



JULY 2021 | FINAL



PARKS

STRATEGIC MASTER PLAN

PREPARED BY **Kimley»Horn** AND **pros**
consulting inc.

ACKNOWLEDGEMENTS

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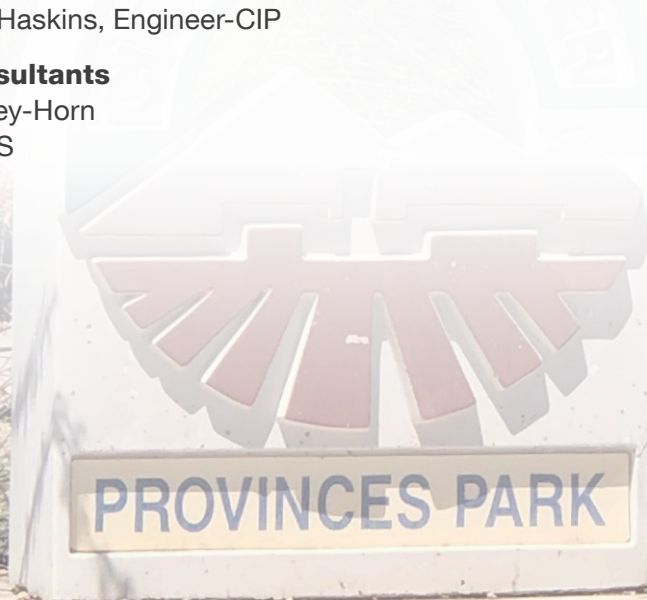
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CHAPTER 1

Executive Summary





MISSION

**Champion
everyday
experiences that
encourage the
community to
discover, imagine,
and grow**



CHAPTER 1 - EXECUTIVE SUMMARY

PROJECT PURPOSE AND GOAL

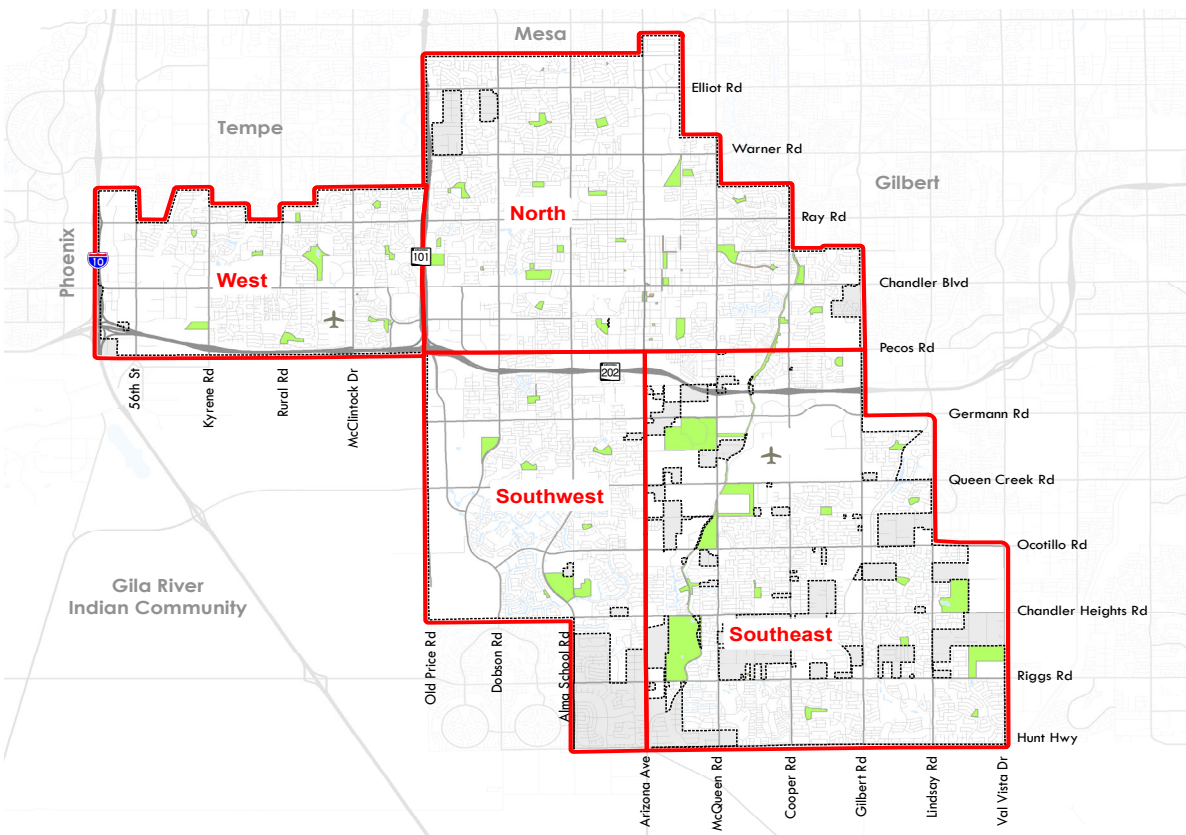
At nearly a quarter of a million residents, the City of Chandler (City) is the fourth largest city in Arizona. Per its mission, the City's Community Services Department (Department) 'champions everyday experiences that encourage the community to discover, imagine, and grow.' As the city has grown since its establishment in 1912 to encompass 64.90 incorporated square miles, the number of parks and facilities has equally grown.

The purpose of this Strategic Parks Master Plan is to provide the City of Chandler a roadmap for future development and improvement of recreational facilities and opportunities for the City. This plan is based on nationally recognized park planning principles and standards and reflects local input from residents, stakeholders, City Staff, City Council, the Department, and the Parks and Recreation Board.



The City of Chandler Strategic Parks Master Plan (Master Plan) focuses on identifying the City’s current and future recreation needs to aid City staff and decision-makers in providing, improving, and expanding the equitable distribution of recreational facilities and opportunities to City residents and stakeholders. This includes preserving the quality of the City’s parks and facilities while expanding access to better connect people to outdoor recreation and educational opportunities. Primary outcomes of the Master Plan included:

- Evaluating the existing park system and project future conditions (as noted in COC Agenda Memo CP20-080)
- Documenting priorities and needs of the current and projected population growth based on data-driven input
- Establishing the vision, goals, and policies to guide decision-making
- Developing a three-tiered capital improvement plan that outlines projects, anticipated costs, potential funding sources, operation and maintenance implications, and implementation strategy
- Providing a record of issues discussed and decisions made
- Evaluating total cost of ownership of constructing and operating the parks and recreation system
- Creation of an Asset Management Plan to inventory physical amenities, evaluate their condition, and create a replacement schedule.



PROJECT PROCESS

The foundation of the Master Plan was to incorporate a variety of data and mine local knowledge using a comprehensive stakeholder participation process and community surveys. The stakeholder input process incorporated a variety of methods that included interviews, focus group meetings, and public forums/presentations. The data generated from these critical community interactions helped to define the true unmet recreation needs of the community and strategize on how to best position the City and the Department to move forward for optimum results.

ELEMENTS OF THE PLAN

The planning process for the Master Plan was completed with City Staff and included:

- ▲ The collection of available information
- ▲ Data analysis to determine inventory and condition of current facilities
- ▲ Determination of supply and demand within the community
- ▲ Developing recommendations for meeting the needs of the community through an analysis of facilities, maintenance practices, and levels of service

The data collected from the staff and onsite facility assessments was utilized to identify key factors, issues, and concerns regarding the parks and recreation system and how the Department manages operations.

MASTER PLAN ORGANIZATION

This Master Plan presents the overall analysis, findings, and recommendations for the next 15 years. This document begins with an Executive Summary that provides an overview, and the following sections respond to the primary outcomes, determine needs, and offer capital improvement recommendations.

SUMMARY OF KEY FINDINGS AND RECOMMENDATIONS

Following the assessment of the City's parks and recreation system, a variety of key findings were identified to support the implementation of the Master Plan. These key findings help to guide decision-making for the next 15 years.

MARKET ANALYSIS KEY FINDINGS

POPULATION

- ▲ The population is increasing and is projected to experience a 32% population growth over the next 15 years.
- ▲ With a significantly growing population, in particular in the Southeast and Southwest park planning areas, park and recreation services will need to strategically invest, develop, and maintain parks and facilities in relation to current and future housing development areas.

AGE SEGMENTATION

- ▲ Chandler currently has a balanced age segmentation with the largest group being 35-54 and the second largest group being 0-17.
- ▲ Over the next 15 years, the 55+ age segment will increase by 4.9% while those who are 0-17 are projected to decrease by 2%, making up 23.2% of the population by 2034.
- ▲ This is assumed to be a consequence of a vast amount of the Baby Boomer generation shifting into the senior age segment.
- ▲ Given the differences in how active adults (55 and older) participate in recreation programs, the trend is moving toward having at least two to three different program-age segments for older adults.
- ▲ When developing the park and recreation system, the City should evaluate recreation experiences that would cater to active adults in the 55-64, 65-74, and 75+ age segments.

RACE AND ETHNICITY

- ▲ A diversifying population will likely focus the City on providing traditional programming and service offerings while always seeking to identify emerging activities and sports such as pickleball, cricket, and lacrosse.

HOUSEHOLDS AND INCOME

- ▲ With median and per capita household income averages well above that of state and national averages, it is important for the City to prioritize providing offerings that are first class with exceptional customer service while seeking opportunities to create revenue generation.





COMMUNITY INPUT KEY FINDINGS

Input from the community confirmed that the City's parks are loved by many but there are gaps in service and amenities. Additional city investment is needed to maintain existing parks and develop new parks and facilities for the growing community. Participants see the system as one that is well-maintained with great staff. Unmet needs exist as the demand for select services is currently outweighing the available facilities and/or existing amenities. The following summarizes the themes of community input:

ECONOMIC DEVELOPMENT THROUGH PARK DEVELOPMENT

Opportunity exists for park development to enhance and/or advance economic development. There is also an opportunity for economic development to enhance and support park development.

- ▲ Parks can play a significant role in business attraction, residential development, and the overall quality of life attributes desired by the community.
- ▲ Investment in parks reflects the community's value set and the City's overall attitude of being an active player in the betterment of the community.
- ▲ The development of a Sports Complex can serve as an economic catalyst, via sports tourism.

INVESTING IN THE EXISTING PARKS SYSTEM

- ▲ Continue to focus on reinvesting in and maintaining existing parks.
- ▲ Opportunities exist to, in part, help meet the park needs of the community through partnership with Maricopa County.

TRAILS AND CONNECTIVITY

- ▲ Desire for a connected, accessible recreational trail system that also supports active transportation and Safe Routes to School initiatives.

ADVOCACY AND AWARENESS

- ▲ Increased and targeted communication/marketing is needed to develop more advocacy for, and the awareness of, the parks system.

FUNDING THE PARKS SYSTEM

- ▲ Multiple funding strategies are required to meet the needs of the community.
- ▲ Focus on opportunities to expand the City's partnership with Maricopa County and the development community to meet the park needs of the community.
- ▲ Securing funding through bond initiatives and grants will be critical for funding park development over the next 10 years.

PROGRAM AND FACILITY PRIORITY RANKINGS

The purpose of the Program and Facility Priority Rankings is to provide a prioritized list of program/service and facility/amenity needs for the community served by the City. The analysis completed evaluated both quantitative and qualitative data. The following charts identify the highest program/service and facility/amenity priorities by Park Planning Area.

PROGRAM/SERVICE HIGH PRIORITY RANKINGS – BY PARK PLANNING AREA

High Priority Programs and Services	City-Wide	North	Southeast	Southwest	West
Fitness & wellness	●	●	●	●	●
Walking/jogging/biking/hiking	●	●	●	●	●
General visitation of parks	●	●	●	●	●
Outdoor/adventure programs	●	●	●	●	○
Nature programs	●	●	○	●	○
Swimming	○	○	●	○	○
Fishing	○	○	●	●	○
Socialization with dogs	○	○	●	○	○

FACILITY/AMENITY HIGH PRIORITY RANKINGS – BY PARK PLANNING AREA

High Priority Facilities and Amenities	City-Wide	North	Southeast	Southwest	West
Paved walking & biking trails	●	●	●	●	●
Soft surface walking & biking trails	●	●	●	●	●
Community gardens	●	●	●	●	●
Open space conservation areas/trails	●	●	●	●	●
Covered picnic areas/ramadas	●	●	○	●	●
Adventure area	●	●	●	○	●
Small neighborhood parks	●	●	●	○	●
Off-leash dog park	●	●	○	○	●
Large community parks	●	○	●	○	●
Splash Pads	○	●	●	○	○

SUMMARY OF LEVEL OF SERVICE (LOS)

As Chandler develops over the next decade, a number of future developed parks or strategic changes to parks have been identified. In working with the Department, these future and strategic changes to parks are summarized to the right:

The table identifies an additional 159.27 acres that, when developed, will be added to the City's parks system. Future parks include Lantana, Homestead North, and Mesquite Grove. The development of a regional park is also recommended.

Recreation Component	STRATEGIC CHANGES TO EXISTING PARKS	FUTURE PLANNED PARKLAND DEVELOPMENT
PARKS AND SPECIAL USE FACILITIES		
NEIGHBORHOOD PARKS		7.60
COMMUNITY PARKS		53.27
REGIONAL PARKS	235.00	98.40
SPECIAL USE PARKS	(235.00)	
Total	-	159.27

PLANNED FUTURE PARKS IMPACT ON LEVEL OF SERVICE NEEDS

To understand the impact that the future parks will have on the City's ability to meet the LOS standard needs shown on the previous table, a comparative level of service table was developed as shown below.

Recreation Component	Inventory				2035 Needs BEFORE STRATEGIC CHANGES and FUTURE PLANNED PARKLAND DEVELOPMENT		2035 Needs AFTER STRATEGIC CHANGES and FUTURE PLANNED PARKLAND DEVELOPMENT	
	Current Inventory	Strategic Changes to Existing Park System	Future Planned Park Development	Total Inventory After Implementation	Meet Standard/ Need Exists	Additional Facilities/ Amenities Needed	Meet Standard/ Need Exists	Additional Facilities Recommended
PARKS AND SPECIAL USE FACILITIES								
NEIGHBORHOOD PARKS	1,186.57		7.60	1,194.17	Need Exists	33 Acre(s)	Need Exists	13 Acre(s)
COMMUNITY PARKS	417.12		53.27	470.39	Need Exists	48 Acre(s)	Meets Standard	- Acre(s)
REGIONAL PARKS	211.10	235.00	98.40	544.50	Need Exists	329 Acre(s)	Meets Standard	- Acre(s)
SPECIAL USE PARKS	472.56	(235.00)		237.56	Meets Standard	- Acre(s)	Meets Standard	- Acre(s)
Total	2,287.35	-	159.27	2,446.62	Meets Standard	409 Acre(s)	Need Exists	13 Acre(s)

The development of the future parks has an impact on four park classification categories and is summarized as follows:

- Neighborhood Parks:** The development of seven neighborhood park acres will reduce the City's neighborhood park acreage needs in 2035 by 35% — from 20 acres needed to 13 acres needed.
- Community Parks:** The development of 53.27 acres of future community parks will fully satisfy the City's 2035 community park acreage needs.
- Regional Parks:** The development of 98.4 acres of future regional parks and the development of a 235 acre Regional Park, will fully satisfy the City's 2035 regional park acreage needs.

CAPITAL IMPROVEMENT PLAN

	2020 Inventory				Service Levels					2035 Standards (City Contribution Level)			City Contribution Level - Full Build Out			
Recreation Component	City Inventory	HOA/Other Inventory	Total Inventory	Current % of Inventory Provided by City	Current Service Level			Recommended Service Levels		% of Future Inventory Recommended to be Provided by City to Meet Needs	Additional Facilities Recommended		% of Future Inventory Recommended to be Provided by City to Meet Needs	Additional Facilities Needed (Chandler Contribution)		
DEVELOPED PARKS																
NEIGHBORHOOD PARKS	385.47	801.10	1,186.57	32%	4.26	acres per	1,000	4.50	acres per	1,000	20%	33	Acre(s)	20%	94	Acre(s)
COMMUNITY PARKS	417.12		417.12	100%	1.50	acres per	1,000	1.55	acres per	1,000	100%	48	Acre(s)	100%	153	Acre(s)
REGIONAL PARKS	211.10		211.10	100%	0.76	acres per	1,000	1.80	acres per	1,000	100%	329	Acre(s)	100%	451	Acre(s)
SPECIAL USE PARKS	472.56		472.56	100%	1.70	acres per	1,000	0.65	acres per	1,000	100%	-	Acre(s)	100%	-	Acre(s)
Total	1,486.25	801.10	2,287.35	65%	8.22	acres per	1,000	8.50	acres per	1,000		409	Acre(s)		698	Acre(s)
OPEN SPACE AND LINEAR PARK																
LINEAR PARKS (PATHWAYS)	80.55		80.55	100%	0.29	acres per	1,000	NA	acres per	1,000	100%	NA	Acre(s)	100%	NA	Acre(s)
OUTDOOR AMENITIES																
BASEBALL FIELD (LIGHTED)	20.00		20.00	100%	1.00	Field per	13,915	1.00	Field per	13,000	100%	3	Field	100%	8	Field
MULTIUSE FIELD (LIGHTED)	22.00		22.00	100%	1.00	Field per	12,650	1.00	Field per	10,000	100%	8	Field	100%	15	Field
SOFTBALL FIELD (LIGHTED)	9.00		9.00	100%	1.00	Field per	30,923	1.00	Field per	25,000	100%	3	Field	100%	6	Field
CRICKET FIELD	1.00		1.00	100%	1.00	Field per	278,303	1.00	Field per	150,000	100%	1	Field	100%	1	Field
BASKETBALL COURT (LIGHTED)	40.00	36.00	76.00	53%	1.00	Court per	3,662	1.00	Court per	4,500	50%	-	Court	50%	3	Court
PICKLEBALL COURT	9.00	6.00	15.00	60%	1.00	Court per	18,554	1.00	Court per	12,000	50%	5	Court	50%	8	Court
TENNIS COURT (LIGHTED)	25.00	17.00	57.00	44%	1.00	Court per	6,626	1.00	Court per	7,000	70%	1	Court	70%	7	Court
VOLLEYBALL COURT (SAND/GRASS)	35.00	25.00	60.00	58%	1.00	court per	4,638	1.00	court per	7,500	50%	-	Court	50%	-	Court
DOG PARK	4.00	4.00	8.00	50%	1.00	Site per	34,788	1.00	Site per	30,000	50%	1	Site	50%	2	Site
PLAYGROUNDS	95.00	240.00	335.00	28%	1.00	Site per	831	1.00	Site per	1,050	25%	-	Site	25%	4	Site
RAMADA	155.00	321.00	476.00	33%	1.00	Site per	585	1.00	Site per	750	33%	-	Site	33%	5	Site
GOLF COURSE (18 holes)	1.00	6.50	7.50	13%	1.00	Course per	37,107	1.00	Course per	50,000	0%	-	Course	0%	-	Course
DISC GOLF COURSE	1.00		1.00	100%	1.00	Course per	278,303	1.00	Course per	150,000	100%	1	Course	100%	1	Course
BIKE PARK/SKATEPARK/PUMP TRACK	2.00		2.00	100%	1.00	Site per	139,152	1.00	Site per	100,000	100%	1	Site	100%	2	Site

To plan and prioritize capital improvement projects, recommendations include balancing the maintenance of current assets with the development of new facilities. The departmental Capital Improvement Plan (CIP) framework is utilized to determine CIP projects in concert with an implementable financial plan. A key priority is also focused on maintaining the integrity of the current park infrastructure and amenities before expanding and/or enhancing parks and facilities.

A two-tier plan is recommended to help guide the decision-making process for CIP investments. The two-tiered plan acknowledges a fiscal reality, leading to the continuous rebalancing of priorities and their associated expenditures. Each tier reflects different assumptions about available resources. A complete list of the projects in each is identified in this section. The two tiers include:

SUSTAINABLE PROJECTS

- ▲ Critical maintenance projects, including lifecycle replacement, repair of existing equipment, safety and ADA improvements, and existing debt service obligations. Many of these types of improvements typically require one-time funding and are not likely to increase annual operations and maintenance costs. In many cases, these types of projects may reduce annual operations and maintenance costs.

VISIONARY PROJECTS

- ▲ Projects that include strategic changes to the existing parks system to better meet the unmet needs of the community, including adding features to extend recreation opportunities, such as playfields, shade structures, adult fitness equipment, covered picnic shelters, and trail loops. These types of improvements typically require one-time funding and may trigger slight increases in annual operations and maintenance costs, depending on the nature of the improvements.
- ▲ Complete park renovation, land acquisition, and new park/trail development, such as a new sports complex and major trail developments. These improvements will likely increase annual operations and maintenance costs.

The following are the general assumptions utilized in the development of the recommended capital improvement plan:

- ▲ All projects must be financially viable
- ▲ All projects must align with the City of Chandler's seven-year CIP cycles
- ▲ Only projects likely to be implemented are included in the plan
- ▲ Projects must be consistent with other planning efforts, where applicable
- ▲ Cost escalators have been included for projects

Note that values shown within the tables below are based on 2021 dollars with cost escalators added in years 7-15 (35%) and years 16+ (55%). The City should continue to evaluate costing information with current market conditions throughout the life of the plan.



CAPITAL IMPROVEMENT PROJECTS: 1- 7 YEARS

Sustainable Projects	\$44,460,375
Existing Neighborhood Park Improvements	
Existing Community Park Improvements	
Visionary Projects	\$92,292,350
<i>Featured Projects:</i>	
Mesquite Groves Park - Phase 2	
Mesquite Groves Park - Phase 3	
Lantana Ranch Park - Phase 2	
Folley Park Improvements	
Tumbleweed Park Improvements	
Harmony Hollow Park Improvements	
Pinelake Park Improvements	
Regional Park Feasibility Study and Master Plan	
Total	\$136,752,725

The current value of the existing park system amenities, excluding land value, in 2021 dollars is \$220,191,520

CAPITAL IMPROVEMENT PROJECTS: 8- 15 YEARS

Sustainable Projects	\$217,685,449
Existing Neighborhood Park Improvements	
Existing Community Park Improvements	
Visionary Projects	\$164,751,504
<i>Featured Projects:</i>	
Desert Breeze Park Improvements	
Boys and Girls Club Park Improvements	
San Tan Park Renovation	
*New Regional Sports Complex - Phase 1	
Tumbleweed Park Improvements	
Total	\$382,436,953

**if determined feasible, a new regional park equals \$151,248,399 of the total estimated cost for years 8-15*

CAPITAL IMPROVEMENT PROJECTS: 16+ YEARS

Sustainable Projects	\$103,910,819
Existing Neighborhood Park Improvements	
Existing Community Park Improvements	
Visionary Projects	\$116,114,348
<i>Featured Projects:</i>	
Desert Breeze Park Improvements	
Navarrete Park Improvements	
San Marcos Park Improvements	
Tumbleweed Park Improvements	
+New Regional Sports Complex - Phase 2	
Total	\$220,025,166

**if determined feasible, a new regional park equals \$98,404,823 of the total estimated cost for years 16+*

FUNDING THE MASTER PLAN

In order to continue to build and maintain the parks system, funding should be pursued for operations and capital improvement projects, such as those presented in this plan.

New, sustainable funding sources are essential to implementing a capital improvement plan. There is substantial potential for increasing revenues for the parks and recreation system while still providing affordable recreation opportunities. The following are high-level funding options that should be vetted as the Department updates its Master Plan and implements the Capital Improvement Program beginning in 2021.

To achieve the outcomes identified in the key findings and recommendations as presented in the Master Plan, the following funding sources were identified and analyzed:

PRIMARY FUNDING SOURCES

- ▲ Grants
- ▲ Park Development Fees
- ▲ Parks and Recreation Bond Issues
- ▲ Partnerships

OTHER FUNDING OPTIONS

- ▲ Community Parks Foundation
- ▲ Capital Improvement Fees
- ▲ Friends' Association
- ▲ Corporate and Personal Lead Giving
- ▲ Donations
- ▲ User Fees
- ▲ Park Revolving Fund
- ▲ Advertising Sales
- ▲ Maintenance Endowment Fund
- ▲ Leasebacks
- ▲ Franchise Fee Utility Right-Of-Ways
- ▲ Private Concessionaires Operating within a Land Lease
- ▲ Volunteerism

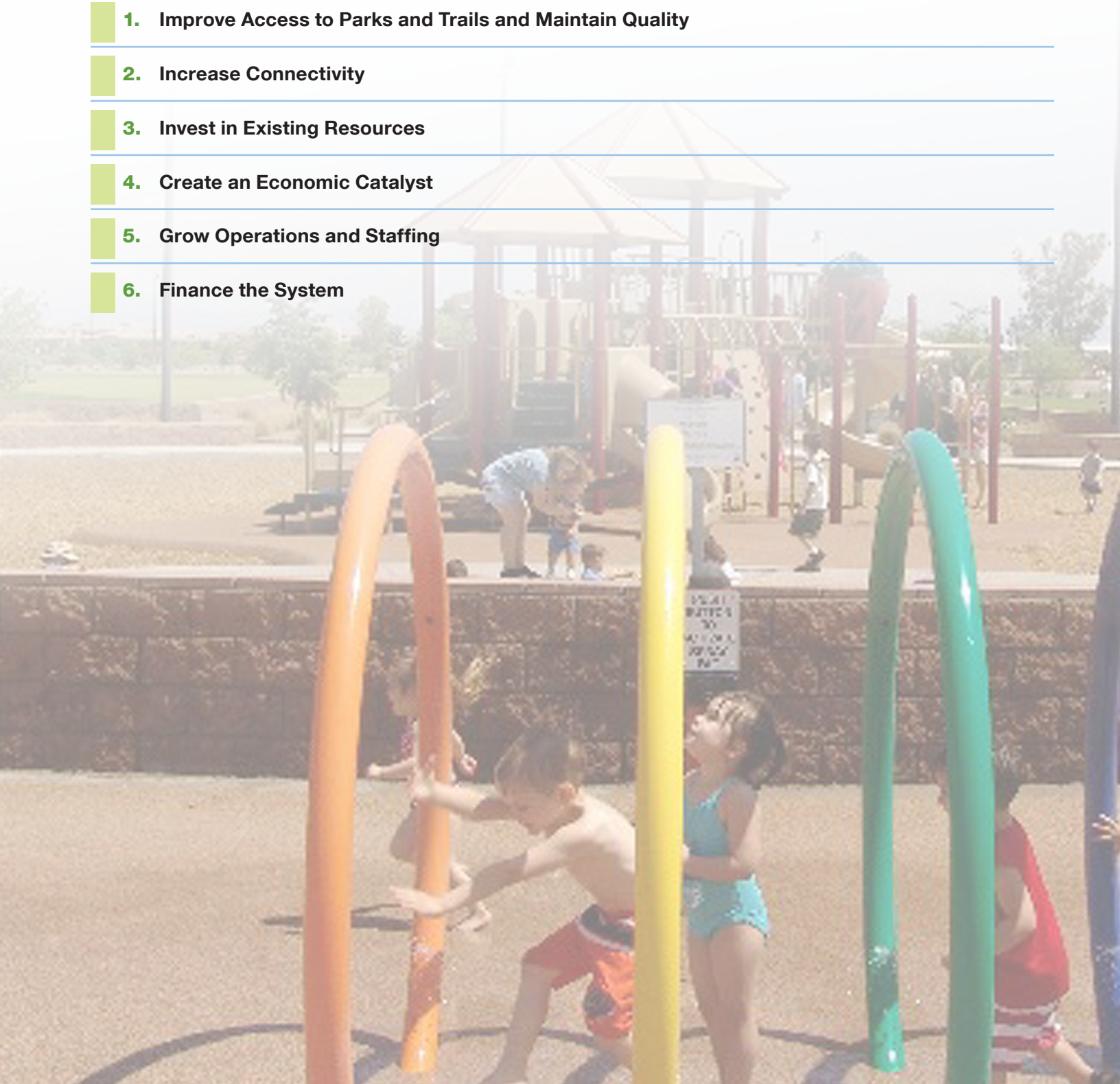


STRATEGIC IMPLEMENTATION PLAN

Upon completion of the data collection and park assessments phase of the project, the findings were synthesized to develop a framework of strategic recommendations for the Department. The key to success for the Department is to continue to build on current achievements while adding programs, services, and facility improvements that will generate revenue, reduce operational expenditures, and enhance recreation experiences for the residents of Chandler.

The following six strategic focus areas are recommended:

1. Improve Access to Parks and Trails and Maintain Quality
2. Increase Connectivity
3. Invest in Existing Resources
4. Create an Economic Catalyst
5. Grow Operations and Staffing
6. Finance the System



RECOMMENDED PRIORITY ACTIONS (THROUGH 2028)

- 1. Prioritize lifecycle replacement of assets in neighborhood and community parks per the CIP** (Focus Area: Invest in Existing Resources)
- 2. Provide significant renovations at aging neighborhood parks** (Focus Areas: Improve Access and Maintain Quality, Invest in Existing Resources)
- 3. Complete a renovation of Folley Park** (Focus Areas: Improve Access and Maintain Quality, Invest in Existing Resources)
- 4. Complete design and construction of four softball fields at Tumbleweed Park** (Focus Areas: Improve Access and Maintain Quality, Invest in Existing Resources)
- 5. Consider the development of an updated site-specific master plan for Desert Breeze Park** (Focus Areas: Improve Access and Maintain Quality, Increase Connectivity, Invest in Existing Resources)
- 6. Develop a Bike/Trails Master Plan** (Focus Areas: Improve Access and Maintain Quality, Increase Connectivity)
- 7. Consider the conversion of select athletic fields from natural turf to synthetic turf** (Focus Areas: Improve Access and Maintain Quality, Invest in Existing Resources, Create an Economic Catalyst)
- 8. Continued improvements to Snedigar Sports Complex** (Focus Areas: Improve Access and Maintain Quality, Increase Connectivity, Invest in Existing Resources, Create an Economic Catalyst)
- 9. Conduct a sports tourism feasibility study to include current park assets and impact of new facilities being built in surrounding communities** (Mesa and Gila River) (Focus Areas: Create an Economic Catalyst)
- 10. Conduct a feasibility study and site-specific master plan for a regional park** (i.e. Sports Tourism and Adventure Area) (Focus Area: Create an Economic Catalyst)
- 11. Continue to implement the existing master plan for Tumbleweed Park and explore partnerships and/or development opportunities for the northeast corner.** (Focus Areas: Improve Access and Maintain Quality, Increase Connectivity, Invest in Existing Resources, Create an Economic Catalyst)
- 12. Complete the development of Lantana, Mesquite Grove, and Homestead North Parks** (Focus Area: Improve Access and Maintain Quality)
- 13. Consider exploring options with private developers to meet park needs in north Chandler and to address other community needs and wants throughout the City** (Focus Area: Improve Access and Maintain Quality)





CHAPTER 2

Demographics and Trends



CHAPTER 2 - DEMOGRAPHICS AND TRENDS

This section of the document provides information regarding the current park facilities and programs. This section also contains an analysis of current and projected demographics for the City; a review of projected recreation trends that could influence the recommendations; and a description of the current administration, organization, and financial information for the Chandler Community Services Department.

Demographic Analysis

The Demographic Analysis provides an understanding of the population of Chandler, Arizona. This analysis is reflective of the total population and its key characteristics, such as age segments, income levels, race, and ethnicity.

It is important to note that future projections are all based on historical patterns and not unforeseen circumstances during or after the time of the projections, which could have a significant bearing on the validity of the final projections.



Methodology

Demographic data used for the analysis was obtained from U.S. Census Bureau and from Environmental Systems Research Institute, Inc. (ESRI), the largest research and development organization dedicated to Geographical Information Systems (GIS) and Maricopa Association of Governments (MAG) specializing in population projections and market trends. All data was acquired in June 2020 and reflects actual numbers as reported in the 2010 Censuses and estimates for 2020 and 2025 as obtained by ESRI and MAG. Straight line linear regression was utilized for projected 2030 and 2035 demographics.

RACE AND ETHNICITY DEFINITIONS

The minimum categories for data on race and ethnicity for federal statistics, program administrative reporting, and civil rights compliance reporting are defined as below. The Census 2010 data on race is not directly comparable with data from the 2000 Census and earlier censuses; caution must be used when interpreting changes in the racial composition of the U.S. population over time. The latest (Census 2010) definitions and nomenclature are used within this analysis.

American Indian – This includes a person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment

Asian – This includes a person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam

Black – This includes a person having origins in any of the black racial groups of Africa

Native Hawaiian or Other Pacific Islander – This includes a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands

White – This includes a person having origins in any of the original peoples of Europe, the Middle East, or North Africa

Some Other Race – Includes all other responses not included in the “White”, “Black or African American”, “American Indian and Alaska Native”, “Asian” and “Native Hawaiian or Other Pacific Islander” race categories described above.

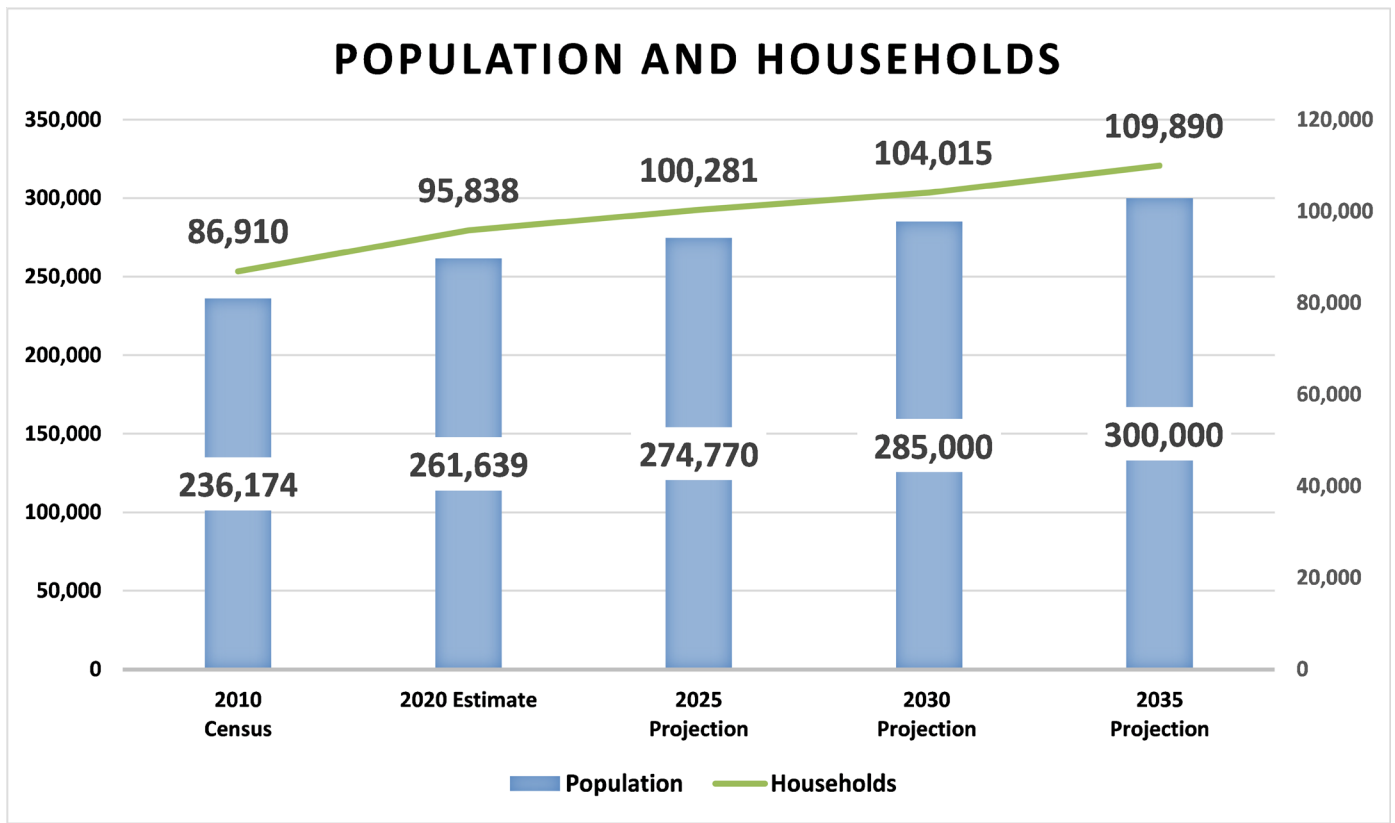
Two or more races – People may have chosen to provide two or more races either by checking two or more race responses

Hispanic or Latino – This is an ethnic distinction, a subset of a race as defined by the Federal Government; this includes a person of Mexican, Puerto Rican, Cuban, South or Central American, or other Spanish culture or origin, regardless of race

Community Profile

POPULATION

The City's population has experienced a slight growing trend in recent years and is estimated at 261,639 individuals in 2020. Projecting ahead, the total population is expected to continue to grow, over the next 15 years. **Based on predictions through 2035, the City is expected to have 300,000 residents living within 109,890 households.**



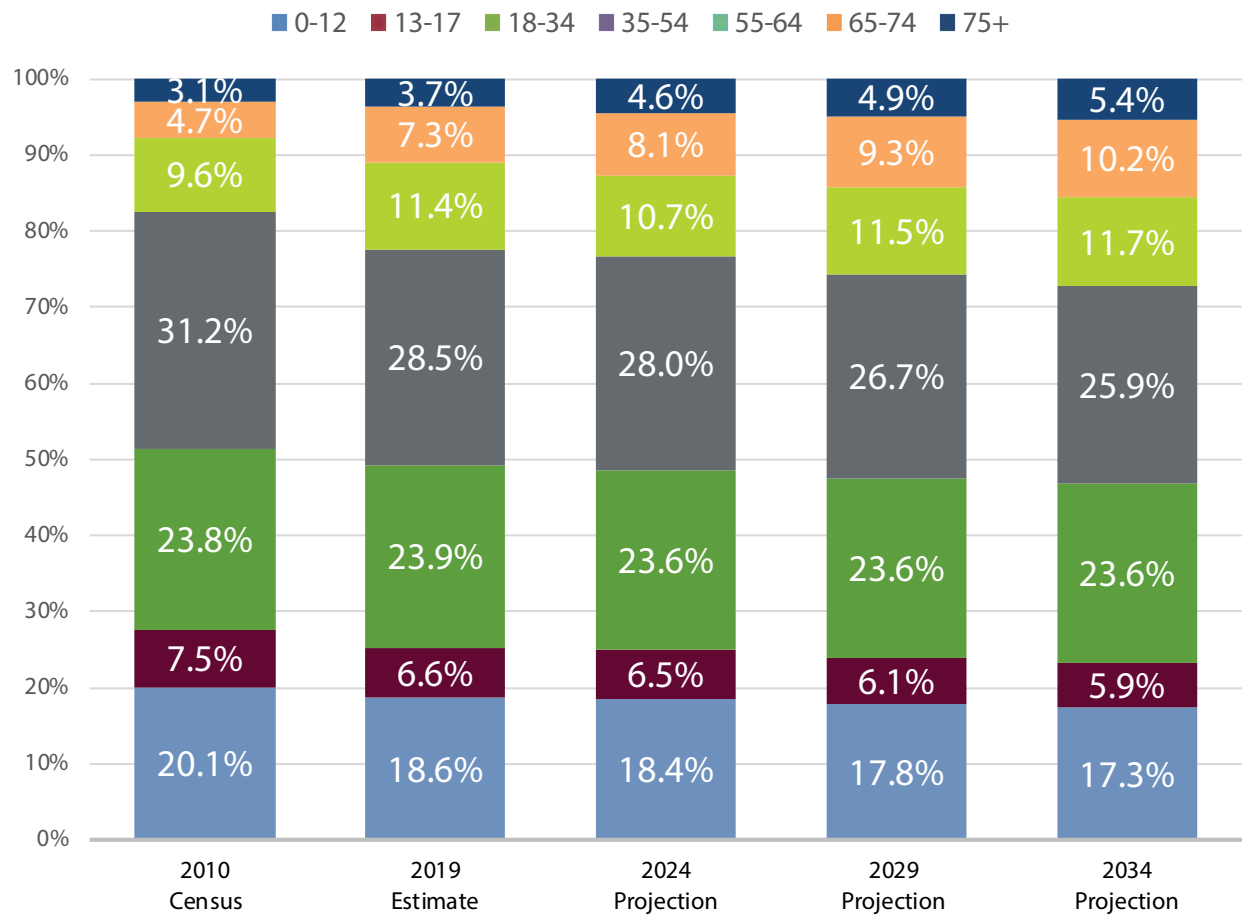
AGE SEGMENT

Evaluating the population by age segments, the City exhibits a balanced distribution among the major age segments. Currently, the largest grouping of age segments is the 35-54 segment, making up 28.5% of the population, which is 3.4% greater than the United States as a whole.

