

City of Midland, Texas

2012 Parks, Recreation, and Open Space Master Plan Update



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Midland City Government



City Council

Mayor – Wes Perry

At-Large District – Scott Dufford

At-Large District – Jerry Morales

City Council District #1 – Jeff Sparks

City Council District #2 – John B. Love, III

City Council District #3 – John James

City Council District #4 – Michael Trost

City Management

Courtney Sharp - City Manager

Tommy T. Hudson – Deputy City Manager

Jim Nichols – Assistant City Manager

Tina Jauz - Director of Community Services

Laurie Williams - Parks and Recreation Manager

2012 City of Midland Parks, Recreation, and Open Space Master Plan Update

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Section A:

Executive Summary

Executive Summary

In 2006, the City of Midland developed a Comprehensive Parks, Recreation, and Open Space Master Plan for the near and long term park and recreational planning goals of the City. Building upon the 2006 Comprehensive Plan, the City of Midland hired the consulting firm of KDC Associates to develop an update to the 2006 plan. This update is intended to observe accomplishments, focus efforts of park and open space improvements, as well as to begin to look ahead at development trends and opportunities yet to come.

Stated Goals of the 2006 Comprehensive Plan:

1. To meet any unrealized goals or objectives of the 2000 Master Plan.
2. To provide the framework for orderly and consistent planning and development of parks, open spaces, and recreation opportunities.
3. To provide detailed and researched facts concerning the community and the roles of parks and recreation.
4. To establish priorities and statements of direction based on researched and documented facts and a community-based needs analysis.
5. Provide direction in the acquisition, renovation, and/or development of parkland to meet the needs of Midland through the year 2017.
6. Conform to the preparation suggestions and 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 Park Grant Program.
7. To further develop ideas brought forth by the Midland Master Plan 2025, so all long range planning could be cohesive in nature.

Stated Goals of the 2012 Master Plan Update:

1. State accomplishments made since the 2006 Parks and Recreation Comprehensive Master Plan (CMP).
2. Acquire and analyze public input on the City's parks and recreation opportunities.
3. Update the inventory data from the 2006 CMP.
4. Summarize the priorities of the City, citizens, and consultation firm for the City of Midland.
5. Provide a new implementation plan.
6. Provide updated demographics and population projections.
7. Update park and recreation standards, and make sure they comply with the requirements governed by the National Recreation and Park Association (NRPA).
8. Update mapping of Midland's parks.

Services:

In general, this document shall provide insight into the following areas:

- Accomplishments – Gather and list all known accomplishments that have been made since the 2006 CMP was adopted. These include all elements pertaining to standard park and recreation issues, as well as any other elements that were addressed in the CMP.
- New Public Input – Assist the City in the compilation of citizen input. This shall include developing, acquiring, and categorizing citizen input data from previous and current sources, accomplished by random public surveys and targeted focus groups.
- Update Inventory Data – Conduct surveys of park sites and compare and contrast amenity data with surveys completed in the previous CMP.
- Update Needs Assessment – Based upon information collected, a new Needs Assessment will be developed which will reflect the changes, if any, of the stated needs of the public for various facility types and recreation opportunities within the City.
- Priorities Summary – For accuracy, the collected data will be categorized identically and scored accordingly to priority levels set forth in the 2006 CMP.
- New Goals and Implementation Plan – Based upon the accomplishments of the 2006 CMP, new goals and a new implementation plan will be developed which will address specific areas.
- Demographics – Study current demographic trends and update numbers regarding characteristics of the community.
- Standards – Identify areas of success as well as deficiencies within the physical properties of the City's park system. Public industry standards, including the National Recreation and Parks Association (NRPA).
- Mapping – Updated mapping studies will be conducted to identify the dedicated public open spaces within the City of Midland.
- Water Conservation and Goals – Cost and use analysis, parks maintenance procedures, and general water conservation issues will be addressed.

2006 – 2012: A Summary of Accomplishments

Between 2006 to 2012, the City of Midland has taken significant steps towards implementing and improving the facilities in the park system. Specific focus appears to have been directed towards addressing the top needs stated in the 2006 CMP. Indeed, of the Top 15 items deemed most important to address by the public in the 2006 CMP, near 80% of the needs have been addressed. Public Restrooms received the highest rank in the 2006 CMP Needs Assessment, but this item is rapidly being phased out of most municipalities' Needs Assessment due to safety and maintenance considerations. If Public Restrooms were eliminated as a "Need" item, then Midland has addressed 12 of the top 15, or 80%, of the desired items of the 2006 CMP. This is a significant number that reflects the City's focused strategy of project development within the Parks and Recreation Division.

Since 2006, the City of Midland has significantly addressed 12 of the Top 15 Priority Items as desired by the public as stated in the 2006 Master Plan.

2006 Citywide Facility Needs and 2012 Accomplishments

(Ranked in Order of Importance Based Upon Top 15 Needs of 2006 CMP)

<u>Item of Need</u>	<u>Accomplishments</u>
1. Public Restrooms	<i>Not Recommended for Safety/Maintenance</i>
2. Hike/Bike/Jogging Trails	<u>1.35 Miles of New Trail at I-20 Wildlife Preserve</u>
3. Playgrounds	<u>New Playgrounds Have Been Built or Renovated at Hogan, Half, Taylor, Ratliff, Butler, Sparks, Ulmer, House, Ida Jo Moore, Grafa, and Pioneer Parks</u>
4. Nature Areas	<u>86 New Acres Added at I-20 Wildlife Preserve</u>
5. Picnic Shelters	<u>New Shelters at Bradford and Hogan Parks</u>
6. Botanic/Flower Gardens	-
7. New Public Swimming Pools	-
8. Indoor Recreation Center	<u>Major Renovation of the MLK Community Center</u>
9. Senior Citizens Center	<u>Major Renovations of Midland Senior Center</u>
10. Tennis Courts	<u>19 New Courts at Bush Tennis Complex</u>
11. Outdoor Basketball Courts	<u>New Court at Bradford Park</u>
12. Lighted Tennis Courts	<u>19 New Courts at Bush Tennis Center</u>

13. Disk Golf Course	<u>New Course at Cowden Park</u>
14. Sand Volleyball Courts	<u>New Court at Bradford Park</u>
15. Lighted Outdoor Basketball Courts	-

Standards

Sub-standard park systems can affect the quality of life standards within that community, and these quality of life issues can be an important determining factor when families or businesses are looking to expand or relocate to a city. These intangible elements are critical for municipalities to address, and those cities that fall substantially behind in quality of living standards typically have a difficult time in re-attaining any advantage over competing cities.

Park classifications and guidelines in the United States can vary according to the standards which they are compared to. This master plan update utilizes standards established by the National Recreation and Park Association (NRPA). The 2000 and 2006 Master Plans also utilized these same standards. They are generally thought of as the most widely used and accepted guidelines.

The standards listed in this 2012 Master Plan Update should be considered as minimum goals for Midland to strive for. As with this entire master plan, they should be used as a guide for the City to follow when it comes to the allocation of manpower and resources for the next 10 years. This plan focuses on elements which are critical to the success of Midland's park and recreation future.

The bolded numbers in Figure A-1.0 on the next page represent numbers which are sub-standard by national standards. It should be taken into consideration that Midland is lacking in any significant natural geographic feature such as rivers or lakes. This puts the cities of the Llano Estacado at a tremendous disadvantage when it comes to comparing standards on elements such as picnic shelters, picnic tables, playgrounds, and trails. These specific items are generally linked to large or linear natural features. Therefore, proper consideration must be taken when comparing some of the perceived shortcomings with other municipalities. Additionally, many municipalities have old or outdated swimming pools which require tremendous maintenance and do not reflect modern standards in pool design. Midland's pool facilities are either relatively new, as in the case of the Washington Park pool, or have had significant renovation and modernization, as in the case of the Doug Russell pool facility. As a general rule, new or renovated pools tend to draw more crowds and hence serve more of the population than older facilities which are common in many cities. The same holds true with tennis courts. The Bush Tennis Center, even though it is not a City-owned facility, serves a significant purpose by allowing the general public to have access to their courts. This provides the citizens of Midland with a new, top quality tennis center, and is favored over older and poorly maintained courts typical of many municipalities.

Figure A-1.0 below shows where Midland stands in relation to standard NRPA facility needs in terms of quantity.

Figure A-1.0

FACILITY TYPE	RECOMMENDED FACILITIES PER POPULATION	EXISTING FACILITIES IN MIDLAND	RECOMMENDED FACILITIES FOR 2010 POPULATION	RECOMMENDED FACILITIES FOR 2020 POPULATION
Basketball Courts (outdoor)	1 per 5,000	13	22	28
Football Fields	1 per 20,000	2	5	7
Pavilion/Picnic Shelters	1 per 2,000	25	56	70
Picnic Tables	1 per 300	192	376	466
Playgrounds	1 per 1,000	40	113	140
Recreation Center	1 per 25,000	1	4	5
Swimming Pools (outdoor)	1 per 20,000	2	5	7
Tennis Courts (Public Access)	1 per 2,000	21	56	70
Trails (Dedicated)	1 mile per 10,000	4	11	14
Volleyball Areas (outdoor)	1 per 5,000	16	22	28

Park Facility Shortcomings: Midland vs. NRPA National Standards

Classifications

Public parks in the United States are generally classified by type. The most common classifications for these parks are:

- Mini-Park
- Neighborhood Park
- Community Park
- Metropolitan Park
- Regional Park
- Linear Parks
- Special Use Areas

The following chart is from the *Standards for Recreation, Park and Open Space Standards and Guidelines, 4th Printing, 1990*, a publication of the National Recreation and Park Association.

Figure A-2.0
Park Classification Standards

TYPE	SIZE IN ACRES	SERVICE AREA	ACRES PER 1,000 POPULATION
Mini Park	< 1 acre	Less than ¼ mile	.25 - .5
Neighborhood Park	1 - 15 acres	½ mile radius	1.0 – 2.0
Community Park	16 - 99 acres	1 mile radius	5.0 - 8.0
Metropolitan Park	100 – 499 acres	< 1 hour drive time	5.0 – 10.0
Regional Park	500 +	1+ hour drive time	Varies
Linear Parks	Sufficient to protect resources and provide usage	No standards	Varies
Special Use Areas	Varies depending on desired size	No standards	Varies
		Total	11.25 – 20.5 Acre

Mini-Park

A mini-park is usually characterized by a very small public space which is most often set into a fairly urban atmosphere. Mini-Parks are often called pocket parks as they tend to be “pocketed” into an otherwise crowded area which is void of lawns, trees, and passive recreation space where one might sit on a park bench or enjoy a small botanical garden. Mini-parks in smaller urban environments such as Midland's are typically not designed or thought-out spaces. These parks are often the result of a small section of otherwise unusable real estate left over from the development of a neighborhood. In Midland, these parks are sometimes seen in retention basins in or near single-family residential units. Due to the fact that they are “after-thoughts” of the planning process,

budgets are seldom adequate to properly develop the site. As he has no other use for it, the land is deeded to the City by the developer, who does not care to maintain it. These sites are typically irrigated and sodded, with occasional plantings of small trees. The short term result is that there is a new green space for the City. The long term result is that the grass must be mowed weekly during the majority of the year, and there is substantial maintenance cost associated with the site, as grass is the single-highest maintenance item that any site can possess. Today, most cities strictly refuse the deeding of Mini-Parks unless there is sufficient capital also given to the City for immediate site development to offset maintenance cost. As Midland's maintenance is currently outsourced and therefore incrementally more expensive to maintain in relation to size, the city should refuse the deeding of any land smaller than 1 acre for public park space, unless the city is willing to make substantial financial investment to offset long-term maintenance cost.

