



# DC Ranch Community Council

**To:** Board of Directors

**From:** Jenna Kohl, Executive Director  
Beth Overton, Facilities and Recreation Director  
Lynette Whitener, Senior Facilities Manager

**CC:** Master Plan Committee

**Date:** 1/23/2020

**Subject:** *Master Plan – Phase I*

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## Recommendation

Staff recommends that the Board provide feedback on the initial master plan priority project list and direct staff to move forward with gathering additional resident feedback in preparation for Phase II, concept design and costing.

## Background

The Master Plan Committee, consisting of ten residents representing each village, a Board representative, and three staff members, began meeting monthly in September 2019. The committee utilized data from:

- Community Survey Responses from 2013, 2016, and 2019
- Segmentation study
- DCR2020 study and feedback
- Programming Open House feedback from 2018 and 2019
- Word of mouth input

The September meeting focused on the Master Plan goal, DC Ranch amenities, and data. The committee utilized a spreadsheet that included all of the amenities and a variety of questions for consideration, including: does it meet DC Ranch's Mission, Brand, and Values; does it impact the greater DC Ranch community; does it serve a special interest group; does it improve property values; is it feasible, and more.

The October meeting focused on evaluating existing community amenities and identifying current and future needs based on committee members' experiences and neighbors' feedback. The committee reviewed their spreadsheets and recommendations, and then narrowed down the amenity focus areas. The committee homework was to place the amenities on a prioritization quadrant according to community benefit/impact and effort/resources.

The November meeting concentrated on the quadrant and prioritization of projects.

The committee identified four amenities for further consideration (in priority order):

1. Larger fitness facility with fitness class space and more/updated equipment\*
2. Multi-use space\*
3. Path & Trail enhancements
4. Second pool at The Homestead

\*The location for these amenities will be assessed and determined during the space needs analysis.

The committee further noted eight amenities for future consideration and/or as part of one of the top four above-listed priorities (note section below on multi-use complex):

- Club & card space
- Hot tub
- Studio/Kitchen space
- Game lawn
- Dog park
- Market Street Park refresh
- Sports courts
- Overflow parking

#### Staff Analysis

Overall, staff supports the initial findings of the committee, and provides the following comments for Board consideration:

- *DC Ranch administrative and maintenance space.* Committee members recommended that the administrative and maintenance needs of the Community Council and Ranch Association be separated out from the amenities and addressed by staff. Currently, temporary, leased space is being used to fill these essential, on-going needs and consideration of a long-range, permanent solution is an on-going business decision. So, while those needs will be addressed as priorities in the master plan, they were not considered with the projects previously listed. Therefore, they will be included with the Phase II space needs and costing analysis along with the above listed amenities.
- *Consider multi-use complex.* Several of the eight additional amenities may be included as part of one improvement; for example, multi-use space, an expanded fitness area, club and card space, etc. could all be addressed at once. As such, staff recommends these items remain on the list through the resident comment/engagement and subsequent Phase II space needs and costing analysis.
- *Remove second pool from priority list.* Staff has visited other similar master planned communities to learn about new and trending amenities and best practices. We have also considered other area amenities available to DC Ranch residents, such as City of Scottsdale-provided pools and amenities, sub association pools, and facilities at the DC Ranch Village Health Club and golf clubs. Those options, coupled with the fact that our current pool facilities have capacity, and the anticipated cost associated with building and operating a second pool led staff to recommend that the second pool be removed from the priority list. This would allow resources to be allocated to the top three priorities plus the administrative and maintenance space.

## Next Steps

Pending Council Board support for the above proposed items, staff will create a plan to engage with DC Ranch residents through email, Ranch News, and the Program/Events Open House to gather feedback on the initial priority list. The committee will review resident comments/concerns in preparation to move into Phase II. Phase II will consist of the following:

- Selection of an architecture/consulting firm through a request for qualifications process to work with staff and committee to conduct a space needs analysis (to evaluate what we have and what we need now and in the future)
- Creation of concept plans and descriptions of the projects
- Initial costing and financial analysis for the top tier project(s) as directed by the Board
- Confirmation of projects. We will then again test the projects through the Master Plan Committee once financial projections (for impact on capital, reserve, and ongoing operating costs) are available, as that information may influence the projects and priorities.
- Community engagement to further evaluate the projects once cost projections have been assigned.

