



2016 – 2025 Leisure Services Plan (LSP)

City Council Presentation
June 9, 2016

What is the Leisure Services Plan?

It's a 10-year guide* and strategic plan for managing and enhancing parks, greenways, paths & trails, and recreation services in Medford.

*The last plan was adopted in 2006.

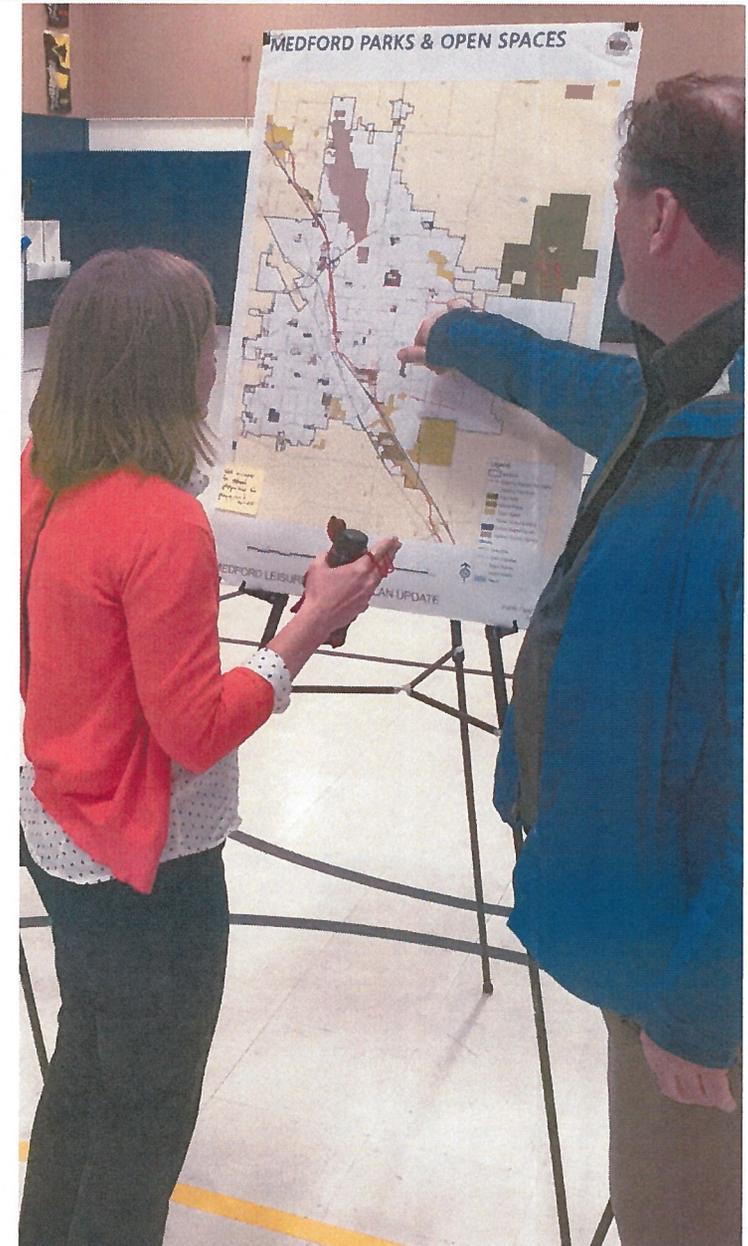


- Policy & Strategy Guide
- Technical Study
- Communications Tool
- Public Process
- Comprehensive Plan Element

LSP Process

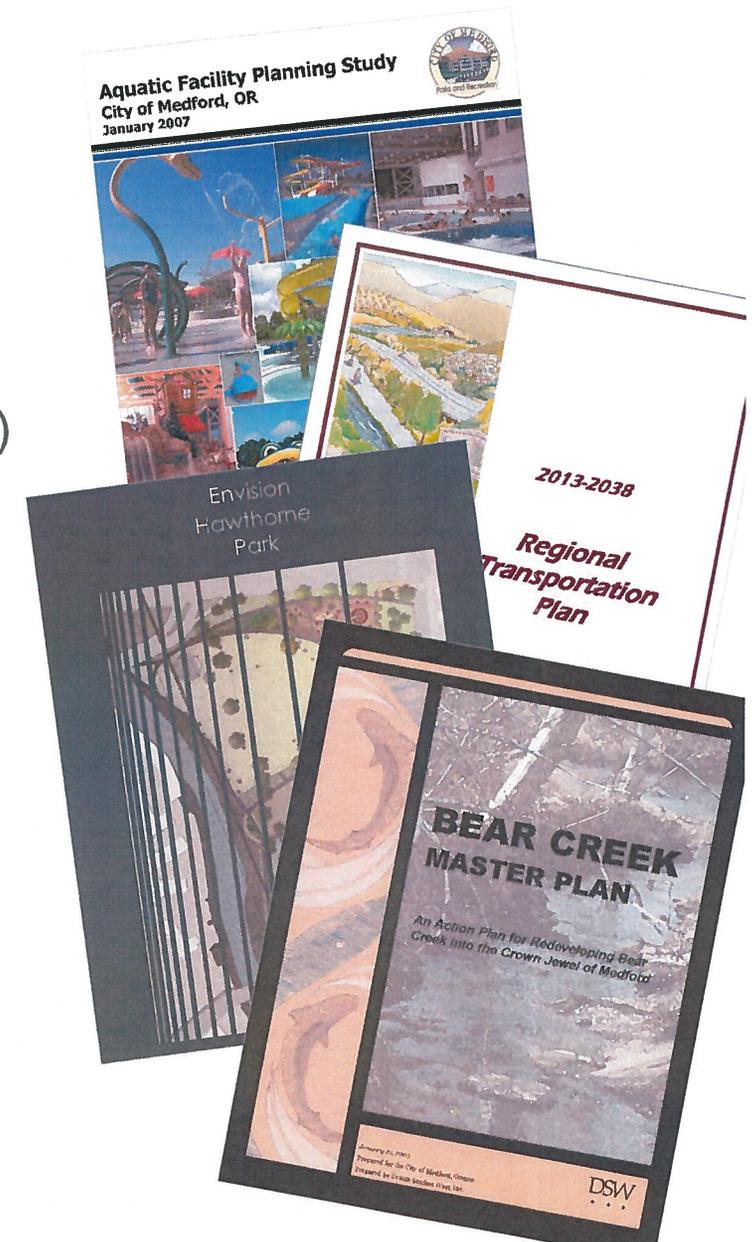
Steps to Building the Plan

- Park, Trail & Program Inventory
- Community Engagement
- Needs Assessment
- Capital Project Planning
- Implementation & Funding Strategies
- Plan Review & Approval