Neighborhood Parks

Neighborhood parks form the backbone of a park system within a municipality. These parks are typically situated on land from 1 to 15 acres in size, and located directly within a residential area. Neighborhood parks typically do not have designated parking lots, as they are meant to be located so as to allow visitors to walk or ride bicycles from their nearby homes. By national standards, one neighborhood park should be placed in a city for every 4,000 to 10,000 residents. A key element of the neighborhood park system is that these sites are regularly and frequently spaced so as to serve all the residential neighborhoods of a city. Due to Midland's previous boom/bust growth cycles, neighborhood parks are extremely rare in the developing neighborhoods outside of Loop 250. Planning data shows that the current population and rate of growth in these areas warrant an additional 3-4 neighborhood parks outside of the loop to serve the general population of these areas.

Only 2 neighborhood parks currently exist outside of Loop 250, which is coincidentally where the greatest population growth is occurring.

Community Parks

Community parks tend to be large open spaces which cater to organized non-professional sports events such as little league or soccer. These park sites can range from 16 to 99 acres in size, and are strategically spaced through a municipality so as to service the various leagues and associations of that area. Community parks seldom experience visitation from the immediate neighborhood, as they are "destination" sites to which people drive to. Midland is blessed with numerous community parks of high quality. As a community park can be very expensive to construct, many of these sites were developed with

the assistance of grant funding from the Texas Parks and Wildlife Department. A general standard is that there should be 1 community park for every 25,000 to 30,000 residents of a city. Midland currently has enough community parks to meet the needs of the predicted population through 2015, but thereafter should be prepared to develop a community park of substantial size in far Northwest Midland, perhaps in an area that is currently not annexed.

Metropolitan Parks

A metropolitan park is a very large area of public open space which contains numerous large-scale amenities, such as public golf courses, which tend to draw in visitors from a large area, both in and out of the city which it is located in. With 620 acres, Hogan Park is Midland's only true metropolitan park, and is the only true metropolitan park in the Permian Basin area.

Regional Parks

Regional parks are typically large recreation areas which are frequented by visitors from as far away as 75 miles and beyond. These sites are often reservoirs, rivers, or nature preserves which cater to individuals who specifically come to that municipality to visit the park site.

While not dedicated park space, the Scharbauer Sports Complex could be construed as a Regional Park, as it serves a very wide-reaching population base across the Permian Basin and Western Texas.

The new Interstate 20 Wildlife Refuge, located in a natural playa on the southern outskirts of Midland, is another excellent example of a Regional Park Facility. Use agreements with Texas Tech University, The University of Texas of the Permian Basin, Sul Ross University, and other institutions of higher learning will draw technical interest into the site. Additionally, the Refuge is located on a major North to South Flyway for migratory waterfowl. Even though the site is new, substantial interest has already been established amongst many of the tens of thousands of residents of colder northern states in regards to spending time at the Refuge on their annual winter trek to the birding centers of the Texas Gulf Coast. Wetlands Educational Development Center to be located north of Interstate 20 will also serve as a Regional Park when it is developed. When fully developed, this facility will be Midland's, and the Permian Basin's, second regional park. Miles of dedicated trails and 86 acres of open space will be a feather in the cap of the City's park system.

Specialty Parks

Specialty parks tend to be small, special use parks developed towards a particular theme or recreation purpose. Successful specialty parks often

experience the highest user rate of any public park facility. Midland's new dog park is an example of a specialty park. Generally, specialty parks are often expensive to develop, and the dog park is an exception to that rule. Aquatic facilities can sometimes be classified as specialty parks, especially if they are truly unique. A good rule of thumb in classifying a specialty park is that the park is often the one site that we tend to remember from our childhood. Specialty parks play a key role in a park system due to their typically heavy use and unique site elements and opportunities.

The most obvious choice for a Specialty Park in Midland is Dennis the Menace Park. This park was developed in the 1960's and patterned off of a famous specialty park in California. During the decades of the 1960's and 1970', the park was consistently packed with visitors, and was so popular that it became overcrowded. As the City began to concentrate on sports facility development in the late 1970's and 1980's, Dennis the Menace Park fell victim to a lack of proper maintenance and funding. Today, it is a shadow of its former self. Initial studies conducted by KDC Associates estimate that it will take budget expenditures of \$2 million to \$3 million to bring Dennis the Menace up to regional and national standards.

Final Analysis

Perhaps more than any time in recent history, the City of Midland should consider the intangible "Quality of Life" issues that can transform a common city into a great city.

Midland is a dramatically different city than it was when the 2006 CMP was completed. The energy sector has created a tremendous and potentially long-term period of economic growth. The "boom" has brought in more money, jobs, and families. These families tend to be younger and with young children. As with municipalities anywhere, this growing age bracket will desire more outdoor sport and leisure opportunities for their families. While Midland boast adequate numbers of parks and acreage, the City must address new park space outside of Loop 250. This region is where the greatest new housing growth is occurring, and yet Midland only boasts of two (2) neighborhood parks outside of the Loop –

Santa Rita Park and Grasslands Park. In style predictable across booming cities anywhere, Midland is in risk of following the decades old model of non-distribution of public open space during intense population growth, and then when the economic growth slows down or declines, the monetary funds and public support are not available for land acquisition and/or park development. For the long term quality of life experience, Midland must look into new acquisition and development of parks and public open spaces in the new neighborhoods and commercial areas that are springing up around the

community. If the economic models do not support land purchase and full development of neighborhood parkland, then the City should consider purchasing land tracts which are at strategic locations, and then financing the actual development of those spaces at a later time. This will at least insure that neighborhoods do not sprawl without proper public open space being available.

Joint Use Agreements

In 2012, the citizens of Midland passed a substantial school bond issue that will serve to build several new schools. As of the development of this update, a second school bond issue is pending that would further additional facility development. Consideration should be made for joint-use facilities with MISD which would provide park space adjacent to new school campuses. This model is rapidly gaining momentum across the United States, and serves as an excellent way for school districts and municipalities to jointly serve the community, while sharing some of the classic development cost for new park land and/or school playgrounds. Grasslands Park, with its immediate proximity to Scharbauer Elementary, is an excellent model for the City to consider. Many municipalities, including Odessa, are developing playgrounds that serve both the school as well as the surrounding neighborhood.

The City of Midland and MISD should consider joint-use agreements for sharing the cost for the development of public open space as new campuses are developed.

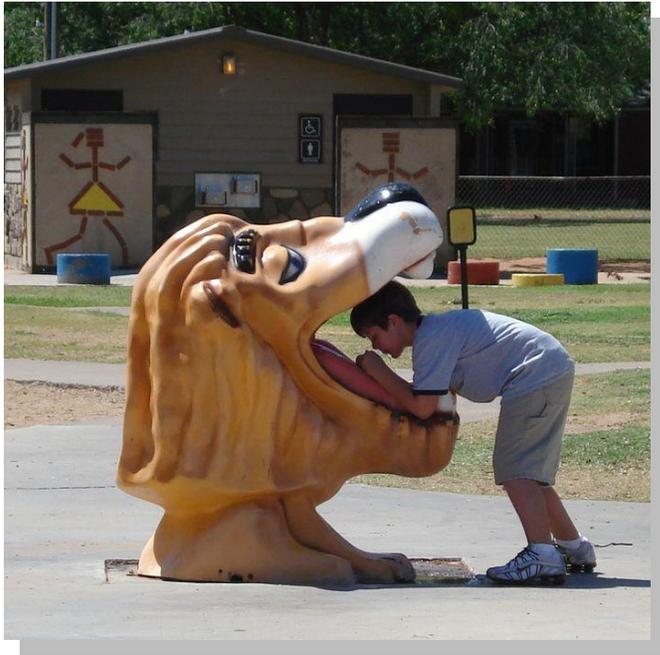
Upgrading of Public Sports Facilities

The City of Midland will increasingly find itself in competition with surrounding communities in terms of the quality of parks and public athletic facilities. Midland led the West Texas region in terms of park quality for many years. The park and athletic facilities built in the 1970's through the early 1990' were excellent facilities for their time, and few other metropolitan areas west of Interstate 35 in Texas could compete. Midland must now realize that some of these facilities are indeed beginning to age and need updating, while others, such as Hogan, should be master planned and completely reconfigured over a period of time so as to make the most efficient use out of sport field and public open space.

Some of the public athletic organizations in Midland, namely the Midland Soccer Association (MSA) and the Greater Midland Football League, desperately need expansion of fields or consolidation of fields into single tournament quality sites.

MSA is currently embarking on a drive to fund and develop Beal Community Park into a state-class soccer facility. This is in line with the recommendations of the 2006 CMP, and will serve the overall Master Plan very well, not only with the addition of the playing fields, but also with the addition of playgrounds, dedicated trails, pavilions, ect. .

The quality of park and recreation facilities is one of the primary elements in calculating the quality of living standards of any community. Very impressive facility and program improvements have occurred since the 2006 CMP. As the City continues with record growth and development, Midland's leadership should continue to strategically pursue the development of transforming Midland into having one of the premier parks and recreation programs in the State of Texas.



Section B:

Needs Assessment

NEEDS ASSESSMENT RESEARCH METHODOLOGY

This Master Plan Update featured a Needs Assessment Study based upon comprehensive research undertaken during the planning process. KDC Associates sent out 10,000 *User Needs Surveys* to random addresses served by this Master Plan Update and within the City of Midland. These surveys featured a group of questions which were nearly identical to the questions which were sent out in a survey during the development of the 2006 Master Plan. The surveys are targeted towards evaluating certain criteria regarding the park and recreation opportunities within the City of Midland. In all, 525 of these surveys were completed by the public and returned, for a response rate of 5.25%. The margin of error of this sample size is plus or minus five (5) percent.

Group meetings, phone interviews, or email discussions were conducted with several focus groups specifically targeted for their input. These included the following:

- Greater Midland Football League
- Midland Soccer Association
- Midland Junior Baseball Association
- Midland United Girls Softball Association
- United Soccer Association
- Midland Cricket Association
- Midland Tennis Association
- Midland Parks Commission
- Midland Parks and Recreation Division
- The I-20 Wildlife Preserve Board

The surveys were divided into rankings assignments with weighted values assigned to each group. This was done so as to be able to provide logical and clear direction for future development and needs evaluations.

The findings of the survey for facility needs are noted in the attached Table 1.0. Each category was scored based on user responses, and then individually tallied and ranked accordingly.

The consultants also broke the public survey into the five major zip codes of the City of Midland; 79701, 79703, 79705, 79706, and 79707. Each zip code was scored independently so that the city staff could see how certain elements scored within specific regions of the city.

The top 10 overall categorical scores were considered "High Priority" items. The distinction between "Medium Priority" and "Low Priority" items was generally distinguished by a large gap between concurrent scores.

Table B-1.0

**PARKS AND RECREATION
OVERALL CITY-WIDE
FACILITY NEEDS ASSESSMENT FROM PUBLIC SURVEY**

CITY-WIDE RANK	FACILITY TYPE	HIGH PRIORITY	MEDIUM PRIORITY	LOW PRIORITY	SCORE
1	Hike/Bike/Jogging Trails	✓			1.69
2	Nature Areas	✓			1.96
3	Picnic Shelters	✓			1.97
4	Indoor Recreation Center	✓			2.06
5	Senior Citizens Center	✓			2.17
6	Lighted Outdoor Basketball Courts	✓			2.29
7	Public Swimming Pools	✓			2.33
8	Outdoor Basketball Courts	✓			2.56
9	Playgrounds	✓			2.57
10	Botanic/Flower Gardens	✓			2.61
11	Lighted Tennis Courts		✓		2.78
12	Sand Volleyball Courts		✓		2.83
13	Tennis Courts		✓		2.98
14	Disc Golf Course		✓		3.12
15	Practice Soccer/Football Fields		✓		3.12
16	Practice Softball Fields		✓		3.18
17	Practice Baseball Fields		✓		3.21
18	Lighted Competitive Baseball Fields		✓		3.26
19	Lighted Competitive Soccer/Football Fields			✓	3.71
20	Lighted Softball Fields			✓	3.74
21	Skateboard Parks			✓	3.76
22	Indoor Basketball Courts			✓	4.01
23	Unlighted Softball Fields			✓	4.35
24	Unlighted Baseball Fields			✓	5.08
25	Unlighted Soccer/Football Fields			✓	5.26
26	Outdoor/Indoor In-Line Hockey			✓	5.94
27	Public Restrooms			✓	NA

*10,000 random surveys mailed out by KDC to random addresses supplied by the City of Midland.

