

LEGISLATIVE #

090777A



City of Gainesville
Parks, Recreation and Cultural Affairs
Master Plan Update

Recreation, Cultural Affairs and Public Works
Committee Presentation
June 5, 2012

Project Objectives

- **Engage** community, key stakeholders
- **Assess** current and future needs for recreation programs; cultural/ public art programs; recreation facilities and parks; marketing and volunteers
- **Define** core services, role and balance between parks, recreation/ cultural facilities and programs
- **Identify** new revenue sources to support operations and capital costs
- **Incorporate** best practices
- **Recommend** priority improvements and actions, and potential cost benefits
- **Create** an illustrative and usable - *and unified* - master plan
- **Progress** towards NRPA Accreditation by presenting in CAPRA format



Where Are We Now?

PROJECT SCHEDULE

AECOM
 City of Gainesville Parks and Recreation Master Plan
 AECOM#: 10330299.01

Part	Activity	August				Sept				October				Nov				Dec				Jan				Feb				Mar				Apr				May				June				July				August					
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	1	2
I. Demographic/Cultural/Environ. Info																																																							
1.1	Project Coordination (ongoing)																																																						
1.2	Bi-Weekly Conference Calls (ongoing)																																																						
1.3	Parks/Recreation/Cultural Affairs Data																																																						
1.4	Base Map																																																						
1.5	CAPRA Accreditation Standards Dev.																																																						
1.6	Evaluation Form																																																						
1.7	Draf Survey Questionnaire																																																						
1.8	Demographics Analysis																																																						
1.9	Kick-Off Workshop																																																						
1.10	Draft Demographic/Cultural/Environ. Sum.																																																						
II. Inventory and Analysis																																																							
2.1	Facility Visits and Evaluation																																																						
2.2	Analysis of Rec/Cult. Affairs Programs																																																						
2.3	Draft Eval. Summary of Existing System																																																						
III. Community Needs Assessment																																																							
3.1	Interviews, Focus Groups, Workshops																																																						
3.2	Service Area Analysis																																																						
3.3	Acreage and Facility LOS																																																						
3.4	Citizen Attitude and Interest Survey																																																						
3.5	Internet Survey																																																						
3.6	Standards and Trends																																																						
3.7	Benchmarking																																																						
3.8	Draft Needs/Priorities Summary																																																						
IV. Master Plan Recommendations																																																							
4.1	Conceptual System Vision																																																						
4.2	Order of Magnitude Costs																																																						
4.3	Implementation Workshop																																																						
4.4	Draft Implementation/Action Plan																																																						
V. Final Report																																																							
5.1	Draft Master Plan Document																																																						
5.2	Final Draft Plan Presentation																																																						
5.3	Final Master Plan Document																																																						

■ CITY TASK ■ CONSULTANT TASK





**PRELIMINARY RESULTS OF VISIONING WORKSHOP
HELD APRIL 2 - 3, 2012:**

Workshop Goals:

- 1) Refine and validate its Mission and Vision; and
- 2) Create a Vision for each of the Subsystems in the Parks, Recreation and Cultural Affairs Department.

The first afternoon of the workshop was focused on refining the Mission and Vision, and developing visions for three (3) Subsystems, some which have merged as a result of the Needs Assessment results.

The second day was focused on the three (3) additional Subsystem visions culminating in a presentation of all six (6) Subsystems on the afternoon of the second day. Based on the preliminary findings from the Needs Assessment, the Subsystems will include:

1. New and Improved Parks and Facilities	4. Recreation Centers, Pools and Programs
2. Cultural Facilities and Programs	5. Nature Parks, Programs and Environmental Education
3. Athletic Facilities and Programs	6. Trail and Bikeways System

