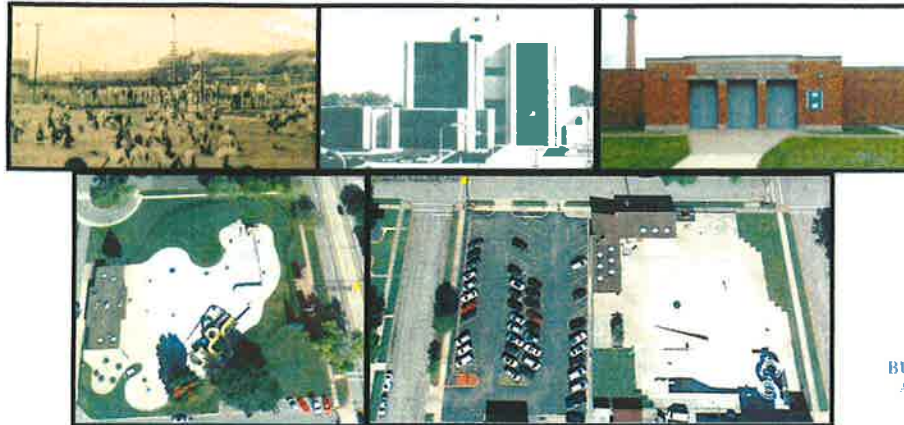


# FEASIBILITY STUDY- CITY OF LA CROSSE

5/18/2017



**BURBACH AQUATICS, INC.**  
ARCHITECTS & ENGINEERS  
*Best Quality • Best Price • Aquatics Design*  
1000 20th Avenue, Suite 100, La Crosse, WI 54601  
608.785.1111

## City Of La Crosse Pool Committee

Burbach Aquatics, Inc. began meeting with the Pool Committee starting in December 2016.

Pool Committee also reviewed information and heard from the following:

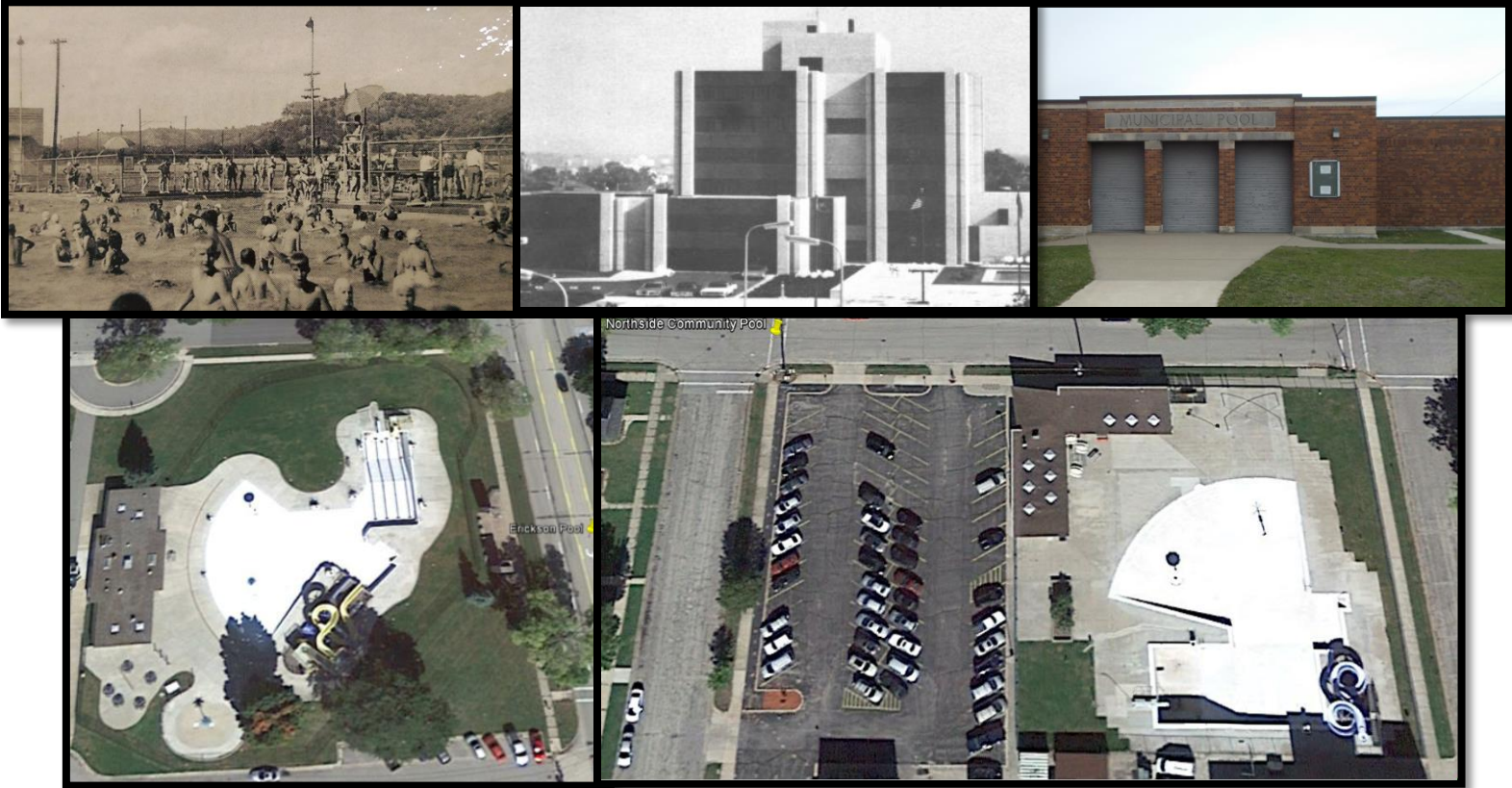
- GENA Neighborhood Sponsored ISG Report
- UWL-Memorial Pool Public Opinion Survey Results
- City of La Crosse Parks, Recreation & Forestry Department
- Chip Schilling regarding an Indoor Pool Option

The information contained in Burbach Aquatics, Inc.'s Feasibility Report was developed by Burbach Aquatics, Inc. and represents the information that was provided to the Pool Committee by Burbach Aquatics, Inc.

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# FEASIBILITY STUDY: CITY OF LA CROSSE

Prepared For:  
The City of La Crosse, Wisconsin



05/18/2017

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## EXECUTIVE SUMMARY

Burbach Aquatics, Inc. (BAI) respectfully submits this Feasibility/Marketing Study, which examines several proposed aquatic facilities. This exploration was performed by BAI and embodies the Scope of Services outlined for Step #2 of the second Phase of BAI's Contract with the City. The main thrust of Step #2 is to analyze the market area, study the proposed location of the facility, evaluate surrounding competing facilities, develop Conceptual Site Plans for the proposed facilities and develop opinions of probable construction, develop opinions of probable operating costs and perform Public Input Sessions. This report contains the results of our investigations and provides recommendations regarding construction based on sound engineering principals. All recommendations and analyses were made in accordance to significant requirements of the Wisconsin Department of Safety & Professional Services for Public Swimming Pools.

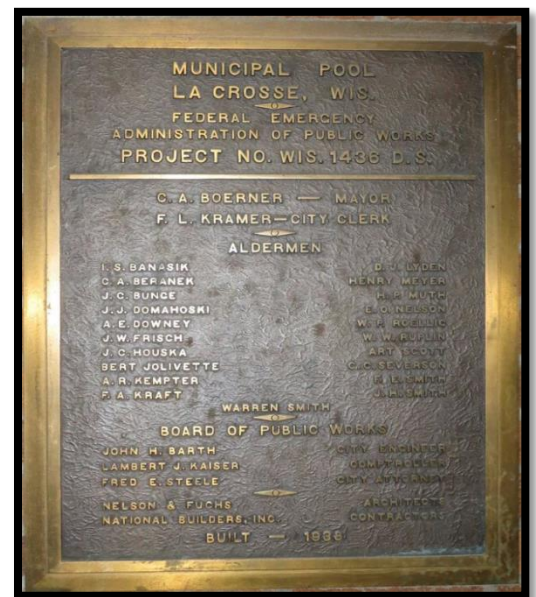
The Consultant gathered research and information through extensive discussions with the Pool committee, interviews, a tour of the community, site visits and an exploration of other aquatic providers within a 60 mile range. This report addresses the proposed construction of a public recreational style swimming pool referred to as a Family Aquatic Center. We will analyze the proposed sites and prepare conceptual layouts for the Family Aquatic Center. Chapter One provides the reader with a history of swimming pools and provides a broad horizon to begin the more detailed chapters of this report. Chapter Two addresses site issues. Chapter Three, "Market Analysis and Sizing", contains information regarding the anticipated population to be served, climatic conditions, and water surface demand calculations. Chapter Four, "Proposed Family Aquatic Center", contains a detailed description of the various components for a proposed Family Aquatic Center concept. Several aquatic options for the City, based on the established criteria, will be presented. Opinions of probable construction costs follow in Chapter Five, and opinions of operating costs are reported in Chapter Six. The summary the Public Input Sessions are in Chapter Seven. The summary recommendations are in Chapter Eight.

Efforts to improve any community require input from the citizens and leaders of that community. Presenting the study findings in this manner allows the City to render a decision regarding the best options presented to them. We would like to thank the Mayor, the City Staff, the City Council, Parks, Recreation & Forestry Staff and the La Crosse Pool Committee for their assistance in providing the site information and other pertinent information concerning this report. It is always a pleasure to work with such a courteous, professional and dedicated group of individuals.

## CHAPTER 1: HISTORY OF SWIMMING POOLS

Swimming pool use and construction has a long history going as far back as 3,000 B.C. in the Indus River Valley. The first modern municipal swimming pools in the United States were constructed in the 1880-1890's in Massachusetts, Philadelphia and New York City. These public swimming pools had showers and dressing rooms which offered low-income groups the opportunity to clean and bathe. Recirculation systems did not exist. The number of swimming pools continued to grow, and after World War I, there were several thousand public swimming pools in the United States. This is called the Progressive Era of Pools.

With the collapse of the stock market in 1929 and the subsequent depression, swimming pool construction slowed dramatically, but for only several years. By the mid-1930's, public swimming pool construction dramatically increased under the federally funded Works Progress Administration (WPA). Public construction of swimming pools tended to formalize the swimming areas by the construction of heavy-duty, concrete vessels with steel structural support and recirculation systems for clean, long-lasting facilities. Many communities across the United States benefited from the WPA program, the Memorial Municipal Pool was a WPA project, constructed in 1938. These facilities enjoyed long lifespans of over 70 years with several still operating today. This represents the first very distinct generation of swimming pool facilities. This was called the Inter-War Era of Pools.



World War II virtually stopped all swimming pool construction worldwide, however, 12,000,000 American men and women learned to swim as part of their war-time training. The post-war economic boom and the civilian desire to use their newly acquired swimming skills helped to finance a sky-rocketing number of swimming pools. This defined the next considerable generation of swimming pools in America-the Post War Era of Pools. In 1948, there were 11,000 pools in the United States. By 1954, that number had increased to 28,000. From the 1950's through the 1970's, there was explosive growth in U.S. population, income, and consumer taste. The U.S. population of 151,000,000 in 1950 increased to 225,000,000 by 1970. Disposable income also increased from \$354 billion to over \$800 billion by 1980. As disposable income grew, so did the amount of time available for recreation. Throughout this period, swimming pool

construction mushroomed to the point that by the mid 1970's, there were a total of 1,200,000 in-ground swimming pools in the United States.

As the swimming pool industry continued to flourish, technological and engineering expertise continued to change the construction techniques of pools and the supporting process systems. The rectangular, L-shaped and Z-shaped swimming pools comprised the vast majority of pool vessels. With the success of American swimmers in Olympic competitions and the growth of local competitive associations, many of the rectilinear swimming pools were constructed with standard pool lengths for timed competitive events. This resulted in the construction of large public swimming pools acclimated for competitive use and facilities with very strict, harsh institutional environments. Beginning in the 1940's, a gunite process was developed in California which allowed for free-form swimming pool shapes. The cost was low but the lifespan was short. Stainless steel, carbon steel, fiberglass, and aluminum pre-manufactured pools and pool components were developed and marketed extensively, due to lower cost but they also experienced a shorter lifespan. Many of the pools that were placed in the ground through the WPA program had a lifespan of approximately 50-70 years while the post WWII pools lasted approximately 40 years and those placed in the ground from the mid 1970's-mid 1980' lasted approximately 30 years.

As the "newness" of the traditional rectangular swimming pools began to fade, municipal operators began to notice a decline in the use of their facilities as we passed through the 1980's. Some people in the swimming pool industry began to question the erosion of their swimming pools and their use. A startling picture began to evolve. Research shows that a great majority of the country's pools were competitive in nature while the end user was a recreational swimmer. Recreational swimmers vastly prefer shallow water in a relaxed environment.

This was the beginning of the current generation of swimming pools known as Aquatic Centers and Water Parks. Most municipal swimming pool use today centers around recreational and social experiences at the facility. The current state-of-the-art municipal swimming pool contains a beach entry (zero-water depth), pleasant pool surroundings, spacious areas for patrons to socialize, sun shelters, active water features, lazy rivers, wave pools, landscaping within the pool enclosure, sun bathing areas and food service facilities.

Free-form shapes are the trend of today's pool vessels, which require increased engineering considerations. Pools designed by Burbach Aquatics, Inc. are founded on the original WPA standards of strength and longevity through strong engineering principles.

A potential lifespan of 50 years or more is created by carefully installing concrete with two layers of embedded rebar carefully positioned between concrete forms. Burbach Aquatic, Inc. designs also incorporate state of the art “green” technology for cost effective day-to-day operations and maintenance.

From a financial perspective the new recreationally orientated facilities are more successful. Not only do more people attend the new facilities, but they stay for a longer period of time, resulting in a need for refreshments and concessions which increases revenue of the aquatic center. Currently, in the United States, over 170,000,000 Americans swim regularly and swimming is the leading participation sport. At least half of the adult population swim and enjoy water sports. The competitive swimming population is estimated to be 1.5 million in the United States



## CHAPTER 2: PROPOSED SITES

### A. INTRODUCTION

In this section of the report we will address the Technical Site Review for the proposed sites for a new aquatic facility. A large number of parameters have been investigated so that a comprehensive picture of each site may be gained regarding its suitability for the intended facility.

Specific areas investigated for each site include the following: utilities, topography, surrounding occupancies, zoning, vehicular and pedestrian traffic, handicapped accessibility, lighting requirements, surface water or ground water restrictions, site restrictions, exposure to the elements and the availability of land.

The proposed sites are listed below; a map showing the relative locations of the sites is on the subsequent page, followed by a description of each of the eighteen rating categories. A numerical rating table for the eighteen individual categories for the proposed sites follows the category descriptions.

<u>SITE #</u>	<u>LOCATION</u>
1	Existing Pool Site (Memorial Municipal Pool)
2	Myrick Park
3	Forest Hills Golf Course (ON TOP OF HILL)
4	Forest Hills Golf Course (BY THE ROAD)
5	Bluffview Park
6	Weigent Park
7	Roellig Park





**Existing Site-Memorial Pool**



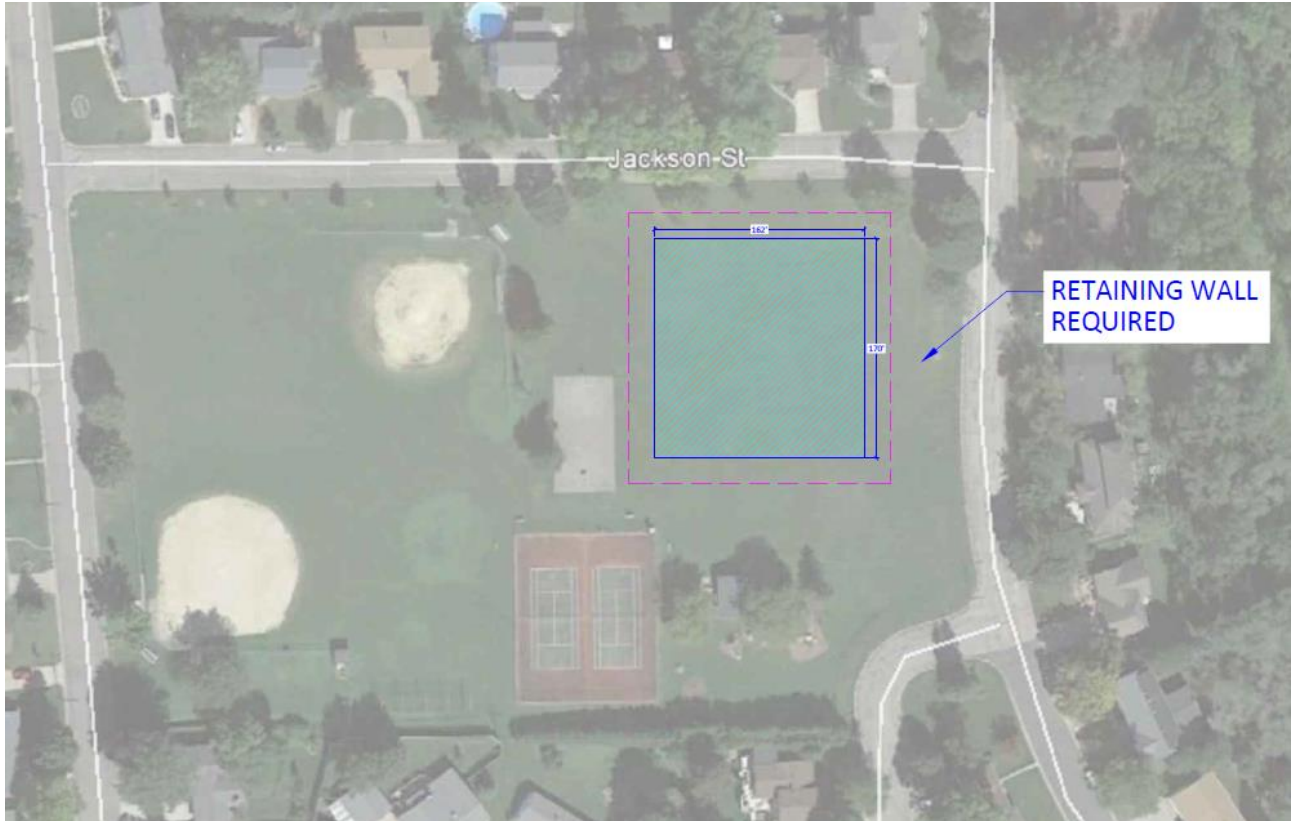
**Myrick Park**



**Forest Hill Golf Course (ON TOP OF HILL)**



**Forest Hill Golf Course (BY THE ROAD)**



**Bluffview Park**



**Weigent Park**



**Roellig Park**

## ***B. DESCRIPTION OF RATING CATEGORIES***

### **SANITARY SEWER:**

The sanitary sewer is needed at the swimming pool facility to drain the sanitary fixtures in the buildings and for backwashing of filters. Sanitary sewer should be of sufficient depth to provide gravity drainage of the sanitary facilities in the buildings. This category will be rated lower if distance or elevation cause additional expense to develop. Typically a four inch or six inch sanitary lateral would be required to service the bathhouse. For some sites, a new lift station may be necessary.

### **WATER SERVICE:**

Typically the facilities under consideration in this report will require either a four inch or six inch water service. The service would be connected to the closest existing public watermain. Points will be deducted if a larger watermain became necessary, or if the service must extend a great distance to reach a larger diameter watermain.

### **TELEPHONE:**

It is essential to have phone service for emergencies and patron use. An underground service should always be extended to the bathhouse. It is recommended that the individual service have a minimum eight-pair cable so as to provide future capacity for computer modems, etc. Availability and proximity of telephone service are important parameters for this category.

### **ELECTRIC POWER:**

The existing availability of primary three-phase electric power is very important for these facilities due to large electric motors needed for pool recirculation and to service the water amenities. Distance of the new three-phase secondary service is a rating parameter. It is necessary to have service installed by underground means since it is not a good practice to have overhead electric wires near a pool area.

### **STORM SEWER:**

Gravity drainage of the entire pool tank, gravity discharge of backwash, and deck drainage are important parameters for this category. Location, depth, and capacity of the storm sewer system are also considered or natural topography allowing for over land storm water conveyance.

### **NATURAL GAS:**

Natural gas is essential for any of the aquatic facilities under consideration. Natural gas would be needed to fire the potable water heater, pool water heater, and any seasonal



space heating needs. As with the other utilities, proximity and capacity are considerations.

**TOPOGRAPHY:**

Topography plays an important role in the layout of a proposed facility. Topography can be used to enhance and develop an excellent environment and create excitement. Amenities such as water slides can make use of topography to blend into the site. Parameters include currently developed and present use, steep transitions, grass turf areas, and direction of the general slope. Difficulty in creating a park-like setting including openness and general development of the surrounding area are also considered.

**SURROUNDING OCCUPANCIES:**

The surrounding land uses are also considered when evaluating a proposed site. Limiting parameters include conflicting land use such as adjacent commercial or industrial and proximity of residential areas. Locations of natural and manmade barriers are also considered.

**VEHICULAR TRAFFIC:**

This category is used to evaluate accessibility to the site by cars and buses. A drive-through traffic pattern is considered to be the most satisfactory. Items considered include anticipated turn-around by vehicles and potential conflicts with pool patrons and pedestrian traffic. Areas must be available for construction of loading and off-loading of patrons since it is typically not practical for patrons to walk to the pool from outlying areas. The existing transportation system and relative ease of driving to the site are also considered along with fully developed streets having adequate width and capacity to accommodate the anticipated vehicular traffic generated by the proposed aquatic facility. Location of the site on established public transportation routes are also considered. Where possible, parking should be off street, or at the worst, on one side of the street. The ability to have off-street parking is also considered and in many cases, is required.

Existences of parking lots in close proximity are evaluated. Size, condition, and potential conflicts in scheduling resulting from major activities being held simultaneously are considered. A drop-off/pick-up point should always be established in any proposed parking area along with development of a one-way traffic pattern. A bus turn-around area should be established.

**PEDESTRIAN TRAFFIC:**

For this category, ease of accessibility by pedestrian and bicycle traffic is considered. Parameters used to rate this category include proximity and existence of any bike trails,

condition of the sidewalk system in adjacent areas, accessibility to nearby residential neighborhoods, and location of any physical barriers including arterial streets, railroads, and similar corridors. Proximity of residential areas to the site are considered since pedestrian and bicycle transportation are always preferred. Control for major arterial streets, traffic control, and pedestrian crosswalk and bridges or tunnels are considered as part of this site evaluation.

**ACCESSIBILITY:**

The purpose of this category is to evaluate the relative ease of producing a handicapped accessible facility. Ramping and magnitude of grade changes are physical considerations.

**LIGHTING:**

Lighting is a two-way consideration. The first is ease of lighting the site. The second consideration is the negative impact on surrounding neighbors. Two types of lighting are typically discussed elsewhere in the report. Security lighting which remains energized during the night is typically a lower level light and is used to illuminate sensitive areas and assist security people in visually scanning facilities for unauthorized intruders. The second type of lighting is referred to as area lighting and produces much higher lighting levels but only during the hours of nighttime operation. Typically, this type of system will have a greater impact on the surrounding neighbors' environment. Area lighting restraints can be designed into a system to reduce a negative impact.

**FLOODPLAIN:**

An important parameter is the presence and elevation of flood plains or floodways. Facilities can be constructed in these areas; however, precautions must be taken which typically can add to the cost of a facility. Usually, the 100-year floodplain data is used as the most restrictive condition.

**GROUNDWATER:**

With this category, groundwater depth and severity is considered. High groundwater levels can have very disastrous effects on swimming pools. The potential of gravity drainage of groundwater greatly reduces the potential of groundwater problems and is one of the parameters used to rate this category.

**HYDRAULIC CONSIDERATIONS:**

The type of mechanical building and the potential of gravity or mechanical movement of backwash effluent, deck drain run off, and sanitary sewer are all important parameters considered when rating this category. Gravity drainage of all categories is the most

desirable.

**SITE RESTRICTIONS:**

Site restrictions would include physical space, present land use and degree of development, conflict with land use plans, conflict with existing trunk utilities, anticipated construction impediments, poor soil conditions, and similar physical aspects of the site.

**EXPOSURE:**

The exposure of the site to the sun for solar heat gain (positive) and to the predominant winds for heat loss and patron discomfort (negative) are considered in this category. Protection afforded by trees and developed improvements adjacent to the site are also evaluated. Wind-borne soil erosion would be a factor along with organic loading resulting from tree leaves and similar organic materials requiring consideration in the final design.

**AVAILABILITY OF LAND:**

Ownership of the property by a local unit of government or private land which is listed for sale is the most desirable for this category. Financial considerations regarding the price of the land is also considered in this category, although grants for land acquisition are possible.

**C. ENGINEERING SITE RATING TABLE**

SITE #	LOCATION
1	Existing Location
2	Myrick Park
3	Forest Hills Golf Course (ON TOP OF HILL)
4	Forest Hills Golf Course (BY THE ROAD)
5	Bluffview Park
6	Weigent Park
7	Roellig Park

Riverside North was considered but ruled out because of cost to develop the site for construction.

