

KELLER PARKS FORWARD !

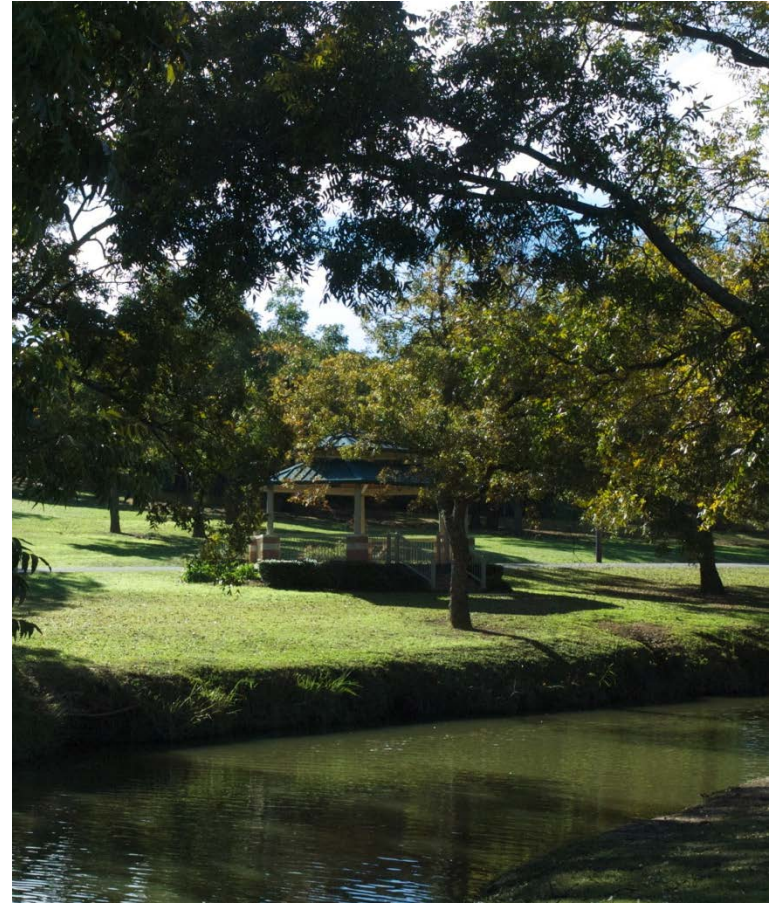
2014 Parks & Open Space Master Plan Update

Parks & Recreation Board and
Planning & Zoning Commission Worksessions
January 13, 2014



Agenda

- Introductions
- Current Master Plan
- Benefits of parks and open space
- Purpose of the Parks and Open Space Plan Update
- Issues and Opportunities
- Public Participation
- Next Steps
- What are the vision, goals and expectations?



