



Parks and Recreation Master Plan

City Council Briefing

June 8, 2022



GreenPlay is now

 BerryDunn

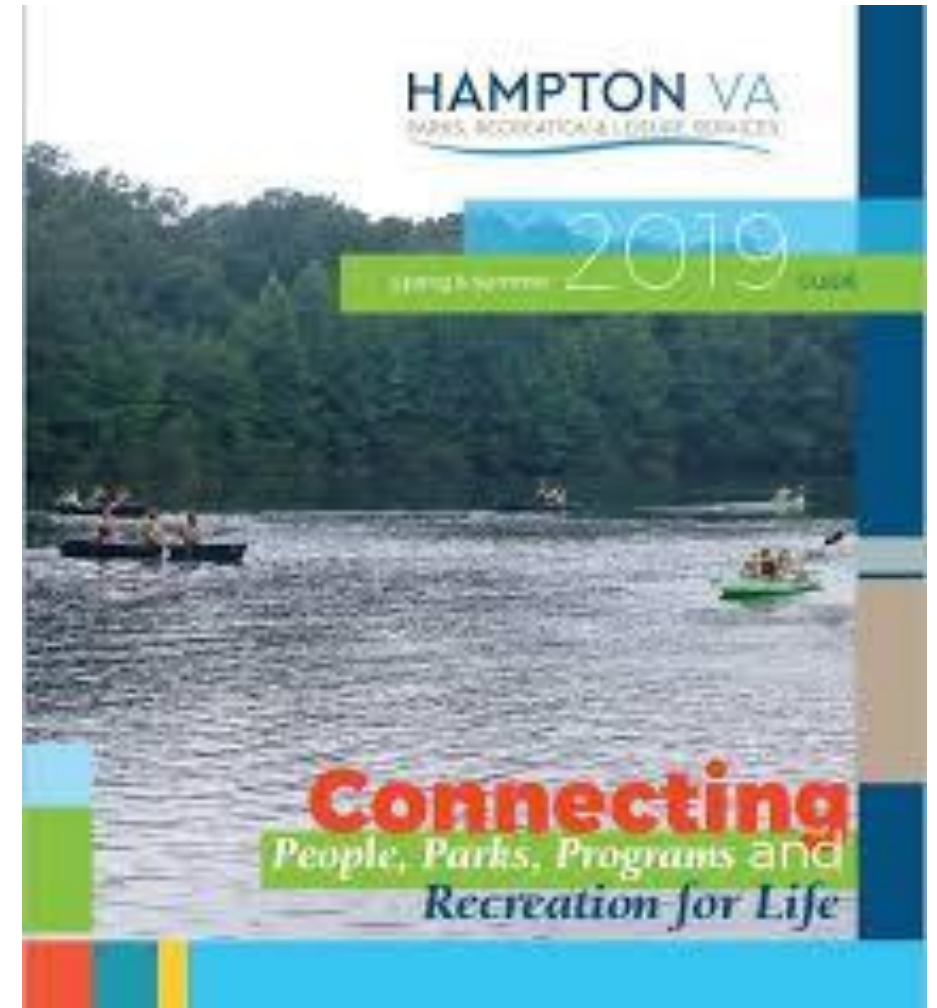
 RRC
ASSOCIATESSM

Your Vision



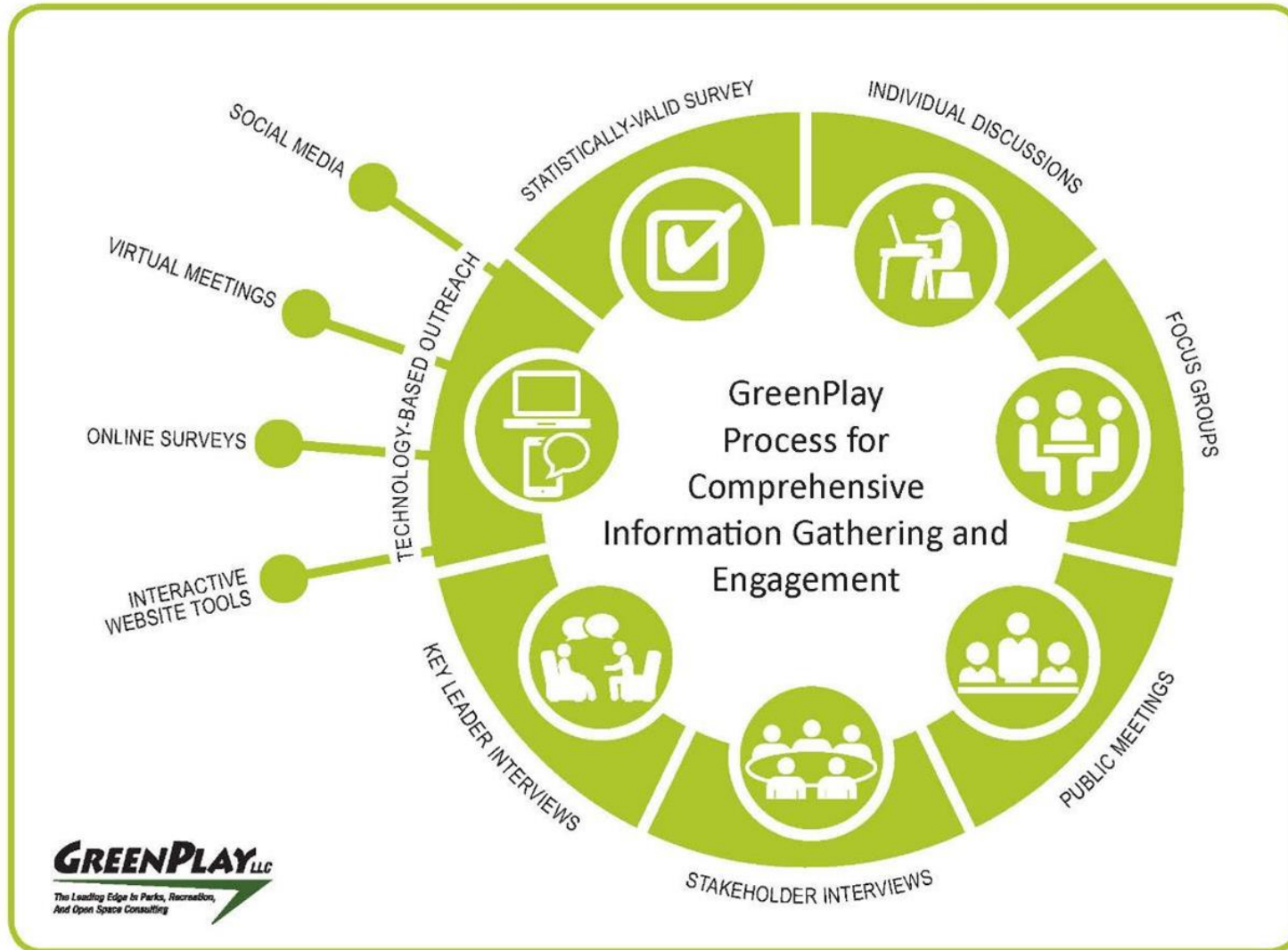
Master Plan Process/Schedule

- ✓ **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** – March 2020
- ✓ **Visioning Workshop** – April 2020
- **Community Workshop #2** – June/July 2022
- **Draft & Final Plan Presentation** (to both Planning Commission & City Council)- TBD



What have we done & heard so far?

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 (2590)
- High Schools (1368)

Total Surveys Returned

4,838

Priorities from Public Meetings

- Creating Amazing Spaces
- Address deferred maintenance
- Appropriate staffing
- Aquatics Center
- Take care of what we have
- Plan to maintain new amenities
- Work with Resilient Hampton
- Sustainability
- Be a leading and innovating Department
- Water activities/connections
- Green Clean and Safe
- Connectivity: Bike/Walk
- Communication/marketing
- Proper funding
- Adventure/Outdoor Recreation
- Need to focus on trees
- Darling Stadium need to be crown jewel
- Maintenance of playgrounds
- Water quality
- Less mowing
- Pickleball

