

2014 Parks & Open Space Master Plan Update

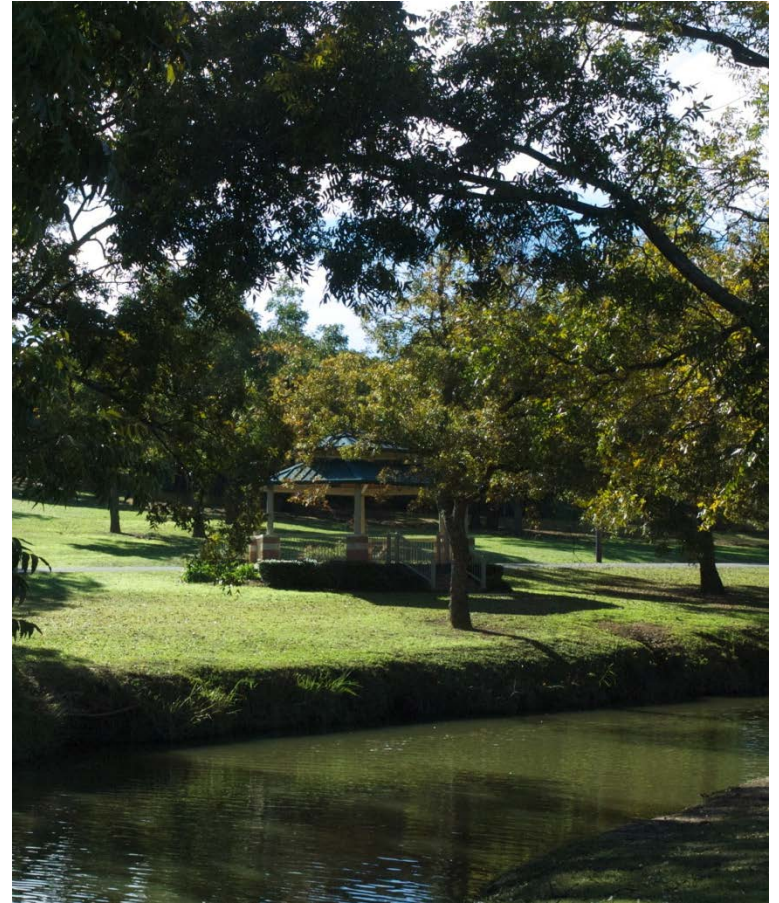
Joint Work Session of
City Council, Parks & Recreation Board,
Keller Development Corporation and
Planning & Zoning Commission

July 29, 2014



Agenda

- Introductions
- Benefits of parks and open space
- Current Master Plan Priorities
- Purpose of the Parks and Open Space Plan Update
- Public Input
- Emerging Ideas
- Next Steps



