

***“Inspiring Exemplary Cultural Landscapes”***

# 8.

# Implementation

## 8.1

### ***Introduction***

The importance of a Parks Master Plan has been described in detail in previous chapters. The aim of the Parks Master Plan is to provide a “roadmap” to fulfill the vision, ***“Inspiring Exemplary Cultural Landscapes”***. One of the most crucial chapters is Implementation, whereby recommendations outlined in Chapter 7 are prioritized and potential sources of funding for recommendations are discussed (see **Existing and Proposed Parks and Trails Map** on Page 8-2a). Prioritization is based on information received from public input as well as from the needs assessment pertaining to facility and acreage standards shown in Chapter 3 and Chapter 6.

*The map, **Parks and Trails Master Plan** on the next page illustrates the existing and proposed parks and trails for the City of Keller.*

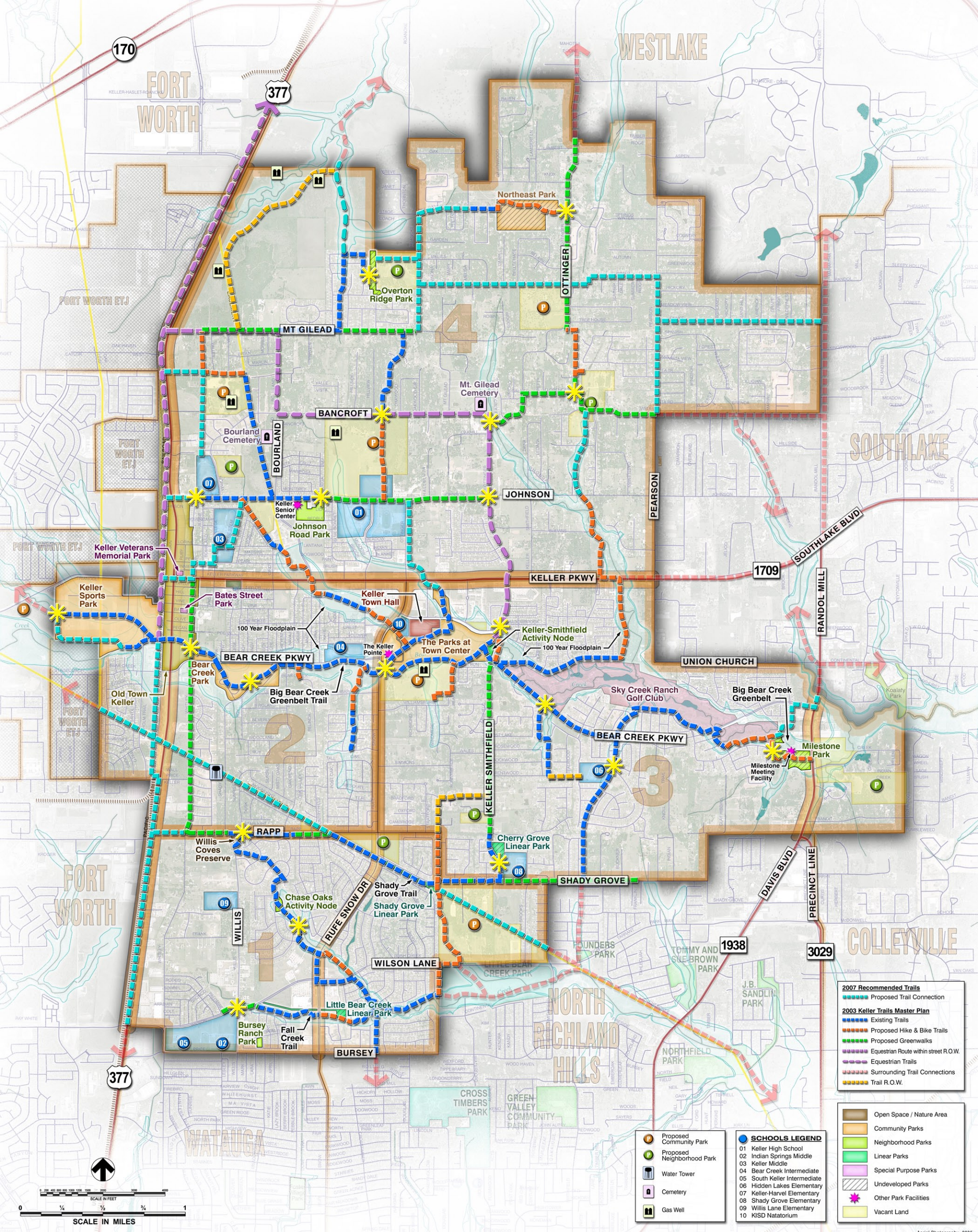
The criteria used to prioritize the park facilities needs in City of Keller are as follows:

- Level of need based on citizen input on a Citywide basis (demand based need);
- Level of need based on standards assessments (standard based need);
- Opportunities for recreation facilities and parks based on existing physical conditions in City of Keller (resource based need); and
- Based on experience of consulting in the parks and recreation field.

## 8.2

### ***High Priority Facility Needs***

Prioritization of facility needs involves a process that weighs a number of factors. Particularly, such factors include previous parks master plan identified and outstanding priorities, current trends, regional trends, citizen input, Keller Parks and Recreation staff input, as well as Planning Team consultant input, all considered along with target standards. The citizen input, while offering direction and guidance, does not alone produce a resultant list of parks and recreation facility priorities. The citizen responses are tempered by consideration of other factors that impact each facility choice. This process seeks to arrive at the best assessment of need and response for Keller and its citizens taken as a whole. For this reason, it is important to understand that the telephone survey results tables do not directly correlate with the following overall, citywide ranked priorities. A summary of key facility needs in



- 2007 Recommended Trails**
- Proposed Trail Connection
- 2003 Keller Trails Master Plan**
- Existing Trails
  - Proposed Hike & Bike Trails
  - Proposed Greenwalks
  - Equestrian Route within street R.O.W.
  - Surrounding Trail Connections
  - Trail R.O.W.

