



FRESNO PARKS MASTER PLAN

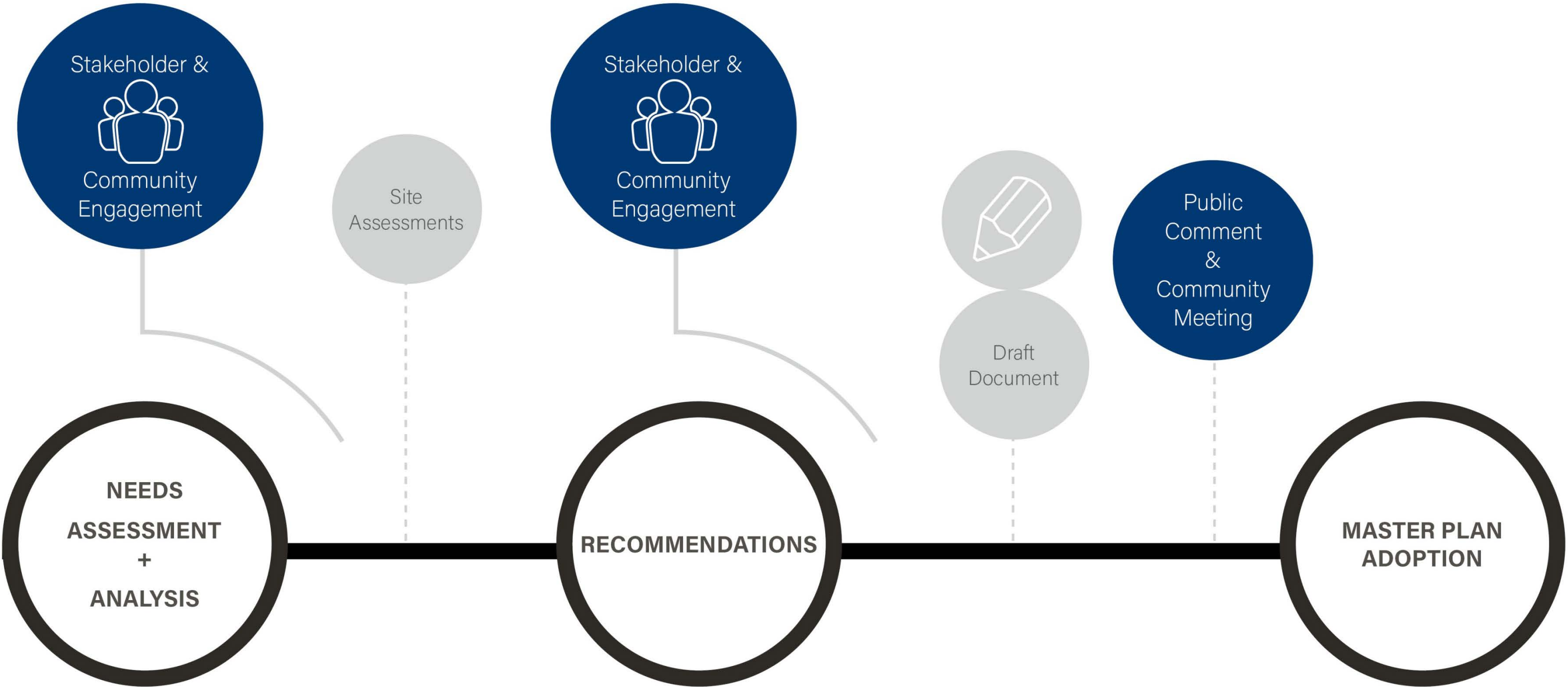
Document Launch
October 12, 2017

Why a Parks Master Plan?

- Planning tool for parks
- Last parks master plan = 1989
- Growing population, changing city
- Current park conditions



Process & Engagement



Process & Engagement



Stakeholders



Workshops

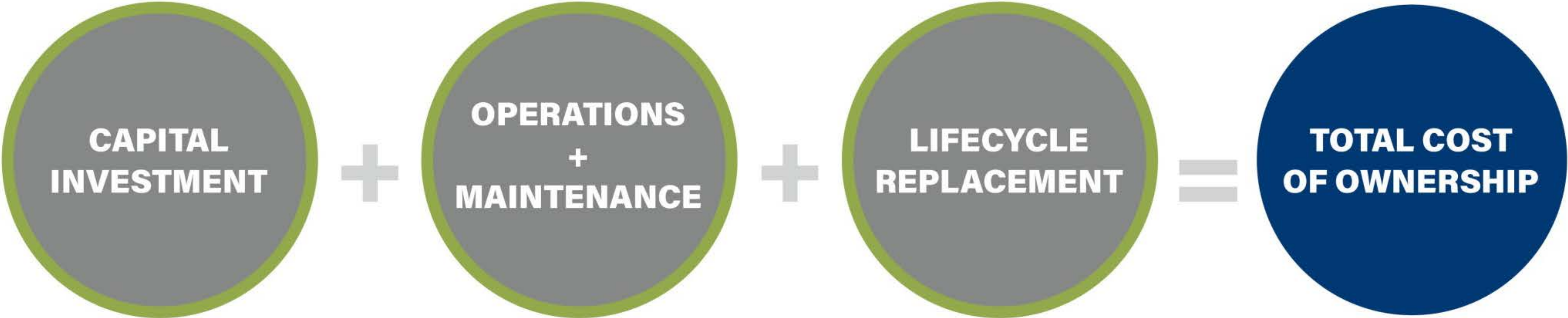


Community

Assessment & Findings / How are we doing?

- Finances & Operations
- Park Conditions
- Park Acreage
- Gaps / Access – *quality & quantity*

