

HAMPTON VA

PARKS, RECREATION & LEISURE

Parks and Recreation Master Plan

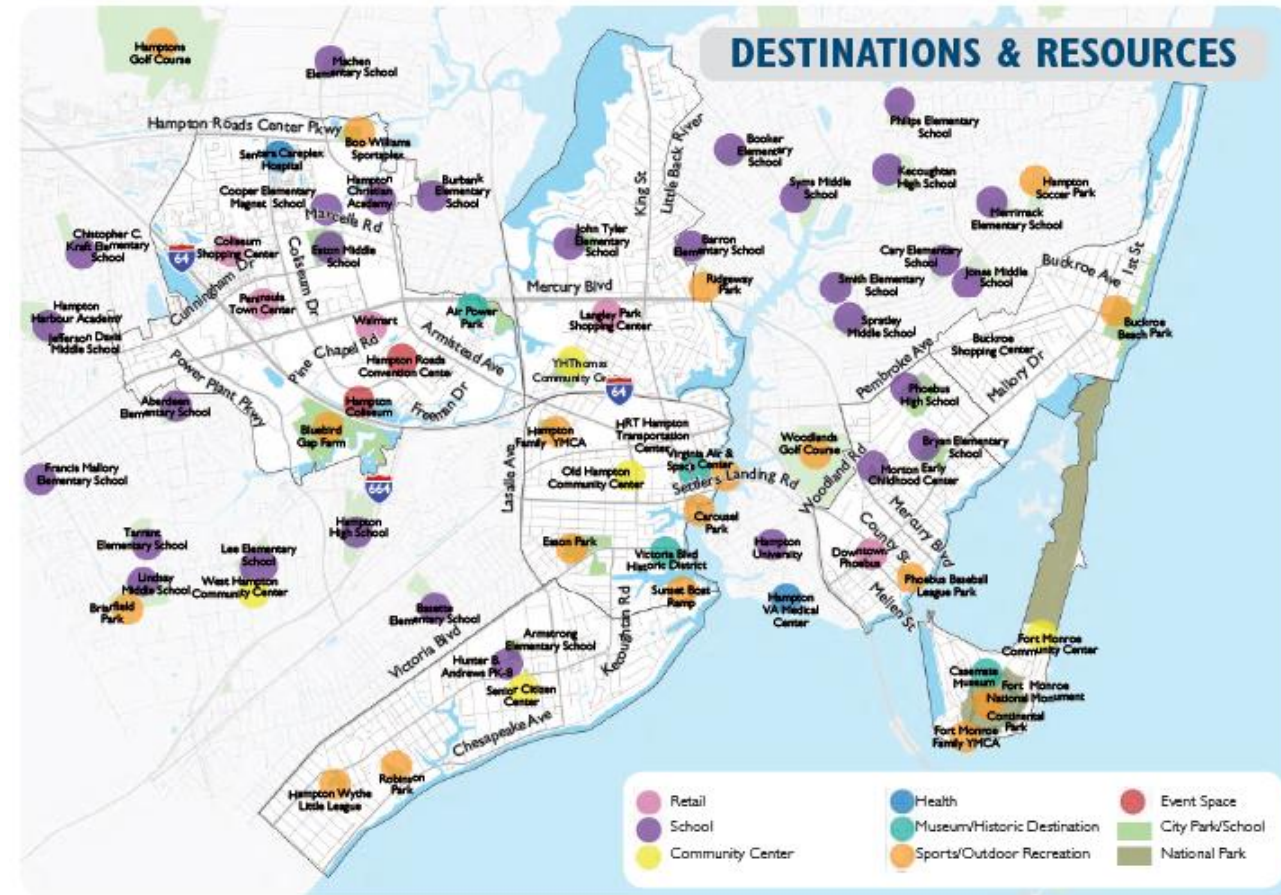
Findings Presentation – March 11, 2020



Your Vision for the Master Plan

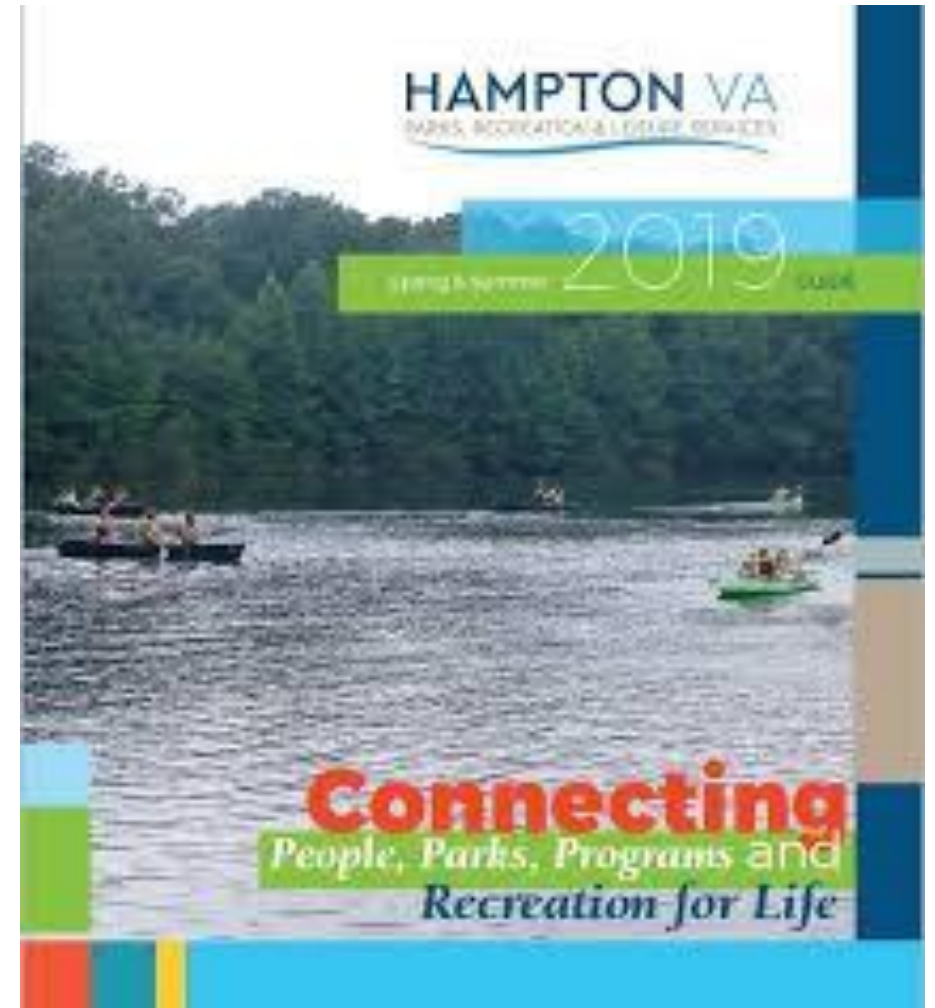
Parks and Recreation Master Plan

- Realistic
- Aspirational
- Redevelop
- Reuse
- Reimagine
- Repurpose



Master Plan Process/Schedule

- Strategic Kick-off: Goals and Vision
- Community Engagement – August 2019
 - Focus Groups
 - Public Presentation
- Inventory – August 2019
- Level of Service Analysis – September 2019
- Survey – December 2019
- Findings Presentation
 - Community Workshop #1 – March 2020
 - Park Conceptual Redesign Workshop
 - Community Workshop #2 – May 2020
- Visioning Workshop – March 2020
- Draft Recommendations Presentation - TBD
- Draft & Final Plan Presentation - TBD



What have we done & heard so far?

Desired Additional Programs/Services

- Programs in parks
- Ethnic cultural programs
- More community events
- Nontraditional sports for youth
- Keep programs fresh, anticipate what's coming, trends/pickleball
- Add public art
- Adventure/Outdoor Recreation
- Nature walks/nature programs
- Life skills
- Educational programs
- Programs offered at more than one location
- Summer programs
- Expand before/after school
- Transportation to Senior Centers
- Senior programming at other locations
- Senior trips/cruises
- Connect teens with seniors
- Affordable concessions at parks
- Getting kids outdoors

Desired Facilities/Amenities

- Multi-use field/Synthetic turf
- Water access for personal crafts
- More community gardens
- Green engineering/sustainable
- Old Hampton facility
- Aquatics Center
- Natural play areas for children
- Improved ADA accessibility
- Renovate/reuse unused buildings
- Senior facilities
- Add amenities to Briarfield
- Convert empty lot to pocket park
- Dog Parks:
(Buckroe/Briarfield/Gosnolds)
- Outdoor fitness gym
- Outdoor study lounge
- Teens would like a recreational aquatic center like Great Wolf
- High adventure park
- Outdoor pickleball courts
- Boat/kayak storage
- Updated playgrounds

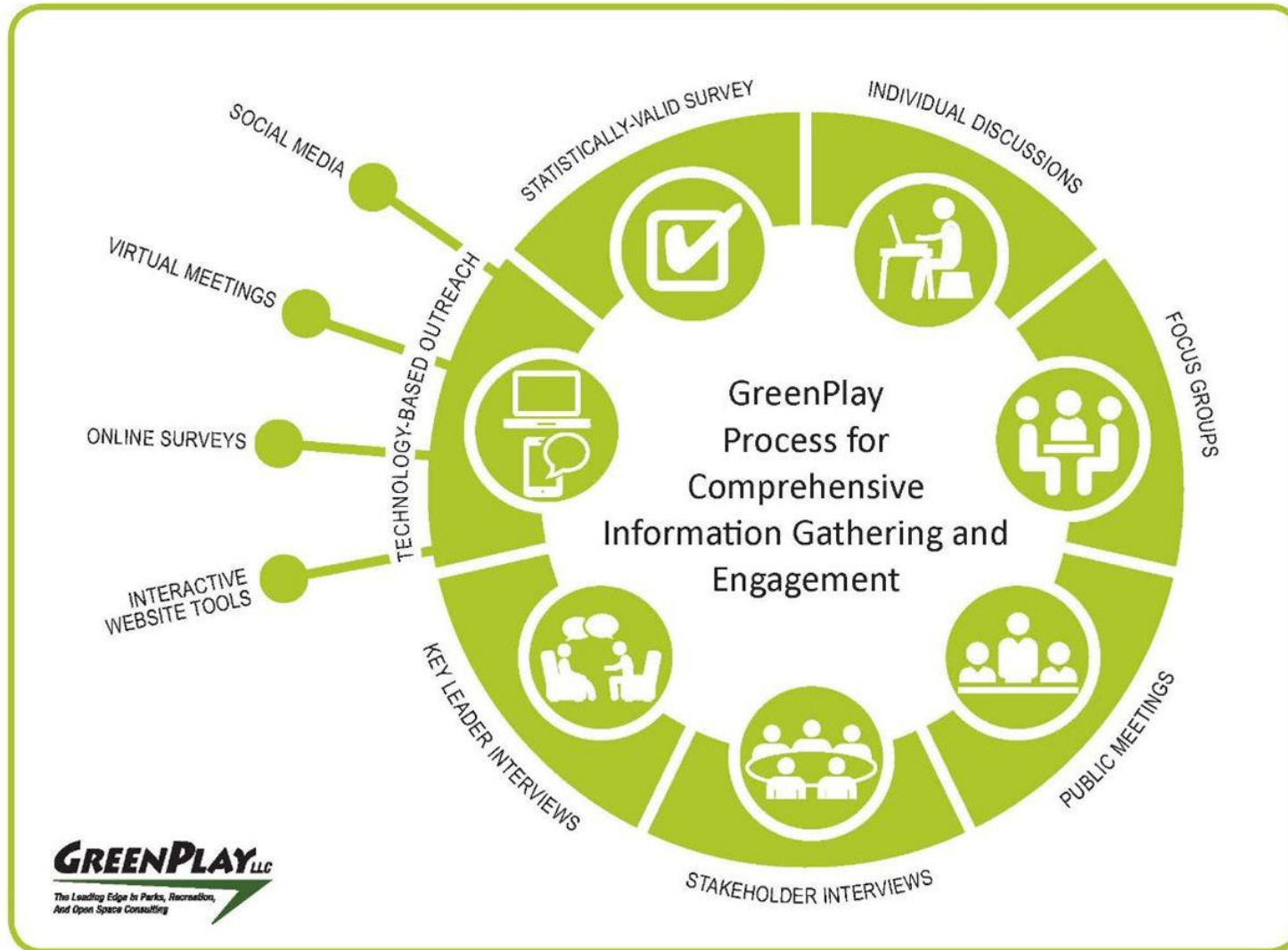
Key Issues/Values

- Create a better sense of community
- Balance active and passive
- Activities for all interests
- Mixed-method approach for communication
- Community Education
- Correct programs in correct locations
- Litter education
- Take care of existing programs – market is saturated
- Maintain what we have
- Invest in existing facilities before building new facilities
- Make all facilities feel welcoming
- Maintenance manpower low
- Youth civic engagement
- Green City – environmental
- Involve everyone in the community
- Activities at the water
- Invest in residents

Priorities

- Creating amazing spaces
- Address deferred maintenance
- Address personnel
- Take care of what we have
- Aquatic Center
- Plan to maintain new amenities
- Work with Resilient Hampton
- Sustainability
- Regain status as a leading innovating Department
- Water activities/Connections
- Green Clean and Safe
- Connectivity: Bike/Walk
- Communication/marketing
- Proper funding
- Adventure/Outdoor Recreation
- Darling Stadium needs to be the crown jewel
- Need to focus on trees
- Maintenance of children's playgrounds
- Water quality
- Less mowing
- Pickleball

Community Information Gathering Summary



Public Engagement

- Staff SWOT (14)
- Focus Groups (44)
- Leadership Interviews
- Public Workshop (79)

Random Mailed Survey

- 4,500 surveys mailed
- 349 returned

Open Link Survey

- Public 531
- Middle Schools 2,590
- High Schools 1,368

Total Surveys Returned

4,838

Survey Methodology

Primary methods:

1 = Statistically Valid (Invitation) Survey

Mailed survey with an option to complete online

4,500 Surveys Mailed



2 = Open Link Survey

Online survey available to all residents

531 Surveys Completed



3 = Middle and High School Student Survey

Online survey available to students

3,958 Surveys Completed



349

Completed Invite
Surveys

+/- 5.2%
Margin of Error



DEMOGRAPHICS

Demographic Snapshot

DEMOGRAPHIC PROFILE

Hampton City, VA

Geography: Place

EDUCATION



No High School Diploma



27%
High School Graduate



37%
Some College



27%
Bachelor's/Grad/Prof Degree

INCOME



\$55,923

Median Household Income



\$29,055

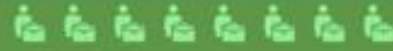
Per Capita Income



\$52,486

Median Net Worth

EMPLOYMENT



White Collar

60%



Blue Collar

23%



Services

17%

5.3%

Unemployment Rate

KEY FACTS

136,728

Population

36.8

Median Age

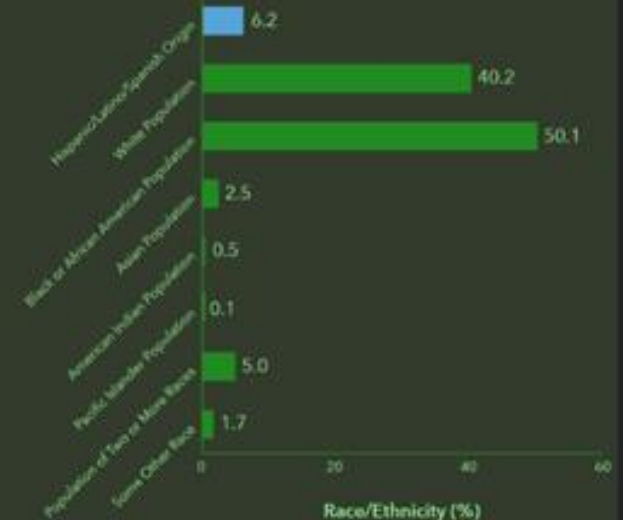
54,474

Households

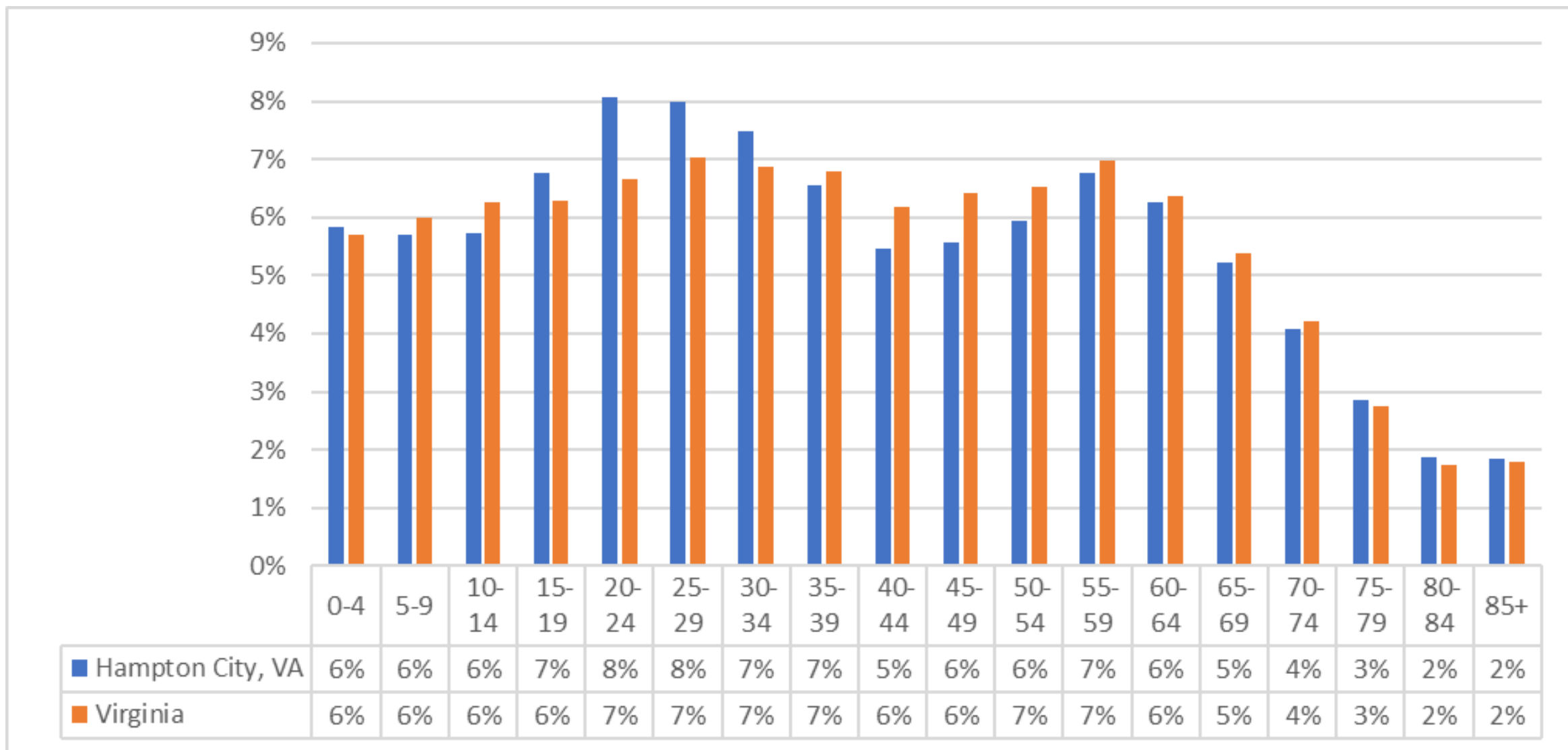
\$45,354

Median Disposable Income

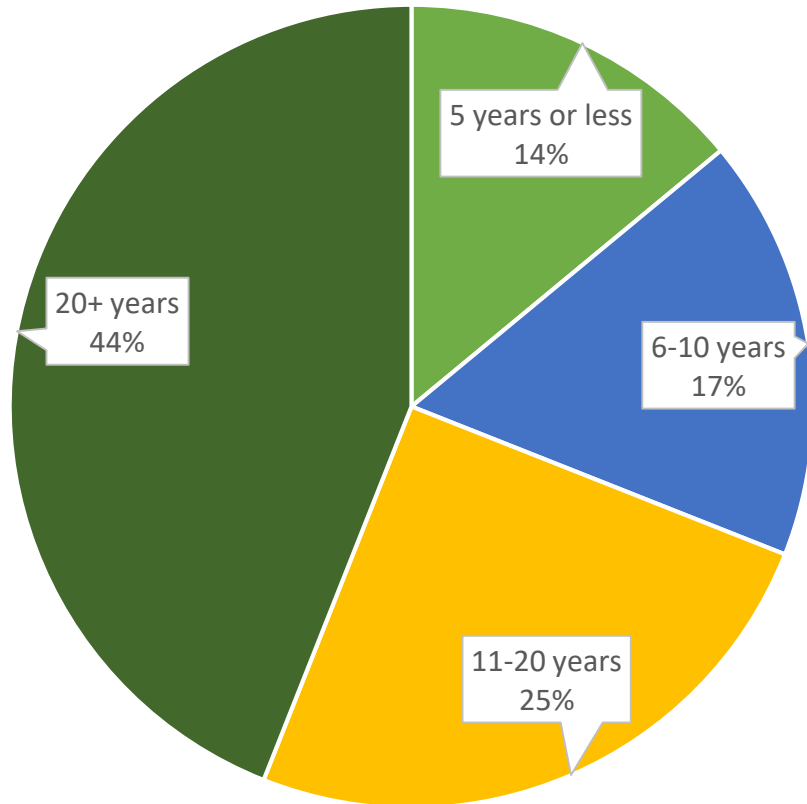
2019 Race/Ethnicity



Hampton Age Distribution



Invite Respondents' Demographics



How long have you lived in Hampton?

23.5

Average number of years living in Hampton



43% of households have children at home



11% of respondents need ADA accessible facilities and amenities



60% Female

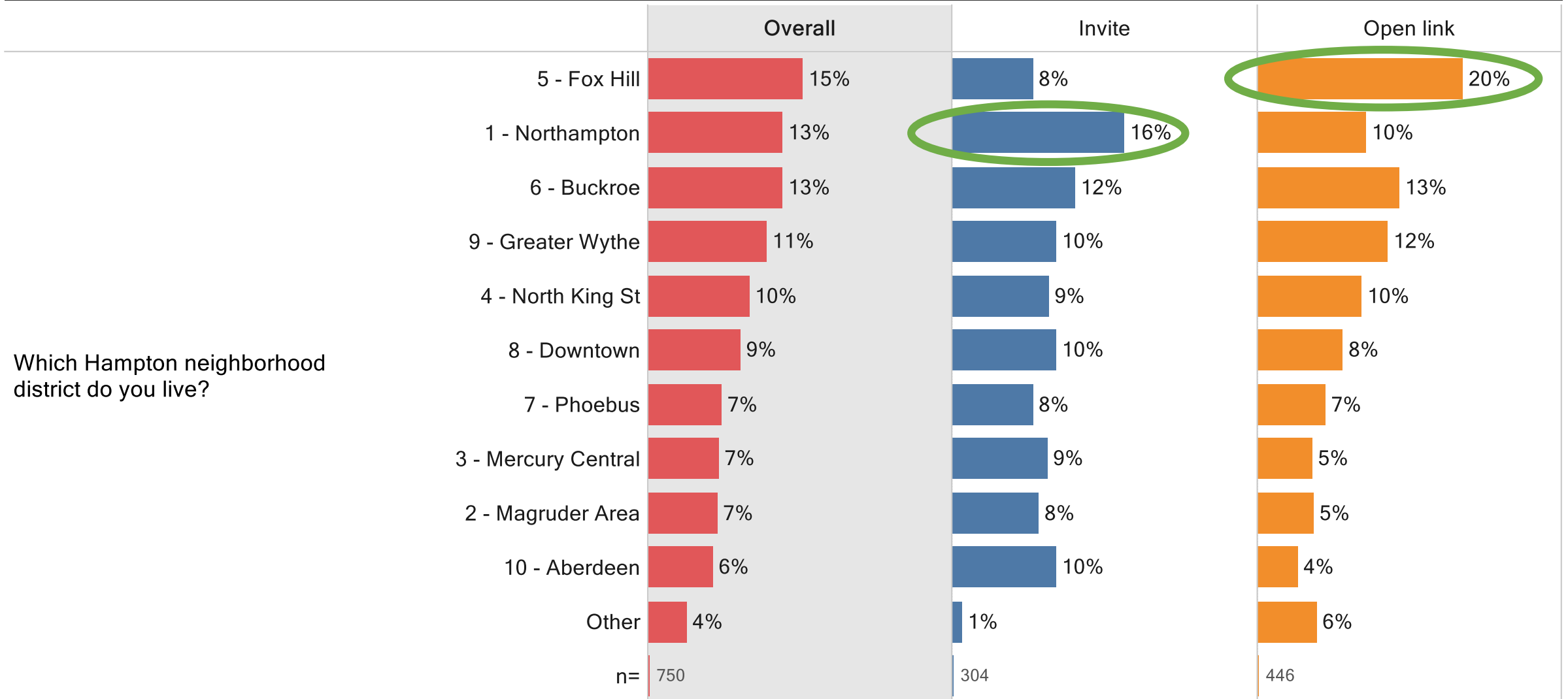


40% Male



Demographic Profile

City of Hampton Parks and Recreation Master Plan Survey | By "Data Source"



 **SATISFACTION**

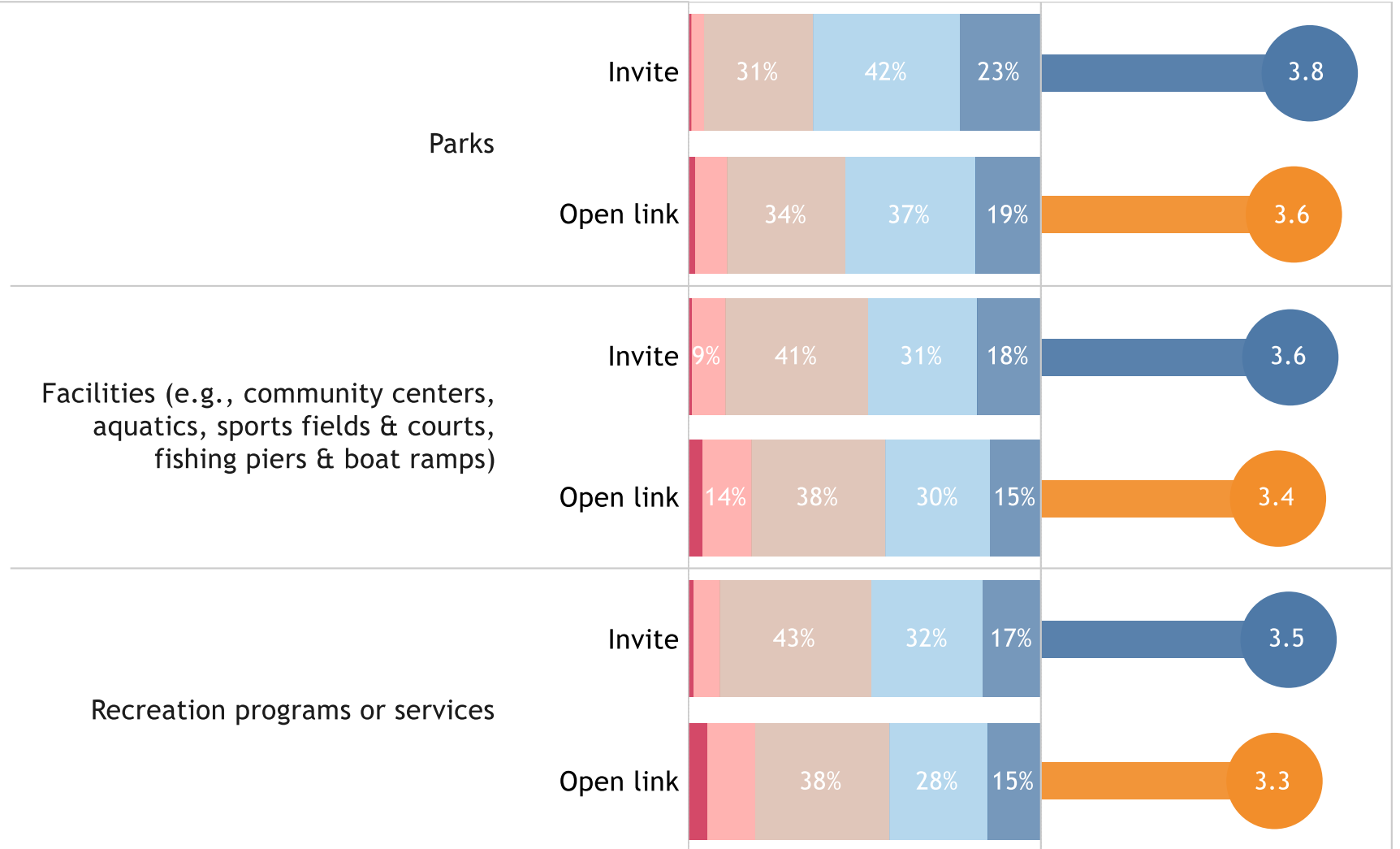


Satisfaction

City of Hampton Parks and Recreation Master Plan Survey | Satisfaction

How satisfied have you and your household been with the quality, condition, quantity, and geographic distribution of City of Hampton parks, programs, and facilities you have used over the last 2 years?

- 5 - Very Satisfied
- 4
- 3
- 2
- 1 - Not at all satisfied



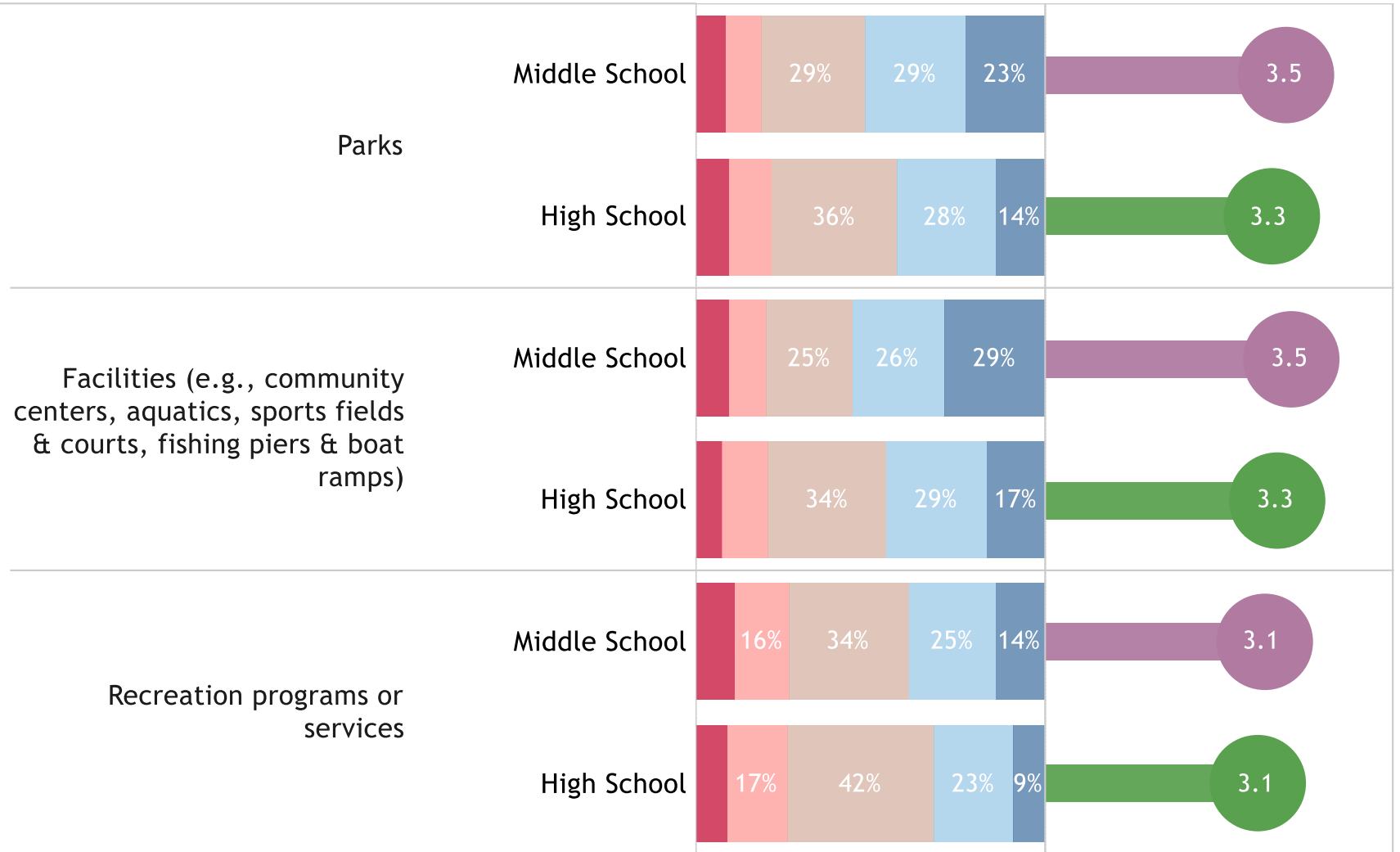


Satisfaction (Students)

City of Hampton Parks and Recreation Master Plan Survey | Satisfaction

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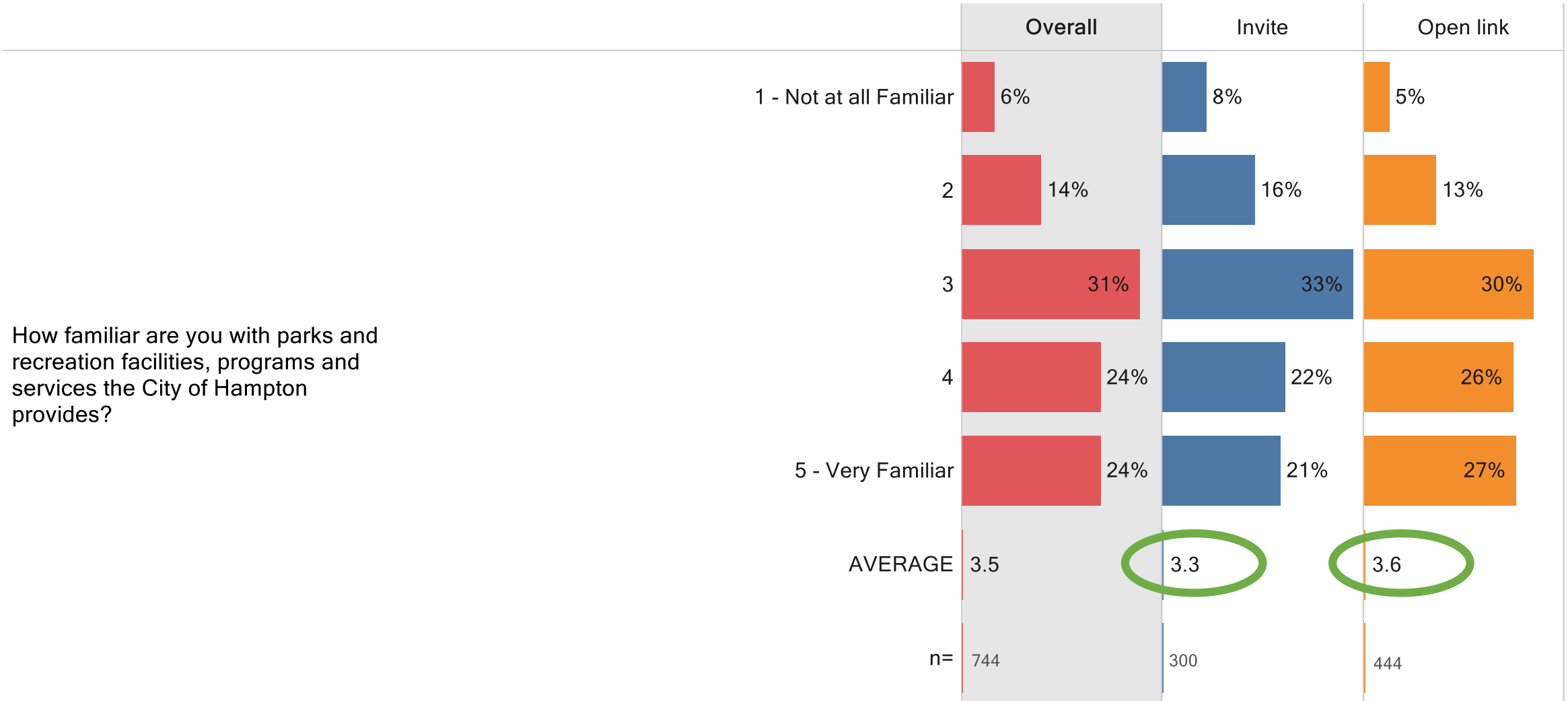


