



PLAYBOOK 2030: BUILDING A CONNECTED COMMUNITY

THE ROUND ROCK STRATEGIC PARKS AND RECREATION MASTER PLAN





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CHAPTER 1

Forward

The City of Round Rock Park and Recreation Department's (PAR) vision is an active, vibrant, and beautiful city with a diversified and quality parks and recreation system that produces economic, health, and social benefits for the entire community. The PAR strive to be the best parks and recreation department in the country by:

- **Linking the community:** The PAR will continue to add to the expansive trail system to link all sectors of Round Rock to each other and neighboring communities.
- **Creating a sense of place:** The PAR will help create a city where residents are proud to live.
- **Sustainable parks and recreation system:** The PAR will create a parks and recreation system that takes care of existing parks and facilities and spends tax dollars wisely.
- **Environmental stewardship:** The PAR will set an example for the residents of Round Rock with resource conservation, preservation of sensitive lands, and environmental education.
- **Equal distribution of resources:** The PAR will diversify the parks and recreation system to provide a variety of parks, experiences, programs, and events and ensure that everyone has equal opportunity to utilize the unique assets.



People dedicated and empowered to create a positive and memorable experience in people's lives.

- City of Round Rock Parks and Recreation Mission Statement

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CHAPTER 2

Executive Summary

This executive summary will briefly explain the need for parks and recreation in the community, the current state of parks and recreation in Round Rock, the desired state for parks and recreation, and finally the goals of this Plan which will guide the process of moving from the current state into the desired state.

Plan Components:

Chapter 1 - Forward

- Lays the groundwork for this planning effort.

Chapter 2 - Executive Summary

- Highlights key elements from the Plan.

Chapter 3 - Round Rock Today

- Describes the existing condition of the Round Rock parks, recreation, open space, and trails system.

Chapter 4 - Public Input

- Analyzes and summarizes the public engagement process and results.

Chapter 5 - Need Assessment

- Presents a three-tiered analysis of parkland acreage and facility levels of service, opinions voiced by the community, and man-made and natural resources that offer opportunities to expand, diversify, or connect the system.

Chapter 6 - Goals and Recommended Actions

- Presents a series of goals and recommended actions to address the issues of connectivity, community cohesion, sustainability, natural resources and environment, and equity.



“Parks and open space improve our physical and psychological health, strengthen our communities, and make our cities and neighborhoods more attractive places to live and work.”

~ Paul M. Sherer, The Trust for Public Land

Round Rock's Need for Parks and Recreation

Quality of life is an important factor to the Round Rock community. Quality of life encompasses many areas, including the ability to get good jobs, the ability to get around the City easily, the feeling that the City is a safe place to call home, and the availability of attractive homes and neighborhoods in which to live.

One of the most important aspects of a community's character is the availability of high quality parks and recreation opportunities in the city. Parks and recreation influence every aspect of our lives. They allow us to experience new activities and encourage us to lead a healthy lifestyle. Attractive parks and natural areas are often the first place that visitors view in a community. Parks provide a very visible reminder of the beauty of the land that people choose to live in. Parks are also one of the most visible elements of a city government at work and can instill a strong sense of pride in the residents of a community. A good park and recreation system lets both residents and visitors know that the leadership of the city is interested in the well being of its citizens.

Purpose of the Parks and Recreation Master Plan

Round Rock's original Park and Recreation Master Plan was completed in 2000. The 2000 Plan provided guidance for the City, helping the park system remain viable through a period of considerable change in both Texas and in Round Rock itself. The Master Plan was updated in 2009 (Game Plan 2020: Building an Active Community) to reflect the changing demands of the City. The next decade moving forward will bring new changes and challenges on both a global and local stage. This Plan, Playbook 2030: Building a Connected Community, will be a key guiding tool for City staff and elected and appointed officials during that time.

A good parks and recreation system does not occur randomly, but rather requires a series of orderly steps. It responds to the interests of all citizens it serves. This Plan establishes goals and priorities, and provides an assessment of Round Rock's park and recreation system in the years 2016-2017. The park and recreation planning process allows the citizens of Round Rock to determine what their preferred park and recreation priorities should be. This Plan:

- Points out deficiencies in the system and recommends alternatives to address and correct those deficiencies;

- Looks at the potential growth of the City over the next five to 10 years, and assesses where additional facilities will be needed as the City grows, and what types of facilities are most needed;
- Guides the City in acquiring land to meet current and future park and open space needs;
- Prioritizes key recommendations of the Plan so that the most significant deficiencies are addressed as quickly as possible; and
- Is intended to guide City staff and leaders in determining where and how parks and recreation funding should be allocated over the next five years.

Map 2.1, Planning Area



Jurisdiction, Planning Area, and Time Frame

The recommendations of this Plan will be considered for implementation by the City of Round Rock. It is intended to cover all of Round Rock as well as the areas included in the City's current extraterritorial jurisdiction (ETJ).

The Plan is formulated to address recommendations and priorities for the next 10 years and beyond. Many of the recommendations of the Plan are valid for a period of up to fifteen years, but should be reevaluated periodically. Per planning requirements issued by the Texas Parks and Wildlife Department, the Parks and Recreation Master Plan should be completely updated after a ten year period, or before, if any major developments occur which significantly alter the recreation needs of the City. In addition, an annual review workshop by the Round Rock PARD team and other City staff should be conducted to review progress each year. Annual updates by City staff will also be prepared. Updates should be prepared on a more frequent basis if special needs or occurrences require modifications to the Plan. In all cases, public involvement through citizen meetings, interviews, and workshops will be included in any updating process.



Summary of Citywide Strategic Plan, Game On 2060

The City of Round Rock regularly updates its citywide strategic master plan which is meant to guide the City staff and elected officials over the next 50 years. In order for Round Rock to achieve its desired vision, the Strategic Plan laid out seven principles. Of these seven principles, parks and recreation can have a direct impact in at least six of them: family-friendly community, safe, distinctive by design, the Sports Capital of Texas, authentic downtown, and choice of great neighborhoods. Parks and recreation provides the community with a wide array of family-friendly opportunities including: recreation programs, youth and adult athletics, special events, and facilities that can accommodate all ages and abilities. Beyond providing safe, well-maintained facilities, parks and recreation helps keep neighborhoods safe by rejuvenating older parks and fighting visual blight. Furthermore, the City's distinct character can be enhanced by the Parks and Recreations Department (PARD). In addition to the beautification provided by parks and streetscapes, certain projects, such as Heritage Trail, will preserve and educate visitors about the City's rich history. The multi-use fields and variety of sports facilities found at Old Settlers Park help to brand Round Rock as the Sports Capital of Texas. Parks and recreation has assisted in creating an authentic downtown by hosting popular events there, such as Christmas Family Night, and providing beautiful public spaces, such as Prete Main Street Plaza, Centennial Plaza, and the Round Rock Amphitheater. Finally, the PARD is committed to the equitable distribution of recreation facilities and programs, making these resources easy to access from virtually any neighborhood in the City.

Round Rock Today

The process of developing a long range parks and recreation master plan includes understanding the size and the characteristics of the population to be served. Round Rock's parks, trails, and open spaces provide recreation facilities for the citizens of the City, as well as other residents of Williamson County and beyond. Round Rock's growth over the past decades has been tremendous. The rapid population growth poses a challenge, as simply keeping up with the needs of the growing population will be difficult enough, much less increasing the proportional size of the system.

Round Rock's growth has been high above the county average over the past 30 years. Round Rock is starting to slow its population growth from the boom it experienced from 1970 to 2000, but the City is not done growing. By the year 2025, Round Rock's population is projected to increase by approximately 35,000 people to 150,776.

Key Demographic Characteristic Findings

Based on the demographic information, the City of Round Rock's population is largely young families. This means that the City should focus on offering family events such as Movies in the Park and July 4 Frontier Days Celebration. Youth athletic programs, afterschool care, and camps are needed; however, as the children of Round Rock grow older, a strong teen program focus will be needed in future years. The City should consider offering adult instructional classes or fitness classes at the same time as the children's programs so that parents can enjoy activities while waiting for their children. Additionally, as the diversity of Round Rock continues to increase, greater cultural programs and events should be offered.

Size of the Park and Recreation System in Round Rock

Currently the Round Rock parks and recreation system includes 197 park sites and amenity centers (City-owned, HOA, MUD, county-owned, etc.) and contains 4,437 acres. City-owned park and amenity sites include only 64 locations and a total of 2,270 acres. Figure 2.1, *Existing Park System in Round Rock*, summarizes the existing park facilities.

Summary of Park Spatial Needs

Round Rock currently has a large network of public, private, and school parkland. However, with the City's goal of providing a well-connected and evenly distributed range of parkland types throughout the community, additional parkland is needed to fill service areas gaps and address current and projected acreage deficiencies. Based on the parkland distribution and acreage analysis, key spatial needs are summarized in Figure 2.2, *Summary of Key Acreage Needs for 2017 to 2025* (on the following page).

Figure 2.1, Existing Park System in Round Rock

	Overall Area Parks (including Private and Public)	City-Owned Facilities Only
Total Number of Parks	197 Park and Amenity Sites	64 Park and Amenity Sites
Total System Acreage	4,437 acres	2,270 acres
Neighborhood Parks	259 acres	123 acres
Community Parks	312 acres	247 acres
Linear Parks	1293 acres	578 acres
Regional Parks	1,452 acres	641 acres
Metropolitan Park	469 acres	469 acres
Special Purpose Parks	518 acres	212 acres
Amenity Centers	134 acres	2 sites (Clay Madsen Center & Allen R. Baca Center)
School Areas (not included in totals)	510 acres	n/a
Largest Park	Southwest Williamson County Regional Park (811.32 acres)	Old Settlers Park (641.14 acres)
Smallest Park	Water Tower Park (0.19 acres)	Water Tower Park (0.19 acres)
Developed vs. Undeveloped	3,502 acres vs. 935 acres	1,529 acres vs. 740 acres

Figure 2.2, Summary of Key Acreage Needs for 2017 to 2025

Neighborhood Parks

With a large number of private parks filling a substantial portion of the neighborhood parkland need, the City has adequate acreage of neighborhood parks. As additional residential development occurs, it is important that the City continue to encourage integration of homeowner association parks into growth areas. There is also an opportunity to partner with Round Rock ISD to allow school play areas to formally become neighborhood parks and practice fields for the residences in the area outside of school hours.



Metropolitan Parks

Current acreage deficiencies and service area gaps exist for metropolitan parks. At least 110 acres of parks are needed in the near term and an additional 175 acres by 2025. Development of the existing metropolitan parks would help to serve the northwest quadrant of the City. Additional parkland should be located in the northeast, southeast, and southwest quadrants of the City.



Linear Parks

While there is currently adequate acreage of linear parkland in the City, a number of areas remain undeveloped. The City should continue to support development of a citywide trail system through linear parks to create additional access to natural resources and provide key north-south and east-west connectivity.



Community Parks

The City is currently deficient in community parkland. In order to meet current needs, the City should pursue or support development of at least 150 acres of community parkland in the near future and a minimum of another 140 acres by 2025. Current parkland need areas are located northwest of I-35 and FM 620, south of McNeil Road, and in the northeastern portion of the City.



Regional Parks

The current regional parkland is meeting the minimal target level of service. However, by 2025, the City should support development of a minimum of 55 additional acres of regional parkland.



Open Space / Citywide Acreage Needs

In order to move towards the City's vision of preserving 14 percent of the City and ETJ as parks and open space, target acquisition and preservation is needed over the coming years to ensure that sufficient land remains available while the population grows and developed areas expand. The City will need to preserve approximately 1,050 more acres of land by the time it reaches build-out.





Summary of Key Needs for Round Rock

Through the needs analysis process, the level of need for increased parkland acreage, connectivity, recreational facilities, and programming was identified. Key takeaways of the analysis follow:

Parkland Acreage Needs

In 2017, the City is most deficient in community, metropolitan, and regional parkland. Moving forward, the City should prioritize development of existing undeveloped parks (e.g., Behren's Ranch and Mayfield), and acquisition and development of additional parkland which can meet the needs of residents throughout the community, with emphasis on currently underserved areas. As development continues in the northeast sector, care should be taken to ensure that future residents in that area have adequate access to parkland. The City should also continue strategic land preservation and acquisition to continue moving towards its vision of preserving 14 percent of the City and ETJ as parks and open space.

Parkland Connectivity

Pedestrian and bicycle trails were a high priority for the community in 2009. Today, despite trail development since then, providing additional pedestrian and bicycle trails remains one of the community's highest priorities. In coming years, it is recommended the City continue to prioritize and develop key trail segments to provide citywide access to parks, schools, downtown, and other key areas.

Facility Needs

Based on the level of service assessment and public input, the City has a high active recreation need for field lighting, baseball/softball practice and recreational fields, soccer field amenities (e.g., spectator seating), volleyball courts, and indoor gymnasium space. High passive recreation desires include outdoor performance spaces, renovation of rental facilities and playgrounds, additional picnicking amenities, shade elements, spray grounds, trails, natural areas, and small neighborhood parks.

Recreational Program Needs

As seen throughout the public engagement, key recreational program desires include additional community events; adult and senior fitness, leisure learning, and creative programming; environmental education; water fitness programs; and multigenerational programming.

The Desired State for Parks and Recreation in Round Rock

The desired state for the Round Rock PARD is based on a careful combination of trend analysis and projection, public input data collection, and input from the Round Rock City Council and Mayor. From this information, the PARD has determined the ideal state in which to operate and function as a whole.

In terms of mobility and connectivity, it is recommended Round Rock provide a system of trails, greenbelts, and open space that encourages residents to be outdoors, living a healthy lifestyle and learning about local natural features. Connectivity also serves to facilitate an alternative transportation opportunity for Round Rock residents. By connecting residents to locations such as schools, public spaces, neighborhoods, places of employment, and retail destinations, the City gains a healthier, more active and close-knit community. Providing such linkages rewards the users and relieves traffic congestion.

The desired state of recreation and culture encompasses short and long range programs for development, expansion, and upgrading the Round Rock parks and recreation system. Recreation amenities would include providing an adequate number of fields for general public and league use and facilities that address the needs of all age groups, activity levels, and socioeconomic categories.

The desired state for Round Rock is one that will have provided for programs and facilities of the expanded leisure market trends. The park system should be distributed evenly throughout the City so that all residents have access to trails, athletic activities, and neighborhood and community parks. The community and character of Round Rock should be clearly visible to visitors. The City's identity should be clearly conveyed through beautification efforts, defined entry signage, and the continuation of tree plantings along streets and in parks.

The preservation and enhancement of historic and culturally significant landscapes could result in the development of such significant features as the round rock, the Chisholm Trail Crossing Sculpture Park, Heritage Trail, Kenney Fort, and the Brushy Creek corridor. A particular emphasis will be made to celebrate the history and culture of this City.

Areas of cultural value, geological and topographic interest, and natural creek corridors will be preserved, and funding mechanisms in place to acquire more lands for protection. The Parks and Recreation Department will maintain all of the Round Rock parks and recreation facilities in a superior condition and sustainable manner. Funding and manpower resources will be in place in order to regularly/proactively ensure the safety and quality of the City's amenities. Coordination with multi-jurisdictional entities with respect to issues that

affect recreation opportunities will actively be pursued. Relationships will be strengthened and the City will work together in order to accomplish regional solutions.

The City will develop other funding mechanisms to help supplement its limited funding resources. The Parkland Dedication and Park Development Ordinance will continue to fund land acquisition and park development. Fee structures will be assessed and cooperation with private citizens and developers will be encouraged in which development and Adopt-A-Park programs may become realized. Citizen participation will continue to be utilized in determining long-range planning to reflect the changing conditions in Round Rock.



There is a need for additional recreational programming for all ages.



The Round Rock community highly values the events offered throughout the year.

Summary of Gaps Between the Current State and the Desired State of Round Rock’s Parks and Recreation System

Following previous discussions about the current and desired state of Round Rock’s parks and recreation system, there are several gaps between where the system is now and where it should be. Those gaps are summarized in this section. Goals and recommended actions are presented in Chapter 6 to help guide the PARD team and City elected and appointed officials in achieving components of the desired state.

During the public input process of both the 2009 plan and this Plan, the one amenity that residents of Round Rock consistently wanted was more trails. Even though the City has a number of miles of trails, many of them are interior loop trails within parks. While this is a good start, providing additional connected trails can help to increase use of the system. Use of hike and bike trails is diversifying from traditional recreational use to include use as alternative transportation routes. Developing more interconnected trails throughout Round Rock will increase the mobility of residents, provide connectivity between residences and key destinations, and continue to set Round Rock apart as a bicycle and pedestrian friendly community.

There is also a lack of balance between recreational fields that can be used for league and every day use and the number of tournament quality fields which



Residents have once again voiced a strong desire for an increased trail network.

cater to serving as the Sports Capital of Texas. Round Rock should invest in multipurpose recreational play fields that are intended to be used by the residents of Round Rock. The City should strive to provide spectator amenities at fields to create a comfortable setting for community involvement.

There are currently significant deficits in flat field practice fields and diamond practice fields. The flat field practice fields found on Round Rock ISD school property are not lighted and the time available for leagues and residents to use those fields is limited. Strengthening the partnership with Round Rock ISD so that fields can be used during greater daylight hours when school is not in session is one way to address this deficit. The strengthening of this partnership is discussed in detail at the end of Chapter 5.

Round Rock also lacks sports fields beyond baseball, softball, and soccer that can attract teams and tournaments to the Sports Capital of Texas. The City should develop tournament quality volleyball facilities to attract large-scale tournaments to meet the Sports Capital of Texas goal. Additional facilities to be considered in the future include an adult athletic complex and inclusive athletic fields.

Fitness trends that are increasing across the nation include personal and group training, yoga, outdoor activities, and exercise for weight loss. Round Rock is encouraged to continue offering boot camps, yoga, and low impact aerobics classes. In order to further capitalize on recreation trends, the City is encouraged to consider additional outdoor fitness classes or events and ensure that programs are offered at a time when working adults would be able to participate.

Similar to fitness, extreme sports are gaining in popularity in the United States. The City should consider the possibility of providing an indoor rock wall for climbing and Ultimate Frisbee leagues and tournaments. In addition, public survey respondents indicated that community special events and adult fitness and wellness programs were their top choice for recreational programs. Providing additional adventure races and/or triathlons could provide both special events and fitness opportunities, while also drawing in additional revenue for the PARD.

In terms of parkland desired to meet existing and future target levels of service, Round Rock will need to acquire an additional 500 acres of parkland and open space by the year 2025 and a minimum of 1,050 acres by the time the City reaches its ultimate build-out population. The City is most deficient in community and metropolitan parks. Community parkland is needed northwest of Interstate 35 and FM 620, south of McNeil Road, and in the northeastern portion of the City. Additional metropolitan parks are needed in the northeast, southeast, and southwest sectors of the City and the existing metropolitan parks in the northwest sector should be developed in order to truly provide diversified recreational opportunities to residents in that area. Lastly, to move towards the City’s vision of preserving 14 percent of the City and ETJ as parks and open space, target acquisition and preservation is needed over the coming years. Preservation of the remaining floodplain is recommended to serve as greenbelt corridors, where feasible.

There are also some gaps in terms of facilities between the current state and the desired state. The rental facilities at Kinningham are in need of significant renovation and are unavailable for rentals until repairs are made. The rental area and surrounding support facilities at Lakeview Pavilion in Old Settlers Park are vastly undersized to accommodate the large events, corporate gatherings, and 5K races held there on a regular basis. Upgrading and expanding the pavilion, restroom facility, and parking area should be considered in the near future. Constructing a Teen Center was identified as a desire as part of the Game On 2060 Plan. Finally, there is no large amphitheater in Round Rock that can accommodate performances for over 1,000 people.



Summary of Goals of the Strategic Parks and Recreation Master Plan

Goal #1: Link the Community

One of the highest needs in the City, as demonstrated by surveys and open house responses, is the addition of more trails. As part of Round Rock's desire to have mobility and connectivity, the City should provide an open space system which links parks, schools, greenbelts, neighborhoods, places of employment, retail shops, restaurants, and open spaces.

Goal #2: Community Cohesion – Creating a Sense of Place

Round Rock is a place people can feel proud to live. It is the goal of the PARD to foster that positive emotional attachment to the City by continuing projects and programs that make Round Rock special and unique.



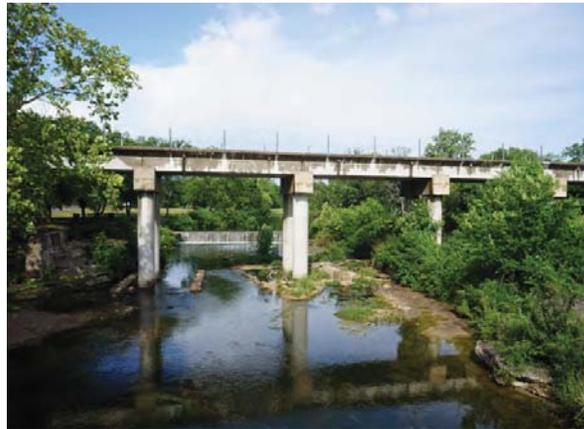
The City's Repair and Replacement program is intended to help maintain the parks and recreation facilities throughout their lifespan of heavy use.

Goal #3: Sustainable Park and Recreation System

Creating a sustainable parks and recreation system means providing diverse and attractive parks and greenways that enhance the quality of life in Round Rock while also increasing the economic vitality of the community. More than that, it is ensuring the long-term sustainability of the park and recreation system for the benefit and enjoyment of future generations by utilizing residents' dollars in a fiscally responsible way and maximizing the return on investment.

Goal #4: Environmental Stewardship

The PARD should continue efforts to be good stewards of the environment. Through landscape management and maintenance decisions, natural resource preservation, and outdoor education, the PARD can continue to conserve, protect, and enhance the community's environmentally and culturally sensitive areas.



Preservation of environmentally sensitive corridors, such as floodplains, greenbelts, and areas with cultural significance is one of the ways PARD continues to be a good steward of the environment.

Goal #5: Equity – Distribution of Resources

The PARD's mission statement is to create positive and memorable experiences in people's lives. In order to fulfill this mission statement, PARD should ensure equitable distribution of resources to all members of the community. Equity is one of the most important goals a parks and recreation department can have because it encompasses many facets of recreation. Parks and recreation equity includes, but is not limited to, providing easy access to recreational facilities and programs, offering varying types of facilities and programs, ensuring affordable access to programming, providing inclusiveness in facilities and programming, and designing facilities and programs intended for all demographics. Equity is about providing the same level of service to all residents of the community regardless of age, income level, ability level, or geographical location.



An additional recreation center is desired in the northern portion of the City to ensure that all residents have convenient access to a facility.

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CHAPTER 3

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In order to understand what recommendations are needed to take the City of Round Rock's parks and recreation system into the future, it is important to understand the current state of the Parks and Recreation Department (PAR) and the City as a whole. This chapter will discuss the characteristics that make Round Rock unique and explore how those factors have shaped, and will continue to shape, the future of the PAR.

This chapter will explain the purpose of a parks and open space inventory, as well as examine the current state of Round Rock's parks and recreation system. It will discuss typical amenities found in different park types, as well as consider the service areas for each type of parkland. A breakdown of the current trail system will also be included in this discussion.

Finally, this chapter will discuss the economic benefits of parks and recreation and specifically the parks and recreation in Round Rock. It will explain the proximity principle and how parks and trails increase property values across the City.



Take a quiet walk with Mother Nature. It will nurture your mind, body, and soul.

~ Anthony Douglas Williams

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Round Rock's Need for Parks and Recreation

Quality of life is an important factor to the Round Rock community. Quality of life encompasses many areas, including the ability to get good jobs, the ability to get around the City easily, the feeling that the City is a safe place to call home, and the availability of attractive homes and neighborhoods in which to live.

One of the most important aspects of a community's character is the availability of high quality parks and recreation opportunities in the city. Parks and recreation influence many aspects of our lives. They allow us to experience new activities and encourage us to lead a healthy lifestyle. Attractive parks and natural areas are often the first place that visitors view in a community. Parks provide a visible reminder of the beauty of the land that people choose to live in. Parks are also one of the most visible elements of a city government at work and can instill a strong sense of pride in the residents of a community. A good park and recreation system lets both residents and visitors know that the leadership of the city is interested in the well being of its citizens.

- Looks at the potential growth of the City over the next five to 10 years, and assesses where additional facilities will be needed as the City grows, and what types of facilities are most desired;
- Guides the City in acquiring land to meet current and future park and open space needs;
- Prioritizes key recommendations of the Plan so that the most significant deficiencies are addressed as quickly as possible; and
- Is intended to guide City staff and leaders in determining where and how parks and recreation funding should be allocated over the next five years.

This will be the "playbook" for the next 10 years to continue Round Rock's park and recreation system as one of the best in Texas.

Game Plan 2020: Building an Active Community

In 2009, the City's Game Plan 2020: Building an Active Community was created as a strategic Parks and Recreation Master Plan to provide a framework for future development with consideration of the rapidly growing population in the area. The plan outlined the goals for the community and made recommendations about current and future parks, recreation, and open space development.

GOALS OF THE 2009 PARK AND RECREATION MASTER PLAN:

- As part of Round Rock's desire to have mobility and connectivity, provide an open space system which links parks, schools, greenbelts, neighborhoods, places of employment, retail shops, restaurants, and open spaces.
- Provide parkland and a variety of recreation facilities and programs to meet the changing recreational needs and desires of the City of Round Rock's population.
- Create a park and recreation system that will improve the physical form and image of the City of Round Rock.
- As part of Round Rock's environmental stewardship, preserve and protect open space, cultural landscapes and natural resources, especially areas with topography change, indigenous tree cover, prairie land, and land prone to flooding within City limits and its ETJ lands.
- Continue to maintain all of the Round Rock parks and recreational facilities in a superior condition and sustainable manner.



Purpose of the Parks and Recreation Master Plan

Round Rock's original Park and Recreation Master Plan was completed in 2000. The 2000 Plan provided guidance for the City, helping the park system remain viable through a period of considerable change in both Texas and in Round Rock itself. The Master Plan was updated in 2009 (Game Plan 2020: Building an Active Community) to reflect the changing demands of the City. The next decade moving forward will bring new changes and challenges on both a global and local stage. This Plan will be a key guiding tool for City staff and elected and appointed officials during that time.

A good parks and recreation system does not occur randomly, but rather requires a series of orderly steps. It responds to the interests of the citizens it serves. This Plan establishes goals and priorities, and provides an assessment of Round Rock's park and recreation system in the years 2016-2017. The park and recreation planning process allows the citizens of Round Rock to determine what their preferred park and recreation priorities should be. This Plan:

- Points out deficiencies in the system and recommends alternatives to address and correct those deficiencies;

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

leanor oosevelt



- Coordinate multi-jurisdictional efforts with adjacent cities and the local school district with respect to issues that affect recreational opportunities in the community.
- Develop other funding mechanisms to help supplement the City's limited funding resources.
- Include citizen participation process in all ongoing park and recreation planning and design, as well as updating of the Parks and Recreation Master Plan.

In addition to the goals outlined by the plan, several recommendations were provided to help PAR reach those goals. A highlight of these recommendations and their status can be found in Figure 3.1, Status of 2009 Parks and Recreation Recommendations.

Figure .1, Status of 200 Parks and Recreation Recommendations

Recommendation	Status	Details
Develop Downtown Area Trails	Partially complete	Heritage Trail and Lake Creek Trail - Funded and under design, Lake Creek Park Trail - Complete.
Trails from Downtown to the University Area	Planned	10' parkway trail planned along A.W. Grimes Blvd. and Kenney Fort Blvd. from Brushy Creek Trail through University Area.
Brushy Creek Trail - Hairy Man Rd. to Memorial Park	Funded and under design	Funded in 2013 Williamson County Bond Election. Currently under design.
Trail Connecting Old Settlers Park to Brushy Creek Trail	Partially complete	10' parkway trail along Kenney Fort Blvd. ends just south of Old Settlers Park. Extension to be completed in future phase of roadway.
Trail from CMRC to Dell	Partially complete	Kensington Park Trail renovated in 2012; ends at edge of Dell campus.
Mayfield Park Nature Trails	On-going	Master plan complete. Awaiting future funding.
Behrens Ranch Nature Trails	No Progress	Master plan complete. Awaiting future funding.
Heritage Trail Linear Park	Funded and under design	Funded by 2013 GO Bonds. Currently under design. Estimated opening 2019.
Downtown Plaza Park	Partially complete	Prete Main Street Plaza and Centennial Plaza complete. Larger downtown park planned with Heritage Trail.
Art in Parks and Public Places	Complete / on-going	Numerous art pieces in Prete Plaza, Centennial Plaza, Chisholm Trail Crossing Park, and along Main Street. Work closely with Arts Director to rotate and add art pieces in parks and public spaces.
Freeman Tract Open Space	Complete	Park acquired as part of Forest Grove Development. Opened in 2015.
Northeast Metropolitan Park and Lake	No progress	
Hairy Man Rd. / Brushy Creek Property	Underway	Parkland to be partially acquired with development of Williamson County Brushy Creek Trail Project.
Mayfield Park	Planned, no funding	Park master plan complete. No funding allocated at this time.
Brushy Creek / 620 West Corridor	Underway	Parkland to be acquired with development of Brushy Creek Trail Project (Williamson County) and Heritage Trail Project.
Old Settlers Parkland	Complete	75 acres at northwest corner of Old Settlers Park acquired in 2012.
Meadow Lake Park	Partially complete	Northwest side of lake developed in 2009/10. Additional improvements to southwest side of lake planned for 2016. North edge of lake to be acquired as part of Avery Center development. East side of lake still under private ownership. Connection of north and south sites by private development 2017/2018.
Southeast and Southwest Community Park	No progress	
Play for All Abilities Park	Complete and on-going	Park opened in 2012. Expansion completed in late 2017.
Old Settlers Multipurpose Field Complex	Under construction	Complex to opened in 2017.
Rock'N River Expansion	Complete and on-going	Phase 2 opened in 2016, Phase 3 and 4 planned but no funding allocated.
Develop Northside Recreation Center	No progress	
West Side Athletic Park	No progress	

Jurisdiction and Planning Area

The recommendations of this Plan will be considered for implementation by the City of Round Rock. It is intended to cover all of Round Rock as well as the areas included in the City's current extraterritorial jurisdiction (ETJ).

Planning Areas

The planning area has been divided into four main sectors: Northeast, Northwest, Southeast, and Southwest. Interstate 35 was used as the divider between east and west. Brushy Creek was the divider between north and south. A map of the planning sectors is shown to the right.

Role of the City of Round Rock in Providing Recreation Opportunities

Round Rock is the primary governmental entity charged with providing recreational facilities for the citizens of Round Rock. Ancillary recreational facilities are provided by the Round Rock Independent School District (RRISD) on many school campuses, homeowner associations (HOAs), municipal utility districts (MUDs), the YMCA, and by Williamson County Parks. The role of HOAs is becoming increasingly important, as they have generally begun providing neighborhood parks as new developments are built.

Parks and Recreation Master Plan Time Frame

The Plan is formulated to address recommendations and priorities for the next 10 years and beyond.

Many of the recommendations of the Plan are valid for a period of up to fifteen years, but should be reevaluated periodically. Per planning requirements issued by the Texas Parks and Wildlife Department, the Parks and Recreation Master Plan should be completely updated after a ten year period, or before, if any major developments occur which significantly alter the recreation needs of the City. In addition, an annual review workshop by the Round Rock PAR team and other City staff should be conducted to review progress each year. Annual updates by City staff will also be prepared. Updates should be prepared on a more frequent basis if special needs or occurrences require modifications to the Plan. In all cases, public involvement through citizen meetings, interviews, and workshops will be included in any updating process.

Map .1, Planning Sectors





Round Rock's History

Round Rock is located within Williamson County in the Texas Hill Country and is just 16 miles north of Austin, Texas. In 1851, a small community was established on the northern banks of Brushy Creek, where a blacksmith named Jacob M. Harrell set up his shop. The community was formed near a large "round rock" located in the middle of Brushy Creek, the town's namesake. The rock is located in a low water crossing in the middle of Brushy Creek which was used as a crossing for the Chisholm Trail to move cattle from South Texas to Abilene, Kansas. Many of the original buildings located along the trail are still currently located within the historic area of Round Rock which is now referred to as Old Town.

In 1876, the International-Great Northern Railroad was built through Williamson County and laid just east of Round Rock. The City then began to move in a new direction creating a "new" and "old" Round Rock. The town began to prosper due to the railroad and attracted the outlaw Sam Bass. In 1878, he was captured and died after a shoot-out occurred in downtown Round Rock.

During the first six decades of the 20th century, Round Rock had a population between 1,000 and 1,400 people. During the 1970s, the City began to experience dramatic growth. Nearby, the City of Austin began to expand northward towards the City, which brought large scale development to Round Rock. The population grew from 2,811 to 12,740 between 1970 and 1980. With the addition of computer-related industries and the increase in retail businesses during the 1980s, Round Rock's population grew more than two and a half times its size to 30,923 by 1990. The population again grew dramatically between 1990 and 2000 as more industries made their home in Round Rock and ultimately surpassed 115,000 by 2015.



Round Rock's location in the state, region, and county

The Economy of Round Rock

Many of the early settlers of Round Rock were attracted to the area because of Brushy Creek. Agriculture was a large part of the early economy; however, many of the settlers coming north from Austin brought trades with them. Industries such as gristmills, gins, wood-carving factories, lime plants, and a broom factory were all part of Round Rock's early economic development.

In 1876, the International-Great Northern Railroad was built just south and east of Round Rock. The City then began developing more towards that region. Hotels, newspapers, and professional offices sprung up in Round Rock within the first year that the railroad was in operation. In 1879, the Round Rock Searchlight Newspaper was established and is still in operation, now known as the Round Rock Leader. Major businesses of the early 20th century included Trinity Lutheran College and the Round Rock Cheese Factory.

Little growth and economic development occurred in Round Rock in the early 20th century. It was not until the 1960s that this changed. The nearby City of Austin was experiencing tremendous growth, and people were beginning to move to the suburbs, such as Round Rock. As shown in Figure 3.3, the population of Round Rock grew substantially from 1980 to 2000. Because of the growth in population, Round Rock became an ideal location for businesses and industries. In the 1980s, Round Rock became the headquarters for Dell, Inc. Round Rock's economy is now highly dependent on the creative class and technology based business. A list of major employers is shown in Figure 3.2, Major Employers of Round Rock.

Figure 3.2, Major Employers of Round Rock

Employer	# of Employees
Dell	12,000
Emerson Automation Solutions	875
Round Rock Premium Outlets	700
Scott & White Healthcare	750
St. David's Round Rock Medical Center	689
Shop LC	600
Sears Roebuck	600
Wayne	550
Trellis Company	485
Seton Medical Center Williamson	450
Assurant Field Asset Services	400
ProPortion Foods	300
AirCo Mechanical	375

Source: Round Rock Chamber - 2018

Round Rock's Population

The process of developing a long range parks and recreation master plan includes understanding the size and the characteristics of the population to be served. Round Rock's parks, trails, and open spaces provide recreation facilities for the citizens of the City, as well as other residents of Williamson County. Round Rock's growth over the past decades has been tremendous. The rapid population growth poses a challenge, as simply keeping up with the needs of the growing population will be difficult enough, much less increasing the proportional size of the system.

Figure 3.3, Historical Population Growth, shows that Round Rock's growth has been high above the county average over the past 30 years. Round Rock is starting to slow its population growth from the boom it experienced from 1970 to 2000. However, the City is not done growing. By the year 2025, Round Rock is projected to have a population of 150,776 as shown in Figure 3.4, Population Projections for Round Rock.

Figure 3.3, Historical Population Growth

Year	Round Rock		Williamson County	
	Population	Rate	Population	Rate
1980	12,740	-	76,524	-
1990	30,923	13	139,551	2
2000	61,136	98%	249,967	79%
2010	99,887	63	422,679	69%
2015	112,196	12	489,250	16

Source: U.S. Census Bureau, 2010-2014 5-yr American Community Survey, S0101 Age and Sex

Figure 3.4, Population Projections for Round Rock

Year	Population	Growth
2010	99,887	-
2015	115,567	15.7%
2020	133,26	15.3%
2025	150,776	13.1
Build-Out	300,000	99.0%

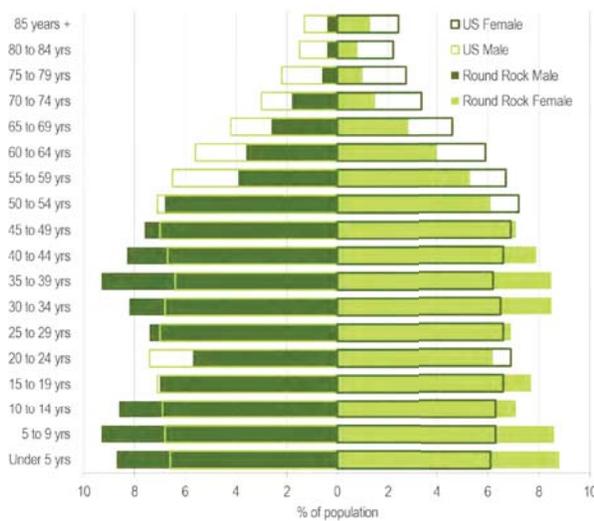
Source: Round Rock Planning Department

Demographic Characteristics

Key demographic characteristics include age, race and ethnicity, income, and educational attainment.

Age - The population of Round Rock is younger than the United States as a whole. Round Rock has a higher amount of younger residents and working families than the national average with the greatest percent of population being 14 and under and ages 25 to 49 (see Figure 3.5, Age Characteristics of Round Rock and United States). As the population ages, the City will need to be prepared to provide age-appropriate recreation opportunities.

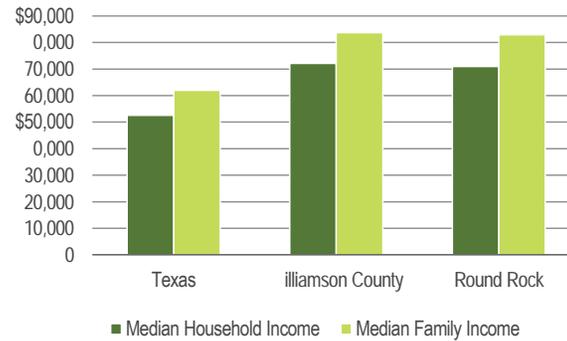
Figure 3.5, Age Characteristics of Round Rock and United States



Source: U.S. Census Bureau, 2010-2014 5-yr American Community Survey, S0101 Age and Sex

Income Level and Education - The income level of the residents of Round Rock is relatively high with the median household income being \$70,952 as shown Figure 3.6, Median Household and Family Income. This is high given the young population of Round Rock. However, as shown in Figure 3.7, Educational Attainment, nearly 0 percent of the population has attained a bachelors or higher graduate degree, which is well over the state of Texas average.

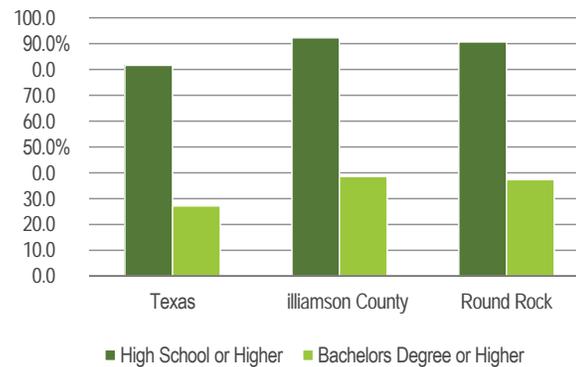
Figure 3.6, Median Household and Family Income



Source: U.S. Census Bureau, 2010-2014 5-yr American Community Survey, DP03: Selected Economic Characteristics

According to the U.S. Census Bureau, household income includes income from the householder and all other people (whether or not they are related) who are 15 years or older living in the same housing unit. Family income includes income from two or more people related by birth, marriage, or adoption who are residing together.

Figure 3.7, Educational Attainment



Source: U.S. Census Bureau, 2010-2014 5-yr American Community Survey, S1501: Educational Attainment

Race Ethnicity - The population of Round Rock is predominately white, but is becoming more diverse. When compared to the population of Williamson County, Round Rock is home to more minority ethnic groups as shown in Figure 3.8, Race and Ethnicity.

Figure 3.8, Race and Ethnicity

Race Ethnicity	Williamson County	Round Rock
White	2.6	78.9%
Black or African American	6.3	9.4%
American Indian & Alaskan Native	0.3	0.5%
Asian	5.2%	5.3%
Native Hawaiian & Other Pacific Islander	0.1	0.1
Other	2.1	2.5%
Two or More Races	3.1	3.3
Hispanic or Latino Decent	23.6	29.9%

Source: U.S. Census Bureau, 2010-2014 5-yr American Community Survey, DP05: ACS Demographic and Housing Estimates

Key Demographic Characteristic Findings

Based on the demographic information, the City of Round Rock's population is largely young families. This means the City should focus on offering family events such as Movies in the Park and July 4 Frontier Days Celebration. Youth athletic programs, afterschool care, and camps are needed; however, as the children of Round Rock grow older, a strong teen program focus will be of growing importance in future years. The City should consider offering adult instructional classes or fitness classes at the same time as the children's programs so that parents can enjoy activities while waiting for their children. Additionally, as the diversity of Round Rock continues to increase, greater cultural programs and events should be offered.



Purpose of the Existing Parks and Open Space Inventory

Round Rock has an established network of both neighborhood and larger community park facilities. These parks are well placed within the neighborhoods they serve and are well maintained. However, population shifts within the City over time have resulted in some areas having a significant number of parks, while other areas have few or no parks. A key part of the park and recreation planning process is to understand what parks, recreation buildings, trails, and open space facilities are currently available. The process also evaluates the current condition of those facilities to assess whether or not they are addressing the current park and recreation desires of the community. This inventory serves as the foundation for the needs assessment for new or improved recreational facilities.

Components of the Existing Parks Inventory

This inventory of existing parks reviews several aspects of each park in the Round Rock system. These include:

- **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? This determines whether a park should be classified as a neighborhood, community, metropolitan, regional, special purpose, or linear park. Key issues that are analyzed include:
 - **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?
- **Facilities in each park:** What does the park contain? Are the facilities appropriate for the type of park?
- **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?
- **Special considerations:** Does the park provide facilities for people with disabilities that meet the requirements of the Americans with Disabilities Act?