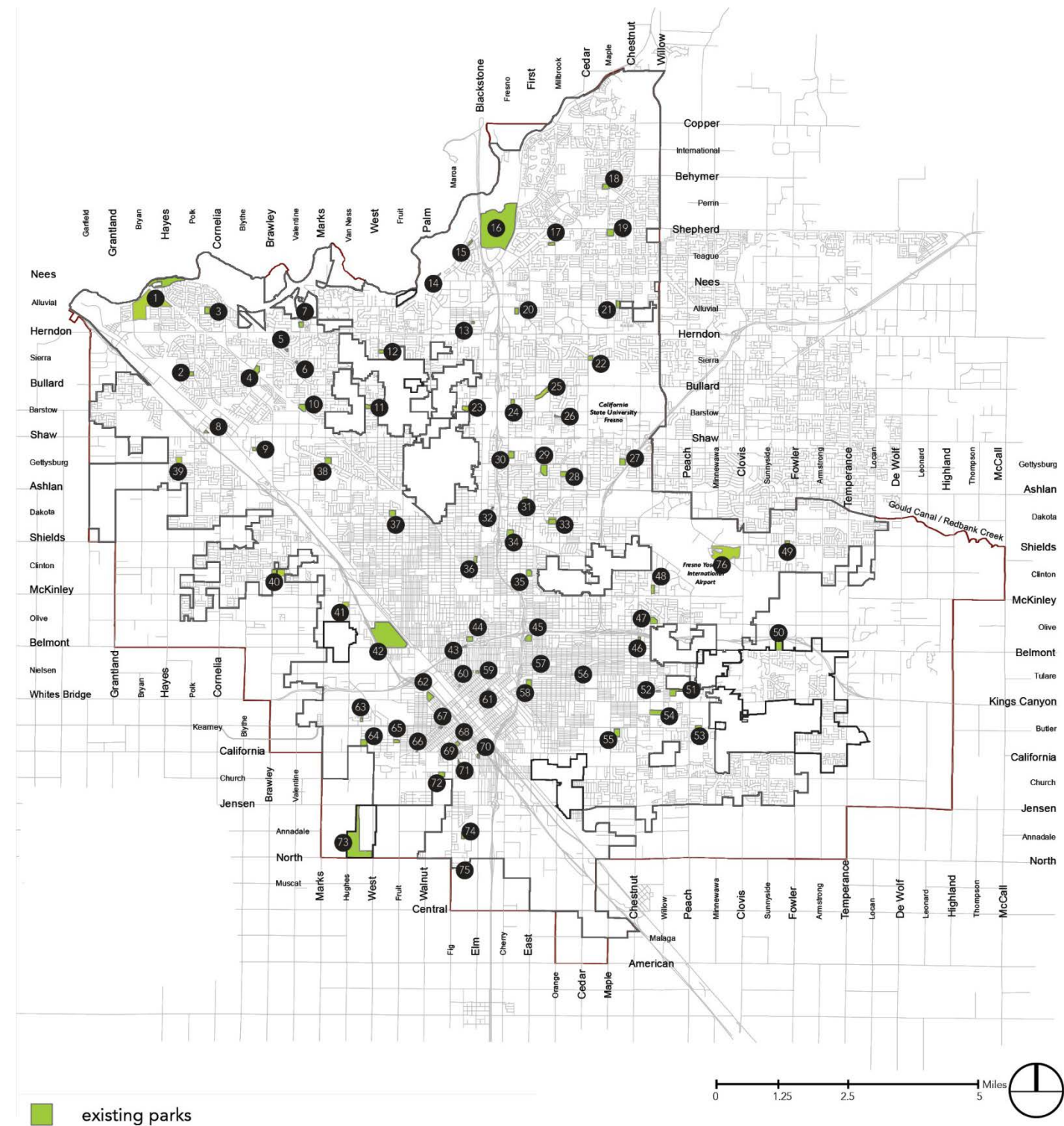
Assessment & Findings / Finances & Operations



Assessment & Findings / Finances & Operations

- PARCS: Operates as best they can with limited resources
- Maintenance: **\$5 million** more needed annually
- Lifecycle Replacement: **\$112 million** currently needed
 - **\$17 million** annual increase needed

Assessment & Findings / Park Acreage



City of Fresno Park Land & General Plan Level of Service Goals

1,023 acres (existing)

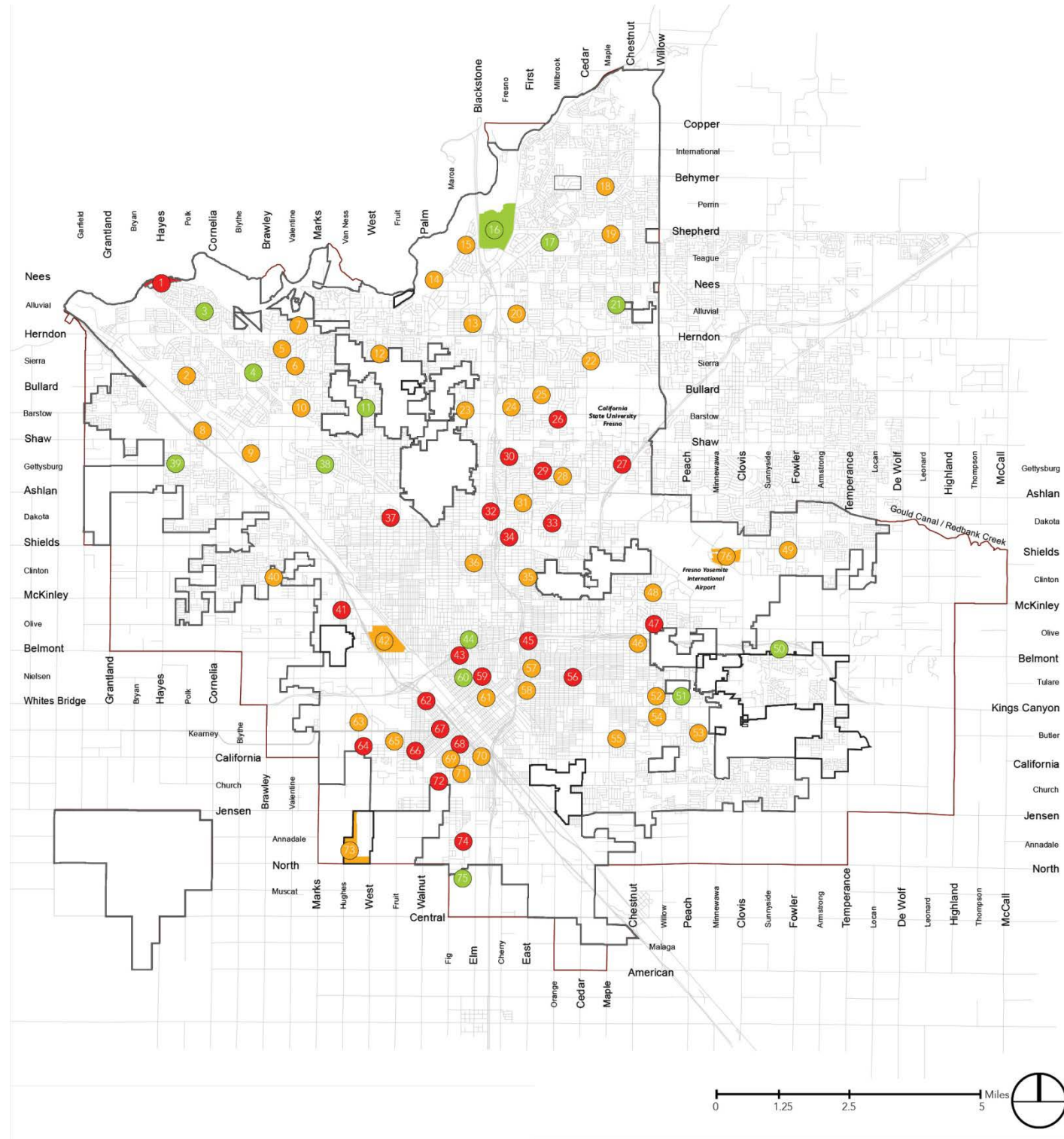
+1,113 acres (2017 need)

+1,769 acres (2035 need)

Note: An extra \$10,000 - \$15,000 for maintenance costs is needed for each acre added