Needs Assessment: Summary of Findings

	Demographics	Site Evaluations	Program Evaluations	Internet Survey	Interviews/Focus Groups	Mail/Telephone Survey	LOS - Facilities	LOS - Access	LOS - Acreage	Programs Analysis
Develop New Biking/Walking Trails	✓	✓	✓	✓	✓	✓	✓			
Upgrade Existing Parks (incl. ADA)		✓	✓	✓	✓	✓		✓		
Upgrade Existing/Provide New Com. Ctrs.		✓		✓	✓	✓	✓			
Acquire Open Space for Passive Activities			✓	✓	✓	✓	✓			
Expand/Revitalize Marketing and Branding		✓	✓	✓	✓	✓				✓
Provide Additional Playgrounds/Tot-Lots		✓	✓		✓	✓	✓			
Provide Additional Small Neighborhood Parks			✓	✓	✓	✓	✓			
Additional, Affordable Youth Programs			✓	✓	✓					✓
Upgrade Existing Athletic Fields		✓		✓	✓	✓				
Provide Additional Athletic Fields	✓			✓	✓	✓	✓			
Improve Existing/Provide New Cultural Facilities			✓	✓	✓	✓				
Expand Aquatics Facilities/Programs			✓	✓	✓	✓				✓
Expand Farmers Market			✓	✓		✓				
Expand Nature Programs Offerings			✓	✓		✓				
Provide Additional Football/Soccer Fields			✓	✓		✓				✓
Create New Special Events/Gathering Spaces	✓			✓						
Provide Additional Disc Golf Courses					✓					✓
Provide Additional Public Golf Courses	✓					✓				
Expand Fitness & Wellness Facilities/Programs	✓				✓					
Provide Additional Dog Parks			✓		✓					
Provide Additional Basketball Courts	✓					✓				
Provide Additional Canoe/Kayak Launches		✓					✓			
Provide Additional Picnic Facilities							✓			
Provide Additional Volleyball Courts							✓			
Provide Additional Public Meeting Rooms							✓			
Improve Bus Transportation				✓						

DRAFT MISSION, VISION and GOALS STATEMENTS

Mission:

“To provide and maintain the natural, recreational and cultural places and programs that make Gainesville a great place to live, work and visit; and that help sustain the City economically, socially and environmentally.”

Vision:

“To be seen as the **keepers and hosts of these places** where nature, recreation and culture meet, offering **memorable experiences for every visitor**. We also want to be seen as **contributors to economic prosperity** through enhanced property values, tourism, and a high quality of life; as **contributors to social equity and stability** as providers of affordable programs and experiences; and as **stewards of the environment** on behalf of the community”.

DRAFT MISSION, VISION and GOALS STATEMENTS

Goals: *“To make each experience in our parks, natural areas, recreation and cultural facilities as enjoyable as possible so that residents and visitors will come back again and again. We will strive to anticipate and provide for the needs and desires of our visitors through accessible on-line information; easy- to-follow way finding signs and directions; informative exhibits; engaging and enriching programs and special events; comfortable, clean, well-maintained facilities; convenient concessions; and other programs, services and amenities that provide the most memorable experiences possible”.*

Metrics: *“We will measure our success through **visitor attendance, program participation and customer satisfaction**. We will regularly survey visitors to see how we are doing, and will continually make improvements to respond to their needs”*

Credo: *“The City of Gainesville Parks, Recreation and Cultural Affairs Department - we help you create lasting memories at the places where nature, recreation and culture meet.”*

Vision Subsystem Initiatives:

1. New and Improved Parks and Facilities
2. Cultural Facilities and Programs
3. Athletic Facilities and Programs
4. Recreation Centers, Pools and Programs
5. Nature Parks, Programs and Environmental Education
6. Trail and Bikeways System



