



## 4. Park System Goals

Goals are included in the park planning process to serve as a guide for the continual improvement of the parks system. Addressing the quality of life in a city, goals are an expression of a city's vision and desired physical, social and economic environment.

**Definitions** - The terms "policies", "goals", and "objectives", as used in this report, follow the definitions shown below.

- **Policies:** Planning Policies consist of the Parks and Recreation Programming Master Plan itself and specific actions and ordinances created by the Hurst City Council to implement the goals established in this document.
- **Goals:** Goals are general statements concerning an aspect of the city's desired ultimate physical, social and economic environment. Goals address the desired quality of life.
- **Objectives:** Objectives express the actions or approach that is necessary to achieve the stated goals, or portions of those goals, without assigning responsibility to any specific actions. Objectives are often expressed as actions that can be measured.

### 4.1 **Introduction**

### 4.2 **Plan Terminology**



## Parks and Recreation Programming Master Plan

---

The purpose of the 2006 Hurst Parks and Recreation Programming Master Plan is to:

- Provide the framework for orderly and consistent planning, development and improvement of the park system.
- Establish priorities based on researched and documented facts and a community based needs analysis.
- Guide city leaders in acquisition and development of park land to meet current and future park and open space needs.
- Guide city leaders in determining where and how parks funding should be allocated over the next five to ten years.
- Conform to the preparation guidelines for local Park, Recreation and Open Space Master Plans, prepared by the Texas Parks and Wildlife Department for Texas Recreation and Parks Account local parks grant program.

Goals are included in the park planning process to serve as a guiding force for the continual improvement of the parks system during the next ten years. The following is a set of goals and objectives of the 2006 Hurst Parks and Recreation Programming Master Plan.

### Goal # 1

**Provide parkland and a variety of recreation facilities and programs to meet the changing recreational needs and desires of the City of Hurst's population.**

- 1.1 Develop short and long-range programs for expansion and upgrading of Hurst's parks system.
- 1.2 Provide recreational facilities that address the needs of all age groups, young and old, active and passive, and in all socio economic categories.
- 1.3 Acquire parklands before the existing available and vacant land is in its entirety dedicated to development.
- 1.4 Develop land acquired and dedicated to future parks in a consistent and focused manner.
- 1.5 Balance the distribution of park facilities, including neighborhood parks, community parks, athletic facilities, and trail corridors throughout the city.

### Goal # 2

**Continue to maintain and manage the park system to improve the physical form and image of the City of Hurst.**

- 2.1 Acquire park and open space sites that are prominent and highly visible in the neighborhoods that surround them.
- 2.2 Utilize landscape design at key city portals and along selected street medians to create a positive and attractive image of the City.

### **4.3**

#### ***Purpose of the 2006 Parks and Recreation Programming Master Plan***

### **4.4**

#### ***Parks and Recreation Programming Master Plan Goals & Objectives***



## **Parks and Recreation Programming Master Plan**

---

- 2.3 Maintain the City's image of abundant tree cover by an ongoing effort to replace old and dying trees and encourage new tree planting in parks, street frontage, and on private properties.

### Goal # 3

**Preserve and enhance Hurst's open space and natural resources, especially areas with topography change and/or indigenous tree cover and land prone to flooding.**

- 3.1 Acquire and preserve channels and floodplain areas as public open space and possible future trail corridors.
- 3.2 Establish policies that encourage private owners to preserve and protect key natural areas within the City including areas of topography change, indigenous tree cover and land prone to flooding.
- 3.3 Through the park planning process, identify and acquire other key natural space corridors and land with unique natural qualities throughout the City.

### Goal # 4

**Provide an open space system which links parks, schools, greenbelts and open spaces.**

- 4.1 Create a trail system throughout the City that will provide opportunity for recreation as well as alternative modes of transport e.g. cycling, skating, jogging and hiking.
- 4.2 Research the use of utility easements; on-street connections (sidewalks within the street right-of-way) and drainage ways as potential trail connections.
- 4.3 Create an Inter-Cities Trail System incorporating all cities that border Hurst including Colleyville, Bedford, Euless, Fort Worth and North Richland Hills.

### Goal # 5

**Provide a tool to coordinate multi-jurisdictional efforts with adjacent cities and the local school district with respect to issues that affect recreational opportunities in the community.**

- 5.1 Emphasize and enhance the existing multi-jurisdictional approach to the provision of recreation facilities in the Hurst-Euless-Bedford region, including Fort Worth, Colleyville and North Richland Hills.
- 5.2 Continue to foster the current relationship between Hurst and the Hurst-Euless-Bedford Independent School District that supports "facility sharing" for various programs and events.

### Goal # 6

**Continue to maintain all of the Hurst parks and recreational facilities in a superior condition and sustainable manner.**

- 6.1 Continue to provide city parks staff with the manpower and funding resources to maintain all parklands and facilities in a superior manner.



## Parks and Recreation Programming Master Plan

---

- 6.2 Provide additional operations and maintenance resources as new recreational facilities are developed and added to the Hurst parks system
- 6.3 Improve the quality of operations and maintenance through:
  - Continued evaluation of the Parks Department's current operations
  - The utilization of private resources where feasible and appropriate.
- 6.4 Implement renovation/improvement master plans for each park as they age over time - identify a tentative schedule for phasing in improvements.
- 6.5 Continue to promote the use of native plant materials to reduce maintenance and irrigation costs in parks and on city properties.
- 6.6 Use low-maintenance design techniques for future park properties.
- 6.7 Continue to research and consider an organic landscape maintenance program for city property to decrease and/or eliminate the use of potentially harmful chemicals.

