

HAMPTON VA

PARKS, RECREATION & LEISURE

Parks and Recreation Master Plan

City Council Briefing September 11, 2019



GreenPlay Team Approach & Specialized Experience

- ✓ Experienced and curious consultants
- ✓ Understand parks and recreation role in extraordinary places
- ✓ Bring best practices from national work
- ✓ Understand ever-changing community dynamics
- ✓ Customized approach with national and regional experience
- ✓ Consultants who have been on your side of the table
- ✓ Believe building relationships with staff and stakeholders is key to a successful plan

Our Winning Formula

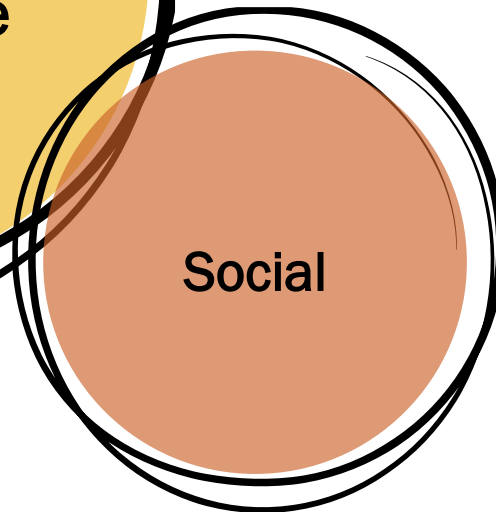
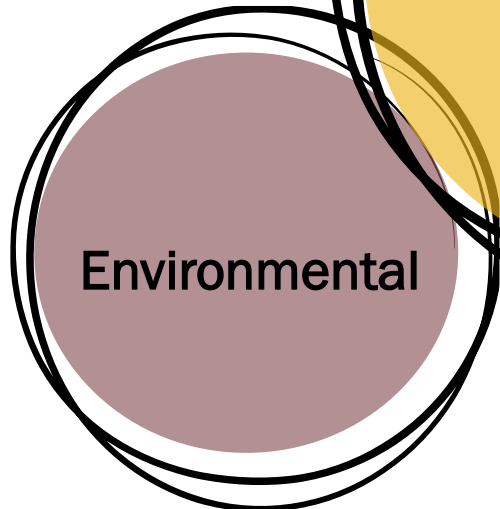
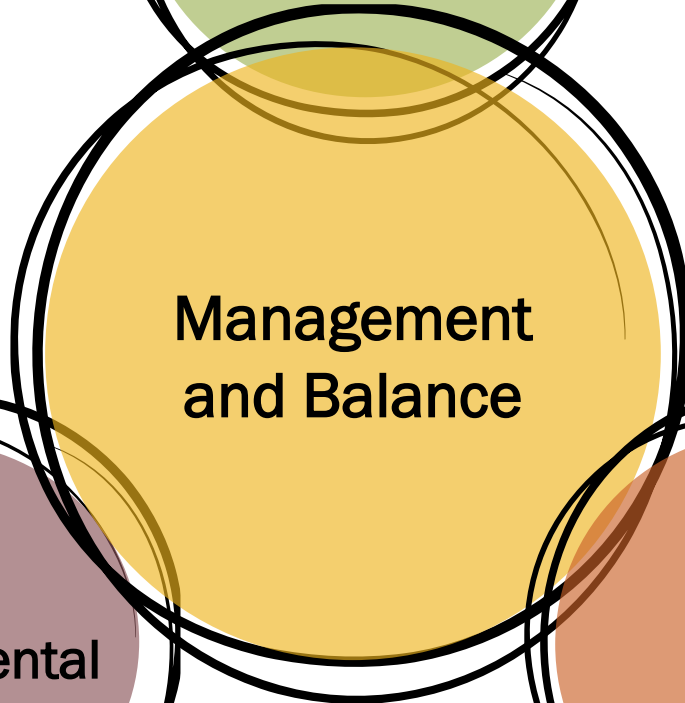
Personalized Service
+ Achievement of Goals

