



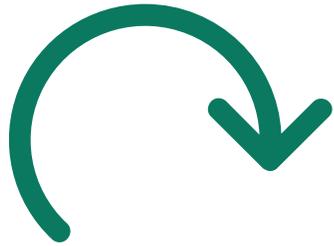
# Master Recreation Improvement Plan

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

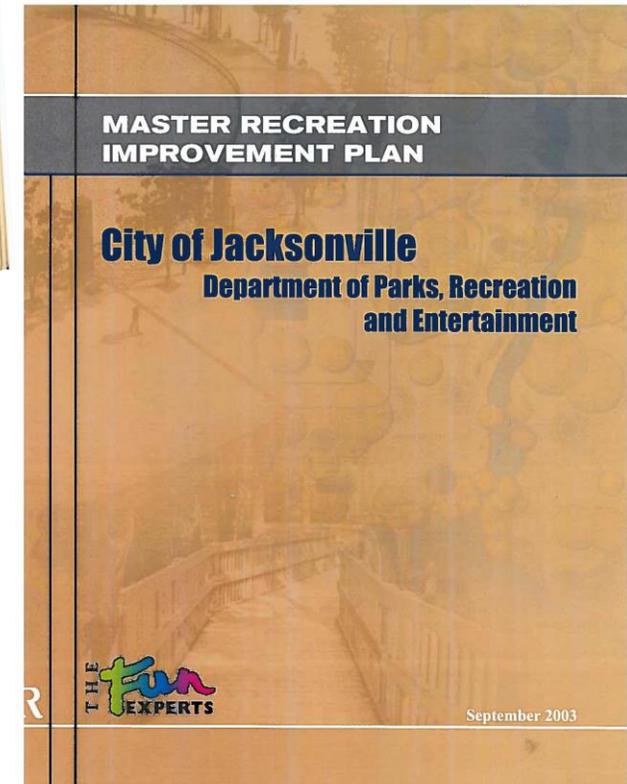
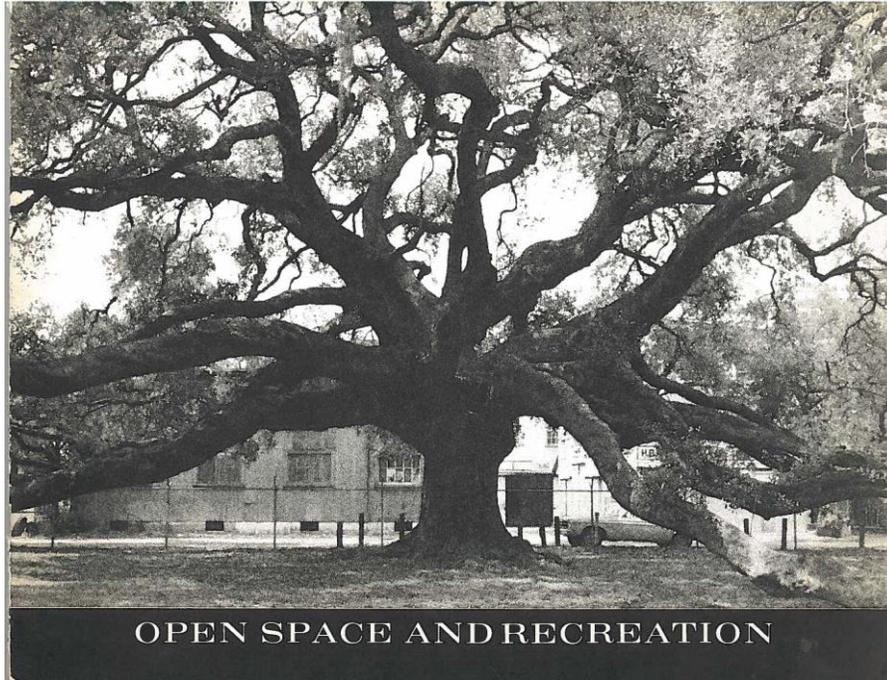
Protect natural resources by implementing green infrastructure practices

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. In the background, a large crowd of people is gathered on a paved area, some sitting on a low wall. There are trees and buildings in the distance. The overall atmosphere is festive and social.

