CITY OF McKINNEY

2009 Parks, Recreation and Open Space Master Plan

HALFF

McKINNEY TEXAS
Unique by nature.

City of McKinney

The 2009 Parks, Recreation and Open Space Master Plan

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"The right of children to play, to sing and to dance;
The right of youth to sport for sport's sake;
The right of men and women to use their leisure in the pursuit of happiness in their own way, are basic to our American heritage."

Harry S. Truman,
US President 1945-1953

City of McKinney

The 2009 Parks, Recreation and Open Space Master Plan

Synopsis

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The 2009 Parks, Recreation and Open Space Master Plan

Report Synopsis

This synopsis is intended to provide the reader with an overview of the primary recommendations of the 2009 Parks, Recreation and Open Space Master Plan as identified through the Public Input process and the Planning Team's analysis of standards, resources, and other demand-based needs. This is not an exhaustive list of recommendations; rather, it is intended to illustrate the Master Plan's response to the most urgent parks, recreation and open space needs and to support McKinney's branding: "Unique by Nature".

Policy Recommendations

Land Acquisition

- As McKinney grows, it is essential that the City continues to provide parks and recreation facilities and work toward achieving its adopted standard of twenty-five (25) acres of parkland per 1,000 residents (eight acres of which are to be devoted to Neighborhood and Community Parks).
- By 2014, McKinney needs to achieve 1,900 acres of additional parkland; 428 of these acres must be dedicated to new Neighborhood and Community Parks (at least half of this acreage must be out of floodplain land).

Floodplain Protection and Easement Acquisition

- Support the Engineering Department's storm water management and Office of Environmental Sustainability Clean Water Act compliance efforts as they examine implications of the prohibition of land reclamation within the floodplain.
- Acquire floodplain land for public use or otherwise ensure its protection while acquiring access easements for linear trails.
- Acquire land outside or adjacent to the floodplain so that high-intensity facilities can be built without negatively impacting the floodplain.

Open Space Protection

- Consider amendments to the Subdivision Ordinance and the Stormwater Ordinance to reflect the currently adopted Preservation Plan component of the Comprehensive Plan and to ensure the long-term protection of these lands.
    - In order to protect and preserve the cultural landscapes of McKinney, it is recommended that the City through the Planning Department considers implementing various overlay districts to guide development patterns and characteristics in these special areas.

Operations and Maintenance

- Adopt a standard of budgeting 1.5% of the development cost of a parks, recreation, or open space facility toward maintenance of that facility.

Facilities & Programming Recommendations

Trails

- Continue to expand the trail system by ensuring the presence of one mile of trail per 2,500 residents.
- Within the next five years, develop nineteen (19) additional miles of trails (assuming a 2014 population of 148,000).

Multi-Generational Community Centers

- Develop a strategy to place large multigenerational recreation and aquatic centers in the four quadrants of the City offering access to a center within 10-15 minutes from anywhere in McKinney.
- These facilities could range in size from 65,000 to 80,000 square feet each; the first facility should be constructed in the next five years and should be located in the Southwest portion of McKinney which is currently the City's most developed area.

Aquatic Facilities

- A separate Aquatics Master Plan was commissioned by the City to address specific needs as well as the impact of potential partnerships on future aquatic facilities.

Athletic Facilities

- Based upon current use patterns and expected growth of athletic league participation over the next five years, there is a need for additional athletic fields within the period of 2009 to 2014 including:
    - Diamonds
        - Five (5) additional lighted baseball diamonds with mounds
        - One (1) unlit T-Ball field
    - Rectangular Fields
        - Five (5) additional lighted rectangular fields
        - Two (2) football fields
        - Twenty (20) additional small-sided multipurpose fields or five (5) additional regulation fields.

Recreation Programming

- Set a City goal to ensure that the delivery of core programs such as learn-to-swim lessons, introduction to various physical recreation activities, and basic knowledge of the environment and nature be provided for residents.

"Many community leaders feel they must choose between economic growth and open space protection. But no such choice is necessary. Open space protection is good for a community's health, stability, beauty, and quality of life. It is also good for the bottom line."

Will Rogers, President: Trust for Public Land; 1999

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City of McKinney

The 2009 Parks, Recreation and Open Space Master Plan

Executive Summary

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"The real estate market consistently demonstrates that many people are willing to pay a larger amount for a property located close to parks and open space areas than for a home that does not offer this amenity."

John Crompton, Texas A&M University; 2000

""The future belongs to those who believe in the beauty of their dreams."

Eleanor Roosevelt, U.S. Diplomat and Politician, (1884-1962)

Introduction

McKinney is a unique community that finds itself at a crossroads as it celebrates its 160 year anniversary as an incorporated City. Through most of its existence McKinney has been the center of a local economy with a vibrant downtown retail and government base complimented by an industrial and agrarian economic base mostly unaffected by the economy of its neighbors. Over the last 10 years this local economy has been assimilated into the regional DFW economy and to a greater extent the rapidly growing north Collin County economy. The resulting unprecedented residential and commercial growth in McKinney over the last decade has begun to shape the ultimate image of McKinney. With two-thirds of the city currently undeveloped however, the next 10 years and beyond reveal a clear choice and opportunity. The city can choose to become an extension of its neighbor cities with similar development patterns of homogenous neighborhoods and retail or it can live up to its image of being *Unique by Nature.* Once the recession comes to an end, when the economy is growing, jobs are being created and people again make choices as to where to relocate and to live, work, and play. McKinney can become the city of choice through strategic open space planning (the protection it affords the natural environment), the community it builds (relationships it establishes within and across the city boundaries), and the connections it makes for alternative modes of transport (with a network of trails). All of these strategies are reflective of a commitment to a healthy and enjoyable city with a desirable environment in which to live, work, and play.

The McKinney 2010 Goals (as adopted by Council in 2009) include:

- Growing Economy, Balanced Tax Base
- More Financially Sound City Government
- More Vibrant Historic Downtown
- More Leisure and Recreational Opportunities
- Attractive Hometown: Cleaner, Greener
- Improving Mobility Within, To and From McKinney

The overall vision of the McKinney Parks, Recreation and Open Space Master Plan is to establish an integral role for PROS in fulfilling the City goals and being a catalyst to the City's overall health and well-being. This objective of health and well-being can be established on multiple levels throughout the community:

- *Healthy Economy:* companies want to locate in attractive and beautiful places where the environment is well cared for and there are opportunities for enrichment experiences for employees and their families; this leads to a growing tax base both business and residential.
- *The Environment:* PROS is a core component of McKinney's *Unique by Nature*

brand; a main component of PROS is to identify, acquire and manage landscapes that are A) of unique natural and cultural value, without which the City would loose its character and attraction as a destination and: B) landscapes that provide "ecological services" including floodplains for flood protection; tree covered areas, prairie lands and aquifers that contribute to clean water and air, and serve as carbon sinks.

- *Connected Community:* people want to live and benefit from living in a community where they feel as if they belong and know their neighbors, and where they feel connected to each other; special and neighborhood events are important venues for this to happen.
- *Healthy Individuals:* PROS is envisioned as offering a myriad of opportunities for youth and adults to pursue a lifetime of physical recreation that equates with healthier citizens and lower health care costs; this results in happier and more productive residents.
- *Successful Children:* the future of any community lies within a community's ability to support children who do well in school and can successfully transition to productive adults; parks, recreation and open space provides for growth, learning, and leadership beyond the classroom setting.

In short, PROS is envisioned as the most visible entity of the City of McKinney's *Unique by Nature* brand as it relates to recreation and quality of life amenities.

Master Plan Goals

The overall goals and subsequent recommendations identified in this plan are to lead and guide the City of McKinney in providing choices for quality of life under the umbrella of *Unique by Nature*. The goals include:

- **Expand the park system to maintain and enhance the physical form and image of the City of McKinney.**

- **Preserve and protect open space, cultural landscapes and natural resources within the City.**

- **Provide a system of green infrastructure that links parks, schools, neighborhoods, businesses/retail areas, greenbelts, and open space through physical connections.**

- **Create and provide a variety of recreational opportunities accessible to every citizen, meeting the needs of a diverse citizenry and supporting the individual, family, and community well-being.**

- **Create a structure and process that facilitates the optimization of existing resources across other public, private, nonprofit and commercial entities through shared resources, partnership, etc.**

- **Maintain the character and community feel of the City as it grows and ages.**

Key Parks, Recreation & Open Space Needs

These are the primary needs as identified through the Public Input process and the Planning Team's analysis of standards, resources, and other demand-based needs. This is not an exhaustive list of parks, recreation, and open space needs within McKinney; rather, it is a list of the most urgent needs and those that are not easily addressed through PROS operational activities.

Land Acquisition

Meeting the park, recreation, and open space needs of new residents as McKinney grows is deemed important by 94% of the Telephone Survey respondents. Furthermore, almost nine out of ten respondents think it is important to acquire land for open space and future parks and to construct facilities in accordance with demand as new residents move to McKinney. The importance of acquiring land was also mentioned at every single Public Input event that was conducted as part of this Master Plan as was the importance of the City acting with forethought when it comes to providing parks, recreation facilities, and open space. In addition to the public demand for acquiring land, other important reasons for focused and persistent land acquisition include:

- Acquiring land before land costs become prohibitive
- Acquiring land before an area is completely developed so that parks, recreation facilities, and open spaces are possible across McKinney
- Meeting McKinney's adopted parkland acreage standard of 25 acres per 1,000 residents.
- Providing space for the development of future parks to meet current and future recreation needs.

Floodplain Protection and Easement Acquisition

One of the most visible natural features in McKinney is the floodplain environment that surrounds Wilson Creek, the Trinity River, Honey Creek, and other creeks and drainage ways across the City – it is primarily these areas that make McKinney *Unique by Nature*. Through the Public Input process, a very strong level of support was exhibited for protecting and preserving open space within the floodplain; in fact, "preserving environmentally sensitive areas such as natural creek corridors" ranks as the most important development strategy in the telephone survey. One of the issues that arose multiple times through the public input process was the importance of better balancing the growth of urban development with the preservation of open space to keep McKinney "green" – literally and figuratively.

Trails

Across McKinney, people place a high value on hike and bike trails along creeks, streets, and other connective corridors that link their neighborhoods with parks, schools, and businesses. The trails network can be viewed as "the crown jewel of McKinney's parks, recreation, and open space system"; in fact, respondents to the telephone survey that use the City's trails exhibited a higher level of satisfaction with the quality of parks, recreation, and open space facilities in McKinney than those that did not use trails. Trails are ranked by the public as the most important facility for the City to provide or expand and truly serve as the backbone and connective tissue of the park system. It is estimated that within the next five years, an additional nineteen (19) miles of trails will be needed to add to the existing 40 miles of trails to meet the City standard of one mile of paved trail per 2,500 residents, at a population of 148,000 residents.

Athletic Facilities

Based upon current use patterns and expected growth of athletic league participation over the next five years (it is assumed that league participation for baseball, softball, soccer, and football will correlate with population growth patterns), there is a need for additional athletic fields within the period of 2009 to 2014 including:

- Diamonds
    - Five (5) additional lighted baseball diamonds with mounds
    - One (1) unlit T-Ball field
- Rectangular Fields
    - Five (5) additional lighted rectangular fields
    - Two (2) football fields
    - Twenty (20) additional small-sided multipurpose fields or five (5) additional regulation fields.

In addition to their use for soccer and football, rectangular fields can be adapted for use by other sports, including lacrosse – a rapidly growing sport nationwide. The growth of such young sports might create demand larger than is reflected by the need expressed above.

Facilities for Special Needs

Often, special needs are expressed by citizens for certain types of parks or recreation facilities such as dog parks and skateboard/BMX parks. In many of these instances, the majority of the community does not need or will not use these facilities, but it can be argued that the provision of such facilities serves to meet the diverse needs of the community. In the public involvement process, which included a telephone survey, web-based youth survey, and multiple focus group and public meetings, none of these special purpose facilities rated highly. In fact, none received majority support other than "visiting a dog park." Such results should not eliminate these types of facilities from consideration; rather, these needs should be responded to on a case-by-case basis and as needed. These facilities should also be designed with the specific user group that will use the facility in mind as they will not been utilized by the general public.

Multi-Generational Community Centers

Throughout the Public Input process, demand and support was expressed for one or more Multi-Generational Community Centers – centers that include traditional recreation center amenities (including fitness facilities and gyms), multi-purpose space (for classes, programming, and meetings), and lifestyle amenities such as lounges, reading rooms, and computer labs. The telephone survey results show that McKinney residents feel that constructing one or more large recreation centers with multi-purpose facilities is the second most important development strategy for the City. The Planning Team's analysis shows that the current recreation center offerings in McKinney, the Community Center and the Old Settler's Recreation Center, are inadequate in size and in geographic location to serve the current population in the City. These facilities total 44,000 square feet and when comparing against benchmark cities[1], McKinney has a deficit of 67,000 square feet of recreation center space. In five years, an additional 86,000

1 Allen, Frisco, Denton, Plano, Chandler, AZ, and Henderson, NV

square feet (including the above mentioned 67,000 square feet) of recreation/community center space will be needed and by build-out, an additional 268,000 square feet of space will be needed.

Aquatic Facilities

The need for aquatic facilities was demonstrated thoroughly by the telephone survey – when participants were asked their favorite activity, the top response was swimming; when asked how important it is for the City to provide or expand swimming activities, 83% said it is important; when asked what one facility is most lacking in their part of the City, the number one response was aquatic center/ water park (20% of respondents) and the number two response was indoor / outdoor pool (18% of respondents). There is clearly strong demand from McKinney's citizens for additional aquatic facilities, but the trends in recreation (as described in the Master Plan) also support the need for additional swimming and related aquatic activities, especially in conjunction with recreation / community centers.

Overall Parks, Recreation and Open Space Priorities

Overarching Priority

Acquiring land to:

1. Preserve Open Space, Natural areas and Cultural Landscapes
2. Develop Future Parks and Recreation Facilities

Outdoor Facilities/Programs

1. Hike and Bike Trails
2. Outdoor Leisure Aquatics
3. Provide outdoor recreation facilities as part of the development of new parks and the expansion/improvement of existing parks

Indoor Facilities/Programs

1. Regional multigenerational recreation/aquatic facility
2. Develop three additional regional multigenerational centers
3. Conversion of Community Center into a meeting venue
4. Modify visitor flow at Old Settler's Recreation Center

Paradigm Shifts

Being *Unique by Nature* requires the City to set very high goals for itself and to strive to meet those goals in a comprehensive and concerted manner. The provision and improvement of McKinney's parks, recreation offerings, and open spaces are key elements in achieving the City of McKinney 2010 goals, the 2009 Parks, Recreation, and Open Space Master Plan goals (as described at the beginning of this document), and the vision of being *Unique by Nature*. To truly be *Unique by Nature*, McKinney must emphasize the importance and the role of Parks, Recreation, and Open Space.

Protect and Preserve the Floodplain

Of urgent, utmost importance is the necessity to preserve and protect land in the floodplain. Floodplain land is prevalent in McKinney and perhaps the most visible characteristic of the City's *Unique by Nature* status. The importance of protecting these areas cannot be stressed enough; protecting and preserving the floodplain not only benefits storm water management, improves water quality, provides ecological protection, and ensures habitat contiguity. It also provides recreation opportunities in the form of parks and trails and preserves the visual icon which makes McKinney the special place that it strives to remain. In order to fully protect and preserve the floodplain, three important steps must be taken:

1. Support the Engineering Department's storm water management efforts and Office of Environmental Sustainability Clean Water Act compliance efforts as they examine implications of the prohibition of land reclamation within the floodplain.
2. Acquire floodplain land for public use or otherwise ensure its protection and acquire access easements for linear trails.
3. Acquire land outside or adjacent to the floodplain so that high-intensity facilities can be built without negatively impacting the floodplain.

Parks and Open Space as the Highest and Best Use

The term "highest and best use" is often used to describe the type of development that is most suitable for a particular piece of land. Often, the sole determinant of the highest and

best use of a piece of land is the economic impacts of a particular land use. It is important for McKinney to understand and consider the Triple Bottom Line of "people, planet, profit" when determining the location of parks, recreation facilities, and open spaces; that is, taking into account not only the economic potential of a piece of land, but also the ecological and social performance and benefits (or lack thereof) that will accompany different types of land development. When all three of these levels of performance are considered, parks, recreation facilities, and open spaces are themselves often the "highest and best use" for a piece of prime developable land because of the benefits of increased property values and tax revenues, habitat protection and storm water management, and mental and physical well-being of nearby residents. In fact, studies have been conducted that show average property value increase of 15% for those properties within 600 feet of parks.

Limitations of the Private Sector

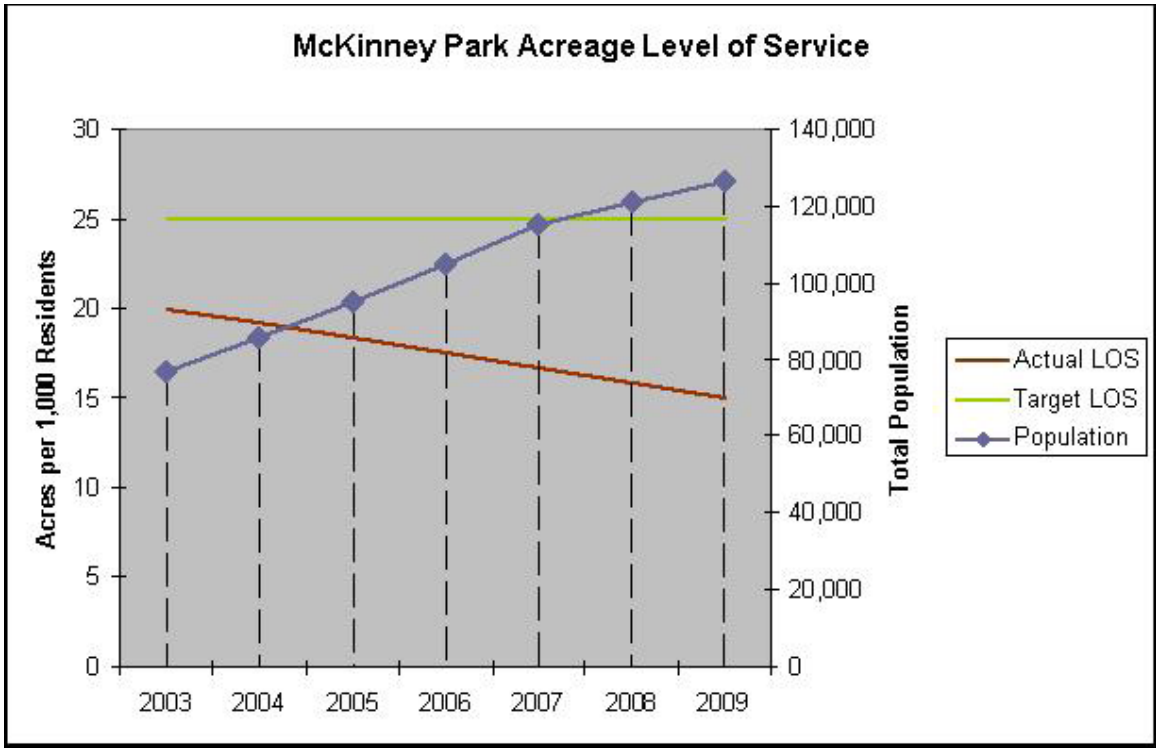
While the private sector can and does provide many services and opportunities to the City's residents, it cannot meet all of McKinney's recreation needs for several reasons. One of the most critical reasons is the potential for facilities to be provided and then lost when their financial performance is no longer seen as adequate or as a higher and better use is determined for the land on which such facilities were located. Often, those that develop and own these facilities do not have the same short and long term commitments to meeting the recreation needs of McKinney as the City itself does. This is largely a factor of the implementation of recreation facilities by the private sector being market driven, not necessarily need driven, which is exhibited by the lack of private fitness centers and other private sector recreation facilities in east McKinney. A specific example of this higher and better use scenario has recently taken place at the Ballfields at Craig Ranch. Recently four of these privately-built and privately-funded fields were removed for private land development. These fields at one time were suggested to forego the need for the City to build fields. However, due to their removal, the pressure to develop additional ballfields quickly falls back on the City to fulfill this need. Another primary limitation of the private sector is the need to turn a profit and therefore often impose fees for facility use that are prohibitively expensive for some McKinney residents. One area where this becomes very problematic is in athletic leagues in which the recreational users are not prepared or capable of paying the costs associated with private facilities as "Select" league users are. Providing recreational facility use at little or no cost is an important aspect of adding to the quality of life for all citizens, especially the lower income families.

Investing in Maintenance

In order to continue providing a quality Parks, Recreation, and Open Space system, it is crucial that the City makes an investment (both in dollars and in people) in the maintenance of PROS facilities and lands. Currently, PROS is doing very much with relatively little resources. In order to expand the system to meet McKinney's current and future needs, additional resources need to be directed to the maintenance of new and existing facilities.

The Value of Level of Service

For the last six years (since the adoption of the 2003 Parks Strategic Plan), the City has had a formerly adopted Target Level of Service (LOS) of 25 acres of parkland per 1,000 residents. At the time this Target LOS was adopted, the City had approximately 20 acres of parkland per 1,000 residents. Today, however, the actual level of service has dropped to only 15 acres per 1,000 residents. As of today, McKinney has 1,800 acres of parkland leaving a deficit over 1,500 acres of parkland based on the adopted Target LOS. By 2014, this deficit will have grown to 1,900 acres if no additional parkland is acquired.



Key Master Plan Recommendations

Policy Recommendations

Land Acquisition

McKinney is one of the fastest growing cities in the United States. As such, available land within the City is quickly vanishing and that which remains available is becoming prohibitively expensive. As McKinney grows, the City must continue to provide parks and recreation facilities and work toward achieving its adopted standard of twenty five (25) acres of parkland per 1,000 residents (eight acres of which are to be devoted to Neighborhood and Community Parks). The only way to ensure the successful provision of parks in the future is to acquire adequate amounts of land today. By 2014, McKinney needs to achieve 1,900 acres of additional park land; 428 of these acres must be dedicated to new Neighborhood and Community Parks (at least half of this acreage must be out of floodplain land).

Floodplain Protection

As the need for protecting and preserving the floodplain has been clearly expressed during this Master Planning process, it is recommended that the City review its Clean Water Act and storm water management planning efforts in context of the impact of land reclamation on the floodplain.

Open Space Demarcation

Ensuring the protection and preservation of open space and parkland has been cited numerous times as a crucial objective for McKinney now and into the future. As such, it is recommended that the City consider an amendment to the Future Land Use Map component of the Comprehensive Plan to provide a future land use module specifically for floodplain. Currently, floodplain land is not represented as a future land use component or is overlapped by other future land use modules, which implies that the floodplain land is developable. Much of this land is the City's currently adopted Preservation Plan component of the Comprehensive Plan, but is not shown on the Future Land Use Map. Amending the Map as described will help to solidify the future of open space and parks in McKinney and, as the Future Land Use Map is a legally-defensible document[2], will help provide an added layer of protection against the loss of parks and open space.

2 As per § 211.004 of the Texas Local Government Code, "Zoning regulations must be adopted in accordance with a comprehensive plan and must be designed to… facilitate the adequate provision of transportation, water, sewers, schools, parks, and other public requirements"

Operations and Maintenance

In order to successfully maintain McKinney's parks and open spaces the future, maintenance needs to be adequately funded and supported. It is particularly recommended that the City adopt a standard of budgeting 1.5% of the development cost of a parks, recreation, or open space facility toward maintenance of that facility.

Facilities & Programming Recommendations

Trail Development

The trail system is the most important component of McKinney's Parks, Recreation, and Open Space system. It is recommended that the City continue to expand the trail system by ensuring the presence of one mile of trail per 2,500 residents. Within the next five years, this will determine a need of nineteen (19) additional miles (assuming a 2014 population of 148,000).

Recreation Facilities

Recreation Centers

McKinney has a lack of recreation center space compared to the average square footage provided by its benchmark cities (Allen, Chandler, AZ, Frisco, Henderson, Nevada, and Plano). McKinney's average of 0.36 square feet per population ratio is less than half the average of the benchmark cities 0.88 square feet per population). It is recommended that the City develops a strategy to place large multigenerational recreation and aquatic centers in the four quadrants of the City offering access to a center within 10-15 minutes from anywhere in McKinney. These facilities could range in size from 65,000 to 80,000 square feet each; the first facility should be constructed in the next five years and should be located in the Southwest portion of McKinney which is the City's most developed area. Strategic partnerships and funding opportunities (including McKinney ISD, health providers, community colleges and grants) should be sought for these centers.

Aquatics Facilities

McKinney has a lack of capacity in all areas of aquatics including indoor and outdoor leisure water and indoor fitness and/or competitive water. Because of the special nature of aquatics, a separate study was commissioned by the City of McKinney. The study addresses each aspect of aquatics as well as the impact of potential partnerships on future aquatic facilities.

Recreation Programming

Marketing and recreation programming are closely inter-related. Alternative options of recreation programming should be a reflection of people's perceptions of what is important to them.

During the public involvement process, a strong preference was repeatedly exhibited for three major topics:

1. The preservation of natural, open spaces and the ability to make use of them.
2. Recreation activities and opportunities tied to fitness and incorporated activities that could be both out of doors and indoors; this is evidenced by the strong preference for expanded swimming opportunities.
3. A desire to maintain the sense of community for the City of McKinney as it grows.

The projected growth of the community along with specific public feedback indicates the need for comprehensive, overall physical recreation and wellness services. This approach coincides with the recommended multi-generational community centers to accommodate these programs and services.

Provision of Core Programs and Services

While the City of McKinney does not have many commercial recreation and leisure service providers, it does have a number of other community providers such as youth sports leagues, country clubs, and churches that provide recreation and leisure services to their members. Therefore, PROS should consider setting a goal to ensure that the delivery of core programs such as learn-to-swim lessons, introduction to various physical recreation activities, and basic knowledge of the environment and nature be provided for residents.

Community Events

Community events that include smaller-focused events to City-wide special events should remain a consistent part of services as these activities and events are not easily replicated by other providers due to the City being the only agency that represents the entire community. In addition, these community-wide events fall within the goal of PROS collaborating with community partners.

Partnership Possibilities

The nature of most public park and recreation professionals has long been recognized as being collaborative in nature as the number of associations and volunteers with whom they partner. This successful pattern of partnering should be expanded for a number of reasons; most importantly the optimization of existing resources. Expansion of existing partnerships is recommended along with more significant partnerships and agreements such as with the local school districts, relating to shared space and additional facilities for the community.

Conclusion

PROS has the potential to assist and support the City of McKinney as it seeks to fulfill its vision of a viable and vital community. There was a time when people's choices about where to live, work, and retire were dictated primarily by location. People had to live near land for agricultural and mining employment and later by sources of power and transportation for manufacturing. In today's world, people still make these life choices on the basis of location, but now the selection of location is by choice of lifestyle. Multiple studies have demonstrated that people want to live where there is access to natural and open spaces and where there are "things happening" for individuals, families, and the community itself. The City of McKinney has positioned itself well as it relates to access to natural and open spaces through its *Unique by Nature* concept, but the additional emphasis upon people's preferences for high quality activities and interactions are an additional way in which PROS can augment that desirable position.

The City branding of *Unique by Nature* places the City of McKinney, Texas among communities seeking to be known for their green-friendly policies, practices and lifestyles. The Planning Team, in gathering public input, has found widespread acceptance of this branding concept, which equates to a vision for the City, among businesses and residents alike. Now it becomes a goal of the City of McKinney to ensure that this Vision achieves that reality.

McKinney is uniquely positioned to meet that goal. Unlike the more densely developed neighboring jurisdictions to the south and west, McKinney has opportunities to thoughtfully plan and develop parks and recreation resources as well as obtain adequate open space to give credence to the *Unique By Nature* Vision. This process will take place over the next several years as McKinney journeys toward eventual build-out. The City's action at each step along the way will determine the economic viability, livability, and desirability for the residents of the future McKinney.

In addition to the relatively open canvas for painting McKinney's future, there is another significant advantage for the City, "Location." For over 80 percent of its 160 year existence McKinney was considered too far from Dallas-Ft. Worth to be called a "Suburb." At one time that may have been seen as a disadvantage, but for the future of McKinney it is now an advantage. McKinney is uniquely positioned to become a "primary city," an employment

and residential center with its own center of gravity in the region. It can become one of several primary cities on the outermost orbit of the Dallas-Fort Worth Metro area. The *Unique by Nature* Vision positions the City to successfully compete for the best companies and provide the resident workforce, and the desirable, livable community that they are seeking.

The public interest in retaining the historic character and feel of the community is an embodiment of that cultural awareness that makes McKinney such a great place to live. The impact of parks, recreation, and open space as an integral component of McKinney's 2010 City goals, are described as follows:

Growing Economy, Balanced Tax Base

For over 30 years commercial realtors have recognized parks, recreation and open space as one of three determining criteria in a company's choice of locations. Great parks, lots of recreation opportunities and plentiful open space are compelling winners in the competition for the top employers. Further, numerous studies have verified that these resources bring tax value to the community as well. A study conducted by the members of the Planning Team in a similarly fast growing Texas community found that housing abutting park or open space property was valued at 15% higher than a similar model house and a lot merely 600 feet away from the park. Parks, recreation and open space help the economy grow and contribute to a balanced tax base.

More Financially Sound City Government

When facing a price tag of almost 130 million dollars it is hard to believe that these capital development expenditures will place McKinney on a more financially sound platform. While the development costs seem daunting, in reality the cost of operating and maintaining lands and facilities is much more costly over the life of the asset. So how do parks, recreation, and open space make the City government more financially sound?

Capital Costs

- Capital dollars are estimated conservatively without deducting money for policy initiatives, increased developer participation, partnerships, grants, and sponsorships.
- Current sources of capital funding including assumed MCDC funding over the next five years reduce capital needs to about $76 Million.
- A favorable municipal bond market will allow the City to bond parks and recreation projects at roughly $76.0 million and allow current residents to enjoy the use of these facilities and draw new residents who can pay for the facilities as they use them over the next 15 to 20 years.

Operation and Maintenance Costs

- It is often true that the best open space, that which supports the most diverse habitat,

are the vegetative and hydrological edges along the most desirable developable land. By crafting appropriate criteria for acquisition, costs can be reduced for acquisition and annual maintenance of the land.

- Certainly, one needs only look at the future cost of failing to control downstream erosion and sedimentation to recognize that prevention is many millions less expensive than mitigation.
- Astute planning for parks, open space areas, and athletic grounds can yield numerous savings through using native plants; limiting mowing requirements and judicially selecting the number and location of vegetative and floral varieties and displays. The types of grasses that are grown and the soil base also drive athletic field maintenance and offer playability/maintainability compromises.
- Many facilities such as the development of family-oriented recreation centers, aquatic centers, tennis facilities and even athletic fields provide an opportunity for cost recovery. The amount of cost recovery is largely dependent on the number and products provided by other nearby providers; the design of the facility; the product mix chosen for the facility; and the City's choices regarding fee and pricing policies. Nationally, over the last decade, municipal recreation centers have generated an average of about 65% revenue to costs. This typically reduces the jurisdictions responsibility to 35% of operation and maintenance to cover the essential services. Not many opportunities exist in government to get $6.50 back on every $10.00 spent.

All four of the remaining goals, "More Vibrant Historic Downtown," "More Leisure and Recreational Opportunities," "Attractive Hometown: Cleaner, Greener," and "Improving Mobility Within, To and From McKinney" as with the two previously mentioned goals, were integral to the development of this Master Plan for Parks, Recreation, and Open Space for the City of McKinney. Recommendations for programming, including expansion of the special events and programming for natural and cultural history speak to the historic downtown and more recreation opportunities. The many recommendations on open space and maintenance needs reflect the awareness of providing continued support for the PROS system as it develops.

The Planning Team, in undertaking this planning process, has embraced the City's Vision of a community that is *Unique by Nature*. The many meetings with staff, focus group participants, public meetings, and various surveys have enabled us to develop a plan that synthesizes the national, regional, state and local best practices and trends with the expressed needs and desired outcomes of the McKinney residents.

This plan, when used as a guide to face the challenges of the next five to ten years should position McKinney to further its progress toward realizing the Vision of being *Unique by Nature*.

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Chapter 1

Introduction

2009 Master Plan Vision

McKinney is a well-established community in North Texas that is currently celebrating its 160th anniversary. Within the last decade, this community has truly emerged as one of the fastest growing and most desirable cities in the United States. This climate of economic growth and desirability was created by the availability of affordable land for quality housing, good schools, proximity to jobs in Dallas and along the Telecom Corridor, and an attractive landscape of creeks and rolling hills not found in most parts of the Dallas-Fort Worth Metroplex. These conditions make McKinney truly *Unique by Nature*. Today, as we are in the midst of the most significant economic recession in the United States since the Great Depression of the 1930s, McKinney finds itself in an enviable situation. When the recession ends and the economy begins to re-emerge, the City of McKinney has the golden opportunity to position itself as *the* place to live, *the* place to work, and *the* place to shop and recreate in North Texas.

Achieving this grand vision, however, will not be accomplished through business-as-usual or small steps taken toward only partially achieving these goals. Remaining *Unique by Nature* and becoming *the* community of choice in attracting people and more economic development will require bold, visionary steps by City leadership. The successful implementation of such a vision can be measured by an improvement of the Triple Bottom Line – that is, "People, Planet, Profit" or the idea that decisions must be made not only based on economic potential, but also on the social performance and ecological benefits that result from such decisions. Tied to the City's commitment to reinforce McKinney as being *Unique by Nature*, achieving the Triple Bottom Line means:

- ***Social Performance***: Building a connected and healthy community through easy and close access to parks and open space, recreation opportunities and trail connections (to link neighborhoods, schools, jobs, and shopping).
- ***Ecological Performance***: Recognizing the value of ecological services (e.g. carbon sequestration, natural flood conveyance, habitat preservation, and water quality) which requires the protection of open space.
- ***Economic Performance***: Capitalize on the fact that proximity to parks and open space directly influences property value and recognizing that protected open space and parks add to a city's image and character, which in turn attracts people and business to the city.

The overall vision of this Master Plan is for the McKinney Parks, Recreation and Open Space Department (PROS) to play an integral role in reaching the McKinney 2010 City-wide goals and helping McKinney grow into a City that affords its citizens an excellent level of service in parks and recreation. In support of this vision, PROS will play a pivotal role in providing opportunities to benefit the individual, the community, and the City's economy as a whole. Specific sectors which PROS should affect include:

- *Healthy Economy*: companies want to locate in attractive and beautiful places where the environment is well cared for and there are opportunities for enrichment experiences for employees and their families; this leads to a healthy both business and residential tax base.
- *The Environment*: PROS is a core component of McKinney's *Unique by Nature* brand; a main component of PROS is to identify, acquire and manage landscapes that are A) of unique natural and cultural value, without which the City would loose its character and attraction as a destination and: B) landscapes that provide "ecological services" including floodplains for flood protection; tree covered areas, prairie lands and aquifers that contribute to clean water and air, and serve as carbon sinks.
- *Connected Community*: people want to live and benefit from living in a community where they feel they belong and know their neighbors, and where they feel connected to each other. Special and neighborhood events are important venues for this to happen.
- *Healthy Individuals*: PROS is envisioned as offering a myriad of opportunities for youth and adults to pursue a lifetime of physical recreation that equates with healthier citizens and lower health care costs; this results in happier and more productive residents.
- *Successful Children*: the future of any community's economy (as well as individuals) lies within a community's ability to support children who do well in school and can successfully transition to productive adults; parks, recreation and open space provides for growth, learning, and leadership beyond the classroom setting.

In short, PROS is envisioned as the most visible advocate of the City of McKinney's *Unique by Nature* brand not only for recreation and quality of life amenities, but also for

improving the quality of the urban environment in McKinney by ensuring the preservation of open space and the provision of parks and trails.

Purpose of the Master Plan

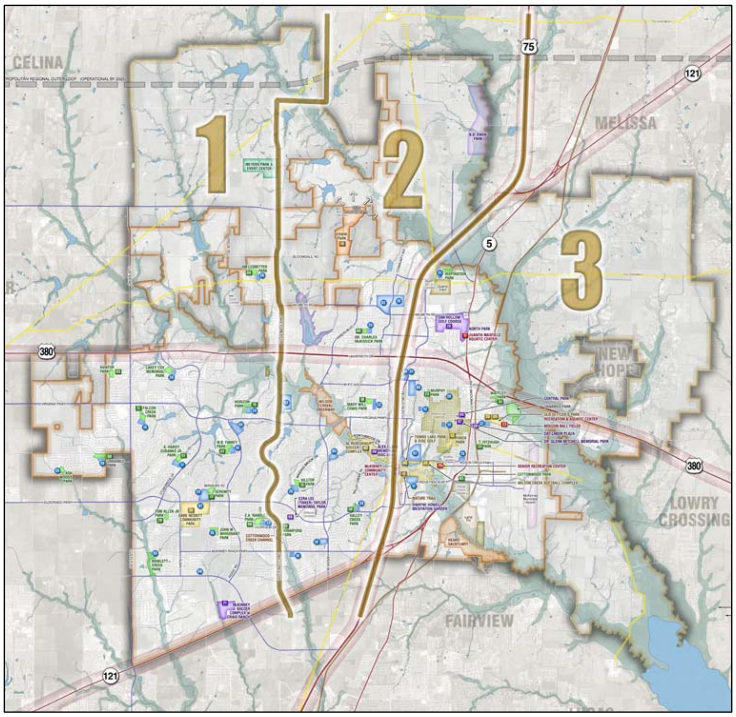
The primary functions of this Master Plan are to assess the current state of McKinney's parks, recreation, and open space system; define needs and deficiencies in the system; establish goals and priorities for improving the system; and working toward realizing the vision described above. In addition to performing these primary functions, the Master Plan also identifies changing trends locally, regionally and nationally; identifies citizen needs and opinions; and compares McKinney with benchmark cities. Finally, the Master Plan recommends changes on various scales, from City-wide to site-specific, and of various types – physical, regulatory (city policy), and operational.

"We should so live and labor in our times that what came to us as seed may go to the next generation as blossom, and what came to us as blossom may go to them as fruit. This expresses the true spirit in the love of mankind."

- Henry Ward Beecher

Planning Areas

As of January 2004,the City of McKinney has almost sixty square miles of land within its city limits and an additional fifty four square miles of extra-territorial jurisdiction (ETJ; land that is outside of the city limits but which the City still has limited authority over). As McKinney builds out the ETJ will eventually become part of the city limits; therefore, this Master Plan focuses on not just the area within the city limits, but also the area that will one day become part of McKinney.



For planning purposes, the City was delineated into three sectors. The general divisions between the three areas are Lake Forest Drive between Area 1 and Area 2 and US Highway 75 between Area 2 and Area 3. These areas are used to identify the geographic variance between opinions and needs as expressed by the Citizen Attitude Survey (telephone survey) as described in Chapter 5.

Plan Timeframe and Plan Maintenance

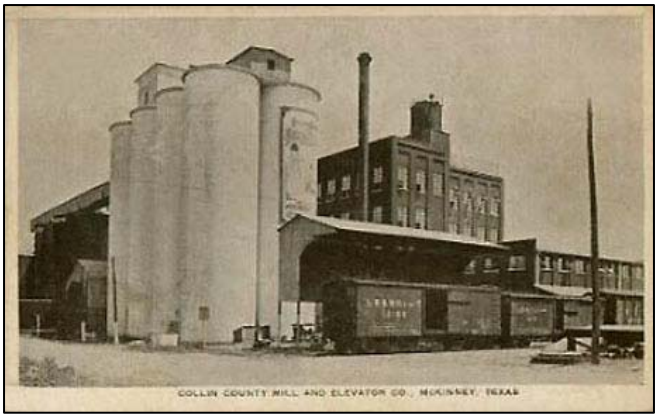
This Master Plan has been created to address recommendations for a five to ten year period. An Action Plan has been created for the immediate five year period (2009 to 2014) that includes projected costs and funding sources for various prioritized improvements. In addition, improvements for the next five year period (2015 to 2019) have been prioritized, but due to the ever-changing economy and other unknowns, cost projections can not be accurately developed for these items. It is recommended that this Master Plan – specifically the Action Plan component – be reviewed on an annual basis by City Staff and updated biannually by the Staff and Parks, Recreation and Open Space Board to address changes in citizen priority, City growth, and recreational and development trends. Finally, it is recommended that the Master Plan undergo a complete revision every five to ten years. The Texas Parks and Wildlife Department requires that such master plans be updated at least once every ten years in order for a city to remain eligible for grant funding.

Chapter 2

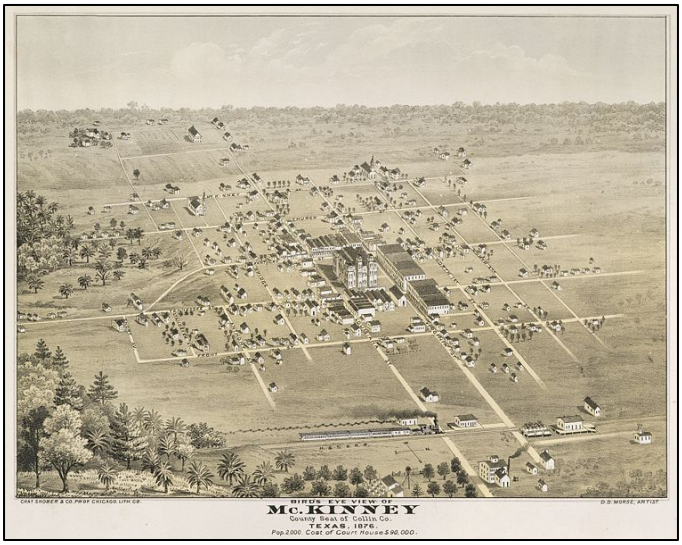
Context of the City

A Brief History of McKinney[1]

McKinney is one of the most historically significant communities in North Texas. The city, founded in 1848 as the county seat of Collin County (which was founded two years prior), has a rich agricultural and industrial history that sets it apart from many of the other cities in the region. The prosperity and heritage of McKinney can be attributed to the city's prosperous crop-based agricultural industry that included the production and processing of corn, wheat, oats, and – most importantly – cotton. Largely due to the acres upon acres of excellent agricultural land in and around McKinney, this area became a significant hub for cotton growing and production and eventually became a home for many agriculture-related industries such as the Texas Textile Mills and independent grain mills and elevators. McKinney grew to become a center of gravity for commerce in North Texas because of the traffic of farmers bringing goods to market and purchasing supplies and the arrival of the railroad in 1872.



[1] Sources:
2004 McKinney Comprehensive Plan. The City of McKinney (2004)
The Way It All Began: McKinney, Texas A History. Helen Gibbard Hall (2006)



Parks played a large role in the civic and cultural life of McKinney in the 19th and 20th centuries. The most notable instances of this were the Old Settlers and Confederate Picnics that occurred during the summers at City parks. These events took place at Benge Park (which was near Towne Lake, then called "Likker Lake"). Other notable parks at this time were Rambo Park (which was located between Tennessee and McDonald Streets south of Erwin Street) which was the site of many circuses and horse races, and Finch Park, which exists to this day and is one of McKinney's most beautiful and well-established parks. Finch Park came into being thanks to a donation from the City Federation of Women's Clubs, E.W. Kirkpatrick, and Mayor and Mrs. H. Finch (Mayor of McKinney from 1913 to 1921). This park formerly had a zoo, a bandstand, and a lighted baseball field. Much of the park was destroyed during the 1948 tornado and is today a more passive park that serves as a favorite picnic and reunion site for McKinney families.

McKinney retained its agriculture-based economy well into the early part of the 20th century up until World War II. After the war, the population of McKinney began to grow rapidly with returning GIs and the focus of commerce beginning to broaden to include industries other than those focused on agriculture. Around this time, commercial development began to spread from downtown McKinney to State Highway 5 and Highway 24 (now known as US Highway 380). It was the development of US Highway 75 in the 1960s that began McKinney's westward growth. In the following decades, suburban-style residential development was the cause of much of the city's growth. In the 1980s and 1990s especially, McKinney experienced a residential development boom, more than doubling the size of the city from 1990 to 2000 (both in terms of population and developed area). Today, over half of McKinney's developed area is west of US 75 and development has continued at a rapid rate, making McKinney one of the fastest growing cities in the United States.

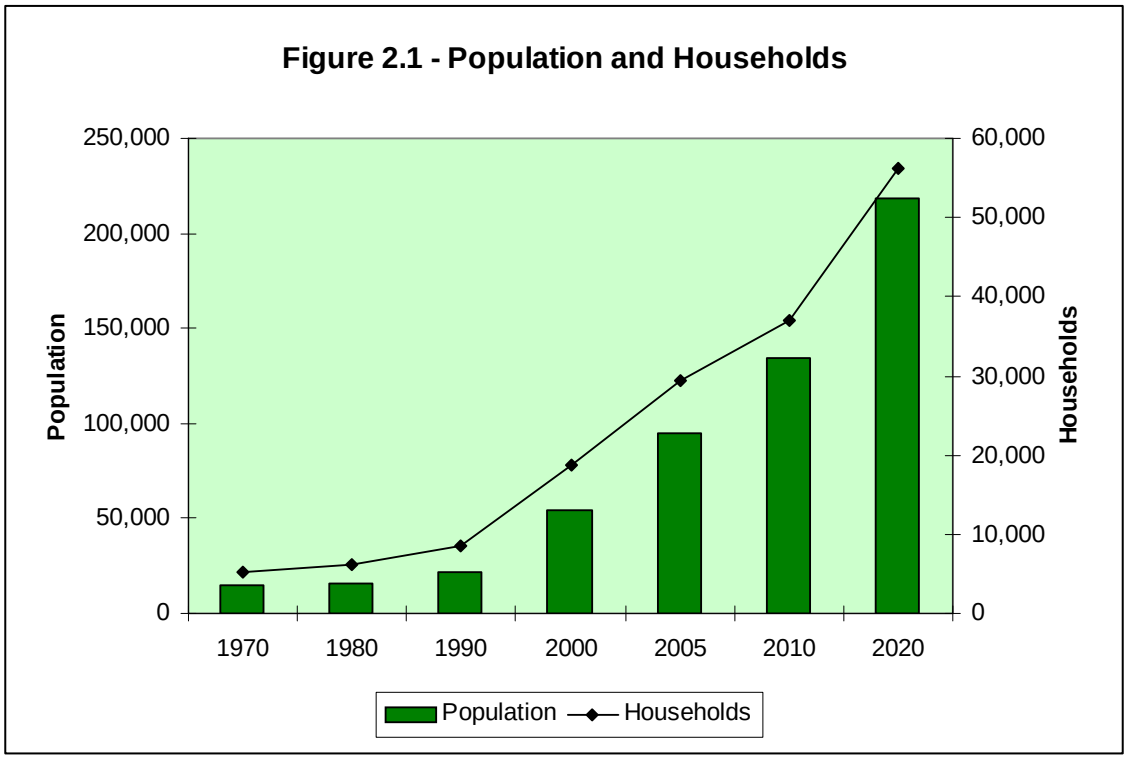
Demographic Profile

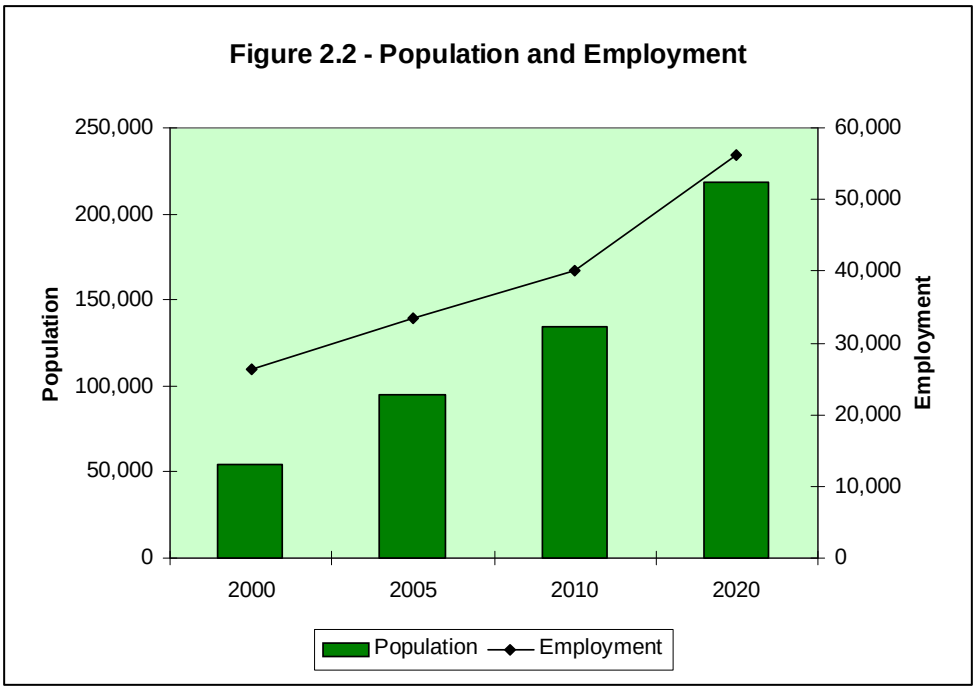
The following is a review of past and present demographic data, including population, housing, and employment growth forecasts for the City of McKinney. Understanding who lives in McKinney informs direction for future decisions and actions.

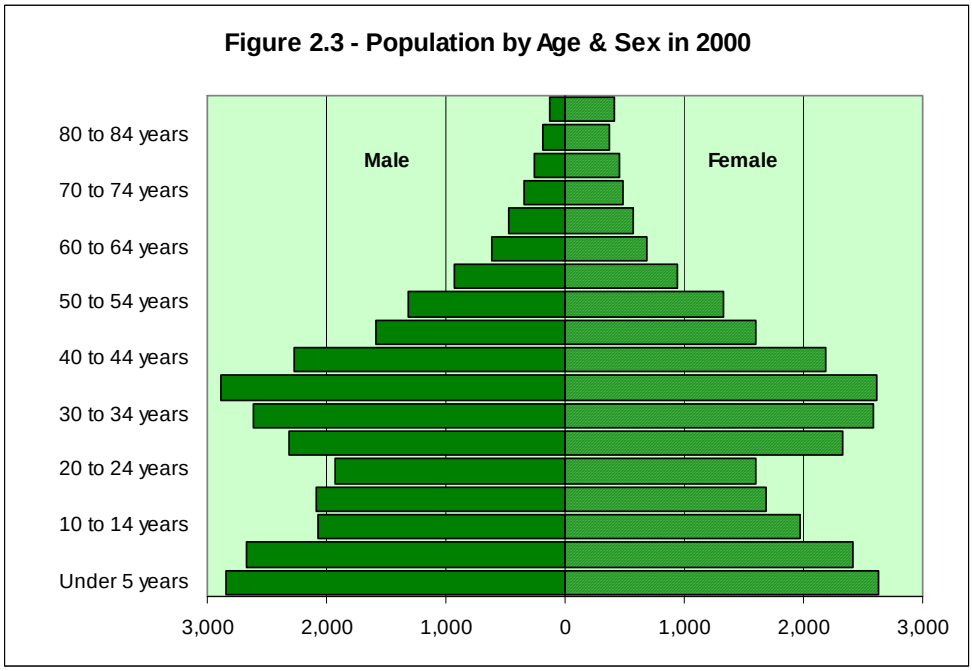
Table 2.1
Population History and Forecast
1970 - 2030

	1970	1980	1990	2000	2005	2010	2020	Build Out
Population	15,193	16,256	21,283	54,369	94,733	134,450	218,583	387,542
Households	5,298	6,248	8,539	18,802	29,469	37,018	56,247	--
Employment*	--	--	--	26,293	33,410	40,189	56,312	--
5 Year Pop. Projection	The 2014 population is projected at 148,000**							

Population Data: City of McKinney
Households/Employment Data:
http://www.nctcog.org/ris/demographics/forecast/query.asp?thefield=citycode&thevalue=2610
http://www.census.gov/prod/cen1990/cph2/cph-2-1-1.pdf
*Employment opportunities within the City, not total employees residing within the City (for this information see table 3.5)
** McKinney Planning Department







Source: United States Census Bureau; Census 2000

Table 2.2 Racial Characteristics Year 2006	
Race	**Percent**
White Non-Hispanic	75.7%
Black/African American	13.5%
American Indian and Alaska Native	0.2%
Asian	3.4%
Hispanic*	14.1%*

Source: 2006 American Community Survey, US Census

*Hispanic/Latino is considered an ethnicity, not a race by the US Census. This is the percentage of the total population that identify with the Hispanic/Latino ethnicity and therefore the total percent listed may equal more than 100%.

Table 2.3 Educational Attainment by Sex: Population 25 and Older Highest Level Attained Year 2006	
Educational Level	**Total**
Less than 9th grade	4.3%
Less than High School Graduate	4.8%
High School Graduate (includes GED)	16.1%
Some College, no Degree	24.1%
Associate Degree	10.4%
Bachelor's Degree	29.3%
Graduate Degree	11%

Source: 2006 American Community Survey, US Census

Table 2.4 Household Income, Housing Value, and Homeownership Year 2006	
	Median / Average
Annual Household Income	$69,232 / $85,651
Value for Owner-Occupied Housing Units	$179,500 / $206,826
Gross Monthly Rent	$678 / $685
Number of Housing Units	39,179
Owner-Occupied Housing Rate	72.8%

Source: 2006 American Community Survey, US Census; Collin Central Appraisal District Certified Totals

Table 2.5 Occupation of Employed Civilian Population Aged 16 Years and Over (56,327 total employees) Year 2006	
Management, Professional and Related	47.5%
Service	12.5%
Sales and Office	28.2%
Farming, Fishing, and Forestry	0.0%
Construction, Extraction and Maintenance	5.9%
Production, Transportation, and Material Moving	5.9%

Source: 2006 American Community Survey, US Census

Table 2.6 Industry of Employed Civilian Population Aged 16 Years and Over (56,327 total employees) Year 2006	
Agriculture, forestry, fishing and hunting, and mining	0.6%
Construction	5.7%
Manufacturing	**11.5%**
Wholesale Trade	4.0%
Retail Trade	**14.9%**
Transportation and Warehousing, and Utilities	3.5%
Information	5.3%
Finance, Insurance, Real Estate, and Rental and Leasing	10.1%
Professional, Scientific, Management, Administrative, and Waste Management Services	**12.0%**
Educational, Health, and Social Services	**18.9%**
Arts, Entertainment, Recreation, Accommodation and Food Services	6.8%
Other Services (except Public Administration)	4.1%
Public Administration	2.7%

Source: 2006 American Community Survey, US Census

Market Analysis

Lifestyle Groupings and Market Segments

ESRI Data: LifeMode Groups and Tapestry Segments

Data from ESRI was secured for this portion of the project. The information used included LifeMode Groups and Tapestry Segmentation Profiles. The data includes expenditure patterns in the categories of overall expenditures and patterns in recreation and sports and leisure for the City of McKinney. The complete data generated by ESRI is included in the appendices.

The purpose of Tapestry Segments created by ESRI is to provide an overview of the lifestyle groupings living within a community or geographic area. The LifeMode groupings provide a community with a richer picture as to who are the people who live within their community.

The LifeMode groupings range from L1 to L12, which reflect the highest to lowest economic groupings within the country. Each of these 12 segments is assigned a title reflecting the overall segments within each LifeMode group.

There are 66 Tapestry Segments that fall within one of the 12 LifeMode groups and provide much more descriptive information and insight into the population group. Each of these 66 segments is assigned a title as well.

LifeMode Grouping of Eighty-four Percent of Households

The majority of McKinney's households falls within 3 LifeMode groupings and consist of 5 different Tapestry segments. The ESRI data reveals the following interesting facts about 84.2% of McKinney's community including:

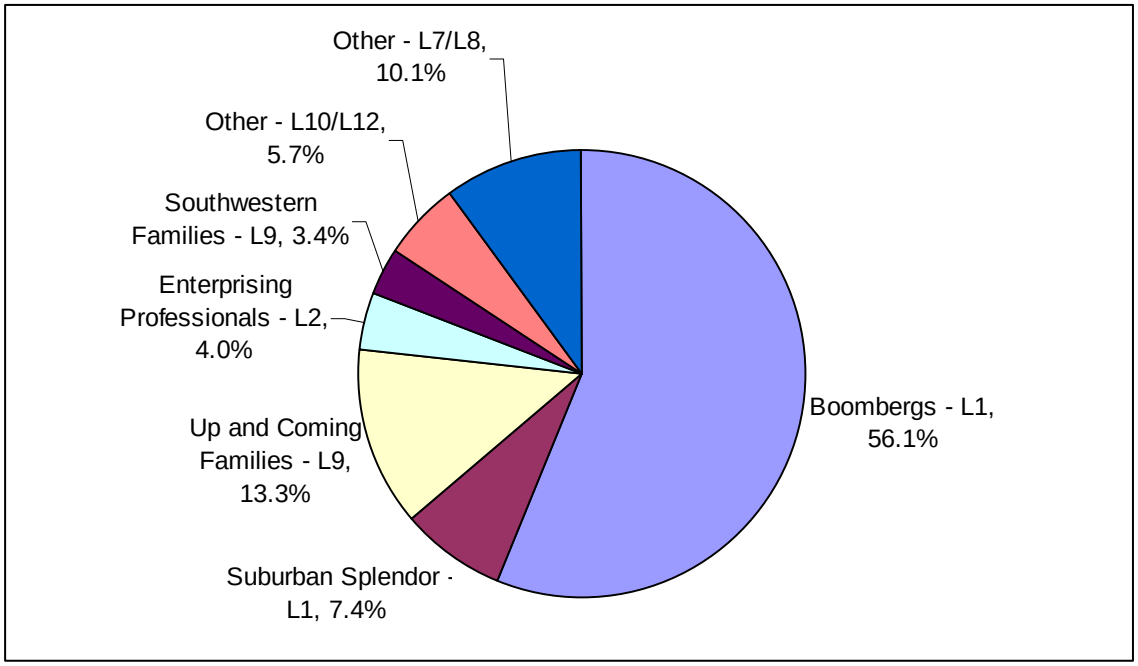
- Over half (63.5%) of McKinney households fall within one LifeMode Grouping, the highest economic grouping, L1, referenced as High Society
    - the majority of these households, 56.1%, belong to the tapestry segment entitled *Boomburgs*
    - the smaller tapestry segment that belongs to this LifeMode Grouping consists of 7.4% of households in a segment referred to as *Suburban Splendor*

- Another 20.7% of McKinney households are members of three different Tapestry Segments and two LifeMode Groupings as follows:
    - *Up and Coming Families* is the name given to 13.3% of households; this segment is part of the L9 LifeMode Family Portrait, reflecting a lower economic foundation than the previous groups mentioned

- *Enterprising Professionals* is the Tapestry Segment that includes 4% of the population and is found within the second highest economic segment, L2 which is referred to as Upscale Avenues
- *Southwestern Families* which represents 3.4% of the overall community population is also located in the L9 LifeMode, Family Portrait reflecting that same lower economic foundation.

These five Tapestry Segments represent 84.2% of McKinney households.

Figure 2.4
McKinney Tapestry Segments



The Remaining 15.8% of Households

The remaining 15.8% of the McKinney population consists of 13 different Tapestry Segments. Three of these segments or an additional 5.7% of the population fall within lower economic segments of the LifeModes L10 and L12 while the remaining ten segments fall within the more modest LifeModes L7 and L8 representing10.1% of households.

McKinney LifeMode Groups

The following descriptions provide greater insight into the LifeMode Groups and Tapestry Segments that compose more than 80% of your market.

Top LifeMode Groups

There are 3 LifeMode Groups out of the 12 that include 84% of McKinney households:

- L1: High Society – This group represents 60.1% of McKinney households and consists of 2 tapestry segments, *Boomburgs* at 56.1% and *Suburban Splendor* at 7.4%.

  The High Society LifeMode is described as follows: affluent, well educated group who make up only 12% of the total households in the United States, but generate nearly one-quarter of the country's income. They consist of mostly married couple families with little ethnic diversity.

  These households tend to be active – financially, civically, and physically. They participate in a wide variety of public activities and sports as well as travel.

- L2: Upscale Avenues – Well educated group with above average earnings that have earned or are earning their success through hard work; they are invested in their homes including such things as landscaping and new furnishings. This LifeMode group is represented in McKinney by one tapestry segment, *Enterprising Professionals*, making up 4% of the population.

  In their leisure time, they pursue sports such as golf and biking as well as domestic travel.

- L9: Family Portrait – This LifeMode group is termed "Family Portrait" and represents 17.7% of the population in McKinney. This group in McKinney includes the remaining 2 tapestry segments – *Up and Coming Families* at 13.3% and *Southwestern Families* at 3.4%.

  This fast growing segment of the population is ethnically diverse and shares the common characteristics of children and family life. These households are primarily married couple families whose size averages 3.11 persons per household.

  Their lifestyle reflects the importance and presence of youth and children as they frequent zoos and theme parks in their leisure time.

The City of McKinney houses residents from the very top of the socio-economic ladder to a portion that live within much more modest means.

McKinney Tapestry Segments

In McKinney, the LifeMode Group L1: High Society has two Tapestry segments within their boundaries including:

- *Boomburgs* (56.1%)
  - Young families with busy, upscale lifestyles
  - Predominantly white
  - Median age is 33.8 years

    - Highest concentration of dual income households
    - Well educated, more than 50% of adults hold college or graduate degrees
    - Commute to maintain suburban lifestyle
    - Top market for TVs, video games, etc.
    - Own laptops and multiple cell phones
    - Use Internet for purchasing
    - Prefer homes with fireplaces and hot tubs
    - Family vacations such as Disney World, etc. are among top priorities
    - They play tennis, golf, and go jogging for exercise
    - Attend baseball games and golf tournaments

- *Suburban Splendor* (7.4%)
    - 80% consist of married couple households with or without children
    - Predominantly white
    - Median age is 40.5 years of age
    - Many dual income couples
    - Well educated, more than half hold a college degree
    - Homes feature latest household amenities
    - Focus upon home improvement and remodeling
    - Own latest gadgets, TV, video games, cell phones
    - Free time consists of family, travel, and self-improvement such as fitness, reading, and visits to museums or theaters

In McKinney, the LifeMode Group L2: Upscale Avenues has one Tapestry segment within their boundaries including:

- *Enterprising Professionals* (4.0 %)
    - Young, educated working professionals
    - Median age of 32.4 years
    - Both single and married households
    - Predominantly white diversity similar to rest of the United States
    - Household income is $66,000
    - Well educated group; many college graduates
    - High levels of employment
    - Live in newer neighborhoods
    - Lifestyle reflects youth, mobility, and increasing consumer clout
    - Heavy reliance on cell phones and PCs to stay connected

In McKinney, the LifeMode Group L9: Family Portrait has two Tapestry segments within their boundaries including:

- *Up and Coming Families* (13.3%)
    - Young affluent families with younger children
    - Median age is 31.9 years
    - Predominantly white but diversity is increasing
    - Nearly two-thirds have some college or a college degree

- Many working parents
- Spending dictated by income and children
- Purchase children's items and household goods
- Drive an SUV or minivan
- Leisure activities include softball and trips to the zoo and theme parks

- *Southwestern Families* (3.4%)
  - Mix of various family types
  - Children are center of the household which includes single parent families
  - Number of married couple households with no children at home
  - Grandparents serve as caretakers of the children
  - High level of diversity
  - Median household income is a modest $26,600
  - Educational attainment levels are low
  - Older households remain isolated by language issues
  - Most employed in blue collar or service jobs
  - 72% of all these households reside in Texas
  - Lowest median home value among all Tapestry segments
  - Shop at discount stores for clothing and groceries
  - Fewer than half of households subscribe to cable TV
  - For entertainment, they go to movies, dancing, and visiting nightclubs

Expenditures and Participation Patterns

ESRI data was secured in the following areas[2]:

- Recreation Expenditures
- Sports and Leisure Market Potential

Please Note: All expenditure patterns are ranked on the basis of 100. A ranking of 100 would indicate that particular activity or purchase reflects the average expenditures within the United States. An assigned ranking of below 100 would indicate below average expenditures or participation and an assigned ranking of over 100 would indicate a higher than average expenditure or participation. A ranking higher or lower than 100 reflects these differences.

For the purposes of this analysis, above average expenditures or participation patterns were noted as those being 120 or over. The following is a summary of the important points found within this data and includes:

Recreation Expenditures Summary

- Overall, this is a community that spends well above the national average in all recreation expenditure categories: entertainment/recreation fees and admissions; toys and games; recreational vehicles and fees; sports, recreation and exercise equipment; photographic equipment and supplies; and reading. This likely

[2] The specifics of this data are featured in the appendices.

reflects the socio-economic status of the community both in terms of income and education.

- Fees for recreational lessons far exceed the national average and are ranked as the highest index within the categories at 235.
- It is interesting to note that expenditures upon sports, recreation, and exercise equipment and reading while still above the national averages, are found at the lower end of the expenditure scale in McKinney.

Sports and Leisure Market Potential

This data set provides a list of specific behaviors as well as the percentage of adults participating in these activities and the Market Potential Index (MPI) which is interpreted in the same way as the SPI on the basis of 100 being the average for the United States.

This information is valuable to PROS as they can determine potential for certain program and service areas and can also identify market share, if they so choose, for those programs and services since percentages and numbers of adults are listed.

One of the most significant market potential sectors for McKinney adult residents is the 160 ranking for expenditures on high end sports equipment in the amount of $250 and over during the past 12 months.

Some general observations about McKinney residents related to market potential for sports and leisure includes the following:

Attendance vs. Participation

Adult residents have high levels of potential for attending events or places rather than participating. As indicated by the following market potential levels:

<u>Sports Attendance</u>

- Attending pro basketball games 148
- Horse races 148
- Golf tournament 146
- Ice hockey game 138
- Professional football (weekend) 137
- Baseball game 134
- Soccer game 133
- College football 129
- Tennis match 121
- Professional football (Monday night) 120
- Attend NASCAR 120

<u>Non-sports Attendance</u>

- Movies, once per month 136
- Classical music/opera 132
- Museum in the last 12 months 128

- Movies, 2 to 3 times per month 122
- Dance performance 121
- Live theater 120

Other Visitation Category
- Gambling in Las Vegas within past 12 months 148

Participation Patterns

There are, however, a number of activities that adults participate in higher levels than residents throughout the United States. These include:

- Jogging/Running 146
- Golf 142
- Weightlifting 141
- Tennis 138
- Biking (road) 137
- Aerobics 130
- Bowling 127
- Soccer 127
- Softball 127
- Swimming 125
- Canoeing/Kayaking 125
- Rollerblading/In-line skating 124
- Backpacking/hiking 122
- Mountain biking 122
- Walking for exercise 120

Kids Count

Market potential related to purchases and visitation primarily for children received high potential indices as well including the following:

Purchases for Children (over the past 12 months)
- $500 and over on toys and games 143
- Child's board game 133
- Child's bicycle 130
- $100-$199 on toys and games 129
- Bought preschool toy 128
- Bought infant toy 122
- $200-$499 on toys and games 121

Visitations related to Children
- Disney World (FL) last 12 months 143
- Sea World in last 12 months 139
- Went to the zoo in last 12 months 139

- Six Flags in the last 12 months 131
- Theme park in the last 6 months 120

Community Involvement

While there are a few categories such as hunting with a rifle and bird watching that are at the lower end of the market potential scale, the one that is of particular interest and possibly of concern relates to the rate of community involvement.

There is a section of the consumer behavior potential that relates to membership in various community organizations. While the adults in the community could be involved in community activities other than those listed, it is critical in McKinney with its rapid growth and residents' stated preference for "sense of community" that these are noted. Membership levels included in this ESRI data are as follows:

- Member of religious club 111
- Member of charitable organization 108
- Member of church board 86
- Member of fraternal order 86
- Member of a union 86
- Member of a veterans club 65

Another Way of Looking at Market Potential Data

An additional way of looking at this data is to categorize it with "like" activities. Consequently, the information would appear as follows:

<u>Gambling</u>
- Casino gambling 6+ times past year 127
- Bought Daily Drawing ticket past year 117
- Gambled in Las Vegas past year 114
- Casino gambling in past year 103
- Bought Instant Game in past year 103

<u>Attend Sporting Events</u>
- Attended soccer games 126
- Attended Monday night football 107
- Attended pro basketball game 101

<u>Amusement Parks</u>
- Visited Disneyland in past year 145
- Visited a Six Flags in past year 131
- Visited any Sea World in past year 108
- Visited a theme park in past year 107

<u>Toys for Children</u>
- Bought for child, word game 115
- Bought for child, sound game 113

- Bought for child, girl's action figure 111
- Bought for child, fashion doll 111
- Bought for child, large baby doll 108
- Bought for child, bicycle 106
- Bought infant toy in last year 101

Entertainment
- Attended movies, once a week or more 149

Participated in Activity
- Played soccer 132
- Volleyball 106
- Played billiards/pool 100

Reading
- Bought desk dictionary 137
- Bought adventure/role playing book 123
- Bought a book at convenience store 103

Expenditures
- Spending on high end sporting equipment 108
- Spent $100-199 on toys and games past year 102
- Spent $100-199 on child's toys (6-12 months) 105
- Spent <$50 on toys and games past year 101

Trend Analysis

What will be the future of parks and recreation?

The question above is exciting yet challenging. The amount of time and money available for discretionary pursuits as well as the nature of those choices will reflect the changes within the world in which we live. The better question would be "how will the world change and evolve over the ensuing years and influence the lives of people?" This query leads us to the real question in parks and recreation: "how can these changing patterns and preferences be highlighted as a way of projecting the role(s) parks and recreation will play in the future in addition to the needs and interests of people?"

Parks and recreation trends don't spring out of nowhere. Rather they reflect the myriad of shifts and changes within society and the world. It is those changes that ultimately make a difference upon how people live, work, learn, and play. It is these types of changes that will be used to develop a list of possible directions, challenges, and opportunities for the field.

The trends included within this analysis will be outlined in the following order:

- **Demographics:** Who Are We and How Are We Changing
- **External Factors**: Changes that Influence People and Public Parks
- **Participation Patterns** How People Are Using Free Time

This review of critical trends data will then be summarized in a SWOT Analysis for the public parks and recreation movement.

The specific implications for McKinney will follow this information at the conclusion of the trends section.

Demographics

Who Will We Be?

Just who will we be in the future? What will be the similarities and differences among our population? The most concise descriptor includes these three ideas:

Younger, Older, and More Diverse.

The United States, like most of the developed nations, is an aging society and when the aging of the population is coupled with extended life expectancy the percentage of the aging population and the diversity related to their health and independent living ability will increase as well. Our population becomes older as childbearing rates are expected to remain low at about the same time that baby-boomers begin to age.

The younger population currently is more diverse than previous American generations, which results in the nation as a whole becoming both younger and more diverse. The increased diversity combined with the higher birth rates in some of these groups, Latinos for example, will account for the older, younger, and more diverse categorizations.

Ethnic Diversity

The most common reference to diversity generally refers to ethnic differences in our population. The Census Bureau tracks current patterns and makes projections related to how the diversity within our country will change and grow. Following with the "more diverse" label identified as one of the four words describing our future, the population as a whole will become less white and more diverse with particularly large increases in the proportion of people who are of Hispanic and Asian origins.

Census Close-Up

- From 2000 to 2050, the numbers of the non-Hispanic, white population is projected to increase from 195.7 million to 210.3 million representing an increase of 7 percent. However, this group is projected to actually lose population in the 2040's that would result in non-Hispanic whites being 50.1 percent of the total population in 2050, compared with 69.4 percent in 2000.
- Nearly 67 million people of Hispanic origin (who may be of any race) are projected to be added to the population between 2000 and 2050. Projected growth is from 35.6 million to 102.6 million, an increase of 188 percent. Their share of the nation's population would nearly double, from 12.6 percent to 24.4 percent.
- The Asian population is projected to grow 213 percent, from 10.7 million to 33.4 million. This would double their proportion of the population from 3.8 percent to 8 percent.
- The black population is projected to increase from 35.8 million to 61.4 million in 2050, an increase of about 26 million or 71 percent. That would raise their share of the country's population from 12.7 percent to 14.6 percent.

(Census Bureau: http://www.census.gov/PressRelease/www/releases/archives/population/001720.html)

Changes in Life Stages

Even the projections of the changing demographics will not fully paint a picture as to who people will be and what their lives will be like in the future. Due to a myriad of factors, the ages and behaviors traditionally associated with various life stages in the industrial era have changed and are continuing to evolve. The changes include what it means to be a child, an adolescent, or older.

Various Faces of Aging

Getting older in America is a life stage that is changing in a number of different ways. As the baby boomers move through this stage of life, it is a near certainty that they will change this life stage just as they have every other one that they have experienced. The leading edge of the baby boomers turned 60 in 2006 which in turn will mean that this cohort group will begin turning 65 in the not so distant 2011. Some of the factors to keep in mind about the changes in aging include:

- The older become older as the percentage of Americans age 85 and older becomes one of the fastest growing groups.
- The values and attitudes of the baby boomers' parents and the baby boomers themselves are very different and will seriously impact preferences and behaviors related to leisure pursuits.
- The maturing baby boomers are changing the definition of what it means to be "old" as they strive to remain healthy and active.
- A common adage circulating is that "60 is the new 40" or even 30 as baby boomers pursue health and vitality to maintain a youthful outlook.

- This new generation of older adults will not retire in the traditional manner as many of them continue to work out of financial or health insurance necessity as well as desires for socialization and mental stimulation.
- Memberships in health clubs among the 50+ generation as well as participation in senior softball programs continue to grow.
- Many retirement community developers have already begun building in non-traditional sun belt areas as many of the new older adults will age in place.

The country will be faced with an aging population, but it will actually be 2, 3, or 4 aging populations. The older, old will increase as the early baby boomers join their ranks. The interests and outlooks of these two groups will differ as will the needs and expectations of the later baby boomers as they enter this new life stage.

