



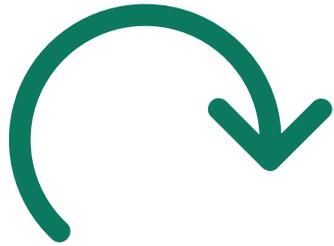
Master Recreation Improvement Plan

City of Jacksonville

Parks: the Center of Community Life



Master Recreation Improvement Plan Purpose



Update and Refresh

Consolidate and refresh goals and vision



Blueprint for the Future

Plan for a future parks system that responds to a growing community



Equitably Improve, and Enhance

Equitably improve and enhance the overall park experience in Jacksonville



Sustainability & Resiliency

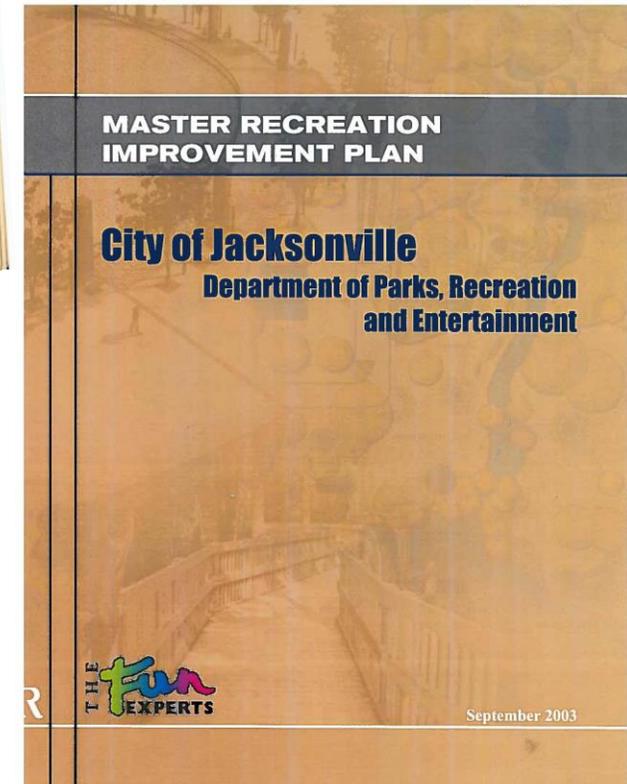
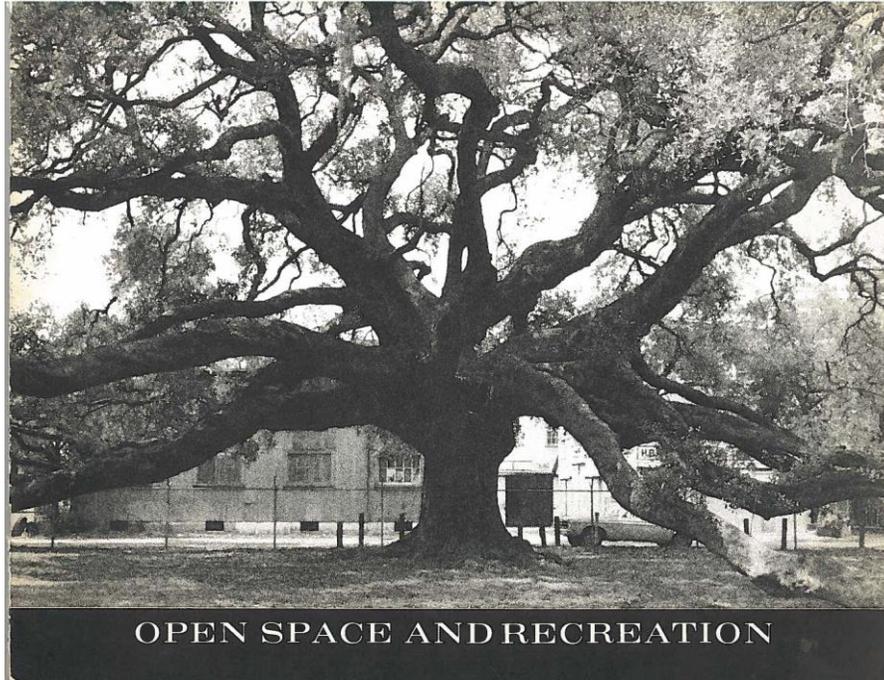
Protect natural resources by implementing green infrastructure practices

A teal-tinted photograph of a community event. In the foreground, a man in a striped shirt is dancing with his arms raised. To his right, a woman in a floral dress is walking with a small child. The background is filled with a large crowd of people, some sitting on a low wall, others standing and talking. There are several wooden stumps in the foreground, possibly for a fire pit. The scene is outdoors, with a building visible in the background on the right.

Where we have been

Documentation Review

Analyze existing plans, reports, and studies



A teal-tinted photograph of a community event. In the foreground, a man in a striped shirt is dancing with his arms raised. To his right, a woman in a floral dress is walking with a small child. In the background, a large crowd of people is gathered on a grassy area, some sitting on a low wall. A building with large windows is visible on the right side. The overall atmosphere is festive and social.

