



Parks and Recreation Master Plan

Draft Recommendations Presentation | April 2021





Project Purpose

- Assess existing services & conditions,
- Determine community needs,
- Accurately reflect current and future conditions, and
- Incorporate relevant plans

Tonight's Purpose:

Solicit Comments from City Council

Process

Key Elements of a Community Parks and Recreation Strategic/Master Plan

4 Stages of Public Engagement



Typically our Strategic/Master Plans include a 5-year focus on operations, 10-year focus on capital, and 20 year strategic vision. Other elements and tools are added as needed for a community-specific plan.



Council Involvement

Information Gathering

- Individual Interviews
October 28-30, 2019

Findings Presentation

- City Council Workshop
June 9, 2020

Disparity Report

- Provided to City Council in September 2020
 - Parks and Recreation Advisory Committee, October 12, 2020





Public Engagement

Information Gathering

Oct 28-30, 2019

- 103 in-person contacts
- 436 online viewers
- 5 focus groups
 - 1 included Facebook Live
- 11 stakeholder interviews
- One public forum
 - Included Facebook Live

Help us shape the future of
**PARKS & RECREATION
IN GLENDALE**

WE NEED YOUR HELP!
Please attend an upcoming public forum to provide your ideas and priorities for future parks and recreation amenities and programs in Glendale.

**GLENDALE PARKS & RECREATION
MASTER PLAN UPDATE**
Please attend one of these upcoming meetings:

Oct. 28 • 5:30-7 p.m. Glendale Council Chambers 5850 W. Glendale Ave.	Oct. 29 • 5:30-7 p.m. Glendale Council Chambers 5850 W. Glendale Ave.
Oct. 29 • 8-9:30 a.m. Glendale Adult Center	Oct. 30 • 6-30-8 p.m.* Foothills Recreation &

**Glendale
ARIZONA**

Mark your calendar to attend one of our upcoming meetings to provide your input.

Glendale, AZ Parks & Recreation Master Plan [Get Directions](#)



Public Engagement Sessions

- Equity in delivery of services and in quality of, and access to, facilities and amenities
- Resources to meet ability to deliver PRFSE services and care for facilities





Public Engagement Sessions

- Maintain/care for/improve what exists in balance with expanding new facilities and services
- Personal safety in public spaces
- Preserve Glendale's character





Community Survey Responses

Key Findings





Public Engagement

Statistically-valid Community Survey

Dec 2019-Feb 2020

- 632 total participants
 - Random sample mail survey (276)
 - Online survey (356)

Surveys mailed to 4,251
randomly selected households.



Key Findings from Community Survey



Improve what is currently offered and allocating resources to improve amenities. Across many survey topics, this is a priority.



Add/improve restrooms and improve park amenities are the two most important ways to encourage people to use their local parks.



Top three future priorities:

- improve park amenities,
- additional walking/biking paths, and
- events and festivals.



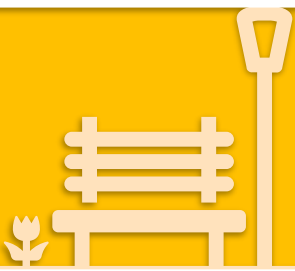
Key Findings from Community Survey



Balance between improving current offerings and developing new sites/facilities. If the respondent chose one emphasis, consistently respondents selected prioritizing improving current facilities/parks.



Open-ended comments highlight the need to ensure parks are **safe**, park/facility-specific needs, and praise for the City's efforts. Many comments highlight how important parks are to respondents' families too.



Thunderbird Conservation Park, community/neighborhood parks, and Foothills Recreation Center all received high importance and high needs met ratings among facilities.