New and Improved Parks and Facilities

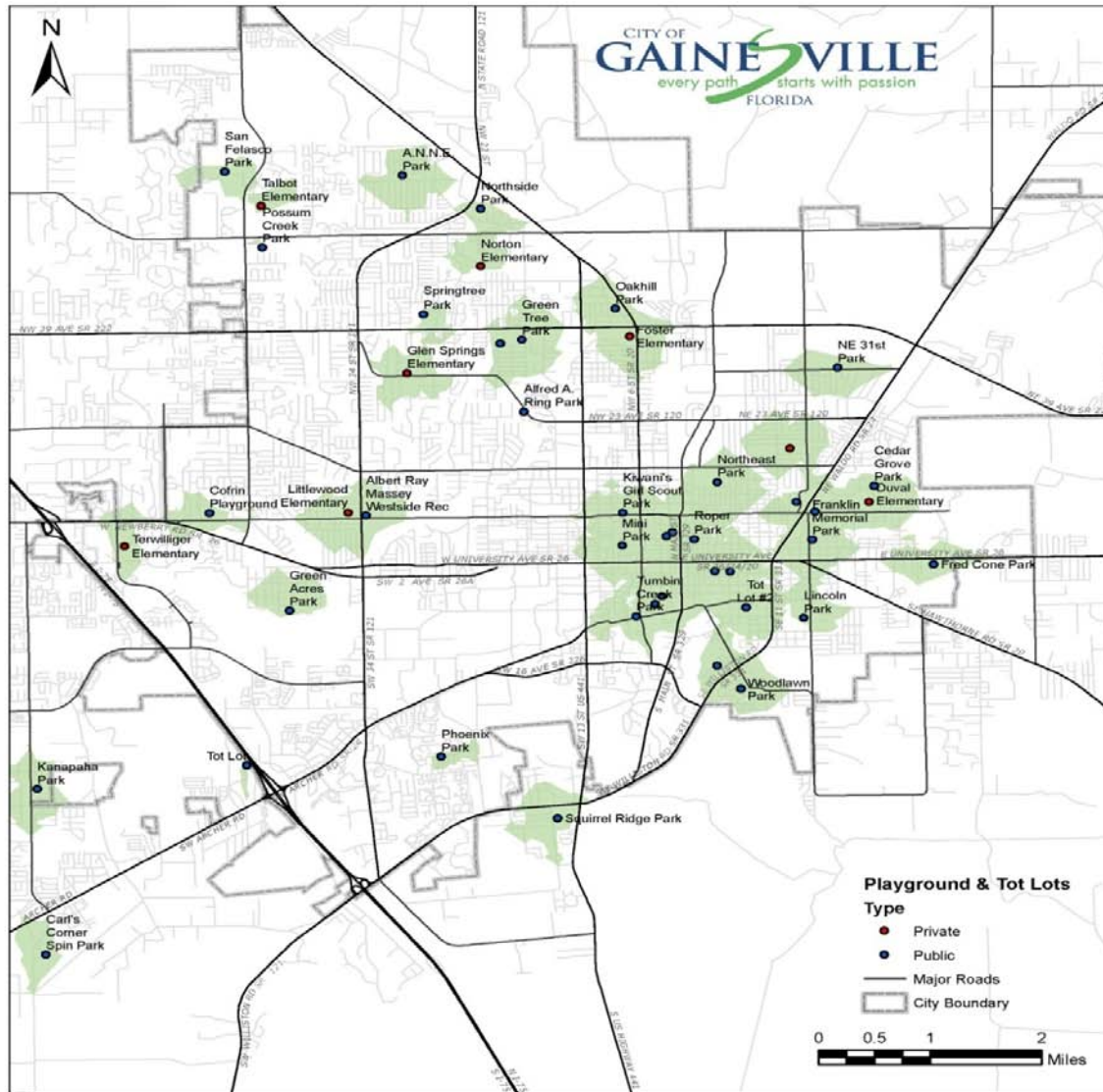
1.1 Acquire and Develop New Neighborhood Parks Where Needed

(particularly on the west side)

- Increase service area to between ½ mile to 1 mile
- Roper Park is a good example: playground, picnic area, open green space, shade, possibly restrooms)
- Research future land use/ density, vacant land, nature parks (non-sensitive areas), storm water master plan, new residential development (review codes) for potential locations
- Increase joint use agreements with schools



Level of Service (LOS) Analysis: ACCESS



Key Findings:

- Largest deficiencies shown at the Neighborhood level (consistent with national trends)

New and Improved Parks and Facilities

1.2 Upgrade and Invigorate Existing Parks with New Amenities

- Portable fitness equipment, classes
- Portable stages, performance venues
- Public art
- Lighting
- Nature centers
- Shade: Trees, pavilions, cloths
- Food carts, concessions
- Community gardens
- Fishing piers, bait stands, boardwalks, bridges
- Opportunities to generate revenues, on/ off site



New and Improved Parks and Facilities

1.3 Coordinate and Provide Integrated Cultural, Recreation and Environmental Programs Across the Entire Department

- Appoint a Program Coordinator to cross all divisions, conduct regular coordination and scheduling of programs
- Update, reinvigorate marketing and promotional materials, media: web site, flyers, radio/ TV, brochures, social media, etc.
- Use as many parks, cultural sites, natural areas as possible as venues for site-appropriate programs



Athletic Facilities and Programs

2

2.1 There is a need to actively seek dedicated funding sources for all programs and facilities.

- Develop a system-wide or facility specific capitol surcharge similar to Ironwood Golf Course \$5 surcharge to renovate facilities and expand programming across entire department
- Develop differential pricing strategies for rentals (holidays vs. non; weekends vs. weekday) and program users
- Incorporate “Iron Rangers” at trails for trails improvements
- Create a catalogue of naming rights, opportunities and sign sponsorship to generate revenue
- Explore opportunities for charitable giving/philanthropy



Athletic Facilities and Programs

2.2 The Innovation Hub for Sports

- Develop alternative sports programs
- Create innovative partnerships
- Innovation in operations is needed at different sites
- Focus on the overall user experience from registration to post-event feedback
- Focus on Non-Traditional / Growing Sports

- Lacrosse
- Disc Golf
- Ultimate Frisbee
- Shorty sports
- Programs for home-schooled children
- Adventure Sports (warrior dash/mud runs)

- 3v3/ 7v7/ 5v5 games (soccer, football, etc.)
- Golf 2.0
- Geo-coaching
- Video games: Wii/Kinect
- Kickball
- Humans vs. Zombies
- Pillow Polo



