

CITY OF WEST MELBOURNE

PARKS MASTER PLAN



gai consultants

COMMUNITY
SOLUTIONS
GROUP

Council Workshop

JULY 2024



West Melbourne
FLORIDA

AGENDA

- Overview & Status Update
- Public Engagement
- **Key Issues and Emerging Themes**
- Next Steps



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

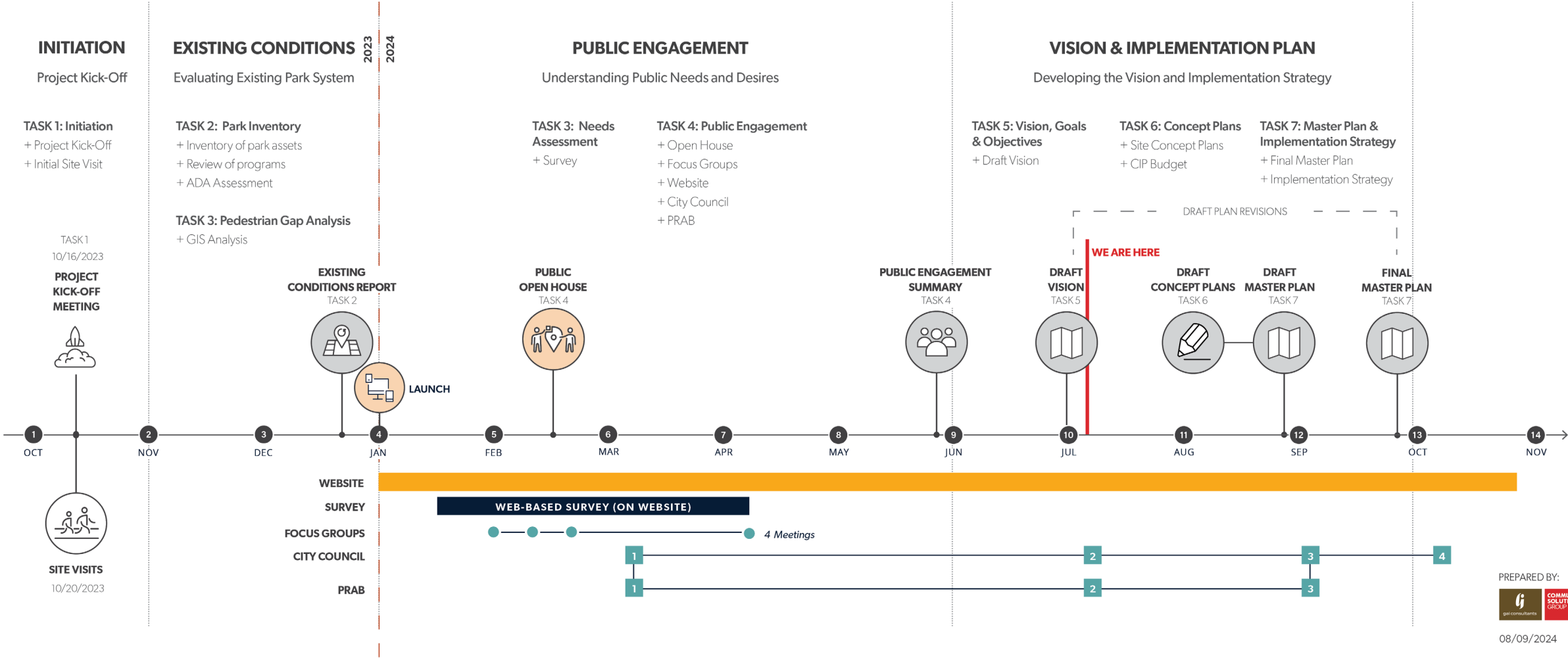
Goals + Objectives



Implementation

Site Plans
CIP Budgeting
Implementation
Strategy

