

II. GOALS AND OBJECTIVES

City Plans and Goals: The City of Wichita Falls does not have a city-wide comprehensive plan in place. The Land Use Plan referenced in **Section I**, and a Transportation Plan are two elements of a city comprehensive plan that are now in effect. This Master Plan will also serve as a Parks, Recreation and Open Space element to the city's comprehensive plan.

The Wichita Falls City Council, with input from city staff, established and adopted a set of goals for the city in 1998. The council goals, as they relate to parks and recreation are a part of this Master Plan and identified in **Appendix 3**. A staff progress report ending in 1999 is also addressed under the council goals.

The Wichita Falls Park Board, in consultation with the Parks & Recreation staff, established their goals for 2010 – 2015, in the Five Year Park, Recreation and Open Space Plan of April, 2009 (**Appendix 4**). These goals are a major part of this Master Plan and are addressed further in the departmental goals that follow.

This Master Plan was deemed necessary in order to incorporate all of the goals into one document and to provide a greater level of detail. The Master Plan is intended to cover a 10-year time period, 2010 – 2020, with several of the goals and objectives to be met within the Five Year Plan proposed by the Park Board. This plan will also serve to supplement the city comprehensive plan in order to address service goals and objectives with an action orientation.

Departmental Service Goals and Objectives: Listed below are service goals, established by the Parks & Recreation Department staff and Park Board, resulting from analyses of demographics, public input, recreation standards and comparisons, facilities, programs, open space, previously published studies, and professional judgement as referenced in **Section III**.

Service Goal #1 – Wichita Falls should provide for a wide range of opportunities for all citizens and visitors.

Objective #1.1 – Design parks for both active and passive uses and promote a balance between different sized parks, special facilities and recreation programming.

Objective #1.2 – Locate parks conveniently to neighborhoods and in areas with good pedestrian access.

Objective #1.3 – Ensure that future demands are met through the development of new facilities/services, as well as, upgrade of existing facilities.

Objective #1.4 – Provide a minimum of the following: .25 acres of mini parkland, 1 acre of neighborhood parkland, 5 acres of community parkland, 5 acres of large urban parkland, and 7 acres of regional parkland for every 1,000 residents.

Objective #1.5 – Rehabilitate existing facilities to meet requirements of the American Disabilities Act (ADA).

Service Goal #2 – Wichita Falls should distribute parks, recreation facilities, and trails equitably throughout the City.

Objective #2.1 – Locate neighborhood parks and larger within a 1/2 mile walking distance of the neighborhoods and areas they are intended to serve.

Objective #2.2 – Locate community parks within 2 miles of residential areas.

Objective #2.3 – Locate recreation facilities within a reasonable distance of the people who use them. Recreation centers, gymnasiums, and other facilities that are heavily used by teens and adults should be located so that they are not more than 15 minutes by vehicle. One gymnasium is completed and in use as of the Fall 2008 and another gymnasium is under construction in a joint effort with the Wichita Falls Independent School District.

Service Goal #3 – Wichita Falls should develop an adequate level of financing for trails, parks, and recreation facilities.

Objective #3.1 – Pursue opportunities for joint funding of projects with county, state and/or federal agencies.

Objective #3.2 – Provide funding of park acquisition, development and maintenance at a level necessary to keep pace with the City's growth.

Objective #3.3 – Consider development of impact fees and other financial tools to offset the cost of providing needed parks and facilities associated with new development.

Service Goal #4 – Wichita Falls should continue to enhance its system of parks, recreation facilities, recreational services and open space.

Objective #4.1 – Implement approved Capital Improvement Programs.

Objective #4.2 – Improve parks & recreation program and activity promotion.

Objective #4.3 – Pursue the construction of public gymnasiums. One gymnasium is complete and another is under construction.

Objective #4.4 – Pursue the development of the Lake Wichita Park Master Plan.

Objective #4.5 – Continue improvements to Lake Wichita Park by pursuing the construction of a covered athletic court for roller hockey, basketball, etc., a large picnic pavilion, and installation of automatic irrigation systems.

Objective #4.6 – Continue improvements to Lucy Park by pursuing the construction of a large picnic pavilion and installation of automatic irrigation systems.

Objective #4.7 – Pursue the acquisition of parkland in order to reach local standards established for community parks and large urban parks. The City acquired an eighty acre open space in 2008.

Service Goal #5 – Wichita Falls should provide a high quality of parks and recreation facilities and services.

Objective #5.1 – Establish an on-going re-appraisal of existing parks, facilities, and services offered by the department.

Objective #5.2 – Continue managing tree nurseries and tree planting program.

Objective #5.3 – Continue high quality maintenance standards and seek to improve all existing city parks.

Objective #5.4 – Continue to improve quality of median and triangle landscaping.

Objective #5.5 – Continue to enhance median and triangle traffic cabinet structure program.

Service Goal #6 – Wichita Falls should continue to develop a greenbelt / trail system to connect parks and residential areas, in an environmentally sensitive manner.

Objective # 6.1 – Designate selected portions of the 100 year floodplain on undeveloped properties as ‘natural corridors’ that are to be used for open space, trails, and passive recreation uses that will link parks to one another and to residential areas, and provide for access to unique areas along greenways where citizens can enjoy and study nature.

Objective #6.2 – Develop a donation / purchase policy to acquire portions of the 100 year floodplain on properties that have been platted or developed, to provide natural corridors to be used for open space and passive recreation uses that will link parks to one another and to residential areas. Accept dedications that are consistent with the greenway / trail system characteristics.

Objective #6.3 – Identify and designate undeveloped private property that can be used to complete the trail system that will circle much of the City, as well as, link neighborhoods to the trail system.

Objective #6.4 – Design and construct trails by following development and maintenance guidelines; develop a program for long term maintenance of public

greenways and trail systems; and incorporate maintenance costs into future year budgets.

Objective #6.5 – Pursue implementation of the ‘Trails and Greenway Plan’.

Objective #6.6 – 2005 completed the connection of Lake Wichita Trail to Holliday Creek Trail. Complete the Holliday Creek Trail from Hamilton Park to Scott Street.

Objective #6.7 – Incorporate botanic displays and other beautification amenities on the Holliday Creek Trail, phase 1.

Objective #6.8 – Where appropriate, use “low water requiring” landscape materials and native species. Use low water emitting systems when feasible.

Objective #6.9 – Avoid environmentally sensitive areas when identifying trail locations and locating high impact recreation facilities.

Service Goal #7 – Continue to develop and enhance water resource facilities and programs.

Objective #7.1 – Pursue full implementation of the 1994 Lake Wichita Study.

Objective #7.2 – Pursue the construction of activity features along Lake Wichita at Lake Wichita Park and the dam / spillway area.

Objective #7.3 – Maintain Lake Wichita at full spillway elevation of 976.0 feet, in order to achieve the greatest recreational benefits.

Objective #7.4 – Excavate the Lake Wichita bottom along the Lake Wichita Park shoreline and spillway / boat ramp area to increase open water viewing pleasure, improve fishing, boating safety and swimming opportunity.

Objective #7.5 – Acquire land adjacent to the new boat ramp for development of a new park between the boat ramp & spillway and Old Lake Road (FM 2380). Landscape and construct ornamental shelter & pier on acquired land.

Objective #7.6 – Develop ponds and amenities in Expressway Village and and examine other parks for pond improvements.

Objective #7.7 – Develop a McGrath Creek Urban Walkway as part of the McGrath Creek / Faith Village flood control project.