

# Parks & Recreation Master Plan

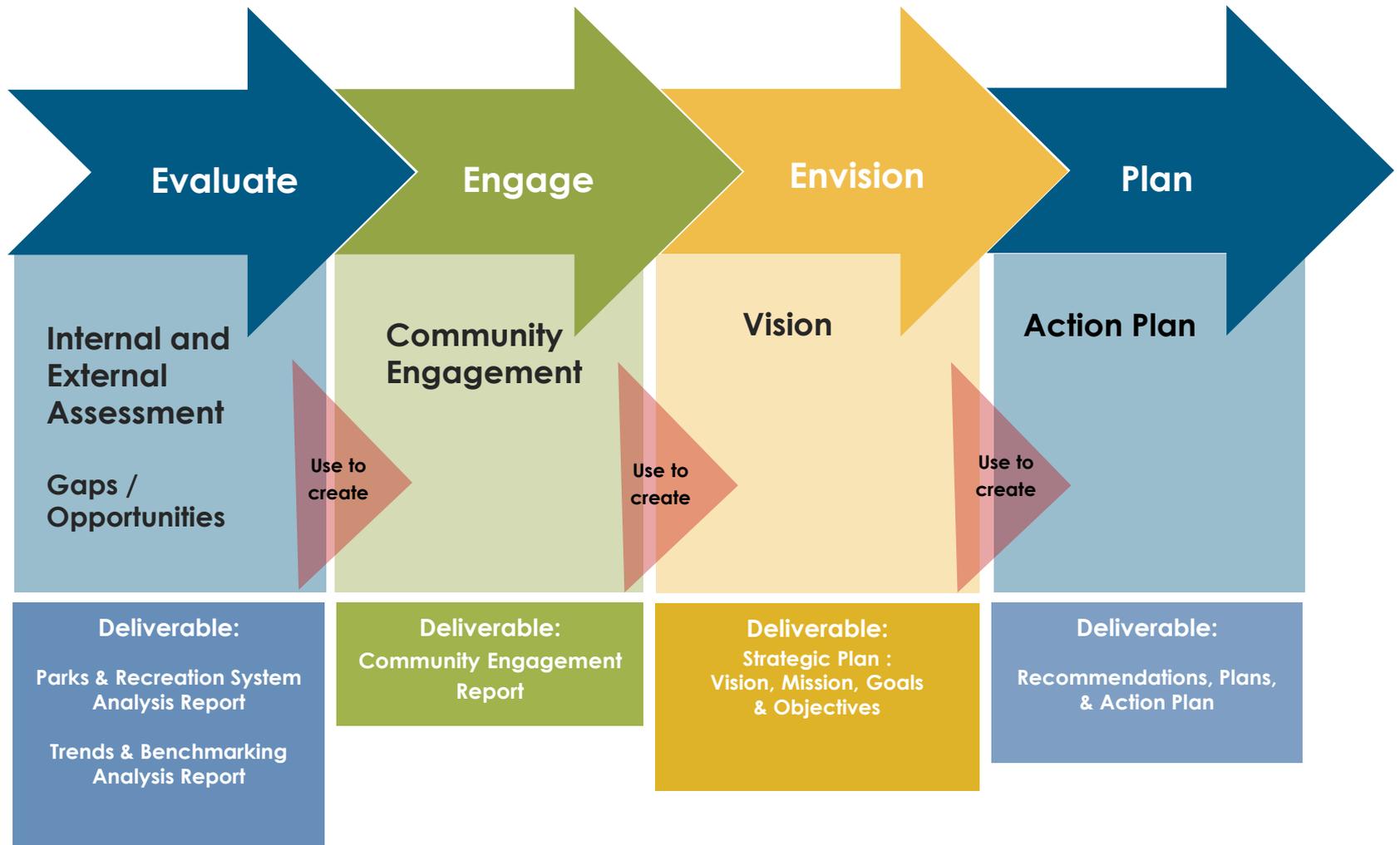
Westfield, New Jersey

February 11, 2020



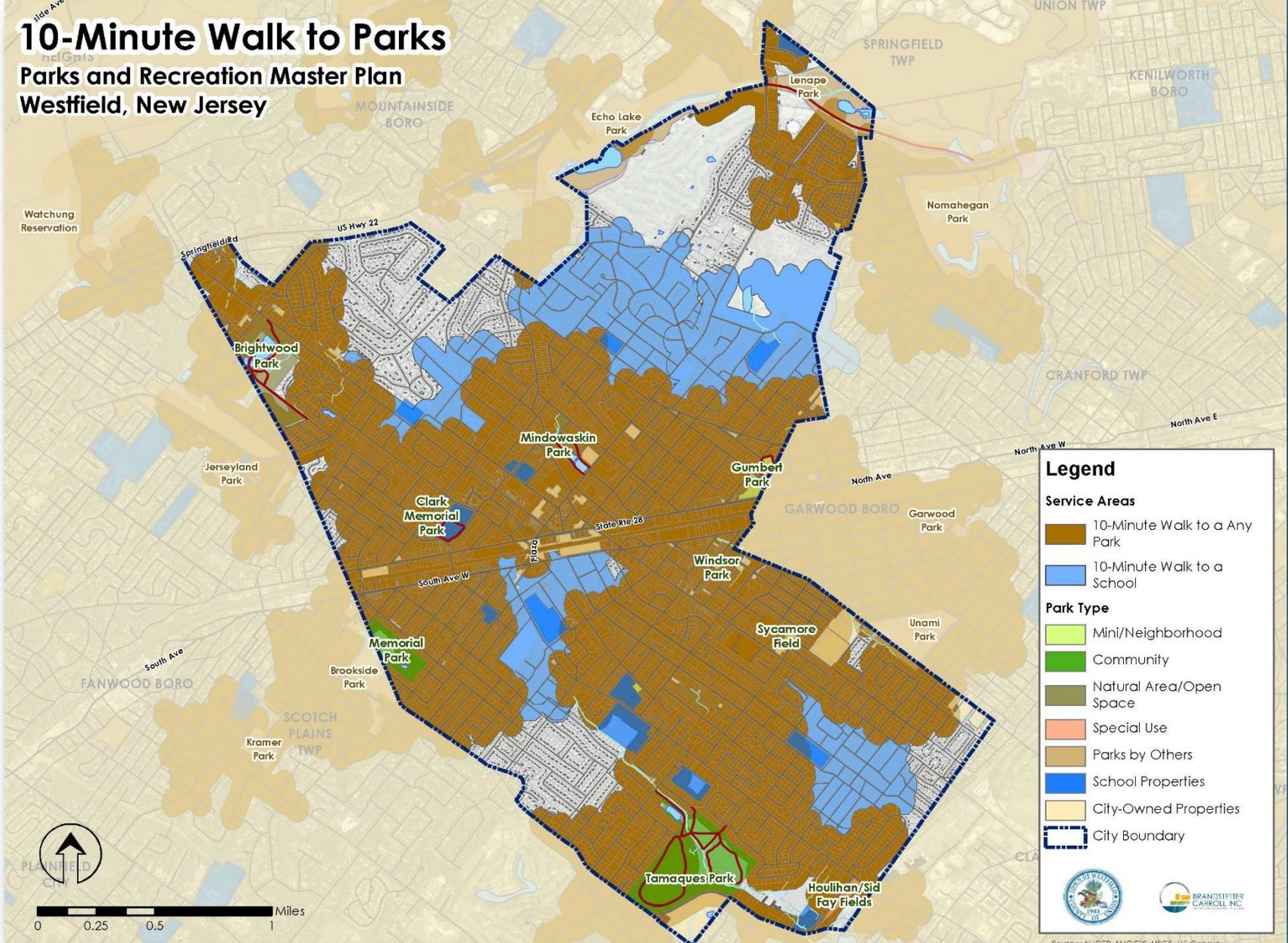
**BRANDSTETTER  
CARROLL INC**  
