - Connects park to park
 - LOS is great – can live anywhere and be close to a park – by car 5 minutes – lots of people are within walking distance
 - Diversity
 - What's the one thing you would say about the Cary parks that makes you proud of?
 - I can get to Bond Park by the greenway
 - High quality – kept up, well-maintained
 - Diversity of experiences
 - Bathrooms
 - What's the one thing you would you could improve about the Cary parks?
 - Wish we could get to the parks without getting in the car – ride to the park safely
 - Seems to be good distribution of parks in the western portion of Town (based on 2003 map). Good progress on greenway network. Several large parks that seem to be designated for mixed use (submitted via email by Jon Scott from Triangle Land Conservancy)
- What is needed to improve the park system (current and future)? What are the top 3 priorities: in the next 5 years, in the next 10 years?
 - Pedestrian and bike accessibility – multi-modal access – transit too. Tie transportation to greenways
 - Diversity of use – mountain biking, etc. provides access to uses
 - At what point will the new Cary Arts Center become the cultural hub and push for the Town – the Town views it as the start – the next will be to bring more festivals to downtown – new 395 seat theater – new design for a plaza

- Greenway access to downtown
- Energy efficiency - New facilities built to high environmental standards – LEED
- Parks need to be considered as part of larger watershed and be used to protect each watershed
- Passive activities to connect to nature – how is the balance passive to active/developed – Cary has leaned toward the developed parks
- What about West Cary – What are the pressures and how will new parks behave?
 - Schools always leave Cary for fieldtrips – we need something educational in Cary – strawberry picking, agricultural park or working farm, community garden/farmer’s market with education, Pizza Farm (Illinois), etc.
 - Advocate the significance of the White Oak Creek Greenway. Last missing link to the ATT within region. Segment of the East Coast Greenway. Partners include CAMPO, Wake Co., Apex, East Coast Greenway Alliance, etc.
 - Hemlock Bluffs does an excellent job with natural areas w/ developed spaces. Think critically about using undeveloped space. Hemlock is the model of balanced design. Greatest opportunity is to do this w/ new parks.
 - Respect historic heritage and capture the story in the design/development – structures or view corridors – develop identity. Honor heritage. Wake Co history is one of small farms.
 - Dogs off-leash areas in natural area, .on trails or along greenway.
 - Need neighborhood advisory groups to assist the town in planning.
 - People are looking for off-road greenways to get to town facilities. Various trail systems need to be connected
 - More access needed to ATT for residents living in Carolina Preserve. Improved access to the American Tobacco Trail from the community
 - Increased accessibility – safety – connect to schools, better relationship of greenways to retail.
 - Top three priorities – 1) land acquisition for new parks, expansion of existing parks, and greenway corridors, 2) completion of key greenway corridors, 3) open new parks or update facilities on existing parks (*submitted via email by Jon Scott from Triangle Land Conservancy*)
- What are ways that the Town of Cary could incorporate sustainability into park planning, design, and operations?
 - Sustainability of new Park development
 - Travel distances to parks, facilities
 - Travel modes feasible to/from parks facilities
 - The biggest carbon footprint associated with parks facilities is likely to be associated with travel to and from the facilities by Cary residents and workers. Reducing that footprint should be a driving philosophy. Therefore, those impacts should be a key facility siting criteria.
 - Park, greenway, and facility siting criteria should include Transit access as a key criteria
 - Sustainable site design to facilitate adaptive re-use of facilities over time, expansion over time, etc.
 - Green and low carbon footprint building design principles
 - Low impact development stormwater management at town sites
 - Ability of parks facilities to adapt to changing demographics in client neighborhoods, such as meeting recreation needs of seniors, immigrants, etc.

- Adjacent and nearby economic development opportunities and synergies should be another key facility siting criteria; put facilities in areas where the facility can either stimulate symbiotic future development, and/or where future growth will place users in close proximity to parks facilities
- Low impact development for long term operations - The Black Creek has been impacted by runoff. Trail is damaged. Low impact development that efficiently deals with storm water runoff is needed. Work w/ nature. Don't fight it.
- If LID, use for educational purposes. Take advantage of opportunity.
- Recycling – future benchmark. Encourage in parks
- Strategic design purposes needed for facilities. Do so from the outset. LEED for neighborhood design. Measures connectivity for parks. Building design/orientation – zero waste design, LEED standards
- Deliberately setting up the projects with budget dollars for decision points for connectivity. If constructing a park, add in cost to add in connectivity.
- Consider how people get to the parks in a green manner. Locate parks so people do not have to drive.
- Cary Parks – Positive aspects
 - Can ride a bicycle to Bond Park from house
 - Quality of the parks
 - Diversity of experiences
 - Most have bathrooms
 - New – landscaping is nice
- If changed....
 - Wish more parks were accessible by bike
- What's the status on the Town's decision for LEED requirement (we are a design/build Town)
 - LEED certifiable but perhaps not ready to certify (add \$45K to a recent project)
 - Issue of LEED for facilities – Council agreed to fund to make fire station LEED certifiable. Was not ready to make decision to mandate all bldgs.
 - Need to get more experience with the process
- Other thoughts
 - MP can discuss amortization/payback period that the community may be willing to consider, and cost/benefits, and recommend that new development of parks look at the LEED opportunities – design standard language
 - Do a better job of communicating what we own/have
 - Overlay density with development planning
 - Define what is meant by terms like open space, natural/native, un-developed, etc.
 - Misconception that developed means we will remove the trees, or that an open grassy area means it can have an organized activity or free play
 - Collaborate with a real estate group for the value of Cary Parks and how to communicate this
 - Use Trust for Public Land info for the value of parks
- Maynard Loop Redevelopment
 - Large medians like the Maynard Loop are nice too
 - Two lane road with bike/walk emphasis
 - Change the transportation plan from 6 to 2 lanes

- Urban gardens/community gardens in the downtown
- Light Rail stations with mixed use – 5-15 years out
- Commuter rail from Durham to Raleigh
- Framework plan without transit to support it yet
- Do we go higher density?
- Do we add buffers?
- What will bring people to downtown?
 - Downtown park
 - Gravel walks in loop
 - Linear Parks – link to larger and smaller places
 - Intense walkability
 - Pocket parks
 - Rest and shade along walks
 - Keep the Root House – keep what we have – don’t make a downtown with parking lots and skyscrapers – have the development fit in
 - Use technology – tweet your location
 - Need places for kids to play
 - The Town Green
 - The expanse of downtown – reach – connection
 - “In the Loop”
 - Little shops with green spaces out back to sit/socialize
 - Eat and drink spaces
 - Period houses and museums
 - Incompatible sidewalk materials need to change (brick spacers and cobble stones)
 - Gaps in sidewalk development
 - Stated preferences for businesses that use our planning standards – encourage businesses that support the community like grocery stores, etc.
 - Rain gardens and storm water ponds for community to walk around
 - Plan for the other wildlife issues that some of our designs will attract
- Evaluate opportunities for connectivity beyond greenways – sidewalks, bike routes and bike lanes, providing citizens the opportunity for alternative transportation within the park system (submitted via email by Jon Scott from Triangle Land Conservancy)

Natural Areas and Habitat Corridors *(the following comments were submitted via email by Jon Scott from Triangle Land Conservancy)*

- What are the strengths of Cary’s current open spaces and natural areas?
 - Greenway network including American Tobacco Trail and regional nature of greenway system. Several large parks which are or will be connected by trails. Some remaining rural sections, which capture the past bucolic nature of the area.
- What are opportunities to improve Cary’s green infrastructure to facilitate greater connectivity (e.g., wildlife habitat and corridors, greenways, etc.)?
 - Wildlife corridor along White Oak Creek; connectivity to Jordan Lake Lands from multiple points; connectivity between existing parks; closing existing gaps in greenway corridors; continue work with developers to set aside important open space that provides trail connectivity, wildlife habitat corridors and water quality protection.

- What are priority areas for open space land preservation in Cary?
 - White Oak Creek, Swift Creek, protection of Jordan Lake watershed and drinking water supply, corridor along American Tobacco Trail (preserving viewshed and rural character), National Register Historic Districts (Green Level, Carpenter). Explore ways to protect remaining productive farm and forest land.
- What strategies should the Town use to preserve open space?
 - Purchase of land, conservation easements, promotion of conservation tax benefits (Federal and State of NC) for donation or bargain sale of land or conservation easements, partnership opportunities (grant writing, acquisition, stewardship) with Triangle Land Conservancy, Wake Soil and Water Conservation District and other conservation organizations in Wake County. Evaluate open space requirements for future developments and ensure developments are providing adequate open space that maximizes public benefit (water quality, recreation, wildlife). Evaluate zoning within open space priority areas (e.g., land within National Register Historic District that is zoned as commercial could be rezoned to residential or another designation to reduce property tax burden). Consider new fees or ways to generate revenue for open space acquisition – example would be the Upper Neuse Clean Water Initiative where Raleigh recently introduced a 1 cent per 100 gallon fee for all water users to raise money for acquisition of land and conservation easements along stream and river corridors to protect water quality.
- What are ways that the Town of Cary can improve environmental stewardship and care of its open space lands?
 - Perhaps develop a volunteer program where citizens can become involved in caring for open space; contract with Triangle Land Conservancy or other conservation organizations on management of nature preserves or monitoring of conservation easements. Work with NCSU or other organization to develop management plans for properties or portions of properties that will be maintained as nature preserves or will have minimal development to maximize conservation benefits. Invasive species management.
- What are ways that the Town of Cary could incorporate sustainability into open space planning, design, and operations?
 - Explore LEED certification for new park structures, develop prioritization system for future open space acquisition, partner with Wake Soil and Water Conservation District to implement best management practices (e.g., rain gardens, cisterns, riparian buffers, etc.).

Cultural Arts Focus Group

Tuesday, June 7, 6-8 pm

Attendees: 38

Cultural Arts Discussion Summary:

There was a desired expressed to define Cultural Arts in the broad sense. A larger 1,000-1,100 seat performance venue and the digital arts center may still be lacking. There may also be a need for a convention center type of facility to handle all the diverse groups wanting festival/event space. There is interest in the Page Walker Art and History Center and Cary Arts Center “bookending” the downtown art hub, as well as offering cultural arts programs and experiences in a decentralized way throughout the parks and recreation system. An Arts Incubator and artist studio space were also discussed, in addition to the need for storage spaces for the many cultural groups’ equipment and supplies. Many new cultural arts festivals and event ideas were shared and some more immediate repair needs at Sertoma Amphitheater were identified.

Public Art Discussion Summary:

Public art ideas were shared including free expression spaces, themed art initiatives, and bus wraps. Celebrating our cultural diversity through public art as well as incorporating art in signage was discussed.

Historic Preservation Discussion Summary:

The Carpenter area (Ferrell Store/Ruritan Park/AM Howard Farm) provides incredible opportunities for historic preservation, education, and restorative/adaptive uses of the property and buildings. These sites could provide the venue for artisans and artists to “tell the story of Cary’s history” through period arts and crafts, story-telling, re-enactment and living history, a working farm and farmer’s market, while marrying art and history through the balance of preservation and restoration.