- SCHOOLS LEGEND**
- 01 Keller High School
  - 02 Indian Springs Middle
  - 03 Keller Middle
  - 04 Bear Creek Intermediate
  - 05 South Keller Intermediate
  - 06 Hidden Lakes Elementary
  - 07 Keller-Harvel Elementary
  - 08 Shady Grove Elementary
  - 09 Willis Lane Elementary
  - 10 KISD Natatorium
- Open Space / Nature Area
  - Community Parks
  - Neighborhood Parks
  - Linear Parks
  - Special Purpose Parks
  - Undeveloped Parks
  - Other Park Facilities
  - Vacant Land

August 30, 2007

# PARKS & TRAILS MASTER PLAN

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.

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the City of Keller based on facility standards and citizen input (in order of priority ranking) includes:

<b>Overall Parks and Recreation Priorities</b>	
<b><u>Overarching most important priority</u></b>	
<b>ACQUISITION OF PARK LAND</b>	
<b><u>Priorities for Outdoor and Indoor Recreation</u></b>	
<b><u>FACILITY NEEDS</u></b>	<b><u>FACILITY TYPE</u></b>
1. HIKE AND BIKE TRAILS	Non-athletic
2. NATURAL HABITAT/ OPEN SPACE/ PARKS	Support
3. SENIOR CITIZENS’ CENTER	Support
4. PLAYGROUNDS	Non-athletic
5. TENNIS COURTS/ FACILITY	Non-athletic
6. BASKETBALL COURTS	Non-athletic
7. LIGHTED SOCCER FIELDS	Non-athletic
8. RENTAL PICNIC/ REUNION PAVILIONS	Support
9. AMPHITHEATER	Support
10. ENVIRONMENTAL LEARNING CENTER	Support

Park land acquisition is the overarching most important priority for reason that land increasingly becomes more scarce and costly; also with limited park land, the opportunities to provide adequate recreation facilities are severely limited.

Hike and bike trails topped the list of priorities, correlating with the Attitude Survey results and the larger regional high priority need of communities to exercise through the use of hike and bike trails. The citizens of Keller are devoted to their enjoyment of parks and trails as part of their daily life experience.

Natural habitat/ open space and parks feature second on the list of priority facility needs. Every effort should be made with the development of new parks and new trails to provide for more natural habitat in the City. This is all the more important since such areas are lost continuously in the metroplex due to development pressure.

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*Jogging, hiking and biking trails consistently received the highest level of support in all the citizen surveys.*

**8.3**  
**2007-2017 Action Plan**

***Recommendations and Implementation of the Parks Master Plan***

The Park Master Plan prioritizes the findings of the Needs Assessment and recommends a series of actions to improve and expand City of Keller’s park system. These recommendations address the development of land already acquired and dedicated for neighborhood parks, additional land for new parks, and general improvements to existing parks. The recommendations should be implemented or initiated over the general life of this master plan, which covers the next 5 to 10 years. However, the master plan also includes other longer range recommendations.

An implementation strategy is recommended to address the City’s key recreation needs over the next five years and longer. These actions include many of the high priority facility needs listed above. Recommendations are ranked in one of the three categories listed below.

- **Short Term Implementation** - List of top priority items to be completed or initiated over the next five years.

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- **Medium Term Implementation** - List of recommendations to be completed in five to ten years.
- **Longer-Range Implementation** - List of recommendations to be initiated in ten or more years.

**Table 8.1: Action Plan: Years 2007-2017** on the next page summarizes the basic actions and tasks required over the next 10 years in order for the City of Keller to reach the most critical of the target goals for the parks and recreation system as set in the Parks Master Plan

**Action Plan** - The Action Plan (see **Table 8.1: Action Plan: Years 2007-2017**) recommends the basic actions and tasks required in order for the City of City of Keller to reach the target goals for the parks and recreation system as set in Chapter 6. The Action Plan also reflects the actions as recommended in Chapter 7. It maps out the immediate tasks at hand, together with the costs attached.

Based on the implementation strategy, the short and medium term implementation actions are shown as the Action Plan below.

The listing of the projects is categorized as follows:

1. Land Acquisition
2. Development of Recreational Facilities
3. Park Renovation and Development
4. Future Studies

Consider the following notes when reviewing the Action Plan:

- **Order of Sequence** – The sequence is based directly on the recommended importance and need for each action. However, some actions may involve fund-raising or requirements that are more complicated, and may take longer to occur. In that case, other actions may be easier to accomplish sooner, but should not diminish the need for the higher priority actions.
- **Funding possibilities** - The Action Plan includes current assumed levels of funding from the ongoing Capital Improvement Projects. The sale of certificates of obligation may generate additional funds. The Action Plan is a guide, but may vary as specific needs or opportunities within the City occur. Other potential funding sources are noted, but are not secured. Rather, they should be considered as possibilities for further pursuit.
- **Projected Costs** - The projected costs per project are intended to establish an order of magnitude. These estimates are made prior to any designs or detailed concepts being developed, and will vary as more detailed design occurs.
- **Suggested Time frame** - The projected time frames are intended to establish a sequence to actions.



