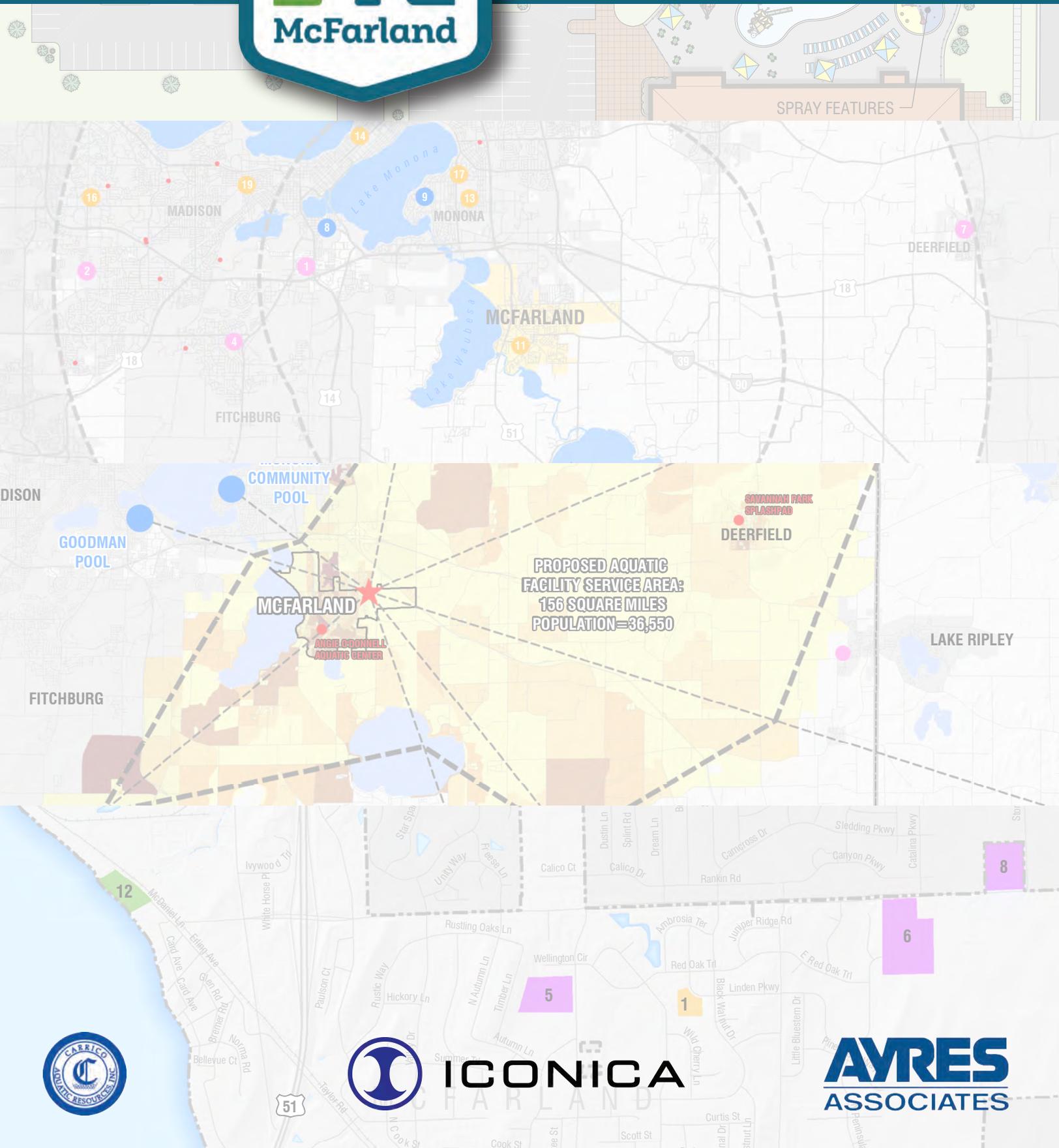


2019



# VILLAGE OF McFARLAND AQUATIC FACILITY STUDY



ICONICA





## ACKNOWLEDGEMENTS

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# Village of McFarland

## Aquatic Needs Assessment Study



This plan has been prepared to guide the Village of McFarland in the selection and development of new aquatic facilities. The goal is to analyze existing facilities, future demographics and market factors to determine the type and location of new facilities that would best meet the needs of Village residents. Currently, the only aquatic facility available to residents of the Village of McFarland is the Angie O'Donnell Aquatic Center. This traditional 6-lane, indoor lap pool is located in McFarland High School and is open to the public at designated times. The pool is closed due to construction at the time of writing of this plan but is scheduled to be reopened in April 2019.

McFarland has a strong swimming background. The Village has youth swimming teams such as the McFarland Spartan Sharks and the McFarland boys' swimming team won six consecutive Division II state titles between the years 2007 to 2012. This abundance of organized swimming team use of the high school pool leaves little time available for recreational and open swim use.

## Project Background

### Definitions

Terminology is used in this report to define different types of aquatic facilities. See **Map 13** in the Appendix for examples of the different facility types.

*Aquatic Facility* – Refers to any aquatic based recreational amenity including neighborhood pools, aquatic centers, splashpads, and civic splashpads.

*Neighborhood Pool* – A traditional pool with six to eight lanes designed for recreational and competitive swimming. This type of pool often has a small offering of the features found in more modern aquatic centers such as spray features, play structures and slides.

*Aquatic Center (Regional Facility)* – This type of pool design includes zero depth entry, play structures, waterslides and lazy rivers.

*Splashpad* – A designated area with in-ground and above-ground spray features. A typical splashpad is between 1,500 and 3,000 square feet.

*Civic Splashpad* – Civic splashpads are smaller splashpads found in urban environments, such as outdoor malls or plaza areas. They consist of only in-ground spray features.

### Trends

Recent national trends in aquatic facility design have shifted from traditional lap pools to family aquatic centers that have some of the same features as larger waterparks. Features such as zero depth entry pools, lazy rivers and wave pools were once only found in larger commercial facilities but now are commonly found in municipal pools. According to the National Recreation and Park Association, traditional pools may see attendances below 100 people per day while new facilities commonly draw over 500. The additional entertainment value of the modern pool facility is also reflected in the cost of admission. While traditional pools commonly charge \$1 or \$2 a day for admission, a new aquatic center may often charge \$10 or more.

Another emerging trend is the presence of splashpads and splash playgrounds in communities nationwide. Splashpads have replaced wading pools and have become the reason many people go to certain parks in the summer months. Splashpads do not require the maintenance and staffing of a traditional pool so they do not suffer from the same high operational cost. Typical splashpad users are children between the ages of 2 and 12.

Inclusion of new technologies is often part of the design of aquatic facilities and park facilities, in general. Amenities like wireless internet, motion sensing light systems and pedestrian tracking technologies are commonly found in recreational facilities nationwide.

## Past Planning Documents

### *Village of McFarland Outdoor Recreation and Open Space Plan (2013 - 2018)*

The Village prepared the Outdoor Recreation and Open Space plan to establish goals, objectives and policies to serve as a base for subsequent recreation and conservation planning efforts. The creation of the plan also made the Village eligible for federal, state and county recreational and conservation grants for five years.

Some goals and objectives of the plan include:

- Provide an adequate supply and maintenance of park, recreation and open space facilities for the enjoyment of all age groups and capabilities of McFarland residents.
- Explore new and innovative funding methods for outdoor park and recreation facilities.
- Explore ways to better market parks, conservancies and open spaces to the public through brochures, maps, website, etc.
- To recognize the differing nature of open space needs, from locally provided neighborhood parks and communitywide facilities, to county-provided, large scale resource areas.
- Support efforts to build or expand park facilities (e.g. community center, senior center, splashpad) to serve residents of all ages for meetings, recreational activities and social events.

### *Village of McFarland Comprehensive Plan (2017)*

In 2017, a two-volume plan was prepared to develop a framework for future Village growth. Sections of the plan included recommendations related to natural resources, land use, transportation, economic development and community facilities. This was the fourth master planning document the Village had prepared with previous versions having been created in 1983, 1994 and 2006. Notably, the results of a community-wide survey conducted for the 2017 plan found that the development of a splashpad or water-based park was a high priority among Village residents.

## Meetings and Public Input

### Meetings

**Meeting 1 – Kick-Off Meeting (Internal Meeting).** September 24, 2018: The kick-off meeting introduced the planning consultant and Village staff and laid out the goals of the development of this plan. The overall scope of the project was discussed as well as site opportunities, site constraints, budget and schedule. A public meeting was scheduled for February 2019.

**Meeting 2 – Staff Review Meeting (Internal Meeting).** October 15, 2018: The planning consultant presented initial findings on site and market analysis.

Meeting 3 – **Staff Review Meeting (Internal Meeting)**. January 28, 2019: The planning consultant presented conceptual options to Village staff.

Meeting 4 – **Public Meeting**. February 21, 2019: The public meeting was held at Village Hall, 5915 Milwaukee Street from 6-7 PM. The planning consultant gave an overview of the project and the progress to this point. After the presentation, public feedback was given on possible project options and comment cards were collected. A visual preference survey was conducted to determine both the type and location of facility that was most popular among meeting attendees.

### **Visual Preference Survey Results and Community Comments**

The Village of McFarland values public input and believes that community members should be engaged early on in decisions that affect them. The community was invited to provide feedback on where new aquatic facilities would be desired and what type of amenities they would like to see in these facilities. The opportunity to comment was made available at the public information meeting through group discussion, visual preference survey boards, comment cards and online postings.

Visual preference survey boards were created which are 24”x36” mounted graphics depicting multiple potential options for aquatic facility locations and amenities. Public meeting attendees were given green and red stickers to mark images they liked or disliked with the corresponding sticker. These graphics were posted on the Village website and comments were recorded in this report.

Results of the visual preference survey are listed below:

- The neighborhood pool was the most desired facility type.
- Lewis Park was the most desired facility location. The church property and Nelson property were also popular.

Community comment cards:

- “Larger splashpad at Lewis Park would fit in with the amenities already there. Regional park on Siggelkow would draw lots of people from Madison to McFarland.”
- “Some good conceptions. I find myself drawn to the work on Marsh Road. I also voted for the conception work up.”
- “Both the larger splashpad at Lewis Park and an enhanced neighborhood pool on Marsh Road.”

Online feedback form comments:

- “I would LOVE to see a splash pad or full pool at Lewis Park, or a pool at the church property. While the pool is more useful for more ages, we desperately need a splash pad for younger kids and kids with different abilities.”
- “I am excited about the prospect of a community pool in McFarland. In other places I have lived (CA, IN, IL) access to a community pool was an important quality of life feature for me and my family. Though my children are grown now, I still see the potential benefit for families here. We have an ice rink and other facilities, why not a pool? My most recent reference for what that might look like is the Goodman Pool in Madison. I used to drive by it every day to and from work (retired now). It was a pleasure to see

families taking advantage of the facility along with swimming lessons and some competitive swimming as well. This would be a great asset to McFarland.”

- “I would like to see a community pool or regional pool, in whatever space fits best. (A private developer could make a splash pad and pay for it.) The pool should appeal to toddlers, teens and adults. The pool would need to be zero entry. It would have to be self-sustaining financially or be funded with private dollars, in order for me to support it as a voter. I support a pool but cannot afford for my taxes to go up. Also, I do not think West siders would drive past other pools to use a regional pool here. You would have to appeal to people in Cottage Grove, Deerfield, etc or other East siders for attendance, or Monona folks who want zero entry. McFarland residents should always get resident pricing. Thank you.”
- “Love these ideas. Not as concerned with location. Like the idea of the splash pad, zero depth, and lap pool together - multi-age and family friendly. We would get an annual pass and take swimming lessons. Would love concessions as well. Fully support this initiative.”
- “I don't need or want an aquatic facility in McFarland. As a senior citizen with no children living in McFarland I find this to be a total waste of my tax money. Take it to referendum and see what percentage of our residents really are willing to pay for this frill.”
- “Yes! McFarland needs an outdoor pool!! I would vote for the largest plan with the lap pool & zero entry pool. With our growing village - this would be such a positive aspect of our village for families! McFarland lacks any place for kids to go and DO SOMETHING - in winter and in summer. LOVE our bike paths, love our parks for basketball but our youth center in McFarland sadly lacks attention & attraction - very few kids attend and it seems to be the same kids over & over. Kids are seen running around the vicinity - swearing & goofing off. The only options at the youth center are video games or ping pong. WE CAN DO BETTER!! So, yes, an outdoor pool facility is needed. I am so very tired of putting my money into the town of Monona or Sun Prairie to enjoy a day of swimming. Not to mention the gas wasted, adding to traffic congestion & pollution. THANK YOU for allowing us to view the video for those of us that missed the meeting and THANK YOU for asking for our opinions.”
- “Our family would love a pool in McFarland. We currently go to Sun Prairie in the summer and get a pool pass for their outdoor pool. We would love something along those lines (zero depth entry, water features, playground), as a splash pad would only benefit those with younger kids. I like the idea of having it in site 7 or something on that side of McFarland. I think if it was off of Siggelkow, more Madison residents would come and they already have the opportunity for an affordable pool pass - the Goodman pool is outrageously expensive for those who aren't Madison residents. The residents of McFarland, Stoughton, Cottage Grove etc would benefit more from the outdoor pool. Regardless of location in McFarland or price, we would 100% get a summer pass (or year round if the option is there) every year until our kids go off to college to be able to have a convenient and safe place for our kids to go. If given the chance to have two options, a beach area would also be fantastic. We're surrounded by water but have no place to play!”
- “The best use of community funds would be the large scale project (community pool). The new indoor pool at the high school has limited use times by the community due to aquatic programming. The splash pad has a limited age range it serves. Splash pads cater to children 1-10yrs of age (maybe younger). A pool serves 0-99 yrs. Community tax monies should be appropriated for facilities/programs everyone can use.”

- “To set a McFarland aquatics facility out from the surrounding area, 50m lap lanes would help differentiate it. 50m lap lanes would help provide an opportunity to host unique swim meets, as well as prompt area swim teams to rent the facility for practices.”
- “I am most in favor of the splashpad. I think either option would be fantastic additions to the community and use of the park. It adds to the family-oriented feel of the community. That being said, I think a civic splashpad, which looks to be primarily for decoration, would be a waste. Similarly, there are other facilities nearby for indoor lap swimming, etc. such that I do not think it is necessary to build that type of facility in McFarland at this time.”
- “As a life-long resident of McFarland and parent of 3 children, I would love to see McFarland get an outdoor pool or aquatic center. There are limited community activities in McFarland and having to drive out of town is inconvenient, time consuming and costly. The high school pool is great but lessons fill up quickly and it's not the greatest for small children. I am a huge supporter of this and happy to help with fundraising efforts to make this happen sooner than later!”

## McFarland Demographics

This section presents social factors that are important to understanding the community and its recreational needs. Particularly important to planning for the adequate provision of aquatic facilities are population trends and projections concerning the age characteristics of potential aquatic facility users.