Athletic Facilities and Programs

2

2.3 Upgrade/Improve Athletic Fields

Athletic fields - *Build on what we have*

- Develop Multi-purpose fields as opposed to single use ones
- Establish a ratio of 5:1 natural to artificial fields
- Ensure appropriate lighting and adequate restrooms at facilities
- The Northwest side is the most underserved in terms of facilities

Diamond Sports Park - *Partner*

- The City should partner with Newberry for adult baseball / softball fields
- There is also the potential to use the Southwest YMCA fields for girls softball

Recreation and Practice Quality Facilities – *Build LEED*

- 5 mile radius was the preferred distance for recreation and practice quality facilities
- These facilities are classified as being similar to MLK Multipurpose Center
- The desired location for new facilities was the Urban Reserve near I-75 and FL - 222



Nature Parks, Programs & Environmental Education

3

3.1 Activate appropriate nature parks with small, low-cost group activities

- Partner for Eco-Heritage tours
- Provide “Expert” walk and talks
- Host Paint-outs (arts in parks)
- Develop a Passport program
- Race through time historical programs
- Movies and music in nature
- Continue cell phone audio tours
- Contract with Yoga, Tai Chi, Aerobic instructors
- Provide sites for Farmer’s mini-markets

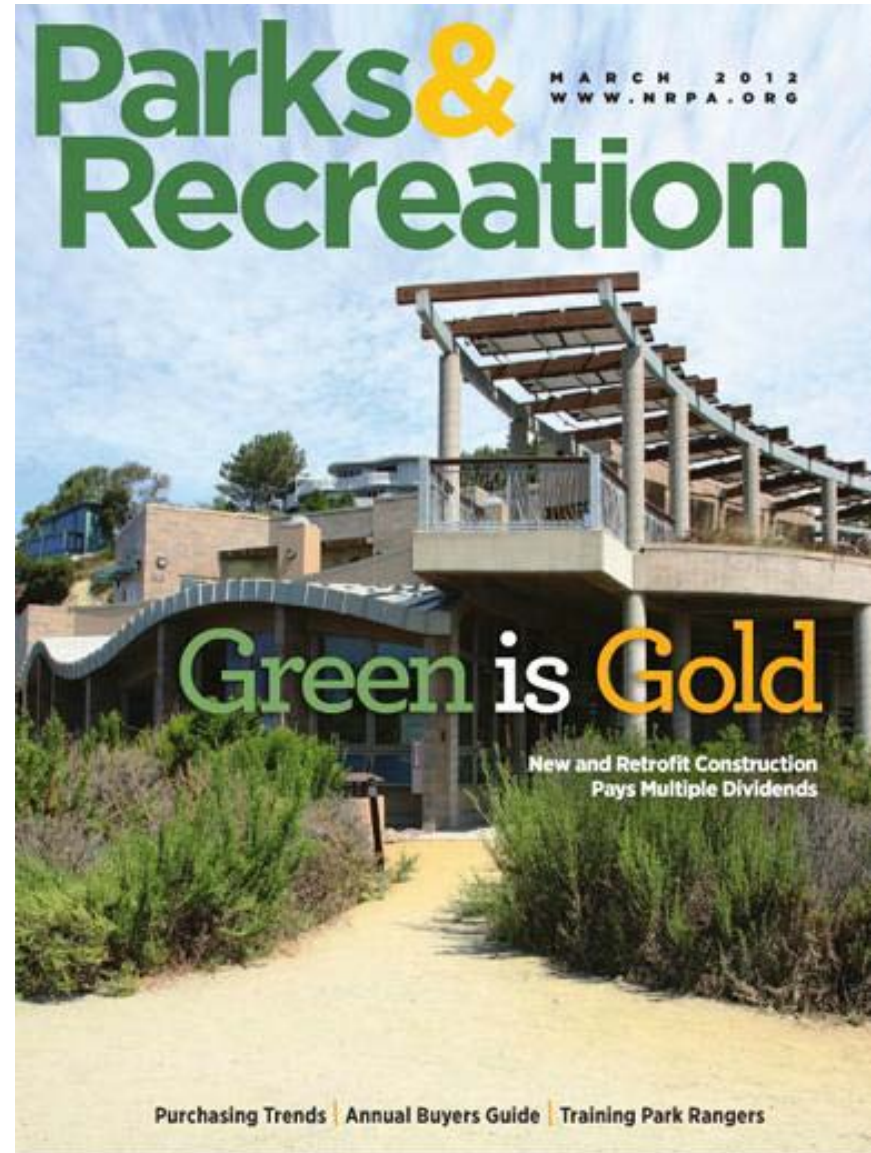


Nature Parks, Programs & Environmental Education

3

3.2 “LEED™” by Example

- Develop an innovative demonstration quality nature center
 - Solar power
 - Green roof
 - Water re-use
 - LEED Certified
- Evaluate cleaning/products used by department. (vehicles, cups, etc.)
- Host workshops to educate public on sustainable practices
 - Composting
 - Plant Species
 - Community Gardens
 - Lighting
- Create/expand internal and community based programs such as:
 - Recycling
 - Green products
 - Invasive species removal programs
 - Native planting initiatives
 - Community gardening