**Table 8.1 Action Plan Years 2007 - 2017 and beyond to 2030**  
 City of Keller Parks, Recreation and Open Space Master Plan



Priority	Action	Additional Acreage	Facility Type	Estimated Cost for Preferred Improvement Level
<b>HIGH PRIORITY - PARKS</b>				
	<b>1-5 years Action Plan</b>	<b>\$ 60,000 / acre</b>		
	<b>Park Land Acquisition</b>	<b>average</b>		
	<b>Park Types, Citywide</b>			
	<b>Neighborhood Parks - 11 Citywide</b>			
1-5 years	<b>Area I - Neighborhood Parks</b> - Acquire land for two parks for this five year period. (+/- 8 acres/park)	16 acres	Neighborhood Park	\$960,000
1-5 years	<b>Area III - Neighborhood Parks</b> - Acquire land for three parks for this five year period. (+/- 8 acres/park)	24 acres	Neighborhood Park	\$1,440,000
1-5 years	<b>Area IV - Neighborhood Parks</b> - Acquire land for six parks for this five year period. (+/- 8 acres/park)	48 acres	Neighborhood Park	\$2,880,000
		<b>88 acres</b>		<b>\$5,280,000</b>
	<b>Subtotal Neighborhood Parks</b>			
	<b>Community Parks - 3 Citywide</b>			
1-5 years	<b>Area I - Community Park</b> - Acquire 50 acres for one park for this five year period.	50 acres	Community Park	\$3,000,000
1-5 years	<b>Area II - Keller Sports Park Expansion</b> - Acquire 30 acres for one park for this five year period.	30 acres	Community Park	\$1,800,000
1-5 years	<b>Area IV - Community Park</b> - Acquire approximately 50 acres for one park for this five year period.	50 acres	Community Park	\$3,000,000
		<b>130 acres</b>		<b>\$7,800,000</b>
	<b>Subtotal Community Parks</b>			
	<b>Special Purpose Parks - 4+ Citywide</b>			
1-5 years	<b>Area IV - Keller Tennis Facility</b> - Dedicate +/- 15 acres for a complex of 6 - 8 tennis courts, expandable to 16 - 20 courts.	15 acres	Special Purpose Facility	\$900,000
1-5 years	<b>Area II/III - Environmental Education Center/ Creek and Forest Ecology Park</b> - Dedicate +/- 10 acres for an ecology park including an environmental learning center.	10 acres	Natural Areas/ Open Space	\$600,000
1-5 years	<b>Area I - Dog Park</b> - Dedicate +/- 7 acres for a dog park.	7 acres	Special Purpose Park	\$420,000
1-5 years	<b>Area IV - Memorial/ Meditation Park</b> - Dedicate +/- 10 acres as an adjunct to the Veterans Memorial Park; locate to encourage reflection, promote healing.	10 acres	Special Purpose Park	\$600,000
1-5 years	<b>Area I, II, III, IV - Citywide future use</b> - Acquire +/- 50 acres for this five year period.	75 acres	Special Purpose Park	\$4,500,000
		<b>117 acres</b>		<b>\$7,020,000</b>
	<b>Subtotal Special Purpose Parks</b>			
	<b>Linear Parks - undetermined Citywide</b>			
1-5 years	<b>Trail Easements alongside Railway in Old Town Keller</b> - Acquire +/- 6 acres for 1 mile of 50' wide trail easement	6 acres	Linear Park	\$360,000
1-5 years	<b>Trail Easements alongside Railway south of Old Town Keller</b> - Acquire +/- 6 acres for 1 miles of 50' wide trail easement	6 acres	Linear Park	\$360,000
1-5 years	<b>Linear Park</b> - Acquire +/- 24 acres for 4 miles of 50' wide trail easement along creeks.	24 acres	Linear Park	\$1,440,000
1-5 years	<b>Linear Park</b> - Acquire +/- 36 acres for 6 miles of 50' wide trail easement along roads.	24 acres	Linear Park	\$1,440,000
		<b>60 acres</b>		<b>\$3,600,000</b>
	<b>Subtotal Linear Parks</b>			
	<b>Nature Areas/Open Space - undetermined Citywide</b>			
1-5 years	<b>Nature Areas/Open Space</b> - Acquire approximately 72 acres, throughout the city, per consultant resource study above, and where possible, in conjunction with other parks and their "programmed" park land.	72 acres	Nature Areas/ Open Space	\$4,320,000
		<b>72 acres</b>		<b>\$4,320,000</b>
	<b>Subtotal Nature Areas/Open Space</b>			
	<b>Subtotal Land Acquisition: 1-5 years</b>	<b>467 acres</b>		<b>\$28,020,000</b>



**Table 8.1 Action Plan Years 2007 - 2017 and beyond to 2030**  
 City of Keller Parks, Recreation and Open Space Master Plan