WEST MELBOURNE PARKS AND RECREATION MASTER PLAN TIMELINE





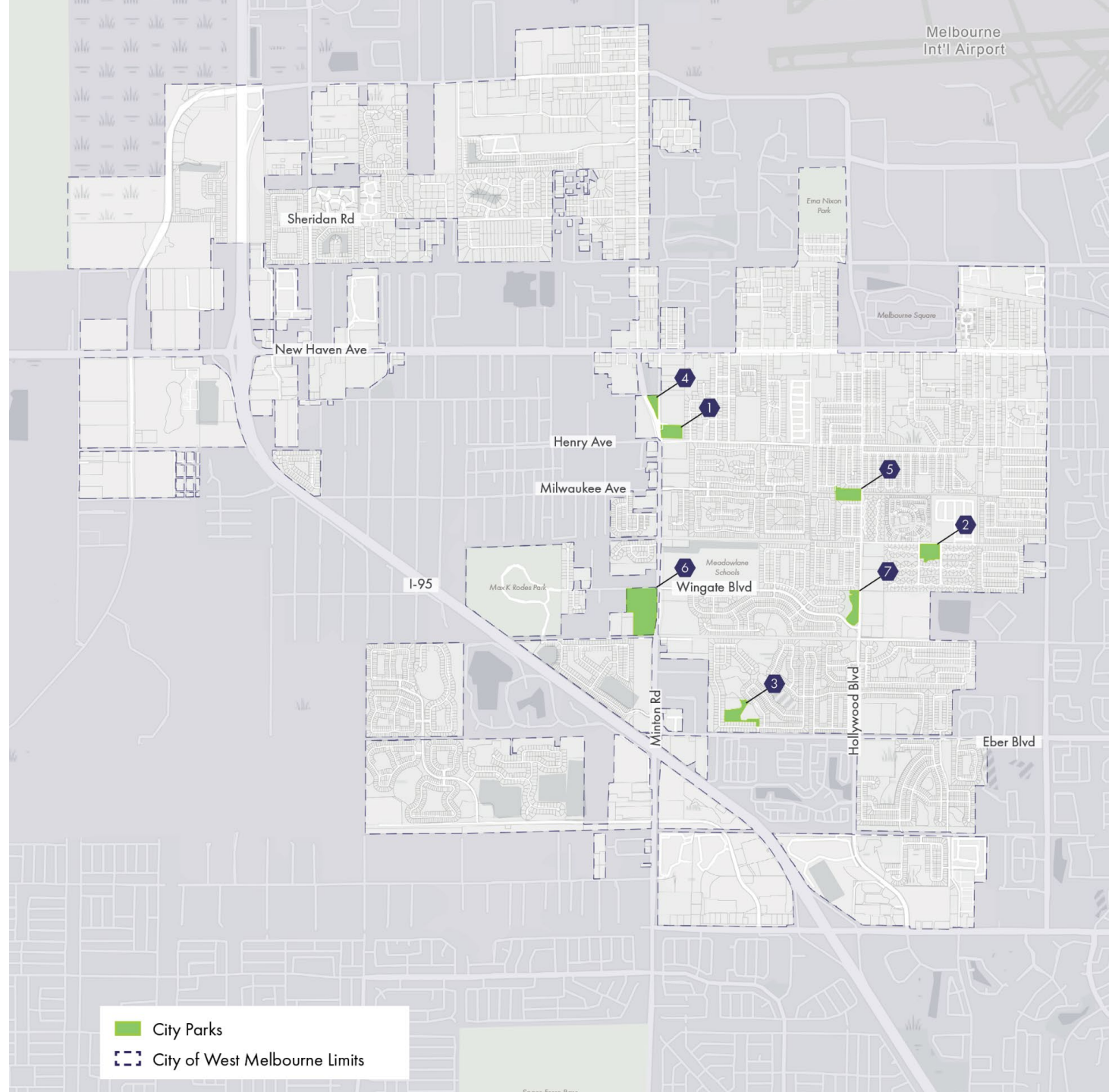
Understanding

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

The Park System

Park Legend

ID	Park Name	Acres
1	Bryant Adam's Park (Veteran's Memorial Complex)	4.39
2	Clement's Wood Park	4.98
3	Hammock Lakes Park	4.75
4	Jan Lieson Crossroads Park	2.04
5	Tallwood Park	4.97
6	West Melbourne Community Park	21.11
7	Westbrooke Park	4.64