CURRENT USAGE

Familiarity

City of Hampton Parks and Recreation Master Plan Survey | By "Data Source"

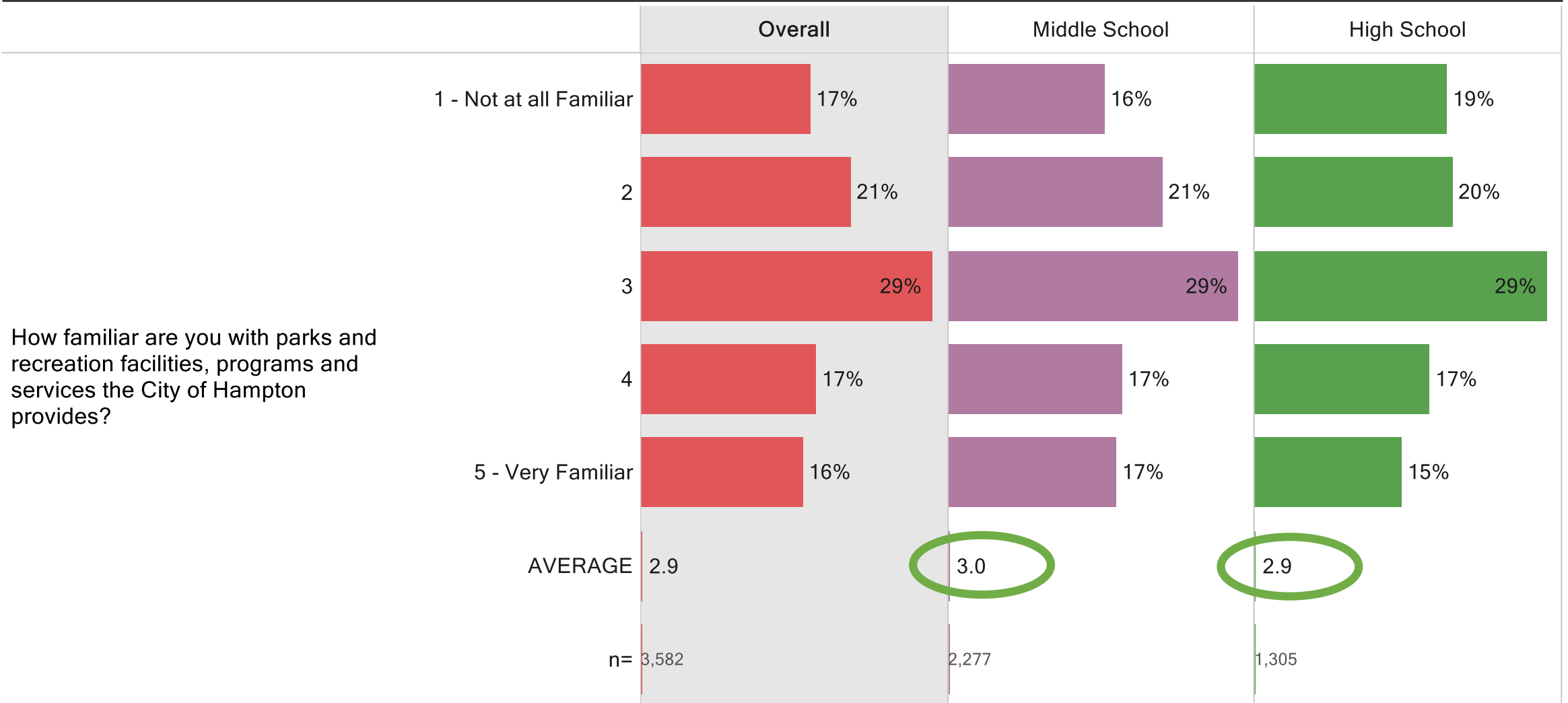
How familiar are you with parks and recreation facilities, programs and services the City of Hampton provides?





Familiarity (Students)

City of Hampton Parks and Recreation Master Plan Survey | By "Data Source"

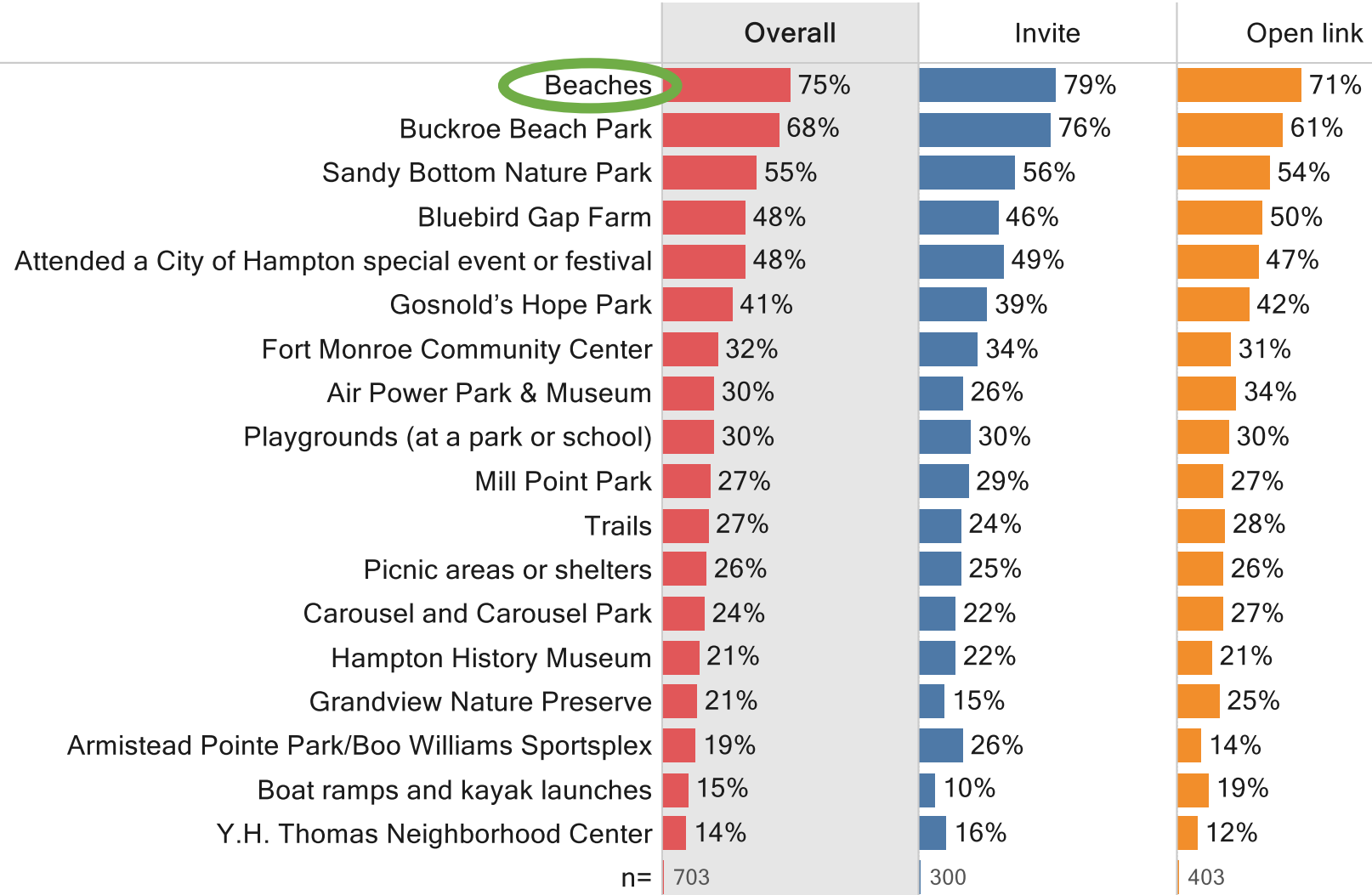




Current Usage

City of Hampton Parks and Recreation Master Plan Survey | By "Data Source"

In the past 12 months, which of the following parks and facilities, operated by the City of Hampton Parks, Recreation and Leisure Department, have you or a member of your household used or visited in Hampton? (CHECK ALL THAT APPLY)

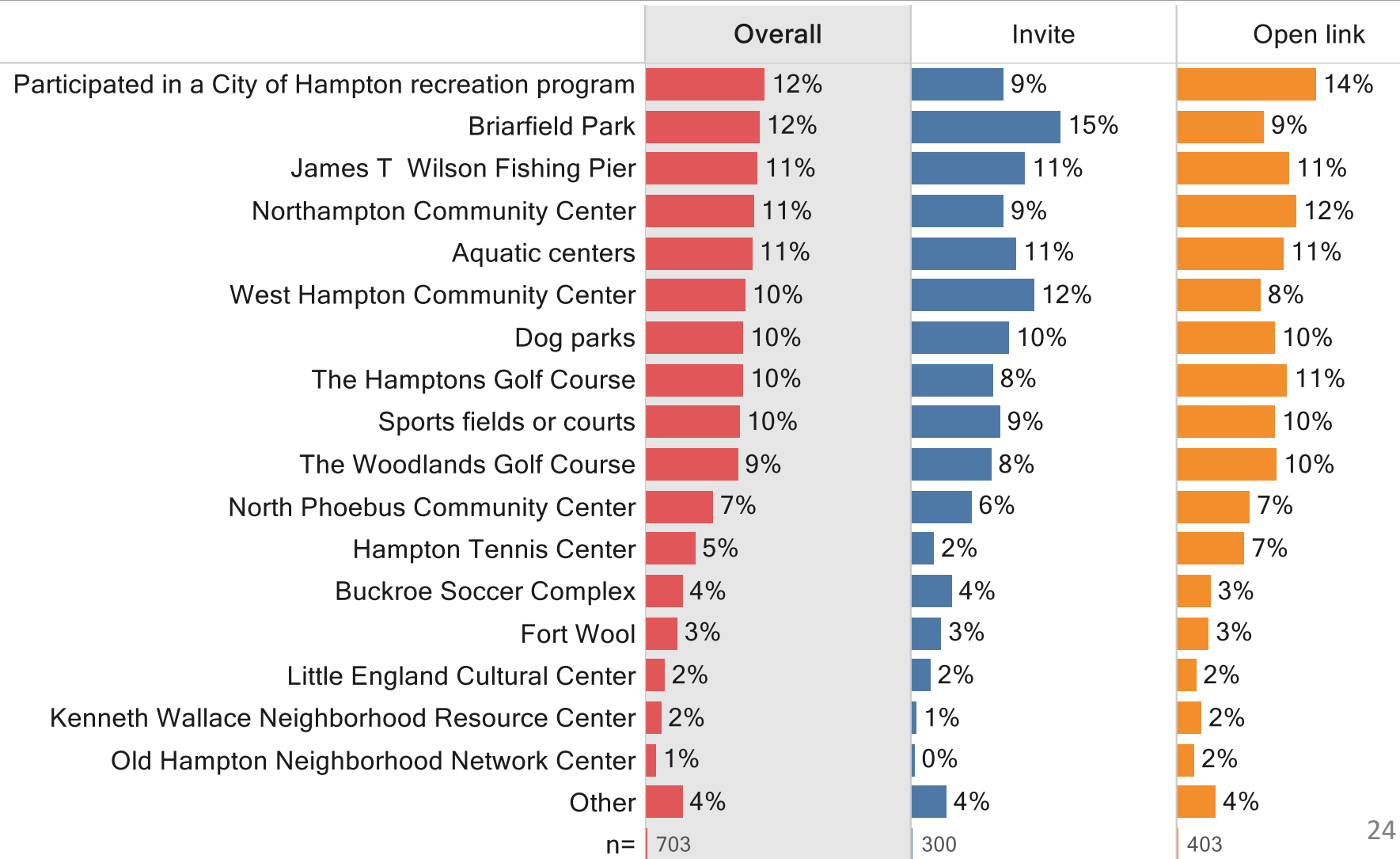




Current Usage (continued)

City of Hampton Parks and Recreation Master Plan Survey | By "Data Source"

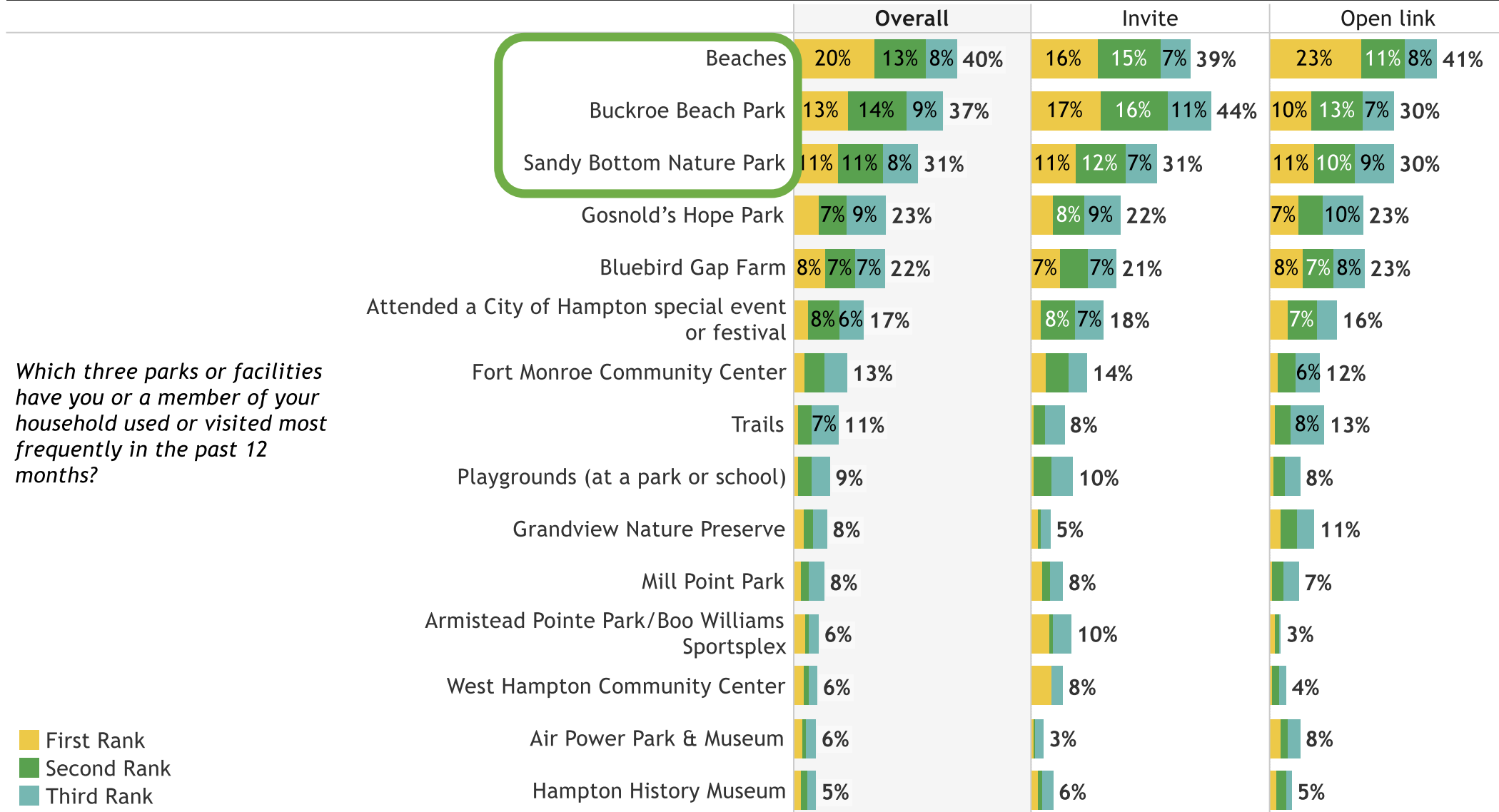
In the past 12 months, which of the following parks and facilities, operated by the City of Hampton Parks, Recreation and Leisure Department, have you or a member of your household used or visited in Hampton? (CHECK ALL THAT APPLY)





Top 3 Current Usage

City of Hampton Parks and Recreation Master Plan Survey | Top 3 Current Usage



Transportation



94% travel by auto



28% travel by foot (avg. 17 min walk)



