



City of Colleyville City Council Worksession Agenda

City Hall
100 Main Street
Colleyville, Texas 76034
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Wednesday, May 30, 2018
5:00 p.m.

Executive Conference Room
Third Floor - City Hall

1. CALL TO ORDER

2. PRESENTATION AND DISCUSSION

2a Presentation of the final draft of the Parks, Recreation and Open Space Master Plan

3. ADJOURNMENT

I hereby certify this agenda was posted on City Hall bulletin boards Friday, May 25, 2018 by 5:00 p.m.

Christine Loven, TRMC
City Secretary

A quorum of any Colleyville board, commission, or committee may be present at this meeting.

Any matter on this agenda may, at the discretion of the governing body, be opened for public comment and discussion.

If you plan to attend this public meeting and have a disability that requires special accommodations, please advise the City Secretary at least 48 hours in advance at 817.503.1133, and reasonable accommodations will be made to assist you.



City of Colleyville Colleyville City Council Worksession Agenda Briefing

City Hall
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Agenda Number 2a	Agenda Date 05/30/2018	Number
Type Presentation		
Department Parks and Recreation		

Title

Presentation of the final draft of the Parks, Recreation and Open Space Master Plan

Strategic Plan

- 5.1 Create and sustain an identifiable Colleyville brand
- 5.3 Provide attractive facilities for leisure and recreation

Explanation

Mr. Pat Hoagland, Brandstetter Carroll, Inc., the City's Parks, Recreation and Open Space Master Plan consultant, met with the Parks and Recreation Advisory Board on May 7, to prioritize the park projects as were presented by City Council, Parks and Recreation Advisory Board, and stakeholder/citizen groups. Mr. Hoagland will present and review the final draft information of the Parks, Recreation and Open Space Master Plan and answer questions of the City Council.

Attachments

1. Colleyville Park Board Capital Priority ranking-Tally
2. Action Plan-Colleyville ver3
3. Updated Strategic Plan

Capital Projects Priority Ranking

Park Board Ranking

Colleyville Parks, Recreation & Open Space Master Plan

Draft 5/16/2018

Please indicate a High Priority (3), Medium Priority (2), Low Priority (1), or Not Needed (0) for each item on the list. Please place a number in the far left column that indicates your priority for the proposed improvement. Rank each improvement. The priority ranking is for the level of importance of the improvements and not necessarily the order in which they will be developed. Thank you very much.

Priority Level	Item No.	Capital Improvement	Average		Park Board Average Rank
Capital Projects Rank - High (3), Medium (2), Low (1), or Not Needed (0).					
	28	Pleasant Glade Tract (behind Senior Center) - Develop as a Neighborhood Park with playground, splash pad, picnic shelters, Pickleball courts, shaded fitness stations, tree planting for shade, parking, etc.. (fills a gap of park land in the east)		3.00	1
	40	Trails - Implement the Trails Plan		3.00	1
	18	Kimzey Park - Add a restroom building		2.83	3
	39	Trails - Develop a trail between Sparger Park and the Colleyville Nature Center		2.83	3
	43	Senior Center - Renovate Senior Center and add a multi-purpose program center (Park Board added this to replace items 36, 37 and 38)		2.83	3
	10	City-Wide - All parks - Tree planting program to provide shade and improve tree canopy		2.67	6
	12	CNC - Restroom Building		2.67	6
	13	CNC - Signage and wayfinding system		2.67	6
	23	L.D. Lockett - Clear out vegetation from drainage channel (in the 2018 CIP, causes backup of water and mosquito issues)		2.67	6
	8	City-wide - Provide accessible walkways to all playgrounds, picnic shelters, athletic fields and spectator areas to meet ADA guidelines		2.50	10
	24	McPherson - Rock House interior renovation, upgrade lighting (to allow more flexibility to support programs - Does not work well now)		2.50	10
	29	Pleasant Run - Shade, restrooms and drinking fountain on practice field side		2.50	10
	30	Pleasant Run - Develop trail system within park on north (practice fields) side to complete the loop (north of the practice fields to connect the Cotton Belt Trail to Pleasant Run Rd. where a new trail will be located)		2.50	10
	33	Reagan Park - New restroom building		2.50	10
	42	City Park - Splash pad near Kidsville (added by Park Board)		2.50	10
	19	Kimzey Park - Dredge pond (in the 2018 CIP already, but kept on the list to show early successes)		2.33	16
	5	City Park - Replace and enlarge shade shelters over spectator areas (current ones are faded and complaints of too small)		2.17	17
	7	City-wide - Consistent park signage system (including entrance signs, directional signs, park rules signs, and interpretive signs)		2.17	17
	17	Dog Park - Identify a location and develop a dog park (no location identifies yet - Requested by many)		2.17	17
	2	City Park - Both Restroom/Concession Buildings - Repair building exterior grout and wainscot, update interiors, improve concession areas		2.00	20
	3	City Park - Small playground near ballfields with shade cover (convenience for small children)		2.00	20
	20	Kimzey Park - Replace playground and improve drainage (playground is older and has drainage problems)		2.00	20
	25	McPherson - Pavilion/Restrooms renovations - painting and ventilation, additional electrical outlets		2.00	20
	26	McPherson - Upgrade Dairy Barn displays (interpretive signs are faded and unreadable)		2.00	20
	41	Woodbriar Park - Replace playground and shelter, improve trail system		2.00	20
	6	City Park - Additional netting at ball diamonds for spectator safety (to provide safer environment for spectators)		1.83	26
	11	CNC - Expand paved trail system and safer stream crossing (couple of minor stream crossings to be made safer)		1.83	26
	22	L.D. Lockett - Playground and exercise stations (as originally planned)		1.83	26
	27	McPherson - Rehabilitate the two historic mud house barns (need work to last over the long term)		1.83	26
	34	Reagan Park - Install irrigation system		1.83	26
	14	CNC - Establish as an arboretum with labelled trees and horticultural display areas.		1.67	31
	16	CNC - Install benches along trails		1.67	31
	32	Pleasant Run - Install accessible walk from overflow parking to park		1.67	31
	1	Athletic Fields - Upgrade turf on all fields		1.50	34
	9	City-wide - Install Wi-Fi in the larger parks for convenience of park users and potential for mobile apps for park programs/interpretation)		1.50	34
	21	Kimzey - Install shaded outdoor fitness stations		1.33	36
	31	Pleasant Run - Upgrade landscaping in parking lot islands		1.33	36
	4	City Park - Install shaded outdoor fitness stations		1.17	38
	35	Reagan Park - Shade and dugouts at fields for players and spectators. Walkways to spectator areas. (fields are used for practice only for now)		1.17	38