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

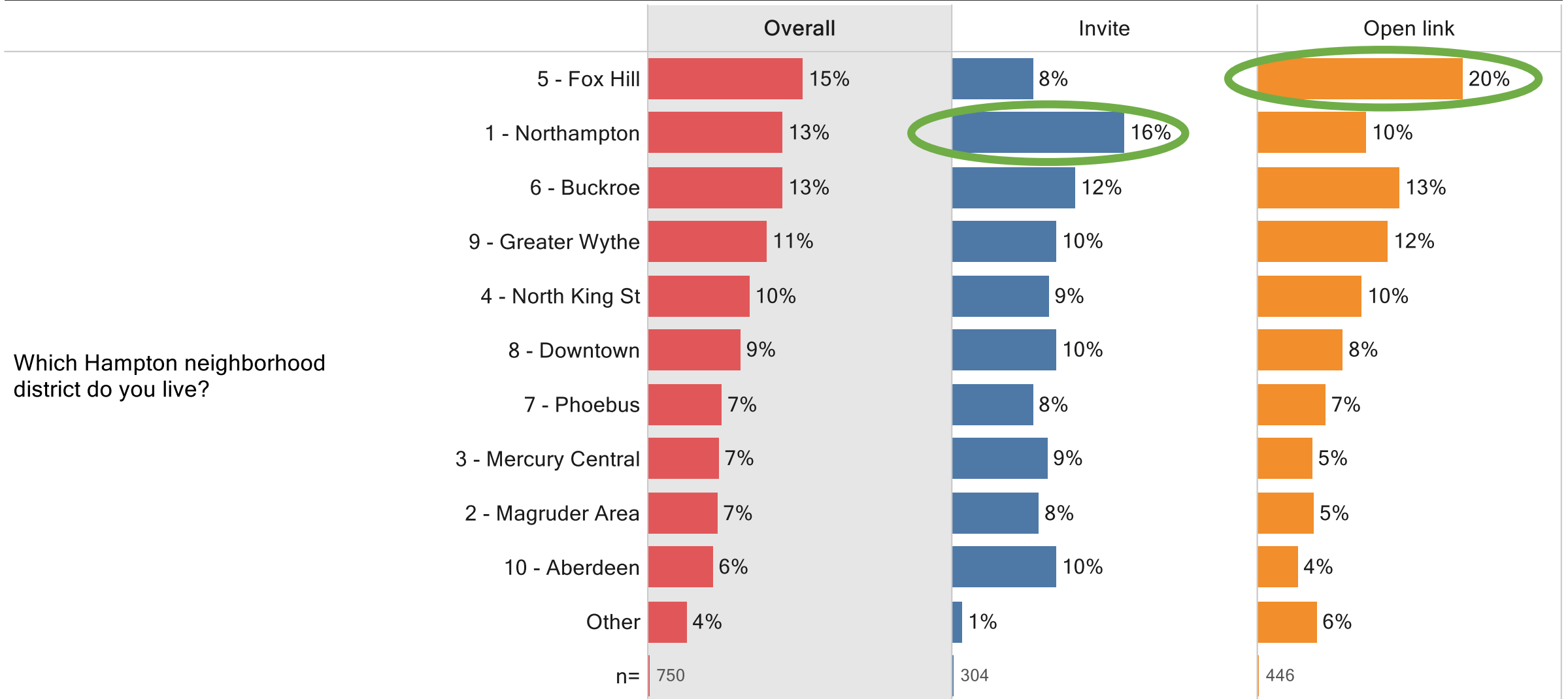
Completed Invite
Surveys

+/- 5.2%
Margin of Error



Neighborhoods of Respondents

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

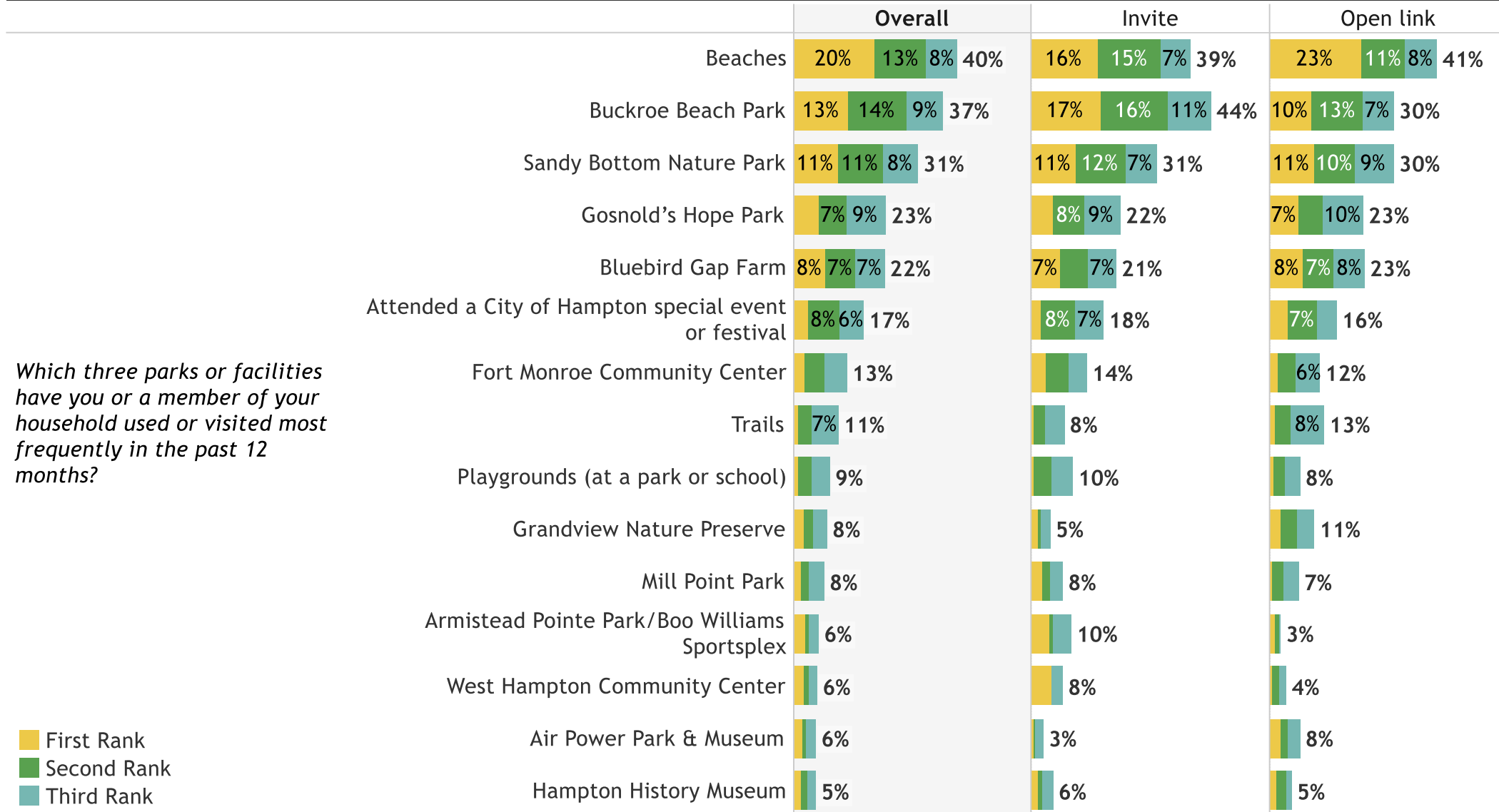


 **CURRENT USAGE**



Top 3 Current Usage

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



Access to Parks and Activities



94% travel by auto