Priority	Action	Additional Acreage	Facility Type	Estimated Cost for Preferred Improvement Level
<b>HIGH PRIORITY - PARK DEVELOPMENT AND RENOVATION</b>				
<b>Park Development and Renovation</b>				
1-5 years	<b>Hike and Bike Trails</b> - Develop 15 miles of trails at \$1 million per mile, over a period of 5 years.		Hike and Bike Trails	\$15,000,000
1-5 years	<b>Trail Heads and Trail Gateways</b> - Develop 4 trail heads and gateways at \$600,000 per unit, over a period of 5 years.		Hike and Bike Trails	\$2,400,000
1-5 years	<b>Area III - Skateboard Park</b> - Design and develop a skate park per The Keller Pointe master plan.		Special Purpose Park	\$500,000
1-5 years	<b>Five Neighborhood Parks</b> - Develop 5 neighborhood parks at \$900,000 per park, over a period of 5 years, including Overton Ridge.		Neighborhood Park	\$4,500,000
1-5 years	<b>Northeast Community Park</b> - Design and implement a master development plan.		Community Park	\$5,000,000
1-5 years	<b>Keller Sports Park / Community Park Expansion</b> - Implement the Keller Sports Park expansion per the KSP Master Plan, at \$3 million.		Community Park	\$3,000,000
1-5 years	<b>Keller "Old Town" Pedestrian Mall</b> - Design a pedestrian friendly streetscape based on re-routing plan of IH377, to enhance the pedestrian use of the Old Town Keller area.	Funded from a separate source	Special Purpose Park	\$0
1-5 years	<b>Three Linear Parks</b> - Develop Shady Grove, Little Bear Creek and Cherry Grove Linear Parks at \$550,000 per park, over a period of 5 years.		Linear Park	\$1,650,000
1-5 years	<b>Renovation of Existing Parks</b> - Renovate 1 park/year at an average cost of \$300,000 per park.		Linear Park	\$1,500,000
1-5 years	<b>Park Signage</b> - Develop directional and informational signage at all parks.		Citywide	\$1,000,000
1-5 years	<b>Tree Planting</b> - Implement a focused tree planting program to augment existing parks at \$100,000 per year for all parks.		Citywide	\$500,000
<b>Subtotal Park Development and Improvement: 1-5 years</b>				<b>\$35,050,000</b>
<b>HIGH PRIORITY - DEVELOPMENT OF RECREATIONAL AND MAINTENANCE FACILITIES</b>				
<b>Development of Recreational and Maintenance Facilities</b>				
1-5 years	<b>Playgrounds - Citywide</b> - install 15 units at \$60,000 per unit.		Support Facilities	\$900,000
1-5 years	<b>Keller Senior Citizens Center</b> - design and construct the facility based on consultant study with citizen input.		Special Purpose Facility	\$3,000,000
1-5 years	<b>Tennis Facility</b> - design and construct a 6 - 8 courts tennis facility with restrooms on a site designed to offer expansion capability of up to 16 -20 courts. Adjacent, similar use facilities with shared support opportunities may also be considered in the site selection and design.		Athletic & Non-Athletic	\$4,000,000
1-5 years	<b>Basketball Full Courts</b> - design and construct the 4 Basketball courts. (Half court: \$20,000 - full court: \$40,000).		Non-Athletic	\$160,000
1-5 years	<b>Lighted Soccer Fields</b> - design and construct 4 Lighted soccer fields per the Keller Sports Park expansion.		Athletic	\$1,000,000
1-5 years	<b>Amphitheater</b> - per the Parks at Town Center Master Plan, design and construct an amphitheater with shaded spectator seating, restrooms, parking, water and electricity and concession vendor accommodations.		Support	\$1,000,000
1-5 years	<b>Various Facilities</b> - Playgrounds, Pavilions, Picnic Facilities and Exercise Stations are accounted for in park and trail development and improvement above.		Various	
1-5 years	<b>Sport Fields</b> - Recreational facilities including Softball /Baseball Fields, Soccer Fields, outdoor Basketball Courts and other are accounted for in the development of a new community park above.		Athletic & Non-Athletic	
1-5 years	<b>Large Pavilions and Shade Structures - Citywide</b> - construct 10 units at \$60,000 per unit.		Support	\$1,200,000
1-5 years	<b>Support Facilities</b> - Park Restrooms in Community Parks and exercise stations along trails are accounted for in the new park and trail development.		Support	
<b>Subtotal Development of Recreational and Maintenance Facilities: 1-5 years</b>				<b>\$11,260,000</b>
<b>HIGH PRIORITY - CONSULTANCY STUDIES</b>				



**Table 8.1 Action Plan Years 2007 - 2017 and beyond to 2030**  
 City of Keller Parks, Recreation and Open Space Master Plan



Priority	Action	Additional Acreage	Facility Type	Estimated Cost for Preferred Improvement Level
<b>Recommended Consultancy Studies</b>				
1-5 years	<b>Conservation Development and New Urbanism Mixed Use Study</b> - committee to study alternative approaches to traditional development, to provide a guide for the future which includes conserving Open Space, as renovation and redevelopment opportunities arise.		Nature Areas/ Open Space	\$150,000
1-5 years	<b>Senior Center expansion</b> comparative study between the alternatives of expanding the existing facility or renovating the Johnson Road Library for this purpose.			\$150,000
1-5 years	<b>Water Towers and Utilities "Green" Learning Center/ Exhibit Space/ Special Purpose Park</b> - with public input, develop a design for a park theme that celebrates water as an essential resource.			\$150,000
1-5 years	<b>Creek Corridors and Greenbelt Park Study</b> - Purpose: To establish an integrated riparian corridor and greenbelt system, preserving and maintaining the floodplain in a sustainable manner that will minimize future damage downstream and with the purpose to develop a policy for properties that have an adjacency with the floodplain.		Nature Areas/ Open Space	\$150,000
1-5 years	<b>Natural and Manmade/ "Cultural Landscapes" Resource Map</b> - Prepare a resource inventory of conservation lands or "linked landscapes" as per Chapter 7: Recommendations on Conservation Planning and Development.		Citywide	\$150,000
1-5 years	<b>Park or park amenities adjacent to Mount Gilead and Bourland Cemetery</b> , study in conjunction with owners, stakeholders.		Nature Areas/ Open Space/ Support	\$60,000
<b>Subtotal Recommended Studies: 1-5 years</b>				<b>\$810,000</b>
<b>1-5 years Expenditure</b>				

SUMMARY ACTIONS AND EXPENDITURES OVER A PERIOD OF 10 YEARS FROM 2007 TO 2017	
Total Land Acquisition	467 acres
Total Expenditure: Park Development and Improvement	\$28,020,000
Total Expenditure: Development or Recreational and Maintenance Facilities	\$35,050,000
Total Expenditure: Consultance Studies	\$11,260,000
	\$810,000
<b>Total Expenditure for 2007 to 2030</b>	<b>\$75,140,000</b>

Note: Costs shown are 2007 values at a pre-design level, and will vary as more detailed design occurs.  
 List is for guidance in planning, and not all items may be implemented.  
 Land costs are estimated at an average of \$60,000 per acre.  
 Land costs shown are general estimates intended to establish allowances and will vary.  
 Grants and donations may reduce the cost of each item significantly.



