



TOWN OF CARY

DOWNTOWN CARY PARK

MASTER PLAN REPORT | MARCH 2019

PREPARED BY **OJB**

LANDSCAPE
ARCHITECTURE

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DOWNTOWN CARY PARK

Prepared for:

TOWN OF CARY

316 N. Academy St.
Cary, NC 27513

Prepared by:

OJB | LANDSCAPE ARCHITECTURE

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FOREWORD

HAROLD WEINBRECHT, CARY MAYOR

On behalf of the entire Cary Town Council and the more than 166,000 people who call Cary home, it is my honor to introduce our Downtown Cary Park Master Plan.

This master plan is rooted in nearly 150 years of civic pride, inspiration, and just plain hard work that has made and keeps Cary one of the best places in America to live, work, and enjoy. From our humble beginnings as a railroad lumber town in 1871, each generation of Cary citizens has given their time, talent, and ideas to create chapter after chapter of Cary's amazing story.

For my generation and as evidenced by this visionary master plan, I truly believe that our new downtown park will be seen as the hallmark of our era. Once built, this beautiful destination will host lifetimes of memory-making while simultaneously serving as a catalyst for continuing private reinvestment in the heart of our community.

Big ideas often require bold leadership to make the ideas a reality, and our downtown park is no exception. Several standouts deserve to be highlighted here.

First is my Council colleague and downtown small businessman Don Frantz, who has been first among equals as the park's supercharged advocate. Don's courage, conviction, and optimism have been remarkable, and his clear focus on the goal has been unwavering.

Along with Don is Cary's CEO, Town Manager Sean Stegall. No one dreams bigger than Sean; he is our Change Agent, continuously challenging and inspiring Town staff, the Council, and our community to think differently and to believe that there's nothing Cary can't accomplish. Sean Stegall's fingerprints are on every page of this plan, and his influence is on every person and process associated with it.

Hundreds of Town staff – literally - played roles small and large in developing this master plan, and I thank each and every one of them for their contributions. I must offer special recognition to Economic Development Director Ted Boyd and Parks, Recreation, and Cultural Resources Director Doug McRaney who effectively co-led the Town staff teams as well as their collaboration with the project's consultants.

As for consultants, we hired the best of the best, which is evident when you read the master plan. The award-winning landscape architectural firm of the Office of James Burnett led the master planning team, which also included Machado Silvetti, Biederman Redevelopment Ventures, Withers Ravenel, Shore Art Advisory, Cummings Corporation, and Fountain Source. Working with them has been an incredible honor and yielded fantastic results.

Finally, and most importantly, I want to recognize the more than 1,200 citizens who were actively involved in the master planning process. Whether in person or online, your input and feedback were essential in ensuring that this special place will truly be a Cary special place.







1.0 INTRODUCTION

1.1 CONTEXT OF THE MASTER PLAN

Cary has grown tremendously over the past thirty years. With an expanding community, there has been a refocus of energy within Cary's downtown core. The Town wants to promote local businesses, artistry and craft in the downtown neighborhood, and ultimately create a destination for Cary residents and the surrounding region to enjoy.

While some development projects are underway already, the Town views a new, urban open space as a catalyst for this effort. Quality parks raise property values and increase foot traffic, creating a more attractive environment for potential business and residential opportunities. Downtown Cary Park will build upon current momentum to further create an inviting, exciting and fun destination in the heart of Cary.

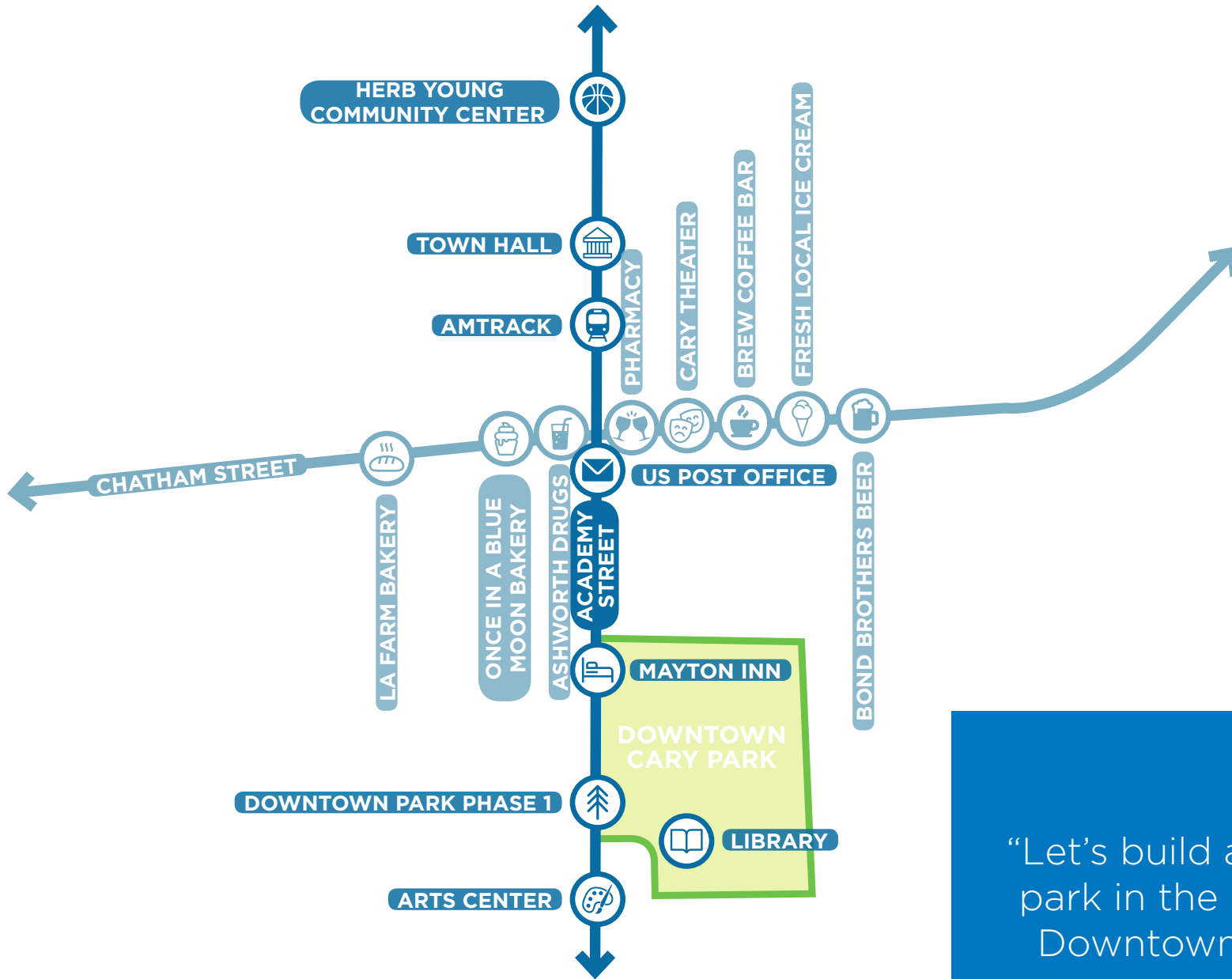
In order to guide the vision of the park, The Town of Cary recognized the need to develop a master plan that sets forth a vision for the downtown park with consideration of neighborhood needs, recreation, historic and cultural identity, circulation, design of open space, maintenance, public engagement, and sustainability. The Town selected OJB Landscape Architecture to create the master plan that addresses these issues.



Current Development



Potential Future Development



“Let’s build an iconic park in the heart of Downtown Cary.”

PARKS, RECREATION & CULTURAL RESOURCES

With parks and greenways that stretch for miles, cultural events that take you around the world and back, and sports programs that knock it out of the park, Cary offers a quality of life that is second to none.

Town of Cary Parks, Recreation and Cultural Resources is a three-time nationally accredited agency featuring an impressive 82 miles of greenways and an expansive network of over 2,600 acres of parks and open space. Arts and culture come to life with a multitude of events at the vibrant Cary Arts Center, The Cary Theater, and nationally renowned Koka Booth Amphitheater. Supporting downtown growth and economic activity, the department hosts numerous festivals, concerts, and events to attract thousands of visitors each year.

From the USA Baseball National Training Complex, to the 10,000-seat stadium at WakeMed Soccer Park, to the 33-court Cary Tennis Park, athletic venues have hosted over 50 collegiate championship games and matches. In Cary, play is taken seriously. With thirteen staffed facilities, residents are offered a wide-range of high-quality and cost-effective recreational programs at community centers, nature parks, dog parks, a ropes course, and an outdoor skate park. Each of the facilities fulfills a distinct niche and consistently raises the bar in defining success.

The mission of the Cary Parks, Recreation and Cultural Resources Department is to serve, educate and enhance life for the citizens of Cary. The professional staff plans and provides a variety of enjoyable and cost effective recreation, sports, environmental, historical and cultural arts programs and services. The Parks, Recreation & Cultural Resources Department works to acquire, develop, beautify, conserve and maintain a system of parks, greenways and recreation facilities that will assure quality leisure opportunities for all Cary residents. The Downtown Park is a continuation of this incredible legacy of world-class amenities for Cary Residents.



Cary is a vibrant community, rich with diversity & full of constituents who value their town.





“To provide high-quality and accessible programs, services, parks, and facilities that inspire and enrich the lives of all Cary citizens..”





“We engage Cary citizens to discover the extraordinary, create memories, strengthen the community, and experience the highest quality of life.”

1.2 CONTEXT OF DOWNTOWN CARY PARK

ECOLOGICAL CONTEXT

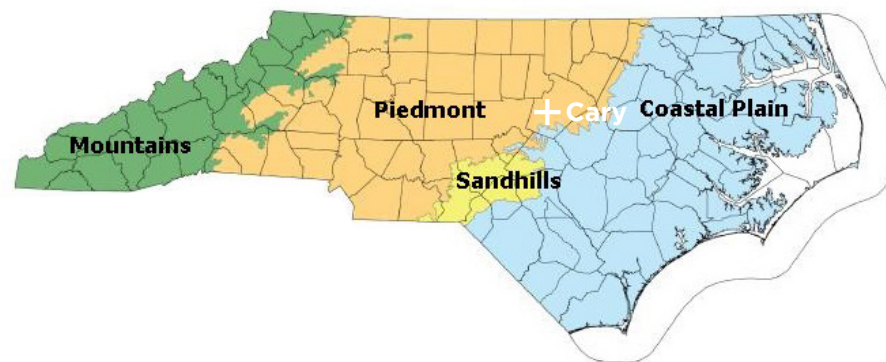
Cary is situated between the Piedmont and the Coastal Plains ecoregions of North Carolina. The transition between these two geologic typologies is called the “fall-off zone,” and features many water falls, rapids, and rough terrain.

Cary also rests just inside of the Neuse River Basin, which is an Atlantic Slope drainage basin. The Neuse Watershed is one of only four watersheds in North Carolina that are entirely contained within the state. North Carolina’s water bodies are exceedingly rich with biodiversity, and many efforts are underway to protect native species found therein.

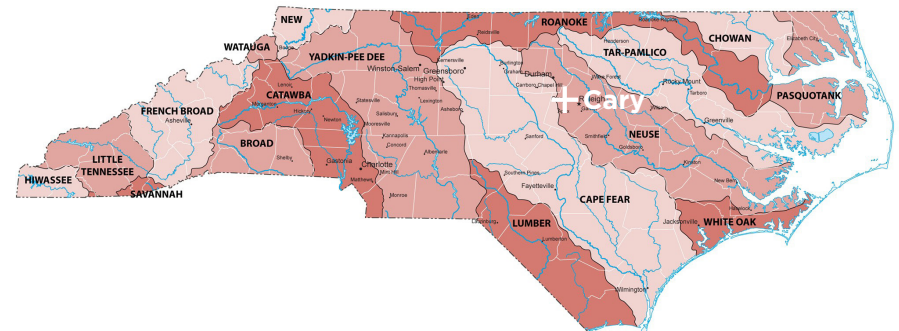
There are several ecologic community types found within the Piedmont and Coastal Plain ecoregions. Downtown Cary Park will feature flora that tell the story of the surrounding ecoregion.

A special moment within Cary is the Stevens Nature Center at Hemlock Bluffs Nature Preserve, which features a rare grouping of Eastern Hemlock trees and their supporting plant community. With only a few of these communities left in the Piedmont, this is a rare natural treasure.

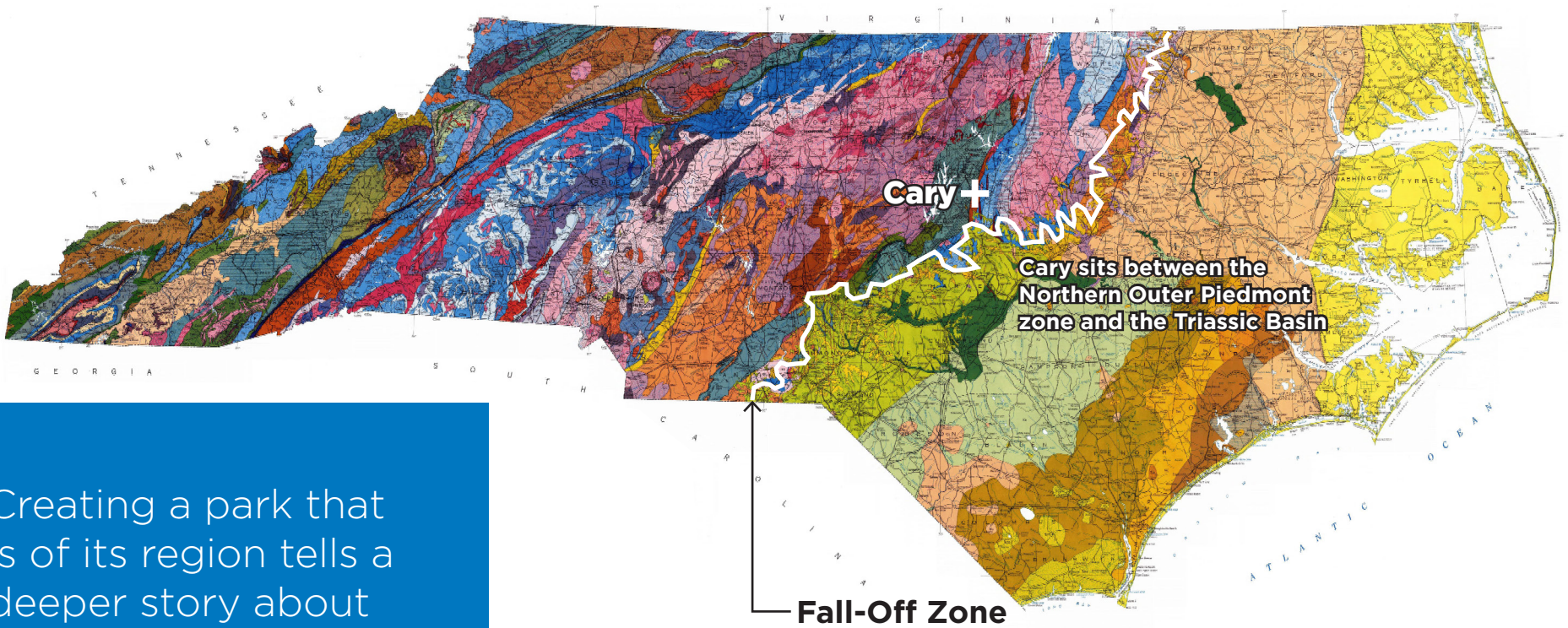
Downtown Cary Park will be a celebration of the region’s unique ecological context. There will be opportunity in specialty gardens, in wetland plantings, and even through rotating program to tell the story of Cary and its natural features.



North Carolina Ecoregions

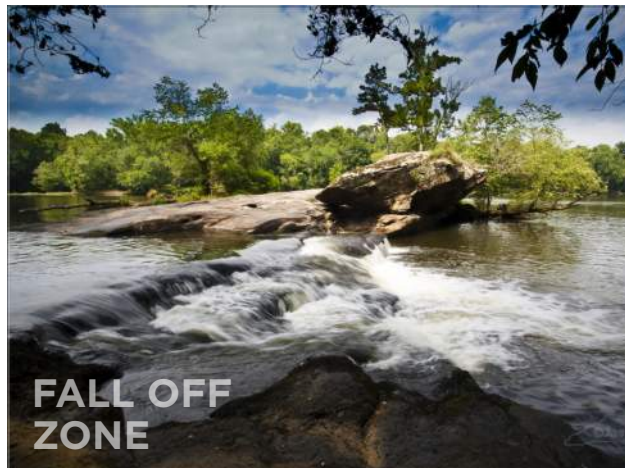


North Carolina River Basins



Geologic Map of North Carolina

Creating a park that is of its region tells a deeper story about a community and its land.



DOWNTOWN CARY PARK PHASE 1

In 2017, Cary opened Phase 1 of Downtown Cary Park. Later named Town Square, it sits on the southwest corner of the block and encompasses approximately one acre. The park features a plaza, flexible seating, games, an event lawn and a large fountain as its centerpiece.

Since its opening, Town Square has been a huge success. Cary hosts concert series, food vendors and festivals in the space, and community members always seems to be taking advantage of the free games and picnic spots. The space was built, the people have come and additional capacity is clearly needed.



With the popularity of events at Town Square, Cary hopes that Phase 2 will provide the ability to host more frequent and larger gatherings. Staff has also expressed the desire to create a performance facility where minimal set-up and take-down is needed. Community members have made it known that interactive water is a priority; with the iconic fountain for looking at in Town Square, constituents are eager to enjoy a fountain for playing in at Phase 2.

New concerts and performances happening in Town Square have begun to activate the evening hours in Downtown Cary. With creation of Phase 2, both town staff and community members are ambitious about further enlivening nights and weekends.





“I’d like to see a lot of life in the Town of Cary. More brew pubs, more restaurants, dancing, cultural events... a lot of fun!”



EXISTING SITE ASSETS

Several elements stand out as great opportunities within the Phase 2 site. Perhaps the most noticeable are the many existing champion trees. Champion trees are defined as at least 30 inches in diameter. To have so many existing on site is priceless, and the design team intends to save as many as possible.

Existing topography is another great opportunity, as the site holds approximately 30 feet of grade difference across it. Having topography to play with will enhance the park experience and help define future park spaces.

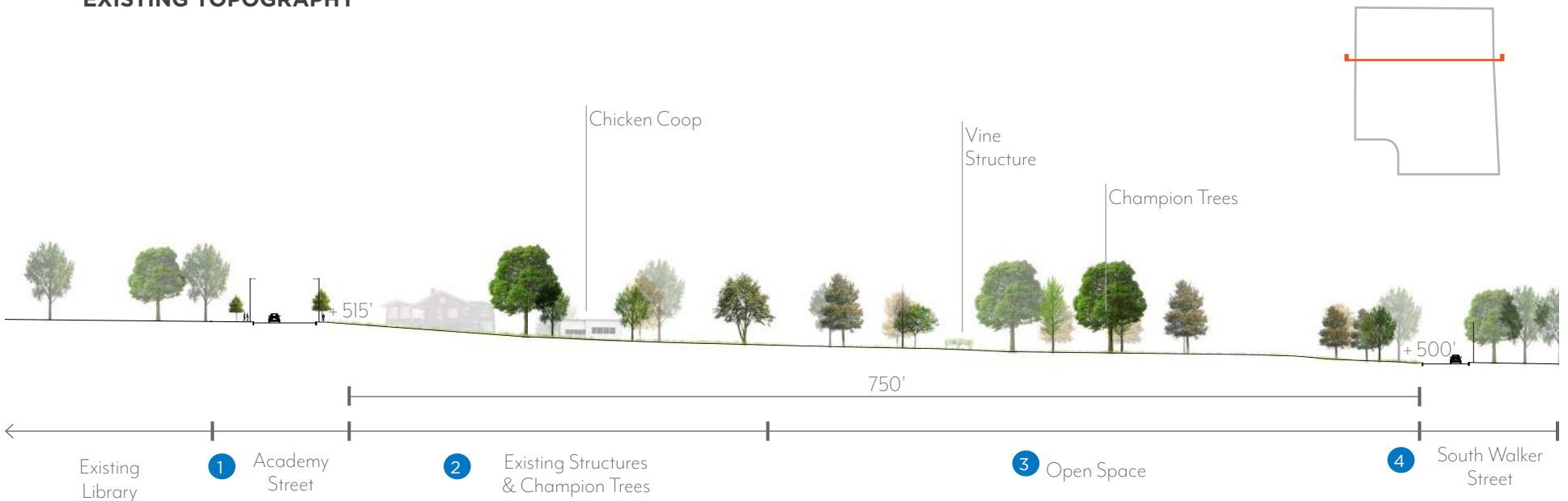
Lastly, Phase 2 will benefit from the close proximity of recent and ongoing development. More density around an urban park will increase use. Town Square, Academy Street, and the development of the new library and parking deck will be an asset to this future public space.

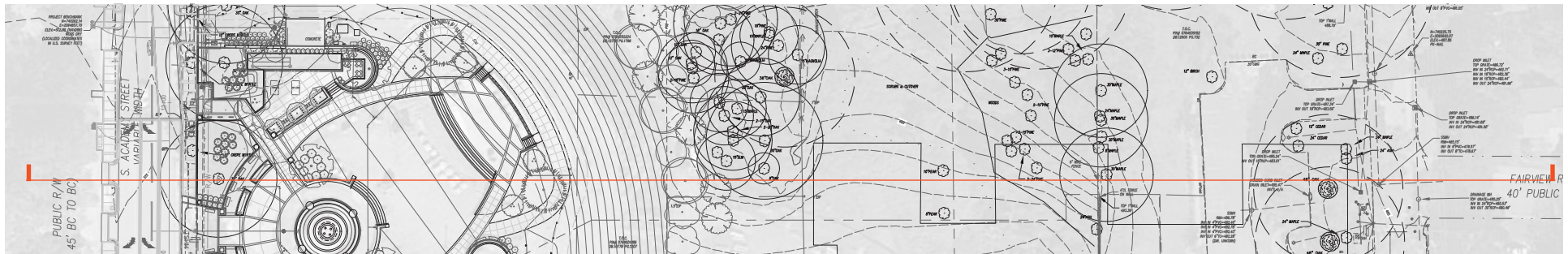
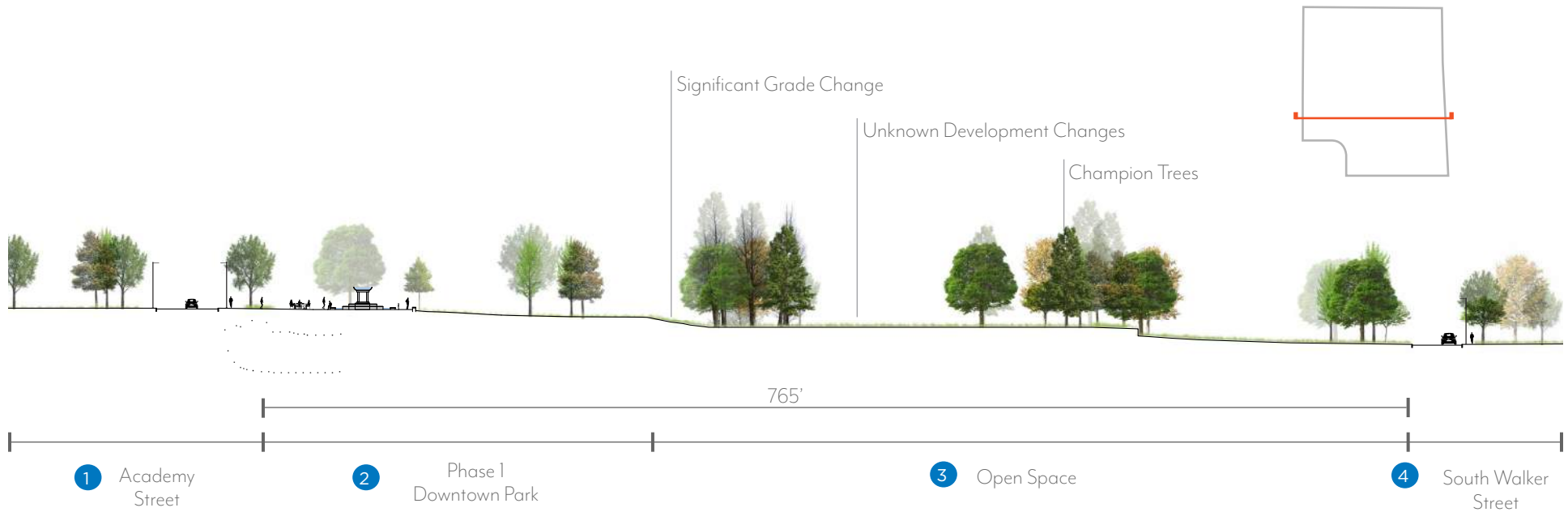
To review additional park analysis, see:
Appendix 1.2.1 for Past Master Plan Documents
Appendix 1.2.2 for Existing Site Conditions Diagrams
Appendix 1.2.3 for Site Perimeter Analysis
Appendix 1.2.4 for Site Perimeter Section Study
Appendix 1.2.5 for Existing Architecture Within the Block
Appendix 1.2.6 for Architectural Adaptive Reuse Strategies

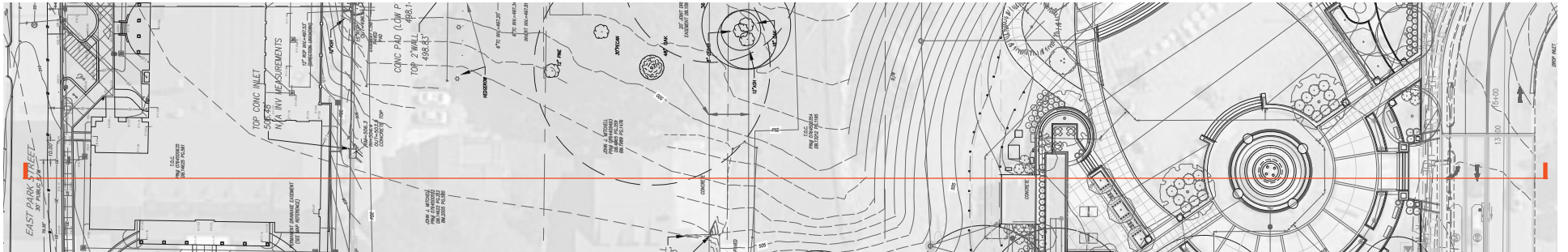
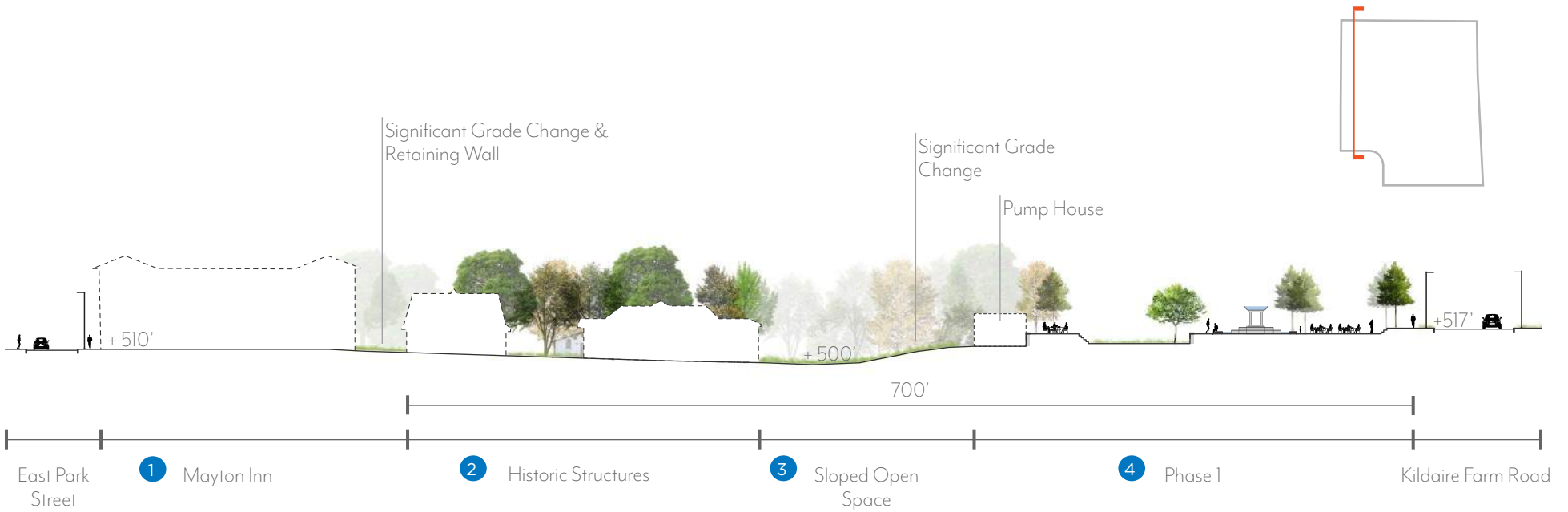


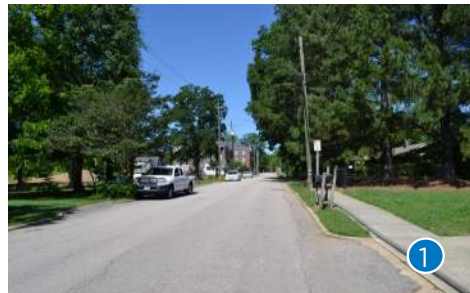
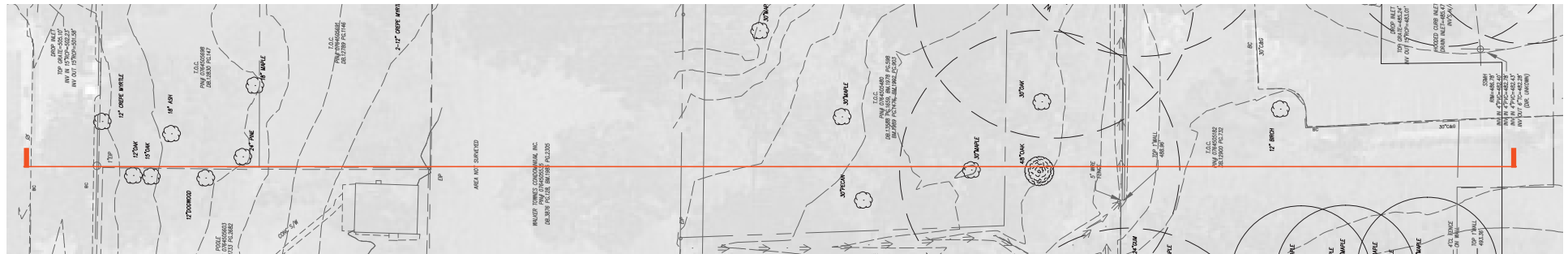


EXISTING TOPOGRAPHY



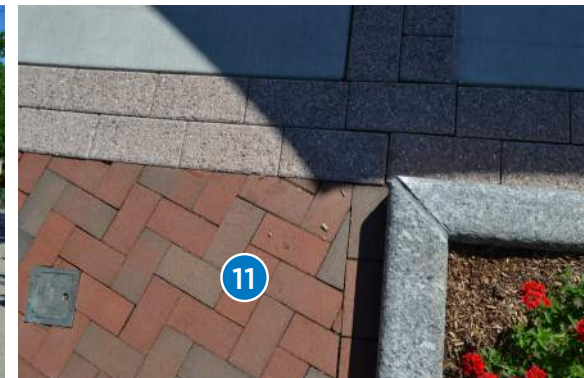
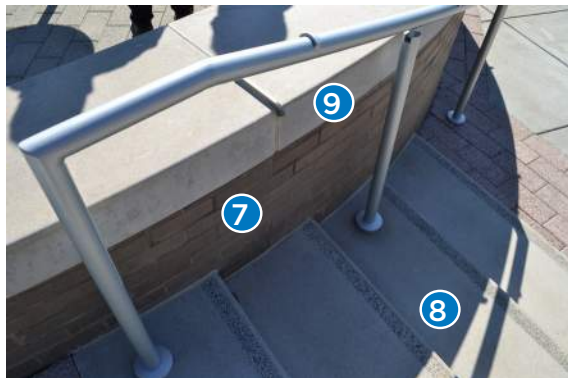






MATERIALS INVENTORY

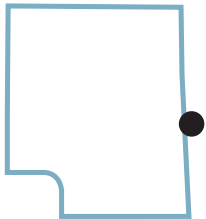
Phase 1 Hardscape



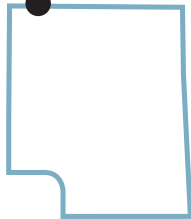
- 1 Broom Finished Concrete
- 2 Pink Concrete Paver
- 3 Granite
- 4 Beige 4" x 8" Concrete Paver
- 5 Beige 12"x12" Concrete Paver
- 6 Grey 4" x 8" Stone Paver
- 7 Tan Brick
- 8 Colored Concrete
- 9 Precast Concrete Wall Cap
- 10 Tan 4" x 8" Road Paver
- 11 Pressed Red Clay Paver
- 12 Decomposed Granite



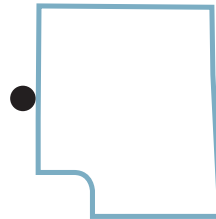
1 Street Light



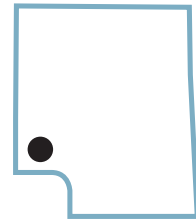
2 Mayton Inn Street Light



3 Town of Cary - Preferred Light Style



4 Phase I Pedestrian Light



Seating



1 Landscape Forms | Parc Centre Chair & Table



2 Carved Granite Bench

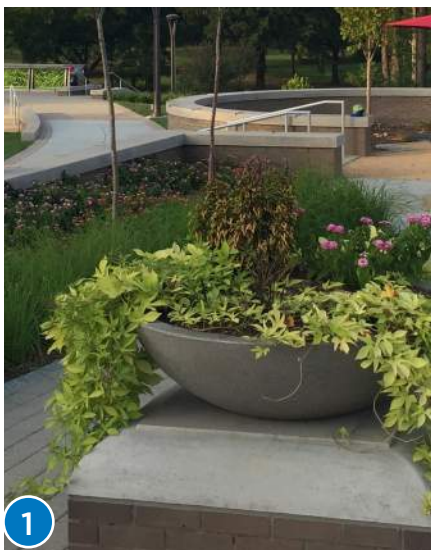


3 Landscape Forms | Plainwell Bench



4 Landscape Forms | Scarborough Bench

Furnishings



1



2



3



4

- 1 Planting Pots
- 2 Sun Shade Type 1
- 3 Litter Bins
- 4 Water Fountain
- 5 Bollards
- 6 Sun Shade Type 2
- 7 Ping Pong & Foosball
- 8 Bike Racks



5



6



7



Art



1 Entry Markers "A Sense of Place"

2 Academy Street Melody

3 Railings "Green Light"

4 New Installation at Downtown Cary Park

5 Academy Street

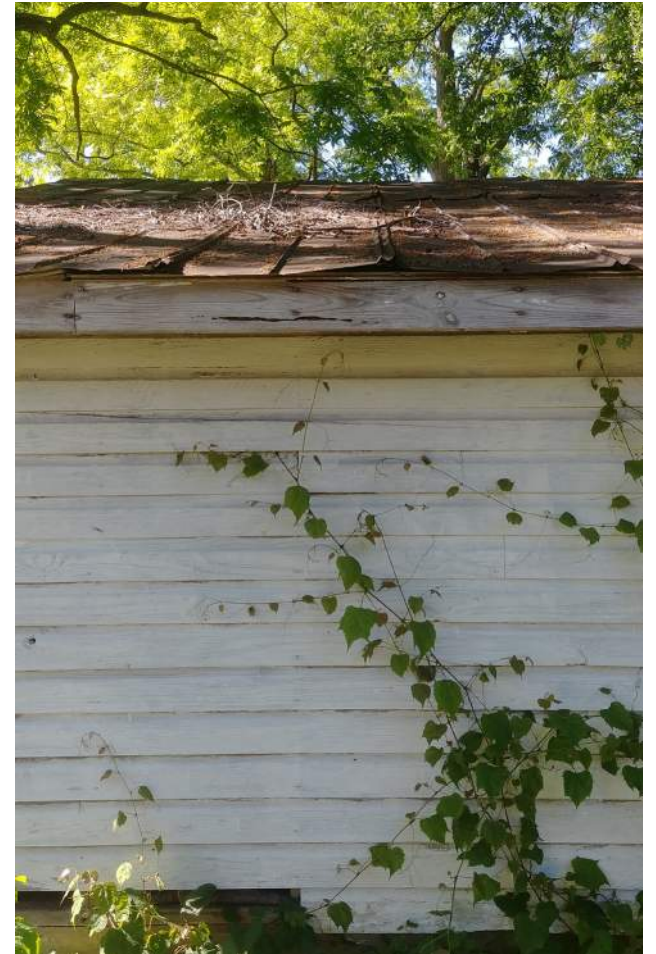
6 The Arbor Anime

Planting



- 1 Phase I Planting
- 2 Pump House Roof Planting
- 3 Site Maintained Turf

EXISTING SITE PHOTOS





2.0 A CARY PARK, FOR EVERYONE

2.1 PARK VISIONING

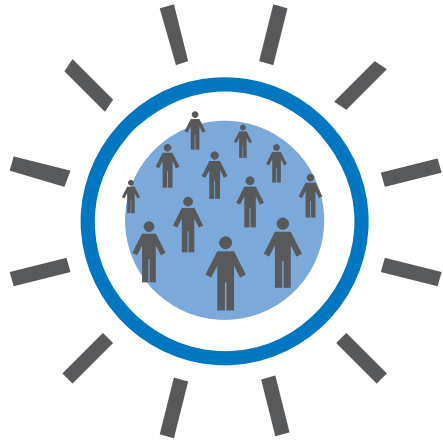
ASPIRATIONS FOR PHASE 2

Early on, Cary Staff and the consultant team created a vision statement to guide the Master Plan process. This is a living, breathing road map that has morphed through the process of community engagement.

Project goals dig into some of the practical means to achieve the overall vision. As the project progressed, the team continued to test ideas against these goals to ensure decisions are in line with the vision.

MASTER PLAN GOALS

- 01** - Create an inspirational vision for Downtown Cary Park that contributes to Cary's identity and becomes a regional destination
- 02** - Set forward a plan that leverages public open space as the unifying element of downtown Cary, open to all citizens from all neighborhoods
- 03** - Provide a comprehensive program and activity plan to further energize Downtown Cary as a destination
- 04** - Leverage Downtown Cary Park as an economic catalyst for further mixed-use development in Downtown Cary
- 05** - Develop a strategy for continuing operations to ensure longevity and financial sustainability



Downtown Cary
Park will be an

**iconic public
space**

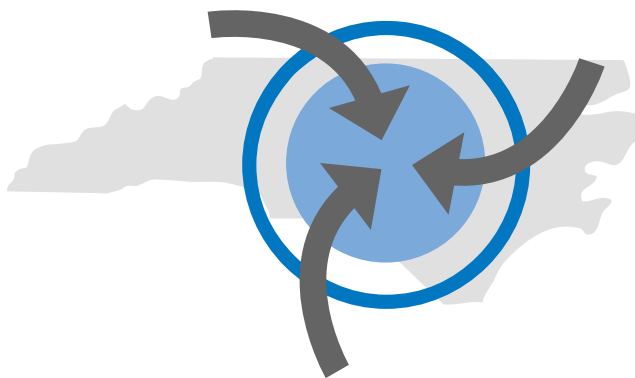
for all Cary Citizens,
will be a

**catalyst for future
development**

of downtown,
and will become a

**regional
destination**

for Central North Carolina.



2.2 COMMUNITY ENGAGEMENT PROCESS

PROCESS

Vision for Downtown Cary Park has been tried and tested through the community engagement process. Community input is vital in the creation of any urban space to ensure that it serves its immediate constituents. Community Engagement for Downtown Cary Park consisted of three major phases.

Phase 1 of the Community Engagement Process focused on program ideas. “Program” encompasses spaces and activities that happen within a park and can range from children’s gardens to food kiosks to photography classes.

Phase 2 focused on park organization, and how preferred program, discovered through Phase 1, might be organized within the site plan.

Phase 3 brought the preferred program organization map of Phase 2 to life. The design team revealed the preferred Master Plan to Town Council and the community through conceptual renderings and a digital animation.





2.3 COMMUNITY-INSPIRED PROGRAM

WORKSHOP #1

On July 25, 2018, Cary hosted the first Community Workshop for the Downtown Cary Park project. Held at Chatham Station in Downtown Cary, the event attracted more than 300 community participants and featured activities such as focused discussion groups, interactive mapping and program surveys.

This gathering provided the opportunity for community members to express aspirations for their new public space and for the consultant team to simply listen. Many great ideas were captured and will be carried through the design process to make Downtown Cary Park truly a representation of its community.

PROGRAM BOARDS

As participants arrived to Community Workshop #1, they were immediately greeted by a number of large inspiration boards. The images displayed were meant to evoke responses from the community as to what the park might include. Constituents expressed their opinions about which ideas were attractive, and which were not. See chapter 2.4 Program Findings for results from this exercise, as well as an archive of all program boards in Appendix 2.3.1.



Community Workshop #1



Program Inspiration Boards

DISCUSSION GROUPS

Round table discussion groups with guided questionnaires allowed community members to connect with consultant team members. Conversations revolved around questions such as, “What are the most memorable public spaces you’ve been to?” and “What’s your big idea for Downtown Cary Park?” To review notes from these discussions, see Appendix 2.3.2.



PROGRAM SURVEY

During the workshop, community members were asked to rank an extensive list of program activities between 5 (very interested) and 1 (not interested). These program activities represent initial ideas for types of small gatherings and attractions that could happen in Downtown Cary Park. Initial activity ideas range from small exercise and art classes to technology workshops to rotating food vendors. See chapter 2.4 Program Findings for survey results.



CARY TEEN COUNCIL

Doug McRainey, Director of Parks, Recreation, and Cultural Resources, connected with Cary's Teen Council on August 21, 2018. McRainey shared with Teen Council aspirations for the Downtown Cary Park and solicited their responses to the same program survey that was presented at Community Workshop #1.

Teen Council's feedback brought a valuable perspective to the team's research. In general, this demographic was excited about non-traditional program ideas. Find results from Teen Council's Program Survey in chapter 2.4 Program Findings.



Cary Teen Council Meeting

ONLINE SURVEY

The Town and consultant team opened an online survey to the public for several weeks to garner additional feedback from constituents. This survey focused on what community members enjoy about Cary and Phase I of Downtown Park, as well as what they might like to see in Phase 2.





2.4 PROGRAM FINDINGS

CONCLUSIONS

Between the Online Survey, Community Workshop #1, and Teen Council meeting, more than 1,700 Cary community members, approximately 1% of Cary's population, voiced their opinions during the Program phase of Public Engagement.

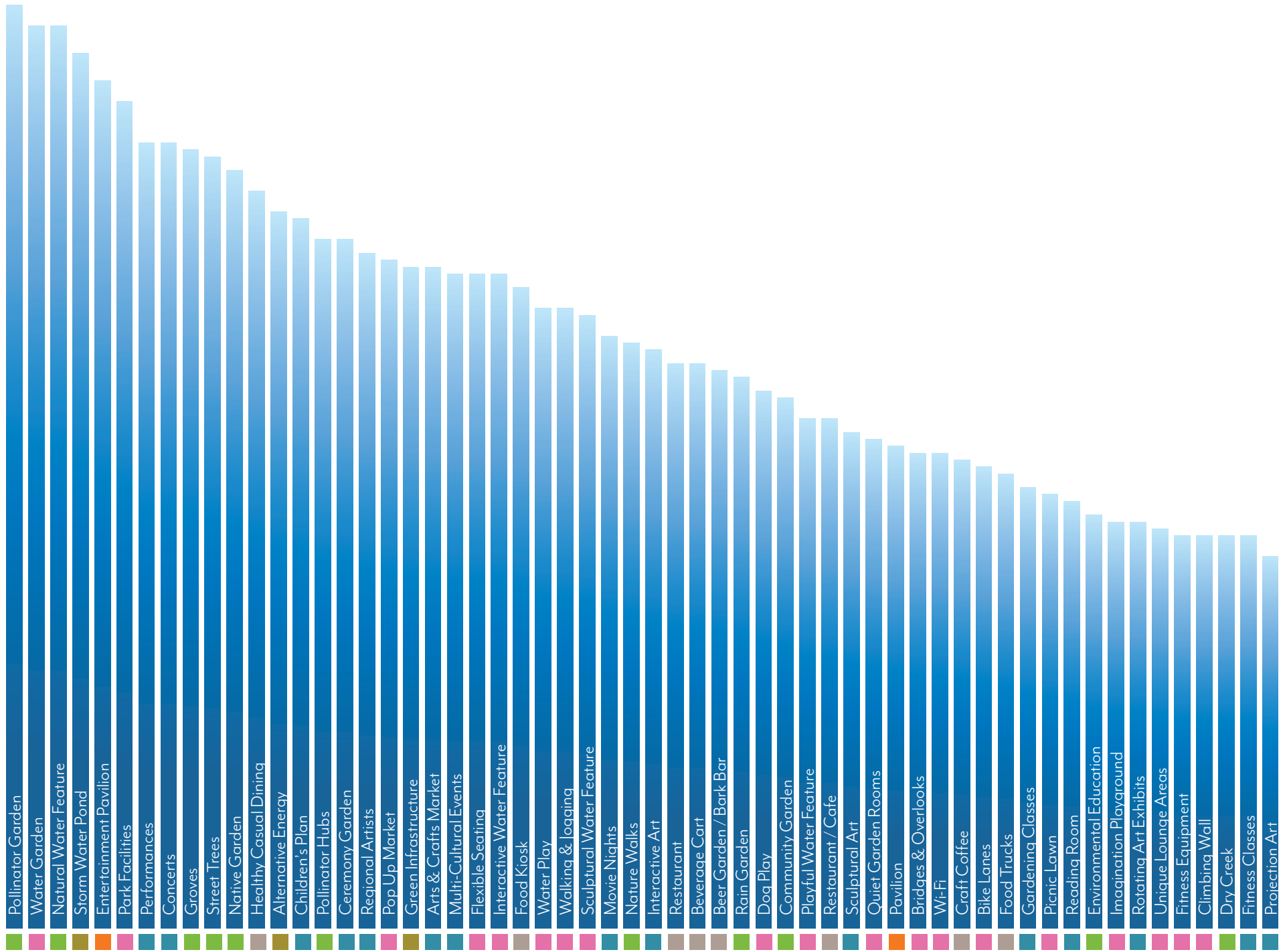
Key take-aways are listed here, and the most popular program ideas from all community feedback platforms are shown on the following pages.

See Appendix 2.3.3 for Additional Public Comments.



See Appendix 2.3.1 for an archive of all Program Board Community Feedback

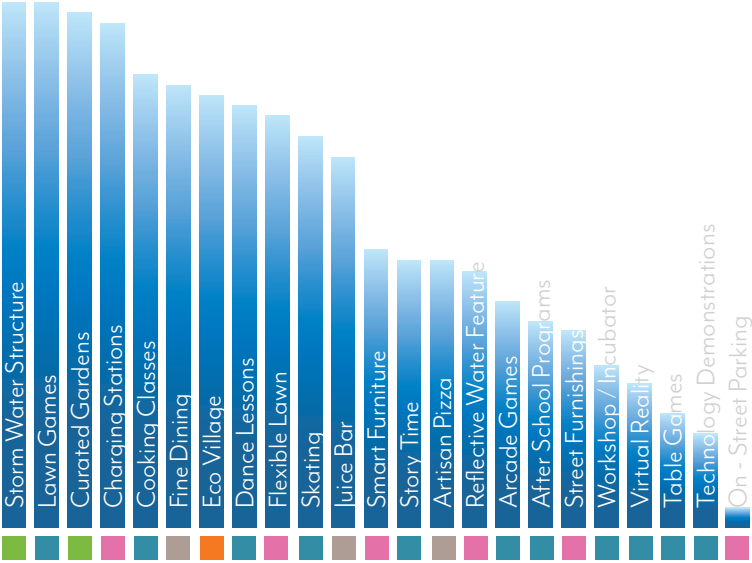
- Opening day programs could include outdoor movies, interactive water, food trucks and carts, pop-up markets, astronomy class, signature scavenger hunt, outdoor lounge and fire pits.
- Art, culture and music programs were popular across platforms.
- Teens preferred non-traditional fitness like trampolines or climbing walls, while Community Workshop attendees preferred traditional fitness like yoga and meditation.
- Games and hobbies like mini golf, remote controlled cars and arcade games scored highly among Teens.
- Online survey respondents valued a space that would bring people of various ages and backgrounds together.
- Because only 1% of online survey respondents spend time outside in winter, Phase 2 could offer a signature winter activity for Cary.
- Evening and weekend activities will attract nearby working population.
- Flexible performance and market space will be useful.
- Shade and parking will be necessary.
- Activities for all ages will be integral to the success of Phase 2.