ARCHITECTS · ENGINEERS · PLANNERS

# Planning Process



# 10-Minute Walk to Parks

## Parks and Recreation Master Plan Westfield, New Jersey

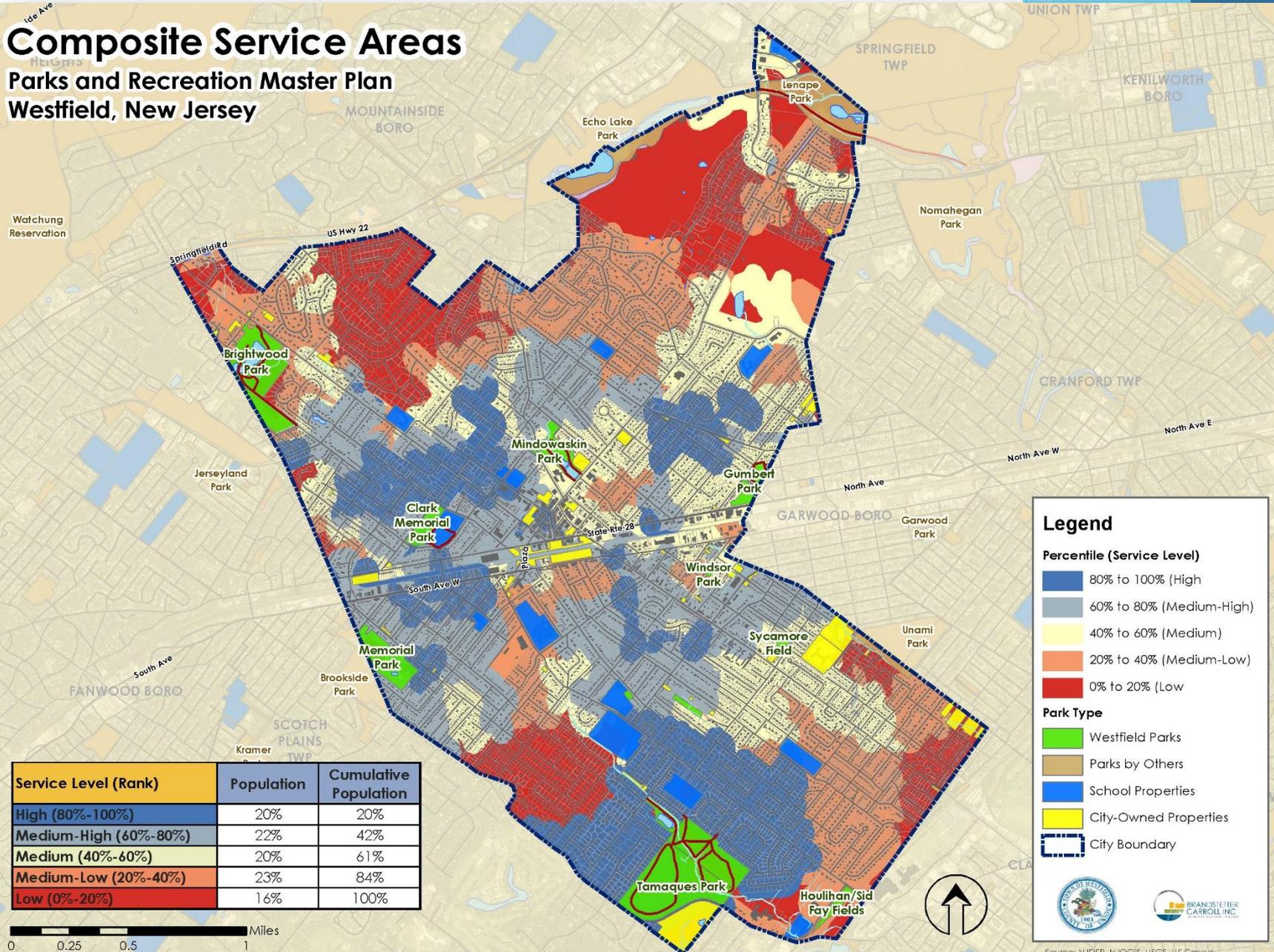


▶ 66% live within a 10-minute walk of a park