### Population Trends and Projections

There is a direct relationship between population and the need for aquatic facilities. Predicting how the population might grow in the future provides important information about the scale of new recreational facilities that will be needed to serve the new populations.

According to data provided by the U.S. Census Bureau, McFarland has experienced consistent population growth during the last 40 years. There was a population increase of 4,025 people (106%) from 1980 to 2010. The Wisconsin Department of Administration estimates that McFarland will experience a 27% population growth between the years 2010 and 2040 resulting in an additional 2,087 residents. Population projection information for McFarland and comparable communities is provided in the table below.

**Population Projections for the Village of McFarland and Comparables (2040)**

Name of Municipality	Census 2010	Estimate 2017	Projection 2020	Projection 2030	Projection 2040	Percentage Change 2010-2040
<b>V McFarland</b>	<b>7,808</b>	<b>8,235</b>	<b>8,490</b>	<b>9,335</b>	<b>9,895</b>	<b>27%</b>
V Deforest	8,936	9,920	9,945	11,150	12,010	34%
C Monona	7,533	7,827	7,320	7,035	6,560	-13%
V Oregon	9,231	9,917	10,300	11,620	12,560	36%
V Mount Horeb	7,009	7,121	7,625	8,415	8,945	28%
C Stoughton	12,611	12,834	13,130	13,800	14,080	12%

Source: Wisconsin Department of Administration Estimates and Projections (2013, 2017), US Census

**Map 1** and **Map 2** in the Appendix show the distribution of existing and future population in McFarland.

Age

Age distribution in McFarland is shown in the following table. Age cohorts are an important consideration when determining the type of new aquatic facilities in a community because different age groups utilize different facilities. Recent trends show a decline in the number of children in McFarland between the ages of 5 and 14 and an increase in residents over the age of 55. If these trends continue, they could influence the type of aquatic facility improvements that would best serve future populations. For example, declining populations of children under the age of 14 would result in less demand for aquatic facilities such as splashpads. On the other hand, larger populations of adults over the age of 55 would increase the demand for facilities such as lap pools.

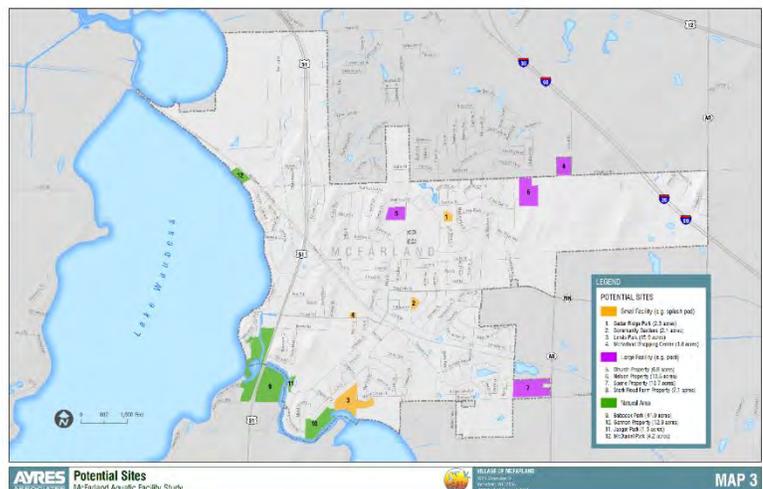
**Age Distribution, 2000-2017  
McFarland, Wisconsin**

	2000		2017		Percent Change 2000-2017
	Number	Percent	Number	Percent	
Under 5 years	412	6.4	516	6.3	25%
5 to 9 years	534	8.3	491	6.0	-8%
10 to 14 years	591	9.2	396	4.8	-33%
15 to 19 years	490	7.6	561	6.8	14%
20 to 24 years	234	3.6	487	5.9	108%
25 to 34 years	727	11.3	802	9.7	10%
35 to 44 years	1,324	20.6	1,053	12.8	-20%
45 to 54 years	1,120	17.5	1,321	16.1	18%
55 to 64 years	475	7.4	1,341	16.3	182%
65 to 74 years	272	4.2	795	9.6	192%
75 to 84 years	189	2.9	392	4.8	107%
85 years and over	48	0.7	80	1.0	66%
<b>Total Population</b>	<b>6,416</b>		<b>8,235</b>		<b>28%</b>

Source: 2000 Census (SF-1), 2017 ACS  
5 Year Estimate

**Potential Sites**

12 parcels were identified during the planning process as sites that could potentially be used for the development of aquatic facilities. See **Map 3** and **Map 4** in the Appendix for site locations. These sites were broken into three categories; sites that could potentially contain a large aquatic facility, sites that could potentially contain a small aquatic facility and sites that could potentially contain a natural swimming facility such as an improved beach.



Map 3 (See Appendix for full size version)

## Potential Site Locations

### Sites Suitable for Small Facilities (e.g. splashpad)

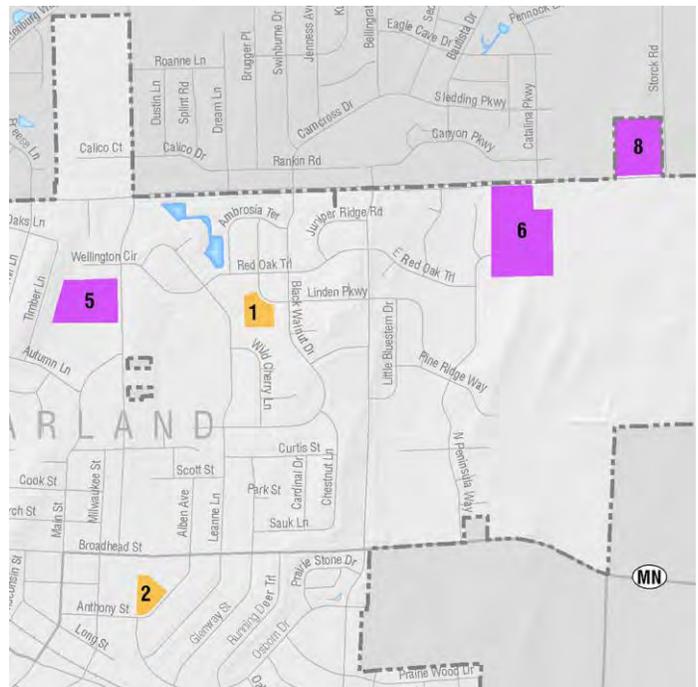
1. Cedar Ridge Park (2.3 acres)
2. Community Gardens (2.1 acres)
3. Lewis Park (15.9 acres)
4. McFarland Shopping Center (0.8 acres)

### Sites Suitable for Large Facilities (e.g. pool)

5. Church Property (6.8 acres)
6. Nelson Property (13.5 acres)
7. Sperle Property (16.7 acres)
8. Stork Road Farm Property (7.1 acres)

### Sites Suitable for a Natural Swimming Area (e.g. improved beach)

9. Babcock Park (44.0 acres)
10. Gannon Property (12.9 acres)
11. Jaeger Park (1.5 acres)
12. McDaniel Park (4.2 acres)



## Potential Site Images



*Community Gardens*



*Lewis Park*



*Church Property*

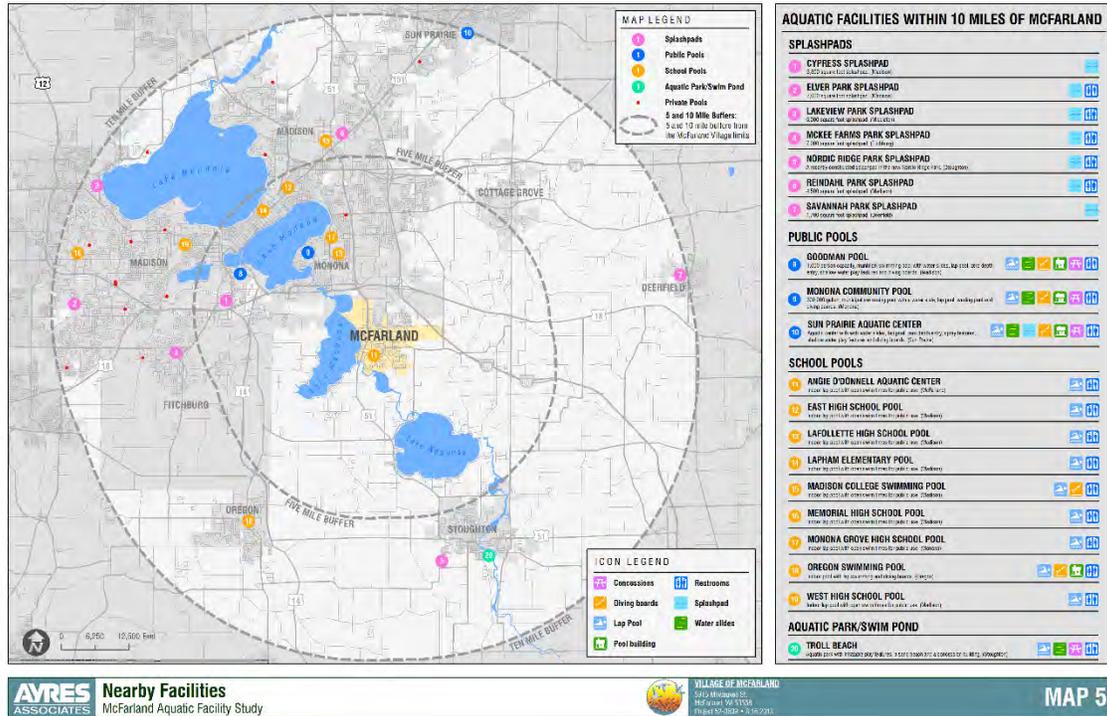


*Nelson Property*

# Market Analysis

## Nearby Facilities

An analysis of facilities in neighboring communities can be useful in determining the level of need for a new aquatic facility, what amenities may be needed in a new facility and as a means of surveying local trends. **Map 5** in the Appendix was developed to locate aquatic facilities within 10 miles of McFarland and to illustrate the different types of amenities they offered.



Map 5 (See Appendix for full size version)

There are two public pools within a 5-mile radius of McFarland and three within a 10-mile radius. Typical features in these facilities include lap pools, water slides, zero-depth entry pools and diving boards. The Sun Prairie Aquatic Center also includes spray features. Within the ten-mile radius are nine “school pools”, seven splashpads and one natural swimming area/swim pond. Within a 5-mile radius there are five “school pools” and only one splashpad. Some amenities that are becoming more common in municipal aquatic facilities were not found in the area. One example would be current channels, or lazy rivers, which were once found only in waterparks but are now a common feature in new pool design.



Current Channel

## Nearby Facility Inventory (10 Mile Radius)

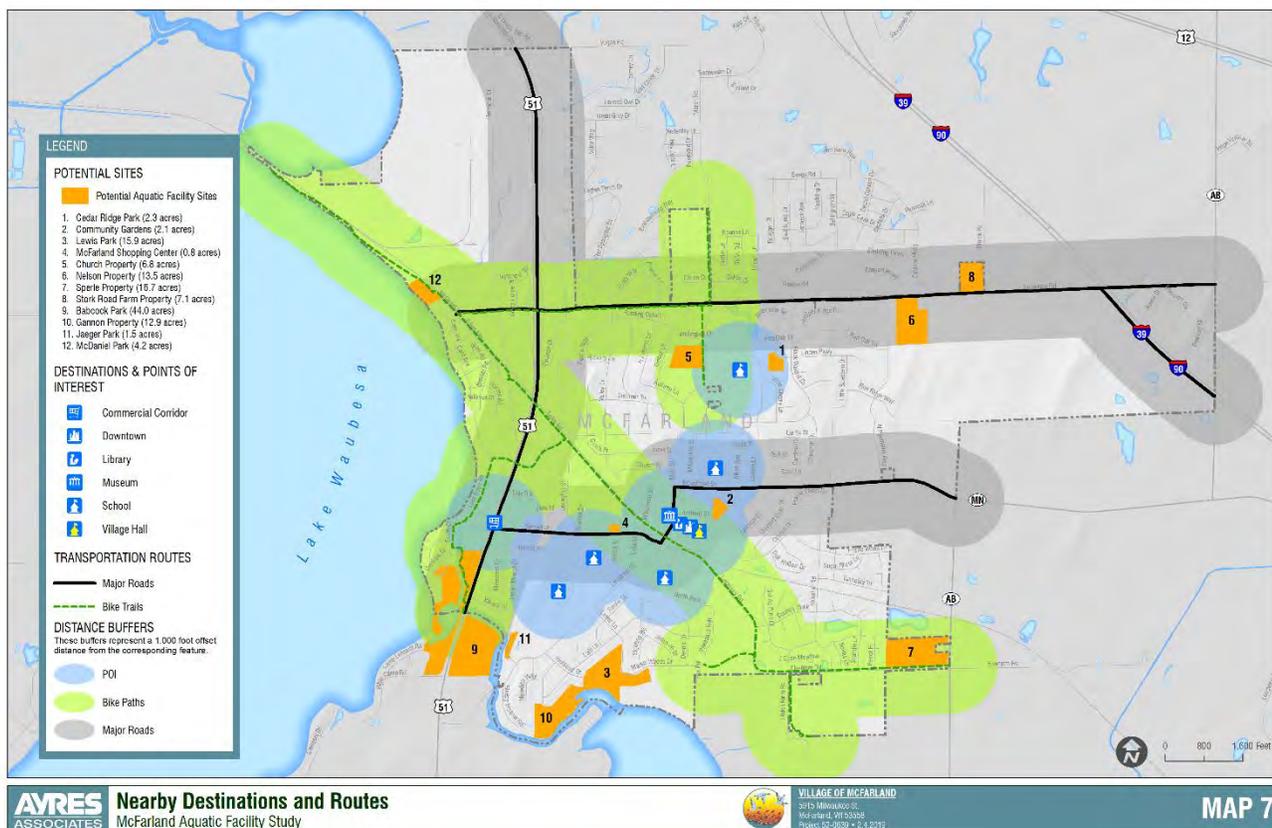
	Lap Pools	Zero Depth Pools	Water Features	Slides	Splash Pad/ Spray Features	Current Channels	Rest-rooms	Con-cessions
<b>PUBLIC POOLS</b>								
Goodman Pool	◆	◆	◆	◆			◆	◆
Monona Community Pool	◆			◆			◆	◆
Sun Prairie Aquatic Center	◆	◆	◆	◆	◆		◆	◆
<b>SCHOOL POOLS</b>								
Angie O'Donnell Aquatic Center	◆						◆	
East High School Pool	◆						◆	
LaFollette High School Pool	◆						◆	
Lapham Elementary Pool	◆						◆	
Madison College Swimming Pool	◆						◆	
Memorial High School Pool	◆						◆	
Monona Grove High School Pool	◆						◆	
Oregon Swimming Pool	◆						◆	
West High School Pool	◆						◆	
<b>SPLASHPADS</b>								
Cypress Splashpad					◆			
Elver Park Splashpad					◆		◆	
Lakeview Park Splashpad					◆		◆	
McKee Farms Park Splashpad					◆		◆	
Nordic Ridge Park Splashpad					◆		◆	
Reindahl Park Splashpad					◆		◆	
Savannah Park Splashpad					◆			
<b>NATURAL AREA/SWIM POND</b>								
Troll Beach			◆	◆			◆	◆

	Lap Pools	Zero Depth Pools	Water Features	Slides	Splash Pad/ Spray Features	Current Channels	Rest-rooms	Con-cessions
<b>TOTAL FACILITIES IN AREA</b>	12	2	3	4	8	0	18	4

In addition to current channels, some other amenities not found in the area were climbing walls, wave pools, flow riders and water labyrinths.

