



Redevelopment of Parkinson Recreation Centre at Parkinson Recreation Park Project Framework

January 17, 2022

Guiding Principles



People focused



Good stewards



Innovative



Cultivate
partnerships



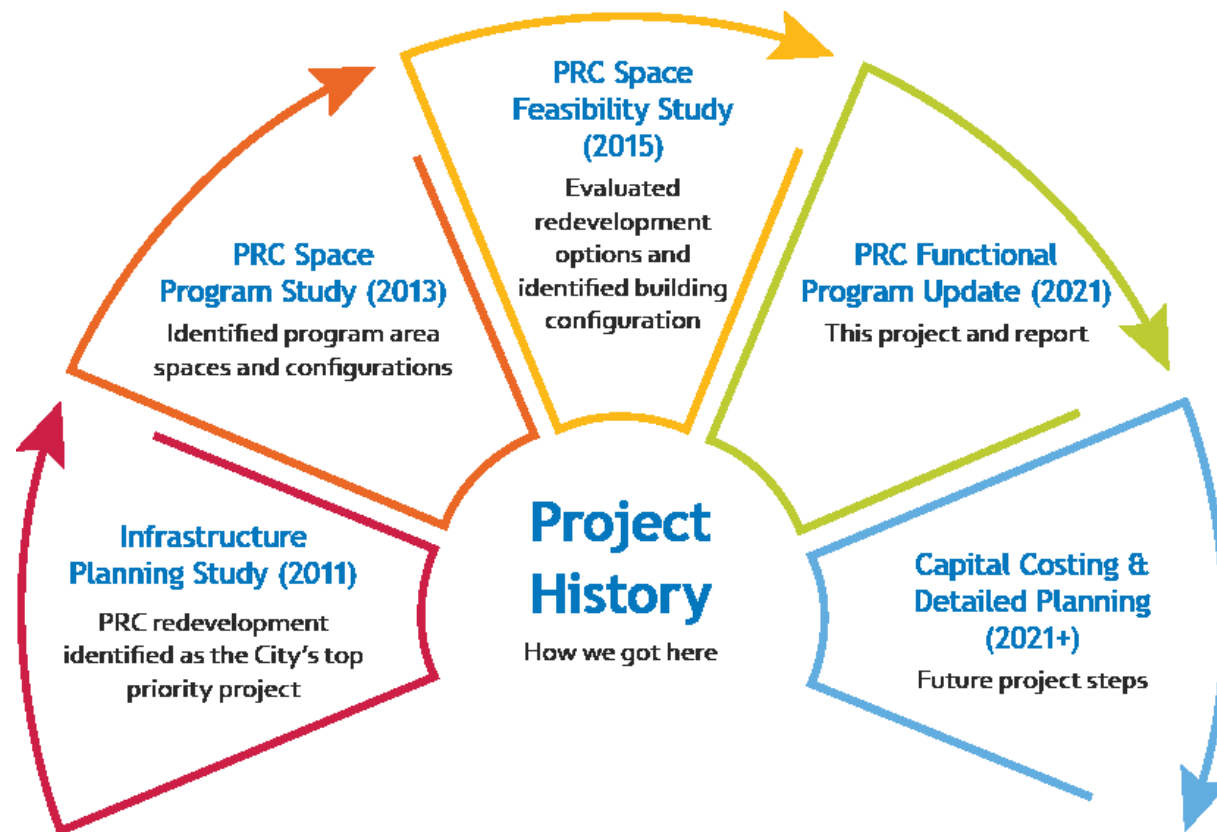
Sustainable



Functional Program 2022 Update

City of Kelowna
Kelowna Community Campus

Process that Got Us Here



Benefits of Recreation and Culture



Essential to personal health and wellbeing



Provides a foundation for quality of life



Reduces self-destructive and anti-social behavior



Builds strong families and healthy communities



Is a significant economic generator



Reduces health care, social service and police/justice costs

Trends in Recreation

Trends in Culture



Increased popularity of unstructured spontaneous activities



Transformation of public spaces for events and activities



Volunteers are looking for term-defined opportunities to bolster their skills and resumes



Encouraging local artists to shape the character of neighbourhoods



Aging infrastructure is a major concern for municipalities throughout the country