Priority Level	Item No.	Capital Improvement				Park Board Average Rank
Capital Projects Rank - High (3), Medium (2), Low (1), or Not Needed (0).					Average	
	36	Recreation Center - Develop a Recreation Center at the Senior Center site with kitchen, program space, gym, walking track, aerobics/dance rooms.			1.00	40
	15	CNC - Develop bird blinds			0.83	41
	38	Senior Center - Develop a new Senior Center Wing on the Recreation Center with meeting and program space, kitchen, computer lab, game room, craft room			0.83	41
	37	Recreation Center - Develop an indoor pool as part of the proposed Recreation Center			0.17	43

ACTION PLAN - COLLEYVILLE PARKS, RECREATION & OPEN SPACE MASTER PLAN										5/16/2018			
Legend of Abbreviations/Organizations													
Parks =City of Colleyville Parks and Recreation						OP = Parks Operating Budget							
City = City Council, Other City Divisions						CIP = Capital Improvement Budget							
NH/HOA = Neighborhood or Homeowners Associations						Revenue = Items that Generate Additional Revenue							
Dev = Developers													
Partners = Other organizations (foundations/friends groups, businesses, civic associations, state/federal grants, etc.)													
Goals, Objectives, and Strategies						Timeframe (Years)				Category	Agency	Funding Source	Planning Link
						0-2	3-5	6-10	10+				
Goal 1: Maintain Exemplary Facilities, Programs, and Services													
Targeted Outcome: Strive for excellence in all aspects of parks and recreation with an emphasis on safety and security to meet and encourage high standards for facilities, programs, and services.													
Objective 1.1 – Excellence - Proactively maintain high quality facilities constructed with durable materials and innovative design to reduce long-term maintenance costs and inspire community confidence in the quality of the park system.													
Strategy 1.1.1:	Initial focus should be directed toward improvements to existing, key facilities such as needed improvements at the existing parks, trails, playgrounds, game courts, picnic shelters, restrooms, and athletic fields.	✓	✓			Capital	Parks	OP, CIP					
Strategy 1.1.2:	Restrooms are needed at Kimzey Park, Reagan Park, Colleyville Nature Center, and the McPherson Practice Felds.		✓			Capital	Parks	CIP					
Strategy 1.1.3:	The addition of needed support facilities, including trails, restrooms, signage, and drinking fountains should be part of any park improvement.	✓	✓	✓	✓	Capital	Parks	CIP					
Strategy 1.1.4:	Completely redesign and redevelop Woodbriar Park to current standards (new playground, picnic shelter, landscaping, signage, etc.)		✓			Capital	Parks	CIP					
Strategy 1.1.5:	Install the originally planned playground and adult fitness stations at L.D. Lockett Park to complete this park development		✓			Capital	Parks	CIP					
Strategy 1.1.6:	Opportunities for additional picnic shelters should be considered at existing parks	✓	✓	✓	✓	Capital	Parks	CIP					
Strategy 1.1.7:	Electricity should be provided at all rentable picnic shelters	✓	✓	✓		Capital	Parks	CIP					
Strategy 1.1.8:	Establish an implementation committee to monitor timelines, measure progress, update priorities, and ensure continued enthusiasm for Master Plan goals and recommendations	✓				Policy	Parks, City	OP					
Strategy 1.1.9:	Additional benches and shade are needed along the trail behind the Senior Center in the Pleasant Glade Tract, especially as one gets further from the Senior Center	✓				Capital	Parks	CIP					
Strategy 1.1.10:	Consider unmet facility needs as part of any new park development	✓	✓	✓	✓	Policy, Planning, Capital	Parks	OP, CIP					
Strategy 1.1.11:	Renovate and improve both restroom facilities at City Park and at Pleasant Run Soccer Complex - repair building exterior, update interiors, improve concessions. Restrooms at City Park should be renovated to include improved air circulation and repair of the grout and wainscoting. All water closets should have toilet seats installed. The exterior surfaces of several restroom and concession building need to be improved.		✓			Capital	Parks	CIP					
Strategy 1.1.12:	Add a small playground near the ball diamonds at City Park	✓	✓			Capital	Parks	CIP					
Strategy 1.1.13:	Improvements should be made to upgrade the Colleyville Nature Center with restrooms as a top priority, followed by drinking fountains, shade, bird blind, benches along trails, and improved signage. These improvements would accommodate school groups use and self-led use of the facility. The Center also needs volunteer efforts to eradicate invasive species and poison ivy	✓				Capital	Parks	CIP					
Strategy 1.1.14:	Replace the playground and improve drainage at Kimzey Park	✓				Capital	Parks	CIP					
Strategy 1.1.15:	Improve McPherson Rock House with interior renovation and upgraded lighting		✓			Capital	Parks	CIP					