Table B-1.1

**PARKS AND RECREATION
79701 ZIP CODE
FACILITY NEEDS ASSESSMENT FROM PUBLIC SURVEY**

CITY-WIDE RANK	FACILITY TYPE	HIGH PRIORITY	MEDIUM PRIORITY	LOW PRIORITY	SCORE
1	Hike/Bike/Jogging Trails	✓			1.40
2	Nature Areas	✓			1.74
3	Picnic Shelters/Pavilions	✓			1.92
4	Senior Citizens Center	✓			2.12
5	Skateboard Park	✓			2.16
6	Botanic/Flower Gardens	✓			2.19
7	Public Swimming Pools	✓			2.35
8	Indoor Recreation Center	✓			2.60
9	Lighted Outdoor Basketball Courts	✓			2.69
10	Practice Baseball Fields	✓			2.80
11	Lighted Competitive Soccer/Football Fields		✓		2.90
12	Disc Golf Course		✓		2.90
13	Practice Softball Fields		✓		2.90
14	Unlighted Soccer/Football Fields		✓		3.00
15	Sand Volleyball Courts		✓		3.00
16	Lighted Tennis Courts		✓		3.00
17	Practice Soccer/Football Fields		✓		3.00
18	Outdoor/Indoor In-Line Hockey		✓		3.00
19	Outdoor Basketball Courts		✓		3.00
20	Lighted Softball Fields			✓	3.39
21	Lighted Competitive Baseball Fields			✓	3.57
22	Unlighted Baseball Fields			✓	3.71
23	Tennis Courts			✓	3.75
24	Unlighted Softball Fields			✓	3.85
25	Playgrounds			✓	4.12
26	Indoor Basketball Courts			✓	7.0
27	Public Restrooms			✓	NA

Table B-1.2

**PARKS AND RECREATION
79703 ZIP CODE
FACILITY NEEDS ASSESSMENT FROM PUBLIC SURVEY**

CITY-WIDE RANK	FACILITY TYPE	HIGH PRIORITY	MEDIUM PRIORITY	LOW PRIORITY	SCORE
1	Indoor Recreation Center	✓			1.65
2	Nature Areas	✓			1.70
3	Picnic Shelters/Pavilions	✓			1.74
4	Public Swimming Pools	✓			1.76
5	Hike/Bike/Jogging Trails	✓			1.81
6	Senior Citizens Center	✓			1.90
7	Lighted Outdoor Basketball Courts	✓			2.10
8	Lighted Competitive Baseball Fields	✓			2.10
9	Playgrounds	✓			2.40
10	Outdoor Basketball Courts	✓			2.62
11	Botanic/Flower Gardens		✓		2.84
12	Sand Volleyball Courts		✓		3.00
13	Practice Baseball Fields		✓		3.00
14	Indoor Basketball Courts		✓		3.32
15	Tennis Courts		✓		3.36
16	Lighted Competitive Soccer/Football Fields		✓		3.40
17	Lighted Tennis Courts		✓		3.44
18	Practice Softball Fields		✓		3.62
19	Skateboard Parks		✓		3.66
20	Practice Soccer/Football Fields		✓		3.66
21	Unlighted Softball Fields		✓		3.71
22	Lighted Competitive Softball Fields			✓	4.76
23	Disc Golf Course			✓	5.16
24	Unlighted Soccer/Football Fields			✓	6.52
25	Outdoor/Indoor In-Line Hockey			✓	8.33
26	Unlighted Baseball Fields			✓	8.66
27	Public Restrooms			✓	NA

Table B-1.3

**PARKS AND RECREATION
79705 ZIP CODE
FACILITY NEEDS ASSESSMENT FROM PUBLIC SURVEY**

CITY-WIDE RANK	FACILITY TYPE	HIGH PRIORITY	MEDIUM PRIORITY	LOW PRIORITY	SCORE
1	Nature Areas	✓			1.41
2	Hike/Bike/Jogging Trails	✓			1.64
3	Picnic Shelters/Pavilions	✓			1.75
4	Playgrounds	✓			1.84
5	Senior Citizens Center	✓			1.94
6	Botanic/Flower Gardens	✓			2.09
7	Public Swimming Pools	✓			2.17
8	Disc Golf Course	✓			2.28
9	Indoor Recreation Center	✓			2.28
10	Outdoor Basketball Courts	✓			2.32
11	Lighted Tennis Courts		✓		2.34
12	Lighted Outdoor Basketball Courts		✓		2.52
13	Practice Baseball Fields		✓		2.92
14	Lighted Competitive Baseball Fields		✓		3.08
15	Tennis Courts		✓		3.15
16	Practice Soccer/Football Fields		✓		3.17
17	Skateboard Parks		✓		3.50
18	Sand Volleyball Courts		✓		3.63
19	Indoor Basketball Courts			✓	4.15
20	Lighted Competitive Soccer/Football Fields			✓	4.25
21	Practice Softball Fields			✓	4.54
22	Unlighted Soccer/Football Fields			✓	4.54
23	Practice Soccer/Football Fields			✓	4.66
24	Unlighted Baseball Fields			✓	4.90
25	Outdoor/Indoor In-Line Hockey			✓	5.37
26	Unlighted Softball Fields			✓	6.00
27	Public Restrooms			✓	NA

Table B-1.3

**PARKS AND RECREATION
79706 ZIP CODE
FACILITY NEEDS ASSESSMENT FROM PUBLIC SURVEY**

CITY-WIDE RANK	FACILITY TYPE	HIGH PRIORITY	MEDIUM PRIORITY	LOW PRIORITY	SCORE
1	Lighted Outdoor Basketball Courts	✓			1.75
2	Lighted Competitive Soccer/Football Fields	✓			2.00
3	Hike/Bike/Jogging Trails	✓			2.08
4	Senior Citizens Center	✓			2.09
5	Indoor Recreation Center	✓			2.16
6	Practice Softball Fields	✓			2.20
7	Outdoor Basketball Courts	✓			2.32
8	Playgrounds	✓			2.36
9	Nature Areas	✓			2.41
10	Picnic Shelters/Pavilions	✓			2.41
11	Skateboard Parks		✓		2.50
12	Sand Volleyball Courts		✓		2.55
13	Indoor Basketball Courts		✓		2.62
14	Lighted Tennis Courts		✓		2.85
15	Tennis Courts		✓		3.00
16	Disc Golf Course		✓		3.16
17	Practice Soccer/Football Fields		✓		3.17
18	Public Swimming Pools		✓		3.71
19	Lighted Competitive Baseball Fields			✓	4.00
20	Practice Baseball Fields			✓	4.00
21	Botanic/Flower Gardens			✓	4.00
22	Unlighted Soccer/Football Fields			✓	4.00
23	Unlighted Baseball Fields			✓	4.30
24	Unlighted Softball Fields			✓	5.50
25	Outdoor/Indoor In-Line Hockey			✓	9.00
26	Practice Soccer/Football Fields			✓	9.00
27	Public Restrooms			✓	NA

Table B-1.4

**PARKS AND RECREATION
79707 ZIP CODE
FACILITY NEEDS ASSESSMENT FROM PUBLIC SURVEY**

CITY-WIDE RANK	FACILITY TYPE	HIGH PRIORITY	MEDIUM PRIORITY	LOW PRIORITY	SCORE
1	Hike/Bike/Jogging Trails	✓			1.53
2	Indoor Recreation Center	✓			1.64
3	Public Swimming Pools	✓			1.66
4	Tennis Courts	✓			1.68
5	Botanic/Flower Gardens	✓			1.95
6	Sand Volleyball Courts	✓			2.00
7	Picnic Shelters/Pavilions	✓			2.04
8	Playgrounds	✓			2.12
9	Disc Golf	✓			2.14
10	Lighted Tennis Courts	✓			2.28
11	Lighted Outdoor Basketball Courts		✓		2.41
12	Outdoor Basketball Courts		✓		2.57
13	Nature Areas		✓		2.61
14	Practice Soccer/Football Fields		✓		2.63
15	Practice Softball Fields		✓		2.64
16	Unlighted Softball Fields		✓		2.72
17	Lighted Competitive Softball Fields		✓		2.75
18	Senior Citizens Center		✓		2.83
19	Indoor Basketball Courts		✓		3.00
20	Practice Soccer/Football Fields			✓	3.25
21	Practice Baseball Fields			✓	3.37
22	Lighted Competitive Baseball Fields			✓	3.57
23	Unlighted Competitive Baseball Fields			✓	3.85
24	Outdoor/Indoor In-Line Hockey			✓	4.00
25	Lighted Competitive Soccer/Football Fields			✓	6.00
26	Skateboard Parks			✓	7.00
27	Public Restrooms			✓	NA

NEEDS ASSESSMENT SUMMARY

The results from the Public Needs Assessment Survey conducted for the 2012 Update displayed consistency with the 2006 Comprehensive Plan. The survey results show a continuous need for the development and/or marketing of specific outdoor recreation features within the City of Midland, as 75% of the respondents rated the City as having “Fair” to “Poor” communication about park and recreation opportunities.

The 2006 Parks, Recreation, and Open Space Master Plan

The 2006 Needs Assessment Data reflected the needs of the citizens of Midland through a Needs Assessment Survey randomly mailed out to 10,000 citizens. The survey shows that the citizens of Midland desire ten (10) park and recreation items that should be considered as “High Priority” elements for the city to aggressively pursue through the year 2017. These items, in order of importance via public comment, are the following:

2006

- 1. Public Restroom Facilities**
- 2. Hike/Bike/Jogging Trails**
- 3. Playgrounds**
- 4. Picnic Shelters**
- 5. Nature Areas**
- 6. Botanic/Flower Gardens**
- 7. Public Swimming Pools**
- 8. Indoor Recreation Center**
- 9. Senior Citizens Center**
- 10. Tennis Courts**

2012

- 1. Hike/Bike/Jogging Trails**
- 2. Nature Areas**
- 3. Picnic Shelters**
- 4. Indoor Recreation Center**
- 5. Senior Citizens Center**
- 6. Lighted Basketball Courts**
- 7. Public Swimming Pools**
- 8. Outdoor Basketball Courts**
- 9. Playgrounds**
- 10. Botanic/Flower Gardens**

It should be noted that the City of Midland Parks Department had not granted open access to restroom facilities due to maintenance, vandalism, and crime issues. During the period of the development of this Master Plan, the Parks Department began regularly opening restroom facilities during favorable weather seasons. The fact that restrooms existed *-but were not accessible-* prior to this survey could be the primary reason that restrooms ranked so high in the needs assessment. KDC does not recommend that restrooms be constructed in any neighborhood park facility. The current parks staff does not have the maintenance abilities to adequately keep these facilities in good condition, and national trends show substantially increased crime rates in parks with restroom facilities.

1. The need for **HIKE/BIKE/JOGGING TRAILS** rated as the No. 1 item on the high-priority list, and reflects a national trend. An active American population desires the need to exercise after work and on weekends. Midland appears to be no different, with very high survey ratings as well as

numerous comments written directly on the surveys as well as being made during public meetings. The City should actively pursue the development of both hard-surface and soft-surface trail networks connecting various portions of Midland. Additionally, the survey asked citizens what type of trail system they would like to see. By a greater than **2 to 1** ratio, Midlanders expressed a desire for any new trail system to be one that links neighborhoods with parks and retail areas, not simply a trail around a park site.