20% travel by bike



2% travel by public transit



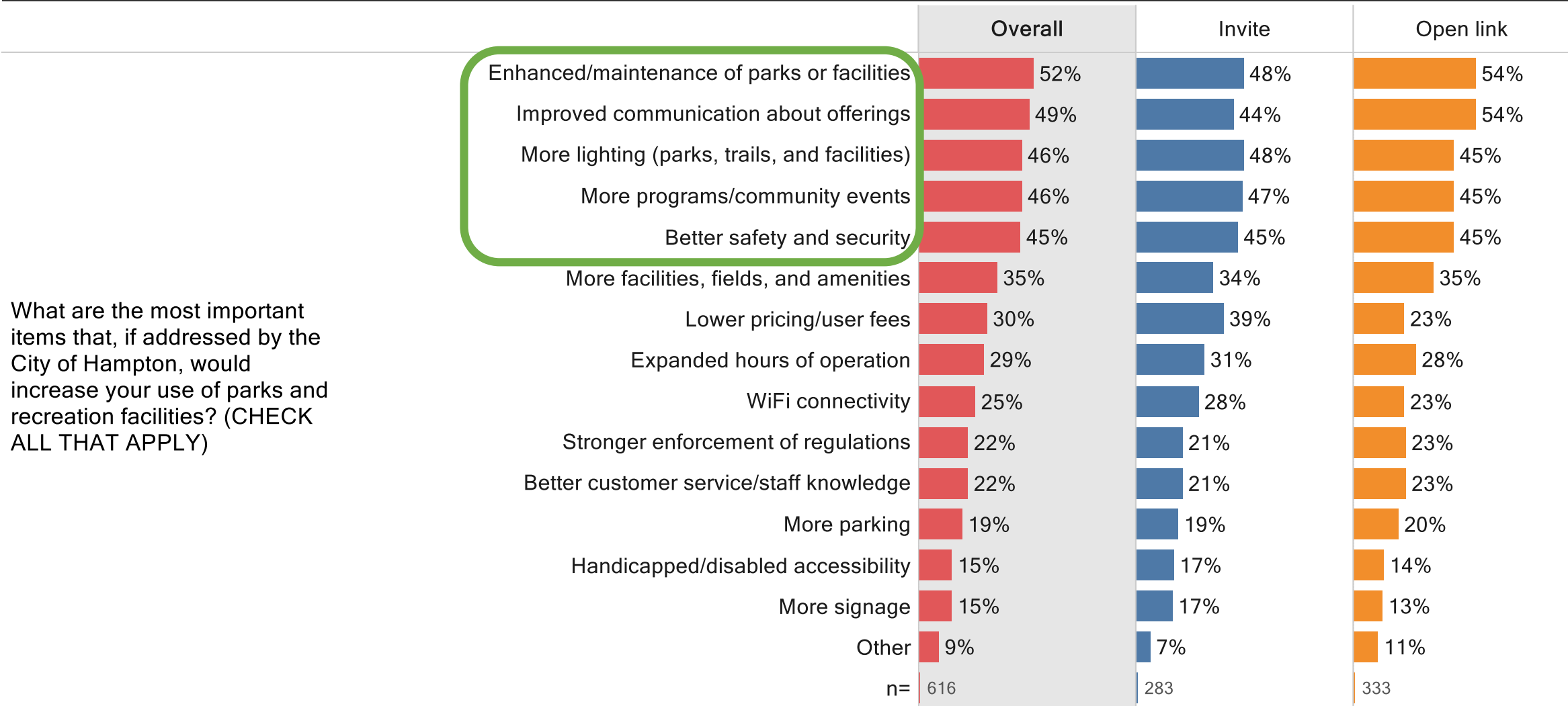
FUTURE NEEDS



Future Needs for Increased Use

City of Hampton Parks and Recreation Master Plan Survey

By "Data Source"



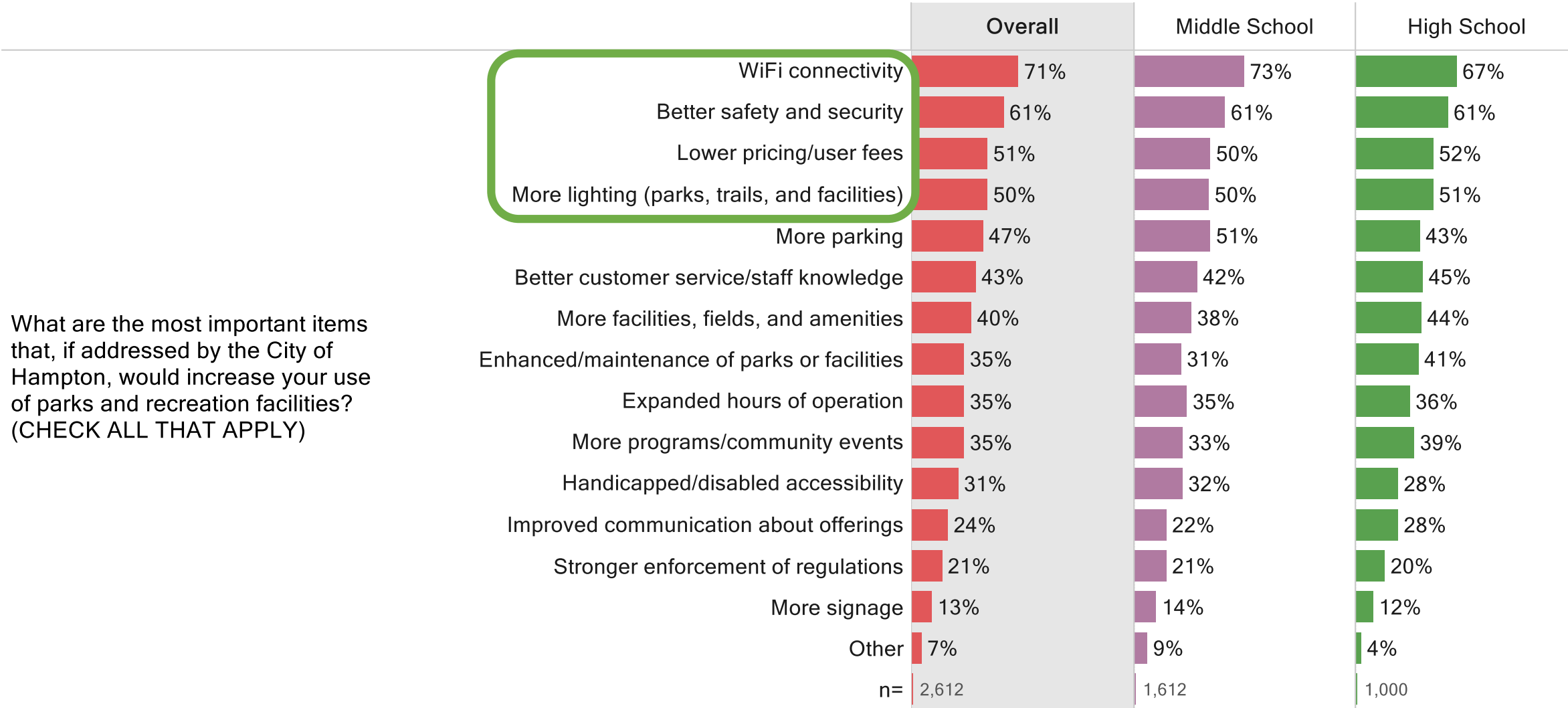
What are the most important items that, if addressed by the City of Hampton, would increase your use of parks and recreation facilities? (CHECK ALL THAT APPLY)



Future Needs for Increased Use

City of Hampton Parks and Recreation Master Plan Survey

| By "Data Source"

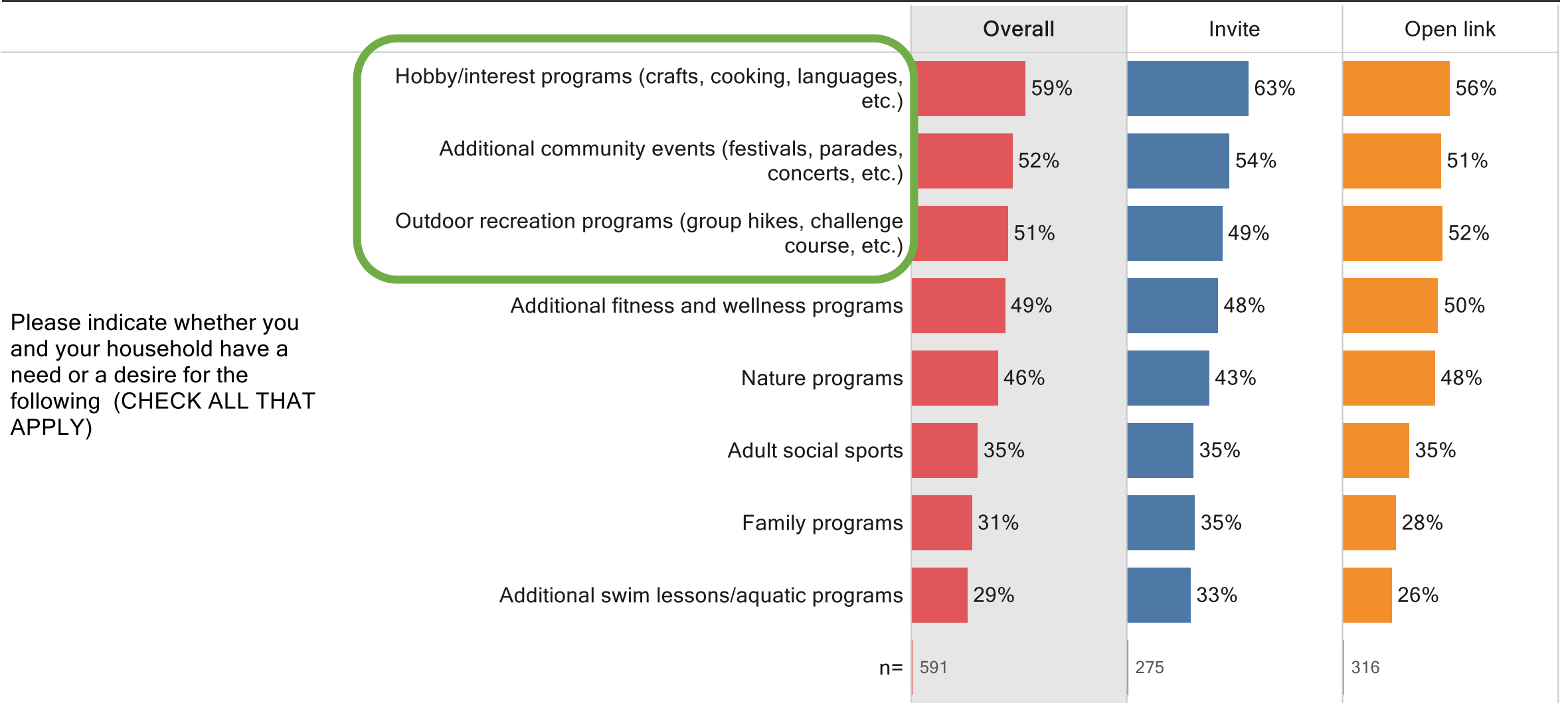


What are the most important items that, if addressed by the City of Hampton, would increase your use of parks and recreation facilities?
(CHECK ALL THAT APPLY)



Future Needs for Programs & Facilities

City of Hampton Parks and Recreation Master Plan Survey | By "Data Source"

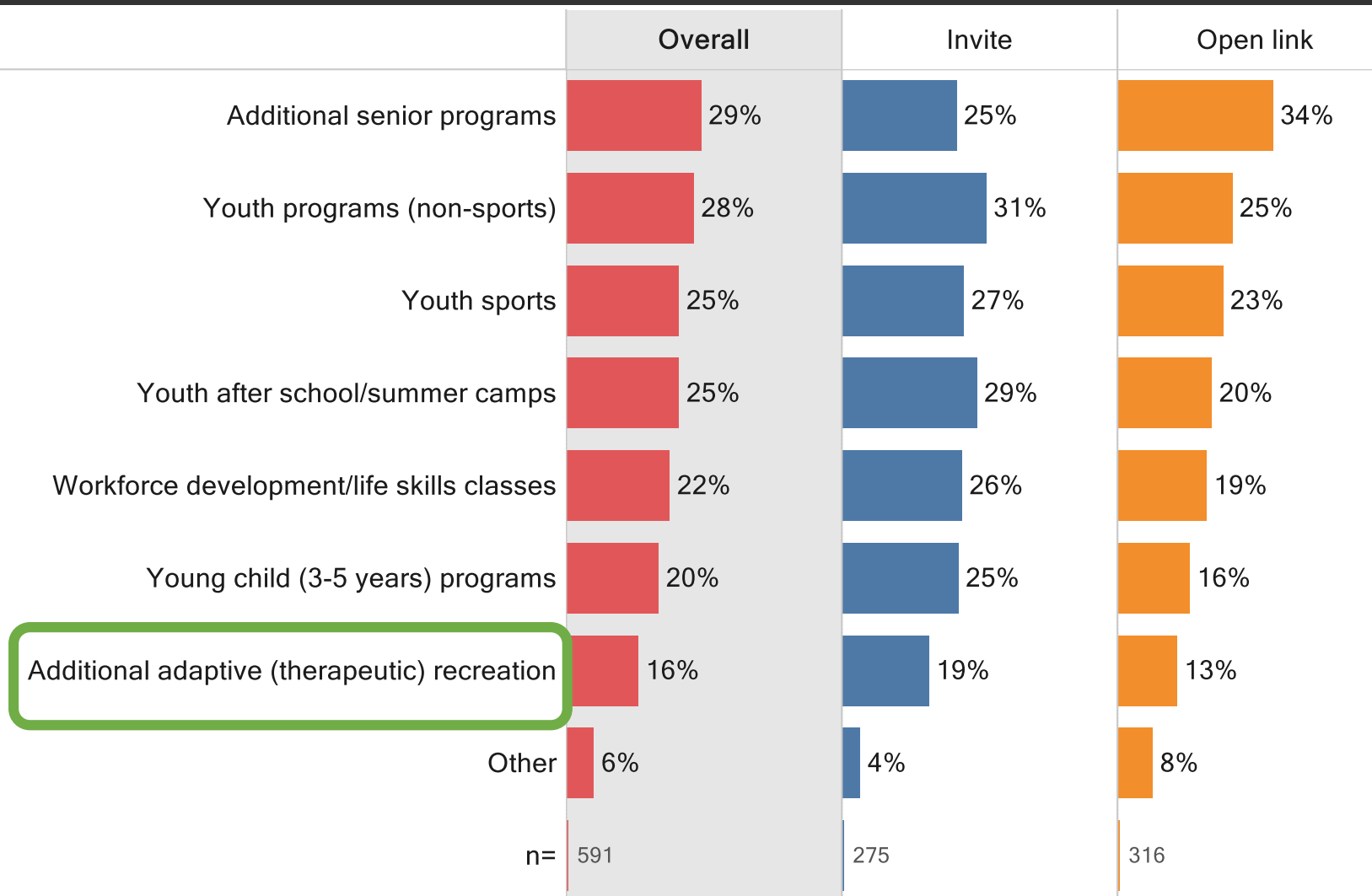


Future Needs for Programs & Facilities *(continued)*

City of Hampton Parks and Recreation Master Plan Survey

| By "Data Source"

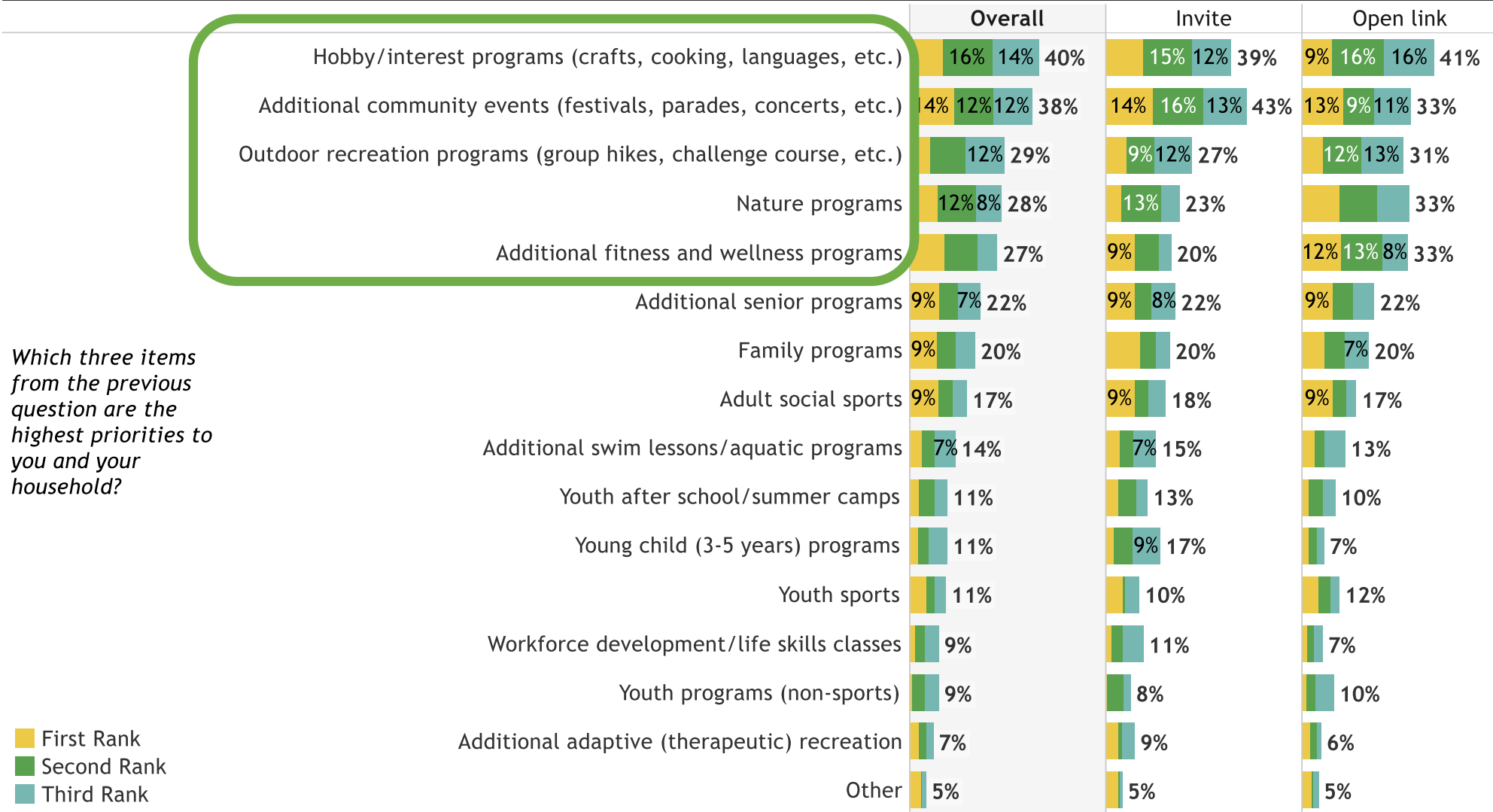
Please indicate whether you and your household have a need or a desire for the following (CHECK ALL THAT APPLY)





Top 3 'Programs & Facilities'

City of Hampton Parks and Recreation Master Plan Survey | Top 3 "Programs and Activities"