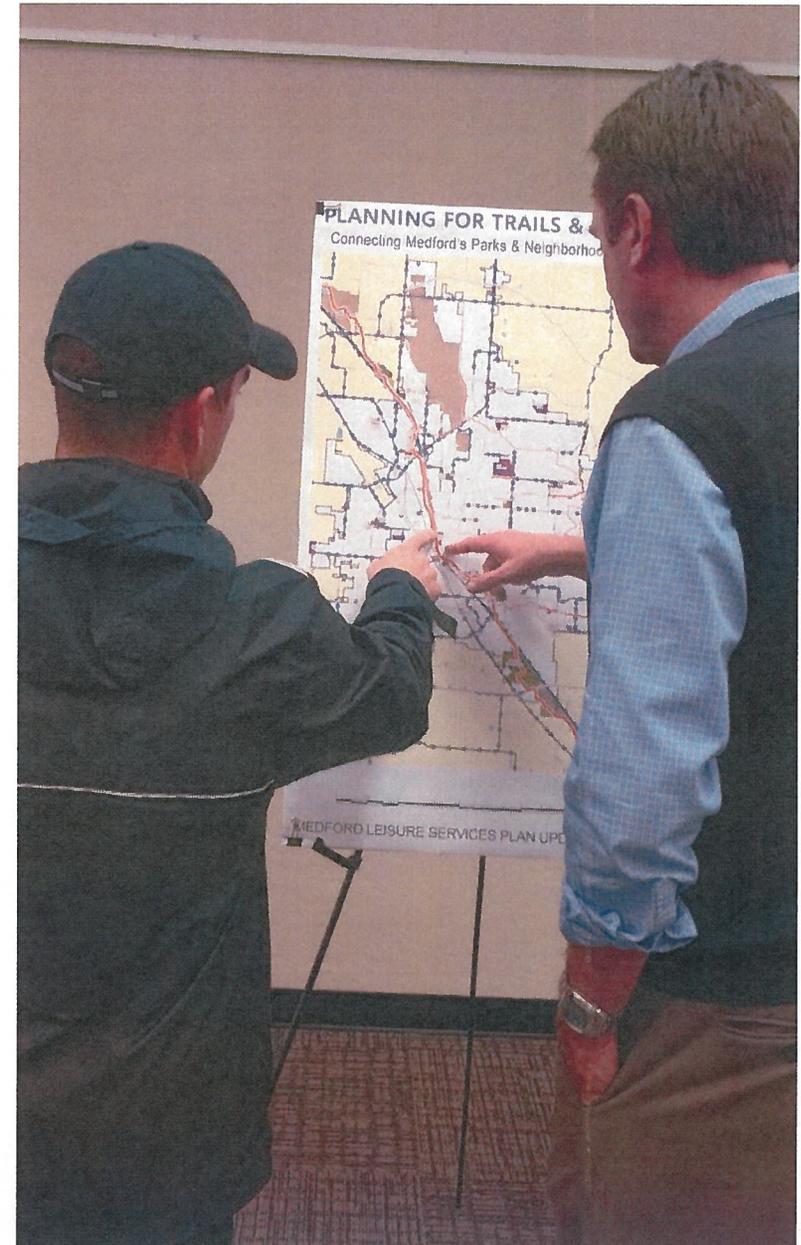
Relating to Other City Plans

- Medford Comprehensive Plan
- Southeast Plan
- Medford Transportation System Plan
- Regional Transportation Plan (RVCOCG)
- Aquatic Facility Planning Study
- Prescott Park Master Plan
- Bear Creek Master Plan
- Envision Hawthorne Park Master Plan
- Urban Forestry Management Plan
- City Budget



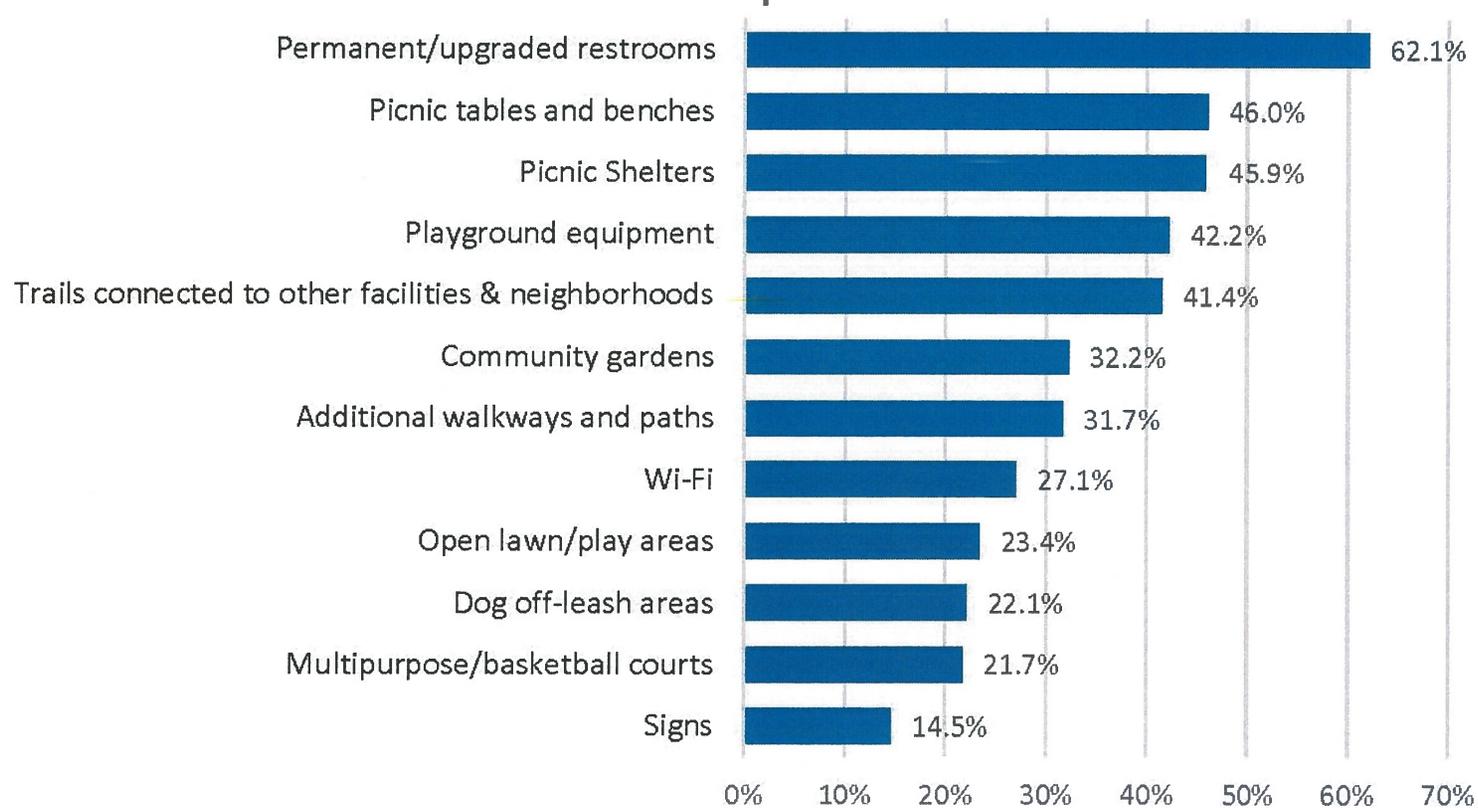
Public Process & Inputs

- Mail & Online Survey
- Visioning Discussions
- 6 Stakeholder Discussions
- 4 Open House Meetings
- Web & Social Media Content
- Parks & Recreation Commission