Changing Dimensions of Childhood and Adolescence

The older life stage is not the only one that has changed. The traditional behaviors and expectations of childhood, adolescents, and young adulthood have changed. Children now play a large role in family purchasing decisions, even influencing purchases of automobiles. Young adults are now spending more time residing with parents rather than flying from the nest to live independently. Some of the observations and projections about these life stages include the following:

- Children seem to become "older sooner" due to the heightened pace of physical maturing, the growing concerns for personal safety, and the increased level of responsibilities they assume for food preparation, etc., due to working parents.
- The life stage of adolescence has become increasingly longer. Teens and young adults take longer to leave home, marry at later ages, and spend more time in college or employment searches.
- According to KidsCount funded by the Annie E. Casey Foundation, one of four teenagers in the United States is "at risk" for not making a transition to successful adulthood.

The increasing diversity of roles and expectations within these previously distinct life stages will significantly influence the actions and activities of discretionary time preferences. The "at risk" identification of a sizeable portion of young adults will become a growing concern to all and a potential opportunity for parks and recreation through youth development programming.

Haves and Have Nots

The term "haves and have nots" has been one that people have used frequently over the last few decades and the term is generally perceived as referring to those people who are wealthy and those who are not. The aspects covered within this term have expanded and grown more diverse as well. "Haves and have nots" can refer to wealth, health, social support, and other aspects of the human condition. Consider, if you will, the following variations within this term:

- Increased mobility among society results in the children of aging parents not necessarily living in close proximity to parents, limiting the amount of ongoing support these older adults receive.
- The aging of the population as well as medical advances can lead to an increasing number of individuals with limited mobility.
- The variations in working patterns have created a number of new categories including over-worked, under-worked, unemployed, and under-employed.
- The rise in single parent households reduces the amount of social and emotional support available for both the adults and children in these households.

External Factors

There are various external factors that influence how people live, work, learn, and play. In this instance, the external factors cited will be those that directly have a relationship with people's overall well-being and use of leisure time. Those external factors include, but are not limited to, the following:

The Economy in General

The current economic downturn has substantial ramifications for people and institutions.

- There are people who are under-employed which goes beyond just being unemployed and includes those individuals who are working part-time or in jobs that do not reflect previous income levels or qualifications.
- The stress levels among individuals fully employed in the work place grows as a result of an economic downturn.
- The financial situation of the federal government along with this economic downturn results in less trickle down funding for state and local governments.
- The general slow down in the economy results in people having less discretionary funding for recreation and leisure.
- Local governments often find themselves under financial constraints.

Role of Technology

- While the trends in the economy make a significant impact upon recreational trends, technology is an area that also plays a major role. The use of technology by individuals shapes the ways in which they live, learn, interact, work, and play. People, especially families, become simultaneously connected and disconnected with one another as children and adults both spend more time connected to screens and devices than other human contact.
- Technology works its magic in the other direction as cell phones, text messaging, and web cam keeps people connected as often as preferred.
- Technology results in medical advances that create extended life spans while at the same you have people living longer with greater chronic medical conditions.
- Research indicates that the growing use of technology is related to the "nature deficit" disorder being experienced by children.

Political Environment

Political factors can and do go beyond what people normally assume when they hear the term and actually reflect public opinion and how those opinions influence the decision-making process at all levels of governance. The more recent national elections have resulted in a greater level of interest and participation among young people in this country which may change the nature of their influence within a community setting.

Other changes generating greater or renewed interest by Americans include the following:

- The interest across the country in the natural environment and the resulting high levels of approval for funding initiatives for land acquisition in particular.
- Increased concern for all aspects of the environment at the local and global levels.
- Strong call for involvement and volunteerism of people across the country, most especially young people.

Health

There are at a minimum two significant health issues in the United States that are specifically related to how Americans live, work, learn, and play. Those two issues are stress and stress related ailments and the growing trend in obesity among both youth and adults.

Participation Patterns

How are people spending their leisure time and money? These patterns reflect the overall changes in demographics and external factors. The range of such participation patterns varies and can include the following:

- According to the Sporting Goods Manufacturers Association's (SGMA) analysis of the Sports & Fitness Participation Report (2008 edition), **extreme sports** are an appealing recreational and athletic option for millions of Americans; inline skating and skateboarding top the list.
- Another 2008 report from the SGMA identifies **fitness** as the most popular category while the following are growth areas as well:
    - **Team Sports**: Besides the 'Big Three' of football, basketball and baseball, team sports like lacrosse, rugby, field hockey, and cheerleading are on the rise;
    - **Racquet Sports**: Badminton, racquetball, squash, table tennis, and tennis are all showing recent gains in participation;
    - **Outdoor Sports**: Freshwater fishing, bicycling (road/paved surface), camping, and day hiking are the key attractions in this category;
    - **Water Sports**: Canoeing and snorkeling rank one-two; and
    - **Individual Sports**: Since 2000, the top three growth sports are bowling, roller skating, and martial arts.
- Steady and popular involvement in various forms of gambling by Americans.
- Adults, as they mature, are pursuing hobbies and personal enrichment opportunities at unprecedented rates.

- Increased rates of community service and volunteerism among both youth and adults.

Implications for Park and Recreation Providers

Trends are actually of very little value unless the information they provide and the shift they suggest are put into practice. This section encompasses a brief SWOT analysis for the industry, suggested organizational changes, and methods for continuing to monitor trends as they develop.

SWOT Analysis

Let's give attention to the following questions:

- What strengths does the field bring forward as we proceed into the 21st century?
- Are there weaknesses within our industry as well?
- What will the emerging opportunities and challenges be that parks and recreation will encounter?

While any list responding to these questions could be extensive, please review the following, keeping in mind that only the most critical ones are included.

SWOT Analysis: Critical Look at Strengths, Weaknesses, Opportunities, and Threats within the Future of Parks and Recreation

Strengths
Clean Air and Water
Public Places and Spaces
Universal Human Need
"Our Roots"

Weaknesses
Credibility Gap
Direct Services
Activity over Outcome
Fees and Charges

Opportunities
Important Societal Contributions
- Health
- Adult Transition
- Independent Elderly
- Building Community

Threats
Current Way of American Life
Competing Priorities
Escape and Entertainment
INsperiences

Strengths

While individuals, organizations, and movements all have within them particular strengths, there are four areas of strength inherent within parks and recreation listed below. These particular strengths are sometimes overlooked or are not given the focus of consideration that is warranted:

- Clean Air and Water. People in general seem to appreciate and value having trees and green space as part of the public landscape, but the role of parks and recreation in procuring, protecting, and preserving the essential nature of life – clean air and water – is one of our strongest assets. "Ecological Services"

provided by nature are huge and are often overlooked when economic calculations and projects about the future are made.

- Public Places and Spaces. People flock to the many public places and spaces that fall within the operational purview of parks and recreation. Where do people gather for concerts and community events? Where do our nation's youth pursue athletic competition? Parks and recreation are the keeper of the keys so to speak for these valuable community assets and can leverage them to address critical social needs.

- Universal Human Need. Once the basic human needs for subsistence are addressed, the need to pursue growth, social interaction, and achievement are universal to all human beings across all life stages. Parks and recreation have long been associated with alternatives and opportunities for all age groups.

- "Our Roots". The profession of parks and recreation is rooted in the good deeds of individuals such as Joseph Lee, Frederick Law Olmsted, Jane Addams, and Luther Gulick among others. Just as these individuals recognized the critical needs of the society as we evolved from an agricultural to an industrial nation, the recognition and application of a return to our roots is essential to our future.

This results in today's public parks and recreation departments expending greater attention and resources on the important social issues of the 21st century. Specifically, this includes youth development, health and physical activity, vital communities, and access to nature.

Weaknesses

All aspects of life have their soft spots or weak areas that can contribute to their downfall or certainly play a part in the lack of success.

- Credibility Gap. In parks and recreation, one of the most ongoing and critical weaknesses holding us hostage is the lack of understanding that people and society have about the value of our services. This will remain our Achilles' heel even though we are continuing to make progress in this arena.

Additional aspects that may somewhat be related to this lack of credibility and understanding is our late 20th century reliance upon direct services, our preference for activity over outcome, and the proliferation of fees and charges.

- Direct Service. The focus upon providing direct services consumes significant amounts of resources including staff time and facility capacity and continues our focus upon individuals rather than society overall.

  The most common example in our field of a "direct service" is the recreation class. Staff time and facility resources are invested in an activity that serves a

relatively small number of individuals. In many instances, the same class could be run privately by an individual or small business.

For a number of reasons, primarily the influence of California Proposition 13 (passed in 1978), public parks and recreation shifted to an individual service approach to generate revenue rather than continue functions that served larger numbers of people (i.e., the general public). Most of the monies generated from direct services don't generate "actual" revenue; rather, they mostly cover expenses plus a small percentage over those expenses.

- Activity over Outcomes. Parks and recreation professionals seem to possess a strong preference for activity and action. It comes as no surprise when decision-makers call upon parks and recreation departments to undertake an unusual request or address an emergency situation because we seem to have an internal compass that seeks out action. This can be a weakness as it takes away from an emphasis upon important community and societal outcomes.

- Fees and Charges. There is nothing inherently wrong with people paying to use certain facilities and to participate in various activities. The weakness within this area centers upon the over-reliance parks and recreation has created upon fees and charges as well as the lack of differentiation between what are essential services that should be available at no or low cost and those opportunities that should carry with them a break-even or even revenue generation price tag. The challenge for McKinney with its diverse income level groups, is to provide a mixture of all types of fee and non-fee based services without causing division and resentment.

Opportunities

One should never be discouraged or misled by the weaknesses of or threats to parks and recreation because the current situation facing individuals, communities, and society bodes well for our future contributions. While there are a number of challenges facing society, these challenges are in actuality opportunities for our industry.

- Health. Health encompasses a variety of issues such as clean air and water, overweight and obesity, and stress reduction and substance abuse, among others. It is the unique role that parks and recreation can play in assisting people in finding positive pursuits and past times that support the overall health of a community and society that will be of great value.

- Successful Adult Transition. A look at high school drop-out rates is only one indicator that leads to what leaders in the greater Los Angeles area refer to as "social dynamite". Social dynamite is a fairly descriptive term that brings to our attention that as many as one of every four young adult in the United States is "at risk" of not making a successful adult transition (KIDSCOUNT). Parks and recreation can assume a powerful role in helping this group acquire needed skills and relationships to ensure their future.

- Independent Life Stage of Elderly. What is society to do with the large number of older Americans, not to mention the large groups of aging adults following on their heels? A review of current expenditures and projected services strongly suggests that as a society we may not be able to afford growing old in this country. Research is beginning to emerge that strongly suggests that involvement in physical activity, social interaction, mental challenges and new experiences among older Americans will contribute to their ability to remain healthy and live independently for most of their years. Parks and recreation is a core service provider in those areas.

- Building Community. Americans in the past decades have become a mobile society. People no longer necessarily marry someone who lives within 3 blocks of their childhood home just as grandparents may live thousands of miles from their grandchildren and adult children who could potentially serve as care takers for them. There is evidence that suggests that being anonymous within a community leads to greater incidences of juvenile crime and lower turnout for elections and public debate. The very fabric of a society is its ability to bring people together to recognize common aims. While this is a critical issue in a values-divided America, it also represents an opportunity for parks and recreation.

Threats

One of the underlying assumptions of planning is that if you can identify the threats to your situation, that you can dissipate those threats by co-opting them as opportunities. If only it was that straightforward. The threats listed in this instance include those that will greatly challenge the assets and abilities of the parks and recreation profession and include:

- Current Way of Life. Prescriptions for mood altering medications continue to climb. The amount of time Americans spend commuting increases as well. Quality family time decreases while weight increases and the blurring of work and life escalates. Americans from many segments of our society are caught in a seemingly endless trap of materialism, technology, growing debt, and health risks. At the same time, there are segments of our society who seem disconnected from this very way of life and become alienated from the mainstream.

- Competing Priorities. While dealing with competing priorities such as police and fire are not new conditions for parks and recreation, it becomes apparent that the competition for public funds and support will escalate in the near future. Will the country assign scarce resources to youth or older adults? What about the public policy promises related to Medicare and Social Security? It will come down to a serious, bottom-line driven agenda that will require parks and recreation to be well-positioned for that future.

- Escape and Entertainment. Money and time run neck and neck as being the most important commodity in this country. A look at how Americans are spending their precious discretionary time and money is most revealing. The decreasing

amount of time being spent in outdoor pursuits is being tracked while the time and money being expended upon fantasy sports and gambling (to name a few) is rapidly growing. It appears as if Americans either out of choice or lack of time are opting to pursue escape and entertainment over some of the more traditional benefits of parks and recreation.

- INsperiences. Consumers' preferences shifted to experiences in the late 90s, but the latest shift is to INsperiences where consumers are bringing preferred experiences into their homes. INsperiences results in specialty rooms and spaces both indoors and outside of the home such as home theaters, exercise rooms, and home spas as well as professional looking basketball courts and outdoor living rooms. This further erodes community building, an important outcome for society's future well-being.

Organizational Changes within Parks and Recreation[3]

Parks and recreation organizations can no longer operate in the same ways that have proved successful for them in the past. McDonalds now serves salads and passes out pedometers. Several chain bookstores are experiencing remarkable success in this era of declines in reading by re-inventing itself as a "third place".

Trends don't apply just to public policy and programs, but to the ways in which we conduct our operations as well. Some of those changes to be considered include:

<u>From Full Service Provider to Facilitator</u>
The shift from mass production to mass customization when coupled with the growing diversity of society means that one organization cannot possibly afford to be "all things to all people". This will result in a number of other organizational shifts as well including:

- From sole provider of services to willing partner with other organizations to ensure opportunities for the many.
- From professionally-centered organizations where the employed staff deliver the majority of programs and services to participant-collaboration relationships whereby PROS assumes a facilitative role by providing education and direction so participants can seek and satisfy their own personal goals.

<u>From Service Delivery to Transforming Society</u>
The societal challenges and economic priorities of the country strongly suggest that parks and recreation in the public and nonprofit sectors cannot survive in the future unless they move beyond "what they do" for individuals in favor of "what they make happen" for the good of society. Other shifts included within this change:

- A shift from an *activity centered* to *outcomes based* approach, with activities serving as the means to achieving the overall well-being of society.

[3] (O'Sullivan, Ellen. *Setting the Course for Change*. Ashburn, VA: National Recreation and Park Association. 1999. pp. 9-10)

- A shift from a *nicety* to a *necessity* is a mandatory change if we are to maintain public support for our efforts. The role of parks and recreation in transforming society is inevitable especially when faced with the challenges associated with the upcoming overweight generation who are often disconnected from their families, one another, and nature. Additionally, there is the challenge of keeping three or more older generations healthy and vital members of the community.

Just as General Motors, once the rock solid base of the economy, finds itself needing to change to survive in a similar manner, the same will be true for public and nonprofit parks and recreation.

Implications for PROS

PROS has a number of unique opportunities afforded by the convergence of various trends at this time. The SWOT Analysis of the parks and recreation movement which results from current and recent trends along with the preferences expressed by the community, leads to the following recommendations:

Market Position

Market position goes far beyond advertising and public information, but rather reflects the overall role that PROS should play within the community. This is a community whose residents both welcome the growth and increase in the population, but repeatedly express concerns about losing the "feel of McKinney". The two strongest and more recurring themes of preferences expressed by residents of McKinney were access to natural spaces and sense of community.

The change in the name of the Department goes a long way towards repositioning the natural places and spaces position. The residents' preference for community sense of belonging and connectedness are not specifically reflected in this name change and therefore should become a strong secondary focus within activities and events offered by PROS, thus reinforcing the importance of this need.

Brochures and other public information distributed by PROS should verbally and nonverbally reinforce its position as "community builder or connector".

Resource Optimization

Optimizing resources has always been an important aspect of public endeavors, but recent economic constraints only reinforce that importance. PROS is already a good partner, but needs to expand its effort particularly with the school districts to make the best use of existing facilities and coordinate efforts related to sense of community and successful children.

Health

The public's interest in health and fitness when coupled with the rising financial and societal costs of chronic health conditions should serve as the impetus for an emphasis upon providing opportunities for fitness. In addition to fitness opportunities, an emphasis

upon creating awareness for and participation in life time physical recreation skills should become a priority. Many of these skills can incorporate the natural areas in McKinney and the preference among residents for these outdoor-oriented activities.

Sense of Community

McKinney is a community rich in facilities, programs, and services within the private sector which in addition to its public parks, recreation and open space opportunities makes it a desirable and attractive place for people to live and relocate. The varying roles played by country clubs and homeowners associations fulfill the need and desire for sense of belonging and community for some members of the community. Efforts should be directed to retaining the neighborhood/community identification and makeup of Old Settlers as a similar type of alternative for residents in that part of the community since this part of the City does not have many of the alternatives built into areas more recently developed.

Outcomes and Demographic Groups

The way in which we now live in the United States inadvertently creates some unusual challenges to various life circumstances and stages. PROS can play and partner with others to make significant inroads related to these circumstances and stages.

- Youth: Children today, due to a variety of societal changes, do not necessarily or easily move from childhood to successful adulthood. There are a number of ways in which PROS can and should support the challenges for those young people; most especially the economically disadvantaged within its community and those youth who disconnect from traditional activities in their pre-teen and teen years. There are a number of departments throughout the country that have revised and/or built their youth activities and programs around the 5 Promises of the America's Alliance for Youth or the Search Institute's 40 Assets initiative. America's Promise designated 5 Promises essential for youth: safe places, health, caring adults, effective education, and opportunities to volunteer and contribute. The Search Institute has research supporting a total of 40 different assets required by children to be successful and have community-wide activities and actions that can be utilized. Both of these initiatives identify important factors related to successful youth development that departments have used as goals and outcomes associated with youth programming.

- Baby Boomers: Every 6 seconds another baby boomer turns 60 years of age and as this growing group moves into a different life stage with different work, health, and interest conditions and expectations, the concept of programs and services provided for this age group needs to change accordingly. Serious consideration although it is likely difficult, should be given to changing the name of the senior center as well as expanding the hours to include evenings and some weekend time. Communities across the country have taken one of three different approaches related to the name of "senior center". One approach by communities has been to build only "community centers" rather than public buildings developed specifically for use by one group. With this approach, communities

often designate a large room or wing of the building primarily to use by older adults. Some have opted to rename such buildings simply "community centers" and encourage use of those facilities by older adults primarily during the day time hours and support use and activities by all community members in the late afternoons, evenings, and weekends. Other departments have chosen to change the name of such centers to a name that suggests use by adults of all ages such as "Active Living" Centers or "Learning and Enrichment" Centers.

- Independent Older Adults: The role that PROS plays in maintaining its older adult population living independently in their homes is important with its fine facilities and activities. Proactive methods to reach out to older adults who are not currently using the facilities and programs should be incorporated.

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Chapter 3

Existing Conditions

Introduction

A key part of the park planning process is to understand what parks, recreation, and open space facilities are currently available and to assess the current condition of those facilities and whether or not they are addressing the current parks and open space needs of the City. By comparing the available park facilities with the number of people that the parks system serves, the need for new or improved recreational facilities can be determined.

The City of McKinney currently has 40 existing and planned parks (including one golf course) that are dedicated to the provision of outdoor recreation facilities. These parks vary in size and character from the 0.5 acre Central Park to large, multi use, recreational parks like Gabe Nesbitt Community Park that is approximately 153 acres in size. The total acreage of all developed parkland serving the citizens of McKinney is approximately 737 acres and includes twenty three (25) neighborhood parks, six (6) community parks, and eight (8) special purpose parks. In addition, there are two (2) linear parks, which provide 521 acres of natural/unprogrammed space (there are 859 total acres of natural/unprogrammed space in the City). Undeveloped parkland totals over 222 acres; most of this undeveloped acreage can be found in community parks. See Table 3.1 on pages 3-15a and 3-15b for more detailed acreage information.

Components of the Existing Parks Inventory

This inventory of existing parks reviews several aspects of each park in McKinney's system. These are:

- ***Classification:*** What is the purpose of a given park? Is it intended to serve a local neighborhood around it, giving children and young adults a place to play? Is it intended to serve a much larger population, providing fields for organized league play? How was the park originally classified and is that classification still warranted today? The answers to these questions determine whether a park should be classified as a neighborhood park, a community park, a special purpose park, a regional park, or a linear park.
- ***Location:*** Where is the park located in relation to the population that it serves? Is it accessible?
- ***Service Area:*** What are the limits of the area served by each park? Are there any major thoroughfares or physical features that create barriers to accessing the park?
- ***Size of the Park:*** How big is the park? Is it large enough to adequately accomplish its intended purpose?
- ***Amenities in each Park:*** What does the park contain? Are the facilities appropriate for the type of park? For example, a ball field complex requiring a large amount of parking should not be contained in a neighborhood park, where the noise, traffic and nighttime lighting create a nuisance for residents of that neighborhood.
- ***Layout:*** Is the arrangement of facilities in each park appropriate?
- ***Condition of the Park:*** What is the general condition of the facilities in each park?
- ***Natural Areas/ Sustainable Measures:*** Does the park contain areas that are natural? Is maintenance effort minimized through limited mowing areas? Is water use for irrigation minimized by use of native plants with low water requirements?
- ***Special Considerations:*** Does the park provide facilities for the physically challenged that meet the requirements of the Americans with Disabilities Act?

These issues are reviewed in the "Facilities Review" section beginning on page 3 – 13 for each of the existing parks in McKinney's parks system. This inventory is developed from on-site reviews of each individual park by the Planning Team and reviews conducted by the City Staff. On pages 3-14 and 3-15, there is a map showing the location and classification of the existing parks in McKinney.

Park Classification

National and state guidelines identify three broad categories of parks, which are:

Local, Close to Home Parks (municipal parks) are usually located within the community served by the facility, which includes mini/pocket parks, neighborhood parks and community parks. Trail corridors and connections, greenbelts, and – in some instances – linear parks may also be considered Close to Home Parks.

Regional Parks (county and state parks) are usually located within an hour or two driving distance. Parks in this category serve a number of communities, and include regional metropolitan parks and regional park reserves.

Unique Parks may be either local or regional in nature. These parks can be defined as areas that are unique in some way, whether because of physical features or because of the types of facilities provided. Parks in this category may include linear parks, special use parks, or land conservancies.

"Close to home parks" is the most important category and is of the greatest need in McKinney today. Close to home parks provide day-to-day facilities for all ages and activities and are within walking or driving distance (depending on the park's size and use) from where we live. Currently, thirty three (33) parks perform the close-to-home-parks role in McKinney and fall into three categories:

- Neighborhood Parks
- Community Parks
- Pocket Parks (a type of Special Purpose Park)

Close-to-home parks can also be provided as linear parks and greenbelts, though currently none of McKinney's existing linear parks fulfill this role. To further explain the classification of parks, a description of the general types of parks and standards for each type follows:

Neighborhood Parks

Neighborhood parks are the backbone of recreation in the *Local, Close to Home* park category (as described in the box above). Ideally, they provide amenities and recreation space for the entire family, but are within easy walking or cycling distance of the people they serve.

The neighborhood park typically serves one large or several smaller neighborhoods. According to NRPA, the ideal neighborhood park is generally five (5) to ten (10) acres in size, serving an area ¼ to ½ mile in diameter and a population of about 3,000 to 4,000 residents per park. The McKinney Parkland Ordinance defines neighborhood parks as

approximately 10 to 20 acres in size, serving an area one to two miles in diameter and serving a population of approximately 5,000 persons. In McKinney, Ash Woods Park is a good example of a neighborhood park.

- Neighborhood parks should be accessible to residents who live within walking distance of the park. Ideally neighborhood park facilities should be located within a ½ mile radius (or five to ten minute walk) of the residents who will use those facilities.
- Neighborhood parks are frequently located adjacent to elementary schools in order to share acquisition and development costs with the school district. Adjacencies of park and school grounds allow for joint use and sharing of facilities. It also lends itself to the community's involvement with the school grounds and vice versa, leading to a synergistic result that adds to the quality of life for everyone.
- Neighborhood parks are generally located away from major arterial streets and provide easy access for the users that surround it. A neighborhood park should be accessible without having to cross major arterial streets.

Size **-** The size of a neighborhood park may vary considerably due to the physical location of the park and condition of the site. An ideal size for neighborhood parks in McKinney is about ten acres.

Location **-** If possible, neighborhood parks should be centrally located in the neighborhoods they serve. An ideal location, for example, is adjacent to an elementary school (this is already practiced by the Parks, Recreation and Open Space Department as far as possible). Neighborhood parks should be accessible to pedestrian traffic from all parts of the area served, and should be located adjacent to local or minor collector streets which do not allow high-speed traffic. When located close to or on the City boundary, every effort possible should be taken to provide access to all residents living within a half mile of the park, whether in McKinney or an adjacent city; residents typically do not discriminate between cities and it is good neighborliness to share facilities.

Facilities **-** Facilities generally located in neighborhood parks may include the following (items in bold are considered the most necessary components):

- **Playground equipment with adequate safety surfacing around the playground**
- Unlighted basketball courts and half courts
- **Active areas for unorganized play and practice fields**
- Picnic areas with benches, picnic tables, and cooking grills
- **Shaded pavilions and gazebos**
- **Jogging and exercise trails**
- Unlighted tennis courts
- Security lighting
- Drinking fountains

Design – The overall design and layout of a neighborhood park is important to its final quality and timelessness. These parks should generally be designed with the programmed space – playgrounds, pavilions, basketball courts, etc. – clustered into an "activity zone" within the park. These areas need ample seating and shade to be hospitable year round. Siting these areas near existing stands of trees is strongly recommended as this eliminates the years of waiting for shade trees to mature. The open / unprogrammed space should be visible from this activity area, but should be clearly delineated through plantings and hardscape features such as paved trails and seatwalls. Finally, a loop trail is today considered an essential component of a neighborhood park.

How the park integrates with the surrounding land uses – residences, a school, a wooded area, etc. – is crucial to the quality of experience within the park. When a road borders the park, it should be ensured that the houses across the street face the park. When houses must back up to a park, ensure that the fencing between the houses and the park is transparent, wrought iron fencing (or similar) rather than opaque wooden fortress fencing and a row of trees is planted along the fence line; transparent fencing allows a softer transition between park and residence and provides for informal surveillance of the park. No more than 20% of any park's boundary should be bordered by the backs of houses – such would create a sense of uncomfortable enclosure within the park. When a park is constructed adjacent to a school, ensure that the two sites interact; work with the ISD to have windows on the side of the school that faces the park and paved connections between the two.

Lastly, it is important to design neighborhood parks that are unique in character, respond to the surrounding environment, and provide unique experiences for the park's users.

Parking – In general, the use of multi-modal trails and public transportation options should be encouraged to decrease dependency on automobiles. As deemed necessary, the exact amount of parking will vary based on the size of the park, the facilities it contains, and the number of users. Opportunities to share parking may be beneficial to different yet compatible functions, such as libraries, schools, City buildings and the like.

Figure 3.1 illustrates a typical neighborhood park as implemented in the City of McKinney. Note that each neighborhood park should be designed as a unique part of the neighborhood that surrounds it.

Figure 3.1
Typical Neighborhood Park

Community Parks

Community parks are larger parks that serve a group of neighborhoods or a portion of the City. Community parks are usually reached by automobile, although residents adjacent to the park and trail users may walk or cycle to it, rendering them *de facto* neighborhood parks. A variety of recreational facilities are provided, including in some cases, lighted playing fields for organized sports, hike and bike trails and sufficient parking to accommodate participants, spectators, and other park users. The specific set of facilities provided depends on the type of community park.

Type – There are two typical types of community parks – active and passive. Each type has a different set of facilities provided and an overall different character. Active community parks typically focus on high-intensity uses such as lighted competitive game fields, recreation centers, and manicured vegetation. Passive community parks, on the other hand, typically have low-intensity uses such as hiking, picnicking, and free play and generally have a large amount of natural and un-programmed space in the park. In McKinney, Gabe Nesbitt Community Park is a good example of an active community park while Erwin Park is a good example of a passive community park.

Size – The typical community park should be large enough so it can provide a variety of amenities while still leaving open space for unstructured recreation, practice space, and natural areas. The park should also have room for expansion, as new facilities are required. According to NRPA a typical community park varies in size from 30 to 50 acres, serving an area of one to two miles in diameter. The McKinney Parkland Ordinance defines community parks as approximately 40 to 100 acres in size, serving an area two to three miles in diameter and a population of approximately 20,000 persons.

Location – Community parks should be located near a major thoroughfare to provide easy access from different parts of the City. Where possible, care should be taken to provide adequate buffers to adjacent residential streets, minimizing noise and bright lights at night (specifically important for active community parks). A good option to be considered is "cut-off" or "directional" lighting, which allows light patterns to be controlled, thus avoiding undesired lighted areas. Because of the requirement for lighted facilities, it is often desirable to have active community parks located adjacent to commercial, retail, and/or light industrial areas, rather than residential neighborhoods.

Facilities – Depending on community park type, facilities generally located in community parks may include:

- Playground equipment with adequate safety surfacing around the playground
- Active free play areas
- Picnic areas and pavilion(s)
- Unlighted practice fields for baseball, soccer, football, softball, etc.
- Restrooms
- Natural open space
- Jogging, bicycle and nature trails
- Lighted ball fields, suitable for organized competitive events

- Lighted multi-purpose practice fields
- Recreation center (if appropriate)
- Sufficient off-street parking based on facilities provided and size of park
- Security lighting
- Other facilities as needed which can take advantage of the unique characteristics of the site, such as nature trails or fishing adjacent to ponds, swimming pools, skateboard parks, amphitheaters and even community gardens.

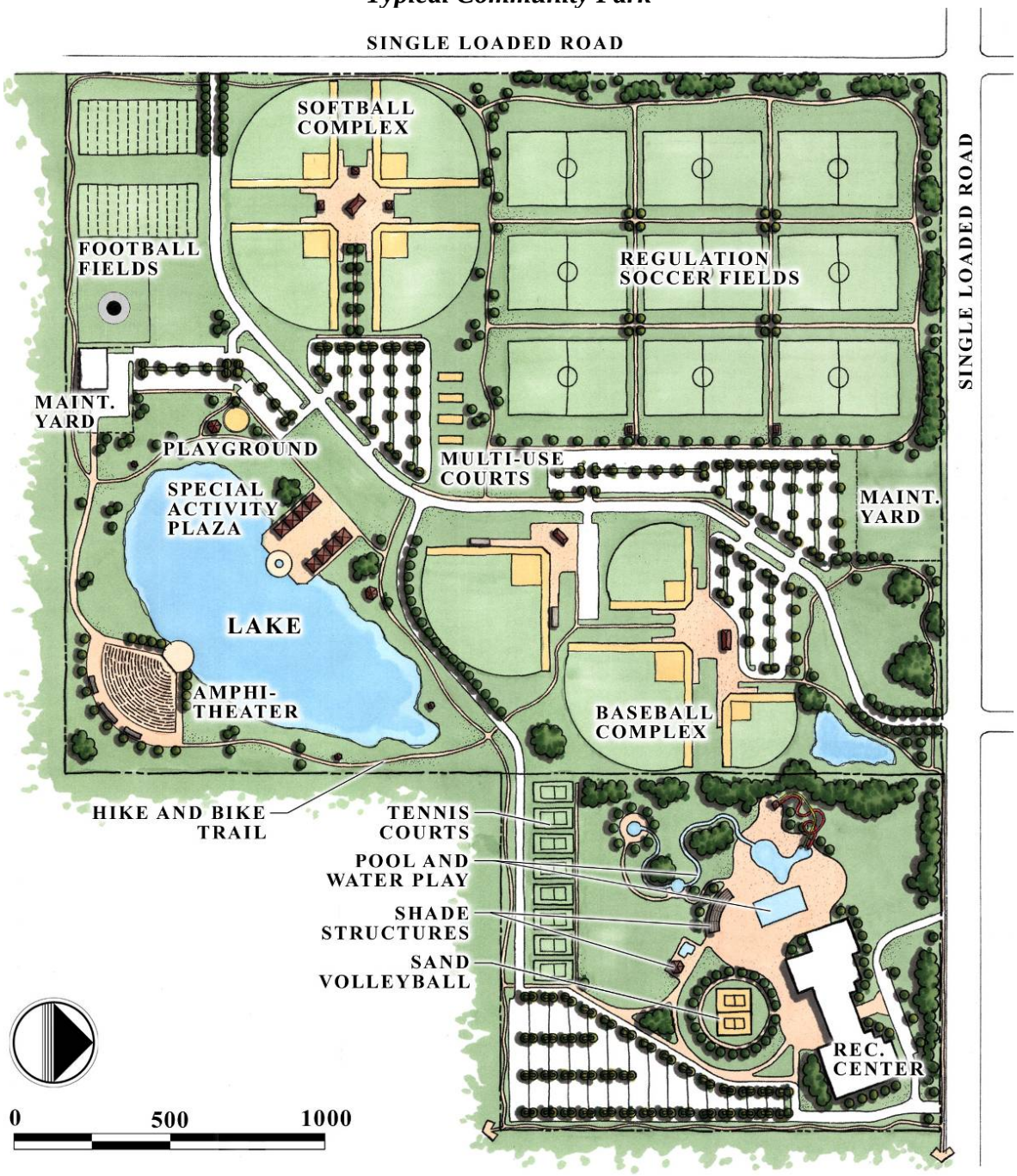
Design – As with neighborhood parks, the overall design and layout of a community park is important to the park's final quality and timelessness. Similarly, activity zones of programmed space are also important within community parks. Playgrounds, pavilions, and basketball courts make up one type of activity zone while ball fields, concession stands, and storage buildings make up another type. Again, providing shade by means of siting the former of these two activity zone types near existing stands of trees is strongly recommended, as is the provision of benches and picnic tables. In community parks and other large parks, it is often desirable to delineate between activity zones and unprogrammed areas by the use of natural features, such as stands of trees and creek corridors. This helps to break up the park visually and delineate space. Paved trails should connect these various areas with each other, as well as provide a walking/jogging loop for recreational use.

The interaction between a community park and the surrounding areas is crucial to the quality of experience within the park. Because community parks are often located outside of neighborhoods, there are different considerations than there are with a neighborhood park. As with neighborhood parks it is important that the park is bordered by single-loaded roads and creeks or other natural areas. When development does border the park, how the edge is addressed depends on the type of development. If the development is residential, ensure that the fencing between the houses and the park is transparent, wrought iron fencing (or similar) and a row of trees and/or shrubs is the preferable treatment. However, if the development is industrial in nature or otherwise aesthetically unpleasing or potentially a nuisance, the border should be fenced and heavily planted with trees and shrubs to soften this edge. Community parks often interface well with middle and senior schools; in such instances, PROS should coordinate with the ISD early in the development process for a new school to encourage the placement of windows and doors on the side of the school that faces the park and paved connections between the two.

As a final consideration, it is important to understand that active community parks themselves can sometimes be a nuisance if near residential neighborhoods. Bright lighting at night, excessive noise from cheering spectators, or the overflow of parking onto neighborhood streets can all become major issues. If an active community park is to be developed in close proximity to a neighborhood, the City should address these issues and any other potential issues through measures such as the use of full cut-off lighting, landscape buffers to provide visual screening and sound attenuation, and adequate on and off street parking away from housing.

Figure 3.2 below illustrates a typical community park and some of the elements that the park might contain. Note that this is simply a typical arrangement, and each community park should be designed according to the specific needs of the community.

Figure 3.2
Typical Community Park



Parking – This varies based on the facilities provided and the size of park. The National Recreation and Park Association (NRPA) recommends a minimum of five spaces per programmed acre, plus additional parking for specific facilities within the park such as pools or ball fields. The specific amount of parking provided in each park should be determined by the facilities provided in that park. For example, the City's parking regulations for soccer fields are 50 spaces per field. Even so, consideration should always be given towards the concept of "shared parking", whereby parking may be shared with adjacent land use facilities e.g. schools, churches, City buildings, etc. In order to offset the surface water runoff and pollution from large areas of parking, it is recommended that serious consideration be given to the use of permeable paving combined with shade trees and bio-swales (swales with appropriate vegetation that filtrates pollutants from runoff water and slowing the runoff water, thereby mitigating erosion).

Special Purpose Parks

Special purpose parks are designed to accommodate specialized recreational activities. Because the facility needs for each activity type are different, each special purpose park usually provides for one or a few activities. Examples of special purpose parks include:

- Golf courses
- Athletic fields or complexes
- Nature centers or large natural preserves
- Botanical Gardens
- Swimming pool centers
- Aquatic Parks
- Pocket Parks
- Recreation Centers
- Senior Citizen Centers
- Tennis complexes
- Dog parks
- Skate parks
- Cemeteries

Athletic complexes and public golf courses are two of the most common types of special purpose parks. Athletic complexes seek to provide fields for organized play in a location that can accommodate the traffic and noise that a large number of users can generate. Evening activities at athletic complexes necessitate high-power lighting that can become a nuisance when the complex is located too close to residential areas. To address this, wide buffers should be placed around such complexes and/or they should be located adjacent to commercial or industrial areas. Athletic complexes should include sufficient fields so that leagues can congregate at one facility and not have to spread out in different locations across the city.

Pocket parks are small green gathering spaces ranging typically from 1/8 acre to 1 acre. Due to the size of this type of park, vehicular parking space is typically not provided.

Therefore, pocket parks are accessed by means of walking and bicycling. Benches, fountains, landscaping, and other focal features are common items found in these parks. Size is not the key factor of the typical pocket park, but rather the quality of the landscaping and features that go into the park. These parks are often located in older parts of a city, where larger parcels of land are not available. The space surrounding a trail head or major City gateway may also be referred to as a pocket park.

An additional type of special purpose park is a "special interest" park which typically is developed as a skate park, a dog park, or some other park designed to specifically accommodate a special recreational need. McKinney's population will be able to sustain two or more of each type of special interest park.

Linear Parks, Greenbelts and Hike & Bike Trails

Linear parks and greenbelts are open park areas that generally follow some natural or man-made feature that is linear in nature, such as creeks, abandoned railroad rights-of-way or power line or utility corridor easements. Properly developed to facilitate pedestrian and bicycle travel, these parks can serve to link or connect other parks in the local system, as well as schools, libraries, and other major destinations. No specific standards apply to linear/linkage parks other than to be large enough to adequately accommodate the trail and provide a connection between each end. Linear parks can also serve as effective linear greenbelts, which preserve open space and provide trail connections along a natural or landscaped man made feature.

Hike and bike trails, often found in linear parks, serve to provide active and passive recreation as well as connections between parks and other destinations within the City. A trails system should be established to serve both recreation needs and as a means to alternative transportation choices and connections throughout the City. In a few instances, a typical off-street trail through a greenbelt is not a possibility due to lack of right-of-way or other constraints. In such instances, trails along streets within existing right-of-way are options for achieving a connected, city-wide trail system. Such a system should provide each resident with quick and easy access to parks, retail, and employment areas.

Regional Parks

The term *Regional Park* refers to land that is dedicated as parkland due to its regional importance and relevance. This may be due to its natural characteristics including habitat, geological formations, and/or aesthetic beauty. Other reasons may be the role that the particular site plays in issues of regional importance: for example historical memorial, habitat protection or ecological service including water conservation and flood protection. The size of a regional park can vary from less than one hundred acres to several thousand acres, depending on the purpose and character of the site. Regional parks are often under one ownership and under the control of county and state government.

Nature Areas and Open Space

The benefit and inclusion of places that are nature areas or un-programmed open space has been largely overlooked in the context of typical parks master plans. Conservation and preservation are especially valuable as, over time, natural resources disappear in our cities and natural habitat is wiped out. The value of walking through historic and natural places that have been left untouched is immeasurable. Such opportunities are rapidly becoming rare, and the identification and protection of such areas is urgently needed in most cities today. Cities that marshal the will and act quickly to conserve natural resources demonstrate the foresight and resolve necessary to ensure that future generations may enjoy something of beauty and timelessness.

Natural areas and open space are part of a city's resources and are its "natural gems." The value of such land may have visual, historic, and cultural appeal that imprints upon the visitor and creates a sense of place as well as of lasting memories. Wilderness, creeks, lakes, prairies, and particular geologic formations or topographic change may all be considered elements worthy of protection, public access, and celebration. As un-programmed space, there is the added benefit of these areas as "self-maintaining". There may be the occasional need to check for hazards, but maintenance is generally not a significant factor. Other than recreational and aesthetic opportunities afforded by natural areas, they also have huge economic value to society in terms of ecological services provided - functions like water and air purification, carbon sequestration, flood attenuation, pollination, air cooling, and positively effecting human health and well-being.

Ecosystem services are natural assets that provide a full suite of goods and services vital to human health and livelihood."

\- The Sustainable Sites Initiative

Park System Overview

The parks system in McKinney consists of a total of 46 parks totaling approximately 740 acres of developed land. An additional 206 acres of undeveloped land is dedicated to the expansion of existing parks. Approximately 860 acres of natural/unprogrammed space is also part of the parks system.

Neighborhood Parks

McKinney has twenty five (25) Neighborhood Parks that constitute a total of 214 developed acres. Neighborhood Parks in the City may range in size from the 3.2 acres of Cottonwood Park to the 16 acre E.A. Randles Park. Many of the existing neighborhood parks are located adjacent to an elementary or middle school. McKinney has a good starting ground in its overall geographic coverage with Neighborhood Parks and their service radii of ½ mile a piece. However, as the City grows, several neighborhood service areas will need to be addressed.

Community Parks

The City has six (6) Community Parks, although one of these (Al Ruschhaupt Soccer Complex) does not currently meet all of the requirements for a Community Park outlined earlier in this chapter. Planned improvements including a playground, pavilion, splash pad, parking and amphitheater will however render this a true community park. Community Park acreage in the City totals 295 developed acres, 188 undeveloped acres, and 256 natural/unprogrammed acres. With a service radius of 1 to 2 miles, McKinney is making progress towards being well covered by Community Parks, provided that improvements to and expansions of facilities are carried out at the Al Ruschhaupt Soccer Complex. Of the existing community parks in McKinney, only Erwin Park is of the passive type; the rest are considered active community parks.

Because of the amenities provided by Community Parks, they also serve as de facto neighborhood parks when dedicated neighborhood parks are not present. That is, they provide the amenities of a neighborhood park and therefore serve the needs of the surrounding neighborhoods.

Special Purpose Parks

The Special Purpose Parks in the City range in size from the 0.5 acre Central Park to the 147 acre Oak Hollow Golf Course. Special Purpose Park acreage in the City totals approximately 212 acres (with 3 of these acres devoted to natural/unprogrammed space). Special Purpose Parks are the result of a specific need or opportunity, and therefore do not have a prescribed service radius. In essence, this category of park is not intended to cover the City in its entirety.

Special purpose parks in McKinney fall into one of three categories: Athletic Complexes (McKinney Soccer Complex at Craig Ranch, North Park), Golf/Disc Golf Courses (Alex Clark Memorial Disc Golf, Oak Hollow Golf Course, Towne Lake Disc Golf), and Pocket Parks & Plazas.

McKinney has four developed Pocket Parks; these include Central Park, Dr. Glenn Mitchell Memorial Park, Dwayne Howell Meditation Garden, and Ezra Lee (Tinker) Taylor Memorial Park. In the future, the possibility exists to create a number of smaller spaces adjacent to various private and City owned facilities, particularly as part of a larger vision of streetscapes and perhaps in the creation of pedestrian malls and trail corridors. Current trends include developing skateboard parks and dog parks as special purpose parks. Features which are potential pocket park locations include City Gateways and Trailheads, according to their suitability.

Linear Parks, Greenbelts and Hike & Bike Trails

The City has two largely undeveloped Greenbelts, totaling 521 acres. The Wilson Creek Greenway and the Trinity River Greenway are both large areas of natural/unprogrammed space along the floodways and floodplains of waterways within the City. The Wilson Creek Nature Trail makes up part of the Wilson Creek Greenway. McKinney has many miles (over forty) of Hike & Bike Trails already developed. There are also many more miles shown in the City's Trail Master Plan.

Nature Area/Open Space

Adding to McKinney's image of being "Unique by Nature," there are 859 total acres of nature area/open space within the City. While the majority of this acreage can be found in McKinney's two Greenways/Linear Parks, an additional 338 acres exists in other City parks. Most of this additional acreage can be found in Community Parks, including Al Ruschhaupt Soccer Complex, Erwin Park, Old Settler's Park, and Towne Lake Park. Additional, smaller pockets of nature area/open space can be found in Serenity Park, McKinney Soccer Complex at Craig Ranch, the McKinney Community Center, and the Senior Recreation Center.

Presently, the acreage associated with nature areas and open space in McKinney constitutes over 47% of the total acreage in the parks system.

Regional Parks

While not a part of the City of McKinney's park system, there are currently two regional parks within McKinney's city limits totaling 409 acres. The first of these is the Heard Natural Science Museum and Wildlife Sanctuary – a wildlife and nature preserve owned and managed by a not-for-profit foundation – that encompasses 244 acres[1] of land. The second is the Collin County-owned Myers Park and Event Center (formerly the Collin County Youth Park) which is comprised of over 165 acres of park land and hosts rental facilities and events grounds for everything from reunions and weddings to circuses and rodeos.

[1] Acreage according to the Heard Natural Science Museum and Wildlife Sanctuary's website.

Cemeteries

Seven cemeteries exist in McKinney and the City's ETJ (McLarry Cemetery, Horn Cemetery, Scott Cemetery, Williams Cemetery, Bradley Cemetery, Pecan Grove Cemetery, and Scalff Cemetery). Cemeteries are typically not counted toward park acreage, especially when the cemeteries are not managed or maintained by the City (none of the above mentioned cemeteries are managed or maintained by the City of McKinney). However, cemeteries play an important role in defining the culture and history of a community as well as providing a sense of open space, specifically from a visual point of view. Pecan Grove Cemetery is one of the most important historical places in McKinney, serving as the final resting place of many of McKinney's founding fathers including veterans of the Texas Revolution, Civil War veterans, and James W. Throckmorton, a past governor of the State of Texas.

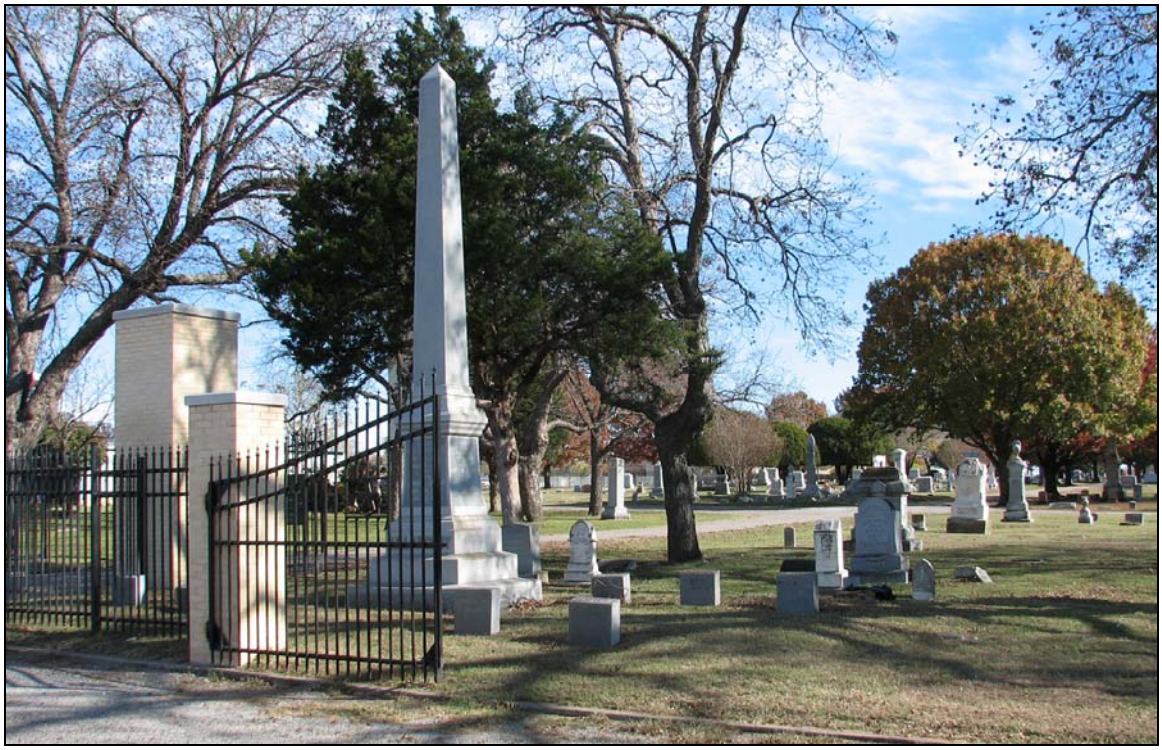


Table 3.1 Existing Park Facilities *on the next pages is a summary of park acreage and park facilities per individual park.*

Facilities Review

Following Table 3.1: Existing Park Facilities, is an overview of the parks system in McKinney, including a discussion and assessment of each developed park in the City. The parks and parkland are discussed according to the categories of Neighborhood Parks, Community Parks, Special Purpose Parks, Linear Parks & Greenbelts, Regional Parks, and Indoor Recreation Facilities.

It is important to understand the spatial distribution of various park types within the City. Maps illustrate the location of all the existing developed and undeveloped parks. Neighborhood parks are the primary type of close-to-home park in McKinney; they serve areas within a five to ten minute walk. Community parks serve a broader population and are typically positioned so that everyone within the City is within a five minute drive of a park (within one mile of a community park). They also serve as a de facto neighborhood park for areas within ½ mile. These maps are presented on the pages following Table 3.1.

*The **Existing Community & Neighborhood Parks** maps on the following pages show the locations of existing parks of these types within McKinney*

Table 3.1
City of McKinney Parks, Recreation & Open Space Master Plan

Existing Park Facilities

Park	Acres			City Sector	Baseball Fields (Competitive)	Softball Fields (Competitive)	Basketball Full Courts	Basketball / Indoor Courts	Soccer Fields (Competitive)	Football Fields (Competitive)	Backstops	Multi-purpose Practice Fields	Racquetball/Handball	Tennis Courts	Volleyball Courts (sand)	Fitness Center	Climbing Boulders	Hike/Bike Trails (miles)	Nature Trail (miles)	Mountain Bike Trails (miles)	Playground (# of units)	Horseshoe Pits	Driving Range	Golf Holes	Disc Golf Course	Jogging Trail	Cricket	Camping Sites	Radio Con. Airplane Field	Stocked Fishing Pond	Fishing Pier / Observation deck	Water Spray Splash Pad	Fitness/ Lap Pool	Leisure Pool	Sculpture	Large Pavilions	Small Pavilions	Picnic Units	BBQ Grills	Benches	Bleachers	Drinking Fountains	Meeting Room(s) w/ tables & chairs	Memorial Monument / Columns	Foot Bridges	Lakes or Ponds in Park	Adjacent to Creek	Concession Bldgs.	Restroom Buildings	Off Street Parking	Handicapped Parking
	(Dev.)	(Undev.)	Natural / Unprogrammed Space																										Aquatics					Passive / Support Facilities															Infrastructure	
Neighborhood Parks																																																		
A Hardy Eubanks, Jr	10.44						1				1	1									1					0.4										1	12	1										S	
Ash Woods	10.70						1					2									1					0.4					1					1										S	
Aviator Park	10.00						1					1									1					X					1					1	4	2			1						15	
Carey Cox Memorial Park	10.00											1					1				1					X										1										19	1
Cottonwood Park	3.20						1				1										1															1	2										25	
Dr Charles McKissick Park	7.00										1	1									1					0.4										1	2	1			1						S	
E. A. Randles Park	16.00				1		1					2									1					X										1	4								1			19	
Falcon Creek Park	11.60						1				1										1					X					1					1	8	5			1				1	1			16	
Fitzhugh Park	1.20						1					1									1															1	1	1										16	
Hill Top Park	10.20											1									1															1	2										S	
Horizon Park	6.00											1									1											1				1	8										19	1
Inspiration Park	10.00											2									1					X						1				1										15	
Jim Ledbetter Park	10.00						1					1					1				1					X										1										S	
John M Whisenant Park	9.90											2									1					X						1				1										S	
Mary Will Craig Park	10.00						1				1	2									1					X										1	1										16	
Murphy Park	1.00																				1															1	2											
Rowlett Creek Park	16.00											1									2					X										1										S	
Serenity Park	13.79		*3.0*								2	2									1					X					1	1				1	6	4			1			1	1	1			21	
Timber Creek		11.4																																		1										1				
Tom Allen, Jr Park	6.00											2									1					X										1	6	1										44	
Valley Creek Park	5.00										2	1									1					X										1	3				1							
W.B. Finney Park	13.30						1				2	2									2					X										1	6	3			1						S	
Wattley Park	6.80						1				1	1									1															1	3	1							1			12	
Winniford Park	16.00						1					1									1					X										1	3				1				1			17	
Unnamed Park		17.0																																															
Subtotal	**214.13**	**28.40**	**3.00**		**1**	**0**	**12**	**0**	**0**	**0**	**12**	**28**	**0**	**0**	**0**	**0**	**2**	**0**	**0**	**0**	**25**	**0**	**0**	**0**	**0**		**0**	**0**	**0**	**2**	**1**	**5**	**0**	**0**	**0**	**0**	**23**	**73**	**19**	**0**	**0**	**7**	**0**	**0**	**2**	**2**	**7**	**0**	**0**	**254**	**2**
Community Parks																													Aquatics					Passive / Support Facilities															Infrastructure	
Al Ruschhaupt Soccer Complex	35.00	5.0	56.0						9																2															2							1	1	684	
Alex Clark Memorial Disc Golf	18.00																							1										1											1				
Erwin Park	15.00	80.0	117.0															1		1					11	1	1								3		33	11			2		1			4	1		3	50	
Finch Park	19.00	13.0					2							2	1					2									1					2		32	10			2						1		1	88	
Gabe Nesbitt Community Park	63.00	90.0			3	5														2														1		9			4						2	2	427	
Old Settler's Park & Mouzon Ball Fields	29.00		18.0		3															1					X										1		5	1				2						
Towne Lake	49.00		65.0												2						9					1.2					1	1			1	2		30	12			2		1	2		1	1	1	56	
Wilson Creek Softball	20.00					6														1															2		14				1					1	1	332	
Towne Lake Disc Golf	47.00																							1																								
Subtotal	**295.00**	**188.00**	**256.00**		**6**	**11**	**2**	**0**	**9**	**0**	**0**	**0**	**0**	**2**	**3**	**0**	**0**	**0**	**1**	**0**	**7**	**9**	**0**	**0**	**2**	**1**	**2**	**11**	**1**	**2**	**1**	**1**	**0**	**0**	**2**	**9**	**2**	**123**	**34**	**0**	**0**	**13**	**0**	**2**	**4**	**5**	**4**	**5**	**9**	**1637**	**0**
Special Purpose Parks																													Aquatics					Passive / Support Facilities															Infrastructure	
Central Park	0.5																																			1	1	1											
Day Labor Plaza	0.40																																														1		
Dr Glenn Mitchell Memorial Park	1.00																																	1									1					
Dwayne Howell Meditation Garden	1.00																																												1				
Ezra Lee (Tinker) Taylor Memorial Park	1.70																																			1	2	1											
McKinney Soccer Complex at Craig Ranch	49.00		3.0						13																											4	10				2				1	1	1	1	900	
North Park	9.00				2																																									1	1	120	
Oak Hollow Golf Course	147.00																						1	18												1								2		1	1	3	132	
Subtotal	**209.60**	**0.00**	**3.00**		**2**	**0**	**0**	**0**	**13**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**18**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**7**	**13**	**2**	**0**	**0**	**2**	**0**	**1**	**2**	**1**	**3**	**3**	**6**	**1152**	**0**
Linear Parks																													Aquatics					Passive / Support Facilities															Infrastructure	
Wilson Creek Greenway			460.0																																														
Trinity River Greenway			61.00																																														
Subtotal	**0.00**	**0.00**	**521.00**		**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**		**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
Regional Parks																													Aquatics					Passive / Support Facilities															Infrastructure	
Heard Sanctuary	244.00																																																
Myers Park & Event Center	165.00																																																
Subtotal					**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**		**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**

Table 3.1
City of McKinney Parks, Recreation & Open Space Master Plan

Existing Park Facilities

Park	Acres (Dev.)	Acres (Undev.)	Acres Natural / Unprogrammed Space	City Sector	Baseball Fields (Competitive)	Softball Fields (Competitive)	Basketball Full Courts	Basketball / Indoor Courts	Soccer Fields (Competitive)	Football Fields (Competitive)	Backstops	Multi-purpose Practice Fields	Racquetball/Handball	Tennis Courts	Volleyball Courts (sand)	Fitness Center	Climbing Boulders	Hike/Bike Trails (miles)	Nature Trail (miles)	Mountain Bike Trails (miles)	Playground (# of units)	Horseshoe Pits	Driving Range	Golf Holes	Disc Golf Course	Jogging Trail	Cricket	Camping Sites	Radio Con. Airplane Field	Stocked Fishing Pond	Fishing Pier / Observation deck	Water Spray Splash Pad	Fitness/ Lap Pool	Leisure Pool	Sculpture	Large Pavilions	Small Pavilions	Picnic Units	BBQ Grills	Benches	Bleachers	Drinking Fountains	Meeting Room(s) w/ tables & chairs	Memorial Monument / Columns	Foot Bridges	Lakes or Ponds in Park	Adjacent to Creek	Concession Bldgs.	Restroom Buildings	Off Street Parking	Handicapped Parking
Open Space Preserves/ Nature Areas																														Aquatics					Passive / Support Facilities																Infrastructure	
Cambridge Parkland		6.2																																																		
Subtotal	**0.00**	**6.20**	**0.00**		**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**		**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
Hike & Bike / Equestrian Trails*																														Aquatics					Passive / Support Facilities																Infrastructure	
City Hike and Bike Trail																		40																																			
Subtotal	**0.00**	**0.00**	**0.00**		**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**40**	**0**	**0**	**0**	**0**	**0**	**0**	**0**		**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
Recreation Facilties																														Aquatics					Passive / Support Facilities																Infrastructure	
McKinney Community Center	7.0		53.0					1					2			1			0.56																			2			3	2	2			1			83	
Old Settlers Recreation Center							1	2																															1			6	2	3		1	1			58	
Senior Recreation Center	5.00		23.0													1			0.1			2																				2	3							80	
Senior Pool																																	1																		25	
Old Settlers Aquatic Center																																		1					6	3			1					1	1	1	29	
Juanita Maxfield Aquatic Center	6.0																																	1					3				1						1	1		
Subtotal	**18.00**	**0.00**	**76.00**		**0**	**0**	**1**	**3**	**0**	**0**	**0**	**0**	**2**	**0**	**0**	**2**	**0**	**0**	**1**	**0**	**0**	**2**	**0**	**0**	**0**		**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**2**	**0**	**0**	**0**	**12**	**3**	**0**	**9**	**8**	**8**	**0**	**1**	**0**	**3**	**2**	**2**	**275**	**0**
Other Park Facilities																														Aquatics					Passive / Support Facilities																Infrastructure	
Parks Maintenance Building	0.30																																																		
Parks Administration	0.07																																																	29	1
Carey Cox Memorial Park Office Building	0.1																																																	19	1
Subtotal	**0.46**	**0.00**	**0.00**		**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**		**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**48**	**2**
City Property Total	**737.19**	**222.60**	**859.00**		**9**	**11**	**15**	**3**	**22**	**0**	**12**	**28**	**2**	**2**	**3**	**2**	**2**	**40**	**2**	**0**	**32**	**11**	**1**	**18**	**2**	**1**	**2**	**11**	**1**	**4**	**2**	**6**	**1**	**2**	**3**	**9**	**32**	**221**	**58**	**0**	**9**	**30**	**8**	**3**	**9**	**8**	**17**	**10**	**17**	**3366**	**4**
School and College Facilities**																														Aquatics					Passive / Support Facilities																Infrastructure	
McKinney High School					1				1					8																																						
McKinney North High School					1				1																																											
Johnson Middle School								2																																											
Faubion Middle School								2						4																																						
Evans Middle School								2																																											
Naomi Press Elementary								1																																											
Vega Elementary								1																																											
Slaughter Elementary								1																																											
Caldwell Elementary								1																																											
School Subtotal	**N/A**	**N/A**	**N/A**		**2**	**0**	**0**	**10**	**2**	**0**	**0**	**0**	**0**	**12**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
City Wide Facilities Total					**11**	**11**	**15**	**13**	**24**	**0**	**12**	**28**	**2**	**14**	**3**	**2**	**2**	**40**	**2**	**0**	**32**	**11**	**1**	**18**	**2**	**1**	**2**	**11**	**1**	**4**	**2**	**6**	**1**	**2**	**3**	**9**	**32**	**221**	**58**	**0**	**9**	**30**	**8**	**3**	**9**	**8**	**17**	**10**	**17**	**3366**	**4**
Other Significant Public and Private Facilities																														Aquatics					Passive / Support Facilities																Infrastructure	
McLarry Cemetery	1.70																																																		
Horn Cemetery	1.10																																																	
Scott Cemetery	1.70																																																	
Williams Cemetery	3.40																																																	
Bradley Cemetery	0.68																																																	
Pecan Grove Cemetery	49.00																																																	
Scalff Cemetery	0.56																																																	
North Texas Athletic Complex	6.40					5																																												1085	
Subtotal	**58.14**				**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**		**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1085**	**0**
HOA parks																														Aquatics					Passive / Support Facilities																Infrastructure	
Nora Haney	4.88										1																																										
Subtotal	**4.88**	**0.00**	**0.00**		**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**		**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**

***Trails that are not wholly contained as part of a park already included in this table**
****Facilities available for public use by joint use agreements.**

PARKS

Neighborhood Parks

01 A. Hardy Eubanks, Jr. Park
02 Ash Woods Park
03 Aviator Park
04 Carey Cox Memorial Park
05 Cottonwood Park
06 Dr. Charles B. McKissick Park
07 E. A. Randles Park
08 Falcon Creek Park
09 Fitzhugh Park
10 Hill Top Park
11 Horizon Park
12 Inspiration Park
13 Jim Ledbetter Park
14 John M. Whisenant Park
15 Mary Will Craig Park
16 Murphy Park
17 Rowlett Creek Park
18 Serenity Park
19 Timber Creek Park
20 Tom Allen Jr. Park
21 Valley Creek Park
22 W. B. Finney Park
23 Wattley Park
24 Winniford Park
25 Unnamed Parks

Community Parks (Active)

26 Al Ruschhaupt Soccer Complex Phase I & II
Alex Clark Disc Golf Course
27 Finch Park
28 Gabe Nesbitt Community Park
29 Old Settler's Park & Mouzon Ball Feilds
30 Towne Lake Recreation Area
Wilson Creek Softball Complex
Towne Lake Disc Golf

Community Parks (Passive)

31 Bonnie Wenk Park
32 Erwin Park

Special Purpose Parks

33 Central Park
34 Day Labor Plaza
35 Dr. Glen Mitchell Memorial Park
36 Dwayne Howell Meditation Garden
37 Ezra Lee (Tinker) Taylor Memorial Park
38 McKinney Soccer Complex at Craig Ranch
39 North Park
40 Oak Hollow Golf Course & Driving Range

Linear Parks

41 Wilson Creek Greenway
42 Trinity River Greenway

Open Space / Natural Areas

43 Cambridge Parkland

Recreation Facilities

44 McKinney Community Center & Nature Trail
45 Old Settler's Recreation & Aquatic Center
46 Senior Recreation Center & Pool
47 Juanita Maxfield Aquatic Center

PRESERVATION

- High Priority Preservation
- Medium Priority Preservation
- Adjacent City Preservation

SCHOOLS

MISD HIGH SCHOOLS

01 McKinney High School
02 McKinney North High School
03 McKinney Boyd High School
04 Serenity High School

MISD MIDDLE SCHOOLS

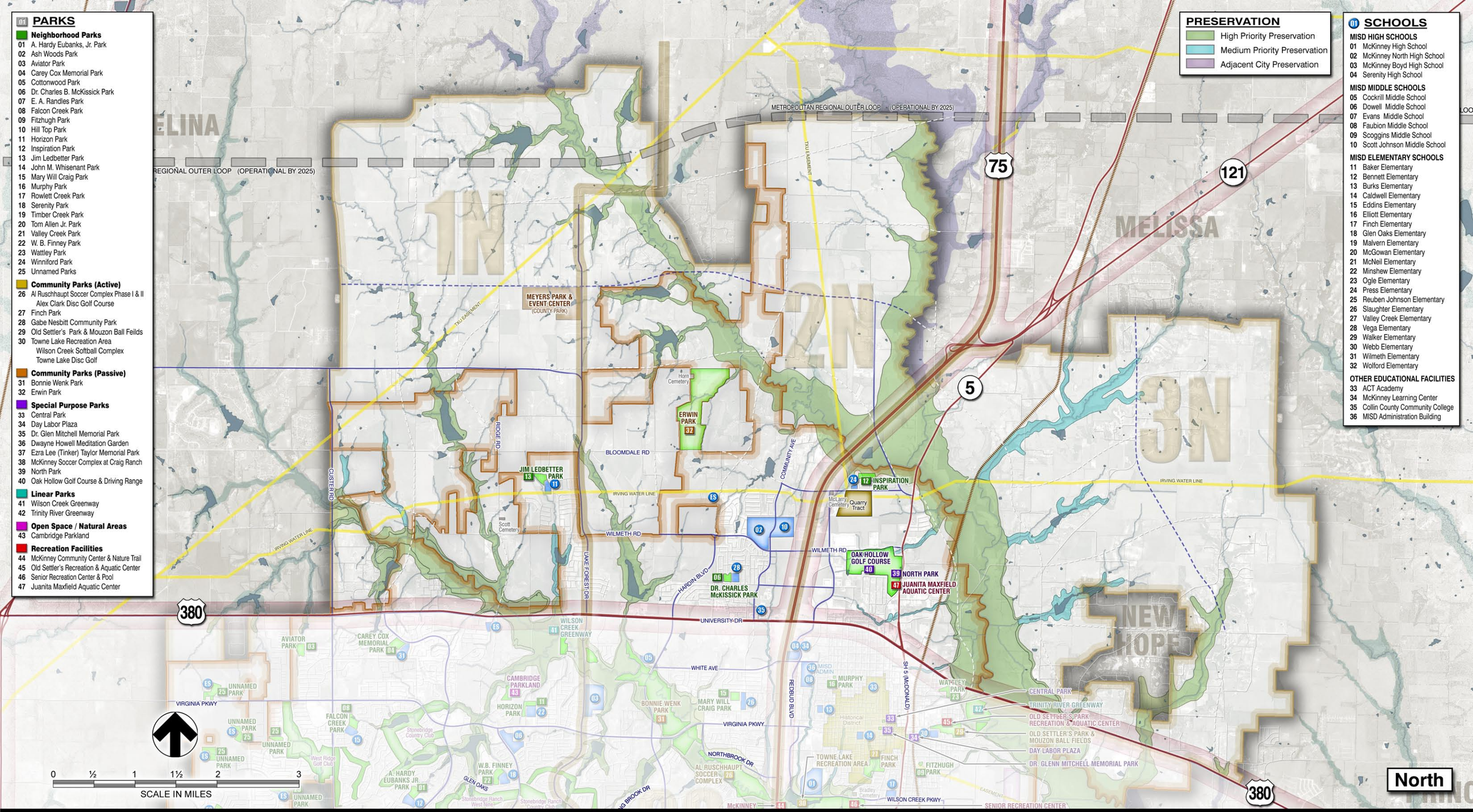
05 Cockrill Middle School
06 Dowell Middle School
07 Evans Middle School
08 Faubion Middle School
09 Scoggins Middle School
10 Scott Johnson Middle School

MISD ELEMENTARY SCHOOLS

11 Baker Elementary
12 Bennett Elementary
13 Burks Elementary
14 Caldwell Elementary
15 Eddins Elementary
16 Elliott Elementary
17 Finch Elementary
18 Glen Oaks Elementary
19 Malvern Elementary
20 McGowan Elementary
21 McNeil Elementary
22 Minshew Elementary
23 Ogle Elementary
24 Press Elementary
25 Reuben Johnson Elementary
26 Slaughter Elementary
27 Valley Creek Elementary
28 Vega Elementary
29 Walker Elementary
30 Webb Elementary
31 Wilmeth Elementary
32 Wolford Elementary

OTHER EDUCATIONAL FACILITIES

33 ACT Academy
34 McKinney Learning Center
35 Collin County Community College
36 MISD Administration Building



September 2, 2009

EXISTING COMMUNITY & NEIGHBORHOOD PARKS

CITY OF McKINNEY, TEXAS

HALFF

McKINNEY TEXAS
Unique by nature.

PARKS

Neighborhood Parks

01 A. Hardy Eubanks, Jr. Park
02 Ash Woods Park
03 Aviator Park
04 Carey Cox Memorial Park
05 Cottonwood Park
06 Dr. Charles B. McKissick Park
07 E. A. Randles Park
08 Falcon Creek Park
09 Fitzhugh Park
10 Hill Top Park
11 Horizon Park
12 Inspiration Park
13 Jim Ledbetter Park
14 John M. Whisenant Park
15 Mary Will Craig Park
16 Murphy Park
17 Rowlett Creek Park
18 Serenity Park
19 Timber Creek Park
20 Tom Allen Jr. Park
21 Valley Creek Park
22 W. B. Finney Park
23 Wattley Park
24 Winniford Park
25 Unnamed Parks

Community Parks (Active)

26 Al Ruschhaupt Soccer Complex Phase I & II
Alex Clark Disc Golf Course
27 Finch Park
28 Gabe Nesbitt Community Park
29 Old Settler's Park & Mouzon Ball Feilds
30 Towne Lake Recreation Area
Wilson Creek Softball Complex
Towne Lake Disc Golf

Community Parks (Passive)

31 Bonnie Wenk Park
32 Erwin Park

Special Purpose Parks

33 Central Park
34 Day Labor Plaza
35 Dr. Glen Mitchell Memorial Park
36 Dwayne Howell Meditation Garden
37 Ezra Lee (Tinker) Taylor Memorial Park
38 McKinney Soccer Complex at Craig Ranch
39 North Park
40 Oak Hollow Golf Course & Driving Range

Linear Parks

41 Wilson Creek Greenway
42 Trinity River Greenway

Open Space / Natural Areas

43 Cambridge Parkland

Recreation Facilities

44 McKinney Community Center & Nature Trail
45 Old Settler's Recreation & Aquatic Center
46 Senior Recreation Center & Pool
47 Juanita Maxfield Aquatic Center

PRESERVATION

- High Priority Preservation
- Medium Priority Preservation
- Adjacent City Preservation

SCHOOLS

MISD HIGH SCHOOLS

01 McKinney High School
02 McKinney North High School
03 McKinney Boyd High School
04 Serenity High School

MISD MIDDLE SCHOOLS

05 Cockrill Middle School
06 Dowell Middle School
07 Evans Middle School
08 Faubion Middle School
09 Scoggins Middle School
10 Scott Johnson Middle School

MISD ELEMENTARY SCHOOLS

11 Baker Elementary
12 Bennett Elementary
13 Burks Elementary
14 Caldwell Elementary
15 Eddins Elementary
16 Elliott Elementary
17 Finch Elementary
18 Glen Oaks Elementary
19 Malvern Elementary
20 McGowan Elementary
21 McNeil Elementary
22 Minshew Elementary
23 Ogle Elementary
24 Press Elementary
25 Reuben Johnson Elementary
26 Slaughter Elementary
27 Valley Creek Elementary
28 Vega Elementary
29 Walker Elementary
30 Webb Elementary
31 Wilmeth Elementary
32 Wolford Elementary

OTHER EDUCATIONAL FACILITIES

33 ACT Academy
34 McKinney Learning Center
35 Collin County Community College
36 MISD Administration Building

0 ½ 1 1½ 2 3
SCALE IN MILES

South

September 2, 2009

EXISTING COMMUNITY & NEIGHBORHOOD PARKS

CITY OF McKINNEY, TEXAS

HALFF

McKINNEY TEXAS Unique by nature.

Neighborhood Parks

Tom Allen Jr. Park

3301 Bahnman Drive
6 Acres

This park is defined by dramatic topography and excellent neighborhood integration; the surrounding houses face the park and/or have transparent wrought iron fencing. The park has a clear sense organization and enjoys all of the amenities needed in a neighborhood park as well as two practice field areas and is adjacent to an attractive retention pond. The focal point of the park is the well-designed pavilion, which is elevated above the rest of the park; this makes the pavilion a visual focus as well as a place for parents to monitor their children and see across the entire park. This park would benefit from additional plantings along the edges to help define the space.

Horizon Park

401 Flatrock Drive
6 Acres

Horizon Park has a unique presence in the community. It is located on the top of a hill with views from the pavilion and playground area overlooking the surrounding neighborhood. An existing stand of trees was retained which provides a shady area which knits together the water spray park, the playground and picnic tables. An elementary school is located adjacent to this park. On a level higher than the park, the

school has an imposing presence. This presence and the space between the school building and the pavilion can be softened by the planting of trees and shrubs and potentially installing seatwalls and benches. Such action will provide definition between the spaces and improve the interface between these two areas, as well as expand upon the great potential for this park to be used by the teachers and students of the adjacent school.

Falcon Creek Park

301 Peregrine Drive
11.6 Acres

This park includes more amenities than is typical for a neighborhood park, including an unlit ball field, a pond, and a wooded creek corridor with a paved trail running through it. Children and adults alike walk through this park for recreation and to and from school each day. This park truly serves as an "outdoor living room" for the surrounding neighborhood. The pond and wooded creek areas provide unique experiences for park users and also provide habitat for wildlife. A pavilion is located centrally in the park overlooking both the pond and the playground. The surrounding houses either front the park via a single-loaded road or border the park with transparent wrought iron fencing. While the area is generally well vegetated, the open space in the southern portion of the park would benefit from additional plantings to help define the space. In addition, the location and visibility of the tot lot should be reviewed for performance and safety. As with all parks with ponds and creeks, measures to prevent erosion should be considered.