Assessment & Findings / Park Conditions



20% Good

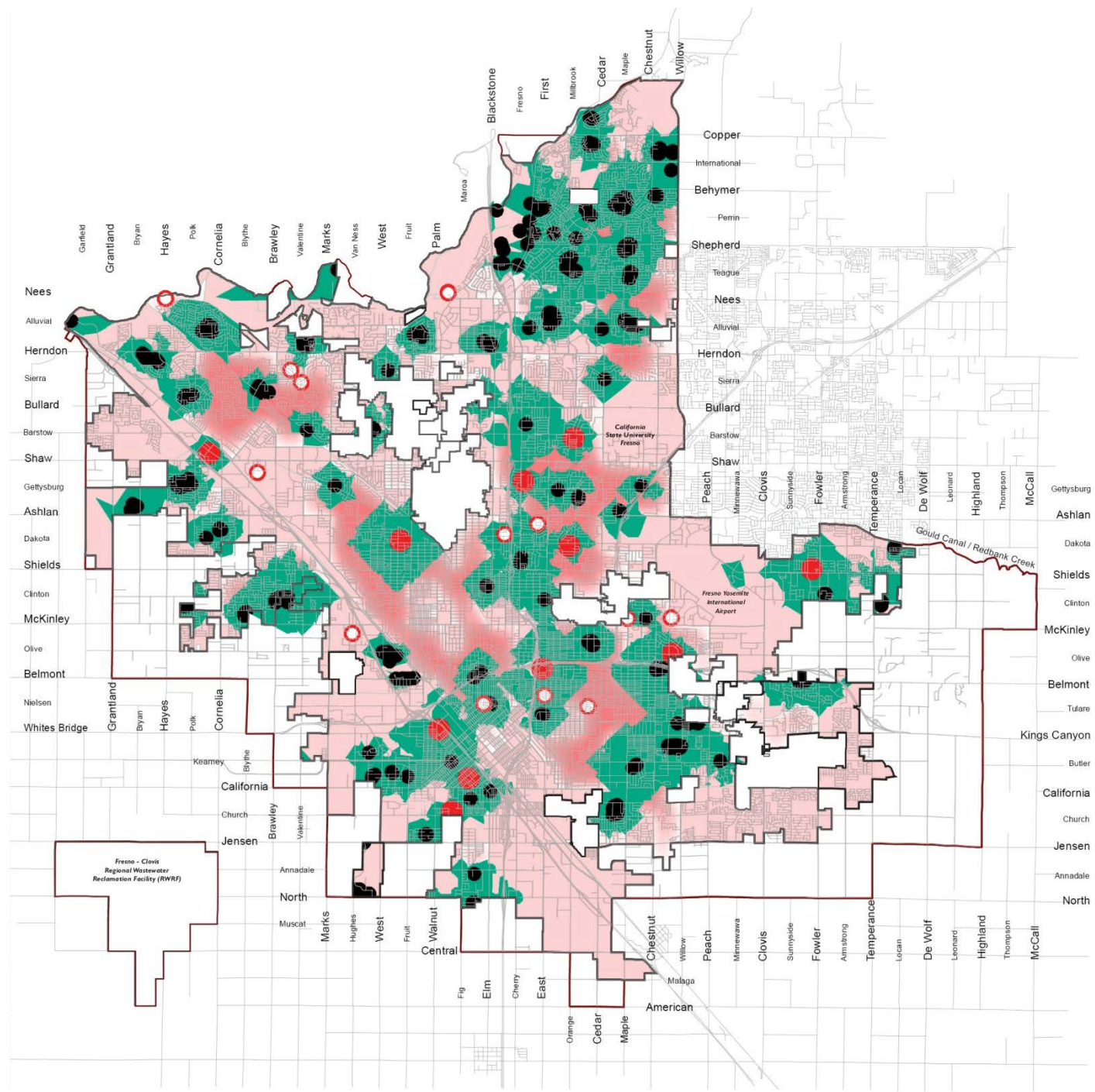
50% Fair

30% Poor

- Poor Condition Parks
- Fair Condition Parks
- Good Condition Parks



Assessment & Findings / Amenity Gaps



- Neighborhood Amenity
- Park in Poor Condition
- Park without Neighborhood Amenity
- Neighborhood Amenity Service Area
- Contains over 5,000 people per sq. mile and lacks amenities
- Contains less than 5,000 people per sq. mile and lacks amenities



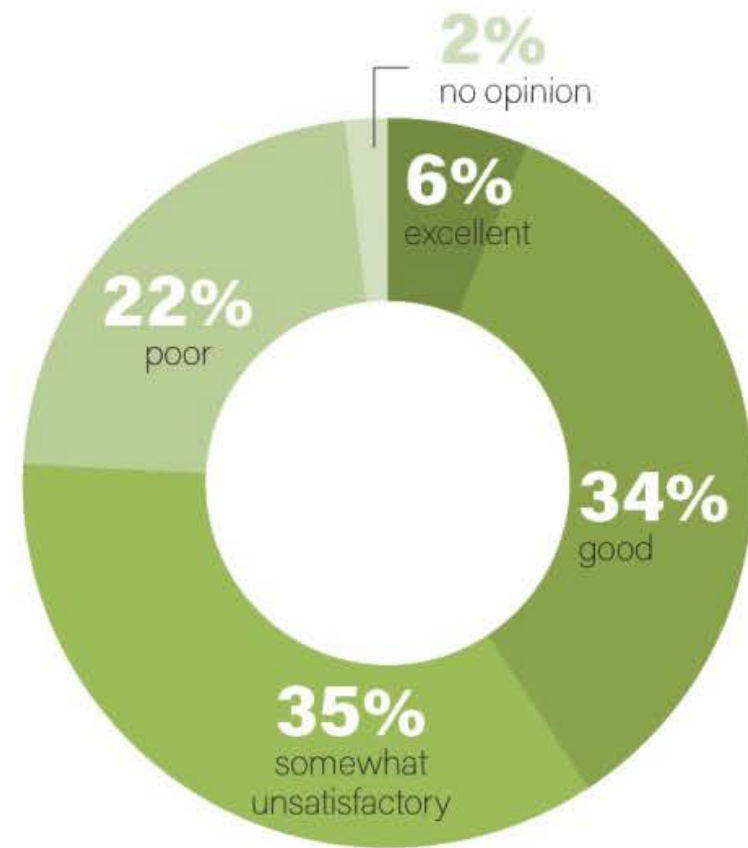
Neighborhood Amenity Gaps

- Park conditions
- Accessibility
- Park deserts



Assessment & Findings / Community

PARKS AND AMENITIES RATINGS FOR FRESNO FROM SURVEYS



TOP PARK PROGRAMS



junior giants youth program



youth sports



after school programs

HIGHEST DEMAND FOR RECREATION FACILITY



52% picnic areas



43% community gardens



41% dog park



37% soccer field



36% splashpad

Assessment & Findings / Community

Parks Are Highly Valued



52% of those surveyed
are willing to **support**
an increase in public
funding for parks.

What can we accomplish in 10 years?