Benefits of Parks, Open Space & Trails

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

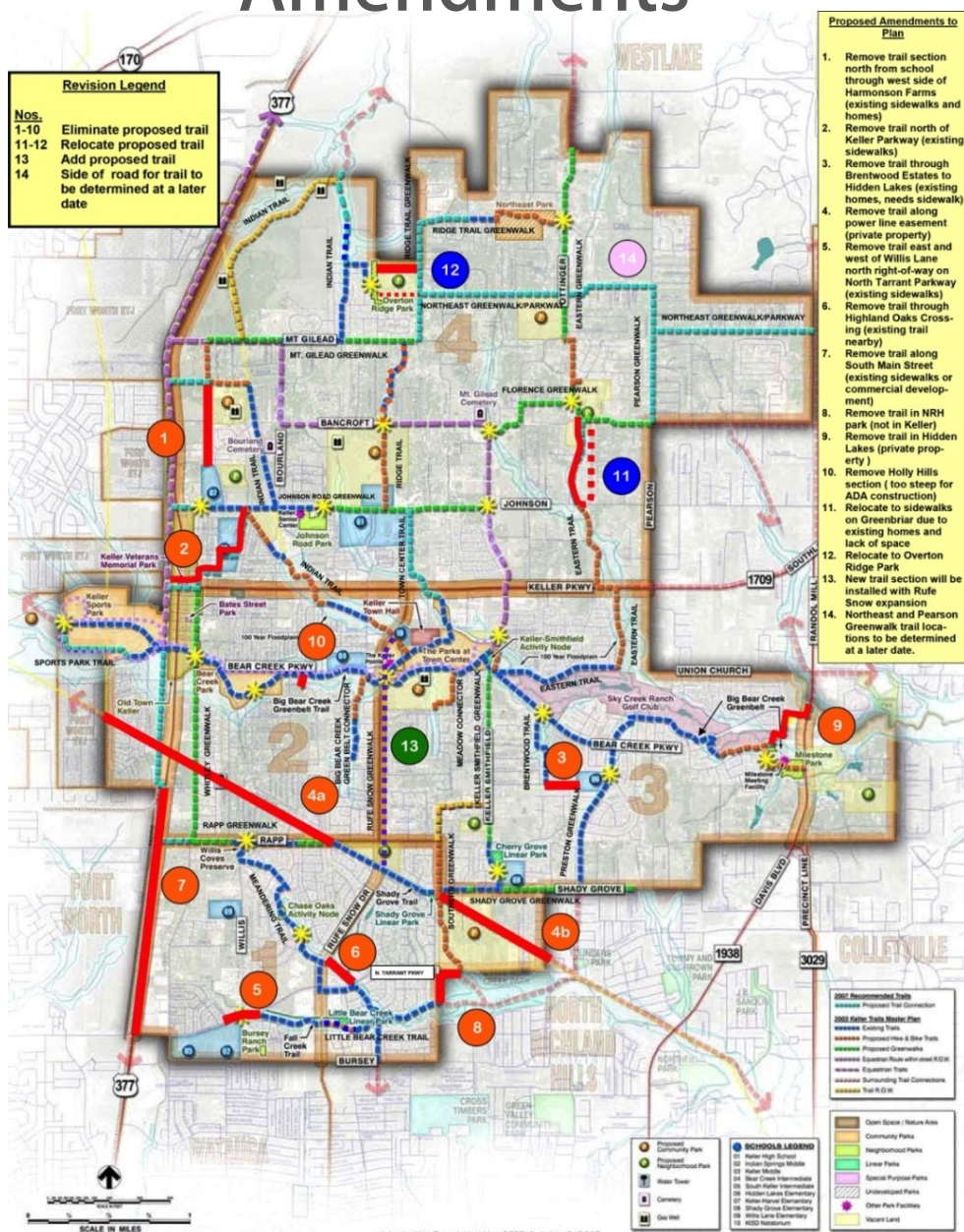


2007 Parks and Open Space Master Plan Priorities



- 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

2009 City-Wide Trail System Master Plan Amendments



Purpose of the Parks, Recreation, and Open Space Plan Update

- Build on 2007 Parks and Open Space Master Plan and other adopted plans
- Provide an inventory of current parks and recreation assets
- Identify Critical Opportunities, especially in undeveloped parks of the city
- Focus on Implementation through specific action steps
- Coordinate with any future Land Use Plan updates

2014 Update Process: Accomplishments to-date

- Completed inventory of existing facilities and amenities
- Reviewed existing planning documents
- Compared industry standards
- Gathered public input
- Developing preliminary ideas and recommendations

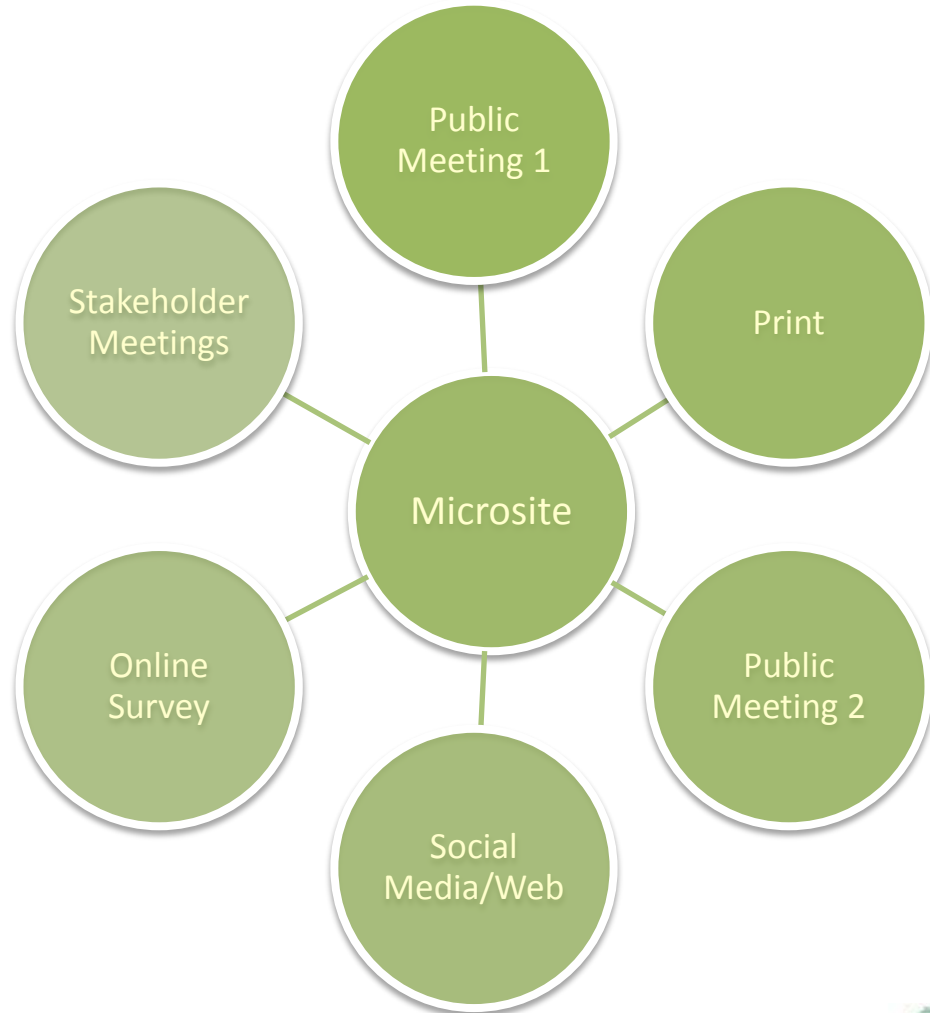
Public Involvement Plan: Outreach Components

Microsite:

A dedicated website for the parks plan update with centralized information on the process and public meetings.

