SK8 CARY
MASTER PLAN REPORT
SPRING 2015
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ACKNOWLEDGEMENTS

CARY TOWN COUNCIL
Harold Weinbrecht, Mayor
Jack Smith, Mayor Pro Tem
Jennifer Robinson

Don Frantz
Lori Bush
Ed Yerha

PARKS, RECREATION & CULTURAL RESOURCES ADVISORY BOARD
David Lindquist, Chair
Sarah Martin, Vice Chair
Kyra Jasper, Teen Representative
John Buben
Sal Cammarata
Andrew Crook

Lindsey Dougherty
Selby Lo
Kathleen Lynch
Debra Savage
Phil Shepard

TOWN OF CARY PARKS, RECREATION & CULTURAL RESOURCES STAFF
Doug McRainey – Director, Parks, Recreation and Cultural Resources Department
William Davis – Athletic Manager
Dwayne Jones – Recreation Manager

Billy Dexter – Skate Park Supervisor
Sarah Ambrose – Recreation Program Assistant

TOWN OF CARY TRANSPORTATION AND FACILITIES STAFF
Lori Cove – Director, Transportation and Facilities
Paul Kuhn – Facilities Design & Construction Manager

Katherine Williams – Design Assistant
Reid Saunders – Project Manager, Architect

TOWN OF CARY ADVISORY STAFF
Shuyan Tian – Engineering

Matt Flynn – Stormwater

DESIGN CONSULTANT TEAM
Mike Mullis – Mullis Design Group
Terence Welles – Mullis Design Group
Daniel Moskop – Dan Huffman Architecture

Miranda Downer – Dan Huffman Architecture
Vince Onel – Spohn Ranch Skateparks
KEY DATES AND PROJECT PROCESS

The Master Plan for the expansion of SK8 Cary has been developed through the completion of the following comprehensive processes within the listed period of time:

Goldbold Park Analysis

*October 2014 – November 2014*

- Site Inventory – Physical and environmental conditions; Existing programs and facilities

SK8 Cary Analysis

*November 2014 – December 2014*

- Operations and Logistics – Current opportunities/constraints; Baseline operations information

Case Studies

*December 2014*

- National, Regional, Local Scale – How does SK8 Cary compare with other Skateparks?

Public Participation

*December 2014 – March 2015*

- Initial Public Meeting – Introduce project, staff, and process (Herbert C. Young Community Center – December 10, 2014)
- Online Questionnaire – Data collection, expansion thoughts, ideas, and concerns (January, 2015)
- Parent Design Committee Meeting – Present Town of Cary project goals (Town of Cary Town Hall Campus – January 20, 2015)
- Second Public Meeting – Present questionnaire findings, final program list (Cary Art Center – March 4, 2015)

Conceptual Master Planning

*February 2015 – March 2015*

- Master Plan Options – Conceptual layouts considered; Cost ranges established
- Town of Cary Department Meetings – Feasibility; Expansion implications considered
- Town of Cary Parks, Recreation and Cultural Resources Department meetings

Master Plan Report and Documentation

*March 2015 – May 2015*

- SK8 Cary Expansion Master Plan Final Report
- Parks, Recreation and Cultural Resources Advisory Board Presentation(s)
- Town Council Presentation(s)
SUMMARY

On November 13, 2012, the Town of Cary adopted the Parks, Recreation, and Cultural Resources (PR&CR) Master Plan. This document outlined recommendations and the many ways in which Cary will plan to revitalize and invest in parks and recreation resources throughout the Town.

Since its initial construction in July 2002, SK8 Cary has not undergone any major renovations to the skatepark. Minor ramp repairs and replacements have occurred, but no major layout realignments or new amenities for skateboarding or BMX use have been made. These updates are vital for “action sports” facilities within the industry.

In addition to the Master Plan recommendations, an advocacy group made primarily of SK8 Cary users and parents have attended Town Council meetings for several years. This group has attended both budget meetings and open session public forums, for the purpose of showing the Town their sincere interest and pursuit of updates to the existing SK8 Cary facilities.

After consideration of necessary maintenance repairs, an outdated facility, and requests for improvements from users and parents, the Town solicited for consultant advice in developing a Master Plan for the current SK8 Cary facility.

This comprehensive document is the collaborative effort and result of that process.
1. **ACTION SPORTS AND SKATEPARKS ANALYSIS**

A. **Growing Popularity**

The popularity of action sports – particularly skateboarding and BMX – continues to expand exponentially across the world.

Since these action sports continue to evolve and grow in popularity, Town of Cary staff determined that it would be necessary to develop a master plan report to define potential expansions to the SK8 Cary facility.

The steady rise in action sport’s popularity has led to an acceptance by municipalities, who are readily constructing public skateparks within both existing and proposed park facilities. These facilities vary greatly in both size and program, but the overall positive impact within their local communities has been roundly appreciated.

There is not a specific formula to develop an action sports facility, because they are defined and sustained by their community. This community support defines the suitable size, breadth, or appropriate scale of expansion.

**Increasing Investments**

Participation in individual sports, like skateboarding and BMX, is on the rise. What was once the outlaw hobby of a small segment of teenagers, the sports continue to become more engrained in mainstream, worldwide culture, simultaneously achieving an increased perception of legitimacy.

Action sports are now accepted throughout the world as valid, organized sports, and have led to some of the following major investments:

- The IOC is in the final stages of recognizing both skateboarding and BMX as Olympic sports, in preparation for the 2020 Olympics in Tokyo, Japan.
- Through programs such as Skate Pass, skateboarding has been incorporated into physical education curriculum in 50+ schools nationwide.
- Over the past few years, publicly-traded international brands such as Nike, Levis and Red Bull have invested giant sums of money into skateboarding and BMX – including paying salaries to teams of professionals.
- City of Raleigh invests in public skatepark: 2009
- City of Durham invests in public skatepark: 2009
- Town of Apex invests in public skatepark: Currently under construction, opening Summer 2015

With a growing number of action sports enthusiasts in their communities, municipal governments across the country are responding by investing in permanent skatepark facilities.

The recognition of the growing popularity of these sports has rewarded cities throughout the United States, as they continue to see the positive effects within their local communities as a result of investing in skateparks. These facilities have invigorated local communities and businesses, as they attract a steady stream of visitors that may not otherwise be in the area.

According to Spohn Ranch’s industry tracking, there were 115 new municipal skateparks built in the United States in 2014. Many of these facilities replaced aging tennis courts, basketball courts, baseball diamonds, sand volleyball courts and roller hockey rinks. They spur local businesses as visitors look to buy lunch or gas, and perhaps stay overnight at a hotel, which contribute to the overall vitality of local communities.

Cities and Towns have seen the economic impact that a top-rate facility can have on an area, and are more eager, and willing, than ever to facilitate their construction.
B. **Destination Skateparks**

This graphic was created to locate ‘Destination Skateparks’ from the Eastern Seaboard. Discussions that stemmed from this graphic noted the apparent lack of high-quality, well-known skateparks in the immediate geographical region of North Carolina.

There were also comments about why these particular skateparks stand out, on a national scale, to well-traveled skatepark users (flow patterns, specific skate elements, room for spectators at contests, professional presence, and branding). *See Appendix for full-size graphic.*
C. **North Carolina Area Skateparks**

The following graphic was created to discuss the skateparks in and around eastern North Carolina, and to spark discussion about where SK8 Cary users currently travel to, and why. These parks were a more realistic list of competing skateparks for weekend or day-long excursions. SK8 Cary users were asked to comment on why they visit certain parks, and what types of events or terrain would result in visits.

There were comments related to general curiosity of recently constructed skateparks, availability of multiple parks in a city in one day (to skate one particular element at each park), and the ability to enter contests. These parks have been characterized and organized as either public (orange) or private (yellow) facilities. See Appendix for full-size graphic.
D. **Local Skateparks**

There are six existing skateparks within thirty miles of SK8 Cary, and one planned for construction (Town of Apex). An analysis was completed of the existing skateparks comparing attendance, event hosting, potential revenue generation, and training facilities.

The parks most frequently visited by users of SK8 Cary are Marsh Creek Skatepark (Northeast Raleigh), Central Park Skate Plaza (Durham), and Daniel Dhers Action Sports Complex (Holly Springs). These parks are located within twenty miles of SK8 Cary. The public parks offered by the City of Durham and the City of Raleigh are free, and unstaffed. These parks emphasize the ‘Street Style’ of skatepark, with concrete forms and limited ‘Flow Style’ elements provided. These features are not only permanent, but lack ‘Flow Style’ elements which prohibit a BMX user from taking full advantage of the parks. It was noted that these facilities were deficient in many aspects of the user experience: safety considerations, lacking shade and viewing areas, no accessible water fountains and restrooms.

When compared directly to the locally accessible, publicly-maintained skateparks, it is clear that the lack of staff and focus on street elements at the other parks are the major differences with SK8 Cary. By contrast, SK8 Cary offers a staffed facility that is focused more on ‘Flow Style’ riding. Through both direct observation and conversations with users and participants, it was understood that SK8 Cary’s particular layout, ramps, materials, and facility curates a certain ‘skate style’; this is much different than the ‘skate style’ produced by the Raleigh and Durham skateparks, which are known for more ‘Street Style’ riders than producing ‘Flow Style’ riders. Combined with the safe, friendly, staffed atmosphere at SK8 Cary, the experience at SK8 Cary is much different than at other local parks.

After considering these differences, it is clear that SK8 Cary is a unique type of skatepark, with opportunities for users not otherwise found locally. A facility that capitalizes on the existing successes of the skatepark, and provides the necessary equipment and ramps to enhance this experience, will further set SK8 Cary apart from the other skateparks in the area. See Appendix for full-size graphic.
2. GODBOLD PARK ANALYSIS

SK8 Cary is located within Robert V. Godbold Park, which is approximately one mile from the Town of Cary ‘Downtown’ area. The park is ideally situated amongst large residential areas and centrally located to commercial and retail developments. The park itself is located within a “Planned Development District” or (PDD), offering particular properties flexibility within established design standards and development processes.

SK8 Cary is located at 2040 NW Maynard Road, and is ideally suited for access from larger metropolitan areas, interstates, and highways, as listed below:

- Chapel Hill Road (Hwy 54)  1000 feet
- ‘Downtown’ Cary  1 mile away
- Interstate 40  3 miles away
- Raleigh  9 miles away
- Research Triangle Park  10 miles away
- Durham  19 miles away
- Chapel Hill  20 miles away

Robert V. Godbold Park – General Location
A. **Context Analysis**

A full-site analysis of Godbold Park was completed, which looked at all elements of the existing park. Due to the proximity of amenities within the park, there is a “cause-and-effect relationship” between the park’s program elements and the surrounding properties, stakeholders, and community members. As identified in the graphic below, SK8 Cary is surrounded by a variety of different land uses.

