



TOWN of CARY

2011/2012 Parks, Recreation & Cultural Resources Master Plan

Findings – October 2011



Introduction

Agenda:

- *Opening and Introduction*
- *Findings Highlights*
- *Summary*
- *Discussion*

Introduction

What is the purpose of the “Parks, Recreation and Cultural Resources Master Plan”?

- *is an update of the 2003 plan...*
- *represents a bold commitment by the Town to continue the tradition of providing a balanced system of parks, recreation and cultural arts.*

Accomplishments since '03 Plan

- Multiple Park Renovations
- Land Acquisition – 600 acres in 10 sites
- Greenways – 50 miles, 8 grade-separated crossings
- Cultural Resources – Cary Arts Center, Public Art
- Sports Venues – USA Baseball, WakeMed Soccer Park
- Special Use Facilities – Disc Golf, Boathouse, Dog Park



Schedule



Key Findings

- **Public Process**
- **Survey**
- **Benchmarking**
- **Demographics**
- **Trends**
- **Inventory & Level of Service Analysis**

Public Process

- Public Process – input from 350
 - Advisory Board
 - 7 focus groups
 - 2 public meetings



[illegible]

Values

- **Creates a sense of community and place**
- **Makes Cary a desirable place to live and visit**
- **Promotes healthy living**
- **Provides connection to nature**
- **Increases property values**
- **Provides opportunities for all ages and abilities**



Vision

- High quality
- Unique
- Proactive
- Connected
- Healthy
- Clean and green
- Sense of community
- Inclusive – something for everyone



Survey

- Survey – input from 1,469
 - 661 from random mail sample
 - 808 from open link Web version
- 13% response rate to random sample

CARY, NC Parks, Recreation, Cultural Resources Master Plan

CURRENT PROGRAMS AND FACILITIES

PLEASE READ THE FOLLOWING DEFINITION OF RECREATION CAREFULLY BEFORE RESPONDING:
"Recreation" for this survey is, any activity done mainly for pleasure or enjoyment, away from the private home, in a park area or recreation facility. This includes cultural, historical, entertainment, social group, nature or environmental education, and athletic-oriented activities.

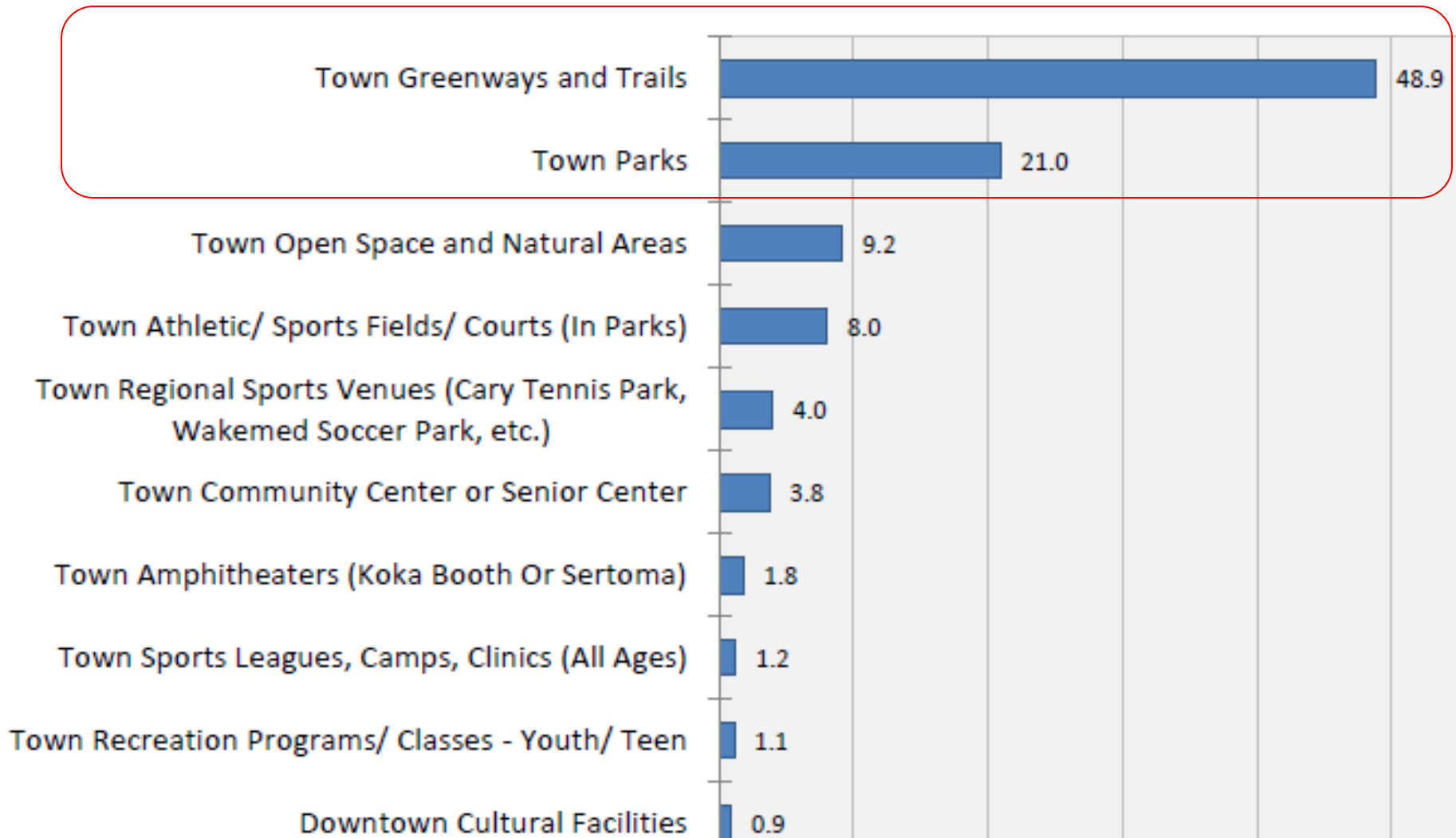
1. Approximately how many times in the last 12 months have you or members of your household (include all family members and guests) used the following facilities, amenities, and programs supported and managed by the Town of Cary?

(ENTER NUMBER OF TIMES OR LEAVE AS "0" IF NONE)

<input type="text"/>	Town Community Centers or Senior Center	<input type="text"/>	Town Greenways and Trails
<input type="text"/>	Town Recreation Programs/Classes - Youth/Teen	<input type="text"/>	Downtown Cultural Facilities
<input type="text"/>	Town Recreation Programs/Classes - Adult	<input type="text"/>	Town Open Space and Natural Areas
<input type="text"/>	Town Recreation Programs/Classes - Seniors	<input type="text"/>	Town Parks
<input type="text"/>	Town Sports Leagues, Camps, Clinics (all ages)	<input type="text"/>	Town Amphitheaters (Koka Booth or Sertoma)
<input type="text"/>	Town Cultural Arts Programs/Classes (all ages)	<input type="text"/>	Town Regional Sports Venues (Cary Tennis Park)

Survey – Usage

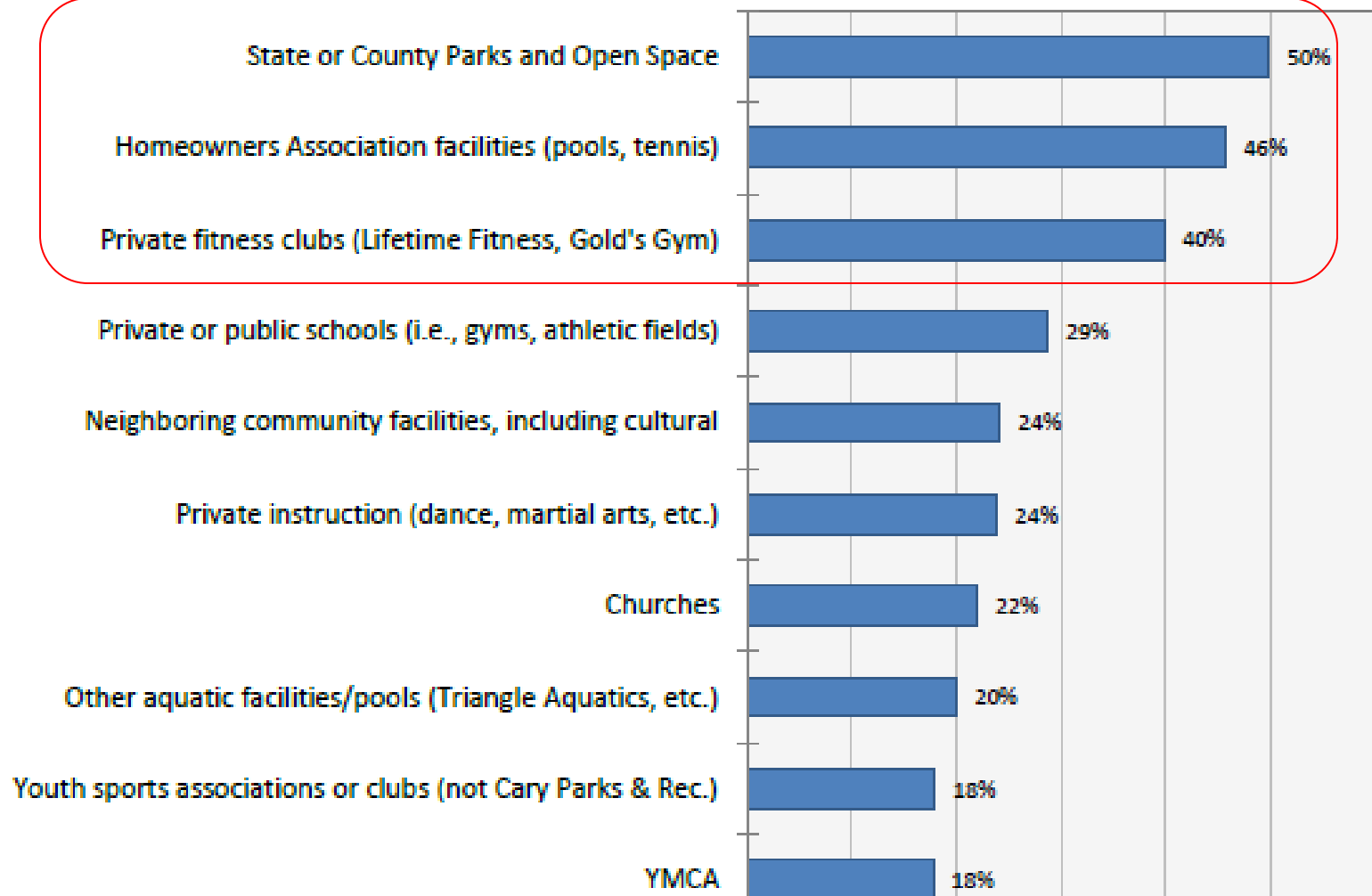
Current Programs and Facilities - Times used in the Last 12 Months