W.B. Finney Park

6350 Glen Oaks Drive
13.3 Acres

Finney Park is a central feature in the Stonebridge Community. This park presents good neighborhood integration as it is bordered by transparent wrought iron fences, single-loaded roads, and the adjacent elementary school. The park includes a large open space, which borders Glen Oaks Drive and separates the pavilion, playground, ball fields, and basketball court from the road and buffers these amenities creating a retreat-like environment. The park has a wealth of open space for unorganized use, free play, and athletics practice yet also contains an amount of shade appropriate for the scale of the park. A City hike and bike trail passes along the southern edge of the park – along Glen Oaks Drive – and spurs into Finney Park in a fluid manner. Two well-shaded

playgrounds and a pavilion are arranged together as an activity zone; this arrangement is beneficial as parents and family can congregate in the pavilion while still actively monitoring the two play areas.

Hill Top Park

1850 Winding Brook Drive
10.2 Acres

This park is situated adjacent to an elementary school and is elevated (hence the name of the park) to permit engaging views toward the surrounding area. The park's amenities are grouped closely together, permitting easy and comfortable observation of the playground from the pavilion. While the park and school share parking, they are otherwise disjointed as the "service side" of the school faces the park. The pavilion, while it is well-sited, lacks spatial definition as could be provided by a surrounding seat wall and would benefit greatly from a multi-tiered roof (which will provide cooler air). The greatest issue with this park is the feeling of over-exposure that comes from the park's elevation and lack of mature vegetation. Because the park is constructed on poorer quality soil, additional topsoil and soil amendments might be necessary for the establishment of healthy vegetation.

Mary Will Craig Park

2701 Bois d'Arc Road
10 Acres

This park is well integrated with the adjacent elementary school; an entrance to the school is close to and visible from the park's playground and pavilion. The park has a large parking lot (which is likely used by the school as well) and the necessary amenities for a neighborhood park, although these amenities are arguably disjointed from one another and the playground and pavilion are rather close to the parking lot. A master plan for the park should be developed that includes a plan for weaving together these areas – playground, pavilion, and basketball court – and buffering them from the parking lot, potentially through the installation of seat walls and planting of medium height trees and shrubs. The edges of the open space could similarly benefit from additional plantings.

A Hardy Eubanks, Jr. Park

1501 Round Hill Road
10.44 Acres

This park is adjacent to an elementary school and is well integrated into the surrounding neighborhood. This park was designed with topographic variation in mind and utilizes earth berms throughout the park to help define space and provide visual buffers between the park and the street. The pavilion and playground area is generally well designed and is nestled within a

stand of mature trees. The approach to the playground directs people to walk through the pavilion. This could potentially disrupt or discomfort the use of the pavilion; people should be directed to walk around the pavilion and stone seat walls should be installed to help guide users. The park has a 0.4 mile trail loop along its perimeter, weaving between berms that provide joggers and walkers an interesting experience. The park strikes a good balance between open space and programmed space and utilizes good materials – particularly stone – in its construction.

Serenity Park

6701 Berkshire Road
16.79 Acres

Serenity Park was designed around natural and manmade features in a context-sensitive manner. Such a design results in a well oriented park situated between an elementary school – which overlooks the park – and a wooded creek corridor. The design of the park takes advantage of the natural terrain and existing vegetation to create separate "rooms" or spaces within the park, all of which add to the excitement of experiencing the space. A loop trail provides access to each of these rooms within the park and also serves as a jogging trail and an access way for students traveling to and from school. Overall this is a well-designed park with a good balance of programmed and open space that is integrated with the adjacent school and neighborhood. The main apparent issue is that the playground is rather small and may need to be expanded or supplemented by an additional playground.

Aviator Park

1201 Monticello Drive
10 Acres

Aviator Park is located at the edge of a neighborhood and is bordered by single-loaded roads on two sides, a wooded area, and an open agricultural field. The programmed space in this park is well designed and thought-out and clusters the park's amenities – pavilion, playground, spray ground – together, though the basketball court appears slightly isolated. The park has good proportions of programmed and open space and seems adequate at fulfilling the role of a neighborhood park. The primary issue with this

park is the need for additional plantings along the trail, at the entry signage, and near the playground area (for shade and visual interest).

Dr. Charles McKissick Park

2702 Taylor-Burk Drive
7 Acres

This park is well integrated into the surrounding neighborhood and the adjacent school, which is connected to the park by a paved trail. The design of this park focuses on a central pavilion that is slightly elevated surrounded by the playground, an open play field, and a loop trail. The positioning of the pavilion (and the ring-shaped walkway surrounding it) provides a good observation and overlook position across the entire park. This is a relatively new park and as such does not have mature vegetation; the existing trees and turf grass should be supplemented with additional, medium-height shrub or grass plantings to add definition and visual interest. There is a drainage swale that runs along the southern edge of the park – this swale would benefit greatly (both aesthetically and ecologically) with the planting of select inundation-tolerant grasses that are generally left un-mowed.

EA Randles Park

5400 Cedar Elm Drive
16 Acres

This park is located adjacent to an elementary school and along one of McKinney's primary Hike & Bike Trail corridors. The park features a playground, a pavilion, a ball field, and two large open spaces suitable for free play or soccer/football practice. This park has good neighborhood integration being surrounded on three sides by single-loaded roads (about half of these roads are fronted by the fronts of houses while the other is fronted by the sides of houses). The linear drainage channel, which is paralleled by the Hike & Bike Trail, could benefit aesthetically and ecologically from the planting of select inundation-tolerant grasses that are generally left un-mowed.

Winniford Park

4900 Highlands Drive
16 Acres

This is a neighborhood park in linear form, bordered by houses on one side and Lake Forest Drive on the other. The park is oriented around Cottonwood Creek (which is channelized through most of its course through McKinney) and has trail connections to nearby neighborhoods and other parks (including EA Randles Park). This park contains the necessary amenities for a neighborhood park – playground, pavilion, unprogrammed open space – as well as a basketball court that is very popular with the neighborhood teenagers. The active amenities are located adjacent to each other and the overall organization of the park is well-planned. The primary concern for Winniford Park is the proximity of the playground, pavilion, and basketball court to four-lane Lake Forest Drive.

Valley Creek Park

2750 Valley Creek Trail
5 Acres

This is a very attractive park located in one of west McKinney's older subdivisions and along the City's existing trail network. The park is generally rectangular, bordered on its longer two sides by an elementary school of the same name and the backs of houses. These houses are elevated eight to ten feet higher than the park and an attractive stone retaining wall with wooden fences above it serve as the border between the park and the residences. The shorter two sides of the park are bordered by single-loaded roads, one of which is Eldorado Drive. The park's amenities are clustered in an activity zone that is well set-back from Eldorado Drive – this zone includes a playground, a backstop, and a pavilion that is centrally located, affording views of the entire park. There is a good amount of practice space in this park, including the aforementioned backstop as well as a large field suitable for football or soccer practice. There are many mature trees in this park, and though many are Bradford Pears (which have a significantly shorter lifespan than other species) the trees in this park provide a unique appearance not seen in other McKinney parks.

Cottonwood Park

212 McMakin Street
3.2 Acres

This park in east McKinney is on one of the older neighborhoods in the City. The park is surrounded by a single-loaded road with houses facing, an alley with the backs of houses facing the alley, the backs of houses with semi-transparent fencing, and a

warehouse. The park seems to be well-integrated with the surrounding neighborhood and provides the necessary amenities to the nearby residents. The park is clearly one of McKinney's older facilities – while the play area, pavilion, and basketball court appear to meet modern standards, they are each in need of renovation and maintenance and additional seating is needed in this area. There is a nice, recently upgraded baseball practice field in this park with a dirt infield. Overall, the park does not have a clear sense of organization and has some visible drainage issues; the planting of additional trees and other landscaping could improve the park's organization and provide additional shade around the pavilion and playground area.

Fitzhugh Park

700 Fitzhugh
1.2 Acres

This small neighborhood park is well-integrated with the surrounding neighborhood and provides some of the basic neighborhood park amenities (a playground, a loop trail, open space, and a basketball court, though a pavilion is lacking). The park is generally surrounded by single-loaded roads with houses facing the park, though one side is bordered by a church and a heavily-wooded fencerow. The area surrounding the park is quickly redeveloping as new residents are gaining interest in the more established east-side of McKinney. This changing development dynamic will change the way that residents use this park. Attention to such changing needs should be considered. Security is a concern at this park and measures to address issues of loitering and graffiti should be taken (such as adding security lighting and/or a security camera).

Inspiration Park

4212 Shawnee Drive
10 Acres

One of McKinney's newest parks, Inspiration Park is located adjacent to Naomi Press Elementary School and near Honey Creek, which feeds into the nearby East Fork of the Trinity River. This park is in a lovely setting and is well designed with high intensity

uses (such as the playground, splash pad, pavilion, and multi-purpose court) located near the parking lot and entrance to the park while the remainder of the park is open free play area. A loop trail surrounds the park and connects all of the amenities.

John M Whisenant Park

3701 Hudson Crossing
9.9 Acres

This park is under construction and almost complete at the time of writing. The park is adjacent to Edris Elliot Elementary School and contains a playground, splash pad, shade structure, open turf areas and an eight foot wide hike and bike trail circling the perimeter of the park. The size, shape, and location of the park allows for multiple access points to and from the surrounding neighborhoods, creating a park that is well-integrated with its surroundings.

Rowlett Creek Park

4300 Big Fork Trail
16 Acres

Rowlett Creek Park is one of McKinney's newest neighborhood parks, having been completed at the end of 2008. This park is located adjacent to Ogle Elementary School and is located – as its name implies – along Rowlett Creek. This neighborhood park has a good combination of active and passive areas including a playground and pavilion area that blends well into the adjacent wooded creek corridor. The park has a linear hike and bike trail running along the creek that is part of the 6 Cities Hike and Bike Trail Plan.

Wattley Park

912 Charleston Street
16 Acres

Wattley Park is one of McKinney's older neighborhood parks, yet it has many up-to-date amenities and because of its age enjoys mature vegetation within the park. The park is well located within the surrounding neighborhood, which is slowly redeveloping, and has plenty of space for community events. While much of the park's amenities are up to date, the older swing set and accompanying fall zone should be renovated or removed, the park's wooden benches should be repaired and monitored as their design leads them to being more prone to damage than metal benches, and a loop jogging trail should be placed in the park.

Murphy Park

1601 W. Josephine Street
1 Acre

Murphy Park is located in a well-established neighborhood in east McKinney. The park has mature, established vegetation, a playground area, a pavilion, and a small area for free play. The park is bordered on two sides by single loaded roads, on one side by a gravel alley, and on the last side by the side of a house. Overall, this park enjoys a nice, comfortable setting and seems well connected with the surrounding neighborhood. The primary recommendation is to update the existing playground and pavilion and generally "freshen up" the appearance of the park to the City's current standards.

Ash Woods Park

10301 JFK Boulevard
10.7 Acres

Ash Woods Park is located between Mooneyham Elementary school and an HOA community center, and benefits from the open space along the adjacent creek. Generally well connected with the surrounding community, it is unfortunate that there are no trail connection to the residents directly to the south of the park, albeit it within the neighboring City of Frisco. The park is well conceived with the raised pavilion and playground creating an effective and attractive focal point at the end of a row of well established trees. The organization between these and the water spray area, together with ample seatwalls throughout, is welcoming to parents and assists with easy observation of their children at play. A walkway surrounds the park and connects to basketball courts slightly separated from the pavilion area. All-over it is indeed a beautiful park.

Carey Cox Memorial Park

1611 N. Stonebridge Drive
10 Acres

This park is located adjacent to Wilmeth Elementary School and is currently under construction at the time of this writing. It contains a house that is in the process of being renovated to serve as PROS administration building. Both the park and building is located on a relatively high elevation overlooking the surrounding community to the north; definitely a fitting site for PROS. The park will contain a pavilion, 8' wide jogging trail, playground, swings, climbing boulders and open turf area.

Jim Ledbetter Park

3212 Bluewood Drive
10 Acres

This park is located adjacent to John Baker Elementary School. It is currently under construction at the time of this writing. The park contains a playground, picnic pads, benches, climbing boulders, pavilion, multi-purpose court, open turf area and an 8' wide jogging trail. The park benefits from a heavily wooded tree line to the north and existing stands of trees extending throughout the park.

Community Parks

Active

Al Ruschhaupt Soccer Complex

Includes Alex Clark Memorial Disc Golf Course
1986 Park View Drive / 2701 Northbrook Drive
58 Acres

This park enjoys a prime location along the Wilson Creek corridor and the related Hike & Bike Trail. Also a part of this park is the Alex Clark Memorial Disc Golf Course. Al Ruschhaupt Soccer Complex is nestled between this wooded creek corridor, a single loaded road, and the backs of houses, which are elevated in order to look out over the park through transparent wrought iron fences. The primary function of this park is clearly soccer – the park accommodates nine competitive soccer fields, has ample parking, and two concession/restroom buildings – though the park also accommodates cricket and provides a shady yet open segment of the Hike & Bike Trail running under mature trees near the creek. Because of the proximity of the lighted soccer fields to the adjacent neighborhood, the impact of the field lighting on the residential area should be examined. If there is considerable light spillover into the adjacent neighborhood, the installation of full cutoff lighting for the game fields should be considered. Additionally, while the sloped edge between the park and the residential area can serve as amphitheater-like seating for those viewing the soccer games, this edge could benefit from additional plantings to visually soften the transition from park to residence and provide shade for spectators. In order for this park to functionally serve as a community park, at least one playground and one pavilion must be added and space for free play should be provided.

Finch Park

302 W. Standifer
32 Acres

Finch Park is one of the oldest (established in 1910) and most attractive parks in all of McKinney. It is set in the midst of tall, mature trees, rolling hills, a creek, and a historic Victorian home and stable (the Kirkpatrick Crum House). All of these attributes contribute to the character and cultural connectivity of the park. One of the attributes that makes this park unique are the buildings that face toward the park, such as the many houses or the former hospital on South College Street that is now used for small offices. The park has many amenities including a water spray park, a playground, picnic tables, pavilions, and a new restroom building making this one of the City's most popular parks.

Because of the park's proximity to downtown McKinney, there exists a great opportunity to create a pedestrian connection between the park and these areas. While a traditional hike-and-bike trail might not be a possibility, the creation of a pedestrian-oriented street (like a boulevard or promenade) that connects the park to downtown could be a viable solution. Such solutions are discussed in the McKinney Town Center Study completed by the Planning Department.

Gabe Nesbitt Community Park

7001 W. Eldorado Parkway
153 Acres

This community park, located in west McKinney and connected via the City's hike and bike trail system to other parks (including Serenity Park), is focused on competitive baseball and softball. The dispersion of amenities and the amenities themselves are decidedly geared toward this special purpose. There are two distinct ball field areas within this park; both are well-designed and appear well-maintained. Each of these areas also includes support amenities such as restrooms, concession booths, picnic tables, and

playgrounds (the playground and some of the picnic tables at the northern ball field area are canopied with shade structures.

Overall, the park appears unfinished as there are areas of park land surrounding both sections of the park which have yet to be developed as part of Gabe Nesbitt Community Park (these areas are currently agricultural fields). In addition, the sense of permanence in the park would be augmented by additional landscaping – not only in terms of additional trees, but also shrubs and groundcovers – and shade (either natural or by means of shade structures) at the southern ball field area. It is imperative that the continued and future development of the remaining park land be done under the guidance of a master development plan for this park.

Old Settler's Park

1201 E. Louisiana Street
47 Acres

One of McKinney's oldest; this park is linear in nature, being bisected by a creek that drains into the East Fork of the Trinity River, and houses the Old Settler's Aquatic Center, Old Settler's Recreation Center, the Barney & Me Boxing Gym, and the Mouzon Ball Fields. Because of its age, this park is well-established and conveys a sense of

history about McKinney and the surrounding community – in fact, the current park is located on the original site of confederate reunions and was at one point the county fairgrounds. The park integrates well with the neighborhood, having several houses and an elementary school overlooking. There is a moderately-sized wooded area of approximately 5 acres at the back of the park along the creek corridor. The Mouzon Ball Fields have recently been updated along with the concession and restroom building. This provides high-quality fields for competitive use. Because of its basic park amenities, attractive setting, and varied facilities (the aquatic and recreation centers and ball fields), this park is a favorite for east McKinney residents.

Towne Lake Recreation Area

1405 Wilson Creek Parkway
181 Acres

Towne Lake Park is arguably the most visited park in the City; it serves as a "central park" for McKinney in that it is both centrally located in the City (along Wilson Creek) and it provides a multitude of opportunities for a variety of different user types. The park is well designed and interfaces well with the nearby Community Center and the ball fields. The park includes many amenities (open space, pavilions, horseshoe pits, restrooms, a loop trail, and a lake with paddle boats) that meet the needs of a diverse community. The park is home to several types of water birds – ducks, egrets, and geese and is a popular place for picnics, family reunions, and so forth. The primary issue of concern within Towne Lake Park is the health of Wilson Creek – the stability and quality of the stream bank and other erosion issues should be carefully considered and addressed.

Passive

Erwin Park

4300 CR 1006
212 Acres

At over 200 acres and containing many acres of woods and seven miles of mountain bike and hiking trails, Erwin Park is truly a unique park within McKinney. The park can almost be considered a nature preserve as it contains a unique ecosystem, a creek corridor, beautiful, mature trees, ponds, and dramatic views of surrounding agricultural and undeveloped land. Erwin Park provides a variety of active and passive recreation –

the park is a popular destination for North Texas mountain bikers yet also provides areas for Boy Scout activities and general recreation. Because of its considerable amount of open space, Erwin Park has the potential to house a prairie grass restoration effort, which would provide a truly unique experience for McKinney's residents. A master development plan has been created for this park; it is recommended that this plan be implemented completely. The spectacular views from the park extend beyond the confines of the park itself. For this reason it is important that land surrounding Erwin Park be developed in a sensitive manner to protect the quality and beauty of the area.

Special Purpose Parks

Ezra Lee (Tinker) Taylor Memorial Park

4301 W. Eldorado Parkway
1.7 Acres

This is a small, attractive pocket park located adjacent to Fire Station #3 and residential neighborhoods. The park is triangular in shape with a drainage-way at its center which provides interesting topography within the park. The park is bordered on its two long edges by the backs of houses with wooden fences and vegetated buffers and on the shorter side by the fairly high-traffic Eldorado Parkway and the fire station. Amenities are limited in this park and consist mostly of picnic tables, a barbeque grill, and a paved walking path. The vegetation is what makes this park comfortable and enjoyable; there are several mature trees that provide an area for respite. This park is likely well enjoyed by the firefighters that work and live nearby. Due to its position along the City's hike and bike trail network, the lack of parking nearby, copious shade, and the lack of direct access from the surrounding neighborhoods, this park can likely be repurposed to serve as a "rest stop" of sorts for people using the hike and bike trails for transportation and recreation through minor improvements such as a drinking fountain and a bike rack. Such a repurposing will justify the continued maintenance by the City of an otherwise underutilized park.

McKinney Soccer Complex at Craig Ranch

6375 Collin McKinney Parkway
49 Acres

Serving as the main location for soccer games in McKinney, this park has a clear athletic focus that is tempered only by the wooded creek corridor that lies along its western edge between the park and the Ballfields at Craig Ranch site and the Dallas Stars Center. In addition to regular league games, the McKinney Soccer Complex at Craig Ranch hosts many high-intensity events such as tournaments and festivals.

The McKinney Soccer Complex at Craig Ranch appears to lack adequate levels of parking for major events, often forcing parking on unpaved areas and adjacent streets. The park only has one concession building and one bathroom facility while the demand for both of these facilities seems to exceed the supply (in fact, chemical toilets are on-site to meet this demand). In addition to addressing these needs, additional shade trees should be planted between fields to make the park more hospitable (there is ample room between fields for the viewing of games, but little shade is available in these areas) and a playground should be constructed to provide activities for children not involved with league games. As the land surrounding the park is largely undeveloped, efforts should be made on the part of the City (PROS, the Planning Department, and MEDC) to encourage dining and shopping development surrounding and interacting with the park as these two uses are complimentary and can create a symbiotic relationship that improves the success of both the park and the development.

Dr. Glenn Mitchell Memorial Park

300 W. Louisiana Street
1 Acre

This is an urban park located three blocks from the heart of downtown McKinney (McKinney Square). Its focus is on passive use and consists largely of a grassy area surrounding a plaza and fountain ringed by benches and shrubs at the center of the park. The park is surrounded by historic houses and other buildings and adds nicely to the character of downtown McKinney. That being said, it is lacking in significant shade which will be improved as the existing vegetation grows but should also be augmented through the planting of additional shade trees.

Central Park

105 W. Hunt Street
0.5 Acres

Central Park is a small, heavily landscaped pocket park that is adjacent to the historic Heard-Craig House near downtown McKinney. The park has a small pavilion and an open lawn area. In addition to being adjacent to the Heard-Craig House, the park is also bordered by a public parking lot and a street. This park serves well as a buffer between the parking lot and the historic home and also provides a good first impression to visitors to McKinney Square that park in the adjacent parking lot.

North Park

1701 N. McDonald Street
9 Acres

North Park is an older facility that is the size of a neighborhood park, but is not adjacent to or near a neighborhood and does not have the necessary amenities for a neighborhood park including an up-to-date playground or pavilion. What the park does have is the Juanita Maxfield Aquatic Center, two baseball fields, and some very aged playground equipment that are not well-sited within the park and do not have necessary fall zones. The park is also adjacent to the Oak Hollow Golf Course which provides visual access to the park and makes the park feel larger than it actually is. As the facilities analysis in the following pages recommends phasing out and eventually closing this Aquatic Center and the existing ball fields which are underutilized, the opportunity exists to redesign the park entirely. As McKinney grows to the north, the surrounding area might demand additional neighborhood park facilities, which could be accomplished through a redesign of this park.

Recreation Centers & Facilities

Old Settler's Community Center

1201 E. Louisiana St.
23,110 SF

Teen Game Room

The Community Center was expanded in 1996 from its original beginnings as a neighborhood Center. The facility is composed of two gymnasiums (one wood floor and one multipurpose flooring), day care room, meeting space, game room, and a cardio workout room of modest size. Painted concrete block is the predominant material used on the center. An outdoor Covered Sports Pavilion is also provided.

New Gymnasium

The original gymnasium consists of a manufactured steel frame building with wood plank maple floors. Six goals are distributed around the gym to provide one full size court area and practice goals on the sidewalls. The office control area overlooks the gym area. Minor seating capacity is provided by movable aluminum bleachers.

Unit space heaters provide heating of the gym as needed. The mechanical system (including insulation) should be reviewed for potential areas of improvements. No natural light is available to the room. The building envelope appears to be lightly insulated and probably does not meet current building codes for energy efficiency.

Original Gymnasium for Old Settlers

The new addition of the building is in obviously better condition than the original building. However the planning of the addition did not provide a singular point of control for the facility. Access can be gained to the second gymnasium and room through a new entrance to the side of the building. Any rework of the existing facilities as directed by the PROS Director should address this control and staffing issue.

Recommendations

This center is located in an established park and neighborhood area. In the future, any improvements to the existing center could include a reconfiguration of existing and/or a new expansion which could help energize the center and increase use of center. This should address the single point of entry issue and provide new improved programming areas that would allow a variety of program opportunities to the visitors. Any renovation or expansion should explore more energy efficient solutions for the center including mechanical system and insulation options.

Central Entrance

Multipurpose Area

Office/Control Area

Senior Center

1400 South College
23,069 SF

The Senior Center is the most recent parks and recreation facility – it was constructed by the City of McKinney in 2003. It has an attractive natural stone and plaster surface exterior with a generous amount of glass providing plentiful natural light. The center is predominately used for Senior Programming with non-senior uses of the Community Room and Indoor Pool on occasion. From the Planning Team's tour it was obviously well programmed and managed with every area of the center at or close to capacity with seniors activities.

Indoor Pool

As noted previously, the structure was recently built and therefore few building-related challenges were noted except for the aquatic center. The air quality in the aquatic center should be reviewed with the probable solution of a new mechanical system that will remove the excess humidity and chloramines present in the air. Numerous pool support areas are also undersized and in need of expansion including storage room, pool mechanical, office area and locker areas.

Pool Storage

General consensus opinion of the center by its users was that it is a great place but is in need of additional space for a larger senior population including more storage and staff areas. The center's needs are a product of being too successful (if that is possible) – a testament to a very good senior program.

Senior Music Group Performing at the Senior Center

Puzzle and Computers in Hallway

Recommendations

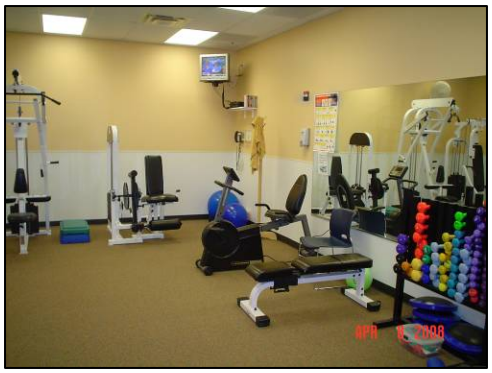
As the city continues to grow, it will need to thoughtfully examine its long-term response to increased senior service needs. This response could take the form of several responses.

- Continue to add to current center which does possess additional land for further growth.

- Build one or more additional Senior Centers in different sectors of town for a manageable travel time of 15-20 minutes for its users.

- Place dedicated Senior Center core spaces as part of larger Community Recreation Centers. This could provide separation of senior areas from the rest of the Recreation Center (desired by most seniors) while providing access to more program areas than could normally be provided in stand-alone centers.

The response to the continual growth of the senior sector of the City may well be a combination of all the strategies. Short-term non structural modifications would be the possibility of more effective air treatment in the indoor pool area and the expansion of the workout cardio area.



Exercise Area

Multipurpose Area

Library with all Computer Terminals in Use

Old Settlers Aquatic Center

1101 E. Louisiana Street

This Aquatic Center is located adjacent to Old Settlers Recreation Center within Old Settlers Community Park. It has approximately 4,151 SF of water surface area and was built in 2003. This facility is a family leisure aquatic center with shallow water including a zero beach entry and a modest slide tower and slide. Because it is a recently-built facility, it is in good condition. Parking provided is sufficient for its use.

Pool Side of Bath House

Recommendations

For continual ways to increase the enjoyment by the patron some of the following suggestions could be implemented over time:

- Increase shade structure areas within the aquatic park
- Review concession process and explore better ways to serve visitors while increasing revenues
- Have a plan to add other amenities to the park such as additional slides, sand volleyball pit, sprays, or spray pads. The goal is to create something nearby, though different for users of the park.

View of Pool Area

View of Entrance from Outside Park

Juanita Maxfield Aquatic Center

1701 North McDonald

Pool Area

The leisure and lap pool at this center is over thirty years old, though the existing bathhouse and parking were completed in August 2000. This pool shows the effect of its age in terms of deck and pool conditions. Numerous cracks are noted in the deck and joint between pool edge and deck. Areas of rust were noted in several location in pump pit and areas by the equipment.

The bathhouse structure, though only eight years old, shows signs of aging and is in need of repair and maintenance. The exposed steel structure is rusting in areas and requires scraping and repainting. The entire bathhouse should be evaluated for repair/renovation.

Exterior View with Drive Separating Park and Pool

The location of the aquatic park is not ideal for such a park. It is remote from residential properties and the approximate 50 car parking lot that is shared with the park requires patrons to cross a drive to access the aquatic center. This is highly undesirable from a safety standpoint (see picture to the right).

Recommendations

Because of its age (which will eventually lead to costly repair) and its remote location, this facility is a candidate for phasing out and replacement with a new facility in a new location. This strategy would provide pool amenities to a broader population and increase attendance, which would also create a better financial operational scenario for the city.

Bath House

Movement Cracks in Deck

Pump Pit

Bath House

Community Center

2100 South Central Expressway
21,000 SF

Main Multipurpose Room

The Community Center was built in the mid 1980's and serves largely as a meeting venue for the City. Currently ample parking is provided for the center. The center includes a kitchen, meeting/ programming areas of differing sizes, a gymnasium, racquetball courts, and a separate structure for cardio and weight training. This separate structure could be problematic to safety and security as it is separate from the main center with separate entrances for its use. The location is within a park setting with no residents living in its immediate area.

Exercise Cardio Area

The structure is largely natural stone and concrete within a beautiful park setting with large expanses of glass affording views over the beautiful site. For its age it is in very good shape, but some areas could be improved with refurbishment of floors and walls. With its age also come some accessibility issues that may require corrective measures at sometime in the future when renovations are done to the center.

Recommendations

Support Kitchen for Multipurpose Room

This unbelievably beautiful site and wonderful building could become a highly sought after meeting venue. With its location adjacency to US 75 and close to Highway 121, it is in a convenient location for such a use.

The conversion of this center to a meeting/special occasion venue would need to be a part of a strategic plan that addressed all the park and recreation components as a whole. The replacement of the recreation components (gymnasium and exercise areas) could be included in a new center more convenient to its citizens than the current location.

Gymnasium

Exterior Park View

If a conversion were contemplated, consideration should be given to additional parking as well as additional patio and plaza areas outside the building.

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Chapter 4

Programs & Services

Program Analysis

The recreation programming and services of the McKinney Parks, Recreation and Open Space Department (PROS) can be segmented into a number of traditional and appropriate categories including:

- Aquatics
- Adults
- Preschool
- Seniors
- Special Events
- Youth and Teen
- Self Improvement
- Cultural Arts

Program Positioning

To secure greater insight into the parameters associated with each of the programming areas, the areas were examined by way of the positioning of programs and services on key attributes of descriptors of these program areas. Since the majority of the preschool, youth and teens, and adult programs are held at the two community centers, the offerings at the community centers were included in the positioning analysis.

Aquatics

The two positioning analyses for aquatics included the following two sets of parameters and descriptors:

- Analysis #1 – by age group (preschool through older adults) and seasons of the year (summer and non-summer)
- Analysis #2 – by location (inside and outside) and by function (goal-oriented through recreational).

Comments and Recommendations:

This program area serves all age groups, most especially youth and older adults with structured programs with both instructional and therapeutic outcomes.

It is unusual to find an aquatics program this extensive that does not feature more recreational types of programs such as recreational/competitive swim teams for both youth and adults; water polo and games; and synchronized swimming for youth. This is due to lack of facilities in McKinney.

Sports

The two positioning analyses for sports included the following two sets of parameters and descriptors: Analysis #1: By age group: preschool through adults and by staff

relationship to the program, i.e. staff implemented through contracted activities; Analysis #2: By type of sports ranging from individual to team sports and focus of the program including instructional, recreational, and competitive.

Comments and Recommendations

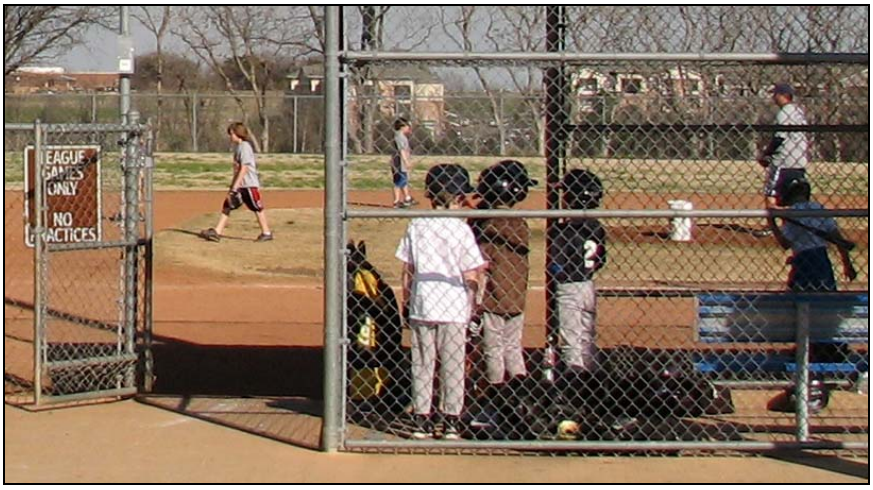
The community is fortunate to have a large number of individuals willing to provide the time and funding for a number of youth sports associations. While the focus is on team sports, these associations appear to serve preschoolers to early teenagers quite well, most especially boys.

The department itself also provides some opportunities for adults to play softball or volleyball if they are interested in committing to team membership.

Staff serves in a facilitation role in most instances.

Modifications to be considered include:

- opportunities for older youth and young adults for non-structured, more recreational oriented physical activities, both individual and team
- mini-clinics where all ages and families have a chance to use/rent equipment and receive basic instruction as a way to expose residents to lifetime sport skills
- opportunities for maturing (50 to 65 years of age) and older adults (66 and over) in the community to acquire new interest and involvement in physical recreational pursuits or to continue their involvement in these areas
- small group events or even larger special events for the large numbers of bikers, walkers, etc.



Seniors

The two positioning analyses for senior programming included the following two sets of parameters and descriptors: Analysis #1: By program form ranging from non-structured (drop-in) and structured (requiring registration); Analysis #2 By location ranging from center to outside of the center and age groupings ranging from 50 to over 71 years of age.

Comments and Recommendations

The Senior Recreation Center is an active and attractive facility with a variety of programs, activities, and services for the traditional senior population. The recommendations for this facility and program are two-fold:

- give serious consideration to opening the facility in the evening hours and on weekends for adult (50+) usage; restricting the traditional weekday and times for older adults
- begin offering less traditionally senior-oriented activities to provide for the aging baby boomer population; many of whom may still be working and may continue to work into more traditional retirement ages.

Self Improvement Programs

One area that has grown substantially over the years and is currently becoming the mainstay of many departments is the area of self-improvement programming. In some instances, the focus is more upon adult learning with an emphasis upon computers and personal enrichment but in many instances it includes basics for preschoolers such as language arts. There are also extensive offerings for teens and adults in such things as communication, 1st Aid and CPR, positive choices, sign language, financial literacy, gardening, dog obedience, and others.

In McKinney, the majority of the self-improvement programs are offered for the senior adults at the Senior Center. The ever-increasing interest in such opportunities suggests that PROS would be well served to consider adding this area of programming particularly because the community college is one of the only options available.

Community Center

The two positioning Analyses for the community center included the following two sets of parameters and descriptors: Analysis #1: By program form ranging from non-structured (drop-in) to structured (requiring registration) and by age group from preschool to older adults; Analysis #2: By focus of program ranging from physical activities to non-physical activities and staff relationship to the program, i.e. staff implemented through contracted activities.

Comments and Recommendations:

- The physical location of this center when coupled with its perceived lack of high visibility works against its functioning as a true community center where people drop-in and gather on a more informal basis. The majority of the programs are provided by individuals, nonprofit organizations, or small businesses as contracted services.
- The focus of this facility may well need modification as it does not include the space and amenities that have come to be associated with community centers, traditionally in Texas and in benchmark communities as well. It could serve a number of purposes quite effectively such as an environmental education center, community arts center, teen center, etc.

Old Settler's

The two positioning Analyses for this community center included the following two sets of parameters and descriptors: Analysis #1: By targeted participants from neighborhoods to community as a whole and by age ranging from preschool to older adults; Analysis #2: By program form from non-structured (drop-in) to structured (requiring registration) and by pricing ranging from free, low cost, direct cost recovery, etc.

Comments and Recommendations

- This particular facility fulfils a unique niche within McKinney. The facility is small and accessible for residents living in the surrounding area. There is

currently a mix of drop-in opportunities and more specialized classes as well as summer camps being held in this facility.

- Strong consideration should be given to maintaining its role as a family/neighborhood center with an emphasis upon positive, healthy, leisure activities and programs supporting young people as they transition from childhood to successful adulthood.

Special Events

Special Events are a bit more difficult to review based upon the somewhat specialized nature of the program focus, i.e. Fourth of July which encompasses a wide target market and the Hawaiian Night which may be directed towards families with young children.

Comments and Recommendations:

The addition of special events to the programming lineup within PROS is a positive approach, particularly given the rapid rate of population growth and the desire of residents to preserve sense of community.

There is room for expansion in this area that could include smaller, less costly, specialized events such as family nights, movies, game nights, etc. in various neighborhoods throughout the city.

It is important to maintain a balance between those events that appeal to the community as a whole and those that have a more specialized focus or draw, such as the Daddy Daughter Dance and the Easter Egg Hunt.

Cultural Arts

There are two aspects related to the ways in which communities provide cultural arts: organizational patterns and activity offerings.

Cultural Arts: Organizational Patterns

Many of the benchmark communities use an Arts Council approach where the community establishes and supports an Arts Council that subsequently supports and coordinates other art organizations and offerings within the community. The communities of Denton, TX and Frisco, TX employ such a mechanism.

Other communities elect to have the cultural arts more closely connected with parks and recreation as is the case in Plano, TX and Chandler, AZ. In Plano, there is a Creative Arts Division within the Park and Recreation Department that develops, supports, and coordinates major art events as well as art in public places, performances, and special art events. In Chandler, AZ, the city utilizes a "Community Services" model and the Chandler Performing Arts Center is one of the operations within community services that includes aquatics, parks, and recreation.

The remaining two benchmark communities rely upon two additional types of arrangements. In Allen, TX, there is a city partnership with an entertainment company for the soon to be opened Allen Event Center which will feature festivals, concerts, and touring shows in addition to sporting events and trade shows.

The City of Henderson, NV takes still a different approach when it comes to organizing the arts. Its close proximity to Las Vegas causes them to take a more specific tourism focus and this is reflected in the way cultural arts are organized. The City of Henderson Cultural Arts & Tourism Department provides a broad range of cultural and artistic opportunities for its community through the sponsorship of concerts, performances, visual arts exhibits, festivals and special events. These events are hosted at various locations throughout the city including the Henderson Events Plaza & Amphitheatre, Henderson Pavilion and Henderson Convention Center.

City of McKinney

The City of McKinney supports the cultural arts in two different ways. There is an Arts Commission that provides financial assistance for projects, performances, and events held in McKinney; this support can be for either a season or one time event.

The more visible support for cultural arts is through the McKinney Performing Arts Center which with support from the City, the Community Development Corporation, and Collin County offers a variety of performing arts. MPAC has recently been moved into the PROS Department which better aligns the cultural arts in an organizational pattern similar to Plano and Chandler.

Other Providers within McKinney

There are other organizations within the community that make considerable contributions to the cultural arts of the area including the Cross Timbers Youth Orchestra, the

McKinney Musical Arts Society, the McKinney Youth Theatre, and the Heard Craig Museum's exhibit programming. Naturally, there are also private providers for lessons.

Comments and Recommendations

Cultural arts and the myriad of opportunities associated within this category are now perceived as being an integral and desirable part of quality of life within communities. Such opportunities also serve to celebrate the history, diversity, and the sense of community of an area. For these reasons cultural arts, as offered through the Parks, Recreation and Open Space Department should continue to grow within McKinney.

Community Providers

While the role of a public park and recreation department addresses the needs and interests of a community overall, it is not the sole source of such programming and services. There are a variety of other community providers that offer lessons, events, and facilities for community or small group use.

This section of the report provides an overview of those community providers including the following categories specific to the City of McKinney:

- Other Public Providers:
  - Texas State Parks and Wildlife
  - Collin County Agencies and Services
  - School Districts
  - Other Area Public Recreation Facilities
- Non-profit Organizations
- Health and Fitness Providers
- Golf Courses
- Country Clubs
- Private Lessons and Instruction
- Museums
- The Arts
- Homeowners' Associations
- Churches

Overall Findings

The City of McKinney is located in an area with substantial opportunities in the out-of-doors and other leisure time pursuits. The issues that need to be considered here consist of the following:

- Accessibility
  - Many of these opportunities are located in surrounding communities rather than within McKinney itself.
  - McKinney consists of a large geographic area making transportation access an issue in some instances.

- Limited Access
    - Public facilities such as those owned and operated by the school districts are not available for residential, leisure-time use due to heavy usage by the districts themselves and lack of clear policies regarding usage.

- Membership based
    - Many of the facilities and opportunities within McKinney are available only or primarily for members such as those offered by churches and homeowners associations.

The following serves as a more detailed overview of the programs, organizations, and services offered in and around the McKinney service area.

Texas State Parks and Wildlife

This is a list of the State Parks within 100 miles of the Dallas/Fort Worth Metroplex area:

- Acton SP
- Barrington Living History Farm (at Washington-on-the-Brazos SHS)
- Bonham SP
- Buescher SP
- Cedar Hill SP
- Cleburne SP
- Confederate Reunion Grounds SHS
- Cooper Lake SP
- Dinosaur Valley SP
- Eisenhower SP
- Eisenhower Birthplace SHS
- Fairfield Lake SP
- Fort Parker SP
- Fort Richardson SP, HS & Lost Creek Reservoir State Trailway
- Governor Hogg Historic Site - Operated by the City of Quitman
- Lake Bob Sandlin SP
- Lake Mineral Wells SP & Trailway
- Lake Tawakoni SP
- Lake Whitney SP
- Meridian SP
- Mother Neff SP
- Old Fort Parker - Operated by the City of Groesbeck
- Possum Kingdom SP
- Purtis Creek SP
- Ray Roberts Lake SP
- Sam Bell Maxey House SHS
- Tyler SP

Collin County Agencies and Services

Parks and Open Spaces

- Sister Grove Park. A park for the radio-controlled airplane enthusiast located east of Lucas adjacent to Lake Lavon. This park is operated and managed by the *Richardson Radio Control Club.*
- Bratonia Park. An Equestrian and hiking trail with trailheads located at Brockdale Park and East Fork Park adjacent to Lake Lavon near the communities of Lucas and Wylie. A restroom facility and picnic areas are available. The trail is managed and maintained by the *Trinity Trail Preservation Association*.
- Trinity Trail. A 75-acre hike/bike trail located between Princeton and Farmersville, adjacent to Lake Lavon. The primitive trail is open for day use only for hiking and off-road bicycling. The trail is closed when wet. Ground fires and hunting are not permitted. Restrooms, pavilion and picnic tables are now available. The park trails are maintained by the *Dallas Off Road Bike Association (DORBA)*
- Parkhill Prairie. 436-acre preserve located in northeast Collin County. The park features a 52-acre relic of the Blackland tall-grass prairie and provides magnificent views of the countryside, much like those viewed by early settlers more than 100 years ago. Covered pavilions with cook pits and restroom facilities are available.
- Collin County Adventure Camp. The Adventure Camp is 427 acres located in Westminster. It is a place for hands-on study of natural sciences and designed for the students of Collin County. The YMCA of Metro Dallas manages the camp in an agreement with the county. The camp dining, program and lodging capacity is 500. A variety of activities are offered for experiences and rentals for the community.

Collin College

Community colleges provide a variety of alternatives for local residents to pursue learning for career or personal sake. The program with the greatest provision of recreational/self-improvement opportunities is SAIL. SAIL is an educational program operated by and for individuals over 55 under the sponsorship of Collin College Continuing Education. SAIL is affiliated with Elderhostel Institute Network as a Lifelong Learning Institute, one of more than 250 similar programs nationwide. SAIL offers classes in the spring and fall semesters, a lecture series and discussion groups during the summer, and social activities throughout the year. Anyone who is 55 years of age or older can join, regardless of residence.

Collin County Farm Museum

The Collin County Farm Museum was created to educate and inform people about the history of farming in Collin County and its impact in North Texas. The Farm Museum, which is managed by the *North Texas History Center*, includes farming equipment from different periods of farming history. The Farm Museum consists of 8,528 square feet in the Wells Building, the blacksmith shop, the granary and the confinement house.

Myers Park and Event Center
Myers Park and Event Center was originally created as the Collin County Youth Park in 1969 with acreage donated by John and Winnie Myers. The park has since grown to over 165 acres of rolling land. Myers Park and Event Center is dedicated for use by the residents of Collin County. The park offers a Show Barn and Indoor Arena, Stall Barn, Reception Hall, Gazebo, Pole Barn (Picnic Pavilion), and two primitive group camping areas as rental venues. The Collin County Farm Museum is also located on the park grounds, and is managed by the Collin County Historical Society. The park rental facilities are used for events such as:

- Rodeos
- Livestock Shows
- Motor Sports Events
- Dog Shows
- Trade Shows
- Receptions
- Reunions
- Birthday Parties
- Scouting Events
- Circuses
- Weddings
- Polo Cross
- Business Events
- Seminars
- Holiday Gatherings

School Districts

While there are eight different Independent School Districts (ISD) that serve McKinney students, over 70% of the students attend one of the elementary, middle, or high schools operated by the McKinney ISD.

Each of the elementary schools within the McKinney ISD has adjacent play fields with some parking to serve neighborhood-type parks. Each of the middle and high schools within the McKinney ISD provide a variety of extracurricular activities for students in the areas of athletics, fine arts, and student service activities as well as career building options.

The high schools in particular have a myriad of different athletic and fine art facilities with limited access for broad use by the non-student population of the community.

Other Area Recreation Facilities

Allen, TX

Joe Farmer Recreation Center

The Joe Farmer Recreation Center has a fitness room, full-size gym, two racquetball courts, walking/jogging track, game room, locker rooms, meeting rooms and a hillside amphitheater. The recreation center also offers a variety of youth and adult classes and activities.

Don Rodenbaugh Natatorium

The natatorium is a joint venture with the Allen Independent School District. The facility contains 7,000 square feet of leisure waters, a 25-yard by 25-meter competition pool, 5,000 square foot fitness facility, an aerobics room, a climbing wall, and related support facilities.

Ford Pool

Ford Pool is a summer use facility that offers summer swimming lessons, open swim, family swim nights and rental use. Purchase of a membership through Don Rodenbaugh Natatorium includes use of the Ford Pool during the summer season.

Allen Senior Center

The Allen Senior Center is a place to play cards, dominoes, line dance, socialize or just eat lunch with friends. The Senior Center also sponsors trips and hosts workshops on financial and medical topics. See the monthly calendar for a detailed list of activities.

Heritage Center

The facility will accommodate 120 individuals and the facility rental includes use of 120 folding chairs, 15 (60") round tables and 10 (30" x 70") rectangular tables that can be used as needed for use in seating guests and/or serving food.

Frisco, TX

Frisco Athletic Center

This State-of-the-Art Athletic Center was patterned after a private health club and contains an indoor leisure pool, gym, fitness and cardio, meeting rooms, multipurpose room and childcare.

Frisco Community Center

A small one-room building located in downtown Frisco, this center can be rented for small gatherings such as birthday parties, corporate functions, family reunions, and more.

Outdoor Municipal Pool

The pool is located at the corner of Maple & Mimosa Streets in downtown Frisco.

Senior Center at Frisco Square

The Senior Center at Frisco Square is dedicated to the growing senior adult population. This state-of-the-art facility includes more than 10,000 square feet of beautiful programming space.

Superdrome

The Superdrome is an Olympic caliber track cycling venue. Located on the Preston Ridge Campus of the Collin County Community College District, the Superdrome in Frisco is a joint partnership between the City of Frisco and Collin College.

Plano, TX

Community Centers

- Douglas Community Center
- Oak Point Center
- Williams Recreation Center

Clark Recreation Center
Carpenter Park Recreation Center
Liberty Recreation Center
Plano Senior Center
Tom Muehlenbeck Center

Pools

Rowlinson Natatorium
Plano Aquatic Center
Oak Point Center Pool

Other More Specialized Services and Facilities

Outdoor Learning CenterYMC
Therapeutic Recreation
Highpoint Tennis Center
Interurban Railway Museum

Non-profit Organizations

There are a number of non-profit organizations operating within McKinney; most of these are part of a larger subset of a northern Texas or Dallas organization and are predominantly youth-serving agencies. Those agencies offering services and programs in McKinney include:

- The Boys and Girls Club
- McKinney Family YMCA
- Boy Scouts of America - Circle 10 Council – BSA
- Camp Fire Boys and Girls
- Collin County 4-H Club
- Collin County Committee on Aging
- Girl Scouts of America
- Indian Princess / Indian Guides

Health and Fitness Opportunities

The McKinney Parks, Recreation and Open Space Department provides a small exercise and workout room in both community centers as well as the senior center. The YMCA of McKinney has a facility that features a larger fitness and exercise room as well as a variety of exercise classes with plans to construct an indoor swimming pool in the near future. The size of the pool will reflect the needs of the membership rather than the entire community.

There are a number of commercial fitness and exercise clubs within the community and the immediate area of the community. These membership facilities range from simple rooms with set series of exercise equipment such as the Curves franchise to much more extensive equipment and services such as LA Fitness and others. Some of the country clubs and a few churches provide exercise or workout rooms for their members as well. Plano, Frisco, Allen, and other surrounding communities also offer fitness centers.

Wellness Center

The Cooper Clinic at Craig Ranch is a one of a kind center that focuses upon preventive medicine rather than treatment. This highly specialized wellness facility offers preventive medical exams, specialized women's health services, sports performance evaluation as well as a fitness center and spa. It is truly an exceptional facility with programs and services that will likely be replicated in other upper-middle class communities across the county.

Training Center

The Michael Johnson Performance Center is an additional center that stands alone in its focus and services. The basic three components of the Center are the training facilities, physical therapy room, and the Nike Sensory Sport Training room. The facility and equipment within the facility feature top of the line equipment and training. A number of professional athletes and teams use this facility for training and as such this is not a facility that will be readily accessible by the general public.

Golf Courses

The following is a list of golf courses and clubs located in McKinney, TX or within a 2 or 3 mile radius from the center of the City. Please note that the overwhelming majority of these courses are private.

The Golf Club At McKinney, Golf Club at McKinney Course
18 holes over 6,980 yards (Private Equity)

Eldorado Country Club, Eldorado Course
18 holes over 6,770 yards with a par of 72 (Private Non-Equity)

Oak Hollow Golf Course, Oak Hollow Course
18 holes over 6,679 yards with a par of 70 (Municipal)

Stonebridge Ranch Country Club, Saddleback Course
9 holes over 3,426 yards with a par of 36 (Private Non-Equity)

Stonebridge Ranch Country Club, Cimarron Course
9 holes over 3,509 yards with a par of 36 (Private Non-Equity)

Stonebridge Ranch Country Club, Chisholm Course
9 holes over 3,578 yards with a par of 36 (Private Non-Equity)

Stonebridge Ranch Country Club, Dallas Course
18 holes over 7,312 yards with a par of 72 (Private Non-Equity)
7003 Beacon Hill Rd

TPC At Craig Ranch, Craig Ranch Course

18 holes over 7,438 yards with a par of 72 (Private Non-Equity)

WestRidge Golf Course, WestRidge Course
18 holes over 7,041 yards with a par of 72 (Public)

Heritage Ranch Golf & Country Club, Heritage Ranch Course
18 holes over 6,988 yards with a par of 72 (Public)
(while located in Fairview, TX, it is 2 miles from the center of McKinney)

Country Clubs

There are a number of private country clubs located within McKinney that include activities and services other than just golf. Several of these country clubs provide nearly full-service programming and amenities for members that can include tennis, free play, tournaments, and lessons; swimming, recreational, lessons, and competitive, as well as family and social events. These are membership only facilities.

Private Lessons and Instruction

Presently, McKinney does not have an overwhelming number of individuals, groups, or companies that provide private lessons and instruction. There are several which focus upon dance and martial arts and a few that focus on arts. There are likely a number of one-person, in home instructors available for music lessons that are not easily tracked.

It is anticipated that this will be an area of growth that will respond to the growing and changing needs of the community.

Museums

Heard-Craig Center for the Arts
The mission of the Heard-Craig is to continue Kathryn Heard Craig's vision: promote the fine arts through educational programs and exhibits, provide meeting facilities for women's clubs, and honor the legacy of the Heard & Craig families through the preservation of the historic properties. They hold a variety of brown bag lectures and social events revolving around history and the arts throughout the year as well as serve as a venue for weddings and other social events.

Heard Natural Science Museum & Wildlife Sanctuary
Established in 1967, the museum features more than a dozen permanent exhibit areas including collections of seashells, gems and minerals. There are also live animal exhibits inside and outside the museum. The 289-acre wildlife sanctuary protects more than 240 species of birds, mammals, reptiles and amphibians, and close to 150 species of wildflowers and other plants.

Heritage Guild of Collin County/Chestnut Square
Chestnut Square Historic Village located in McKinney brings Collin County history to life with events, educational programs and tours. There are docent-led tours three days a week and a variety of special events throughout the year.

North Texas History Center
The North Texas History Center is also located in McKinney and its mission relates to discovering, preserving, and sharing North Texas heritage with present and future generations through its museums and programs. The Center plays hosts to hundreds of school children throughout the year as well.

The Arts

Cross Timbers Youth Orchestra
This organization is located in McKinney and provides a myriad of opportunities for young people and their families to acquire musical expertise and experience music through concerts. The organization offers everything from small group and private music lessons, studio space, and of course, concerts.

The McKinney Performing Arts Center
The MPAC is located in the Historic Collin County Courthouse. It is dedicated to providing the community with a professional venue for cultural, artistic and educational opportunities and events throughout the year.

The McKinney Musical Arts Society
This organization brings music to the city and county through a series of performances and concerts performed on an annual basis.

McKinney Youth Theatre
This group was started in 2005 when the City of McKinney awarded Plano Children's Theatre a grant to offer programming in McKinney. McKinney Youth Theatre, a d.b.a. "doing business as" of Plano Children's Theatre, offers programs at Heard Craig Hall, McKinney Performing Arts Center, area schools and Old Settler's Recreation Center. Programming includes skills training as well as productions.

Arts of Collin County
The ACC arts park, a 124-acre site on the southwestern border of McKinney is being developed through public-private collaboration between the three Cities of Allen, Frisco and Plano.

Homeowners Associations

Much of the housing in McKinney, particularly the more recent developments, operate under the auspices of Homeowners' Associations (HOAs). Depending upon which HOA a resident lives within relates specifically to the types and extent of amenities that are afforded them. For instance, the Stonebridge Ranch association provides a wide range of areas, facilities, services, and programs for their residents including trails, a beach club, golf and tennis, a YMCA branch, and a myriad of social and family events. Other HOAs may offer more modest opportunities such as play areas or small pools for their residents.

Churches

There are a large number of churches within and nearby the community. The provision of facilities, programs, and events related to community interaction and leisure time vary

extensively on an individual basis. For instance, the McKinney Fellowship Bible Church has a large facility with a gymnasium, classrooms, youth lounge, and auditorium where they hold many activities, programs, and events for their members as well as rental opportunities. Other churches have similar facilities such as Stonebridge United Methodist, and First Baptist Church where they offer a variety of leisure-related opportunities including sports ministries, family sports, theatrical and musical productions.

There is still another level of service provided by churches for their members including special events such as Easter Egg hunts, weekly fun nights, trips, etc.

Comments and Recommendations

McKinney enjoys a number of various programs, facilities, and amenities. It is important to note that many of the facilities cited are not within the City of McKinney itself and that presents an accessibility factor for those types of facilities that are more frequently used. The public input reflected this frustration, particularly among parents who had to drive children to activities two or three times per week.

A second factor that requires consideration is that many of these facilities and amenities are provided for members of a particular church, organization, or HOA. While these facilities and activities contribute to the overall delivery of recreational services, it is important to note that not all residents are or can become members of these entities.

The last consideration in this area relates to the strong preference on the part of residents to build and maintain a sense of community within McKinney and that sense of community is strengthened by access to facilities and programs where all residents are able to participate.

Athletic Program Analysis

The residents of McKinney can participate in the typical set of athletic program opportunities. There are a number of providers that range from the City to the schools, churches, the YMCA, and a host of associations that focus primarily on the youth sports. This analysis looks at the culture of use by the various athletic programs, the supply of athletic facilities provided by the City, participation levels by sport, gender, and age and the distribution allocation and capacity of the supply.

Culture of Athletic Programs

Every community develops a culture of athletic programs and sports participation that is unique to their interests and needs. Over the years the McKinney athletics program has had considerable involvement from the private sector and in some cases the associations built their own facilities. This is less common at present, probably due to the price of land. Some of the characteristics that define McKinney's culture include:

- Relatively late sunsets within the Central Time Zone and latitude.
- Games are scheduled on week nights, but not on weekends unless for make-up games or additional practice
- A large number of fields are lighted
- Fields are dedicated to a single type of use resulting in no overlay fields

The current Culture of Use is not judged to be either good or bad. It is simply whatever the jurisdiction feels is normal and wishes to continue as the pattern of support.

Table 4.1 is an overview of the various sports, the seasons, teams and participants for the McKinney programs. Most activities are either spring or fall or both. Court activities such as basketball and volleyball are played indoors although volleyball occurs in spring and fall and basketball is in the winter. Some activities, such as adult softball, may occur any month except December, January and February, weather and field conditions permitting.

Table 4.1 Summary of Sports Participation Data			
Sport	**Season**	**Participants**	**Teams**
Youth Baseball	Spring	2255	178
	Fall	1232	99
Boys Basketball	Winter	910	91
Girls Basketball	Winter	550	55
Youth Flag Football	Spring (2-5)	Not offered in 2007	
	Fall (8-11)	360	36
Adult Flag Football	Spring	96	6
	Fall	128	8
Youth Tackle Football	Fall	792	44
Girls Soccer	Spring	1292	228
	Fall	1244	148
Boys Soccer	Spring	1937	153
	Fall	1870	222
Adult Soccer (men)	Spring	1060	54
	Fall	965	49
Girls Softball	Spring	840	74
	Fall	1476	103
Adult Softball	Spring	1620	81
	Summer	1920	96
	Fall	1620	81
Girls Volleyball	Spring	480	40
	Fall	348	29
Boys Wrestling	Year round	61	N/A

Participation numbers are from FY 2008

Athletic Facility Supply

Because the fields are used for a single purpose in both the Spring and Fall season, there is basically no variation in the types and availability of fields. The primary variations in field capacity are the hours available. This is most dependent on the amount of sunlight for the practice fields since they are not lit.

In the example provided in Table 4.2, civil twilight[1] for the week of April 28, 2008 occurs at 20:34 or 8:34 PM. Civil twilight is defined as the end of the period of normal activity using ambient daylight. The amount of daylight is obviously a factor in the capacity of the supply available. If practices start at 5:00 PM and are an hour each then the spaces for practice can each host three practices per night for the five nights per week, or 15 one-hour practices. Two months earlier, when practices may start and before Daylight Savings Time, the civil twilight occurs at 18:50 or 6:50 PM. If practices still start at 5:00 PM then only two practices can be held for each space reducing the capacity by one third.

Adding more available times such as playing games on the weekends can also increase the field capacity. This however requires a culture shift that the community may not wish to make.

Table 4.2 on the following page shows the fields available in McKinney by the generic type of fields (diamond/rectangular, lit/unlit, etc) and indicates the number of each type. Rectangular fields are used for games and multipurpose rectangular fields are used for practicing sports such as soccer. Backstops are generally not associated with multipurpose fields. The Days in this Period Columns indicate the days the fields will be used. All the field types are in use for five days but not on the weekend. The exceptions are the High School field, which is used on Wednesdays for Adult flag football and the Gyms, which are used for volleyball during two week days.

The Practice Game Unit Columns allow the calculation of the actual numbers of games or practices that can occur on any given field. For this week beginning April 28, for each weeknight, there are 3 possible practices or games on unlit fields and four games on lighted fields. This assumes play continues until 10:00 PM. Play beginning before 5:00 PM would be counted as units occurring during the weekday. And if play is conducted on Saturday and Sunday there are slots accounting for those times during the week as well. This process allows the field capacity to be calculated according to the culture of use that the City has established. The end result is that all unlit fields have a weekly capacity of 15 Practice/Game Units (PGU) while lighted fields can host 20 PGUs.

On each row where a field type is located, the total units are listed. This reflects the number of each field type found in the third column times the PGUs per field.

[1] Activities such as baseball may be discontinued before the end of civil twilight due to the speed of the ball, whereas, soccer would not be affected. The National Observatory provided civil twilight data for McKinney.

Because McKinney uses Saturdays for rainouts or make-up games the PGU adjust factor is set at one. The field adjust factor allows calculation of the need for additional fields when climatic or physical conditions restrict the use of the fields at times.

The adjusted PGU number is the capacity of the types of fields for the week defined. In each case it represents the number of games and /or practices that can take place on those facility types during the week.

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Table 4.2
Spring Season Athletic Facility Supply

Field Type Code	Facility Needs Assessment and Capacity Utilization Model ©	No. Fields This Type	Days In This Period			Practice/Game Units(PGU)						Total Units Available			PGU Adjust Factor	PGU Adjust
	Datum: Based on Spring of 2008 Week of 4-28-08; Civil Twilight at 2034 hours; Assumes start time of 1700 hours; Lights out at 2200 hours.		Week	Sat	Sun	Week Day	Week Night	Sat Day	Sat Night	Sun Day	Sun Night	Day	Night	Total Units		
	Days/Hours Operation - unlighted		**5.0**	**0.0**	**0.0**	**0.0**	**3.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0**	**15**	**15**	**1.0**	**15**
	Days/Hours Operation - lighted		**5.0**	**0.0**	**0.0**	**0.0**	**5.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0**	**25**	**25**	**1.0**	**25**
	Field Type Description															
	Diamonds with Mounds															
	Lighted Competitive															
D1- NP	North Park Fields	2	5	0	0	0	5.0	0.0	0.0	0.0	0.0	0	50	50	1.0	**50**
D2 - GN	Gabe Nesbitt Baseball	3	5	0	0	0	5.0	0.0	0.0	0.0	0.0	0	75	75	1.0	**75**
D3 - MZ	Mouzon Fields	3	5	0	0	0	5.0	0.0	0.0	0.0	0.0	0	75	75	1.0	**75**
	Total	8														
	Diamonds No Mounds															
	Unlighted Competitive															
D4 - ES	MISD ES fields	6	5	0	0	0	3.0	0.0	0.0	0.0	0.0	0	90	90	1.0	**90**
	Lighted Competitive															
D5 - GN	Gabe Nesbitt	5	5	0	0	0	5.0	0.0	0.0	0.0	0.0	0	125	125	1.0	**125**
D6 - WC	Wilson Creek	6	5	0	0	0	5.0	0.0	0.0	0.0	0.0	0	150	150	1.0	**150**
	Total	**11**														
	Rectangular Fields															
	Lighted Competitive															
R7 - AR	Al Ruschhaupt	5	5	0	0	0	5.0	0.0	0.0	0.0	0.0	0	125	125	1.0	**125**
R8 - CR	Craig Ranch	13	5	0	0	0	5.0	0.0	0.0	0.0	0.0	0	325	325	1.0	**325**
R9 - HS	MISD HS	1	1	0	0	0	5.0	0.0	0.0	0.0	0.0	0	5	5	1.0	**5**
	Total	**19**														
	Rectangular Fields															
	Unlighted Competitive															
R10 - AR	**Al Ruschhaupt**	**4**	5	0	0	0	3.0	0.0	0.0	0.0	0.0	0	60	60	1.0	**60**
	Total	**4**														
	Gyms Competitive and Practice															
G11 - MS	MISD MS	6	2				5.0					0	60	60	1.0	**60**
G12 - OS	Old Settlers	2	2				5.0					0	20	20	1.0	**20**
G13 - CC	Community Center	1	2				5.0					0	10	10	1.0	**10**
	Total	**9**														
BS14	Back Stops - Practice only	**12**	5	0	0	0	3.0	0.0	0.0	0.0	0.0	0	180	180	1.0	**180**
MP15	Multipurpose Fields	24	5	0	0	0	3.0	0.0	0.0	0.0	0.0	0	360	360	1.0	**360**

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Participation Demand

Demand is always difficult to assess due to the numerous variations that are possible. Even a statistical sample can misrepresent the actual demand by over or underreporting the extent of use for a facility. Participation data, when available, is the most accurate source of data, because it reflects the actual use of the facilities that exist. Table 4.3 (on page 4-27) is designed to use the number of registered participants and turn those numbers into demand for PGUs that can be compared to the available capacity of the facilities.

In column one is the list of the sports by type. In this case, all the sports reflect spring participation. Data for the fall and winter seasons is available in Appendix A. Column two shows the registered participants (Reg. Part.) for the sport. Column three and four reflect the players per team and Number of Teams, respectively. The next several columns reflect the sports schedules. Teams are assigned a certain number of practices per week, with a limit on the practice time. If more than one team can practice on a field as in the case of soccer, it reduces the need for practice units by half.

The schedule also shows the number of games per week and the hours per game, which allows the demand for PGUs to be calculated. In McKinney different fields are used for games and practices so the numbers are calculated separately. For the game units a Turn Over Rate of 15 minutes is allowed between games. This allows teams to clear the field and warm up between games. The calculation of Game Unit Needs reflects this turn over rate. The final column contains the Field Alternative Size Factor. The fields listed in the Supply segment are all regulation sizes. When regulation fields are split to create small-sided fields for younger participants the alternative size factor is used. For Boys and Girls under 6, at least three fields can be laid out on one regulation field. This allows the calculation of the number of fields needed that reflects the regulation size fields.

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Facility Needs Assessment and Capacity Utilization Model ©	Table 4.3 Participation Demand for 2008												
Datum: Based on Spring of 2009 Week of 3-30-08; Sunset 2037; Fields available at 1700 hours	Reg. Part.	Players per Team	No. of Teams	Practice per Week	Hours per Practice	Teams per Field	Games per Week	Hours per Game	Practice Unit Need	Game Units	Turn Over Rate	Game Units Need	Field Alt. Size Factor
Adult Flag Football (Spring)	96	16	6	0	0	0	1	1	0	3	0.25	4	
Youth Soccer (Spring U6) - Boys	548	8	84	1	1	1	1	1	84	42	0.25	53	3
Youth Soccer (Spring U6) - Girls	365	7	56	1	1	1	1	1	56	28	0.25	35	3
Youth Soccer (Spring - U8) - Boys	540	7	72	1	1	1	1	1	72	36	0.25	45	2
Youth Soccer (Spring - U8) - Girls	360	8	48	1	1	1	1	1	48	24	0.25	30	2
Youth Soccer (Spring - U10) - Boys	459	10	46	1	1	1	1	1	46	23	0.25	29	0
Youth Soccer (Spring - U10) - Girls	307	10	31	1	1	1	1	1	31	16	0.25	19	0
Youth Soccer (Spring - U12) - Boys	174	15	12	1	1	1	1	1	12	6	0.25	8	0
Youth Soccer (Spring - U12) - Girls	116	15	8	1	1	1	1	1	8	4	0.25	5	0
Youth Soccer (Spring - U14) - Boys	216	15	14	1	1	1	1	1	14	7	0.25	9	0
Youth Soccer (Spring - U14) - Girls	144	15	10	1	1	1	1	1	10	5	0.25	6	0
Adult Soccer (Spring) 18+	1060	20	54	0	0	0	1	2	0	54	0.25	68	0
Youth Girls Softball (Spring - TBall)	60	12	5	1	1	1	1	1	5	3	0.25	3	0
Youth Girls Softball (Spring - U6)	96	12	12	1	1	1	1	1	12	6	0.25	8	0
Youth Girls Softball (Spring - U8)	216	12	18	1	1	1	1	1	18	9	0.25	11	0
Youth Girls Softball (Spring - U10)	180	12	15	1	1.5	1	1	1	23	8	0.25	9	0
Youth Girls Softball (Spring - U12)	144	12	12	1	1.5	1	1	1.25	18	8	0.25	9	0
Youth Girls Softball (Spring - U14)	144	12	12	1	1.5	1	1	1.25	18	8	0.25	9	0
Adult Softball (Spring) 18+	1620	20	81	0	0	0	1	1	0	41	0.25	51	0
Youth Baseball (Spring - TBall) 4-6 yrs, MBA, MLLB	793	13	61	1	1	1	1	1	61	31	0.25	38	0
Youth Baseball (Spring - Coach Pitch) 7-8 yrs MLLB	351	13	27	1	1	1	1	1	27	14	0.25	17	0
Youth Baseball (Spring - Modified Kid Pitch) 8 yrs MLLB	120	12	10	1	1	1	1	1	10	5	0.25	6	0
Youth Baseball (Spring - Machine Pitch) 7-8 yrs MBA	143	13	11	1	1	1	1	1	11	6	0.25	7	0
Youth Baseball (Spring - Minors) 9-10 yrs MLLB	468	12	39	1	1.5	1	2	1.25	59	49	0.25	61	0
Youth Baseball (Spring - Majors) 11-12 yrs MLLB	260	13	20	1	1.5	1	2	1.25	30	25	0.25	31	0
Youth Baseball (Spring - Juniors) 13-14 yrs MLLB	120	12	10	2	1.5	1	2	1.5	30	15	0.25	19	0
Girls Volleyball (Spring 3rd/4th grade) 8-9 yrs	144	12	12	1	1	2	1	1	6	6	0.25	8	0
Girls Volleyball (Spring 5th/6th grade) 10-11 yrs	240	12	20	1	1	2	1	1	10	10	0.25	13	0
Girls Volleyball (Spring 7th/8th grade) 12-13 yrs	96	12	8	1	1	1	1	1	8	4	0.25	5	0
TOTAL	9,580		814						727	496		616	

Facility Utilization and Need

Facility Needs Assessment and Capacity Utilization Model ©	Table 4.4 Spring Facility Needs Assessment and Capacity Utilization – 2008															
		Diamonds							Rectangular					Gyms		
		D 1 NP*	D 2 GN	D 3 MZ	D 4 ES	D 5 GN	D 6 WC	BS 13	R 7 AR	R 8 CR	R 9 HS	R 10 AR	MP 14	G 11 MS	G 12 OS	G 13 CC
Adult Flag Football (Spring)											4					
Youth Soccer (Spring U6) - Boys									18				84			
Youth Soccer (Spring U6) - Girls									12				56			
Youth Soccer (Spring - U8) - Boys									11	11			72			
Youth Soccer (Spring - U8) - Girls									8	8			48			
Youth Soccer (Spring - U10) - Boys										29			46			
Youth Soccer (Spring - U10) - Girls										19			31			
Youth Soccer (Spring - U12) - Boys										8			12			
Youth Soccer (Spring - U12) - Girls										5			8			
Youth Soccer (Spring - U14) - Boys										9			14			
Youth Soccer (Spring - U14) - Girls										6			10			
Adult Soccer (Spring) 18+										68			0			
Youth Girls Softball (Spring - TBall)						3	3	2								
Youth Girls Softball (Spring - U6)						6	10	4								
Youth Girls Softball (Spring - U8)						8	16	6								
Youth Girls Softball (Spring - U10)						28		4								
Youth Girls Softball (Spring - U12)						24		3								
Youth Girls Softball (Spring - U14)						24		3								
Adult Softball (Spring) 18+							51	0								
Youth Baseball (Spring - TBall) 4-6 yrs, MBA, MLLB					50			48								
Youth Baseball (Spring - Coach Pitch) 7-8 yrs MLLB					37			7								
Youth Baseball (Spring - Modified Kid Pitch) 8 yrs MLLB				6				10								
Youth Baseball (Spring - Machine Pitch) 7-8 yrs MBA		7						11								
Youth Baseball (Spring - Minors) 9-10 yrs MLLB		40	27	41				12								
Youth Baseball (Spring - Majors) 11-12 yrs MLLB			23	22				6								
Youth Baseball (Spring - Juniors) 13-14 yrs MLLB			25	18				6								
Girls Volleyball (Spring 3rd/4th grade) 8-9 yrs														3	3	3
Girls Volleyball (Spring 5th/6th grade) 10-11 yrs														4	4	4
Girls Volleyball (Spring 7th/8th grade) 12-13 yrs														2	2	2
	Demand	47	**57**	**87**	**87**	93	80	**122**	48	162	**4**	0	381	8	8	**8**
	Supply	50	**75**	**75**	**90**	125	150	**180**	125	325	**5**	60	360	60	20	**10**
	Utilization	94%	**100%**	**116%**	**97%**	74%	53%	**68%**	38%	50%	**80%**	0%	106%	14%	42%	**83%**
	Need	0	**0**	**1**	**1**	0	0	**10**	0	0	0	0	0	0	0	0

*See “Field Type Code” definition in Table 4.2 Note: To be consistent with current operations of the athletic programs in McKinney, the need for 1 additional unlighted field would equal 15 Practice/Game units and 1- lighted field would equal 20 Practice/Game units.

Spring 2008

Table 4.4 on the previous page shows the spring 2008 need for additional facilities and also shows the capacity utilization of the fields. Generally speaking, to maintain the current Culture of Use and avoid the excess costs of overuse of facilities the capacity utilization should not exceed 80% for fields unless they are synthetic turf. This allows for one of every five fields to be kept out of use each season. This is necessary for natural recovery and to avoid the additional cost of complete field renovation. The result is that current demand in the spring would suggest the following increases:

- 2 lighted diamonds with mounds such as those at Mouzon or Gabe Nesbitt
- 1 unlit field with no mound for T-Ball

This would increase the PGUs by 55 per week and maintain the maintenance set aside for practice. If the City desires, there is also a demonstrated need for additional multipurpose fields for rectangular field sports practice. However, the utilization of game fields is low enough that practices could be scheduled on designated game fields. Most of the demand is for small-sided fields for those under eight.

For adult flag football an additional field may need to be designated if participation increases. There is sufficient space in other locations to address any overload of girls volleyball at the Community Center.

Spring 2014

Using historical growth patterns, the increased need for fields and facilities in the spring of 2014 would include:

- 6 lighted diamonds with mounds similar to those at Mouzon and Gabe Nesbitt
- 4 unlit fields with no mound for participants eight years of age and under
- A choice of either eight (8) multi-purpose fields or two regulation rectangular fields for the small-sided fields used by the eight and under participants

Table 4.5
Spring Facility Needs Assessment and Capacity Utilization – 2014

	D 1 NP*	D 2 GN	D 3 MZ	D 4 ES	D 5 GN	D 6 WC	BS 13	R 7 AR	R 8 CR	R 9 HS	R 10 AR	MP 14	G 11 MS	G 12 OS	G 13 CC
Demand	51	120	98	145	101	137	168	61	220	4	0	497	14	11	8
Supply	50	75	75	90	125	150	180	125	325	5	60	390	60	20	10
Utilization	102%	160%	130%	161%	81%	92%	93%	48%	68%	80%	0%	127%	23%	57%	80%
Need	0	4	2	4	0	0	0	0	1	0	0	4	0	1	0

*See "Field Type Code" definition in Table 4.2 Note: To be consistent with current operations of the athletic programs in McKinney Need for 1 additional unlighted field would equal 15 Practice/Game units and 1 lighted field would equal 20 Practice/Game units.