Because the park is nestled within an established, built-out area of Cary, an expansion to the facility will need to be carefully selected so that impact or disruption to the surrounding properties and community members is limited.
B. **Program Analysis**

The following graphic describes and locates the various existing programs and facilities within the park:

**Park Program and Facilities:** Godbold Park features a wide variety of user experiences. There are (6) tennis courts (lighted), (2) half-sized basketball courts (lighted), a Dog Park (approx. 1.0 acre, lighted), (2) greenway trailheads (Black Creek Greenway: 0.23 miles, Northwoods Greenway: 0.20 miles), a playground area (approx. 5,000 square feet), a restroom facility (approx. 1,000 square feet, men's and women's access), a small gazebo with views over the tennis courts, a total of 74 parking spaces (five of those ADA Accessible), and SK8 Cary, which consists of a 12,000 square foot skatepark and attached Pro-Shop/Restroom building. See **Appendix for full-size graphic**.

Initial park analysis determined that all program elements are well-supported and utilized by the general public. Any considerations to expand SK8 Cary shall be limited, so that they do not impact other amenities of the park.
C. **Site Analysis**

The following graphic describes and locates the various existing physical site conditions within the park:

*Park Landforms, Vegetation, and other Physical Properties:* Godbold Park features over twenty-five acres of land, of which only four acres are developed with program elements. The remaining twenty acres are a mix of dense, mature, hardwood forest and scattered intermittent and permanent streams that traverse the lower elevations of the park. Views into the site are generally limited by this vegetation, with the exception of a portion of the main street frontage along Maynard Road. The program features are built on the highest, flattest elevations of the property, while the lowest elevations remain largely undeveloped. There is currently a limited amount of impervious surface covering the park, when compared to the entire property. *See appendix for full-size graphic.*

Steep slopes prevent low-impact expansion of the SK8 Cary facility to areas further away from the existing facility. In consideration of stormwater calculations, an expansion to the SK8 Cary facility would have minimal impact regarding the need for additional stormwater devices.
3. **SK8 CARY ANALYSIS**

A. **Existing Facility**

After consideration and analysis of the Robert V. Godbold Park site elements, a more detailed investigation of the existing SK8 Cary facility was required. The following is an analysis of the SK8 Cary facility’s history, goals, operations, and amenities.

**History**

BMX and Skateboarding is a relatively new addition to the modern public sports landscape. Originally rising in popularity in the 1970’s throughout southern California, skateboarding was seen as a passing interest, and not particularly embraced by the general public. As the sport gained popularity in the mid to late 1990’s, and rose in credibility due to growing exposure through television, internet, and retail markets, municipalities began to take notice.

In 1999, Cary citizens approached the Town requesting a dedicated space for skateboarding. The continued growth of the sport, combined with the requests for dedicated space, compelled the Town of Cary to bring forth a proposal for the first public skatepark in Wake County. In 2000, the Town Council approved funding to design and construct SK8 Cary. Public input meetings were held to define design elements and solicit feedback on operations, which had a significant impact on its final design and layout.

The final construction costs were $825,992. In March 2002, SK8 Cary was officially opened to the public as a staffed, family friendly Skateboard and BMX park.

Since opening its doors, SK8 Cary has remained a viable entity for the Town. It has not only inspired a generation of Skateboarders and BMX riders, but incubated a dedicated community of users, parents, and spectators.

**Facility Goals**

As a publicly operated entity of the Parks, Recreation & Cultural Resources Department of the Town of Cary, SK8 Cary maintains specific goals in the operation of the facility:

- Maintain a safe facility for visitors and users
- Ensure that the operations are managed by Town of Cary Staff
- Offer programming and instructional opportunities to users
- Maximize revenues for the Town of Cary

The combination of the pro-shop, programs, features, events, and operations currently meet these goals, although a revised layout would increase SK8 Cary’s ability to respond to and exceed the stated goals.

**Operations Overview**

SK8 Cary is a pay-per-use facility, with a trained staff to program and supervise daily operations.

The facility features a 12,000 square foot, fenced skatepark. The variety of wood-framed ramps are covered with Skatelite Pro surfacing material constructed on a “smooth finish” concrete pad. The skatepark is lighted from dusk until 10PM each night, with an operable switch controlled by the staff.

Users are not allowed access to the skatepark until they have filled out a waiver form and paid a use fee. Fees include 2-hour sessions, 30-Day Passes, or an Annual ‘Membership’ Pass.

There are varying programs available for users, including summer camps, private lessons, and group lessons. The skatepark is also available to rent, although an indoor space to accommodate users and prevent cancellations, in the event of inclement weather, is not available.
**Daily Schedule and Rules**

