

UNINCORPORATED SEMINOLE SPORTS FACILITIES MASTERPLAN



AGENDA

- **Project Overview** – Defining Success, Scope of Work
- **Market Analysis & Needs Assessment** – Process, Survey, Field Recommendations
- **Facility Program Recommendations & Preliminary Cost**– Sites, Development Costs
- **Conceptual Design Layout** – Site 1, 2, & 3
- **Conclusion** – Defining Success
- **Questions and Answers**



PROJECT OVERVIEW



DEFINING SUCCESS

Definitions of Success:

- **Expand or upgrade** existing facilities in the unincorporated Seminole community.
- Serve the current and future **community recreational needs** by providing high quality diamond and multi-purpose fields.
- Create management and operational **efficiencies.**
- Explore the potential for tournament-quality assets to become a **destination for sports tourism events.**



PROJECT OVERVIEW

Engagement

- SFA and RS&H were engaged by Pinellas County to produce a master recreation plan aimed at identifying opportunities, making recommendations, and designing a plan to improve recreation services, create operational/management efficiencies, and expand and/or upgrade existing facilities at three locations.

Scope of Work:

- Phase I:
 - Market Analysis and Needs Assessment
- Phase II:
 - Facility Program Plan and Preliminary Costs
- Phase III:
 - Conceptual Design Layout Scenarios



PROJECT OVERVIEW



Site 1: SJWAA and
New Land Area



Site 2: SYAA



Site 3: CBLL



PROJECT OVERVIEW



MARKET ANALYSIS & NEEDS ASSESSMENT



MARKET ANALYSIS

Market Analysis

- Demographic & Socioeconomic Analysis
- Sports and Recreation Participation
- Existing Local Service Providers, Organizations, and Programs
- Existing Regional Service Providers, Tournaments, and Events
- Stakeholder Engagement



NEEDS ASSESSMENT

Needs Assessment

- Stakeholder Organization Survey
- Current Facility Needs
 - Reported Facility Utilization
 - Anticipated Facility Utilization
- Future Field Needs
 - Minimum Field Requirements
 - Synthetic vs. Natural Grass
- Field Location
 - Existing Sites
 - Potential New Site



NEEDS ASSESSMENT

Stakeholder Survey - Example

Last 12 Months (Actual)	Sep. 2016	Oct. 2016	Nov. 2016	Dec. 2016	Jan. 2017	Feb. 2017	Mar. 2017	Apr. 2017	May 2017	Jun. 2017	Jul. 2017	Aug. 2017
Total Number of Diamond Field Hours (SJWAA Programs)	324	448	448	0	136	448	448	448	448	324	0	136
Total Number of Diamond Field Hours (Outside Organizations)	96	8	8	256	96	96	8	8	8	56	176	96
Total Number of Long Field Hours (SJWAA Programs)	565	645	472.5	432.5	640	600	600	550	522	0	522	522
Total Number of Long Field Hours (Second Campus)	24	180	150	150	200	200	192	186	126	0	0	0

Next 12 Months (Desired)	Sep. 2017	Oct. 2017	Nov. 2017	Dec. 2017	Jan. 2018	Feb. 2018	Mar. 2018	Apr. 2018	May 2018	Jun. 2018	Jul. 2018	Aug. 2018
Total Number of Diamond Field Hours (SJWAA Programs)	600	700	700	0	200	600	700	700	700	600	0	200
Total Number of Diamond Field Hours (Outside Organizations)	200	100	100	800	600	200	100	100	100	200	800	600
Total Number of Long Field Hours (SJWAA Programs)	1230	1130	975	845	1230	1230	1145	1320	1320	0	1070	1070
Total Number of Long Field Hours (Second Campus)	24	180	150	150	200	200	192	186	126	0	0	0

NEEDS ASSESSMENT

Stakeholder Survey - Example

Soccer - Recreational

Age Group	Example	U8	U10	U12	U14	U16	U19
Number of Players	26	160	180	120	36	18	18
Number of Teams	2	20	16	10	2	1	1
Field Size (Current)	300' x 200'	35x20	50x30	70x45	120x70	120x70	120x70
Field Size (Ideal)	336' x 225'	35x25	65x40	80x50	110x60	130x80	130x80
Number of Hours/Team/Week	3	60	48	46	9	4.5	4.5

Soccer - Competitive

Age Group	Example	U8	U10	U12	U14	U16	U19
Number of Players	26	20	26	38	34	50	36
Number of Teams	2	2	3	3	2	3	2
Field Size (Current)	300' x 200'	50x35	50x35	70x45	120x70	120x70	120x70
Field Size (Ideal)	336' x 225'	50x35	65x40	80x50	120x70	130x80	130x80
Number of Hours/Team/Week	3	8	12	12	12	18	12