Goals, Objectives, and Strategies		Timeframe (Years)				Category	Agency	Funding Source	Planning Link
		0-2	3-5	6-10	10+				
Strategy 1.1.16:	McPherson Pavilion/Restroom renovations - painting and ventilation, additional electrical outlets	✓	✓			Capital	Parks	CIP	
Strategy 1.1.17:	McPherson - Upgrade Dairy Barn interpretive displays		✓			Capital	Parks	CIP	
Strategy 1.1.18:	McPherson - Rehabilitate the two historic mud house barns		✓			Capital	Parks	CIP	
Strategy 1.1.19:	Program satisfaction levels, attendance, and trends should be continuously monitored to ensure program offerings match the needs of the community	Ongoing				Operations	Parks	OP	
Strategy 1.1.20:	Colleyville should continuously solicit feedback from park and program users to ensure new and changing needs are met	Ongoing				Operations	Parks	OP	
Strategy 1.1.21:	Upgrade the Pleasant Run Soccer Complex practice fields. Develop restrooms on the practice field side of the complex. Provide additional shade.		✓			Capital	Parks	CIP	
Objective 1.2 - Safety and Security - Provide a safe environment by ensuring regulatory compliance, sufficient supervision, and adequate shade at parks and facilities.									
Strategy 1.2.1:	Shade was a common and strong suggestion in all forms of public engagement. Shade can be provided through structures and trees. All parks should be evaluated to determine where shade could be provided and the best method to accomplish the shade. Locations that were mentioned in the engagement the most are the sports facilities, such as between fields at City Park and Pleasant Run Soccer Complex. Shade should be provided at playgrounds, splash pads, and along trails.	✓	✓			Capital	Parks	CIP	
Strategy 1.2.2:	Assure that all playgrounds meet current guidelines, especially as they pertain to safety issues such as fall zones and surfacing. Older playgrounds in the city should be replaced, such as at Woodbriar Park.	Ongoing				Operations	Parks	OP, CIP	
Strategy 1.2.3:	Install security cameras (and additional lighting as needed) to all Community and Neighborhood parks to encourage a safe atmosphere and to prevent damage to park property	✓	✓			Capital	Parks, City	CIP	
Strategy 1.2.4:	Improvements should be made as needed to athletic field surfaces to provide for optimal playing experiences and to maintain safety for users	✓	✓			Capital	Parks	CIP	
Strategy 1.2.5:	Prioritize short-term maintenance of existing parks and facilities over long term capital improvements	✓				Policy	Parks, City	CIP	
Strategy 1.2.6:	Replace and enlarge spectator and dugout fabric shade structures	✓	✓			Capital	Parks	CIP	
Strategy 1.2.7:	Provide additional netting at City Park Ball Diamonds for spectator safety	✓				Capital	Parks	CIP	
Strategy 1.2.8:	Collaborate with law enforcement to increase presence in the parks and an improved perception of safety for park users	Ongoing				Operations	Parks, City	OP	
Objective 1.3 - Model for Service - Employ a highly trained, proficient, and passionate staff to set a standard of excellence for programming and maintenance of land and facilities as expected by Colleyville residents.									
Strategy 1.3.1:	The maintenance staff should be expanded as additional parks and facilities are developed to maximize the parks' longevity, safety, and appearance	✓	✓			Operations	Parks	OP	
Strategy 1.3.2:	Provide training to ensure highly proficient and passionate staff, coaches, and volunteers	Ongoing				Operations	Parks	OP	
Objective 1.4 - Volunteerism - Encourage volunteerism to help build community interest and to ensure the continuation of quality parks and programs.									
Strategy 1.4.1:	Establish a program to recruit and organize volunteers to adopt sections of trails in Colleyville (and new trails as they are developed), including paved trails and unpaved trails, to keep the trails free of litter	Ongoing				Operations	Parks	OP	
Strategy 1.4.2:	Establish a position of Volunteer and Sponsor Coordinator and promote the use of volunteers, especially as the nature-oriented facilities and trails are developed	✓				Operations	Parks	OP	