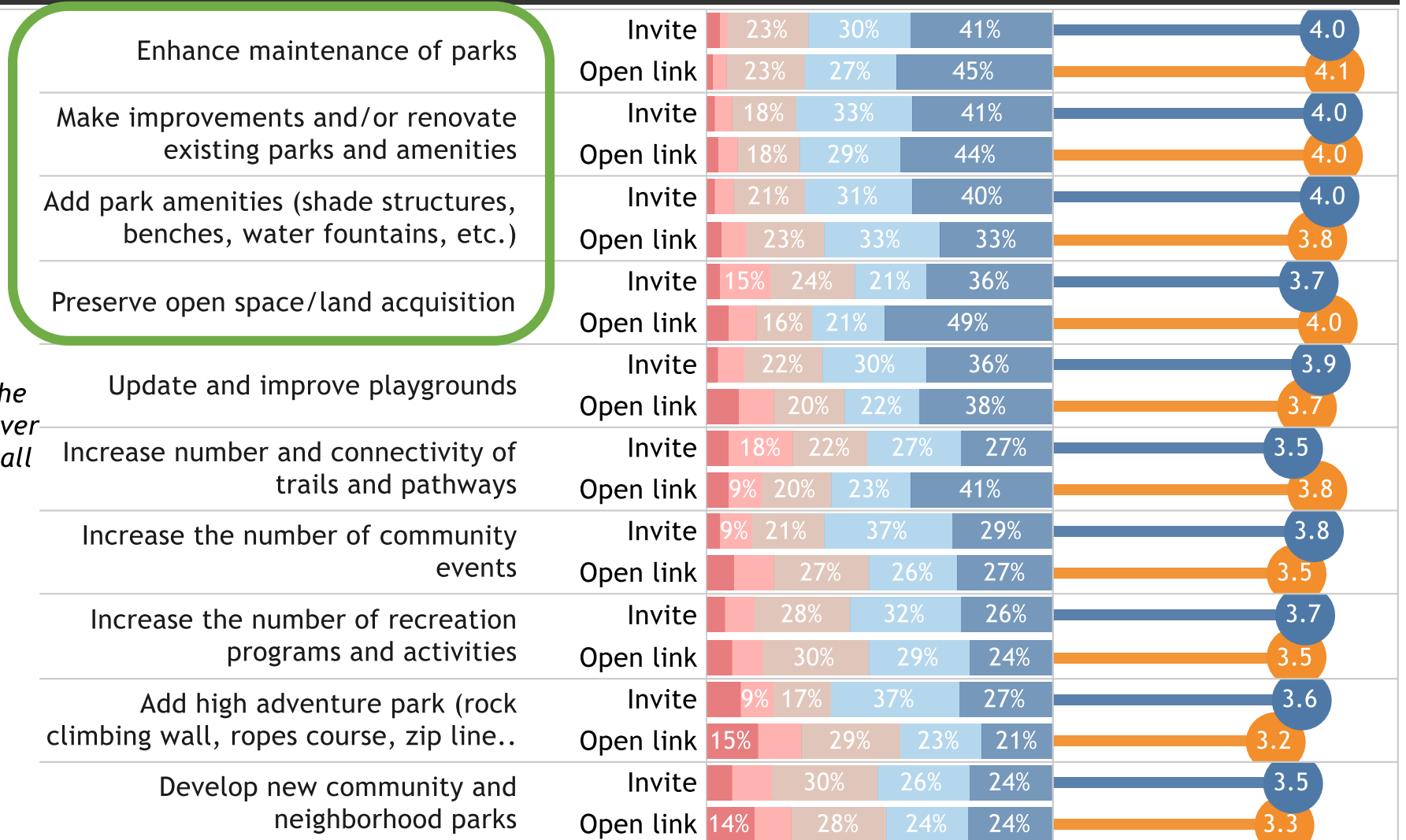




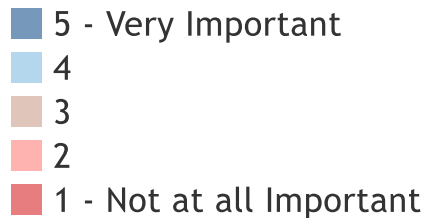
Important Improvements

City of Hampton Parks and Recreation Master Plan Survey

Future Needs



What are the most important parks and recreation improvements that the City of Hampton should undertake over the next 5 to 10 years? Please score all items.

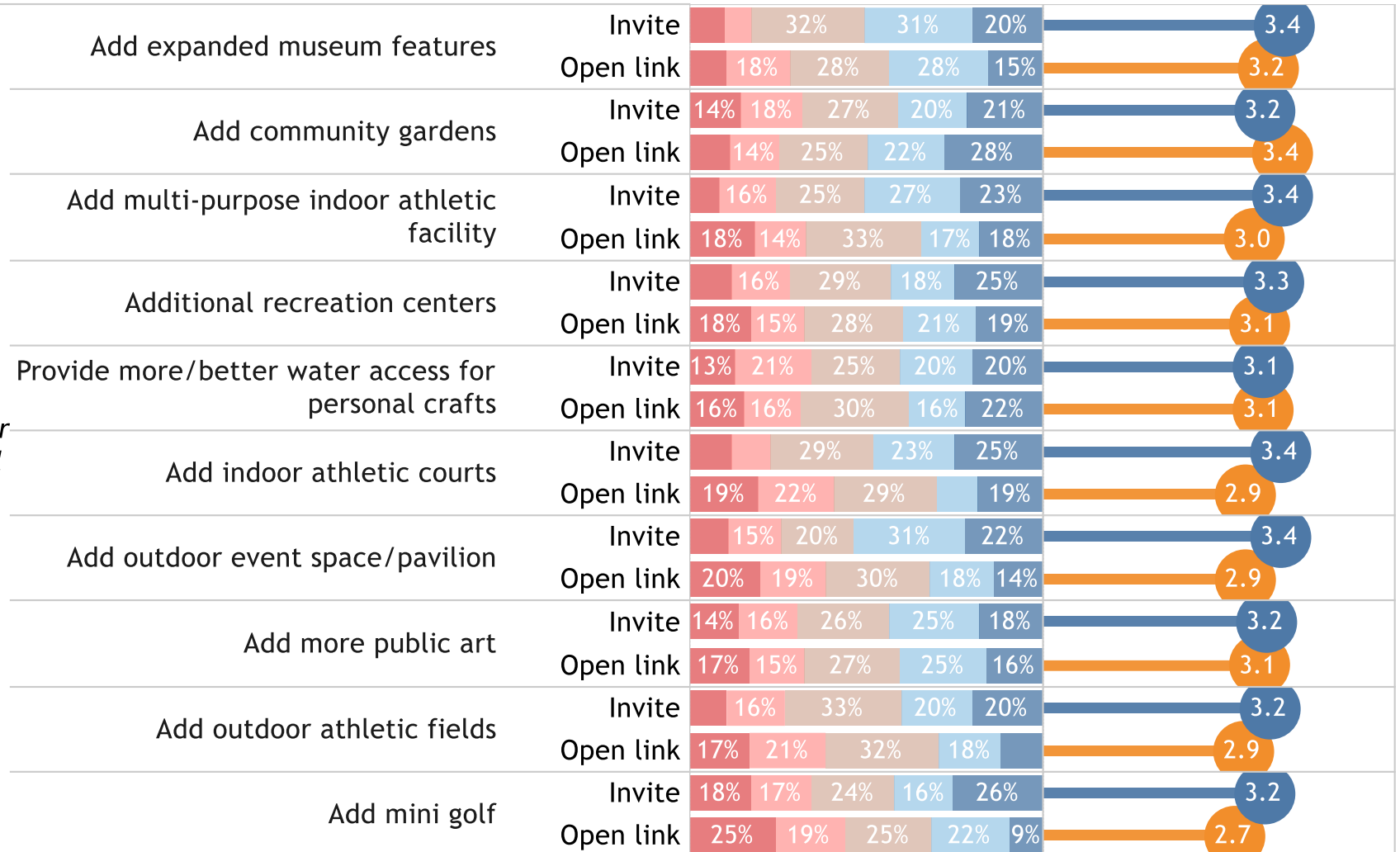
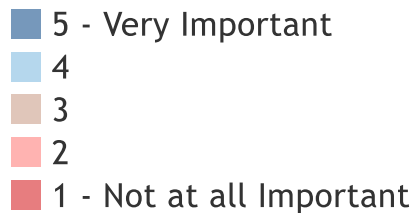




Important Improvements *(continued)*

City of Hampton Parks and Recreation Master Plan Survey | Future Needs

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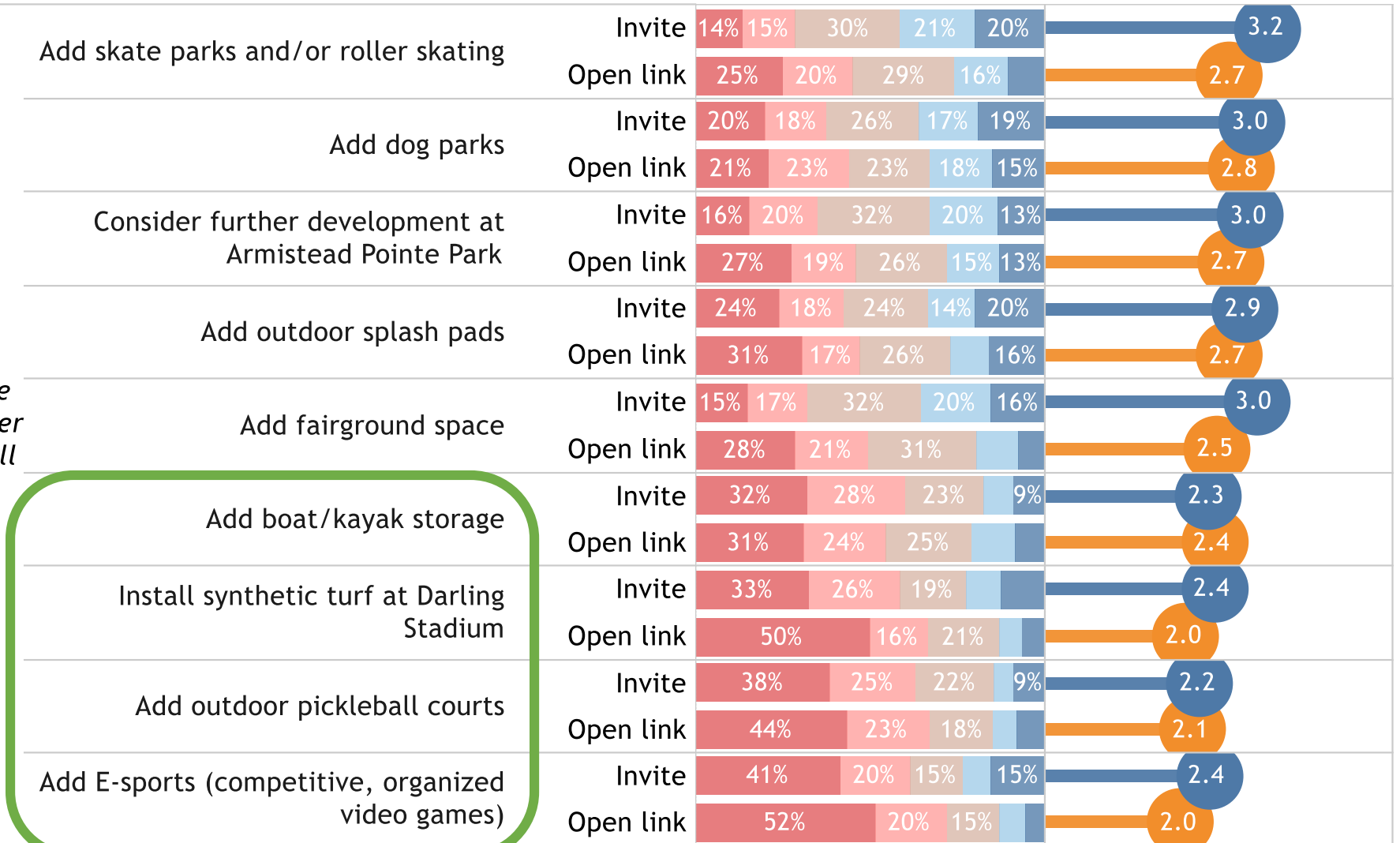
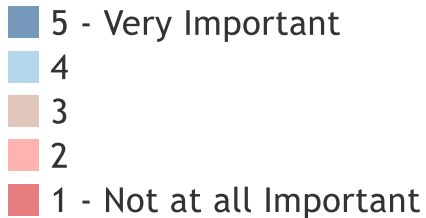




Important Improvements *(continued)*

City of Hampton Parks and Recreation Master Plan Survey | Future Needs

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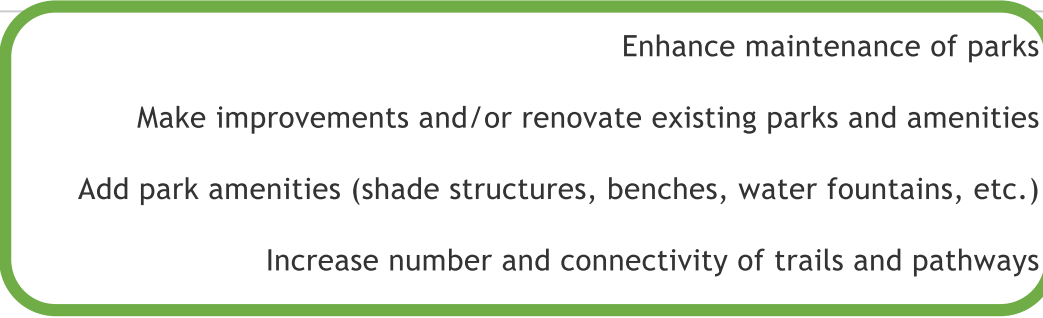
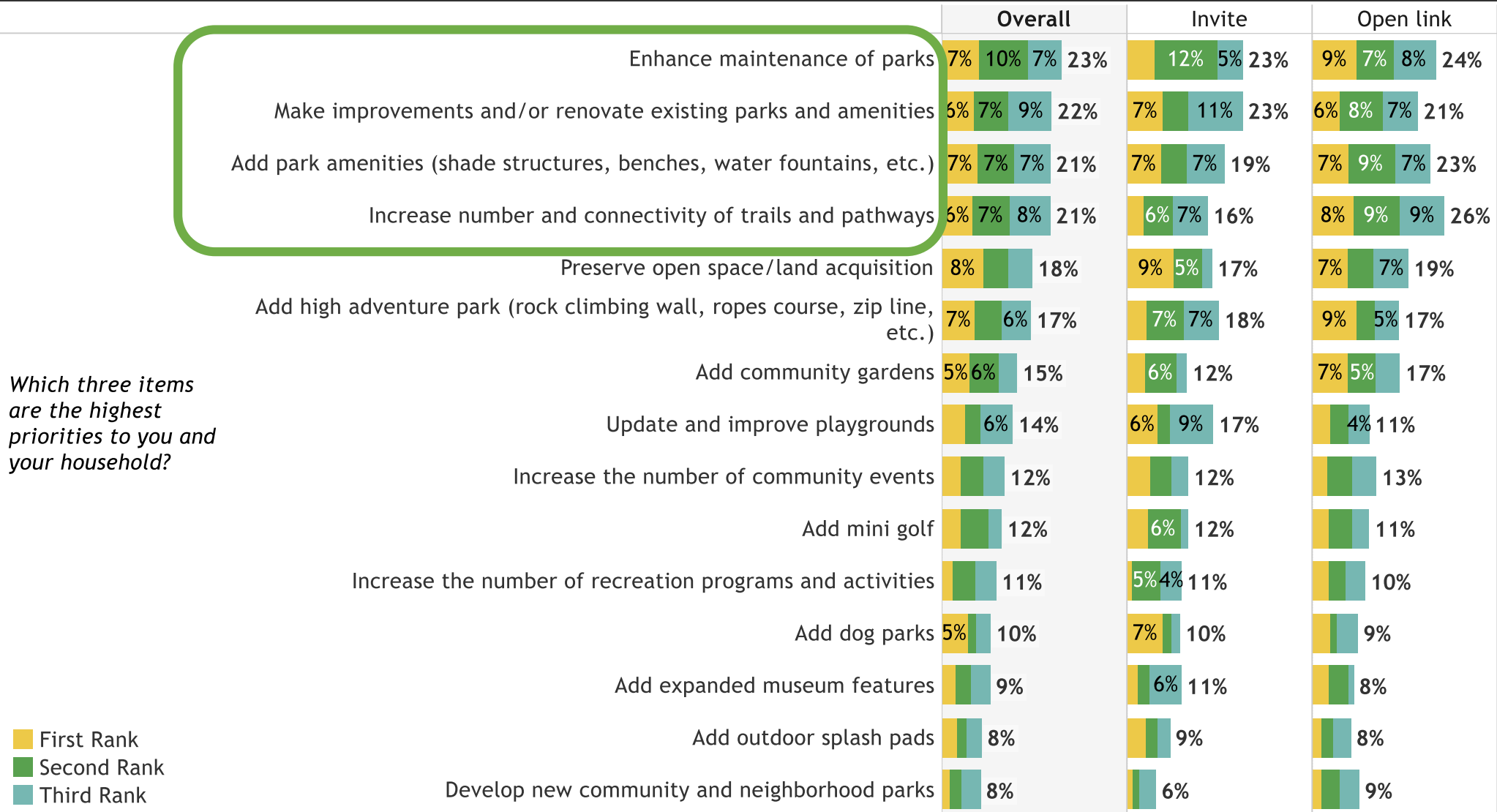




Important Improvements *(continued)*

City of Hampton Parks and Recreation Master Plan Survey

Top 3 "Future Needs"