Less reliance on new physical infrastructure



Social inclusion is being considered in facility design



Greater engagement with the private sector



Promotion methods to ensure all demographics are being reached



Cultural mapping to promote opportunities

What the Pandemic has Taught Us



Improved cleaning/sanitizing



Programming



Technology



Consumer preferences

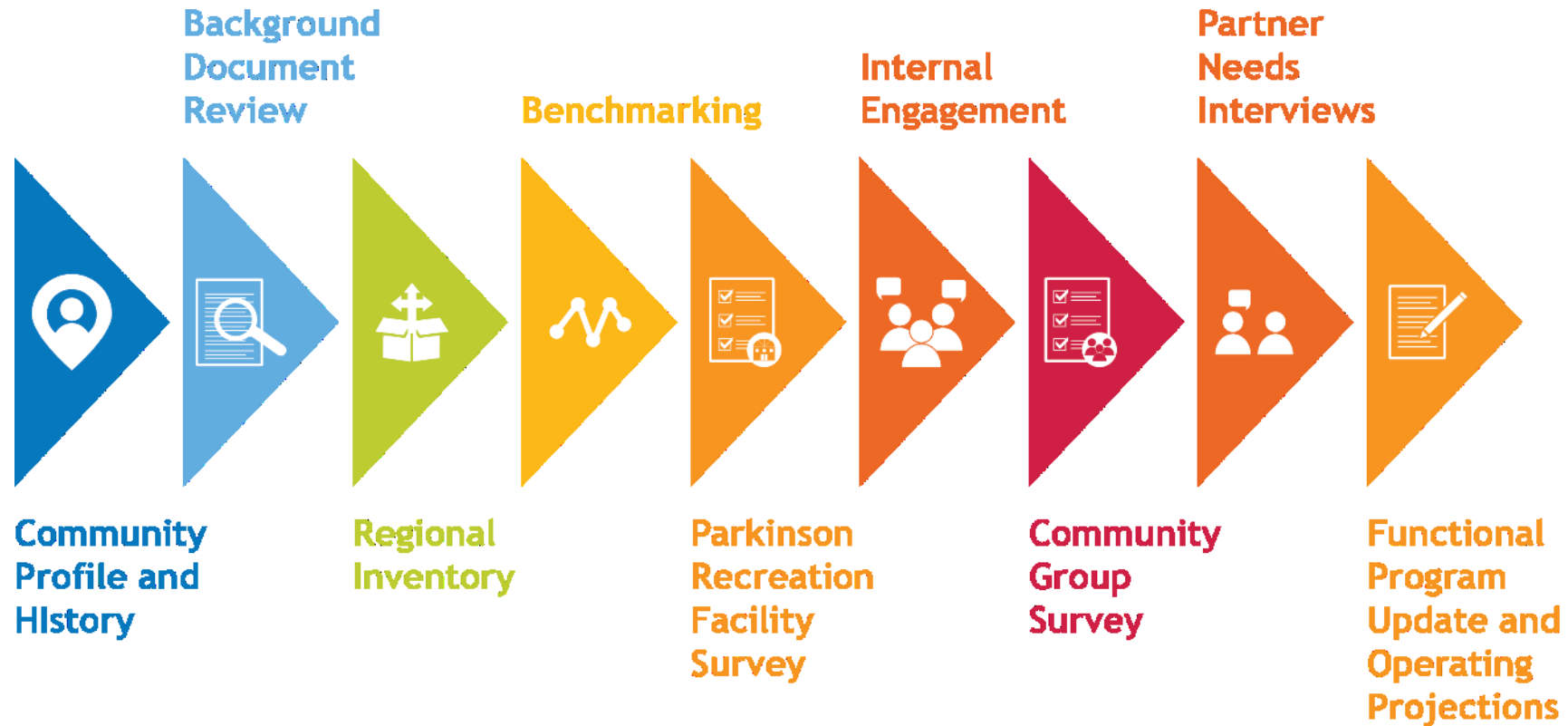


Facility design



Disproportionate Impacts

Study Process



Community Profile

Who Are We Planning For?



2021 estimated population of **143,148** in **59,332** households



Median household maintainer age of **53**



49% of households in Kelowna are couples without children at home



22% of Kelowna's population is between the ages of **25** to **39**



Around **2/3rd** of Kelowna households own their own home, with **1/3rd** as renters



The average household income in Kelowna is around **\$108,000**. However, around **20%** of households earn less than **\$40,000** per year.



More than **3/4** of households use a car to get to work



The **top 5 occupations** in Kelowna are in sales and service (18%), trades and transport (11%), business and finance (11%), management (7%) and the social sciences (7%)



Around **1/10** residents of Kelowna belong to a minority group and **14%** of residents were born outside of Canada



More than **60%** of residents participate in swimming either regularly or occasionally, including both at a recreation centre and swimming outdoors



The **most popular attractions** and destinations for residents include national or provincial parks (**38%**), historic sites (**21%**) and music festivals (**11%**)*



The **most popular individual sport** activities include golf (**28%**) and adventure sports like climbing (**15%**)*



Around **22%** of residents have visited a health or fitness club in the previous month; **18%** are members of a health or fitness club



More than **30%** of residents (**33%**) attend fitness classes, more than half (**54%**) participate in fitness walking activities, and **30%** in health club activities.