Cultural Arts Facilities Discussion Notes:

Existing Indoor Cultural Arts Facilities

- Page Walker Arts & History Center
 - What are the strengths of this facility?
 - Intimate setting
 - Historical aspect of the facility
 - Festival and show space with multiple rooms
 - Staff and setting is great
 - Lovely wedding venue
 - Meeting space and AV needs
 - Parking is convenient
 - Museum is wonderful but small
 - What improvements are needed?
 - Expand the museum space
 - Space limitations
 - What are the top priority improvements: in next 5 years, in next 5-10 years?
 - Be sure PRCR master plan uses the broad definition of culture and arts
 - Coordinate a year-long international art effort
- Cary Art Center
 - How do you envision the CAC meeting your needs?
 - One bookend of the downtown art walk

- Enhance the arts and galleries in between
- A lot of juggling will need to be done to meet all the needs of the interested parties
- Many groups would love to come back to Cary and use the CAC
- Need someone to help the groups organize and work together

Future Cultural Arts Facilities & Programs

- Are there any cultural art facility needs (current or anticipated in the next 10 years) that are not already being met by the current facilities?
 - Interest expressed in bringing back the old Cary Town bandstand as part of the downtown revitalization efforts
- What are possible opportunities for existing Town buildings (Old Library, HR Building, Jordan Halls Arts Center)
 - Larger 1,000-1,100 seat venue is needed and is a gap in the market (2006 art study) – with a flexible design footprint
 - 11-12,000 person festival for an indoor weather backup venue – like the Raleigh Convention Center
 - Cary is central in the triangle and would draw from the entire area
 - Digital art center downtown – positive response
 - Arts incubator – some space at Cary Arts Center is available
 - Studio space to help emerging artists get started
 - Artists in residence – audio art – music studio – writer space
 - Storage space for theater pieces and props, festival equipment
 - Jordan Hall or the old library building could become a Cary History Museum and display what is currently being held in storage due to lack of space on the 3rd floor of the Page Walker Art and History Center (Page Walker would continue to display history exhibits as well). *(Submitted by Kay Struffolino via email.)*

Existing Outdoor Amphitheatres & Festivals/Special Events

- What festivals and special events in Cary have you attended (e.g., Town of Cary and other groups)?
 - Spring Daze, Diwali Celebration (held at Koka Booth), many others discussed
- Are there any gaps in festivals and special events? Are there others that could be held downtown? What spaces are needed to accommodate these events?
 - Asian New Year
 - Cary Heritage Festival
 - Double capacity of Lazy Daze by expanding over 2 days
 - Literature Festival
 - Cycle of Festivals – needs to be communicated
 - Cary Idol
 - Dance competition
 - Wedding Festival or Expo – celebrating diverse cultural wedding ideas with local vendors and services
 - Rock and Roll Bands performance Festival – local talent of teens – JamFest (competition) and Band Nights (have ended and were held at the Senior Center)
 - Gaming Festival
 - Local schools string festival
 - Robotics Festival

- Farming Event
- Seniors and Senior Center naming competition (to promote younger seniors to participate)
- Dance Festival
- October Fest
- Celtic Fest
- Koka Booth Amphitheatre
 - What are the strengths of this facility?
 - Koka Booth Rocks!
 - Expanded programming is wonderful
 - What improvements are needed?
 - Backstage lighting
 - Fireworks floating on water
- Sertoma Amphitheatre
 - What are the strengths of this facility?
 - What improvements are needed?
 - Backstage dressing rooms, storage, bathrooms
 - Larger
 - Center seating is a desert with no shade shelter
 - Better communication about how nice it is
 - Flooring is dangerous – especially for dance (pressure treated lumber)

Public Art

- How would you assess the state of Cary’s current public art program? What public art in Cary has caught your attention?
 - Mural on Chatham street
 - Gate at Koka Booth
 - Walkway bridges
 - Sculpture on the corner of Tryon and Kildare Farms
 - Horse (metal) is the worst
- What future opportunities exist for Cary’s public art program?
 - Putting art in the walkway is a new concept for Cary
 - Themed art initiatives like rain barrels, rocking chairs, fire hydrants
 - Need a Cary animal for a public art project
 - Free art expression wall/tunnel
 - Busts of prominent people – technology leaders
 - Using technology in public art
 - Adapting signage to include public art
 - Incorporating cultural diversity in the public art identity
 - Rotating displays – some of them become permanent – “art on the move”
 - Bus wraps for the Cary van
 - Public auditory art – moving water, soft conversations

Historic/Preservation Discussion Notes:

Background: Cary has three historic districts – Downtown, Green Level Church Road, and Carpenter. Have the beginnings of a historic inventory and preservation plan. What we’re most focused on tonight is the Carpenter area.

Ferrell Store/Ruritan Park (Carpenter Area)

- What is the program and vision for this site? What are unique historical and site features to preserve?
 - Restore it to a general store
 - Quilt shop
 - Local artisans home art “older” crafts
 - Architectural interior preservation
 - Plus an international flavor/business
 - Farm equipment as art
 - Like the rural nature of the site
 - Farmer’s Garden
 - Across from the site are several Cary landmarks which provides a nice intimate character
 - Warehouse storage building for train loading – keep
 - Pumpkin patch/meadow
 - Like the triangular line of site
- What are known constraints (e.g., environmental, cultural, physical, design budget/financial)?
 - Traffic issues, potential road widening
 - Okay not to do more and keep the space more passive

AM Howard Farm (Carpenter Area)

- What is the program and vision for this site? What are unique historical and site features to preserve?
 - Archeology digs
 - Tell story of site – oral histories
 - Relocate buildings together – have writers write the history of this site and use it as an writer’s residence
 - Preserve buildings as they are contributing buildings to the historic registry of the site
 - Heritage Festivals – re-enactors, storytelling, medieval festival
 - Driving by site makes us reflect on Cary’s history
 - Not complete and seems out of context – need continuity between the sites
 - Community gardens
 - Integrate West Cary Farmer’s Market
 - Farming and business heritage – family spaces too
 - Working sustainable farm (not with tobacco, but this is historically correct) – make it a historic town
 - Do both restore and preserve – a living place not a museum – store front music.
 - Sea Grove. Keep history alive but modernize it.
 - This can provide a deep sense of history of Cary
 - Monticello on a smaller scale
 - School education component like Fairfax County
 - Steeplechase event
 - Integrate the history with a celebration of those who migrated here

- Could be a working heritage arts compound (sort of like John Campbell Folk School concept) –teaching classes year round, including organic farming (herbs, etc) and the store could sell the goods made. This would help with financial sustainability and enable the community to participate by buying the items. Could do back porch music series and maybe a folk festival. *(Submitted by Linda Depo from Meal on Wheels of Wake County via email.)*

General – Cultural Resources

- What are partnership opportunities?
 - Coming together of the performing and visual arts – Cary Arts Center begins the conversation
 - Art weekend “drawing to the music “
 - Outdoor air/water walls, sculpture garden, place to gather and visit
 - Outdoor Bandstand/Gazebo downtown
- What are top 3 priorities?
 - Sertoma improvements - floor is a safety issue and dressing room space
 - Preservation
- Other
 - What’s going to happen with the old Jordan Hall and the future new and old Libraries – more discussions to come

Downtown/Maynard Loop Focus Group

July 18, 2011 1-3pm

Attendees: 20

Attended by Parks and Recreation Advisory Board members and Department of Parks, Recreation and Cultural Resources staff

1a. What should be the goals and considerations for retrofitting the Maynard Loop with more park facilities?

- Consider age demographics and the changes to a younger demographic with kids
 - How are the needs of the current older age bracket being served and how will the needs be met by the newer projected younger demographic over the next 10 years.
 - What are the needs of baby boomers who may be attracted to into the area?
- More pocket parks; rest and play areas; social areas
- Walkable access; sidewalks aren't up to code; add as necessary (coordinated with the new housing stock like on Old Apex) – spectrum of users ability and ages – need a strategic “What does it mean to live in a bike-friendly community?” PR and education campaign
 - 10-12' sidewalks for multi use is ideal
 - Cycle track trend: sidewalk curb bike lane curb road to curb
 - Road diets
- Connected to mass transit, bike racks
- More bikeable community
 - Use “Complete Streets” as a goal, but recognize there are constraints such as ROW width, road function, adjacent land use and character that help dictate how pedestrians and bikes should be incorporated in the street design
 - Some options include – shared road access versus dedicated lanes for bikes and parking; parking on one side, larger sidewalk widths, one way streets, etc.
- Not a lot of HOA-provided private recreation opportunities in area (unlike other newer parts of Cary)
- Extreme topography and accessibility
- Deal with planned density and the young/old mix
- What do we do with Jordan Hall?
- Realignment of Kildaire Farm Road with sidewalks made it more dangerous; should we widen one side?

1b. Do the existing urban buffers and flood zones within the Maynard Loop offer the opportunity to retrofit and/or create a new open space & greenway network within Cary's urban core?

- Higgins Greenway
- Glenaire – North of W Cornwall Rd

2. What should guide land acquisition decisions?

- Value of buying already developed sites and demolishing
- Greenway connectivity
- Locations, proximity to existing park sites or to development/density
- Are there areas that need stimulus?

- Opportunities and strategic planning – a recommendation would be to develop a prioritizing matrix and attribute evaluation of every parcel
 - Flooding locations are identified too for condemnations – opens up federal monies
 - Greenways with stream corridor restorations
 - Removing water tower at Kildaire and Pleasant
 - N of Maynard Loop at Princess Anne Rd and Indigo Dr.
 - Pleasant Ave. and Byrum – wooded and dirt road
 - Chapel Hill and Academy
 - James Jackson connector needs a sidewalk
3. What type of parks and recreation facilities are needed in Maynard Loop?
- Active recreation – fields are needed
 - Pocket Parks, passive recreation
 - Connectivity – sidewalks, bike access, greenways perhaps
 - What is the density and LOS for current and future acreage for the Maynard Loop?
4. What unique park features should be incorporated that celebrate downtown Cary?
- Sculpture of founder and past history of Cary – sprinkled into pocket parks
 - Seating areas
 - Drum center
 - Public art
 - Streetscapes for the Academy promenade – Oasis for seating, columns for stories collected from those who lived on Academy Street; infrastructure for events, festivals, and activities (electricity and water)
 - Community gardens
 - Fountain – Plaza or central square – with seat walls for interaction
 - Light, water, history, art, streetscape, music
 - Skate park and components in some downtown location; involvement in design; with art component
 - Art as function – subliminal
 - Game boards
 - Diversity of spaces/uses and programmed to activate
 - Hubs – are there distinct areas within the Maynard Loop that are unique and could add to the character of the parks and public art?
 - Maynard and Kildaire Farms to High House – rolling
 - Down town – hardscape
 - Downtown commercial – art center, central
 - Older residential – Kildaire Farms to James Jackson
5. What is the status of recommendations of various Town plans related to downtown Cary?
- Streetscapes plan is on hold – a portion of this is still on the table and being evaluated
 - Civic and Cultural Arts Study is being looked at but is evolving – Digital Arts Media center behind the library is still being talked about
 - Jordan Arts Center – future uses are under consideration
 - Herb Young should be looked at too

6. Who are the main stakeholder groups and partners (or potential partners) in the downtown/Maynard loop?
 - Realtors are already using the Cary Art Center (CAC) for promoting
 - Downtown Development Director
 - Selected restaurants are staying open and the CAC is encouraging people to use
 - Crosscurrent Chamber Music
 - Heart of Cary Association
 - Restaurants – independent with no formal organization
 - Chamber of Commerce
 - Convention Visitor’s Bureau
 - Neighborhood Associations – West of Academy and SW of CAC
 - Landlords in the downtown area – rental housing
 - Corporations in Cary – SASS, etc.
 - Friends of Page Walker
 - Groups that have a residence status at the CAC
 - Cary Visual Arts
 - Schools in the loop and Safe Routes to Schools funding

Tourism and Venues Focus Group Notes

Tuesday, July 19, 10-11:30 am

Attendance: 33

1. In what ways do the specialized venues (sports and cultural venues like Koka Booth) contribute to both the Town’s and the region’s economic development? How is this currently measured?
 - 120,000 room nights generated through sporting events (use partnerships with local colleges)
 - Out of 100 metro areas, 1/3 saw growth, Cary was ranked 9th in country in job growth
 - 50,000 full and part-time jobs with \$19M in payroll (19 full-time)
 - Our venues are second to none – attracts the top tournaments, professional teams, high level
 - Tourism is up 15% over last year – inter-local fund (next 8-9 years the funds are committed to debt)
 - Koka Booth is not a driver for overnight stays, but some hotels did packages around some major events and did well
 - Sports events in Cary or countywide generate direct visitor spending of \$15-20M annually
 - Branding and exposure benefit can’t be bought – mentioned at ESPN golf championship player, and Women’s World Cup (13M viewers watched as Cary was mentioned on air)
 - WakeMed enhances other tournaments that need additional fields
 - Triangle Aquatics Center (TAC) – registered swimmers are tracked: \$6M per year in direct visitor spending – 30-35 weekends

2. What events provide the most economic benefit?
 - Youth and amateur tournaments have high ROI
 - Week-long events are more impactful
 - Soccer, swimming, baseball, tennis – are the mainstays/ the sweet spot
 - Lacrosse is an emerging market
 - Outside tournaments want a venue with all fields in one sport
 - One-day Lazy Daze (60K participants) event brings in hotel use through packaging; primary overnights are currently artists; could develop into a multi-day event – need to measure the impact

3. How much do you use Town of Cary events to market your facilities?
 - The county has numerous events throughout the year; hotels try to find the best opportunities to create packages around selected events
 - It is a natural to promote Cary’s venues for promotion; smaller venues are underutilized; but we speak of our venues in Cary everyday
 - NCAA certified city – tons of collegiate teams don’t want to stay on campus – “Cary gets sports” – we know how to service them; we rally behind our sports
 - Cary has a lot of very high quality venues – sports is a unique niche (doubles and comp room for coach)
 - We will even work with competitors and other businesses to get the big events in Cary

4. What other venues/concepts are out there that you use or promote
 - WRAL fields
 - Walnut Creek fields
 - RBC center
 - Reynolds Coliseum – amateur basketball (regulations have changed regarding how and where HS tournaments can be played on colleges campus)
 - Carter-Finely Stadium
 - State Fairgrounds
 - Wake County has a plethora of amphitheaters (4) – each with its own niche for indoor/outdoor cross marketing
 - Local museums
 - College campuses – families looking for school opportunities
 - Festivals
 - Greenways and trails events
 - Location and weather