Site Rating Table									
Category	Maximum Points	Sites							
		1	2	3	4	5	6	7	
1 Sanitary Sewer	5	3	3	3	4	4	4	4	1
2 Watermain	5	4	2	4	4	4	4	4	1
3 Telephone	3	3	3	3	3	3	3	3	2
4 Electric	10	10	5	8	8	5	5	5	5
5 Storm Sewer	10	3	10	10	10	10	10	10	10
6 Natural Gas	3	3	2	3	3	3	3	3	3
7 Topography	10	9	3	7	9	7	10	10	10
8 Surrounding Occupancies	10	5	10	10	10	6	7	10	10
9 Vehicular Traffic	10	10	6	10	10	7	8	10	10
10 Pedestrian Traffic	10	10	8	8	8	8	10	8	8
11 ADA Accessibility	5	5	5	4	5	3	5	5	5
12 Lighting	5	5	5	5	5	5	5	5	5
13 Flood Prone Area	20	20	15	20	18	20	20	15	15
14 Groundwater	20	20	10	20	20	20	20	10	10
15 Hydraulic Considerations	20	15	15	20	20	17	18	15	15
16 Site Restrictions	10	5	5	2	2	7	8	8	8
17 Exposure	10	10	10	5	10	5	8	10	10
18 Availability of Land	10	10	10	10	10	10	10	10	10
<b>Total Points</b>	<b>176</b>	<b>150</b>	<b>127</b>	<b>151</b>	<b>159</b>	<b>144</b>	<b>158</b>	<b>138</b>	

**Results of unweighted rating:**

- #1 Forest Hills Lower
- #2 Weigent
- #3 Forest Hills Upper
- #4 Memorial Pool Site

Weigent was ruled out due to neighborhood objections to developing the park.

**Decision Making Matrix**

**Attribute Definition and Assigning Importance Factor**

<u>Attribute</u>	<u>Assigned Importance</u>
Pedestrian Traffic and Accessibility	8
Site Restrictions - space, parking, fire code, etc.	10
Utilities - electric, gas, water, sanitary	3
Exposure - visibility to public	5
Availability of Land	1
Topography, Flood Prone, Hydraulic, ground water	10
Surrounding Occupancies	8
Vehicular Traffic	5

	Importance Factor (1-10)	8	10	3	5	1	10	8	5	50
		16%	20%	6%	10%	2%	20%	16%	10%	100%
Site Description	Pedestrian	Site Restrictions (ie Parking and Space)	Utilities	Exposure	Availability of Land	Topography, Flood Prone, Hydraulic Considerations and GroundWater	Surrounding Occupancies	Vehicular Traffic	Score	
1 Memorial Pool Location	100	50	77	100	100	91	50	100	79	
2 Myrick Park	90	50	69	100	100	54	100	60	73	
3 Forest Hills Golf Course (ON TOP OF HILL)	85	20	83	50	100	96	100	100	75	
4 Forest Hills Golf Course (BY THE ROAD)	90	80	89	100	100	96	100	100	93	
5 Bluffview Park	80	70	81	50	100	91	60	70	73	
6 Weigent Park	100	80	81	80	100	68	70	80	80	
7 Roellig Park	90	80	61	100	100	71	100	100	86	

**Results of weighted rating:**

- #1 Forest Hills, lower site
- #2 Roellig Park
- #3 Weigent Park
- #4 Memorial Pool Location

Weigent was ruled out due to neighborhood objections to developing the park.

## **ENGINEERS SITE RATING NOTES:**

### Existing Site Memorial Pool

The existing Memorial pool site has space constraints that make the location less desirable than other areas. For example the parking lot east of the facility is owned by the University of Wisconsin-Lacrosse (UWL). At the current time parking is a paid meter and would be a draw back for patrons. On street parking is available to limited capacity. Other limitations are the sanitary sewer and public water lines that will need updating, however in terms of scale of project said upgrades would be incidental. Construction access will require closing of the adjacent road for the majority of construction and potentially renting the parking lot east of the facility. The facility is hidden from view with the taller university buildings adjacent to the facility and the bathhouse adjacent to the road. It is likely people unfamiliar with the area would not know the pool was there.

### Myrick Park

Myrick Park is a beautiful scenic park that is centrally located in the City with mature trees and trails for walking, running and biking. Two potential locations for the pool site were considered, one south and uphill from the existing Hixon Nature Center and the second west of the existing Hixon Nature Center. The west site will have floodplain and ground water issues as the river is adjacent to the location. The river is 10' down from the site, however when you consider the potential depth of a new pool the diving well would be 12' deep to the top of concrete with piping and main drains extending the depth to over 15' deep, well below the water elevation of the adjacent river. This means that there would be a constant ground water around the pool facility that would reduce the life expectancy of the pool vessel and systems by decades. The southern area is uphill and would allow a project that is well out of the flood plain and normal water elevation of the river. This location would require the removal of many fully mature trees that are located in the area

Larger parking lots are required and would reduce the natural beauty of the park. Additionally, utilities to the facility would need to be extend from the street and would cost \$200,000 or more for the extensions.

### Forest Hills

The Forest Hills site is located adjacent to a golf course with a large parking lot and room to expand parking if necessary. The site is developed with utilities relatively close. The site was broken down to an upper and lower location, with the upper being east near the train track and the lower being west near Losey Boulevard North. The upper site is spatially limited by the steep hillside to the east and property boundary to the west. The

upper site and lower site are both border by residential properties that may be affected by noise pollution created by an aquatic facility, however the lower site is less likely to be an issue as the site borders a heavily trafficked road that would create as much or more sound pollution as a new facility. Additionally, the upper site was reported to have bedrock just below grade, which could add substantial cost to the construction.

The lower site may require adjustment of the entrance road into the parking lot as well as adding additional parking stalls, which could be added on the upper site. The lower site would be more visible from the road and could help attendance. A draw back of the site is crossing the street, however a stop light with cross walks exists at current entrance to the facility.

### Bluffview Park

Bluffview Park is an isolated neighborhood park with baseball, basketball courts, shelters and a large open grass area. The park is surround on all sides by residential properties and is an isolated area. The park is well suited for an aquatic facility expansion, however the park is in a neighborhood that has very limited traffic, no traffic lights and limited to no sidewalks. Therefore, adding a facility in this neighborhood would likely not be well received by the resident of the area.

Utilities are nearby, however 3-phase electric is not readily available and will need to be extended from a long distance. The park also has some topography constraints that would likely require a retaining wall on the site.

### Weigant Park

Weigant Park is a smaller park with tennis courts, playground, shelter and kickball or neighborhood baseball field. An aquatic facility would utilize the entire park area and parking would be limited. The surrounding area is similar to Bluffview Park, however the vehicular traffic is more concentrated and there are sidewalk leading to the park.

The park topography is level and would be adequate for the facility. Utilities are present at the facility, 3-phase electric is closer to the park than Bluffview, but would still need to have a long extension.

### Roellig Park

Roellig Park is a small triangular shaped park with small trees and boarder by highway 16 to the east, the river to the north and residential properties to the west. The park is relatively underdeveloped and acts as a green space between the residential neighborhood and four lane traffic on Highway 16.

The topography is adequate for an aquatic facility, however similar to Myrick Park the river is 10' to 15' below the existing grade and a pool facility may need to be raised slightly to reduce impact from ground water. Pedestrian traffic to the park is acceptable and visitors would not need to cross Highway 16 to get to the facility.

The sanitary lines to the facility will need to extend north along Highway 16, the remaining utility are nearby and can developed

#### St. Andrews (Trane 6) Site

This was added by the pool committee during our final meetings BAI did not perform a Site rating for this site. BAI reported to the committee that Ground water and flood plain/way issues are a big concern here. Further investigation would need to be done before plans are further developed for this site. Speaking with the La Crosse Parks, Recreation & Forestry and Engineering Departments any construction would have to be done above the existing grade currently at the site adding considerable cost to the project. The land is currently available for purchase for \$2.5Million adding additional cost to the project (information per the La Crosse Park & Rec. Dept.) The La Crosse Engineering Department provided us with the following information: No excavation can be done at this site, meaning construction has to start at existing grade and go upwards, again adding considerable cost to the project. The City spent \$3Million to build up this site out of the floodway before it was sold to a developer and currently sits in a TIFF district. The City has considered the Site for future Economic Development.

BAI performed an Engineer Site Rating and weighted analysis based on the attributes for each category. BAI used the Decision Making Matrix to assist the Pool Committee make decisions based on attributes that the group discussed were important. Based on the results BAI's recommended location for an outdoor or indoor aquatic center in the City of La Crosse would be the Forest Hills (By the Road).



## CHAPTER 3: MARKET ANALYSIS AND SIZING

This chapter of the report demonstrates an analysis of the factors that play a role in the successful day to day operations of the proposed Family Aquatic Center. These factors include:

- A. Demographics
- B. Climatic Conditions
- C. Competing Facilities
- D. Natant Demand
- E. Attendance History

### **A. DEMOGRAPHICS**

As locales begin to transform and diversify, demographic data can be a useful tool to help determine target market groups. A target market group is a group of customers or users that a business or facility has decided to try to attract. A well-defined target market is the first element to a marketing strategy. Target market groups are separated by noticeable aspects such as: location, age, gender, income, household size, etc. Effective marketing requires an understanding of the dynamics of the demographic data in a way that shows the residents that the aquatic products, services and fees are relevant to them. The following types of demographics that could have an impact on Family Aquatic Center are as follows:

- Location
- Population
- Age Distribution
- Income

#### Location

The majority of the proposed Family Aquatic Center's recreation service market area will exist among patrons who live within a 15 minute drive. The service area is defined as the distance a patron will travel to a given activity on a regular basis. Use is projected to diminish as the distance increases from the site beyond a 15-mile radius. The exception to this is the competitive swimmer who will drive well beyond this 15-mile radius standard.

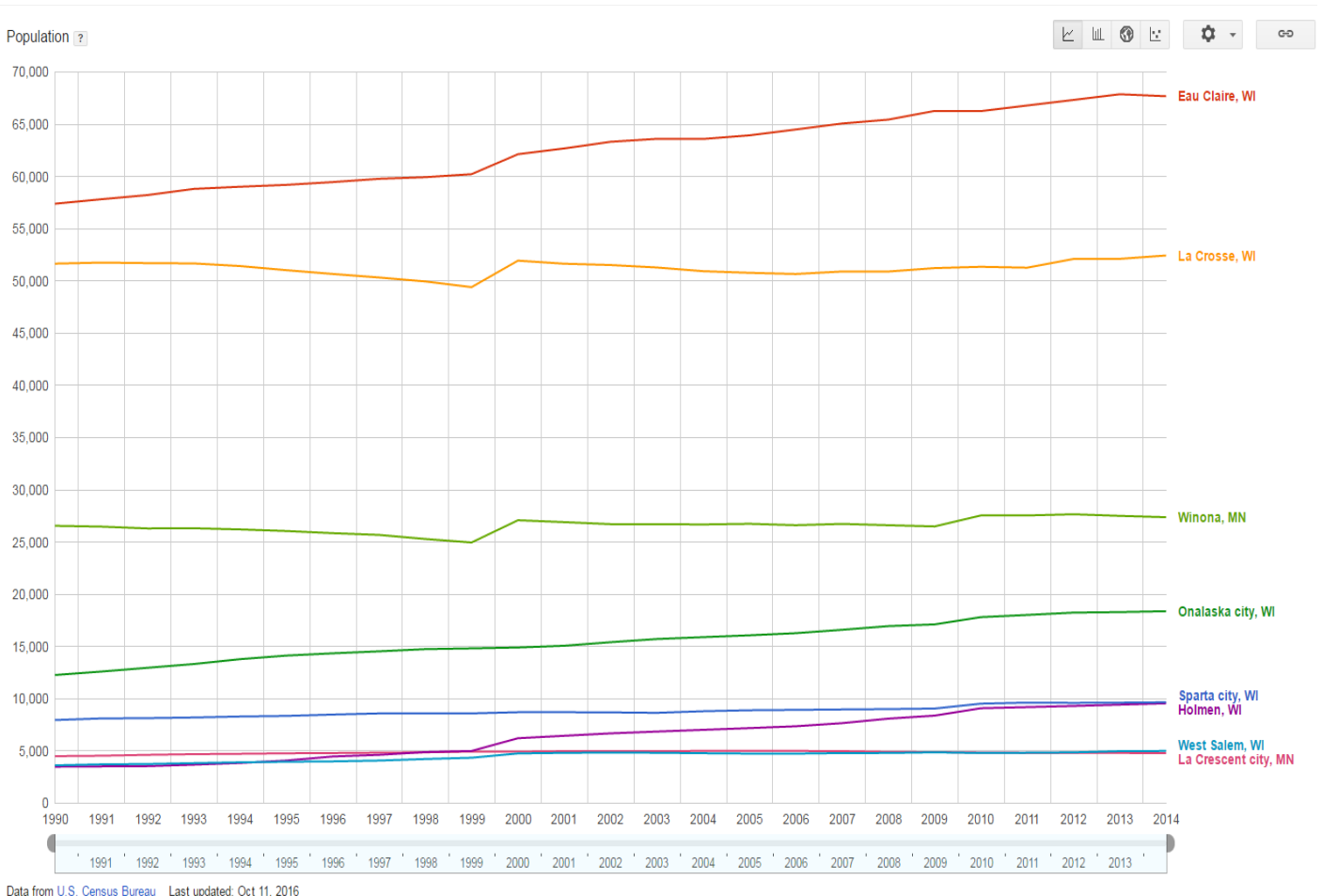
The distance that patrons will travel varies considerably between a traditional pool and a family aquatic center. Typically, traditional pools will receive patrons within a ten or 15 mile radius and usually children who make their way to the pool by either walking or

bicycling. Family Aquatic Centers with waterslides, water features, and numerous amenities will draw from a much larger geographic area. In researching our previous projects, we have found a consistent 50-mile maximum radius of attendance for facilities with a large number of amenities; however facilities which are comprised of a zero-depth swimming pool, waterslide, and minimal water features attract patrons from the local area only.

Our public opinion polls conducted in other communities indicate that local patrons would be willing to drive at least 10 miles to a Family Aquatic Center on a daily basis. Some communities located within 10 miles of a larger metro area have encountered difficulty in dealing with the large number of out-of-city patrons. Careful consideration must be given to establishing entrance fees which recognizes the local taxpayer first.

Population

Projected populations for 2042 should remain around the 50,000-55,000 population range and are derived from Census Data from the Collection year of 2010. Estimated growth rates along with population data were used in the projections.



Data from U.S. Census Bureau Last updated: Oct 11, 2016

### Age Distribution

Based on our previous studies, we find that the age distribution of patrons attending traditional outdoor swimming pools is consistent from community to community, regardless of rural or metropolitan environments or demographic fluctuations. Children (ages 1-14) tend to comprise 90%-95% of the open swimming seasonal patrons. The remaining 5%-10% is comprised of adults (ages 15 & up). For family aquatic centers, the patron age distribution changes dramatically.

Based on current surveys in three regions in the United States (Eastern, Midwest, Western regions), the typical age distribution for Family Aquatic Center is 60% children and 40% adults, which is a realization of one of the original design program goals. Great emphasis is placed on attracting teenagers and adults to the Family Aquatic Center with by providing quality recreational time for the entire family. Facilities reconstructed as traditional pools will experience only a slight increase in the number of adults only because of the positive environment associated with a new facility. This slight increase will soon diminish as they experience the traditional facility shortcomings.

### Income

The third demographic factor to be reviewed is income. As it was one of the original design goals to develop a municipal Family Aquatic Center that appealed to all age groups, so it is also a goal to develop a facility that is affordable to all income levels in the target market area. While there is no exact correlation that can be drawn between the level of income and the frequency of use of a Family Aquatic Center, the facility design will be such that it is matched to the estimated per capita spending ability of the target market group.

**Service Area Demographics**

Year	2017	2042
Resident Population of La Crosse	52,440	53,637
Nonresident Service Area Population	42,000	43,109
Proposed Facility Total Service Population	94,400	96,746

\*La Crosse Metro Area Population 133,665

\*\*La Crosse County Population 114,665

Population in 2014: 52,440 (100% urban, 0% rural). Population change since 2000: +1.2%



Males: 25,353 (48.3%)  
 Females: 27,087 (51.7%)

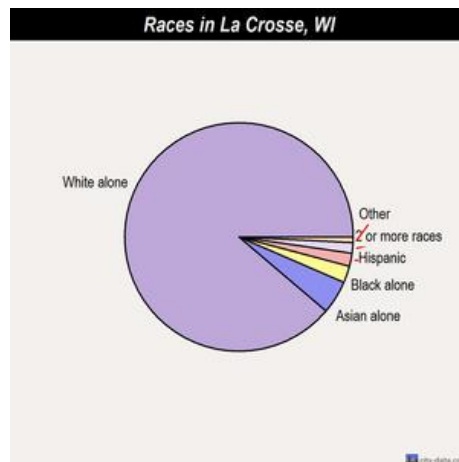
Median resident age: 29.1 years  
 Wisconsin median age: 39.0 years

Zip codes: [54601](#).

Estimated median household income in 2013: \$40,624 (it was \$31,103 in 2000)

La Crosse: \$40,624  
 WI: \$51,467

Estimated per capita income in 2013: \$21,115 (it was \$17,650 in 2000)



**B. CLIMATIC CONDITIONS**

One of the single most political issues regarding the construction of an outdoor aquatic facility is the weather conditions experienced in Wisconsin. Due to the sensitivity of water activities to weather conditions, it is appropriate to examine local weather patterns in this analysis of the proposed Family Aquatic Center. Weather becomes an important factor when trying to determine an accurate number of “user” days of the facility to establish a financial model. Following this narrative is a table of climatic conditions and climatic maps of the United States.

The typical outdoor swimming and water recreation season extends from Memorial Day to Labor Day, with some warm days extending past Labor Day. During this period the mean July temperatures in La Crosse are close to 73.5 degrees Fahrenheit. The average high in July is 84.0 while the average low temperature in July is 63.0. The average number of days over the past 6 years that an outdoor facility is operation is 55 days.

Burbach Aquatics, Inc. recommends the placement of any new outdoor swimming pool to be systematically placed on the site by taking into consideration wind breaks and shade options based on typical wind and sun conditions during the daily hours of operation of the proposed Family Aquatic Center. Careful consideration of elevations and locations of major elements of the facility is recommended when reviewing conceptual site plans of the facility. Any designs of facilities should take care to not destroy the existing natural wind barriers. To create the highest level of protection from mild breezes berms and natural tree barriers can be distributed throughout the facility.

## Local Temperature Conditions

<b>Month</b>	<b>High</b>	<b>Low</b>
January	26	9
February	31	14
March	44	25
April	59	38
May	71	49
June	80	58
July	84	63
August	82	61
September	73	52
October	60	40
November	44	28
December	29	14

\*Climate Data derived from 1981 – 2010 normals.

## Seasonal Temperature Data and Precipitation

<b>Month</b>	<b>Days with Temperatures Greater than 90</b>	<b>Days with Precipitation Greater than 0.10"</b>	<b>Average Monthly Precipitation (inches)</b>
January	0	8	1.1
February	0	5	1.06
March	0	6	2.05
April	0	3	3.35
May	0	8	3.5
June	5	9	4.33
July	5	7	4.25
August	3	7	4.29
September	0	10	3.54
October	0	6	2.17
November	0	9	2.01
December	0	9	1.38

## Average Annual Precipitation (in.) 33.0

\*Climate Data derived from 1981 – 2010 normals.

## Was 2016 attendance due to weather or closing of Memorial

Criteria	Weather Data					
	2011	2012	2013	2014	2015	2016
Days warmer than 80 degrees	65	74	61	61	58	71
Days Above 90 degrees	13	29	14	1	7	11
Rain Days greater than 0.2"	16	7	12	21	13	20
Days warmer than 80 with rain	7	7	6	15	8	16
<b>Total Swim Days</b>	<b>58</b>	<b>67</b>	<b>55</b>	<b>46</b>	<b>50</b>	<b>55</b>
<b>Attendance Per Day</b>	<b>805</b>	<b>812</b>	<b>735</b>	<b>773</b>	<b>808</b>	<b>652</b>

- Weather patterns in 2016 suggest attendance similar to 2011, 2013 and 2015.
- Actual attendance dropped.
- Data suggests people went elsewhere or didn't swim.

The above chart was developed from weather data from NOAA, National Oceanic and Atmospheric Administration. The attendance per day was calculated from the historical attendance figures presented in later in Chapter 3 of this report.

Attendance per day suffered in the year 2016, however the weather pattern was similar to the 2011 and 2013 and to a lesser degree 2015. In order to understand why the attendance per day dropped the evaluation will need to consider competing facilities.

### C. COMPETING FACILITIES

This section of the report addresses the existing aquatic facilities within the market area of the City of La Crosse. The following swimming pools form the aquatic system for the residents of the City of La Crosse.

A total of twenty-eight facilities were evaluated. These facilities include outdoor, indoor swimming pools, City beaches, State and County Parks. Of these twenty-eight facilities evaluated, fifteen are modern multi-purpose zero depth entry facilities, five are indoor facilities and two guarded city beaches.

#### EXISTING FACILITIES EVALUATED:

The majority of the surrounding competing facilities tend to be recreational in nature. They are directed primarily to the recreational swimmer and located in an approximate radius of 10-30 miles from the City of La Crosse.

Name of Pool	Location	Distance from La Crosse	Population	Size of pool	Type of Pool	Zero Depth	Waterslide	Driving	Swim Lanes	Other
Erickson Pool	2412 Losey Blvd. St. La Crosse, WI	0		10,200	Multi-use	Y	Y-2	Y	Y-4(25 yard)	Drop Slide
North Side Community	806 Sill St. La Crosse, WI	0		9,000	Multi-use	Y	Y-1	Y	N (but possible 25 yard)	
Logan HighSchool Swimming Pool	1500 Ranger Dr. La Crosse, WI	0		4,000	Indoor	N		Y	Y-6(25 yard)	
UWL-Mitchel Hall	1725 State St. La Crosse, WI	0		4,000	Indoor	N	N	N	Y-6(25 meter)	
La Crosse YMCA	1140 Main St. La Crosse, WI	0	52,440	3,150	Indoor	N	N	N	Y-6(25 yard)	
Onalaska Aquatic Center	251 Riders Club Road, Onalaska, WI	6	17,736	8,500	Multi-use	Y	Y-2 (run-out)	Y	Y-6(25 yard)	Drop Slide
Onalaska YMCA	400 Mason St. Onalaska, WI	6		3,250	Indoor	Y	Y	Y	Y-6(25 yard)	
La Crescent Aquatic Center	608 S. Seventh St., La Crescent, MN	6	4,810	8,500	Multi-use	Y	Y-2	Y	Y-6(25 yard)	
Hokah Swimming Pool	20 Como St., Hokah, MN	10	567	18,000	Multi-use	N	N	Y	N	Sand Beach
John W. Chapman Aquatic Center	315 Anderson St., Holmen, WI	12	9,423	11,500	Multi-use	Y	Y-1	Y	Y-6(25 yard)	Sand Play Area/Dropslide
Swarthout Pool	West Salem	13	4,980	4,000	Box-type	N	N	Y	Y-6(25 yard)	Wading Pool (400 sq.ft.)
Trempealeau Municipal Pool	23976 Forth St., Trempealeau, WI	24	1,611	4,300	Box-type	N	N	Y	Y-6(25 meter)	Deck Slide
Westby Municipal Pool	Market St., Westby, WI	26	2,255	4,800	Box-type	N	N	N	N	
Galesville Municipal Pool	17511 N. Main St. Galesville, WI	26	1,556	3,000	Box-type	N	N	Y	N	
Sparta Family Aquatic Cener	Rusk Avenue, Sparta, WI	29	9,522	15,665	Multi-Use (RAC)	Y	Y-2	Y	Y-6(50 meter)	Lazy River /Water Walk
Melrose Area Swimming Pool	802 Third St. Melrose, WI	31	503	3,300	Box-type	N	N	Y	N	
Bob Welch Aquatic Center	708 W. Fourth St., Winona, MN	32	27,546	18,400	Multi-use	Y	Y-1	Y	Y-8(50 Meter & 25 Yards)	
Spring Grove SWIM Center	600 Maple Drive, Spring Grove, MN	33	1,307	6,000	Multi-use	Y	Y-2	Y	Y-5(25 yard)	2 Drop Slides/ Waterwalk
Lansing Pool	490 Bench St., Lansing, IA	34	963	3,200	Box-type	N	N	Y	N	
Arcadia Family Aquatic Center	415 Gavney Road, Arcadia, WI	44	2,925	6,300	Multi-use	Y	Y	Y	Y	
Tomah Aquatic Center	411 E. Holton St., Tomah, WI	45	9,093	10,025	Multi-use	Y	Y-2	Y	Y-6(25 meter)	Drop Slide
Lunda Center	405 WI-54 Black River Falls, WI	46	3,613	8,800	Indoor	Y	Y	Y	Y	
Hoffman Aquatic Park	1400 Tyler St. Black River Falls, WI	46		10,100	Multi-use	Y	Y-2	N	N	2-Drop Slides/Sand Play Area
Wilton Pool	300 East St., Wilton, WI	46	502	3,150	Box-type	N	N	N	Y-6(25 yard)	
Scenic Valley Swimming Pool	Goose Lake Park, Cochrane, WI	48	438	3,275	Box-type	N	N	Y	Y	Wading Pool (200 sq.ft.)
Whitehall Aquatic Center	36522 West St., Whitehall, WI	50	1,584	5,900	Multi-use	Y	Y-1	Y	Y-5(25 meter)	Drop Slide
Gays Mills Swimming Pool	346 S. Railroad St., Gays Mills, WI	51	533	3,450	Box-type	N	N	Y	Y-5(25 meter)	
Charles Wacouta Aquatic Park	1401 E. Wells St., Prairie Du Chien, WI	59	5,911	12,000	Multi-use	Y	Y-1	Y	Y-7(25 yard)	Spray pad

Memorial Municipal Pool	0	9900	N	N	Y	Possible but not reg.
Black River Beach (Guarded)		200,000				
Petribone Beach (Guarded)		200,000				
North Petribone						

Therapy Pools in area  
Springbrook



Based on the quality and number of competing facilities within the City of La Crosse market area, the City can expect it's residents and nonresidents from nearby surrounding communities to attend on an occasional basis, if the City constructs a well-equipped, unique Family Aquatic Center type facility. Construction of a traditional type or ordinary facility with limited recreation value will not successfully compete against the neighboring facilities.