The skatepark is open for use from 3-10 PM Monday-Thursday, and 12-10 PM on Friday-Sunday. Due to the park's current ramp layout, a block schedule is implemented to prevent the risk of collision between bike and skateboard users. Although a block schedule ensures safety, it limits the amount of time for participants to use the facility. An example of the block schedule is shown below:

```
<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>SK8 3-4***</td>
<td>BMX 3-4***</td>
<td>SK8 3-4***</td>
<td>BMX 3-4***</td>
<td>SK8 12-2</td>
<td>SK8 12-2</td>
<td>SK8 12-2</td>
</tr>
<tr>
<td>SK8 4-6</td>
<td>BMX 4-6</td>
<td>SK8 4-6</td>
<td>BMX 4-6</td>
<td>SK8 2-4</td>
<td>SK8 2-4</td>
<td>SK8 2-4</td>
</tr>
<tr>
<td>SK8 6-8</td>
<td>SK8 6-8</td>
<td>SK8 6-8</td>
<td>SK8 6-8</td>
<td>SK8 6-8</td>
<td>SK8 6-8</td>
<td>BMX 6-8</td>
</tr>
<tr>
<td>BMX 8-10</td>
<td>SK8 8-10</td>
<td>BMX 8-10</td>
<td>SK8 8-10</td>
<td>BMX 8-10</td>
<td>SK8 8-10</td>
<td>BMX 8-10</td>
</tr>
</tbody>
</table>
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***Free session for members, half-price for non-members.

The protective equipment listed below is required for all ages to access the skatepark. This requirement has been a deterrent for some potential users, but use is required by state law, and enforced by the Town of Cary's insurance policies.

![Waiver must be on file before stepping on course](image)

**Pro-Shop**

The indoor Pro-Shop is located on the northwest side of the skatepark. This space currently houses all of the administrative functions, including retail sales, concessions, storage, and is the control point for entry into the skatepark facility.

Administrative functions handled within the Pro-Shop include the collection of use fees and waiver submittals through a computerized system. This is also the area where SK8 Cary ‘members’ will come to the computer desk to have their membership card scanned and verified, before entry into the skatepark area. Program, camp, and event planning and registration occurs here, as well.

Retail items and concessions are also displayed on the walls and in display cases in this space. Back storage of merchandise and food items are stored wherever additional space can be found.

The Pro-Shop functions well within the provided space, but is too small to adequately serve the community. Expansion plans will need to consider additional square footage that would provide the necessary space for operations.

**Viewing Area**

The covered viewing area, located between the Pro-Shop and skatepark, features multiple benches and picnic tables for spectators. Although it is three feet higher than the skate park area, viewing is limited to only the immediate, adjacent skatepark elements. This area is where parents commonly mingle and watch their kids use the facility, although its high ceiling does little to protect spectators extreme cold or heat. In response to the various weather conditions, staff have made considerable arrangements to help keep viewers comfortable, such as providing heated blankets and fans.
There are deficiencies in the size and use of the viewing area. Regardless, it serves as an open space for children, parents, and staff to interact with one another, fostering the community spirit that is so strong at SK8 Cary.

**Breezeway and Work Station**

In between the two indoor areas is a covered breezeway, which serves as the main entry point to the facility. The eight foot wide breezeway often becomes congested, as it also contains an area for personal storage lockers, as well as a work station to repair equipment. In addition to the work station, the breezeway serves as an access point to both restrooms, and a display space for a community bulletin board regarding SK8 Cary and Godbold Park announcements.

**Walk-Up Window**

The walk up window is located on the parking-lot side of the building, on the right side of the breezeway, and is directly accessed thru the Pro-Shop. It is mainly utilized by basketball players and dog park visitors, as an access point to purchase pre-packaged food and beverage items. It is also used by couriers to deliver packages and mail to the facility.

**Roof Structure**

The current roof structure is located over the Viewing Area, between the Pro-Shop and the Skatepark. It is approximately twenty feet high at its highest point, closest to the Skatepark, and fourteen feet high where it joins the Pro-Shop roof. Its metal material, combined with the pitch opening up towards the Skatepark, amplifies noise within the park towards adjacent neighborhoods and businesses, like a microphone.

The height and pitch of the roof design rarely provides spectator protection from the sun, as well as the extreme temperatures that occur during the peak summer and winter months.

**Restrooms**

In addition to the Pro-Shop, the structure at SK8 Cary houses both male and female restrooms that are available to all Godbold Park patrons. These restrooms are heated via electric strip during winter months, but are not cooled in the summer months. Each restroom is expansive in size, and extra space is currently used for temporary storage.

**Parking**

There are a total of 74 parking spaces to be utilized within Godbold Park. SK8 Cary visitors who drive to the park typically park in the western-most lot within Godbold Park, or drop their children off in the round-a-bout located directly in front of the facility.

Off-peak hours at the park leave ample parking for all park users, but during peak hours or hosted SK8 Cary events, few parking spaces are available. Godbold Park and Sk8 Cary patrons then have to utilize the Black Creek Greenway Trailhead, West Cary Middle School, or Lowe’s Home Improvement parking lots.
B. *Existing Skatepark Features*

SK8 Cary is a 12,000 square foot, fenced facility. The various ramps, jumps, and ledges are wood framed construction surfaced with Skatelite Pro material. The use of wooden ramps on a concrete pad was preferred during the initial design to allow for flexibility of course setup, but only the centrally located ramps permit change. The larger perimeter ramps have remained in the same location since initial construction, only replacing the riding surface, Skatelite Pro, when necessary.

The existing skatepark elements and layout were designed and constructed in 2002 for beginner, intermediate, and advanced skill level participants. Since these action sports have continued to evolve, 55% of these existing ramps are now considered as beginner and 30% are considered as “intermediate” skill level, when compared to current skate and BMX course designs.

The following sections analyze the existing skatepark features, and describe how they have contributed to the SK8 Cary experience. A summary of the most constraining elements of SK8 Cary, as it relates to revenue and overall satisfaction, has been provided as well.
Flow Course
The existing flow course occurs over a large space towards the rear of the existing facility. Featured along either side of the skatepark, the ramps work to provide a sense of inward community and physical enclosure for the skatepark. These ramps have remained largely the same since SK8 Cary opened in 2002. One reason these ramps have remained in place is the ramp replacement plan, completed in 2007. It identified these ramps as being in decent condition, structurally, and that other ramps within the skatepark should be updated first.

This area is utilized by beginner, intermediate, and advanced skatepark visitors, and is highly valued by SK8 Cary users, although users have expressed a desire for a more challenging or interesting layout.

The sprawling layout of the flow course restricts the number of users that can be on the course at one time. A new layout would allow for more continuous use, and allow SK8 Cary to compete with other skateparks that have created innovative layouts, in response to progressions within the industry.

Fly Boxes
The fly boxes, located in the central area of SK8 Cary, are an integral part of the flow course. They provide an opportunity for skatepark users to approach with speed and practice air tricks. Most of the fly boxes are considered intermediate level elements within the park layout, and allow for users to progress their skills to these levels.

An advanced level fly box was installed in March 2015, and quickly revitalized this part of the skatepark as an area that will contribute to the progression of skills by SK8 Cary users to advanced levels. This simple change is an example of the type of effect that the introduction of a new ramp can have on the way the skatepark is used. An updated layout, that better positions the existing fly boxes amongst the other elements, would significantly improve the ability of SK8 Cary to provide advanced level training to participants.

Street Course
The street course, completed in the Spring of 2015, was a response to the desire for more street-related elements within the skatepark. At approximately 1,000 square feet, it is large enough to accommodate a small amount of beginner-level users at one time, although all skill levels can train on the provided ramps and rails.

This area is the only feature located in a separate area from the Flow Course, which prevents unnecessary collisions between users. It has been well-received by users since its installation.

Mini-Ramp
The mini-ramp, utilized by all skill levels, is a five and a half foot tall halfpipe-style element, which features a 60:40 split with a spine. It can be utilized by more than one user at any skill level.

It is currently a stand-alone element, as the bottom elevation is located approximately six inches off of the concrete pad. A new location for the Mini-Ramp, which could possibly be incorporated into a new layout of the flow course, would push this amenity into a new realm of use and ideas for users of all skill levels.
C. **Revenue Constraints**

After a comprehensive study and understanding of the ramps, jumps, ledges, and obstacles that combine to create the SK8 Cary skatepark experience, it was noted that there are several contributing factors towards the recent decline in revenue for the facility. Noted below are several constraints of the current skatepark amenities.

**Weather**

SK8 Cary closes the facility during almost all adverse weather conditions. Rain, ice, and snow create hazardous conditions, and safety is compromised. Approximately 1,600 sessions are offered each year; over the past five years, SK8 Cary has lost over a year of potential revenue due to weather.

<table>
<thead>
<tr>
<th>Year</th>
<th>Sessions Cancelled</th>
<th>% Of Yearly Sessions</th>
</tr>
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<tbody>
<tr>
<td>FY11</td>
<td>221</td>
<td>14%</td>
</tr>
<tr>
<td>FY12</td>
<td>224</td>
<td>14%</td>
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<tr>
<td>FY13</td>
<td>354</td>
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<tr>
<td>FY14</td>
<td>328</td>
<td>23.30%</td>
</tr>
<tr>
<td>FY15</td>
<td>334</td>
<td>23.70%</td>
</tr>
</tbody>
</table>

It is estimated that this number could increase to one and a half years, as the mere threat of rain is considered. Rain events are the single biggest source of lost potential revenue for SK8 Cary.

**Lack of Advanced Skatepark Elements**

It has been determined that there is a ‘ceiling’ regarding the skill level that SK8 Cary users can progress to. This is directly correlated with the lack of ‘Advanced’ level ramps within the Skatepark. This is another contributing factor that has led to a decline in the number of users, who now skate at other locations in the area.

The addition of more advanced ramps would keep the action sports community engaged with Cary. Keeping the advanced participants in Cary will attract younger users to the park to watch, and learn from, these advanced riders.

**Underutilization of Space**

Access to the skate area occurs via a concrete sidewalk, which exits the spectator viewing area, navigates the change in grade, and enters the skatepark. Formerly planted with shrubs, this large area now contains only bare mulch. This is valuable square footage within the existing perimeter fence that is currently underutilized.

**Deteriorating Ramp Conditions**

The physical condition of over 70% of the existing ramps are in need of repair. After each rain, the wooden ramp bases in full contact with the concrete slab trap water underneath, and have improper air circulation. Over time, continued exposure to adverse weather conditions will compromise the structural capacities of the wood structures.

**Obstructed Views**

Other skateparks commonly have areas that allow for a greater interaction between spectators and participants. The inability of spectators to leave the viewing platform and interact with more viewing areas, to get a better view of the ramps, is a missed opportunity for bringing more spectators to SK8 Cary.

The Mini-Ramp is located between the Viewing Area and the Flow portion of the Skatepark. Its size obstructs the view of the skatepark central area from most of the spectator viewing area.
D. **Key Businesses**

As SK8 Cary has evolved over its thirteen year history, subtle shifts related to the fine-tuning of daily and annual operations have occurred. Revenue streams have changed slightly over time, and SK8 Cary has noted and adapted to these changes.

The main business markets generating revenue at SK8 Cary can be broken down into four distinct components: **Programs, Retail, Admissions, and Concessions**.

When the skatepark first opened in 2002, as expected, the majority of revenue came from paid admissions. In 2005, for example, membership and entry fees accounted for 50% of SK8 Cary’s revenue. As free-access skateparks were built in surrounding communities, SK8 Cary's revenue stream evolved, changing from admissions based to program based.