Nature Parks, Programs & Environmental Education

3

3.3 Increase emphasis of all nature parks

- Overuse of a popular facility impairs the quality of the visitor's experience
- New nature center at San Felasco Park is needed on west side of community with authentic experiences
- Upgrade current nature center at Morningside Nature Center
- Promote other facilities with a concentrated marketing effort
- Each Nature center should host art elements and events

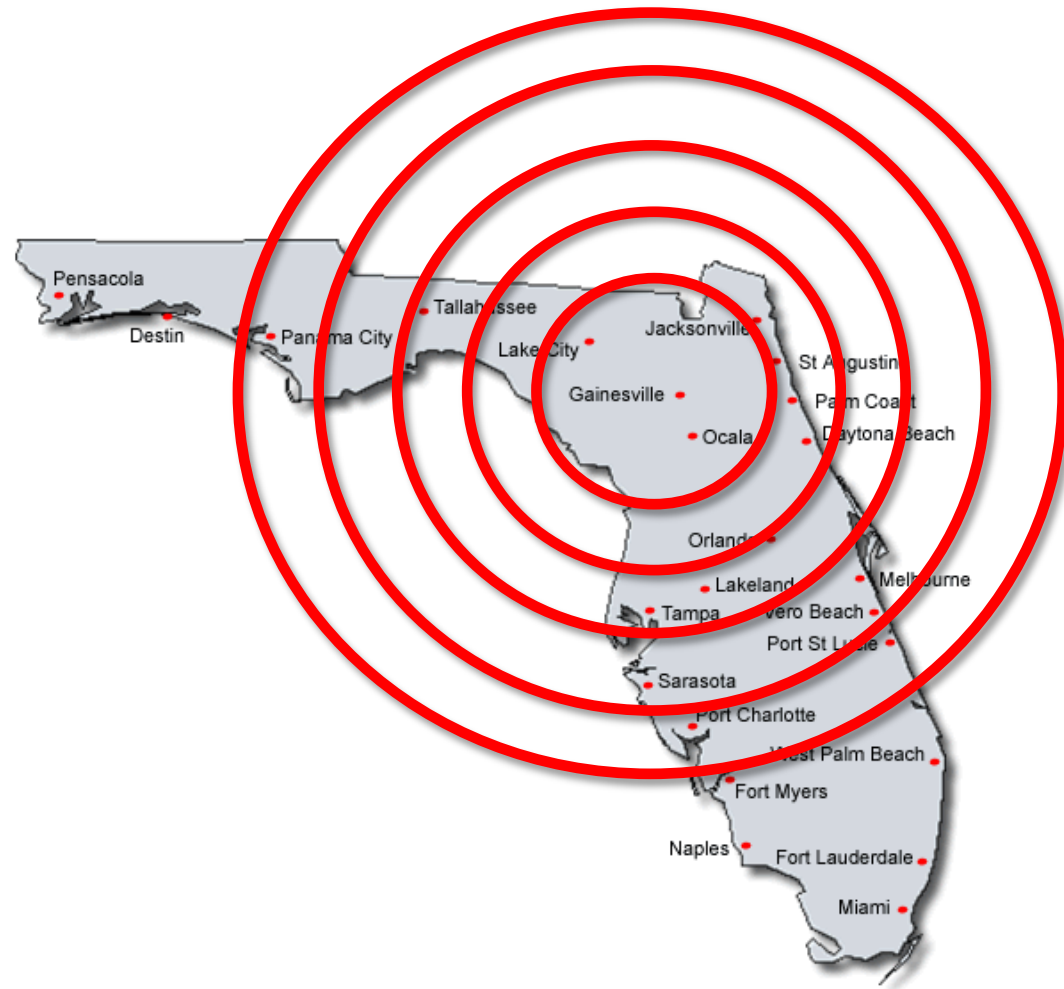


Cultural Facilities and Programs

4

4.1 Gainesville can become “*The Cultural Center of Florida*”

- All genres of musical performances including rock & roll, jazz, ska, etc
- Outdoor settings under a continuous tree canopy
- Expand Arts festivals
- Expand performing arts, visual arts, digital arts, culinary arts
- Tap into Writers
- The vision also includes the re-
invigoration of the PRCA
Department’s role as the
designated local arts agency for
Alachua County, including
coordination of cultural arts
marketing and promotion
throughout the County