Goals, Objectives, and Strategies		Timeframe (Years)				Category	Agency	Funding Source	Planning Link
		0-2	3-5	6-10	10+				
Objective 1.5 - Financial Sustainability - Promote financial sustainability through cost-effective development decisions that consider revenue opportunities.									
Strategy 1.5.1:	Cooperate with other agencies and organizations toward the creation and promotion of a common calendar for activities and events in Colleyville, including opportunities for recreation, education, and tourism. Cross promotion of events should also be part of such an agreement	✓	✓			Operations	Parks, Partners	OP, Partners	
Strategy 1.5.2:	Investigate new and inventive funding sources for parks and recreation improvements. Some communities in the Metro have utilized a dedicated sales tax for major improvements	Ongoing				Operations	Parks	CIP, OP	
Strategy 1.5.3:	Encourage the creation of a Friends of Colleyville Parks foundation to recruit and organize volunteers, to raise funds and apply for grants, and to work toward the implementation of improvements outlined in this Master Plan. The Friends of Colleyville Nature Center (CNC) already have an established organization which can be utilized for these purposes at the CNC.	✓	✓			Operations, Policy	Parks	OP	
Strategy 1.5.4:	Pursue grants for development and operation of parks and recreation facilities and programs	Ongoing				Operations, Policy	Parks, City	OP, City	
Strategy 1.5.5:	Programs offered should include a level of cost recovery as most classes and programs will require fees for registration	Ongoing				Policy	Parks	OP	
Strategy 1.5.6:	Consider selling naming rights to facilities to help mitigate capital and operating costs. Rights could be sold to whole facilities (community center, fields, splash pad, playground) or to areas within a facility (meeting rooms, fields, courts).	✓	✓	✓	✓	Policy	Parks	OP	
Objective 1.6 - Partnerships - Pursue partnerships with other public agencies and private organizations to maximize the availability of parks and recreation services and facilities for residents and visitors.									
Strategy 1.6.1:	Partner with Grapevine-Colleyville ISD to develop park facilities adjacent to any new schools they may develop	Ongoing				Operations	City, Partners	CIP, Partners	
Strategy 1.6.2:	Partner with existing and potential private recreation providers to expand the availability of opportunities in the City	Ongoing				Operations	Partners	Partners	
Strategy 1.6.3:	The City should seek partnerships to provide programs that require facilities not offered by the City of Colleyville	Ongoing				Operations	Partners	Partners	
Strategy 1.6.4:	Continue to coordinate with adjacent communities on program offerings, events, and coordination of dates	Ongoing				Operations	Partners, Parks	OP, Partners	
Strategy 1.6.5:	Seek opportunities for collaboration with other organizations to improve the number and variety of program offerings and to help fill program deficiencies. Work with these other agencies and organizations to improve awareness of programming opportunities and to coordinate offerings to avoid duplication of services. A partnership with the GCISD and possibly local colleges as part of the development of nature programs	Ongoing				Policy, Operations	Partners	OP, Partners	
Strategy 1.6.6:	Establish partnerships for both the securement of funding for capital improvements and for the operation of new facilities, particularly for high cost projects. Partnerships should require detailed documentation of funding sources and operating strategies (pro-forma)	Ongoing				Policy, Operations	Partners	CIP, Partners	
Strategy 1.6.7:	Maintain existing relationships with organizations that manage the youth sports leagues and seek new partners for the management of new sports leagues as interests grow	Ongoing				Operations	Partners	Partners	
Strategy 1.6.8:	Maintain and expand existing relationships with private recreation providers and develop relationships with any future providers	Ongoing				Operations	Partners	Partners, OP	
Objective 1.7 - Branding - Establish uniform appearance and design standards to enhance the identity of Colleyville Parks and Recreation.									
Strategy 1.7.1:	Utilize branding in the development of common design standards to maintain a consistent appearance of parks, signage, and amenities and to enhance the Colleyville brand	✓	✓			Planning, Operations	Parks, City	OP, CIP	
Strategy 1.7.2:	A strong and consistent branding and signage program will elevate the public's awareness of parks and facilities and recognize them as City of Colleyville facilities. Apply branding standards to visual elements of Colleyville parks and recreation, including signage, printed materials, web page, social media, and other methods	✓	✓			Planning, Operations, Capital	Parks, City	CIP, OP	

Goals, Objectives, and Strategies		Timeframe (Years)				Category	Agency	Funding Source	Planning Link
		0-2	3-5	6-10	10+				
Goal 2: Promote Fun, Excitement, Health and Community Enrichment through Parks and Programs									
Targeted Outcome: Strategically plan short- and long-term investments in parks, facilities, and programs that promote the enrichment of the community.									
Objective 2.1 - Fun - Explore a wide variety of opportunities for fun and excitement at parks.									
Strategy 2.1.1:	Develop disc golf courses where appropriate to attract youth and young adults to utilize parks		✓			Capital	Parks	CIP	
Strategy 2.1.2:	Establish more adult oriented sports activities	✓	✓	✓		Operations	Parks	OP	
Strategy 2.1.3:	Establish some multi-purpose fields that may be used for open play and adult use to encourage fun fitness activities	✓	✓	✓		Planning, Operations, Capital	Parks	CIP	
Strategy 2.1.4:	Develop a Splash Pad next to Kidsville in City Park.			✓		Capital	Parks	CIP	
Strategy 2.1.5:	Develop a new Splash Pad on the southeast portion of the City for more equitable distribution. It could potentially be developed to complement a new community/recreation center		✓			Capital	Parks	OP	
Strategy 2.1.6:	Continuously monitor trends in recreation, particularly among growing population groups, to ensure facility and program offerings remain on the cutting edge while meeting the needs of a diverse community	Ongoing				Operations	Parks	OP	
Strategy 2.1.7:	Increase the number and types of active adult programs (ages 40-60)	✓	✓	✓		Operations	Parks	OP	
Objective 2.2 - Exceptional Experiences - Utilize trendsetting and exceptional parks and recreational facilities to enrich the community through a variety of athletic, educational, fitness, life skills, and cultural arts programs.									
Strategy 2.2.1:	The agriculture buildings at McPherson Park are underused and offer an opportunity for additional program and interpretive function		✓	✓		Planning, Capital	Parks, Partners	OP, CIP, Partners	
Strategy 2.2.2:	Include playgrounds and rentable picnic shelters whenever possible as part of new park development		✓	✓		Capital	Parks	CIP	
Strategy 2.2.3:	The Nature Center would get better use with a nature education center and naturalist staff for education programs					Operations	Parks, Partners	OP	
Strategy 2.2.4:	The Nature Center could be developed as an arboretum with labelled trees	✓	✓	✓		Capital, Planning	Parks	CIP, OP	
Strategy 2.2.5:	The City is planning nature camps for the summer of 2018. Build on the success of these programs	✓	✓			Operations	Parks	OP	
Strategy 2.2.6:	At City Park, provide a small playground near the ballfields. Also provide additional netting to protect spectators		✓			Capital	Parks	CIP	
Strategy 2.2.7:	Programs should be developed to maximize utilization of existing facilities and any future facilities	Ongoing				Policy	Parks	OP	
Strategy 2.2.8:	Provide Wi-Fi in all Neighborhood and Community Parks with initial focus on the most used parks (City Park, McPherson Park, Colleyville Nature Center, Pleasant Run Soccer Complex, and the Senior Center).		✓	✓		Capital	Parks	CIP	
Strategy 2.2.9:	Encourage youth to experience the outdoors in healthy and educational pursuits by expanding nature education programs and recreational opportunities	Ongoing				Operations	Parks	OP	
Strategy 2.2.10:	Keep programs fresh and relevant through continuous monitoring of satisfaction, attendance, and effectiveness	Ongoing				Operations	Parks	OP	

