



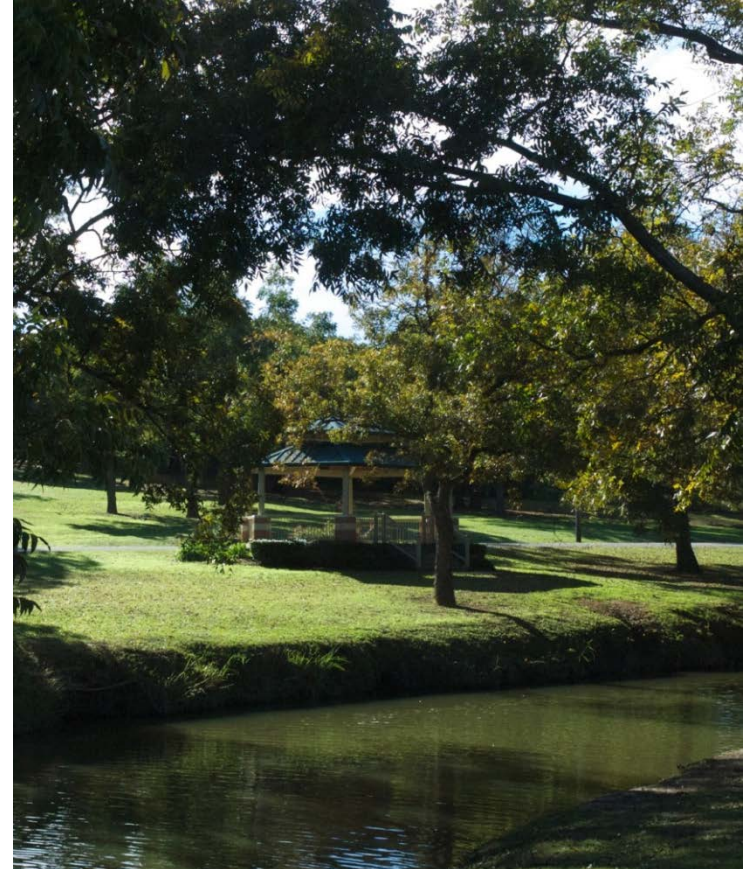
2014 Parks & Open Space Master Plan Update

Public Workshop #1
February 27, 2014



Agenda

- Background and Overview
 - Parks and Open Space Milestones & Department History
 - Current Master Plan
 - Benefits of Parks and Open Space
 - Purpose of the Parks and Open Space Plan Update
 - Issues and Opportunities
- Key Pad Polling
- Small Group Discussions
- Report Out and Next Steps



Key Parks & Open Space Milestones

- 1973 First land dedicated for public park, Bear Creek park, operated by Tarrant County
(44 acres)
- 1989 Opening of Johnson Road Park (15 acres) in conjunction with the Keller Senior Center (4,350 sq ft) and Keller Public Library
Parks and Recreation Board established
- 1991 City of Keller became one of first cities in Texas to pass an election for a 4B sales tax dedicated to parks and recreation capital improvements and establishes a 4B board, Keller Development Corporation
- 1992 Parks and Recreation Department established
- 1993 Opening of city's first hike and bike trail, Big Bear Creek Greenbelt, Keller Smithfield Activity Node(22 acres) and Bear Creek Park renovations from Bear Creek Park to Keller Smithfield Road
- 1996 Opening of city's first public sports fields, Keller Sports Park (originally 101 acres expanding to 174 acres)
- 2004 Opening of city's first public recreation center and pool, The Keller Pointe, (84,000+ square feet) which resulted in the department becoming the largest city department



Parks Department Facts

- Department was created in 1992
- Mission Statement – Enriching our community through people, parks and programs!
- Parks & Facilities
 - 11 developed parks totaling 335.57 acres
 - 18.66 miles of hike and bike trail
 - The Keller Pointe, 87,940 square-foot state of the art, operationally self sustaining recreation and aquatic center with over 10,000 individual members
 - Keller Senior Activities Center, 4,350 square feet
- Programs and Events
 - 28 special events annually with approximately 40, 000 participants
 - 2,800 programs with over 39,000 in attendance
 - 20 leagues with over 900 participants
 - 600 volunteers providing approximately 2,500 volunteer hours
 - 900 facility and pavilion reservations