Cultural Facilities and Programs

4

4.2 Development of a local outdoor / indoor destination attraction

- Envisioned as a facility similar to the 100+ acre Wolf Trap Foundation for the Performing Arts outside of Washington DC and the 200+ acre Tanglewood Music Center in western Massachusetts.
- Proposed characteristics and amenities for the Gainesville facility would include:
 - Beautiful north central Florida setting with large oaks and water feature (lake, spring, river, etc)
 - Covered amphitheater
 - Grass parking
 - Retail/ crafts space
 - Backstage dressing rooms
 - Gated access
 - Storage/ shop space
 - Rehearsal space
 - Artist in residence space
 - Small indoor (black box) theater
 - Blended use spaces
 - Capacity for audiences of 5 – 10,000



Cultural Facilities and Programs

4

4.2 Development of a local outdoor / indoor destination attraction (cont.)

Benefits of such a facility would include:

- Increase in tourism (heads and beds)
- Increase in business/ corporate relocation to Gainesville
- Increase in retail/ restaurant sales
- Increased opportunities for collaboration with the University of Florida, Santa Fe College and other cultural organizations
- Increased recognition of the City of Gainesville as a cultural center
- Increased opportunities for cultural education
- Increased opportunities for environmental education and enhancements through site design and management



Cultural Facilities and Programs

4

4.3 Coordination of cultural arts marketing, promotion and calendar

- Immediate need for integrated, cohesive marketing and branding (e.g. 'Visit Gainesville')
- Be the local arts agency leader for Alachua County that we use to be
- Emphasize economic development
- Support a Cultural Arts Calendar
- Coordinate annual Cultural conference
- Official website, 'What's Happening Alachua County'



Recreation Centers, Pools and Programs

5

5.1 There is a need to build an indoor/outdoor multi-use, multi-generational tournament quality aquatic facility

- Location – Downtown (South of Depot Ave. on South Main)
- 75-100 acres with parking garage
- Dimensions sufficient to host revenue-generating tournaments and events
- Community use with sports tourism/ economic impact
- Facility could include:
 - More than basic ADA access
 - Fitness/changing space/ concessions/storage
 - Multi-use floor
 - Adequate depth to allow for water polo/diving/synchronized swimming
 - Seat 2,500 people
 - Landscape with native plants
 - Outdoor spray features/splash pad and therapy pool



Recreation Centers, Pools and Programs

5

5.2 Increase availability of aquatic space

Convert Albert Ray Massey Westside Pool to year round facility using NE Pool Success Story

- Currently used at +/- 50%, could double existing capacity to 100%
- Increase staff / Geo-thermal heating and cooling, retrofitting for enhanced ADA accessibility
- New lane line, diving boards, etc.
- Retrofit locker rooms
- West side pool would present a +/- 5 mile drive from most parts of town



Recreation Centers, Pools and Programs

5

5.1 There is a need to build indoor multi-use, multi-generational recreation center

Identify vacant land for Recreation Centers

- Evaluate a quadrant model
- Need West/ NW side Recreation Center
- Multi-functional space with one special component
- Environmentally sustainable building
- Large Recreation Centers should be 20-40k sq. ft. and serve a 5+ mile area
- Small Recreation Centers should be 10-20k sq. ft. and serve a 2-4 mile area.