A final recommendation will be presented to the Council Board for consideration as noted in the following timeline.

Capital Funds have been approved by the Board for the master plan development project (both phases I and II).

## Updated Timeline

January 2020:	Board Meeting to Review Master Plan
March 2020:	Implement Community Engagement Component  Begin developing Financial Plan for Capital Needs (to include impact on operating and reserve funds, and evaluation of other funding sources including grants, donations, and partnerships)
Spring/Summer 2020:	Begin Master Plan Phase II Work (space needs, costing, conceptual plans)
Fall 2020:	Develop Financing Options and Next Steps
Winter 2020:	Present Initial Draft of Master Plan to Board

## Attachments

Community Needs Grid

Priorities Grid

Prioritization Quadrant

**COMMUNITY NEEDS**

Please write yes, maybe, no in each box

Space	Need/Request	Does it meet DC Ranch's Mission, Brand & Values?	Does it impact the greater DC Ranch community?	Does it serve a special interest group (i.e. Pickleball, card club, tennis)?	Does it improve resident quality of life?	Does it improve property values?	Does it improve DC Ranch desirability now and in the future?	Is it sustainable?	Is it feasible? -Land/Space -Funding	Is this something DC Ranch needs to provide?	Is there a similar amenity in the area?	Is this something we can create a partnership to achieve?	Conclusion: Yes / Maybe / No
Updated community center(s):	Addresses: Meeting Space, Club Space, Lobby, Office Space, Fitness Center, Pool & Recreation, Splash Pad												
Larger fitness facility	More square feet												
o Breakout space	Stretching / Program room (fitness classes) with storage												
o Equipment	More equipment / Updated equipment												
Pool	Play pool vs. lap / fitness pool or additional pool at The Homestead												
Toddler Pool													
Water Feature/Splash Pad													
Multi-use space	Space that can be used for Clubs/Meetings/Programs & Events/Ping Pong												
o Clubs	Card club space												
o Studio/Kitchen	Empty space that can be used for general purpose.												
o Meetings	Space for Board, Sub-Association, Committee & Staff meetings												
o Drop-In/Open	Multi-use space												
Game/Event lawn: Bocce, Croquet, Putting Green	Grassy flat lawn that can be used for multiple outdoor events and games												
Tennis courts	2 Courts / Sufficient?												

**COMMUNITY NEEDS**

Please write yes, maybe, no in each box

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Pickleball courts	2 Courts / Sufficient?												
Hot tub													
Restaurant / Coffee House	Café or coffee barista onsite												
Dog Park													
<b>Other amenities:</b>													
Market Street Park	Update?												
Paths & Trails	Future enhancements: Health & Wellness, connectivity, meditation												
<b>Administrative &amp; other office space:</b>	<b>Addresses: Ranch Office is currently renting space on Market Street, Maintenance Services is currently renting office/yard space from the Country Club at DC Ranch and Scottsdale Unified School District, and Community Center Offices, Market Street Park, and Path and Trails are owned by Community Council.</b>												
Office space	Permanent staff offices												
Storage space	Storage for events, operations, maintenance/custodial												
Meeting space	Space for Board, Sub-Association, Committee & Staff meetings												

**COMMUNITY NEEDS**

Please write yes, maybe, no in each box

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Maintenance services:	Maintenance Services is currently renting office/yard space from the Country Club at DC Ranch and Scottsdale Unified School District												
Yard	Permanent space for Landscape & Maintenance Teams												
Staff offices	Permanent staff offices for Landscape & Maintenance Teams												
Other Suggestions:	Source: Survey, comment from neighbors, etc.												