The overall age composition of the population within the City is projected to continue to undergo an aging trend while still remaining balanced. Over the next 15 years, the 55+ age segment will increase by 4.9% and make up 28.3% of the City’s population. Conversely, those who are 0-17 are projected to decrease by 2%, making up 23.3% of the population by 2034. This is assumed to be a consequence of a vast amount of the Baby Boomer generation shifting into the senior age segment.

Given the differences in how active adults (55 and older) utilize parks, the trend is moving toward having at least two to three different program-age segments for older adults. When developing the park and recreation system, the City should evaluate recreation experiences that would cater to active adults in the 55-64, 65-74, and 75+ age segments.

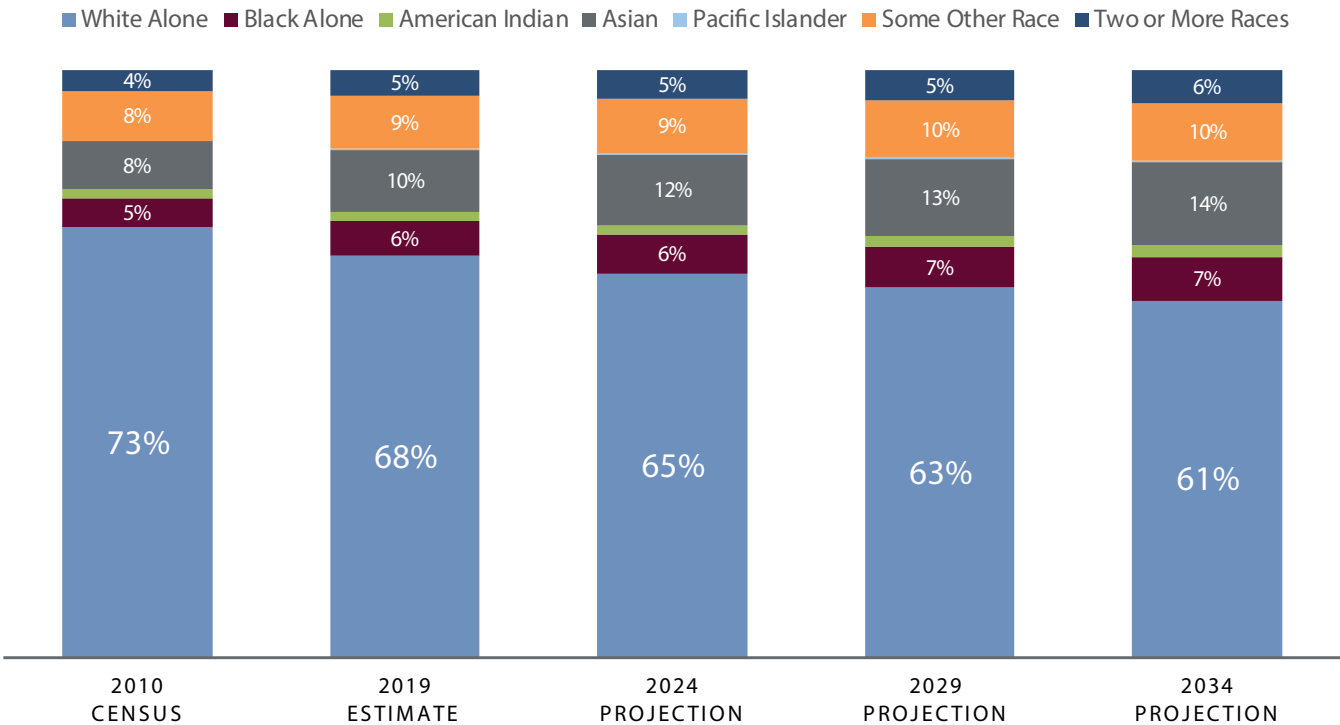
POPULATION BY AGE SEGMENT



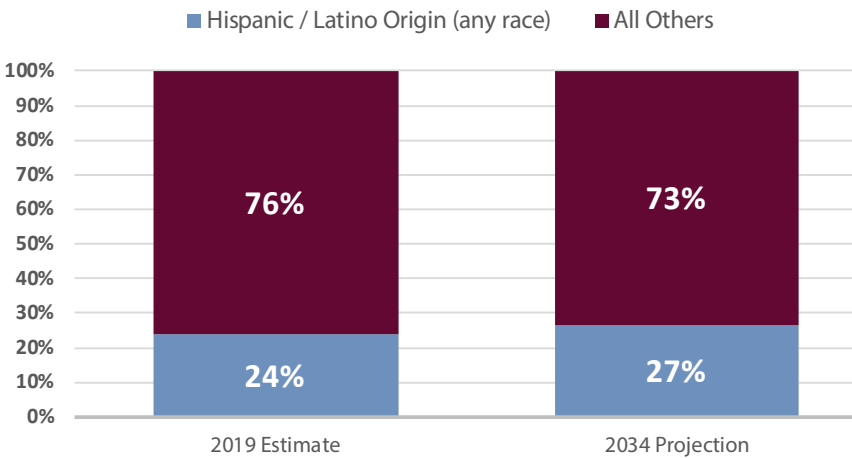
Ethnicity

In analyzing race, the City’s current population is relatively diverse. The 2019 estimates show that 68% of the City’s population falls into the White Alone category, while the Asian category (10%) represents the largest minority. The predictions for 2034 project that the City’s population by race will diversify further with a decrease in the White Alone population by approximately 7% and increases in all other race segments.

POPULATION BY RACE



HISPANIC POPULATION



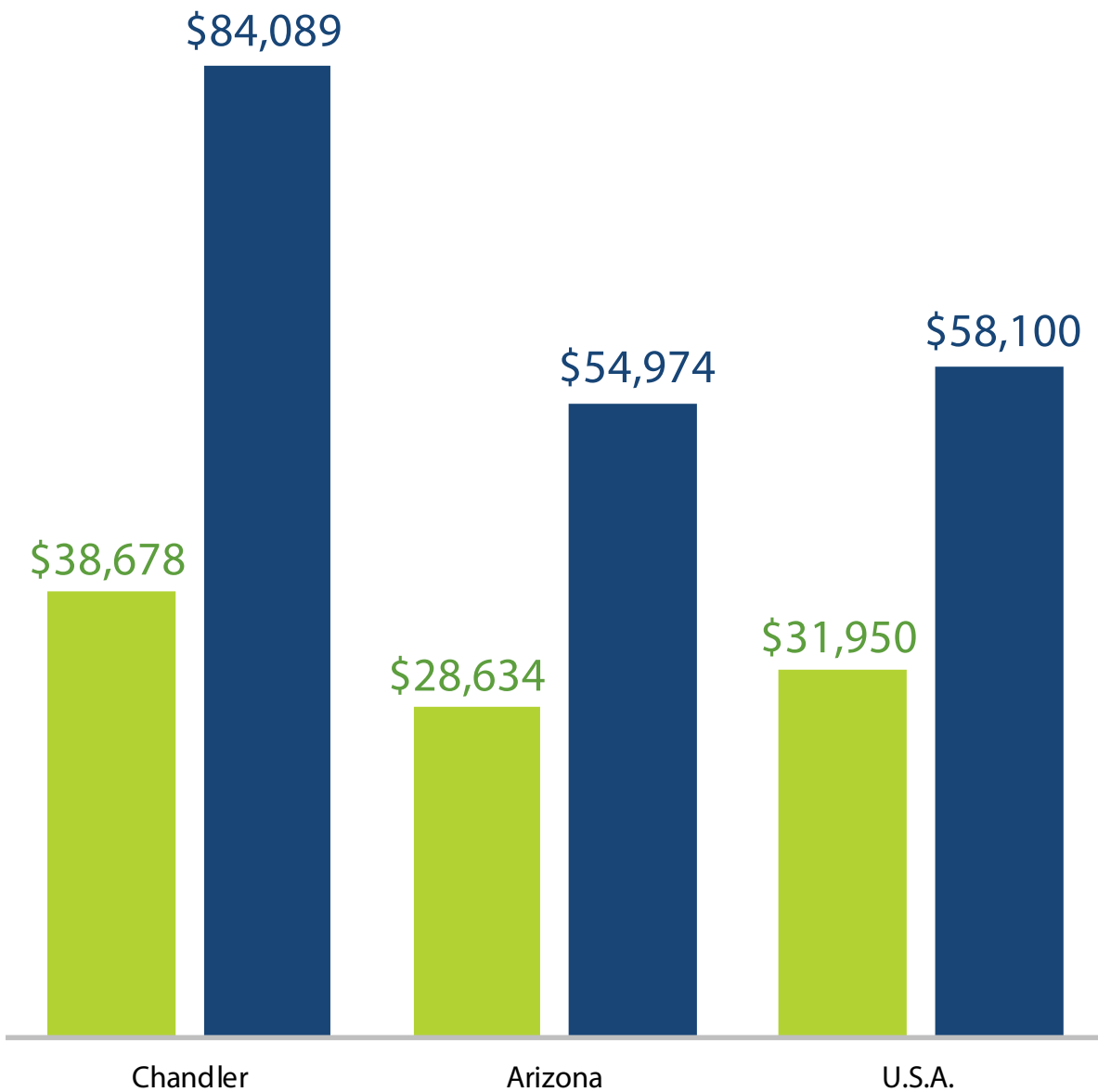
The Hispanic population in Chandler is expected to increase to 27% by 2034.

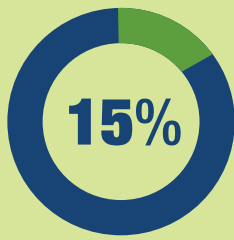
INCOME

The City’s per capita and median household income level is well above that of state and national averages.

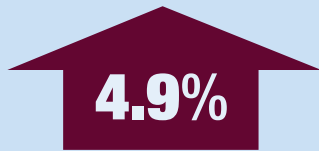
COMPARATIVE INCOME CHARACTERISTICS

■ Per Capita Income ■ Median Household Income





**Projected Population Growth
Over Next 15 Years**



**By 2034,
the 55+ Age Segment Will
Increase by Nearly 5%**



CHANDLER DEMOGRAPHIC IMPLICATIONS

The following implications are derived from the analyses provided above:

POPULATION

- ▲ The population is increasing and is projected to experience an 15% population growth over the next 15 years.
- ▲ With a growing population, in particular in the Southeast and Southwest park planning areas, park and recreation services will need to strategically invest, develop, and maintain parks and facilities in relation to current and future housing development areas.

AGE SEGMENTATION

- ▲ Chandler currently has a balanced age segmentation with the largest group being 35-54 and the second largest group being 0-17.
- ▲ Over the next 15 years, the 55+ age segment will increase by 4.9%, while those who are 0-17 are projected to decrease by 2%, making up 23.2% of the population by 2034.
- ▲ This is assumed to be a consequence of a vast amount of the Baby Boomer generation shifting into the senior age segment.
- ▲ Given the differences in how active adults (55 and older) participate in recreation programs, the trend is moving toward having at least two to three different program-age segments for older adults.
- ▲ When developing the park and recreation system, the City should evaluate recreation experiences that would cater to active adults in the 55-64, 65-74, and 75+ age segments.

RACE AND ETHNICITY

A diversifying population will likely focus the City on providing traditional programming and service offerings while always seeking to identify emerging activities and sports such as pickleball, cricket, and lacrosse.

HOUSEHOLDS AND INCOME

With median and per capita household income averages well above that of state and national averages, it is important for the City to prioritize providing offerings that are first-class with exceptional customer service, while seeking opportunities to create revenue generation.

Recreation Trends Analysis

The Trends Analysis provides an understanding of national, regional, and local recreational trends, as well as recreational interest by age segments. Trends data used for this analysis was obtained from Sports & Fitness Industry Association (SFIA), National Recreation and Park Association (NRPA), and Environmental Systems Research Institute, Inc. (ESRI). All trends data is based on current and/or historical participation rates, statistically-valid survey results, or NRPA Park Metrics.

National Trends in Recreation

METHODOLOGY

The Sports & Fitness Industry Association's (SFIA) *Sports, Fitness & Recreational Activities Topline Participation Report 2020* was utilized in evaluating the following trends:

- ▲ National Recreation Participatory Trends
- ▲ Core vs. Casual Participation Trends
- ▲ Non-Participant Interest by Age Segment

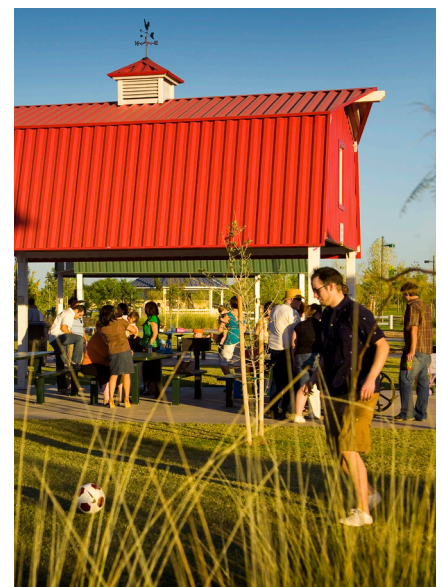
The study is based on findings from surveys carried out in 2019 by the Physical Activity Council (PAC), resulting in a total of 18,000 online interviews. **Surveys were administered to all genders, ages, income levels, regions, and ethnicities to allow for statistical accuracy of the national population.** A sample size of 18,000 completed interviews is considered by SFIA to result in a high degree of statistical accuracy. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.32 percentage points at a 95 percent confidence level. Using a weighting technique, survey results are applied to the total U.S. population figure of 302,756,603 people (ages six and older).

The purpose of the report is to establish levels of activity and identify key participatory trends in recreation across the U.S. This study looked at 122 different sports/activities and subdivided them into various categories including: sports, fitness, outdoor activities, aquatics, etc.

CORE VS. CASUAL PARTICIPATION

In addition to overall participation rates, SFIA further categorizes active participants as either core or casual participants based on frequency of participation. Core participants have higher participatory frequency than casual participants. The thresholds that define casual versus core participation may vary based on the nature of each individual activity. For instance, core participants engage in most fitness activities more than 50 times per year, while for sports, the threshold for core participation is typically 13 times per year.

In a given activity, core participants are more committed and tend to be less likely to switch to other activities or become inactive (engage in no physical activity) than casual participants. This may also explain why activities with more core participants tend to experience less pattern shifts in participation rates than those with larger groups of casual participants.



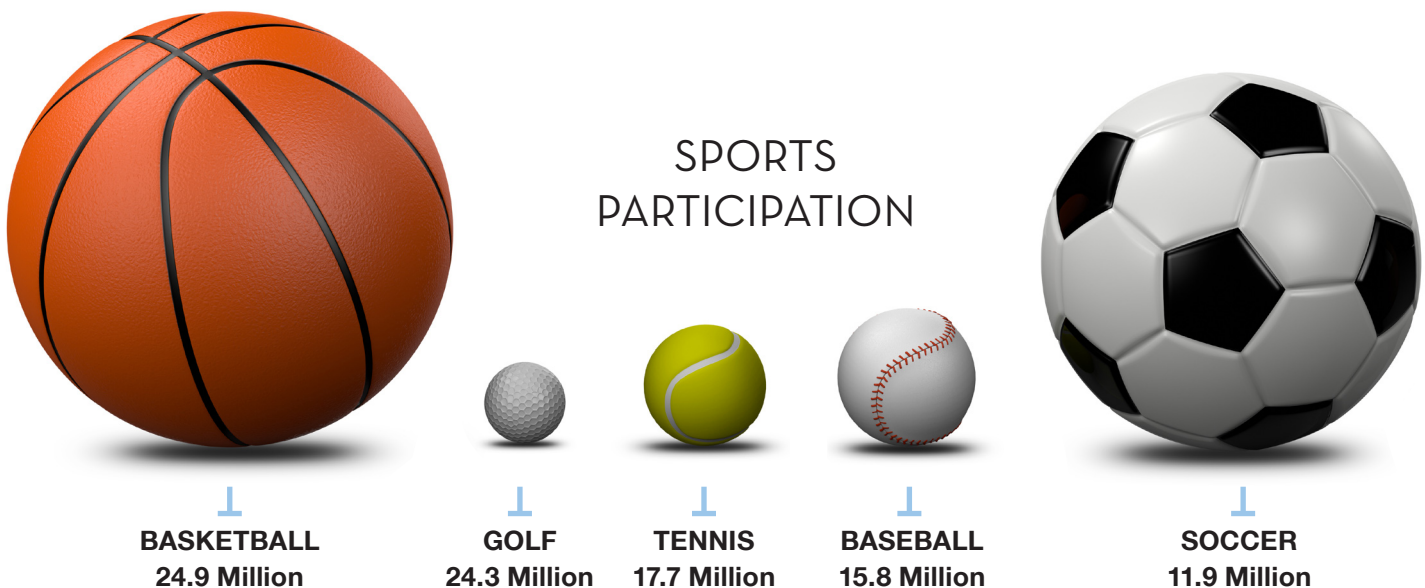
National Sport and Fitness Participatory Trends

NATIONAL TRENDS IN GENERAL SPORTS

PARTICIPATION LEVELS

The sports most heavily participated in the United States were basketball (24.9 million) and golf (24.3 million), which have participation figures well in excess of the other activities within the general sports category, followed by tennis (17.7 million), baseball (15.8 million), and outdoor soccer (11.9 million).

The popularity of basketball, golf, and tennis can be attributed to the ability to compete with relatively small number of participants. Basketball's success can also be attributed to the limited amount of equipment needed to participate and the limited space requirements necessary, which make basketball the only traditional sport that can be played at the majority of American dwellings as a drive-way pickup game. Even though golf has experienced a recent decrease in participation in the last five years, it still continues to benefit from its wide age segment appeal and being considered a life-long sport. In addition, target-type game venues or golf entertainment venues have increased drastically (84.7%) as a five-year trend. Golf entertainment is a new alternative to breathe life back into the game of golf.



FIVE-YEAR TREND

Since 2014, golf entertainment venues (84.7%), pickleball (40.5%), and flag football (23.1%) have emerged as the overall fastest-growing sports. Similarly, baseball (20.2%) and indoor soccer (17.8%) have also experienced significant growth. Based on the trend from 2014-2019, the sports that are most rapidly declining include ultimate frisbee (-49.4%), squash (-23.4%), touch football (-21.5%), badminton (-15.1%), and tackle football (-14.6%).

ONE-YEAR TREND

In general, the most recent year shares a similar pattern with the five-year trends; with boxing for competition (8.2%), golf entertainment venues (6.7%), and pickleball (4.8%) experiencing the greatest increases in participation this past year. However, some sports that increased rapidly over the past five years have experienced recent decreases in participation, such as rugby (-10.8%) and gymnastics (-1.5%). Other sports including ultimate frisbee (-15.5%), sand volleyball (-7.8%), roller hockey (-6.8%), and touch football (-6.3) have also seen a significant decrease in participation over the last year.

CORE VS. CASUAL TRENDS IN GENERAL SPORTS

Highly participated in sports, such as basketball, baseball, and slow pitch softball, have a larger core participant base (participate 13+ times per year) than casual participant base (participate 1-12 times per year). In the past year, ice hockey and softball-fast pitch have increased core participation. While less mainstream sports, such as boxing for competition, roller hockey, badminton, and racquetball have larger casual participation base. These participants may be more inclined to switch to other sports or fitness activities.

National Participatory Trends - General Sports					
Activity	Participation Levels			% Change	
	2014	2018	2019	5-Year Trend	1-Year Trend
Basketball	23,067	24,225	24,917	8.0%	2.9%
Golf (9 or 18-Hole Course)	24,700	24,240	24,271	-1.7%	0.1%
Tennis	17,904	17,841	17,684	-1.2%	-0.9%
Baseball	13,152	15,877	15,804	20.2%	-0.5%
Soccer (Outdoor)	12,592	11,405	11,913	-5.4%	4.5%
Golf (Entertainment Venue)	5,362	9,279	9,905	84.7%	6.7%
Softball (Slow Pitch)	7,077	7,386	7,071	-0.1%	-4.3%
Football, (Flag)	5,508	6,572	6,783	23.1%	3.2%
Volleyball (Court)	6,304	6,317	6,487	2.9%	2.7%
Badminton	7,176	6,337	6,095	-15.1%	-3.8%
Soccer (Indoor)	4,530	5,233	5,336	17.8%	2.0%
Football, (Touch)	6,586	5,517	5,171	-21.5%	-6.3%
Football, (Tackle)	5,978	5,157	5,107	-14.6%	-1.0%
Gymnastics	4,621	4,770	4,699	1.7%	-1.5%
Volleyball (Sand/Beach)	4,651	4,770	4,400	-5.4%	-7.8%
Track and Field	4,105	4,143	4,139	0.8%	-0.1%
Cheerleading	3,456	3,841	3,752	8.6%	-2.3%
Pickleball	2,462	3,301	3,460	40.5%	4.8%
Racquetball	3,594	3,480	3,453	-3.9%	-0.8%
Ice Hockey	2,421	2,447	2,357	-2.6%	-3.7%
Ultimate Frisbee	4,530	2,710	2,290	-49.4%	-15.5%
Softball (Fast Pitch)	2,424	2,303	2,242	-7.5%	-2.6%
Lacrosse	2,011	2,098	2,115	5.2%	0.8%
Wrestling	1,891	1,908	1,944	2.8%	1.9%
Roller Hockey	1,736	1,734	1,616	-6.9%	-6.8%
Boxing for Competition	1,278	1,310	1,417	10.9%	8.2%
Rugby	1,276	1,560	1,392	9.1%	-10.8%
Squash	1,596	1,285	1,222	-23.4%	-4.9%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

NATIONAL TRENDS IN GENERAL FITNESS

PARTICIPATION LEVELS

Overall, national participatory trends in fitness have experienced strong growth in recent years. Many of these activities have become popular due to an increased interest among Americans to improve their health and enhance quality of life by engaging in an active lifestyle. These activities also have very few barriers to entry, which provides a variety of options that are relatively inexpensive to participate in and can be performed by most individuals. The most popular general fitness activities amongst the U.S. population include: fitness walking (111.4 million), treadmill (56.8 million), free weights (51.4 million), running/jogging (49.5 million), and stationary cycling (37.1 million).



HIKING (DAY)
111.4 Million



TREADMILL
56.8 Million



DUMBBELL
FREE WEIGHTS
39.2 Million



RUNNING/
JOGGING
49.5 Million



STATIONARY
CYCLING
37.1 Million



FIVE-YEAR TREND

Over the last five years (2014-2019), the activities growing most rapidly are Trail Running (46.0%), Yoga (20.6%), Cross Training Style Workout (20.2%), and Stationary Group Cycling (17.5%). Over the same time frame, the activities that have undergone the biggest decline include: Traditional Triathlon (-9.2%), Running/Jogging (-8.7%), Free Weights (-8.3%), and Fitness Walking (-1.0%).

ONE-YEAR TREND

In the last year, activities with the largest gains in participation were Trail Running (9.9%); Dance, Step, & Choreographed Exercise (7.0%); and Yoga (6.0%). From 2018-2019, the activities that had the largest decline in participation were Traditional Triathlon (-7.7%), Non-Traditional Triathlon (-7.4%), Bodyweight Exercise (-2.8%), and Running/Jogging (-2.6%).

CORE VS. CASUAL TRENDS
IN GENERAL FITNESS

The most participated in fitness activities all have a strong core users base (participating 50+ times per year). These fitness activities include: Fitness Walking, Treadmill, Free Weights, Running/Jogging, Stationary Cycling, Weight/Resistant Machines, and Elliptical Motion/ Cross Training, all having 48% or greater core users.

NATIONAL TRENDS IN OUTDOOR RECREATION

PARTICIPATION LEVELS

Results from the SFIA report demonstrate a contrast of growth and decline in participation regarding outdoor/adventure recreation activities. Much like the general fitness activities, these activities encourage an active lifestyle, can be performed individually or within a group, and are not as limited by time constraints. In 2019, the most popular activities, in terms of total participants, from the outdoor/adventure recreation category include: Day Hiking (49.7 million), Road Bicycling (39.4 million), Freshwater Fishing (39.2 million), and Camping within ¼ mile of Vehicle/Home (28.2 million), and Recreational Vehicle Camping (15.4 million).



HIKING (DAY)
24.3 Million



**BICYCLING
(ROAD)**
39.4 Million



**FISHING
(FRESHWATER)**
39.2 Million



**CAMPING (<1/4 MI.
OF CAR/HOME)**
28.2 Million



**CAMPING
(REC. VEHICLE)**
15.4 Million

FIVE-YEAR TREND

From 2014-2019, BMX Bicycling (55.2%), Day Hiking (37.2%), Fly Fishing (20.1%), Salt Water Fishing (11.6%), and Mountain Bicycling (7.2%) have undergone the largest increases in participation. The five-year trend also shows activities such as In-Line Roller Skating (-20.5%), Archery (-11.7%), and Adventure Racing (-9.5%) experiencing the largest decreases in participation.

ONE-YEAR TREND

The one-year trend shows activities growing most rapidly include BMX Bicycling (6.1%), Day Hiking (3.8%), and Birdwatching (3.8%). Over this same one-year period, activities that underwent the largest decreases in participation include: Climbing (-5.5%), In-Line Roller Skating (-4.4%), and Camping with a Recreation Vehicle (-3.5%).

CORE VS. CASUAL TRENDS IN OUTDOOR RECREATION

A majority of outdoor activities have experienced participation growth in the last five years. Although this is a positive trend, it should be noted that all outdoor activities participation, besides adventure racing, consist primarily of casual users. This is likely why we see a so much fluctuation in participation numbers, as casual users likely found alternative activities to participate in.



NATIONAL TRENDS IN WATER SPORTS / ACTIVITIES

PARTICIPATION LEVELS

The most popular water sports/activities based on total participants in 2019 were Recreational Kayaking (11.4 million), Canoeing (8.9 million), and Snorkeling (7.7 million). It should be noted that water activity participation tends to vary based on regional, seasonal, and environmental factors. A region with more water access and a warmer climate is more likely to have a higher participation rate in water activities than a region that has a long winter season or limited water access. Therefore, when assessing trends in water sports and activities, it is important to understand that fluctuations may be the result of environmental barriers which can greatly influence water activity participation.



KAYAKING
11.4 Million



CANOEING
9 Million



SNORKELING
7.7 Million



JET SKIING
5.1 Million



SAILING
3.6 Million

FIVE-YEAR TREND

Over the last five years, Stand-Up Paddling (29.5%) and Recreational Kayaking (28.5%) were the fastest-growing water activities, followed by White Water Kayaking (9.9%) and Surfing (8.9%). From 2014-2019, activities declining in participation most rapidly were Water Skiing (-20.1%), Jet Skiing (-19.6%), Scuba Diving (-13.7%), Wakeboarding (-12.7%), and Snorkeling (-12.5%).

ONE-YEAR TREND

Similarly to the five-year trend, Recreational Kayaking (3.3%) and Stand-Up Paddling (3.2%) also had the greatest one-year growth in participation, from 2018-2019. Activities which experienced the largest decreases in participation in the most recent year include: Boardsailing/Windsurfing (-9.7%), Sea Kayaking (-5.5), and Water Skiing (-4.8%).

CORE VS. CASUAL TRENDS IN WATER SPORTS/ ACTIVITIES

As mentioned previously, regional, seasonal, and environmental limiting factors may influence the participation rate of water sport and activities. These factors may also explain why all water-based activities have drastically more casual participants than core participants, since frequencies of activities may be constrained by uncontrollable factors. These high casual user numbers are likely why a majority of water sports/activities have experienced decreases in participation in recent years.



National Participatory Trends - Water Sports / Activities

Activity	Participation Levels			% Change	
	2014	2018	2019	5-Year Trend	1-Year Trend
Kayaking (Recreational)	8,855	11,017	11,382	28.5%	3.3%
Canoeing	10,044	9,129	8,995	-10.4%	-1.5%
Snorkeling	8,752	7,815	7,659	-12.5%	-2.0%
Jet Skiing	6,355	5,324	5,108	-19.6%	-4.1%
Sailing	3,924	3,754	3,618	-7.8%	-3.6%
Stand-Up Paddling	2,751	3,453	3,562	29.5%	3.2%
Rafting	3,781	3,404	3,438	-9.1%	1.0%
Water Skiing	4,007	3,363	3,203	-20.1%	-4.8%
Surfing	2,721	2,874	2,964	8.9%	3.1%
Wakeboarding	3,125	2,796	2,729	-12.7%	-2.4%
Scuba Diving	3,145	2,849	2,715	-13.7%	-4.7%
Kayaking (Sea/Touring)	2,912	2,805	2,652	-8.9%	-5.5%
Kayaking (White Water)	2,351	2,562	2,583	9.9%	0.8%
Boardsailing/Windsurfing	1,562	1,556	1,405	-10.1%	-9.7%

NOTE: Participation figures are in 000's for the US population ages 6 and over

Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	
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Non-Participant Interest by Age Segment

In addition to participation rates by generation, SFIA also tracks non-participant interest. These are activities that the U.S. population currently does not participate in due to physical or monetary barriers, but has interest in participating. Below are the top five activities that each age segment would most likely participate in, if they were readily available.

Overall, the activities most age segments are interested in include: Camping, Bicycling, Fishing, and Swimming for Fitness. **All of these are deemed low-impact activities, making them obtainable for any age segment to enjoy.**



ACTIVITY PARTICIPATION BY AGE SEGMENT



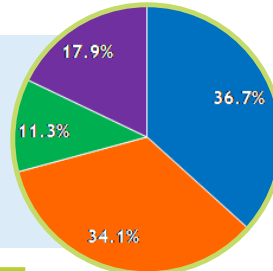
Participation by Generation

Analyzing participation by age for recreational activities reveals that fitness and outdoor sports were the most common activities across all generations. Breaking down activity level by generation shows a converse correlation between age and healthy activity rates.

2019 PARTICIPATION RATES BY GENERATION – U.S. POPULATION, AGES 6+

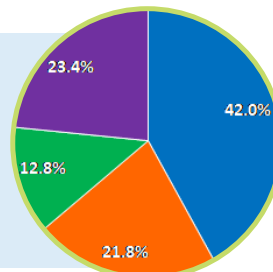
GENERATION Z (BORN 2000+)

Generation Z were the most active, with only 17.9% of the population identifying as inactive. Approximately 82% of individuals within this generation were deemed calorie burning in 2019; with 36.7% being active high calorie and 34.1% being casual high calorie.



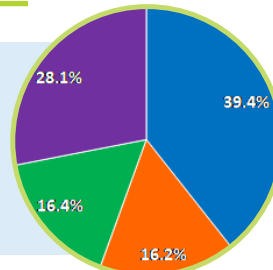
MILLENNIALS (BORN 1980-1999)

Almost half (42.0%) of millennials were active high calorie, while 23.4% claimed they were inactive. Even though this inactive rate is much higher than Generation Z's (17.6%), it is still below the national inactive rate (28%).



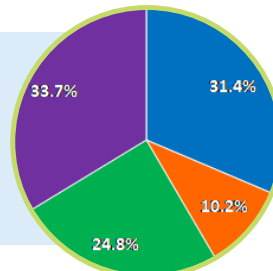
GENERATION X (BORN 1965-1979)

Generation X has the second highest active to a healthy level rate (39.4%) among all generations, only being 2.6% less than Millennials. At the same time, they also have the second highest inactive rate, with 28.1% not active at all.



THE BOOMERS (BORN 1945-1964)

The Boomers were the least active generation, with an inactive rate of 33.7%. This age group tends to participate in less intensive activities. Approximately 24.8% claimed to engage in casual & low/med calorie (4.3%) burning activities.



Active High Calorie

Casual High Calorie

Low/Med Calorie

Inactive

Definitions:

Active: 20+ minutes of elevated heart rate, 3+ times per week

Casual High Calorie: 20+ minutes of elevated heart rate (1-2 times per week)

Low/Med Calorie: >20 minutes of elevated heart rate

Inactive: No physical activity in 2019

2.5 Local Sport and Market Potential

The following charts show sport and leisure market potential data from ESRI. A Market Potential Index (MPI) measures the probable demand for a product or service within the City. The MPI shows the likelihood that a resident of the target area will participate in certain activities when compared to the U.S. National average. The national average is 100, therefore numbers below 100 would represent a lower than average participation rate, and numbers above 100 would represent higher than average participation rate. The following tables illustrate and summarize the indexes of the general sports, fitness, and outdoor recreation general sports market potential for the City as a whole and each of the City's Park Planning Areas.

GENERAL SPORTS

GENERAL SPORTS	National Average	City as a Whole	North Park Planning Area	Southeast Park Planning Area	Southwest Park Planning Area	West Park Planning Area
Baseball	100	114	107	147	113	107
Basketball	100	118	110	120	111	114
Football	100	111	108	112	110	112
Frisbee/Disc Golf	100	106	92	119	120	110
Golf	100	113	91	140	128	119
Ping Pong	100	116	100	135	125	117
Soccer	100	114	100	144	122	95
Softball	100	120	110	147	106	113
Tennis	100	122	102	160	132	109
Volleyball	100	115	107	137	103	110

GENERAL FITNESS

FITNESS	National Average	City as a Whole	North Park Planning Area	Southeast Park Planning Area	Southwest Park Planning Area	West Park Planning Area
Aerobics	100	113	104	122	123	112
Jogging/ Running	100	125	106	147	139	123
Pilates	100	127	105	158	148	117
Swimming	100	110	95	129	124	115
Walking for Exercise	100	109	96	126	124	108
Weight Lifting	100	126	104	154	142	126
Yoga	100	116	103	123	133	118
Zumba	100	114	111	116	121	102

OUTDOOR RECREATION

OUTDOOR RECREATION	National Average	City as a whole	North Park Planning Area	Southeast Park Planning Area	Southwest Park Planning Area	West Park Planning Area
Archery	100	101	104	93	88	115
Backpacking	100	108	98	120	109	115
Bicycling (Mountain)	100	116	109	118	123	119
Bicycling (Road)	100	113	95	134	132	114
Boating (Power)	100	101	83	134	106	103
Canoeing/Kayaking	100	93	84	95	103	104
Fishing (Fresh Water)	100	94	86	107	88	101
Fishing (Salt Water)	100	115	103	138	122	111
Hiking	100	116	103	126	126	124
Horseback Riding	100	100	107	76	91	123
Target Shooting	100	107	96	127	103	109





CONCLUSION

It is critically important for Chandler to understand the national participation trends in recreation activities. In doing so, the Department can gain general insight into the lifecycle stage of recreation sports programs and activities and thereby anticipate potential changes in need and demand.

Locally, participation in general sports, general fitness, and outdoor recreation are anticipated to above or at average, though differences do exist between park planning area.