BAI also reviewed the four areas of swimming with the La Crosse Pool Committee, which are:

- 1.) Recreation
- 2.) Education
- 3.) Health and Wellness
- 4.) Competition

La Crosse Parks and Recreation staff gave a presentation on the programming offered by the City of La Crosse and BAI did a review of the different programming elements offered within the service area. Two areas identified as a potential gaps were lap/competitive swimming areas and availability of therapy pool areas for rehabilitation purposes.

BAI does not recommend construction of a "recreation only" facility. BAI recommends construction of a multi-purpose facility with a pool vessel containing recreational elements as well as elements to serve the more traditional competitive, instructional, and wellness patrons. Elements such as endless or lazy rivers, vortex pools, wave pools and cool water spas add variety to the facility and attract larger crowds to the facility; however, budget restrictions limit the size and number of these higher end amenities included in the facility. Most residents are familiar with features of a traditional swimming pool due to their long association with the past pool facility. These same residents may not be familiar with recreation pool facility elements found in today's modern Municipal Family Aquatic Centers. The following paragraphs highlight facility elements.

## Water Features

Water features are an extremely important element of a family aquatic center. These features generally produce interactive recreational entertainment and excitement as in the form of water slides, water sprays, and raindrop features. Moving water and water features that spray water are interactive and add value to an aquatic center. Water features also impact on the passive recreational aspects of a family aquatic center. The sound of moving water tends to relax and soothe sunbathers, spectators, and adds significantly to the overall quality of the pool environment.



The participants in active water play such as water slides, spray cannons, drop slides, etc., have very enjoyable and creative experiences. The demand for these features becomes almost unbelievable in some facilities. It is not uncommon for a water slide user to wait in line fifteen minutes for a 30-second slide down a flume. Water features are used to heighten the excitement, create atmosphere and draw patrons to the facility.



While there is no one "king" of the water features, the water slide has become the best known and is generally accepted as being a requirement for a family aquatic center. Other features such as raindrop and spray fountains can be incorporated into the pool area. These features tend to draw attention to the pool and add to the excitement and of recreating in water.



Other water features can be located in wet playgrounds and in wet sand areas located around the main pool.



### Food Service

The average stay of a patron in a family aquatic center is approximately four hours. This is a much greater time than found in traditional pools. In a traditional pool, the patron is only either swimming or moving about on the deck. In a family aquatic center the patron enjoys lengthy relaxation and socialization time as well as increase exposure to the water due to the accompanying water features. This additional stay at a family aquatic center generates patron needs which must be attended to. One of the needs is for food and refreshment. It is commonplace for families to enjoy snacks, meals and cool drinks when recreating. A full service concession area is required to meet this demand. This demand also presents an opportunity for the City to generate income to help offset the cost of the facility's operation and maintenance.

In large family aquatic centers, it is not uncommon to have up to six concession attendants to meet the demand. Obviously, the number of attendants and demand is directly related to the weather. The food service area must be of sufficient size to allow for several commercial appliances, pop machines, display cases, etc. It is also very important to have a storage area which is capable of holding at least one typical weeks demand.

Creative concession operations can produce significant profits to help cover the maintenance and operating costs of the pool facility. Menus should be changed regularly and products which fall in demand should be immediately removed and replaced with new items. Based on a history of profit generation from other municipally operated aquatic concession facilities, BAI recommends that the City of La Crosse operates the concessions.

As a policy, Burbach Aquatics does not recommend carry in food or drinks because of problems associated with alcohol, litter containment, and competition against the concession facilities located on the premises. We do recommend that passes be given for families wanting to leave the pool and return to their cars for picnic lunches or refreshments which they can consume in the park lands surrounding the pool facilities.

### Merchandise and Rentals

The merchandising and sales of retail aquatic products regularly used at a Family Aquatic Center is another important facility function that can produce profits to help cover the operating costs of the facility. Our firm's experience is that the "Aquatic Shop" can maximize per capita spending inside the facility. The rationale is that the primary motivation driving inside spending is the attainment of an enhanced entertainment experience. The sale of sun visors, sun tan lotions, sun glasses, swim diapers and similar

convenience items is recommended. In addition, logo items specific to your facility, such as towels, t-shirts and other merchandise can help attain an established target for inside spending. These items would typically be sold at the concession area, utilizing staff already on site.



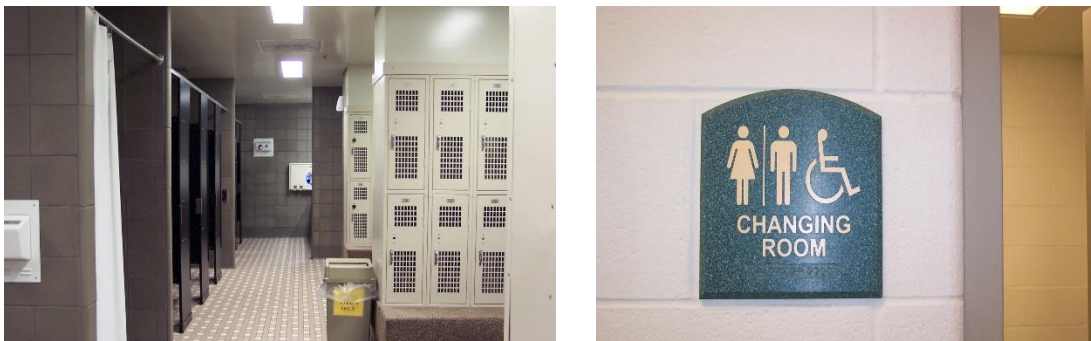
In addition, the “Aquatic Store” concept can provide an opportunity for the sale of fund raising apparel and consumer goods for non-profit, recreationally-oriented sports groups and other community partners, such as the swim team, wellness centers, etc. Some cities allow a representative of these groups a specific time to sell their fund raising products. The time frame should be very limited and there should be a positive financial benefit to both the City and its partner.

Rentals are commonplace in commercial water parks. Rentals may include sliding pads and tubes for large water slides and flotation devices, lounge chairs and other equipment. Typically, the facilities within a municipal Family Aquatic Center do not require sliding pads or flotation devices. The site amenities are not as "wild" as those found at a commercial water park. Burbach Aquatics, Inc., feels that there are far greater revenue sources available to the City than the renting of equipment. Some patrons may feel that their entrance fee should allow them access to the facility. Most patrons realize that they have to pay for refreshments, but they may not be so inclined to pay for basic needs at the pool such as lounge chairs. This same concept extends to the water slide, as we recommend that the entrance fee also include access to the water slide. A Rental Program for parties and other private events should be considered and reflected in the design of the facility. In the past, municipal pool facilities would have to wait until after hours to schedule swim parties due to limited space and staff. In a modern Family Aquatic Center, it is recommended that parties and events take place side by side with daily admissions so as not to limit additional revenues. In scheduling parties and events it is helpful to have an area of the facility set aside or cordoned off for the rental patron.

### Restrooms and Change Areas

Wisconsin Department of Safety & Professional Services (The Code) contains standards regarding the minimum number of toilet and shower fixtures required for different pool sizes. Please note that the project data sheet contained in Chapter 5, list the required numbers of sanitary fixtures for the pool options.

All new and existing municipal swimming pool bathhouses must meet the Americans With Disabilities Act (ADA) requirements. These requirements impact bathhouses most heavily in the toilet and shower room areas. Water closet partitions have been increased in width and requirements such as full length mirrors and similar specialties make most existing toilet rooms obsolete.



Traditional bathhouses have separate male and female changing areas and restrooms. However, it is not uncommon for parents to accompany their young sons and daughters to a municipal pool. Family restrooms allow the family to dress and shower together

which is ideal for families with small children that should not travel through a large changing area alone. Family restrooms have become a highly used amenity and are recommended for any size facility.

### Storage

Storage requirements are typically broken into two major categories for swimming pools. The first is storage of consumable products during the operating season. The second category is winter storage of partially disassembled deck equipment such as diving tower boards, lifeguard chairs, umbrellas, lounge chairs and other similar soft types of equipment. The final design should incorporate storage for concessions, instructional and competition equipment, janitorial supplies, and chemical supplies. Typically, the general public and employee areas in the bathhouses are large enough spaces to accommodate the winter storage needs.

### Administrative Areas

The administrative areas in most municipal swimming pools are the central control point of the bathhouse structure and typically contain a counter for the bathhouse attendant responsible to check passes and to collect payments for daily passes. A lifeguard rest area and a manager's office are other typical space needs associated with administrative areas. An important room is the first aid room which should be kept fully stocked with fresh medical supplies and should be the collection point for safety equipment. Minor accidents would be treated in the first aid room. In addition, the first aid room may be used for staff training and to house training supplies. The manager's office serves as an area for completion of paperwork, conduction of private meetings, and typically has a view of the pool vessel.

### Competing Facilities

The City assisted Burbach Aquatics, Inc. in identifying several swimming pool facilities that are in close proximity to the proposed facility site. Each facility was reviewed and its amenities are listed in the following chart, which compares each of these facilities.

## Area Competing Facilities-Analysis

Name of Pool	Location	Distance from La Crosse	Population	Size of pool	Type of Pool	Zero Depth	Waterslide	Diving	Swim Lanes	Other
Erickson Pool	2412 Losey Blvd. St. La Crosse, WI	0		10,200	Multi-use	Y	Y-2	Y	Y-4(25 yard)	Drop Slide
North Side Community	806 Sill St. La Crosse, WI	0		9,000	Multi-use	Y	Y-1	Y	N (but possible 25 yard)	
Logan HighSchool Swimming Pool	1500 Ranger Dr. La Crosse, WI	0		4,000	Indoor	N		Y	Y-6(25 yard)	
UWL-Mitchel Hall	1725 State St. La Crosse, WI	0		4,000	Indoor	N	N	N	Y-6(25 meter)	
La Crosse YMCA	1140 Main St. La Crosse, WI	0	52,440	3,150	Indoor	N	N	N	Y-6(25 yard)	
Onalaska Aquatic Center	251 Riders Club Road, Onalaska, WI	6	17,736	8,500	Multi-use	Y	Y-2 (run-out)	Y	Y-6(25 yard)	Drop Slide
Onalaska YMCA	400 Mason St. Onalaska, WI	6		3,250	Indoor	Y	Y	Y	Y-6(25 yard)	
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Hokah Swimming Pool	20 Como St., Hokah, MN	10	567	18,000	Multi-use	N	N	Y	N	Sand Beach
John W.Chapman Aquatic Center	315 Anderson St., Holmen, WI	12	9,423	11,500	Multi-use	Y	Y-1	Y	Y-6(25 yard)	Sand Play Area/Dropslide
Swarthout Pool	West Salem	13	4,980	4,000	Box-type	N	N	Y	Y-6(25 yard)	Wading Pool (400 sq.ft.)
Trempealeau Municipal Pool	23976 Forth St., Trempealeau, WI	24	1,611	4,300	Box-type	N	N	Y	Y-6(25 meter)	Deck Slide
Westby Municipal Pool	Market St., Westby, WI	26	2,255	4,800	Box-type	N	N	N	N	
Galesville Municipal Pool	17511 N. Main St. Galesville, WI	26	1,556	3,000	Box-type	N	N	Y	N	
Sparta Family Aquatic Center	Rusk Avenue, Sparta, WI	29	9,522	15,665	Multi-Use (RAC)	Y	Y-2	Y	Y-6(50 meter)	Lazy River /Water Walk
Melrose Area Swimming Pool	802 Third St. Melrose, WI	31	503	3,300	Box-type	N	N	Y	N	
Bob Welch Aquatic Center	708 W. Fourth St., Winona, MN	32	27,546	18,400	Multi-use	Y	Y-1	Y	Y-8(50 Meter & 25 Yards)	
Spring Grove SWIM Center	600 Maple Drive, Spring Grove, MN	33	1,307	6,000	Multi-use	Y	Y-2	Y	Y-5(25 yard)	2 Drop Slides/ Waterwalk
Lansing Pool	490 Bench St., Lansing, IA	34	963	3,200	Box-type	N	N	Y	N	
Arcadia Family Aquatic Center	415 Gavney Road, Arcadia, WI	44	2,925	6,300	Multi-use	Y	Y	Y	Y	
Tomah Aquatic Center	411 E. Holton St., Tomah, WI	45	9,093	10,025	Multi-use	Y	Y-2	Y	Y-6(25 meter)	Drop Slide
Lunda Center	405 WI-54 Black River Falls, WI	46	3,613	8,800	Indoor	Y	Y	Y	Y	
Hoffman Aquatic Park	1400 Tyler St. Black River Falls, WI	46		10,100	Multi-use	Y	Y-2	N	N	2-Drop Slides/Sand Play Area
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Scenic Valley Swimming Pool	Goose Lake Park, Cochrane, WI	48	438	3,275	Box-type	N	N	Y	Y	Wading Pool (200 sq.ft.)
Whitehall Aquatic Center	36522 West St., Whitehall, WI	50	1,584	5,900	Multi-use	Y	Y-1	Y	Y-5(25 meter)	Drop Slide
Gays Mills Swimming Pool	346 S. Railroad St., Gays Mills, WI	51	533	3,450	Box-type	N	N	Y	Y-5(25 meter)	
Charles Wacouta Aquatic Park	1401 E. Wells St., Prairie Du Chien, WI	59	5,911	12,000	Multi-use	Y	Y-1	Y	Y-7(25 yard)	Spray pad

Memorial Municipal Pool	0	9900	N	N	Y	Possible but not reg.
Black River Beach (Guarded)		200,000				
Pettibone Beach (Guarded)		200,000				
North Pettibone						

Therapy Pools in area  
Springbrook



## Area Competing Facilities-Facility Pictures



Erickson Pool- La Crosse, WI



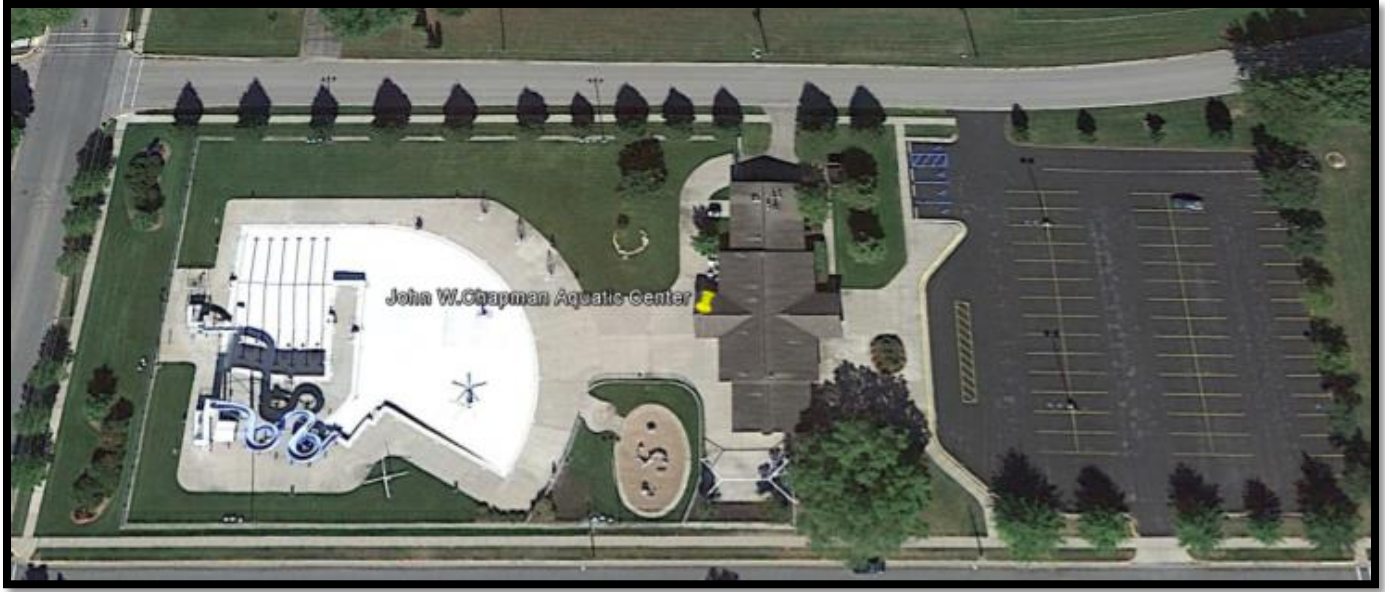
North Side Community Pool - La Crosse, WI



Onalaska Aquatic Center- Onalaska, WI



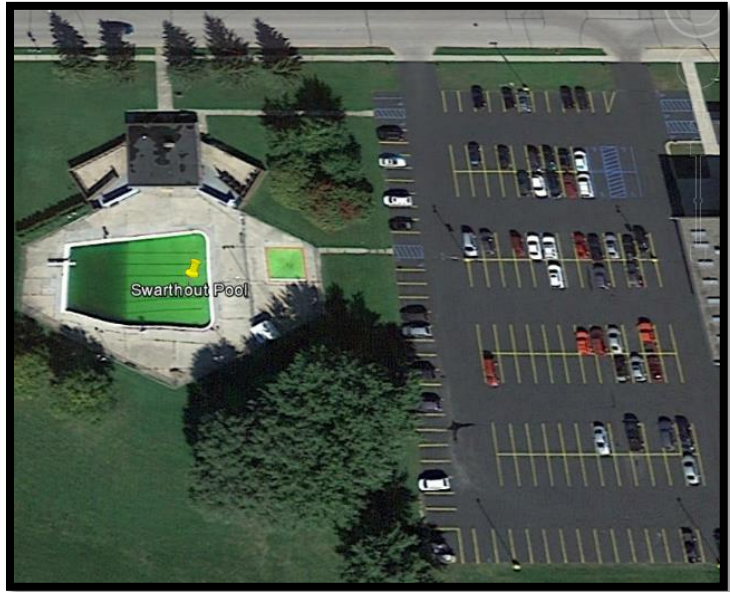
La Crescent Aquatic Centre- La Crescent, MN



John W. Chapman Aquatic Center- Holmen, WI



Hokah Swimming Pool- Hokah, MN



Swarthout Pool-West Salem, WI



Trempealeau Municipal Pool- Trempealeau, WI



Westby Municipal Pool-Westby, WI



Galesville Swimming Pool- Galesville, WI



Sparta Family Aquatic Center- Sparta, WI

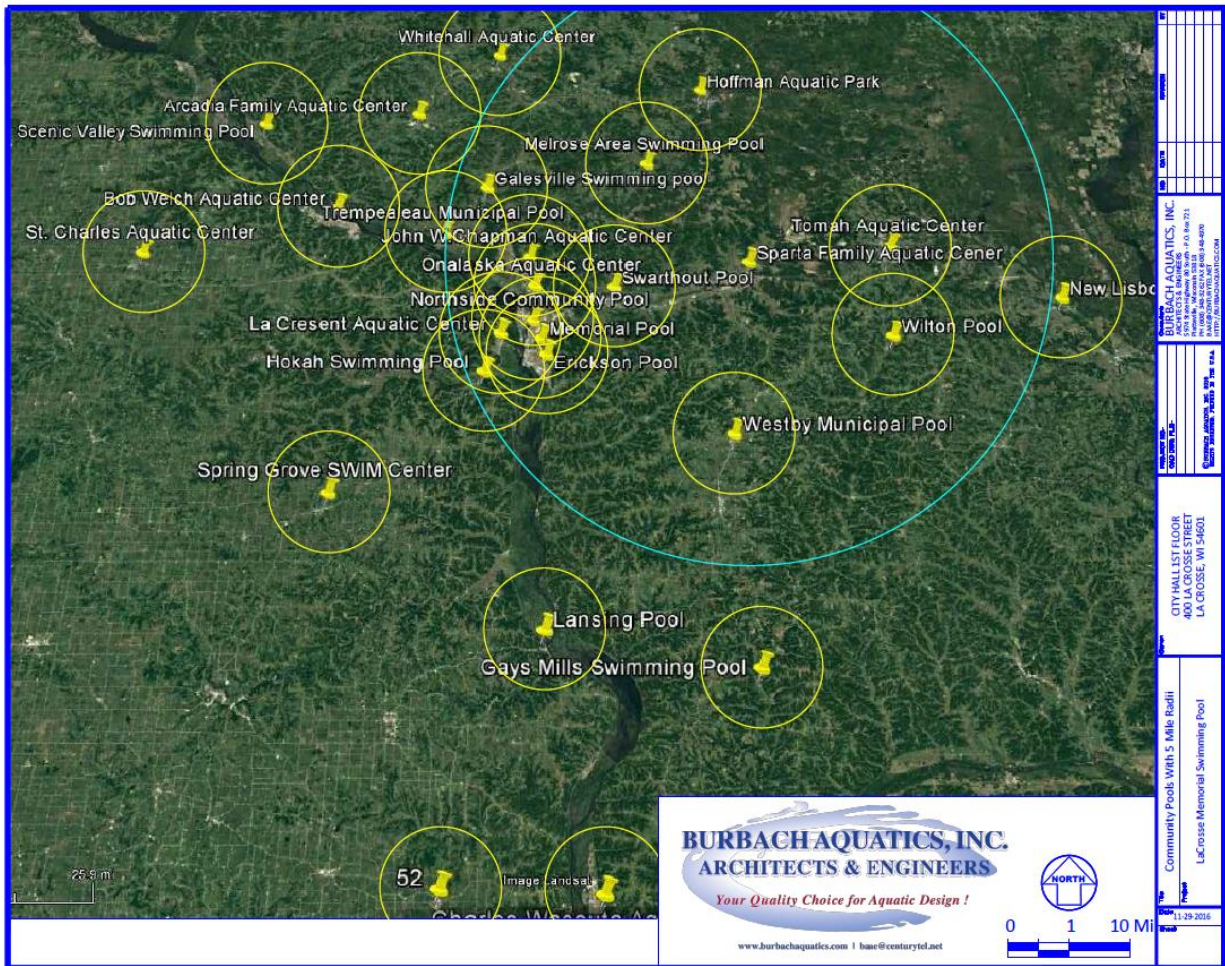
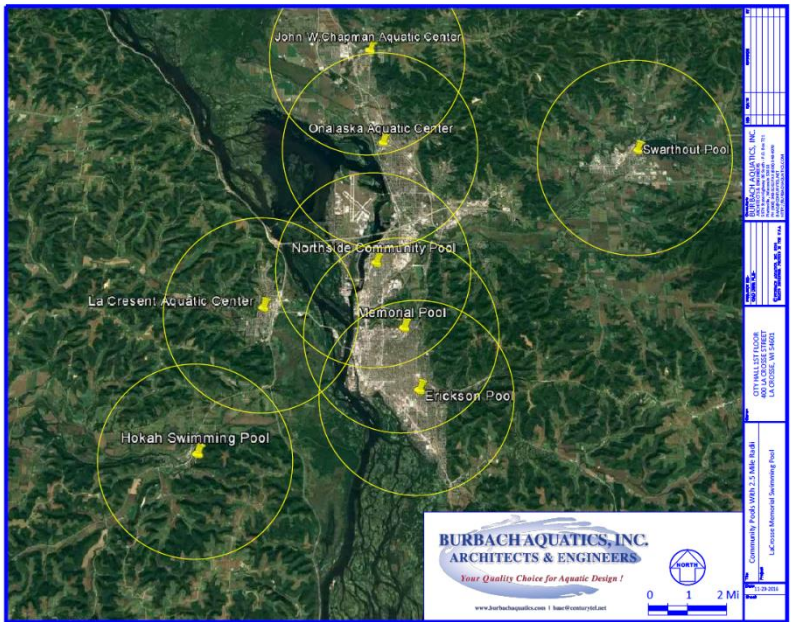


Melrose Area Swimming Pool- Melrose, WI



Bob Welch Aquatic Center- Winona, MN

# Competing Facilities Location Map



**D. NATANT DEMAND**

This section is the final section of Chapter 3-Market Analysis and Sizing. In the previous sections we examined the population, income, climate and surrounding facilities. In this section we will examine the following final items that will help determine the size of the proposed Family Aquatic Center:

- Five Year Projection
- Seasonality of Attendance
- Design Day Attendance
- Outdoor Recreational Natant Demand for 2017
- Regional Recreational Natant Demand for 2017
- Indoor Recreational Natant Demand for 2017

Five Year Projection

Our five year projection is shown as a percent of the first year attendance, that being 100%. Attendance is significant to the success of the proposed Family Aquatic Center since it is one main factor that determines the level of revenue generated. Satisfying attendance levels result when market penetration and market support has occurred. Some drop off in attendance can be expected due to the newness wearing off and competing facilities springing up within the service area. We are basing this projection on facilities that are run in a professional manner with competent staff instructed to be as user friendly as possible.