- ✓ Improve what you have
- ✓ Close the gaps
- ✓ Secure the parks

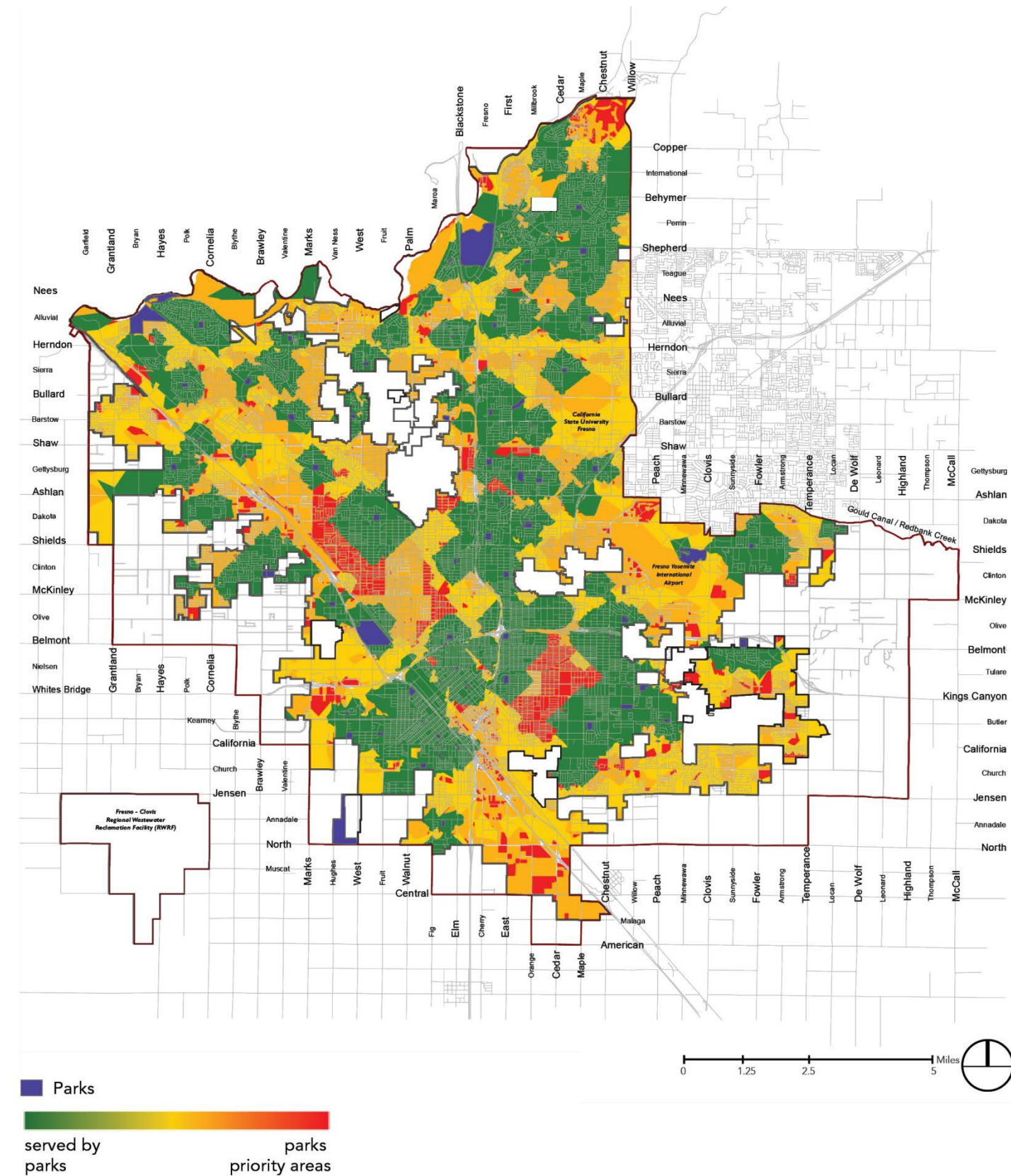
Strategy: Improve what you have



Strategy: Improve what you have

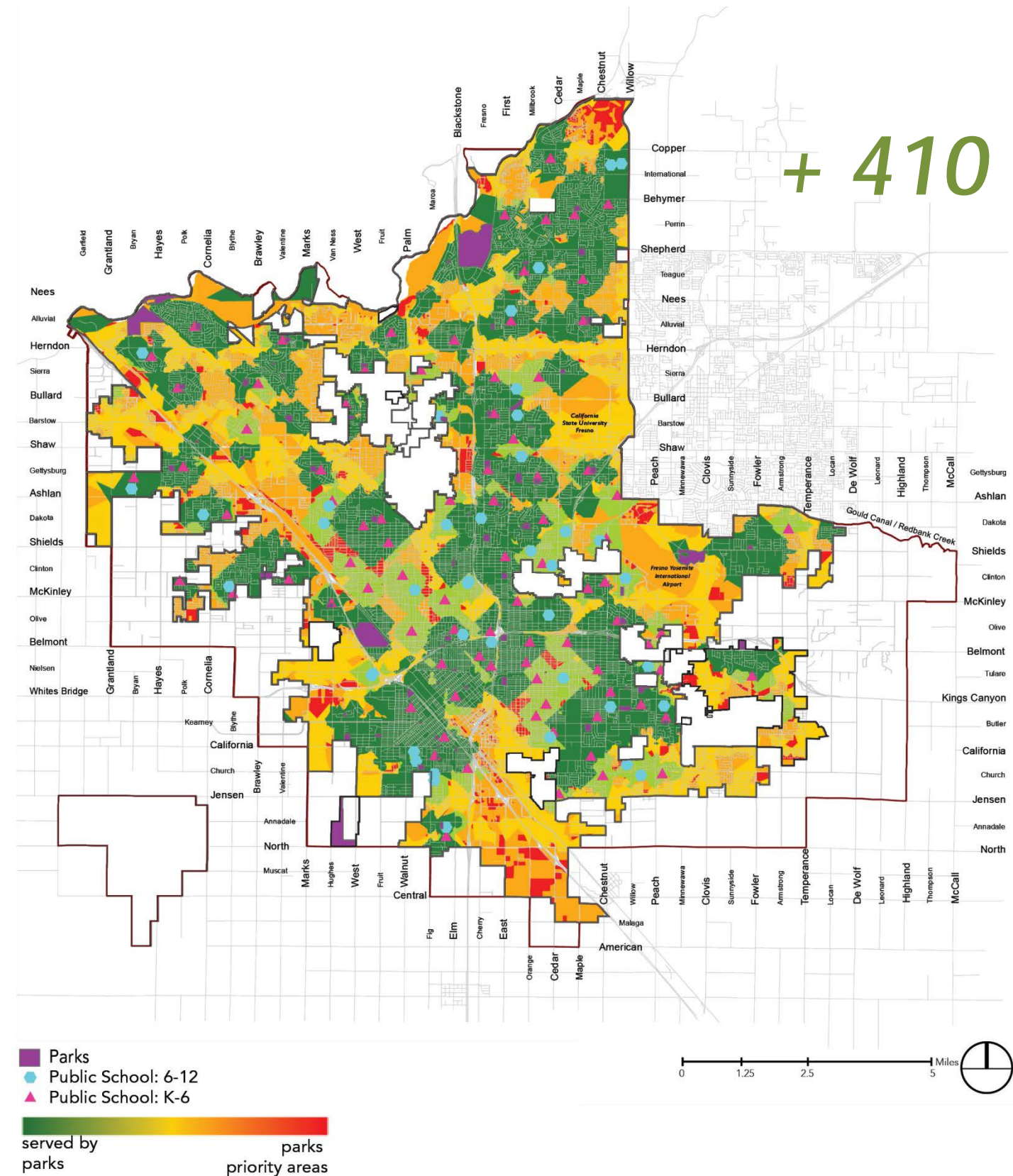


Strategy: Close the gaps



- Target highest areas of need
- Expand school & basin joint-use
- Flagship / priority parks
- Urban greening strategies