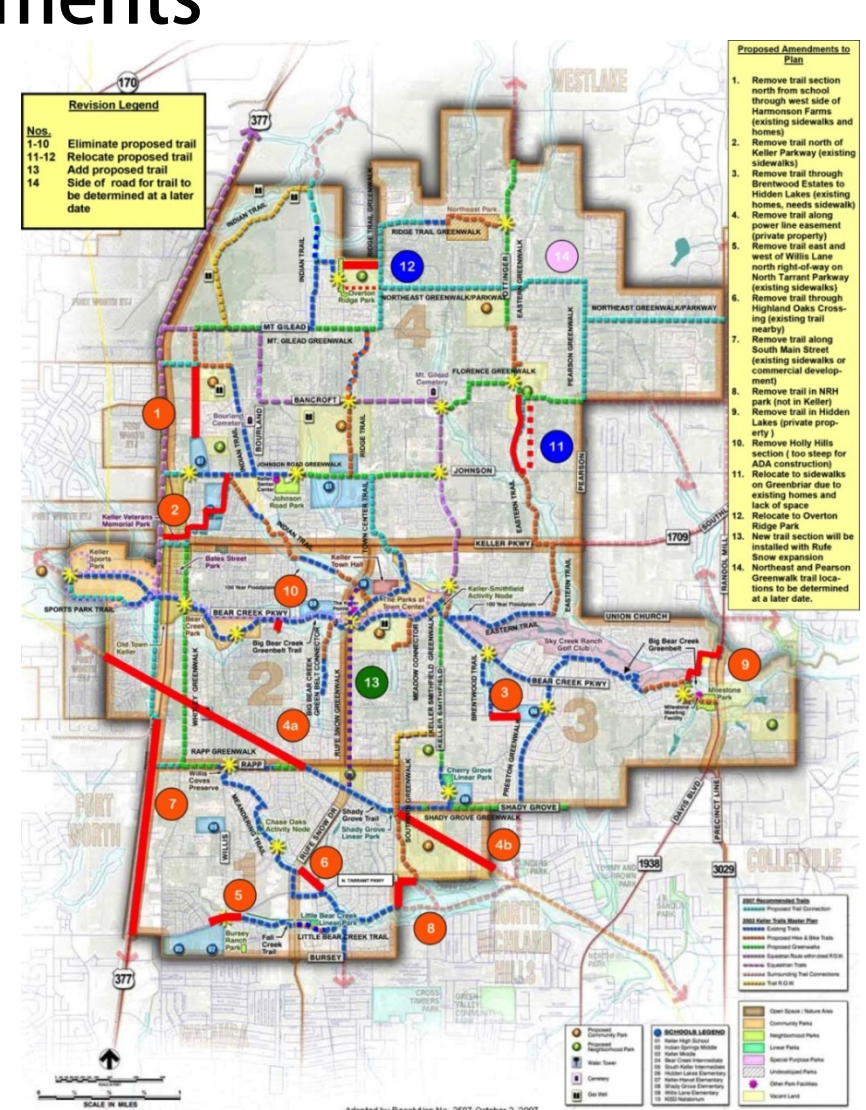
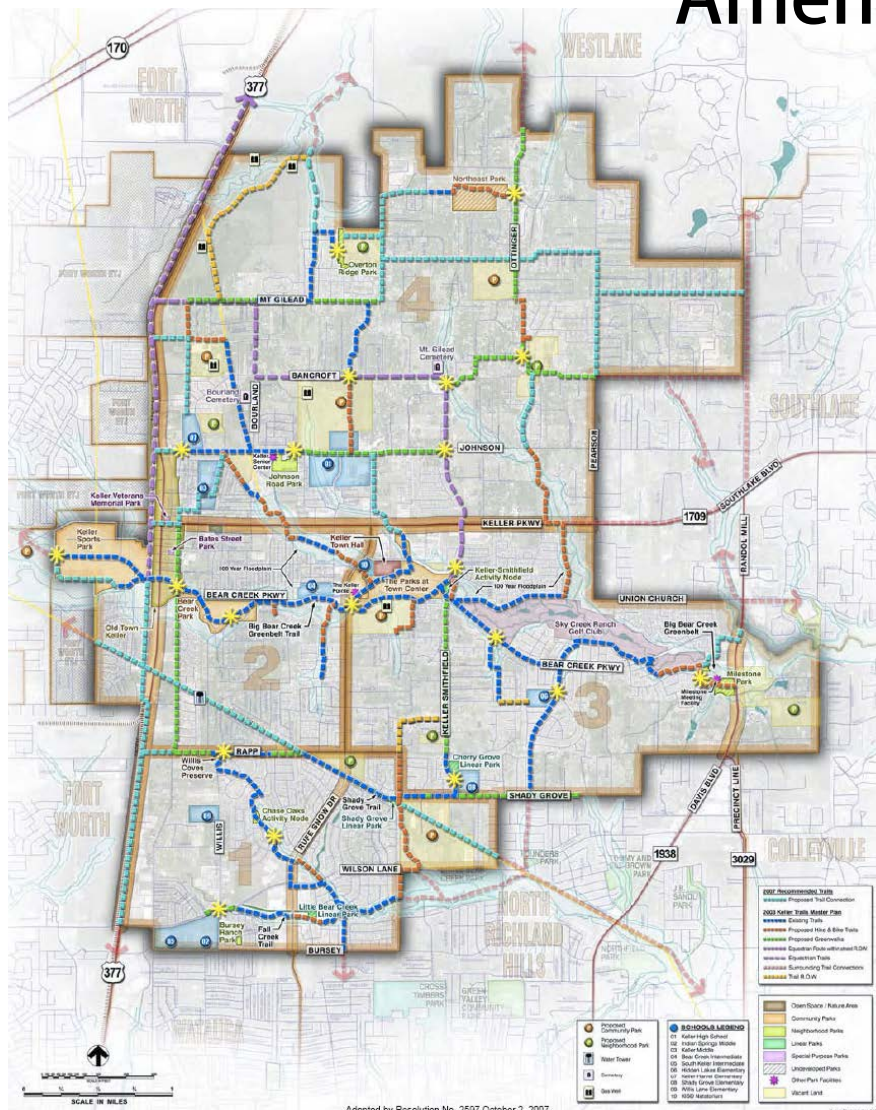