Park Types and Standards Included in the Round Rock Parks and Recreation System

Neighborhood Parks

In Round Rock, as in most cities, neighborhood parks should provide the foundation for recreation. Ideally, they provide facilities and recreation space for the entire family and are within easy walking or bicycling distance of the people they serve. **In Round Rock, much of the neighborhood park need is fulfilled by homeowner associations that own and operate private parks for the residents of those neighborhoods.** This is largely due to the rapid growth of single family housing over the past 15 years.

A neighborhood park typically serves one large or several smaller neighborhoods. The typical neighborhood park in Round Rock, generally three to 10 acres in size, should serve no more than 2,000 to 3,000 residents per park.

- Neighborhood parks should be accessible to residents who live within a one-half mile radius of the park. In some areas of the City, a smaller quarter-mile service radius may be more appropriate.
- Neighborhood parks are frequently located adjacent to elementary schools, so as to share acquisition and development costs with the school district. In the future, where possible, new neighborhood parks should be planned and developed in close coordination with the Round Rock ISD. This can result in significant cost savings and more efficient use of tax dollars by the City, the county, and the school district.
- 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 physical locations around the park. An ideal size for neighborhood parks should be around three to five acres. However, parks may range in size from less than one acre to over 20 acres and are classified based on the amenities provided and population served.

Location - If possible, neighborhood parks should be centrally located in the neighborhood or neighborhoods they serve. An ideal location, for example, is adjacent to an elementary school. The park 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. Many cities require neighborhood parks have streets on at least two sides of the park.

Facilities - Facilities located in neighborhood parks may include the following:

- Age appropriate playground equipment with adequate safety surfacing around the playground
- Unlighted practice fields for baseball, soccer, and football
- Unlighted tennis courts
- Lighted or unlighted multi-purpose courts for basketball and volleyball
- Active areas for unorganized play
- Picnic areas with benches, picnic tables, and cooking grills
- Shaded pavilions and gazebos
- Jogging and exercise trails

Restrooms are typically not placed in neighborhood parks because they increase maintenance and provide a location for illegal activities.

Parking - Neighborhood parks should have on-street parking only.

See Figure 3.10, Public Neighborhood Park and Recreation Facilities and Figure 3.11, Private Neighborhood Park and Recreation Facilities for a listing of neighborhood parks in Round Rock.



Community Parks

Community parks are larger parks that serve a group of neighborhoods or a portion of a city. Community parks are usually reached by automobiles, although residents adjacent to the park and trail users may walk or ride a bicycle to it. 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 park facilities at Lake Creek Park and Round Rock West Park are ideal examples of community park facilities.

Size - The typical community park should be large enough to provide a variety of facilities while still leaving open space for unstructured recreation and natural areas. The park should also have room for expansion, as new facilities are required. A typical community park varies in size from 10 acres to over 50 acres.

Location Community parks should be located near a major thoroughfare to provide easy access from different parts of the City. Because of the potential for noise and bright lights at night, community parks should be buffered from adjacent residential areas.

Facilities - Facilities generally located in community parks may include:

- Play equipment
- Active free play areas
- Picnic areas and pavilion(s)
- Restrooms
- Jogging, bicycle, or nature trails
- Lighted or unlighted athletic fields and courts
- 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, fishing ponds, swimming pools, amphitheaters, etc.

Parking - This varies based on the facilities provided and the size of park. The National Recreation and Parks Association (NRPA) recommends a minimum of five spaces per 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.

See Figure 3.12, Public and Private Community Park and Recreation Facilities for a listing of community parks in Round Rock.



Metropolitan Parks

Metropolitan parks are large parks that serve an entire sector of the City. Metropolitan parks are reached by automobiles, although residents adjacent to the park and trail users may walk or ride a bicycle to it. Similar to community parks, a metropolitan park will offer a variety of recreational facilities including lighted playing fields for organized sports, hike and bike trails, and sufficient parking to accommodate participants, spectators, and other park users.

Size - The typical metropolitan park should be large enough to provide a variety of facilities while still leaving open space for unstructured recreation, natural areas, and passive recreation. The park should also have room for expansion, as new facilities are required. A typical metropolitan park varies in size from 100 acres to over 250 acres.

Location Metropolitan parks should be located near a major thoroughfare to provide easy access from different parts of the City.

Facilities - Facilities generally located in metropolitan parks may include:

- Play equipment
- Active free play areas
- Picnic areas and pavilion(s)
- Restrooms
- Jogging, bicycle, or nature trails, sometimes lighted for evening use
- Lighted ball fields, suitable for organized competitive events
- Recreation center (if appropriate)
- Sufficient off-street parking based on facilities provided and size of park
- Security lighting
- Multi-purpose recreation fields
- Other facilities, as needed, which can take advantage of the unique characteristics of the site, such as nature trails, fishing ponds, swimming pools, amphitheatres, etc.

Parking - This varies based on the facilities provided and the size of park. Similar to a community park, it is recommended that there be a minimum of five spaces per 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.

See Figure 3.13, Public and Private Metropolitan and Regional Park and Recreation Facilities for a listing of metropolitan parks in Round Rock.



Regional Parks

Regional parks are massive parks that serve an entire region and cater to people beyond the City. Regional parks are reached by automobiles, although nearby residents and trail users may walk or ride a bicycle to it. Round Rock has two regional parks: Old Settlers Park and the Southwest Williamson County Regional Park (within the ETJ).

Size - The typical regional park is more than 300 acres in size. Both of the regional parks in Round Rock are more than 500 acres in size.

Location Because these parks require a great amount of land, they are often located outside of a city's limits or in the ETJ of a city. Therefore, it is necessary that the park is located adjacent to major thoroughfares to ensure people can adequately reach the park site.

Facilities - Facilities generally located in regional parks may include:

- Play equipment
- Active free play areas
- Picnic areas and pavilion(s)
- Restrooms
- Jogging, bicycle or nature trails, sometimes lighted for evening use
- Lighted ball fields, suitable for organized competitive events
- Recreation center (if appropriate)
- Security lighting
- Multi-purpose recreational fields
- Fishing ponds, where feasible
- Amphitheatres
- Equestrian trails
- Observatory
- Botanical gardens
- eloway
- og park
- Canoe rentals / paddle boat rentals
- Putt putt golf
- isc golf
- BM course
- Sculpture garden
- Aquatic complex
- Preserved open space

Parking - It is recommended there be a minimum of five spaces per 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.

See Figure 3.13, Public and Private Metropolitan and Regional Park and Recreation Facilities for a listing of regional parks in Round Rock.

Linear Parks/Linkages

Linear parks are open park areas that generally follow a natural or man-made feature that is linear in nature, such as creeks, abandoned railroad rights-of-way, power line corridors, or utility corridor easements. In Round Rock, most of the linear park corridors are along natural drainage ways. 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, neighborhood shopping, libraries, and other major destinations. No specific standards apply to linear/linkage parks other than the park should be large enough to adequately accommodate the resources they contain. They should also serve to help preserve open space.

See Figure 3.14, Public Linear Park and Recreation Facilities and Figure 3.15, Private Linear Park and Recreation Facilities for a listing of linear parks in Round Rock.

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
- Swimming pool centers
- Tennis complexes



Athletic complexes and golf courses are 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. Athletic complexes should include sufficient fields so that leagues can congregate at one facility and not have to spread out in different locations.

See Figure 3.16, Public and Private Special Purpose Park and Recreation Facilities for a listing of special purpose parks in Round Rock.

Size of the Park and Recreation System in Round Rock

Currently the Round Rock parks and recreation system includes 197 park sites and amenity centers (City-owned, HOA, MUD, county-owned, etc.) and contains , 37 acres. City-owned park and amenity sites include only 64 locations and a total of 2,270 acres. Figure 3.9, Existing Park System in Round Rock, summarizes the existing park facilities. Map 3.2, Existing Parks System, illustrates distribution of parkland throughout the City and ETJ. The numbered parks on the map represent public parks and are cross-referenced on the follow-up figures which summarize the details of the parks and recreation system inventory.

Figure . . , Existing Park System in Round Rock

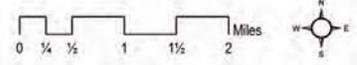
	Overall Area Parks (including Private and Public)	City-Owned Facilities Only
Total Number of Parks	197 Park and Amenity Sites	63 Park and Amenity Sites
Total System Acreage	, 37 acres	2,270 acres
Neighborhood Parks	259 acres	123 acres
Community Parks	312 acres	2 7 acres
Linear Parks	1293 acres	578 acres
Regional Parks	1,452 acres	6 1 acres
Metropolitan Park	469 acres	469 acres
Special Purpose Parks	518 acres	212 acres
Amenity Centers	13 acres	2 sites (Clay Madsen Center & Allen R. Baca Center)
School Areas (not included in totals)	510 acres	n/a
Largest Park	Southwest Williamson County Regional Park (811.32 acres)	Old Settlers Park (641.14 acres)
Smallest Park	Water Tower Park (0.19 acres)	Water Tower Park (0.19 acres)
Developed vs. Undeveloped	3,502 acres vs. 935 acres	1,529 acres vs. 740 acres

Micki Krebsbach Pool and Forest Creek Golf Course are examples of a Special Purpose Parks in Round Rock.

Map .2, Existing Parks System



- Legend**
- Public Parks
 - Private Parks
 - Round Rock ISD
 - Round Rock City Limits
 - Round Rock ETJ
 - Main Roads
 - Minor Roads
 - Railroads
 - Major Creeks



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Figure .11, Private Neighborhood Park and Recreation Facilities cont.

Sector	Park Name	Overall Area		Address	Sector	Subdivision	Owner	Trail Distance	Backstop	Practice field	Baseball court	Playscape	recreation center	Football field	Soccer field	Baseball field	Softball field	Tennis court	Multi purpose court	olleyball court	Skate Park	Shuffleboard	rickets	Do Park	emote control/Airplanes	ercise Station	Disc golf course	Swimming Pool	kiddie Swimming Pool	Spray rounds	estival Area	Pavilion	benches	Picnic Table	trills	Drinkinountain	water feature Pond	Parkin	restroom	utility						
		Und.	Dev.					← Active Facilities →	← Aquatics →	← Passive Facilities →	Infrastructure																																			
Privately owned cont.	Neighborhood Parks	Und.	Dev.																																											
	Teravista - Caldwell Palm		0.31		NE	Teravista	Teravista HOA	0.06																																						
	Teravista - Miraval Loop		0.3	4565 Miraval Loop	NE	Teravista	Teravista HOA	0.06																																						
	Teravista Sports Field		7.58	172 Westmeadow Trail	NE	Teravista	Teravista HOA	0.62																																						
	The Meadows		0.51	Hidden Brook Lane	NE	Teravista	Teravista HOA	0.13				1																																		
	The Settlement		0.29	4518 Monterosa Lane	NE	Teravista	Teravista HOA	0.0																																						
	Trails at Shady Oak - Borho Ranch	1.92		22 Borho Ranch Street	NW	Trails at Shady Oak	Trails at Shady Oak HOA																																							
	Trails at Shady Oak - Tanglewood Estates	0.76		4221 Tanglewood Estates Drive	NW	Trails at Shady Oak	Trails at Shady Oak HOA																																							
	Trailside Park	6.3		1429 Kenneys Way	NE	Pioneer Crossing	Trailside HOA	0.92				2																																		
	Turtle Creek Village	0.1		820 Tumlinson Fort way	SE	Turtle Creek Village	Turtle Creek Village HOA																																							
	Veterans Memorial	1.67		1713 Park alley drive	SW	Fern Bluff	Fern Bluff MUD					1																																		
	Warner Ranch	3.39		100 Warner Ranch drive	SE	Warner Ranch	Somerville at Warner Ranch HOA	0.20																																						
	Warner Ranch - Innsboro	5.14		121 Warner Ranch drive	SE	Warner Ranch	Somerville at Warner Ranch HOA	0.1																																						
	Woods of Brushy Creek	2.16		15853 Garrison Circle	SW	Woods of Brushy Creek	Brushy Creek Woods HOA	0.05																																						
	Total	6.6	129.70					7.99	2	1	6	23	0	0	1	0	0	4	0	3	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	

Figure .12, Public and Private Community Park and Recreation Facilities

Ap Number	Pa e	Park Name	verall Area e	Address	Sector	Subdivision	ner	Trail Distance	ackstop	Practice field	asketball court	Playscape	ecreation enter	oolball field	Soccer field	aseball field	Softball field	Tennis court	ulti purpose court	olleyball court	Skate Park	Shuffleboard	icket	Do Park	emote ontrol/Alrplanes	ercise Station	Disc olf ource	S immin Pool	iddy S immin Pool	Spray rounds	estival Area	Pavilion	enc es	Picnic Table	rills	Drinkn ountain	aler eature Pond	Parkin	estroom uldin			
Community Parks			Und.	Dev.	Active Facilities													A uatics			Passive Facilities					nfrastructure																
ity ned																																										
16	B.10	Buck Egger	3.11	900 S. Mays Street	SE	Mays Crossing	CORR	0.1		2	1																															
17	B.11	Chisholm Trail Crossing / Bathing Beach	10.13	500 Chisholm Trail Road	SW	Rutland-Chisholm Trail	CORR																																			
1	B.12	Clay Madsen	17.01	1600 Gattis School Road	SE	Greenslopes @ Lake Creek	CORR	GLC Trail																																		
19	B.13	Freeman Park	12.	1100 Forest Bluff Trail	SE	Forest Bluff	CORR	BC Trail				1																														
20	B.1	Heritage Center	6.00	900 Heritage Center Circle	NE	Heritage Center	CORR						1																													
21	B.15	Kinningham	6.60	1000 Southcreek Drive	SE	South Creek	CORR	0.15	1	1			1	1																												
22	B.16	Lake Creek	36.31	00 eerfoot rive	SE	ove Creek	CORR	GLC Trail	1	1	2	1							2					1																		
23	B.17	Luther Peterson	15.50	930 Luther Peterson Place	NE	Luther Peterson	CORR								5																											
2	B.1	McNeil	17.91	3700 IH 35 North	NE	Round Rock East Park	CORR					1																														
25	B.19	Meadow Lake	76.49	2901 Settlement Drive	NE	Meadow Lake	CORR	1.33				1																														
26	B.20	Memorial	12.6	600 North Lee Street	SE	North Downtown	CORR	BC Trail				1																														
27	B.21	Rabb	14.91	151 North A.W. Grimes Boulevard	NE	South Creek	CORR	BC Trail				1	1																													
2	B.22	Round Rock est	15.08	500 Round Rock West rive	SW	Round Rock est	CORR	0.33				1							2	1																						
29	B.23	elerans	2. 2	600 Pecan Avenue	SE	North Downtown	CORR				1	1																														
30	B.2	Water Tower Park	0.19	200 Round Rock Avenue	SE	owntown	CORR																																			
Total			0.00	247.23				2.00	2	4	3	10	3	0	5	0	3	4	0	3	0	0	0	1	0	0	0	1	1	0	0	10	60	106	43	16	7	12	9			
Privately ned																																										
		Cat Hollow	11.72	600 O'Connor rive	SW	Cat Hollow	Brushy Creek MUD	0.	1		1	1							1	1																						
		Olson Meadows	33.54	200 Brushy Creek Road	SW	Oak Brook	Fern Bluff MUD	3.1		2	1	3								2																						
		Paloma Lake	8.49	31 Magellan ay	NE	Paloma Lake	Paloma Lake HOA	0.1				1															1															
		Shirley MacDonald Park/ Creekside Park	11.	300 Brushy Creek Road	SW	Brushy Creek	Brushy Creek MUD	0.85	1			2																1														
Total			0.00	65.23				5.05	2	2	2	7	0	0	0	0	0	0	5	0	1	0	0	0	0	0	0	3	0	0	0	1	0	3	0	1	3	2	1			

Figure .17, Public and Private Amenity Centers and Recreation Facilities

Ap Number	Park Name	Overall Area	Address	Sector	Subdivision	Owner	Trail Distance	Backstop	Practice field	Baseball court	Playscape	Recreation center	Soccer field	Baseball field	Softball field	Tennis court	Multi purpose court	olleyball court	Skate Park	Shuffleboard	Ricket	Do Park	Remote control Airplanes	Exercise Station	Disc golf course	Swimming Pool	kiddie Swimming Pool	Spray rounds	Festival Area	Pavilion	benches	Picnic Table	grills	Drinking fountain	water feature	Pond	Parkin	restroom	utility																
Amenity Centers		Und.	Dev.	Active Facilities																				Aesthetics		Passive Facilities				Infrastructure																									
City Owned																																																							
1	Clay Madsen Rec. Center & Park	17.01	1600 Gattis School Road	SE	Greenslopes at Lakecreek	CORR	GLC		1	2	1	1				2			1						1														1																
56	Allen R. Baca Center		301 Bagdad Avenue, Bldg 2	SE	Municipal Center	CORR						1																																											
Total		0.00	17.01																					0	1	2	1	1	0	0	0	0	2	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1
Privately Owned																																																							
	Behrens Ranch	3.7	2503 Arbor Drive	NW	Behrens Ranch	Behrens Ranch HOA	0.06				1					2									1	1													1																
	Bent Tree	1.00	2101 Red Oak Circle	NW	Bent Tree	RR Bend Tree HOA	0.06			1	1							1							1																														
	Chandler Creek	3.2	2112 Agarita Trail	NE	Chandler Creek	Chandler Creek HOA	0.23			1	1					2		1							1	1														1															
	Estates of Settlement Park	1.0	3000 Clinton Court	NE	Estates of Settlers Park	Estates of Settlers Park HOA	0.1				1														1	1									3	3	2			1															
	Forest Creek	2.70	3600 Harvey Penick drive	SE	Forest Creek	Forest Creek HOA	0.06				1					2									1	1																													
	Forest Ridge	1.2	1000 Forest Ridge Blvd	SE	Forest Ridge	Forest Ridge HOA	0.03				1														1																														
	Greenlawn Place	0.3	10 Ephyra Lane	SE	Greenlawn Place	Greenlawn Place HOA	0.01																		1																														
	Hidden Glen	0.66	1300 Hidden Glen Drive	NW	Hidden Glen	Hidden Glen HOA	0.06				1														1	1														1															
	Highland Horizon	2.30	416 Highland Horizon	SW	Highland Horizon	Brushy Creek MUD	0.0			1	1														1	1														1															
	Highlands at Mayfield Ranch	2.0	310 Bainbridge Cove	NW	Highlands at Mayfield Ranch	Highlands at Mayfield Ranch HOA																																																	
	Jester Farms	3.7	3760 Bradley Lane	NE	Jester Farms	Jester Farms HOA	0.03				1														1																														
	Lake Forest	7.05	2779 Lake Forest Drive	SE	Lake Forest	Lake Forest HOA	0.03									1																																							
	Legends Village	3.6	2500 St. James Place	NE	Legends Village	Legends Village HOA	0.05				1														1	1															1														
	Mayfield Ranch	9.18	301 Blue Ridge drive	NW	Mayfield Ranch	Mayfield Ranch HOA	0.07				1														1	1															1														
	Oak Brook	2.94	16900 Morgan Hill Trail	SW	Oak Brook	Oak Brook HOA	0.11			1	1					1									1																														
	Oak Creek	0.94	1207 Oaklands drive	SW	Oak Creek	Oak Creek HOA	0.05				1														1																														
	Paloma Lake	1.65	2961 Saint Federico way	NE	Paloma Lake	Paloma Lake HOA	0.05				1														1	1															1														
	Parkside at Mayfield Ranch	3.09	325 Parkside Parkway	NW	Parkside at Mayfield Ranch	Parkside at Mayfield Ranch HOA	0.0																		1	1															1														
	Preserve at Stone Oak	2.1	3831 Mayfield Ranch Blvd	NW	Preserve at Stone Oak	Preserve at Stone Oak HOA	0.06																		1	1															1														
	Round Rock Ranch	1.53	2909 Round Rock Ranch Blvd	SE	Round Rock Ranch	Round Rock Ranch HOA					1														1	1															1														
	Ryan's Crossing	1.23	300 Rod Carew drive	NE	Ryan's Crossing	Ryan's Crossing HOA	0.0																		1	1															1														
	Sendero Springs	15.01	203 Pasada Lane	NW	Sendero Springs	Brushy Creek MUD	0.			1	1														1	1															1														
	Shadow Brook	10.90	1914 Shadowbrook Cir	SW	Shadow Brook	Shadowbrook Club Inc	0.26									2									1																1														
	Siena	6.02	5844 Othello Place	NE	Siena	Siena MUD #2	0.39				1														1	1															1														
	Sonoma North	8.91	200 Barefoot Lane	SE	Sonoma	Sonoma HOA	0.30				1														1																														



The Brushy Creek Trail is a highly used linear/linkage trail.

Existing Trails in Round Rock Today

Round Rock has a total of approximately 133 miles of trails and seven miles of running tracks spread throughout the City today. The existing trails include both linear/linkage trails and trails within parks, as internal walking loops with no external destination or connections.

Figure 3.19, Existing Trails in Round Rock & ETJ - 2016, gives a more detailed look at the existing trails in Round Rock and Map 3.4, Primary and Secondary Trails in Round Rock, illustrates the locations of existing primary and secondary trails. For the purpose of this discussion, a primary trail is a trail that acts as a major linkage from one sector of the City to another. A good example of this type of trail is the Brushy Creek Regional Trail which, when complete, will span from the westernmost edge of the City to the easternmost edge of the City. A secondary trail is a trail that feeds into a primary trail system. A good example of a secondary trail is the Greater Lake Creek Trail. This trail system ultimately feeds into the Brushy Creek Regional Trail. The final type of trail found in the City is a local trail. A local trail consists of a trail within a park that loops or connects attractions in the park, but does not link up with an external destination or primary/secondary trail.

The City of Round Rock has built three linear/linkage trails, the Brushy Creek Regional Trail, Kensington Trail, and the Greater Lake Creek Trail. As illustrated in Map 3.4, portions of other linkage trails have been built and the City has a goal to fill the gaps in these connections in the near future as trails remain a major request and priority. The other City-built trails are looped trails within parks that do not connect to external destinations or neighborhoods.

The existing trails vary in the type of surfacing including asphalt, concrete, and decomposed granite. At the time of the 2004 Trails Master Plan, asphalt was the preferred trail surface in the City and local runners had expressed a preference for asphalt as their surface of choice. However, expansive soil conditions east of Interstate 35 contributed to the early deterioration of several trail segments leading to a move to concrete surfacing for long-term durability or decomposed granite for usability has occurred.

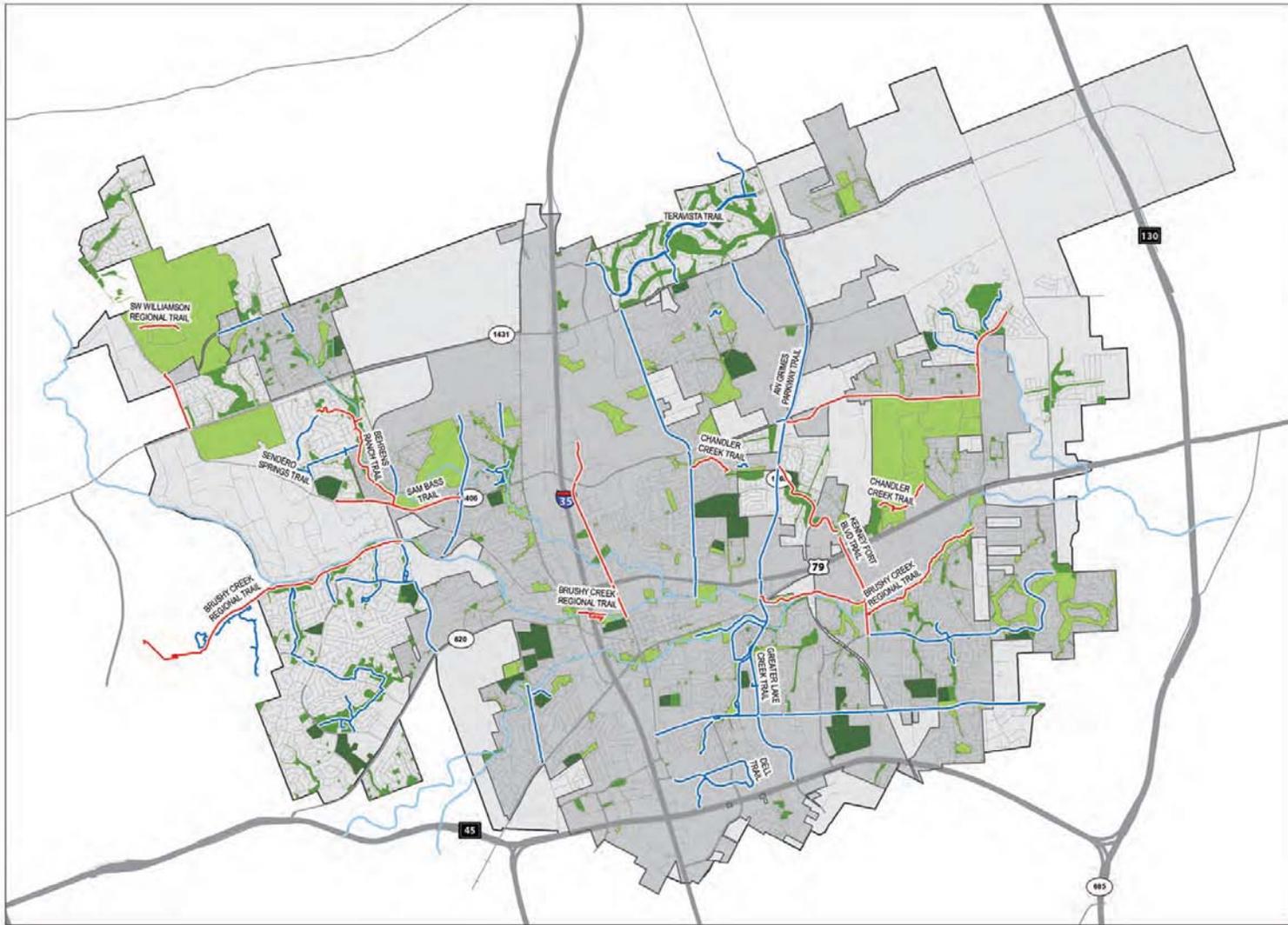


There are a variety of trail materials used throughout Round Rock.

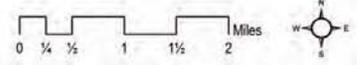
Figure 3.19, Existing Trails in Round Rock & ETJ - 2016

Trails	Tracks	Overall Trail Length (including Private, County, City-Owned)	City-Owned Trails	City-Owned Parkways
Primary		26.39	5.00	14.57
Secondary		51.27	4.19	23.54
Local		55.91	1.00	-
Tracks		6.2	-	-
TOTAL MILES OF TRAILS	TRACKS	140.3	23.1	3.11

Map . , Primary and Secondary rails in Round Rock



- Legend**
- Public Parks
 - Private Parks
 - Round Rock ISD
 - Round Rock City Limits
 - Round Rock ETJ
 - Main Roads
 - Minor Roads
 - Railroads
 - Major Creeks
 - Primary Trails
 - Secondary Trails



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Figure .20, Round Rock Recreation Programs n entory

Adult Athletic Programs	outh Athletic Programs	Swimming / Aquatic Programs	nstructional Classes	Special Events	Private Amenity Center / MCA Programs
Mens Basketball	Basketball	Water Safety Instructor class	Adult tennis	ay camps	After School Care
Flag Football	Girls Volleyball	Lifeguard Training	Youth tennis	Kids Clubhouse After School	Summer Camps
Softball	RR Sertoma (private)	Swimming Lessons	Yoga-doodles	Christmas Family Night	Kinderdance
Co-rec Kickball	RR Football (private)	ater aerobics	Martial Arts	Christmas tree recycling	Acrotex
RR Tennis Assoc (private)	Pop Warner Football (private)	RR Dolphins (private)	Kinderdance	MLK Commemorative March	Tennis Lessons
Double R Disc Golf Club (private)	Track & Field	Aquatex (private) Swim Team	Kindergym	addy aughter ance	Pilates
Lone Star Aeronauts RC Flying Club (private)	Skateboarding	Open Swim	Kindertots	Flashlight Egg Hunt	Hathe Yoga Beginner
RR Model Boat Club (private)	Football		Adult Yoga	July 4 Frontier Days	ance orkshops
Cloud Chasers Kite Group (private)	Archery		Jazzercise (private)	Movies in the Park	Personal Training
RR Football (private)	Soccer Shots		Round Rock Fit (private)	5K for Clay	Prenatal Yoga
Pop Warner Football (private)	Racquetball		Sportball	Spring Break Camp	Nutritional Knowledge
	Sand Volleyball		Adult Karate	Night Rider Family Bike Ride	Racquetball Training
			Teen Karate	Rock'N Lights	Free Weights for Women
			Spanish for Fun	Touch a Truck	Flag Football Mini Camp
			Junior Chefs	Youth Fishing Derby	olleyball Camp
			Boot Camp	Family Campout	Fit Camp for Kids
			Counselor in Training	Fall Fun Fest	Karate
			Yoga Hoop Fusion	Holiday Bazaar	Spanish
			Chair Yoga	Muddy Miler Family Adventure	KinderMusik
			Soccer Shots	Swim/Run r-Aqua-thon	Capital Gymnastics
			Cooking with Kids Kitchen	Outlaw Trail Cycling Tour	Boot Camp
			Cordovan Art School	Trunk or Treat for Special Needs Kids	Boxing Class
			Epic Hip Hop	Juneteenth Rhythm & Ribs Celebration	Creative Rhythms ance
			Move Kids 2 Music	Geocaching	Cheer / Tumble
			Toddler Tree House	Rock Climbing	Young Rembrandts
				Turkey Bowl	20 Circuit Training Workout
				Offshore Fishing	Full Aerobics
				Trails Challenge	Gymboree
				Standup Paddling	Ballet
					Bumper Sports





Round Rock's Ranking

Round Rock is continually ranked as one of the Best Cities in America in a variety of different magazines and studies. Below is a summary of six studies where Round Rock was ranked towards the top in a positive light. In all the studies and rankings, parks and recreation were in some way factored into the decision.

One of America's Safest Cities

The City of Round Rock was ranked as the **fifth safest city in the United States** in a survey released by niche.com in 2017. The ranking is based on data from the FBI and U.S. Census and provides a comprehensive assessment of the overall safety at the City level. It takes into account key indicators of a location's safety, including violent and property crime rates. Some of the key implementation strategies that assist in keeping Round Rock as one of the safest cities include the City's philosophy of involving the community in fighting crime and deploying a range of proactive strategies.

One of the Fastest Growing Cities in America

In July of 2016, Round Rock was named **one of the fastest growing cities in America** by Zippia. Their analysis looked at the growth rates for cities over the last five years, according to the American Community Survey, which is released by the U.S. Census Bureau. After analyzing all of the data, Round Rock was ranked ninth in the study. As prices in Austin continue to rise, people have begun to move to Round Rock for its affordability and quality of life. The PARD contributes to the quality of life in Round Rock. As the population continues to grow, so too does the importance of the PARD and the need to expand the recreational programming and trail system.

One of the Best Cities to Retire

Bankrate.com ranked the top American cities for retirement, factoring in the cost of living, crime rate (violent and property crimes), walkability, health care quality, state and local tax burden, personal well-being for seniors, weather (temperature and precipitation), and the vitality of the local cultural scene. The study ranked **Round Rock as the 12th best city for retirement**. Round Rock's trail system helps contribute to the walkability of the City, as well as to seniors' overall health and activity levels. The PARD also provides several activities geared toward seniors through the Allen R. Baca Center for Senior and Community Activities.

One of the Best Places to Start a Family

In February of 2017, LendEDU ranked round rock the **third best place to start a family**. The ranking noted excellent school systems, safety, cost of living, and proximity to Austin as reasons for the City's high rank. Quality of life also plays a role in making Round Rock a desirable place to start a family. PARD contributes to the quality of life through parks, trails, and programming.

One of the Coolest Suburbs Worth a Visit

Several publications have listed Round Rock as **one of the coolest suburbs worth a visit**. Among these publications are Thrillest in 2015 and Travel and Leisure in 2016. Contributing to the "cool factor" of Round Rock is the burgeoning foodie scene, arts and culture, natural beauty, booming jobs sector, and vibrant social scene. The PARD contributes to the beauty of the City, the social scene, and arts and culture.

One of the Best Cities in Texas to Raise a Family

In 2016, Livability.com selected Round Rock as the **second best city for families in Texas**. The expansive park and trail system, City-owned waterpark, and sports facilities, combined with family-friendly programming, are just some of the amenities that put Round Rock high on the list. A great downtown, strong economy, low cost of living, and high availability of quality jobs close to home also contribute to the allure of living in Round Rock.

One of the Fastest Growing Cities in America



One of the Best Cities in Texas to Raise a Family



One of the Best Places to Live, Work, and Play



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The Value and Benefits of Parks and Recreation in Round Rock

Developing an excellent park and recreation system demonstrates a local government's commitment to offer a high quality of life for its residents. A superior park and recreation system increases the quality of life in a community because of the many benefits that it offers. Recreation and health benefits of parks and recreation include:

- Access to parks increases the frequency of exercise, especially among children and youth.
- Staying active can help reduce the risk of heart disease, diabetes, obesity, depression, and other health problems.
- Parks and recreation provide opportunities for all people to be physically active, socially engaged, and cognitively stimulated.

Community and cultural benefits of parks and recreation include:

- Provides opportunities for rest, relaxation, and revitalization
- Preserves and interprets historic community assets
- Provides opportunities for community involvement
- Play is critical for child development
- Provides places for health and well-being that are accessible by people of all ages and abilities
- Provides refuges of safety for at-risk youth which can in turn help reduce juvenile delinquency

Natural resources and environmental benefits of parks and recreation include:

- Protects and preserves vital green spaces
- Protects and preserves critical wildlife habitat
- Educates visitors regarding the appropriate use of natural areas as recreational areas
- Exposure to nature improves psychological and social health
- Contributes to clean air and water
- Makes the city significantly more attractive

Economic benefits of parks and recreation include:

- Increases property value of homes in close proximity to parks
- Stimulates economic development by attracting businesses and keeping residents
- Increases tourism
- Attracts new businesses to a community by improving the standard of living

Opportunities for Restoration and Relaxation

So many people face increased challenges every day, whether it is from their job, their family life, or any other combination of things. People come to parks to relieve some of their daily stress. Whether it involves kicking a soccer ball, watching children play on the swings, or sitting by a pond feeding ducks, the idea of restoration is that people feel better after they leave a park than when they first arrived. There are some elements of the natural environment that can increase the likelihood of restoration.

- Parks and recreation allow for people to reflect and discover what is on their mind. This can come from fishing, listening to birds, watching a water fountain, enjoying the scenery, or countless other natural occurrences. Placing benches or bridges where people can stop to notice nature increases the opportunities for restoration.
- Parks need to have inviting things to allow the mind to wander. Japanese gardens offer outstanding examples of how small spaces can achieve this. They position viewpoints so the entire garden cannot be seen at once, they have circuitous pathways to make the area seem larger, or they have vegetation that divides larger spaces.
- By providing a slight sense of enclosure, the users of the park feel as if they are somewhere else, away from life's distractions. Enclosure can be achieved by having a tree canopy or planting vegetation along building sides to hide them.

Opportunities for Community Involvement

Parks and recreation offers opportunities for citizens to become involved in the community through such ways as:

- Allowing residents to be instructors for a recreation program gives them the opportunity to share and teach their skills to other members in the community.

- Organizing work day projects to install a playground or plant new trees lets residents feel a sense of ownership in the park they helped build.

By providing opportunities for residents to become involved in the community, parks and recreation are also providing opportunities for residents to socialize and to meet their neighbors.



Volunteers installing a playground at Bradford Park



Residents planting trees at Lake Creek Park



Benefits to At Risk Youth and Teenagers

One major benefit of parks and recreation is the impact it can have on at-risk youth. Teenagers are the hardest market to reach; when there is a lack of activities for them, some may engage in juvenile delinquency. By providing activities and recreation programming for this segment of the population, the City is providing a safe place for the youth to go and a usually supervised environment for them to be in. Examples of where recreation programs had an impact on crime rates in communities include:

- There was a 29 percent drop in violent crime in Norfolk, Virginia after new youth athletic leagues were introduced in neighborhoods.
- When Phoenix basketball courts and other recreation facilities are kept open late during the summer, calls to police reporting juvenile crime drop by as much as 55 percent.
- There was a 28 percent decrease in crime in Fort Worth, Texas within a one mile radius of the community centers that offered a midnight basketball program. The community centers that did not offer the program had an average increase in crime of 39 percent.

Tourism Impacts of Parks and Recreation

People visit a city for the attractions that are offered. Several attractions in a community include the parks and recreational facilities as well as festivals, concerts, and events that take place in those facilities. For example:

- While visiting New York City, people want to go to Central Park, the Highline, and other historical sites, parks, and monuments.
- Millennium Park in Chicago is rapidly becoming the primary tourist attraction in that city.
- People from surrounding communities often drive to Austin just to jog or bike along the trails of Lady Bird Lake.

A large portion of tourism in Round Rock is driven by being the Sports Capital of Texas. Amateur and youth leagues from across the nation come to Round Rock to play in tournaments at the fields, courts, tracks, and gyms in the City. Also, while visiting for a sports tournament, families stay in Round Rock hotels, eat in Round Rock restaurants, and shop in Round Rock stores, thus having a high economic impact in the community.

As calculated at the end of 2015, sports events in Round Rock had a total economic impact of \$12,336,661.

A recent study completed by the Center for Regional Analysis at George Mason University for the National Recreation and Park Association states that in 2013, local and regional public park agencies generated nearly \$1.0 billion in economic activity and supported nearly one million jobs. Combined with studies on the state and national park systems, that number increased to \$2.0 billion in economic activity annually.

Parks and recreation are also good for a community's economy because of the impact they can have on other businesses. For example hotels often charge more for a room if it overlooks a park, lake, ocean, garden, or open space as opposed to a parking lot, roof top, or street. By charging more, the hotel/motel tax that a city receives is higher. Other business impacts include the operations that people start in conjunction with a park or trail. For example, people can rent canoes or kayaks at Miller Park in Austin, and people can rent bicycles along the Cape Cod Rail Trail in Massachusetts. Each creates an attraction, a business opportunity, and possible revenue generation that would not otherwise be there without the park or trail facility.

Environmental Benefits of Parks and Recreation

Parks and recreation offer several environmental benefits to a community. Parkland, open space, greenbelts, and trails all contribute to ensuring that a community is green and not overrun with concrete. For one, parks and open space can control storm water runoff and reduce the likelihood of flooding. The rain that falls on parkland will seep into the soil. Rain water that falls onto impervious surfaces can be slowed down by planting trees which will impede the fall rate. American Forests, a national conservation organization that promotes forestry, estimates that trees in cities save \$1.0 billion in stormwater retention facility costs.

Parks, open space, and trees also contribute to cleaner air in a community. Trees can absorb air pollutants that would otherwise increase sulfur dioxide, nitrogen dioxide, and carbon monoxide in the atmosphere. In 1994 in New York City, it was reported that trees removed 1,221 metric tons of air pollution.

Round Rock's own Tree Protection and Preservation Ordinance and tree planting program has made a significant impact on the community since its adoption. The Tree Ordinance designates tree species and size that are protected, designates a monarch tree category in which these trees can only be removed by City Council authorization, and requires the mitigation of removed trees to be replaced either at a 1:1 ratio or 3:1 ratio depending on the size of the tree. The Tree Fund along with the City's General Fund has funded the City's tree planting program which has planted approximately 7,000 trees in public parks and right-of-ways since 2000.

Parks and open space protect wildlife habitats as well. Habitats of endangered species and areas specific to migratory patterns are often protected and designated as parkland or open space. Parks and open space contribute to the preservation of land in general as well. The Parks and Recreation Department ensures that not all the land gets developed. It is important to have green space and places of nature within a city. A recent study by the Trust for Public Lands shows that over the past ten years, voter approval for bonds associated with conserving open space and acquiring parkland exceed 75 percent. Parks and greenbelts are the most significantly preserved open spaces in a community.

Personal Health Benefits of Parks and Recreation

Parks and recreation, at their most basic function, offer places for exercise. With heart disease, diabetes, and child obesity rising to staggering numbers, parks and recreation give us the opportunity to be physical. Whether it is jogging along a trail, playing in a softball league, or swimming at the pool, the most common places for exercise are in our parks and through our recreation programs. Additionally, play is critical for child development. Organized sports, playing on a playground, and unstructured activities such as tag or hide and seek will help children develop muscle strength, coordination, cognitive thinking and reasoning, and develop language skills. Also, play teaches children how to interact with others. One of the key places where children play is once again at a community's parks and recreation facilities.

Parks and recreation have been shown to have psychological benefits as well. Physical exercise helps develop new nerve cells which increase a person's capacity for learning. Being in nature and exercise have both been shown to reduce feelings of stress, depression, and anxiety. Parks and nature conjure a sense of relaxation. Just driving through a park or looking at green space through the window of a building has been shown to be enough to relax the mind.

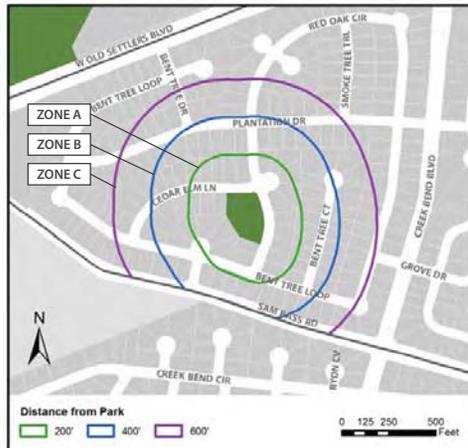
Upcoming Assessments of Park Areas

In 2017, the Parks and Recreation Department plans to utilize the newly developed SOPARC (System for Observing Play and Recreation in Communities) method for assessing park and recreation areas. This method is a validated direct observation tool that determines park users' physical activity levels, gender, types of activities, and estimated age and ethnicity. It also collects information about park accessibility, usability, supervision, maintenance, and organization. This data will help inform park planning and programming, as well as provide a glimpse at the behaviors of the users of the parks and how the parks benefit each individual user.