2. There is an intangible need in the human soul for a link with nature, and **NATURE AREAS** ranked as the No. 2 item on the high-priority list. At this point, it should be assumed that most citizens are not aware of the newly completed I-20 Wildlife Preserve, located at the intersection of South Midland Drive and Interstate 20. This 86-acre preserve features trails, bird observation blinds, a raptor tower, ponds, and large wetlands. The successful marketing of this facility should help satisfy many of the needs that Midlanders identified in the survey.
3. **PICNIC SHELTERS** ranked as the No. 3 item of importance in the 2012 Update. The climate of West Texas demands the need for both quality and quantity of shade. The public obviously feels that there is a need to improve the quantity and accessibility of shelters within the parks. This is a fairly low-dollar budget item that can easily be incorporated into operational budgets in a manner so that minimum financial impact is noted, with maximum gain given to park users. The City should have a standard for all such shelters so that maintenance issues are minimized.
4. An **INDOOR RECREATION CENTER** ranked as the No. 4 item of high importance in the Needs Assessment Data. Midland currently has a recently updated indoor recreation center at the Martin Luther King, Jr. Community Center. Midland should consider the addition of another Indoor Recreation Center in a separate quadrant of the City during the next decade. The survey shows that 70% of the respondents stated that the City of Midland is doing a fair to poor job in communicating the park and recreation opportunities available to its citizens. Hence, the general public may not be informed as to the existence of the newly renovated Martin Luther King, Jr. Community Center, which serves as an indoor recreation center. A more active marketing campaign could aid in allowing the public to be aware of the indoor recreation opportunities within Midland.
5. With the aging of America's baby-boom generation, additional needs for new facilities catering towards seniors is a national trend that also seems to be manifesting itself in Midland. A new **SENIOR CENTER** ranked as No. 5 in the survey, and could be included in a new indoor recreation center. The construction of a dual-use type facility would be of economic benefit

to taxpayers, and could satisfy the need of citizens who have recently been vocal about the need for additional quality senior services.

6. The need for **BASKETBALL COURTS** came in very high in our survey. Lighted Basketball Courts ranked as the 6th high-priority item, while Outdoor Basketball Courts ranked as the 8th high-priority item. These recreation elements can easily be placed in neighborhood parks, and could also serve as design elements within any new Indoor Recreation Center.
7. **PUBLIC SWIMMING POOLS** ranked as the No. 7 item in the Needs Assessment Data. Midland currently has a swimming facility at Washington Park, at Doug Russell Park. Large public swimming pools were largely a bi-product of the post World War II generation. These facilities developed around new neighborhoods which cropped up after the war. By the 1970's, many of these swimming pools were in excess of 30 years old, and few had been maintained adequately during their lifespan. The result was that municipalities nationwide, Midland included, began closing public swimming holes, and populations which could not afford their own private pool or who did not belong to exclusive clubs were shut out and isolated from swim opportunities. Swimming pools are similar to public golf courses in that they tend not to be money-making opportunities for a city, but rather a service that the city provides that has intangible benefits. Pools are expensive to construct and maintain, but Midlanders clearly feel the need for additional facilities. As in many of the items in the high-priority list, a swimming pool could easily be configured within any new Recreation Center. Midland should consider the need for constructing new public swimming pools to serve the growing population through the year 2017 and beyond.
8. **OUTDOOR BASKETBALL COURTS.** See comments made in Item No. 6 above.
9. New and improved **PLAYGROUNDS** ranked as No. 9 in the needs Assessment Survey. Again, the citizens of Midland are following a national trend that demands safe, accessible, and age appropriate play facilities in neighborhood parks. Many forms of play equipment has a fairly short expected lifespan of 7-10 years, and many of Midland's parks contain play equipment in excess of 20 years old. Creative, accessible, colorful, and high-quality playgrounds should be aggressively pursued by the City over the next decade. This item ranked as the No. 3 Item in the 2006 CMP. The strategic and methodical approach that the City has taken in replacing outdated play equipment has no doubt aided in moving this item further down the list of high-priority items.
10. **BOTANIC/FLOWER GARDENS** ranked as the No. 10 priority item. In a region of the world where nature and its elements are so harsh and inhospitable

to human habitat, the citizens of Midland feel the need to be able to better commune with the natural world. The City of Midland should also pursue the development of botanic and/or flower gardens in select neighborhood parks as well as in designated locations such as Crier Park or the Sibley Learning Center. These gardens should be of sufficient size to warrant visitation rather than vehicular observation, and they should be developed to help educate the public regarding native or drought tolerant plant material and emphasize water conservation.

Recreation Programs:

The survey was also intended to discover what recreation programs the citizens of Midland would like to see the City offer. These programs are typically free or minimal-fee based activities which are sponsored by a municipality to establish a higher level of lifestyle in a community which otherwise would not have such free or low cost programs available to the general public. The City of Midland survey tapped 3 distinct age groups: Children Under 18, Adults 18 to 55, and Adults Over 55. These results can be seen in Tables 1.2, 1.3, and 1.4.

Table B-2.0

**PARKS AND RECREATION
OVERALL CITY-WIDE
PROGRAM NEEDS FOR CHILDREN UNDER 18
(TOP 5 CATEGORIES)**

CITY-WIDE RANK	PROGRAM TYPE	HIGH PRIORITY	MEDIUM PRIORITY	LOW PRIORITY	SCORE
1	Swimming	✓			1.25
2	Soccer	✓			1.50
2	T-Ball	✓			1.75
3	Arts & Crafts	✓			2.00
3	Basketball	✓			2.00
3	Summer Camps	✓			2.00
4	Football	✓			2.25
4	Baseball	✓			2.25
5	Dance	✓			2.75
5	Tennis	✓			2.75

Table B-2.1

**PARKS AND RECREATION
OVERALL CITY-WIDE
PROGRAM NEEDS FOR ADULTS 18 TO 55
(TOP 5 CATEGORIES)**

CITY-WIDE RANK	PROGRAM TYPE	HIGH PRIORITY	MEDIUM PRIORITY	LOW PRIORITY	SCORE
1	Walking	✓			1.00
2	Fitness Classes	✓			2.50
3	How-To Courses	✓			3.25
4		✓			3.50
4	Biking	✓			3.50
4	Gardening	✓			3.50
5	Swimming	✓			3.75

Table B-2.2

**PARKS AND RECREATION
OVERALL CITY-WIDE
PROGRAM NEEDS FOR ADULTS 55 AND OVER
(TOP 5 CATEGORIES)**

CITY-WIDE RANK	PROGRAM TYPE	HIGH PRIORITY	MEDIUM PRIORITY	LOW PRIORITY	SCORE
1	Walking	✓			1.00
2	Dance	✓			2.00
2	Fitness Courses	✓			2.00
2	Music	✓			2.00
3	Arts and Crafts	✓			2.75
4	How-To Courses	✓			3.00
4	Gardening	✓			3.00
5		✓			3.50

The data clearly shows that there is a perceived need of the public for city sponsored programs. Difficulties arise for the City of Midland in developing and providing these programs to the public. The Parks and Recreation Division is already short staffed and has severe problems in maintaining any programs

already in place. New programs will put a strain on the division to the point where the service level that they provide will not be able to meet the needs and expectations of the public. Where new facilities demand up front financing for construction, recreation programs will demand prolonged financial dedication in the form of salaries for new staffing. Additionally, several of the desired elements will require some type of facility for the event to be held at. The City should consider the full staffing and full utilization of the MLK Community Center for this use, and there will be a need for similar facilities in other locations of Midland over the next decade.

Other Data:

The random public survey also generated other items of interest in regards to the park and recreation opportunities in Midland. These include the following questions which were on the survey:

Question: How do you rate the **Grounds** and **Facility Maintenance** of the **Parks** in Midland?

Zip Code	Excellent	Good	Fair	Poor
<i>79701</i>	15%	69%	12%	4%
<i>79703</i>	18%	58%	23%	1%
<i>79705</i>	12%	62%	24%	2%
<i>79707</i>	15%	64%	13%	8%
City Average	15%	63%	18%	4%

Question: How do you rate the **Grounds** and **Facility Maintenance** of the **Sports Fields** in Midland?

Zip Code	Excellent	Good	Fair	Poor
<i>79701</i>	18%	48%	16%	18%
<i>79703</i>	21%	51%	23%	5%
<i>79705</i>	12%	45%	29%	14%
<i>79707</i>	16%	51%	28%	5%
City Average	17%	49%	24%	10%

It should be noted that every sports association interviewed during the process of developing this Master Plan cited weeds, field maintenance, and grass burrs as the single largest complaint that their association had with the City of Midland. Data received from the survey was from random citizens, and it is doubtful that they are as aware of field conditions as are the associations using them. Additionally, the drought has played a major role in the degradation of all turf areas with the City parks.

Question: How do you rate the **Overall Quality** of the **Parks** in Midland?

Zip Code	Excellent	Good	Fair	Poor
<i>79701</i>	18%	58%	17%	7%
<i>79703</i>	2%	34%	49%	15%
<i>79705</i>	16%	55%	24%	5%
<i>79707</i>	11%	61%	23%	5%
City Average	12%	52%	29%	8%

Question: In general, **do you feel safe** when visiting a park in Midland?

Zip Code	Very Safe	Somewhat Safe	Not Safe At All
<i>79701</i>	51%	38%	11%
<i>79703</i>	37%	48%	15%
<i>79705</i>	49%	41%	10%
<i>79707</i>	57%	40%	3%
City Average	49%	42%	9%

Question: How would you rate the City of Midland's **communication efforts** about park and recreation opportunities?

Zip Code	Excellent	Good	Fair	Poor
<i>79701</i>	10%	20%	41%	39%
<i>79703</i>	2%	31%	42%	25%
<i>79705</i>	0%	26%	49%	25%
<i>79707</i>	0%	28%	47%	31%
City Average	3%	26%	45%	30%

*

Question: How often does someone in your home actively participate in a sports activity?

Zip Code	Weekly	Monthly	<Monthly	Never
<i>79701</i>	22%	10%	4%	64%
<i>79703</i>	22%	4%	9%	65%
<i>79705</i>	29%	16%	9%	46%
<i>79707</i>	28%	13%	6%	53%
City Average	25%	11%	7%	57%

Question: How long have you been a resident of Midland?

Zip Code	<5 Years	6-10 Years	11-20 Years	>20 Years
<i>79701</i>	5%	8%	13%	74%
<i>79703</i>	10%	11%	2%	77%
<i>79705</i>	23%	9%	5%	63%
<i>79707</i>	23%	14%	14%	49%
City Average	15%	11%	9%	65%

Question: How many persons, including yourself, live in your home?

Zip Code	1	2	3	4+
79701	9%	40%	16%	35%
79703	9%	41%	15%	35%
79705	12%	43%	14%	31%
79707	6%	45%	19%	30%
City Average	9%	42%	16%	33%

Question: How often do children in your home **Under Age 18** visit a park in Midland?

Zip Code	Weekly	Monthly	<Monthly	Never
79701	49%	23%	7%	21%
79703	59%	15%	15%	11%
79705	59%	26%	9%	6%
79707	34%	31%	23%	12%
City Average	50%	24%	14%	12%

Question: How often do adults in your home ages **18 to 55** visit a park in Midland?

Zip Code	Weekly	Monthly	<Monthly	Never
79701	54%	11%	21%	14%
79703	46%	17%	18%	19%
79705	32%	21%	17%	30%
79707	35%	12%	15%	37%
City Average	42%	15%	18%	29%

Question: How often do adults **over age 55** in your home visit a park in Midland?

Zip Code	Weekly	Monthly	<Monthly	Never
<i>79701</i>	26%	14%	17%	43%
<i>79703</i>	21%	12%	11%	56%
<i>79705</i>	20%	29%	19%	32%
<i>79707</i>	29%	19%	19%	33%
City Average	24%	19%	16%	41%

End of Needs Assessment



Section C:

Implementation Plan

Implementation Plan

As a follow-up to the 2006 Comprehensive Parks, Recreation, and Open Space Master Plan (CMP), an updated implementation plan has been developed as a means of identifying various methods of pursuing the actions set previously set forth. While many of these have not changed since the 2006 CMP, other items have surfaced and moved up in priority as other projects are completed or as governing policies change.

Four areas of implementation were identified in 2006 CMP:

1. Policies and Ordinances
2. Funding Sources
3. A Ten Year Action Plan
4. Challenges and Recommendations

Policies and Ordinances

In order for the City of Midland to successfully and efficiently move forward with a progressive vision of their park and recreation development, all major governmental entities must share the same vision and work together towards common goals. Elected officials, City staff, the citizens of Midland, the Midland Independent School District, and other area governing bodies must be able to effectively communicate with each other.

