

CITY OF WEST MELBOURNE

PARKS MASTER PLAN



gai consultants.

COMMUNITY
SOLUTIONS
GROUP

City Council + PRAB Workshop

MARCH 2024



West Melbourne
FLORIDA

AGENDA

- Overview of the Process
- Park Inventory
- Public Engagement
- **Discussion**



Master Plan Purpose



Understand Needs + Opportunities

Create a responsive parks and recreation system that meets the needs of the community



Blueprint for the Future

Plan for the future parks and recreation system



Improve, Sustain, and Enhance

Improve, sustain, and enhance the quality of life in West Melbourne

Master Plan Process



Understanding

Analysis of Facilities
+
Public Engagement



Visioning

Goals + Objectives



Implementation

Site Plans
CIP Budgeting
Implementation
Strategy

WEST MELBOURNE PARKS AND RECREATION MASTER PLAN TIMELINE

INITIATION

Project Kick-Off

TASK 1: Initiation

- + Project Kick-Off
- + Initial Site Visit

TASK 1
10/16/2023

PROJECT KICK-OFF MEETING



1

OCT

2

NOV

3

DEC

4

JAN

5

FEB

6

MAR

7

APR

8

MAY

9

JUN

10

JUL

11

AUG

12

SEP



SITE VISITS

10/20/2023

EXISTING CONDITIONS

Evaluating Existing Park System

TASK 2: Park Inventory

- + Inventory of park assets
- + Review of programs
- + ADA Assessment

TASK 3: Pedestrian Gap Analysis

- + GIS Analysis

EXISTING CONDITIONS REPORT TASK 2



LAUNCH

WEBSITE

SURVEY

FOCUS GROUPS

CITY COUNCIL

PRAB

PUBLIC ENGAGEMENT

Understanding Public Needs and Desires

TASK 3: Needs Assessment

- + Survey

TASK 4: Public Engagement

- + Open House
- + Focus Groups
- + Website
- + City Council
- + PRAB

PUBLIC OPEN HOUSE TASK 4



WE ARE HERE

PUBLIC ENGAGEMENT SUMMARY TASK 4



WEB-BASED SURVEY (ON WEBSITE)

4 Meetings

1

1

VISION & IMPLEMENTATION PLAN

Developing the Vision and Implementation Strategy

TASK 5: Vision, Goals & Objectives

- + Draft Vision

TASK 6: Concept Plans

- + Site Concept Plans
- + CIP Budget

TASK 7: Master Plan & Implementation Strategy

- + Final Master Plan
- + Implementation Strategy

DRAFT VISION TASK 5



DRAFT CONCEPT PLANS TASK 6



DRAFT MASTER PLAN TASK 7



FINAL MASTER PLAN TASK 7



DRAFT PLAN REVISIONS

PREPARED BY:



02/28/2024



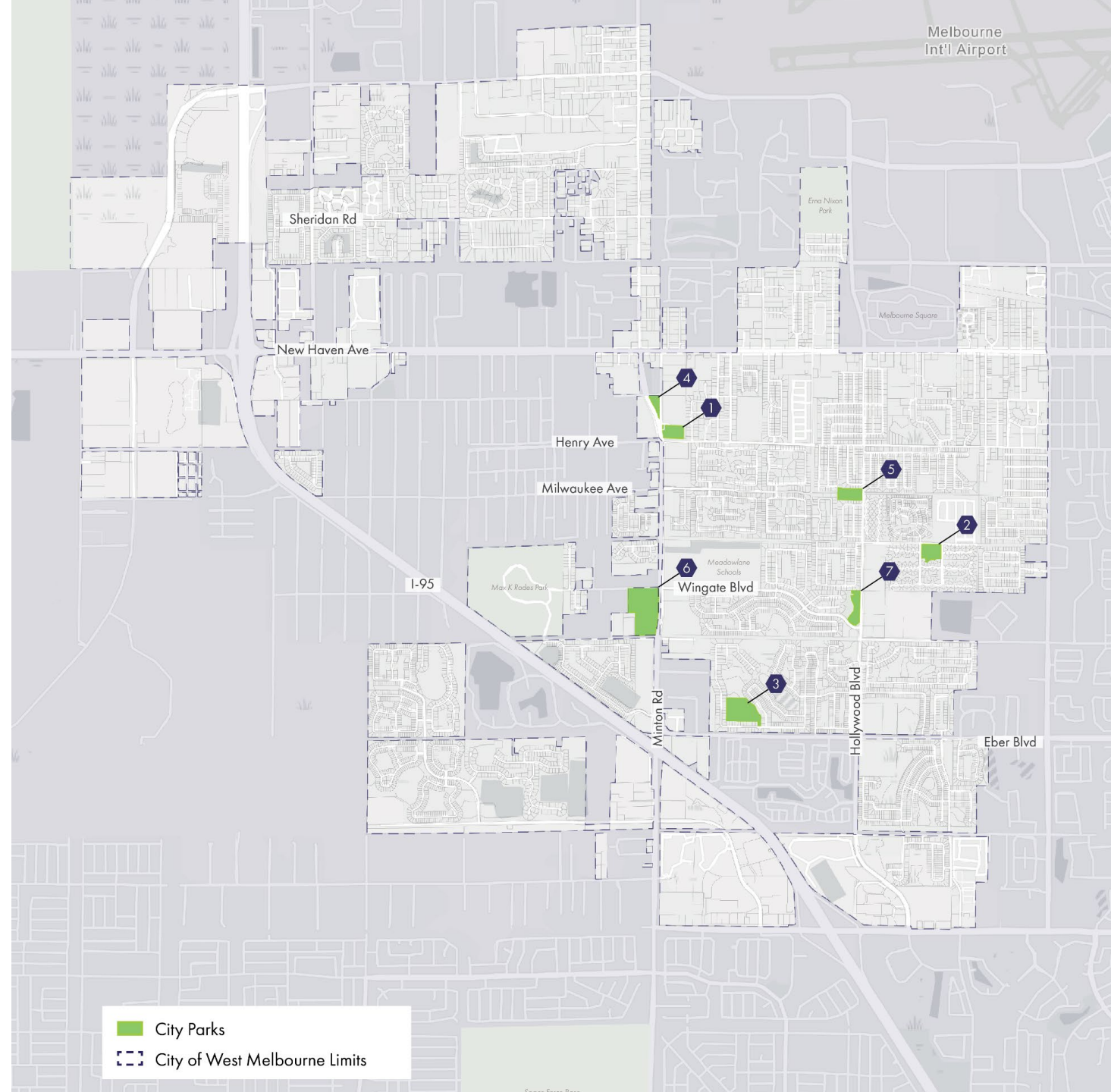
Understanding

- Analysis of Facilities
- Comprehensive Plan Review
- Public Involvement
 - Online Survey
 - Public Workshop
 - Focus Groups