Field Data Collection: Site Inventory



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



Understanding

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

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 over a yellow sun, with the text "WEST MELBOURNE PARKS" above and "PLAY.RELAX.EXPLORE" below. At the top right are navigation links: "Home", "Public Input Map", and "Community Survey" (which is highlighted with an orange oval). The main heading is "West Melbourne Parks" followed by "Play.Relax.Explore". Below this is a paragraph: "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, there are three images: a park sign for Bryant Adams Park, a playground with a green slide, and a grassy park area with large trees.

Online Survey

220
Responses

As of 04/04/2024

The screenshot shows a Microsoft Forms survey titled "West Melbourne Parks Master Plan". The survey is displayed on a background image of a lush green park with trees and a blue sky. The survey content is as follows:

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

This content is created by the owner of the form. The data you submit will be sent to the form owner. Microsoft is not responsible for the privacy or security practices of its customers, including those of this form owner. Never give out your password. [Report abuse](#)

Microsoft Forms | AI-Powered surveys, quizzes and polls. [Create my own form](#)

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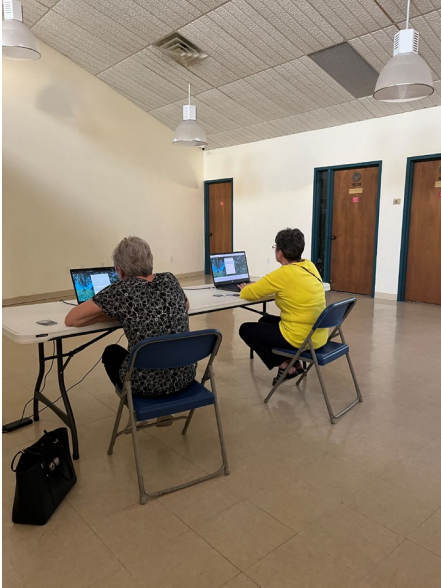
Key Takeaways

- **Top 3 visited parks:**
Community Park, Veteran's Memorial Complex,
Westbrook Park
- **Barriers to use:**
Lack of awareness, Program or facility not offered,
Use parks and facilities in the county or other cities
- **Highest priorities:**
Maintaining existing, Park security,
Building new walking/biking trails, Playgrounds,
Adding new parks
- **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.