www.cityofkeller.com/keller

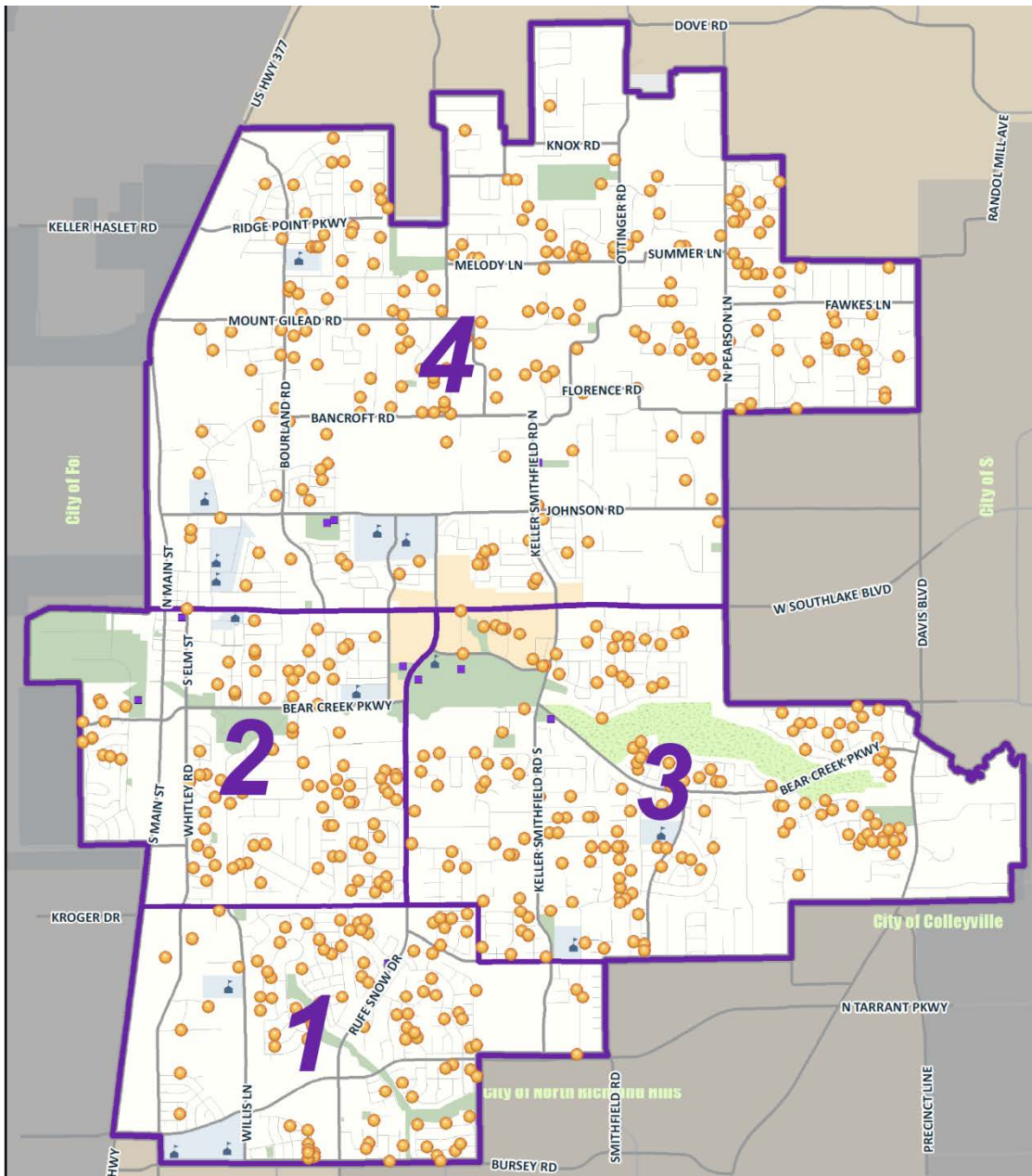
parksforward



Public Input KellerParksForward! Online Survey

- Evaluated overall satisfaction with existing parks, recreation, and open space facilities and desires for future facilities
- Online Survey was open to all Keller residents from February 14 – March 16, 2014 (one per household)
- Approx. 600 total responses (approx. 4.5% of all households)
- Additional open ended comments via web after survey closed





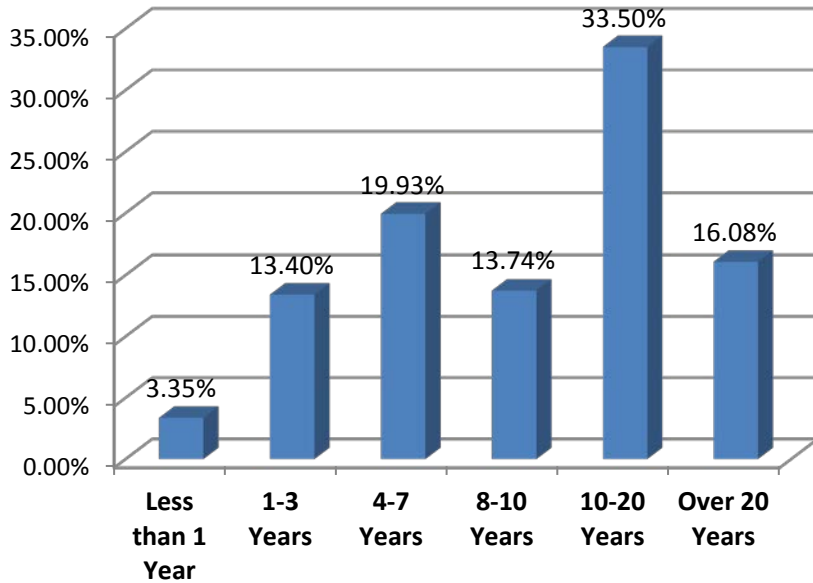
Plan Area	Responses
1	104
2	93
3	170
4	216
Total	583

Public Input KellerParksForward! Online Survey – Key Findings

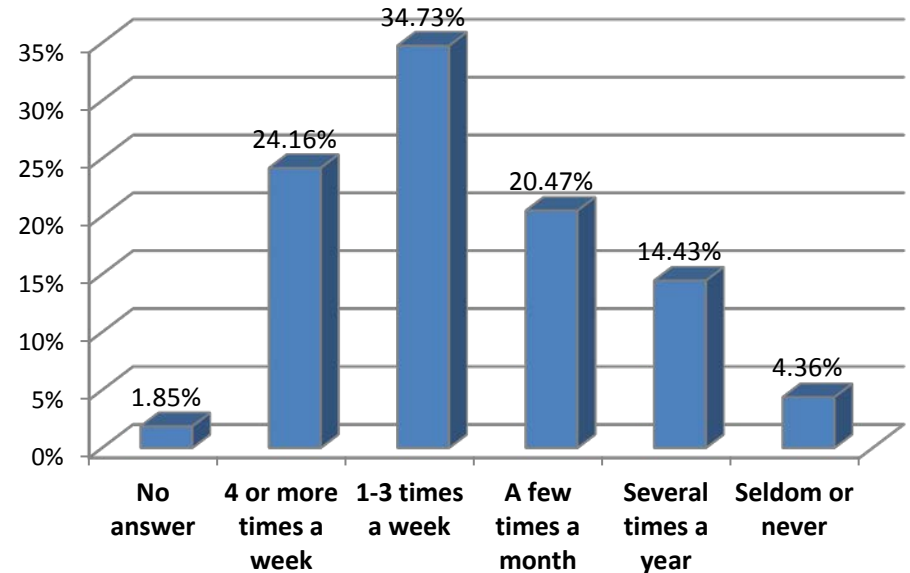
- Age Distribution:
 - 45 – 54: 33%
 - 35 – 44: 20%
 - 55 – 64: 20%
 - Over 65: 12%
- Family Status:
 - 43% had no children under 18
 - 57% had children under 18