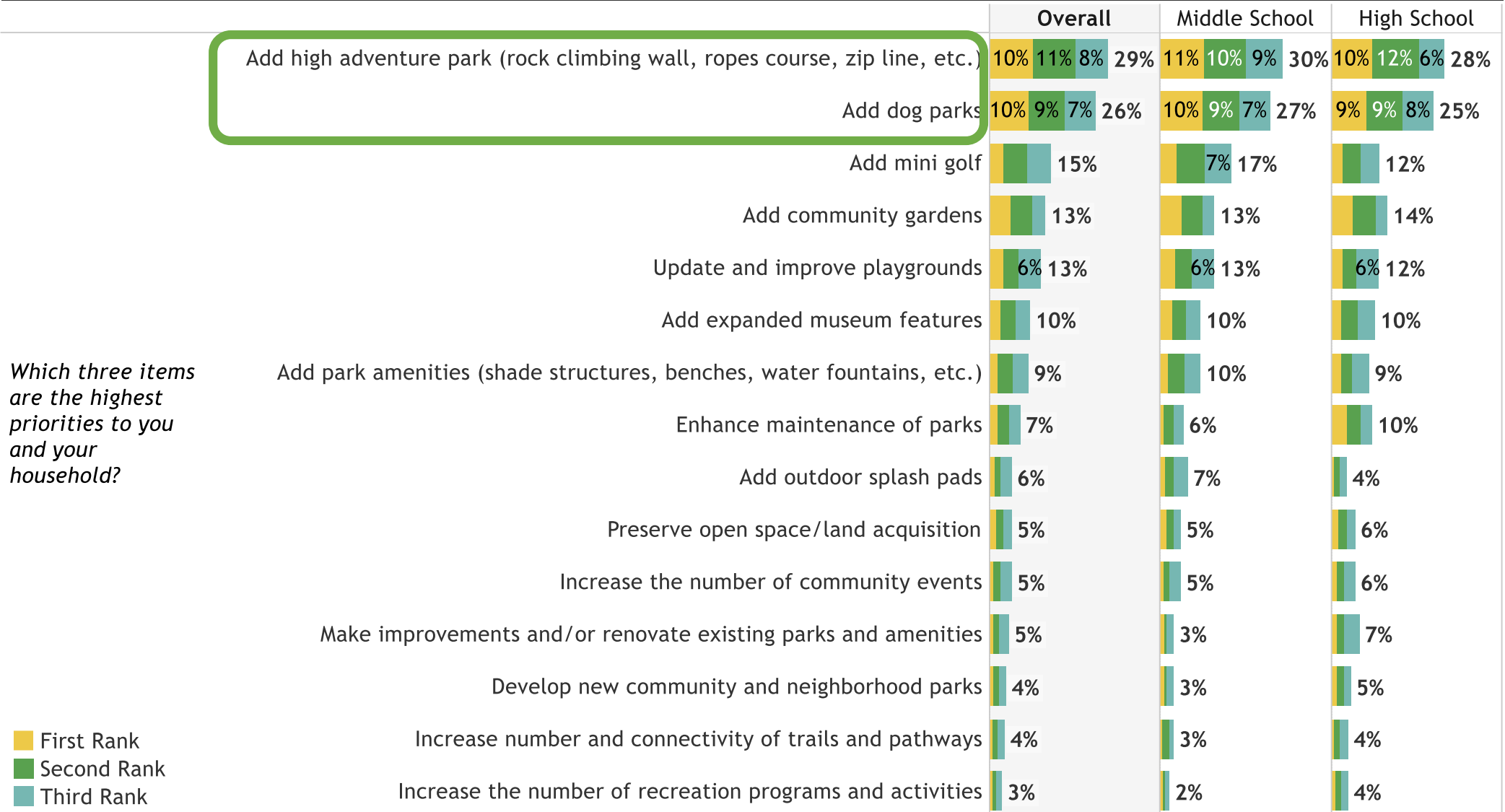
Which three items are the highest priorities to you and your household?

■ First Rank
■ Second Rank
■ Third Rank



Important Improvements *(Students)*

City of Hampton Parks and Recreation Master Plan Survey | Top 3 "Future Needs"



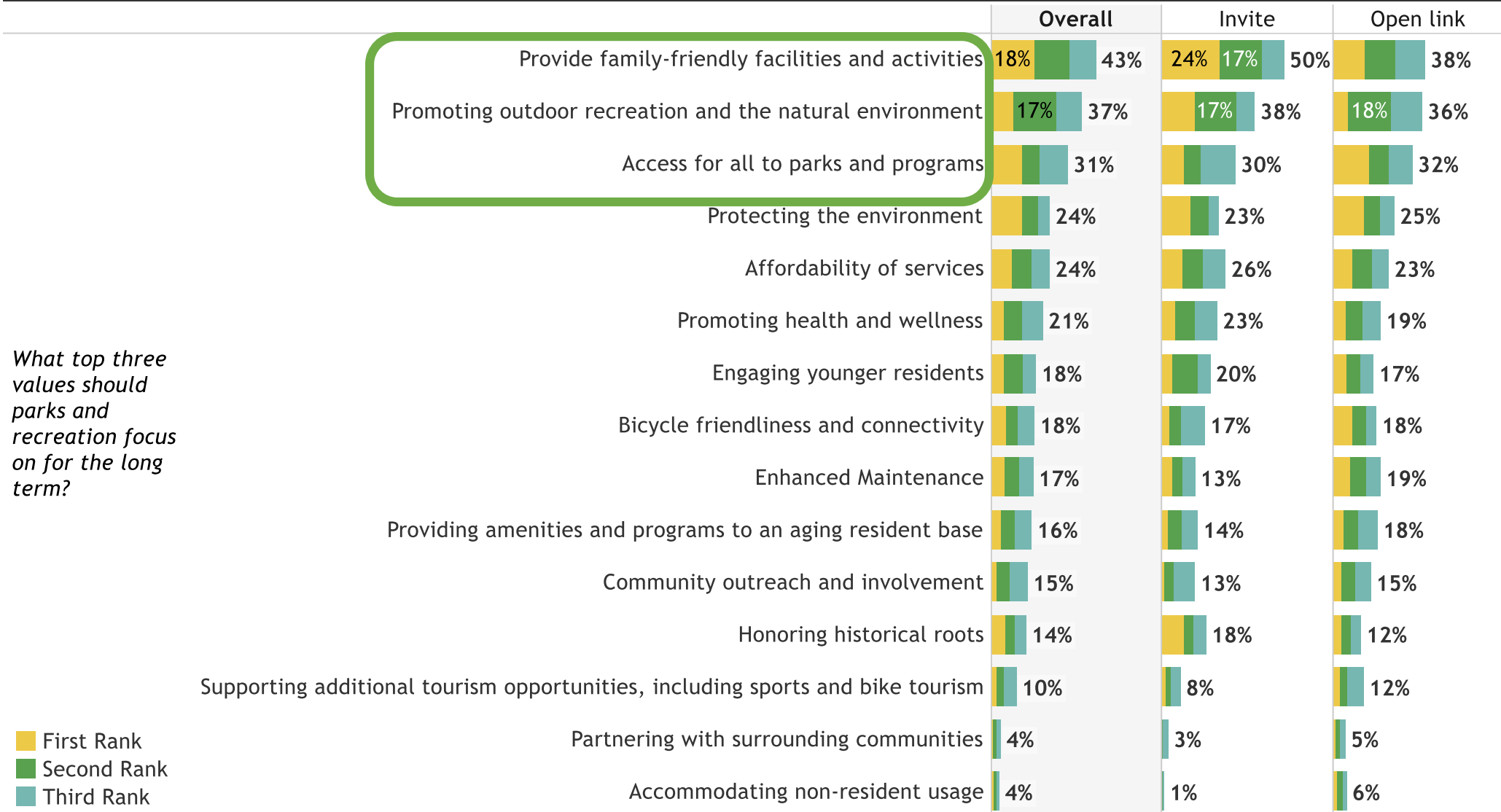


VISION



Top 3 'Values'

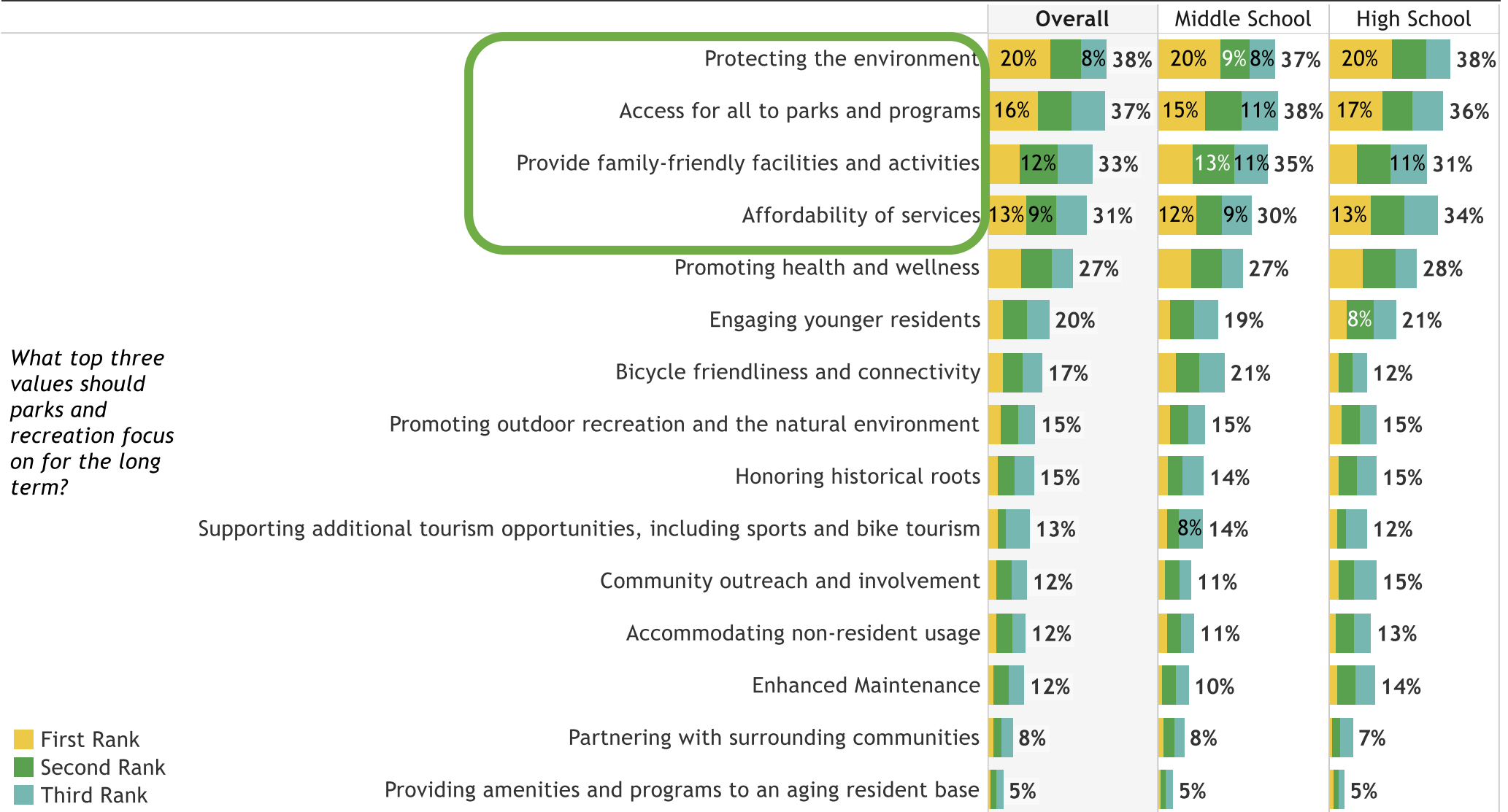
City of Hampton Parks and Recreation Master Plan Survey | Top 3 "Values"





Top 3 'Values' (Students)

City of Hampton Parks and Recreation Master Plan Survey | Top 3 "Values"





Key Findings

Beaches, Buckroe Beach Park, and Sandy Bottom Nature Park are the most visited offerings among Hampton residents.

- Beaches also rate as the most important offering to residents.
- Special events and festivals and open space/natural areas rate nearly just as high.

Open space/natural areas rated above the average for importance but fell below average in terms of needs met.

- On a five-point scale where 1="Not at all" to 5="Completely," in terms of current offering meeting the needs of the community, open space/natural areas rates at a 3.7.



Key Findings

Top items to increase resident usage of parks include:

Enhanced maintenance of parks or facilities

More lighting

More programs

Better safety

Improved communication

- Approximately 52% of overall respondents chose enhanced maintenance of parks or facilities as most desired improvement.
- For students, WiFi connectivity is the most important item to increase use at parks and recreation facilities. Students put the highest priority for improvements on adding a high adventure park & adding dog parks.

Top need/desire for programs include:

Hobby/interest programs

Additional events

Outdoor recreation programs

Additional fitness and wellness programs.

- The majority of invite respondents (63%) would like to see hobby/interest programs, such as crafts, cooking, and language.



Key Findings

The City can improve and better leverage communication efforts and information dissemination about parks and recreation facilities and services to further create awareness and drive visitation to the facilities.

- Respondents are generally not that positive with communication effectiveness by the City of Hampton with 53% rating the effectiveness a 1 or a 2 out of 5 and 25% rating 3 out of 5.
- “There is much to take advantage of, but it is difficult to learn of the available options - especially for programs.” – Open Link Respondent

Regarding “values” and the purpose of parks and recreation in the City of Hampton, respondents indicate “providing family-friendly facilities and activities” and “promoting outdoor recreation and the natural environment” are most important to the future of the City of Hampton.

- This same question was asked to middle and high school students and yielded somewhat different results. They indicated that “protecting the environment” as the most important value to focus on, followed by “access for all to parks and programs”.



Additional Comments

I've lived on the Peninsula for 35 years, but just moved to Hampton about a year ago. I feel that Hampton has a lot of 'hidden gems' that the city could do more to raise awareness of. That, plus a greater sense of community among the neighborhoods would be great.

Take care of what PRLS has before adding more. Continue to make improvements like you have at Gosnolds & Bluebird. No more dog parks, No splash pad.

I think adding lighting at the school on Andrew's was a good move. Gives the teens something to do after dark basketball keeps kids active and out of mischief. Small things like that make a difference.

The Grundland Astronomy Park is unique in an urban setting. This could be a considerable asset for continuing education and community outreach.

Connecting Fort Monroe to Buckroe by means of a bike/walking trail would be really great. Both areas are being developed to have more neighborhood and tourist attraction, so connecting them in a way that promotes more outdoor activities (like biking and walking) would be wonderful.

Maintenance of parks need attention. Rec centers are too spaced out. All neighborhoods need parks so children are close to home, not roaming and it's safer for children not to be too far away

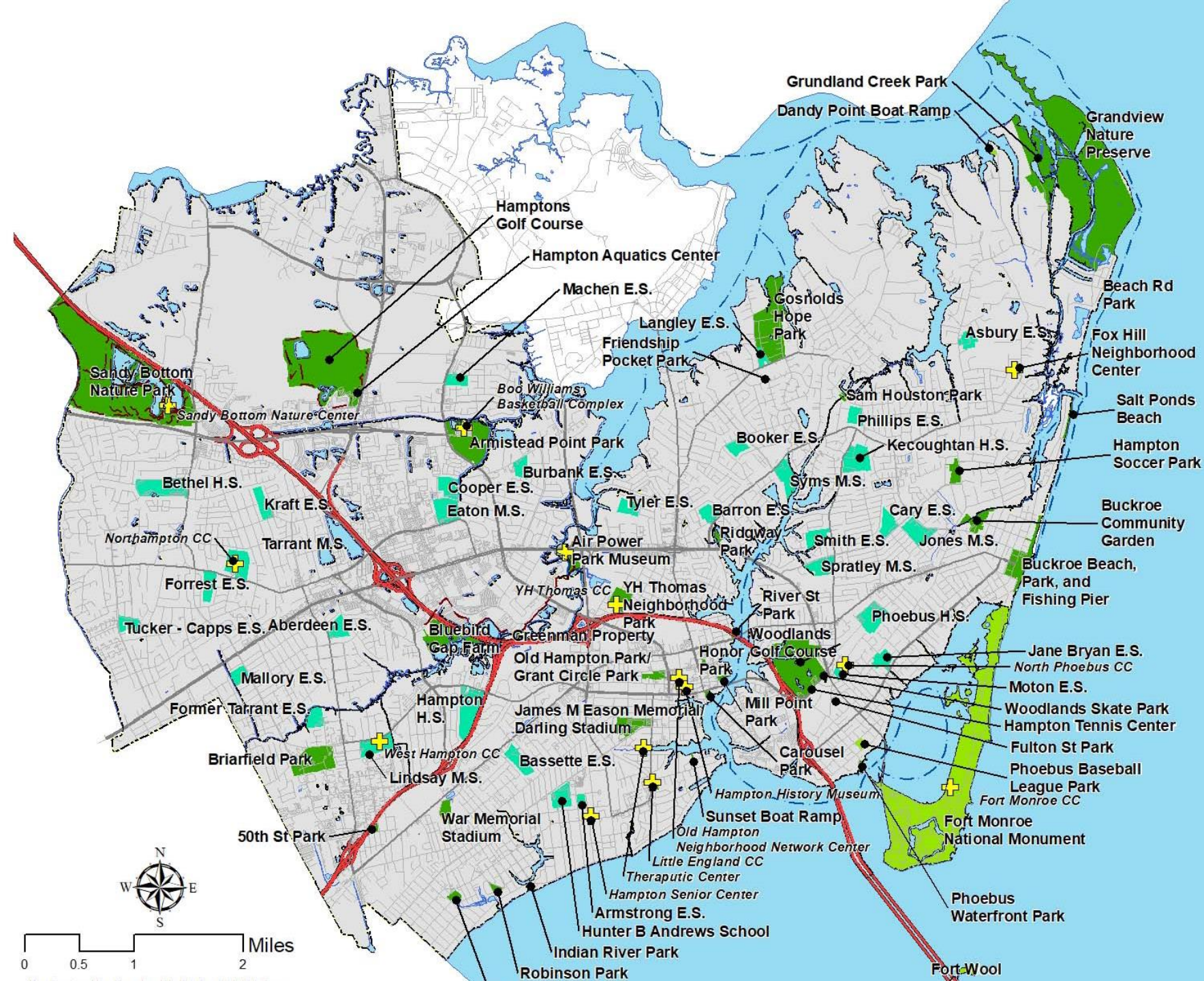
I use the rec centers in Newport News as Hampton does not have pickleball.

Inventory & Level of Service

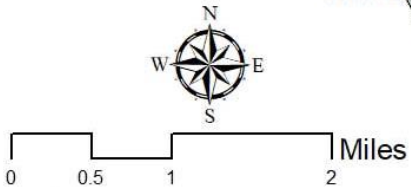


Legend

-  Indoor Facility
-  Trail
-  Water Trail
-  Streets and Roads
-  Interstate
-  Arterial
-  Outdoor Location
-  School
-  Alternative Provider
-  Water_All
-  Hampton City Limit



Hampton Parks System



Inventory Site Visits

- Celebrate the water and opportunities to increase views and access
- Most parks are well maintained but need updates (deferred maintenance)
- Branding - Inconsistent signage and comfort feature standards across the system
- Some playground structures in need of updates
- Courts surfacing aging and need updating
- Opportunities to increase ADA access throughout the system
- System is dependent on schools for neighborhood level of service
- Senior citizen communities have outgrown their current spaces
- A need to increase standards for diamond fields especially at schools
- Inconsistency in standards. For example, a variety of picnic shelters used throughout the system.