**Where we have been**

# Documentation Review

Analyze existing plans, reports, and studies



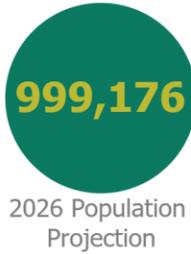
A teal-tinted photograph of a community event. In the foreground, a man in a striped shirt is dancing with his arms raised. To his right, a woman in a floral dress is walking with a small child. In the background, a large crowd of people is gathered on a grassy area, some sitting on a low wall. A building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

**Where we are now**

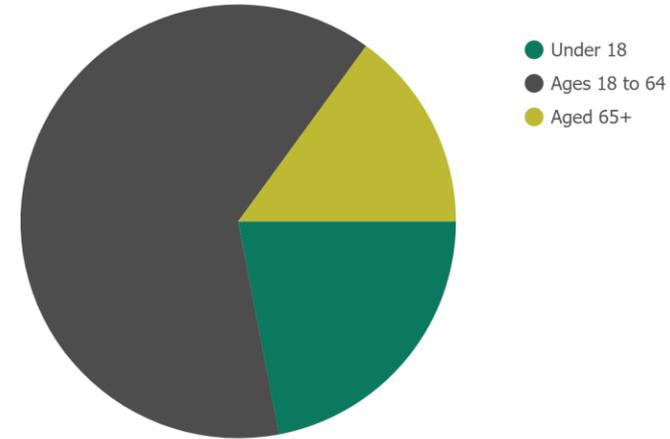