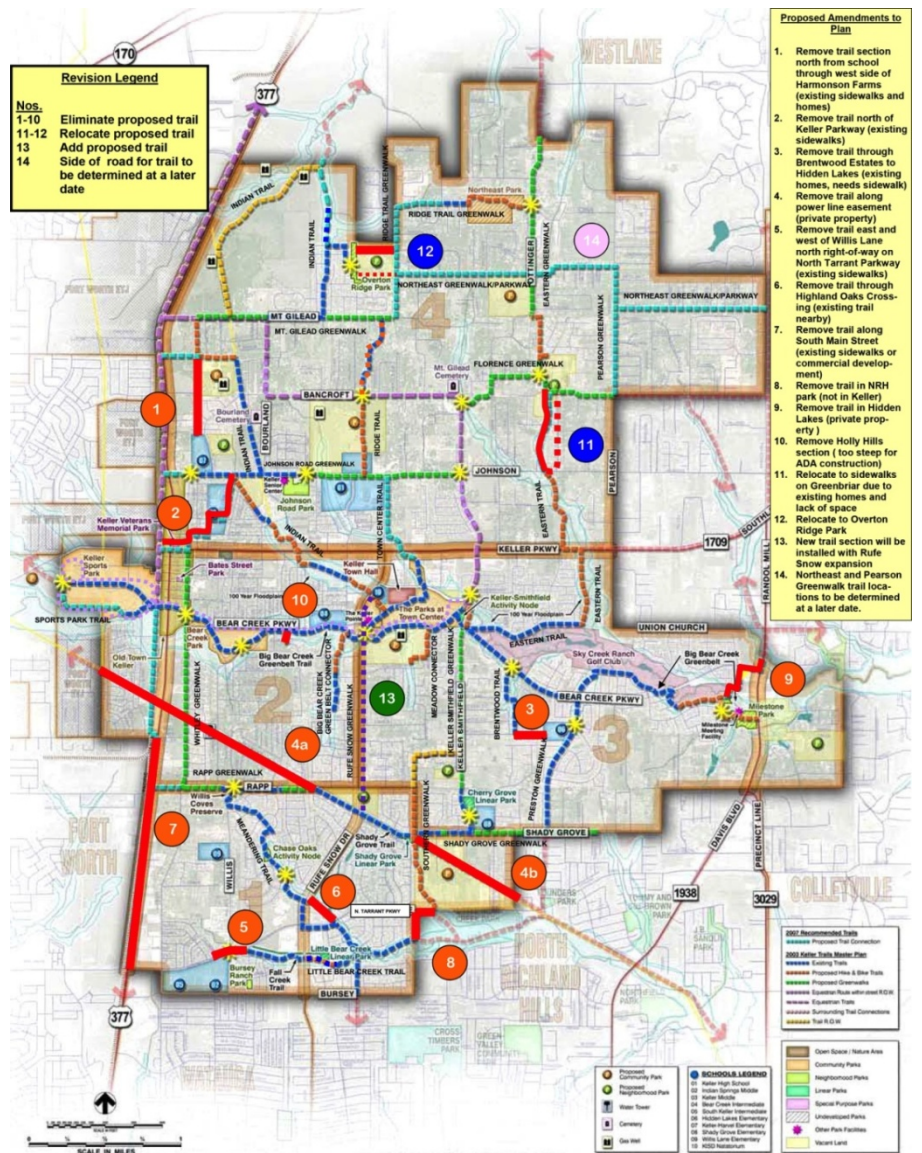
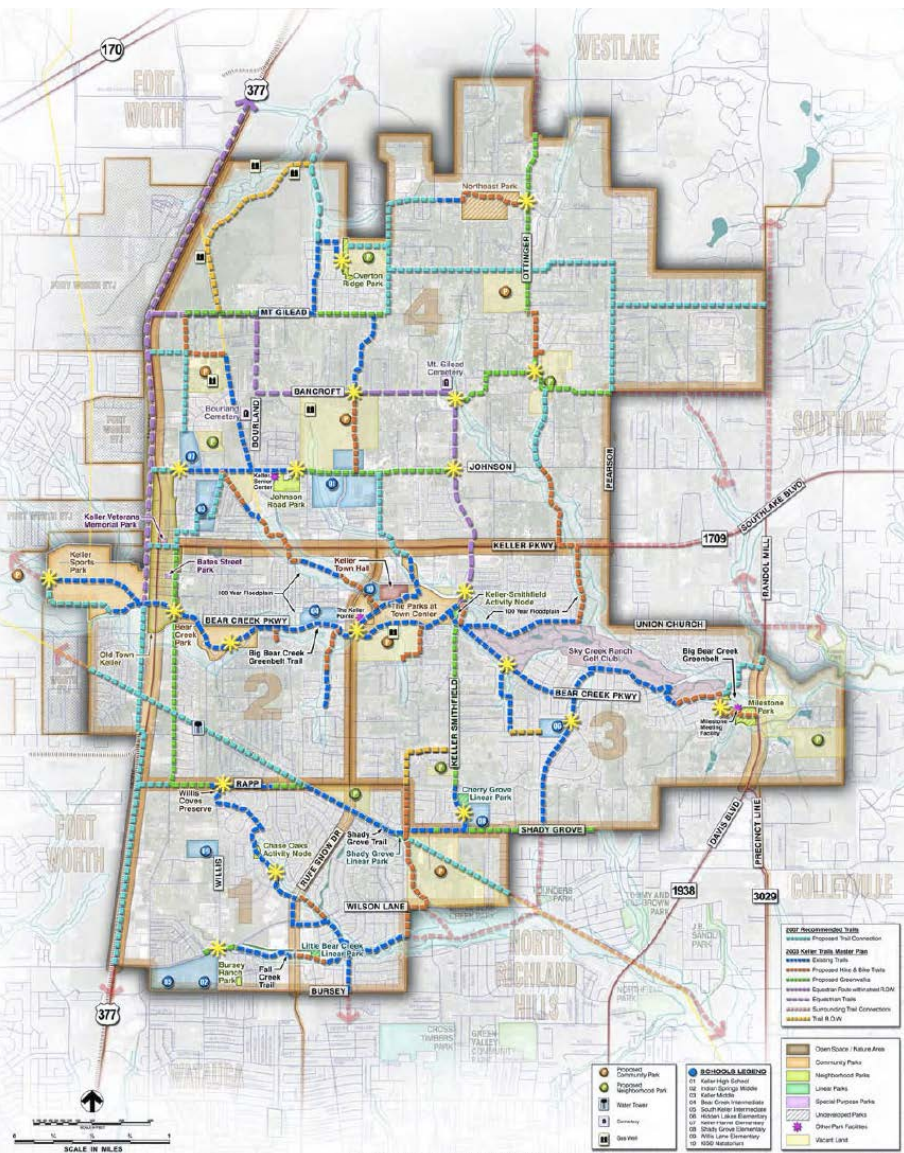
2007 Master Plan Highlights