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A comparison of the recommended acreage acquisition with the acreage needs at build-out population of 52,000 reads as follows:

<b>Table 8.2</b> <b>Acreage Acquisition Compared to Acreage Required</b>		
Park Type	Recommended Acreage Acquisition	Acreage required at build-out population*
Neighborhood Parks	88	111
Community Parks	130	98
Special Purpose Parks	117	155
Linear Parks	60	63
Open Space	72	72
<b>TOTAL</b>	<b>467</b>	<b>499</b>

\* Acreage required additional to 2007 existing acreage - See Table 6.1

The ratio of the recommended acreage acquisition to the acreage required at build-out population, appear to be directly in reverse for the park type: neighborhood parks and community parks. However, since community parks serve as de-facto neighborhood parks much of the land acquired for community parks, will fulfill the requirement for neighborhood parks.

**Implementing the Action Plan with Vision**

A large amount of funding is required to accomplish the goal of the Action Plan, but with vision, commitment, and a concerted effort to secure funding from available sources, many of the recommendations can be accomplished.

The very purpose of this Parks, Recreation and Open Space Master Plan is to provide the City of Keller with the vision to motivate the citizens of City of Keller to support, participate, and collaborate with park development and recreation programs.

**8.4**  
**Funding Strategies**

Different parks and hike and bike trails will require different funding strategies. While improvements to existing parks and most connective sidewalks can be built with local funds, other parks, open space, and trail projects may be able to contend for state or

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federal funds, although the level of these funding sources has decreased significantly in recent years. This section provides brief descriptions of these funding implementation assistance opportunities.

**8.4.1**

***City Generated Funding Sources***

***General Fund Expenditures*** are primarily used for improvements or repairs to existing parks and facilities. Typical general fund expenditures are for smaller repair and replacement efforts.

***Bond Funds*** are primarily targeted for new facilities.

***Electric Utility Partnerships*** can be established for utility easement trails. This partnership typically does not involve monetary contributions. However it does include use agreements for easements held by utility companies.

***Water Utility Bill Contributions*** – residents of the City can choose to add a small amount to their water collection bills to fund park improvements. Abilene has used a \$1.00 a month contribution to raise over \$470,000 since 1987, and has used that funding to replace playgrounds throughout the City. The City of Keller currently has a program with utility billing that provides a fifty cent donation for Special Events programs, which provides approximately \$14,000 per year in donated funds. The City could consider updating the program to ask citizens to contribute \$1.50 or \$2.00 per bill (for a total of \$18.00 to \$24.00 per year) towards park improvements. With contributions from 1000 accounts, a total of \$18,000 to \$24,000 could be raised annually.

***Half Cent Sales Tax Funds*** The City of Keller has used this program since 1992 successfully for the design and development of existing and new facilities.

***Park Donations Funds*** can be used for applicable projects, equipment, and general facility improvements.

***Park Development Fee Funds*** – This funding is a revenue source the City receives from developers based on \$1,000 per unit for residential construction and \$500 per unit for retirement/senior housing. This collected fee is in lieu of donation of land for parks and trail right-of-ways. Funding averages \$200,000 annually.

***Tree Restoration Funds*** – The City levies fines against developers for removing quality trees for development. The revenue generated is used to plant trees and to irrigate City properties enhancing the City.

***Oil and Gas Mining Revenues*** – Oil and Gas Mining Revenues are a new revenue source for the City. Revenue is generated from the mining of gas located under parks developed and that received funding from Texas Parks and Wildlife Grants-in-Aid projects. No revenues have been received to date.

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**8.4.2**

**Governmental Grant Sources**

A variety of grant sources exist, but three general sources account for most of the major potential sources of grants for parks in Texas. These include programs administered by the Texas Parks and Wildlife Department, the Texas Department of Transportation, and the Department of the Interior through the Urban Parks and Recreation Recovery (UPARR) program. The following is an overview of major grant programs.

***TPWD - Texas Recreation and Parks Account (TRPA)*** is the primary source for park grants in Texas and, in addition, provides funding for recreational trails. A maximum of 50 percent match can be obtained, up to \$400,000, for new park and trail facilities, and \$417,563 for indoor facilities. Grant applications that stress joint funding and support from two or more local entities may have a greater chance in contending for the TRPA grants. Recent passage of House Bill 12 in the Texas 2008 Legislative Session has restored the amount of available funds from the state, and the City should consider this available funding source whenever possible.

***Outdoor Recreation Grants (TPWD)***

This program provides 50% matching grant funds to acquire and develop parkland or to renovate existing public recreation areas. In the past, there were two funding cycles per year. There is now one funding cycle per year with a maximum award of \$400,000. Eligible sponsors include cities, counties, Municipal Utility Districts (M.U.D.s), and other special districts. Projects must be completed within three years of approval. Application deadline is **July 31** each year.

***Indoor Recreation (Facility) Grants (TPWD)***

The program provides 50% matching grant funds to municipalities, counties, Municipal Utility Districts (MUDs), and other local units of government to construct recreation centers, community centers, nature centers, and other facilities (buildings). The grant maximum is \$417,563 per application. The application deadline is **July 31** each year.

***Community Outdoor Outreach Program (CO-OP) Grants***

The CO-OP grant helps to introduce under-served populations to the services, programs, and facilities of Texas Parks & Wildlife Department. This is not a land acquisition or construction grant; this is only for programs and services. Grants are awarded to non-profit organizations, schools, municipalities, counties, cities, and other groups. Minimum grant requests are \$5,000, and maximum grant requests are \$30,000. This grant program has changed from two funding cycles to one funding cycle per year. Application deadline is **February 1** of each year.