Great Relationships

We understand what it takes to both create and implement

We Help Communities Thrive

Concept of Sustainability



Conservation / Passive

Mixed Activity

Active Recreation



Your Vision for the Master Plan

Parks and Recreation Master Plan

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



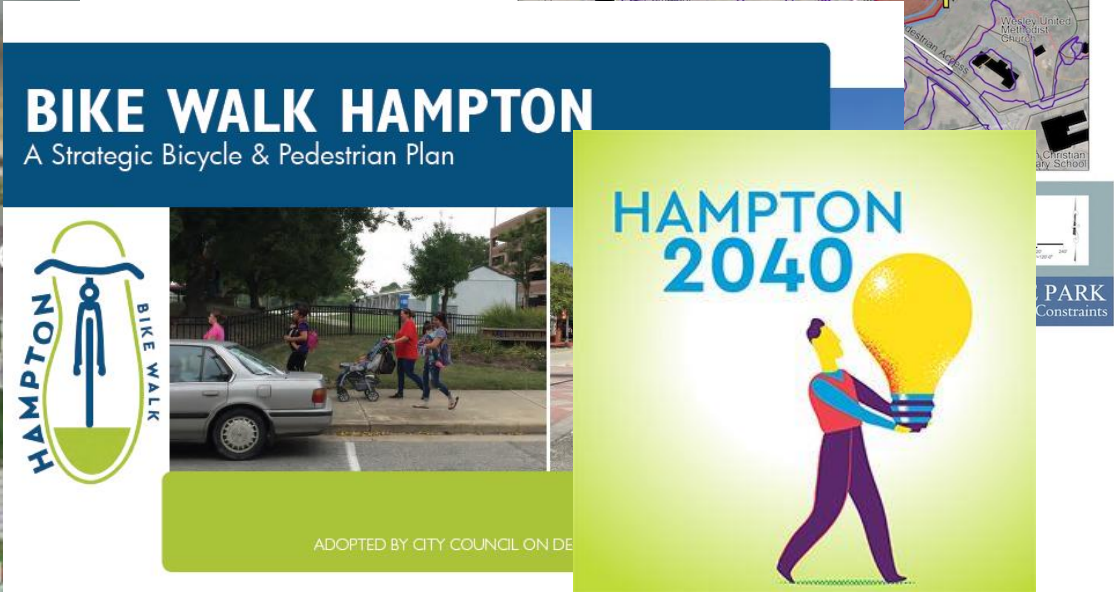
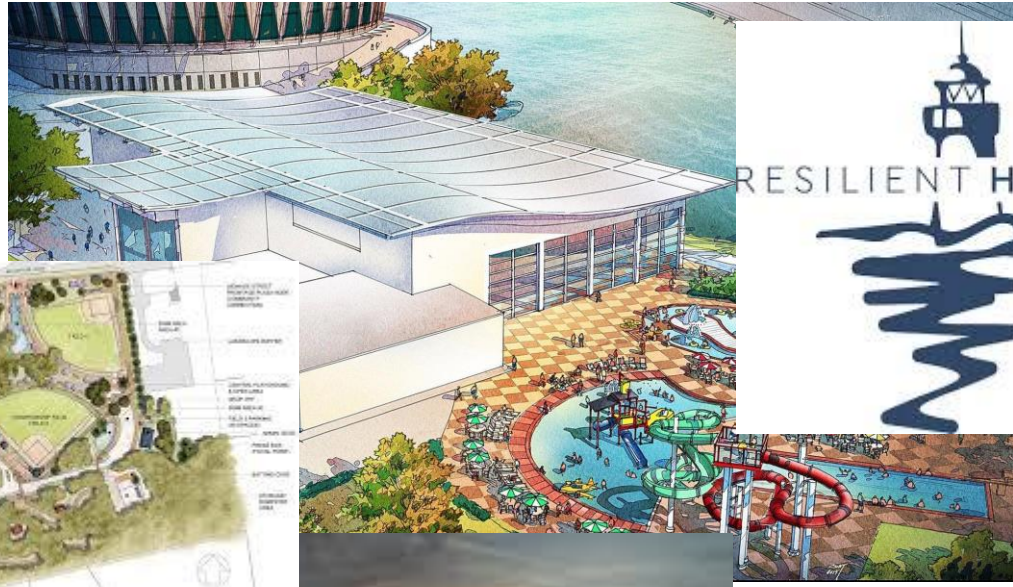
Hampton has so much to offer!