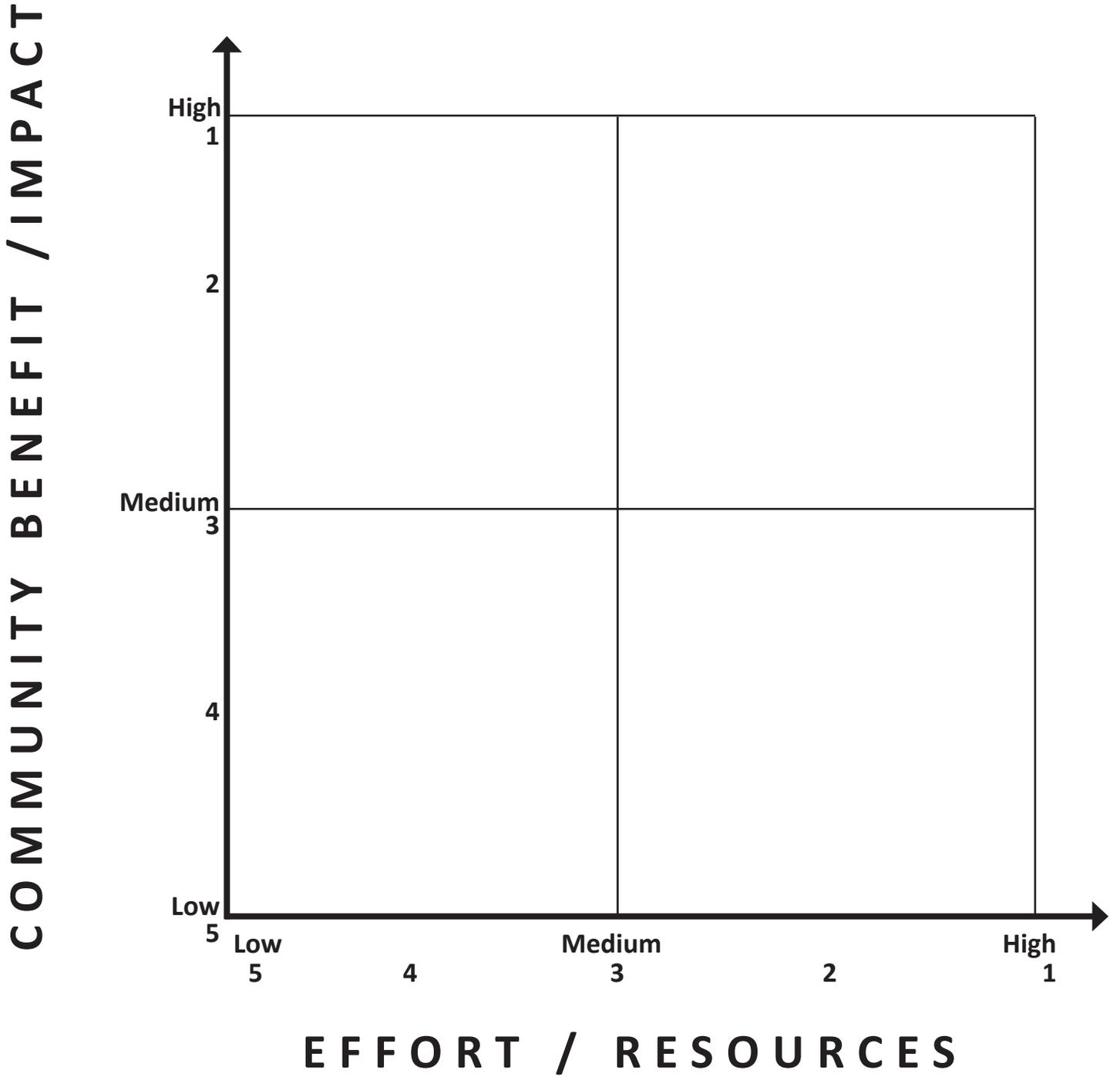
Notes:

Please rank list by Community Benefit/Impact & Effort/Resources

<b>"YES"</b>  (Please use Yes quadrant)		<b>COMMUNITY BENEFIT/ IMPACT</b>	<b>EFFORT/ RESOURCES</b>
		1 - Very High	1 - Very High
		2 - High	2 - High
		3 - Medium	3 - Medium
		4 - Low	4 - Low
		5 - Very Low	5 - Very Low
LFF	Larger fitness facility with breakout space and more/updated equipment		
THP	Second pool at The Homestead		
MUS	Multi-use space		
P&T	Path & Trail enhancements		

<b>"MAYBE"</b>  (Please use Maybe quadrant)		<b>COMMUNITY BENEFIT/ IMPACT</b>	<b>EFFORT/ RESOURCES</b>
		1 - Very High	1 - Very High
		2 - High	2 - High
		3 - Medium	3 - Medium
		4 - Low	4 - Low
		5 - Very Low	5 - Very Low
CCS	Club & card space		
HT	Hot tub		
SKS	Studio/Kitchen space		
GL	Game lawn		
DP	Dog Park		
MSP	Market Street Park refresh		
SC	Sports courts		
OP	Overflow parking		