Analyses

Overview of Findings





Operating Expenditures per Park Acre

	Glendale	Gilbert	Peoria	Scottsdale	Surprise	NRPA Median
Park operating expenditures per Park Acre	\$3,036	\$6,437	\$11,995	\$17,203	\$8,383	\$6,750



FTEs per 10,000 Residents

	Glendale	Gilbert	Peoria	Scottsdale	Surprise	NRPA Median
FTEs per 10,000 population	1.91	6.22	11.01	14.75	4.1	8.3



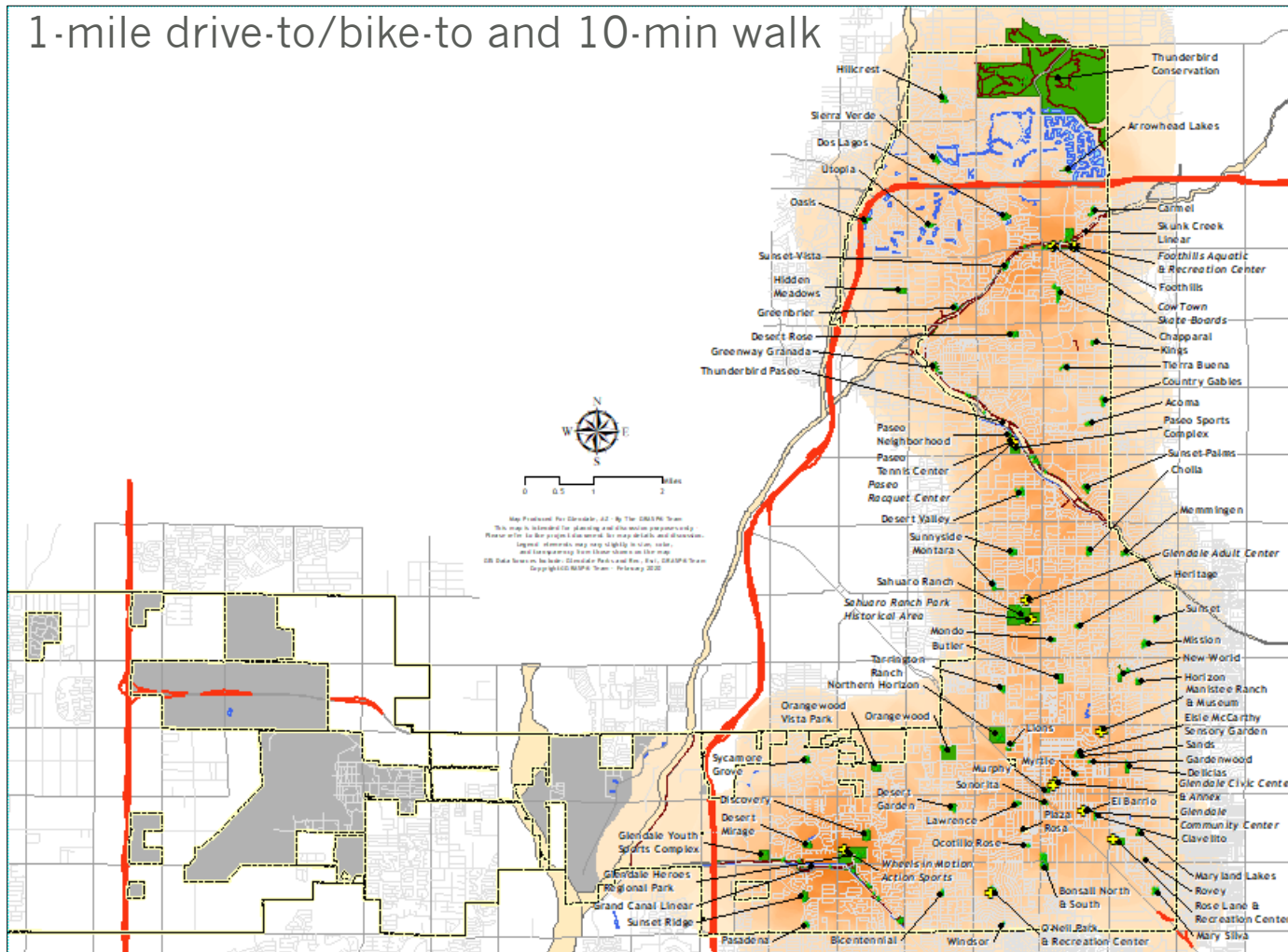
Parks Assessment Summary

- Generally, well maintained but a deferred maintenance backlog is apparent
- Some unique properties combined with standard neighborhood parks
- Need for updating/continuing park identification signs and branding
- Numerous playground surfacing and court surfaces are worn/dated