Recreation Centers, Pools and Programs

5

5.3 Allow trends to guide future programming

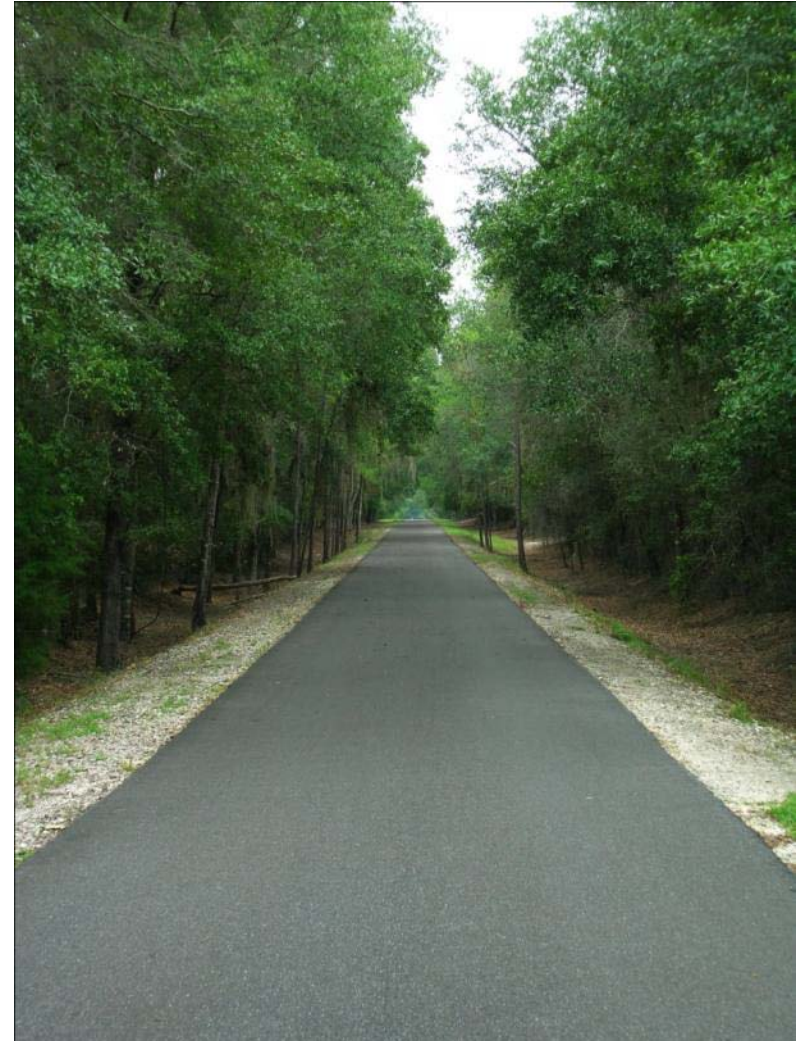
- Provide programs for individuals with disabilities
- Non-traditional Sports
 - Lacrosse
 - Disc Golf
 - Kickball
 - Golf 2.0 programs
- Instructional 101 level programs
- Programs for home-schooled children
- Over 55 sports programs/leagues
- Medieval games
- Martial arts



Bikeways and Trails

6.1 Connectivity before recreation

- Workshop participants indicated that connectivity was the greatest asset and the largest challenge of the existing bikeways and trails system
- Target area of improvement is the connectivity between existing trails
- Participants indicated that the “ideal” future system should be composed of fully interconnected off-road (multi-purpose) trails, on-road trails, nature trails, and dirt trails. Preference would be given to developing off-road, multi-purpose trails and wide sidewalks wherever feasible.
- Additionally, neighborhoods should be linked into the system by the addition of sidewalks (where absent) and share-ROWs on appropriate streets.



Bikeways and Trails

6

6.1 Connectivity before recreation (cont.)

Trail Types:

Multi-Purpose Trail (off-road)

- The multi-purpose trail is the preferred design, wherever feasible. It should accommodate the largest amount of users in the safest fashion. These trails should be found within abandoned rail corridors (rail-trails), parks, utility corridors (limited vertical elements), or wide right-of-ways. Components/criteria include:
 - Separated from the roadway
 - Accessible to emergency vehicles or personnel
 - Minimum width of 12', where feasible
 - Surface is striped where necessary (e.g. hill crests, blind corners, intersections)
 - Mile markers; painted on surface every ½ mile, vertical markers on the mile.
 - GPS branding
 - Directional signage and wayfinding
 - Trail “branding” [logo, symbols, colors etc]
 - Lighted, where appropriate or feasible [urban areas, potentially solar?]
 - Standardized, paved surface; asphalt or concrete preferred
 - Furnishings/treatments to coordinate with location in transect (e.g. historic areas, urban areas, rural areas)
 - Incorporate native landscaping
 - Adequately shaded

Bikeways and Trails



6.1 Connectivity before recreation (cont.)

Trail Types:

Enhanced Sidewalk Trail (off-road)

- An enhanced sidewalk should be found in areas with a ROW not large enough to support a 12' wide multi-purpose trail that is separated from the roadway. These areas must accommodate a sidewalk that is 8' in width, while remaining separated from the roadway. Enhanced Sidewalk Trails are commonly found along arterial roads in suburban areas. Although not ideal, the trail may directly abut the back of a vertical curb if necessary. Components/criteria include:
 - Existing, paved sidewalk to be increased in width to a minimum of 8'
 - Appropriately signed/marked
 - Traffic control devices/signage at intersections
 - GPS branding
 - Mile markers
 - Furnishings to match the character of its location within the city.