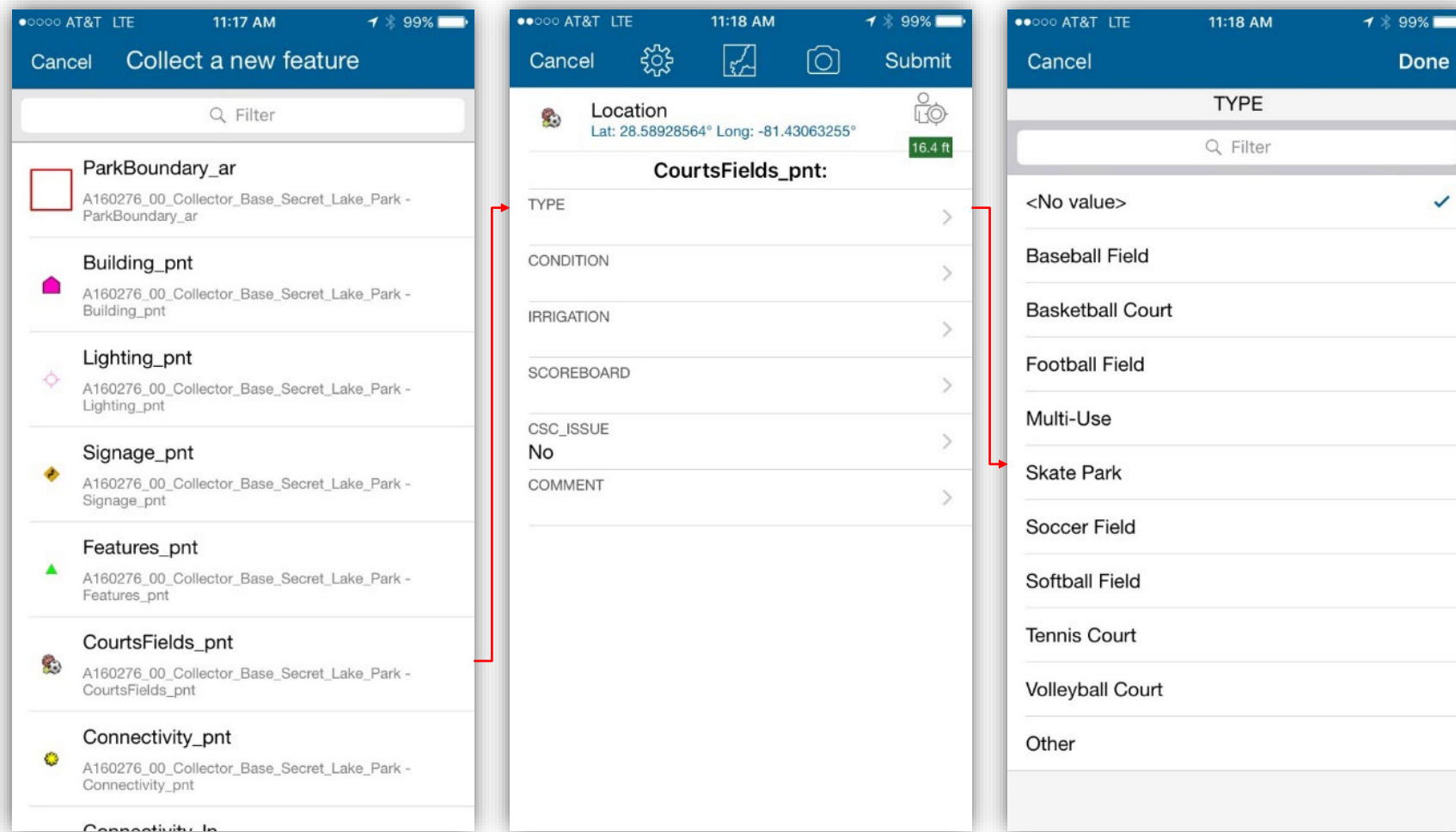
The Park System

Park Legend

ID	Park Name	Acres
1	Bryant Adams Park (Veteran's Memorial Complex)	4.5
2	Clement's Wood Park	5.4
3	Hammock Lakes Park	11.4
4	Jan Lieson Crossroads Park	0.25
5	Tallwood Park	4.6
6	West Melbourne Community Park	18.0
7	Westbrooke Park	4.4



Field Data Collection: Getting the Data



Field Data Collection: Getting the Data

West Melbourne Parks Inventory

Parks and Recreation Master Plan

Select a Park
All City Parks

West Melbourne PRMP Field Inventory (view)

Active Amenities



Sports Courts



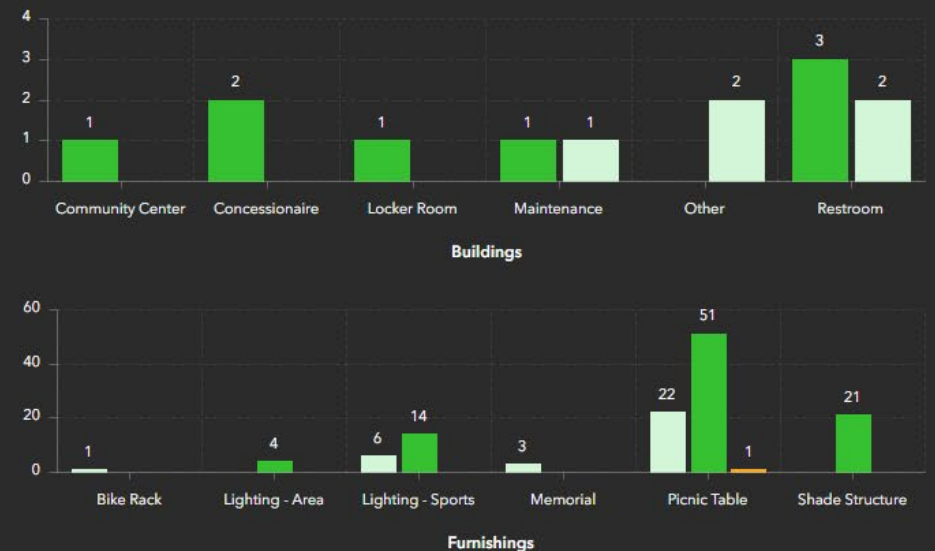
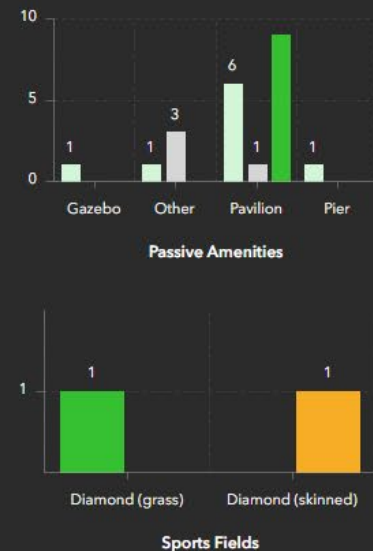
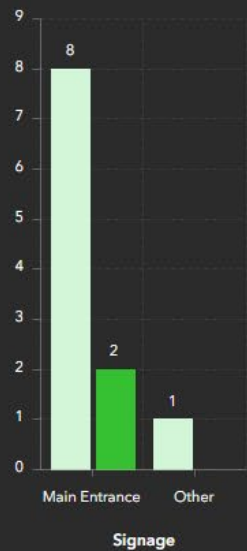
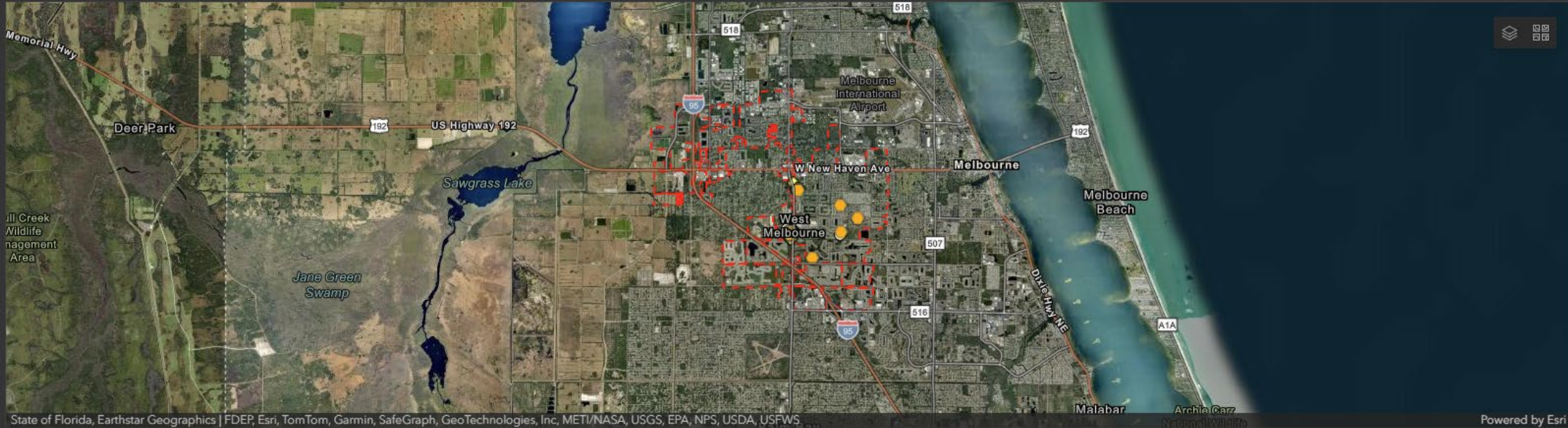
Sports Fields