5. Are there venue facilities in the region that Cary does not need to replicate (Ex: Triangle Aquatic Center, Durham Performing Arts Center)?
 - Wet and Wild

6. Is the current mix of venues sufficient? Should the Town consider building additional venues or focus on the ones we have?
 - Need a leisure aquatics venue – indoor or outdoor (not a Wet and Wild)
 - Need supplemental venues to support our bigger venues and keep people there
 - Hoteliers try to act as a concierge for local venues
 - We need to keep a current and specific list for every activity, event on a calendar in the area on website
 - Access to public schools is a big problem
 - Indoor public multi-sport venue(8-12 basketball courts, with 8-12,000 seats)
 - Lacking fields for soccer and lacrosse – need a 12 field complex (6 grass, 6 artificial turf)
 - Local adults can use the artificial turf
 - Some say need a 16 field complex
 - Attracting the highest of the highest level (Carter Finely is difficult for this venue)
 - Competition for venues has exploded
 - Can be used for concerts
 - 20-60K seat stadium built for professional soccer (like Dicks Sporting Goods Park in Commerce City, CO with a field for the Rapids, and 16 practice fields)
 - State games (20 sports) moves around the state
 - Tri-county cultural CVB promotions (Raleigh/Durham, Chapel Hill, Cary-Wake County)
 - There is more cooperation than in-fighting
 - Lighting fields with artificial turf will increase capacity

7. How do Cary venues rank competitively against other venues nationally?
 - For amateur sports, Cary has no competitors in the region
 - Wake County has the best collection of amateur facilities with most of them in Cary – opportunity to become the best amateur sports venue
 - Superb turf management and quality
 - Nationally competitive – some future planning is being considered – build and maintain to major league standards

8. What are financial/partnership opportunities?
 - Multi-faceted, flexible spaces to maximize use
 - Use of technology
 - Design the facilities so they can host events
 - Go after funding – inter-local funds available (\$10M) is matched dollar for dollar by the Town
 - Fees charged are typical for the venues
 - Capacity is maxed out for the current level of service standard at many facilities (USA Baseball)
 - Balance of use and resting the fields is important to LOS (for instance, USA Baseball limits use to 450 or 250 hours and turn away a lot of local users)
 - Cary policy changes will allow us to go after sponsorships
 - Value of economic impact – quantify and be sure Cary gets their share

9. What are the venue shortfalls with respect to other venues? (types, sizes, etc)
 - See above
 - Take care of the venues we have – invest inter-local funds to maintain

10. What types of events or activities at the Cary Arts Center would generate desired economic development? (Ex: Concerts, Gallery Exhibitions, Multi-day Events, etc)
 - Extend the reach of other events like Lazy Daze, or other venues for promotion (resident artists, one-day classes, events)
 - Actively working with the businesses in the downtown to increase awareness
 - Anchor marketing for CAC and Page Walker (like the Cary Art Loop)
 - Also anchor with the Herb Young Recreation Center for a large flat floor space facility
 - Day for hoteliers and CVB to tour and showcase these facilities

11. What additional opportunities or facilities should be considered to increase tourism in Cary?
 - Staycations opportunities for locals
 - Partnerships with TAC for development of leisure aquatics venue, pad is there for a 2 acre indoor recreation element, and a 5 acre outdoor recreation element
 - Cary Tennis Park – indoor tennis courts and additional outdoor
 - Downtown re-development
 - 1200-1500 seat theater in the future is on the back burner
 - Multi-cultural focus – festivals and spaces – need to address the diversity (like the World Football Challenge coming up)

12. What are the current conditions of our facilities?
 - Cary Tennis Park
 - What are the strengths of this facility?
 - Concentration of courts in 1 location; 10th largest in country; largest in the state and one of the largest in the south
 - Aesthetics
 - Maintenance levels
 - What improvements are needed? What are the top priority improvements: in next 5 years, in next 5-10 years?
 - Indoor meeting space
 - Congregation areas
 - Staff work space
 - Seating
 - Permanent announcement/display and some technology upgrades
 - More outdoor courts - \$2/court resident, \$3/court non-resident
 - Indoor Tennis Facility - Indoor courts – increase our price point for these courts because there isn't another provider in the area
 - Lighting

- National Training Complex (USA Baseball)
 - What improvements are needed? What are the top priority improvements: in next 5 years, in next 5-10 years?
 - Technology – need to improve televising abilities
 - 3rd Phase – Office space, clubhouse, high performance center, meeting space – 20-30K square foot building – have the program vision, need the conceptual design, implement a fundraising effort with alumni
 - Merchandise space
 - Outdoor training space

- WakeMed Soccer Park (Master Plan was completed in 2010 for this facility)
 - What improvements are needed? What are the top priority improvements: in next 5 years, in next 5-10 years?
 - Technology
 - Master Plan implementation – expanding stadium to 10K seating ,skyboxes, meeting rooms, coaches training suites, locker rooms
 - 2nd phase would be additional artificial turf fields, cross country improvements, additional parking
 - International and pro-soccer perspective
 - Video boards (like Live Strong Park in Kansas City, KS)
 - Seat backs
 - Roofing
 - Artificial turf fields
 - Exit/entrance egress roads construction
 - Parking
 - Lighting levels

- Koka Booth Amphitheatre
 - What improvements are needed? What are the top priority improvements: in next 5 years, in next 5-10 years?
 - Technology – sound (digital, electronic snakes) and lights (LED fixtures)
 - Marketing of the facilities on smart phones
 - Building maintenance/improvements

Greenways Focus Group Notes

Tuesday, August 2, 3-5 pm

Attendance: 32

1. Does your jurisdiction distinguish between trails based on level and type of service (i.e., neighborhood, regional or commuter trails)? If so please share your approach to trail hierarchy.
 - Durham – Yes – ATT is commuter, MP commuter trails vs. recreational trails. What will be paved and what won't. Commuter trails – longer distances, higher speeds, extended hours. Neighborhood trails can be nominated by citizens.
 - Raleigh - Yes – Neuse River highest priority, Walnut/Crabtree next, intermediate waterways next, tributaries. Based on hydrology – larger the waterway the more important the greenway. Designates after the fact to some degree.
 - Morrisville – No - Nine primary corridors – 1 Commuter Trail, rest are connectors
 - Apex – No – Greenways in or out of ROW. Priority is trying to connect to ATT.
 - Wake County – ATT is regional trail. Neuse River will also be a significant partner project.

2. Is your jurisdiction interested and/or investing in regional trail connections? If so where?
 - Durham – ATT – I-40 Crossing
 - Raleigh - Interested, potentially three connections – Crabtree via Umstead, Reedy Creek via Umstead, Swift Creek from Garner through Lake Wheeler, Walnut Creek via Buck Jones, Briar Creek via RDU into Cary (use CMAQ)
 - Morrisville – CMAQ Crabtree project
 - Apex – Meaningful connection to ATT – working with Cary on White Oak, Middle Creek Greenway into Holly Springs
 - Wake County – Using Crabtree as hub, trailhead and parking issues at Reedy Creek needs to be addressed. Future continuation of ATT to the south – connect to Raven Rock via Harris Lake
 - Other – Connection via Trinity Road into RBC connect to future paralleling Cary Parkway Extension. Connections towards Durham – Wake Road/NC55 connections.
 - Triangle Commuter Bike Initiative – projects that will connect into RTP
 - Cary Louis Stephens Corridor connection into RTP internal trails, multi-use trail along Davis Drive, Morrisville Indian Creek.
 - Lower Williams Creek – US-64 and US-1 crossings
 - Should commuter routes be adjacent to roadways (in a perfect world)?
 - Very variable – so much push back from NCDOT or bike ped commuting that the process has evolved over time. Lower car interactions are desirable. The more interaction with cars the lower value.
 - Harder to get truly regional trails along major ROW because of curb cuts and intersections.
 - NC54 Meadowmont connections functioning very well. In Cary, major roadways are similar with 54.
 - Meadowmont example also meanders, there is landscaping that helps the “feel” of the trail.
 - In RTP the trail may parallel the roads but there is separation. Seeing the trail from the road helps people navigate when the move from car to bike or walking.
 - Rail with trail option along CSX line – parallels NC55.

- ECG has had success in rail with trail projects. It is difficult but not impossible.
 - Louis Stephens
3. What is the process you use to locate greenway facilities; under what circumstances do you locate them adjacent to roadways? Are there certain destinations that should be served?
- Durham – Process from the 80s is being revised now. Current plan is 2001 that will be updated soon, starts at the staff level, input from public will be the starting point, will be review by DOST (Commission appointed membership). DOST is prioritizing trails currently. Staff will review. Similar to Raleigh process. Striving to connect schools, libraries and other major community and public facilities. Using SRTS
 - Raleigh - Look at gaps in the system. Connecting the gaps is a high priority. Where Raleigh has existing easements also increase priority. Funding also influencing. Located adjacent to roadways where the greenway can't be located along the waterways. Sometimes have to connect to sidewalks even – not desirable but it happens. Greenways are located along stream corridors – alignment within corridors is based on engineering and landowners, minimizing impacts, etc.,. City uses bond funding – anticipate funding every 4 to 5 years. Identify projects based on that 4-5 year cycle. Look for greatest demand, highest user density, closing gaps, easements in-place and critical linkages (roadway crossings). Raleigh greenway is considered primarily recreational – bike plan handled by transportation department.
 - Morrisville – Greenway corridors follow streams. Prioritize – population density and number of citizens served, easements and property, general funding availability. All of Morrisville major thoroughfares have multi-use width along them. All north south roads (Chapel Hill, Davis, Louis Stephens) 8-10 foot wide trail widths.
 - Apex – Using SRTS – Most along stream corridors. If there is development, look to partner. Also look for partnering with capital projects as well. Draw from P&R open space plan that will be updated in the next few years.
 - Other – Raleigh Connections into downtown Raleigh – Capital Blvd plan will include, Rocky Branch and bicycle connection along Cabarrus, West St. extension – south connection into Union Station
4. What types of easement/reservation system do you have in place? How wide are buffers? Are greenways allowed?
- Morrisville – Developer dedication through site plan approval if corridor is on plan, developer is required to build it. In some cases, just need easement.
5. What are your design standards for your greenways?
(Width of greenway, lighting, gates, surface material, use of mile markers)
- Durham – Natural surface are allowed but no real standards – haven't built any, but other groups have. Build 10 foot paved, collapsible bollards, ¼ mile markers, no lighting
 - Raleigh - Bridges across the Neuse are 12 foot. Pedestrian culverts are 15'. AASHTO standards. Have the option for alternate surfaces but not doing any. Tunnels will be lighted – have had problems in existing tunnels. No surveillance. Raleigh has lighted trails near shopping centers (Crabtree Mall, Softball center and Walnut). Not lighting 15' wide tunnels (10foot high). Raleigh uses boulders on the sides of trail at entrances with drop bollards.
 - Morrisville – AASHTO standards, no lighting
 - Apex – AASHTO, concrete or boardwalk in wet areas.

- All – boardwalk over wetlands.
6. How does your jurisdiction maintain its greenways?
 - Durham – in-house, except for volunteers. Repaving jobs contracted out.
 - Raleigh - totally in-house including repaving
 - Morrisville – all in-house
 - Wake County – ATT natural surface maintenance; some in-house. Larger contracted out
 7. What does it cost to construct a greenway? To maintain?
 - Durham - \$750K per mile
 - Raleigh - \$500K to \$1.2M per mile
 - Morrisville - \$500 – 750K per mile
 8. Are there any special issues related to emergency response? Who has jurisdiction? How are responders directed? Is there any training for police/fire on the greenway system? Do you have formal system (color, naming, etc) in place to direct responders?
 - Durham – ATT system is tied into 911 response. If you call and give ATT and mile-marker it is in the emergency response system. The responders know where you are – pulls up just like a street address. Quarter mile markers seem to be adequate. The start of mile-markers is zero at the beginning of the trail.
 - Raleigh - Currently a weakness in system. Needs to build something similar to Durham. Enhance signage package with additional wayfinding.
 - Morrisville – No separate system. All very close to surface streets at the moment
 - Apex – Lake Pine has stenciled animals to help users locate themselves on the trail.
 - Wake County – Signage at each intersection. Contact and train local fire and rescue. Provided keys to local sheriff (also provides security at trailheads)
 - Other: Are your boardwalks able to accommodate emergency vehicles?
 - Routing may address.
 - Are there police or security associated just with trails?
 - Durham did but now does not – looking for a possible volunteer partnership. Cary has CAP Citizens Aiding Police – been provided with greenway maps.
 9. What are your remaining main challenges with respect to greenways?
 - NCDOT – Main challenge is funding and how to use it in the right way. How the surface streets interact with greenways safely and efficiently are the main things that need to be balanced. Most times both elements need to compromise.
 - Portions of parallel trail within CA do exist. Joey will check.
 - Durham – Lessons learned: conflicts once trails are built along creeks are significant – flooding and beavers major issues – public sentiment and maintenance costs.
 - Pairing greenways with creeks have problems that you may not have anticipated.
 - Raleigh – Anticipate connecting trails – think about trail signage, naming, wayfinding first.
 - Morrisville – Funding is the biggest issue. Haven’t built a lot of trails yet. Do have beaver issues to deal with.
 - Apex – Plan for access points. Plan for access easements with developments.
 - Wake County – Long range maintenance plans. Access, parking, restrooms and water.
 - Cary – Developer-built greenways need to take into consideration the eventual build-out and drainage of the final development.