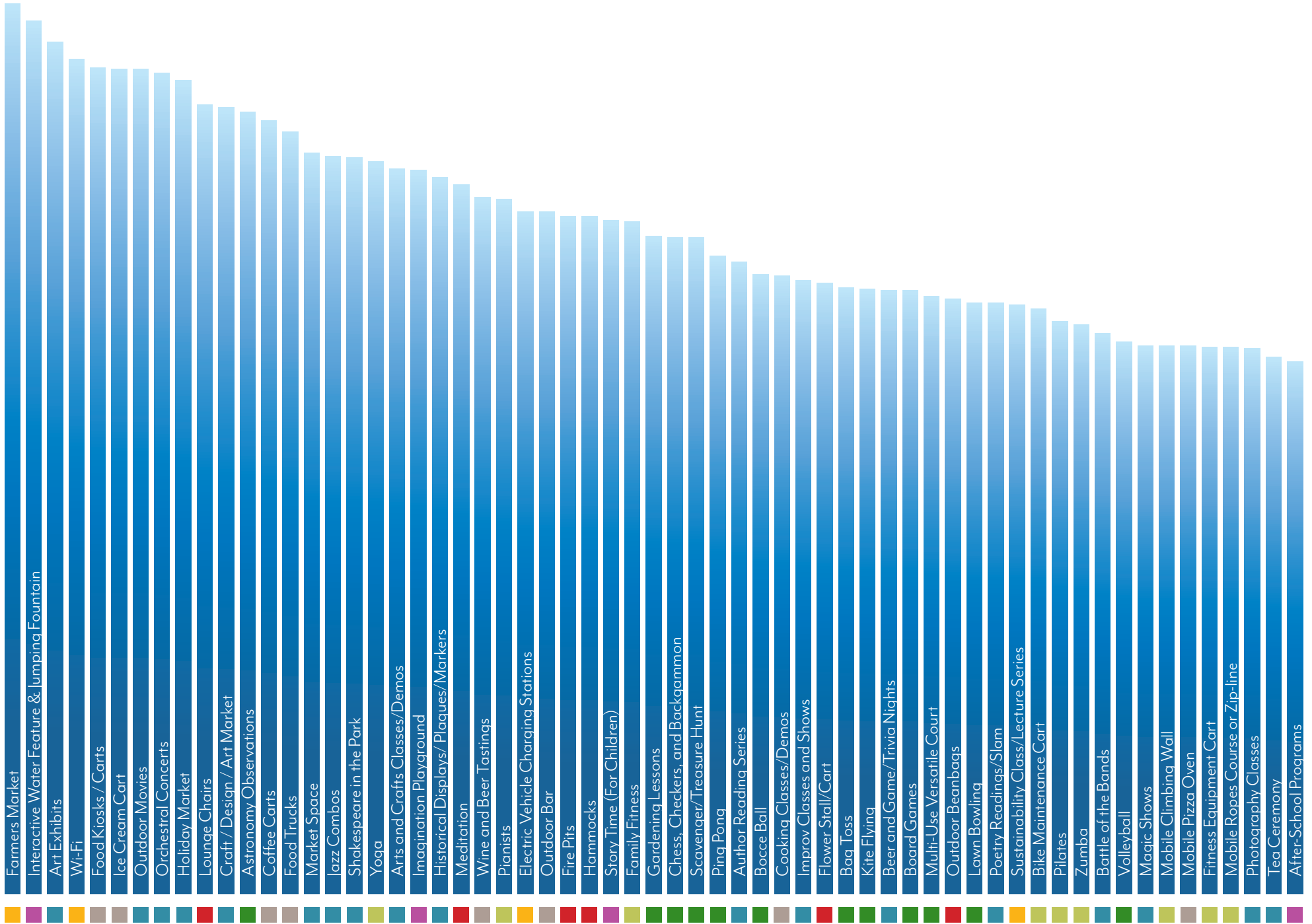


**INSPIRATION BOARD PROGRAM VOTING -
COMMUNITY WORKSHOP # 1**

PROGRAM CATEGORIES

- Park Amenities
- F&B
- Natural Elements
- Infrastructure
- Art, Music & Culture
- Architecture

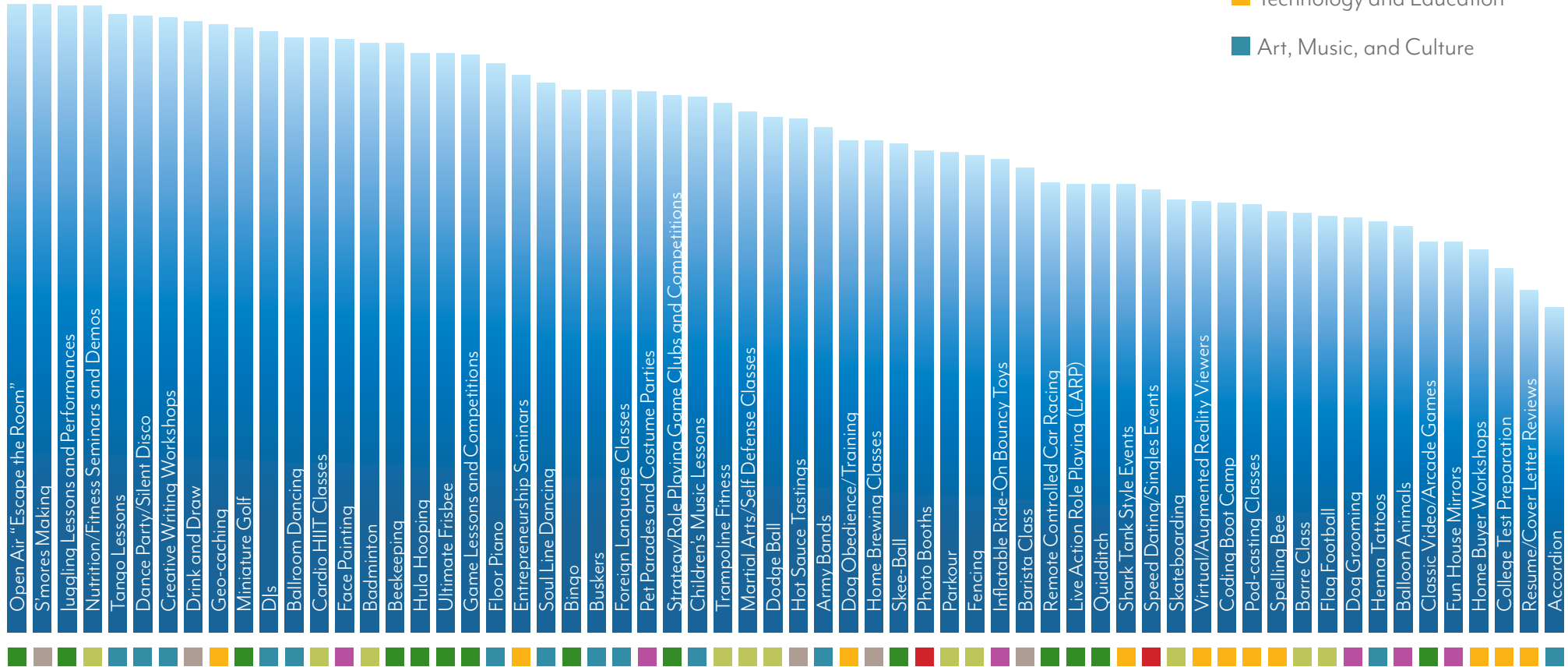


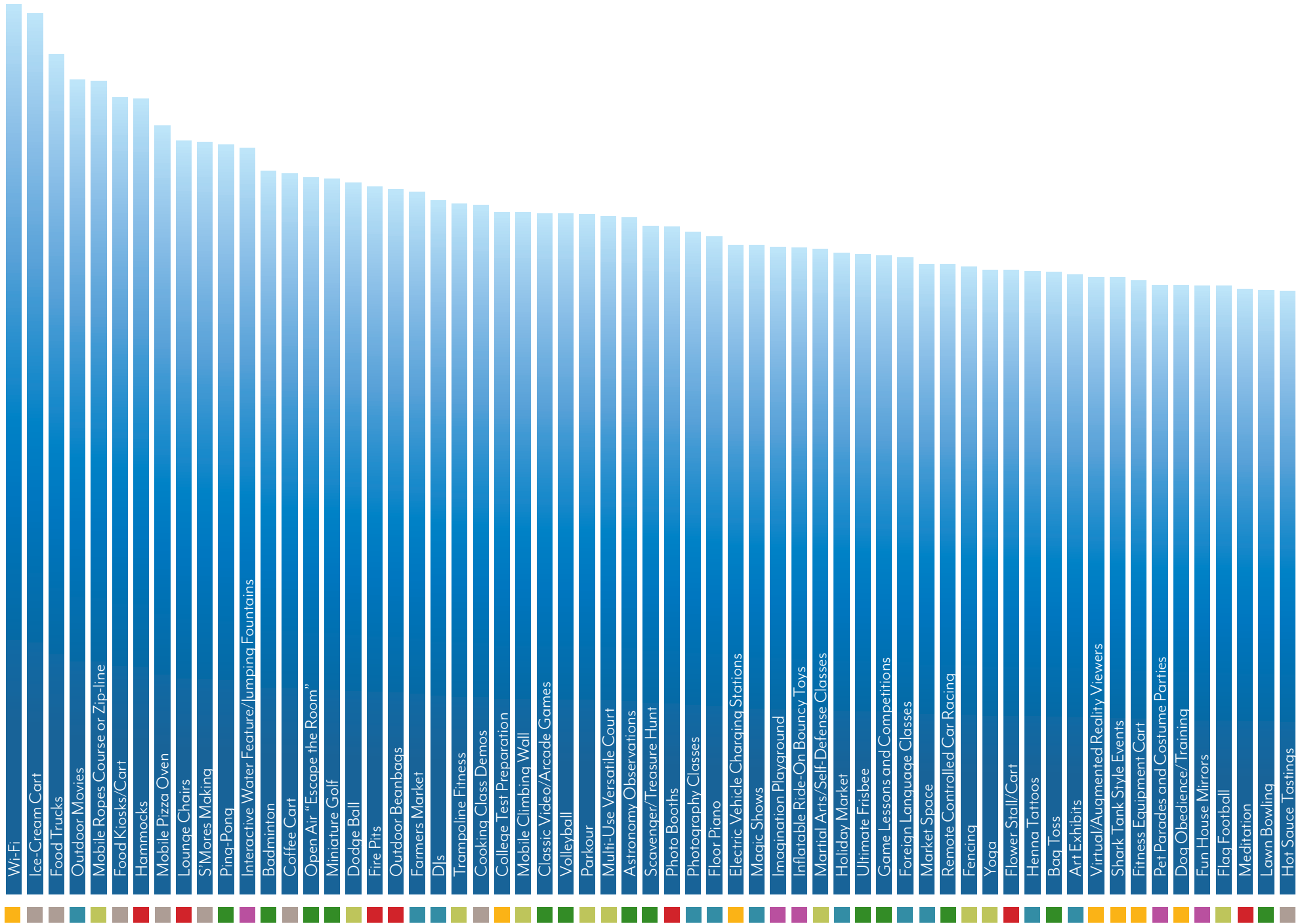


**PROGRAM SURVEY RESULTS -
COMMUNITY WORKSHOP #1**

PROGRAM CATEGORIES

- Games and Hobbies
- Food and Beverage
- Fitness and Wellness
- Children and Families
- Leisure
- Technology and Education
- Art, Music, and Culture

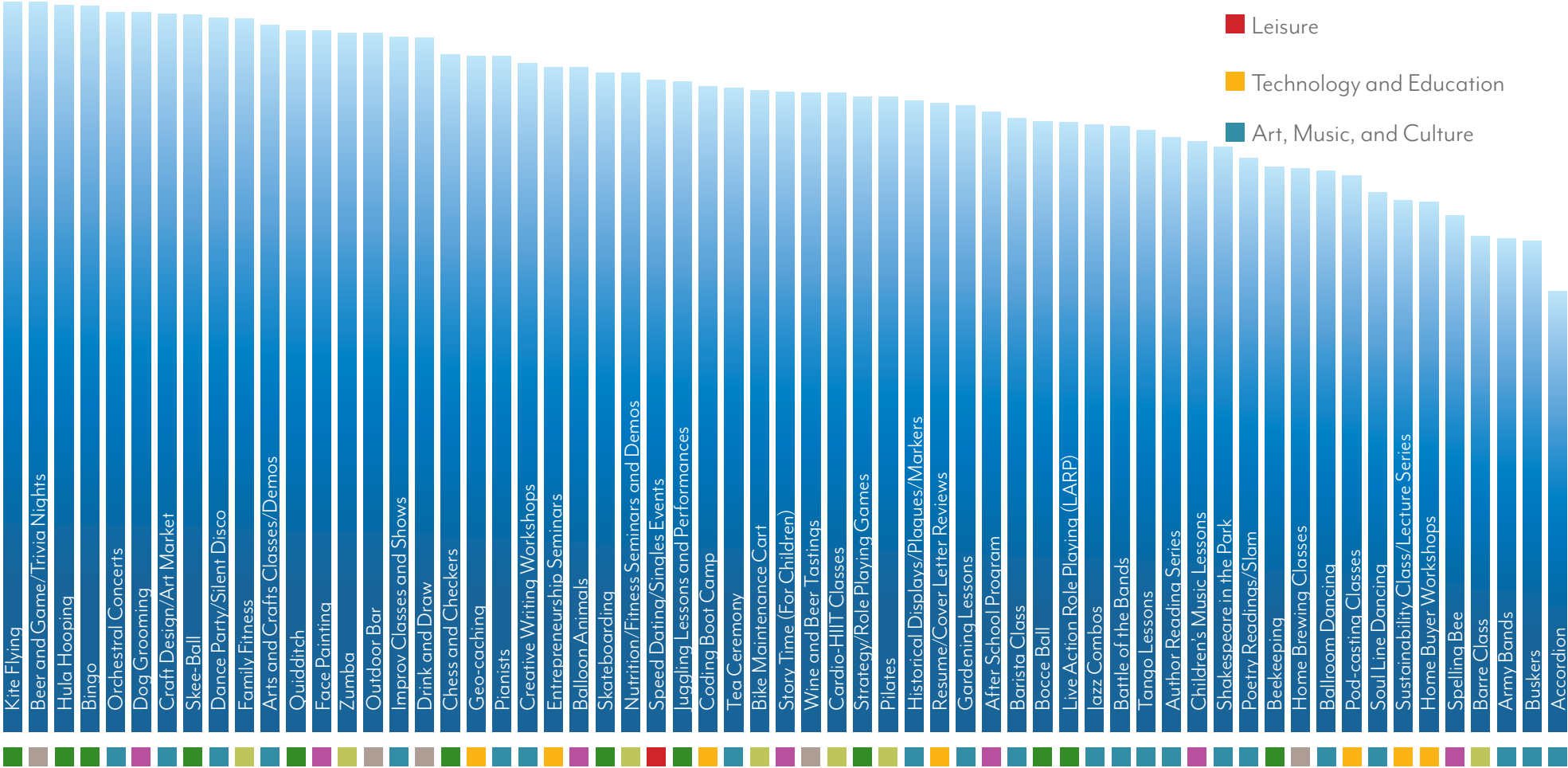




**PROGRAM SURVEY RESULTS -
TEEN COUNCIL**

PROGRAM CATEGORIES

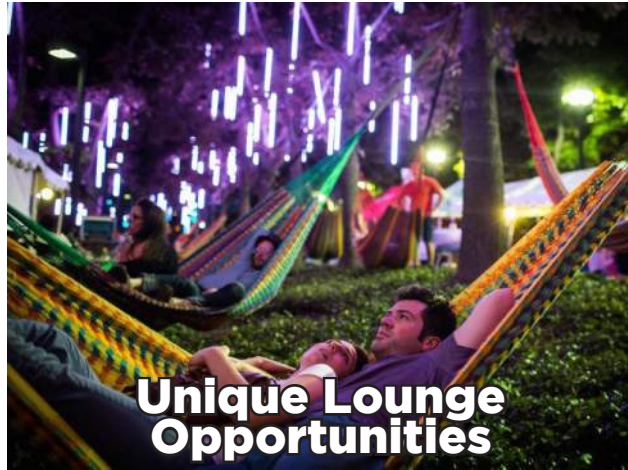
- Games and Hobbies
- Food and Beverage
- Fitness and Wellness
- Children and Families
- Leisure
- Technology and Education
- Art, Music, and Culture







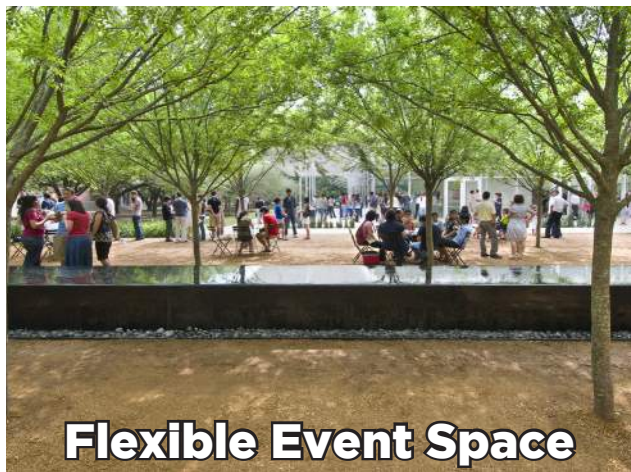
A Space to Bring People Together



Unique Lounge Opportunities



Restroom Facilities



Flexible Event Space



Wi-Fi



Pop-Up Market Opportunities



Art Opportunities



Walking Paths



Food & Beverage Opportunities

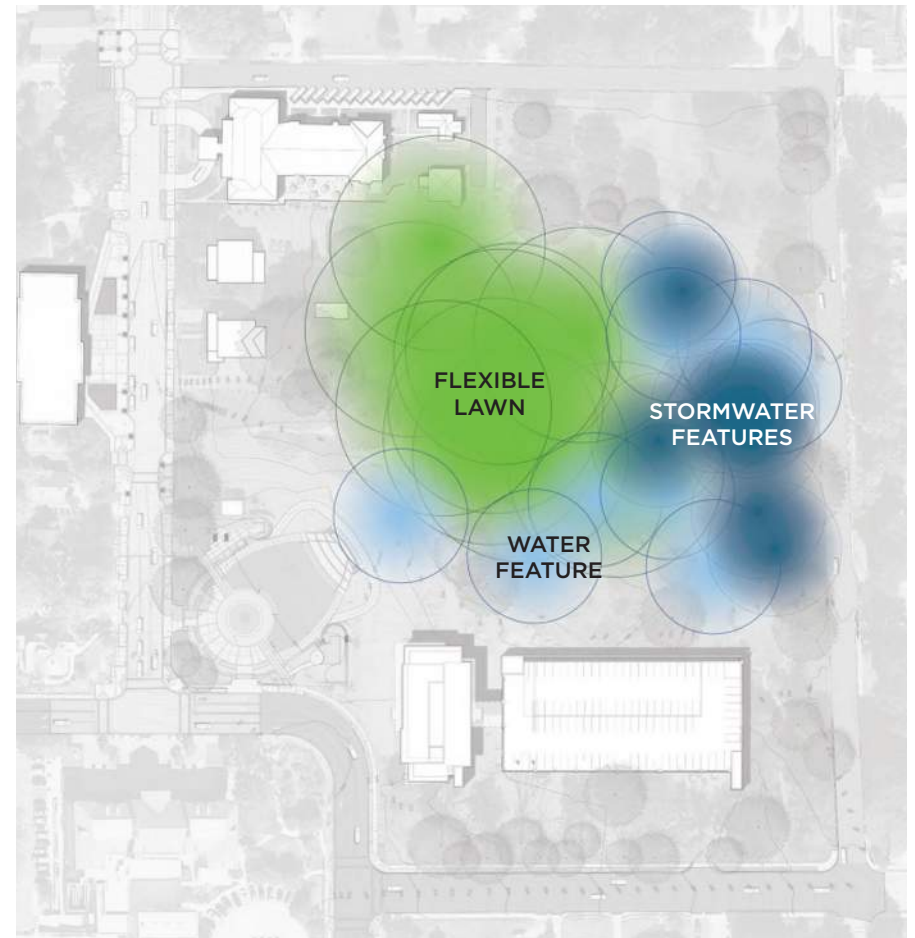
PROGRAM MAPPING

At Community Workshop #1, constituents began to think about how program “chips” (children’s garden, great lawn, plaza, etc.) might be organized within the site. To see an archive of all program maps from this exercise, see Appendix 2.3.4.

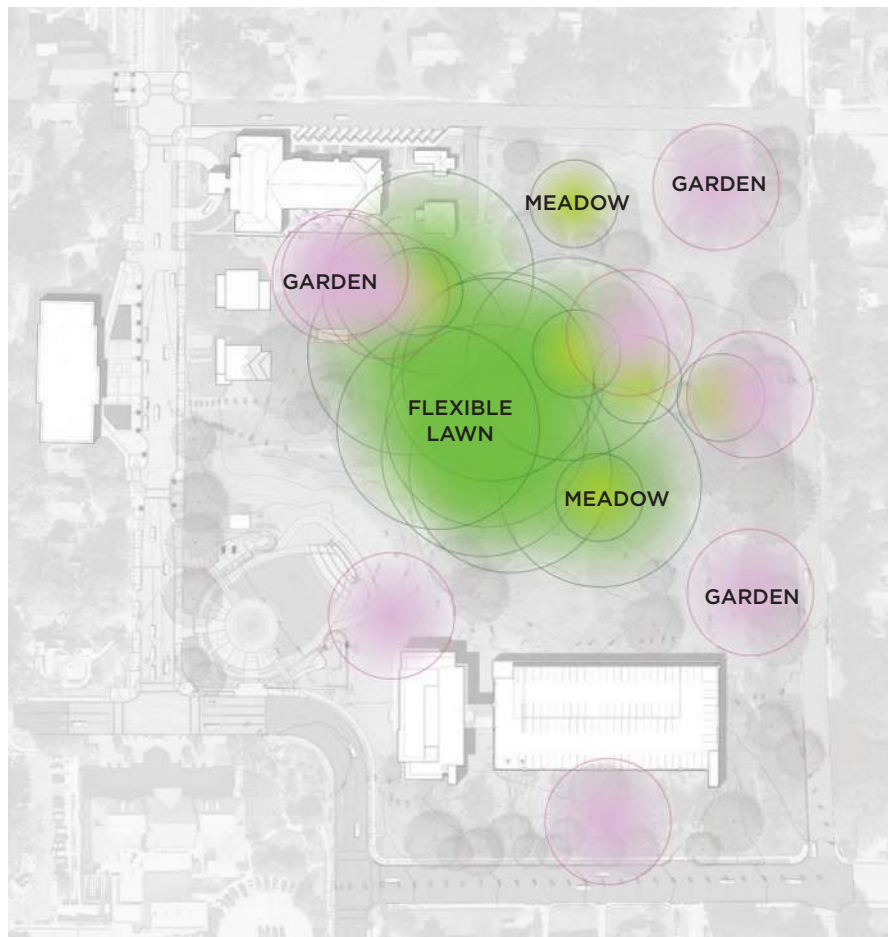
Overlaying the 10 different maps from the workshop reveals trends in thought about where program might occur. The consultant team used this data while studying potential park organizations and presented those studies in Community Presentation #2.



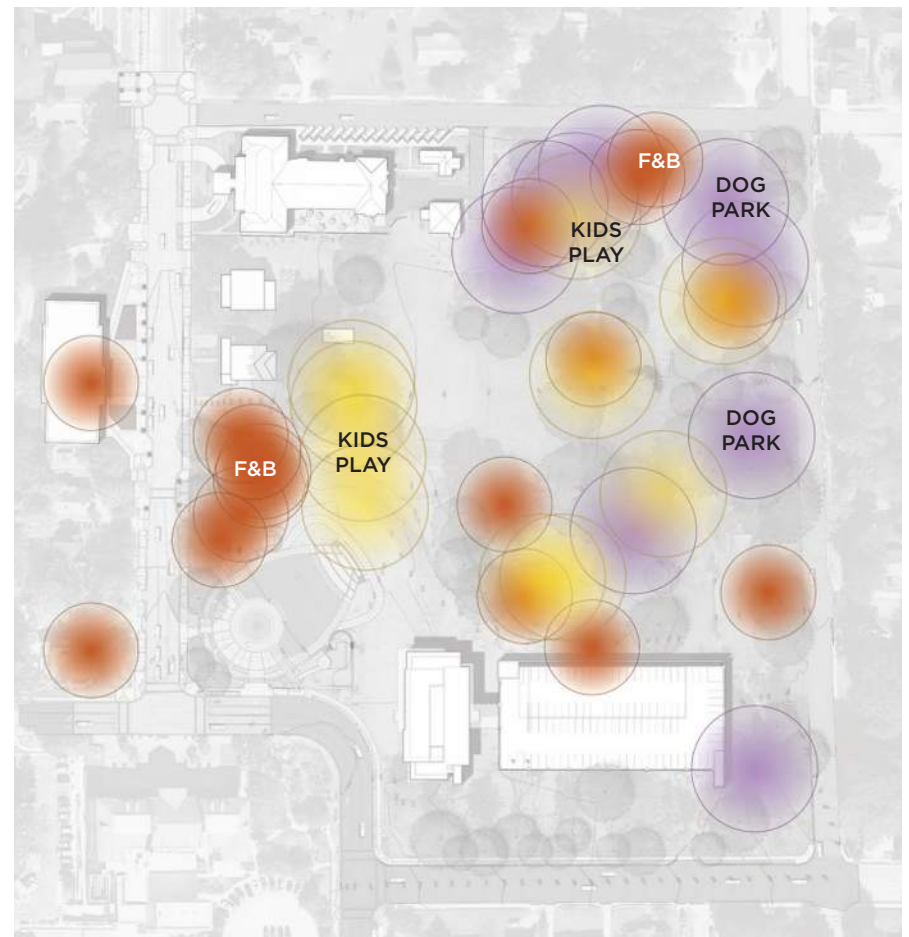
Program Mapping at Community Workshop #1



Clear preferences are seen here for where the Great Lawn & Storm Water feature might occur



A preference for lush garden experiences can be seen here, with gardens & meadows occurring across the site



Food & Beverage is generally concentrated on Academy Street, while Dog Play is generally concentrated on Walker Street

2.5 PARK ORGANIZATION

COMMUNITY PRESENTATION #2

On November 27, 2018, the Town of Cary hosted its second public presentation for Downtown Cary Park. Approximately 180 residents considered three concept diagrams for Phase 2, and ranked them based on organization and adjacencies.

Community members provided feedback on each concept diagram, highlighting pros and cons to how the park could be laid out. The opportunity was also provided to offer insight into how Cary's history might be woven into park design elements.



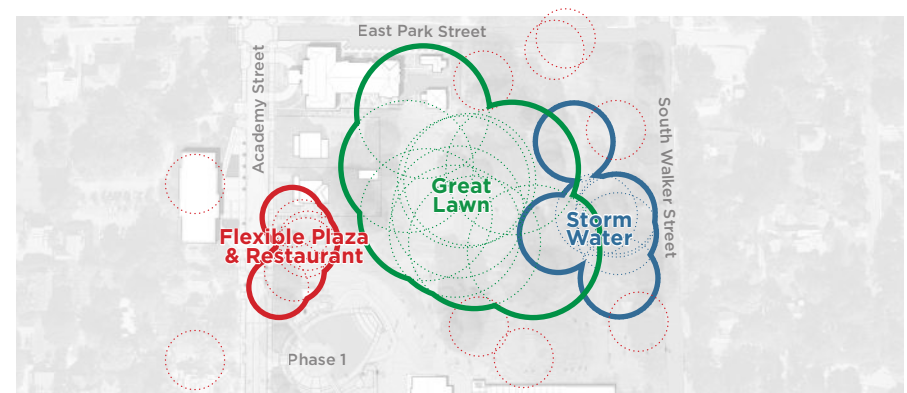
Community Workshop #2 aired on Cary TV

CORE PROGRAM SPACES

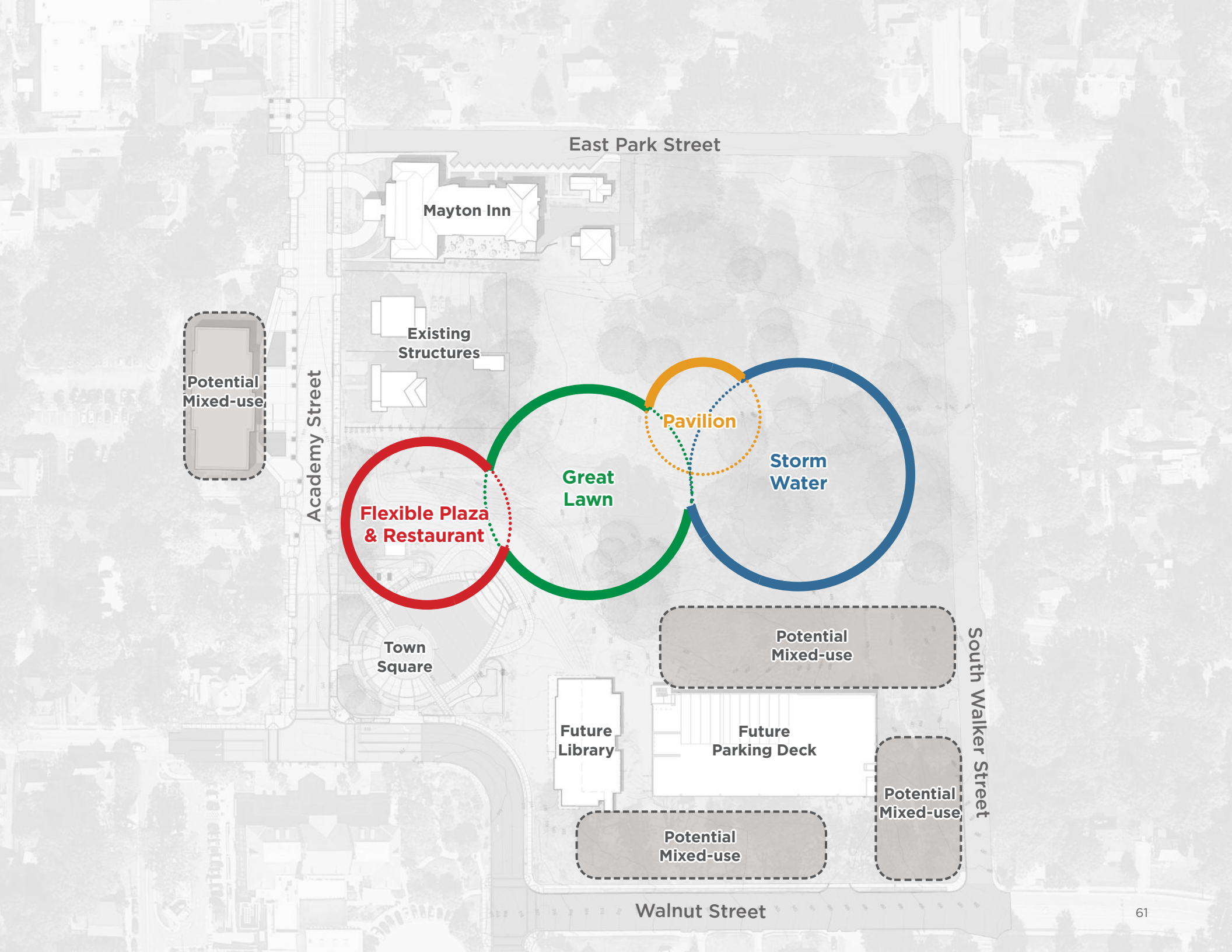
Using community feedback from the Program Mapping exercise, in conjunction with consultant team expertise, the design group distilled a Core Program Map that holds true for all three diagrams presented to the community at Presentation #2.

A plaza at Academy Street resonates with the civic nature of this park edge. The Town already restricts vehicular access to Academy Street for festivals, so a plaza here serves as an extension to this urban use.

The storm water naturally occurs at the low point on site, and the Great Lawn anchors the plan as the “heart” of the park. A Pavilion to engage both the Great Lawn and the Storm Water Feature maximizes the use of what will be an iconic structure.



Composite Overlay of Public Input from the Mapping Exercise



East Park Street

Mayton Inn

Existing Structures

Potential Mixed-use

Academy Street

Flexible Plaza & Restaurant

Great Lawn

Pavilion

Storm Water

Town Square

Potential Mixed-use

Future Library

Future Parking Deck

Potential Mixed-use

South Walker Street

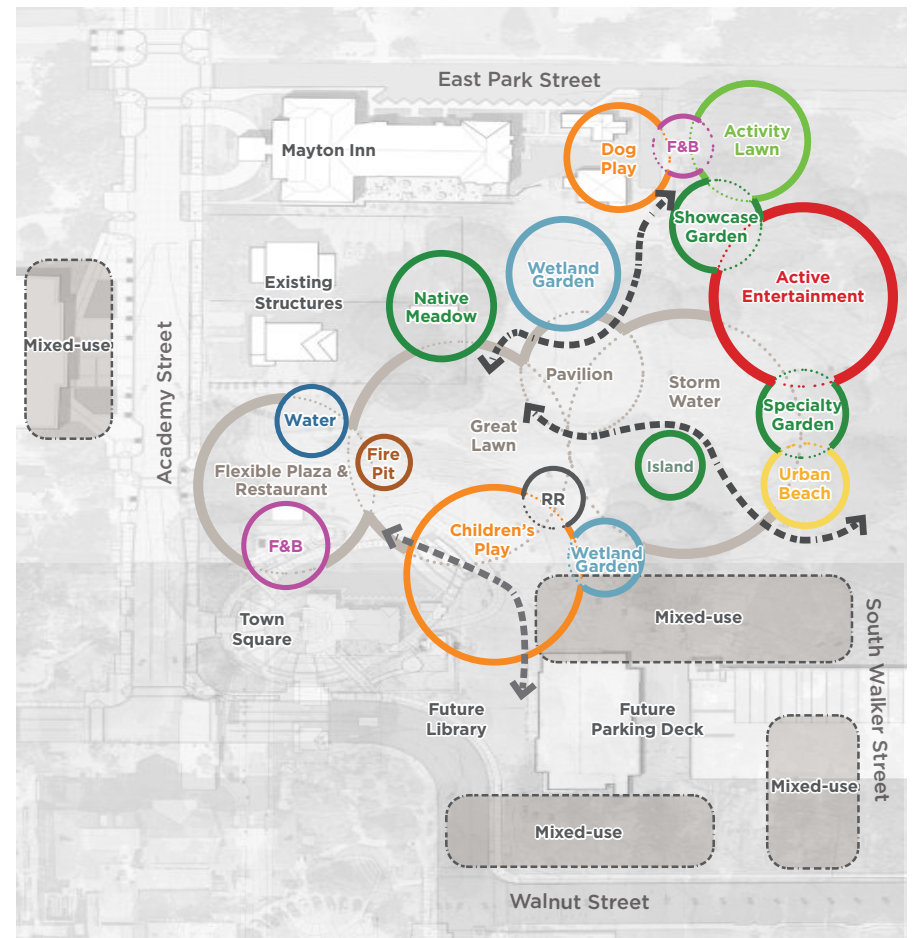
Potential Mixed-use

Walnut Street

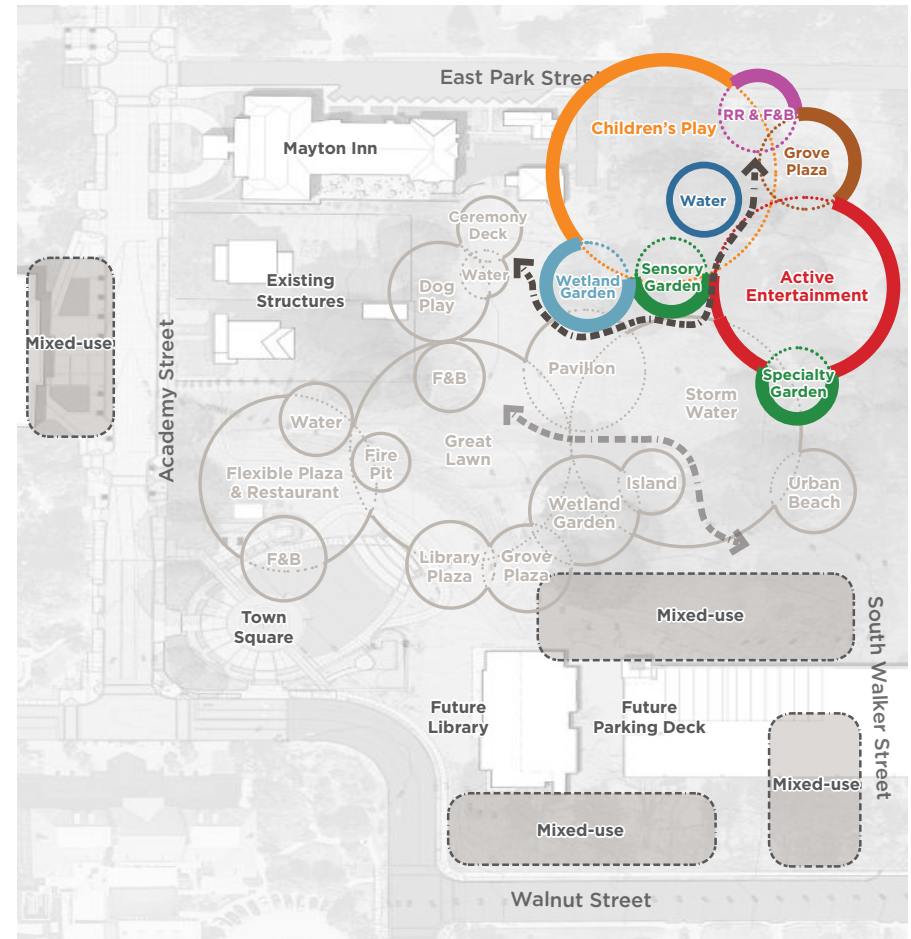
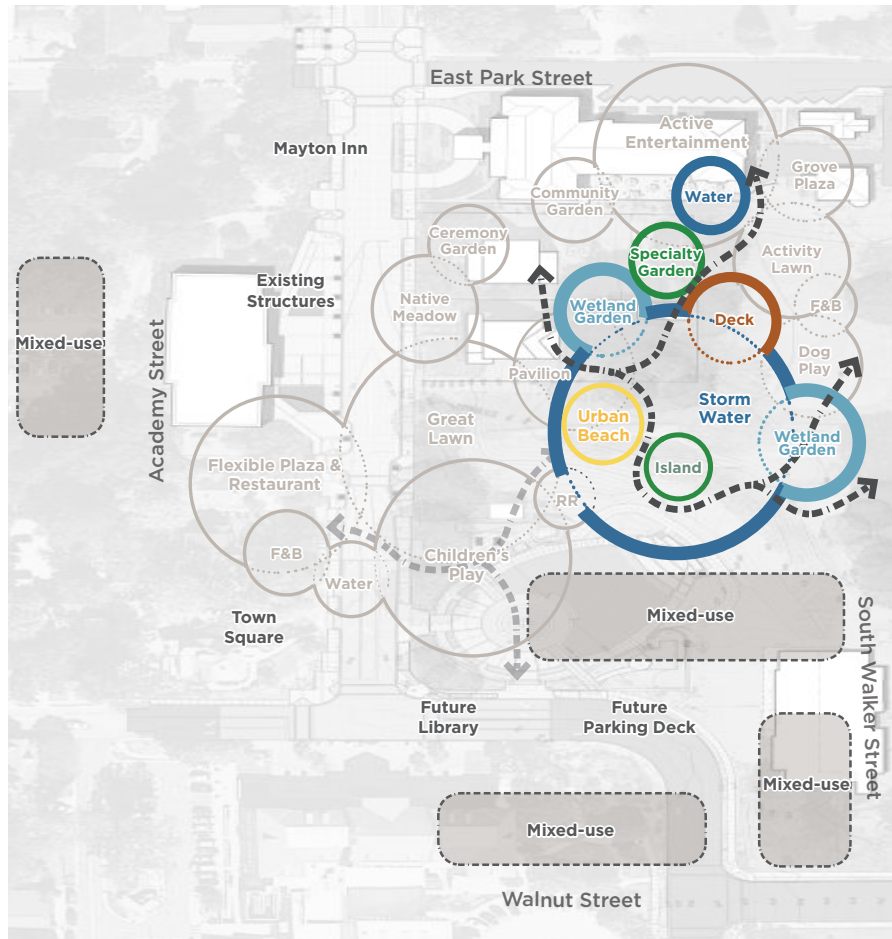
MASTER PLAN ALTERNATIVES

Building from the “Core Program” map, the design team compiled three different Master Plan Diagrams for the community to consider. Concept 1 provided an even distribution of program across the site. Concept 2 emphasized the storm water feature, and concentrated program around the water. Concept 3 created a hub of activity at the corner of Park and Walker Streets with a “play destination” for all ages.

The consultant team presented these three ideas, then, during an open house, constituents were able to browse printed boards and talk with Town Staff and design team members about their reactions to these concepts.



Concept 1: Even Distribution of Program Throughout



Concept 2: Highlight Proximity to the Storm Water Feature

Concept 3: Create a Destination of Play for Children, Teen, & Adults

PROGRAM CHIPS



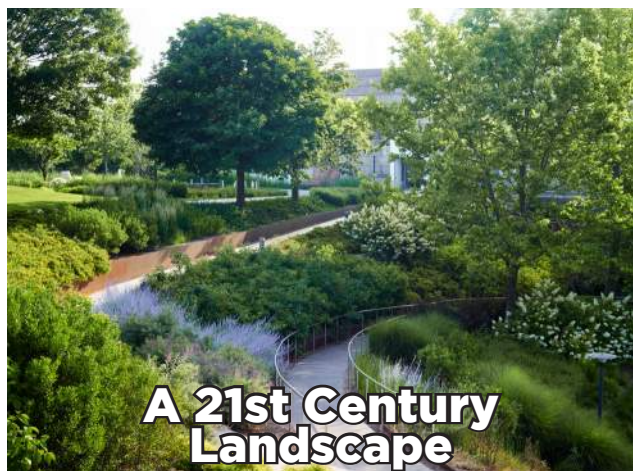


SETTING THE TONE

To help community members begin to visualize what all of these program chips on the previous spread might entail, the consultant team shared conceptual renderings and imagery during the presentation. These images help to convey a look and feel, rather than an exact layout or design, to help solicit feedback on ideas. To see additional renderings presented at Community Presentation #2, see Appendix 5.0.









Social Space for Pups & People



Integrated Public Art that Pushes Boundaries



Water Features for Jumping & Splashing



Play for All Ages



Flexible Plaza Space



Gardens to Host Celebrations



Integrated Storm Water Feature that Serves Surrounding Areas



An Active Gathering Place with Something For Everyone



One-of-a-Kind Buildings

2.6 PARK ORGANIZATION FINDINGS

CONCLUSIONS

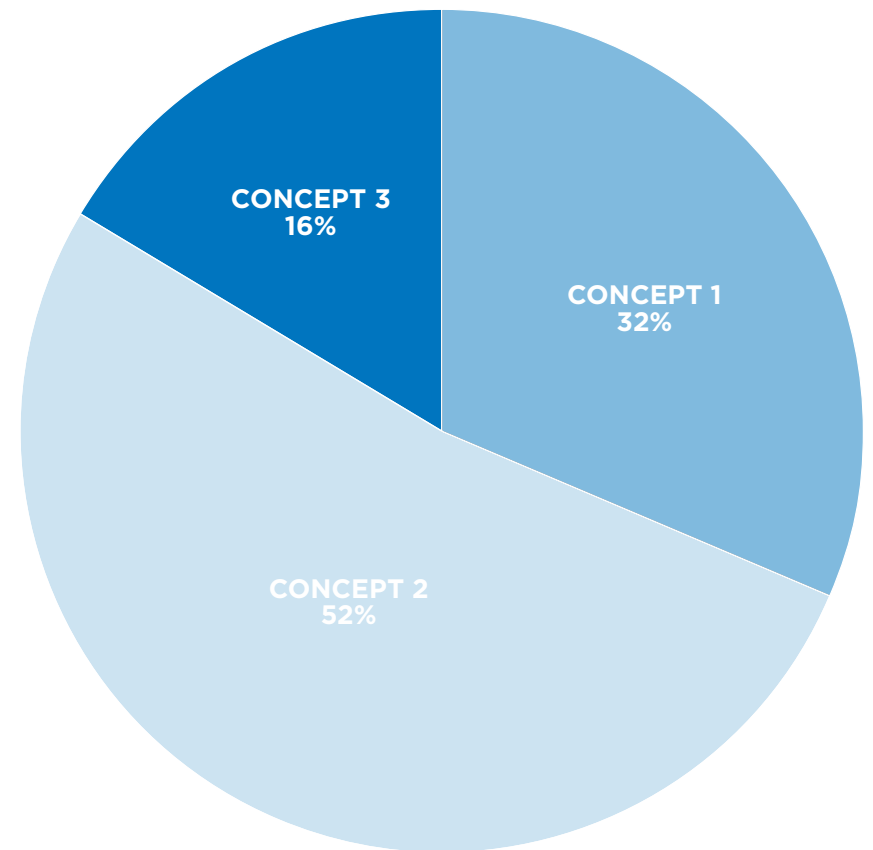
In total, community members placed 677 dots and 133 sticky notes on workshop boards during Community Presentation #2. This feedback on park organization helped the consultant team land on a program diagram, which directly informs the design process moving forward.

Review public comments for all three concepts on the following pages. Generally, the community tended to prefer Concept 2 and the focus of water-oriented spaces. Key take-aways from the input are listed here.

Appendix 2.6.1 shows an archive of public input boards from Community Presentation #2, and Appendix 2.3.3 logs additional comments collected through the Park Organization Phase of Community Engagement.



Community Workshop #2 aired on Cary TV



Concept 2 was exceedingly more popular than Concepts 1 and 3

Community members are excited about celebrating water

Popular ideas featured in Concept 2:

- Centrality of Urban Beach
- Additional Water Features
- Deck Overlook
- Ceremony Garden
- Children's Play adjacent to Library

Repeated requests include:

- Walking Paths
- Fire Pits
- Communal Seating
- Accessible rooftop or views
- Shade
- Protecting Existing Trees

Trains, mills, and farms emerged as aspects of Cary's history to consider in design and programming

Enthusiasm remains around food and beverage in the park

CONCEPT 1 PUBLIC COMMENTS



Dog Play

"Remove dog park noise / conflict of user"

"Off leash dog area is too ambitious for small spaces. Delete it!"

"No dog park needed. WE have an unused one in Cary!"

"For all 3 Concepts: Simplify space! Less crowded, overlap activity, OMIT these: urban beach, dog space, community garden, wetlands, big restaurant."

"The dog play spaces by water don't make sense to me from a sanitation standpoint (love dogs and their energy)"



Children's Play

"Consider how the park will interface with mixed-use, especially the children's play areas. Concepts 1 & 2 may not be ideal for residential or retail. Consider 2 smaller play areas"

"I don't think that the children's play area would be good next to the library because libraries are quiet and it would not be good next to a playground"

"Keep dog park but away from children's area. Keep child play area near library. Prefer green space to urban beach! Have sand play in children's play area"

"Children's play area too close to the parking deck"



Children's Play

"Kid's Area near the library is good to encourage interaction between the two. But, also provide kid's activities for parents who need to access the library resources such as computers or literacy programs"

"Children's play by library ignores other library users (without children)"

"Whatever concept wins the most dots, the children's area should be located in the SAFEST area of park (definitely not concept #3 location..."



Architecture

"Pavilion: Somehow integrated with the back of the parking deck so that it could mask part of the deck; the deck could provide some structural texture; could gain efficiency for loading/unloading for events w/o interference in the park"

"Please try to put RRs @ all corners of park"

"If having an architectural feature on Academy or near not so modern. More traditional fit within historic district. Not copy - nod to"

"Locate the restrooms centrally for easy access"

"Final Presentation. Please convey commitment to Universal Design and support in city as well as kids and dogs"



Architecture

"Consider how the park will interface with mixed-use, especially the children's play areas. Concepts 1 & 2 may not be ideal for residential or retail. Consider 2 smaller play areas"

"Trying to cram too much into what is not a very big space"

"A space for teens in the interior of the park where they could play music loud without disturbing neighbors, dance, act out, etc."

"What are we doing to engage Cary residents of color, other than in the Teen Council. WE need to ensure that our planning is inclusive."



Urban Beach

"For all 3 Concepts: Simplify space! less crowded, overlap activity. OMIT these: urban beach, dog space, community garden, wetlands, big restaurant."

"Keep dog park but away from children's area. Keep child play area near library. Prefer green space to urban beach! Have sand play in children's play area"

"Eliminate the Urban Beach!"

OVERALL COMMENTS

Pavilion: Somehow integrated with the back of the parking deck such that it could mask part of the deck; the deck could provide some structural texture; could gain efficiency for loading/unloading for events w/o interference in the park

Make the old library "mixed use". Food/restroom/event space. Add "small" library / video rental to keep original use

Kid's Area near the library is good to encourage interaction between the two. But, also provide kid's activities for parents who need to access the library resources such as computers or literacy programs

Remove dog park noise / conflict of user

Please try to put RRs @ all corners of park

Why active entertainment near single family homes?

Off leash dog area is too ambitious for small spaces. Delete it!

If having an architectural feature on Academy or near not so modern. More traditional fit within historic district. Not copy - nod to

Locate the restrooms centrally for easy access

What are we doing to engage Cary residents of color, other than in the Teen Council. WE need to ensure that our planning is

inclusive.

No dog park needed. WE have an unused one in Cary!

Final Presentation. Please convey commitment to Universal Design and support (???) in city as well as kids and dogs (1 < 3 all 3)

A space for teens in the interior of the park where they could play music loud without disturbing neighbors, dance, act out, etc.

For all 3 Concepts: Simplify space! Less crowded, overlap activity. OMIT these: urban beach, dog space, community garden, wetlands, big restaurant.



Restaurant

“For all 3 Concepts: Simplify space! less crowded, overlap activity. OMIT these: urban beach, dog space, community garden, wetlands, big restaurant.”

“Seems like the wetland area will need to be empty at least some of the time, in order to have space to accommodate floods. A restaurant looking at that might not be scenic.”

“Bring a picnic. Eliminate full scale restaurant. Finding a quality operator will be difficult. Never had a great meal at a concession stand. Plus Town of Cary has a poor record of selecting and supervising restaurant operators. There will be poor service and high turnover”



Active Engagement

Why active Engagement near single family homes?”



Library

“Make the old library “mixed use”. Food/ restroom/event space. Add “small” library / video rental to keep original use”

“Provide kid’s activities for parents who need to access the library resources such as computers or literacy programs”

“Keep library and children’s play areas together”

“I don’t think that the children’s play area would be good next to the library because libraries are quiet and it would not be good next to a playground”

“Keep child play area near library.”



Fire Pit

“Fire pits and not near the children’s area”



Wetland

“For all 3 Concepts: Simplify space! Less crowded, overlap activity. OMIT these: urban beach, dog space, community garden, wetlands, big restaurant.”

“Seems like the wetland area will need to be empty at least some of the time, in order to have space to accommodate floods. A restaurant looking at that might not be scenic.”



Community Garden

“For all 3 Concepts: Simplify space! Less crowded, overlap activity. OMIT these: urban beach, dog space, community garden, wetlands, big restaurant.”

“Seating in the gardens? To decompress”

Consider how the park will interface with mixed-use, especially the children’s play areas. Concepts 1 & 2 may not be ideal for residential or retail. Consider 2 smaller play areas

Trying to cram too much into what is not a very big space

Seating in the gardens? To decompress

The dog play spaces by water don’t make sense to me from a sanitation standpoint (love dogs and their energy)

Seems like the wetland area will need to be empty at least some of the time, in order to have space to accommodate floods. A restaurant looking at that might not be scenic.