CHAPTER 3

Community Needs and Prioritized Ranking





CHAPTER 3 - COMMUNITY NEEDS AND PRIORITIZED RANKING

The efforts in creating this Master Plan were based on an evaluation of existing resources and capacity, as well as community input. Thus, a key consideration to creating a vision for parks in Chandler is to understand current community values, needs, and desires. The assessment of these values is accomplished by triangulating information generated from focus groups with staff, public input received via the project website, a statistically valid survey, and reinforcement through virtual community meetings. The survey was written to reflect issues and wishes that emerged from the qualitative data gathered through discussions with staff. Triangulation occurs when findings of the qualitative work is supported by the quantitative work. The following sections discuss this process and resulting findings.

QUALITATIVE INPUT SUMMARY

Throughout 2020 and early 2021, the consultant team conducted a series of focus group, stakeholder, and public meetings, in partnership with City staff, that included representatives from various stakeholder groups; launched the project website; and held several virtual community meetings. The results of these focus group discussions, as well as the input received via the project website and community meetings, were condensed to a series of key themes that emerged.

Discussion with staff, community leaders and citizens revealed the following key themes related to parks in Chandler.

ECONOMIC DEVELOPMENT THROUGH PARK DEVELOPMENT

Opportunity exists for park development to enhance and/or advance economic development. There is also an opportunity for economic development to enhance and support park development.

- ▲ Parks can play a significant role in business attraction, residential development, and the overall quality of life attributes desired by the community.
- ▲ Investment in parks reflects the community's value set and the City's overall attitude of being an active player in the betterment of the community.
- ▲ The development of a sports complex can serve as an economic catalyst, via sports tourism.

INVESTING IN THE EXISTING PARKS SYSTEM

- ▲ Continue to focus on reinvesting in, and maintaining existing parks.
- ▲ Opportunities exist to help meet the park needs of the community, in part, through partnership with Maricopa County.

TRAILS AND CONNECTIVITY

- Desire for a connected, accessible recreational trail system that also supports active transportation and Safe Routes to School initiatives.

ADVOCACY AND AWARENESS

- Increased and targeted communication/marketing is needed to develop more advocacy for, and awareness of, the parks system.

FUNDING THE PARKS SYSTEM

- ▲ Multiple funding strategies are required to meet the needs of the community.
- ▲ Focus on opportunities to expand the City's partnership with Maricopa County and the development community to meet the park needs of the community.
- ▲ Securing funding through bond initiatives and grants will be critical for funding park development over the next 10 years.

WEB-BASED FINDINGS

As part of the community input process, the consultant team, in conjunction with the Department, developed and administered a project website, www.planchandlersparks.com. The website provided residents with an open participation portal to provide feedback on their park needs. The graphic below provides an artistic interpretation of the 100+ responses received via the project website.



STATISTICALLY VALID SURVEY

OVERVIEW

ETC Institute administered a needs assessment survey for the City during the spring and summer of 2020. The survey was administered as part of the City's Parks Master Plan for their residents. The survey results will aid the City in taking a resident-driven approach to making decisions that will enrich and positively affect the lives of residents.

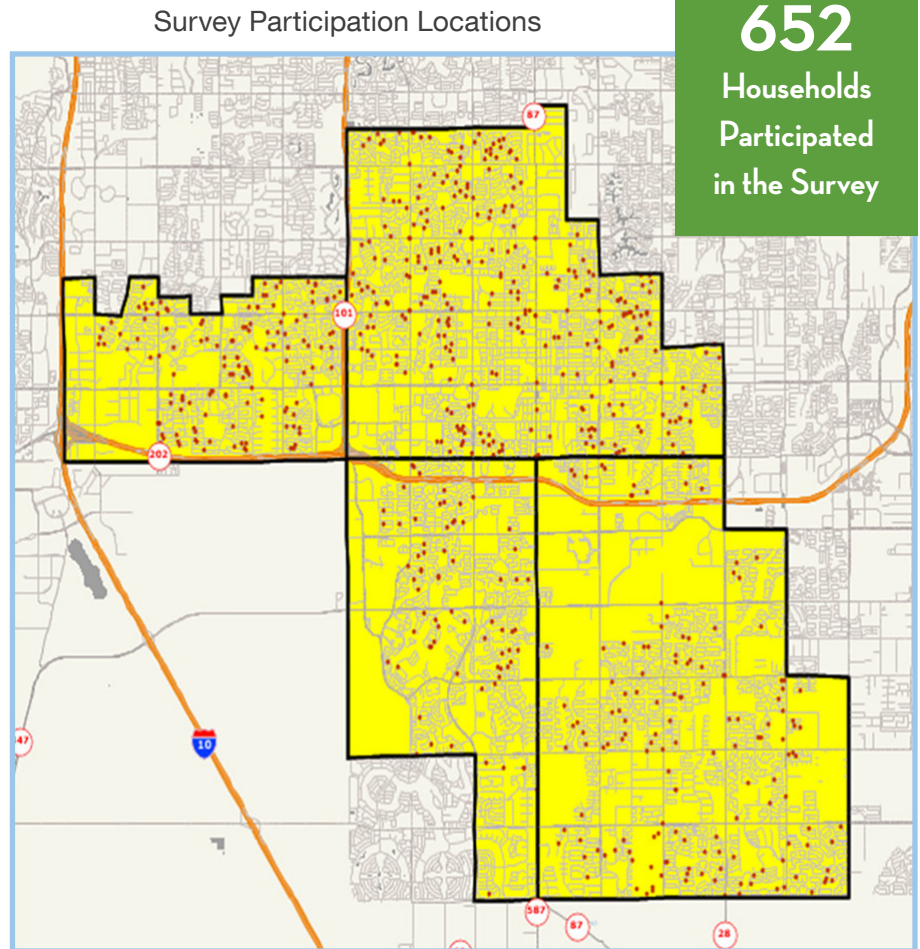
METHODOLOGY

ETC Institute mailed a survey packet to a random sample of households in Chandler. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online.

A few days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation, the emails contained a link to the online version of the survey to make it easier for residents to complete the survey. To prevent people who were not residents of Chandler from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to obtain completed surveys from at least 500 resident households. The goal was exceeded with a total of 652 households completing the survey. The overall results for the sample of 652 households have a precision of at least $\pm 3.8\%$ at the 95% level of confidence. The scatter plot graph above indicates where completed surveys were received from households in Chandler.

The major findings of the survey are summarized on the following pages. Complete survey results are provided in Appendix A.



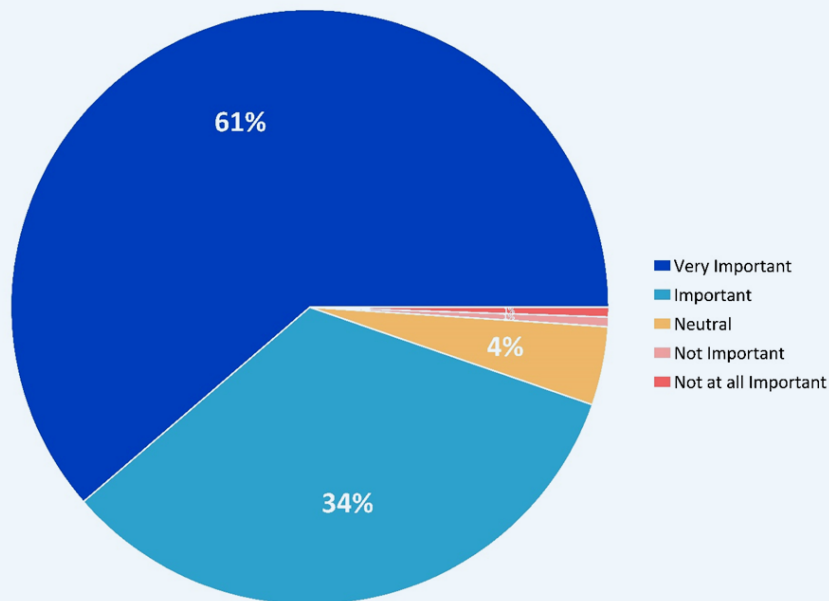
IMPORTANCE OF HIGH-QUALITY PARKS AND TRAILS

Respondents were asked to indicate the importance of high-quality parks and trail experiences in Chandler.

- Sixty-one percent (61%) indicated “Very Important” while another 34% indicated “important.”

Q1. Please indicate how important high-quality park and trail experiences are to the quality of life in the City of Chandler.

by percentage of respondents (without "don't know")

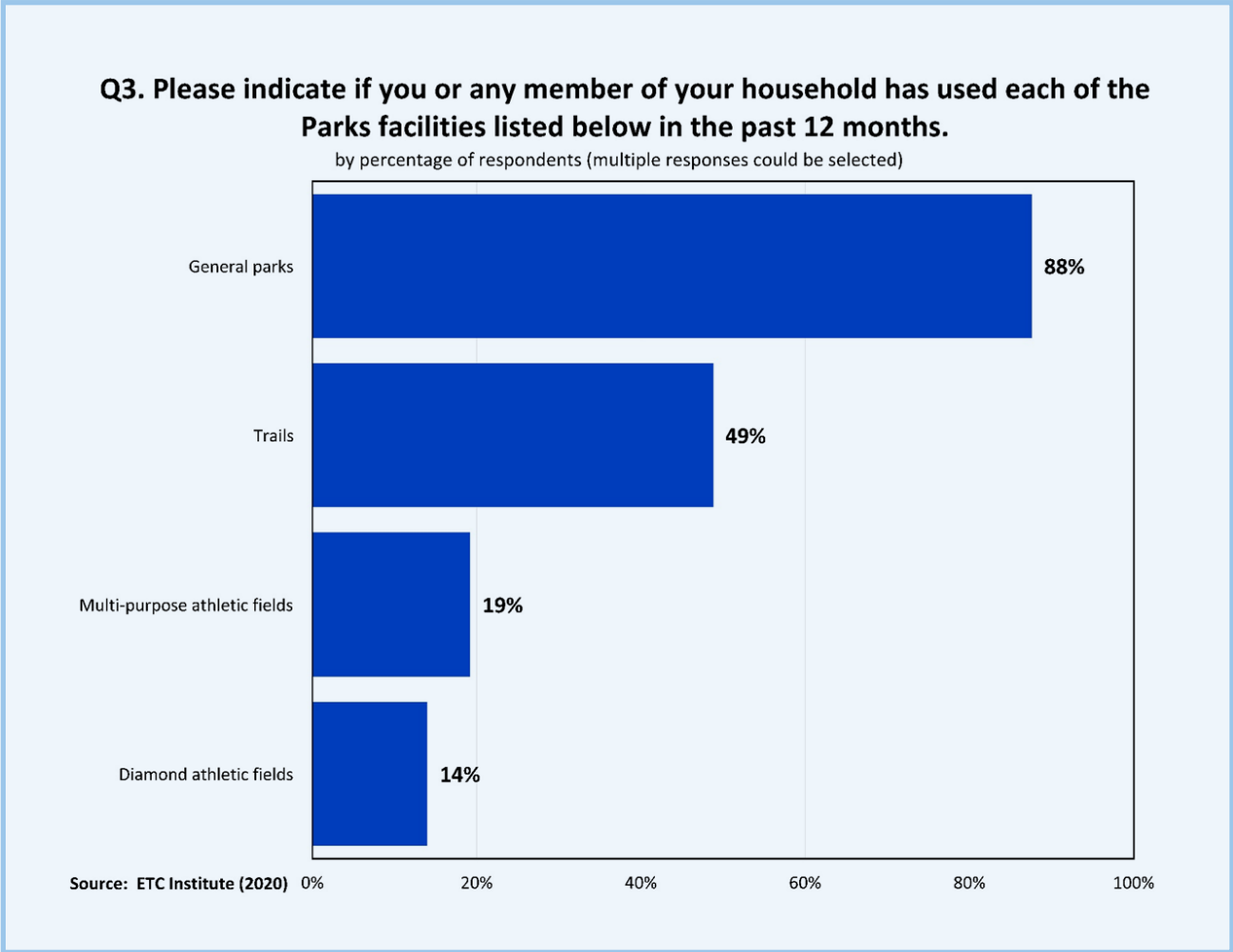


Source: ETC Institute (2020)



PARK AND FACILITY UTILIZATION AND CONDITION RATINGS

- Utilization
 - Eighty-eight percent (88%) of households used parks over the past 12 months.
 - The national benchmark for park utilization is 76%.

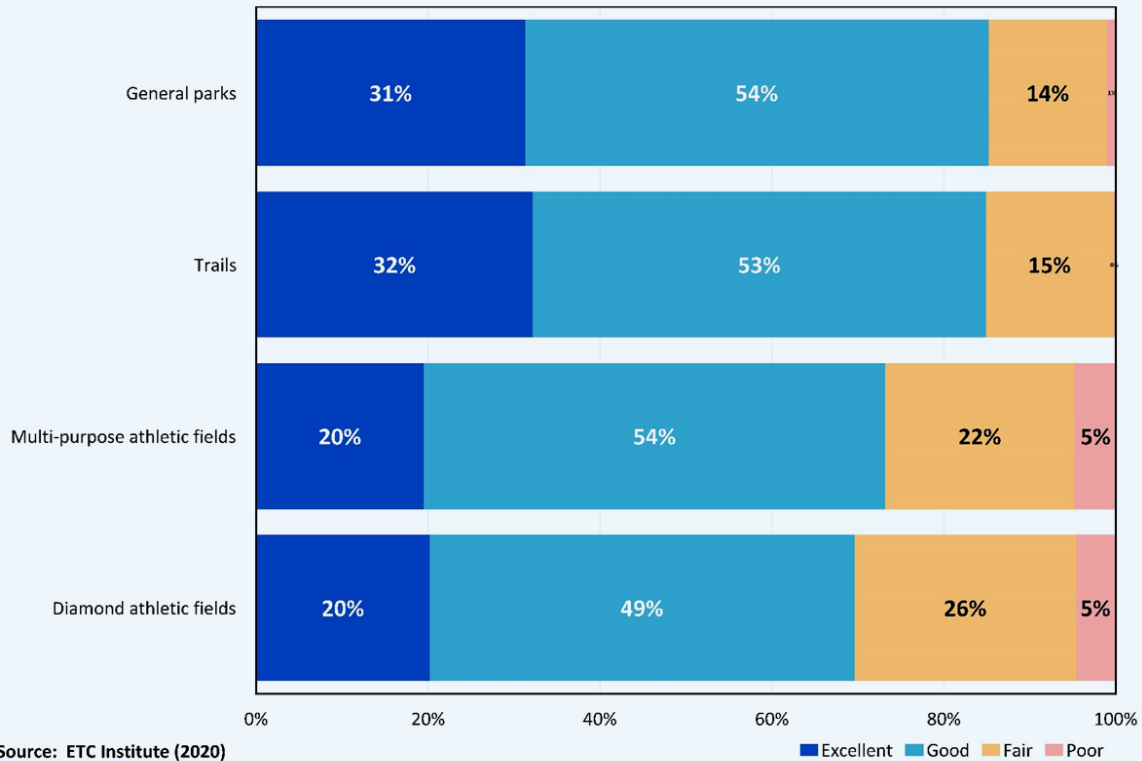


Condition Ratings of Parks, Trails and Athletic Fields

- ◆ Thirty-one percent (31%) of households rated the condition of the parks as excellent.
- ◆ Thirty-two percent (32%) of households rated the condition of trails as excellent.
- ◆ Only twenty percent (20%) of households rated the condition of athletic fields as excellent.
- ◆ *The national benchmark for excellent is 29%.*

Q3. If "YES," please rate the facilities of this type using a scale of 4 to 1, where 4 means "Excellent" and 1 means "Poor."

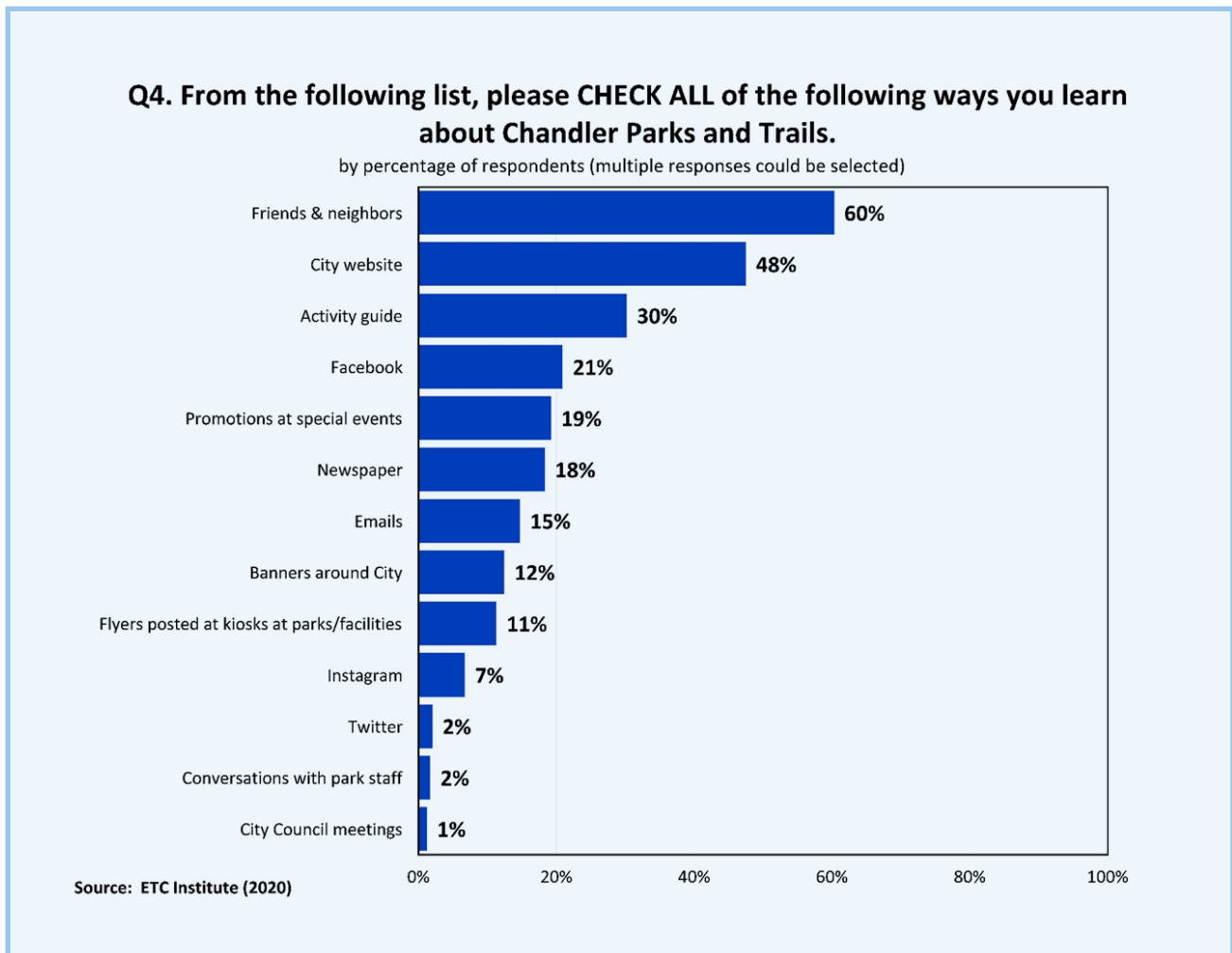
by percentage of respondents using a scale of 1 to 4, where 4 means "excellent" and 1 means "poor" (without "don't know")



WAYS HOUSEHOLDS CURRENTLY LEARN ABOUT PARKS AND TRAILS

- ▲ Sixty percent (60%) learned about Chandler’s parks and trails from friends and neighbors. It was the most utilized source of information.
- ▲ Forty-eight percent (48%) of households indicated they utilize the City website as an information source.
- ▲ Other most used sources include:
 - ◆ Activity Guide (30%).
 - ◆ Facebook (37%).

The national benchmark for from friends and neighbors is 43%. The national benchmark for website is 31%.

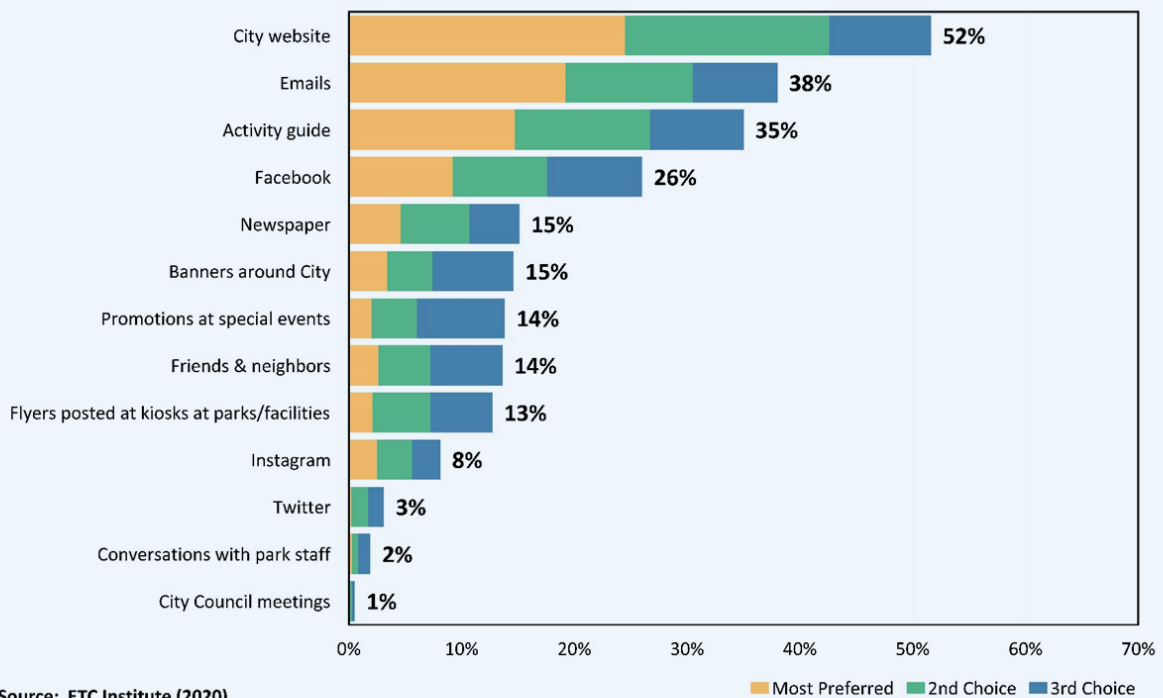


WAYS HOUSEHOLDS WOULD PREFER TO LEARN ABOUT PROGRAMS AND ACTIVITIES

- ▲ Emails were the most preferred source of information with learning about Chandler's Parks and Trails.
 - ◆ Fifty-two percent (52%) of households indicated they would prefer to continue to learn about parks and trails via the City website.
- ▲ Other most preferred sources include:
 - ◆ Emails (38%)
 - ◆ Activity Guide (35%)
 - ◆ Facebook (26%)

Q5. From the list in Question 4, which THREE methods of communication would you MOST PREFER the City to use to communicate with you about parks and trails?

by percentage of respondents who selected the items as one of their top three choices



FACILITY IMPORTANCE AND UNMET NEEDS

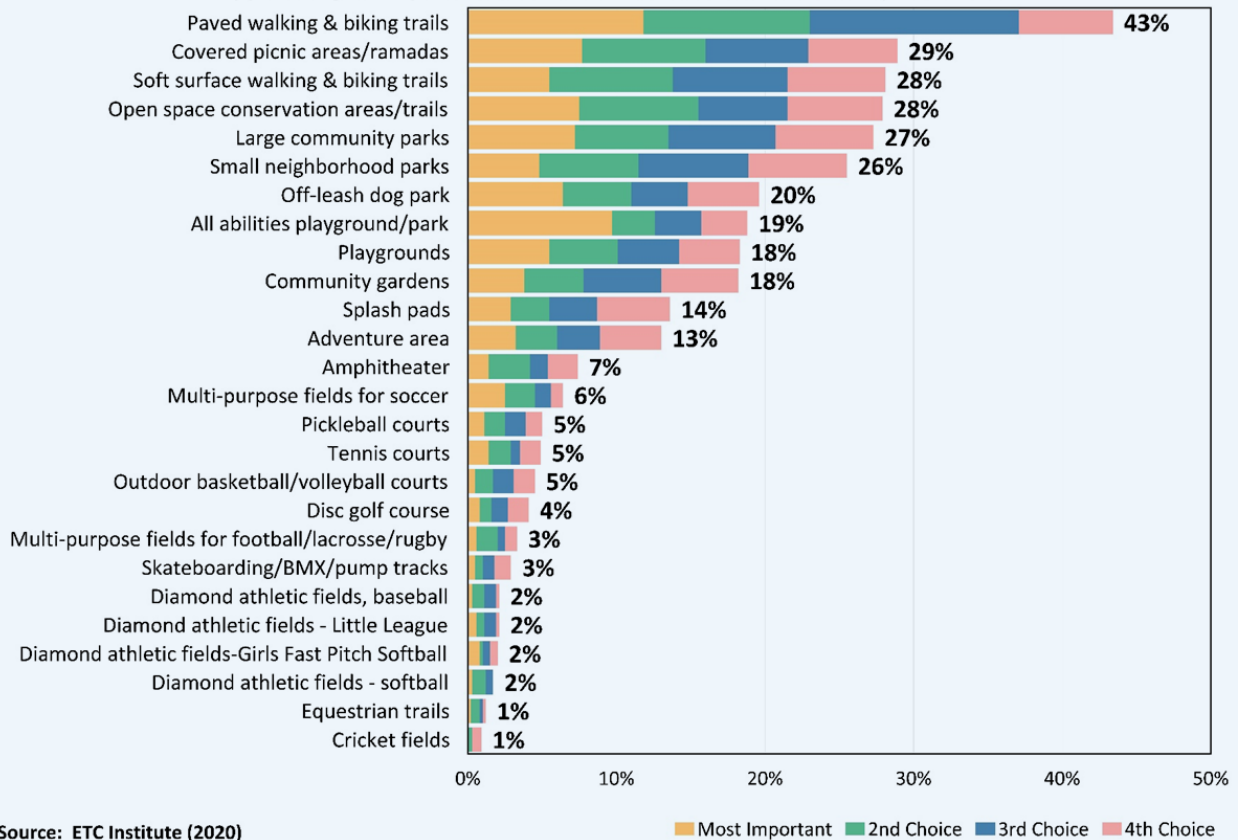
Respondents were asked to indicate from a list of facilities/amenities the level of importance and how well their needs were being met with the current inventory provided by the City.

Facility Importance:

- ▲ Based on the sum of respondents' top four choices, 43% indicated Paved Walking and Biking Trails were the most important to their household.
- ▲ Other most important facilities include:
 - ◆ Covered Picnic Shelters (29%)
 - ◆ Soft Surface Walking and Biking Trails (28%)
 - ◆ Open Space Conservation Areas/Trails (28%)
 - ◆ Large Community Parks (27%)

Q9. Facilities Most Important to Households

by percentage of respondents who selected the items as one of their top four choices

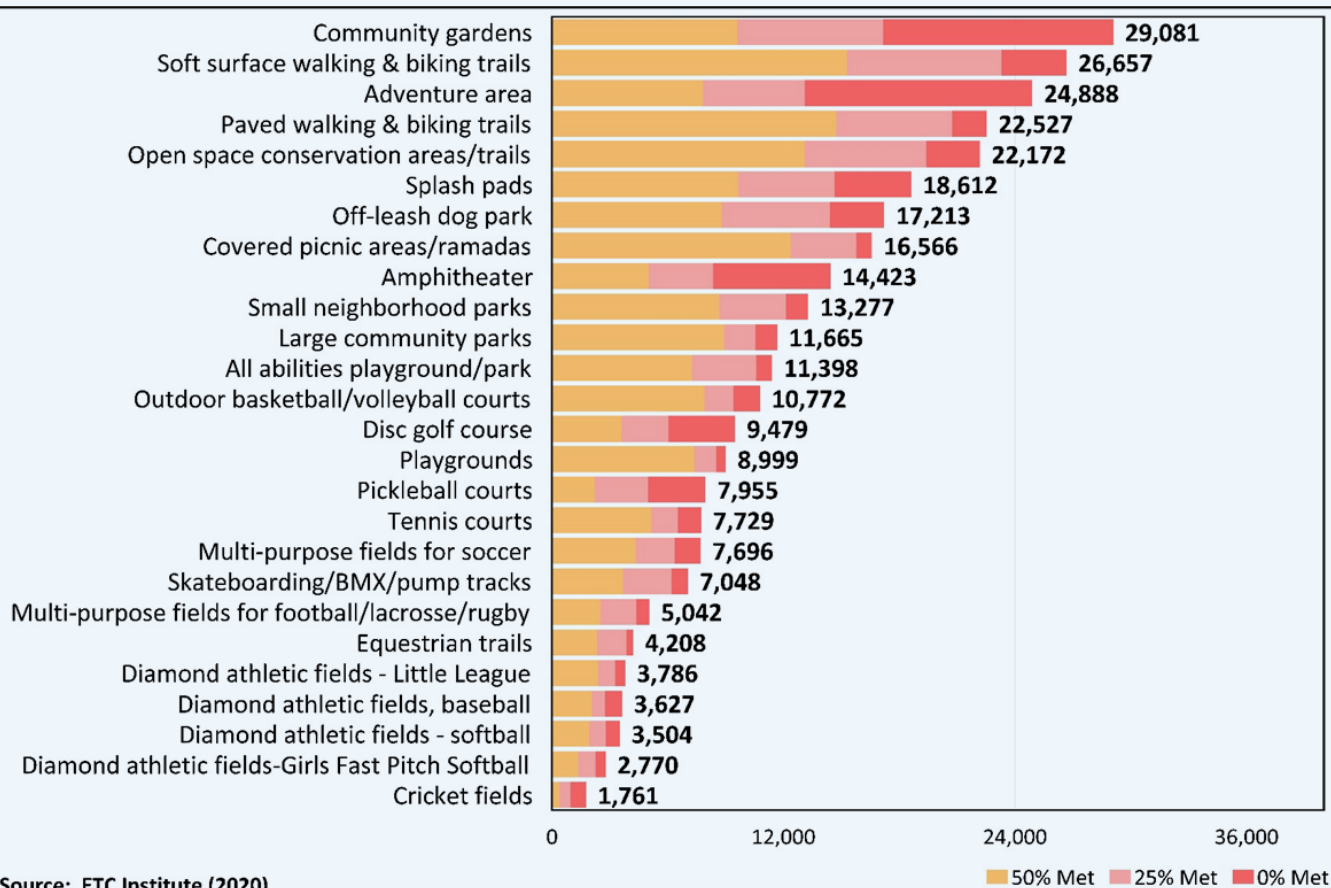


PLEASE NOTE: When viewed through the lens of specific field typology, athletic fields appear to rank low in importance. However, when the responses for “multi-purpose” fields are combined and the responses for “diamond” fields are combined, the importance of each field typology to households significantly increases.

▲ How well household needs are being met for facilities:

- ◆ Based on the number of households who indicated their needs were only being met 50% or less, 29,081 households indicated an unmet need for Community Gardens.
- ◆ Other unmet needs include:
 - » Soft Surface Walking and Biking Trails (26,657 households)
 - » Adventure Area (24,888 households)
 - » Paved Walking and Biking Trails (22,527 households)
 - » Open Space Conservation Areas/Trails (22,172 households)

Estimated Number of Households Whose Needs for Facilities Are Being Met 50% or Less



PLEASE NOTE: When viewed through the lens of specific field typology, athletic fields appear to rank low in terms of unmet needs. However, when the responses for “multi-purpose” fields are combined the responses for “diamond” fields are combined, the level of unmet need for each field typology significantly increases.

PROGRAM/SERVICE OPPORTUNITIES - IMPORTANCE AND UNMET NEEDS

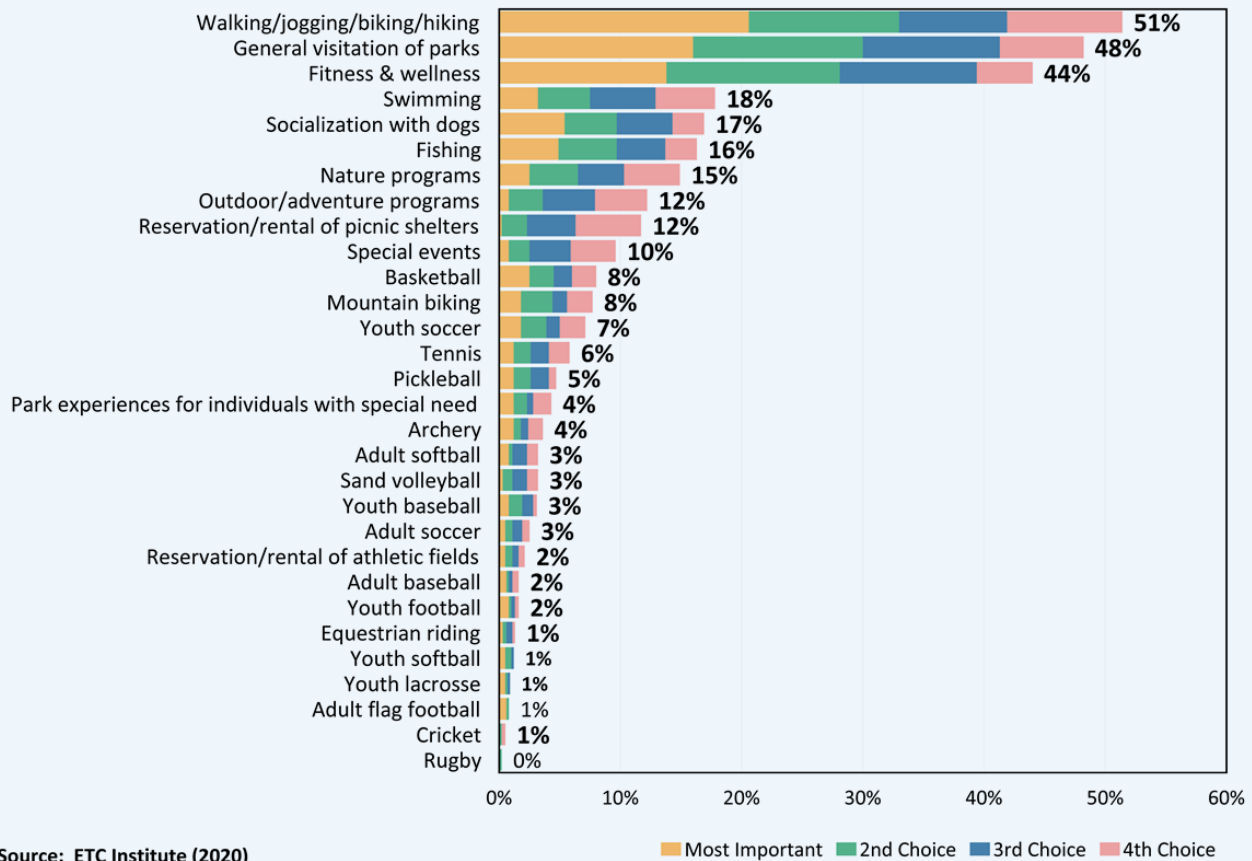
Respondents were asked to indicate from a list of programs and services the level of importance and how well their needs were being met with the current inventory provided by the City.

Program Importance:

- ▲ Fifty-one percent (51%) of households indicated that opportunities to walk/jog/bike/hike were important to them.
- ▲ Other most important programs/service opportunities include:
 - ◆ General Visitation of Parks (48% of households)
 - ◆ Fitness and Wellness (44% of households)

Q12. Programs Most Important to Households

by percentage of respondents who selected the items as one of their top four choices



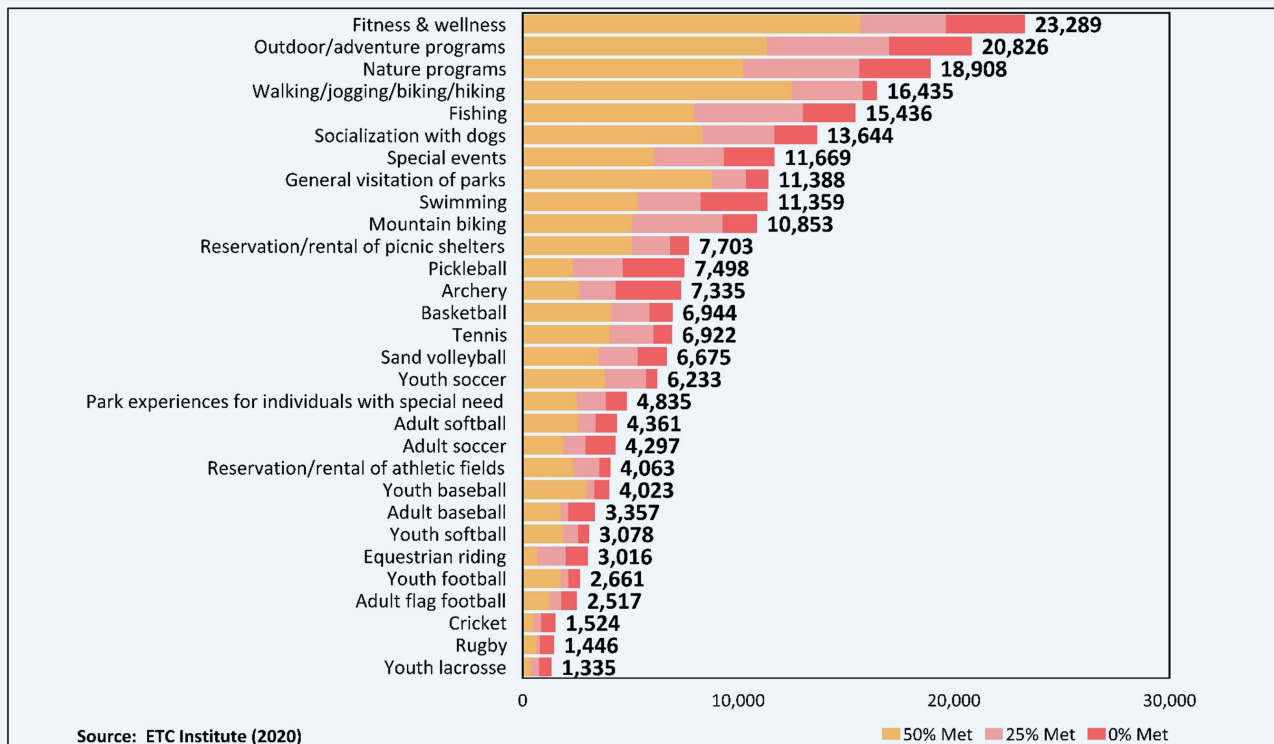
PLEASE NOTE: When viewed through the lens of specific athletic field programs, these experiences appear to rank low in importance. However, when the responses for “multi-purpose field” athletics are combined and the responses for “diamond” field athletics are combined, the importance for each athletic field program significantly increases.