## Site Selection

The twelve sites initially chosen as potential aquatic facility locations were reduced to four during the planning process. Sites were eliminated from consideration for reasons such as presumed land acquisition difficulty, population density and constructability issues. GIS analysis also was used to locate sites that would be preferred based on proximity to destinations, points of interest, major roads and bike trails. See **Map 7** in the Appendix for the results of this analysis.



Map 7 (See Appendix for full size version)

The four sites selected were:

### **Community Gardens Park (Site 2)**

This 2-acre site has no construction issues, is near area destinations and adjacent to major transportation routes. A site of this size would be ideal for a splashpad or civic splashpad.

### **Lewis Park (Site 3)**

Lewis Park was chosen as a potential site for a splashpad. This site was partially chosen to support improvement scenarios described later in this report calling for a small facility located in the southwest section of the Village.

### **Church Property (Site 5)**

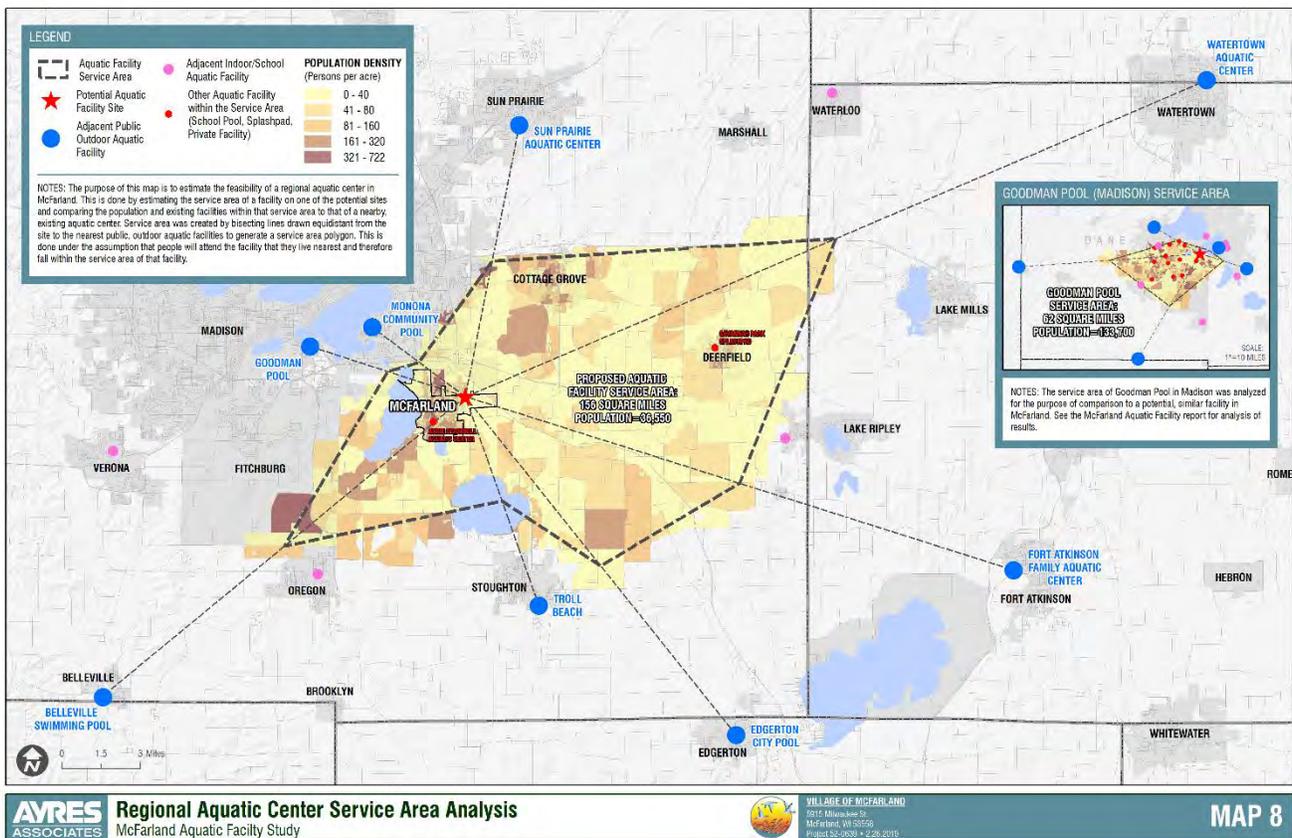
The 7-acre parcel currently owned by Christ the King Catholic Church satisfies a number of selection criteria and is large enough to support the construction of a facility such as a neighborhood pool.

## Nelson Property (Site 6)

At 13.5 acres, this is the largest of the chosen sites and is capable of housing a regional aquatic center. This site is adjacent to Siggelkow Road, a major east-west connector, and adjacent to future population growth of the Juniper Ridge subdivision.

## Regional Facility Feasibility

The feasibility of a regional aquatic center in McFarland was analyzed in terms of its capability to attract the number of visitors it would need to draw to fund its operation. Factors such as the size of its service area, the population within that service area and number of alternate aquatic facilities nearby are factors in that analysis. These facility scale considerations are analyzed in **Map 8**.



Map 8 (See Appendix for full size version)

This map is an attempt to estimate the feasibility of a regional aquatic center in McFarland. This is done by estimating the service area of a facility on one of the potential sites and comparing the population and existing facilities within that service area to that of a nearby, existing aquatic center. Service area was created by bisecting lines drawn equidistant from the site to the nearest public, outdoor aquatic facilities to generate a service area polygon. This is done under the assumption that people will attend the facility that they live nearest and therefore fall within the service area of that facility. The service area is then used to extract demographic GIS data and give a total population estimate.

The service area of Goodman Pool in Madison was also analyzed for a means of comparison to a potential, similar facility that could exist in McFarland. The main results of interest are the comparisons of size of service area, population within the service area and number of alternate aquatic facilities within the service area. The results are summarized in the table below.

	Service Area Size (Sq. mi.)	Service Area Population	Number of Alternate Facilities*
<b>McFarland Regional Aquatic Facility</b>	156	36,550	2
<b>Goodman Pool (Madison)</b>	62	133,700	13

\*Alternate Facilities include splashpads, school pools and private facilities

The service area is much larger for the McFarland facility because there are fewer nearby, public facilities. The service area for Goodman Pool however contains far more people. This does not necessarily mean that a larger facility could not exist in McFarland. There are only two alternate aquatic facilities within the McFarland facility service area compared to 13 for Goodman Pool. With fewer alternate facilities to attend, a person living within the McFarland service area would be more likely to attend the McFarland facility than a person in the Goodman Pool service area would be to attend Goodman Pool.

There are several examples of larger, regional facilities in Wisconsin communities with a population of under 15,000.

Fort Atkinson Aquatic Center - Fort Atkinson (Population: 12,368) – Amenities include a heated lap pool, heated zero-depth pool, waterslides, play features and sand playgrounds.

Edgerton City Pool - Edgerton (Population: 5,364) – The Edgerton pool has a separate lap pool and zero-depth pool, slides, a pool building and play equipment.

Bernard F. Willi Pool - Chippewa Falls (Population: 13,661) – Amenities include a lap pool, a zero-depth pool, waterslides and concessions.

Holmen Area Aquatic Center - Holmen (Population: 9,005) – A 12,000 square feet facility with a lap pool, zero-depth pool, waterslides, play features, spray features and concessions.

## Recommendations

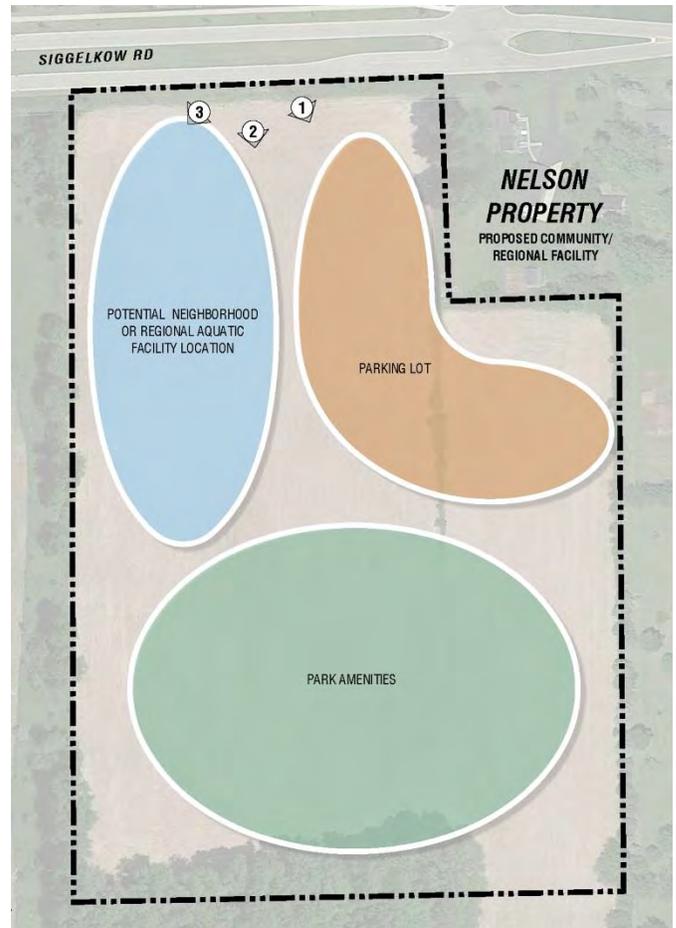
Public outreach, demographic research, market factors and GIS analysis indicate that an aquatic facility of some kind is both needed and desired in McFarland to satisfy expected future population growth. This section will present six scenarios for development of aquatic facilities. The first scenario being the most highly recommended and the sixth being the least highly recommended. Pros and cons for each scenario will be given as well as an explanation on why the scenario is recommended.

### Scenario 1: Neighborhood Pool on the Nelson property and a splashpad in Lewis Park

This scenario is being recommended as the most viable option for aquatic facilities in McFarland. This scenario is the result of analysis of public input, demographic data and market analysis research.

Public survey results listed a neighborhood pool as the most desired facility type. Lewis Park was the location most desired for a facility with the Nelson property second. Demographically, the Nelson property makes sense for a location as future population data shows growth in nearby areas. It was unclear through market analysis if a larger, regional facility could draw the number of visitors required to maintain operation. A smaller, neighborhood pool with perhaps some of the features of a regional pool might be a safer financial decision without further analysis. Because the facility is being recommended on the Nelson Property on the far northwest side of the Village, a small splashpad is recommended in Lewis Park to accommodate residents in that part of the Village. This was a desired facility and location mentioned in public comment.

A park master plan should be completed for the development of this entire property if this scenario is chosen.



Pros	Cons
A neighborhood pool was the most desired facility in public survey	High cost of construction
Future population growth near the Nelson site	Site acquisition needed
Adjacent to a major road	
Multiple comment cards asked for a splashpad in Lewis Park	
This scenario provides facilities in two locations	

See **Map 10** and **Map 12** for potential site configurations and **Map 13** for facility example graphics.

## Scenario 2: Regional Aquatic Center on the Nelson Property

Scenario 2 recommends the construction of a regional aquatic center on the Nelson site. A facility such as this could be a major draw to the community with the potential for future revenue generation. The downside is high initial cost and the uncertainty of generating the necessary visitation to fund operations. This type of facility also typically charges higher user fees than a traditional neighborhood pool, potentially impacting attendance.

Much of the same reasoning given in Scenario 1 for the selection of the Nelson property as a pool site apply to Scenario 2. A park master plan for the entire Nelson property should be completed if this scenario is chosen.



Example Regional Aquatic Center Concept Plan

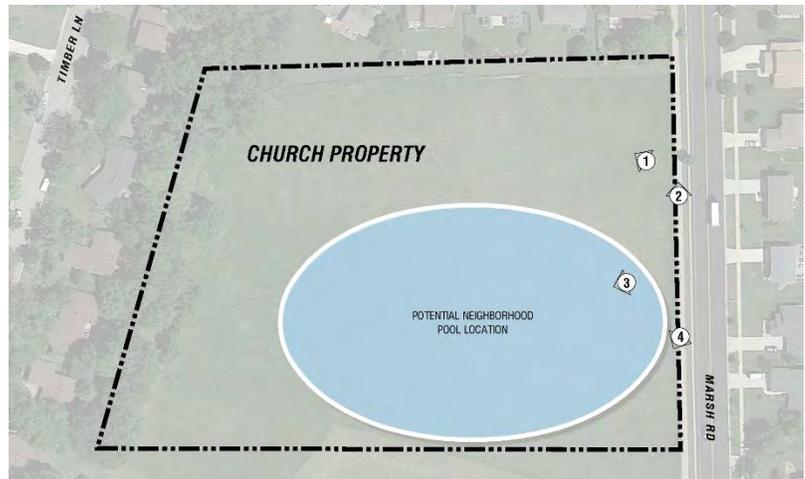
Pros	Cons
Future population growth near the Nelson site	High cost of construction
Potential to be a regional draw	Site acquisition needed
Potential for future revenue generation and Village-wide economic benefits	Uncertainty concerning whether attendance would be large enough to fund operations
Adjacent to a major road	

See **Map 12** for potential site configuration and **Map 13** for a facility example concept.

### Scenario 3: Neighborhood Pool on the church property

This scenario is an alternative to Scenario 1 in the situation where land acquisition complications or other issues arise at the Nelson site. Like Scenario 1, Scenario 3 could potentially include a splashpad at Lewis Park.

See **Map 11** for potential site configuration and **Map 13** for facility example concept.

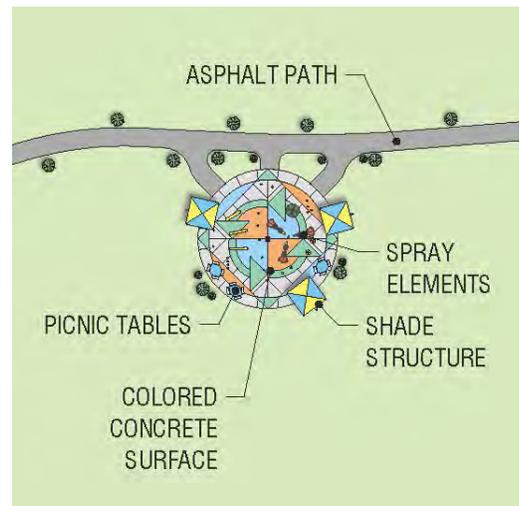


Pros	Cons
A neighborhood pool was the most desired facility in public survey	High cost of construction
Centrally located site	Site acquisition needed
Adjacent to a major road, bike trail and school	

### Scenario 4: Splashpad in Lewis Park

Scenario 4 represents a lower cost alternative aquatic facility. A splashpad can be constructed at a lower cost than a full-scale pool or aquatic center but is used primarily by children under the age of 12. The age of the user of this type of facility may be an issue in McFarland as population of children ages 5 to 14 has decreased since 2000 while the population of older residents has increased.