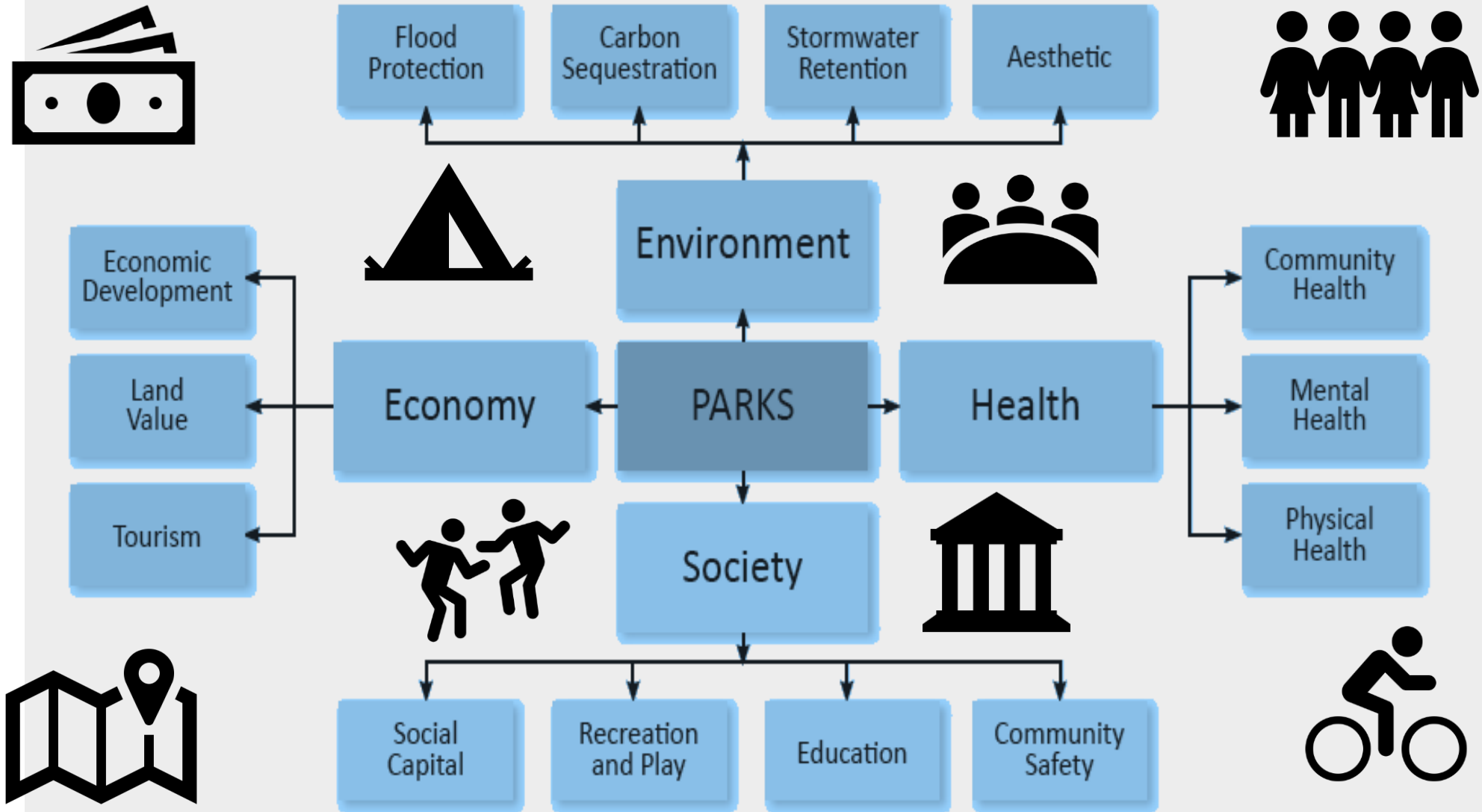
BUCKROE BEACH



Hampton's future is looking bright!