LSP Survey

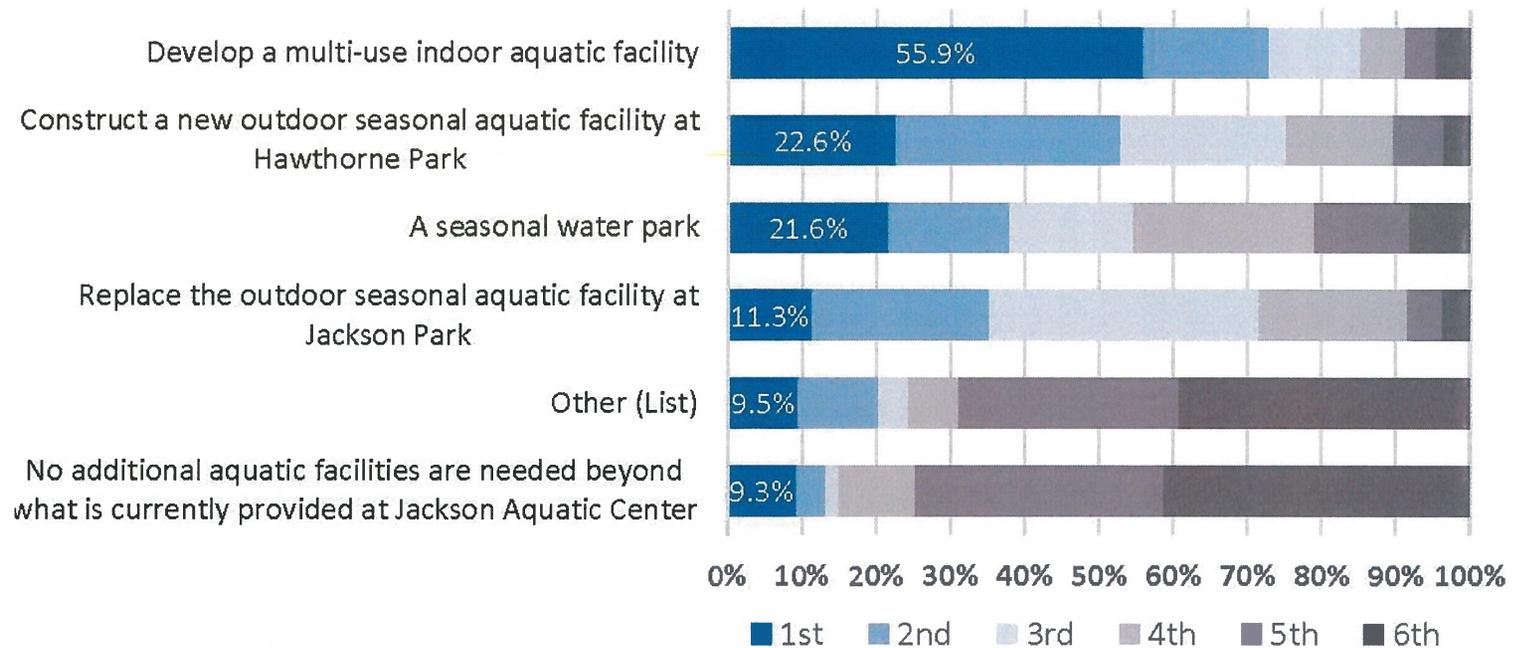
- Upgrades to Existing Facilities as Top Priorities
- Path Connections Also Important



Public Process & Inputs

LSP Survey

- Strong support for indoor aquatic facility



Key Themes

Parks & Natural Areas

- Beautiful, well-cared for, well-loved system
- Upgrade restrooms, picnic shelters & other amenities
- Acquire land for neighborhood & community parks
- Proceed with Prescott Park development
- Off-leash dog areas



Key Themes

Recreation Programming

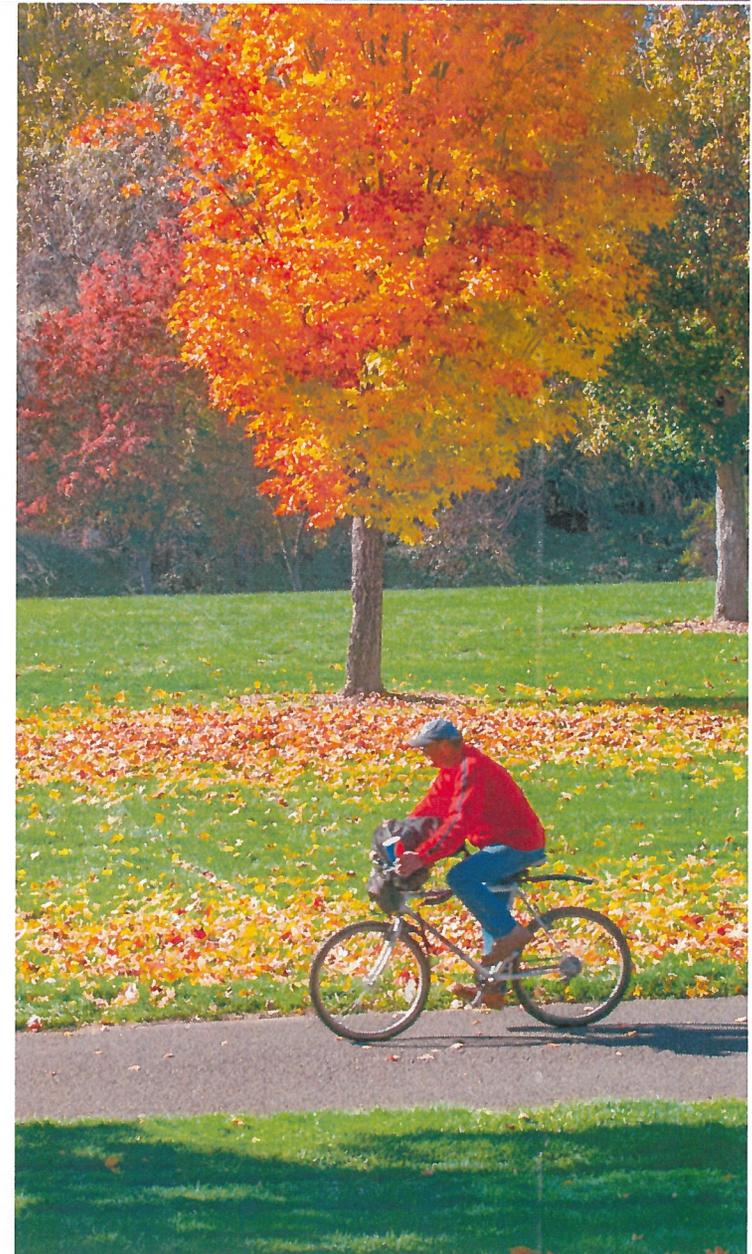
- Strong support for aquatics
- Additional programs for preschool, teens & seniors
- Lack of indoor space & staffing are biggest barriers to growing programming



Key Themes

Paths & Trails

- Provide more shared-use paths & increase connectivity
- Strong support for planned trails at Prescott Park
- Improve wayfinding; signage; promotion