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



20% travel by bike



2% travel by public transit

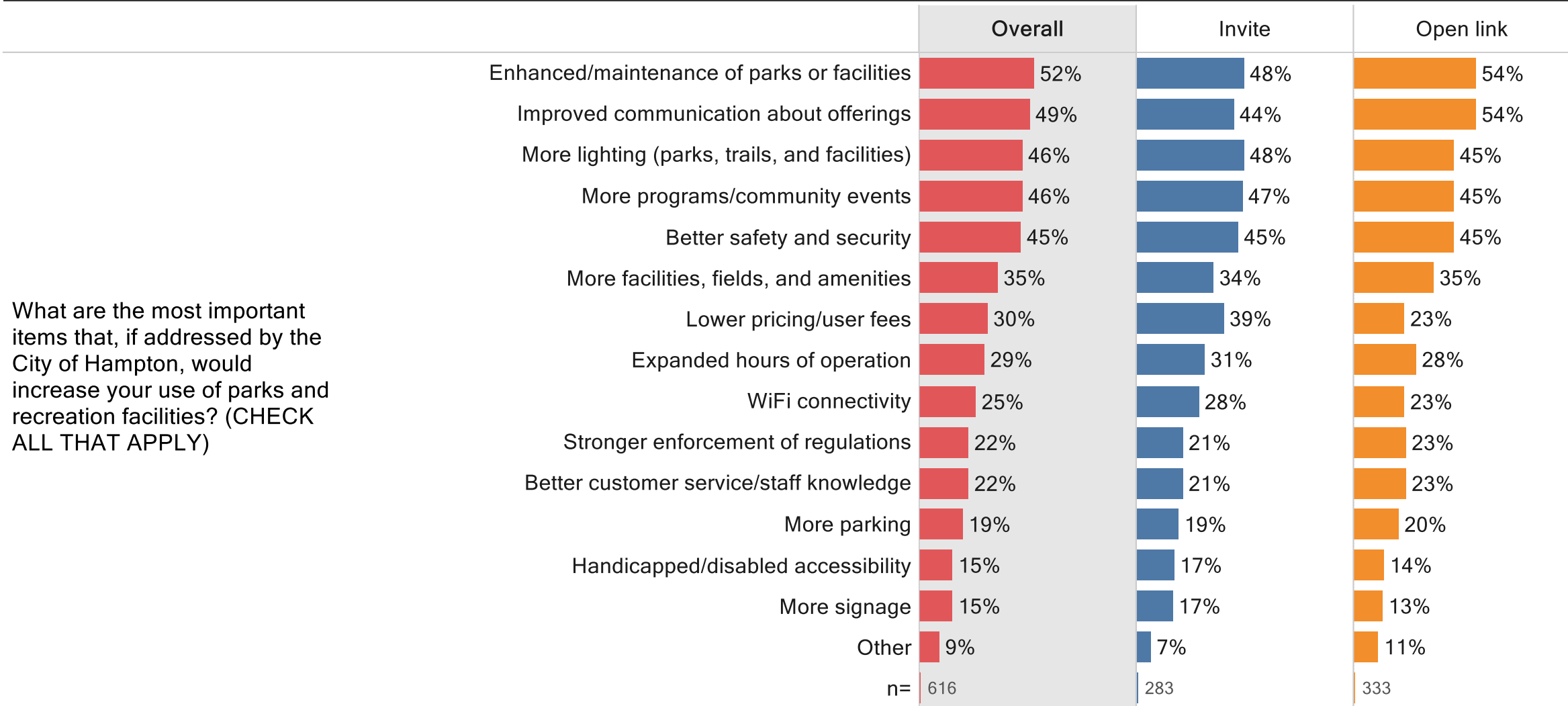


FUTURE NEEDS



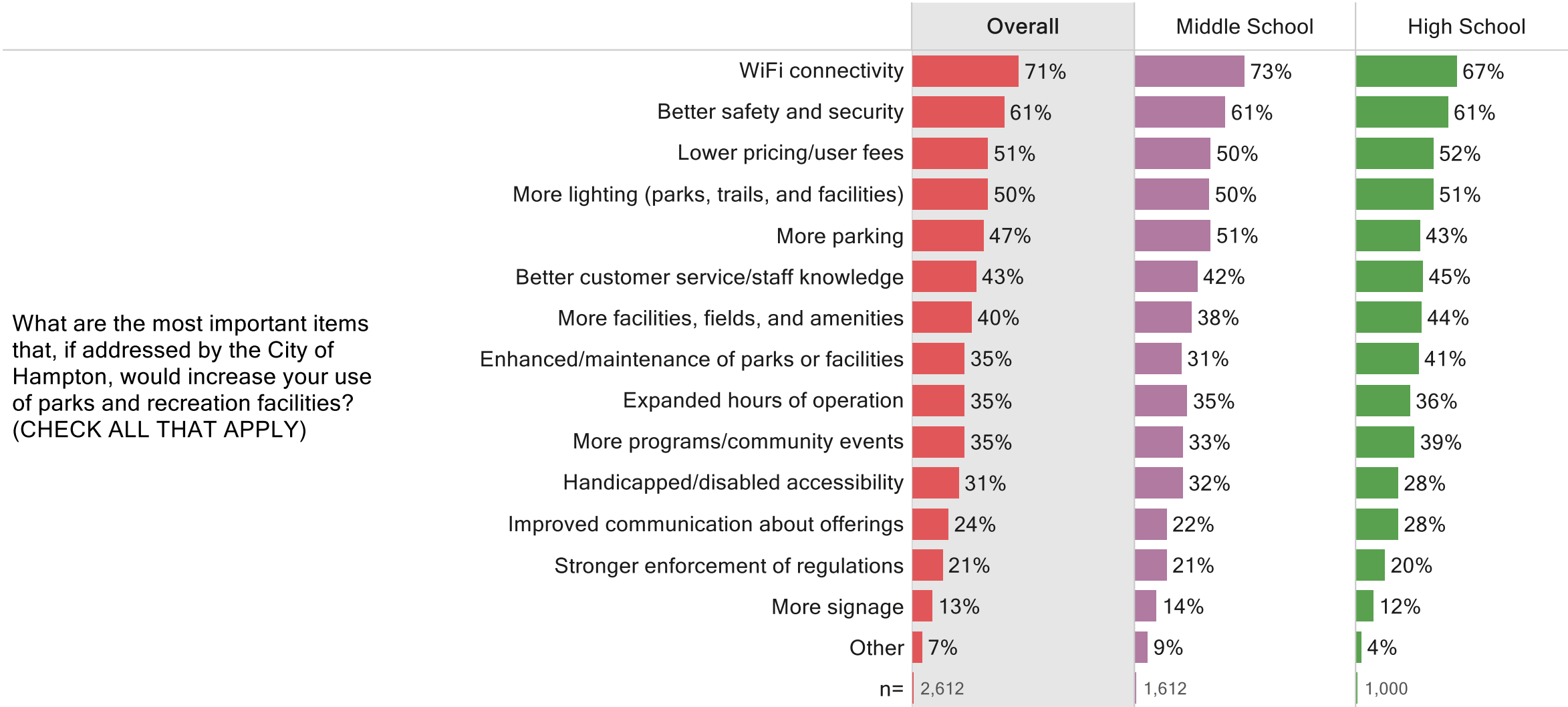
Future Needs for Increased Use

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



Future Needs for Increased Use (students)

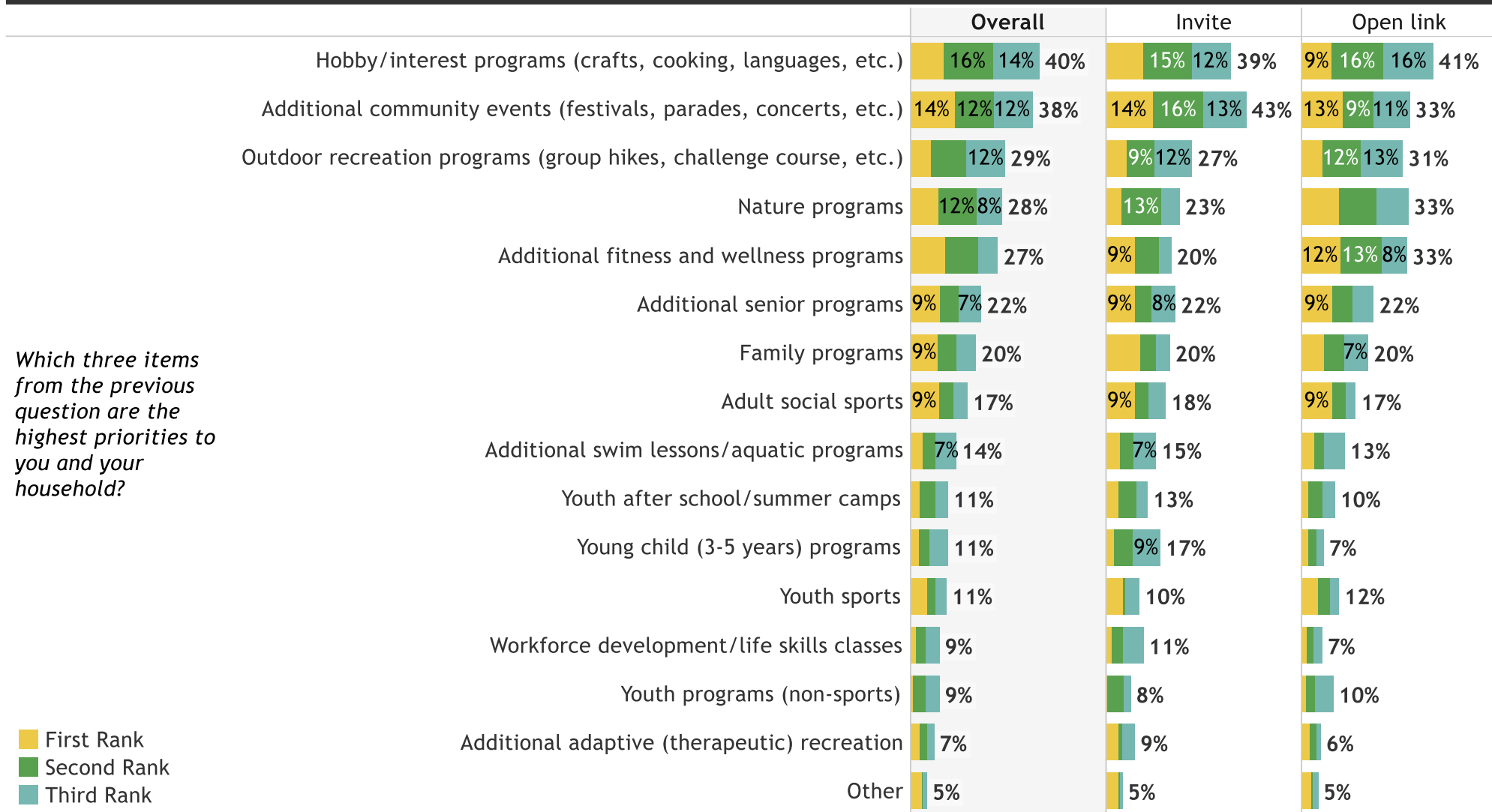
City of Hampton Parks and Recreation Master Plan Survey | By "Data Source"





Top 'Programs & Facilities'