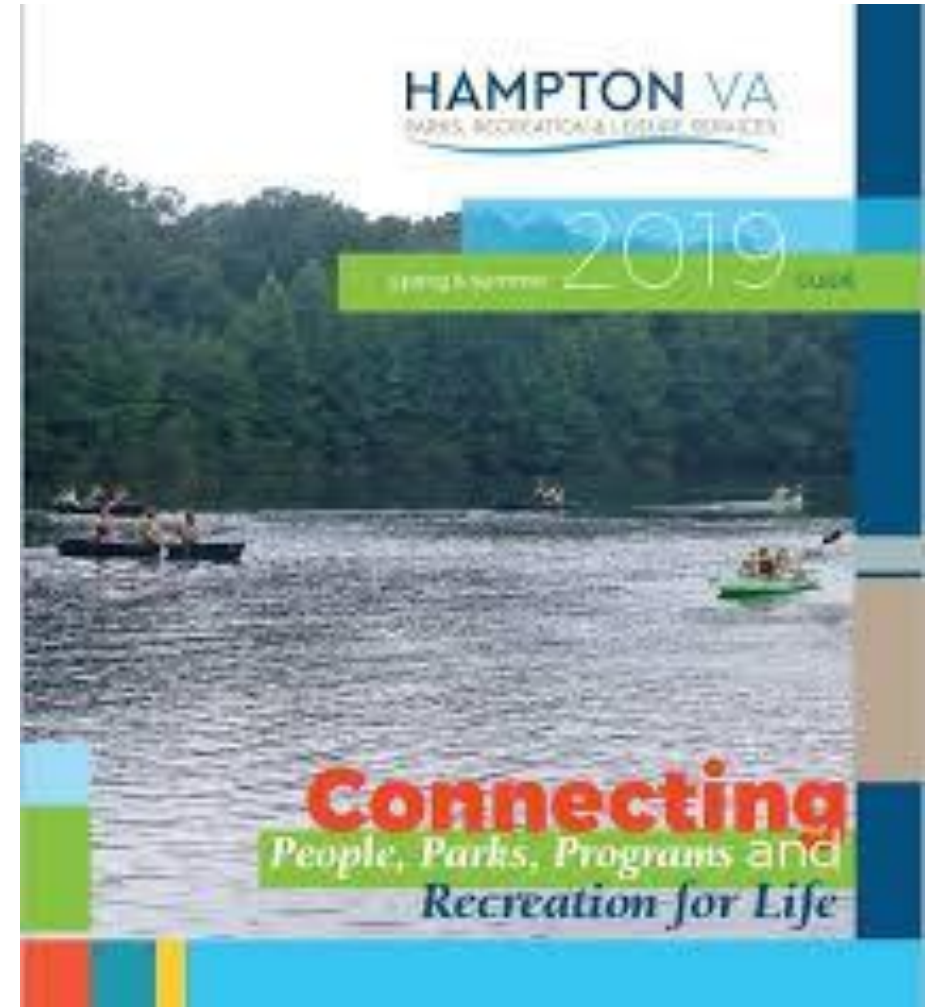


Park System Benefits provided to People



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 – October 2019
- Findings Presentation
 - Community Workshop #1 – December 2019
 - Community Workshop #2 – January 2020
- Visioning Workshop – January 2020
- Draft Recommendations Presentation - TBD
- Draft & Final Plan Presentation - TBD



GreenPlay
Believes in
the Power of
Community
Input



POWER OF ENGAGEMENT

INCLUSIVE

- all ages
- all abilities
- all stakeholders
- all interests
- all ideas
- all voices

COLLABORATIVE

- public meetings
- stakeholder meetings
- 1-1 interviews
- advisory groups
- focus/user groups
- formal presentations

INFORMATIVE

- project website
- social media
- newsletters
- door hangers
- press releases
- public announcements

