



# Memorandum

**Date:** September 28, 2018  
**To:** Bruce D. Glasscock, City Manager  
**From:** Robin Reeves, Director of Parks and Recreation  
**Subject:** Park Master Plan Update and Related Comprehensive Plan Map Revisions

Staff and our consultant reviewed the DRAFT Park Master Plan with City Council at their Preliminary Open Meeting on September 24. We are now submitting the plan for a Public Hearing and City Council consideration for approval of the plan. A link to the DRAFT Park Master Plan is included. [DRAFT Park Master Plan](#)

## **Park Master Plan Background**

The Park Master Plan is the Parks and Recreation Department's long-term action plan, providing guidance to the department, establishing goals and recommendations, and identifying needs related to both existing and future facilities. The City of Plano's first Park Master Plan was approved in 1972 to identify park and recreation needs to accommodate future growth. Since 1972, the plan has been updated approximately every five years and projects have been implemented through bond elections.

The high quality of the city's parks and recreation system, and its contribution to the quality of life in Plano, is a direct result of ongoing planning efforts and plan implementation. As a living document, the Master Plan allows staff to reach out to residents for their feedback, review inventory, assess needs, and identify trends in recreation and leisure. This ongoing feedback and analysis will support periodic review of the Master Plan in order to ensure that the plan continues to meet the city's needs.

In addition to providing guidance for staff, the Master Plan is a key element in the Parks and Recreation Department's accreditation and eligibility for grant funding opportunities. Maintaining national accreditation ensures the department is performing at or above nationally recognized professional standards, allows for the potential to acquire grant funding for projects, and provides a higher level of accountability to residents. Agencies with funding opportunities for park and recreation improvements, such as Texas Parks and Wildlife, Collin County, North Central Texas Council of Governments, and the Texas Department of Transportation, require Council-approved master planning documents as a condition of eligibility when submitting funding applications.

However, the Park Master Plan is not a funding document. Almost all park land acquisitions and improvements are funded through voter-approved bond authority initiatives. Additional funding may come from park fees collected on new residential development or grants from other government agencies. Lastly, all expenditures for parks and recreation facilities go through the City's annual budget process with City Council approval.

## **Park Master Plan Update Process**

The last major rewrite of the plan occurred in 1986. For that reason, staff believed that a broader update to the plan was needed, and the Parks and Recreation Department subsequently engaged Half Associates as its park planning consultant in late 2016 to support that process. Over the past two years,

the Parks and Recreation Department has worked with and solicited feedback from the general public, the Parks and Recreation Planning Board, sports associations, and a broad range of community groups and public agencies to develop a new draft Park Master Plan, receiving over 3,800 responses to surveys.

This survey process began with a statistically valid random 400 telephone surveys, and was followed by an online survey with over 3,200 respondents, and paper surveys completed at a series of outreach events with over 200 respondents. Results were consistent across the spectrum of the surveys, and were incorporated into the recommendations of the draft [Park Master Plan](#). The draft was published to the department's web page for a 30-day review, and an additional 83 comments were received. Additional edits to the draft document were made in direct response to public comment.

### **Comprehensive Plan Map Amendments**

While the Comprehensive Plan and the Park Master Plan are separate policy documents, both of these documents influence the other. The Park Master Plan Map and Bicycle Transportation Plan Map are part of the Comprehensive Plan. The Park Master Plan also influences the Comprehensive Plans Future Land Use Map and Growth and Change Map. These maps will need to be updated to reflect the proposed changes to the Park Master Plan and Bicycle Transportation Plan maps.

cc: Mark Israelson, Senior Deputy City Manager  
Christina Day, Director of Planning