Keep library and children’s play areas together

I don’t think that the children’s play would be good next to the library because libraries are quiet and it would not be good next to a playground

Keep dog park but away from children’s area. Keep child play area near library. Prefer green space to urban beach! Have sand play in children’s play area

Whatever concept wins the most dots, the children’s area should be located in the SAFEST area of park (definitely not concept #3 location... too close to traffic)

Children’s play area too close to the parking deck

Children’s play by library ignores other library users (without children)

Eliminate the Urban Beach!

Bring a picnic. Eliminate full scale restaurant. Finding a quality operator will be difficult. Never had a great meal at a concession stand. Plus Town of Cary has a poor record of selecting and supervising restaurant operators. There will be poor service and high turnover

Fire pits and not near the children’s area

CONCEPT 2 PUBLIC COMMENTS



Dog Play

“I like concept 2: community garden, easy access to dog park, location of children’s play at library, good spacing of F&B”



Children’s Play

“Love having the children’s play beside library! :)”
 “I like concept 2: community garden, easy access to dog park, location of children’s play at library, good spacing of F&B”
 “Overall, Concept 2 looks to have the best opportunities for multi-level and water interactions. Like the kid things near the library, gardens near the Mayton Inn, active areas along Park and Walker for access by the neighborhood. Please add fire pit to Concept 2”



Architecture

“Deal with mosquitoes in storm water area”
 “An arboretum would be fabulous... Wonderful for three seasons. May be tough in the summer. Like the “Nat’l Botanical Gardens” in DC”
 “Mosquitoes in the South are rampant - concerned about mosquitoes near food (water features near restaurant)”
 “Keep beach away from road: central (as in C2)”



Architecture

“Remember people live in the neighborhood and don’t want loud music frequently. We can already hear concerts in the downtown park almost to E Park and Urban St”
 “I love the focus on the water features in this concept!”
 “Think about how birds will interact with the space to reduce bird strikes and to maintain natural movement for people and wildlife”



Urban Beach

“Like Beach in middle if we have one, not sure beach best idea - sand??”
 “Keep beach away from road: central (as in C2)”
 “Urban Beach is meh”
 “No urban beach needed”
 “Eliminate the Urban Beach!”



Restaurant

“Mosquitoes in the South are rampant - concerned about mosquitoes near food (water features near restaurant)”
 “Bring a picnic. Eliminate full scale restaurant. Finding a quality operator will be difficult. Never had a great meal at a concession stand. Plus Town of Cary has a poor record of selecting and supervising restaurant operators. There will be poor service and high turnover”
 “Food hall? a la Morgan street”

OVERALL COMMENTS

Deal with mosquitoes in storm water area

I love #2 but I am concerned about the park being shut down or a reduction in activities because of weddings and ceremonies

Ceremonial garden near Mayton Inn provides for good cross-support for weddings and other celebrations
 concept works for noise management near residential sections

An arboretum would be fabulous... Wonderful for three seasons. May be tough in the summer. Like the “Nat’l Botanical Gardens” in DC

Mosquitoes in the South are rampant - concerned about mosquitoes near food (water features near restaurant)

Love having the children’s play beside library! :)

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I like concept 2: community garden, easy access to dog park, location of children’s play at library, good spacing of F&B

Overall, Concept 2 looks to have the best opportunities for

multi-level and water interactions. Like the kid things near the library, gardens near the Mayton Inn, active areas along Park and Walker for access by the neighborhood. Please add fire pit to Concept 2

Keep beach away from road: central (as in C2)

Food hall? a la Morgan street
 Would love a fire pit

Remember people live in the neighborhood and don’t want loud music frequently. We can already hear concerts in the downtown park almost to E Park and Urban St



Active Engagement



Library



Ceremonial Space



Fire Pit



Wetland



Community Garden

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“I like concept 2: community garden, easy access to dog park, location of children’s play at library, good spacing of F&B”

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“I love #2 but I am concerned about the park being shut down or a reduction in activities because of weddings and ceremonies”

“This will be a great space! I like aspects of Concepts 2 and 3 - the deck from 2, the location of the each from 3, ceremony garden from 2, etc. Overall, great work! Looking forward to it”

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I love the focus on the water features in this concept!

Think about how birds will interact with the space to reduce bird strikes and to maintain natural movement for people and wildlife

Urban Beach is meh

No urban beach needed

Eliminate the Urban Beach!

Bring a picnic. Eliminate full scale restaurant. Finding a quality operator will be difficult. Never had a great meal at a concession stand. Plus Town of Cary has a poor record of selecting and supervising restaurant operators. There will be poor service and high turnover

CONCEPT 3 PUBLIC COMMENTS



Dog Play

“No ceremony space - if dog park keep on outside of park area away from children. Like Children Area near library.”

“Don't put the dog park or children's play area next to ceremony space”



Children's Play

“I like the idea of a larger children's play area and away from library. Not sure about Urban Beach!”

“Don't put the dog park or children's play area next to ceremony space”

“Too much concentrated activity in concept #3. I really like the idea of the children's area having a connection to the library - like concept #1 and #2”



Architecture

“Don't think an active corner at Park and Walker is a good idea. Busy intersection closer to residential should be quieter”

“Art in the Park, sculpture garden, musical instrument which are like sculptures - bring all ages together”

“Too much concentrated activity in concept #3. I really like the idea of the children's area having a connection to the library - like concept #1 and #2”



Urban Beach

“Do we need an urban beach. It's awful hot here in the summer!”

“Eliminate the Urban Beach!”

“I like the idea of a larger children's play area and away from library. Not sure about Urban Beach!”



Restaurant

“Bring a picnic. Eliminate full scale restaurant. Finding a quality operator will be difficult. Never had a great meal at a concession stand. Plus Town of Cary has a poor record of selecting and supervising restaurant operators. There will be poor service and high turnover”

“Flexible - no restaurant structure. Pop-ups and tent-like structures.”



Active Engagement

OVERALL COMMENTS

Don't think an active corner at Park and Walker is a good idea. Busy intersection closer to residential should be quieter

Do we need an urban beach. It's awful hot here in the summer!

As a child I love how the play area is separate from the library

No ceremony space - if dog park keep on outside of park area away from children. Like Children Area near library.

Eliminate the Urban Beach!

Bring a picnic. Eliminate full scale restaurant. Finding a quality operator will be difficult. Never had a great meal at a concession stand. Plus Town of Cary has a poor record of selecting and supervising restaurant operators. There will be poor service and high turnover

I like the idea of a larger children's play area and away from library. Not sure about Urban Beach!

Don't put ceremony space next to Mayton Inn. They (Mayton) are already a ceremony space. People who can't afford Mayton don't want to be compared

Art in the Park, sculpture garden, musical instrument which are like sculptures - bring all ages together

Ceremony garden not needed!! Would possibly restrict activities for public

This will be a great space! I like aspects of Concepts 2 and 3 - the deck from 2, the location of the each from 3, ceremony garden from 2, etc. Overall, great work! Looking forward to it



Library

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Ceremonial Space

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“Ceremony garden not needed!! Would possibly restrict activities for public”

“Don’t put the dog park or children’s play area next to ceremony space”

“This will be a great space! I like aspects of Concepts 2 and 3 - the deck from 2, the location of the each from 3, ceremony garden from 2, etc. Overall, great work! Looking forward to it”



Fire Pit

“Fire pits and not near the children’s area”



Wetland



Community Garden

Don’t put the dog park or children’s play area next to ceremony space
Too much concentrated activity in concept #3. I really like the idea of the children’s area having a connection to the library - like concept #1 and #2

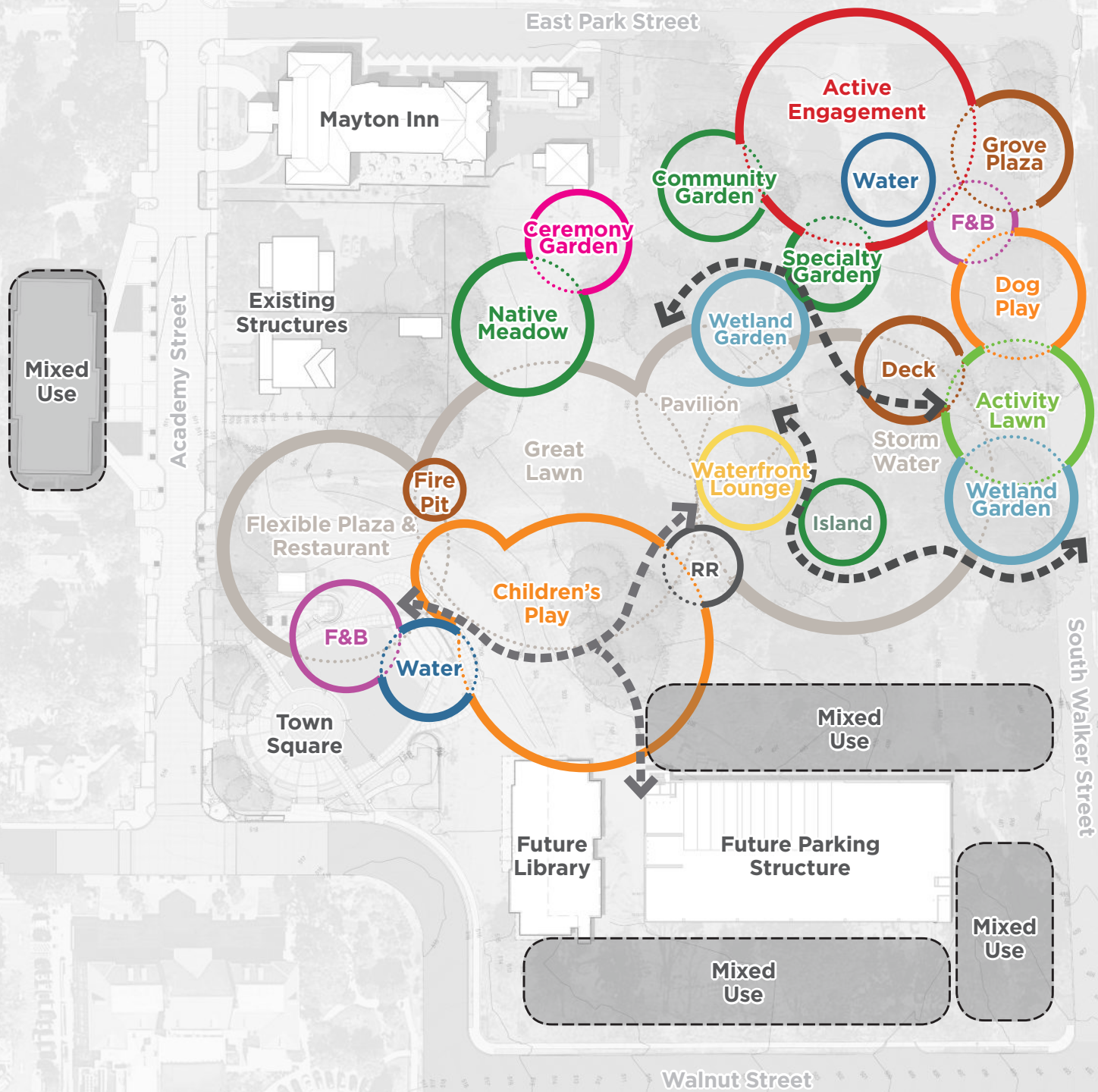
Flexible - no restaurant structure. Pop-ups and tent-like structures.

2.7 PREFERRED MASTER PLAN DIAGRAM

COMMUNITY FEEDBACK AND DESIGN EXPERTISE

Following Community Presentation #2, the consultant team took the preferred Concept 2 diagram and began to push and pull elements based on public comments. The team also integrated appropriate moves based on their expertise in successful public park spaces.

This process produced a Preferred Master Plan Diagram, shown here. This diagram serves as an underlay during the design process as the team begins to draw forms and bring these carefully organized Program Spaces to life.



3.0 THE MASTER PLAN

3.1 DESIGN PROCESS

CREATING FORM

Back in the studio, the consultant team studied how the park might lay out in form. Several design scenarios emerged during this drawing period. Marrying form with the community-preferred program diagram resulted in the final master plan.

Three concepts of form are laid out here. Working with Town Staff, the design team landed on utilizing the “Connect” design language for the preferred master plan.



“Connect”



"Meander"



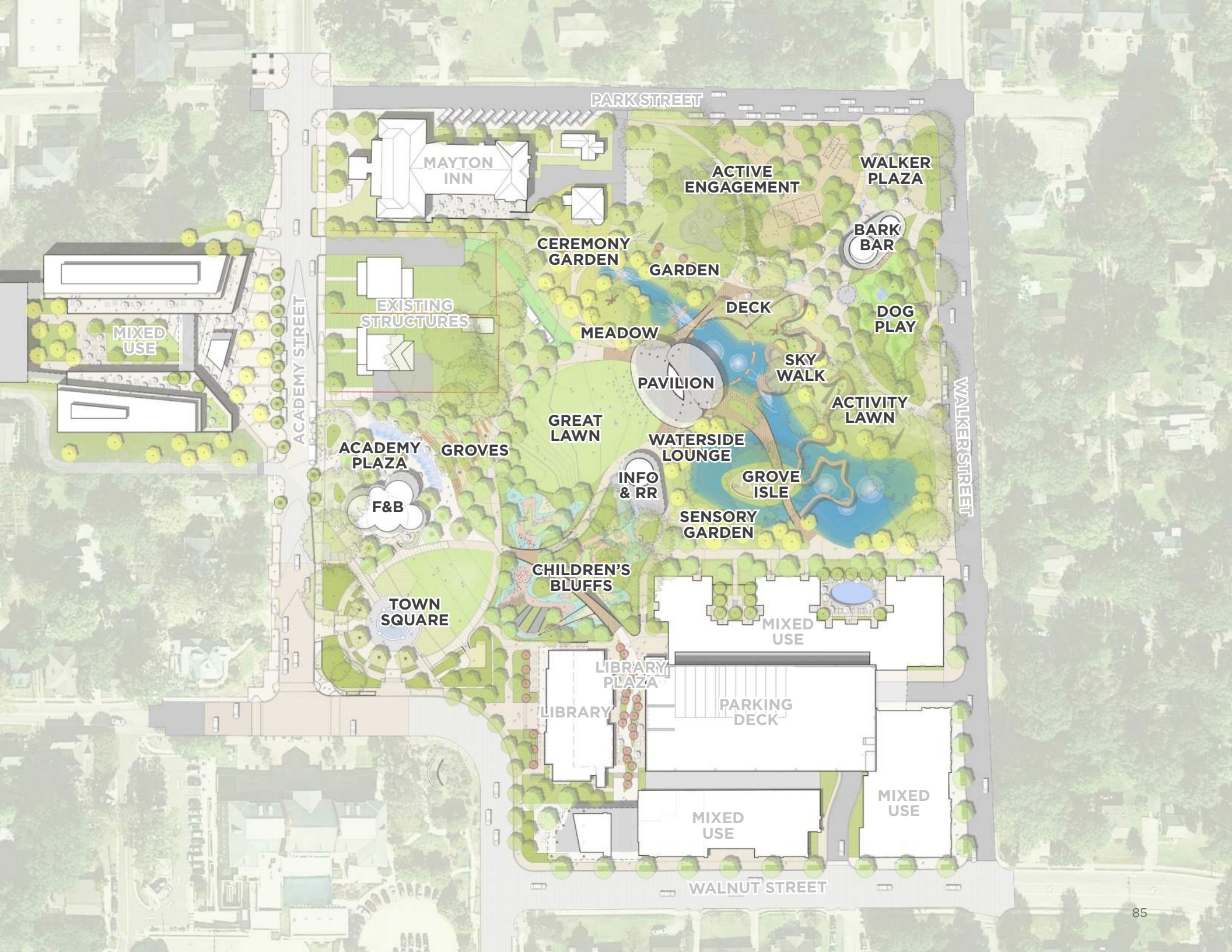
"Align"

3.2 THE MASTER PLAN

MASTER PLAN

Marrying the preferred design language with the preferred master plan diagram, the design team created this Master Plan for the Town of Cary, and submitted it to Town Council on March 14, 2019.

This plan is representative of all public feedback on park program and park organization, as well as the design expertise of the consultant team. A detailed description of park “rooms” is described in the following pages, followed by the Park Programming Strategy.



PARK STREET

MAYTON INN

ACTIVE ENGAGEMENT

WALKER PLAZA

BARK BAR

CEREMONY GARDEN

GARDEN

DOG PLAY

EXISTING STRUCTURES

DECK

MEADOW

SKY WALK

PAVILION

ACTIVITY LAWN

MIXED USE

ACADEMY STREET

ACADEMY PLAZA

GROVES

GREAT LAWN

WATERSIDE LOUNGE

GROVE ISLE

F&B

INFO & RR

SENSORY GARDEN

CHILDREN'S BLUFFS

TOWN SQUARE

MIXED USE

WALKER STREET

LIBRARY PLAZA

LIBRARY

PARKING DECK

MIXED USE

MIXED USE

WALNUT STREET

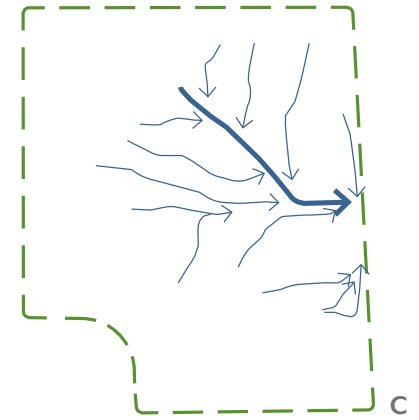
STRATEGY AND STRUCTURE

The Structure of the Master Plan, with its meandering paths and walkways, resulted from a culmination of design goals. These goals aim to highlight the site's natural resources (A-C), and respond to smart urban design (D-F). Positioning the character of the site (G), with a more urban edge towards Academy Street and a softer edge on Walker Street, helps inform how program “chips” come to life in terms of materiality and planting strategies.

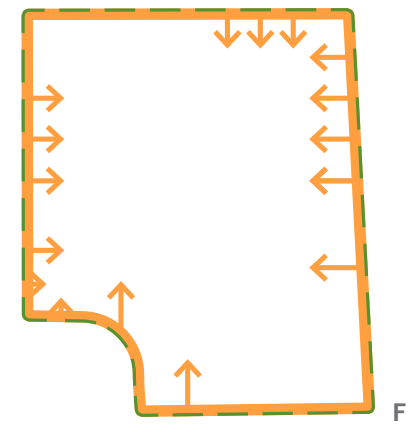
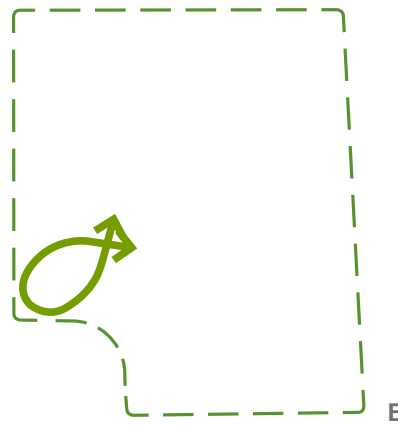
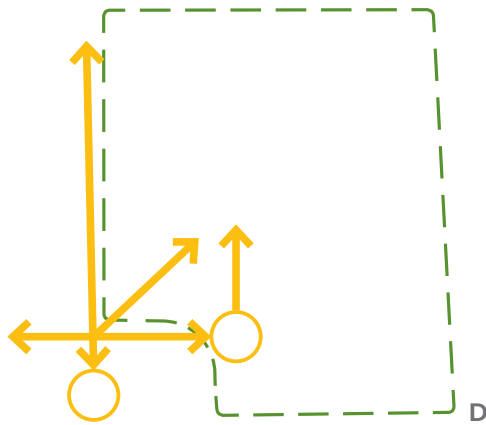
Site access serves not only the pedestrian experience of Downtown Cary Park, but also takes into consideration future maintenance and operations needs. Allowing vehicular access to the Performance Pavilion and thinking about Fire Safety are two examples of accommodations within the path layout (H).

The Preferred Master Plan Diagram, coming out of Community Engagement, now reflects the language of the park structure, and definition to these spaces begins to emerge (I). Find more detail about park programming strategies in section 3.3.

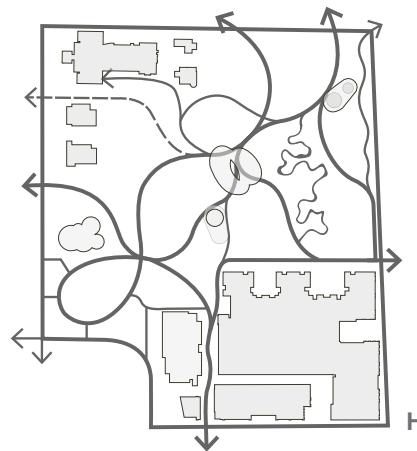
Preserve Champion Trees	A
Leverage Unique Site Topography	B
Storm Water as Program	C
Promote Civic Engagement	D
Make a Meaningful Connection to Town Square	E
Create a Permeable & Inviting Edge	F
Positioning	G
Circulation & Structure	H
Programming	I



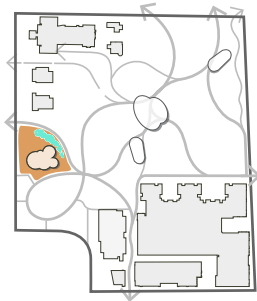
Highlight Existing Natural Features



Reflect the Urban Context



Combine within Park Framework



3.3 PARK SPACES

ACADEMY PLAZA

Early on, the design team and the Town of Cary identified Academy Street as an important edge to the future Downtown Cary Park. Academy Street serves as an active connection to Chatham Street where many Downtown Cary businesses have found homes. Academy Street also hosts several civic landmarks along its length and was recently renovated to include wide sidewalks, on-street parking and street trees.

Academy Street will serve as the “front door” to many visitors of Downtown Cary Park. Therefore, Academy Plaza needs to be an active and flexible park space which can serve as an extension to Academy Street during special events.

Academy Plaza will be a flexible, comfortable, shaded urban space that can host a variety of gatherings. It will also be a space to grab a snack from a local food truck, watch your kids play in the plaza water feature, or simply enjoy the goings-on of the day under the shade of an urban grove.

Food and Beverage will be an important aspect of this plaza. Whether the dining experience is simply rotating food trucks and carts, or a destination restaurant, having snack, meal and beverage options will enhance the park experience and increase “stay time” for visitors.



Levy Park, Houston | OJB



Klyde Warren Park, Dallas | OJB



Myriad Botanical Gardens, Oklahoma City | OJB



ACADEMY STREET

512

513

514

FLEXIBLE SEATING

WATER PLAY

TERRACED GROVES

POTENTIAL RESTAURANT

TOWN SQUARE

488

499

500

501

502

503

504

505

506

507

508

509

510

511

89

ACADEMY PLAZA DATA

Approximate Area:	21,200 SF
Architectural Element:	Potential Restaurant
Materiality:	Plaza Pavers, Dispersed Planting Areas and Trees
Specialty Elements:	Water Film that can be turned off and used as additional plaza
Potential Program:	DJs, Ballroom Dancing, Drink and Draw, Mobile Pizza Oven, Pop-Up Craft Market, Cooking Demonstration, Outdoor Bar, Silent Disco, Tea Ceremony, Winter Holiday Market





EVENING HOUR ACTIVATION



DAY-TO-DAY FLEXIBILITY



FOOD AND BEVERAGE IN THE PLAZA

The café is an indoor/outdoor immersive park experience. The café is located near Academy Street for convenient loading/service access that is not disruptive to the functioning of Downtown Cary Park. This location also gives the café an urban presence on the street as well as connections, physical and visual, to Phase 1 to the south, the great lawn to the east and a new plaza to the north. Expansive views are provided through full height glazing that is applied to circular forms extruded to variable heights. These circular forms contain several dining areas that can be segmented from each other for parties and other functions. At least one of the “pods” will have large operable glazed doors that allow the interior to flow seamlessly to the exterior. See Appendix 3.3.1 for further description of the building systems.

FOOD AND BEVERAGE DATA

Footprint: 5,600 SF

Breakdown: 3,600 SF Dining Room
1,400 SF Kitchen and Back of House
600 SF Pump House Enclosure
2,400 SF Covered Exterior

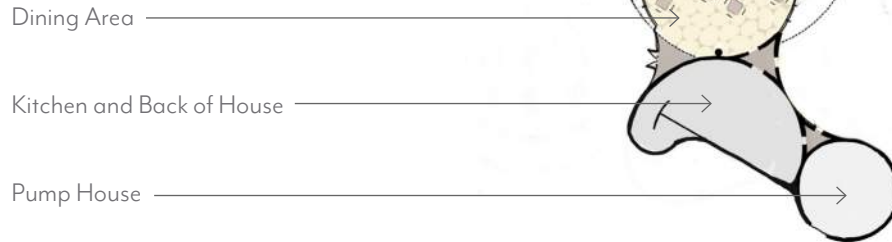
Dimensions: 100'-0" x 80'-0"

Stories: 1

Height: Varies, 20'-0" to 36'-0"

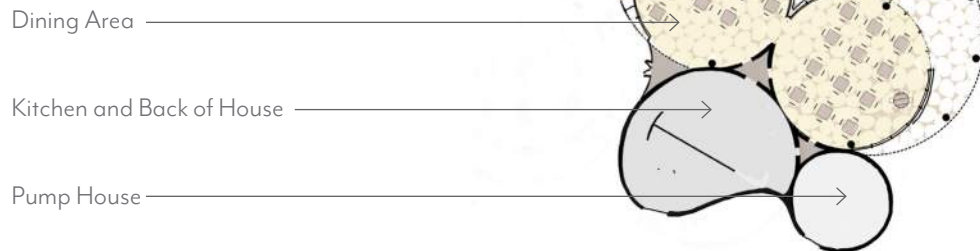
OPTION 1

1,400 SF Dining Area
1,000 SF Kitchen and Back of House
600 SF Pump House
1,250 SF Covered Exterior
4,250 SF Total Footprint



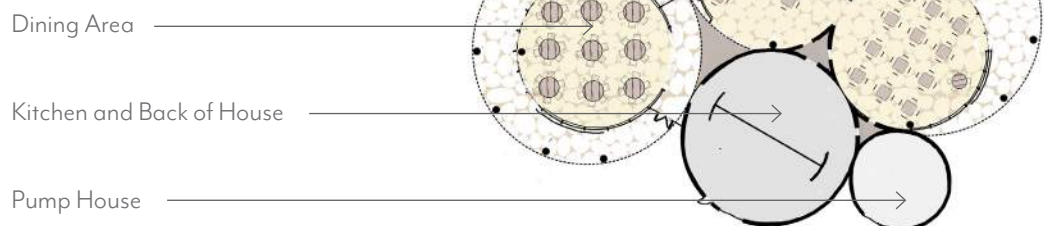
OPTION 2

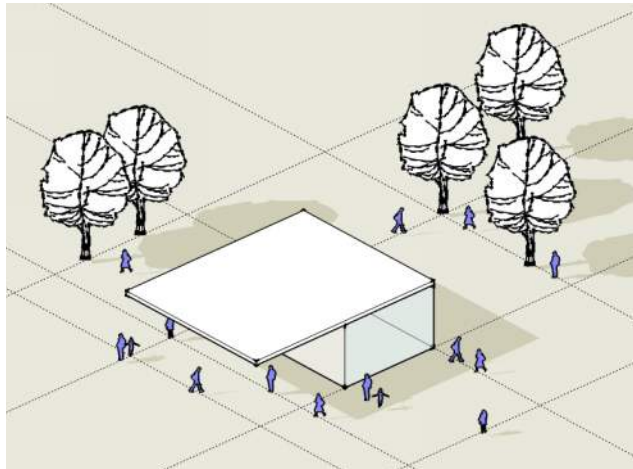
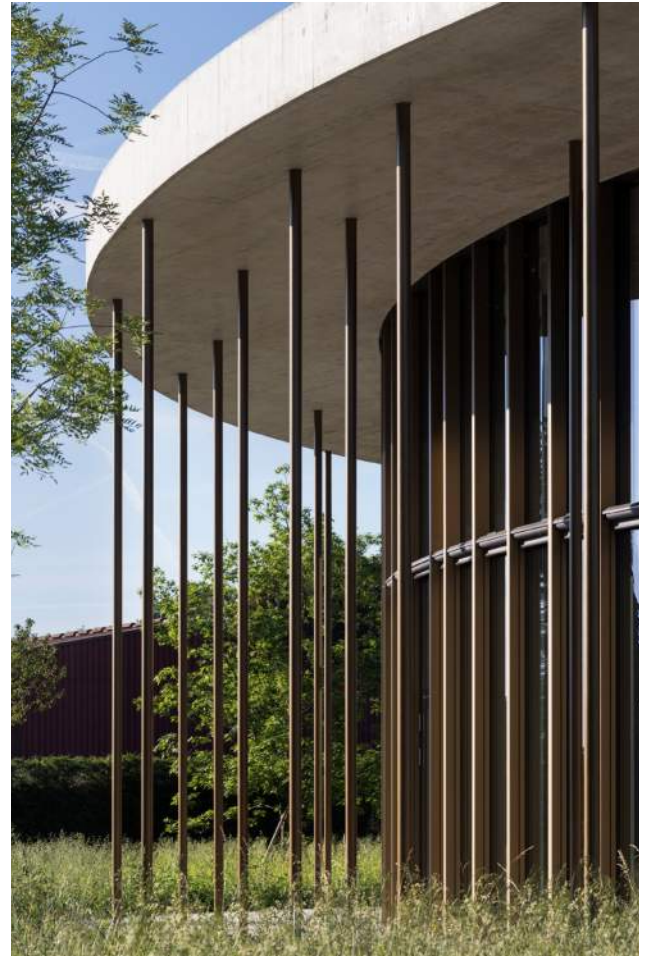
2,400 SF Dining Area
1,250 SF Kitchen and Back of House
600 SF Pump House
1,750 SF Covered Exterior
6,000 SF Total Footprint

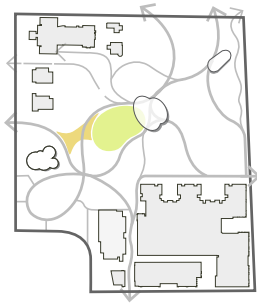


OPTION 3

3,600 SF Dining Area
1,400 SF Kitchen and Back of House
600 SF Pump House
2,400 SF Covered Exterior
8,000 SF Total Footprint







GREAT LAWN

The heart of many great parks is the open, sunny, flexible lawn space where anyone can enjoy a picnic, play a pickup soccer game, or have a quiet moment of meditation. This moment happens in Downtown Cary Park at the center of the site.

The Great Lawn space will be large and sunny, with soft edges to provide shade and flexible seating. This central space will host many of the park's activities, from small fitness classes gathering here throughout the week, casual lawn games on warm nights and weekends, as well as large entertainment events celebrating special gatherings. All kinds of people with a variety of leisure preferences and interests will use this central park space.

Hillside groves have been integrated into the steep topography leading from Academy Plaza to the Great Lawn. These groves provide opportunity for shade during the day and fire pits during the evening. People lounging in these groves will enjoy an elevated perspective on activities within the Great Lawn.

With the site's natural topography, there is great opportunity to curate a "natural amphitheater" within the Great Lawn. Gently sloping lawn can be a great host for large crowds to enhance the visibility of a big event.

The Pavilion will be a central architectural feature to the Great Lawn, serving as an iconic meeting place, providing shade during the day-to-day, and hosting a variety of events both small and large.



Myriad Botanical Gardens, Oklahoma City | OJB



Levy Park, Houston | OJB



Klyde Warren Park, Dallas | OJB



SPECIAL ACCESS

PAVILION

GROVES

GREAT LAWN

WATERSIDE LOUNGE

PARK INFO & RR

GROVE ISLE

CHILDREN'S BLUFFS

GREAT LAWN DATA

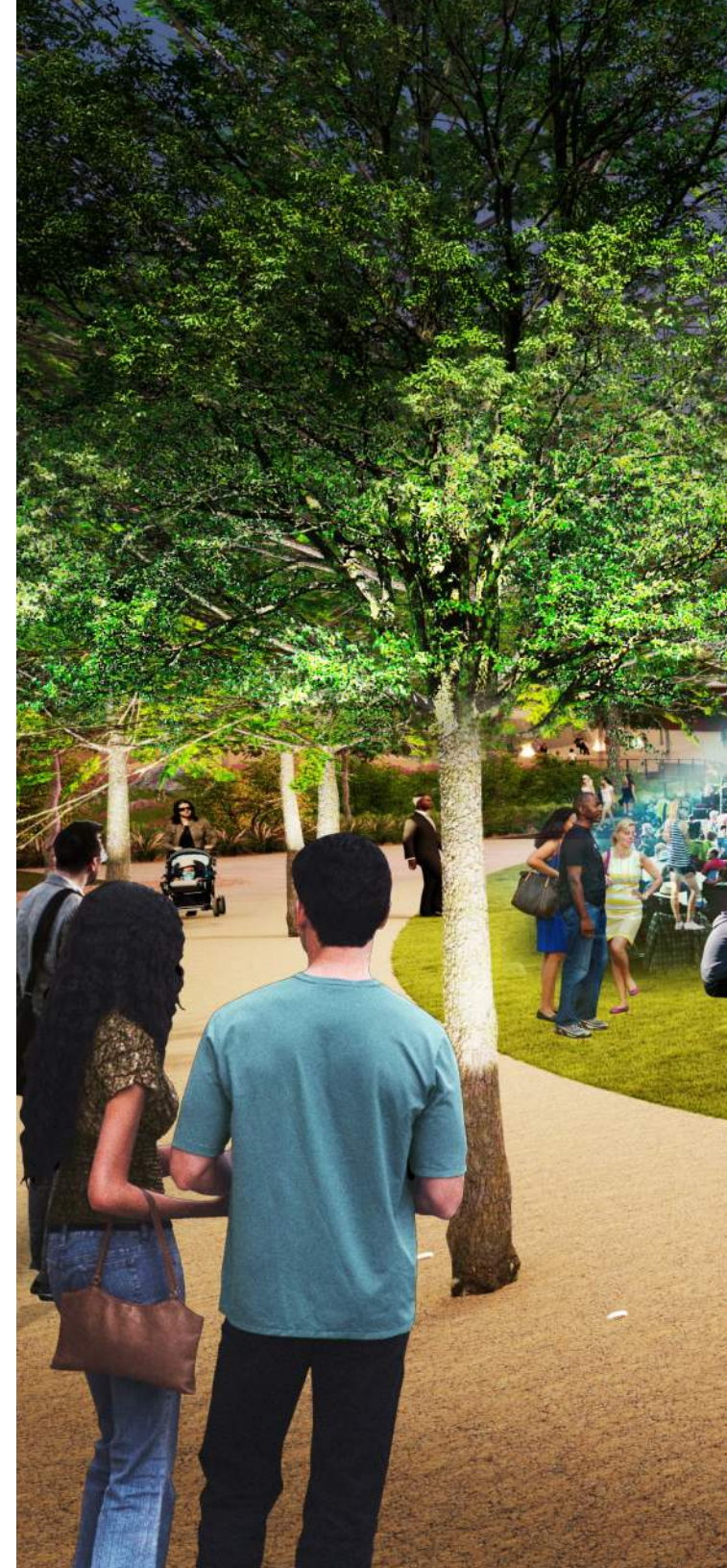
Approximate Area: 20,500 SF Lawn + 5,700 SF Groves

Architectural Element: Performance Pavilion

Materiality: Lawn, Decomposed Granite, Curated Planting, Trees

Specialty Elements: Fire Pits

Potential Program: Kite Flying, Juggling, Adult Recess, Adult Camp, Movies, Hula Hooping, Yoga and Pilates, Ultimate Frisbee, Meditation, Badminton, Sledding, Fireside Stories, Jazz Combos, Sustainability Lectures, Battle of the Bands, e-Sports, Shakespeare in the Park, Orchestral Concerts





GREAT LAWN DAY-TO-DAY



HILLSIDE GROVES



PAVILION

The pavilion is a two-sided open-air space for performance, gathering, play, workshops and viewing the park. Two-thirds of the building is dedicated to the south-west facing performance space that has a significant presence on the great lawn. This area can accommodate the requirements of anything from a full orchestra to a solo vocalist. The other part of the pavilion faces north-east and overlooks the water feature. This area can serve as a porch on the water, a space for small performance or a picnic/event pavilion for groups of 25-100. Between these two large spaces is a series of small rooms for AV equipment, greenrooms for performers, and additional areas for storage and/or holding.

The pavilion is also a place of play and casual occupation when performances are not being held. As such it will have the various features required to make it safe, fun and interesting for day-to-day occupation to avoid appearing as an empty structure.

See Appendix 3.3.1 for additional information on buildings systems.

PAVILION DATA

Footprint: 8,000 SF

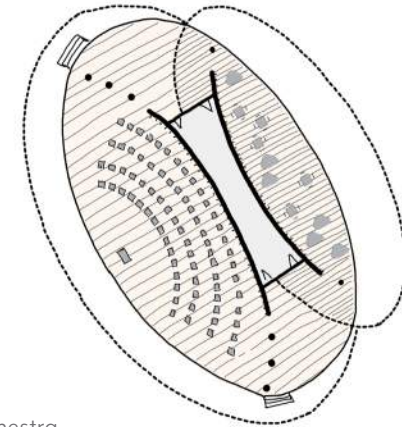
Area: 2,500 SF Performance Stage
Breakdown: 1,000 SF Back Stage
2,000 SF Water Pavilion
2,500 SF Covered Pathway

Dimensions: 125'-0" x 90'-0"

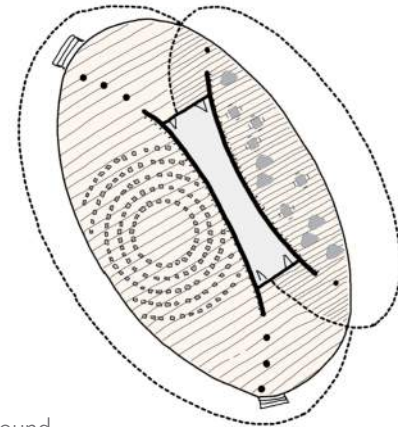
Stories: 1

Height: Varies, 20'-0" to 40'-0"

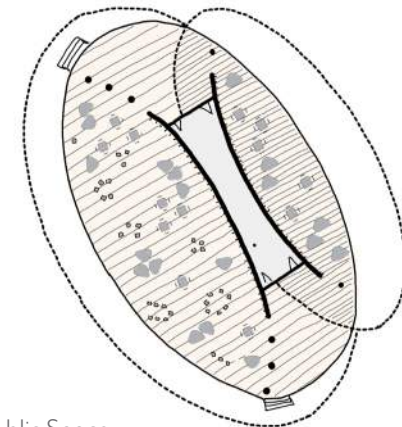
USE SCENARIOS



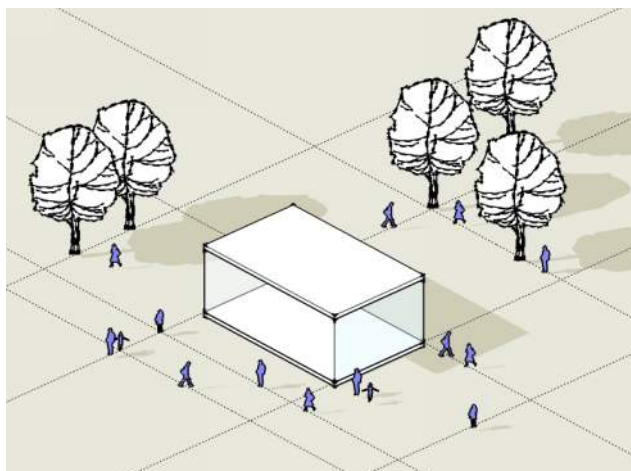
Full Orchestra

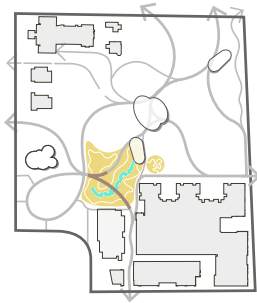


In the Round



Open Public Space





CHILDREN'S BLUFFS

The demographics in Cary tell of a place that is very family-oriented. With that, the consultant team believes that children will be an integral part of Downtown Cary Park's success. An imaginative children's garden, different than surrounding play destinations in Cary, will become a beloved space within the park for children and adults.

The Children's Bluffs will feature exciting topography, water to splash, custom play structures, moments to hide, spaces to run, and opportunities to climb. Letting children be creative with their space is an important goal of this park feature.

Locating the children's garden in close proximity to the future Cary Library was an intentional decision by the consultant team. There are a range of

programmatic opportunities with this adjacency, like story times and book events. The community also preferred to locate children's play close to the future parking garage, so that families could easily move from their cars to the play space.

With the interest from the town in special garden moments, the consultant team chose to locate a sensory garden adjacent to the Children's Bluffs. This garden will highlight senses of smell and touch, and be accessible to the youngest park visitors. Opportunity for educational classes geared for kids presents itself within the sensory garden space.



Levy Park, Houston | OJB



Levy Park, Houston | OJB



PARK INFO
& RR

SENSORY
GARDEN

TUNNELS &
TOPOGRAPHY

CLIMBING
WALL

BRIDGEWAY

ZIP
LINE

MIXED
USE

CHILDREN'S BLUFFS DATA

Approximate Area:	34,000 SF
Architectural Element:	Restroom and Park Information
Materiality:	Custom Wood Structures, Play Surface, Artificial Turf, Planting Areas, New and Existing Trees
Specialty Elements:	Splash Pads or Sculptural Fountains, Custom Play Structures
Potential Program:	After-School Programs, Face Painting, Family Fitness, Floor Piano, Ice-Cream Cart, Imagination Playground, Magic Shows, Story Time, Inflatable Ride-On Bouncy Toys





CHILDREN'S BLUFFS





PARK INFORMATION AND RESTROOM

The restroom facility is central to the park and primarily serves the children’s play area and the great lawn. The architectural character of the restroom facility should match that of the other architecture elements throughout the site. A large canopy extension creates an adjacent space of rest and waiting and thus also provides space for an orientation center and message boards.

See Appendix 3.3.1 for additional information about building systems.

PARK INFORMATION AND RESTROOM DATA

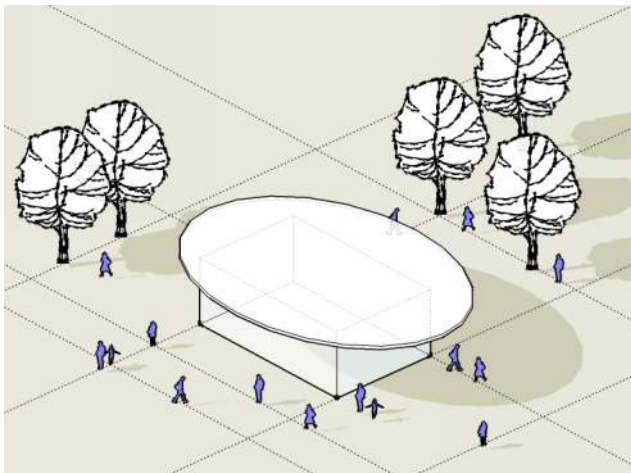
Total GFA: 5,000 SF

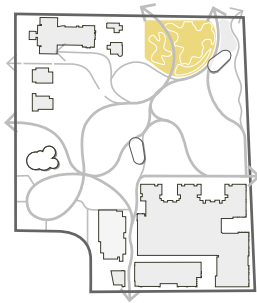
Area 2,500 SF Restrooms
Breakdown: 500 SF Park Information
2,500 SF Covered Exterior

Dimensions: 85’-0” x 50’-0”

Stories: 1

Height: Varies, 16’-0”





ACTIVE ENGAGEMENT

Play in Downtown Cary Park will not only be for children. One of the goals for this new park is to provide outdoor entertainment for all ages. The Active Engagement space provides opportunity for teens, adults, and children to relax, play, and enjoy being outside.

The main space within Active Engagement is a flexible games court. This court provides an informal space for a variety of competitions like bocce, corn hole, or volleyball, anchored by a central “bleacher” seating opportunity. The games court can be used for scheduled tournaments, but will simply be a fun place for casual play most of the time.

The Cary Climb concept will be a sculptural piece for people of all ages to climb, lounge and play on. It could take a variety of forms, and will be brought to life with the help of an artist. This structure could float above

plantings, wrap around trees, and engage the interesting topography of the site.

A flexible grove supports the games court, providing additional shaded seating for park visitors to watch activity. This grove transitions to Walker Plaza, which surrounds the Active Engagement area. Walker Plaza serves as another entry point to the park, and will host interactive water, flexible seating, and a casual food and beverage outpost, conceptualized as the “Bark Bar.”

The Active Engagement space, in conjunction with Walker Plaza, will be a hub of activity with unique lounge opportunities, available to all park visitors.



PARK STREET

ON-STREET
PARKING

FLEXIBLE
GAMES

FLEXIBLE
GAMES

WATER
PLAY

"BLEACHER"
SEATING

FLEXIBLE
SEATING

CARY
CLIMB

FLEXIBLE GAMES
COURT

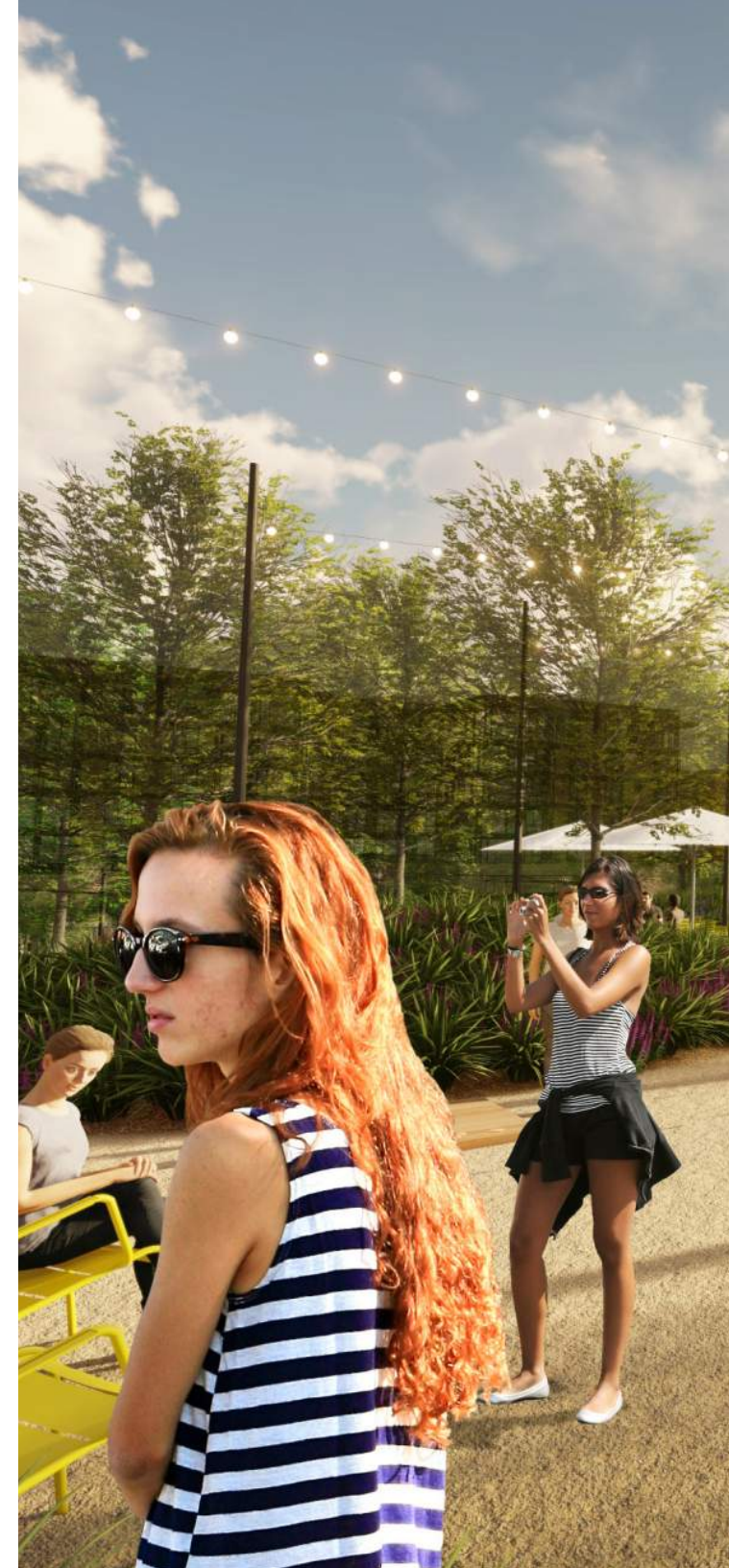
CLIMBING
WALL

BARK
BAR & RR

SEATING
GROVES

ACTIVE ENGAGEMENT DATA

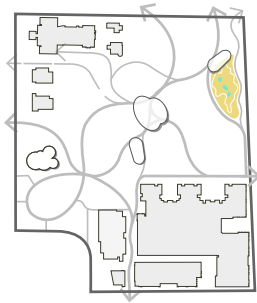
Approximate Area:	41,000 SF Games and Lounge + 14,600 SF Walker Plaza
Architectural Element:	Bark Bar
Materiality:	Decomposed Granite, Soft Games Court Surfacing, Plaza Pavers, Curated Planting, Native Meadow, Existing and New Trees
Specialty Elements:	Water Film that can be turned off and used as additional plaza Cary Climb
Potential Program:	Climbing Wall, DJ, Fencing, Fitness Cart, Martial Arts, Ninja Obstacle Course, Parkour, Silent Disco, Mini-Golf, Multi-Sports Court, Remote Controlled Car Track, Fire Pits, Hammocks, Bean Bags, Coffee Cart, Hot Sauce Tastings, Bingo, Arcade Games, Outdoor Bar, Photo Booths, Trivia, Wine and Beer Tastings











DOG PLAY AND BARK BAR

Dog ownership has become an important part of our culture. With this, spaces for our furry friends to run and play off leash have become treasured. Most dog parks are passive lawn areas which cater only to the four-legged. Here, at Downtown Cary Park, the Dog Play and Bark Bar area will be a social space for dogs as well as people.

Visiting pups will most enjoy the interactive water for play and drinking, topography for climbing and exploring, and space for running and chasing.

The Bark Bar will provide a social gathering hub for dog owners, featuring shaded dining space for visitors to enjoy a snack or beverage. Pet parents will be able to visit the Dog Play space at Downtown Cary Park, let their

pets off leash, sit close by, and enjoy chatting with friends or family at the Bark Bar.

All of this space will be surrounded by fencing and lush planting. The Bark Bar will serve not only Dog Play visitors, but it will be double-sided to serve visitors from Walker Plaza as well.