Where we are now

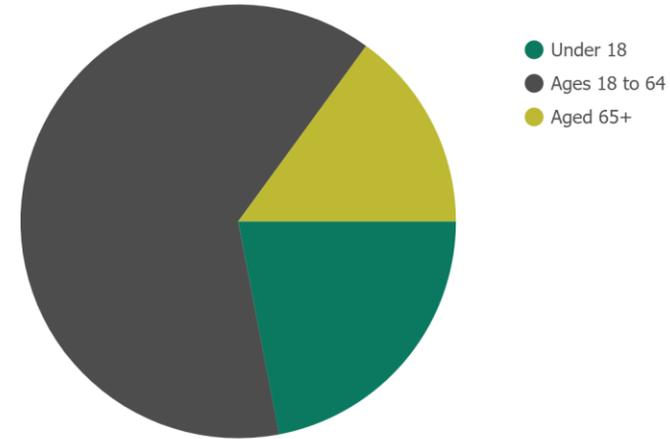
Demographic Trends & Indicators

City of Jacksonville, Florida

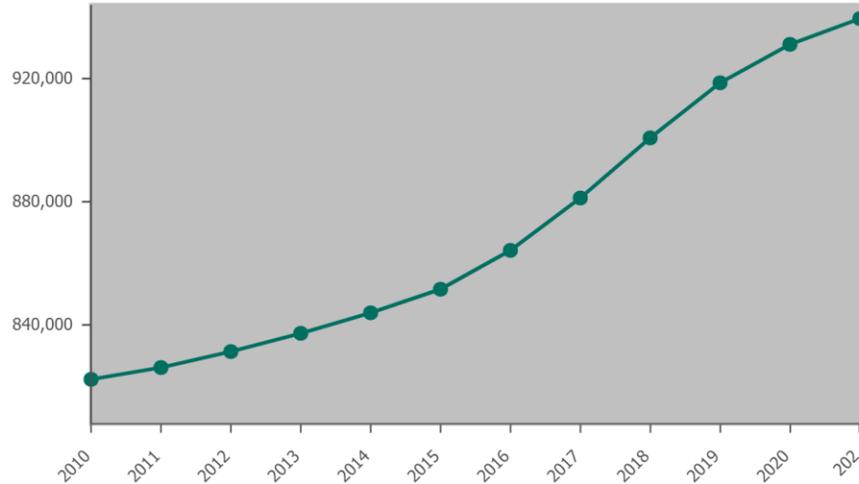
KEY FACTS



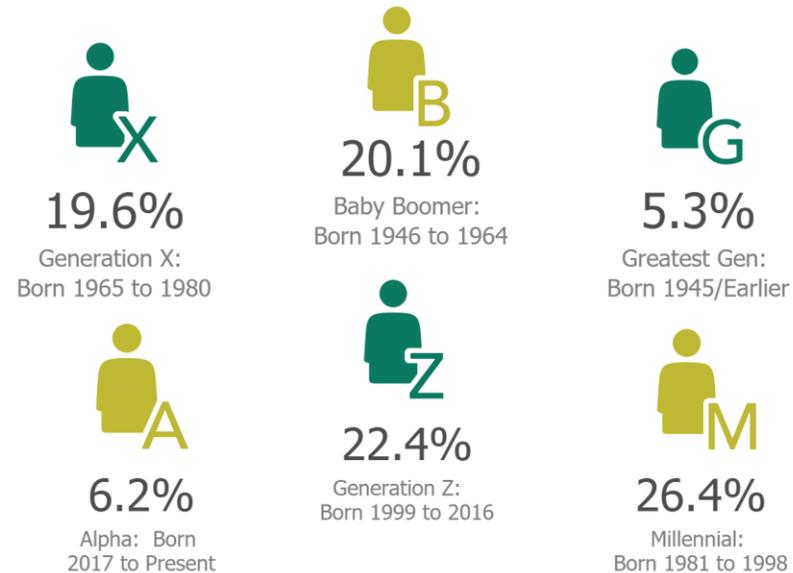
POPULATION BY AGE



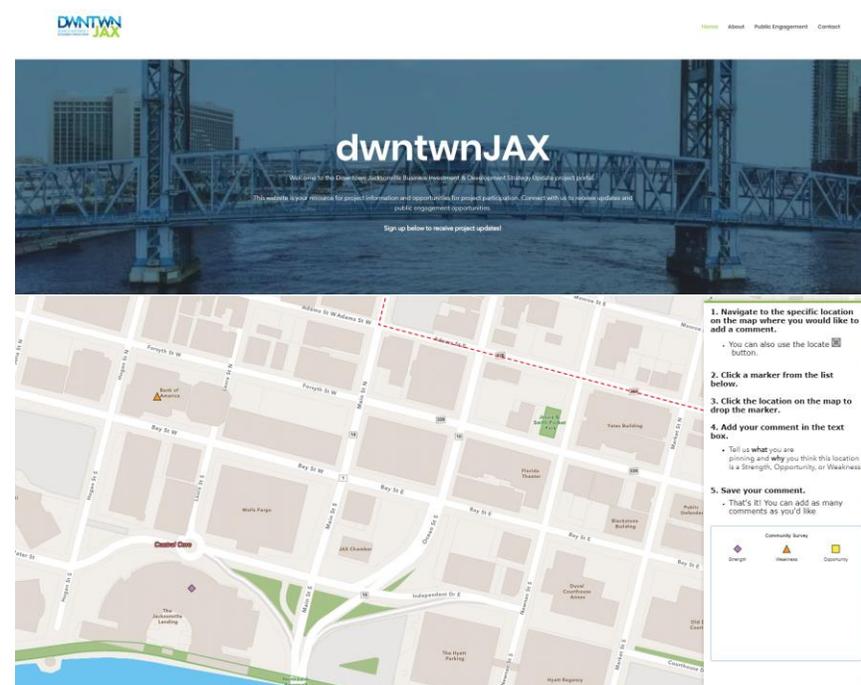
HISTORICAL POPULATION TRENDS



POPULATION BY GENERATION



The Public: the heart of parks



Don't Make Decisions in a Box

What are the residents needs and desires?
How do they connect with parks?

Meet Where the Residents Are

Reach residents and connect to their circumstances and neighborhoods

Interactive Tools

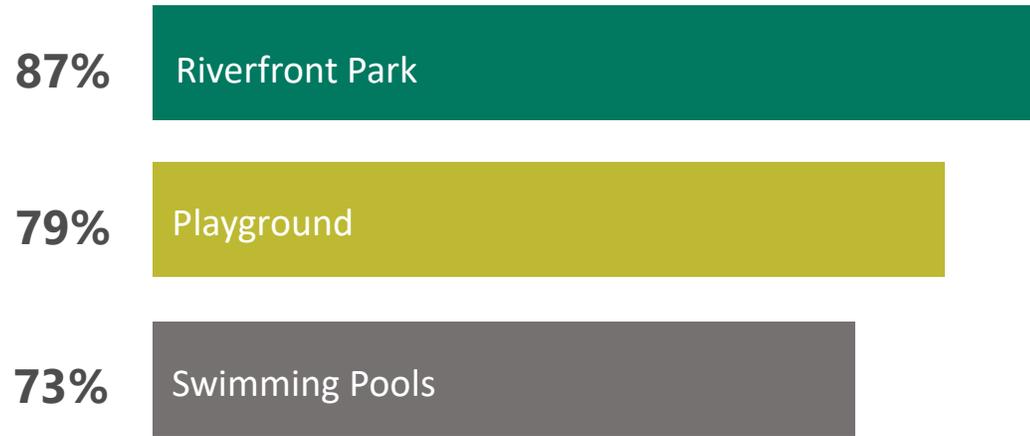
Create memorable and engaging experiences for data driven results

Virtual Engagement

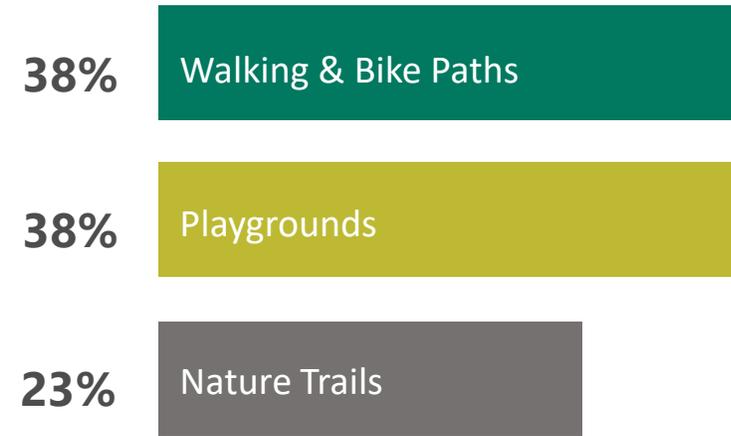
Provide options for greater engagement and flexibility to reach a wider audience.

Sample: Top Priorities from Public

Top 3 Most Commonly Used Park Facilities



Top 3 Priorities for Improvement



Why does your household not use parks?

“Age, health, disability.”
21 related comments

“Did not know they were there.”
11 related comments

“Too busy and bad timing.”
17 related comments

“Not my lifestyle, nothing of interest.”
8 related comments

“Crowded, hot, uncomfortable.”
12 related comments

“Disconnected paths and sidewalks.”
7 related comments

Existing Conditions: Park Site Evaluations



Proximity, Access + Linkages

- How connected is the park?
- Are there any ADA Accessibility issues?

Park D&A (Design & Ambiance)

- Is it safe, enjoyable, flexible?
- Do I want to be there?
- Does the park meet a baseline equity standard?

Uses, Activities, and Sociability

- Are there things to do, ways to interact with others?

Sustainability & Resiliency

- Are there opportunities to enhance/improve cost recovery, resource management, and multi-modal capacity of the park?
- Is the park economically and socially sustainable?