Economic Benefits of Parks and Recreation

The Proximate Principle developed by Dr. John Crompton of Texas A&M University is the theory that people are willing to pay more for their home when it is close to a park or green space.

- The Proximate Principle divides houses within 600 feet of a park or open space into different zones and the zones closest to a park have the highest value. Those living in Zone A (within 200 feet of a park) pay the most for their home, those living in Zone B (within 400 feet of a park) pay less than Zone A but more than Zone C (within 600 feet of a park), and Zone C pays the least.

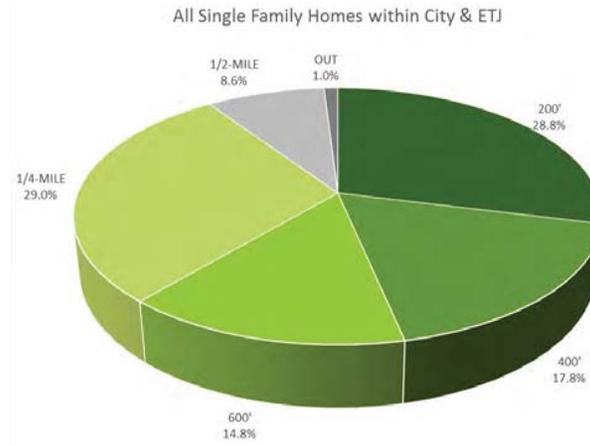


- The higher the property value, the more tax revenue the property produces for the city.
- Additionally, park maintenance typically costs less for a city than providing services to additional homes. For example, if ten additional houses were built on a piece of land instead of a park, it would cost the city more money each year to provide multiple types of services. Providing services such as fire and police protection, water, sewage, and schools for ten houses is more costly than the maintenance of a park per year.

Figure .21, Cities Evident of the Proximity Principle as Proven

Study Site	Open Space Type	Property Value Impact
Boston, MA	30 acres of greenways	Property value decreased by 6% when distance from park doubles
Chicago, IL	2.6 acre park	Increased property value by \$100 per square foot
Portland, OR	public parks	Increased property value 1-3% within 1500 ft. of park
Portland, OR	golf courses	Increased property value 5% within 1500 ft. of course
Boulder, CO	greenbelts	20% decrease in price of home for every foot removed from greenbelt
Howard County, MD	open space	Increased property value 3 times
Salo, Finland	urban forest	Property value decreased 5.9% for every kilometer in distance from the urban forest

Figure .22, Distribution of Single Family Properties Relative to Parks or Open Space in Round Rock City and ETJ



Source: Williamson County Appraisal District

Economic Impact of Round Rock's Parks on Property Values

The Proximate Principle was tested on properties in proximity to Round Rock's parks and open spaces. Based on data collected from the Williamson Central Appraisal District (WCAD) in 2016, approximately 61.4 percent of all developed single-family homes in the City and ETJ of Round Rock were within 600 feet of a park or open space (see Figure 3.22, Distribution of Single Family Properties Relative to Parks or Open Space in Round Rock City and ETJ). This is shown graphically on Map 3.5 on the following page. Additionally, 90.4 percent of single-family homes are within walking distance of a park (1/4-mile radius).

A city-wide analysis of appraisal values provided by WCAD shows a marked increase in the value of homes within 600 feet of a park. This indicates that the Proximate Principle does apply to Round Rock; however, this broad-brush analysis does not account for many other factors that affect property values, including lot size, year built, or home size/quality. So, in addition to analyzing appraisal property values at the citywide level, property values were analyzed at the subdivision level. At this level, there is far less variation in the factors that affect property values.

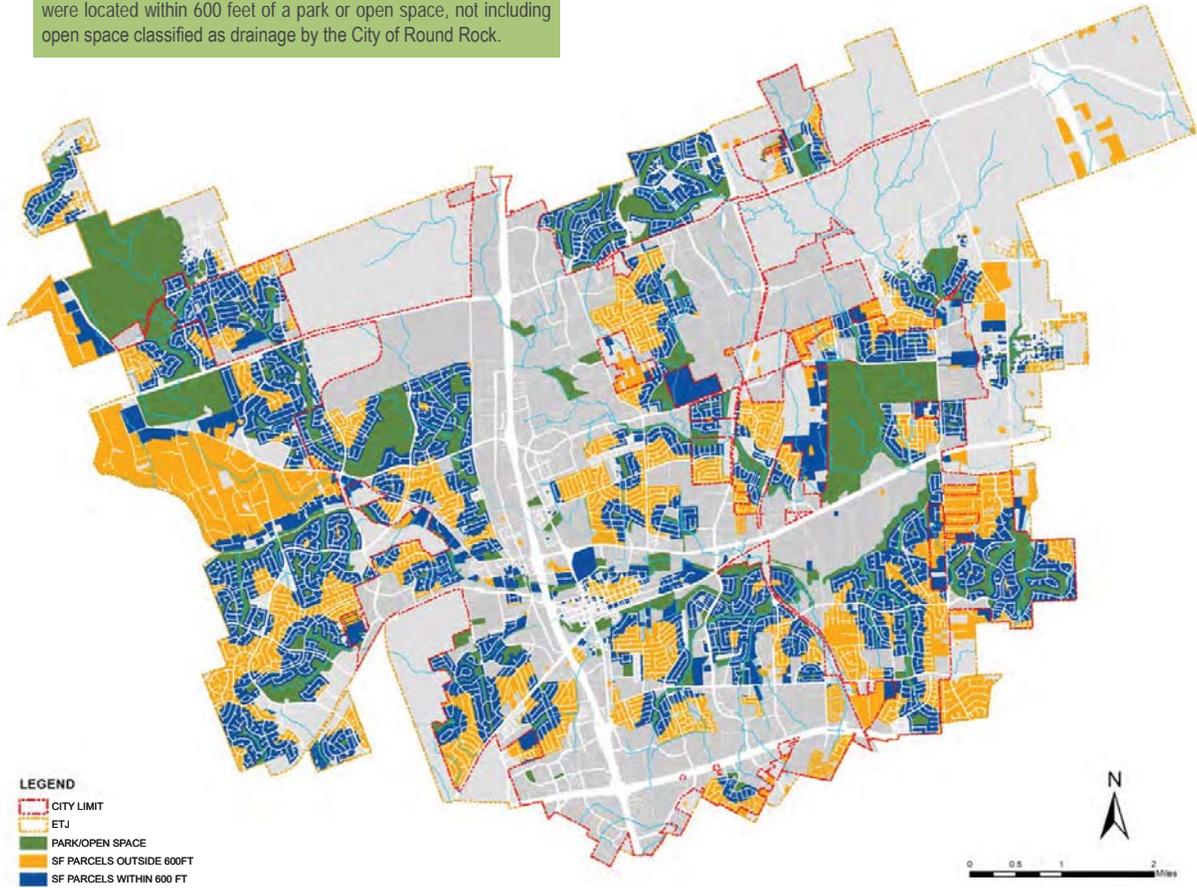
For the subdivision analysis, appraisal property values within and outside of 600 feet of a park were compared within each subdivision. The results of this analysis show that the Proximate Principle applies to the majority of subdivisions in Round Rock and its ETJ. Approximately 60 percent of subdivisions containing parcels within 600 feet of a park were found to have appraisal values that reflect park proximity. In these subdivisions, the average increase in appraisal value of homes within 600 feet was 6.3 percent within Round Rock and 6.1 percent including the ETJ. The increase in appraisal value becomes even more pronounced for properties within 200 feet of a park, where it was 10.3 percent within Round Rock and 8.8 percent including the ETJ.

While the Proximate Principle applies to most subdivisions, the proximity of parks in older subdivisions appears to have a much lower impact on appraisal property values than the proximity of parks in newer subdivisions. Of the outlier subdivisions (those in which property values did not appear to reflect park proximity), 56 percent are 15 years or older. The subdivision analysis also seems to indicate that undeveloped parks have less of an impact on property values than developed ones. Of the outlier subdivisions, 2 percent have homes that are adjacent to undeveloped parks or open spaces. This supports Dr. Crompton's finding that the maintenance and quality of a park will affect its influence on property values.



Map .5, Single Family Parcels and Park Proximity

In 2016, approximately 61.4% of developed single-family parcels were located within 600 feet of a park or open space, not including open space classified as drainage by the City of Round Rock.

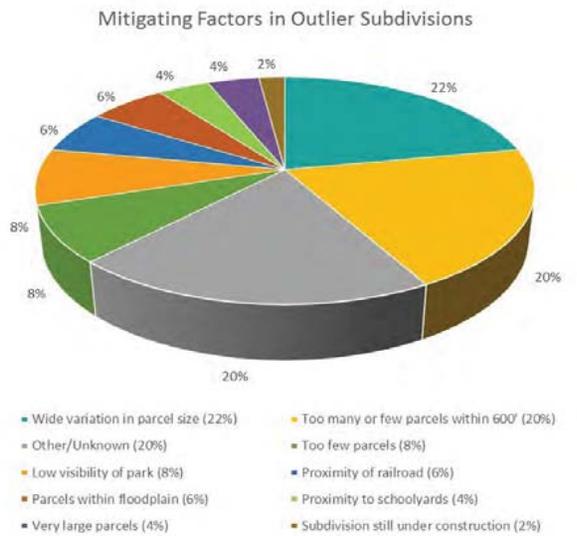


Source: Williamson County Appraisal District

Economic impact of Round Rock's Parks on Property values

Beyond being in proximity of an older or undeveloped park, 80 percent of the outlier subdivisions were found to be affected by mitigating factors. Some of these factors have a negative correlation with property value and other factors simply make the subdivision difficult to analyze. The most common mitigating factors include: wide variation in parcel size, too many or too few parcels within 600 feet (greater than 90% or less than 10%), very few parcels (less than 25) in a subdivision, low visibility of park, proximity to a railroad, and parcels within the floodplain. Figure 3.23 below provides a breakdown of these factors.

Figure .2 , Mitigating Factors Affecting Appraisal values in Outlier Subdivisions



In addition to analyzing appraisal values, market data was also analyzed at the subdivision level and the Proximate Principle appears to apply to this data as well. Case studies and tables that illustrate the impact of parks and open spaces on property values are shown on the following pages.

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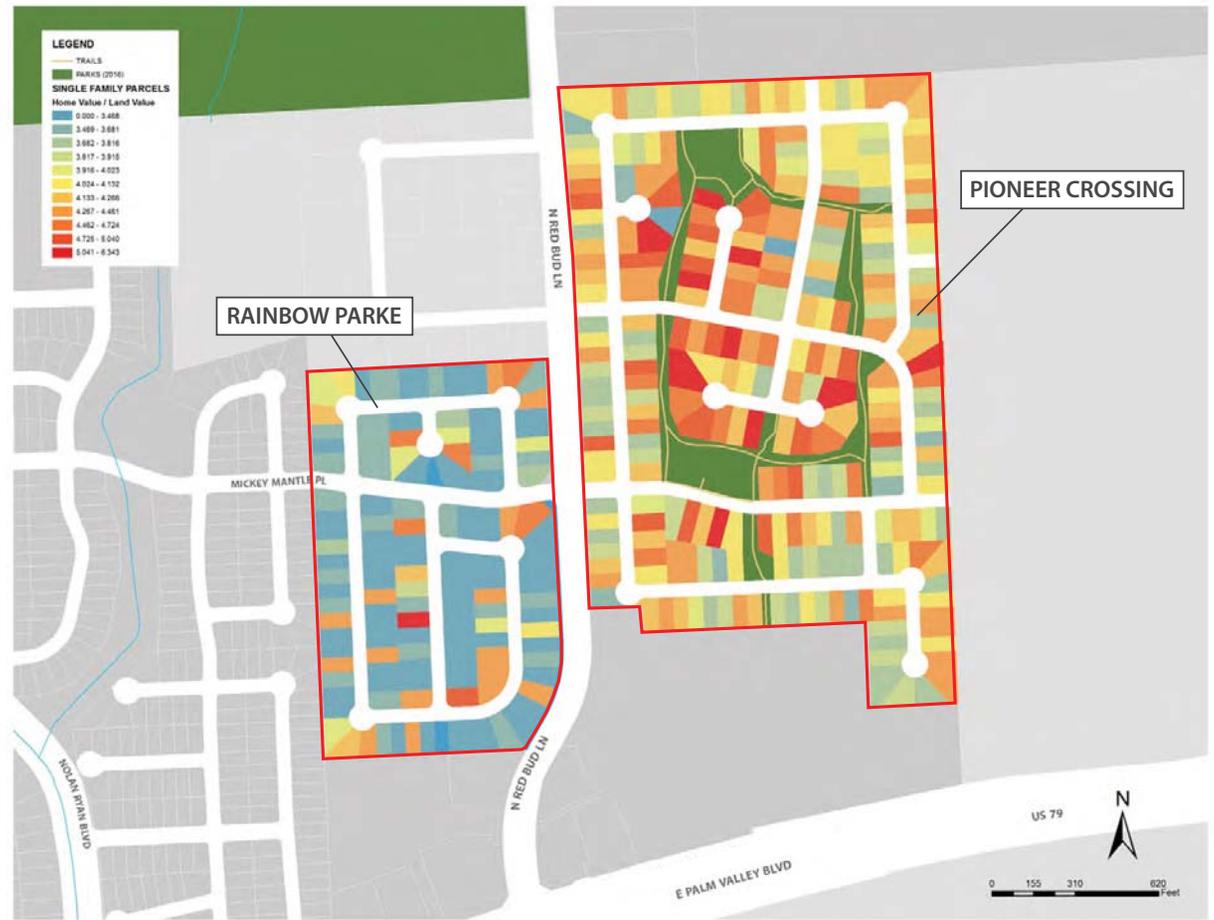
Case Study 1: Integrated Park Subdivision vs Traditional Subdivision

This case study shows the impact that a well-integrated park and walking loop can have on the property values within a subdivision. These two subdivisions are located very close to each other, only separated by Red Bud Lane. The homes in both subdivisions are of similar quality and were built at approximately the same time. While the median square footage of homes in Rainbow Parke is roughly 200 feet larger than that in Pioneer Crossing, when the size of the home is controlled for, the median value per square foot is seven percent higher in Pioneer Crossing.

Figure .2 , Case Study 1 Comparison

	RAINBOW PARKE	PIONEER CROSSING
Median Year Built	2007	2006
Median SF	1,969	1,755
Median Value	\$196,074	\$188,651
Value/SF	100	107
Parcels with 600+	16	100
Increased Value/SF	-	7

Map .1, Rainbow Parke vs Pioneer Crossing Neighborhoods



Source: Williamson County Appraisal District



Case Study 2: Master-Planned Community vs Traditional Subdivision

In this case study, the impact of park proximity on property values is quite pronounced due to the great differences in the design of these subdivisions. Teravista is a master-planned golf course community with an extensive trail and open space system woven throughout. Eagle Ridge is a nearby subdivision with similar quality homes, but without any parks or trails within its boundaries. The market data analysis reveals that the median value per square foot is 17.2 percent higher in Teravista.

Figure .25, Case Study 2 Overall Comparison

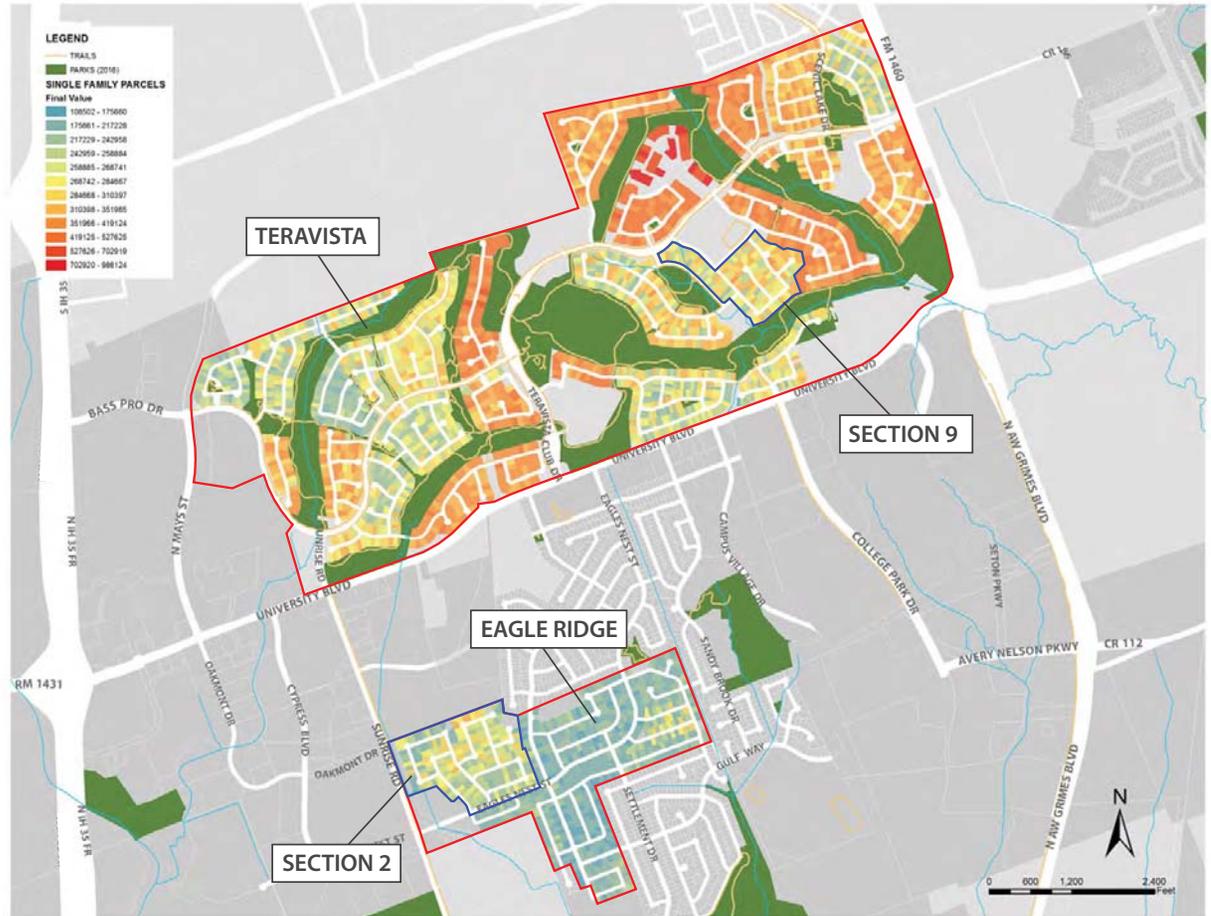
	TERAVISTA	EAGLE RIDGE
Median Year Built	200	200
Median Size	2,960	2,317
Median Value	\$333,677	\$230,100
Value per Sq Ft	\$116	\$99
Parcels with in 600	99%	12
Increased Value per Sq Ft	17.2	-

However, Teravista is a much larger subdivision with a wider range of home and lot sizes than Eagle Ridge. In order to make a more precise comparison between these two subdivisions, similar sections were chosen from each. The homes in section nine of Teravista and section two of Eagle Ridge were constructed at the same time and with nearly the exact same square footage. Yet, the Proximity Principle holds and property values per square foot in Teravista are still 10 percent higher than those in Eagle Ridge.

Figure .2, Case Study 2 Section Comparison

	TERAVISTA Section 9	EAGLE RIDGE Section 2
Median Year Built	2007	2007
Median Size	2,550	2,564
Median Value	\$284,005	\$259,301
Value per Sq Ft	111	101
Parcels with in 600	100	0
Increased Value per Sq Ft	10	-

Map .7, Case Study 2 Eagle Ridge Neighborhood



Source: Williamson County Appraisal District

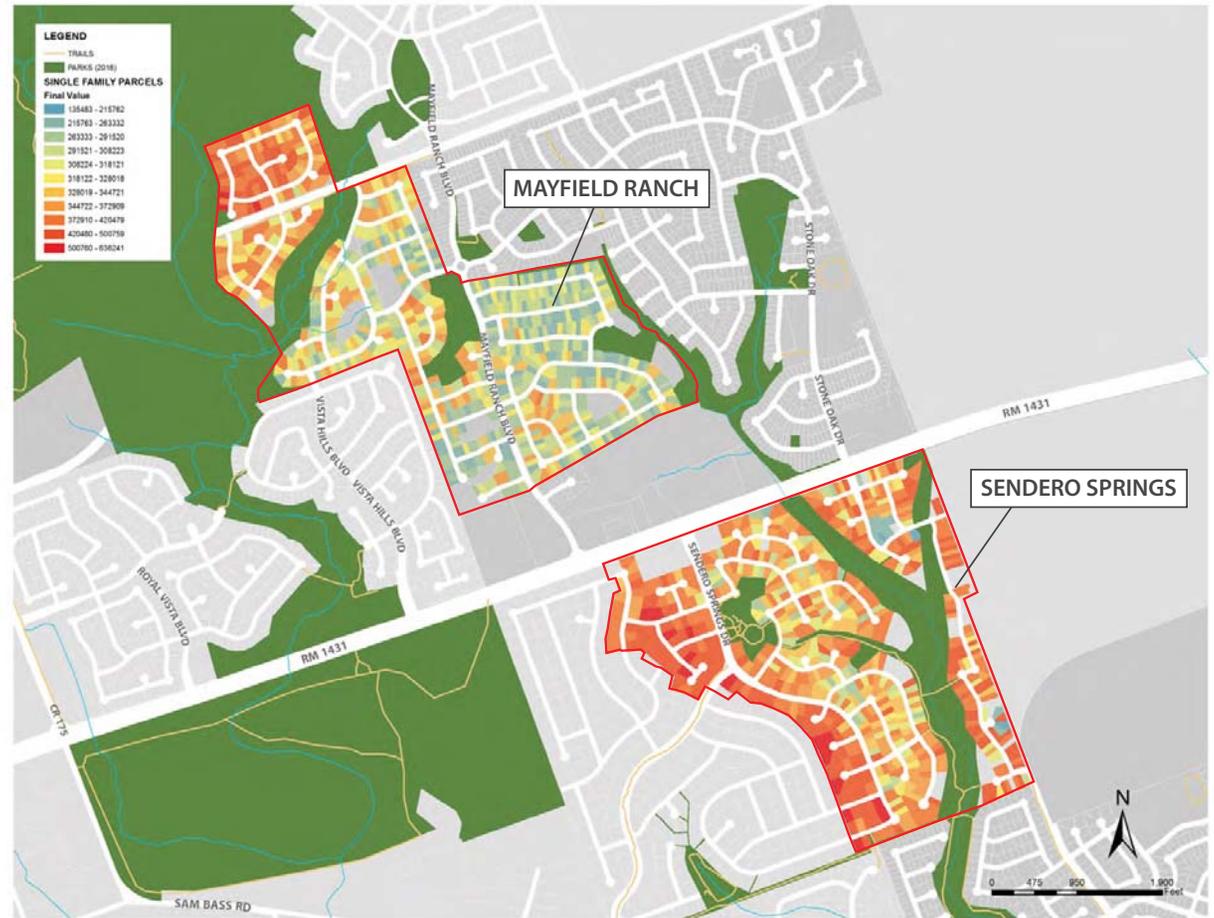
Case Study 3: Proximity to Developed vs Undeveloped Parks

In this case study, both subdivisions have well-integrated parks and greenbelts. However, the greenbelt in Sendero Springs has a trail system that connects different parts of the subdivision to the community's amenity center, while the greenbelts in Mayfield Ranch remain largely undeveloped. Given that the homes in both subdivisions are approximately the same size and age, the 9.6 percent increase in property value per square foot in Sendero Springs seems to indicate the positive affect that a developed park can have on a subdivision.

Figure .27, Case Study Comparison

	A	D	AN	S	ND	SP	N	S
Median Year Built		2007				200		
Median Size		2,889				3,072		
Median Value		\$331,489				362,000		
Value Increase		\$115				126		
Parcels with a Park in 600 Feet		3				92%		
Value Increase per Square Foot		-				9.6		

Map 3.8, Mayfield Ranch & Sendero Springs Neighborhoods



Source: Williamson County Appraisal District



Figure .2 , 201 Economic Analysis of Parks in Round Rock

	Citywide Analysis	Subdivision Analysis	Average of Analyses
Total Value inside Round Rock	6, 1,616,20	6, 1,616,20	6, 1,616,20
Value of properties within 600	\$4,016,625,285	\$4,016,625,285	\$4,016,625,285
Assumed average of a park	15.9%	6.3	11.1
Value of properties attributed to parks	63 ,6 3 , 20	\$253,047,393	\$445,845,407
Effective annual residential tax rate	0.00425	0.00425	0.00425
Annual property tax capture from value of property tax due to parks	\$2,714,235	\$1,075,451	1, 94, 43

Aggregate Economic Analysis

After reviewing the results of the citywide and subdivision level analyses, it is clear that the total economic impact of Round Rock's parks and open spaces on property values falls somewhere in between these estimates. The citywide analysis shows a strong correlation (15.9%) between appraisal property values and proximity to a park; however, it does not account for many other factors that affect property values, including lot size, year built, or home size/quality. The subdivision analysis of appraisal values also shows a correlation (6.3%) between property values and park proximity; and there is far less variation in the factors that affect property value. However, some subdivisions are difficult to analyze. Of the outlier subdivisions, 56 percent were affected by factors that made analysis very difficult. The market data case studies confirm that the average increase in property value per square foot (10.9%) is higher than that found in the subdivision appraisal value analysis. Therefore, it is believed that an aggregate of the citywide and subdivision analyses will yield the most accurate estimate of property value that can be attributed to park proximity.

Using the total appraisal value of properties within 600 feet of a park (\$4,016,625,285), we applied the average increase of 11.1 percent to arrive at a total increase of \$445,845,407 in property value that can be attributed to the proximity of parks and open spaces. Applying the current effective annual residential tax rate (0.00425) to this increase in property value results in a total annual tax capture of \$1,944,433 for the City of Round Rock. This represents approximately 0.05 percent of the total annual property tax revenue.

Conclusion - Parks Add Value to Round Rock

Based on the various analyses performed at both the citywide and subdivision level, the Proximate Principle appears to apply to Round Rock and its ETJ. The data indicates that proximity to parks and open space generally has a positive impact on the property values. The majority of subdivisions containing homes within 600 feet of a park were found to have appraisal and market values that reflect that proximity. Using an aggregate of the analyses, the average increase in appraisal property value is 11.1 percent. The degree to which property values increase appears to be related to the quality of the park. It is typically higher when the park is relatively new, has high visibility within the subdivision, or has been developed with a trail system or other amenities. This supports John Crompton's finding that quality, maintenance, and street visibility are qualities of a park that will affect its influence on property values.

The majority of subdivisions in Round Rock and its ETJ reflect the Proximate Principle. Of the subdivisions that do not, 10 percent were found to be affected by mitigating factors. Some of these factors have a negative correlation with property values in and of themselves, such as proximity to a railroad or homes located within a floodplain (24%). Some factors simply make the subdivision difficult to analyze, such as a wide variation in parcel size, too many or few parcels within 600 feet of a park, and subdivisions that are still under construction (56%). Further analysis of market data, rather than appraisal value data, could prove useful in determining why the remaining 20 percent of subdivisions do not reflect the Proximate Principle.

Additional research is necessary for this argument to stand up to criticism and speculation among economists and the development community. In both the citywide and subdivision level analyses of appraisal values, there are factors not accounted for which could influence individual property values. In order to minimize these factors, case studies with market data were conducted on similar subdivisions, but the results are not statistically verifiable. Rather, this analysis indicates that there is an apparent correlation between park proximity, qualities, and property values, suggesting a need to conduct further and deeper research.

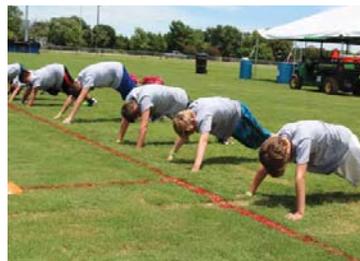
The Sports Capital of Texas Designation

Round Rock is designated as the Sports Capital of Texas. Such a designation has a high impact on the City and the economy of Round Rock. As of the end of 2015, tournaments and events brought to Round Rock because it is the Sports Capital of Texas had a total economic impact of \$12,336,661. Being the Sports Capital of Texas also implies certain responsibilities of the City. **In order to continue to attract and recruit tournaments, fields need to be tournament quality and in excellent condition.** Money must be set aside on an annual basis for the purpose of maintaining fields at a tournament quality. Tournament officials will find another host city if the quality of the playing fields and surrounding amenities do not meet their desires. The City of Round Rock must maintain and upgrade its sports facilities in order to meet their goal of being the Sports Capital of Texas.

Also, there needs to be an adequate number of fields to accommodate tournaments and events. The City has made a concerted effort to increase the number and types of fields available for tournament use as part of the Sports Capital of Texas initiative.

Furthermore, for Round Rock to truly be the Sports Capital of Texas, the City needs to appeal to all sports, not just baseball, softball, and soccer. With the construction of the Old Settlers Park Multipurpose Field Complex, a multitude of flat field sports can be accommodated. Softball and baseball tournaments can be held at the existing ballfield complexes at Old Settlers Park. However, other outdoor sports which could be attracted to Round Rock for tournaments, including sand volleyball, tennis, archery, ultimate Frisbee, track running, or BMX biking, cannot currently be accommodated. Indoor sports which could have tournaments in the Sports Capital of Texas could include arena football, indoor soccer, racquetball, and ice hockey or ice skating if an ice rink is available.

The Sports Capital of Texas initiative has done a good job recruiting tournaments for sports tourism; however, it is important to find a balance between tournament fields and fields that the City can provide for local leagues and resident use. It is important to offer both tournament level fields for leagues, but also spaces for practice and resident pick-up games. Currently, fields are over-stressed to accommodate Sports Capital of Texas tournaments, local league play, and local league practices; thus resulting in less rest time for turf rejuvenation. Ultimately, field quality suffers with overuse, so additional fields are needed.





Repair and Replacement Program

One very important job of a city is to maintain existing facilities and amenities. Often times, after a park is built, it can be seen as less of a priority and the condition of the park consequently suffers. During the previous master plan's public input process, 98 percent of residents stated that better parks would help improve the City's image. As a response to that input, in 2009, PARD completed the initial system-wide inventory assessment as a baseline to track the condition of the Department's assets. Since then, PARD has performed assessments on a biennial basis with the purpose of creating a Repair and Replacement Plan outlining the priority of upgrades across the system. The prioritization of repair/replacement is based on health and safety issues, compliance with current standards, level of use, revenue potential, and age of asset. Implementation of the initial plan was divided over ten years, although the repair and replacement process will be continual even after the initial plan is complete. Since the inception of the program in 2010, PARD has been able to make updates, improvements, and repairs at over 17 different parks and facilities, with multiple projects at some of the more highly used parks and facilities like Old Settlers Park, Rock N River, and Layadsen Recreation Center (see Figure 3.29, Recent Repair and Replacement Program Projects).

The Repair and Replacement Program is funded through the General Self-Financed Budget. Each year, City Council has authorized the allocation of \$750,000 to go towards Repair and Replacement Projects to be used across the system. PARD supplements this budget by utilizing Parkland Education fees, federal grants, and other funding mechanisms to allow for a larger impact across the City. As a result, this program has been well-received by the residents of Round Rock. During public input meetings, residents have expressed that they thought the City had forgotten about older neighborhoods and they are glad to see the City stepping up and taking care of them. This program has helped curb neighborhood deterioration and adds to the overall value of the surrounding properties.

As Old Settlers Park starts to age, it is becoming more and more important to implement a partner Repair and Replacement/Beautification Program solely for Old Settlers Park. Old Settlers Park is one of the crown jewels of Round Rock. With numerous sports complexes in the park, it generates a considerable amount of revenue both directly (tournament fees) and indirectly (hotels and restaurants). Additionally, Old Settlers Park is one of the most highly used parks for 5K runs, special events, biking and running trails, and fishing. Several assets in the park are approaching 30 years old and are nearing or exceeding their productive life. Because of the high use and visibility of the park, it is important to make annual improvements in the park. By allocating a devoted

\$250,000 annually to an Old Settlers Park Repair and Replacement/Beautification Program, PARD can make improvements in the park, while allowing the \$750,000 for the original Repair and Replacement Program to go towards neighborhood and community parks. Sample projects for the Repair and Replacement/Beautification Program in Old Settlers Park include, but are not limited to pavilion renovations,

field renovations, fencing repairs, batting cage repairs, concrete upkeep, landscape projects, entry signage, wayfinding signage, pier/dock improvements, and many others (see Figure 3.30, Potential Repair and Replacement / Beautification Projects for Old Settlers Park).

Figure 3.29, Recent Repair and Replacement Program Projects

Year	Location	Improvements
2011	Settlement Park	Replaced pavilion, playground, basketball court, trail and ADA improvements
2011	Chisholm Valley Park	Replaced playground, added shade structure, walking loop, and ADA improvements
2011	Mesa Village Park	Replaced playground
2011	Rock Hollow Park	Installed picnic shade structures, replaced playgrounds, trail improvements
2011	Somerset Park	Replaced pavilion, playground, basketball court, trail and ADA improvements
2012	Rock N River	Replastered pool
2012	Micki Krebsbach Pool	Replastered pool and replaced water play elements
2012	Old Settlers Park	Improvements at cricket field
2013	Kensington Greenbelt	Replaced pavilion, playground, installed shade structure over picnic area, installed sand volleyball court, trail and ADA improvements
2013	Lake Creek Pool	Replumb and replace pool deck
2013	Mesa Village Park	Added picnic grove, replaced pavilion and looping trail
2014	Lake Creek Park	Replaced pavilion, restroom, playground, added gaps of trail, and ADA improvements
2015	Veterans Park	Constructed new pavilion, covered basketball court, restroom, Veterans Memorial Wall, site irrigation, and ADA improvements
2015	Old Settlers Park	Parking improvements at Tennis Complex, additional parking at Multipurpose Field, parking improvements at Triple Crown Complex
2016	Stella Park	Replaced pavilion, playground, basketball court, new backstop fencing, looping trail
2017	Joanne Land Playground	Replaced and expanded playground
2017	Rock N River	Replace rubber in tot pool and beach area, replaster existing pool up to lazy river, replace existing pool toys
2017	Old Settlers Park	ADA improvements, repair and extension of Lakeview Trail, drainage improvements on Creekside Loop Trail
2017	Lake Creek Pool	Realigned entry drive, ADA and parking improvements
2017	Round Rock West Park	Replaced pavilion, restroom, tennis fence, playground, irrigation, and ADA improvements
2017	Greenhill Park	ADA improvements and installation of new pavilion
2017	Veterans Park	Replaced Basketball fence, added lighting at new covered basketball court and pavilion, replaced playground

Figure 3.30, Potential Repair and Replacement / Beautification Projects for Old Settlers Park

OSP Needs	Estimated Cost	Notes
Batting Cage Nets	\$35,000.00	replaces netting at all four batting cages
Batting Cage Carpet	\$50,000.00	replaces carpet and padding at all four batting cages
Batting Cage Fence	\$75,000.00	replaces fencing at all four batting cages
Conversion of decomposed granite parking islands / tailgate areas	110,000.00	*convert tailgate islands to concrete at Gold Glove and Hall of Fame
Message Boards	\$250,000 each	large message centers at park entrances for wayfinding and emergency messaging
Entry sign modifications	100,000.00	includes all four main entry signs to update signage and increase visibility
Old Settlers Park Blvd. median improvements	\$250,000 per entry point	includes decorative paving, planting at median - possible partner with Transportation Department
Major Amenity / Complex denotation	\$75,000 per entry point	*monument along Harrell Parkway to let people know there is a major amenity or complex (i.e. - Rabb Pavilion, Joanne Land Playground, etc.)
Entry sign landscape	\$75,000.00	update all landscape beds at the four main entrances
Landscape at Aten Loop / Harrell Parkway	\$25,000.00	boulevard plantings
Dock / pier improvement	\$75,000.00	replaces dock and trail approach at Bright Lake
Parkwide Irrigation	dependent on specified project area	phasing of parkwide irrigation system, high priority for areas of high use such as cross country courses
Pavilion Renovations	\$250,000.00	
Field Enhancements	\$150,000 annually	*includes replacing infield material, poor turf areas, complex repairs, outfield fence wind screen, foul poles, scoreboards, etc.
Site Amenity replacement	10,000 annually	include replacing benches, picnic tables, water fountains, bleachers, etc.

Parks and Recreation Service Levels

Maintaining parkland takes time, manpower, and resources. When compared to other park departments in communities with similar populations to Round Rock (see Figure 3.31, Parks Department Comparisons), Round Rock is generally average. Staffing levels, revenues per capita, cost recovery, annual operating budgets, and expenditures per full time employee (FTE) are right on par with national levels for park departments in cities of similar size. However, it is important to note that Round Rock far exceeds the national average for acres of parkland with 19.6 acres of City-owned per 1,000 residents (compared to a national average of 7.4 acres per 1,000 residents). Similarly, Round Rock is well below the national average for operating expenditures per acre of park land with \$4,824 spent per acre (compared to \$11,415 spent per acre nationally). Ultimately, this means that Round Rock residents get more “bang for their buck.” As previously discussed, park land is one of the major factors that contributes to quality of life. Even though Round Rock is located in a sprawling metropolitan area, City leaders have made a commitment to preserve green space and make it accessible.

In 2016, the PARD underwent a Staffing Level Study performed by PROS Consulting. This study provided both operational and staffing recommendations to maintain the current level of service expected from the PARD. The organizational recommendations included software upgrades, creating a stand-alone aquatics division, reorganization of scheduling, increasing the amount of contract labor, etc. Many of these recommendations have already been addressed and implemented. In addition to the organizational recommendations, the study provided staffing recommendations. Overall, the consulting team recommended that an additional 15 full-time positions be added to the Department to create a more effective and efficient work environment. In addition to the 15 full-time employees, the study also recommends four to six additional full-time parks maintenance employees when the Adult Recreation Complex is built and two additional maintenance or forestry employees to maintain the trails when the proposed trail sections are completed. Refer to Figure 3.32, *Staffing Recommendations*, for a list of full staffing recommendations from the consulting team.

Figure 3.31, Parks Department Comparisons

Data Item	Round Rock	National Average All Agencies	National Average 100k-250k population over 2,500 people per square mile
Acres of Parkland per 1,000 Residents (median)	19.6	9.5	7.4
(Lower Quartile)		6.6	3.9
(Upper Quartile)		16.5	14.9
Staffing : Total PARD Full Time Equivalents (median)	100	33	0.3
(Lower Quartile)		11	33.5
(Upper Quartile)		7	11.1
Staffing : PARD FTE's per 10,000 Residents (median)	.61	7	5.9
(Lower Quartile)		3.5	2.9
(Upper Quartile)		1	11.3
Annual PARD Operating Expenditures	\$10,950,434	\$3,459,846	10,000,000
PARD Operating Expenditures per Capita (median)	\$93.47	76	100.63
(Lower Quartile)		37	\$58.99
(Upper Quartile)		\$138.39	1
PARD Operating Expenditures per Acre of Park Land (median)	\$4,824	\$6,766	\$11,415
(Lower Quartile)		\$3,129	\$5,866
(Upper Quartile)		\$14,939	27.7
PARD Operating Expenditures per FTE (median)	\$108,549	\$96,055	\$108,135
(Lower Quartile)		\$69,090	7.72
(Upper Quartile)		13,033	\$174,960
PARD Revenues per Capita (median)	\$29.84	122	\$29.23
(Lower Quartile)		6.7	\$9.48
(Upper Quartile)		\$51.18	73.13
PARD Revenue as a Percentage of Expenditures / Cost Recovery (median)	31.9%	29.0%	31.5%
(Lower Quartile)		13.3	1.7
(Upper Quartile)		49.2%	49.4%

Figure 3.32, Staffing Recommendations

New Full-Time Staffing Needs	Suggested Date of Implementation	Status
Aquatic Manager	February 2016	Position created and filled
Assistant Aquatic Manager for Rock'N River	February 2016	
Aquatic Maintenance Technician for Rock'N River	February 2016	
Special Event Coordinator	May 2016	
Irrigation Technician for In-Town Crew (2 total)	May 2016	
Irrigation Technician for OSP	May 2016	
Reservation Specialist	October 2016	Position created and filled
Marketing and Communications Coordinator	October 2016	Position created and filled
Park Rangers (3 total)	October 2016	
Gardeners (2 total)	March 2017	
Old Settlers Park Maintenance Worker (4-6 total)	Upon completion of Adult Recreation Complex	Pending
In-Town Maintenance Worker or Forestry (2 total)	Upon completion of trail sections	Pending

CHAPTER 4

Public Input

The recommendations of the Round Rock Strategic Parks and Recreation Master Plan Update, Playbook 2010: Building a Connected Community, are intended to provide high quality parks and recreation to meet the needs of the community today and into the future. As such, it is important to get an updated understanding of the community's wants, needs, and priorities.

Throughout the planning process, a variety of engagement types were used to gain an understanding of the thoughts and ideas of the public. By using different engagement strategies, varying user types were given a chance to express their opinions in the setting most comfortable for them. The public input process familiarized residents with the master planning process, generated awareness about current planned improvements and opportunities for additional enhancements, and asked the community to identify their priorities for the future of Round Rock's parks and recreation.

Engagement methods used throughout the planning process included:

- Two citywide telephone surveys (one specifically for parks and recreation and one focused on all City services), to determine broad based public opinions and perceptions from across the City
- An online survey, available to any resident of the community so that all people had the opportunity to specifically voice their opinion;
- Neighborhood public open house meetings held throughout the City with a survey given to the attendees of those meetings and
- Meetings with City Council and the Planning and Zoning Commission to garner their feedback and priorities.



"Where parks and open space are plentiful and recreation services strong, residents enjoy the closest attachment and engagement within their communities..."

- National Recreation and Park Association

Public Surveys

Overview and Methodology

TC Institute conducted a statistically valid Parks and Recreation Needs Assessment Survey for the Parks and Recreation Department (PAR) to establish priorities for the future improvement of parks, recreation facilities, programs and services within the community.

A goal was set to obtain a minimum of 600 completed surveys within the City boundaries. Leisure Vision/TC Institute reached that goal and obtained a total of 633 completed surveys. The results for the sample of 633 households have a 95% level of confidence with a precision rate of at least +/- 3.8%. The survey was conducted from September to November 2011.