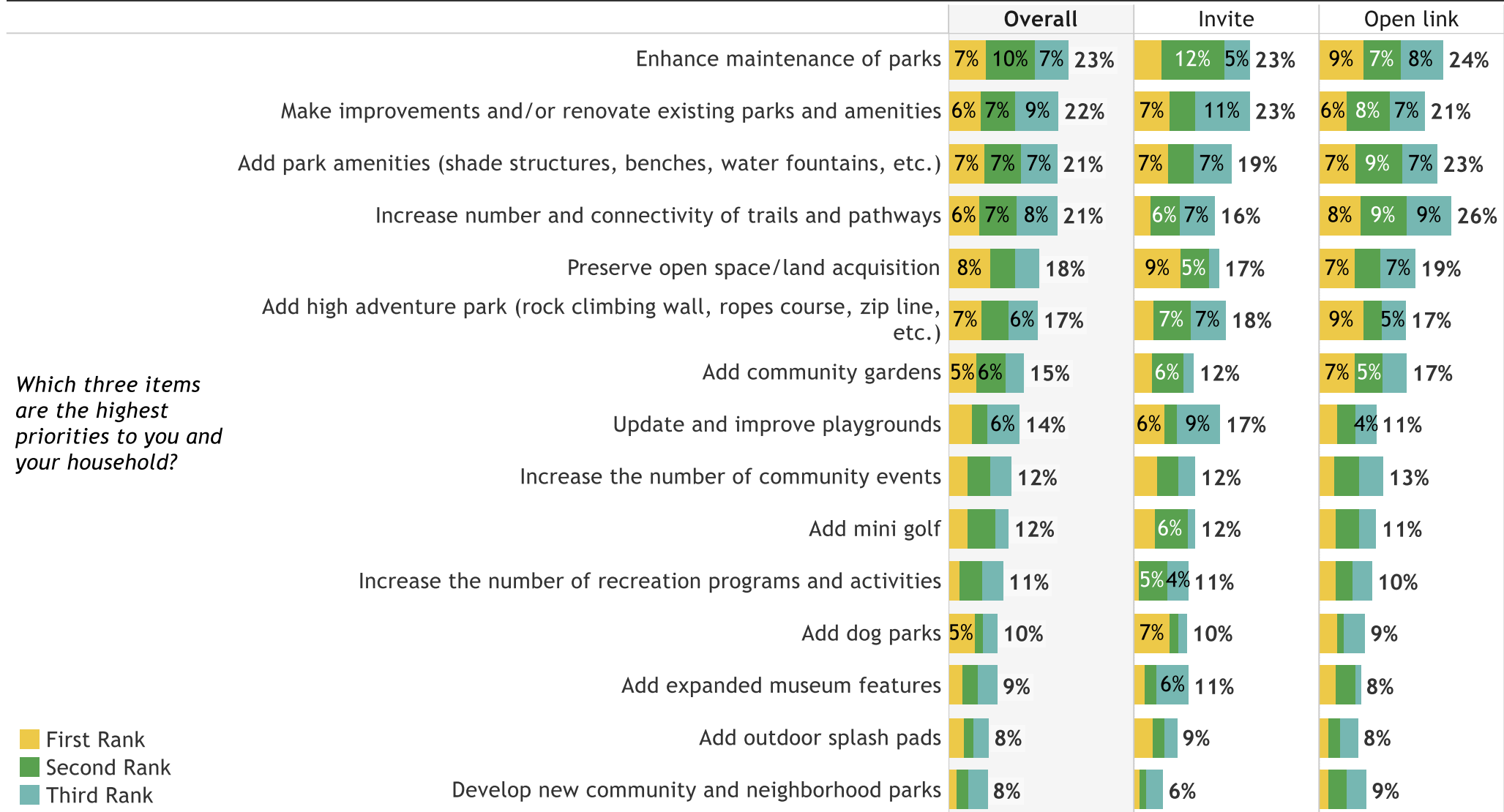
City of Hampton Parks and Recreation Master Plan Survey | Top 'Programs and Activities'





Important Improvements

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





Important Improvements (Students)

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

	Overall			Middle School			High School					
Add high adventure park (rock climbing wall, ropes course, zip line, etc.)	10%	11%	8%	29%	11%	10%	9%	30%	10%	12%	6%	28%
Add dog parks	10%	9%	7%	26%	10%	9%	7%	27%	9%	9%	8%	25%
Add mini golf				15%		7%		17%				12%
Add community gardens				13%				13%				14%
Update and improve playgrounds		6%		13%		6%		13%		6%		12%
Add expanded museum features				10%				10%				10%
Add park amenities (shade structures, benches, water fountains, etc.)				9%				10%				9%
Enhance maintenance of parks				7%				6%				10%
Add outdoor splash pads				6%				7%				4%
Preserve open space/land acquisition				5%				5%				6%
Increase the number of community events				5%				5%				6%
Make improvements and/or renovate existing parks and amenities				5%				3%				7%
Develop new community and neighborhood parks				4%				3%				5%
Increase number and connectivity of trails and pathways				4%				3%				4%
Increase the number of recreation programs and activities				3%				2%				4%

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

- First Rank
- Second Rank
- Third Rank



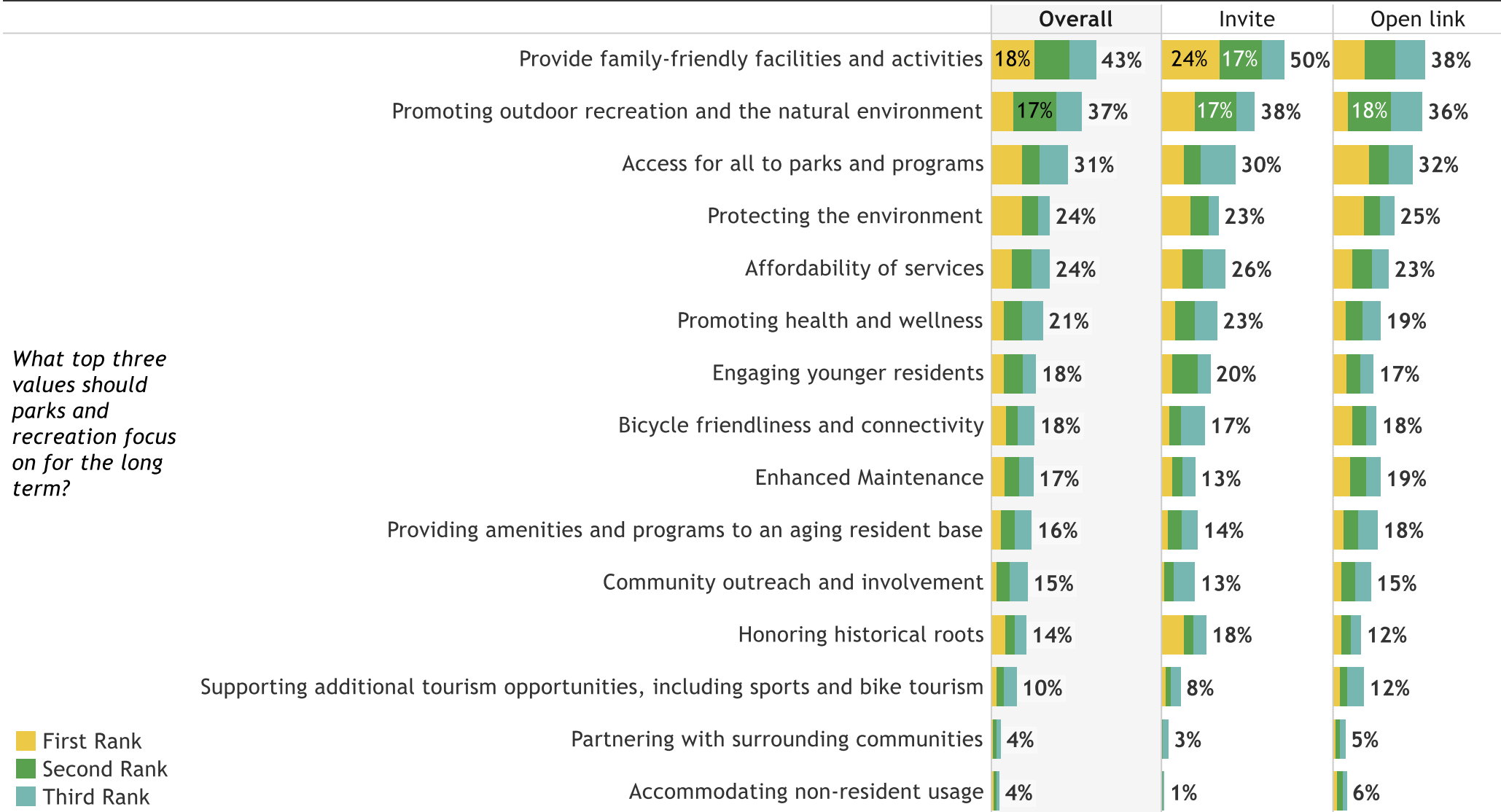
VISION



Top 'Values'

