

“Inspiring Exemplary Cultural Landscapes”

4. Park System Goals

4.1

Introduction

Goals are included in the park planning process to serve as a guide for the ongoing and cyclic improvement of the parks system. Encompassing various aspects of parks, goals crystallize specific ideals that emerge from the momentum of identified needs. Such a unified set of ideals, as a direct outgrowth of assessed needs, becomes a vehicle for achievement as well as for monitoring progress.

Addressing the quality of life in a city, goals are an expression of a city’s vision and desired physical, social and economic environment. The vision set forth in the 2007 Parks, Recreation and Open Space Master Plan for the City of Keller is **“Inspiring Exemplary Cultural Landscapes”**. As such, this set of goals is designed to achieve this unique vision.

Goals are established to serve as a policy and philosophical framework for the Parks Master Plan. They serve to guide park planning in the City even as councils and staff change over the years. Goals can be as specific or general as the City of Keller feels comfortable with, but once established should be followed diligently and consistently.

The goals for the 2007 Keller Parks Master Plan focus on:

- Providing park land and a variety of recreation facilities and programs to meet the ultimate recreational needs and desires of the City of Keller’s growing population.
- Creating a park system that will improve the physical form and appearance of the City of Keller.
- Preserving and enhancing Keller’s open space, cultural landscapes and natural resources, especially areas with topography change, indigenous tree cover, creek corridors and land prone to flooding.
- Providing an open space system which links parks, schools, greenbelts, natural areas, open spaces and cultural landscapes.
- Providing a tool to coordinate multi-jurisdictional efforts with respect to issues that affect recreational opportunities in the community.
- Continuing to maintain all of the Keller parks and recreational facilities in a superior and sustainable condition.
- Developing other funding mechanisms to help supplement the City’s limited funding resources.

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- Including a citizen participation process in ongoing park planning and design, as well as updating of the Parks Master Plan.
- Coordination and compliance with existing City plans and documents, especially the Keller Unified Development Code (UDC) and the Citywide Hike and Bike Trails Master Plan.

4.2

Goals Terminology

Definitions - The terms “policies”, “goals”, and “objectives”, as used in this report, follow the definitions shown below.

- **Policies:** Planning Policies consist of the Parks, Recreation and Open Space Master Plan itself and specific actions and ordinances created by the Keller City Council to implement the goals established in this document.
- **Goals:** Goals are general statements concerning an aspect of the City’s desired ultimate physical, social and economic environment. Goals address the desired quality of life.
- **Objectives:** Objectives express the actions or approach that is necessary to achieve the stated goals, or portions of those goals, without assigning responsibility to any specific actions. Objectives are often expressed as actions that can be measured.

4.3

Purpose of the 2007 Parks Master Plan

The purpose of the 2007 Keller Parks, Recreation and Open Space Master Plan is to:

- Find ways to contribute to the appreciation of the unique image and character of the City of Keller.
- Provide the framework for orderly and consistent planning, development and improvement of the park system.
- Establish priorities based on researched and documented facts and a community based needs analysis.
- Guide City leaders in acquisition and development of park land to meet current and future park and open space needs.
- Guide City leaders in determining where and how parks funding should be allocated over the next five to ten years.
- Conform to the preparation of guidelines for local Park, Recreation and Open Space Master Plans, prepared by the Texas Parks and Wildlife Department for Texas Recreation and Parks Account local parks grant program.

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4.4

Master Plan Goals & Objectives

Goals are included in the park planning process to spearhead the continual improvement of the parks system over a span of the next ten years. The set of goals and objectives of the 2007 Keller Parks, Recreation and Open Space Master Plan is as follows:

Goal 1

Provide parkland and a variety of recreation facilities and programs to meet the changing recreational needs and desires of the City of Keller’s population.

