

Burnaby Velodrome

Website: <https://www.burnabyvelodrome.ca/>

Track stats:

- Length - 200m
- Banking - 47°
- Surface - Wood
- Environment - Indoor

Strengths:

- Lots of images
- Footer provides all necessary contact info in a concise way
- Major CTAs include upcoming event info, 'Learn to Ride' and 'Learn to Race'

Weaknesses:

- Header nav design
- 'News' section takes up a lot of real estate

Carson Velodrome (VELO Sports Center)

Website: <http://www.dignityhealthsportspark.com/velo>

Track stats:

- Length - 250m
- Banking - 45°
- Surface - Wood
- Environment - Indoor

Strengths:

- Visual design is clean and simple
- Design of sponsor section (logos are gray until hovered and link to sponsor website)
- Track stats are easily accessible
- 'Getting Started + Registration' section is comprehensive

Weaknesses:

- Part of a larger sports complex website, nav is a little confusing
- Calendar links to separate page (not visible on main track page)

Major Taylor

Website: <http://indycycloplex.com/>

Track stats:

- Length - 333.33m
- Banking - 28°
- Surface - Concrete
- Environment - Outdoor

Strengths:

- Top nav is clear and simple
- Only one main CTA

Weaknesses:

- FAQs are on 'Weekly Programming' page for some reason?
- Typography is all over the place, often not very readable

Boulder Valley Velodrome

Website: <https://www.bouldervalleyvelodrome.com/>

Track stats:

- Length - 250m
- Banking - 41°
- Surface - Wood
- Environment - Outdoor

Strengths:

- Option to sign waiver online
- Header photos

Weaknesses:

- Info about getting started is grouped with 'Programs & Passes'
- Info about guest riding is on 'Spectating' page

Hellyer

Website: <https://hellyervelodrome.com/>

Track stats:

- Length - 335m
- Banking - 23°
- Surface - Concrete
- Environment - Outdoor

Strengths:

- Photos
- Clear CTAs on homepage
- Track calendar visible on homepage

Weaknesses:

- Visual design feels cramped
- Amount of information is.. A lot

Kissena

Website: <https://kissenavelodrome.info/>

Track stats:

- Length - 400m
- Banking -
- Surface - Asphalt
- Environment - Outdoor

Strengths:

- Visual design is pretty nice, clear grid

Weaknesses:

- No info for newbs! What!? Not helpful if you don't already ride the track...

Jerry Baker

Website: <https://velodrome.org/>

Track stats:

- Length - 400m
- Banking - 25°
- Surface - Concrete
- Environment - Outdoor

Strengths:

- Specific information provided about what to do after certification class
- Clear CTAs under hero slider
- Sponsor section design

Weaknesses:

- Feels cramped, not a lot of white space

San Diego Velodrome

Website: <https://www.sdvelodrome.com/>

Track stats:

- Length - 3333.33m
- Banking - 27°
- Surface - Asphalt on concrete
- Environment - Outdoor

Strengths:

- Homepage is simple
- There are pictures of the track and people riding bikes

Weaknesses:

- Footer is out of whack
- So many pages

Giordana Velodrome

Website:

<https://www.cityofrockhill.com/departments/parks-recreation-tourism/parks-facilities/giordana-velodrome>

Track stats:

- Length - 250m
- Banking - 42.5°
- Surface - Concrete
- Environment - Outdoor

Strengths:

- Nav is clear
- Not a lot of superfluous info

Weaknesses:

- They don't actually have a website.. There's just some pages that are a part of a government site
- Images are all wonky

Aspects to emulate for Encino redesign:

- Footer provides all necessary contact info in a clear and concise way
- Design of sponsor section (logos are gray until hovered and link to sponsor website)
- 'Getting Started + Registration' section is comprehensive
- Specific information provided about what to do after certification class
- Top nav is clear and simple
- Clear CTAs on homepage
- There are pictures of the track and people riding bikes
- Not a lot of superfluous info