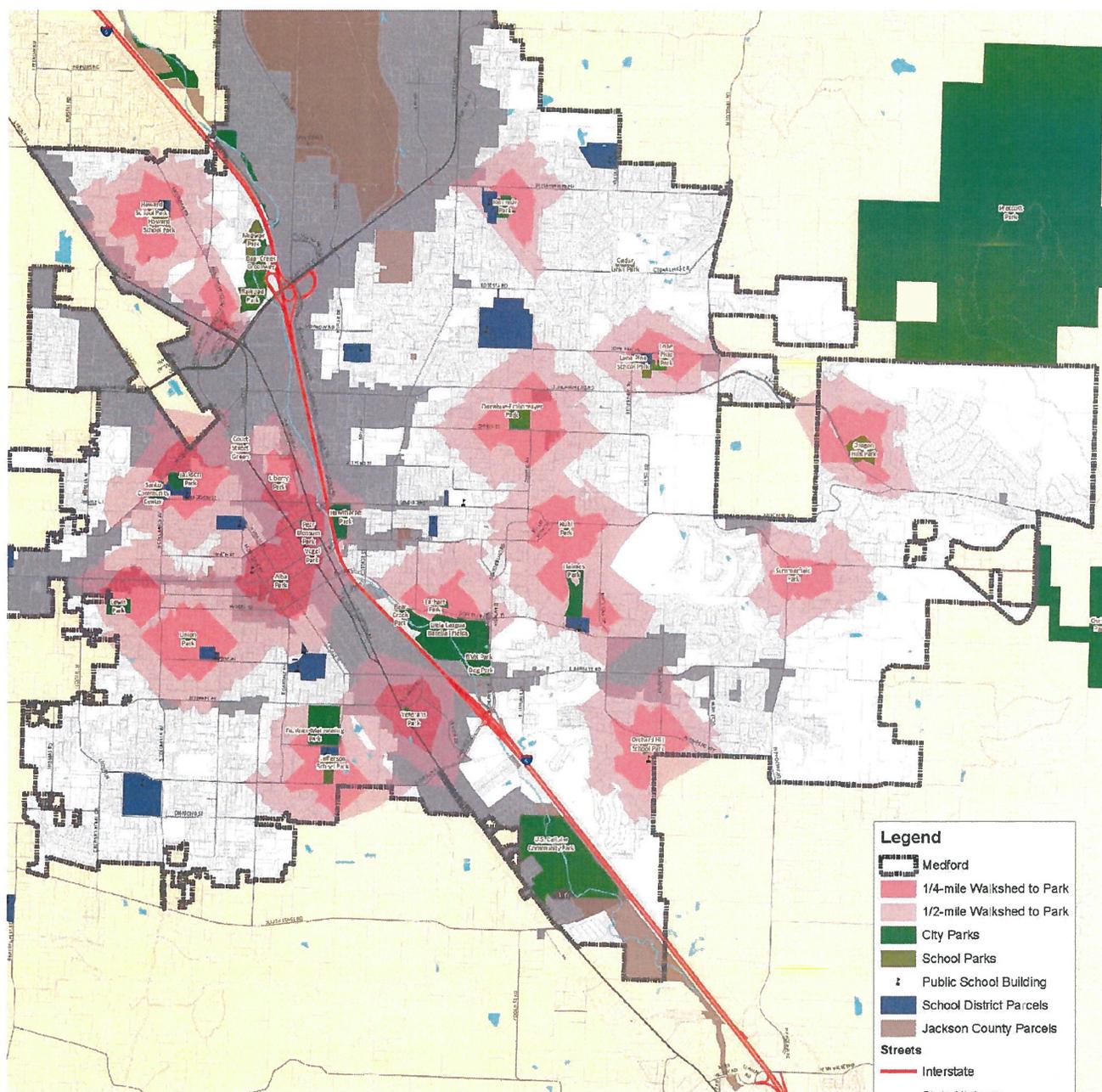
Mind the Gaps in the System

Gap Analysis for Parks, Paths & Trails

- People don't have wings, so no 'as crow flies' models
- Actual entry & access points
- Related to street network
- More realistic view of proximate access



Parkland Walkshed Analysis



Legend

- Medford
- 1/4-mile Walkshed to Park
- 1/2-mile Walkshed to Park
- City Parks
- School Parks
- Public School Building
- School District Parcels
- Jackson County Parcels

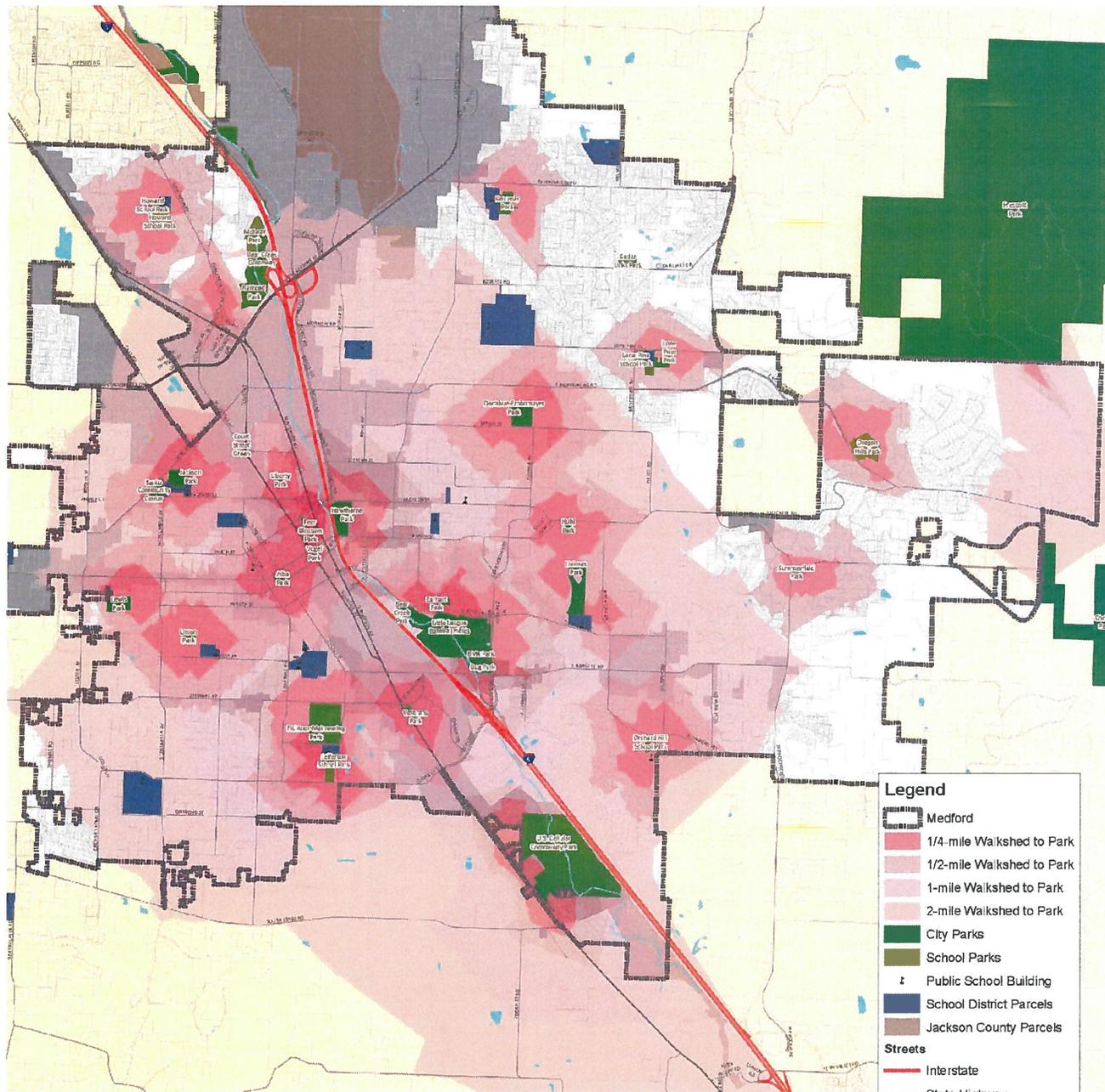
Streets

- Interstate
- State Highway
- Major Roads
- Minor Roads
- Water
- Non-Residential Zoning