**BARK
BAR & RR**

**FLEXIBLE
DINING**

**STREET
PLANTING**

**SEATING
GROVES**

**WATER VIEW
DECK**

**SKY
WALK**

**WATER
PLAY**

**TOPOGRAPHY
PLAY**

WALKER STREET

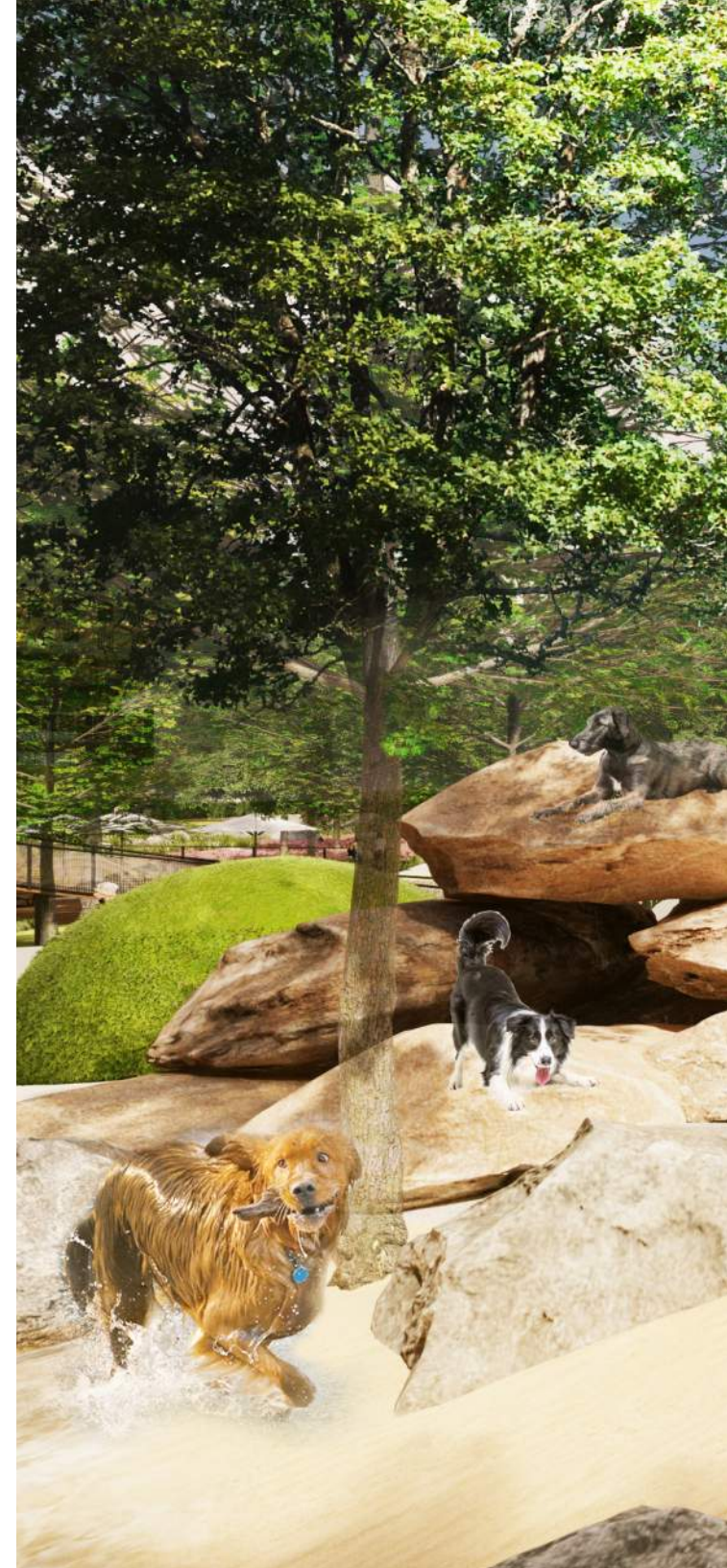
**FLEXIBLE
ACTIVITY LAWN**

**ON-STREET
PARKING**

**SKY
LOUNGE**

DOG PLAY AND BARK BAR DATA

Approximate Area:	14,000 SF
Architectural Element:	Bark Bar
Materiality:	Artificial Turf, Metal Fencing, Lush Planting, Existing and New Trees Small Water Jets
Specialty Elements:	Outdoor Bar, Trivia, Wine and Beer Tastings, Dog Obedience
Potential Program:	Lessons, Pet Parades and Costume Parties





BARK BAR

The Bark Bar is a sculptural building in the round that provides a center of activity to a variety of surrounding programs, including the dog park, gardens, and lawns. Two discreet cylindrical buildings sit underneath a sculptural roof. The larger contains a walk-up bar complete with back-of-house areas for large refrigerators, storage, office and employee rooms. The small volume contains public restrooms and general park facility storage.

See Appendix 3.3.1 for additional information about building systems.

BARK BAR DATA

Footprint: 4,500 SF

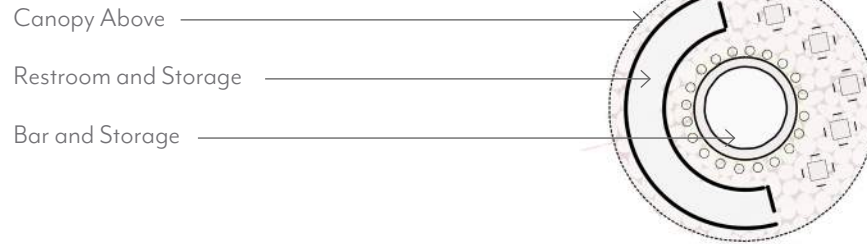
Area Breakdown: 1,200 SF Walk-Up Bar and Storage
800 SF Restrooms and Storage

Dimensions: 88'-6" x 50'-0"

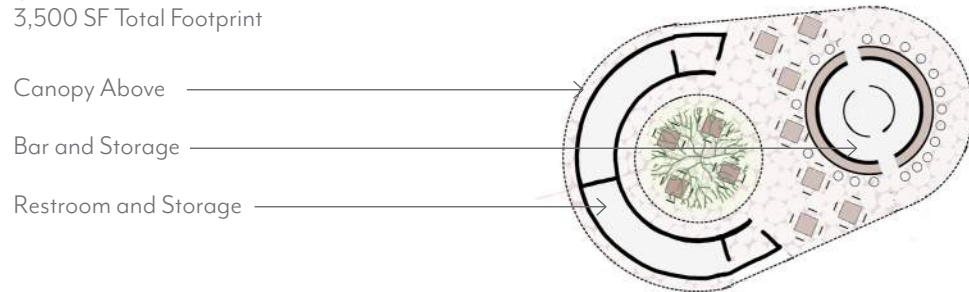
Stories: 1

Height: Varies, 12'-0" to 18'-0"

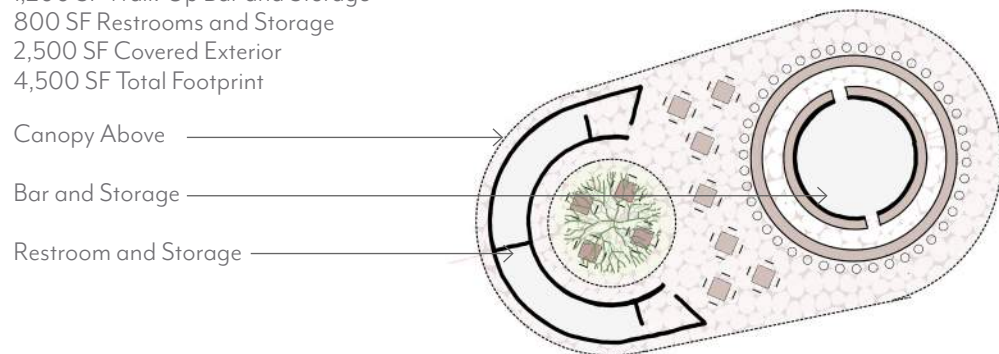
OPTION 1
400 SF Walk-Up Bar and Storage
800 SF Restrooms and Storage
1,300 SF Covered Exterior
2,500 SF Total Footprint

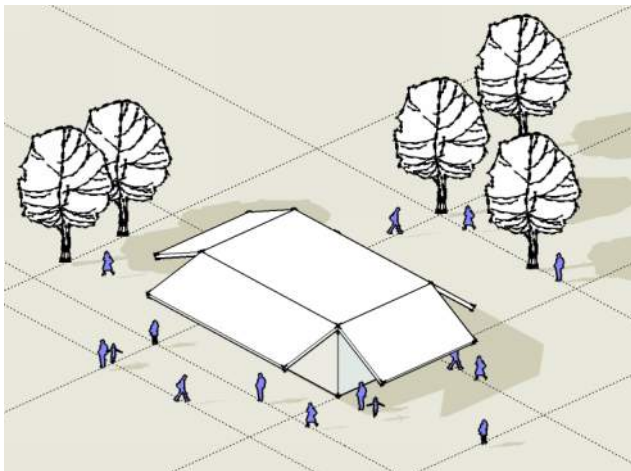


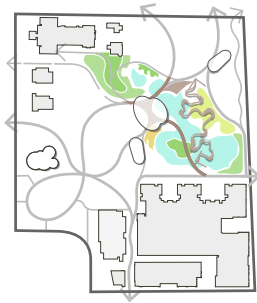
OPTION 2
800 SF Walk-Up Bar and Storage
800 SF Restrooms and Storage
1,900 SF Covered Exterior
3,500 SF Total Footprint



OPTION 3
1,200 SF Walk-Up Bar and Storage
800 SF Restrooms and Storage
2,500 SF Covered Exterior
4,500 SF Total Footprint







WATERSIDE SPACES

The community has expressed that engaging water is a priority. Cary citizens are interested in playful fountains as well as enjoying a close proximity to the large storm water feature on site. Therefore, the consultant team has curated many opportunities for park visitors to be near water.

The storm water feature will showcase a varied edge. In some places, the water's edge will feel natural and garden-like. In others, the edge will feel architectural and urban. The variety of edge treatments will directly respond to adjacent program spaces.

Within the water will rest artistic stone installations for water to run over and to wash through. One such installation, in the center of the water body, is a perfect circle, which sets itself apart from the meandering geometries around it.



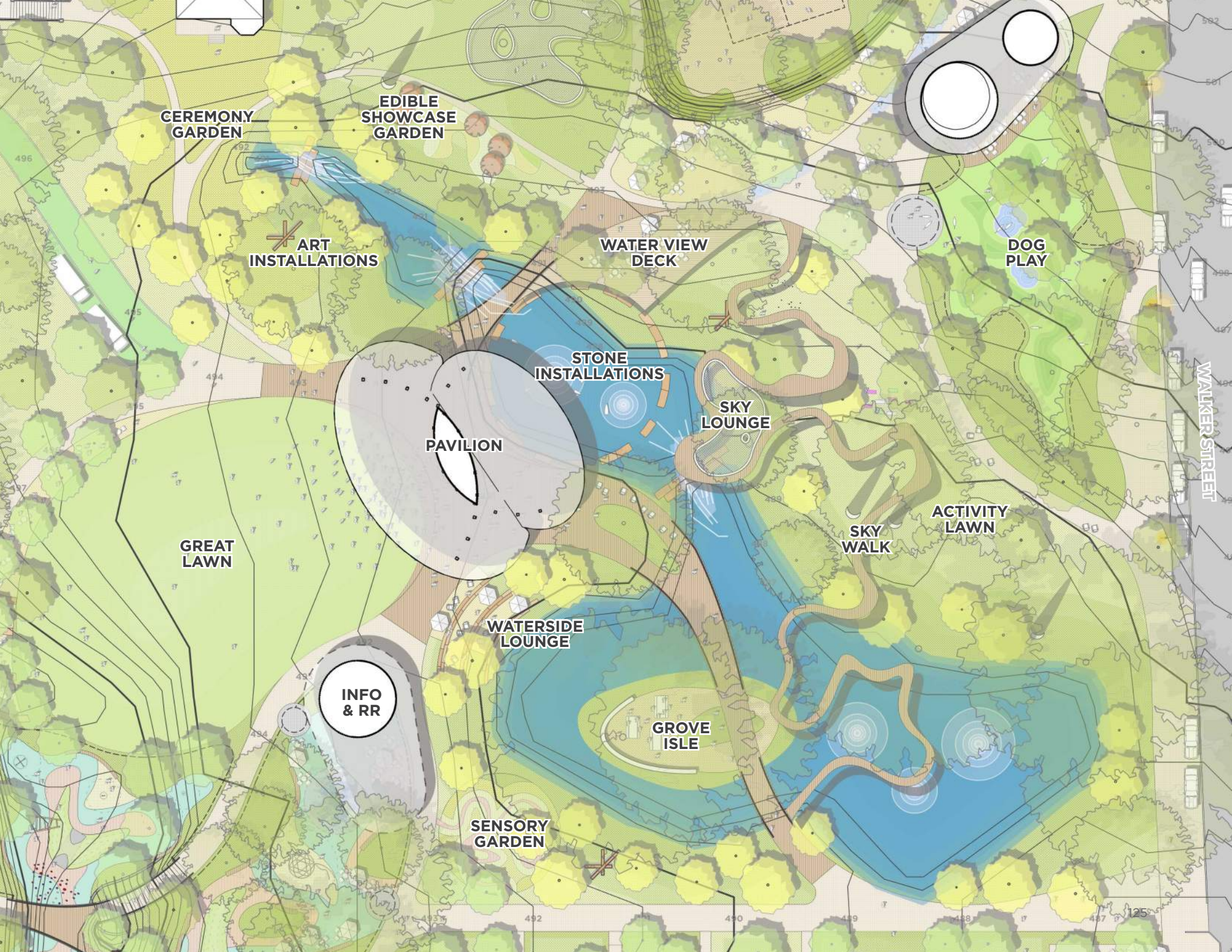
PAVILION AND WATER VIEW DECK

The pavilion structure in the center of Downtown Cary Park will be a double-sided experience. One side of the architecture orients itself to the Great Lawn to provide a performance stage. The opposite side of the pavilion orients itself to the water, and provides a shaded, urban water's edge experience.

Across the water from the pavilion is the Water View Deck. This raised platform provides yet another moment and vantage point for visitors to enjoy the surrounding water and art installations.

- Area:** 2,300 SF
- Materiality:** Wood Decking, Wetland Planting
- Program:** Remote Controlled Boats, Lounge Chairs, Art Lectures





CEREMONY GARDEN

EDIBLE SHOWCASE GARDEN

ART INSTALLATIONS

WATER VIEW DECK

DOG PLAY

STONE INSTALLATIONS

PAVILION

SKY LOUNGE

GREAT LAWN

ACTIVITY LAWN

SKY WALK

WATERSIDE LOUNGE

INFO & RR

GROVE ISLE

SENSORY GARDEN

WALKER STREET

WATER VIEW DECK & PAVILION





PAVILION & STORM WATER FEATURE





WATERSIDE LOUNGE

The waterside lounge, adjacent to the Pavilion, provides park visitors with a unique space to hang out. Reminiscent of an “urban beach,” the Water Side Lounge will be a soft, comfortable, and unique spot to enjoy watching activity at the Pavilion, or to simply take in the lush wetland planting at the water’s edge.

Area: 2,200 SF
Materiality: Sand, Local Stone, Wetland Planting, Trees
Program: Lounge Chairs, Remote Controlled Boats and Submarines



GROVE ISLE

One of the best features on the existing site today is the plethora of champion trees. To save as many of these trees as possible, the concept of a grove allows for retention of a root zone while creating a unique space.

Park visitors will have the opportunity to stroll across boardwalks, over wetland and storm water, to an island of large existing trees. Here people can enjoy a group picnic, a unique outdoor classroom experience, or simply find a moment of quiet surrounded by water.

Area: 3,800 SF
Materiality: Crushed Stone, Wetland Planting, Existing Trees
Program: Picnic, Educational Classes







WETLAND GARDENS



BOARDWALKS







CEREMONY GARDEN

Beautiful open spaces host some of life’s most special moments. Engagements, family reunions, birthday parties, and other celebratory occasions often happen in a beloved outdoor space.

The Ceremony Garden will provide Downtown Cary with a space for such gatherings. The garden itself will be a celebration of native flora, and a simple mown meadow will provide an understated background to many future celebrations.

- Area: 17,500 SF
- Materiality: Native Meadow, Mown Meadow, Trees
- Program: Special Events, Lectures



EDIBLE SHOWCASE GARDEN

The Edible Showcase Garden will be a curated exhibit of edible plants. This garden will be managed, either by park staff or a third party garden group, to ensure it is maintained year-round. This showcase garden may have a theme, feature special herbs used in cocktails, or perhaps grow spices and vegetables common in salsas.

Opportunities for education, a farm-to-table program, or a food bank supply present themselves in this space.

- Area: 2,000 SF
- Materiality: Crushed Stone, Edible Planting
- Program: Education Sessions, Cooking Classes



WETLAND GARDENS

While the storm water feature is a necessary utility at Downtown Cary Park, the gardens surrounding it will transform it into a celebrated garden. Wetlands are an important ecological landscape, and featuring wetland gardens all around the storm water body will offer educational opportunities for visitors. Native plantings will attract local pollinators to the park, which will become an attraction for those interested in bees and butterflies.

Area: 30,000 SF

Materiality: Native Wetland Planting, Existing and New Trees

Program: Nature Walks, Apiary, Butterfly Viewing,



ACTIVITY LAWN

A secondary lawn, adjacent to the water's edge, provides Downtown Cary Park with a more informal lawn experience. The Activity Lawn may feature rotating installations, a variety of lawn games, or small pop-up food and beverage vendors.

The Activity Lawn rests beneath the sky walk, discussed on the following pages, and offers visitors another layer of interest with the meandering structure overhead.

Area: 13,000 SF

Materiality: Lawn, Wetland Planting, Existing and New Trees

Program: Dodge Ball, Lawn Bowling, Ropes Course, Zip-line, Trampoline Fitness, Volleyball





SKY WALK

The Sky Walk concept was born out of a recurring request from the community to create views within Downtown Cary Park. Many people requested the opportunity to get above the trees and enjoy seeing their town from a new perspective.

Downtown Cary Park's Sky Walk weaves through existing champion trees, allowing people to meander among the branches and canopies of these natural features. The Sky Walk emerges from the canopies at a few curated moments, giving visitors the chance to see for miles. There are also moments of netted lounges, where people can sit or lay in the sky. This park feature offers opportunity for nature walks in the sky, for astronomy gatherings, and even special event hosting.

The Sky Walk concept will engage an artist to help materialize its form. It will be accessible and touch down to ground level at several points. The Sky Walk will give the community a new perspective and offer an experience unlike any other in Cary.





SHADE STRUCTURES THROUGHOUT THE PARK

The shade structures offer small areas for gathering, play, contemplation, discussion, meditation, games, etc. throughout the park landscape. There may be as many as six of these shade structures throughout the park. They would have very similar, if not identical, designs but would function very differently from each other based on siting and the surrounding landscape and programming. These are open air structures that may have solid walls on 50% of the surface so that they seem to be rooms floating in the gardens.

See Appendix 3.3.1 for additional information about architectural systems.

Data	
Total GFA:	500 sf each
Footprint:	500 sf
Dimension:	25'x25'
# Stories:	1
Height:	Approximately 16-20'



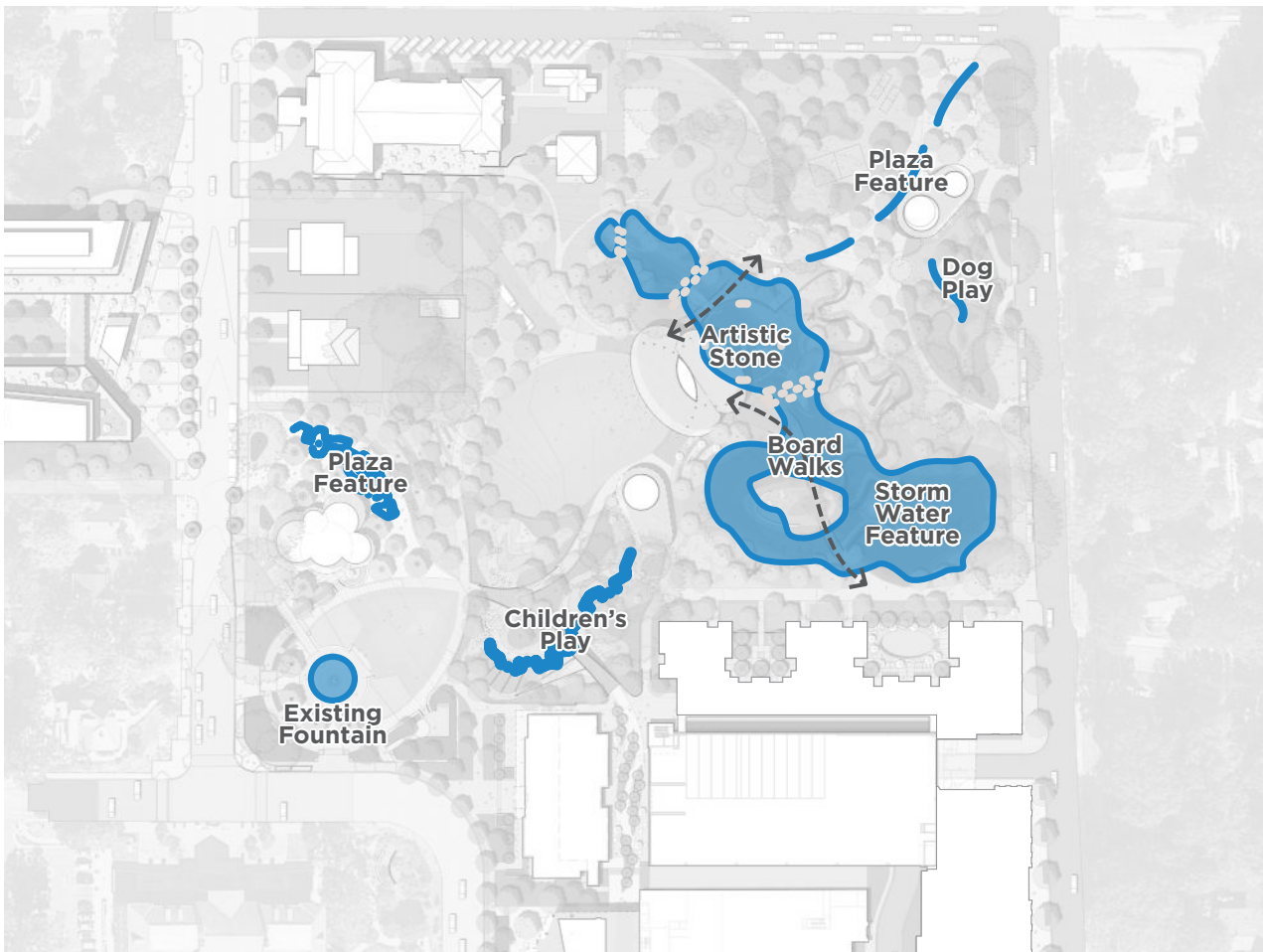
WATER THROUGHOUT THE PARK

Making water a priority was a clear take-away from the public engagement process. With that, many opportunities have been integrated into the Master Plan to interact with and enjoy a close proximity to water.

The storm water body will be significant feature of the park. It will not only treat storm water runoff within the site, but will also service surrounding developments and downstream communities. This will be a celebrated wetland garden which features native plantings, and it will eventually host local butterflies and critters. See Appendix 3.3.2 for a storm water memo from the consultant team's civil engineer.

While visitors will not interact with the storm water feature, there are plenty of other opportunities across the Master Plan to play in water. The plaza features, at Academy and Walker Plazas, will enliven the urban spaces they rest in, offering thin water films and small jets. These features can easily be turned off for events held within the plaza spaces.

Interactive fountains will meander through both the children's garden and the dog play area. The nature of these play features is yet unknown, but will inspire its users and spark creativity for those playing within them.



ART THROUGHOUT THE PARK

The Public Art Program in the park will foster a sense of identity in Downtown Cary with pieces that celebrate the unique geography, culture and urban context. The vibrant visual environment created by the Art Program will have civic distinction that compels visitors to feel connected to and proud of Downtown Cary Park. This unique experience of public art in Downtown Cary will aim to build a sense of community and ownership for all citizens.

Downtown Cary Park's art collection will highlight diversity by creating opportunities for local, regional, national and international artists. Featured artists will range from emerging to established in their careers, and at least one will have a connection to North Carolina.

The consultant team and selected artists will look for opportunities to integrate pieces with architecture and ground spaces. Art will ultimately complement buildings and landscape to enhance the overall beauty of Downtown Cary Park.







3.4 PROGRAM AND PARK ACTIVATION

APPROACH

Downtown Cary Park will be a lively place to gather, be active, and try something new. Through a mixture of innovative program offerings and exceptional amenities, Downtown Cary Park will be the “urban” complement to the Town’s existing system of successful public spaces, building upon the success of Town Square. The Town already has a large and diverse program calendar, especially for youth; Downtown Cary Park will build on this foundation to not only provide additional options for families, but also grow park use among other demographics.

Park visitors will have a wide variety of activity choices available to them at various times of the day, week, month, and season. A focus on small, frequently-occurring programs will build a base of regular users for the park, and also establish it as a destination that draws people downtown. More visitors to downtown means more people will likely shop, eat, or see a movie before or after visiting the park.

The park will primarily serve the needs and interests of Cary residents. By establishing itself as an authentic Cary experience with genuine connections to Town residents, businesses, and history, it will grow into a

regional destination which draws visitors from the Research Triangle region and beyond. The activation of Downtown Cary Park will help make the downtown area a vibrant place to live, work, and visit.

Downtown Cary Park will become more active over time. Program offerings will grow alongside the downtown population, and as additional revenues are generated in the park, those resources can be poured back into the program calendar. This gradual growth model will ease the transition for the Parks, Recreation and Cultural Resources staff who will be responsible for the park.

The programming plan for Downtown Cary Park is ambitious. The hypothetical calendar estimates 550 free program offerings in the park’s first year of operation. This calendar densifies to over 800 program offerings per year at park maturity. This is a high level of programming that will feature activities for people of all ages and backgrounds throughout the year.



**EXISTING CARY PARKS
PROGRAM OFFERINGS**



EXISTING PARKS PROGRAMMING

Downtown Cary Park's programming should build upon the existing successful calendar of Town classes and activities, fill any unmet needs, and introduce new unique opportunities. To achieve these goals, it's necessary to understand existing program offerings in Cary.

SMALL GATHERINGS

In 2018, more than 300 small programs with less than 15 participants were held throughout the year. Some of these smaller gatherings may need a new venue or may prefer a more centralized location. Downtown Cary Park could become host for several of these activities, which will help in populating the park throughout the week.

SMALL TO MEDIUM SIZED GATHERINGS

Without counting wait list figures, 58,000 people participated in small to medium Town of Cary programs in 2018 (counting one-off events and festivals). While a certain percentage of program attendees are repeat visitors, this is a high figure for a town of approximately 166,000 residents. Downtown Cary Park should aim to grow this figure by drawing new program participants, building upon the success of this type of gathering.

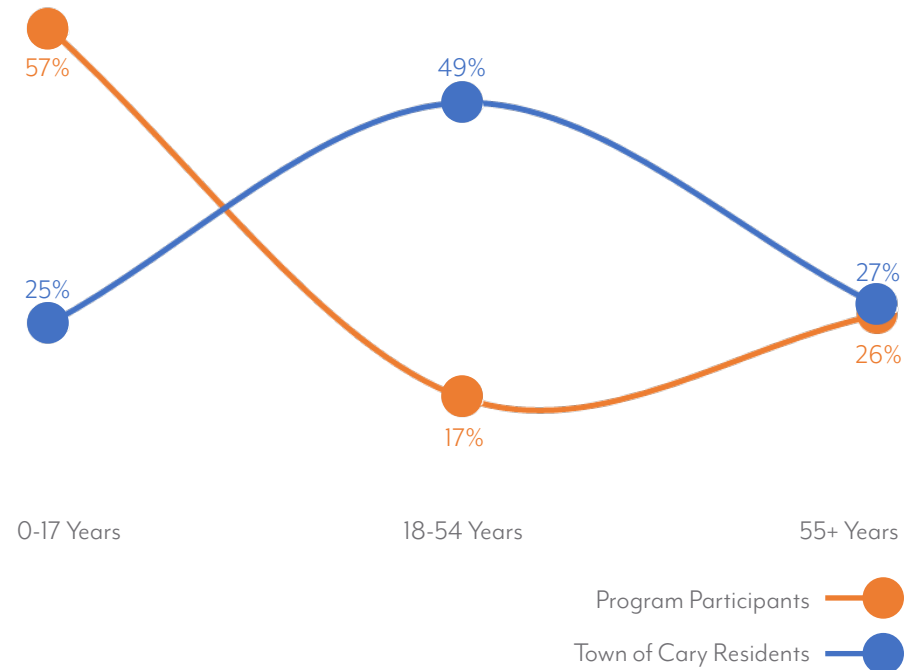
The comparison of age distribution to program participants, seen here, shows that many young people and seniors take advantage of Cary's current program offerings. There is a high level of participation for youth under 17, and especially for children under 10. The proportion of program participants ages 0-17 is more than double the percentage of residents in the same age group, meaning that youth attend multiple activities. Adults ages 18-54 are largely missing from small and medium sized programs. This is understandable as this age group often has family and work obligations.

At Downtown Cary Park, it will be important to provide unique experiences, site amenities, and food and beverage options that attract this age group. As the park schedule is created, we should think about how to accommodate this demographic's typical schedule. For example, coordinating a targeted program for young adults at the same time as a supervised children's class can increase participation. Further strategies for targeting this demographic are discussed in following sections.

MEDIUM TO LARGE GATHERINGS

Many art programs in 2018 drew between 50 and 200 participants. If materials are portable, some of these could be moved to Downtown Cary Park during nice weather. The close proximity of the park to Cary Arts Center presents a special opportunity for coordinated programs.

**PROGRAM PARTICIPANT VS.
TOWN RESIDENT AGE DISTRIBUTION**



EXPANDING ON EXISTING PROGRAM OFFERINGS

The Town of Cary currently offers hundreds of program activities. Offerings that garner the largest amount of participation relate to the arts, sports, nature, and camp activities. With this already active community, the Downtown Cary Park can expand on that energy in the following ways:

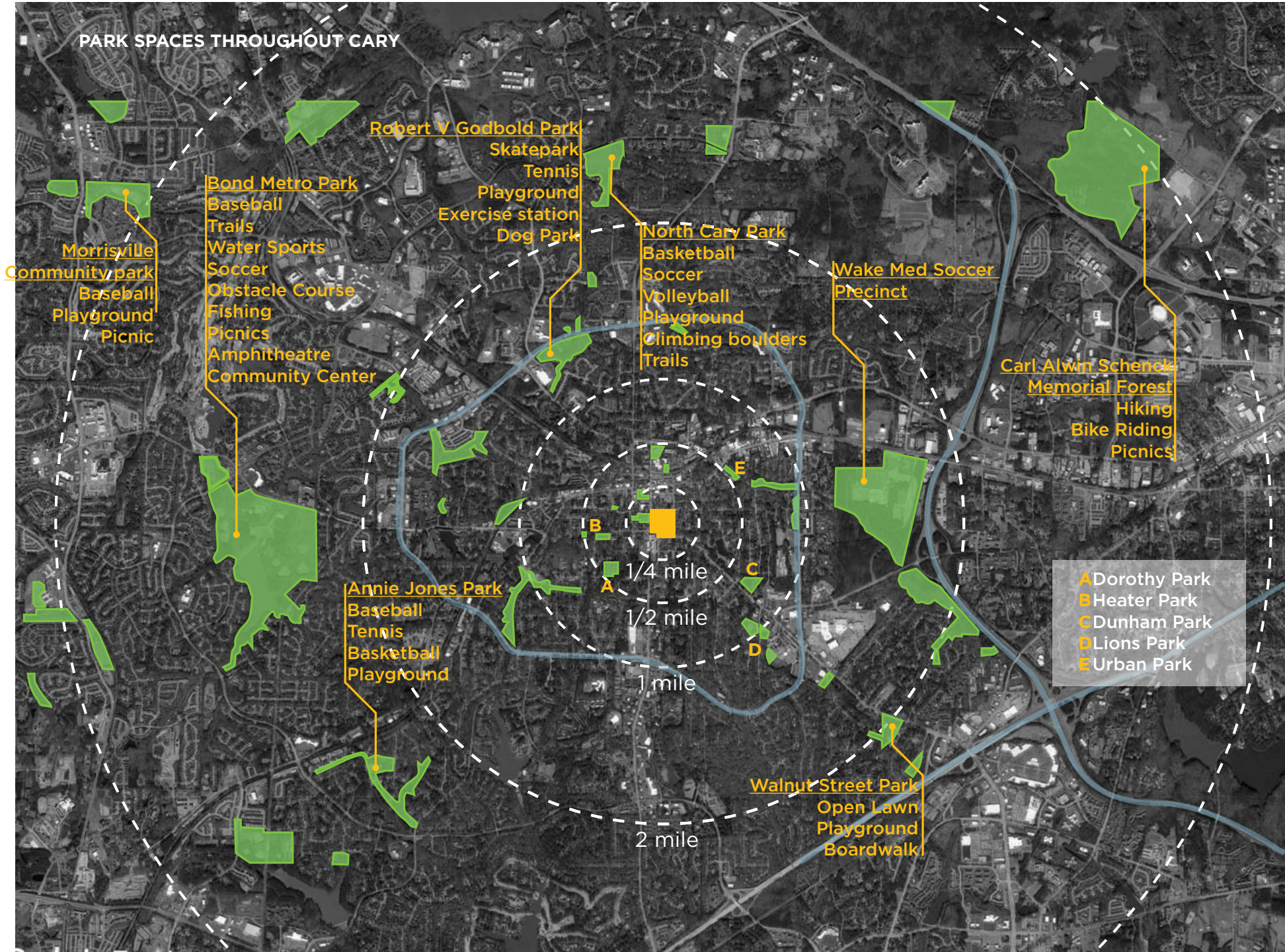
- 01** - Host free introductory art classes in the park. Attendees who wish to further their skill would continue taking courses at the Cary Arts Center.
- 02** - Offer program and amenities that don't already exist in the region. There is opportunity to highlight technology and the growing "maker" culture in the Downtown Cary Park calendar.
- 03** - Pursue niche interest program opportunities that would be more successful with a centralized location, as opposed to dispersed neighborhood parks.
- 04** - Expand and adapt existing youth program offerings to accommodate teens and adults.
- 05** - Expand successful single events into weeks-long activities.

GEOGRAPHIC DISTRIBUTION

Programs and facilities are currently distributed widely throughout Cary. Downtown Cary Park is unique because its located in the heart of town. The park is central to cultural institutions, community centers, and downtown attractions. The close proximity of the Cary Regional Library, Cary Arts Center, and the Page-Walker Arts and History Center presents these institutions as natural program partners for Downtown Cary Park.

There is opportunity for existing Parks to host special programs at Downtown Cary Park. For instance, Stevens Nature Center could offer survivalist courses, or Sk8 Cary could assist with action sports. In this way, Downtown Cary Park could centralize the various resources spread throughout Cary.

PARK SPACES THROUGHOUT CARY



RESULTS FROM COMMUNITY ENGAGEMENT

The program phase of Community Engagement revealed that food-related programs as well as amenities for passive enjoyment are popular with most Cary citizens. However, there was a divergence in program preferences between age groups, especially in fitness and wellness, games and hobbies, and live entertainment. This implies that park managers will need to execute multiple strategies simultaneously to satisfy the needs of the park's most frequent visitors.

Core programming should focus on activities and amenities that were popular among all Cary citizens. Specifically, the top-ranking program ideas were free wi-fi, ice cream carts, outdoor movies, food trucks and kiosks, interactive water features, pop-up markets, and lounge opportunities.

Scheduling activities that specific demographics showed varied levels of interest needs to be deliberate. The schedule for these smaller interest groups should correlate with when a specific audience is most likely to be in the park. Small and medium-sized “niche” activities should work in conjunction with larger events that have broad appeal.



PROGRAMMING IN DOWNTOWN CARY PARK

Program in Downtown Cary Park will generally fit into one of these categories:

- 01** - Arts and Culture
- 02** - Children and Families
- 03** - Fitness, Recreation, and Wellness
- 04** - Food and Beverage
- 05** - Games
- 06** - Hobbies and interests
- 07** - Live entertainment

FREQUENCY AND SEASONALITY

Downtown Cary Park will offer a variety of daily amenities, as well as core programs that occur multiple times per week. Most other scheduled activities will occur weekly.

Less frequent programs will occur on a monthly rhythm. Four or five rotating activities will occupy the same space once per month. All of these partners will target the same demographic.

Summer will be the most active season at Downtown Cary Park, followed closely by Spring and Fall. Winter holds about one tenth of the total programming at Downtown Cary Park, but will be more active than other outdoor spaces in Cary.

PAID VS. FREE PROGRAMS

Most programming at Downtown Cary Park will be free to the public. Exceptions to this strategy could be a small number of ticketed events, or activities with costly supplies (i.e. book binding materials or specialized art supplies). Downtown Cary Park will also host third party events that will likely charge fees (i.e. charity walks and runs).

Offering free programs enables a few park goals. First, the Town and consultant team envisions Downtown Cary Park to be a local and regional destination. Free activities will fast track this aim. Second, the revenue plan for the park rests on income streams that increase with park attendance. Free programs act as “loss leaders,” serving to increase park usership and ultimately income streams. Third, it’s difficult to monitor who has paid and who hasn’t in a park. With multiple entry points and limited security staff, it quickly becomes complicated to restrict entry to a particular park area.

Many existing program offerings in Cary today charge a fee. Downtown Cary Park can complement this current strategy by offering free introductory classes, as a means of advertising a more in-depth, ticketed course.



PROGRAM BY AREA

TOWN SQUARE

Town Square is currently activated through a combination of fitness, games, dance, language, and arts. Further program offerings and amenities could include ballroom and tango lessons, caroling, silent disco, foreign language classes, improvisation shows, strategy and role-playing games, and a games cart. As many people will be entering the park through Town Square, signage and way finding should highlight various activities throughout the park.

ACADEMY PLAZA

Academy Plaza will be the epicenter of market activity as well as food and beverage in the park. This flexible space can host a variety of pop-up markets including art, design, craft, holiday, and farmers markets. Coffee carts, food kiosks, a mobile pizza oven, an outdoor bar, food trucks and various tastings will encourage visitors to spend time in the plaza. The space will include movable seating to host all its snacking visitors. There is potential here to locate a restaurant within the plaza to build upon this hub of food activity.

GREAT LAWN

The Great Lawn can host large events, along with program that requires a softscape or large surface area. Activities such as ultimate frisbee, live action role playing, bubble soccer, quidditch, sledding and glamping are best located here. Audiences will gather on the lawn to watch movies, shows, and competitions in the performance pavilion. Lighting in this area, especially near the pavilion, should be dimmable.

PAVILION

The Pavilion will host various entertainment for both large and small audiences. Shows and performances will not compete with the Koka Booth Amphitheater calendar, and will primarily offer non-ticketed events. Events at the Pavilion will include theatrical and dance performances, eSports and video game competitions. There is great opportunity for tech-oriented events to be sponsored, given the presence of Epic Games in Cary.

CHILDREN'S BLUFFS

In addition to unstructured play within the Children's Bluffs, kids will have opportunity to express creativity through an Imagination Playground, to jump on a floor piano, hear a story, see a magic show, and learn about regional ecology.

DOG PLAY AND BARK BAR

The Dog Play area and adjacent Bark Bar will be a destination for dog owners. Dogs will roam and play while their owners relax and socialize. This space will host dog obedience lessons and pet costume parties.

LIBRARY PLAZA

The Library Plaza will be the educational hub of Downtown Cary Park. This plaza will collectively host literature, technology, and business gatherings. Future amenities to come online as park popularity grows include a pod-casting studio, a maker space, a book arts center, and a gaming incubator.

ACTIVE ENGAGEMENT

The Active Engagement area will host a mix of casual, drop-in games and adventure courses. From a climbing wall and ropes course, to mini-golf and skee-ball, the area will provide fun and challenging amenities where visitors can hone advanced skills or try something new.

ACTIVITY LAWN

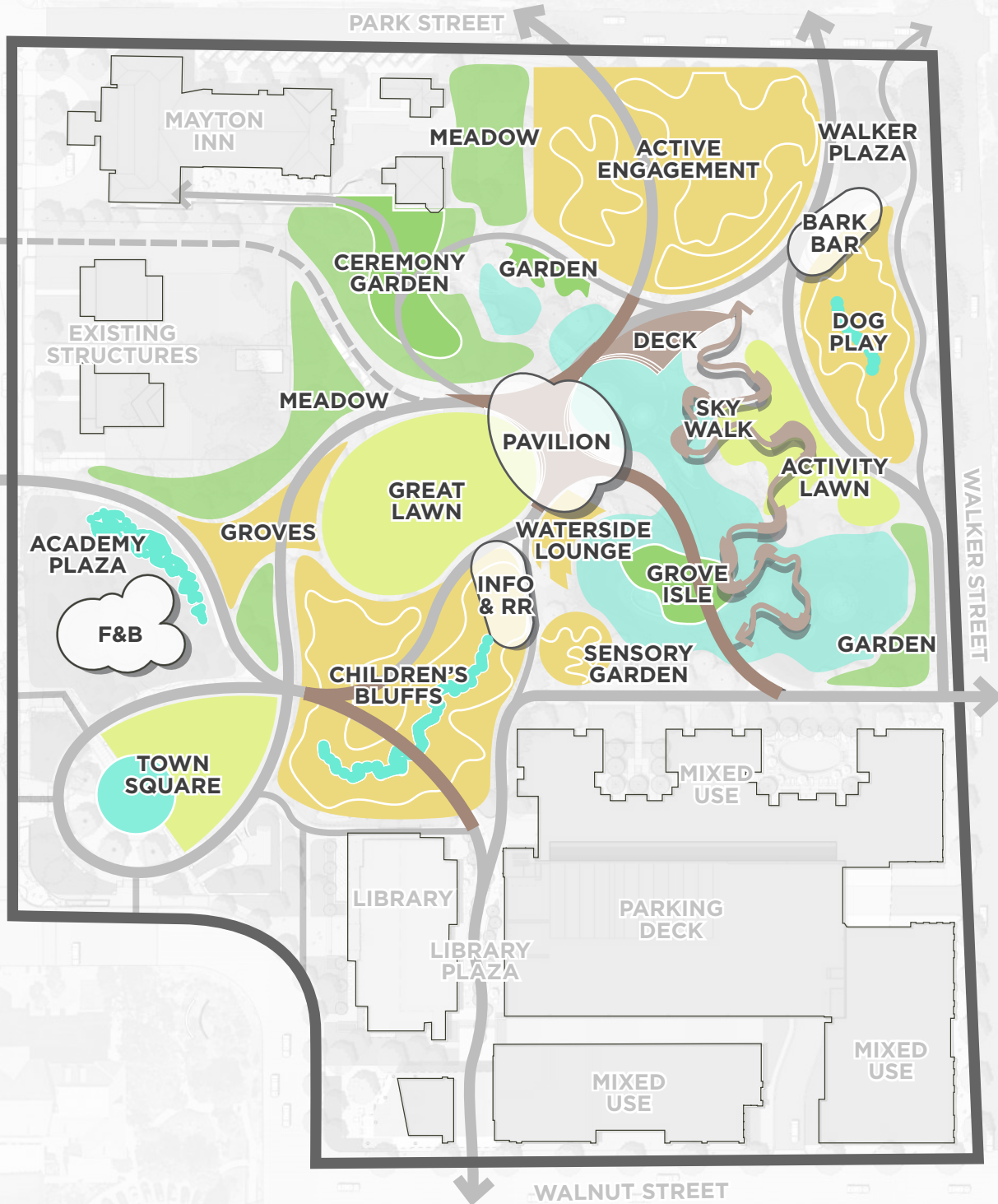
The Activity Lawn will be a smaller open space where quieter fitness and wellness classes can take place. Lawn games will also be available here to park visitors.

HILLSIDE GROVES

The Hillside Groves will be a shaded, elevated space to watch the sun rise or relax near a fire with friends on a cool evening. This area will primarily be used for passive enjoyment, with the exception of when the Great Lawn hosts large events. These groves will be an elevated, set-apart space to watch entertainment at the pavilion.

ELSEWHERE IN THE PARK

The Edible Showcase Garden will be a productive garden where visitors can learn about edible plants and how to take care of bees. Walker Plaza will offer hammocks, interactive water, and movable seating. At the Waterside Lounge, visitors can relax on chaise furniture and bean bags, watch remote control boats, and enjoy starry nights at astronomy gatherings on clear evenings.





Academy Street

- Food Trucks

Showcase Garden

- Apiary • Beekeeping • Gardening Lessons

Great Lawn

- Adult Camp/ Glamping • Movies
- Badminton • Quidditch
- Bubble Soccer • Scavenger/ Treasure Hunt
- Hula Hooping • Sledding
- Juggling Lessons & Performance • Ultimate Frisbee
- Kite Flying • Yoga
- Live Action Role Playing • Zumba

Hillside Groves

- Fire Pit • S'Mores Making • Story Telling

Academy Plaza

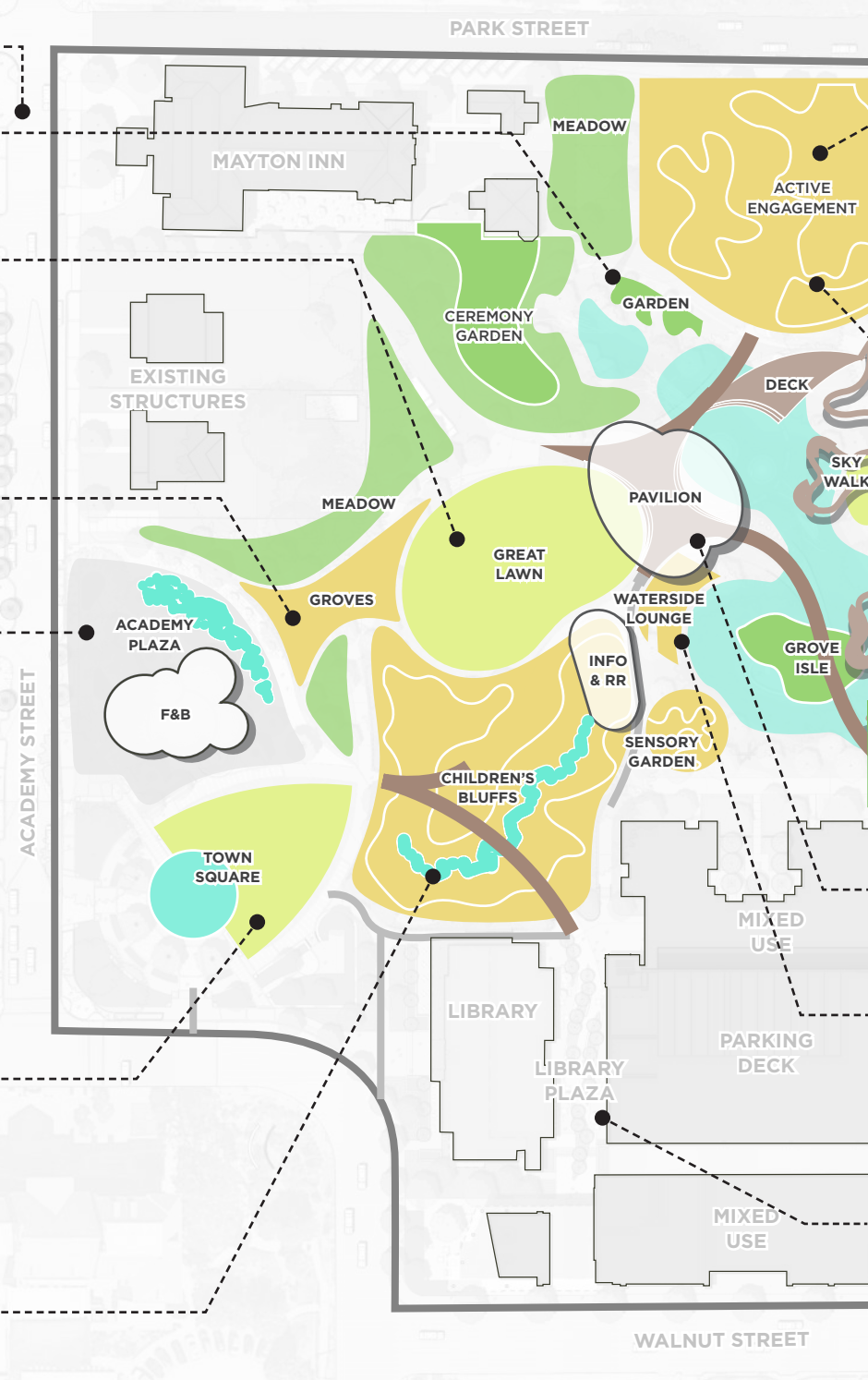
- Academy Plaza • Food Kiosk / Cart
- Bike Maintenance Cart • Giant Games
- Bingo • Holiday Market
- Classic Video / Arcade Games • Jumping Fountain
- Coffee Cart • Market space
- Cooking Classes/ Demo • Mobile Pizza Oven
- Craft / Design / Art Market • Outdoor Bar
- Farmers Market • Photo Booths
- Tastings
- Trivia

Town Square

- Art Exhibits • Game Lessons and Competitions
- Arts and Crafts Classes Demos • Games Cart
- Ballroom Dancing • Improv Classes and Shows
- Cardio HIT Classes • Line Dancing / Two Stepping
- Caroling • Photography Classes
- Chess, Checkers, and Backgammon • Pianists
- Dance Party / Silent Disco • Strategy / Role Playing Games
- Foreign Language Classes • Tango Lessons

Children's Bluffs

- Face Painting • Imagination Playground
- Family Fitness • Inflatable Bouncy Toys
- Floor Piano • Magic Shows
- Ice Cream Cart • Storytime



Everywhere

- Wi-fi

Games Court

- Bag Toss
- Bocce Ball Courts
- Miniature Golf
- Multi-use Court
- Ping Pong
- Skee-Ball
- Volleyball

Walker Plaza

- Hammocks

Dog Play

- Dog Obedience Lessons
- Pet Parades and Costume Parties

Cary Climb

- DJs
- Fitness Equipment Cart
- Martial Arts
- Climbing Wall
- Ropes Course
- Ninja Obstacle Course

Activity Lawn

- Adult Recess • Lawn Bowling • Fitness
- Fencing • Trampoline

Pavilion

- Battle of the Bands • Orchestral Concerts
- eSports / Video Game Competitions • Shakespeare in the Park
- Jazz Combos

Waterside Lounge

- Astronomy Observations • R/C Boats
- Outdoor Beanbags

Library Plaza

- Augmented Reality
- Author Readings Series
- Book Arts Center
- Book Clubs
- Creative Writing Workshop
- Entrepreneurship Seminars
- Gaming Incubator
- Historical Displays
- Maker space
- Pod-casting Studio
- Poetry Reading Slams
- Reading Room
- Science Events
- Shark Tank Style Events
- Sustainability Class
- Lecture Series

PARK PROGRAMS - YEAR 1

Categories	Program Name	Area	Proposed Season				Proposed Frequency				Proposed # of Programs	Existing Partner	Other Potential Partners	Comments		
			Spring	Summer	Fall	Winter	Once	Everyday	Weekly	Monthly						
Art & Culture	Art Exhibit	Hillside Groves								●			4	Cary Gallery of Artist, Cary Visual Art, Fine Art League of Cary, Triangle ArtWorks	Cary Art Center, Page Walker Arts & History Center, NC Museum of Art	The town of Cary has Gallery Exhibitions at rotating locations, one of which is the Cary Arts Center. The park should be highlighted as a location for these events. The Arts Center also has classes, events, and performances that could be brought into the park.
	Battle of the Band	Pavilion								●			1			
Games & Sports	Badminton	Great Lawn								●			270		Triangle Badminton, Badminton NC.	
	Bag Toss (Corn-hole)	Games Court								●			365			
	Bocce Ball Courts	Games Court								●			365			
	Chess, Checkers, & Backgammon	Town Square								●			365		Cary Chess Center, Triangle Chess	
	Game Lessons & Competition	Town Square									●		24		The Gamer's Armory, East Coast Gaming	
	Games Cart	Town Square								●			365			
	Giant Games	Academy Plaza								●			365			
	Lawn Bowling	Activity Lawn								●			365			
	Ping Pong	Games Court								●			270			
	Ultimate Frisbee	Great Lawn									●		12		Triangle Ultimate, NC Ultimate	Consider League Play
	Volleyball	Activity Lawn									●		90		NC Volleyball Academy, Triangle Volleyball Club, Southern Sand Volleyball	Beach Volleyball Variation
Bubble Soccer	Great Lawn								●			60				
Hobbies and Interests	Ballroom Dancing	Town Square								●			8			BallroomU, Carolina Ballroom of Cary
	Bingo	Academy Plaza								●			8			Carla's Bingo
	Book Clubs	Library Plaza									●		9			Consider as Part of Writers Studio or Book Arts Center
	Creative Writing Workshop	Library Plaza								●			8		Kitchen Table Writers (at rosemary house B&B), Cary Playwrights Forum, Young Writer's Institute, North Carolina Writers' Network, Cary Community Library	Consider as Part of Writers Studio or Book Arts Center
	Dog Obedience Lessons	Dog Play									●		8		Sit Means Sit, Bandit's Buddies LLC, Total Pet Care LLC, Pupsi Inc., Jackie's Basics and Beyond Dog Training	There are several local pet training businesses located near downtown park.
	Farmers Market	Academy Plaza									●		40		Cary Downtown Farmers Market, Good Hope Farm	Good Hope Farm works to make land available to new farmers in the Triangle, where prices are increasing and land is diminishing, and connect to Cary's agricultural history.
	Historical Display/ Plaques/ Markets	Library Plaza								●			270	Friends of the Page-Walker Hotel	Page-Walker Arts & History Center, Wake County Historical Society	Consider temporary projection-based installations and plaques dedicated to the future.
	Improv Classes & Shows	Town Square									●		8		Cary Players (Community Theater Company), ComedyWorx, Un-Intentionals Improv Troupe. For profit: Open Mind Improvisation	Consider as part of a studio.