Buildings



Passive Amenities



Field Data Collection: Site Inventory



Park inventory data is used to evaluate park quality and accessibility.



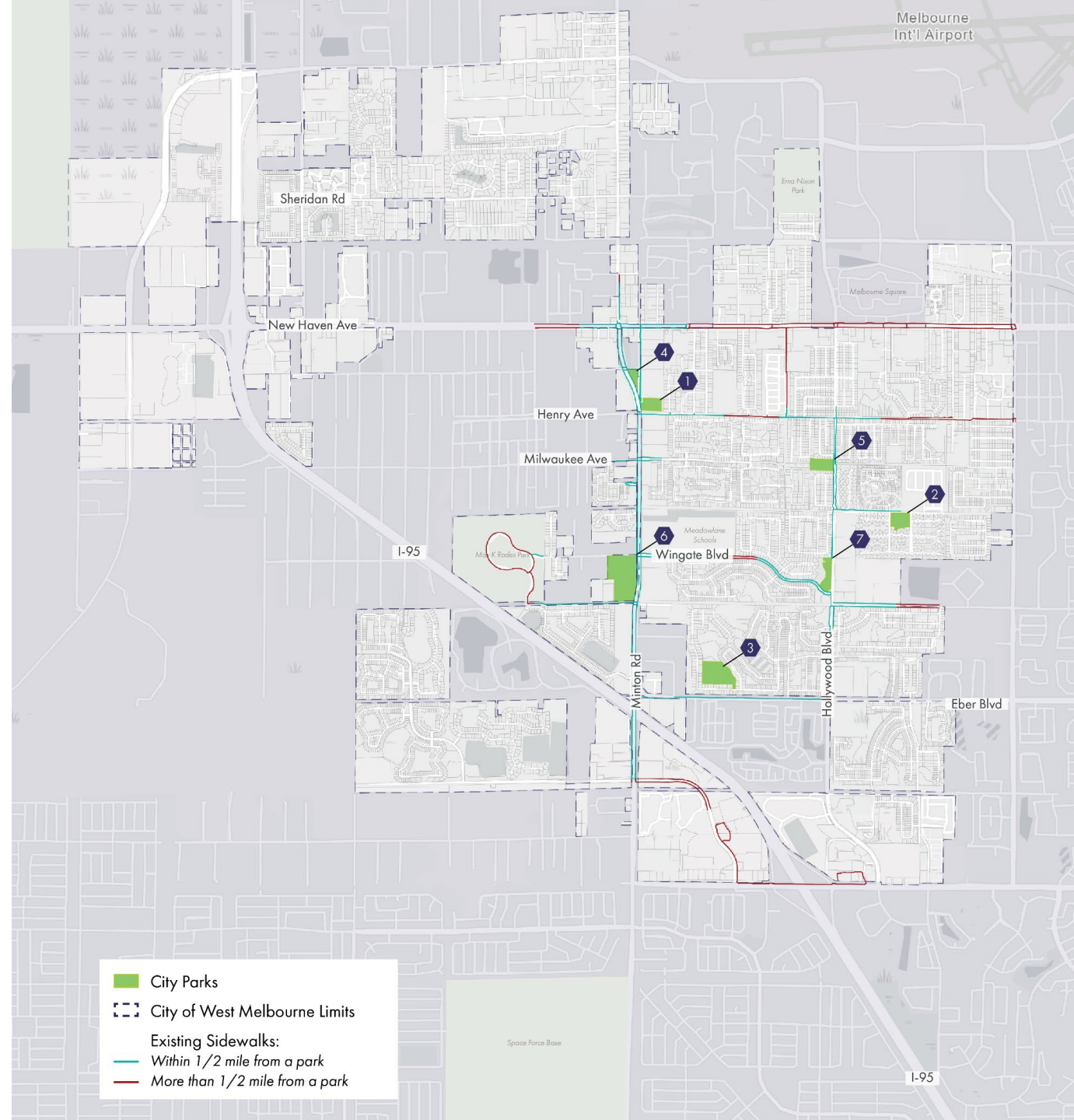
Understanding

- Analysis of Facilities
- Comprehensive Plan Review
- Public Involvement
 - Project Website
 - Focus Groups
 - Public Workshop
 - Online Survey