# Demographic Trends & Indicators

City of Jacksonville, Florida

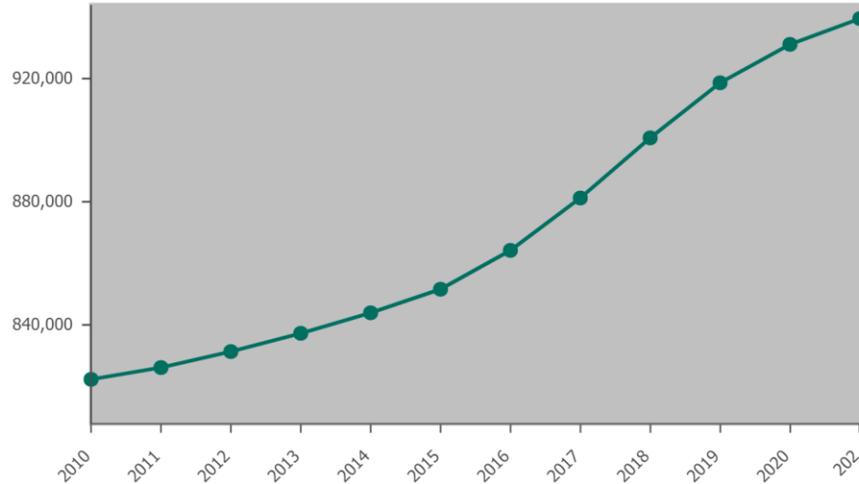
## KEY FACTS



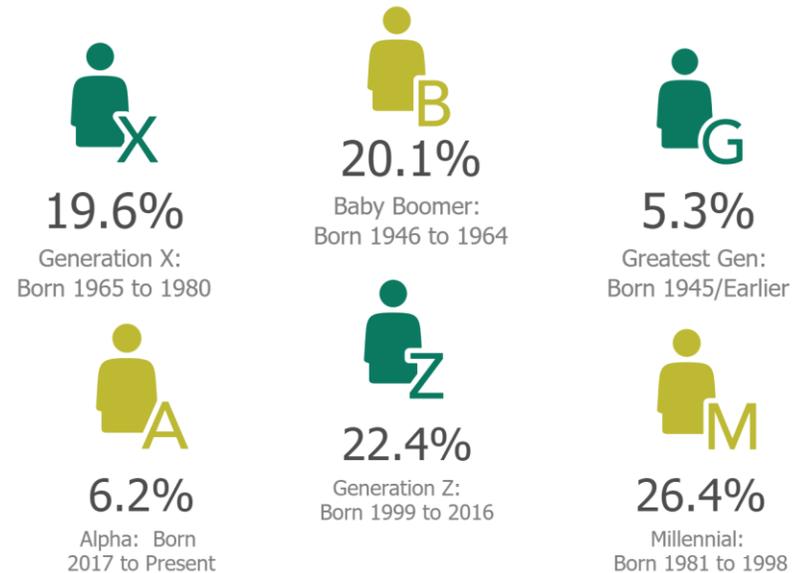
## POPULATION BY AGE



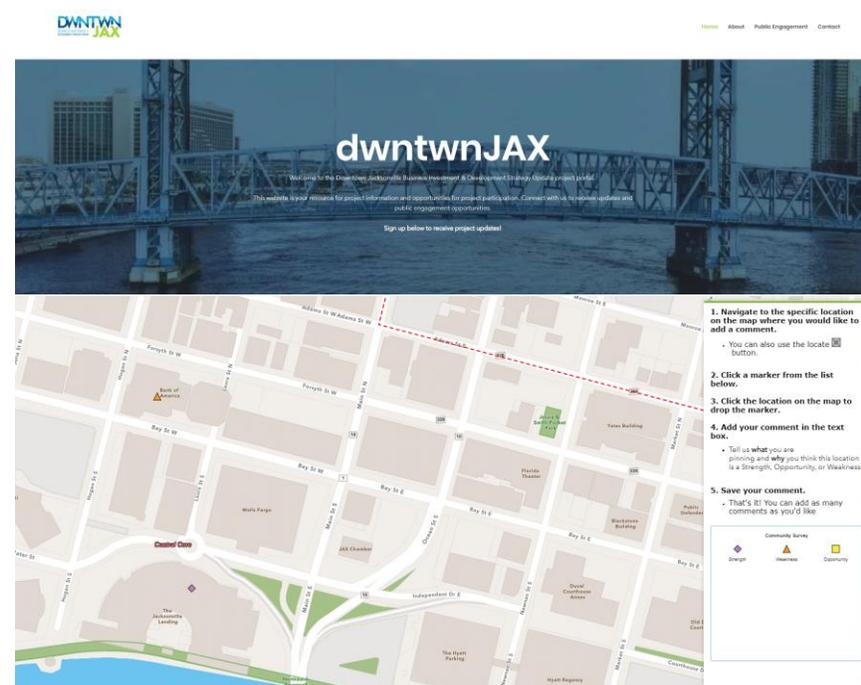
## HISTORICAL POPULATION TRENDS



## 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

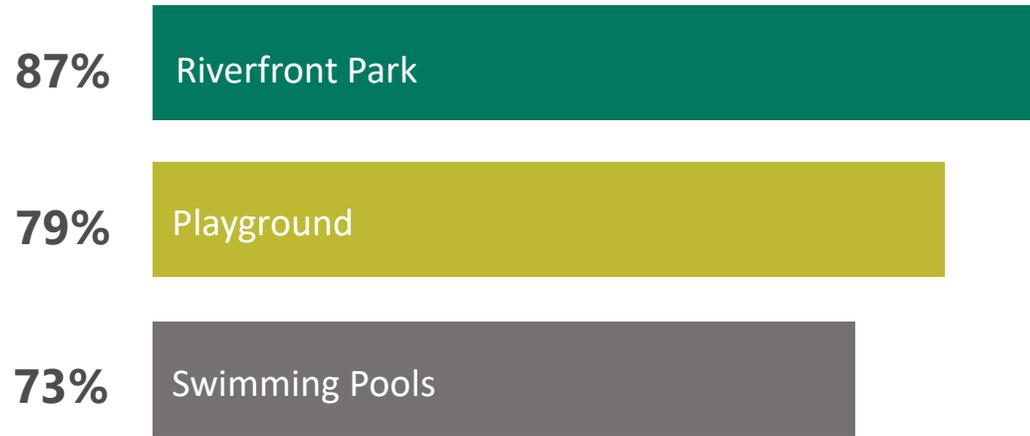
Create memorable and engaging experiences for data driven results

## Virtual Engagement

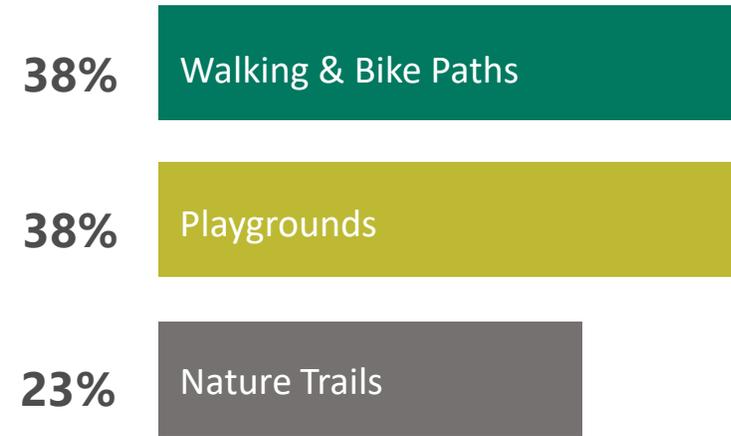
Provide options for greater engagement and flexibility to reach a wider audience.