▶ 83% live within a 10-minute walk of a park or school property

# Composite Service Areas

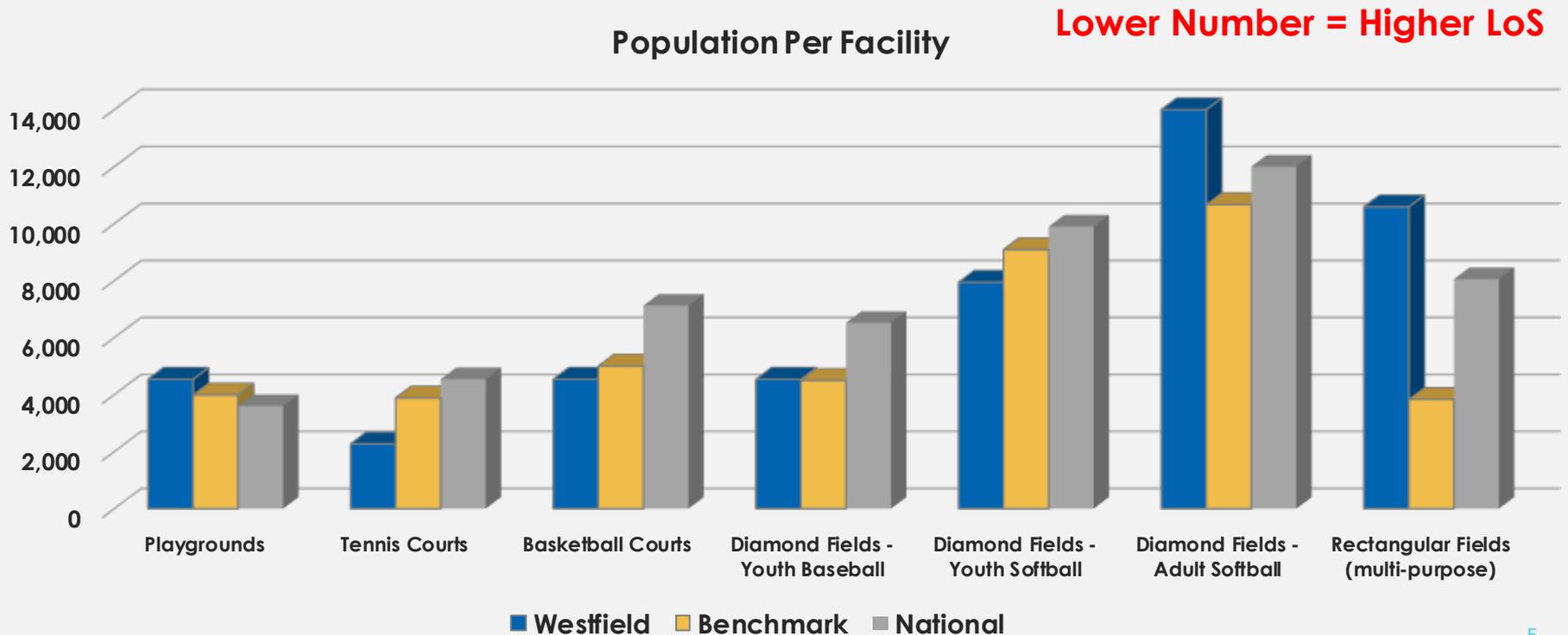
## Parks and Recreation Master Plan Westfield, New Jersey