SK8 Cary began offering more program options for skatepark users, such as camps, classes, and private lessons. This was reflected in the revenue data from 2012, when 40% of the total revenue came from these programs, while only 29% of revenue was derived from membership and entry fees.

This shift in philosophy has been instrumental in helping SK8 Cary connect with their paying customers, understand what they enjoy and receive from the facility, and respond to the variety of opportunities that have presented themselves over the years.

Currently, SK8 Cary is in a position to once again expand and fine-tune their operations philosophy. With expansion considerations, a full examination of the various revenue streams, as well as the anticipated daily and annual expenses, is required to understand how the facility can best prepare for and capitalize on opportunities that will result from a possible SK8 Cary expansion.

This section of the Master Plan examines these existing revenue streams, and reflects on how they may change, or be expanded. It also looks at anticipated yearly expenses, and how they respond to possible expansion.

**Programs**

SK8 Cary offers a variety of private camps, lessons, and clinics for those interested in more specialized progression of their skills. These programs have expanded over time as afforded by a controlled, staffed facility.

Camps are offered during the summer, and are a significant generator of income for SK8 Cary, particularly because they are held outside of normal operating hours (summer camps are held from 9am – 3pm, around ten times per year). SK8 Cary also holds camps geared towards year-round school students, referred to as ‘Track-Out Camps’. These camps offer the same programming as the summer camps, and coordinate with the local year-round school schedules (9am – 3pm, four times per year).

Private lessons are always available for those interested, on an individual or group level. In 2012, SK8 Cary hired a full-time Skate Park Pro, who provided lessons on a consistent basis. From 2011 to 2012, there was a 226% increase in private lessons, directly correlated with this six-month hire (109 in 2011, 247 in 2012). Additionally, specialized clinics are offered for those interested in learning specific skills. Lessons are also offered as Group Classes, which provide more basic, general instruction to a group, rather than specialized individual instruction.

SK8 Cary offers a rentable facility for birthday parties and private events. This has initially proven troublesome, however, from an operations standpoint. The current course and viewing deck layout are not ideal for rentals, parties, and skill-specific programs to be held during open session hours. The facility has adapted by offering a limited amount of the aforementioned programs during non-operational hours (10 a.m. - Noon on Saturday mornings). Additionally, the inability to provide guaranteed programming space, in the event of inclement weather that would close the skatepark, has deterred potential renters from utilizing the facility in this manner.

An expanded, roofed facility would both allow for a greater ability to offer guaranteed rental space, and provide enough space to have certain areas or sections closed for private events, while still allowing general use by the public during normal operating hours.
The various programs that SK8 Cary offers have greatly improved the facility’s reach and standing within the local community. The group and family dynamic that permeates the community at SK8 Cary does not occur at the other skateparks in the area, as these facilities are not staffed, and do not offer group programming, as SK8 Cary does.

As users age, they remain active within the SK8 Cary community, returning as part time staff members or camp counselors. At other local skateparks, this tradition of returning to teach the next generation of park users does not typically occur.
Retail
The retail portion of SK8 Cary’s revenue stream is generated from a wide variety of goods sold within the Pro-Shop. SK8 Cary users enjoy the convenience, quality, and knowledge of products sold by the SK8 Cary Staff.

The retail sales have remained steady throughout the years, but current SK8 Cary staff has noted that there is constant demand for more items to be available, particularly soft goods.

An expanded offering of these items, including shoes, hats, and shirts, combined with a larger display space, would increase the potential revenue. There is a demand to expand towards other special retail products, as there are no other ‘skate shops’ in the Town of Cary.

Admissions
Admission has remained an important source of revenue for the facility.

Currently, the cost for a two hour session is $5 for non-members. Membership options are also available, for either a month or a year. Although the admission fee decreased in July 2014, there has, for the past five years, been a steady decline in the number of paying customers at SK8 Cary.

Other areas of this Master Plan diagnose and discuss why this reduction in participation has occurred.

As mentioned previously, the number of visitors to SK8 Cary has declined over the past five years. Data indicates that 13,190 people paid to use SK8 Cary in 2010, the highest participation rate on record, and 8,427 people paid to use SK8 Cary in 2014. There is general concern that the number of paying SK8 Cary users will continue to decrease in coming years, if no action is taken to improve the facility.

Concessions
Currently housed within the Pro-Shop, SK8 Cary has the ability to sell limited concessions to the general public.

The amount of revenue generated from this area has remained consistent throughout SK8 Cary’s existence, with the highest revenue occurring in 2008 – the year with the most attendance to the facility. SK8 Cary staff have noted that this is a correlation that can be extrapolated to most years of operation – simply put, as more people come through the doors into SK8 Cary, it can be expected that more concessions will be sold.
As mentioned, the concessions sold at SK8 Cary are not limited to SK8 Cary users. Often, park users will venture from both the basketball courts and dog park to purchase snacks or beverages. A majority of these sales are handled through the walk-up-window, as dogs are not allowed through the breezeway into SK8 Cary.

Expanding the concession area has been considered in the past, however, a full-service concession operation will require a significant investment and restructuring for food service.

SK8 Cary staff has recommended that a larger storage area, specifically reserved for food storage, be considered in expansion efforts. Currently, there is not enough room to house all of the concession and back stock retail items.

As expansion efforts are considered, it can be expected that concession revenue opportunities will increase.

**Key Businesses Summary**

SK8 Cary has distinctively positioned itself amongst skateparks in the Triangle area as a revenue generating skatepark. The ability to hold programs and classes, sell retail merchandise, charge admission, and offer concessions is unique among local municipal skateparks. This steady stream of revenue has allowed for considerable operational updates through the years, and has permitted greater flexibility in operations management.

As expansion elements are considered, it will be important to recognize the potential impacts to these revenue opportunities.

With an expanded layout, it can be expected that the number of programs and classes will increase; it is likely that the expanded area would be able to hold both open skate and private classes at the same time – this would allow for a greater number of programs being offered, as a whole.

An expanded facility would bring more visitors to SK8 Cary – both users and spectators – which would lead to a greater number of retail opportunities, in general. It follows that with a greater number of visitors, admissions and concessions would increase, as well.

In general, expansion efforts shall increase the amount of potential revenue generated by SK8 Cary. Determining how much, and to what extent, will depend on the specific elements added.
E. Annual Planned Expenses

In addition to the revenue streams that SK8 Cary has explored and expanded since its opening, there are anticipated daily and annual costs associated with running the facility.

Daily and long term-maintenance, staff expenses, and hosting events are the major categories of expected expenses by the facility. Understanding how these expenses may increase or decrease as a result of expansion considerations will be critical to determining the appropriate scale of expansion considered by the Town of Cary within the Master Plan.

Maintenance

Running the SK8 Cary facility requires a certain amount of daily maintenance by staff members. Simple items, such as trash removal, clearing the ramps of debris, and cleaning the viewing area of trash are handled by staff members, and contribute to the daily cleanliness and orderly appearance of the facility.

In addition to these daily maintenance procedures, larger, annual maintenance projects occur on a more infrequent basis. The current long-term maintenance schedule for SK8 Cary includes minor ramp repair and replacement, on an as-needed basis. It does not include major ramp replacement.

As mentioned, because SK8 Cary is an open-air facility featuring wooden frame construction and Skatelite-Pro surfacing, exposure to the weather has, over time, resulted in water damage to various elements of the layout.

It would be expected that the construction of a roof over the facility would greatly reduce the need for such a continuous and robust maintenance schedule. This schedule is escalated because of the exposure to major weather events, such as extreme heat or snow and ice accumulation.

Staff

The current operations model, featuring multiple staff members, has been a true separator for SK8 Cary.

Other public skateparks found locally, in Durham and Raleigh, are not staffed, and do not offer the same type of programming that SK8 Cary does. The staff members are continually referenced by both users and parents as one of the most attractive elements of the SK8 Cary experience, due to their proximity, knowledge, and general friendliness. Additionally, staff members are First Aid, CPR, and AED certified.

The SK8 Cary facility currently has two full time employees: Operations and Program Supervisor, and Program Assistant. These positions cover the majority of operation hours, and assist or teach programs, as necessary. A third full-time position, Skate Park Pro, was eliminated in 2012 due to budget constraints.

There are part-time staff members that support the facility, including Center Aide Staff, Recreational Program Instructors, and Summer Camp Volunteers.

Center Aide Staff provide general support for the full-time employees, but there is a high turnover rate because of the inconsistent hours associated with closing the skatepark during rain events.

Recreational Program Instructors are hired on an as-needed basis, and assist with the specific programs outlined previously (Summer Camps, Track-Out Camps, Clinics, Individual and Group Lessons, and other classes).

Summer Camp volunteers are recruited and trained on as as-needed basis, during the summer months.

Hiring additional staff members is dependent on the scale of the SK8 Cary expansion. This would be in response to handling and operating a larger footprint of skate area, assisting with an expanded program schedule, as well as maintaining control of additional users within the skatepark.
**Events**

SK8 Cary Staff are actively engaged in the creation and production of an event series held at the facility.

The skatepark holds three events per year: one in the spring, and two in the fall. These are typically all-day events, with vendors and music that showcase the SK8 Cary facility. They expose the facility to the public, generate buzz within the local community, and stimulate area businesses.

The spring event, held in April or May each year, features small events, games, and activities that are run by instructors. This event is looked at by staff as an ‘Open House’ for SK8 Cary, where they can promote the many activities, camps, and clinics that will be held throughout the summer months.

Two annual events are held in the fall: one BMX oriented, and one Skateboard oriented. These events, which average between thirty and forty participants each, are split into four categories of skill level that range from Beginner to Pro/Open. There are often small sponsorships and local companies that donate prizes for winners and participants.

Currently, due to size, budget, and layout restrictions, SK8 Cary is not able to offer as many contests as desired. The events that are held throughout the year are not consistently profitable, and viewed by Staff as more of an advertising or marketing expense than a profitable venture.

The number of events offered by SK8 Cary is restricted because the current layout was not designed for hosting events. Staff recognizes that other skateparks are better equipped to handle larger events, and consistently get ‘picked’ to host traveling or annual competitions due to their facility layouts.

An additional deterrent noted by SK8 Cary staff is the requirement to wear protective padding and helmets. Traveling pro teams have not chosen SK8 Cary as a venue because of this requirement. This has led to many missed opportunities to host annual or special events, such as ‘Pro Days’, ‘Pro Demos’, and other similar events.