# 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



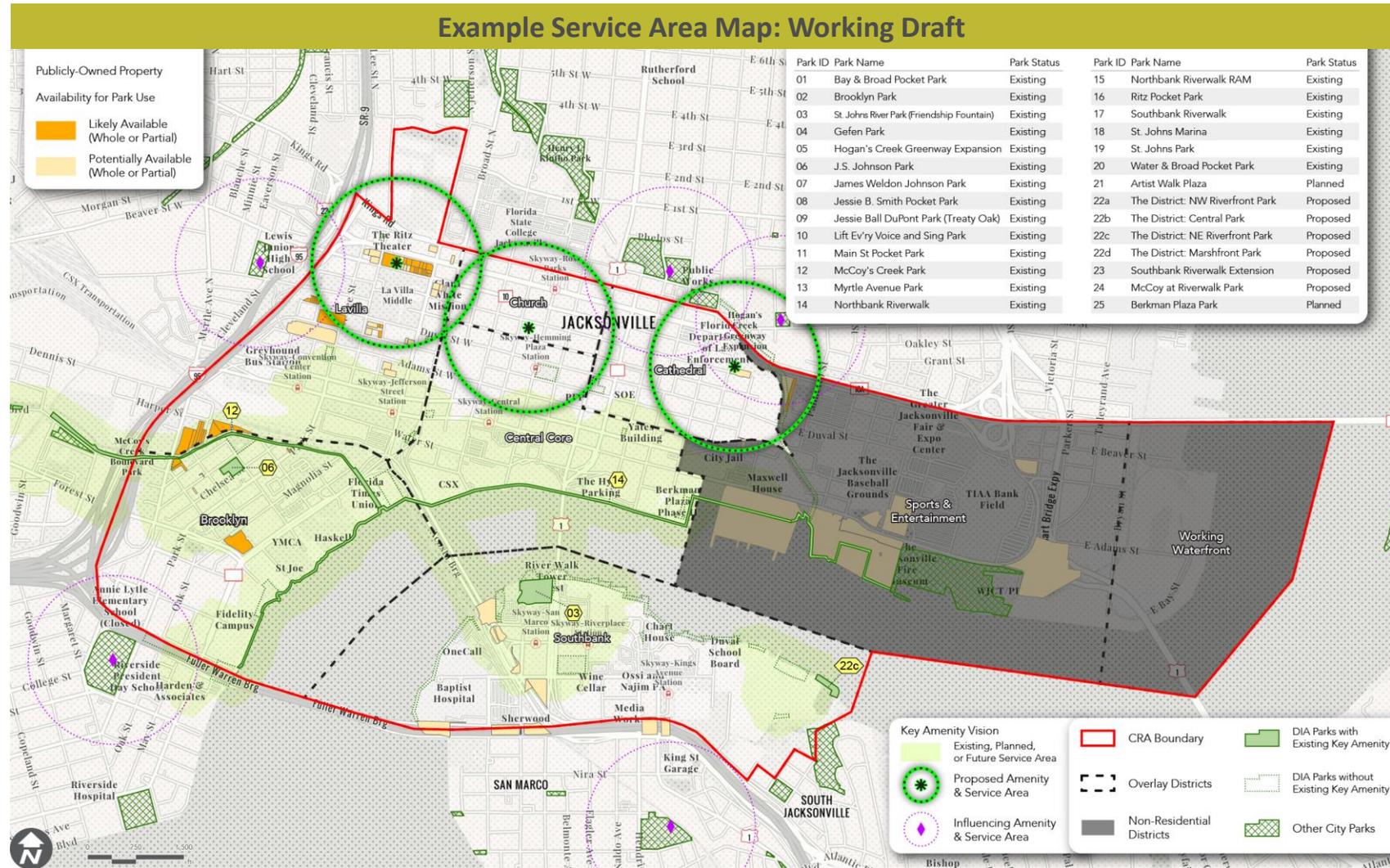
# Sample: Existing Service Area Analysis

## 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 teal-tinted photograph of a crowded outdoor event, likely a festival or fair. In the foreground, a man in a striped shirt is dancing on a stage. To his right, a woman in a floral dress is walking with a child. The background is filled with many other people, some sitting on a low wall, others standing and talking. There are trees and buildings in the distance. The overall atmosphere is lively and social.