▶ 12 park and facility types included

# Benchmarking

- ▶ Notable facilities that Westfield does not offer that others do:
  - ▶ Adult baseball field (56%)
  - ▶ Community garden (47%)
- ▶ Similar or better level of service for many of the facilities except rectangular fields (10,592 people per facility vs. 3,833)



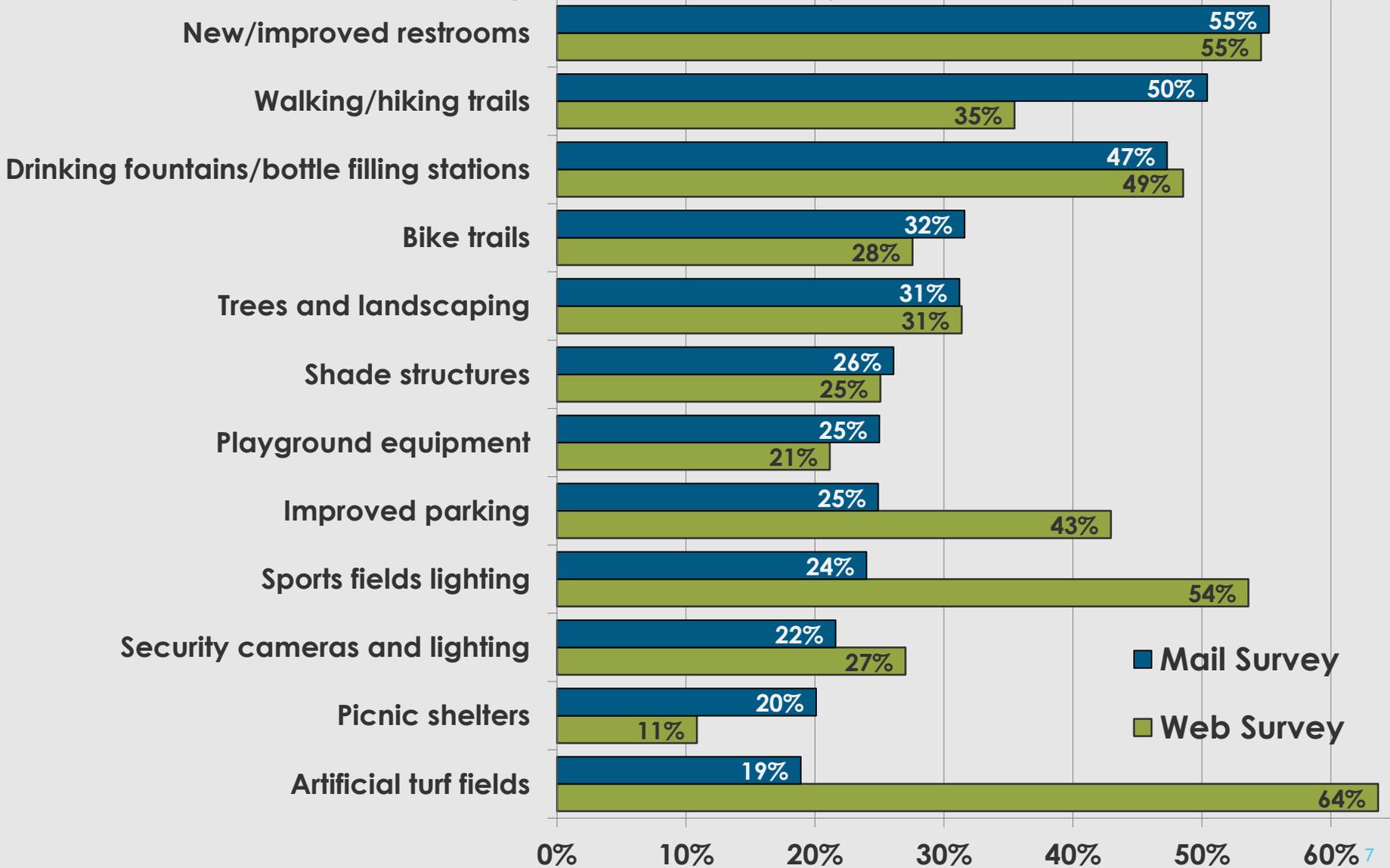
# Public Engagement

- ▶ Statistically Valid Mail Survey
  - ▶ 583 received (Goal of 400)
- ▶ Web and Handout Survey
  - ▶ 1,573 completed
    - ▶ 2,283 comments
- ▶ Open Houses – 197 Participants
- ▶ 20 Stakeholder Groups
- ▶ Citizen Steering Committee