- 1.1 Acquire park land expeditiously to meet citizens’ park needs in anticipation and recognition of the future lack of currently available vacant land/ open space.
- 1.2 Develop short and long-range programs for development, expansion and upgrading of Keller’s parks system.
- 1.3 Provide recreational facilities that address the needs of all age groups, young and old, active and passive, and in all socio-economic categories.
- 1.4 Identify park-planning areas with the greatest need for park facilities and pursue the acquisition and development of facilities in those areas.
- 1.5 Use diverse and reasonable criteria to identify park needs, including needs by sector, reasonable calculations of potential level of use, but also the ability of each facility to respond to Citywide needs in a cost effective manner.
- 1.6 Develop land acquired and dedicated to future parks in a consistent and focused manner.
- 1.7 Balance the distribution of park facilities, including neighborhood parks, community parks, athletic facilities, and trail corridors throughout the City.
- 1.8 Periodically, generally 3 to 5 years, update the long-range plan and standards to reflect changing conditions in the City and to provide a forum for citizen input.
- 1.9 Re-evaluate existing parks’ master plans and update according to citizen and City input or master plan if none exists at the current time.

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Goal 2

Create a park system that will improve the physical form and image of the City of Keller.

- 2.1 Acquire park and open space sites that are prominent and highly visible in the neighborhoods that surround them.
- 2.2 Utilize landscape design at key City entryways and along selected street medians to create a positive and attractive image of the City.
- 2.3 Encourage tree planting in parks.
- 2.4 Encourage funding, design and development of existing and new parks to take them to the next level of high quality design and materials.

Goal 3

Preserve and protect open space, cultural landscapes and natural resources, especially areas with topography change, indigenous tree cover and land prone to flooding within the City.

- 3.1 Establish criteria to identify key open space areas, cultural landscapes and natural areas worthy of preservation throughout the City.
- 3.2 Protect areas and landscapes of cultural value.
- 3.3 Protect areas with geological and topographical interest.
- 3.4 Protect areas with significant indigenous tree cover. Preserve habitat with natural vegetation.
- 3.5 Acquire and preserve suitable channels and natural floodplain areas as public open space and possible future trail corridors.
- 3.6 Acquire and preserve publicly accessible greenbelts along the edges of all creeks.
- 3.7 Protect and maintain existing creek riparian zones.
- 3.8 Establish funding mechanisms to acquire lands for protection through acquisition, purchase of easements, or outright dedication of floodplain lands where these are deemed to have open space and conservation value. Focus on high quality natural or opens space areas that are likely to be developed with incompatible uses in the near future.
- 3.9 Provide funding to renovate existing riparian corridors in order to preserve and protect them from degradation caused by changes in development upstream.

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- 3.10 Educate the public about preservation and protection of creek corridors and nature areas in order to maintain and protect natural resources.

Goal 4

Provide an open space system which links parks, schools, greenbelts, neighborhoods, business/retail areas, traditional gathering spaces, natural areas, open spaces and cultural landscapes.

- 4.1 Continue to foster the development of a hike and bike/jogging trail system throughout the City that will provide opportunity for recreation as well as alternative modes of transport e.g. cycling, skating, jogging and hiking. Coordinate locations and develop according to the Keller Unified Development Code (UDC) and the Citywide Hike and Bike Trails Master Plan.
- 4.2 Upgrade existing trail facilities as needed or by demand.
- 4.3 Continue to research the use of utility easements, sidewalks within the street right-of-way, and drainage ways as potential trail connections.
- 4.4 Continue to foster the development of an Inter-Cities Trail System and North Central Texas Council of Governments (NCTCOG) goals and plans, incorporating all cities that border Keller including the Cities of Watauga, North Richland Hills, Colleyville, Southlake Westlake and Fort Worth.

Goal 5

Develop a tool to coordinate multi-jurisdictional efforts with the relevant county, adjacent cities and the local school district with respect to issues that affect recreational opportunities in the community.