How Well Needs Are Being Met for Programs and Service Opportunities

- ▲ Based on the number of households who indicated their needs were only being met 50% or less, 23,289 households responded that Fitness and Wellness had the greatest level of unmet need.
- ▲ Other unmet needs include:
 - ◆ Outdoor Adventure (20,826 households)
 - ◆ Nature Programs (18,908 households)
 - ◆ Walk/Jog/Bike/Hike (16,435 households)
 - ◆ Fishing (15,436 households)

Estimated Number of Households Whose Needs for Programs Are Met 50% or Less



PLEASE NOTE: When viewed through the lens of specific athletic field programs, these experiences appear to have low levels of unmet need. However, when the responses for “multi-purpose field” athletics are combined and the responses for “diamond” field athletics are combined, the level of unmet need for each athletic field program significantly increases.

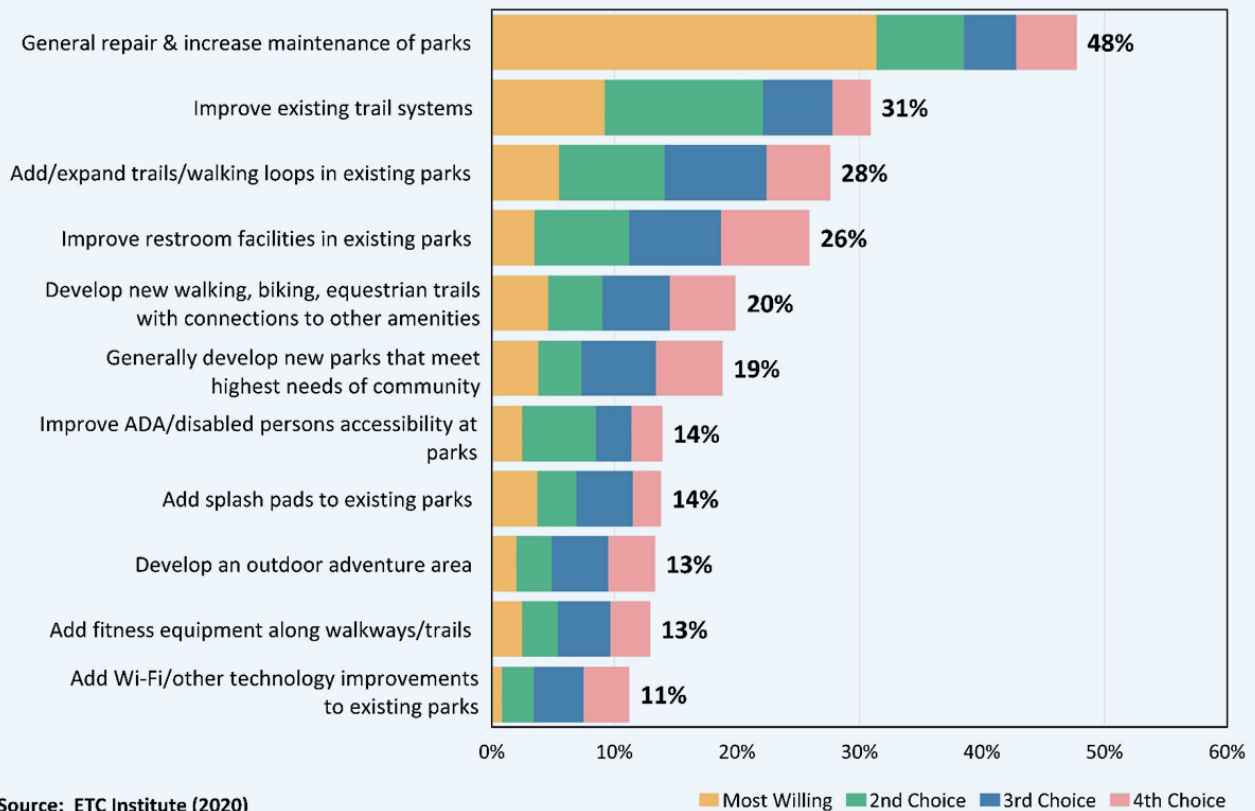
POTENTIAL IMPROVEMENTS MOST WILLING TO FUND

Respondents were asked to indicate their level of funding support for the improvements to the Chandler parks and trails system.

- ▲ Based on the percentage of households who indicated support for improvements, 48% were most supportive of General Repair and Increase Maintenance of Parks.
- ▲ Other most supported actions include:
 - ◆ Improve Existing Trail System (31%)
 - ◆ Add/Expand Trails/Walking Loops in Existing Parks (28%)
 - ◆ Improve Restrooms in Existing Parks (26%)

Q14. Which FOUR of the items listed in Question 13 would you be MOST WILLING to fund?

by percentage of respondents who selected the items as one of their top four choices



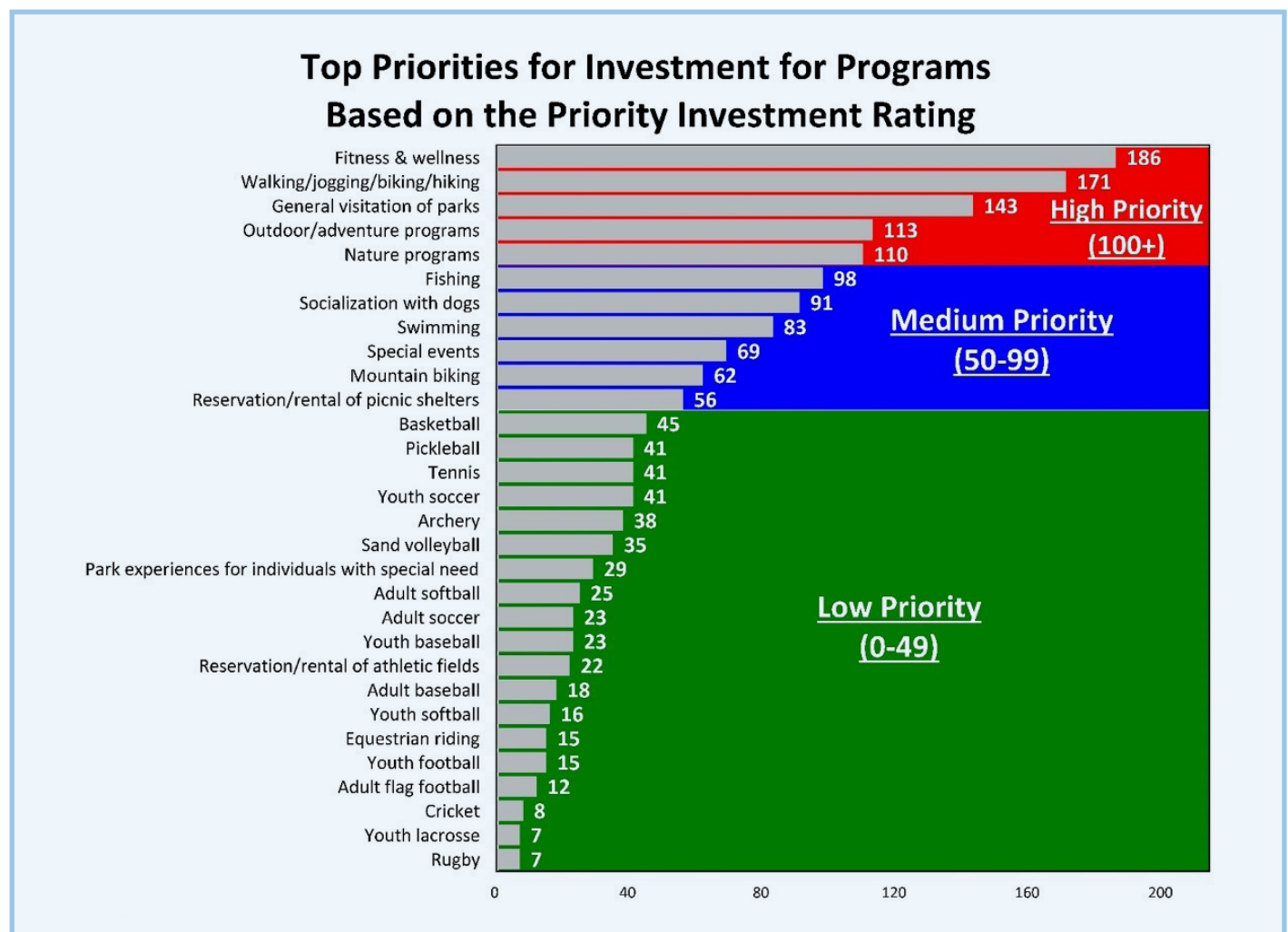
NEEDS ASSESSMENT PRIORITY RANKINGS

The purpose of the program and facility priority rankings is to provide a prioritized list of facility/amenity needs and program needs for the community served by Chandler Parks. This model evaluates both quantitative and qualitative data.

- ▲ Quantitative data includes the statistically valid survey, local demographics and recreation trends.
- ▲ Qualitative data includes resident feedback obtained through project website, community input, stakeholder interviews, staff input, and planning team observations.
- ▲ A weighted scoring system was used to determine the priorities for programs/services and facilities/amenities.

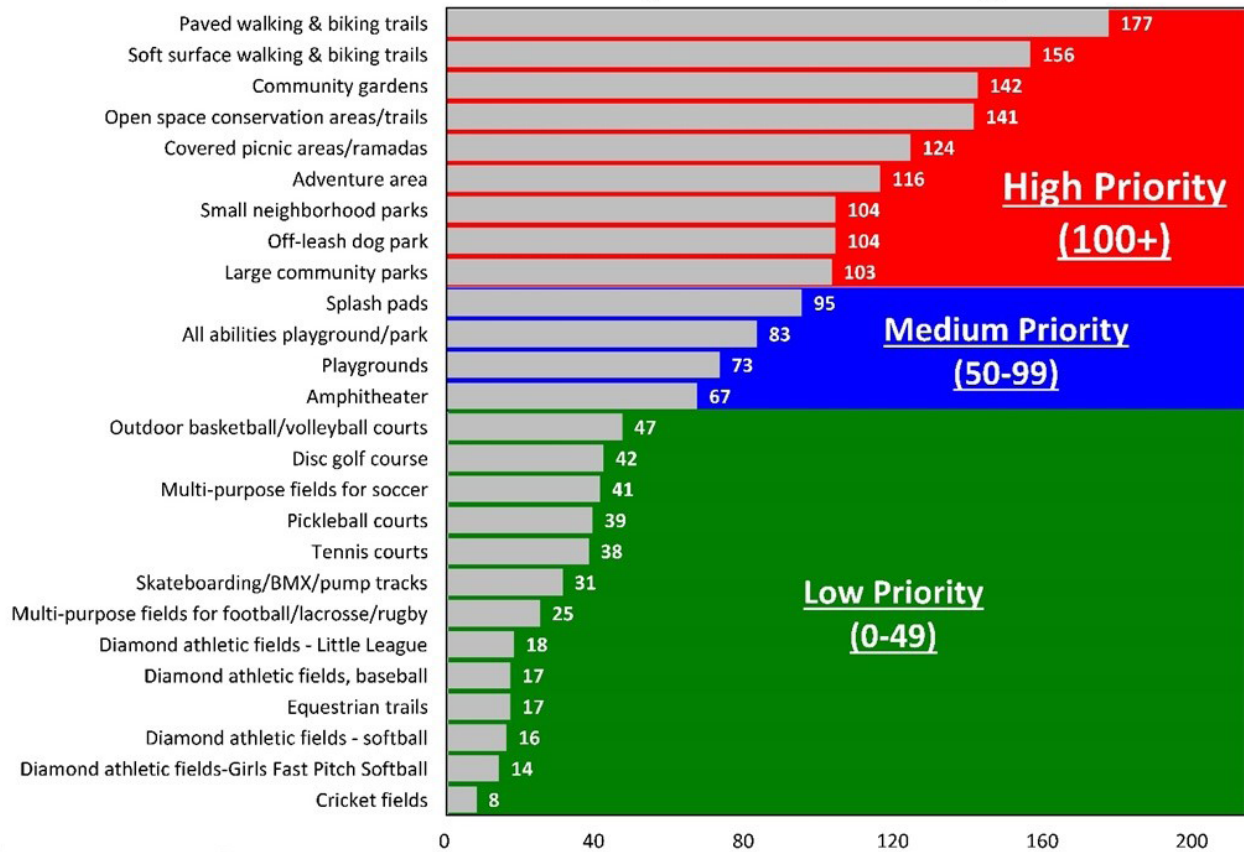
These weighted scores provide an overall score and priority ranking for the system as a whole. The results of the priority ranking are tabulated into three categories: High Priority (top third), Medium Priority (middle third), and Low Priority (bottom third).

PROGRAM RANKINGS



PLEASE NOTE: When viewed through the lens of specific athletic field programs, these experiences appear to be low priority. However, when the responses for “multi-purpose field” athletics are combined and the responses for “diamond” field athletics, the priority ranking increases significantly and both can be considered as a Medium Priority.

Top Priorities for Investment for Facilities Based on the Priority Investment Rating



PLEASE NOTE: When viewed through the lens of specific field typology, athletic fields appear to rank as a low priority. However, when the responses for “multi-purpose” fields are combined and the responses for “diamond” fields are combined, the ranking for each field typology significantly increases and both can be considered as a Medium Priority.

Further analysis of the program/service and facility/amenity priorities revealed a high level of consistency across all four Park Planning Areas. The following charts identify highest program/service and facility/amenity priorities by Park Planning Area.

Program and Service Prioritization by Park Planning Area

High Priority Programs and Services	City-Wide	North	Southeast	Southwest	West
Fitness & wellness	●	●	●	●	●
Walking/jogging/biking/hiking	●	●	●	●	●
General visitation of parks	●	●	●	●	●
Outdoor/adventure programs	●	●	●	●	○
Nature programs	●	●	○	●	○
Swimming	○	○	●	○	○
Fishing	○	○	●	●	○
Socialization with dogs	○	○	●	○	○

Facility and Amenity Prioritization by Park Planning Area

High Priority Facilities and Amenities	City-Wide	North	Southeast	Southwest	West
Paved walking & biking trails	●	●	●	●	●
Soft surface walking & biking trails	●	●	●	●	●
Community gardens	●	●	●	●	●
Open space conservation areas/trails	●	●	●	●	●
Covered picnic areas/ramadas	●	●	○	●	●
Adventure area	●	●	●	○	●
Small neighborhood parks	●	●	●	○	●
Off-leash dog park	●	●	○	○	●
Large community parks	●	○	●	○	●
Splash Pads	○	●	●	○	○



CHAPTER 4

Park Classification, Design Principles, and Facility Inventory/Assessment





CHAPTER 4 - PARK CLASSIFICATION, DESIGN PRINCIPLES, AND FACILITY INVENTORY/ASSESSMENT

In developing design principles for parks, it is important that each park be programmed, planned, and designed to meet the needs of its service area and classification within the overall parks and recreation system. The term programming, when used in the context of planning and developing parkland, refers to a list of uses and facilities and does not always include staff-managed recreation programs. The program for a site can include such elements as ball fields, spray parks, shelters, restrooms, sport courts, trails, natural resource stewardship, open meadows, nature preserves, or interpretive areas. These types of amenities are categorized as lead or support amenities. The needs of the population of the park it is intended to serve should be considered and accommodated at each type of park.

Every park, regardless of type, needs to have an established set of outcomes. Park planners and designers design to those outcomes, including operational and maintenance costs associated with the design outcomes.

Each park classification category serves a specific purpose, and the features and facilities in the park must be designed for the number of age segments the park is intended to serve, the desired length of stay deemed appropriate, and the uses it has been assigned. Recreation needs and services require different design standards based on the age segments that make up the community that will be using the park. A varying number of age segments will be accommodated with the park program depending on the classification of the park.

Terminology Utilized in Park Design Principles

- ▲ **Land Usage:** The percentage of space identified for either passive use or active use in a park. A Parks and Recreation Master Plan should follow land usage recommendations.
- ▲ **Programming:** Can include active or passive programming. Active means it is organized and planned with pre-registration by the user. Examples of active programming include sports leagues, day camps, and aquatics. Passive programming is self-directed by the user at their own pace. Examples of passive programming include playground usage, picnicking, disc golf, reading, or walking the dog.
- ▲ **Park/Facility Classifications:** Includes pocket park, neighborhood park, community park, regional park, sports complex facility, recreation/special use park and greenbelts, and conservation.
- ▲ **Revenue Facilities:** These include facilities that charge to play on them in the form of an access fee, player fee, team fee, or permit fee. These could include pools, golf courses, tennis courts, sport field complexes, concession facilities, nature centers, reservable shelters, and special event spaces.
- ▲ **Signature Facility/Amenity:** This is an enhanced facility or amenity which is viewed by the community as deserving of special recognition due to its design, location, function, natural resources, etc.

Over the last 20 years, the City of Chandler's park system has expanded and grown more diverse in the experiences that it provides to its residents. As the park system has evolved so has the need for classification system that the City utilizes to classify its parks. The consulting team recommends the adoption of the park classification system and design principles found in the following sections.

General Park Design

Intent: To provide the City with parks that are centerpieces of neighborhoods; places that people use regularly and care for; are aesthetically pleasing, universally accessible, and safe; allow for both individual and group activities and both formal and impromptu use; are successfully maintained; and are programmed, planned, and designed to meet the needs of its surrounding neighborhood(s) and typology within the overall parks and recreation system.

GENERAL DESIGN GUIDELINES

Parks should be designed to be aesthetically pleasing, inviting, innovative, universally accessible, connect people with place, and create value and a sense of ownership among its users.

Park entries and edges should be inviting and well maintained. Bounding streets should be integrated into the design (planting street trees, repaving sidewalks, etc.) as feasible and appropriate. Entries should be clearly marked with park signage.

Path circulation should provide access to amenities as well as loops for walking.

Restroom buildings in community and regional parks should be located in near recreation fields, children's play areas, and group picnic areas, if possible. Restroom buildings should be aesthetically pleasing and well-maintained. They can provide opportunities for unique architectural and artistic expression in the park.

Parks should be designed to ensure safety and the perception of safety, through visibility, activation, and other applicable strategies of Crime Prevention Through Environmental Design (CPTED).

Parks should have sufficient lighting to ensure safety, day and night.

Care should be made to preserve valuable existing trees.

New parks should be a central feature of a neighborhood and should be located where it can be easily accessed by residents and visitors of all ages and abilities.

Parks should be programmed, planned, and designed to meet the needs of the surrounding neighborhood and classification within the overall parks and recreation system. Please refer to Chandler's Park Classifications, including minimum acreage and typical amenities, when creating design goals.

The designer should establish a set of outcomes or design goals, based on Chandler's Park Classifications, and should design to those outcomes, including operational and maintenance costs associated with the design outcomes.

PROXIMITY STANDARDS

Further service delivery analysis should be undertaken to ensure equitable access to Parks. The service area of a park is another level of service measurement that the city should consider to assess the quality of the system. Service area is directly attributable to how accessible the park system is to the City's residents. In short, a park or facility's service area is the accepted amount of time that most park patrons will travel from their home to get to a given recreation destination. The service area standards by park/facility type could be as follows:

PARK TYPE	WALK/BIKE SERVICE AREA	DRIVE TIME SERVICE AREA
Neighborhood	5 to 10-minute walk/bike time; bus stop within ¼-mile, preferred	Less than 10 minutes
Community	10 to 15-minute walk/bike time	10 to 20-minute drive time
Regional	Greater than 30-minute walk/bike time	30 to 60-minute drive time

A potential goal of City's could be for each household in the city to be served by a neighborhood, community, or regional park utilizing a set of walking and/or driving distance standards. City staff acknowledge, however, that development patterns across the city make certain areas not suitable for neighborhood, and in some

cases, community parks. There are also heavily developed neighborhoods where the Department relies on homeowner's associations to operate and maintain neighborhood parks for their communities.

PARK CLASSIFICATIONS

POCKET PARKS

A pocket park is a small outdoor space, usually less than 0.1 acres up to 1½ acres, most often located in an urban or residential area surrounded by commercial buildings or houses. Pocket parks are small spaces that may serve a variety of functions, such as: small event space, play areas for children, spaces for relaxing and socializing, taking lunch breaks, etc. Successful pocket parks have four key qualities: They are accessible; they allow people to engage in activities; they are comfortable and inviting; and they allow for sociability. In general, pocket parks offer minimal amenities on-site and are not designed to support programmed activities. The service area for pocket parks is usually less than a quarter-mile and they are intended for users within close walking distance of the park.

NEIGHBORHOOD PARKS

Neighborhood parks in Chandler typically serve neighborhoods within a one-square-mile area and are generally one to 10 acres in size. The service area that these parks reach is approximately ½-mile radius. Many neighborhood parks in Chandler have been developed adjacent to elementary schools to share amenities and parking. Neighborhood parks serve the recreational and social focus of the adjoining neighborhoods and contribute to a distinct neighborhood identity. Amenities typically include playgrounds, pavilions, multi-use courts, lighted walking paths, and open areas. Chandler currently has 51 developed neighborhood parks and two more neighborhood parks (Lantana Ranch and Homestead North) scheduled for development.

A neighborhood park should be 1½ to 10 acres; however, some neighborhood parks are determined by use and facilities offered and not by size alone. The service radius for a neighborhood park is typically ½-1 mile. Neighborhood parks should have safe pedestrian access for surrounding residents; parking typically not provided for neighborhood parks. Neighborhood parks serve the recreational and social focus of the adjoining neighborhoods and contribute to a distinct neighborhood identity. There may be opportunities to create joint-use sites that serve as both neighborhood parks and recreational space for schools.

- ▲ **Service radius:** ½ - 1 mile radius,
- ▲ **Site Selection:** On a local or collector street. If near an arterial street, provide natural or artificial barrier. Next to a school, where possible. Encourage location to link subdivisions and linked by trails to other parks.
- ▲ **Length of stay:** One to four hours.
- ▲ **Amenities:** One signature amenity (e.g. playground, sport court, gazebo). If an signature amenity is not present it may include one non-programmed sports field, playgrounds for ages 2-5 and 5-12, one reservable shelter for parks three acres in size or greater, loop trails, one type of sport court, benches, and/or a small shaded area next to play areas.
- ▲ **Landscape design:** Appropriate design to enhance the park theme/use/experience.
- ▲ **Revenue facilities:** none.
- ▲ **Land usage:** Eighty-five percent (85%) active/15 percent passive.

- ▲ **Programming:** Typically, none.
- ▲ **Maintenance standards:** Provide the highest-level maintenance with available funding. Seek a goal of Level 2 maintenance standards. Some amenities may require Level 1 maintenance
- ▲ **Signage:** Directional signage and facility/amenity regulations to enhance user experience.
- ▲ **Parking:** Where possible, design should include widened on-street parking area adjacent to park. Goal is to maximize usable park space. Traffic-calming devices encouraged next to park.
- ▲ **Lighting:** Security only.
- ▲ **Size of park:** Typically, 1 to 10 acres.

COMMUNITY PARKS

Community parks are intended to be accessible to multiple neighborhoods and should focus on meeting community-based recreational needs, as well as preserving unique landscapes and open spaces. Community parks are generally larger in scale than neighborhood parks, but smaller than regional parks, and are designed typically for residents who live within a three-mile radius. When possible, the park may be developed adjacent to a school. Community parks provide recreational opportunities for the entire family and often contain facilities for specific recreational purposes: athletic fields, extreme sports amenity, loop trails, picnic areas, reservable picnic shelters, sports courts (tennis, basketball, sand volleyball), restrooms with drinking fountains, large turfed and landscaped areas, and a playground or spray ground. Passive outdoor recreation activities, such as meditation, quiet reflection, and wildlife watching also take place at community parks.

Community parks in Chandler generally range from 10 to 50 acres. Community parks serve a larger area — radius of two to three miles and contain more recreation amenities than a neighborhood park. They also have the capacity to function as neighborhood parks for the local area. There are currently nine community parks in Chandler with two more to develop (Lantana Ranch and Mesquite Groves).

- ▲ **Service radius:** Two to three-mile radius.
- ▲ **Site selection:** On two collector streets minimum and preferably one arterial street. If near an arterial street, provide natural or artificial barrier. Minimal number of residences abutting site. Preference is streets on four sides, or three sides with school or municipal use on fourth side. Encourage trail linkage to other parks.
- ▲ **Length of stay:** Two to three hours experience.
- ▲ **Amenities:** Four signature amenities at a minimum (e.g. trails, sports fields, large shelters/pavilions, community playground for ages 2-5 and 5-12 with some shaded elements, recreation center, pool or family aquatic center, sports courts, water feature); public restrooms with drinking fountains; ample parking; and security lighting. sport fields and sport complexes are typical at this park.
- ▲ **Revenue facilities:** One or more (e.g. pool, sports complex, pavilion).
- ▲ **Land usage:** Sixty-five percent (65%) active and thirty-five (35%) passive.
- ▲ **Maintenance standards:** Provide the highest-level maintenance with available funding. Seek a goal of Level 2 maintenance standards. Some amenities may require Level 1 maintenance.
- ▲ **Parking:** Sufficient to support the amenities; occupies no more than 10% of the park. Design should include widened on-street parking area adjacent to park. Goal is to maximize usable park space. Traffic-calming devices encouraged within and next to the park.
- ▲ **Lighting:** Amenity lighting includes sport field light standards.
- ▲ **Signage:** Directional signage and facility/amenity regulations to enhance user experience. May include kiosks in easily identified areas of the facility.
- ▲ **Landscape design:** Appropriate design to enhance the park theme/use/experience. Enhanced landscaping at park entrances and throughout park.
- ▲ **Other:** Strong appeal to surrounding neighborhoods; loop trail connectivity; linked to regional park, trail or recreation facility.
- ▲ **Size of park:** Typically 10 to 75 acres.

REGIONAL PARK

A regional park functions as a destination location that serves a large area of several communities, residents within a city, city or county, or across multiple counties. Depending on activities within a regional park, users may travel as many as 60 miles for a visit. Regional parks include recreational opportunities such as soccer, softball, golf, conservation-wildlife viewing and fishing. Although regional parks usually have a combination of passive areas and active facilities, they are likely to be predominantly natural resource-based parks.

A common size for a regional park is 50 or more acres in size. A regional park focuses on activities and natural features not included in most types of parks and often based on a specific scenic or recreational opportunity. Facilities could include those found in a community park and have specialized amenities, such as an amphitheater, golf course, or natural area with interpretive trails. Regional parks can and should promote tourism and economic development. Regional parks can enhance the economic vitality and identity of the entire region.

- ▲ **Service radius:** Three-mile or greater radius.
- ▲ **Site selection:** Prefer location which can preserve natural resources on-site, such as wetlands, streams, and other geographic features or sites with significant cultural or historic features. Significantly large parcel of land. Access from public roads capable of handling anticipated traffic.
- ▲ **Length of stay:** All or multiple day experience.
- ▲ **Amenities:** Six to 12 amenities to create a signature facility (e.g. dog parks, fishing/boating access, golf course, tennis complex, sports complex, lake, regional playground, 3+ reservable picnic shelters, camping, outdoor recreation/extreme sports, recreation center, pool, gardens, trails, zoo, specialty facilities); restrooms with drinking fountains; concessions; restaurant; ample parking; special event site.
- ▲ **Revenue facilities:** Typically, park designed to produce revenue to offset operational costs.
- ▲ **Land usage:** Up to 50% active/50% passive.
- ▲ **Maintenance standards:** Provide the highest-level maintenance with available funding. Seek a goal of Level 2 maintenance standards. Some amenities may require Level 1 maintenance.
- ▲ **Parking:** Sufficient for all amenities. Traffic-calming devices encouraged within and next to park.
- ▲ **Lighting:** Amenity lighting includes sport field light standards.
- ▲ **Signage:** Directional signage and facility/amenity regulations to enhance user experience, may include kiosks in easily identified areas of the facility.
- ▲ **Landscape design:** Appropriate design to enhance the park theme/use/experience. Enhanced landscaping at park entrances and throughout park.
- ▲ **Other:** Linked to major trails systems, public transportation available, concessions, food and retail sales available, dedicated site managers on duty. Wi-Fi and telephone/cable TV conduit.
- ▲ **Size of park:** Typically, 75 to 250 acres.



SPORTS COMPLEX

Sports complexes at community parks, regional parks, and stand-alone sports complexes are developed to provide four to 16+ fields or courts in one setting. A sports complex may also support extreme sports facilities, such as BMX and skateboarding. Sports complexes can be single focused or multi-focused and can include indoor or outdoor facilities to serve the needs of both youth and adults. Outdoor fields should be lighted to maximize value and productivity of the complex. Agencies developing sports complexes focus on meeting the needs of residents while also attracting sport tournaments for economic purposes to the community.

Sport field design includes appropriate field distances for each sport's governing body and support amenities designed to produce revenue to offset operational costs.

Signature sports complexes include enhanced amenities, such as artificial turf, multipurpose field benches and bleachers, scoreboards, amplified sound, scorer's booths, etc. Enhanced amenities would be identified through discussion between City and schools and/or sports associations and dependent upon adequate funding.

- ▲ **Service radius:** Determined by community demand.
- ▲ **Site selection:** Stand-alone sports complexes are strategically located on or near arterial streets. Refer to community or regional park sections if sport complex located within a park. Preference is streets on four sides, or three sides with school or municipal use on fourth side.
- ▲ **Length of stay:** Two to three hours experience for single activities. Can be all day for tournaments or special events.
- ▲ **Amenities:** Four to sixteen or more fields or sports courts in one setting; restrooms, ample parking, turf types appropriate for the facility and anticipated usage, and field lighting.
- ▲ **Revenue facilities:** Four or more (e.g. fields, concession stand, picnic pavilion).
- ▲ **Land usage:** Ninety-five percent (95%) active and 5% passive.
- ▲ **Retention basins:** While joint use is acceptable, park-related uses in storm-drainage basins typically do not satisfy City requirements for amounts of parkland needed to serve local populations.
- ▲ **Programming:** Focus on active programming of all amenities.
- ▲ **Parking:** Sufficient to support the amenities. Traffic-calming devices encouraged within and next to park.
- ▲ **Lighting:** Amenity lighting includes sport field light standards.
- ▲ **Signage:** Directional signage and facility/amenity regulations to enhance user experience. May include kiosks in easily identified areas of the facility.
- ▲ **Landscape design:** Appropriate design to enhance the park theme/use/experience. Enhanced landscaping at entrances and throughout complex.
- ▲ **Size of park:** Preferably 20 or more acres for stand-alone complexes.





SPECIAL-USE PARKS

Special-use parks are those spaces that don't fall within a typical park classification. A major difference between a special-use facility and other parks is that they usually serve a single purpose whereas other park classifications are designed to offer multiple recreation opportunities. It is possible for a special-use facility to be located inside another park. Special-use facilities generally fall into the following categories:

- ▲ **Historic/cultural/social sites** – Unique local resources offering historical, educational, and cultural opportunities. Examples include historic downtown areas, plaza parks, performing arts parks, arboretums, display gardens, performing arts facilities, indoor theaters, churches, and amphitheaters. Frequently these are located in community or regional parks.
- ▲ **Nature parks** – Parks where people can experience a preserved or enhanced natural environment and a refuge from active, urban life. This classification is appropriate for areas where the human experience is emphasized.
- ▲ **Golf courses** – Nine and 18-hole complexes with ancillary facilities, such as club houses, driving ranges, program space and learning centers. These facilities are highly maintained and support a wide age level of males and females. Programs are targeted for daily use play, tournaments, leagues, clinics and special events. Operational costs come from daily play, season pass holders, concession stands, driving range fees, earned income opportunities and sale of pro shop items.
- ▲ **Outdoor recreation facilities** – Examples include baseball stadiums, aquatic parks, disc golf, skateboard, BMX, and dog parks, which may be located in a park.
 - ◆ **Size of park:** Depends upon facilities and activities included. Their diverse character makes it impossible to apply acreage standards.
 - ◆ **Service radius:** Depends upon facilities and activities included. Typically serves special user groups while a few serve the entire population.
 - ◆ **Site selection:** Given the variety of potential uses, no specific standards are defined for site selection. As with all park types, the site itself should be located where it is appropriate for its use.
 - ◆ **Length of stay:** Varies by facility.
 - ◆ **Amenities:** Varies by facility.
 - ◆ **Revenue facilities:** Due to nature of certain facilities, revenue may be required for construction and/or annual maintenance. This should be determined at a policy level before the facility is planned and constructed.
 - ◆ **Land usage:** Varies by facility.
 - ◆ **Retention basins:** While joint use is acceptable, park-related uses in storm-drainage basins typically do not satisfy City requirements for amounts of parkland needed to serve local populations.
 - ◆ **Programming:** Varies by facility.
 - ◆ **Maintenance standards:** Provide the highest-level maintenance with available funding. Seek a goal of Level 2 maintenance standards. Some amenities (i.e., rose gardens) will require Level 1 maintenance.
 - ◆ **Parking:** On-street or off-street parking is provided as appropriate. Goal is to maximize usable park space. As necessary, provide a minimum of five to 10 spaces within park including accessible spaces. Traffic-calming devices encouraged next to park.
 - ◆ **Lighting:** Security or amenity only.
 - ◆ **Signage:** Directional and regulation signage to enhance user experience.
 - ◆ **Landscape Design:** Appropriate design to enhance the park theme/use/experience.



OPEN SPACE/CONSERVATION LANDS

Open space/conservation lands are undeveloped but may include natural or paved trails. Open space/conservation lands contain natural resources that can be managed for recreation and natural resource conservation values, such as a desire to protect wildlife habitat, water quality, and endangered species. Open space/conservation lands also can provide opportunities for nature-based, unstructured, low-impact recreational opportunities, such as walking and nature viewing.

- ▲ **Amenities:** May include paved or natural trails, wildlife viewing areas, mountain biking, disc golf, and interpretation and education facilities.
- ▲ **Maintenance standards:** Demand-based maintenance with available funding. Biological management practices observed.
- ▲ **Lighting:** None.
- ▲ **Signage:** Interpretive kiosks, as deemed appropriate.
- ▲ **Landscape Design:** Generally, none. Some areas may include landscaping, such as entryways or around buildings. In these situations, sustainable design is appropriate.

GREENBELTS/TRAILS

Greenbelts are recognized for their ability to connect people and places while serving as active transportation facilities. Linking neighborhoods, parks, recreation facilities, attractions, and natural areas with a multi-use trail fulfills three guiding principles simultaneously: 1) protecting natural areas along canals and open space areas, 2) providing people with a way to access and enjoy them, and 3) providing a safe, alternative form of active transportation.

- ▲ **Site selection:** Located consistent with an approved Bicycle, Pedestrian, and Trails Master Plan.
- ▲ **Amenities:** Parking and restrooms at major trailheads. May include small parks along the trail.
- ▲ **Maintenance standards:** Demand-based maintenance with available funding. Biological management practices observed.
- ▲ **Lighting:** Security lighting at trailheads and along trail is preferred.
- ▲ **Signage:** Mileage markers at 1/4-mile intervals. Interpretive kiosks at all trailheads and where deemed necessary.
- ▲ **Landscape design:** Coordinated planting scheme in urban areas. Limited or no planting in open space areas.
- ▲ **Other:** Connectivity to parks or other City attractions and facilities is desirable.
- ▲ **Size:** Typically, at least 30 ft. width of unencumbered land for a greenbelt. May include a trail to support walk, bike, run, equestrian type activities. Typically, an urban trail is 8-10 feet wide to support pedestrian and bicycle uses. Trails incorporate signage to designate where a user is located and where the trails connect in the City.