Less experienced athletes are naturally lured to the professional athletes; their participation in events held at SK8 Cary would significantly affect the number of spectators and participants in the event series. This would ultimately result in greater participation, visibility, and exposure for the SK8 Cary facility.

**Summary**

SK8 Cary currently requires a smaller percentage subsidy from the Town of Cary than other venues within Town. This is encouraging, and demonstrates that the current operations procedures at SK8 Cary are working in a positive manner.

Improvements to the facility and subtle changes to the operating and expenses model, as mentioned above, would decrease the subsidy amount further, improving SK8 Cary’s standing as a viable entity of the Town of Cary.
4. **PUBLIC PARTICIPATION**

A. **Public Participation Process**

Direct user feedback is a critical piece of completing the Master Planning process.

Understanding the specific needs of the users helps shape the direction of a project, and provides guidance for community acceptance.

For the SK8 Cary Master Plan, it was determined that several methods would be utilized for gaining input from the local skatepark community.

In consideration of a complete range of opinions, and to ensure that all concerned citizens had the chance to speak up, members of the public were asked to attend or provide feedback during the Master Planning process.

Listed below are the methods of public data collection that were utilized by the Design Team. Input was sought from SK8 Cary users, SK8 Cary parents, Godbold Park users, and adjacent property owners:

- **Public Meetings**: Presentations of goals and concepts, where direct feedback and reaction was requested from the local SK8 Cary community
- **Online Questionnaire**: Existing SK8 Cary facility, user characteristics, use patterns, potential improvements, and their impact to Godbold Park as a whole
- **SK8 Cary Parents**: Liaison between local SK8 Cary users and Design Team, who provided updates and sought feedback on the ongoing Master Planning process

The following section describes the ways in which the Design team and the Town of Cary engaged members of the public throughout the Master Plan process.
B. **Public Meeting #1**

The first Master Plan public meeting was held on December 10, 2014 at the Herbert C. Young Community Center. The meeting was advertised by the Town, and all members of the interested public were invited to attend, listen, provide feedback, and complete the project questionnaire, introduced at the meeting. There were about fifty members of the public in attendance, including the design consultants and Town staff.

The meeting served as a public introduction to the project, and the processes the Town would be going through to reach the final Master Plan. The presentation focused on an introduction to skatepark typologies, how skateparks have evolved through time, and how SK8 Cary could respond and react to the desires, concerns, and expectations of all involved stakeholders.

After the presentation was complete, attendees were included in a more in-depth discussion about the skatepark and other skateparks they have attended. The attendees were asked for input how these skateparks are successful, and how SK8 Cary could implement some of the discussed skatepark practices.

The meeting was instrumental for both the Town Staff and Design Team, as it represented both the kick-off of the public’s participation in the Master Planning process, as well as the culmination of the grassroots efforts of dedicated parents, users, and staff to request and understand the long-range vision of the Town of Cary regarding SK8 Cary.
C. **Questionnaire and Results**

For the purposes of gathering additional information from the public regarding their concerns, ideas, desires, and expectations of the proposed expansion of SK8 Cary, a questionnaire was developed.

This questionnaire was made available at Public Meeting #1, and was available online for a period of two weeks (Late December, 2015). The questionnaire was comprehensive, and asked the public for opinions and input on all aspects of the existing facilities, as well as thoughts regarding the expansion of SK8 Cary. See Appendix for full Questionnaire.

After the questionnaire was released at this meeting, attendees were encouraged to provide feedback, submit ideas, and share concerns about this effort. The questionnaire, and following discussion, served as a valuable tool for the Design Team and Town Staff in determining the public's preferences and desires for a possible expansion.

The following findings summarize the results of the Questionnaire:

**Use Characteristics**
- Completed by 166 people
- 139 people self-identified as primarily a ‘SK8 Cary & Pro Shop User’
- 58% of respondents listed themselves as residents of the Town of Cary
- 57% of respondents utilize the facilities at SK8 Cary at least one time per week
- 82% of respondents spend at least one hour per visit at SK8 Cary
- 88% of respondents feel ‘extremely safe’ when visiting SK8 Cary

**User Characteristics**
- 83% of users are under fourteen years old
- 45% of users self-identified as ‘BMX Users’
- 49% of users self-identified as ‘Skateboard Users’

**Skill Characteristics**
- 17% of users self-identified as ‘Beginners’
- 45% of users self-identified as ‘Intermediate’
- 38% of users self-identified as ‘Expert’

**Skatepark Preferences**
- 58% of respondents indicated that SK8 Cary is a ‘High Quality’ skatepark compared to local skateparks
- 72% of respondents prefer a ratio of 30-50% ‘Plaza’ and 70-50% ‘Transition’ skate elements
- 56% of respondents prefer a Skatelite and Wood construction skatepark
- 66% of respondents prefer a Skatelite layout that could be rearranged every few years

**Roof Structure**
- 71% of respondents indicated that a roof over the facility is a ‘High Priority’
- 76% of respondents indicated a ‘High Increase’ in their visits to SK8 Cary if the facility was roofed
Skatepark Expansion Elements

One section of the questionnaire was particularly geared towards determining the master plan elements that would be included as recommendations in the SK8 Cary Master Plan. Participants were asked a series of questions that included a ranking of preferences of proposed elements. Participants in the Questionnaire were not asked to consider limiting factors, such as cost, space, or repetition of other local skatepark elements.

There was also a free-response section, where participants could contribute their own thoughts, and suggest items that the questionnaire did not consider. Each of these sections proved particularly valuable in determining the final listing of program elements to be included in the Master Plan effort. Several responses, such as Foam Pit, Jump Line, and Pump Track, were not listed in the Questionnaire directly, but were requested with great frequency.

The following charts display the Questionnaire results related to possible expansion elements of SK8 Cary. The elements shaded red represent items currently offered within the existing facilities. Note that there was a free-response section following these questions, which encouraged participants to list other elements not initially considered by the Town of Cary or the Design Team.

The following data grid was used to quantify results of this section of the Questionnaire:

<table>
<thead>
<tr>
<th>DIRECT SUPPORT</th>
<th>GENERAL SUPPORT</th>
<th>GENERAL OPPOSITION</th>
<th>DIRECT OPPOSITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potential Skatepark Improvement Feature</td>
<td>Percentage Rank 7-9</td>
<td>Potential Skatepark Improvement Feature</td>
<td>Percentage Rank 4-9</td>
</tr>
<tr>
<td>Beginner-Intermediate Flow Course</td>
<td>63%</td>
<td>Beginner-Intermediate Flow Course</td>
<td>96%</td>
</tr>
<tr>
<td>Mini-Ramp</td>
<td>63%</td>
<td>Beginner-Intermediate Bowl</td>
<td>92%</td>
</tr>
<tr>
<td>Beginner-Intermediate Bowl</td>
<td>60%</td>
<td>Mini-Ramp</td>
<td>91%</td>
</tr>
<tr>
<td>Competition Level Bowl</td>
<td>57%</td>
<td>Competition Level Bowl</td>
<td>88%</td>
</tr>
<tr>
<td>Competition Level Vert Ramp</td>
<td>48%</td>
<td>Snake Run</td>
<td>4%</td>
</tr>
<tr>
<td>Snake Run</td>
<td>47%</td>
<td>Beginner-Intermediate Street Course</td>
<td>82%</td>
</tr>
<tr>
<td>Competition Level Street Course</td>
<td>45%</td>
<td>Competition Level Street Course</td>
<td>79%</td>
</tr>
<tr>
<td>Beginner-Intermediate Street Course</td>
<td>44%</td>
<td>Competition Level Vert Ramp</td>
<td>70%</td>
</tr>
<tr>
<td>Backyard Style Pool</td>
<td>28%</td>
<td>Backyard Style Pool</td>
<td>65%</td>
</tr>
</tbody>
</table>
Pro-Shop and Building Expansion Elements

The following chart, using the same quantifying data grid as above, represent the support, or opposition, to the Pro-Shop and building-related expansion considerations.

<table>
<thead>
<tr>
<th>DIRECT SUPPORT</th>
<th>GENERAL SUPPORT</th>
<th>GENERAL OPPOSITION</th>
<th>DIRECT OPPOSITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potential Pro-Shop or Structural Feature</td>
<td>Percentage Rank 7-9</td>
<td>Potential Pro-Shop or Structural Feature</td>
<td>Percentage Rank 4-9</td>
</tr>
<tr>
<td>Roof Over SK8 Cary</td>
<td>72</td>
<td>Roof Over SK8 Cary</td>
<td>90</td>
</tr>
<tr>
<td>Larger Pro-Shop</td>
<td>52</td>
<td>Maintenance and Gear Repair</td>
<td>89</td>
</tr>
<tr>
<td>Indoor Seating / Viewing</td>
<td>50</td>
<td>Larger Pro-Shop</td>
<td>80</td>
</tr>
<tr>
<td>Maintenance and Gear Repair</td>
<td>47</td>
<td>Indoor Seating / Viewing</td>
<td>78</td>
</tr>
<tr>
<td>Increased Concession Area</td>
<td>40</td>
<td>Increased Concession Area</td>
<td>75</td>
</tr>
<tr>
<td>Second Story Viewing</td>
<td>38</td>
<td>Second Story Viewing</td>
<td>69</td>
</tr>
<tr>
<td>Multipurpose Room</td>
<td>19</td>
<td>Multipurpose Room</td>
<td>65</td>
</tr>
<tr>
<td>Media Room / Computer Lab</td>
<td>15</td>
<td>Media Room / Computer Lab</td>
<td>40</td>
</tr>
</tbody>
</table>

Initial SK8 Cary Expansion Elements

The following list represents the initial program considerations, based on the results of the questionnaire:

**Action Elements**
- New layout of Beginner-Intermediate Flow Course
- Beginner-Intermediate or Competition Level Bowl
- Existing Mini-Ramp
- Pump Track / Jump Line
- Foam Pit
- Competition Level Vert Ramp
- Mountain Bike Skills Course

**Building Additions**
- Multipurpose Room
- Maintenance and Gear Repair
- Indoor Seating/Viewing for Visitors
- Larger Pro-Shop
- Roof over SK8 Cary Facility
- Covered Facility for Year-Round Use

The elements under consideration for implementation within the Master Plan framework helped both the Design Team and Town Staff to determine the direction of the SK8 Cary Master Plan. This list, however, was simply a reflection of the user's desires, and had not considered other important factors in the long-range planning of the facility, such as the Town of Cary's goals, budget, and visions regarding the master plan.

**Questionnaire Conclusion**

The Questionnaire was a direct out-reach to the users of SK8 Cary, their parents, Godbold Park visitors, neighbors, and other members of the general public. With such a high number of responses (166), the results could be viewed by both the Town of Cary and the Design Team as true representations of the concerns and ideas of SK8 Cary visitors.

As results of the Questionnaire were tabulated, certain elements rose to the forefront for consideration in the master plan. It became very clear that SK8 Cary users had particular thoughts regarding their own expansion considerations; at this point, the Design Team recognized that certain parameters, goals, and filters would be necessary as the Master Plan process proceeded. The Design team began working with Town Staff in determining these expansion goals.
D. **SK8 Cary Parents**

As the group responsible for spearheading the grassroots effort to bring an expansion effort to SK8 Cary, a small group of the more dedicated parents were assembled to act as a liaison between the Town of Cary and the SK8 Cary users, in the sharing and dissemination of information related to the Master Planning process.

The group met on January 20, 2015. During this meeting, the SK8 Cary Parents were asked to provide feedback on the process.

E. **Town of Cary Goals**

In considering expansion efforts for the SK8 Cary facility, the Town of Cary and Design Team established specific goals that would assist in the vetting decisions for the Master Plan. The stated goals are as follows:

- To enhance SK8 Cary as one of the top training facilities in the Triangle
- To maintain SK8 Cary as a family-oriented facility
- To create a more financially viable SK8 Cary facility
- To enable SK8 Cary to host demonstrations and competitions appropriate for its location and size
- To create a full spectrum of amenities that provide ongoing learning opportunities for a variety of skill sets

The initial list of program elements to be considered for the expansion of SK8 Cary (determined through the questionnaire) was vetted through these goals by the Design Team and Town Staff.

After thorough examination, a final list of expansion elements was established, which was presented to the public in Public Meeting #2.

F. **Public Meeting #2**

The second Master Plan public meeting was held on March 4, 2015 at the Cary Art Center. The meeting was advertised by the Town, and all members of the interested public were invited to attend, listen, and provide feedback. There were about twenty-five members of the public in attendance, as well as the assembled design team and representatives from the Town of Cary.