***Recreational Trail Grants***

The Texas Parks and Wildlife Department (Texas Parks and Wildlife Department) administers the National Recreational Trails Fund in Texas under the approval of the

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Federal Highway Administration (FHWA). This federally funded program receives its funding from a portion of federal gas taxes paid on fuel used in non-highway recreational vehicles. The grants can be up to 80% of project cost. Funds can be spent on both motorized and non-motorized recreational trail projects such as the construction of new recreational trails, the improvement of existing trails, the development of trailheads or trailside facilities, and the acquisition of trail corridors.

***Land & Water Conservation Fund (LWCF) Grants***

TPWD administers the Texas apportionments of LWCF through the Texas Recreation Park Account. If an entity is applying for an Indoor Grant, Outdoor Grant, or Small Community Grant, TPWD may consider the application for LWCF funding. No separate application is required.

***Regional Park Grants administered by TPWD*** provide 50% matching fund grants to local governments in order to create large, intensive-use recreation areas, regional systems of parks, and conservation areas with trail linkages, as well as linear greenways between parks and other community amenities in Texas' urban areas. These grants encourage partnerships and leverage development between the private sector, non-profit organizations, and among local governments. Priority is given to a project that has local matching funds from multiple political jurisdictions as well as non-profit organizations/private donations, is listed in local park master plans, will be used in a multiple jurisdictional manner, provides water-based recreation, links multiple jurisdictions with trails or greenbelts, and has a direct link to the mission of Texas Parks & Wildlife Department. There is no ceiling on match amounts, but grant awards are dependent on the number of applicants and the availability of funds. Past recipients for the Regional Park Grant have ranged from \$750,000 to \$1,200,000. Deadlines are held on **January 31** of each year.

***National Park Service (NPS) Programs*** include the Land and Water Conservation Fund (LWCF) and Urban Park and Recreation Recovery Act (UPARR), which provide funds for parks and recreation. Congress appropriates both funds. Typically, the funding sources have supported traditional parks rather than linear systems. Funding for new UPARR grants was eliminated for FY 2003 and 2004 and to date has not been restored. However, funding may be restored in future appropriations.

***Environmental Protection Agency*** can provide funding for projects with money collected in pollution settlements.

***Sustainable Development Funding Program***

The North Central Texas Council of Governments (NCTCOG) Sustainable Development Funding Program was created by its policy body, the Regional Transportation Council, to encourage public/private partnerships that positively address existing transportation system capacity, rail access, air quality concerns, and/or mixed land uses. By allocating transportation funds to land use projects promoting alternative transportation modes or reduced automobile use, NCTCOG

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and its regional partners are working to address mounting air quality, congestion, and quality of life issues.

***Regional Transportation Council Partnership Program***

Through the Local Air Quality Program, NCTCOG's Regional Transportation Council will fund transportation projects that address the new air quality standard, including traffic signal timing, trip reduction, air quality outreach and marketing programs, vanpool programs, bicycle/pedestrian regional connections, high-emitting-vehicle programs, diesel freight programs, off-road construction vehicle emissions reduction programs, park-and-ride facilities, and other air quality strategies. Previous submissions were due March 2006.

***Transportation Enhancement Program funds available***

Through the Statewide Transportation Enhancement Program, the Texas Department of Transportation has made funds available during 2006 for construction of non-traditional transportation projects such as bicycle routes, pedestrian safety, and landscaping of transportation facilities. NCTCOG reviewed the projects within the Metropolitan Planning Area for eligibility, ranked the projects, and provided the state-required Letter of Transportation Improvement Program Placement. Submittals were due February 2006 and even though many projects were approved, the program was cancelled in its entirety for 2006.

The Program provides monetary support for transportation activities designed to strengthen the cultural, aesthetic, and environmental aspects of the transportation system. Funding is on a cost reimbursement basis, and projects selected are eligible for reimbursement of up to 80% of allowable cost. This funding program is not available on a yearly basis, but intermittently only, often in 5 year periods apart. The next opportunity for funding under this program will be in 2010.

**8.4.3**

***Other Private and Quasi Private Funding Sources***

***Partnering with Developers and Private Land Owners*** is possible by implementing park land dedication rules, whether voluntary or mandatory. Such an ordinance provides a vehicle for development of parks, open space, and trails as land is developed in a city. The City of Keller has such an ordinance in place and needs to be updated on a regular basis as recommended in Chapter 7 of the Parks Master Plan. The purpose of an up-to-date dedication ordinance is to ensure sufficient funding so that tangible park improvements can be made, rather than token improvements.

***Other Foundation and Company Grants*** assist in direct funding for projects, while others exist to help citizen efforts gets established with small seed funds or technical and publicity assistance. Before applying for any grant, it is crucial to review *The Foundation Directory* and *The Foundation Grants Index* published by the Foundation Center to learn if a particular project fits the requirements of the foundation.

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**Grants for Greenways** is a national listing that provides descriptions of a broad spectrum of both general and specific groups who provide technical and financial support for greenway interests.

An **“Adopt-a-Park Program”** could be developed to provide a consistent process for private and commercial donors to contribute to the development of specific parks in City of Keller. The donations would be recognized at the applicable park by methods of signage, plaques or naming rights to a particular donated feature. Even a modest amount raised annually by area homeowners’ associations can replace old trash receptacles, provide new benches, or pay for the installation of trees.

**Sponsorship through Businesses** is a means to secure funding through businesses operating in the City of Keller. Entities can contribute through the Parks Foundation or directly support park department construction or programming efforts.

**Partnerships with Interest or Volunteer Groups** that are typically non-profit organizations keenly interested in particular subjects e.g. human interaction with nature, wildlife, native plants, and aesthetics of a City environment are often willing to contribute time and energy free of charge for the betterment of parks and open space. An example in Keller is the **Boy Scouts of America’s Eagle Scout** project. Each project is instrumental in a youth’s achievement of Scouting’s highest rank, and makes a significant contribution in the construction of park amenities. Gazebos and sand boxes, construction of erosion control measures along creeks, as well as the clearing of debris and pruning and cleaning of areas in need, are some examples of projects which improve the community in enduring, tangible and functional ways.