<u>Year</u>	<u>% Attendance</u>
1	100
2	95
3	93
4	92
5	92

It is predicted that at the 5-year mark, the attendance would become stable and possibly show an increase through the continued creation of a strong marketing and promotional strategy.

Seasonality of Attendance

There are two identifiable user groups that comprise the major patron loading that a facility will experience. The first group is the recreational swimmer who tends to form the bulk of the patrons using municipal facilities, and in particular, outdoor facilities.

The second groups are the season swimmers which are comprised of individuals who, for a variety of reasons, would utilize a pool for structured or institutional purposes. These purposes include swim teams, physical therapy, exercise and fitness groups, daily lap swimmers, instructional patrons, rentals and senior citizen events.

The outdoor season recreational usage which the City will experience is comparable to other communities operating traditional outdoor facilities. Indoor pool users are typically the avid swimmers, who have a year around need for an aquatic facility. The outdoor pools, on the other hand, tend to be used more by recreational swimmers, if the facilities are amenable to this use. Recreational swimmers are very seasonal in their swimming habits.

The peak recreational swimming demand begins on June 1st and extends to August 15th. During the last two weeks of August, recreational pool usage will begin to decline as families complete their summer vacations, prepare for school to start, and turn their attention to the fall season sports.

In conclusion, the very highest level of service would be to have indoor pools available for structured aquatic programming on a year around basis with a medium sized outdoor pool capable of accommodating huge patron loadings for a ten week period of time.

#### Design Day Attendance

In this section of the report, the demand for additional facilities is being quantified. The objective is to determine the amount of water surface area necessary to meet the current demand.

The purpose of this section is to determine a need, or lack of need, for aquatic facilities for the City of La Crosse. In a previous section of this report, we had completed an evaluation of existing facilities which serve the community. With this data it is possible to determine the amount of facility capacity available for recreational aquatic activities. The method is based on determining the contribution of each facility to the City's area recreational swimming and comparing that total available area to the area needed based on the City's population and usage. The area amount required for the maximum instantaneous peak attendance throughout the system is calculated.

Calculation #1 for the current population (Outdoor Recreational Natant Demand) states that the maximum instantaneous peak attendance on the busiest day at a municipal aquatic facility for the City's size, occupational income composition, population age, and natural recreational opportunities is estimated to be 5% of the total population of the

community.

Calculation #2 for the current population (Regional Recreational Natant Demand) states that the maximum instantaneous peak attendance on the busiest day at a municipal aquatic facility for the City's size, occupational income composition, population age, and natural recreational opportunities is estimated to be 2% of the total population of the community.

Calculation #3 for the current population (Indoor Recreational Natant Demand) states that the maximum instantaneous peak attendance on the busiest day at a municipal aquatic facility for the City's size, occupational income composition, population age, and natural recreational opportunities is estimated to be 0.5% of the total population of the community.

These values represents the peak attendance which would occur on only a relatively few days during the swimming season, usually at the very beginning of the season, during prolonged very hot weather, and special event days. For practical and moderate economic reasons, the facility design is usually based on 85% of the estimated peak instantaneous attendance. This peak attendance is then converted into a square foot area of water surface. For this evaluation, 15 square feet per user was chosen. This is based on a review of the type of aquatic facilities currently existing.

Once the total required water surface area is known, we then subtract the capacity of the existing surrounding areas facilities. The capacity of the existing facilities is a combination of their total water surface area as adjusted by a utilization factor as it pertains to the City and community residents. A utilization factor is an acknowledgement that other types of facilities such as private facilities and natatoriums may or may not have operating features equivalent to a properly operated, modern outdoor municipal recreational facility which would have a utilization factor of 100%. Utilization factors are based upon the following limiting parameters:

1. Access to pool time for target groups (swim team, seniors, etc.);
2. General public access including hours of operation, ease of driveway and parking, etc.
3. Single purpose facility or functional ability to provide simultaneous multiple uses;
4. Water quality including controlled temperature;
5. Functional capacity (legal and operational limitations);
6. Type of facility, i.e. competitive, institutional, recreational, and therapeutic;
7. Swimmer preference of outdoor versus indoor during peak swimming season;
8. Distance to facility from La Crosse.



## Outdoor Recreational Natant Demand For 2017

### Approximate Water Area Required

Approximate City Population	=	52,440 <sup>1</sup>
College population adjustment	=	-(9,000)
Surrounding Population Contribution	=	43,075 <sup>1</sup>
Total Service Population	=	86,515
Peak Swimming Attendance (5% of total)	=	4,325
Pool Vessel Capacity (85% of Peak Attendance)	=	3,676
<b>Total Approximate Water Area @ 15 Sq. Ft. per user</b>	=	<b>54,140</b>

From this total water surface area for recreational swimming in the community, the surface areas of competing facilities, public and private, must be deducted.

<u>Area Facilities</u>	<u>Water Area (Sq. Ft.)</u>	<u>Utilization<sup>2</sup> Factor</u>	<u>Usage Value (Sq. Ft.)</u>
Erickson Pool	10,200	100%	10,200
North Side Community Pool	9,000	100%	9000
Onalaska Aquatic Center	8,500	80%	6800
La Cresent Aquatic Center	8,500	50%	4250
**La Crosse Beaches	*	0%	15,000
John W. Chapman Aquatic Center	11,500	10%	1150
Swathout Pool	4,000	0%	0
<b>Total Recreation Water Service Currently Available</b>			<b>46,400</b>

Total Recreation Water Area Required	=	54,140 Sq. Ft.
Less Total Recreation Water Provided	=	46,400 Sq. Ft.
<b>Adjusted Recreation Water Area Required</b>	=	<b>8,740 Sq. Ft.</b>

<sup>1</sup> Census Data from the US Census Bureau

<sup>2</sup> Utilization Factor is an acknowledgement that other types of facilities may not have the same: access experience to pool time, general public access, ability to provide simultaneous multiple uses, water quality or functional capacity as an outdoor/indoor municipal aquatic facility and may be located outside the community.

## Regional Recreational Natant Demand For 2017

### Approximate Water Area Required

Approximate City Population	=	52,440 <sup>1</sup>
College population adjustment	=	-(9,000)
Surrounding Population Contribution (La Crosse Metro Area	=	90,225 <sup>1</sup>
Total Service Population	=	133,665
Peak Swimming Attendance (2% of total)	=	2,673
Pool Vessel Capacity (85% of Peak Attendance)	=	2,272
<b>Total Approximate Water Area @ 15 Sq. Ft. per user</b>	=	<b>34,080</b>

From this total water surface area for recreational swimming in the community, the surface areas of competing facilities, public and private, must be deducted.

<b>Area Facilities</b>	<b>Water Area (Sq. Ft.)</b>	<b>Utilization<sup>2</sup> Factor</b>	<b>Usage Value (Sq. Ft.)</b>
Erickson Pool	10,200	40%	4,080
North Side Community Pool	9,000	40%	3600
Onalaska Aquatic Center	8,500	5%	425
La Cresent Aquatic Center	8,500	2%	170
**La Crosse Beaches	*	0%	30,000
John W. Chapman Aquatic Center	11,500	2%	230
Sparta Family Aquatic Center	15,655	50%	7,828
Bob Welch Aquatic Center	18,400	1%	184
<b>Total Recreation Water Service Currently Available</b>			<b>46,517</b>
<b>Total Recreation Water Area Required</b>	=		<b>34,808 Sq.Ft.</b>
<b>Less Total Recreation Water Provided</b>	=		<b>46,517 Sq. Ft.</b>
<b>Adjusted Recreation Water Area Required</b>	=		<b>(12,437) Sq. Ft.</b>

<sup>1</sup> Census Data from the US Census Bureau

<sup>2</sup> Utilization Factor is an acknowledgement that other types of facilities may not have the same: access experience to pool time, general public access, ability to provide simultaneous multiple uses, water quality or functional capacity as an outdoor/indoor municipal aquatic facility and may be located outside the community.

## Indoor Recreational Natant Demand For 2017

### Approximate Water Area Required

Approximate City Population	=	52,440 <sup>1</sup>
College population adjustment	=	0
Surrounding Population Contribution	=	43,075 <sup>1</sup>
Total Service Population	=	95,515
Peak Swimming Attendance (0.5% of total)	=	478
Pool Vessel Capacity (85% of Peak Attendance)	=	406
<b>Total Approximate Water Area @ 15 Sq. Ft. per user</b>	=	<b>6,089</b>

From this total water surface area for recreational swimming in the community, the surface areas of competing facilities, public and private, must be deducted.

<u>Area Facilities</u>	<u>Water Area (Sq. Ft.)</u>	<u>Utilization<sup>2</sup> Factor</u>	<u>Usage Value (Sq. Ft.)</u>
Logan High School Swimming Pool	4,000	2%	80
UWL-Mitchell Hall	4,000	2%	80
La Crosse YMCA	3,150	30%	945
Onalaska YMCA	3,250	2%	65
Lunda Center	8,800	0%	0
<b>Total Recreation Water Service Currently Available</b>			<b>1,170</b>

Total Recreation Water Area Required	=	6,089 Sq. Ft.
Less Total Recreation Water Provided	=	<u>1,170 Sq. Ft.</u>
Adjusted Recreation Water Area Required	=	4,919 Sq. Ft.

<sup>1</sup> Census Data from the US Census Bureau

<sup>2</sup> Utilization Factor is an acknowledgement that other types of facilities may not have the same: access experience to pool time, general public access, ability to provide simultaneous multiple uses, water quality or functional capacity as an outdoor/indoor municipal aquatic facility and may be located outside the community.

# Review of Natant Demand Compared to Existing Attendance Data

Pool Participation Numbers	2011	2012	2013	2014	2015	2016
Erickson Pool	26,702	28,070	22,926	20,499	24,172	26,802
Memorial Pool	6,042	14,267	8,280	5,463	5,864	0
Northside Pool	13,963	12,099	9,231	9,592	10,345	9,070
<b>TOTAL</b>	<b>46,707</b>	<b>54,436</b>	<b>40,437</b>	<b>35,554</b>	<b>40,381</b>	<b>35,872</b>

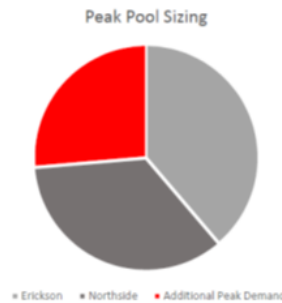
- Peak yearly attendance of 55,000 per year
- 55 days per year, weather dependent
- Average 860 swimmers per day



The natant demand analysis suggest a pool of 8,740 sq. ft. after considering the surrounding area competing facilities. The 8,740 sq. ft. includes roughly 2,000 sq.ft. of deep water, which is not occupied as heavily as shallow water areas. When comparing the calculation to the historical attendance we see that the average attendance to La Crosse pools was 860 patrons. The chart below shows the average day attendance and pool sizing requirements along with a peak demand sizing based on twice the average daily attendance.

## Average and Peak Pool Sizing

Average Attendance	
Average Daily Attendance	860 people
Pool size (Ave. Attendance X 15 s.f.)	12,900 s.f.
Existing Pools Size Provided	19,200 s.f.
<b>Surplus for Average Daily Attendance</b>	<b>6,300 s.f.</b>
Peak Attendance	
Peak Daily Attendance (Daily X 2)	1,720 people
Peak Pool Size	25,800 s.f.
Erickson	10,000 s.f.
Northside	9,000 s.f.
<b>Additional Peak Demand</b>	<b>6,800 s.f.</b>



- BAI's original natant demand analysis shows a shortfall of 8,740 square feet of water surface area.



From the “Average and Peak Pool Sizing” chart we see that on average La Crosse has a surplus of 6,300 square feet of surface water. However, both of the existing facilities have diving wells or deep water, which are not heavily occupied during normal operation of the facility. Therefore, the 6,300 surplus is actually closer to 3,000 square feet of surplus. In summary the two existing operational facilities are adequately sized for the

average day. When considering an outdoor facility we must also consider typical trends. For example, the typical trend for a pool in La Crosse is to have heavy attendance on days with temperatures nearing and above 90 degrees and lower attendance on days that have peak temperatures of less than 80 degrees. Since attendance is weather based it will fluctuate and have days with large attendance followed by days with low attendance. We must therefore size the pool systems for peak attendance that occurs an average of 15 days each summer.

Peak attendance was not provided by the City of La Crosse, therefore BAI estimated the peak attendance to be double the average daily attendance. Double the average attendance is conservative, as historically BAI has seen peak 2.5 to 3 times the average attendance figures. The second part of the “Average and Peak Pool Sizing” chart shows a shortfall of 6,800 square feet in the existing pool system for peak demands. This demand is for shallow water only, while BAI’s natant demand analysis includes 2,000 square feet for deep water, which remains relatively unoccupied during peak attendance and is therefore not included in the 6,800 square feet shortfall. In summary, the appropriate sized pool based on historical attendance for peak demand is 6,800 square feet plus any desired deep water.

Current facilities shortfall of 6,800 square feet of water surface area equates to turning away 450 people per day during peak attendance days. Per historical weather we would anticipate 15 days per year of peak attendance and would therefore assume that closing the Memorial Pool would result in a yearly attendance drop of 6,750 people per year. The actual attendance drop below the average was 7,631 people, which was calculated by taking the average attendance from 2011 to 2015 and subtracting the attendance recorded in 2016.

*E. MARKET ANALYSIS SUMMARY*

Based on historical weather data only, it is anticipated that the attendance figures for the swim season of 2016 would be similar to figures recorded during the swim season of 2011 and 2013. However, the attendance records show that there was a significant drop in attendance during the 2016 swim season. Assuming no new facilities were opened during the 2016 swim season the drop in attendance could be considered a direct result of the Memorial Pool closing. Pool Committee members also backed this assumption up when discussing the Memorial Pool as it was often noted that Memorial was not occupied unless it was a warm day, in other words peak attendance days. Therefore, the peak pool sizing has a shortfall of 6,750 people per year, 450 per peak day, which equates to a shortfall in pool size of 6,800 square feet, not including deep water that might be included in the facility.

While the analysis focused mainly on outdoor pool use it was concluded that the 6,800 square feet of shortfall in pool area could be filled through the installation of an indoor facility that could incorporate large doors or a retractable roof during the summer swim season. Additionally, the shortfall can be filled through renovation of existing facilities, construction of new outdoor facility or a combination of indoor and outdoor facilities. Any construction project should include recreational elements to keep pace with modern recreational requirements and assist in lowering net operations costs. Additionally, building a new facility must provide competitive features or provide elements that other pools in the area do not currently provide.

## CHAPTER 4: PROPOSED AQUATIC FACILITY

In this Chapter the proposed aquatic facility is addressed in detail. The entire facility has been broken down into thirty-three mechanical, structural, or system components. Each component represents a separate part of the overall swimming pool facility.

### Main Pool Vessel

The total water surface area will be recommended based on the community's population and the competing facilities in the surrounding area. The main focus of the project centers around a zero-depth entry type of pool. Discussion of components and recommendations are made in general in this section. Specific data for the facility is provided in the following chapter.

The zero-depth concept in pool design has become widely accepted in modern aquatic facilities. This type of pool vessel design was created to meet the needs of the recreational swimmer. The older pool designs, referred to as "traditional" pool designs have been based on a "box" type of structure in which the water ranges from 2.5' to 3.5' in depth to a depth of 10' to 12'. Burbach Aquatics, Inc. recognizes the significance of zero-depth entry and a large shallow water "community swimming area" within the main pool tank along with competition and diving capabilities for a truly multi-purpose facility. Zero-depth type pools tend to be more recreational while box type pool vessels are used more for competitive and institutional activities. The general public typically supports shallow water swimming by overwhelming percentages, while competitive swimming features receive much less support.



For institutional facilities the rectangular box type pool fills the needs for swimming lessons, physical education classes and competitive swimming events which are generally time versus distance events.

A reverse flow recirculation system should be installed in the proposed recreational type of pool vessel. In a reverse flow pool, 100% of the recirculated water is taken from the gutter drains and the return water is brought into the pool by floor inlets. This system allows for a much more uniform disbursement of water throughout the pool, a more uniform temperature throughout the pool, and considerably less vacuum cleaning of the pool floor. Floor inlets create a sweeping motion of the water which hydraulically cleans the floor and keeps debris in suspension so that it floats to the surface and is then

pulled to the gutters and subsequently returned to the filters.

Pool vessels suffer tremendously from temperature fluctuations experienced in the Midwestern United States. Non-homogeneous tanks have a short life due to the varying coefficients of expansion of the different materials. It is along these lines that a tank constructed entirely of poured in place concrete is recommended.

Construction of municipal swimming pools is presently regulated by the Recommended Standards for Swimming Pool Design and Operation, Great Lakes, Upper Mississippi River Board of State and Provincial Public Health and Environmental Manager, 1996 Edition. This document is also referred to as the "10 State Standards". The Code specifies minimum depths and distances for swimming pools and diving hoppers. The Code requires minimum water depths of 10' for a one-meter diving tower and 12' for a three-meter diving tower.

### Surge Tank

A surge tank is required by Code and is provided to hold water displaced by swimmers, maintain swimming pool water level, maintain steady flow to the recirculation pump, and aid in backwashing. Surge tank sizes are shown in the data chapter following this chapter.



### Main Pool Piping System

The Code requires that water shall be removed from around the entire perimeter of the main pool vessel. With reverse flow, 100% of the water is removed from around the upper perimeter of the pool vessel.

Incorporation of the recirculated water back into the pool vessel is required to be distributed either uniformly around the perimeter of the pool, or distributed equally in the floor of the pool. It is recommended that a reverse flow system be installed which will have inlets in the floor.



A gutter outlet system would be installed around the perimeter of the pool vessel. The maximum size piping for this system is specified by Code performance standards. This system would drain to the surge tank and provide 100% of the recirculated water for a reverse flow pool.





It is recommended that a return system be installed with inlet fittings located in the pool floor. The new piping would run from the filters out to and under the pool. As with the other piping systems, the size of the piping is prescribed by Code. It should be noted that the floor inlet fittings would be distributed throughout the pool. The inlet fittings create a sweeping circular flow which hydraulically sweeps the pool floor and keeps solids suspended until they are slowly carried to the gutter and back to the filters.

### Main Pool Filtration and Backwash System

There are several different types of filtration systems available for filtering the recirculation water. These different systems include high-rate sand, diatomaceous earth, and cartridge type. It is recommended that the outdoor facilities be equipped with high-rate pressure sand filters. These filter systems have very low maintenance and are self-contained systems. High pressure sand filters allow larger particles to pass through the filter media than diatomaceous earth filters; however, outdoor swimming pools receive a tremendous organic and suspended solids loading from wind-blown materials, large and efficient sand filters are capable of meeting these heavy-duty filtering needs. Indoor and competitive facilities are more likely to be equipped with diatomaceous earth filter systems. These systems require more maintenance and labor but they do provide a polished product.



### Main Pool Recirculation Pump

Health Codes require pool water to be recirculated at maximum turnover rate of once every 6 hours. The size of the recirculation pump is related directly to the size of the pool vessel in terms of gallons of water capacity. Typically, the pump is powered by a three-phase electric motor. In areas where three-phase power is not available, a phase converter is required which will transform single-phase electric power into three-phase. The pump should be protected by a hair and lint strainer and also appropriate automatic shutoff features to protect the pump from running dry or during system failure conditions.



### Main Pool Chemical Addition

To maintain clean, properly balanced pool water, it is necessary to add chemicals on a continual basis. Two basic types of disinfectant are in use today: chlorine and bromine.

### Chlorine

There are three types of chlorine chemical addition systems: solid, liquid and gas. The gas system tends to be more reliable and requires less maintenance, but an enclosure has to be constructed since the chlorine gas is extremely lethal. The second method involves the use of solution pumps, whereby liquid chlorine is pumped into the recirculating water. This type of system is somewhat safer but requires transfer of liquid chlorine. The solid chlorine system appears to be the safest of the three chlorine types. For this system chlorine pellets are slowly eroded into the return water to the pool. All the chemical addition equipment would be housed in the mechanical building.

To maintain a proper balance of pool water, it is necessary to control the pH. Gas chlorine tends to lower the pH resulting in acidic or aggressive water, whereas liquid and solid chlorine tends to raise the pH resulting in basic water. To raise the pH, it is recommended that a soda ash system be installed. To lower the pH, a liquid muriatic acid system would be recommended.

### Bromine

In recent years, bromine has been gaining acceptance as a disinfectant because it is safe and requires less equipment. A bromine system consists of a booster pump and a large fiberglass container which houses the bromine. The booster pump forces recirculated pool water through the brominator which erodes the solid bromine tablets, thus providing sterilization of the pool water. The brominators are filled simply by shutting the booster pump down, draining the water from the brominator, and dumping new dry chemical into the top of the brominator. Bromine is considerably safer than chlorine, does not require a separate housing, and has a minimum shelf life of six months; however the bromine chemical is much more expensive than chlorine.

Chemical controllers are standard requirements in modern swimming pools. Burbach Aquatics has developed designs and specific systems so as to meet pre-determined chlorine and pH levels, or bromine and pH levels, throughout the pool vessel.

Studies have been performed by our firm concerning the ways of reducing the amount of chemicals needed to sterilize and oxidize swimming pool water. Several systems are available for this purpose including ozone and metallic ions. The probable costs contain a system to increase the oxidation reduction potential of the pool water.

In addition to chlorine and bromine many modern aquatic facilities are adding a UV treatment system. Spraying water is a common aspect of many water features in modern recreational facilities. Research has shown that a resilient bacterium can exist in that spraying water. UV sanitation treatment systems are installed along with chemical sanitation systems to reduce the life of the bacterium. This equipment uses large amount of electricity and the initial cost of the equipment is high; however, when possible, Burbach Aquatics, Inc. recommends the addition of this equipment.

#### Wading Pool Vessel

With a zero-depth entry type of main pool, a wading pool is generally not included in the facility. One of the advantages of a zero-depth pool is the ability to bring the entire family together in one body of water. It is recommended that a lifeguard be posted along the zero-depth area to guard against small children wandering into deeper water.

For the traditional "box" type main pool vessel, a separate wading pool vessel is used to accommodate the needs of infants and small children. A lower water depth and small water features are typically designed into a wading pool to make it inviting and enjoyable for small children. A separate pool vessel requires separate process piping and mechanical equipment system similar in nature to that of the main pool vessel.

#### Wading Pool Piping System

Separate wading pools require separate recirculation systems similar to those found on the main pool vessel. The Code requires that the water in wading pools be recirculated once every hour to two hours.

#### Wading Pool Filtration and Backwash System

In some states it is not required to have a separate filtering system for a separate wading pool if a central filter has adequate filtration capacity for all pool vessels. However, Burbach Aquatics recommends separate filtration systems for each pool vessel.

#### Wading Pool Recirculation Pump

Health Code requires that all of the water in the wading pool be filtered and chemically treated every one to two hours. To accomplish this goal, typically a small recirculation pump, equipped with a hair and lint strainer, is used.

#### Wading Pool Chemical Addition and Controller

Water quality in the wading pool must be maintained similar to that of the main pool. It is recommended that a separate chlorine or bromine system be installed so as to properly

maintain the wading pool water quality.

Please note that the main pool chemical system and the wading pool chemical system should utilize the same type of chemicals. A chemical controller is essential for maintaining balanced water in a wading pool because of the small volume of water and severe loading.

### Deck Equipment



Typical deck equipment for a municipal pool includes elevated lifeguard chairs, competition equipment, lounge chairs, pool ladders, depth tiles, and miscellaneous other equipment. Lifeguard chairs can be stationary by embedding anchors into the deck or moveable for life guarding flexibility. Stationary lifeguard chairs meet OSHA requirements and consist of a single pedestal arrangement, which is angled toward the pool. Pedestal style chairs visually enhance a pool by adding a clean modern look. Typically all pool ladders and lifeguard chairs are stainless steel, which is low maintenance. However, some lifeguard chairs are constructed from recycled plastic which provides a beach atmosphere to the facility.

Racing lane equipment is also recommended for the facility. This equipment generally consists of embedded anchors, racing lane delineators, backstroke stanchions and flags and for more sophisticated competitive pools, electronic timing equipment with electronic scoreboards.

### Deck Drain System

The purpose of the deck drain system is to carry away snow melt and rain water. Deck drains are generally used as a last resort, due to the initial cost and continual maintenance cost. Where possible, storm water run-off should be drained away from the pool vessel. In the event that deck drains are necessary, it is recommended that piping be Schedule 40 PVC and connection between the pipe and deck drain fitting be of a type which allows for vertical movement between pipes and drain fixtures.