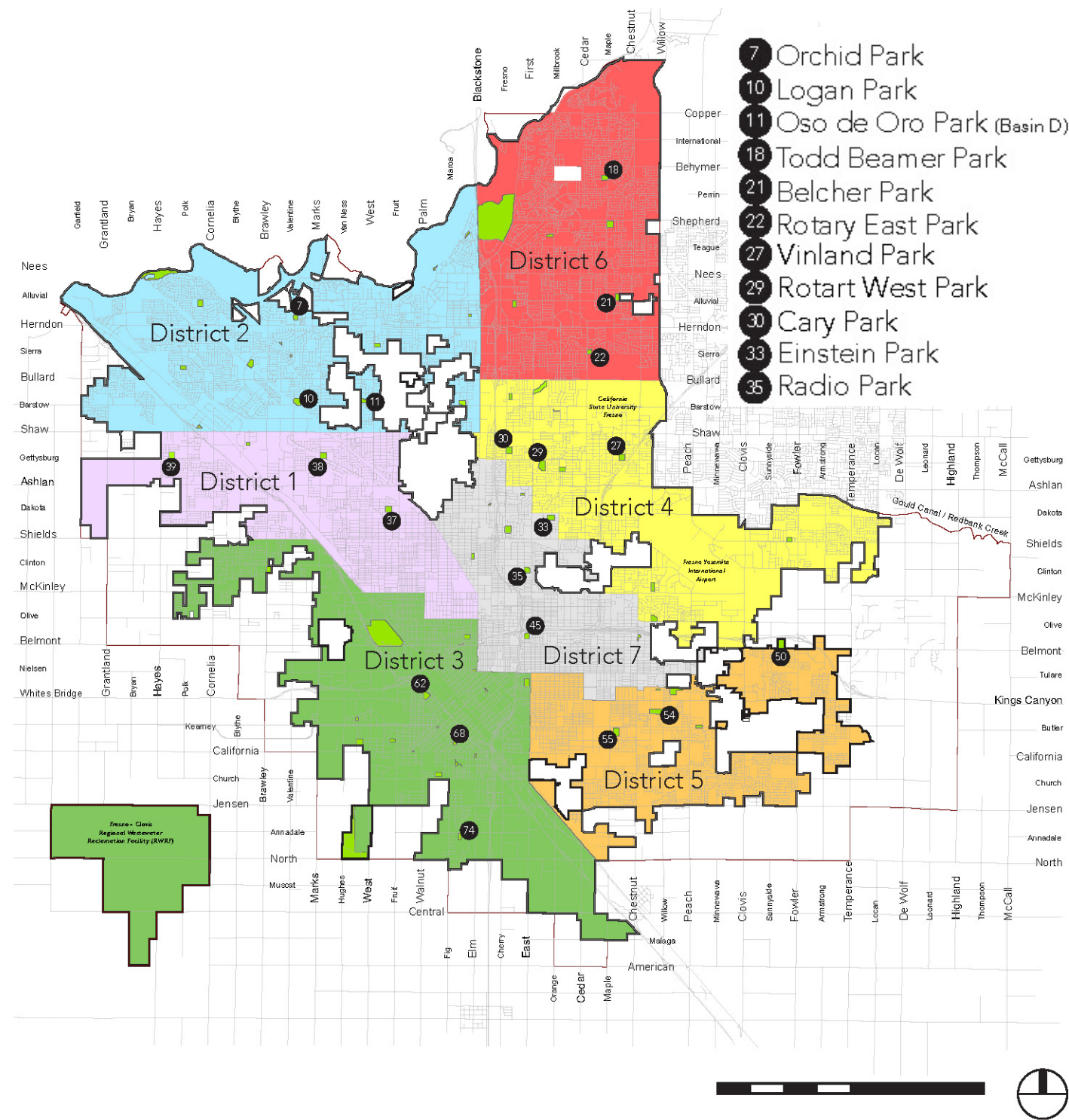
Strategy: Close the gaps



+ 410 acres
(FUSD)

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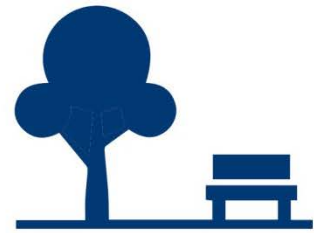
Strategy: Close the gaps



- 7 Orchid Park
- 10 Logan Park
- 11 Oso de Oro Park (Basin D)
- 18 Todd Beamer Park
- 21 Belcher Park
- 22 Rotary East Park
- 27 Vinland Park
- 29 Rotart West Park
- 30 Cary Park
- 33 Einstein Park
- 35 Radio Park
- 37 Quigley Park
- 38 Lions Park
- 39 Inspiration Park
- 45 Romain Park
- 50 Al Radka Park
- 54 Pilibos Park
- 55 Mosqueda Park
- 62 Fink-White Park
- 68 Frank H. Ball Park
- 74 Mary Ella Brown Park

- Target highest areas of need
- Expand school & basin joint-use
- Flagship / priority parks
- Urban greening strategies

Strategy: Close the gaps



new parks



tree canopy



community gardens



bicycle



pedestrian



stormwater



beautification

- Target highest areas of need
- Expand school & basin joint-use
- Flagship / priority parks
- Urban **greening** strategies

Strategy: Secure the parks



Pop-up Programs



Movies in the Park

Document Overview: Contents

- Introduction
- Demographics & Recreation Trends
- Park System Overview
- Park System Management
- Guidelines for Design
- Needs Assessment
- Prioritization & Improvement Strategies
- Financing Your Parks
- Goals & Recommendations
- Appendix



Document Overview: Vision

VISION THEMES: HEALTH

In the future, Fresno's park system is at the forefront of City initiatives to improve health and wellness for residents. Initiatives linking public health and parks can be about more than simply providing places for exercise, it can extend to programming, design, and improving quality of life through increased access to green space and natural features such as trees, water, and shade. This is important for everyone, especially those living in urban environments.

- Trees found in and around parks improve air quality and provide comfort - two benefits tied to health and wellness.
- Paths and trails facilitate healthy lifestyles for residents and provide active transportation options.
- The themes of wellness and nutrition permeate park programming, including organized activities that promote physical health, casual activities that support mental health, and other City programs occurring at parks, community and recreation centers where healthy snacks and meals are provided for children and seniors.
- Park amenities including play equipment are clean and safe places to play.



The multi-modal trail through Woodward Park creates continuous paths for walking and bicycling.



Lowell Community Garden is one of the many community gardens promoting a healthy lifestyle in Fresno's park system.

VISION THEMES: SAFETY

Future Fresno parks are safe, welcoming places where every person feels welcome and safe regardless of time of day, neighborhood, or security presence.

- In order to make parks safer, it is important to have people, residents, and merchants surrounding the park, providing surveillance. "Eyes on the park" means that the more people we have in parks and surrounding them, the safer they become.
- Having clear sight lines is an important design consideration for safety in parks. Open spaces are less likely to be used for undesirable activity and allow accessibility across parks for emergency access and other needs. While shade is an important feature in Fresno parks, all spaces should be designed so that they are open and have visibility for park users and Staff.
- Coordination with social service providers to regularly visit parks can assist transient and homeless populations who seek temporary shelter and other benefits from the parks department.