A second online public survey was open to the greater public and included the same questions as the statistically valid survey. This survey was advertised via a PARD e-mail blast; social media posts on Facebook and Twitter; advertisements in local newspapers; flyers distributed to recreation centers, City Hall, and the library; and a "News Flash" included with residents' City utility bill. The survey was available for residents to complete during each of the five neighborhood open house public meetings as well as during two impromptu open houses at the Rock'N River Water Park and Play for All Playground.

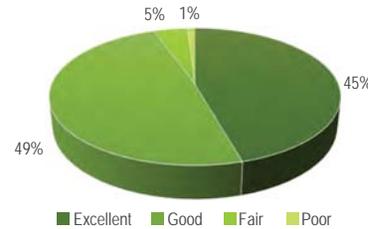
The online survey was offered from August through September 2011 and once again from May through June 2016. It was completed by 31 respondents. Results largely affirmed the statistically valid survey. Highlights from the statistically valid survey are illustrated on this and the following pages. Online survey results that differed noticeably from the statistically valid results are explained, where necessary.

Major Findings

Parks and Open Spaces

The parks and open space system is widely used by residents. A majority (77%) of households indicated that they have visited parks and/or open spaces operated by the City of Round Rock over the past 12 months. This is comparable to the national visitation rate of 79 percent. An even greater percentage (91%) of the online survey respondents indicated that they had visited the parks. The online survey went on to ask which park respondents visit most frequently. Old Settlers Park was selected by an overwhelming majority as the park most frequently visited. The second and third most visited parks and open spaces were the Brushy Creek Greenbelt and Trail and the Play for All Abilities Park, respectively.

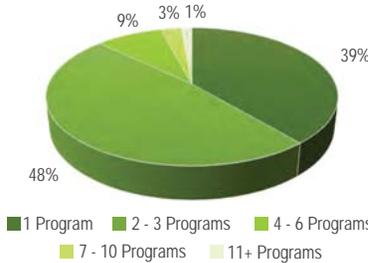
Figure 4.1, Physical Condition of Round Rock Parks and Open Spaces



Excellent ratings of parks and open spaces are much higher than the national average. Respondents were asked how they would rate the physical condition of all the parks and open space provided by the City. The overall condition of the parks was rated as excellent by 49 percent of households, which is higher than the national benchmark (31%). Only six percent of respondents felt that the condition of parks was either fair or poor (see Figure 4.1, Physical Condition of Round Rock Parks and Open Spaces).

Current Programs

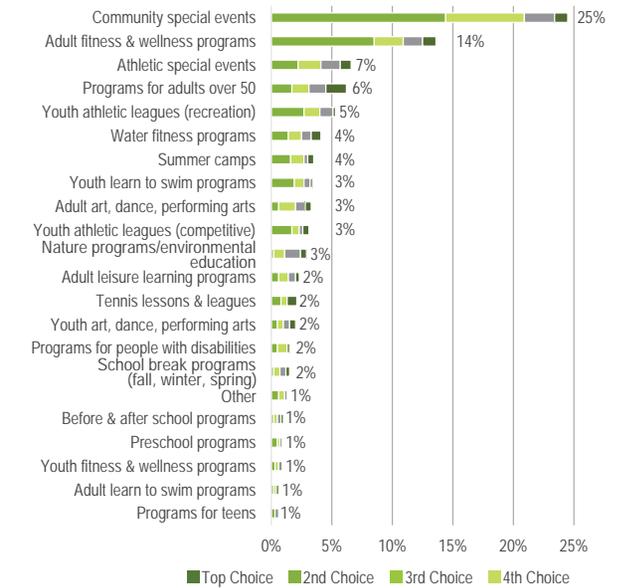
Figure 4.2, Program Participation in the Past 12 Months



Approximately one quarter of households participate in recreation programs. When asked about their level of participation in the City's recreation programs during the past 12 months, 23 percent of households indicated that they had participated in programs during the past 12 months. Participation rates are about 10 percent lower than the national average. Of the 23 percent who participated in programs, 48 percent participated in two to three programs and 39 percent participated in one program over the past 12 months (see Figure 4.2, Program Participation in the Past 12 Months). Notably, 6 percent of online survey respondents indicated that they have participated in programs within the last year.

The top two reasons households participate in programs include (1) cost of program or activity and (2) location of program facility.

Figure 4.3, Program Participation by Type



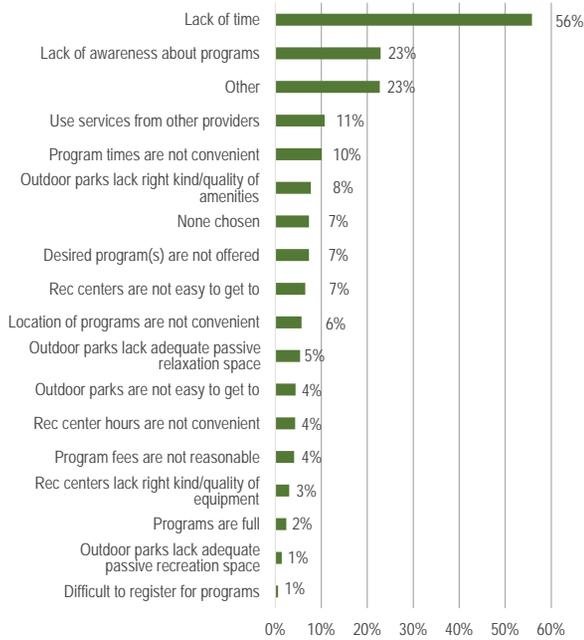
Community special events are a popular program in Round Rock. Households were asked to indicate the top four programs they participate in the most often. Based on the sum of households' top four choices, 25 percent indicated that they participated in community special events the most. Other most participated in programs include adult fitness and wellness programs (14%), athletic special events (7%), and programs for adults over 50 (6%) (see Figure 4.3, Program Participation by Type). Households rate the overall quality of programs as higher than national averages.

Table 4.1, Household Rate the Quality of Programs They Have Participated in

	National	Round Rock (statistically valid survey)	Round Rock (online survey)
Excellent	3		58%
Good	3	3	37
Fair	10	3	
Poor	2	1	1



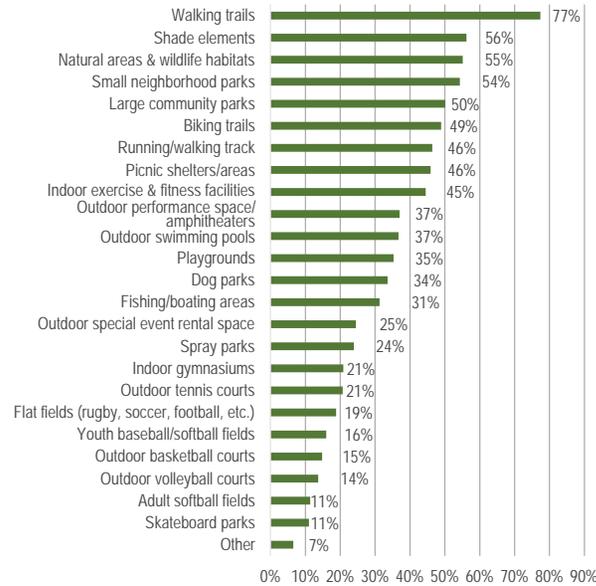
Figure 4.4, Reasons that Prevent Greater Use of Parks and Recreation



Busy lives and lack of awareness prevent greater program participation. The top reasons households indicated that prevent them from using outdoor parks, indoor recreation centers, and programs are lack of time (56%) and lack of awareness about programs (23%) (see Figure 4.4, Reasons that Prevent Greater Use of Parks and Recreation). This number is comparable to the national average (22%).

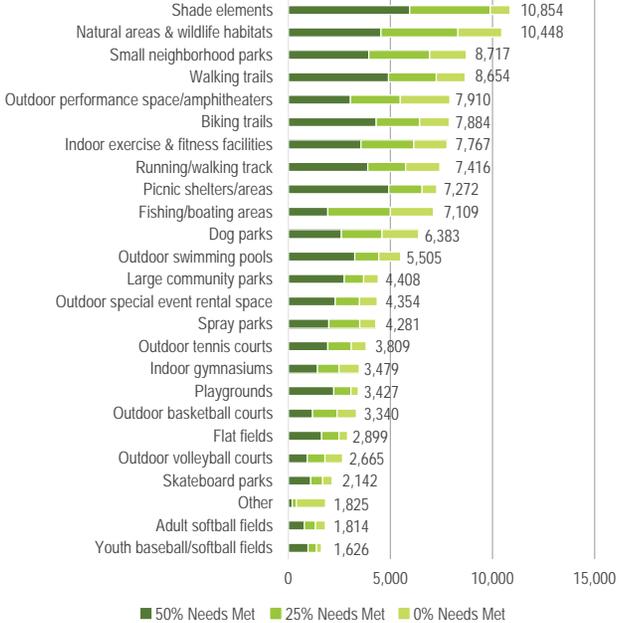
Parks and Recreation Facility Needs

Figure 4.5, Need for Parks and Recreation Facilities



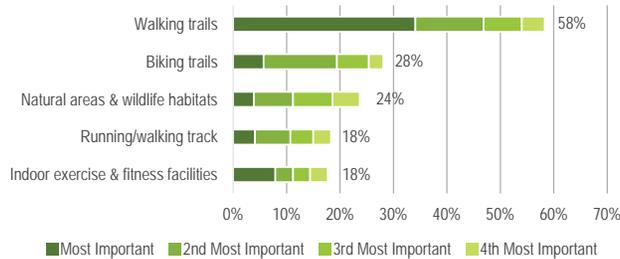
Passive recreation facilities are the most needed among households. Respondents were asked to identify which park and recreation facilities they had a need for. A strong majority of respondents (77% or 27,129 households) indicated a need for walking trails. This is slightly higher than the national average (69%). Other most needed facilities include shade elements (56% or 19,698 households), natural areas and wildlife habitats (55% or 19,313 households), small neighborhood parks (54% or 19,032 households), and large community parks (50% or 17,560 households) (see Figure 4.5, Need for Parks and Recreation Facilities).

Figure 4.6, Estimated Number of Households Whose Recreation Facility Needs are Being Met 50% or Less



Passive recreation facility needs are the least met needs in the parks system. After identifying whether their household had a need for a variety of park and recreation facilities, respondents were asked how well their needs were being met. Facilities for which respondents most frequently indicated their need was only being met fifty percent or less of the time were shade elements, natural areas & wildlife habitats, small neighborhood parks, walking trails, and outdoor performance spaces (see Figure 4.6, Estimated Number of Households Whose Recreation Facility Needs are Being Met 50% or Less).

Figure 4.7, Facilities that are Most Important to Households

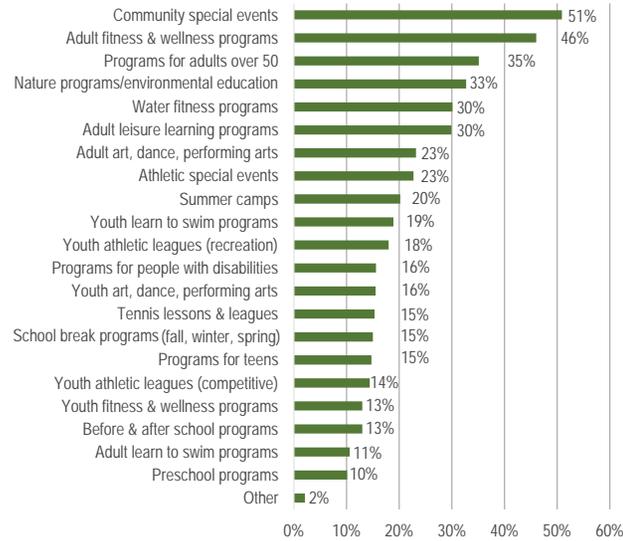


Active and passive fitness opportunities which provide access to nature are most important to households. Shown the same list of parks and recreation facilities as the previous questions, respondents were asked to choose the top four facilities that were most important to their household. Based on the sum of households' top four choices, the most important facilities are walking trails (58%), biking trails (28%), natural areas & wildlife habitats (24%), running/walking track (18%), and indoor exercise and fitness facilities (18%) (see Figure 4.7, Facilities that are Most Important to Households). Other top priority facilities identified during the online survey included outdoor swimming pools and playgrounds.



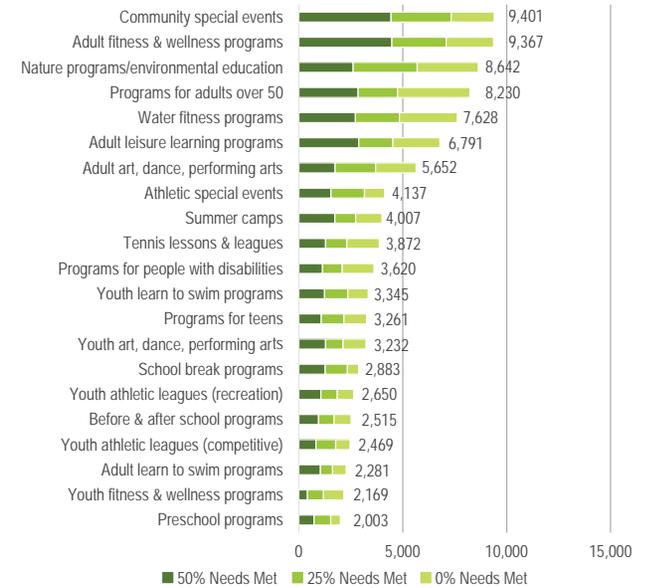
Program Needs

Figure 4.8, Need for Parks and Recreation Programs



Adult and multi-generational programs and events are the most needed. Respondents were shown a list of recreation programs and asked to indicate if their household had a need for them. As seen in Figure 4.8, Needs for Parks and Recreation Programs, 51 percent or 17,840 households indicated a need for community special events. This is 11 percent above the national average (40%). It is evident that Round Rock residents value opportunities for family-friendly community interaction. Other highly needed programs include adult fitness and wellness programs (46% or 16,123), programs for adults over 50 (35% or 12,303), nature programs/environmental education (33% or 11,611 households), water fitness programs (30% or 10,550), and adult leisure learning programs (30% or 10,480 households). Aside from community events and nature programs, in general terms, the greatest programming need is for adults.

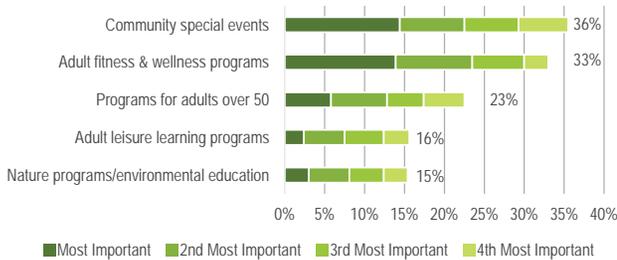
Figure 4.9, Estimated Number of Households Whose Recreation Program Needs are Being Met 50% or Less



The most highly needed programs are also the least met needs. When asked how well their household's recreation program needs were being met, needs for the same top five programs were selected most often as only being met fifty percent or less of the time. Based on Figure 4.9, Estimated Number of Households Whose Recreation Program Needs are Being Met 50% or Less, respondents felt that youth and children programming is largely meeting their needs, while the need for adult and senior programs is greater at this point.



Figure 4.10, Programs that are Most Important to Households



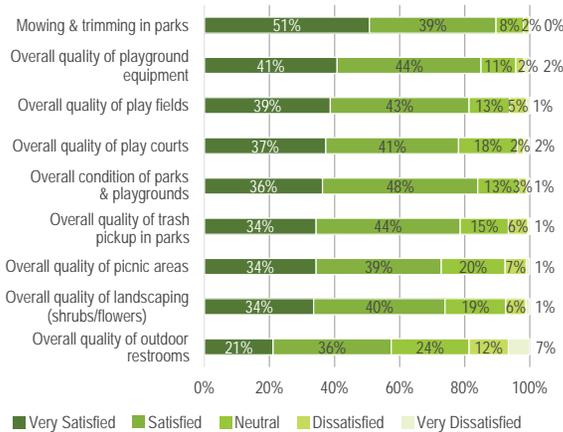
Community events and adult wellness and fitness are top community priorities. After indicating their need for recreation programs, respondents were asked to choose their top four programs. Not surprisingly, community special events (36%), adult fitness and wellness programs (33%), and programs for adults over 50 (23%) were selected as the most important programs (see Figure 4.10, Programs that are Most Important to Households).



Parks and Playground Services

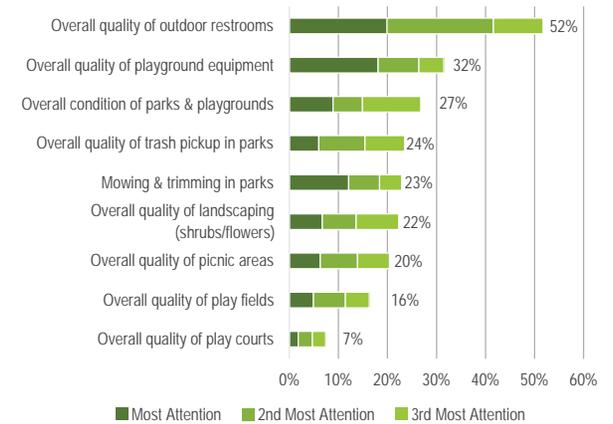
Playground use is similar to general park use. When asked if their household used any playgrounds in the last 12 months, 71 percent of households indicated that they have. Over 80 percent of online survey responses indicated that they have used a playground in the last year.

Figure 4.11, Household Satisfaction with Parks and Playground Services



Residents are largely satisfied with the quality and condition of parks. Respondents were asked to rate their satisfaction with a variety of park and playground services provided by the City. Overall, households are satisfied with the quality and condition of facilities, amenities, and maintenance of parks. Over 70 percent of households are very satisfied or satisfied with all the services listed, with the exception of outdoor restrooms. Based on resident responses (see Figure 4.11, Household Satisfaction with Parks and Playground Services), the City could work on improving its outdoor restrooms to increase user satisfaction with the parks system.

Figure 4.12, Parks and Playgrounds Services that Should Receive the Most Attention Over the Next Two Years



Restrooms, playground equipment, and the overall condition of parks and playgrounds are in priority maintenance items for residents. Respondents were asked to choose the three park and playground services they think should receive the most attention from the City over the next two years. Directly related to their level of satisfaction, the top item chosen by over half (52%) of households was the overall quality of outdoor restrooms. However, even though respondents were largely satisfied with the City's playground equipment and condition of parks and playgrounds, it is important to residents that these services continue as a high priority (see Figure 4.12, Parks and Playgrounds Services that Should Receive the Most Attention Over the Next Two Years).



Developing additional trails was the most important item for survey respondents.



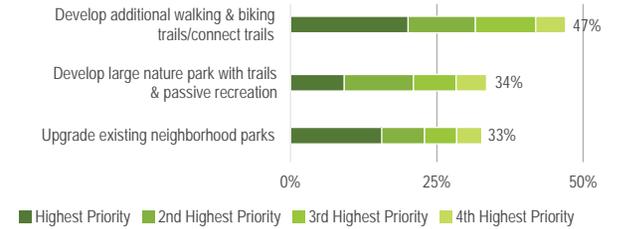
Developing large nature parks with trails and passive recreation opportunities is the second highest priority item for survey respondents.

Importance of Actions for the Parks and Recreation Department

Figure 4.13, Importance of Potential PAR Actions



Figure 4.14, Highest Priority Potential PAR Actions

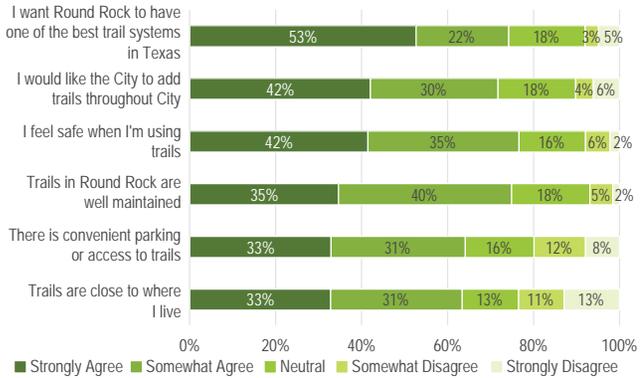


Trail related actions and upgrading and further development of existing parks are considered most important. Moving forward, there are a variety of actions the PAR can take to improve, expand, and further develop the parks system. In order to gain an understanding of resident priorities, respondents were asked to indicate how important they considered a series of potential actions. Developing additional trails/connecting trails (74% phone / 78% online survey) and developing nature parks with trails and passive recreation (69% phone / 78% online survey) were considered the most highly important actions when considering very important or somewhat important responses. Other highly ranking actions were upgrading existing neighborhood parks (65% phone / 81% online survey), renovating and adding to existing parks (66% phone / 72% online survey), increasing the amount of public open space (60% phone / 6% online survey), and building new indoor recreation spaces (48% phone / 63% of online survey responses) (see Figure 4.13, Importance of Potential PAR Actions).

Trails and parks within walking distance are residents' highest priorities. Considering the same list of potential PAR actions, respondents were asked to choose their top four priorities. Based on the sum of households' top four choices, the highest priority actions include adding trails and trail connections (77% phone / 91% online survey), developing nature parks with trails and passive recreation (33% phone / 30% online survey), and upgrading existing neighborhood parks (33% phone / 22% online survey) (see Figure 4.14, Highest Priority Potential PAR Actions).



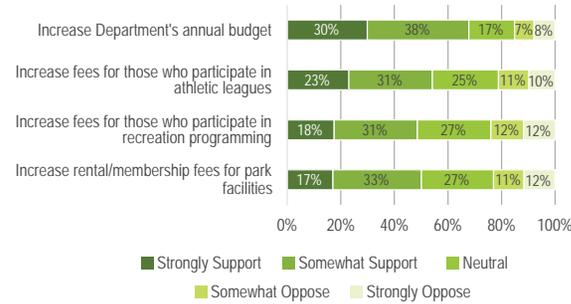
Figure 4.15, Trail-Related Statements



Residents want a state-of-the-art trail system. Based on all the previous survey questions, it is very apparent that residents value a high-quality, well-connected trail system. In order to determine trail priorities, respondents were asked to indicate how strongly they agreed with a series of trail-related statements. As seen in Figure 4.15, Trail-Related Statements, when considering strongly agree and somewhat agree responses, residents strongly desire Round Rock to have one of the best trail systems in Texas (72%), and would like to see additional trails throughout the City (72%). Notably, respondents largely feel that the City's existing trails are safe, well maintained, provide convenient parking, and are located near residences. While approximately half of respondents indicated a desire to use trails to get to places of interest, it appears that many people simply want to use trails for recreation and fitness purposes.

Financial Strategies

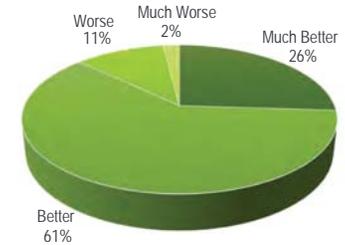
Figure 4.16, Support for Financial Strategies



The most supported financial strategy is to increase the PARD's budget. Similar to many other cities, Round Rock's PARD may require additional funding to meet the desires of its growing population. As such, respondents were asked how strongly they supported four different financing strategies. A large percentage (68%) of households indicated that they strongly supported or somewhat supported an increase in the PARD's annual budget. Support for the other strategies was slightly lower but still near 30 percent or above (see Figure 4.16, Support for Financial Strategies). In general, 10 percent or greater of online survey respondents strongly supported or somewhat supported all the financing strategies.

Other Findings

Figure 4.17, How Round Rock Parks Compare with Other Cities



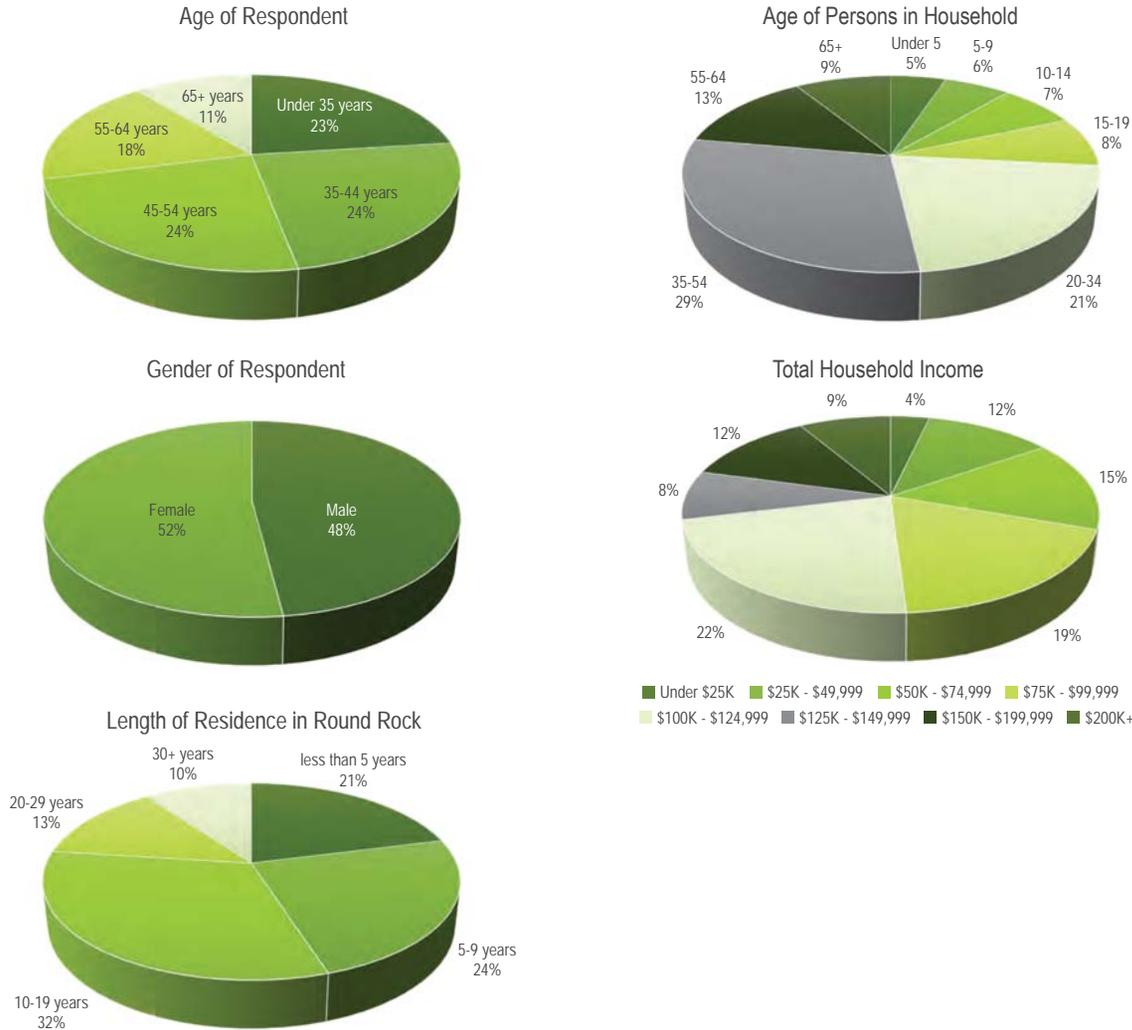
Most people feel that Round Rock parks are better or much better than other cities. After identifying their desires and needs, it is helpful to understand how residents compare the parks in their community to other cities. Considering responses to previous questions, residents desire upgrades and enhancements to the City's parks, trails, and open space system. However, 87 percent of households still indicated that parks in Round Rock are either much better (26%) or better (61%) than those in other cities. Notably, only 13 percent felt that Round Rock's parks were worse than those in other cities (see Figure 4.17, How Round Rock Parks Compare with Other Cities).

Figure 4.18, Value Received for Taxes and Fees Paid to the PARD



Most residents feel that they are getting a good or great value for the money paid to the PARD. The PARD is funded, in part, by taxes and fees paid by Round Rock residents. As such, respondents were asked about the services the City provides for their money. Nearly 70 percent of respondents felt they're getting a good or great value for their money. Impressively, only six percent of households felt they were getting a poor value for their money. While respondents have voiced their desire for improvements, it is clear that Round Rock's PARD deserves commendation for its parks and recreation system to date.

Figure 4.19, Statistically Valid Survey Respondent Demographics



Respondent Demographics

As illustrated in Figure 4.19, Statistically Valid Survey Respondent Demographics, respondents to the statistically valid survey included a wide cross-section of residents from all age groups and were relatively evenly split between male and female. While some households included children age 19 and below, the greatest percentage of households included people ages 20 to 34. The majority of respondents have lived in Round Rock for 10 to 19 years and have a household income of between \$75,000 and \$124,999. Respondents to the online survey included a greater percentage of female respondents and households with children.

When analyzing and interpreting survey results, it is important to recognize how respondent demographics differed from the overall citywide demographics. According to U.S. Census Bureau information, 85 percent of Round Rock residents are ages 54 and down. Of that 85 percent, over 50 percent are under the age of 35. Conversely, a large percentage of survey respondents represented older age brackets and households without children. It is thus understandable that a number of survey trends reflected the desire for adult and senior programming, while overlooking the need for expanded youth programming and spaces/facilities to accommodate those programs. Other methods of receiving public input better reflect the true demographics of Round Rock and the opinions reflected in those surveys should be taken into consideration.



Respondents to the statistically valid survey included a wide cross-section of residents from throughout the community.



Public Open Houses

Introduction

Over the course of two weeks in August 2015, there were five neighborhood open house meetings held in various parts of the City of Round Rock. The open houses were heavily advertised through email blasts; in the Round Rock Leader and Community Impact newspapers; on Facebook and Twitter; on the City's website; on the PARD digital display boards in recreation centers; as part of featured media stories in the Round Rock Leader and Austin American Statesman; in a "News Flash" included with City utility bills sent to all residents; and with fliers distributed to customers at the Clay Madsen Recreation Center, Allen B. Baca Center, City Hall, and Library. There were a total of 113 open house attendees. In addition to the five formal open house meetings, there were two impromptu open house meetings at two of the City's most popular destinations; Rock'N River and Play for All Playground.

Attendees were presented with an overview of the Parks and Recreation Master Plan planning process and an update on progress since the 2009 Plan. The City's vision for the future of the parks, recreation, and trail system and concepts for key parks were introduced to the public. After viewing the informational portion of the open house, attendees were asked to indicate what facilities and programs are most important to them as the City expands from 100,000 to 250,000 people. Top ranking facilities and programs are depicted in Figure 4.20, Key Open House Facility-Related Findings and Figure 4.21, Key Open House Program-Related Findings on this and the following pages.



Figure 4.20, Key Open House Facility Related Findings



Figure .21, Key Open House Program Related Findings



Other Citywide Public Input

In addition to the public input gathered during this parks and recreation planning process, the City was concurrently gathering public input regarding overall community satisfaction with all aspects of City services and desired transportation improvements. Key highlights from the City's 2016 Community Survey and Round Rock Transportation Master Plan Update survey are presented on the following pages.

2016 Round Rock Community Survey

During the summer of 2016, TC Institute administered a community survey for the City of Round Rock. The purpose of the survey was to assess resident satisfaction with the delivery of major City services and to help set priorities for the community. TC Institute has administered the survey every two years since 2008. The survey was administered to a random sample of 500 residents. Respondents included an equal split between males and females and represented all age groups, with a better representation of the actual demographics of Round Rock than the ETC survey completed specifically for PAR.

Respondents were asked to indicate their level of satisfaction with a variety of parks and recreation services and then indicate the level of importance they attribute to each service. The combined satisfaction and importance results are illustrated in Figure 4.22, 2016 Round Rock Community Survey Importance - Satisfaction Assessment Matrix for Parks and Recreation Facilities.

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. TC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

- Continued emphasis above average importance and above average satisfaction. This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.



- **Exceeding expectations below average importance and above average satisfaction.** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for improvement above average importance and below average satisfaction.** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.

- **Less important below average importance and below average satisfaction.** This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

As part of the survey, respondents' overall satisfaction with different aspects of Parks and Recreation were compared to similar responses in the Southwest Region and the United States (see Figure 4.23, Overall Satisfaction with Parks and Recreation). Overall, Round Rock ranked better than or very similar to the Southwest Region and United States in most categories. However, the City fell short in youth programming and golf courses.

Another significant result of the City's 2016 survey includes satisfaction based on respondents' geographic location across the City. These results are especially helpful to determine public safety response times, transportation needs, and access to resources in specific areas across the City. In the case of parks and recreation, these results are most important to consider when discussing trails. Trails that can't be easily accessed by residents are not useful as recreational amenities or alternate modes of transportation, and therefore levels of satisfaction will be lower. The yellow areas in Figure 4.24, Satisfaction with Hike and Bike Trails in the City, show the areas of the City where satisfaction with hike and bike trails was lower. These areas correlate with areas with no major trail connections or gaps in the trail system. With trails being a high priority in all surveys conducted, it is important to ensure easy access to all sectors of the City.

Figure 4.22, 2016 Round Rock Community Survey Importance Satisfaction Assessment Matrix for Parks and Recreation Facilities

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



<p>Exceeded expectations</p> <p>A. Quality of outdoor athletic facilities</p> <p>B. City recreation centers</p>	<p>Continued emphasis</p> <p>F. Appearance/maintenance of City parks</p> <p>G. Number of City parks</p>
<p>Less important</p> <p>C. Adult recreation programs</p> <p>D. City swimming pools</p> <p>E. Forest Creek Golf Course</p>	<p>Opportunities for improvement</p> <p>H. Hike and bike trails in the City</p> <p>I. Youth recreation programs</p>

Source: TC Institute

Figure 4.23, Overall Satisfaction with Parks and Recreation

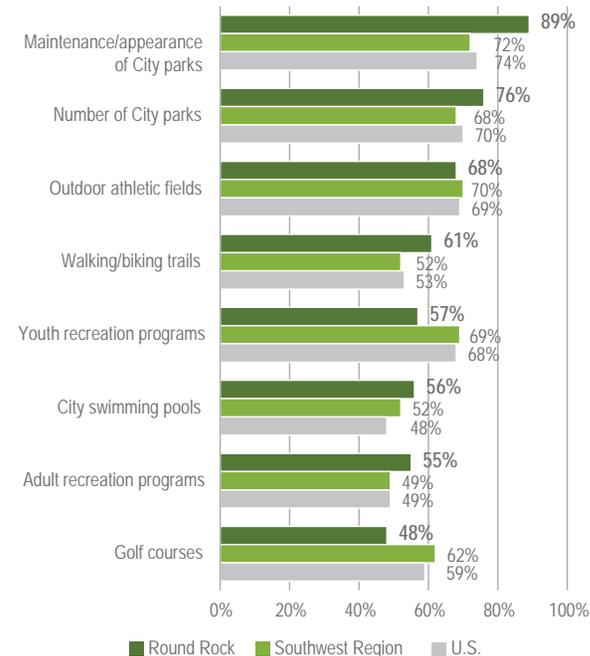
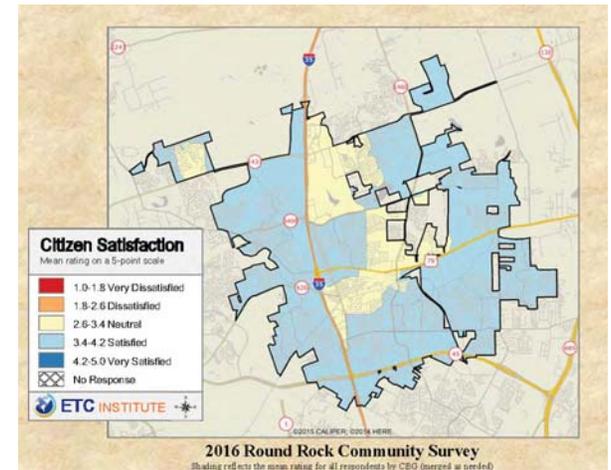


Figure 4.24, Satisfaction with Hike and Bike Trails in the City

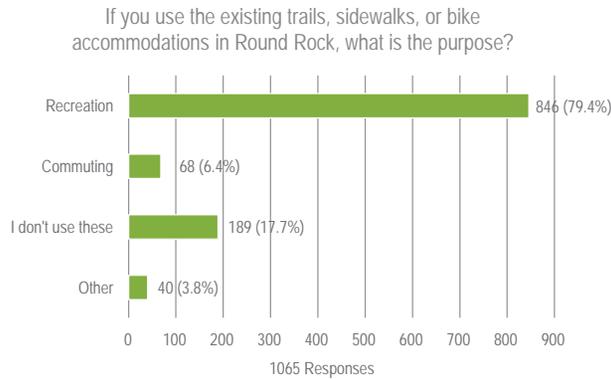


Source: TC Institute

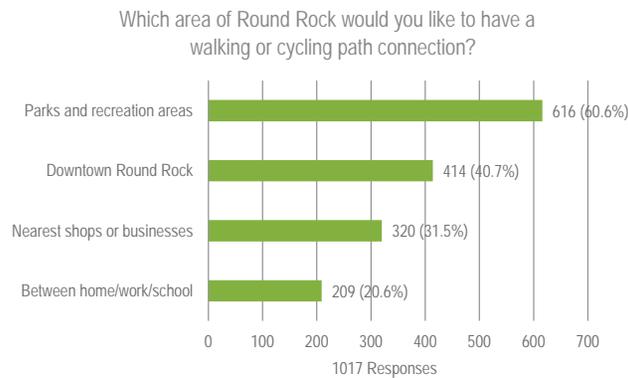
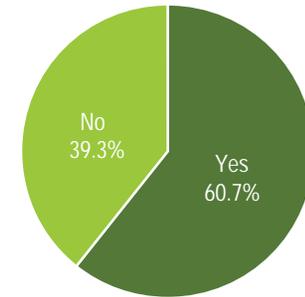
2016 Round Rock Transportation Master Plan Update

Also during 2016, the City conducted a public survey as part of its Transportation Master Plan Update. The survey received over 1,000 responses, over 60 percent of which were from residents ages 3 to 64. In addition to vehicular and transit related questions, the survey asked a series of questions about trails, sidewalks, and bikes. Key results shown below illustrate the community's desire for improved trail connectivity to parks and recreation, downtown Round Rock, and other key destinations, and that nearly 80 percent of respondents use the City's trail system for recreation purposes. When this information is considered as a supplement to the public input received during the parks and recreation planning process, it is clear that the community values and highly uses the existing trail system and would like to see it enhanced and extended.

Figure 25. 2016 Round Rock Transportation Master Plan Update Survey Highlights



If provided in your area, would you use a walking or cycling trail to get around Round Rock?



CHAPTER 5

Needs Assessment

After gaining an understanding of the existing parks and recreation system in Round Rock, this chapter seeks to determine the desired state for the future. In order to do this, previous planning efforts with regards to parks and recreation are first evaluated so as to know what goals were made in the past and what has been achieved.

A multi-faceted needs assessment then follows. It compares the system today to the existing and projected population to begin to identify the current and future needs of the community. The analysis of system needs is derived using a three-tiered analytical process, including an evaluation of parkland acreage and facility level of service standards, opinions voiced by the community, and an identification of available man-made and natural resources that offer opportunities to expand, diversify, or connect the system.

While each of these three analyses are important in their own regard, together, they provide a comprehensive understanding of the types of facilities, amenities, and programming which is most needed and desired in Round Rock. The identified needs provide the basis for the recommendations which are detailed in the next chapter.



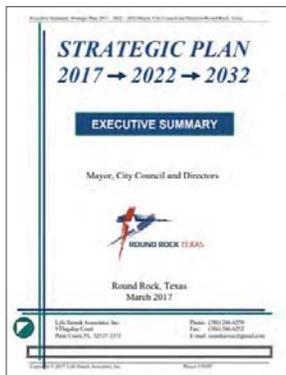
“We do not quit playing because we grow old; we grow old because we quit playing.”

– Oliver Wendell Holmes, US physician, poet, humorist

Other Planning Efforts in Round Rock

Citywide Strategic Plan, Game On 2060

The City of Round Rock has recently completed the process of developing a citywide strategic master plan which is meant to guide the City staff and elected officials over the next 50 years. In order for Round Rock to achieve its desired vision, the Strategic Plan laid out seven principles. Of these seven principles, parks and recreation can have a direct impact in at least six of them: family-friendly community, safe, distinctive by design, the Sports Capital of Texas, authentic downtown, and choice of great neighborhoods. Parks and recreation provides the community with a wide array of family-friendly opportunities including: recreation programs, youth and adult athletics, special events, and facilities that can accommodate all ages and abilities. Beyond providing safe, well-maintained facilities, parks and recreation helps keep neighborhoods safe by rejuvenating older parks and fighting visual blight. Furthermore, the City's distinct character can be enhanced by the Parks and Recreation Department (PARD). In addition to the beautification provided by parks and streetscapes, certain projects, such as Heritage Trail, will preserve and educate visitors about the City's rich history. The multi-use fields and variety of sports facilities found at Old Settlers Park help to brand Round Rock as the Sports Capital of Texas. Parks and recreation has assisted in creating an authentic downtown by hosting popular events there, such as Christmas Family Night, and providing beautiful public spaces, such as Prete Main Street Plaza, Centennial Plaza, and the Round Rock Amphitheater. Finally, the PARD is committed to the equitable distribution of recreation facilities and programs, making these resources easy to access from virtually any neighborhood in the City.



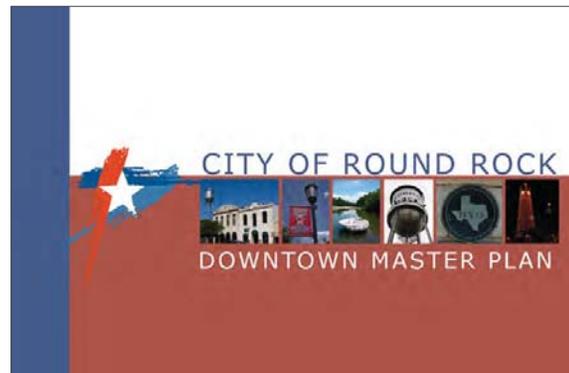
Citywide Strategic Plan, 2015

Round Rock's Downtown Master Plan

The downtown district in Round Rock has recently undergone a major branding initiative. The purpose of this branding initiative is to enhance the character of downtown Round Rock and to make the downtown area more friendly and inviting to non-car users. By creating a walkable downtown district, Round Rock hopes to make the city a more desirable place to live and work, attracting new residents and businesses to the area.