### Electrical System

The most efficient electric service for small swimming pools is a 208 volt 3-phase system. This provides 3-phase power for the recirculation pump motors, efficient conductor sizing for the distribution system and 120 volt single-phase for general lighting and receptacle loads. The main service load center may be located in either the bathhouse or mechanical building with a branch circuit supplying the other. Installation

of ground fault interrupter type breakers is highly recommended, and would be required for certain circuits. It is estimated that a small to medium facility would require a minimum 600 - 800 amp service. Larger facilities will require a 480 volt 3-phase system that will accommodate the larger number of facility pumps and power panels.

### Water Service

A potable water supply is required for the facility. Potable water is used in the bathhouse for showers and sanitary purposes. The potable water system is also extended to the mechanical building where it is to automatically fill the pool. Additionally, potable water is used to supply yard hydrants around the pool vessel. Yard hydrants are used for cleaning the deck. Irrigation and eyewash stations are also supplied from the potable water system.

An automatic fill valve would be installed in the mechanical building to automatically monitor the water level in the pool. With a perimeter outlet system, it is necessary to maintain the correct water level so as to have continuous flow into the gutters.

Plumbing Code requires that a 6" air gap be maintained between the end of the potable water supply and the beginning of the process piping equipment. For a small/medium facility a 4" service is usually required, and for a large facility a 6" service is usually required.

### Mechanical HVAC

Some communities prefer to heat their mechanical rooms so as to minimize freeze and thaw damage. It is recommended that the City consider heating the mechanical building during the winter months. The expenditure of fuel is offset many times by the reduction of frost damage to the masonry building, floor, piping, and equipment. Where possible, it is recommended that a natural gas fired unit heater be installed.

Air conditioning of selected rooms within the bathhouse is common for small facilities. Examples of these rooms would be first aid, manager's office and guard room.

### Vacuum System



There are two methods of vacuuming debris from the floor of the swimming pool. The first method of vacuuming a pool utilizes a mobile vacuum cleaning unit which is powered by either an electric or gasoline engine. This type of unit is moved around the deck and is connected by hose to a head assembly which slides on the pool floor and vacuums.

The second method of vacuuming a pool utilizes an automatic self-propelled robot which travels around the floor of the pool. This type is recommended by Burbach Aquatics, Inc. for all pools due to its thoroughness and efficiency. Labor costs associated with manual vacuuming would offset the initial cost of the robotic vacuum. Additionally, it can be difficult if not impossible to reach all areas of the pool floor from the decks when manual cleaning.

### Mechanical Building

For sites with topographic relief, it is recommended that a mechanical building be constructed below grade. The mechanical building should be constructed of cast in-place concrete walls with pre-cast concrete roof planks. It is further recommended that the mechanical building be set into a protective berm located within the park limits or set close to the pool where the flat roof could be used as decking around the pool. A below grade mechanical building should always have one side at grade to allow chlorine vapors to escape the building with the use of ventilators. Below grade buildings allow for easy heating during the winter months, reduce maintenance costs, reduce vandalism and reduced visibility.

For sites which have relatively minimal relief, it is necessary to construct at-grade mechanical buildings. These buildings are constructed of pre-cast or masonry walls with sloped roofs. The roofing system is comprised of wood rafters and wood sheeting and either asphalt shingles or architectural colored steel roofs. It is desirable to have the mechanical building roof line the same appearance and style as the bathhouse.



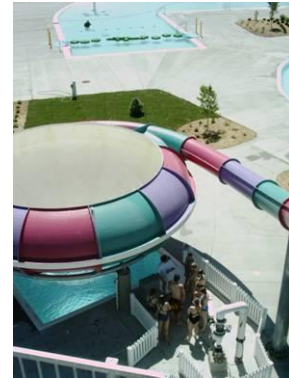
It is important to have ventilation in a mechanical building, so as to reduce heat build-up during the summer months and to rid the interior of high moisture conditions. For an underground mechanical building this is accomplished by having mechanical ventilators flood the interior with fresh air. Supply air is provided by a grill in each of the entrance doors. A large wall fan would pressurize the building and induce air movement. For at-grade buildings, ventilation is provided by incorporating open soffits and designing gravity air exhaust systems into the roofing.

A common problem observed at many pool locations is accidental flooding of the mechanical building or mechanical room, whichever the case might be. It is highly recommended that the final design consider such a possibility and that measures be taken

to address these quantities of process water.

### Decking

It is required that swimming pools be surrounded by concrete decking. For traditional pools, this decking would extend from the pool to the fence enclosure. Now that site amenities and landscaping have become important tools for creating a pleasant aquatic environment, it is common to have pools surrounded by large expanses of grass and other landscaping. The result is decking around the pool areas and verandas only. Positive drainage must be maintained away from the pool in all areas. Decking in specialty areas such as a sunning area should be maintenance free and architecturally pleasing.



### Bathroom Structure

The purpose of the bathhouse is to provide an area where patrons can change, bathe, and use sanitary facilities prior to entering the pool area. Conversely, prior to leaving the pool, showers and change areas are necessary. It is recommended that a pre-cast or masonry structure be constructed which will withstand high moisture conditions and intensive recreational use by a younger population.



Components of the bathhouse should be heavy duty and all finishes should be industrial grade and easy to clean and maintain. Architectural appointments are very important to soften the appearance of the bathhouse and help to create a natural atmosphere. Design considerations should be given to providing great amounts of natural sunlight, ventilation and free movement inside the building.

Generally, this type of building has a cathedral ceiling with perimeter ventilation provided for continuously around the soffit. The bathhouse would be located so that one would exit the bathhouse closest to the shallow water in the pool. The change areas for the bathhouse would be under roof with generous amounts of venting. This will allow for a secure but airy facility.

### Bathroom Roof

It is recommended that the bathhouse be designed with a sloping roof, as these tend to require less maintenance. The roof assembly could be constructed of wood components, including trusses, rafters, and plywood sheeting/heavy wood planking. Current

architectural trends utilize the roof as a building element to create aesthetically pleasing structures. The underside of the roof would be wood finished by a type of stain. Waterproofing of the roof would be accomplished by using asphalt shingles. If an exposed mechanical building is also constructed at the facility, the roof lines should match those of the bathhouse as closely as possible.

### Bathhouse Doors and Windows

A bathhouse is generally designed to be as open as possible during periods of use and securely closed during periods when the pool is closed. To achieve opening of large expanses of wall, upward acting type doors are used or glazed wall/door systems. Mandors for the bathhouse should be heavy duty hollow metal type flush doors with three hinges and heavy duty accessories. Generally speaking, windows are not installed in bathhouses due to their susceptibility to vandalism, except for the entryway. Securing of doors is generally done with heavy duty deadbolt locks along with heavy duty commercial grade locksets. Corrosion is a problem which can be partly addressed by using heavy duty paints.



### Sanitary Facilities

The Code specifies the minimum number of fixtures for the design capacity of a given pool. Please consult the data in Chapter 5 to see the number of fixtures required. All plumbing should be surface mounted in utility chases adjacent to the toilet and shower rooms. This will provide for easy accessibility to the plumbing and control valves for replacement of damaged fixtures and also winter drain down.

Vandal-resistive design features should be incorporated including concealed flush control valves, concealed lavatory supply valves, and concealed supply piping to the various fixtures. It is recommended that plumbing fixtures be provided with rear spuds.



### Bathhouse Water Heater

A water heater is necessary to heat water used for showers and lavatories. The most efficient energy source for heating water is natural gas. It is recommended that a natural gas water heater be installed to meet this need.



By using flow control devices on the showers and lavatories, the hot water consumption can be drastically reduced allowing for more efficient use of our natural resources.

### Pool Enclosure

It is required by Code that all swimming pool vessels be enclosed by a protective fencing. Traditional design calls for placement of chain link fencing immediately behind the pool decks. The new design theories revolve around opening of the site and thus moving the enclosures some distance from the actual pool vessel. It is recommended that the absolute minimum number of gates be installed in the pool enclosure. The usual method of enclosure is chain link fencing, which can be finished in permanent colors to minimize its negative impact.

### Pool Finish

The new pool tank could be finished by several different methods. The interior surface could be painted, tiled or plastered. The two most common methods of finishing outdoor pools is either painting or plaster. Both methods cost about the same for maintenance. Since cast-in-place concrete pool vessel is recommended, the painted finish was used to develop the opinion of probable construction costs.



### Safety Equipment

It is recommended that new safety equipment, including but not limited to, lifeguard chair umbrellas, rescue tubes, Automatic External Defibrillator, buoys, spine board, blankets, first aid kits, rescue poles, fire extinguishers, and oxygen resuscitation unit be included in the project.



### Pool Area Lighting System

This section is for exterior site lighting systems. As a minimum, security lighting should be provided to an illumination level which will allow for visual inspection of the facility after closing.

Some communities program aquatic facilities for night time use. To accomplish this it is necessary to install an area lighting system capable of illuminating the entire pool enclosure. A typical lighting system for a small aquatic center will include six to eight poles with metal halide fixtures. Minimum recommended lighting levels must be maintained at the pool water surface. Construction of a lighting system would extend the open hours of the pool and allow such activities as pool parties, etc., which generate

rental income.

A second type of lighting system which could augment surface lighting would be underwater pool lights. An underwater lighting system creates an extremely attractive nighttime setting and since the lights are located below the water surface, a much higher quality light level is maintained, which results in safer pool operation during the evening hours. However, underwater lighting is not possible in the zero-depth areas and underwater lights require high maintenance and, for this reason, are seldom used on new outdoor facilities.

### Chemical Controller

The purpose of a chemical controller is to automatically monitor the chlorine level and pH or bromine and pH level of the swimming pool water. When chemical addition is



required, the controller activates the appropriate chemical feed system. The advantage of this type of device is a reduction in the use of chemicals and a more constant pool water quality. The disadvantage is that some maintenance is required and extra supervision of the controller would be required. Chemical controllers are required by Health Code to maintain consistent water quality throughout

the vessel. Chemical demands vary infinitely between separate operational areas of the pool vessel. A thorough design of the chemical feed and control systems is necessary to meet Codes and provide a safe efficient long life assembly.

### Pool Cover

An optional item which should be considered is a pool cover. Said cover would be installed when the pool is shut down over the winter. The cover would be held in place by permanent pop-up brass anchors installed in the new decking. Installation of a pool cover would reduce the amount of dirt and wind-blown debris which accumulates in a pool during the winter months. These covers can support a full grown adult if he/she were to walk across the pool. Obviously, this is a very important safety factor.

### Solar Blanket

Another optional item which should be considered is a solar blanket. The purpose of a solar blanket is to reduce heat loss by insulating the pool water surface and capturing solar energy. Diligent use of a solar blanket can actually maintain pool water

temperature during summer months without the help of swimming pool water heaters. The initial warm-up of the pool water will generally be accomplished by utilizing the pool heater. Keep in mind that a pool heater may be necessary during periods of unseasonably low temperature even with a solar blanket. Solar blankets are not typically used with modern facilities, as pool vessels are free from, which are difficult to cover completely.

### Swimming Pool Water Heater

As discussed earlier in this report, the main thrust of this project is to construct a facility which will appeal to recreational swimmers. All elements of the facility must be inviting and comfortable. One of the largest elements is pool water temperature. It is very important to incorporate pool water heaters into the design of this facility. Constant water temperature is very important part of patron satisfaction.



Typically, a swimming pool heater under normal care and operation will last approximately 15 years. We have seen pool heaters operating after 22 years of service and, conversely, we have seen pool heaters requiring major repair after 8 years. The life of a pool heater is very closely dependent upon the pH of the water, the amount of calcium in the water, and the quantity of water pushed through the heater. A very thorough design of the pool heater system is necessary to meet Codes and provide a safe efficient long life assembly.

Operation of a pool heater could be limited to the beginning and end of the swimming season due to their high operating costs and short life. It is recommended that a solar blanket be placed over the pool (or portions of the pool) to maintain the temperature of the water, especially in conjunction with a pool heater.

### Site Amenities

This category is a combination of items which are used to add excitement, appeal, patron satisfaction, and create a park-like atmosphere to an aquatic facility. The quality and quantity of equipment and improvements in this category can have a direct relationship to the number and age groups of patrons which frequent the facility and thus impact directly on the revenues produced by the facility. Incorporation of site amenities into the project is one of the primary differences between a traditional municipal pool and a municipal recreation pool. Site amenities are considered as options for traditional municipal pools and as basic requirements for recreation pools. Municipal recreation pools contain a variety of interesting and exciting features to draw people into the facility.

It is recommended that the following site amenities be incorporated, to some degree, in the proposed community Family Aquatic Center:

- a. Sun arbors/shelters - purpose is to provide shaded areas around the zero-depth and on the deck by the main pool for patrons who may not want to sunbathe or patrons with sun-sensitive skin. These are generally 20' diameter umbrella shade structures or wave canopies.
- b. Veranda/food court - purpose is to provide a separate area for patrons wishing to enjoy a cold drink, snack, or just to observe family members in the zero-depth or main pool tank. This area would also be supported by typical umbrella tables, benches, and possibly sun arbors.

- c. Large Grass Areas - purpose is to provide an area for families to stretch out, picnic, and sunbathe or relax and enjoy the surrounding activities. This area should overlook the main pool.



- d. Sunning Areas and Furniture - purpose is to provide an area for sunbathers. Significant area of deck space should be provided to accommodate patrons wanting to sunbathe. Many times it seems as though this demand can never be met. These areas should be positioned so as to maintain a view of the main pool. The surface texture and layout should be appealing, maintenance free and strive to break up the hard concrete look. Modern deck chairs come in three varieties-chaise lounges, game chairs and sand chairs for the zero-depth rim. It is recommended that a variety of furniture be supplied for the patrons.

- e. Landscaping - purpose is to soften the institutional appearance of the park and create a relaxed more natural atmosphere. This item is very important to the overall success of the park.



- f. Concession - purpose is to provide an area for snacks and light meals.

Concessions are also an important part of the revenue picture for recreational type facilities. Since patrons remain at the family aquatic center longer than a traditional pool, it is important to offer services which will enhance their comfort and enjoyment. Reasonably priced concessions are a sure way to accomplish this.



- g. Water Feature - purpose is to provide an active water based feature adding excitement to the recreational section of the pool vessel. Included is a recirculation pump and piping for two or more water features.



- h. Water slide - purpose is to provide active water based recreational feature to add excitement to the facility. This attraction can also help to defray operating costs. A water slide is a very important amenity for a family orientated facility by helping to establish the recreational aspect of a facility. The conceptual drawing illustrates a possible slide layout, including the fiberglass flume and stairs. A separate recirculation pump is required for this attraction.

- i. Public Address System - to include speakers for bathhouse, mechanical building and water slide when provided. The microphone is generally located in the manager's area of the bathhouse and is used for paging personnel or making public announcements.

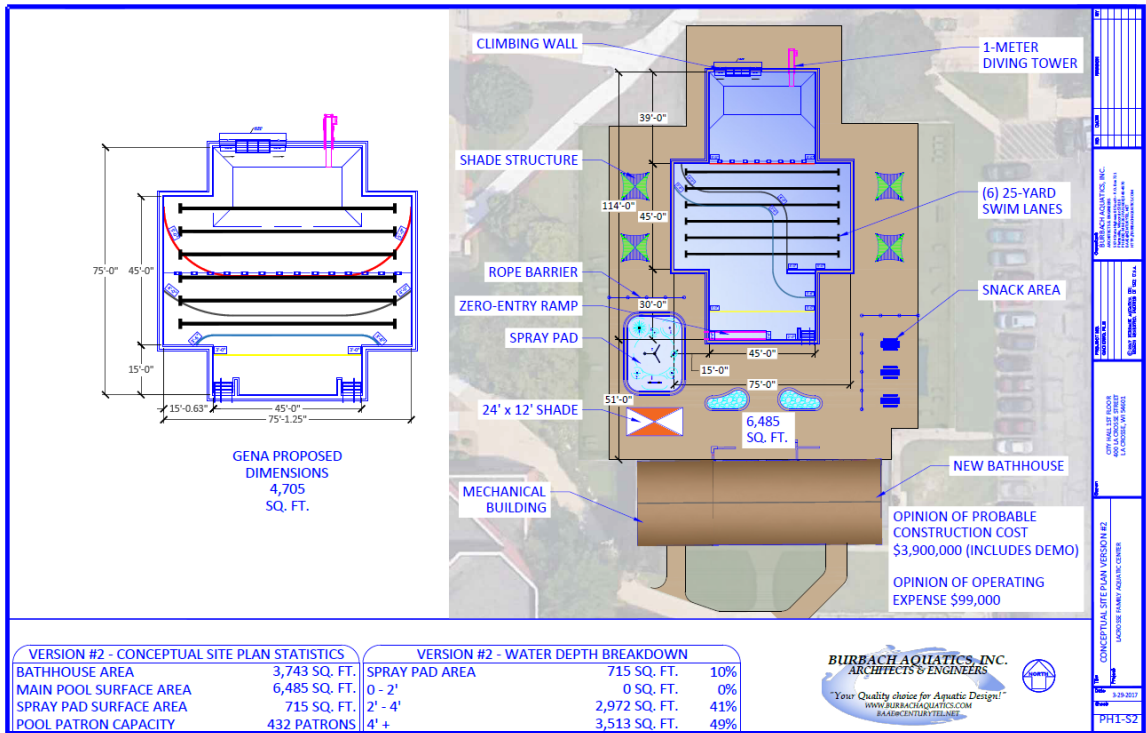
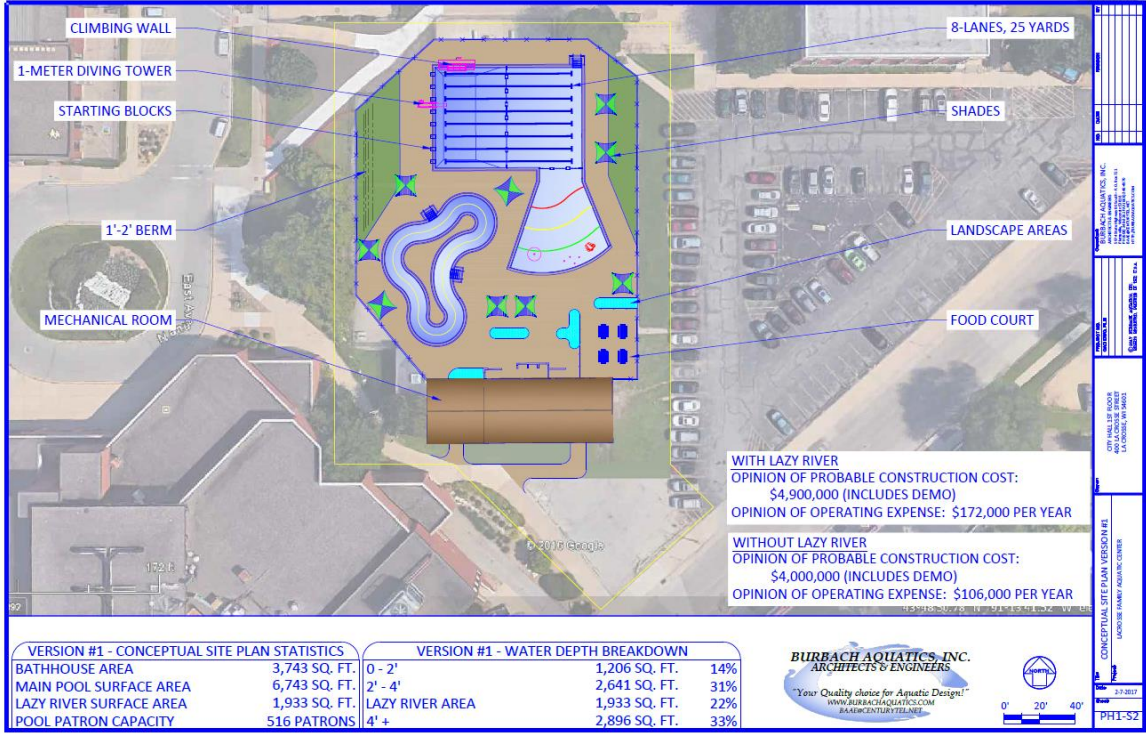
- j. Competition Swimming Equipment - to include starting blocks, racing lanes, backstroke stanchions and time clock.

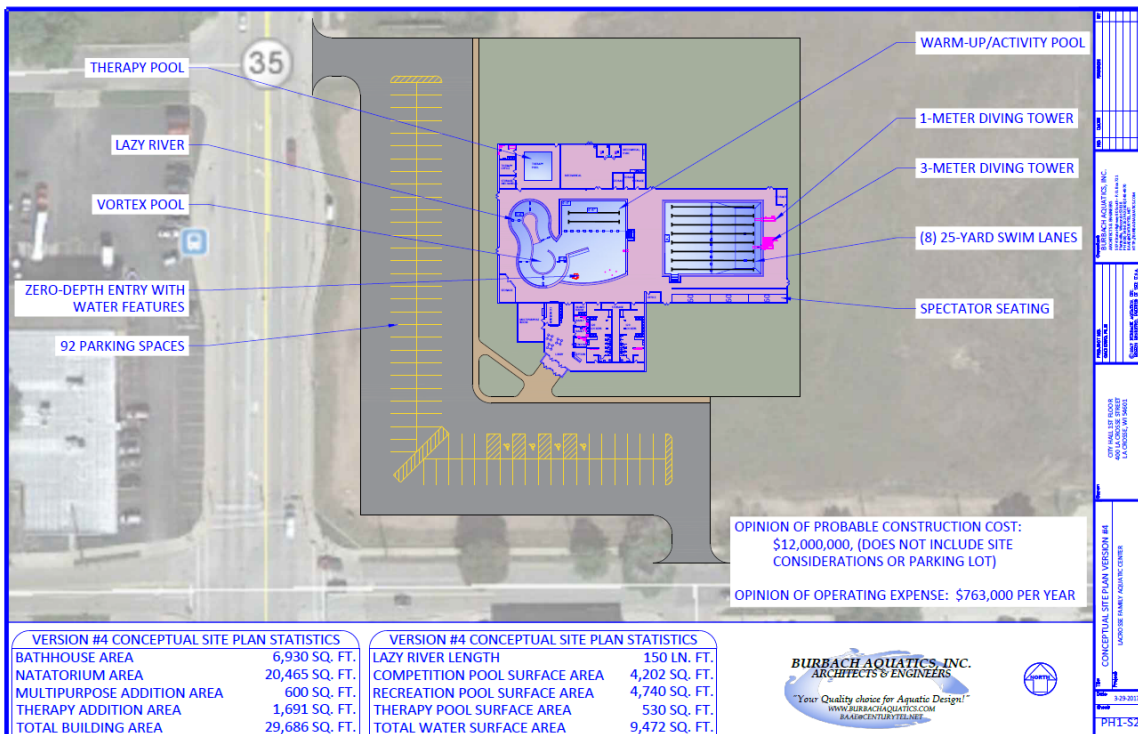
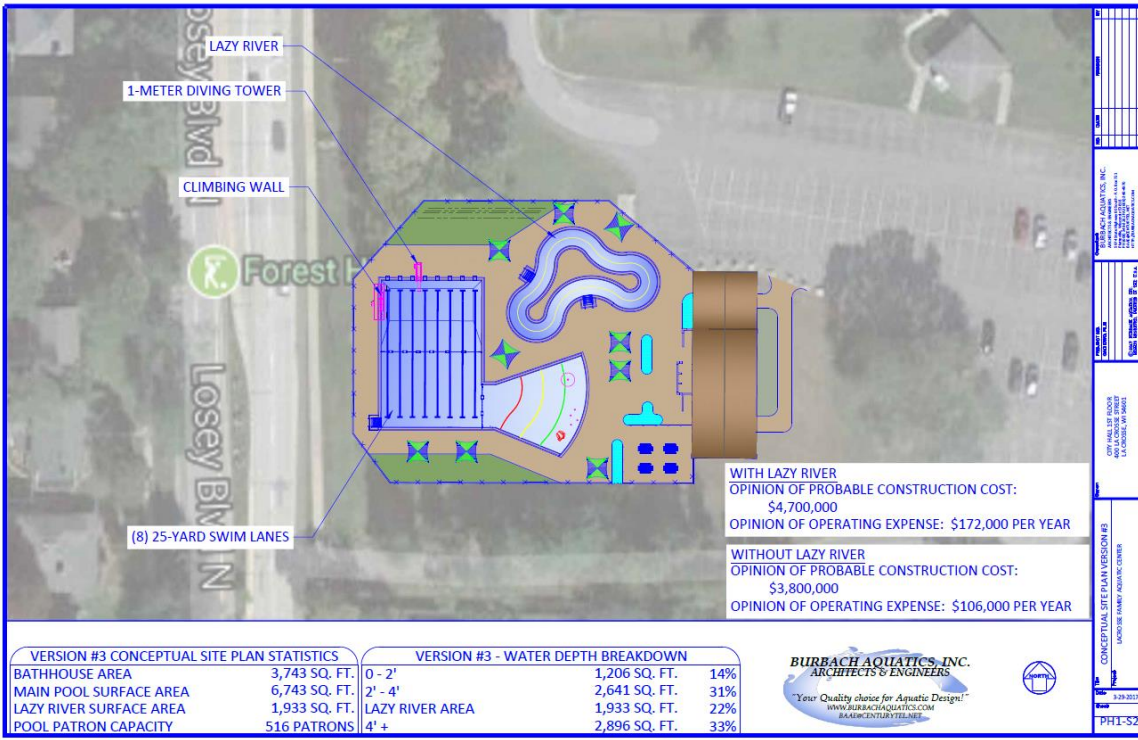


## CHAPTER 5: DATA AND PROBABLE CONSTRUCTION COSTS

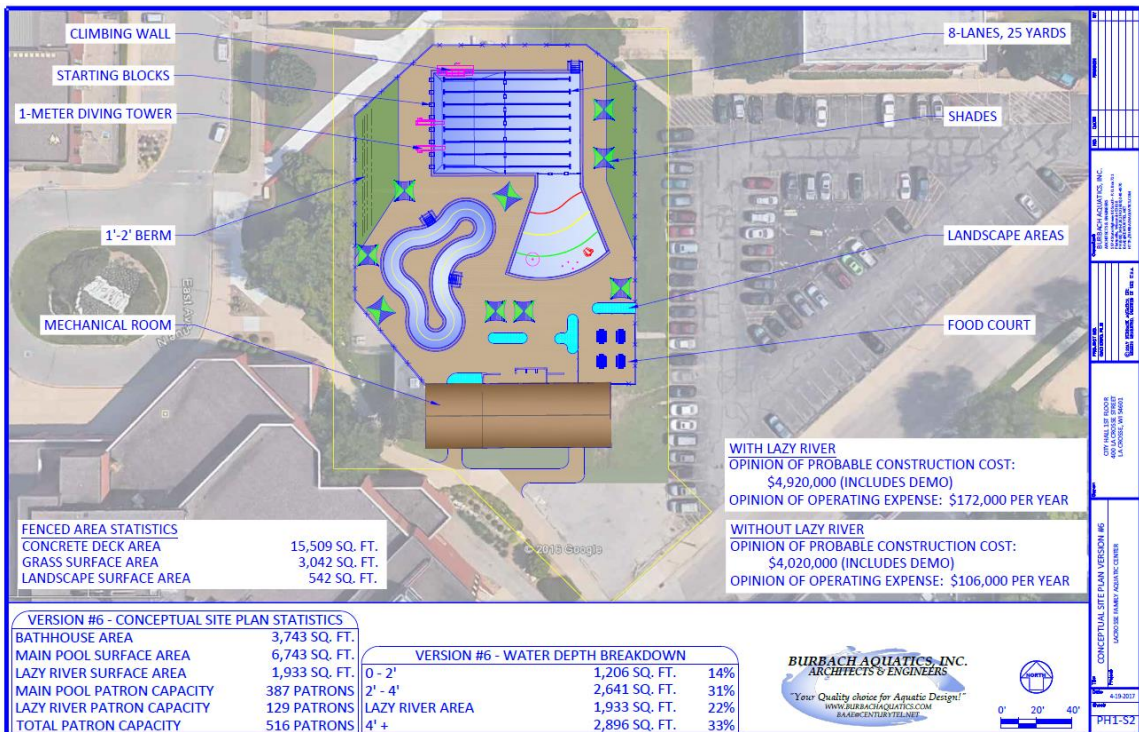
The following data in this Chapter is a result of many months of conceptual design work where Burbach Aquatics, Inc, the Parks, Recreation & Forestry Department and the Pool Committee worked closely together defining the special and programming needs of its community. During the past few months, many design concepts were carefully scrutinized. Included in this Chapter are five of the final design concepts, separate line items detailing what is included and their associated Probable Costs of Construction. The conceptual drawings are merely representations of the space needed to meet the needs of the community, ascertained through months of investigation and planning.