Goals, Objectives, and Strategies		Timeframe (Years)				Category	Agency	Funding Source	Planning Link
		0-2	3-5	6-10	10+				
Objective 2.3 - Healthy Lifestyles - Further enrich the community by encouraging interaction between users of all ages and by providing motivation and opportunities for healthy activities.									
Strategy 2.3.1:	Add walking trails at parks currently lacking those facilities (particularly trail loops) and improve connectivity within parks through added walkways and connecting paths. Walking trails should be developed as loop trails at all major parks, including expansion of the trails at McPherson Park and Pleasant Run Soccer Complex. For maximum accessibility, these should be concrete paved	✓	✓			Capital	Parks, City	CIP	
Strategy 2.3.2:	Include trails as part of the development of all new parks. These offerings should include both paved and unpaved trails and should provide connections to the adjacent communities	✓	✓	✓	✓	Capital, Planning	Parks, City	CIP	
Strategy 2.3.3:	Outdoor fitness equipment with a shade cover should be installed at select parks to provide an opportunity for improved fitness for residents, including seniors. Good opportunities exist at Kimzey, City Park, McPherson, and Pleasant Run Parks, to install these facilities	✓	✓			Capital	Parks	CIP	
Strategy 2.3.4:	Expand the availability of programs for seniors, particularly healthy seniors. A Silver Sneakers program would offer a series of fitness programs for seniors in the City	✓	✓			Operations	Parks	OP	
Strategy 2.3.5:	Increase programming and opportunities for adult fitness and wellness through additional facilities and programs, which may include indoor fitness oriented activities, programs in parks (i.e., yoga, etc.), and more fitness stations (with programs)	Ongoing				Operations	Parks	OP	
Objective 2.4 - Indoor Facilities - Upgrade the indoor recreation opportunities residents of all ages to accommodate a growing senior population, year-round programming, and fitness/wellness opportunities.									
Strategy 2.4.1:	Allocate space and study the feasibility of development of a full-service Recreation and Senior Center with indoor pools, walking track, gymnasium, fitness/cardio rooms, meeting rooms, kitchen, group exercise studios, and more. Investigate potential partnerships to share in the development and operations costs of such a facility	✓				Planning, Capital	Parks, City	CIP, City	
Strategy 2.4.2:	Pursue partnerships to develop a full-service recreation center with indoor pool. This facility should also include a senior component to maximize space utilization and meet this growing need. The recreation center portion should include a walking track, gym, aerobics/dance rooms, cardio and weight rooms, meeting rooms, kitchen, as well as a pool for lap and fitness swimming. The senior component would include a library, kitchen, meeting/program space, fitness room, computer lab, game (billiard) room, craft room, and potentially more. The current site of the Senior Center would work well for this new facility as there is additional land available behind the facility.		✓	✓		Policy, Planning, Capital	Parks, City	CIP, Partners, City	
Goal 3: Utilize Connectivity to Build Community									
Targeted Outcome: Improve connectivity to promote community interaction, health, and awareness of opportunities for parks, trails, programs, and events.									
Objective 3.1 - Connectivity - Facilitate community connectivity with parks and programs to inspire pride and community identity though shared experiences.									
Strategy 3.1.1:	Work with homeowner associations on privately held trails to incorporate them into the overall network of trails, specifically mentioned throughout the public engagement were the Tara trails	Ongoing				Operations, Policy	City, Partners	NH/HOA, City	
Strategy 3.1.2:	Develop a soft-surface trail along Little Bear Creek to connect Sparger Park to the Colleyville Nature Center		✓			Capital	Parks, City	CIP	
Strategy 3.1.3:	Partner with the City and GCISD to develop safe routes to schools and parks. Provide connections to parks from the surrounding neighborhoods where possible		✓	✓		Capital, Policy, Planning	City, Partners	City, CIP, Partners	
Objective 3.2 - Gathering - Supply venues for the community to gather and connect with each other, and with nature, through both events and daily usage.									
Strategy 3.2.1:	Develop a Civic Commons near City Hall to host concerts and events. (This project is currently being designed).	✓				Capital	City	City	
Strategy 3.2.2:	If an event space is developed at The Village at Colleyville near City Hall and the Library, the City should utilize the facilities for a series of events, including concerts, throughout the year	✓	✓	✓	✓	Operations	Parks, City	OP, City	