Fall 2008

With the common use of multi-season sports, athletic activities in the fall are much the same as in the spring. There is more emphasis on rectangular field activities and Table 4.6 on the next page reflects the utilization and need of that reality. Key needs include:

- Consistent with the spring facility utilization the addition of 55 GPUs with two lit and one unlit field will address any over use on the diamonds
- The City needs to make a decision regarding the rectangular field use. If the past practice of using multipurpose fields for practice is followed then there will be a need for a lot of multipurpose fields. This need is for small-sided fields, which account for 60% of the practice field demand. The difficulty is that soccer, football and lacrosse, unlike baseball, are much harder on the fields. While game utilization on rectangular fields is relatively low, if game fields are used for practice they will quickly become overused. At this point, the City needs 15 small-sided fields or 5 regulation practice or game fields.
- Recommend the inclusion of sufficient grassed space in all new parks that can be used for practices by eight and under participants.

The current need for athletic facilities includes:

- Two (2) lighted diamonds with mounds
- One (1) unlit field with no mound for T-Ball
- Five (5) additional regulation rectangular fields

Fall 2014

Table 4.7 shows some utilization issues and additional needs. Lighted diamonds are in short supply as are backstops, lighted and unlit competitive rectangular fields and multipurpose courts.

By 2014 for fall activity the following facility needs are likely:

- Five (5) lighted fields with mounds like the fields at Mouzon and Gabe Nesbitt
- One (1) additional T-Ball field
- Four (4) additional regulation rectangular fields
- Two (2) fields for football
- Additional multipurpose fields for practice as participation warrants

Note that for fall activities the use of unlit multipurpose practice fields has limited value. The cost of the land quickly exceeds the use of the field due to shorter days going into winter. By September 28, the week used for these calculations, the effective time available on an unlit field is 2.5 hours. This means that you may only use the field for 10 GPUs per week. It may be more cost effective to light additional regulation fields or even consider lighted synthetic turf fields as an option. Also note that softball nationally has been losing participation numbers. Since there is no trend data available it is not possible to determine whether or not that is the case in McKinney. Currently the utilization of softball fields is low. Should participation continue to decline, the City should consider using the softball fields to meet the baseball needs.

Table 4.6 Fall Facility Needs Assessment and Capacity Utilization – 2008																
	D 1 NP	**D 2 GN**	**D 3 MZ**	**D 4 ES**	**D 5 GN**	**D 6 WC**	**D7 - HS**	**BS 13**	**R 7 AR**	**R 8 CR**	**R 9 HS**	**R 10 AR**	**R 11 - ES**	**MP 14**	**G 11 MS**	**G 12 OS**	**G 13 CC**
Demand	12	67	57	59	0	37	47	55	101	120	5	0	41	454	14	11	7
Supply	50	75	75	60	125	150	140	80	125	325	20	40	40	240	60	20	10
Utilization	25%	90%	76%	99%	0%	24%	33%	69%	80%	37%	25%	0%	103%	189%	23%	54%	68%
Need	0	0	0	0	0	0	0	0	1	0	0	0	0	10	0	0	0

Table 4.7 Fall Facility Needs Assessment and Capacity Utilization – 2014																	
	D 1 NP	**D 2 GN**	**D 3 MZ**	**D 4 ES**	**D 5 GN**	**D 6 WC**	**D7 - HS**	**BS 13**	**R 7 AR**	**R 8 CR**	**R 9 HS**	**R 10 AR**	**R 11 - ES**	**MP 14**	**G 11 MS**	**G 12 OS**	**G 13 CC**
Demand	44	159	69	61	0	16	80	49	137	163	7	0	57	619	21	15	8
Supply	50	75	75	60	125	150	140	204	125	325	20	40	40	260	60	20	10
Utilization	88%	212%	92%	102%	0%	11%	57%	24%	109%	50%	34%	0%	141%	238%	35%	74%	80%
Need	0	4	1	1	0	0	0	0	4	0	0	0	2	20	0	0	0

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Athletic Facility Needs

For the period of 2009 to 2014 the need for athletic fields includes the following:

Diamonds

- Five (5) lighted diamonds with mounds
- One (1) unlit T-Ball field

Rectangular fields

- Five (5) additional lighted rectangular field
- Two (2) additional football fields
- Twenty (20) additional small-sided multipurpose fields or 5 additional regulation fields.

In reviewing recent patterns of growth it is logical to assume that there will be a growth in the demand for participation in sports. With new residents interested in younger and new sports such as lacrosse with a requirement for field space, the demand for athletic fields could be larger than shown on the projection of growth. McKinney needs to track the participation numbers for the various sports. For example, if a sport is losing participants it should be determined if the facilities set aside for that sport could be adapted to use by other sports.

Benchmarking

Parks and Recreation Opportunities

Every community is both alike and different from other communities. It is in some ways similar to a fingerprint. All fingerprints appear similar until further analysis is done to detect the differences among them.

There are several ways to undertake such analysis. The initial approach is to determine the similarities and differences among nearby communities and this has been conducted for McKinney. A second, more global approach is to compare the community under study to other somewhat similar communities across the country. This analysis has also been done in this instance.

Demographic Similarities and Differences

Nearby Communities: McKinney and Allen, Denton, Frisco, and Plano

This section includes the overview of the adjacent communities to McKinney and comparisons are made on the following basis:

Population: The 2008 Census data indicates the following populations for these communities as Allen, 81,444; Denton, 109,651; Frisco, 97,602; and Plano, 260,900. For comparison purposes McKinney has a 2008 population of 121,984.

Rate of Growth: Frisco by far exceeds growth rate at 417% increase over the last ten years; Allen is more comparable to McKinney at 125% vs. 152% for McKinney

Youth (18 and under) Allen has a few more 18 and unders (35%) than McKinney, Frisco, and Plano (31%, 31%, and 29%) but Denton only has 21%

White Persons: Denton, McKinney, and Plano are closest on basis of percentage of white persons, 76%, 78%, and 78%respectively); Allen and Frisco are both 87% white

English as 2nd Language: Plano, McKinney, and Denton have highest percentage of people who speak English as a 2nd language; 19%, 19%, and 22% respectively; Frisco and Allen are 14% and 12%

High School Graduates: Denton and McKinney have the same percentage of high school graduates at 83%; higher levels in Allen, Frisco, and Plano at 96, 95, and 94 percentages respectively

College Graduates: Denton and McKinney are more similar at 36% and 39%; while Plano and Frisco are the highest at 53% and 50%; Allen is 48%

Travel Time to Work ranges from 27 to 31 minutes; quite similar

Median Household Income: Allen and Frisco are approximately $79K with Plano right behind at $78K. McKinney is $63K and Denton is $36K.

Poverty Level: Denton is the highest at 16.2% but McKinney is much higher at 8.5% than the nearby communities; Plano at 4.3%; Frisco at 3.4% and Allen at 3%

Figure 4.1
Nearby Community Area and Density

Community	Total Square Miles	Persons per square mile (2000)
Allen	27	3,004
Denton	61	1,310
Frisco	70	1,394
Plano	72	3,599
McKinney	*58*	*2,103*

Benchmark Communities: Henderson, NV and Chandler, AZ

This analysis is of the more global, benchmarked communities that compare McKinney to Henderson, NV and Chandler, AZ on the following indices:

Population 2008 Census: McKinney: 121,984; Henderson, NV: 269,826; Chandler, AZ: 250,700.

Rate of Growth: The rates of growth experienced by Henderson, NV and Chandler, AZ as of 2006 Census data is 37.2% and 35.9% respectively. The growth rate for these two communities was significantly higher in the previous decade with Henderson's growth between 1990 and 2006 recorded at 285% and Chandler at 202.8% for that same time period. They were selected for benchmarking purposes since they have previously experienced rapid growth and have been considered successful in that endeavor.

Youth (18 and under) McKinney's percentage in this category is 31% as compared to Henderson and Chandler at 25.1% and 29.8% respectively.

White Persons: McKinney's percentage in this category is 78% as compared to Henderson and Chandler at 84.5% and 77.2% respectively.

English as 2nd Language: McKinney's percentage in this category is 19% as compared to Henderson and Chandler at 13.2% and 22.0% respectively.

High School Graduates: McKinney's percentage in this category is 83% as compared to Henderson and Chandler at 88.5% and 87.8% respectively.

College Graduates: McKinney's percentage in this category is 39% as compared to Henderson and Chandler at 23.7% and 32.5% respectively.

Travel Time to Work: McKinney's commuting time is 27.3 minutes as compared to Henderson and Chandler at 23.7 and 25.2 minutes respectively.

Median Household Income: McKinney's median household income is $78K compared to Henderson and Chandler at $55.9K and $58.4K respectively.

Poverty Level: McKinney's proportion of people living below the poverty level is 8.5% compared to Henderson and Chandler at 5.6% and at 6.6% respectively.

Figure 4.2
Benchmark Community Area and Density

Community	Total Square Miles	Persons per square mile (2000)
Henderson, NV	79	2594
Chandler, AZ	57	3898
McKinney	*58*	*2103*

Basic Data Comparisons for Jurisdictions and Parks

This section of the report looks at the key data that is common to each of the jurisdictions and makes comparisons that create a picture of the comparative positions of McKinney to these benchmark communities. Due to the nature of data collection, data sets that are not comparable are not included. For example, while we have much of the park data below for the City of Denton, TX, it is generally two to three years older than the other communities and would distort the findings. Thus Denton is not included in the data analysis portion of the report other than what is included in the overview above.

Basic Community Data

The basic data for each community that provides the comparative foundation includes population, size and acreage of park and open space lands. Correlations can be drawn that begin to define the status of park development despite the varying sizes of the communities. Table 4.8 shows the basic data for each community.

Table 4.8 Benchmarking Community Data						
Jurisdiction	**Population**	**Area (Sq. Mi.)**	**Acres of Land**		**Parks and Trails**	
			Developed Park Acres	Total Park Acres	Number of Parks	Miles of Trails
Allen, TX	81,444	27	893	1,088	--	--
Chandler, AZ	250,700	64	1,099	1,554	43	35
Frisco, TX	97,602	70	1,350	2,094	58	18
Henderson, NV	269,826	104	1,125	1,305	43	12
Plano, TX	260,900	73	3,858	3,858	46	39
McKinney, TX	121,984	58	737	1,725	42	51

Table 4.2 on the next page shows the Population/Land Correlations. The first column reiterates the population density. Note that neither Chandler, AZ nor Henderson, NV has land designations relating to the Texas ETJ designation. For that reason the ETJ lands are not included in this analysis. Other correlations include:

Developed Park Acres per 1000 Population: The range is a high of 14.79 acres per 1,000 for Plano to 4.17 acres per 1,000 for Henderson. At 6.04, McKinney is in the lower part of the range.

Table 4.9 Population / Land Data						
Jurisdiction	**Population Density (per Sq Mi.)**	**Developed Park Acres / 1,000**	**Total Parks Acres / 1,000**	**Acres per Park (avg)**	**Population per Mile of Trail**	**% Park Acres***
Allen, TX	3,004	10.97	13.35	21	2,327	6.27%
Chandler, AZ	3,898	4.38	6.20	19	13,928	3.77%
Frisco, TX	1,394	13.83	21.45	31	8,134	4.67%
Henderson, NV	2,594	4.17	4.84	24	6,919	1.96%
Plano, TX	3,599	14.79	14.79	48	5,116	8.31%
McKinney, TX	2,103	6.04	14.14	16	2,904	4.65%

*Park acres as a percentage of total City jurisdiction (not including ETJ)

Total Parks per 1,000 Population: This correlation includes undeveloped lands that are characterized as parklands. In some cases the land may be intended for development and in other cases the land may be kept in its natural state to enhance the park experience. No attempt is made to distinguish between these two options. The Total Parks per 1,000-population correlation shows McKinney at 14.14 to be comparable to Plano (14.79) and Allen (13.35), well-behind Frisco at 21.45 but well ahead of Henderson and Chandler at 4.84 and 6.20 respectively.

Acres per Park: is intended to give a measure of the relative size of parks, although it can be deceptive at times. Plano at 48 acres per park has the largest average size, whereas McKinney at 16 acres per park has the smallest average size.

Population per Mile of Trails: This correlation indicates the current level of service for the trails in the community. Allen has the most miles of trail per population (2,327) followed closely by McKinney (2,904).

Parkland as a Percentage of Jurisdiction Land: Perhaps the most significant indicator of a community's focus on parks and parklands is found in the percentage of parkland acres to the entire jurisdiction's acreage. In this correlation, Henderson has only 1.96% of its lands in parks. On the other end of the benchmark community spectrum, Plano has 8.31% of its lands in parks. McKinney at 4.65% is at the lower end of the spectrum and nearly tied with Frisco (4.67%).

Operating Data

A second set of correlation numbers can be found in the Operating Data for the Park and Recreation Departments from each of the benchmarked communities. The base data for calculation is found in Table 4.10.

Table 4.10
Basic Park Operating Data

Jurisdiction	Employees	Agency Budget			Athletic fields	
	Full-Time	Operating	Revenue	Capital	Diamonds	Rectangular
Allen, TX	68	$8,443,727	$2,632,475	$5,442,000	26	35
Chandler, AZ	109	$16,031,432	$2,654,048	$8,264,673	28	31
Frisco, TX	149	$8,671,310	$2,853,748	$5,500,000	25	28
Henderson, NV	185	$36,933,136	$1,853,607	*	29	20
Plano, TX	273	$22,541,000	$11,814,000	$26,648,000	71	158
McKinney, TX	55	$6,698,201	$1,013,753	$9,380,000	19	22

* As of 2006 Henderson had in excess of $213 million dollars approved for capital projects and commitments from developers for an additional $109 million in dedicated parks and trails.

Full Time Equivalents (FTE's) per 10,000 Populations: Comparing the Full Time Equivalents (FTE's), specifically when considering only the full-time staff gives a reasonable value for staff resources available. When jurisdictions have varying types of facilities, adding the part-time and seasonal staff distorts the actual resources. For example, because of the indoor facilities in Plano they have 838 part-time or seasonal FTE's. Such numbers are not comparable to McKinney, which only has 21.5 less than full-time FTE's. The standard of 10,000 is used to avoid decimals as the numbers.

Chandler (4.33) has the lowest number of staff for its operation. This is probably due to contracting much of the work since they also do not have any less-than-full-time FTE's. McKinney (4.51) rates second and is far behind Frisco (15.27) in staffing as well as trailing Plano at 10.46 and Allen at 8.35.

Operations Cost per Capita: Another valuable measure is the operating cost per capita between communities. McKinney ($54.91) apparently spends fewer dollars on parks and recreation than any of the other jurisdictions. The next closest is Chandler ($63.95) with Henderson investing $136.88 per resident at the top of the range.

Revenue Per Capita: A similar measure compares the amount of revenue generated by fees and charges per resident. Once again McKinney ($8.31) is the lowest in revenue collection for the services it provides. Plano is the top of the range with $45.28 dollars generated on average from each resident in the community for the services it provides.

Net Cost of Operations minus Revenue: If the total cost of operations is reduced by the revenue generated it provides a clearer picture of the public cost of program and service delivery. In this category McKinney ($5,684,000) ranks almost even with Allen ($5,811,000) and Frisco ($5,817,000). These latter two communities had per capita costs of $103.68 and $88.84 respectively.

Table 4.11
Park Operations Comparisons

Jurisdiction	FTE /10,000 pop.	Ops. Cost per Capita	Revenue per capita	Net Costs Ops. - Rev.	% Cost Recovery	Public Cost per capita
Allen, TX	8.35	$103.68	$32.32	$5,811,252	31.18%	$71.35
Chandler, AZ	4.33	$63.95	$10.59	$13,377,384	16.56%	$53.36
Frisco, TX	15.27	$88.84	$29.24	$5,817,562	32.91%	$59.60
Henderson, NV	6.86	$136.88	$6.87	$35,079,529	5.02%	$130.01
Plano, TX	10.46	$86.40	$45.28	$10,727,000	52.41%	$41.12
McKinney, TX	4.51	$54.91	$8.31	$5,684,448	15.13%	$46.60

Percentage of Cost Recovery: Yet another perspective shows that the percentage of cost recovery has benefits for the community. This is especially true as a distinction is made between

public benefit and core programs and services and those that should pay their own way. The range of cost recovery is a high from Plano at 52.41% to a low from Henderson at 5.02%. McKinney at 15.13% is second lowest with Allen and Frisco both recovering over 30% of the costs.

Public Cost per Capita: The final benchmark is the effective cost to the public of the department's goods and services. This measures the cost per resident after the revenue has been taken from the costs. In this case, Plano, at $41.12 has the lowest cost to the public of all the benchmarked communities. Plano had an operational per capita cost of $86.40. This means that for every dollar that Plano invests in its Park and Recreation department it get $0.52 back. By allowing users interested in specialty facilities to pay the cost of operations everyone can benefit. McKinney at $46.60 is the second lowest cost per capita.

Athletic Field Comparisons

Due to lack of comparable participation data and differences in the way fields are used it is difficult to make an accurate comparison of the jurisdictions. The following table shows the existing service levels but it should be treated as advisory only.

Table 4.12
Athletic Field Service Levels

Jurisdiction	Population	Athletic fields		Service Levels	
		Diamonds	Rectangular	Diamonds 1/	Rectangular 1/
Allen, TX	81,444	26	35	3132	2327
Chandler, AZ	250,700	28	31	8954	8087
Frisco, TX	97,602	25	28	3904	3486
Henderson, NV	269,826	29	20	9304	13491
Plano, TX	260,900	71	158	3675	1651
McKinney, TX	121,984	19	22	6420	5545
McKinney, TX*	121,984	31	48	3935	2541

* includes practice backstops and multipurpose fields

McKinney is apparently the only jurisdiction to have most fields separated into practice and game fields. Chandler and Henderson, perhaps because of high numbers of older adults in the community do not have as many fields as the Texas communities. McKinney lags behind the others when considering game fields only, but when the practice fields are added they are more competitive. For diamonds, Allen (1/3,132) has the most fields per 1000 followed by Plano (1/3,675), Frisco (1/3,904), and McKinney (1/3,935) including the practice fields.

For Rectangular fields Plano, (1/1,651) has the most fields for the population with Allen (1/2,327) in second and McKinney (1/2,541) in third. Frisco rates fourth with one field per every 3,486 residents.

These numbers do not account for the specific types of diamond or rectangular fields but they do indicate that the current level of field development in McKinney, when counting both practice and game fields is close to that of their benchmark communities in the North Dallas Area.

Key Findings Programs and Operations

Please note that McKinney has a lower cost per capita because it does not have any of the high-end facilities that drive per capita costs up. Since much of McKinney's current effort is on public access and core facilities, programs and services it is reasonable to expect that their per capita costs should be low. However, if a decision is made to provide the more specialized and higher end facilities, programs and services the model presented by Plano is worthy of consideration. Residents should understand that these quality facilities should be operated as closely to break even as the City will allow.

The PROS Department should begin distinguishing between those core and basic public access programs with no or low costs and those that are Quasi-private or private in nature and need to recover as much of their cost as possible.

The Planning Team recommends that, going forward; PROS should assume a benefits-based budget and pricing strategy that would be addressed in two steps.

1. Assign each program, facility, or service offered by the department to a category along the benefit-based pricing continuum.

2. Create a policy that determines types of costs related to each benefit category ranging from covering cost to full cost recovery plus additional revenues. This also establishes a baseline budget for the Department

Benefit-Based Pricing Continuum Categories for Facilities, Programs and Services

Public Access:

- No Fee (based upon designation as an essential service for the public; city culture or tradition; limited amenities; or cost of collecting and accounting for fee)
- Symbolic Pricing (low fee charged for control)

Core Services:

- Symbolic Pricing (small fee charged)
- Partial Cost Recovery

Quality of Life:

- Cost Recovery or Market Driven

Highly Specialized/ Highly Individualized

- Market Driven

- Entrepreneurial

There are two fairly clear economic indicators for McKinney in the benchmark review:

- First is that the City of McKinney needs to focus on acquiring land as soon as possible. The land is necessary to maintain the physical and cultural character that is preeminent in the citizens' vision of McKinney.
- Second, to keep McKinney competitive in the residential and commercial real estate markets, large-scale recreation and aquatic facilities will help to draw and retain residents.

The City of McKinney needs to focus on acquiring land as soon as possible. The land is necessary to maintain the physical and cultural character that is preeminent in the citizens' vision of McKinney.

Facilities

Another aspect of the benchmark process is to examine the other communities for facilities that may be of value to McKinney. The following Tables reflect an examination of the types of facilities available.

Table 4.13
Comparison of Facility Square Footage and Population

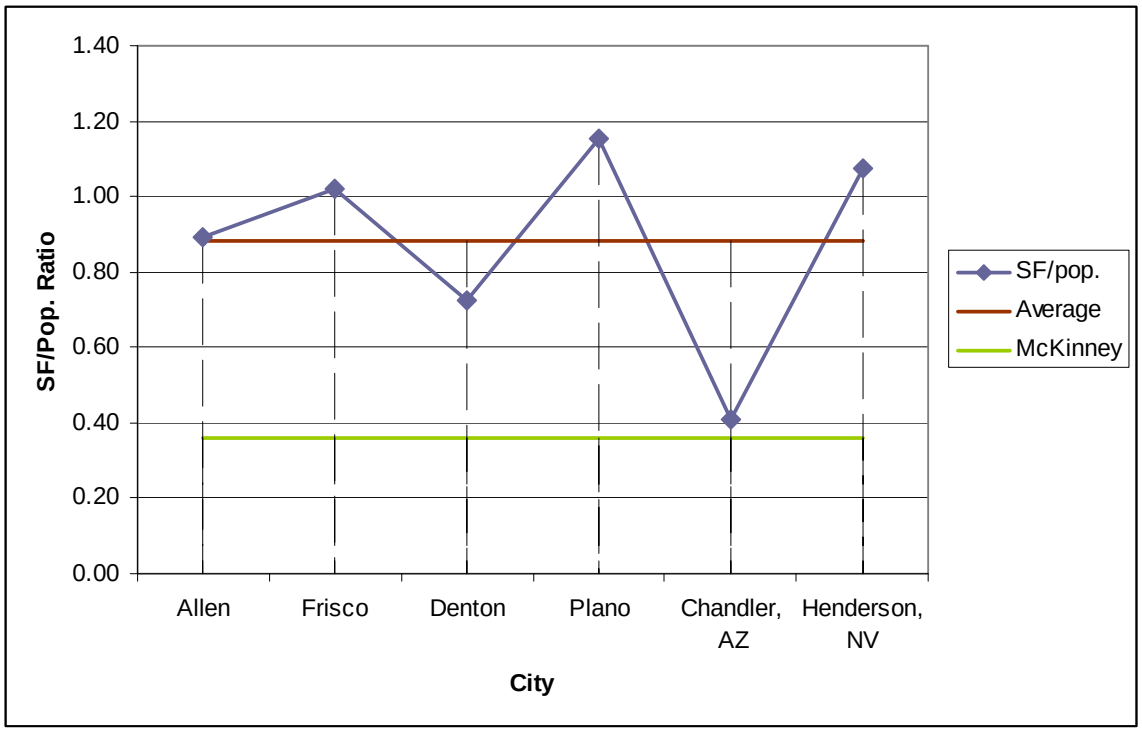
City	Population*	Recreation Center SF	SF/pop.
Allen	82,000	73,200	0.89
Frisco	98,000	100,000	1.02
Denton	106,500	77,400	0.73
Plano	251,000	290,040	1.16
Chandler, AZ	251,686	103,000	0.41
Henderson, NV	270,000	290,120	1.07
Average	176,531	155,627	0.88
McKinney	124,000	44,110	0.36

* Note: Population numbers used in Tables 4.8 to 4.12 differ slightly from population numbers used in tables 4.14 to 4.16 due to different source information.

McKinney has a current facility square footage of 44,110; this reflects only 0.36 sq. ft. per resident. In and of itself this does not mean that facilities are desirable or necessary, but when considered in light of the survey and public input results, there is a deficit of indoor facilities.

The chart below graphically shows the type of indoor facilities found in more built-out communities.

Figure 4.3
Recreation Center Square Footage to Population Ratio



Comparative Parks and Recreation Facilities

Table 4.14 below shows each of the different facilities by community and describes their characteristics.

Table 4.14
Facilities of Merit from other Benchmark Cities

City	Population	Project Name	Project Type	Size (sf)
Allen	82,000	Don Rodenbuagh Natatorium - Allen	indoor competitive and leisure water, climbing wall, cardio	48,000
		Joe Farmer Recreation Center	Gym, 2 racquet courts, walking track, fitness room, meeting room (1,600 sf), game room, outdoor amphitheater	25,200
Plano	251,000	Oak Point Center	indoor competitive, outdoor leisure, cardio, gymnastics, gymnasium	87,000
		Frito-Lay/Pepsi Youth Ballpark	youth ballpark	
		Tom Muehlenbeck Center - Plano	indoor and outdoor leisure, cardio, gymnasium, "multi"-purpose room, childcare, indoor competitive pool	80,000
		Carpenter Park Recreation Center	2 gyms, gymnastics, cardio & weight, game room, meeting & special use; planned addition	54,500
		Jack Carter Park Pool	8-lane 50 meter outdoor pool; kid's activity pool	
		Liberty Recreation Center	gym, cardio and fitness room, classrooms, outdoor lap pool	31,000
		Plano Aquatic Center	6-lane 25-yard indoor pool	24,038
		Harry Rowlinson Community Natatorium	6-lane 25-yard indoor pool	13,502
Keller	30,000	Keller Pointe	indoor leisure pool, gym, fitness and cardio, meeting rooms, multi-purpose room, and childcare	76,250
Frisco	98,000	Frisco Athletic Center	cardio, childcare, café, classrooms, gym, indoor and outdoor leisure aquatic	100,000
Chandler, AZ	251,686	Arrowhead Pool	50 meter L-pool w/diving boards; family play pool w/zero entry, water slide, lazy river	Outdoor
		Desert Oasis Aquatic Center	zero entry kids play area, 25-yard 8 lane area, water slide, drop slide, sand volleyball and sand playground	Outdoor
		Folley Pool	25-yard L-pool w/diving, wading pool, kids water play area	Outdoor

		Hamilton Aquatic Center	zero entry play pool, SCS water feature, vortex, current river, water slides, 8-lane comp area, training classroom	Outdoor
		Mesquite Groves Aquatic Center - joint use with Chandler USD	waterslides, lazy river, vortex, zero entry play area, stand alone 8-lane comp pool and diving well, training classroom	Outdoor
		West Chandler Aquatic Center	zero entry play pool, SCS water feature, vortex, current river, water slides, 25 yard 8-lane comp area, separate diving tank	Outdoor
		Downtown Community Center	6,000 SF multipurpose room - 500 seating, stage and dressing rooms, kitchen, various size meeting rooms	33,000
		Snedigar Recreation Center	preschool and classrooms, multipurpose, game room	8,000
		Tumbleweed Recreation Center	gym, fitness, racquetball, jogging track, dance aerobics, other class rooms, lockers	62,000
Henderson, NV	270,000	Black Mountain Recreation Center	gym, game room, 6 meeting/ classrooms, multi-use room, racquet/volleyball courts	41,000
		Black Mountain Aquatic Complex	leisure water - zero entry, loop slides	
		Downtown Recreation Center	gym w/jog track, game room, racquet court, saunas, steam rooms, fitness; 12,000 sf is Admin offices	28,000
		Henderson Multigenerational Center	adult lounge/reading/kitchen; art gallery, fitness, game room, basketball court w/track above, climbing wall, dance room	84,120
		Henderson Multigenerational Aquatic	activity pool with zero entry, slides and play features; outdoor competitive 50 meter pool w/diving; indoor 4-lane pool with 14-person spa adjacent	Outdoor
		Silver Springs Recreation Center	dance/aerobic room, game room, gym, 6 meeting/ classrooms, multi-use room, music room, 3 racquet courts	36,000
		Silver Springs Outdoor Pool	diving tank with 1&3 meter boards, lap pool, wading pool	Outdoor
		Valley View Recreation Center	6 classrooms, game room, gym, 6 meeting rooms, multi-use room, 3 racquet courts, gym	40,000
		Whitney Ranch Recreation Center	3 classrooms, conference room, dance/ aerobic room, game room , gym, 3 meeting rooms, 3 racquet courts	41,000

		Whitney Ranch Aquatic Center	10-lane competitive pool, shallow instructional pool, retractable roof; outdoor 25-yard activity pool	20,000
Denton	106,500	Denia Recreation Center	cardio/weight area, gym	14,000
		Martin Luther King, Jr. Recreation Center	cardio/weight area, gym	19,000
		Denton Natatorium	8-lane 25 yard indoor pool with adjacent indoor leisure and outdoor pool	27,200
		North Lakes Recreation Center	cardio/weight area, gym	17,200
McKinney	124,000	Old Settler's Recreation Center	Two gyms, game room, outdoor covered gym, childcare, classroom	23,110
		McKinney Community Center	Gym, meeting rooms, cardio/weight, kitchen, classrooms	21,000

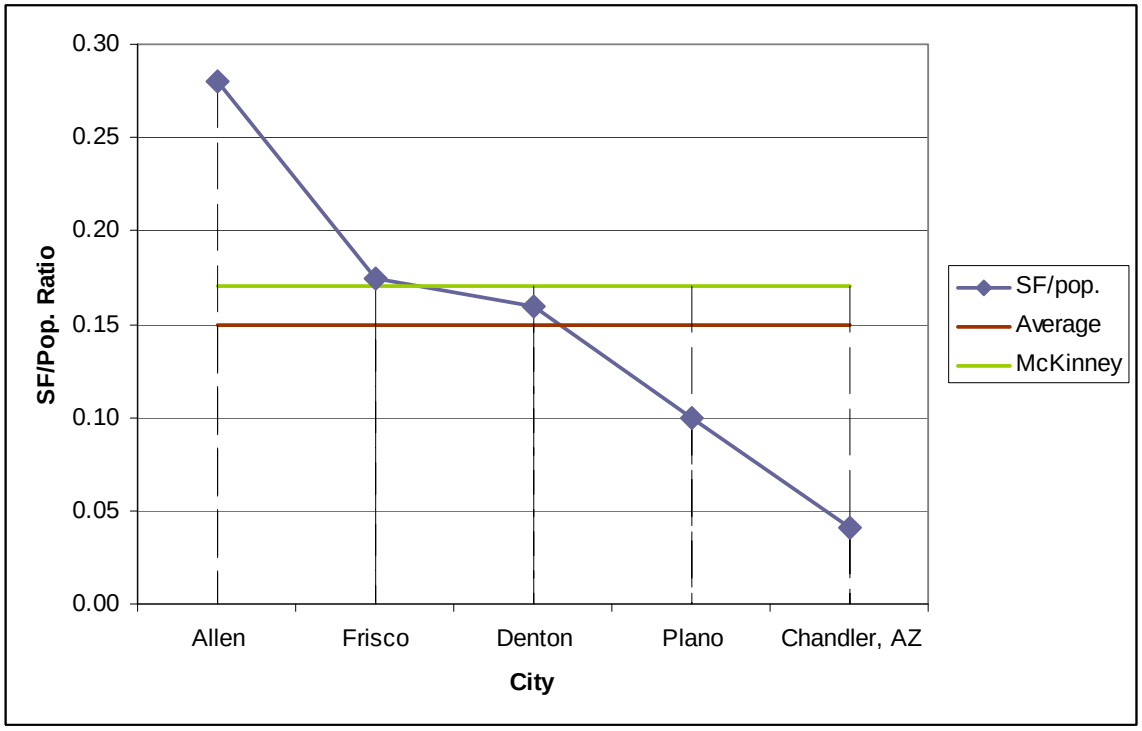
Comparative Senior Centers

Table 4.15 Senior Facilities of Merit from other Benchmark Cities				
City	**Population**	**Project Name**	**Project Type**	**Size**
Allen	82,000	Allen Senior Recreation Center	Ballroom w/stage, game room, class rooms, great room, fitness, crafts, dining room	23,000
Plano	251,000	Plano Senior Recreation Center	fitness room, billiard room, fame room, ballroom, snack bar	25,000
Frisco	98,000	Senior Center at Frisco Square	Library, game room, fitness center, multipurpose room, health room, conference room	17,050
Chandler, AZ	251,686	Chandler Senior Center	2,600 SF multipurpose room, TV lounge, meeting rooms for 24, computer room, quilting room	10,397
Denton	106,500	Denton Senior Center	Crafts Room, Woodworking shop, exercise area, library	17,000
McKinney	124,000	McKinney Senior Recreation Center	Auditorium, Swimming pool, library, dining kitchen area, exercise room	21,000

Table 4.16 Square Footage per Resident for Senior Centers			
City	**Population***	**Senior Center SF**	**SF/pop.**
Allen	82,000	23,000	0.28
Frisco	98,000	17,050	0.17
Denton	106,500	17,000	0.16
Plano	251,000	25,000	0.10
Chandler, AZ	251,686	10,397	0.04
Average	157,837	18,489	0.15
McKinney	124,000	21,000	0.17

* Note: Population numbers used in Tables 4.14 to 4.16 differ slightly from population numbers used in tables 4.8 to 4.12 due to different source information.

Figure 4.4
Senior Center Square Footage per Resident Ratio



Programming Strategies

The myriad of activities and analyses included within the process has resulted in the identification of a number of draft goals for the department's consideration. The goals identified in this document represent larger, more over-arching directions and strategies that the Department should consider adopting. The goals include the following:

PROS Positioning

Positioning is a marketing approach that leads to a perceptual conception and understanding of the products, programs, and services associated with a specific company, brand, or organization. One of the key aspects within positioning is that it can serve as a mechanism to distinguish or differentiate a product or company from its competitors.

These examples for various fast food chains indicate how they differentiate themselves from competitors:[2]

Subway: **Eat Fresh**
Taco Bell: **Think Outside the Bun**
McDonald's: **What you want is what you get**
A & W: **All American Food**
Burger King: **Have It Your Way**
KFC: **There's Fast Food, Then There's KFC**

The positioning perception of a company, organization, program, or service has staying power, but it also changes over time to address the target market or environmental factors within society. These McDonald's variations illustrate such changes as follows:[3]

1960s - "Look for the Golden Arches "
1971 - "You Deserve a Break Today" (Needham, Harper & Steers, 1971)
1975 - "Two all-beef patties, special sauce, lettuce, cheese, pickles, onions on a sesame seed bun."
1980/1981 - "You Deserve a Break Today"
1990 -" Food, Folks and Fun"
1991 - "McDonald's Today"
2000 - "We Love to See You Smile"
2003 - "I'm lovin' it"

Positioning for Public Parks and Recreation

Over the past few decades, the public parks and recreation movement has sought for a position that would reinforce its value to a community while differentiating it from other providers. It has only been more recently that economic needs and societal factors have aligned in such a way to create a particularly value-laden and viable alternative for our field: **health.**

[2] (Source: Database of slogans. Fast food advertising slogans. http://www.textart.ru/database/slogan/fast-food-advertising-slogans.html)
[3] (Source: http://www.tvacres.com/adslogans_m.htm)

Health as a concept has migrated from a definition of "not being sick" to a preference for a holistic approach for both individuals and society as a whole with the research and documentation to attest to the many values of health.

Our Positioning Recommendation for McKinney Parks, Recreation, and Open Space is as follows:

McKinney Parks, Recreation, and Open Space – Unique by Nature

The particular aspects of life in McKinney that work well for such an approach includes but are not limited by:

- Importance placed upon economic health and well-being by decision-makers, developers, and the Chamber of Commerce; recent research suggests that companies want to locate where the environment is well cared for and there are opportunities for enrichment experiences for employees and their families.
- Environmental health matches the "Unique by Nature" designation of McKinney and reinforces the public input related to the importance they place upon open space, natural areas and even the desire to retain the historic community.
- Healthy individuals reflect the desire of individuals and families to keep themselves and their loved ones healthy, but has *economic spillover* as healthy lifestyles result in lowered health care costs.
- Healthy, successful youth bodes well for the future of community and society; the myriad aspects of parks and recreation can contribute to individual success and the economic desirability of a community.
- Healthy, connected communities where people both want to reside and benefit from living in a community; where they feel as if they belong and have a larger sense of self with community; PROS' success in special and neighborhood events are a perfect match in this area.

Overall Programming Goals

Public Preferences

There were a number of themes that highlight residents' preferences for the overall focus of park and recreation programming in McKinney. One theme is the overall preference for opportunities to participate in **fitness-related activities**. This fitness focus incorporated a strong preference for swimming and other aquatic activities as well as an emphasis upon activities such as biking, walking, etc. that could be conducted in the out-of-doors and natural areas.

The second emphasis area was the concerns and desires for **maintaining a sense of community** for the City of McKinney as it grows. Both of these areas should be reflected in the desirable outcomes for current and future programming.

Comprehensive Community Programming

The rapid growth of the community coupled with specific public feedback received indicates the need for comprehensive, overall **physical recreation and wellness** type of services. Such an approach would likely involve a need for one or more large recreation centers with fitness/wellness services.

Assuming that such a facility is constructed changes might be made to the two existing community centers. Old Settlers is somewhat isolated by its location from the rest of the City and will be especially isolated during the next few years of highway construction. Old Settler's could become a neighborhood center providing services to those in the more immediate area where more frequent and informal participation can be encouraged due to highway patterns. The existing Community center may be more useful as an Environmental/Education/Visitor Center featuring green initiatives, natural features interpretation and health related exhibits. It may be run in partnership with the Chamber of Commerce.

If such a comprehensive facility becomes a reality, then PROS needs to decide if it wishes to assume the role as service provider or contractor of services and prepare to serve that function.

Provision of Core Programs and Services

While the City of McKinney does not as of yet have many commercial recreation and leisure service providers, it does have a number of other community providers such as youth sports leagues, country clubs, and churches that provide recreation and leisure services to their members other than at park sites. Therefore, PROS should consider setting a goal to either provide or ensure that the delivery of core programs such as learn-to-swim lessons, introduction to various physical recreation activities, basics of the environment and nature be provided for residents

Community Events

Community events including both smaller-focused events and all-community special events should remain a consistent part of services. These activities and events are not easily replicated by other providers to the extent that PROS makes them available to the entire community. The "special" nature of community-wide events falls within the purview of PROS working with other community partners.

Partnership Possibilities

The nature of most public park and recreation professionals has long been recognized as being collaborative in nature with the number of associations and volunteers with whom they work. This successful pattern of partnering should be expanded for a number of reasons; most importantly the optimization of existing resources. Expansion of existing partnerships is recommended along with more significant partnerships and agreements such as with the local school districts, relating to shared space and additional facilities for the community, and groups like the Heard Natural Science Museum and Wildlife Sanctuary who can provide a ready source of programming and exhibits expertise.

Specific Programming Recommendations

Adult Sports:

There may well be opportunities to expand adult sport participation in a number of ways.

- Younger adults may be interested in more non-traditional and the less formal commitment of kickball, dodge ball, and ultimate Frisbee.
- Further exploration of the involvement of older adults in age-restricted league play as well as individual sports is recommended.
- Future involvement in the Texas Senior Games may hold interest for residents as well.
- Public access to tennis courts for both adults and children should be explored since this is an excellent social and lifetime physical activity.

Youth Sports:

When a community has full capacity on its athletic fields, it is a common assumption that all youth are involved in sports and physical activity. The statistics show just the reverse due to the youth who participate fully in elementary school years and then tend to drop-out in middle or high school years. The following possibilities might warrant exploration:

- Drop-in, recreational physical activities and games with less emphasis upon competition and possible coed participation
- Seek ways to expose youth to lifetime physical activity skills to promote lifelong health and well-being
- Expand the opportunities for individual and dual sports activities
- A greater incorporation of youth development potential in the sports currently provided by youth athletic associations
- Ensure that youth sports are accessible to all youth in the community regardless of physical capacity, skill levels, financial capability and transportation access.

Baseball Leagues

In regards to baseball fields, it was noted that the City of McKinney has two baseball programs that offer the same programming for youth ages 4 – 12. To make better use of the limited resources and to fine tune communications regarding field scheduling, rescheduling, marketing, and practice field availability it is recommended that these organizations combine their efforts into a single youth baseball organization.

Sport Association

Based on the comparative cities studied, at least three of them (all within Texas) have organized Youth Sports Associations that manage and operate youth leagues for sports within their cities. The Sports Association focus needs to be on recreational play and skill building and would offer parents “one-stop” access to sporting leagues and individual sports within the city. A well organized association can provide excellent communication, consistent service, and direct partnership with their Parks and Recreation Department, cost effectiveness, and maximize the use of fields and facilities. In the near future the City should look at the possibility of creating a Sports Association that allows for each league to have similar management of their leagues as they currently do while bringing registration, advertising, scheduling, and consistent policies/procedures under one joined master Sports Association.

Youth Programming

McKinney, as is the case in the benchmarked communities, offers many programs for preschoolers and their parents. It is interesting to note that these programs across departments have a heavy emphasis upon developmental needs such as socialization, mobility, etc. A greater identification and infusion of appropriate developmental needs and skills of all ages of youth would be of great value to the participants, their families, and the community as a whole.

Older Adult Programming

All of the benchmarked communities operated their older adult/senior centers in the evenings and weekends. The most common patterns were two nights a week until 8:30 p.m. or 9 p.m. and Saturdays either mid-morning or early afternoon. With the changes in this growing group of mature and older adults, McKinney should look into such possibilities. The benchmarked communities are testing these hours with the intent of attracting the 50 and over healthy user. It is likely that these expanded hours would attract individuals currently not using the facility.

One of the challenges across the country is how such centers and programming will address the baby boomers, that ever-young generation who is now over 50 and beyond. To say this group is not attracted to centers or programming with "senior" in the title is an under-statement. Many communities are building or re-naming such facilities and programs as Intergenerational Centers or Active Adult Programming and the hours of operation and activities offered reflect these changes.

Special Events

PROS has embarked upon an active role in the community by partnering with others to provide a growing range of special events. These special events go a long ways towards preserving the sense of community valued by both long-time and new residents. Expansion of special event programming should be considered in a number of areas including:

- Events that bring together individual participants such as biking, hiking, etc.
- Events to bring together people who share a special interest or introduce people to a new area of interest, i.e. fly fishing, geo-caching, etc.
- Family events smaller in scope but focused upon ease and enjoyment of interaction between adults and children.
- Neighborhood events - it can never be assumed that people living in common areas actually know one another and these types of events are smaller in scope but build sense of communities and reinforce safe places.
- Special events targeted towards teens and baby boomers.

Missing Program Areas

There are a number of programming areas that are not found in McKinney, but are present in the benchmarked communities, particularly those that are larger and/or growing rapidly. These program areas include but are not limited to the following:

- Environmental Education and Nature Programming; difficult to maintain that "unique by nature" position without these.

- Therapeutic Recreation programs and services for special populations as it regards to making special accommodations or adapting activities to make them inclusive of all participants.

Facilities Strategies

Recreation and aquatic facilities shall be developed to maximize program opportunities for its visitors in a cost effective manner.

- Facilities should be developed based upon larger multi-general centers in lieu of smaller neighborhood centers.
- Aquatic centers should be a component of the recreation center and provide for both indoor and outdoor aquatic opportunities.
- Make facilities affordable for all citizens.
- Make operationally efficient to minimize ongoing costs.

The City should explore opportunities for developing other city facilities in conjunction with recreation/aquatic centers.

- This goal not only provides easier access by citizens, but also reduces cost of adjoining facilities.
- Candidates for adjoining or attached facilities includes senior centers, branch libraries, police substations, ball fields, cultural arts, satellite city hall departments, and fire stations.

The City should explore partnerships with organizations that possess common goals.

- Partnership on the public side could include school districts, community colleges, county and other cities.
- Private partnership opportunities include the healthcare community and arts.
- Explore opportunities with grants from various sources.

Programming opportunities should address the needs of all ages.

- Large multipurpose rooms provide flexibility and spaces for a variety of current and future unknown spaces.
- Safety in locker rooms and provisions for family changing areas.
- Aquatic areas that provide both leisure and wellness opportunities, from learning to swim for the young to water aerobics for the adults.
- Unique spaces for youth include: game room, video experience, video exercise, dance opportunities, and exercise spaces.

Comparable Fees

Determination of fee structure is dependent upon the philosophical goals of the city to charge for usage of facilities.

To provide some guidance we reviewed the policies of three adjacent benchmark cities (Plano, Frisco, Allen). Logically their fee structure philosophy would have some bearing on how McKinney might view fee policies.

- Frisco has a fee structure that is targeted to allow the new facilities to operate at 100% recapture rate of expenses.
- Plano does not have a policy in place, but recently doubled the rate structure for their newest center to $120 a person per year.
- Allen's Rodenbaugh Center was targeted at 82% recapture rate and they have maintained very close to that rate since opening.

Therefore, it would be consistent with adjoining cities (assuming comparable facilities are built) for McKinney to establish a fee rate that would enable it to recapture a range from 75%-100% of operations costs.

Site Location and Size

Generally the ability to place a regional Recreation/Aquatic Center as a part of a park is the most desired location. This allows the mutual benefit of outdoor activities and indoor activities at one location. Consideration should also be given to co-locate other municipal facilities on the same site. Candidates could include Libraries, Satellite City Halls, Senior Centers, and Fire Stations to name a few.

Size dedicated for such a facility should be 7-10 acres. This would provide space for the facility and 300-350 parking spaces.

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Chapter 5

Public Input

Introduction

No one understands the needs of the community of McKinney more than the people that live and work here. Gaining the insight of the citizens is paramount to the Planning Team both for truly understanding the existing conditions of the City and for developing recommendations, which should reflect the needs and desires of the community. Public input informs the Planning Team what facilities are most needed, where key needs exist, and what level of priority should be assigned to various recommendations.

Developing the Public Input process revolved around understanding the importance and content of the necessary *information exchange* – that is, the information given to the public by the Planning Team and the information gained from the public – and the City Staff and Planning Team's goals for Public Input process outcomes. The primary pieces of the information exchange are broken down as follows:

Information to the Public

- Advertising the Master Plan
- Explaining the Master Planning process
- Explaining the Planning Team's understanding of the project and of the City itself
- Depicting potential outcomes of the planning process.

Information from the Public – Feedback on the above items plus:

- Background information and perception of existing conditions
- Community values
- Wants and needs related to the components of the Master Plan (Parks, Open Space, Recreation Facilities, and Recreation Programming)
- A community vision for the future of McKinney

The goals for the Public Input process are as follows:

- Develop "buy-in" and a sense of ownership for the Master Plan
- Inform and encourage citizens to take action to improve their community
- Augment the Planning Team's analysis of the city's Existing Conditions
- Gather information to shape the Master Plan Goals, which guide the development of the entire Plan

The Public Input process was developed based on its merits for achieving the required information exchange and the desired process outcomes. Several methods were used – both quantitative and qualitative – during the process. The Planning Team conducted a Citizen Attitude Survey, held four Focus Group meetings and one Public Meeting, and conducted a web-based student survey. Each of these methods, as well as their results, are described in the following pages. The number of people consulted during the public input process exceeds 1,000 individuals.

Citizen Attitude Survey

Raymond Turco & Associates conducted the "City of McKinney 2008 Parks and Recreation Program Survey" to supplement the information gathered for this Master Planning process. This public opinion poll recorded attitudes on parks and recreational issues by the citizens of McKinney – gathering data from respondents randomly selected in phone-matched households. The full 400 respondent sample was interviewed by telephone with a comprehensive questionnaire that collected attitudinal data on a variety of recreational issues including quality rating of an array of facilities, the need for construction of additional amenities and overall level of satisfaction with various recreational characteristics.

The advantage of a telephone survey is that it is randomly conducted and therefore less susceptible to bias by the respondents. The survey was designed to examine residents' awareness of programming opportunities in the city, as well as to assess recreational needs in the community, especially as they relate to the master plan. The information gathered in this report will allow elected officials and city staff to better understand the recreational needs and desires of the citizenry.

The Executive Summary of the "City of McKinney 2008 Parks and Recreation Program Survey" including the "Cumulative Survey Results" and "Survey Result Tables" are contained in Appendix B of this report. The survey investigated the following areas of interest:

General Recreation Programming: Utilization and General Opinions

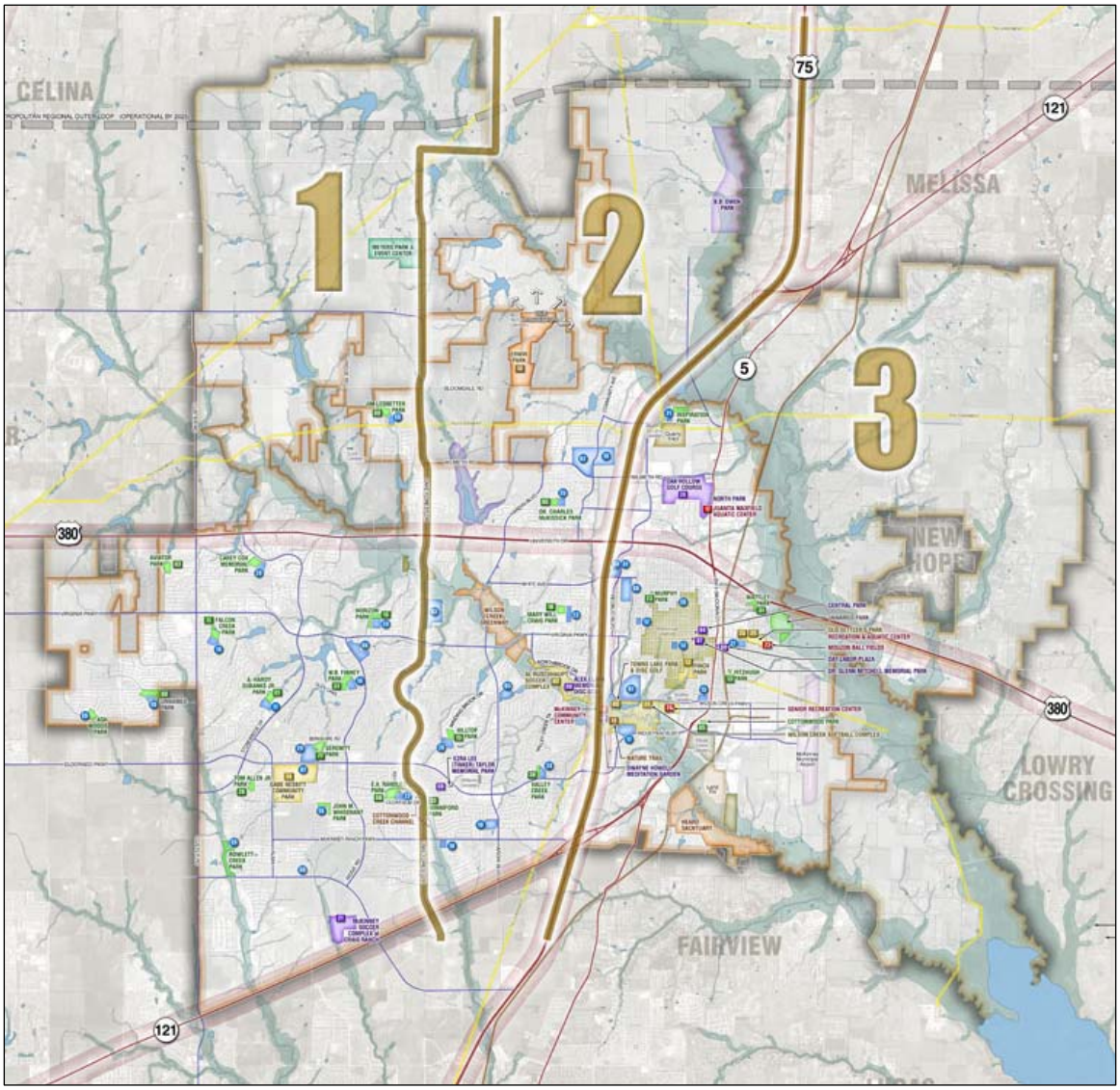
- Prior address description
- Frequency of household participating in activities using facilities operated by city
- Listing of household's three favorite activities (subsets of individuals who did use city facilities)
- Frequency of household participating in activities using facilities located in, but not operated by, the city
- Listing of household's three favorite activities (subset of individuals who did use non-city operated facilities)
- Frequency of household participating in activities using facilities located in nearby communities
- Listing of household's three favorite activities (subset of individuals who did use facilities located in nearby communities
- Cities traveled to recreate (subset of individuals who did use facilities located in nearby communities)
- Likelihood of participating in activities using city-operated facilities if provided
- Satisfaction with quality of parks and recreation in McKinney
- Frequency of respondent or family members participating in activities
- What respondents or family members desire to get out of current recreational activities
- Frequency of participating in class or program sponsored by McKinney Parks, Recreation and Open Space Department in past 12 months
- Frequency of utilizing city hike and bike trail in past 12 months

Assessing Future Needs

- Level of agreement or disagreement with recreational planning-related statements
- Level of importance placed by respondents on a series of priorities to direct future PROS Department actions
- Recreational facility lacking in respondent portion of city
- Level of importance placed by respondents in certain activities being provided or expanded by City of McKinney
- Identification of most important recreational activity to support
- Likelihood of participating in water-related activities that might be offered at an aquatic facility

Study Areas

The City of McKinney was divided into three areas as shown in the map below. Such a division helps the Planning Team to identify correlations between citizen attitude and geographical context. The general divisions between the three areas are Lake Forest Drive between Area 1 and Area 2 and US Highway 75 between Area 2 and Area 3. The sample used during the survey mimicked the population distribution of the City. That is, 49% of the people surveyed live in Area 1 (along with 49% of the population), 31% in Area 2 (along with 31% of the population), and 20% in Area 3 (with 20% of the population.



Survey Results

Facility Use

Because of the focus on programming inherent in this Master Plan, the survey was designed to garner information on the types of activities that citizens participate or would like to participate in rather than simply ask what types of facilities people would like to see in their community. Therefore the survey first inquired as to the types of recreational facilities used by citizens. Table 5.1 shows the percentage of respondents that utilize various facilities that are operated by the City of McKinney, in another community, or are privately-operated.

Table 5.1
Facility Use by Type

	Yes	No	Refuse to Answer
City-Operated	60%	40%	1%
Private	35%	64%	1%
Nearby Community	33%	67%	0%

Note that 60% of respondents use facilities operated by the City; this figure demonstrates that while a majority of respondents utilize City facilities, barely over half of the community uses the facilities provided for by their tax dollars. One third of respondents use facilities in nearby communities; when queried as to which nearby communities they traveled to for recreation, 48% cited Allen, 20% cited Plano, 18% cited Frisco, and 6% cited Dallas. It is important to note that within this data, there are many combinations of facilities used within the survey sample; that is, there are respondents that use only one of the three types of facilities, use two of the three types, or use all three types (see Figure 5.1 on page 5 - 6).

When asked if they would use City of McKinney-operated facilities for their recreation needs if such facilities were provided, 88% responded that they are likely to utilize such facilities (69% responded with “very likely” while 19% responded “likely.”)

Facility Use Factors

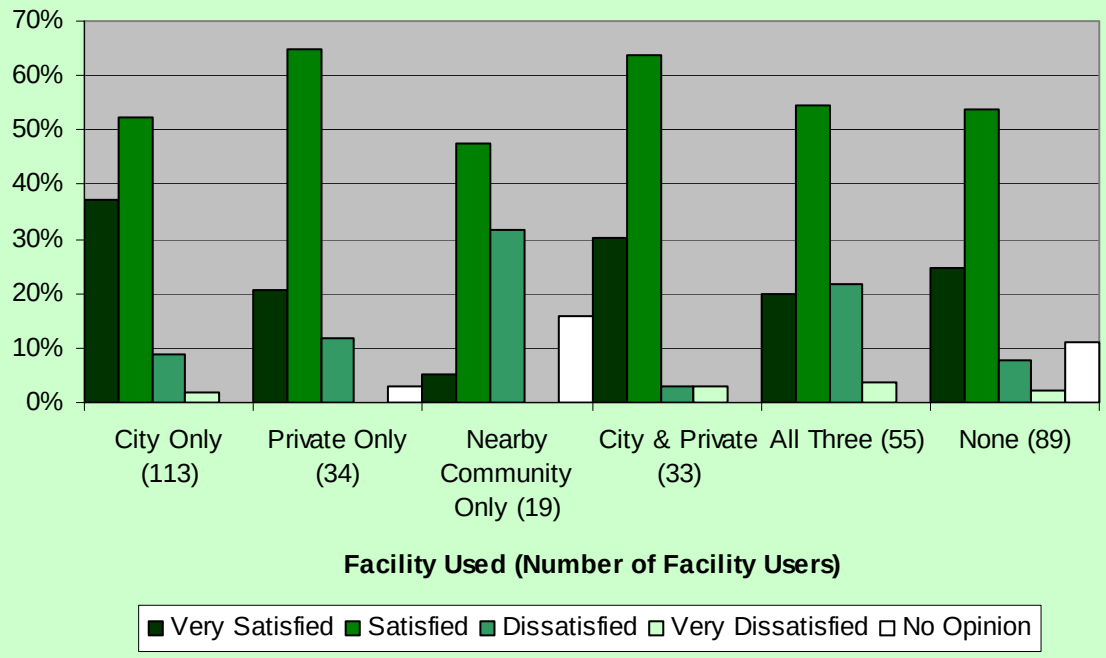
Several factors correlate with survey respondents’ propensity to use certain facility types. Prior residence is one such factor; respondents that moved to McKinney from a previous city in the Dallas-Fort Worth Metroplex were more likely to use facilities located in a nearby community than other respondents while people who had moved from another city in Texas (outside of the North Texas region) were more likely to not use any facilities at all.

Respondents that utilize private facilities are most likely to live in Area 1 (55% of respondents that use private facilities live in Area 1) and be male (58% of those that use private facilities). Also, 57% of private facility users are between 35 and 54 years of age.

Overall Satisfaction

The overall satisfaction with the City's parks, recreation, and open space system is an important benchmark for City Staff and helps the Planning Team to assess the performance of the existing system. **Overall, 82% of survey respondents are satisfied or very satisfied with parks and recreation in McKinney** (26% being very satisfied) while only 15% are dissatisfied or very dissatisfied. In Figure 5.1 below, it is interesting to note that people who use facilities in nearby communities (whether exclusively or in addition to McKinney-operated or private facilities) are generally more dissatisfied with the quality of parks and recreation in McKinney than are other user groups. It is also striking that while Table 5.1 shows that 60% (three out of five people) utilize City facilities, only 37% of the total respondents exclusively use City facilities.

Figure 5.1
Satisfaction



Participation

Survey respondents were asked several questions throughout the survey related to the types of recreational activities that they engage in. This information helps inform the Planning Team as to what trends in recreation exist in McKinney.

Types of Activities

Respondents were asked what types of activities they are interested in. This information helps the Planning Team to understand the general *categories* or *nature* of activities that the citizens of McKinney like to participate in. As can be seen in Table 5.2 below, respondents overwhelmingly said that they like to participate in general recreation (like

walking, bicycling, running, etc.) – 73% of the respondents replied that they *always* or *often* participate in general recreation activities.

Table 5.2
Favorite Types of Activity

Activity	Always	Often	Seldom	Never	No Opinion	Ratio
General recreation like walking, bicycling, running	32%	41%	20%	7%	0%	3.2:1
Fitness/exercise like running, jazzercise, yoga, etc.	25%	33%	24%	19%	0%	1.4:1
Aquatics	15%	31%	20%	34%	0%	0.9:1
Outdoor recreation like camping, fishing, Boating	8%	32%	31%	29%	1%	0.7:1
Social activities like dances, cooking, card playing	9%	30%	30%	31%	0%	0.6:1
Team sports – Basketball, soccer, etc.	16%	18%	15%	51%	1%	0.5:1
Individual sports like golf, Tennis, Boxing, etc.	7%	26%	24%	43%	1%	0.5:1
Excursions like tours, trips, etc.	6%	27%	36%	32%	0%	0.5:1
Performing arts like music, drama, etc.	8%	23%	31%	39%	0%	0.4:1
Fine arts like painting, drawing, etc.	6%	17%	28%	50%	0%	0.3:1
Crafts like pottery, weaving, etc.	4%	11%	25%	60%	0%	0.2:1
Extreme sports - BMX, skateboarding, wall climbing	2%	9%	18%	71%	1%	0.1:1

End Results Sought

In addition to gaining insight on the general types of activity that respondents prefer, it was also important to understand the end results sought for recreation activities; that is, what people were trying to "get out of" the activities in which they participate. Overall, the top result sought was having fun (94% chose this as an answer). Closely following this were improving health and fitness (93%) and enjoying the outdoors (92%). Other responses included interacting with friends (86%), helping others (80%), and meeting new people (77%).

There was variation in these results depending on the type of facility utilized by the respondent. For people who only utilize private facilities, their top end results sought include interacting with friends (91%), enjoying the outdoors (88%), improving health and fitness (85%), and having fun (82%).

Specific Activity use by Facility Type

Residents were asked to identify their household's three favorite activities based on what type of facility they used. For example, if the respondent said that yes, they use City-operated facilities, they were asked what their three favorite activities utilizing City-

operated facilities are. Across the board, swimming and utilizing hike and bike trails are the most popular activities for McKinney residents. This is true whether respondents use City-operated facilities (37%; 37%)[1], facilities in nearby communities (35%; 21%), or private facilities (35%; 14%). However, moving down the list, it can be seen (in Table 5.3) that after these two activities, no other single activity surfaces as being a popular favorite for all three facility types.

Table 5.3
Favorite Activity by Facility Type

Rank	City Facility	Private Facility	Facility in a Nearby Community
1	Swimming (37%)	Swimming (35%)	Swimming (35%)
2	Walking / Hiking (37%)	Walking / Hiking (21%)	Walking / Hiking (14%)
3	Softball / Baseball (21%)	Exercise / Aerobics / Work Out (16%)	Softball / Baseball (12%)
4	Soccer (20%)	Golf (16%)	Miscellaneous (9%)
5	Playing at a Playground / Park (20%)	Miscellaneous (14%)	Soccer (9%)

Programs & Classes

More than one in four survey respondents (26%) have participated in a class or program offered by the City. As should be expected, participation in such programs was higher among residents who recalled receiving the spring 2008 Parks and Recreation Activities Publication (28% of the total versus 19%). The least likely respondent group to have participated in a program or class consists of those who have lived in McKinney for less than three years. Finally, people between 34 and 54 are more likely to participate in programs and classes (33% as opposed to only 19% of those under 35 and 16% of those 55 and older) as are parents of children five to fourteen years old.

Utilization of Trails

The utilization of trails has an interesting effect on the results of the survey. One half (50%) of survey respondents said that they have used a hike and bike trail within the past twelve months. Interestingly, these individuals were generally more positive about the quality of parks (84% were satisfied or very satisfied while only 79% of those who have not used a hike and bike trail were satisfied or very satisfied). Prior residence had an interesting impact on trail use. Though residents that had moved to McKinney from another city in the Metroplex only comprise 37% of the survey sample, they comprise 42% of the people who said that they had used a trail in the last year. Parentage also had an impact on these results; non-parents respondents were more likely to not use trails. Specifically, of the respondents that said they have not used a trail in the past year, 51% were non parents.

[1] Percent of respondents stating Swimming as one of their three favorite activities; percent of respondents stating Walking/Hiking as one of their three favorite activities.

Action Statements

Table 5.4 Agreement with PROS Action Statements by Subsector								
Statement	**Overall**		**Area 1**		**Area 2**		**Area 3**	
	Agree	**Disagree**	**Agree**	**Disagree**	**Agree**	**Disagree**	**Agree**	**Disagree**
As McKinney grows, it is important for the park and recreation lands, facilities, programs, and services to meet the needs of new residents	94%	4%	97%	2%	94%	5%	84%	7%
The decision to use tax funding or user fees for operating facilities, programs and services should depend on the public benefit derived	88%	7%	90%	6%	89%	7%	78%	10%
The value of my property in McKinney is enhanced by quality parks and services that attract new residents	84%	13%	95%	6%	79%	19%	64%	21%
Programs that offer exclusive use of facilities should charge fees to be self- sufficient	83%	10%	85%	11%	82%	9%	83%	11%
The parks and recreation department needs to expand its programs and services to meet the existing needs of residents	75%	17%	78%	14%	74%	20%	70%	20%
I received a parks and recreation activities publication this spring containing a listing of all the city's summer program opportunities	69%	20%	67%	21%	72%	17%	68%	22%
Any increase in the programming should be funded through the city taxes	69%	24%	72%	20%	65%	26%	63%	31%
The department provides an adequate amount and diversity of programs for the existing population	60%	24%	62%	24%	56%	28%	64%	21%
Any expansion of activities should be supported by increasing user fees	60%	31%	64%	28%	59%	31%	52%	38%
Programs that serve a greater public good should be offered to all residents free of charge	56%	41%	57%	41%	48%	48%	66%	32%
All populations in the city of McKinney are served equally	49%	33%	55%	29%	42%	37%	46%	34%
I am keeping this publication for reference to special programs offered this summer	48%	33%	49%	30%	49%	35%	43%	37%
The parks and recreation dept. has an adequate number of facilities to support their programs	41%	39%	40%	42%	37%	42%	51%	28%

Agreement Factors

It is interesting to note the variability between Areas 1, 2, and 3 in Table 5.5 below. Area 3 is the most divergent in terms of their agreement in the above action statements. Note that they are not as positive on meeting the needs of new residents (likely because Area 3 is the oldest, most established part of the City) and are more likely to think that the City has an adequate number of facilities to support programs. It is also interesting that respondents in Area 3 seem to have different opinions about the funding of various facilities and programs. Specifically, respondents in this area do not agree as strongly as Areas 1 and 2 that the use of tax funding or user fees to operate facilities, programs, and services should depend on the public benefit derived or that user fees should be utilized to support the expansion of activities. Furthermore, people in this area seem to be more in support for offering programs that support the "greater good" free of charge than people in Areas 1 and 2.

Finally, Area 1 agrees with the statement that their property values are enhanced by quality parks and services that attract new residents to McKinney significantly more than do respondents from Areas 2 and 3 (95% versus 79% of Area 2 and 64% of Area 3).

Development Strategies

Table 5.5
Importance of Implementing Development Strategies in McKinney by Age of Respondent's Children

Strategy	Overall		No Child		Ages 0 – 4		Ages 5 – 9		Ages 10 – 14		Ages 15 – 19	
	Important	Unimportant	Important	Unimportant	Important	Unimportant	Important	Unimportant	Important	Unimportant	Important	Unimportant
Preserve environmentally sensitive areas such as natural creek corridors	91%	7%	90%	9%	89%	7%	86%	12%	90%	8%	93%	5%
Construct facilities in accordance with the demand as new residents move into the city	89%	9%	84%	12%	97%	3%	95%	3%	90%	8%	88%	11%
Improve and enhance maintenance of park facilities	89%	8%	86%	8%	89%	7%	90%	7%	92%	7%	89%	11%
Acquire land for future park and open space development	87%	10%	83%	13%	88%	7%	89%	7%	91%	6%	89%	5%
Renovate and expand existing parks in the city	86%	10%	84%	12%	85%	10%	86%	8%	91%	5%	88%	7%
Develop major trails in each sector of the city	81%	16%	77%	17%	80%	17%	81%	17%	84%	14%	78%	16%

Acquire land to protect sites of cultural value in the area where you live	80%	16%	79%	14%	73%	24%	75%	20%	82%	14%	81%	12%
Increase the amount of public open space	79%	17%	74%	18%	79%	18%	81%	16%	83%	14%	83%	14%
Construct one or more large recreation centers with aquatic, fitness, meeting rooms, gym etc.	78%	20%	72%	24%	83%	15%	78%	21%	85%	15%	86%	14%
Have larger parks within driving distance with more amenities	78%	21%	72%	26%	81%	18%	83%	15%	86%	14%	81%	19%
Have smaller parks, within walking distance of home with fewer amenities	76%	23%	75%	22%	79%	17%	71%	26%	73%	26%	68%	30%
Offer large regional parks with a wide variety of facilities	72%	24%	67%	27%	71%	26%	73%	25%	77%	22%	74%	14%
Design and develop more parks, and facilities that focus on passive experiences	69%	22%	72%	18%	60%	30%	60%	29%	72%	19%	74%	16%
Develop signature parks, facilities that are specific to the reputation of the city	69%	25%	71%	20%	67%	24%	66%	27%	64%	30%	58%	33%
Place art in parks and other public spaces	63%	33%	58%	36%	65%	32%	67%	32%	61%	39%	61%	35%
Increase registration or user fees so that those who use facilities can fund a higher percentage of its operation and maintenance	62%	33%	65%	28%	58%	38%	64%	34%	62%	35%	60%	32%

Agreement Factors

Area 1 generally gave a higher intensity of agreement to each of these statements than did people in the other two areas. In addition, while the most important statement in Areas 2 and 3 was to preserve environmentally sensitive areas such as natural creek corridors, in Area 1 the most important statement was construct new facilities in accordance with the demand as new residents move into the City.

Parentage also impacted the results of this question. Parents of children four years old and younger were more likely to want smaller parks with less amenities within walking distance of their homes (79%) than did parents of older children (68% of parents of 15 to 19 year olds). Furthermore, parents of this older age group of children were more supportive of developing parks and facilities that focus on passive experiences (74% versus 60% of parents with children up to nine years of age).

Facility Provision

Lacking Facility

Overall, in response to an open ended question, respondents cited the following as the most lacking facility in their part of the City:

- Aquatic Center / Water Park – 20% of respondents
- Indoor / Outdoor Pool – 18%
- Parks / Picnic Areas – 14%
- Recreation Center / Gym – 10%
- Trails – 10%

Of note is that two of these items (the top two items) are aquatics related.

There were differences between the three areas as to what facility was the most lacking as can be seen below (only those results which gained a mention by at least 10% of the respondents from each area are shown):

Area 1

- Aquatic Center / Water Park – 20%
- Indoor / Outdoor Pool – 15%
- Parks / Picnic Areas – 16%
- Recreation Center / Gym – 12%
- Trails – 10%

Area 2

- Indoor / Outdoor Pool – 25%
- Aquatic Center / Water Park – 21%
- Trails – 11%

Area 3

- Parks / Picnic Areas – 18%
- Aquatic Center / Water Park – 16%
- Indoor / Outdoor Pool – 14%
- Trails – 14%

Facility Importance

Respondents were asked to give their opinion on the importance of the City providing or expanding items from a list of forty-seven different specific recreation opportunities. The three items that topped the list were walking on trails (importance ratio of 8.0:1[2]) playgrounds (also 8.0:1), and family picnic (7.8:1).

[2] This ratio depicts the number of people who felt the item was very important or important to the number of people who felt it was unimportant or very unimportant. In this case, there were eight times as many people who felt this item was important than those who felt it was unimportant.

Table 5.6 Overall Importance for City to Provide or Expand Various Activities							
Rank	**Program**	**Very Important**	**Important**	**Unimportant**	**Very Unimportant**	**No Opinion**	**Ratio**
1	Walking on trails	32%	56%	8%	3%	2%	8.0:1
2	Playgrounds	32%	56%	8%	3%	2%	8.0:1
3	Family picnic	26%	60%	9%	2%	2%	7.8:1
4	Jog on trails	29%	57%	10%	3%	2%	6.6:1
5	Swimming	30%	53%	10%	4%	3%	5.9:1
6	Event picnic / reunion pavilions	22%	59%	14%	4%	3%	4.5:1
7	Viewing natural habitat / nature areas	24%	56%	13%	6%	3%	4.2:1
8	Indoor swimming	22%	55%	16%	4%	3%	3.9:1
9	Using a children's water spray park	25%	50%	16%	6%	4%	3.4:1
10	Basketball	12%	61%	18%	4%	5%	3.3:1

Of note is that of those respondents that said swimming is a very important activity to provide or expand, 54% disagreed that the City has an adequate number of facilities to support its programs. This implies that to some people in the City, swimming facilities are significantly more important than any other facility in the City.

Single Most Important Facility

Respondents were then asked which of the previously mentioned activities was the most important to provide or expand. The results were walking on trails (11%), indoor swimming (11%) and swimming (9%).

Aquatic Program Participation

Respondents were asked their likelihood in participating in various types of aquatic programming if it were offered. It is determined that in general, most of the sixteen types of programs would likely not receive a majority participation rate. That is, for only three program types did a majority of respondents say that they were likely to participate in such a program (for three other program types, about half of the respondents said they were likely to participate). The three program types which a majority said they were likely to participate in include open leisure swimming (66%), use a children's water spray park (62%), and water safety / Red Cross certification (55%). Note that only one of these program types (water safety / Red Cross certification) is something that requires actual programming. The other two are much less staff-intensive and either require no staff presence (use of a children's water spray park) or only life guards (open leisure swimming). Also note that while only half of the respondents said they would be likely to participate in age-specific group swimming lessons, 27% of the total survey sample said that they would be very likely to participate. This implies that while this type of programming is not as desired overall by the entire population, there is a significant

proportion (over one fourth) of the population that are very interested in this type of programming.

Geography had a significant impact on the results of this portion of the survey. Overall, respondents from Area 2 responded as being considerably less likely to participate in programs than those from Areas 1 and 3. While the list of programs that respondents were most likely to participate in generally had the same items at the top of the list, respondents from Area 3 were more likely to participate in the following programs than respondents from the other two areas:

- Swimming for seniors (51% versus 31% and 28%)
- Water aerobics / water walking (62% versus 53% and 40%)
- Lessons for disabled or special needs persons (33% versus 17% and 13%)
- Therapeutic recreation (56% versus 40% and 36%)

Finally, it was discovered that while people of all parentage said they would participate in each of the program types, the only activity that a majority of non-parents said they would participate in was water aerobics / water walking.