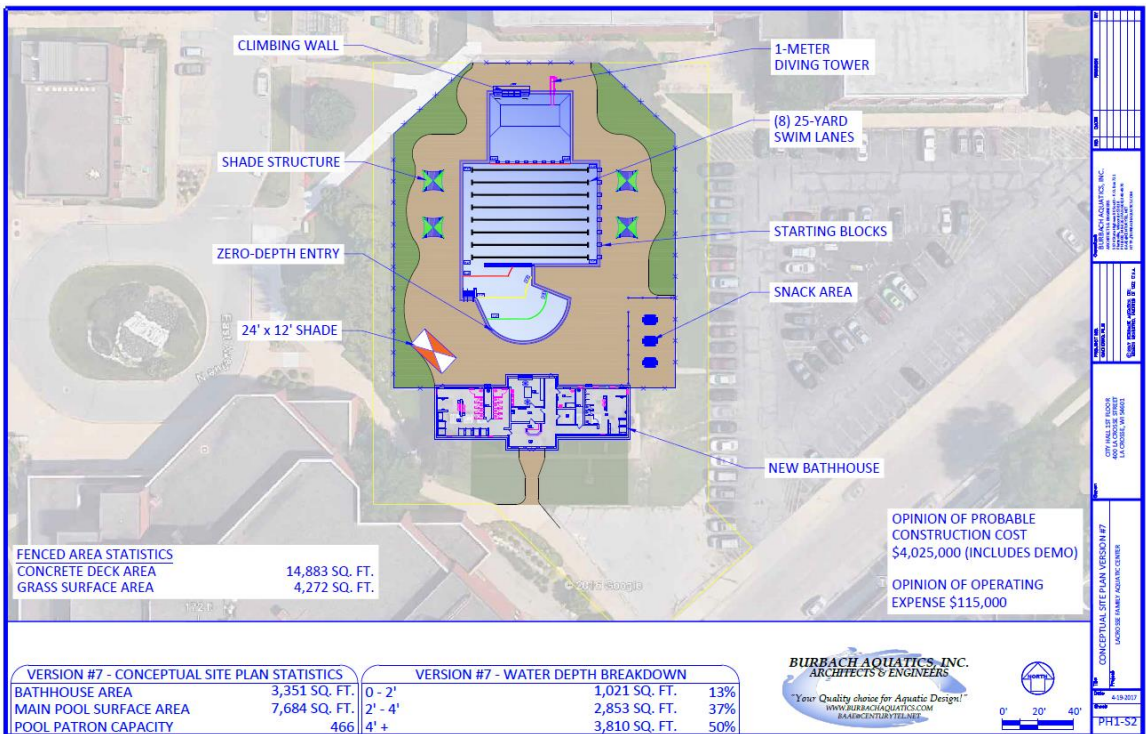
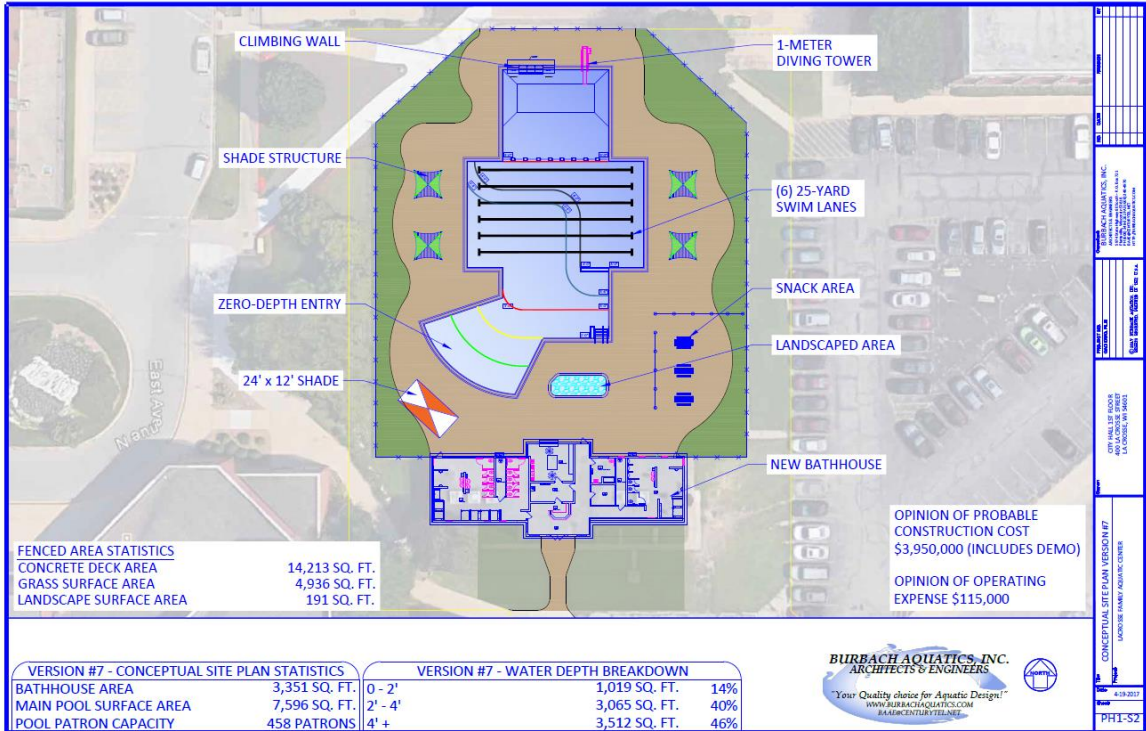
Opinion of Construction Costs- Conceptual Site Plans	
Version #1- (With Lazy River)- Existing Memorial Site	\$4,900,000
Version #1- (Without Lazy River)- Existing Memorial Site	\$4,000,000
Version #2- Existing Memorial Site	\$3,900,000
Version #3- (With Lazy River)- Forest Hills Lower Site	\$4,700,000
Version #3- (Without Lazy River)- Forest Hills Lower Site	\$3,800,000
Version #4- Indoor Pool Option- St. Andrews (Trane Site)	\$12,000,000
Version #5- Erickson Pool Expansion	\$1,489,000
Version #6- (With Lazy River)- Existing Memorial Site	\$4,920,000
Version #6- (Without Lazy River)- Existing Memorial Site	\$4,020,000
Version #7- Existing Memorial Site	\$3,950,000
Version #7- Existing Memorial Site	\$4,025,000
Version #8- (With Vortex Pool)- Forest Hills Lower Site	\$4,070,000
Version #8- (Without Vortex Pool)- Forest Hills Lower Site	\$3,820,000
Version #9- Indoor Pool Option- St. Andrews (Trane Site)	\$14,500,000
Version #10- Existing Memorial Site	\$3,955,000
Version #11- Indoor Pool Option- St. Andrews (Trane Site)	\$12,500,000

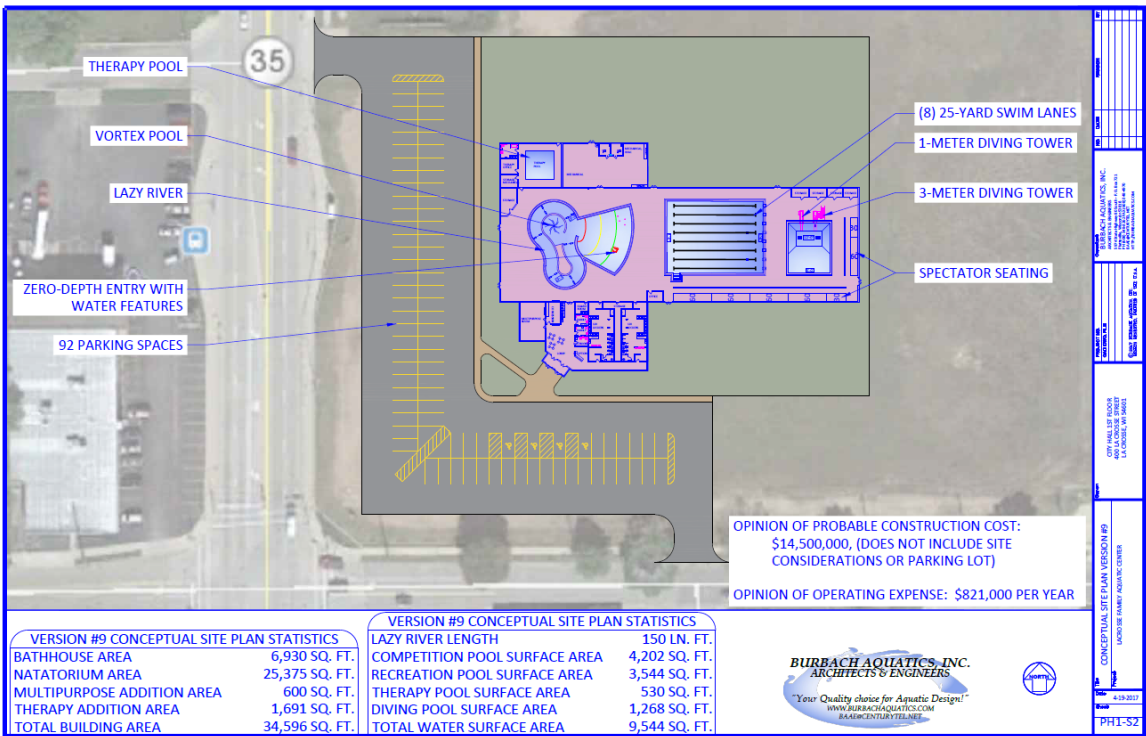
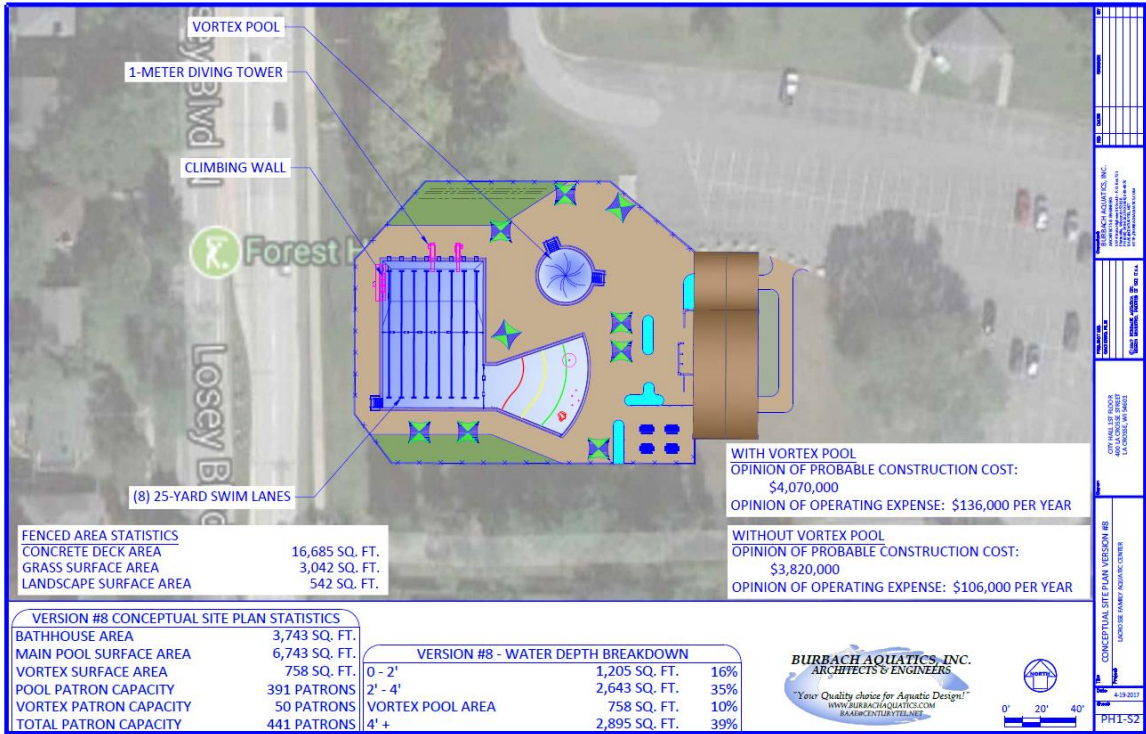


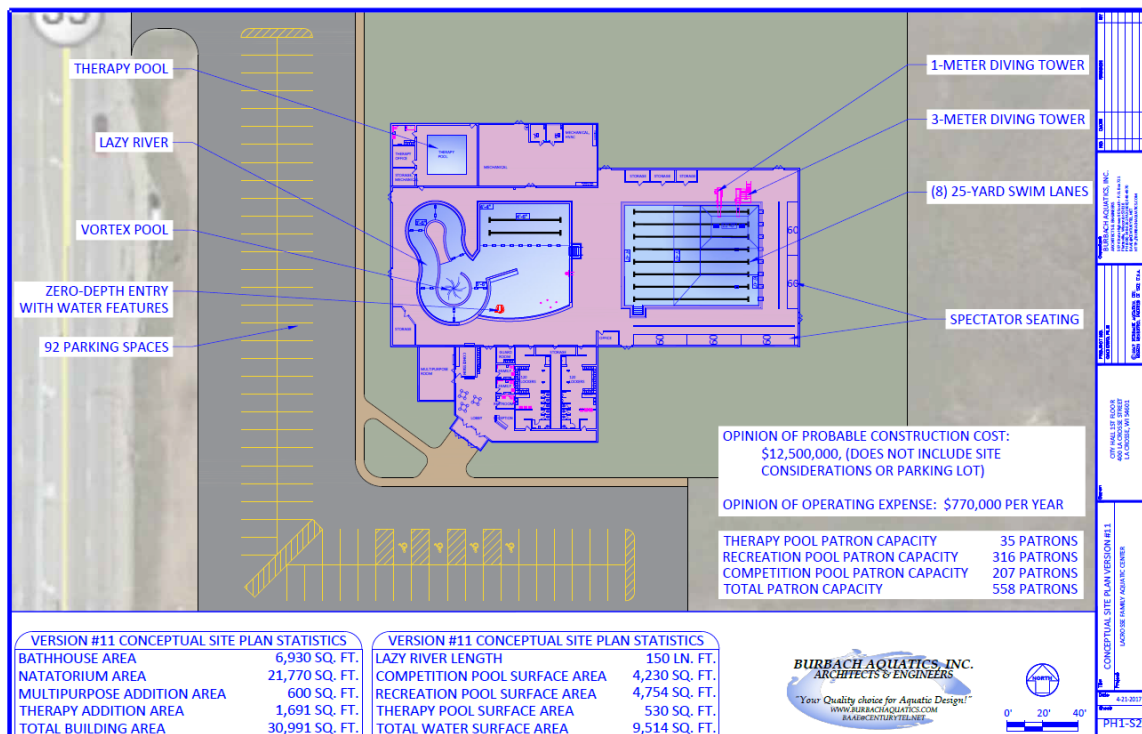
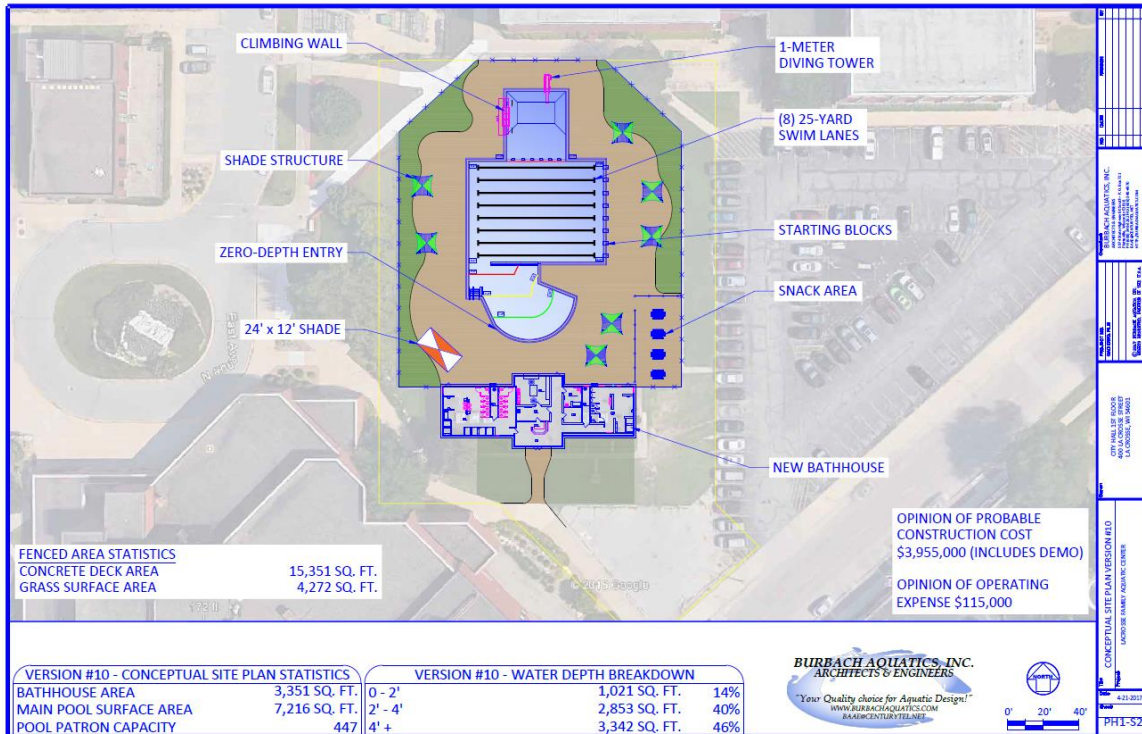












## CHAPTER 6: OPINION OF OPERATING BUDGET

Assessment of the operating budget is critical for developing project scope. The purpose of this chapter is to present estimated operating revenues and expenses for the proposed municipal family aquatic center (FAC). Assumptions used in this analysis are based on the results of the market analysis, knowledge of the marketplace, and financial results from comparable facilities. Conservatively calculated averages of expenses and revenues of comparable facilities were analyzed on a per square foot basis to create the Opinion of Operating Budget.

### Operating Expenses

Expenses generated by the operations of a family aquatic center typically consist of labor wages, utilities, repairs and maintenance, materials and supplies, and pool chemicals. A brief description of each major source of expense follows.

#### Labor

Labor is based on an hourly wage for Aquatic Supervisors, Head Lifeguards, Trainers, Lifeguards, Maintenance Supervisors, Maintenance Assistants, Concession Supervisors, Concession Assistant Supervisors, Concessions Staff, and Admissions Staff. The mean hourly rate total workforce is applied to the average number of working hours in a swim season.

#### Utilities

Utilities include electricity, gas, water, sanitary sewer, storm sewer, trash removal and other similar costs. Electricity and gas are typically the high dollar amounts for utilities and can be controlled limiting operation of pool heaters and pool feature pumps. The recirculation pumps and necessary chemical feed equipment cannot be limited since adjustments will adversely affect the pool chemistry and potentials increase the cost of chemically treating the pool vessels.

#### Materials & Supplies

Supplies include office supplies, postage and printing costs, training and travel expenses, books, uniforms, signage, and other miscellaneous items.

#### Repairs & Maintenance

Repairs and maintenance will be required each year and can include repainting of the pool vessels, cleaning of stainless steel equipment, maintenance of pool process equipment, building materials, and hand tools and miscellaneous.

### Pool Chemicals

Pool chemicals include sanitizers, stabilizer, pH and miscellaneous for the pool vessel. The chemical disinfectants used in swimming pools provide two important distinct functions, disinfection and oxidation. Chlorine disinfection is used successfully throughout the world for the treatment of drinking water and is popular for swimming pool use because it disinfects and oxidizes simultaneously, while other disinfectants available do not provide oxidation.

### Operating Revenues

Local tax dollars traditionally subsidize swimming pools in modest to moderate size communities. Research has shown that pools operated in a more business-like fashion can offer a better balance of funding between users and taxpayers. The opinions of probable revenues are for modern pools run with average efficiency. Aggressive management and marketing strategies will improve attendance, program participation and general revenues accordingly.

Advertising is generally an oversight for a municipal aquatic center, however, general marketing standards suggest that a new user needs to see or hear about your product four to six times, and in a multiple-media approach. Marketing strategies for increased revenue generation could include the following:

- a marketing brochure promoting all that the facility has to offer the community;
- establish a mailing list to extend past the city into nearby areas lacking similar recreational facilities;
- press releases to the local newspapers;
- a “Grand Opening” event to celebrate the opening of the new facility;
- develop attention-getting techniques to entice local organization and business usage of the facility such as free swim passes, rentals, etc.

Revenue generated by the operations of an Aquatic Center typically consist of admissions, equipment rental, concessions, merchandise, lessons and other pool events. A typical municipal aquatic center does not utilize advertising and sponsorships revenue sources. The following revenue generations are based on daily admission charges of \$3.00 for children and \$4.00 for adults per day, which are low to maintain a conservative projection for the admissions revenue. A conservative approach is required since family season passes will be offered and tend to result in average daily admission charge less than the daily admission charge.

The concession revenue is calculated by using \$1.80 per patron. The majority of products at the concession stand should be high profit items and supplemented with mid-profit items. Product pricing should be set to return an adequate profit while not exploiting pool patrons. The purpose of the concession stand is to earn a profit while providing a valued service to the facility patrons. The goal of the concession stand is to make a profit of at least 30% of the operating expenses. Staffing, product selection, pricing, inventory control must be appropriately managed to maximize profitability. Employing of standard business practices on a daily basis is required to assure all inventories and currencies are accounted.

Programs offered by most municipalities include swimming lessons, pool parties, programming such as water aerobics and special events, swim team, etc. Programming boosts revenues and attracts additional patrons to the facility.