Currently, Round Rock is undergoing major roadway renovations to make Downtown more pedestrian friendly. In addition, walkable corridors are desired along Main Street by separating vehicular traffic from pedestrians, as well as creating a pleasant walking experience by addressing physical comfort issues, such as shade and safety. As the downtown district continues to change, there will be a focus on pedestrian comfort and safety.

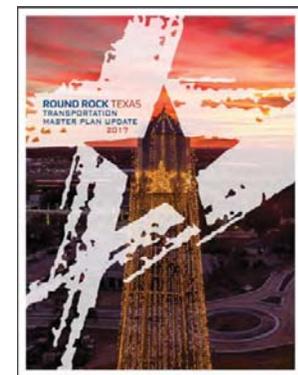
Creating a citywide trails system will allow for all residents of Round Rock to be connected to downtown. A citywide trails system that connects to the downtown will give people alternate forms of transportation when accessing the shops, restaurants, and businesses that are expected to thrive in Downtown Round Rock.



City of Round Rock Downtown Master Plan, January 2010

Coordination with the City's Transportation Plan - Mobility and Connectivity

Mobility and connectivity is a major strategic goal for the City of Round Rock. Future road widening and construction projects are one means of providing bike lanes and walkways. The City's Transportation Plan identifies many roadway improvements, and identifies specific roadways along which wide sidewalks or even trail segments can be built. It is essential that every opportunity for trails be used, even if a few additional feet of right of way or additional construction dollars are required. It is very difficult, and indeed in most cases impossible, to retroactively build trails or acquire additional right-of-way once a roadway project is constructed. However, it is important that an effective review process takes place to ensure that roadway projects, where feasible, provide street-side trails, bike lanes, and sidewalks that provide true mobility and connectivity, and meet the standards and guidelines presented in this Master Plan. Currently, the City's Transportation Department is working to update the Department's Transportation Master Plan.



Comprehensive Transportation Master Plan, 2004



Needs Assessment

Cities are similar to living beings in that they both evolve over time. Cities increase in size, the direction of growth changes, and populations shift within their boundaries. Similar to many other cities in Texas, Round Rock has changed over the past decade, with growth spreading in all directions of the City. In order to determine the City's park and recreation acreage and facility needs, this assessment compares existing park and recreation facilities and programs with the current and projected level of need based on population size. The needs assessment identifies existing deficiencies in the parks system today in order to determine what actions can address immediate issues. It also determines future needs based on projected growth of the community in order to develop a plan of "actions" to address future deficiencies.

The needs assessment is effectively the most critical component of the parks and recreation master planning effort. It is an analytical way of gauging what facilities are most needed and desired by the citizens of Round Rock, so as to determine which needs are the most critical.

Three techniques were used in evaluating the City of Round Rock's current and future park needs. These techniques follow general methodologies accepted by the Texas Parks and Wildlife Department for local park master plans. These three methods are:

- Access-based assessment (using locally developed standards for parks and facilities)
- Demand-based assessment (using public input data); and
- Resource-based assessment (using assessment of unique physical features in Round Rock).

All three techniques are important in their own way, but individually do not represent the entire assessment. This assessment, and the recommendations resulting from it, use findings from all three techniques in a combined manner to determine what types of park and recreation facilities are needed in Round Rock. Ultimately, these needs are reviewed by the citizens of Round Rock and are determined to truly represent the key park and recreational needs of the community.

Access-Based Approach

Access-based assessment analyzes the current quantity and location of parkland and facilities to determine if the needs of the population are being met. This technique uses locally developed level-of-service ratios of facilities to population (typically expressed as quantity of acreage or facilities to every 1,000 residents) to determine what is available for residents today and project future needs as the population grows.



Demand-Based Approach

Demand-based assessment uses citizen input on the types of activities they would like to engage in to determine which facilities and programs are most in demand.



Resource-Based Approach

Resource-based assessment is based on the usefulness of available physical and natural resources to provide recreation opportunities. For example, Brushy Creek provides exceptional opportunities for scenic parkways and nature trails, and in effect should become a key greenbelt spine in Round Rock.





The level of service assessment quantifies and locates the City's existing parkland acreage to determine how much parkland is currently available on a per capita basis.



The facility level of service assessment considers public, private (such as the Brushy Creek Community Center), and school facilities.

Access-Based Assessment of Needs

Many recreation needs assessments use national guidelines and standards to determine their facility needs. 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 socioeconomic composition, and as such, the arbitrary application of national standards, as is often done in other park plans, would not necessarily meet the needs of that particular community. These standards are typically no longer used to project facility needs, since they are based on a "one size fits all" type of evaluation. Therefore this Plan does not use or consider national guideline standards.

Rather, the methodology used by this Plan considers the existing level of service in the City as a starting point and determines whether that level of service is adequate or needs to be increased or decreased. Extensive public input is used to determine how to adjust the current level of service. Local needs and desires are used as the guiding criteria to mold these guidelines to meet the expectations of the citizens of Round Rock in a realistic manner.

Three types of level of service determinations are made as shown below.

Level of Service - Spatial or Parkland Acreage

The park acreage level of service analysis defines the quantity of parkland acreage in the City, expressed as a ratio of acreage to population. It analyzes whether there is sufficient acreage to serve the population today and in the future.

Level of Service - Access to Parkland

The access to parkland analysis examines the location and distribution of parkland throughout Round Rock to determine how easy it is for residents to access parkland, and determines where parkland is needed to meet the City's target level of service.

Level of Service - Park Facilities

The facility level of service analysis defines the number of facilities recommended to serve each particular recreation need. Facility standards are usually expressed as a ratio of units of one particular facility per population size. For example, a facility standard for a soccer field might be one field for every 4,000 residents of the City.

The methodology generally used to determine the appropriate level of service is as follows:

Determine current supply, taking into account the quality of facilities (e.g., number of tennis courts or acres of parkland for every 1,000 residents).

Determine demand (i.e., potential number of uses of each type of facility or park on an annual basis)

Determine the minimum population service requirement (basic level of service for that population - i.e., number of people served by each tennis court per year)

Determine the recommended level of service for each key park element (e.g., the total number of tennis courts to serve the current and projected future population of the City)



Target Park Acreage Levels of Service for Round Rock

The purpose of spatial levels of service for parks and recreational areas is to ensure that sufficient area is allocated for all the outdoor recreation needs of a community. They allow a city to plan ahead so that parkland can be targeted and acquired before it is developed. These spatial standards are expressed as the number of acres of parkland per 1,000 residents.

Situated 20 miles north of the quickly developing capital of Texas, Round Rock is a rapidly growing City. While largely bounded along the southern City limit, the City has room to expand into its eastern, western, and northern extraterritorial jurisdiction (ETJ). As described in Chapter 3, Round Rock Today, the population of the City is projected to increase by almost 35,000 people by the year 2025. As population and developed areas grow and expand in the City and ETJ, it is important to proactively plan and preserve parkland and natural resources which provide the quality-of-life amenities and benefits which Round Rock citizens treasure so highly.

Developing and applying a target level of service for park acreage results in acreage standards for different types of parks. Currently, residents are served by over 4,400 acres of public, private, and school-owned parks. These parks are categorized as metropolitan regional community neighborhood special purpose; and linear parks. There is also over 500 additional acres of open space. The overall existing level of service for parks and open space in Round Rock is approximately 42.7 acres for every 1,000 residents.

Based on the existing levels of service in Round Rock, the projected growth of the community, and the park and recreation priorities voiced by the public, a series of recommended target levels of service for each type of park has been developed.

At the onset of this planning process, the City undertook a complete review and overhaul of its parks, trails, and open space GIS data. This resulted in reclassification of some areas and allowed the City to gain a clearer understanding of the thousands of acres of parkland in Round Rock and its ETJ. Due to reclassification and updated mapping, parkland acreage surpluses and deficiencies may not directly correlate to those shown in the 2009 Parks and Recreation Master Plan.

Neighborhood Parks
Target level of Service 1.25 to 2 acres per 1,000 people

Community Parks
Target level of Service 4 to 8 acres per 1,000 people

Metropolitan and Regional Parks
Target level of Service 5 to 20 acres per 1,000 people

Linear Parks
Target level of Service 5 acres per 1,000 residents

Special Purpose Parks
Target level of Service varies

Total Open Space
Target level of Service 30 to 40 acres per 1,000 residents

The overall existing level of service for parks and open space in Round Rock is approximately 42 acres for every 1,000 residents



In many cities community parks, such as Freeman Park, frequently range in service from less than two to over eight acres per 1,000 residents.



Levels of service for neighborhood parks, such as Frontier Park, often range from one-half to over four acres per 1,000 residents.

Neighborhood Parks in Round Rock

A neighborhood park is typically centrally located in a neighborhood or central to several smaller neighborhoods that it is meant to serve. The park should be integrated into the community in a prominent manner during the design phase, and not layered in as an afterthought during construction. An appropriate level of service for neighborhood parks in Round Rock is 1.25 to 2.0 acres per 1,000 residents. Neighborhood parks typically have a one-quarter mile ideal service area (or a distance that takes a typical pedestrian roughly five to 10 minutes to walk), although one-half mile is generally accepted as standard. As neighborhood parks are frequently accessed on foot, service areas do not extend across roads which present pedestrian hazards. Developed community, regional, and school-owned parkland also serves the function of a neighborhood park for residents who live in the nearby vicinity. As such, a percentage of the acreage in these parks has been included in the level of service calculations in the adjacent figures. The Round Rock parks system includes 15 City-owned neighborhood parks, 40 private neighborhood parks, and 28 school facilities.

An acre of neighborhood parkland typically serves 200 to 1,000 residents. Round Rock currently has 739.9 acres of land functioning as neighborhood parks, of which 462.7 acres are City-owned parkland. In 2009, there was a surplus of neighborhood parkland in Round Rock. Since 2009, a significant amount of neighborhood parkland has been developed by private developments to continue to meet the growing need in the community. Neighborhood parks are spread evenly throughout residential areas within the City limits, with the majority of City-owned parks being found in the central core of Round Rock. Small areas not currently served by neighborhood parks are located along Interstate 35 and towards the northeastern extent of the City limits. When considering all neighborhood parkland (i.e., City-owned, HOA, MUD, school), the existing level of service in Round Rock is 6.4 acres for every 1,000 residents. Based on the city's target level of service of 1.25 to 2.0 acres per 1,000 residents, both the city's 2017 and 2025 neighborhood parkland needs are adequately being met. Details regarding the existing and target neighborhood parkland levels of service for the current and projected future populations in Round Rock are summarized in the adjacent figures.

Community Parks in Round Rock

Community parks are large parks which serve several neighborhoods or a portion of a city. They serve as locations for larger community events, sports, and activities. Therefore, they contain many popular recreation and support facilities. Due to the larger service area and additional programs, community parks are typically more heavily used. In fact, in Round Rock some of the facilities within community parks are showing signs of old age and over use. The Round

Rock PARD has conducted an in-depth assessment of each amenity found in community parks, and the results of the assessment for each park can be found in the PARD office.

The additional facilities associated with a community park increase the spatial requirements necessary for this type of park. Also, community parks often require parking for users who drive from surrounding areas, thus increasing the amount of space needed. The target level of service for community parks in Round Rock is 4.0 to 8.0 acres for every 1,000 residents. The target service radii for community parks in Round Rock is one-half mile (a more aggressive target than some communities). These service areas are illustrated on Map .1, Neighborhood & Community Parks Service Area. Round Rock has several excellent community parks that are prominently placed within the areas they serve. These parks provide a central gathering place for community events, sports, and activities. There are 15 City-owned and four private community parks. Developed regional parks also provide community parkland benefits for the nearby areas.

The community-serving parks cover much of the central and far northwestern parts of the City. However, new development is expected to occur in the far northeast portion of the City and there are currently no community parks to serve this population. There are also community parkland deficiencies in the southern portion of the City and west of Interstate 35.

As the City's population has increased, development of community parkland has not increased proportionally. Round Rock currently has 312.0 acres of total community parkland, of which 247.2 is City-owned. The level of service based on the current population is 2.7 acres of total (i.e., public and private) community parkland per 1,000 people. Based on the recommended standard of 4.0 to 8.0 acres per 1,000 residents for community parks, less than 70 percent of the community parkland need is currently being met. Looking towards the future, the current parkland would fulfill just over 50 percent of the community parkland needs in 2025. Details of current and future community park spatial needs are summarized below. City-owned neighborhood and community serving parks and their service areas are labelled on Map .1, Neighborhood & Community Parks Service Area.

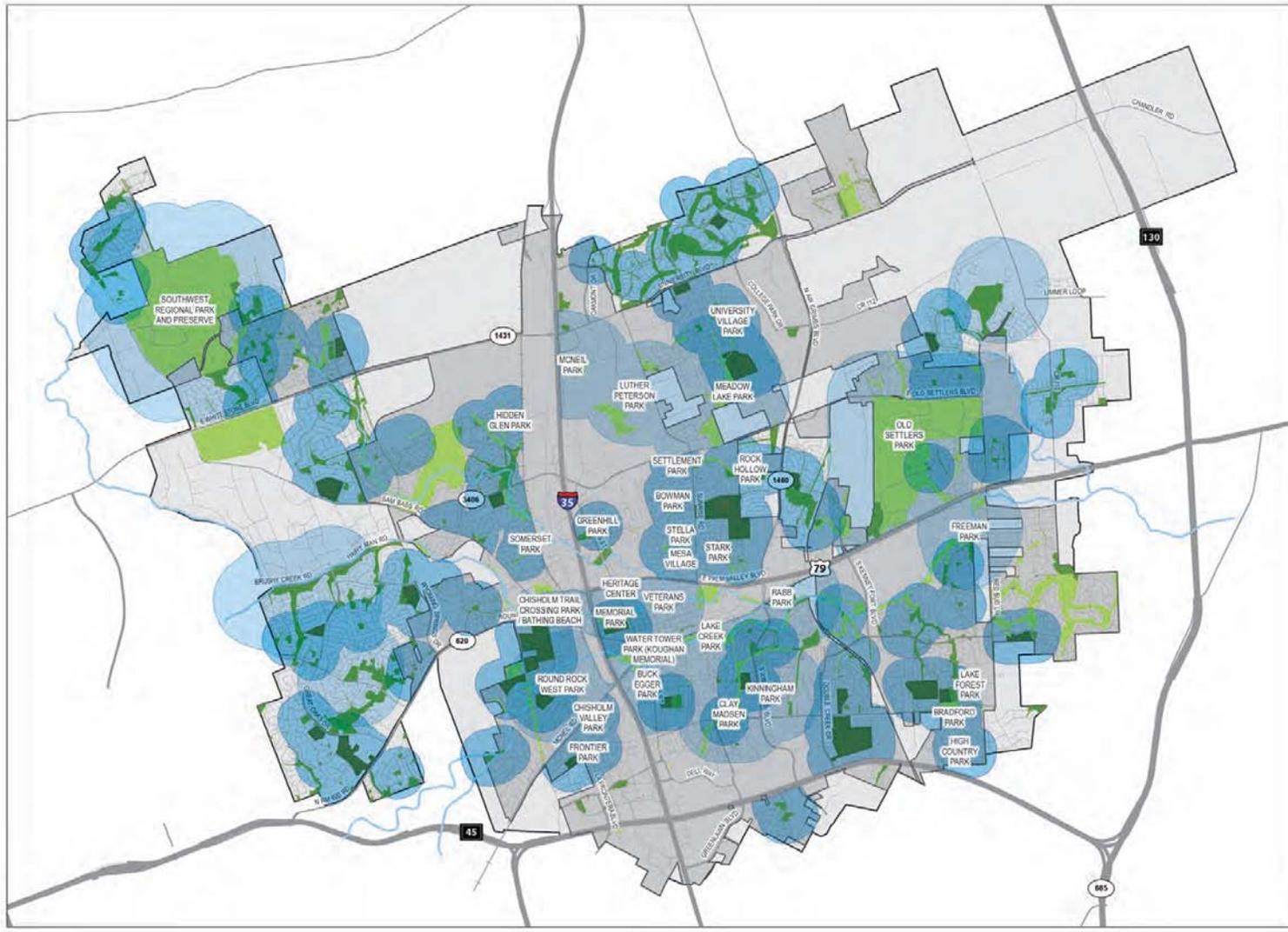
Figure 5.1, Percent of Need Met by Existing Neighborhood and Community Parks, 2017

Park Classification	Existing Acreage	Current Level of Service (based on 115,000 population)	Recommended Target Level of Service	Recommended Acreage	Surplus / Deficit Acreage	Percent of Need Met (2017)
Neighborhood Parks (City-owned)	462.7	4.0 Ac./1,000 Residents	1.2 to 2 Ac./1,000 Residents	145.0 to 232.0	230.7 to 317.7 Ac. Surplus	199% to 319%
Neighborhood Parks (all facilities)	739.9	6.4 Ac./1,000 Residents	1.2 to 2 Ac./1,000 Residents	145.0 to 232.0	507.9 to 594.9 Ac. Surplus	319% to 510%
Community Parks (City-owned)	247.2	2.1 Ac./1,000 Residents	4 to 8 Ac./1,000 Residents	464.0 to 928.0	216.8 to 680.8 Ac. Deficit	27% to 53%
Community Parks (all facilities)	312.0	2.7 Ac./1,000 Residents	4 to 8 Ac./1,000 Residents	464.0 to 928.0	152.0 to 616.0 Ac. Deficit	34% to 67%

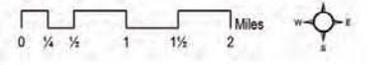
Figure 5.2, Percent of Need Met by Existing Neighborhood and Community Parks, 2025

Park Classification	Existing Acreage	Current Level of Service (based on 150,000 population)	Recommended Target Level of Service	Recommended Acreage	Surplus / Deficit Acreage	Percent of Need Met (2025)
Neighborhood Parks (City-owned)	462.7	3.1 Ac./1,000 Residents	1.2 to 2 Ac./1,000 Residents	188.5 to 301.6	161.1 to 274.2 Ac. Surplus	153% to 245%
Neighborhood Parks (all facilities)	739.9	4.9 Ac./1,000 Residents	1.2 to 2 Ac./1,000 Residents	188.5 to 301.6	438.3 to 551.4 Ac. Surplus	245% to 393%
Community Parks (City-owned)	247.2	1.6 Ac./1,000 Residents	4 to 8 Ac./1,000 Residents	603.1 to 1,206.2	355.9 to 959.0 Ac. Deficit	20% to 41%
Community Parks (all facilities)	312.0	2.1 Ac./1,000 Residents	4 to 8 Ac./1,000 Residents	603.1 to 1,206.2	290.7 to 893.8 Ac. Deficit	26% to 52%

Map 5.1, Neighborhood Community Parks Service Areas



- Legend**
- Public Parks
 - Private Parks
 - Round Rock ISD
 - Round Rock City Limits
 - Round Rock ETJ
 - Main Roads
 - Minor Roads
 - Railroads
 - Major Creeks



Metropolitan and Regional Parks

Metropolitan and regional parks are intended to serve the entire City, with regional parks also serving the surrounding region. These parks typically act as locations for larger community events, tournaments, or activities. There are two metropolitan parks in Round Rock; Mayfield Park and Behrens Ranch Park. Both are City-owned and are undeveloped. Behrens Ranch Park is 224 acres and is planned to be a passive nature park. Mayfield Park is 245 acres and is planned to be an outdoor adventure and education park. There are also two regional parks within Round Rock; Old Settlers Park and the county-owned Southwest Williamson County Regional Park. Minimum service areas of the metropolitan and regional parks in Round Rock are illustrated on Map 2, Metropolitan & Regional Parks Service Areas.

Metropolitan and regional parks are often larger than 150 acres, and have a service radius of two to 10 miles. The adjacent figures illustrate the existing and target level of service for metropolitan and regional parks in Round Rock.

The City's metropolitan parkland acreage has remained the same since 2009, while the Round Rock population increased. The City's target level of service for metropolitan parks is five to 10 acres per 1,000 people, with a metropolitan park in each of the City's four planning areas. In its current state, 40 to 81 percent of Round Rock's metropolitan park needs are being met. However, both parks are located in the northwest planning area of the City. Considering the projected population increase, if no additional parkland is acquired, only 31 to 62 percent of the City's need for metropolitan parks will be met by 2025.



Behrens Ranch Park is one of Round Rock's metropolitan parks.

Due to an expansion of the parkland at Old Settlers Park, the City's regional parkland has increased by over 70 acres since 2009. However, with a target level of service of 10 to 20 acres of regional parkland per 1,000 residents, only 20 to 55 percent of the City's regional parkland needs are being met by City-owned parks. When all regional parks, irrespective of ownership, are included, 63 to 125 percent of the City's regional parkland needs are being met. Looking forward to 2025, existing City-owned regional parks would meet 21 to 43 percent of the need and all regional parks would meet 48 to 96 percent of the need.

Occasionally speaking, the north east, south east, and south west planning areas of the City are lacking access to metropolitan parkland. The southern area of the City and T, and the north eastern T are also lacking access to regional parkland.

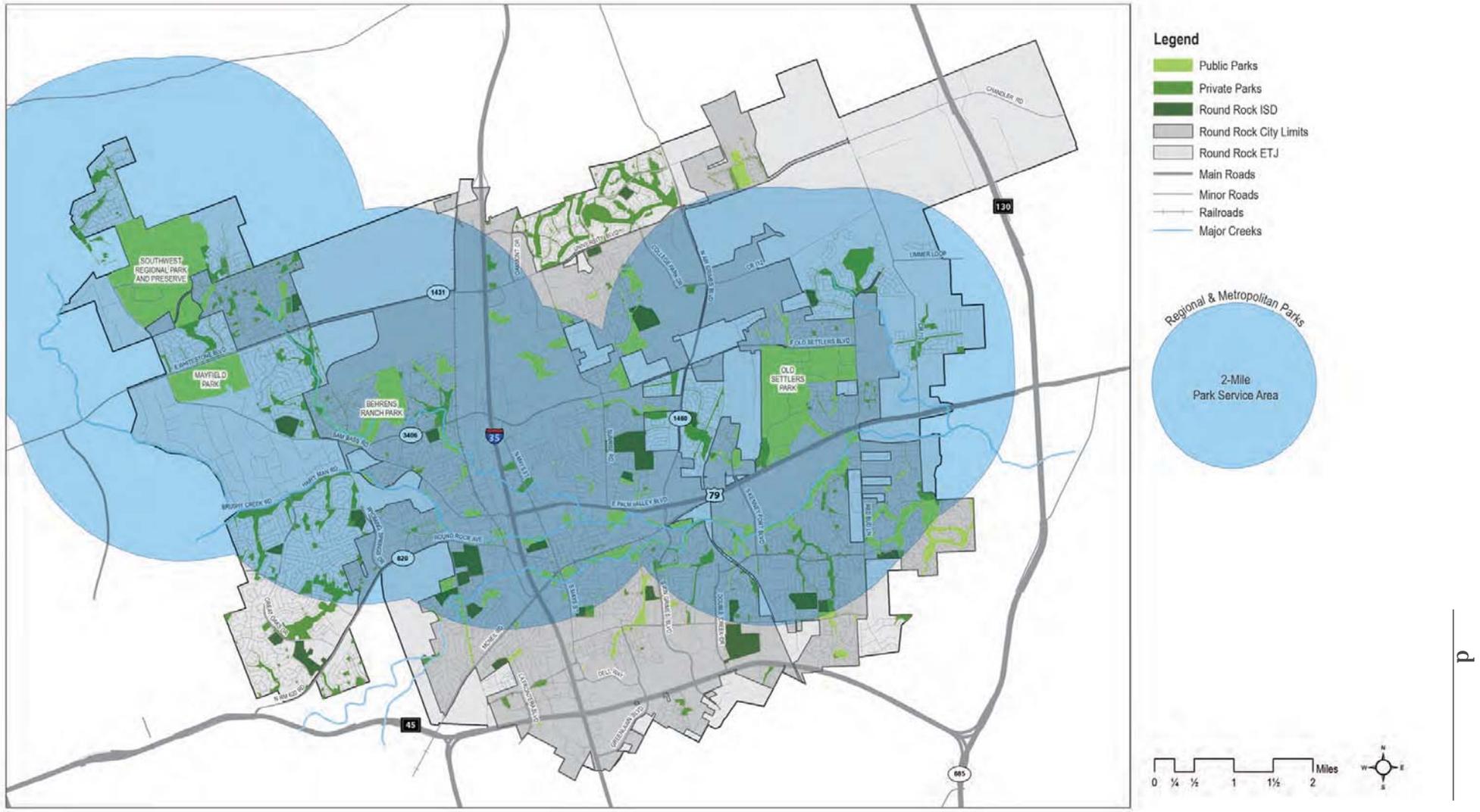
Figure 5. , Percent of Need Met by Existing Metropolitan and Regional Parks, 2017

Park Classification	Existing Acreage	Current Level of Service (based on 115, population)	Recommended Target Level of Service	Recommended Acreage	Surplus / Deficit Acreage	Percent of Need Met (2017)
Metropolitan Parks (City-owned)	469.0	4.0 Ac./1,000 Residents	5 to 10 Ac./1,000 Residents	580.0 to 1,160.0	111.0 to 691.0 Ac. Deficit	40% to 81%
Metropolitan Parks (all facilities)	469.0	4.0 Ac./1,000 Residents	5 to 10 Ac./1,000 Residents	580.0 to 1,160.0	111.0 to 691.0 Ac. Deficit	40% to 81%
Regional Parks (City-owned)	641.1	Ac./1,000 Residents	10 to 20 Ac./1,000 Residents	1,160.0 to 2,320.0	518.9 to 1678.9 Ac. Deficit	22% to 55%
Regional Parks (all facilities)	1,452.5	12. Ac./1,000 Residents	10 to 20 Ac./1,000 Residents	1,160.0 to 2,320.0	292.5 to 867.5 Ac. Surplus / Ac. Deficit	63% to 125%

Figure 5. , Percent of Need Met by Existing Metropolitan and Regional Parks, 2025

Park Classification	Existing Acreage	Current Level of Service (based on 150,6 population)	Recommended Target Level of Service	Recommended Acreage	Surplus / Deficit Acreage	Percent of Need Met (2025)
Metropolitan Parks (City-owned)	469.0	3.1 Ac./1,000 Residents	5 to 10 Ac./1,000 Residents	753.9 to 1,507.8	284.9 to 1,038.8 Ac. Deficit	31% to 62%
Metropolitan Parks (all facilities)	469.0	3.1 Ac./1,000 Residents	5 to 10 Ac./1,000 Residents	753.9 to 1,507.8	284.9 to 1,038.8 Ac. Deficit	31% to 62%
Regional Parks (City-owned)	641.1	4.3 Ac./1,000 Residents	10 to 20 Ac./1,000 Residents	1,507.8 to 3,015.6	866.70 to 2,374.5 Ac. Deficit	21% to 43%
Regional Parks (all facilities)	1,452.5	9.6 Ac./1,000 Residents	10 to 20 Ac./1,000 Residents	1,507.8 to 3,015.6	.3 to 1,633.1 Ac. Deficit	48% to 96%

Map 5.2, Metropolitan Regional Parks Service Areas



Linear Parks

Linear parks are largely unprogrammed parks which typically follow a natural or man-made feature which is linear in nature (e.g., creeks or utility easements). Linear parks, when properly developed to facilitate bicycle and pedestrian travel, can greatly contribute to citywide connectivity to and between parks, schools, and other key destinations. Linear parks should also help to preserve open space and habitats, and provide flood protection when located along water bodies.

Round Rock currently has a variety of publicly and privately developed linear parks and designated greenbelts (see Map 5.3, Linear Parks Service Areas). The City's primary linear parks (i.e., those including primary trail segments which may draw users from a greater distance) have a one-mile service area. Secondary linear parks include smaller trail segments and are most often accessed without a car. As such, they have a one-half mile service area. The Brushy Creek Greenbelt, with portions developed by HOAs, MUs, and the City, is an excellent example of a primary linear park. Based on public input received throughout the planning process, linear parks, with their potential for trails and passive recreation amenities, are some of the most important areas to protect and develop in Round Rock.

The recommended target level of service for linear parks is five acres for every 1,000 residents. Today, the city's linear parkland acreage needs are adequately being met. In 2025, if no additional parkland is acquired, Round Rock's linear parkland needs will only be 77 percent met by city-owned linear parks. If private linear parks are also included, the community's linear parkland needs will continue to be met in 2025. Details regarding the existing and target linear parkland levels of service for the current and projected future populations in Round Rock are summarized in the adjacent figures.

When considering linear parkland, acreage is only one piece of the puzzle. The City should continue to work towards developing trails and appropriate amenities through all linear parks to allow the existing acreage to truly serve the adjacent residents. The City should consider supporting the development of additional public or private linear parkland to provide east-west and north-south connectivity throughout the City. Additionally, Round Rock is located in a region where people strongly value pedestrian and bicycle access to trails. Opportunities may exist for municipal partnerships to allow for development of a regional trail system connecting Round Rock to its adjacent cities and vice versa.

City-owned linear parks are labelled on Map 5.3, Linear Parks Service Areas.

Figure 5.5, Percent of Need Met by Existing Linear Parks, 2017

Park Classification	Existing Acreage	Current Level of Service (based on 115, population)	Recommended Target Level of Service	Recommended Acreage	Surplus / Deficit Acreage	Percent of Need Met (2017)
Linear Parks (City-owned)	578.0	5.0 Ac./1,000 Residents	Ac./1,000 Residents	580.0	2.0 Ac. Deficit	99%
Linear Parks (all facilities)	1,292.5	11.1 Ac./1,000 Residents	Ac./1,000 Residents	580.0	712.5 Ac. Surplus	223%

Figure 5.6, Percent of Need Met by Existing Linear Parks, 2025

Park Classification	Existing Acreage	Current Level of Service (based on 150,6 population)	Recommended Target Level of Service	Recommended Acreage	Surplus / Deficit Acreage	Percent of Need Met (2025)
Linear Parks (City-owned)	578.0	3.8 Ac./1,000 Residents	Ac./1,000 Residents	753.9	175.9 Ac. Deficit	77%
Linear Parks (all facilities)	1,292.5	8.6 Ac./1,000 Residents	Ac./1,000 Residents	753.9	538.6 Ac. Surplus	171%



The Brushy Creek Greenbelt and Trail is an example of a well-loved, highly used primary linear park in Round Rock.

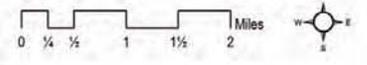


The Vista Oaks Greenbelt is an example of a secondary linear park developed by an HOA.

Map 5. Linear Parks Service Areas



- Legend**
- Public Parks
 - Private Parks
 - Round Rock ISD
 - Round Rock City Limits
 - Round Rock ETJ
 - Main Roads
 - Minor Roads
 - Railroads
 - Major Creeks



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Community Destination Parks

Round Rock's parks system includes a variety of parks which offer a unique experience to users. These include a number of different park classifications including regional, metropolitan, community, and linear parks. In an effort to provide park users with a memorable, well distributed series of destination parks, the City's goal is to spread them throughout the entirety of Round Rock. This includes both geographic distribution and the types of experiences offered. Existing community destination parks are illustrated on Map 5.4, Community Destination Parks Service Areas. Due to the unique experiences offered, it is understood that

most residents would be willing to drive to these parks. For that reason, a one-mile service area is illustrated for each park.

As opportunities arise, development of additional destination parks towards the edges of the City and T would help to fill current service areas gaps.

The City's existing and planned community destination parks are illustrated below:

Special Purpose Parks

Other types of parks that respond to specific physical conditions in the City, or to specific needs, are also part of the park system. These include special purpose parks, such as golf courses, pools, and urban plazas. There are 517.9 acres of public and private special purpose parks in Round Rock. Since special purpose parks vary by size, type, and from city to city, there are no specific target levels of service.

There are five City-owned facilities within Round Rock that are considered special purpose parks. Two are urban plazas (Centennial Plaza and Sharon Prete Main Street

Plaza), one is the Forest Creek Golf Club with 18 holes, one is the Micki Krebsbach Pool, and the last is Bell Diamond.

As a direct result of the 2009 Plan, Centennial Plaza and Sharon Prete Main Street Plaza were developed to provide unique gathering areas in Round Rock's Downtown. These plazas provide space for special events, markets, or performances, as well as daily use by locals as places to eat lunch, relax, or have a quiet moment during the work day.



Mayfield Park
Future Active Park - Adventure Park Experience



Williamson County Southwest Regional Park
Active Park - Sport Experience



Play for All Abilities Park
Active Park - Inclusive Play Experience



Herita e Trail
Future Passive Park - Cultural/Historical Experience



Lake Creek Park
Active Park - Dog Park/Social Experience

Photo source: <http://www.doggoes.com/parks/texas/austin/roundrock-dog-depot/lake-creek-park>



Behrens Ranch Park
Passive Park - Nature Park Experience



Meadow Lake Park
Passive Park - Boating and Beach Experience



Old Settlers Park
Active Park - Sport and Event Experience

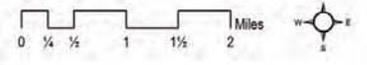


Clay Madsen Recreation Center and Park
Active Park - Fitness/Recreation Experience

Map 5. Community Destination Parks Service Areas



- Legend**
- Public Parks
 - Private Parks
 - Round Rock ISD
 - Round Rock City Limits
 - Round Rock ETJ
 - Main Roads
 - Minor Roads
 - Railroads
 - Major Creeks



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Open Space in Round Rock

The City's parks and trails system includes open space in many forms. This includes green areas along drainage corridors (e.g., Brushy Creek Greenbelt), passive recreation parks (e.g., Behrens Ranch Park), and active recreation facilities (e.g., Old Settlers Park). This also includes less obvious elements such as farmlands and seasonally wet areas along Brushy Creek. As the City grows in the northeast, steep hillsides as well as the small area lakes can also be preserved as open space. In essence, open spaces are the green areas that break up the developed areas of the City.

For the sake of level of service calculations, the entirety of Round Rock's parks and open space system is considered open space. Currently, approximately 11 percent of the total land area within the extraterritorial jurisdiction (ETJ) of Round Rock is permanent open space or dedicated parkland. The City has set a minimum goal of 14 percent of the total ETJ, or approximately 6,000 acres, to be preserved as open space. This translates to approximately 20 acres per 1,000 people by the time the City reaches its build-out population of 300,000 people. When considering both public and private parks and open space, the City is adequately meeting the target of 20 acres of open space per 1,000 people for 2017 and 2025 (see Figure 5.7, Percent of Need Met by Existing Open Space, 2017 and Figure 5.8, Percent of Need Met by Existing Open Space, 2025). However, by the City's ultimate build out, there will be a need for approximately 1,050 to 4,050 additional acres of parkland in order to meet the 14 percent open space goal (see Figure 5.9, Percent of Need Met by Existing Special Use Parks and Open Space, Build Out). It is important to identify and target potential area of Open Space now, before development occurs and land becomes scarce.

Parkland Need Areas

The existing parks and open spaces and their associated service areas cover a large portion of Round Rock and its ETJ. Illustrated in Map 5.5, Parkland Need Areas, areas not currently served by any neighborhood, community, metropolitan, regional, linear, or destination parks, are concentrated in the south, northeast, and northern portions of the City and ETJ. Supporting the development of additional parkland in these locations, with priority given to areas with existing residences, should be an ongoing goal of the PAR.

Figure 5.7, Percent of Need Met by Existing Open Space, 2017

Park Classification	Existing Acreage	Current Level of Service (based on 115, population)	Recommended Target Level of Service	Recommended Acreage	Surplus / Deficit Acreage	Percent of Need Met (2017)
Open Space (City-owned)	3,201.1	27.6 Ac./1,000 Residents	20 to 30 Ac./1,000 Residents	3,480 to 4,640	278.9 to 881.1 Ac. Surplus to Ac. Deficit	92% to 138%
Open Space (all facilities)	4,948.8	42.7 Ac./1,000 Residents	20 to 30 Ac./1,000 Residents	3,480 to 4,640	1,468.8 to 2,628.8 Ac. Surplus	142% to 213%

Figure 5.8, Percent of Need Met by Existing Open Space, 2025

Park Classification	Existing Acreage	Current Level of Service (based on 150,6 population)	Recommended Target Level of Service	Recommended Acreage	Surplus / Deficit Acreage	Percent of Need Met (2025)
Open Space (City-owned)	3,201.1	21.2 Ac./1,000 Residents	20 to 30 Ac./1,000 Residents	4,523.4 to 6,031.2	185.5 to 1,322.3 Ac. Surplus to Ac. Deficit	71% to 106%
Open Space (all facilities)	4,948.8	32.8 Ac./1,000 Residents	20 to 30 Ac./1,000 Residents	4,523.4 to 6,031.2	425.4 to 1,933.2 Ac. Surplus	109% to 164%

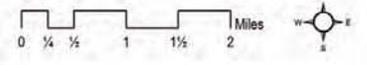
Figure 5.9, Percent of Need Met by Existing Open Space, Build Out

Park Classification	Existing Acreage	Current Level of Service (based on 300,000 population)	Recommended Target Level of Service	Recommended Acreage	Surplus / Deficit Acreage	Percent of Need Met (build out)
Open Space (City-owned)	3,201.1	10.7 Ac./1,000 Residents	20 to 30 Ac./1,000 Residents	6,000 to 9,000	2,798.9 to 5,798.9 Ac. Deficit	36% to 53%
Open Space (all facilities)	4,948.8	16.5 Ac./1,000 Residents	20 to 30 Ac./1,000 Residents	6,000 to 9,000	1,051.2 to 4,051.2 Ac. Deficit	55% to 82%

Map 5.5, Parkland Need Areas



- Legend**
- Public Parks
 - Private Parks
 - Round Rock ISD
 - Round Rock City Limits
 - Round Rock ETJ
 - Main Roads
 - Minor Roads
 - Railroads
 - Major Creeks





Targeted parkland areas, such as Centennial Plaza in downtown Round Rock, were added to the system as a result of the 2009 Parks and Recreation Master Plan. Additional development of existing and new parks is needed to serve the existing and projected population.



Development of currently undeveloped parkland, such as Mayfield Park, will help to better serve the community.

Planning for Future Parkland Needs in Round Rock

With the intent of meeting the City's goal of preserving 14 percent of the overall ETJ as parkland and open space, it is imperative that a land acquisition program be put in place to ensure that appropriate quantities of land are pursued in a consistent and goal oriented manner. Based on the target park acreage level of service developed in this Master Plan, the steps needed to ensure that an adequate amount of parkland is acquired are as follows:

- By the year 2025, acquire an additional 500 acres of parkland and open space.
- By the time Round Rock reaches its build-out population of 300,000 a minimum of 1,050 acres of additional parkland and open space needs to be acquired.

Although areas of Round Rock are still undeveloped, development is happening at a staggering pace and rigorous effort should be made to acquire sufficient land for future park needs. Various options are available to acquire land including existing vacant areas, land subject to flooding along the creeks and drainage channels, and land dedicated to parks as a requirement of developers to fulfill the City's Parkland Dedication Ordinance. Not all land will be suitable, though. The proposed criteria for suitable land for parks includes consideration of size, location, and potential connectivity to schools, other parks, places of employment, and retail. The City should maximize preservation of the 100-year floodplain as permanent open space, wildlife habitat, and water protection.

Summary of Park Spatial Needs

Round Rock currently has a large network of public, private, and school parkland. However, with the City's goal of providing a well-connected and evenly distributed range of parkland types throughout the community, additional parkland is needed to fill service areas gaps and address current and projected acreage deficiencies. Based on the parkland distribution and acreage analysis, key spatial needs are summarized in Figure 5.10, Summary of Key Acreage Needs for 201 to 202 .

As previously stated, with development occurring at a staggering pace in Round Rock, it will become more and more important to identify and target areas for acquisition, specifically in the Northeast sector of the City. Map 5.5 illustrates the need for parkland in this area. This area lacks a large metropolitan park and a minimum of 200-300 acres should be acquired and developed to satisfy this need.

Additionally, the City should continue to seek corridors that support the citywide trail system master plan, as well as maximizing floodplains as permanent open space for flood mitigation, habitat preservation, and natural resource management. Specifically, the City should target corridors that provide key north-south and east-west connectivity.



Figure 5.10, Summary of Key Acreage Needs for 2017 to 2025



Park Facility Needs Assessment

Facility levels of service define the number of facilities recommended to serve each particular type of recreation in the community. They are used to help ensure a variety of recreation opportunities throughout the City as growth occurs. Target levels of service are used to prioritize the need for different types of park facilities so that the City's resources can be better focused. Facility needs are initially based on ratios related to existing population or planning areas. These numbers were then tailored for Round Rock to reflect the community's needs and desires, current usage, realistic feasibility, and up and coming recreation trends. The target level of service for each type of facility is used as a guide to provide the most basic recreation facilities to the community.

Facilities Target Level of Service

The following pages have a description of the 2017 target level of service for each recreational facility. A specific review of each major type of outdoor facility, and key needs and issues associated with each follows. Facilities are grouped and discussed in the following categories: flat fields, ball fields, sports courts, special use facilities, playgrounds, passive recreation facilities, water recreation facilities, trails, and indoor gymnasiums. Facility needs are based both on ratios related to existing population, as well as the amount of demand for each type of facility based on user information where available.



Indoor gymnasiums



Flat fields



Ball fields



Sports courts



Special Use facilities



Playgrounds



Passive Recreation



Water recreation



Trails



Flat Fields

Cricket

Key Issues - With a target of one cricket field for the City, there are currently a sufficient number of fields. Each of the regional parks in the City include one cricket field. As a more specialized sport, providing two fields located on either side of the City adequately distributes access to the facilities. See Map 5.6, Cricket Field Service Area for the distribution of cricket fields in Round Rock.

Level of Need - One for additional facility. Due to the small number of facilities in the City, the existing fields should be maintained as high quality amenities with user and spectator comfort elements such as shaded spectator seating.

Football

Key Issues - The majority of the football fields in the City are on school property (high schools and middle schools) and are thus not always accessible to the public. Consequently, when determining the number of fields needed to meet the target level of service, only City-owned facilities should be included. When calculated as such, there is a current need for eight more fields, with an additional four needed by 2025. See Map 5.7, Football Field Service Areas for the current distribution of football fields in Round Rock.

Level of Need - High level of need. New lighting would improve the quality of play at the fields and extend available playing time. Maintenance of fields is good to excellent. In order to provide more flexible facilities, the City could consider developing additional multipurpose fields in community parks across the City.