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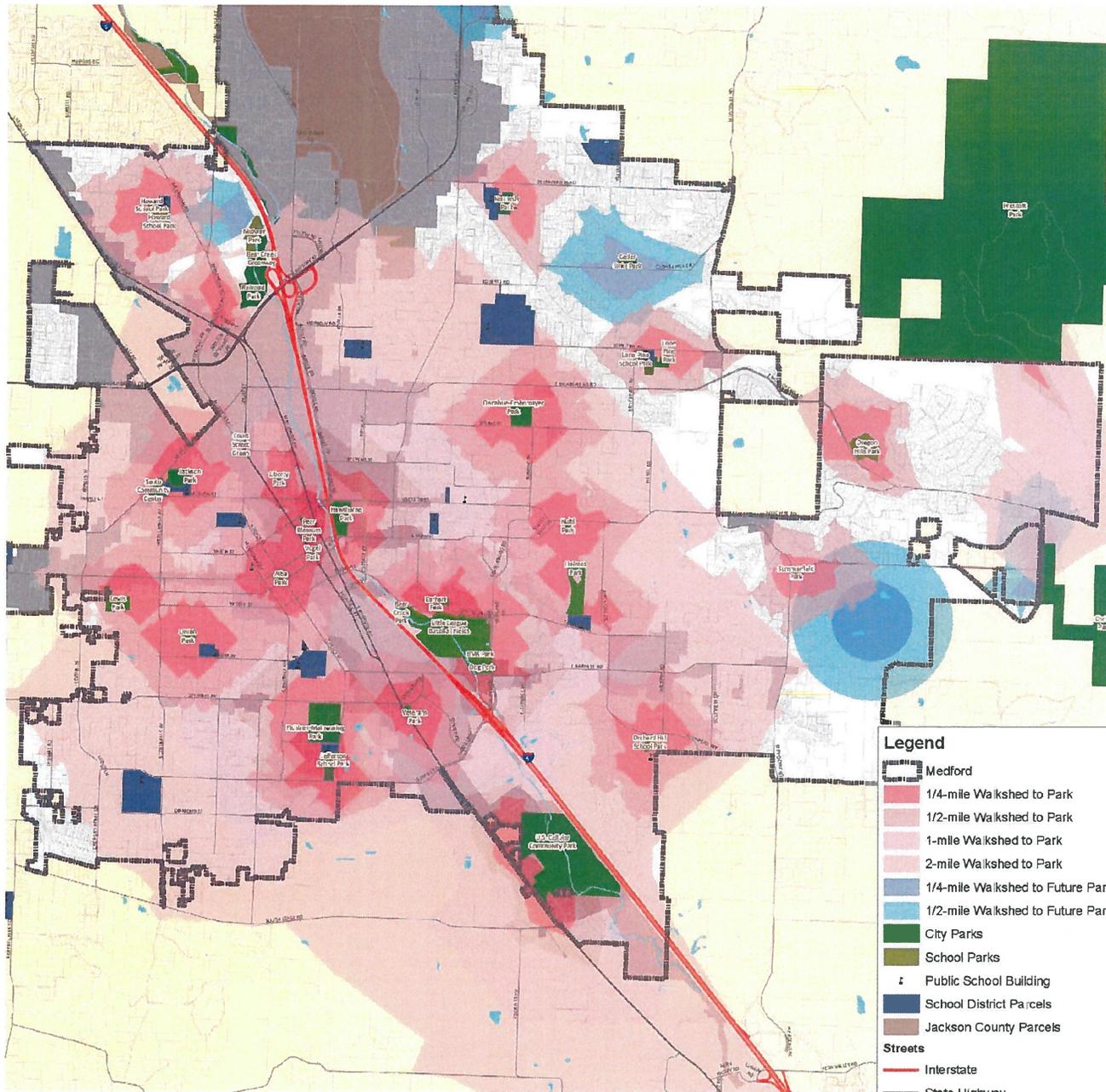
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Parkland Walkshed Analysis