Eyes on the park can include informal social activity.



PARCS staff provide security, education, and mentoring of children.

Document Overview: Programming

Table 2.x
MARKET POTENTIAL INDEX (MPI) DATA FOR FRESNO

Recreation Activity	City of Fresno (as a whole) Market Potential Index	DRP Corridors	DA-1 North	DA-1 South	DA-2 North	DA-2 South	DA-3	DA-4 East	DA-4 West	Downtown	Existing Hill North of River	Existing Hill South of River	South Industrial
Aerobics	97	98	103	81	101	141	97	103	82	78	110	82	85
Archery	85	87	89	74	114	136	84	76	89	78	81	84	84
Archery/Target	97	115	79	63	83	117	74	78	75	66	112	101	63
Baseball	104	125	105	91	111	112	80	91	88	86	107	105	88
Bocceball	106	121	116	80	98	111	80	88	101	80	102	106	92
Bicycling (mountain)	93	84	85	74	144	144	94	117	80	89	120	90	70
Bicycling (road)	91	80	80	67	86	29	91	104	80	80	116	83	87
Climbing/Kayaking	81	87	88	54	87	113	73	88	81	70	117	77	58
Fishing (fresh water)	87	74	106	80	93	111	90	73	81	74	83	81	85
Football	109	137	94	117	109	91	97	100	91	90	110	110	107
Golf	88	124	94	85	108	143	84	94	74	87	118	87	80
Golf	93	81	80	85	114	143	90	113	86	82	122	80	80
Hiking	94	98	88	70	105	127	116	111	72	88	104	87	77
Horseback riding	83	102	80	77	85	100	92	70	87	86	86	85	86
Ice skating	82	80	81	85	85	89	71	124	71	87	112	87	82
Jogging/running	95	108	102	70	128	42	107	103	96	84	125	87	78
Plates	93	94	87	82	93	55	83	104	72	82	121	84	58
Soccer	125	152	75	129	118	12	119	108	124	132	117	124	119
Softball	90	101	128	70	100	125	97	111	90	76	110	87	80
Swimming	91	88	100	87	110	113	81	87	80	76	114	87	75
Tennis	87	86	89	77	81	129	82	101	86	72	116	80	71
Volleyball	105	130	102	81	100	127	90	81	90	82	104	104	80
Walking or jogging	83	80	110	84	108	25	80	111	84	81	115	83	80
Winter sports	81	80	87	87	127	111	101	109	88	87	127	85	86
Yoga	91	87	87	75	112	121	80	110	77	87	126	82	68

The above table reflects Fresno specific recreation trends as reflected by Market Potential Index (MPI) data. The MPI shows the likelihood that an adult resident of the target area - in this case Development Areas in Fresno - will participate in certain activities when compared to the national average. The national average is 100, therefore numbers below 100 (shown in white) represent a lower than average participation rate, and numbers above 100 (shown in light pink) represent a higher than average participation rate.

HIGHEST DEMAND FOR RECREATION
(Ranked Lowest to Highest)

-  **BASKETBALL**
2-9% Above National Average
-  **BASEBALL**
4-19% Above National Average
-  **FOOTBALL**
1-25% Above National Average
-  **VOLLEYBALL**
2-24% Above National Average
-  **SOCCER**
11-34% Above National Average

Review of the MPI confirms many observations about the current use of parks. It also offers insights about recreational amenities and programs that may be missing, under provided or over provided. Highlights of the analysis include:

- Baseball, Volleyball, Basketball and Football are in higher demand in Fresno than in the U.S. overall.
- Soccer is in the most demand locally with participation ranging from 11 to 34% higher than the national average. Fresno exceeds the national average for soccer participation in all but one planning area.
- Some recreational activities are not included in the national benchmarking analysis. Disc golf and pickleball for example, are noted sports activities that have strong local support. These and other activities require additional consideration by PARCS staff in the ongoing management of the system.
- The location of a sports activity does not necessarily need to be tied to the planning area. As described elsewhere in the Park Master Plan, the service area of a particular amenity varies. Playgrounds, for example, typically draw from a neighborhood while a baseball complex or BMX track would draw from a larger area.

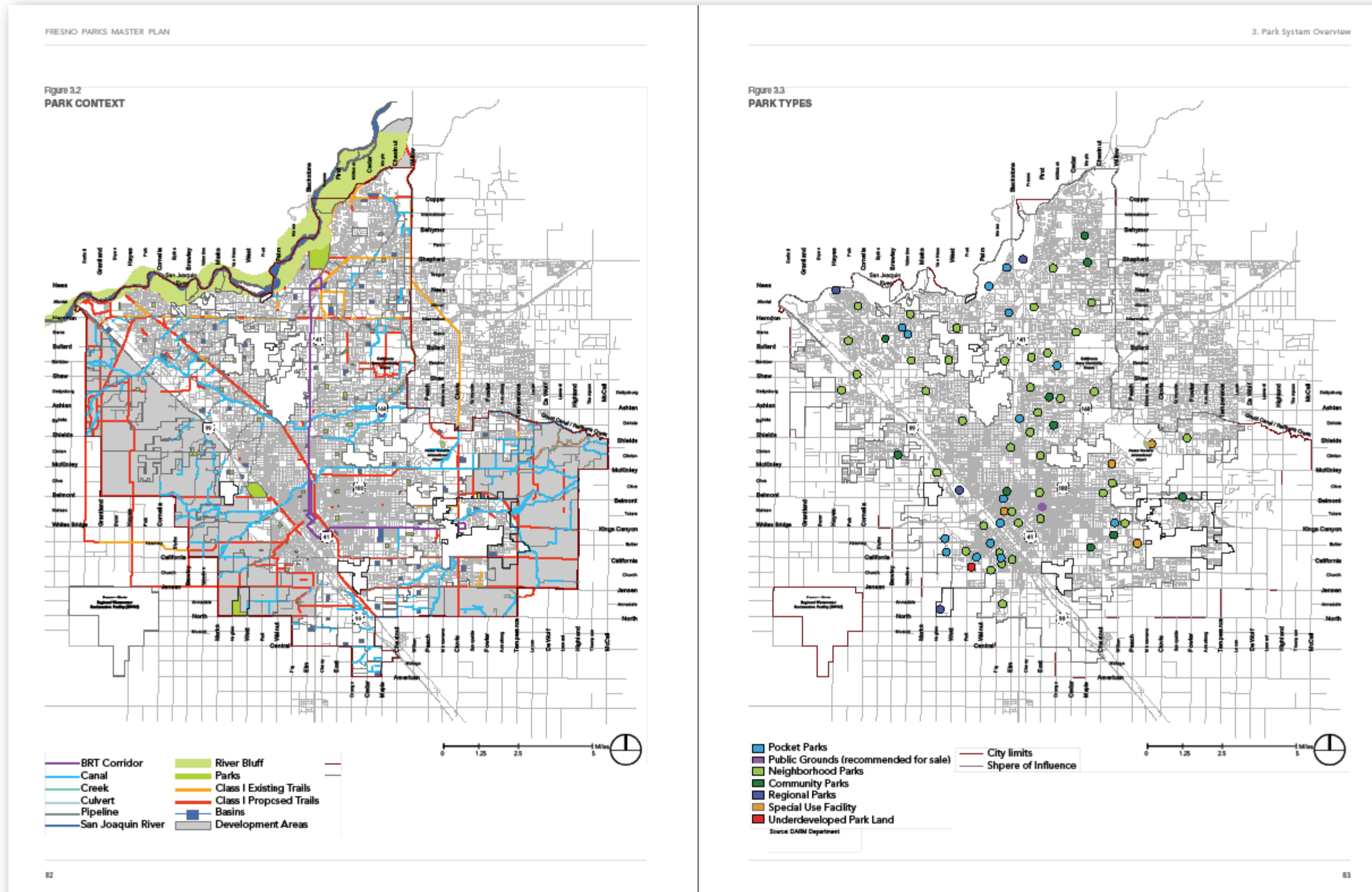
While data are analyzed at the planning area level, it is important to understand the actual utilization of programs at a particular site. The recommendations made for each park in Fresno as part of this master plan consider multiple site factors such as levels of use, and longevity of programs.