Public Input KellerParksForward! Online Survey – Key Findings

Tenure in Keller



Frequency of Usage of Keller Parks & Rec. Facilities

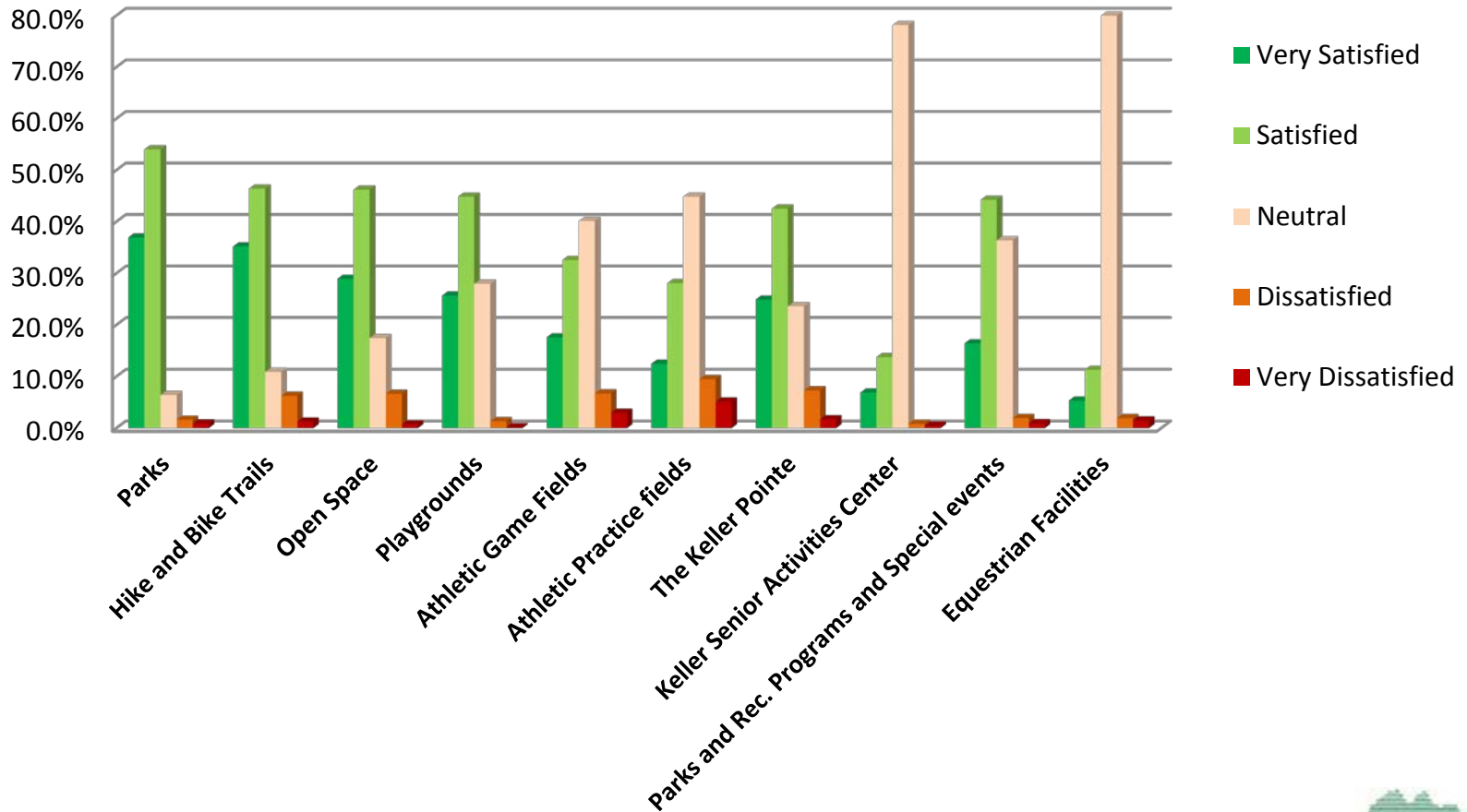


Public Input
KellerParksForward!
Online Survey – Key Findings

- Top 5 activities were:
 - 83% hike/walk/run
 - 50% visit Keller Pointe
 - 42% bike
 - 42% use a playground
 - 26% have a picnic