GRASP® Neighborhood Access

1-mile drive-to/bike-to and 10-min walk





Disparity Report

Strive to improve residents' access to quality parks and recreation experiences throughout Glendale.

- Make park improvements in gap areas
- Improve existing recreation and community centers
- Offer programs that appeal to younger adults and families
- Locate programs at a variety of sites



Recommendations Summary



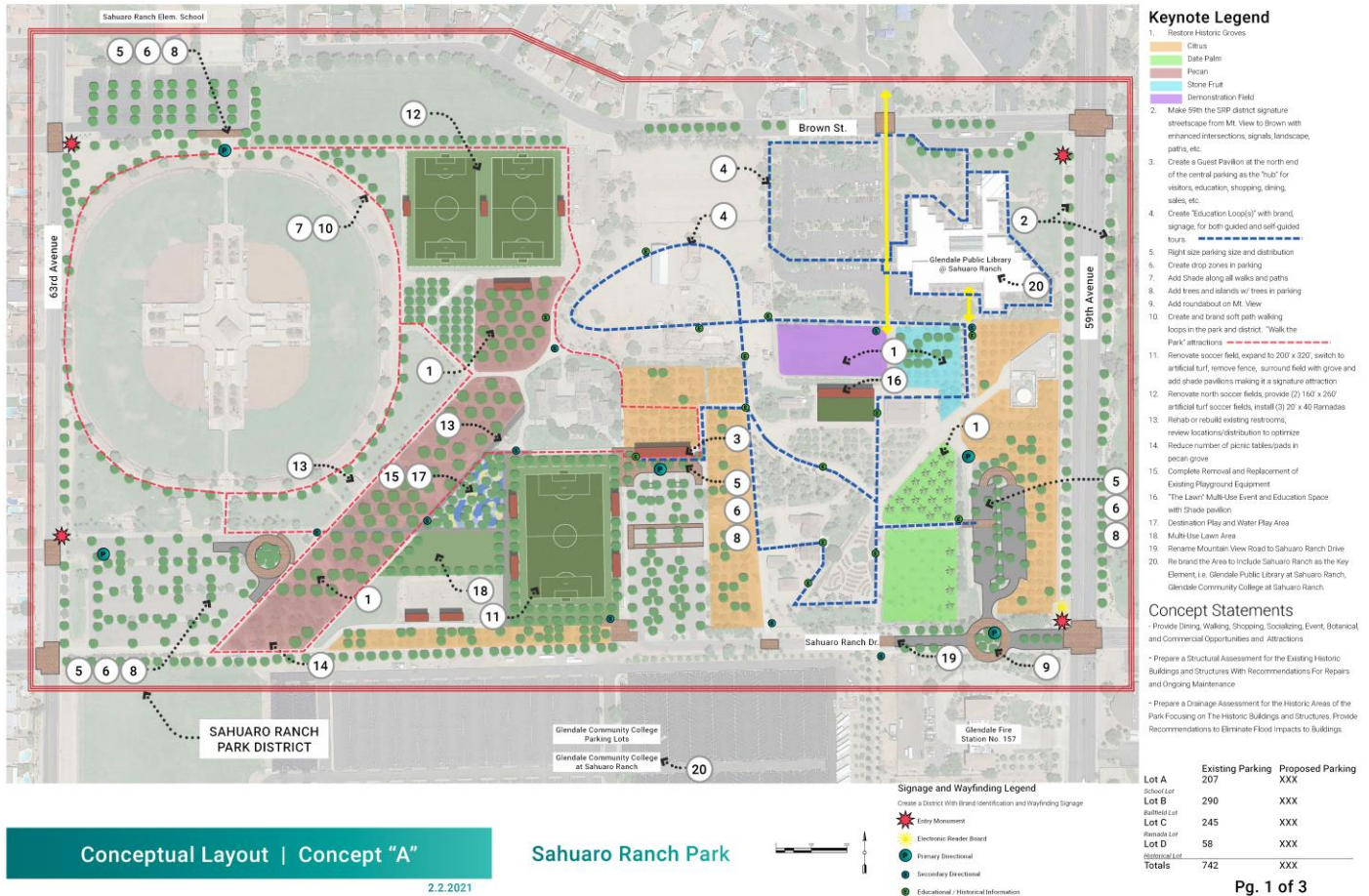


Goal 1: Access to Parks and Recreation Experiences

- Funding improvements
 - Public involvement on planning efforts at:
 - Sahuaro Ranch Park (1-3 years)
 - Thunderbird Conservation Park (4-7 years)
 - Linear parks (4-7 years)
 - Glendale Heroes Regional Park (7+ years)
- Collaborating to make connections
- Providing indoor recreation facilities
- Offering fee-based programs that appeal to community



Park Improvements Concept





Park Improvements Concept



Keynote Legend

1. Hydroseed Disturbed Areas and Existing Parking Areas
 2. Proposed Parking Area to Match Existing Parking: 165 Parking Stalls
 3. Re-Configure Driveway Entrance @ Intersection with Access Gate and Treadle
 4. Convert Drive into One Way Loop
 5. Reclaim Edge and Revitalize with Desert Demonstration Garden
 6. Secondary Trailhead Breezeway, Restroom, Classroom, and Shade Structure
 7. Trail Connection to Pinnacle Peak Road
 8. Aesthetic Screen Wall
 9. Emergency Vehicle Access Only with Gates
 10. Entry Monument Signage
 11. Secondary Signage Typ.
- Coach Whip Trail
Flatlander Trail
New Trail Connection
- General Notes:
- Remove Existing Restroom Buildings (Refer to Park Overview for Locations)