US Army Core of Engineers Discussion

Want to share Corps expectations to enable you to plan your projects. Section 404 of clean Water Act – concerned with fill material placed in jurisdictional waters of the US (wetlands / streams).

Type of permit depends on proposed activity. Owner or representative applies for permit.

Why do you need to fill? If answer is unavoidable then a permit is pursued.

Objective is to maintain the integrity of our Nation's waters.

Greenways can be complicated and require a great deal of coordination. Nationwide permits are general permits and most commonly used. A larger project would require an individual Permit.

Need to make sure that the project is eligible for using a Nationwide – the threshold is that it cannot have “more than a minimal negative impact” on waters of the US.

It is not explicitly spelled out how many Nationwide permits can be issued for a certain area before they are no longer an appropriate permit.

The alternative is an Individual Permit that includes an Environmental Assessment and issue a FONSI. All based on NEPA.

Any linear project in a network has a challenge – where does it start? Where does it end?

Needs to be separate and complete and have independent utility.

Always factor compensatory mitigation into your budget for greenways – fill material or pipe in streams. Streams can be a particular challenge.

Questions? James.f.shern@us.army.mil

TOWN of CARY

2012 Parks, Recreation & Cultural Resources Master Plan

Public Meeting Notes

On July 18 and 19, the Town of Cary held two public meetings to gather input as part of the process to complete the Parks, Recreation & Cultural Resources Master Plan. In terms of format for the meetings, a short project overview was presented to the public followed by several questions that were asked regarding the value and vision of parks, recreation, and cultural resources to the Cary community. Then participants were asked to circulate to different stations (Values/vision, System Overview, Parks and Recreation, Cultural Arts, Greenways and Open Space) that were setup around the meeting room. At each station were a series of questions. The questions were printed on large sheets of paper and tacked to the wall. Participants were given post-it notes to write comments. Staff and consultants were assigned to each station to answer questions as needed. Below is a compilation of all the comments that were received.

July 18, 2011 – Green Hope Elementary School (6 – 8 pm)

Values & Vision

- *What's the value of parks, recreation, and cultural resources to the Cary community?*
 - Place for dogs
 - Get kids outside and active
 - Quality of life
 - Attractor to Cary
 - Education, learning
 - Sense of community
 - Improve aesthetics
 - Economic driver
 - Provides facilities/amenities that we don't have at home
 - Alternative transportation
 - Healthy living
 - Connect communities
 - New experiences
 - Desirable place to live
 - = Money's top 10 list
 - = Increase property values
 - = More money for parks
 - Make create the identity of Cary
 - Offers a life boat of expression in a time of grave concern for the future
- *What is your vision for the future of parks, recreation, and cultural resources in Cary?*
 - Clean and green
 - #1 desirable place to live
 - Progressive/leader/new ideas
 - Renovated downtown
 - Inclusive – something for everyone
 - Well rounded

- Destination
- Healthy lifestyles
- Continue to build assets that serve diverse needs which are accessible and that integrate art into design
- Wired areas for free internet access (e.g. downtown started with a few businesses)
- Through online access to resources
- Clean green value
- Farmers markets with small quality business art offerings needed in a community this size
- Green family oriented
- Encourages walking and biking
- Visionary
- Local, regional, and national balance
- Clean air, clean water, public utilities rather than private

System Overview

- *The best things about Cary's Parks, Recreation and Cultural Resources system . . .*
 - Wide range of facilities & programs, greenways (5)
 - Visual growth & purposeful
 - Staff
 - Connection between greenways facilitates biking/walking between neighborhoods
 - Well kept facilities and parks, especially athletic fields (2)
- *Please improve Cary's Parks, Recreation and Cultural Resources system by . . .*
 - More greenways & connections (2)
 - Farmer's market (3)
 - Permanent structure with shelter for special events, educational seminars, chef demos, scouting events, community garden
 - Community Centers
 - Make it easier to sign up on-line
 - Co-locating facilities or locating at greenway trailheads
 - Allowing citizens to "un-enroll" in courses/classes online instead of having to walk in to centers
 - Environmental awareness
 - Reduce
 - Reuse (swap shop at Cary Convenience Center or other place to bring reusable items
 - Recycle all park and venue must have trash and recycle and possible reuse bins
 - Adding facilities to western part of town (2)
 - Summer concert series with local bands and Midwest Cary
 - Providing specialized recreation for children
 - Leaving more trees for shade by greenways and playgrounds (2)
 - Encourage cycling and walking with wider trails
 - Buy land now before it gets too expensive
 - Sprayground
- *If only Cary had a _____ it would be the best place to live.*
 - Aquatics Center (2)
 - Gym
 - A lot more green and undeveloped space

- Permanent space/facility for farmer's market (8)
- Truly connected greenway system
- Better connected bicycle trails (2)
- Indoor tennis facility
- Community gardens
- More non-chain restaurants
- A downtown destination with soul (i.e. good coffee shops, bars, jazz venue, place to gather after dark (5)
 - More attractive downtown destinations with galleries, restaurants and shops
 - Parking, access to CAC
 - Lively downtown with events and music every night, parking
- A stroll district
- More developed public transit
- Space Needle
- *The partnership opportunities I see are . . .*
 - Neighboring municipalities for a regional pool system open to residents of several towns
 - Non-profits to bring business and recreational opportunities to downtown Cary
 - More connections with schools for public use of facilities (facilities and fields) (2)
- *Other comments....?*
 - Revitalize downtown areas that providing easy access via bikeways and pedestrian ways
 - Using the models of Sedona/Taos, Banff of architectural standards so it looks like a downtown (Look at Apes)

Parks & Recreation

- *My favorite park in Cary is _____ because . . .*
 - Sears Farm Park-shaded play areas, trails, diverse landscape and equipment (2)
 - Middle Creek- disc golf (5)
 - Umstead
 - Hemlock Bluffs-wildlife study, nature-centered, no paved trails (although wildlife seems to diminish), attractive forest walk for kids (3)
 - Cary Tennis Park (needs indoor space)
 - Kids Together Playground
 - Jordan Hall
 - Bond Park-walking trails, kayaking, lake, community center, playground (shaded), easily accessible, cultural activities (8)
 - Annie Jones Park- Sports courts/fields
- *An ideal community center would have the following features . . .*
 - Place for performing arts and visual art display
 - Cardio fitness/Exercise equipment (3)
 - Kitchens for cooking class, places for meetings available for public rental/Lots of large multi-use space (3)
 - Pool/Lap Swim for Adults/Aquatics Programming-swimming class/aerobics (2)
 - Located near greenway trailheads
 - Some child-care offerings
 - Large indoor/AC open play area for kids
 - Therapy hot-tub/Jacuzzi

- *My neighborhood park should have . . .*
 - A disc golf course (2)
 - A cover over picnic area (Annie Jones is unfinished)
 - Bocce, Shuffleboard, and Badminton (Kids Together, Marla Dorell Park)
 - Greenway Access connecting to other parks
 - Public Art walk
 - A sidewalk to get to it from all road directions
 - Outdoor Soccer Courts: European-style soccer courts paved with rubber or other suitable materials. Similar to Cary Tennis courts for small soccer games.
- *There is no place in Cary for me to _____ (recreational activities).*
 - Community Garden (3)
 - Non-concrete Basketball Courts
 - Take dog to swim (indoors or outside)
 - Fully-equipped woodworking shop/woodworking classes
 - Cricket facility
 - Public golf course
 - Play in-line hockey outdoors (safe/designed for sport)
 - Curling
 - Buy local produce under covered shelter
 - Run on a track
 - Take my child with special needs
 - See dark sky at night for star/ comet watching
 - Walk where I can't see houses or hear traffic
- *Other comments.....?*
 - Permanent Structure for WW Farmers Market (12)
 - @AM Howard Site (2)
 - value smaller “green businesses”
 - Nice if accessible by trail or greenway
 - Healthy “green” produce
 - Art booths sale/display
 - Music/performances
 - Permanent structure for Downtown Cary Farmers Market (3)
 - Offer camping opportunities/Sponsored outdoor trips (canoeing, backpacking, etc.) over weekends
 - Public use of facilities at schools (track/gym)
 - Downtown community gardens
 - Downtown park not included here
 - Make Jordan Hall-creative re-use for the arts
 - Add to whole town’s amenities: specifically underserved Western Wake portion by using lot at Morrisville an Louis Stephens for WWFM, community garden, educational and recreational space
 - More Recreational programs for non-youth and more co-ed offerings (age groups 22-30, 30-40, etc.)
 - I have to go to Raleigh or Durham to play co-ed 30-something sports with my wife-Why?

Greenways and Open Space

- *The open space properties or areas within the Town that should be preserved include...*
 - Dark sky park/open space to see stars/comets
 - Areas of natural significance (current example – Hemlock Park)
- *I use the greenway trails _____ recreation, transportation, etc.)*
 - Cycling (5)
 - Recreational
 - Hiking (me and my dog) walking (6)
 - Visiting with others in the neighborhoods by bike and foot
 - Walking (4)
 - Walking to a nearby mall for coffee/beer
 - Running-distance (3)
 - Exercise (3)
 - Birding
 - Rollerblading (2)
 - Route to Kildaire Farms (eating and shopping)
 - Getting somewhere faster
 - Recreation
 - Would love for trails to offer trailhead at or near recreational facilities
 - Letting kids learn to ride their bikes
- *I would like to use greenway trails to get to _____ (destination)*
 - Destination Cary
 - Downtown (3)
 - Friend's homes
 - Coffee shop
 - RTD
 - To all the greenway trails
 - Facilities
 - RTP
 - Raleigh NC Museum of Art
 - Bike paths
 - American Tobacco Trail (5)
 - From Amberly/Carry Park
 - At O'Kelly
 - Kildaire Farms Rd
 - Bond Park from Annie Jones
 - School (Alston Ridge, Mills Park, etc.)
 - Grocery and small retail (West Cary)
 - Cary Tennis Park
- *The missing greenway link I consider the most important to complete is...*
 - Along Green Level Church Road
 - Connections to the American Tobacco Trail (5)
 - Piney Plans Road
 - Kildaire Greenways to link to other town greenways
 - Connect Carpenter Village to Davis Drive
 - Downtown Cary
 - Bond Park from White Oak Creek Greenway (RR crossing)
 - White Oak Creek Greenway over Davis Dr. Only by trails to bond Lake (2)

- *Please improve the greenway trail system by.....*
 - Carpenter Village neighborhood
 - Connections to West Cary area
 - Complete trails around Amberly Lake Greenway from NW Cary Parkway and West Cary
 - Adding a trail to South camping opportunity
 - Making sure restrooms are strategically located (2)
 - Water fountains – even if very primitive
 - Signage regarding proper trail etiquette (about when passing especially like the ATT)
 - Good connections to Raleigh (2)
 - Connecting to Morrisville
 - Bikeway and pedestrian ways to downtown Cary to revitalize it and bring people to new Cary Art Center on Academy
 - Connecting trails within Kildaire Farms to town greenways such as Annie Jones, Farmington, Wood and Heater Park greenways
 - Connect greenways to parks
 - Add corridor along James Jackson
- *Other*
 - Thank you for the new greenway markers – they are so helpful (2)
 - We need a space needle

Cultural Resources

- *The arts and cultural activities that I want to participate in are...*
 - Performing arts, concerts, theater
 - Cultural and global fairs/festivals
 - Bigger draw, higher educated entertainment at Koka Booth (DPAC is killing us)
 - Concerts and plays
 - Old fashion sing alongs
 - Town band
 - Activities for children with special needs
 - Arts and cooking classes for adults, Mon.-Fri, 9 am – 1 pm (traditionally reserved for young children)
 - Outdoor concerts downtown
 - Concerts in Cary Art Center
 - Woodworking, pottery, glass blowing
 - Pocket gardening
- *I would like to see more _____ for my kids.*
 - Acting/theater opportunities
 - Where is specialized children’s education
 - Education/recreation programs that foster environmental stewardship (especially sustainability, reduce, reuse; Cary Clean , Green and Creative
 - Theatrical opportunities for different groups of children; maybe incorporate into “summer camp” concept
 - Music classes (professional early childhood)
 - Opera for kids
 - Photography classes, robotics classes, technology classes for children 10-18
 - More classes (pottery, photography, etc.) for kids under 16 years
 - Child friendly arts (like the “mice” at Greenville, SC)