The meeting was held to update the public on the Master Plan process, share improvements to the facility's 'Niche Statement', explain how the selected expansion elements would respond to the stated goals, and to explain the steps and processes the Design Team and Town Staff had utilized to select the expansion elements for the Master Plan.

G. **Niche Statement**

The Design Team presented an updated 'Niche Statement', which is essentially the mission statement for the SK8 Cary facility.

The ‘current’ mission statement, followed by the ‘proposed’ mission statement, is listed below:

**Current:** “SK8 Cary is, and always will be, a FUN place to be. It is a Skateboard, Scooter, Inline, and BMX training facility, with opportunities for beginner and intermediate skill levels to learn and practice their skills. It is a place for friends and families to celebrate as a community. It is an opportunity for the Town of Cary to host local events, and be a positive asset for the Town. It is: SK8 Cary.”

**Proposed:** “SK8 Cary is, and always will be, a FUN place to be. It is a Skateboard, Scooter, Inline, and BMX training facility, with opportunities to develop a variety of abilities, through the learning, practicing, and mastering of skills. It is a place for friends and families to gather and celebrate as a community. It is an opportunity for the Town of Cary to host local and special events, and be a positive asset for the Town. It is: SK8 Cary.”
H. Proposed SK8 Cary Expansion Elements

The following list was presented at the second public meeting as the ‘Proposed Expansion Elements’ being considered for inclusion in the Master Plan document:

**Action Elements**
- New layout of Beginner-Intermediate Flow Course
- Existing Mini-Ramp
- Pump Track / Jump Line
- Foam Pit
- Competition Level Vert Ramp
- Mountain Bike Skills Course

**Building Additions**
- Multipurpose Room
- Maintenance and Gear Repair
- Indoor Seating/Viewing for Visitors
- Larger Pro-Shop
- **Roof over SK8 Cary Facility**
- Covered Facility for Year-Round Use

After the list was presented, the Design Team detailed what exactly each of the proposed elements contained or were referencing, and why certain elements were left out.

Visual aides were utilized during the presentation, to familiarize everyone with each concept and expansion element. These aides are seen below:

**NEW LAYOUT FOR BEGINNER / INTERMEDIATE / ADVANCED FLOW COURSE**

What is this?

- Creation of two ‘zones’ based on skill level
- Located within the existing concrete pad
- Skatelike surface

**Beginner/Intermediate Zone**

- Beginner/Intermediate Ramps
- Begin moving up and down ramps
- ‘Street Style’ skate elements

**Intermediate/Advanced Zone**

- Intermediate/Advanced Ramps
- Flow Course
- Cutting edge ramps that ‘push the limits’
NEW LOCATION OF EXISTING MINI-RAMP

What is this?

- Reuse of existing Mini-Ramp
- Intermediate/Advanced element
- Skatelite surface

As a stand-alone element

- Relocated on pad
- Intermediate/Advanced element

Incorporated into ramp layout

- Addition of bowl corners on one side
- Intermediate/Advanced element

JUMP LINE

What is this?

- Series of large rolling ramps and jumps
- Beginner/Intermediate/Advanced element
- Skatelite surface

Beginner

- Introduction to large rolling ramps
- Introduction to speed and momentum

Intermediate/Advanced

- Large ramps provide big air
- Speed and momentum training

PUMP TRACK

What is this?

- Series of small rolling ramps and jumps
- Beginner/Intermediate/Advanced element
- Skatelite surface

Beginner

- Small ramps
- Introduction to speed and momentum

Intermediate/Advanced

- Focus on momentum
- Speed and momentum training
**FOAM PIT**

What is this?

- Landing area filled with foam strips
- Promotes trick progression
- Incorporated with roof addition only
- Beginner/Intermediate/Advanced element

Beginner

- Small ramps
- Learn the feeling of ‘flying’

Intermediate/Advanced

- Establish proper body control mid-air
- Attempt tricks without landing

---

**MOUNTAIN BIKE SKILLS COURSE**

What is this?

- Beginner/Intermediate/Advanced element
- Promotes balance and body control
- Treated wood construction

Beginner

- Low bridges or boardwalks
- Wide travel paths

Intermediate/Advanced

- Narrow bridges and boardwalks
- Dynamic elements (See-Saw)
- Narrow travel paths

---

**COMPETITION LEVEL VERT RAMP**

What is this?

- Large ramp with vertical walls
- Competition-level element
- Advanced element
- Regional draw for Competitions & Demos
- Only one within 200 miles
- Logical skill progression from flow-course to vert ramp

Intermediate/Advanced

- Challenging element will push user’s limits
**BUILDING RENOVATIONS**

What is this?

- Expansion of building’s overall layout
- Addition of a multipurpose room
- Heated/Cooled Area for spectators
- Larger Pro Shop
- Expanded storage and administrative space

![Existing Pro-Shop](image)

**ROOF OVER SKATEPARK**

What is this?

- Roof over SK8 Cary skatepark
- Provides weather-independent access to skatepark

![Sample Roof](image)
I. **Open Discussion**

When the presentation of the proposed expansion elements was complete, an open discussion was held, so that attendees could comment on the proposed elements, or ask questions about the process used to reach the final list. Attendees were also asked to share any thoughts, concerns, or desires related to the project process. Many of those in attendance voiced support for the SK8 Cary’s expansion. Some attendees from the adjacent neighborhood expressed concern about sound, lights, and visibility that are filtered through the woods.

J. **Preferred Expansion Elements**

At the conclusion of the open dialogue session, attendees were asked to rank each expansion element based on their priorities. The Design Team had a general understanding of what was preferred overall, but with certain options no longer under consideration, and a greater understanding by the public regarding the Town’s goals for SK8 Cary as a whole, preferences were reconfirmed.

The following image shows results of the meeting attendee’s preferred elements regarding SK8 Cary’s expansion:
5. MASTER PLANNING

A. Master Planning Process

The process employed by the Design Team and Town Staff has identified site characteristics, constraints, and opportunities, analyzed current SK8 Cary operations, completed case studies on local, regional, and national skateparks, and engaged the public in determining the particular elements to be included in the Master Plan.

The next phase of plan development encourages the synthesis of all available information towards the creation of the facility Master Plan. The following section summarizes this process.

**Buildable Area**

In the site and program analysis stage of project development, it was determined that a limited impact to Godbold Park’s existing facilities and programs would need to be considered. The ‘Limits of Disturbance’ line (shown as a dashed, yellow line) was drafted in response to the site analysis. This area focuses the potential expansion to the immediate, adjacent areas surrounding the existing SK8 Cary facility, limiting the overall impact to the surrounding park programs. The Design Team carefully reviewed the proposed features, in combination with the ‘Limits of Disturbance’ to ensure that the expansion efforts were feasible, constructible, and responsible.

The following image shows the ‘Limits of Disturbance’ in relation to the existing SK8 Cary facility:
Site Layout Concepts

As the Design Team explored various layout options, sketches were generated. These conceptual sketches allowed for baseline discussions between Town Staff and the Design Team. It was important for all stakeholders to understand, visually, what proposed expansion strategies could be developed, as well as recognize the various constraints associated with each proposed layout. These discussions focused on more specific information related to the various layouts, such as cost ranges, implementation strategies, and opportunities or constraints associated with each.

Below are several layout sketches utilized by the Design Team during this stage of the process:

Sample of sketches utilized by Design Team and Town Staff during expansion discussions
B. **SK8 Cary Vision**

With considerations to of all those involved in the Master Planning process, a series of expansion options were created for the SK8 Cary Master Plan.

The following pages present three expansion options for consideration:

- Ramp Replacement
- Action Park
- Action Park & Vert

The following pages detail these options, including their horizontal layout, opinions of total cost of design, permitting, and construction, and their relationship to the current site layout.

Also presented in this section are renderings, completed by Town of Cary Staff, that show potential layouts of specific ramp areas, in order to help better visualize the layout options.

*The renderings presented in this section are meant to be utilized as a guide for future efforts, and are not meant to be taken as a final design. More detailed studies, with specific construction documents, would need to be completed, based on the selected option.*

**Narrative**

SK8 Cary’s goal has always been to provide a safe, staffed, and exciting community skatepark.

Recently, it has been noted that the facility has aged slightly, and has not been renovated or is behind in keeping pace with skateparks recently constructed in the area.

**Ramp replacement and noted expansion considerations have to be considered, to ensure continued viability.**

An expansion effort not only reshapes and invigorates the facility, but capitalizes on the existing operation’s successes.

An expansion will also respond to the established Town of Cary goals for the facility, and continue operation as a safe, staffed, Town-operated, sports venue.

C. **Vision Options**

The proposed layouts respond to the defined goals and research as defined in the Master Plan.

There are three distinct options; each is shown with an area map, as well as an opinion of total cost of design, permitting, and construction for each of the options.

These renderings are graphical in nature, and not to be utilized for construction purposes. They will guide future development efforts, as the Master Plan for SK8 Cary.
SK8 Cary Vision Plan

‘Ramp Replacement’ Option

PROPOSED SK8 CARY PROGRAMS

<table>
<thead>
<tr>
<th>Program</th>
<th>Cost Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Flow Course</td>
<td>TOTAL: $400,000 - $500,000</td>
</tr>
<tr>
<td>Flow Course Range (Beginner)</td>
<td></td>
</tr>
<tr>
<td>Flow Course Range (Intermediate / Advanced)</td>
<td></td>
</tr>
<tr>
<td>Building Expansion</td>
<td>TOTAL: $500,000 - $600,000</td>
</tr>
<tr>
<td>Pre-Shop Improvements</td>
<td></td>
</tr>
<tr>
<td>Community Room Addition</td>
<td></td>
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<tr>
<td>Varsity Area Improvements</td>
<td></td>
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</tbody>
</table>

GRAND TOTAL COST RANGE: $900,000 - $1,100,000

Note: The Cost Range listed is a representation of the Design, Build, and Tenant of Cary’s fee and cost for the following SK8 Cary Expansion phased design, planning, and construction.
Concept Renderings

The following images are example layouts that could be proposed with each option, as described in the previous pages. These renderings are not intended to be representative of any final design considerations, and are to be utilized only as a means to represent the various type of ramps, layouts, and facility amenities for SK8 Cary.

Each of the above layout options has unique elements that would contribute to a better-functioning SK8 Cary. These options were vetted by the Design Team and Town of Cary Staff, before the final recommendations were considered.
6. **RECOMMENDATIONS**

A. **Plan Recommendations**

After careful consideration, research, and analysis of Godbold Park and the existing skatepark, the ‘**Action Park**’ option is recommended as the Sk8 Cary Master Plan.

As shown in the above rendering, this option includes:

- A. The creation of new zones for skatepark users (likely ‘Beginner-Intermediate’ and ‘Intermediate-Advanced’)
- B. Expand the existing Pro-Shop and Restroom
- C. Construct a new concrete pad in the direction of the basketball courts (a ‘Jump Line’, ‘Pump Track’, and ‘Foam Pit’ shall be located on this pad)
- D. Build a roof over both the existing and proposed concrete pads
- E. Future action facilities (such as mountain bike skills trails, rock climbing walls)

The ‘Action Park’ layout is a balanced response considering public and consultant feedback.

Important factors, such as budget, availability of expansion space, future impacts on revenue, and current user demands, among other considerations, were evaluated to develop the long term vision for the existing facility.
B. Town Goals

As mentioned previously, when considering the a Master Plan for SK8 Cary, the Town had to evaluate recommendations through a series of filters designed to help guide development of the Master Plan. The ‘Action Park’ option responds to the Town’s goals in the following ways:

- To enhance SK8 Cary as one of the top training facilities in the Triangle
  - With the division of the main facility into two skill-based areas, users will now be able to utilize a course specifically adapted to their abilities, and designed to push the perceived limits of this ability.
  - The ‘Foam Pit’ will allow users to practice and attempt tricks that would otherwise be difficult to practice. Users with varying skill levels will benefit from being able to experience the thrill of getting air and attempt tricks, without the fear of getting hurt.