Pedestrian Connectivity

Park Legend

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- City Parks
- City of West Melbourne Limits
- Existing Sidewalks:
 - Within 1/2 mile from a park
 - More than 1/2 mile from a park



Understanding

- Analysis of Facilities
- Comprehensive Plan Review
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Project Website



SCAN ME

...for Project Details
...for Project Updates
...for Input Opportunities

...or visit...
PlayWestMelb.com

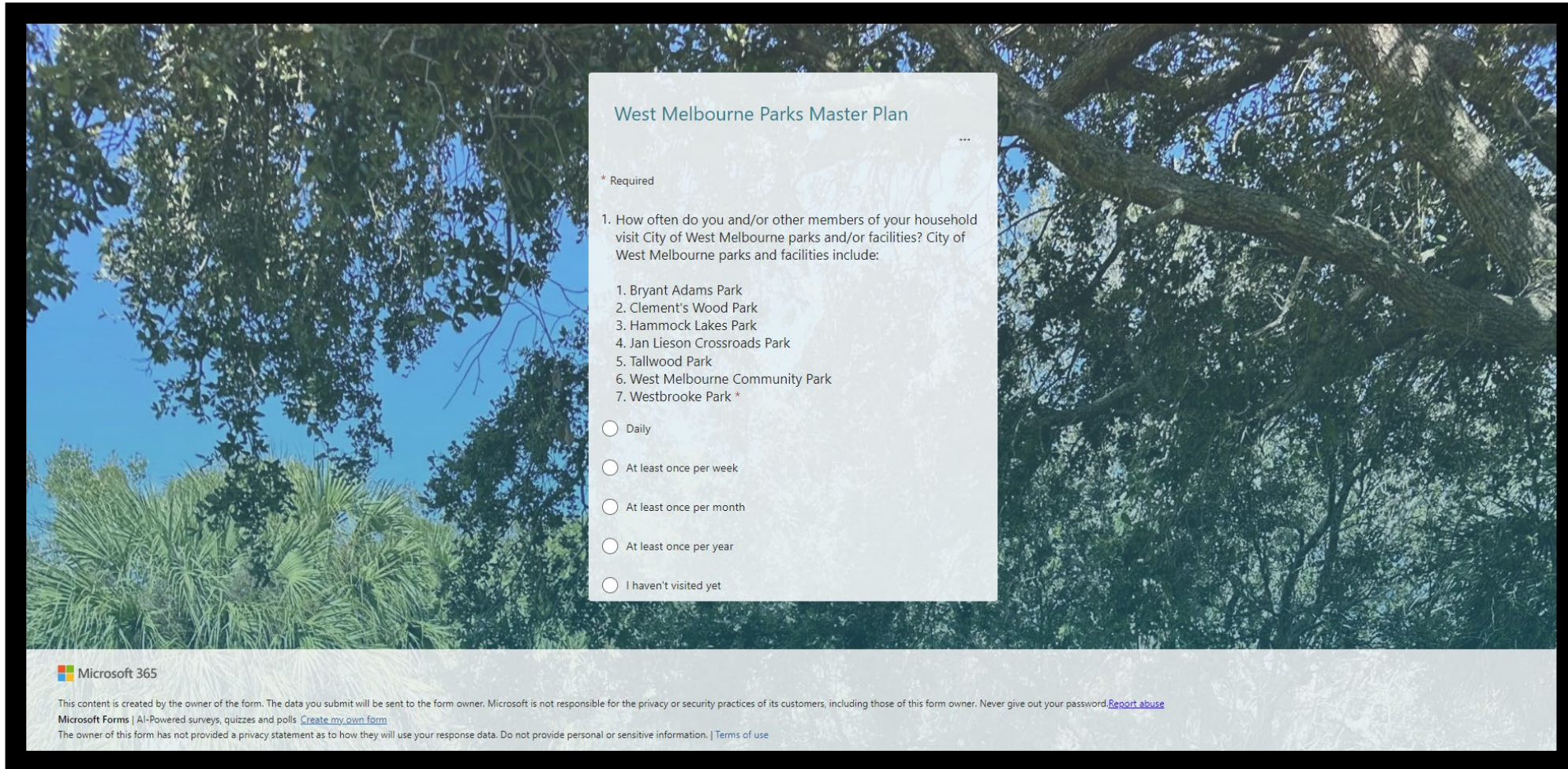


The screenshot shows the homepage of the West Melbourne Parks website. At the top left is the logo for West Melbourne Parks, featuring a blue stork carrying a yellow bundle, with the text "WEST MELBOURNE PARKS" above and "PLAY.RELAX.EXPLORE" below. To the right of the logo are navigation links: "Home", "Public Input Map", and "Community Survey" (which is highlighted with an orange oval). The main heading in the center reads "West Melbourne Parks" followed by "Play.Relax.Explore". Below this is a paragraph of text: "The City of West Melbourne is undertaking the creation of a Parks Master Plan to provide the public, both residents and visitors, with unique recreation experiences. The Master Plan will examine parks, open space, and recreation facilities to determine how best to provide recreation opportunities in the short- and long-term." At the bottom of the page are three photographs: the first shows a park sign for "BRYANT ADAMS PARK" with the City of West Melbourne logo; the second shows a modern playground with a wooden structure and green slides; the third shows a grassy park area with several large, mature trees.