PARK PROGRAMS - YEAR 1

Categories	Program Name	Area	Proposed Season				Proposed Frequency			Proposed # of Programs	Existing Partner	Other Potential Partners	Comments	
			Spring	Summer	Fall	Winter	Once	Everyday	Weekly					Monthly
Hobbies and Interests	Juggling Lessons & Performance	Great Lawn							●		12		North Carolina State Juggling Club	Market space will need to be variable for various uses.
	Markets Space	Academy Plaza						●			365			
	Meditation	Sensory Garden							●		12		Long Life Wellness Center	
	Pet Parades and Costume Parties	Dog Play							●		8		Cary Magazine, Cat Angels Pet Adoptions Inc, Positioning Animals Worldwide Inc., SPCA Wake County	Cary magazine has an annual "pet parade" story of readers' photos and stories of their pets that could be turned into an actual event in the park.
	Photography Classes	Town Square							●		8	Cary Photographic Artists	Cary Arts Center	
	Reading Room	Library Plaza						●			365			
	Scavenger/ Treasure Hunt	Great Lawn						●			365		CaryCitizen	CaryCitizen and the Town of Cary put on a Scavenger Hunt that will return in Spring 2019. Consider augmented reality variation.
	Skee Ball	Games Court						●			270			This was a highly rated program among teens, but was not preferred by the community.
	Strategy/ Role Playing Games	Town Square							●		12		The Gamer's Army	Game store in Cary focused on keeping the historical/fantasy/card gaming community growing online and locally to strengthen the local gaming community
	Tango Lessons	Town Square							●		8		BallroomU, Carolina Ballroom of Cary, TangoUtopia	
	Kite Flying	Great Lawn							●		12			Bond Park's Kite Festival in March could be expanded to include Downtown Park. Consider kite making.
Children and Families	Arts and Crafts Classes/Demos	Town Square							●		8	Bond Park's Kite Festival in March could be expanded to include Downtown Park. Consider kite making.	Cary Arts Center, Page Walker Arts & History Center	
	Face Painting	Children's Bluffs							●		8			Time For Face Painting, Zoe The Clown Face Painting, YUM Face Painting
	Family Fitness	Children's Bluffs							●		8		Taylor Family YMCA, Girls on the Run Triangle	While Girls on the Run is not Cary-based, their mission is focused on empowering young girls through running.
	Imagination playground	Children's Bluffs						●			270			
	Magic Shows	Children's Bluffs							●		8		Cary Arts Center	
Site Amenities	Storytime	Children's Bluffs							●		8		Cary Community Library	The library already has a Toddler Storytime program Fridays from 10:30-10:55 AM. This could be brought into the park in the summer and expanded to more age groups
	Bike Maintenance Cart	Academy Plaza									365		All Star Bike Shops Cary, Cycling Spoken Here, Performance Bicycle	
	Fire Pits	Hillside Groves						●			365			
	Hammocks	Waterside Lounge						●			270			
Site Amenities	Inflatable Ride-on Bouncy Toys	Children's Bluffs						●			270			This was a highly rated program among teens, but was not preferred by the community.

PARK PROGRAMS - YEAR 1

Categories	Program Name	Area	Proposed Season				Proposed Frequency			Proposed # of Programs	Existing Partner	Other Potential Partners	Comments
			Spring	Summer	Fall	Winter	Once	Everyday	Weekly				
Site Amenity	Jumping Fountain	Hillside Groves						●		90			Consider with lights and music.
	Lounge Chairs	Waterside Deck						●		365			
	Mobile Climbing Wall	Cary Climb						●		90		Triangle Rock Club (Raleigh, Durham, Morrisville)	This was a highly rated program among teens, but was not preferred by the community.
	Multi-use/Sport Versatile Court	Games Court						●		180			
	Outdoor Beanbags	Walker Plaza						●		270			
	Wi-Fi	Everywhere						●		365			
Fitness	Cardio HIT Classes	Town Square						●		50	Triangle Academy of Dance (Gravity)	O2 Fitness Club, Burn Boot Camp, Iron Tribe Fitness, Camp Gladiator	
	Hula Hooping	Great Lawn						●		8		Raleigh Drum Circle	
	Line Dancing/Twp Stepping	Town Square						●		8			
	Trampoline Fitness	Activity Lawn						●		12		Jumpstreet (Cary), DefyGravity Trampoline Park (Durham and Raleigh), Launching Pad Trampoline Park (Raleigh), Sky Zone Trampoline Park (Raleigh)	This was a highly rated program among teens, but was not preferred by the community.
	Yoga	Great Lawn						●		12	Triangle Academy of Dance (Gravity)	You Call this Yoga (for physically challenged and underserved). For-profit: Cary Flow Yoga, Republic of Yoga	Cary Flow Yoga has many existing community partnerships.
	Zumba	Great Lawn						●		12		Excel Body Fitness, Millpond Dance	
Live Entertainment	Caroling	Town Square						●		4	Cary Community Choir, Cary Youth Voices, The Concert Singers of Cary, General Assembly Chorus		
	Jazz Combos	Pavilion						●		8	Philharmonic Association Triangle Youth Music, Triangle Jazz Society	Philharmonic Association Triangle Youth Music	
	Movies	Great Lawn						●		8		Cary Theatre	Beyond: The Film Festival hosted by the Cary Theatre happens in June, so we should be sure not to compete.
	Pianists	Town Square						●		12		Cary-Apex Piano Teachers Association	
F & B	Food Truck (Events Only)	Academy Street						●		36		LaFarm Bakery Truck, Thai Box Zing, The Humble Pig, Rolling Bistro	Friday to Sunday for 12 weekends. Consider as part of culinary incubator. The park could be a venue for Cary's Downtown Chowdown Festival, or the event could become a more regular occurrence.
	Ice Cream Cart	Children`s Bluffs						●		36		Fresh, Scoops at the Coop	Friday-Sunday for 12 weekends
	S` more Making	Hillside Groves						●		90			This was a highly rated program among teens, but was not preferred by the community.

PARK PROGRAMS - PRE-STABILIZED ADDITIONAL PROGRAM

Categories	Program Name	Area	Proposed Season				Proposed Frequency				Proposed # of Programs	Existing Partner	Other Potential Partners	Comments	
			Spring	Summer	Fall	Winter	Once	Everyday	Weekly	Monthly					
Art & Culture	Author Reading Series	Library Plaza									●	8		Cary Community Library, North Carolina Writers' Network	Consider as part of literary studio or book arts center.
	Craft/Design/Art Market	Academy Plaza					●					1	Hum Sub, Inc	Cary Arts Center, Triangle Art Works, Locally Made Market	Existing nearby events include Raleigh's Handmade Market or the Carolina Artisan Craft Market
	Poetry Readings/Slams	Library Plaza										8		Long Life Wellness Center	
G&S	Quidditch	Great Lawn									●	12			This was a highly rated program among teens, but was not preferred by the community.
Hobbies and Interests	Astronomy Observations	Walker Plaza									●	12		Raleigh Astronomy Club, Chapel Hill Astronomical and Observational Society, Morehead Planetarium	
	Beekeeping	Showcase Garden									●	16		Wake County Beekeepers Association, Chatham County Beekeepers' Association, N.C. State Beekeepers Association	
	Dance Party/ Silent Disco	Town Square									●	4		Cary Arts Center, North Carolina Museum of Art	
	Entrepreneurship Seminars	Library Plaza									●	4		Cary Chamber of Commerce. Nonprofit: University of North Carolina at Raleigh, Skema Business School Raleigh	
	Foreign Language Classes	Town Square									●	16	American Turkish Association	North Carolina State University Language Training Center. For Profit: the Bonse School	
	Holiday Market	Academy Plaza									●	18		Friday-Sunday for 6 weekends. The Annual Holiday Arts and Crafts Fair put on by the Town of Cary. There is also the Winter Wonderland market that already happens in Morrisville, and Cary Academy hosts an annual Holiday Shoppe.	
	Live Action Role Playing(LARP)	Great Lawn										1		Historic Enrichment Society, Supercon	
	Pod-casting Studio	Library Plaza					●					365			Can also be music recording studio.
	Remote Controlled Boats	Waterside Lounge									●	270			
	Shark Tank Style Events	Library Plaza									●	4		Cary Chamber of Commerce. Nonprofit: University of North Carolina at Raleigh, Skema Business School Raleigh	Consider themes per event (tech, culinary, retail product, education, etc.) and incubator space for winner(s). This was a highly rated program among teens, but was not preferred by the community.
	Sustainability Class/Lecture Series	Library Plaza									●	8		North Carolina Conservation Network, Current: Good Hope Farm	
Tastings	Academy Plaza									●	8		For Wine and Beer: Fortnight Brewing Company, Bond Brothers Beer Company, Cotton House Craft Brewers, Jordan Lake Brewing Company, HighCraft Beer Market, Chatham Hill Winery, Chatham Street Wine Market		

PARK PROGRAMS - PRE-STABILIZED ADDITIONAL PROGRAM

Categories	Program Name	Area	Proposed Season				Proposed Frequency				Proposed # of Programs	Existing Partner	Other Potential Partners	Comments			
			Spring	Summer	Fall	Winter	Once	Everyday	Weekly	Monthly							
Hobbies & Interests	Trivia	Academy Plaza										●	8		Fortnight Brewing Company, Bond Brothers Beer Company, Cotton House Craft Brewers, Jordan Lake Brewing Company, Crosstown Pub & Grill, the Cary Pub, Cary Towne Kitchen & Bar		
Site Amenity	Apiary	Showcase Garden										●	270		Wake County Beekeepers Association, Chatham County Beekeepers' Association, N.C. State Beekeepers Association	If the geodesic designs for the park pavilions are used, beekeeping could be a potential connected program to the architectural forms.	
	Floor Piano	Children's Bluffs										●	270				
	Mobile Pizza Oven	Academy Plaza										●	12	Pizzeria Faulisi	Local restaurant with wood-fired pizzas could be a partner to have events/bring an oven into the park.		
Fitness	Fencing	Games Court										●	8	Apex Fencing Co.		This was a highly rated program among teens, but was not preferred by the community.	
	Fitness Equipment Cart	Cary Climb										●	365			Can be a muscle beach concept.	
	Martial Art/ Self Defense											●	8	Triumph Taekwondo		This was a highly rated program among teens, but was not preferred by the community. There are many martial arts studios in Cary, but Triumph is closest to Downtown Park	
F&B	Coffee Cart	Academy Plaza										●	72		BREW	Friday-Sunday	
	Cooking Classes/ Demos	Academy Plaza										●	8	American Turkish Association	Cookhaus, Wynton's World Cooking School, Whisk Carolina	Cookhaus will open this winter, and will do cooking education focused around local farmers and producers.	
	Tea Ceremony	Edible Garden										●	4		NC Japan Center, Triangle Chanoyu Club (traditional Japanese Tea Club - through Nippon Club of the Triangle)		
Live Entertainment	DJs	Cary Climb										●	4		Ninety Nine Entertainment, Music & Dance Productions		This was a highly rated program among teens, but was not preferred by the community.
	Orchestral Concerts	Pavilion										●	4	Cary Town Band, North Carolina Symphony, Philharmonic Association Triangle Youth Music, Really Terrible Orchestra of the Triangle	Koka Booth Amphitheatre, North Carolina Symphony	Koka Booth Amphitheatre hosts a Summerfest Series on weekends	
	Shakespeare in the Park	Pavilion										●	6	Cary Players	Cary Arts Center, Page-Walker Arts & History Center, Applause! Cary Youth Theatre, Burning Coal Theatre Company	Raleigh-based Burning Coal Theatre Company partnered with the NC Museum of History in 2016 to host a Shakespeare Marathon for the 400th anniversary of his death. These groups could be partnered with to make a festival a regular part of programming. Consider other plays.	

PARK PROGRAMS - STABILIZED ADDITIONAL PROGRAM

Categories	Program Name	Area	Proposed Season				Proposed Frequency				Proposed # of Programs	Existing Partner	Other Potential Partners	Comments		
			Spring	Summer	Fall	Winter	Once	Everyday	Weekly	Monthly						
Art & Culture	Storytelling	Hillside Groves										●	8		Cary Community Library	Can be part of Library with occasional outdoor programming
Site Amenity	Augmented Reality	Library Plaza										●	270			Possibly use with Scavenger Hunt
	Gaming Incubator	Library Plaza										●	365		For profit: Epic Games	Can also be tech, culinary, or music.
	Mobile Ropes Course	Cary Climb										●	90		Tree Runner Raleigh Adventure Park	
	Ninja Obstacle Course	Cary Climb										●	270		Warrior Tech Obstacle Course Readiness (Morrisville), Elevate Fitness Course (Apex), Ultimate Backyard Warrior	
	Photo Booths	Academy Plaza										●	270			This was a highly rated program among teens, but was not preferred by the community.
Hobbies and Interests	Adult Camp/Glamping	Great Lawn										●	4			Tents with amenities (beds, wood floors, small seating area)
	Board Game Cafe	Cafe										●	365		The Neighborhood, Boxcar Bar and Arcade	
	Book Arts Center	Library Plaza										●	365		Triangle Book Arts	
	Gardening Lessons	Showcase Garden										●	8		Cary Garden Club of North Carolina	
	Maker space	Library Plaza										●	365			The existing structures in the park can be adaptively re-used to become a multipurpose maker space.
	Open Air "Escape the Room"	Grove Isle										●	36		Times Up! Escape Rooms, Cipher Escape, NC Escape, Barn Escape Moore County	Friday-Sunday for 12 weeks. This was a highly rated program among teens, but was not preferred by the community. Can be temporary seasonal installations.
	Science Events	Library Plaza										●	20			Classes, demos, fairs, film screenings, talks, seminars, etc.
Games & Sports	Classic Video/Arcade Games	Academy Plaza										●	270		The Neighborhood, Gamesturz, Boxcar Bar and Arcade (Raleigh)	This was a highly rated program among teens, but was not preferred by the community. Consider 'barcade' variation.
	Miniature Golf	Games Court										●	90			This was a highly rated program among teens, but was not preferred by the community.
Fitness	Adult Recess	Activity Lawn										●	8			Various activities such as freeze tag, hide and seek, capture the flag, etc.
Children & Families	Sledding	Great Lawn										●	90			
F&B	Food Kiosk/ Carts	Academy Plaza										●	365		FoodCary	
	Outdoor Bar	Academy Plaza										●	90		Fortnight Brewing Company, Bond Brothers Beer Company, Cotton House Craft Brewers, Jordan Lake Brewing Company, Crosstown Pub & Grill, the Cary Pub, Cary Towne Kitchen & Bar	
L&E	eSports/ Video Game Competitions	Pavilion										●	4		Epic Games	Can occur during weekdays leading to a championship on weekend.

PARK PROGRAMS SUMMARY

Year 1

425

Scheduled Program Events

Scheduled Events

Art Exhibits, Arts and Crafts Classes/Demos, Ballroom Dancing, Battle of the Bands, Bingo, Books Clubs, Cardio HIIT Classes, Caroling, Creative Writing Workshop, Dog Obedience Lessons, Face Painting, Family Fitness, Farmers Market, Food Truck Events, Game Lessons and Competitions, Hula Hooping, Ice Cream Cart, Improv Classes and Shows, Jazz Combos, Juggling Performances, Kite Flying, Line Dancing/Two Stepping, Magic Shows, Meditation, Movies, Pet Parades and Costume Parties, Photography Classes, Pianists, Storytime, Strategy/Role Playing Games, Tango Games, Trampoline Fitness, Ultimate Frisbee, Yoga, Zumba

Amenities

Badminton, Bag Toss (Corn-hole), Bocce Ball Courts, Bubble Soccer, Chess, Checkers, Backgammon, Fire Pits, Imagination Playground, Inflatable ride-on bouncy toys, Lawn Bowling, Lounge Chairs, Market space, Multi-use/Sport Versatile Court, Outdoor Beanbags, Ping Pong, Reading Room, Scavenger/Treasure Hunt, Skee-Ball, S'mores Making, Volleyball, Wi-Fi

Pre-stabilized

605

Scheduled Program Events

Additional Schedules Events added in Pre-Stabilized Year:

Astronomy Observations, Author Reading Series, Beekeeping, Cooking Classes/Demos, Craft/Design/Art Market, Dance Party/Silent Disco, DJs, Entrepreneurship Seminars, Fencing, Foreign Language Classes, Holiday Market, Live Action Role Playing (LARP), Martial Arts/Self Defense, Mobile Pizza Oven, Orchestral Concerts, Poetry Readings/Slams, Quidditch, Shakespeare in the Park, Shark Tank Style Events, Sustainability Class/Lecture Series, Tastings, Tea Ceremony, Trivia

Additional Amenities added in Pre-Stabilized Year:

Apiary, Coffee Cart, Fitness Equipment Cart, Floor Piano, Pod-casting Studio, Remote-Controlled Boats

Stabilized

705

Scheduled Program Events

Additional Schedule Events added in Stabilized Year:

Adult Camp/Glamping, Adult Recess, eSports/Video Game Competitions, Gardening Lessons, Open Air "Escape the Room," Science Events, Storytelling (Folktales)

Additional Amenities added in Stabilized Year:

Augmented Reality, Board Game Cafe, Book Arts Center, Classic Video/Arcade Games, Food Kiosk/Carts, Gaming Incubator, Maker space, Miniature Golf, Mobile Ropes Course, Ninja Obstacle Course, Outdoor Bar, Photo Booths, Sledding

DOWNTOWN CARY PARK
(PROJECTED) Cary, NC

Year 1

425

Scheduled Program Events

Pre-stabilized

605

Scheduled Program Events

Stabilized

705

Scheduled Program Events

BRYANT PARK
New York, NY

Stabilized

1,000+

Scheduled
Program Events

KLYDE WARREN PARK
Dallas, TX

Stabilized

1,000+

Scheduled
Program Events

LEBAUER PARK
Greensboro, NC

Pre-stabilized

~650

Scheduled
Program Events

4.0 IMPLEMENTATION AND PARK OPERATIONS

4.1 BUILDING THE PARK

PROCESS AND SCHEDULE

Once the Master Plan phase is completed, the journey of Downtown Cary Park will continue. The Master Plan provides a road map for the design process moving forward, as a team of experts figure out how to bring the Master Plan into fruition.

The consultant team will expand significantly to include experts in a number of fields, ranging from engineers, to market analysts, to soils scientists. This group will diligently test the ideas in the Master Plan to ensure they will function as envisioned.

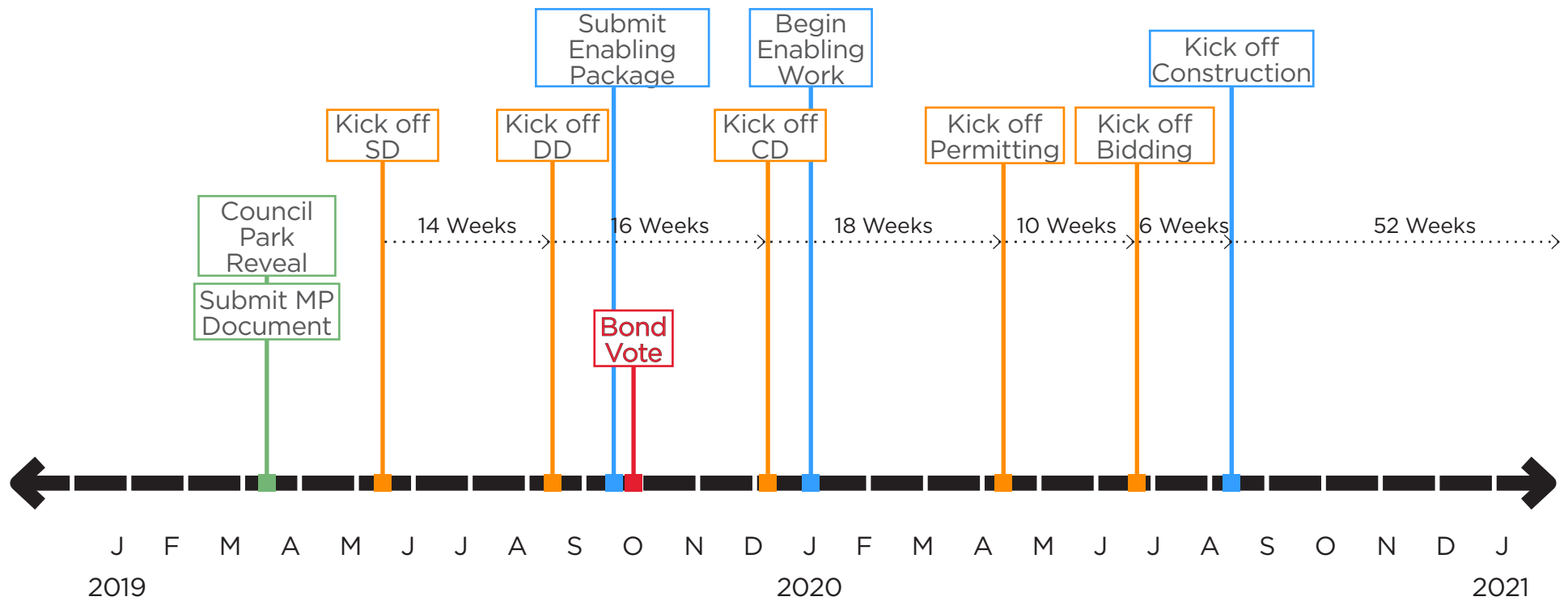
Several permitting milestones must be achieved before the park can break ground. The consultant team will first provide to the Town a Regional Storm Water Plan, along with an Erosion and Sediment Control Plan for approval. Once the elements outlined in these plans are installed on site,

the Town will issue a Certificate of Compliance to the team so grading can begin. There will be a Site Plan Approval process, as well as Building Permit Approvals for structures within the park. Finally, the North Carolina Department of Environmental Quality will need to approve the project to commence construction.

Public meetings will be held throughout design. Community members will have the opportunity to stay informed on park progress and talk with the consultant team about design decisions throughout the process.

A conceptual schedule is shown here, describing the design process leading up to construction.

ANTICIPATED SCHEDULE



Potential Park Opening:
Fall 2021

- Master Plan
- Full Design
- Construction

4.2 PARK OPERATIONS

OPERATIONS IN DOWNTOWN CARY PARK

Daily operations at Downtown Cary Park will vary depending on the season, but will involve a combination of staff dedicated to the park full-time at peak hours, and part-time at off-peak hours. The new operations staff can be seamlessly integrated into the current operations of Cary parks. Dedicated sanitation and programming staff for Downtown Cary Park will be the largest addition to existing staff resources.

The consultant team believes Downtown Cary Park operations should be absorbed into Town Staff. The existing staff structure divides park operations between the Parks, Recreation, and Cultural Resources Department and the Department of Public Works. With the already substantial park operations in Cary, and the additional revenue that Downtown Cary Park is expected to generate, operating this new park “in-house” will likely be the best path forward for the Town of Cary.

The staffing plan outlined in following pages explains how the sanitation, security, landscaping, capital plant maintenance, programming and events can be managed by the Town, with contracted services as needed. If a non-profit organization is created in the future to handle revenue development in the park, that scope of operations would under Revenue operations, outlined in chapter 4.3 Longevity of the Park.

While there are no glaring challenges foreseen in operating Downtown Cary Park, the programming schedule is robust and will require extensive staff to maintain a world-class standard. See Appendix 4.2.1 for the Operations Expense Budget Summary.



BRYANT PARK
ZINNERMON

BRYANT PARK

PARK SANITATION OPERATIONS

Maintaining park cleanliness is the most basic and important operation. Downtown Cary is well maintained, but the expected influx of people visiting Downtown Cary Park presents a new challenge. Staffing schedules presented here respond to park seasonality, with more resources in warmer months. Further, daily shifts respond to high-use hours with staffing overlaps on nights and weekends.

Operating sanitation in-house presents many advantages over a contracted service. Flexible job responsibilities (i.e. a sanitation worker can also perform simple landscaping tasks), maintaining consistent personnel, controlling hiring and firing, and ensuring quality control are all significant benefits. At Downtown Cary Park, sanitation staff will help set up and tear down specific program equipment and furniture. This would likely prove a challenge with a traditional janitorial services contractor. Aiding with program set up and tear down may already be familiar to existing Parks Department and Public Works staff who join the Downtown Cary Park team.

See Appendix 4.2.2 for the Sanitation Operations Plan and Expense Budget.

SEASONALITY AND STAFFING LEVELS

The sanitation staffing levels roughly correlate to the four seasons and the corresponding levels of seasonal program activity. Two levels of staffing occur at the park: “in-park” and “off-peak.”

“In-park” staffing means that employees are in Downtown Cary Park with their full attention devoted to the park for their entire shift. They will perform a wide range of tasks including maintaining park cleanliness, setting up and breaking down programs, cleaning restrooms, cleaning and maintaining equipment, basic horticulture work, and other park-specific tasks as needed.

“Off-peak” staffing follows the more typical model for Department of Public Works staff in Cary parks, where an employee stops by the park as part of a rotation. These “off-peak” hours involve basic sanitation tasks such as litter removal, emptying trash cans, and cleaning restrooms.

Staffing plans are categorized for three different time periods. “Year 1,” refers to the first year after the park opening. “Pre-Stabilized” includes any number of years after Year 1 when activity in the park is increasing but not

“IN-PARK” SANITATION STAFF PERSONS NEEDED THROUGH THE SEASONS

Park Maturity	Spring							Summer							Fall							Winter						
	M	T	W	R	F	S	S	M	T	W	R	F	S	S	M	T	W	R	F	S	S	M	T	W	R	F	S	S
Year 1						2	2	2	2	2	2	2	4	4						2	2							
Pre-Stabilized				1	1	3	3	3	3	3	3	3	4	4				1	1	3	3							
Stabilized	1	1	1	1	1	4	4	4	4	4	4	4	5	5	1	1	1	1	1	4	4						1	1

yet fully realized. The park eventually reaches a “Stabilized” state, when all programming, events, and other activity are fully underway. Staffing levels for Year 1 through the park’s Stabilized state are seen in Table XX.

In Year 1’s peak season, the consultant team recommends two shifts of coverage (one in the morning and one in the evening) of in-park staff during weekdays, and four shifts of coverage on weekend days. In the spring and fall of Year 1, when activity in the park is slightly lessened, in-park sanitation staff is only necessary on the weekends. On the weekdays, a few hours of off-peak staffing should be sufficient for basic maintenance of the park. In the winter of Year 1, all sanitation work can be covered by 1.5 hours of off-peak staff. There will not be sanitation staff in the park at all times during the off-season; the working supervisor and the programming attendants on-site can alert the off-peak staff to anything that needs immediate attention.

Staffing levels increase in the Pre-Stabilized years to reflect the number of programs, events, and other activity anticipated for the park.

The Stabilized Year staff plan fully utilizes in-park staff to maintain the operations of all park program and amenities. Staff levels do not include additional staff brought in for snow removal or special events, as those additional hours are accounted for separately in the budget. With the Stabilized park also comes a year-round working supervisor to manage all park staff. Shifts overlap during peak park hours, allowing staff to work together on projects as needed.

“OFF PEAK” SANITATION STAFF HOURS NEEDED THROUGH THE SEASONS

Park Maturity	Spring		Summer		Fall		Winter	
	Hours per Day	Days per Week	Hours per Day	Days per Week	Hours per Day	Days per Week	Hours per Day	Days per Week
Year 1	3 hours	5 days			3 hours	5 days	1.5 hours	7 days
Pre-Stabilized	3 hours	3 days			3 hours	3 days	1.5 hours	7 days
Stabilized							1.5 hours	5 days

	Task	Proposed Frequency			
		Daily	Weekly	Monthly	Other
Sanitation	Clean park trash and recycling cans		●		
	Clean benches		●		
	Organize storage room and any other storage areas		●		
	Clean gutters		●		
	Clean any vents		●		
	Clean wheeled trash cans		●		
	Clean wheeled trash cart (gondola)		●		
	Clean windows		●		
	Hose out trash/recycling receptacles and liners		●		
	Clean park storage space and light fixtures				
	Clean Imagination Playground			●	
	Clean yoga mats			●	
	Empty and clean buckets, supplies, tools	●			
	Move trash to park collection point	●			
	Wipe games tables	●			
Bus tables				Continuous	
Rest Room	Check restrooms				2X Hour
	Clean restrooms				Hourly
Programming	Deploy and store unstaffed program equipment	●			
	Place programming signage	●			
	Deploy and store yoga mats	●			
	Deploy and store portable sound system				As Needed
	Move furniture for events, classes, etc.				As Needed
Landscape	Remove dead branches		●		
	Deadhead flowers, shrubs		●		
	Weed of planting beds		●		
	Remove leaves from planting beds		●		
	Hand water planters/potted plants	●			
General	Take storage room supply inventory		●		
	Take first aid inventory			●	
Furnishings	Repair movable chairs		●		
	Touch up painting of furnishings			●	
	Open and close umbrellas	●			

UNIFORMS

Sanitation workers should be clearly identifiable as park staff. Recommended uniforms include golf shirts with an embroidered Downtown Cary Park logo, workwear pants (i.e. Carhartt, Duluth Trading, Dickie’s, etc.), and a baseball cap (or warm knitted hat for cold months) with embroidered logo. Cargo shorts are appropriate for summer months. Windbreakers, rain jackets, rain suits, and winter coats, should be provided for winter months, though these can be kept at the park and used as needed.

ADDITIONAL DUTIES

Apart from picking up litter and emptying trash cans, sanitation workers will have additional responsibilities in the peak season as described in the table here. The frequency of some tasks will decrease in the off-season.



SECURITY OPERATIONS

Security will not be a large concern at Downtown Cary Park. The main need for security comes with large events, so the recommended security plan budgets for off-duty officers hired for such occasions. Anticipated hours increase as the park ages and event frequency increases.

Aside from events, security at the park can be managed as it is today, as part of standard officer rounds. Small incidents such violation of park rules are likely to occur. Program attendants and sanitation staff will be trained on sharing park rules with the general public, as well as best practices for calling the police when concerns require immediate attention.

With the public perception of Downtown Cary as a safe place, the lack of on-site security will not deter park visitors.

See Appendix 4.2.3 for the Security Operations Plan and Expense Budget.

HORTICULTURE AND CAPITAL PLANT DEVELOPMENT

The garden experience at Downtown Cary Park will become a destination and a beloved park feature. Gardens will require maintenance. Lawns will require mowing and occasional replacement. Trees will require selective pruning. These are all standard practices for any public green space.

The horticulture budget outlines the costs associated with standard work regimes. Park sanitation staff can take on routine horticulture work, such as weeding, watering, clearing leaves, and dead heading. Initial plantings, lawn mowing, aeration, and other more specialized tasks should be contracted out.

The budget reflects an allowance for capital plant repairs and replacements, as well as building repairs, and maintenance to water features, light fixtures, and art installations. Basic capital projects can be undertaken by sanitation staff as appropriate. The budget does allow for specialized work, like water feature maintenance, to be contracted out if needed.

See Appendix 4.2.4 for the Horticulture Operations Plan and Expense Budget.



INSECT INN

INSECT INN

DAVE SCOTT
CORNFORD

BRICKS WITH DONOR NAMES AND DATES



LEVY PARK READING ROOM

- Little Bear
- Mr. DINGLEY
- my first
- ABC T-Rex

PROGRAM OPERATIONS

A dense program schedule will fill Downtown Cary Park with constant activity. This is an intentional effort that is important for the success of the park. Programming on such a large scale will require extensive management. Successful program management relies on enthusiastic program attendants who can be trusted to work independently, in conjunction with careful oversight by a programming manager. Both the attendants and the manager monitor the quality of each program, keep constant communication going with program partners, and make sure program equipment is maintained as needed.

See Appendix 4.2.5 for the Program Operations Plan and Expense Budget.

PROGRAM ATTENDANTS

Program attendants are on-site program facilitators who ensure activities run smoothly in Downtown Cary Park. They are the “face” of the park, as they will greet visitors and answer questions. As representatives of Downtown Cary Park, program attendants should be informative and helpful to all park patrons, understanding the park schedule and offerings in Downtown Cary Park. Program attendants should have park uniforms similar to sanitation staff, to make them easily identifiable.

The program attendants’ first responsibility is to run programs, though each activity requires unique tasks. In general, program attendant will:

- Work with sanitation staff to set-up and break-down program equipment
- Supervise programs, games, and amenities
- Provide information about programs and games rules
- Occasionally participate in games and programs themselves

For programs operated by a partner or outside instructor, the program attendant will make sure all equipment is set up and broken down and that the program runs smoothly. Once the program is underway and being handled by the instructor, the attendant will have more flexibility to complete other tasks such as data collection or checking in on another program. However, the attendant should stay in the vicinity of the program (or programs) at all times in case something comes up that requires attention.

DATA COLLECTION

Program attendants have secondary roles as data and record collectors for the park. In addition to supervising programs, attendants track program attendance, conduct inventory checks, take photos and videos of classes, and record their observations. All programming equipment should be accounted for by the program attendants. Inventory tracking sheets should be completed regularly.

Visitor counts should track the total number of attendees throughout the program (the “running count”) and the highest numbers of participants in a program at one time (the “peak” count), and make note of the current temperature and weather condition. When the attendant thinks the program is at or near the peak count, they should take photos and record videos of the activities in action. These photos and videos are then sent to the manager, and can be used for social media or other promotional materials. When not actively supervising, the program attendants can also complete counts of the number of tables and chairs in the park to track inventory, as well as count total park visitors at set times.

At the beginning of each programming season, the programming manager should develop a programming equipment inventory workbook that lists all pieces of equipment, their current condition, and their current quantities. The workbook should be distributed to program attendants. When quantities are too low, or equipment falls into disrepair, it is the programming manager’s job to purchase new equipment (provided the new equipment falls within the approved operating budget).

PARK SYSTEMS

Program attendants should also have familiarity with all of the programming infrastructure, including Downtown Cary Park’s sound system. Responsible attendants should also be instructed in how the water features and light control systems work. While they may not have primary responsibility for these items, they may need to take action in an emergency.

The staffing plan for program attendants varies based on seasons, and increases as the park matures. While the staffing plan is broken down by days of the week, programming attendant schedules should ultimately align to the programming schedule. For example, though there may be three program attendants on Thursdays in the summer of Year 1 listed in the staffing plan, if it turns out there will actually be more programs on a Tuesday that require direct attention, the schedule should be adjusted to fit those needs.

It is often efficient for program attendants to supervise areas of activity, such as the games court or an area where multiple programs are happening at once, instead of individual programs.

MORNING SETUP

The first programming attendant to arrive each day should set up amenity areas such as the games cart and reading room. An exception to this would include attendants who facilitate early morning programs, in which case amenity areas can be set up afterwards. On days when “in-park” sanitation staff arrive for early shifts, they could setup for early programs instead of Program Attendants. This flexibility is reflected in the summer staffing schedules, with “in-park” sanitation staff arriving early morning during peak season. Typical start times for Program Attendants is 9:00 a.m. Programming attendants are scheduled year-round to facilitate year-round activity, and specific schedules will be set once the program schedule is finalized.

SUPERVISION

It is important for program attendants to be engaged. They should be constantly interacting with visitors and paying close attention to detail. Managers should hire “self-starters” who are relatively independent. Giving attendants tasks that encourage engagement and accountability is a positive practice for managers. For example, having attendants fill out daily count sheets trains them to pay attention to details, while collecting important data for the park.

Daily walkthroughs in between program times are also a helpful work assignment. During walkthroughs, attendants observe the park and take pictures of things that could be improved. This exercise gives program attendants the opportunity to provide valuable input, and increases a sense of ownership and investment. As the “feet on the ground” employees, programming attendants are an important resource for park operations.

Managers should ask attendants for specific feedback on how to improve the areas where they work. Attendants will have a unique perspective on what kinds of games have been requested, on what new program offerings might be popular, or what schedule modifications should be considered.



4.3 PARK LONGEVITY

A REVENUE MODEL FOR DOWNTOWN CARY PARK

Downtown Cary Park has the potential to generate revenue streams. While these revenue streams will likely grow as the park matures, public funding will probably always be a part of the fiscal planning for Downtown Cary Park. This chapter lays out a revenue plan for the park in order to maximize the impact of potential income.

Revenue in the park can be generated by sponsorship and philanthropy, food concessions, capturing value created at nearby properties, and hosting events. The table here outlines how the balance of revenue will likely play out over the years.

A few assumptions should be highlighted with these projections. First, it is assumed that the Town of Cary will not establish a Public Improvement District (PID). This can be a politically challenging effort, but is potentially worth exploring. Second, it is assumed that sponsorship sales are managed in-house. This role requires a special level of expertise, and if it is outsourced, approximately 15-20% of sponsorship revenues will be allocated to broker fees. Finally, the restaurant is assumed to open during the “pre-stabilized” years, after the park has become somewhat established.

See Appendix 4.3.1 for a summary of revenue projections.

	Sponsorships and Philanthropy	Food Concessions	Value Capture	Events	Town of Cary
Year 1	2%	3%	0%	0%	95%
Pre-Stabilized Years	4%	10%	0%	2%	84%
Stabilized Years	11%	12%	0%	6%	71%

FOOD AND BEVERAGE PROGRAM

Downtown Cary park offers a wide range of food and beverage options. The various platforms for dining in the park each have their distinct constraints and opportunities.

The food and beverage program at Downtown Cary Park will complement the design of the Master Plan by activating park spaces and lengthening the amount of time visitors spend in the park. It must also prove to be a prosperous business endeavor for restaurateurs. The Master Plan provides four distinct opportunities for food and beverage in the park:

01 - A “signature” restaurant at Academy Plaza

02 - The “Bark Bar,” an outdoor bar and cafe

03 - Designated food truck locations adjacent to Academy Plaza

04 - Food carts and kiosks within Academy Plaza and Walker Street Plaza

See Appendix 4.3.2 for a detailed breakdown of anticipated revenue generated by the food & beverage program at Downtown Cary Park.

Type	Basic Qualities	Pros	Cons
Truck	Temporary; No Utility Connections; Variable Menu; Usually Seasonal; Primarily Lunch	No Investment by Town; Existing, Popular trucks can build the park into a lunch destination	Lack of consistency; Trucks likely to request revenue guarantees; Needs substantial foot traffic; Little Rent; More likely to create spills /messes
Cart	Movable; No utility Connections; Basic Menu; Almost always seasonal; Primarily snacks and lunch	Low/no investment by Town; can be changed if it’s not working; can be moved based on where park is busy on a particular day	Extremely limited offerings; usually not much rent; more likely to create spills and messes; cart aesthetics can be an issue
Kiosk	Fixed; always has electricity, usually has water and sewer; sometimes has gas; menu is usually limited; usually seasonal but can be year-round; primarily lunch, breakfast, and snacks	Lease typically shorter than a restaurant; lots of concepts would work so many potential operations; most lucrative in terms of rent per square foot (especially if alcohol is sold)	Park must provide convenient nearby seating; operator garbage removal can be tough to manage
Outdoor Restaurant	Fixed; Usually has an utilities; service from back-of-house bar/ kitchen/ storage building adjacent to seating area; varied menu suitable for breakfast, lunch and dinner; almost always seasonal	Provides an experience that is distinctively “park like”; can be very lucrative with a full bar	Significant Town investment in back-of-house building that’s only used seasonally
Restaurant	Fixed; has all utilities; full menu to serve all day; almost always year-round	Can be destination itself and boost park’s profile; generates year-round activity; can bring event business	Highest investment by Town; smallest pool of operations; may require valet parking and / or dedicated garage space

SIGNATURE RESTAURANT

Cary citizens showed high enthusiasm for a casual, destination restaurant in Downtown Cary Park. The Master Plan recommends locating this restaurant along Academy Street within Academy Plaza. This location will complement existing hospitality businesses to the north, and further activate the street front along Academy. From a tenants' perspective, Academy Street is highly visible by car, and easily accessible by pedestrians. Academy Plaza is the "front door" to the park, making it the best location for a restaurant.

RESTAURANT CONCEPT

This new destination dining experience should be a casual one. Recent efforts to launch "white tablecloth" restaurants in the area have proven challenging, while more laid back dining businesses have had more success. Further, a casual restaurant will capture more park visitors who may spontaneously decide to eat out. The more synergy between the restaurant and the park, the more successful both will be.

A casual restaurant will provide more flexibility in price points. Given the nearby demographics of active older adults and the anticipated popularity of the park with high school students, price options will help the restaurant succeed. Lower-ticket food options, along with specialty menu and cocktail items, will work together to create a memorable dining experience that caters to a wide audience. There are many restaurant concepts that could adopt this model.

Finding a restaurant operator will be challenging, as it is for many new restaurants in parks. The opening of the restaurant can be flexible. Many times, the best qualified restaurant operators come along after a new park has proven success. It can be the best case scenario to wait a year or longer to make this deal, as the lease will often be more lucrative once the park has proven its popularity, and there is competition for the restaurant space.

Finding a restaurant lessee after the park has been open for some time will ease potential tenant hesitations about not having a dedicated parking lot. Pedestrian traffic in Downtown Cary will have significantly increased at that point, and on-street parking around the park will have been implemented. Further, the Town could explore dedicated parking within the new parking deck, or work with the tenant to develop a valet strategy.

As more food and beverage options come on line in downtown Cary, momentum will only build. The recent opening of a new taproom adjacent to the park is a great partner to a potential restaurant. Retail and dining experiences work better as a sum of individual entities. Multiple operations, when in close proximity, often build a client base that is greater than if any one business was located alone.

Two major challenges face the opening of a restaurant in conjunction with the park: the lack of foot traffic and the lack of office space (resulting in lunch time patrons) in Downtown Cary. Effectively, the restaurant would not only need to thrive on weekends, but it would also need to quickly become a destination for weeknight dining. This can be a tall order to fill without the proof of a popular, active park.

The consultant team recommends opening the restaurant after the park has proven successful. Once this new public space is teeming with visitors, and has become a popular destination, the restaurant will be more prosperous for all parties involved. The Town should evaluate the opportunity every year until park visitorship is at appropriate levels and restaurateurs are more comfortable with the concept.

SAVOR GASTROPUB AT KLYDE WARREN PARK



SHAKE SHACK AT MADISON SQUARE PARK



BARK BAR

Great dog parks aren't just for dogs. Downtown Cary Park's Dog Play area will be enjoyed by pets owners as well as their canine counterparts. Incorporating food and beverage, especially beer and wine, into this popular play area will enhance the experience for visitors, and lengthen time spent in the park. It should also generate significant revenue.

The "Bark Bar" will likely begin as a seasonal operation. Maximizing seasonal use should be easy by utilizing climate control measures like heaters and misters. When reviewing proposals from potential operators, the Town should consider experienced bar operators with year-round business plans.

The bark bar should offer snacks and light food, in addition to a variety of beverages. A full kitchen with gas and grease trap is not necessary, but incorporating these elements will allow for a wide variety of creative proposals, along with potential increased sales and operator rent fees.

FOOD TRUCKS

Food trucks are incredibly popular. They attract millennials and high school students, inject a variety of options into a single space, and project an urban feeling that many visitors enjoy. However, food trucks generate little to no income for the park. In fact, if the Town were to "guarantee" a certain sales number for a food truck, and visitorship were light one day, it could actually cost money to host them.

Food truck operators have no long-term investment in the park. There is no guarantee that they will treat the park with respect and dispose of waste responsibly. Food trucks are also free to come and go as they wish which prevents a reliable food schedule for park visitors.

The consultant team therefore suggests that food truck operations not be a long-term program for Downtown Cary Park. There are other ways to offer similar dining experiences in a way that helps capture some of this revenue stream.

KIOSKS AND CARTS

Small food operations, utilizing carts or movable kiosks, can create a fun and novel experience in Cary. This strategy for rotating vendors brings a “food truck” type energy to plaza spaces and captures the revenue generated by this park activity.

Assuming the restaurant doesn’t open day one, small food and beverage operators can fill Academy and Walker Plazas with plenty of snack options. Cary has several small-scale restaurant operations across town, including the signature multi-site concept, La Farm Bakery, that park managers could seek out to fill this role. Food truck operators could also be candidates.

Various kiosks and carts can set up in plaza spaces at high-traffic times of the week, and each offer a few specialty items. This energy can create an exciting dining experience in downtown. When these small-scale operations become popular, and Downtown Cary Park’s reputation grows for being a destination dining experience, restaurateurs will begin to notice and consider the restaurant concept more readily.

Kiosk and cart design should reflect the operator and have a visual identity that reinforces the small business it hosts. However, the Town should own the overall aesthetic direction so that these elements complement park identity. Some of these small operations require electricity, but many times no utility hookups are required. Plazas will provide designated power sources, to avoid the need for generators.

See Appendix 4.3.3 for possible concepts for carts and kiosks in Cary.

CATERING

Downtown Cary Park will quickly become sought after for private events. Hosting such gatherings could generate revenue almost immediately. The key to maximizing this revenue stream is to minimize management staff. One strategy to do so involves designating an exclusive park caterer, such as Verandah at Mayton Inn, and collecting a percentage of gross revenues.

Some clients may want to rent a park space without using a designated food vendor. In such cases, the park could place a surcharge on the venue fee, which allows clients to use any food provider they desire. That surcharge would fund the administrative efforts of the park’s caterer to manage all event details and planning.

Hosting private events, especially weddings, can be time consuming. By designating one caterer to manage all special events, park management can simply collect a flat venue fee without extending effort. This is a quick and relatively easy way to collect revenue generated within the park.



EVENTS PROGRAM

Downtown Cary Park will become a popular venue for both public and private events. Koka Booth Amphitheater will probably still be the preference for many large third party events. But, with Cary's existing success with self-produced events like Lazy Daze and the growing number of event production businesses in Cary, the consultant team sees Downtown Cary Park as an ideal host for food and beverage festivals as well as specialty markets. Weddings will likely be the most common type of private event held in the park.

See Appendix 4.3.4 for the Events Revenue Estimate.



Lazy Daze on Academy Street

PUBLIC EVENTS

Three types of public events will likely take place in Downtown Cary Park.

FREE COMMUNITY EVENTS

Community gatherings, like school performances or health fairs sponsored by the Town, will be free to the public or charge a nominal fee. The strategy in pricing should be such that the park breaks even or generates only a few hundred dollars.

COMMERCIALY SPONSORED FREE EVENTS

While ticketed concerts and exhibitions continue at Koka Booth, there is opportunity to provide free entertainment at Downtown Cary Park. Expenses for this type of gathering would be sponsored by a third party.

The park would capture revenue here by charging the sponsor a venue fee. There is no hard and fast rule to what this fee should be, and will likely vary from sponsor to sponsor. By understanding what the producer is able to provide for the event, park managers should be able to estimate what an appropriate venue fee might be. Park staff should aim to charge approximately half of the talent fee, or about 10-15% of the overall event budget.