- *The arts and cultural facilities that I want to see centralized are...*
 - Recreation classes for children under 10 years ages
 - Reuse for the art and gallery space/studio space available in Town buildings that are under capacity
 - Anything but make them support a thriving downtown
 - Create better location for our downtown farmers market (that was formerly at train depot. Current site is not working)
 - Find a place to bring back the bandstand in downtown area. Cary Town Band wants it again but also great opportunities for other groups, concerts, etc.
 - Light garden for walking in downtown at night
 - A "Weaver St" type farmer's market in downtown
- *The arts and cultural facilities I want to have closer to home are...*
 - Theater (stage) (2)
 - Small theatre (open air venue or more traditional set up) in West Cary
 - A "stroll" district with arts and cultural facilities
 - Gallery for exhibits
 - Small theatre (like Koka Booth, but much smaller scale) in West Cary
 - In new areas – in West Cary provide space for fine art education for those artist residents not willing or able to drive to Cary Arts Center on Academy
 - Distribute intro classes around Town: two major sub-centers- Western at Community Center (e.g., Mills Park), Southern at Bartley – reuse farm history and heritage focus
 - Both ceramics, wheels and kilns
 - Painting/drawing
 - Movement/performing arts
- *Cary history can be preserved by ...*
 - Repurposing existing buildings and restoring to original look
 - Find larger facility for Cary History Museum – Page Walker is great but too small and 3rd floor is "hidden"; too many items in storage need a display home. Jordan Hall or library (after new one is done)
 - A Cary Museum
 - Ag. Park – preserve our farming history and promote current farming families. Buy local and keep farms in business.
 - Utilizing the Town-owned lands at Morrisville Carpenter and Louis Stephens for preserving agricultural history – farmer's market, cultural and educational center
 - Preserving the Howard Farmland with farmers market and community gardens and related public art
 - Having working farms on the West side
 - Doing some research when structures are purchased as to age, etc. before automatically destroying to rebuild
 - Education
 - New theatre in downtown – history of each of the buildings that are renovated
 - Repurposing Jordan Hall for creative reuse for the arts
 - Continuous monitoring of the inventory, partnership with friends of Page Walker to publicize and recognize
 - Promoting historic structures in the most robust ways (i.e., historic events at Page Walker and other structures)

- *I would like to discover public art at..... (places).*
 - In unexpected ways and places
 - Downtown
 - Parks and greenways. Randomly scattered, not clustered in one place
 - Greenways (3)
 - All Cary parks
 - Bond Park
 - Parks, entrance and exits to Cary that signifies Cary's history
 - Reuse art and sculpture at Hemlock Bluffs, Bond Park and at Solid Waste Facilities
 - Highway 55 "gateway" to Cary (North and South)
 - New apartment complexes, new development entrances, new parks at "welcome center"
 - Feature local Cary or Wake County artists for public art
 - In unexpected ways and places

- *Other comments.....?*
 - Public use of school facilities needed (running tracks?)
 - Shared incubation facility for start-up businesses
 - Specialized recreation program for children?
 - Diversity is essential
 - Water conservation is essential
 - Have input session at Herb Young or other Eastern Cary site

July 19, 2011 – Cary Senior Center (6 – 8 pm)

Values

- *What's the value of parks, recreation, and cultural resources to the Cary community?*
 - Quality of life
 - Stuff for all ages/seniors
 - Planned growth creates community
 - Appreciate green spaces
 - Connected system
 - Walkability
 - Family activities
 - Distinguish Cary through the Park system
 - PRCR is critical to the quality of life in Cary. Cary is the best place I've ever lived because of these facilities and activities
 - Provided recreation opportunity, improved health for residents, connects people to nature, accessible for all ages and abilities
 - Adds to draw of town – for new residents to move in, for tourists to visit. Premier sports complexes such as Cary Tennis Park add to this appeal
 - Immense value to town of Cary community
 - Gives us our essential connection to nature
 - Humanizes us
 - Provide access for healthy activities and community purpose
 - Promotes awareness of nature and the importance of preserving natural spaces

Vision

- *What is your vision for the future of parks, recreation, and cultural resources in Cary?*
 - Strong downtown plus balance with all areas
 - Connectivity to all resources
 - Grow the trail system to connect to neighborhoods, shopping , schools and other communities
 - Interconnectivity of trails, pedestrian ways, public transportation, and residences, employment, and cultural destinations
 - Currently Cary developments are all independent, dead-end cul-de-sacs which while safer and quieter, do not allow connectivity
 - Pride/ownership community involvement
 - Need to distinguish Cary
 - Central destination
 - Tourism
 - Don't reproduce things found elsewhere (close driving time)
 - Serve population
 - Unique
 - Public transportation
 - Parks and recreation mitigates blithe
 - Plan for green spaces as we grow
 - Reputation for excellence
 - Tennis is maxed – need indoor tennis courts, older player clay courts
 - Have high quality
 - Weaver Street co-op or similar market as downtown attraction
 - Why is that big beautiful building in downtown Cary a bank? It has potential
 - Parking garages instead of sprawling parking lots
 - A distinctive, connected network of parks and greenways including a vibrant downtown
 - More green open space

Parks, Recreation & Cultural Resources System Overview

- *The best things about Cary's Parks, Recreation and Cultural Resources system . . .*
 - Cary has always spent money on useful parks and public spaces – good job!
 - Town of Cary support
 - Town support programs
- *Please improve Cary's Parks, Recreation and Cultural Resources system by . . .*
 - Public pool (3)
 - Pool in west Cary (2)
 - Connect greenways/trails/walkability (3)
 - High school tennis is closed to the public – waste of public resources
 - Small tennis complex in West Cary rather than expand Cary Tennis Park
 - Indoor tennis
 - Public clay courts
 - Have modern downtown library
 - Connect to American Tobacco Trail
 - Add more community gardens
 - Add a cricket field
 - Add a waffle ball field

- *If only Cary had a _____ it would be the best place to live.*
 - Downtown (vibrant, diversity, functioning, activities) (5)
 - Connected greenways
 - Reliable public transportation to both RTP and airport
 - Permanent structure of a farmer's market with room to grow
 - An urban growth management plan to reduce sprawl
 - Urban investing and culture and connected greenway system in West Cary area where the highest density is and the least park and recreation services
 - Community pool and exercise equipment, and indoor track
- *The partnership opportunities I see are . . .*
 - Public/private partnerships
 - Help small businesses migrate downtown
 - Use Apex and Morrisville for downtown expertise
 - Work with existing regional arts, inc, NC Opera, museum, NC Philharmonic, Wake Tech, area schools to participate in Downtown activities
- *Other comments....?*
 - Cross town trail linking Raleigh to Cary to Durham
 - Provide a larger area blow up in the corner of each so we can understand their locations
 - Need to purchase that old Victorian place across for CAC to use as an after-theater coffee/dessert shop. It's been underused too long

Parks & Recreation –

- *My favorite park in Cary is _____ because . . .*
 - Cary Tennis park-family loves tennis, opportunities to watch and play (2)
 - Bond Park- accessibility to neighborhood, lake trail (3)
 - Walnut Street Park-accessibility
 - Mills Park not built
 - Dog Park- needs more policing and stricter spay/neuter regulations
 - Dunham Park/Lions Park- accessible/like small parks located in neighborhoods
 - North Cary Park
 - Kids together-art/disability access
 - Cary Arts Center
 - Hemlock Bluffs-biodiversity, trails over interesting terrain (3)
- *An ideal community center would have the following features . . .*
 - Indoor Rock Walls (2)
 - Sustainable architecture/ LEED and site design
 - Hire a landscape architect
 - Swimming Pool with Lap Lanes, LED Lighting, indoor and outdoor near community centers (2)
 - Fitness Equipment (2)
 - Accessible by bus with a bus stop in walking distance of the community center
- *My neighborhood park should have . . .*
 - Been built 3 years ago at Mills Park Dr. during school construction
 - Birds and other wildlife trails without bikes
 - Sustainable site design with zero runoff and introduce public to nature
 - A landscape architect designed site
 - Sidewalk access

- Sprayground
- Dog Beach/Pool
- Large open areas for dogs to run off leash
- Sidewalk access
- Public Art (2)
- Walnut Street Park should have been attached to a greenway
- Be within ¼ mile walk
- Have flower/ horticulture garden
- Nice park seating for adults
- Simple playground
- Natural Areas
- *There is no place in Cary for me to _____ (recreational activities).*
 - Walk from my house because Mills Park Dr. doesn't have a park yet
 - Play indoor/clay court tennis
 - Swim lessons for children
 - Play Cricket
 - Seriously rock climb
 - Disc-golf course
 - Swim year-round/indoors without belonging to YMCA, but within 2-3 mile drive. Want several pools scattered about Cary (sized like Chapel Hill YMCA on Airport Rd.)
 - Add shuffleboard courts at Bond Park Senior Center
 - Not enough places to watch birds
- *Other comments.....?*
 - *Cary needs a park downtown by the cultural arts center*
 - *More nature trails*
 - *Downtown needs to be improved as a destination*
 - *Please move the Cary "downtown" market to a downtown location/permanent farmer's market location downtown (6)*

Greenways & Open Space

- *I would like to use greenway trails to get to... (destination).*
 - Downtown Cary (2)
 - American Tobacco Trail (4)
 - White Oak Greenway reconnected at I-540
 - CAT/TTA Hubs stops
 - Raleigh Greenways
 - Bond Park from Southbridge/Cary Park
 - Shopping (2)
- *I use the greenway trails to...*
 - Recreational Biking (10)
 - Biking as mode of transportation
 - Dog Walking (4)
 - Running (4)
 - Health
 - Fitness (2)
 - Access to Nature
- *Please improve the greenway trail system by...*
 - Connecting pieces for longer sections (4)

- Creating Loops
- More sign markers and names at street crossings (the current ones are great)
- Connecting for transportation options
- Create unpaved sections of trails
- Make more greenways
- Outdoor Art (2)
- Water fountains, also consider for Pets(3)
- More greenways in Central and older Cary neighborhoods
- Continue to incorporate multi-use trails
- Add restrooms
- Add shade options
- Widen bike gates on greenways-they are inconsistent. Some are narrow and dangerous for Seniors
- Restore White Oak Creek wetlands next to greenway-drainage led to wildlife damage
- *The missing greenway link I consider the most important to complete is.....?*
 - A North-South route like Black Creek and White Oak
 - Black Creek from Umstead to Bond
 - White Oak Creek from Bond to American Tobacco Trail (2)
 - Connections to Raleigh system
 - Greenway access from Dutches Village (High House and Bay Oak)
 - Herb Young connected to Hinshaw greenway
 - Cary Park to American Tobacco Trail
 - Greenways connected to older neighborhoods
 - Finishing Black Creek
- *Other comments.....?*
 - More bike lanes to get riders safely to ATT/Everywhere
 - Bike education for riders and drivers
 - More nature trails
 - Get accurate use-counts by tracking use when people are out—often pre-dawn because of lack of shade
- *The open space properties or areas within Town that should be preserved include.....*
 - Preserve biologically diverse open space esp. wetlands
 - Environmentally sensitive areas
 - North Cary Par (2)
 - American Tobacco Trail
 - Farmland across from Carpenter Village
 - Area across from and adjacent to Mills Park-avoid high density housing
 - Green Hope Greenway

Cultural Resources

- *The arts and cultural activities that I want to participate in are...*
 - Concerts, plays, performances, and associated support activities like lighting, costuming, stagecraft
 - Performances, lectures, music
 - Concerts
 - More free concerts
 - Jewelry-making class

- Arts and culture I use are concerts, gallery shows, historical learning opportunities, craft classes
- *I would like to see more _____ for my kids.*
 - Filmmaking camps
 - Interactive outdoor art
 - Public art as landmarks for neighborhoods and children to remember
 - Incorporate public art into playground equipment as in a climbable art piece
 - Cary does a great job of cultural arts activities for children – theatre classes, art classes, etc.
 - Classical music performances – chamber groups, piano concerts
- *The arts and cultural facilities that I want to see centralized are...*
 - Art studios
 - A central place for painting, drawing classes
 - Add farmer’s marker downtown to help focus activity in downtown
 - More indoor performances spaces, small and large
 - Art studios, art museums
 - Concerts, performances, recitals
- *The arts and cultural facilities I want to have closer to home are...*
 - Have more exhibits in existing spaces
 - Art in landscape
- *Cary history can be preserved by ...*
 - Preservation and publicity
 - Preserving architecture and historic landscapes and gardens
 - Saving and restoring historic buildings and areas
 - Public history art
 - Making it visible, legible but not pedantic nor too precious
- *I would like to discover public art at..... (places).*
 - Public art as a landmark for children to remember when they live
 - I want to appreciate public art around disc golf courses – it will add something that brings professional tours to Cary
 - Places unexpected (2) – like out in nature
 - Greenways, trails (2)
 - More open art and architectural arts, open galleries
 - Fusing public art statues with the disc golf culture
 - All parks
 - Shopping centers
 - I like public art to be surprising and playful
 - Any place might be surprising and in a way that is innovative, forward looking and a little daring (or dare I say maybe even a little controversial, in a good way)
- *Other comments.....?*
 - Indoor concert/performance space with good acoustics to seat 500 people
 - Cary values aesthetics – whatever we have needs to look good
 - Downtown is not centrally located – spend money and spread resources throughout Cary – growth is west (and south) – access
 - Aquatics
 - Parking lot within walking distance of facilities

TOWN of CARY

2012 Parks, Recreation & Cultural Resources Master Plan

Public Meeting #2 Summary October 26, 2011

On October 26, 2011, the Town of Cary held a public meeting at the Herb Young Community Center to present all of the input that had been received as part of the Parks, Recreation & Cultural Resources Master Plan process. Approximately 50 citizens attended. A summary of the findings was presented to the public followed by an opportunity for the public to ask questions. Then participants were asked to circulate to different stations that were setup around the meeting room where more detailed information was provided. Participants were given post-it notes to write additional comments. Staff and consultants were assigned to each station to answer questions as needed. Below is a compilation of all the comments that were received.