Mapping Location and Quality of Components

BLUEBIRD GAP FARM

◆ Components + Indoor Facilities □ Locations - Trails



BLUEBIRD GAP FARM

Initial Inventory Date: 8/19/2019 Owner: City of Hampton
121 Total Neighborhood GRASP Score **137** Total Community GRASP Score Approximate Park Acreage: 43.8

Component	Quantity	Score	Category
Drinking Fountains	0	2	Design and Ambiance
Seating	2	2	
BBQ Grills	2	2	
Dog Pick-Up Station	0	2	
Security Lighting	2	3	
Bike Parking	2	3	
Restrooms	3	2	
Shade	2	2	
Trail Connection	2	2	
Park Access	2	2	
Parking	2	2	3
Seasonal Plantings	3	3	
Ornamental Planting	3	3	
Picnic Tables	2	2	

General Comments

Overall good park

Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
L003	PARCEL	1		2	2	
C352	Educational Experience	1		2	2	Antique exhibit and arboretum
C354	Trailhead	1		2	2	Canoe Trailhead with dock and launch
C338	Shelter, Small	2		2	2	
C350	Shelter, Large	1		3	3	
C250	Educational Experience	1		3	3	Many animal exhibits
C249	Picnic Ground	2		2	2	
C247	Event Space	1		2	2	
C246	Garden, Display	1		3	3	Arboretum
C245	Natural Area	1		2	2	
C244	Water, Open	1		2	2	
C243	Water Access, Developed	1		2	2	
C242	Playground, Destination	1		2	2	
C457	Trail, Water	1		2	2	



GIS Map ID	LOCATION	COMPONENT	QUANTITY	GRASP [®] Score
C025	MACHEN ELEM SCHOOL	Basketball Court	1	1
C049	EATON MIDDLE	Basketball Court	2	1
C059	BURBANK ELEM SCHOOL	Basketball Court	1	1
C091	PHILLIPS ELEM SCHOOL	Basketball Court	1	2
C119	CARY ELEM SCHOOL	Basketball Court	1	2
C158	NORTH PHOEBUS CC	Basketball Court	3	2
C200	FORT MONROE NATIONAL MONUMENT	Basketball Court	4	2
C204	FULTON ST PARK	Basketball Court	2	2
C223	OLD HAMPTON PARK	Basketball Court	2	2
C237	YH THOMAS NEIGHBORHOOD PARK	Basketball Court	2	3
C263	THERAPUTIC CENTER OUTDOOR	Basketball Court	1	1
C291	50TH ST PARK	Basketball Court	1	2
C306	ABERDEEN ELEM SCHOOL	Basketball Court	2	2
C312	TARRANT MIDDLE	Basketball Court	2	1
C318	FORREST ELEM	Basketball Court	1	2
C328	MALLORY ELEM SCHOOL	Basketball Court	1	2
C364	JANE BRYAN ELEM SCHOOL	Basketball Court	1	1

Sort for things such as basketball courts, high or low scoring components

Park/Facility Rank

LOCATION	GRASP® Score/Ranking	LOCATION	GRASP® Score/Ranking
SANDY BOTTOM NATURE PARK	386	SYMS MIDDLE	15
GOSNOLDS HOPE PARK	238	TARRANT MIDDLE	15
BLUEBIRD GAP FARM	137	HONOR PARK	14
BRIARFIELD PARK	128	HUNTER B ANDREWS SCHOOL	14
FORT MONROE NATIONAL MONUMENT	110	ROBINSON PARK	14
BUCKROE BEACH, PARK, AND FISHING PIER	109	ARMISTEAD POINTE PARK	13
HAMPTON TENNIS CENTER	65	ASBURY ELEM SCHOOL	13
YH THOMAS NEIGHBORHOOD PARK	53	BASSETTE ELEM SCHOOL	13
MILL POINT PARK	41	BUCKROE COMMUNITY GARDEN	13
CAROUSEL PARK	36	GRANT CIRCLE PARK	13
KECOUGHTAN HIGH	35	INDIAN RIVER PARK	13
HAMPTON HIGH	33	JANE BRYAN ELEM SCHOOL	13
DARLING STADIUM	32	SALT PONDS BEACH	13
JAMES M EASON MEMORIAL	31	TUCKER - CAPPS ELEM SCHOOL	13
RIVER ST PARK	31	CARY ELEM SCHOOL	12
GRANDVIEW NATURE PRESERVE	31	KRAFT ELEM SCHOOL	12
AIR POWER PARK MUSEUM OUTDOOR	29	MALLORY ELEM SCHOOL	12
NORTH PHOEBUS CC	29	BURBANK ELEM SCHOOL	11
WAR MEMORIAL STADIUM	28	FORMER TARRANT ELEM SCHOOL	11
SPRATLEY MIDDLE	28	FRIENDSHIP POCKET PARK	11
ABERDEEN ELEM SCHOOL	26	TYLER ELEM SCHOOL	11
DANDY POINT BOAT RAMP	26	BARRON ELEM SCHOOL	10
HAMPTON SOCCER PARK	26	COOPER ELEM	10
JONES MIDDLE	26	FULTON ST PARK	10
PHOEBUS HIGH	25	SMITH ELEM SCHOOL	10
BETHEL HIGH	24	BOOKER ELEM SCHOOL	9
PHOEBUS BASEBALL LEAGUE PARK	24	FORT WOOL	9
OLD HAMPTON PARK	24	LITTLE ENGLAND CULTURAL OUTDOOR	9
PHOEBUS WATERFRONT PARK	24	MOTON ELEM SCHOOL	9
EATON MIDDLE	24	WOODLANDS GOLF COURSE	9
WYTHE LITTLE LEAGUE	23	BEACH RD PARK	8
HAMPTON AQUATICS CENTER	22	FOX HILL NEIGHBORHOOD CENTER OUTDOOR	8
RIDGWAY PARK	22	GREENMAN PROPERTY	7
ARMSTRONG ELEM SCHOOL	20	SAM HOUSTON PARK	7
HAMPTONS GOLF COURSE	19	SUNSET BOAT RAMP	7
LINDSAY MIDDLE SCHOOL	19	WOODLANDS SKATE PARK	7
50TH ST PARK	18	LANGLEY ELEM SCHOOL	4
PHILLIPS ELEM SCHOOL	18	THERAPUTIC CENTER OUTDOOR	4
MACHEN ELEM SCHOOL	16	GRUNDLAND CREEK PARK	2
FORREST ELEM	15		



Top 10%
of all
parks

6

22,637

62

4
3
5
0

5

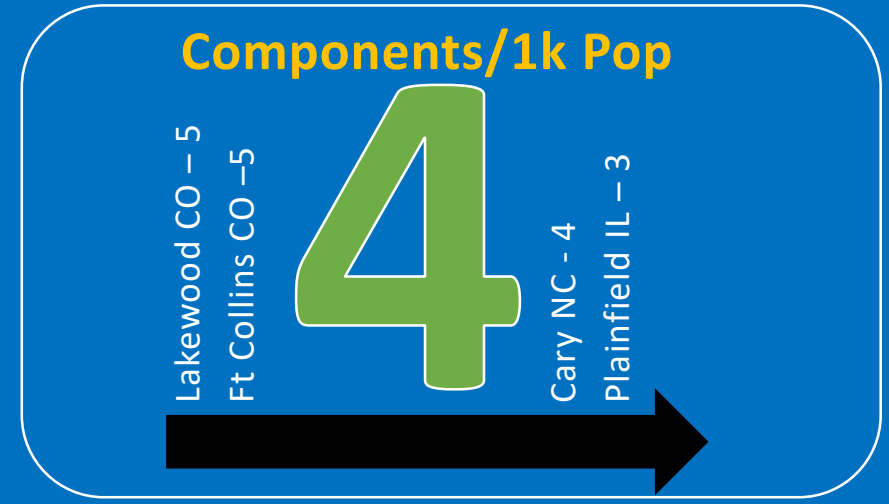
Top 200
of all
park
scores

Components | Agencies | Parks

Comparisons (National Dataset)

GRASP[®] Benchmarking

(With comparable Population
107,000 – 145,000)



Hampton is near the average or lower in most of the comparisons
(including key regional resources and schools)

What does this mean?

- **Our amount of parkland per 1000 people is average.**
- **Our amount of park locations is slightly above average.**
- **The number of components (playground, trail, etc) per park is less than average when compared with other localities.**
- **The components per 1,000 people is on average. This means we have an average number of components for our population size, but generally have less per park location since we have many parks.**
- **The average score per park is lower than comparable sized agencies/localities due to less components in parks, and the lack of maintenance/updating of those components.**

Legend

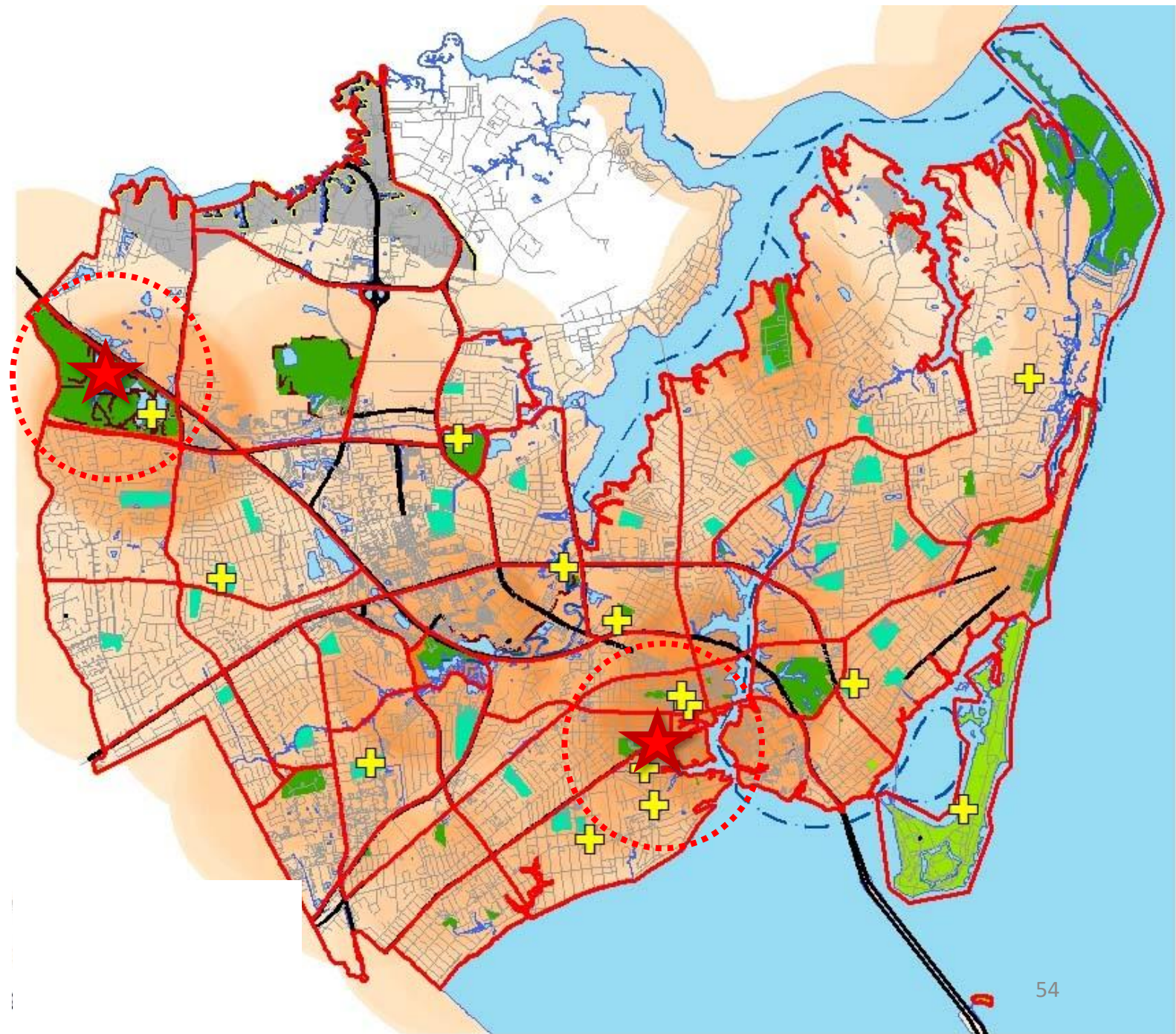
GRASP® Level of Service

Range: 0 - 380

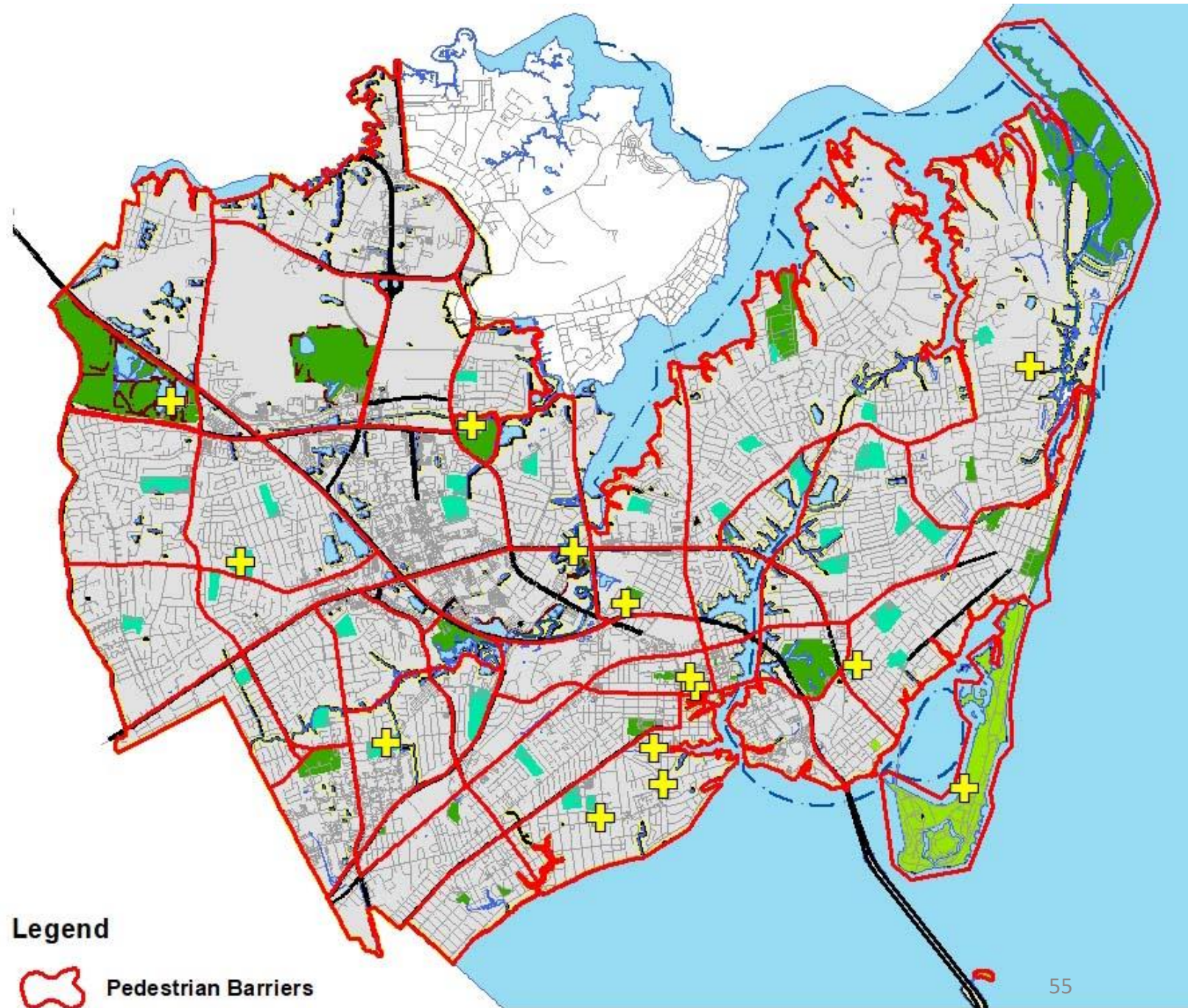
- No Service within 1-mile
- Less Access
- More Access