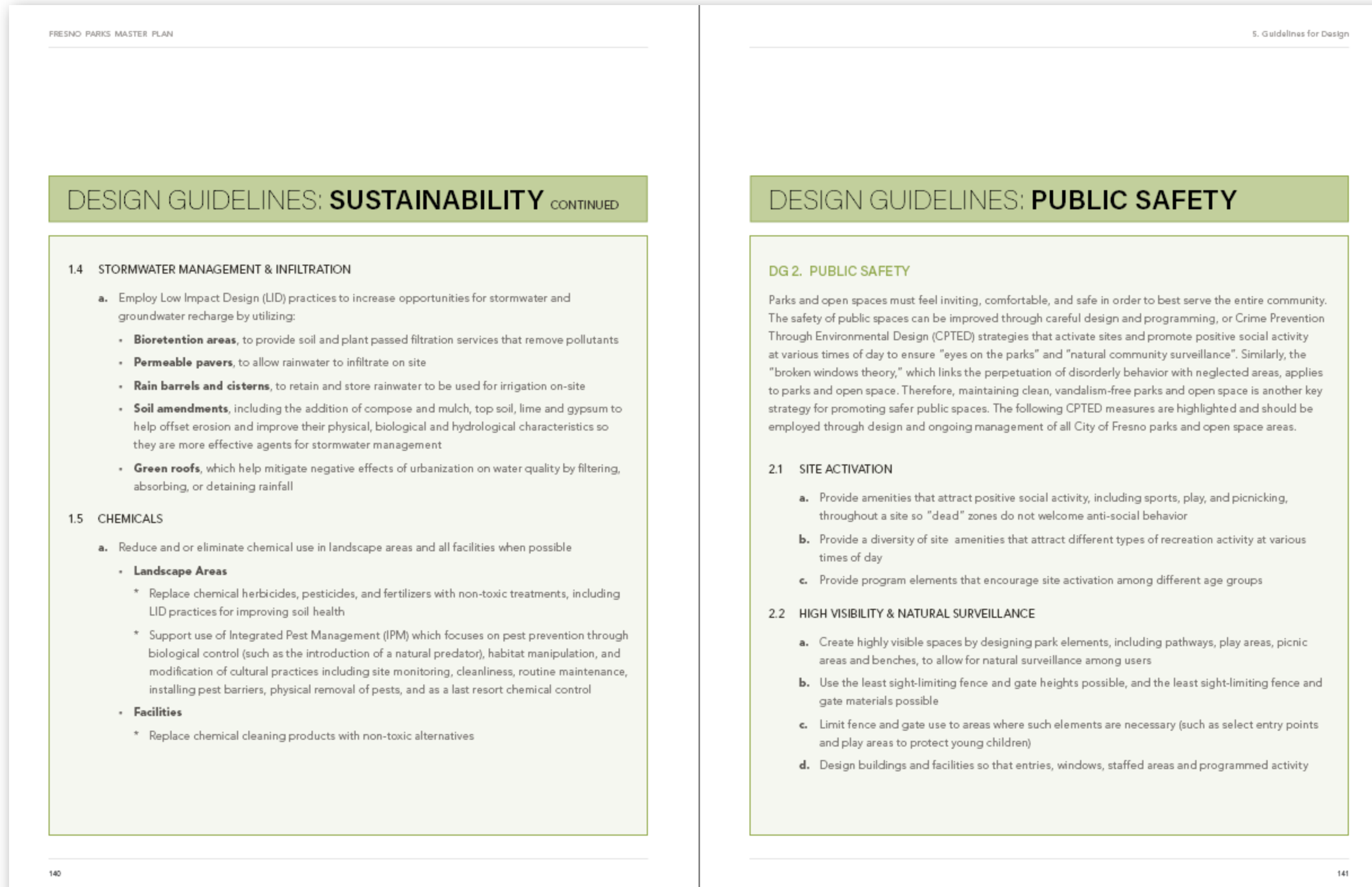
Document Overview: Park Standards

<p>FRESNO PARKS MASTER PLAN</p>	<p>3. Park System Overview</p>
<p>PARK TYPE: REGIONAL PARK</p>	
<p>LOS GOAL: 2 ACRES PER 1,000 RESIDENTS</p> <ul style="list-style-type: none">• Size: 40-1,000+ acres (can be less than 40 acres if site provides a unique regional serving opportunity, i.e. river access, etc.) Serving Radius: ½ hour drive (or 1 – 4+ miles) Serving Population: 100,000 +/- people• Function/Purpose: Regional Parks serve the entire city of Fresno and surrounding communities. They provide active and passive recreation opportunities, and unique public facilities for use by the greater Fresno area.• Access & Siting: Regional Parks are large parcels typically sited in areas to preserve natural, cultural or historic resources on site. These parks must be accessible by public roads with capacity to handle larger amounts of traffic and adequate parking demand. Traffic calming measures are encouraged within and surrounding the park. Directional and regulatory signage to enhance user experience and strengthen park identity should be easily found throughout the park. Regional Parks should be linked to pedestrian and bicycle trail systems and public transportation when possible.• Unique Features: Regional Parks often contain unique facilities with scenic, athletic or cultural value including athletic fields, sports complex, concessions, retail, boating facilities, camping, conservation/wildlife viewing, fishing, art center, amphitheater, zoo, gardens, nature areas, and interpretive signage and trails. These unique features may have unique staffing and maintenance requirements. Regional Parks are usually dominated by natural resource based amenities. These parks and associated facilities can promote tourism and economic development, enhance the economic vitality for the region, and include revenue facilities to offset operational costs. Strengthening unique park identity through signage and integrated color schemes is encouraged.• Typical Amenities & Facilities: Typical amenities and facilities can include all of those found in a Neighborhood or Community Park, with active and passive recreation opportunities, and programming for a variety of ages. Enhanced landscape elements, public restrooms, drinking fountains, and security lighting are all typical. These facilities have staffing and maintenance requirements.	 <p>Scenic park bicycle ride in Woodward Regional Park, courtesy of City of Fresno</p>
<p>72</p>	<p>73</p>