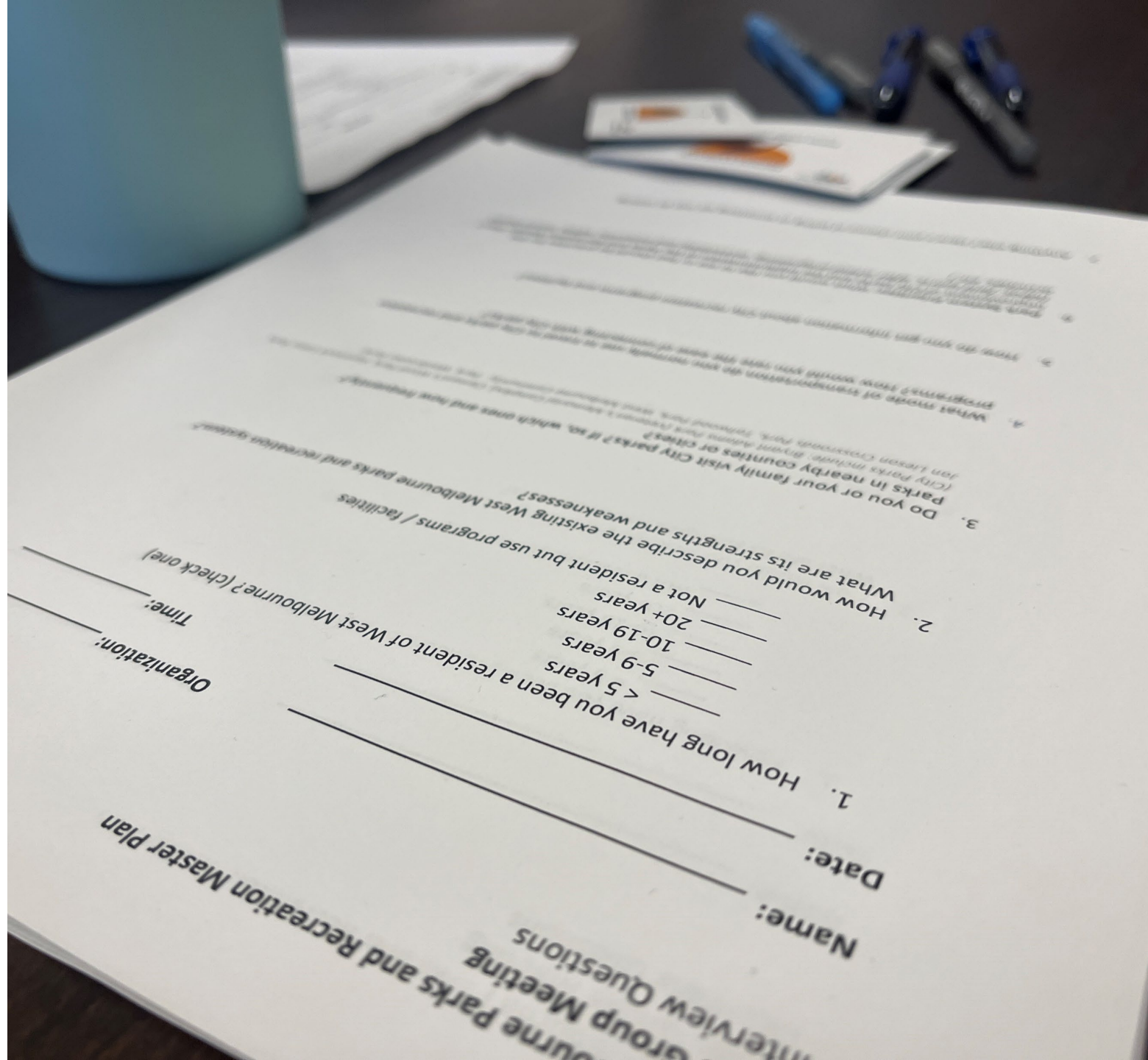


Draw Your Dream Park

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

Walking/Biking Trails

Playgrounds

Athletic Courts

Recreation Center/Gym

Acquiring Land for Future Parks

Nature Program

Upgrading or Expanding Existing



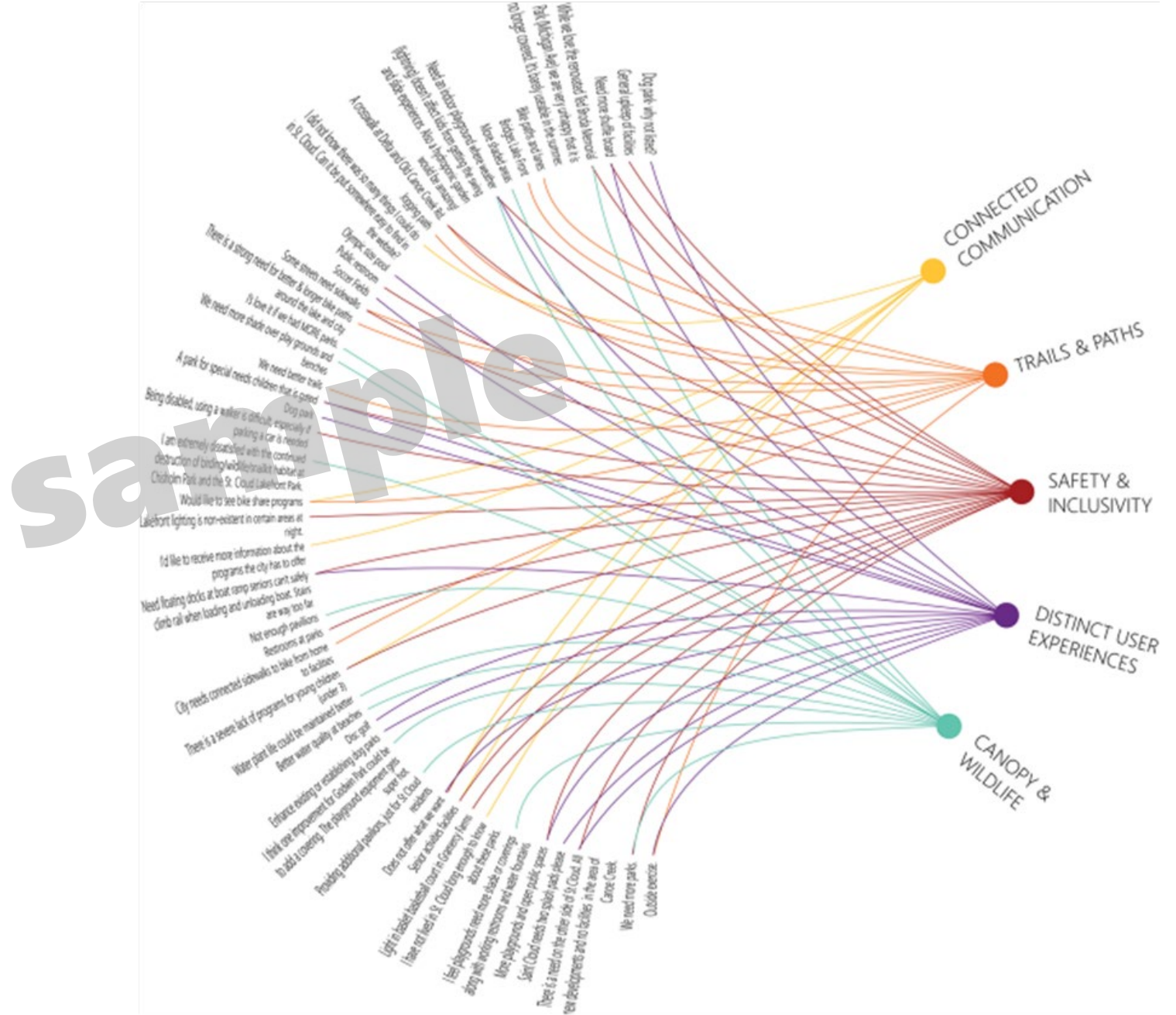
Visioning

- Goals + Objectives
 - Identifying Emerging Themes
 - Guiding Principles

Identify Emerging Themes



Develop Guiding Principles



Guiding Principles



Walkability & Connectivity



Communication



**Equitable Recreation
Programming**



**Enhance Existing &
Expand for the
Future**



**Health &
Safety**



Walkability and Connectivity

Parks are accessible, walkable, and well connected:

- Each resident lives within a 10 or 15-minute walk of a park
- Each park is connected to a sidewalk or trail network
- Each park promotes safe walking, jogging, or bicycling for all