Goals, Objectives, and Strategies		Timeframe (Years)				Category	Agency	Funding Source	Planning Link
		0-2	3-5	6-10	10+				
Objective 3.3 - Trail Connections - Utilize trails to provide opportunities for health and fitness and to connect parks, schools, neighborhoods, and other gathering places.									
Strategy 3.3.1:	Implement the recommendations of the Trails Plan that is part of this Master Plan	✓	✓	✓	✓	Planning, Capital	City	City	
Strategy 3.3.2:	Coordinate with the currently ongoing Sidewalk Plan to ensure the two efforts complement each other	✓	✓	✓	✓	Planning, Capital	City	City	
Strategy 3.3.3:	Coordinate with neighboring communities as part of long-term trail planning	⑥①⑤②				Planning	City, Partners	City, Partners	
Strategy 3.3.4:	Increase the availability of bicycle parking at all parks	✓				Capital	Parks	CIP	
Strategy 3.3.5:	Require that trails developed by private developments and homeowner associations adhere to the same standards of design for City developed trails	⑥①⑤②				Policy	City	City, NH/HOA	
Strategy 3.3.6:	Develop an adopt-a-trail program to assist in the maintenance and funding for trail improvements and maintenance	✓	✓			Operations, Policy	Parks, City	OP	
Objective 3.4 - Awareness - Encourage community connectivity by increasing awareness of available parks, programs, and events through online publication, promotion, and registration, including those offered by other agencies or organizations.									
Strategy 3.4.1:	A conveniently located community bulletin board for the promotion of events and programs would help to improve awareness of programming opportunities	⑥①⑤②				Capital, Operations	Parks, Programs	OP, Partners	
Strategy 3.4.2:	Actively promote park improvements and new program offerings as they become available	⑥①⑤②				Operations	Parks	OP	
Strategy 3.4.3:	Develop, promote, and regularly update a mobile application (smart phone/tablet app) to communicate program offerings and improve park experiences (event information, park/trail maps). This app could be utilized to encourage fitness in the community and to connect park users interested in gathering for exercise. This app could also connect to a master schedule for athletic events.	Ongoing				Operations	Parks, Partners	OP	
Strategy 3.4.4:	Increase usage of social media to promote programs and events to residents and visitors	✓	✓			Operations	Parks	OP	
Strategy 3.4.5:	Increase staff time and resources for marketing efforts	✓	✓			Operations	Parks, City	OP, City	
Goal 4: Ensure Equitable Access to a Wide Variety of Park and Recreation Services									
Targeted Outcome: Strive to ensure accessibility of park facilities and programs to provide equitable access for all present and the future users.									
Objective 4.1 - Equity - Provide accessibility in terms of the geographic location of parks as well as the location of individual facilities within parks.									
Strategy 4.1.1:	Opportunities for new parks should be investigated in key areas outside of the service areas of key facilities, including playgrounds, trails, and basketball courts	✓	✓	✓	✓	Planning	Parks, City	City, CIP	
Strategy 4.1.2:	Monitor any potential changes to be made by Grapevine-Colleyville ISD and any voids which may result from any school closures, especially for playgrounds and outdoor basketball courts	⑥①⑤②				Planning	Parks, City, Partners	City, Partners	
Strategy 4.1.3:	If land is available, some rectangular fields on the east side of the community would improve access	✓	✓	✓		Capital	Parks	CIP	
Objective 4.2 - Inclusiveness - Ensure an inclusive environment for social activities, relaxation, and entertainment for families and individuals of all ages.									
Strategy 4.2.1:	Provide a paved, accessible route to all playgrounds, picnic shelters, athletic fields and spectator areas	✓	✓			Capital	Parks	CIP	
Strategy 4.2.2:	Develop a dog park at an existing or new site (possibly adjacent to the Public Works Service Center to share parking)		✓	✓		Capital	Parks	CIP	
Strategy 4.2.3:	Opportunities for multigenerational and intergenerational programming should be considered to provide opportunities for all ages. Intergenerational programming could include nature-based activities outdoors (fishing, gardening, bird watching) and arts and crafts activities indoors (music, painting, cooking).	Ongoing				Operations	Parks	OP	
Strategy 4.2.4:	Purchase a new bus to serve the Senior Center. The current van is difficult to enter and deters some from participating when travel is involved	✓				Capital	City, Parks	CIP	

Goals, Objectives, and Strategies						Timeframe (Years)				Category	Agency	Funding Source	Planning Link
						0-2	3-5	6-10	10+				
Objective 4.3 - Diversity and Accessibility - Provide facilities and programs to meet the needs of a diverse population, including users of all ages and those with disabilities.													
Strategy 4.3.1:	Perform an ADA Accessibility Assessment of all facilities, programs, and communications. This assessment could be accomplished by trained staff or an outside consultant	✓				Planning	Parks, City	City, OP					
Strategy 4.3.2:	Pickleball has become extremely popular, especially among seniors. Develop courts at locations throughout the City and mainly in conjunction with a potential recreation center which would host programs for persons over age 50		✓	✓		Capital	Parks	CIP					
Strategy 4.3.3:	The Fitzgerald Collection of Colleyville artifacts needs a permanent home. Explore the possibility of including it in the Webb Hosue or Bedault Houae.		✓	✓	✓	Policy, Capital	City	CIP, City					
Strategy 4.3.4:	Expand facilities and programs to serve users with special needs and consider the needs of those users as part of any development	✓	✓	✓	✓	Operations	Parks	OP					
Objective 4.4 - Affordability - Offer an array of affordable programs and facilities to enrich the lives of community members.													
Strategy 4.4.1:	A scholarships program for program and facility fees should be established for those that cannot afford to pay	Ongoing				Operations	Parks	OP					
Strategy 4.4.2:	Offer programs for residents of all ages and abilities.	Ongoing				Operations	Parks	OP					
Goal 5: Respect Nature													
Targeted Outcome: Emphasize the value of Colleyville's natural resources through preservation, education, and sustainable management practices.													
Objective 5.1 - Sustainable Development - Ensure development is environmentally sustainable and non-disruptive to the environment through the preservation of open space, the use of green (or eco-friendly) materials and practices, and by ensuring development is suitable for protracted use.													
Strategy 5.1.1:	Ponds and drainage ways must be maintained, such as dredging of ponds at Kimzey and Colleyville Nature Center and clearing the ditch at L.D. Lockett. (Kimzey pond and the L.D. Lockett ditch clearing are in the 2018 CIP.)		✓	✓		Capital, Operations	Parks	CIP					
Strategy 5.1.2:	Efforts should be made to maximize the utility of natural resources for recreational opportunities and enhancement of quality of life in Colleyville	Ongoing				Policy	Parks	OP					
Strategy 5.1.3:	Develop landscaping options that use less water, such as the use of native plants and drip irrigation, and advertise examples of these principles for the private sector to mirror	Ongoing				Operations, Planning	Parks	OP					
Objective 5.2 - Stewardship - Implement environmental best management practices at parks to promote environmental stewardship and education.													
Strategy 5.2.1:	Acquire stream and drainage corridors and flood plain lands to connect natural areas of Colleyville	Ongoing				Policy, Planning, Capital	City, Parks	City, OP					
Strategy 5.2.2:	Employ parks as models for sustainable practices. Parks should be utilized to exemplify Best Management Practices (BMPs) for stormwater management, recycling, low-water landscaping, use of organics, etc.	Ongoing				Operations	Parks	OP					
Objective 5.3 - Enhance the Tree Canopy – Inventory, preserve, and expand the urban forest tree canopy.													
Strategy 5.3.1:	Facilitate tree planting and landscape enhancements within parks	✓	✓			Capital, Planning, Capital	Parks	OP, CIP					
Strategy 5.3.2:	Perform a tree inventory and assessment and prepare a long-term plan for urban forest management to maintain a healthy tree canopy	✓	✓			Capital, Planning, Operations	City, Parks	CIP					