See **Map 10** for potential site configuration and **Map 13** for facility example concept.

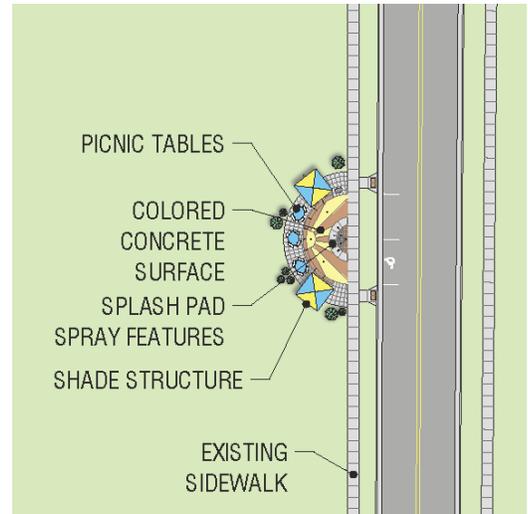


Pros	Cons
Lower cost alternative	Limited user age group
Multiple comment cards asked for a splashpad in Lewis Park	Underserves future population in terms of aquatic facilities
	Not located near area destinations, major roads or bike trails

## Scenario 5: Civic Splashpad in Lewis Park or Community Gardens Park

Scenario 5 represents the lowest cost alternative for aquatic facilities. Due to its small size, a civic splashpad could be constructed on any of the selected sites. This alternative has a limited user age group and would underserve future residents in terms of aquatic facility options

See **Map 9** for potential site configuration and **Map 13** for facility example concept.



Pros	Cons
Lowest cost alternative	Limited user age group
Multiple comment cards asked for a splashpad in Lewis Park	Underserves future population growth areas
Due to small size it could be constructed at any of the potential sites	

## Scenario 6: McDaniel Park Swim Beach

A public beach is an alternative to a fully built-out facility. The development of a public beach could include the construction of a concessions/restroom building as well as the provision of assigned lifeguards. Recent beach improvement projects in the area have included liners that serve to separate swimming areas from the greater waterbody and reduce water quality issues such as blue-green algae. This separation also allows for the installation of features such as inflatable slides and diving platforms. Troll Beach in Stoughton is a good example of this type of facility.

McDaniel Park is the most likely location for a beach improvement project.



*Troll Beach, Stoughton*

Pros	Cons
Potentially lower cost of construction	Water quality issues
Natural setting	Not centrally located

## Implementation

Figures below provide an estimate of the expected costs of operation of different facility types, staffing requirements, construction costs and an operational summary.

### Expected Operational Budget

#### Neighborhood Pool Budget Projection

OPERATION REVENUE	
Daily Admissions	\$62,000
Seasonal Passes	\$45,000
Concessions	\$22,500
Programming (Swim lessons, fitness classes)	\$35,000
Pool Rentals and Events	\$22,500
Special Events	\$20,000
<b>TOTAL INCOME</b>	<b>\$207,000</b>

OPERATING EXPENSES	
Labor/Wages	\$140,352
Concession Supplies	\$14,000
Utility Services (Water, heat, phone, electrical)	\$35,000
Operating Supplies	\$15,000
Maintenance Equipment and Repair	\$8,000
Chemicals	\$16,500
Education and Training	\$2,500
Marketing and Promotions	\$2,000
Startup and Winterization	\$8,000
<b>TOTAL EXPENSES</b>	<b>\$241,352</b>

MONEY LEFT OVER	
<b>INCOME MINUS EXPENSES</b> .....	<b>-\$34,352</b>

#### Regional Pool Budget Projection

OPERATION REVENUE	
Daily Admissions	\$104,000
Seasonal Passes	\$55,000
Concessions	\$42,000
Programming (Swim lessons, fitness classes)	\$41,000
Pool Rentals and Events	\$30,500
Special Events	\$27,000
<b>TOTAL INCOME</b>	<b>\$299,500</b>

OPERATING EXPENSES	
Labor/Wages	\$203,984
Concession Supplies	\$25,000
Utility Services (Water, heat, phone, electrical)	\$46,000
Operating Supplies	\$25,000
Maintenance Equipment and Repair	\$14,000
Chemicals	\$25,500
Education and Training	\$4,500
Marketing and Promotions	\$4,000
Startup and Winterization	\$12,000
<b>TOTAL EXPENSES</b>	<b>\$359,984</b>

MONEY LEFT OVER	
<b>INCOME MINUS EXPENSES</b> .....	<b>-\$60,484</b>

## Staffing Requirements

### Neighborhood Pool Staffing Requirements

(Staff levels based on a 12-week season with 8 hours per day open swim)

POSTION	NUMBER ON SITE	HOURS PER WEEK	NUMBER OF WEEKS	\$ PER HOUR	TOTAL LABOR COST
Pool Manager	1	40	18	\$20.00	\$14,400
Head Lifeguards	2	40	12	\$15.00	\$14,400
Swim Instructors	6	20	8	\$14.00	\$13,440
Lifeguards - Fitness/Programming	2	42	12	\$12.00	\$12,096
Lifeguards - Open Swim	8	56	12	\$12.00	\$64,512
Cleaning/Maintenance	1	28	12	\$10.00	\$3,360
Concessions/Admin. Staff	3	56	12	\$9.00	\$18,144
<b>TOTAL STAFF COST</b>					<b>\$140,352</b>

### Regional Pool Staffing Requirements

(Staff levels based on a 12-week season with 8 hours per day open swim)

POSTION	NUMBER ON SITE	HOURS PER WEEK	NUMBER OF WEEKS	\$ PER HOUR	TOTAL LABOR COST
Pool Manager	1	40	18	\$20.00	\$14,400
Head Lifeguards	3	40	12	\$15.00	\$21,600
Swim Instructors	6	20	8	\$14.00	\$13,440
Lifeguards - Fitness/Programming	3	42	12	\$12.00	\$18,144
Lifeguards - Open Swim	12	56	12	\$12.00	\$96,768
Cleaning/Maintenance	1	28	14	\$10.00	\$3,920
Concessions/Admissions Mngr.	1	40	16	\$18.00	\$11,520
Concessions/Admin. Staff	4	56	12	\$9.00	\$24,192
<b>TOTAL STAFF COST</b>					<b>\$203,984</b>

## Construction Cost Estimate

COST SUMMARY					
	LOCATION	ACRES	FEATURE(S)	CONSTRUCTION COST	ANNUAL OPERATIONAL COST
Scenario 1	Nelson Parcel & Lewis Park	13.5 (Nelson Parcel) 15.9 (Lewis Park)	Neighborhood Facility (Nelson Parcel) & Splashpad (Lewis Park)	\$4M - \$6M/ \$350K - \$500K	\$200K - \$300K
Scenario 2	Nelson Parcel	13.5	Regional Facility	\$7M - \$12M	\$300K - \$400K
Scenario 3	Church Parcel	6.8	Neighborhood Facility	\$4M - \$6M	\$200K - \$300K
Scenario 4	Lewis Park	15.9	Splashpad	\$350K - \$500K	\$2.5K - \$5K
Scenario 5	Lewis Park or Community Gardens	51.9 (Lewis Park) 2.1 (Com. Gardens)	Civic Splashpad	\$150K - \$250K	\$2.5K - \$5K
Scenario 6	McDaniel Park	4.2	Swim Beach	\$50K - \$80K	\$5K - \$10K

## Operational Summary

OPERATIONAL SUMMARY					
	LOCATION	FEATURE(S)	SIZE	DAILY WATER USAGE	FILTRATION & SANITATION
Scenario 1	Nelson Parcel & Lewis Park	Neighborhood Facility (Nelson Parcel)	Pool: <7,500 SF Deck: 6K – 8K SF Building: 4,500 – 5,500 SF	4,500 - 7,500 GPD	High Rate Sand Filters & Chlorine Briquettes
		Splashpad (Lewis Park)	Wet Area: 3,000 SF	30,000 - 40,000 GPD (flow through)	UV Filtration Loop
Scenario 2	Nelson Parcel	Regional Facility	Pool: 12K – 20K SF Deck: 10K – 15K SF Building 5K – 7K SF	7,500 - 9,500 GPD	High Rate Sand Filters & Chlorine Briquettes
Scenario 3	Church Parcel	Neighborhood Facility	Pool: <7,500 SF Deck: 6K – 8K SF Building: 4,500 – 5,500 SF	4,500 - 7,500 GPD	High Rate Sand Filters & Chlorine Briquettes
Scenario 4	Lewis Park	Splashpad	Wet Area: 3,000 SF	30,000 - 40,000 GPD (flow through)	UV Filtration Loop
Scenario 5	Lewis Park or Community Gardens	Civic Splashpad	Wet Area: 1,000 SF	10,000 - 20,000 GPD (flow through)	UV Filtration Loop or None
Scenario 6	McDaniel Park	Swim Beach	Water: <7,500 SF	0 GDP	UV Filtration Loop

## Concept to Construction

### Project Phases

An individual aquatic facility construction project often involves several phases before construction can begin. Aquatic center design will often begin with a series of concept drawings. The goal of a concept plan is to determine what type of improvements are possible in the given space and to provide a guide for the development of those improvements.

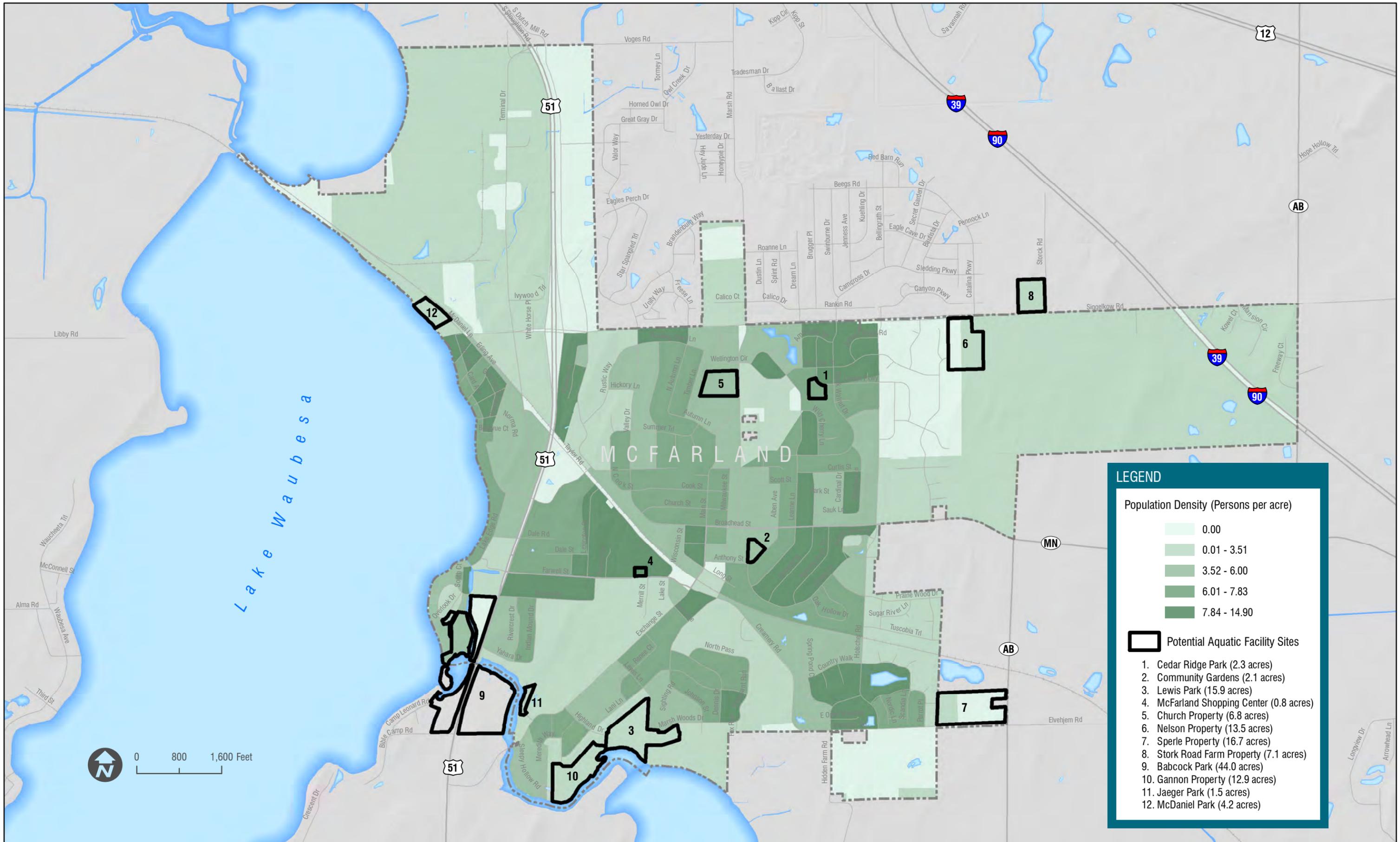
The process for development of an aquatic facility concept plan includes research and data collection to identify drainage patterns, topography and other site features. After this initial reconnaissance, a public meeting is held to gather input on the prepared concepts, preferred programming and amenities. Following this community engagement, concept development plans are revised and cost estimates are prepared. These concept plans are further refined through public feedback and staff discussions into a final graphic and summary report.



Pool Concept Plan

After a final concept has been established, construction plans can be created. An aquatic center plan often requires the collaboration of several different disciplines. Engineers, architects, electricians, plumbers and landscape architects may all be involved in the preparation of a final construction plan set.