As stated in the 2006 CMP, the following policies should be considered and/or developed for the foreseeable future:

1. Elected Boards and Commissions

Continue efforts for the development of a strong Park and Recreation Advisory Board that can effectively translate and direct policy regarding the park, recreation, and open space opportunities within the City of Midland. The Parks Board should develop a closer relationship to the Planning and Zoning Commission so as to review and comment upon park and open space development opportunities in emerging residential areas throughout the City. In order to achieve this, the Parks Commission must have an understanding of the former, current, and future needs and practices of the Parks Division, and must be able to have some understanding of critical zoning and development issues.

2. City Staff

Continue with the various City of Midland departments to communicate frequently regarding the unique issues of park, recreation, and open

space management. Input from all of the departments will provide the best possible solution and create a "team" approach to getting the best parks, recreation, and open space system for Midland. Maintaining staffing levels within the current Parks and Recreation Division has been successful, even with the current economic conditions.

3. Adjacent Municipalities and Entities

The Midland Parks and Recreation Division should continue communications with the adjacent governmental entities including Midland County, Greenwood, the City of Odessa, and Ector County. Agreements should be reached whenever possibilities develop with Midland County to form

The City should be applauded for its efforts to strategically plan for the appropriate long term development and circulation along the 191 Corridor.

partnerships or joint use agreements that will enhance the City of Midland's park, recreation, or open space opportunities. The sharing of spaces and resources generally enhance the economic opportunity within a region, and serve the interest of all parties. The City should be applauded for the careful conceptual planning exercises of potential trail systems and open space areas along the 191 Corridor leading out to the Wagner Noel Performing Arts Center, and Midland should continue to actively enhance the aesthetic characteristics of this important artery into the City. This corridor will be one of the primary "first impact" routes into Midland. First Impact Routes are defined as primary circulation paths into a city in which first impressions of new visitors are made. As the 191 Corridor leads to and from Midland International Airport, the assumption is made that many new visitors to Midland will take that route into the city for the first time. Aesthetic impact is intangible, but careful planning will improve the visual appeal of Midland and insure the dominance of the City to regional competitors such as Odessa. Relationships with the City of Odessa should also be maintained and enhanced to allow for any cooperative agreements of trail systems or open space preservation to be developed between the cities in the future.

4. School Districts and Colleges

Joint use agreement between the City of Midland and Midland Independent School District should be developed and strengthened, particularly in regards to any new campuses which could result from the

2012 School Bond Issue. The City and MISD serve many of the same citizens and perform some of the same tasks. A joint program of cooperation between these two entities saves tax payers money, and maximizes local resources. MISD school campuses, particularly Elementary, can aid in the availability of public open space within Midland. As new schools and/or parks develop, the City should take consideration as to the availability of land and the resources available to each.

5. Citizens and Associations

The citizens of Midland have already been and should continue to be involved in this and future Master Plans. Always a critical part of any long range plan, it is vital that Midland continue to improve it's communications with the public with a goal of creating the best parks and recreation system possible for the general citizenry. As in the 2006 CMP, the Needs Assessment Survey accompanying this Master Plan showed that most of those responding stated that Midland only did a fair job in informing the public about park and/or recreation opportunities within the City. An assumption could be made that better effort in "marketing" the recreation opportunities of Midland would also result in a higher number of citizens participating in park and recreation opportunities in Midland.

Indeed, since the 2006 CMP, the City has made great strides in addressing items that were identified in the 2006 plan. However, the survey data seems to show that the public is unaware that some of these improvements have been made. It is recommended that the City consider a strong marketing campaign highlighting playground improvements, the I-20 Wildlife Refuge, and it's improved and planned hike/bike trails. Interestingly, the strong need for tennis courts is still perceived by the public, who apparently is still relatively unaware of the existence of the Bush Tennis Center.

Successful parks and recreation departments typically have very strong sports leagues and associations which use the parks. The City of Midland continues to enjoy a strong relationship with virtually all of the organized sports associations based in the city. These relationships should be

75% of those responding said that the City only does a "Fair" or "Poor" job when they were asked how satisfied they were with the City's communication efforts regarding parks and recreation opportunities in Midland.

maintained, enhanced, and nurtured over the next decade so as to provide excellent communication between all parties as to the needs and opportunities present. Additionally, the City of Midland should reach out and continue to enhance relationships with organizations that are often not associated with parks and open spaces. Any entity which utilizes publicly owned open space should be considered as part of the communication team. These organizations may be as informal as a planetarium club, dog club, nature society, or as organized leagues such as cricket or ultimate frisbee. A key source of citizen involvement is through the various sports associations. These types of associations can support the implementation of this plan by volunteering for maintenance and recreation programs in their local parks. They can also provide unified support for fund raising activities and park issues that come before the City Council.

6. Park Land Dedication Ordinance

The adoption of a Park Land Dedication Ordinance could assist in the acquisition of neighborhood park land by requiring land dedication, or payment of cash in lieu of, by developers as a condition of subdivision plat approval. Neighborhood parks provide a variety of outdoor recreational opportunities, and a significant portion of the cost can be shared with the ultimate residential property owners who will be the primary beneficiaries of such facilities. While sometimes difficult to pass, Midland should take a long term and deliberate approach to developing this ordinance. Impact fees should be sufficient enough to not only aid in the purchase and dedication of the land, but also provide some level of site development and maintenance. Dedicated land should be of sufficient size to adequately and safely develop a neighborhood park, and no areas smaller than five (5) acres in contiguous size should be accepted by the City without also receiving substantial financial gifts for the proper development of a small pocket or mini-park. Note that there is no substitution for dedicated park land in subdivisions. While trails, swimming pools, and tennis courts may enhance the quality of lifestyle in a residential area, national standards and countless collegiate level studies dictate that open space is the single most important recreation amenity which a municipality can provide it's citizens. Any other features should be considered amenities, but should never be allowed to take the place of dedicated park land, particularly in new subdivisions.

Implementation Plan: 2007 – 2017

Since the adoption of the 2006 Comprehensive Parks, Recreation, and Open Space Master Plan, Midland has progressive and deliberate action towards improving the parks and recreation services for the community. See “Executive Summary - Summary of Accomplishments: 2006 – 2012” of this document for further specifics on accomplishments. Additionally, the Parks and Recreation Division have outlined a logical and specific sequence of events for the implementation of projects thru the year 2017. If pursued properly, these additions and renovations will create numerous new and improved park and recreation services for the citizens of Midland and Midland County.

Proposed Ten-Year Action Plan:

<i>Year</i>	<i>Goal</i>	<i>Estimated Cost (2012 \$)</i>
<u>2012 - 2013</u>		
	• Develop Two Miles of Hike/Bike Trails	\$200,000
	• Renovate Six Neighborhood Parks	\$600,000
	• Renovate Doug Russell Pool	\$1,200,000
<u>2014 – 2015</u>		
	• Develop Two Miles of Hike/Bike Trails	\$200,000
	• Develop One New Neighborhood Park	\$500,000
	• Renovate Six Neighborhood Parks	\$600,000
	• Renovate One Specialty Park	\$900,000
	• Renovate Athletic Complexes to Uniform Standard	\$650,000
	• Acquire 36 Acres of New Park Land	\$300,000
	• Shade Structure Replacement	\$100,000
	• New Dog Park in West Midland	\$125,000
	• Irrigation Renovations and Tree Replacement	\$500,000
	• HVAC in Training Room and Gym at MLKCC	\$125,000
<u>2016 – 2017</u>		
	• Develop Four Miles of Hike/Bike Trails	\$400,000
	• Develop One New Neighborhood Park	\$500,000
	• Renovate Six Neighborhood Parks	\$600,000
	• Renovate Athletic Complexes to Uniform Standards	\$650,000
	• Install 200 New Shade Trees in Parks	\$50,000

- Ball Field Lighting Improvements \$1,500,000
- Install Pavilion and Renovate Restrooms at Windlands Park \$220,000
- Install Video Board at the MLKCC \$50,000

2018 - 2019

- Develop Four Miles of Hike/Bike Trails \$400,000
- Develop Two New Neighborhood Parks \$1,000,000
- Renovate Six Neighborhood Parks \$600,000
- Install 200 New Shade Trees in Parks \$50,000
- Conduct as Study/Design for New Community/Senior Center \$2,220,000

ESTIMATED TOTAL THRU 2019 IS APPROXIMATELY \$14,240,000

Additional Park and Recreation Development Goals:

In addition to the comprehensive renovation of the existing parks outlined above, the City should strive to develop the following over the next 10 years:

PRIMARY OBJECTIVES

1. Park Acquisition and Development:

- a. Purchase or acquire land and Develop 3-4 additional Neighborhood Parks outside of Loop 250 in the areas of Midland which are experiencing the most substantial growth.
- b. Add a minimum of 10 miles of soft-surface multiple use trails along key linkage points within the City, such as the proposed trail system surrounding Midland Air Park and Midland College, or potential linkage trails along the 191 Corridor.
- c. Actively pursue the complete development of Beal Park by assisting the Midland Soccer Association with their goal of turning the community park into a major regional tournament soccer facility.
- d. Continue to systematically renovate all neighborhood parks to meet common quality standards throughout the City.
- e. Assist sports leagues and associations to renovate league sports facilities to meet common quality standards throughout the City.

- f. Consider the development of additional Community Recreation Centers similar to the newly developed MLK Center. The ideal facility would be multi-purpose and could serve as both a recreation and senior center.
- g. Properly renovate Dennis the Menace Park as a unique specialty park.
- h. Investigate the acquisition of sufficient land for a future community park outside of Loop 250.

2. Parks Maintenance:

- a. Continue outsourcing the maintenance of all park and open space as long as it is economically viable.
- b. Create an aesthetic and financially prudent tiered maintenance standard for park and city-owned facilities which emphasizes water conservation. Market these water conservation plans and maintenance procedures to the citizens of Midland.

3. Personnel:

- a. Bring minimum park and recreation personnel salaries to meet or exceed competitive standards of surrounding/competing cities.
- b. Continue to strive to staff all positions within the parks and recreation division.
- c. Outsource most construction projects rather than to attempt to do them in-house with limited staff.

4. Funding:

- a. Aggressively market the Parks Foundation which operates through the Permian Basin Area Foundation. Consider funding sources for the Fund such as requiring a small annual fee from all organized sports entities to contribute to the fund for future park improvements which would serve all users equally.
- b. Constantly pursue all available grant opportunities from local, state, federal, and philanthropic sources.

Potential Funding Sources:

As in most cities, park and recreation improvements typically are derived out of the city's General Fund and thru General Obligation Bonds and Revenue Bonds. However, other real and potential sources of revenue are available for Midland. Ten applicable funding sources are identified in this Update.

1. *The Sales Tax Initiative:*

Many municipalities in Texas have successfully demonstrated their desire and willingness to improve the quality of living in their city by passing a ¼ to ½ cent sales tax initiative allocating specific funding for new community improvement projects. This important funding source serves to improve the quality of lifestyle in cities for many years, and can generate large sources of income specifically designated towards parks, recreation, and open space improvements.

2. *Texas Recreation and Parks Account Program Grants:*

Administered thru the Texas Parks and Wildlife Department, these are 50% match grants. State legislation passed in 2005 has made it extremely difficult to successfully pursue grants from the Texas Parks and Wildlife Department. However, Midland should aggressively continue to pursue this funding source whenever a potential project surfaces that has many of the criteria required as stated in the grant policies.

3. *Local Philanthropic Foundations and Individuals:*

Many locally-based foundations, corporations, and individuals exist in Midland and Midland County which have had an outstanding history of public philanthropy. It is critical that goodwill exist between these entities and the City of Midland, both as a matter of policy as well as maintaining valuable funding sources. Projects should be carefully evaluated prior to being submitted so as not to over saturate these organizations with ill-conceived request. As with the Texas Parks and Wildlife Department grant process, Midland should aggressively pursue grants with these organizations as long as the proposed projects have strong merit.