**National Endowment for the Humanities**

As part of its *We the People initiative*, the NEH has a grant program designed to help institutions and organizations secure long-term improvements in and support for humanities activities that explore significant themes and events in American history, thereby advancing knowledge of the founding principles of the United States in their full historical and institutional context.

Grants may be used to support long-term costs such as construction and renovation, purchase of equipment, acquisitions, and conservation of collections. Grants may also be used to establish or enhance endowments that generate expendable earnings for program activities.

Because of the matching requirements, these NEH grants also strengthen the humanities by encouraging nonfederal sources of support. Applications are welcome from colleges and universities, museums, public libraries, research institutions, historical societies and historic sites, public television and radio stations, scholarly associations, state humanities councils, and other nonprofit entities. Programs that involve the collaboration of multiple institutions are eligible, as well, but one institution must serve as the lead agent and formal applicant of record.

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**8.5**

***Policies and Ordinances***

***Ordinance Support for Trail System Development***

Utilization of the existing Park Land Dedication Ordinance is an important tool to assist in the implementation of a City wide trail system. Trail corridors can be integrated into developments as the development goes through the platting process. Land for trail corridors can be donated in a fashion similar to the dedication of land for traditional parks, and each adjacent development can be required to construct its portion of the overall trail system, or other trails that connect to the main trail network.

***Parks and Recreation Board***

All revisions to the Parks Master Plan require a recommendation from the Parks Board and approval of City Council. City Staff should present significant changes in the Parks Master Plan and provide brief summaries of annual updates to the documentation. This will provide the Board with comprehensive information to assist with development decisions.

***Joint Planning with the neighboring Cities of Southlake, Watauga, Trophy Club, Westlake, Colleyville and North Richland Hills***

Establish joint planning efforts with these neighboring cities to provide additional options to address recreation needs in City of Keller.

***Joint Planning with City of Keller ISD***

Establish joint planning review sessions with Keller ISD to allow for coordination of facilities usage and development.

***Joint Planning with Tarrant County***

Continue joint planning efforts with Tarrant County to provide additional options to address recreation needs in City of Keller.

***Specific Policy Actions***

*(See also Paragraph 7.2 City Policy)*

1. Pro-actively search for parklands to target for acquisition, prioritized each year over the next five years.
2. Establish a City Ordinance that requires a minimum of 80% compliance for single loaded roads (roads with development along one side only, with park land on the other) along all future parks, buffers, floodplains, and open space. Single loaded roads allows for accessible parks that are safe and inviting. Safety is generally achieved by the informal surveillance provided by the residents overlooking the park.
3. Continue with the City Ordinance that requires transparent metal rod fences in lieu of solid wood fences along private properties bordering parks, trails, creek

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corridors, and open space so as to contribute to a sense of openness and safety.

4. Adopt policies, which emphasize the importance of the preservation and protection of the City’s tree cover in addition to and complementary with the City’s tree ordinance.
5. Adopt policies, which emphasize the importance of the preservation and protection of the City’s creek system in addition to and complementary with the City’s creek ordinance.
6. Plan ahead to protect and preserve the City’s 100-year floodplains including a minimum 100 feet buffer beyond the floodplain.
7. Establish a City Ordinance that mandates the donation of floodplain lands along creeks. Such land is not developable, yet provides habitat and corridors of movement for fauna and the opportunity for use as open space, greenways, and trails (see Paragraph 7.2; Recreation and Drainage Easements)
8. Establish a City Ordinance that mandates no reclamation of any floodplain land for purposes of residential and non-residential development.
9. Endorse the establishment of creek corridors of 100 feet beyond the 100-year floodline. **(See Addendum E: Creeks and Streams)**
10. Continue to work directly and continuously with the City of Keller Independent School District, so as to acquire lands for neighborhood parks in conjunction with school district property acquisitions and to develop park facilities that can be used jointly by school children and residents. In Keller, this is achieved through the Parks Department representative on the City’s Development Review Committee.
11. Identify school sites that may be developed jointly with the school district as publicly accessible parklands.
12. Establish a formal process and agreements for working directly and continuously with the various utility districts and other City departments that can assist in acquiring parks lands or in jointly developing facilities. These include the City’s Public Works Department, the City’s Development Department, schools, private entertainment providers, as well as other City of Keller departments.
13. Endorse the park to population ratios established by this Parks Master Plan to guide the acquisition and development of parks in all sectors of the City. These are 3 acres per 1,000 population for neighborhood parks, 7 acres per 1,000 population for community parks, 3 acres per 1,000 population for special



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purpose parks, 2 acres per 1,000 population for linear parks and 3 acres per 1,000 population for open space.

14. Require all new development adjacent to existing or proposed trails in the Parks Master Plan to provide connections to both existing and proposed trails to ensure that everyone in the City is within walking distance of a trail that links with the overall City Trail network.
15. Establish standards for developing land adjacent to linear park corridors. These include helping to fund linear parks, providing pedestrian connections to the parks, minimum amounts of landscaping along those corridors, and signage regulations adjacent to or within the linear park corridors.
16. Continue to ensure that adequate maintenance personnel are provided to take care of parklands in the City. Expect and provide an exceptional level of care.
17. Endorse the need for the acquisition and preservation of open space throughout the City.
18. Pursue alternative methods of funding park system and programming improvement, such as partnerships with non-governmental entities, grant funding sources, establishing “Friends of...” organizations, and contracting out programs or operations. Consider these and other methods only where feasible and financially sound.