Bikeways and Trails



6.1 Connectivity before recreation (cont.)

Trail Types:

Shoulder Trail (on-road)

- Shoulder trails should be found on roadways where the ROW is not wide enough to accommodate the addition of an off-road trail, but where a wide, on-road shoulder exists such that cyclists can be adequately separated from the vehicular travel lanes. Components/criteria include:
 - Requires an 8' wide, paved shoulder
 - One-way traffic
 - Shoulder must be maintained to the same degree as the roadway (e.g. free of debris)
 - Shoulder surface should be colored or striped to increase visibility
 - Trail separated from traffic lane by double striped, reflective, rumble strip (thermal plastic).
 - Regulatory and directional signage/markings

Bikeways and Trails

6

6.1 Connectivity before recreation (cont.)

Trail Types:

AASHTO Bike Lane (on-road)

- Bike lanes represent the minimum acceptable facility for on-road bicycle paths. They are commonly found within urban areas where the existing road ROW is not sufficient for any of the other trail types. Components/criteria include:
 - Minimum 5' in width
 - Must meet all AASHTO standards
 - Regulatory and directional signage/markings
 - Separated from traffic lane by reflective, single-striped, thermal-plastic rumble strip.

Share-ROW (on-road)

- The purpose of a Share-ROW is to provide safe, on-road connections from within neighborhoods leading to the main trail network. Share-ROWS are commonly found on low-speed streets (<35 mph) where cyclists and vehicles can safely coexist in the same travel lane. Amenities found along Share-ROWS are focused on safety, and include:
 - Appropriate on-street surface marking
 - Regulatory signage
 - <35 mph speed limit

Bikeways and Trails

6

6.1 Connectivity before recreation (cont.)

Trailhead Types:

Major Trailhead

- Major trailheads provide the most amount of amenities which allows them to become trail-based destination points. These trailheads typically offer restrooms, playgrounds, bike facilities and dedicated parking, making them key access points for users commuting to the trail via public transport or car.

Minor Trailhead

- Provides a place for trail users to access the trail, rest, gain direction and seek shelter in the event of inclement weather. Minor trailheads typically do not provide dedicated parking areas, however opportunities for shared parking should be sought out. Most minor trailheads occur within existing park sites that are more passive, or along rural stretches of trail.

Access Point

- An access point is any point where a trail corridor crosses or intersects with an existing public right of way that is accessible to pedestrians. These locations focus solely on providing and controlling trail access (including emergency access), and therefore have the fewest amounts of amenities.

Bikeways and Trails

6

6.2 The future system should be safe, multipurpose in nature, and serve a diverse population

- Provide on and off-street trail connections to major destinations in addition to parks
- Preserve a balance between dirt trails, preservation and existing uses in nature parks
- Provide on-street facilities in all major corridors
- Bike facilities should be separated from motorized vehicles
- Well defined trail typologies should exist
- Allows safe, convenient crossing of major streets
- Connects nature and commercial seamlessly



Bikeways and Trails

6.3 The future system should provide a superior user experience, both on the trail and off

- Develop interactive trail maps and routes that link nature, recreation, restaurants, lodging, and activities using Smartphone apps or Google Maps application
- Shaded and safe
- Better landscaped ROWs and street trails
- Better wheelchair ADA access throughout the greenways
- Increase funding for adequate maintenance
- Increase communication and outreach with the public – inclusive planning and design processes



Bikeways and Trails

6

6.4 Need for additional level of trail planning, design, maintenance

- Current guiding documents are the Alachua County Bikeways Master Plan and the Gainesville Public Works Design Standards. Both have a strong focus on planning, safety, and feasibility, however a more detailed level of design is needed that better integrates and reflects Gainesville's character. It could include:
 - Comprehensive and unified signage, way finding, branding plan
 - Trail character and typical sections based on type/transect
 - Furnishings (benches, bike racks, shelters, lighting) appropriate for the type of trail (on-road, off-road, nature, dirt) and its location within the transect (urban, suburban, rural).



Bikeways and Trails

6

6.5 Increased inter-departmental coordination is essential

- Multiple departments are currently involved with trail development in Gainesville (PW, CRA, PRCA), which requires a significant amount of communication and coordination during the planning process
 - Reinforces the need for a unifying design document/plan
- Ability to leverage efforts and available funds to meet mutual goals



A Few Comments from Visioning

Workshop

“we need a full-time grant writer”

“staff need more training and certifications”

“increase the amount of successful partnerships”

“improve the shared-use arrangement with the schools”

“acquire more land for parks”

“hire a dedicated marketing firm”

“acquire more ROW for trails”

“identify a sustainability coordinator”

“become more efficient with time and resources”

“establish a surcharge”

“add new, cutting-edge programming”

Next Steps: Implementation Workshop June 6th

The Implementation Workshop will put price tags on the preliminary recommendations; prioritize projects into phases; and get buy-in.



Next Steps

Hold Implementation Workshop	June
Present Draft Report to RCAPW Committee	July
Present Draft Report to Boards	July
Present Final Report to City Commission	August

FALL IMPLEMENTATION PLAN