Survey – Other Providers

Use of State/County and HOA facilities is high

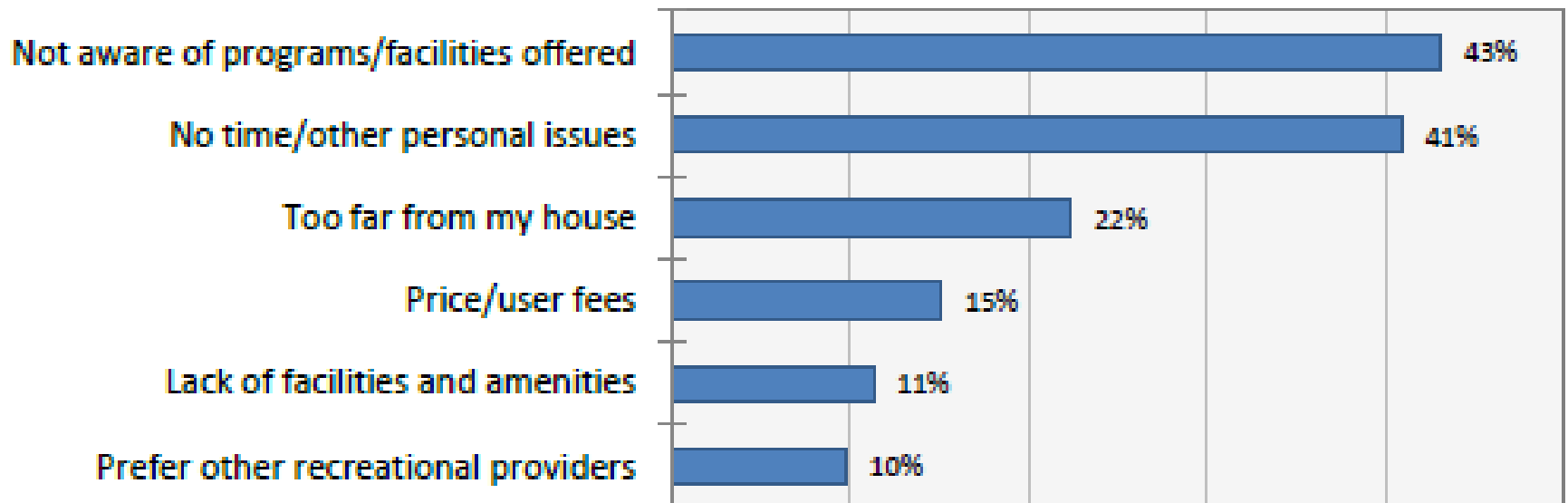
What other parks, recreation, open space, trails and programs do you use?
(mark all that apply)



Survey Results

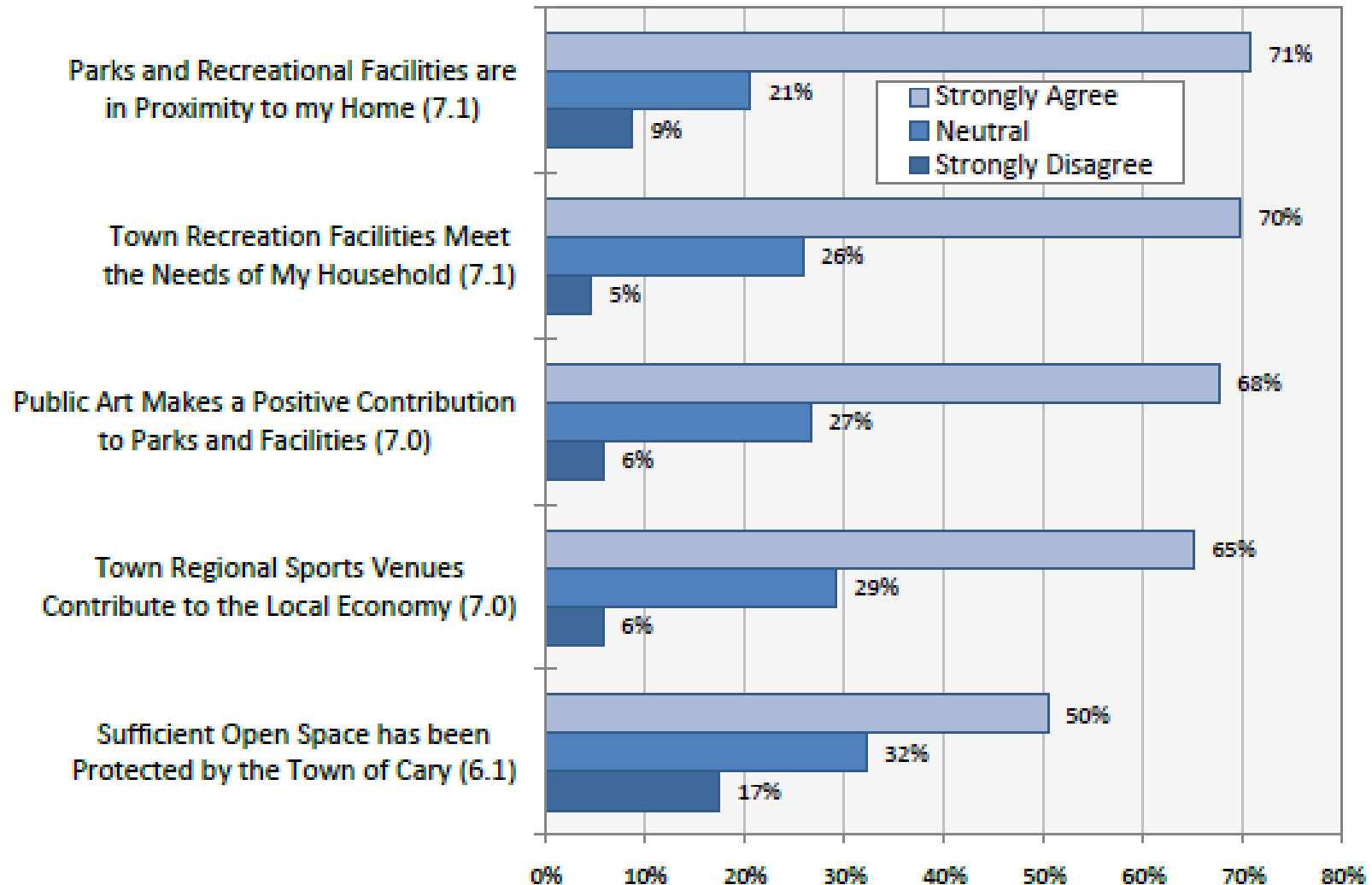
43% not aware of programs/facilities

**If you do not use Cary parks, open space, trails, programs, why not?
(mark all that apply)**



Survey Results

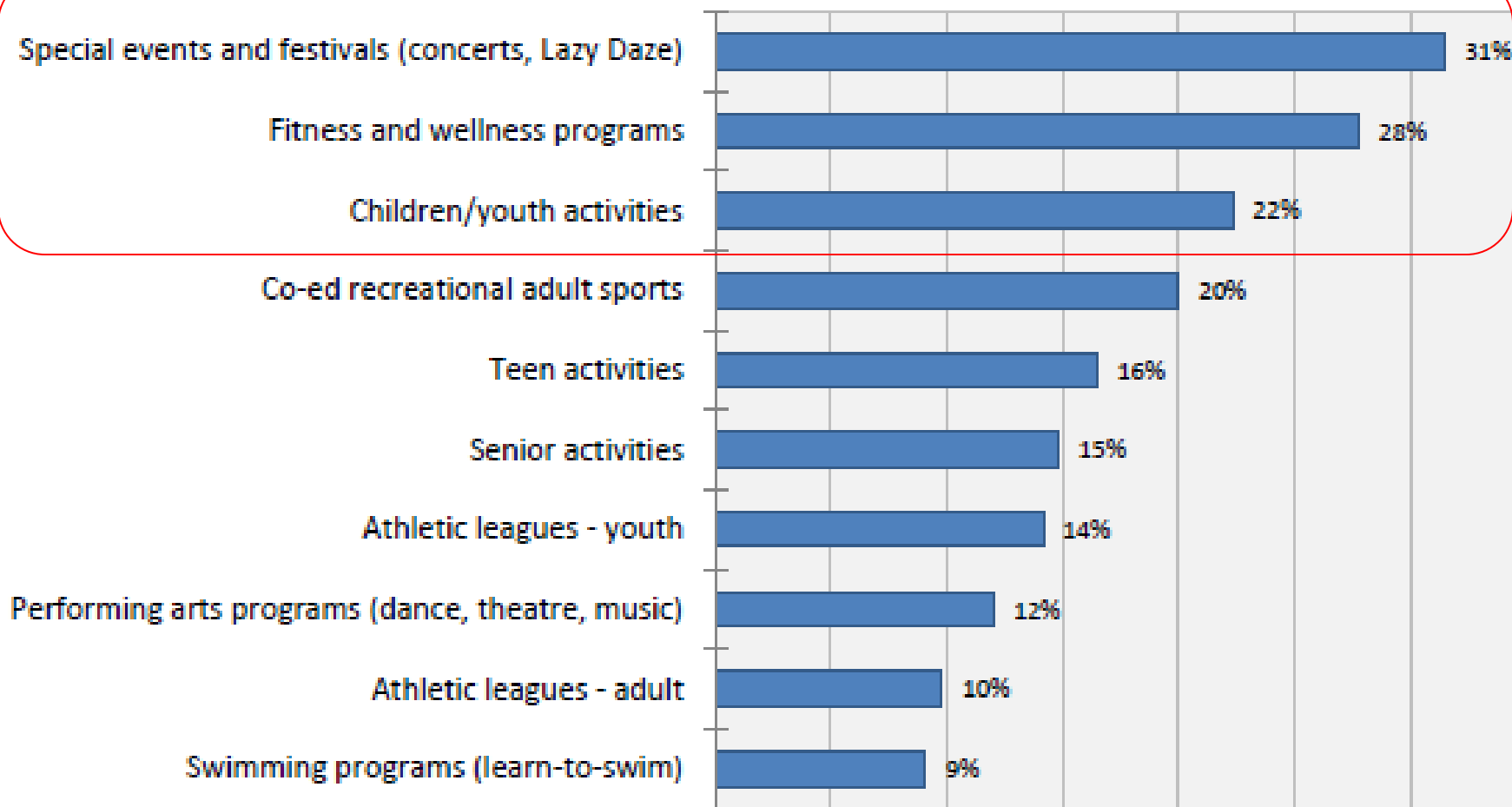
Favorable opinions overall....