  - The ‘Jump Line’ will allow for a greater understanding of balance, technique, and momentum in relation to riding on ramps. This section will be valuable for gaining confidence necessary for moving to the more specialized ramps of the ‘Intermediate-Advanced’ area and can be used for both BMX & skaters.
  - The ‘Pump Track’ will be a valued learning element for both beginner and advanced riders. It will both introduce and reinforce the speed, balance, and momentum necessary for riding the bigger ramps in the park, and also introduce the concept of rhythm to users.
  - The building expansion will house a ‘Community Room’ that could be utilized as a classroom space, for instructional use during camps, lessons, and clinics.
  - The roof addition will allow year-round park access and uninterrupted sessions during extreme weather events.

- To maintain SK8 Cary as a family-oriented facility
  - Expansion to the existing building will include a larger Pro-Shop and storage, heated and cooled space for viewing, and a ‘Community Room’ that could be utilized as a meeting space or rented for special events.
  - The separated skill level “zones” will provide users the ability to utilize a course that is suited for their needs and allow for more interaction between users.

- To create a more financially viable SK8 Cary facility
  - The additional square footage and separated zones will eliminate the “block scheduling”, allowing skate, BMX, and scooters shared use.
  - The roof addition will allow for uninterrupted use by visitors, and ensure that the park will not be closed due to weather-related events. It is estimated that one and a half years out of five are currently ‘lost’ due to inclement weather, or the threat of inclement weather.
  - The additional ramps and ‘Foam Pit’ will expand programming for the facility.
  - The additional square footage proposed for the Pro-Shop will allow for a greater number, and variety, of retail goods to be sold.
  - The updated park layouts will provide a more attractive space for sponsors, professionals, and prospective events. A competition-level layout, along with increased spectator viewing opportunities, will provide the necessary infrastructure to host the type of revenue-generating events.
To enable SK8 Cary to host demonstrations and competitions appropriate for its location and size

- The expanded skatepark square footage will allow for more specific use of certain areas, without compromising scheduled skate/BMX times.
- The ‘Intermediate-Advanced’ area will provide a space where top level riders will be able to compete. Currently, the layout does not provide enough advanced elements for hosting top-level competitions. These competitions, somewhat specialized according to skill level, could be expanded from their current role into one that occurs with more frequency, but remains appropriate for the facility’s size.
- The success of hosting demonstrations and competitions relies on the ability to support the audience. The expanded skatepark would alleviate the current limitations.

To create a full spectrum of amenities that provide ongoing learning opportunities for a variety of skill sets

- The proposed areas split by skill level (‘Beginner-Intermediate Flow Course’ and ‘Intermediate-Advanced Flow Course’) will allow a variety of learning opportunities that correlate with skill level.
- The ‘Pump Track’ is a unique amenity in that it can be used by beginner and advanced BMX/Skate users. The series of rolling ramps can be utilized in many different ways, and teaches fundamentals that are important to even the most advanced user. Its wide variety of applications will provide continual learning opportunities for visitors.
- The ‘Jump Line’ is a more advanced element that can be utilized prior to moving onward to the ‘Intermediate-Advanced Flow Course’.
- The ‘Foam Pit’ will provide a large number of learning opportunities, from the beginner to the professional. Tricks and airs will gradually become more familiar to users while transferring these skills to the other park elements.
- The building addition, specifically the ‘Community Room’, will establish a common area for visitors to interact with instructors and utilize items, such as videos or dry-erase boards, as an aide to demonstrate new techniques and skills.

C. Additional Recommendations

As expansion efforts are considered, it is clear that the facility Master Plan will have the capacity to offer a greater variety of programming than is suggested by SK8 Cary. It is recommended that the name of the facility be changed to ‘Cary Action Park’, as a response to the amenities offered. This will move the facility away from the perception that it caters solely to skateboarding. This is important because many of the local municipal facilities do not allow bikes, or are not as conducive to BMX participation. The ‘Cary Action Park’ will offer a full complement of skateboarding, BMX, and scooter park elements, as well as future action facilities such as a mountain bike skills course or climbing walls. The name change will be representative of this expanded facility.

A more specific marketing campaign is also recommended. Currently, there is no official logo available for use on merchandise, such as shirts, stickers, hats, or event tents. A better understanding of the branding strategy of the facility will increase the visibility within the community, and improve the park’s perception as an established facility.

Currently, SK8 Cary does not utilize an official Facebook, Twitter, or Instagram page. As the facility is expanded, a more concentrated social media effort to reach dedicated users will further enhance Cary Action Park’s standing and communication with visitors. It is recommended that the creation of social media accounts be implemented as soon as possible; for example, there is currently no way for potential visitors to know if the park is open or closed, without calling the park directly. Until the roof is constructed, this will be a valuable tool for communication.

Other social media sites similar to these can help quickly disseminate photographs, contest information, professional appearances, or retail sales to thousands of people, increasing the ability to promote SK8 Cary.
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   B. ‘Action Park’ Option
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   A. ‘Ramp Replacement’ Option
   B. ‘Action Park’ Option
   C. ‘Action Park & Vert’ Option
Appendix

Mount Trashmore Skatepark
Virginia Beach, VA
200 miles - Public Park

4th Ward Skatepark
Atlanta, GA
400 miles - Public Park

Swift-Cantrell Skatepark
Kennesaw, GA
417 miles - Public Park

Ocean Bowl Skatepark
Ocean City, MD
333 miles - Public Park

Kona Skatepark
Jacksonville, FL
486 miles - Private Park

Paine’s Park Skatepark
Philadelphia, PA
410 miles - Public Park

"Destination Skateparks" Southeast, USA
1) Mount Trashmore
   Virginia Beach, VA
2a) Duncan Creek Skatepark
    Gwinnett County, GA
2b) Woodward Skatepark
    Lawrenceville, GA
3) 4th Ward Skatepark
    Atlanta, GA
4) Swift-Cantrell Skatepark
    Kennesaw, GA
5) Ocean Bowl Skatepark
    Ocean City, MD
6) McIntire Skatepark
    Charlottesville, VA
7) Summit Bechtel Reserve
    Glen Jean, WV
8) Kona Park Skatepark
    Jacksonville, FL
9) Louisville Extreme Park
    Louisville, KY
10a) FDR Skatepark
    Philadelphia, PA
10b) Paine’s Skatepark
    Philadelphia, PA
11) Coleman Oval Park
    New York City, NY
12) Camp Woodward
    Woodward, PA
13) Ohio Dreams Skatepark
    Butler, OH
14) DC Shoes Skate Plaza
    Kettering, OH
15) Lakeland Skatepark
    Lakeland, FL
16) Skatepark of Tampa
    Tampa Bay, FL
17) Sarasota Skatepark
    Sarasota, FL
18) Lynch Family Skatepark
    Boston, MA

*Public Skatepark*
*Private Skatepark*
Skateparks 30-250 miles from SK8 Cary

1. Sk8 Cary - 0 miles - Cary, NC
2. Angier Skatepark - 20 miles - Public, Free - Angier, NC
3. YDG Skatepark - 48 miles - Private, $ - Burlington, NC
4. Chatham Skatepark - 56 miles - Private, Free - Fort Bragg, NC
5. Wilson Skatepark - 60 miles - Public, Free - Wilson, NC
6. Sunset Park Skatepark - 65 miles - Public, Free - Rocky Mount, NC
7. Asheboro Skatepark - 62 miles - Public, Free - Asheboro, NC
8. The R Bar Skatepark - 45 miles - Private, Free - Fayetteville, NC
9. Double Decker Skatepark - 65 miles - Private, $ - Fayetteville, NC
10. Apex Board Skatepark - 71 miles - Private, $ - Greensboro, NC
11. Roxboro Skatepark - 90 miles - Private, $ - Greensboro, NC
12. Red River Skatepark - 90 miles - Private, $ - Greensboro, NC
13. Etowah Skatepark - 90 miles - Public, Free - Greenville, NC
14. HCB Skatepark - 97 miles - Public, Free - Washington, NC
15. Jacksonville Skatepark - 126 miles - Public, Free - Jacksonville, NC
16. Riverside Skatepark - 133 miles - Public, Free - Mt. Airy, NC
17. The Skateboards - 135 miles - Private, $ - Hope Mills, NC
18. Falling Creek Skatepark - 149 miles - Public, Free - Bedford, VA
19. Carolina Beach Skatepark - 149 miles - Public, Free - Carolina Beach, NC
20. Soul Ride Skatepark - 150 miles - Public, $ - Concord, NC
21. Grayson Skatepark - 164 miles - Public, $ - Charlotte, NC
22. Saturday Warehouse - 164 miles - Private, $ - Charlotte, NC
23. Maple Skatepark - 190 miles - Public, Free - Cumming, NC
24. Trachmore Skatepark - 200 miles - Public, Free - Virginia Beach, VA
25. Woodbridge Skate Plaza - 200 miles - Public, Free - Virginia Beach, VA
26. Williams Farm Skatepark - 200 miles - Public, Free - Virginia Beach, VA
27. Aviation Skatepark - 210 miles - Public, Free - Kill Devil Hills, NC
28. Kitty Hawk Skatepark - 244 miles - Public, Free - Kitty Hawk, NC
29. Knott’s Island Skatepark - 221 miles - Public, Free - Knott’s Island, NC
30. Island Revolution Skatepark - 237 miles - Private, $ - Corolla, NC

*Based on limited research and data collection, list is not meant to be comprehensive, and is subject to vary with future analysis, research, and discovery of North Carolina area skateparks.
Appendix

Skateparks 0-30 miles from Sk8 Cary

1. Apex Skate Plaza - Public; Free - 7 miles - Apex, NC
2. Marsh Creek Skatepark - Public; Free - 16 miles - Raleigh, NC
4. Wheels Fun Park - Private; $ - 18 miles - Durham, NC
5. Central Park Skate Plaza - Public; Free - 19 miles - Durham, NC
6. The Factory - Private; $ - 24 miles - Wake Forest, NC
7. Chapel Hill Skatepark - Public; Free - 27 miles - Chapel Hill, NC

*Public Facility (Orange); Private Facility (Yellow)
Questionnaire:

The Town of Cary is seeking your feedback regarding the creation of a master plan for the possible expansion of the Sk8 Cary skatepark facility located within Robert V. Godbold Park. The information and results gathered in this questionnaire will be used to assist in the creation of the master plan. This questionnaire should take about 20 minutes to complete and your participation is voluntary. If you chose to participate – and we hope you do – Please note that responses are considered public record under state law.

1. Are you a Cary resident?
   - Yes
   - No
   If no, where do you live? ______________________________

2. To help us better understand your responses and how they apply to the Sk8 Cary master planning effort, please check the appropriate selections:
   - I do not visit Godbold Park or Sk8 Cary
   - I am a Godbold Park user
   - I am not a Sk8 Cary user
   - I am an adjacent property owner
   - I am a Parent of a Sk8 Cary user
   - I am a Sk8 Cary user over 18 years old
   - I am a Sk8 Cary user 17 years and under

3. As a park user, what do you primarily consider yourself?
   - Tennis court visitor
   - Playground visitor
   - Basketball court visitor
   - Dog park visitor
   - Greenway trail visitor
   - Nature walk visitor
   - Sk8 Cary & Pro shop visitor
   - None of the above, interested community member

4. How often do you currently visit Godbold Park?
   - Once a year
   - Once a month
   - Once a week
   - 2-3 times per week
   - 4-5 times per week
   - Every day
   - I do not visit Godbold Park
5. The Sk8 Cary facility is located within Godbold Park. In addition to Sk8 Cary, Godbold Park offers a variety of other amenities to the public. As a park user, rate the following elements of the current Godbold Park amenities according to their importance. Use a 9 point scale with 1 being a low priority and 9 being high priority.

<table>
<thead>
<tr>
<th>Element</th>
<th>1</th>
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<th>8</th>
<th>9</th>
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</thead>
<tbody>
<tr>
<td>a. Tennis Courts</td>
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<td>b. Playground</td>
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<tr>
<td>c. Basketball Courts</td>
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<td>d. Dog Park</td>
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<td>e. Greenway Trails</td>
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<td>f. Nature Walk</td>
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<tr>
<td>g. Sk8 Cary &amp; Pro shop</td>
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</table>

6. As a park user, how do you access the park? Check all that apply.

☐ Walk
☐ Skate
☐ Bike
☐ Drive
☐ Get Dropped off
☐ Other______________________________

7. If the Town were to expand the Sk8 Cary facility. What issues, if any, would you like considered in this effort? What concerns do you have?

What: ___________________________________________________________

Why: ____________________________________________________________

What: ___________________________________________________________

Why: ____________________________________________________________