# Appendix



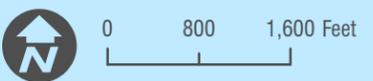
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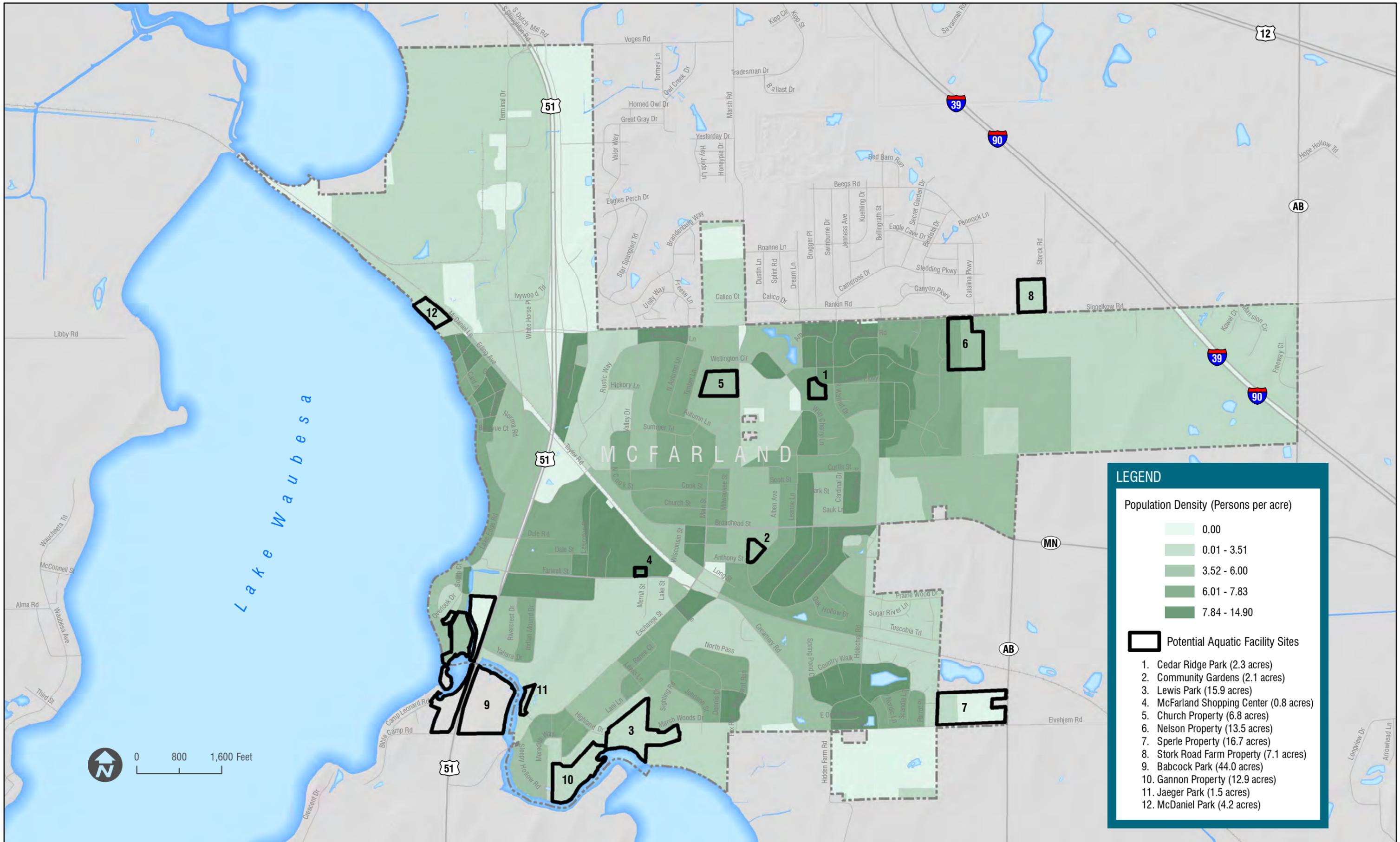
Population Density (Persons per acre)

- 0.00
- 0.01 - 3.51
- 3.52 - 6.00
- 6.01 - 7.83
- 7.84 - 14.90

□ Potential Aquatic Facility Sites

1. Cedar Ridge Park (2.3 acres)
2. Community Gardens (2.1 acres)
3. Lewis Park (15.9 acres)
4. McFarland Shopping Center (0.8 acres)
5. Church Property (6.8 acres)
6. Nelson Property (13.5 acres)
7. Sperle Property (16.7 acres)
8. Stork Road Farm Property (7.1 acres)
9. Babcock Park (44.0 acres)
10. Gannon Property (12.9 acres)
11. Jaeger Park (1.5 acres)
12. McDaniel Park (4.2 acres)





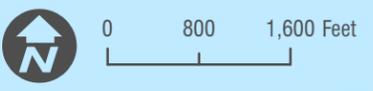
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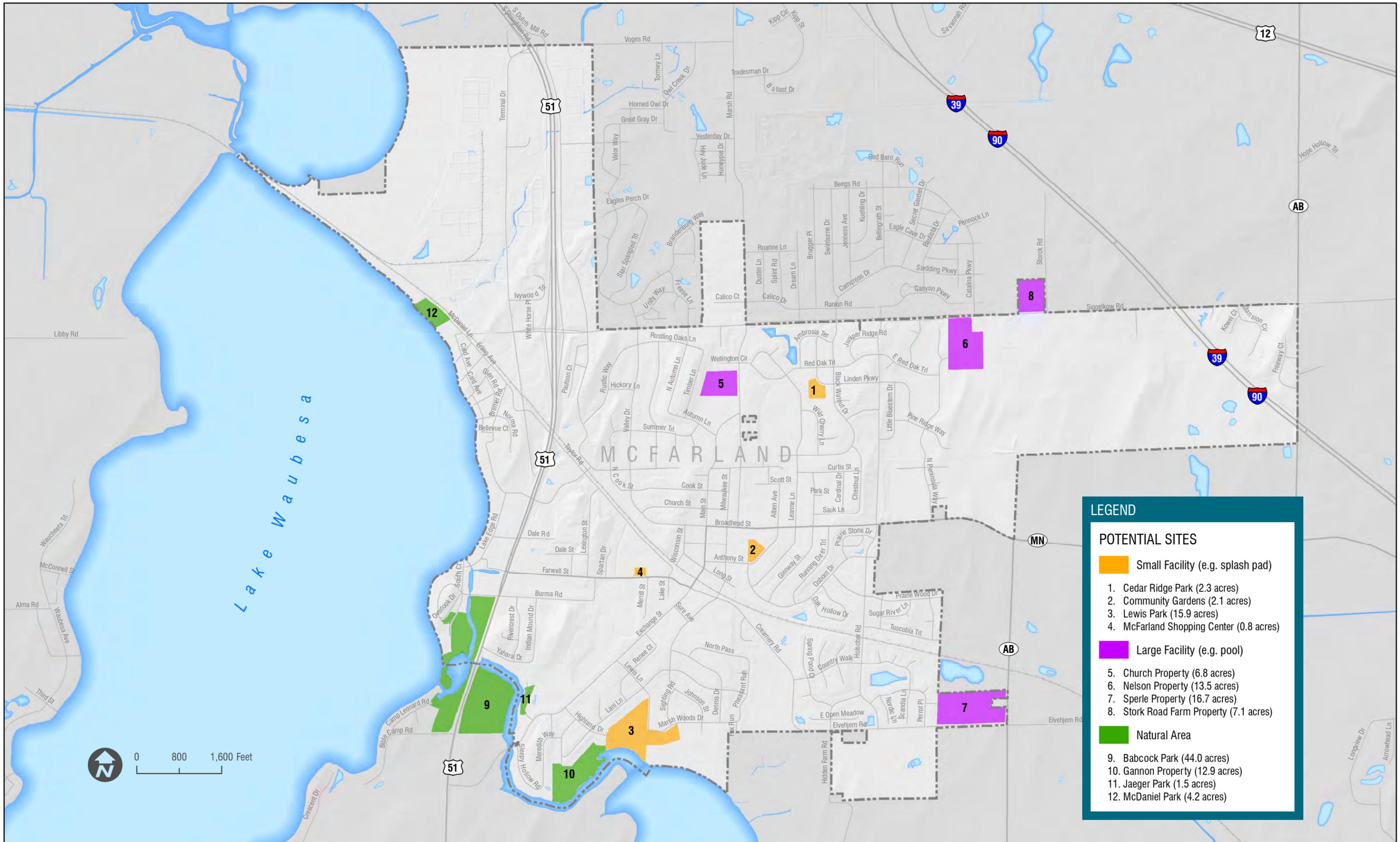
Population Density (Persons per acre)

- 0.00
- 0.01 - 3.51
- 3.52 - 6.00
- 6.01 - 7.83
- 7.84 - 14.90

**Potential Aquatic Facility Sites**

1. Cedar Ridge Park (2.3 acres)
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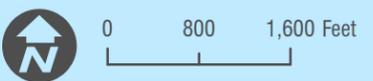


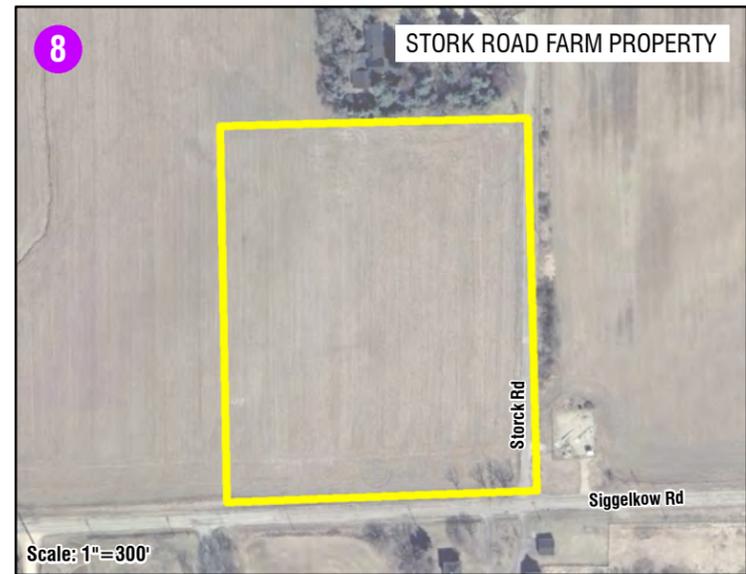
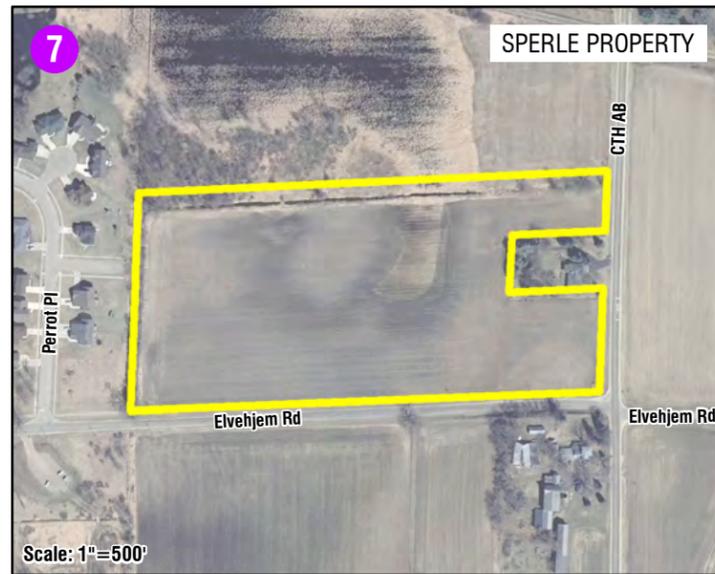
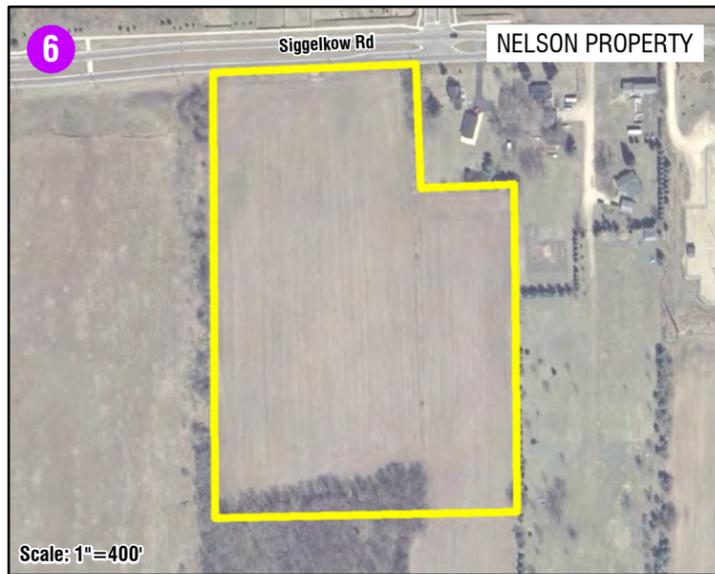
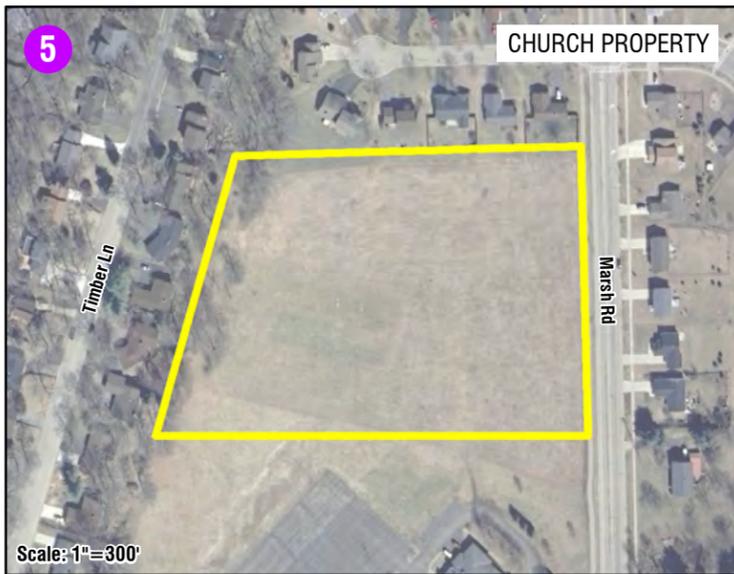