***Other City Plans***

The success of the Parks Master Plan implement goes hand-in-hand with other City plans and ordinances e.g. Comprehensive Plan; Drainage and Flood Management Plan; and Thoroughfare Plan. The Keller Parks, Recreation and Open Space Master Plan concepts and ideas to be addressed by these documents include the following:

1. Comprehensive Plan:
  - Single loaded roads;
  - Transparent metal fencing; and
  - Protection of unique features in the City.
2. Flood Drainage Prevention Ordinance:
  - Creek corridor protection; and
  - No platting allowed further to the creek than the edge of the Flood Prevention Management Area (FPMA).
3. Thoroughfare Plan:
  - Creek crossings should make allowance for 11 to 12’ free board below bridge to allow for under-bridge trail connections, which is important to consider for any future bridges and the upgrade of existing bridges.

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**8.6**

***Parks and Recreation Marketing Implementation***

The benefits of parks and recreation facilities and programs to the citizens of City of Keller are significant. Using park facilities can lead to a healthier and satisfying life style. In turn, better park facilities can lead to an improved perception of the City and the **quality of life** features it provides. The marketing plan for parks includes two key areas, which are:

- **Understanding** the target market and the needs of that market, **and addressing areas of key needs**, and
- **Promoting** facilities and programs offered by the department or affiliated entities.

Promotion of Department Facilities and Area Programs

A plan to “market” park facilities, programs, and events should be a key component of the continued growth and expansion of the City of Keller Parks Department. From the City’s perspective, marketing essentially refers to getting the word out and letting the residents of City of Keller know about key facilities and programs that are available. Promotion is extremely important in that it communicates the value of the services that the City is providing to residents of City of Keller.

The Keller PARD is encouraged to continue including the following components in their marketing plan:

- Distribution of promotional materials, including flyers and seasonal newspaper inserts;
- Three seasonal recreational programming brochures.
- A regularly updated internet website;
- Periodic presentations to the City Council regarding park facilities;
- Regular promotional events; and
- Periodic public announcements and special features on local radio and television to discuss new features and programs provided by the Parks Department.

**Web site enhancement** – many park departments today are relying on sophisticated websites to promote park facilities, recreation programs, and special events. City of Keller’s website is functional and provides information similar to most parks departments. The Parks and Recreation Department should strive to enhance the website constantly as technology advances. The website should be interesting, dynamic, and to some degree have new features periodically that keep it up to date. The Keller Park and Recreation Department has its own website, linked to the main, overall City website. This helps the department establish a strong identity and become better known as a site for quick information.

The web site could include web pages on the following items (some of these are already on the website, but could be re-arranged to provide a dynamic promotional tool for the Parks Department):

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- ***Existing parks – facilities available within each park.*** Information from the Parks Master Plan document can be added to the website for a quick description of each park. Include 360 panoramic views from specific locations in parks.
- ***Planned improvements*** – Continue to provide information on planned improvements, including a copy of the overall master plan summary in a downloadable format.
- ***Special Facilities*** – Continue to provide information on meeting rooms, fitness facilities, gymnasiums and aquatic areas; include hours of operation and cost, special events, and photographs of the facilities.
- ***Sports league information*** – Continue to assist associations in establishing their own sites, and provide links to those sites.
- ***Upcoming events*** – Continue to provide information on upcoming events.
- ***Programs that are currently being offered*** – Continue to provide information on programs offered by City of Keller.
- ***Rental information*** – Continue to provide rental rates and pictures of each facility. Outdoor pavilions can also be included on the web site.
- ***Contact and Comment section*** – Continue to provide location for contact information as well as a place for citizen comments.

## **8.7 Plan Updates**

The 2007 City of Keller Parks, Recreation and Open Space Master Plan and its vision, ***“Inspiring Exemplary Cultural Landscapes”***, is a guide to be used by the City to develop the existing system for future needs over the next 5 to 10 up to 25 years. There will be changes that occur during the time frame of this plan:

- Population may increase more rapidly than projected;
- The community may indicate a special need for a facility not listed in the recommendations; and
- Development of recommendations will occur.

The Texas Parks and Wildlife Department stipulates the following for park master plans: *“The park, recreation, and open space master plans must cover at least a ten year period after which a completely new plan is required. Plans must be updated every two years to remain eligible. As a minimum, updates should include a summary of accomplishments, new public input, most recent inventory data, and updated needs, priorities, and new implementation plan. Demographics, population projections, goals and objectives, standards, and maps should also be updated if appropriate. Priorities should be updated as high priority items are accomplished and lower priorities move up. A new resolution is not required when updating priorities; however if priorities are revised or change, a new resolution adopting the new priorities, is required.”*

A review and update of this Parks Master Plan by City staff should be conducted every two years or when a significant change does occur. These updates can be

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published in short report format and attached to this Parks Master Plan for easy use. Four key areas for focus of these periodic reviews are as follows:

**Facility Inventory** - An inventory of new facilities should be recorded as well as any significant improvements of facilities controlled by Keller Independent School District.

**Facility Use** - Facility use is a key factor in determining the need for renovation of additional facilities. Updates on league participation of sports facilities should be prepared each season with data from each association. Changes in participation of those outside the City limits as well as the citizens of City of Keller should be recorded.

**Public Involvement** - As mentioned previously, this Master Plan reflects current population and attitudes as expressed by the citizens of City of Keller. However, over time, those attitudes and interests may change as the City changes. Periodic surveys are recommended to provide a current account of the attitudes of the citizens and additional direction from the public on issues that may arise. In order to make an accurate comparison of the changes in attitudes and interests, it is recommended that future surveys follow the general format of the citizen Attitude Survey conducted in this Parks Master Plan.

**Action Plan** - As items from the action plan are implemented, updates should be made to this prioritized list to provide a current schedule for City staff.



*Parks and recreation is an important component of a city's fabric of life and add to its residents' well being and health.*