Architecture

- What is the condition of the structures and their systems?
- Do they contribute to the overall aesthetic of the park?

Site Inventory Innovation

Customized Site Inventory Dashboard utilizing GIS



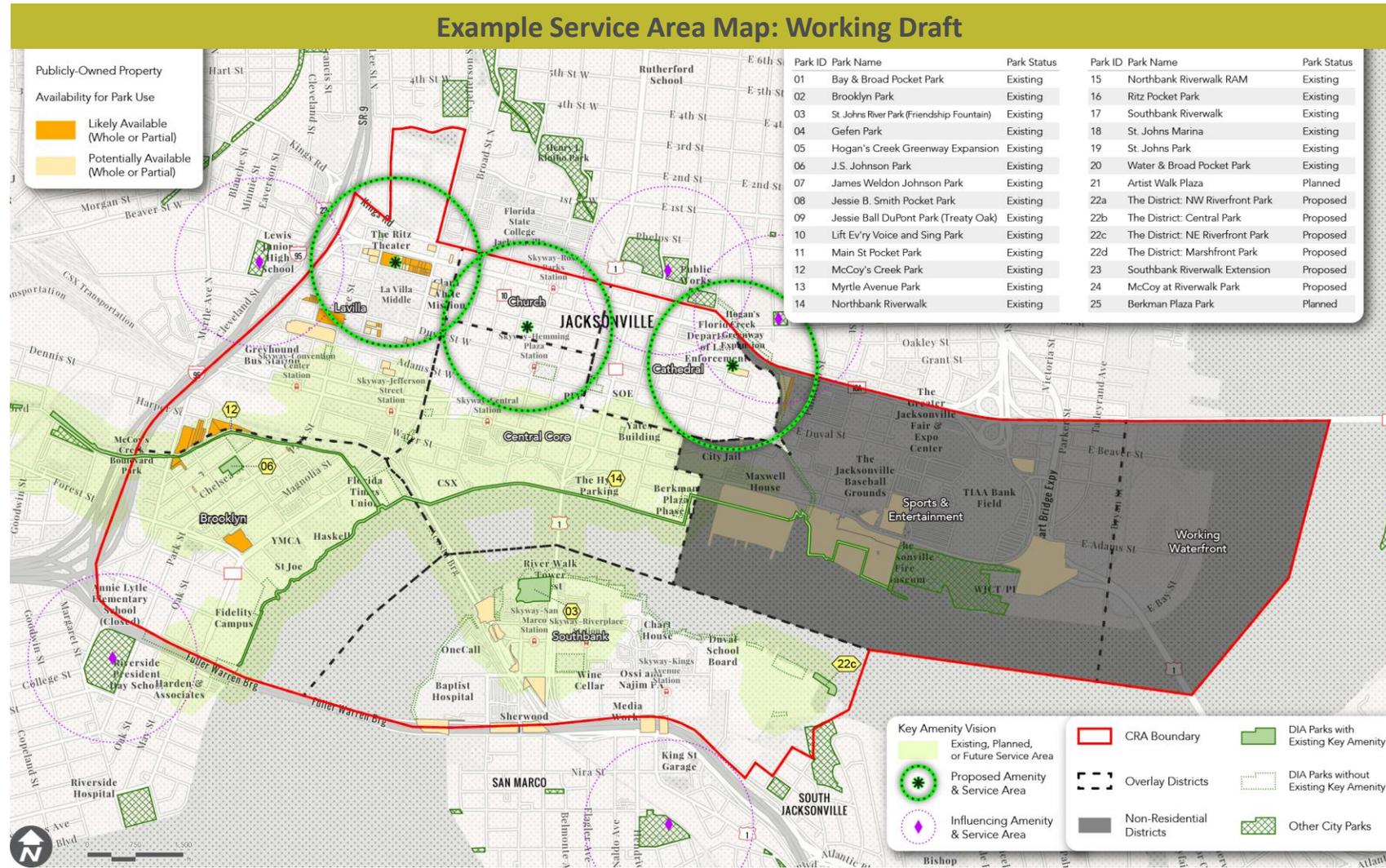
Sample: Existing Service Area Analysis

10-Minute Walk Service Area

Access to Parks

A well-distributed, easy to access parks system places parks and recreation facilities within reach of all residents of the City.

This example map illustrates access to a group of existing amenities and the process by which the amount of location of new amenities can be determined. The light green shows a walking level of service to existing park amenities.



A large crowd of people is gathered at an outdoor event, possibly a festival or fair. The scene is overlaid with a teal filter. In the foreground, a man in a striped shirt is dancing on a stage. To his right, a woman and a child are walking. In the background, many people are sitting on a low wall, and a large crowd is visible in the distance. The text "Where we are going" is written in large, white, bold letters across the center of the image.

Where we are going

Sample: Guiding Principles & Vision



Equity & Inclusivity



Trails & Pathways



Canopy & Wildlife



Distinct User Experiences



Connected Communication

How we prioritize the future of Jax Parks

Recommendations

How do we implement our vision in a socially, financially, equitably and environmentally sustainable way?