Soccer

Key Issues - The City currently has an adequate number of soccer fields. However, there are no amenities offered at the existing fields. Shaded bleachers are needed at all fields to create a more comfortable setting for spectators. In addition, the provision of play structures in the vicinity of the fields would create recreation options for non-soccer playing members of visiting families. See Map 5.8, Soccer Field Service Areas for the distribution of soccer fields in Round Rock.

Level of Need - There is a high need for additional amenities at the existing fields.

Figure 5.11, Target Level of Service for Flat Fields

Facility	Current Availability (total)	Public Owned	Private Owned	RR SD Owned	Current LOS (1 Facility per Residents)		Target LOS (Per Residents)	2017 Need Based on 115,000 Population	2017 Deficit or Surplus		2025 Need Based on 150,000 Population	2025 Deficit or Surplus	
					Public Owned	All Facilities			Public Owned	All Facilities		Public Owned	All Facilities
Cricket	2	2	0	0	57,999	57,999	1 per planning area	4	Deficit of 2	Deficit of 2	4	Deficit of 2	Deficit of 2
Football	14	4	1	9	28,999	8,286	1 per 10,000	12	Deficit of 8	Surplus of 2	16	Deficit of 12	Deficit of 2
Soccer	44	32	8	4	3,622	2,636	1 per 4,000	29	Surplus of 36	Surplus of 1	38	Deficit of 6	Surplus of 6

* Facilities owned by Round Rock Independent School District may not be open for public use

Multipurpose Game Fields

Key Issues - Multipurpose game fields are adequately sized to accommodate games for a variety of flat field sports (e.g., soccer, cricket, football, etc.). Multipurpose game fields in Round Rock are surfaced with grass or synthetic turf. Of the 13 multipurpose game fields in the City, only three are publicly owned. The majority of these fields are owned by the school district and thus have the same public use restrictions (i.e., reduced hours available for public use) as the other flat game and practice fields. As seen on Map 5.9, Multipurpose Game Field Service Areas, there are current service area gaps in the southwestern quadrant of the City.

Level of Need - i level of need.

Flat Field Practice Fields

Key Issues - As previously discussed, the City has an adequate number of tournament and game quality soccer fields. However, there is an extreme shortage of flat field practice fields (i.e., soccer, cricket, and football). Practice facilities should be distributed in every part of the City. Locations adjacent to playing fields can be used, if available. Some of the existing flat field practice fields are located on school property. The public does have restricted access to them, but the fields can only be used after 8:00 p.m. The fields are not equipped with lights and consequently provide insufficient time for practice. The City of Round Rock should work towards strengthening its relationship with Round Rock ISD to allow leagues and residents to use the practice fields on school property at more reasonable hours when school is not in session, and well before the daylight hours are over. As illustrated on Map 5.10, Flat Field Practice Field Service Areas, there are current service area gaps in the northern and southern portions of the City.

Level of Need - i level of need. i level of need for building a stronger relationship with Round Rock ISD so that school area practice fields can be adequately used by residents and leagues. Though there are a sufficient amount of tournament quality fields in Round Rock to support the Sports Capital of Texas initiative, there is a deficit of recreational practice fields for residents. There is a high need for turf-grass multipurpose fields throughout Round Rock which can be used for the practice of soccer, football, field hockey, lacrosse, cricket, etc.

Recreational Play Fields

Key Issues - A recreational play field is an informal open space where members of the community can go to recreate. These spaces are not typically classified as diamond practice fields or flat practice fields due to lack of amenities or sufficient field size to accommodate full practice activities. However, the importance of these fields must not be overlooked. These fields are typically located in the neighborhoods and are meant to serve families who want to play catch or kick a soccer ball around. These fields aid in skill development and general recreation. When considering public, private, and school-owned facilities, there are currently an adequate number of recreational play fields in the City. As illustrated in Map .11, Recreational Play Fields Service Areas, there is a deficit for recreational play fields in the northwestern quadrant of the City.

Level of Need - edium for additional facility. While there is an adequate number of facilities, many are owned by RRISD and have limited availability for public use during school hours.

Figure 5.11, Target Level of Service for Flat Fields cont.

Facility	Current Availability (total)	Public Owned	Private Owned	RR SD Owned	Current LOS (1 Facility per Residents)		Target LOS (Per Residents)	2017 Need Based on 115,000 Population	2017 Deficit or Surplus		2025 Need Based on 150,000 Population	2025 Deficit or Surplus	
					Public Owned	All Facilities			Public Owned	All Facilities		Public Owned	All Facilities
Multipurpose Game Fields	17	7	2	8	16,571	6,823	1 per 6,000	20	Deficit of 13	Deficit of 3	26	Deficit of 19	Deficit of 9
Flat Field Practice Fields		1	2	2	115,997	23,199	1 per 4,000	29	Deficit of 28	Deficit of 24	38	Deficit of 37	Deficit of 33
Recreational Play Field	39	6	8	2	19,333	2,974	1 per 4,000	29	Deficit of 23	Surplus of 10	38	Deficit of 32	Surplus of 1

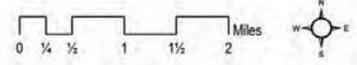
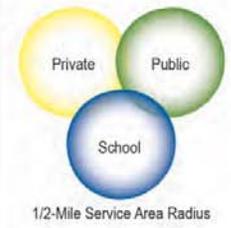
* Facilities owned by Round Rock Independent School District may not be open for public use

**Some fields owned by City, but are tourism driven and not always available for public use

Map 5. , ricket Field Ser ice Areas



- Legend**
- Public Parks
 - Private Parks
 - Round Rock ISD
 - Round Rock City Limits
 - Round Rock ETJ
 - Main Roads
 - Minor Roads
 - Railroads
 - Major Creeks



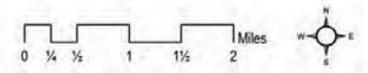
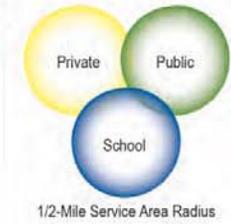
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Map 5.7, Foot all Field Ser ice Areas



Legend

- Public Parks
- Private Parks
- Round Rock ISD
- Round Rock City Limits
- Round Rock ETJ
- Main Roads
- Minor Roads
- Railroads
- Major Creeks

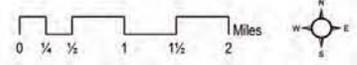
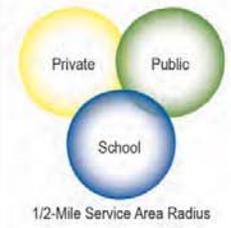


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Map 5. , Soccer Field Service Areas



- Legend**
- Public Parks
 - Private Parks
 - Round Rock City Limits
 - Round Rock ETJ
 - Main Roads
 - Minor Roads
 - Railroads
 - Major Creeks



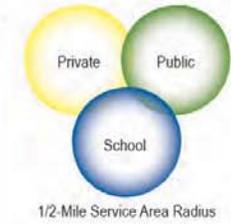
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Map 5. , Multipurpose ame Field Service Areas

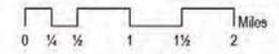


Legend

- Public Parks
- Private Parks
- Round Rock ISD
- Round Rock City Limits
- Round Rock ETJ
- Main Roads
- Minor Roads
- Railroads
- Major Creeks



1/2-Mile Service Area Radius

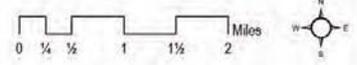
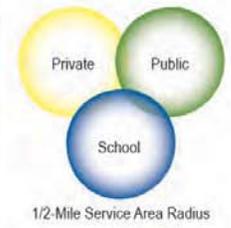


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Map 5.10, Flat Field Practice Field Service Areas



- Legend**
- Public Parks
 - Private Parks
 - Round Rock ISD
 - Round Rock City Limits
 - Round Rock ETJ
 - Main Roads
 - Minor Roads
 - Railroads
 - Major Creeks



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Ball Fields

Baseball

Key Issues - Baseball fields in the City provide space for tee-ball, boys little league, and senior baseball. All of City-owned baseball fields are located at Old Settlers Park and are high quality fields in order to meet the goal of being the Sports Capital of Texas. Although the number of baseball fields is high, general public use of these amenities by residents and leagues is limited. Based on the target level of service of one field per 5,000 people, the City currently has a deficit of one field and has a projected deficit of eight fields by 2025. When considering the distribution illustrated in Map 5.12, Baseball Field Service Areas, additional fields are needed north of Old Settlers Boulevard and south of McNeil Road.

Level of Need - **High** for recreational fields in the southeast, northwest, and far northeast sectors of the City. **Medium** level of need for recreational fields in the center and west sectors of the City. **Low** level of need for recreational fields in the east sector of the City. Maintenance of fields is good to excellent.

Softball

Key Issues - The 2017 need for softball fields is currently being met. However, based on the target level of service, the City will need an additional four fields by 2025. Two-thirds of the softball fields in Round Rock are located in the northeast sector. As the City continues to grow, the distribution of fields will become an issue and more fields will need to be added to all sectors.

Similar to baseball, five of the City-owned softball fields are located in Old Settlers Park and are high quality amenities. While the City has adequate number of strictly softball fields, there is a need for multipurpose recreation fields that can be used for both baseball and softball, and are intended for league or pick-up game play by the residents of Round Rock. See Map 5.13, Softball Field Service Areas for the distribution of softball fields in Round Rock.

Level of Need - **Medium** in the northwest and southwest sectors of the City.

Diamond Practice Fields

Key Issues - While the City has a number of baseball and softball fields, there are extremely few publicly accessible diamond (i.e., baseball/softball) practice fields. Practice fields allow local residents to both practice with organized teams as well as play unscheduled pick-up games with nearby residents. These fields are often used by varying age groups as areas for fun, family-friendly recreation. As the provider of public recreation amenities, it is important that the City strive to provide publicly accessible diamond practice areas throughout the community. See Map 5.14, Diamond Practice Field Service Areas for the distribution of diamond practice fields in Round Rock.

Level of Need - **High** in the northwest, northeast, and southeast sectors of the City.

Figure 5.12, Target Level of Service for All Fields

Facility	Current Availability (total)	Public Owned	Private Owned	RR SD Owned	Current LOS (1 Facility per Residents)		Target LOS (Per Residents)	2017 Need Based on 115,000 Population	2017 Deficit or Surplus		2025 Need Based on 150,000 Population	2025 Deficit or Surplus	
					Public Owned	All Facilities			Public Owned	All Facilities		Public Owned	All Facilities
Baseball	23	20	1	2	5,800	5,043	1 per 5,000	24	Deficit of 4	Deficit of 1	31	Deficit of 11	Deficit of 8
Softball	1	10	3	2	11,600	7,733	1 per 8,000	1	Deficit of 5	No deficit	19	Deficit of 9	Deficit of 4
Diamond Practice Fields	2	1	1	0	115,997	57,999	1 per 4,000	29	Deficit of 28	Deficit of 27	38	Deficit of 37	Deficit of 36

* Facilities owned by Round Rock Independent School District may not be open for public use
 **Some fields owned by City, but are tourism driven and not always available for public use

Map 5.12, Base All Field Service Areas

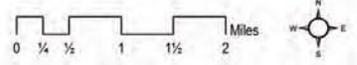
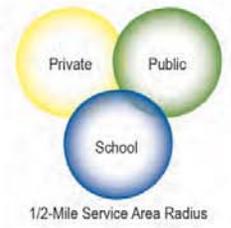


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Map 5.1 , Soft all Field Ser ice Areas



- Legend**
- Public Parks
 - Private Parks
 - Round Rock ISD
 - Round Rock City Limits
 - Round Rock ETJ
 - Main Roads
 - Minor Roads
 - Railroads
 - Major Creeks



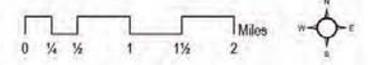
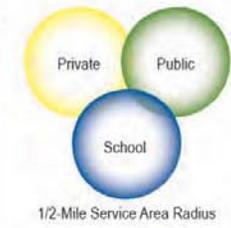
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Map 5.1 , iamond Practice Field Ser ice Areas



Legend

- Public Parks
- Private Parks
- Round Rock ISD
- Round Rock City Limits
- Round Rock ETJ
- Main Roads
- Minor Roads
- Railroads
- Major Creeks



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Sports Courts

Basketball Courts

Key Issues - There are over 60 outdoor basketball courts in Round Rock and its T, of which only seven are City owned. Many of the outdoor basketball courts are located at neighborhood amenity centers or public schools and are half court. Since these sites are accessible to the people who live in the neighborhoods around them, the current need for outdoor basketball courts is generally being met. See Map .1, Basketball Court Service Areas for the distribution of basketball facilities in Round Rock.

Level of Need – o . As additional areas in the City develop over the coming years, the City should continue to encourage private developments to provide outdoor basketball courts to meet the needs of the local residents.

Tennis Courts

Key Issues - While there are 70 tennis courts in the City and ETJ, the majority of the City-owned courts are located in Old Settlers Park. Other than the courts at Williamson County Regional Park, very few courts are open to the public on the west side of the City. See Map .16, Tennis Court Service Areas for the distribution of tennis facilities in Round Rock.

Level of Need – edium need for more public courts. In order to address the goal of Round Rock being the Sports Capital of Texas, more courts will be needed in Old Settlers Park, and a joint partnership with Round Rock ISD is necessary so that school courts can be used to accommodate tournaments.

olleyball Courts

Key Issues - Sand volleyball is becoming an increasingly popular sport and makes for an easy pick-up game. Based on the target level of service, the City currently has a deficit of 10 courts. If no other courts are developed, this deficit will grow to 17 courts by 2025. Moving forward, larger neighborhood parks and community parks should be planned with at least one sand volleyball court. Aside from the courts at Old Settlers Park, there are no sand volleyball courts in the northeast sector of the City. See Map 5.17, olleyball Court Service Areas for the distribution of volleyball facilities in Round Rock.

Level of Need – i . Develop tournament quality facility at Old Settlers Park.

Figure 5.1, Target e el of Ser ice for Sports ourts

Facility	Current Availability (total)	Public Owned	Private Owned	RR SD Owned	Current LOS (1 Facility per Residents)		Target LOS (Per Residents)	201 Need Based on 115, Population	2017 Deficit or Surplus		2025 Need Based on 150, 6 Population	2025 Deficit or Surplus	
					Public Owned	All Facilities			Public Owned	All Facilities		Public Owned	All Facilities
Basketball (Outdoor)	66	8	20	38	14,500	1,758	1 per 3,000	39	Deficit of 31	Surplus of 27	1	Deficit of 43	Surplus of 1
Tennis	70	30	24	16	3,867	1,657	1 per 3,500	34	Deficit of 4	Surplus of 36	44	Deficit of 14	Surplus of 26
olleyball (Outdoor)	14	6	8	0	19,333	8,286	1 per 5,000	24	Deficit of 18	Deficit of 10	31	Deficit of 25	Deficit of 17

* Facilities owned by Round Rock Independent School District may not be open for public use

Map 5.15, asket all our Service Areas



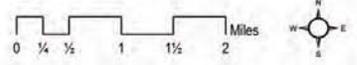
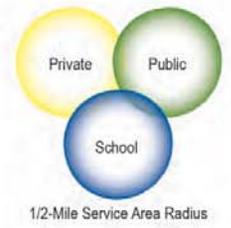
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Map 5.1 , enniss court Service Areas



Legend

- Public Parks
- Private Parks
- Round Rock ISD
- Round Rock City Limits
- Round Rock ETJ
- Main Roads
- Minor Roads
- Railroads
- Major Creeks



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Map 5.17,olley all our Service Areas



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Special Use Facilities

Amphitheater Or Outdoor Event Facilities

Key Issues - In recent years, the City developed Centennial Plaza which provides an event area in downtown which can be used for markets, festivals, and special events. The festival grounds in Old Settlers Park hold events, such as Frontier Days, and can accommodate well over 1,000 patrons. While there is an amphitheater at the Baca Center, it is only large enough for a few hundred people (less than 500). Round Rock lacks a large, attractive amphitheater or venue for staged performances that can accommodate over 1,000 people. This facility should accommodate a range of spectators (between 500 and 5,000) and should be able to handle music, theatrical, and civic events. Distribution of the City's existing outdoor event facilities is illustrated in Map 5.18, Outdoor Event Facility Service Areas.

Level of Need – High for a large performance area.

Dog Park

Key Issues - The City's one existing dog park is located in the southeast sector (See Map 5.19, Dog Park Service Areas). Based on the target of two dog parks for the City, the City should consider developing a second fenced dog park, possibly in the northwest sector. Additionally, not all dog parks need to be highly developed fenced areas. In order to better serve residents throughout the community, the City has a goal of designating one off-leash dog area for each sector of the City. An off-leash area may or may not be fenced in like a typical dog park, but would include large open fields away from the commotion of the

main park area or streets. Dogs would be permitted to run loose in these areas under supervision of their owners. These areas should be sited in centrally located parks within each sector, in locations away from vehicular traffic.

Level of Need - Medium for a second facility. The City should evaluate existing parks in each sector to determine potential locations for designated off-leash areas. Areas near trails would likely be highly used by residents with dogs.

Golf Course

Key Issues – There are two golf courses in Round Rock, one of which is a municipal course. As illustrated on Map 5.20, Golf Course Service Areas, the western sectors of the City do not have nearby access to golf courses. That being said, the City should continue to encourage the private sector to provide additional golf facilities as the market demands.

Level of Need – Low. Evaluate usage of area courses.

Rental Facilities

Key Issues – There are a number of facilities throughout the City that the public can rent (e.g., park pavilions, Centennial Plaza, etc.). However, marketing of these facilities could be improved as many residents in Round Rock and surrounding communities do not know the facilities are available to them. The Kinningham facility is in need of structural repairs and improvements and is unavailable for rentals until repairs are made. Additionally, pavilions must

be maintained and made appropriate to meet resident demands, including type of amenities offered, the size of the pavilion, and quality of structure. Lakeview Pavilion plays host to several large community special events and is undersized for the amount of people it is expected to serve. Additionally, amenities surrounding the pavilion, such as restrooms, are undersized to meet the demand of the rental pavilion. See Map .21, Rental Facility Service Areas for the distribution of these amenities in Round Rock.

Level of Need – There is a high need to renovate existing facilities. Major renovation of existing rental facilities is critical so that they continue to provide adequate spaces. The need for additional rental facilities is medium.

Skate Park

Key Issues - The skate park in Round Rock is fairly new, but is already exhibiting signs of wear and tear. Continued maintenance of the facility and periodic evaluation of condition is important. As development continues, the City should continue to gauge the desire for additional facilities located throughout the community. See Map .22, Skate Park Service Areas for the location of the existing skate park.

Level of Need – Low for additional facility. Maintenance and upkeep of existing skate park has a high level of need. Over the long term, the City should consider satellite facilities in the north and west sectors of the City.

Figure 5.1 , Target Level of Service for Special Use Facilities

Facility	Current Availability (total)	Public Owned	Private Owned	RR SD Owned	Current LOS (1 Facility per Residents)		Target LOS (Per Residents)	2017 Need Based on 115, Population	2017 Deficit or Surplus		2025 Need Based on 150, 6 Population	2025 Deficit or Surplus	
					Public Owned	All Facilities			Public Owned	All Facilities		Public Owned	All Facilities
Amphitheater or Outdoor Event Space	3	3	0	0	38,666	38,666	aries	aries	aries	aries	aries	aries	aries
Dog Park	1	1	0	0	115,997	115,997	2 per planning area	8	Deficit of 7	Deficit of 7	8	Deficit of 7	Deficit of 7
Golf Course	2	1	1	0	115,997	57,999	1 per 30,000	4	Deficit of 3	Deficit of 2		Deficit of 43	Deficit of 3
Rental Facilities	14	14	Not Included	Not Included	8,286	8,286	aries	aries	aries	aries	aries	aries	aries
Skating (In Line & Skateboard)	1	1	0	0	115,997	115,997	1 per city	1	No deficit	No deficit	1	No deficit	No deficit

* Facilities owned by Round Rock Independent School District may not be open for public use

Map 5.1 , outdoor Entertainment Facility Service Areas



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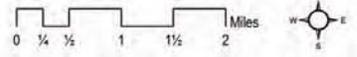
Map 5.1 , og Park Facility Ser vice Areas



- Legend**
- Public Parks
 - Private Parks
 - Round Rock ISD
 - Round Rock City Limits
 - Round Rock ETJ
 - Main Roads
 - Minor Roads
 - Railroads
 - Major Creeks



1/2-Mile Service Area Radius



Map 5.20, *olf course Service Areas*



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Map 5.21, Rental Facility Service Areas



Map 5.22, Skate Park Service Areas



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Playgrounds

Key Issues - Playgrounds are well distributed throughout Round Rock and are provided in public, private, and school parks (see Map .23, Playground Service Areas). While not all playground facilities will be used the same amount, availability in close proximity to neighborhoods is important. Based on the target level of service of one playground for every 2,000 people, the City's 2017 and 2025 needs are being met. It is, however, also important to provide shade, whenever possible, and age appropriate amenities, including more challenging play units for older children. The City's existing playscapes should be evaluated to determine any needs for playground expansions.

In 2012, the City opened its adaptive playground, known as Play for All Park, next to the Rabb House. The 51,000-square-foot park has truly become a destination playground and includes several pods intended to develop specific skills for all children and a life skills area which is designed to teach children about traffic safety. Since its opening, the park has seen hundreds of thousands of visitors from throughout the community, the region, and across the country. Based on the park's remarkable success, the City is partnering with the Play for All Foundation to double the size of the existing park. As a unique, memorable playscape, the Play for All Park expansion will have long lasting benefits for all residents and visitors alike.

In addition to the Play for All Playground, PARD has recently renovated the Joanne Land Playground. This playground has been transformed into a destination playground with climbing towers and skywalls with obstacles and a zipline. With Joanne Land Playground becoming the City's second destination playground, it is apparent that a destination playground is needed in every sector of the City. The nature destination playground planned for Behrens Ranch Park in the Northwest sector of the City and the Texas-themed destination playground planned as part of Heritage Trail East would help the PARD reach that goal.

While the City is expanding its centrally located Play for All Park, there are still many playscapes which are old and in need of repair. The PARD has compiled an analysis of all features in the City-owned parks including the playscapes. Update and renovation of the playscape equipment as needed is a high priority to ensure the safety of Round Rock's residents.

Level of Need – identify need for renovation, installation of playscape shade structures, and introducing new technology play units. identify need for destination playground in every sector of the City.



The Play for All Park is well loved by children throughout the region and beyond.



Locating playgrounds adjacent to picnic pavilions, such as in Kensington Park and Greenbelt, provides a shaded space for parents to relax while supervising their children.

Figure 5.15, Target Level of Service for Playgrounds

Facility	Current Availability (total)	Public Owned	Private Owned	RR SD Owned	Current LOS (1 Facility per Residents)		Target LOS (Per Residents)	2017 Need Based on 115,000 Population	2017 Deficit or Surplus		2025 Need Based on 150,000 Population	2025 Deficit or Surplus		
					Public Owned	All Facilities			Public Owned	All Facilities		Public Owned	All Facilities	
Playgrounds	12	33	63	29	3	1	928	1 per 2,000	58	Deficit of 25	Surplus of 67	76	Deficit of 43	Surplus of 49

* Facilities owned by Round Rock Independent School District may not be open for public use

Map 5.2 , Playground Service Areas



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Passive Recreation Facilities

Picnic Amenities

Key Issues - Picnic amenities are relatively well distributed throughout Round Rock. The northwest and southeast planning areas are lacking amenities in some locations (see Map 5.24, Picnic Facility Service Areas). Picnic amenities provide multigenerational, equitable opportunities for residents to get outside, enjoy nature, and gain an appreciation for the environment. As such, the City has a target of providing at least minimal picnic amenities in every park (where appropriate). Minimal amenities means picnic tables, benches, barbecue grills, trash cans, and water fountains (where appropriate). There are currently 109 parks in the City which do not include picnic amenities. Of this, 26 are City-owned parks and are primarily linear parks.

In the parks that do include picnic amenities, many picnic facilities are aging and need updating. The City should analyze its picnic amenities and determine key areas to provide additional clusters of picnic tables. Additionally, many areas lack barbecue grills.

Level of Need – i throughout the scenic areas. Focus on parks with water and/or significant scenic qualities.

Pavilions

Key Issues – Picnic pavilions provide shaded opportunities for individuals and small and large groups to gather and enjoy a few hours in the park. Pavilions are located in a number of parks throughout the City, but the northern and southern areas of the City are somewhat lacking (see Map .2 , Picnic Pavilion Service Areas). Picnic pavilions should be strategically placed as prominent features in parks. Based on the target of one pavilion per 3,000 people, the 2017 and 2025 needs are currently being met for Round Rock. Despite that, the Texas sun is strong and can be a deterrent to residents enjoying the parks during the summer. The provision of additional shaded gathering areas would likely encourage greater year-round use of the parks.

A significant number of the existing pavilions are older and in need of updating or replacement. The standard for all new pavilions in Round Rock includes stone columns and a metal roof. The pavilions in Old Settlers Park need to be renovated to match the new standard. Additionally, the pavilions must be evaluated to make sure that they are serving their intended population for size and amenities. The Lakeview Pavilion at Old Settlers Park is used for large community, corporate, and private events and is the hub for many of the special events and K races in the park. The pavilion is severely undersized to host these events and the support facilities (restrooms) are insufficient for the large crowds.

Level of Need – edium, significant demand for shaded locations in parks. i for replacing Lakeview Pavilion and its surrounding support facilities.



ven minimal picnic amenities, such as those at Chisholm Trail Crossing, provide places for daily relaxation and enjoyment of the parks system.

Figure 5.1 , target e el of Ser ice for Passi e Recreation

Facility	Current Availability (total)	Public Owned	Private Owned	RR SD Owned	Current LOS (1 Facility per Residents)		Target LOS (Per Residents)	201 Need Based on 115, Population	2017 Deficit or Surplus		2025 Need Based on 150, 6 Population	2025 Deficit or Surplus	
					Public Owned	All Facilities			Public Owned	All Facilities		Public Owned	All Facilities
Picnic Facilities (Tables, Benches, BBQ Grills, Fountains, Trash Bins)	49 parks	30 parks	19 parks	0	3,867	2,367	In all parks	In all parks	Deficit in 32 parks	Deficit in 109 parks	In all parks	Deficit in 32 parks	Deficit in 109 parks
Picnic Pavilions	3	26	22		4,461	2,189	1 per 3,000	39	Deficit of 13	Surplus of 14	1	Deficit of 25	Surplus of 2

* Facilities owned by Round Rock Independent School District may not be open for public use

Map 5.2 , Picnic Facility Service Areas



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Map 5.25, Picnic Pavilion Service Areas



Water Recreation Facilities

Swimming Pools

Key Issues – There are 42 swimming pools in Round Rock and only four of them are City-owned. The remaining pools are owned by private HOAs or MUDs and are thus only available to the residents of that community. City-owned swimming pools are concentrated in the eastern side of Round Rock and the northwest sector lacks a City-owned pool (see Map 5.26, Swimming Pool Service Areas). While the 2017 and 2025 target levels of service for swimming pools are currently being met, it is important that adequate water-based recreation be provided as residential development continues.

The City recently expanded the Rock’N River Water Park located in Old Settlers Park. Opened in 2016, the facility more than doubled in size and includes exciting new attractions for all ages. The other City owned pools are aging, especially Lake Creek Pool, and are in need of renovation to comply with the American with Disabilities Act. Additional upgrades are needed with the pool systems in order to keep the pools operating in a safe and efficient manner.

Level of Need – 0 for new facilities. 1 for renovation and expansion of existing facilities.

Spray Grounds/ Water Play

Key Issues – In recent years, spray grounds have been gaining nationwide popularity. They provide fun water-based recreation but have less maintenance and staffing requirements than traditional swimming pools. Spray grounds can be free, standalone elements, such as in the Sharon Prete Main Street Plaza, or they can be fee-based amenities integrated into larger aquatic complexes, such as the Rock’N River Water Park. There are four City-owned spray grounds in Round Rock, with one located in each sector of the City (see Map 5.27, Splash Pad Service Areas).

As a central Texas city, the minimum target level of service for spray grounds is one for every 25,000 people. The City currently has a deficit of one spray ground and this deficit will grow to two by 2025 if no additional facilities are developed.

Level of Need – 1. The additional spray ground could be a free standing facility or developed as part of an aquatic complex.



Standalone spray grounds located throughout a city can provide easy access to water-based recreation for residents across the community.

Figure 5.17, Target Level of Service for Water Recreation Facilities

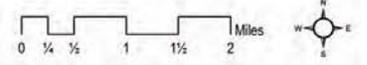
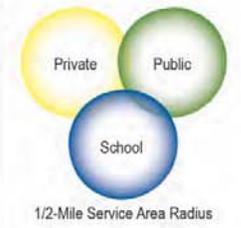
Facility	Current Availability (total)	Public Owned	Private Owned	RR SD Owned	Current LOS (1 Facility per Residents)		Target LOS (Per Residents)	2017 Need Based on 115,000 Population	2017 Deficit or Surplus		2025 Need Based on 150,000 Population	2025 Deficit or Surplus	
					Public Owned	All Facilities			Public Owned	All Facilities		Public Owned	All Facilities
Swimming Pool	42 (64,300 SY)	4 (11,500 SY)	38 (52,800 SY)	0	28,999	2,762	3 to 5 sq. yards per 1.5% of population	5220 SY to 8700 SY	Surplus of 2,800 to 6,280 SY	Surplus of 55,600 to 59,080 SY	6,785 SY to 11,308 SY	Surplus of 192 SY to 4,715 SY	Surplus of 52,992 SY to 57,515 SY
Spray Grounds	4	4	Not Included	Not Included	28,999	28,999	1 per 25,000		Deficit of 1	Deficit of 1	6	Deficit of 2	Deficit of 2

* Facilities owned by Round Rock Independent School District may not be open for public use

Map 5.2 , S imming Pool Ser vice Areas



- Legend**
- Public Parks
 - Private Parks
 - Round Rock ISD
 - Round Rock City Limits
 - Round Rock ETJ
 - Main Roads
 - Minor Roads
 - Railroads
 - Major Creeks



Map 5.27, Splas Pad Service Areas



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Trails

Key Issues – Trails have continually been one of the most supported facilities among citizens in Round Rock. In fact, over 75 percent of the statistically valid survey respondents indicated a need for walking trails. Additionally, walking and biking trails were ranked in the top four most important facilities by 58 and 28 percent of respondents, respectively. The City has a target of providing one mile of trail for every 2,500 people. While there are approximately 140 miles of trails in Round Rock and its ETJ, only 75 miles are City-owned and open to all users. The remaining trails are owned by HOAs and MUs and only some are available to the general public. As such, continuing to develop a citywide system of trails is one of the top priorities over the next ten years.

Trails should be available in all parts of the City. In its current state, the trail system is missing key connections along the Brushy Creek, and through the central and northern portions of the City (see Map 5.28, Trail Service Areas). Additional trail development should focus on trails along linear parks that link existing trail segments and provide north-south and east-west connectivity across the City. Whenever possible, internal loop trails should be provided in all larger parks.

Level of Need – Trail development along linear greenbelts should be one of the major priorities of the next 10 years. Significant trail needs exist in the central core area of the City, as well as in the northern sectors. High priority trails should connect parks and neighborhoods to downtown. Other important trails should link to the University/Higher Education district in Round Rock. In the long term, trails should be an integral part of greenbelt development in northeast Round Rock. Emphasis should also be placed on creating regional connectivity.



Trails provide multigenerational opportunities for exercise, socialization, recreation, and access to nature.



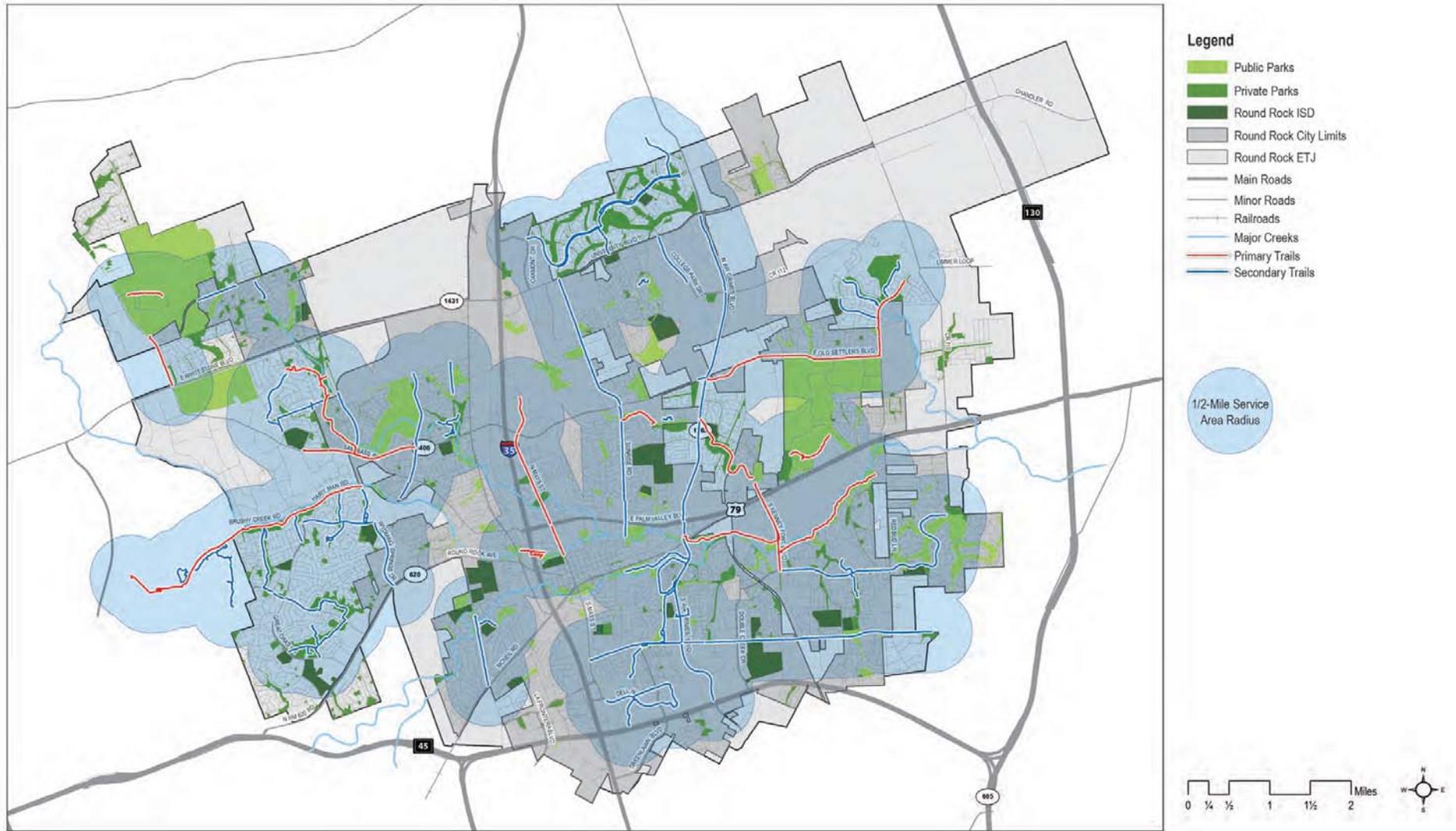
Differing trail materials provide more or less rigid support and are sometimes preferred for different activities. For example, many people prefer to run on a softer trail surface, such as decomposed granite, as it is gentler on their joints.

Figure 5.1 , Target Level of Service for Trails

Facility	Current Availability (total)	Public Owned	Private Owned	RR SD Owned	Current LOS (1 Facility per Residents)		Target LOS (Per Residents)	2017 Need Based on 115,000 Population	2017 Deficit or Surplus		2025 Need Based on 150,000 Population	2025 Deficit or Surplus		
					Public Owned	All Facilities			Public Owned	All Facilities		Public Owned	All Facilities	
Trails (miles)	140.4	74.8	57.6	8.0	1	1	826	1 per 2,500	46.4	Surplus of 28.48	Surplus of 94.0	60.3	Surplus of 14.5	Surplus of 80.1

* Facilities owned by Round Rock Independent School District may not be open for public use

Map 5.2 , rail Service Areas



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Indoor Gymnasiums

Key Issues – No partnership with Round Rock ISD currently exists to allow league or public use of their indoor gymnasiums when school is not in session. As such, there are only two locations with indoor gyms which can be used by leagues or the general public. The gyms are located at the Clay Madsen Recreation Center (southwest sector) and Round Rock Sports Center (northeast sector) (see Map 5.29, Indoor Gymnasium Service Areas). The gyms at the Sports Center are primarily tourism driven to support the Sports Capital of Texas campaign. As such, the courts are available for use in a rental facility capacity only.

Based on the target level of service of providing one indoor gymnasium (equivalent to one indoor basketball court) per 10,000 people, there is a current deficit of four for 2017 and a projected deficit of eight courts by 2025. In an effort to address the existing and future deficits of indoor gymnasium space, the City of Round Rock should work towards creating a stronger partnership with Round Rock ISD for use of some of the school gyms for basketball and volleyball leagues. Use of even a portion of the school gymnasiums would help to alleviate the citywide deficit. Additionally, Round Rock should pursue the option of constructing an additional Recreation Center in the North sector of the City to include an indoor gymnasium.

Level of Need – i for developing a partnership with Round Rock ISD for use of some school gyms when school is not in session and on the weekends.

As the new recreation centers are constructed in the long term in the north, gymnasiums should be included in the design for basketball and volleyball play.



The Clay Madsen Recreation Center provides multiple indoor gymnasiums which can be rented for league use or used as part of a Recreation Center membership.

Figure 5.1 , Target Level of Service for Indoor Gymnasiums

Facility	Current Availability (total)	Public Owned	Private Owned	RR SD Owned	Current LOS (1 Facility per Residents)		Target LOS (Per Residents)	2017 Need Based on 115,000 Population	2017 Deficit or Surplus		2025 Need Based on 150,000 Population	2025 Deficit or Surplus	
					Public Owned	All Facilities			Public Owned	All Facilities		Public Owned	All Facilities
Indoor Gymnasium	8	8	0	Not Included	14,500	14,500	1 per 10,000	12	Deficit of 4	Deficit of 4	16	Deficit of 8	Deficit of 8

* Facilities owned by Round Rock Independent School District may not be open for public use. Some facilities owned by City, but are tourism driven and not always available for public use.

Map 5.2 , ndoor ymnasium Ser ice Areas



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Demand-Based Assessment of Needs

In addition to analyzing facility quantities and parkland acreage and distribution, it is essential to identify public demand for parks and recreation opportunities. Identifying the wants and needs of residents allows the City of Round Rock to plan accordingly in order to best serve the community. A demand-based assessment is based on the actual participation in organized activities and the level of use of the parks, where available. It is also based on the level of use and preferences expressed by residents through the citizen telephone survey, online survey, and public meetings. In the parks planning process, public input helps identify what types of existing facilities are being used, where key deficiencies may occur, and where the residents would like to see their funding targeted. It is important to note that the demographics observed in the statistically valid survey completed by ETC did not reflect the true demographics of Round Rock. A disproportionate amount of seniors completed the survey and as such, the results were somewhat skewed.

Most Frequent Activities

Survey respondents were asked how often they visited parks, participated in activities, or used a variety of facilities. Based on the positive responses regarding whether households had visited City-owned parks in the last 12 months (77%) it is clear that Round Rock residents value their parks system. Old Settlers Park, the Brushy Creek Greenbelt, and the Play for All Abilities Park are the most commonly visited parks in the City. When considering recreational programs, households most frequently participate in community special events, adult fitness and wellness programs, and athletic special events.

Most Important Facilities and Programs

The top five recreation facilities that are most important to Round Rock households are walking trails, biking trails, natural areas and wildlife habitats, running/walking track, and indoor exercise and fitness facilities (see Figure 4.7, Facilities that are Most Important to Households, in Chapter 4). The top five recreation programs that are most important to households are community special events, adult fitness and wellness programs, programs for adults over 50, adult leisure learning programs, and nature programs/environmental education (see Figure 4.10, Programs that are Most Important to Households, in Chapter 4).

Greatest Unmet Need

The top five recreation facility needs which are being met 50 percent or less are shade elements, natural areas and wildlife habitats, small neighborhood parks, walking trails, and outdoor performance space/amphitheaters (see Figure 4.6, Estimated Number of Households whose Recreation Facility Needs are Being Met 50 or Less, in Chapter 4). The top five program needs which are being met 50 percent or less are community special events, adult fitness & wellness programs, nature programs/environmental education, programs for adults over 50, and water fitness programs (see Figure 4.9, Estimated Number of Households whose Recreation Program Needs are Being Met 50 or Less, in Chapter 4).

Importance - Unmet Needs Assessment Matrices

The importance - unmet needs matrices on the adjacent page are a tool for assessing the priority that should be placed on parks and recreation facilities and programs in the City. Based on survey responses, each of the facilities and programs that were assessed on the survey were placed in one of the following four quadrants:

- **Top Priorities** (higher importance and high unmet need). Items in this quadrant should be given the highest priority for improvement. Respondents placed a high level of importance on these items and the unmet need rating is high. Improvements to items in this quadrant will have positive benefits for the highest number of Round Rock residents.
- **Continued Emphasis** (higher importance and low unmet need). Items in this quadrant should be given secondary priority for improvement. Respondents placed a high level of importance on these items, but the unmet need rating is relatively low.
- **Special Interest/Lower Priority** (lower importance and high unmet need). This quadrant shows where improvements may be needed to serve the needs of specialized populations. Respondents placed a lower level of importance on these items, but the unmet need rating is relatively high.
- **Lower Priority** (lower importance and low unmet need). Items in this quadrant should receive the lowest priority for improvement. Respondents placed a lower level of importance on these items, and the unmet need rating is relatively low.



Additional community special events was the highest ranked program need in statistically valid survey.



Access to natural areas and wildlife habitats was ranked as one of the community's most important facilities.