### **Opinion of Operating Expense**

The City of La Crosse operates their aquatic programs on a system wide approach by selling punch cards and season memberships. By purchasing either, it allows patrons to access to any pool or beach in the City of La Crosse. Based on the drop in attendance in the 2016 season, BAI would anticipate a minimal revenue increase of \$8,000 a year from daily attendance with a new outdoor aquatic center. The City of La Crosse Parks, Recreation & Forestry department already offers a complete aquatic programming system to the community and the City should expect a minimal increase in the revenue generated from those programs, as well. One area that could show a greater increase in revenue would be developing a summer recreation competitive swimming program that could host larger regional and state wide meets. These competitive swim events also have the opportunity to generate hidden revenue for the City through hotel and sales tax from people staying overnight and traveling to the area.

With an indoor aquatic center the City of La Crosse could develop a year round aquatic programming system to complement the existing outdoor aquatic programming system. Depending on the programming, the City should anticipate revenue for an indoor aquatic center between \$200,000-300,000 a year. A properly designed indoor aquatic center could also host regional and state wide meets that could generate hidden revenue for the City through hotel and sales tax from people staying overnight and traveling to the area.

The following chart depicts the projected operating expenses for the Conceptual Site Plans that were developed by the La Crosse Pool Committee.

Opinion of Operating Costs- Conceptual Site Plans	
Version #1- (With Lazy River)- Existing Memorial Site	\$172,000
Version #1- (Without Lazy River)- Existing Memorial Site	\$106,000
Version #2- Existing Memorial Site	\$99,000
Version #3- (With Lazy River)- Forest Hills Lower Site	\$172,000
Version #3- (Without Lazy River)- Forest Hills Lower Site	\$106,000
Version #4- Indoor Pool Option- St. Andrews (Trane Site)	\$763,000
Version #5- Erickson Pool Expansion	\$12,000
Version #6- (With Lazy River)- Existing Memorial Site	\$172,000
Version #6- (Without Lazy River)- Existing Memorial Site	\$106,000
Version #7- Existing Memorial Site	\$115,000
Version #7- Existing Memorial Site	\$115,000
Version #8- (With Vortex Pool)- Forest Hills Lower Site	\$136,000
Version #8- (Without Vortex Pool)- Forest Hills Lower Site	\$106,000
Version #9- Indoor Pool Option- St. Andrews (Trane Site)	\$821,000
Version #10- Existing Memorial Site	\$115,000
Version #11- Indoor Pool Option- St. Andrews (Trane Site)	\$770,000



## CHAPTER 7: PUBLIC INPUT SESSIONS

As a part of BAI's Phase I, Step #2 Professional Service, BAI presented the Pool Committee's recommendations to the public and held two Public Input Sessions on May 03, 2017. BAI provided a brief presentation about the material the Pool Committee covered during the meetings, reviewed the 5 selected Conceptual Site Plans, and collected questionnaire responses from the people in attendance. A total of 285 responses were collected during this process. This step in the process allowed the public to voice their opinion on the work that was completed during the Phase I, Step #2. Respondents were allowed to leave comments on the questionnaire and these comments have been included in Appendix A of this report.

Below is a summary of the responses that BAI collected for the Board of Park Commissioners and the City Council's review:

1. How many people in each age group live at your residence?

<u>Question 1</u>	
0-19	352
20-29	61
30-39	90
40-49	191
50-59	98
60+over	114

2. Should the City of La Crosse build a new replacement outdoor swimming pool facility?

<u>Question 2</u>	
Yes	178
No	88
Did not answer	18

3. Should the City of La Crosse build a new indoor swimming pool facility?

<u>Question 3</u>	
Yes	124
No	146
Did not answer	14

4. How often would you anticipate using an outdoor aquatic facility?

<u>Question 4</u>
1.97

# of times weekly

5. How often would you anticipate using an indoor aquatic facility?

<u>Question 5</u>
1.62

# of times weekly

6. Would you or your family use a new indoor/outdoor swimming pool for any of the following?

<u>Question 6</u>	
Recreation	256
Health Reasons	189
Competition	81
Swim Lessons	130
No Opinion	11

7. In a new indoor/outdoor pool facility, which of the following would you favor?

<u>Question 7</u>	
Open Swimming Area	238
Lap Swimming Area	206
Lounge Chairs	177
Zero Depth Entry	157
Diving	155
Shaded picnic area	150
Concession area	141
Waterslide	132
Lazy River	104
Climbing Wall	90
Drop slide	80
Dry Playground area	78
Wet Playground area	77
Vortex Pool	61
Sand volleyball area	53
Sand Playground area	49

8. Out of the 5 Conceptual Site plans presented, which one do you prefer most?

Question 8					
Ranking 1=Most preferred 5=least preferred	Version #5	Version #6	Version #10	Version #8	Version #11
1	7	58	104	23	83
2	8	60	39	28	4
3	24	20	20	40	11
4	30	16	13	25	26
5	61	6	12	26	50

## CHAPTER 8: RECOMMENDATIONS

### General Comments

As pool facilities age they become functionally and physically obsolete and may cease to meet the expectations of their patrons. Typical issues are lack of current recreational equipment and mechanical or structural issues that limit the profitability of a pool facility.

The goal of this feasibility study, and the numerous conceptual design meetings, is to provide the community with the latest information on current aquatic trends and filter the expectations of the community so that the conceptual facility design maximizes the number of community needs and expectations. Elements reviewed throughout the process include exciting and interactive water features, slides, fitness and competitive lap swimming, shallow water, zero-depth entry, spray pads, deep water and more. The discussion and criticism of each element determines the scope of the project. The result is a facility the entire community can take pride in for many years to come.

In this section of the report, the consultant weighs all of the information and data generated in the previous chapters. Then each factor is evaluated by importance to the community to derive a recommendation for the best interest of the community while meeting the aquatic recreational, competitive and special needs of the community.

One must remember that the purpose of this feasibility study is to establish different concepts, provide opinions for the probable costs of construction and operation, and identify the different suitable types of facilities.

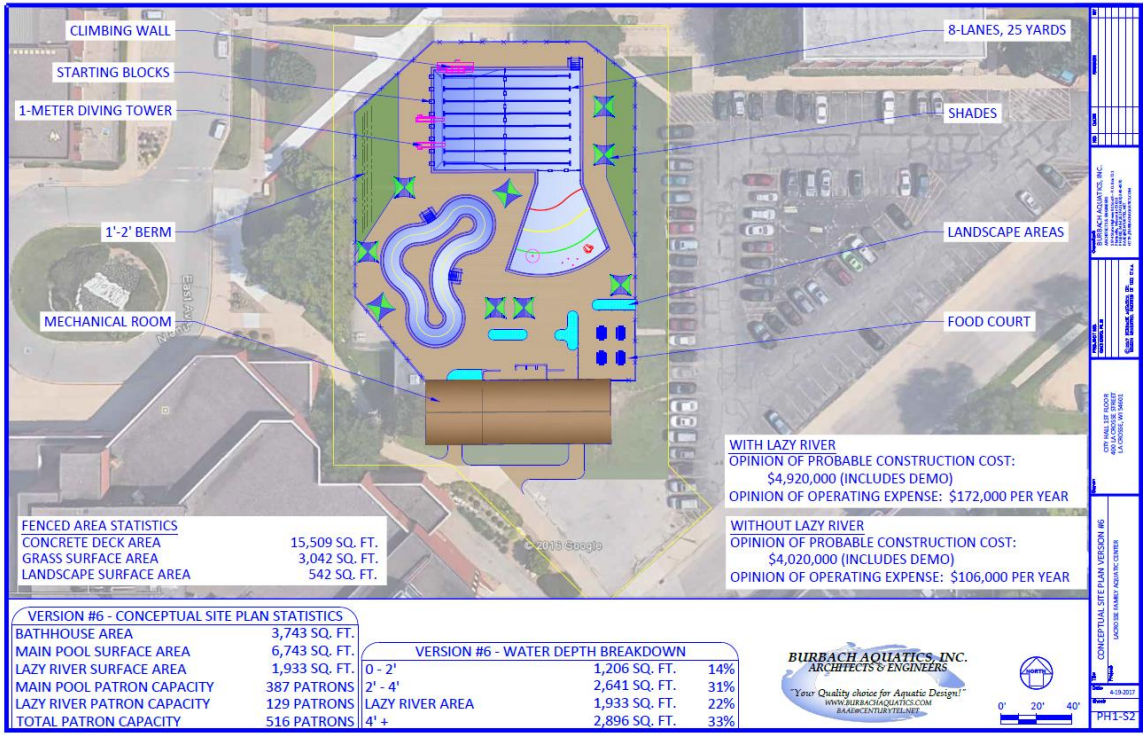
Throughout the feasibility study and even the make-up of the Pool Committee there was a clear split of ideas and wants for the community. There is one group that wants to maintain a pool at the Memorial Pool site and there is one group that wants an indoor pool. The results of the Public Input Session questionnaire and the comments left by the respondents show that both feel very strongly to their side of the discussion. Out of 285 surveys received 178 were in favor of an outdoor pool option and 124 were in favor of an indoor pool option, some respondents would like to see both an indoor and outdoor pool which is why the yes votes for either option equals 302 votes.

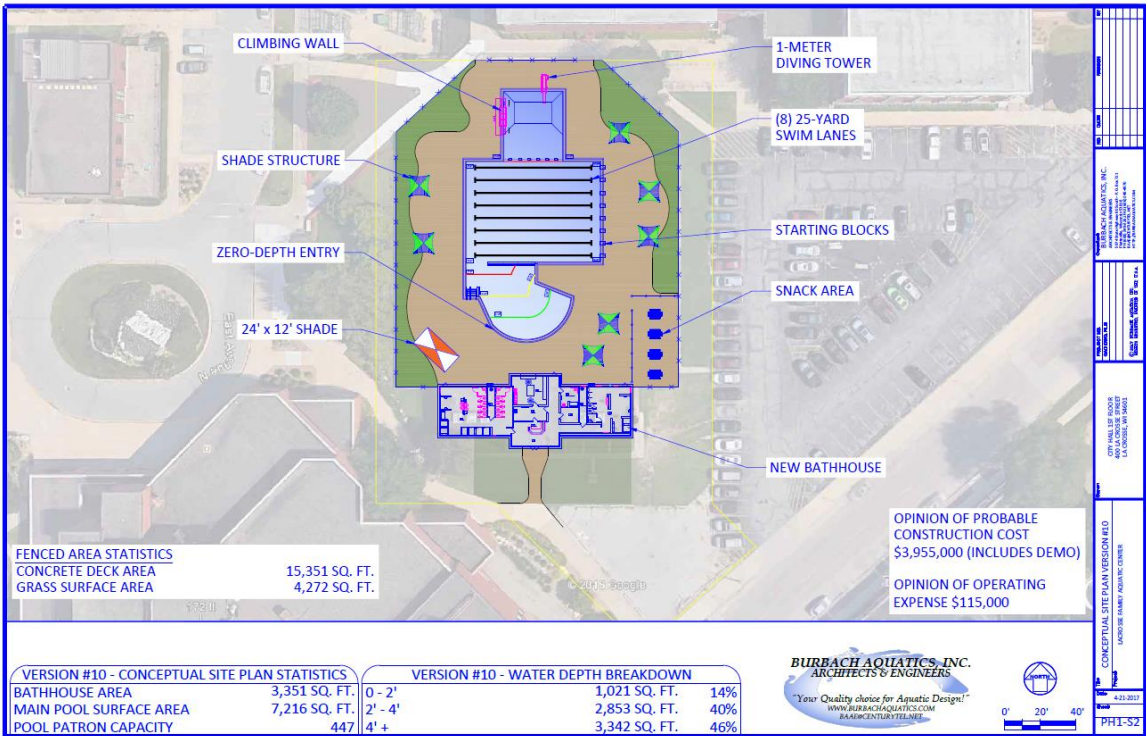
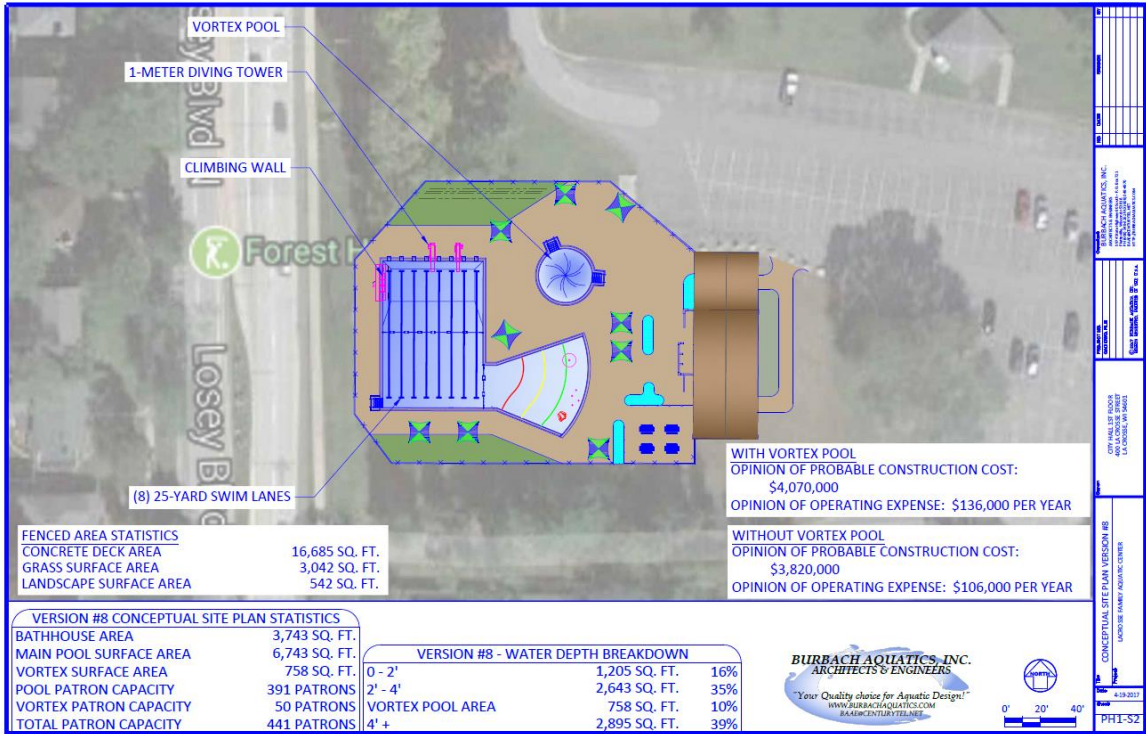
Open swim areas and availability of lap swimming area are two needs that the City of La Crosse should address with any pool project. Which is evident by the results of the Public Input Session questionnaire and review of the existing facilities in the La Crosse service area. All the conceptual plans that were developed by the Pool Committee included 8 lap lanes or an expansion of the existing Erickson Pool adding 4 lap lanes to address both of these needs.

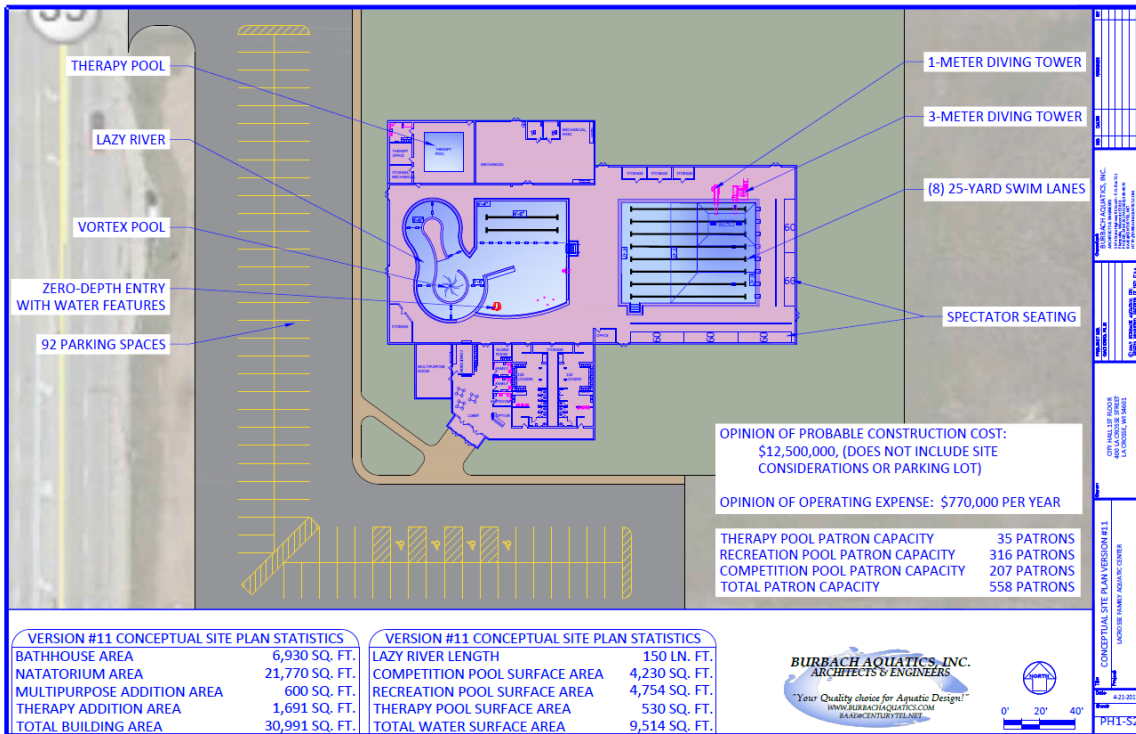
Availability of Therapy Pool water was also uncovered as a need during the feasibility study. The Springbrook Assisted Living Center is the only therapy pool in the La Crosse Service area. The indoor pool option in the Pool Committees recommendation includes a therapy pool to address this gap in programming.

BAI also discussed typical funding options for a municipal swimming pool with the Pool Committee. Any option pursued by the City of La Crosse will have to be funded by General Funds, Sales Tax, Property Tax, TIF District funds, Inter-department loans (if utilities are owned by municipality), Grants, Private Funds (Capital Campaigns), Community Foundations, or Cooperate Foundations. The final summary recommendations are on the following pages and take into consideration multiple parameters of the report including the evaluation of proposed facilities, probable costs, service areas, and special needs along with demand for facilities.

# Pool Committee Recommendations







## **Burbach Aquatics, Inc. Conclusions**

### **Outdoor Pool Conclusions**

- Adding an outdoor pool will increase attendance based on historical attendance records.
- Operational costs for an additional community facility will not be offset by anticipated revenues.
- Natant demand and review of existing facilities show a shortage of open swim areas and lap swimming areas.
- Existing facilities are currently not capable of hosting recreational/ competitive swim meets.
- City currently does not provide a summer recreation program for competitive swimming.

### **Indoor Pool Conclusions**

- Existing Indoor Pools lack recreational waters.
- Existing Indoor Pools show a gap in availability for lap swimming during (peak time) from 3-7 pm during weekday and weekends.
- Existing facilities are aged and currently not capable of hosting competitive swim meets.
- Programming should consider lessons, competition events, aquatic exercise, therapy programs, and special events.
- City should consider collaborative efforts with stakeholders in the La Crosse Service area.

Based on the meetings conducted with the pool committee and the public input sessions there is nearly a 50/50 divide in the community for citizens that want a third outdoor pool facility and citizens that want an indoor facility. However, it was a nearly unanimous opinion from citizens that the community of La Crosse needs additional swimming area for lap swimming, competition and to mitigate the overcrowding in the existing facilities, this opinion is supported in BAI's natant demand analysis and feasibility study.



## APPENDIX A

### Comments from Questionnaire:

Erickson too busy already: not an option

Forest Hills: Viable but too dangerous to get to

St. Andrew: Too Expensive

Memorial: best option for greatest number of people, easy access by modes of transport

Why would you put a pool on the east side of Losey so everyone has to cross it? How does the forest hills location align with the transportation vision of the city?

Fix the current pool in its neighborhood location, where population is most dense, no need to serve the county.

Can't you fix the existing one?

Personally we need to look at getting a 50 meter pool with 25 yard bulkhead- that gives you options for having multiple race in competition.

Huge swim team family!! My opinion build a 25 million dollar complex. We all could use all year round. It would bring multiple hundreds of families to La Crosse. It would increase revenue for the complete city. – James P. Killilia

I would really like to see a facility in the Forest Hills addition. I like the location and seems to have ample space. But I would prefer to see this structure to allow indoor swimming with more days of access in each calendar year. – Rachel Giabrielson, 2426 7<sup>th</sup> Street South

Focus on Memorial Pool! - Christine Hippet, 2216 State St.

A less expensive renovation should be explored at Memorial. Memorial serves more of our population. We don't need a country club pool or an expensive indoor facility. Location is the most important factor.

Dismissing the population served chart put together by the city planning was surprising. Pools are about people. The city apologized for its racist past and so any pool design and location should reflect this commitment to social justice. Pools are about the people who get to use them. What about people who don't have cars? Pools should be about access.

I started swimming in my 40's and I can't seem to find enough lap times around work. Because of this I have to swim at 7-9 at night. It would be really nice to have another indoor pool to be able to do this. I have been to pools with the combo of indoor and outdoor pools and would prefer this layout. The outside pool would still be nice for

children and a place to sit outside and relax. Think Forest Hills would be a nice addition as a large rec area. – Julie VanDetteuvel

Look at a 25yd by 25 Meter pool.

I really want a pool to swim in that I can walk to with my friends. – Greta Timm, 447 North 23<sup>rd</sup> St.

No competition programming please! Lap swimming is the most important for adults. If lap swimming could be done during all open hours. Forest Hills has the best location for parking and other activities can go on (tennis, golf). I am glad to see no waterslides.

I do not want taxes on homes and property in La Crosse to increase to pay for this.

Need a pool for kids that can walk. Forest Hills has the room. But a city wide indoor facility would be well met. Forest Hills has the room. My kids, east of Losey, had to cross Main & Campbell without a light. With Forest Hills there is a traffic light for crossing from residents west of Losey. Need for central south part of La Crosse. Erickson is already answered. The populations has a need.

For Middle School kids!

Consider renovation of Memorial pool instead of replacement. Consider 6 lanes instead of 8. Add pool area. Keep cross design.

Memorial Pool should be a neighborhood city pool. We should renovate it and preserve its historic features. A new bathhouse is needed. If there are sufficient funds a lazy river should be added later. While I personally would not use Memorial pool very frequently it is a tremendous asset to the neighborhood and the entire city. - Caroline Bensen, 2407 Vine St.

Municipal pool is centrally located. Our kids would play there. Asset to the community.- Patrick Dayton, 1808 Mississippi

Definitely need a pool for swimming since we are a river town. – Andrew C. Gaskan, 312 Losey Blvd

My children miss a pool in our neighborhood. (Grandview) – Brenda Gallup, 2328 Ferry Street

Could the metric system be used to set distance for the lanes? 25 meters rather than 25 yds. – Ernest Morris, 204 Losey Blvd N.

Year round access would be ideal. – R. Dyck

I believe an indoor pool is more needed in community and will be used much more.

Indoor facility is a lot of infrastructure to maintain when we have indoor facilities already available. – Nathan Hundt

I also like version 6 without the Lazy River. – Max Brainard, 642 N. 23<sup>rd</sup> St.

Pools do not last forever. We need to build an indoor pool to use year round. Let's do it right and build big and people will use it. – Joan Kapellar, 1618 Barlowst

We miss Memorial Pool! – Nicole Horihan, 450 Losey Blvd North

I would be happy to support fund raising and donations to keep a pool in our neighborhood. – Heidi Inabnit, 781 23<sup>rd</sup> Street North

I would really like to see more evidence of the city investing in our neighborhoods and existing recreational facilities. – Darci Thoune, 301 22<sup>nd</sup> St. North

Reopen Memorial Pool!!! – Peyton Bentley, 301 22<sup>nd</sup> St. North

Forest Hills would be great but too many streets to get to it by kids. Memorial is the best location. – John Satory, 1404 Main Street

Please keep municipal pool open. Fix it up and make it better. Do not move the facility elsewhere. – Chau Nguyen, 417 North 22<sup>nd</sup>

I live in the memorial pool neighborhood and value neighborhood investments and walkability/safety. Forest Hills is too difficult for kids to walk/bike to. Losey Blvd/Hwy 16 make it unsafe. Many of my neighbors bought invest continually in the upkeep of their home because of the pool. Outdoor pools build social capital. – Marilyn Huckepochlo

As a citizen, who has grown up in this community, this pool has very beneficial in my childhood. The thought that this outdoor pool could be no longer is tragic. Not only is this pool historically significant to our community (one of FDR's WPA projects) it also is important for the childhood of the kids in our area. Therefore I believe Yes, the pool should be remodeled, but as little as possible. The indoor pool is a nice thought, but I feel, for the kids, it is better to have an outdoor. This is because parents are trying to motivate their children to get outdoors more and experience some actual sunlight instead of artificial. – Frances Sayner, 1621 30<sup>th</sup> Street South

Powell Park is very centrally located. Powell Park has very little use today. – Rick Hamilton, 1508 Nanomis Ave.

Please just outdoor pool. – 1802 King St.

Please leave it outdoor. – Jeff Fennie, 1803 King St.