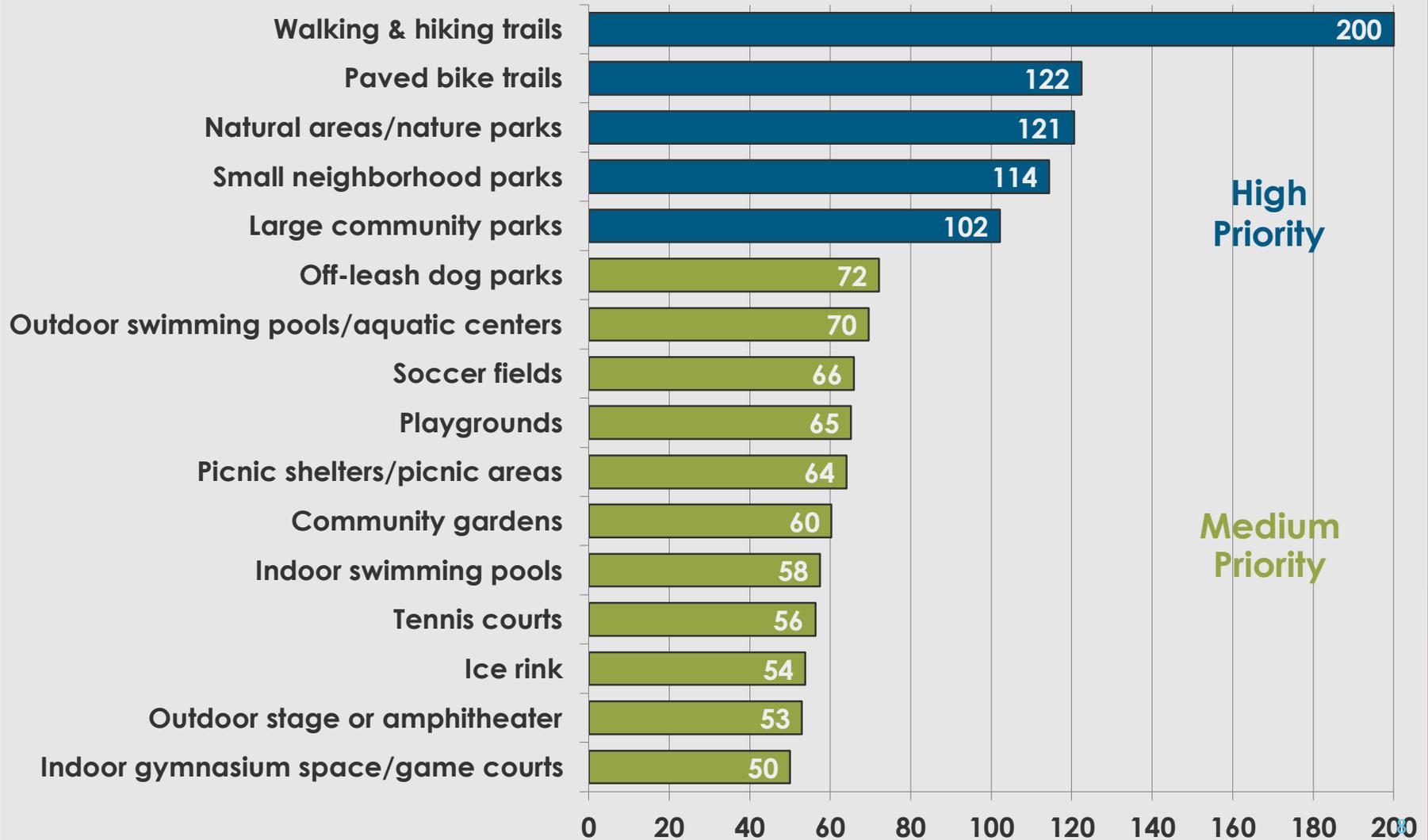
# Survey Results – Top 12 Responses

## Upgrades to Existing