Overall Comments

- Why is there disconnect between preference of travel time to facilities? Perceived contradiction in survey results
- Preference for large recreation centers
- Numerous questions regarding a future farmers market. Disagreement over the use “urban agriculture” that was used in the survey and that most of the public would not have linked that to a farmers market.
- Coordinate plans with public transportation
- Downtown
 - More places to eat
 - More parking
 - More parking at Cary Arts Center
 - Keep it open late
 - Add public participation component to planning for the newly-purchased downtown theater. Youth band concerts etc.
 - Keep the upcoming downtown park more or less open. Don’t fill it with buildings or parking lots.
- Greenways are safer in Apex. (Apex Community Park) Recommend thinning the buffers. along Cary greenways to improve visibility. Add restrooms as well.
- Farmers Market space
- Undeveloped parkland counted?
- Does current plan include a comprehensive conservation plan?
- How were one mile and half-mile areas for walkability delineated?
- “Sidewalks were not” (...represented, factored into above calculation of walk times?)
- Nature trails: limited access, no bikes
- Soft-surface trails for joint health
- White Oak: loss of habitat
- Maintain soft surface trails in Bond Park
- Protect Watersheds: Black Creek

- Use volunteers to build and maintain trails: Civilian Conservation Volunteers

West Cary

- Feels isolated from facilities
- 20 min. from swimming, basketball, etc.
- Need facilities for families, children. Connect to trails.
- Community Center at Mills Park
 - Indoor Pool/Gym
 - Rec. Sports
 - Access to Cary's rec. league soccer fields (School or Park site)
- Local businesses/library/Whole Old Carpenter/Amberly Carpenter, Breckenridge, etc. really benefits from WWF Market. Concerned about losing community support and momentum of all the effort that has been put into FM. Please recognize that every move is disruptive and hurts the surrounding community that benefits from it.

Greenways and Trails

- Soft surface trails: foot traffic only, similar to Hemlock Bluffs
 - For bird watching
 - Loop nature trails
 - Mountain Bike trails: can be parallel to paved trails
 - Cross Country running trails
- Ivy Lane by Triangle Aquatic Center (TAC) and WakeMed soccer: already trails for mountain biking and running. Would like to see connection to WakeMed and TAC.
- Make trails less dense and ideally surrounded by a lake on one side so you can see a stranger approaching. Also mark trails with color or "animal sections"? for security

Parks/Facilities

- More dog park facilities
- Keep area across Cary Parkway from N. Cary Park as natural as possible to preserve Black Creek
- Look at [The Summit in Canton, MI](#) as model for an ideal community center

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APPENDIX C – TRENDS

TOWN of CARY

2012 Parks, Recreation & Cultural Resources Master Plan

Trends

A challenge of parks and recreation departments is to continue to understand and respond to the changing characteristics of those it serves. In this fast-paced society, it is important to stay on top of current trends impacting parks and recreation. The following information highlights relevant local, regional, and national parks and recreational trends from various sources.

The Town of Cary's demographic profile shows consistent population growth in the next five years and will experience a projected age shift. Staff will need to stay current with program development to address diverse trends that reflect to a more diverse population. The trends listed below can help parks and recreation professionals respond to their community's changing needs.

Aquatics National Trends

According to the National Sporting Goods Association (NSGA), swimming ranked fourth in terms of participation in 2009 and 2010. Outdoor swimming pools are only open three months out of the year in North Carolina. There is an increasing trend towards indoor leisure and therapeutic pools. Additional amenities such as "spray pads" are becoming increasingly popular as well. In some cities spray pools are popular in the summer months and turn into ice rinks in the winter months.

The Town of Cary does not operate an indoor or outdoor aquatic facility. The Master Plan survey indicates a high interest in aquatics. Indoor lap and leisure pools rated as the next highest priorities for indoor facilities to be added, after an indoor track. Adding an outdoor aquatic center ranked as the 3rd top priority (along with new parks) for future funding improvements.

Athletic Recreation National Trends

Sports Participation

The 2010 NSGA Survey on sports participation found some of the top ten athletic activities ranked by total participation included: exercise walking, exercising with equipment, camping, swimming, bowling, and working out at athletic clubs. Additionally, the following active, organized, or skill development activities remain popular: bicycle riding, hiking, running/jogging, basketball, golf, and soccer. **Table 14** further outlines the top twenty sports ranked by total participation in 2010 and the percent change from 2009.

Table 14: Top Twenty Sports Ranked by Total Participation 2010

| Sport | Total | % Change* |
|------------------------------|-------|-----------|
| Exercise Walking | 93.4 | -3.4% |
| Exercising with Equipment | 57.2 | 4.0% |
| Camping (vacation/overnight) | 50.9 | 3.0% |
| Swimming | 50.2 | -6.1% |
| Bowling | 45.0 | 0.6% |
| Workout at Club | 38.3 | -2.6% |
| Bicycle Riding | 38.1 | -1.5% |
| Weight Lifting | 34.5 | 1.8% |
| Hiking | 34.0 | 2.8% |
| Aerobic Exercising | 33.1 | 3.0% |
| Fishing | 32.9 | -22.0% |
| Running/Jogging | 32.2 | 1.0% |
| Billiards/Pool | 28.2 | -11.1% |
| Basketball | 24.4 | -5.0% |
| Boating, Motor/Power | 24.0 | -13.9% |
| Golf | 22.3 | -3.9% |
| Target Shooting (net) | 19.8 | -2.4% |
| Hunting with Firearms | 18.8 | 0.3% |
| Yoga | 15.7 | 20.9% |
| Soccer | 13.6 | 0.6% |

*Percent Change is from 2008

Source: NSGA 2010

The Ten-year History of Sports Participation Report published by NSGA shows national trends in team sports and individual sports. Overall participation trends indicate a decrease in general. Team sports such as basketball, soccer, tackle football, softball, and volleyball had an increase in participation from 2006 through 2008, however by 2010 show a decline. Since the report, lacrosse has become one of the country's fastest growing team sports. Participation in high school lacrosse has almost doubled this decade. An estimated 1.2 million Americans over age seven have played lacrosse within the previous year. Individual sports show an increase in backpacking, swimming, boating, camping, and exercising with equipment. **Table 15** illustrates a ten year change in participation for selected activities including both team sports and individual sports.

Table 15: Ten-Year History of Sports Participation (in millions) 2000-2010

| | 2010 | 2008 | 2006 | 2004 | 2002 | 2000 |
|-----------------------------------|------|------|------|------|------|------|
| Aerobic Exercising | 38.5 | 36.2 | 33.7 | 29.5 | 29.0 | 28.6 |
| Backpack/Wilderness Camp | 11.1 | 13.0 | 13.3 | 15.3 | 14.8 | 15.4 |
| Basketball | 12.5 | 15.2 | 14.6 | 15.9 | 15.6 | 15.6 |
| Bicycle Riding | 26.9 | 29.7 | 26.7 | 27.8 | 28.9 | 27.1 |
| Billiards/Pool | 39.8 | 44.7 | 35.6 | 40.3 | 39.7 | 43.1 |
| Boating, Motor/Power | 20.0 | 27.8 | 29.3 | 22.8 | 26.6 | 24.2 |
| Bowling | 39.0 | 49.5 | 44.8 | 43.8 | 42.4 | 43.1 |
| Camping | 44.7 | 49.4 | 48.6 | 55.3 | 55.4 | 49.9 |
| Canoeing | NA | 10.3 | 7.1 | 7.5 | 7.6 | 6.2 |
| Cheerleading | NA | 2.9 | 3.8 | 3.8 | NA | NA |
| Exercise Walking | 95.8 | 96.6 | 87.5 | 84.7 | 82.2 | 86.3 |
| Exercising with Equipment | 55.3 | 63.0 | 52.4 | 52.2 | 46.6 | 44.8 |
| Fishing | 33.8 | 42.2 | 40.6 | 41.2 | 44.2 | 49.3 |
| Football (tackle) | 9.3 | 10.5 | 11.9 | 8.6 | 7.8 | 7.5 |
| Golf | 21.9 | 25.6 | 24.4 | 24.5 | 27.1 | 26.4 |
| Hiking | 37.7 | 38.0 | 31.0 | 28.3 | 27.2 | 24.3 |
| Hockey (ice) | 3.3 | 1.9 | 2.6 | 2.4 | 2.1 | 1.9 |
| Hunting w/Bow & Arrow | 5.2 | 6.2 | 5.9 | 5.8 | 4.6 | 4.7 |
| Hunting with Firearms | 16.3 | 18.8 | 17.8 | 17.7 | 19.5 | 19.1 |
| In-Line Roller Skating | 7.4 | 9.3 | 10.5 | 11.7 | 18.8 | 21.8 |
| Mountain Biking (off road) | 7.2 | 10.2 | 8.5 | 8.0 | 7.8 | 7.1 |
| Muzzleloading | 3.1 | 3.4 | 3.7 | 3.8 | 3.6 | 2.9 |
| Paintball Games | 6.1 | 6.7 | 8.0 | 9.4 | 6.9 | 5.3 |
| Racquetball | NA | NA | 4.0 | NA | NA | 3.2 |
| Running/Jogging | 35.5 | 35.9 | 28.8 | 26.7 | 24.7 | 22.8 |
| Scooter Riding | 7.4 | 10.1 | 9.5 | 12.9 | 13.4 | 11.6 |
| Skateboarding | 7.7 | 9.8 | 9.7 | 10.3 | 9.7 | 9.1 |
| Skiing (alpine) | 7.4 | 6.5 | 6.4 | 6.3 | 7.4 | 7.4 |
| Snowboarding | 6.1 | 5.9 | 5.2 | 6.6 | 5.6 | 4.3 |
| Soccer | 13.5 | 15.5 | 14.0 | 13.3 | 13.7 | 12.9 |
| Softball | 10.8 | 12.8 | 12.4 | 12.5 | 13.6 | 14.0 |
| Swimming | 51.9 | 63.5 | 56.5 | 53.4 | 53.1 | 60.7 |
| Target Shooting | 19.8 | 20.3 | 17.1 | 19.2 | 18.9 | 14.8 |
| Target Shooting - Airgun | 5.3 | 5.0 | 5.6 | 5.1 | 4.1 | 3.0 |
| Tennis | 12.3 | 12.6 | 10.4 | 9.6 | 11.0 | 10.0 |
| Volleyball | 10.6 | 12.2 | 11.1 | 11.8 | 11.5 | 12.3 |
| Water Skiing | 5.2 | 5.6 | 3.6 | 5.3 | 6.9 | 5.9 |
| Weight Lifting | 31.5 | 37.5 | 32.9 | 26.2 | 25.1 | 24.8 |
| Workout at Club | 36.3 | 39.3 | 37.0 | 31.8 | 28.9 | 24.1 |
| Wrestling | 2.9 | NA | NA | NA | NA | NA |

Source: NSGA 2011

Youth Sports

Specific offerings for children’s fitness are slowly increasing in health and fitness facilities. Facilities are offering more youth-specific exercise equipment. Individualized youth sports training opportunities are becoming more popular as well. For youth ages seven to 11, bowling, bicycle riding, and fishing had the highest number of participants in 2010; however ice hockey, mountain biking, and tennis saw the highest percent of increase of the sports in the survey in 2010. It is important to note that of the six mentioned sports above, ice hockey is the only team sport. In-line skating experienced the largest percentage decrease in participation followed by scooter riding and fishing.

Another noteworthy trend is the increase in “pick-up” play in team sports. In recent years, the Sporting Goods Manufacturers Association (*SGMA*) noticed that participation in team sports has been driven by organized/sanctioned play. However, in 2008, there were seven team sports where “casual/pick-up” play exceeded organized/sanctioned play. Those sports were basketball, ice hockey, field hockey, touch football, lacrosse, grass volleyball, and beach volleyball. It is believed that this is the result of athletes and their families feeling the pinch of the economy. Many people are choosing the less expensive ways to play sports and stay active.