Online Survey

52
Responses

As of 03/05



The screenshot shows a survey form titled "West Melbourne Parks Master Plan" overlaid on a background image of trees. The form includes a "Required" section with a question about household visits to city parks. A list of seven parks is provided, with "Westbrooke Park" marked with an asterisk. Below the list are five radio button options for frequency of visits: Daily, At least once per week, At least once per month, At least once per year, and I haven't visited yet.

West Melbourne Parks Master Plan

* Required

1. How often do you and/or other members of your household visit City of West Melbourne parks and/or facilities? City of West Melbourne parks and facilities include:

1. Bryant Adams Park
2. Clement's Wood Park
3. Hammock Lakes Park
4. Jan Lieson Crossroads Park
5. Tallwood Park
6. West Melbourne Community Park
7. Westbrooke Park *

Daily

At least once per week

At least once per month

At least once per year

I haven't visited yet

Microsoft 365

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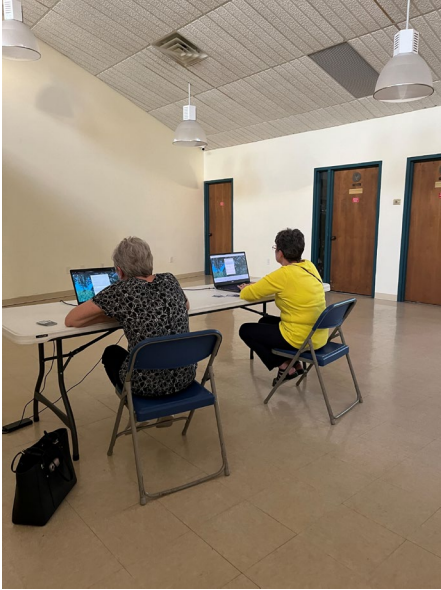
Key Takeaways

- **Top 3 visited parks:**
Community Park, Veteran's Memorial Complex, Bryant Adams Park
- **Barriers to use:**
Lack of awareness, Facility maintenance, Program or facility not offered
- **Highest priorities:**
Maintaining existing, Park security, Building new walking/biking trails, Playgrounds
- **Common comment:** more shade

21
Participants

Public Workshop

Thursday, February 24
Veteran's Memorial Complex



Survey Station

Participants could take the survey on-site.



Write-on-Me

Participants write what parks they enjoy and potential improvements.



Amenity Priorities

Participants identify the park elements that they consider to be the highest priorities.

**WHAT DO YOU THINK?
SHARE YOUR THOUGHTS.**

Hello, I'm a parent to a toddler who loves to play at the park. We visited over 70 parks in Brevard last year, so we have become "park experts." WM parks could use some TLC. Broken equipment, missing equipment, rusted pieces. Biggest of all, all of the

Comment Cards

Participants are invited to share their thoughts on the parks and amenities.