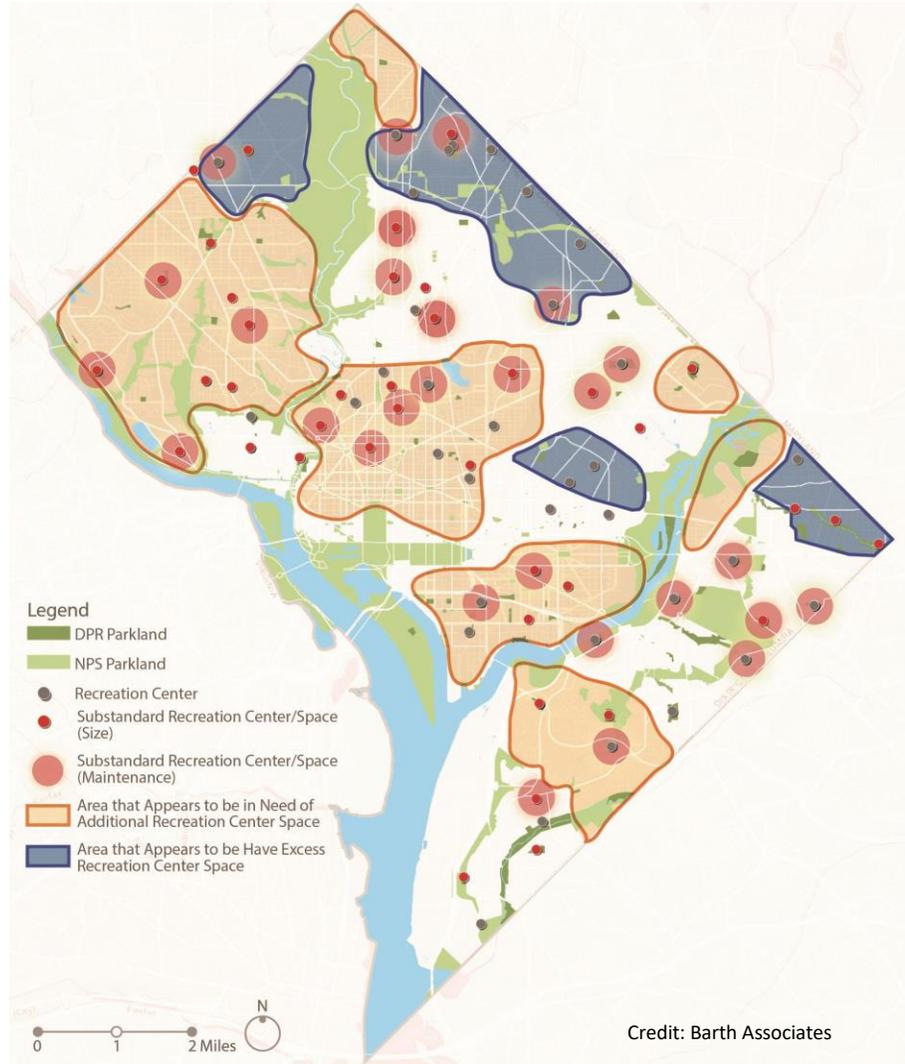
Traditional LOS Metrics

METRIC	PURPOSE
1. Acres per capita	<ul style="list-style-type: none"> To determine if a community has enough parkland To determine if parkland is equitably distributed based on population and geography
2. Facilities per capita	<ul style="list-style-type: none"> To determine if a community has enough recreation facilities such as athletic fields, playgrounds, tennis courts, swimming pools, etc. To determine if the facilities are equitably distributed based on population and geography
3. Building square footage per capita	<ul style="list-style-type: none"> To determine if a community has enough indoor recreation space such as recreation centers, community centers, senior center, or gymnasiums To determine if the indoor space is equitably distributed based on population and geography

4. Access distance/ time (bike, ped, car, transit)	<ul style="list-style-type: none"> To determine if parkland and facilities are easily accessible to residents via preferred modes of transportation including driving, transit, bicycling or walking
5. Quality of facilities and experience	<ul style="list-style-type: none"> To determine if park facilities and geographies are consistent and equitably distributed across geographies
6. Operating expenditures per acre managed	<ul style="list-style-type: none"> To help determine if adequate funding is being provided for effective operations and maintenance
7. Operating expenditures per capita	<ul style="list-style-type: none"> To help determine if adequate funding is being provided for effective operations and maintenance
8. Revenue per capita	<ul style="list-style-type: none"> To help determine if a community is recovering enough costs to meet expectations and goals
9. Revenue as a percentage of operating costs	<ul style="list-style-type: none"> To help determine if a community is recovering enough costs to meet expectations and goals