- 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

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2007 Citywide Trail System Master Plan & Amendments



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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



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.

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.



American Planning Association

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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]

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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 Future Land Use Plan update

Issues and Opportunities

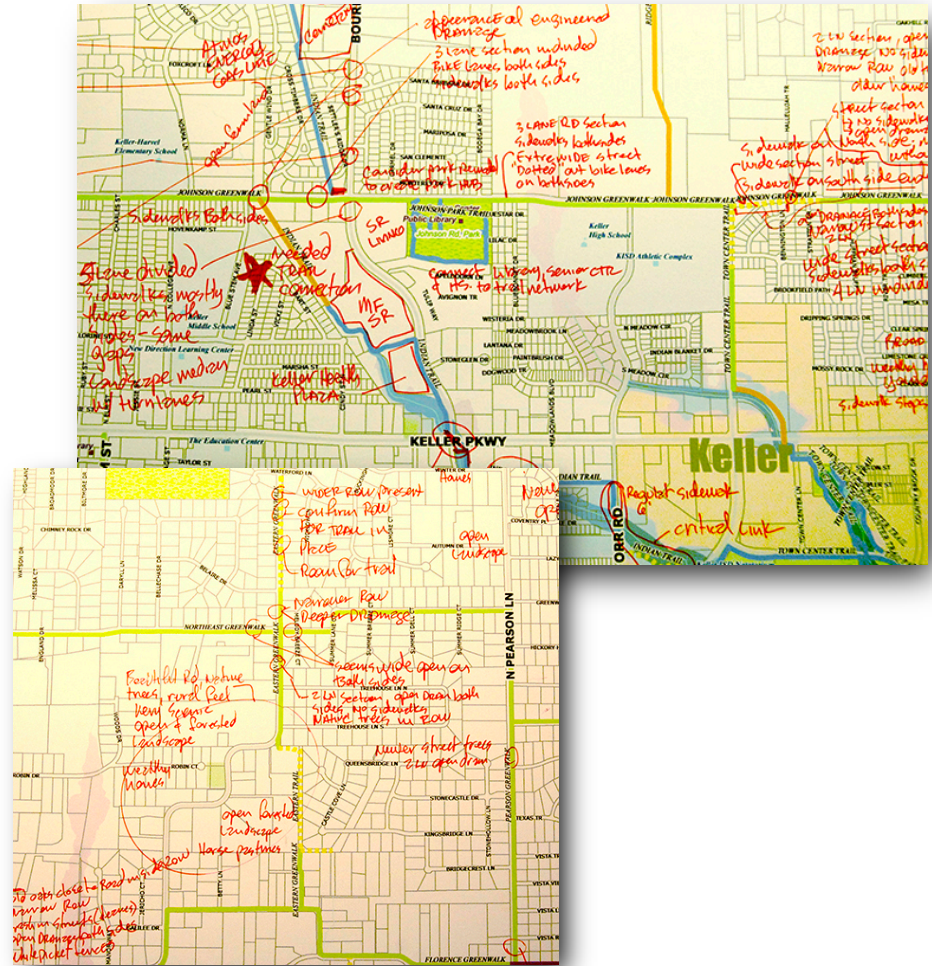
- Critical Trail Connections
- Improvements to/Development of Specific Parks
 - Keller Sports Park
 - Bear Creek Park
 - Johnson Road Park
 - Northeast Park Development
- Regional Trail Connections
- Park and Trail Wayfinding Enhancements



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Issues and Opportunities

- Existing and Potential Linkages
- Onsite observations
- Adjacent City Opportunities
- Public Involvement



