Plano City of Excellence | Memorandum

Date: June 19, 2018

To: Mark Israelson, Senior Deputy City Manager

From: Robin Reeves, Director of Parks and Recreation

Subject: Park Master Plan Update

Parks and recreation needs change over time. The Parks and Recreation Department is in the process of updating the Park Master Plan. One of the major objectives for the current Park Master Plan update is to receive public input to assist us in making sure that our parks and recreation facilities are meeting resident's needs now and that they will continue to meet them in the future. An up-to-date Park Master Plan is considered an essential element for having a quality Parks and Recreation System and it is a fundamental requirement for continuing as a *Nationally Accredited Parks and Recreation Agency*. The Texas Parks and Wildlife Department, North Central Texas Council of Governments and Collin County require an up to date Park Master Plan in order for cities to be eligible to receive parks and recreation grant funds.

The City of Plano Parks and Recreation Department was established in 1968. The City's first Park Master Plan was approved in 1972. In 1981, the City and PISD partnered in the preparation of the City's Comprehensive Plan which included the Park Master Plan. Since that time the Park Master Plan has been an important part of the City's overall Comprehensive Plan. The 1981 plan established many of the elements that help make Plano the City it is today. That plan suggested that parks and schools could be located together to reduce the number of acres needed for each, that pools and tennis courts could be shared between PISD and the City to avoid unnecessary duplication, and that creek flood zones and power line easements could be used as trail corridors and made available to all residents. Since 1981, the plan has been updated approximately every five years. Previous Park Master Plan updates have been approved by the Parks and Recreation Planning Board, Planning and Zoning Commission, and City Council.

Halff and Associates was hired to assist with the process of updating the plan. Halff and Associates is a multidisciplinary firm with extensive experience with updating Park Master Plans around the state and in other parts of the country.

Residents have been notified about the Park Master Plan update through social media such as Facebook, Twitter and Next-door. We have also used press releases, flyers at recreation centers and email notices to previous meeting attendees to help make residents aware of our need for input. Email notices were sent to local sports associations, the Historic Downtown Plano Association, arts and heritage groups, the Chamber of Commerce, real estate organizations, business and development leaders, Plano Moms, cycling and running groups, and senior groups. Telephone, online, and in person surveys have resulted in 3,756 survey responses.

Community input meetings were held on:

- June 29, 2017 – 49 attendees
- January 20, 2018 – 18 attendees
- June 7,2018 – 3 attendees (bad weather)
- June 18, 2018 - 12 attendees

Surveys: 3,756 total responses:

- June 5 – June 29, 2017 (telephone – 400 responses)
- June 29 – July 30, 2017 (online – 1,910 responses)
- Sept 23, 2017 – Balloon Festival (in person - 62 responses)
- Oct 14, 2017 – International Festival (in person - 133 responses)
- Sept 23, 2017 – Oct 21 (online – 1,251 responses)

The draft master plan has been available on-line for public review and comment since June 7 and will remain there until July 9, 2018. The draft plan can be found at the following link. http://www.plano.gov/943/Park-Master-Plan

Other Meetings and notifications:

- July 18, 2017 – Park Board meeting initial input
- October 10, 2017 – Citizens Academy Presentation and notification of online survey
- Jan 9, 2018 – Park Board meeting
- Feb 6, 2018 – Park Board meeting
- June 5, 2018 – Park Board meeting
- June 9, 2018 – Bark in the Park - Draft Park Master Plan outreach to notify attendees of an upcoming community input meeting and that the plan is available for review and comment online.
- June 19,2018 – an email notice was sent to all 12,738 recreation center members notifying them that the draft Master Plan is on the City's web site and available for review and comment

The draft Park Master Plan was presented to the Parks and Recreation Planning Board for review and comment on June 5, 2018. The following dates are tentatively scheduled for plan review and consideration for approval by the Parks and Recreation Planning Board, Planning and Zoning Commission and City Council.

August 7, 2018 Parks and Recreation Planning Board – Consideration for Approval

August 20, 2018 Planning & Zoning Commission – Review and Direction

September 4, 2018 Planning & Zoning Commission – Public Hearing and Consideration for Approval

September 24, 2018 City Council – Review and Direction

October 8, 2018 City Council – Public Hearing and Consideration for Approval

The Park Master Plan includes the Park Master Plan Map, Bicycle Transportation Plan Map and a written document describing key elements of the plan. The Park Master Plan Map and Bicycle Transportation Plan Map are part of the City's overall Comprehensive Plan. Updates to these maps are considered updates to the City's Comprehensive Plan requiring a Comprehensive Plan update to incorporate them into the plan. Changes to the Park Master Plan Map and Bicycle Transportation Plan Map may also have an impact on other parts of the Comprehensive Plan. As an example, new park land acquisitions, such as the park site in Legacy West, need to be reflected in other elements of the Comprehensive Plan so that each element and map is in sync with all other elements of the overall Comprehensive Plan. When the final Park Master Plan is presented to City Council for approval, it will be accompanied by corresponding map updates to the City's overall Comprehensive Plan.

I would like to review the Park Master Plan update process and the proposed schedule for adoption with our City Council on June 25.