Goals, Objectives, and Strategies		Timeframe (Years)				Category	Agency	Funding Source	Planning Link
		0-2	3-5	6-10	10+				
Goal 6: Acquire Open Space									
Targeted Outcome: Acquire land for open space and future parks.									
Objective 6.1 - Open Space - Seek opportunities to acquire and protect open spaces and corridors for wildlife management, enjoyment of nature, enhancement of the community character, and conservation of open space for future generations.									
Strategy 6.1.1:	Continue to examine opportunities for the acquisition of open space, giving priority to land that is contiguous to existing open space or parks, needed for trail connections, or in portions of the City currently underserved by parks and open space	✓	✓	✓	✓	Planning, Capital	City	City	
Objective 6.2 - Walkable Access to Parks - Provide accessibility in terms of the geographic location of parks including acquisition and development of Neighborhood Parks in underserved areas.									
Strategy 6.2.1:	Acquire one to two park locations of 10 to 15 acres each in the eastern portion of Colleyville for the purpose of developing Neighborhood Parks to fill the gaps and provide parks within walking distance to most homes	✓	✓			Capital, Planning	City, Parks	City, CIP	
Strategy 6.2.2:	Develop the Pleasant Glade Tract as a new Neighborhood Park with a playground, splash pad, picnic shelters, Pickleball courts, shaded fitness stations, tree planting for shade, parking, etc.		✓			Capital, Planning	City, Parks	City, CIP	
Objective 6.3 - Future Parkland – Acquire land for future parks, especially in the eastern half of Colleyville where there is a deficit of open space and opportunities for parks within a walking distance to residences.									
Strategy 6.3.1:	Acquire land in the eastern portion of Colleyville to maintain as open space in this more densely populated and more established area	✓	✓	✓		Capital, Planning	City	City	
Strategy 6.3.2:	Encourage developers to include common Neighborhood Park elements (as identified in this master plan) in parks constructed to serve residents of future subdivisions	Ongoing				Policy	City	City, NH/HOA, P	
Totals by Timeframe		Ongoing = 37	53	63	28	12			
Total Number of Strategies = 114									

6.4. PARKS, RECREATION & OPEN SPACE STRATEGIC PLAN (2018)

In order to determine a new Strategic Plan for parks, recreation, and open space for the City of Colleyville, the Consultants led the City Council and Master Plan Steering Committee through an exercise in December 2017. A summary of the public engagement and various analyses was presented; then, a vision for the future of parks, recreation and open space services was discussed. The following text builds upon the City Strategic Plan and consolidates the comments from the Council and Steering Committee into a new vision, mission, values, goals, and objectives to lead the delivery of parks, open space and recreation services over the next ten years.

This Master Plan represents the collective vision for parks, recreation, and trails for the City of Colleyville. This cohesive vision for continually improving parks and recreation opportunities represents a culmination of the engagement process. The vision (with guiding principles) and the mission statement outlined below will guide implementation of this Master Plan and the future of parks, recreation, open space, and trails in Colleyville. The vision and mission statement lead directly to a series of goals and objectives to help realize this vision.

6.4.1. Vision

The vision for Colleyville parks and recreation is to provide a wide range of park and recreational services that are fun, connected, equitably distributed, and accessible for all residents and visitors. These services will promote community enrichment through the provision of excellent facilities and programs. Services and facilities will be further enhanced through a focus on sustainability (environmental and financial) and collaboration.

6.4.2. Mission

The mission of Parks and Recreation Services in Colleyville is to build community and enrich lives through the provision of recreational, educational, and cultural opportunities that encourage residents to enjoy a healthy lifestyle and have fun.

6.4.3. Values – Guiding Principles

The following principles will guide and direct priorities, actions, and investments. These principles will help City leadership and the Parks and Recreation Boards to work in concert with other City departments and other potential partners to ensure that Colleyville accomplishes its vision and maintains the qualities that make it such a desirable place to live and visit. Residents and visitors will encounter the following characteristics in the City of Colleyville facilities, programs, and interactions with staff.

1. Excellence: Providing Exemplary Facilities, Programs, and Services

Colleyville will strive for excellence in all aspects of parks and recreation. High standards will be expected for facilities, programs, and services. These expectations will extend to staff, coaches, and volunteers and will require ongoing training. This excellence will allow Colleyville to serve as a model for parks and recreation delivery.

Furthermore, Colleyville parks will ensure a safe and inviting environment through uniformity of facility and program presentation, proactive maintenance of facilities, and implementation of ample security systems and practices. Parks and facilities will have sufficient supervision to assure safety of users and security of facilities.

2. Outstanding Experiences: Ensuring Exceptional Experiences that Create a Healthy and Attractive Community

Parks and recreation in Colleyville will exhibit a forward-thinking approach for parks and recreation that inspires pride in the community. The City will pursue the development of exceptional facilities and programs that take advantage of the City's location and draw people to the community. These opportunities will set Colleyville apart from other jurisdictions while respecting the City's history and character. Colleyville parks will provide a fun and educational environment with a variety of activities that promote social interaction,

relaxation, entertainment, and education for families and individuals of all ages and ability levels.

3. Connectivity: Building Community Connections

Colleyville will facilitate connectivity of the community through parks and programs, helping to inspire pride and community identity through shared experiences. Parks will provide venues for members of the community to gather and connect with nature and each other socially through events, as well as daily usage. These connections will help to further enrich the community by encouraging interaction between users of all ages and providing motivation for healthy activities. Trails will be utilized to provide opportunities for health and fitness and to connect parks, schools, neighborhoods, and other gathering places. The City will connect residents through the programming and promotion of events.