4. *Professional and Amateur Sports Associations:*

Specific focus projects such as soccer complexes, tennis complexes, golf course construction, and similar single sport facilities are often eligible for grants from the professional or national association those sports are affiliated with. As a general rule, these organizations will need to have well developed conceptual master plans presented with the grant application. Although specific facilities for which these grants can be applied for are rare, Midland should pursue the funding whenever possible, as these grants are often substantial in size.

5. Urban and Community Forest Challenge Grants:

Administered thru the Texas Department of Forestry, these are small grants up to \$15,000.00 with a 50% match. These funds are for specific usages such as staffing, training, beautification, and program development.

6. CDBG Funding:

Community Development Block Grants are funds used towards objectives set forth by the United States Department of Housing and Urban Development. Various forms of use can be derived from these funds, among them park and facility improvements.

7. Public Improvement Districts:

Public Improvement Districts, or P.I.D.'s, or can be established to provide taxing districts which provide funds that are specifically for the operation and maintenance of public parks and boulevard improvements.

8. Park Improvement Trust Fund:

Park Improvement Trust funds can be established for the development, improvement, and/or maintenance of public spaces. Midland has already established this through a fund with the PBAF. These funds are becoming increasingly popular throughout Texas, as they allow for the ability to have more deliberate design, construction, and maintenance of facilities than can normally be allowed using more traditional means of managing public funds.

9. Joint Use Agreements:

Strengthening the existing joint use agreements with Midland Independent School District, Midland College, and private recreation providers should be developed and/or expanded upon. Successful Joint Use Agreements are often found in the larger metropolitan areas of Texas, as well as on the East and West Coast of the United States. These agreements are an exceptional way to lower maintenance cost on facilities such as soccer, softball, baseball, tennis, and golf complexes, as well as smaller site-specific facilities such as marinas.

10. Tax Increment Financing Districts:

Tax Increment Financing Districts (T.I.F.) are designated areas in which the tax base is frozen and the proceeds generated from the increased appraised value of the area is captured and applied towards specific development projects such as parks and open space improvements.

Current and Future Challenges:

With the progressive improvement schedule for park and recreation facilities within the City, challenges also arise. These are wide and varied. Most can be applied to park systems thru-out Texas and the United States, while others are

very site specific to Midland. It is vital that any city is able to forecast these challenges as far in the future as possible so as to prepare and overcome them, for with proper planning, challenges can turn into opportunities.

This master plan update has identified 10 key challenges for Midland over the next decade. The challenges, in no specific order, are as listed on the following pages:

2012 CHALLENGE: **The Shortage of Available Labor**

RECOMMENDATION: **Outsource all Construction Projects and the Majority of Maintenance Operations within the Parks and Recreation Division**

Midland continues to be at or very near the top of the low unemployment charts, not only in Texas, but nationally as well. The "Controlled Boom" mentioned in the 2006 CMP has continued to strengthen. The available labor pool in the Midland area frustrates all non-oil related industries, as it is very difficult to compete with wages typically offered in the oil field. Until the economic and workforce conditions of the area change, the City will find it difficult to efficiently maintain a skilled construction crew capable of medium to heavy construction projects such as playgrounds, gazebo construction, ect..

Additionally, moving in-house with mowing and park maintenance operations will require a substantial initial investment by the City that could be well in excess of \$500,000.00 with proper mowers, trucks, trailers, weed-eaters, ect.. Purchasing of equipment will not guarantee that there will be sufficient labor to operate the equipment. The only viable current reason for the City to move it's mowing operations from a contractual bid basis to in-house services would be if the drought and water shortage would continue. If this were to happen and the City halted the watering of any of its parks, mowing services would also terminate. In-kind service agreements with contracted maintenance companies could only be justified for a short time, and then the City could need to consider moving these lessened services in-house.

2012 CHALLENGE:

Continued Renovation of the Neighborhood Parks System

RECOMMENDATION:

Systematically Renovate all Neighborhood Parks in the City of Midland to Emphasize Playground Opportunities and Safety; Develop Concrete Interior Walking Trails, Adequate Tree Cover, Efficient Irrigation, and Quality Amenities

Since the 2006 CMP, Midland has done an excellent job of the gradual and systematic renovation of the neighborhood park system. Eleven new playgrounds have been installed in the City since the recommendation of the 2006 CMP. The random public survey developed for this master plan update continues to show a strong desire of the public to renovate existing parks parks,

As it did in the 2006 CMP, the need for walking and/or jogging trails within Midland ranked as the #1 need of the general public in the survey. This Master Plan recommends all neighborhood parks should be renovated to include perimeter sidewalks which are a minimum width of six feet. These trails should not be placed immediately behind the curb line, where users are in danger of surrounding vehicular traffic. Rather, these trails should be placed within the confines of the park space, and should meander around trees and existing site elements whenever possible. Trails can serve as connection linkages to accommodate ADA needs for picnic and recreation facilities, as well as providing the obvious exercise routes for the surrounding community. No other feature within a park will increase the number of passive visitors than a well maintained walking trail.

The 2006 CMP recommended a re-forestation of the open spaces in Midland's parks. Due to the historical 2011 drought and continued water concerns, it is critical that new tree installations should be done with tree species that are proven to provide a long growth life with minimal irrigation. Shade trees should generally be configured around picnic and play areas, as well as near sidewalks and the park perimeter. Trees should not be located in the interior of these parks, as these areas serve for active neighborhood recreation such as informal soccer and football practice, kite flying, frisbee games, ect..

The inefficient rotor spray irrigation systems currently common in most of Midland's parks should be systematically phased out. Limited irrigation should be provided for turf areas, other than where sport fields exist and irrigation and turf quality becomes a public safety issue. New water conservative sub-surface drip irrigation systems should be installed for the irrigation of trees or planting areas. Drip irrigation should also be used in all newly sodded park areas.

2012 CHALLENGE: **Focus on Water Conservation**

RECOMMENDATION:

Purchase and Install a Central Irrigation Control System; Create a Permanent Staffed Position of “Irrigation Manager” Within the Parks Division; Encourage Water Conservation Through Public Service Announcements; Develop a Tiered Maintenance Program of Irrigation

The City of Midland must look at pro-active responses to the use of water in the city parks system. The historical drought that began in 2010 and continued through early 2012 came at a time of already stressed water resources serving West Texas. Midland did an outstanding job of aggressively addressing the need for water conservation, and implemented various tools to help the general public understand the severity of the drought issue. As of the writing of the 2012 Update, the short and long term outlook for available water resources for Midland looks much brighter. However, reservoir levels are still near historical levels, and the overall weather trend seems to be pointing towards hotter, windier conditions, perhaps with less annual rainfall for area watersheds.

The Midland Parks The development of a tiered, or prioritized maintenance system of watering, mowing, and fertilizing primary public areas will assist in water conservation. A centralized irrigation control system will substantially reduce watering volumes as well as personnel challenges.

As a cautionary note, the City of Midland should avoid water rationing in the prime areas of the park system if at all possible. Prolonged water rationing generally causes a series of events to occur which are very detrimental to a parks system. These include the following:

- *Elimination* of very large turf areas, and the associated cost of attempting to re-establish those areas once rationing ceases.
- *Degradation* of existing irrigation systems due to lack of operation. This typically will cause the irrigation systems to be completely renovated once rationing ceases. In a municipality such as Midland, this would result in renovation cost in the millions of dollars.
- *Re-appropriation* of irrigation funds out of the park system budget and into other departments or divisions. This money rarely is re-allocated back to the parks division once the drought cycle is over.

Rather than rationing, the City should take responsibility to demonstrate proper watering practices to the general public. This will include retrofitting inefficient irrigation systems to accommodate emerging water conservation technologies.

As the City of Midland continues outsourcing the maintenance of its park and recreation facilities, leaders should consider the development of a position within the parks and recreation division which oversees and controls all irrigation practices within the division. This individual would be a State Licensed Irrigator and would manage a proposed irrigation central control system and insure that the City developed and maintained uniformity of materials and installation on all City of Midland properties. This position would oversee the irrigation practices of all contractors working for the City, either on individual projects or through maintenance contracts. Many municipalities have developed the position of irrigation manager, and find that one knowledgeable individual can take the place of 2-3 workers in the field who have less vested interest in their positions.

It is vital that this position be a permanent staffed position within the Parks and Recreation Division, rather than being outsourced through the maintenance bid process. This individual will need to gain true familiarity with the City's irrigation systems. This daunting task will take an individual several years to gain sufficient experience in the equipment and conditions in the field. If this position was outsourced through a 2-3 year maintenance contract, the knowledge and experience gained by a contractor could be immediately lost when the next bid cycle of parks maintenance came due.

Most municipalities of Midland's size and larger have moved into the acquirement of a centralized control system for their irrigation on all City owned irrigated property. This system allows the monitoring and control of all irrigation equipment by a single individual from any location in the service area. In the West Texas area, central control systems are being utilized by Texas Tech University, UTPB, the City of Lubbock, the City of Canyon, the City of Amarillo, the City of El Paso, the City of Abilene, and Dyess Air Force Base. Additionally, most new public and private golf courses now utilize the system. The City of Odessa is retrofitting all of its parks to be able to be used by a central control system which will be installed in the foreseeable future. If a system were to be developed in Midland, a single irrigation manager could monitor and control every city owned property including all parks, city hall, the Scharbauer Sports Complex, Midland International Airport, all MISD properties, and all irrigated medians and right of ways. When a head is broken or a valve leaks, the system automatically notifies the irrigation manager who can then remotely shut down individual areas and direct field personnel to the exact location for repair. After hours, the system monitors itself so that a major malfunction, such as the mainline break at CitiBank Ballpark two years ago, would be detected and the appropriate valves controlling that area are automatically shut off until field personnel can arrive. The obvious benefit in manpower, field performance, and water consumption typically makes a central control system a given standard in progressive communities and universities.

With the development of this Master Plan, discussions began and are currently underway for the City of Midland Parks and Recreation Division and MISD to develop a joint-use agreement which would allow both entities to share the

upfront development cost of such a system. As schools are typically spaced in a town in a manner similar to parks, it makes sense for these entities to share a common central control system and save tax dollars for the community in which they both serve.

2012 CHALLENGE:

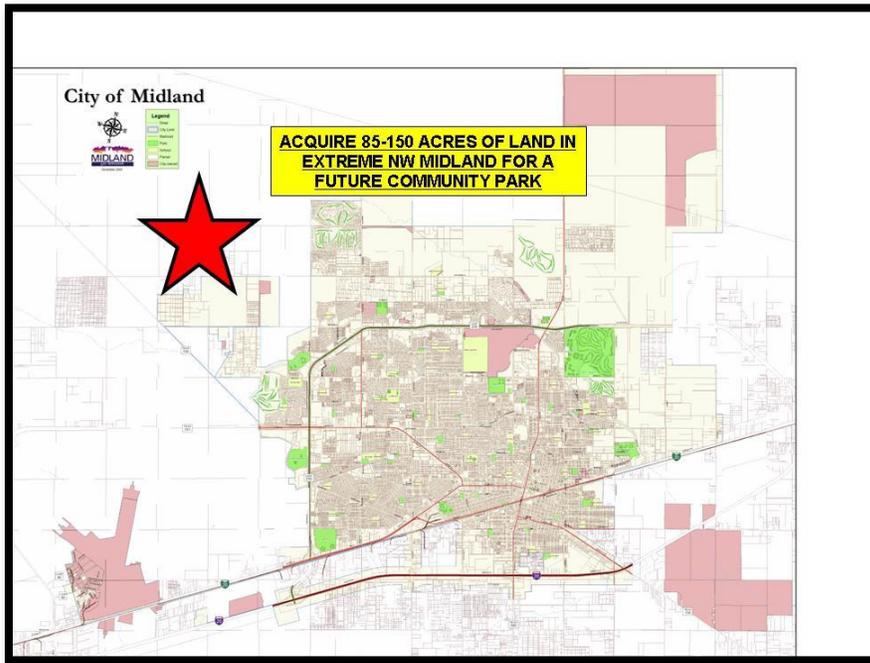
Plan for the Growth of the City and Future Needs of Large Park Space Located in Extreme Northwest Midland

RECOMMENDATION:

Purchase 85 to 150 Acres of Land for the Future Development of a Large Community Park

Midland's projected growth pattern has the City moving to the west-northwest along A Street, Midland Drive, the future extension of Holiday Hill Road, Wadley Avenue, and State Highway 191. As the population develops in these areas through the year 2017, there will need to be a large new community park developed which can handle the recreation needs of the area's population.