Programs

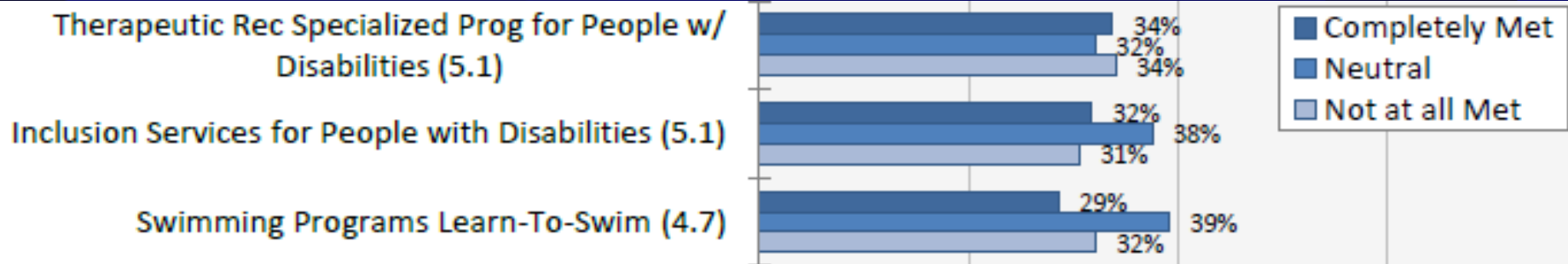
Most important program: special events & festivals

Which programs do you consider to be the most important to you (Top Three Combined)?



Programs

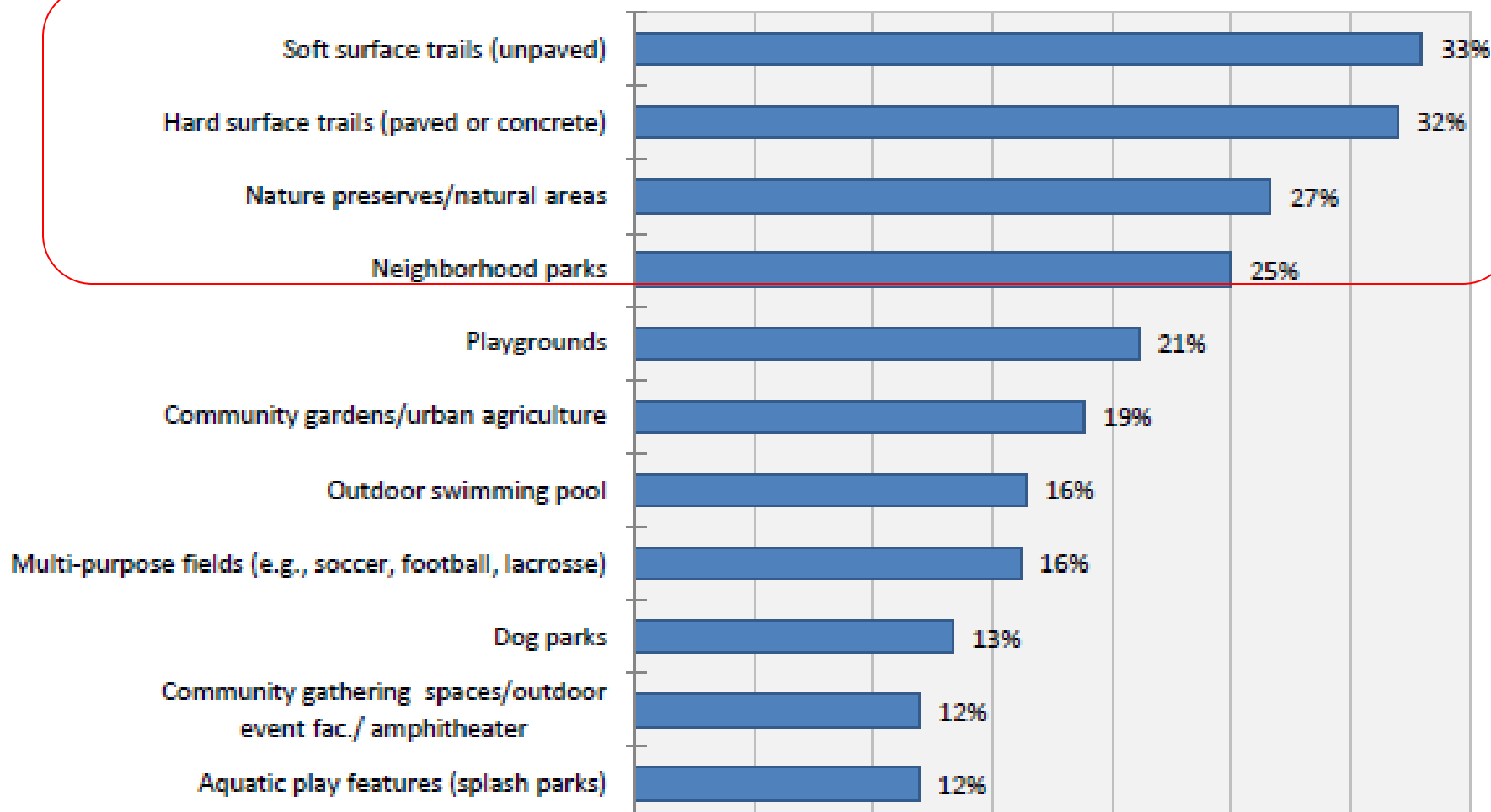
- Programs with higher unmet needs:
 - Programs & services for people with disabilities
 - Swimming



Outdoor Facilities

Top priorities: trails, natural areas, parks

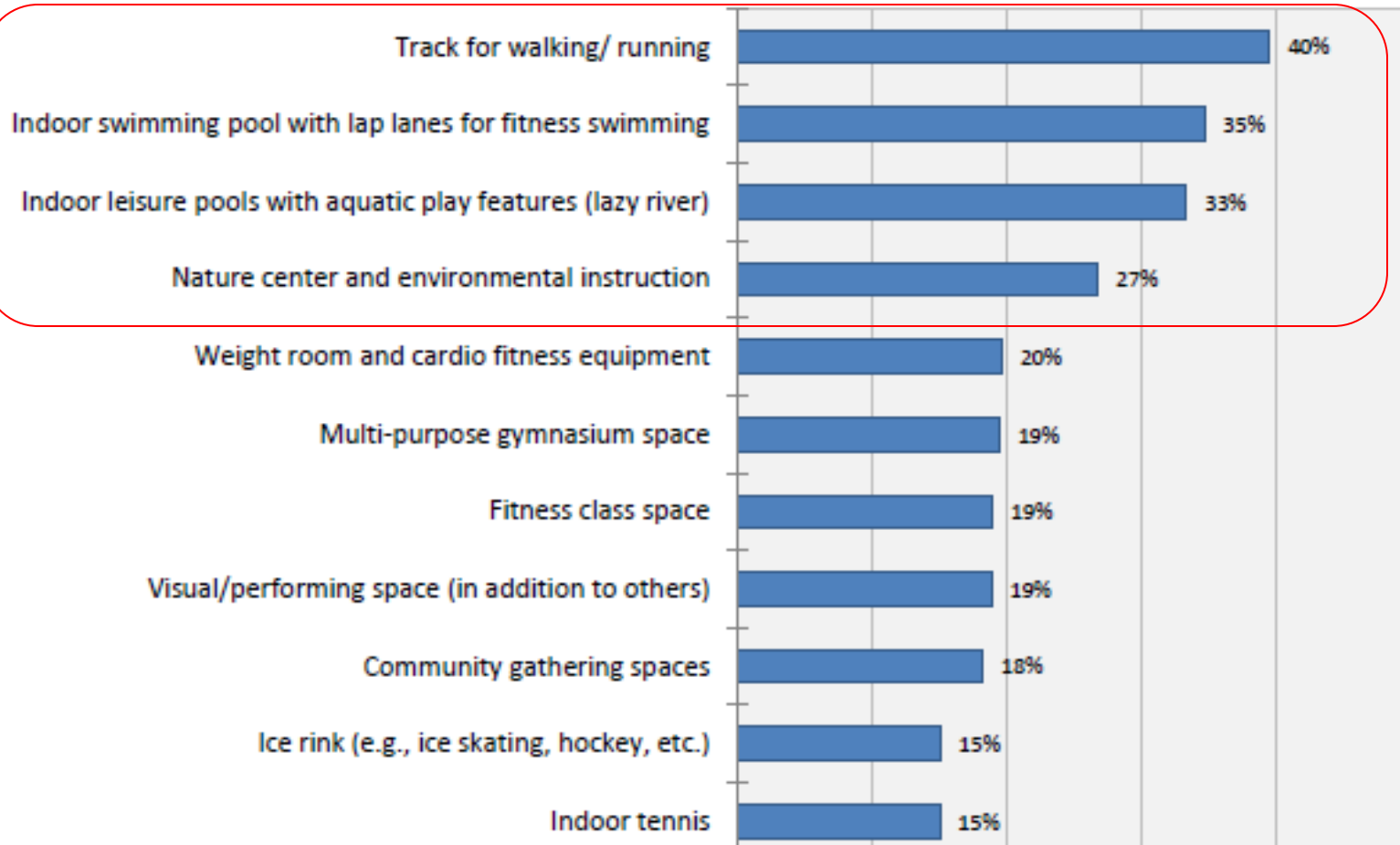
Rate your top three highest priorities (combined) for Outdoor facilities to be added, expanded , improved