Figure 5.20, 2015 Importance/Unmet Need Assessment Matrix for Parks and Recreation Facilities

(points on the graph show deviations from the mean importance and unmet need ratings given by respondents to the survey - closest to the right edge represents the most important, closest to the top edge represents the greatest unmet need)

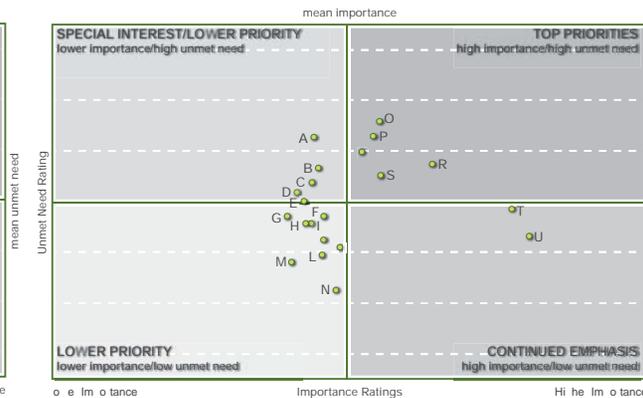


<p>Special Interest/Lower Priority</p> <ul style="list-style-type: none"> A. Fish/boating areas B. Outdoor basketball courts C. Outdoor performance space/amphitheaters D. Outdoor volleyball courts E. Skateboard parks F. Outdoor tennis courts G. Outdoor special event rental space H. Spray parks 	<p>Top Priorities</p> <ul style="list-style-type: none"> O. Shade elements P. Dog parks Q. Natural areas & wildlife habitats R. Indoor exercise & fitness facilities
<p>Lower Priority</p> <ul style="list-style-type: none"> I. Indoor gymnasiums J. Adult softball fields K. Flat fields (rugby, soccer, football, etc.) L. Picnic shelters/areas M. Youth baseball/softball fields N. Large community parks 	<p>Continued Emphasis</p> <ul style="list-style-type: none"> S. Small neighborhood parks T. Running/walking track U. Outdoor swimming pools . Biking trails . Playgrounds . Walking trails

Source: ETC Institute

Figure 5.21, 2015 Importance/Unmet Need Assessment Matrix for Parks and Recreation Programs

(points on the graph show deviations from the mean importance and unmet need ratings given by respondents to the survey - closest to the right edge represents the most important, closest to the top edge represents the greatest unmet need)

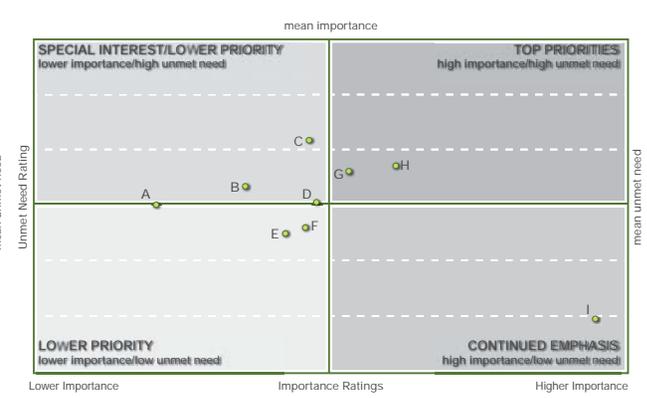


<p>Special Interest/Lower Priority</p> <ul style="list-style-type: none"> A. Tennis lessons & leagues B. Programs for people with disabilities C. Programs for teens . Adult learn to swim programs E. Youth art, dance, performing arts 	<p>Top Priorities</p> <ul style="list-style-type: none"> O. Nature programs/environmental education P. Water fitness programs Q. Adult art, dance, performing arts R. Programs for adults over 50 S. Adult leisure learning programs
<p>Lower Priority</p> <ul style="list-style-type: none"> F. Summer camps G. Preschool programs H. Before & after school programs I. School break programs . Athletic special events K. Youth learn to swim programs L. Youth athletic leagues (competitive) M. Youth fitness & wellness programs N. Youth athletic leagues (recreation) 	<p>Continued Emphasis</p> <ul style="list-style-type: none"> T. Adult fitness & wellness programs U. Community special events

Source: ETC Institute

Figure 5.22, 2015 Importance/Unmet Need Assessment Matrix for Parks and Playground Services

(points on the graph show deviations from the mean importance and unmet need ratings given by respondents to the survey - closest to the right edge represents the most important, closest to the top edge represents the greatest unmet need)



<p>Special Interest/Lower Priority</p> <ul style="list-style-type: none"> A. Overall quality of play courts B. Overall quality of play fields C. Mowing and trimming in parks D. Overall quality of trash pickup in parks 	<p>Top Priorities</p> <ul style="list-style-type: none"> G. Overall condition of parks and playgrounds H. Overall quality of playground equipment
<p>Lower Priority</p> <ul style="list-style-type: none"> E. Overall quality of picnic areas F. Overall quality of landscaping 	<p>Continued Emphasis</p> <ul style="list-style-type: none"> I. Overall quality of outdoor restrooms

Source: ETC Institute



Resource-Based Assessment of Needs

In the resource based assessment, key physical features of the City that may create recreation opportunities are assessed. Both man-made and natural features can be considered. The City of Round Rock has a number of landscape features that should be preserved and/or adapted for recreational use and open space preservation where feasible. These are the creek system corridors, areas around Paloma Lake and Meadow Lake, rural landscapes, historic/cultural landscapes, utility right-of-ways, and the railroad right-of-way.

The Creek System

The City of Round Rock has a number of major creek corridors that run through much of the City: Brushy Creek, Chandler Creek, Onion Creek, and Lake Creek. In addition to these creeks, there are extensive drainage corridors throughout the City that connect many of the small area lakes and City parks. The nature of creek and drainage systems is that they are linear and thus ideal corridors for activities like hiking, jogging, and biking.

In order to capitalize on the recreation potential, the City should make serious effort to secure functional corridors along these creeks and drainage systems. The key criteria should be:

- Along undeveloped or underdeveloped creek areas, preserve the larger of the 100-year floodplain or a 300-foot wide corridor along all creeks and their tributaries. Preservation should be targeted to ensure flood control and recreation opportunities by preventing unrestricted encroachment on creeks and destruction of the forested areas along creeks. Acquisition of land may include purchase of property, donation as undevelopable, or the purchase of development rights. The implication is that the City becomes the custodian of the land by holding the development rights in perpetuity with an agreement that it will never be developed. The model of the Texas Nature Conservancy may be followed in acquiring these development rights.
- Acquire and preserve, where feasible, drainage streams that can create linkage to adjacent neighborhoods. Preservation of more than just the bare minimum for drainage purposes can allow greater recreational opportunities.

- Work with land and homeowners to create linear vehicular and pedestrian parkways along the edges of the floodplain, rather than backing lots up to the wooded areas. Such single-loaded parkways open the creek areas to the benefit of informal enjoyment by all and has the added benefit of informal surveillance. Where feasible, existing areas should be retrofitted using this concept.
- Continue to create linear trail segments in phases. Identify key trail linkages to develop first. With proper City support, funding, and marketing, these trails will become the impetus for the development of similar trail connections.
- Acquire land that is regularly subjected to flooding, remove all improvements, and restore the flood area to a healthy and functional ecosystem. This means returning the floodplain to the creek with the benefit of flood control and recreation access.

Developing creeks and drainage corridors will assist in answering the need for additional linear parkland in the City. This will also provide the opportunity for the development of hike and bike trails which rated consistently as one of the most important recreational facilities needed in the City. Recommendations for the development of trails along creeks are discussed in more detail in the Trails Master Plan Update document.

Rural Landscapes

Visually rural landscapes are defined by long and open vistas, typical of the Texas landscape. Such landscapes may be experienced in various ways, including the use of hike and bike trails and driving along rural roads. To be effective, it requires expansive lands seen over a distance which are uncluttered by development, signs, and utilities. This may be achieved with winding roads and well defined views. Views in the northeast and northwest sectors of the City are candidates for preservation of views and a rural character.

The rural experience can be maintained without compromising development opportunities through the protection of floodplains along creeks and the preservation of open space. This can be done through application of Conservation Planning and Design principles. One of the most basic principles is to demand single-loaded roads. As previously mentioned, this strategy involves roads which serve as access to developed areas yet at the same time provide rural experiences through views of the surrounding landscape.



The City's system of creeks, lakes, and drainage corridors is a valuable environmental and recreational resource.



Rural landscapes can provide visual and physical access to undeveloped areas.



Downtown Round Rock includes a number of historically significant properties and structures.



The area surrounding the Round Rock is rich with cultural heritage.

Cultural Landscapes

The National Park Service describes Cultural Landscapes as “setting we have created in the natural world. They revive fundamental ties between people and the land - ties based on our need to grow food, give form to our settlements, meet requirements for recreation, and find suitable places to bury our dead. Cultural Landscapes are intertwined patterns of things both natural and constructed: plants and fences, watercourses and buildings. They range from formal gardens to cattle ranches, from cemeteries and pilgrimage routes to village squares. They are special places: expressions of human manipulation and adaptation of the land.

Round Rock has a rich history and culture, especially in the downtown area. The historic downtown and surrounding area encompass a number of historical properties and archaeological sites that represent some important aspects of the early settlement and subsequent development of the Round Rock area. However, the recognition and preservation of individual sites and structures is not enough to ensure the protection of the landscape as a whole, which is essential to evoke the quality and essence of the history of the area. In fact, Round Rock’s historical and cultural heritage is inextricably linked to the natural environment. Once a site or feature is severed from its context, a tremendously important part of the cultural experience is lost. Within the context lie visual clues as to the way in which people from an earlier generation and era related to their environment. It is thus imperative to protect the integrity of the entire landscape in which the cultural features and sites are contained. Additionally, the planned Heritage Trail, which is meant to serve as a historical and cultural timeline of Round Rock, should be designed and constructed with the utmost care to creatively and accurately demonstrate Round Rock’s unique heritage.

The historic district encompasses the following designated sites and landmarks:

- Andrew . Palm House (current isitor Center and Chamber of Commerce)
- J.A. Nelson Company (early commercial building)
- Otto Reinke Building
- Old Broom Factory (marker on the Mays side of the building)
- Sam Bass eath Site (on the south side of Round Rock Avenue just west of Mays Street)

- Chisholm Trail Crossing
- The round rock in Brushy Creek which is where Round Rock received its name
- The Brushy Creek Corridor
- Total of 2 sites and markers in Round Rock

Utility Right-of- ways

The linear nature of utility right-of-ways makes them ideal as hike and bike trails. Developing trails along regional utility right-of-ways and other easements is essential for mobility and connectivity throughout Round Rock.

Rail Right-of- ways

Two characteristics of a rail right-of-way make it ideal as a hike and bike trail: its linear nature and gentle topographic change. An added aesthetic value of a rail right-of-way is that trees along its length often provide special character and natural interest.

The City of Round Rock has a railroad that stretches across the entire length of the City from east to west, along McNeil Road. Its continued use as a freight line places limitations on the use of the right-of-way. However, the City of Round Rock should continue to pursue an option for a trail that runs parallel to tracks through the center of the City. This trail could be placed against the back of curb to calm fears of danger from the adjacent tracks. If deemed absolutely necessary, four-foot high fencing could be placed between the trail and the tracks.



Summary of Key Needs for Round Rock

Through the needs analysis process, the level of need for increased parkland acreage, connectivity, recreational facilities, and programming was identified. Key takeaways of the analysis follow:

Parkland Acreage Needs

In 2017, the City is most deficient in community, metropolitan, and regional parkland. Moving forward, the City should prioritize development of existing undeveloped parks (e.g., Behrens Ranch Park and Mayfield Park), and acquisition and development of additional parkland which can meet the needs of residents throughout the community, with emphasis on currently underserved areas (see Figure 5.10, Summary of Key Acreage Needs for 2017 to 2027). As development continues in the northeast sector, care should be taken to ensure that future residents in that area have adequate access to parkland. The City should also continue strategic land preservation and acquisition to continue moving towards its vision of preserving 14 percent of the City and ETJ as parks and open space.

Parkland Connectivity

Pedestrian and bicycle trails were a high priority for the community in 2009. Today, despite trail development since then, providing additional pedestrian and bicycle trails remains one of the community's highest priorities. In coming years, the City should continue to prioritize and develop key trail segments to provide citywide access to parks, schools, downtown, and other key areas.

Facility Needs

Based on the level of service assessment and public input, the City has a high active recreation need for field lighting, baseball/softball practice and recreational fields, soccer field amenities (e.g., spectator seating), volleyball courts, and indoor gymnasium space. High passive recreation needs include outdoor performance spaces, renovation of rental facilities and playgrounds, additional picnicking amenities, shade elements, spray grounds, trails, natural areas, and small neighborhood parks.

Recreational Program Needs

As seen throughout the public engagement, key recreational program needs include additional community events; adult and senior fitness, leisure learning, and creative programming; environmental education; water fitness programs; and multigenerational programming.

The Desired State for Parks and Recreation in Round Rock

The desired state for the Round Rock Parks and Recreation Department is based on a careful combination of trend analysis and projection, public input data collection, and input from the Round Rock City Council and Mayor. From this information, the Parks and Recreation Department has determined the ideal state in which to operate and function as a whole.

In terms of mobility and connectivity, Round Rock should provide a system of trails, greenbelts, and open space that encourages residents to be outdoors, living a healthy lifestyle and learning about local natural features. Connectivity also serves to facilitate an alternative transportation opportunity for Round Rock residents. By connecting residents to locations such as schools, public spaces, neighborhoods, places of employment, and retail destinations, the City gains a healthier, more active and close-knit community. Providing such linkages rewards the users and relieves traffic congestion.

The desired state of recreation and culture encompasses short and long range programs for development, expansion, and upgrading the Round Rock parks and recreation system. Recreation amenities would include providing an adequate number of fields for general public and league use and facilities that address the needs of all age groups, activity levels, and socioeconomic categories.

The desired state for Round Rock is one that will have provided for programs and facilities of the expanded leisure market trends. The park system will be distributed evenly throughout the City so that all residents have access to trails, athletic activities, and neighborhood and community parks. The community and character of Round Rock will be clearly visible to visitors. The City's identity will be clearly conveyed through beautification efforts, defined entry signage, and the continuation of tree plantings along streets and in parks.

The preservation and enhancement of historic and culturally significant landscapes will have resulted in the development of such significant features as the round rock, the Chisholm Trail Crossing Sculpture Park, Heritage Trail, Kenney Fort, and the Brushy Creek corridor. A particular emphasis will be made to celebrate the history and culture of this City.

Areas of cultural value, geological and topographic interest, and natural creek corridors will have been preserved, and funding mechanisms in place to acquire more lands for protection. The Parks and Recreation Department will maintain all of the Round Rock parks and recreation facilities in a superior condition and sustainable manner. Funding and manpower resources will be in place in order to regularly/proactively ensure the safety and quality of the City's



There is a need for additional recreational programming for all ages.



The Round Rock community highly values the events offered throughout the year.



Continued partnership with the Play for All Foundation will help the Play for All Playground to continue to flourish as a local and regional destination playground.



Continued The PAR currently coordinates with other City departments in the provision of a high-quality parks and recreation system.

amenities. Coordination with multi-jurisdictional entities with respect to issues that affect recreation opportunities will actively be pursued. Relationships will be strengthened and the City will work together in order to accomplish regional solutions.

The City will develop other funding mechanisms to help supplement its limited funding resources. The Parkland Education and Park Development Ordinance will continue to fund land acquisition and park development. Fee structures will be assessed and cooperation with private citizens and developers will be encouraged in which development and Adopt-A-Park programs may become realized. Citizen participation will continue to be utilized in determining long-range planning to reflect the changing conditions in Round Rock.

Essential Partnerships in the Future for Round Rock Parks and Recreation Department

For a parks and recreation system to be successful within a community, it helps to have a working and beneficial partnership with other entities. The Round Rock Parks and Recreation Department should continue to foster strong working relationships with other city departments such as: the Planning Department to ensure that quality and useful property is obtained for parkland; the Transportation Department to ensure that proper trails and bike lanes are being developed throughout all of Round Rock; the Sports Management and Tourism Department to help promote being the Sports Capital of Texas; the Economic Development Corporation to promote the park and recreation system and how it improves the quality of life for residents and business owners in Round Rock; and the Police Department to ensure that the parks and the special events held by the Parks and Recreation Department continue to be safe and successful.

There are other government entities beyond just the local government that the Round Rock Parks and Recreation Department should partner with such as Williamson County. A strong partnership with the county would ensure there is not a duplication of services when it comes to providing park and recreation facilities and to partner with in the development of facilities. Also a partnership with the governments of nearby communities is needed to enhance the connectivity of trails from one area to the other such as along the Brushy Creek corridor.

There are many local businesses that could be beneficial as partners such as Dell Inc. or the many medical centers in Round Rock. Medical centers and hospitals all over the nation often partner with local park and recreation departments because the two entities share the common goal of promoting physical activity and leading a healthier lifestyle. Additionally, the medical community can partner with the Parks and Recreation Department to offer therapeutic recreation, which can be evidenced with the success of the Play for All Abilities Playground.

Round Rock also has a strong core of community-based/special interest foundations, including the Community Foundation, Art Foundation, and Play for All Foundation. These foundations have helped create sculptures in the parks and plazas throughout Round Rock, as well as set up funds where people can donate money to directly contribute to enhancing and improving Round Rock's parks. The Play for All Foundation raises money directly for the upkeep and expansion of the Play for All Abilities Playground.

One other major partnership which should be strengthened in the future and as Round Rock continues to grow is the partnership with Round Rock Independent School District. The school district offers various types of recreational facilities which should continually be made available to the taxpayers. Leagues and residents should have adequate use of practice fields and playscape equipment when school is not in session or on the weekends. The school district also has significant gym space which could be used for basketball or volleyball leagues. A partnership with Round Rock ISD is important to the success of recreational programs that are offered through the Parks and Recreation Department. Additionally, as the therapeutic recreation trend continues to grow in Round Rock with projects like the Play for All Abilities Playground, a partnership with the school district and its special education teachers becomes very important.



City, State, and National Park and Recreation Trends

Trends fluctuate and cycle over the years. As park and recreation trends change, so does the quality-of-life activities and amenities most sought out by residents. Quality of life is dependent upon several key components, such as employment opportunities, the housing market, access to desirable schools, the amount of green space in a community, and the variety of amenities and recreational activities that are available. People tend to pursue activities that provide recreation ease of use convenience and improve mental, physical, and emotional health. With that in mind, it is vital to understand today's regional, statewide, and national trends related to parks and recreation. The trends examined below are projected to last into the immediate future and be relevant for the duration of this Plan.

Mobile Connectivity

Mobile connectivity throughout people's daily lives has increased exponentially over the last two decades. People are digitally immersed more than ever before and are increasingly gaining their news, stimulation, and knowledge of the world around them from their phone, tablet, or computer. By 2020, there are predicted to be over 80 billion connected devices globally.¹

Digital Money

More and more people are relying on a digital wallet and seeking out convenient ways to pay for services and facilities. This extends to parks and recreation as people are looking to sign up for leagues, rent pavilions, and register for classes and programs online. Methods to streamline these processes could include online or mobile payment options, as several applications now allow for payment without needing to reference a physical credit card. These cashless solutions could make parks a more convenient and pleasurable experience for users.

Public Recreation

Through the media and the internet, we are exposed to the best from around the world. With the increase in mobile connectivity comes greater public awareness of the quality of amenities, facilities, and recreational opportunities that are provided in any number of communities. Frequently, when people see high-quality recreation opportunities in the surrounding areas, they then look for and begin to expect these options within their own city. While people generally understand that some recreational programming or special-use facilities will be associated with a fee, they typically expect general public access to high-quality parks and recreation opportunities to be free.

Health Awareness

General awareness of health-related issues is increasing in today's society and is being tracked more easily than ever before. With evolutionary technology found in products such as the Fitbit, Garmin, and Jawbone, people can track daily steps, sleeping patterns, calories burned, heart rate, etc. all by wearing wrist bands that monitor their progress throughout the day. This immediate knowledge of one's daily progress can encourage further activity. Providing suitable and readily available indoor and outdoor recreational activities allows people to more easily reach their targeted goals.

Covered Amenities

With the strong and sometimes oppressive heat and sun in Texas, traditional outdoor recreation amenities (e.g., playgrounds) are not always enjoyable during the summer. Many communities in Texas have been expanding the use of shade structures to allow for increased user comfort in areas such as playgrounds, skateparks, picnic tables, and basketball courts, among others.

Reality Games

In today's world, people are in tune with their phones on a daily basis and reality-based games are becoming commonplace. For example, a trend that swept the nation in 2016 was the invention, release, and success of a mobile application called Pokémon GO. Designers structured the game in such a way that advancement in the game required people to go outside. Parks, historic sites, and cultural amenities became the most popular destinations in the game. Such creative methods are being used to attract people outside, encouraging interaction with both nature and a virtual component. When designing parks, it is important to account for new technology and how it is changing the way some people choose to interact with parks.²

Passive Recreation

Another important nation-wide trend is increased demand for passive recreation. Activities such as walking or jogging on trails, picnicking, sight-seeing, and other unprogrammed play provide for social interaction and rejuvenation. Passive recreation includes unprogrammed, self-generated activities (e.g., frisbee, disc golf, skating) that require no administration. In communities throughout the country, people are looking to their parks for open space where they can interact and play how and when they see fit. It is important to ensure that opportunities for both active and passive recreation are provided throughout the City.



Source: <http://venturebeat.com/2015/03/20/build-location-fits-user-experience-or-app-users-may-never-leave-it-back-on/>

In today's world, mobile connectivity impacts almost every facet of daily life. The challenge of integrating mobile elements into parks systems to help keep users engaged is one felt by many communities.



Source: <https://blog.fitbit.com/user-story-nickie-s/>

The uptick in general awareness of health-related issues through daily tracking is impacting some people's recreational priorities.

Trail Systems

Trails are still leading as a top priority recreational amenity throughout the state and country.³ Trail activities such as walking, hiking, running, and biking provide fun individual or group exercise opportunities. Trails also typically provide access to nature, alternative mobility options, and outdoor educational opportunities. Whether it be for solo exercise, a family walk, or a school trip, trails provide multi-generational recreation opportunities.

Splash Pads

Splash pads or spray-grounds are gaining popularity across the nation. As a less expensive, safer alternative to pools, splash pads typically require less maintenance and no full-time staffing. Splash pads can be integrated into a neighborhood or community park to provide convenient summer fun for children and their parents. Splash pads also provide more diversified play activities than traditional pools as they offer varying spray nozzles, drop buckets, and other innovative features that bring a higher level of interactive play.⁴



Adventure races, such as mud runs, are gaining popularity nationally. These fun, challenging, family-friendly events are often attended by a wider demographic than traditional running races due to their exciting nature.

Active Recreation

While passive recreation has gained steam in the last decade, active recreation still remains a strong focal point in park and recreation systems. An interesting trend is how participation rates have swayed in varying athletics. Studies have revealed a decrease in some youth league participation such as baseball and basketball. However, it should be noted that this varies from city to city. As league-based athletics come with associated fees, equipment costs, and time and travel commitments, some families may be encouraging their children to choose one or two sports early on and continue to pursue that sport as they age. Additionally, sports options are increasing to include such activities as mini soccer, ultimate frisbee, and even pastime favorites (e.g., kickball, dodge-ball, etc.). A few reasons why these particular sports may be trending are the overall use of less equipment, less players, and shorter seasons which allow for more people to participate.⁶

Water-based Recreation

Over the past decade, water-based recreation has increased in popularity. Activities such as stand up paddle boarding and kayaking provide passive recreation accessible to many age groups. According to a 2016 report by the Outdoor Foundation, participation in stand up paddling was the top growing outdoor activity nationwide, with participation by people over the age of six increasing by 25.7 percent over the past three years. Kayak fishing saw a 17.4 percent increase in participation over the same period.⁷ As the City programs its parks that provide access to water, this growing trend should be considered.

Racing Events

In recent years, there has been an increase in participation in adventure races and both on-road/traditional triathlons and off-road/non-traditional triathlons. In fact, over the last year, nationwide participation in traditional triathlons and adventure racing grew by 24 percent and 21 percent, respectively.⁸ Adventure racing and triathlon events provide fun, unique ways for people to test their strength and stamina, and encourage healthy lifestyles. Adventure races, such as mud runs, color runs, and obstacle courses, are often attended by a wider demographic than traditional running races due to the exciting nature of the event.^{9,10} Both adventure races and triathlons provide additional community benefits as they generate revenue through registration, hotel and restaurant traffic, and draw in visitors from throughout the region and beyond.

1 Singh, S. (2014, May 12). The 10 Social And Tech Trends That Could Shape The Next Decade. Retrieved August 29, 2016, from <http://www.forbes.com/sites/sarwantsingh/2014/05/12/the-top-10-mega-trends-of-the-decade/#472cbb8e570a>

2 Amselle, N. (2016, August 01). Pokémon Go and What It Means for Parks. Retrieved August 29, 2016, from <http://www.parksandrecreation.org/2016/August/Pokémon-Go-and-What-It-Means-for-Parks/>

3 Texas Parks and Wildlife, "2012 Texas Outdoor Recreation Plan."

4 Lyamba, N. (2012, June 04). Splash Pads Fun, Cheap Alternative to Public Pools. Retrieved August 29, 2016, from <http://www.ksl.com/?nid=148>

5 Madren, C. (2014, February 01). A Sporting Shift | Parks & Recreation Magazine. Retrieved August 29, 2016, from <http://www.parksandrecreation.org/2014/February/A-Sporting-Shift/>

6 Study shows major drop in American youth sports participation. (2015, August 11). Retrieved August 29, 2016, from <http://www.si.com/more-sports/2015/08/11/american-youth-sports-participation-drop-decline-statistics-study>

7 Outdoor Foundation, "Outdoor Recreation Participation Topline Report 2016," <http://www.outdoorfoundation.org/pdf/ResearchParticipation2016Topline.pdf>

8 Ibid.

9 Fuehrer, Dan and Scott Douglas, "2 Charts Show Growth of Non-Traditional Races," *Runner's World*, 29 April 2014, Accessed 28 Sept 2016, <<http://www.runnersworld.com/newsire/2-charts-show-growth-of-non-traditional-races>>

10 Madren, C. (2014, February 01). A Sporting Shift | Parks & Recreation Magazine. Retrieved August 29, 2016, from <http://www.parksandrecreation.org/2014/February/A-Sporting-Shift/>



Other Trends Impacting Use of Parks and Recreation

Busy Lifestyles At-home Leisure

Instead of having more leisure time, the world's increasingly competitive marketplace is forcing people to work harder to keep up. As a result, they have less leisure time, and fewer opportunities to enjoy recreational activities. In addition, there are many more leisure time choices. Greatly increased at-home leisure opportunities are available today, such as hundreds of channels of television, sophisticated computer games, and the internet. Providing recreation opportunities which are convenient and tailored to the community thus gains even greater importance.

Safety Concerns

Safety is a great concern to parents. Many parents do not allow their children to go to area parks unattended. In some places the use of neighborhood parks has decreased as a result.

Instant Gratification

Today's day in age is an era of instant gratification. People expect to have high quality recreation and to be given activities that they will like. They have many other leisure time activities and outlets, and can pick and choose what they want to do. Cities must be willing to provide a much broader menu of recreation activities, but recognize the need to draw the line if those activities become too costly.

Funding Constraints

New revenue sources for public funding are difficult to come by. The federal surpluses briefly experienced at the turn of the century are now a thing of the past, and deficit spending is probable for the next decade. As a result, little help can be expected from the federal government, and even popular grant programs such as enhancement funds for trails and beautification may not always be available.

Baby Boomer Trends

There were approximately 76 million Americans born between the years of 1946 and 1964. By the year 2014, the U.S. Census Bureau data showed that there were 76.4 million Baby Boomers living in the U.S. (considering deaths and immigration)¹. The Baby Boomer generation comprises one-third of the total U.S. population and by 2030, one in five Americans is projected to be 65 and over.² With such a significant portion of the population entering into the retirement age, they are redefining what it means to grow old. Many Baby Boomers are opting not to retire at a traditional retirement age. Because of their dedication to hard work and youthfulness, this population is expected to stay in the work force because they take pleasure in being challenged and engaged. According to Packaged Facts, a demographic marketing research firm, trends that have taken off because of the Baby Boomers include:

- Prevention-centered healthcare to keep aging bodies disease free.
- Anti-aging products and services that will keep mature adults looking as young as they view themselves to be.
- Media and internet technology to facilitate family and social ties, recreation and lifelong learning.
- Innovation in housing that allows homeowners to age in place.
- Increasing entrepreneurial activity among those who have retired, along with flexible work schedules that allow for equal work and leisure time.
- Growing diversity in travel and leisure options, especially with regard to volunteer and eco-friendly opportunities.

1 Pollard, Kelvin and Paola Scommegna, "Just How Many Baby Boomers Are There?," Population Reference Bureau, <http://www.prb.org/Publications/Articles/2002/JustHowManyBabyBoomersAreThere.aspx>

2 Colby, Sandra L. and Jennifer M. Ortman, Projections of the Size and Composition of the U.S. Population: 2014 to 2060, Current Population Reports, P25-1143, U.S. Census Bureau, Washington, DC, 2014.

Fitness Trends

Americans want to get in shape. Programs and technology such as wearable fitness trackers, body weight training, and group training were all popular trends in 2016-2017. For the last 11 years, the editors of the American College of Sports Medicine's Health & Fitness Journal have conducted a survey of professional worldwide to determine health and fitness trends. The 2016-2017 most popular fitness trends were³:

1. Wearable technology
2. Body weight training
3. High-intensity interval training
4. Educated, certified, and experienced fitness professionals
 - Strength training
6. Group training
7. Exercise is Medicine®
8. Yoga
9. Personal training
10. Exercise and weight loss
11. Fitness programs for older adults
12. Functional fitness
13. Outdoor activities
14. Group personal training
15. Wellness coaching
16. Onsite health promotion
17. Smartphone exercise apps
18. Outcome measurements
19. Circuit training
20. Flexibility and mobility rollers

3 Thompson WR., "Worldwide survey reveals fitness trends for 2007," American College of Sports Medicine's Health & Fitness Journal, http://journals.lww.com/acsm-healthfitness/Fulltext/2016/11000/WORLDWIDE_SURVEY_OF_FITNESS_TRENDS_FOR_2017.6.aspx

ays Round Rock Can Capitalize on These Trends

There are many ways that the City can capitalize on these trends.

- Because the Baby Boomers are a very active generation, the Round Rock PAR should continue to provide strong senior programs and physical fitness exercise classes for seniors.
- High school sports teams are growing in participation but not all high school students will be good enough to make a team. The City could consider offering additional sports leagues to teenagers. In addition, the City should evaluate its teen programming and develop a plan for increased options as the large young population in the City continues to age.
- Fitness trends that are gaining or maintaining popularity include group and personal training, yoga, and outdoor activities. The PAR should continue to offer fitness classes and programs both indoors and outdoors at hours generally appropriate for working adults.
- Extreme sports that the City could potentially offer include constructing an indoor rock wall for climbing possibly at Clay Madsen Recreation Center or the new recreation center, offering cardio kickboxing classes, and Ultimate Frisbee leagues or tournaments.
- With the continuing growth of adventure racing and extreme sports, the City could expand its offering of special events to include additional fun runs, on and off-road triathlons, etc.
- A morning fitness walk/run and/or bike ride could be popular because of the amount of people interested in walking and riding for fitness on Round Rock's trail system.
- A new recreation center that is more technology driven would appeal to a new technology-driven demographic.

CHAPTER 6

a a e c m m e e c t i

The action plan contained in this chapter was developed based on the findings of the needs assessment, and recommends a series of actions to improve and expand Round Rock's parks, recreation, trails, and open space system. These recommendations address the issues of connectivity, community cohesion, sustainability, natural resources and environment, and equity.

This chapter contains a series of five goals. These goals are specifically adopted as part of this Plan to form the foundation for future decisions.

High priority items are recommended to be implemented over the next two years. Medium priority recommendations should be implemented over the next three to five years. Longer range actions are also included as part of the recommendations of this Plan and should be implemented after the initial five-year time frame.

Costs are shown at an order of magnitude level of detail, and will vary as more detailed programming and design occurs. Escalation should be accounted for whenever those cost projections are refined or updated.



“As urbanization continues, communities should plan for and develop park system as an integral part of the urban fabric.”

- American Society of Landscape Architects

o a a d o p d o

Summary of Gaps Between the Current State and the Desired State of Round Rock's Parks and Recreation System

Following previous discussions about the current and desired state of Round Rock's parks and recreation system, there are several gaps between where the system is now and where it should be. Those gaps are summarized in this section, and goals and recommended actions are presented throughout the remainder of the chapter to help guide the PAR team and City elected and appointed officials in achieving the desired state.

During the public input process of both the 2009 plan and this Plan, the one amenity that residents of Round Rock consistently wanted was more trails. Even though the City has a number of miles of trails, many of them are simply interior loop trails within parks. While this is a good start, providing additional connected trails can help increase use of the system. Use of hike and bike trails is diversifying from traditional recreational use to also include use as an alternative route for transportation. Developing more interconnected trails throughout all portions of Round Rock will increase the mobility of residents, provide connectivity between residences and key destinations, and continue to set Round Rock apart as a bicycle and pedestrian friendly community.

There is also a lack of balance between recreational fields that can be used for league and everyday use and the number of tournament quality fields which



Residents have once again voiced a strong desire for an increased trail network.

cater to serving the Sports Capital of Texas. Round Rock should invest in several multipurpose recreational play fields that are intended to be used by the residents of Round Rock. The City should strive to provide spectator amenities at all fields to create a comfortable setting for community involvement.

There are currently significant deficits in flat field practice fields and diamond practice fields. The flat field practice fields found on Round Rock ISD school property are not lighted and the time available for leagues and residents to use those fields is limited. Strengthening the partnership with Round Rock ISD so fields can be used during greater daylight hours when school is not in session is one way to alleviate this deficit. The strengthening of this partnership was discussed in detail at the end of Chapter 5.

Round Rock also lacks sports fields beyond baseball, softball, and soccer that can attract teams and tournaments to the Sports Capital of Texas. The City should develop tournament quality volleyball facilities at Old Settlers Park to attract large-scale tournaments to meet the Sports Capital of Texas goal. Additional facilities to be considered in the future include an adult athletic complex, inclusive athletic fields, and a veloway.

Fitness trends that are increasing across the nation include personal and group training, yoga, outdoor activities, and exercise for weight loss. Round Rock is encouraged to continue offering boot camps, yoga, and low impact aerobics classes. In order to further capitalize on recreation trends, the City is encouraged to consider additional outdoor fitness classes or events and ensure that programs are offered at a time when working adults would be able to participate.

Similar to fitness, extreme sports are gaining in popularity in the United States. The City should consider the possibility of providing an indoor rock wall for climbing and Ultimate Frisbee leagues and tournaments. In addition, public survey respondents indicated community special events and adult fitness and wellness programs were their top choice for recreational programs. Providing additional adventure races and/or triathlons could provide both special events and fitness opportunities, while also drawing in additional revenue for the PARD.

In terms of parkland needed to meet existing and future target levels of service, Round Rock should acquire an additional 100 acres of parkland and open space by the year 2025 and a minimum of 1,000 acres by the time the City reaches its ultimate build-out population. The City is most deficient in community and metropolitan parks. Community parkland is needed northwest of Interstate 37 and FM 620, south of McNeil Road, and in the northeastern portion of the City. Additional metropolitan parks are needed in the northeast, southeast, and southwest sectors of the City and the existing metropolitan parks in the northwest sector need to be developed in order to truly provide diversified recreational opportunities to residents in that area. Lastly, to move towards the City's vision of preserving 1 percent of the City and Texas parks and open space, target acquisition and preservation is needed over the coming years. Preservation of the remaining floodplain is recommended to serve as greenbelt corridors, where feasible.

There are also some gaps in terms of facilities between the current state and the desired state. The rental facilities at Kinningham are in need of significant renovation and are unavailable for rentals until repairs are made. The rental area and surrounding support facilities at Lakeview Pavilion in Old Settlers Park are vastly undersized to accommodate the large events, corporate gatherings, and 5K races held there on a daily basis. Upgrading and expanding the pavilion, restroom facility, and parking area should be considered in the near future. Constructing a Teen Center was identified as a need as part of the Game On 2060 Plan. Finally, there is no large amphitheater in Round Rock that can accommodate performances for over 1,000 people.

Texas Parks and Wildlife Department Compliance

One of the ancillary purposes of this Plan is to serve as a parks, recreation, and open space master plan as defined by the Texas Parks and Wildlife Department (TPWD). This is because "qualified" plans increase the City's competitiveness when applying for TPWD grant funding.



High Priority Needs

Top priorities for parks, recreation, open space, and trails, listed in Figure 6.1, *Summary of High Priority Needs in Round Rock*, are consistent with Texas Parks and Wildlife Department (TPWD) requirements. Priorities have been determined based on community input, needs assessments, site visits, and input from the City and elected and appointed officials. An effective set of actions, informed by the identified needs, have been recommended to enhance quality of life in

the community for purposes of grant applications. The identified priorities have been categorized into two lists: outdoor facilities/amenities and indoor facilities/amenities.

Figure 6.1, Summary of High Priority Facility Needs in Round Rock

<p>NEW OR ADDITIONAL FACILITIES NEEDED BASED ON <u>CITIZEN INPUT</u></p> <ol style="list-style-type: none"> 1. Trails 2. Shade structures/trees 3. Dog parks <ul style="list-style-type: none"> • Outdoor performance space/amphitheater • Indoor exercise & fitness facilities 	
<p>NEW OR ADDITIONAL FACILITIES NEEDED BASED ON <u>LEVEL OF SERVICE</u></p> <ol style="list-style-type: none"> 1. Baseball/softball practice fields 2. Restroom facilities 3. Flat field practice fields <ul style="list-style-type: none"> • Outdoor volleyball courts • Spray grounds 	<p>NEW OR ADDITIONAL FACILITIES NEEDED BASED ON <u>EXISTING CONDITION</u></p> <ol style="list-style-type: none"> 1. Appropriate pavilion facilities for specified uses (large event spaces) 2. Athletic fields for public use 3. Rental facilities <ul style="list-style-type: none"> • Tournament level volleyball courts • Technology driven recreation center
<p>TOP 10 CUMULATIVE <u>OUTDOOR FACILITY</u> NEEDS BASED ON ABOVE SUMMARIES</p> <ol style="list-style-type: none"> 1. Trails 2. Appropriate pavilion facilities for specified uses (large event spaces) 3. Shade structures/trees <ul style="list-style-type: none"> • Baseball/softball practice fields • Outdoor performance space/amphitheater 6. Dog parks 7. Outdoor volleyball courts <ul style="list-style-type: none"> • Flat field practice fields 9. Athletic field lighting and amenities 10. Spray grounds 	<p>TOP CUMULATIVE <u>INDOOR FACILITY</u> NEEDS BASED ON ABOVE SUMMARIES</p> <ol style="list-style-type: none"> 1. Indoor exercise & fitness facilities 2. Indoor gymnasium space 3. Technology driven recreation center

High Value Governance

The park and recreation needs of Round Rock are described in the previous sections of this report. The conclusion of this chapter recommends a series of actions to begin to address those needs. These actions are to guide the staff and City Council over the next five to ten years, and should be revisited and updated on a regular basis.

High Priority Needs The prioritization is based on information received from public input as well as from the needs assessment formed from facility and acreage standards shown in Chapter 5. The criteria used to prioritize the park facilities needed in Round Rock are as follows:

- Level of need based on citizen input (online survey results, public open house meeting, etc.)
- Level of need based on the needs assessment
- Site assessments of existing park facilities in the City and
- Opportunities for recreation facilities based on existing physical conditions in or near Round Rock.

Needs meeting all or most of the criteria shown above were ranked as high priority elements to receive the highest level of attention over the next two years.

Implementation Strategy

The actions of this Plan can be further delineated into three levels of priority. Implementation of the actions are recommended in three time frames based on the priority level. These include:

- Short-term implementation - Top priority items to be completed or initiated over the next two years. In many cases, these actions will be initiated and completed within this time frame. However, it is not uncommon for projects to be initiated in this time frame and completed over time.
- Mid-term implementation - Actions to be initiated or completed in the next five years. Some of these actions may become the highest priorities identified during the City's next Plan update.
- Longer-range implementation - Actions which are intended to continually guide the City towards its ideal future parks and recreation vision. Most of these actions are intended to be implemented over the long-term 6 to 10 years and will be further prioritized in subsequent Plan updates.

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Goal #1: Link the Community

One of the highest needs in the City, as demonstrated by surveys and open house responses, is the addition of more trails. As part of Round Rock's desire to have mobility and connectivity, the City should provide an open space system which links parks, schools, greenbelts, neighborhoods, places of employment, retail shops, restaurants, and open spaces.

In recent years, the PARD has focused on constructing missing portions or gaps in the Brushy Creek Regional Trail. High priority trail segments were determined and funding was approved by voters in the 2013 bond election. These sections of trail are currently under design, and when constructed, will create a strong east/west connection through the City and into surrounding communities. It is now important to create a strong north/south regional connection. Based on citizen input, people residing north and south of the Brushy Creek Regional Trail have a lower level of satisfaction with hike and bike trails than people living along the trail system. Without an easy connection to this trail system, it is an under-utilized resource for these residents. For these reasons, the PARD should focus attention on connecting the Brushy Creek Regional Trail to the Williamson County Southwest Regional Park. Additionally, the PARD should pursue opportunities to create parkway trails or wide sidewalks along Mays Street, A.W. Grimes Blvd., Kenney Fort Blvd., and Redbud Lane as road improvements are completed to further strengthen the north/south connectivity.

It is recommended that the PARD work with surrounding governmental entities to create a regional trail loop, thus providing residents of Round Rock alternative modes of transportation and recreation (see Map 6.1, *Potential Regional Trail Connections*). The PARD should continue to focus efforts on identifying potential trail corridors and work towards filling the identified gaps. With buy-in from surrounding communities, a strong network of trails can provide recreation and alternative modes of transportation while linking areas of special interest in each community.

It should also be a goal for the PARD to connect the trail system to areas of high interest, such as downtown and the University area. Further development of the trail system to link existing trails, especially Brushy Creek Regional Trail, with points of interest will increase connectivity opportunities. Creating bicycle hubs with end of trip facilities (e.g., bicycle parking, repair stations, etc.) at key destinations (e.g., downtown, University area) will encourage greater use of trails as an alternate route for transportation. Constructing trails where people need them is a top priority.

