

“Inspiring Exemplary Cultural Landscapes”

Strategic Executive Summary

I. Introduction

The following summary accompanies five maps in sequence, which is key to understanding in a progressive way, the study of options, opportunities, flexibility and potential for the City of Keller’s parks system’s needs and goals. This study culminates in the final map which recommends the best strategy for achieving the vision, ***“Inspiring Exemplary Cultural Landscapes”*** in terms of keeping pace with projected growth with a high quality of living, meeting national standards, addressing the desires of Keller citizens and maintaining the high standards that the City of Keller sets for itself.

II. Parks and Recreation System and Goals

The goal of this Parks Master Plan is to provide the best recommendations and strategy to provide parks and recreational services for the future build-out need, to meet national standards, to meet the needs of Keller citizens and to provide a well-knit system of fundamental parks services to the community as a whole.

III. Development Status

The Development Status of the City of Keller is dynamic. The 1998 Parks and Open Space Update described Keller with a reassuring comment that Keller is ‘fortunate to have many attractive areas of undeveloped land’, while cautioning that ‘such areas are rapidly decreasing in size and quantity.’ Today, Keller is 91% developed and 9% undeveloped, which accounts for approximately 700 acres, of lots 4+ acres in size.

IV. Projected Growth & Public Support

Keller’s build-out population is projected at 52,000. This represents a 28% population increase from today’s population of 37,700 - indeed a significant growth for the City.

The resolve and deep appreciation of public parks among Keller citizens continues to show very strong support for developing and maintaining a park system that reflects the vision, ***“Inspiring Exemplary Cultural Landscapes”***. In 1998, 82% of survey respondents felt it was important to preserve natural creek corridors and open space as Keller develops. With regard to park land acquisition, the 1998 Parks and Open Space survey stated that 79% of respondents support a bond election specifically for



“Inspiring Exemplary Cultural Landscapes”

land acquisition. In the 2006 Attitude Survey, 80% of respondents support land acquisition through a bond election.

In the 2006 public meeting questionnaire, 100% replied that it was important to very important to them that Keller maintain a rural feel with ample open space. This signifies that residents are passionate about open space. Open space is often the very element that brings residents to Keller in the first place, and its economic value is commanding of abiding respect and dedication.

This Parks, Recreation and Open Space Master Plan strongly recommends that a concerted effort be made to acquire acreage for parks and recreation for the City of Keller. It is further recommended land be acquired as quickly as possible, most especially in the next 1 – 5 years, due to limited availability and the likelihood of increasing cost.

V. Land Shortfall at Build-out Population
With available land diminishing, combined with cost and population growth increasing, time is of the essence.

National average of park area as a percentage of city area is 8.1%, which translates to Keller as 953 acres or a deficit of 516 acres. The recommended target goal for park land acreage for the City of Keller is 18 acres per 1,000 population, or 936 acres total for the build-out population of 52,000. The acreage need for parks by area and park classification standards thus calls for an additional 500 acres for build-out. This number represents about 70% of the available land in Keller.

The Target Goal is for 936 park acres for build-out, or an additional 499 acres total.

Acreage corrections per category:

Acreage need:	Neighborhood Parks:	111 acres
	Community Parks:	98 acres
	Special Purpose Parks:	155 acres
	Linear parks	63 acres
	Open Space	<u>72 acres</u>
	TOTAL	499 acres

Total build-out acreage goal of 936 acres translates to 7.95% or approximately 8% of the total City area of 11,772 acres.

VI. Recreational Facilities

Recreation facility needs are determined from the following sources:

- 2006 Parks and Recreation Attitude Survey;
- Data from sports leagues;

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- Incomplete facilities from previous plans including the Trails Master Plans;
- Citizen input at public meetings; and
- Recreation trends

The prioritized, overall parks and recreation facility needs for the City of Keller, based on facility standards combined with citizen, staff and consultant input are as follows:

1. Hike and bike trails
2. Natural habitat/ Open Space /Parks
3. Senior Citizen’s Center
4. Playgrounds
5. Tennis courts
6. Basketball courts
7. Lighted soccer fields
8. Rental picnic/ Reunion pavilions
9. Amphitheater
10. Environmental Learning Center

VII. Illustrative Maps and Strategic Recommendation

The attached descriptions accompany five maps which form a sequential study of the options and potential for the City, culminating in the recommended Parks and Trails Master Plan. Each of these maps is contained in the main document of the 2007 Parks, Recreation and Open Space Master Plan. These particular maps are key to understanding the needs, opportunities and strategic rationale for Keller parks and recreation for the future. It outlines the recommended plan for the City of Keller to consider as it seeks to attain the 2007 Parks and Recreation Master Plan long term goals. Please refer to each map and its strategic description, per accompanying page.

VIII. Conclusion

This sequentially building map study represents the strategic assessment and recommended Parks, Recreation and Open Space Master Plan for the long term development for the City of Keller. The primary goal is to provide uniformity of “close to home” parks accessibility, meet standards for park land acreage and adjust in a proactive, positive and targeted manner to the projected population growth - all while striving to provide a network of ***“Inspiring Exemplary Cultural Landscapes”***, envisioned as the embodiment of the high standards and uniqueness that describe the ideals of the City of Keller.