The projected growth pattern of the City focuses on areas that are already in extreme need of neighborhood parks. While many of the needed neighborhood parks can be jointly funded by both the City and the Developers of those areas, the cost burden of a community park will fall solely on the City of Midland.



The existing trends in the growth of various sports associations within Midland, as well as population trends over the next decade show the future need of a park of substantial size. It is recommended that eighty-five to one hundred-fifty acres of land should be acquired and set aside now which will accommodate the various sports fields and open space requirements typical for such a facility. This proposed site would be similar in size to Beal Community Park. Organized

athletic facilities, athletic fields, a trail system, and a possible public swimming pool and recreation center could be located in this community park. If athletic facilities are consolidated as this Master Plan recommends, this park site would be ideally situated to host all tournament athletic fields of all the organized sports associations in Midland for the foreseeable future.

This master plan study does not currently forecast the need to *develop* such a site during the next decade, however, land cost in this relatively undeveloped area of town should be substantially lower now than they will later as these areas rapidly develop. Land should be acquired that future residential and commercial growth can be properly planned around.

2012 CHALLENGE:

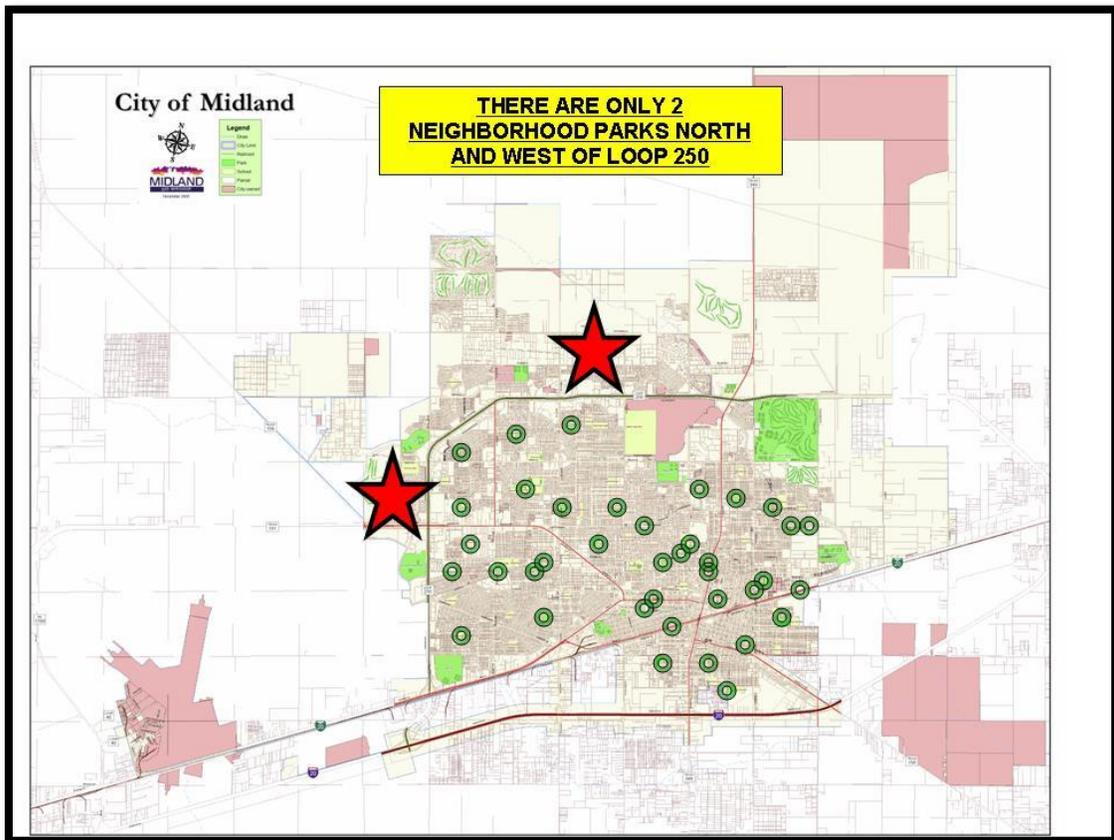
The Insufficient Number of Neighborhood Parks Outside of Loop 250 in North and West Midland

2012 Update – City of Midland Parks, Recreation, and Open Space Master Plan
KDC Associates

RECOMMENDATION:

Fully Develop 3-4 Additional Neighborhood Parks North and West of Loop 250, and Pursue Agreements with Developers to Allocate Adequate Park Space Within New Residential Housing Developments

The City of Midland currently only has one (1) neighborhood park north of Loop 250 (Santa Rita Park), and only one (1) west of Loop 250 (Grasslands Park). These are the highest growth rate areas of Midland, and are the areas in greatest need of public open space. To meet the demographic distribution need for open space within Midland, the City should acquire land in the most rapidly developing residential areas of town for the development of 3-4 additional neighborhood parks. Each site should be between 5 and 20 acres in size, with the smaller acreage sites also having a larger proportion of financial expenditures vested in them to offset their undesirable size. These lands should be of reasonable quality, and should not be located in drainage basins or positioned so remotely as to not allow for easy walking access from nearby neighborhoods.



Each new neighborhood park should feature the elements commonly recommended for such a site:

- Interior sidewalks
- Playgrounds which are ADA, CPSC, and TAS compliant
- Long-lived and drought tolerant tree canopies
- Picnic tables and shelters
- Open lawn areas

Should new schools be planned, the City should make every effort to locate a neighborhood park adjacent to school grounds so that facility cost can be shared and open space can be maximized. The City should carefully monitor planned residential neighborhoods in these areas and require that public land use needs be met. The location of these areas should be coordinated with the City of Midland Planning and Zoning Departments to insure compatibility with current and future growth patterns within the City.

The current average cost estimate to fully develop a neighborhood park in West Texas ranges from \$75,000.00 to \$100,000.00 per developed acre. This expense is a prime reason why Midland should negotiate agreements with housing developers to help offset development and construction cost. The City should properly develop each park prior to moving on to park construction on other new neighborhood park sites. Partial park development typically causes construction inflation as well as discontent from the citizens in the affected neighborhoods.

2012 CHALLENGE:

Meet the Needs of the Public for Additional Walking and Jogging Trails Within the City

RECOMMENDATION:

Develop a Minimum of 10 Miles of Soft-Surface Walking and Jogging Trails Within Midland Over the Next 10 Years

As in the 2006 CMP, the 2012 Update ranked the need for walking and jogging trails within the city the number one need of the citizens of Midland on the random public survey. It is obvious that Midlanders are reflecting a national desire of the public for passive and active exercise opportunities.

Midland has been successful at developing a limited trail system within areas of the community. These trails are typically 8' wide concrete trails that meet ASHTO and other national guidelines for hard surfaced trail systems. However, concrete trail systems can be extremely expensive to develop, and often require financial contributions from state or federal sources to make them financially feasible. These hard surfaced trails work well for bicycle paths, but are often frowned upon by joggers and other users who cite problems with high impact damage to knees.

Soft surface trails are trails in which the surface material is a loose granular fill, typically asphalt or crushed granite. The surfaces are compacted to the point of providing ADA accessibility and still being soft and resilient so as to minimize the wear and tear on a user's joints.

Of equal importance is the fact that soft surface trails can be much more affordable to install, and can be put in locations where concrete might not prove possible.

Midland has an outstanding opportunity to utilize soft surface trails along many of the existing drainage draws which bisect the city. The draw drainage system in Midland is typically thought of as open space nuisances, but these draws are city-owned linear space which typically have enough right-of-way on the draw's shoulders to allow for a 6'-8' wide crushed stone trail. There is already a history of walkers and joggers using these draws in organized events, and the City should develop and encourage the use of this linear space.

The draw system also provides many Midlanders with an opportunity to interact with the semi-natural environment of West Texas. Many of the draws feature

By a ratio greater than 2 to 1, the responding citizens of Midland stated that they would prefer hike and bike trails that linked neighborhoods, retail centers, or parks, as opposed to trails only in parks.

abundant wildlife and native plant materials. The City should work with other organizations to plant trees and develop these drainage draws into true Greenbelts, connecting many of the neighborhoods within Midland. The City should also study the feasibility of linking this trail system to Easy Rider Bus Stops whenever possible. The cost to benefit ratio of such a project is vastly superior to most hard-surface trail systems. Additionally, the positive aesthetic impact of such a system would turn what many perceive as an eyesore into a true asset of the community.

The trail system should link park and recreation facilities whenever possible. The survey data collected in the 2012 Update shows that Midlanders strongly supported the idea of trail systems that linked neighborhoods with parks or retail centers, as opposed to trail systems that only circulated within a park. In fact, the survey data showed that the public preferred the idea of linkage by a ratio greater than 2:1. Midland should consider implementing development plans on future growth areas whereby neighborhoods, parks, and retail areas were linked by a series of wide sidewalks or trails that would allow users to easily and freely move between these areas.

2012 CHALLENGE:

Increase Public Awareness of Park and Recreation Facilities and Opportunities

RECOMMENDATION:

Promote a structured and aggressive marketing campaign to inform the citizens of Midland about the various park and recreation opportunities which the City currently offers, as well as opportunities which the City is considering.

The Needs Assessment Survey of the 2006 CMP indicated that 68% of the respondents felt that the City of Midland did a fair to poor job in making the public aware of the park and recreation opportunities and facilities that the City offers. The data gathered in the 2012 Master Plan Update shows an even greater disparity, with 75% of respondents saying that the City did a fair to poor job. Since 2006, Midland has made strong progress in the areas of playground renovation, nature area acquisition, recreational programs, and some trail additions. However, the bulk of respondents to the 2012 survey appear to be unaware of some opportunities that now exist.

Many program elements listed as desired by survey respondents are available via existing City programs. The strong showing of several of these elements in the survey indicates that much of the public simply does not know of their existence. When outside industries are studying prospective cities for new industrial expansion or relocation, parks and recreation programs often play a vital role in the overall quality living standards of the city. Midland must make every possible effort to educate both native citizens as well as prospective citizens about the various park and recreation assets within the community.

Midland should consider an aggressive public service announcements (psa) campaign to better promote the recreation opportunities it offers. It should also be noted that most citizens in the survey stated that the Midland Reporter Telegram was the media which they most often learned of municipal opportunities, but the radio, television, and other media should also be utilized.

The quality of living cannot be underestimated when it comes to the healthy profile of any community. The City of Midland must continue to make the public aware of the benefits and quality of living that excellent park and recreation programs can provide.

2012 CHALLENGE:

Develop Distinct Advantages to Continue Midland's Ability to Attract Large-Scale Regional and National Tournaments

RECOMMENDATION:

Consolidate Tournament Quality Facilities at Key Large Parks, or Completely Renovate Hogan Park to Accommodate All Tournament Fields of Each Sports Association in Midland

Since the 1970's, the City of Midland has distinguished itself as one of the top destinations *in the nation* to host softball and soccer tournaments. Additionally, other sports such as baseball and football tournaments have been a regional location of favor for athletic events.

The success that the city has had in winning these tournaments from other municipalities which often have much larger resources can be attributed to several factors:

- Willingness of former city councils and management to allocate large amount of funding to develop quality athletic fields at various community parks
- Success in winning large grants for park development from the Texas Parks and Wildlife Department grants program.
- The vision and tireless work of select citizens of Midland in their active participation of various sports associations at a national level, and their dedication to bringing athletic opportunities to the youth of Midland.

With the aging of both volunteers and facilities, the City of Midland is at somewhat of a crossroads in their abilities to draw national tournaments over the next decade. With the assumption that new volunteers will continue to step up and dedicate themselves to the tradition of the pursuit of regional and national sports tournaments, the city will need to look at methods to give Midland the continued competitive edge necessary to attract these tournaments, as well as investigating options for event and facility staffing and maintenance.