The park could likely host two such events annually in the early years, growing to as many as eight as the park matures.

TICKETED FESTIVALS

Ticketed events could easily become a significant revenue stream for Downtown Cary Park. However, such gatherings need to be considered carefully, as not to infringe on the “public” nature of this space. Downtown Cary Park is a shared space, open to everyone, and hosting an event with monitored entry could detract from this vision.

To manage such connotations, but still capture this potentially lucrative revenue stream, ticketed events should be limited in the park schedule. Park operators should negotiate with producers of these events to explore free admission. For example, a food, beer, or wine festival could allow free admission, but charge visitors for food and drink tickets. Lastly, park operators should consider events local to Cary, like an expanded Pimento Cheese Festival, that the community may receive more readily.

PRIVATE EVENTS

Private events at Downtown Cary Park have the potential to be quite profitable. The balance for park operators is allocating staff resources to managing such events, in addition to normal operation duties. The consultant team predicts the potential for five types of private events in the park.

COMMUNITY GATHERINGS

Community events, like family reunions and church picnics, will likely want space in the park from time to time. It is recommended to charge as little as possible for these types of gatherings. However, events that have previously been held in hotel or other rented spaces, likely still hold a venue fee in their budgets, and can be charged accordingly.

WEDDINGS

Wedding parties expect to be charged a venue fee that falls in line with market values. As outlined in the Catering portion of Food and Beverage Revenues, designating a caterer for these types of gatherings can greatly reduce the efforts of Park Staff, and still prove profitable to the Park. Wedding parties pay a flat fee for a designated park space, with the option to “upgrade” to the pavilion space if desired. This is a good strategy for park operators, as weddings are often the most time-consuming type of private event to manage, leaving little room for profit gains.

CORPORATE GATHERINGS

Company gatherings will likely be rare in the park, but can be a profitable effort. These events always have a budget for venue, sanitation, and security. When this opportunity arises, park managers should try to provide as many of these services as possible, and charge an administrative fee for management and planning. A refundable damage deposit, based on location, footprint, and equipment used, should be a part of corporate contracts. Corporate gatherings, though few in number, should provide a significant profit with relatively little effort from park management.

EXCLUSIVE PRIVATE PARTIES

Private parties in the park should have a similar contract to corporate events. Exclusive gatherings shop the best venues in the region, so park managers should price the venue rental as the prestigious venue that it is.

VIDEO AND PHOTOGRAPHY SESSIONS

Another rare but potentially profitable occurrence are commercial photography or video shoots. These groups typically want to limit access to a certain park area, so fees should reflect the local market for similar spaces. Fees could range from a few hundred dollars for a small photo shoot, to a couple thousand dollars for a commercial video session.





SPONSORSHIP

There is opportunity at Downtown Cary Park to initiate corporate sponsorships of park elements and program. Because Cary is in a mid-tier media market, it's unlikely that a consumer-facing brand will invest in the Park. Therefore, the Town should target corporations with strong connections to Cary for sponsorship opportunities, as these companies are more inclined to invest locally. Company funds for sponsorships are generally pulled from social responsibility efforts, corporate foundations, or marketing budgets.

See Appendix 4.3.5 for potential sponsorship opportunities in Cary.

POTENTIAL PARTNERS

There is huge opportunity for the Town to build a strong relationship with Epic Games. Downtown Cary Park could host a signature e-sports tournament or other technology-centered events that are sponsored and/or produced by Epic Games. Health insurance companies and hospital groups are other likely sources of sponsorship, as these corporations are sometimes interested in supporting fitness programs and wellness series.

Potential partners can become benefactors by sponsoring park elements, events, and program.

NAMING PARK ELEMENTS

Sponsoring park elements is a “naming rights” deal with a limited term, and is typically the most lucrative type of sponsorship. Naming rights contracts will look like philanthropic agreements, with park elements named after individuals and families. Elements to name might include the performance pavilion, the dog park, the great lawn, or the playground. These opportunities usually come along after the park has established itself as a valued community asset.

EVENT SPONSORSHIP

The second tier of profitable sponsorship involves one-off events or festivals. Agreements are most often annual, though sometimes companies wish to pursue multi-year commitments.

Event sponsorship in Downtown Cary Park could be quite successful. Again, with the presence of Epic Games in Cary, the opportunity to host gaming festivals and other similar events could prove immensely popular. One such event could involve gamers from around the world, competing in a live-streamed tournament, with a focus on Fortnite and other Epic Games products. Mini-tournaments for “amateurs,” hardware manufacturers displaying new products, and interviews with top players could collectively create a one-of-a-kind weekend festival unique to the region.

SPONSORING PARK PROGRAM

Typically smaller deals, sponsorship of park program usually includes a contract of two to five years. Fitness class sponsorship is common, and a good opportunity to explore in early years. Movie and concert series are other popular examples, but usually don't happen until parks have matured. A Wi-Fi sponsorship is possible, but likely more attractive to sponsors once the park has proven popularity, as its value largely depends on network traffic.

CAPTURING VALUE

It has been studied and proved many times that activated, well-managed green space boosts surrounding property values. Park operators are increasingly exploring methods to capture a share of that created value to help support park operations. Downtown Cary Park will increase the value of surrounding real estate properties, and the Town should consider how to capture some of that value for park operations.

One common method of capturing value is Tax Increment Financing (TIF). In North Carolina, TIF can only be spent on capital projects, not ongoing operations. Because the Town intends to issue bonds to fund park construction, this common method is not suitable for Downtown Cary Park.

ASSESSMENT DISTRICT

Most signature downtown parks in the country are somewhat supported by surrounding property owners. It's well documented that even properties lacking direct views of a new park experience an increase in value. The Town could approach surrounding property owners about creating a business improvement district for Downtown Cary Park's operational costs.

Establishing a business improvement district (BID) or park improvement district (PID) is a common means of structuring formal contributions. A PID is defined as a geographical area where property owners vote to assess an additional "tax" to fund services within that area. These funds are reliable because property owners are held accountable to pay this fee, as they would be to pay municipal taxes, and the obligation supersedes any liens. Even if a property is sold, new owners are required to make the same contributions.

Because there are numerous single-family residences surrounding Downtown Cary Park, the Town could explore ways to create a PID for only commercially owned properties. Expanding the potential district to include over one million taxable commercial property could make this revenue stream viable. The Town should explore pros and cons of this strategy in relation to Downtown Cary Park.

OTHER ARRANGEMENTS

In efforts to avoid formal agreements, the Town could consider voluntary contributions from local business owners. Because only a few commercial property owners would be contributing to a BID or PID assessment, and these owners are likely tied to Cary in some way, this could be a good strategy. It is probably wise for Town Staff to intentionally communicate with local business owners about how Downtown Cary Park will generate traffic downtown, become a driver of future tenant leasing decisions, and create value for their buildings.

Contribution agreements could be formalized legally. If business owners agree to such terms, the Town should aim to maximize the terms of agreement, perhaps even to future building owners. Because these contributions are voluntary, the Town could explore the idea of a "payment in lieu of taxes" (PILOT) agreement.

SUB_HEADER_TEXT





NON-PROFIT MANAGEMENT

Town of Cary parks are currently managed by the Parks, Recreation, and Cultural Resources Department and the Public Works Department. The Town supplies sufficient resources to existing parks and will be able to absorb the future needs of Downtown Cary Park into its existing operations model. While a private, nonprofit park management entity isn't needed in Cary, like it is in many cities, this type of organization could help develop and manage revenue streams for Downtown Cary Park.

BENEFITS OF A NONPROFIT ORGANIZATION

One key benefit to a nonprofit park management entity is that it would have more flexibility than the Town with contracting and procurement. Especially with food and beverage operators, the leasing process could essentially match commercial processes. The public Request for Proposals process, with its additional documentation and other requirements, often detracts quality restaurant operators from pursuing an opportunity.

Another benefit is the added flexibility a nonprofit group would have in setting event fees on a case-by-case basis. Municipal governments are commonly prohibited from using "ability to pay" as a criterion for establishing venue fees. A nonprofit organization would be able to capture more revenue, and feed that revenue back into park operations, in cases like this.

Finally, a nonprofit organization with 501(c)3 status is eligible to pursue grants from foundations. While foundations occasionally will issue grants to local governments, most require recipients to have 501(c)3 status.

BOARD COMPOSITION

With the establishment of a nonprofit organization comes the entity of a board of directors. This board should have substantial Town representation, and include major downtown stakeholders. It wants to be quite small, adding seats with substantial donations. Initially, a five person board is appropriate, consisting of one representative from the Town Manager's office and one from Town Council. The Academy Park developer, along with two other important downtown business owners should have the other two seats.

AGREEMENT WITH THE TOWN OF CARY

The Town of Cary should initiate an agreement with this future nonprofit group, most likely as a license or management agreement. This contract should delineate specific activities the nonprofit is authorized to engage in, as well as associated responsibilities related to reporting and approvals.

The agreement should also require that all revenue generated in the park be allocated to the park. Whether the nonprofit spends the money directly, or transfers it to the Town, can be negotiated in the future. But the principle remains that every dollar made in the park stays in the park.

APPENDIX

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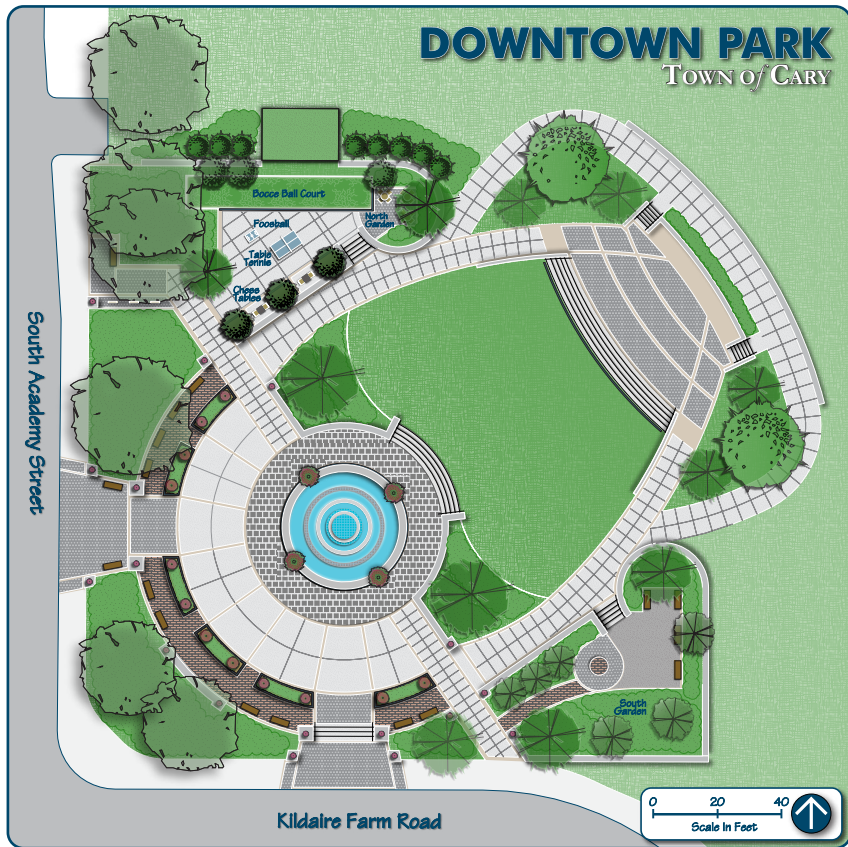
1.2.1 PAST MASTER PLAN DOCUMENTS



2006 | Cary Center for the Arts Cultural Arts Study

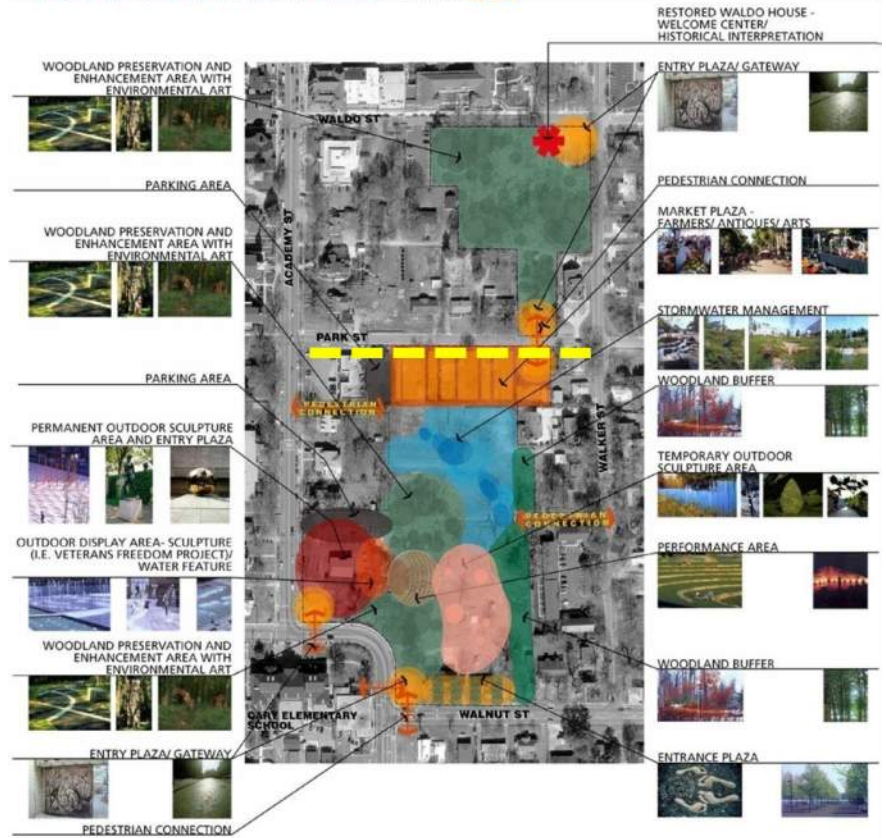


2012



Phase 1

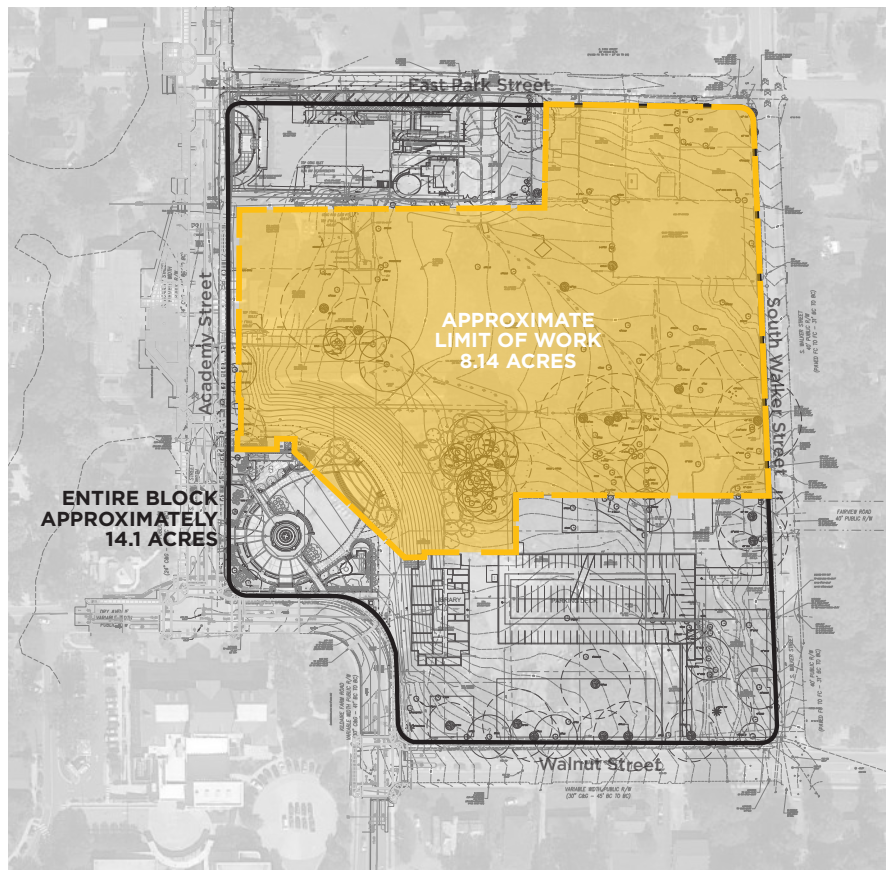
TOWN CENTER PARK theme: **ART**



2002 Park Master Plan

1.2.2 EXISTING SITE CONDITIONS DIAGRAMS

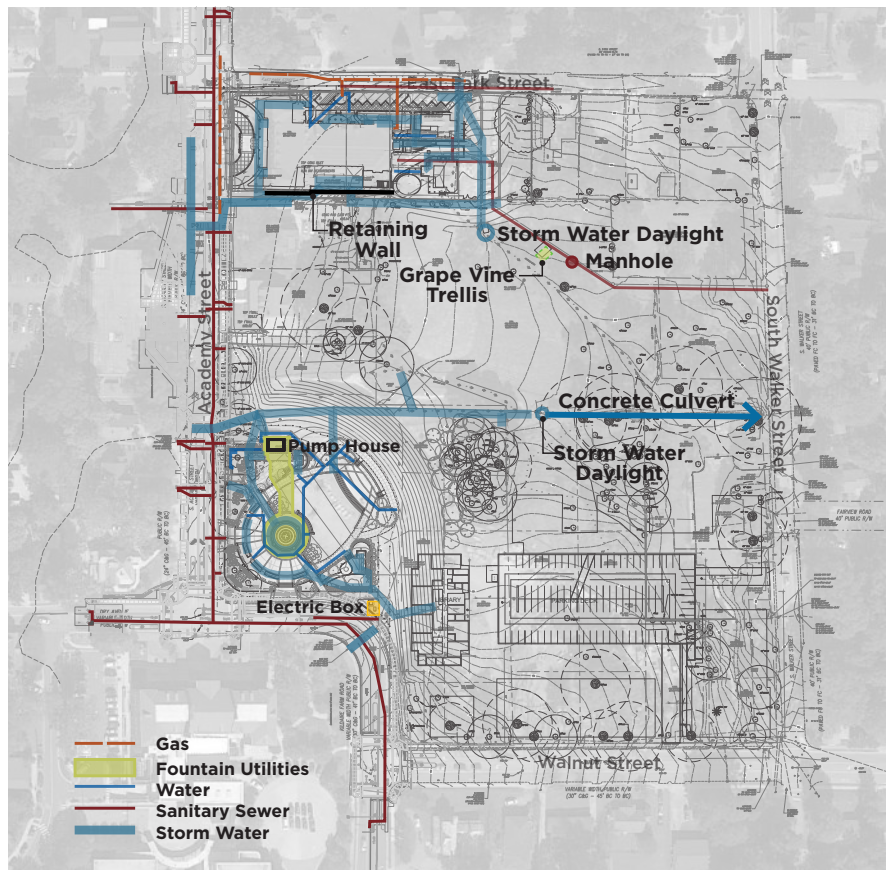
PARK AREA



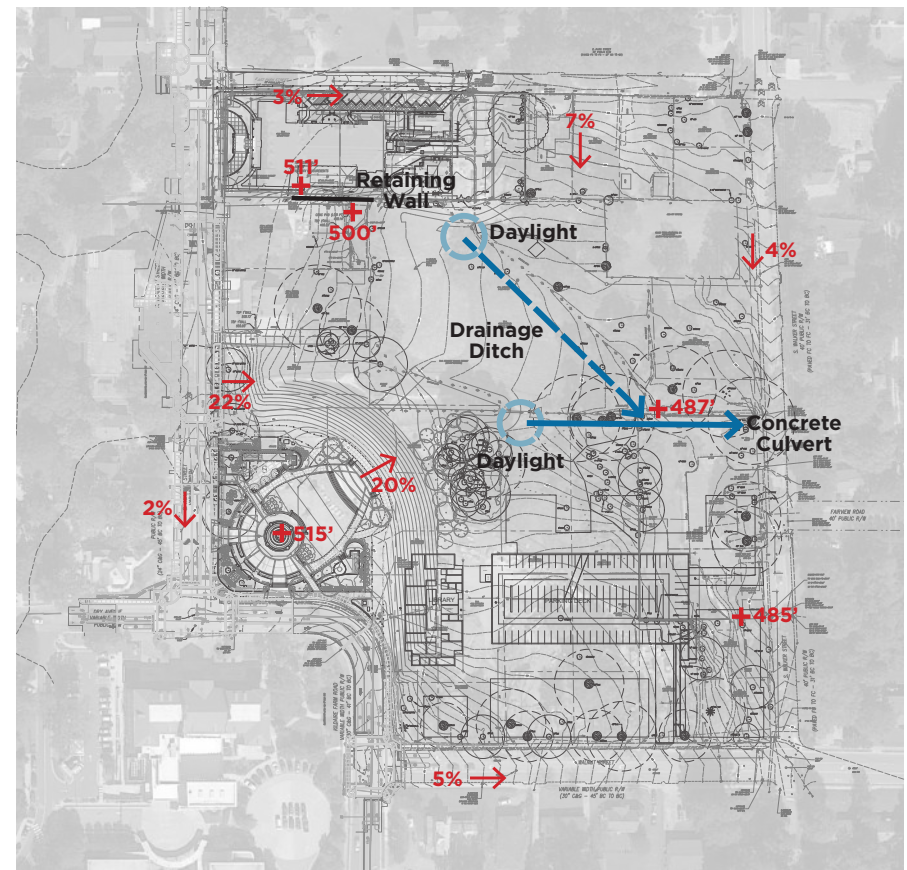
EXISTING CHAMPION TREES



SITE INFRASTRUCTURE

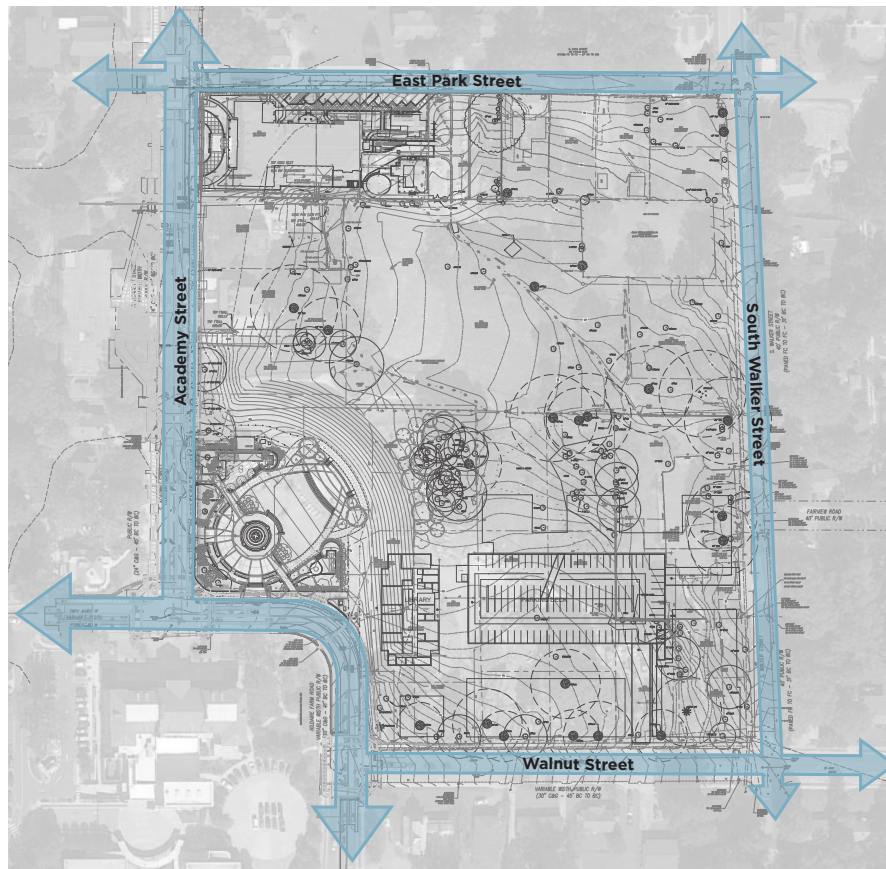


SITE TOPOGRAPHY

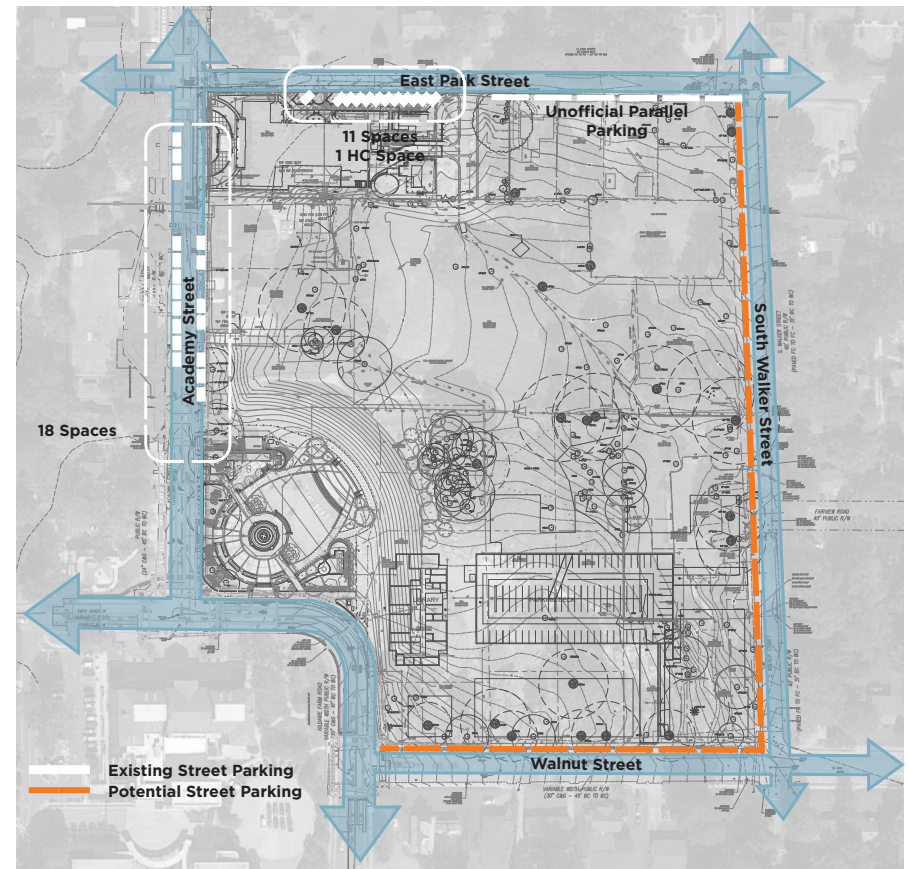


1.2.3 SITE PERIMETER ANALYSIS

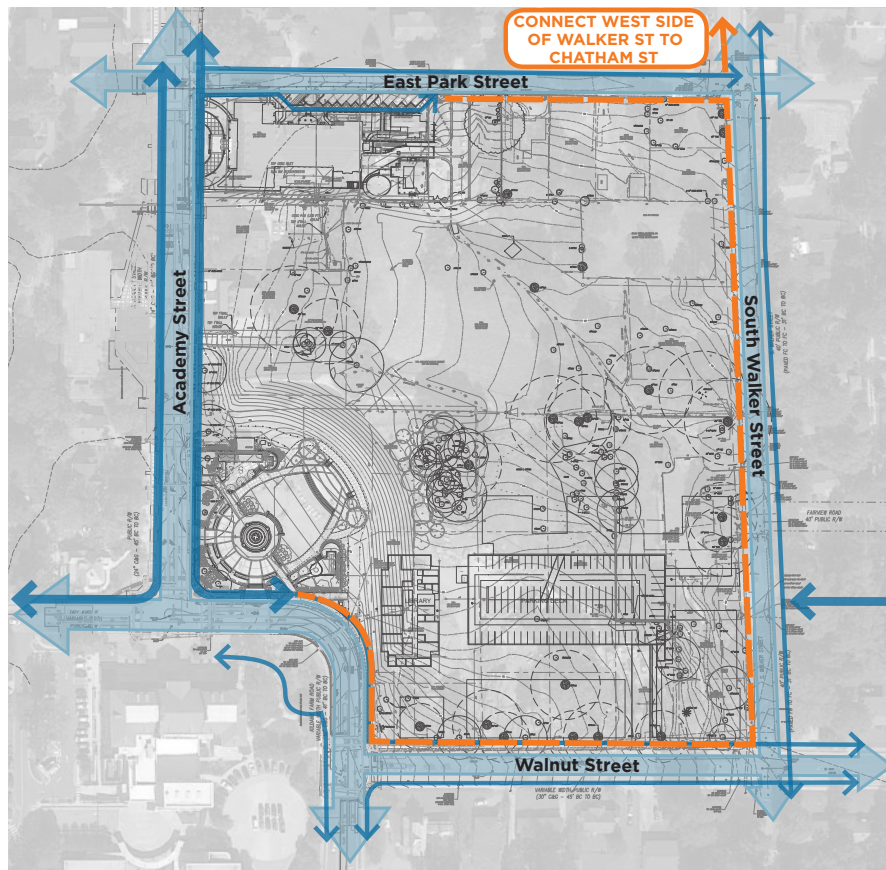
SURROUNDING STREETS



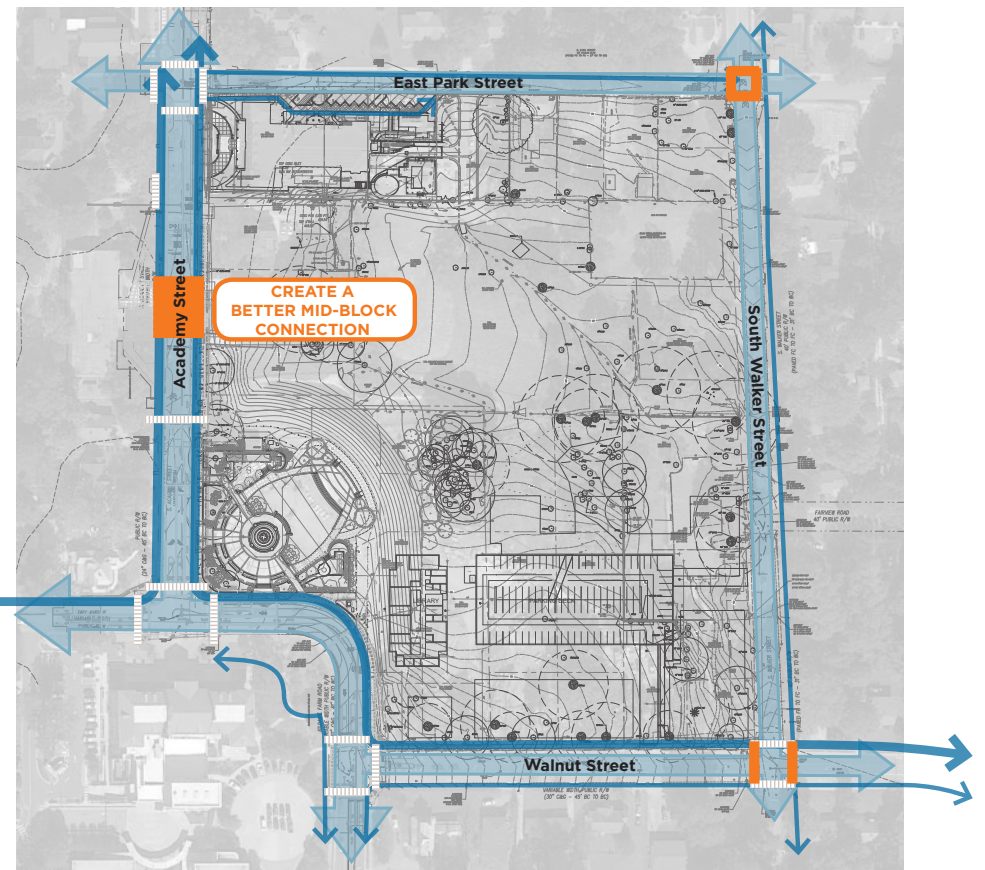
ON-STREET PARKING



SIDEWALKS

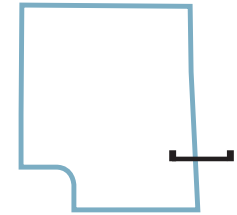


CROSSWALKS

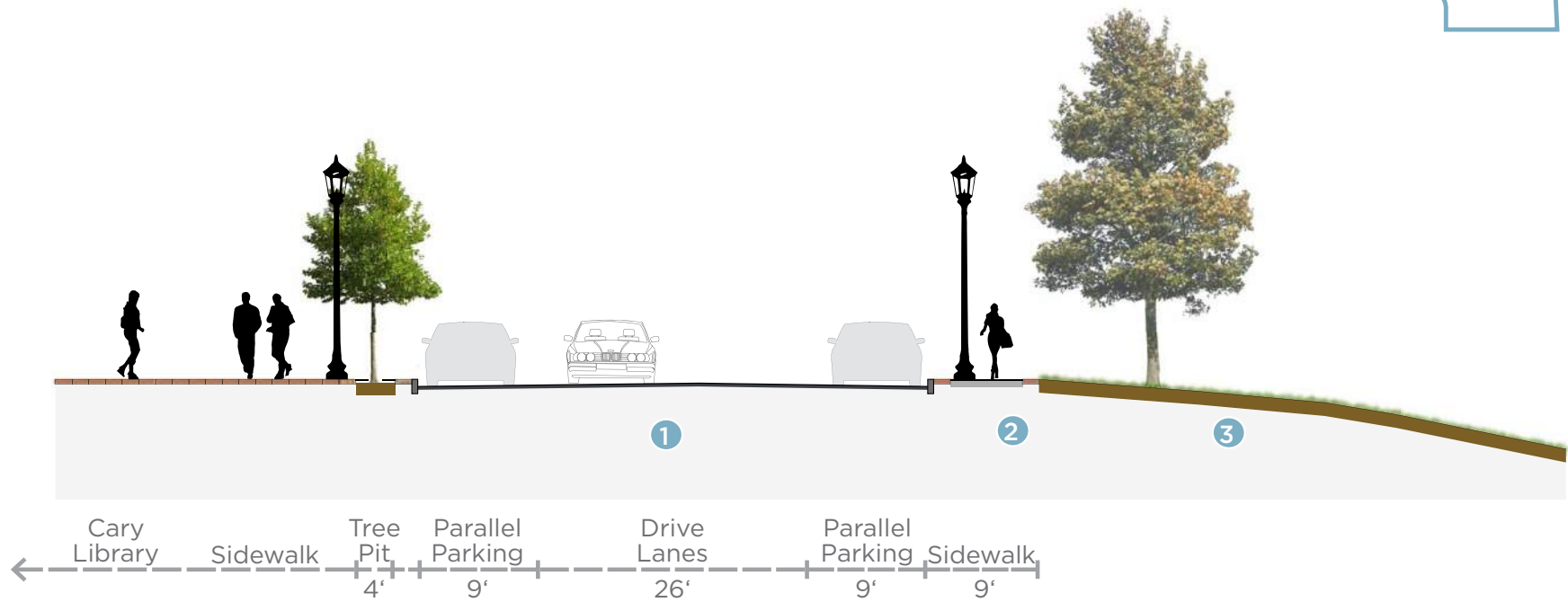
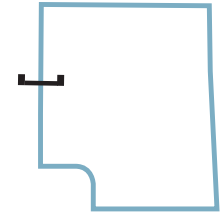


1.2.4 SITE PERIMETER SECTION STUDY

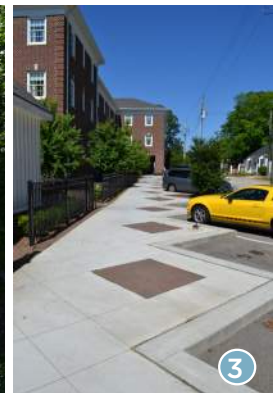
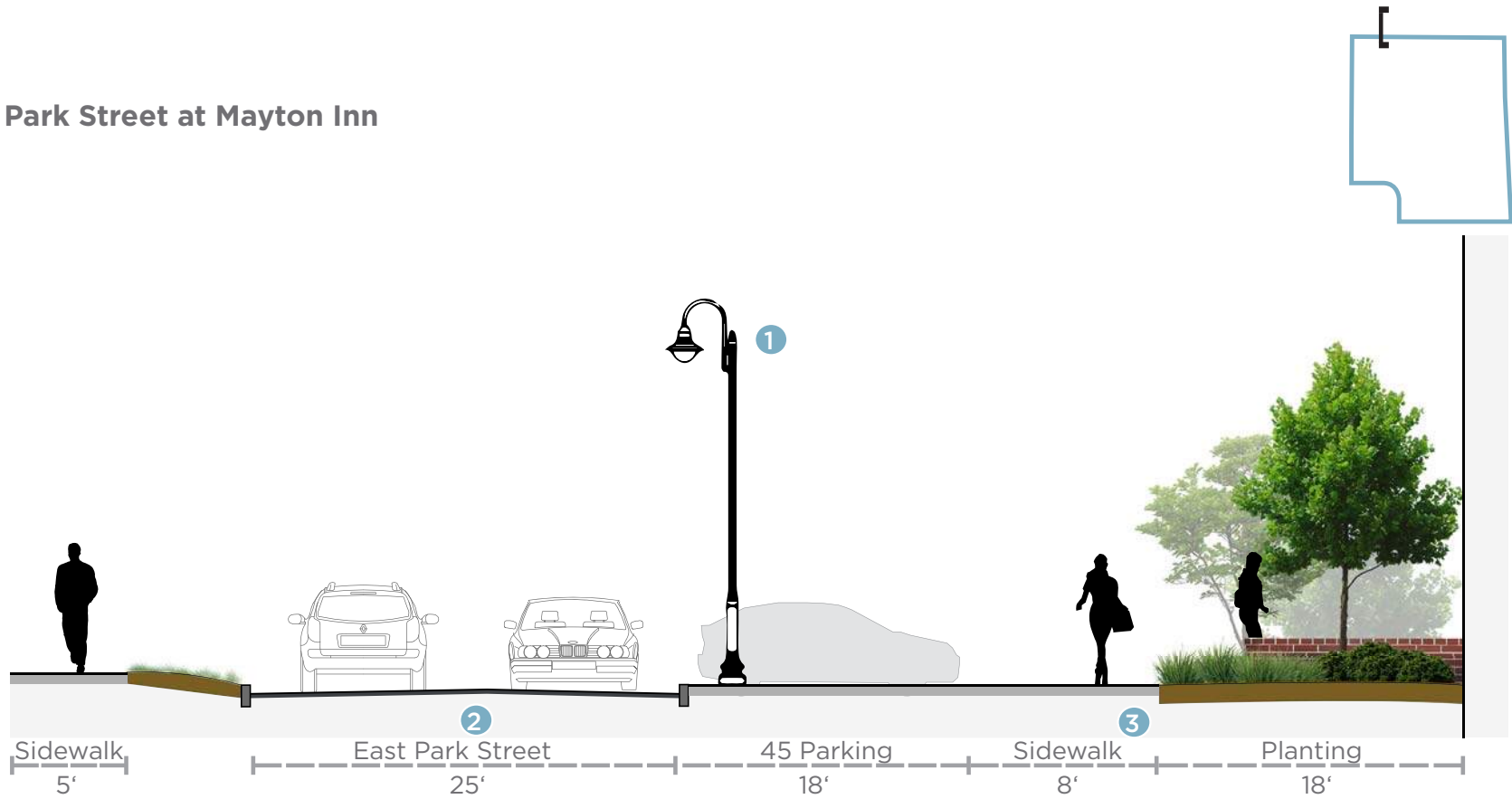
South Walker Street



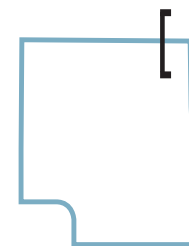
Academy Street at Cary Library



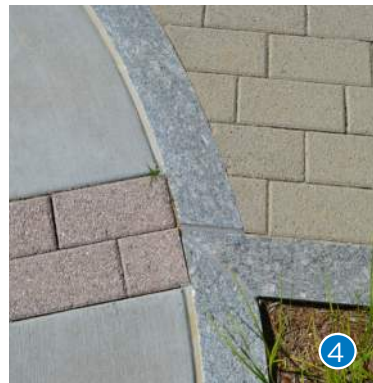
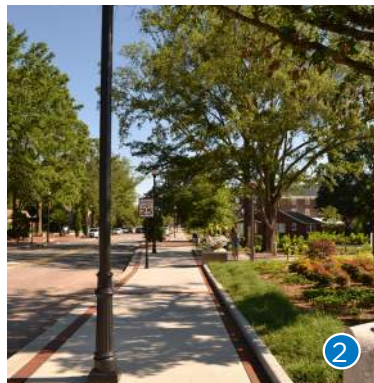
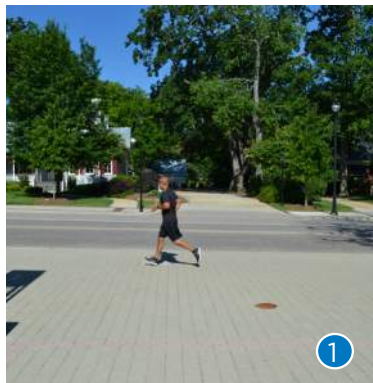
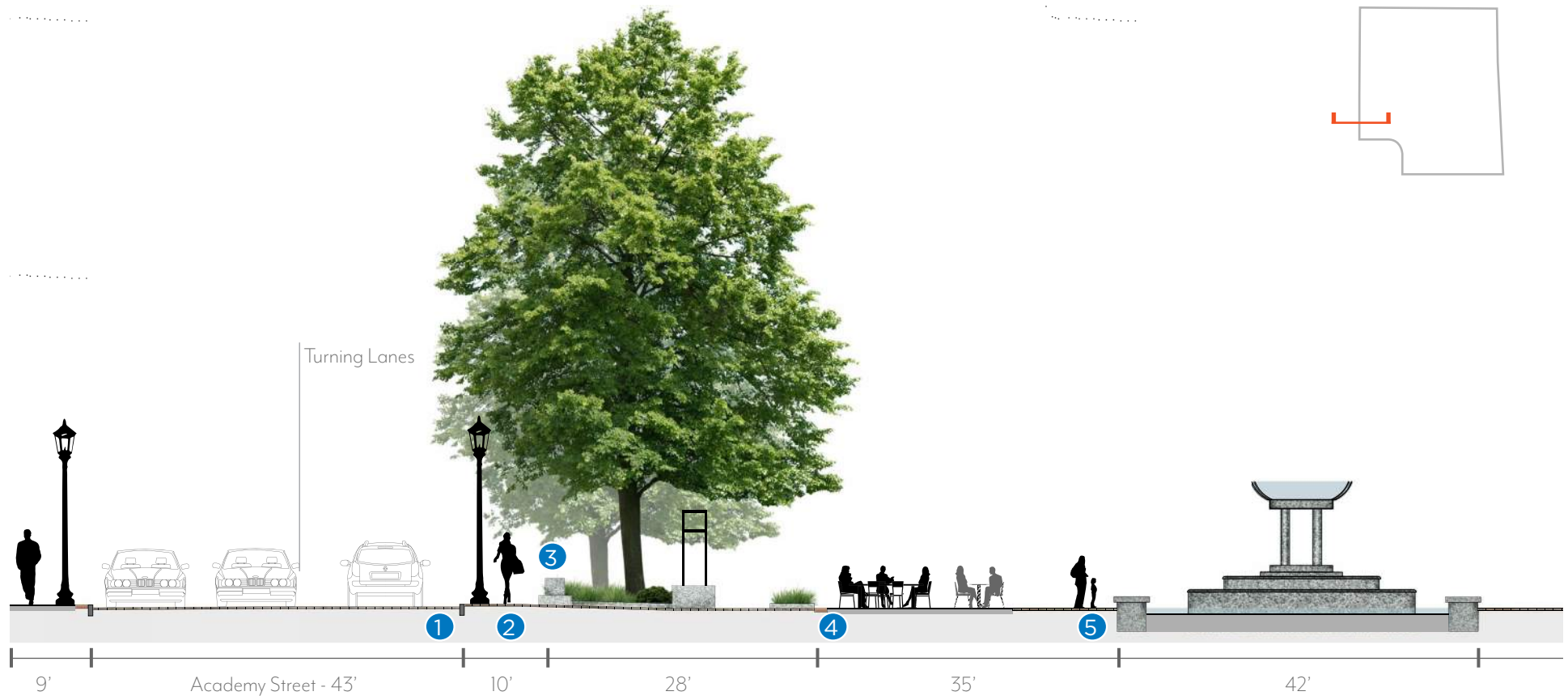
East Park Street at Mayton Inn



East Park Street



ACADEMY STREET AT PHASE 1





2.3.1 PROGRAM BOARD COMMUNITY FEEDBACK

AMENITIES

UNIQUE LOUNGE AREAS

SEATING

EVENT GARDEN

REXIBLE LAWN

DOWNTOWN PARK PHASE II

TOWN OF CARY OJB

HEALTH & FITNESS

SEATING

SKATING

FITNESS CLASSES

FITNESS EQUIPMENT

CLIMBING WALL

DOWNTOWN PARK PHASE II

TOWN OF CARY OJB

PLAY

TABLE GAMES

DOG PLAY

CLIMBING WALL

DOWNTOWN PARK PHASE II

TOWN OF CARY OJB

PARK LEISURE

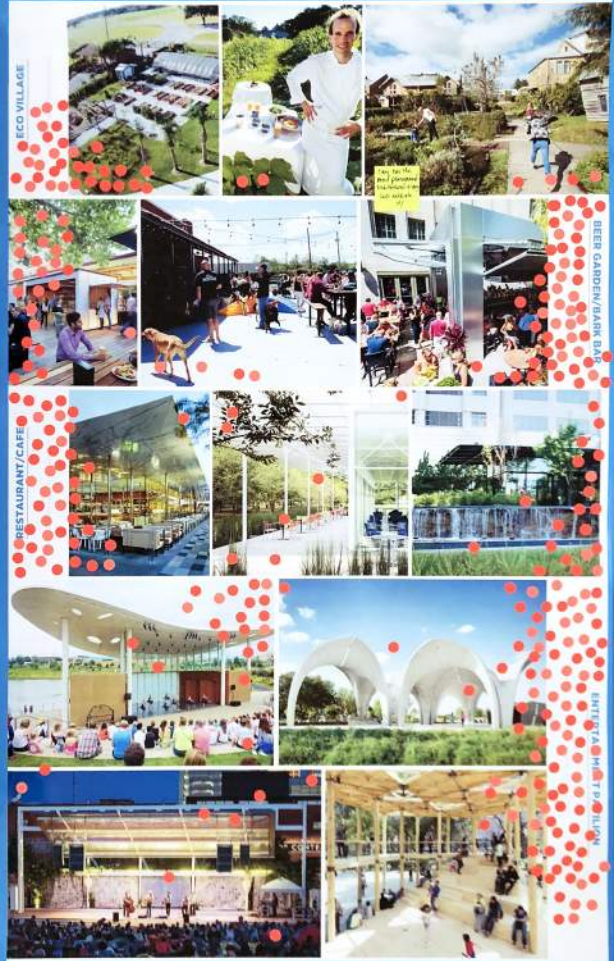


Downtown Park Phase II

TOWN OF CARY

OJB

ARCHITECTURE

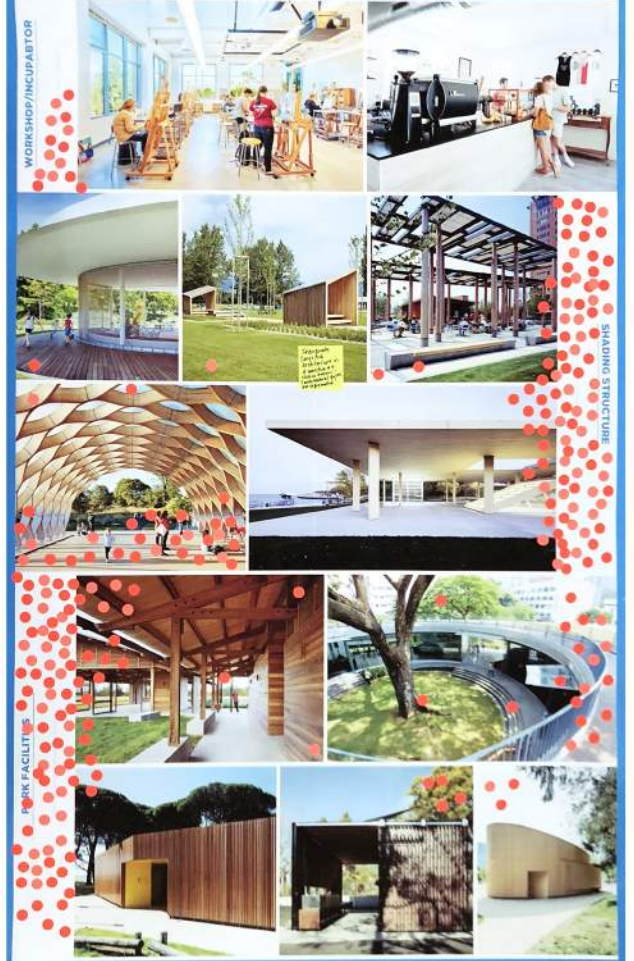


Downtown Park Phase II

TOWN OF CARY

OJB

ARCHITECTURE



Downtown Park Phase II

TOWN OF CARY

OJB

PROGRAM BOARD COMMUNITY FEEDBACK

GARDENS

Downtown Park Phase II

TOWN OF CARY OJB

WATER

Downtown Park Phase II

TOWN OF CARY OJB

STREETSCAPE

Downtown Park Phase II

TOWN OF CARY OJB

PROGRAM BOARD COMMUNITY FEEDBACK

FESTIVALS & EVENTS

Downtown Park Phase II

TOWN OF CARY OJB

ART

Downtown Park Phase II

TOWN OF CARY OJB

EDUCATION

Downtown Park Phase II

TOWN OF CARY OJB

2.3.2 DISCUSSION GROUP FEEDBACK

COMMUNITY WORKSHOP #1

What's Cary missing?

Being a destination, parking, restrooms, late hours for younger demographic

Vibrant night life, no open bathrooms, young people, regular space for farmer's market, food trucks, space for drum circle like Asheville

History feature, walkability, needs to be safe to get there, needs to be accessible, needs to be a place for the whole family

Walking trails with mile markers, public restrooms, walkable grocery store downtown, food market/farmer's market, pickleball courts

Food and bathrooms, mosquito treatment, shade, pathways through vegetation, stormwater feature that is attractive

Needs more color! History feature, something for people with disabilities, group meeting places, permanent farmer's market, closed street festivals

Cary is drab, colorless, boring, needs ice cream shop with shade, bathrooms, farmer's market with permanent stalls that can be used for other events

Holiday market, community gathering space, museum with town history, nature/gardens, interactive water feature

Needs more fun!