### Goal # 7

#### **Develop other funding mechanisms to help supplement the City's limited funding resources.**

- 7.1 Ensure an effective Park Dedication and Park Development Ordinance to help fund land acquisition and park development.
- 7.2 Work to create partnerships with Hurst-Eules-Bedford Independent School Districts to actively and aggressively pursue grant funding from local, state and federal sources.
- 7.3 Encourage private cooperation through donations of parkland, labor, and financial contributions.
- 7.4 Encourage the assistance of the private sector in providing landscaping along private and public properties including public rights-of-way and medians.
- 7.5 Continue to foster a close working relationship between the City of Hurst and the Hurst-Eules-Bedford Independent School District.

### Goal # 8

#### **Include a citizen participation process in all ongoing park planning and design, as well as updating of the Parks Master Plan.**

- 8.1 Periodically update the long-range plan and standards to reflect changing conditions in the City, e.g. demographics and to provide a forum for citizen input.
- 8.2 Encourage and provide multiple opportunities for citizens to provide input in the development, maintenance, and operation of the City's parks and open space system.
- 8.3 Utilize citizen surveys, public meetings, workshops, regular meetings of the Parks and Recreation Board, City Council, and other boards, commissions, and committees as appropriate, and regular meetings with key user groups.



## **Parks and Recreation Programming Master Plan**

---

### **4.5 City Parks and Recreation Goals**

The planning, operation and maintenance of parks and recreation facilities in the City of Hurst are covered by four entities: the Parks Division, the Recreation Division, the Aquatics Division (all part of the Community Services Department) and Community Services Administration. Each of these four divisions has their own responsibilities, goals and objectives which are summarized as follows:

#### Parks Division's Responsibility

#### **Parks Division**

The planning, maintenance, and operation of all parkland, park facilities and infrastructure, municipal aquatic centers, athletic complexes, grounds at City facilities, well sites, medians, and right-of-ways.

#### Parks Division's Goals

- Maintenance of the City's
  - park and municipal facilities
  - well sites
  - medians
  - rights-of-waysin a quality, highly efficient and environmentally appropriate manner.
- Improvement of the overall appearance of the City's parkland, major municipal sites, and general areas throughout the City of Hurst to reach the highest level of public service.

#### Parks Division's Objectives

- Ongoing maintenance and operation of park, municipal site systems and other facilities/structures including:
  - playgrounds
  - athletic fields
  - aquatics centers
  - trails
  - tennis courts
  - irrigation systems
  - picnic areas
  - botanical beds
- Continue to maintain and operate public parkland at current service levels.
- Continue to contract outsourcing as a means to provide cost efficient and effective services.
- Completion of the number of special projects designated to improve facilities, structures, and acreage throughout the parks system.

#### Recreation Division's Responsibility

#### **Recreation Division**

- The planning, promotion, implementation, and evaluation of a wide variety of leisure programs, activities, events, and services for youth and adults in the Hurst community, including
  - Recreation Center operations



## Parks and Recreation Programming Master Plan

---

- Tennis Center operations
- Brookside Center operations
- extensive recreational and educational classroom program
- youth and adult athletic programs
- various community-wide special events
- public reservations for various park and recreation facilities

### Recreation Division's Goals

- The Recreation Division seeks to be proactive in meeting the recreational needs of the community through providing quality, innovative, cultural, and educational programs at a reasonable cost while maximizing facility use.

### Recreation Division's Objectives

- To continue to promote and publicize recreational activities and programs that enhances the quality of life for Hurst's citizens of all ages.
- To maximize the use of facilities improved or constructed within the Half Cent Sales Tax capital improvements program through the development of recreation programs.

### Aquatics Division's Responsibility

- The planning, promotion, implementation, and evaluation of various seasonal activities and programs held at the Central and Chisholm Aquatics Centers. These activities and programs include:
  - Public swim
  - American Red Cross Learn-To-Swim classes
  - Facility rentals
  - Special events

***Aquatics  
Division***

### Aquatics Division Goal

- Be proactive in meeting the recreational needs of the community by providing a high level of customer service through its aquatics programs while maintaining a safe and enjoyable environment at the two aquatics facilities.

### Aquatics Division's Objectives

- Provide a variety of different programs at the aquatics facilities to include:
  - Public swim
  - Swim lesson classes
  - Lifeguarding programs
  - Special events
  - Facility rentals
- Maximize the use of the aquatics facilities constructed within the Half Cent Sales Tax capital improvement program through the development of appropriate programming.



## **Parks and Recreation Programming Master Plan**

---

### ***Community Services Administration***

#### Community Services Administration's Responsibility

- Managing, planning, coordinating and directing the activities of the Parks, Recreation, Library, Senior Citizens Services, and Facilities Services Divisions.
- Administers the Volunteers in Action (VIA) Program.
- Administers the Half Cent Sales Tax Fund and the Park Donation Fund, and responds to citizen comments and complaints.

#### Community Services Administration's Goals

To provide direction, management, and assistance to the Divisions in a manner:

- Consistent with the policies and direction of the City, as well as the goals of the community; and
- To ensure safe and effective programs, facilities, and related resources.

#### Community Services Administration's Objectives

- High level of recreational, cultural, and educational programming through facility improvements and further development of innovative programming.
- To oversee the Half Cent Community Development Corporation Fund as it is implemented through the Parks and Recreation Master Plan and Capital Improvements Program.
- To respond to citizen needs through short and long term strategic planning that addresses the community's needs for park, recreation, aquatics and library services.