4. Wellness: Promoting Healthy Lifestyles

Colleyville parks, facilities, and programs will encourage and assist residents and visitors of all ages and abilities to sustain healthy lifestyles. Parks and programs will contribute to the improved fitness, health, and wellbeing of residents, businesses, and visitors.

5. Stewardship: Respect for the Environment

Parks in Colleyville will be utilized to promote environmental stewardship and to allow residents to connect with nature. Facilities and programs will make efforts to utilize the character of the natural environment for educational and passive uses, while ensuring that adjacent elements are complementary. Finally, the City will seek opportunities for wildlife management and the preservation of open space to provide educational opportunities and promote the enjoyment of the outdoors.

6.4.4. Goals and Objectives

Five goals represent areas of strategic priority for action over the next five to ten years. Objectives further describe specific areas of emphasis for each goal area to which Colleyville will invest time, energy, and resources over this time period. Strategies represent the concrete, specific actions the City will take to accomplish each of these objectives. These actions follow directly from the vision in accordance with the mission statement of for parks and recreation and represent a culmination of all previous steps of the Master Planning process.

The following section outlines the five goals and 22 objectives included in this Master Plan. A detailed, consolidated table of these goals and objectives plus 113 strategies with corresponding timelines, funding sources, and responsible parties is located in Chapter 8, Action Plan.

Goal 1: Maintain Exemplary Facilities, Programs, and Services

Strive for excellence in all aspects of parks and recreation with an emphasis on safety and security to meet and encourage high standards for facilities, programs, and services.

Objectives:

- **Excellence** - Proactively maintain high quality facilities constructed with durable materials and innovative design to reduce long-term maintenance costs and inspire community confidence in the of the park system.
- **Safety and Security** - Provide a safe environment by ensuring regulatory compliance, sufficient supervision, and adequate shade at parks and facilities.
- **Model for Service** - Employ a highly trained, proficient, and passionate staff to set a standard of excellence for programming and maintenance of land and facilities as expected by Colleyville residents.
- **Volunteerism** - Encourage volunteerism to help build community interest and to ensure the continuation of quality parks and programs.

- **Financial Sustainability** - Promote financial sustainability through cost-effective development decisions that consider revenue opportunities.
- **Partnerships** - Pursue partnerships with other public agencies and private organizations to maximize the availability of parks and recreation services and facilities for residents and visitors.
- **Branding** - Establish uniform appearance and design standards to enhance the identity of Colleyville Parks and Recreation.

Goal 2: Promote Fun, Excitement, Health and Community Enrichment through Parks and Programs

Strategically plan short- and long-term investments in parks, facilities, and programs that promote the enrichment of the community.

Objectives:

- **Fun** - Explore a wide variety of opportunities for fun and excitement at parks.
- **Exceptional Experiences** - Utilize trendsetting and exceptional parks and recreational facilities to enrich the community through a variety of athletic, educational, fitness, life skills, and cultural arts programs.
- **Healthy Lifestyles** - Further enrich the community by encouraging interaction between users of all ages and by providing motivation and opportunities for healthy activities.
- **Indoor Facilities** - Upgrade the indoor recreation opportunities residents of all ages to accommodate a growing senior population, year-round programming, and fitness/wellness opportunities.

Goal 3: Utilize Connectivity to Build Community

Improve connectivity to promote community interaction, health, and awareness of opportunities for parks, trails, programs, and events.

Objectives:

- **Connectivity** - Facilitate community connectivity with parks and programs to inspire pride and community identity through shared experiences.
- **Gathering** - Supply venues for the community to gather and connect with each other, and with nature, through both events and daily usage.
- **Trail Connections** - Utilize trails to provide opportunities for health and fitness and to connect parks, schools, neighborhoods, and other gathering places.
- **Awareness** - Encourage community connectivity by increasing awareness of available parks, programs, and events through online publication, promotion, and registration, including those offered by other agencies or organizations.

Goal 4: Ensure Equitable Access to a Wide Variety of Park and Recreation Services

Strive to ensure accessibility of park facilities and programs to provide equitable access for all present and the future users.

Objectives:

- **Equity** - Provide accessibility in terms of the geographic location of parks as well as the location of individual facilities within parks.
- **Inclusiveness** - Ensure an inclusive environment for social activities, relaxation, and entertainment for families and individuals of all ages.

- **Diversity and Accessibility** - Provide facilities and programs to meet the needs of a diverse population, including users of all ages and those with disabilities.
- **Affordability** - Offer an array of affordable programs and facilities to enrich the lives of community members.

Goal 5: Respect Nature

Emphasize the value of Colleyville's natural resources through preservation, education, and sustainable management practices.

- **Sustainable Development** - Ensure development is environmentally sustainable and non-disruptive to the environment through the preservation of open space, the use of green (or eco-friendly) materials and practices, and by ensuring development is suitable for protracted use.
- **Stewardship** - Implement environmental best management practices at parks to promote environmental stewardship and education.
- **Enhance the Tree Canopy** – Inventory, preserve, and expand the urban forest tree canopy.

Goal 6: Acquire Open Space

The amount of undeveloped space in Colleyville is dwindling. Acquire land for open space and future parks.

- **Open Space** - Seek opportunities to acquire and protect open spaces and corridors for wildlife management, enjoyment of nature, enhancement of the community character, and conservation of open space for future generations.
- **Walkable Access to Parks** - Provide accessibility in terms of the geographic location of parks including acquisition and development of Neighborhood Parks in underserved areas.
- **Future Parkland** – Acquire land for future parks, especially in the eastern half of Colleyville where there is a deficit of open space and opportunities for parks within a walking distance to residences.