8. Who in your household are current members of Sk8 Cary?

- Me

What age group do you fall in?

- Under 10
- 11-14
- 15-17
- 18-25
- 26-35
- 36-45
- 46-55
- 56-65
- 66-75
- Over 75

- My Children

What age group do they fall in?

- Under 10
- 11-14
- 15-17
- 18-25
- 26-35
- 36-45
- 46-55
- 56-65
- 66-75
- Over 75

How many children (17 and under) in your household are current users of Sk8 Cary?

- I am not a Sk8 Cary user

9. As a Sk8 Cary user, what do you primarily consider yourself?

- Skateboarder
- BMX Bike Rider
- Inline Skater
- Scooter Rider
- Other ______________________

- I am not a Sk8 Cary user

10. As a Sk8 Cary user, how would you rate your experience level?

- Advanced
- Intermediate
- Beginner

- I am not a Sk8 Cary user

11. Besides Sk8 Cary, what are your favorite skateparks in the region?

Skatepark: ____________________________________________________________

Why: __________________________________________________________________

Skatepark: ____________________________________________________________

Why: __________________________________________________________________
12. Compared to the other skateparks you visit in the region, how would you rank the quality of Sk8 Cary? Use a 9-point scale where 1 is low quality and 9 is high quality, 5 is average.

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
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<th>6</th>
<th>7</th>
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<tbody>
<tr>
<td>Low Quality</td>
<td>Average</td>
<td>High Quality</td>
<td></td>
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</tbody>
</table>

Why:________________________________________________________

____________________________________________________________________

13. How often do you currently visit Sk8 Cary?
- Once a year
- Once a month
- Once a week
- 2-3 times per week
- 4-5 times per week
- Every day
- I am not a Sk8 Cary user

14. A “transition” type skatepark course is made up of elements that have radiused vertical walls i.e. bowl, pool, quarter-pipe, half-pipe, etc. A “plaza” type skatepark course is made up of non-radiused elements commonly found in the urban environment i.e. stairs, benches, curbs, planters, hand rails, banisters, etc. What is your preferred ratio of “transition” to “plaza”?
- 100% plaza, 0% transition
- 70% plaza, 30% transition
- 50% plaza, 50% transition
- 30% plaza, 70% transition
- 0% plaza, 100% transition
- I am not a Sk8 Cary user

15. As a Sk8 Cary user, what is your preferred riding surface?
- Concrete
- Skatelite
- Wood
- Steel
- Asphalt
- I am not a Sk8 Cary user
16. As a skatepark user, please rate your preference of the following two (2) skatepark types. Use a 9 point scale where 1 is low preference and 9 is high preference.

   a. Primarily permanent concrete terrain with a handful of elements that could be moved/rearranged.

   |   |   |   |   |   |   |   |   |   |
   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
   | Low preference | Average preference | High preference |

   b. Primarily wood/Skatelite ramps that could be rearranged every few years.

   |   |   |   |   |   |   |   |   |   |
   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
   | Low preference | Average preference | High preference |

17. As a Sk8 Cary user, rate the following skatepark elements according to their importance. Use a 9 point scale with 1 being a low importance and 9 being high importance.

   a. Competition-level vert ramp

   |   |   |   |   |   |   |   |   |   |
   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
   | Low Importance | Average Importance | High Importance |

   b. Competition-level bowl

   |   |   |   |   |   |   |   |   |   |
   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
   | Low Importance | Average Importance | High Importance |

   c. Competition-level street course

   |   |   |   |   |   |   |   |   |   |
   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
   | Low Importance | Average Importance | High Importance |

   d. Beginner-intermediate bowl

   |   |   |   |   |   |   |   |   |   |
   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
   | Low Importance | Average Importance | High Importance |

   e. Beginner-intermediate street course

   |   |   |   |   |   |   |   |   |   |
   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
   | Low Importance | Average Importance | High Importance |

   f. Beginner-intermediate flow course (mix of street & transition)

   |   |   |   |   |   |   |   |   |   |
   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
   | Low Importance | Average Importance | High Importance |

   g. Mini ramp

   |   |   |   |   |   |   |   |   |   |
   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
   | Low Importance | Average Importance | High Importance |

   h. Backyard style pool (tight transitions, pool coping, wedding cake stairs, etc.)

   |   |   |   |   |   |   |   |   |   |
   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
   | Low Importance | Average Importance | High Importance |
i. Snake run

<table>
<thead>
<tr>
<th>1</th>
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<th>4</th>
<th>Average</th>
<th>6</th>
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<tbody>
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<td>Average Importance</td>
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<td>High Importance</td>
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</tbody>
</table>

☐ I am not a Sk8-Cary user

Other:

______________________________________________________________________________________________
______________________________________________________________________________________________
______________________________________________________________________________________________

18. What are your short-term (1-3 years) priorities for improving the quality of the Sk8 Cary facility?
   What: __________________________________________________________________________
   Why: __________________________________________________________________________
   What: __________________________________________________________________________
   Why: __________________________________________________________________________

19. What do you most like about the current Sk8 Cary Facility?
   What: __________________________________________________________________________
   Why: __________________________________________________________________________
   What: __________________________________________________________________________
   Why: __________________________________________________________________________

20. What do you least like about the current Sk8 Cary facility?
   What: __________________________________________________________________________
   Why: __________________________________________________________________________
   What: __________________________________________________________________________
   Why: __________________________________________________________________________
21. As a Sk8 Cary user, how do you access the skatepark? Check all that apply.
   □  Walk
   □  Skate
   □  Bike
   □  Drive
   □  Get Dropped off
   □  Other_________________________________________________________
   □  I am not a Sk8 Cary user

22. As a Sk8 Cary user, what is your average time per visit?
   □  1 hour
   □  1-2 hours
   □  2-3 hours
   □  Other_________________________________________________________
   □  I am not a Sk8 Cary user

23. How often do you travel to other regional skatepark facilities?
   □  Once a year
   □  Once a month
   □  Once a week
   □  2-3 times per week
   □  4-5 times per week
   □  Every day
   □  I do not travel to other skateparks

24. How often do you purchase equipment from the SK8-Cary shop?
   □  Once a week
   □  Once a month
   □  Few times a year
   □  Other_________________________________________________________
   □  I do not purchase equipment from the Sk8 Cary shop

25. Is the Sk8-Cary shop your primary retailer for skate equipment?
   □  Yes
   □  No
   □  I do not purchase equipment from the Sk8 Cary shop

   If No, Why? Where else do you purchase equipment?
   ___________________________________________________________________
   ___________________________________________________________________
26. How safe do you feel the atmosphere/environment is at SK8-Cary? Use a 9-point scale where 1 is extremely unsafe and 9 is extremely safe, 5 is average.

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<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely Unsafe</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Extremely Safe</td>
</tr>
</tbody>
</table>

For responses below a 5 please tell us specifically why:

______________________________________________________________________________________________
__________________________________________________________________

The following questions are in regards to the SK8-Cary pro-shop and restroom building.

1. As a Sk8 Cary user, please rate the importance for additional personal items storage area, such as small lockers? Use a 9 point scale with 1 being a low importance and 9 being high importance.

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<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Importance</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>High Importance</td>
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</tbody>
</table>

2. As a Sk8 Cary user, do you use the equipment repair area in the breeze way. Use a 9 point scale with 1 being a low use and 9 being high use.

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<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Use</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>High Use</td>
</tr>
</tbody>
</table>

3. The Sk8 Cary pro-shop is an important part of the skatepark facilities. In addition to the current building elements (pro-shop, concessions, lockers, restrooms, workbench, etc.). What other program elements for the building would you like to have? Rate the following building improvements that could be included in the master plan study according to their importance/priority. Use a 9 point scale with 1 being a low priority and 9 being high priority.

   a. Multi-purpose room
   b. Media room/Computer Lab
   c. Maintenance and gear repair
   d. Indoor seating/viewing for visitors
   e. Second story viewing area
   f. Larger pro-shop with increased inventory
   g. Fully functional concession area
   h. Roof over areas of the skatepark

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
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<th>7</th>
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<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Priority</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>High Priority</td>
</tr>
</tbody>
</table>
Other:

______________________________________________________________________________________________

______________________________________________________________________________________________

____________________________________________________

4. If there were a roof structure over certain areas of the skatepark elements, would you use the facility more than you do now? Use a 9 point scale where 1 is low increase in use and 9 is high increase in use.

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<tr>
<th></th>
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<th>7</th>
<th>8</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No Increase</td>
<td>Average</td>
<td>High Increase</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

Why:______________________________________________________________________________________________

__________________________________________________________________________________________________

______________________________________________________________________________________________

End of Survey:

Thank you for taking the time to complete this questionnaire for the Sk8 Cary Master Plan.

Optional:
For all individuals 18 years and older, please provide the following information so if needed we may contact you to obtain clarification on your responses.

First Name  __________________________________
Last Name  __________________________________
Street Address  __________________________________
City  __________________________________
State  __________________________________
Zip Code  __________________________________
Email  __________________________________
Phone  __________________________________
Appendix

SK8 Cary Vision Plan
‘Action Park’ Option

PROPOSED SK8 CARY PROGRAMS

<table>
<thead>
<tr>
<th>Program</th>
<th>Cost Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Flow Course</td>
<td>TOTAL: $240,000 - $300,000</td>
</tr>
<tr>
<td>Building Expansion</td>
<td>TOTAL: $440,000 - $450,000</td>
</tr>
<tr>
<td>New Action Area</td>
<td>TOTAL: $275,000 - $290,000</td>
</tr>
<tr>
<td>Roof</td>
<td>TOTAL: $330,000 - $1,400,000</td>
</tr>
<tr>
<td>Future Action Facilities</td>
<td>TOTAL: $135,000 - $225,000</td>
</tr>
</tbody>
</table>

GRAND TOTAL COST RANGE: $1,800,000 - $2,700,000

Note: The Cost Range listed is a representation of the City of Cary and Town of Cary staff’s estimate of cost for the following SK8 Cary expansion programs: design, permitting, and construction.

EXISTING PARK PROGRAMS

1. Basketball Court
2. Parking Lot
3. Dog Off-Clin
4. Dog Park Access
5. Brook Creek Greenway
6. Northwoods Greenway

EXISTING PHYSICAL FEATURES

- Gray: Existing Topography
- Cyan: Drainage/Stream Route
- Cyan: Existing Elevation
- Blue: Stormwater BMP

SK8 Cary (Robert V. Gottofii Park)
‘Ramp Replacement’ Option
‘Action Park’ Option
‘Action Park & Vert’ Option