Parks



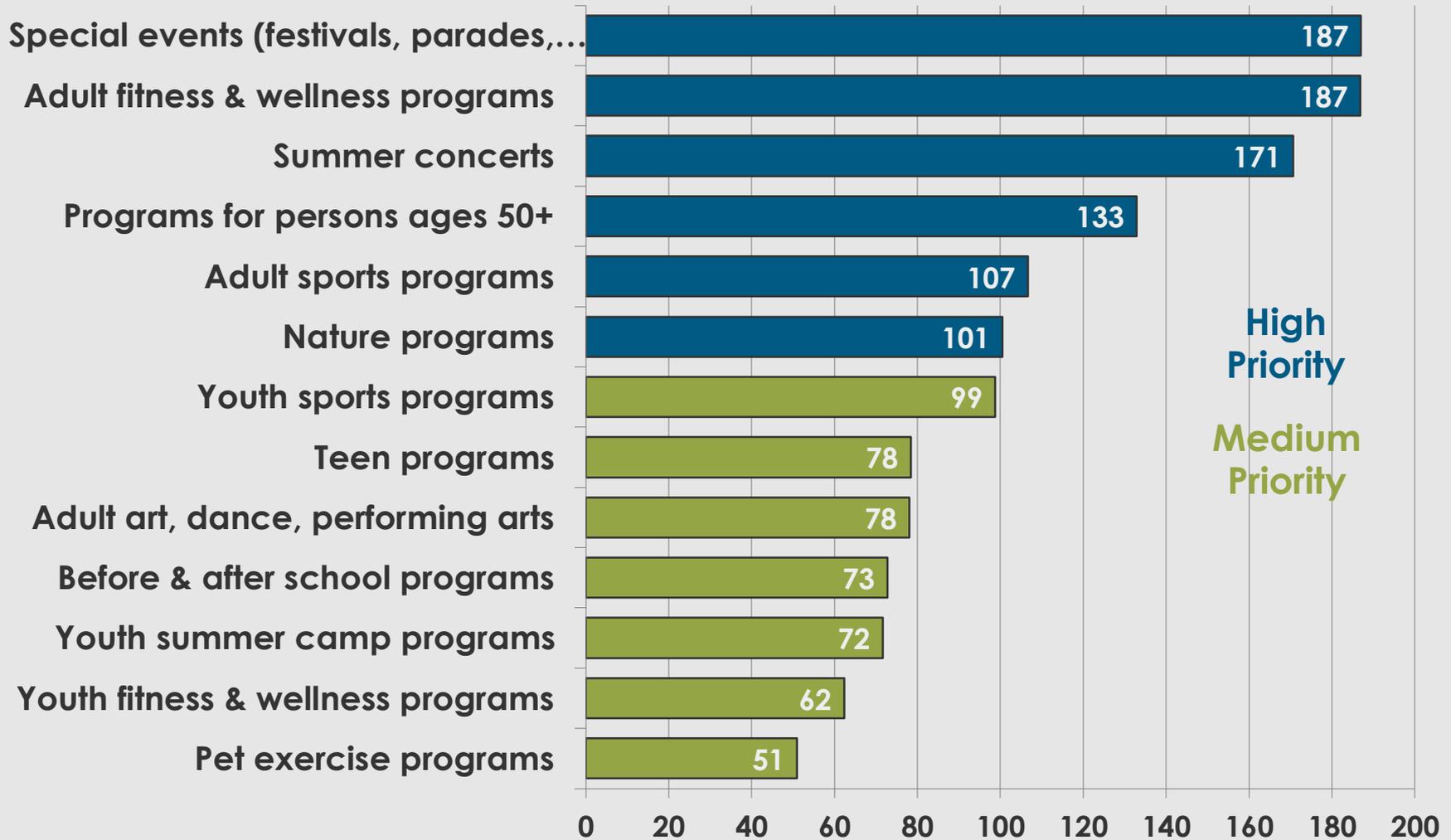
# Survey Results – Facility Priorities (Mail Survey)

