

Agenda Item 3



MEMORANDUM

TO: Historic Preservation Commission
FROM: Craig Hayton, Deputy Community Services Director – Parks & Recreation
Shawn Wagner, Deputy Community Services Director – Parks & Recreation
DATE: March 10, 2021
SUBJECT: Draft Parks & Recreation Master Plan

Historic Preservation Commission;

Tempe strives to provide its residents and visitors with valuable park and recreation experiences through a diverse offering of parks, programs, events and facilities. In order to ensure that Tempe’s parks and recreation systems and services continue to meet the needs of our community and visitors, an updated Parks and Recreation Master Plan will become the division’s comprehensive planning document, ensuring Tempe’s parks and programs benefit the community and its visitors for the next decade. Much has changed in Tempe and in the larger park and recreation field since the last Parks and Recreation Master Plan was adopted in 2001, highlighting the importance of this comprehensive planning effort. We appreciate the opportunity to provide an update at an upcoming Historic Preservation Commission meeting. In order to maximize our time at the upcoming meeting, this memo is intended to provide general background information, allowing us to focus on Historic Preservation Commission specific areas of interest of the draft plan during the meeting.

Planning Process

The draft Parks and Recreation Master Plan provides a system-wide approach to evaluating parks and recreation amenities, facilities and programs to develop goals, policies, guidelines and achievable strategies. It creates a 10-year roadmap for ensuring an appropriate balance of facilities, amenities and programs throughout the community. Phoenix-based PLAN*et Communities, a team that is passionate about Tempe and what the master plan will provide for the city, its residents and park users, has been the plan’s lead consultant. In addition to the consultant and project team, a Technical Advisory Committee was formed including staff within multiple city departments, as well as two members of the Parks, Recreation, Golf & Double Butte Cemetery Board, ensuring that the overall process and final plan is consistent with, and supports, other city planning efforts and strategic priorities. Additionally, because the planning approach relies on an inclusive strategy that engages stakeholders and the public in multiple ways, key partners also include City Council, boards and commissions, individual residents, park, facility, and program users, community partners and service providers. The overall planning process has included five (5) interrelated steps, identified in the following graphic, providing multiple opportunities to listen and engage with stakeholders and the public.



Draft Plan

The draft plan engages the user through an innovative format, known as a StoryMap, designed to be an interactive, online document, utilizing summarizing text, supporting images and graphs, and interactive maps. The plan is organized into nine (9) separate yet interrelated sections, providing the reader with the opportunity to move through the plan systematically or jump into specific plan sections of interest. At a high level, the plan includes background information about Tempe and its parks and recreation system in 2020, what the future could look like and how we get there. Like other recent planning efforts, guiding principles have shaped the entire process. These four (4) key guiding principles (inclusion, resilience, strategic and sustainability) provide the framework for the current, near and mid-term strategies, diplomatically guiding the city as it puts the plan into action over the next decade. The plan ends with important financial information, highlighting funding opportunities and potential costs for plan implementation.

For additional information and to view the draft plan, please visit the project's webpage:

<https://www.tempe.gov/government/community-services/parks/parks-recreation-master-plan>

Draft
Parks & Recreation
Master Plan

Historic Preservation Commission
March 10, 2021



Tempe
Making waves in the desert

City Council Strategic Priorities



Safe & Secure
Communities



Strong Community
Connections



Quality of Life



Sustainable Growth
& Development



Financial Stability
& Vitality

3.16 Achieve ratings of "Very Satisfied" or "Satisfied" with the "Quality of City parks, recreation, arts, and cultural centers" greater than or equal to the top 10% of the national benchmark cities as measured in the Community Survey.

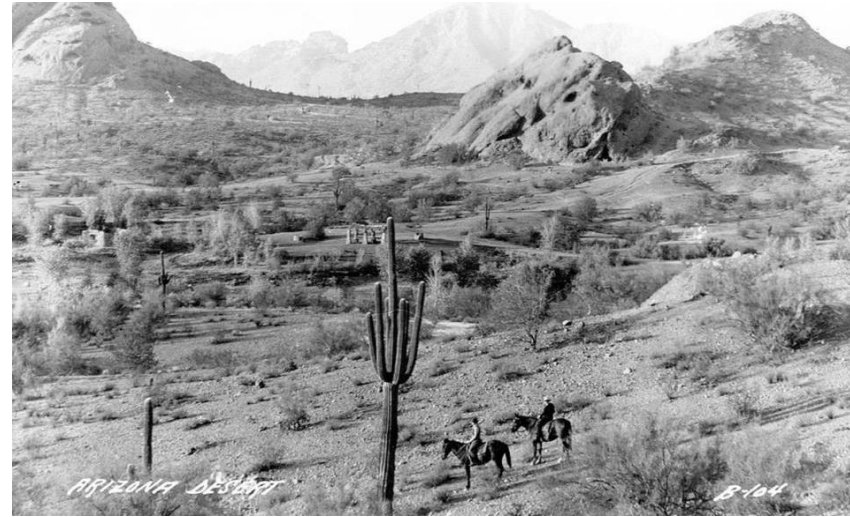
3.17 Achieve ratings of "Very Satisfied" or "Satisfied" with the "Quality of Community Services programs" greater than or equal to the top 10% of the national benchmark cities as measured in the Community Survey.