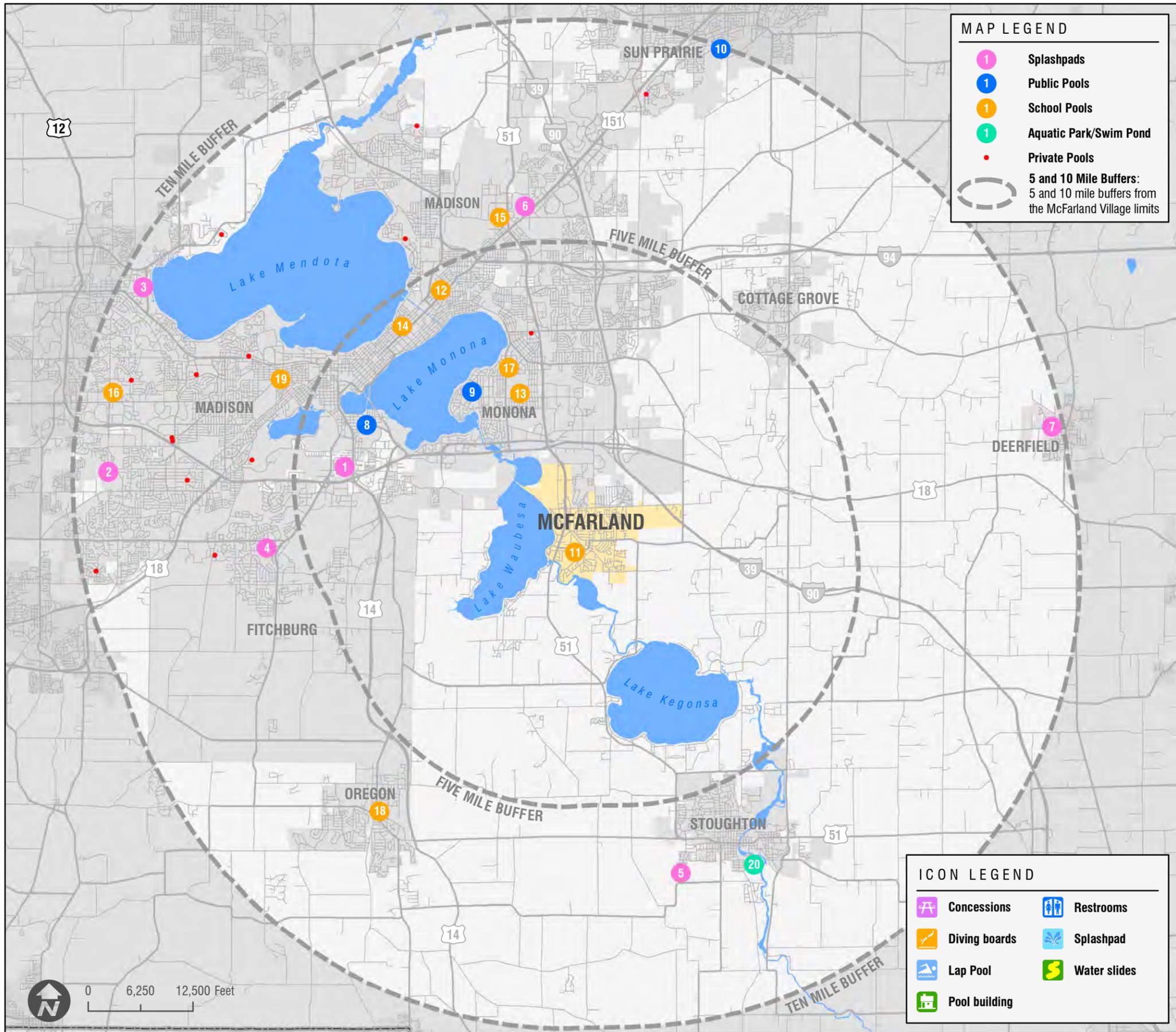
**LEGEND**

**POTENTIAL SITES**

- Small Facility (e.g. splash pad)
- 1. Cedar Ridge Park (2.3 acres)
- 2. Community Gardens (2.1 acres)
- 3. Lewis Park (15.9 acres)
- 4. McFarland Shopping Center (0.8 acres)
- Large Facility (e.g. pool)
- 5. Church Property (6.8 acres)
- 6. Nelson Property (13.5 acres)
- 7. Sperle Property (16.7 acres)
- 8. Stork Road Farm Property (7.1 acres)
- Natural Area
- 9. Babcock Park (44.0 acres)
- 10. Gannon Property (12.9 acres)
- 11. Jaeger Park (1.5 acres)
- 12. McDaniel Park (4.2 acres)





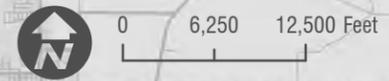


**MAP LEGEND**

- 1 Splashpads
- 1 Public Pools
- 1 School Pools
- 1 Aquatic Park/Swim Pond
- Private Pools
- 5 and 10 Mile Buffers: 5 and 10 mile buffers from the McFarland Village limits

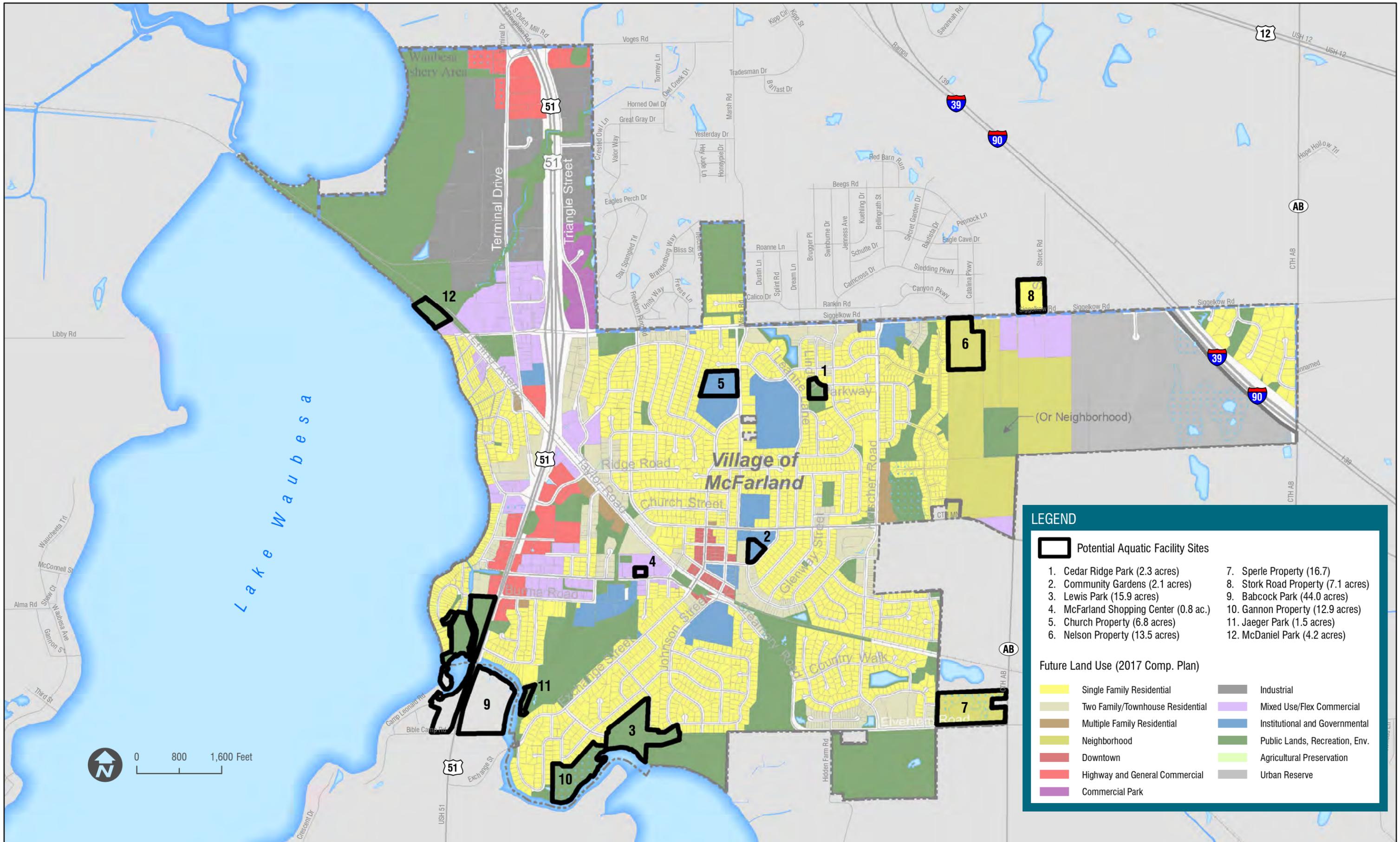
**ICON LEGEND**

Concessions	Restrooms
Diving boards	Splashpad
Lap Pool	Water slides
Pool building	



**AQUATIC FACILITIES WITHIN 10 MILES OF MCFARLAND**

- SPLASHPADS**
- 1 **CYPRESS SPLASHPAD**  
3,300 square foot splashpad. (Madison)
  - 2 **ELVER PARK SPLASHPAD**  
7,000 square foot splashpad. (Madison)
  - 3 **LAKEVIEW PARK SPLASHPAD**  
5,000 square foot splashpad. (Middleton)
  - 4 **MCKEE FARMS PARK SPLASHPAD**  
7,000 square foot splashpad. (Fitchburg)
  - 5 **NORDIC RIDGE PARK SPLASHPAD**  
A recently constructed splashpad in the new Nordic Ridge Park. (Stoughton)
  - 6 **REINDAHL PARK SPLASHPAD**  
4,500 square foot splashpad. (Madison)
  - 7 **SAVANNAH PARK SPLASHPAD**  
1,700 square foot splashpad. (Deerfield)
- PUBLIC POOLS**
- 8 **GOODMAN POOL**  
1,000 person capacity, municipal swimming pool with water slides, lap pool, zero depth entry, shallow water play features and diving boards. (Madison)
  - 9 **MONONA COMMUNITY POOL**  
300,000 gallon, municipal swimming pool with a water slide, lap pool, wading pool and diving boards. (Monona)
  - 10 **SUN PRAIRIE AQUATIC CENTER**  
Aquatic center with water slides, lap pool, zero depth entry, spray features, shallow water play features and diving boards. (Sun Prairie)
- SCHOOL POOLS**
- 11 **ANGIE O'DONNELL AQUATIC CENTER**  
Indoor lap pool with open swim times for public use. (McFarland)
  - 12 **EAST HIGH SCHOOL POOL**  
Indoor lap pool with open swim times for public use. (Madison)
  - 13 **LAFOLLETTE HIGH SCHOOL POOL**  
Indoor lap pool with open swim times for public use. (Madison)
  - 14 **LAPHAM ELEMENTARY POOL**  
Indoor lap pool with open swim times for public use. (Madison)
  - 15 **MADISON COLLEGE SWIMMING POOL**  
Indoor lap pool with open swim times for public use. (Madison)
  - 16 **MEMORIAL HIGH SCHOOL POOL**  
Indoor lap pool with open swim times for public use. (Madison)
  - 17 **MONONA GROVE HIGH SCHOOL POOL**  
Indoor lap pool with open swim times for public use. (Monona)
  - 18 **OREGON SWIMMING POOL**  
Indoor pool with lap swimming and diving boards. (Oregon)
  - 19 **WEST HIGH SCHOOL POOL**  
Indoor lap pool with open swim times for public use. (Madison)
- AQUATIC PARK/SWIM POND**
- 20 **TROLL BEACH**  
Aquatic park with inflatable play features, a sand beach and a concession building. (Stoughton)



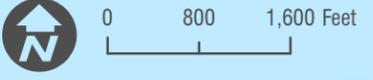
**LEGEND**

Potential Aquatic Facility Sites

1. Cedar Ridge Park (2.3 acres)	7. Sperle Property (16.7)
2. Community Gardens (2.1 acres)	8. Stork Road Property (7.1 acres)
3. Lewis Park (15.9 acres)	9. Babcock Park (44.0 acres)
4. McFarland Shopping Center (0.8 ac.)	10. Gannon Property (12.9 acres)
5. Church Property (6.8 acres)	11. Jaeger Park (1.5 acres)
6. Nelson Property (13.5 acres)	12. McDaniel Park (4.2 acres)

**Future Land Use (2017 Comp. Plan)**

Single Family Residential	Industrial
Two Family/Townhouse Residential	Mixed Use/Flex Commercial
Multiple Family Residential	Institutional and Governmental
Neighborhood	Public Lands, Recreation, Env.
Downtown	Agricultural Preservation
Highway and General Commercial	Urban Reserve
Commercial Park	



**LEGEND**

**POTENTIAL SITES**

 Potential Aquatic Facility Sites

1. Cedar Ridge Park (2.3 acres)
2. Community Gardens (2.1 acres)
3. Lewis Park (15.9 acres)
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10. Gannon Property (12.9 acres)
11. Jaeger Park (1.5 acres)
12. McDaniel Park (4.2 acres)

**DESTINATIONS & POINTS OF INTEREST**

-  Commercial Corridor
-  Downtown
-  Library
-  Museum
-  School
-  Village Hall

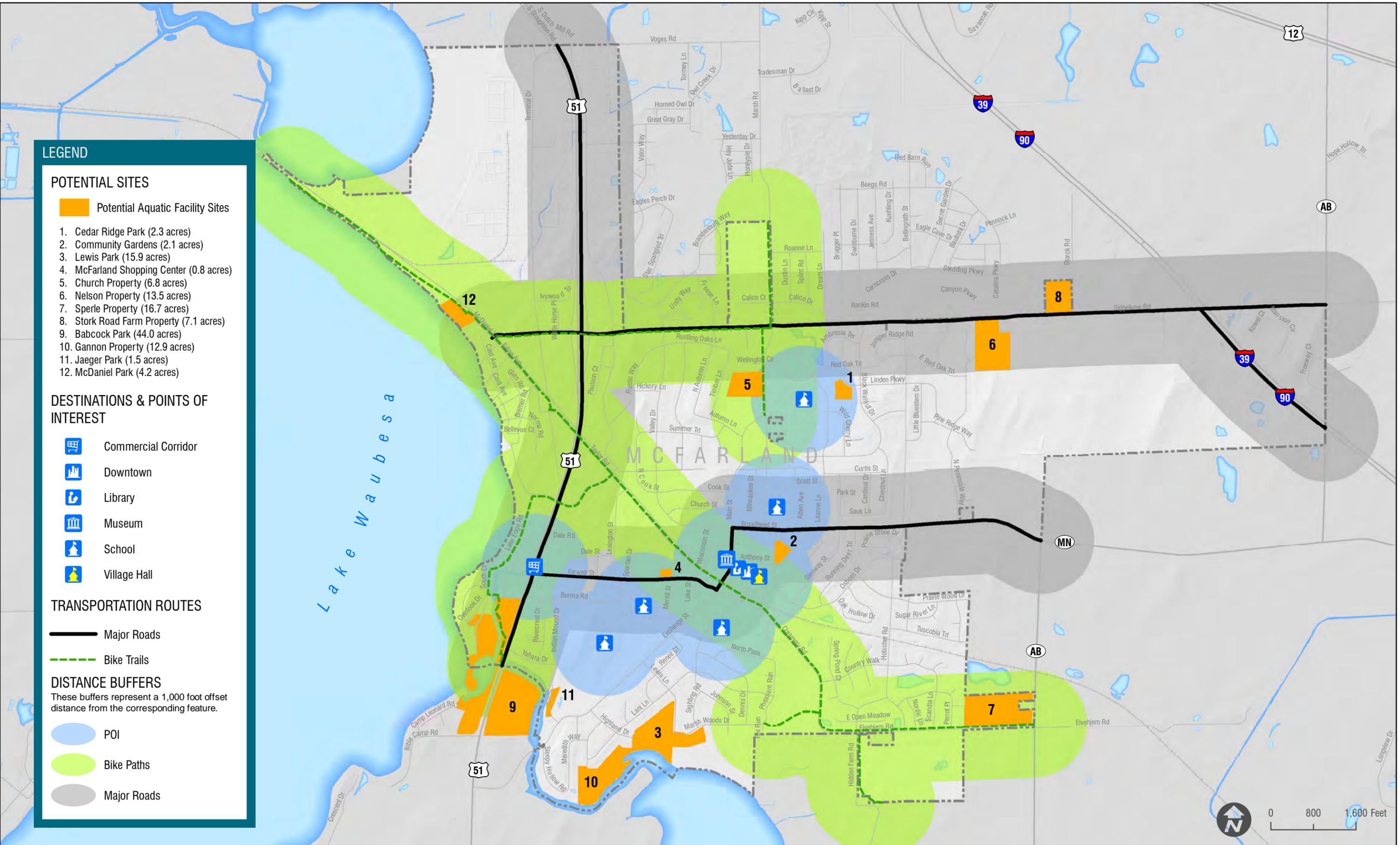
**TRANSPORTATION ROUTES**

-  Major Roads
-  Bike Trails

**DISTANCE BUFFERS**

These buffers represent a 1,000 foot offset distance from the corresponding feature.