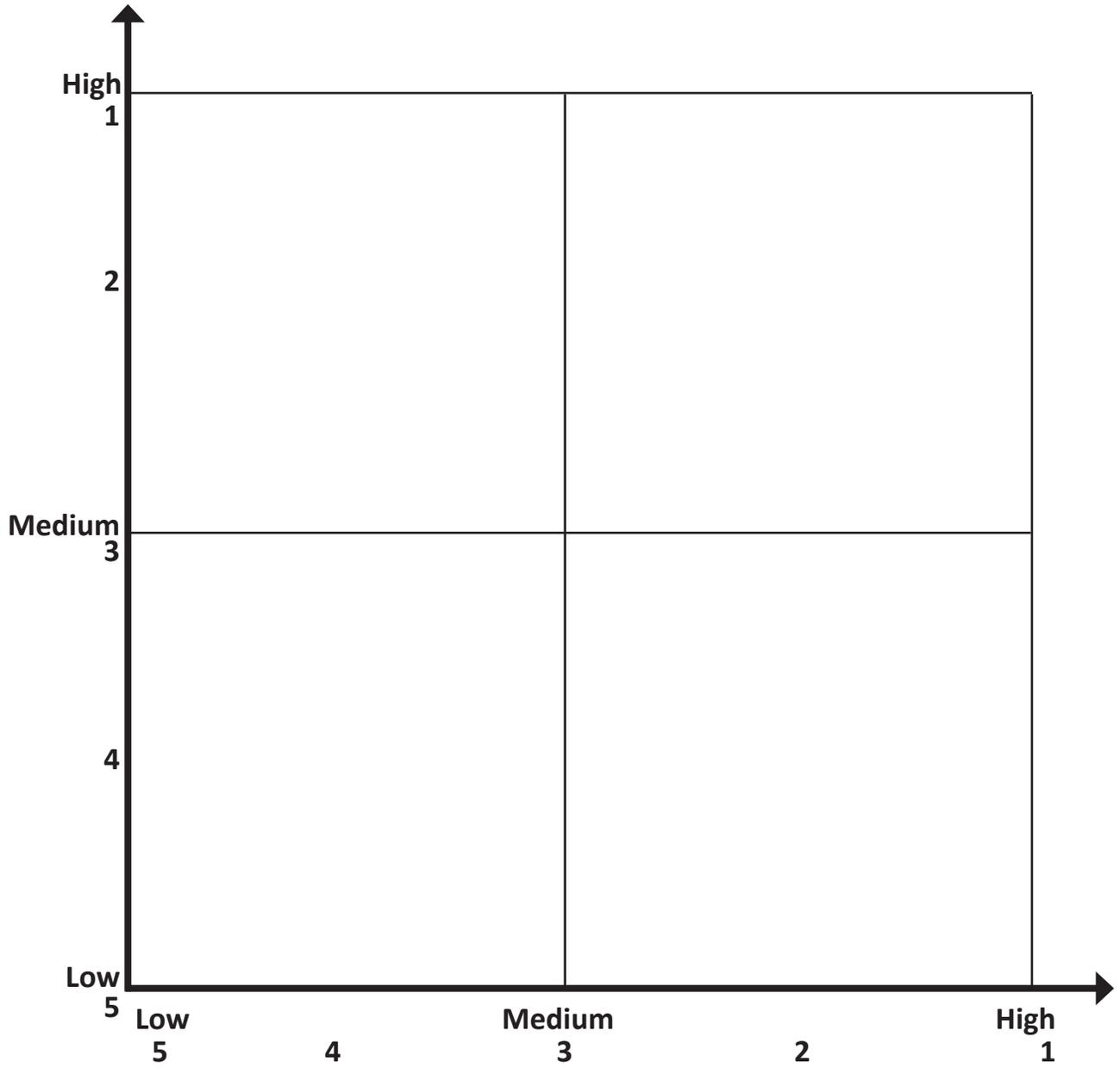
# YES PRIORITIES



# MAYBE

## PRIORITIES

COMMUNITY BENEFIT / IMPACT



EFFORT / RESOURCES