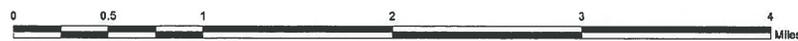


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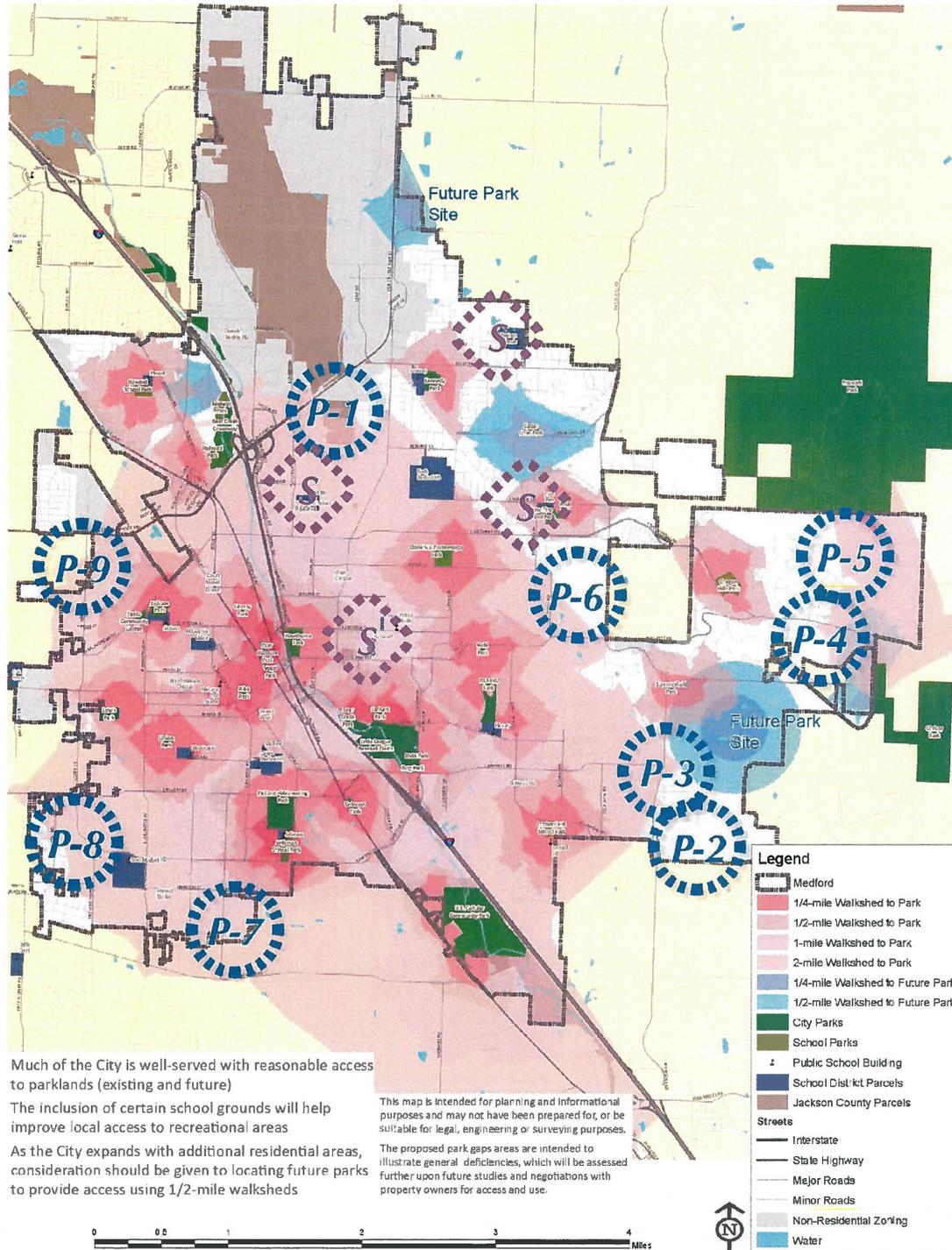
- Medford
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- 1-mile Walkshed to Park
- 2-mile Walkshed to Park
- 1/4-mile Walkshed to Future Park
- 1/2-mile Walkshed to Future Park
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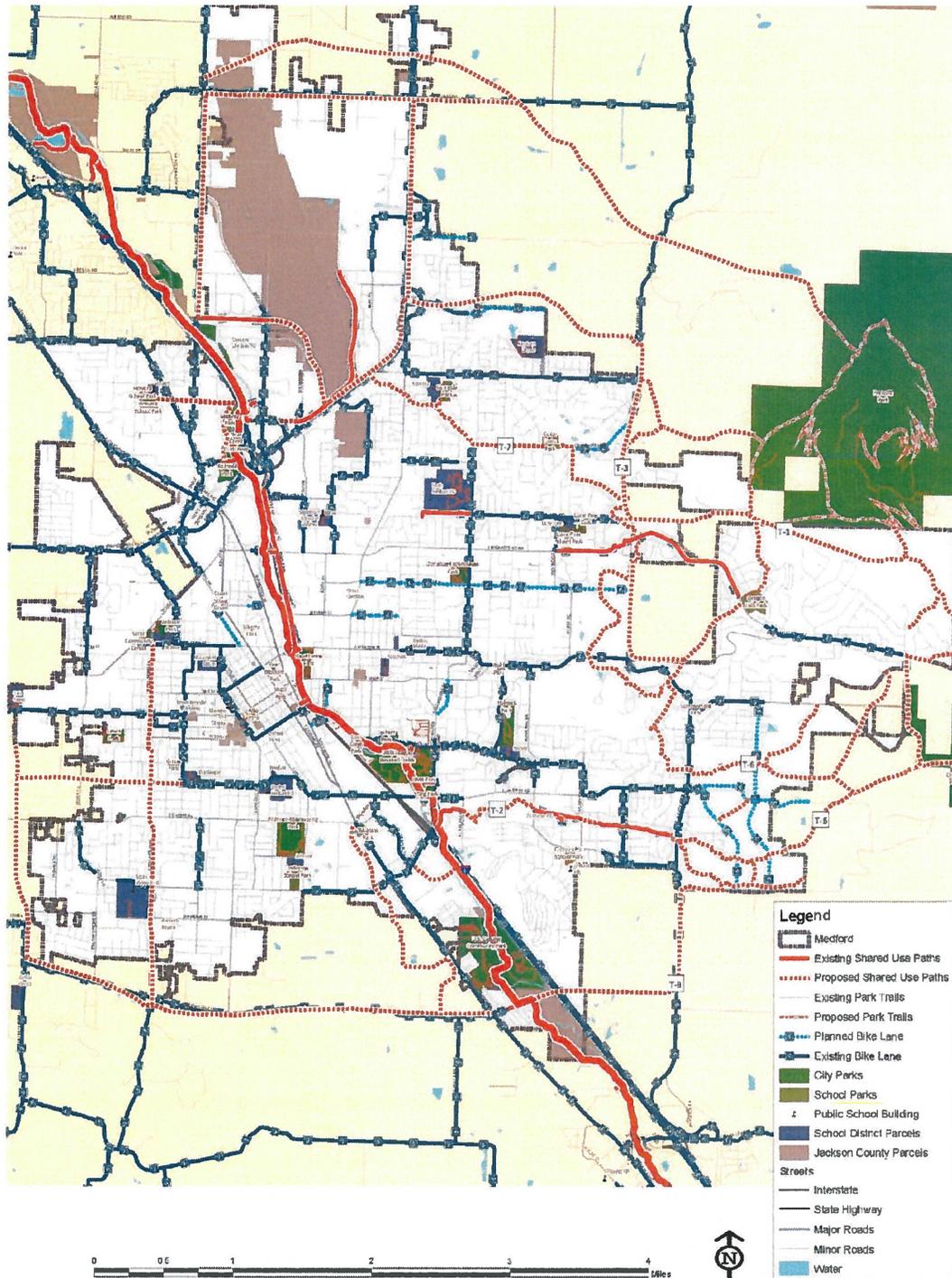
Target Acquisition Areas



- Much of the City is well-served with reasonable access to parklands (existing and future)
- The inclusion of certain school grounds will help improve local access to recreational areas
- As the City expands with additional residential areas, consideration should be given to locating future parks to provide access using 1/2-mile walksheds

This map is intended for planning and informational purposes and may not have been prepared for, or be suitable for legal, engineering or surveying purposes. The proposed park gaps areas are intended to illustrate general deficiencies, which will be assessed further upon future studies and negotiations with property owners for access and use.

Target Trail Connections



Level of Service - Parks

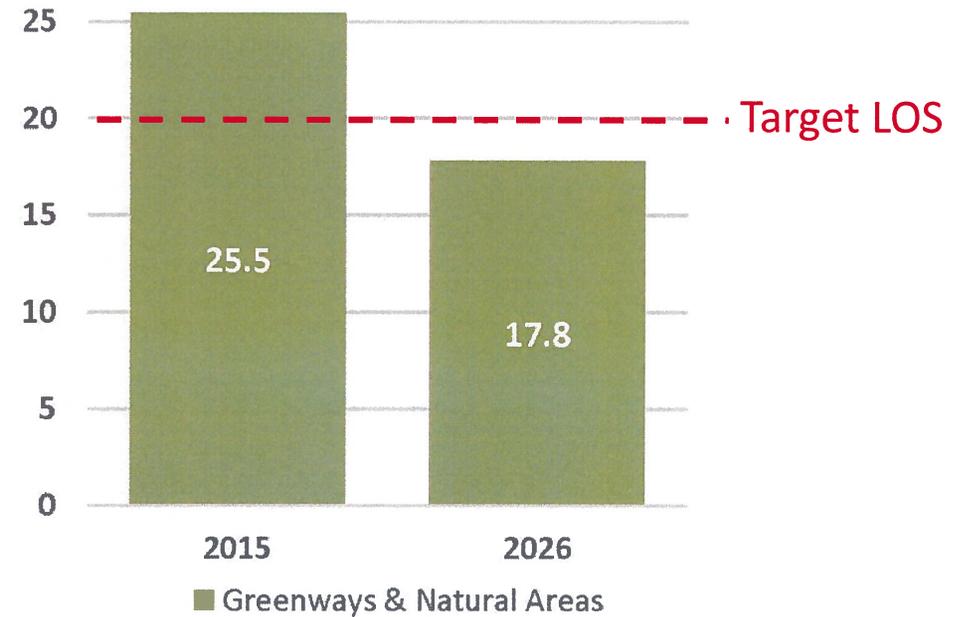
Current standard is
4.31 acres per 1,000
people