Resiliency and Sustainability

LOS Metrics



DIMENSION	POTENTIAL METRICS
1. Bicycle and pedestrian access to parks, open spaces, natural areas, civic sites, and other elements of the public realm	<ul style="list-style-type: none"> Miles of paved, multi-use trails Percentage of the long-range bicycle/pedestrian network vision completed Percentage of parks and open spaces with bicycle and pedestrian access Percentage of complete streets
2. Green infrastructure and stormwater treatment	<ul style="list-style-type: none"> Percentage of community tree canopy coverage Improvement in water quality of key water bodies Percentage of stormwater treatment projects incorporating green design practices
3. Health and wellness of community residents	<ul style="list-style-type: none"> Percentage of residents considered obese Participation in fitness and wellness programs Reduction in chronic health conditions such as Type 2 diabetes and heart disease
4. Social and educational programs	<ul style="list-style-type: none"> High school graduation rate Local unemployment rate Percentage of households considered by the United Way to be Asset-Limited, Income-Constrained, Employed (ALICE)
5. Economic Development	<ul style="list-style-type: none"> Increase in property values adjacent to new/ improved parks and open spaces Increase in number of businesses opened in response to new/ improved parks and open spaces Increase in public and private sector jobs created through parks and open spaces

Equity Metrics - Example

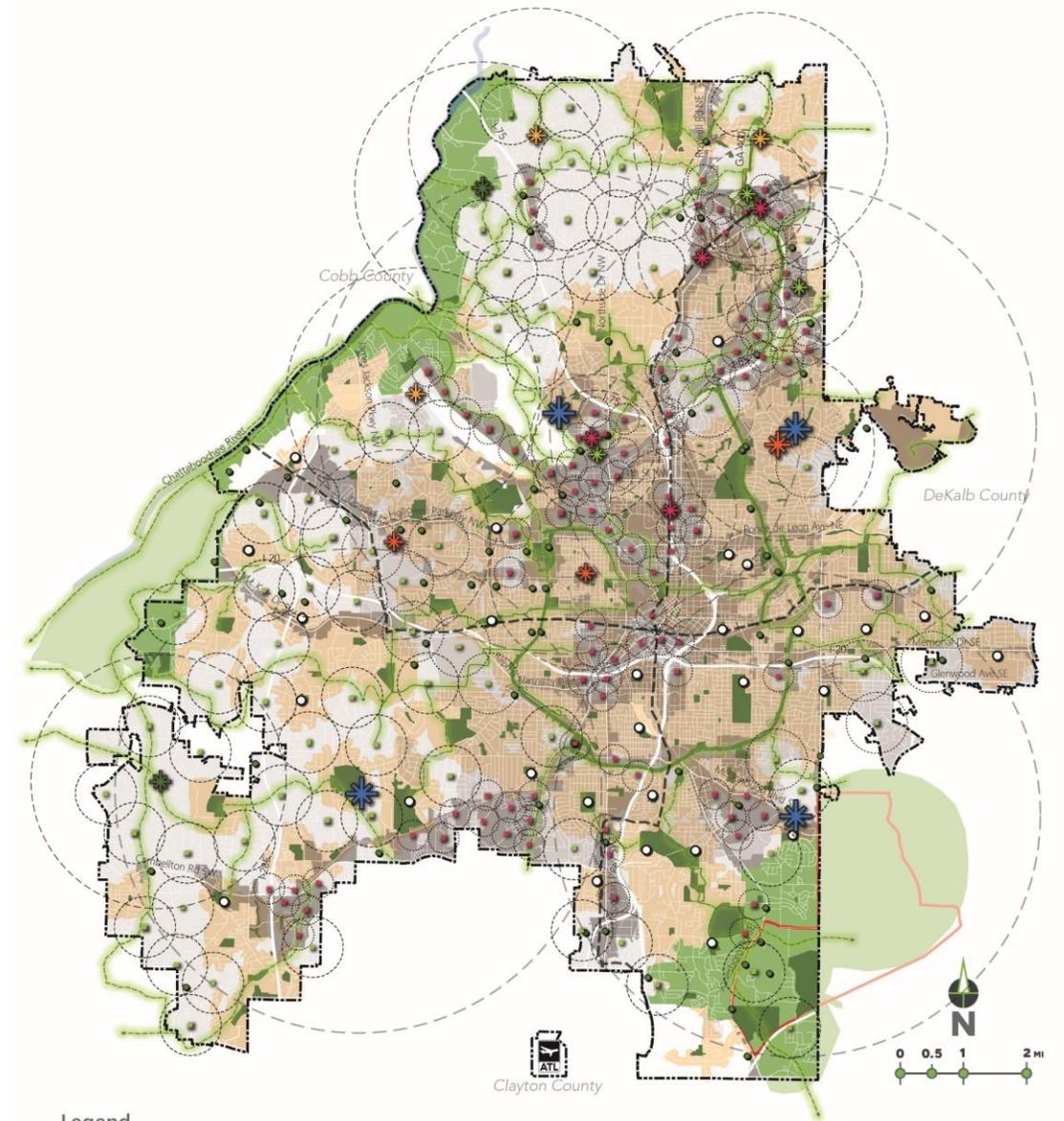
1. ACCESS EQUITY

DIMENSIONS:	DESIRED FUTURE CONDITION:	INDICATOR OF SUCCESS (LOS METRIC):	SOURCE AND FREQUENCY OF DATA COLLECTION:
1.1 Connectivity and Walkability* (Strategy #1 - 21 st Century Infrastructure)	All residents can access [facility type or program] via complete streets and safe, paved trails	<i>Percentage of residents who use trails or complete streets for bike/ ped transportation*</i>	Annual survey of residents
		<i>Percentage of residents with access via complete streets or trails</i>	Annual GIS mapping
		<i>Miles of complete streets and trails</i>	
1.2 Distance	All residents live within desired distance of facility (e.g., a ½ mile or 10-minute walk to a park, or a 3-mile drive to a recreation center)	<i>Percentage of residents who live within desired distance of each facility or program classification</i>	Annual GIS mapping