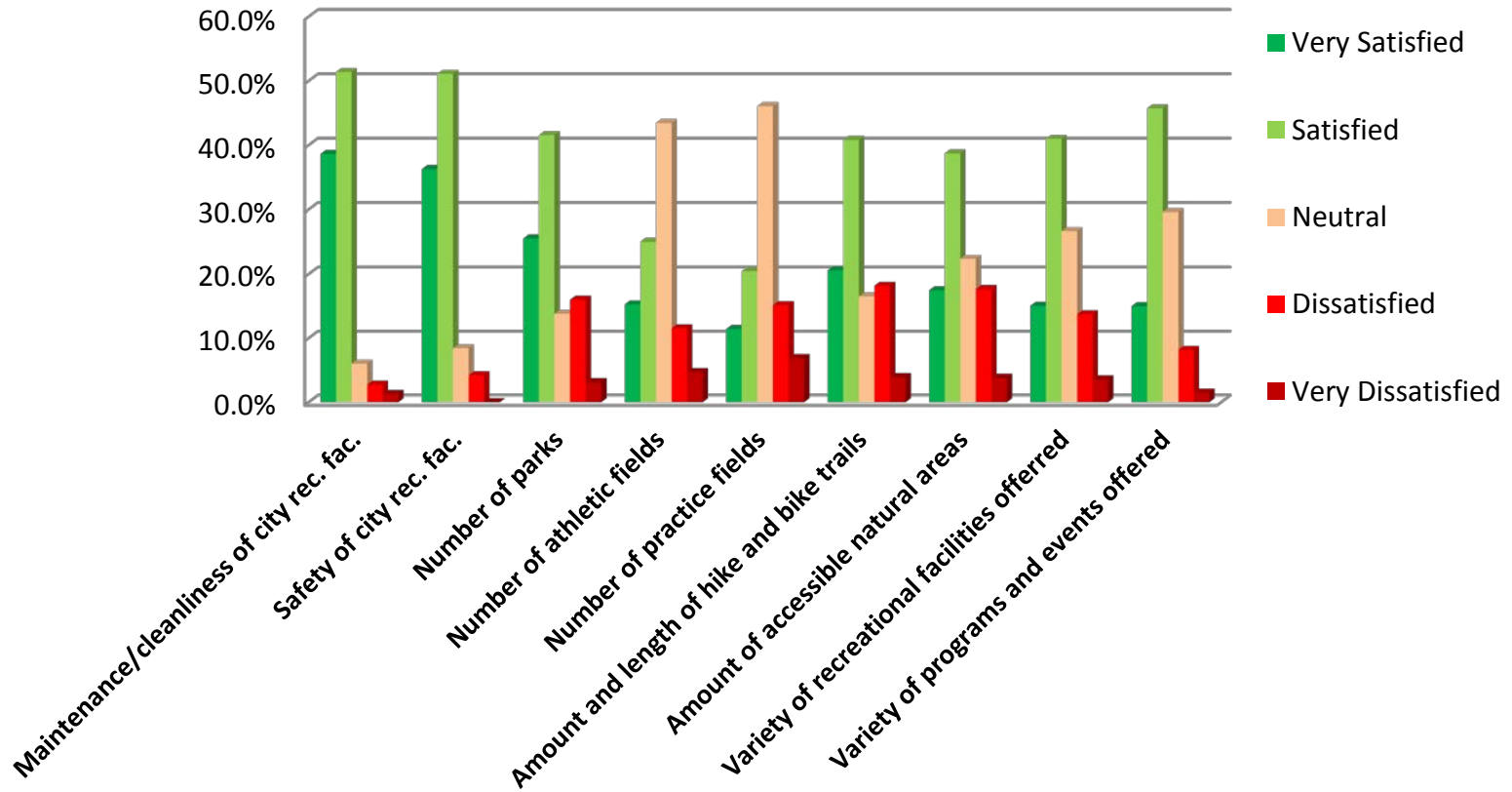
Public Input KellerParksForward! Online Survey – Key Findings

Overall Satisfaction with Parks & Rec. Facilities



Public Input KellerParksForward! Online Survey – Key Findings

Satisfaction with Overall Quality of Parks & Rec. Facilities



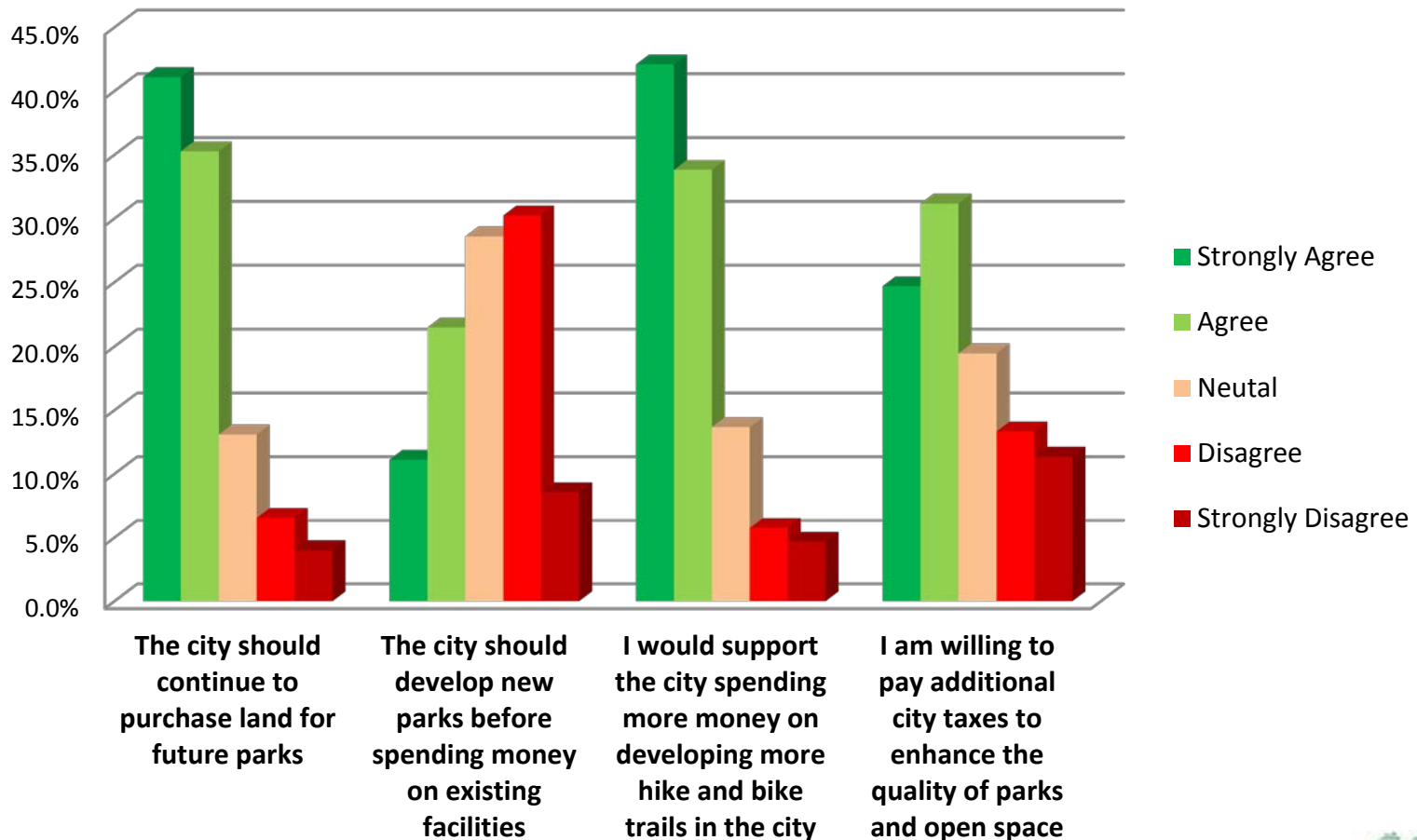
Public Input KellerParksForward! Online Survey – Key Findings