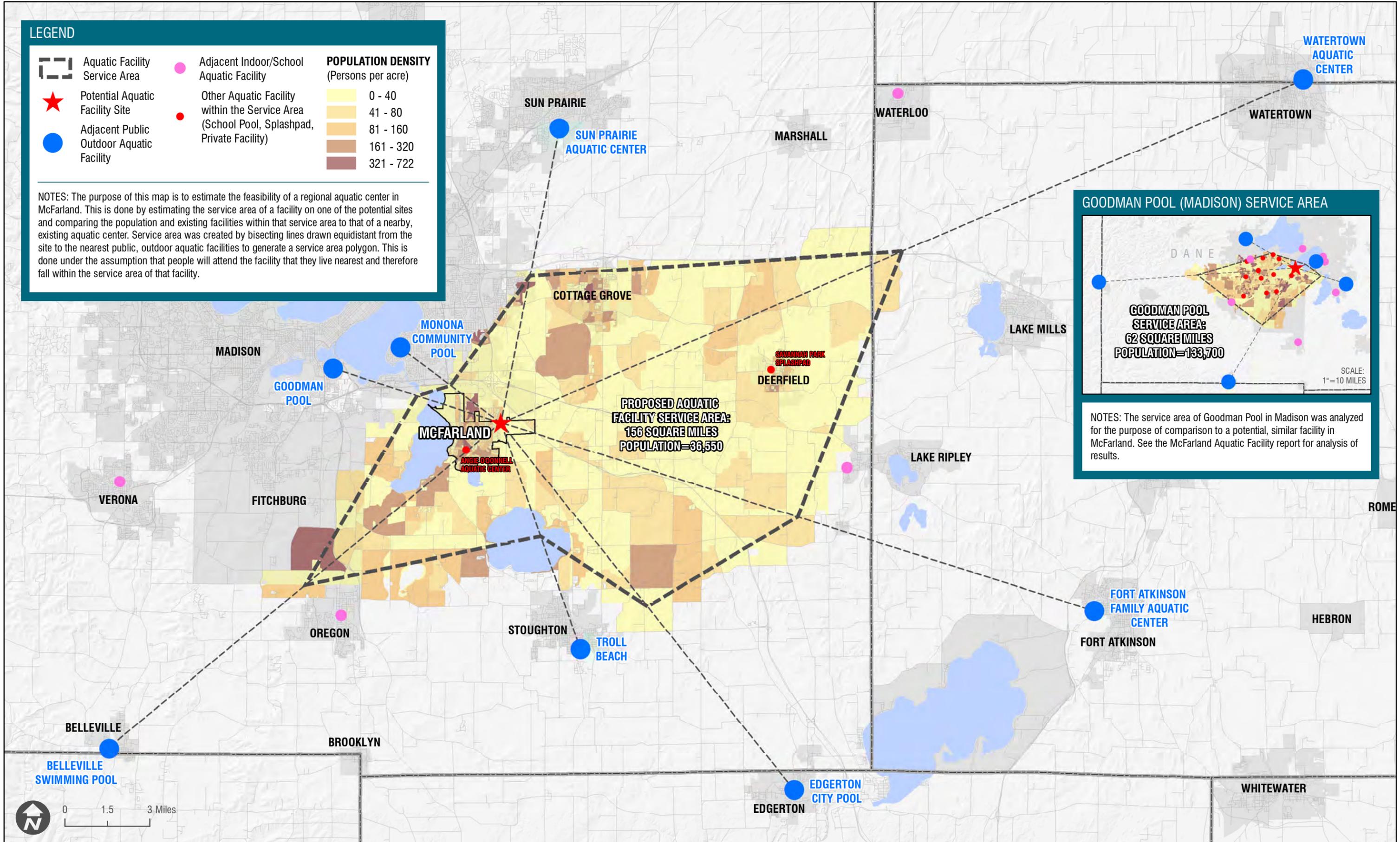
-  POI
-  Bike Paths
-  Major Roads



**LEGEND**

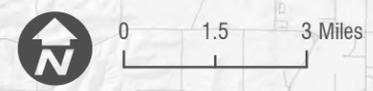
	Aquatic Facility Service Area		Adjacent Indoor/School Aquatic Facility	<b>POPULATION DENSITY</b> (Persons per acre)	
	Potential Aquatic Facility Site		Other Aquatic Facility within the Service Area (School Pool, Splashpad, Private Facility)		
	Adjacent Public Outdoor Aquatic Facility				
					 0 - 40
					 41 - 80
				 81 - 160	
				 161 - 320	
				 321 - 722	

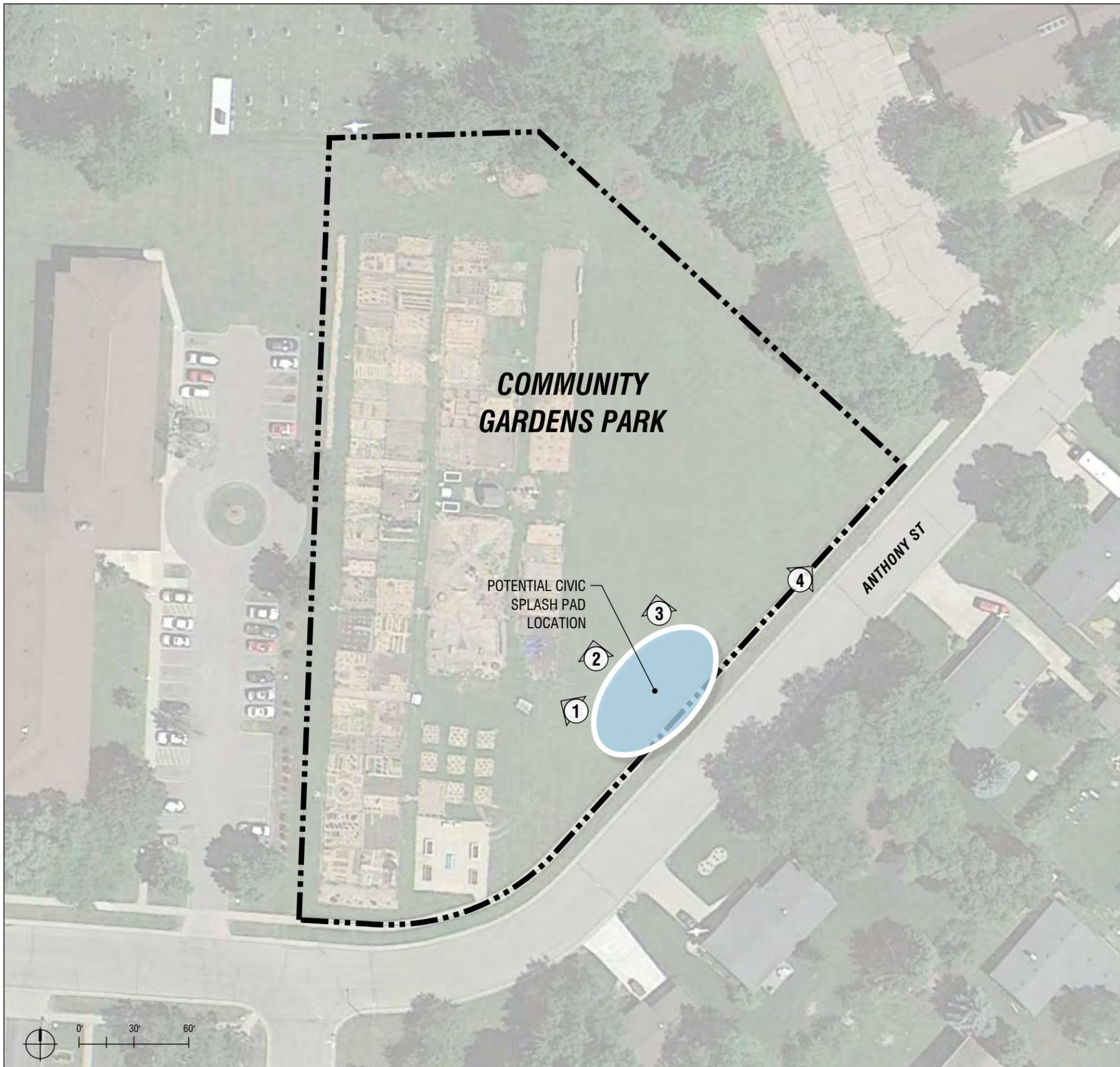
NOTES: The purpose of this map is to estimate the feasibility of a regional aquatic center in McFarland. This is done by estimating the service area of a facility on one of the potential sites and comparing the population and existing facilities within that service area to that of a nearby, existing aquatic center. Service area was created by bisecting lines drawn equidistant from the site to the nearest public, outdoor aquatic facilities to generate a service area polygon. This is done under the assumption that people will attend the facility that they live nearest and therefore fall within the service area of that facility.



**GOODMAN POOL (MADISON) SERVICE AREA**

NOTES: The service area of Goodman Pool in Madison was analyzed for the purpose of comparison to a potential, similar facility in McFarland. See the McFarland Aquatic Facility report for analysis of results.





EXISTING SITE PHOTOS

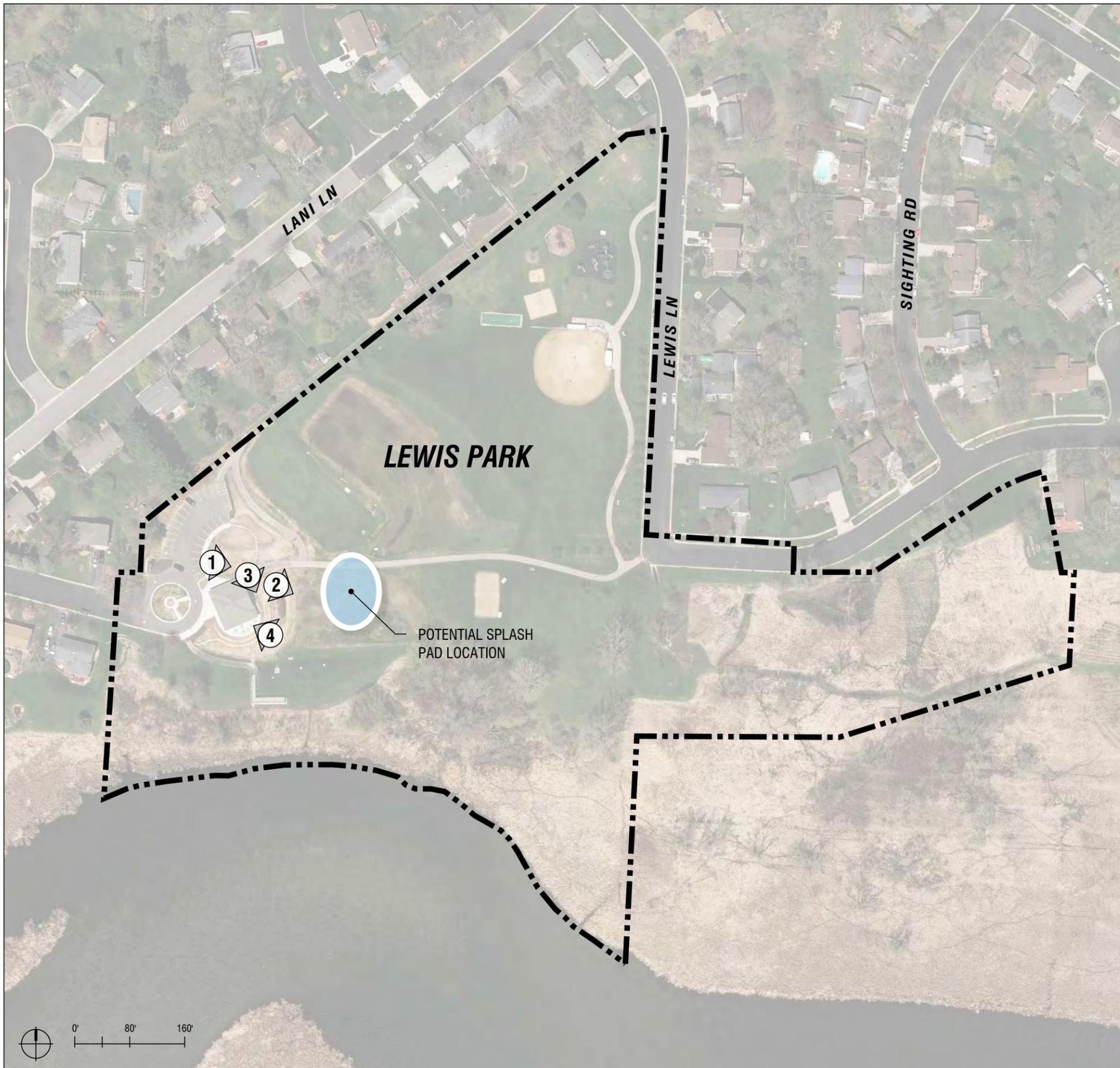


CHARACTER IMAGES



CHARACTER IMAGES (CONT.)