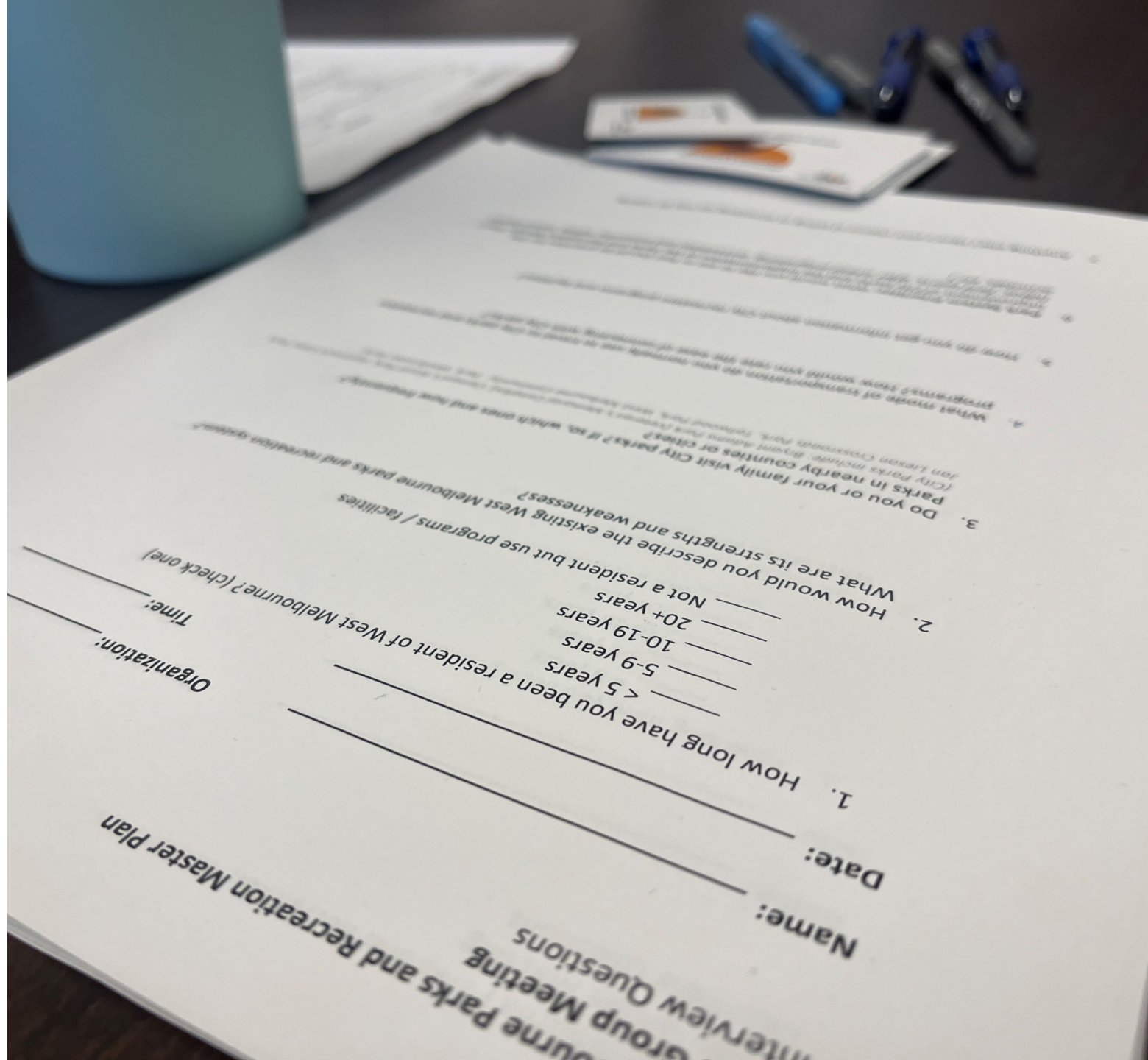


Draw Your Dream Park

Drawing activity for kids.

Focus Groups

- 3 in-person
- 1 virtual
- Guided discussion/
questionnaire



Key Takeaways: Parks

- Community Park is the most popular park
- Some parks appear to be private/HOA owned which deters public use i.e. Westbrook Park, Hammock Lakes Park, and Jan Lieson Park
- Parks should incorporate the following:
 - Shade
 - Walking loops/fitness trail
 - Improved lighting (security)
- Park branding could be improved i.e. consistent naming and visual cues

Key Takeaways: Recreation

- Many residents are unaware of programming provided by the City
- Provide more facilities and programs for seniors
- Provide more youth programs
- Improve indoor space for recreational programming

Key Takeaways: Top Priorities

- Residents top priorities are as follows:
 - Walking/Biking Trails – including walking loops within parks
 - Playgrounds
 - Athletic Courts
 - Recreation Center/Gym
 - Nature Programs
 - Acquiring Land for Future Parks
 - Upgrading or Expanding Existing Parks

DISCUSSION



Discussion Questions

What makes West Melbourne unique?

What does parks and recreation mean to you?

What are your goals for the outcome of this plan?

A blue-tinted photograph of a playground. In the center is a large play structure with a domed roof and multiple slides. The playground is set on a gravel surface. In the background, there are trees and a paved area with a car. The text "Next Steps" is overlaid in the center in a white, bold, sans-serif font.

Next Steps

Identify Emerging Themes

NEEDS & OPPORTUNITIES ASSESSMENT

- more nature-based/outdoor recreation programming
- more youth or teen programs/activities
- acquisition/addition of nature areas
- responsive & flexible to local recreation trends
- more fitness/wellness/health programs
- nature-based recreation
- inclusive & diverse
- more senior programs
- make improvements to and/or renovate existing parks or facilities
- parks close to home
- sense of community
- additional trails/path for better connectivity
- ease of access to information about parks and facilities
- provide shade and protect tree canopy
- add more parks
- more park amenities (restrooms, shade, water fountains, etc.)

DEPARTMENTAL GOALS



COMMUNITY BUILDING & SOCIAL EQUITY



ECONOMIC IMPACT



ENVIRONMENTAL SUSTAINABILITY



HEALTH & WELLNESS



FINANCIAL SUSTAINABILITY

INITIATIVES

FACILITIES (Parks)

- 1** Provide access to high-quality parks for all residents
- 2** Provide recreational opportunities with focus on target areas
- 3** Continue to protect natural resources
- 4** Provide additional facilities for organized sports opportunities
- 5** Develop indoor recreation opportunities

PROGRAMS & OPERATIONS (Recreation)

- 6** Expand program offerings to meet current and future needs
- 7** Improve public awareness of department offerings
- 8** Maintain ecosystems through Best Management Practices
- 9** Leverage smart technology in parks
- 10** Support arts, culture and education in parks



Guiding Principles



Equity & Inclusivity



Trails & Pathways



Canopy & Wildlife



Distinct User Experiences



Connected Communication



Equity & Inclusivity

Parks are accessible, equitable, and inclusive:

- Each resident lives within a 10-minute walk or 5-minute drive of a park
- Each park provides facilities useable by people of all ages and abilities
- Each park promotes safe and inclusive space for all users

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Understanding Public Needs and Desires

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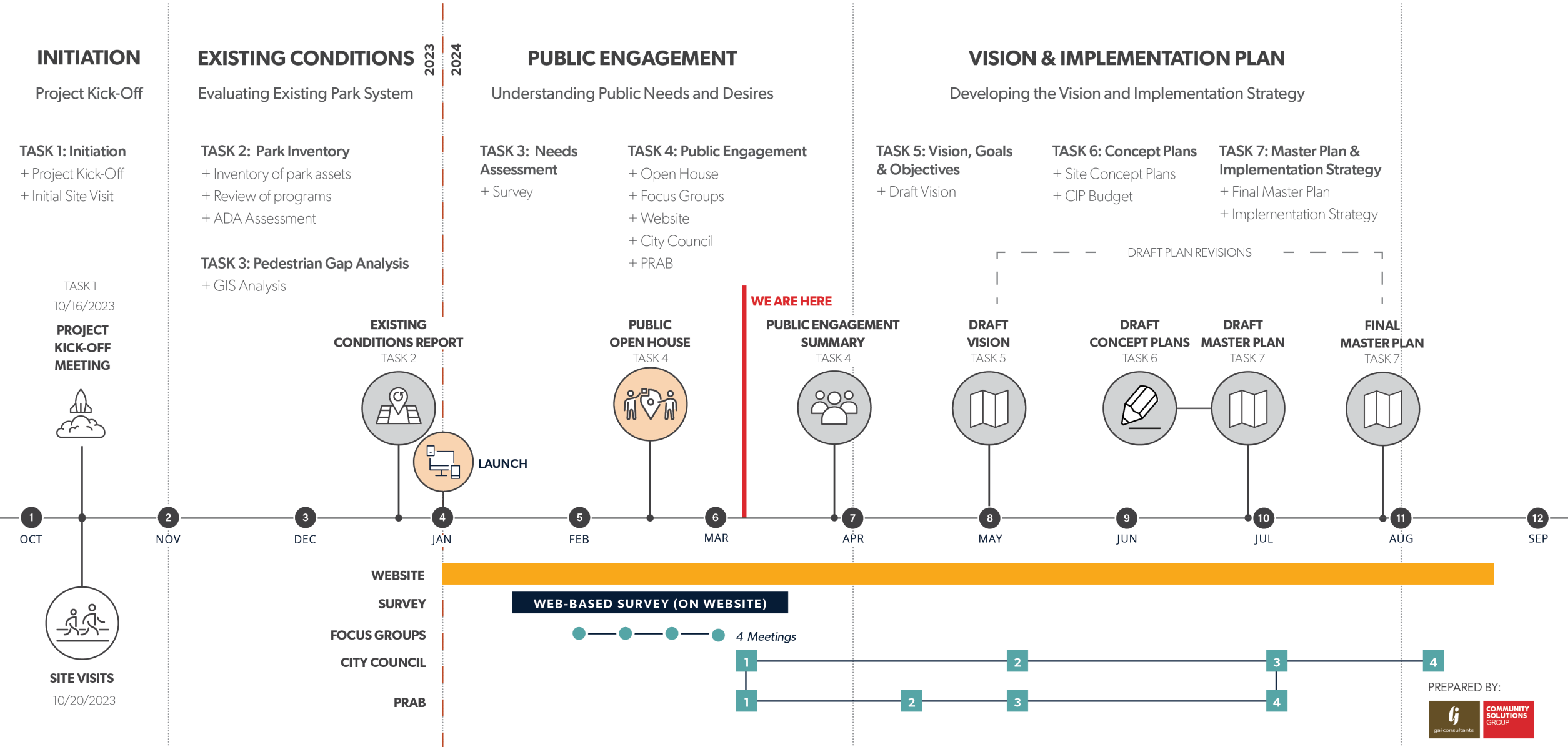
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TASK 7: Master Plan & Implementation Strategy

- + Final Master Plan
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DRAFT PLAN REVISIONS

WE ARE HERE



TASK 1
10/16/2023

PROJECT
KICK-OFF
MEETING



1

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NOV

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DEC

4

JAN

EXISTING
CONDITIONS REPORT
TASK 2



LAUNCH

5

FEB

6

MAR

PUBLIC
OPEN HOUSE
TASK 4



7

APR

PUBLIC ENGAGEMENT
SUMMARY
TASK 4



8

MAY

DRAFT
VISION
TASK 5



9

JUN

DRAFT
CONCEPT PLANS
TASK 6



10

JUL

DRAFT
MASTER PLAN
TASK 7



11

AUG

FINAL
MASTER PLAN
TASK 7



12

SEP

WEBSITE

SURVEY

FOCUS GROUPS

CITY COUNCIL

PRAB

WEB-BASED SURVEY (ON WEBSITE)

4 Meetings

1

1

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3

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4

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PREPARED BY:



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