Key Issues Analysis Matrix

GREEN - minor need
 YELLOW - mid/opportunity to improve
 RED - major need

	Online Survey	Public Workshops	Focus Groups	Site Visits	Consultant Opinion	Comments
Walkability and Connectivity						
Increase opportunities for walking/biking by adding more trails, sidewalks, and bike lanes	RED	RED	RED	YELLOW	RED	
Provide amenities to improve pedestrian experiences, i.e. shade, seating, water fountains	YELLOW	RED	RED	YELLOW	RED	Public input expressed strong desires for more opportunities for walking
Increase safe bicycle and pedestrian connections to parks	YELLOW	YELLOW	RED	YELLOW	RED	Provide safe connections across busy streets and more bike/ped entrances
Improve sidewalk connectivity and ADA access within parks	GREEN	YELLOW	YELLOW	RED	RED	Survey responses expressed a need for accessible infrastructure
Communication						
Add signage and wayfinding systems to better communicate park offerings to the public	YELLOW	GREEN	RED	RED	RED	Make park nomenclature/names clearer for new users
Improve the visibility and accessibility of parks that are perceived as private facilities	n/a	GREEN	RED	RED	RED	Several focus group attendees thought that some City parks were private parks
Improve marketing mechanisms (both physical and technological) to better advertise park amenities and programs	RED	n/a	RED	n/a	YELLOW	Focus group attendees expressed this need at each group meeting. Site visits confirmed this need
Create a "brand" for marketing City parks, programs, and events	n/a	n/a	RED	n/a	YELLOW	May enable residents to choose City parks instead of those provided by adjacent communities
Equitable Recreation Programming						
Incorporate a recreation center to accommodate desired recreational programming	RED	YELLOW	RED	RED	RED	Public input/site visit outlined desires for a centralized space for recreation and programming
Expand program options for youth and seniors	RED	GREEN	RED	n/a	YELLOW	Programming is suggested by survey responses and for more convenient program schedules
Provide a diverse range of recreational events, i.e. art and culture, health, and food	RED	GREEN	YELLOW	n/a	GREEN	Use recreational events to improve community awareness of City parks
Expand offering of nature-based programs	YELLOW	RED	GREEN	n/a	YELLOW	Survey and workshop input expressed desires for nature-based programming
Enable park design to better support and market recreational programs and events	n/a	n/a	YELLOW	GREEN	YELLOW	Prioritize Community Park and Bryant Adams Park to support recreational events and programs
Enhance Existing and Expand for the Future						
Improve supply of athletic courts and playgrounds by updating existing amenities and creating new parks	RED	RED	RED	YELLOW	RED	For new parks consider locations in the City that will improve park service delivery and access. For facility updates emphasize pickleball court updates and the addition of more shade
Incorporate shade throughout parks, i.e. tree canopy and shade structures	RED	RED	RED	YELLOW	RED	
Improve and expand parking areas	GREEN	YELLOW	RED	RED	RED	
Increase the frequency that parks are used by incorporating new desired amenities	YELLOW	RED	RED	YELLOW	YELLOW	Desired amenities include trails, playgrounds, open play spaces, and athletic courts
Enhance existing dog park for improved experience and visibility	GREEN	YELLOW	YELLOW	GREEN	GREEN	
Health and Safety						
Improve park security which includes improving lighting	RED	YELLOW	RED	YELLOW	YELLOW	
Maintain wellness and fitness programs, like the City's yoga program	RED	YELLOW	RED	n/a	YELLOW	The City yoga program was identified as a frequently used program by residents
Preserve natural areas to strengthen opportunities to experience and enjoy nature and to offer nature-based programs	RED	RED	YELLOW	n/a	YELLOW	Survey responses expressed a need for more nature-based opportunities and access to nature, workshop responses showed an interest in preserving natural resources
Incorporate buffer areas for park facilities near busy streets or neighborhoods	GREEN	n/a	YELLOW	YELLOW	YELLOW	

Emerging Themes

Walkability and Connectivity

- Increase opportunities for walking/biking by adding more trails
- Provide amenities to improve pedestrian experiences, i.e., shade, seating
- Increase safe bicycle and pedestrian connections to parks
- Improve sidewalk connectivity and ADA access within parks



Emerging Themes

Communication

- **Add signage to better communicate park offerings**
- **Improve the visibility of parks that are perceived as private facilities**
- Improve advertising for parks and programs
- Create a "brand" for marketing City parks, programs, and events



Emerging Themes

Equitable Recreation Programming

- **Incorporate a recreation center to better accommodate recreation programming**
- Expand program options for youth and seniors
- Provide a diverse range of recreational events, i.e., art and culture, food
- Expand offering of nature-based programs
- Enable park design to better support recreation programs and events



Emerging Themes

Enhance Existing and Expand for the Future

- Enhance and expand supply of athletic courts and playgrounds
- Incorporate shade throughout parks i.e. tree canopy enhancements, shade structures
- Improve and expand parking areas
- Incorporate desired amenities to increase use
- Enhance dog park