2007 Master Plan Highlights



- Land Acquisition
- Hike and bike trails
- Natural habitat/ open space/ parks
- Senior citizen's center
- Playgrounds
- Tennis courts
- Basketball courts
- Lighted soccer fields
- Rental picnic/ reunion pavilions
- Amphitheater
- Environmental Learning Center

2007 City-wide Trail System Master Plan & Amendments



Benefits of Parks, Open Space & Trails

- Quality of Life for residents
- Stability and increase in property values
- Health & Fitness Benefits
- Competitive Advantage
- Tourism: Events & Facilities
- Compliment to Educational Facilities and Youth Activities



Executive Summary

Parks provide intrinsic environmental, aesthetic, and recreation benefits to our cities. They are also a source of positive economic benefits. They enhance property values, increase municipal revenue, bring in homebuyers and workers, and attract retirees.

At the bottom line, parks are a good financial investment for a community. Understanding the economic impacts of parks can help decision makers better evaluate the creation and maintenance of urban parks.

[Printer version \(pdf\)](#)



American Planning Association

Key Point #1

Real property values are positively affected.

Key Point #2

Municipal revenues are increased.

Key Point #3

Affluent retirees are attracted and retained.

Key Point #4

Knowledge workers and talent are attracted to live and work.

Benefits of Parks, Open Space & Trails



- Over 30 studies have shown that proximity to parks has a positive effect on property values (starting at 20% increase on properties immediately adjacent to parks)
- This increase in property values is sufficient for the public sector to pay for the required park improvements

New York's Central Park: Cost = \$13 million
From 1856 – 1873: Property values increased by \$209 million.

[Source: Crompton, John, L, 2001, Impacts of Parks on Property Values]



Purpose of the Parks and Open Space Plan Update

- Build on 2007 Parks and Open Space Master Plan and other adopted plans
- Identify Critical Opportunities, especially in Greenfield/undeveloped areas of the city
- Focus on Implementation through specific action steps
- Coordinate with the proposed Land Use Plan update



Issues and Opportunities

- Critical Trail Connections
- Improvements to/Development of Specific Parks
 - Keller Sports Park
 - Milestone Park
 - Bear Creek Park
 - Overton Ridge Park
 - Northeast Park Development
- Regional Trail Connections
- Park and Trail Wayfinding Enhancements



Stakeholder Outreach

Met with over 10 stakeholder groups including:

- Neighboring Cities – North Richland Hills, Southlake, Colleyville, Westlake and Fort Worth
- Keller Independent School District
- Keller Business Connections
- Keller Youth Association
- Keller Soccer Association
- Keller Horse Owners Association
- Keller ISD Rodeo Teams
- Keller Alliance Tennis Charter
- Keller Senior Activities Center participants
- City of Keller Public Arts Board Representatives
- City of Keller Economic Development Board Representatives
- City of Keller Planning and Zoning Commission
- Old Town Keller Business Owners



Keller Parks Forward Online Survey

- Link to survey is embedded in all outreach materials and social media
- Survey deadline is March 14, 2014
- Evaluate overall satisfaction with existing parks, recreation, and open space facilities and desires for future facilities
- Additional survey conducted for Senior Citizens
- www.cityofkeller.com/kellerparksforward



Next Steps...

Schedule:

- Public Meeting #1 (Now)
- Develop Plan Recommendations and Draft Report – Spring/Summer 2014
- Public Review Meeting #2: Summer 2014
- Public Adoption: Fall 2014
- Follow the process at www.cityofkeller.com/kellerparksforward



Vision, Goals and Expectations?

- For this process to be successful, we need to hear concise Vision, Goals and Expectations.
- What are the short-term (less than 5 years) and long-term priorities (10 years or more) for the City of Keller?
- Other feedback and comments