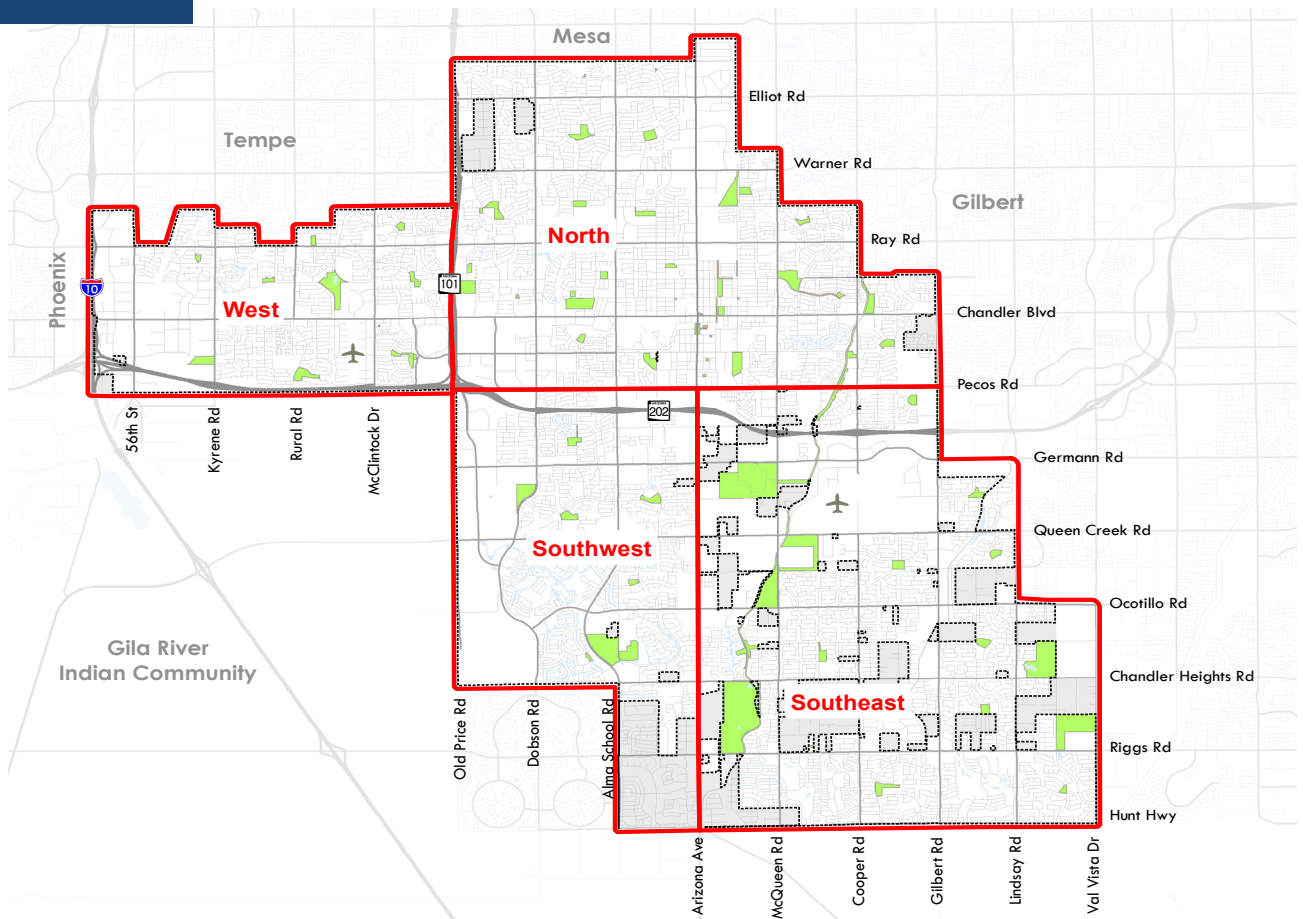


The Department manages 66 park assets, which equates to an average of more than one park per every square mile.

Facility Inventory/Assessment

At nearly a quarter of a million residents, the City is the fourth largest city in Arizona. This population boom has led to a balanced diversity of parks and associated amenities throughout its history and growth. Per its mission, the Department ‘champions everyday experiences that encourage the community to discover, imagine, and grow’. As the city has grown since its establishment in 1912 to encompass 64.90 incorporated square miles, the number of parks and facilities has equally grown with it. Currently, the Department manages 67 park assets, which equates to an average of more than one park per every square mile of the City’s boundaries. The over 1,000 acres of parks and facilities, maintained by the City, offer an ample mix of traditional park types.

For the purposes of this assessment, the City has been separated into four distinct planning areas, as shown in the graphic below.



UNDEVELOPED PARK LANDS

The City currently owns over 200 acres of undeveloped parklands. Land was previously acquired and set aside by the City to expand existing and/or create new facilities at the following locations:



DEVELOPED PARKS

- ▲ Desert Breeze Park: 2.50 Acres
- ▲ Tumbleweed Park: 77.95 Acres

UNDEVELOPED PARKS

- ▲ Homestead North Park: 7.60 Acres
- ▲ Lantana Ranch Park: 50.77 Acres
- ▲ Mesquite Groves Park: 98.40 Acres

SYSTEM-WIDE AMENITIES AND QUANTITIES

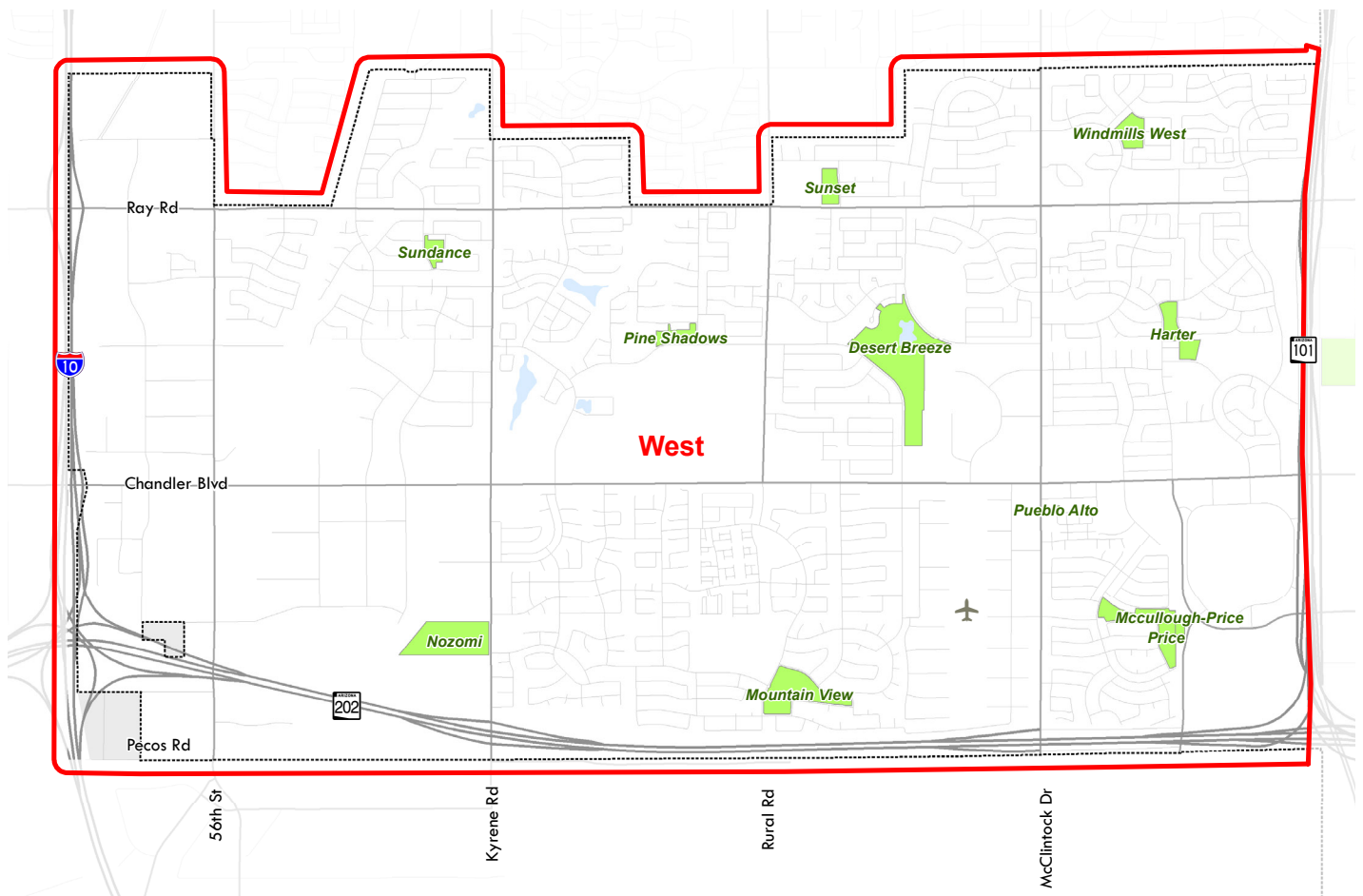
Amenity	Quantity
ARCHERY RANGE	1
BASEBALL FIELD (LIGHTED)	20
BASKETBALL COURT (LIGHTED)	40
BBQ PIT / GRILL	162
BEAN BAG TOSS (CORNHOLE)	4
BENCH	852
BIKE RACK / LOOP	72
BIKE / SKATE PARK (SF)	60,000
BLEACHERS	48
BOCCE BALL COURT	3
CRICKET FIELD	1
DECORATIVE FOUNTAIN	3
DISC GOLF COURSE	1
DOG BAG STATION	252
DOG PARK	4
DRINKING FOUNTAIN	96
FENCING (LF)	1,888
FITNESS STATION	17
FLAG POLE	19
HORSESHOE PIT	11
IRRIGATION SYSTEM (AC)	1,066
KIOSK (INTERPRETIVE)	18
LAKE / POND	10
LIGHTING (SITE, SPORTS, PED, ETC)	2,950
MAINTENANCE YARD / BUILDING	5
MULTIUSE COURT (LIGHTED)	2
MULTIUSE COURT (NON-LIGHTED)	1

Amenity	Quantity
MULTIUSE FIELD (LIGHTED)	22
MULTIUSE FIELD (NON-LIGHTED)	7
OPEN TURF AREA (AC)	300
PARKING LOT (SPACES)	4,464
PICKLEBALL COURT	9
PICNIC TABLE	760
PLAYGROUND (NON-SHADED)	13
PLAYGROUND (SHADED)	82
PUBLIC ART	7
RACQUETBALL COURT (OUTDOOR)	2
RAMADA	155
RC AIRPLANE FLYING AREA	5
RESTROOM BUILDING	26
SHADE STRUCTURE (STAND-ALONE)	62
SIGNAGE (PARK ENTRY)	137
SIGNAGE (REGULATORY)	282
SOFTBALL FIELD (LIGHTED)	9
SOFTBALL FIELD (NON-LIGHTED)	2
SPRAY PAD	3
TENNIS CENTER	1
TENNIS COURT (LIGHTED)	25
TRAIL - NON PAVED (MI)	9.5
TRAIL - PAVED (MI)	53.9
TRASH RECEPTACLE	1,896
VETERANS MEMORIAL	1
VOLLEYBALL COURT (SAND)	35

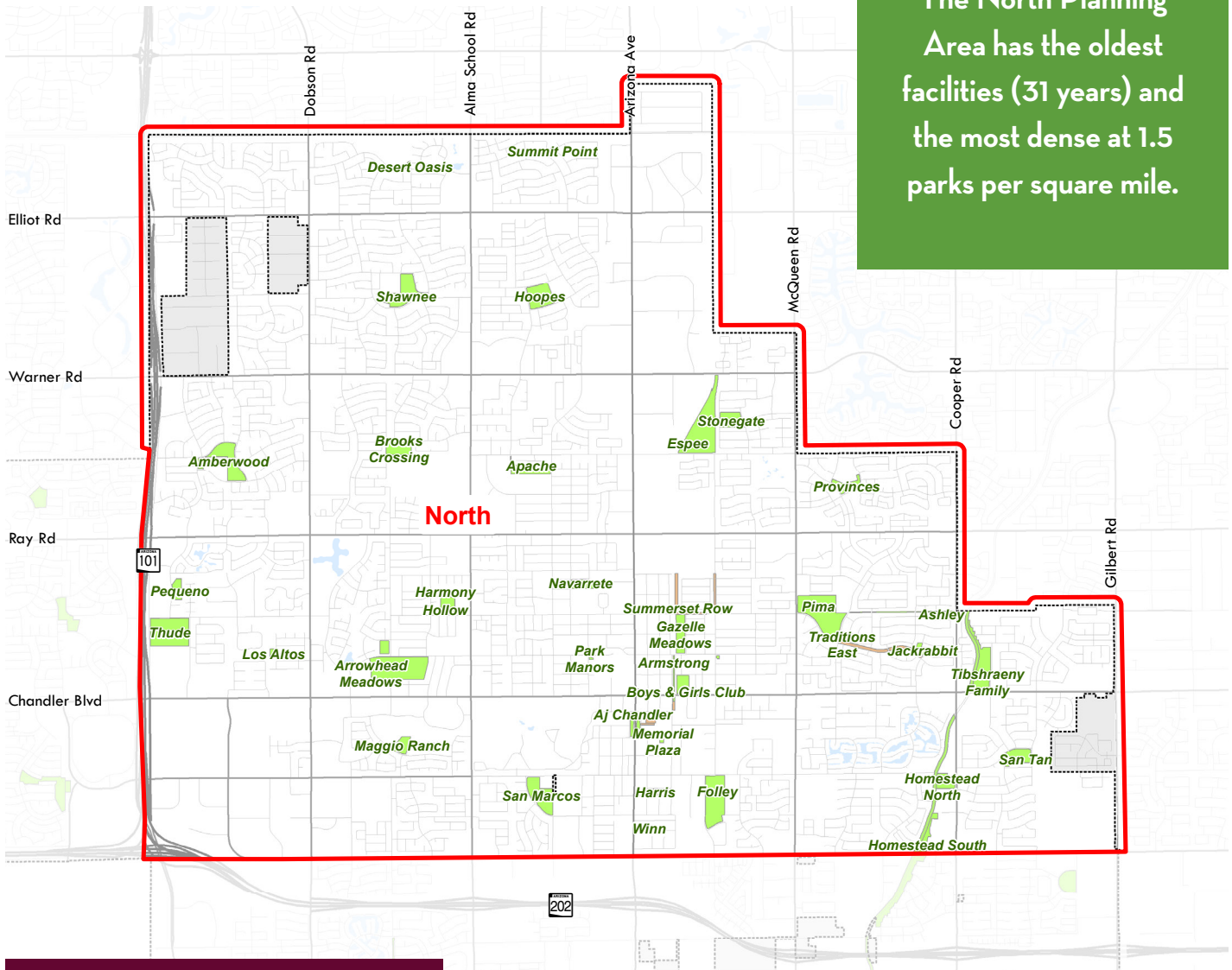
The City's parks and facilities are generally well distributed geographically and have a consistent variety of amenities at each location. However, due to planned development communities and home owner's associations maintaining their own recreational facilities in newer parts of the city, the west and north planning areas have more facilities than the southwest and southeast areas.

WEST PLANNING AREA

Park/Facility	Built	Size
DESERT BREEZE	1991	44.40
HARTER	1993	8.65
MOUNTAIN VIEW	1989	18.07
NOZOMI	2004	21.36
PINE SHADOWS	1997	5.28
PRICE	1993	12.57
PUEBLO ALTO	1997	0.25
SUNDANCE	1993	3.52
SUNSET	1999	4.99
WINDMILLS WEST	1990	6.32
Average Age – 25.4 Years		
Total Acres		125.4



The North Planning Area has the oldest facilities (31 years) and the most dense at 1.5 parks per square mile.

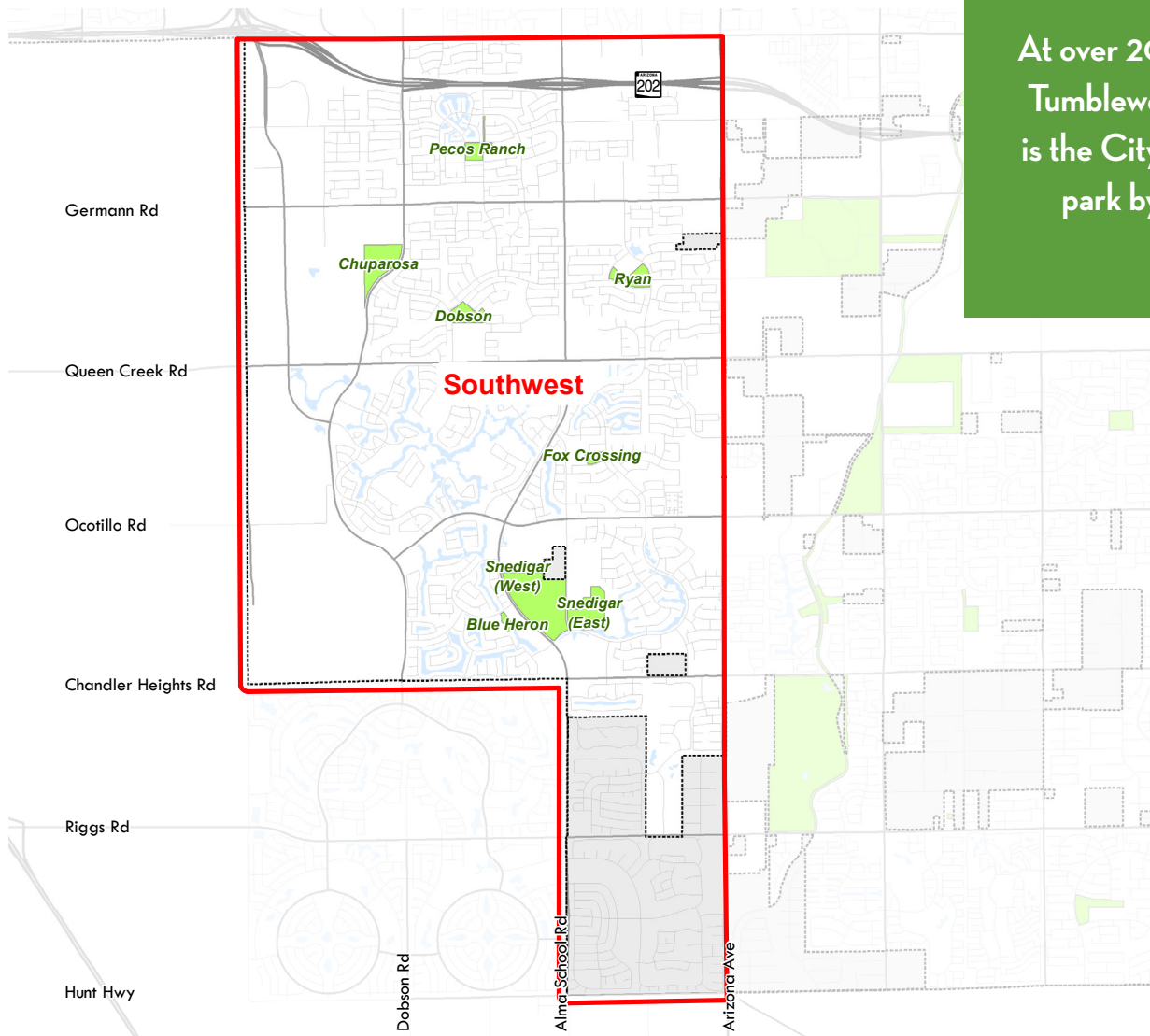


NORTH PLANNING AREA

Park/Facility	Built	Size
AMBERWOOD	1986	16.47
APACHE	1977	9.97
ARMSTRONG	2009	1.57
ARROWHEAD MEADOWS	1974	30.84
ASHLEY TRAIL	1996	2.51
BOYS & GIRLS CLUB	2009	5.40
BROOKS CROSSING	1986	8.16
DESERT OASIS	1992	0.72
DR. AJ CHANDLER	1912	3.52
EAST MINI	1970	0.26
ESPEE	2004	32.77

Park/Facility	Built	Size
FOLLEY MEMORIAL	1974	22.86
GAZELLE MEADOWS	1985	8.39
HARMONY HOLLOW	2003	6.06
HARRIS	1967	0.66
HOMESTEAD SOUTH	2018	4.98
HOOPES	1984	12.54
JACKRABBIT	1995	2.79
LOS ALTOS	1999	1.17
MAGGIO RANCH	1994	5.28
NAVARRETE	1969	4.37
PARK MANORS	1999	0.29

Park/Facility	Built	Size
PASEO TRAIL *	2009	26.85
PEQUENO	2002	4.54
PIMA	1980	31.68
PROVINCES	1999	5.97
SAN MARCOS	1994	14.65
SAN TAN	1995	9.71
SHAWNEE	1983	17.55
STONEGATE	1984	8.32
SUMMIT POINT	1987	0.29
THUDE	1995	25.98
TIBSHRAENY FAMILY	2007	16.34
WINN	1986	0.80
Average Age	31.1 Years	
Total Acres	344.2	



At over 200 acres, Tumbleweed Park is the City's largest park by area.

OF THE 66 FACILITIES INVENTORIED AS PART OF THIS ASSESSMENT, THERE WERE:

51 Neighborhood Parks

9 Community Parks

5 Special-use Facilities

1 Regional Park

SOUTHWEST PLANNING AREA

Park/Facility	Built	Size
BLUE HERON	2006	2.85
CHUPAROSA	2003	29.38
DOBSON	1994	12.45
FOX CROSSING	1999	5.16
PECOS RANCH	1994	10.61
RYAN	2006	13.85
SNEDIGAR SPORTSPLEX	1991	90.83
Average Age	21.0 Years	
Total Acres		165.13

NOTE

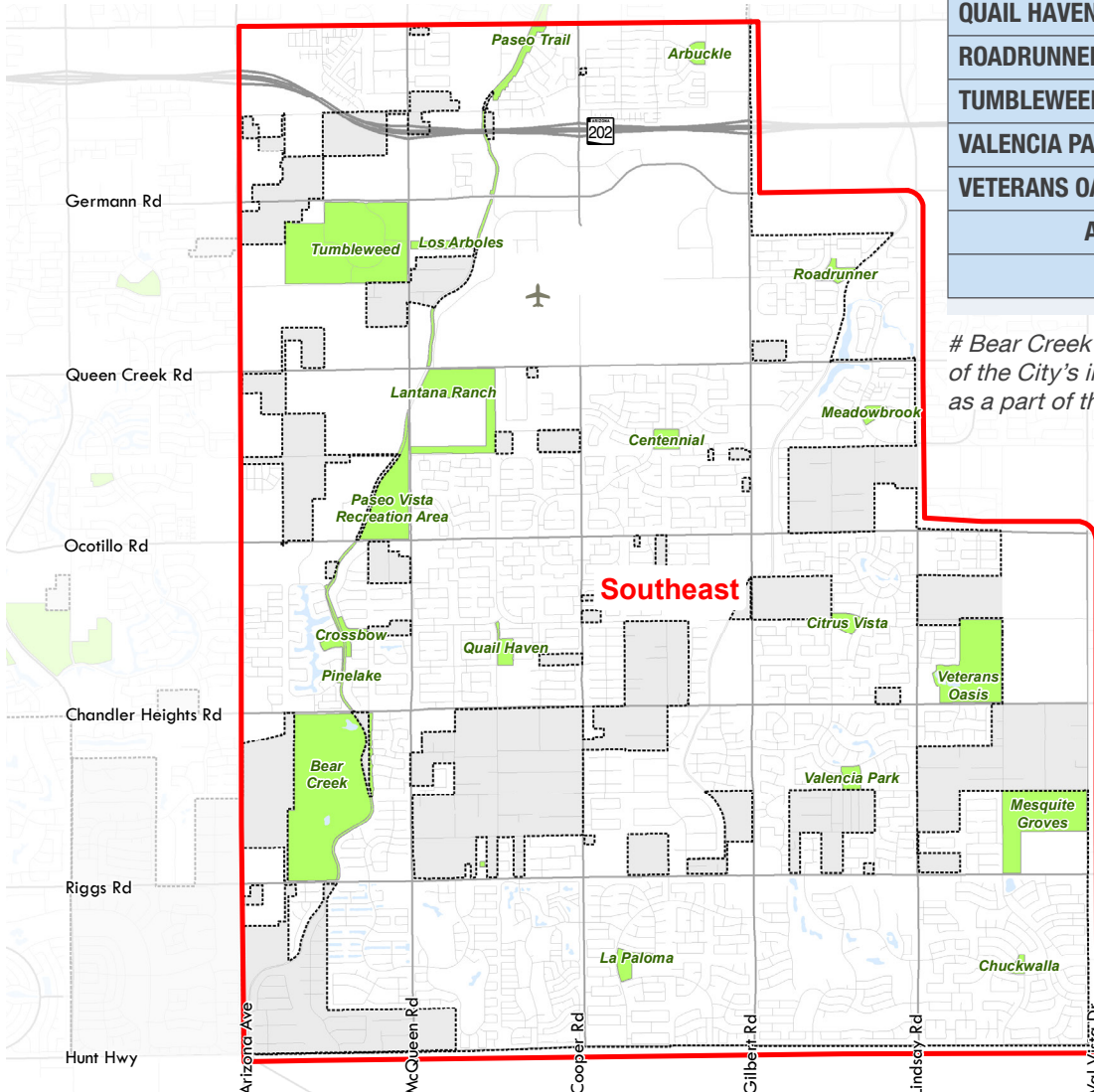
It is important to note that the on-site inventory and assessment process was performed May 4th through May 8th, 2020. During that time the global pandemic associated with the COVID-19 virus was ongoing, therefore the availability of certain facilities and amenities were not easily accessible given government mandates and social distancing measures being practiced at that time.

The assessments used reasonable efforts to review these amenities. Facilities, such as restrooms and maintenance buildings were reviewed from the exterior and the Department's knowledge and input was utilized to fill in the remaining assessment items, such as restroom interior conditions, as needed to provide a complete and thorough inventory of the existing system.

SOUTHEAST PLANNING AREA

Park/Facility	Built	Size
ARBUCKLE PARK	2007	7.89
BEAR CREEK GOLF COURSE #	2000	234.3
CENTENNIAL PARK	2014	10.88
CHUCKWALLA PARK	2006	4.46
CITRUS VISTA	2015	11.21
CROSSBOW PARK	2008	7.95
LA PALOMA PARK	2002	15.64
LOS ARBOLES PARK	2003	11.37
MEADOWBROOK PARK	2018	7.09
PASEO TRAIL*	2009	53.7
PASEO VISTA RECREATION AREA	2009	62.50
PINELAKE PARK	2006	7.80
QUAIL HAVEN PARK	2004	9.77
ROADRUNNER PARK	2013	10.24
TUMBLEWEED PARK	2002	211.10
VALENCIA PARK	2014	9.35
VETERANS OASIS PARK	2007	113.0
Average Age	11.4 Years	
Total Acres		788.2

Bear Creek Golf Course is considered part of the City's inventory but was not assessed as a part of this study.



The Southeast Planning Area has nearly 150 acres of undeveloped park land which are currently owned by the City of Chandler.

The inventory and assessment of the existing park system is a vital step in this planning process to understand the physical condition of the Department's assets. This inventory is intended to build off the City's previous parks and recreation master plans and studies by evaluating past recommendations, current geographic information databases, and physical on-site assessments by looking at each asset in terms of location, number, size, and quality.

GROWTH

The additional expansion or growth of the City is extremely limited given its existing geographic and political boundaries with the Gila River Indian Community (GRIC) and the Cities of Tempe, Mesa, Gilbert, and Phoenix. Any realistic growth opportunities for improvement to parks and amenities will be through the development of expanded connections, such as greenways, bike paths, and trails along existing transportation corridors and public infrastructure. The current Paseo Trail along the Consolidated Canal is an excellent resource serving a wide variety of users and linking the entire city north to south. The City should make it a priority to maximize opportunities with CIP projects, such as roadway/street improvements to develop additional paths, trails, and other methods of safe bike and pedestrian transportation to assist in closing 'gaps' and expanding access to existing park facilities. The expansion of these connections will only further help in providing that "last mile" for both citizens and visitors alike to experience the City's park assets.

CONDITION

While there are a few parks and facilities in the southeast area, which are relatively new and in good condition, in general the parks and amenities visited were observed to be in an average state of condition. This is primarily due to the age of amenities within the park system and current maintenance practices. While, nothing was noted as being in complete disrepair or a safety hazard, there are a number of amenities, that due to their age, will soon need accelerated maintenance plans and/or complete replacement. Typically, these assets involve amenities, such as ramadas/shade structures, benches, or playgrounds, which have been highly used and are exceeding their lifecycle. Due to these aging amenities, improvements will be needed to upgrade the existing parks to meet modern recommendations for playground equipment and access. While many amenities have been noted as aging, the Department's commitment to high-quality maintenance is clearly evident throughout the entire system. The City clearly recognizes the key role its parks system plays in providing a high quality of life for its residents.

MAINTENANCE

The Department has done a good job with routine maintenance and general upkeep of its parks, so much in fact, that many amenities appear to have far exceeded the manufacturer's recommended lifecycle. With that in mind, the upgrade and/or full replacement of these amenities will need to be addressed in the very near future. As these amenities continue to age, additional challenges in maintaining them will arise for the Department if not upgraded or replaced soon. The Department should be aggressive in implementing a plan to identify existing park and amenity upgrades for future CIP projects.

ADA COMPLIANCE

While a full Americans with Disabilities Act (ADA) compliance review was not part of this assessment process during on-site investigations, it was noted that several playground structures and surfacing appear to need review to ensure a continued commitment to safety. The Department is currently undertaking such an effort to inspect existing facilities, conduct self-evaluations, and update its transition plan as needed to continue meeting the standards and regulations for ADA compliant accessibility. Several parks have sidewalk panels that show some vertical separation exceeding 1/4 inch (the maximum vertical difference allowed under ADA). The department should develop a plan to sawcut, dowel, and replace any panels in question.

MAXIMIZING PROGRAMMING

During the on-site assessments, it was noted that the smaller open turf areas were not in nearly as good of condition as the larger more active turf spaces, which is mostly due to lack of proper irrigation maintenance. In addition, most open turf areas, regardless of size, are in need of general grading and drainage improvements to minimize low spots, address slope erosion, and improve or replaced irrigation systems to maximize healthy turf growth. The Department should focus on strategic turf improvements, as they will ultimately increase the usability and future programming opportunities for these spaces.

MATURE TREES

Most of the trees within the west, north, and southwest areas of the city are large and mature, as well as provide incredible shade from the sun in the harsh desert environment. While these trees are a great asset due to their size and aesthetic appeal, some of them are declining in health due to age and other environmental factors. In addition, some of these larger trees create situations of poor turf quality due to the dense shade they project, as well as sidewalk cracking and heaving. It is recommended that the Department undergo a tree lifecycle analysis at all of its parks to understand the impacts the trees age may have on future maintenance. An inventory analysis and recommended best practices will be critical for establishing a plan for systematic removal and replacement. Removing all mature trees at one time would be devastating to the character of several facilities and should be avoided when possible. Additionally, developing a plan for sidewalk replacement and relocation should be considered to provide sufficient root zone separation.

SPORTS FIELDS

The Department's sports fields (baseball, softball, multi-use, and soccer) are generally well maintained. There are signs of inconsistent turf growth and bare spots which are a direct result of poor irrigation maintenance. Overall, the turf playing surfaces are in above average condition at most fields. The fencing, dugouts, and backstops at several softball and baseball fields is noticeably aging, bowing and in need of replacement. Additionally, all fields should be upgraded with LED lighting.

PARKING LOTS

The asphalt-concrete pavement is showing signs of cracking due to age and surface ponding in many of the park parking lots. Most cracks range from a ½ to an inch in width. It is recommended that the Department seal coat all surface cracks with, at the most, every three years for ease of maintenance and to increase the surface's life expectancy. In most cases the existing parking pavement and subbase have significant life remaining before replacement will be required. Proper sealing and treatment of cracks, along with proper drainage conveyance, limiting the infiltration of moisture, can prolong the life of the parking lots.

IRRIGATION SYSTEMS

Due to the age of many parks and the apparent inconsistencies of existing irrigation coverage and maintenance, particularly in turf areas, it is recommended that the Department undertake a system-wide irrigation audit to fully inventory and assess the existing irrigation systems and maintenance practices at all parks and facilities. The audit should evaluate the existing equipment, available supply and demand, perform hydraulic analysis, and provide prioritized recommendations and costs for necessary improvements. As noted above, identifying deficiencies in the irrigation systems and fixing them will lead to consistent, quality turf and open space areas that will in turn strengthen the number of programming opportunities.

LIGHTING AND ELECTRICAL SYSTEMS

Similar to irrigation mentioned above, both the system and many individual parks display inconsistencies in lighting types. While some parks have been converted to LED and standardized equipment, others have not. Existing lighting and electrical systems have been repaired and replaced on a case by case, as needed basis. It is recommended that the Department undertake a system-wide lighting and energy study to develop alternatives and solutions for improving lighting by retrofitting existing fixtures for greater efficiency and energy savings. Additionally, the incorporation of smart emerging technologies can be planned and incorporated into new infrastructure implementation.



The quality of each asset was assessed as a part of the on-site review and inventory. The following factors were the primary categories reviewed during the inventory phase:

- ▲ Asset Age
- ▲ Asset Size
- ▲ Asset Condition
- ▲ Asset Connectivity (Vehicular, Non-Vehicular and Contextual)

Summary

In general, the overall impression of the Department's assets are as follows:

Parks are clean, consistent and well-maintained at or near a NRPA Level III

There is a good variety of park types and amenities

Facilities are clearly valued by residents given their visible use

Higher density of city facilities in the north and west areas

Recommendations from the recent ADA audit should be implemented

Parks contain many mature trees, many of which are exceeding their lifecycle

Decomposed granite in planting areas has weathered and washed away

Several irrigation maintenance issues on turf slopes

Quality maintenance has prolonged the lifecycle of many amenities

Park signage is consistent but small and not instantly recognizable

Newer parks have a uniqueness and individuality, which older parks lack

Parking lots are generally in need resurfacing and restriping

Many restroom facilities are original and need renovation/replacement

Many turf areas are in poor condition and lack usability

Miscellaneous grading and drainage improvements are needed



CHAPTER 5

Level of Service and Mapping

R EAST MINI PARK
PLAYGROUND CONCEPTS



OPTION 1



CHAPTER 5 - LEVEL OF SERVICE AND MAPPING

LEVEL OF SERVICE STANDARDS - CURRENT

Level of Service (LOS) standards are guidelines that define service areas based on population that support investment decisions related to parks, facilities, and amenities. LOS standards can and will change over time; as the population increases, the need to acquire additional land and develop parks also increases as will the costs to do so.

The consultant team evaluated LOS standards using a combination of local, regional, and national resources, including:

- ▲ General Plan 2016 Policy Document; Parks and Recreation Element
- ▲ National Recreation and Park Association (NRPA) guidelines
- ▲ Recreation activity participation rates for the U.S. and the City as reported by the SFIA 2020 Study of Sports and ESRI
- ▲ Community and stakeholder input and general observations. This information allowed standards to be customized to the Chandler Parks system

These resources provide LOS guidelines based on population to inform and support investment decisions related to parks, facilities and amenities. When coupled with local input on the needs of the Chandler community, these standards help to identify park and facility/amenity gaps and surpluses. The findings of the LOS standards analysis are summarized below:

- ▲ Chandler currently provides a total LOS, including Homeowner Association neighborhood parks of **8.22 acres of developed parks per 1,000 residents** based on the City's current population. The City of Chandler provides approximately 65% of the total acreage.
- ▲ In order to create a realistic and fiscally sustainable parks system, it is recommended that the future level of service standard for developed parks be 8.5 acres per 1,000 population.

	2020 Inventory				Service Levels					2035 Standards (City Contribution Level)		City Contribution Level - Full Build Out		
Recreation Component	City Inventory	HOA/Other Inventory	Total Inventory	Current % of Inventory Provided by City	Current Service Level		Recommended Service Levels		% of Future Inventory Recommended to be Provided by City to Meet Needs	Additional Facilities Recommended	% of Future Inventory Recommended to be Provided by City to Meet Needs	Additional Facilities Needed (Chandler Contribution)		
DEVELOPED PARKS														
NEIGHBORHOOD PARKS	385.47	801.10	1,186.57	32%	4.26	acres per 1,000	4.50	acres per 1,000	20%	33 Acre(s)	20%	94	Acre(s)	
COMMUNITY PARKS	417.12		417.12	100%	1.50	acres per 1,000	1.55	acres per 1,000	100%	48 Acre(s)	100%	153	Acre(s)	
REGIONAL PARKS	211.10		211.10	100%	0.76	acres per 1,000	1.80	acres per 1,000	100%	329 Acre(s)	100%	451	Acre(s)	
SPECIAL USE PARKS	472.56		472.56	100%	1.70	acres per 1,000	0.65	acres per 1,000	100%	- Acre(s)	100%	-	Acre(s)	
Total	1,486.25	801.10	2,287.35	65%	8.22	acres per 1,000	8.50	acres per 1,000		409 Acre(s)		698	Acre(s)	
OPEN SPACE AND LINEAR PARK														
LINEAR PARKS (PATHWAYS)	80.55		80.55	100%	0.29	acres per 1,000	NA	acres per 1,000	100%	NA Acre(s)	100%	NA	Acre(s)	
OUTDOOR AMENITIES														
BASEBALL FIELD (LIGHTED)	20.00		20.00	100%	1.00	Field per 13,915	1.00	Field per 13,000	100%	3 Field	100%	8	Field	
MULTIUSE FIELD (LIGHTED)	22.00		22.00	100%	1.00	Field per 12,650	1.00	Field per 10,000	100%	8 Field	100%	15	Field	
SOFTBALL FIELD (LIGHTED)	9.00		9.00	100%	1.00	Field per 30,923	1.00	Field per 25,000	100%	3 Field	100%	6	Field	
CRICKET FIELD	1.00		1.00	100%	1.00	Field per 278,303	1.00	Field per 150,000	100%	1 Field	100%	1	Field	
BASKETBALL COURT (LIGHTED)	40.00	36.00	76.00	53%	1.00	Court per 3,662	1.00	Court per 4,500	50%	- Court	50%	3	Court	
PICKLEBALL COURT	9.00	6.00	15.00	60%	1.00	Court per 18,554	1.00	Court per 12,000	50%	5 Court	50%	8	Court	
TENNIS COURT (LIGHTED)	25.00	17.00	57.00	44%	1.00	Court per 6,626	1.00	Court per 7,000	70%	1 Court	70%	7	Court	
VOLLEYBALL COURT (SAND/GRASS)	35.00	25.00	60.00	58%	1.00	court per 4,638	1.00	court per 7,500	50%	- Court	50%	-	Court	
DOG PARK	4.00	4.00	8.00	50%	1.00	Site per 34,788	1.00	Site per 30,000	50%	1 Site	50%	2	Site	
PLAYGROUNDS	95.00	240.00	335.00	28%	1.00	Site per 831	1.00	Site per 1,050	25%	- Site	25%	4	Site	
RAMADA	155.00	321.00	476.00	33%	1.00	Site per 585	1.00	Site per 750	33%	- Site	33%	5	Site	
GOLF COURSE (18 holes)	1.00	6.50	7.50	13%	1.00	Course per 37,107	1.00	Course per 50,000	0%	- Course	0%	-	Course	
DISC GOLF COURSE	1.00		1.00	100%	1.00	Course per 278,303	1.00	Course per 150,000	100%	1 Course	100%	1	Course	
BIKE PARK/SKATEPARK/PUMP TRACK	2.00		2.00	100%	1.00	Site per 139,152	1.00	Site per 100,000	100%	1 Site	100%	2	Site	

- ▲ With the recommended level of service to 8.5 acres per 1,000 population, the City will need to **add a total of 409 developed park acres to the system by 2035 to keep up with the projected population growth**. Additional park acreage is needed in every park classification, except special use parks.
- ▲ The City currently meets 2035 standards for five amenities: basketball courts, sand/grass volleyball courts, playgrounds, ramadas and golf courses.
- ▲ The City is deficient in meeting standards in several amenities, most notably: Athletic fields (multi-purpose, diamond, cricket), pickleball and tennis courts.
 - ◆ To meet athletic field needs, the City should consider the development of a regional park.