## Priority Investment Rating for Facilities



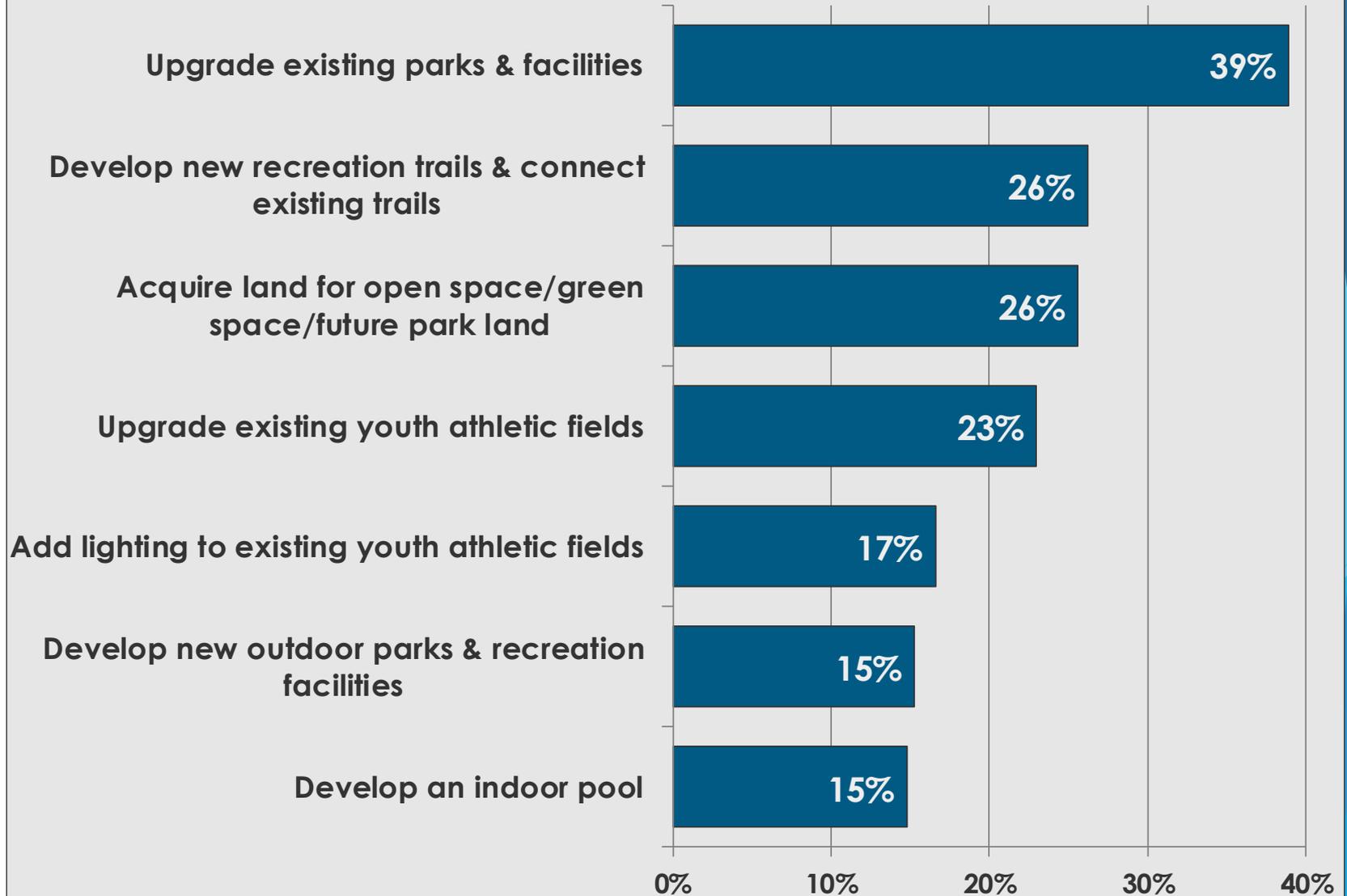
# Survey Results – Program Priorities

Priority Investment Rating for Programs



# Survey Results – Top Results (Mail Survey)

## Most Important Actions (Sum of Top 3)



# Stakeholder Groups - Findings

- ▶ Connectivity throughout Town /More Trails
- ▶ Improved Facilities
- ▶ Something for Everyone
- ▶ Health and Wellness
- ▶ Year-Round Opportunities (Indoor Facilities)
- ▶ Better Fields
- ▶ Artificial Turf Fields
- ▶ Wrestling and Cheer Facility
- ▶ Partnership with BoE
- ▶ More Restrooms
- ▶ Host Tournaments
- ▶ More Programs

# Vision 2030

## Identity

**Mission**

**Purpose**  
Reason for Existence

**Values**

**Beliefs, Guiding Principles**

**Vision**

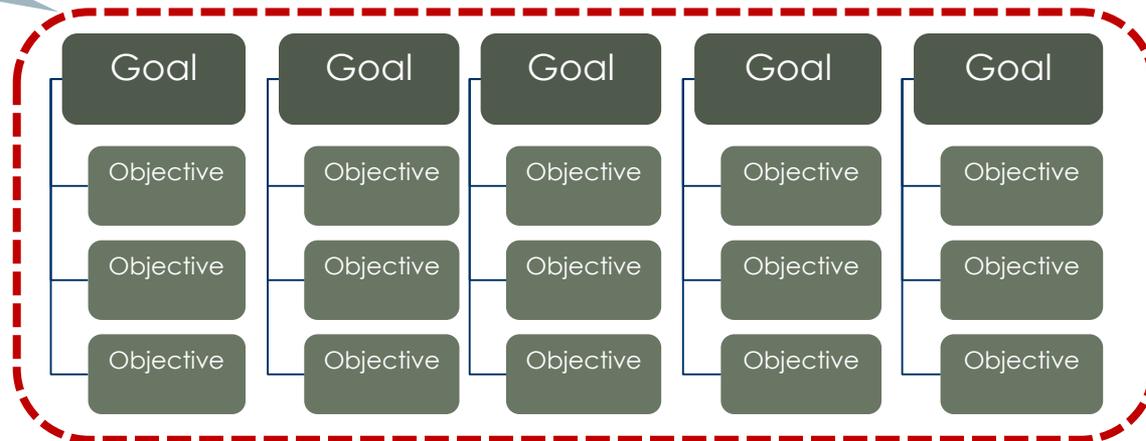
**What do you hope to become?**  
**What impact will you have made in Westfield?**

## Envisioned Future

**Areas of Strategic Priority**

**Outcome Based Direction**

**Activity**



# Vision & Mission

## ▶ *Vision*

▶ *Lead, innovate, and grow through recreational opportunities*

## ▶ *Mission*

▶ *Build community, enhance quality of life, and provide a meaningful difference through parks, cultural arts, and play while preserving our diverse resources*

# Core Values

## ▶ Service

- ▶ We deliver amazing experiences.