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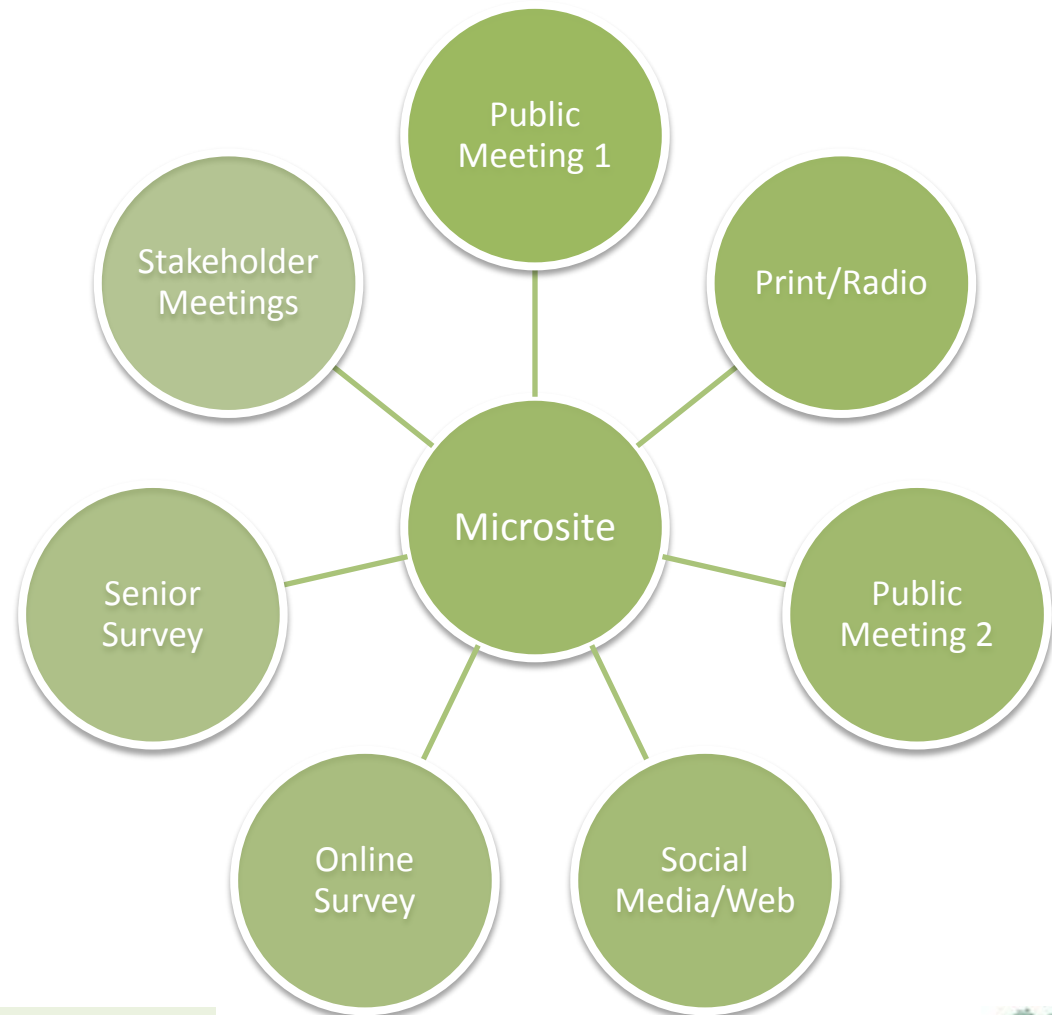
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Public Involvement Plan: Outreach Components

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



KellerParksForward! Online Survey

- Link to survey will be embedded in all outreach materials and social media
- Evaluate overall satisfaction with existing parks, recreation, and open space facilities and desires for future facilities and amenities
- Additional survey for Senior Citizens– survey will be shorter in length, both online and in paper formats



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Public Input Approach: Keypad Polling

Sample Questions:

Are you in favor of trails in this area?

How should this land be developed?

What parks and recreation features are most important to you?



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What Has Been Accomplished to Date

- Preliminary Assessment
 - Analysis of current city plans and documents
 - Site visits
- Public involvement process
 - Stakeholder meetings started on December 2
 - Draft survey questions

Next Steps..

Schedule:

- Preliminary Assessment and Stakeholder Interviews (Dec 2013 - Jan 2014)
- On-line survey (Jan-Feb 2014)
- Public Meeting #1 (Feb 2014)
- Develop Plan Recommendations and Draft Report – Spring 2014
- Public Meeting #2: Summer 2014
- Public Adoption: Fall 2014



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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



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