City of Hampton Parks and Recreation Master Plan Survey

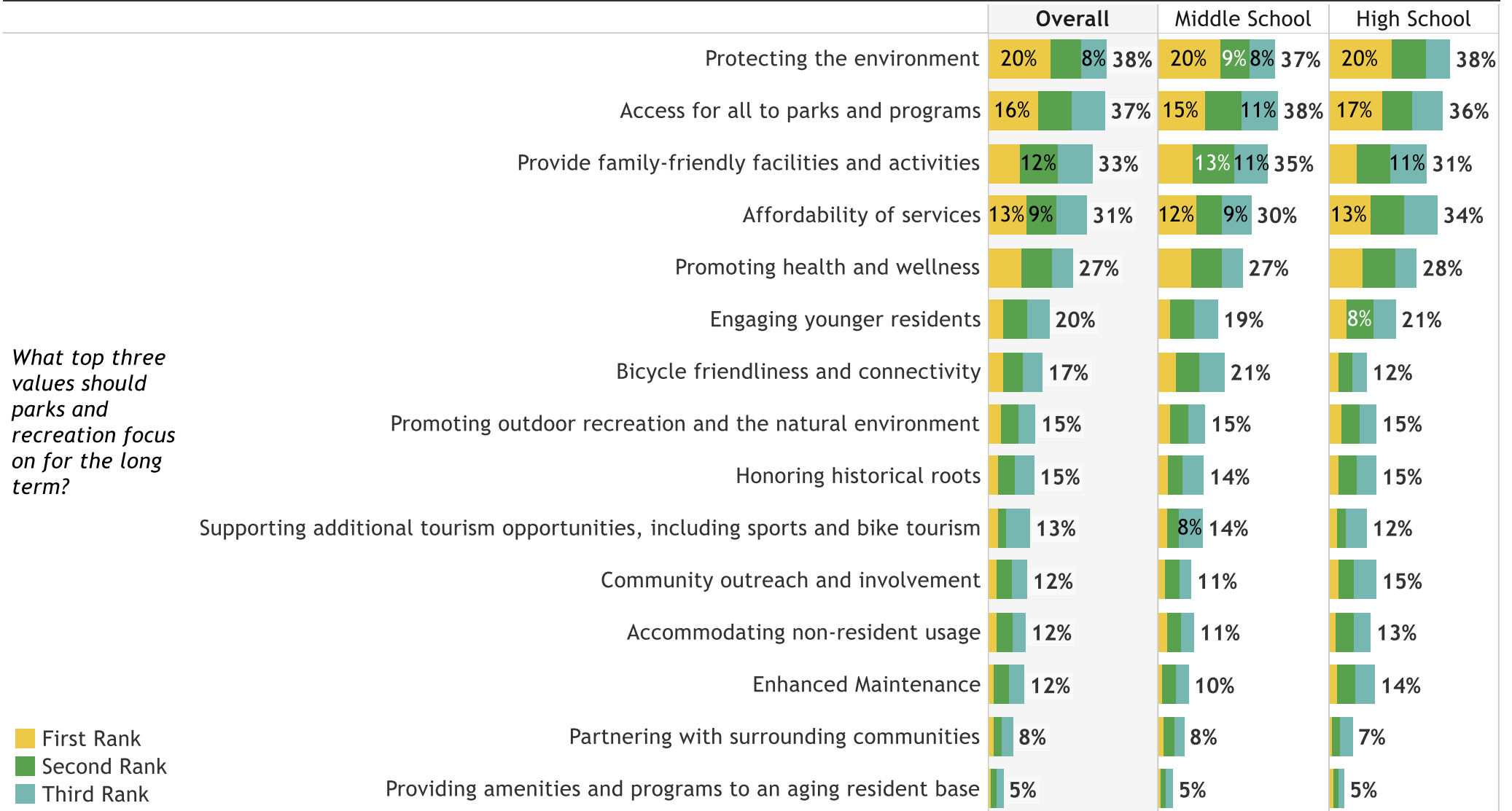
Top "Values"





Top 'Values' (Students)