Casual, fast healthy food, public bathrooms and parking, focus on sustainability

Try food-scaping, edible gardens

What type of food and beverage options do you wish Cary had?

Permanent farmer's market, beer garden, Bar and Bark

Vegetarian, coffee and desserts, Bodega/like a convenience store, a place for breakfast (diner-style)

Scoops at Coop ice cream, coffee truck, juice bar, food trucks, pop-up restaurants

Italian Pizza, food trucks, healthy lunch options, food that can be eaten outside, breakfast options, variety of food options, small upscale place

Affordable, coffee, keep it simple, a burger place

Al fresco dining, healthy food, good sandwiches, ice cream, upscale southern food, Irish pub, something that stays open later, BBQ

Hot dogs, general store, places that are open past nine, outdoor tables with someone playing classical guitar

Seafood, soul food, BBQ, food trucks, Southwest flavor, coffee shop like Bitty and Beaus

Healthy, local, affordable, pit barbecue, outdoor BYO picnic, more ethnic food, tavern on the green, keep it local!

Affordable family dining, champagne bar, healthy choices, food hall

A wine bar

More ice cream! Healthy fast food. More authentic southern cooking in quaint, charming, historic structures

Local food or beverage products/entrepreneurs

Vibrary Chocolate

Pro 740

Happy and Hale

Bond Brothers

Pros Epicurean

Serendipity deli

Jordan Lake Brewery

Le Farm

Postmaster

The forge Initiative

Ashley Christiansen restaurants in Raleigh

Vivian Howard

Bitty and Beaus

Fresh Carolina Shrimp and Seafood

Kebobish

Korbite burgers

Abbey Road

Fort Nite Brew

Bosphorous

Cross Town Pub

Aviator Brewery

The Corner

Loco Pops (popsicles)

Fiction Kitchen (vegetarian restaurant in Raleigh)

Buoy Bowls and Acai Smoothies

Chapel Hill Restaurant Group

Vida Dalsa

Corbett's Burgers

Are there any features that you absolutely want included in the park?

Integrate technologies, natural spaces

Feeling of safety at night, no geese

Handicap-friendly splash garden

Shade, greenery

Quiet areas/sensory areas

2.3.3 ADDITIONAL PUBLIC COMMENTS

Collected at Lazy Daze
Food truck space
Well lit for enjoyment after dark – especially in winter when it is dark at 5:00pm!
Water Features
Musical park large outdoor musical instruments (look like musical sculptures)
Playground Structures (like Sassafras)
Dog Park & soccer fields (town league for adults 😊)
WWI WWII memorial
Water features kids can play in (like Atlanta Olympic Park)
Handicap playgrounds + (up arrow (maybe universal)) <u>accessibility!!</u>
Water Features for Kids Play
Paved trail all around the park with mile markers.
Community activities like yoga, ping pong tournaments, etc.
Local artist art work
Save the trees and natural landscape as much as possible
Community Garden where kids can grow things
Walking Paths
Food Features or Food Truck Space
Keep the old growth trees & plant flowers!!!
Covered & well -lit bike parking (racks)
More Games
Food and Beverage
Art and Sculpture
Korean Food Truck
Town of Cary Museum
Splash pad or water fountains that go on & off with music
Program structures like Sassafras! Awesome Park
Community Garden or “urban” garden parcels for ‘rent’
Zen place for small class out doors

Make existing library into Grocery store with deli, picnic items, small drinks/wine: very small selection of food for apartment dwellers, Prepared foods ready to go
Community garden
Place for Yoga outdoors and other exercises
More places close to the fountain/park to get food/beverage/coffee/snack – restaurant closer to fountain
Exercise/yoga program
Restrooms
More (than 2) HANDICAP PARKING
Water play, dog play, games, food/beverage, paths, children’s play
Restaurant at old library

Collected via Email
<p>Permanent covered stage/amphitheater and bigger open area for concerts and events. Possibly the Farmer's Market could be moved to this location and there could be a covered open building which would be great if there's rain. Movies in the park could be shown. There could be a pickelball court. Also, theater performances could be shown. Seating area like more benches so people could enjoy a meal or dessert. Since the poark will be so close to the library maybe some bigger programs could be conducted here. Would it be possible to add restrooms?</p>
<p>I'd love to see an outdoor reading area near the library. It would be great to have some shaded, comfortable spots to read the paper or a good library book. At the Tryon International Equestrian Center, they have hammock chairs (I think they are eno hammocks, but I can't remember). They are very private, comfy, and are placed/hung underneath and overhanging structure. Something like that would be cozy and offer some solitude. I think it may be fun to have a games area here as well. I love the new programming in the park that coincides with story hour at the library. I think having a games cart or games for check-out at the library could be a good way for people of all ages to pass the time in the park. Perhaps an on-going/changing scavenger hunt could be offered, and that may draw people to all parts of downtown.</p>
<p>Given the proximity to the arts center, it may be nice to have a section within a garden with some permanent easels, where people could bring their own supplies and paint or sketch. It would not have to be very big, but would help bring the arts outdoors</p>
<p>Could we have a community garden where those living downtown could grow flowers/veggies? It might also be nice to have a fragrant garden (like Savannah), for inclusiveness (blind). Is there any chance landscape design or horticulture students at the area universities/colleges could participate in planning or maintenance? That may also help Cary be a place kids grow, learn, and stay.</p>

<p>It would be great to have the greenway extend to the park to allow people to ride in from all over Cary. We find it frustrating that the greenway ends and we have to cross 54, which is very busy, to get downtown. I think Cary has done a great job with the Greenways, and providing access from surrounding trails would be very beneficial. Bike racks would be useful and would keep people in downtown once they ride in.</p>
<p>I agree with others that having food/carts/coffee shop would be good. I know there are more restaurants planned, but having a variety of food (healthy, too!) accessible at the park would be a draw, and would generate some revenue.</p>
<p>When we lived in Boston, they had many street performers, and visitors and residents loved to watch the ever-changing performances. Aligned with the arts, it may be nice to have a small spot for these performers (jugglers, magicians, fire eaters, etc). At Faneuil Hall, they simply use the stairs or entry landing and rotate performances. A large crowd gathers! The area in front of the performing arts center seems like a good space for this.</p>
<p>I would love to see a quieter section of the park set aside for meditation and fitness classes. There is a great small Chinese park near Mulberry in NYC. Whenever I am there, they have tai-chi, fitness classes, etc.</p>

ADDITIONAL PUBLIC COMMENTS

In Boston, when they removed the old highway, they built a fantastic, ribbon-like park. In one section they have a circle of splash streams. They light up and the water pops up at various times (maybe like Waverly Place). It's small, but the kids love it. And when kids are not there, it's pretty to look at. I've seen this in Greenville, SC as well-very small, but enjoyed greatly. It might stop people from putting their feet in the existing fountain 😊.
It would be great to keep as many of the old trees as possible. They are big and beautiful, and very park-like! I prefer the grass, and trees, so hope it can be maintained in most of the park.
Any kinds of water features would be great. The sound is relaxing and it may offer a great place to sit. In Pittsburgh they have a small area with sandstone stairs and cascading water. People like to walk up and down them and sit in the running water. Not sure how that would fit in downtown, but it's pretty and functional, and somewhat of a draw to a park.
Some F&B near the library, with some outdoor seating.
Keep it simple - coffee, breakfast, sandwich stand/cart(s)
Eg, parents/grandparents watch their kids in the play area or look at the park.
Library patrons can catch something going in/out.
2nd story bar/dining/balcony on Academy overlooking the park could be very nice.
Historical connection - consider the Kildaire Farm Barn
There's a picture in the Academy St Bistro; I'll try to find a link online.
Or I can take a picture of a print a friend has and send it to you.
There are Two Downtown Cary Facebook groups - it might be good to post to reach people that didn't attend - poll for other historical connections.

Storage for Multi-use space
Increase utilization, help fill in with small scale low budget special events
Chairs on rolling carts, speed up setup/tear-down, speed up flipping multi-use space.
What do pop-up markets need?
Minimize trucks coming/going
Enable volunteers, ToC staff can't do everything
Ping-pong balls/paddles/nets wander off
Related - permanent cover for the existing stage with lockable AV equipment
Maybe incorporate a retractable video screen and speaker covers.
Example: school jazz bands
Triangle Swing Dance Society has a great model for training volunteers to enable low cost events. I know there will be hesitation, but it can be done.
Question: Are there decent quality outdoor dance floors these days that handle rain, snow, ice? Or portable floors that are easier to put together vs the heavy old hotel event floors?
I think the design of the park looks incredible and you have furnished three amazing options. I like option 1 best but each of the three have some really cool elements. The only piece of the planning that I hope can be influenced is the placement of the dog park. We have two Boston Terriers and love dogs and will definitely frequent any area in the park that is provided for dogs. My only concern is the possible placement of the dog area for the reasons of safety and noise. We lived in NYC, Philly, and DC and have been to many dog parks and they tend to get boisterous. If placed too close to S Walker, a loose dog can potentially be injured. It would be nice to not have it directly in front of our house (i.e. front yard). I do think the inclusion of a dog area is a great idea. Also, do you have concerns with geese in the pond/storm water area? There is currently a group of them that hangs out in the park.

Hi! I'm excited about the park. As a mom, I have some important needs. THE MOST IMPORTANT THING IS SHADE. My kids can't play on burning hot equipment - and in North Carolina, this means from April - October, and coincides with the best weather to play outside. I would love to see a splash pad. Again, this needs SHADED SEATING FOR PARENTS. The Jack Smith Splashpad leaves a lot of parents standing in the sun, very unpleasant. I hope you build one, because Jack a Smith splash pad is very overwhelmed in the summer. Those are the most important things. Would be nice things are more interactive art. I used to live in Chicago and the giant reflective bean was awesome, as was the water fountain that was a digital screen of faces that the water came out of the mouths. I love the sheep kids can climb on at Jack a smith, and the dragon at Marla dorel. Interactive and climb-on-able art is just so cool. Also I would love a walking trail that looped around and connected to greenways, and doubled as a nice place for little kids to ride bikes. Kids also like ponds and creeks where they can throw stones in the water or splash thru. A natural themed sash pad might be really fun. The climbing rocks at Jack smith park are super fun. Low walls are fun for kids to climb and walk on. One of my favorite playgrounds is the one at the Museum of Life and science in Durham. Lots of unique climbing structures, slides built into hills, nature-themed play spaces, the treehouses are crazy, the natural-looking fake creek, the trails thru trees, these are so nice. Thanks for making another park. And please remember, in the South. SHADE IS THE MOST IMPORTANT THING.

an outdoor musical park which would attract all ages and bring the community together around some unique and artistic musical sculptures

Cary Elementary Athletic Field (1)
 Luskin Center Smart Park Connection (2)
 Cary Art Center Rooftop Bar & Lounge (3)
 View of the Horizon (4)
 Iconic Infrastructure to Connect Park, Parking Deck, Library, Art Center, & Athletic Fields (5)

Collected at Community Presentation #2

In the final plans for the park there should be a 3D model to demonstrate the slope of the grade in the park.

Look at a notable park in Seville Spain that everyone is talking about.

Like concept 1 – keep dog park away from kids and food.

Not sure we need ceremony space

Don't put ceremony space near children's play area

In concept 3 the children's play area is too far from the food area and library. Play should be near adult areas so children remain supervised

Like concept 1 because dog park is far away

Re: concept 1 – urban beach is not good close to traffic, especially for children playing there near the street.

Re: concept 2 – don't put dog park near street

Questioned whether there had been consideration for noise impacts on nearby residential properties.

Like the idea of the dog park.

Are we trying to do too much in a small space?

Add overhead ceiling fans in pavilion to manage mosquitoes

No urban beach – messy, cat litterbox

Re: concept 2, from someone who has 4 kids, they prefer some old fashioned play equipment

Don't make it too complicated

Keep it stroller friendly

Make a place for senior special activities

Add a hammock space at the urban beach

Excited about the bustle of activity so plan for noise

Like concept 2 and children's play should be next to library

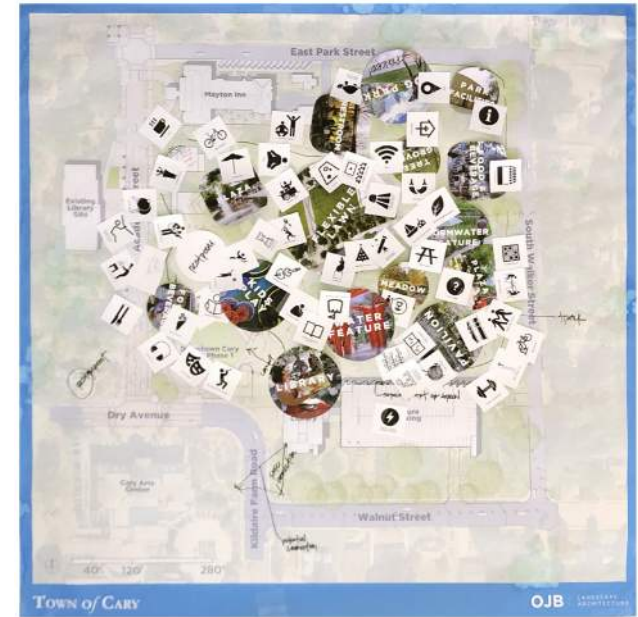
Pull people to the Park st and Walker st corner of the park.

Don't take away the game space in phase I of the park.

Go crazy with shade – trees, pavilion, etc.

2.3.4 PROGRAM MAPS

COMMUNITY WORKSHOP #1





2.6.1 PARK ORGANIZATION PUBLIC FEEDBACK BOARDS

Concepts

1 Which concept proposes the best locations for food & beverage in the park?

2 Which concept proposes the best location for Dog Play?

3 Which concept proposes the best location for children's play?

CONCEPT 1

CONCEPT 2

CONCEPT 3

TOWN OF CARY

Downtown Park Phase II Concepts

OJB LANDSCAPE ARCHITECTURE

Please make sure there is adequate storage room for people's papers and materials. *Wednesday, 10/20/2010*

Make sure there is adequate storage room for people's papers and materials. *Wednesday, 10/20/2010*

I like the kids play area close to the library because it is an outdoor play area.

Food area should be in central area to facilitate delivery, recycling.

I don't like the family picnic area layout. Consider to include in separate quadrant.

Make a clear outdoor area where to sit.

Miscellaneous chairs and tables should be at different sizes to accommodate various group sizes.

NO PEOPLE, ONLY DOGS

They don't bring their dogs.

They should be off and to the side.

I think dog park should be self contained in behind of park. Some people are afraid of dogs - kids too.

NO DOGS PARK

NO DOGS PARK

NO DOGS PARK

two Dog Parks

NO DOG PARK!

I don't own a dog. I LOVE the inclusion of a dog park. Thank you!!

Don't have a dog but I love the idea of a dog park. I hope to have a dog in the future. I would love to be in the park. Thank you.

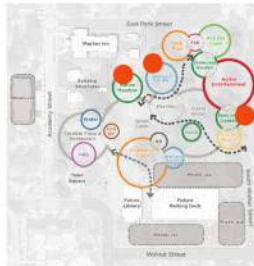
Children should play in the center of the park. I don't like the idea of a dog park. I don't like the idea of a dog park. I don't like the idea of a dog park.

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DOWNTOWN CARY PARK MASTER PLAN REPORT

Concepts

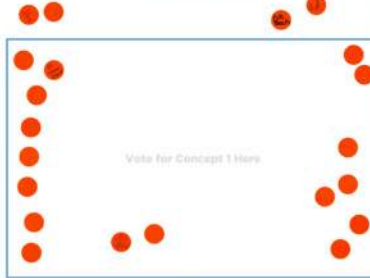
CONCEPT 1



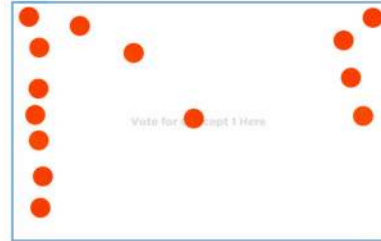
Lots of
Lots of Arts

4 Which concept proposes the best location for the urban beach?

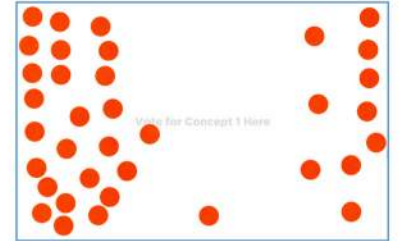
Integrate
recreational
amenities for
people!



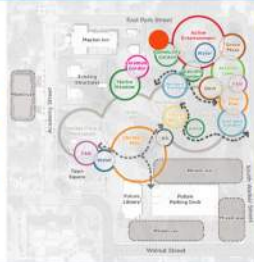
5 Which concept proposes the best locations for interactive water features?



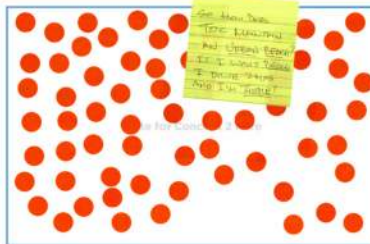
6 Which concept proposes the best overall organization of the park?



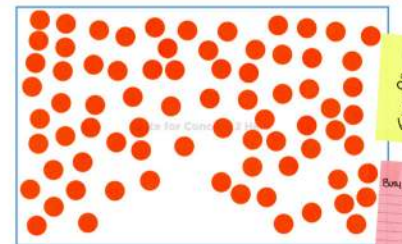
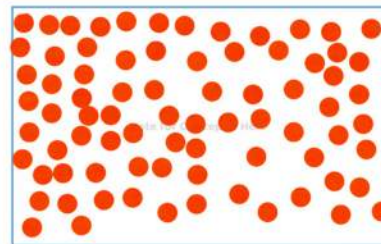
CONCEPT 2



Great Design
and
amenities



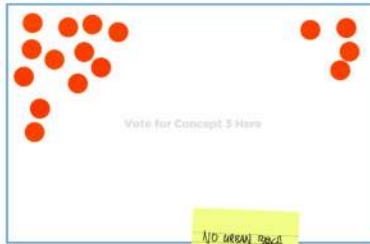
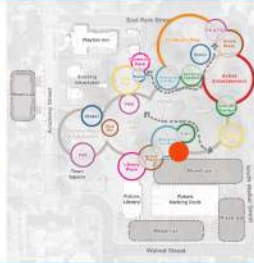
Great Design
and
amenities
and
great
amenities
and
great
amenities



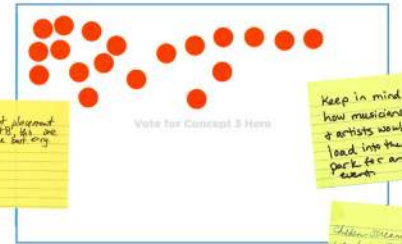
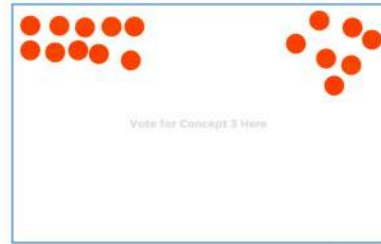
Five Pt
in concept 2
please

But, but but flow

CONCEPT 3



NO BEACH BEACH



Except placement
of the water
to the beach

Keep in mind
how musicians
& artists would
load into the
park for an
event

Follow
the
flow
of
the
park
and
the
amenities
and
the
amenities

Follow
the
flow
of
the
park
and
the
amenities
and
the
amenities

OJB

TOWN OF CARY

Down Park Phase II Concepts

3.3.1 ARCHITECTURAL SYSTEMS

ACADEMY PLAZA FOOD AND BEVERAGE

MATERIALITY

The café shares the wood aesthetic of the other architectural structures. For structural elements the wood material will be left exposed, though likely stained and weather protected. Stone floors, wood furniture with colorful accents, wood ceilings and stainless and/or bronze accents will give the café a natural feel while being able to visually support events that range from very formal to very casual.

STRUCTURAL DESCRIPTION

The café's structure will be predominantly wood, in either heavy timber or glu-lam/p-lam/cross-lam technology. Standard metal fittings shall be steel (blackened or stainless), specialty fittings will be bronze. Structural roof slabs may be concrete to assist with lateral force resistance.

MECHANICAL, ELECTRICAL, PLUMBING

The café will need a multi-zone mechanical strategy to account for the various spaces and the potential continuity with the exterior. Electrical

and plumbing must account for a café/restaurant of this size.

Plumbing fixtures will be provided on site per code but will likely include a total of six toilets and 4 sinks provided in two restrooms.

SPECIALTY EQUIPMENT

The facility will have a full-service, high-quality kitchen with equipment for a variety of food service events. Sliding glass doors will open the interior dining areas to the exterior providing for indoor/outdoor dining experiences and events.

An interior movable partition will be able to divide the dining area into acoustically separated rooms so that multiple parties, events or other activities could occur simultaneously.

High quality AV equipment provided for potential community/conference/meeting functions and daily audio control. Restaurant fit-out package should include booths, tables, bar, lighting, etc. for inside and outside patrons.



PAVILION

MATERIALITY

The pavilion is a central architectural feature of the park and will include innovative and technologically advanced use of wood for finishes and structure. For structural elements the wood material will be left exposed, though likely stained and weather protected. Stone floors, wood furniture with colorful accents, wood ceilings and stainless and/or bronze accents will give the pavilion a natural feel while its size and presence on the great lawn will visually and functionally support the range of events that may occur there.

STRUCTURAL DESCRIPTION

The pavilion's structure will be predominantly wood, in either heavy timber or glu-lam/p-lam/cross-lam technology. Standard metal fittings shall be steel (blackened or stainless), specialty fittings will be bronze. Structural roof slabs may be concrete to assist with lateral force resistance.

MECHANICAL, ELECTRICAL, PLUMBING

Ventilation systems will not be required in the outdoor areas but should be provided for the

small interiors associated with any -stage back-of-house spaces such as green rooms and restrooms. 2-4 large ceiling fans may be included to move air. The pavilion will need to carry large electrical loads that amplified music may require. No temporary generators should have to be brought to the site.

The green-rooms should include 2 small bathrooms (sink and toilet) for private use.

SPECIALTY EQUIPMENT

A full AV package for standard events must be provided including amplification from the stage. Unique performers may bring their own equipment that will need to draw electricity from permanent hook-ups.

A full lighting package must be provided including spot light capacity on stage.



ARCHITECTURAL SYSTEMS | BARK BAR

MATERIALITY

The Bark Bar shares the wood aesthetic of the other architectural structures. Here the wood finish may take the form of vertical louvers mounted to a solid wood back-up. For structural elements the wood material will be left exposed, though likely stained and weather protected. Stone floors, wood furniture with colorful accents, wood ceilings and stainless and/or bronze accents will give the Bark Bar a natural feel while being able to visually support events that range from very formal to very casual.

STRUCTURAL DESCRIPTION

The café's structure will be predominantly wood, in either heavy timber or glu-lam/p-lam/cross-lam technology. Standard metal fittings shall be steel (blackened or stainless), specialty fittings will be bronze. Structural roof slabs may be concrete to assist with lateral force resistance.

MECHANICAL, ELECTRICAL, PLUMBING

The Bark Bar will need mechanical ventilation in the interior and large fans in the exterior covered

space. The restroom/facility portion will not require mechanical ventilation but will include ceiling fans. Electrical and plumbing must account for a bar of this size. A total of six toilets and 4 sinks should be provided at this location in two restrooms.

SPECIALTY EQUIPMENT

The Bark-Bar will require a full-service, high-quality bar with equipment adequate for this size of. It should also provide a small quality kitchen for the preparation of bar snacks, but not full meals. Expectation is for high-end appliances and stainless steel finishes throughout. Flip up or tilt up panels will be provided to open up the bar to the exterior when in operation. Bar fit-out package should include seats/stools, tables and lounge/patio-like seating environments for the areas adjacent to this facility.



PARK INFORMATION AND RESTROOMS

MATERIALITY

The restroom facility shares the wood aesthetic of the other architectural structures. For structural elements the wood material will be left exposed, though likely stained and weather protected. Stone floors wood ceilings and stainless and/or bronze accents will give the restrooms a natural feel integrated into the materiality of the park.

STRUCTURAL DESCRIPTION

The restroom facility structure will be predominantly wood, in either heavy timber or glu-lam/p-lam/cross-lam technology. Standard metal fittings shall be steel (blackened or stainless), specialty fittings will be bronze.

Structural roof slabs may be concrete to assist with lateral force resistance.

MECHANICAL, ELECTRICAL, PLUMBING

It is not expected that the restroom facilities would require mechanical ventilation for heating/cooling. However these could be provided if required. The architecture will take advantage of natural ventilation techniques and large fans. Mechanical exhaust ventilation should be provided.

Preliminary numbers suggest that there should be upwards of 20 plumbing fixtures for males and 20 for females in this location.



ARCHITECTURAL SYSTEMS | SHADE STRUCTURES

MATERIALITY

The Shade Structures share the wood aesthetic of the other architectural structures. For structural elements the wood material will be left exposed, though likely stained and weather protected. Stone floors, wood furniture with colorful accents, wood ceiling.

STRUCTURAL DESCRIPTION

Replace paragraph with: The Shade Structures will be predominantly wood, in either heavy timber or glu-lam/p-lam/cross-lam technology. Standard metal fittings shall be steel (blackened or stainless), specialty fittings will be bronze. Structural roof slabs may be metal or wood.



3.3.2 STORM WATER MEMORANDUM

WITHERS RAVENEL

The purpose of this memo is to document existing and proposed land uses within a +/- 20 acre watershed located in Cary, NC and summarize stormwater management requirements at various stages of buildout within the watershed. The watershed area consists of parcels which have been included in future planning efforts for a Downtown Park project currently under design. The watershed boundary is generally framed by Academy Street, East Park Street, Walker Street, Walnut Street, and Kildaire Farm Road. The land within the watershed is partially developed with a mix of old and new structures, including the Mayton Inn and Phase 1 of the Town Square. The watershed also includes portions of East Park Street, Academy St, the northeast corner of the Cary Arts Center, and for this analysis, parcels on the north side of East Park St.

The future land use scenarios are based on anticipated development on select parcels. Where known development plans are available, such as the Wake County Library and Town parking deck development in the southeast corner, full build out land uses are based on the proposed plans. For other areas, where there are no current development plans, future land uses are based on an estimated impervious coverage within the parcel boundary.

From the land use scenario data, we have calculated the maximum buildout that can occur before stormwater management devices would be required by current Town ordinances. Stormwater management calculations include a single calculation of the minimum volume needed (in total) to comply with Town and State water quality regulations. Additionally, we calculated the anticipated nitrogen loading levels for the full buildout conditions. The final calculation is an anticipated footprint area for a single above ground stormwater control measure (SCM) based on current NCDENR Minimum Design Criteria (MDC).

Although traditional stormwater management plans document compliance on a parcel by parcel basis, the overall plan for the project area is to use a regional SCM located west of Walker Street to provide the bulk of water quality treatment and flood control for the project area. Individual SCMs may be included with individual site plans, and the benefits of those devices would reduce the required volume and area of the regional device. For the purposes of this memo, smaller individual devices are not included, and therefore the result presented here may be conservative, overestimating the final design volume or surface area of the regional device.

The point of analysis for compliance purposes is a point in the existing stream channel east of Walker Street. The entire project area drains to this stream in both the existing and proposed land use scenarios. The stream is an unnamed tributary to Walnut Creek, and part of the Neuse River Basin. There are no other streams,

wetlands, or buffers located within the project boundary which would result in the need for additional points of analysis to document compliance with Town or State stormwater management regulations.

The primary compliance requirements are as follows:

Town of Cary Ordinance 7.3.2 – Nutrient Reduction Requirements

Town of Cary Ordinance 7.3.3 – Peak Runoff Control

15A NCAC 02B.0233 Neuse Buffer Rule – Section 5, Diffuse Flow Requirements

For the purposes of documenting compliance with Town Ordinances, WithersRavenel has conducted an analysis of the land uses within the project area as of the effective date of the Town's stormwater management regulations. This land use scenario is considered the existing condition, despite the fact that many properties have been demolished or redeveloped in recent years. The analysis of historical aerial photographs revealed that approximately 3.67 acres of impervious area within the watershed pre-existed applicable Town stormwater regulations. WithersRavenel reviewed aerials from 1993 to present and determined that land uses were consistent and ongoing up until 2007. In 2008, the aerial reveals that demolition of some pre-existing structures resulted in a reduction in impervious area. For the purpose of this study, an image from 2005 was analyzed to quantify the amount of exempt impervious area. This exhibit is provided attached.

Existing Land Use Conditions

In 2013, a survey was done of the property. From this survey, along with known developments such as the Mayton Inn and Phase 1 of the Downtown Park, we determined that of the impervious area which had begun demolition in approximately 2008, only a portion had been rebuilt (Mayton Inn, Town Square), and impervious area within the right of ways has remained generally consistent. Overall, comparing the 2005 conditions to current land use, there is a net reduction in impervious area of approximately 1.99 acres compared to what was present at the effective date of the Town's ordinances. Because existing impervious area in place on the effective date of the ordinance is exempt from regulation, an additional 1.99 acres of impervious area may be constructed within the project area before any additional stormwater studies (and possibly structural stormwater controls) would be necessary for compliance with Town regulations.

Neuse Buffer regulations state that existing outfalls constructed prior to 1998 are exempt from having to comply with diffuse flow regulation, provided that the outfalls are sufficiently sized to convey runoff from upstream areas, and do not need to be enlarged to accommodate additional stormwater flow from new development.

STORM WATER MEMORANDUM

While the majority of the runoff from the watershed is conveyed through the future park site by existing stormwater conveyances, the land north of East Park Street (Future Development 6) may necessitate modifications to the existing storm drainage infrastructure. Currently there is one mid-block pipe crossing, and one pipe crossing immediately west of the intersection of E. Park St and Walker St. Based on the assumed future land use within these developable parcels, and assuming no onsite detention, the mid-block crossing may need to be increased to an 18" diameter pipe, and the existing stormwater drainage line flowing from north to south along Walker Street may need to be increased to a 24" diameter pipe. These proposed pipe sizes should be sufficient to accommodate the increase in flow rates while meeting current Town requirements for capacity during the 10-year storm event.

The existing storm drainage lines across Park St cross existing water and sanitary sewer lines. The water line is a 6" PVC line, and the sanitary sewer line is an 8" clay line. The depth of each line is not listed in available GIS information, however due to the age and materials, the Town should anticipate having to replace a portion of each line at both crossings. There is one additional crossing of an 8" diameter PVC sanitary sewer line on Walker Street. Further survey investigation is required to determine the extent of the potential conflicts.

The total estimated quantities for storm drainage infrastructure are 175 LF of 18" RCP, 1,100 LF of 24" RCP, and 3 new storm drainage inlets.

Stormwater Control Measure Sizing

WithersRavenel completed a preliminary design and routing for the potential SCM to be located within the park. The sizing of the SCM was based on mitigating the increase of impervious area between the full buildout and exempt land use conditions.

The design of the SCM was based on the minimum requirements for water quality and flood control, and were then amended to create an amenity for the park. The surface area of the SCM was increased to reduce the fluctuations in water surface elevations in response to small rainfall events.

Based on these assumptions, we recommend planning for a normal pool surface area of 30,000 to 35,000 square feet, and a total footprint, including embankments, or approximately 1 acre. This footprint allows for sufficient area and volume to provide water quality and flood control compliance for full buildout within the upstream watershed. The maximum water surface in the basin (100-year storm) is expected to be less than 3' above the normal pool elevation, and most storms (up to the 1-year 24-hour rainfall of 3") would temporarily raise the water surface by less than 1'. We anticipate that these design parameters will increase the day to day aesthetics of the water feature and reduce periodic aesthetic maintenance needs.

This design does not consider retaining walls within the footprint, but such features would be expected to increase storage volume within the footprint, increasing efficiency. Additionally, this analysis and routing does not include upstream SCM's which may be installed on individual development sites. The additional of these SCMs would allow for further design flexibility in the primary SCM.

Please see attached exhibits and calculations for further documentation and clarification.

PEAK FLOW COMPLIANCE ESTIMATOR

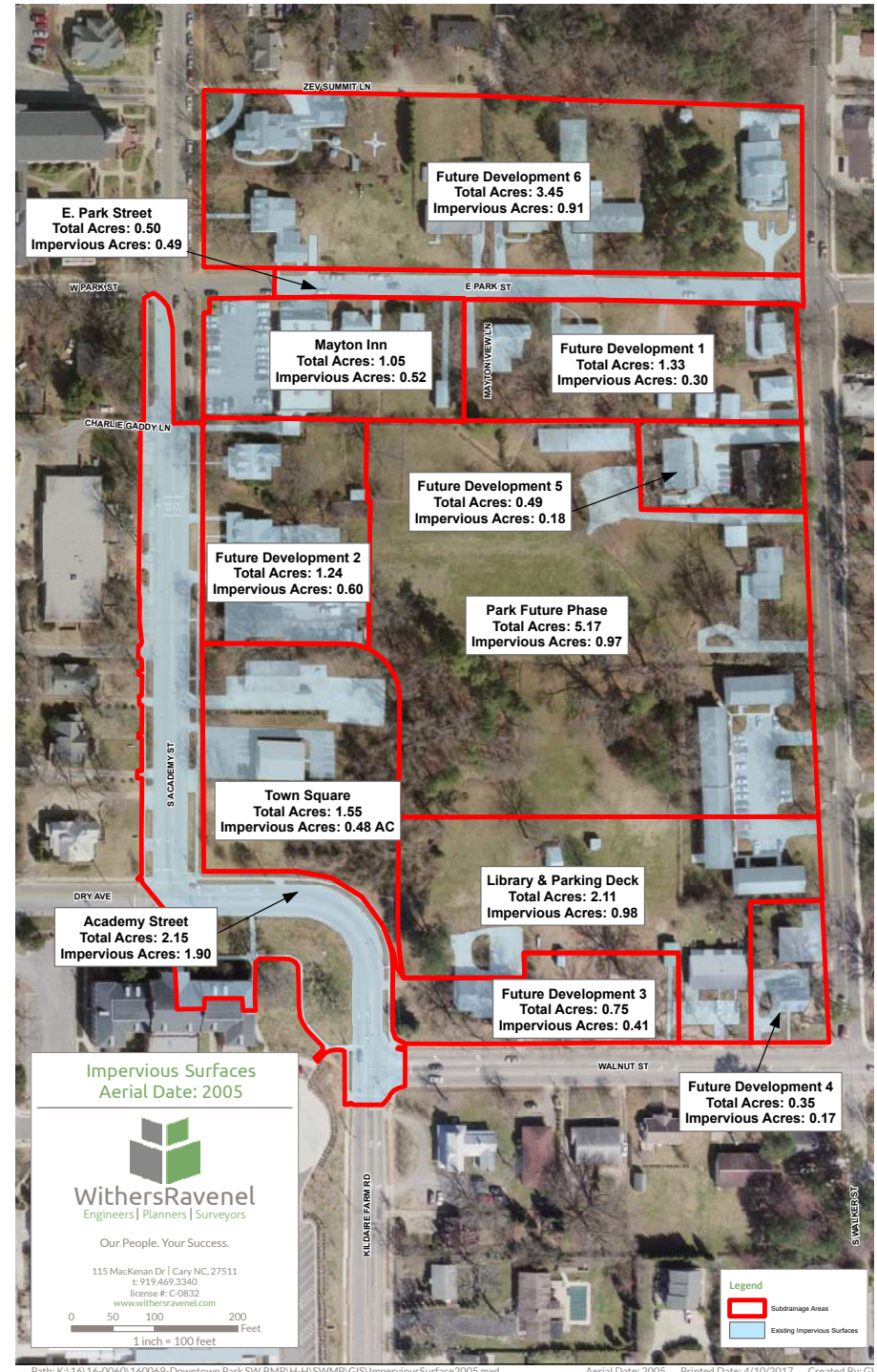
Land Use Scenario	Impervious Area (ac)	Remaining Area (ac)	% Woods
Baseline (2003)	7.91	12.23	15%
Current (Dec 2016)	5.92	14.22	10%
Projected (2018 - Add Library & Deck)	7.00	13.14	10%
Projected - Peak Flow 10% Increase	9.67	10.47	10%
Projected N = 10.00 lbs/ac/yr	8.89	11.25	10%
Full Buildout	11.86	8.28	5%

NITROGEN COMPLIANCE ESTIMATOR

Land Use Scenario	Impervious Area (ac)	Wooded Area (ac)	Managed Open Space (ac)
Baseline (2003)	7.91	1.83	10.40
Current (Dec 2016)	5.92	1.42	12.80
Projected (2018 - Add Library & Deck)	7.00	1.31	11.83
Projected - Peak Flow 10% Increase	9.67	1.05	9.42
Projected N = 10.00 lbs/ac/yr	8.89	1.13	10.12
Full Buildout	11.86	0.41	7.87

Wooded Area (ac)	Managed Open Space (ac)	Composite C	% Increase from baseline
1.830	10.40	0.86	--
1.420	12.80	0.79	-8%
1.310	11.83	0.84	-2%
1.050	9.42	0.95	10%
1.130	10.12	0.91	6%
0.410	7.87	1.04	21%

Net Site Area (ac)	Nitrogen Loading (no SCM) (lbs/ac/yr)	SCM Required	Comments
20.14	9.00	No	Method 2
20.14	7.04	No	Method 2 - Net Decrease in Impervious
20.14	8.11	No	Method 2 - Net Decrease in Impervious
20.14	10.78	Yes	Site Expansion Method, Increase in Impervious
20.14	9.99	No	Site Expansion Method, Increase in Impervious
20.14	12.97	Yes	Site Expansion Method, Increase in Impervious



4.2.1 OPERATIONS EXPENSE BUDGET SUMMARY

Sanitation Department	Year 1	Pre-Stabilized	Stabilized	Notes
Wages	\$ 92,900	\$ 123,100	\$ 163,300	
Supplies	\$ 29,700	\$ 17,630	\$ 20,330	Bathroom supplies, cleaning supplies, tools, machinery, etc.
Trash hauling	\$ 25,350	\$ 25,350	\$ 25,350	Can be eliminated with in-kind contribution from City.
Repairs	\$ 5,000	\$ 5,000	\$ 5,000	Repairs to and maintenance of machinery, equipment. Allowance.
Sanitation Subtotal	\$ 152,900	\$ 171,100	\$ 214,000	
Security Department	Year 1	Pre-Stabilized	Stabilized	Notes
Off-duty police officers	\$ 64,800	\$ 126,000	\$ 187,200	
Supplies and equipment	\$ -	\$ -	\$ -	
Security Subtotal	\$ 64,800	\$ 126,000	\$ 187,200	
Horticulture and Capital Plant	Year 1	Pre-Stabilized	Stabilized	Notes
Furniture replacement	\$ -	\$ 87,000	\$ 87,000	
Lawn and plant maintenance	\$ 248,800	\$ 261,300	\$ 274,300	Based on Cumming cost estimate as of 1/11/19.
Capital plant maintenance	\$ 358,000	\$ 358,000	\$ 358,000	Based on Cumming cost estimate as of 1/11/19.
Hort and Capital Plant Subtotal	\$ 606,800	\$ 706,300	\$ 719,300	
Programming, Events, and Marketing Dept	Year 1	Pre-Stabilized	Stabilized	Notes
Wages	\$ 128,103	\$ 183,727	\$ 201,139	
Marketing	\$ 25,600	\$ 15,500	\$ 15,500	Does not include social media staff time, which is accounted for in management staffing.
Direct programming expenses	\$ 117,450	\$ 176,175	\$ 234,900	Year 1 and Pre-Stabilized based on phasing in the Stabilized year plan.
Holiday decorations	\$ 75,000	\$ 100,000	\$ 125,000	
Administrative costs	\$ 4,800	\$ 1,800	\$ 1,800	Office supplies, uniforms, travel, etc.
Programming, Events, and Marketing Subtotal	\$ 350,953	\$ 477,202	\$ 578,339	
General Administration and Staffing	Year 1	Pre-Stabilized	Stabilized	Notes
Management staffing	\$ 299,000	\$ 318,500	\$ 409,500	Preliminary; decision on existence and role of nonprofit partner could reduce this dramatically.
Insurance	\$ 150,000	\$ 175,000	\$ 200,000	Conservative estimate; assumes Town does not self insure.
Professional services	\$ 60,000	\$ 63,000	\$ 66,150	Assumes other Town departments must be reimbursed.
General office expenses	\$ 12,500	\$ 7,500	\$ 8,500	Additional office supplies, software subscriptions, travel, entertainment, conferences, etc.
General Administration and Staffing Subtotal	\$ 521,500	\$ 564,000	\$ 684,150	
Total Expenses	\$ 1,696,953	\$ 2,044,602	\$ 2,382,989	

MANAGEMENT STAFFING

Position	Year 1	Pre-Stabilized	Stabilized
General manager	\$ 140,000	\$ 150,000	\$ 160,000
Programs, events, marketing manager	\$ 90,000	\$ 95,000	\$ 105,000
Programming coordinator			\$ 50,000
Subtotal	\$ 230,000	\$ 245,000	\$ 315,000
Fringe rate	30%	30%	30%
Total	\$ 299,000	\$ 318,500	\$ 409,500

4.2.2 SANITATION OPERATIONS AND EXPENSE BUDGET

SANITATION DEPARTMENT OPERATIONS | YEAR 1

Annual Department Budget

Expense Item	Amount	Percent Total	Comments
Hourly wages	\$ 92,900	60.7%	
<i>Personnel</i>	\$ 92,900	60.7%	
Trash hauling	\$ 25,350	16.6%	Assumes daily pickup by private contractor at \$550/week March through November, and 4x week pick-up December through February
Bathroom supplies	\$ 2,500	1.6%	Toilet paper, seat covers, cleaning supplies.
Ice melt	\$ 5,000	3.3%	CaCl for all hardscape surfaces.
Miscellaneous	\$ 500	0.3%	
Office supplies	\$ 480	0.3%	Allowance for two replacement radios.
Paint and cleaning solvents	\$ 1,500	1.0%	
Equipment and tools	\$ 14,470	9.5%	See detail sheet.
Trash bags	\$ 3,000	2.0%	
Uniforms - purchasing	\$ 2,000	1.3%	Golf shirts, hats, rain jackets, coats.
Entertainment	\$ 250	0.2%	Staff holiday party.
Maintenance & repairs	\$ 5,000	3.3%	Allowance.
Telephone	\$ -	0.0%	
Travel	\$ -	0.0%	
General liability insurance	\$ -	0.0%	
Laundrying uniforms	\$ -	0.0%	
<i>OTPS Subtotal</i>	\$ 60,050	39.3%	
Total	\$ 152,950	100.0%	

Shift Schedule

Season	Weeks	Shift A	Shift B	Shift C
March 1 - April 30	9	7 AM - 3:30 PM	11 AM - 7:30 PM	
May 1 - September 30	21	6 AM - 2:30 PM	10:30 AM - 7 PM	1:30 - 10 PM
October 1 - November 30	9	7 AM - 3:30 PM	11 AM - 7:30 PM	
December 1 - February 28	13	7 AM - 3:30 PM		

Annual Labor Hours

Season	Weeks	Weekday Hours	Weekend Hours	Weekly Hours	Annual Hours
March 1 - April 30	9	0	16	32	288
May 1 - September 30	21	16	32	144	3024
October 1 - November 30	9	0	16	32	288
December 1 - February 28	13	0	0	0	0
<i>Total Hours</i>					3600

SANITATION DEPARTMENT OPERATIONS | YEAR 1

Labor Costs

Hours Type	Annual Hours	Wage	Wages	Fringe Rate	Benefits	Total	Fully-loaded wage
Working supervisor hours	2080	\$ 18.00	\$ 37,440	30%	\$ 11,232	\$ 48,672	\$ 23.40
Peak use/in-park hours	1520	\$ 13.00	\$ 19,760	30%	\$ 5,928	\$ 25,688	\$ 16.90
Off-peak use hours	407	\$ 13.00	\$ 5,285	30%	\$ 1,585	\$ 6,870	\$ 16.90
Inspection hours	104	\$ 18.00	\$ 1,872	30%	\$ 562	\$ 2,434	\$ 23.40
Snow removal	64	\$ 13.00	\$ 832	30%	\$ 250	\$ 1,082	\$ 16.90
Park event hours	480	\$ 13.00	\$ 6,240	30%	\$ 1,872	\$ 8,112	\$ 16.90
Totals	4655		\$ 71,400		\$ 21,400	\$ 92,900	

In-Park Staffing Levels, March 1 - April 30

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Shift A	0	0	0	0	0	1	1
Shift B	0	0	0	0	0	1	1
<i>Total</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>2</i>	<i>2</i>

In-Park Staffing Levels, May 1 - September 30

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Shift A	1	1	1	1	1	2	2
Shift B	0	0	0	0	0	1	1
Shift C	1	1	1	1	1	1	1
<i>Total</i>	<i>2</i>	<i>2</i>	<i>2</i>	<i>2</i>	<i>2</i>	<i>4</i>	<i>4</i>

In-Park Staffing Levels, October 1 - November 30

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Shift A	0	0	0	0	0	1	1
Shift B	0	0	0	0	0	1	1
<i>Total</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>2</i>	<i>2</i>

In-Park Staffing Levels, December 1 - February 28

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Shift A	0	0	0	0	0	0	0
<i>Total</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>

SANITATION DEPARTMENT OPERATIONS | YEAR 1

Off-Peak Staffing

Season	Hours/Day	Days/Week	Weeks	Seasonal Hours
March 1 - April 30	3	5	9	135
May 1 - September 30	4	0	21	0
October 1 - November 30	3	5	9	135
December 1 - February 28	1.5	7	13	136.5
<i>Total</i>				406.5

SANITATION DEPARTMENT EQUIPMENT AND TOOLS | YEAR 1

Item	Cost	Notes
Power-washer	\$ 2,326	Chore Master; gas-powered, hot water 7HP, 2500psi; Grainger #53KJ76.
Snow blower	\$ 698	Ariens Snow Blower; Grainger #49XX64
Blower - handheld/backpack	\$ 270	Greenworks G-Max 150 or Echo 265LN (price is for Echo model).
Salt spreader	\$ 305	125 lb-capacity; Grainger #4UHD1
Wheeled dumpster, 1 cu yard	\$ 1,278	Grainger #1D653; for bringing trash bags to pick-up area.
24" Push brooms (3)	\$ 158	Grainger #8CNK6
Corn brooms (3)	\$ 59	Grainger #1VAB7
Dust pans (3)	\$ 90	
55 gal. utility barrel on wheels (3)	\$ 480	
32" Grabbers (4)	\$ 100	
Radios (6)	\$ 1,440	Motorola CP200
Bathroom cleaning tools	\$ 200	
20" push mower	\$ 319	Lawn-Boy 20" Kohler self-propelled mower; model 10625 (homedepot.com); for more nimble cutting in tight areas.
Weed-wacker	\$ 289	Echo SRM-225; Grainger #44X198
48" Sq. Point Shovel	\$ 40	Grainger #3YU83
48" Round Point Shovel	\$ 40	Grainger #3YCU82
30" Sq. Point Shovel	\$ 47	Grainger #12V171
30" Round Point Shovel	\$ 41	Grainger #12V170
30" Drain Spade Shovel	\$ 50	Grainger #4LVR6
30" Garden Spade Shovel	\$ 45	Grainger #3YU80
27" Grain Scoop Shovel (3)	\$ 122	Grainger #3ZC23
6 cubic foot wheelbarrow	\$ 145	Grainger #2MVU7
Walk-behind leaf blower	\$ 949	Merry Mac #LB1100EZM; northerntool.com; most efficient method of collecting leaves on large turf areas.
Hose Cart	\$ 242	Grainger #2LRK8
5/8" garden hose, 100' (3)	\$ 120	Grainger #20L434
Pole Pruner & Saw	\$ 197	A.M. Leonard #740AF; amleo.om
Telescoping A-Frame Ladder	\$ 520	Little Giant Skyscraper Model 15; littlegiantladder.com; will allow you to get to top of tallest ornamental light pole (15')
24" fan rake (2)	\$ 41	Grainger #3ZC26
7 1/2" shrub rake (2)	\$ 26	Grainger #5GEA6
Wardrobe lockers, 6 openings, 2 rows; overall dimensions 36" w x 18" d x 78" h	\$ 703	Grainger #4HB56; these are half-height lockers; assumes there is an office/changing area somewhere for employees.
Storage shelves (3), 5 shelf unit; overall dimensions 48" w x 18" d x 96" h	\$ 1,547	Grainger #9PRP3; assuming that 3 units that will fit in the supply room.
5 gallon gas containers (3)	\$ 117	Grainger #4FZE5. Not needed if all gas-consuming tools owned/stored by contractor.
Fuel cabinet, 16 gallon, 44" h x 24" w x 18" d	\$ 986	Grainger #8PDN2; assumed fuel cabinet in storage area. N/A if all gas-powered tools owned/stored by contractor.
Storage cabinet; overall dimensions 36" w x 78" h x 18" d	\$ 483	Grainger #1UFE9; for storing hand tools; assuming that it will go in the storage room.
Total	\$ 14,470	

SANITATION DEPARTMENT OPERATIONS | PRE-STABILIZED YEARS

Annual Department Budget

Expense Item	Amount	Percent Total	Comments
Hourly wages	\$ 123,100	72.0%	
<i>Personnel</i>	\$ 123,100	72.0%	
Trash hauling	\$ 25,350	14.8%	Assumes daily pickup by private contractor at \$550/week March through November, and 4x week pick-up December through February
Bathroom supplies	\$ 2,500	1.5%	Toilet paper, seat covers, cleaning supplies.
Ice melt	\$ 5,000	2.9%	CaCl for all hardscape surfaces.
Miscellaneous	\$ 500	0.3%	
Office supplies	\$ 480	0.3%	Allowance for two replacement radios.
Paint and cleaning solvents	\$ 1,500	0.9%	
Equipment and tools	\$ 3,900	2.3%	See detail sheet.
Trash bags	\$ 2,000	1.2%	
Uniforms - purchasing	\$ 1,500	0.9%	Golf shirts, hats, rain jackets, coats.
Entertainment	\$ 250	0.1%	Staff holiday party.
Maintenance & repairs	\$ 5,000	2.9%	Allowance.
Telephone	\$ -	0.0%	
Travel	\$ -	0.0%	
General liability insurance	\$ -	0.0%	
Laundering uniforms	\$ -	0.0%	
<i>OTPS Subtotal</i>	\$ 47,980	28.0%	
Total	\$ 171,080	100.0%	

Shift Schedule

Season	Weeks	Shift A	Shift B	Shift C
March 1 - April 30	9	7 AM - 3:30 PM	11 AM - 7:30 PM	
May 1 - September 30	21	6 AM - 2:30 PM	10:30 AM - 7 PM	2:30 - 11 PM
October 1 - November 30	9	7 AM - 3:30 PM	11 AM - 7:30 PM	
December 1 - February 28	13	7 AM - 3:30 PM		

Annual Labor Hours

Season	Weeks	Weekday Hours (Avg)	Weekend Day Hours (Avg)	Weekly Hours	Annual Hours
March 1 - April 30	9	3	24	64	576
May 1 - September 30	21	24	32	184	3864
October 1 - November 30	9	3	24	64	576
December 1 - February 28	13	0	0	0	0
<i>Total Hours</i>					<i>5016</i>

SANITATION DEPARTMENT OPERATIONS | PRE-STABILIZED YEARS

Labor Costs

Hours Type	Annual Hours	Wage	Wages	Fringe Rate	Benefits	Total	Fully-loaded wage
Working supervisor hours	2080	\$ 18.00	\$ 37,440	30%	\$ 11,232	\$ 48,672	\$ 23.40
Peak use/in-park hours	2936	\$ 13.00	\$ 38,168	30%	\$ 11,450	\$ 49,618	\$ 16.90
Off-peak use hours	299	\$ 13.00	\$ 3,881	30%	\$ 1,164	\$ 5,045	\$ 16.90
Inspection hours	104	\$ 18.00	\$ 1,872	30%	\$ 562	\$ 2,434	\$ 23.40
Snow removal	64	\$ 13.00	\$ 832	30%	\$ 250	\$ 1,082	\$ 16.90
Park event hours	960	\$ 13.00	\$ 12,480	30%	\$ 3,744	\$ 16,224	\$ 16.90
Totals	6443		\$ 94,700		\$ 28,400	\$ 123,100	

Staffing Levels, March 1 - April 30

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Shift A	0	0	0	1	1	2	2
Shift B	0	0	0	0	0	1	1
<i>Total</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>1</i>	<i>1</i>	<i>3</i>	<i>3</i>

Staffing Levels, May 1 - September 30

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Shift A	1	1	1	1	1	1	1
Shift B	1	1	1	1	1	2	2
Shift C	1	1	1	1	1	1	1
<i>Total</i>	<i>3</i>	<i>3</i>	<i>3</i>	<i>3</i>	<i>3</i>	<i>4</i>	<i>4</i>

Staffing Levels, October 1 - November 30

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Shift A	0	0	0	1	1	2	2
Shift B	0	0	0	0	0	1	1
<i>Total</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>1</i>	<i>1</i>	<i>3</i>	<i>3</i>

Staffing Levels, December 1 - February 28

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Shift A	0	0	0	0	0	0	0
<i>Total</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>

SANITATION DEPARTMENT OPERATIONS | PRE-STABILIZED YEARS

Off-Peak Staffing

Season	Hours/Day	Days/Week	Weeks	Seasonal Hours
March 1 - April 30	3	3	9	81
May 1 - September 30	4	0	21	0
October 1 - November 30	3	3	9	81
December 1 - February 28	1.5	7	13	136.5
<i>Total</i>				298.5

Downtown Cary Park Expense Budget: Sanitation Equipment and Tools, Pre- Stabilized Year

Item	Cost	Notes
Radios	\$ 509	Motorola CP200. Assumes two replacement radios per year.
Bathroom cleaning tools	\$ 212	Replaced annually
Tool replacements	\$ 685	Assumes shovels, pans, brooms, rakes, gas containers, hose, pruner, and grabbers replaced every two years.
Equipment replacements	\$ 1,656	Assumes that weed wacker, utility barrels, dumpster, blowers, wheelbarrow, hose cart and ladder will need to be replaced every three years.
Furniture replacements	\$ 789	Assumes lockers, shelves, and cabinets are replaced every five years.
Total	\$ 3,851	

Note: Assumes 3% inflation per year.