Emerging Themes

Health and Safety

- Improve park security including lighting
- Maintain wellness and fitness programs like the City's yoga program
- Incorporate buffer areas for parks near busy streets or neighborhoods
- Preserve natural areas as opportunities to enjoy nature

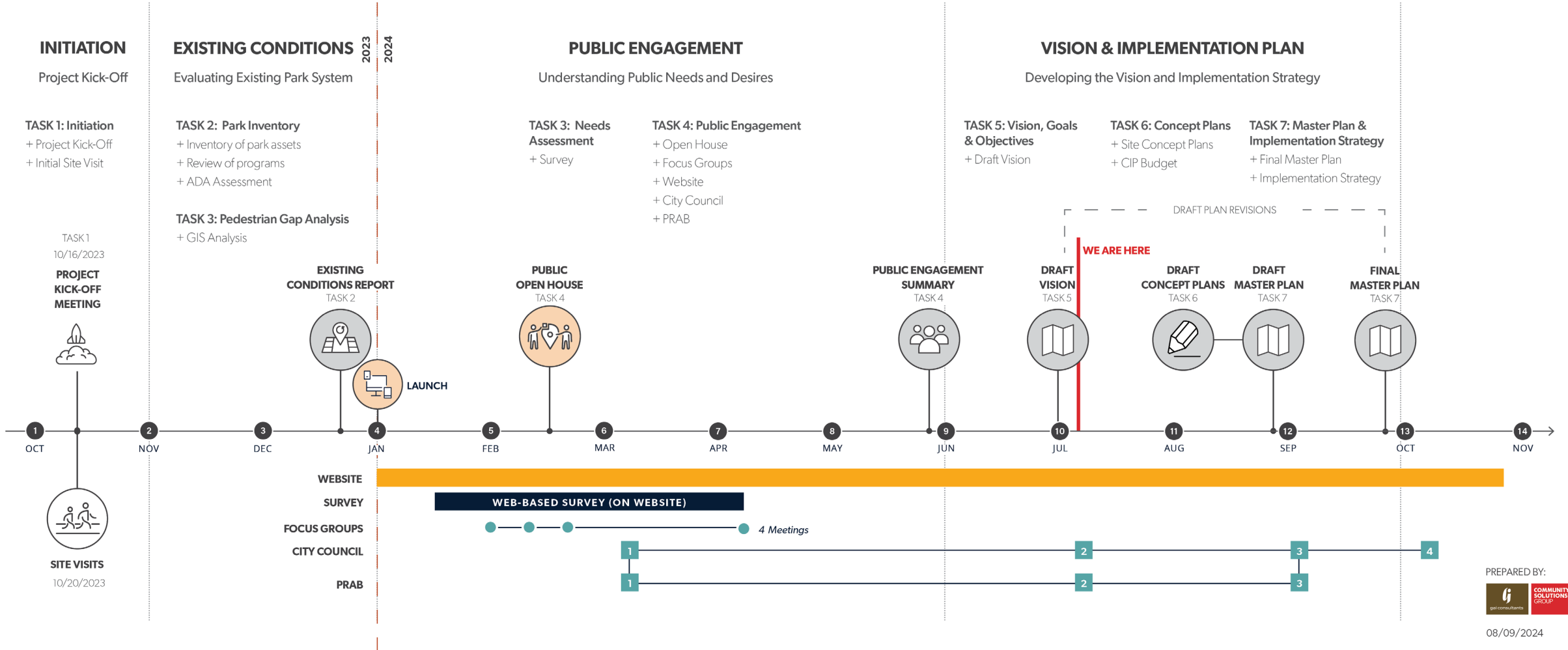




Implementation

- **Next Steps**
 - Site Plans
 - CIP Budgeting
 - Implementation Strategy

WEST MELBOURNE PARKS AND RECREATION MASTER PLAN TIMELINE



PREPARED BY:



08/09/2024

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PRAB Workshop

July 2024



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