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

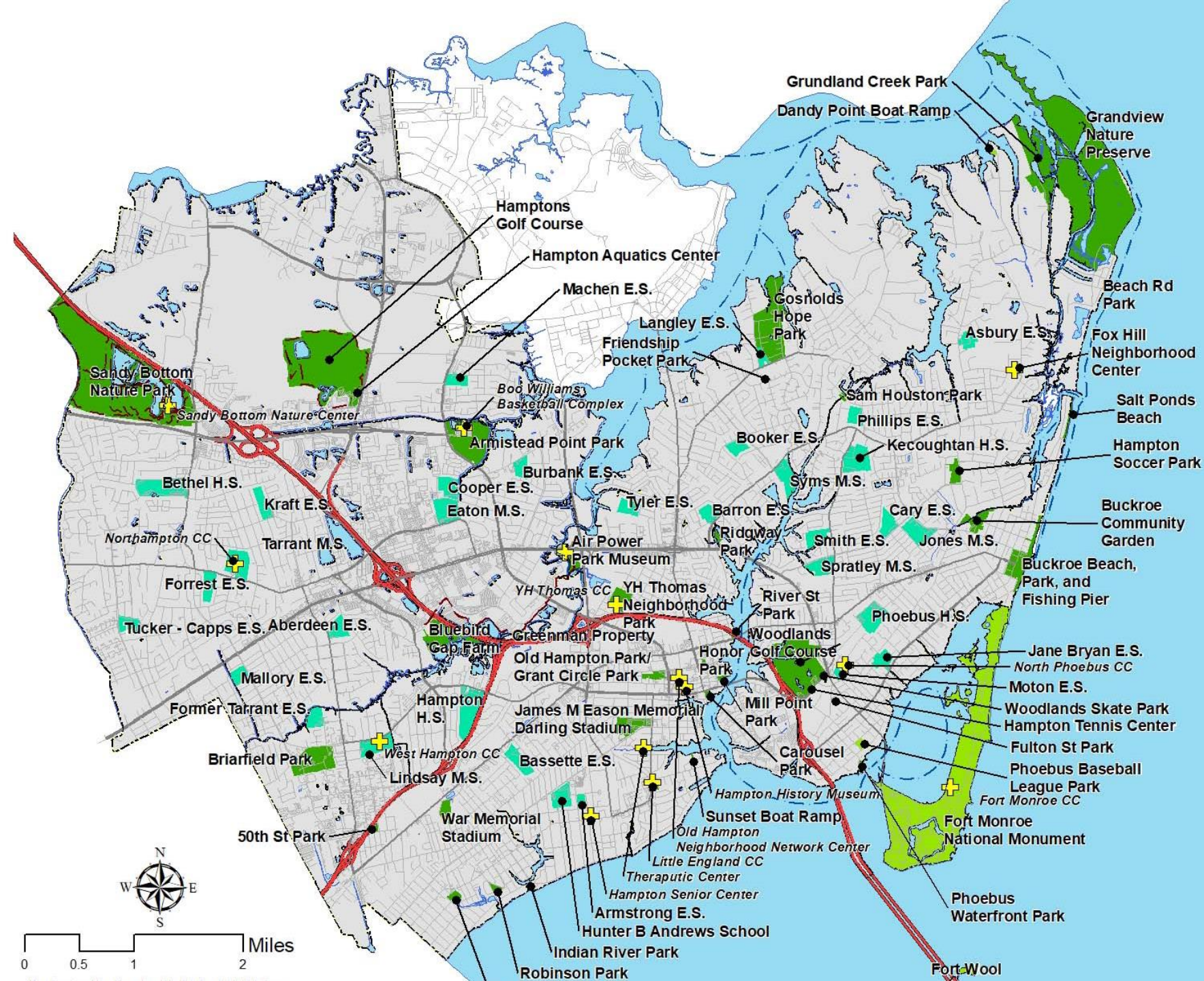


Inventory & Level of Service



Legend

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



Hampton Parks System



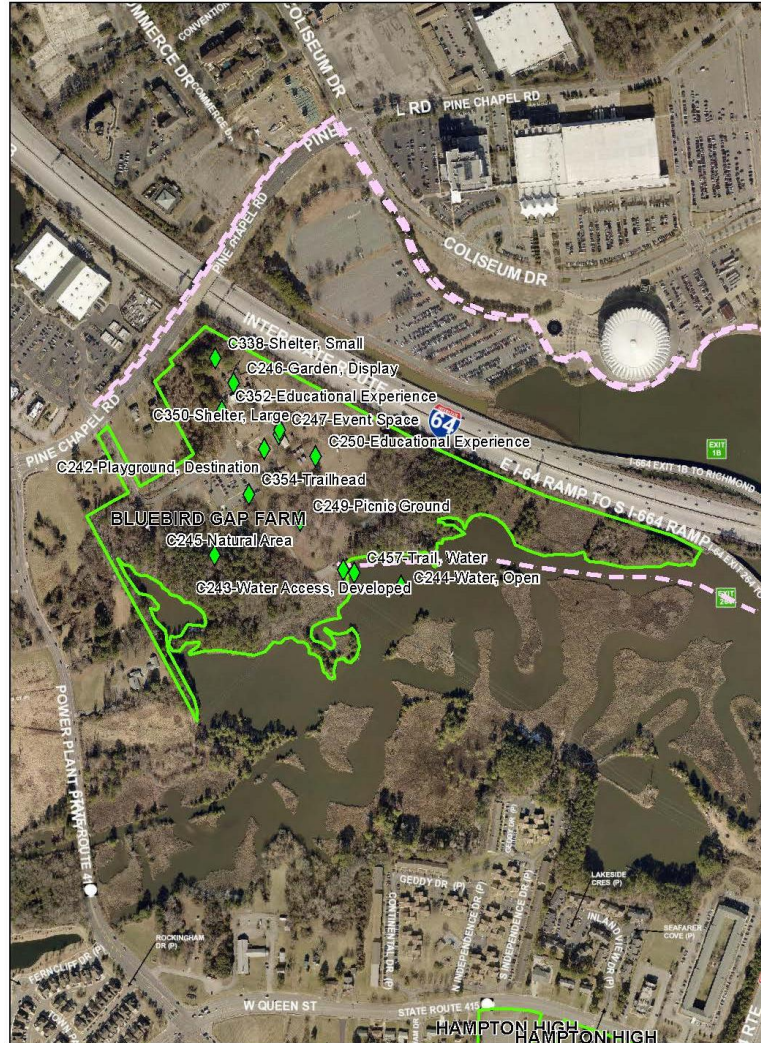
Inventory Site Visits

- 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

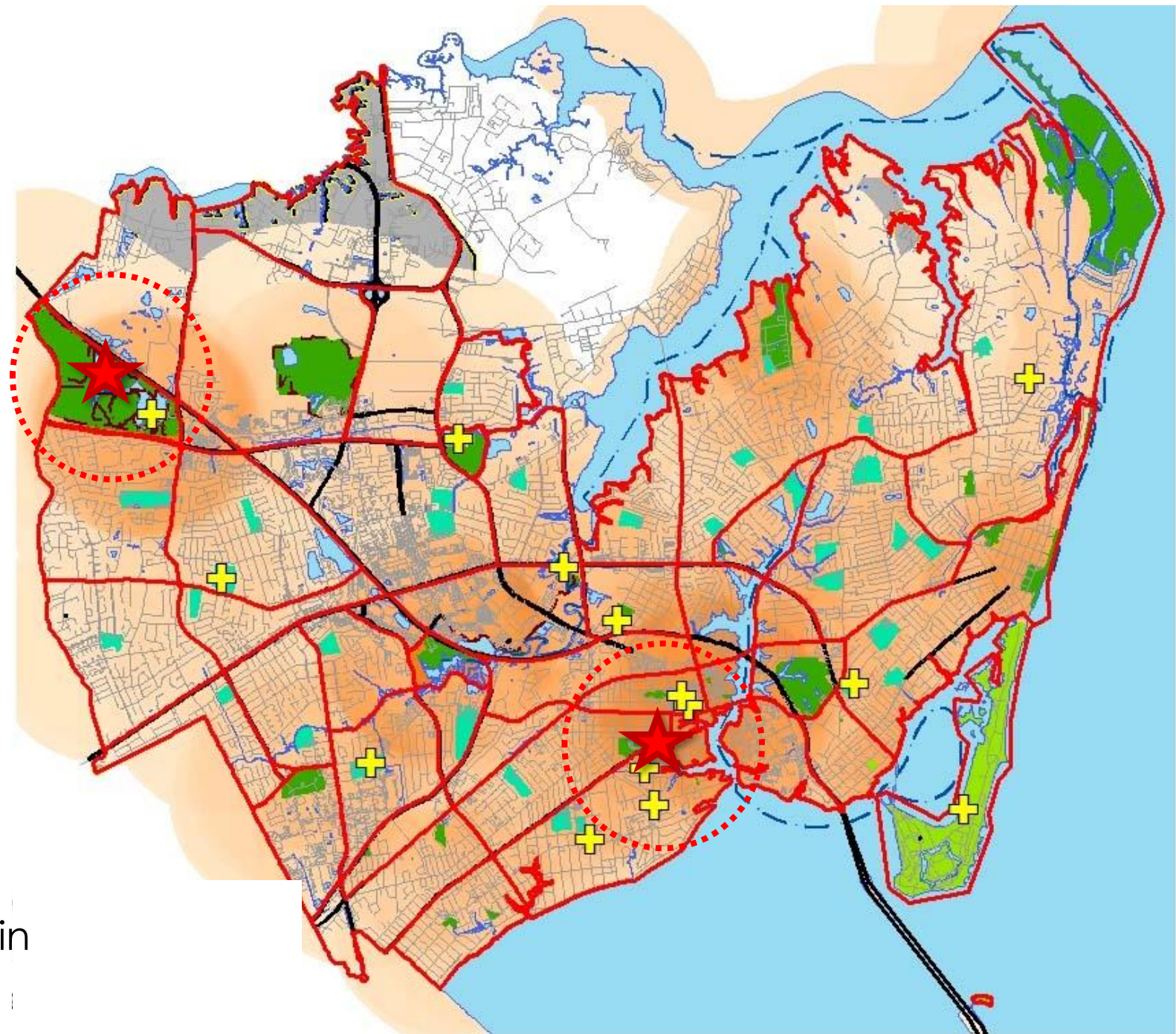
MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
L003	PARCEL	1		2	2	
C352	Educational Experience	1		2	2	Antique exhibit and arboretum
C354	Trailhead	1		2	2	Canoe Trailhead with dock and launch
C338	Shelter, Small	2		2	2	
C350	Shelter, Large	1		3	3	
C250	Educational Experience	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	