My child is in WAVE swim team but I do not think we need another big ticket competitive pool! We just want a pool in our neighborhood, the Municipal Pool was an anchor. We want it back. – Betsy Breckenridge, 124 1th St. South

Up until its recent closure, I went to Memorial pool every summer! I'll be 55 this year. – Susan Sayner, 1621 30<sup>th</sup> Street South

The Memorial site is pedestrian friendly and serves a divers and potentially underserved portion of the population. The Erickson expansion is not appealing, too close to Losey Blvd, a busy street. That pool is already overcrowded. Too expensive to build and indoor facility, not to mention annual operating costs \$\$\$\$.

I don't think the Memorial Pool location is ideal for the community as a whole. It only benefits the immediate neighbors. I would like to see the site at Forest Hills, as there are also tennis courts and ample room for a nice pool/recreation area. – Linda Beckly, 1723 Adams St.

The Memorial pool is no longer meeting the needs of today. Forest Hills is a better location and a new design will be handicap accessible and meeting the needs of today's healthy adult. Lap swimming please.

The city needs a pool that is NOT a zero depth entry. A neighborhood pool is good for the community and a pool that would be available for lap swimming is important for our well-being. – Rebecca Deetz, 947 Division St.

An indoor facility will be good for the economy of tax (Hotels, gas, food). It will bring people to the town. Build it and they will come. – Mark Heffernan N1609 Mickel Road

Dear Ms. Brown,

Thank you for letting us provide our preference regarding a future swimming pool project in La Crosse. If we were not visiting our children in another state, we would be expressing our opinions in person. We have seen all of the pool options and have followed media coverage throughout the process of developing these plans for presentation to the public.

We would like to go on record as supporters of the Memorial Pool options, without the lazy river feature, for the following reasons:

\*proximity to the center of the city with safer accessibility for a range of users of various ages, abilities, and socio-economic levels,\*development/support of a desirable asset in a part of the city that is visible to many visitors with the potential to attract new residents, and \*positive cost/benefit impact relative to the other options. – Eric and Nora Garland, 307 24<sup>th</sup> Street North

Any increase in the amount of pool space for the area is beneficial. Cost effective an

indoor, year round facility makes much more sense. This way our club and high school swim teams would be able to be more competitive throughout the area and state which can lead to Division 1 Scholarships for our kids. Indoor pools now are overcrowded with time for recreation and therapy as well as competition. Common La Crosse. Spend the money to make us equal with other communities around us that are the same size. Such as Eau Claire.

Poage Park would be a good option for a swimming pool.

Other locations like Forest Hills or La Crosse Floral areas would be good for an indoor pool option. – Liz Nutter, 2605 Main Street

To ensure preservation of competition area and purpose any recreation features need to be separate entities. Unfortunate only one indoor pool presented. Please pay close attention to needs assessment. Indoor pool option alleviates pressure on current indoor pools. By removing barriers you typically see increase in participation.

Year round aquatic center is a necessity and needed in our community to meet the needs of children, adults, swim teams, therapy and lap swimming. Forest Hills would be the best Aquatic Center Option. - Turt

We need an indoor aquatic center that can support our entire community year round and be used by the local neighborhoods! I would like to see an indoor aquatic center at the Forest Hills Site.

An outdoor Pool would be utilized a short time while an aquatic center would be used year round for many constituents, families, swim teams, recreation therapy and swim lessons all year round. – Seanne Hulse

Another outdoor pool is unnecessary. Our summers are way too short. The indoor competition pool will be used way more often and will bring in revenue into the city. – Bryan Erdmann

Could we make pool 25 meters x 25 yards? Keep the pool at current site and keep the priority on a fitness pool for adults and work down to the kids (young) as lowest priority when considering design? Seniors/adults, college, or H.S. and older. – Kevin Lee, 163 22<sup>nd</sup> Street North

Forest Hills site will create more traffic in flood plain? Near blast zone of railroads? Have you taken neighborhood population into consideration when you have designed pools?

Please the population demand and accessibility for those w/o cars.

Lap Swimming close to home.

What is the demand? Who is the population that is served?

We can walk to Memorial.

No need to serve county with city money, they use the city resources already and don't pay in enough.

Basketball court at Hass park for \$30K, Basketball Court please! – Devin Bocooh

Basketball courts will attract more funds – Johan Whitedog, 3135 Cliffside Dr.

I don't swim anywhere now but if there was an indoor pool with more options I would come to the pool more, maybe even join the swim team. – McKenna Hotenkiss

Don't want Outdoor pool. – Jami Gerke, W5421 County Road F

My main concern is the overall CLEANLINESS of public pools. I would go to any pool if the quality of cleanliness is high. – Haley Snenson

I don't like outdoor pools for everyone because it turns into a huge bath tub for the community.

I can't see how a lazy river would benefit those needing physical rehabilitation after surgery or illness. Where did the Forest Hills indoor option go? Only indoor is St. Andrews? We have enough outdoor pools and the rivers/beaches. Why was GENA allowed to push for such a large price to the ONE indoor option you have presented? Why is GENA running the show? An indoor facility benefits all in the community, not only those within a few blocks of one site.

There are not many months per year an outdoor pool can be utilized. An indoor pool would benefit every community in the tristate area from infants to elderly. I live outside the City of La Crosse and it would be amazing to have this available at a fee to us.

Indoor only so could use year round.

I am a resident of La Crosse County, but I work in La Crosse. The Community needs a therapy pool. There are only 3 pools to swim in during  $\frac{3}{4}$  of the year. There is not enough pool time or space for everyone. Finding lap lanes during convenient times is frustrating. An indoor facility with wave pool, lazy river will bring people to the area. – Lynne Gavstad, Holmen, WI

Be visionary. Neighborhood is vital and important. Paul Ahicht, 200 North 23<sup>rd</sup> Street

Use would be year round.

Although the cost of an indoor facility is higher, it could be used year round as opposed to only a few months for an outdoor one. An indoor facility could also generate more

revenue on a continuous basis.

Memorial is great for the neighborhood. Many families live nearby. Good for the University possible partner with the Rec. Majors for ideas/programs, this asset is underutilized. Good for nearby businesses. Promote as a HEALTHY neighborhood. No Sand, not by a pool!

Memorial Outdoor GENA proposal not any of these current. Keep more of the historic native of the pool. Would be preferred. Keep our neighborhood amenities in the neighborhoods. – Washburn neighborhood

Save Municipal pool for the community. – Kay M. Mazza, 2321 Ferry Street

Outdoor use for 3 months for \$1.5M-\$12.5M is not money well spent. – Ryan Cornett, 920 Wall Street

Consider Myrick Park.

I'm less concerned about what the final site looks like, I'm only concerned where it is. I only want and will only support a pool at the current Memorial location. – Steve Arnold, 2005 State Street

I feel that the St. Andrews idea is too large that it should be considered on its own. Not as a replacement for an affordable recreational municipal pool. I feel the forest hills location creates logistic problems for kids to ride their bikes past main St. (on the bluff side) of Losey. You can only get there on the sidewalk. My 11 year old wanted me to tell you that Erickson drools and Memorial rules! He is not a big fan (or that age group in general) of the Erickson Option. – Josy P. Kay, 1203 Heritage CT

My number one priority is to see a renovated pool with children's amenities at the Memorial Pool site. We moved our family from West Salem to the City of La Crosse for the experience of living in a city neighborhood, such as walking to pools and parks. We pay higher taxes for a smaller home and lots but accept that as part of the City benefit. I'd like to see some of those taxes go to a pool in our neighborhood. – Melissa Chelf, 124 17<sup>th</sup> Pl S

Avoid conflicts by the way of lap lanes and diving boards. Lap lanes must be open ALWAYS. Please try to retain historic shell of the Bathhouse.

As residents of the GENA neighborhood, we feel strongly that Central City deserves a resource pool at the memorial site. North & Southside's already have sites that service their communities. We have two young boys that cannot safely navigate to the two remaining pools on their own. The youth that live in the heart of this city need this pool to stay active in the summer months. – Meg & Tim Konczakowski, 2305 La Crosse St.

I like the idea of rebuilding at the Memorial site to regain the neighborhood pool. It makes recreation more accessible to people in that part of town and restores a client base to the businesses there. Forest Hills is close by, but crossing Losey Blvd. and train tracks is unsafe for the children that will be attending the pool. – Kristine Wilson, 1706 State Street

An Additional pool is needed. I like the Forest Hills area, room for expansion also good parking available

In favor of keeping @ same spot – historic – plus great for neighborhood, Thanks! – Jacquencial Marcon, 208 9<sup>th</sup> Street

Keep Memorial Pool and rebuild it please! – Greengrass Café LLC Member, 1904 Campbell Road

I value the current Memorial Pool location, its proximity and walking distance without the need for crossing busy roads. – Jared Chelf, 124 17<sup>th</sup> Pl S

A year round indoor pool is needed to drown proof La Crosse area children. It should be used as PE time for all schools, especially the elementary children, the earlier the better to learn to swim. A therapeutic pool available year round is of great value to those who need water therapy for disabilities. As I need for my arthritis knee, water therapy help avoid need for surgery. – Jan Schilling, Schultz Lane, Onalaska

Erickson pool overcrowded and not easily accessible for kids to walk or bike to. Northside pool-kids from neighborhood need to be driven. To rebuild Memorial easily accessible by bike or walking for neighborhood kids. – B. Perry, 207 S. 21<sup>st</sup> Street

Memorial Pool is the only site that can best serve the most people. An indoor facility is too expensive for the City to maintain. Memorial has served a diverse socioeconomic, kids from all religious and public schools together, and Ho Chunk populations. – Lynn Wolter, 118 22<sup>nd</sup> Street South

Maintaining a pool at its current location is my top priority, some place outdoors and where lap lanes are available. Where is the option of repairing the current pool with a liner? – Dianne Bone, 1929 State Street

Memorial Pool is the best option for the community. The most accessible and most realistic. – Ruth Devirt, 410 N. 24<sup>th</sup> Street

We want our pool to stay a neighborhood jewel. – Betsy Fowler, 311 S. 24<sup>th</sup> Street

Do an outdoor pool first at Memorial site which is more centrally located and would attract more kids, but go for an indoor major facility for year round use too.

Plenty of “undeveloped” sq. footage on City Bus Route. All subsequent to revamping HWY 16 intersection (roundabout). – Joe Theisen, 101 22<sup>nd</sup> North



Adding to Erickson is a waste of money. It does nothing for the central part of town. – Nancy Johnson, 1023 Cameron Ave.

The GENA neighborhood deserves this facility. Not only that, we deserve investment in other Rec. Facilities in our neighborhood. Most notably Myrick to make up for the loss of the zoo/Ecopark. This whole process is nonsense. – Josh Miner, 2225 State Street

No interest in 5, 8 or 11. Bob Weathers, 14 Copeland Ave. Apt 301

I believe an indoor pool is needed. I really don't care about where it is located. We already drive 5 days a week to LSE & ONA for swim team practices. After I'm at Logan & YMCA LSE and YMCA ONA the same day with different practices because lack of space!!! Wonder if we should be looking more county wide vs. in the City of La Crosse. - Janeane Davis, W8126 Beacon Street

Please keep a lap pool at Memorial Site. Bells and whistles not necessary. Diving Board YES. Don't want to consider another site. My 14 year old son needs outdoor summer HEALTHLY activities. He "lived" at Memorial pool prior to its closing. My older daughters are lifeguards and it would be great for them to work in the neighborhood. My husband and I would and (haved) use(d) lap lanes. – Jean Ellis, 1801 Cass St.

Memorial pool has been an incredible and convenient part of our community. It is with our best interest to preserve and improve a pool that has been a great resource to this community. It is cost effective, the location is a favorable construction site, and most importantly it keeps kids and adults active and healthy. For me personally, Memorial pool has been a constant source of fun and enjoyment throughout my life. I believe it is within our best interest to continue Memorial Pool's existence for future generations. Long Live Memorial Pool! – Cedric Carpenter, 1920 State Street

This past summer was our first without Memorial Pool. We have five kids and it was the perfect location for our oldest 3 to ride their bikes and hang out with friends. This last summer, my kids rarely went swimming due to distance and business at Erickson Pool. Our local pool brought families and kids together and provided outdoor recreation for our community. No other options provide that. Forest Hills is across a busy street, big concern. I understand that there is a need for an indoor pool for competitive swimming. However, I do not think this is a viable option for the taxpayers of La Crosse. And opinions of those who live outside of La Crosse should not be considered when weighing options. As far as a community collaboration project we can look at the history of the HSC and Ecopark and see that best intentions have a history of falling short. Bethany Miller, 360 S. 21 Street

**KEEP MEMORIAL POOL!!** Everyone has spoken repeatedly, countless surveys and votes. ½ of City Council replaced. **REBUILD MEMORIAL POOL!**

As a Memorial pool, you could tie the area to veteran concepts in the area. The pool

could be a “reflection”, the Hall of Honor are the veteran’s stories, and veteran field the “battle field”. It would be a tribute to La Crosse Veterans/ WI veterans. At the same time could tell the history of the neighborhood. – Adam Flood, La Crosse CVSO

Problem with #8 is Losey Blvd. and kids crossing. Pollution/air. – Dennis Ross, 621 N. 23<sup>rd</sup> Street

Our Community would greatly benefit from an indoor aquatic facility. I have 2 competitive swimmers. We travel throughout the state to competitive swim meets spending a lot of money of lodging, food, entertainment. I’d like to see competitive meets HERE! Our community would be a fantastic destination. Great hotels, restaurants shopping and outdoor activities. A great facility that can host meets can bring an economic benefit to La Crosse! We have outdoor pools. The summers are SHORT. Let’s use our resources on something we don’t have. We need more pool availability for practices, lessons, recreation, competitions and health therapies. An outdoor pool will not help with the limited pool space that we now have! Thank you! – Theresa White, 2126 Evenson Drive

Access to swimming is essential, removing the Memorial pool from the neighborhood puts children in the neighborhood at risk. Area business benefit from the traffic created by recreational facilities. – Courtney Daniels Burke, 219 20<sup>th</sup> Street South

I am concerned that the push for an indoor facility is being driven by people who live outside the city (and won’t be contributing to the cost through taxes) and by folks who engage in competitive swimming, something most of us find cost and time prohibitive. I like the Memorial #10 design at either the Memorial site (#1 choice) or the Forest Hills site. The lazy river/vortex stuff seems unnecessary and expensive. – Jessica Thill, 950 Redfield Street

Zero depth entry is very good for introducing young children to pool. – Carla Pena, 832 22<sup>nd</sup> Street South

Build the pool at the Memorial site, do not need a bunch of bells and whistles. – Roger Korger, 1811 Cass Street

Accessibility to a swimming pool is critical to so many aspects of life. The current location offers so many benefits! We are not looking for all the bells and whistles. We are looking to swim again as a family in a location that brings the community together and supports local businesses. – Michelle Nauman, 413 23<sup>rd</sup> Street North

I hope that you can raise enough money to bring the pool back. My family loves Memorial pool. Please bring it back. \$4.0M is worth it. – Addison Sazama-Nauman, 413 23<sup>rd</sup> Street North

Municipal pool should be replaced with at least one alternative outlined above. Had a nice and convenient location on UWL Campus. My kids both took lessons there and I had

autistic kids (clients) from Chileda swim there and they all enjoyed old Municipal pool. – Stephen Gores, 415 7<sup>th</sup> Street South #119 (Becker Plaza)

Memorial is by far the best location for the following:

1. No pool in that area
2. Easy safe access for most school age kids
3. Local business
4. Bus Stop
5. University kids

Respect the history of Memorial Pool site and rebuild a pool for the next 50 years. – Glenn Larson, 2322 State Street

Please consider removing vortex pool options.

Why 25 yds. vs. 25M? All triathlons and swim events I have participated in have been metric distances. – Denise Milton, 354 21<sup>st</sup> Street South

The YMCA's provides for adequate indoor aquatic needs. Heated outdoor pool, which Memorial wasn't, never were many kids there. Not at Memorial locations. Poor site for pool. We loved going to Forest Hills! Beautiful location. Otherwise Forest Hills should be used for condos. One problem our streets are disgraceful and make our city look old and tired. I'd rather see more money go to that and put the pool idea off a few years.

Do not spend extra money just to keep the pool in same exact spot.

We miss the location of Memorial Pool. We can bike to it. It is in our neighborhood. We support putting it at that location. Rebuild at Memorial Pool. Holly Gorman, 400 South 14<sup>th</sup> Street

Less is more! Let's renovate and elevate our neighborhood. Please. – Paulette Stall, 2707 Main Street

I think in the climate we live in an indoor pool would be more practical. As nice as it would be to have an outdoor pool, it wouldn't get used as much. The therapy part of an indoor pool is very appealing as well. There is a great need for that in our community.

I would love to swim at Municipal Pool this summer! Thanks for considering my ideas. Love that an indoor pool is being considered as well. – Christi Pfaff, 793 22<sup>nd</sup> Street North

Retro Rules!!- Thomas Pfaff, 793 22<sup>nd</sup> Street North

Outdoor pool essential for La Crosse youth to learn to swim and for others to have lap swim for health reasons. – Jac D. Bulk, 2322 Winnebago Street

Forest Hills offers the parking that is currently unavailable at Memorial. Unless the city can enter into an agreement with the University to use parking space north or south of Mitchell Hall, I favor the Forest Hills site. – Marie Allen, 224 South 21<sup>st</sup> Street

We bought our home on 24<sup>th</sup> Street North due to the proximity of the pool and the value it brings to the area. Both value to the community and to our property values. Please fix the pool that already is a part of our community! – Lauren Gourley, 540 24<sup>th</sup> Street North

I like to swim laps, Logan is too cold. Need something for South siders. – Diane Kimball, 3512 Levy Lane

Like #8 based on Cost/ft. pool surface area. – Mark Gar, 227 22<sup>nd</sup> Street North

The 2 public high schools have 1 combined swim team and they practice at the Logan High School pool. That pool cannot host competition at all because it is too small and not deep enough to add starting blocks. – Doering, 1611 Main St.

I need to know tax implications before deciding my preference of pools. I am leaning toward an indoor facility. However, I'd like a better understanding of how property owners will be impacted. Also, is there an indoor option at Forest Hills?

In this community the practical option is an indoor aquatic center. We have such a limited selection in this City compared to others of similar size of indoor aquatics. I understand the emotional attachment to an outdoor pool, but the practical choice is an indoor. – Caroline Wilker

I am a swimmer for the La Crosse WAVE swim team and the La Crosse Central swim team and this community is definitely lacking in a year round facility for competitive swimmers. An indoor option would fill a need for so many people in the La Crosse Area. – Katelin Thompson, Town of Shelby

I am the mother of four children that use swimming pools for recreation, competition and exercise. We utilize many all of the pools in La Crosse including Erickson, Logan outdoor, Logan High School and the YMCA. We also visit some of the surrounding communities' pools as well in the summertime. There are many outdoor options to choose from for our kids. But come fall- the choices are limited and the available pools are overcrowded and often unavailable to the public. I sympathize and understand the plight of the families in the neighborhood of Memorial Pool. If I grew up or moved to a home that had a pool within walking proximity I would be sad to see it go. But when talking about millions of dollars, you need to consider what is best for the community as a whole – not just one neighborhood. And most importantly, what gaps need to be filled with a new option. As I sat and listened to the presentation from Burbach, I heard them say the information and data gathered showed the top two needs for this community were competition space, and rehabilitation and therapeutic options. As I looked at the five plans the pool committee put forward – only one will really fill that gap. Why would we invest money into a facility that will only fix those top problems for approximately 75

days out of the year? Three of my children are members of the La Crosse WAVE and so we have traveled to many other cities with indoor aquatic options. It continues to frustrate us that a community the size of La Crosse doesn't have any public swimming options available to its residents for the majority of the time. I understand the difference in the price tag for an indoor facility, but there would also be much more opportunity for partnerships with many of the big contributors to our community. The hospitals, schools, YMCA, Boys and Girls clubs, not to mention individuals who would help fundraise to get the needed dollars. Sign me up for helping to call donors! If an indoor facility could be built on the Forest Hills location it seems it would cover the memorial pool community with a close recreational option and provide the completion and therapeutic spaces so desperately need here. Win/win. I hope the pool committee realizes the demand and need for something year round and seriously considers presenting the indoor option to the La Crosse City Council. – Jennifer Livingston Thompson, Southdale Drive

It doesn't make sense to me that rehabilitation/therapy pool time ranks at the top for needs in this community, yet only one indoor option where it could be used year round is being presented to the public. If we are going to put our tax money towards a new pool project, it only makes sense to go indoor. Several groups/organizations are fighting for pool time in the winter months, while there are plenty of options already in our community during the summer. Having an indoor, competitive facility also allows the city to gain some revenue and draw in tourism dollars from people outside of the area. An Indoor aquatics center is much needed in this community!

I took my grandkids to Memorial Pool for years until they were old enough to go by themselves. They could easily stay at the pool for most of the day, just happy to splash in the water. They never complained about the lack of "Bells & Whistles". I think the city is overthinking what we want for this neighborhood. Just a place kids can walk or bike to, meet friends and enjoy summer. Grandma of three. – Barb Perry, 2129 King Street

Keep the pool at Memorial Site. We own it. Not St. Andrews Land Expansive.

Swimming year round would be awesome. Forest Hills is hard for kids to ride bikes to. – Mark Flottmeyer, 612 Avon Street

There is not enough room at Memorial for a pool area to be done correctly. They need to be a new pool and needs to be done right. It should be an indoor pool because we are in a cold climate. It should be in operation from 5 a.m. to 10 p.m. a day, seven days a week. – Ann Zumach, 2019 Winnebago Street

Need an indoor aquatic center that will be used all day and into the evening. Our City is very short on swimming facilities that can be used year round. – Sandy Kapellas, 1707 South 22<sup>nd</sup> Street

La Crosse does not have an 8 lane indoor competitive pool to bring the big swim meets. It would be advantageous not only for the city but for the Universities. Swim meets bring lots of people and they spend good money and time in the cities they go to for meets. Pool time is difficult to get so it would also help there. Also a pool for medical reasons,

best rehab for many medical issues.

I'm for a pool but not at Memorial. La Crosse College has taken that over, it is not safe, lack of parking, not enough room and too congested. Consider our property and business taxes. You don't seem to care. I'm for a pool! But cost worries me! – Ronald Sake, 1219 South 26<sup>th</sup> Street

Move the Salvation Army to Memorial Pool land or sell/give it to UW-L. Outdoor pool at Erickson is only viable option. Forest Hills is underutilized. - Margaret O'Meara, 801 Main Street

I need a place I can swim that's not outdoors where I can get sunburned. Don't want outdoor.

Please make an indoor pool, it would be very beneficial and I will even chip in some money. NO OUTDOOR POOL!! I will even chip in \$10.

An indoor pool makes the most sense for our community.

Don't want outdoor pool.

I swim on the swim team for the La Crosse WAVE and the pools we swim at are awful. If we had an indoor facility there would be so many options for many different kinds of people. – Gracie Gerke

I like to swim! Please build me a swimming pool!!

I do not live in the City of La Crosse, I live in La Crescent but I am on the La Crosse WAVE swim team and I would Love to see a new pool built. – Amanda Iverson

I swim a lot and am thinking of joining the swim team but the Y pool makes me uncomfortable because of its excessive heat. – Peyton Haug

I'm sad that they closed Memorial Pool because I spent my summer there so I would love a replacement. – Tori McHeir, 2627 Cass Street

I live in the Town of Shelby (La Crosse County). – Anna Durall, N2422 Three Town Road

La Crosse has a Northside and Southside pool. Would love to keep one in the middle of the City by the University. So neighborhood kids can bike there without crossing busy streets. – Megan Zellner, 2130 Grandview Place

I swim on the La Crosse Y swim team and this pool would not only benefit our team it would bring in jobs and would help us have not as much conflict with pool times.

Currently my practices get done at 9. I get home at 9:30 and still have homework as a high school student with this new pool there would be enough room where we wouldn't have this problem as the south is too hot when doing the intensive exercise we do and the blocks wobble when you jump in our pool. It is considered "slow" to other teams and we have lost teams to come to our annual meet. Also, I am on the high school team and we practice at Logan which has awful blocks, if new people want to try swimming how can they practice starts if you slip right off of them.

Our area has plenty of outdoor pools but not enough training and competition pools to support all the swim team needs. Pool time is hard to come by for laps recreationally or competitively. A multi-use indoor facility would provide lap time and bring in revenue!  
– Stacy Erdmann, 217 East Larkspur Lane, Onalaska

Our family supports replacing the outdoor pool at the Memorial site. With 2 young kids, we are interested in zero depth, lap & open swimming, waterslides and a shaded picnic area. I have not viewed the conceptual site plans, so I'm unfamiliar with the specifics at each location. But our preference for ease of access for families would be the existing Memorial site. Forest Hills would be an acceptable secondary alternative, but walking access is more difficult. Erickson is not convenient to our neighborhood at all.  
Thank you for representing our neighborhood! - Sara Strassman, 516 23<sup>rd</sup> Street North

The North side is already served by Logan H.S. indoor Pool. Forest Hills is on the wrong side of Losey for children to bike. Keep Memorial Pool. – Joe Van Aelstye, 3152 South 33<sup>rd</sup> Street

Keep Memorial Pool. – Tristin Hutzenbunler

Memorial site is centrally located, accessible to La Crosse and area residents. Kelly Schultz, N3144 Vista Court