1.3 Barrier-free	All facilities and programs are welcoming, inclusive, and free from physical barriers to access	<i>Percentage of facilities and programs that are barrier free</i> <i>Percentage of residents who feel that facilities and programs are welcoming, inclusive, and free from physical barriers to access</i>	5-year ADA evaluation Annual survey of residents
1.4 Hours of Operation	All facilities and programs are available during the hours most convenient for the population they serve	<i>Percentage of residents who feel that facilities and programs are available during the hours most convenient</i>	Annual survey of residents
1.5 Demographics	All residents have an equal opportunity to access sites and programs regardless of age, gender, race, ethnicity, income, or ability	<i>Participants' ages, gender, race, ethnicity, income, and abilities are representative of the greater City or district population</i>	Annual on-site surveys Annual program participation records

Data-Driven Decisions

Sample: How do equitably provide service areas for our future vision?

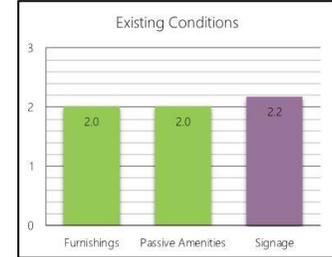


Legend

- | | | | | |
|----------------------------|--|------------------------------------|--|---|
| City Limits | Medium-Density Land Use | Proposed Nature Spot | Low-Density Area Not Served by a Community Park within 2 Miles | Low-Density Area Not Served by a Community Center within 2 Miles |
| Local Streets | Low-Density Land Use | Proposed Trail | High-Density Area Not Served by a Local Park within 1/4 Mile | High-Density Area Not Served by a Community Center within 1 Mile |
| Highways | Production Area (Non-Residential) Land Use | Existing Parks and Trail Corridors | Medium-Low Density Area Not Served by a Local Park within 1/2 Mile | Medium-Density Area Not Served by a Community Center within 1.5 Miles |
| Existing Trail | Area Served By a Park | Existing Enhanced Community Center | High-Density Area Not Served by a Community Park within 1 Mile | Area Not Served by Athletic Facilities Complex within 4 Miles |
| High-Density Land Use Area | Proposed Major Park | | | |

Example Proposed Park Map

Capital Improvement Plan



Park Name	Short-Term (1 to 4 years)	Mid-Term (5 to 10 years)	Long-Term (11 to 20 years)	Upgrade Enhancement Total
Centennial Park	\$ 1,000.00	\$ 140,000.00	\$ -	\$ 141,000.00
Chris Lyle Aquatic Center	\$ 191,000.00	\$ 202,000.00	\$ 200,000.00	\$ 593,000.00
Civic Center Complex	\$ 74,000.00	\$ 415,000.00	\$ 110,000.00	\$ 599,000.00
Dakota Avenue Linear Park	\$ 32,000.00	\$ 76,000.00	\$ 430,000.00	\$ 538,000.00
Extreme Sports Complex	\$ 82,000.00	\$ 158,000.00	\$ 150,000.00	\$ 390,000.00
Godwin Park	\$ 37,000.00	\$ 162,000.00	\$ 60,000.00	\$ 259,000.00
Hopkins Park*	\$ 1,000.00	\$ 143,400.00	\$ -	\$ 144,400.00
Lakefront Park & Dan Tarrell Memorial Point*	\$ 17,533,647.00	\$ -	\$ -	\$ 17,533,647.00
Mt. Peace Cemetery	\$ 20,500.00	\$ 86,000.00	\$ -	\$ 106,500.00
O.P. Johnson Park	\$ 13,000.00	\$ 266,800.00	\$ 30,000.00	\$ 310,000.00
Peghorn Nature Park	\$ 6,000.00	\$ 38,000.00	\$ 135,000.00	\$ 179,000.00
Ralph V. Chisholm Regional Park*	\$ 5,500.00	\$ 496,650.00	\$ -	\$ 502,150.00
St. Cloud Community Center	\$ 18,000.00	\$ 106,000.00	\$ -	\$ 124,000.00
St. Cloud Shuffleboard Courts & Community House*	\$ 32,000.00	\$ 451,150.00	\$ -	\$ 483,150.00
Stephanie Leigh Rothstein Memorial Park*	\$ 16,000.00	\$ 431,350.00	\$ 415,500.00	\$ 862,850.00
Ted Broda Memorial Park	\$ 2,500.00	\$ 69,400.00	\$ 18,000.00	\$ 89,900.00
Veteran's Park	\$ 27,000.00	\$ 52,000.00	\$ -	\$ 79,000.00
Water Tower Park	\$ 61,000.00	\$ 6,000.00	\$ 53,500.00	\$ 120,500.00
Wheel Park	\$ 1,000.00	\$ 290,000.00	\$ -	\$ 291,000.00
Woman's Club & Veteran's Memorial Library	\$ 4,000.00	\$ 4,500.00	\$ -	\$ 8,500.00
901 Virginia Ave.**	\$ 500,000.00	\$ -	\$ -	\$ 500,000.00
Other	\$ 4,275,000.00	\$ 14,340,000.00	\$ 1,565,000.00	\$ 10,180,000.00
GRAND TOTAL	\$ 22,933,147.00	\$ 17,934,250.00	\$ 3,167,000.00	\$ 44,034,400.00