Legend

GRASP® Level of Service

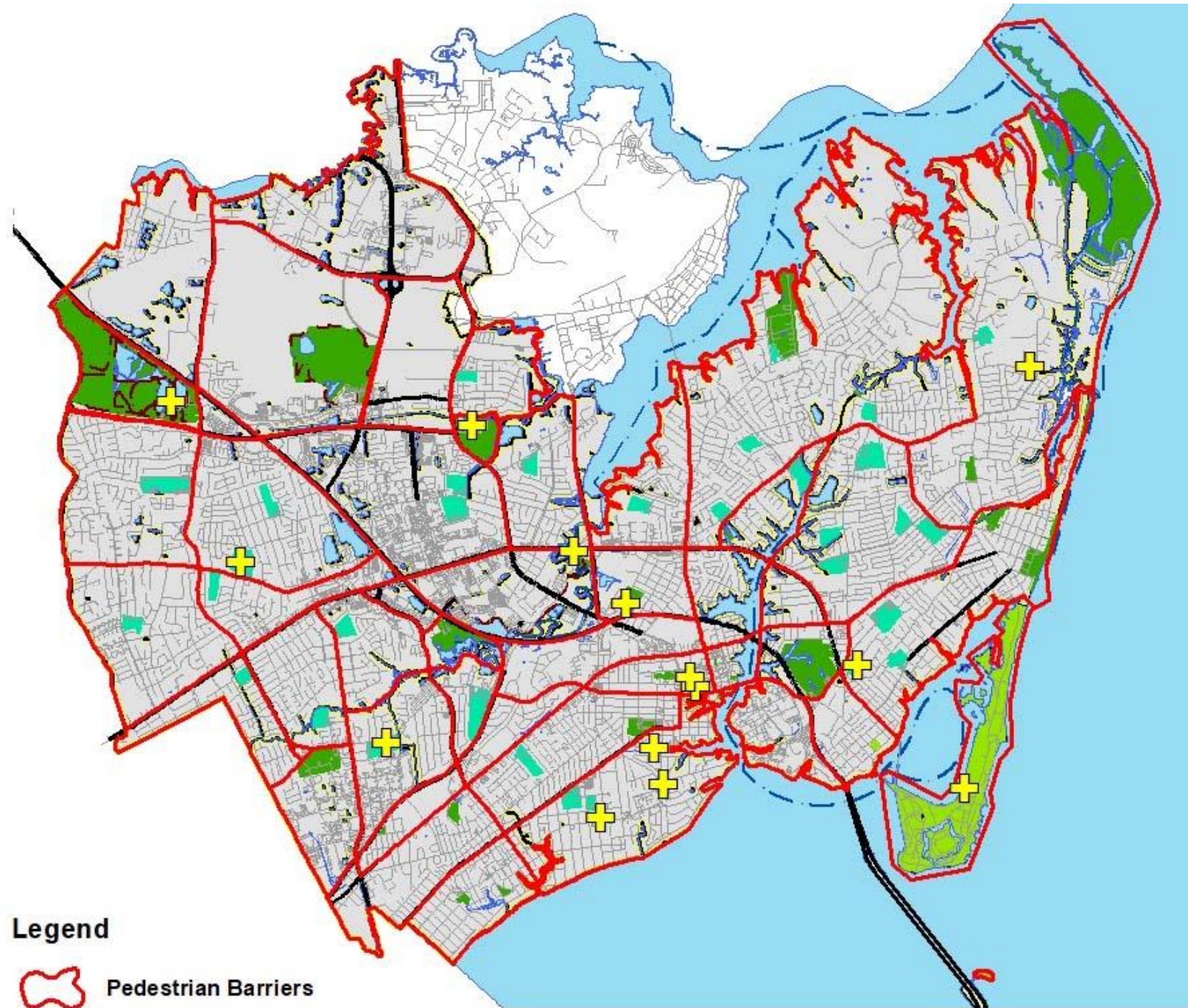
Range: 0 - 380

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



96% of residents live within
1 mile of a Park

Walking Barriers



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

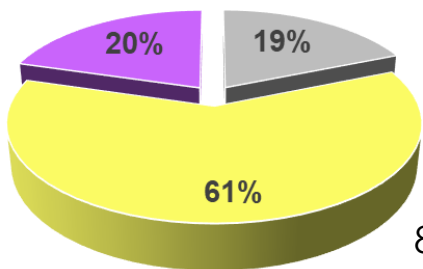
■ Alternative Provider

■ Water_All

⊞ Hampton City Limit



% of Population with Walkable Access to Outdoor Recreation

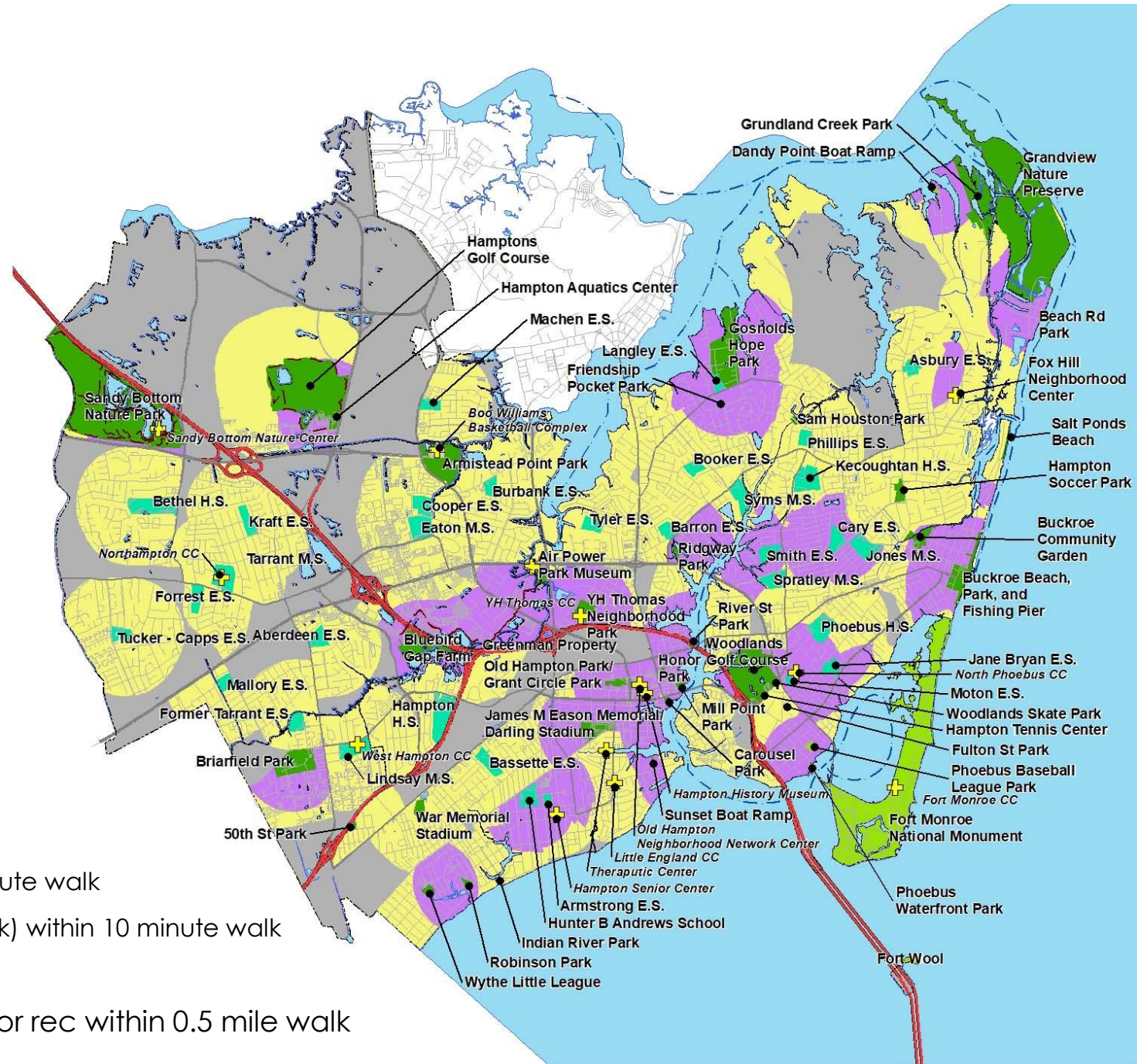


● No service within 10 minute walk

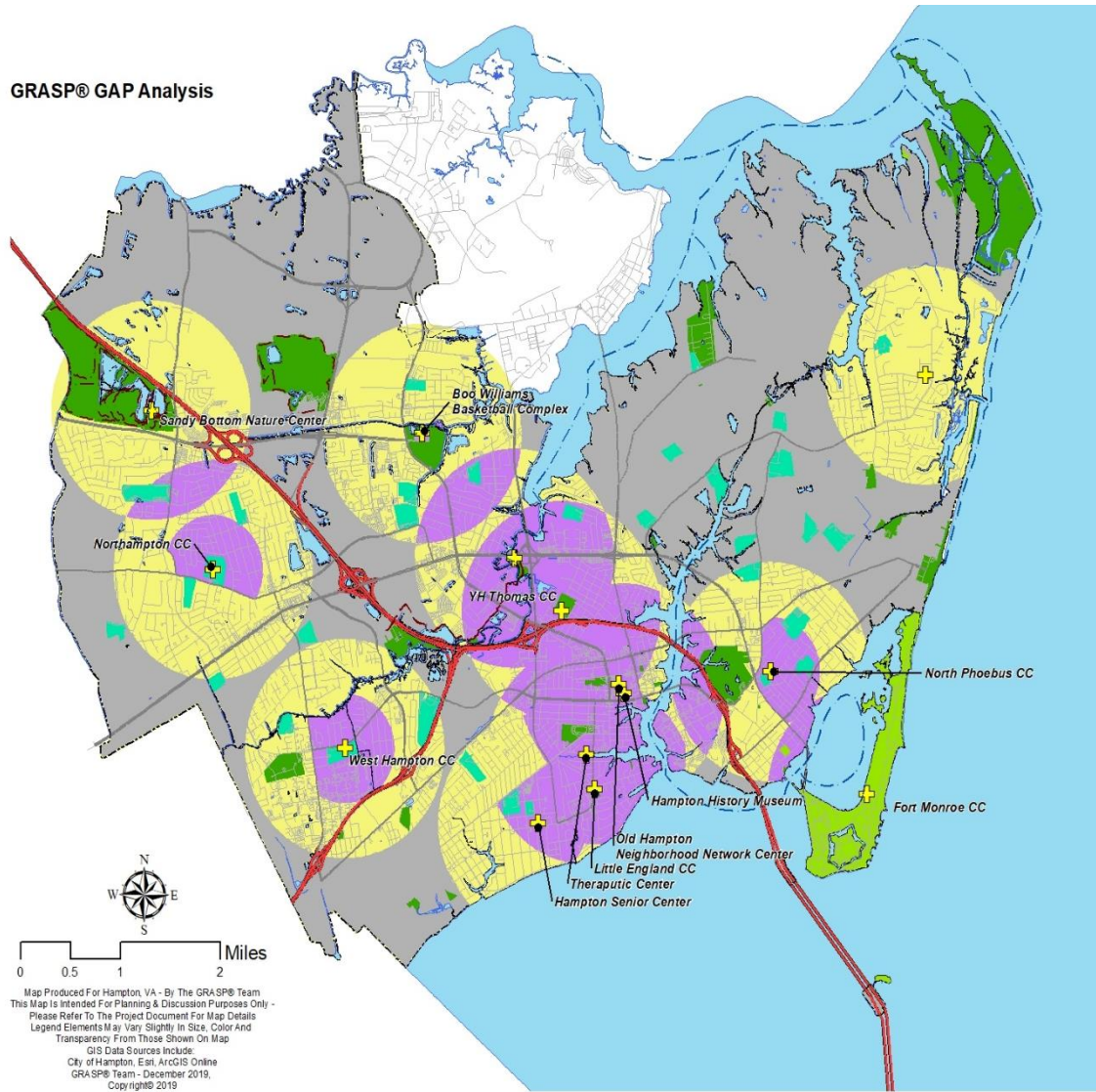
● School yard (but no park) within 10 minute walk