## ▶ History

- ▶ We respect the rich history of our community and the accomplishments of its residents.

## ▶ Innovation

- ▶ We find new and creative ways to do things better.

## ▶ Community

- ▶ We build a stronger community through our facilities and programs.

## ▶ Safety

- ▶ We provide safe and clean places to play.

## ▶ Culture

- ▶ We are building a culture of outstanding customer service, wellness, and FUN!

## ▶ Inclusivity

- ▶ We believe everyone should have convenient access to a broad range of parks, facilities, and programs.

# Goals

## ▶ **Goal 1: Great Places & Spaces**

- ▶ Connectivity; Modernization; Sports; Access to Nature

## ▶ **Goal 2: Great Experiences**

- ▶ Programs & Classes; Cultural Arts; Events; Wellness

## ▶ **Goal 3: Team Empowerment and Preparation**

- ▶ People; Community; Maintenance; Partners & Sponsors

## ▶ **Goal 4: Operational Excellence & Fiscal Responsibility**

- ▶ Finances; Technology; Policies, Process, Planning; Marketing

# Recommendations



# Tamaques Park Concept



# Memorial Park Concept





# Brightwood Park Concept

# Edison Concept



Le

# Elm St. Concept



# Houlihan / Sid-Fay Fields



# Systemwide Recommendations - Capital

- ▶ Upgrade existing facilities (playgrounds, site furniture, signage, shade shelters, roads, parking)
- ▶ Add artificial turf fields at parks and school properties
  - ▶ Memorial Park, Edison School, Elm St, Gumbert Park (infields)
- ▶ Add field lighting (Tamaques, Memorial, Edison, Elm)
- ▶ Develop a Recreation Center at a site TBD with a gym and meeting rooms
- ▶ Develop a Field House at Tamaques for wrestling, cheerleading, and storage

# Systemwide Recommendations - Capital

- ▶ Implement consistent signage
- ▶ Improve ADA access to facilities
- ▶ Prepare Master Plans for parks with large scale improvements
- ▶ Link parks and other destinations through a Bike and Pedestrian Connectivity Plan
- ▶ Develop more perimeter trails in parks
- ▶ Add and improve restrooms in parks
- ▶ Add pickleball courts throughout Westfield, including new courts and lining at tennis courts
- ▶ Add outdoor fitness equipment throughout system
- ▶ Add site security lighting and cameras, wi-fi at parks

# Systemwide Recommendations - Operations

- ▶ Improve maintenance at parks, including natural areas
- ▶ Expand partnership with Board of Education for field use and improvements
- ▶ Consider hiring an Aquatics Manager separate from Assistant Director position
- ▶ Consider expansion of programming coming from vendors and contractors through the private sector
  - ▶ Allows for expansion of programming without hiring additional staff
  - ▶ Most new requests by public can be provided by private vendors

# Systemwide Recommendations - Operations

- ▶ Utilize new amenities developed at Westfield Parks for additional program opportunities, including nature programs and fitness programs
- ▶ Understand actual costs of programs and services
  - ▶ Price according to the Department mission
- ▶ Establish a Westfield Parks Foundation
- ▶ Identify a consistent brand as it relates to color, style, logo & placement, and promotional materials
- ▶ Engage Neighborhoods during park improvement process
- ▶ Expand efforts towards obtaining sponsors
- ▶ Upgrade technology/Wi-Fi access at facilities for patrons and staff

# Steering Committee Top Ten

- ▶ **Existing Field Improvements**
- ▶ **ADA** walkways and access
- ▶ **Existing Park** Facility Improvements
- ▶ **Memorial Park** - Artificial Turf Fields with Lights
- ▶ **Tamaques Park - Field House** - Wrestling & Cheerleading Area/Football Storage & Meeting Area/Restrooms
- ▶ **Edison** Intermediate School Improvements - Artificial turf fields (2 Full-Sized Rectangular) with Lights, Restrooms
- ▶ **Restrooms** - Houlihan/Sid Fay Fields, Edison Intermediate School, Elm Street Property, Tamaques Park (New), Tamaques Park (Renovation)
- ▶ **Tamaques Park** - Field Lighting
- ▶ **Recreation Center** with indoor gym, walking track, fitness areas, meeting/event rooms, etc.
- ▶ **Parking and Roadway** Improvement/Expansion - Houlihan/Sid Fay Fields, Mindowaskin Park, Tamaques Park, Brightwood Park, Memorial Park

# Next Steps

- ▶ Accept the Plan
- ▶ Incorporate into the ReExam Report
- ▶ Establish priorities for funding
- ▶ Prepare more detailed Master Plans for individual park improvements
  - ▶ Involve neighbors and users
  - ▶ Edison School, Tamaques, Brightwood, Elm, Clark Memorial Park, & Memorial Park
- ▶ Implement the Plan
- ▶ Update and evaluate progress annually

# Questions/Discussion