96% of residents live within
1 mile of a Parks facility



Walking Barriers



Legend

GRASP® Level of Service

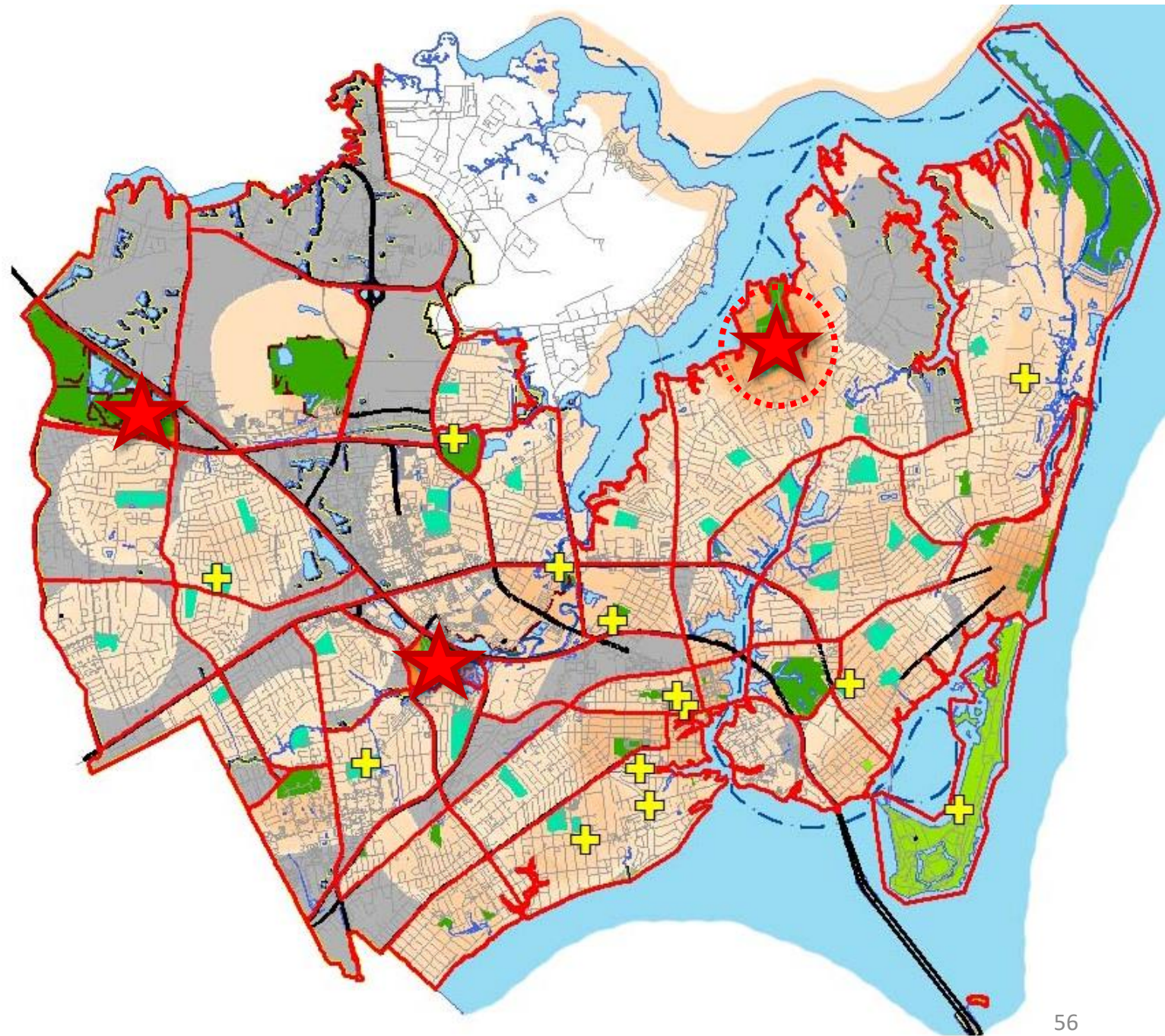
Range: 0 - 355

● No Service within 10-minute walk

● Less Access



● More Access



Legend

GRASP® GAP Analysis

Target Value: 56.6

● No Service within 10-minute walk

● Below Target Level

● Meets Target

⊕ Indoor Facility

— Trail

— Water Trail

— Streets and Roads

— Interstate

— Arterial

■ Outdoor Location

■ School

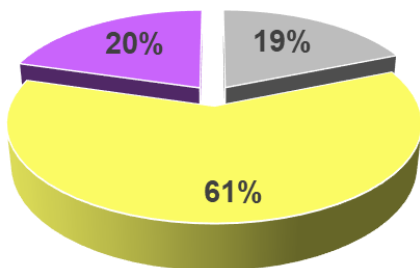
■ Alternative Provider

■ Water_All

□ Hampton City Limit



% of Population with Walkable Access to Outdoor Recreation

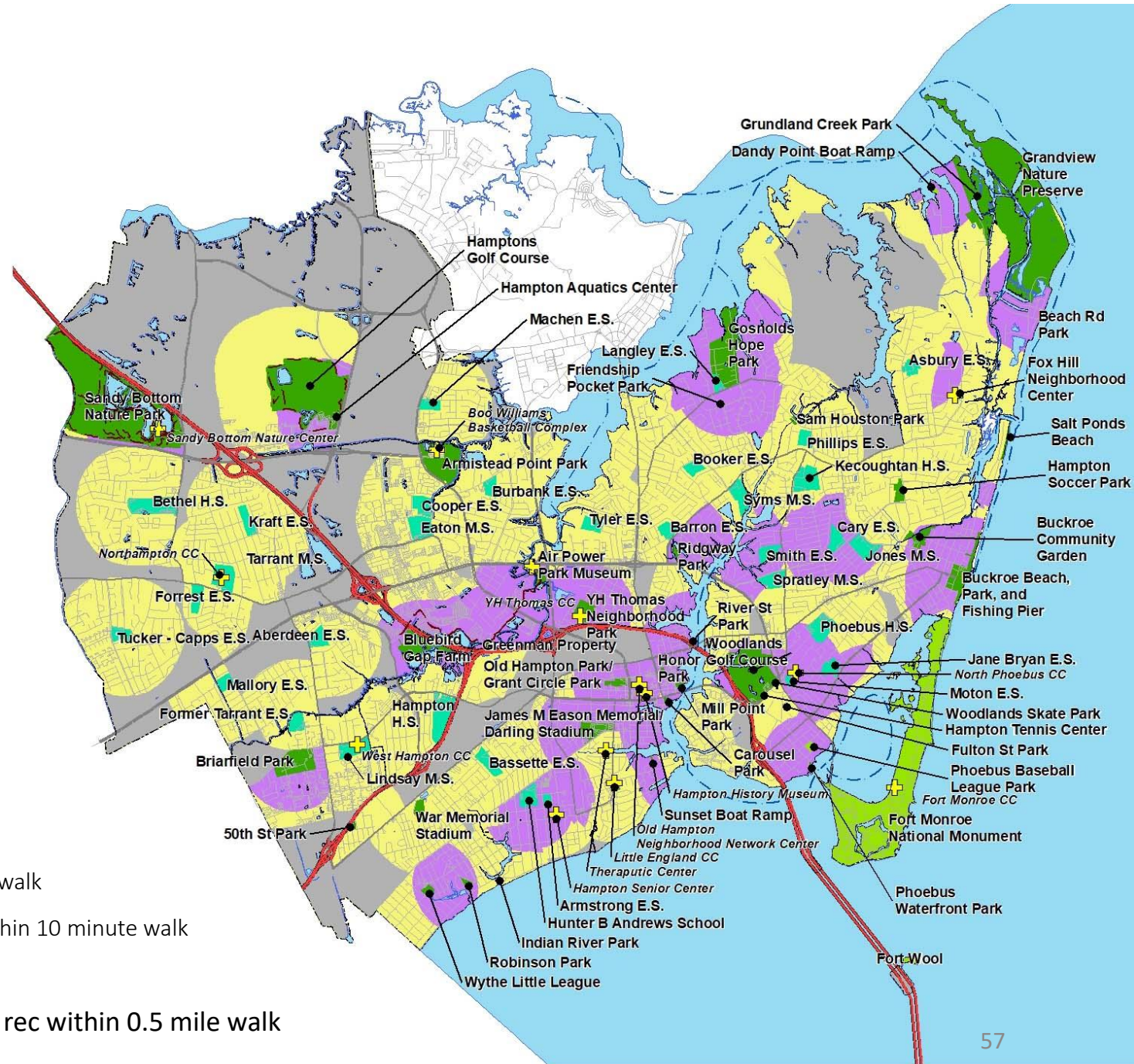


● No service within 10 minute walk

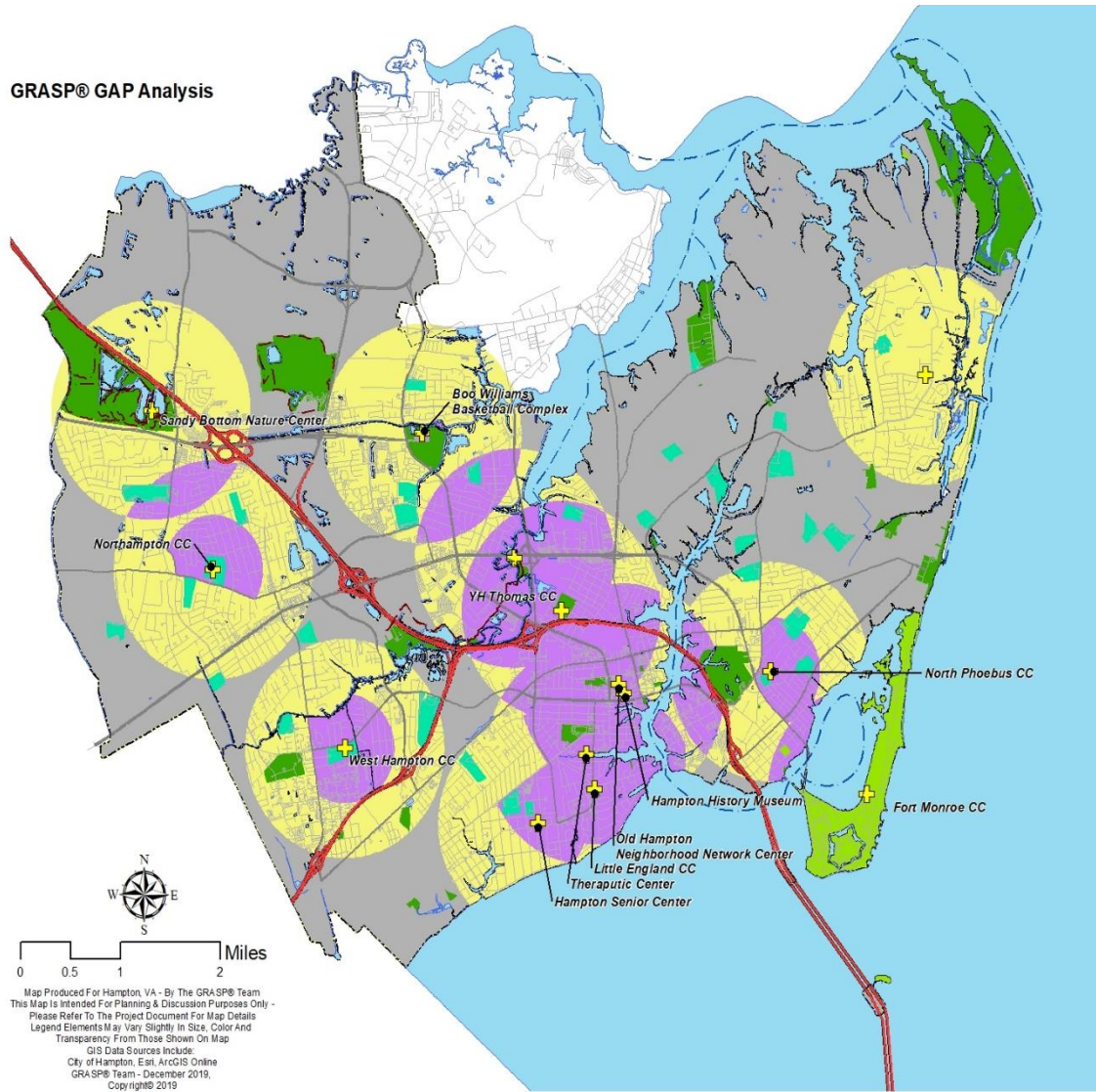
● School yard (but no park) within 10 minute walk

● Park within 10 min walk

81% of residents have outdoor rec within 0.5 mile walk

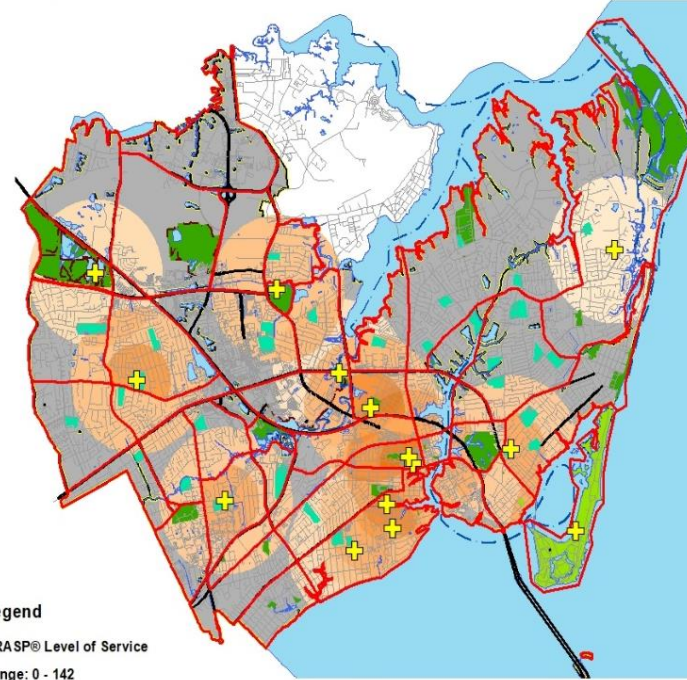


GRASP® GAP Analysis



- Legend**
- GRASP® GAP Analysis**
 Target Value: 56.6
- No Service within 10-minute walk
 - Below Target Level
 - Meets Target
- ⊕ Indoor Facility
 - Trail
 - Water Trail
 - Streets and Roads
 - Interstate
- Outdoor Location
 - School
 - Alternative Provider
 - Water_All
 - Hampton City Limit

Inset Map: GRASP® Level of Service



- Legend**
- GRASP® Level of Service**
 Range: 0 - 142
- No Service within 10-mile
 - Less Access
 - More Access



GRASP® Indoor Facility Rank

LOCATION	GRASP® Indoor Score
BOO WILLIAMS BASKETBALL COMPLEX	45.6
NORTHAMPTON CC	45.6
YH THOMAS CC	45.6
NORTH PHOEBUS CC	36
WEST HAMPTON COMMUNITY CENTER	36
FORT MONROE CC	33.6
HAMPTON HISTORY MUSEUM	26.4
HAMPTON SENIOR CENTER	19.2
THERAPUTIC CENTER	19.2
SANDY BOTTOM NATURE CENTER	18
AIR POWER PARK MUSEUM	12
LITTLE ENGLAND CULTURAL CENTER	9.6
OLD HAMPTON NEIGHBORHOOD NETWORK CENTER	7.2
FOX HILL NEIGHBORHOOD CENTER	NA

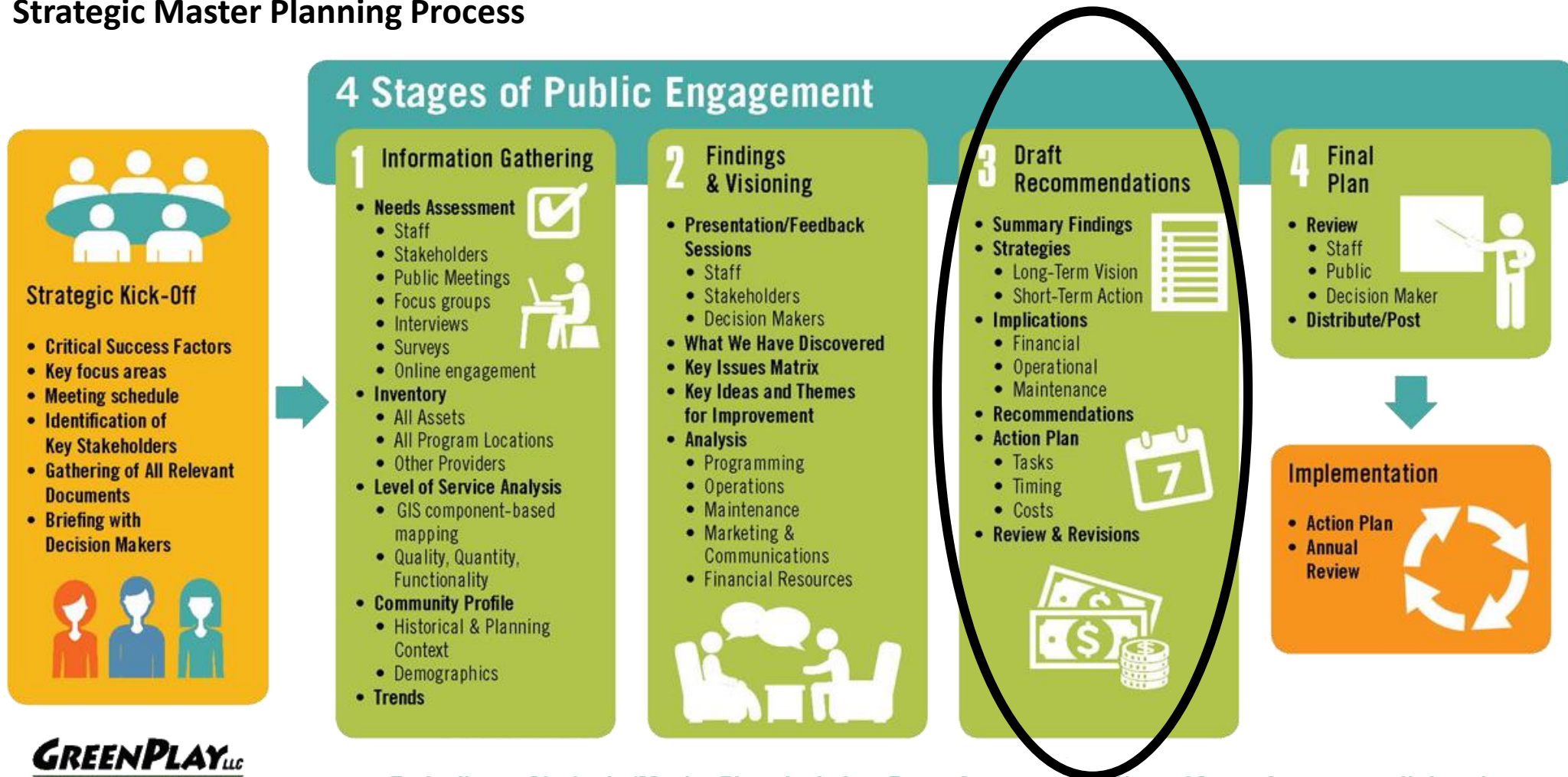


Recurring Themes

- Enhance maintenance of parks and facilities
- Connect to the water
- Reimagine/Repurpose existing parks/spaces
- Providing family-friendly facilities and activities
- Increase number and connectivity to trails
- Access for all to parks and programs
- Add programs based on the Needs Assessment Survey
- Sustainability/Protecting the environment/Preserve open space
- Make improvements/renovations to existing parks
- Improve communication/marketing
- Promoting outdoor recreation and the natural environment
- Better Safety/Security
- WiFi connectivity

Next Steps

Strategic Master Planning Process



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.

Thank You!

CITY OF HAMPTON

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Placemaking Planner, CMO

Next Meeting:

March 31, 2020

6.30pm – 8.00pm

Hampton Roads
Convention Center,
Rooms ABC

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Project Manager/Consultant