Public Meetings Summary

As discussed earlier, the Public Input process was designed based on choosing methods most effective in creating an information exchange between the public and the Planning Team and producing the desired outcomes of the process. Face-to-face interaction with the public is one of the primary means by which the Planning Team can accomplish these goals. For the Master Plan, two types of Public Input events were held: small focus group meetings that create citizen dialogue and a large-group/small-group public meeting in order to communicate with and gain input from the broader public.

Focus Groups

Four focus group meetings were held by the Planning Team as part of the information gathering stage for this plan. The sessions were held over a two-day period on June 10 and 11, 2008 for a two-hour period with the following groups: youth and seniors; arts and sports; environmental and business communities; and family and schools.

The overall purpose of the focus group meetings was to identify ways in which PROS (the Parks, Recreation and Open Space Department) through its future planning could support and sustain the attributes that make McKinney a desirable place for people to reside. A secondary outcome of the process was to ascertain any specific recommendations and concerns for individual stakeholder groups. The discussion in this section focuses primarily upon those attributes and suggestions that were commonly held across all groups; specific comments and recommendations are featured in an addendum.

The sessions were held using a modified nominal group technique which enables all participants to express their ideas and suggestions in an orderly and efficient manner along with the opportunity for the common aspects of that input to be identified as well. The two central, focal areas of these meetings included:

- What characteristics or attributes make McKinney a desirable place to reside?
- In what ways can the McKinney Parks, Recreation, and Open Space Department contribute to the future of the community?

Overview of Responses

The following represents the commonality of responses across all of the focus groups related to these two basic areas of questioning:

Characteristics and Attributes Making McKinney a Desirable Place to Reside

The following three attributes were common across all groups:

- The People
- Small Town Atmosphere
- Unique by Nature Amenities, both tangible and intangible

The People

Focus group attendees were in agreement that one of the best characteristics of McKinney is the "people" who live in McKinney. They are pleased to live in a community that is diverse in age and ethnicity where people are valued and can easily become active and involved within the community.

All focus groups cited a concern for the "east-west" configuration that appears to divide the community from one another into two distinct areas.

Small Town Atmosphere

It was a consensus that focus group attendees value the small town atmosphere of McKinney both as a reason why they chose to locate here or choose to remain here. Elements cited as attributes of that atmosphere included historic downtown McKinney, quality neighborhoods, and family and community centered activities and opportunities.

The comment that was heard repeatedly was *small town feel with access to big city advantages.*

Unique by Nature Amenities

There was no shortage of amenities, both tangible and intangible, that participants believed made McKinney truly "Unique by Nature". Some of the more specific categories of amenities included the following:

- Traditional, Historic Downtown
- Good School System and City Government Services
- Natural Beauty, Natural Areas, Parks, and Trails
- Proximity and Accessibility, both within and to outside areas[3]

[3] While this attribute was cited by all focus groups, it is important to note that senior citizens and youth while agreeing with this attribute had greater concerns related to transportation and its influence upon this factor.

Potential Contributions by PROS to Support and Sustain Desirable Attributes of McKinney

There was no shortage of responses and suggestions to this query. In order to make greater sense of the myriad of comments, the comments have been segmented into the following categories:

- Expand, Expand, Expand
- Short Term Needs
- Focus on Specific Facilities
- Long Range Outcomes

Expand, Expand, Expand

The category "expand, expand, expand" can be attributed to a gentleman who toward the end of the comment period threw up his hands and stated "expand, expand, expand" that says it all. In reality, this general suggestion relates to the awareness of residents to the ever-growing nature of their community and to the challenges of keeping pace with the growth along with the desire to have additional programs and services.

An extensive list of specific expansion suggestions is included in Appendix C, and reflects a range of alternatives from additional staff and expansion of the senior center to a skateboard park. Some of the more over-arching expansion recommendations are included in the following categories, as well.

Short Term Needs

Participants in the focus groups were quite concerned about expansion as it related to short term needs of the community. A recurring theme was the need to expand programs, services, and facilities for youth since they represent a growing proportion of the community and the concern that programs and services will not be made available for them during this important developmental life stage.

The other area of significant concern raised was the immediate need to secure more land for future open space, natural areas, park, or trail needs. While people were not necessarily calling for immediate development or use of this land, they were cognizant that such purchases needed to be made sooner rather than later.

One participant described this as the "four lane theory of growth" which she explained meant that the City had the foresight to build four lanes of road to accommodate future growth, but needed to apply that same approach to open space and recreation facilities.

Focus on Special Facilities

There was a great deal of interest expressed around the need for a large, multi-purpose recreation facility similar to those housed in nearby communities. The provision of a natatorium was repeatedly mentioned as well.

Following behind the emphasis placed upon those two special facilities, a list of medium-importance facilities such as athletic fields, skateboard parks, and expansion of the senior center was developed.

Long Term Outcomes

There were a number of recurring themes or suggestions that can be included in this category either because they are important and challenging and require ongoing attention (such as the unity between the east and west sections of the City) or they involve additional investment on the part of the community. There were two outcomes that were identified as being both important and ongoing: the east/west unity and maintaining the unique and natural beauty of McKinney. Both of these outcomes seemed critical to participants and naturally, are not addressed in one action such as the construction of a facility.

The other two outcomes were related to one another because they cited the need for a much wider and varied provision of quality of life amenities by the City and the staffing resources to support such facilities and programming. Participants were most focused upon expansion and provision of quality of life amenities for a variety of reasons – perhaps access to amenities in nearby metropolitan areas, the need to regularly travel to nearby communities to access certain programs and facilities, and the changing makeup of residents who are coming from other areas of the country and bringing along with them certain expectations.

Public Meetings

A City-wide public meeting was held on June 24, 2008. The purpose of this meeting was to invite interested residents from the community to a public meeting that could better determine the needs and interests the residents of McKinney had related to public parks and recreation.

For the purposes of this meeting, attendees were segmented into six different groups of participants on a random basis and were asked to respond to six different sets of questions. The participant groups remained in place as a team of six facilitators rotated among the groups until each group had an opportunity to respond to all six questions.

These small group sessions were conducted using a modified nominal group technique whereby the responses from the participants are placed on a list and other respondents do not need to repeat an idea or suggestion once it has been placed on the list. Each participant is provided an opportunity to make sure their response or suggestion is included on the list.

The following questions were addressed as part of this process:

- **What can the Parks, Recreation and Open Space Department do to maintain those elements that make McKinney a special place to live?**
- **What plans should be made for open space and natural areas in McKinney's future?**
- **What role(s) should aquatics play in McKinney's future?**
- **What role(s) should arts and culture play in McKinney's future?**
- **What athletic and outdoor recreation activities will people be participating in by the year 2030?**
- **What indoor recreation activities will people be participating in by the year 2030?**

The responses are presented as generalized comments that were common across the majority of the six groups. The specific comments expressed by each group and recorded by the facilitators for each of the questions can be found in Appendix C.

Overview of Responses

What can the Parks, Recreation and Open Space Department do to maintain those elements that make McKinney a special place to live?

This question generated responses that most closely resembled the information secured through the focus groups. This was partly due to the similarity in the questions. Participants most often mentioned the following general categories:

- Participants perceived *preserving open space and natural environment* as a high priority role for the Parks, Recreation and Open Space Department. This category reflected the largest grouping of responses ranging from planting and saving trees to balanced growth and expansion.
- There were two additional categories that received approximately the same degree of support: preserving the *historical and traditional aspects* of McKinney and preservation of *architecture and Downtown McKinney*. The close relationship between these two categories serves to emphasize the degree of support for this approach.
- The third role participants suggested that could be supported by the Parks, Recreation and Open Space Department related to "*sense of community*" which referenced such aspects as community-wide special events as well as small neighborhood gatherings.

What plans should be made for open space and natural areas in McKinney's future?

The McKinney slogan, *"Unique by Nature"* seems to reflect the preferences and opinions of those residents participating. The over-riding number of responses reflected two terms – "more" and "green" – underlining participants' preferences that the City purchase more green and open space for activity use and preservation. There was great consistency in the responses to this query.

What role(s) should aquatics play in McKinney's future?

Perhaps due to the recent community-wide discussions around a natatorium, the responses to this question were also fairly consistent. The majority of responses revolved around one of two areas: swimming facilities and swimming opportunities. There was support for an indoor swimming facility for a number of reasons, including the belief that outdoor activities may become less possible in the future. Some responses cited an indoor, multi-purpose, multi-generational facility with other respondents mentioning the need not to neglect either the east or west side of the community. There was some mention of the need for a combination indoor/outdoor facility as well as the suggestion for combining aquatics with an indoor fitness center.

The swimming opportunity areas incorporated a number of different preferences including lessons, water therapy and exercise, as well as competitive events such as diving. The lack of a facility available for use by non-school water sports was mentioned.

What role(s) should arts and culture play in McKinney's future?

The responses in this area consisted of local support for local opportunities as well as the possibility for additional facility space. Respondents were interested in ensuring that McKinney would continue to have an expanded symphony, would have live theater in the downtown area, and preservation of history – particularly in the older parts of the City and the Downtown. Facility or space suggestions that were mentioned included outdoor amphitheater, mid-sized concert venues, and studio spaces for the performing and creative arts.

What athletic and outdoor recreation activities will people be participating in by the year 2030?

The two questions requiring participants to anticipate activities that residents may be participating in the year 2030 were by far the most difficult for respondents to answer. The year 2030 was selected in an attempt to stretch the thinking of people for the future.

There was no shortage of suggestions in this area. The responses break down into fields and facilities for the following categories: traditional team sports, individual or dual

sports, emerging athletic and physical activities, large event areas, multiple venues, and accessibility for the disabled members of the community.

- Traditional sports consisted of football, soccer, baseball.
- Individualized and dual sports included tennis and bowling.
- Emerging physical activity areas included such activities as BMX, skateboarding, and dog parks as well as team sports such as cricket and rugby.
- The growing preference for walking and biking trails surfaced as well.
- The large event areas addressed options for the Fair and 4-H activities.
- Specific outdoor activities cited were fishing, camping, and the need for gardens, both community gardens for food production and botanical gardens.

Once again, there was less consistency of suggestions as to whether there should be large, multi-purpose venues rather than smaller, multiple facilities throughout the community. The need for participation by various disabled groups should be kept in mind as well.

What indoor recreation activities will people be participating in by the year 2030?

The two questions requiring participants to anticipate activities that residents may be participating in the year 2030 was by far the most difficult for respondents to answer. The year 2030 was selected in an attempt to stretch the thinking of people for the future.

Once again, there was no shortage of suggestions for this area of questioning. It is important to note that responses related to immediate need for an aquatics facility as well as accessibility for the disabled were repeated in response to this area of questioning. This may be in part because the six groups of respondents were not asked the questions in the same order.

The suggestion areas other than the need for an aquatics facility and accessibility for the disabled included the following categories:

- Indoor recreation center
- Lifestyle improvement programs
- Heavy emphasis upon fitness including indoor track
- Social activities including arts and crafts, games, dancing, indoor table games, and youth active spaces
- Social area for drop-in participation with food and drink

Student Survey

The student survey has huge value by providing insight into emerging trends amongst the youth and therefore future direction to recreation programmers. However, as an online survey it should also be recognized as a self reporting exercise about individual behavior that does not necessarily reflect the overall picture of the youth of McKinney.

Even so, the student survey is useful in demonstrating the youth's agreement (or disagreement) with findings of the randomly sampled telephone survey. A total number of 536 students participated in the online survey.

Green McKinney

The youth are extremely supportive of McKinney to become a "green" sustainable community, dedicated to protecting the environment with a ratio support of 15.7:1 (94% important to 6% unimportant).

Development Strategies

(Appendix Table # 10)

As elements of development strategies, the youth's response is consistent with the telephone survey in many respects:

- Preservation of environmentally sensitive areas such as natural creek corridors received the highest support (# 1) by adults, and ranks as # 3 for the youth (7.4:1 support).
- The acquisition of land for future parks and open space development rank as # 4 level of importance by both adults and youth (6.8:1 support).

Similar to adults, the youth are concerned with the maintenance of parks and facilities which received the highest support amongst the youth (10.1:1 support) and ranked the third highest level of adult support.

Not an option provided to the adults, an item of note that received a 6.1:1 support by the youth is:

- Allow access to open space, creeks, trails, and nature areas for activities like exploration, nature learning and nature experiences (6.1:1 support).

The construction of one or more large recreation centers with pool, fitness, meeting rooms, gym, etc. received overwhelming support by the youth (8.1:1 support). This does not feature with adults as high, but still receives 3.9:1 majority support.

Participation

(Appendix Table # 7)

A question about the frequency of participating in recreational activities two times per week or more, revealed a majority participation in the following:

- Fitness/exercise like running, aerobics, weight lifting (1.5:1
- General recreation like walking, bicycling, running, etc. (1.2:1)
- Team sports (baseball or soccer) (1.2:1)

- Video gaming (1.2:1)
- Hobbies like scrap booking, crafts, etc. (0.1:1)

Lacking Facility
(Appendix Table # 13)
As a response to an open ended question, the two recreation facilities that the youth overall feel are lacking the most are swimming pools and lacrosse fields. The former supports the telephone survey's same open ended question where swimming pools ranked in the top two, whereas the latter (lacrosse) did not feature. This is followed by a natatorium (10%) water park (9%) and skate park (8%).

Facility Importance
(Appendix Table # 14)
Indicative of the youth's diversity of interest is the majority support for PROS to provide or expand 14 recreational activities out of a total list of 16 items. Of these, 4 items include cultural activities. The activities that received a ratio of importance of more than 2:1 include:

- Swimming - (7.3:1)
- Organized sports leagues (recreational) - (6.1:1)
- Outdoor activities like biking - (5.2:1)
- Organized sports leagues (competitive) - (3.5:1)
- Outdoor activities like walking - (3.5:1)
- Viewing natural habitat/nature areas - (3.0:1)
- Non-structured physical activity (drop-in) - (2.9:1)
- Using a youth water spray - (2.2:1)

Single Most Important Facility
As a single most important recreational activity for PROS to provide or expand (a choice of only 1 item out of 16 options), organized sports leagues (competitive) by far ranks the highest at 23% support, followed by swimming at 21%. This is followed by organized sports leagues (recreational) at 14% support, using a youth water spray park at 8% and outdoor activities like BMX biking at 7%. Four activities received a 4 % support and include: Music (lessons or performing opportunities); Viewing natural habitat/nature areas; Outdoor activities like walking; and Outdoor activities like biking.

Future Opportunities
In a question about the top five (5) recreation/parks/open space opportunities that the students would like to see more of in the next five to ten years, the response reveals an overwhelming support for swimming (45%), followed by trails in the woods (31%), and pool activities (29%). Bicycling and lacrosse both received a 20% support. Of particular interest is to note that performing arts which is a cultural activity received 20% support as well.[4]

[4] The percentage indicates the percentage of respondents that included an item in their top 5 preferred opportunity/activity.

Summary of Public Input

Consolidating and comparing the input from the various components of the Public Input process – the Citizen Attitude Survey, Focus Group meetings, Public Meetings, and the online Student Survey – results in the creation of eight main categories of input. These categories represent the recurring themes identified through the various portions of public input and result in a set of ideas that arguably do the most to represent the thoughts and opinions of McKinney as a whole. These items should be viewed as general categories of public input and can only summarize the wealth of information gathered through this process; for more detailed results, of the process overall, see the preceding chapter and additional documentation, which can be found in Appendices B and C.

Aquatic Facilities

Throughout the public input process, people cited aquatic facilities (including indoor pools, outdoor pools, water spray parks, natatoriums, and family water parks) as highly important and desirable amenities. Swimming clearly stands out from the telephone survey as one of McKinney's favorite activities and a natatorium was mentioned several times by several citizens during the Focus Group meetings and Public Meeting. Both indoor and outdoor swimming facilities were mentioned as being needed in McKinney as were certain types of aquatic-related, City-led programs.

Community Facilities

The implementation of additional recreation center and community center space is important to the citizens of McKinney. Much emphasis was put on the provision of a unique facility that is truly a "Community Center" that includes amenities typically found in recreation and senior centers. Such a facility would be significantly larger than either of the City's existing Recreation Center and should include multi-purpose space, fitness facilities, and lifestyle amenities. Such a center could include aquatic facilities as well.

Green McKinney

McKinney is "Unique by Nature" and the culmination of the public input supports this slogan. In the Telephone Survey, online Student Survey, Public Meeting, and Focus Group meetings, preserving open space and the natural environment rated as the highest (or one of the highest) priorities for the community. In addition to expanding the quantity of open space and preserving open space, the citizens place great importance on the sustainability of the community and on the balanced growth of urban development to preserve environmentally sensitive areas and to keep more of McKinney visibly green.

Maintain Community Identity

By far, most people cited the people, small town atmosphere, and sense of community as being the best things about living in McKinney. People feel there is a great value in maintaining the unique and natural beauty of McKinney, preserving the City's rich history and tradition, and adding value to the cultural identity of the community. Parks have a recognizable impact to citizens in improving the character of the community and adding to people's property values. The unity between east McKinney and west McKinney was cited repeatedly as an important component of maintaining and improving the community's identity.

Trails

Time and again the importance of and desire for trails have been cited. They are one of McKinney's most visible and most popular recreational amenities and one of the City's most prevalent. However, there is still a call for the construction of additional trail miles across the City to better serve and connect all parts of the community. Being so popular and visible, trails may currently be regarded as the jewel of McKinney's Parks, Recreation and Open Space system – people who use trails generally report a higher overall satisfaction in the City's PROS system.

Forethought

One of the most striking results from the Public Input process was the support of the community toward taking steps today to provide better opportunities for the future. The importance of land acquisition for future park and open space development, preservation of environmentally sensitive areas, as well as the provision of additional trails was an issue that was present in each of the methods used during this process. Furthermore, an explicit result of the telephone survey (and an implicit result of the Focus Group and Public meetings) was that as the community grows, it is important for the park and recreation lands, facilities, programs, and services to meet the needs of new residents.

Recreation Expectations

In Chapter 2, changing trends in recreation are discussed; the results of the public input process show that such trends are present in McKinney. Citizens today are focused on having fun, improving their health and fitness, and enjoying the outdoors rather than

simply participating in highly structured recreation programs. While sports and athletics are still important to the citizens of McKinney, what people really are craving today are passive recreation opportunities that include opportunities to interact with other members of the community and meet other people as well as enjoy parks and facilities in their own way at their own pace. An example of this is the huge demand for walking trails within the City.

Parks, Facility & Program Expansion

It is generally agreed upon by the people of McKinney that the City needs to expand its facilities, programs, and services to meet the needs of existing residents and the needs of new residents as the City grows. People also agree that new park land should be acquired and developed and that some existing parks should be renovated and expanded. A citizen-inspired theme of one of the public meetings was "expand, expand, expand"; the idea that the City should be continually expanding its offerings to the community. Many people cited aquatic facilities including a water park and indoor or outdoor pools, parks and picnic areas, recreation centers and gyms, and trails as being facilities that are in need of expansion. However, the community has specific feelings about the financing of such expansion; namely, they feel that the use of tax funding and user fees for operating expanded facilities and programs should depend on the public benefit derived and that if a program offers exclusive use of a facility, it should charge user fees to be self-sufficient.

Chapter 6

Needs Assessment

Introduction

The Needs Assessment is one of the most critical components of the Parks, Recreation and Open Space Master Plan. An assessment of the current state of McKinney's parks system, open spaces, and recreation opportunities is vital so that deficiencies and needs can be identified and actions can be developed to address those deficiencies. It is also important to determine future needs based on recreational trends and develop the necessary action plan to address these needs effectively.

A needs assessment is an analytical way of assessing what facilities, actions, and programs are most needed and desired by the citizens of McKinney. From the results of the needs assessment, recommendations and actions to address these needs will be created and prioritized. The assessment of these needs is both quantitative and qualitative.

Assessment Methods

There are three techniques which are used to evaluate the current and future parks and recreation needs in McKinney. These techniques follow general methodologies accepted by the Texas Parks and Wildlife Department for local park master plans and by the Department of the Interior for local park system Recovery Action Plans (RAP). These three techniques are as follows:

Standard-Based

The standard-based technique for parks, recreation, and open space uses standards developed by the National Recreation and Park Association (NRPA) in 1995 and target standards from benchmark cities in the surrounding region. These standards are based on park acreage (by park type) per 1,000 residents and by number of specific recreation amenities (such as basketball goals) per number of residents.

A target Level of Service (LOS) is developed for McKinney for park acreage and recreation amenities by adjusting the NRPA standards and the benchmark cities' target standards based on the unique attributes and characteristics of the community. This target LOS is then used to assess the surplus or deficit of park acreage at build-out population and various recreation amenities for McKinney today and the next five to ten years. This is in recognition of the fact that recreation facility needs change over time due to changing trends, demographics, and so forth whereas park acreage needs are relatively constant.

Demand-Based

This approach uses participation rates, league usage data, surveys, public input events, and questionnaires to determine how much the population uses and desires certain types of recreation facilities, park amenities, and activities for which land needs to be acquired, facility provision needs to be made, or programming needs to be provided.

Resource-Based

This approach is based on the usefulness of available physical resources to provide recreation opportunities. For example, the City's extensive river and creek system provides opportunities for trail corridors.

All three methods are important in their own regard, but individually do not represent the entire picture. This assessment, and the recommendations resulting from it, uses findings from all three methods to determine what types of recreation facilities and park requirements are needed in McKinney.

Standard Based Needs Assessment

National guidelines and standards are based on demographic trends rather than specific local desires, requiring that they be fine-tuned to meet local conditions. It is important to recognize that national standards are simply guidelines or benchmarks that are intended to serve as a starting point for park planning. Each city has its own unique geographic, demographic, and socio-economic composition, and as such, the arbitrary application of national standards, as is often done, would not necessarily meet the needs of that particular community.

Standards exist and are applied in three primary ways:

- **Spatial or Park Acreage Standards** – These define the acres of park land needed and are usually expressed as a ratio of park acreage to population.
- **Facility Standards** – These define the number of facilities recommended to serve each particular recreation need. Facility standards are usually expressed as a ratio of units of a particular facility per population size. For example, a facility standard for basketball might be one court for every 5,000 inhabitants.
- **Development Standards** – These define the spatial requirements for a specific recreation area (such as a Neighborhood Park versus a Community Park). *These recommended standards are discussed in Chapter 3.*

Acreage Standards

The Need for Park Acreage

Developing and applying a target Level of Service or "standard" for park acreage results in acreage standards for different types of parks and park land. Neighborhood Parks and community parks, however, are the primary park types to focus on as they provide close-to-home park space as discussed in Chapter 3. Additional acreage is required both in order to serve the existing and future population but also to allow for the development of additional Neighborhood and Community Parks evenly spaced throughout the City, with the goal of providing close-to-home parks within walking distance of each resident in McKinney.

On the maps on pages 3 – 16b and 3 – 16c, both Neighborhood Parks and Community Parks are shown with the ¼ mile and ½ mile service radii of a typical Neighborhood Park. The reason that Community Parks are included in this coverage analysis is that they typically contain the elements of a Neighborhood Park and thus function as *de facto* Neighborhood Parks. By inclusion of both park types in this study, the maximal coverage of existing "Close to Home" parks is depicted. Other types of parks such as Special Purpose or Linear Parks typically are not included in such a service coverage analysis. The reason for this is that each is unique and may only be found where a particular function or resource opportunity exists.

The overall park distribution goal is to provide **walking distance service** to all residents, throughout the City of McKinney. The areas covered with the service radii are well

served, whereas the areas that are exposed or not covered indicate the highest need for neighborhood type recreational facilities and parks.

Park Acreage Standards

The purpose of spatial standards for parks and recreational areas is to ensure that sufficient area is allocated to allow for all the outdoor recreation needs of a community. Having developed acreage standards, which show the City's deficit of park acreage of different types, allows the City to plan ahead, so that parkland can be targeted and acquired before land in the various parts of McKinney becomes unavailable or too expensive. These spatial standards are expressed as the number of acres of parkland per 1,000 inhabitants.

The NRPA-recommended spatial standards for cities in general are shown in Figure 6.1 below.

Figure 6.1
Park Acreage Guidelines Based on National (NRPA) Recommended Standards

NRPA Recommended Standards:

Close to Home Parks

- Neighborhood Parks: 1.0 to 2.0 acres / 1,000 population
- Community Parks: 5.0 to 8.0 acres / 1,000 population

Total recommended close to home parks per NRPA:
6.0 to 10.0 acres / 1,000 population

Other City Wide Parks:

- Special Purpose Parks: Variable standard
- Linear Parks / Linkage Parks: Variable standard
- Nature Preserves / Open Space: Variable standard

Regional Parks (within the city limits / ETJ)

- Regional Parks: 5.0 to 10.0 acres / 1,000 population

Target Park Acreage LOS

The nationally recommended spatial standards as presented in Figure 6.1 above were adapted to develop target standards for McKinney's particular set of needs. Target Levels of Service (LOS) were developed for McKinney's Neighborhood Parks, Community Parks, Special Purpose Parks, Linear Parks and Natural Areas/Open Space. While these last three park types – special purpose parks, linear parks and nature preserves – are only developed when the specific need or opportunity for such park is determined, target LOS were drafted as it is believed that McKinney possesses ample opportunities for the development of such parks. These parkland target levels of service are presented in Table 6.1 and are summarized in Figure 6.2. Regional Parks are specifically excluded from McKinney's Target LOS since such parks typically are managed and controlled by County and State.

Figure 6.2
2009 Park Acreage Target Levels of Service for McKinney

Close to Home Parks

- Neighborhood Parks: 2 acres / 1,000 population
- Community Parks: 6 acres / 1,000 population

Other City Parks

- Including Special Purpose Parks, Linear Parks & Natural Areas/Open Space 17 acres / 1,000 population

Total recommended close to home parks:
8 acres / 1,000 population

Total recommended City parks (not including regional parks):
25 acres / 1,000 population

The 2009 recommended target LOS for close-to-home parkland (Neighborhood and Community Parks) for the City is 8 acres per 1,000 population. This falls within the NRPA's recommended 6 to 10 acres per 1,000 population while being comparable to other cities in the region. The 2009 city-wide recommended target LOS for City parks is 25 acres per 1,000 population.

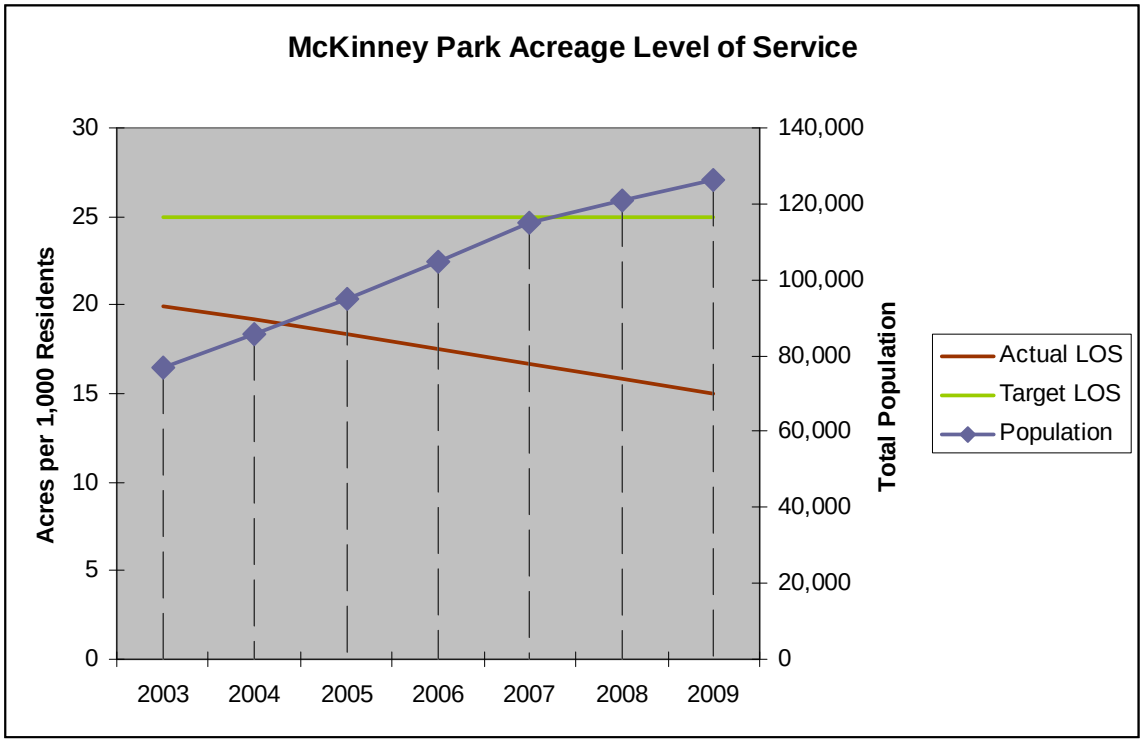
Table 6.1 on the following page displays this information and indicates that McKinney today has only 5 acres of Neighborhood and Community parkland per 1,000 population; overall there are 15 acres of parkland and open space per 1,000 population in the City.

Table 6.1 Park Land Target Levels of Service *on the next page describes the acreage standards and resulting needs from 2009 until build-out conditions for each park* category.

Existing Conditions in McKinney

For the last six years (since the adoption of the 2003 Parks Strategic Plan), the City has had a Target Level of Service (LOS) of 25 acres of parkland per 1,000 residents. At the time this Target LOS was adopted, the City had approximately 20 acres of park land per 1,000 residents. Today, however, the actual level of service has dropped to only 15 acres per 1,000 residents. As of today, there is a deficit of over 1,500 acres of parkland based on the adopted Target LOS. Within five years, this deficit will have grown to 1,900 acres if no additional parkland is acquired.

Figure 6.3



The following figures relate the existing acreage of park by type of park, the target LOS for each park type, the target acres at build-out, and the acreage needed to meet the target LOS. The Neighborhood Parks and Community Parks sections include a discussion on the current spatial distribution of parks within the City.

Neighborhood Parks

As of 2009, McKinney currently has approximately one third of the acreage for Neighborhood Parks needed for the projected build-out population (as the current population is approximately one third of the projected build-out population, the amount of existing neighborhood park acreage compared to the needed build-out acreage is roughly on target with a deficit of only 51 acres):

City of McKinney Parks, Recreation and Open Space Master Plan
Table 6.1 - Park Land Target Levels of Service

Facility Type	N.R.P.A. Size/ Acres	Total 2003 Existing Acres(1)	LOS for 2003 Pop: 72,200	Total 2009 Existing Acres	Current Level of Service	NRPA Target Standard (2)	McKinney 2003 Target Standard (3)	McKinney 2009 Target Standard (4)	2009 ~ 126,500 pop. (5)	2014 ~ 148,000 pop. (5)	Build-out ~ 387,500 pop.
Park Category											
Neighborhood Parks	**5 - 10 acres(10)**	123 acres	1.70 Acres/ 1,000 pop.	245.5 acres	1.94 Acres/ 1,000 pop.	1 - 2 Acres/ 1,000 pop.	1.5 Acres/ 1,000 pop.	2 Acres/ 1,000 pop.	253 Acres (deficit of 8 acres)	296 Acres (deficit of 51 acres)	**775 Acres (deficit of 530 acres)**
Community Parks	**According to function; usually 30 - 50 acres(11)**	504 acres	6.98 Acres/ 1,000 pop.	739 acres	5.84 Acres/ 1,000 pop.	5 - 8 Acres/ 1,000 pop.	2 Acres/ 1,000 pop.	6 Acres/ 1,000 pop.	759 Acres (deficit of 20 acres)	888 Acres (deficit of 149 acres)	**2325 Acres (deficit of 1586 acres)**
TOTAL		**627 acres**	**9 Acres / 1,000 pop.**	**985 acres(7)**	**8 Acres / 1,000 pop.**	**6 - 10 Acres / 1,000 pop.**	**3.5 Acres / 1,000 pop.**	**8 Acres / 1,000 pop.**	**1012 Acres (deficit of 27 acres)**	**1184 Acres (deficit of 199 acres)**	**3100 Acres (deficit of 2115 acres)**
Other Park Land (6)	**Varies by function protection & opportunity**	1180 acres	16.34 Acres/ 1,000 pop.	833.8 acres	6.59 Acres/ 1,000 pop.	Variable	21.5 Acres/ 1,000 pop. (8)	17 Acres/ 1,000 pop.	2151 Acres (deficit of 1317 acres)	2516 Acres (deficit of 1682 acres)	**6588 Acres (deficit of 5754 acres)**
TOTAL		**1180 acres**	**16 Acres / 1,000 pop.**	**834 acres(7)**	**7 Acres / 1,000 pop.**		**21.5 Acres / 1,000 pop.**	**17.0 Acres / 1,000 pop.**	**2151 Acres (deficit of 1317 acres)**	**2516 Acres (deficit of 1682 acres)**	**6588 Acres (deficit of 5754 acres)**
TOTAL		**1807 acres**	**25 Acres / 1,000 pop.**	**1819 acres**	**15 Acres / 1,000 pop.**	**Variable**	**25 Acres / 1,000 pop.**	**25 Acres / 1,000 pop.**	**3163 Acres (deficit of 1344 acres)**	**3700 Acres (deficit of 1881 acres)**	**9688 Acres (deficit of 7869 acres)**

Comparable adopted park land standards in other nearby cities.
Waxahachie's adopted park land standards **= 20 acres *** per 1,000 residents.**
Prosper's adopted park land standards **= 20 acres *** per 1,000 residents.**
Lancaster's adopted park land standards **= 18 acres *** per 1,000 residents.**
Frisco's adopted park land standards **= 13-19 acres per 1,000 residents.**
Keller's adopted park land standards **= 18 acres *** per 1,000 residents.**
Rowlett's adopted park land standards **= 17-25.5 acres per 1,000 residents.**
Mansfield's adopted park land standards **= 18 acres per 1,000 residents.**
*** Excluding Regional Parks

Population per city area
Population (126,500 / city acreage 40,284) = 3.14 persons per acre

City wide park area
Current City of McKinney park acreage =1,819 acres.
Build-out target park acreage = 9,688 acres.
McKinney's current level of service (LOS) = 1,819 acres for 126,500 residents, or 15 acres per 1,000 residents.
McKinney's target build-out LOS is 25 acres / 1,000 residents (total: 9,688 acres / 387,500 res.) yielding a deficit total of 7,869 park acres

Park area as a percentage of City area
Current city limits acreage for McKinney is 40,320 acres; ETJ is 33,920 acrea; Total city acreage = 74,240 acres.
Current park area in the city limits area is **4.51%** (calculated as 1,819 total park acres / 40,320 city total acres)
Current park area in McKinney and ETJ together is **2.45%** of total land area (calculated as 1,819 total park acres / 74,240 city total acres)
Metroplex average = **4.8%** (translated to the City of McKinney = 3,564 acres at build out).
National average = **8.1%** (9) (translated to the City of McKinney = 6,013 at build out).
City of Dallas = **10%** (translated to the City of McKinney = 7,424 acres at build out).
At a build-out goal of 25 acres/1,000 the park area per city area will be **13%** (9,688 / 74,240) which is in support of the City being "Unique by Nature".

(1) The 2003 Parks Strategic Plan claimed 1,725 total acres in the park system; 280 of these acres, however, consisted of "future park land"
(2) 1995 NRPA standards.
(3) City of McKinney 2003 Adopted Standards.
(4) Standard allows City of McKinney to establish general target service levels.
(5) All population estimates rounded; Source: City of McKinney
(6) Including Special Purpose Parks, Linear Parks, Natural Areas/Open Space. Total includes acreage for programmed Recreation and Other Park Facilities.
(7) Change in acreage also includes the reclassification of existing acreage, e.g.
Alex Clark Disc Golf is now considered part of the Al Ruschaupt Soccer Complex (a community park)
(8) Includes the former 2003 standards for Mini Parks, Greenbelts, Regional Parks, and Open Space
(9) Source: Inside City Parks, Peter Harnik, 2000.
(10) 10-20 acres as McKinney Park Ordinance
(11) 50-100 acres as McKinney Park Ordinance

Figure 6.4
Existing Conditions – Neighborhood Parks

Existing Acreage	245.5 acres
Target LOS	2 acres / 1,000 population
Target Acreage at Build-Out*	775 acres
Acreage to Acquire to meet Target	**530 acres**

Existing acreage is 32% of the target for build-out conditions
**Population of 387,500*

Neighborhood Parks are evenly spaced throughout the City. Ideally, all residential areas within the City should be within ¼ to ½ mile of a neighborhood or community park. There are areas of existing residential development in McKinney that are not within this distance of a park and while these areas cannot be easily retrofitted to rectify this situation, such coverage gaps should be avoided when future residential areas of the City are developed.

For obvious reasons, none of McKinney's extra territorial jurisdiction is served by Neighborhood Parks; as the City expands, such facilities will need to be provided in these areas.

When the service radius of neighborhood parks is applied to community parks that serve as de facto neighborhood parks, the service coverage is somewhat increased, although large areas are still left under served.

Community Parks

As of 2009, McKinney currently has less than one quarter of the acreage for Community Parks needed for the projected build-out population:

Figure 6.5
Existing Conditions – Community Parks

Existing Acreage	739 acres
Target LOS	6 acres / 1,000 population
Target Acreage at Build-Out*	2,325 acres
Acreage to Acquire to meet Target	**1,586 acres**

Existing acreage is 32% of the target for build-out conditions
**Population of 387,500*

Existing Community Parks are fairly centralized within McKinney. With the exception of Gabe Nesbitt Community Park, all existing Community Parks are located within two miles of downtown McKinney. Moreover, large areas in the western and northern portions of the City are not well-served by Community Parks. The Al Ruschhaupt Soccer Complex (which includes the Alex Clark Memorial Disc Golf course for a total of 114

acres) is currently included in the Community Park category; however, this park does not currently have all of the necessary Community Park amenities and actually functions as a Special Purpose Park. Improvements have been approved which will allow this park to officially function as a Community Park.

Other Parkland

Besides neighborhood and community parks, there is the need to develop a target level of service for other parkland (which includes special purpose parks, linear parks, and natural areas / open space. In total, there are 834 acres of other parkland in McKinney.

Special Purpose Parks

McKinney has a fair amount of park acreage dedicated to Special Purpose Parks. The majority of this acreage can be attributed to the provision of athletic facilities as stand-alone parks (rather than as part of a Community Park). Examples of this are the McKinney Soccer Complex at Craig Ranch and the Oak Hollow Golf Course. Though Special Purpose Parks that focus on athletic facilities comprise almost all of the acreage in this category, the City has several Pocket Parks of less than two acres that are also accounted for in this total.

Linear Parks & Natural Areas / Open Space

The Linear Parks and Natural Areas / Open Space in McKinney can be found mainly along the creek and river corridors that run through the City. Currently, two parks – Wilson Creek Greenway and Trinity River Greenway – provide 521 acres of such parkland while a single Nature Area (Cambridge Parkland) provides an additional 6.2 acres.

Figure 6.6
Existing Conditions – Other Park Land
(Including Special Purpose Parks, Linear Parks & Natural Areas / Open Space)

Existing Acreage	834 acres
Target LOS	17 acres / 1,000 population
Target Acreage at Build-Out*	6,588 acres
Acreage to Acquire to meet Target	**5,754 acres**

Existing acreage is 13% of the target for build-out conditions
**Population of 387,500*

Regional Parks

Often, regional parks are not provided by a city (as is the case with McKinney), rather they are constructed and maintained by another entities, such as the County or State. Collin County, however, follows a policy not to take the lead in identifying and acquiring land for regional parks, nor to manage such parks, other than those currently under their control. Very supportive of open space protection though, Collin County does support cities to acquire land through grant and funding support. It is thus prudent for McKinney

to identify land of regional value with unique ecological qualities that provides both ecological services and recreation opportunities, for acquisition with the support of Collin County and the State of Texas, specifically the Texas Parks and Wildlife Department. Myers Park is an example of a regional park that has been developed through a cooperative effort (in this instance, it was developed through the efforts of Collin County).

Summary of Acreage Needs

Considering the information portrayed in Table 6.1, the City needs to acquire or repurpose 7,869 additional acres of land to accommodate the build-out population of 387,500. Of this, 2,115 acres should be dedicated to the provision of close-to-home parks – Neighborhood Parks require 530 additional acres and Community Parks require 1,586 acres (see Figure 6.3 and Figure 6.4).

Facility Standards

Facility standards and target Levels of Service (LOS) define the number of facilities recommended to serve each particular type of recreation need. They are expressed as the number of facilities per population size. The target LOS shown are based on comparisons with the national standard and other similar cities in Texas, as well as the actual number of facilities in McKinney and the amount of use each facility receives.

For the purposes of the Parks, Recreation and Open Space Master Plan, only facilities operated by the City or available through a joint-use agreement were considered in the development of these target LOS; joint-use agreements with McKinney ISD allow the use of selected facilities for City programming[1]. Special Purpose indoor facilities such as the Senior Recreation Center, the Old Settlers Recreation Center, and the Old Settlers Aquatic Park are included and considered as a part of this Master Plan.

Current Levels of Service

The Current Levels of Service are expressed as the number of current recreation facilities per population size.

Target Levels of Service

The recommended Levels of Service for recreation facilities are specifically based on demonstrated needs, the actual number of facilities in the City, and the amount of use each facility receives. They are expressed as the number of facilities per population size. The Levels of Service are determined by the current needs, the community's recreation goals, and recognized standards. As with the acreage standards discussed earlier, the facility target LOS figures are adjusted based on McKinney's unique recreation goals.

The target LOS for each type of facility is determined as a guide to provide the most basic recreation facilities to the community. The target timeframe for each facility is five

[1] Facilities that are not open for City programming are not included in this assessment because they are not considered to be accessible to the general public.

years, or 2009 to 2014. The target LOS is the projected number of facilities based upon the target standard established for the City.

Developing Target Levels of Service for Centers

The National Recreation and Park Association (NRPA), in their publication Recreation, Park and Open Space Standards and Guidelines, edited by R. A. Lancaster, defines recreation and park standards in this manner:

> "Community recreation and park standards are the means by which an agency can express recreation and park goals and objectives in quantitative terms, which in turn, can be translated into spatial requirements for land and water resources. Through the budget, municipal ordinances, cooperative or joint public-private efforts, these standards are translated into a system for acquisition, development and management of recreation and park resources."

The publication further describes the role standards have in establishing a base for the amount of land required for various types of park and recreation facilities, in developing the community's acceptable minimum, correlating needs to spatial requirements, and for providing justification for recreational expectations and needs.

National and state standards are a useful guide in determining minimum requirements; however, the City of McKinney must establish its own standards in consideration of expressed needs of the residents and the city's economic, administrative, operational, and maintenance capabilities.

Below we have listed the NRPA Standards as well as a summary of benchmark cities in the DFW Region and what they are planning as standards.

National Recreation and Parks Association

- Community Center (+20,000 SF) – 1 facility per 20,000 pop.
- Swimming Pool (approx 4,000 SF water surface) – 1 facility per 25,000

Recreation Centers

Benchmarking included comparable cities in the DFW region (Allen, Frisco, Denton, and Plano) and two cities outside the region (Chandler, AZ and Henderson, NV). Benchmarking was based upon ratios and existing facilities as well as planned facilities. Recreation Centers that were looked at included indoor aquatics (with the exception of one facility) and possessed a low range of 0.41 SF per one population to an upper range of 1.16 SF per one population with an average of 0.88 SF per person.

Based upon the projected 387,500 build-out population this data translates to the need of between 158,875 SF and 449,500 SF of recreation centers.

Trends in the industry related to the proximity of facilities to users would suggest that a response to this need would be satisfied by placement of regional facilities in the four

quadrants of the city. The facilities would be 75,000 to 95,000 SF, including two with an outdoor leisure water component. Over a period of time special interests projects such as nature centers, performing arts facilities, and banquet and team centers could be free standing or attached to address the full needs of a mature city.

Senior Centers

Senior facilities are not currently included in any standards that are accepted in the industry. Senior Centers typically transition from reuse of vacated facilities until they have matured to the point of requiring centers designed specifically for their needs. Surrounding communities of Plano and Allen have relatively new centers developed in the last ten years as does McKinney. McKinney's center is a true testament that if a comprehensive center is built, the seniors will fill it. **A current average ratio of SF per population equals 0.15 SF per person.** McKinney currently meets this requirement but will be faced with the issue of how to provide for the needs of a diverse age group of people between 55 and 100. One trend gaining acceptance is for recreation centers to include dedicated areas for seniors within the center. For the very aged, dedicated centers may well have to be developed as the trends for providing services to this growing population segment become more defined.

Aquatics

Swimming facility needs are expanding as the increased benefits of aquatic activities are recognized. A separate report on the aquatic master plan is currently being developed as a separate study.

Assessing Recreation Needs

The need for recreation facilities is based on comparisons with national standards and benchmark cities as well as the actual number of recreation facilities in the City and the amount of use each facility receives. Table 6.2 on the next page summarizes McKinney's 2009 Current Levels of Service and target standards for each type of facility.

Table 6.2: Recreation Facility Levels of Service (LOS) *on the next page describes a recommended target standard and level of service for recreation facilities expressed as a ratio of the number of facilities per 1,000 population.*

Table 6.2
Recreation Facility Levels of Service (LOS)
City of McKinney Parks, Recreation and Open Space Master Plan

Facility Type	Existing City & School	NRPA Target Strd (1)	2003 LOS for 77,000	2003 Target LOS	2009 LOS for 126,500	2009 Target LOS	Five Year (2014) Required addition at (~ 148,000 pop.) (2)
Competitive Facilities							
Baseball	11 fields (Schools: 2 available)	1 / 5,000 pop.	1 / 8556 pop.	1 / 8,000	1 / 11500 pop.	**1/ 8000** pop.	18.50 ~ (need for 7 | **18 Fields*** fields)
Softball	11 fields	1 / 5,000 pop.	1 / 12833 pop.	1 / 7,500	1 / 11500 pop.	**1/ 12000** pop.	12.33 ~ (need for 1 | **12 Fields** fields)
Rectangular (shared use field for Soccer and Football)	24 fields (Schools: 2 available)	1 / 10,000 pop.	1 / 7700 pop.	1 / 8,000	1 / 5271 pop.	**1/ 5000** pop.	29.60 ~ (need for 5 | **29 Fields** fields)
Football (Dedicated field)	0 fields	1 / 20,000 pop.	0	1 / 20,000	0	**1/ 60000** pop.	2.47 ~ (need for 2 | **2 Fields** fields)
Practice Facilities**							
Baseball/Softball	12 backstops	n/a	1 / 5500 pop.	1 / 3,350	1 / 10542 pop.	**1/ 5000** pop.	29.60 ~ (need for 17 | **29 Backstops** backstops)
Multi-purpose Practice Fields (Soccer/football goals & backstops)	28 fields	n/a	1 / 4813 pop.	1 / 2,500	1 / 4518 pop.	**1/ 3000** pop.	49.33 ~ (need for 21 | **49 Fields** fields)
Other Athletic Facilities							
Basketball Goals (Outdoor)	30 goals	1 / 2,500 pop.	n/a	n/a	1 / 4217 pop.	**1/ 2500** pop.	59.20 ~ (need for 29 | **59 Goals** goals)
Tennis Courts	14 courts (Schools: 12 available)	1 / 2,000 pop.	1 / 19250 pop.	1 / 10,000	1 / 9036 pop.	**1/ 8000** pop.	18.50 ~ (need for 4 | **18 Courts** courts)
Multi-Purpose Courts	0 courts	1 / 5,000 pop.	1 / 7700	1 / 5,000	0	**1/ 25000** pop.	5.92 ~ (need for 6 | **6 Courts** courts)
Sand Volleyball (Outdoor)	3 courts	1 / 5,000 pop.	1 / 38500	1 / 25,000	1 / 42167 pop.	**1/ 25000** pop.	5.92 ~ (need for 3 | **6 Courts** courts)
In-Line Hockey	0 rink	1 / 20,000 pop.	0	1 / 100,000	0	**1/ 50000** pop.	2.96 ~ (need for 3 | **3 Rinks** rinks)
Racquet Ball	2 courts	1 / 20,000 pop.	n/a	n/a	1 / 63250 pop.	**1/ 40000** pop.	3.70 ~ (need for 2 | **4 Courts** courts)
Gymnasium (Indoor basketball, volleyball, etc.)	13 gyms (Schools: 10 available)	1 / 20,000 pop.	1 / 38500	n/a	1 / 9730.77 pop.	**1/ 9800** pop.	15.10 ~ (need for 2 | **15 Gyms** gyms)
Non-Athletic Facilities							
Paved Hike and Bike Trails	40 miles	1 / 10,000 pop.	1 m / 5923 pop.	1 / 3,500	1 m / 3163 pop.	**1 m / 2500** pop.	59.20 ~ (need for 19 | **59 Miles** miles)***
Natural Surface Trails	12.1 miles	n/a	0	n/a	1 m / 10455 pop.	**1 m / 5000** pop.	29.60 ~ (need for 17 | **29 Miles** miles)***
Equestrian Trails	0 miles	n/a	0	n/a	0	**1 m / 6000** pop.	24.67 ~ (need for 24 | **24 Miles** miles)***
Playgrounds	32 play units	1 / 1,000 pop.	1 / 4053 pop.	1 / 4,000	1 / 3953 pop.	**1/ 2000** pop.	74.00 ~ (need for 42 | **74 Units** units)
Outdoor Family Aquatic Park	3 pools	1 / 20,000 pop.	1 / 38500	1 / 50,000	1 / 42167 pop.	**1/ 20000** pop.	7.40 ~ (need for 5 | **8 Pool** pools)
Indoor Aquatic Center	0 center	n/a	0	n/a	0	**1/ 85000** pop.	1.74 ~ (need for 1 | **1 Center** centers)
Water Spray Park	6 parks	n/a	0	1 / 85,000	1 / 21083 pop.	**1/ 20000** pop.	7.40 ~ (need for 1 | **7 Parks** parks)
Skate Park	0 skate parks	n/a	0	1 / 100,000	0	**1/ 60000** pop.	2.47 ~ (need for 2 | **2 Park** parks)
Horse Shoe & Washer Pits	11 units	n/a	1 / 8556 pop.	1 / 8,000	1 / 11500 pop.	**1/ 8000** pop.	18.50 ~ (need for 7 | **18 Pits** pits)
Golf Course Holes	18 holes	n/a	1 / 4278 pop.	1 / 16,667	1 / 7028 pop.	**1/ 8000** pop.	18.50 ~ (need for 0 | **18 Holes** holes)
Disc Golf Course Holes (Frisbee)	36 holes	n/a	1 / 2139 pop.	1 / 11,111	1 / 3514 pop.	**1/ 4500** pop.	32.89 ~ (need for 3 | **33 Holes** holes)
Dog Parks	0 dog parks	n/a	0	1 / 90,000	0	**1/ 80000** pop.	1.85 ~ (need for 2 | **2 Parks** parks)
Support Facilities							
Pavilions	41 units	1 / 2,000 pop.	1 / 3208 pop.	1 / 5,000	1 / 3085 pop.	**1/ 2000** pop.	74.00 ~ (need for 42 | **83 Units** units)
Recreation Center ****	2 centers	1 / 20,000 pop.	1 / 38500 pop.	1 / 75,000	1 / 63250 pop.	**1/ 30000** pop.	4.93 ~ (need for 3 | **5 Center** center)
Senior Center ****	1 center	n/a	1 / 77000 pop.	1 / 100,000	1 / 126500 pop.	**1/ 75000** pop.	1.97 ~ (need for 1 | **2 Center** center)
Environmental Learning Center (Nature Center)	0 centers	n/a pop.	0	1 / 100,000	0	**1/ 75000** pop.	1.97 ~ (need for 2 | **2 Center** center)
Amphitheater	0 units	1 / 20,000 pop.	0	1 / 75,000	0	**1/ 75000** pop.	1.97 ~ (need for 2 | **2 Center** center)

* A decimal need of 0.8 and higher is rounded to the next whole number.

** Practice facilities standard set at double the standard for competitive play.

*** With the high demand for trails in most cities, many adopt a standard of 1 mile per 1,000 population

**** Refer to benchmarking information for square footage comparison page 6-15 and 6-16

(1) 1995 NRPA standards

(2) All population estimates rounded; Source: City of McKinney

Key Facility Needs

Table 6.2 on the previous page shows deficits in the quantity of several recreation facilities in the next five years. These are discussed below in the same categories that these facilities are assessed in Table 6.2

Competitive Facilities

While McKinney has many high-quality, recently constructed athletic facilities, there are deficiencies in each of the four competitive facility areas: Baseball, Softball, Soccer, and Football. In total, thirty four additional competitive facilities are needed. Several changes to the target levels of service proposed by the 2003 Parks Strategic Plan have been made as follows:

- The target level of service for baseball has not changed because the target of 1 per 8,000 aligns with the results of the Athletic Program Analysis (see Chapter 4).
- The target level of service for softball has been changed from 1 per 7,500 to 1 per 12,000 because of perceived local and national trends that show a decrease in demand for softball facilities which is reflected in the results of the Athletic Program Analysis.
- In the 2003 Parks Strategic Plan, a target level of service for soccer of 1 per 8,000 was created. For this Master Plan, a target of 1 per 5,000 has been created for rectangular fields which are shared use fields suitable for soccer and football. This target level of service is supported by the results of the Athletic Program Analysis.
- The target level of service for football has been changed from 1 per 20,000 to 1 per 60,000 based on the results of the Athletic Program Analysis and the recommended development of rectangular fields which can be used for football as well as soccer.

Figure 6.7
Key Facility Needs – Competitive Facilities

Competitive Facility Needs (2014 or 5 Year Target)

• Baseball Fields*	7 Fields
• Softball Fields*	1 Field
• Soccer Fields	5 Fields
• Football Fields	2 Fields

*****Can potentially be shared use fields

Practice Facilities

There is a need in McKinney for additional practice facilities to meet the needs of existing and future league and non-league baseball, softball, soccer, and football use. Several changes to the target levels of service proposed by the 2003 Parks Strategic Plan have been made as follows:

- The target level of service for backstops has been changed from 1 per 3,350 to 1 per 5,000 because of the perceived decrease in demand for softball in McKinney and the City's culture of use, which permits practice on competition fields.
- The target level of service for multi-purpose practice fields has been changed from 1 per 2,500 to 1 per 3,000 based on the results of the Athletic Program Analysis.

Figure 6.8
Key Facility Needs – Practice Facilities

Practice Facility Needs (2014 or 5 Year Target)

• Baseball/Softball Backstops	17 Backstops
• Multi-Purpose Practice Fields*	21 Fields

*****Fields designed for football and soccer practice

Other Athletic Facilities

Several non-league use athletic facilities are lacking in McKinney. Additional units for each of the facility types shown under this category in Table 6.2 are needed within the next five years.

Figure 6.9
Key Facility Needs – Other Athletic Facilities

Other Athletic Facility Needs (2014 or 5 Year Target)

• Outdoor Basketball Goals	29 Goals*
• Tennis Courts	4 Courts
• Multi-Purpose Courts	6 Courts
• Sand Volleyball (Outdoor)	3 Courts
• In-Line Hockey Rink	3 Rinks
• Racquetball Courts	2 Courts
• Gymnasiums**	2 Gyms

*****19 full courts, 37 half courts, or any combination thereof
**Gyms should include at a minimum the striping, goals, and netting necessary for indoor basketball and volleyball

Non-Athletic Facilities

The term "non-athletic facilities" constitutes many types of facilities that serve both passive and active recreation users. To better illustrate the facility deficiencies, they have been categorized further:

Trail Facilities

McKinney has a deficit of paved, soft-surface, and equestrian trails. These are considered as separate facilities because each provides different user experiences. Paved trails exist in natural areas, developed parks, and along streets while soft surface trails are typically found in environmentally sensitive natural areas or in areas where these types of trails serve a special purpose (such as for mountain biking). Equestrian trails exist in all types of environments but are designed and designated for specific equestrian use.

Figure 6.10
Key Facility Needs – Trail Facilities

Passive Facility Needs (2014 or 5 Year Target)

• Paved Hike & Bike Trails	19 Miles
• Soft Surface Trails	17 Miles
• Equestrian Trails	24 Miles

Recreation Amenities

Playgrounds constitute the most important or most sought after recreation amenity in most parks. These, along with Horse Shoe & Washer Pits are lacking within the City.

Figure 6.11
Key Facility Needs –Recreation Amenities

Support Facility Needs (2014 or 5 Year Target)

• Playgrounds	42 Units
• Horse Shoe & Washer Pits	7 Pits

Special Purpose Facilities

These facilities are those that are designed to meet specific recreational needs and serve specific user groups. They are considered to be special purpose needs because they provide a place for users to engage in types of activities that require special facilities. Such facilities are often provided in (or as) Special Purpose Parks.

Figure 6.12
Key Facility Needs – Special Purpose Facilities

Special Purpose Facility Needs (2014 or 5 Year Target)

• Skate Park	2 Parks
• Golf Course Holes	0 Holes*
• Disc Golf Course Holes	3 Holes*
• Dog Parks	2 Parks

*****Holes are used instead of courses because golf and disc golf courses can vary in number of holes (always multiples of nine). This information shows that the City will not require additional golf course holes or disc golf holes in the next five years (because course additions occur in multiples of nine holes).

Aquatic Facilities

The aquatic needs of McKinney are not being met by the two outdoor leisure pools, the one indoor (predominantly senior) fitness pool or the older McKinney ISD indoor lap pool.

This is supported by the extremely high rating expressed in the citizen survey for recreational activities occurring in nearby communities. The survey results showed swimming with a rating of 35% with the next highest rating of 14% for walking-hiking. As noted in the survey **"overwhelmingly, the subset of responders who said they participated in activities in nearby cities would be likely (19%) or very likely (69%) to participate in activities in McKinney operated facilities if provided."**

Further evidence is the average of 88% of participants saying it was an important development strategy to **"Construct facilities in accordance with the demand as new residents move into the city."**

Support Facilities

Support facilities include amenities that help Neighborhood and Community Parks meet the needs of the community. Pavilions and playgrounds should be placed in every Neighborhood and Community Park. Larger parks can include multiple units while smaller parks (such as Neighborhood Parks) typically contain only one of each facility type. Due to its size and need for parking, amphitheaters are best suited for Community Parks.

Figure 6.13
Key Facility Needs – Support Facilities

Support Facility Needs (2014 or 5 Year Target)

• Pavilions	42 Units
• Amphitheater	2 Amphitheaters

Recreation & Senior Center Facilities

The current indoor recreation center facilities are lacking in both size and location to adequately address the needs of McKinney. The Community Center is located in a beautiful park setting but is not close to the residential districts that frequent recreation centers. Old Settler's is located in a neighborhood center, but does not address the needs of the entire city. When compared with other benchmark cities noted in this report, the McKinney average square feet per resident (0.36) was less than half of the average (0.88) of these benchmark cities.

Further support of indoor recreation activity was evidenced by the following pulled from the Public Survey.

- Closely following *Fun* (94%) was the category to improve *Health/Fitness* (93%) to the question of "**What would you like to get out of recreational activities?"**
- (26%) *strongly agree* and (58%) *agree* that the value of property in McKinney is enhanced by quality parks and services that attract new residents to McKinney.
- **Construct one or more large recreation centers with aquatic, fitness, meeting rooms, gym, etc.** was the second rated response following PRESERVE ENVIRONMENTALLY SENSITIVE AREAS in the "very important" response

to the **"question relating to establishing priorities to direct future park department actions."**

All three independent objective comparisons indicate that McKinney should place a high priority on developing multigenerational recreation centers to meet a service level expectation of its citizens. This also supports the continued support and expansion of Senior Center components as part of the comprehensive plan.

Figure 6.14
Key Facility Needs – Recreation & Senior Center Facilities

Recreation & Senior Center Facility Needs (at Build-Out)

	Need	*Deficit*
• Recreation Center*	340,000 square feet	296,000 square feet
• Senior Center*	58,000 square feet	35,000 square feet

*****Total area needed in one or more centers

Demand Based Needs Assessment

Demand-based needs can be summarized as "what people want" and represents what is most desired by the unique population living within McKinney. Standard-based needs, on the other hand, depict what is needed based on a population number while resource-based needs depict what opportunities are available. Demand-based needs are expressed on a community-wide basis, by the needs of organizations that are active within the City, and national and regional recreation trends.

Community-Wide Needs

The primary source for identifying community-wide demand-based needs is public involvement – that is, the Citizen Attitude Survey, focus group and public meetings, the questionnaire, and web-based student survey that occurred as part of the Master Plan process (see Chapter 5). The demand-based needs as expressed through community-wide public input can be categorized as follows:

Develop Aquatic Facilities

There is a perceived lack of Aquatic Facilities across the City. The list of desired facilities ranges from splash pads / water spray parks at neighborhood and community parks to indoor or outdoor pools to large natatoriums and water parks. Implementing such facilities in each sector of the City (or in locations central to all residents) is a high-demand item within the community.

Develop a Community Center

Demand exists for a large Community Center that includes recreation amenities such as gyms, courts, and exercise facilities as well as lifestyle amenities such as meeting and multi-purpose space, comfortable communal space for meeting friends, and spaces conducive to supporting the arts. It is possible that such a facility could also include Aquatic Facilities.

Acquire and Protect Natural Areas and Open Space

Keeping McKinney "Unique by Nature" is of the utmost importance to the community. One of the primary methods for achieving this is acquiring and protecting natural areas and open space to maintain the aesthetic quality of the City while providing areas for recreation and ecological protection.

Expand the Trails System

Expanding the Trails System to provide access and connectivity across the City is a priority within the community. There is demand to provide trails in all sectors of the City to connect residences with parks, schools, and places of business.

Acquire Land for Future Parks

Residents place a high priority on acquiring land today for parks and facilities to be developed in the future. As opposed to acquiring open space land (which should focus on

acquiring land of significant natural value), land for future parks should be acquired wherever future residential areas are to be located so that all residents can have close-to-home parks.

Develop Additional Parks

The citizens see importance in developing additional parks and expanding existing parks to better serve the needs of the existing community. Such will include not only building completely new parks, but also adding facilities to existing parks.

Recreation Trends

Because we are such a mobile society today, the recreational offerings of a city play a large role in determining where people choose to reside. It is therefore important to understand regional and national trends in recreation and cultural amenities in order to ensure that McKinney can continue to attract and retain residents into the future. Below are two groups of the most prevailing trends in recreation and culture today. These are expected to carry forward into the near future and to be relevant for the lifespan of this Master Plan.

Recreation Centers, Indoor Aquatics, & Community / Senior Centers

- A movement away from multiple smaller Recreation Centers to larger regional centers that are within 15-20 minutes travel time of its users is a current trend. This trend responds to increased diversity of programming that can be provided at these larger centers, while also being more convenient for families to recreate together. This trend also increases staff efficiency.

- There is a trend of combining dry side recreation with indoor aquatics for wellness and leisure activities. This also reduces initial cost and reduces continuing operation costs of staff and operations while providing more activity choices for visitors.

- Locating separate senior activity areas within a large Community Center is another trend. The senior component would generally have its own exterior entrance distinct from that of the recreation center. This would provide autonomy of the senior component while providing convenient access to the various opportunities in a recreation center including an indoor walking track, warm water exercising and properly sized exercise areas.

- Many cities today are seeking a higher fee structure to help offset operational costs. We have seen this range from a 50-60% recapture rate all the way to a 100% recapture rate in the North Texas Region.

- University students today have elaborate recreation aquatic facilities at their disposal. This is the first generation coming out of the university that has expectations for cities to provide comparable facilities. Quality of life is an

important component of their job search and residence decision and has influenced what new centers will provide.

Prioritized Needs

Through reviewing the results of the Public Input Process and the Organization Needs and comparing these with current recreation and culture trends, a ranking of the demand-based needs can be created. The prioritization of this list was both quantitative and qualitative and combines the input received through various manners and methods throughout the planning process. This list does not contain all of the needs that were expressed through the Public Input Process, organization input, and the Planning Team's analysis – nor are they the only needs that will be addressed through this Master Plan. Rather, they are prioritized as being the five most imperative needs in McKinney today.

Table 6.3
Prioritized Demand-Based Needs

	Rank
Provide additional opportunities for Swimming*	1
Expand the Trail Network	2
Acquire and Protect Natural Areas and Open Space	3
Develop a Community Center**	4
Acquire Land for Future Parks and Facilities	5
Develop Additional Parks and Expand Existing Parks with New and/or Improved Facilities	6

*Including swimming pools (indoor and outdoor), water parks, splash pads / spraygrounds, natatorium, and water parks.
**To include recreation and lifestyle amenities.

Resource Based Needs Assessment

In addition to determining needs based on standards and the demand of the citizens, a city's resources provide opportunities that can be viewed in the same way that other types of "needs" are. The fact that an opportunity is presented to the City often warrants actions be taken to protect and utilize this resource for the benefit of the community. For example, if a large, undevelopable piece of wooded land is available within the City, this becomes an opportunity for the protection of an open space and/or development of a nature preserve.

In McKinney, there is a wealth of natural resources that should be protected and/or adapted for recreational use. Each of these resources provides opportunities for the City in different ways. Some provide opportunities for open space protection and image enhancement while others provide recreational opportunities. The use of each resource should be approached individually, but all of the resources should be considered together as each resource impacts other resources.

Utilizing Resources

Resources that provide opportunities for recreation and open space can be both natural (as is the case for the Trinity River and Wilson Creek corridors) and man made (such as utility easements). The use or development of each resource should be determined on a case-by-case basis depending on the unique characteristics of each location and the opportunities that can be afforded without damaging environmentally sensitive features. However, it is important to approach the use and development of these various resources in a unified, coordinated manner so as to realize the best results from each.

Floodplains

One of the most visible natural features in McKinney is the floodplain environment that surrounds Wilson Creek, the Trinity River, Honey Creek, and other creeks and drainage ways across the City – it is primarily these areas that make McKinney *Unique by Nature*. Of urgent, utmost importance is the necessity to preserve and protect land in the floodplain. Floodplain land is prevalent in McKinney and perhaps the most visible characteristic of the City's quality of being *Unique by Nature*. The importance of protecting these areas cannot be stressed enough; protecting and preserving the floodplain not only benefits storm water management, improves water quality, provides ecological protection, and ensures habitat contiguity, it also provides recreation opportunities in the form of parks and trails and preserves the visual icon which makes McKinney the special place that it strives to remain. Floodplain land should be protected from destruction and the reclamation of land within the floodplain should be disallowed in order to ensure the health of the floodplain and the presence of open space in McKinney.

Conservation Development

One of the most effective ways to ensure the protection and effective management of natural resources like open space and creek corridors is through the method of

Conservation Planning and Development. It is in essence a tool that ensures the protection of the character of the City, the protection of important ecological habitats, the protection of scenic views and landscapes and the economic sustainability by protecting the assets that add value and quality of life to the community. Conservation Planning and Development is a concept whereby developers are encouraged to implement "open space planning" and "conservation development" whereby large tracts of land are protected by clustering development on smaller parcels of land, with the resultant open space a communal asset to be enjoyed by everyone. Access to the larger open space as an amenity consistently results in higher property values. Such an approach derives a result in which the whole is more than the sum of the parts. For further information on Conservation Development, reference the works of Randall G. Arendt including the books "Growing Greener" and "Conservation Design for Subdivisions."

Chapter 7

Recommendations

Realizing the Vision

Overview of the Vision

The vision for the 2009 Parks Master Plan is to support and help realize the City of McKinney's branding "Unique by Nature". In this regard, the City's system of parks, recreation and open space provides opportunities for healthy living and helps to support McKinney's "green" image.

The McKinney 2010 Goals (as adopted by Council in 2009) include Growing Economy, Balanced Tax Base; More Financially Sound City Government; More Vibrant Historic Downtown; More Leisure and Recreational Opportunities; Attractive Hometown: Cleaner, Greener; and Improving Mobility Within, To and From McKinney.

The objective for PROS is to augment the direction that the City as a whole is taking by supporting the City's goals and providing choices and opportunities that ensure "health and well-being" within the community in terms of the economy, environment, people, children, and community cohesion.

"Many community leaders feel they must choose between economic growth and open space protection. But no such choice is necessary. Open space protection is good for a community's health, stability, beauty, and quality of life. It is also good for the bottom line."

\- Will Rogers,
President: Trust for Public Land; 1999.

City Manager Observations on Parks and Recreation in McKinney[1]

During a presentation to the City Council on June 30, 2008, the City Manager, Frank Ragan presented his observations and vision for Parks, Recreation and Open Space in McKinney. His main observation was that there is overwhelming support within the community to preserve open space, build parks and trails, develop more indoor recreational facilities and save trees.

Mr. Ragan's vision expressed as action items included:

- Cease accepting floodplains from developers as partial fulfillment of park dedication requirements. Floodplains should be dedicated, upon request, to the city, primarily for flood management, protection and maintenance activities.
- Develop more recreational facilities to include a natatorium, skateboard park, community center and other more specialized facilities (including tennis facilities mentioned elsewhere).
- Explore partnerships, i.e., private, non-profit, and schools, to leverage city funds for significant projects and programs. A natatorium would be a good initial project to partner with schools as their needs are complementary and substantial.
- Organizationally realign the McKinney Performing Arts Center under the Parks and Recreation Department.
- Remain aggressive in acquiring more land for future parks, open space, trail and recreational facilities.
- Rename department to include "Open Space," i.e., "Parks, Recreation and Open Space," to emphasize and reflect the values and direction of the community and organization.

In addition, and as a Regional Planning and Cooperation issue in support of the entire region's sustainability, Mr. Ragan specifically mentioned the need for efforts to explore opportunities for greenways/trail linkages, recreational and cultural amenities, and environmental protection.

From his presentation which included many other City issues as well, it is clear that the City Manager's observation and vision for McKinney is well in line with the vision for the Parks, Recreation and Open Space Master Plan.

[1] Reflections on Present Conditions and the Potential Future Direction of McKinney: A New Set of Eyes' Perspective; June 30, 2008.

Master Plan Goals

In order to achieve this vision of the Parks, Recreation and Open Space Master Plan, certain guidelines must be established to ensure that the actions taken and priorities created help PROS to realize the vision as an end result to their efforts. The following five goals are therefore the measures by which all recommendations and actions should be judged; if an action does not serve to forward at least one of these goals, it does not help PROS achieve the vision.

Goal 1. Expand the park system to maintain and enhance the physical form and image of the City of McKinney.

Goal 1 Concepts:

- Parks should be timeless.
- Parks should be unique to McKinney to celebrate its character and qualities.
- Parks should be site specific and integrate well into the urban design and landscape of the surrounding area.
- Open Space should be prevalent enough and interspersed to present an image that McKinney has a great amount of open space.
- Image helps economic development, therefore the economy.

Goal 2. Preserve and protect open space, cultural landscapes and natural resources within the City.

Goal 2 Concepts:

- Open Space is valuable; use it to preserve, solidify, and announce McKinney's image, as part of the City's systems of portals.
- Use open space to protect creeks, tree covered areas, prairie land and agricultural landscapes.
- Keep McKinney looking like McKinney by not developing everything.
- Plan to protect the creeks and important view sheds.

Goal 3. Provide a system of green infrastructure that links parks, schools, neighborhoods, businesses/retail areas, greenbelts, and open space through physical connections.

Goal 3 Concepts

- "Green" is appropriate and necessary.
- Plan today for a green, walkable and bikable community tomorrow.
- Open Space benefits both the environment and people, e.g. clean air, clean water, flood protection, carbon sink, etc.
- Green infrastructure promotes healthy activity.
- Provide a sustainable recreational & transportation infrastructure within the City.
- Green infrastructure comprises alternative transportation.
- Green infrastructure ensures a connected community.

Goal 4. Create and provide a variety of opportunities accessible to every citizen meeting the needs of a diverse citizenry and supporting the individual, family, and community health and well-being of all.

Goal 4 Concepts

- Enhanced well-being leads to improved Quality of Life.
- Recognizing diversity means understanding individual's desired outcomes and different programs, accessibility, and approaches.
- Adults & children have different needs.
- Varied but coordinated opportunities serving a diverse citizenry will help bring people together as a community.

Goal 5. Optimize the utilization of existing resources across other public, private, nonprofit and commercial entities through shared resources, partnerships, etc.

Goal 5 Concepts

- Create a structure and process for implementing a comprehensive sharing plan.
- Understand and define the criteria that are essential for the City to participate (legal, financial, ethical, etc.).
- Create opportunities for outside assistance with funding.
- Understand the inter-relationship between parks, open space and a healthy economy.
- Connects community through city and non-city cooperation and interaction.

Goal 6. Maintain the character and community feel of the City as it grows and ages.

Goal 6 Concepts

- During the public input process the overwhelming message was that the McKinney citizens cherish its “character and community feel”.
- McKinney has never looked like a Dallas Suburb; its future vision is to be unique;
- Definable uniqueness is an advantage in economic competition for employers and residents.
- Maintenance of the community feel will enhance the unique image of the community and attract businesses.

Commitments for Parks, Recreation and Open Space

With the multitude of choices available today, peoples’ priorities when relocating to a new city is determined in part by the type of lifestyle they desire. The question then becomes: How do we capture and attract this demographic to McKinney? Quality lifestyles are not only about functional infrastructure, safety and education, but are often defined by the intangibles of mental well-being – including happiness, beauty, and a sense of purpose. Officials often shy away from such concepts, but when approached

with an open mind and willingness to extend the boundaries of the conventional, true greatness can be achieved in communities through enlightened and committed leadership.

The City of McKinney is challenged and called upon to make a commitment to Sustainability, Quality and Beauty.

Sustainability:

Due to worldwide population growth (the world population officially transitioned from majority rural to majority urban in 2007) and the affects of pollution and over-development in a finite environment, the awareness of the importance of environmental stewardship is not a fad anymore, but is regarded as a necessity by most people today. Therefore, commit to developing and operating the City in a **sustainable** manner.

Quality:

Today's young professionals and their families are drawn to cities by state-of-the-art parks and facilities. These people expect to find amenities and facilities in cities similar to what they experienced during their education at universities and colleges. Attracting and retaining residents, as well as businesses to employ and serve such residents, will depend on providing **high-quality**, state-of-the-art parks and facilities in McKinney.