Conceptual Layout | 55th Avenue Trailhead

Thunderbird Conservation Park



Pg. 2 of 5

2.2.2021



Park Improvements Concept



Keynote Legend

Parking Data:

Needed Amenity Parking:

- 70 / Soccer Field =	350
- 40 / Dog Park =	40
- 150 / Group Ramada =	150
- 20 / Archery Range =	20
- Miscellaneous =	50
Total =	610

Provided Parking:

-Existing Pavilion Parking =	240
-Existing Library Parking =	127
-Proposed North Field Parking =	180
-Proposed South Field Parking =	140
-Proposed Additional Library Parking =	50
-Proposed Basketball Parking =	40
-Proposed Recreation & Aquatic Center Parking =	220
Total =	997

Conceptual Layout

Heroes Park

2.2.2021





Goal 1: Access to Parks and Recreation Experiences

- Expanding youth programs at Centers
- Holding special events that celebrate well-being and/or culture
- Implementing financial strategies aimed at increasing participation





Goal 2: Resource Allocation & Asset Management

- Following operational and maintenance best practices
 - Utilization of asset management & tree data
- Conducting system assessments to inform needs & practices
 - Animal Management Plan at Sahuaro Ranch Park
- Staffing PFRSE adequately to ensure entire system is well-maintained
 - Special events, parks maintenance, trails

Goal 3: Solutions & Relationships

- Making improvements which maximize resources
 - Resource allocation public process
 - Equitable exchanges with partners
 - Regular program assessments
- Engaging community
 - Meaningful public process when planning
 - Community relations and marketing plan
 - Wayfinding and signage