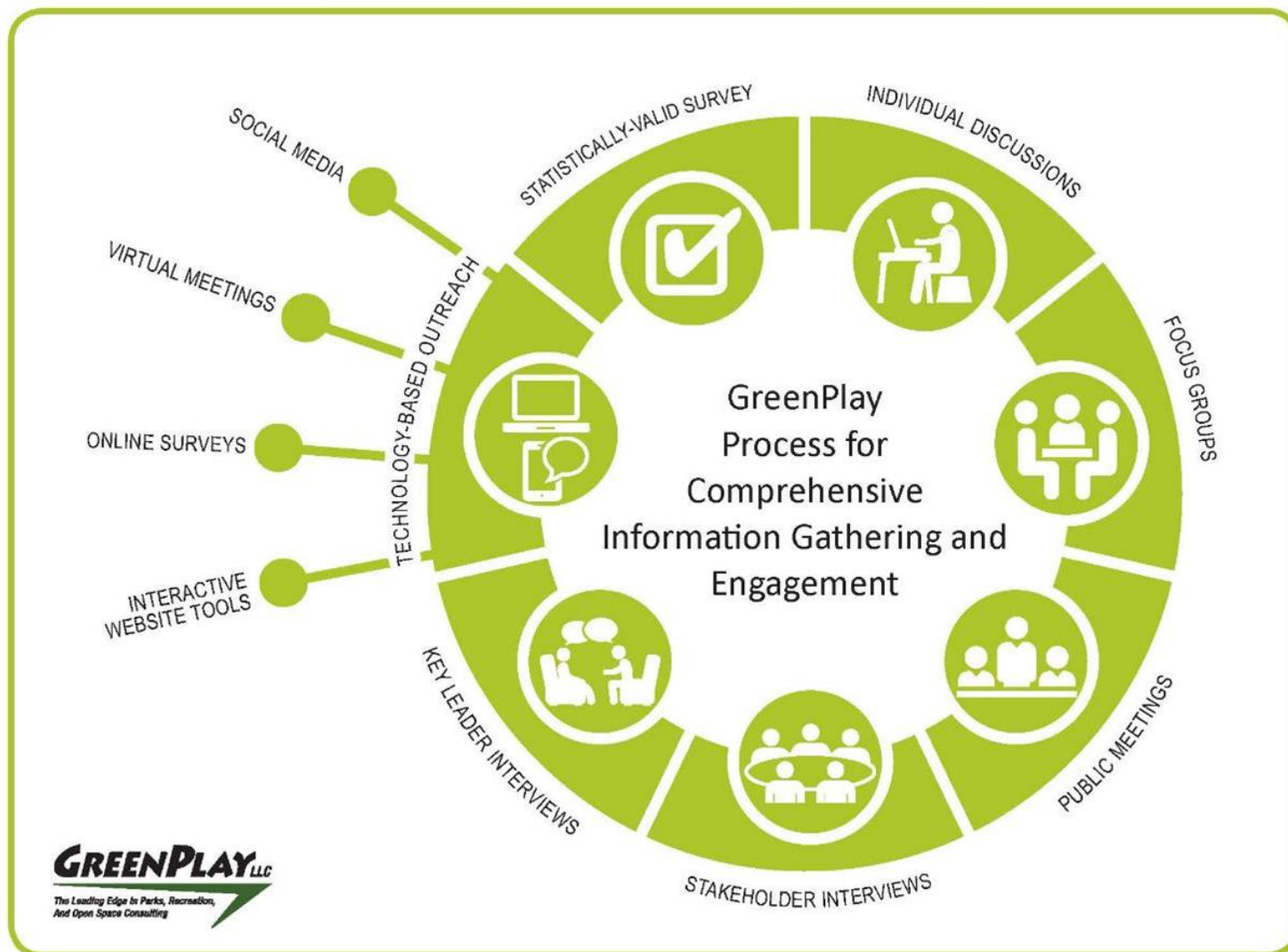
FUN

- community events
- site tours
- walk/roll/bus tours
- tactical urbanism
- pop up events
- farmers markets

EASY

- online maps/comments
- survey instruments
- 24 hour access
- virtual meetings
- multi-lingual
- family -friendly

Information Gathering Summary



Public Engagement

- Staff SWOT (14)
- Focus Groups 6 (44)
- Leadership Interviews 5
- Public Workshop (79)

Random Mailed Survey

- Being Developed
- Mailed the end of September

Open Link Survey

- Launched early October

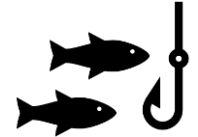
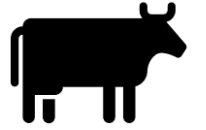
Focus Group Priorities

- Creating Amazing Spaces
- Address deferred maintenance
- Address personnel service levels
- 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 and update of playgrounds
- Water quality
- Reduced mowing / conservation
- Pickleball



Focus Group Recurring Themes

- Maintain what we have
- Connect to the water
- Create Amazing Spaces
- Connectivity: Walking/Biking
- Sustainability
- Communication/Marketing
- Wayfinding
- Aquatics Center
- Reimagine/Repurpose existing parks/spaces
- Nontraditional Sports/Activities
- Adventure/Outdoor Recreation
- Resources: Funding/Staffing



Next Steps

Strategic Master Planning Process



Thank You For Your Time & Consideration!



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