Indoor Facilities

Top 3 priorities: track, aquatics, Nature Center

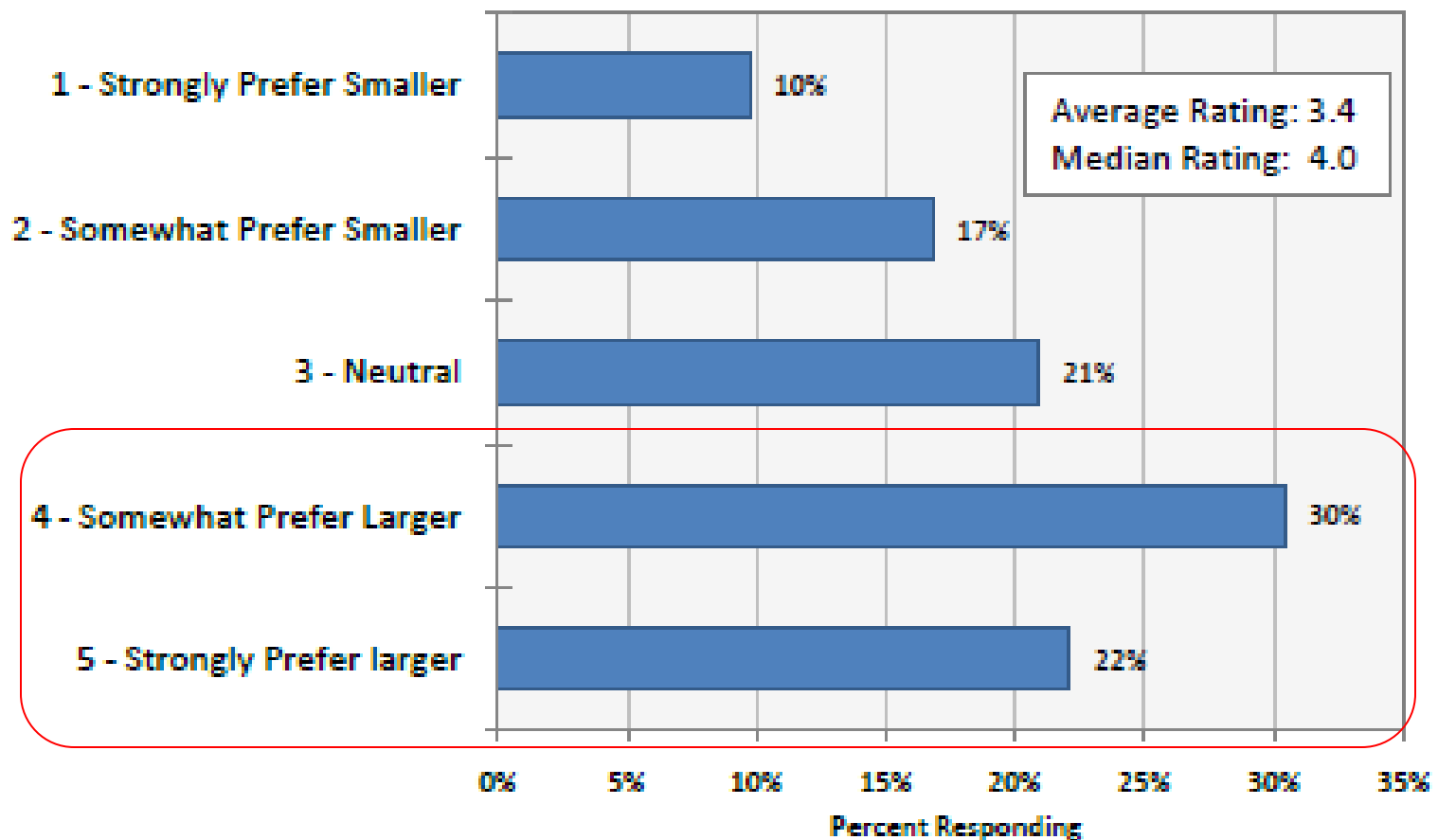
Rate your top three highest priorities (combined) for Indoor facilities to be added, expanded , improved



Community Recreation Centers

52% prefer fewer larger centers over more, smaller

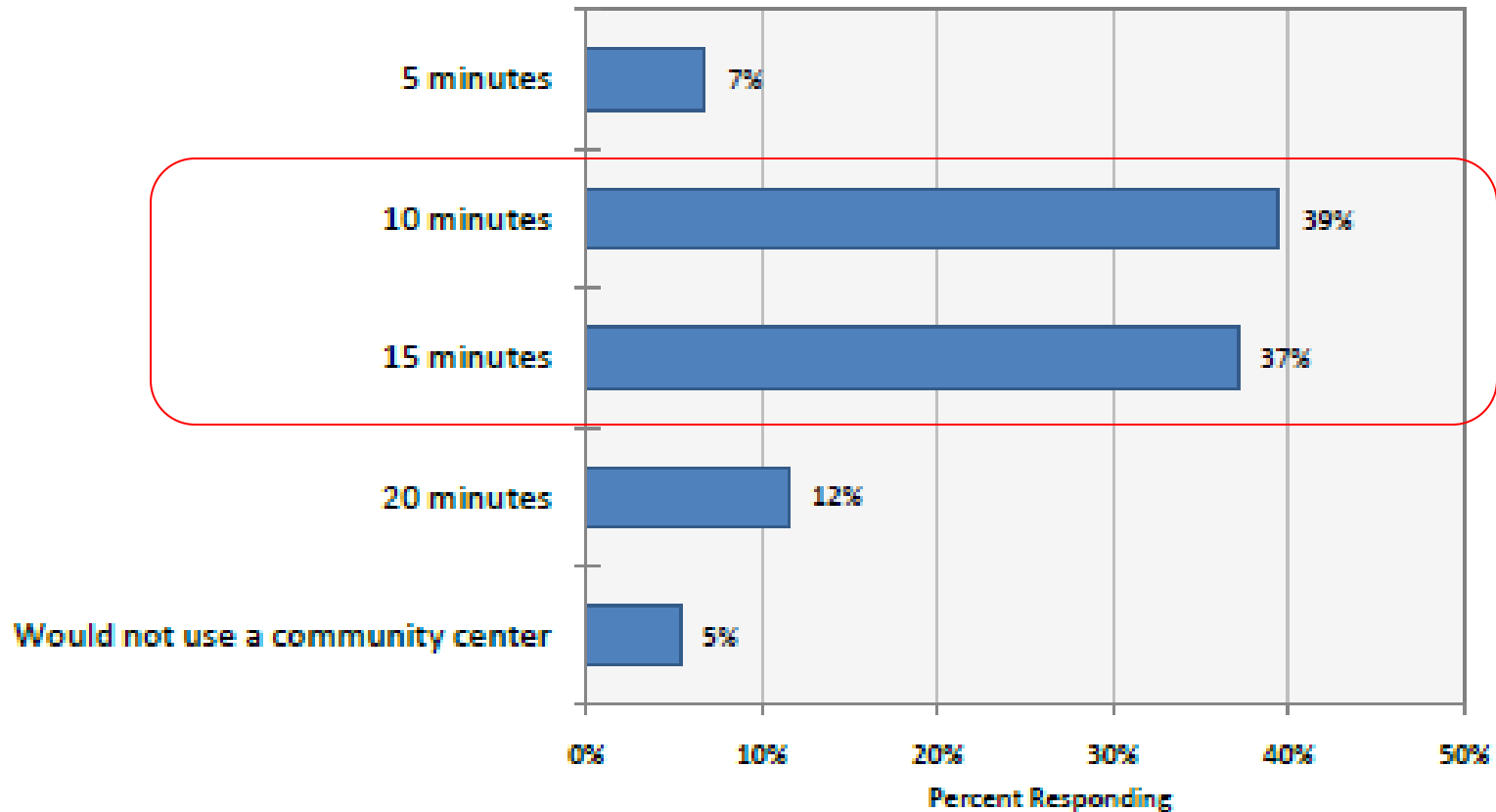
Referring to possible additions or expansions to rec centers, indicate which direction you most prefer based on the following extremes?



Community Recreation Centers

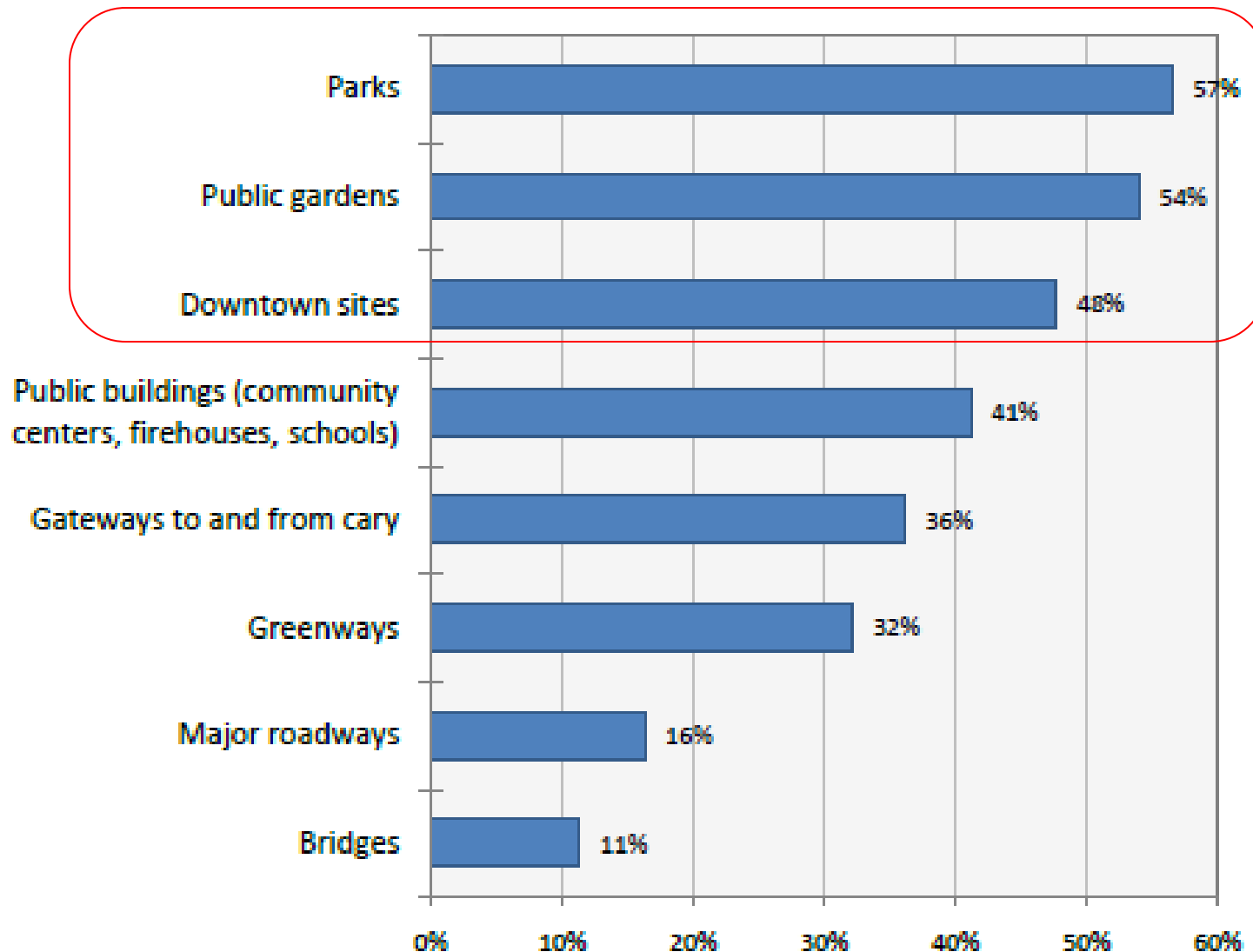
76% would be willing to travel 10-15 minutes

How long would you be willing to travel to get to a community center with the amenities that you and members of your family want?