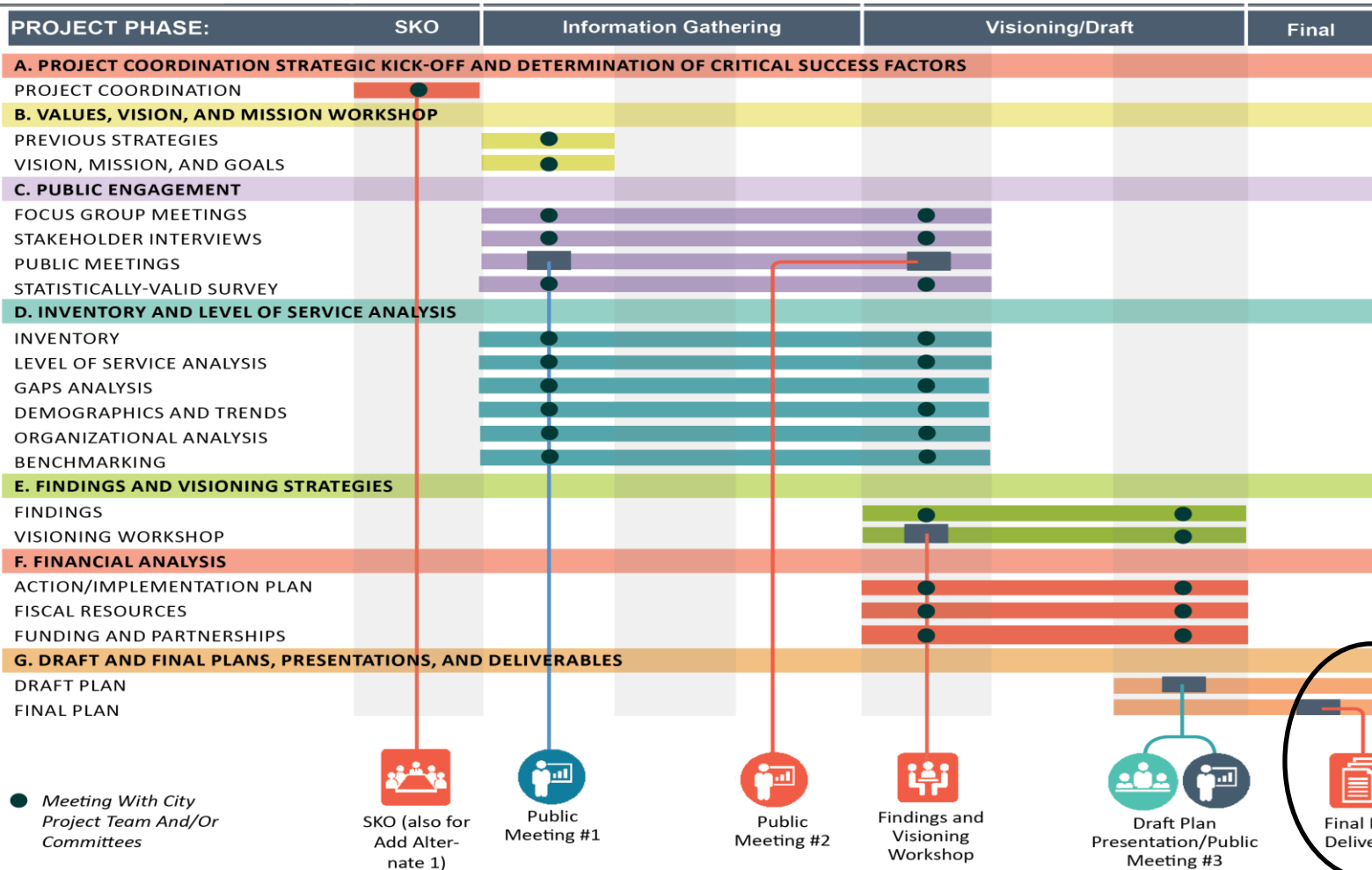
Goal 4: Knowledgeable Workforce

- Ensuring staff know systems, policies, and procedures
- Creating positive workplace culture





Next Step





Questions and responses



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