NEEDS ASSESSMENT

Current and Future Field Utilization

Current Need Field Utilization Summary

Field Utilization	Busiest Season
	Session %
Multi-Purpose Fields (11 Grass)	95.41%
Baseball/Softball Fields (9 Grass)	94.24%

Future Field Utilization Summary

Field Utilization	Busiest Season
	Session %
Multi-Purpose Fields (12 Grass)	97.48%
Baseball/Softball Fields (10 Grass)	95.55%



Facility Program Recommendations & Preliminary Cost



FACILITY PROGRAM

Minimum Recommended Field Requirements

	Field Type	Dimension	Number of Fields	Primary Use
Multi-Purpose	Natural Grass	360' x 225'	2	Football/Lacrosse/Soccer
	Natural Grass	336' x 225'	4	Soccer/Lacrosse
	Synthetic Turf	336' x 225'	4	Soccer/Lacrosse
	Total		10	



FACILITY PROGRAM

Facility Program - Multi-Purpose Field Complex

Outdoor Athletic Facilities

Space	Programming Product/Service	Count	Dimensions		Approx. SF each	Total SF	% of Footprint
			L (')	W (')			
Multi-Purpose Fields	Natural Grass Field - (With 12' Apron)	2	374	249	93,126	186,252	20.4%
	Natural Grass Field - (With 12' Apron)	4	360	249	89,640	358,560	39.3%
	Synthetic Turf Field - (With 12' Apron)	4	360	249	89,640	358,560	39.3%
	<i>Total Outdoor Multi-Purpose Fields Sq. Ft.</i>						903,372
Support Buildings	Primary Support Building						
	Kitchen	1	30	30	900	900	0.1%
	Restrooms	2	25	20	500	1,000	0.1%
	Training Room	1	15	10	150	150	0.0%
	Check-In/Ticketing Office	1	10	10	100	100	0.0%
	Ref Rooms	2	10	8	80	160	0.0%
	Office/Control	1	20	20	400	400	0.0%
	Secondary Support Buildings	2	40	40	1,600	3,200	0.4%
	Pavilion Seating area	1	50	50	2,500	2,500	0.3%
<i>Total Support Building Sq. Ft</i>						8,410	0.9%
Maintenance	Maintenance Buildings	1	35	35	1,225	1,225	0.1%
	<i>Total Maintenance/First Aid Building Sq. Ft.</i>						1,225
Total Estimated Outdoor Athletic Facilities SF						913,007	100%
Total Outdoor Athletic Facility Acreage						21.0	

Site Development

Parking Spaces Total	Quantity	Dimensions		Approx. SF each	Total SF	% of Total	
		L (')	W (')				
Parking Spaces Total (10'x18') (20' x 20' Inc. aisles)	900	20	20	400	360,000	16.8%	
Setbacks, Green Space, etc.					874,065	40.7%	
Total Estimated Complex SF						2,147,072	100%
Total Complex Acreage						49.3	

PRELIMINARY COST

Multi-Purpose Fields Complex

USES OF FUNDS	
Land Cost	\$0
Hard Cost	\$4,374,480
Field and Sport Equipment Cost	\$6,982,009
Furniture, Fixtures, and Equipment	\$817,163
Soft Costs Construction	\$409,014
Total Uses of Funds	\$12,582,666