● Park within 10 min walk

81% of residents have outdoor rec within 0.5 mile walk



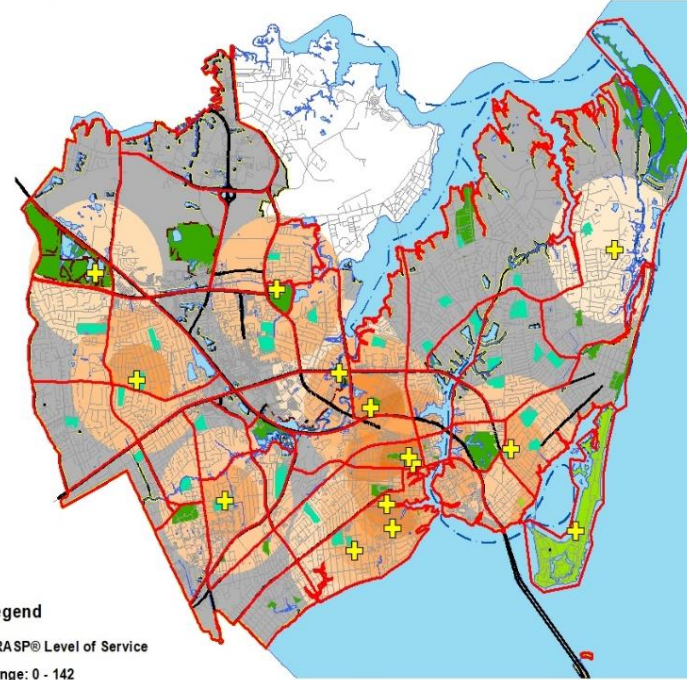
GRASP® GAP Analysis



Map Produced For Hampton, VA - By The GRASP® Team
 This Map is Intended For Planning & Discussion Purposes Only -
 Please Refer To The Project Document For Map Details
 Legend Elements May Vary Slightly In Size, Color And
 Transparency From Those Shown On Map
 GIS Data Sources Include:
 City of Hampton, Esri, ArcGIS Online
 GRASP® Team - December 2019,
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- Legend**
- | | | |
|----------------------------------|-------------------|----------------------|
| GRASP® GAP Analysis | Indoor Facility | Outdoor Location |
| Target Value: 56.6 | Trail | School |
| No Service within 10-minute walk | Water Trail | Alternative Provider |
| Below Target Level | Streets and Roads | Water_All |
| Meets Target | Interstate | 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



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



RECOMMENDATIONS

Values



Top values

- Family Friendly
- Promote outdoor recreation & natural environment
- Access for All
- Protect the environment

(Draft) Recommendations

Goals

1. (Re) Invest in Infrastructure
2. Improve & Enhance Programming and Outreach
3. Improve Organizational Operations
4. Increase Financial Resources
5. Promote Environmental Stewardship

Priority Timeframe

- Short-term (up to 3 years)
- Mid-term (4-6 years)
- Long-term (7-10 years)

(Draft) Goal 1: (Re)Invest in Infrastructure

- Obj 1.1 Maintain existing facilities, amenities, parks, trails, beaches, and open spaces.
- Obj 1.2 Renovate and replace outdated facilities, amenities, parks, trails, beaches, and open spaces.
- Obj 1.3 Explore opportunities to add trails for walking and bicycling.
- Obj 1.4 Develop additional outdoor recreational facilities and amenities.
- Obj 1.5 Explore opportunities for Sports Tourism.
- Obj 1.6 Explore opportunities for non-traditional sports/activities.
- Obj 1.7 Gather feedback and data on facility utilization
- Obj 1.8 Develop a Departmental ADA Transition Plan.

(Draft) Goal 2: Improve & Enhance Programming and Outreach

- Obj 2.1 Improve departmental marketing and communication.
- Obj 2.2 Explore opportunities for nontraditional recreation opportunities.
- Obj 2.3 Continue to grow programs and services accessible to people with disabilities.
- Obj 2.4 Enhance special event programming.
- Obj 2.5 Partner with other service providers, when possible, to develop programs and services to meet demand and trends.
- Obj 2.6 Gather feedback and data on program participation.

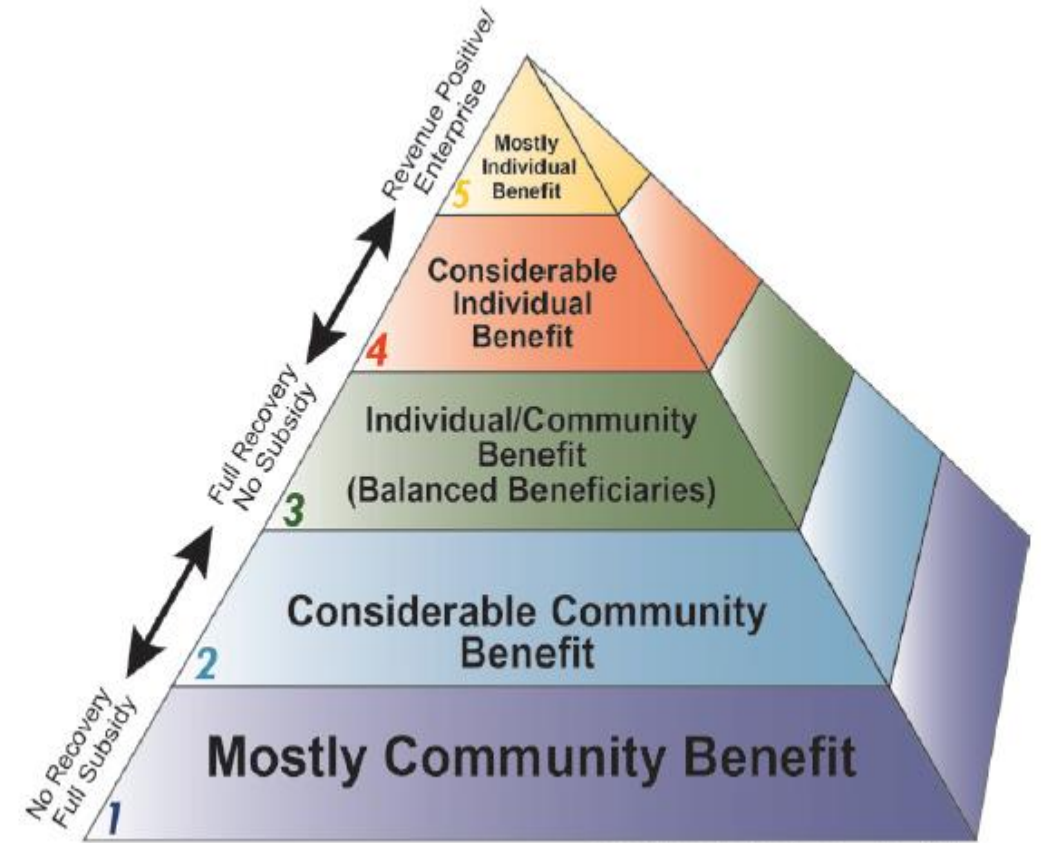
(Draft) Goal 3: Improve Organizational Operations

- Obj 3.1 Staff appropriately to meet current demand and maintain established quality of service. Especially for maintenance & programming.
- Obj 3.2 Reexamine and document departmental policies, procedures, and processes.
- Obj 3.3 Review current operating agreements, and how they are benefitting the Parks, Recreation, and Leisure Services Department, in order to maximize potential.
- Obj 3.4 Coordinate with other City departments to ensure PRLS values & goals are incorporated in park designs.

(Draft) Goal 4: Increase Financial Resources

Obj 4.1 Explore additional funding through pursuit of grant and philanthropic opportunities.

Obj 4.2 Explore developing and implementing cost recovery and pricing philosophy and practice, while ensuring programs and facilities remain accessible.



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(Draft) Goal 5: Promote Environmental Stewardship

- Obj 5.1 Incorporate Resilient Hampton principles in the development of park standards, and incorporate projects through park master plan concepts.
- Obj 5.2 Study shoreline erosion and identify opportunities for adaptive nature-based stabilization methodologies (i.e. living shoreline installation).
- Obj 5.3 Protect and restore native habitats.
- Obj 5.4 Participate in City-Wide green infrastructure assessment (in partnership with Community Development & Public Works).
- Obj 5.5 Develop outdoor recreation curriculum.
- Obj 5.6 Promote and expand educational programs through existing facilities and organizations, both internal and external.
- Obj 5.7 Identify/utilize new technologies and products that have minimal environmental impact.

Next Steps

Strategic Master Planning Process



Thank You!

CITY OF HAMPTON

Dave McCauley
Direct: 757-727-6474

david.mccauley@hampton.gov

Director, PRLS

Alison Eubank, AICP
Direct: 757-728-3219

alison.eubank@hampton.gov

Parks Planner, PRLS

**Next
Meeting:
July 12**



BerryDunn

Art Thatcher, MPA, CPRP
Direct (mobile): 757-592-3103

art.thatcher@berrydunn.com

Project Manager

Tom Diehl, CPRP
Direct (mobile): 804-833-6994

tom.diehl@berrydunn.com

Manager/Consultant



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