The **most popular team sports** are basketball (**14%**) and hockey (**14%**)*



Popular outdoor activities include gardening (**69%**), fishing/hunting (**25%**), and power boating (**16%**)*



Yoga and Pilates are also popular activities, with around **27%** of residents participating.



Racquet sports (**16%**) and basketball (**15%**) are other popular indoor recreation activities.



More than half of residents regularly or occasionally volunteer (**54%**)

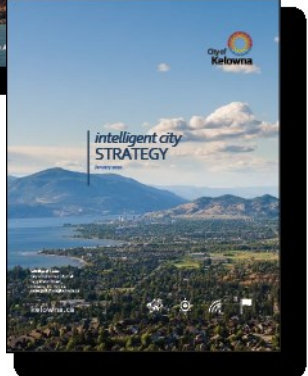
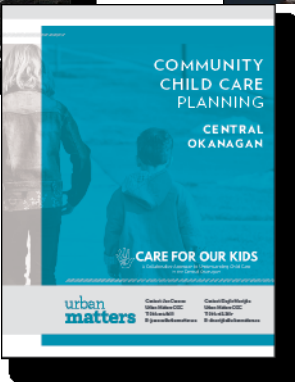
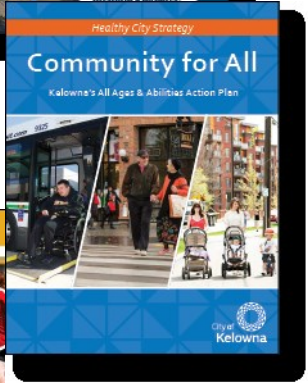
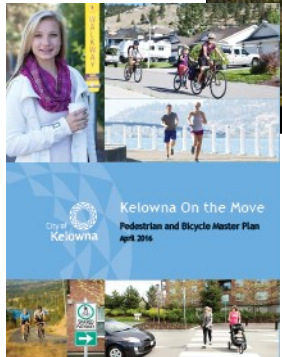
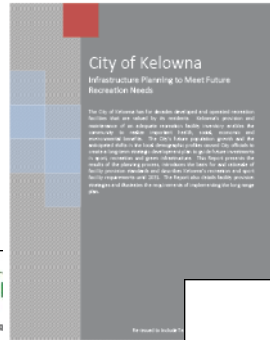
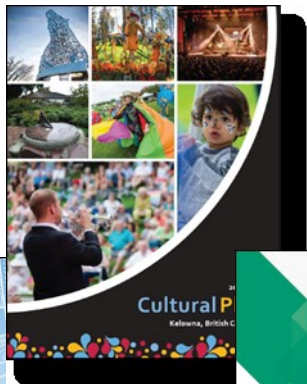
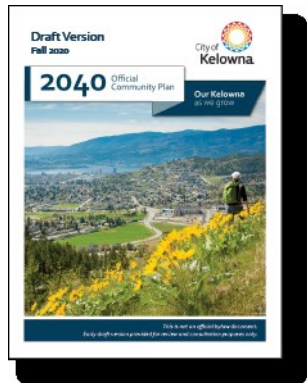


Top fitness activities include walking (**54%**), hiking (**51%**), and pilates/yoga (**27%**)*

Popular Activities for Kelowna Residents

* for the population above the age of 12, or 124,738 people

Document Review



Key Findings from Previous Studies

There is strong policy, plan, and strategic support within the City for PRC redevelopment. The project has been identified as a priority for more than a decade; PRC redevelopment advances many goals and objectives established by various City Departments and committees.



The potential for new and innovative partnerships to be explored through PRC redevelopment is substantial. Many user groups, including sports, recreation, and culture users, non-profits, schools and educational providers, and the private sector will benefit from investment in PRC.



PRC redevelopment will help to attract new residents and investment within a Core Central area within Kelowna, a key goal of the 2040 OCP.



Engagement that occurred through the development of Kelowna's 2020-2025 Cultural Plan identified a number of amenities and goals/objectives that may also be advanced through PRC redevelopment, including expanding the City's inventory of flexible, multi-use program spaces, developing mixed-use hub-type spaces with multiple amenities at central locations, expanding storage capabilities for multiple user groups, and providing new, unique indoor and outdoor spaces that can be animated by cultural groups through events, festivals, and performances.