Opinions on Parks and Trails



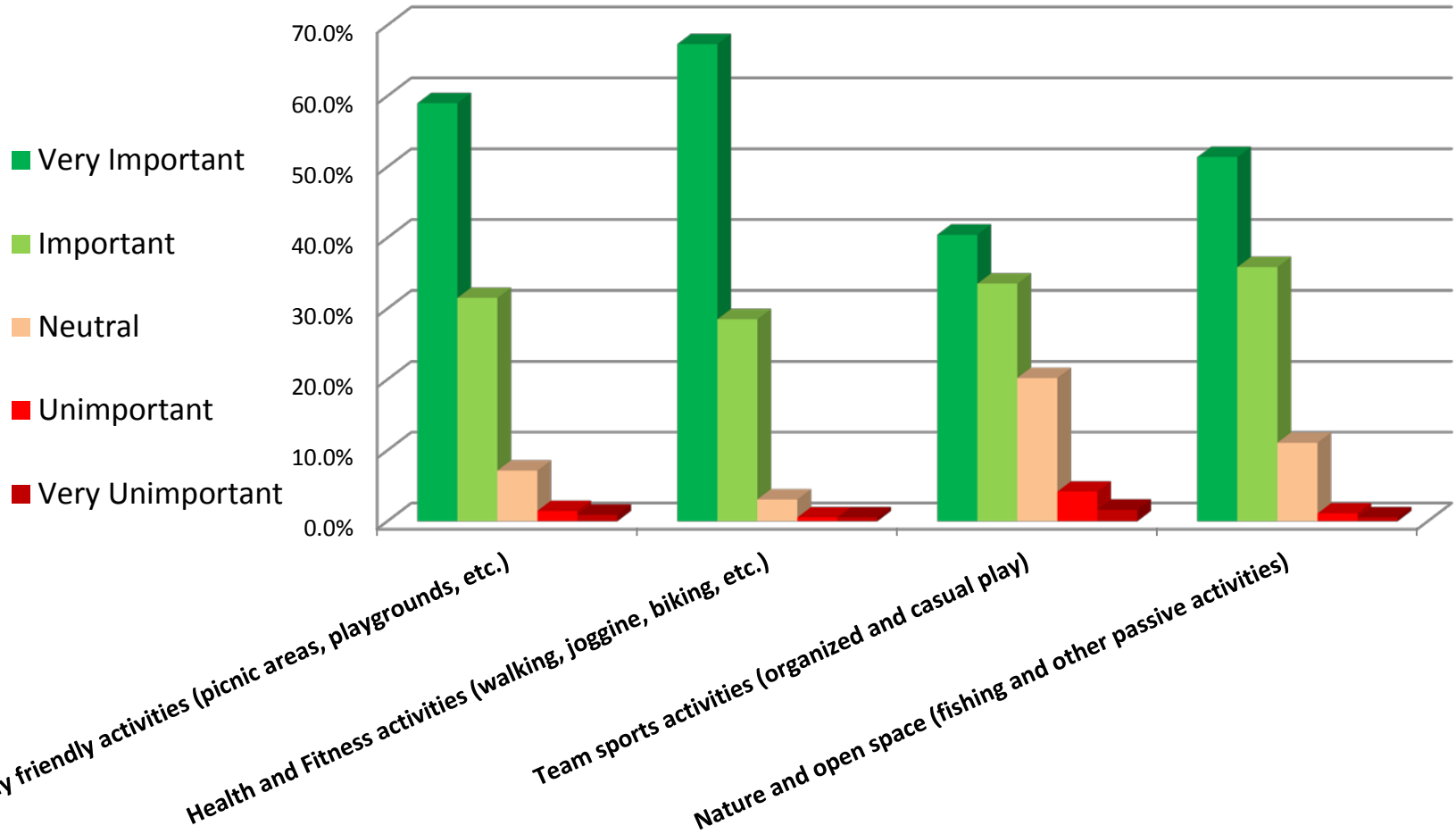
Public Input KellerParksForward! Online Survey – Key Findings