SANITATION DEPARTMENT OPERATIONS | STABILIZED YEARS

Annual Department Budget

Expense Item	Amount	Percent Total	Comments
Hourly wages	\$ 163,300	76.3%	
<i>Personnel</i>	\$ 163,300	76.3%	
Trash hauling	\$ 25,350	11.8%	Assumes daily pickup by private contractor at \$550/week March through November, and 4x week pick-up December through February
Bathroom supplies	\$ 2,500	1.2%	Toilet paper, seat covers, cleaning supplies.
Ice melt	\$ 5,000	2.3%	CaCl for all hardscape surfaces.
Miscellaneous	\$ 500	0.2%	
Office supplies	\$ 480	0.2%	Allowance for two replacement radios.
Paint and cleaning solvents	\$ 1,500	0.7%	
Equipment and tools	\$ 4,100	1.9%	See detail sheet.
Trash bags	\$ 4,000	1.9%	
Uniforms - purchasing	\$ 2,000	0.9%	Golf shirts, hats, rain jackets, coats.
Entertainment	\$ 250	0.1%	Staff holiday party.
Maintenance & repairs	\$ 5,000	2.3%	Allowance.
Telephone	\$ -	0.0%	
Travel	\$ -	0.0%	
General liability insurance	\$ -	0.0%	
Laundering uniforms	\$ -	0.0%	
<i>OTPS Subtotal</i>	\$ 50,680	23.7%	
Total	\$ 213,980	100.0%	

Shift Schedule

Season	Weeks	Shift A	Shift B	Shift C
March 1 - April 30	9	7 AM - 3:30 PM	11 AM - 7:30 PM	
May 1 - September 30	21	6 AM - 2:30 PM	10:30 AM - 7 PM	2:30 - 11 PM
October 1 - November 30	9	7 AM - 3:30 PM	11 AM - 7:30 PM	
December 1 - February 28	13	7 AM - 3:30 PM		

SANITATION DEPARTMENT OPERATIONS | STABILIZED YEARS

Annual Labor Hours

Season	Weeks	Weekday Hours (Avg)	Weekend Day Hours (Avg)	Weekly Hours	Annual Hours
March 1 - April 30	9	8	32	104	936
May 1 - September 30	21	32	40	240	5040
October 1 - November 30	9	8	32	104	936
December 1 - February 28	13	0	8	16	208
<i>Total Hours</i>					<i>7120</i>

Labor Costs

Hours Type	Annual Hours	Wage	Wages	Fringe Rate	Benefits	Total	Fully-loaded wage
Working supervisor hours	2080	\$ 18.00	\$ 37,440	30%	\$ 11,232	\$ 48,672	\$ 23.40
Peak use hours	5040	\$ 13.00	\$ 65,520	30%	\$ 19,656	\$ 85,176	\$ 16.90
Off-peak use hours	98	\$ 13.00	\$ 1,268	30%	\$ 380	\$ 1,648	\$ 16.90
Inspection hours	104	\$ 18.00	\$ 1,872	30%	\$ 562	\$ 2,434	\$ 23.40
Snow removal	64	\$ 13.00	\$ 832	30%	\$ 250	\$ 1,082	\$ 16.90
Park event hours	1440	\$ 13.00	\$ 18,720	30%	\$ 5,616	\$ 24,336	\$ 16.90
Totals	8826		\$ 125,700		\$ 37,700	\$ 163,300	

Staffing Levels, March 1 - April 30

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Shift A	1	1	1	1	1	2	2
Shift B	0	0	0	0	0	2	2
<i>Total</i>	<i>1</i>	<i>1</i>	<i>1</i>	<i>1</i>	<i>1</i>	<i>4</i>	<i>4</i>

Staffing Levels, May 1 - September 30

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Shift A	1	1	1	1	1	2	2
Shift B	2	2	2	2	2	2	2
Shift C	1	1	1	1	1	1	1
<i>Total</i>	<i>4</i>	<i>4</i>	<i>4</i>	<i>4</i>	<i>4</i>	<i>5</i>	<i>5</i>

SANITATION DEPARTMENT OPERATIONS | STABILIZED YEARS

Staffing Levels, October 1 - November 30

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Shift A	1	1	1	1	1	2	2
Shift B	0	0	0	0	0	2	2
<i>Total</i>	<i>1</i>	<i>1</i>	<i>1</i>	<i>1</i>	<i>1</i>	<i>4</i>	<i>4</i>

Staffing Levels, December 1 - February 28

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Shift A	0	0	0	0	0	1	1
<i>Total</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>1</i>	<i>1</i>

Off-Peak Staffing

Season	Hours/Day	Days/Week	Weeks	Seasonal Hours
March 1 - April 30	3	0	9	0
May 1 - September 30	4	0	21	0
October 1 - November 30	3	0	9	0
December 1 - February 28	1.5	5	13	97.5
<i>Total</i>				<i>97.5</i>

Downtown Cary Park Expense Budget: Sanitation Equipment and Tools, Stabilized Year

Item	Cost	Notes
Radios	\$ 540	Motorola CP200. Assumes two replacement radios per year.
Bathroom cleaning tools	\$ 225	Replaced annually
Tool replacements	\$ 727	Assumes shovels, pans, brooms, rakes, gas containers, hose, pruner, and grabbers replaced every two years.
Equipment replacements	\$ 1,757	Assumes that weed wacker, utility barrels, dumpster, blowers, wheelbarrow, hose cart and ladder will need to be replaced every three years.
Furniture replacements	\$ 837	Assumes lockers, shelves, and cabinets are replaced every five years.
Total	\$ 4,086	

Note: Assumes 3% inflation per year.

4.2.3 SECURITY OPERATIONS AND EXPENSE BUDGET

SECURITY OPERATIONS | YEAR 1

Annual Department Budget

Expense Item	Amount	Percent Total	Comments
Off-duty officers	\$ 64,800	100%	Assumes 16 hour length of event day.
Equipment	\$ -	0.0%	
Office supplies	\$ -	0.0%	
Entertainment	\$ -	0.0%	
General liability insurance	\$ -	0.0%	
Miscellaneous	\$ -	0.0%	
Total	\$ 64,800	100.0%	

Annual Labor Hours

Season	# Event Days	Avg Attendance	Avg # Officers	Avg Hours	Season Hours
April 1 - October 31	6	4500	15	240	1440
November 1 - March 31	0	3000	10	160	0
<i>Total Hours</i>					1440

Labor Costs

Hours Type	Annual Hours	Wage	Wages	Fringe Rate	Benefits	Total	Fully-loaded wage
Park event hours	1440	\$ 45.00	\$ 64,800	0%	\$ -	\$ 64,800	\$ 45.00
Totals	1440		\$ 64,800		\$ -	\$ 64,800	

SECURITY OPERATIONS | PRE-STABILIZED YEARS

Annual Department Budget

Expense Item	Amount	Percent Total	Comments
Off-duty officers	\$ 126,000	100%	
Equipment	\$ -	0.0%	
Office supplies	\$ -	0.0%	
Entertainment	\$ -	0.0%	
General liability insurance	\$ -	0.0%	
Miscellaneous	\$ -	0.0%	
Total	\$ 126,000	100.0%	

Annual Labor Hours

Season	# Event Days	Avg Attendance	Avg # Officers	Avg Hours	Season Hours
April 1 - October 31	11	4500	15	240	2640
November 1 - March 31	1	3000	10	160	160
<i>Total Hours</i>					2800

Labor Costs

Hours Type	Annual Hours	Wage	Wages	Fringe Rate	Benefits	Total	Fully-loaded wage
Park event hours	2800	\$ 45.00	\$ 126,000	0%	\$ -	\$ 126,000	\$ 45.00
Totals	2800		\$ 126,000		\$ -	\$ 126,000	

SECURITY OPERATIONS | STABILIZED YEARS

Annual Department Budget

Expense Item	Amount	Percent Total	Comments
Off-duty officers	\$ 187,200	100%	
Equipment	\$ -	0.0%	
Office supplies	\$ -	0.0%	
Entertainment	\$ -	0.0%	
General liability insurance	\$ -	0.0%	
Miscellaneous	\$ -	0.0%	
Total	\$ 187,200	100.0%	

Annual Labor Hours

Season	# Event Days	Avg Attendance	Avg # Officers	Avg Hours	Season Hours
April 1 - October 31	16	4500	15	240	3840
November 1 - March 31	2	3000	10	160	320
<i>Total Hours</i>					4160

Labor Costs

Hours Type	Annual Hours	Wage	Wages	Fringe Rate	Benefits	Total	Fully-loaded wage
Park event hours	4160	\$ 45.00	\$ 187,200	0%	\$ -	\$ 187,200	\$ 45.00
Totals	4160		\$ 187,200		\$ -	\$ 187,200	

4.2.4 HORTICULTURE OPERATIONS AND EXPENSE BUDGET

HORTICULTURE OPERATIONS | YEAR 1

Item	Budget	% Total	Comments
Administrative salaries	\$ -	0.0%	
Furniture replacement	\$ -	0.0%	Assumes replacement of all furnishings every seven years.
Contracted landscaping labor	\$ 16,800	2.8%	Includes spring and fall clean-up
Plant materials	\$ 96,000	15.8%	Replacements for perennials.
Arborculture	\$ 10,500	1.7%	
Mowing and trimming	\$ 67,500	11.1%	
Lawn replacement	\$ 25,000	4.1%	Allowance. Assumes sod at \$5/sq ft installed.
Fertilization and weed control	\$ 6,000	1.0%	Four times per year
Aeration	\$ 4,500	0.7%	Twice per year
Irrigation maintenance	\$ 15,000	2.5%	
Insect and rodent control	\$ 7,500	1.2%	Allowance.
Park lighting maintenance	\$ 25,000	4.1%	Allowance.
Capital plant repairs/replacements	\$ 114,000	18.8%	Includes hardscape areas and site features. Allowance.
Building repairs	\$ 110,000	18.1%	Repair and replacement reserve for all structures and buildings.
Public art maintenance	\$ 9,000	1.5%	Allowance for three moderately sized works comprised of common materials
Water features maintenance	\$ 100,000	16.5%	Allowance for maintenance contract and repairs on five water features.
General liability insurance alloc.	\$ -	0.0%	
Office supplies	\$ -	0.0%	
Transportation	\$ -	0.0%	
Miscellaneous	\$ -	0.0%	
Total	\$ 606,800	100.0%	

HORTICULTURE OPERATIONS | PRE-STABILIZED YEARS

Item	Budget	% Total	Comments
Administrative salaries	\$ -	0.0%	
Furniture replacement	\$ 87,000	12.3%	Assumes replacement of all furnishings every seven years.
Contracted landscaping labor	\$ 17,600	2.5%	Includes spring and fall clean-up
Plant materials	\$ 100,800	14.3%	Replacements for perennials.
Arborculture	\$ 11,000	1.6%	
Mowing and trimming	\$ 70,900	10.0%	
Lawn replacement	\$ 26,300	3.7%	Allowance. Assumes sod at \$5/sq ft installed.
Fertilization and weed control	\$ 6,300	0.9%	Four times per year
Aeration	\$ 4,700	0.7%	Twice per year
Irrigation maintenance	\$ 15,800	2.2%	
Insect and rodent control	\$ 7,900	1.1%	Allowance.
Park lighting maintenance	\$ 25,000	3.5%	Allowance.
Capital plant repairs/replacements	\$ 114,000	16.1%	Includes hardscape areas and site features. Allowance.
Building repairs	\$ 110,000	15.6%	Repair and replacement reserve for all structures and buildings.
Public art maintenance	\$ 9,000	1.3%	Allowance for three moderately sized works comprised of common materials
Water features maintenance	\$ 100,000	14.2%	Allowance for maintenance contract and repairs on five water features.
General liability insurance alloc.	\$ -	0.0%	
Office supplies	\$ -	0.0%	
Transportation	\$ -	0.0%	
Miscellaneous	\$ -	0.0%	
Total	\$ 706,300	100.0%	

HORTICULTURE OPERATIONS | STABILIZED YEARS

Item	Budget	% Total	Comments
Administrative salaries	\$ -	0.0%	
Furniture replacement	\$ 87,000	12.1%	Assumes replacement of all furnishings every seven years.
Contracted landscaping labor	\$ 18,500	2.6%	Includes spring and fall clean-up
Plant materials	\$ 105,800	14.7%	Replacements for perennials.
Arborculture	\$ 11,600	1.6%	
Mowing and trimming	\$ 74,400	10.3%	
Lawn replacement	\$ 27,600	3.8%	Allowance. Assumes sod at \$5/sq ft installed.
Fertilization and weed control	\$ 6,600	0.9%	Four times per year
Aeration	\$ 4,900	0.7%	Twice per year
Irrigation maintenance	\$ 16,600	2.3%	
Insect and rodent control	\$ 8,300	1.2%	Allowance.
Park lighting maintenance	\$ 25,000	3.5%	Allowance.
Capital plant repairs/replacements	\$ 114,000	15.8%	Includes hardscape areas and site features. Allowance.
Building repairs	\$ 110,000	15.3%	Repair and replacement reserve for all structures and buildings.
Public art maintenance	\$ 9,000	1.3%	Allowance for three moderately sized works comprised of common materials
Water features maintenance	\$ 100,000	13.9%	Allowance for maintenance contract and repairs on five water features.
General liability insurance alloc.	\$ -	0.0%	
Office supplies	\$ -	0.0%	
Transportation	\$ -	0.0%	
Miscellaneous	\$ -	0.0%	
Total	\$ 719,300	100.0%	

4.2.5 PROGRAM OPERATIONS AND EXPENSE BUDGET

PROGRAMMING, EVENTS & MARKETING OPERATIONS | YEAR 1

Item	Budget	Notes
Program attendants	\$ 128,103	In-park programming/customer service staff. Estimate.
Programming	\$ 117,450	Allowance.
Graphic design services	\$ 20,000	Includes website design and all marketing materials.
Website	\$ 600	Hosting
Printing	\$ 5,000	Allowance for flyers, etc.
Holiday decorations	\$ 75,000	
General liability insurance alloc.	\$ -	
Maintenance and repairs	\$ -	
Uniforms	\$ 1,000	
Laundering uniforms	\$ -	
Office supplies	\$ 2,800	Includes one computer plus office supplies.
Transportation	\$ 500	
Entertainment	\$ -	
Miscellaneous	\$ 500	
Total	\$ 350,953	

Shift Schedule

Season	Weeks	Shift A	Shift B	Shift C	Shift D
March 1 - April 30	9	7 AM - 3:30 PM	9 AM - 5:30 PM	12 PM - 8 PM	1 PM - 8 PM
May 1 - September 30	21	9 AM - 5:30 PM	12 PM - 8:30 PM	5 PM - 9 PM	
October 1 - November 30	9	7 AM - 3:30 PM	9 AM - 5:30 PM	12 PM - 8 PM	1 PM - 8 PM
December 1 - February 28	13	9 AM - 3 PM	1 PM - 7 PM		

Staffing Levels, March 1 - April 30

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Shift A	0	1	0	1	0	0	0
Shift B	1	0	1	0	1	1	1
Shift C	0	1	0	1	0	0	0
Shift D	1	0	1	0	1	1	1
Total	2	2	2	2	2	2	2

PROGRAMMING, EVENTS & MARKETING OPERATIONS | YEAR 1

Work Schedule, March 1 - April 30

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Hours
Attendant 1	0	8	8	8	8	8	0	40
Attendant 2	8	7.5	6.5	7.5	0	0	8	38
Attendant 3	6.5	0	0	0	6.5	7	7	26
<i>People Working</i>	2	2	2	2	2	2	2	104

Staffing Levels, May 1 - September 30

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Shift A	1	1	1	1	1	1	1
Shift B	1	1	1	1	1	2	2
Shift C	0	0	0	1	1	1	0
Climbing Wall Specialist	0	0	1	1	1	1	1
Total	2	2	3	4	4	5	4

Work Schedule, May 1 - September 30

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Hours
Attendant 1	0	8	8	8	8	8	0	40
Attendant 2	8	0	0	8	8	8	8	40
Attendant 3	8	0	0	8	8	8	8	40
Attendant 4	0	8	8	0	0	8	8	32
Climbing Wall Specialist	0	0	6	6	6	6	6	30
<i>People Working</i>	2	2	3	4	4	5	4	182

Staffing Levels, October 1 - November 30

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Shift A	0	1	0	1	0	0	0
Shift B	1	0	1	0	1	1	1
Shift C	0	1	0	1	0	0	0
Shift D	1	0	1	0	1	1	1
Total	2	2	2	2	2	2	2

PROGRAMMING, EVENTS & MARKETING OPERATIONS | YEAR 1

Work Schedule, October 1 - November 30

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Hours
Attendant 1	0	8	8	8	8	8	0	40
Attendant 2	8	7.5	6.5	7.5	0	0	8	38
Attendant 3	6.5	0	0	0	6.5	7	7	26
<i>People Working</i>	2	2	2	2	2	2	2	104

Staffing Levels, December 1 - February 28

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Shift A	1	1	1	1	1	1	1
Shift B	1	1	1	1	1	1	1
Total	2	2	2	2	2	2	2

Work Schedule, December 1 - February 28

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Hours
Attendant 1	0	6	6	6	6	6	0	30
Attendant 2	6	6	6	6	0	0	6	30
Attendant 3	6	0	0	0	6	6	6	24
<i>People Working</i>	2	2	2	2	2	2	2	84

Annual Labor Costs

Employee	Annual Hours	Wage	Salary	Fringe Rate	Benefits Allowance	Total Wages	Fully-loaded wage
Attendant 1	1950	\$ 15.00	\$ 29,250	30%	\$ 8,775	\$ 38,025	N/A
Attendant 2	1905	\$ 15.00	\$ 28,575	30%	\$ 8,573	\$ 37,148	N/A
Attendant 3	1620	\$ 13.00	\$ 21,060	30%	\$ 6,318	\$ 27,378	N/A
Attendant 4	672	\$ 10.50	\$ 7,056	30%	\$ 2,117	\$ 9,173	N/A
Climbing Wall Specialist	630	\$ 20.00	\$ 12,600	30%	\$ 3,780	\$ 16,380	N/A
Totals	6777		\$ 98,541		\$ 29,562	\$ 128,103	

PROGRAMMING, EVENTS & MARKETING OPERATIONS | PRE-STABILIZED YEAR

Item	Budget	Notes
Program attendants	\$ 183,727	In-park programming/customer service staff. Estimate.
Programming	\$ 176,175	Allowance.
Graphic design services	\$ 5,000	
Website	\$ 500	
Printing	\$ 10,000	Allowance
Holiday decorations	\$ 100,000	Allowance
General liability insurance alloc.	\$ -	Included in G/A budget
Maintenance and repairs	\$ -	
Laundering uniforms	\$ -	
Uniforms	\$ 500	
Office supplies	\$ 300	
Transportation	\$ 500	
Entertainment	\$ -	
Miscellaneous	\$ 500	
Total	\$ 477,202	

Shift Schedule

Season	Weeks	Shift A	Shift B	Shift C	Shift D	Shift E
March 1 - April 30	9	7 AM - 3:30 PM	9 AM - 5:30 PM	12 PM - 8 PM	1 PM - 8 PM	5 PM - 9 PM
May 1 - September 30	21	9 AM - 5:30 PM	12 PM - 8:30 PM	5 PM - 9 PM		
October 1 - November 30	9	7 AM - 3:30 PM	9 AM - 5:30 PM	12 PM - 8 PM	1 PM - 8 PM	5 PM - 9 PM
December 1 - February 28	13	9 AM - 3 PM	1 PM - 7 PM			

Staffing Levels, March 1 - April 30

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Shift A	0	1	0	1	0	0	0
Shift B	1	0	1	0	1	1	1
Shift C	0	1	0	1	0	2	1
Shift D	1	0	1	0	1	0	0
Shift E	1	0	0	1	1	1	1
Climbing Wall Specialist	0	0	0	1	1	1	1
Total	3	2	2	4	4	5	4

PROGRAMMING, EVENTS & MARKETING OPERATIONS | PRE-STABILIZED YEAR

Work Schedule, March 1 - April 30

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Hours
Attendant 1	0	8	8	8	8	8	0	40
Attendant 2	8	7.5	6.5	0	0	7.5	8	37.5
Attendant 3	6.5	0	0	7.5	6.5	7.5	7.5	35.5
Attendant 4	4	0	0	4	4	4	4	20
Climbing Wall Specialist	0	0	0	4	4	4	4	16
<i>People Working</i>	3	2	2	4	4	5	4	149

Staffing Levels, May 1 - September 30

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Shift A	1	1	1	1	1	2	2
Shift B	1	1	1	1	2	2	2
Shift C	1	1	1	1	1	1	0
Climbing Wall Specialist	1	1	1	1	1	2	2
Total	4	4	4	4	5	7	6

Work Schedule, May 1 - September 30

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Hours
Attendant 1	0	8	8	8	8	8	0	40
Attendant 2	8	8	8	0	0	8	8	40
Attendant 3	8	0	0	8	8	8	8	40
Attendant 4	0	0	4	4	8	8	8	32
Attendant 5	4	4	0	0	4	4	4	20
Climbing Wall Specialist 1	0	0	6	6	6	6	6	30
Climbing Wall Specialist 2	6	6	0	0	0	6	6	24
<i>People Working</i>	4	4	4	5	6	8	6	226

Staffing Levels, October 1 - November 30

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Shift A	0	1	0	1	0	0	0
Shift B	1	0	1	0	1	1	1
Shift C	0	1	0	1	0	2	1
Shift D	1	0	1	0	1	0	0
Shift E	1	0	0	1	1	1	1
Climbing Wall Specialist	0	0	0	1	1	1	1
Total	3	2	2	4	4	5	4

PROGRAMMING, EVENTS & MARKETING OPERATIONS | PRE-STABILIZED YEAR

Work Schedule, October 1 - November 30

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Hours
Attendant 1	0	8	8	8	8	8	0	40
Attendant 2	8	7.5	6.5	0	0	7.5	8	37.5
Attendant 3	6.5	0	0	7.5	6.5	7.5	7.5	35.5
Attendant 4	4	0	0	4	4	4	4	20
Climbing Wall Specialist	0	0	0	4	4	4	4	16
<i>People Working</i>	3	2	2	4	4	5	4	149

Staffing Levels, December 1 - February 28

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Shift A	1	1	1	1	1	1	1
Shift B	1	1	1	1	1	1	1
Total	2	2	2	2	2	2	2

Work Schedule, December 1 - February 28

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Hours
Attendant 1	0	6	6	6	6	6	0	30
Attendant 2	6	6	6	6	0	0	6	30
Attendant 3	6	0	0	0	6	6	6	24
<i>People Working</i>	2	2	2	2	2	2	2	84

Annual Labor Costs

Employee	Annual Hours	Wage	Salary	Fringe Rate	Benefits Allowance	Total Wages	Fully-loaded wage
Attendant 1	1950	\$ 16.50	\$ 32,175	30%	\$ 9,653	\$ 41,828	N/A
Attendant 2	1905	\$ 16.50	\$ 31,433	30%	\$ 9,430	\$ 40,862	N/A
Attendant 3	1791	\$ 15.00	\$ 26,865	30%	\$ 8,060	\$ 34,925	N/A
Attendant 4	1032	\$ 13.00	\$ 13,416	30%	\$ 4,025	\$ 17,441	N/A
Attendant 5	420	\$ 10.50	\$ 4,410	30%	\$ 1,323	\$ 5,733	N/A
Climbing Wall Specialist 1	918	\$ 25.00	\$ 22,950	30%	\$ 6,885	\$ 29,835	N/A
Climbing Wall Specialist 2	504	\$ 20.00	\$ 10,080	30%	\$ 3,024	\$ 13,104	N/A
Totals	8520		\$ 141,329		\$ 39,375	\$ 183,727	

PROGRAMMING, EVENTS & MARKETING OPERATIONS | STABILIZED YEAR

Item	Budget	Notes
Program attendants	\$ 201,139	In-park programming/customer service staff. Estimate.
Programming	\$ 234,900	Allowance.
Graphic design services	\$ 5,000	
Website	\$ 500	
Printing	\$ 10,000	Allowance
Holiday decorations	\$ 125,000	Allowance
General liability insurance alloc.	\$ -	Included in G/A budget
Maintenance and repairs	\$ -	
Laundering uniforms	\$ -	
Uniforms	\$ 500	
Office supplies	\$ 300	
Transportation	\$ 500	
Entertainment	\$ -	
Miscellaneous	\$ 500	
Total	\$ 578,339	

Shift Schedule

Season	Weeks	Shift A	Shift B	Shift C	Shift D
March 1 - April 30	9	7 AM - 3:30 PM	9 AM - 5:30 PM	12 PM - 8:30 PM	5 PM - 9 PM
May 1 - September 30	21	9 AM - 5:30 PM	12 PM - 8:30 PM	5 PM - 9 PM	
October 1 - November 30	9	7 AM - 3:30 PM	9 AM - 5:30 PM	12 PM - 8:30 PM	5 PM - 9 PM
December 1 - February 28	13	9 AM - 3 PM	1 PM - 7 PM		

Staffing Levels, March 1 - April 30

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Shift A	0	1	0	1	0	0	0
Shift B	1	0	1	0	1	1	1
Shift C	1	1	1	1	1	2	2
Shift D	1	1	1	1	2	1	0
Climbing Wall Specialist	0	0	1	1	1	1	1
Total	3	3	4	4	5	5	4

PROGRAMMING, EVENTS & MARKETING OPERATIONS | STABILIZED YEAR

Work Schedule, March 1 - April 30

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Hours
Attendant 1	0	8	8	8	8	0	8	40
Attendant 2	0	8	8	8	8	8	0	40
Attendant 3	8	4	4	0	0	8	8	32
Attendant 4	8	0	0	4	4	8	8	32
Attendant 5	4	0	0	0	4	4	8	20
Climbing Wall Specialist	0	0	5	5	5	5	5	25
<i>People Working</i>	3	3	4	4	5	5	4	189

Staffing Levels, May 1 - September 30

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Shift A	1	1	1	1	1	2	2
Shift B	2	2	2	2	2	2	2
Shift C	0	0	0	1	2	2	0
Climbing Wall Specialist	1	1	1	1	1	2	2
Total	4	4	4	5	6	8	6

Work Schedule, May 1 - September 30

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Hours
Attendant 1	0	0	8	8	8	8	8	40
Attendant 2	0	0	8	8	8	8	8	40
Attendant 3	0	0	8	8	8	8	8	40
Attendant 4	8	8	0	0	4	8	8	36
Attendant 5	8	8	0	4	4	4	0	28
Attendant 6	8	8	0	0	0	4	0	20
Climbing Wall Specialist 1	0	0	6	6	6	6	6	30
Climbing Wall Specialist 2	6	6	0	0	0	6	6	24
<i>People Working</i>	4	4	4	5	6	8	6	258

PROGRAMMING, EVENTS & MARKETING OPERATIONS | STABILIZED YEAR

Staffing Levels, October 1 - November 30

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Shift A	0	1	0	1	0	0	0
Shift B	1	0	1	0	1	1	1
Shift C	1	1	1	1	1	2	2
Shift D	1	1	1	1	2	1	0
Climbing Wall Specialist	0	0	1	1	1	1	1
Total	3	3	4	4	5	5	4

Work Schedule, October 1 - November 30

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Hours
Attendant 1	0	8	8	8	8	0	8	40
Attendant 2	0	8	8	8	8	8	0	40
Attendant 3	8	4	4	0	0	8	8	32
Attendant 4	8	0	0	4	4	8	4	28
Attendant 5	4	0	0	0	4	4	8	20
Climbing Wall Specialist	0	0	5	5	5	5	5	25
<i>People Working</i>	3	3	4	4	5	5	4	185

Staffing Levels, December 1 - February 28

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Shift A	1	1	1	1	1	1	1
Shift B	1	2	2	2	2	2	2
Total	2	3	3	3	3	3	3

PROGRAMMING, EVENTS & MARKETING OPERATIONS | STABILIZED YEAR

Work Schedule, December 1 - February 28

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Hours
Attendant 1	0	6	6	6	6	6	0	30
Attendant 2	6	6	6	6	0	0	6	30
Attendant 3	6	6	0	0	6	6	6	30
Attendant 4	0	0	6	6	6	6	6	30
<i>People Working</i>	2	3	3	3	3	3	3	120

Annual Labor Costs

Employee	Annual Hours	Wage	Salary	Fringe Rate	Benefits Allowance	Total Wages	Fully-loaded wage
Attendant 1	1950	\$ 16.50	\$ 32,175	30%	\$ 9,653	\$ 41,828	N/A
Attendant 2	1950	\$ 16.50	\$ 32,175	30%	\$ 9,653	\$ 41,828	N/A
Attendant 3	1806	\$ 15.00	\$ 27,090	30%	\$ 8,127	\$ 35,217	N/A
Attendant 4	1686	\$ 13.00	\$ 21,918	30%	\$ 6,575	\$ 28,493	N/A
Attendant 5	948	\$ 10.50	\$ 9,954	30%	\$ 2,986	\$ 12,940	N/A
Attendant 6	420	\$ 10.50	\$ 4,410	30%	\$ 1,323	\$ 5,733	N/A
Climbing Wall Specialist 1	1080	\$ 25.00	\$ 27,000	30%	\$ 8,100	\$ 35,100	N/A
Climbing Wall Specialist 2	504	\$ 20.00	\$ 10,080	30%	\$ 3,024	\$ 13,104	N/A
Totals	7392		\$ 164,802		\$ 46,417	\$ 201,139	

4.3.1 REVENUE ESTIMATE SUMMARY

Executive Summary	Year 1	Pre-Stabilized Years	Stabilized Years
Events and Performance Pavilion	\$ -	\$ 47,000	\$ 139,000
Food & Beverage	\$ 52,920	\$ 200,897	\$ 280,247
Sponsorship, Philanthropy	\$ 31,750	\$ 92,000	\$ 263,250
Property Owner Contributions	\$ -	\$ -	\$ -
Totals	\$ 84,670	\$ 339,897	\$ 682,497

4.3.2 FOOD AND BEVERAGE REVENUE ESTIMATE

FOOD AND BEVERAGE SUMMARY

Revenue Source	Year 1		Pre-Stabilized Years		Stabilized Years		Comments
	Points of Sale	Rent	Points of Sale	Rent	Points of Sale	Rent	
Restaurant							
Restaurant	0	\$ -	1	\$ 48,659	1	\$ 67,133	Assumes year round restaurant operation with alcohol sales.
Kiosks and Carts							
Number of kiosks/carts	2	\$ 38,295	3	\$ 133,853	4	\$ 190,361	Assumes year round kiosk operation with alcohol sales.
Bark Bar							
Beer Garden	1	\$ 14,625	1	\$ 18,386	1	\$ 22,752	Assumes operation from May 1-November 1 only.
		\$ 52,920		\$ 200,897		\$ 280,247	

REVENUE ESTIMATE | RESTAURANT

	Year 1	Year 2	Year 3	Year 4	Year 5
Sales					
Food	\$ 443,634.29	\$ 443,634.29	\$ 465,816.00	\$ 489,106.80	\$ 513,562.14
Alcohol	\$ 180,737.14	\$ 180,737.14	\$ 189,774.00	\$ 199,262.70	\$ 209,225.84
Catering	\$ -	\$ 10,000.00	\$ 20,000.00	\$ 25,000.00	\$ 25,000.00
Total	\$ 624,371.43	\$ 634,371.43	\$ 675,590.00	\$ 713,369.50	\$ 747,787.98
Rent					
Base	\$ 34,200.00	\$ 35,783.33	\$ 38,475.00	\$ 39,629.25	\$ 40,818.13
Food %	\$ -	\$ -	\$ 1,265.28	\$ 2,048.54	\$ 2,892.57
Alcohol %	\$ 14,458.97	\$ 16,266.34	\$ 18,977.40	\$ 19,926.27	\$ 20,922.58
Catering %	\$ -	\$ 1,000.00	\$ 2,000.00	\$ 2,500.00	\$ 2,500.00
Total	\$ 48,658.97	\$ 53,049.68	\$ 60,717.68	\$ 64,104.06	\$ 67,133.28

Assumptions for Sensitivity Analysis:	
Breakfast avg	\$ -
Lunch avg	\$ 10.00
Lunch wknd avg	\$ 12.00
Dinner avg	\$ 20.00
Delivery avg	\$ -
Food lunch	90%
Alcohol lunch	10%
Food dinner	65%
Alcohol dinner	35%

Rent as % of Sales 8% 8% 9% 9% 9%

Assumptions for sensitivity analysis:					
Base rent	\$ 18.00	\$ 20.00	\$ 20.60	\$ 21.22	\$ 21.85
Annual escalation			3%	3%	3%
Food %	8%	8%	8%	8%	8%
Break	\$ 450,000	\$ 450,000	\$ 450,000	\$ 463,500	\$ 477,405
Alcohol %	8%	9%	10%	10%	10%
Catering %	10%	10%	10%	10%	10%

Sales Assumptions for Pre-Stabilization Years

		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Daily Avg	Weekly Total
Breakfast	#	0	0	0	0	0	0	0	0	0
	Food	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	Alcohol	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	Total	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Lunch	#	25	25	25	25	25	75	75	39	275
	Food	\$ 9.00	\$ 9.00	\$ 9.00	\$ 9.00	\$ 9.00	\$ 10.80	\$ 10.80	\$ 9.51	\$ 2,616.43
	Alcohol	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.20	\$ 1.20	\$ 1.06	\$ 290.71
	Total	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 12.00	\$ 12.00	\$ 10.57	\$ 2,907.14
Dinner	#	40	40	40	60	100	100	75	65	455
	Food	\$ 13.00	\$ 13.00	\$ 13.00	\$ 13.00	\$ 13.00	\$ 13.00	\$ 13.00	\$ 13.00	\$ 5,915.00
	Alcohol	\$ 7.00	\$ 7.00	\$ 7.00	\$ 7.00	\$ 7.00	\$ 7.00	\$ 7.00	\$ 7.00	\$ 3,185.00
	Total	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 9,100.00
Delivery	#	0	0	0	0	0	0	0	0	0
	Total	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

Daily Totals		\$ 1,050.00	\$ 1,050.00	\$ 1,050.00	\$ 1,450.00	\$ 2,250.00	\$ 2,900.00	\$ 2,400.00	\$ 1,715.31	\$ 12,007.14
Annual Total	Food									\$ 443,634.29
	Alcohol									\$ 180,737.14
	Total									\$ 624,371.43

REVENUE ESTIMATE | KIOSKS & CARTS

	Year 1	Year 2	Year 3	Year 4	Year 5
Sales					
Food	\$ 171,340.00	\$ 171,340.00	\$ 179,907.00	\$ 188,902.35	\$ 198,347.47
Alcohol	\$ 58,500.00	\$ 58,500.00	\$ 61,425.00	\$ 64,496.25	\$ 67,721.06
Catering	\$ -	\$ -	\$ -	\$ -	\$ -
Total	\$ 229,840.00	\$ 229,840.00	\$ 241,332.00	\$ 253,398.60	\$ 266,068.53
Rent					
Base	\$ 34,200.00	\$ 35,783.33	\$ 38,475.00	\$ 39,629.25	\$ 40,818.13
Food %	\$ -	\$ -	\$ -	\$ -	\$ -
Alcohol %	\$ 4,095.00	\$ 5,265.00	\$ 6,142.50	\$ 6,449.63	\$ 6,772.11
Catering %	\$ -	\$ -	\$ -	\$ -	\$ -
Total	\$ 38,295.00	\$ 41,048.33	\$ 44,617.50	\$ 46,078.88	\$ 47,590.23

Assumptions for Sensitivity Analysis:	
Breakfast avg	\$ 5.00
Lunch avg	\$ 8.00
Lunch wknd avg	\$ 12.00
Dinner avg	\$ 15.00
Delivery avg	\$ -
Food lunch	100%
Alcohol lunch	0%
Food dinner	50%
Alcohol dinner	50%

Assumptions for sensitivity analysis:						
Base rent	\$ 18.00	\$ 20.00	\$ 20.60	\$ 21.22	\$ 21.85	
Annual escalation			3%	3%	3%	
Food %	6%	7%	8%	8%	8%	
Break	\$ 450,000	\$ 450,000	\$ 450,000	\$ 463,500	\$ 477,405	
Alcohol %	7%	9%	10%	10%	10%	
Catering %	10%	10%	10%	10%	10%	

Sales Assumptions for Pre-Stabilization Years

		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Daily Avg	Weekly Total
Breakfast	#	0	0	0	0	0	25	25	7	50
	Food	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 125.00	\$ 125.00	\$ 35.71	\$ 250.00
	Alcohol	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	Total	\$ 5.00	\$ 5.00	\$ 5.00	\$ 5.00	\$ 5.00	\$ 5.00	\$ 5.00	\$ 5.00	\$ 250.00
Lunch	#	0	0	0	45	45	60	60	30	210
	Food	\$ 8.00	\$ 8.00	\$ 8.00	\$ 8.00	\$ 8.00	\$ 12.00	\$ 12.00	\$ 9.14	\$ 1,920.00
	Alcohol	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	Total	\$ 8.00	\$ 8.00	\$ 8.00	\$ 8.00	\$ 8.00	\$ 12.00	\$ 12.00	\$ 9.14	\$ 1,920.00
Dinner	#	0	0	0	25	25	50	50	21	150
	Food	\$ 7.50	\$ 7.50	\$ 7.50	\$ 7.50	\$ 7.50	\$ 7.50	\$ 7.50	\$ 7.50	\$ 1,125.00
	Alcohol	\$ 7.50	\$ 7.50	\$ 7.50	\$ 7.50	\$ 7.50	\$ 7.50	\$ 7.50	\$ 7.50	\$ 1,125.00
	Total	\$ 15.00	\$ 15.00	\$ 15.00	\$ 15.00	\$ 15.00	\$ 15.00	\$ 15.00	\$ 15.00	\$ 2,250.00
Delivery	#	0	0	0	0	0	0	0	0	0
	Total	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

Daily Totals		\$ -	\$ -	\$ -	\$ 735.00	\$ 735.00	\$ 1,595.00	\$ 1,595.00	\$ 631.43	\$ 4,420.00
										\$ -
Annual Total	Food									\$ 171,340.00
	Alcohol									\$ 58,500.00
	Total									\$ 229,840.00

REVENUE ESTIMATE | BARK BAR

Sales

	Weekday	Weekend	Blended Daily Totals
# people	50	150	78.6
# drinks purchased per person	1.5	2	1.6
Cost per drink	\$ 5.00	\$ 5.00	5.0
Total Sales per day	\$ 375.00	\$ 1,500.00	\$ 696.43

	Year 1	Pre-Stabilized Years	Stabilized Years
Average daily sales	\$ 696.43	\$ 766.07	\$ 842.68
Average seasonal sales	\$ 146,250.00	\$ 183,857.14	\$ 227,523.21
Rent @ 10% gross sales	\$ 14,625.00	\$ 18,385.71	\$ 22,752.32

Assumptions:

- Operating year is April through October in year 1, growing to include November and eventually March
- Year-over-year sales growth driven by increasing number of residents nearby.

4.3.3 POTENTIAL KIOSK & CART CONCEPTS

Cart or Kiosk	Possible Menu	Example Operator
Taqueria	Flautas, fajitas, tacos, tortas, quesadillas	Rico's Tacos, Taqueria Las Delicias
Pizzeria	Pizza, calzones, Italian subs	Your Pie, Johnny's Pizza
BBQ	Smoked brisket and pulled pork sandwiches	City Barbecue, Brew N Cue, Danny's
Southern	Mac and cheese, wings	Verandah, Lucky 32
Craft beer	Local beers	Bond Brothers, Jordan Lake Brewery, Fortnight Brewing
Ramen	Noodle soup, Japanese snacks	Tonbo, Noodle Blvd.
Bakery	Pastries, other desserts	La Farm Bakery
Coffee	Coffee, hot chocolate, teas, baked goods	La Farm Bakery, BREW
Ice cream	Ice cream, sundaes, milkshakes	Fresh Local Ice Cream

4.3.4 EVENTS REVENUE ESTIMATE

EVENTS SUMMARY

	Food/Beer/ Wine Festival	Artist Markets/Flea Markets	Farmers Market	Weddings	Holiday	Other	Total
Event Assumptions							
# Events (Pre-Stabilized Years)	1	1	26	8	1	2	39
# Events (Stabilized Years)	2	4	26	20	2	4	58
Estimated attendance							
Rent from Venue Rentals							
Rental Fee	\$ 10,000.00	\$ 5,000.00	\$ -	\$ 750.00	\$ -	\$ 5,000.00	
Total Rental Fees (Pre-Stabilized Years)	\$ 10,000	\$ 5,000	\$ -	\$ 6,000	\$ -	\$ 10,000	\$ 31,000
Total Rental Fees (Stabilized Years)	\$ 20,000	\$ 20,000	\$ -	\$ 15,000	\$ -	\$ 20,000	\$ 75,000
Other Concession Assumptions							
Concession revenues per event	\$ -						
Rent estimate	\$ 25,000						

REVENUE ESTIMATE | EVENT STAGE (VENUE) RENTAL

	Ticketed Performances Low	Free Performances Low	Total	Ticketed Performances High	Free Performances High	Total
Assumptions						
# Shows	0	2	2	0	8	8
Maximum tickets per show	3,000	3,000	6,000	3,000	3,000	24,000
Maximum Attendance	0	6,000	12,000	0	24,000	192,000
Rent from Venue Rentals						
Ticketed Event Rental Fee	\$15,000	\$ -	\$ -	\$15,000	\$ -	\$ -
Free Performance Venue Rental Fee	\$ -	\$ 5,000.00	\$ 10,000.00	\$ -	\$ 5,000.00	\$ 40,000.00
Rent from F&B						
Food spend per person per show	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00
Drink spend per person per show	\$ 30,000.00	\$ 30,000.00	\$ 60,000.00	\$ 30,000.00	\$ 30,000.00	\$ 60,000.00
Gross seasonal F&B Revenue	\$ -	\$ 120,000.00	\$ 120,000.00	\$ -	\$ 480,000.00	\$ 480,000.00
Rent @10%	\$ -	\$ 12,000.00	\$ 12,000.00	\$ -	\$ 48,000.00	\$ 48,000.00
Downtown Park Share of Rent	\$ -	\$ 6,000.00	\$ 6,000.00	\$ -	\$ 24,000.00	\$ 24,000.00
Total Rent						
Rent from Promoter Venue Rentals	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Rent from Free Venue Rentals	\$ -	\$ 10,000.00	\$ 10,000.00	\$ -	\$ 40,000.00	\$ 40,000.00
Rent from F&B	\$ -	\$ 6,000.00	\$ 6,000.00	\$ -	\$ 24,000.00	\$ 24,000.00
Total Rent	\$ -	\$ 16,000.00	\$ 16,000.00	\$ -	\$ 64,000.00	\$ 64,000.00

F&B Sensitivity Analysis		Assumptions
# Attendees	3,000	Assumes venue is at capacity
# Drinks per person	2	
Drink Price	\$ 5.00	
		Food/Drink purchases will vary greatly show to show. For every person who does not purchase food, there will be someone who purchases more than 2 drinks.
Food spend per person ticketed show	\$ 10.00	
Food spend per person free show	\$ 10.00	

4.3.5 SPONSORSHIP AND PHILANTHROPY OPPORTUNITIES

Asset	Type	Year 1			Pre-Stabilized Years		
		Value	% Chance of Funding	Expected Revenue	Value	% Chance of Funding	Expected Revenue
Performance pavilion	Naming	\$ 35,000	5%	\$ 1,750	\$ 50,000	25%	\$ 12,500
Dog park	Naming	\$ -	0%	\$ -	\$ 10,000	10%	\$ 1,000
Great lawn	Naming	\$ -	0%	\$ -	\$ 25,000	10%	\$ 2,500
Playground	Naming	\$ -	0%	\$ -	\$ 15,000	10%	\$ 1,500
Reading room	Limited-term sponsorship	\$ -	0%	\$ -	\$ 5,000	5%	\$ 250
WiFi network	Limited-term sponsorship	\$ -	10%	\$ -	\$ 15,000	35%	\$ 5,250
Fitness classes	Limited-term sponsorship	\$ 10,000	20%	\$ 2,000	\$ 50,000	35%	\$ 17,500
Children/family programs	Limited-term sponsorship	\$ 10,000	5%	\$ 500	\$ 15,000	5%	\$ 750
Movie series	Limited-term sponsorship	\$ 10,000	10%	\$ 1,000	\$ 25,000	20%	\$ 5,000
Concert series	Limited-term sponsorship	\$ 15,000	10%	\$ 1,500	\$ 35,000	20%	\$ 7,000
E-sports tournament	Event sponsorship	\$ 250,000	10%	\$ 25,000	\$ 250,000	15%	\$ 37,500
Other programming Sponsorships		\$ -	0%	\$ -	\$ 25,000	5%	\$ 1,250
Total Annual Target		\$ 330,000		\$ 31,750	\$ 520,000		\$ 92,000

Stabilized Years			
Value	% Chance of Funding	Expected Revenue	Notes
\$ 100,000	35%	\$ 35,000	Probably named after an individual or family
\$ 25,000	20%	\$ 5,000	Probably named after an individual or family
\$ 50,000	20%	\$ 10,000	Probably named after an individual or family
\$ 35,000	20%	\$ 7,000	Probably named after an individual or family
\$ 25,000	20%	\$ 5,000	Assumes development of associated book arts center.
\$ 50,000	75%	\$ 37,500	Price would be higher for corporate sponsor with local presence.
\$ 75,000	50%	\$ 37,500	Target health insurance companies and hospital groups. Conservative estimate.
\$ 25,000	5%	\$ 1,250	No logical, local sponsor identified. Chances of funding increase if one is found.
\$ 35,000	50%	\$ 17,500	Could be much higher price if developed to become regional draw.
\$ 100,000	50%	\$ 50,000	Based on securing low-to-mid-tier national talent.
\$ 250,000	20%	\$ 50,000	Only pursue in partnership with Epic Games; alternate arrangement would be to structure it as a public event with a high venue rental fee.
\$ 50,000	15%	\$ 7,500	Takes into account opportunities that won't be known until park is open and running for a couple of years.
\$ 820,000		\$ 263,250	

5.0 ADDITIONAL RENDERINGS FROM COMMUNITY PRESENTATION #2

BOARDWALKS OVER WETLAND





**ADDITIONAL COMMUNITY MEETING #2 RENDERINGS
BRIDGE AND ISLAND**