The actions listed in Figure 6.2, *Link the Community Actions*, are recommended to achieve this goal.

Map .1, Potential Regional rail connections





Figure .2, Link the Community Actions

Goal #1: Link the Community							Time frame		
Projects							1-2 yrs.	3-5 yrs.	6-10 yrs.
Rank	Action	City Sector	Estimated Cost	Estimated Value	Type of Action	Potential Funding Mechanisms and Sources			
	1.1 North-South Regional Trail Connection - Round Rock Portion	All			Construction / Acquisition	Work with surrounding government entities, Bond Funds, Capital Improvement Funds			
	1.1.1 Connect Brushy Creek Trail to Williamson County Regional Park	N	6,000,000	11,000,000	Construction / Acquisition	Bond funds,			
	1.1.1a Creekbend Blvd. to Behrens Ranch Greenbelt Trail	N	1,000,000	3,000,000	Construction / Acquisition	Work with Transportation Department, Bond Funds, Capital Improvement Funds			
	1.1.1b Behrens Ranch Greenbelt Trail to Mayfield Ranch Park	N	2,000,000	3,000,000	Construction / Acquisition	Bond Funds			
	1.1.1c Mayfield Ranch Park to Williamson County Regional Park	N	2,000,000	3,000,000	Construction / Acquisition	Bond Funds			
	1.2 Trail connections to each Community Destination Park	All	Varies	Varies	Construction / Acquisition	Work with developers in areas, Bond Funds, Capital Improvement Funds			
	1.3 Construct remainder of 2013 Bond Project Trails	All	Currently Funded	Currently Funded	Construction / Acquisition	Funded in 2013 Bond			
	1.3.1 Heritage Trail	N /N	Currently Funded	Currently Funded	Construction / Acquisition	Funded in 2013 Bond			
	1.3.2 Brushy Creek Trail - Georgetown St. to A.W. Grimes Blvd.	N	Currently Funded	Currently Funded	Construction / Acquisition	Funded in 2013 Bond			
	1.3.3 Lake Creek Trail - Round Rock West to Centennial Plaza	S	Currently Funded	Currently Funded	Construction / Acquisition	Funded in 2013 Bond			
	1.4 Continue Kenney Fort Blvd Trail as road is constructed	N /S	Varies	Varies	Construction / Acquisition	Work with Transportation Department, Bond Funds, Capital Improvement Funds			
	1.5 Construct Chandler Creek Trail to connect north/central Round Rock to Old Settlers Park								
	1.5.1 Chandler Creek Trail to Mays St. to Sunrise Rd.	N	1,000,000	1,000,000	Construction / Acquisition	Parkland Dedication Funds, Bond Funds, Capital Improvement Funds			
	1.5.2 Chandler Creek Trail to Sunrise Rd. to A.W. Grimes Blvd.	N	1,000,000	1,000,000	Construction / Acquisition	Bond Funds			
	1.5.3 Chandler Creek Trail to A.W. Grimes Blvd. to Kenney Fort Blvd.	N	1,000,000	1,000,000	Construction / Acquisition	Bond Funds			
	1.6 Lake Creek Trail - Centennial Plaza to Lake Creek Park	N	2,000,000	3,000,000	Construction / Acquisition	Bond Funds			
	1.7 Connect Brushy Creek Trail to Downtown bike hub	S	1,000,000	7,000,000	Construction / Acquisition	Work with Downtown Group, Bond Funds, Capital Improvement Funds			
	1.8 Develop directional signage, trail signage and striping, and trailheads for trails	All	1,000,000 / location	1,000,000 / location	Beautification	General Fund, Parkland Dedication Funds			
	1.9 Increase connectivity to University Area bike hub	N	2,000,000	3,000,000	Construction / Acquisition	Work with Developers in area, Bond Funds, Capital Improvement Funds			
	1.10 Connect trails and plazas to downtown utilizing directional signage and existing sidewalk connections	S	2,000,000	3,000,000	Beautification	Work with Downtown Group, Bond Funds, Capital Improvement Funds			

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Figure .2, Link the Community Actions cont.

Goal #1: Link the Community (cont)							Time frame		
Management, Operations, and Programming							1-2	3-5	6-10
Rank	Action	City Sector	Estimated Cost	Estimated Benefit	Type of Action	Potential Funding Mechanisms and Sources	Yrs.	Yrs.	Yrs.
1.11	Encourage developers to build trail and with all residential developments	All	N/A	N/A	Planning	N/A			
1.12	Develop trail impact fee to pay for trails adjacent to developments	All	N/A	N/A	Planning	N/A			
1.13	Update trail standards, including where trails intersect with roads	All	N/A	N/A	Planning	N/A			
1.14	Track trail usage to determine best focus of resources and ranger time	All	\$10,000 each	\$100,000 each	Technology	General Fund			
1.15	Provide public wifi in key parks and trails	All	\$10,000	\$200,000	Technology	Work with IT Department, Bond Funds, Capital Improvement Funds			
1.16	Continue to promote trails through programming	All	N/A	N/A	Programming	N/A			
1.17	Add amenities such as bottle filling stations, bike repair stations, etc. along trail	All	\$10,000 each trail	\$100,000 each trail	Beautification	General Fund, Parkland Dedication Funds, Capital Improvement Funds			
1.18	Create a dedicated crew for trail maintenance to increase efficiency and quality	All			Personnel	General Fund			

In addition to physical construction and beautification projects, a strong management, operations, and programmatic plan is also important. The PAR should continue to work with developers to build trails as part of residential developments that tie in with City trails and/or link major destinations. Additionally, the City should strive to update trail standards, update trails master plans, and develop trail impact fees to pay for trails adjacent to developments.

A trail system is only as good as the people utilizing it. Increased traffic on the trails provides further justification for the cost associated with the facility. For these reasons, the PAR should continue to promote trails through programming and offer pop-up events, races, scavenger hunts, geocaching, and more. Adding amenities along the trails such as WiFi, bike repair stations, and bottle filling stations will help to create a more positive experience for trail users.

Using the public survey, 77 percent of respondents agreed or strongly agreed that they wanted Round Rock to have the best trail system in the state. In order to do this, and make the trail system more user friendly, projects associated with directional signage, trailheads, safety signage, general beautification, and installation of trail amenities are necessary. Additionally, a crew dedicated to trail maintenance will increase efficiency and the overall quality of the trails.

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Goal #2: Community Cohesion – Creating a Sense of Place

Round Rock is a place people can feel proud to live. It is the goal of the PARD to foster that positive emotional attachment to the City by continuing projects and programs that make Round Rock special and unique. A continued effort to complete projects associated with the Repair and Replacement Program, as well as creating a partner program for Old Settlers Park, affords the PAR the opportunity to contribute to the character of the City and help facilitate neighborhood buy-in. More than that, the PAR should also continue to focus on beautification projects across the City and in highly visible areas such as

owntown, trailheads, plazas, and Old Settlers Park. Projects like these combat neighborhood deterioration, increase property values, and instill a sense of pride among residents. With an increased sense of pride in their community, residents take more ownership of their parks and nearby areas and will continue to partner with the City to keep their surroundings safe and beautiful.

Through programs and events, the PAR also provides experiences that help people feel connected to their physical and social community. A variety of low cost and free events has always been a top priority for the PAR and efforts

should continue to ensure that these programs and events continue to be offered in the future. The PAR should also establish a neighborhood drop-in event program which would bring events into each individual neighborhood and help cultivate social interactions between residents residing there.

The actions listed in Figure 6.3, *Community Cohesion Actions*, are recommended to achieve this goal.

Figure 6.3, Community Cohesion Actions

Goal #2: Community Cohesion - Creating a Sense of Place									
Projects							Time frame		
Rank	Action	City Sector	Estimated Cost	Estimated Value	Type of Action	Potential Funding Mechanisms and Sources	1-2 yrs.	3-5 yrs.	6-10 yrs.
2.1	Directional signage, trailheads, downtown plazas, and surrounding areas	All	0,000 each	1,000 each	Beautification	Bond Funds, Capital Improvement Funds			
2.2	Emphasize history and art in projects	All	depends on Location	depends on Location	Beautification	Work with Arts Council, Bond Funds, Capital Improvement Funds			
2.3	Landscape beautification projects in key areas	All	72,000	11,100,000	Beautification	Bond Funds, Capital Improvement Funds			
2.3.1	Old Settlers Park entrances	N	00,000	70,000	Beautification	Bond Funds, Capital Improvement Funds			
2.3.2	Old Settlers Park lake and Festival Area (including electrical, storage, etc.)	N	0,000,000	10,000,000	Beautification	Bond Funds, Capital Improvement Funds			
2.3.3	Major trailheads	S	10,000	20,000	Beautification	Work with Downtown Group, Bond Funds, Capital Improvement Funds			
2.3	Plazas	S	7,000	10,000	Beautification	Work with Downtown Group, Bond Funds, Capital Improvement Funds			
2	Adult Recreation Complex Phase 2	N	0,000,000	10,000,000	Construction / Acquisition	Bond Funds, Profits from land sales, Partially funded by 2013 Bond			
Programs, Operations, and Programming							Time frame		
Rank	Action	City Sector	Estimated Cost	Estimated Value	Type of Action	Potential Funding Mechanisms and Sources	1-2 yrs.	3-5 yrs.	6-10 yrs.
2	Provide drop-in events in neighborhood parks	All	2,000	7,000	Programming	General Fund			
2.6	Continue free and low cost events	All			Programming	General Fund			
2.7	Continue emphasis on park standards in neighborhood and community parks	All	N/A	N/A	Beautification	N/A			
2.8	Continue marketing the benefits of parks	All	N/A	N/A	Marketing	N/A			
2.9	Continue citywide tree planting program	All			Beautification	Tree Fund			
2.10	Continue emphasis on gathering community and stakeholder input on projects and development.	All	N/A	N/A	Planning	N/A			

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Goal #3: Sustainable Park and Recreation System

Creating a sustainable parks and recreation system means providing diverse and attractive parks and greenways that enhance the quality of life in Round Rock while also increasing the economic vitality of the community. More than that, it is ensuring the long-term sustainability of the park and recreation system for the benefit and enjoyment of future generations by utilizing residents' dollars in a fiscally responsible way and maximizing the return on investment. The PAR should continue to explore grant opportunities and partnerships with other entities as a way to supplement taxpayer dollars to bring parks, facilities, and programs to the City.

A sustainable park and recreation system also means maintaining and updating existing park facilities and assets. The PAR has made a commitment to preventing neighborhood deterioration with the Repair and Replacement Program. Every two years, a team of park planners, maintenance crew members, construction team members, irrigators, and turf/athletic field specialists complete an asset condition report. As part of the report, the team visits every park and facility throughout the City and assesses the condition of every item present, including turf, site furnishings, courts, playgrounds, trails, etc. The findings are compiled and help determine the priorities for the Repair and Replacement projects. These projects help keep the existing park and facility inventory fresh,

efficient, and safe for the residents of Round Rock. The PAR should continue to prioritize Repair and Replacement Projects across the City. Additionally, the PARD should implement a partner Repair and Replacement/Beautification program dedicated solely to Old Settlers Park. Old Settlers Park is the crown jewel of the department and is starting to show signs of age and overuse. A dedicated program for Old Settlers Park would allow for necessary repairs and improvements at the park, while ensuring the funds from the original Repair and Replacement Program remain available for use throughout the City.

Occasionally, there are projects that cannot be funded through the Repair and Replacement program which need to be completed in order to keep the level of service of those facilities high. For example, many of the PAR's rental facilities need constant maintenance and upkeep due to the wear and tear associated with frequent rental parties. The PAR should create a capital expenditure program which sets aside a portion of the rental profits to fund maintenance and facility upgrades at some of the more highly rented facilities, such as the Rabb House and Rock'N River Waterpark. It is also important for the PAR to evaluate current facilities to determine if they serve the intended users in an efficient and enjoyable way. For example, Lakeview Pavilion and the surrounding support facilities are vastly undersized for the events, corporate

rentals, and races held there. The constant use of the pavilion, restrooms, and parking lot is starting to impact the quality of the facility and the necessary improvements should be addressed to better serve customers and residents. Kinningham House is another example of a rental facility that no longer serves its intended users. The necessary funds for maintenance on the house have exceeded any potential rental incomes expected. It is an older facility and lacks the necessary ADA accessibility and large open spaces necessary to make it a profitable rental facility or space for Departmental programming. The PARD should explore options for demolishing and rebuilding this rental facility.

With implementation of the recommendations for additional parks, open space, and trails, additional manpower will be needed for the required maintenance of these projects. The number of additional team members needed to attend to these proposed facilities will vary depending on the use of these facilities. Regardless, the PAR should plan for additional manpower accordingly.

The actions listed in Figure 6, *Sustainable Park and Recreation System Actions*, are recommended to achieve this goal.



The City's Repair and Replacement program is intended to help maintain the parks and recreation facilities throughout their lifespan of heavy use.



It is important to incorporate shade over all City-owned playgrounds to improve the comfort and safety of children playing.



A dedicated Repair and Replacement program for Old Settlers Park would ensure that the maintenance requirements of this large regional park don't overshadow the maintenance requirements elsewhere in the parks system.

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Figure 3.1, Sustainable Park and Recreation System Actions

Goal #3: Sustainable Park and Recreation System							Time frame		
Projects							1-2	3-5	6-10
Rank	Action	City Sector	Start Date	End Date	Type of Action	Potential Funding Mechanisms and Sources	yrs.	yrs.	yrs.
3.1	Continue focus on Repair and Replacement Program	All							
3.1.1	Neighborhood and Community Park Program	All	7,000 annually	N/A	Construction / Beautification	Capital Improvement Funds			
3.1.2	Old Settlers Park Program	N	2,000 annually	N/A	Construction / Beautification	Capital Improvement Funds			
3.2	Demolish and rebuild Kinningham House	S	2,000,000	1,000,000	Construction	Bond Funds			
3.3	Incorporate improved technology in parks	All	depends on Location	depends on Location	Technology	Work with IT Department, Bond Funds, Capital Improvement Funds			
3.4	Incorporate shade at all City-owned playgrounds	All	0,000 each	100,000 each	Construction	Capital Improvement Funds, Bond Funds			
3.5	Expand and renovate Clay Madsen Recreation Center	S	10,000,000	20,000,000	Construction	Bond Funds			
3.6	Renovate / replace Lake Creek pool	S	1,000,000	1,000,000	Construction	Bond Funds			
Maintenance, Operations, and Programming							Time frame		
Rank	Action	City Sector	Start Date	End Date	Type of Action	Potential Funding Mechanisms and Sources	1-2	3-5	6-10
3.7	Establish a Life Cycle Replacement Master Plan	All	N/A	N/A	Planning	N/A			
3.7.1	Pool equipment	All	N/A	N/A	Planning	N/A			
3.7.2	Site Amenities	All	N/A	N/A	Planning	N/A			
3.7.3	Trails	All	N/A	N/A	Planning	N/A			
3.7.4	Playgrounds	All	N/A	N/A	Planning	N/A			
3.7.5	Parking Lots	All	N/A	N/A	Planning	N/A			
3.8	Create a plan for converting decomposed granite trails to concrete	All	N/A	N/A	Planning	N/A			
3.9	Continue Biannual Asset Condition Report	All	N/A	N/A	Management	N/A			
3.10	Develop Capital expenditures funds for key facilities (Rabb House, Rock N River)	All	N/A	N/A	Management	N/A			
3.11	Expand Volunteer Program	All	N/A	N/A	Management	N/A			
3.12	Grow partnerships with foundations and non-profit organizations to include project assistance and maintenance funds	All	N/A	N/A	Management	N/A			
3.13	Annual review of business plans and life cycle analysis of programs	All	N/A	N/A	Management	N/A			
3.14	Utilize technology for efficient operations	All	10,000 annually	1,000 annually	Technology	General Fund			

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Goal #4: Environmental Stewardship

The PAR should continue efforts to be good stewards of the environment. Through landscape management and maintenance decisions, natural resource preservation, and outdoor education, the PAR can continue to conserve, protect, and enhance the community's environmentally and culturally sensitive areas.

The management of lands owned by the PAR should be focused on promoting the greatest amount of native species diversity possible in each area. The use of native plant species in landscape projects will reduce maintenance and irrigation costs. The PAR should also use low-maintenance design techniques when renovating spaces. Whenever possible, organic landscape maintenance programs should be implemented in an effort to decrease the use of potentially harmful chemicals which contaminate the environment.

Beyond smart maintenance practices, the PARD should continue to acquire and preserve environmentally sensitive corridors, such as floodplains, greenbelts, and areas with cultural significance. By conserving these areas, PARD will be helping to mitigate floods, reduce the amount of pollution reaching the waterways, and increase wildlife habitat.

In conjunction with the resource management goals of the City, passive recreation and outdoor education opportunities are also an important part of the City's goals. Development of Behrens Ranch Park, as a community destination nature park, and Mayfield Park, as a community destination outdoor adventure and education park, are instrumental in the creation of an outdoor education program.

The PAR should also focus time and resources on developing a strong outdoor recreation program that is both fun and educational. Outdoor adventure programs help foster positive attachments to nature and help create environmental advocates. Passive recreation opportunities, such as wildlife viewing programs, nature hikes, and fishing events, should be explored to help facilitate positive experiences in nature.

Finally, the PAR has been, and should continue to be, committed to implementing programs that preserve resources by using new technologies. As lighting technologies advance, LED lighting is becoming more efficient and affordable. It is the goal of the PARD to develop a plan for converting all sports lighting to LED fixtures, thus saving energy and long-term maintenance costs.

The PAR should continue to work with General Services to coordinate the conversion of facility lighting to LED technology as well. Additionally, the PAR should explore the feasibility of expanding the use of reuse water for irrigation into other parks, greenbelts, and trail corridors, as well as implementing a system-wide recycling program.

The actions listed in Figure 6. , *Environmental Stewardship Actions*, are recommended to achieve this goal.



Preservation of environmentally sensitive corridors, such as floodplains, greenbelts, and areas with cultural significance is one of the ways PARD continues to be a good steward of the environment.



Behrens Ranch is proposed to be developed as a community destination nature park.



Updating athletic field and court lighting to LED fixtures can help to increase energy efficiency and reduce long-term financial expenditures.

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Figure .5, Environmental Stewardship Actions

Goal #4: Environmental Stewardship									
Projects							Time frame		
Rank	Action	City Sector	Estimated Cost	Estimated Value	Type of Action	Potential Funding Mechanisms and Sources	1-2 yrs.	3-5 yrs.	6-10 yrs.
4.1	Develop Behrens Ranch Park as a community destination nature park	N	See action item .2.2	See action item .2.2	Construction				
4.2	Develop Mayfield Park as a community destination outdoor adventure and education park	N	See action item .2.1	See action item .2.1	Construction				
4.3	Develop outdoor classrooms	All	2,000,000	00,000	Construction				
4.4	Convert facilities to LED lighting	All							
4.4.1	Old Settlers Park field relamp	N	1,000,000	3,000,000	Maintenance				
4.4.2	Neighborhood and community park relamp	All	2,000 / location	2,000 / location	Maintenance				
4.5	Expand reuse water irrigation, where applicable	N	Varies by Location	Varies by Location	Construction	Work with Utilities Department, Bond Funds, Capital Improvement Funds			
Management, Operations, and Programming							Time frame		
Rank	Action	City Sector	Estimated Cost	Estimated Value	Type of Action	Potential Funding Mechanisms and Sources	1-2 yrs.	3-5 yrs.	6-10 yrs.
4.6	Develop partnership between RRISD and City to develop a Nature Center / Outdoor Education	N	N/A	N/A	Management	N/A			
4.7	Develop LED lighting conversion plan	All	N/A	N/A	Planning	N/A			
4.8	Acquire and preserve environmentally and culturally sensitive areas / corridors	All	N/A	N/A	Acquisition	Parkland Dedication Funds, Bond Funds, Capital Improvement Funds			
4.9	Create a forestry outreach program	All	N/A	N/A	Programming	N/A			
4.10	Create outdoor education program with park rangers	All	N/A	N/A	Programming	N/A			
4.11	Create a recycling program for all parks	All	N/A	N/A	Programming	N/A			
4.12	Develop nature hikes and outdoor classrooms in existing greenbelts	All	N/A	N/A	Programming	N/A			

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Figure 1, Behrens Ranch Conceptual Master Plan



Conceptual Master Plan

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Behrens Ranch Park aims to be as natural as possible, leaving much of the park undisturbed for wildlife viewing while being in the heart of the City. The park will feature numerous miles of multi-use trails which will ultimately connect Mayfield Park and the Brushy Creek Trail System. Proposed features of the park include:

- Nature Playground
- Wildlife Viewing Platform
- Connectivity to Mayfield Park and Brushy Creek Trail system
- Bike Trails
- Paved Trails



Conceptual Nature Playground



Proposed Bike Trail



Conceptual Wildlife Viewing Platform



Proposed Paved Trail

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Figure 6.7, Mayfield Park Conceptual Master Plan



Conceptual Master Plan

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Mayfield Park is a community destination park along the trail system offering a variety of outdoor adventure recreation opportunities. The park will provide a vital connection along the trail system leading to Williamson County Southwest Regional Park. Proposed amenities include:

- Archery Range and 3- Archery Course
- Swiftwater Channel for Rafting and Kayaking
- Zip Lines
- BMX Pump Track
- Adventure Ropes Courses for Multiple Ages
- Nature Center
- Nature Trail and Concrete Looping Trail
- Fishing/canoe Launch Piers
- Equestrian Trail



Conceptual Nature Center



Conceptual 3-D Archery Range



Conceptual Swiftwater Channel



Conceptual Adventure Ropes Course



Conceptual Equestrian Trails



Conceptual Zip Lines



Conceptual Purposes Only
Design Subject to Change

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Goal #5: Equity – Distribution of Resources

The PAR’s mission statement is to create positive and memorable experiences in people’s lives. In order to fulfill this mission statement, PARD must ensure equitable distribution of resources to all members of the community. Equity is one of the most important goals a parks and recreation department can have because it encompasses many facets of recreation. Parks and recreation equity includes, but is not limited to, providing easy access to recreational facilities and programs, offering varying types of facilities and programs, ensuring affordable access to programming, providing inclusiveness in facilities and programming, and designing facilities and programs intended for all demographics. Equity is about providing the same level of service to all residents of the community regardless of age, income level, ability level, or geographical location.

One way to fulfill the PARD’s goal is to provide a variety of unique physical environments and amenities that offer a broad range of experiences. As new developments occur, homeowners associations are constructing more and more neighborhood parks. This allows the PAR to continue to focus on designing community destination parks and offering unique experiences in each, so as not to duplicate services. Round Rock residents are thus provided options for different ways to recreate. Mayfield Park is designed to be an outdoor adventure and education park, while Behrens Ranch Park is designed to be a passive nature park (see Figure 6.6, *Behrens Ranch Park Conceptual Master Plan* and

Figure 6.7, *Mayfield Park Conceptual Master Plan*). Beyond that, Meadow Lake Park is designed to be a boating and beach park (see Figure 6.9, *Meadow Lake Park Conceptual Master Plan*). Old Settlers Park is being developed as a sport and community event park (see Figure 6.10, *Old Settlers Park Conceptual Master Plan*), while Play for All Park will continue to emphasize adaptive and inclusive programming as it is further developed (see Figure 6.11, *Play for All Park Conceptual Master Plan*). Lake Creek Park will be developed into a social dog park experience with an expansion of the current dog depot (see Figure 6.12, *Lake Creek Park Conceptual Master Plan*). Clay Madsen Park will continue to serve as a fitness and extreme recreation park (see Figure 6.13, *Clay Madsen Recreation Center Conceptual Master Plan*). Finally, Heritage Trail will serve as a Cultural/Historical park and will tell the story and history of Round Rock. It will incorporate art pieces to interpret the City’s history (see Figure 6.14, *Heritage Trail Conceptual Master Plan*).

Offering varying community destination parks is only one way to meet this goal. Having an equal distribution of community destination parks is just as important. Currently, there is a large service gap in the northeast sector of the City. It is recommended that the PAR acquire at least 300 acres in this sector to develop a community destination park to serve that area. Additionally, the PAR should develop a non-traditional, technology-driven recreation center somewhere in

the northern portion of the City in order to serve the population in this area. It is also important for destination playgrounds to be spread throughout the City. Currently, Play for All Abilities Park and Joanne Land at Old Settlers Park are destination playgrounds. Additional destination playgrounds are planned for Heritage Trail and Behrens Ranch Park.

Merely constructing community destination parks and distributing them evenly throughout the City does not ensure an equal distribution of resources. Current parks and facilities must also be improved to ensure that they meet current ADA and park standards and quality level. Programming also needs to be a focus for the PAR to ensure a variety of programs are available for people of all abilities, income levels, and age groups. It is recommended that the PARD start to grow teen programming as well as an adaptive and inclusive program. Inclusive, innovative, and distinctive recreation programs aligned with the PAR’s core competencies should be provided and made available for all residents.

The actions listed in Figure 6.15, *Equity - Distribution of Resources Actions*, are recommended to achieve this goal.

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An additional recreation center will be needed in the northern portion of the City to ensure that all residents have convenient access to a facility.



An expansion of Play for All Park will provide access to greater diversity of unique adaptive recreation and programming.



Additional teen programming will be needed as the young population continues to age.



Figure . . , E uity istri ution of Resources Actions

Goal #5: Equity - Distribution of Resources							Time rame		
Pro ects							1 2	3 5	6 10
rank	Action	ity Sector	st. o an e	st. i an e	Type of Action	Potential undin ec anisms and Sources	yrs.	yrs.	yrs.
.1	Acquire 300 acres in northeast sector of the City	N	20,000,000	0,000,000	Acquisition	Bond Funds			
5.2.	Develop Mayfield Park - Outdoor Adventure Park	N	23,000,000	3 ,000,000	Construction	Bond Funds			
5.2.1	Nature Center with flexible space for classes and events	N	,000,000	10,000,000	Construction	Bond Funds			
.2.2	Archery range	N	100,000	200,000	Construction	Bond Funds			
.2.3	Trail network - walking, equestrian, nature trail	N	3,000,000	,000,000	Construction	Bond Funds			
.2.	hitewater river / high ropes course	N	1 ,000,000	20,000,000	Construction	Bond Funds			
5.3	Develop Behrens Ranch Park - Nature Park	N	3,000,000	,000,000	Construction	Bond Funds			
5.4	Develop Meadow Lake Park - Boating and Beach Park	N	2,000,000	,000,000	Construction	Bond Funds			
.	Develop Future Community Park (N ector) - Sport Fisherman Park	N	10,000,000	20,000,000	Construction	Bond Funds			
.6	Develop Old Settlers Park - Sport and vent Park	N	,000,000	1 ,000,000	Construction	Bond Funds			
5.7	Develop Play for All Park - Inclusive Park	S			Construction	Work with Foundation for fundraising efforts, Bond Funds			
5.7.1	Inclusive sports field	N	1,000,000	2,000,000	Construction	Bond Funds			
.7.2	Phase 3 Parking Lot	N	00,000	7 0,000	Construction	Bond Funds			
.7.3	Large indoor multipurpose space with attached outdoor space for adaptive and inclusive programming	N	,000,000	6,000,000	Construction	Bond Funds			
.	Develop Heritage Trail - Cultural / Historical Park Phase 2	S /S	Partially funded	Partially funded	Construction	Funded in 2013 Bond			
.9	Develop Lake Creek Park - og Park	S	00,000	7 0,000	Construction	Bond Funds			
.10	Develop Clay Madsen Park - Fitness and Recreation Park	S	2, 00,000	,000,000	Construction	Bond Funds			
.11	Redevelop Lake Creek Pool as training pool with deep water	S	3,000,000	,000,000	Construction	Bond Funds			
.12	Develop a new non-traditional recreation center in north	North	30,000,000	0,000,000	Construction	Bond Funds			
.13	Develop a veloway and program it for multiple uses	N	,000,000	,000,000	Construction	Bond Funds			
.1	Focus on and create more social recreational sports facilities	All	300,000	00,000	Construction	Bond Funds			
.1	iversify and evenly distribute destination playgrounds	All	7 0,000 each	1,000,000 each	Construction	Bond Funds			
.16	Develop a dog park in another area of town	est	100,000	1 0,000	Construction	Bond Funds			
.17	Develop off-leash dog areas	All	,000 each	10,000 each	Construction	Bond Funds			
.1	Develop additional practice facilities to balance with tournament facilities	All	300,000 each	00,000 each	Construction	Bond Funds			
5.19	Address projects identified in the ADA transition plan	All	3,000,000	,000,000	Construction	Bond Funds			
.20	Create a recreation sports and practice facility on the west side of City	est	2, 00,000	,000,000	Construction	Bond Funds			
5.21	Identify community event / rental space in north sector of City	North	2,000,000	,000,000	Construction	Bond Funds			
.22	Acquire property adjacent to Clay Madsen Recreation Center for addition of bike park	S	3,000,000	7,000,000	Acquisition	Bond Funds			
.23	Acquire property adjacent to Old Settlers Park	N	,000,000	1 ,000,000	Acquisition	Bond Funds			

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Figure . . , E uity istri ution of Resources Actions cont.

Goal #5: Equity - Distribution of Resources (cont)							Time rame		
ank	Action	ity Sector	st. o an e	st. i an e	Type of Action	Potential undin ec anisms and Sources	1 2 yrs.	3 5 yrs.	6 10 yrs.
.2	Create plans for undeveloped neighborhood parkland and create plans for ne t bond election	All	N/A	N/A	Planning	N/A			
5.25	Develop Adaptive and Inclusive Program strategic plan	All	N/A	N/A	Planning	N/A			
.26	velop Teen Programming strategic plan	All	N/A	N/A	Planning	N/A			
.27	velop Teen Ranger Program strategic plan	All	N/A	N/A	Planning	N/A			
.2	and Outdoor / Adventure Recreation Program to include City amenities	All	N/A	N/A	Programming	N/A			
.29	plore partnerships with other governmental entities to provide recreational facilities and opportunities	All	N/A	N/A	Planning	N/A			
.30	Continue to focus on cultural programming	All	N/A	N/A	Programming	N/A			
.31	and Aquatics Programming into deeper water	All	N/A	N/A	Programming	N/A			
.32	Continue emphasis on scholarship program and free community events	All	N/A	N/A	Programming	N/A			
.33	Review and e pand the Park Ordinance to include development of neighborhood park standards, trail development fees, and more	All	N/A	N/A	Planning	N/A			

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Figure 6.17, Meadow Lake Park Conceptual Master Plan



Conceptual Master Plan

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Housing the largest lake in Round Rock, Meadow Lake is designed to be a passive recreation park that encourages water activities such as canoeing and kayaking, along with trail walking through the Blackland Prairie in the eastern portion of the park. Existing and proposed features include:

- Beach
- Boat Ramp
- Aerators
- Loop Trail
- Boardwalk through the Blackland Prairie
- Boardwalk/Dock
- Open Play Field
- Shaded Playground
- Pavilions
- Restrooms



Conceptual Beach



Conceptual Boardwalk



Conceptual Pier and Dock



Existing Playground and Shade Structures



Conceptual Purposes Only
Design Subject to Change

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Figure .10, Id Settlers Park onceptual Master Plan



Conceptual Purposes Only
Design Subject to Change

Conceptual Master Plan

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Old Settlers Park is a regional destination park providing a variety of sports and event e periences. Current and proposed amenities include:

- Multiple Baseball/Softball Complexes
- Tennis Comple
- Rock N River Family Aquatic Center
- Playgrounds
- Looping Trail
- Multipurpose Fields/Soccer Fields/Football Fields
- Festival Area with Lake Access and Pavilions
- Proposed Multipurpose Field Comple
- Proposed estination Adult Recreation and Sports Comple



Existing Joanne Land Playground



Existing Hall of Fame Complex



Existing Festival Area during July 4th Celebration



Multipurpose Field Complex
Championship Field



Rock N River Expansion Play
Feature



Adult Sports Complex



Figure .11, Play for All Park Conceptual Master Plan



Conceptual Master Plan

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Play for All Abilities Park is a community destination park that encourages inclusion, providing elements to play, develop skills, and socialize for all individuals including those with disability or limitation. The park will continue to e pnd its reach and provide additional amenities such as the All Abilities Sports Comple that will cater to children with special needs. Some e isting and proposed features include:

- Retreat Pod
- Adventure Pod
- Water Tower Slide
- Village Pod
- Bicycle Race Track and Pit
- Large Playscape
- Swing Pod
- All Abilities Sports Comple
- Protected Synthetic Field for Special Needs
- Covered Sports Court
- Natural Grass Multipurpose Field



Existing Park



once tual Nature Pod Element



once tual Bicycle Track



once tual Synthetic Field



Conceptual Purposes Only
Design Subject to Change

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Figure .12, Lake Creek Park Conceptual Master Plan



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A destination park along the Greater Lake Creek Trail provides active recreation opportunities for park-goers and their dog. Current and proposed amenities include:

- Lake Creek Pool
- Proposed Sprayground
- Playground
- Covered Court
- Sand Volleyball Courts
- Pavilions
- Dog Depot (multiple fenced areas for different sized dogs)
- Dock and Swimming Pond in the Dog Park
- Food Truck Court and Socialization Area
- Bocce Ball
- 1-hole disc golf course

Conceptual Master Plan



Existing Dog Park



Existing Lap Pool



Existing Food Truck Court



Existing Disc Golf



Proposed Dog Pond and Dock



Proposed Sprayground



Proposed Food Truck Court



Figure .1 , Clay Madsen Recreation Center Conceptual Master Plan



Conceptual Purposes Only
Design Subject to Change

Conceptual Master Plan

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The Clay Madsen Recreation Center is a community destination park along the Greater Lake Creek Trail system offering a variety of active recreation opportunities. Current and proposed amenities include:

- 1 ,000 sq. ft. skate park
- Covered Basketball Court
- Covered Multipurpose Building (including basketball, tennis, and cross-training area)
- Playground
- Looping Trail
- Recreation Center with indoor pool, gymnasium, weight room
- Proposed BMX pump track
- Proposed multipurpose fields



Existing Recreation Center Gymnasium



Existing Skate Park



Existing Indoor Pool



Existing BMX Pump Track



Existing Natural Turf Multipurpose Field



Existing Covered Basketball Court

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Figure .1 , eritage rail onceptual Master Plan



Conceptual Master Plan

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A destination park along the Brushy Creek will serve as a cultural/historical park and trail with passive recreation opportunities. Current and proposed amenities include:

- Trail
- Picnic pavilions and areas
- vent lawn
- Sun bathing lawn
- Nature play area
- Boardwalk
- Brushy Creek pedestrian bridge
- Outdoor classroom
- Playground
- Canoe/kayak launch
- Overlook areas
- Spiral ramp
- Stagecoach pavilion
- Art pieces to interpret the City's history

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Conceptual Stagecoach Pavilion



Conceptual Spiral Ramp



Conceptual Brushy Creek Pedestrian Bridge



Implementation Strategy

A coordinated effort on the part of the City and community leaders, such as citizens, elected and appointed officials, and outside agencies, is essential to the successful implementation of Plan recommendations. This also involves the recognition that the City has a responsibility to partner with all local, state, and federal entities that can be of assistance in diversifying and improving Round Rock's park and recreation system now and in the future. At a minimum, this includes:

- Round Rock's elected and appointed officials;
- City Administration and staff
- Round Rock Economic Development Partnership
- Williamson County
- Texas Department of Transportation
- MCA
- Round Rock Independent School District (RRISD);
- Adult and youth athletic leagues
- Abutting local municipalities (on projects that benefit both jurisdictions);
- Area land and business owners and the development community
- Homeowners' Associations and Municipal Utility Districts (MUs)
- Interested community volunteers and stakeholders; and
- Other affected agencies and entities.

An important additional consideration for the success and cost-efficiency of implementing the projects proposed in this Plan is establishing important interdepartmental coordination. Coordinating improvement plans with projects from other departments, such as planning, water or wastewater, right-of-way acquisition, drainage improvement, etc., will reduce overall capital costs to the City and speed up implementation.

Further, a substantial, synergistic relationship exists between high quality parks and trails, visible and accessible greenspace, and healthy economic development. Indeed, integrating beautiful parks and trails as part of quality neighborhood development is already one of the contributing factors leading to the City's continued economic prosperity. This is because an equitably distributed, high-quality parks, recreation, and trail system contributes to the attraction of new residents and businesses. This consequently increases sales and property tax revenues, which then can be reinvested into maintaining and expanding the system over time. To capitalize on this symbiotic relationship, it is highly recommended that the PAR coordinate with Round Rock's Economic Development Partnership and the Momentum investors of the Round Rock Chamber of Commerce to further maximize the potential of leveraging the City's high quality park system as part of the City's overall economic development efforts.

Potential Funding Sources

Since funding is the overarching prerequisite necessary to implement any of the recommended actions, this Plan identifies a series of potential funding sources which may be helpful in achieving the recommended action items in the most cost effective manner possible. Due to potential limitations of funding, it is recommended to pursue outside sources whenever possible (see Appendix C, *Potential Outside Funding Opportunities*). Outside sources include grants, partnerships with public agencies (e.g., RRISD), and partnerships with private entities.

City Generated Funding Sources

General fund expenditures (i.e., non-capital expenditures) are primarily used for improvements or repairs to existing parks and facilities. Typical general fund expenditures are for smaller repair and replacement efforts.

Municipal Bonds

Debt financing through the issuance of municipal bonds is the most common way to fund park and open space projects. This type of funding is a strategy wherein a city issues a bond, receives an immediate cash payment to finance projects, and must repay the bond with interest over a set period of time ranging from a few years to several decades. General obligation bonds are the most common form of municipal bond and are the primary bond type for park and open space projects.

Tax Increment Financing/Public Improvement Districts

These related tools allow a development district to divert a portion of its property taxes to fund infrastructure improvements within its area. This can include plazas, pocket parks, linear parks, and other types of facilities.

Electric Utility Partnerships

This type of partnership can be established for the purpose of providing and enhancing linear parks and trails along utility easements. This partnership typically does not involve monetary contributions. However, through use agreements and/or easements, it makes land for trail corridors accessible at little or no cost to the community.

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 Parkland Education and Development Ordinance.

Cash in Lieu of Conveyance of Land

As part of many cities' Parkland Education and Development Ordinance, 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.

Utility Bill Contributions

In many cities, residents are allowed to electively add a small amount to their utility collection bills to fund park improvements. As an example, the City of Colleyville has a Voluntary Park Fund, which allows citizens to donate \$2.00 per month contribution through their water utility bills. This results in approximately \$10,000 per year, which is used to fund park improvements throughout their community.

Tree Restoration Funds

The source of this type of fund is typically derived from cities that levy fines against developers for removing quality trees for development. The revenue generated is used to plant trees and to irrigate city properties.

Plan Update

A long-term vision for the City, which includes a 10-year strategy of prioritized implementation actions, was established through a robust public engagement process. If implemented, the City will achieve its envisioned future. Implementation by priority ensures that the City is responding incrementally to the community's needs and desires.

This, however, does not mean that this Plan will serve every need and desire of the community for the entirety of the next 10 years. On the contrary, it is designed to specify guidance for implementation actions prioritized in the near- and mid-term future. In this regard, the following recommendations are intended to keep this Plan current and up to date:

- **Annual Progress Report and Update.** Prior to the start of the annual budget process, City staff should prepare and present an annual progress report on the status of the actions identified in this chapter. In addition, they should work with elected and appointed officials to determine which recommendations should move up in prioritization.
- **Five-Year Update.** While not required by the Texas Parks and Wildlife Department (TPWD) to remain eligible for grant funding, undertaking an official plan update every five years helps the City remain competitive in a very competitive grant process as TPWD places a higher point value (during grant funding evaluation) on submittals that demonstrate a plan update has been done within the past five years. Plan updates can be published in short report format and attached to this 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 to RRISD, county parks, HOA parks, and major private facilities that could influence recreation in Round Rock.
 - **Public Involvement.** As mentioned previously, this Plan reflects current population and attitudes as expressed by the citizens of Round Rock. 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 to provide additional direction from the public on issues that may arise. In order to make an accurate comparison of the changes in attitudes and interests, it is recommended that future surveys follow the general format of the citizen survey conducted in this Plan.

- **Facility Use.** Facility use is a key factor in determining the need for renovation of additional facilities. League participation of sports facilities should be updated each season with data from each association. Changes in participation of those outside the City limits as well as the citizens of Round Rock should also be recorded.
- **Action Plan.** As items from the action plans in this document are implemented, updates should be made to the prioritized list to provide a current schedule for City staff.



Figure .15, rails Priority Plan



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Figure .1 , PAR ision Plan



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APPENDIX 0

Reference Documents

By adopting the Playbook 20 0: Building a Connected Community, Council acknowledges, and therefore adopts, the following referenced plans as if their text was included in full:

Trails Master Plan

- The Trails Master Plan and Trail Plates were updated as part of the 2012 Master Plan Update. The Division Plan and Trails Priority Plan were updated as part of this master plan update, but Trail Plates were not. Trail Plates will be updated in 2019. PARD continually updates trail alignments based on Council and resident priorities, as well as development opportunities.

Repair and Replacement Plan

- The PARD team performs conditions assessments on all parks, facilities, and amenities on a biannual basis. The results of those assessments are analyzed and then compiled into the Repair and Replacement Plan. This Plan prioritizes repairs and upgrades at parks based on usage and current condition. The Plan is a living document and changes based on condition assessments, usage, and additional funding opportunities.

PARD Business Plans

- Each Division within the Department prepares a Division *Business Plan reflecting the current state, future state, cost recovery, budget analysis, and strategic goals for the Division. These plans are updated annually and so therefore, the specific text is not included in this document.*

Recreation Programming Plan

- The Recreation, Athletics, and Aquatics Divisions analyze recreation trends, current service levels, and current program usage. They also perform a market study to determine the appropriate services, programs, service levels, and fee philosophy. The program inventory and evaluation components of the plan are updated annually. The plan in its entirety is reviewed annually and updated as needed.

ADA Transition Plan

- The ADA Transition Plan for the Parks and Recreation Department was adopted by the City ADA Coordinator Risk Manager in 2011. This plan outlines all physical barriers associated with the Americans with Disabilities Act and lists recommendations for barrier removal. These plans are available at the Clay Madsen Recreation Center, Allen R. Baca Senior Center, and PARD Main Office for viewing by the public.