Synthetic Turf – Alternative Field Surfaces

Often the demand for use of athletic fields exceeds the reasonable and suggested optimum hours available to adequately operate and maintain these natural turf fields; therefore, alternatives should be evaluated. Two potential alternatives could be the use of synthetic turf or skinned fields.

- Synthetic turf is likely to be the most readily accepted option. The initial cost and long-term maintenance should be studied and compared to natural turf to determine its cost effectiveness. While synthetic turf does not require mowing, it does require vacuuming and/or brushing and a little watering. Vandalism to the fields is also a consideration unless the fields are fenced and protected during non-use hours. The use of synthetic surfacing would extend the use periods for each field and would not be affected by lack of water.
- The use of skinned or dirt surfaces for athletic fields are not uncommon in Europe and South America, but acceptance in many U.S. communities may be met with some resistance. The development of skinned fields would be affected by wet conditions caused by rain or snow and would require dragging or rolling to remove ruts. Wind erosion would also be a factor that needs to be considered for dirt fields.

Typically, the use of synthetic or skinned surfaces do not adapt well into an established park setting. Therefore, these alternatives could be best adapted in a complex arrangement or at remote sites that would not disrupt the expected park use. The use of alternative type surfaces may be necessary in some areas and in some quantity to offset the growing demand for athletic fields with the limited space to build new ones.

Note: Synthetic Turf – Installation costs for synthetic turf fields can run 60% higher compared to natural turf fields, but they typically cost less than half the cost of natural turf to maintain annually. Synthetic turf can be used continually and therefore increase revenues. Installing one or more synthetic turf multi-purpose fields may be a consideration.

There are conflicting reports as to the safety of synthetic field surfaces. These factors should be considered when evaluating retrofitting or the new installation of field surfaces.

Baby Boomer/Older Adult Trends – Planning for the Demographic Shift

Baby Boomers—those born between 1946 and 1964, as stated in *Leisure Programming for Baby Boomers*. They are a generation that consists of nearly 76 million Americans. Beginning in 2011, this influential population will begin their transition out of the workforce. As baby boomers enter retirement, they will be looking for opportunities in fitness, sports, outdoors, arts, and cultural events, and other activities that suit their lifestyles. With their varied life experiences, values, and expectations, baby boomers are predicted to redefine the meaning of recreation and leisure programming for mature adults.

In the leisure profession, this generation’s devotion to exercise and fitness is an example of their influence on society. When boomers entered elementary school, President John Kennedy initiated the President's Council on Physical Fitness; physical education and recreation became a key component of public education. As boomers matured and moved into the workplace, they took their desire for exercise and fitness with them. Now, as the oldest boomers are nearing 60, park and recreation professionals are faced with new approaches to provide both passive and active programming for older adults. Jeffrey Ziegler, a past president of the Arizona Parks and Recreation Association identified “Boomer Basics” in his article, *“Recreating retirement: how will baby boomers reshape leisure in their 60s?”*

Boomer Basics:

- Boomers are known to work hard, play hard, and spend hard.
- They have always been fixated with all things youthful. Boomers typically respond that they feel 10 years younger than their chronological age.
- Swimming pools have become less of a social setting and much more of an extension of boomers' health and wellness program.
- Because boomers have, in general, a high education level, they'll likely continue to pursue education as adults and into retirement.

The Town of Cary’s demographic profile indicates that 26.3% of the current population is between 45 and 64 years of age.

Boomers will look to park and recreation professionals to give them the skills needed to enjoy many life-long hobbies and sports. When programming for this age group, a customized experience to cater to their need for self-fulfillment, healthy pleasure, nostalgic youthfulness, and individual escapes will be important. Recreation trends will shift from games and activities that boomers associate with senior citizens. Ziegler suggests activities such as bingo, bridge, and shuffleboard will likely be avoided because boomers relate these activities to being old.

Boomers will reinvent what being a 65-year-old means. Parks and recreation agencies that do not plan for boomers carrying on in retirement with the same pace they have long lived at will be left behind.

Things to consider when planning for the demographic shift:

- Boomer characteristics
- What drives Boomers?
- Marketing to Boomers
- Arts and Entertainment
- Passive and Active Fitness Trends
- Outdoor Recreation/Adventure Programs
- Travel Programs

Facilities – National Trends

According to *Recreation Management* magazine's "2011 State of the Industry Report," national trends show an increased user-base of recreation facilities. To meet that growing need, a majority of the 2011 State of the Industry Survey respondents (60.3%) reported that they have plans to build new facilities or make additions or renovations to their existing facilities over the next three years. Nearly a quarter (24.2%) of respondents said they have plans to build new facilities, and just over a quarter (25.9%) said they plan to add to their existing facilities. Another 43.6 percent are planning renovations.

Also according to the Report, parks and recreation respondents said the average amount planned for construction for parks fell by 12.7 percent from an average of \$3,907,000 in last year's survey to \$3,411,000 this year. There was very little change in the types of features and amenities included in the facilities of the survey respondents from last year to this year. The most commonly found features include locker rooms (57.5% of respondents have locker rooms), classrooms and meeting rooms (57.4%), bleachers and seating (56.8 percent), outdoor sports courts for basketball, tennis, etc. (54.1%) and concession areas (53.9%).

Indoor Recreation Facilities

The current national trend is toward "one-stop" indoor recreation facilities to serve all ages. Large, multi-purpose regional centers help increase cost recovery, promote retention, and encourage cross-use. Agencies across the U.S. are increasing revenue production and cost recovery. Multi-use facilities verses specialized space is a trend, offering programming opportunities as well as free-play opportunities. "One stop" facilities attract young families, teens, and adults of all ages.

Amenities and specialty parks that are still considered "alternative" but increasing in popularity include the following:

- Climbing walls.
- Cultural art facilities.
- Green design techniques and certifications such as Leadership in Energy and Environmental Design (LEED). A recent Building Commissioners Association (BCA) survey indicated that 52 percent of the recreation industry survey respondents indicated they were willing to pay more for green design knowing that it would significantly reduce or eliminate the negative impact of buildings on the environment and occupants.

- Two of the emerging specialty parks include skate parks and adult fitness parks. The Sporting Goods Manufacturers Association estimates there are about 1,000 skateboard parks in the United States.

Researchers have long touted the benefits of outdoor exercise. According to a study published in the *Journal of Environmental Science and Technology* by the University of Essex in the United Kingdom, “as little as five minutes of green exercise improves both mood and self esteem.” A new trend emerging in parks and recreation aims to enable people to reap these benefits by working out on outdoor fitness equipment.

This trend got started in China as they prepared to host the 2008 Summer Olympics. Their aim was to promote a society that promoted physical fitness. The United States is catching up on this trend, as park and recreation departments have begun installing “outdoor gyms.” According to John Drew from ExerSkys, “The equipment is designed to use resistance of the body and weight.” Equipment that can be found in these outdoor gyms is comparable to what would be found in an indoor workout facility, such as leg and chest presses, elliptical trainers, pull down trainers, etc.

Outdoor fitness equipment provides a new opportunity for park and recreation departments to increase the health of their communities, while offering them the opportunity to exercise outdoors. Such equipment can increase the usage of parks, trails, and other outdoor amenities while helping to fight the obesity epidemic and increase the community’s interaction with nature.

Fitness and Health National Trends

There have been many changes in fitness programs in the last ten years. What clients wanted in 2000 is not necessarily what they want today. Fitness programs that have increased in popularity since 2000 include outdoor exercise, boot camp, personal training, post-rehabilitation, kids-specific fitness, and sport-specific training. Declining programs since 2000 include dance, health fairs, sports clinics, aerobics, stress-management classes, and weight-management classes. (*IDEA Health and Fitness Association*)

The American College of Sports Medicine’s (ACSM’s) Health and Fitness Journal conducted a survey to determine trends that would help create a standard for health and fitness programming. **Table 16** shows survey results that focus on trends in the commercial, corporate, clinical, and community health and fitness industry. The Worldwide Survey indicates the following shift in fitness trends between 2009 and 2010.

Table 16: Worldwide Fitness Trends for 2009 and for 2010

| 2009 | 2010 |
|---------------------------------------------------|---------------------------------------------------|
| 1. Educated and experienced fitness professionals | 1. Educated and experienced fitness professionals |
| 2. Children and obesity | 2. Strength training |
| 3. Personal training | 3. Children and obesity |
| 4. Strength training | 4. Personal training |
| 5. Core training | 5. Core training |
| 6. Special fitness programs for older adults | 6. Special fitness programs for older adults |
| 7. Pilates | 7. Functional fitness |
| 8. Stability ball | 8. Sport specific training |
| 9. Sport-specific training | 9. Pilates |
| 10. Balance training | 10. Group personal training |

Source: American College of Sport Medicine

Health and Obesity Trends

The United Health Foundation has ranked North Carolina 35th in its 2010 *State Health Rankings*, up two ranks from 2009.

The State’s biggest strengths include:

- Low prevalence of binge drinking
- Low occupational fatalities rate
- High immunization coverage

Some of the challenges the State faces include:

- Low high school graduation rate
- High percentage of children in poverty
- High infant mortality rate

Economic Effects

Inactivity and obesity in the United States cost the country hundreds of billions of dollars annually. Some local governments are now accepting the role of providing preventative health care through park and recreation services. The following are facts from the International City/County Management Association.

- 89% believe P&R departments should take the lead in developing communities conducive to active living.
- Nearly 84% supported recreation programs that encourage active living in their community.
- 45% believe the highest priority is a cohesive systems of parks and trails and accessible neighborhood parks.

As obesity in the United States continues to be a topic of interest for legislators and our government, there continues to be research suggesting that activity levels are stagnant among all age groups. The following are statistics that support this concern.

- Only 25% of adults and 27% of youth (grades 9-12) engage in recommended levels of physical activity.
- 59% of American adults are sedentary.
- Children born now have a lower life expectancy than their parents.
- 4.5 - 8 hours daily (30-56 hours per week) – children use electronic devices such as computers, televisions, MP3 players, video games, etc.
- Prevalence of overweight children:
 - ages 2–5 years (12.4%)
 - ages 6–11 years (17%)
 - aged 12–19 years (17.6%)

Festivals and Events

Economic Impact of Festivals

In the context of urban development, from the early 1980s, there has been a process that can be characterized as “festivalization,” which has been linked to the economic restructuring of towns and cities, and the drive to develop communities as large-scale platforms for the creation and consumption of “cultural experience.” The Town of Cary, however, finds itself with additional options with its regional athletic complexes for sporting event opportunities as well as events based out of the amphitheaters in town. All of which can benefit the community through tourism.

Research indicates the success rate for festivals tends to be evaluated on the basis of profit (sales), prestige (media profile), size (numbers of events), and numbers of visitors. Research from the European Festival Research Project (EFRP) indicates there is evidence of local and city government supporting and even instigating and managing particular festivals themselves to achieve local or regional economic objectives (sales, jobs, tourists). There are also a growing number of smaller more local community-based festivals and events in communities, most often supported by local councils, that have become prime economic-drivers.

The Town of Cary ranked festivals and special events as the top program to expand in the 2011 Community Survey.

There is much to be learned about trends and expectations each year in order to make the most of each event. FestivalsandFairs.Net, an online festival resource, listed the following 2011 trends:

- Economy – In 2011, people are expected to be more comfortable spending their money at craft shows, fairs, and festivals.
- Holidays – For 2011, the trends are pointing toward an emphasis on holidays and specific events.
- Arts – A variety of art offerings such as music, cultural arts, scrapbooking, jewelry, digital art, etc. are trends to watch.

General Programming Trends – National Trends

One of the most common concerns in the recreation industry is creating innovative programming to draw participants into facilities and services. Once in, participants recognize the benefits are numerous. According to *Recreation Management* magazine's, June 2011 "State of the Industry Report," the most popular programs, offered by more than half of the survey respondents, include holiday events and other special events (64.3 %), fitness programs (61.1%), educational programs (60.4%), day camps and summer camps (56.3%); mind-body/balance programs such as yoga, tai chi, Pilates and martial arts (51.4%); and youth sports teams (50.7%). Sports training was not in the top ten; however, golf instruction and tennis lessons are a fast paced trend.

The report also suggested slightly less than a third (31.9%) of respondents indicated that they are planning to add additional programs at their facilities over the next three years. The most common types of programming they are planning to add include:

- Fitness programs (planned by 26.8% of respondents planning to add programs)
- Educational programs (25%)
- Teen programming (24%)
- Mind-body/balance programs (22.5%)
- Active older adults (20.9%)
- Day camps and summer camps (20.8%)
- Environmental education (20.3%)
- Individual sports activities (18.9%)
- Holiday events and other special events (18.6%)
- Sports tournaments or races (18%)

Community Therapeutic Recreation

Nationally, therapeutic recreation as a service is experiencing many struggles and challenges. The changing face of health care is having a dramatic effect on therapeutic recreation (TR) services in many rehabilitation settings and specifically in physical rehabilitation settings, thus affecting community recreation programs. In the past, clinical facilities provided programs such as wheelchair basketball, but due to the reduction of expenditures, facilities no longer provide such services and expect communities to address these needs. These shifts put more pressure on community therapeutic recreation programs to respond to gaps in service.