Based on a thorough review of the parks system and public input, it is recommended that the City pursue further development of specific parks and recreation amenities that meet the needs listed in the High Priority Program and Facility Rankings and address the gaps per park type to increase the current level of service standard for the projected population in 2035. Further park acreage and amenity needs will be required beyond 2035 as the City reaches its build-out population.

The table on the previous page details the current and recommended LOS for the Chandler Parks system.

LEVEL OF SERVICE STANDARDS - FUTURE

As the City develops over the next decade, a number of future developed parks or strategic changes to parks have been identified. In working with the Community Services Department, these future and strategic changes to parks are summarized to the right:

The table identifies an additional 159.27 acres that, when developed, will be added to the City's parks system. Future parks include Lantana, Homestead North, and Mesquite Grove. The development of a new Regional Park is also recommended.

Recreation Component	STRATEGIC CHANGES TO EXISTING PARKS	FUTURE PLANNED PARKLAND DEVELOPMENT
PARKS AND SPECIAL USE FACILITIES		
NEIGHBORHOOD PARKS		7.60
COMMUNITY PARKS		53.27
REGIONAL PARKS	235.00	98.40
SPECIAL USE PARKS	(235.00)	
Total	-	159.27

PLANNED FUTURE PARKS IMPACT ON LEVEL OF SERVICE NEEDS

To understand the impact that the future parks will have on the City's ability to meet the LOS standard needs shown on the previous table, a comparative LOS table was developed as shown below.

Recreation Component	Inventory				2035 Needs BEFORE STRATEGIC CHANGES and FUTURE PLANNED PARKLAND DEVELOPMENT		2035 Needs AFTER STRATEGIC CHANGES and FUTURE PLANNED PARKLAND DEVELOPMENT	
	Current Inventory	Strategic Changes to Existing Park System	Future Planned Park Development	Total Inventory After Implementation	Meet Standard/ Need Exists	Additional Facilities/ Amenities Needed	Meet Standard/ Need Exists	Additional Facilities Recommended
PARKS AND SPECIAL USE FACILITIES								
NEIGHBORHOOD PARKS	1,186.57		7.60	1,194.17	Need Exists	33 Acre(s)	Need Exists	13 Acre(s)
COMMUNITY PARKS	417.12		53.27	470.39	Need Exists	48 Acre(s)	Meets Standard	- Acre(s)
REGIONAL PARKS	211.10	235.00	98.40	544.50	Need Exists	329 Acre(s)	Meets Standard	- Acre(s)
SPECIAL USE PARKS	472.56	(235.00)		237.56	Meets Standard	- Acre(s)	Meets Standard	- Acre(s)
Total	2,287.35	-	159.27	2,446.62	Meets Standard	409 Acre(s)	Need Exists	13 Acre(s)

The development of the future parks has an impact on four park classification categories and is summarized as follows:

- ▲ **Neighborhood Parks:** The development of 7 neighborhood park acres will reduce the City’s neighborhood park acreage needs in 2035 by 35% — from 20 acres needed to 13 acres needed.
- ▲ **Community Parks:** The development of 53.27 acres of future community parks will fully satisfy the City’s 2035 community park acreage needs.
- ▲ **Regional Parks:** The development of 333.4 acres of future regional parks will fully satisfy the City’s 2035 regional park acreage needs.

TECHNICAL NEEDS ANALYSIS KEY FINDINGS

SERVICE AREA EQUITY MAPPING – CURRENT INVENTORY

The Chandler Parks system has evolved over time and distribution of sites and facilities throughout the community is reflected in the current site locations.

To further illustrate the distribution of current park types and amenities in the City, an equity-mapping analysis was conducted to show the service areas and the gaps in service of the current inventory of park types and amenities based on the recommended LOS standard. The recommended standard established per 1,000 residents per acre of park type or number of residents per type of amenity are also indicated in the map title.

The service area is calculated by the quantity of inventory of each site extended in a uniform radius until the population served by the recommended standard is reached. Shaded areas indicate the extent of the service area based on recommended inventories; unshaded areas indicate locations that would remain outside of the standard service area for each park type or park asset. Unshaded areas are not always the most appropriate location for future parks or park assets. They only represent areas that might be more thoroughly reviewed for potential additional facilities.

Although there are occasions when the service area may extend beyond the City’s borders, only Chandler’s population was utilized for calculating service area standards in this analysis.

Community-wide maps of existing park types or classifications identified in this Master Plan, as well as the major park amenities, are provided in the pages that follow. The maps on the following pages identify existing and future (where possible):

- | | |
|-------------------------------|--------------------------------------|
| ▲ Neighborhood parks | ▲ Tennis courts (lighted) |
| ▲ Community parks | ▲ Volleyball courts (sand/grass) |
| ▲ Regional parks | ▲ Dog parks |
| ▲ Special use parks | ▲ Playgrounds |
| ▲ Baseball fields (lighted) | ▲ Ramadas |
| ▲ Multi-use fields (lighted) | ▲ Disc golf courses |
| ▲ Softball fields (lighted) | ▲ Bike parks/skate parks/pump tracks |
| ▲ Cricket fields | |
| ▲ Basketball courts (lighted) | |
| ▲ Pickleball courts | |

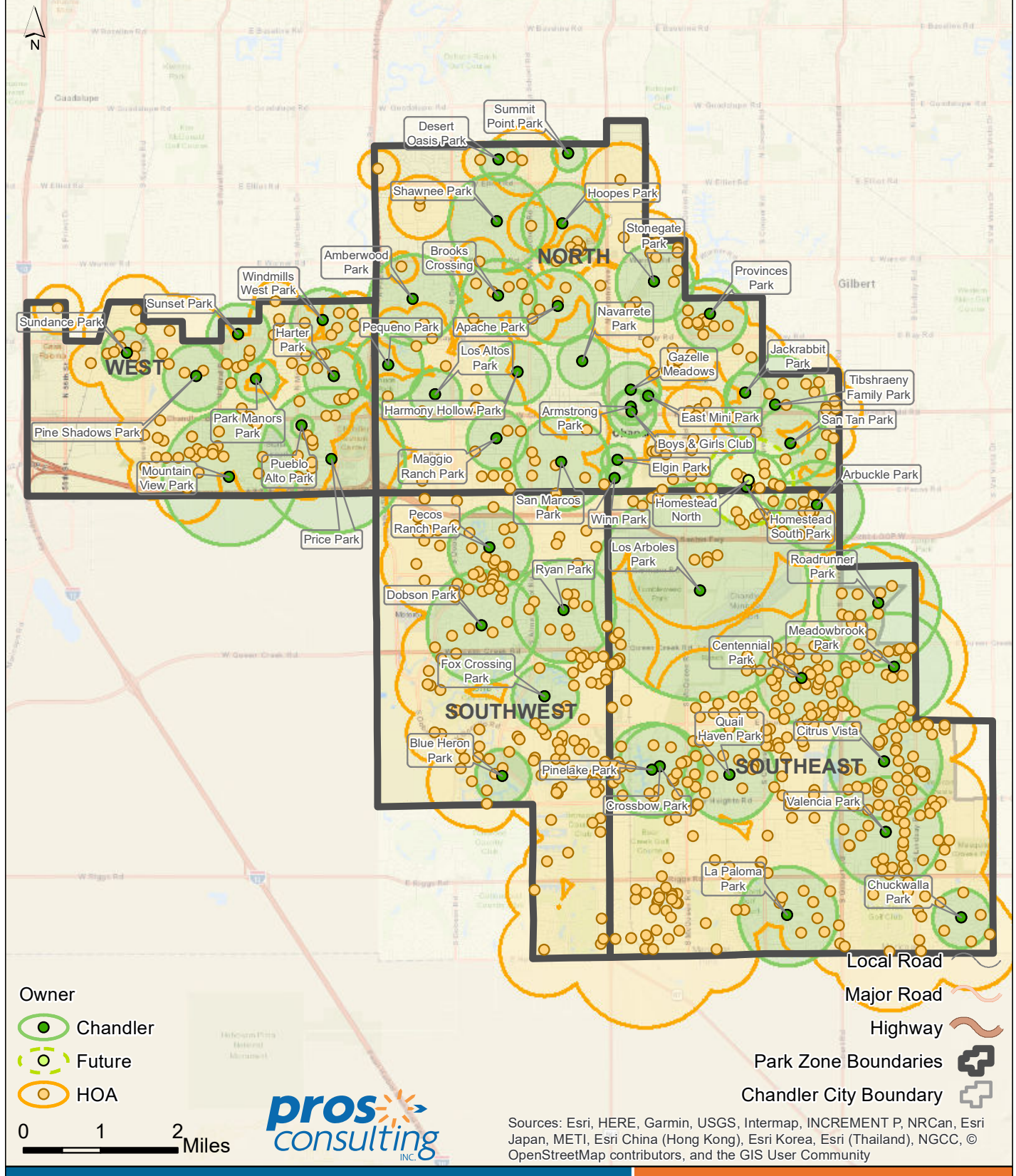
NEIGHBORHOOD PARKS

Neighborhood Parks

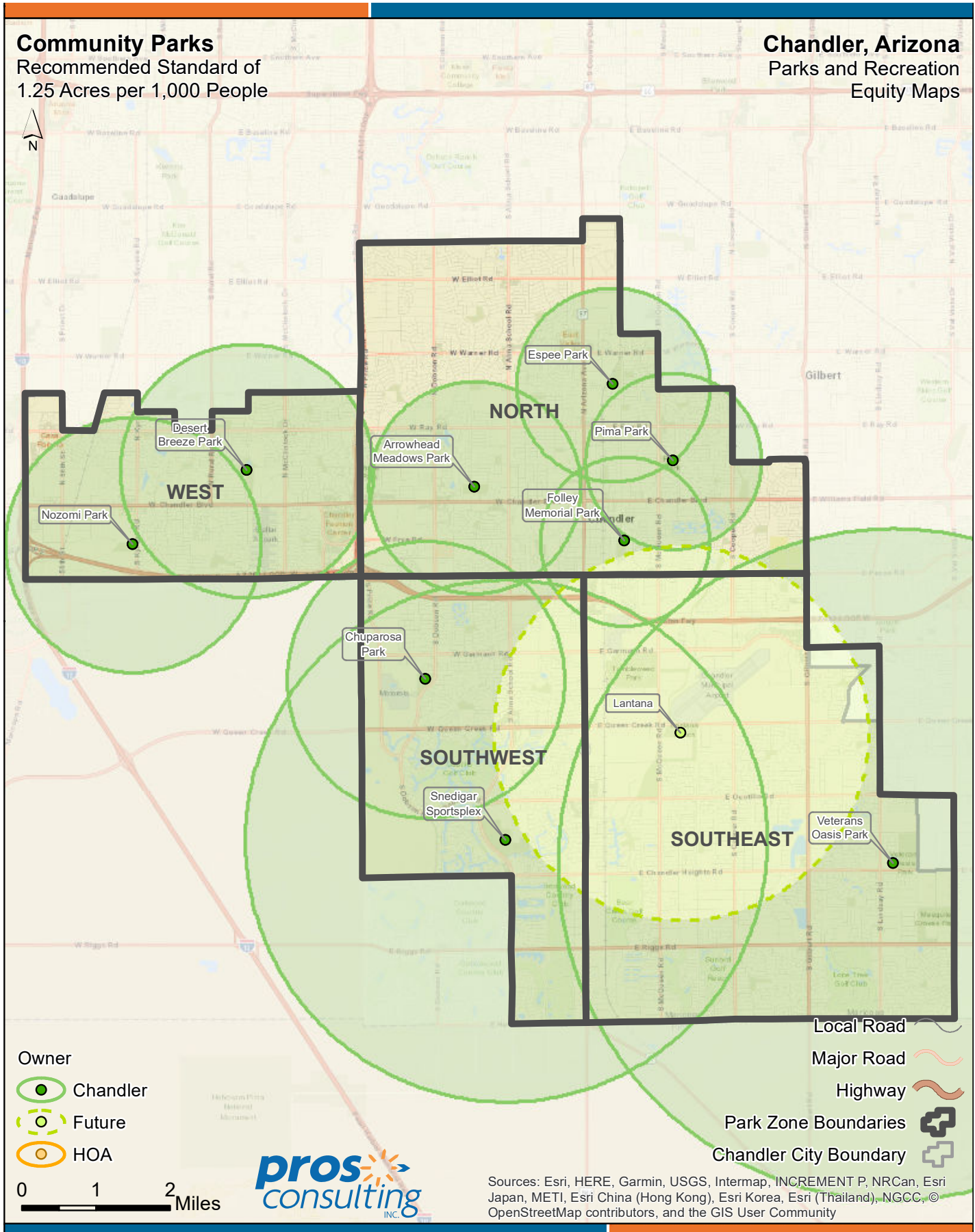
Recommended Standard of
3.5 Acres per 1,000 People