# 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?



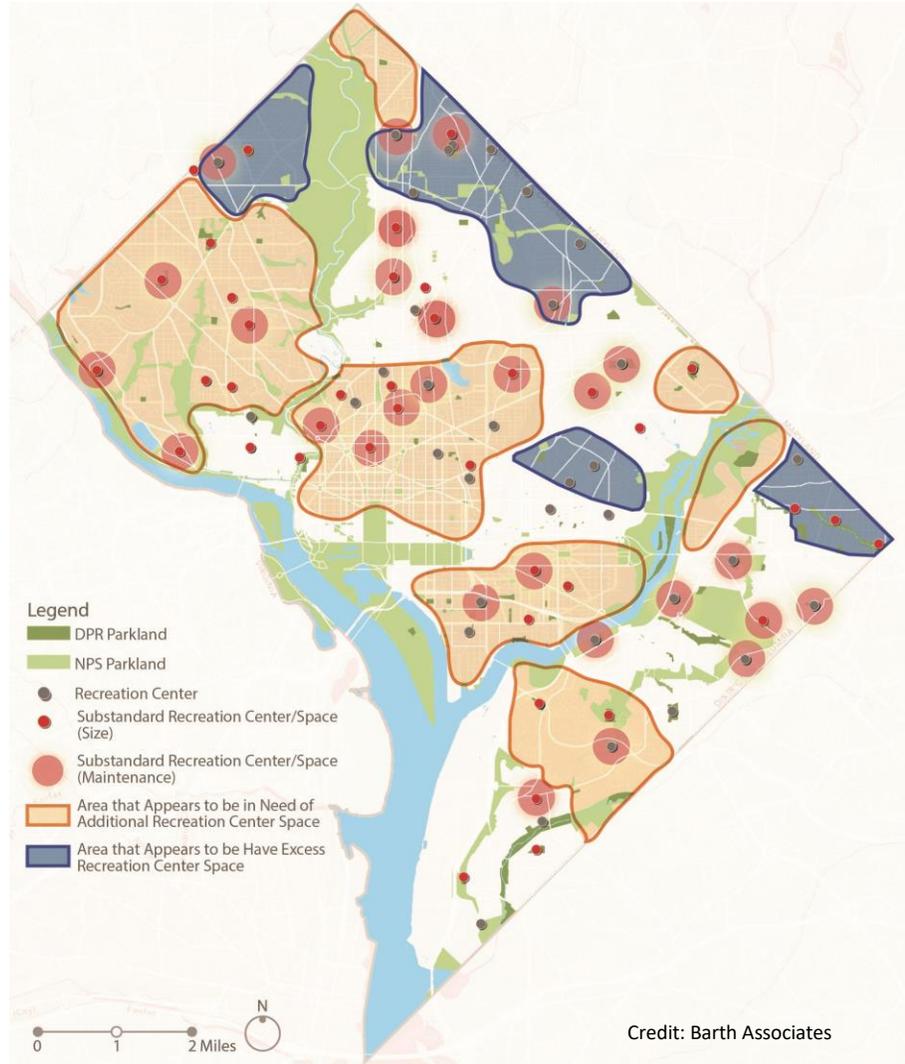
# Traditional LOS Metrics

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

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

# Resiliency and Sustainability

## LOS Metrics



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

# Equity Metrics - Example

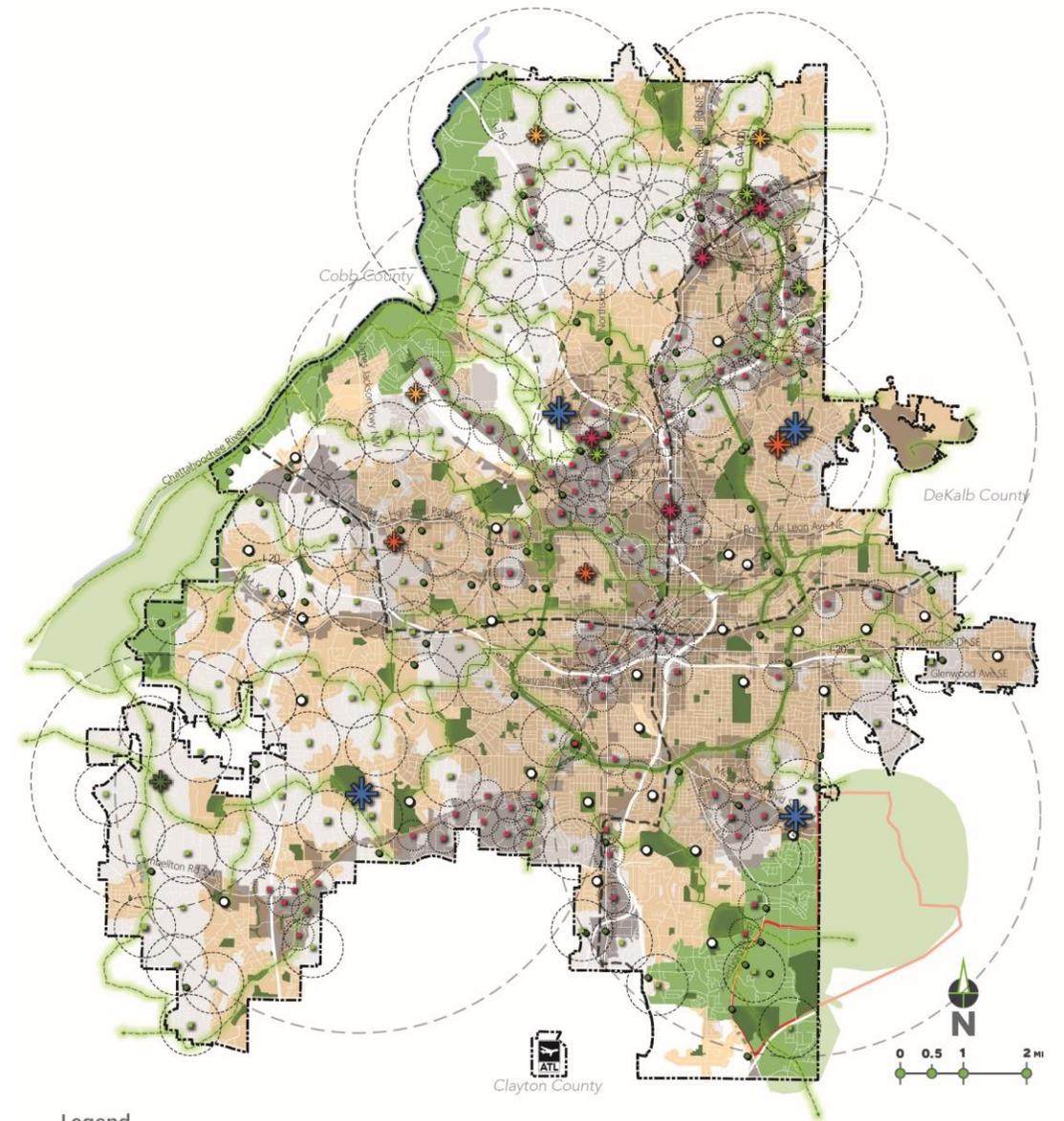
## 1. ACCESS EQUITY

DIMENSIONS:	DESIRED FUTURE CONDITION:	INDICATOR OF SUCCESS (LOS METRIC):	SOURCE AND FREQUENCY OF DATA COLLECTION:
1.1 Connectivity and Walkability* (Strategy #1 - 21 <sup>st</sup> 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?

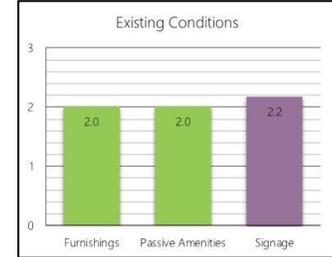


### Legend

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

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	\$ 6,180,000.00
<b>GRAND TOTAL</b>	<b>\$ 22,933,147.00</b>	<b>\$ 17,934,250.00</b>	<b>\$ 3,167,000.00</b>	<b>\$ 44,034,400.00</b>

Centennial Park	Cost	short	mid	long	Notes
<b>Deferred Maintenance Allowance</b>					
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	\$ -	\$ -	
<b>Deferred Maintenance Total</b>	<b>\$ 6,200</b>	<b>\$ 6,200</b>	<b>\$ -</b>	<b>\$ -</b>	
<b>Deficiencies</b>					
	\$ -	\$ -	\$ -	\$ -	
	\$ -	\$ -	\$ -	\$ -	
	\$ -	\$ -	\$ -	\$ -	
<b>Deficiencies Subtotal</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	
<b>Enhancements</b>					
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	\$ -	\$ -	
<b>Enhancements Subtotal</b>	<b>\$ 141,000</b>	<b>\$ 1,000</b>	<b>\$ 140,000</b>	<b>\$ -</b>	
<b>CIP Total</b>	<b>\$ 141,000</b>	<b>\$ 1,000</b>	<b>\$ 140,000</b>	<b>\$ -</b>	

- 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. The image is slightly dimmed to allow for text overlay.
- -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!