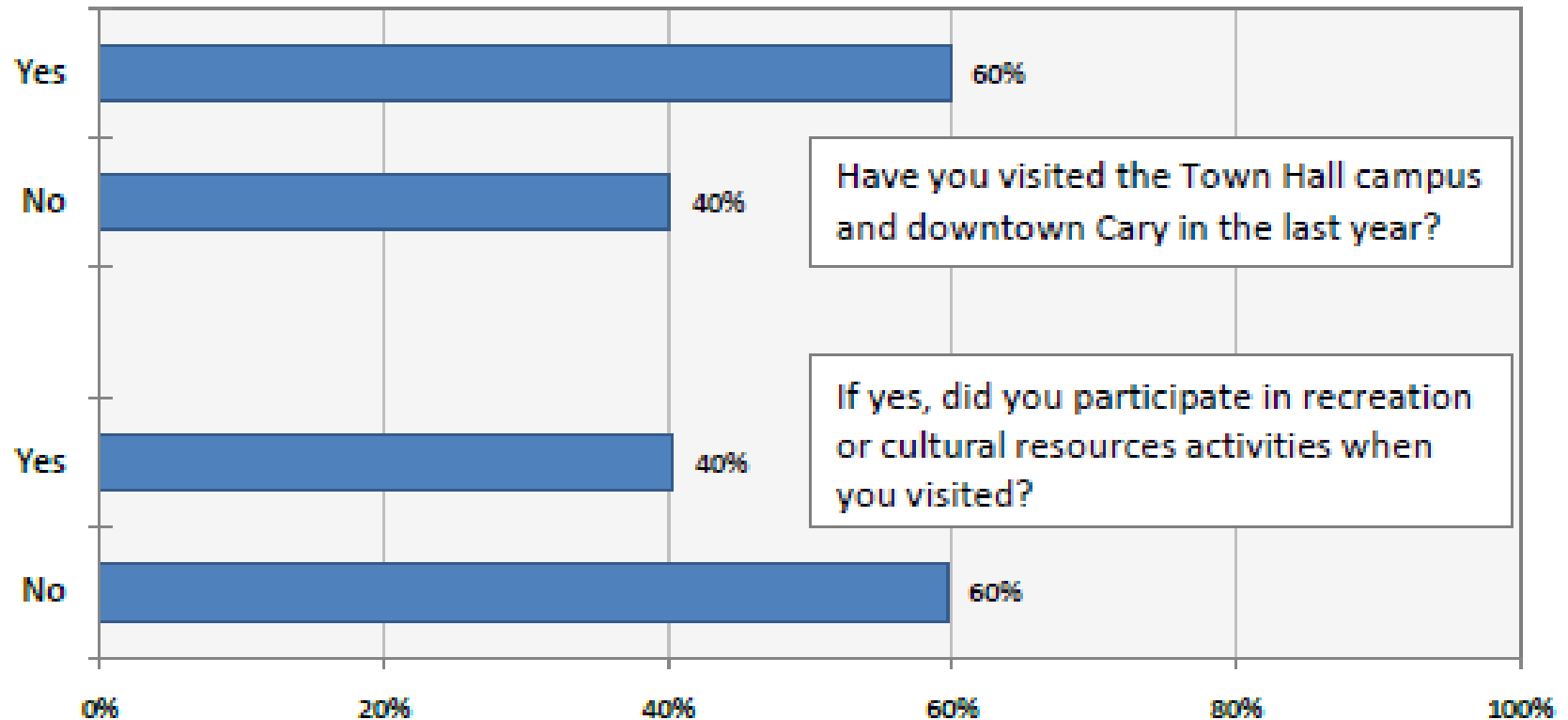


Public Art

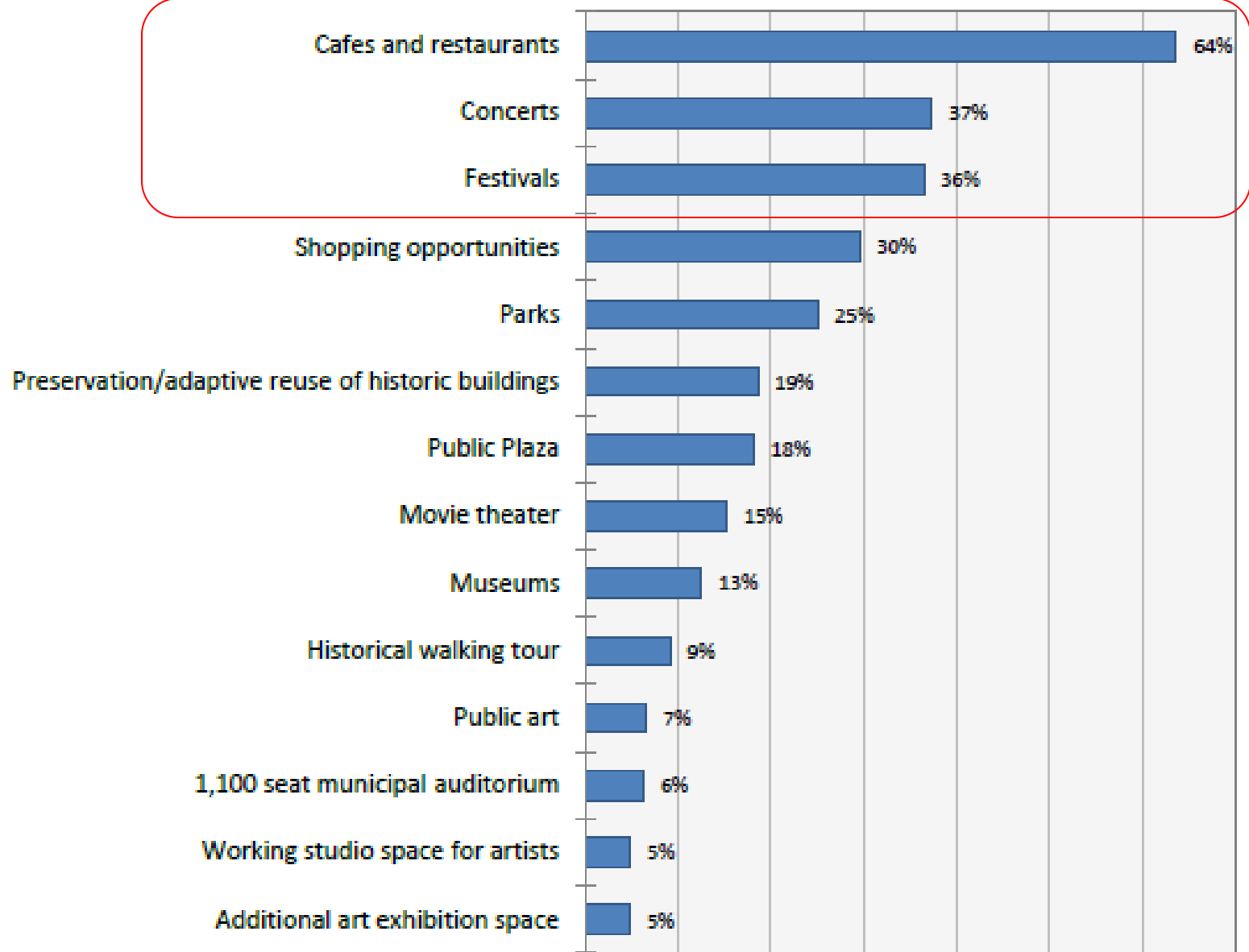
Top Three Locations (combined) where you would like to discover public art



Downtown / Maynard Loop



Desired Downtown Amenities

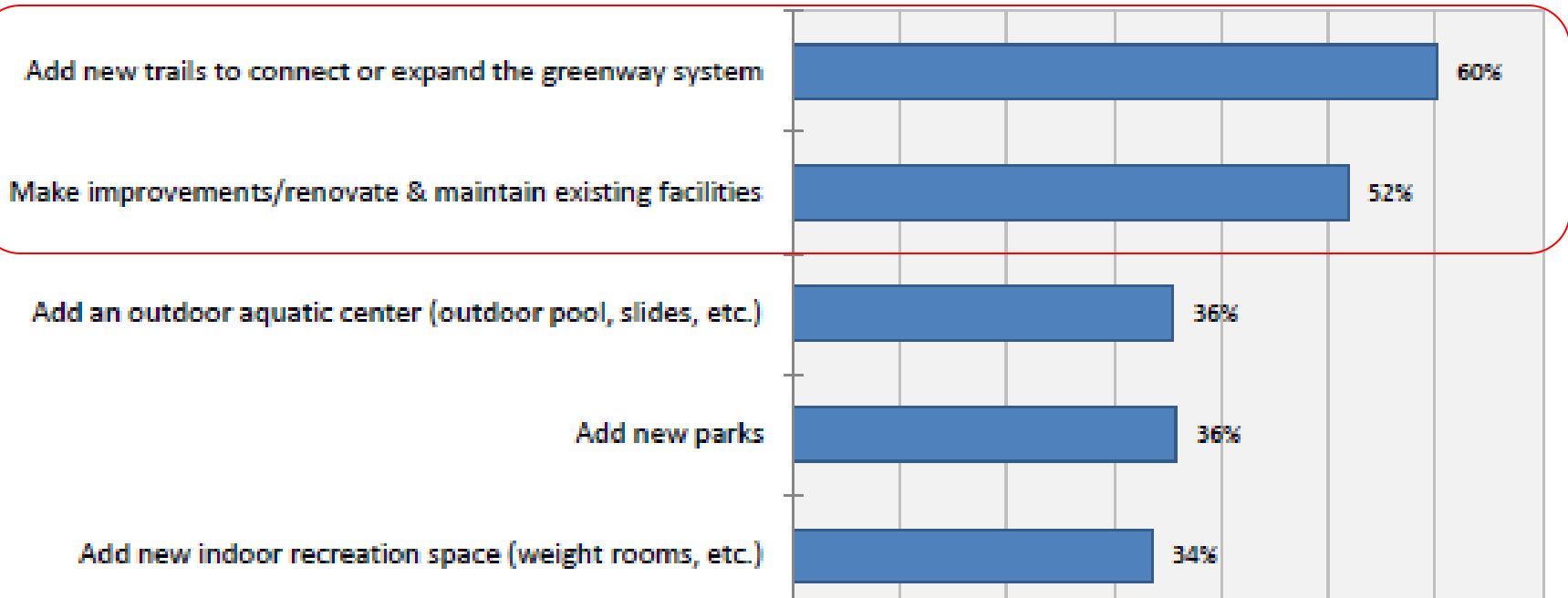


Future Funding Priorities

1. Trails

2. Improve / maintain existing facilities

What is your opinion on where future funding for improvements should be spent ? (Top Three Priorities Combined)



Demographics

- Young families
 - Higher percentages of under 15 age and 35-54 age categories than State and Wake County
- High education and incomes
- Growing population



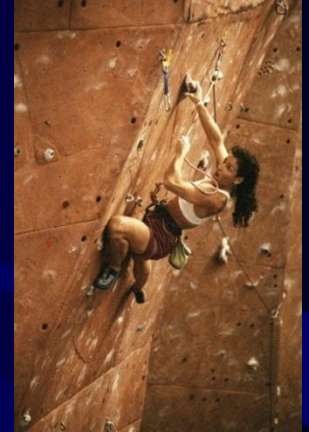
Trends

- **Active older adults**
 - **Top sports ranked by participation**
 - **Exercise walking**
 - **Exercising with equipment**
 - **Camping**
 - **Swimming**
- (National Sporting Goods Association, 2011)
- **Increase in drop-in activities**
 - **Overall declining participation in team sports**
 - **Lacrosse – fastest growing team sport**