Beauty:

However it is defined, all people deserve to have access to **beauty** – to live, work and play in beautiful surroundings and environments. Therefore, commit to beauty – to providing attractive places for people to linger, to play, or to pass by. The impacts on mental well-being of attractive environments are great; therefore, commit to achieve beauty.

> ***"One measure of a development project's success should be the increase in the number of songbird species inhabiting a site after it has been developed."***
>
> - William McDonough
> Dean, School of Architecture, University of Virginia

Master Plan Recommendations

This Chapter summarizes the findings of the Needs Assessment and recommends a series of actions to improve and expand McKinney's park system, recreational opportunities, and quality of life. These recommendations stem from the vision outlined earlier – they address matters of the development and provision of recreation facilities, programming, acquisition of parkland, general improvements to existing parks, operation and maintenance, and City Policy. The recommendations should be implemented or initiated over the general life of this master plan, which covers the next five to ten years (recommended items in this chapter are prioritized in Chapter 8, The Implementation Plan).

The recommendations fall into six general categories:

1. ***Recreation Programming***

2. ***Marketing***

3. ***Recreation Facilities***
    a. Indoor Recreation Facilities
    b. Outdoor Recreation Facilities

4. ***Parks, Open Space and Trails***
    a. Land Acquisition
    b. Park and Trail Development
    c. Park Improvements

5. ***Operations and Maintenance***

6. ***City Policy***

Recreation Programming

Public Preferences

There were a number of themes that highlight residents' preferences for the overall focus of park and recreation programming in McKinney. One theme is the overall preference and participation for fitness-related activities. This fitness focus incorporated a strong preference for swimming and other aquatic activities as well as an emphasis upon activities such as biking, walking, etc. that could be conducted in the out-of-doors and natural areas.

The second emphasis area was the concern and desire for maintaining a sense of community for the City of McKinney as it grows. Both of these areas should be reflected in the desirable outcomes for current and future programming.

Specific Program Recommendations

Adult Sports

There may well be opportunities to expand adult sport participation in a number of ways.

- Younger adults may be interested in more non-traditional and the less formal commitment of kickball, dodgeball and disc golf.
- Further exploration of the involvement of older adults in age-restricted league play as well as individual sports is recommended.
- Future involvement in the Texas Senior Games may hold interest for residents as well.
- Public access to tennis courts for both adults and children should be explored since this is an excellent social and lifetime physical activity.

Youth Sports

When a community has full capacity on its athletic fields, it is a common assumption that all youth are involved in sports and physical activity. The statistics show just the reverse due to the youth who participate fully in elementary school years and then tend to drop-out in middle or high school years. The following possibilities warrant exploration:

- Drop-in, recreational physical activities and games with less emphasis upon competition and possible coed participation
- Seek ways to expose youth to lifetime physical activity skills to promote lifelong health and well-being
- Expand the opportunities for individual and dual sports activities
- A greater incorporation of youth development potential in the sports currently provided by youth athletic associations
- Ensure that youth sports are accessible to all youth in the community regardless of physical capacity, skill levels, financial capability and transportation access.

Youth Programming

McKinney, as is the case in the benchmarked communities, offers many programs for preschoolers and their parents. It is interesting to note that these programs have a heavy emphasis upon developmental needs such as socialization, mobility, etc. A greater identification and infusion of appropriate developmental needs and skills of all ages of youth would be of great value to the participants, their families, and the community as a whole.

Older Adult Programming

All of the benchmarked communities operated their older adult/senior centers in the evenings and weekends. The most common patterns were two nights a week until 8:30 p.m. or 9 p.m. and Saturdays either mid-morning or early afternoon. With the changes in this growing group of mature and older adults, McKinney should look into such possibilities. The benchmarked communities are testing these hours with the intent of attracting the 50 and over healthy user. It is likely that these expanded hours would attract individuals currently not using the facility.

One of the challenges across the country is how such centers and programming will address the baby boomers, that ever-young generation who is now over 50 and beyond. To say this group is not attracted to centers or programming with "senior" in the title is an under-statement. Many communities are building or re-naming such facilities and programs as Intergenerational Centers or Active Adult Programming and the hours of operation and activities offered reflect these changes.

Special Events

PROS has embarked upon an active role in the community by partnering with others to provide a growing range of special events. These special events go a long way towards preserving the sense of community valued by both long-time and new residents. Expansion of special event programming should be considered in a number of areas including:

- Events that bring together individual participants such as biking, hiking, etc.
- Events to bring together people who share a special interest or introduce people to a new area of interest, i.e. fly fishing, geo-caching, etc.
- Family events, smaller in scope but focused upon ease and enjoyment of interaction between adults and children.
- Neighborhood events, it can never be assumed that people living in common areas actually know one another and these types of events are smaller in scope but build sense of communities and reinforce safe places.
- Special events targeted towards teens and baby boomers.

Cultural Arts

All of the benchmark communities offer arts programming within their ongoing program schedules. Preschool arts and crafts as well as movement/dance seem to be common to all communities including McKinney. Youth programming in the dance, visual arts, cartooning, and drama are alternative activities in most communities.

The Parks Department in Plano offers an extensive array of arts programming for all ages and in a wide variety of categories including such things as calligraphy and jewelry writing. The Chandler, AZ Department also features extensive programming for all age groups including folklore dancing, book-making, Raku ceramics and digital scrapbooking. Likewise the Henderson, NV Department offers many art opportunities including voice, piano, guitar, and opera lessons.

The art offerings of PROS could be expanded based upon availability of quality instruction and space for such classes. One offering that may particularly meet the needs of a growing community such as McKinney as people seek sense of community might be community bands and/or community choruses or drop-in jam sessions.

Missing Program Areas

There are a number of programming areas that are not found in McKinney, but are present in the benchmarked communities, particularly those that are larger and/or growing rapidly. These program areas include but are not limited to the following:

- Environmental Education and Nature Programming; difficult to maintain that "Unique by Nature" position without these.
- Therapeutic Recreation programs and services for special populations in regards to making special accommodations or adapting activities to make them inclusive of all participants.

Programming: Process and Practice Priorities

There are several changes or additions to processes and practices associated with programming that do not require the specific allocation of resources, but should become a priority for review and implementation.

Those areas included within this category are recommended in the following order:

- Determining Levels of Service: Developing a mechanism for identifying and determining various levels of service is a starting point for creating an overall programming framework.
- Developing a comprehensive plan for meeting the physical activity/fitness needs and preferences as identified by residents; would include various program areas such as outdoor, family and program forms such as special events, and drop-ins.
- Identifying Target Markets: Most public departments and other community service providers do an outstanding job of serving youth, especially those up until the pre-teen years, and senior citizens. Other target markets should be identified and programs planned and offered especially for pre-teens, teens, and the newly emerging group of older adults who are not or do not consider themselves senior citizens.
- Identifying and Addressing the Needs of Under-served Groups of Residents: One of the assets of this community is the number of facilities and services offered by churches and private clubs. Attention should be paid to determining those groups of residents who are not served by church and private clubs and providing

opportunities for these residents particularly in the areas of youth development and health and fitness.

- Resource Optimization: It is not realistic or appropriate for one department to undertake all programs and services. The various categories previously cited within this list should be subject to the exploration of alternatives for providing or promoting these services.

Program Areas and Forms

There are two programming areas that are not specifically a part of the offerings of the PROS Department: outdoor/environmental education and therapeutic recreation.

There are several ways to address these deficiencies. The therapeutic recreation area could initially be addressed with joint programming with nearby communities such as Frisco and Allen. As McKinney grows so will the number of individuals with special needs and McKinney can consider hiring its own therapeutic recreation specialist to fulfill programming in this area.

The second area with need for greater programming is outdoor/environmental education. This program area is likely best served at least initially by collaborative offerings with other providers particularly state and regional park systems as well as other non-profit providers, particularly the Heard Natural Science Museum and Wildlife Sanctuary. In the event that an environmental education center or space is eventually developed or designated, the range of these programs could well be expanded which fits well with the image of McKinney; the interest indicated by residents; and the trends towards such interests.

Both of these areas, special needs individuals and natural areas and environmental offerings are especially conducive to 'friends' groups' who can be organized to provide both funding and volunteer support for these endeavors.

The three most common forms of recreation program offerings are teams or leagues, classes, and special events. Programming forms while often taken for granted actually address varying needs and preferences of participants and their involvement or participation can be based upon the form a program or activity takes. Teams or leagues require a more long standing commitment from participants and volunteers and often take on a more competitive focus. Classes are often limited in both focus and number of participants involved and can also require a commitment of 6 to 10 sessions. Special events are less frequent, attract larger numbers of participants, and facilitate the interactions of various groups of people.

Time is an increasingly more precious resource for people either as participants or parents of children participating in various program forms. Consideration should be given to providing other forms of programs that require a lesser investments of time. Examples could include special events for some sport and physical activities and additional drop-in options for both youth and adults. Parents, a secondary target market for youth sports, are not all able to make the commitment required of formal youth league

involvement. Money is now more critical related to expenditures for leisure activities as well. Special events and drop-in programs often result in a reduced time and financial commitment.

The introduction of workshop or clinics are becoming popular due to the reduced time requirements, costs, and the timely manner in which residents can be exposed to such desirable outcomes as physical recreation and lifetime recreational skills. A greater emphasis upon recreational sports and drop-in physical activities programs could address that largely invisible population of preteens and teens who are not involved in organized team sport activities.

Classes have traditionally been a staple of recreation programming. Classes should be subject to the level of service recommendations and those classes that target developmental or leisure educational outcomes should be provided by qualified recreation staff. Many of the other classes are provided by independent contractors with various areas of specialization and consideration may be given to a rental arrangement by these specialists rather than the more traditional contractor relationship.

Marketing: Positioning and Target Marketing

While PROS is doing a good job of communicating with residents via the new brochure as evidenced by the survey responses, there are additional ways in which the Department can improve its marketing practices. The particular marketing tasks being recommended in this instance are market positioning and target marketing.

The recently identified market position, *"Unique by Nature"*, fits nicely with the overall position being used for the community of McKinney and meshes with the preferences identified by residents in surveys and focus groups. Question #13 of the resident survey demonstrates that "having fun"; "improving health and fitness"; and "enjoying the outdoors" are *the highest rated outcomes.* So the market position as well as all aspects of PROS including staff training, program development, and of course, all communication vehicles should reflect and repeat the newly adopted market position and the important outcomes to residents.

There are four different forms of target marketing being recommended for PROS: activity targets, under-served target markets, secondary markets, and specialization within markets.

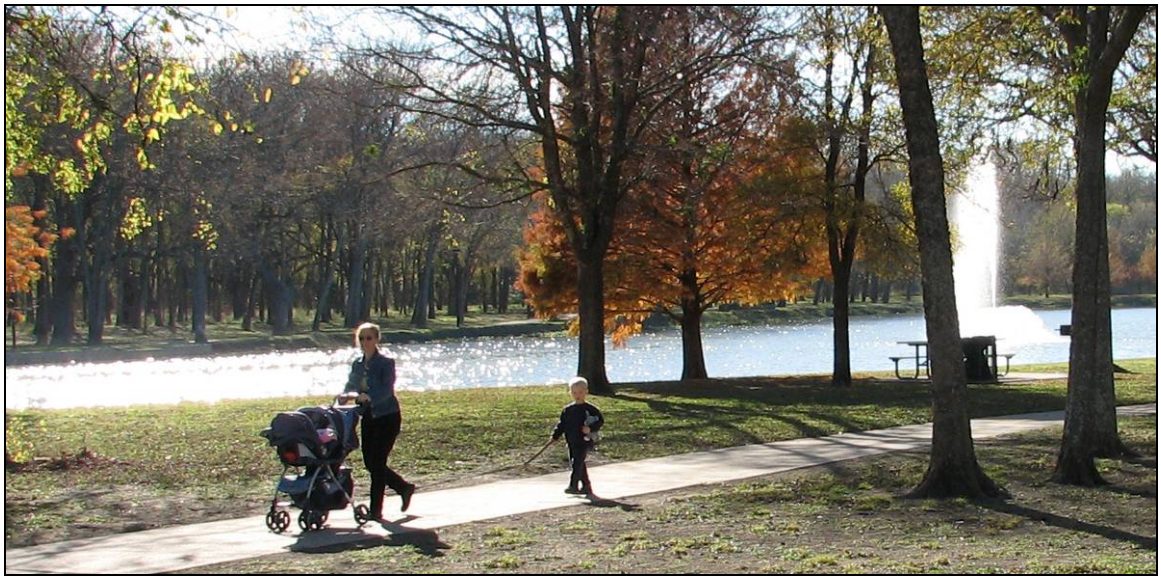
Activity targets, as identified in the survey of residents, include youth sports, trails, walking (indoors and out-of-doors) as well as family-oriented activities. Indoor swimming as an activity preference stands alone as being an important activity. See the program recommendations (page 7-7) for ways in which programs can be added or modified to address these activity target markets.

The under-served target market may include various groups of residents. There are likely groups of residents who due to lack of involvement or membership in facilities and clubs are not being served effectively. The same may be true for residents who do not have

easy access to programs and services. Access can involve lack of money, inability of parents to provide extensive support, and transportation issues.

Secondary markets are generally parents of youth in the community but can also include other organizations most particularly school districts. Either or both of these groups may have unmet needs such as before and after school care; summer tutoring, and others.

Specialization within markets is an aspect of marketing that is on the increase due to the user conflicts associated with varying preferences. One such example is 'outdoor recreation' which may be defined as communing with nature, primitive camping, bird watching, family hikes, mountain biking, and even paintball. The variations in definitions are based upon the perception and preferences of varying specialized target market groups. This is similar to the varying uses and expressed preferences for trails between and among walkers, joggers, bikers, and strollers.



Recreation Facilities

Indoor Recreational Facilities Development

Recommendations for the development of Indoor Recreational Facilities are as follows:

1. Construct a regional multigenerational facility that addresses the community recreation needs and perhaps the School District's as well. This would allow multiple programming to occur for the interests of the entire family.

2. Following construction of a new regional center, convert the Community Center into a meeting venue with added kitchen and outdoor plazas to accommodate a variety of meeting needs of McKinney.

3. Modify Old Settler's Recreation Center to be responsive to programming sought by the neighborhood. Modify visitor flow with a control desk to afford more security to the Center.

4. Develop four regional multigenerational centers placed strategically in the four quadrants of the city in order to provide convenient access (15-20 minute maximum) from any part of the city. Reference program for proposed amenities of centers.

5. Implement a variety of aquatic experiences for all ages as recommended in the Aquatics Master Plan currently being developed. Indoor aquatic facilities may include indoor swimming pools and a natatorium.

Outdoor Recreational Facilities Development

Recommendations for the development of Outdoor Recreational Facilities are as follows:

1. Continue to develop Hike and Bike Trails.

2. Develop outdoor Leisure Aquatics.

3. Provide outdoor recreation facilities as part of the development of new parks and the expansion / improvement of existing Community and Neighborhood Parks.

Recommendations per key Outdoor Recreational Facility follows:

Hike and Bike Trails

Hike and Bike Trails were one of the highest desired elements in the citizen Attitude Survey: The Overall Importance for City to Provide or expand Walking on trails and expand Jogging on trails received an approval rate of 8:1 and 6.6:1 respectively. Also, 81% agreed with the statement: Develop major trails in each sector of the city.

Reasons for extending McKinney's Trails Master Plan:

- Provides alternate travel arteries from one location to another during much of the year when the weather is favorable.
- Creates a very visible recreational element that contributes to the perceived quality of life in the City.
- Trails are heavily used by all age groups.
- Trails are relatively easy to maintain, as opposed to many other types of recreation facilities.

The target goal for the length of hike and bike trails in McKinney as per Chapter 6 of this Master Plan is established at 1 mile per 2,500 residents. This may appear to be a very high goal to achieve. However with trails consistently being the number one need for residents in most cities in the country, it is well in line with many cities in the DFW metroplex that have adopted the similar standards in the last few years.

The existing trail network's momentum of success is ideal for the extension of the existing trails network to become a cohesive, City-wide web that serves all citizens. Now is the time for City of McKinney to extend the cross-city trail network that further links parks, schools, natural landscapes, historic sites and other facilities.

Outdoor Leisure Aquatics

The recommendation is to implement a variety of aquatic experiences for all ages as recommended in the Aquatics Master Plan currently being developed. Outdoor aquatic facilities may include swimming pools, water parks and splash pads / spraygrounds / water spray park.

As per the Attitude Survey, the Overall Importance for the City to Provide or Expand Swimming received an approval rate of 5.9:1.

Water spray parks follow a trend in many cities as is the case in McKinney, whereby the excitement of water is provided in a safe and clean environment. The principle is spray nozzles, drop buckets, and other features that either regularly or intermittently (for a sense of surprise) spray and/or drop water on children excited with expectation. Important factors to consider for the selection and preparation of an appropriate site are accessibility and visibility, and wind, leaves, or other material that can possibly clog the drain system. The attractive aspect of water spray parks is that such facilities provide interest and excitement on a relatively small scale in a contained environment and can easily be added as a component of an existing park. In order to save water, the City should consider systems that re-circulate and treat water when constructing new water spray parks.

Outdoor Recreation Facilities

It is recommended that outdoor facilities be provided as part of the development of new parks and the expansion/improvement of existing parks within the City. Considering both the demand and standard-based needs, the basic list of needs for the most important additional facilities over the next 5 years, per facility category is as follows:

Competitive Diamonds

- Five (5) lighted diamonds with mounds
- One (1) unlit T-Ball field

Rectangular Fields

- Five (5) additional lighted rectangular field
- Two (2) football fields

Multipurpose Fields

- Twenty (20) small-sided multipurpose fields or five (5) additional regulation fields.

Other Athletic Facilities

- Fourteen (14) basketball courts
  The City typically provides basketball courts at most neighborhood parks. The value of basketball courts allows for neighborhood kids to practice their skills on their own time. Where desired at community parks, provide a number of full basketball courts in close proximity to enable recreational competition.
- Four (4) tennis courts
  Other than the need for single tennis courts by some communities, the ideal is to clump a number of tennis courts together to encourage recreational and even league competition. In fact, outdoor tennis courts are often most successful in a multiple court tennis center, which may feature restrooms, a concession area and pro shop. Funding is already allocated towards the development of tennis courts in the City.
- Three (3) sand volleyball courts
  For many young people in some communities, volleyball is an opportunity to "see and be seen". This requires volleyball courts to be implemented in highly visible places as well as clumping them together.

Non-Athletic Facilities

- Forty-two (42) playgrounds
  According to the Attitude Survey, the Overall Importance for City to Provide or expand Playgrounds received an approval rate of 8:1.

  Playgrounds are a necessity in all neighborhood and community parks. In fact, without a playground a community park does not fulfill the true purpose of a community park nor does it serve as a *de facto* neighborhood park. PROS has done well to provide good quality playground units in all new neighborhood parks.

- Two (2) skateboard parks
  It was once said: "if you do not provide a skateboard park, your city will be a skateboard park." Skateboard parks have gained popularity with many communities in recent years. Recreational opportunities need to be provided to

skateboarders who are typically not part of an organized sports group, yet are an important component of recreational users. Skateboard parks need to be located in a high use, pedestrian area where public surveillance is part of the safety, as well as of the enjoyment. Many skateboarders are of a demographic that does not drive or own vehicles. They have a need for skateboard parks to be easily accessible, e.g. adjacent to a public transportation node, hike and bike trail with good visibility or next to a middle school or high school. Spectators are as much a part of this park as the skateboarding itself, so provision should be made to accommodate viewers. A benefit of providing a skateboard park is the potential to reduce the unsafe use of public streets.

It is recommended to construct one skateboard park first, research and analyze its success, before a second skate park be constructed.

- Two (2) dog parks
  The purpose of dog parks is mainly twofold: running opportunities and dog socializing (even owner socializing). Depending on what is allowed or not, dog parks need to be of a certain size to allow the turf to recover from wear and tear, as well as to absorb animal waste not picked up by owners. Water stations and waste dispenser/ disposal stations, plus shade for dogs and their owners are features that are important to the overall success of the park. Dog parks also usually contain double entry/exit gates, separated by an intervening "vestibule", to prevent the accidental, occasional wayward pet. Fenced areas are commonly zoned for big dogs and small dogs. Location must be well considered in terms of potential noise, odor and traffic, including the need for parking.

  Similar to skateboard parks, it is recommended to construct one dog park first, research and analyze its success, before a second dog park be constructed.

Support Facilities

- Forty-two (42) pavilions with supporting picnic facilities
  As per the Attitude Survey, the Overall Importance for City to Provide or expand Family picnic received an approval rate of 7.8:1. The Overall Importance for City to Provide or expand Event picnic / reunion pavilions received an approval rate of 4.5:1.

- Pavilions and other shade shelters with picnic tables are frequently used and requested by the citizens. Picnic facilities serve many and diverse age groups. They are key to recreational use during the warm seasons of the year and larger facilities may generate rental revenues for the City. Pavilions must be designed to allow for airflow through the roof by means of a multi-tiered roof structure.

- Two (2) environmental learning centers
  The Heard Natural Science Museum and Wildlife Sanctuary already fulfills an important role as a place for learning about the environment. However in support

of the City of McKinney's branding, *"Unique by Nature"*, the City will hugely benefit from a city-run facility that teaches the community about various aspects of nature conservation and sustainability. A few ideas to consider include:

- McKinney residents show in their responses in the Attitude Survey an overwhelming support for parks, preserving natural areas and open space, and maintaining a rural character in McKinney. Moreover, there is a strong affinity between the purpose of an environmental learning center and the strong support for parks and nature areas/ open space. With the natural resources of McKinney as its focus, this facility could highlight ecological services as a function of the environment including topography, vegetation, hydrology and the use of water as a drinking source. Other topics of interest may include topography, wildlife and habitat protection. The value of an Environmental Learning Center, as independently recommended by the award winning Erwin Park Master Plan, is to provide an understanding of natural resources as a way of valuing parks and natural areas in order to successfully conserve these elements in the City. More so, the potential to convey a unique and enduring message has immeasurable value to future generations.

- Two (2) outdoor amphitheaters
  A typical outdoor performance facility may include:
  - An elevated performance stage at least 20' x 25' or larger in size;
  - Adequate electrical service of a minimum of 200 amps, or larger service;
  - Shaded spectator seating;
  - Close proximity to adequate restrooms and parking;
  - Water and electrical service for temporary utilities for entertainers vehicle connection;
  - Provision for stage lighting and sound;
  - Concession vendor accommodations;
  - Locate centrally with easy access, especially by alternative means of transportation, including trails and a future light rail facility.

Parks, Open Space and Trails

Land Acquisition

From the public input process, it is clear that the citizens of McKinney demand more parks and parkland. The Attitude Survey revealed the following: 87% agreed that it is important to acquire land for future park and open space development and 79% agreed that it is important to increase the amount of public open space.

The Participants at the public meeting perceived *preserving open space and natural environment* as a high priority role for PROS to maintain those elements that make McKinney a special place to live. As a development strategy for the City, the participants preferred that the City purchase more natural areas for preservation and open space for activity use.

In short the culmination of the public input supports the City branding: "Unique by Nature". In the telephone survey, student survey, Public Meeting, and Focus Group meetings, preserving open space and the natural environment rated as one of the highest priorities for the community. In addition to expanding the quantity of open space and preserving open space, the citizens place great importance on the sustainability of the community and on the balanced growth of urban development to preserve environmentally sensitive areas and to keep more of McKinney visibly green.

With opportunities decreasing and costs increasing, **there is a finite time to acquire adequate acreage that will meet the requirements for parks in the next 10 to 20 years and at build-out conditions.** The need to acquire parkland as shown in this Parks, Recreation and Open Space Master Plan recognizes and strongly recommends that a concerted, targeted and expedited effort be made toward this end.

Acquisition of land should be focused on the provision of neighborhood parks, community parks, linear parks, special purpose parks, and the protection of habitat, cultural landscapes and open space.

Creative ideas for land acquisition:
Direct purchasing, parkland dedication, the establishment of recreation and/or parkland easements, the involvement of Conservation Trusts (www.texaslandtrusts.org), purchasing of Development Rights (which means the purchasing of the right to develop from a property owner, with the sole intent of never developing the land but to place it in a conservation easement forever), and the Transfer of Development Rights (which means that environmentally desirable land be traded for city owned land in areas where development is acceptable and even desirable.)

Desirable locations for parkland to be acquired are shown on the Existing & Proposed Community & Neighborhood Parks (see page 7-19a). The following describes the recommended acquisition of parkland per park type.

Land for Neighborhood Parks

About thirty-five (35) new neighborhood parks are recommended for the entire City at build-out conditions. At a size of 10 to 20 acres per park, this constitutes an average of 525 acres to be acquired over the next 10 to 15 years and beyond. This will bring the City well into the target standard of 775 acres or 2 acres per 1,000 population at build-out population of 387,500.

- The **Existing and Proposed Parks** maps indicate general geographic locations where future neighborhood parks may be provided.
- Target 10+ acre sites that are easily accessible and that have sufficient land that is useful for multi-purpose ball field development.
- Continue the practice of park dedication by developers as new communities are built.
- Consider acquisition of land for neighborhood parks in conjunction with the school district's needs in order to ensure the development of parks and schools adjacent to each other.
- Where possible, acquire land for neighborhood parks close to creeks, in order to provide a trail connection along the creek to other parks and amenities.

Land for Community Parks

Ten (10) additional community parks are recommended for McKinney at build-out conditions. At a size of 40 to 100 acres, this constitutes 400 to 1,000 acres to be acquired over the next 10 to 15 years and beyond. This will bring the City closer to the target standard of 2,325 acres or 6 acres per 1,000 population at build-out population of 387,500.

- The **Existing and Proposed Parks** maps indicate general geographic locations where future community parks may be provided.
- Target land that provides for the practical implementation of ball fields and multi-purpose fields.
- With the need for athletic fields with support structures, active community parks are better suited outside floodplains.
- Due to its character and function passive community parks can very well include land within the floodplain.
- Acquire land large enough to accommodate future growth in the park.

*The **Existing and Proposed Community & Neighborhood Parks** maps on the next pages illustrate the distribution of existing and proposed Neighborhood and Community Parks.*

Open Space, Protected Areas and Rural Landscape

Natural habitat and nature areas ranked very high in importance for the citizens. As per the Attitude Survey, 91% said it is important to preserve environmentally sensitive areas such as natural creek corridors (highest level of agreement between all the stated objectives); and 80% agreed with the statements, acquire land to protect sites of cultural value in the area where you live and the overall importance for the City to provide for viewing of natural habitat / nature areas which received an approval rate of 4.2:1.

PARKS

Neighborhood Parks

01 A. Hardy Eubanks, Jr. Park
02 Ash Woods Park
03 Aviator Park
04 Carey Cox Memorial Park
05 Cottonwood Park
06 Dr. Charles B. McKissick Park
07 E. A. Randles Park
08 Falcon Creek Park
09 Fitzhugh Park
10 Hill Top Park
11 Horizon Park
12 Inspiration Park
13 Jim Ledbetter Park
14 John M. Whisenant Park
15 Mary Will Craig Park
16 Murphy Park
17 Rowlett Creek Park
18 Serenity Park
19 Timber Creek Park
20 Tom Allen Jr. Park
21 Valley Creek Park
22 W. B. Finney Park
23 Wattley Park
24 Winniford Park
25 Unnamed Parks

Community Parks (Active)

26 Al Ruschhaupt Soccer Complex Phase I & II
Alex Clark Disc Golf Course
27 Finch Park
28 Gabe Nesbitt Community Park
29 Old Settler's Park & Mouzon Ball Feilds
30 Towne Lake Recreation Area
Wilson Creek Softball Complex
Towne Lake Disc Golf

Community Parks (Passive)

31 Bonnie Wenk Park
32 Erwin Park

Special Purpose Parks

33 Central Park
34 Day Labor Plaza
35 Dr. Glen Mitchell Memorial Park
36 Dwayne Howell Meditation Garden
37 Ezra Lee (Tinker) Taylor Memorial Park
38 McKinney Soccer Complex at Craig Ranch
39 North Park
40 Oak Hollow Golf Course & Driving Range

Linear Parks

41 Wilson Creek Greenway
42 Trinity River Greenway

Open Space / Natural Areas

43 Cambridge Parkland

Recreation Facilities

44 McKinney Community Center & Nature Trail
45 Old Settler's Recreation & Aquatic Center
46 Senior Recreation Center & Pool
47 Juanita Maxfield Aquatic Center

PROPOSED PARKS

- Proposed Community Park
- Proposed Neighborhood Park
- Proposed Special Purpose Park

PRESERVATION

- High Priority Preservation
- Medium Priority Preservation
- Adjacent City Preservation

SCHOOLS

MISD HIGH SCHOOLS

01 McKinney High School
02 McKinney North High School
03 McKinney Boyd High School
04 Serenity High School

MISD MIDDLE SCHOOLS

05 Cockrill Middle School
06 Dowell Middle School
07 Evans Middle School
08 Faubion Middle School
09 Scoggins Middle School
10 Scott Johnson Middle School

MISD ELEMENTARY SCHOOLS

11 Baker Elementary
12 Bennett Elementary
13 Burks Elementary
14 Caldwell Elementary
15 Eddins Elementary
16 Elliott Elementary
17 Finch Elementary
18 Glen Oaks Elementary
19 Malvern Elementary
20 McGowan Elementary
21 McNeil Elementary
22 Minshew Elementary
23 Ogle Elementary
24 Press Elementary
25 Reuben Johnson Elementary
26 Slaughter Elementary
27 Valley Creek Elementary
28 Vega Elementary
29 Walker Elementary
30 Webb Elementary
31 Wilmeth Elementary
32 Wolford Elementary

OTHER EDUCATIONAL FACILITIES

33 ACT Academy
34 McKinney Learning Center
35 Collin County Community College
36 MISD Administration Building

METROPOLITAN REGIONAL OUTER LOOP (OPERATIONAL BY 2025)
TXU EASEMENT
MEYERS PARK & EVENT CENTER (COUNTY PARK)
ERWIN PARK
JIM LEDBETTER PARK
INSPIRATION PARK
OAK HOLLOW GOLF COURSE
NORTH PARK
JUANITA MAXFIELD AQUATIC CENTER
DR. CHARLES McKISSICK PARK
WILSON CREEK GREENWAY
CAREY COX MEMORIAL PARK
AVIATOR PARK
CAMBRIDGE PARKLAND
HORIZON PARK
FALCON CREEK PARK
BONNIE WENK PARK
MARY WILL CRAIG PARK
MURPHY PARK
WATTLEY PARK
CENTRAL PARK
TRINITY RIVER GREENWAY
OLD SETTLER'S PARK RECREATION & AQUATIC CENTER
OLD SETTLER'S PARK & MOUZON BALL FIELDS
DAY LABOR PLAZA
DR. GLENN MITCHELL MEMORIAL PARK
TOWNE LAKE RECREATION AREA
FINCH PARK
FITZHUGH PARK
AL RUSCHHAUPT SOCCER COMPLEX
SENIOR RECREATION CENTER
W.B. FINNEY PARK
A. HARDY EUBANKS JR. PARK
UNNAMED PARK
BLOOMDALE RD
WILMETH RD
UNIVERSITY DR
WHITE AVE
VIRGINIA PKWY
NORTHBROOK DR
WILSON CREEK PKWY
IRVING WATER LINE
CUSTER RD
RIDGE RD
LAKE FOREST DR
COMMUNITY AVE
REDBUD BLVD
HARDIN BLVD
SH 5 (McDONALD)
MELISSA
NEW HOPE
1N
2N
3N
75
121
380
5
McKINNEY

0 ½ 1 1½ 2 3
SCALE IN MILES

North

September 2, 2009

EXISTING & PROPOSED COMMUNITY & NEIGHBORHOOD PARKS

CITY OF McKINNEY, TEXAS

HALFF

McKINNEY TEXAS
Unique by nature.

PARKS

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31 Wilmeth Elementary
32 Wolford Elementary

OTHER EDUCATIONAL FACILITIES

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35 Collin County Community College
36 MISD Administration Building

0 ½ 1 1½ 2 3
SCALE IN MILES

South

September 2, 2009

EXISTING & PROPOSED COMMUNITY & NEIGHBORHOOD PARKS

CITY OF McKINNEY, TEXAS

HALFF

McKINNEY TEXAS
Unique by nature.

Areas that have habitat value and warrant habitat protection typically include creeks, floodplains, creek corridors, wooded areas, areas of topographic change and promontory sites with views. Open space also includes cultural landscapes which are either landscapes with historic value or managed as farmland.

The East Fork of the Trinity River, Wilson Creek, Honey Creek, Rowlett Creek and all of their tributaries provide unique natural beauty and memorable recreation for the citizens of McKinney. The aesthetic and recreational value of natural water features available to the public is immeasurable. The protection of both riparian vegetation and habitat is essential to water quality and wildlife diversity and ultimately, to all citizens of McKinney. (See Appendix)

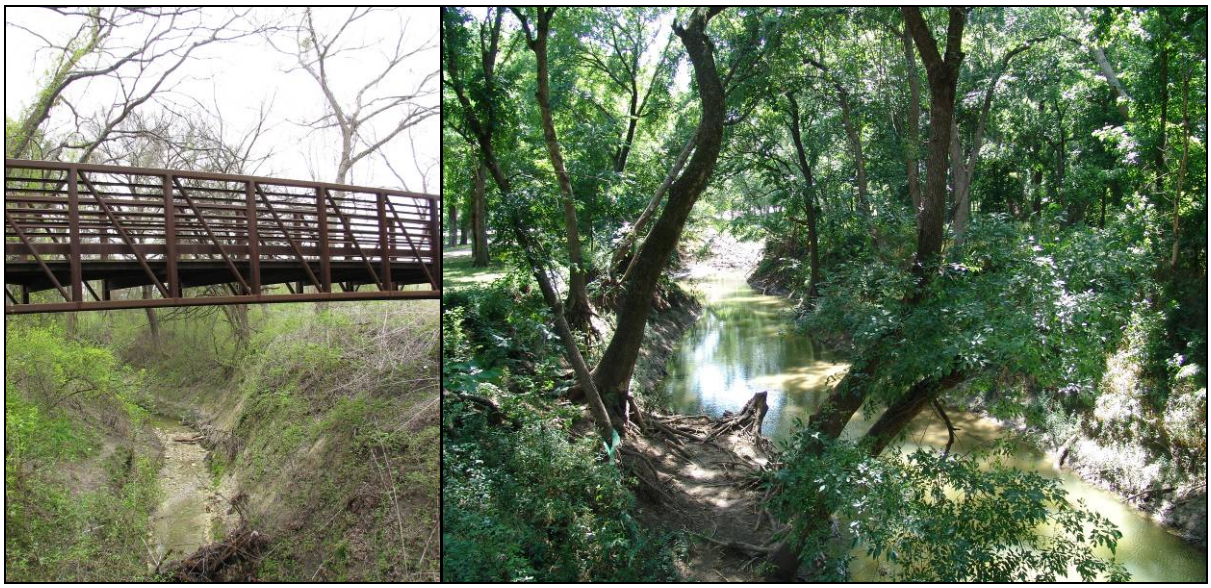
The City of McKinney 2004 Comprehensive Plan includes a Preservation Plan that defines land that "possesses, to varying degrees, environmental, cultural, and/or visual assets worthy of acquisition and preservation." The plan continues by stating: "These high priority areas should be preserved through parkland dedication or easements, preserving the open space and providing public access." The 2009 Parks, Recreation and Open Space Master Plan is in full support of this vision and regards the Preservation Plan as a foundation for the protection of open space and natural areas in McKinney. Excluding Lake Lavon water surface area and existing parks, the Preservation Plan constitutes about 11,500 acres of land.

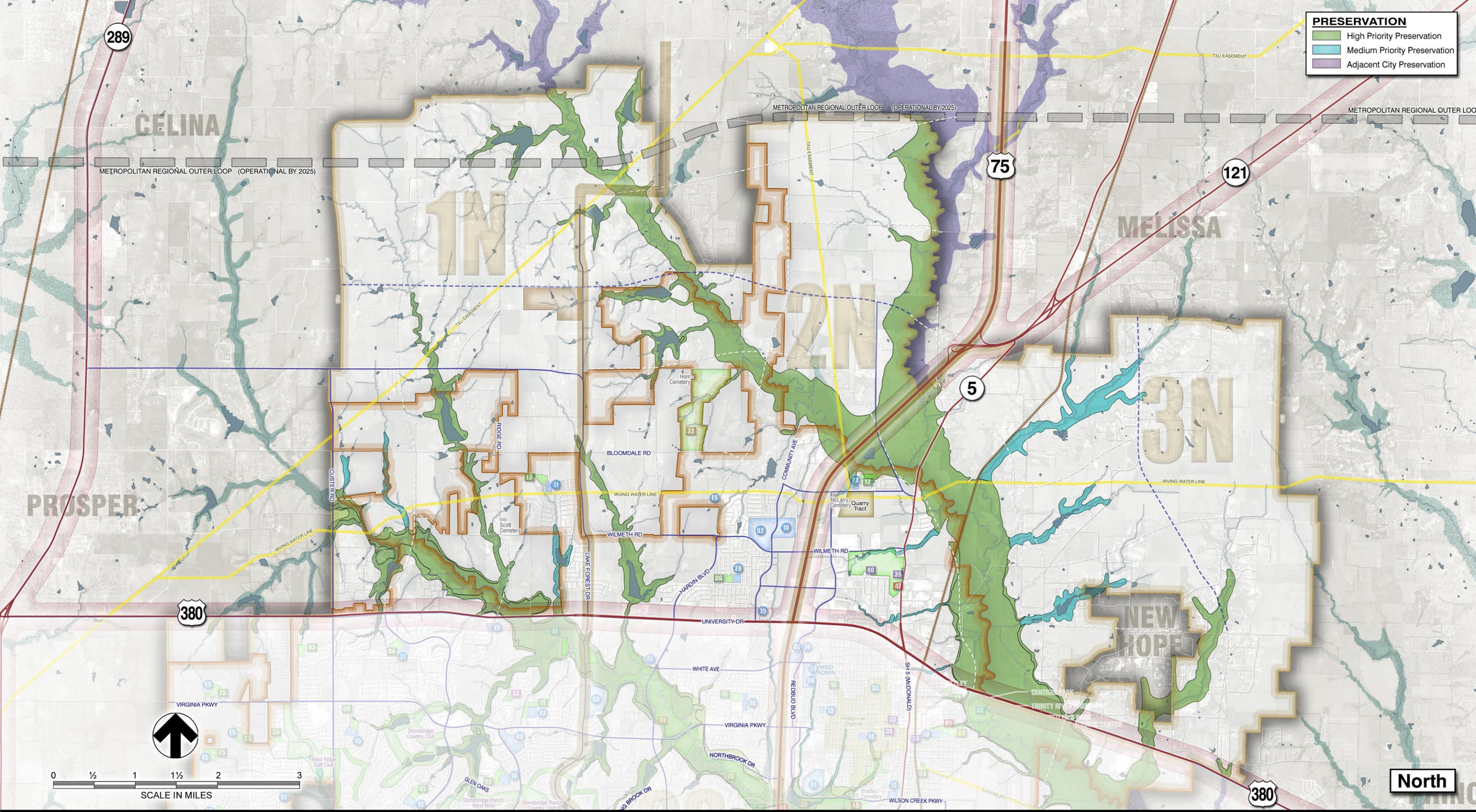
Other opportunities for open space land dedication include the following:

- Creek corridors that include a buffer area beyond the 100-year floodline depending on unique site features.
- Secondary tributary streams or swales that can create linkage "fingers" to adjacent neighborhoods by means of trail connections.
- Land identified as possessing natural and cultural importance including wetlands and their buffers; moderate and steep slopes; groundwater resources and their recharge areas; woodlands; Heritage farmland; significant wildlife habitat; historic and archaeological features, and scenic viewsheds.

In addition, the area between the confluence of the Trinity River (East Fork) and Wilson Creek, southeast of the Collin County airport, is unique in that it constitutes a "peninsula" of sort, almost entirely surrounded by floodplain. Not to be acquired in its entirety as park land, it is suggested that an overlay district be established whereby the area be treated as a Protection Area, with special development guidelines including Conservation Development and Dark Skies protection. This will bear well for the proposed Peninsula Regional Park proposed in this Master Plan.

The **Preservation Plan** on the next page illustrates the areas to be acquired for preservation as per the 2004 City of McKinney Comprehensive Plan.





September 2, 2009

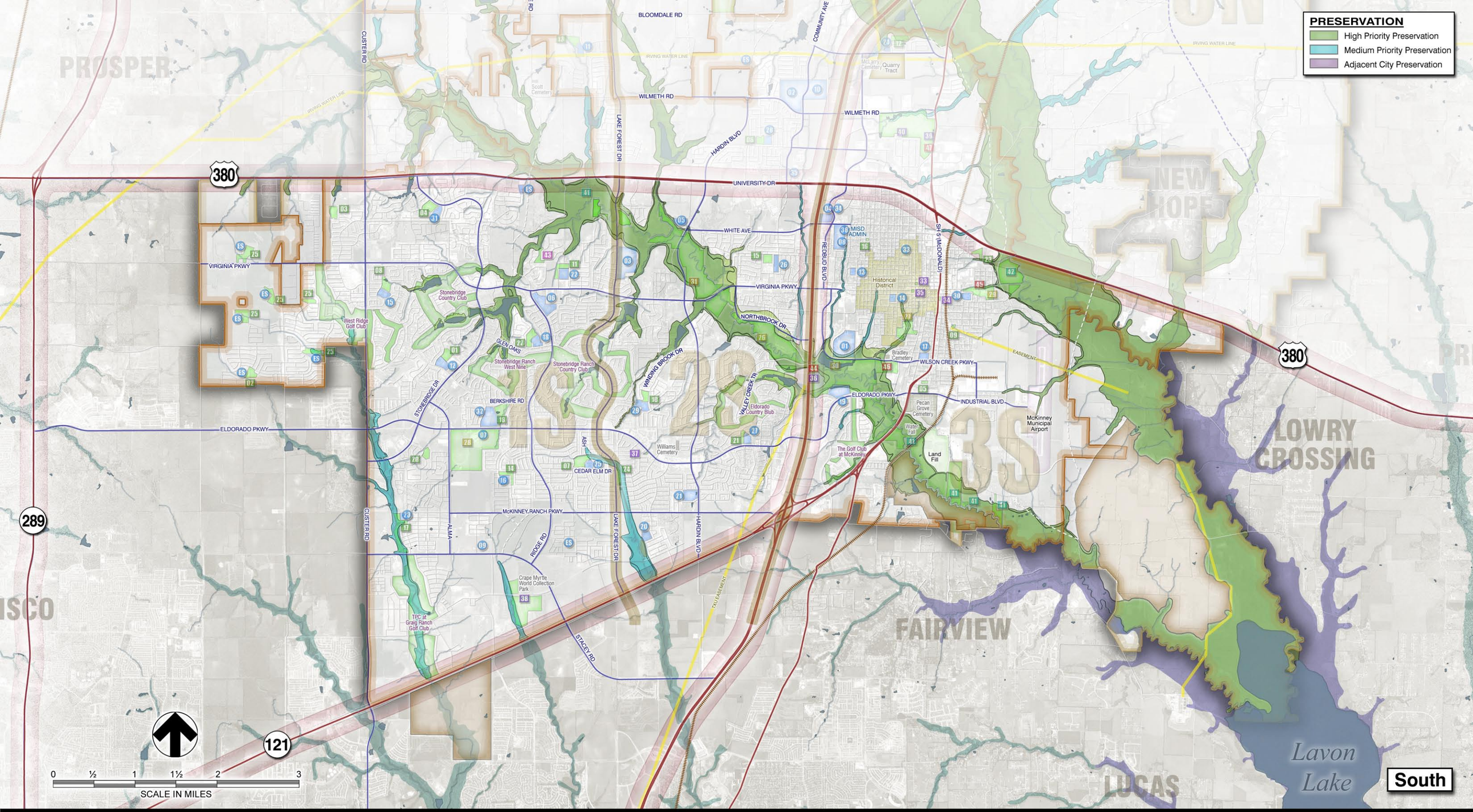
PRESERVATION PLAN

CITY OF McKINNEY, TEXAS

As per City of McKinney
adopted
2004 Comprehensive Plan

HALFF

McKINNEY TEXAS
Unique by nature.



September 2, 2009

PRESERVATION PLAN

CITY OF McKINNEY, TEXAS

As per City of McKinney
adopted
2004 Comprehensive Plan

HALFF

McKINNEY TEXAS
Unique by nature.

Land for Special Purpose Parks/Use

The size of one individual Special Purpose Park may vary depending on the specific need and function. Its establishment is based on as and when the need arises. At present, five types of special purpose parks are recommended at the following areas:

- **City portals**
  The City's plan to develop four city portals to announce McKinney and their locations are largely based on the natural quality of the land in terms of topography, hydrology (floodplains) and habitat (vegetation). These areas reinforce the City's brand, *"Unique by Nature"*, by celebrating McKinney's natural character and quality.

  The Parks, Recreation and Open Space Master Plan recommends an additional portal along the City's most northern edge along both sides of the future Metropolitan Regional Outer Loop, where it will serve as an introduction and reminder to motorists that McKinney is *"Unique by Nature"*. One of the main features of this proposed portal is a lake which has the length of about half a mile. From the lake the portal stretches to the east and southeast to include Honey Creek and its tributary.

- **Trail heads**
  Acquire about 14 areas for seven trail heads between 1 and 3 acres in size to accommodate parking, informational signage and trail gateways.

- **Community Gardens**
  With the current world-wide economic recession, there is renewed interest in the establishment of community gardens in local communities. This current movement, which is even likened to the famed "Victory Gardens" of World War II, encourages people to take control of their economic situation by producing their own fruit and vegetables. The additional motivation for community gardens is that it not only promotes healthy intake of food, but also leads to physical and mental health through the activity of gardening which also encourages social interaction between people. A city can only be seen as responsible when taking this movement seriously and providing both land and educational opportunities for the establishment and use of community gardens available to everyone in the community.

  Identify land appropriate for Community Gardens, either in existing parks or in future park sites. Considerations for appropriate land include:
  - Quality of soil
  - Access to water and irrigation

  Should floodplain areas be considered for Community Gardens, be cognizant of issues including: potential soil erosion and damage to existing tree cover. Acquire 20 acres of land for Community Gardens across the City.

- **Parks alongside cemeteries**
  Cemeteries in any city have huge value in providing communities with a connection to the past. Cemeteries are often beautiful tree covered open space areas that are unique destinations in themselves. However, a cemetery without the protection of surrounding parkland often loses its context and landscape reference with the result that its value as a destination of cultural, historical and educational value diminishes. Acquire parkland adjacent to cemeteries whether in city or private ownership.

- **Habitat protection**
  The confluence of the East Fork of the Trinity River and Wilson Creek is located in the upper reaches of Lake Lavon. Acquire parkland on this beautiful peninsular area. The value of this area lies in its ecological quality that provides opportunities for education, camping experiences and habitat protection. A joint city inter-jurisdictional effort with the support and collaborations of the Trinity Water Board will go far with Collin County and Texas Parks and Wildlife to secure funding for land acquisition to make this park possible.

Land for Linear Parks

Linear Parks are typically located adjacent to a linear landscape feature such as a creek and/or utility easement. If land is to be required for a trail only, the following guideline will be helpful to determine the need for land acquisition: A trail surface width of 12 feet within a 15 feet wide bicycle and pedestrian easement constitutes 1.8 acres per mile. In some instances, additional land to allow a wider corridor should be acquired..

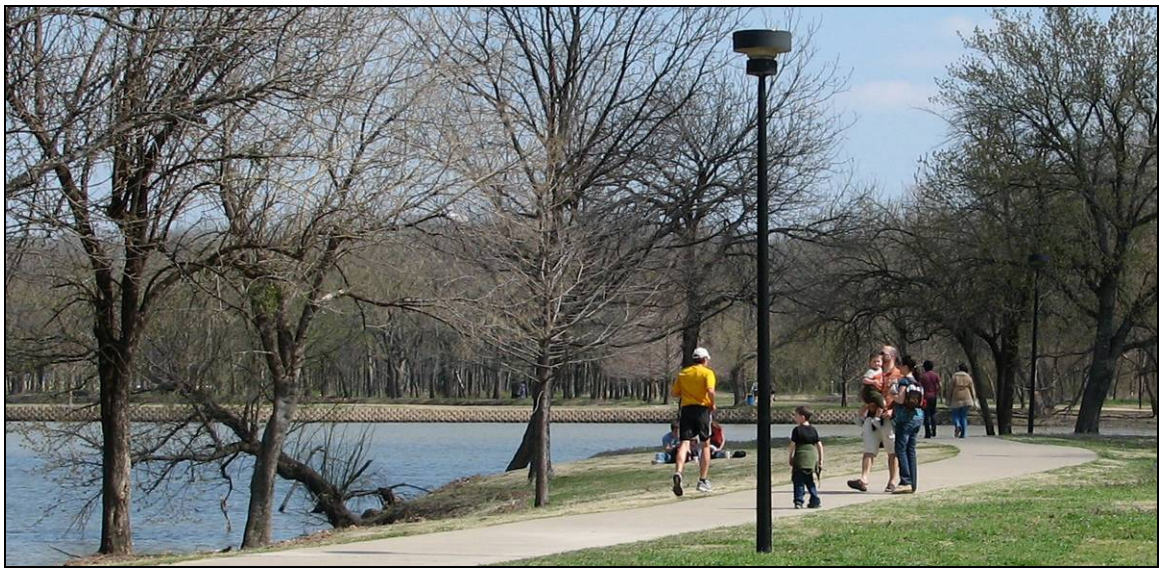
Land and Easements for Trail Development

Trails are part of all parks and add connectivity to the parks system as a whole. McKinney residents are overwhelmingly devotees of trail usage. The current City trail system should be expanded. The City's Hike and Bike Trail Master Plan identifies future trails and trail connections with proposed trails that will enhance connectivity to parks, schools, neighborhoods as well as cultural landscapes and natural resources within the City. McKinney's trail network suggests connections to surrounding cities' trails as well.

Considerations with the Hike and Bike Trail Master Plan expansion include:

- Investments for trails provide a relatively high return (if not THE most) compared to other types of facility development.
- Creeks are dynamic and seldom stable. For that reason, trail alignments should be a fair distance away from the erosion hazard setback, so as to prevent endangerment of the trail investment when creeks change their flow paths during flood events. The erosion hazard setback is the distance defined as the depth of the creek channel (measured at the creek channel toe at normal flow to surface grade of the bank) times four plus fifteen feet. For a creek channel that is fifteen feet deep, the erosion hazard setback is 75 feet measured from the toe of the bank perpendicular to the creek channel.
- The establishment of trails adds tremendously to bringing awareness, enjoyment and stewardship of creek environments to the public.

*The **Parks, Open Space and Trails Plan** on the next pages illustrates the distribution of existing and future trails, including all existing parks.*



PARKS

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31 Bonnie Wenk Park
32 Erwin Park

Special Purpose Parks
33 Central Park
34 Day Labor Plaza
35 Dr. Glen Mitchell Memorial Park
36 Dwayne Howell Meditation Garden
37 Ezra Lee (Tinker) Taylor Memorial Park
38 McKinney Soccer Complex at Craig Ranch
39 North Park
40 Oak Hollow Golf Course & Driving Range

Linear Parks
41 Wilson Creek Greenway
42 Trinity River Greenway

Open Space / Natural Areas
43 Cambridge Parkland

Recreation Facilities
44 McKinney Community Center & Nature Trail
45 Old Settler's Recreation & Aquatic Center
46 Senior Recreation Center & Pool
47 Juanita Maxfield Aquatic Center

TRAIL LEGEND

- 2008 Trail Plan (approved)
- Proposed Equestrian Trail
- Adjacent City Trails
- Trail Undergrade Crossing
- Trail Bridge Crossing
- Trail Equestrian Bridge Crossing

PROPOSED PARKS

- Proposed Community Park
- Proposed Neighborhood Park
- Proposed Special Purpose Park

PRESERVATION

- High Priority Preservation
- Medium Priority Preservation
- Adjacent City Preservation

SCHOOLS

MISD HIGH SCHOOLS
01 McKinney High School
02 McKinney North High School
03 McKinney Boyd High School
04 Serenity High School

MISD MIDDLE SCHOOLS
05 Cockrill Middle School
06 Dowell Middle School
07 Evans Middle School
08 Faubion Middle School
09 Scoggins Middle School
10 Scott Johnson Middle School

MISD ELEMENTARY SCHOOLS
11 Baker Elementary
12 Bennett Elementary
13 Burks Elementary
14 Caldwell Elementary
15 Eddins Elementary
16 Elliott Elementary
17 Finch Elementary
18 Glen Oaks Elementary
19 Malvern Elementary
20 McGowan Elementary
21 McNeil Elementary
22 Minshew Elementary
23 Ogle Elementary
24 Press Elementary
25 Reuben Johnson Elementary
26 Slaughter Elementary
27 Valley Creek Elementary
28 Vega Elementary
29 Walker Elementary
30 Webb Elementary
31 Wilmeth Elementary
32 Wolford Elementary

OTHER EDUCATIONAL FACILITIES
33 ACT Academy
34 McKinney Learning Center
35 Collin County Community College
36 MISD Administration Building

REGIONAL OUTER LOOP (OPERATIONAL BY 2025)
METROPOLITAN REGIONAL OUTER LOOP (OPERATIONAL BY 2025)
MELISSA
NEW HOPE
PARKER
PORTAL
TXU EASEMENT
IRVING WATER LINE
MEYERS PARK & EVENT CENTER (COUNTY PARK)
ERWIN PARK
JIM LEDBETTER PARK
INSPIRATION PARK
OAK HOLLOW GOLF COURSE
NORTH PARK
JUANITA MAXFIELD AQUATIC CENTER
DR. CHARLES McKISSICK PARK
CENTRAL PARK
TRINITY RIVER GREENWAY
OLD SETTLER'S PARK RECREATION & AQUATIC CENTER
OLD SETTLER'S PARK & MOUZON BALL FIELDS
DAY LABOR PLAZA
DR. GLENN MITCHELL MEMORIAL PARK
SENIOR RECREATION CENTER
AVIATOR PARK
CAREY COX MEMORIAL PARK
WILSON CREEK GREENWAY
CAMBRIDGE PARKLAND
HORIZON PARK
FALCON CREEK PARK
BONNIE WENK PARK
MARY WILL CRAIG PARK
MURPHY PARK
WATTLEY PARK
FITZHUGH PARK
FINCH PARK
TOWNE LAKE RECREATION AREA
AL RUSCHHAUPT SOCCER COMPLEX
W.B. FINNEY PARK
A. HARDY EUBANKS JR. PARK
Scott Cemetery
Horn Cemetery
McGarity Cemetery
Quarry Tract
Historical District
Stonebridge Country Club
West Ridge Golf Club
Stonebridge Ranch Country Club
BLOOMDALE RD
WILMETH RD
UNIVERSITY DR
WHITE AVE
VIRGINIA PKWY
NORTHBROOK DR
WILSON CREEK PKWY
CUSTER RD
RIDGE RD
LAKE FOREST DR
HARDIN BLVD
COMMUNITY AVE
REDBUD BLVD
SH 5 (MCDONALD)
GLEN OAKS
McKINNEY
380
75
121
5
0 ½ 1 1½ 2 3
SCALE IN MILES
North

May 3, 2010

EXISTING & PROPOSED PARKS, OPEN SPACE & TRAILS

CITY OF McKINNEY, TEXAS

HALFF

McKINNEY TEXAS
Unique by nature.

PARKS

Neighborhood Parks

01 A. Hardy Eubanks, Jr. Park
02 Ash Woods Park
03 Aviator Park
04 Carey Cox Memorial Park
05 Cottonwood Park
06 Dr. Charles B. McKissick Park
07 E. A. Randles Park
08 Falcon Creek Park
09 Fitzhugh Park
10 Hill Top Park
11 Horizon Park
12 Inspiration Park
13 Jim Ledbetter Park
14 John M. Whisenant Park
15 Mary Will Craig Park
16 Murphy Park
17 Rowlett Creek Park
18 Serenity Park
19 Timber Creek Park
20 Tom Allen Jr. Park
21 Valley Creek Park
22 W. B. Finney Park
23 Wattley Park
24 Winniford Park
25 Unnamed Parks

Community Parks (Active)

26 Al Ruschhaupt Soccer Complex Phase I & II
Alex Clark Disc Golf Course
27 Finch Park
28 Gabe Nesbitt Community Park
29 Old Settler's Park & Mouzon Ball Feilds
30 Towne Lake Recreation Area
Wilson Creek Softball Complex
Towne Lake Disc Golf

Community Parks (Passive)

31 Bonnie Wenk Park
32 Erwin Park

Special Purpose Parks

33 Central Park
34 Day Labor Plaza
35 Dr. Glen Mitchell Memorial Park
36 Dwayne Howell Meditation Garden
37 Ezra Lee (Tinker) Taylor Memorial Park
38 McKinney Soccer Complex at Craig Ranch
39 North Park
40 Oak Hollow Golf Course & Driving Range

Linear Parks

41 Wilson Creek Greenway
42 Trinity River Greenway

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22 Minshew Elementary
23 Ogle Elementary
24 Press Elementary
25 Reuben Johnson Elementary
26 Slaughter Elementary
27 Valley Creek Elementary
28 Vega Elementary
29 Walker Elementary
30 Webb Elementary
31 Wilmeth Elementary
32 Wolford Elementary

OTHER EDUCATIONAL FACILITIES

33 ACT Academy
34 McKinney Learning Center
35 Collin County Community College
36 MISD Administration Building

0 ½ 1 1½ 2 3
SCALE IN MILES

May 3, 2010

EXISTING & PROPOSED PARKS, OPEN SPACE & TRAILS

CITY OF McKINNEY, TEXAS

HALFF

McKINNEY TEXAS
Unique by nature.

Park and Trail Development

The following section describes general, as well as specific, recommendations for park development in the City of McKinney.

General Recommendations for Park Development

Key design points that should guide the design of every existing or new park in the City are recommended as follows:

- A design concept for each neighborhood park, incorporating children's play areas, offering solar refuge with shade trees/ structures, walkways, hike and bike trails, areas for open play, multi-use play areas, picnic facilities and a park pavilion with a multi-tiered roof.
- Each park should truly celebrate the history and culture of City of McKinney by incorporating historical plaques and features that allude to the neighborhoods around the park or the circumstances that caused the park to be created.
- Every park should include features for a wide variety of park users and levels of activity. Parks should be multi-faceted, without being over-programmed and over-filled with elements. Natural and unprogrammed areas play a huge role in providing "breathing space" in a park and should be encouraged.
- Parks should incorporate art and should be an example of the sophistication of the City of McKinney of today and tomorrow.
- Include all the basic facilities that make up a high impact (active) Community Park with specific reference to the programmed recreation facilities as identified in the needs assessment.
- Consider low impact (passive) Community Parks as an opportunity to provide additional opportunities for passive recreation whereby the natural components of McKinney's parks system can be enjoyed by everyone in the community.
- The size of one individual Special Purpose Park may vary depending on the specific need and function.
- Linear Parks are ideal for hike and bike trails, as these parks may be associated with creeks, rail or utility corridors, they provide connectivity to many destination points.
- Within nature areas and open spaces, provide low key facilities with generally passive uses.
- Work with owners of cemeteries to provide park facilities such as trails to connect with these valuable cultural resources.
- Enroll in the Audubon Cooperative Sanctuary Program (ACSP), to encourage environmental stewardship at the Oak Hollow Golf Course.
- A single loaded road adjacent to all parks is advised in order to protect open space for purposes of informal surveillance and prevent crime in areas that may pose danger for park and open space users. The suggested requirement of single loaded roads along all parks, creeks, and open space is 75% minimum of the boundary between new development and the adjacent park, creek and open space.
- A transparent, wrought iron metal fence between all residential lots and parks and/or open space should be constructed where a single loaded road is not possible.

- Shade should be incorporated into many features of every park. Playgrounds should be covered where feasible, and several shaded picnic tables should be included in every park, no matter how small the park.
- All pavilion structures should consist of a multi-tiered, permeable, or other type of roofing system to ensure adequate ventilation and to prevent heated air from being trapped under the roof.
- Implement storm water bio-swales to allow for temporary retention of storm water in order to allow for infiltration and bio-filtration of run-off water before the excess water leaves the site.
- Continuous community input should be welcomed and included in the design of every park in the City.
- Provide park lights and time clocks supported by photocells as an energy saving measure.

Parks are about green open spaces and trees. A planting strategy should include:

- Continue to place preference on the application of drought tolerant landscaping and native plantings including native trees, wildflowers and native grasses.
- Parks should continue to be developed and upgraded in order to reduce maintenance. Automatic irrigation systems attuned to plants with low water requirements should continue to be a key component of McKinney parks as should simple features that make these parks easy to maintain. As a water saving tool, the ideal is that no irrigation be provided at all; however, even native plants require irrigation for a period of at least two years to ensure effective establishment. When opted for, hand watering with gator bags should be done consistently and in ample quantities.

Use of Native and Adapted Plants

The use of native and adapted plants is a proven tool to save water and reduce maintenance. Adapted to the local environmental conditions including climate and soil, these plants tolerate extreme temperatures and rainfall events very well, while often requiring no fertilizer or pesticides at all. This makes native plants extremely sustainable.

From a "sense of place" and an aesthetic point of view, one of the best ways for any community to express its regional uniqueness and for McKinney to be true to its motto: *"Unique by Nature"*, is to use plants native to the area. It is, after all, the natural surroundings, including native plants that determine the unique and special quality of a place. Recognized by many this has lead to the increased use of shade trees that are native to a specific area.

Curiously, few know and apply the use of small native trees – often because of a lack of knowledge and often because it is not readily available in the commercial nurseries. It is recommended that the City of McKinney makes a commitment to encourage the use of Texas small trees, including - but not limited to - Eve's necklace (*Sophora affinis*), Indigobush (*Amorpha fruticosa*), Mexican Buckeye (*Ungnadia speciosa*), Mexican Plum trees (*Prunus mexicana*), Possumhaw trees (*Ilex decidua*), and Texas Red Bud (*Cercis Canadensis var. Texensis*).

For this reason it is recommended that McKinney be careful so as not to overuse the same species of plants in its public spaces. While Crape Myrtle is a practical, drought tolerant small tree with attractive characteristics, the planting of additional Crape Myrtles should be limited so that the existing Crape Myrtles in the City remain special and iconic. Clusters of one plant species increase their risk for disease, which can lead to the loss of large areas of landscaping when that particular plant is attacked by pests and diseases.

For purposes of retaining and maintaining its unique North Central Texas character, it is recommended that the City continues to make a concerted effort to promote the use of native and adapted plants including trees, shrubs and grasses for both public and private use.

Sustainable Park Facility Development

It is recommended that the City consider the achievement of sustainability to the same level as LEED certification for all future park facilities. Leadership in Energy and Environmental Design, LEED, is a national rating system for the design, construction and operation of buildings and their sites. The system evaluates performance in five areas: sustainable site development, water conservation, energy efficiency, materials selection and indoor environmental quality.

Aspects that lend positive, measurable results include: on-site storm water management and permeable paving to prevent increased run-off; native plantings to reduce erosion, water consumption and irrigation dependency; organic maintenance programs to reduce chemicals and pesticides that infiltrate ground water and city utility and treatment systems; photocell systems for lighting to reduce energy costs; selection of sustainable materials (recycled and rapidly renewable resources) to use resources to maximum effect. Such results not only produce benefits for the environment, but for the owner and users as well.

The Sustainable Sites Initiative (SSI) currently under development by the Lady Bird Johnson Wildflower Center, American Society of Landscape Architects, American Botanic Garden and the United States Green Building Council aims to provide a rating system for landscape development that does not necessarily include building. With good foresight, McKinney has identified a 17-acre site to serve as a Sustainable Sites pilot study that will follow the SSI recommendations. The City is encouraged to stay part of the process and to find ways to apply these very sound principles with all future park development.

Specific Recommendations for Park and Trail Development

Neighborhood Parks

General planning and design approach for neighborhood parks:

- Prepare a design concept for each undeveloped neighborhood park that incorporates children's play areas offering solar refuge with shade trees/structures, walkways, hike and bike trails, areas for open play, multi-use play areas, picnic facilities, and a park pavilion.
- Continue to include the participation of neighborhood citizens in the design process.
- Provide good pedestrian access to all parks including signage and a wide, welcoming gateway.
- Continue to develop parks adjacent to existing and future schools with easy access from the school grounds. Not only will this add to the quality of life for the community, but also funding is more likely available through collaborative action.
- Place preference on the application of native plantings including native trees, wildflowers and native grasses.

Community Parks

General planning and design approach for community parks:

- Develop and implement a concept plan for each parcel of land acquired for the purpose of a Community Park.
- Include all the basic facilities that make up a Community Park with specific reference to the recreation facilities as identified in the needs assessment.
- In addition to the recreation facilities which are typical of a Community Park, incorporate children's play areas covered with shade structures, walkways, hike and bike trails, areas for non-athletic, leisure "free play", multi-use play areas, picnic facilities, and a park pavilion.
- Provide support facilities such as restrooms, parking, etc.
- Provide signage and a uniquely designed gateway.
- Place preference on the application of native plantings including native trees, wildflowers and native grasses.

Community parks, as the name implies, support communities. They are important for providing all the features that would be expected to find in a neighborhood park, plus a number and variety of playing fields that support competition and league play. Due to their large size and the variety of activities they support, community parks are major investments in the parks, recreation and open space system.

Special Purpose Parks

The following describes recommendations for the development of special purpose parks:

- Habitat protection

In addition to acquiring the land at the upper reaches of Lake Lavon as a measure to protect habitat, develop facilities that encourage nature study, bird watching, nature walks, day and limited overnight camping with restrooms and structures for environmental education including meeting and lecture space.

- Community Gardens
  Develop Community Gardens with all the required support facilities and amenities including but not limited to: storage facilities, green houses for cultivating seedlings, cleaning facilities, irrigation, meeting facilities, etc.

- Trail heads/gateways
  Trail head/gateways are features which not only provide identity, but also may serve as places for useful directional and informational signage, drinking fountains and waste receptacles, as well as restrooms at major trailheads, especially in high use community parks. Trail heads often include parking.

- Cemetery associated parkland
  For parkland acquired adjacent to cemeteries, provide facilities that are compatible with these destinations. Facilities may include pavilions, benches and walking trails. Children play areas may be provided without interfering with the purpose and intent of the cemetery as a place of quiet reflection. Informational and educational signage may refer to the history of the particular cemetery as well as grave sites of important cultural and historical value where applicable.

Linear Parks

Linear parks are characterized by their linear nature that makes them ideal for the implementation of hike and bike trails, which in essence become the "spine" of each particular park. Linear parks may be associated with creeks, railway or utility corridors, and are ideal to create connections between different destination points. Whereas trail development typically includes amenities like trail heads, rest stops, overlooks, benches and light fixtures, linear parks may include additional amenities and facilities e.g. picnic pavilions, playgrounds, basketball, and volleyball courts.

Natural Areas / Cultural Landscapes / Open Space Preserves

Collaborate with Collin County, Texas Parks and Wildlife, and Texas Land Trust to preserve areas of natural, cultural and open space value. General development guidelines include providing low key facilities with generally passive uses within these earmarked areas. With cognizance of the ecological and cultural sensitivity of these areas, design and implement vehicular and pedestrian gateways, a network of hard and soft surface trails, trail heads, pedestrian bridges across the creeks, and interpretational and educational signage pertaining to the value of native plants, cultural landscapes and the benefits of natural parkland, creeks, and drainage ways.

Golf Course

It is recommended to establish and enroll the City-owned golf course as part of the Audubon Cooperative Sanctuary Program (ACSP). This program has the aim to establish environmental stewardship at golf courses. Encourage the owners of private golf courses to do the same.

By their very nature, golf courses provide significant open spaces and opportunities to provide needed wildlife habitat in increasingly urbanized communities across North America. At the same time, golf courses are called to address environmental concerns related to the potential and actual impacts of water consumption and chemical use on local water sources, wildlife species, and native habitats. The ACSP for Golf Courses seeks to address golf's environmental concerns while maximizing golf course opportunities to provide open space benefits. This highly-regarded education and assistance program promotes participation in comprehensive environmental management, enhancement and protection of existing wildlife habitats, and recognition for those who are engaged in environmentally-responsible projects.
Reference: http://www.audubonintemational.org/programs/acss/golf.htm

Develop an organic program of maintenance at the City-owned golf course in response to similarly developed organic programs throughout the parks system in McKinney. Encourage the owners of private golf courses to do the same.

Additional Considerations for Park Development

Wayfinding Program

The City of McKinney should adopt a name branding system of parks signs. Such identifiable features will add to a sense of place that is unmistakably McKinney. As new parks are developed and existing ones renovated, it is important to include park signage for each park. Specific considerations include:

- Develop a branding concept for the City's signage, to be applied consistently at all the existing and future parks; a well-conceived and designed signage theme will add to the unique identity and character of the City of McKinney.
- Based on the branding concept, develop and install identification, informational, interpretative, and directional signage at all City parks.
- Install additional directional signage throughout the City.
- Provide funding to adequately support the design and maintenance of signage.

Annual Tree Planting Program

Tree plantings should be done citywide on an annual basis to ensure the longevity of established, mature shade trees. This strategy goes beyond what is planned for the individual park development; rather, it is an adjunct program which is designed to invest in the value of the parks with young trees that balance the loss of mature trees to natural disaster, disease and age. By providing an annual tree planting program, the parks' futures are ensured with what will in their own time become mature shade trees for the enjoyment of future generations.

Park Improvements

The following City-wide key improvements to existing parks are recommended during the next 10-year period.

Park Renovation

Park renovation is an investment in the value of parks, and is important in providing amenities that are safe and reflect current interests and needs. Renovation should be done in a proactive manner so that parks are renovated and renewed before they become obsolete.

Specific considerations include:

- Ensure that all improvements meet ADA (American Disabilities Act) requirements.
- Increase shade in all parks by planting additional trees where practical.
- For additional landscape improvements, place preference on the application of native plantings including trees, wildflowers and grasses.
- Provide shade structures at the children's play areas where feasible.
- Provide adequate funding.

Park Maintenance

It is recommended that PROS continues to play an active role in implementing a holistic and sustainable plant management program throughout the parks and grounds. Continue to implement appropriate practices to promote a healthy soil, micro-fauna and root system of all plants. An example includes organic maintenance through ample compost applications. Emphasize native and naturalized plants that are better adapted to the City of McKinney and North Central Texas region.

Wi-Fi Access

Wi-Fi is short for *wireless fidelity*, which allows the user to connect to the Internet without the need for hard-wire cabling. Wi-Fi-enabled computers use radio technologies to send and receive data within the range of a base station or *hotspot*, which is a connection point for a WiFi network.

Access to the Internet in parks is popular in many cities. Consider providing Wi-Fi access in Community Parks.

Art in Public Places including Parks

Art has a tremendous potential to add additional layers of meaning to the landscape and to encourage contemplation as a manner of passive recreation. It is recommended that the City of McKinney explores and develops a policy to include environmental and outdoor art in parks and open space. Specific actions include:

1. Pursue a "Percentage for Art Program", where a portion of the funding for all public projects is dedicated to outdoor art.
2. Fund every major park construction project for art. At a minimum, fund at least one installation every 2 to 3 years.
3. Place art at prominent locations, and pursue joint placements with other entities such as local schools.
4. Develop an "Art in the Parks" Master Plan for the entire City and in each park.
5. Involve the McKinney Arts Commission and the Parks, Recreation and Open Space Advisory Board in the master plan process.

Park – McKinney, TX

Bellevue Downtown Park - Seattle, WA

The Colony, TX

Operations and Maintenance

In order to ensure future effectiveness and efficiency of the City's parks operations and maintenance programs, the following is recommended for consideration as and when the need arises:

- Continue funding for an **operations center** to professionally manage all parks, athletic fields, municipal grounds, and medians.
- Continue funding **new signage in accordance with standardization of all park name signage**.
- Continue the practice to **standardize informational signage** in all parks (i.e., park operation hours, lease ordinance, rental information, no motorized vehicles, etc.).
- **Continue to manage athletic fields** for safety of participants and to maximize utilization of athletic field resources.
- The City should invest in **automated athletic field lighting** for athletic facilities to maximize utilization of athletic field resources; such lighting should as far as possible be on timers and on photocell.
- The City should adopt a policy of **minimal interference or maintenance of natural areas** and open space. The goal should be to preserve these areas in their natural state for which a public awareness campaign should be developed.

Parks Operations and Maintenance Facility

A Parks, Recreation and Open Space maintenance facility should ideally include the following:

- EPA approved storage facilities for Chemicals and Pesticides
- Above ground fuel storage and fueling station
- Small engines service area and parts storage
- Irrigation parts storage
- Wash rack for cleaning mowing equipment
- Office space for supervisory staff
- Break room and restrooms for department staff
- Parking for staff vehicles and City vehicles
- Storage for seasonal items such as Christmas Decorations, Banners, etc.
- Covered storage for all motorized equipment
- Storage bins for bulk storage of soil amendments
- Greenhouse for propagation and holding of bedding materials

Other parks operations and maintenance issues include:

- The City should continue to develop a plan to implement native plant material with low water requirement in all landscape situations where possible.
- The City should implement an annual tree planting program in all parks to provide for additional shade, to phase the cost for these trees, and to ensure healthy grouping of old and young trees together.

- The City should weigh the cost benefits of establishing a tree farm versus purchasing trees for the propagation of trees native to North Central Texas. These trees are adapted to the local climate and soil conditions and will result in superior tree cover, shade, and drought tolerance.
- The City should implement a practice of producing compost whereby tree and plant clippings are chipped and mulched for re-use as compost on all City property. The purpose is to implement an integrated and organic maintenance approach for the entire City that minimizes reliance on chemicals and pesticides.
- Although the City already has an automated irrigation system, it should study the benefit of investing in a City wide irrigation system that is a computerized central control system radio linked for the efficient management of irrigation.