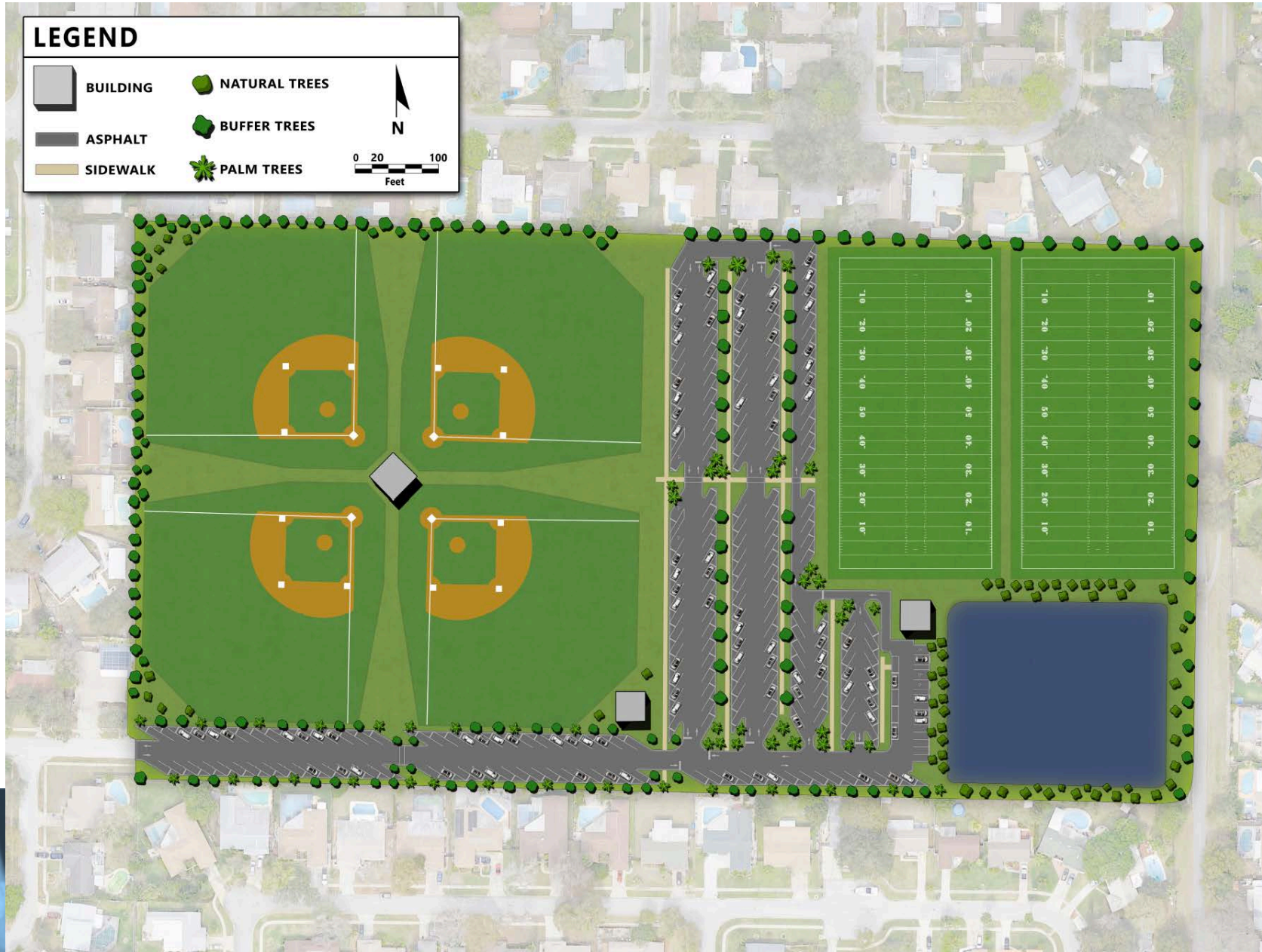
Conceptual Design Layout



SITE 1



SITE 2



SITE 3



EXISTING VS. NEW FIELDS

Total Fields Existing vs. New

	Facility/Field Type	Existing Fields	New Fields
Site 1	Multi-Purpose	5	10
	Baseball/Softball	5	0
	Total	10	10
Site 2	Multi-Purpose	2	2
	Baseball/Softball	6	4
	Total	8	6
Site 3	Multi-Purpose	0	0
	Baseball/Softball	6	8
	Total	6	8
Total	Multi-Purpose	7	12
	Baseball/Softball	17	12
	Total	24	24

FIELD SIZE COMPARISON

Field Size Comparison

	Field Type/Field Size	Existing Fields	New Fields
MP	Youth	4	0
	Full	5	12
	Total	9	12
BB/SB	300' - 350'	3	4
	200' - 225'	7	6
	Under 200'	7	2
	Total	17	12

CONCLUSION



DEFINING SUCCESS

Definitions of Success:

- **Expand or upgrade** existing facilities in the unincorporated Seminole community.
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CONSIDERATIONS AND CHALLENGES

- **Considerations**

- Field Maintenance and Quality
- Parking
- Storm Water Management
- Player and Spectator Safety
- Restrooms
- Food & Beverage Service
- Design Standards

- **Challenges**

- No single site can accommodate all of the field needs of the community while accounting for the considerations above
- Some of the existing sites/fields are underutilized
- The current sites cannot support all of soccer needs or all of the baseball/softball needs at one site with a mix of field types



WRAP - UP

- The reconfiguration of fields and redistribution of field types are a trade off for the solutions to current challenges faced today.
- Pinellas County plans to invest \$25-30 million to create facilities of which all stakeholder groups can be proud, that serve the current and future needs of the community, and that become the standard for quality in the area.
- None of the facilities stand on their own to meet various needs but rather combine to serve the community.
- **The proposed investment in site upgrades serves as the foundation for a legacy that will benefit unincorporated Seminole residents for generations to come.**



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Questions & Answers