- Review of previous presentations
- Plan format
- Guiding principles
- Plan strategies
- Next Steps & timeline
- Questions & input



- 2 prior Historic Preservation Commission presentations
 - Introduce planning process & format
 - LOS analysis & park classifications

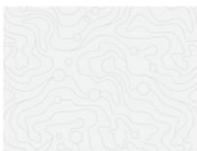




- Online, interactive & explore-able guide
- Tells the story through maps, text & media
- Engages & enhances the user experience
- Visually attractive & user friendly format
- Print option

Tempe Parks & Recreation Master Plan Update

The Tempe Parks & Recreation Master Plan Update includes Principles & Strategies to guide management, programming & development of Tempe's parks & facilities to the community. Click on any section to view or print it.



1 How to Use This Plan



2 Acknowledgements & Table of Contents



3 Introduction



4 Parks & Recreation Master Plan Process



5 About Our City



6 Our Parks and Recreation System Today



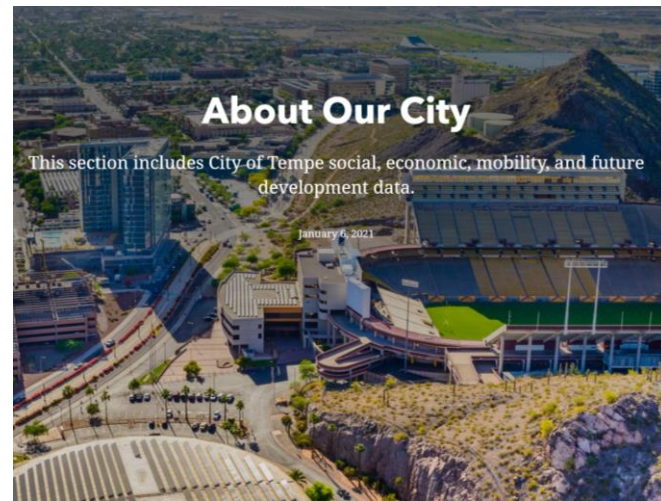
7 A Parks & Recreation System for Our Future



8 Plan Principles & Strategies



9 Implementation & Finance



AGE

People use different recreation facilities at different ages. Field sports, team sports, and physical challenge sports are most popular with people under age 65.

Tempe's population is younger than most jurisdictions in the Phoenix Metropolitan Area. In part, this is due to the large number of students at Arizona State University (ASU). ASU provides recreation facilities for its students, & ASU students use City parks & recreation facilities. ASU facilities are not considered in this Master Plan, but students at ASU use City facilities.





City of Tempe Strategic Priorities

-  Financial Stability & Vitality
-  Quality of Life
-  Safe & Secure Communities
-  Strong Community Connections
-  Sustainable Growth & Development



Parks & Recreation Master Plan Guiding Principles

-  Inclusion
-  Resilience
-  Strategic
-  Sustainability





Providing community access and opportunity regardless of color, gender orientation, age, income, or ability.



Tempe welcomes you as you are.



www.tempe.gov/diversity

email: diversity@tempe.gov

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- Identify areas of historic and/or cultural significance; solicit input from tribal communities and Historic Preservation Officer.
- Increase culturally diverse programming and design as part of the overall effort to serve the cultural interests all of Tempe's residents.
- Incorporate O'odham and Piipaash designs and perspectives into city park signage, naming and design.
- Incorporate art & design elements into parks that reflect the modern, historical &/or indigenous culture and character of the surrounding neighborhood and/or community.



Parks and recreation systems and services that enrich and sustain the community, nurture the environment and contribute to the economy.



- Enhance experiences in Natural Areas through appropriate amenities, programs and events.
- Incorporate signage and exhibits to connect visitors to the landscape and highlight the sustainability and conservation value of the site.
- Consider opportunities for a connected habitat between the Papago Preserve and the Rio Salado parks.
- Develop and implement management plans for Tempe's desert preserves. (Strategic)



- March & early April: Boards & commissions; public meeting & survey
- April: City Council Work Study Session
- May: Finalize plan
- June: Formal plan adoption





Questions & Input