Community therapeutic recreation programs address the needs of all people with disabilities. Disabilities may include autism, developmental, physical, learning, visual impairments, hearing impairments, mental health, and more. These programs serve children, youth, and adults of all ages.

The types of programs offered by a community therapeutic recreation program may include **specialized, inclusive, and unified programs**. **Specialized recreation** programs generally serve the needs specifically for someone with a disability. A "Learn to Swim" program for children with autism or an exercise program for adults with arthritis are just two examples of specialized programs. An **inclusive program** is one in which a person with a disability chooses to participate in a regular recreation program with a reasonable accommodation, alongside typical peers who do not have a disability. A third type of program is a **unified program**. This program is for individuals with and without disabilities who participate together as a "buddy," or are paired or matched -- able-body with disabled. Many Special Olympic programs are offered as unified programs.

There is a renewed focus on serving people with psychiatric disabilities. In 2004, The National Council on Disability (NCD) issued a comprehensive report, *Livable Communities for Adults with Disabilities*. This report identified six elements for improving the quality of life for all citizens, including children, youth, and adults with disabilities. The six elements are:

1. Provides affordable, appropriate, accessible housing
2. Ensures accessible, affordable, reliable, safe transportation
3. Adjusts the physical environment for inclusiveness and accessibility
4. Provides work, volunteer, and education opportunities
5. Ensures access to key health and support services
6. Encourages participation in civic, cultural, social, and recreational activities

The right to enjoy services and programs offered to all members by both public and private entities is critical. Unlike persons with physical disabilities, people with psychiatric disabilities face attitudinal barriers of those around them. Attitudinal barriers are exemplified by policies, programs, and beliefs about psychiatric disabilities. Fortunately, the mental health system is moving toward a model based on recovery. This model believes that everyone with a mental health diagnosis is able and capable of living independently within the community with supports.

The current economic conditions have also put constraints on community recreation programs. Staff are cutting budgets, yet also trying to determine how to provide recreation services to people with disabilities.

The Role of the ADA

How a community interprets and implements the guidelines of the ADA regarding parks and recreation programs and services for children, youth, and adults with disabilities ultimately depends upon the philosophy of staff and how accepting they are of people with disabilities. Some organizations provide a basic level of service as per the law and other communities embrace the notion of accessibility and choose to exceed what is expected.

“People with disabilities are allowed equal access to all services provided by local, state, and federal governments, including recreational services. The ADA allows full and equal access by persons with disabilities to any place of public accommodation, governmental or private.”

July 26, 1990, the United States officially recognized the rights of people with disabilities by enacting the Americans with Disabilities Act (ADA).

In 2010, the U.S. Department of Justice issued an amended regulation implementing the Americans with Disabilities Act (ADA 2010 Standards). For the first time in its history, recreation environment design elements have been included. The new requirements for design and construction become effective on March 15, 2012 and a self-evaluation access audit must be in place at this time. All units of state and local government are required to comply with the new regulations. Standards apply to all alterations or added sites.

Multiculturalism

National Trends

Recent articles in parks and recreation have addressed multicultural and diversity issues in the leisure service profession. More than ever, recreation professionals will be expected to work with, and have significant knowledge and understanding of, individuals from many cultural, racial, and ethnic backgrounds.

Today the marketplace for consumers has dramatically evolved in the United States from a large Anglo demographic, to the reality that the United States has shifted to a large minority consumer base known as “new majority.”

The San Jose Group, a consortium of marketing communications companies specializing in reaching Hispanic and non-Hispanic markets of the United States suggests that the current United State’s multicultural population or the “new majority” is 107.6 million, which translates to be about 35.1 percent of the country’s total population. The United State’s multicultural population could essentially be the 12th largest country in the world.

Park and recreation trends in marketing and providing leisure services continue to emerge and should be taken into consideration in all planning efforts.

Natural Environments and Open Space

Economic & Health Benefits of Parks

There are numerous economic and health benefits of parks, including the following:

- Trails, parks, and playgrounds are among the five most important community amenities considered when selecting a home, according to a 2002 survey of recent homebuyers conducted by the National Association of Home Builders and the National Association of Realtors.
- Research from the University of Illinois shows that trees, parks, and green spaces have a profound impact on people’s health and mental outlook. US Forest Service research indicates that when the economic benefits produced by trees are assessed, total value can be two to six times the cost for tree planting and care.
- Fifty percent of Americans regard outdoor activities as their main source of exercise. *“There’s a direct link between a lack of exposure to nature and higher rates of attention-deficit disorder, obesity, and depression. In essence, parks and recreation agencies can and are becoming the ‘preferred provider’ for offering this preventative healthcare.”* – Fran P. Mainella, former director of the National Park Service and Instructor at Clemson University.

The Trust for Public Land has published a report titled: “The Benefits of Parks: Why America Needs More City Parks and Open Space.” The report makes the following observations about the health, economic, environmental, and social benefits of parks and open space:

- Physical activity makes people healthier.
- Physical activity increases with access to parks.
- Contact with the natural world improves physical and physiological health.
- Residential and commercial property values increase.
- Value is added to community and economic development sustainability.

- Benefits of tourism are enhanced.
- Trees are effective in improving air quality and act as natural air conditioners.
- Trees assist with storm water control and erosion.
- Crime and juvenile delinquency are reduced.
- Recreational opportunities for all ages are provided.
- Stable neighborhoods and strong communities are created.

According to the 2011 Master Plan Community Survey nature preserves/natural areas ranked as the 3rd top outdoor amenity to add, expand, or improve.

Nature Programming

In April 2007, the National Recreation and Park Association (*NRPA*) sent out a survey to member agencies in order to learn more about the programs and facilities that public park and recreation agencies provide to connect children and their families with nature. A summary of the results follow:

- Sixty-eight percent (68%) of public park and recreation agencies offer nature-based programming, and 61% have nature-based facilities.
- The most common programs include nature hikes, nature-oriented arts and crafts, fishing-related events, and nature-based education in cooperation with local schools.
- When asked to describe the elements that directly contribute to their most successful programs, agencies listed staff training as most important followed by program content and number of staff/staff training.
- When asked what resources would be needed most to expand programming, additional staff was most important followed by funding.
- Of the agencies that do not currently offer nature-based programming, 90% indicated that they want to in the future. Additional staff and funding were again the most important resources these agencies would need going forward.
- The most common facilities include: nature parks/preserves, self-guided nature trails, outdoor classrooms, and nature centers.
- When asked to describe the elements that directly contribute to their most successful facilities, agencies listed funding as most important followed by presence of wildlife and community support.

Figures from the Association for Interpretative Naturalists, a national group of nature professionals, demonstrate nature-based programs are on the rise. Research indicates that about 20,000 paid interpreters are working nationally, along with an army of more than 500,000 unpaid volunteers staffing nature programs at parks, zoos and museums. The growth of these programs is thought to come from replacing grandparents as the teacher of these outdoor programs. It is also speculated that a return to natural roots and renewed interest in life's basic elements was spurred as a response to September 11, 2000.

Outdoor Recreation

Local parks and recreation departments are a common place for residents to look when getting outside for leisure activities. It is often the mission of parks departments as well as private or non-profits to get more people outdoors.

The Outdoor Foundation released the 2010 *Participation in Outdoor Recreation* report. The report highlights growth in nature-based outdoor activities and continued decline in youth outdoor participation. The Foundation states that the trends show the beginning of adjustments in American lifestyles brought about by a challenging economy, shifting demographics, and changing times. Their research shows the following key findings:

Participation in Outdoor Recreation

- **Return to Nature:** Nearly 50% of Americans ages six and older participated in outdoor recreation in 2009. That's a slight increase from 2008 and equates to a total of 137.8 million Americans.
- **Plans for the Future:** While less than a quarter of all participants reported getting outside two times a week or more in 2009, 82% said that they plan to spend more time participating in outdoor activities in 2010.
- **The Economy:** 42% of outdoor participants said the economy impacted how often they participated in outdoor activities in 2009.
- **Fitness and Health Benefits:** Outdoor participants rate their fitness level at 6.4 on a 10-point scale versus 4.9 for non-participants. In terms of health, outdoor participants rate their health level at 7.5 versus 6.6 for non-participants.
- **Preservation of Land:** The majority of Americans agree that preserving undeveloped land for outdoor recreation is important. A large percentage of outdoor participants also believe that developing local parks and hiking and walking trails is important and that there should be more outdoor education and activities during the school day.

Youth Participation

- **More Indoor Youth:** An overall downward slide in outdoor recreation among 6 to 12 year olds was realized.
- **The Influence of Family:** Most youth are introduced to outdoor activities by parents, friends, family, and relatives.
- **Physical education in schools:** The importance cannot be understated. Among adults ages 18 and older who are current outdoor participants, 83% say they had PE in school between the ages of 6 and 12. That compares with just 70% of non-outdoor participants.

Recreation and Park Administration National Trends

Municipal parks and recreation structures and delivery systems have changed, and more alternative methods of delivering services are emerging. Certain services are being contracted out and cooperative agreements with non-profit groups and other public institutions are being developed. Newer partners include the health system, social services, justice system, education, the corporate sector, and community service agencies. These partnerships reflect both a broader interpretation of the mandate of parks and recreation agencies and the increased willingness of other sectors to work together to address community issues. The relationship with health agencies is vital in promoting wellness. The traditional relationship with education and the sharing of facilities through joint-use agreements is evolving into cooperative planning and programming aimed at addressing youth inactivity levels and community needs.

Listed below are additional administrative national trends:

- Level of subsidy for programs is lessening and more “enterprise” activities are being developed, thereby allowing subsidy to be used where deemed appropriate.
- Information technology allows for better tracking and reporting.
- Pricing is often determined by peak, off-peak, and off-season rates.
- More agencies are partnering with private, public, and non-profit groups.

Marketing

Niche marketing trends have experienced change more frequently than ever before as technology affects the way the public receives information. Web 2.0 tools and now Web 3.0 tools are a trend for agencies to use as a means of marketing programs and services. Popular social marketing electronic tools include:

- Facebook
- Whirl
- Twitter
- You Tube
- Flickr
- LinkedIn

Mobile marketing is a trend of the future. Young adults engage in mobile data applications at much higher rates than adults in age brackets 30 and older. Usage rates of mobile applications demonstrate chronologically across four major age cohorts, that millennials tend to get information more frequently using mobile devices such as smart phones. For example, 95 percent of 18-to-29-year-old cell phone owners send and receive text messages, compared to 82 percent of 30-to-49-year-olds, 57 percent of 50-to-64-year-olds, and 19 percent of 65 and older. It is also a fact that minority Americans lead the way when it comes to mobile access. Nearly two-thirds of African-Americans (64%) and Latinos (63%) are wireless internet users, and minority Americans are significantly more likely to own a cell phone than are their white counterparts (87% of blacks and Hispanics own a cell phone, compared with 80% of whites).

Trend Analysis Summary

The following are key behavioral trends that impact the Town of Cary. These will be important to evaluate for future planning efforts.

- There is an increasing trend towards indoor leisure and therapeutic pools. Additional amenities like “spray pads” are becoming increasingly popular as well.
- Some of the top ten athletic activities ranked by total participation included: exercise walking, exercising with equipment, camping, swimming, bowling, and working out at athletic clubs.
- The most common programs offered in communities are holiday events and other special events, fitness programs, educational programs, day camps and summer camps; mind-body/balance programs such as yoga, tai chi, Pilates and martial arts; and youth sports teams.
- Festivals and events were ranked at the top of the 2011 Community Survey as programs to add in Cary. Festivals and special events as a platform for local economic development is a trend.
- Fitness, educational, teen, mind/body balance, and active adults were listed at the top of the ten programs parks and recreation departments are planning to add within the next three years.
- Trails, parks, and playgrounds are among the five most important community amenities considered when selecting a home.
- A national trend in the delivery of parks and recreation systems reflects more partnerships and contractual agreements to support specialized services.
- The majority of Americans agree that preserving undeveloped land for outdoor recreation is important. A large percentage of outdoor participants also believe that developing local parks and hiking and walking trails is important and that there should be more outdoor education and activities during the school day.
- Web-based niche marketing tools are more popular for agencies to use as a means of marketing programs and services.
- Multicultural park and recreation trends in marketing and providing leisure services continue to emerge and should be taken into consideration in all planning efforts.
- Community therapeutic recreation programs and inclusion services are considered an important trend when planning for the future.

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