City Policy

Through comprehensive public participation, it is the goal of this Parks Master Plan to fully support and help implement the City's branding: ***"Unique by Nature"***. Throughout the planning process and consulting with the residents of McKinney, it was clear that PROS has the responsibility and full support by the community to help realize the City's branding effort by acquiring and protecting natural habitats, cultural landscapes and open space; the acquisition of adequate parkland; development of additional trail connections; and the provision of recreation facilities which relate well to their context. The following describes essential policies that the City of McKinney requires to make this Vision of *"Unique by Nature"* a reality. It should be noted however, that many of the policy suggestions, require the support, even leadership of other City departments to ensure their effectiveness and successful implementation.

Policy Issues include:

- Floodplain protection
- Parkland dedication
- Cultural and natural landscapes protection
- Overlay districts

Floodplain Protection

As described in the Needs Assessment (Chapter 6), protection of the floodplain is a critical necessity for McKinney. In order to fully protect and preserve the floodplain, three important steps must be taken:

1. Support the Engineering Department's storm water management efforts and Office of Environmental Sustainability Clean Water Act compliance efforts as they examine implications of the prohibition of land reclamation within the floodplain.
2. Acquire floodplain land for public use or otherwise ensure its protection and acquire access easements for linear trails.
3. Acquire land *outside* or adjacent to the floodplain so that high-intensity facilities can be built without negatively impacting the floodplain.

This recommendation must be addressed through reasoned engineering concerns through the City's storm water ordinance as well as parallel support in an updated tree ordinance. The primary theory is that the City has the responsibility to manage storm water and by all floodplain being in the public domain there is much better opportunity for the entire storm drainage system to be managed effectively. Additionally as it relates to McKinney's tree canopy, the floodplain areas are the source of the City's only significant tree canopy. Not only are these trees important from a habitat and recreation point of view, they also serve as effective mitigation of the City's carbon footprint.

Parkland Dedication

The extent of existing development combined with the pace of current and proposed development in the City of McKinney will lead to inadequate parkland acreage if a

concerted, targeted and expedited effort is not made to acquire additional parkland. With land continually being slated for residential and other development, **time is critical now to acquire adequate acreage that will meet the requirements for parks, recreation and open space in the next 10 to 20 years** even if acreage is left undeveloped for a number of years.

It is recommended that the Conveyance of Land Requirements component of the Subdivision Ordinace be revised to include the following considerations:

Basic Principles

- Require all land and site features as identified in the Preservation Plan to be set aside and ensure their protection and maintenance by the property owners or through the involvement of a variety of Conservation Trusts in Texas that have as their aim the conservation of open space (see www.texaslandtrusts.org).
- Provide unimpeded public access to these identified and protected site features through a combination of trails, single loaded roads, and dedicated easements.
- Open space, parks and recreational areas required by the park dedication ordinance should NOT be restricted to the private use and enjoyment of the citizens of the particular development or subdivision.
- Drainage easements should NOT be accepted as land dedicated for parks but should be made available for park and trail use where needed.
- Utility easements should NOT be accepted as land dedicated for parks but should be made available for park and trail use where needed.
- In addition to the requirement that each park must have ready access to a public street, it should be required that single loaded roads be established between a subdivision or part thereof and the land set aside for parkland and/or open space protected areas.
- Review and update Conveyance of Land Requirements in terms of Dwelling Units and Non-Residential Development to be in line with the standard used in the industry. A few examples follow:

City of McKinney Conveyance of Land Requirements (Parkland Dedication):

Existing

1. The Conveyance of Land Requirements:
    a. 1 acre / 50 DU for single family, duplex-residential and multifamily development.
    b. Credit for conveyance of floodplains: Three acres of floodplain equal one acre of non-floodplain land. Floodplain not to exceed 20% of parkland dedication.
2. Payment in lieu of land: Equal to the value of the property.
3. Park Improvement Fees: Non-existent in the City of McKinney

Revision

It is recommended to make the following modifications to the Conveyance of Land Requirements:

1. The Conveyance of Land Requirements:
    a. Increase the 1 acre / 50 DU for single family, duplex-residential and multifamily development to 1 acre/40 DU
    b. Do not accept the conveyance of floodplain for parkland dedication. When the conveyance of floodplain land is deemed by the City to be of greater value to the community, the City may accept floodplain lands with a required dedication ration of 15:1 (fifteen acres of floodplain must be conveyed for every one non-floodplain acre required).
2. Payment in lieu of land: $2,000 / DU.

New

1. Add a Park Improvement Fee of $1,400 for both single and multi-family dwelling units.

Table 7. 1 Proposed Revisions of Conveyance of Land Requirements		
	Existing	**Proposed Revision/New**
Conveyance of Land	1 acre / 50 DU*	1 acre/40 DU
	3:1 credit for floodplain conveyance**	Floodplain land not accepted (15:1 credit for floodplain conveyance as an option only when deemed desirable by the City)
Payment in lieu of land	Equal to value of property	$2,000 / DU
Park Improvement Fee	None	$1,400 / DU***

* For single family, duplex-residential and multifamily development
** Existing ordinance: Three acres of floodplain equal one acre of non-floodplain land. Floodplain not to exceed 20% of park land dedication.
*** For both single and multi-family dwelling units

Comparison with other cities:

When comparing the various Parkland Dedication Ordinance items as well as funding sources for parks and recreation in cities adjacent to McKinney, the following is revealed:

Table 7. 2 Summary Comparison		
	City of Allen	**City of Frisco**
Parkland dedication	1 acre for 100 DU	1 acre for 50 DU; In lieu fee: $1,561 D/U
Park improvement fee	$645 per residential unit	None
Floodplain dedication	All deeded to city with no need to purchase	At city's discretion; Reduced value compared to out of floodplain property

City of Allen

Parkland Dedication Ordinance

- *Parkland Dedication* – 1 acre for 100 du in straight zoning; 1 acre per 75 du in PD's.
- *Park Improvement Fee* – $645 per residential unit (SF, MF, TH, Retirement living).
- *Floodplain Dedication* – All floodplain is deeded to the City of Allen through the development process without the need for the City to purchase the floodplain; on rare occasions and only if it's a PD, are alternatives entertained.

Funding

- *Percentage of Allen Community Development Corporation funding provided to the PARD* – At least 90% until 2008 when the overwhelming funding went to Allen's Events Center ($52m in future debt).
- *Bond support received by PARD for construction projects* – $22m in 1999; $16m in 2006.
- *Funding of hike and bike trail construction* – Creekside developers construct all trails/bridges associated with their developments as identified on the master plan; also, streetside trails can be required of developers if identified on the master plan.
- *Funding of median landscaping construction* – Engineering through roadway funds, fees, etc.

City of Frisco

Parkland Dedication Ordinance

- *Parkland Dedication* – Frisco requires 1 acre of parkland to be dedicated per 50 dwelling units, either single-family or multi-family residential; or a fee of $1,561.00 per dwelling unit. Frisco also have the ability to do a combination of either of these two options, depending on the development and circumstances.
- *Park Improvement Fee* – No park improvement fee that is associated with either residential or non-residential property development. However, Parks are required to be improved by the Developer: 1) Grading and clearance of unwanted vegetation, structures or improvements; 2) Installation of storm drainage and stream erosion controls; 3) Establishment of turf and planting of trees; 4) Installation of perimeter streets and street lights: and 5) Provision of water and sewer to the site. Additionally, Frisco provides the option of allowing the developer to construct at his expense additional park improvements which must be approved through a Development Agreement.
- *Floodplain Dedication* – Frisco can accept floodplain for dedication, but do so only if it is in their benefit; Frisco also don't typically accept floodplain property at the same value as non-floodplain property. In certain cases the subdivision ordinance does require the dedication of the 100 year floodplain and Erosion Hazard Setback to the City or the HOA along all designated Major Creeks. Floodplain reclamation can take place, although Frisco does have a creek ordinance that provides certain guidance in these situations.

Funding

- *Percentage of Frisco Community Development Corporation funding provided to the PARD* – The degree of 4B funding varies from year to year and has since its inception in 1994. The first five years of the fund, all of its revenues were used for the acquisition and development of park related projects. Since that time, investment from the FCDC has included the sale of bonds as well as use of annual sales tax dollars. In FY'09, approximately $4,000,000 were expended for a community park development project. This constitutes about 45% of the total sales tax collected during that time.

- *Bond support received by PARD for construction projects* – Frisco received a great deal of public support for various park and facility development over the past ten years.
    a. In 2002
        i. Senior Center – Phase II for $2,000,000 with 76.44% support
        ii. Parks and Trails - $15,500,000 with 80.81% support
        iii. Recreation and Aquatic Center (FAC) - $20,000,000 with 74.44% support
    b. In 2006
        i. Senior Center – Phase III for $2,500,000 with 67.95% support
        ii. Parks, Trails and Recreation facilities - $21,500,000 with 76.13% support
        iii. Grand Park (new regional park) Initial Development - $22,500,000 with 71.67% support
- *Funding of hike and bike trail construction* – Hike and bike trails are funded through Frisco's Park Development fund, which is made up of funding from grants, bond issues, and park dedication funding. This includes possible funding from the Community Development Corporation (1/2 cent sales tax). It is implemented through the direction of Frisco's park planning staff and guided through the implementation plan found in the Hike and Bike Trail Master Plan for the city. Frisco actively works with the development community to help fund sidewalk trails that are identified on the city's master plans. The city will pay for what the expanded cost would be for a typical sidewalk section, therefore reducing city cost as well as taking advantage of the developer's contractor pricing.
- *Funding of median landscaping construction* – Median landscaping and construction is handled in a number of different ways. It may be done as a part of the Engineering Department's capital project listing and then maintained by the Frisco Parks Services Division once in place. Frisco also receives funding from the General Fund each year to provide installation and construction of medians. This work is performed by the Frisco Parks Services Division which typically averages about 4-5 miles of landscape development for a priority of medians each year. The listings of projects are approved by the City Council each year. In addition, the median escrow fee is one linear foot/70 x $525 and is only charged on non-residential projects. If the developers do not construct the medians, then the Frisco Maintenance Division plants the trees and installs the irrigation.

Additional comparison of the Parkland Ordnances of other cities in the metroplex, reveals the following:

Figure 7.1
Parkland Dedication Ordinance Comparison

Parkland Dedication Comparison (Conveyance of Land Requirements):	
- Southlake:	1 acre / 40 DU
- Flower Mound:	1 acre / 25 DU
- City of Lancaster:	1 acre / 50 DU
- Grapevine:	1 acre / 50 DU
- City of Colleyville:	1 acre / 25 DU
Dwelling Unit Park Improvement Fee Comparison:	
- City of Colleyville:	$1,802 / DU
- Flower Mound:	$789 / DU
- City of Lancaster:	$1,400 / DU
- Grapevine:	$1,135 average per lot
- Southlake:	$1,200 fee per gross acre

As the Conveyance of Land Requirements Ordinance is being reviewed, consider adding a Park Improvement Fee for non-residential development (business, commercial and industrial enterprise). Recognizing that businesses benefit from beautiful and quality environments, many Texas cities implement a park improvement fee calculated per acre for non-residential development including business, commercial and industrial enterprise.

Cultural and Natural Landscape Protection

The conservation of open space and natural areas also makes economical sense. It has been proven that the value of property adjacent or close to open space often has a substantial premium over the value of property in the same vicinity but not identified with the open space. This is additional motivation for the acquisition of parkland and park dedication as a matter of principle and policy. Previous pages emphatically described the tremendous lack of parks and open space when compared with local and national standards.

The purpose of the protection of cultural and natural landscapes is to create a community-wide network of open space to allow for an interconnected network of community green spaces, while protecting the integrity and character of the very landscape that makes McKinney unique. Such cultural and natural landscapes are found in the agricultural history AND present, blackland prairie, bottom land forests, and creeks.

It is recommended that the City commits to the following:

- Recognize the “ecological services” provided by the natural landscape which include amongst others: damage prevention during flood events; erosion protection through well established and deep rooted prairie grasses; water purification through bio-filtration; air purification; carbon sinking and adding to the health and well-being of people.

- Preserve the community-wide network of protected open space as "linked landscapes";
- Revise the Prepare a Preservation Master Plan to ensure the adequate protection of natural habitat and cultural landscapes.

Overlay Districts

The very essence of an overlay district is to look at a particular area in a comprehensive manner in which recommended implementation measures are to be applied consistently with shared goals and objectives. Two types of Overlay Districts are recommended for the City:

Landscape Protection Overlay Districts

Such Overlay Districts aim to protect landscapes of cultural and/or natural value. Since McKinney is known for its beautiful landscapes, it behooves the City to find tools to protect these aesthetic and ecological assets, one of which is the establishment of Overlay Districts. Specific guidelines for such Overlay Districts may include:

1) Development setbacks from road edges
2) Protection of views and vistas
3) Dark Skies protection
4) General public access by foot and vehicle

Proposed Landscape Protection Overlay Districts for McKinney include:

- The Peninsula Protection Area at Lake Lavon between Wilson Creek and Trinity River (East Fork)
  Treated as a Protection Area, this proposed Overlay District may include special development guidelines including Conservation Development and Dark Skies protection by means of a stringent Lighting Ordinance. This will also bear well for the proposed Peninsula Regional Park proposed in this Master Plan.

- Farmland Overlay District
  Farmland is still ample in the northern parts of McKinney. The manner in which such Overlay Districts may be established could be through conservation easements (an example includes the Connemara Conservancy that manages a working farm in the City of Lancaster), and the purchasing of development rights which means that the right to develop is purchased from the land owner with the understanding that he/she may continue to use the land as was done before, without destroying the intend of its protection.

Roadway Overlay Districts

This type of Overlay District should address architectural and signage standards that aim to create a unique identity and character along a particular stretch of road. Three Road Overlay Districts are proposed for the City of McKinney:

Highway 75 Overlay District

The goal of this proposed Overlay District is to make McKinney stand out as a destination of distinction amongst the neighboring cities along Highway 75. Specific components of the overlay district may include the following:

1) The proposed Two Creeks Regional Park at the confluence of the Trinity River (East Fork) and Honey Creek which may serve as a gateway into the City from the north.
2) Trail access under Highway 75.
3) Celebrating the undulating topography along this road corridor.
4) Establishing views towards the surrounding landscape along Wilson Creek and the East Fork of the Trinity River.

Route 5

The goal of this proposed Overlay District is to make the road experience along Route 5 unique, especially since the road passes a number of significant destinations including: the creek landscape of Wilson Creek and the Trinity River (East Fork), historic Pecan Grove Cemetery, the Cotton Mill, downtown McKinney and the Grain Silos. As part of an attempt to maintain the small town charm and beauty of McKinney, the City Manager suggested that a land use and beautification master plan for Highway 5/H&TC Railroad corridor be prepared. According to the City Manager, the purpose will be to "enhance the attractiveness of this major gateway to the governmental and historical center of the community…".

Specific considerations along this overlay district may include:

1) Protecting views along Wilson Creek and Trinity River (East Fork)
2) Trail crossings

Rural Road Overlay Districts

A huge part of McKinney's charm lies in its rural and natural landscapes. The manner in which many experience such landscapes is by driving along rural roads. Measures to protect the aesthetic quality of rural roads may be similar as those established for Landscape Overlay Districts e.g.:

1) Development setbacks from road edges; and
2) Protection of views and vistas.

Chapter 8

Implementation

Introduction

The aim of the Parks, Recreation and Open Space Master Plan is to provide a "roadmap" to fulfill the vision for the City. This chapter prioritizes the recommendations and identifies potential sources of funding. Prioritization is based on information received from public input as well as from the needs assessment pertaining to facility and acreage standards shown in Chapter 6.

The criteria used to prioritize the park, recreation and other facilities needs in McKinney are as follows:

- Level of need based on citizen input (demand based need);
- Level of need based on standards assessments (standard based need); and
- Opportunities for recreation facilities and parks based on existing physical conditions in McKinney (resource based need) e.g. the natural and rural landscapes, the various creeks and rivers, the upper reaches of Lake Lavon, and the Historical Downtown.

High Priority Facility Needs

Prioritization of facility needs involves a process that weighs a number of factors. Particularly, such factors include current trends, regional trends, citizen input, PROS staff input, as well as Planning Team consultant input, all considered along with target standards. The citizen input, while offering direction and guidance, does not alone produce a resultant list of priorities. The citizen responses are tempered by

consideration of other factors that impact each facility choice. This process seeks to arrive at the best assessment of need and response for McKinney and its citizens taken as a whole. For this reason, it is important to understand that the survey results tables do not directly correlate with the overall, citywide ranked priorities.

A summary of key facility and programming needs in McKinney are as follows:

Overall Parks, Recreation and Open Space Priorities

Overarching Priority

Acquiring land to:

1. Preserve Open Space, Natural areas and Cultural Landscapes
2. Develop Future Parks and Recreation Facilities

Outdoor Facilities/Programs

1. Hike and Bike Trails
2. Outdoor Leisure Aquatics
3. Provide outdoor recreation facilities as part of the development of new parks and the expansion/improvement of existing parks

Indoor Facilities/Programs

1. Regional multigenerational recreation/aquatic facility
2. Develop three additional regional multigenerational centers
3. Conversion of Community Center into a meeting venue
4. Modify visitor flow at Old Settler's Recreation Center

Overall Programming and Marketing Priorities

Program Processes and Practices

- Level of Service Identification
- Comprehensive Program Plan
- Target Market Refinement
- Needs of the Under-served Residents
- Resource Optimization

Program Areas and Forms

- Therapeutic Recreation
- Outdoor/Environmental Education
- Less Structured Sport and Physical Activity Opportunities
- More Special Events, Workshops, and Drop-ins
- Restructuring of Classes as Program Form

Marketing: Target Markets

- Identify and address the needs of target markets on the basis of activity preferences
- Identify and address the needs of the under-served target markets
- Incorporate both secondary markets and specialization markets into the program planning and delivery system

2009-2019 Action Plan

Recommendations and Implementation of the Parks, Recreation and Open Space Master Plan

The Parks, Recreation and Open Space Master Plan prioritizes the findings of the Needs Assessment and recommends a series of actions to improve and expand McKinney's parks, recreation and open space system. For parks, these recommendations address the development of land already acquired and dedicated for parks, additional land for new parks and general improvements to existing parks. For facilities, these recommendations address both the dry side components of recreation centers as well as the leisure and wellness aquatic needs of the community.

The recommendations should be implemented or initiated over the general life of this master plan, which covers the next 5 to 10 years. However, the master plan also includes other longer range recommendations.

An implementation strategy is recommended to address the City's key recreation needs over the next five years and longer. These actions include many of the high

priority facility needs listed above. Recommendations are ranked in one of the three categories listed below.

- **Short Term Implementation** - List of top priority items to be completed or initiated over the next five years.
- **Medium Term Implementation** - List of recommendations to be completed in five to ten years.
- **Longer-Range Implementation** - List of recommendations to be initiated in ten or more years.

Action Plan - The Action Plan (see **Table 8.1: Action Plan: Years 2009-2020**) recommends the basic actions and tasks required in order for McKinney to reach the target goals for the Parks, Recreation and Open Space system as set in Chapter 6. The Action Plan also reflects the actions as recommended in Chapter 7. It maps out the immediate tasks at hand, together with the costs attached. Based on the implementation strategy, the short and medium term implementation actions are shown as the Action Plan below.

Table 8.1: Action Plan Years 2009 – 2019 and Beyond to 2035 *on the next page summarizes the basic actions and tasks required over the next 10 years and beyond in order for McKinney to reach the most critical of the target goals as established in the Parks, Recreation and Open Space Master Plan.*

The listing of the implementation actions are categorized as follows:
1. Land Acquisition
2. Park Development and Improvement/Renovation
3. Development of Recreational and Maintenance Facilities
4. Future Studies

Consider the following when reviewing the Action Plan:

- **Order of Sequence** – The sequence is based directly on the recommended importance and need for each action. However, some actions may involve fund-raising or requirements that are more complicated, and may take longer to occur. In that case, other actions may be easier to accomplish sooner, but should not diminish the need for the higher priority actions.
- **Funding possibilities** - The Action Plan includes current assumed levels of funding from the ongoing Capital Improvement Projects. The sale of certificates of obligation may generate additional funds. The Action Plan is a guide, but may vary as specific needs or opportunities within the City occur. Other potential funding sources are noted, but are not secured. Rather, they should be considered as possibilities for further pursuit.

Table 8.1
Action Plan Years 2009 - 2019 and beyond to 2035
City of McKinney Park, Recreation and Open Space Master Plan

Priority	Action	Additional Acreage	Facility Type	Estimated Cost for Preferred Improvement Level (2009 Dollars)	Main Source of Funding	PROS-assumed Cost	Additional and Other Potential Funding Sources	Other City Department/ Institution involvement
High Priority - Parks								
	1-5 years Action Plan							
	Land Acquisition							
1-5 years	**Neighborhood Parks** - Acquire about 100 acres for 10 future neighborhood parks @ 10 - 20 acres per park (~ 10 acres) (assumed $75,000 per acre at 2014 projected estimate).	100 acres	**Neighborhood Park**	$7,500,000	Park Land Dedication	$0	Park Land Dedication	
1-5 years	**Community Parks** - Acquire about 210 acres for 3 future community parks @ 50 - 100 acres per park (~ 70 acres) (assumed $75,000 per acre at 2014 projected estimate).	210 acres	**Community Park**	$15,750,000	CIP, Grant Funding	$15,750,000	Private Donations, MISD assistance, Grant Funding including Collin County Grant Funds	
1-5 years	**Park Maintenance Facility** - Acquire 10 acres for the establishment of a park maintenance facility including a tree farm (assumed $75,000 per acre at 2014 projected estimate).	10 acres	**Special Purpose Support**	$750,000	CIP	$750,000	Park Land Dedication, Private Donations, General Funds	
1-5 years	**Special Purpose Parks** - Acquire about 50 acres for special purpose parks including **trail heads**, **trail gateways**, **cemetery protection**, and other as yet unforeseen special purpose use (assumed $75,000 per acre - 2014 estimate).	50 acres	**Special Purpose Park**	$3,750,000	CIP, Grant Funding	$3,750,000	Park Land Dedication, Private Donations, Collin County Grant Funds	
1-5 years	**Open Space Acquisition (in 100 year Floodplain)** - Land acquisition for **open space preservation** (for open space, recreation and flood protection purposes as per the Preservation Plan component of the adopted 2004 Comprehensive Plan) (assumed $18,000 per acre).	1,500 acres	**Open Space**	$27,000,000	Floodplain Ordinance Revision	$0	CIP, Park Land Dedication, Private Donations, Collin County Grant Funds	Planning, Engineering, Green Team
1-5 years	**Open Space Acquisition (out of 100 year Floodplain)** - Land acquisition for **open space preservation** (areas of **cultural and natural value** (assumed $75,000 per acre at 2014).	30 acres	**Open Space**	$2,250,000	CIP, Grant Funding, Collin County Grant Funds	$2,250,000	CIP, Park Land Dedication, Private Donations	Green Team
	Subtotal Land Acquisition: 1-5 years	**1,900 acres**		**$57,000,000**		**$22,500,000**		
High Priority - Park Development and Improvement								
	Park Development and Improvement							
1-5 years	**Ten New Neighborhood Parks** - Develop 10 neighborhood parks at $1,250,000 per park over a period of 5 years.		**Neighborhood Park**	$12,500,000	CIP	$12,500,000		
1-5 years	**One New Community Parks** - Develop 1 community park (e.g. Bonnie Wenk Park) at $10,000,000 per park, over a period of 5 years.		**Community Park**	$10,000,000	CIP, Grant Funding	$10,000,000	TPWD Outdoor Grant, Private Donations, explore MISD assistance	
1-5 years	**Neighborhood Park Improvement** - See recommendations as per Chapter 3 (one park/year @ $250,000 per park).		**Neighborhood Park**	$1,250,000	CIP	$1,250,000	TPWD Outdoor Grant, explore MISD assistance	
1-5 years	**Community Park Improvement** - See recommendations as per Chapter 3 (Add ball fields, soccer fields, pavilions, and parking to address comprehensive needs).		**Community Park**	$15,000,000	CIP	$15,000,000	TPWD Outdoor Grant, explore MISD assistance	
1-5 years	**Erwin Park Improvements -** Make improvements as per the first phase of the Erwin Park Master Plan.		**Special Purpose Park**	$4,000,000	CIP	$4,000,000	TPWD Outdoor Grant, Private Donations	
1-5 years	**Community Gardens -** Develop 10 acres of community gardens and a Farmers' Market Pavilion in established Community Parks.		**Special Purpose Park**	$600,000	CIP	$500,000	TPWD Outdoor Grant, Private Donations	Green Team
1-5 years	**Special Purpose Park -** Develop a park that includes Skateboarding facilities and other related amenities.		**Special Purpose Park**	$750,000	CIP	$750,000	TPWD Outdoor Grant, Private Donations	
1-5 years	**Hike and Bike Trails** (Developer driven) **-** Develop 10 miles of trails at $650,000 per mile over a period of 5 years.		**Hike and Bike Trails**	$6,500,000	Park Development Fee	$0		
1-5 years	**Hike and Bike Trails** (City driven) **-** Develop 10 miles of trails at $650,000 per mile over a period of 5 years.		**Hike and Bike Trails**	$6,500,000	CIP, Grant Funding	$6,500,000	TPWD Outdoor Grant, Private Donations	
1-5 years	**Trail Heads and Trail Gateways -** Develop 2 trail heads and gateways at $750,000 per unit, over a period of 5 years.		**Hike and Bike Trails**	$1,500,000	CIP	$1,500,000	TPWD Outdoor Grant, Private Donations	

Table 8.1
Action Plan Years 2009 - 2019 and beyond to 2035
City of McKinney Park, Recreation and Open Space Master Plan

Priority	Action	Additional Acreage	Facility Type	Estimated Cost for Preferred Improvement Level (2009 Dollars)	Main Source of Funding	PROS-assumed Cost	Additional and Other Potential Funding Sources	Other City Department/ Institution involvement
1-5 years	**Trail Bridges -** Develop 5 pedestrian bridges along the trail system at a cost of $250,000 per bridge.		**Hike and Bike Trails**	$1,250,000	CIP	$1,250,000	TPWD Outdoor Grant, Private Donations	
1-5 years	**Tree Planting** - Implement a focused tree planting program at $50,000 per year for all parks.		**Citywide**	$250,000	CIP	$250,000	Private Donations, TPWD grant	Green Team
1-5 years	**Public Art** - Provide for environmental and outdoor art in parks, recreation, and open space facilities. Develop a fund which collects 1% of the budget of all public facility development and improvement.		**Citywide**	$50,000	CIP	$0	Private Donations	Chamber of Commerce, City Arts Commission
1-5 years	**Subtotal**			**$60,150,000**		**$53,500,000**		
1-5 years	**Maintenance budget for parks and recreation facilities** - Calculated at 2-4% per year of development cost; rounded to 2% per year for 5 years = 10%.			$6,015,000	General Fund	$6,015,000		
	Subtotal Park Development and Improvement: 1-5 years			**$66,165,000**		**$59,515,000**		
High Priority - Development of Recreational and Maintenance Facilities								
	Development of Recreational and Maintenance Facilities							
Ongoing	**Sport Fields** - Accounted for in the development and improvement of community parks.						TPWD Outdoor Grant, Private Donations, explore MISD assistance	
Ongoing	**Support Facilities** - Playgrounds, Pavilions, Picnic Facilities, Park Restrooms etc. are accounted for in the above park development and improvement.						TPWD Outdoor Grant, Private Donations	
1-5 years	**Multi-Generation Recreation / Aquatic Center** - This includes all project development costs projected in advance (does not include land acquisition costs).			$40,000,000	CIP	$40,000,000	TPWD Grant, Private Donations, explore MISD assistance, Economic Development Corporation Funds	
1-5 years	**Park Maintenance Facility** - Develop the future parks operation and maintenance facility (See Chapter 7).			$2,250,000	CIP	$2,250,000		
1-5 years	**Subtotal**			**$42,250,000**		**$42,250,000**		
1-5 years	**Maintenance budget for parks and recreation facilities** - Calculated at 2-4% per year of development cost; rounded to 2% per year for 5 years = 10%.			$4,225,000	General Fund	$4,225,000		
	Subtotal Development of Recreational and Maintenance Facilities: 1-5 years			**$46,475,000**		**$46,475,000**		
High Priority - Consultancy Studies								
	Recommended Consultancy Studies							
1-5 years	**Bicycle & Pedestrian Master Plan** - Prepare a comprehensive City wide Bicycle & Pedestrian Master Plan utilizing streets and natural and manmade corridors to provide a network of pedestrian and bike connections.			$250,000		$250,000	CIP, TPWD Outdoor Grant, Private Donations, Bond Funds, Other City Departments	Planning, Engineering (Transportation Plan)
1-5 years	**Preservation Master Plan** - Prepare a comprehensive City wide Preservation Master Plan, with recommendations for the use, protection and management of valuable and vulnerable natural and cultural resources within the City of McKinney, including an **Ecological Habitat and Cultural Landscape Resource Map** and a **Creek Corridor Study** to establish an integrated riparian corridor system within the City as part of this Preservation Master Plan.			$250,000		$250,000	CIP, TPWD Outdoor Grant, Private Donations, Bond Funds, Other City Departments	Planning, Engineering (Flood Hazard & Floodplain Management), Green Team

Table 8.1
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City of McKinney Park, Recreation and Open Space Master Plan

Priority	Action	Additional Acreage	Facility Type	Estimated Cost for Preferred Improvement Level (2009 Dollars)	Main Source of Funding	PROS-assumed Cost	Additional and Other Potential Funding Sources	Other City Department/ Institution involvement
1-5 years	**Peninsula Protection Overlay District Master Plan -** Develop an overlay district master plan that includes development and management standards for the protection of the proposed Peninsula Protection Area at Lake Lavon between Wilson Creek and Trinity River (East Fork).			$75,000		$75,000	CIP, TPWD Outdoor Grant, Private Donations, Bond Funds, Other City Departments	Planning, Green Team
1-5 years	**Farmland Overlay District Master Plan -** Develop an overlay district master plan that includes development and management standards for the protection of the aesthetic and cultural quality of farmland in McKinney and its ETJ.			$100,000		$100,000	CIP, TPWD Outdoor Grant, Private Donations, Bond Funds, Other City Departments	Planning, Green Team
1-5 years	**Highway 75 Overlay District Master Plan -** Develop an overlay district master plan that includes architectural and signage standards that aim to create an identity and character along the Highway 75 corridor that will make McKinney stand out amongst the neighboring towns and cities along Highway 75.			$125,000	Planning Budget	$0	CIP, TPWD Outdoor Grant, Private Donations, Bond Funds, Other City Departments	Planning
1-5 years	**Rural Road Overlay District Master Plan** - Develop an overlay district master plan for rural roads, in order to protect the aesthetic and cultural quality of rural roads in McKinney and its ETJ.			$125,000	Planning Budget	$0	CIP, TPWD Outdoor Grant, Private Donations, Bond Funds, Other City Departments	Planning, Engineering (Transportation Plan), Green Team
1-5 years	**Park Wayfinding Master Plan** - Develop a Master Plan that addresses signage for all parks, trails and recreation facilities in terms of wayfinding, directional and informational signage, including park name, gateway monuments mile markers etc.			$200,000		$50,000	CIP, TPWD Outdoor Grant, Private Donations, Bond Funds	Planning
1-5 years	**Community Gardens Master Plan** - Develop a Master Plan that addresses the conceptualization, implementation, operations, maintenance and marketing of Community Gardens.			$75,000		$50,000	CIP, TPWD Outdoor Grant, Private Donations, Bond Funds	Planning, Green Team
	Subtotal Recommended Studies			**$1,200,000**		**$775,000**		
1-5 years Expenditure				**$170,840,000**		**$129,265,000**		
Total Potential Expenditure Range for 2009 to 2014 Planning Timeframe (5 year plan)				**$170,840,000**		**$129,265,000**		
Summary Actions and Expenditures over a period of 5 years from 2009 to 2014								
Total Land Acquistion	**1,900 acres**			**$57,000,000**		**$22,500,000**		
Total Expenditure: Park Development and Improvement				**$66,165,000**		**$59,515,000**		
Total Expenditure: Development or Recreational and Maintenance Facilities				**$46,475,000**		**$46,475,000**		
Total Expenditure: Consultancy Studies				**$1,200,000**		**$775,000**		
Total Expenditure for 2009 to 2014				**$170,840,000**		**$129,265,000**		
Existing Capital Funding						**$21,000,000**		
Assumed MCDC Funding ($2.7 million per year plus $19 million for aquatic center)						**$32,500,000**		
PROS Budget Shortfall						**$75,765,000**		

Notes:
Costs shown are 2014 values at a pre-design level, and will vary as more detailed design occurs. List is for guidance in planning, and not all items may be implemented.
Land costs are estimated at an average of $75,000 per acre at an estimated 2014 value. Land costs shown are general estimates intended to establish allowances and will vary.
Grants and donations may reduce the cost of each item significantly.

Table 8.1
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City of McKinney Park, Recreation and Open Space Master Plan

Priority	Action	Additional Acreage	Facility Type	Estimated Cost for Preferred Improvement Level (2009 Dollars)	Main Source of Funding	PROS-assumed Cost	Additional and Other Potential Funding Sources	Other City Department/ Institution involvement
	5-10 years Action Plan							
	Land Acquisition							
5-10 years	**Neighborhood Parks** - Acquire about 150 acres for 15 future neighborhood parks @ 5 - 15 acres per park (~ 10 acres).	150 acres	**Neighborhood Park**					
5-10 years	**Community Parks** - Acquire about 280 acres for 4 future community parks @ 50 - 80+ acres per park (~ 70 acres).	280 acres	**Community Park**					
5-10 years	**Special Purpose Parks** - Acquire about 50 acres for special purpose parks including **trail heads**, **trail gateways**, **cemetery protection**, and other as yet unforeseen special purpose use.	50 acres	**Special Purpose Park**					
5-10 years	**Open Space Acquisition (in 100 year Floodplain)** - Land acquisition for **open space preservation** (for open space, recreation and flood protection purposes as per the Preservation Plan component of the adopted 2004 Comprehensive Plan).	1,000 acres	**Open Space**					
5-10 years	**Open Space Acquisition (out of 100 year Floodplain)** - Land acquisition for **open space preservation** (areas of **cultural and natural value**.	60 acres	**Open Space**					
	Subtotal Land Acquisition: 5-10 years	**1,540 acres**						
	Park Development and Improvement							
5-10 years	**Fifteen Neighborhood Parks** - Develop 15 neighborhood parks over a period of 5 years.		**Neighborhood Park**					
5-10 years	**Four Community Parks** - Develop 4 community parks over a period of 5 years.		**Community Park**					
5-10 years	**Special Purpose Parks -** Develop Special Purpose Parks as needed		**Special Purpose Park**					
5-10 years	**Community Gardens -** Develop 10 additional acres of community gardens in established Community Parks.		**Special Purpose Park**					
5-10 years	**Hike and Bike Trails** (developer driven) **-** Develop 15 miles of trails at $650,000 per mile, over a period of 5 years.		**Hike and Bike Trails**					
5-10 years	**Hike and Bike Trails** (City driven) **-** Develop 15 miles of trails at $650,000 per mile, over a period of 5 years.		**Hike and Bike Trails**					
5-10 years	**Trail Heads and Trail Gateways -** Develop 2 trail heads and gateways at $750,000 per unit over a period of 5 years.		**Hike and Bike Trails**					
1-5 years	**Trail Bridges -** Develop 5 pedestrian bridges along the trail system at a cost of $250,000 per bridge.		**Hike and Bike Trails**					
5-10 years	**Tree Planting** - Implement a focused tree planting program at $50,000 per year for all parks.		**Citywide**					
5-10 years	**Public Art** - Provide for environmental and outdoor art in parks and open spaces.		**Citywide**					
5-10 years	**Maintenance budget for parks and recreation facilities** - Calculated at 2-4% per year of development cost; rounded to 2% per year for 5 years = 10%.							
	Development of Recreational and Maintenance Facilities							
Ongoing	**Sport Fields** - Accounted for in the development and improvement of community parks.							
Ongoing	**Support Facilities** - Playgrounds, Pavilions, Picnic Facilities, Park Restrooms etc. are accounted for in the above park development and improvement.							

Table 8.1
Action Plan Years 2009 - 2019 and beyond to 2035
City of McKinney Park, Recreation and Open Space Master Plan

Priority	Action	Additional Acreage	Facility Type	Estimated Cost for Preferred Improvement Level (2009 Dollars)	Main Source of Funding	PROS-assumed Cost	Additional and Other Potential Funding Sources	Other City Department/ Institution involvement
5-10 years	**Regional Multi-Generation Recreation / Aquatic Center** - This includes all project development costs (does not include land acquisition costs).							
5-10 years	**Community Center Conversion** - Convert the existing Community Center into a meeting venue location							
5-10 years	**Renovation of Old Settler's Recreation Center** - This includes all project development costs.							
5-10 years	**Amphitheater** - Elevated performance stage, shaded spectator seating, restrooms, parking, water and electricity and concession vendor accommodations.							
5-10 years	**Park Maintenance Facility** - Additions to the parks operation and maintenance facility.							
5-10 years	**Maintenance budget for parks and recreation facilities** - Calculated at 2-4% per year of development cost; rounded to 2% per year for 5 years = 10%.							
Future Actions from 2019 to 2035								
	Future Land Acquisition							
Undetermined	**Neighborhood Parks** - Acquire about 100 acres for 15 future neighborhood parks @ 5 - 15 acres per park.	100 acres	**Neighborhood Park**					
Undetermined	**Community Parks** - Acquire about 210 acres for 3 future community parks @ 50 - 80+ acres per park (~ 70 acres).	210 acres	**Community Park**					
Undetermined	**Trail Heads and Trail Gateways -** Acquire about 20 acres for 10 future trail heads and trail gateways.	20 acres	**Hike and Bike Trails**					
Undetermined	**Open Space Acquisition** - Acquire about 600 acres in areas of unique natural and/or cultural value.	600 acres	**Open Space**					
Undetermined	**Preservation Plan - Land Acquisition** - Acquire about 3,000 acres as per 2004 adopted Comprehensive Plan.	3,000 acres	**Open Space**					
Undetermined	**Future Special Parks** - Acquire +/- 200 acres for as yet undetermined sites.	180 acres	**Special Purpose Park**					
	Subtotal Future Land Acquisition	**4110 acres**						
	Future Park Development and Improvement							
10-25 years	**Develop 29 neighborhood parks** - Develop 29 neighborhood parks.		**Neighborhood Park**					
10-25 years	**Park Improvement** - Ongoing park improvement of two parks per year.		**Neighborhood Park**					
10-25 years	**Develop Linear Parks** - As yet undetermined.		**Linear Park**					
10-25 years	**Develop Special Purpose Parks** - As yet undetermined.		**Special Purpose Park**					
10-25 years	**Hike and Bike Trails -** Develop hike and bike trails.		**Hike and Bike Trails**					
10-25 years	**Trail Heads and Trail Gateways -** Develop 4 trail heads and gateways at $600,000 per unit, over a period of 15 years.		**Hike and Bike Trails**					
10-25 years	**Tree Planting** - Continue tree planting program for all parks (+/- 400 trees per year).		**Citywide**					
10-25 years	**Public Art** - Provide for environmental & outdoor art in parks and open spaces on an ongoing basis.		**Citywide**					

Table 8.1
Action Plan Years 2009 - 2019 and beyond to 2035
City of McKinney Park, Recreation and Open Space Master Plan

Priority	Action	Additional Acreage	Facility Type	Estimated Cost for Preferred Improvement Level (2009 Dollars)	Main Source of Funding	PROS-assumed Cost	Additional and Other Potential Funding Sources	Other City Department/ Institution involvement
	Future Development of Recreational and Maintenance Facilities							
10-25 years	**Two additional Regional Multi-Generation Recreation / Aquatic Centers** -							
Ongoing	**Sport Fields** - Accounted for in the development and improvement of community parks.							
Ongoing	**Support Facilities** - Playgrounds, Pavilions, Picnic Facilities, Park Restrooms etc. are accounted for in the above park development and improvement.							
Ongoing	**Park Maintenance Facility** - Additions to the parks operation and maintenance facility.							

Summary Land Acquisition over a period of about 25 years from 2009 to 2035	
Total Land Acquistion	**7,550 acres**

- **Projected Costs** - The projected costs per project are intended to establish an order of magnitude. These estimates are made prior to any designs or detailed concepts being developed, and will vary as more detailed design occurs.
- **Suggested Time frame** - The projected time frames are intended to establish a sequence to actions.

Based on the implementation strategy, the short term (1 to 5 years) and medium term (6 to 10 years) and long term beyond 10 years implementation actions are described in **Table 8.1 Action Plan**. The following table summarizes the expenditures needed to meet McKinney's park, recreation, and open space needs by 2014. Note the different between the estimated cost of each category and the cost burden that is assumed to be the responsibility of PROS.

Table 8.2
Action Plan Summary
Needed Improvements for 2009 to 2014

	Units	Estimated Cost (2014 Dollars)	PROS-Assumed Cost
Total Land Acquisition	1,900 acres	$57,000,000	$22,500,000
Park Development and Improvement		$66,165,000	$59,515,000
Development of Recreational and Maintenance Facilities		$46,475,000	$46,475,000
Consultancy Studies		$1,200,000	$775,000
Total Expenditures for 2009 to 2014		$170,840,000	129,265,000
Existing Capital Funding			$21,000,000
Assumed MCDC Funding ($2.7 million per year plus $19 million for aquatic center)			$32,500,000
PROS Budget Shortfall			$ 75,765,000

Capital Costs

- Capital dollars are estimated conservatively without deducting money for policy initiatives, increased developer participation, partnerships, grants, and sponsorships.
- Current sources of capital funding including assumed MCDC funding over the next five years reduce capital needs to about $76 Million.
- A favorable municipal bond market will allow the City to bond parks and recreation projects at roughly $76.0 million and allow current residents to enjoy the use of these facilities and draw new residents who can pay for the facilities as they use them over the next 15 to 20 years.

Operation and Maintenance Costs

- It is often true that the best open space, that which supports the most diverse habitat, are the vegetative and hydrological edges along the most desirable developable land. By crafting appropriate criteria for acquisition, costs can be reduced for acquisition and annual maintenance of the land.
- Certainly, one needs only look at the future cost of failing to control downstream erosion and sedimentation to recognize that prevention is many millions less expensive than mitigation.
- Astute planning for parks, open space areas, and athletic grounds can yield numerous savings through using native plants; limiting mowing requirements and judicially selecting the number and location of vegetative and floral varieties and displays. The types of grasses that are grown and the soil base also drive athletic field maintenance and offer playability/maintainability compromises.
- Many facilities such as the development of family-oriented recreation centers, aquatic centers, tennis facilities and even athletic fields provide an opportunity for cost recovery. The amount of cost recovery is largely dependent on the number and products provided by other nearby providers; the design of the facility; the product mix chosen for the facility; and the City's choices regarding fee and pricing policies. Nationally, over the last decade, municipal recreation centers have generated an average of about 65% revenue to costs. This typically reduces the jurisdictions responsibility to 35% of operation and maintenance to cover the essential services. Not many opportunities exist in government to get $6.50 back on every $10.00 spent.

Implementing the Action Plan with Vision and Commitment

A large amount of funding is required to accomplish the goal of the Action Plan, but with vision, commitment, and a concerted effort to secure funding from available sources, many of the recommendations can be accomplished.

The very purpose of this Parks, Recreation and Open Space Master Plan is to provide the City with the vision to motivate the citizens of McKinney to support, participate, and collaborate with park development, recreation and open space programs.

Funding and Implementation Strategies

Optimization of Existing Resources

While the optimization of existing resources has always been a desirable practice in the public sector, it has become an even higher priority in today's economy. These resources can be physical, human, and even intangible, but they can and should become a priority for the community.

Park and recreation professionals have long been the initiators of such approaches with the general public being the recipients of their efforts. PROS is fortunate to have a staff that is well-motivated and skilled in such optimization approaches.

Optimization Strategies

The following list outlines strategies that can be embraced by an agency that lays the ground work for optimization. PROS with the information secured through this planning effort is well aligned to incorporate these strategies.

- Reflect The Important Needs and Issues of a Community. Regardless of how a department or area of responsibility defines "community", it is critical that the needs identified are ones that specifically and strongly reflect those needs and issues that are important to that community.

- From Individual Services to Community Wide Benefits and Outcomes.
  In surveys conducted across the nation, individuals are consistently able to cite the role and importance that parks and recreation plays in their own lives. While this is most positive for public parks and recreation, it doesn't mean that a department should place individual services and programs ahead of the more beneficial and widespread community outcomes. The special events undertaken by PROS are an excellent example of transforming individual attributes to community-wide impact.

- Outcomes over Activity. The development of a comprehensive program plan along with individual program planning should address and include the important outcomes to be accrued from this program first rather than focusing upon what activities might be offered or appropriate.

- From Full Service to Facilitator. Residents within a community have a multitude of recreational interests and public park and recreation staff have program ideas of their own. When these suggestions and ideas are coupled with the customer-service orientation of most public park and recreation departments, it can result in a proliferation of direct program services. While these expressions of interests and ability by staff are assets for a department, it is critical for a public department to maintain a balance between offering programs and services to residents and making people aware and helping to

secure access to existing activities, programs, and facilities provided by others in the community.

Optimization through Organizations

In addition, there are also existing practices that can be utilized including the following:

- Adopt-A-Park: Individuals or small groups of people such as existing clubs and organizations agree to provide resources for a particular park or trail; resources could be financial or volunteering time and effort.
- Friends' Groups: Non-profit organizations that work on behalf of park sites to assist with daily programs, special events, fund raising, and public education. These groups serve as important links to local communities and park user groups as well.
- Park Foundations: Private, non-profit organization that raises and secure funds for either park and recreation agencies as a whole or a specific park location.
- Youth Service Providers: A variety of youth organizations, Boys and Girls Scouts, 4-H, and even schools have a requirement for community service and more formalized arrangements with such organizations can result in a number of worthwhile community projects.
- Service groups in communities such as Rotary, Kiwanis, and others often seek specific projects or days of service for their members.
- Partnerships with Interest or Volunteer Groups that are typically non-profit organizations keenly interested in particular subjects e.g. aesthetics, theater, art, and human interaction with nature including wildlife and native plants. Such Volunteer Groups are often willing to contribute time and energy free of charge for the betterment of public spaces within a city.
- Sponsorship through Businesses is a means to secure funding through businesses operating in McKinney. Entities can contribute through a Foundation (once established) or directly support PROS construction or programming efforts.

Designating an individual(s) within a department to identify potential projects, create relationships with various organizations, and provide support for their efforts is a prime way to optimize these existing resources. As McKinney grows, plans should be made to secure the services of a full-time staff member directed towards both individual and organizational volunteer efforts.

Shared Resources and Agreements

Shared resources, human, facility, and expertise established by agreements between two or more entities can serve to optimize existing resources in ways that are very beneficial to a community, its residents, and it finances. Some of these opportunities include:

- Joint Programs: There are a number of options where programs are jointly planned and executed by two or more entities, i.e. wellness activities with local hospitals, special events with Chamber of Commerce.
- Social Issue Action: When a community is faced with a critical or important social issue such as increasing the high school graduation rate or supporting independent living among the elderly, there is an opportunity for several entities to join forces and undertake initiatives to address the issue. Such an approach enhances the ability of seeking and receiving grant funding as well.
- Joint Facility Usage: The most common and efficient agreements for optimizing existing resources is to share facilities. The agencies with the most facilities are often school districts; parks and recreation departments across the country have formal agreements involving use of school facilities and fields.

Potential Funding Sources

City Generated Funding Sources

General Fund Expenditures are primarily used for improvements or repairs to existing parks and facilities. Typical general fund expenditures are for smaller repair and replacement efforts.

Bond Funds are primarily targeted for new facilities.

Electric Utility Partnerships can be established for utility easement trails. This partnership typically does not involve monetary contributions. However it does include use agreements for easements held by utility companies.

Half Cent Sales Tax Funds – The Parks, Recreation and Open Space funding that derives from McKinney's 4B ½ cents sale tax currently is 35% of gross sales tax revenues.

Park Donations Funds can be used for applicable projects, equipment, and general facility improvements.

Park Improvement Fee Funds – For many cities, this funding received from developers is a very helpful revenue source for park development. The requirement for such a fee needs to be written into the City's Conveyance of Land Ordinance.

Cash in Lieu of Conveyance of Land – As part of many cities' Parkland Dedication Ordinance (Conveyance of Land Ordinance in McKinney) subject to specific prescribed conditions, a cash amount may be accepted in lieu of the conveyance of land. The goal is for the city to have the option to purchase land of an equal amount that was to be conveyed, elsewhere in the city.

Tree Restoration Funds – The source of such a fund is a city that levies fines against developers for removing quality trees for development. The revenue generated is used to plant trees and to irrigate City properties enhancing the City.

Governmental Grant Sources

State Government

A variety of grant sources exist, but three general sources account for most of the major potential sources of grants for parks in Texas. These include programs administered by the Texas Parks and Wildlife Department, the Texas Department of Transportation, and the Department of the Interior through the Urban Parks and Recreation Recovery (UPARR) program. The following is an overview of major grant programs.

TPWD – Texas Recreation and Parks Account (TRPA) funds the following grants:

1. ***Outdoor Recreation Grants (TPWD)***
   This program provides 50% matching grant funds to municipalities, counties, MUDs and other local units of government with a population less than 500,000 to acquire and develop parkland or to renovate existing public recreation areas. There will be two funding cycles per year with a maximum award of $500,000. Eligible sponsors include cities, counties, MUDs, river authorities, and other special districts. Projects must be completed within three years of approval. Application deadlines are January 31st and July 31st each year (the master plans submission deadline is 60 days prior to application deadline). Award notifications occur 6 months after deadlines.

2. ***Indoor Recreation (Facility) Grants (TPWD)***
   This program provides 50% matching grant funds to municipalities, counties, MUDs and other local units of government with a population less than 500,000 to construct recreation centers, community centers, nature centers and other facilities (buildings). The grant maximum will increase to $750,000 per application. The application deadline is July 31st each year (with master plan submission deadline 60 days prior to application deadline). Award notifications occur the following January.

Community Outdoor Outreach Program (CO-OP) Grants (TPWD)

The CO-OP grant helps to introduce under-served populations to the services, programs, and sites of Texas Parks & Wildlife Department. This is not a land acquisition or construction grant; this is only for programs. Grants are awarded to non-profit organizations, schools, municipalities, counties, cities, and other tax-exempt groups. Minimum grant requests are $5,000 and maximum grant requests are $50,000. The application deadline is February 1st and October 1st with awards on April 15th and December 15th.

The purpose of the Community Outdoor Outreach Program (CO-OP) is to expose participants to environmental and conservation programs as well as outdoor recreation activities.

Recreational Trail Grants (TPWD)
TPWD administers the National Recreational Trails Fund in Texas under the approval of the Federal Highway Administration (FHWA). This federally funded program receives its funding from a portion of federal gas taxes paid on fuel used in non-highway recreational vehicles. The grants can be up to 80% of project cost with a maximum of $200,000 for non-motorized trail grants and currently there is not a maximum amount for motorized trail grants (the contact number for motorized trail grant funding availability is 512-389-8224). Funds can be spent on both motorized and non-motorized recreational trail projects such as the construction of new recreational trails, to improve existing trails, to develop trailheads or trailside facilities, and to acquire trail corridors. Application deadline is May 1st each year. Download Recreational Trail Grant Application.

Land & Water Conservation Fund (LWCF) Grants (TPWD)
TPWD administers the Texas apportionments of LWCF through the Texas Recreation Park Account. If an entity is applying for an Indoor Grant, Outdoor Grant, or Small Community Grant, TPWD may consider the application for LWCF funding. No separate application is required.

Regional Park Grants administered by TPWD
This grant program was created to assist local governments with the acquisition and development of multi-jurisdictional public recreation areas in the metropolitan areas of the state. It allows cities, counties, water districts, and other units of local government to acquire and develop parkland. The program provides 50% matching fund, reimbursement grants to eligible local governments for both active recreation and conservation opportunities. Master plans submission deadline is 60 days prior to application deadline. Grants are awarded yearly by TPW Commission when funds are available. There is no ceiling on match amounts, but grant awards are dependent on the number of applicants and the availability of funds. Past recipients for the Regional Park Grant have ranged from $750,000 to $1,200,000. **This program is currently inactive, but may be reinstated in 2009.** In the past deadlines were held on January 31 of each year.

Texas Preservation Trust Fund Grants
Eligibility: historic structures, archeological sites, archeological curatorial facilities, and heritage education projects**.**

The Texas Historical Commission (THC) awards grants for preservation projects from the Texas Preservation Trust Fund (TPTF). Created by the Texas Legislature in 1989, the TPTF is an interest-earning pool of public and private monies. The earned interest and designated gifts are distributed yearly as matching grants to qualified applicants for the acquisition, survey, restoration, preservation or for the planning and

educational activities leading to the preservation of historic properties, archeological sites and associated collections of the State of Texas. Competitive grants are awarded on a one-to-one match basis and are paid as reimbursement of eligible expenses incurred during the project. Applications will be available early each year.

The TPTF grant cycle is typically once a year. The next grant cycle is for the fiscal year 2010 grant cycle and information will be posted on this web site (www.tpwd.state.tx.us/business/grants/trpa/) when funds become available.

Local Government

Collin County

The Collin County Parks & Open Space Project Funding Assistance Program allows cities within Collin County to apply for Parks and Open Space bond funds. Such funds are allocated on a competitive basis to assist cities in implementation of Parks and Open Space Projects which are consistent with the Collin County Parks and Open Space Strategic Plan dated October 2001.

Sustainable Development Funding Program

The North Central Texas Council of Governments (NCTCOG) Sustainable Development Funding Program was created by its policy body, the Regional Transportation Council, to encourage public/private partnerships that positively address existing transportation system capacity, rail access, air quality concerns, and/or mixed land uses. By allocating transportation funds to land use projects promoting alternative transportation modes or reduced automobile use, NCTCOG and its regional partners are working to address mounting air quality, congestion, and quality of life issues.

The program is designed to foster growth and development in and around historic downtowns and Main Streets, infill areas, and passenger rail lines and stations. To support this effort, the Regional Transportation Council designated $41 million in 2009 for sustainable infrastructure and planning projects throughout the region. Deadline to Submit Grant Application: October 2, 2009. Types of projects include:

- Infrastructure:
  An infrastructure project is a construction project that provides public infrastructure in the public right-of-way and can be used to support private vertical development. Examples include pedestrian amenities, landscaping, intersection improvements, lighting, street construction, traffic signalization, etc.
- Planning:
  Planning projects include market, housing, and economic analyses, transit station planning, Transit Oriented Development (TOD) Planning, General Planning (subdivision regulations, creation of new code/zoning regulations, master planning, updates to pedestrian and/or bicycle plans, etc.), and others.

Regional Transportation Council Partnership Program
Through the Local Air Quality Program, NCTCOG's Regional Transportation Council will fund transportation projects that address the new air quality standard, including traffic signal timing, trip reduction, air quality outreach and marketing programs, vanpool programs, bicycle/pedestrian regional connections, high-emitting-vehicle programs, diesel freight programs, off-road construction vehicle emissions reduction programs, park-and-ride facilities, and other air quality strategies.

Transportation Enhancement Program funds available
Through the Statewide Transportation Enhancement Program, the Texas Department of Transportation has made funds available during 2006 for construction of non-traditional transportation projects such as bicycle routes, pedestrian safety, and landscaping of transportation facilities. NCTCOG reviewed the projects within the Metropolitan Planning Area for eligibility, ranked the projects, and provided the state-required Letter of Transportation Improvement Program Placement.

The Program provides monetary support for transportation activities designed to strengthen the cultural, aesthetic, and environmental aspects of the transportation system. Funding is on a cost reimbursement basis, and projects selected are eligible for reimbursement of up to 80% of allowable cost. This funding program is not available on a yearly basis, but intermittently only, often in 5 year periods apart. The next opportunity for funding under this program will be in 2010.

Federal Government

National Park Service (NPS) Programs include the Land and Water Conservation Fund (LWCF) and Urban Park and Recreation Recovery Act (UPARR), which provide funds for parks and recreation. Congress appropriates both funds. Typically, the funding sources have supported traditional parks rather than linear systems. Funding for the State of Texas exceeded $1.2 million in 2008.

Environmental Protection Agency can provide funding for projects with money collected in pollution settlements.

Other Private and Quasi Private Funding Sources

Partnering with Developers and Private Land Owners is possible by implementing parkland dedication rules, whether voluntary or mandatory. Such an ordinance provides a vehicle for development of parks, open space, and trails as land is developed in a city. McKinney has such an ordinance in place and needs to be updated on a regular basis as recommended in Chapter 7 of the Parks, Recreation and Open Space Master Plan. The purpose of an up-to-date land dedication ordinance is to ensure land is set aside for parks and sufficient funding is provided so that tangible park improvements can be made, rather than token improvements.

Other Foundation and Company Grants assist in direct funding for projects, while others exist to help citizen efforts get established with small seed funds or technical

and publicity assistance. Before applying for any grant, it is crucial to review *The Foundation Directory* and *The Foundation Grants Index* published by the Foundation Center to learn if a particular project fits the requirements of the foundation.

Grants for Greenways is a national listing that provides descriptions of a broad spectrum of both general and specific groups who provide technical and financial support for greenway interests.

National Endowment for the Humanities
As part of its *We the People initiative*, the NEH has a grant program designed to help institutions and organizations secure long-term improvements in and support for humanities activities that explore significant themes and events in American history, thereby advancing knowledge of the founding principles of the United States in their full historical and institutional context.

Grants may be used to support long-term costs such as construction and renovation, purchase of equipment, acquisitions, and conservation of collections. Grants may also be used to establish or enhance endowments that generate expendable earnings for program activities.

Because of the matching requirements, these NEH grants also strengthen the humanities by encouraging nonfederal sources of support. Applications are welcome from colleges and universities, museums, public libraries, research institutions, historical societies and historic sites, public television and radio stations, scholarly associations, state humanities councils, and other nonprofit entities. Programs that involve the collaboration of multiple institutions are eligible, as well, but one institution must serve as the lead agent and formal applicant of record.

PROS Department Marketing Implementation

Marketing should aim to bring the Parks, Recreation and Open Space Master Plan vision to support and help realize the City branding: *"Unique by Nature"* in clear focus for the community. The benefits of parks, recreation and open space facilities and programs to the citizens of McKinney are significant. Using park and other city facilities can lead to a healthier and satisfying life style. In turn, better park facilities can lead to an improved perception of the City and the quality of life features it provides. In short the parks system provides opportunities for healthy living and helps to support McKinney's "green" image.

It is always critical to remember that marketing refers to an overall focal area that incorporates target markets and their preferences and a subset of marketing is promotion, the more direct communication with the public. For this reason, it is important that the PROS Department addresses both its overall marketing position and target marketing opportunities, followed by promotional recommendations.

The following are recommendations related to the marketing and positioning of the Department and include the following:

Overall Market Position

Having a targeted and visible market position is critical to the overall success and support of any department and even more so with park and recreation offerings due to varying perceptions by the public. What should the position be of this Department?

There are many indicators both external to the City of McKinney and reinforced by feedback from McKinney residents that natural areas and open space are important to residents and this fits well with the overall city position, *Unique by Nature*. So the inclusion of the term natural, is important as noted by the addition to the title of the Department.

It is more challenging to connect the nature orientation with the other outcomes that residents have identified as being important to them. Question #13 of the resident survey demonstrates that "having fun"; "improving health and fitness"; and "enjoying the outdoors" are the highest rated outcomes. So the market positioning statement should in some way incorporate those desirable outcomes to address those facilities, activities, programs, and services that are not normally associated with the natural environment.

Target Markets

In question 18 of the survey residents are asked to identify the programs, services, and activities that are most important to them. By grouping similarities of responses, it is apparent that the following rank important to residents: youth sports, trails, walking (indoors and out-of-doors) as well as family-oriented activities. With the exception of indoor swimming that stands alone as being an important activity.

Reverse target marketing can be conducted in this instance by identifying the various sub-groups and secondary target markets for the four other activities cited in the previous paragraph. For instance, both youth and parents would serve as target markets for youth sports as would family activities. It would be important to differentiate target markets based upon those who prefer walking on trails and those who prefer walking indoors.

The marketing plan for parks includes two key areas, which are:

- **Understanding** the target market and the needs of that market, **and addressing areas of key needs**, and
- **Promoting** facilities and programs offered by the department or affiliated entities.

Promotion of Department Facilities and Area Programs

A plan to "market" park facilities, programs, and events should be a key component of the continued growth and expansion of the McKinney PROS Department. From the City's perspective, marketing essentially refers to getting the word out and letting

the residents of McKinney know about the PROS Vision, key facilities and programs that are available. Promotion is extremely important in that it communicates the value of the services that the City is providing to residents of McKinney.

PROS is encouraged to continue including the following components in their marketing plan:

- Distribution of promotional materials, including flyers and seasonal newspaper inserts;
- Seasonal recreational programming brochures;
- A regularly updated internet website;
- Periodic presentations to the City Council regarding parks, recreation and open space facilities;
- Regular promotional events; and
- Periodic public announcements and special features on local radio and television to discuss new features and programs provided by PROS.

Web site enhancement – many cities today are relying on sophisticated websites to promote park facilities, recreation programs, and special events. McKinney's website is functional and provides information similar to most parks departments. The PROS Department should strive to enhance the website constantly as technology advances. The website should be interesting, dynamic, and to some degree have new features periodically that keep it up to date.

The web site could include web pages on the following items (some of these are already on the website, but could be re-arranged to provide a dynamic promotional tool for PROS):

- ***Existing parks – facilities available within each park***. Information from the Parks, Recreation and Open Space Master Plan document can be added to the website for a quick description of each park. Include 360 panoramic views from specific locations in parks.
- ***Planned improvements*** – Continue to provide information on planned improvements, including a copy of the overall master plan summary in a downloadable format.
- ***Special Facilities*** – Continue to provide information on meeting rooms, fitness facilities, gymnasiums and aquatic areas; include hours of operation and cost, special events, and photographs of the facilities.
- ***Sports league information*** – Continue to assist associations in establishing their own sites, and provide links to those sites.
- ***Upcoming events*** – Continue to provide information on upcoming events.
- ***Programs that are currently being offered*** – Continue to provide information on programs offered by McKinney.
- ***Rental information*** – Continue to provide rental rates and pictures of each facility. Outdoor pavilions can also be included on the web site.

- ***Contact and Comment section*** – Continue to provide location for contact information as well as a place for citizen comments.

Other City Plans

The success of the Parks, Recreation and Open Space Master Plan implementation goes hand-in-hand with other City plans and ordinances e.g. Comprehensive Plan; Drainage and Flood Management Plan/Storm Water Management Ordinance; Thoroughfare Plan; and the future Preservation Plan. The Parks, Recreation and Open Space Master Plan concepts and ideas to be addressed by these documents include the following:

1. Comprehensive Plan:
   - Single loaded roads;
   - Protection of unique features in the City.

2. Storm Water Management Ordinance
   - Creek and river corridor protection; and
   - No platting allowed further to the creek than the edge of the Flood Prevention Management Area (FPMA).

3. Thoroughfare Plan:
   - Creek and river crossings should make allowance for the AASHTO minimum requirement for 10' free board below bridge (measured between top of trail surface and bottom of bridge) to allow for under-bridge trail connections, which is important to consider for any future bridges and the upgrade of existing bridges.

4. Future Preservation Plan:
   - Prepare an Ecological Habitat and Cultural Landscape Resource Map for the City in close collaboration with the Community Green Team; and
   - Prepare a Preservation Master Plan based on the Ecological Habitat and Cultural Landscape Resource Map in close collaboration with the Community Green Team.

5. City Ordinance Revision:
   - Transparent metal fencing.

Plan Updates

The 2009 McKinney Parks, Recreation and Open Space Master Plan is a guide to be used by the City to develop the existing system for future needs over the next 5 to 10 up to 25 years. There will be changes that occur during the time frame of this plan:

- Population may increase more rapidly than projected;
- The community may indicate a special need for a facility not listed in the recommendations; and
- Development of recommendations will occur.

A review and update of this Parks, Recreation and Open Space Master Plan by City staff should be conducted every two years or when a significant change does occur. These updates can be published in short report format and attached to this Parks, Recreation and Open Space Master Plan for easy use. Four key areas for focus of these periodic reviews are as follows:

Facility Inventory - An inventory of new facilities should be recorded as well as any significant improvements of facilities controlled by Independent School Districts.

Facility Use - Facility use is a key factor in determining the need for renovation of additional facilities. Updates on league participation of sports facilities should be prepared each season with data from each association. Changes in participation of those outside the City limits as well as the citizens of McKinney should be recorded.

Public Involvement - As mentioned previously, this Parks, Recreation and Open Space Master Plan reflects current population and attitudes as expressed by the citizens of McKinney. However, over time, those attitudes and interests may change as the City changes. Periodic surveys are recommended to provide a current account of the attitudes of the citizens and additional direction from the public on issues that may arise.

Action Plan - As items from the action plan are implemented, updates should be made to this prioritized list to provide a current schedule for City staff.

Appendix A

League Enrollment and Programming Data

Sport Type - Age Group	Registered Participants	Participants per Team	# of Teams	Field Size Used	Practices per Week	Hours per Practice	Teams per Practice Field	Games per Week	Hours per Game	Resident %
Youth Flag Football (Fall - all ages)	360	10	36	80 X 30	1	1	2	1	1	85
Youth Flag Football (Starts Spring 2008)										
Youth Tackle Football (Fall - all ages)	792	18	44	120 X 53	2	1.5	2	1	1.5	85
Adult Flag Football (Fall)	128	16	8	100 X 40	0	0	0	1	1	90
Adult Flag Football (Spring)	96	16	6	100 X 40	0	0	0	1	1	90
Youth Soccer (Fall - U6)	830	6-7	127	20 X 30	1	1	1	1	1	90
Youth Soccer (Spring - U6)	902	6-7	141	20 X 30	1	1	1	1	1	90
Youth Soccer (Fall - U8)	1000	7-8	109	40 X 60	1	1	1	1	1	90
Youth Soccer (Spring - U8)	900	7-8	121	40 X 60	1	1	1	1	1	90
Youth Soccer (Fall - U10)	700	10	56	50 X 80	1	1	1	1	1	90
Youth Soccer (Spring - U10)	766	10	63	50 X 80	1	1	1	1	1	90
Youth Soccer (Fall - U12)	260	15	26	70 X 120	1	1	1	1	1	90
Youth Soccer (Spring - U12)	290	15	29	70 X 120	1	1	1	1	1	90
Youth Soccer (Fall - U14)	324	15	21	70 X 120	1	1	1	1	1	90
Youth Soccer (Spring - U14)	360	15	24	70 X 120	1	1	1	1	1	90
Youth Soccer (Fall - U16)										
Youth Soccer (Spring - U16)										
Adult Soccer (Fall)	965	20	49	70 x 120				1	2	90
Adult Soccer (Spring)	1060	20	54	70 X 120				1	2	90
Youth Girls Softball (Fall - TBall)	60	12	5	35 x 55	1	1	1	1	60 min	90
Youth Girls Softball (Spring - TBall)	60	12	5	35 x 55	1	1	1	1	60 min	90
Youth Girls Softball (Fall - U6)	72	12	6	35 x 55	1	1	1	1	60 min	90
Youth Girls Softball (Spring - U6)	96	12	12	35 x 55	1	1	1	1	60 min	90
Youth Girls Softball (Fall - U8)	144	12	7	35 x 55	1	1	1	1	60 min	90
Youth Girls Softball (Spring - U8)	216	12	18	35 x 55	1	1	1	1	60 min	90

Youth Girls Softball (Fall - U10)	144	12	12	35 x 60	1	1.5	1	1	60 min	90
Youth Girls Softball (Spring - U10)	180	12	15	35 x 60	1	1.5	1	1	60 min	90
Youth Girls Softball (Fall - U12)	96	12	8	40 x 60	1	1.5	1	1	75 min	90
Youth Girls Softball (Spring - U12)	144	12	12	40 x 60	1	1.5	1	1	75 min	90
Youth Girls Softball (Fall - U14)	60	12	5	40 x 60	1	1.5	1	1	75 min	90
Youth Girls Softball (Spring - U14)	144	12	12	40 x 60	1	1.5	1	1	75 min	90
Youth Girls Softball (Fall - High School)	900	12	60	40 x 60	0	0	0		75 min	10
Youth Girls Softball (Spring - High School)	0	0	0	0	0	0	0	0	0	10
Adult Softball (Fall)	1620	20	81	300 ft.	0	0	0	1	1	90
Adult Softball (Summer)	1920	20	96	300 ft.	0	0	0	1	1	90
Adult Softball (Spring)	1620	20	81	300 ft.	0	0	0	1	1	90
Youth Baseball (Fall - TBall)	481	13	37	35 x 55	1	1	1	1	60min	90
Youth Baseball (Spring - TBall)	793	13	61	35 x 55	1	1	1	1	60min	90
Youth Baseball (Fall - Coach Pitch)	91	13	7	35 x 55	1	1	1	1	60min	90
Youth Baseball (Spring - Coach Pitch)	351	13	27	35 x 55	1	1	1	1	60min	90
Youth Baseball (Fall - Modified Kid Pitch)	60	12	5	35 x 55	1	1	1	1	60min	90
Youth Baseball (Spring - Modified Kid Pitch)	120	12	10	35 x 55	1	1	1	1	60min	90
Youth Baseball (Fall - Machine Pitch)	84	12	7	35 x 55	1	1	1	1	60min	90
Youth Baseball (Spring - Machine Pitch)	143	13	11	35 x 55	1	1	1	1	60min	90
Youth Baseball (Fall - Minors)	324	12	27	40 x 65	1	1.5	1	2	60min	90
Youth Baseball (Spring - Minors)	468	12	39	40 x 65	1	1.5	1	2	75min	90
Youth Baseball (Fall - Majors)	144	12	12	46 x 70	1	1.5	1	2	75min	85
Youth Baseball (Spring - Majors)	260	13	20	46 x 70	1	1.5	1	2	75min	85
Youth Baseball (Fall - Juniors)	48	12	4	54 x 80	2	1.5	1	2	90min	90
Youth Baseball (Spring - Juniors)	120	12	10	54 x 80	2	1.5	1	2	90min	90

Appendix B

Telephone & Web-Based Survey Results

Two surveys were performed in support of the Parks, Recreation and Open Space Master Plan. A telephone survey of 400 random respondents was performed as was a web-based survey of youth and children which was publicized through cooperation with the McKinney Independent School District. The cumulative results of each survey are shown in the following pages.

2008 MCKINNEY PARKS AND RECREATION PROGRAM SURVEY CUMULATIVE RESULTS

PROJECT 03102008 RAYMOND TURCO & ASSOCIATES JUNE 2008

MY NAME IS _____ AND I'M WITH RAYMAR RESEARCH. WE ARE NOT A DIRECT MARKETING FIRM AND THIS IS NOT A SALES CALL. OUR FIRM IS CONDUCTING A SURVEY ON PARKS AND RECREATION IN MCKINNEY. MY QUESTIONS RELATE TO YOUR ENTIRE HOUSEHOLD AND SHOULD ONLY TAKE ABOUT 10 MINUTES. YOUR RESPONSES WILL BE CONFIDENTIAL. WOULD YOU CARE TO PARTICIPATE?

AREA	AREA I 49%
	AREA II 31%
	AREA III 20%
SEX	MALE 49%
	FEMALE 51%

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1. HOW LONG HAVE YOU LIVED IN MCKINNEY?

UNDER 1 YEAR	.4%
1 - 3 YEARS	24%
4 - 7 YEARS	24%
8 - 10 YEARS	19%
10 - 20 YEARS	19%
OVER 20 YEARS	11%
REFUSE TO ANSWER	.0%

2. PRIOR TO MOVING TO YOUR CURRENT ADDRESS, WHICH STATEMENT BEST DESCRIBES YOUR PREVIOUS ADDRESS?

I MOVED FROM ANOTHER RESIDENCE IN MCKINNEY	16%
I MOVED FROM ANOTHER CITY IN THE DALLAS/FT WORTH METROPLEX	37%
I MOVED FROM ANOTHER CITY IN THE NORTH TEXAS AREA	8%
MOVED FROM ANOTHER STATE	29%
I MOVED FROM ANOTHER COUNTRY	2%
I MOVED FROM ELSEWHERE IN TEXAS	6%
REFUSE TO ANSWER	3%

3. DO YOU OR MEMBERS IN YOUR HOUSEHOLD PARTICIPATE IN ACTIVITIES USING FACILITIES OPERATED BY THE CITY OF MCKINNEY?

	YES 60%
(IF NO, SKIP TO #5)	NO 40%
	REFUSE TO ANSWER . .1%

4. (IF YES) PLEASE LIST YOUR HOUSEHOLD'S THREE FAVORITE ACTIVITIES.
Swimming (37%), walking-hiking (37%), baseball-softball (21%), soccer (20%), playing at playground-park (20%), bicycling (11%), basketball (11%)

5. DO YOU OR MEMBERS IN YOUR HOUSEHOLD PARTICIPATE IN ACTIVITIES USING FACILITIES LOCATED IN MCKINNEY BUT NOT OPERATED BY THE CITY?