Centennial Park	Cost	short	mid	long	Notes
Deferred Maintenance Allowance					
Parking Lot pavement repairs, striping and wheel stop painting	\$ 5,000	\$ 5,000	\$ -	\$ -	
Pavilion Painting and Light fixture replacement	\$ 1,000	\$ 1,000	\$ -	\$ -	
Bike rack painting	\$ 200	\$ 200	\$ -	\$ -	
Deferred Maintenance Total	\$ 6,200	\$ 6,200	\$ -	\$ -	
Deficiencies					
	\$ -	\$ -	\$ -	\$ -	
	\$ -	\$ -	\$ -	\$ -	
	\$ -	\$ -	\$ -	\$ -	
Deficiencies Subtotal	\$ -	\$ -	\$ -	\$ -	
Enhancements					
Mill and resurface parking lot including redesign of existing oversized parking lot. Narrow drive way and drive aisle to +/- 20'. Add landscape islands for trees, add sidewalk adjacent to event lawn, add low buffer along 9th St., Pennsylvania Ave., 10th St. and add compact spaces; Curbs and demolition.	\$ 65,000	\$ -	\$ 65,000	\$ -	\$16/SY; 210'x90'=18,900sf=2100sy; 500' of curb at \$18 -\$12,000; demo \$8,000 (\$45,000 mill and resurface; \$20,000 curbs and demo)
Street trees at perimeter of event lawn (6 total)	\$ 12,000	\$ -	\$ 12,000	\$ -	
Replace and relocate benches	\$ 10,000	\$ -	\$ 10,000	\$ -	4 new benches
Trash receptacle	\$ 8,000	\$ -	\$ 8,000	\$ -	4 new receptacles
Drinking fountain with pet fountain	\$ 6,000	\$ -	\$ 6,000	\$ -	
Replace event lawn Zoysia sod (70'x160'=11,200 SF)	\$ 20,000	\$ -	\$ 20,000	\$ -	\$1.65/SF x 11,200 SF installed
Irrigation	\$ 12,000	\$ -	\$ 12,000	\$ -	11,200 SF x \$1.00/SF
Electric junction boxes (event/food truck support)	\$ 5,000	\$ -	\$ 5,000	\$ -	
Low landscape buffers for streets and alley and street trees-450 LF	\$ 2,000	\$ -	\$ 2,000	\$ -	150 plants x \$10 ea.
Welcome Kiosk	\$ 1,000	\$ 1,000	\$ -	\$ -	
Enhancements Subtotal	\$ 141,000	\$ 1,000	\$ 140,000	\$ -	
CIP Total	\$ 141,000	\$ 1,000	\$ 140,000	\$ -	

NOTES:

- Some costs are not quantifiable without further investigation
- CIP does not include the recommendations of the Osceola Land Management Plan 2013 for Ralph Chisholm Park

***Site Specific Master Plan:**

For those parks that have been identified for a possible Site Master Plan, cost may vary depending on the inclusion of the Deficiency or Deferred Maintenance items.

**901 Virginia Ave. is currently under construction. Future budgeting includes the construction of a new community room/office space building

Current Needs

Playgrounds

60 playgrounds in “Poor” condition

Average cost for a playground: \$150,000

Approximate cost to replace removed and currently poor condition playgrounds: \$10 million

Courts

46 courts in “Poor” condition

Average cost for a resurfacing: \$40,000

Approximate cost to resurface all “poor” condition courts: \$1,840,000

Restrooms

140 restrooms in “Poor” condition or not ADA compliant

Average cost for restroom retrofit and cosmetic upgrades: \$50,000

Approximate cost to recondition these restrooms: \$7 million

Master Plan

Approximate cost for master planning work: \$500,000

- 
- A photograph of a modern playground with various colorful equipment, including slides, climbing structures, and a large green canopy structure. The playground is set on a grassy area with trees in the background.
- -All of our parks should be this great!!
 - -Thank you!! Please keep them coming! It makes a difference!!
 - -Haven't been there but moving to Jacksonville this summer and I already love your city!
 - -Wow! This park is such a great idea!
 - -Thank you City of Jacksonville!