- Standard is split: 1.56 ac/1000 for neighborhood parks & 2.75 ac/1000 for community parks
- Growing deficits as community adds more residents
- Continued development pressure on available land
- Limited opportunity going forward for large acreage tracts

Level of Service - Greenways

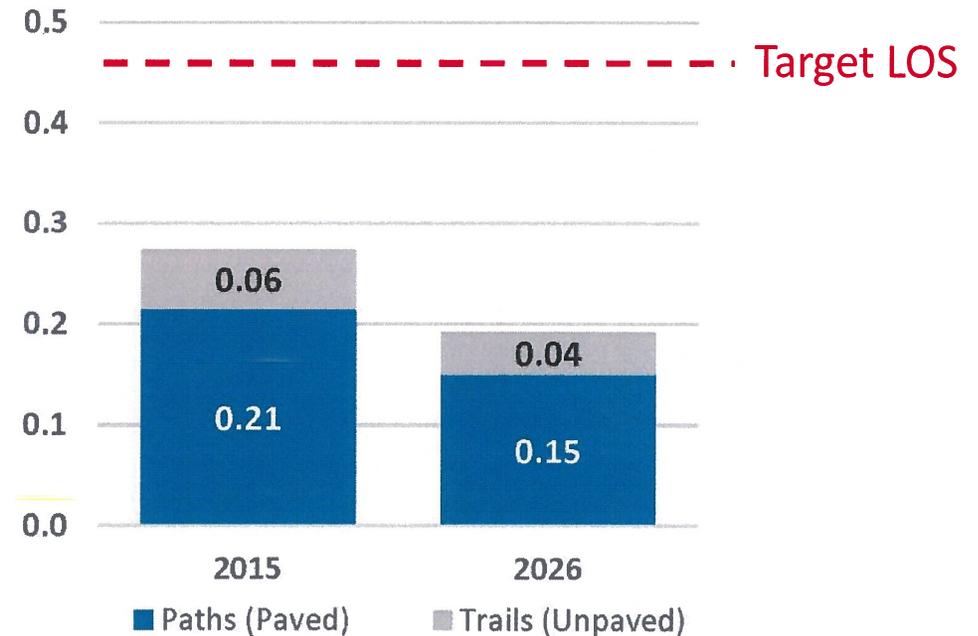
Current standard is
20 acres per 1,000
people



- Recommend elimination of Greenway / Natural Areas standard
- Greenways and Natural Areas not included in current SDC methodology

Level of Service – Paths & Trails

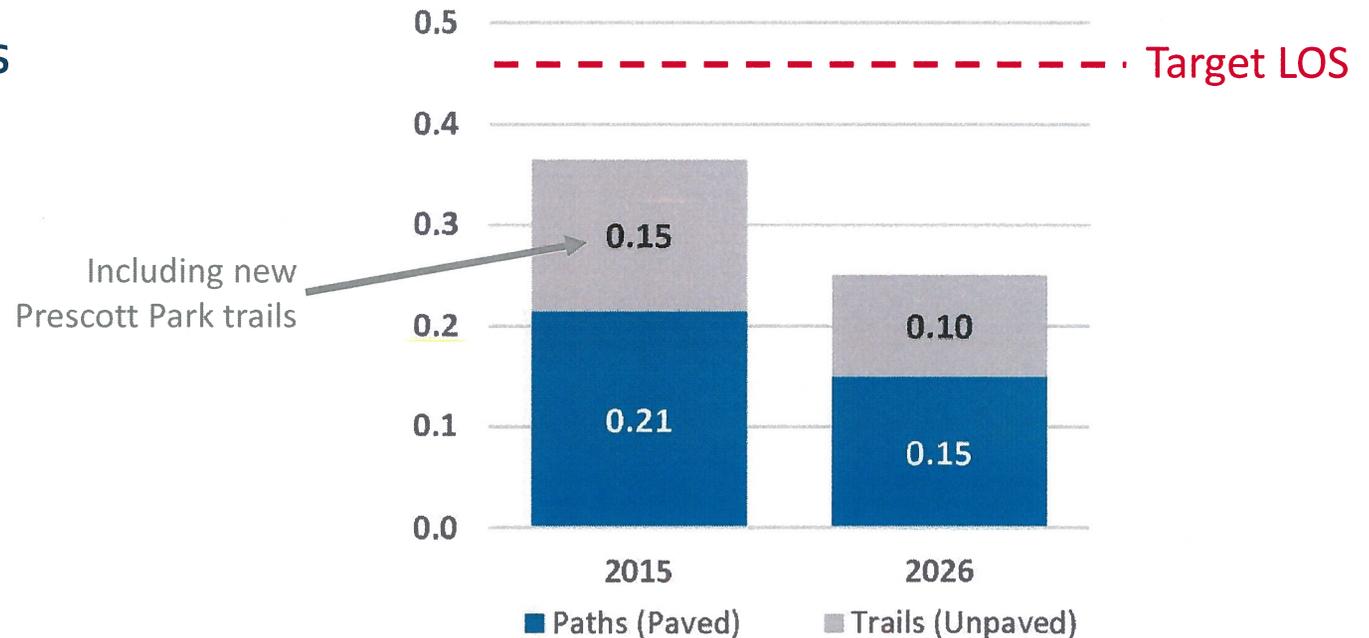
Current standard is
0.46 miles per
1,000 people



- Standard is split: 0.19 mi/1000 for unpaved trails & 0.27 mi/1000 for paved paths
- Implementation of Prescott Park Trails Plan will add ~6.8 miles
- Implementation of Southeast Plan will add additional mileage and connectivity

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Future Forward – Goals & Strategies



Goals & Objectives

Parks & Natural Areas

- Provide park and recreation facilities to support community programming needs
- Strive to provide equitable park distribution where households are more than ½-mile from a developed park
- Develop a long-range public open space plan with the Planning and Public Works Departments and RVCOG
- Enhance access and public enjoyment of Prescott Park by implementing the Prescott Trails Plan

Recreation Programming & Facilities

- Expand the City's role as a primary provider of recreation programs and increase programming to meet changing demographics and growing community needs
- Pursue opportunities to develop an indoor aquatic facility and recreation center
- Offer programs at a range of costs (free, low-cost, full price) and implement strategies to ensure affordability
- Pursue alternative funding options and dedicated revenues, including the reallocation of existing sources