Opinions on Future Parks and Trails Spending



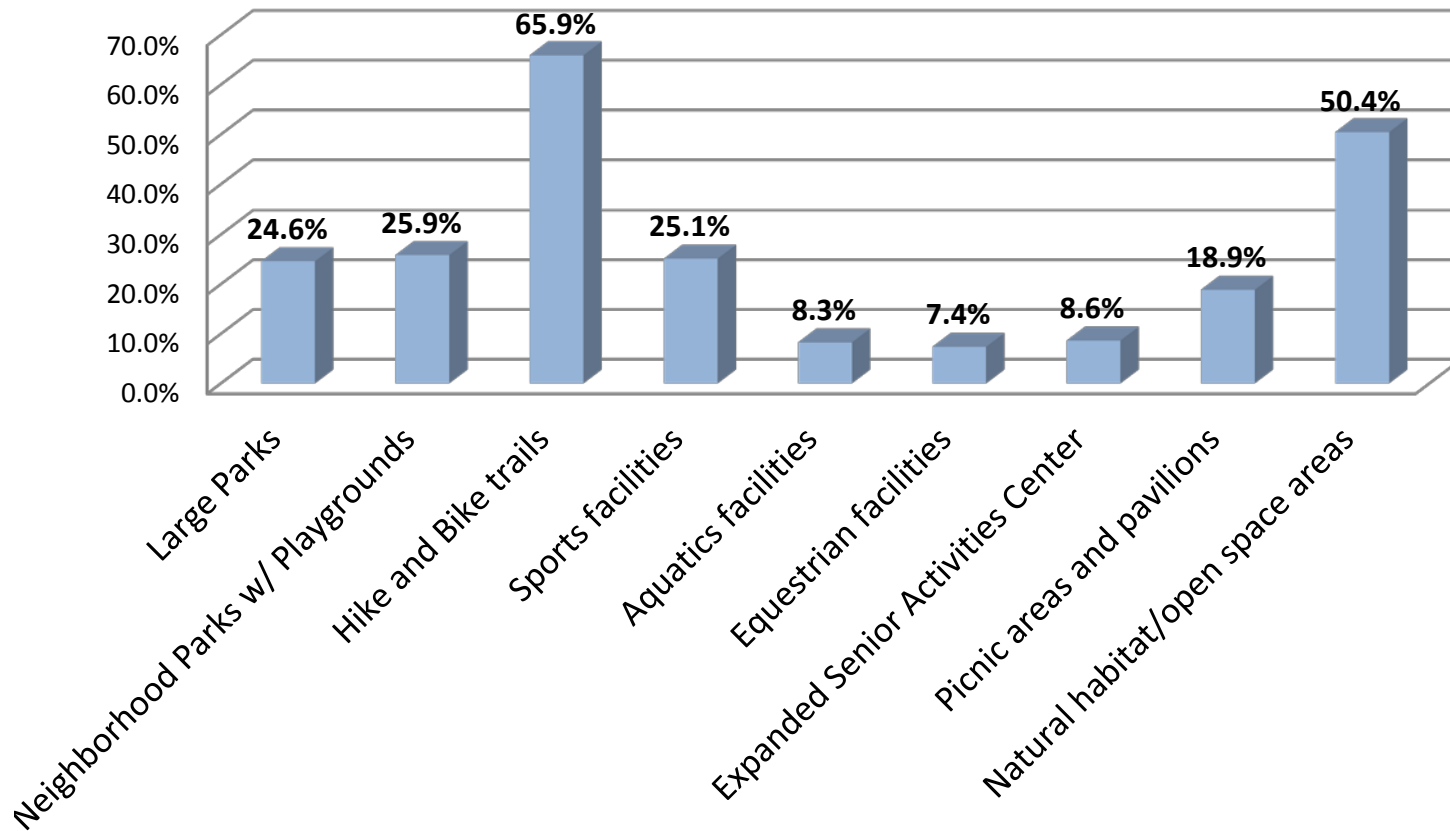
Public Input KellerParksForward! Online Survey – Key Findings

Importance of Major Categories of Parks & Rec. Facilities



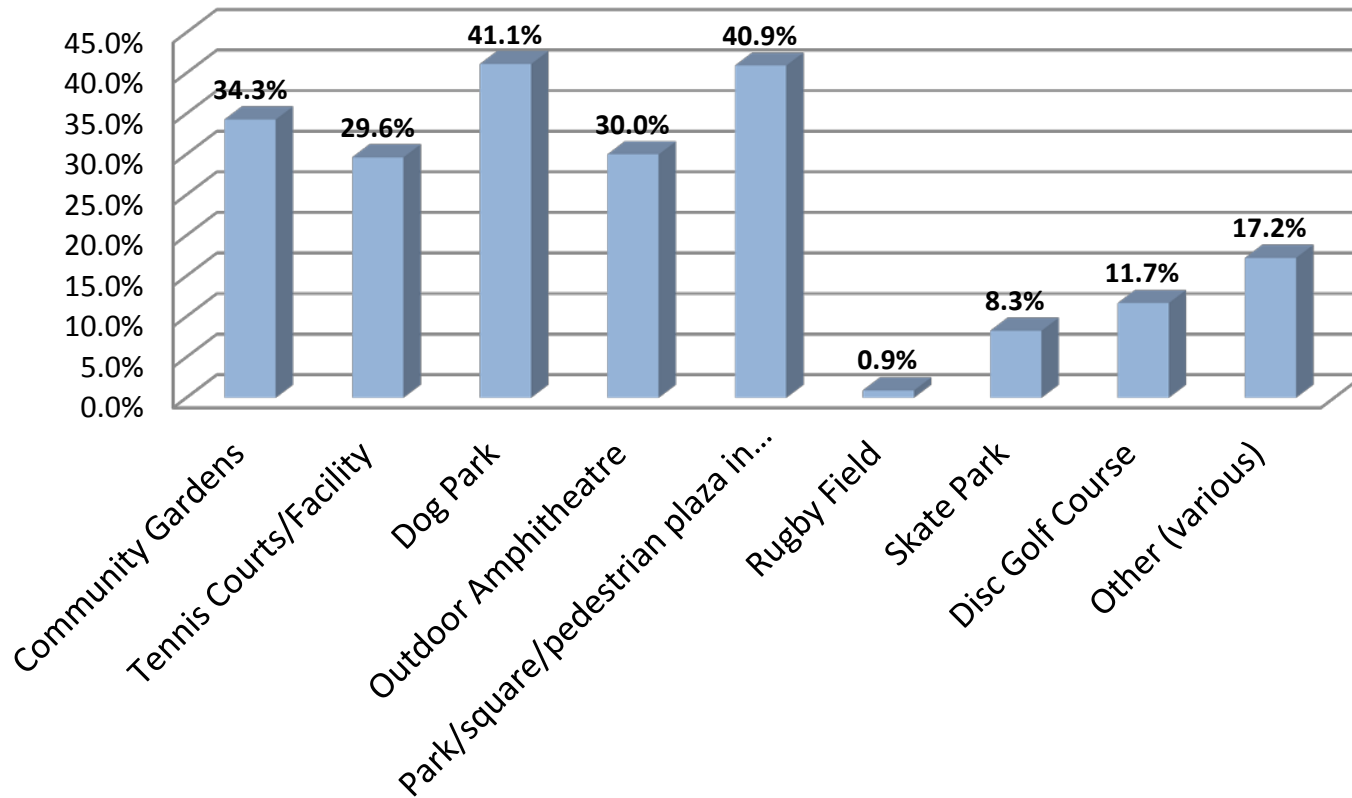
Public Input KellerParksForward! Online Survey – Key Findings

Top Facilities Requested (Based on existing facilities in Keller)



Public Input KellerParksForward! Online Survey – Key Findings

Top Facilities Requested (Based on facilities new to Keller)