**EXISTING SITE PHOTOS**

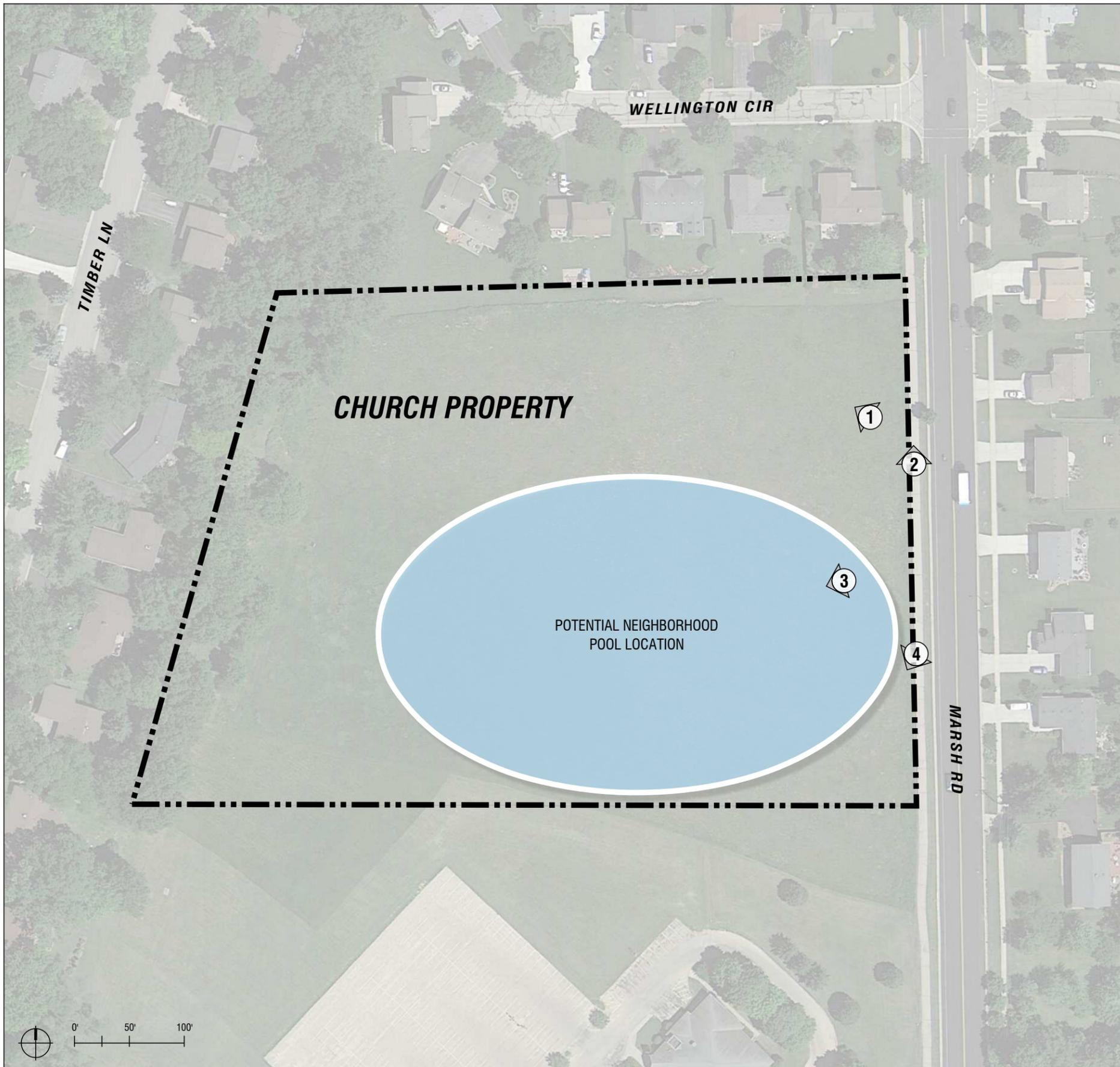


**CHARACTER IMAGES**



**CHARACTER IMAGES (CONT.)**





EXISTING SITE PHOTOS

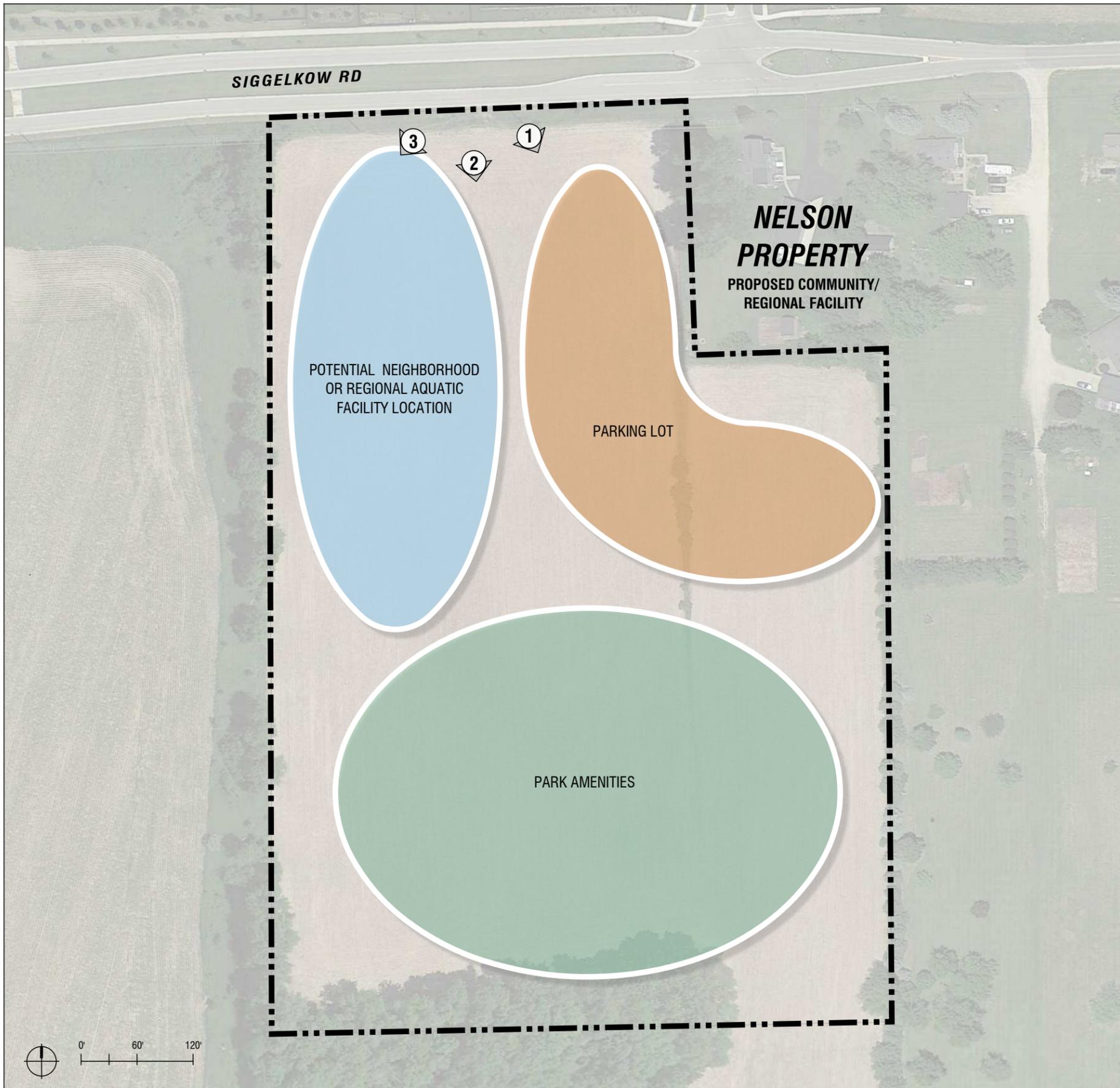


CHARACTER IMAGES (CONT.)



CHARACTER IMAGES





EXISTING SITE PHOTOS



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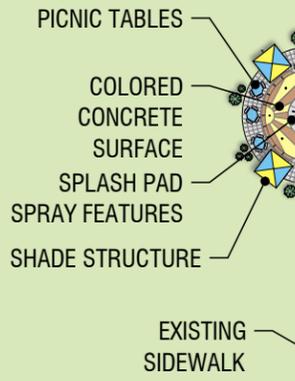


CHARACTER IMAGES



### CIVIC SPLASH PAD

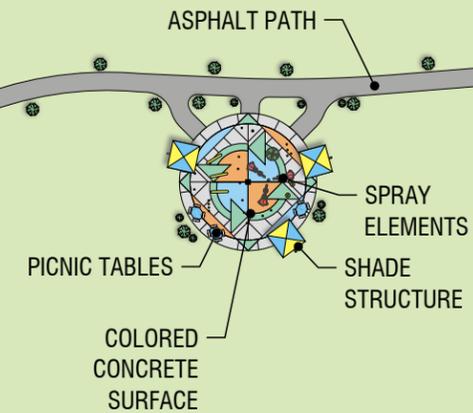
CAPACITY: ~25 PERSONS  
COST: \$100,000 - \$300,000



0' 40' 80'

### SPLASH PAD

CAPACITY: ~75 PERSONS  
COST: \$300,000 - \$500,000

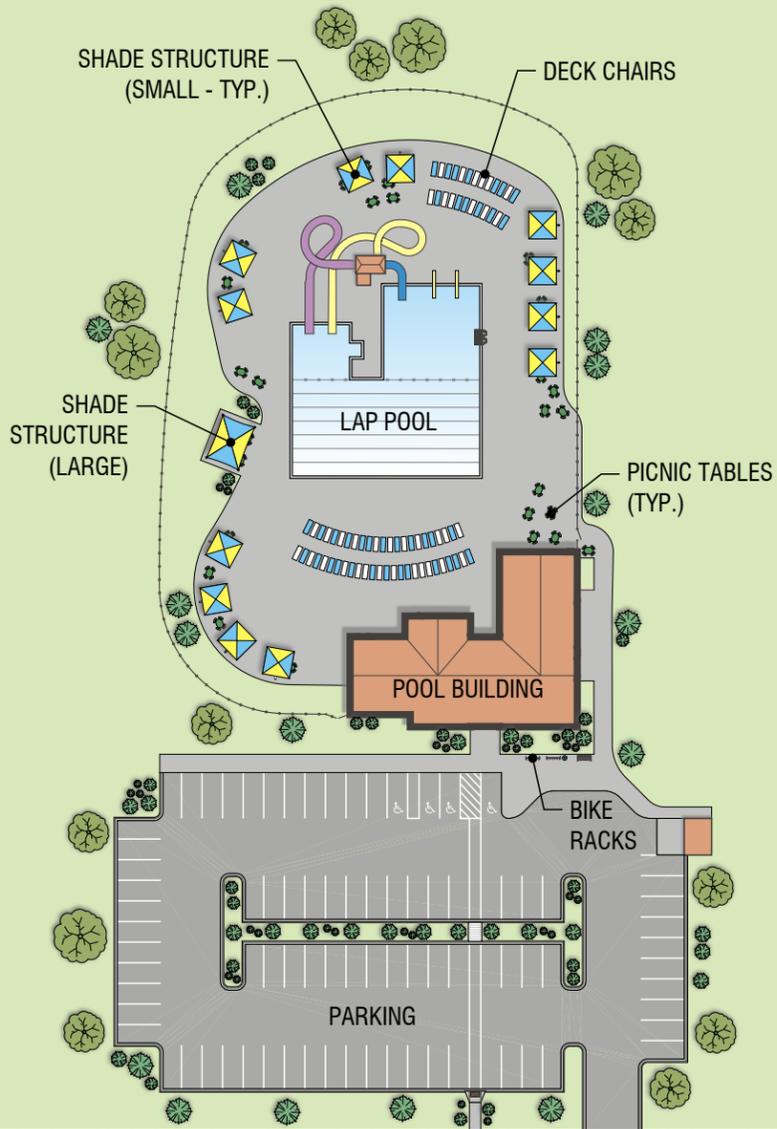


0' 40' 80'

Note: All graphics should be considered conceptual and are intended to represent only examples of possible general facility design types.

### NEIGHBORHOOD POOL

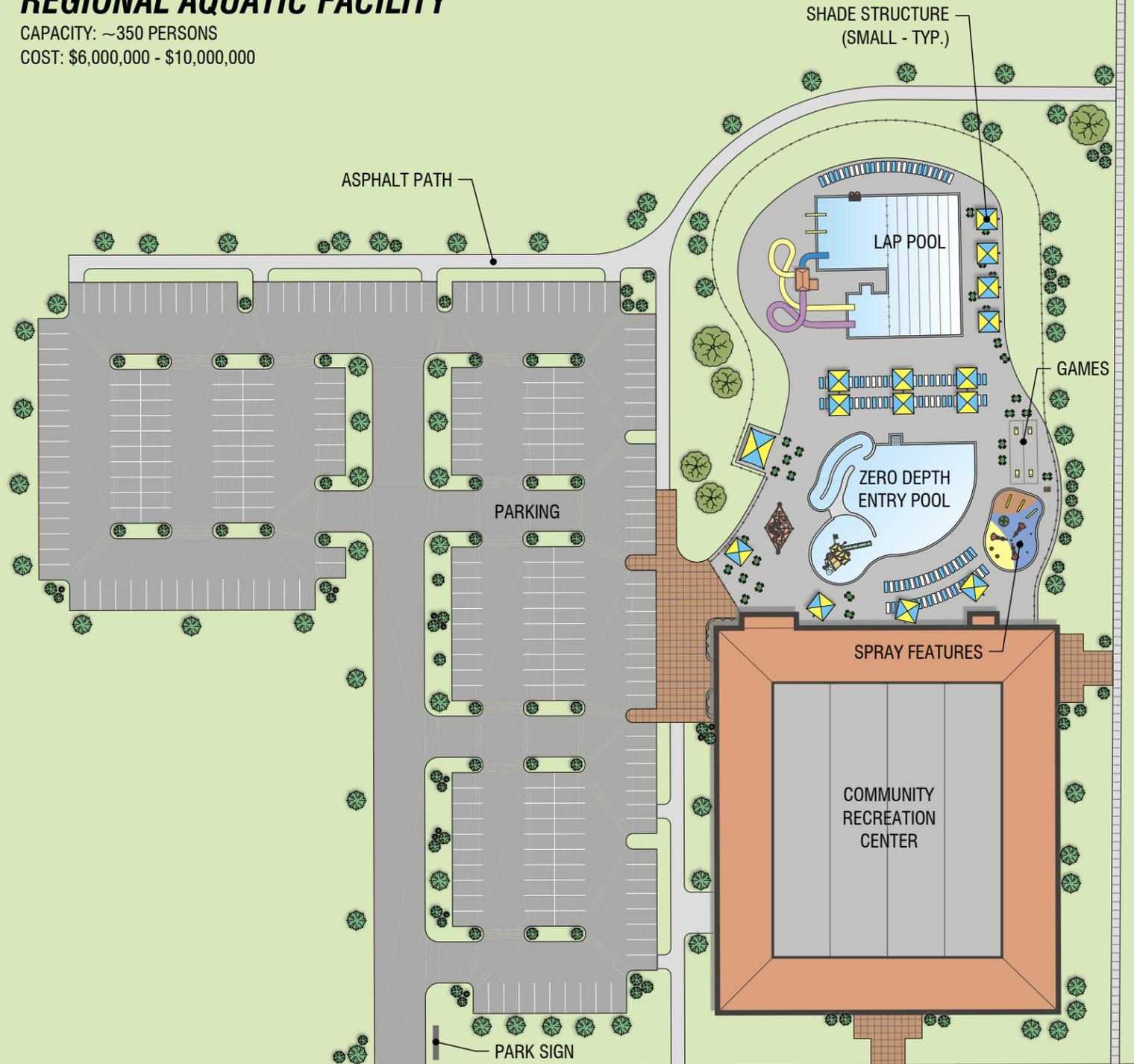
CAPACITY: ~200 PERSONS  
COST: \$2,000,000 - \$6,000,000



0' 40' 80'

### REGIONAL AQUATIC FACILITY

CAPACITY: ~350 PERSONS  
COST: \$6,000,000 - \$10,000,000



0' 40' 80'