	YES 35%
(IF NO, SKIP TO #7)	NO 64%
	REFUSE TO ANSWER . .1%

6. (IF YES) PLEASE LIST YOUR HOUSEHOLD'S THREE FAVORITE ACTIVITIES.
Swimming (35%), walking-hiking (21%), exercise-aerobics-work out (16%), golf (16%), miscellaneous (14%), playing at playground-park (11%)

7. DO YOU OR MEMBERS IN YOUR HOUSEHOLD PARTICIPATE IN ACTIVITIES USING FACILITIES LOCATED IN NEARBY COMMUNITIES?

	YES 33%
(IF NO, SKIP TO #11)	NO 67%
	REFUSE TO ANSWER . .0%

8. (IF YES) PLEASE LIST YOUR HOUSEHOLD'S THREE FAVORITE ACTIVITIES.
Swimming (35%), walking-hiking (14%), baseball-softball (12%), soccer (9%), miscellaneous (9%), playing at playground (8%), golf (8%)

9. (IF YES) PLEASE TELL ME IN WHICH CITY YOU TRAVEL TO RECREATE?
Allen (48%), Plano (20%), Frisco (18%), Dallas (6%)

10. HOW LIKELY OR UNLIKELY WOULD YOU BE TO PARTICIPATE IN THESE ACTIVITIES IN MCKINNEY OPERATED FACILITIES IF THE CITY WERE ABLE TO PROVIDE THEM?

VERY LIKELY	69%
LIKELY	19%
UNLIKELY	.4%
VERY UNLIKELY. . . .	.4%
NO OPINION	.4%

11. FIRST, HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE QUALITY OF PARKS AND RECREATION IN MCKINNEY?

VERY SATISFIED	25%
SATISFIED	56%
DISSATISFIED	13%
VERY DISSATISFIED	2%
NO OPINION	4%

12. HOW FREQUENTLY DO YOU OR ANY MEMBER OF YOUR HOUSEHOLD PARTICIPATE IN THE FOLLOWING ACTIVITIES . . . .

	A	O	S	N	NO
A) FITNESS/EXERCISE LIKE RUNNING, JAZZERCIZE, YOGA ETC.	25%	33%	24%	19%	0%
B) TEAM SPORTS, LIKE BASEBALL, SOCCER, ETC.	16%	18%	15%	51%	1%
C) INDIVIDUAL SPORTS LIKE GOLF, TENNIS, BOXING, ETC	7%	26%	24%	43%	1%
D) FINE ARTS LIKE PAINTING, DRAWING ETC.	6%	17%	28%	50%	0%
E) PERFORMING ARTS LIKE MUSIC, DRAMA ETC.	8%	23%	31%	39%	0%
F) CRAFTS LIKE POTTERY, WEAVING, ETC.	4%	11%	25%	60%	0%
G) EXCURSIONS, LIKE TOURS, TRIPS, ETC.	6%	27%	36%	32%	0%
H) OUTDOOR RECREATION LIKE CAMPING, FISHING, BOATING, ETC.	8%	32%	31%	29%	1%
I) SOCIAL ACTIVITIES LIKE DANCES, COOKING, CARD PLAYING, ETC.	9%	30%	30%	31%	0%
J) AQUATICS	15%	31%	20%	34%	0%
K) EXTREME SPORTS LIKE BMX, SKATEBOARDING, WALL CLIMBING, ETC.	2%	9%	18%	71%	1%
L) GENERAL RECREATION LIKE WALKING, BICYCLING, RUNNING, ETC.	32%	41%	20%	7%	0%

13. THINKING ABOUT YOUR CURRENT RECREATION ACTIVITIES AND THOSE IN WHICH YOU MIGHT WISH TO PARTICIPATE, WHAT WOULD YOU OR MEMBERS OF YOUR HOUSEHOLD LIKE TO GET OUT OF THOSE ACTIVITIES? (CIRCLE ALL THAT APPLY)

HAVE FUN	94%	ENJOY THE OUTDOORS	92%
DEVELOP NEW SKILLS	71%	HELP OTHERS	80%
IMPROVE HEALTH/FITNESS	93%	IMPROVE SPECIFIC SKILLS	68%
INTERACT WITH FRIENDS.	86%	PARTICIPATE IN ORGANIZED SPORTS	44%
MEET NEW PEOPLE	77%	FIND ACTIVITY IN WHICH TO EXCEL	51%
PARTICIPATE IN COMPETITIONS.	36%	OTHER_____	1%
EXPERIENCE BEING PART OF A TEAM ACTIVITY	46%		

14. IN THE PAST 12 MONTHS, HAVE YOU OR A MEMBER OF YOUR FAMILY PARTICIPATED IN A CLASS OR PROGRAM SPONSORED BY THE MCKINNEY PARKS AND RECREATION DEPARTMENT?

YES	26%
NO	71%
DON'T REMEMBER	4%
REFUSE TO ANSWER	0%

15. PLEASE TELL ME HOW STRONGLY YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS . . . .

	SA	A	D	SD	NO
A) THE PARKS AND RECREATION DEPT. NEEDS TO EXPAND ITS PROGRAMS AND SERVICES TO MEET THE EXISTING NEEDS OF RESIDENTS	22%	53%	15%	2%	8%
B) THE DEPARTMENT PROVIDES AN ADEQUATE AMOUNT AND DIVERSITY OF PROGRAMS FOR THE EXISTING POPULATION	3%	57%	19%	5%	16%
C) ALL POPULATIONS IN THE CITY OF MCKINNEY ARE SERVED EQUALLY	2%	47%	27%	6%	19%
D) THE PARKS AND RECREATION DEPT. HAS AN ADEQUATE NUMBER OF FACILITIES TO SUPPORT THEIR PROGRAMS	2%	39%	34%	5%	20%
E) AS MCKINNEY GROWS, IT IS IMPORTANT FOR THE PARK AND RECREATION LANDS, FACILITIES, PROGRAMS, AND SERVICES TO MEET THE NEEDS OF NEW RESIDENTS	28%	66%	3%	1%	3%
F) THE VALUE OF MY PROPERTY IN MCKINNEY IS ENHANCED BY QUALITY PARKS AND SERVICES THAT ATTRACT NEW RESIDENTS TO MCKINNEY	26%	58%	12%	1%	4%
G) ANY INCREASE IN PROGRAMMING SHOULD BE FUNDED THROUGH THE CITY TAXES	6%	63%	20%	4%	8%
H) PROGRAMS THAT SERVE A GREATER PUBLIC GOOD (LEARN TO SWIM, ETC) SHOULD BE OFFERED TO ALL RESIDENTS AT NO CHARGE	9%	47%	38%	3%	3%
I) PROGRAMS THAT OFFER EXCLUSIVE USE OF FACILITIES SHOULD CHARGE FEES TO BE SELF-SUFFICIENT	8%	75%	10%	0%	6%
J) ANY EXPANSION OF ACTIVITIES SHOULD BE SUPPORTED BY INCREASING USER FEES	4%	56%	29%	2%	10%
K) THE DECISION TO USE TAX FUNDING OR USER FEES FOR OPERATING FACILITIES, PROGRAMS AND SERVICES SHOULD DEPEND ON THE PUBLIC BENEFIT DERIVED	8%	80%	7%	0%	6%
L) I RECEIVED A PARKS AND RECREATION ACTIVITIES PUBLICATION THIS SPRING CONTAINING A LISTING OF ALL THE CITY'S SUMMER PROGRAM OPPORTUNITIES	9%	60%	18%	2%	11%

M)	I AM KEEPING THIS PUBLICATION FOR REFERENCE TO SPECIAL PROGRAMS OFFERED THIS SUMMER.	6%	42%	29%	4%	19%

16. THE CITY IS ESTABLISHING A SERIES OF PRIORITIES TO DIRECT FUTURE PARK DEPARTMENT ACTIONS. PLEASE TELL ME, HOW IMPORTANT OR UNIMPORTANT IT IS FOR MCKINNEY TO . . . .

		VI	I	U	VU	NO
A)	HAVE SMALLER PARKS, WITHIN WALKING DISTANCE OF HOME WITH FEWER AMENITIES	22%	54%	20%	3%	2%
B)	HAVE LARGER PARKS, WITHIN DRIVING DISTANCE WITH MORE AMENITIES	20%	58%	19%	2%	2%
C)	OFFER LARGE REGIONAL PARKS WITH A WIDE VARIETY OF FACILITIES	17%	55%	22%	2%	4%
D)	INCREASE THE AMOUNT OF PUBLIC OPEN SPACE	18%	61%	15%	2%	5%
E)	CONSTRUCT ONE OR MORE LARGE RECREATION CENTERS WITH AQUATIC, FITNESS, MEETING ROOMS, GYM ETC.	25%	53%	18%	2%	3%
F)	PLACE ART IN PARKS AND OTHER PUBLIC SPACES	10%	53%	28%	5%	4%
G)	RENOVATE AND EXPAND EXISTING PARKS IN THE CITY	15%	71%	9%	1%	4%
H)	INCREASE REGISTRATION OR USER FEES SO THAT THOSE WHO USE FACILITIES FUND A HIGHER PERCENTAGE OF ITS OPERATION AND MAINTENANCE	7%	55%	30%	3%	6%
I)	DEVELOP MAJOR TRAILS IN EACH SECTOR OF THE CITY.	22%	59%	14%	2%	4%
J)	PRESERVE ENVIRONMENTALLY SENSITIVE AREAS SUCH AS NATURAL CREEK CORRIDORS	35%	56%	6%	1%	2%
K)	DESIGN AND DEVELOP MORE PARKS, & FACILITIES THAT FOCUS ON PASSIVE EXPERIENCES	10%	59%	20%	2%	10%
L)	CONSTRUCT FACILITIES IN ACCORDANCE WITH THE DEMAND AS NEW RESIDENTS MOVE INTO THE CITY	16%	73%	7%	2%	2%
M)	DEVELOP SIGNATURE PARKS, FACILITIES THAT ARE SPECIFIC TO THE REPUTATION OF THE CITY	12%	57%	23%	2%	8%
N)	IMPROVE AND ENHANCE MAINTENANCE OF PARK FACILITIES	15%	74%	7%	1%	4%
O)	ACQUIRE LAND TO PROTECT SITES OF CULTURAL VALUE IN THE AREA WHERE YOU LIVE	16%	64%	14%	2%	5%
P)	ACQUIRE LAND FOR FUTURE PARK AND OPEN SPACE DEVELOPMENT	20%	67%	8%	2%	3%

17. IN YOUR PART OF THE CITY, WHAT ONE RECREATIONAL FACILITY WOULD YOU SAY THE CITY IS LACKING?

Aquatic center-water park (20%), indoor-outdoor pool (18%), parks-picnic areas (14%), recreation center-gymnasium (10%), trails (10%)

18. HOW IMPORTANT OR UNIMPORTANT DO YOU OR ANYONE IN YOUR HOUSEHOLD THINK IT IS TO FOR THE CITY TO PROVIDE OR EXPAND THE FOLLOWING ACTIVITIES IN MCKINNEY?

	VI	I	U	VU	NO
A-01) ADULT BASEBALL	5%	30%	50%	12%	3%
B-02) YOUTH BASEBALL	20%	49%	22%	6%	4%
C-03) ADULT SOFTBALL	6%	38%	45%	8%	4%
D-04) YOUTH SOFTBALL	17%	51%	22%	6%	4%
E-05) UNDER 8 SOCCER	19%	50%	20%	6%	5%
F-06) UNDER 12 SOCCER	21%	50%	19%	7%	4%
G-07) UNDER 16 SOCCER	16%	54%	21%	7%	4%
H-08) TENNIS	12%	48%	28%	7%	6%
I-09) FOOTBALL	13%	43%	32%	6%	6%
J-10) INDOOR VOLLEYBALL	9%	54%	27%	5%	6%
K-11) SAND VOLLEYBALL	8%	45%	34%	7%	6%
L-12) BASKETBALL	12%	61%	18%	4%	5%
M-13) HORSESHOES	3%	32%	48%	12%	6%
N-14) DISC GOLF	6%	36%	41%	12%	6%
O-15) WALKING ON TRAILS	32%	56%	8%	3%	2%
P-16) JOG ON TRAILS	29%	57%	10%	3%	2%
Q-17) ROAD BIKING	33%	47%	21%	8%	4%
R-18) MOUNTAIN BIKING ON TRAILS	15%	47%	27%	8%	4%
S-19) EVENT PICNIC/REUNION PAVILIONS	22%	59%	14%	4%	3%
T-20) IN-LINE HOCKEY	5%	32%	47%	11%	6%
U-21) IN-LINE SKATING	6%	37%	44%	8%	6%
V-22) RACQUETBALL OR HANDBALL	7%	42%	37%	8%	6%
W-23) PLAYGROUNDS	32%	56%	8%	3%	2%
X-24) FAMILY PICNIC	26%	60%	9%	2%	2%
Y-25) SWIMMING	30%	53%	10%	4%	3%
Z-26) OUTDOOR PERFORMANCES	21%	51%	21%	5%	2%
AA-27) VISITING A DOG PARK	15%	36%	34%	11%	4%
AB-28) VIEWING NATURAL HABITAT/NATURE AREAS	24%	56%	13%	6%	3%
AC-29) GYMNASTICS	5%	41%	39%	11%	5%
AD-30) PLAYING SHUFFLEBOARD	2%	27%	53%	14%	6%
AE-31) BIRD WATCHING	6%	40%	41%	10%	4%
AF-32) SKATEBOARDING	6%	35%	43%	12%	5%
AG-33) EQUESTRIAN	5%	33%	46%	12%	5%
AH-34) BMX BICYCLING	3%	31%	48%	14%	6%
AI-35) CRICKET	1%	18%	59%	17%	6%
AJ-36) USING A CHILDREN'S WATER SPRAY PARK	25%	50%	16%	6%	4%
AK-37) SQUASH	2%	18%	57%	15%	9%
AL-38) LACROSSE	3%	24%	52%	14%	8%
AM-39) INDOOR CARDIO TRAINING	15%	50%	25%	7%	4%
AN-40) INDOOR WEIGHT TRAINING	14%	50%	25%	7%	4%
AO-41) AEROBICS	14%	57%	22%	5%	3%
AP-42) DANCE INSTRUCTION	10%	48%	31%	8%	4%
AQ-43) MARTIAL ARTS	10%	39%	35%	11%	4%

	VI	I	U	VU	NO
AR-44) TABLE GAMES (I.E. POOL, FOOSBALL)	7%	40%	39%	10%	4%
AS-45) INDOOR WALKING/JOGGING	13%	53%	26%	6%	3%
AT-46) INDOOR SWIMMING	22%	55%	16%	4%	3%
AU-47) ICE HOCKEY	6%	30%	45%	13%	6%

19. FROM THE LIST I JUST READ, WHAT WOULD YOU CONSIDER TO BE THE MOST IMPORTANT RECREATIONAL ACTIVITY TO SUPPORT?
Walking on trails (11%), indoor swimming (11%), swimming (9%)

20. HAVE YOU OR A MEMBER OF YOUR FAMILY UTILIZED A CITY HIKE AND BIKE TRAIL IN THE PAST 12 MONTHS?

YES	50%
NO	49%
DON'T REMEMBER	1%
REFUSE TO ANSWER	1%

21. LET ME NOW READ YOU A LIST OF SOME WATER-RELATED ACTIVITIES THAT MIGHT BE OFFERED AT AN AQUATIC FACILITY. HOW LIKELY OR UNLIKELY WOULD YOU OR A MEMBER OF YOUR FAMILY BE TO PARTICIPATE IN THE FOLLOWING PROGRAMS IF OFFERED . . . .

	VL	L	U	VU	NO
A) AGE-SPECIFIC GROUP SWIMMING LESSONS	27%	23%	30%	21%	1%
B) LESSONS FOR DISABLED OR SPECIAL NEEDS PERSONS	6%	13%	45%	35%	1%
C) INFANT AND TODDLER INSTRUCTION	15%	16%	38%	29%	1%
D) THERAPEUTIC RECREATION	11%	30%	35%	22%	3%
E) SCUBA CERTIFICATION CLASSES	8%	27%	40%	24%	2%
F) WATER AEROBICS/WATER WALKING	13%	38%	31%	18%	1%
G) WATER SAFETY/RED CROSS CERTIFICATION	16%	39%	29%	16%	1%
H) LAP/FITNESS SWIMMING	13%	36%	35%	16%	1%
I) SWIMMING FOR SENIORS	10%	24%	43%	23%	1%
J) OPEN LEISURE SWIMMING WITH PLAY FEATURES, LAZY RIVER, SLIDES, ETC.	32%	34%	22%	11%	1%
K) WATER GAMES, SUCH AS WATER VOLLEYBALL	9%	37%	37%	16%	1%
L) COMPETITIVE SWIMMING	7%	19%	52%	21%	1%
M) SPRINGBOARD DIVING	7%	25%	46%	22%	1%
N) WATER POLO	3%	18%	54%	24%	2%
O) SYNCHRONIZED SWIMMING	2%	14%	57%	26%	2%
P) USE A CHILDREN'S WATER SPRAY PARK	27%	5%	22%	14%	2%

22. THESE LAST FEW QUESTIONS ARE JUST FOR CLASSIFICATION PURPOSES. IN WHICH OF THE FOLLOWING AGE GROUPS DO YOU FALL?

18 – 24 YEARS	1%
25 - 34 YEARS	14%
35 - 44 YEARS	33%
45 - 54 YEARS	20%
55 - 64 YEARS	17%
65 AND OLDER	15%
REFUSED TO ANSWER	1%

23. DO YOU HAVE ANY CHILDREN UNDER THE AGE OF 19 LIVING IN YOUR HOME? (IF YES: INTO WHICH OF THE FOLLOWING AGE RANGES WOULD THEY FALL?)

0 – 4 YEARS	24%
5 – 9 YEARS	25%
10 – 14 YEARS	26%
15 – 19 YEARS	19%
NO CHILDREN	44%
REFUSE TO ANSWER	1%

THAT'S THE END OF OUR SURVEY BUT COULD I CHECK TO SEE IF I DIALED THE CORRECT NUMBER. I DIALED _____. AND COULD I HAVE YOUR FIRST NAME, ONLY IN CASE MY SUPERVISOR HAS TO VERIFY THIS INTERVIEW?_____. THANK YOU AND HAVE A NICE EVENING.
CALLER INI._____ SHEET NUMBER _____ ZIP CODE_____ SURVEY LENGTH_____

CITY OF MCKINNEY
PARKS AND RECREATION DEPARTMENT
2009 YOUTH PROGRAMMING SURVEY
CUMULATIVE RESULTS

PROJECT 01262007 RAYMOND TURCO & ASSOCIATES DECEMBER 2008

INSTRUCTIONS: AS A RESIDENT OF MCKINNEY, THE CITY NEEDS YOUR HELP AND YOUR INPUT! THE CITY IS CURRENTLY INVOLVED IN UPDATING ITS PARKS AND RECREATION MASTER PLAN. THIS IS A DOCUMENT THAT HELPS THE CITY SET PRIORITIES FOR PARKS AND RECREATIONAL FACILITIES FOR THE NEXT 5—10 YEARS. STUDENTS SUCH AS YOURSELF ARE PRIME USERS OF PARKS AND PROGRAMS, AND THEREFORE, AN AUDIENCE WHOSE VIEWS ABOUT PARKS THE CITY TAKES VERY SERIOUSLY. AND EVEN IF YOU DON'T USE PARKS, WE STILL WOULD LIKE YOUR VIEWS. PLEASE TAKE A FEW MINUTES TO ANSWER THIS SURVEY ABOUT PARKS AND RECREATION IN YOUR NEIGHBORHOOD. READ EACH QUESTION AND CHECK THE BOX THAT IS CLOSEST TO YOUR OPINION. CHECK ONLY ONE BOX PER QUESTION UNLESS THE INSTRUCTIONS SAY, "CHECK ALL THAT APPLY." IF YOU DON'T HAVE AN OPINION, DO NOT CHECK ANY BOX. **THIS IS A CONFIDENTIAL SURVEY. WE DON'T WANT YOUR NAME. HOWEVER, PLEASE BE HONEST.**

1. ARE YOU . . .

MALE	60%
FEMALE	40%

2. WHAT GRADE ARE YOU IN?

6TH	29%	10TH	13%
7TH	16%	11TH	.8%
8TH	15%	12TH	.6%
9TH	13%		

3. WHICH SCHOOL DO YOU ATTEND?

McKinney Boyd High School	20%
Evans Middle School	14%
Dowell Middle School	13%
Faubion Middle School	12%
McKinney High School	12%
Cockrill Middle School.	8%
Scott Johnson Middle School	5%
McKinney North High School	5%
Out-of-district schools	3%
Press Elementary	1%
Glen Oaks Elementary.	1%
McGowen Elementary	1%
Vega Elementary	1%
Home-schooled	1%

4. HOW LONG HAS YOUR FAMILY LIVED IN MCKINNEY?

LESS THAN 1 YEAR	4%
1 – 3 YEARS	13%
4 – 6 YEARS	21%
7 – 10 YEARS	26%
OVER 10 YEARS	36%

5. CHECK THE BOX THAT BEST DESCRIBES YOUR ETHNIC BACKGROUND.

AFRICAN-AMERICAN	5%
AMERICAN INDIAN	2%
ANGLO/WHITE	80%
ASIAN	3%
HISPANIC	6%
OTHER	3%

6. WHICH STATEMENT BEST DESCRIBES YOUR ATTITUDE ABOUT SCHOOL?

I LIKE SCHOOL VERY MUCH	37%
I LIKE SCHOOL	58%
I DISLIKE SCHOOL	4%
I DISLIKE SCHOOL VERY MUCH	1%

7. CHECK THE BOX THAT BEST DESCRIBES HOW STRONGLY YOU AGREE OR DISAGREE WITH THE FOLLOWING HEALTH AND EXERCISE-RELATED STATEMENTS . . . .

		SA	A	D	SD
A)	I CONSIDER MYSELF TO BE HEALTHY	64%	35%	1%	0%
B)	I CAN BE ACTIVE AND HAVE FUN IN MCKINNEY	45%	46%	8%	1%
C)	I PARTICIPATE IN ORGANIZED SPORTS THORUGH MY SCHOOL DISTRICT	34%	19%	34%	13%
D)	I PARTICIPATE IN ORGANIZED SPORTS THROUGH NON SCHOOL ORGANIZATIONS	48%	22%	24%	6%
E)	I AM VERY ACTIVE, BUT IN SOMETHING OTHER THAN SPORTS	22%	38%	30%	9%
F)	THE CITY PROVIDES A LOT OF OPPORTUNITIES TO BE ACTIVE AND HAVE FUN	15%	47%	31%	8%

8. WHICH WORDS BEST DESCRIBES YOU IN TERMS OF BEING PHYSICALLY ACTIVE?

I AM VERY ACTIVE	67%
I AM SOMEWHAT ACTIVE.	29%
I AM NOT VERY ACTIVE.	3%
I AM NOT ACTIVE AT ALL	0%

9. DURING A TYPICAL WEEKDAY, HOW MUCH FREETIME DO YOU SPEND DOING THE FOLLOWING. CHECK (1) LESS THAN ONE HOUR; (2) 1-2 HOURS; (3) 2-3 HOURS; OR (4) 3 HOURS OR MORE. PLEASE EXCLUDE TIME IN SCHOOL.

	1	2	3	4
A) BEING ACTIVE	14%	41%	23%	22%
B) IN FRONT OF A SCREEN (TV, PC, GAME, CELL)	27%	44%	18%	10%
C) DOING HOMEWORK	30%	49%	14%	8%
D) OTHER ACTIVITIES	28%	45%	14%	13%

10. DO YOU OR MEMBERS OF YOUR FAMILY USE PARK, RECREATION AND OPEN SPACE FACILITIES OPERATED BY THE CITY OR SCHOOL DISTRICT?

YES 82%

(IF NO, SKIP TO #12) NO 18%

11. (IF YES) USING THE LIST BELOW, PLEASE CHECK YOUR THREE FAVORITE ACTIVITIES WHEN USING FACILITIES OPERATED BY THE CITY OR SCHOOL DISTRICT.

SWIM 33%	GOLF 9%	BICYCLING 22%
WALK/HIKE ON TRAILS . 26%	EXERCISE/WORK OUT 14%	VOLLEYBALL 10%
BASEBALL/SOFTBALL . . 12%	WALK DOG 22%	RUNNING/JOGGING . .17%
SOCCER 16%	BASKETBALL . . . 23%	OTHER (LACROSSE). .21%
PLAYING AT PLAYGROUND 24%	SKATEBOARDING . . 14%	OTHER (FOOTBALL) . 4%

12. OVERALL, HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE QUALITY OF PARKS AND RECREATION FACILITIES IN MCKINNEY?

VERY SATISFIED 9%
SATISFIED 59%
DISSATISFIED 26%
VERY DISSATISFIED . . 7%

13. HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE AMOUNT OF RECREATIONAL OPPORTUNITIES PROVIDED AT YOUR GRADE LEVEL?

VERY SATISFIED 7%
SATISFIED 40%
DISSATISFIED 41%
VERY DISSATISFIED . .12%

14. WHICH OF THE FOLLOWING LOCATIONS WOULD YOU BE MOST LIKELY TO MEET WITH FRIENDS WHEN YOU WANT TO HANG OUT OR RECREATE? (CHECK ALL THE BOXES THAT APPLY).

CITY PARK 36%	FRIENDS HOUSE . .78%	HEALTH CLUB 21%
SCHOOL PLAYGROUND . .30%	MY HOUSE 77%	NO PLACE IN PARTICULAR.13%
CHURCH 30%	LIBRARY 8%	PARKING LOTS 7%
DOWNTOWN 10%	BASKETBALL COURT.20%	IN THE WOODS 7%
SHOPPING 18%	CITY FACILITY . . 5%	OTHER (LACROSSE FIELD) 4%

15. HOW FREQUENTLY DO YOU PARTICIPATE IN ANY OF THE FOLLOWING ACTIVITIES. PLEASE CHECK (1) DAILY, (2) 2-3 TIMES PER WEEK; (3) WEEKLY; OR (4) 3 TIMES PER MONTH OR LESS.

	D	2-3/W	W	M/L
A) FITNESS/EXERCISE LIKE RUNNING, AEROBICS, WEIGHT LIFTNG	33%	27%	14%	25%
B) TEAM SPORTS (BASEBALL OR SOCCER)	23%	32%	13%	32%
C) INDIVIDUAL SPORTS LIKE GOLF, TENNIS, KARATE, BOXING, ETC.	7%	13%	12%	67%
D) VISUAL ARTS LIKE PAINTING, DRAWING, OR PHOTOGRAPHY	13%	14%	14%	60%
E) PERFORMING ARTS LIKE MUSIC, DRAMA ETC.	27%	11%	8%	54%
F) HOBBIES LIKE SCRAP BOOKING, CRAFTS, ETC.	5%	7%	10%	78%
G) VIDEO GAMING	27%	28%	22%	23%
G) EXCURSIONS, LIKE TOURS, TRIPS ETC.	1%	3%	10%	87%
H) OUTDOOR RECREATION LIKE CAMPING, FISHING, BOATING ETC.	1%	3%	10%	86%
I) SOCIAL ACTIVITIES LIKE DANCES, CONCERTS, ETC.)	2%	2%	14%	82%
J) SWIMMING	9%	15%	18%	58%
K) EXTREME SPORTS LIKE BMX, SKATEBOARDING, ROCK CLIMBING ETC.	8%	8%	11%	72%
L) GENERAL RECREATION LIKE WALKING, BICYCLING, RUNNING ETC.	26%	28%	26%	20%

16. THINKING ABOUT YOUR CURRENT RECREATION ACTIVITIES AND THOSE IN WHICH YOU MIGHT WISH TO PARTICIPATE, WHAT WOULD YOU LIKE TO GET OUT OF THOSE ACTIVITIES? (CHECK ALL THAT APPLY)

HAVE FUN	93%	ENJOY THE OUTDOORS	.61%
DEVELOP NEW SKILLS	59%	HELP OTHERS	.39%
IMPROVE HEALTH/FITNESS . . .	68%	IMPROVE SPECIFIC SKILLS	.50%
INTERACT WITH FRIENDS. . . .	86%	PARTICIPATE IN ORGANIZED SPORTS . .	.50%
MEET NEW PEOPLE	47%	FIND ACTIVITY IN WHICH TO EXCEL . .	.36%
PARTICIPATE IN COMPETITIONS.	50%	OTHER (PLAY LACROSSE)	3%
EXPERIENCE BEING PART OF A TEAM ACTIVITY	48%		

17. THE CITY IS ESTABLISHING A SERIES OF PRIORITIES TO DIRECT FUTURE PARK DEPARTMENT ACTIONS. CHECK THE BOX THAT BEST DESCRIBES HOW IMPORTANT OR UNIMPORTANT IT IS FOR MCKINNEY TO . . . .

	VI	I	U	VU
A) HAVE SMALLER PARKS, WITHIN WALKING DISTANCE OF HOME WITH FEWER THINGS TO DO	21%	37%	31%	11%
B) HAVE LARGER PARKS, WITHIN DRIVING DISTANCE WITH MORE THINGS TO DO	42%	42%	12%	4%
C) OFFER LARGE REGIONAL PARKS WITH A WIDE VARIETY OF AMENITIES	46%	39%	13%	2%
D) INCREASE THE AMOUNT OF PUBLIC OPEN SPACE	40%	41%	15%	4%

E)	ALLOW ACCCESS TO OPEN SPACE, CREEKS, TRAILS, AND NATURE AREAS FOR ACTIVITIES LIKE EXPLORATION, NATURE LEARNING AND NATURE EXPERIENCES	43%	43%	12%	2%
F)	PRESERVE ENVIRONMENTALLY SENSITIVE AREAS SUCH AS NATURAL CREEK CORRIDORS	46%	43%	9%	3%
G)	DEVELOP UNIQUE PARKS THAT ARE SPECIFIC TO THE REPUTATION OF THE CITY	30%	43%	22%	4%
H)	ACQUIRE LAND TO PROTECT SITES OF CULTURAL VALUE IN THE AREA WHERE YOU LIVE	27%	39%	27%	7%
I)	ACQUIRE LAND FOR FUTURE PARK AND OPEN SPACE DEVELOPMENT	41%	47%	11%	2%
J)	CONSTRUCT ONE OR MORE LARGE RECREATION CENTERS WITH AQUATIC, FITNESS, MEETING ROOMS, GYM ETC.	65%	24%	8%	3%
K)	IMPROVE AND ENHANCE MAINTENANCE OF PARK FACILITIES	41%	50%	7%	2%
L)	CONSTRUCTION OF AN OUTDOORS WATER PARK	54%	26%	15%	5%

18. IN YOUR PART OF THE CITY, WHAT ONE RECREATIONAL FACILITY WOULD YOU SAY THE CITY IS LACKING?
Swimming pool (14%), lacrosse field (13%), natatorium (10%), water park (9%), skate park (8%), recreation center (6%)

19. CHECK THE BOX THAT BEST DESCRIBES HOW IMPORTANT OR UNIMPORTANT YOU THINK IT IS TO FOR THE CITY TO PROVIDE OR EXPAND THE FOLLOWING ACTIVITIES IN MCKINNEY?

	VI	I	U	VU
A-01) ORGANIZED SPORTS LEAGUES (COMPETITIVE)	41%	36%	18%	4%
B-02) ORGANIZED SPORTS LEAGUES (RECREATIONAL)	44%	42%	11%	3%
C-03) NON-STRUCTURED PHYSICAL ACTIVITY (DROP-IN)	22%	53%	23%	3%
D-04) CLASS OR WORKSHOPS IN PHYSICAL ACTIVITY	20%	44%	31%	5%
E-05) ART (LESSONS OR DISPLAY OPPORTUNITIES	17%	43%	30%	10%
F-06) MUSIC (LESSONS OR PERFORMING OPPORTUNITIES)	22%	40%	29%	9%
G-07) DANCE (LESSONS OR PERFORMING OPPORTUNITIES)	13%	35%	38%	13%
H-08) DRAMA (LESSONS OR PERFORMING OPPORTUNITIES)	16%	37%	35%	12%
I-09) OUTDOOR ACTIVITIES LIKE WALKING	33%	45%	18%	4%
J-10) OUTDOOR ACTIVITIES LIKE BIKING	39%	44%	13%	3%
K-11) OUTDOOR ACTIVITIES LIKE BMX BIKING	21%	31%	36%	13%
L-12) USING A YOUTH WATER SPRAY PARK	23%	36%	29%	12%
M-13) SWIMMING	53%	35%	9%	3%
N-14) VIEWING NATURAL HABITAT/NATURE AREAS	28%	46%	19%	6%
O-15) BIRD WATCHING	11%	23%	43%	23%
P-16) EQUESTRIAN	17%	27%	36%	21%

20. FROM THE ABOVE LIST, CHECK THE BOX FOR THE RECREATIONAL ACTIVITY YOU CONSIDER TO BE MOST IMPORTANT FOR THE CITY TO SUPPORT?
Organized sports leagues (competitive) (23%), swimming (21%), organized sports leagues (recreational) 14%, using a youth water spray park (8%)

21. PLEASE CHECK UP TO FIVE (5) RECREATION/PARKS/OPEN SPACE OPPORTUNITIES THAT YOU WOULD LIKE TO SEE MORE OF IN THE NEXT FIVE TO TEN YEARS:

ARCHERY 11%	SWIMMING 45%	FISHING 12%
BASEBALL 7%	TENNIS 11%	NATURE STUDY 9%
BASKETBALL 18%	VOLLEYBALL . . .12%	PERFORMING ARTS . . .20%
FOOTBALL 11%	BICYCLING 20%	FITNESS/AEROBICS . .11%
GOLF 11%	RUNNING 3%	FRISBEE GOLF 10%
GYNMASTICS 5%	WALKING 11%	SUMMER CAMPS 21%
HOCKEY 12%	SKATE BOARDING. .19%	CRAFTS 3%
ICE SKATING 18%	IN-LINE SKATING .10%	PLAYGROUNDS 12%
SOCCER 8%	BMX BIKING . . .12%	PICNICKING 8%
SOFTBALL 1%	AQUATICS 6%	TRAILS IN THE WOODS .31%
POOL ACTIVITIES . . 29%	RUNNING/JOGGING .13%	OTHER (LACROSSE). . .20%

22. BASED ON WHAT YOU KNOW TODAY, HOW IMPORTANT OR UNIMPORTANT DO YOU THINK IT IS FOR THE CITY TO WORK TO BECOME A “GREEN” SUSTAINABLE COMMUNITY, OR A COMMUNITY DEDICATED TO PROTECTING THE ENVIRONMENT?

VERY IMPORTANT 64%	
SOMEWHAT IMPORTANT . .30%	
SOMEWHAT UNIMPORTANT . . 4%	
VERY UNIMPORTANT 2%	

23. WHERE DO YOU CURRENTLY GET YOUR INFORMATION ABOUT CITY OF MCKINNEY RECREATION AND PARKS PROGRAMS? (CHECK ALL THAT APPLY)

CITY WEB SITE 23%	
PARKS & REC GUIDE . . 24%	
FLYERS 8%	
RADIO ADS 2%	
NEWSPAPER ADS 6%	
WORD OF MOUTH 23%	
DON’T RECEIVE AT ALL. 7%	
OTHER 6%	

24. IF THE CITY WERE TO COMMUNICATE WITH YOU THROUGH NEW TECHNOLOGY, WHICH OF THE FOLLOWING WOULD BE PREFERABLE? (CHECK ALL THAT APPLY)

E-MAIL BLASTS 52%	
TEXT MESSAGE BLAST . . 13%	
CITY MY SPACE PAGE . . . 9%	
CITY FACEBOOK PAGE . . 21%	
OTHER 5%	

25. WHAT WOULD YOU THINK IS THE BEST WAY TO GET INFORMATION FROM SCHOOL-AGE YOUTH? (CHECK ALL THAT APPLY)

TEEN ADVISORY COUNCIL TO PARKS AND RECREATION DEPARTMENT	31%
INTERACTION ON MYSPACE OR FACEBOOK SITE	20%
A TELEPHONE HOTLINE	6%
A TEXT MESSAGING HOTLINE	17%
PERIODIC FOCUS GROUP MEETING WITH STUDENTS	26%

26. WHAT ONE SUGGESTION WOULD YOU MAKE SO THAT THE PARKS AND RECREATION DEPARTMENT CAN BETTER SERVE THE YOUTH OF MCKINNEY OVER THE NEXT FIVE TO TEN YEARS?

LaCrosse fields (14%), age and ability-based activities/family activities (10%), miscellaneous (9%), water park (6%), teen hangout place (6%), extreme sports complex/multi-use athletic complex (6%)

THANK YOU VERY MUCH FOR YOUR INPUT.

Appendix C

Focus Group Detailed Responses

The information included in this appendix provides greater depth to the summary report as it contains greater specificity of responses.

Focus Group: Sports and the Arts

June 10, 2008: 6 - 8 p.m.

This focus group was conducted using the nominal group technique where every participant creates a list of responses to the questions and is provided an opportunity to make sure their response or suggestion is included on the list. The list of responses is then categorized into "like" headings that relate to one another.

This focus group was asked the following questions:

1. What makes McKinney a good place to live?
2. What are the outcomes you expect to achieve through your particular activity/organization?
3. What can McKinney Parks and Recreation do to make your role easier with the areas you work and support?
4. What do sports and the arts have in common?

Summary for Each Question Area

The following reflects the summarized categories of responses solicited from the focus group participants. These summary lists are followed by the specific listing of responses from participants.

Question #1: What makes McKinney a good place to live?

Summary Responses

- People (4, 5, 6, 8, 9, 14, 17)
- Accessibility (11, 18)
- Amenities
    - Tangibles (1, 2, 3, 7, 15)
    - Intangibles (10, 12, 13, 16, 17)

Please Note: The numbers appearing next to each summary category reflects the number assigned to each specific response listed below.

Specific Participant Responses:

1. McKinney Square
2. Quality of the education
3. Multiple schools
4. Small tow atmosphere
5. Active community
6. Ethnic diversity
7. Historic
8. People ease of getting involved

9. Congenial people
10. Aesthetically pleasing
11. Access to the city
12. Balance between old and new
13. Low commercialization
14. City Officials are easy to work with
15. Parks, hike and bike senior center
16. Clean and more secure environment
17. Family atmosphere
18. Easy to get around

Question #2: What are the outcomes you expect to achieve through your particular activity/organization?

Summary Responses

- Accessibility (3, 4, 5)
- Health (2, 10, 11, 12, 29)
- Individual (11, 13, 17, 18, 20, 21, 23, 27, 28)
- Social (1, 6, 7, 8, 14, 16)

Please Note: The numbers appearing next to each summary category reflects the number assigned to each specific response listed below.

Specific Participant Responses:

1. Social interaction with other youth and adults
2. Swimming education
3. Experience historic community and preserving history
4. Affordable arts opportunities
5. Entertainment
6. Teamwork
7. Friendship building
8. Teamwork camaraderie
9. Popularizing the game in the US
10. Building a life fitness skills
11. Staying active and positive
12. Health – low impact and lifetime facility
13. Role Modeling
14. School involvement
15. Affordable opportunity
16. Social support group
17. Leadership morality, scholarships
18. Character building positive role model
19. Cooperate between city and school
20. Safe place to participate
21. Develop skill sets in the sports
22. Keep participation here in McKinney
23. Conditioning and defense
24. Alternative Activities
25. Competition at all skill levels
26. Keep providing a variety of needs as growth occurs
27. Self-confidence
28. Success at higher level
29. Getting kids outside
30. Open communication / City more responsive to the public

Question #3: What can McKinney Parks and Recreation do to make your role easier with the areas you work and support?

Summary Responses

- Become The Best (1, 2, 10, 13, 14)
- More and Better Maintained Facilities(3, 7, 8, 9, 15)
- Specific Strategies (4, 5, 6, 10, 11, 12, 16, 17, 18)

Please Note: The numbers appearing next to each summary category reflects the number assigned to each specific response listed below.

Specific Participant Responses:

1. Boast there are more parks and facilities and quality than other communities
2. County seat but need to build ahead of the curve – Now rather than the future.
3. Large recreation facility
4. More public and private involvement
5. Mass transit to Collins
6. Balance to growth in areas of city
7. Build athletic and arts facilities that will clearly come with future growth put fourth
8. lane principle for parks and rec – sooner rather later
9. Need another pool
10. Make McKinney the place to come
11. Constant need to acquire more open space
12. Create a media consolidation of info and access
13. Green spaces and historic preservation
14. Good job of programs for youth, need to ensure that seniors are covered
15. Green space and Erwin park use and development
16. Age of population and migration
17. City should consider managing the leagues
18. Can brochure include the sign up info etc.

Question #4: What do sports and the arts have in common?

Summary Responses

- Have the same goals for the community
- Wonderful that parents and volunteers to help youth

Please Note: There are no numbers for specific responses in this question area as these two comments were widely accepted by those participating

Focus Group: Youth and Seniors

June 10, 2008: 2 – 4 p.m.

Question 1: What Makes McKinney a Good Place to Live?

Summary Responses

The common attributes identified by this group composed of both senior citizens and youth of the community were:

- People (9, 11, 12, 16, 27)
- Proximity
- Transportation 26, 37,39,34
- Quality Amenities

Please Note: The numbers associated with each attribute reflect the numbered responses from focus group participants listed below.

Specific Participant Responses:

1. Social Activities
2. Historic
3. Big City advantages
4. Good public schools
5. Good community
6. Easy access ti freeways
7. Easy access to shops and entertainment
8. Tree and nature
9. People of all ages
10. Great city facilities
11. Great city facilities
12. People in general
13. Cultural diversity
14. Downtown activities are family friendly
15. Laidback atmosphere
16. Easy access to fun food games
17. Nice neighborhoods
18. Easy to get around (if you have transportation
19. Senior dancing
20. Beautification crepe myrtle
21. Ongoing maintenance
22. Rec center and people who work there
23. Sr. Pool
24. Country club
25. Churches and religious diversity
26. City services
27. Hike and bike trail
28. Volunteerism
29. Weather
30. Lifeguards
31. Easy access to information
32. Reasonably quiet
33. Low crime
34. Friendly City
35. Senior trips
36. Healthcare facilities
37. Cleanliness
38. Senior Transportation
39. Learn to swim
40. Transportation for everybody
41. Diversity
42. Small city environment

Public Meeting Detailed Responses

The information included in this appendix provides greater depth to the summary report as it contains greater specificity of responses.

Public Meeting

June 24, 2008: 6 – 8 p.m.

The purpose of this meeting was to invite interested residents from the community to a public meeting that could better determine the needs and interests the residents of McKinney had related to public parks and recreation.

The following questions were addressed as part of this process:

- **What can parks and recreation do to maintain those elements that make McKinney a special place to live?**
- **What plans should be made for open space and natural areas in McKinney's future?**
- **What role(s) should aquatics play in McKinney's future?**
- **What role(s) should arts and culture play in McKinney's future?**
- **What athletic and outdoor recreation activities will people be participating in by the year 2030?**
- **What indoor recreation activities will people be participating in by the year 2030?**

The specific comments expressed by each group and recorded by the facilitators for each of the questions are featured below as follows:

What can parks and recreation do to maintain those elements that make McKinney a special place to live?

Group 1:

1. landscaped roads
2. first class sports facility / create an image
3. focus on history and culture
4. McKinney not special yet but great
5. themed architecture
6. preserve history

Group 2:

1. preserve local architecture
2. preserve downtown
3. protect wood others
4. create small town communities within the city
5. support community meeting and place
6. parks and recreation should communicate with public
7. balance growth
8. less big block development (ie. Home depot, Wal-Mart)
9. more entertainment, family oriented

Group 3:

1. funding
2. maintain downtown
3. identify and validate history
4. secure safety
5. save the trees
6. plant trees
7. protect open space
8. appropriate building codes (in context)
9. sensitive old style design (residential and commercial)
10. protect historic houses

Group 4:

1. maintain greenbelts
2. protect all the trees
3. clean water (protect)
4. improve and maintain existing facility and infrastructure
5. benchmark against other cities
6. ensure access
7. increase community involvement
8. public transportation
9. appropriate staffing
10. cohesive character
11. maintain small town feel
12. maintain town lake

Group 5:

1. save the tress
2. more facilities like senior center
3. proportional growth
4. limit growth
5. protect open space
6. protect the land
7. bring back streetcar and trolley

Group 6:

1. conserve, document and celebrate old trees
2. keep McKinney, McKinney
3. preserve old homes
4. reuse cotton mill
5. planned development for downtown
6. keep unique quit shops
7. keep McKinney's personality
8. program events like arts and jazz
9. program main street with fairs ect.

What plans should be made for open space and natural areas in McKinney's future?

Group 1:

1. dedicated land from development
2. bicycle Trails
3. acquire more land/running out of land
4. Golf course something close to subdivisions
5. camping
6. make open space more assessable
7. public fishing areas

8. keep wilderness areas

Group 2:

1. General plan (lack of)
2. more parks
3. downtown area
4. more infrastructure
5. more green
6. gardens
7. improve town lake (drainage)
8. beautification
9. maintain town lake
10. hike and bike
11. development of utility line (preserve more trees)
12. seasonal planting
13. crepe myrtles
14. maintaining that "green" hometown feel
15. not all concrete
16. environmentally conscious
17. go "green"

Group 3:

1. transportation (taxi, dart)
2. find space (acquire land)
3. undesirable development and create space
4. recreational areas, sports facilities
5. more parks
6. develop land fields (dumps)
7. dart station
8. south east area development (acreage south side of cemetery)

Group 4:

1. nature education
2. land acquisition in all areas of McKinney
3. hike and bike trial (interconnected)
4. having to cross Eldorado to get school (safety)
5. no restrooms at Erwin
6. camping areas maintained
7. expand Myers Park (county)
8. Livestock/horse/rodeo
9. accommodate large special groups: girl scouts, boy scouts, FFA
10. Limit commercial buildings
11. golf course
12. nature trails (up keep and add more)

Group 5:

1. no cutting trees
2. more land
3. parkland dedication
4. lakes (bigger, more)
5. northwest expansion
6. botanical gardens
7. teach conservation (in schools)
8. wildflowers
9. water retention for plants
10. picnic areas/community

Group 6:

1. forest conservation
2. suburban forestry (degrees of maintenance)
3. passive trails (adoptive program)
4. another "towne lake" (northward, bigger)

5. maintain degrees of parks (different types)
6. Bathrooms and water fountains

What role(s) should aquatics play in McKinney's future?

Group 1:

1. need an indoor facility
2. different typos of pools for different ages
3. consider on multi-purpose (age) venue
4. need aquatics faster than 2028
5. water therapy is very important
6. how does city serve those who don't use private facilities?
7. need adequate lessons programming for growing population
8. consider water conservation
9. valued instructor specialties (therapy/health)
10. venues should be on public transit

Group 2:

1. need growth in competitive venues to keep up with population
    a. indoor
    b. divining
    c. meet venue
2. much bigger version of Old Settlers pool
3. water therapy is important
4. classes/programming for all ages (also classes together)
5. consider combining functions into larger venue(s)
6. multi-function/multi generational
7. growth will bring socio-economic diversity
8. avoid east and west territorialism
9. senior center is already in need of expansion
10. develop McKinney east
11. ensure adequate parking

Group 3:

1. more free-swim area/time (like Cooper, Allen's natatorium)
2. need a water park
3. do it all indoor
4. outdoor water will be less popular in 2030
5. scuba/snorkel program (virtual?)
6. work within available land area of redevelopment not in favor of losing open space.

Group 4:

1. ramped entries and accessible
2. aerobic classes, weekend programming
3. consider salt water based sanitation

4. two water parks (east and west)
5. more landscaping and pool design creativity
6. splash pads, fountains
7. water conservation
8. fun instructors keep classes full

Group 5:

1. like Allen's natatorium
2. reservoir, natural venues
3. water conservation
4. no sandy beaches for pools
5. movable bottom for maximum flexibility
6. multi-use/multi-generational venues
7. more indoor water facilities
8. indoor and outdoor water in same facility
9. ensure adequate parking

Group 6:

1. need a water park
2. could be combined with fitness center
3. indoor and outdoor together
4. indoor water sports
5. there is no competitive water facilities outside of school
6. neighborhood scale facilities
7. adequate parking
8. plan venues ahead of housing development
9. canoeing (natural water)
10. flow rider
11. fix what is already here

What role(s) should arts and culture play in McKinney's future?

Group 1:

1. expand symphony
2. cultural center in prominent place
3. support for community productions (more than money)
4. outdoor amphitheater
5. improved gateways, into city
6. preserve history

Group 2:

1. preserve culture
    a. history
    b. inter urban railroad
    c. cotton mill/Industrial buildings (preserve, revitalize)
    d. empower east side (arts/crafts, special district)
    e. east side source of history
2. revitalize east side through empowerment (creates own identity)
3. development of alternative transportation
4. east side arts district

Group 3:

1. more facilities for arts/crafts (art museum)
2. develop an arts/crafts and farmers market district in downtown
3. Amphitheater
4. have festival related to arts/crafts
5. live theater in downtown
6. preserve historic buildings and local businesses

Group 4:

1. more evening arts/crafts activities (jazz)
2. develop arts culture for children (programming, not just MISD)
3. more facilities (indoor and outdoor: (senior dance, concert, plays, 42 game)
4. engage and provide opportunities for youth (youth center)
5. expand facilities and program as city grows

Group 5:

1. expand
    a. join Collin County arts facility (Custer and 121)
    b. offer more programming for all ages
    c. studios for
        i. performing arts (dance, etc)
        ii. creative arts (painting, etc)
        iii. for developing artists

2. concert venues (and festival)
    a. amphitheater
    b. mid-sized concert arena
3. support outdoor entertainment

Group 6:

1. advertise activities going on around city (through city website)
2. outdoor amphitheater
3. develop an outdoor concert series
4. more indoor concerts
5. preserve and protect small-town atmosphere

What athletic and outdoor recreation activities will people be participating in by the year 2030?

Group 1:

1. land acquisition
2. hike and bike trails
3. traditional sports
    a. football
    b. soccer
    c. facilities for disabilities
    d. baseball

4. circulation
5. facilities for large groups/events
6. 4H additional Myers
7. fairgrounds
8. larger playgrounds
9. water park

Group 2:

1. bike trails
2. tennis courts (with instructors)
3. volley ball
4. lawn bowling
5. bowling
6. soccer
7. large event arena
8. fishing
9. land acquisition
10. skateboard park/hockey/bmx
11. transportation (dart)
12. circulation

Group 3:

1. water park
2. bike and hike trails (veloweb)
3. skateboard park
4. land acquisition
5. soccer
6. outdoor basketball
7. baseball/softball
8. dog park/agility course
9. acquire land for facilities in east McKinney
10. tennis facilities
11. miniature golf
12. promote participation and recreational opportunities via marketing
13. nature courses
14. cultural courses (field trips, museums, shows)

Group 4:

1. outdoor concerts
2. outdoor family events
3. year round outdoor events
4. golf
5. fishing
6. miniature golf
7. camping
8. scuba/snorkeling
9. more bicycle trails
10. place for reunions/parties
11. baseball/soccer/softball
12. jogging trails

Group 5:

1. outdoor theater
2. dinosaur park
3. separate bike trail from walking trail
4. do not want 9,000 seating events
5. build multiple 2,000-3,000 facilites
6. botanical garden
7. butterfly garden

Group 6:

1. summer nights
    a. restaurants
    b. music

    c. community setting
2. botanic garden
    a. Erwin park
    b. Dr. Glenn Mitchell Memorial Park
    c. Rose garden/Russian lavender
3. soccer
4. football
5. baseball
6. track
7. equestrian
8. rugby
9. cricket
10. outdoor basketball
11. tennis

What indoor recreation activities will people be participating in by the year 2030?

Group 1:
1. fitness
2. walking inside
3. swimming
4. country and western dancing/ballroom/hip-hop
5. social events
6. generational programs
7. computer access (high speed)
8. lifestyle improvement programs
9. skateboarding
10. bowling
11. crafts and fine arts bridge
12. virtual games (ie: Nintendo Wii)
13. natatorium
14. tennis

Group 2:
1. Envision all activities inside
2. indoor pools
3. expanded fitness equipment indoor stadiums for sports
4. velodrome
5. marriage of technology with fitness equipment
6. variety of dancing
7. arts/crafts
8. expanding partnership with wellness and health needs
9. computer generated social interaction

Group 3:
1. dance
2. play pool
3. exercise (swim, walk, machines
4. games-bowling, skating cards, hockey, soccer, tennis
5. arts/crafts
6. quilting
7. theatrical plays
8. computer technology
9. educational trade skills

Group 4:
1. dancing

2. indoor recreation center (larger)
3. arts/crafts
4. indoor sports larger sports
5. bowling
6. indoor track/wellness
7. social areas (food/drink)
8. meeting area (place to be)
9. more partnerships
10. multiple program opportunities
11. enterprise opportunities

Group 5:

1. indoor sports (ie: soccer)
2. social gathering/dancing
3. affordable fitness ($50/yr)
4. teen emphasis
5. partnership with city
6. recreation opportunities to meet demand (currently inadequate)
7. meet senior needs as city grows meet demand
8. health/wellness emphasis
9. marriage of technology and fitness
10. indoor theater/fine arts
11. hours of operations
12. social area (food/drink)

Group 6:

1. indoor table games
2. wellness
3. dancing
4. swimming
5. indoor program fitness, yoga, aerobics, etc
6. possible individual opportunities
7. indoor sports (compatible with larger sports)
8. bowling
9. youth active spaces
10. social interaction
11. keep up with current demand
12. partnerships/grants
13. leadership from city leader to proactively look into the future

Process Used in Public Meeting

For the purposes of this meeting, attendees were segmented into six different groups of participants on a random basis and were asked to respond to six different sets of questions. The participant groups remained in place as a team of six facilitators rotated among the groups until each group had an opportunity to respond to all six questions.

These small group sessions were conducted using a modified nominal group technique whereby the responses from the participants are placed on a list and other respondents do not need to repeat an idea or suggestion once it has been placed on the list. Each participant is provided an opportunity to make sure their response or suggestion is included on the list.

Appendix D

Creeks and Streams

The Value of Creeks and Streams in the Urban and Semi-Urban Environments

Water availability for domestic, industrial, agriculture, as well as ecological use is important from a quantity *and* quality point of view. In fact, water has become a scarce commodity which has far-reaching impacts on the future of all communities, especially in Texas. Uncontrolled land development, water overuse, and pollution continue to impact this precious and primary life supporting element. Planning on all levels should be cognizant of the effects of our actions on the future of water availability.

Communities need to realize that good stewardship of water is crucial to ensure sustainable economic growth including safety, health, and welfare to everyone. Ideally, state, county, and municipal planning should take place on a watershed scale where the source, use, and disposal of water are all integrated. The goal of such an approach is sustained availability of good quality water, effective flood management, and ecologically healthy environments, with tremendous recreational opportunities.

Specific tools to achieve effective watershed management include the protection of riparian/ creek buffers and integrated storm water management.

Magnificent trees are found within the creek corridors of McKinney.

Buffers Along Creeks and Drainage Ways

References:

Riparian Buffer Strategies for Urban Watersheds: Metropolitan Washington Council of Governments; 1995.

Stream Corridor Restoration: The Federal Interagency Stream Restoration Working Group.

The McKinney Parks, Recreation and Open Space Master Plan recommends that riparian buffers be established along all creeks and drainage ways in the City of McKinney and its ETJ as a measure to protect the fully developed 100 year flood area as an important resource for the City. The value of such corridors is manifold and includes the following:

- Flood conveyance and management
  - Natural streams have developed over time to absorb flood waters and to release them gradually once the flood has subsided. In fact, wetlands and riparian vegetation act as "sponges" that take up the water, hold it and release it slowly as it drains through the vegetation. Maintaining the natural vegetation within creek corridors contributes to less intense floods, less erosion, and more stable stream banks.
- Creek morphology
  - Creeks and drainage ways are by nature dynamic which means that they change course over time as the rushing water of large floods carves its way through the landscape. A proper riparian buffer allows for this dynamic change without impacting property and structures.
  - Upstream development typically leads to higher intensity floods that increase the 100 year floodline over time. A wide riparian and creek buffer take into account the future elevated 100 year floodline based on fully developed and built-out land use conditions in the watershed.
- Safety
  - Structures within creek corridors including buildings, bridges, and dams are all potentially in danger of being damaged or destroyed during floods, depending on the size of the particular flood event. Where bridges and dams by their very nature are built within corridors, habitable structures should be located outside the built-out 100 year floodline as a safety precaution.
  - Wide riparian corridors have a definite positive effect on dam safety – well established riparian corridors upstream of a dam decrease the chance of dam failure: Should a dam failure occur, the resultant downstream damage will be reduced with the floodwater absorbed by the wide riparian corridor.
- Health and water quality
  - Water quality in streams and creeks is typically a factor of the quality of water entering the system and the manner in which vegetation in the watershed "cleans" the runoff before it enters the creek. The excessive use of fertilizers and pesticides within a watershed, leads to low water quality entering the streams and creeks. In an intact system, vegetation, especially native grasses, filtrate the

runoff prior to entering the creek and stream. However, it is crucial that the riparian buffer is in place to ensure such filtration.
    - Riparian buffers lead to reduced nutrient load of streams which effects water quality. This, in turn, prevents the development of algae blooms in lakes.
    - Riparian buffers prevent excessive sediment loads in streams which, in turn, decrease the possibility of sedimentation of lakes.
    - An ecologically intact creek and drainage way system has a natural predator and prey system in place whereby insects like mosquitoes are preyed upon by reptiles, birds and bats. However, habitat disturbance through excessive erosion and concrete lined channels, causes a loss in the predator species which leads to excessive insect populations. With the West Nile virus on everyone's mind it is thus important to keep the creek corridors healthy by encouraging the protection of the riparian vegetation.
- Economy
    - Economic sense is important in the protection of structures by their construction outside the 100 year floodline based on built-out conditions.
    - Stable stream banks preclude expensive measures to prevent or fix failing stream banks.
    - Reduced flood damage means fewer costs.
    - Property facing or adjacent to open space is more desirable and expensive which leads to increased tax income.
- Ecology and habitat preservation
    - Riparian buffers typically preserve some of the natural breeding, foraging, and resting areas of native animals and bird species.
    - Riparian vegetation adds to the diversity of life within streams, wetlands, and lakes.
    - The edges where two ecological zones meet are extremely important from a vegetation and wildlife dynamic point of view. Animals from the one zone may forage in the one while resting in the other, and plants are often adapted to that specific edge zone. The edges of creeks and other water bodies are thus important where the water and land ecosystems are supportive, enriching, and dependant on each other.
    - The variety of habitats within creek corridors leads to greater diversity of wildlife.
    - Riparian vegetation typically includes multi-layered habitats including trees, shrubs, grass, and herbaceous plant material.
    - Riparian vegetation provides a variety of functions related to aquatic habitat including:
        - Providing food source for species of the aquatic food chain;
        - Regulating light and temperature entering the water body. Many species have a low tolerance for temperature or light change beyond the normal range;
        - Maintaining oxygen concentrations in water through temperature regulation;
        - Preventing sediment from inundating water bodies, which interferes with fish behavior and destroys benthic habitat.
- Recreation
    - Creek corridors provide visually appealing environments.

- The linear nature of creeks and drainage ways render them ideal for hike and bike trails.
- Linear creek corridors with an associated trail system link various destinations within the City with better interaction between neighborhoods, schools, and parks.
- The variety of wildlife found within creek corridors leads to the opportunity for wildlife viewing, including birding.

- Education
  - A myriad of natural processes is very visible along creeks and creek banks, all of which is ideal for educational purposes.
  - Students and the public may learn about the vegetation and wildlife of both terrestrial and aquatic environments, the process of natural erosion and deposition, stream morphology, and water quality.
- Utilities
  - Areas that parallel creek corridors provide the opportunity for utility corridors with permeable surfaces including water, sewer, overhead power, and telephone lines.
  - Such utilities should be located outside the 100 floodline at built-out conditions to prevent future damage that may result from floods.
  - Measures must be taken to prevent impacts on the recreation and habitat integrity within the creek corridors. Disturbance of vegetation must be minimized during the construction phase of placing the utilities.

Creeks are often deeply incised due to an increase in water flow and velocity, often the cause of upstream development.

Riparian Buffer Criteria

The ability of a riparian/creek buffer to realize its many benefits depends on how well it is planned, designed and maintained. As development is considered for properties, the following provide some criteria in this regard.

Riparian buffer dimension

For creek corridors, a wide riparian buffer is an essential component of any protection strategy. A network of buffers acts as the right-of-way for a creek and functions as an integral part of the creek ecosystem. The primary criteria for buffer sizing should be ecological but may also include economic and legal factors. However, the danger is that economic and legal considerations may compromise the very essence of what constitutes a healthy ecological creek corridor. With creek corridors in the City of McKinney considered a crucial natural resource all factors should be considered when establishing the riparian buffer dimension, including habitat integrity, ecological services, recreation, and aesthetics including views and vistas. Due to unique local conditions, the riparian buffer may vary as deemed appropriate.

Three-zone buffer system

The primary aim of the buffer system is to protect the core of creek corridors including the stream channel, its banks, the 100 year flood area with vegetation adapted to flood conditions, as well as an upland buffer area that is crucial for the health of creek systems. Protecting the entire area below the 100 year floodline together with an upland buffer, ensures the protection of current creek conditions, as well as the anticipated changed conditions in the future. The upland buffer outside the 100 year floodline is divided into 3 lateral zones: stream side, middle zone and outer zone. Each zone performs a different function, with a different vegetative target and management scheme.

1. The stream side zone has the function to protect the physical and ecological integrity of the stream associated ecosystem. It adds visual and ecological protection through preservation of views, wildlife habitat, and noise abatement. The vegetation target is the pre-development natural condition including range land with low key recreational development including hike, bike, and equestrian trails.

2. The middle zone provides additional distance between upland development and the stream ecosystem and is available for utilities with no impervious surfaces, open space development including ball fields and golf courses, and storm water management including retention/ detention basins. The vegetative target is natural pre-development conditions or unfertilized dry land cultivation and range land.

3. The outer zone is available for a parkway collector street system. Such a parkway has four major functions. First, it will serve as a buffer between development with potentially manicured landscapes and the natural creek corridor environment. Secondly, it will provide easy access for maintenance. Thirdly, the parkway will improve local traffic circulation. Fourthly, the parkway will provide a leisurely route connecting the parks, schools and neighborhoods along the creek corridor. The pleasing vistas along the creek corridor allow for scenic drives and improved

neighborhoods. In fact, similar projects in other cities have enhanced property values along the route.

Drainage area

It is recommended that rcreek corridors and riparian buffers are applied to all creeks and streams from a point at which the creek or stream drains a surface area of 100 acres or greater. For any drainage area smaller than 100 acres, it is recommended that the practices as defined in the iSWM (Integrated Stormwater Management) design manuals for construction and for site development as prepared by NCTCOG (North Central Council of Governments) should be applied.

Buffer crossings

Major objectives for riparian buffers are to maintain an unbroken corridor of riparian habitat and to allow for upstream and downstream movement of both aquatic (including a fish passage) and terrestrial wildlife along the creek corridor. Where linear forms of development such as roads, bridges, underground utilities, enclosed storm drains, or outfall channels must cross the stream or the buffer, measures must be put in place to minimize blocking the aquatic and terrestrial wildlife passageway including extended bridge spans.

Buffer management

The general vegetation target for the land that involves the 100 year flood plain and upland buffer is pre-agricultural development/ modifications. Treated correctly, such vegetation cover requires the minimum management effort. In order for the burden to not fall on the City or individual landowner, it is recommended that management be done by one of the many Texas Land Trusts that will have an interest in such land. (see www.texaslandtrusts.org)

No Rise in Base Flood Elevation

It is recommended that the reclamation of the 100 year floodplain at fully developed conditions should be permitted only if it can be demonstrated that there will be no rise in the base flood elevation of fully developed watershed conditions. The FEMA "floodway" concept contained in the National Flood Insurance Program allows up to a one foot rise in flood elevations assuming current development conditions only. However, reclamation which allows a rise in the flood elevation could predictably create adverse impacts either upstream or downstream. Also, without due consideration of future upstream build-out conditions, which imply increased impervious surfaces with higher volumes surface runoff over shorter periods of time, areas that appear adequately protected with the "No Rise in Base Flood Elevation" may be compromised in the future.

Creek Confluences

Creek confluences typically have unique natural and visual qualities due to the increased channel length per surface areas, widened floodplain, the potential occurrence of wetlands, dense stands of trees, and increased wildlife. Such areas, also referred to as "ecological nodes", call for their special protection in the form of nature parks and nature preserves.

Watershed Management Plan

As much as it is important to ensure the protection of the creek and drainage way corridors and nodes, it is also vitally important to follow a watershed wide approach to stormwater management and landuse planning. Watershed management suggests measures in place that aim to decrease the amount of hard and impervious surfaces which result in higher frequency and intensity of runoff, as well as water detention that absorbs the runoff peaks allowing it to drain slowly and over time into the creek system. Together with watershed wide measures, proper site design of each and every development is essential to obtain the best results.

The manner in which development occurs in the watershed is crucial. Due consideration should be given to every component that may contribute to increased runoff volumes and intensity. Two complimentary tools that are effective to achieve watershed management are Integrated Stormwater Management and Conservation Development.

Dramatic stone formations are found along Rowlett Creek.

Integrated Stormwater Management

Recognizing the importance of water quantity and quality, the North Central Texas Council of Governments, developed iSWM (Integrated Stormwater Management) design manuals for construction and for site development that assist cities and counties to achieve their goals of water quality protection, streambank protection, and flood control. They also help communities meet their construction and post-construction obligations under state storm water permits, current and emerging. (see http://iswm.nctcog.org/)

The Integrated Storm Water Management (iSWM™) Approach

Source: http://iswm.nctcog.org/index.asp

Development and redevelopment by their nature increase the amount of imperviousness in our surrounding environment. This increased imperviousness translates into loss of natural areas, more sources for pollution in runoff, and heightened flooding risks. To help mitigate these impacts, more than 60 local governments are cooperating to proactively create sound storm water management guidance for the region through the integrated Storm Water Management (iSWM)™ program.

The iSWM™ design manuals for construction and for site development are cooperative initiatives that assist cities and counties to achieve their goals of water quality protection, streambank protection, and flood control by managing stormwater on a site-by-site basis throughout all phases of development.. They also help communities meet their construction and post-construction obligations under state storm water permits, current and emerging.

- The iSWM™ Design Manual for Construction contains a systematic methodology for creating an effective storm water pollution prevention plan for construction sites and detailed information for the design, installation, and maintenance of practices to reduce the release of sediment and other pollutants resulting from construction activities. The Design Manual for construction is also intended to assist public and private entities in compliance with the Texas Pollutant Discharge Elimination System (TPDES) Construction General Permit, TXR 150000, issued by the Texas Council on Environmental Quality (TCEQ).

  Cities in the region are encouraged to officially adopt the Design Manual for Construction and require compliance with the provisions of the Design Manual within their jurisdictions. Adoption of the Design Manual for Construction will fulfill the major requirements of the "Construction Site Storm Water Runoff Control" Minimum Measure of TPDES General Permit TXR040000 for Small Municipal Separate Storm Sewer Systems.

- The iSWM™ Design Manual for Site Development is a step-by-step detailed instructional document to guide developers and government agencies on the control and management of storm water quality and quantity. It is a practical manual oriented to implementation in everyday practice.

  It calls for the consideration of storm water issues at the conceptual stages of projects and provides tools to achieve the goals of water quality protection, streambank protection, and flood control. Its adoption in the region will simplify engineering designs, minimize local government plan review efforts, facilitate multi-jurisdictional drainage analysis, and enable regional training opportunities.

Further Studies

Reference: Linear Greenbelt Park Study: City of Allen, Texas; 1986.

For purposes of establishing an integrated riparian corridor and greenbelt system for the City of McKinney, a Creek and Linear Greenbelt Park Study is recommended. It is recommended that such a study include the following components:

1. Floodplain Delineation
   The flood plains of all creeks defined and delineated as the area inundated by either the 100 year flood based on a fully developed watershed condition, or the maximum flood on record, whichever reaches the higher water elevation.

2. Environmental Inventory and Analysis
   Study areas to include:
   a. Physical features (geology, topography, soils, climate);
   b. Biological features (vegetation and wildlife);
   c. Man-made features (history, archaeology, streets, buildings and utilities); and
   d. Scenic values.

3. Stream segments
   Homogenous segments with similar landform, unique water features, common vegetation, wildlife habitat, scenic features, and divisions made by existing roadways.

4. Stream Corridor Delineation
   Delineation of the 1% and 0.2% flood events.

5. Stream Corridor Alternatives
   Flood plain and stream corridor management

6. Implementation Strategy
   Supporting and additional information may include:
   a. social, cultural, legal, and governmental influences;
   b. land use planning along creek corridors;
   c. funding;
   d. public participation; and
   e. landownership issues.

The Linear Greenbelt Park Study that was conducted for the City of Allen in 1986 is proof that early planning efforts lead to superior city development conditions. Based on this 1986 study, the City of Allen has ordinances and regulations in place that ensure the optimal protection and use of creek corridors. The end result 20 years later is a noticeable quality of life experience for its citizens that surpasses may other cities in the region. The vision for the City of McKinney is to build on the experience of this Texas city and to incorporate exemplary and functional practices that will ensure the protection of its natural resources for the enjoyment and appreciation of future generations.

Appendix E

Information Regarding Conservation Planning and Design

With extracts from: Arendt, R.; Growing Greener, Putting Conservation into Local Plans and Ordinances; Island Press; 1999 and http://www.greenerprospects.com/ growinggreener.pdf

The Conservation Planning and Design Concept

Each time a property is developed into a residential subdivision, an opportunity exists for adding land to a community-wide network of open space. Although such opportunities are seldom taken in many municipalities, this situation could be reversed fairly easily by making several small but significant changes to three basic local land-use documents - the comprehensive plan, the zoning ordinance and the subdivision and land development ordinance. Simply stated, Conservation Design rearranges the development on each parcel as it is being planned so that half (or more) of the buildable land is set aside as open space. Without controversial "down zoning," the same number of homes can be built in a less land-consumptive manner, allowing the balance of the property to be permanently protected and added to an interconnected network of community green spaces. This "density-neutral" approach provides a fair and equitable way to balance conservation and development objectives.

Conservation Planning and Design are attractive to cities since they are relatively easy to implement, do not involve public costs, do not diminish landowner equity, and are not onerous to developers.

Why change from conventional subdivision planning and design?

Conventional Subdivision Planning and Design as applied in most of the USA, generally refers to residential development in which all the developable land is divided into house lots or streets. The only open space is typically undevelopable wetlands, steep slopes, and storm water management areas. There are no amenable places to walk, open meadows for wildlife, or playing fields for children. Furthermore, almost all of the land has been cleared, graded, and converted into lawns or private back yards. As a result, residents of conventional subdivisions depend upon their cars even more to bring them social and recreational opportunities. Conservation Planning and Design offers social and recreational advantages over conventional layouts in several distinct ways.

Objective of Conservation Planning and Design

The basic principle of Conservation Planning and Design is that open space that is conservable in nearly every new residential development can be required to be laid out so that it will ultimately coalesce to form an interconnected system of protected lands across a community.

Dean William McDonough of the University of Virginia, School of Architecture suggests that one measure of a development project's success should be the increase in the number of songbird species inhabiting a site after it has been developed.

In addition to the designated wetlands, floodplains, and steep slopes that are often the only lands protected under existing codes, the types of open space that can easily be conserved through the Conservation Planning and Design include upland woodlands, meadows, fields, and historic, cultural, or scenic features of local or greater significance.

Conservation Planning and Design Approach

For effective Conservation Planning and Design it is recommended that a community inventories the following principal resources:

1. Wetlands and their Potential Buffers
2. Floodplains
3. Moderate and Steep Slopes
4. Groundwater Resources and their Recharge Areas
5. Woodlands
6. Representative stands of Blackland Prairie
7. Productive Farmland
8. Significant Wildlife Habitat
9. Historic, Archaeological, and Cultural Features
10. Cultural Landscapes
11. Scenic Features
12. Scenic Viewsheds from Public Roads

Part if not all of these resources are often already inventoried as a matter of course in Town documents including the Comprehensive Plan, the Parks Master Plan and Storm Water and Drainage studies.

The Conservation Planning and Design approach is easy for cities to implement, since it:

- Respects private property rights;
- Respects the ability of developers to create new homes for an expanding population; and
- Accommodates newcomers without unduly impacting the remaining natural areas and cultural resources that make a community a special place to live, work and recreate.

Benefits of Conservation Planning and Design

The benefits of Conservation Planning and Design is threefold:

- Environmental and ecological benefits
- Social and recreational benefits
- Economic Benefits

Environmental and ecological benefits

In addition to preventing intrusions into inherently unbuildable locations such as wetland and floodplains, conservation subdivision design also protects terrestrial habitats and upland buffers alongside wetlands, water bodies, and watercourses, areas that would

ordinarily be cleared, graded, and covered with houses, lawns, and driveways in a conventional development.

The environmental and ecological benefits to employing conservation subdivision design instead of conventional layouts include wildlife management, water quality protection, greater aquifer recharge, and environmentally sensitive sewage treatment and disposal.

Social and recreational benefits

Conservation Planning and Design offer social and recreational advantages over conventional layouts in several distinct ways.

- Pedestrian friendly neighborhoods,
- Community-wide greenways and trails,
- Increased interaction within the community due to the footpath system that connects the homes with interesting places to visit.

Economic Benefits

- Lower costs including reduced infrastructure engineering and construction costs, for example shorter roads, less wetland/creek crossings, less stormwater management facilities and less wood clearing.
- Value appreciation; it has been proven that properties within Conservation Planned and Designed communities appreciate markedly more than their counterparts in conventional communities.
- Reduced Demand for New Public Parkland; The natural areas that are preserved and the recreational amenities that are provided in Conservation Planned and Designed communities help to reduce the demand for public open space, parkland, playing fields, and other areas for active and passive recreation. Current deficiencies with regard to such public amenities will inevitable grow larger as population continues to rise. To the extent that each new development meets some of its own local needs, pressure on local governments will be lessened in this regard, a factor that may make such designs more attractive to local reviewing bodies.

Ordinances for Conservation Planning and Design

Model Language for Conservation Subdivisions is available on pages 151 to 194 of the publication: Arendt, R.; Growing Greener, Putting Conservation into Local Plans and Ordinances; Island Press; 1999.

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