Chandler, Arizona

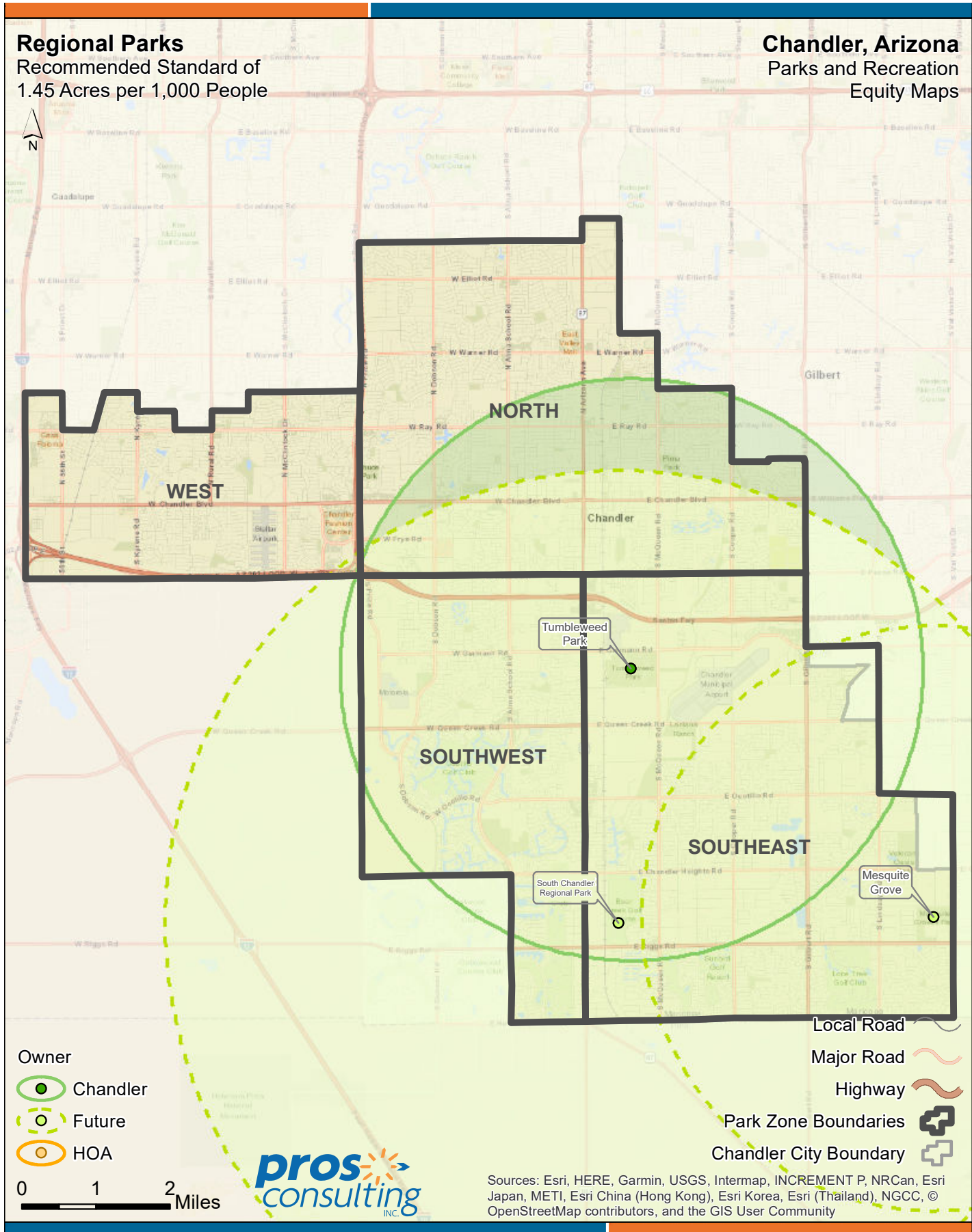
Parks and Recreation
Equity Maps



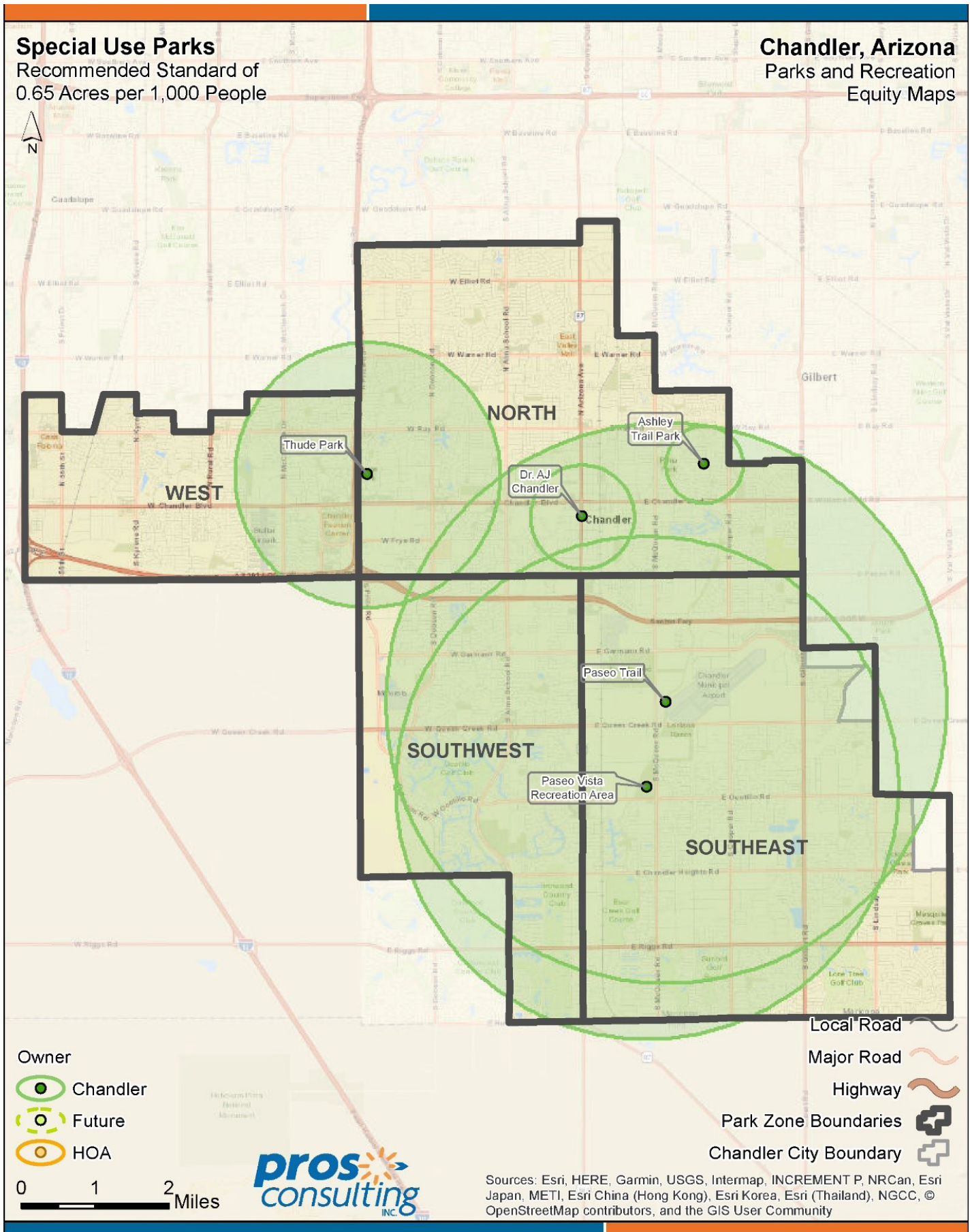
COMMUNITY PARKS



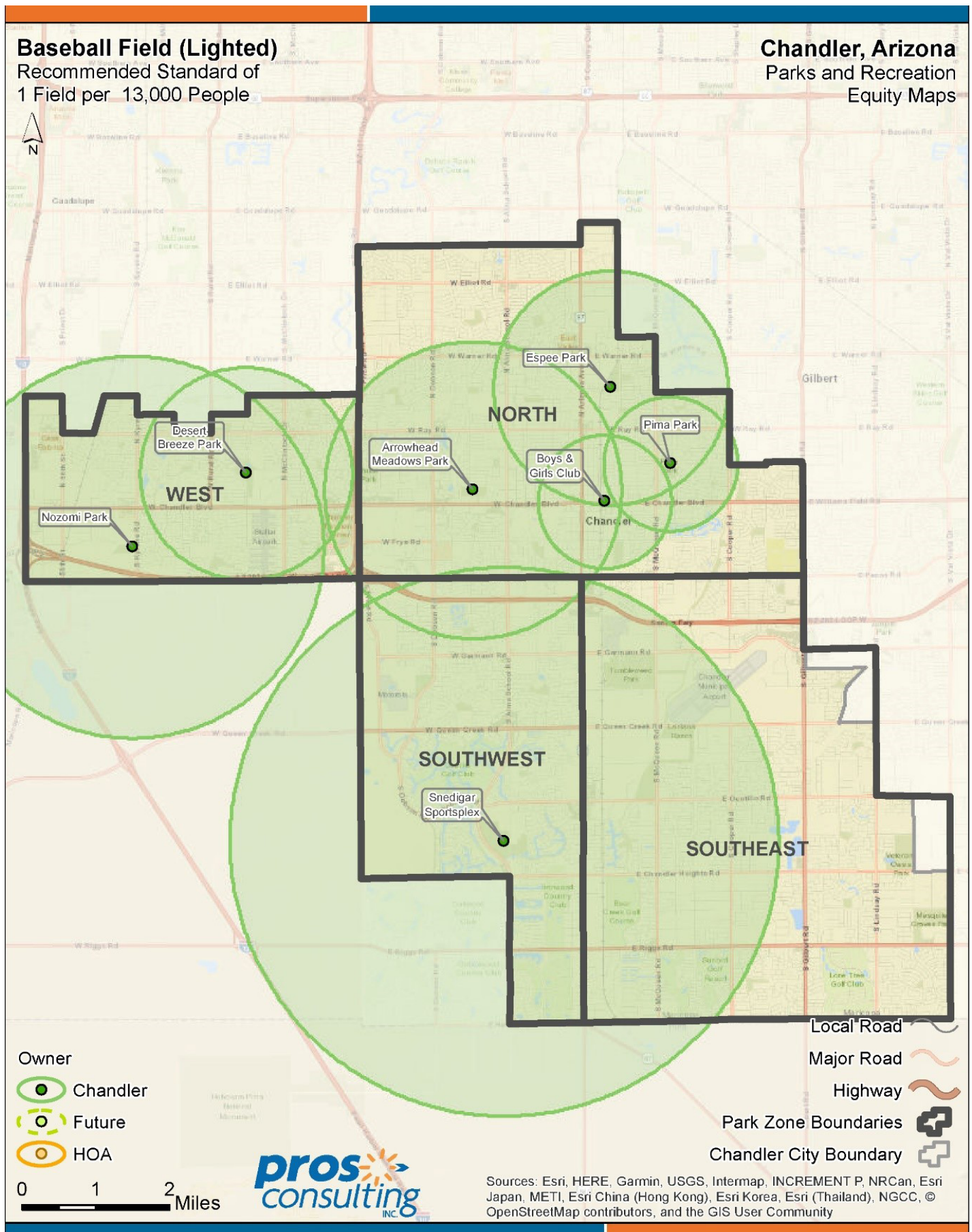
REGIONAL PARKS

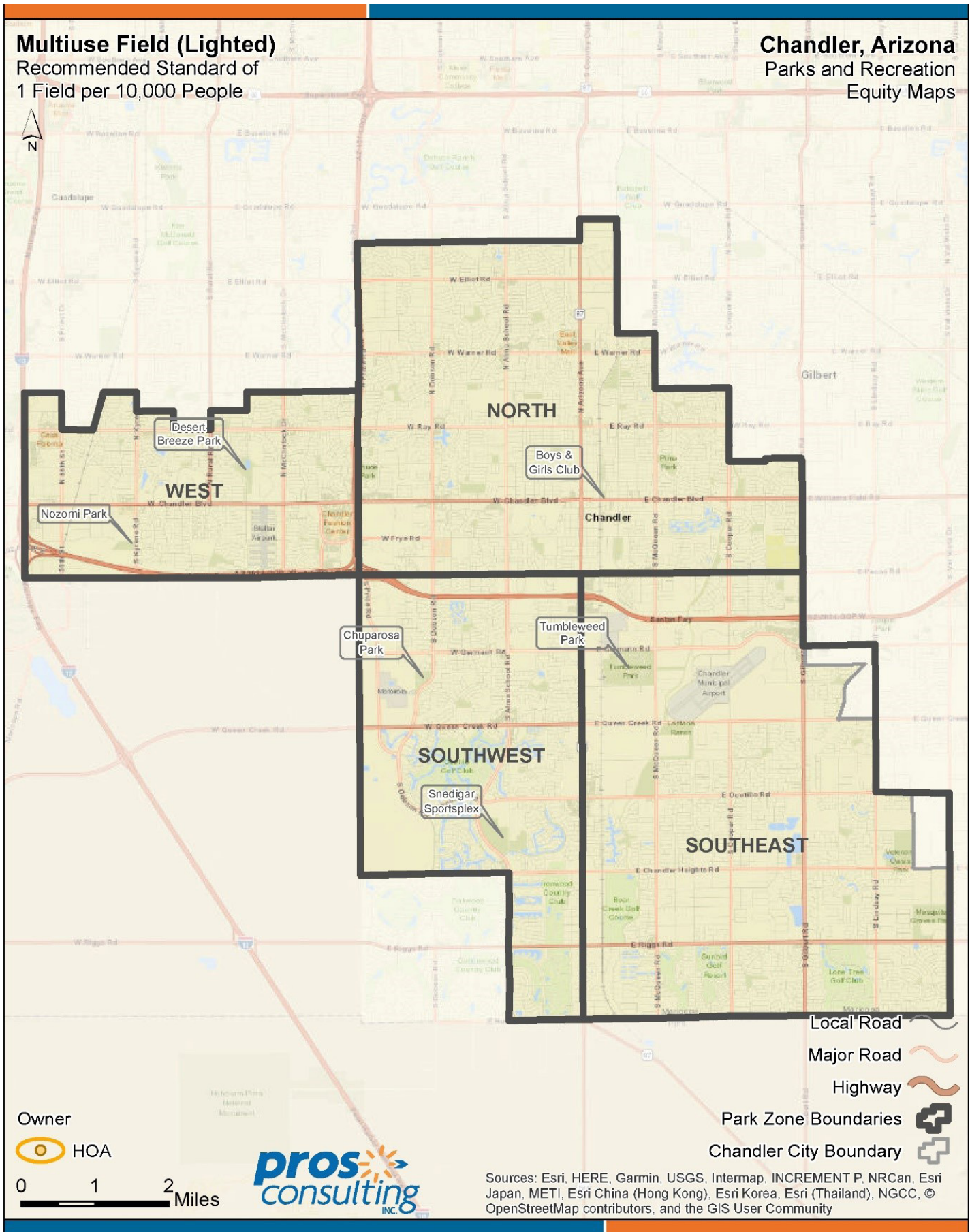


SPECIAL-USE PARKS

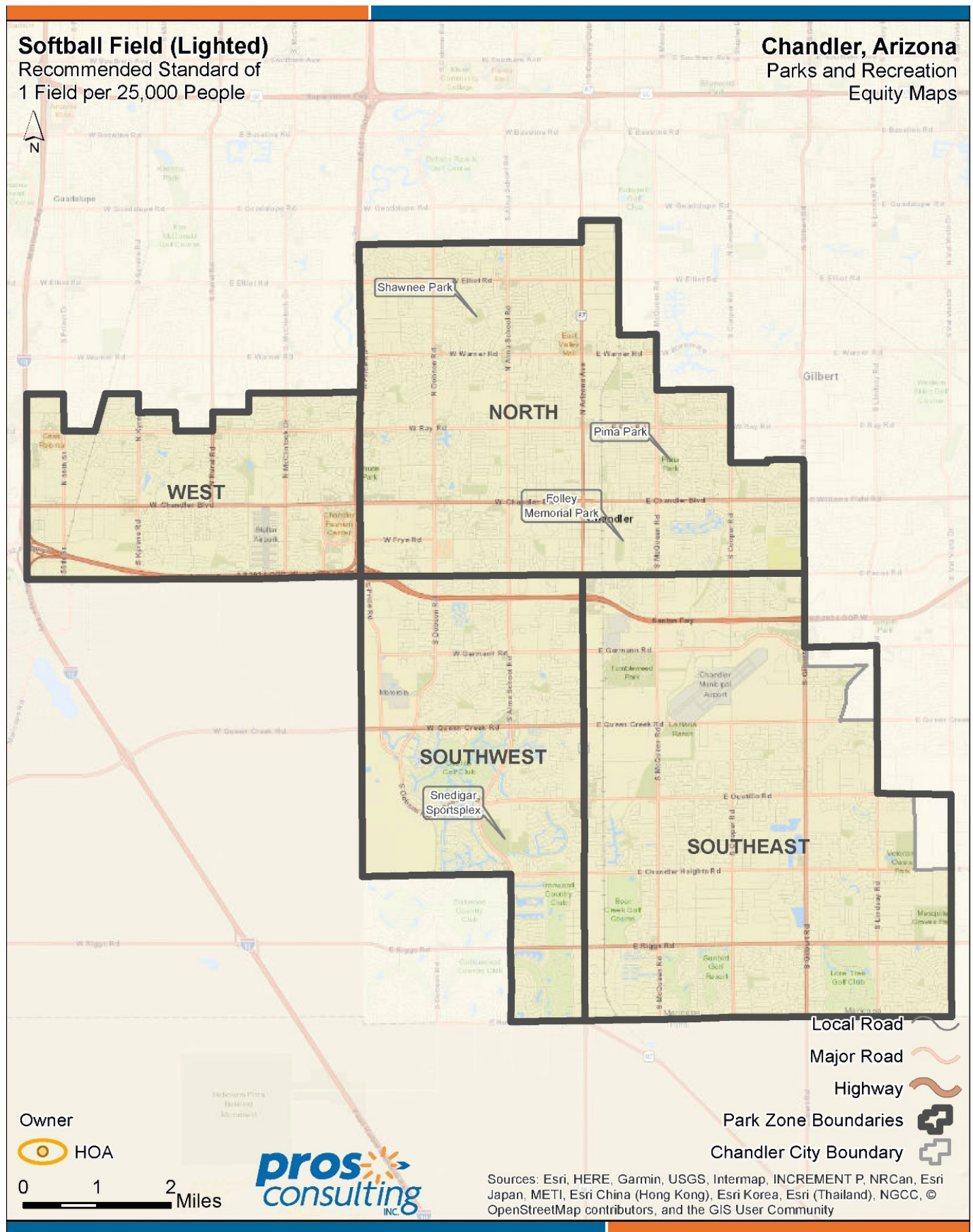


BASEBALL FIELDS LIGHTED

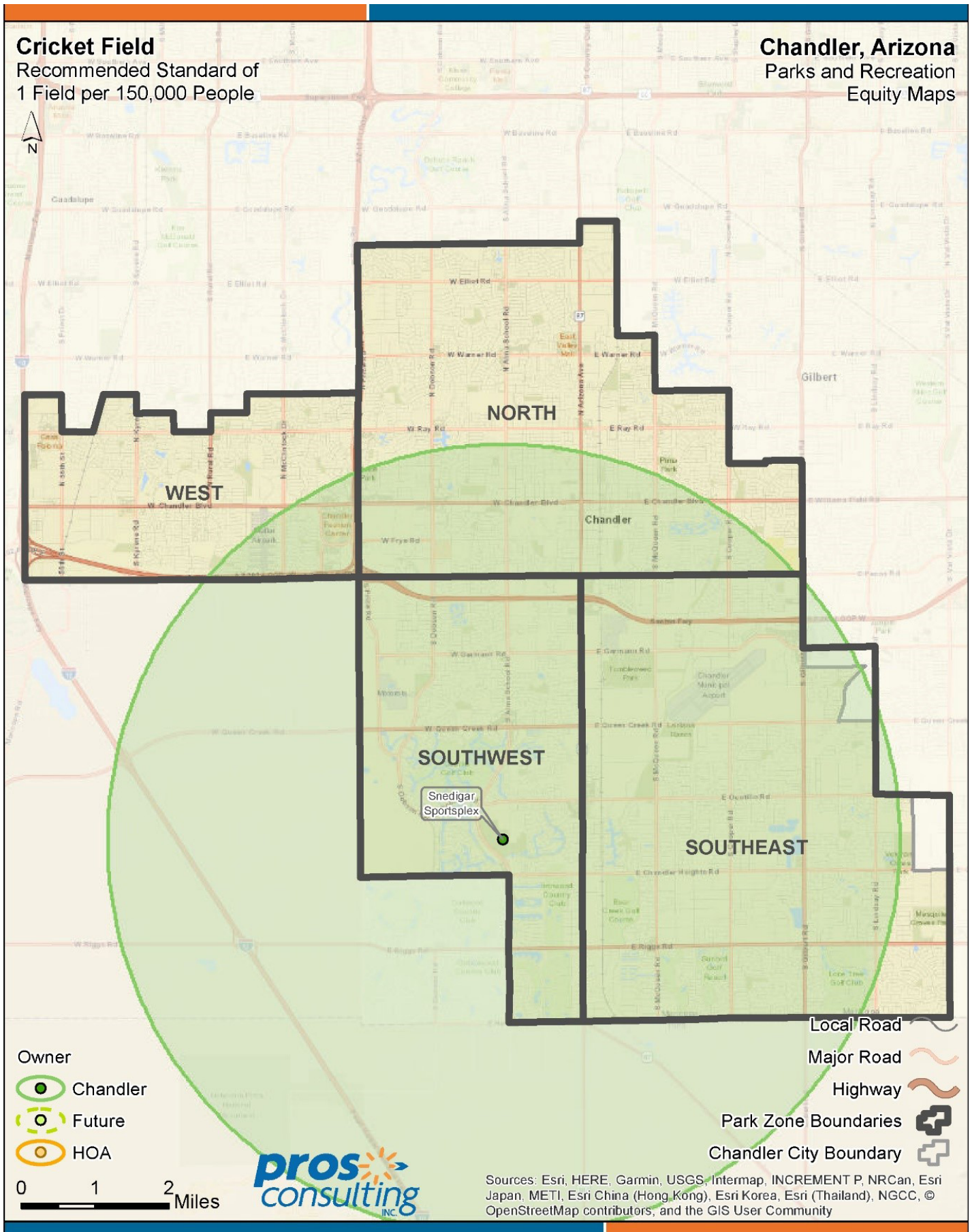




SOFTBALL FIELDS LIGHTED



CRICKET FIELDS

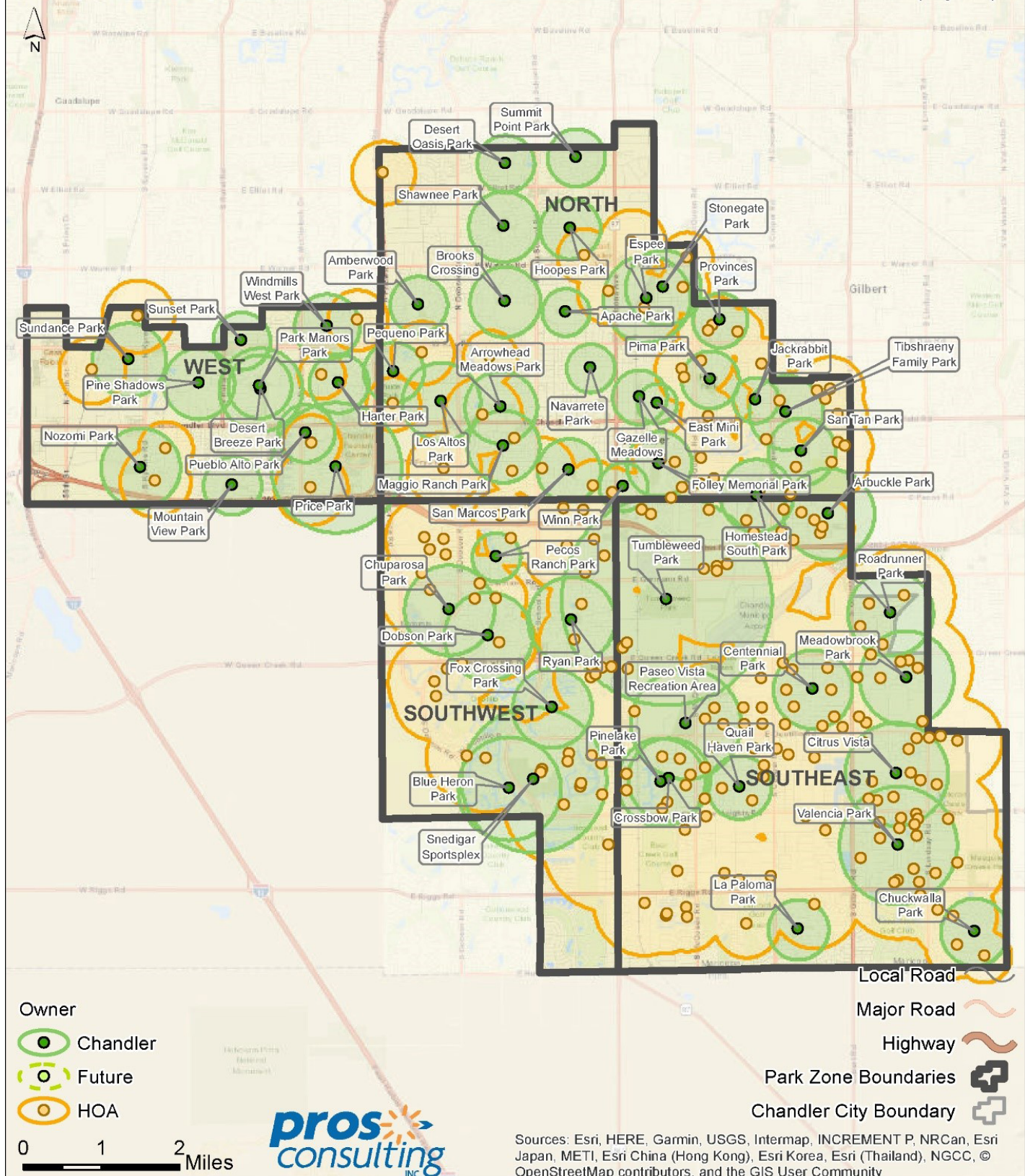


PLAYGROUNDS

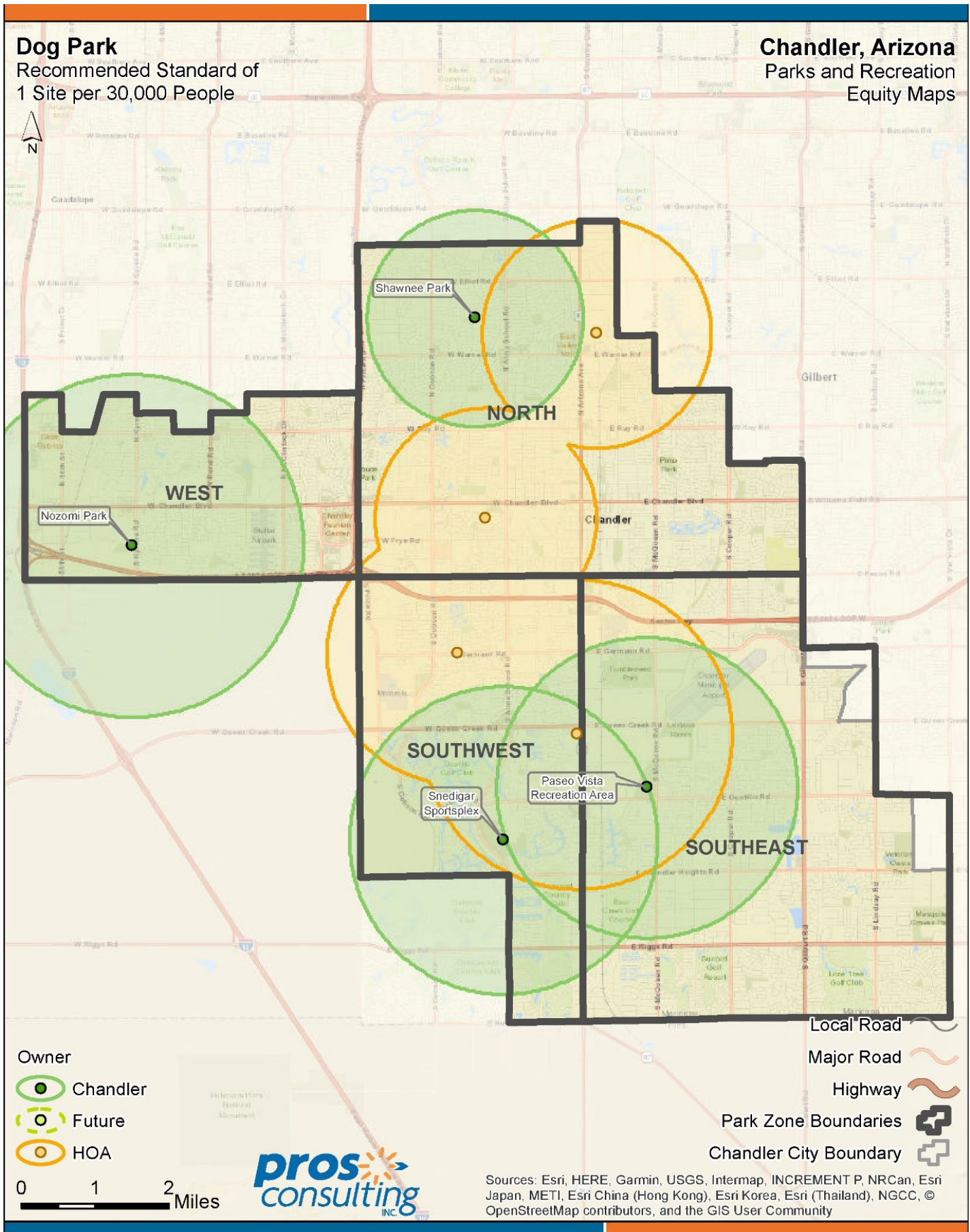
Playgrounds

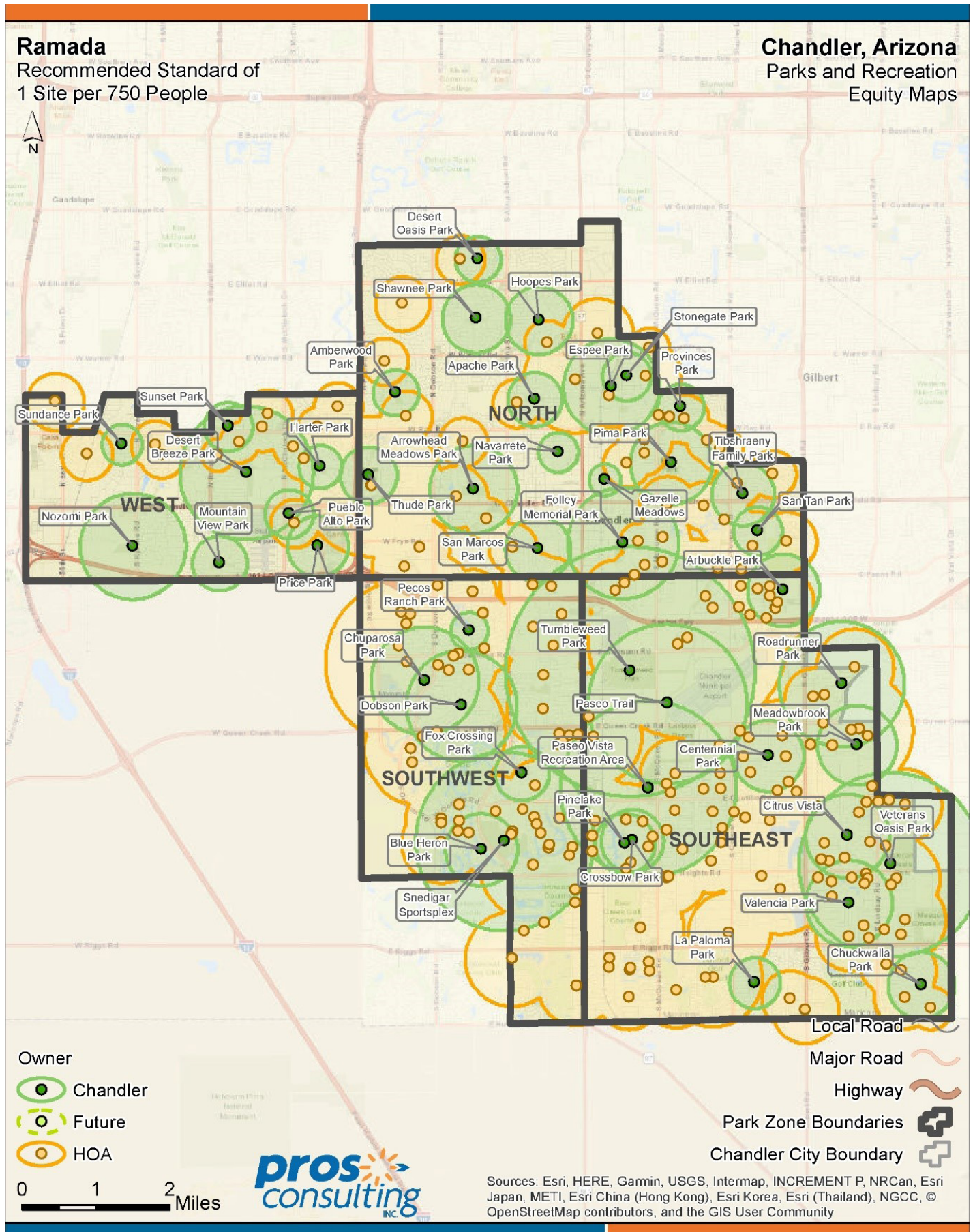
Recommended Standard of
1 Site per 1,050 People

Chandler, Arizona
Parks and Recreation
Equity Maps

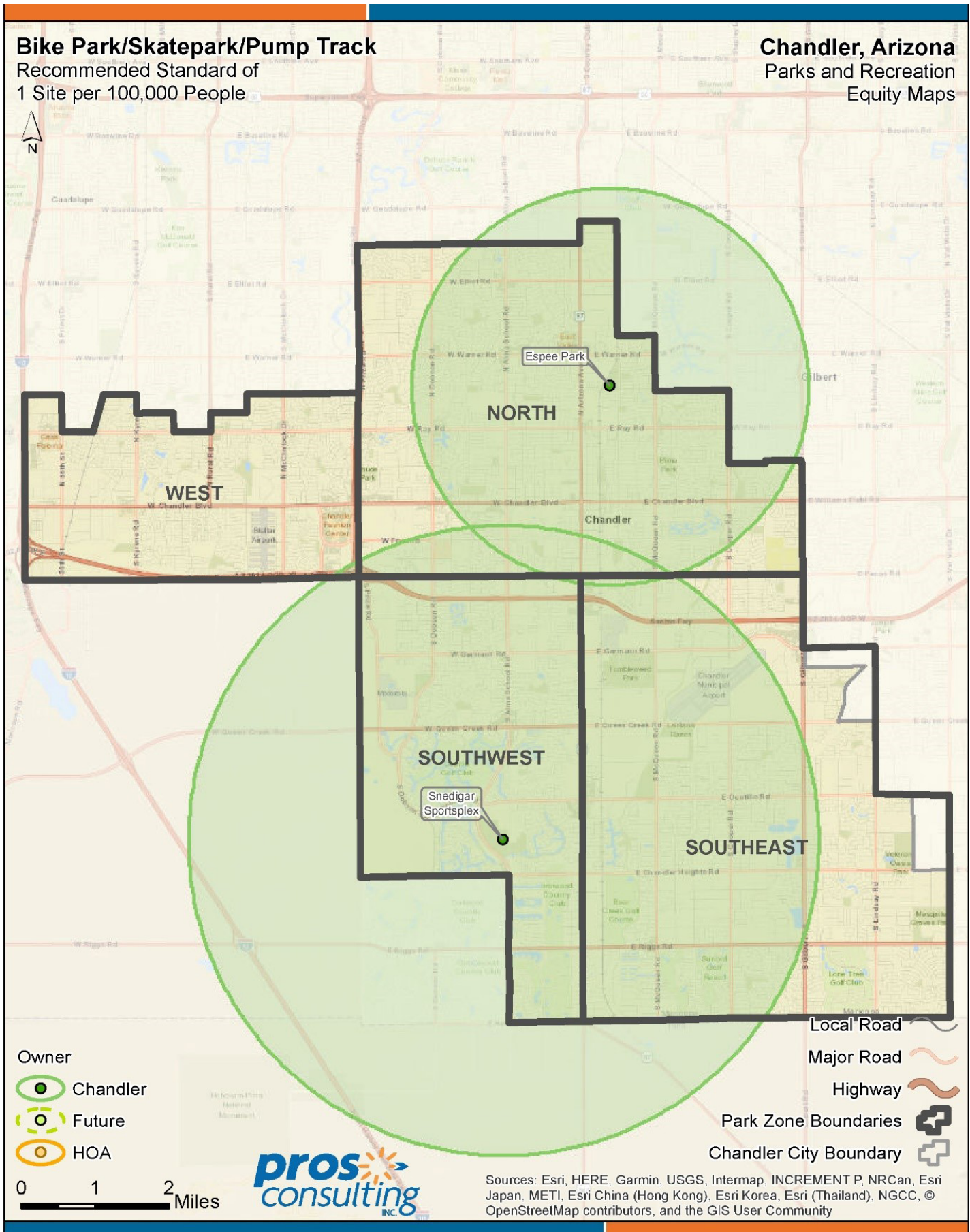


DOG PARKS





BIKE PARK/SKATE PARK/PUMP TRACK



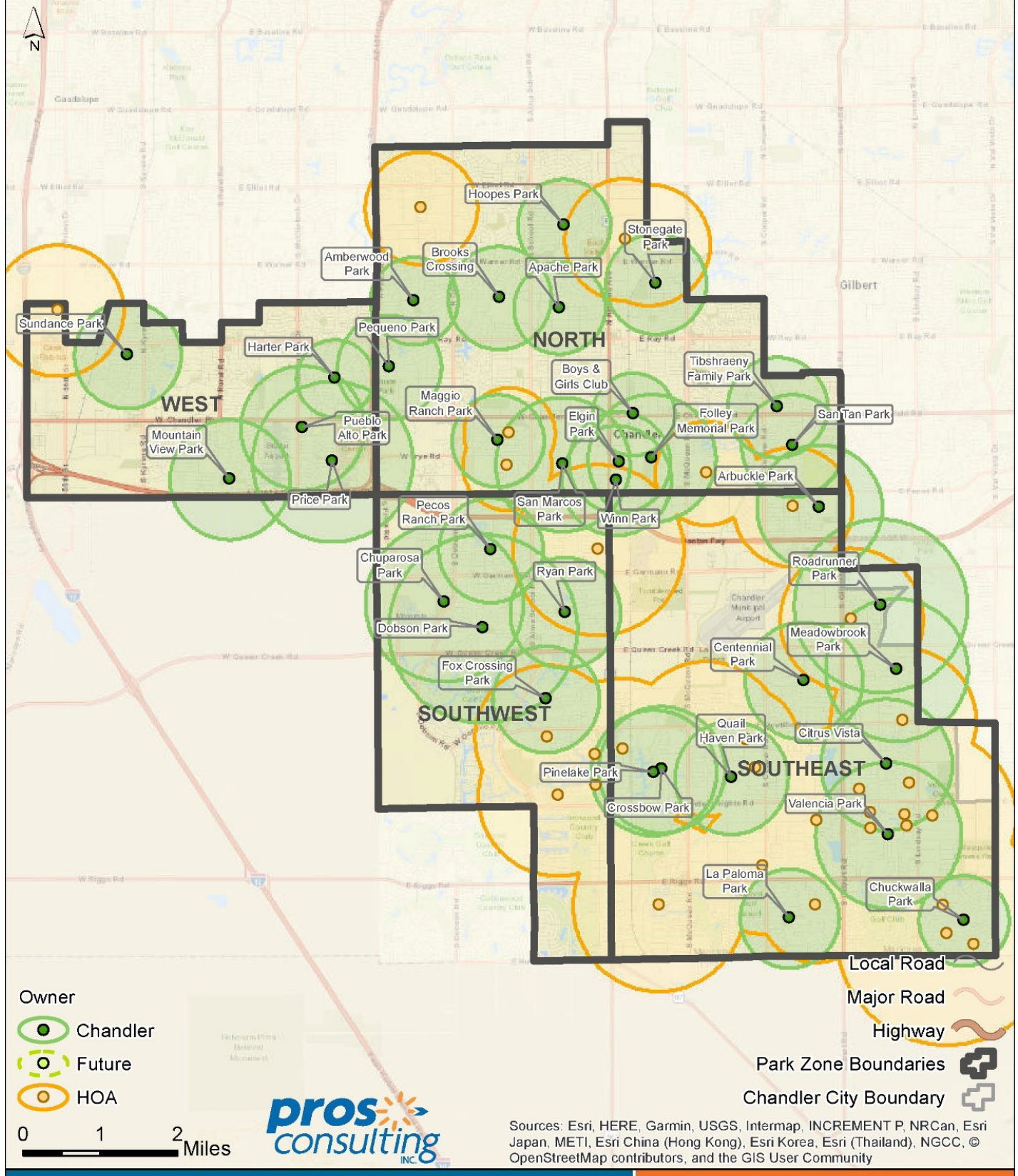
OUTDOOR BASKETBALL COURTS LIGHTED

Basketball Court (Lighted)

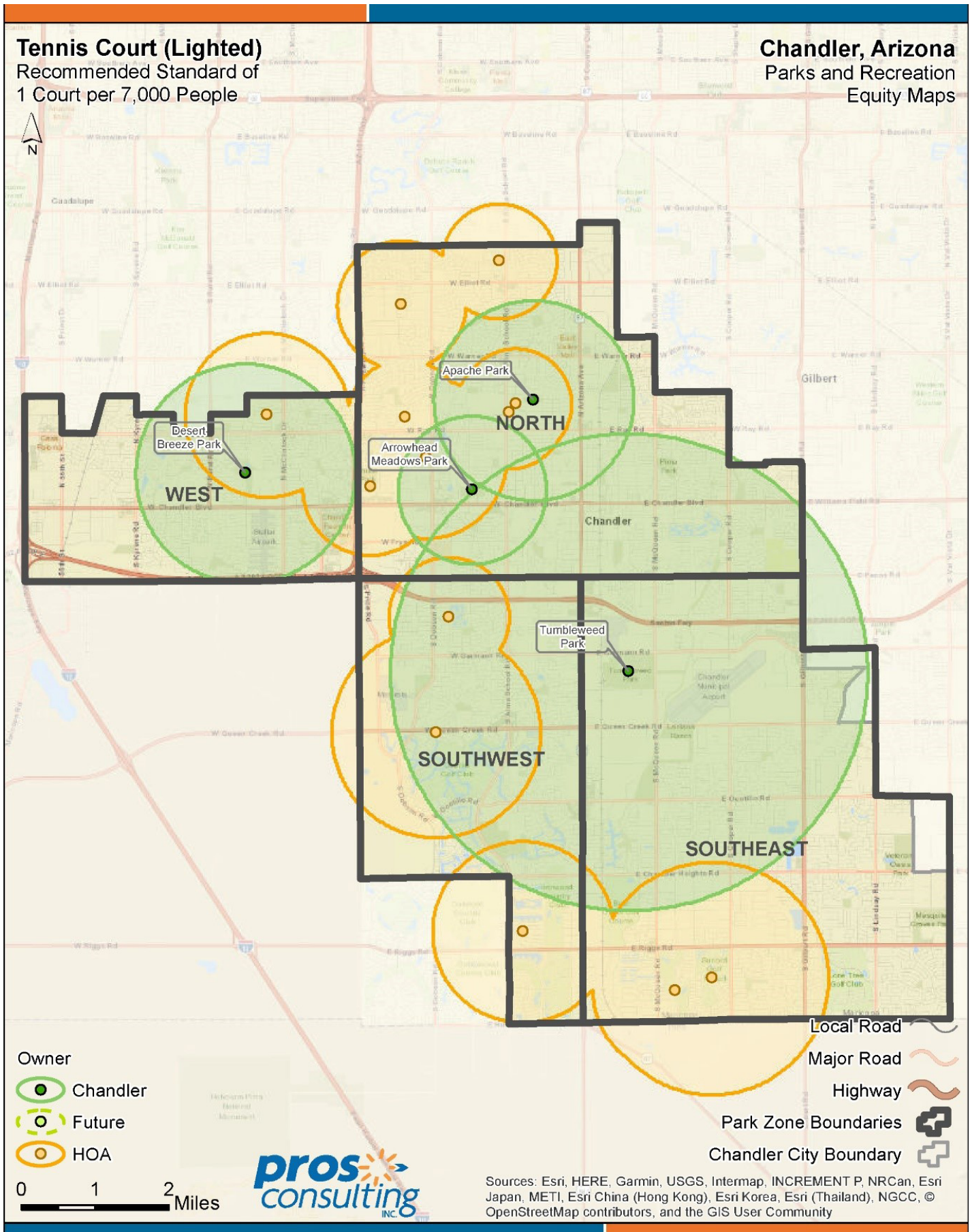
Recommended Standard of
1 Court per 4,500 People

Chandler, Arizona

Parks and Recreation
Equity Maps



TENNIS COURTS LIGHTED



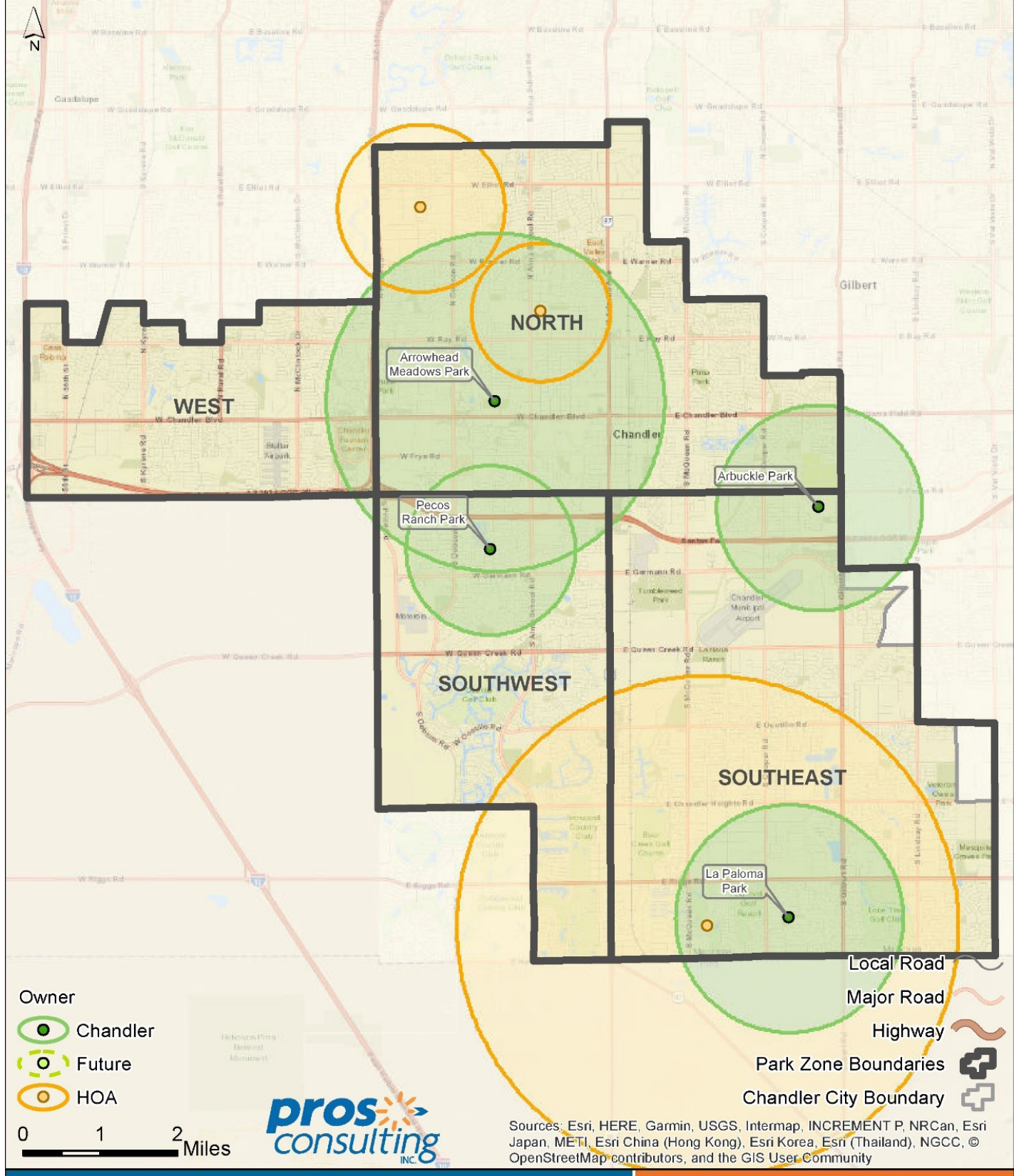
PICKLEBALL COURTS

Pickleball Court

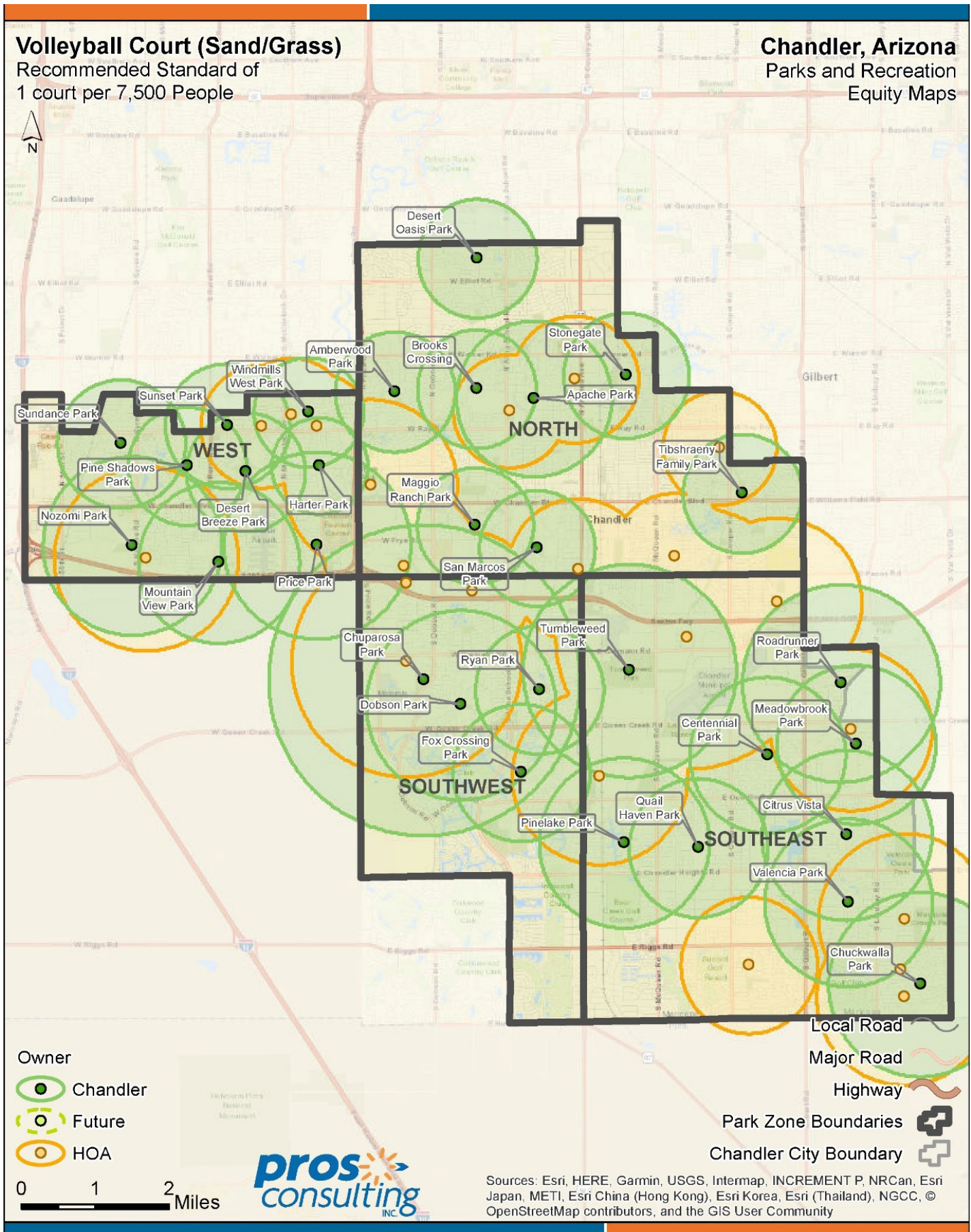
Recommended Standard of
1 Court per 12,000 People

Chandler, Arizona

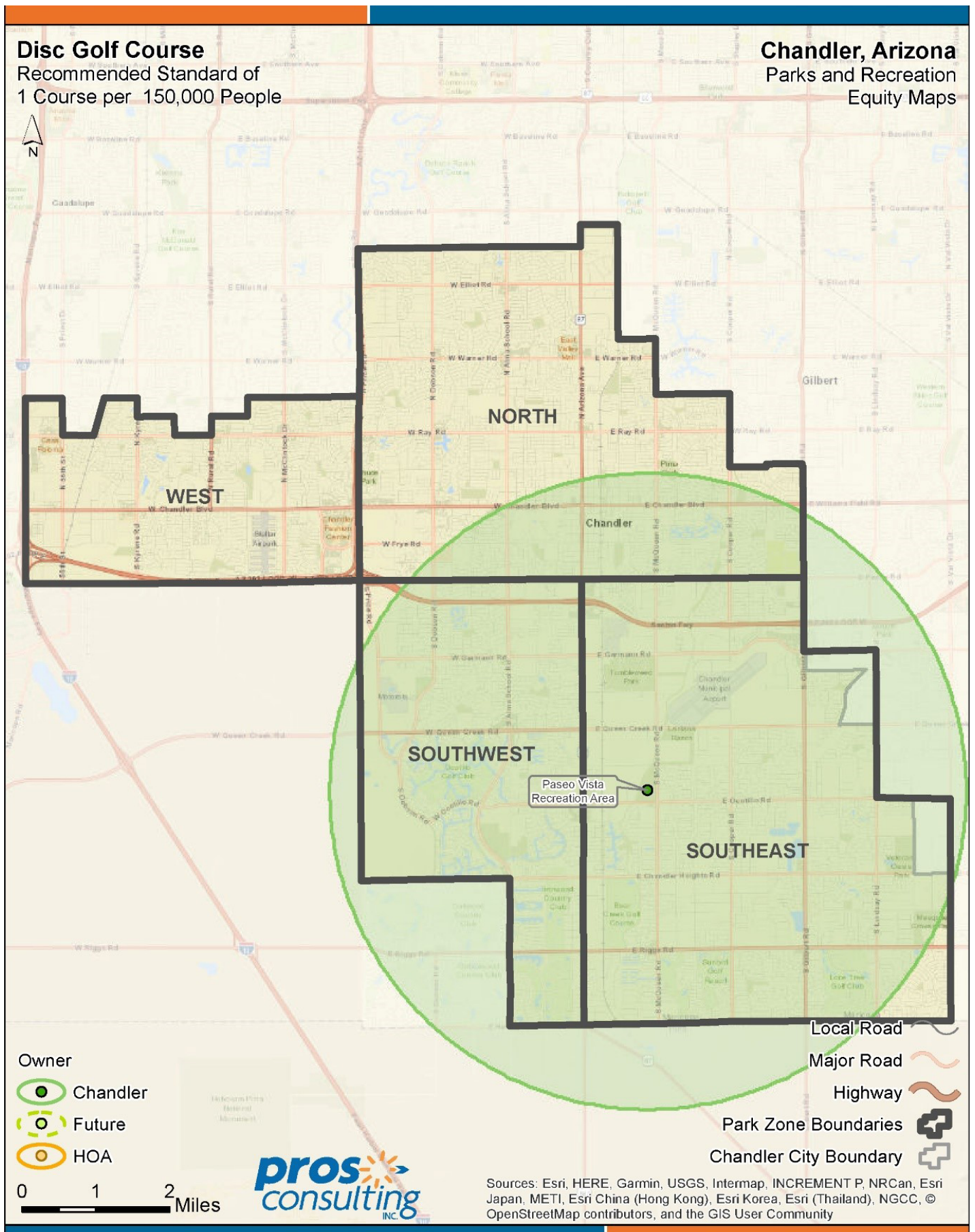
Parks and Recreation
Equity Maps



OUTDOOR VOLLEYBALL COURTS



DISC GOLF COURSE





CHAPTER 6

Capital Improvement and Total Cost of Ownership





CHAPTER 6 - CAPITAL IMPROVEMENT AND TOTAL COST OF OWNERSHIP

SUSTAINABLE AND VISIONARY PROJECTS

This section provides a thorough look into the quantity of existing assets, the timeline for needed replacement, and the appropriate (future inflation adjusted) value for each. The intent of the following section is to provide a starting point in quantifying the considerable financial value of the existing physical assets contained within the entire Department using a detailed system of matrices.

In addition to its existing assets, it is important for the Department to continually invest in regular redesign and rebuilding of the City's parks and recreation facilities to ensure that they are aligned with the everchanging nature of public demand and programming needs. Changes such as these should be considered visionary projects, or projects which expand and/or replace facilities at existing parks that are currently not in place or needed. The consultant team worked directly with Department staff to determine a list of visionary projects for each park and facility.

Utilizing the results of the on-site inventory and assessment, detailed matrices were developed which utilized the previously established grading standards along with current construction pricing to create an improvement priority plan and associated value for each facility. Assets scored with grading standards F (1) and D (2) were considered critical and therefore capital improvement projects for the next one to seven year to correct safety hazards and accelerated deterioration. Assets scored with grading standard C (3) were categorized as capital improvement projects for years eight to 15 and those scored grading standards B (4) and A (5) were categorized for longer term improvements, 16+ years as assets were early enough in their lifecycles to not be in need of immediately replacement.

The detailed matrices included in this section should be built upon by the Department moving forward as new facilities are constructed and/ or old facilities replaced. With careful planning and a keen vision, the information will assist the City in its efforts to ensure that infrastructure operation, maintenance, rehabilitation, and park development is as efficient and effective as possible.

Additionally, the following information will allow staff to strategically anticipate future expenditure and plan for adequate funding of future improvements while negotiating confidently with forward well-evidenced information in always difficult climate of budget constraints.

SYSTEM-WIDE SUMMARY

Category	CIP (1-7 Years)	CIP (8-15 Years)	CIP (16+ Years)
Sustainable Projects	\$44,460,375	\$217,685,449	\$103,910,819
Visionary Projects	\$92,292,350	\$164,751,504	\$116,114,348
Totals	\$136,752,725	\$382,436,953	\$220,025,166

WEST PLANNING AREA

SUSTAINABLE PROJECTS SUMMARY

Park/Facility	CIP 1-7 Years	CIP 8-15 Years	CIP 16+ Years
DESERT BREEZE	\$2,405,000	\$17,949,272	\$1,170,250
HARTER		\$998,577	\$2,422,030
MOUNTAIN VIEW	\$783,000	\$2,874,957	
NOZOMI	\$2,412,000	\$8,059,939	
PINE SHADOWS		\$1,010,107	\$1,185,750
PRICE	\$67,500	\$2,147,650	\$2,557,500
PUEBLO ALTO	\$86,000	\$264,189	\$775,000
SUNDANCE		\$2,302,592	
SUNSET	\$200,000	\$1,279,807	
WINDMILLS WEST		\$1,630,276	\$1,650,750
Sub Totals	\$5,953,500	\$38,517,367	\$9,761,280

VISIONARY PROJECTS SUMMARY

Park/Facility	CIP 1-7 Years	CIP 8-15 Years	CIP 16+ Years
DESERT BREEZE		\$523,800	\$1,661,213
HARTER	\$160,000	\$40,500	
MOUNTAIN VIEW	\$80,000		
NOZOMI		\$47,250	
PINE SHADOWS		\$270,000	
PRICE	\$20,000	\$109,013	
PUEBLO ALTO	\$10,000		
SUNDANCE		\$40,500	
SUNSET	\$30,000	\$114,750	\$34,875
WINDMILLS WEST		\$40,500	
Sub Totals	\$300,000	\$1,186,313	\$1,696,088

SUSTAINABLE PROJECTS + VISIONARY PROJECTS

	CIP 1-7 Years	CIP 8-15 Years	CIP 16+ Years
Totals	\$6,253,500	\$39,703,679	\$11,457,368

Note that costs shown are intended to be rough order of magnitude and based on park and recreation related amenities only. Projected costs do not include additional associated infrastructure or soft costs related to project implementation. The values shown within this document are based on 2021 dollars with cost escalators added in years 7-15 (35%) and years 16+ (55%). City staff should continue to evaluate costing information with current market conditions throughout the life of the plan as project funding opportunities arise.