Trends and Best Practices



Multi-Use Spaces



Importance of Partnerships



Designing for Physical Literacy



Culture and Sport Tourism Event Hosting



Indoor Facilities as Community Hubs



Blending Indoor and Outdoor Spaces



Integration of Revenue Generating Spaces



Equity, Diversity, Inclusion and Reconciliation



Sustainable Design and Facility Management

Engagement

Engagement Tactics and Data Examined



Public Telephone Survey (2021)

300 interviews exploring public appetite for PRC redevelopment



Stakeholder Discussion Sessions (2021)

5 sessions with 13 stakeholder groups



Online Group Survey (2021)

45 responses from PRC user groups surveyed online



Partner Interviews (2021)

6 robust discussions



Cultural Engagement Findings

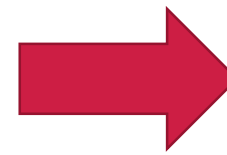
Cultural Facilities Master Plan engagement data reviewed

Prioritization Framework

Criteria



Amenity Scoring



Each amenity is scored against weighted criteria and then ranked by score to determine what amenities should be prioritized



Amenity Ranking



Amenity B



Amenity C



Amenity A



Partner Engagement

Tourism Kelowna

Interior Health

Kelowna Museums Society

University of British Columbia – Okanagan Campus

Pacific Sport Okanagan

Okanagan College

Creating a True Community Hub



Athletic Components

Triple gym complex

- Largely for community use either through City programming or rentals
- Configured to accommodate tournaments requiring sport courts
- Walking/running track

Fitness Centre

- Contiguous space for group or individual training
- Programming synergies with pools and gyms

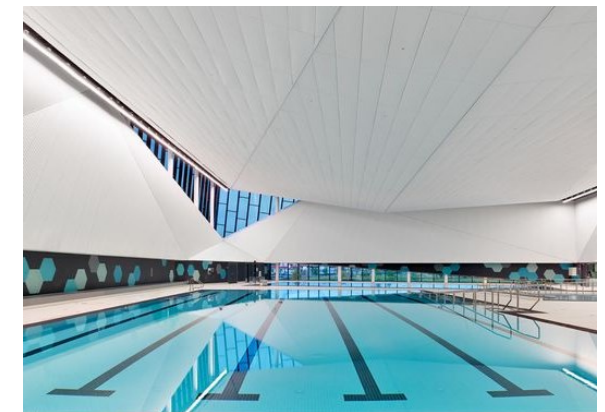


Aquatic Centre

User friendly pool design

8 lane 25 M rectangular tank for lessons, family swims, lap training, swim meets & rentals

Leisure pool for family fun and warmer water programming



General Program Spaces

Large and flexible spaces to accommodate

- City programs,
- community org meetings,
- large and small events

Support amenities to complement users' enjoyment of spaces

- food prep area
- storage



Customer Service Spaces

Comfortable common areas that promote social interaction and a sense of community

Areas that encourage casual connections

Amenities that help animate the space – F&B, retail, interesting and dynamic displays (COSHOF e.g.)

Visually appealing and informative customer service centre (control desk)



Administration, Support and Building Operations

Offices and support spaces

Change rooms

Building ops spaces



Functional Space Program

Component	Existing Area Size	Proposed Square Feet	Difference
Athletic Program	10,064	48,713	38,649
Aquatic Program	13,469	16,200	2,731
Athletic/Aquatic Support	5,682	8,500	2,818
Customer Service/Admin/ General Program	15,226	21,495	6,269
Building Operations	1,071	1,450	379
SUB-TOTAL	45,512	96,358	50,846
Gross Up Space	6,359	40,290	33,981
Total	51,871	136,648	84,777

Business Case

Order of magnitude estimates

Enhanced revenue producing opportunities

Cost structure that mirrors current operating models
– adjusted to reflect the larger building footprint

Relatively more revenue capabilities compared to
cost escalations results in a similar net performance
to existing Parkinson





In Summary

Community support demonstrated for the project

Confirmed (2013 and 2015) and more intense demand from users

Much more benefit and functionality for minimal incremental operational investment

Opportunity for this project to be a **focal point for recreation and culture in the region** and a **industry leader in forward thinking design and function** (inclusion, reconciliation, environment, public health, etc.)



Funding

Advocacy to Federal & Provincial governments
Pursue grant opportunities

2022

Loan authorization bylaw and elector approval process

2023

Partnerships

SD23 partnership
First Nations engagement

Other partnerships

Building design

Team selection

Public engagement
Schematic design
Priority setting
& cost management

Design development

2022

2023

Next steps

Staff will be returning to Council at the next opportunity for a workshop that will:

- Explore the benefits and tradeoffs associated with where on the site the building will be located.
- Confirm the need, desire and timing of the siteworks and amenity construction.
- Confirm the preferred site location in preparation for commencing the Schematic Design phase.



Questions for consultants?

Questions for staff?