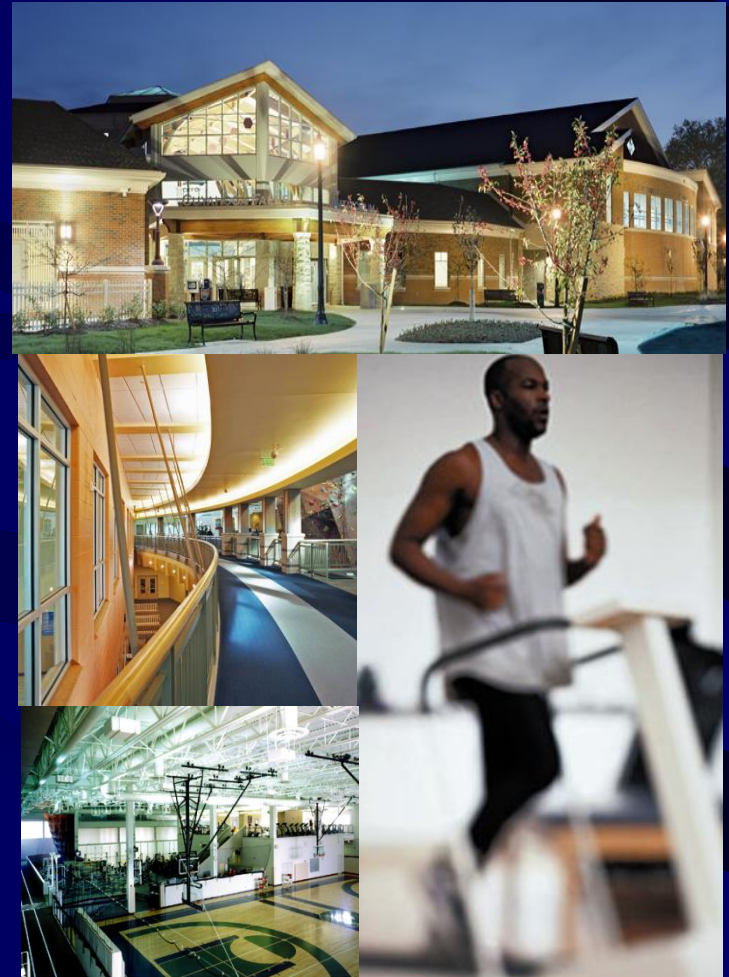
Recreation Center Trends

- “One-stop” facility to serve all ages
- Large, multi-purpose regional centers
 - encourages retention and participation
 - saves on operating expenses due to economies of scale



Recreation Center Trends

- Diversity of offerings
- Fitness areas increase participation
- Leisure and therapeutic pools
- Indoor walking tracks
- Higher level of building design



Benchmarking

Compared to 7 other communities:

- Scottsdale, AZ; Fort Collins, CO; Lakewood, CO; Naperville, IL; Rockville, MD; Clarksville, TN; Plano, TX

Cary rated:

- 5th in developed parkland acres per 1000 residents
- 2nd in undeveloped parkland acres per 1000
- 4th in number of trails per 1000
- 5th in parkland acre standards per 1000
- 6th in recreation center SF per 1000



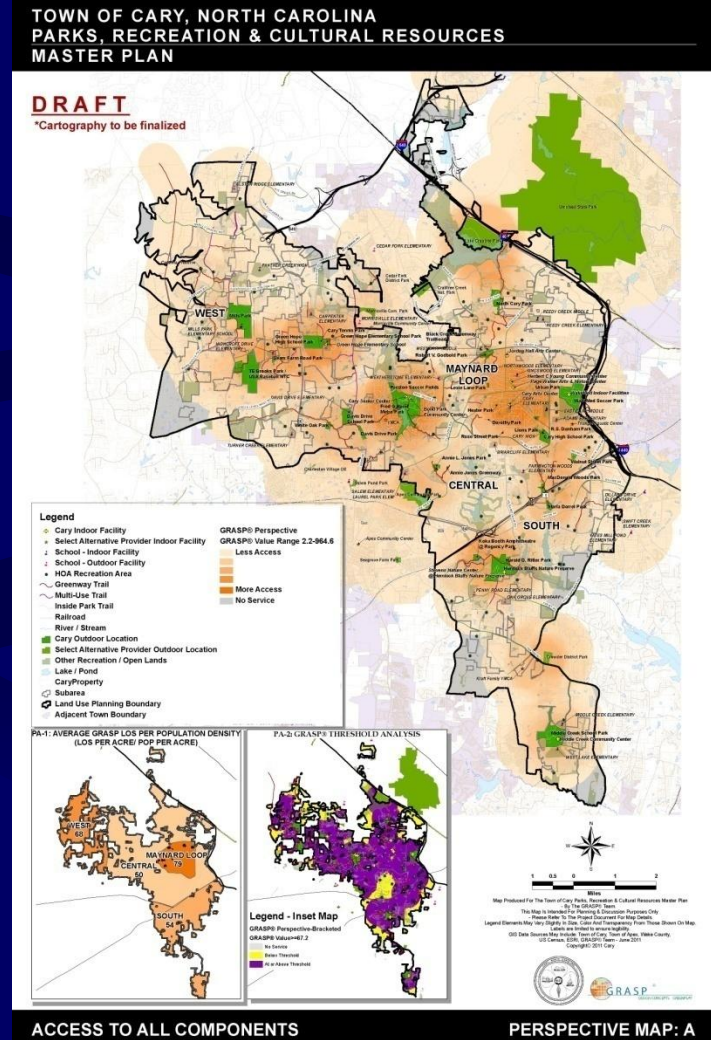
Inventory & Level of Service: GRASP® Values



+



=



Inventory Overview

- Inventory Included Town + Alternative Providers of Parks, Recreation, Trails, and Natural Areas (including indoor facilities)



TOWN OF CARY, NORTH CAROLINA PARKS, RECREATION & CULTURAL RESOURCES MASTER PLAN

Legend

- ◆ Cary Indoor Facility
- ★ Select Alternative Provider Indoor Facility
- ⌘ School - Indoor Facility
- ⌘ School - Outdoor Facility
- HOA Recreation Area
- ~ Greenway Trail
- ~ Multi-Use Trail
- ~ Inside Park Trail
- Cary Outdoor Location
- Select Alternative Provider Outdoor Location
- Other Recreation/Open Lands

SUBAREA

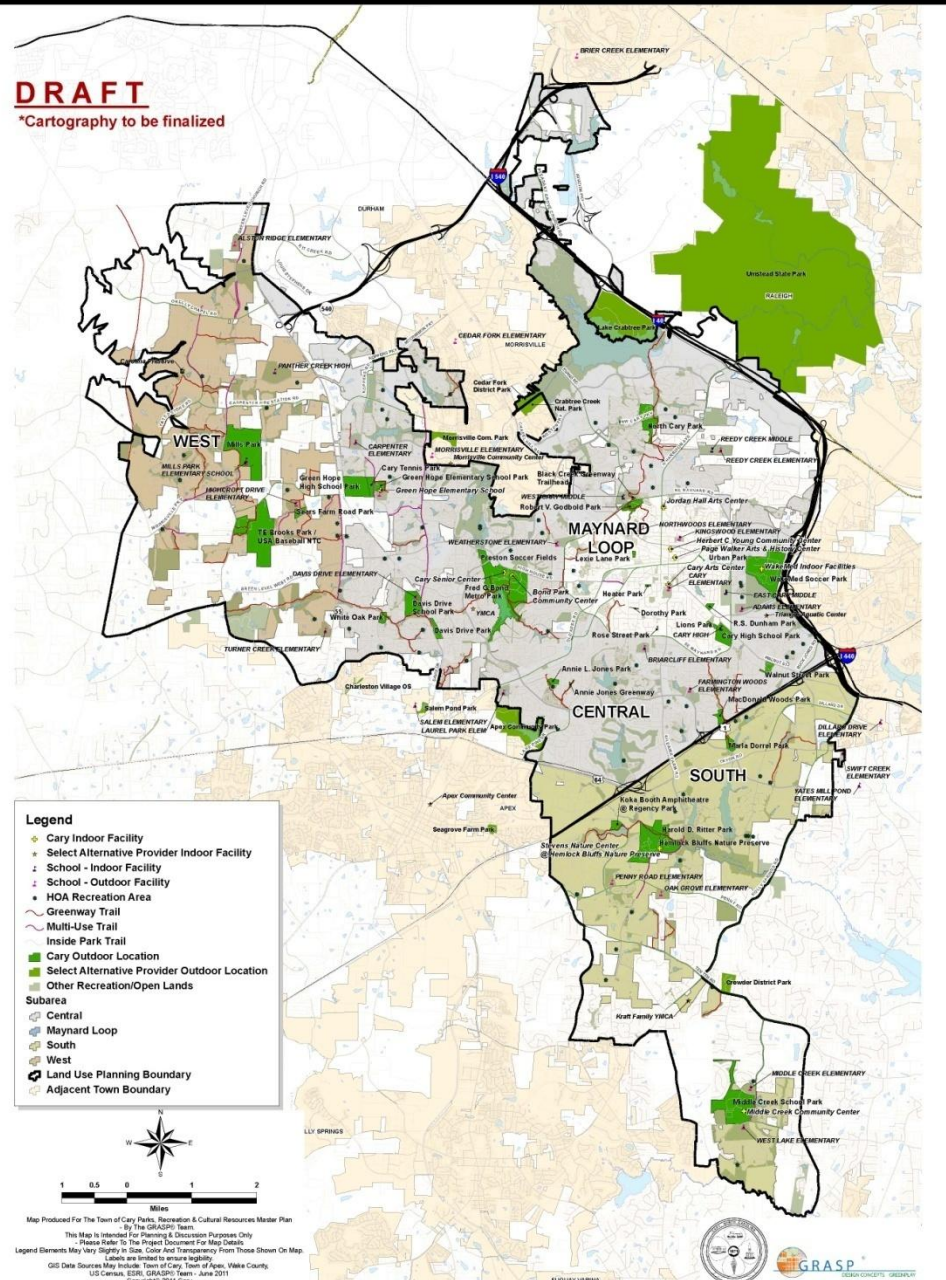
- CENTRAL
- MAYNARD LOOP
- SOUTH
- WEST
- ⬢ Cary Town Limits
- ⬢ Adjacent Town Boundary

Four Subareas:

- West
- Maynard Loop
- South
- Central

DRAFT

*Cartography to be finalized



Subarea Statistics

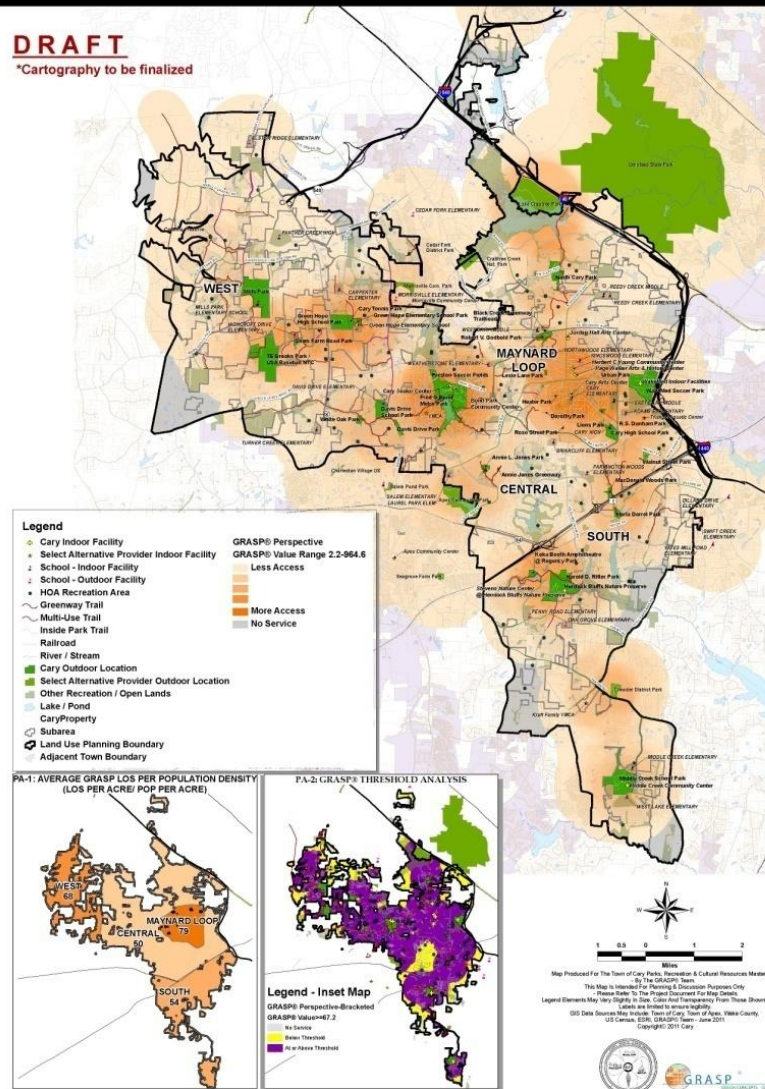
Subarea	Total Acres	Population Per Acre
<i>West</i>	5,899	2.07
<i>Maynard Loop</i>	3,158	5.66
<i>South</i>	7,563	3.35
<i>Central</i>	18,958	4.44
<i>Cary</i>	35,578	3.92

Level of Service Analysis

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DRAFT

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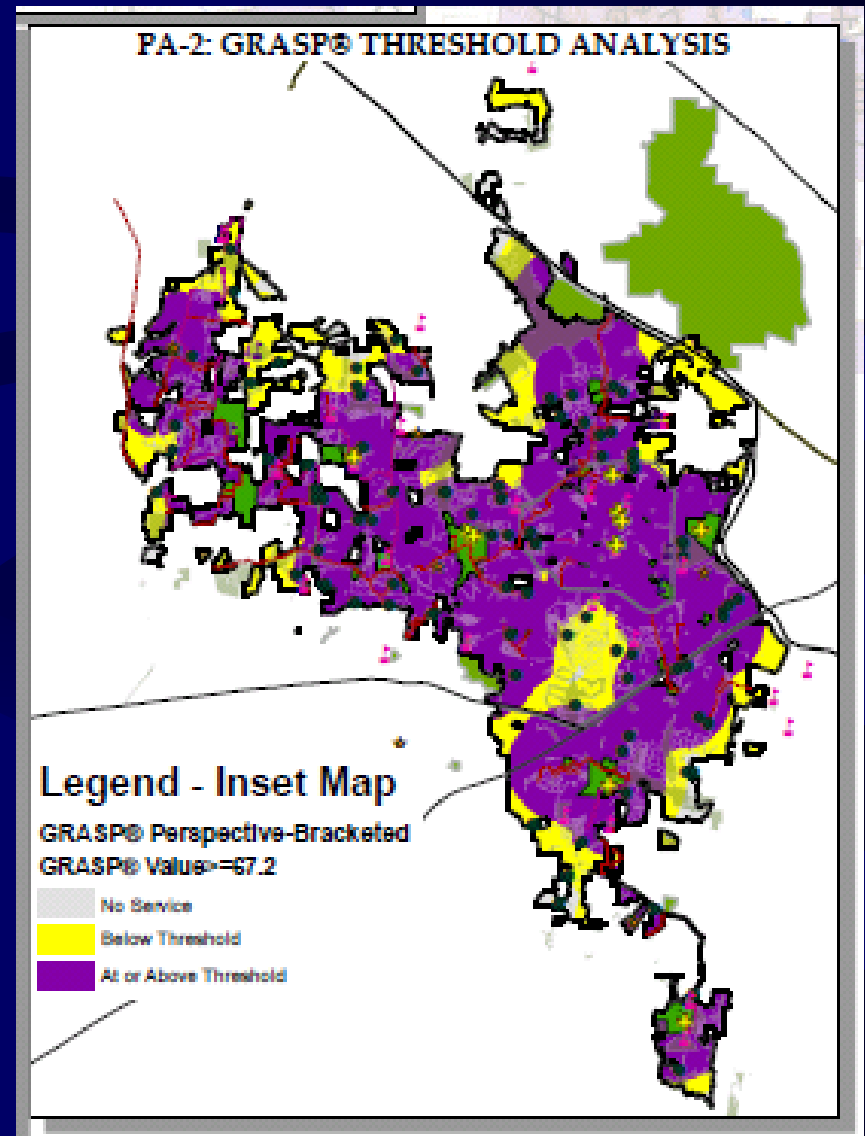


Map shows access to all components within **one-mile** service area

Composite Analysis

Overall, 97% of Cary's Land Area has Access to Some Service (purple + yellow areas on the map)

76% of Cary has LOS Value that Meets or Exceeds an Assumed Threshold Value (purple areas on the map)

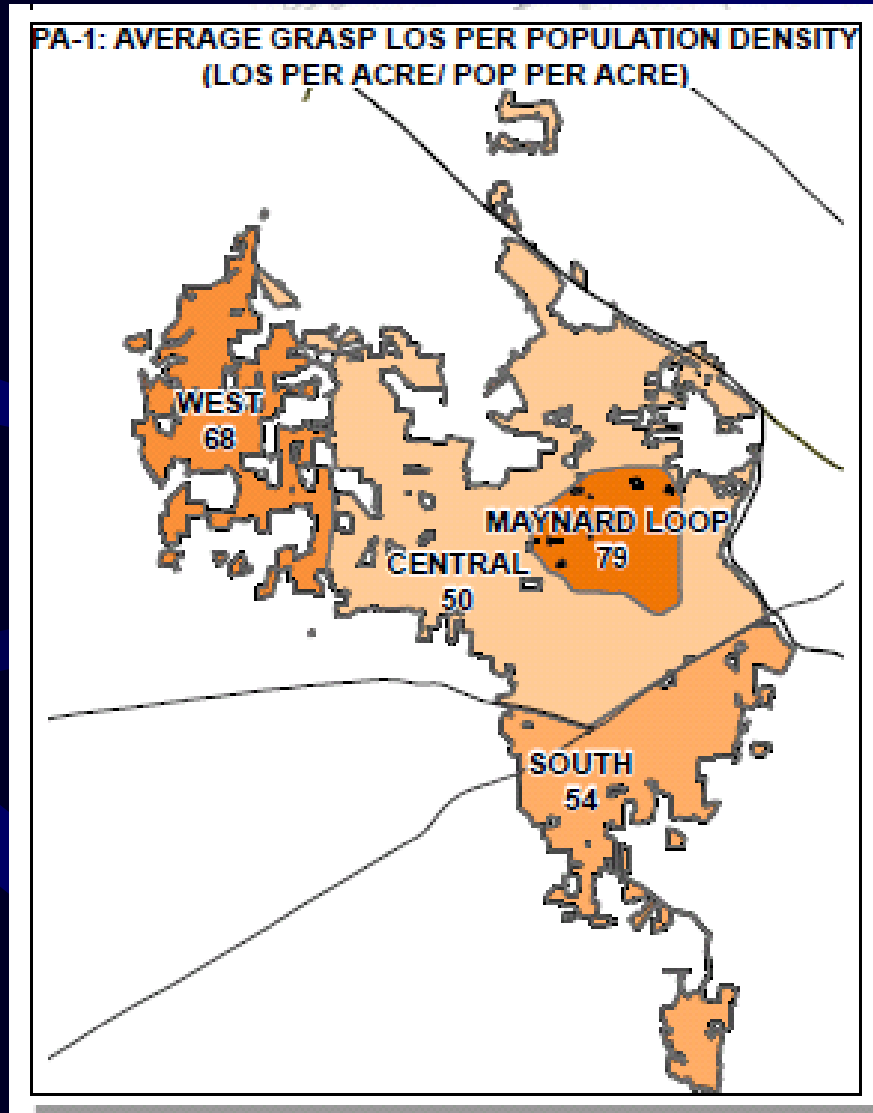


Composite Analysis – Subareas

When Level of Service Per Acre is considered:

1. Maynard Loop has highest Composite LOS
2. Central
3. South
4. West subarea has lowest

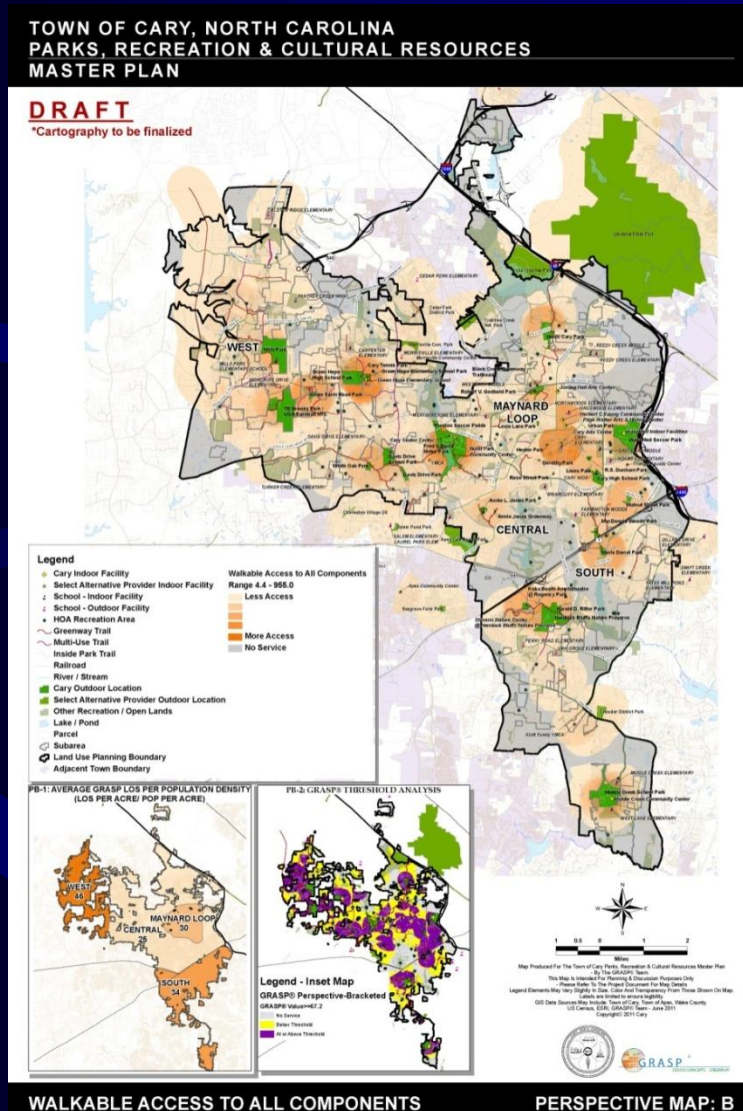
Composite Analysis – Subareas



When Density is considered, the viewpoint is different:

1. Maynard Loop has highest Composite LOS
2. West
3. South
4. Central subarea has lowest Composite LOS

Walkability Analysis – All Components

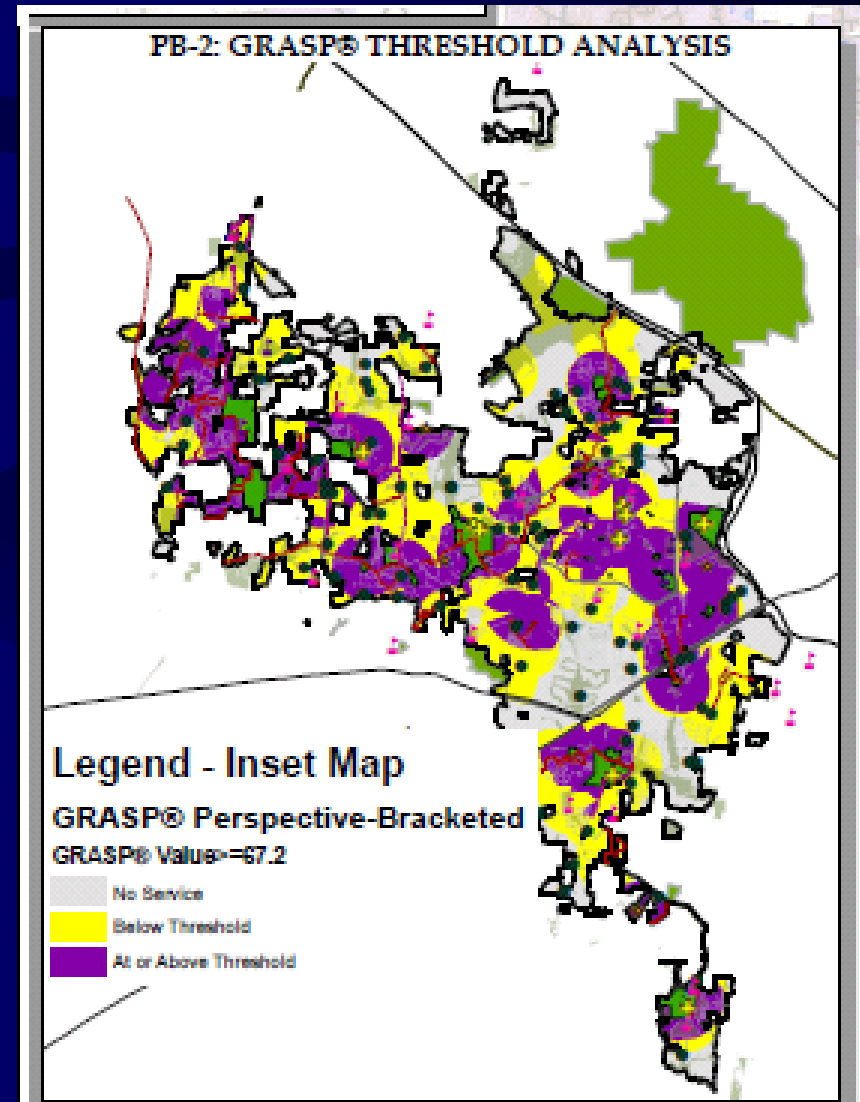


Map shows access
to all components
within 1/2 mile
service area

Walkability Analysis – All Components

76% of Cary's Land Area
has *Walkable* Access to At
Least Some Service
(purple + yellow areas on
the map)

37% of Cary has LOS
Value that Meets or
Exceeds the Assumed
Threshold Value for
Walkable Access (purple
areas on the map)



Trail Network

- 24 Individual Trail Networks were identified, totaling 63 miles
- 63% of Cary's land area lies within a Trail Network area
- 455 out of 625 (73%) total components in the inventory (including all providers) fall within a Trail Network area



Trail Network

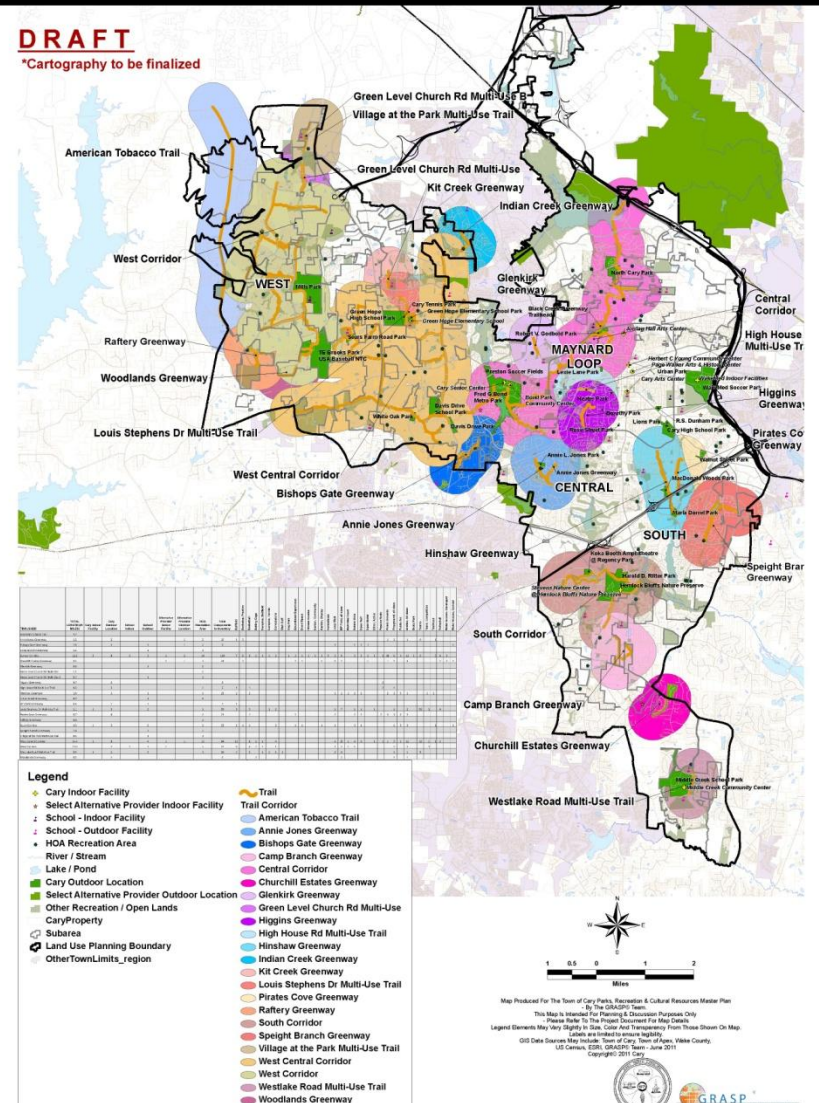
Trail Corridor

-  American Tobacco Trail
-  Annie Jones Greenway
-  Bishops Gate Greenway
-  Camp Branch Greenway
-  Central Corridor
-  Churchill Estates Greenway
-  Glenkirk Greenway
-  Green Level Church Rd Multi-Use
-  Higgins Greenway
-  High House Rd Multi-Use Trail
-  Hinshaw Greenway
-  Indian Creek Greenway
-  Kit Creek Greenway
-  Louis Stephens Dr Multi-Use Trail
-  Pirates Cove Greenway
-  Rafferty Greenway
-  South Corridor
-  Speight Branch Greenway
-  Village at the Park Multi-Use Trail
-  West Central Corridor
-  West Corridor
-  Westlake Road Multi-Use Trail
-  Woodlands Greenway

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DRAFT

*Cartography to be finalized



Level of Service Analysis

- Overall, Cary enjoys a high LOS
- Variations in LOS do not necessarily reflect significant shortfalls or gaps in service



Level of Service Strategy

- The LOS in various parts of Town may not line up with perceptions
- The Survey results can offer further insight
 - Special events/festival top program priority in Maynard Loop
 - Youth programs rank higher in West Cary



Level of Service Strategy

- Cary has a high LOS for conventional access to services (i.e., driving)
- Clarify goals for walkable access
- Trail connectivity contributes to walkability



Summary

Challenges & Opportunities

- Sustaining the high LOS as system matures
- Responding to changing demographics and growth



Summary



- High quality park system
- Challenge to maintain high standards as community grows, system ages, and funding decreases
- Support of connecting greenways and use of different trail surface types
- Preservation of natural areas

Summary

- Desire for leisure aquatics (indoor & outdoor)
- Support of cultural resources
- Interest in expanding special events and festivals



Summary

- **Balancing local and regional service**
- **Increased access desired**
 - Public school facilities – multipurpose fields, gyms
- **Desire to use sustainable and “green” design and management approaches**



Next Steps

- Findings Public Meeting, October 26
- Public Art Master Plan Public Workshops, November 3 & 5
- Ongoing input
 - parksplan@townofcary.org
 - publicart@townofcary.org
- Draft Plan Meetings, February

Discussion

- What are your reactions to the findings?
- Does anything appear to be missing?
- What do you see as key focus areas for the Plan in light of the findings?

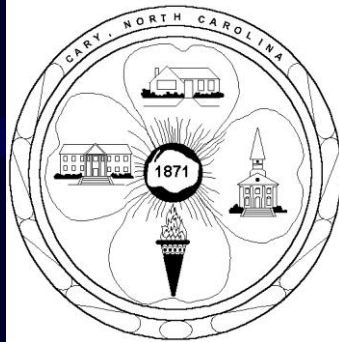
Thank you



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