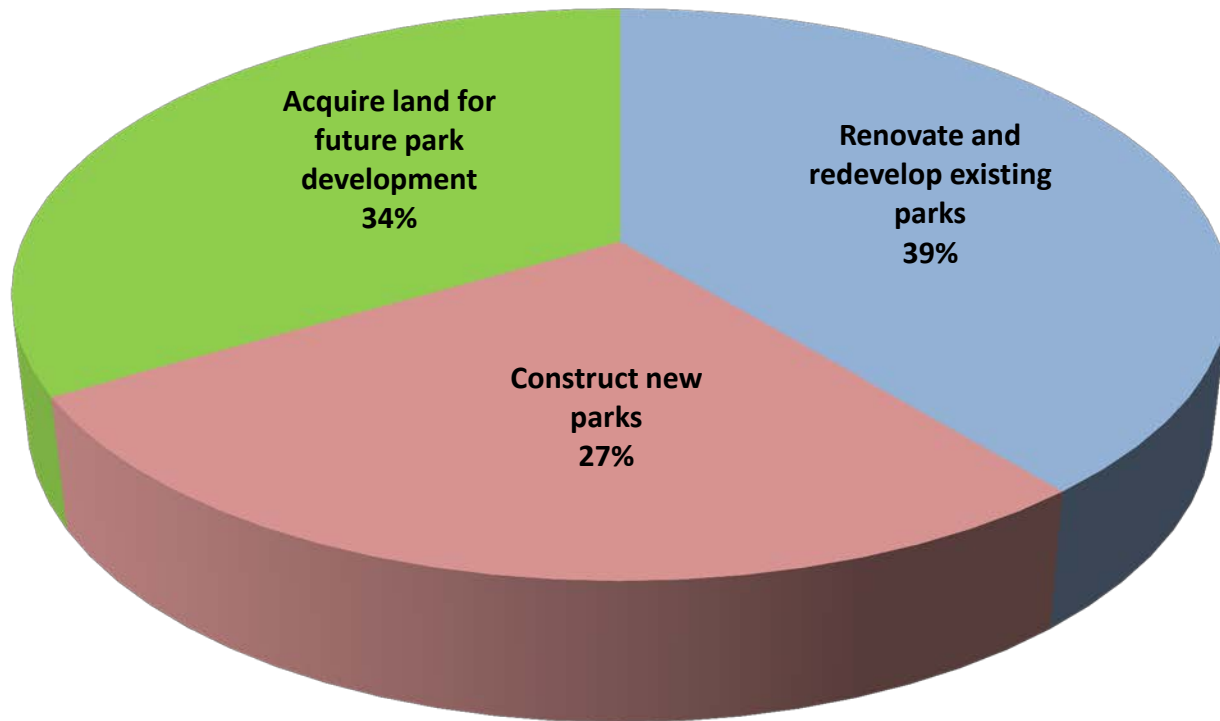


Top Desired Amenities (**existing** and **new**)

1. More hike and bike trails (367 votes)
2. More natural habitat/open space areas (281 votes)
3. Dog Park (229 votes)
4. Park/square/pedestrian plaza in Old Town Keller (228 votes)
5. Community Gardens (191 votes)

Public Input KellerParksForward! Online Survey – Key Findings

Funding Priority



Public Input Stakeholder Outreach

Met with over 14 stakeholder groups representing over 9,700 individuals (not including school and municipal representatives) during December 2013 and January 2014 including:

- Neighboring Cities – North Richland Hills, Southlake, Colleyville, Westlake and Fort Worth
- Keller Independent School District
- Greater Keller Chamber of Commerce
- 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






Public Input : Workshop #1




- Conducted on February 27, 2014
- Keypad polling questionnaire
- Group discussion facilitated by the Parks and Recreation Board
- Open feedback
- Approximately 35 participants



Comparison of Public Input Received

Park/Rec. Amenity	Public Support Consensus (between web survey, stakeholder meetings and public meeting #1)
Hike and Bike Trails	
Dog Park	
Old Town Square/Plaza and connection to Keller Sports Park	
Senior Activities Centre	Differing Opinions
Tennis Facility	Differing Opinions
Improved Equestrian Trails and Facility	Differing Opinions
Sports Facility	Differing Opinions

Comparison of Public Input Received

Park/Rec. Amenity	Public Support Consensus (between web survey, stakeholder meetings and public meeting #1)
Funding for more hike and bike trails	
Acquisition of land for future parks and trails	
Renovate/redevelop existing parks	

Emerging Ideas based on Public Input

- Support for additional hike and bike trails including regional trail connectivity with adjoining cities
- Support for dog park
- Improve Old Town Keller with a Plaza or park

Emerging Ideas based on Public Input

- Focus on developing undeveloped park land (new 40 ac. in Keller Sports Park, Northeast Park, Milestone Park, and Overton Ridge Park)
- Focus on maintaining and improving Bear Creek Park and other existing park facilities
- Provision for more practice areas/fields for youth organized sports (soccer, baseball, softball, etc.)
- Support for land acquisition for future parks and open space

Comparison of Priorities between 2007 and 2014 Plans

Park/Rec. Amenity or Facility or Activity	2007 Plan Priority	2014 Plan Priority (Emerging)
Acquisition of land for new parks		
Hike and bike trails		
Natural habitat/ open space/ parks		
Senior citizen's center		
Playgrounds		
Tennis courts		
Active Sports Fields		

Comparison of Priorities between 2007 and 2014 Plans

Park/Rec. Amenity or Facility or Activity	2007 Plan Priority	2014 Plan Priority (Emerging)
Rental picnic/ reunion pavilions		
Amphitheater		
Environmental learning Center		
Dog Park		
Plaza or Square in Old Town Keller		
Maintain existing facilities		
Develop existing park land		

Next Steps..

Schedule:

- Obtain feedback on preliminary assessment, needs assessment and concept plans (August 2014)
- Public Meeting #2 (September 2014)
- Finalize Plan Recommendations and Draft Report – Fall 2014
- Public Adoption: Oct – Dec 2014
 - End Product