“Inspiring Exemplary Cultural Landscapes”

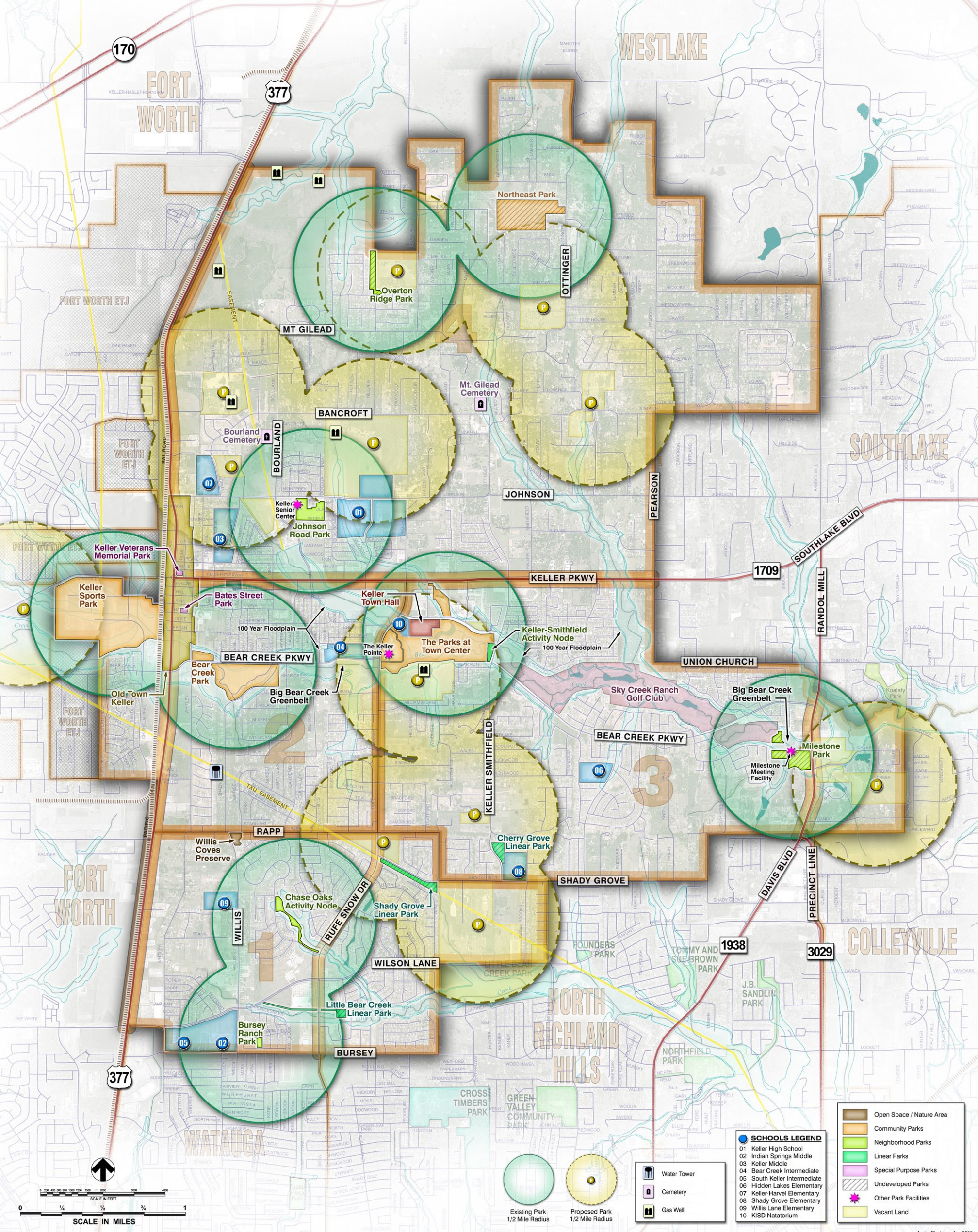
1. **Map: Existing Parks and Open Space:** This map shows the existing parks with their service radii, and the resulting City coverage. Neighborhood Parks form the core of the entire parks system. These Neighborhood Parks have a service radii of 1/2 mile, which is the standard used to determine geographic coverage. Community Parks have a service radius of 1 mile. Since these parks serve as *de facto* Neighborhood Parks, they are also depicted with the Neighborhood Park service radius of 1/2 mile. Considering the Community Parks with the Neighborhood Park service radii illustrates the park system's coverage of the City with “Close to Home” parks.

It should be noted that only Neighborhood and Community Parks are used in the above analysis. The reason for this is that other types of parks and recreation facilities such as Special Purpose Parks or Linear Parks are unique and may only be found where a particular use or suitable geography provides opportunity. Thus, it is the more fundamental park categories which are used in this “Close to Home” study of City coverage.