Goals & Objectives

Paths & Trails

- Coordinate recreational path and trail system planning and development with the City's and Jackson County's Transportation System Plan and Southeast Plan
- Integrate the siting of proposed path and trail segments into the development review process
- Develop the Southeast Area greenway paths shown in the adopted SE Area Neighborhood Circulation Plan Map
- Implement standards for route and wayfinding signage and informational maps showing existing/planned routes

Goals & Objectives

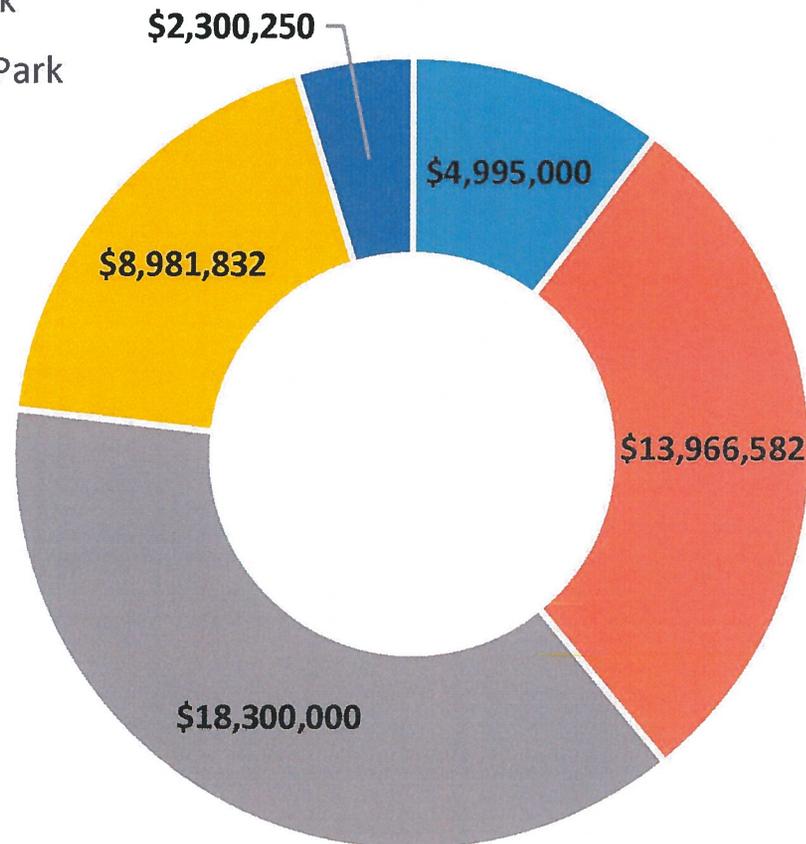
Management & Engagement

- Employ innovative strategies to improve community involvement in park and recreation planning efforts
- Design and maintain parks and facilities to conserve energy and maximize efficient maintenance practices
- Implement and finance the upgrades for ADA compliance to ensure a safe, secure and accessible park infrastructure
- Implement a consistent park signage program for use throughout the system

Capital Facilities Plan

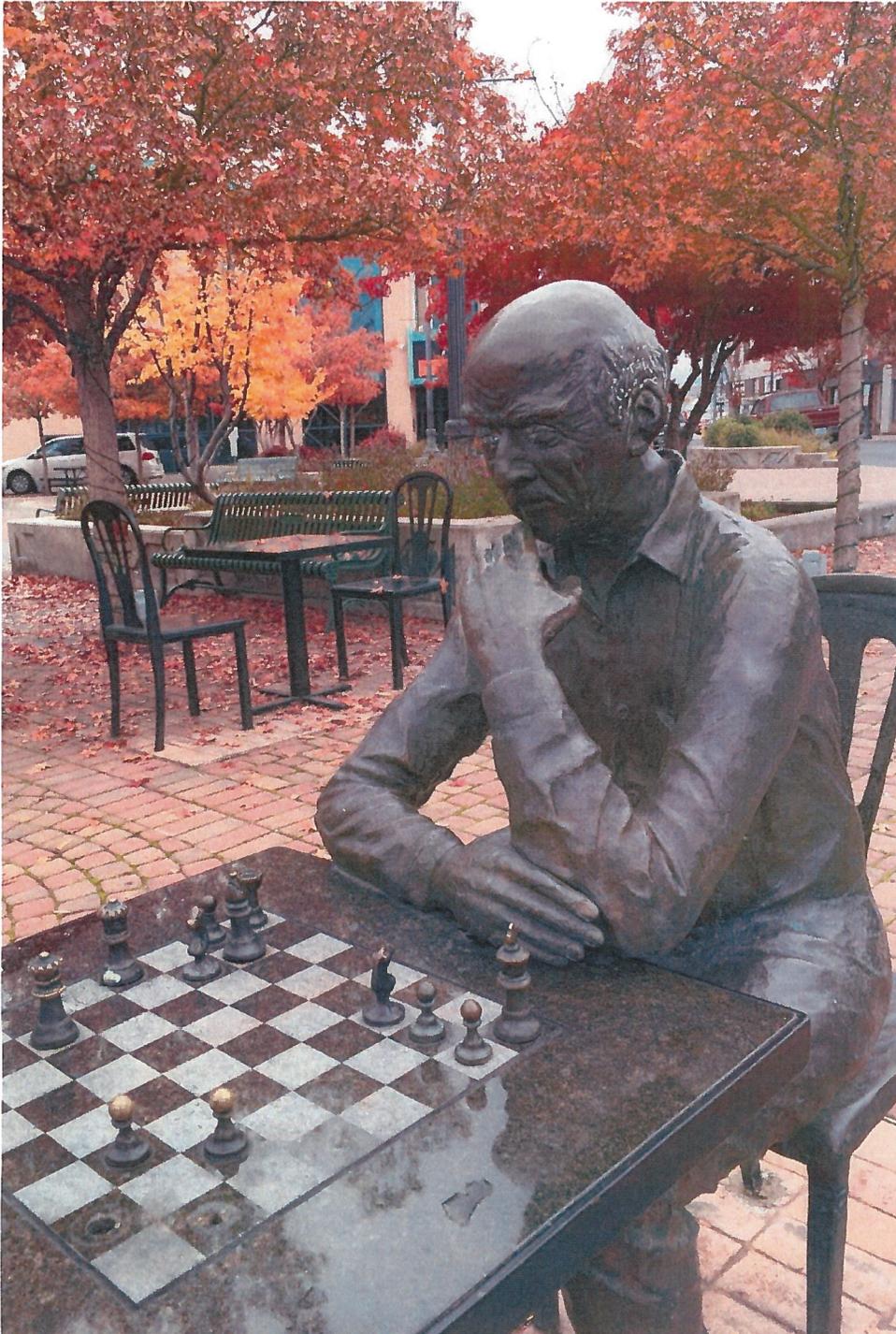
CFP Estimates by Project Type

- Community Park
- Neighborhood Park
- Special Use
- Paths & Trails
- Other



Highlighted Projects

- Park upgrades & enhancements
- Acquisition projects
- Recreation & Aquatic Center
- Park development & expansion



Next Steps

- Questions & comments from today's discussion
- Edits to CFP & SDCs
- Parks & Recreation Commission review & approval
- City Council review & approval