- 5.1 Emphasize a multi-jurisdictional approach to the provision of recreation programs in the Keller region, including Tarrant County and the Cities of Watauga, North Richland Hills, Colleyville, Southlake, Westlake and Fort Worth.
- 5.2 Examine the opportunity to create a comprehensive hike and bike/jogging trail system incorporating all adjacent cities that are connected along creeks, utility corridors and streets.
- 5.3 Establish a relationship between the City of Keller and the Keller Independent School District that supports “facility sharing” for various programs and events.

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Goal 6

Continue to maintain all of the Keller parks and recreational facilities in a superior condition and sustainable manner.

- 6.1 Provide City parks staff with the manpower and funding resources to maintain all parklands and facilities in a superior manner. Provide additional operations and maintenance resources as new recreational facilities are developed and added to the Keller parks system.
- 6.2 Provide the Parks Department with the necessary knowledge and skills to observe and maintain natural areas and habitat by training city staff and/or partnering with adjacent cities or North Central Texas Council of Governments (NCTCOG) to hire individual with such skills.
- 6.3 Continue to improve the quality of operations and maintenance through continued evaluation of the Parks Department’s current operations.
- 6.4 Implement renovation/improvement plans for each park as they age over time and identify a tentative schedule for phasing in improvements.
- 6.5 Address key safety and accessibility needs as quickly as possible.
- 6.6 Continue to promote the use of native plant materials to reduce maintenance and irrigation costs in existing and future parks and on City properties.
- 6.7 Continue to research and consider an organic landscape maintenance program for City property to decrease and/or eliminate the use of potentially harmful chemicals and to invigorate the planted landscape.
- 6.8 Explore and implement innovative techniques to partner with other governmental, non-profit or private organizations to reduce the City’s park maintenance burden.
- 6.9 Actively promote beautification of key corridors in the City.

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Goal 7

Develop other funding mechanisms to help supplement the City’s limited funding resources.

- 7.1 Review and update the Park Dedication and Park Development Ordinance to help fund land acquisition and park development accordingly.
- 7.2 Work to create partnerships with Keller Independent School District and Tarrant County to actively and aggressively pursue grant funding from local, state and federal sources.
- 7.3 Encourage private cooperation through donations of parkland, labor, and financial contributions.
- 7.4 Establish a program where community and business groups and neighborhood associations can help improve and maintain parks and open space areas.
- 7.5 Continue to encourage the assistance of the private sector in providing landscaping along private and public properties including public rights-of-way and medians.
- 7.6 Continue to encourage the establishment of local organizations that can assist with providing park and recreation facilities and programs for the residents of Keller.
- 7.7 Encourage the establishment of “Friends of the ...” organizations to participate in the upkeep and maintenance of relevant park land and landscape features.
- 7.8 Continue to encourage City Council and citizens to increase financial support and promotional support for the Parks and Recreation Department programs and facilities for the park system development and maintenance.

Goal 8

Include a citizen participation process in all ongoing park planning and design, as well as updating of the Parks Master Plan.

- 8.1 Periodically update the long-range plan and standards to reflect changing conditions in the City; e.g. demographics and to provide a forum for citizen input.

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- 8.2 Encourage and provide multiple opportunities for citizens to provide input in the development, maintenance, and operation of the City’s parks and open space system.
- 8.3 Utilize citizen surveys, meetings with key user groups, public meetings, workshops and regular meetings of the Parks and Recreation Board and the City Council to achieve this goal.

4.5
Summary of Master Plan Goals

City of Keller Park System Master Plan Goals Summary

- 1. Meet the parks, recreational and open space needs of the citizens.
- 2. Manage the park system to improve the image of the City.
- 3. Preserve Keller’s open space and natural resources.
- 4. Link parks, schools, greenbelts and open spaces via trails, sidewalks and bicycle routes.
- 5. Encourage multi-jurisdictional recreational efforts.
- 6. Ensure Keller parks to be superior and sustainable.
- 7. Develop funding mechanisms other than City’s.
- 8. Include citizen participation in park development and future Park Master Plan updates.