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2. Map: Existing and Proposed Parks: This map shows opportunities for increasing park service coverage based on the existing available land. Such opportunities for land acquisition and park development are designated with the ½ mile service radius of Neighborhood Parks. The interest is in designating land to be acquired as recommended park sites, and to increase the service for “Close to Home” parks, rather than determining category or classification.

Even so, it is noticeable that the limitation posed by available land causes a huge shortfall of park service coverage in large and substantial parts of the City.



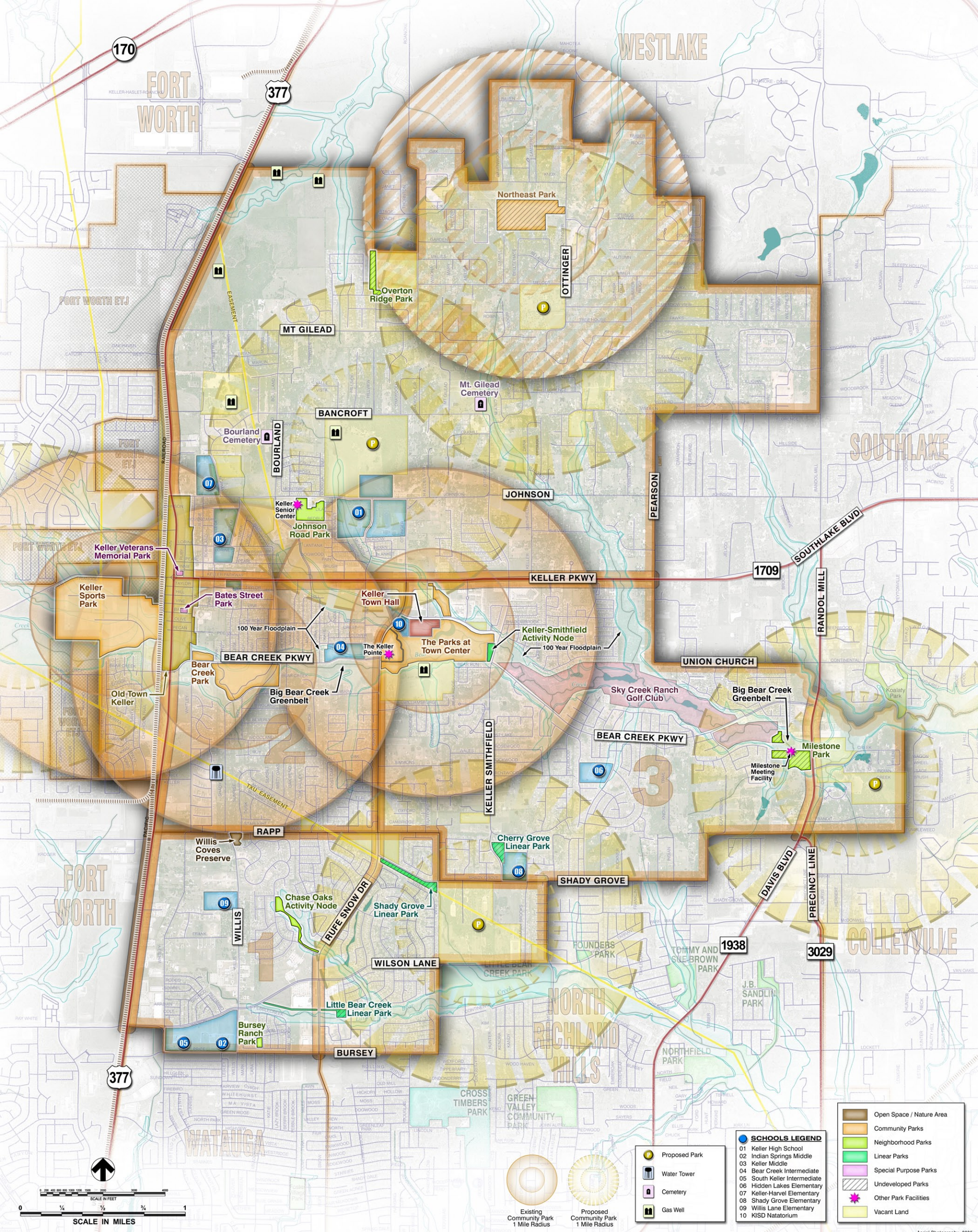
EXISTING & PROPOSED PARKS

CITY OF KELLER, TEXAS



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3. Map: Existing and Proposed Community Parks: This map shows options for maximizing coverage of Community Parks, based on existing available land and areas lacking coverage. Coverage varies by location. For instance, it may be determined that the location in the southeastern area of the City (east of Davis Blvd.) provides less than the desired geographic City coverage for an individual Community Park. On the other hand, upon further analysis and consideration of context and need, it may be deemed desirable as a Community Park site.



August 30, 2007

EXISTING & PROPOSED COMMUNITY PARKS

CITY OF KELLER, TEXAS

Half Associates
ENGINEERS - ARCHITECTS - SCIENTISTS - PLANNERS - SURVEYORS



Concept plan only. Subject to change. Land use locations and configurations are approximate and may be altered to respond to changing development conditions and requirements. Plan subject to governmental approval.