Document Overview: Mapping



Document Overview: Design Guidelines



Document Overview: Expenditure Plan

FRESNO PARKS MASTER PLAN				8. Financing Your Parks																																																															
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More extensive renovation such as 'grind in place' will have higher costs.</p> <p>Assumption: Cost figures for athletic fields restroom/irrigation system renovation begin with controller upgrade to 'central control' compatible controller and replacing all existing pumps to VFD type of an appropriate size. If the restroom/irrigation system does perform as needed then an restroom/irrigation audit should be performed to determine the necessary improvements. These improvements may necessitate a complete redesign of the restroom/irrigation system pipe layout with sprinkler replacements.</p> <p>Assumption: Cost figures for athletic fields renovation is limited to weed abatement, soil aeration, soil amendments and over seeding by hydroseeding. Field renovations requiring extensive grading and drainage issues and turf replacement with sod will have higher costs.</p> <p>Assumption: Figures for playground cost are for a medium priced structure with attached shade structure and poured in place surfacing. For high use parks, larger or multiple play areas may be advisable, these will have higher equipment costs. Shade structure which provide substantial partial shade coverage will have higher costs.</p>				PARK	LIFECYCLE REPLACEMENT ITEMS	ORDER OF MAGNITUDE ESTIMATE	SITE DEVELOPMENT CONSIDERATIONS	Rotary West (Basin BE)	3 baseball fields (lighted), 1 bbq, 1 playground (non shaded), 2 soccer field (lighted), 2 softball fields (non lighted), 1 sign (rules & regulations), 1 monument sign, 2 trash receptacles	\$2,241,700	Consider adding lights to all athletic fields to extend use	Riverside (City owned/operated)	1 golf course	Not part of study	Not part of study	CRITICAL IMPROVEMENTS SUBTOTAL		\$69,837,695	
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Document Overview: Improvement Concepts

AQUATIC CENTER DESIGN CONCEPT

A design concept was developed for the creation of an aquatic center at Mary Ella Brown to support this aquatic center strategy. This site was deemed appropriate for the development of an aquatic center for several reasons related to existing site conditions, existing school amenities, site size, and location – being adjacent to West Fresno Middle School. Developing a complete aquatic facility, community center, and park benefits from the adjacent school site amenities. When operated as a joint use site, the large athletic fields, swimming complex, locker rooms, and parking offer valuable resources to school and public communities. The design can allow safe use by different groups at the same time. For example seniors and preschoolers can use the community center while physical education classes and the swim team use the pool. In addition, the City of Fresno's 41 & North Plan establishes zones for new park development on the existing West Fresno Middle School/Elementary School Site.

Park elements illustrated in this design concept include amenities that serve a variety of community needs. Aquatic amenities include a swim building, community swimming pool, and splash pad, which support a range of aquatic activity from recreational swimming and casual play to aquatic learning and swim competition. In addition, other community amenities at this site include a community building, skate park, picnic areas, central plaza, and play structure (tot, elementary age). As a whole, this facility meets a wide range of needs for the broader Fresno community, while individual elements target specific user needs. Aspects of this design concept could be applied to other sites.

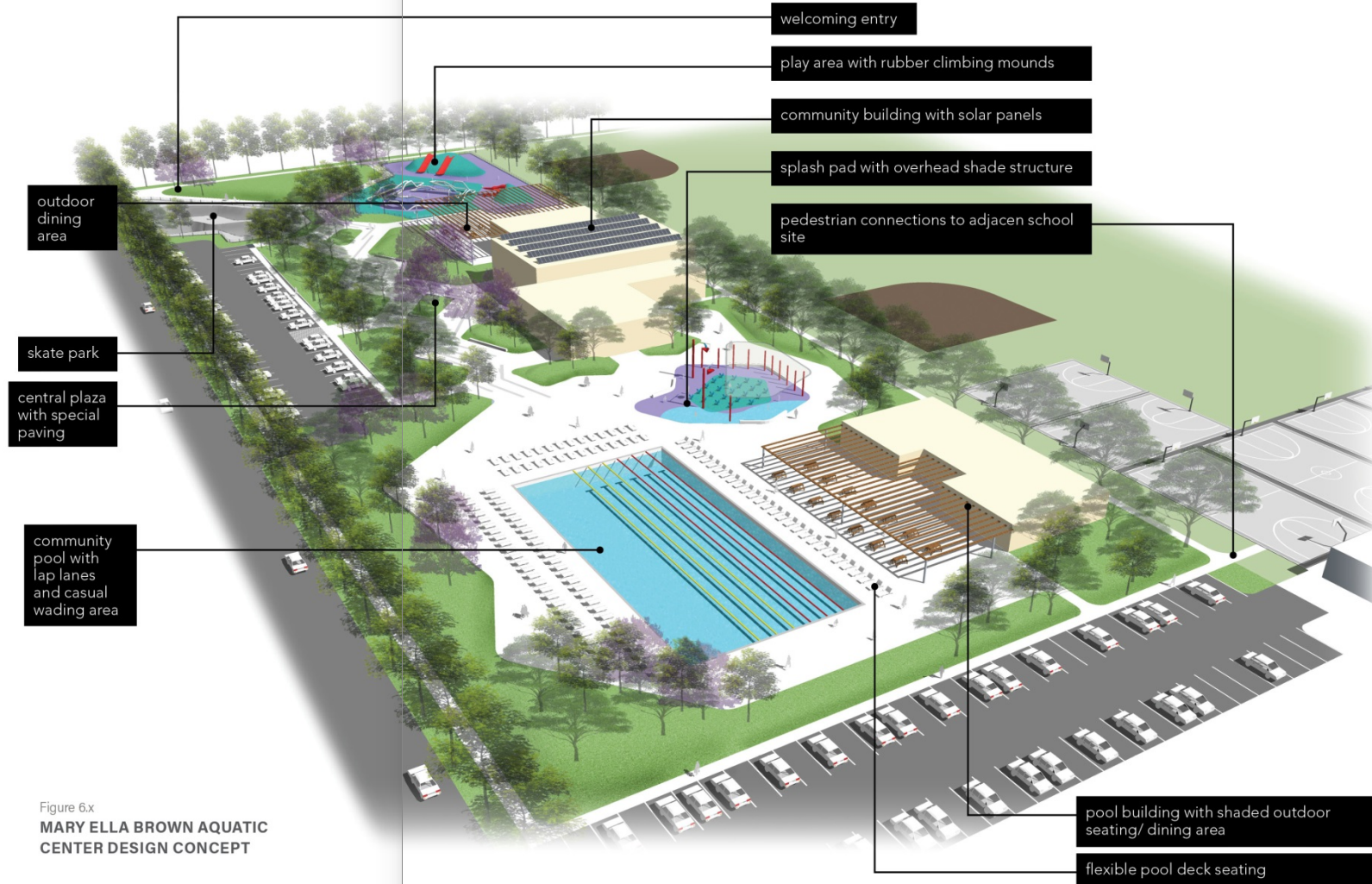


Figure 6.x
MARY ELLA BROWN AQUATIC
CENTER DESIGN CONCEPT

Next Steps

- Public Comment / Oct 12 – Nov 3
- Public Meeting / Oct 12
- Adoption Hearing / Dec 14
- Hard Copy / Week of Oct 16

Website: www.fresno.gov/parksplan

Hard copy: Libraries & City Clerk's Office