WEST NOTES

Per Park
Reinvestment
Range: \$1.1 Million
– \$23.7 Million

Median
Reinvestment Cost:
\$3.4 Million

Lowest
Reinvestment Cost:
Pueblo Alto

Largest
Reinvestment Cost:
Desert Breeze

NORTH PLANNING AREA

SUSTAINABLE PROJECTS SUMMARY

Park/Facility	CIP 1-7 Years	CIP 8-15 Years	CIP 16+ Years
AMBERWOOD	\$1,159,500	\$2,194,765	\$93,000
APACHE	\$930,000	\$2,111,785	\$2,299,425
ARMSTRONG	\$114,000	\$155,126	\$129,115
ARROWHEAD MEADOWS	\$3,235,000	\$10,568,433	\$465,000
ASHLEY TRAIL		\$555,426	
BOYS & GIRLS CLUB	\$32,250	\$2,207,968	\$238,700
BROOKS CROSSING	\$343,000	\$2,463,390	\$232,500
DESERT OASIS		\$202,770	\$914,500
DR AJ CHANDLER	\$358,000	\$2,309,445	\$2,192,475
EAST MINI	\$540,588	\$8,843	
ESPEE	\$240,000	\$10,078,757	\$4,851,500
FOLLEY	\$1,834,000	\$7,687,974	\$1,243,100
GAZELLE MEADOWS	\$750,967	\$465,953	\$1,550,000
HARMONY HOLLOW	\$645,856	\$260,888	
HARRIS	\$54,042	\$31,050	\$423,228
HOMESTEAD SOUTH			\$1,597,740
HOOPEES		\$2,263,768	\$1,276,425
JACKRABBIT		\$87,075	\$1,136,978
LOS ALTOS	\$528,000	\$141,949	
MAGGIO RANCH	\$237,500	\$2,217,157	
NAVARRETE	\$735,000	\$826,562	\$1,162,500
PARK MANORS		\$800,220	\$21,700
PEQUENO	\$5,500	\$2,155,004	
PIMA	\$37,500	\$8,616,835	\$1,525,975
PROVINCES		\$1,969,996	
SAN MARCOS	\$120,000	\$2,484,490	\$1,249,300
SAN TAN		\$94,500	\$3,136,898
SHAWNEE		\$4,190,104	\$1,904,950
STONEGATE		\$2,891,425	\$337,900
SUMMIT POINT		\$9,450	\$981,933
THUDE	\$550,000	\$2,890,881	
TIBSHRAENY FAMILY		\$2,168,702	\$3,534,310
WINN	\$185,000	\$137,491	\$775,000
Sub Totals	\$12,635,703	\$75,248,181	\$33,274,151

The North Planning Area has the largest funding required in CIP Years 8-15 for facility upkeep and improvements.

NORTH NOTES

Per Park
Reinvestment
Range: \$498,000
– \$18.4 Million

Median
Reinvestment Cost:
\$3.2 Million

Lowest
Reinvestment Cost:
Armstrong

Largest
Reinvestment Cost:
Folley Memorial

VISIONARY PROJECTS SUMMARY

Park/Facility	CIP 1-7 Years	CIP 8-15 Years	CIP 16+ Years
AMBERWOOD	\$15,000	\$457,988	
APACHE	\$348,500	\$51,030	\$93,000
ARMSTRONG	\$60,000	\$40,500	
ARROWHEAD MEADOWS	\$360,000	\$966,600	\$232,500
ASHLEY TRAIL	\$15,000		
BOYS & GIRLS CLUB		\$1,674,675	
BROOKS CROSSING	\$790,000	\$20,250	\$7,750
DESERT OASIS		\$122,175	
DR AJ CHANDLER	\$12,222,000		
EAST MINI		\$33,750	
ESPEE		\$40,500	\$77,500
FOLLEY	\$7,670,000		
GAZELLE MEADOWS		\$257,850	\$105,788
HARMONY HOLLOW	\$1,815,000	\$270,000	
HARRIS	\$5,500	\$40,500	\$77,500
HOMESTEAD SOUTH		\$13,500	
HOOPEs		\$83,700	
JACKRABBIT	\$60,000	\$506,250	
LOS ALTOS		\$155,250	
MAGGIO RANCH		\$108,000	
NAVARRETE	\$25,000	\$20,250	\$1,278,750
PARK MANORS		\$20,250	
PEQUENO		\$182,250	
PIMA	\$103,750	\$94,500	
PROVINCES		\$81,000	
SAN MARCOS		\$27,000	\$1,007,500
SAN TAN	\$20,000	\$1,659,150	
SHAWNEE	\$10,000	\$246,375	
STONEGATE		\$20,250	\$15,500
SUMMIT POINT	\$10,000		\$74,400
THUDE	\$325,000	\$81,675	
TIBSHRAENY FAMILY		\$51,975	
WINN	\$75,000		
Sub Totals	\$23,929,750	\$7,327,193	\$2,970,188

SUSTAINABLE PROJECTS + VISIONARY PROJECTS

	CIP 1-7 Years	CIP 8-15 Years	CIP 16+ Years
Totals	\$36,565,453	\$82,575,374	\$36,244,339

SW NOTES

Per Park
Reinvestment
Range: \$2.2 Million
– \$38.2 Million

Median
Reinvestment Cost:
\$3.9 Million

Lowest
Reinvestment Cost:
Fox Crossing

Largest
Reinvestment
Cost: Snedigar
Sportsplex

SOUTHWEST PLANNING AREA

SUSTAINABLE PROJECTS SUMMARY

Park/Facility	CIP 1-7 Years	CIP 8-15 Years	CIP 16+ Years
BLUE HERON	\$131,500	\$506,300	\$1,819,700
CHUPAROSA	\$1,424,000	\$5,688,717	\$1,088,100
DOBSON	\$997,000	\$2,301,567	\$1,550,000
FOX CROSSING	\$631,818	\$1,566,068	
PECOS RANCH	\$596,500	\$2,001,040	\$775,000
RYAN	\$755,000	\$3,209,547	
SNEDIGAR SPORTSPLEX	\$8,462,000	\$28,078,988	\$1,640,675
Sub Totals	\$12,997,818	\$43,352,226	\$6,873,475

VISIONARY PROJECTS SUMMARY

Park/Facility	CIP 1-7 Years	CIP 8-15 Years	CIP 16+ Years
BLUE HERON	\$10,000	\$13,500	
CHUPAROSA		\$40,500	\$77,500
DOBSON	\$325,000		
FOX CROSSING		\$33,750	
PECOS RANCH	\$15,000		
RYAN	\$25,000		
SNEDIGAR SPORTSPLEX	\$75,000		
Sub Totals	\$450,000	\$87,750	\$77,500

SUSTAINABLE PROJECTS + VISIONARY PROJECTS

	CIP 1-7 Years	CIP 8-15 Years	CIP 16+ Years
Totals	\$13,447,818	\$43,439,976	\$6,950,975

SOUTHEAST PLANNING AREA

SUSTAINABLE PROJECTS SUMMARY

Park/Facility	CIP 1-7 Years	CIP 8-15 Years	CIP 16+ Years
ARBUCKLE PARK		\$1,764,452	\$1,760,025
BEAR CREEK GOLF COURSE			
CENTENNIAL PARK	\$49,000	\$805,950	\$3,622,680
CHUCKWALLA PARK	\$250,500	\$2,338,901	\$201,500
CITRUS VISTA		\$79,313	\$4,391,529
CROSSBOW PARK	\$329,000	\$865,890	\$1,422,125
LA PALOMA PARK	\$760,000	\$2,076,247	\$866,450
LANTANA RANCH PARK			
LOS ARBOLES PARK	\$8,500	\$1,122,938	
MEADOWBROOK PARK		\$50,288	\$3,395,951
MESQUITE GROVES PARK			
PASEO TRAIL	\$174,500	\$8,773,743	\$1,585,650
PASEO VISTA RECREATION AREA	\$1,664,000	\$3,694,275	\$8,440,525
PINELAKE PARK	\$758,624	\$549,383	\$1,643,000
QUAIL HAVEN PARK	\$162,000	\$2,283,753	\$143,375
ROADRUNNER PARK		\$158,963	\$4,524,956
TUMBLEWEED PARK	\$8,717,230	\$31,559,043	\$3,944,750
VALENCIA PARK		\$114,750	\$4,620,897
VETERANS OASIS PARK		\$4,329,788	\$13,438,500
Sub Totals	\$12,873,354	\$60,567,675	\$54,001,912

At over 450 million dollars, the Southeast Planning Area has the largest Capital Improvement funding required.

Note that costs shown are intended to be rough order of magnitude and based on park and recreation related amenities only. Projected costs do not include additional associated infrastructure or soft costs related to project implementation. The values shown within this document are based on 2021 dollars with cost escalators added in years 7-15 (35%) and years 16+ (55%). City staff should continue to evaluate costing information with current market conditions throughout the life of the plan as project funding opportunities arise.

SE NOTES

Per Park
Reinvestment
Range: \$1.1 Million
– \$60 Million

Median
Reinvestment Cost:
\$4.2 Million

Lowest
Reinvestment Cost:
Los Arboles

Largest
Reinvestment Cost:
Tumbleweed

Additional
Visionary Project:
South Chandler
Regional Park -
\$271 Million

SOUTHEAST PLANNING AREA (CONT)

VISIONARY PROJECTS SUMMARY

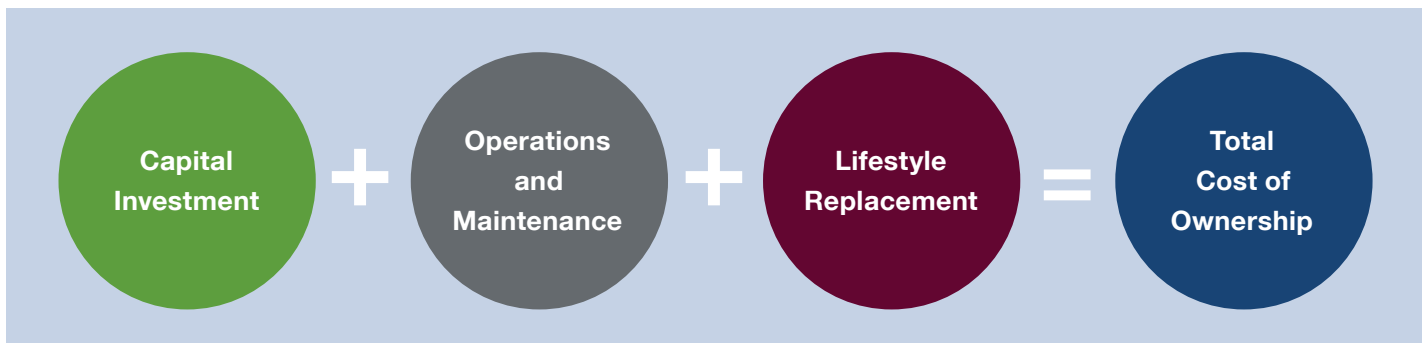
Park/Facility	CIP 1-7 Years	CIP 8-15 Years	CIP 16+ Years
ARBUCKLE PARK	\$162,600	\$20,250	
CENTENNIAL PARK		\$13,500	
CHUCKWALLA PARK	\$25,000		
CITRUS VISTA			\$15,500
CROSSBOW PARK		\$62,100	
LA PALOMA PARK		\$33,750	
LANTANA RANCH PARK	\$4,703,000		
LOS ARBOLES PARK	\$50,000		
MEADOWBROOK PARK		\$13,500	
MESQUITE GROVES PARK	\$40,928,000		
PASEO TRAIL		\$477,900	
PASEO VISTA RECREATION AREA		\$324,000	
PINELAKE PARK	\$960,000	\$20,250	
QUAIL HAVEN PARK	\$25,000		
ROADRUNNER PARK	\$10,000		
SOUTH CHANDLER REGIONAL PARK	\$150,000	\$151,248,399	\$98,404,823
TUMBLEWEED PARK	\$18,099,000	\$3,675,375	\$12,803,000
VALENCIA PARK		\$13,500	
VETERANS OASIS PARK	\$2,500,000	\$247,725	\$147,250
Sub Totals	\$67,612,600	\$156,150,249	\$111,370,573

SUSTAINABLE PROJECTS + VISIONARY PROJECTS

	CIP 1-7 Years	CIP 8-15 Years	CIP 16+ Years
Totals	\$80,485,954	\$216,717,924	\$165,372,485

TOTAL COST OF OWNERSHIP

It is critically important to view the financial sustainability of the parks system through the concept of “Total Cost of Ownership” as shown in the graphic below.



The following sections will explore best-practice opportunities that the City should focus on to ensure the delivery of high-quality experiences to Chandler residents and visitors.

PARKS MAINTENANCE

Parks have played a major role in the livability of Chandler since its inception. Parks, facilities, and amenities that are clean and functioning efficiently are a critical element to delivering high-quality programs and services. Today, Chandler’s public park system consists of approximately 1,550 acres of developed, natural area, and green spaces woven throughout the city. The core services that the Park Maintenance Division provides are:

- ▲ Park Lands Management and Maintenance
- ▲ Facilitation of Community Partnerships and Events

PARK MAINTENANCE STANDARDS

Regular maintenance requires unit-based quantification for most major resource requirements and provides the methods for projecting future resource needs. The City’s maintenance efforts are expansive and address diverse aspects of maintaining high-quality facilities, amenities, and infrastructure to preserve the integrity of public assets and their meaningful use. The prevailing objectives of a standards-based park maintenance program are presented below but not in order of importance:

- ▲ Maintain and improve the sites, grounds, facilities, and structures of the City parks and recreation system to provide optimal and enjoyable use.
- ▲ Provide landscaping and general maintenance for a multitude of City amenities, including but not limited to, landscaped beds, turf, and urban open spaces.
- ▲ Be responsive to maintenance needs of the City’s open-space tracts. Particular attention must be paid to access points, trail repair, erosion control, and trash removal.
- ▲ Protect and preserve the value of City assets so that long-term maintenance costs are minimal due to extending the service life of those assets.

Many of the objectives assigned to the Park’s maintenance teams go beyond the traditional responsibilities of park maintenance employees, such as special event support.



It is recommended that the Parks Division adopt a system of grounds maintenance levels wherein functions are organized into a tiered structure with three different levels of service. These levels are referred to as maintenance modes, and each has a unique standard that dictates routine maintenance tasks and their frequency. The appropriate maintenance mode is assigned to each park or site, which creates a framework for organizing and scheduling tasks and responsibilities at each location. A description of each of the maintenance modes is provided below:

MAINTENANCE MODE/LEVEL 1

- ▲ Maintenance Mode/Level 1 (Mode/Level 1) applies to parks or sites that require the greatest level of maintenance standard in the system. These parks or sites are often revenue-producing facilities, such as a sports complex, where the quality and level of maintenance has a direct impact on the park facility's ability to maximize revenue generation.

MAINTENANCE MODE/LEVEL 2

- ▲ Maintenance Mode/Level 2 (Mode/Level 2) applies to parks or sites that require a moderate level of effort and maintenance standards in the system. These include developed and undeveloped parks with amenities that are heavily used such as community and neighborhood parks, and special-use facilities found in the Chandler parks system.

MAINTENANCE MODE/LEVEL 3

- ▲ Maintenance Mode/Level 3 (Mode/Level 3) applies to parks or sites that require a nominal level of effort and maintenance standards in the system. These generally include undeveloped parks with minimal amenities, such as natural areas.

PARKS MAINTENANCE KEY FINDINGS

MAINTENANCE MANAGEMENT PLAN

Through the review of data and workshops with staff, the consulting team determined that the Parks Division does generally operate within the maintenance modes identified above. The Parks Division also intuitively follows a set of routine parks and grounds maintenance standards with task, frequency, and season of year for each of their four functional work areas; however, a formalized, documented, and detailed maintenance management plan for work performed by City staff does not exist. Formalized standards are provided for third-party contractors that manage and maintain landscaped areas as defined in the scope of work.

A formalized maintenance management plan includes not only maintenance modes and standards for each park but also tracks the performance of the work against a set of defined outcomes, as well as the costs expended to achieve each outcome. A maintenance management plan is typically memorialized within a work order management system.

WORK ORDER MANAGEMENT SYSTEM

The Parks Maintenance Division in Chandler does not currently utilize an asset management-based work order management system and should consider the implementation of such a system to document maintenance and asset replacement schedules, as well as the performance of work completed.

COST OF SERVICE/SYSTEMATIC APPROACH TO THIRD-PARTY CONTRACTING

Given the varying cycles of the economy, it is imperative that the Parks Division continually evaluate the capacity and cost of service in the private sector. Currently, the Parks Division does not track unit activity costs and therefore cannot analyze the unit cost to perform work internally against the unit cost to perform work by a third-party vendor. Without this level of analysis, the Parks Division is unable to determine if it is more effective and efficient to perform work in-house or to contract it out.

PARK MAINTENANCE KEY RECOMMENDATIONS

IMPLEMENT WORK ORDER MANAGEMENT SYSTEM

An asset-based work order management system should be used to track lifecycle maintenance requirements that are tied to weekly and monthly work orders. This will help the staff to stay ahead of preventative maintenance and limit breakdowns. Further, utilizing the system will provide staff the necessary “actual cost” data for work being performed. The typical components of a work order management system are as follows:

Schedule Work Activities

Detailed framework for asset management by incorporating GIS into the asset repository. Allows for grouping of assets by location, type, age, or other key parameters. These groupings can then be used to create maintenance activities, such as preventive work, reactive work, tests, or inspections.

Mapping Tools

ArcGIS maps are an integral part of the work management process. This allows for the creation of map visualizations of database queries, including open work orders, service requests, or work orders of a specific type and assignment. These tools empower both management and staff to interact with asset data.

Data Mobility

A variety of tools to help maintenance staff access and update valuable information while in the field.

Asset Management

Track work performed on any asset at any given time throughout its lifecycle. Users can easily search for active work orders and view them dynamically on the GIS map. Track overdue work orders and monitor work associated with a specific task, contractor, or project.

COST OF SERVICE/SYSTEMATIC APPROACH TO THIRD-PARTY CONTRACTING

Through the development of management processes, the Parks Division must begin to track unit activity costs through the implementation of a work order management system, which would in turn, analyze the unit cost to perform work internally against the unit cost to perform work by a third-party vendor.

UPDATE WORK PLANS BASED ON MAINTENANCE STANDARDS

Maintenance standards are based on Level (1), (2) and (3) modes (tasks and frequencies of each task and follow best practices as established by the National Recreation and Park Association. Maintenance standards have been provided as a stand-alone Excel spreadsheet.

PLEASE NOTE: The best-practice maintenance standards may differ from current City park maintenance practices and may include standards for assets that are currently not a part of the City’s park system, but might be in the future. The Division should update and continue to customize the standards based on the park values of City residents. The standards should be adopted and implemented by staff and followed regardless of whether work is performed by City staff or third-party contractors.

LIFECYCLE REPLACEMENT SCHEDULE

As noted in the Community Needs Assessment chapter, most Chandler residents support funding being allocated for the reinvestment in the existing parks system. To achieve this goal, the Community Services Department will need to closely monitor the condition of the parks system’s assets throughout their lifecycle to ensure the safety of park patrons. It is highly recommended that assets be replaced, as needed, to ensure efficient and effective utilization of operational dollars. The lifecycle replacement schedule found on the following page should be utilized as a guide for the creation of an asset management system. Unit costs are also provided (in 2020 dollars).

LIFECYCLE REPLACEMENT SCHEDULE

	Unit	Suggested Lifecycle (in years)	Average Replacement Cost (per Unit)
AMENITIES			
Aquatic Center	SF	35	\$400-\$500
Recreation Building	SF	50	\$425
Barricades	EA	25	\$500
Baseball/Softball Field (Lighted) - Metal Halide	EA	25	\$325,000
Basketball - Outdoor Court (Lighted)	EA	25	\$85,000
BBQ Grill	EA	10	\$500
Benches	EA	15	\$1,000
Bike Rack	EA	10	\$350
Concession Stands	SF	25	\$250
Disc Golf Hole	EA	15	\$1,000
Dog Parks (Lighted)	AC	25	\$70,000
Drinking Fountain	EA	10	\$6,000
Emergency Phone	EA	15	\$1,800
Fit Course	Course	10	\$900
Flag Pole	EA	35	\$3,200
Fountain	EA	30	\$1,500
Gardens	SF	30	\$.02-\$.05
Horseshoe Pit	EA	30	\$6,000
In-Line Hockey (lighted)	EA	20	\$75,000
Lake	AC	25	\$500,000
Parking Space	EA	25	\$5,000
Pedestrian Bridge	LF	50	\$500-\$2000
Picnic Tables	EA	15	\$1,500
Playground (Shaded)	EA	10	\$250,000
Racquetball Court	EA	25	\$50,000
Ramada/Shelter 10 x 10	EA	35	\$50,000
Ramada/Shelter 20 x 20	EA	35	\$85,000
Restroom	EA	25	\$250,000
Restroom	SF	25	\$250-\$350
Scoreboard	EA	10	\$55,000
Shade Canopys (separate from Playgrounds)	EA	10	\$30,000
Shuffleboard Court	EA	20	\$8,500
Signage (Monument-Park Name)	EA	25	\$12,000
Signage (Rules & Reg)	EA	10	\$500
Skate Park above ground	SF	10	\$30
Skate Park in-ground	SF	30	\$150
Soccer Field (Lighted) - Metal Halide	EA	25	\$1,000,000
Tennis Court (Lighted)	EA	20	\$140,000
Trail (Decomposed Granite)	LF	25	\$8-\$12
Trail (Paved)	LF	25	\$60
Trash (Receptacle)	EA	15	\$1,000
Volleyball Court (Sand)	EA	30	\$16,000
Walkways	LF	25	\$60





CHAPTER 7

Funding Strategies





CHAPTER 7 - FUNDING STRATEGIES

In order to continue to building and maintaing the parks system, funding should be pursued for operations and capital improvement projects, such as those presented in this plan.

New, sustainable funding sources are essential to implementing a capital improvement plan. There is substantial potential for increasing revenues for the parks and recreation system, while still providing affordable recreation opportunities. The following are high-level funding options that should be vetted as the Department updates its Master Plan and implements the capital improvement program beginning in 2021.

PRIMARY FUNDING SOURCES

GRANTS

The grant market continues to grow annually. Grant writers and researchers are essential if the Department is to pursue grants. Matching dollars are required for most federal grants and many state grants.

PARK DEVELOPMENT FEES

Many municipalities seek developer contributions for parklands and for the development of trails that run through the property being developed. The developer perceives the enhanced value in terms of what the improvements mean for their development. Park or trail dedication as a requirement of subdivision development is a reliable means for maintaining equity of access to parks and trails.

PARK AND RECREATION BOND ISSUES

Agencies typically seek park bonds to meet park-related needs. The key is to use debt financing through bonds to address needs that are both unmet and clearly a community priority. It is best to propose a capital-bond project that serves a variety of users and needs. Even in the worst economic downturn, most bond issues have been passing because communities are the direct recipient of the money, and the funding directly benefits residents.

PARTNERSHIPS

Partnerships are joint-development funding sources or operational funding sources formed between separate agencies, such as two government

entities, a non-profit, and a public agency, or a private business and a public agency. Partners jointly develop revenue-producing park and recreation facilities and share risk, operational costs, responsibilities, and asset management based on the strengths of each partner.

OTHER FUNDING OPTIONS

COMMUNITY PARKS FOUNDATION

The development of a Chandler Parks Foundation would be a joint-development funding source with Chandler. The foundation would operate as a non-profit organization, working on behalf of the public agency to raise needed dollars to support its vision and operational needs.

The dollars that would be raised by the foundation are tax-exempt. Foundations promote specific causes, activities, or issues that Chandler's Community Services Department needs to address. They offer a variety of means to fund capital projects, including capital campaigns, gifts catalogs, fundraisers, endowments, sales of park-related memorabilia, etc.

Private donations may be received in the form of cash, securities, land, facilities, recreation equipment, art, or in-kind services.

CAPITAL IMPROVEMENT FEES

Many park and recreation systems add a capital-improvement fee onto an existing user fee when they develop or enhance major recreation facilities. This is usually applied to golf courses, aquatic facilities, recreation centers, ice rinks, amphitheaters, and special-use facilities like sports complexes. The dollars gained either offset the cost of the capital improvement or the revenue bond that was used to develop or enhance the special-use facility. Once the capital improvement is paid off, the fee typically expires and is discontinued.

FRIENDS' ASSOCIATION

Friends' associations are typically formed to raise money for a single purpose, such as a specific park facility or program that will better the community.

CORPORATE AND PERSONAL LEAD GIVING

Corporate and personal giving involves the Department seeking corporate funds or personal gifts via a foundation partner or through personal contacts that are used to catalyze wider giving in support of a specific project or operation. The lead donations set the precedent for additional giving over a period of one year up to five years.

DONATIONS

Private donations are a popular form of fundraising by public





agencies, particularly for facilities and services that are highly visible and valued by the public. Donations can be channeled through a foundation or friends group aligned with the parks and recreation system's priorities. Donations can be made through one or more of the following methods:

- ▲ Donations of cash to a specific park or trail segment by community members and businesses
- ▲ Donations of services by large corporations to reduce the cost of park or trail implementation, including equipment and labor to construct and install elements of a specific park or trail
- ▲ Reductions in the cost of materials purchased from local businesses that support parks and trails implementation, and can supply essential products for facilities

USER FEES

User fees are fees paid by a user of park facilities or services to offset the costs of services in operating a park, or in delivering programs. A perception of "value" needs to be instilled in the community for the benefits the agency is providing to the user for exclusive use. Future fees could be charged by the agency based on cost-recovery goals for the parks core services, based on the level of exclusivity the user receives compared to the general taxpayer.

PARK REVOLVING FUND

This is a dedicated fund replenished on an ongoing basis from various funding sources, such as grants, sponsorships, advertising, program-user fees, and rental fees within one or more parks. The agency could establish a revolving fund to support maintenance at multiple parks.

ADVERTISING SALES

Advertising can occur with trash cans, playgrounds, dog parks, trails, flower pots, and as part of special events to pay for operational costs.

MAINTENANCE ENDOWMENT FUND

This is a fund dedicated exclusively for a park's maintenance and is funded by a percentage of user fees from programs, events, and rentals. The fee is paid by users and is added to a dedicated fund for facility and equipment replacement, such as fitness equipment, water slides, lights, artificial turf, and park-maintenance equipment.

LEASEBACKS

This is another source of capital funding wherein banks or private placement-fund companies develop a park or recreation attraction or complex by purchasing the land, developing a recreational attraction, and then leasing it back to the agency to pay off the land or capital costs over a 30- to 40-year period. Agencies may find this source attractive because typically they can increase operational budgets more easily than finding capital dollars to pay off the lease over a set period of time.

FRANCHISE FEE FOR UTILITY RIGHT-OF-WAY

Many agencies have sold the development rights below the ground to utility companies for fiber optic lines, water, sewer, electricity lines, and cable conduits on a linear foot basis.

PRIVATE CONCESSIONAIRES OPERATING WITHIN A LAND LEASE

Contracts with private businesses to provide and operate desirable recreational activities provide compensation to the agency through a land lease. Contractors may include coffee shops, grill and food concessions, small restaurants, ice cream shops, bicycle shops, farmers markets, and small businesses. Land leases are usually based on 15% of the value of the land plus a percentage of gross revenues from the contractor on an annual basis.



VOLUNTEERISM

The revenue source is an indirect revenue source in that persons donate time to assist the department in providing a product or service on an hourly basis. This reduces the City's cost in providing the service plus it builds advocacy into the system.





CHAPTER 8

Strategic Implementation Plan





CHAPTER 8 - STRATEGIC IMPLEMENTATION PLAN

Upon completion of the data collection and park assessments phase of the project, the findings were synthesized to develop a framework of strategic recommendations for the City of Chandler Community Services Department.

The following six focus areas are recommended:

1. Improve Access to Parks and Trails and Maintain Quality

2. Increase Connectivity

3. Invest in Existing Resources

4. Create an Economic Catalyst

5. Grow Operations and Staffing

6. Finance the System

Focus Area 1. Improve Access and Maintain Quality

Increase access to park amenities and facilities throughout the City, while maintaining and improving the quality of the system.

- ▲ Collaborate with local partners, both in public and private sectors, to develop innovative parks and spaces to increase or exceed the levels of service targeted in this plan.
- ▲ Maintain and enhance the quality of current park sites, facilities, and amenities.
- ▲ Increase targeted communications and marketing to create more awareness of the Department's assets.
- ▲ Redevelop facilities with equitable access by residents throughout the city and that reflect the ability to serve a diverse public, as well as meeting all ADA-compliance requirements and other special needs.
- ▲ Develop park design and development standards to establish general standards, guidelines, and criteria for the design and development of improvements in City parks and open spaces. The following link is provided as an example of park design and development standards:
<https://www.sandiego.gov/sites/default/files/consultantguide2019.pdf>
- ▲ Enhance the level of partnership/sponsorship with schools in the interest of improved equity and to increase access to park amenities.
- ▲ Pursue renovations and new improvements for parks, trails, and recreational facilities in areas of greatest growth and unmet needs.
- ▲ Continually review and update the lifecycle asset management plan for the Department.





Focus Area 2. Increase Connectivity

Establish connectivity between parks and greenways that is accessible by pedestrians and bicyclists.

- ▲ Work with other City departments to identify and connect sidewalk and bike lanes to trails to improve access to desirable destinations.
- ▲ Prioritize existing City-owned land and future land acquisition decisions to focus investments in a bike/pedestrian trail system that achieves active transportation strategies and the development of a contiguous network.
- ▲ Strive to increase connectivity so that parks and green spaces are within a five minute walk/bike ride for every household in the City of Chandler.
- ▲ Work with neighboring municipalities and jurisdictions to expand regional connectivity.
- ▲ Develop a City-wide Bike and Trails Master Plan.
- ▲ Encourage and seek funding for the development of trails and trail amenities, and construct in appropriate areas of the city and consider partnerships for the maintenance of the trails.



Focus Area 3. Invest in Existing Resources

Focus on reinvesting in and maintaining existing parks facilities to offer the community a variety of parks that integrate environmental design, safety, needs and emerging trends.

- ▲ Implement improvements that are mindful of environmental stewardship to aid in the protection of park resources and ensure that they will be protected for future generations.
- ▲ Utilize consistent design standards in the development of park recreational-facility landscaping, amenities, signage, and infrastructure.
- ▲ Make all parks and services welcome and accessible to all level of users, i.e., adults, children, seniors, and all-abilities through clean restrooms when feasible, seating or benches, running water fountains or water stations, and park features usable for all abilities in parks (ADA).
- ▲ Consider the incorporation of technology into the design of parks through partnerships to produce a state-of-the-art park system (systems, such as cameras, irrigation, Wi-Fi, pedestrian counters, automated restrooms, solar, cybertech trash receptacles, etc.).





Focus Area 4. Create an Economic Catalyst

Invest in infrastructure and facilities to make Chandler a viable sports tourism destination.

- ▲ Develop athletic fields and facilities that can support regional sports tourism through large-scale baseball, softball, and/or soccer tournaments.
- ▲ Develop outdoor recreation activities and related partnerships that facilitate adventure-based activities and programming.
- ▲ Update and improve the quality of existing athletic fields to increase durability and maximize usability for large-scale tournaments. Develop athletic field maintenance standards which improve playing conditions of the fields system-wide.



Focus Area 5. Grow Operations and Staffing

Empower and train current Department employees while growing staff to meet the emerging needs of the community.

- ▲ Ensure job descriptions are reviewed and updated and salary assessments are completed to meet pay levels that keep salaries competitive.
- ▲ Utilize best practices that match maintenance standards to sites and amenities in order to maximize and expand their lifespan.
- ▲ Continually encourage and seek funding to meet the emerging functions of the Department, including, but not limited to, trail maintenance, work order management, urban forest management, open space management, etc.
- ▲ Incorporate the use of technology into the maintenance of parks, such as GIS and real-time tracking to increase efficiency and prioritization.



Focus Area 6. Finance the System

Pursue adequate funding to support existing parks, new parks, and other park types.

- ▲ Ensure a fiscally sustainable parks system by leveraging financially-driven decisions.
- ▲ Ensure that impact fees and funding from other funding sources, including grants, are pursued to maintain the current level of service for parks and recreation within the community.
- ▲ Seek additional funding opportunities to support capital and operational needs as identified in the Plan.
- ▲ Establish a performance measure for the Department to become 50% self-supporting from user fees, permits, reservations, earned income and effective partnerships (national benchmark is 50%)

Recommended **PRIORITY ACTIONS** (through 2028)

- 1. Prioritize lifecycle replacement of assets in neighborhood and community parks per the CIP** (Focus Area: Invest in Existing Resources)
- 2. Provide significant renovations at aging neighborhood parks** (Focus Areas: Improve Access and Maintain Quality, Invest in Existing Resources)
- 3. Complete a renovation of Folley Park** (Focus Areas: Improve Access and Maintain Quality, Invest in Existing Resources)
- 4. Complete design and construction of four softball fields at Tumbleweed Park** (Focus Areas: Improve Access and Maintain Quality, Invest in Existing Resources)
- 5. Consider the development of an updated site-specific master plan for Desert Breeze Park** (Focus Areas: Improve Access and Maintain Quality, Increase Connectivity, Invest in Existing Resources)
- 6. Develop a Bike/Trails Master Plan** (Focus Areas: Improve Access and Maintain Quality, Increase Connectivity)
- 7. Consider the conversion of select athletic fields from natural turf to synthetic turf** (Focus Areas: Improve Access and Maintain Quality, Invest in Existing Resources, Create an Economic Catalyst)
- 8. Continued improvements to Snedigar Sports Complex** (Focus Areas: Improve Access and Maintain Quality, Increase Connectivity, Invest in Existing Resources, Create an Economic Catalyst)
- 9. Conduct a sports tourism feasibility study to include current park assets and impact of new facilities being built in surrounding communities** (Mesa and Gila River) (Focus Areas: Create an Economic Catalyst)
- 10. Conduct a feasibility study and site-specific master plan for a regional park** (i.e. Sports Tourism and Adventure Area) (Focus Area: Create an Economic Catalyst)
- 11. Continue to implement the existing master plan for Tumbleweed Park and explore partnerships and/or development opportunities for the northeast corner.** (Focus Areas: Improve Access and Maintain Quality, Increase Connectivity, Invest in Existing Resources, Create an Economic Catalyst)
- 12. Complete the development of Lantana, Mesquite Grove, and Homestead North Parks** (Focus Area: Improve Access and Maintain Quality)
- 13. Consider exploring options with private developers to meet park needs in north Chandler and to address other community needs and wants throughout the city** (Focus Area: Improve Access and Maintain Quality)



CHAPTER 9

Conclusion



SIX MAJOR FOCUS AREAS

Improve Access to Parks
and Trails and Maintain
Quality

Increase Connectivity

Invest in Existing Resources

Create an Economic
Catalyst

Grow Operations
and Staffing

Finance the System



CHAPTER 9 - CONCLUSION

The City of Chandler's Strategic Parks Master Plan was developed to provide the Department a roadmap for the future utilizing knowledge gained from community input, park inventory and assessment and comparison to national standards and trends all while assessing the realities of the current economic and political climate. The planning process incorporated a comprehensive series of discovery and analysis strategies to understand the workings of the Department and included an extensive community engagement process. Several strategic recommendations resulted from this effort and were aligned into the six major focus area categories of implementation actions shown in this plan.

The park system is highly valued by community residents and leaders. It serves multiple purposes, including recreational, environmental, educational, social, and economic development, and it improves the overall quality of life for its residents. The condition and upkeep of existing parks is a priority for residents. It is evident that the Department has made this a high priority as multiple parks have been maintained with such care that they have far exceed their lifecycle. This has, however, created a situation where many parks will be in need of significant repairs and/or renovation in the near future.

The City of Chandler's population is increasing and projected to experience a 32% growth over the next 15 years. If strategies and policies are not in place to address this increased growth, it will create unnecessary pressure on the Department's already stressed resources. The Department should make it a priority to strategically invest, develop, and maintain parks and facilities in relation to current and future housing development areas. Currently, the City lacks sufficient parkland to meet the needs of residents, most notably athletic fields, pickleball/tennis courts, and shade ramadas do not meet the recommended national standards. It is important to note there is an anticipated need for an additional 466 developed park acres within the next 15 years to keep up with the projected population growth. It is recommended that the City partner with future homeowner associations to help shoulder some of this load by having them focus solely on developing the needed neighborhood parks.

To ensure that the City has a plan for capital projects, an approach was developed that organized projects into two categories:

Sustainable Projects and **Visionary Projects**. This comprehensive approach provides departmental staff a systematic three-tiered plan to categorize and prioritize projects, which will ultimately be provided through a detailed capital improvement plan for the next 15 years, starting with \$136 million to be accomplished over the next seven-year CIP-cycle.

The information included in this Strategic Parks Master Plan provides the Department an approach for accomplishing its goals, initiatives, tactics and measurements to ensure that as the city grows, the Department does so as well—effectively, efficiently and sustainably—while providing world-class services, programs, parks, and facilities to the community for many years to come.

Building upon the collaboration and coordination started as a part of this planning effort, continued engagement of the Department, City Council, Parks and Recreation Board, and the residents of Chandler will be critical to ensure that the maximum benefit of the strategies outlined in this plan are realized.