Midland is fortunate to boast several community parks with excellent softball, soccer, baseball, and football facilities. Ulmer Park is home to MUGS, the Midland United Girls Softball Association. Beal Park is forecasted not only to host a very large soccer facility for the Midland Soccer Association, but Little League and Cricket facilities as well. Hogan Park contains multiple fields for the Midland Junior Baseball Association. While the large community parks in Midland have generally been planned out well, many of the facilities are aging when compared to the new and planned facilities of other communities in West Texas. Lubbock, San Angelo, and Odessa are all aggressively pursuing the

development of their respective ability to host large scale competitive tournaments.

This Update does not specifically endorse the development of new community parks and athletic fields. However, it does propose that Midland develop specific strategies to continue to enjoy a regional and national edge in drawing large scale tournaments to the City. The City should continue the consolidation of athletic fields into key community park sites rather than trying to host city-wide tournaments. This "consolidation of facilities" includes:

- Beal Park be developed, and marketed as the premiere soccer complex within Midland, and any future facility improvements be directed towards achieving that goal. Midland Soccer Association (MSA) has plans for an extensive tournament soccer facility at this site, and Midland should endeavor to take every available opportunity to see that the facility is developed at this site. MSA should continue to develop and maintain relationships with the other soccer associations within Midland, so as to allow all soccer associations to be able to host tournaments at the Beal Park facility.
- Ulmer Park should continue to be the host site for MUGS as well as the Midland College softball field. There is adequate available space at Ulmer Park to add an additional 4-plex tournament quality complex, concession facility, and parking improvements. MUGS and the City of Midland should consider the future development of these improvements so as to be able to competitively host large scale tournaments at this single site, or in conjunction with the Bill Williams Softball facility located in Hogan Park.
- Hogan Park is the region's only Metropolitan Sports Park, and has gone through numerous facility renovations, and is home to the Midland Junior Baseball Association, which maintains fields at the site. Hogan Park has extremely poorly utilization of the available open space within the Metropolitan Park. Fields have been added to this site over many decades in a random and poorly thought out pattern. Parking layouts and utility placements are generally unorganized and often dangerous. This park site, if completely renovated, is large enough to serve as a single host park facility which could accommodate all of the tournament fields required by every sports association currently existing in Midland. Due to the scale and extreme cost of ball-field renovations at Hogan, it is recommended that the City continue to develop the site's infrastructure with playground, gazebo, botanical garden, trail, and dog park improvements.

2012 CHALLENGE:

Continue to Establish a Structure of Identical Park and Recreational Facilities in All Geographic Areas of Midland

RECOMMENDATION:

Systematically Renovate All Park Facilities so as to Provide the Same Quality of Recreation Opportunities Regardless of Geographic Location in Midland

The park and recreation facilities in Midland, as with virtually every community, are spaced in scattered geographic regions throughout the city. These facilities are meant to serve the population of that specific geographic region, as well as the city at large. Historically, municipalities are faced with facility upkeep and maintenance as the park sites age. New or proposed facilities tend to generate excitement and interest within staff, council, and general populace of a city. Older facilities are frequently forgotten about or, at the very least, unintentionally allowed to fall into a state of disrepair. Poorly maintained facilities typically generate a lower level of visitation and use, and a cycle develops in which newer facilities are constantly having a higher level of use as compared to older sites. Unfortunately, many of these older sites are also often in lower-income neighborhoods.

While Midland has a better level of park and facility equality than many cities, Midland should make a concentrated effort to renovate the facilities at all of the greenbelts, neighborhood and community parks so that there is a level of equality of facilities regardless of geographic location. These improvements should include the following:

- Benches and Amenities
- Parking and ADA Access
- Practice Athletic Fields and Courts
- Irrigation Systems
- Lighting
- Signage
- Sidewalks and Paved Areas
- Grass Coverage and Health
- Quantity and Quality of Trees

With the initial effort of labor and expenditures to bring all parks and facilities to equal status, Midland can then maintain them so that citizens in every geographic region of the community will have equal passive and active recreation opportunities.

2012 CHALLENGE:

Meet the Growing Demand for Organized Indoor Recreation Opportunities

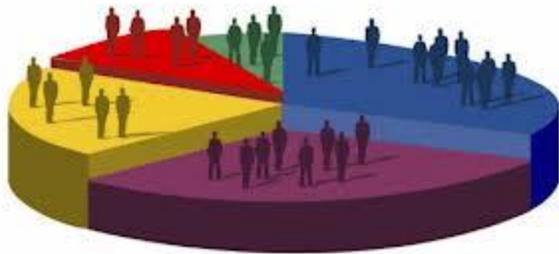
RECOMMENDATION:

Begin the Planning Process for New Community Centers

The Needs Assessment of this Master Plan Update shows a very strong need and desire by citizens for organized, indoor recreation opportunities, as well as a strong need for additional Senior Citizen's Centers. The successful recent renovation of the MLK Center has provided Midland with an excellent recreation center. National standards point out that a city with the population of Midland should have 4 to 5 recreation centers to serve its populace. National trends show strong growth for organized indoor recreation opportunities.

With Midland's growing population, additional recreation centers would provide opportunities for many forms of recreation to its citizens. Dance, music, arts and crafts, and fitness classes all ranked high in the needs assessment survey. A new multi-purpose recreation center could make substantial gains towards satisfying many of the top 10 facility needs as stated by this Update. In fact, citizen survey data showed that an Indoor Recreation Center and a new Senior Citizens Center ranked as #4 and #5 respectively. New basketball courts and swimming pools ranked as #6, #7, and #8 in the collected survey data. A properly planned multi-purpose recreation/community center would satisfy the needs of 40% of the perceived citizen need.

Most of these activities, and many more, are provided by the City of Midland at the MLK Center, but the City should look to the future and begin the planning process for a second similar facility to be located in an area of strong growth.



Section D:
Demographics

Demographics

CITY OF MIDLAND, TEXAS

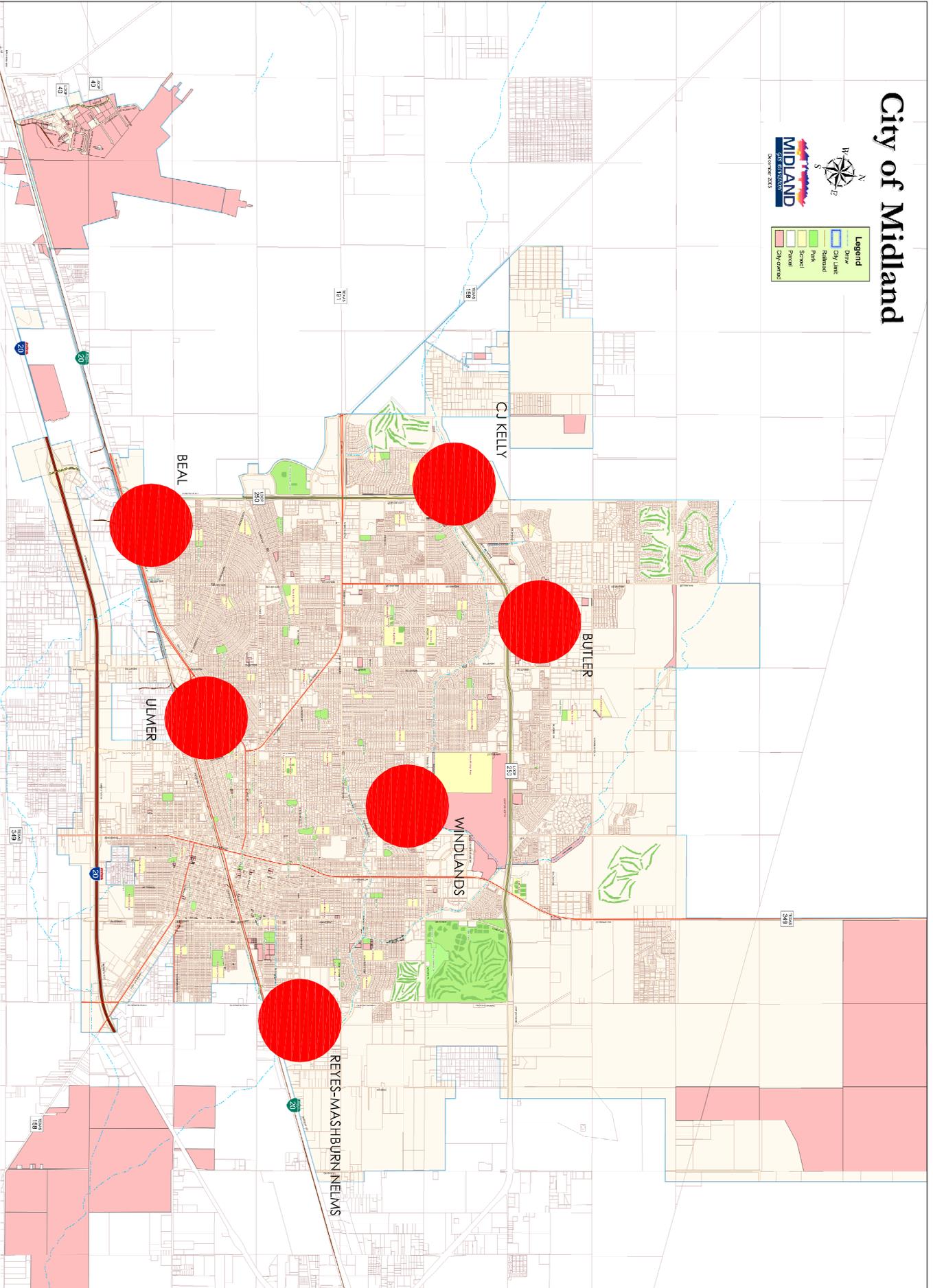
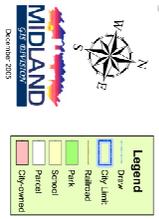
Population (2011)	113,931	
County:	Midland	
Area:	72.07 Square Miles	
Gender:		
Male	<u>Midland</u> 48.7%	<u>U.S.</u> 49.6%
Female	51.3%	50.4%
Age:		
0-17 years	27.2%	26.8%
18 – 64 years	53.3%	74.6%
65 + years	11.3%	12.1%
Median Age	33.8 years	36.4 years
Race and Ethnicity:		
White	75.5%	74.7%
Black	7.9%	12.1%
American Indian	0.7%	0.8%
Asian	1.4%	4.3%
Hawaiian/Pacific Islander	0.0%	0.1%
Hispanic or Latino (of any race)	37.6%	14.5%
Two or more races	2.5%	1.9%
Median Household Income:		
	\$57,399.00	\$50,920.00
Educational Attainment:		
College – Bachelor's Degree (min.)	25.3%	
High School Graduate	82.5%	
Census Trends:		
<u>Year:</u>	<u>Population:</u>	
2000	94,996	
2013	113,931	
2020	140,000	

Source: U.S. Census Bureau: 2011 American Community Survey

MIDLAND COUNTY

Population (2011)	140,308	
County:	Midland	
Area:	900 Square Miles	
Gender:	Midland	U.S.
Male	49.3%	49.6%
Female	50.7%	50.4%
Age:		
0-17 years	27.4%	26.8%
18 – 64 years	61.7%	74.6%
65 + years	10.9%	12.1%
Median Age	34.1 years	36.4 years
Race and Ethnicity:		
White	89.1%	74.7%
Black	7.0%	12.1%
American Indian	1.1%	0.8%
Asian	1.4%	4.3%
Hawaiian/Pacific Islander	0.1%	0.1%
Hispanic or Latino (of any race)	38.8%	14.5%
Two or more races	1.4%	1.9%
Median Household Income:	\$57,807.00	\$50,920.00
Educational Attainment:		
College – Bachelor’s Degree (min.)	23.7%	
High School Graduate	81.8%	
Census Trends:		
Year:	Population:	
2000	94,996	
2013	140,308	
2020	175,000	

City of Midland

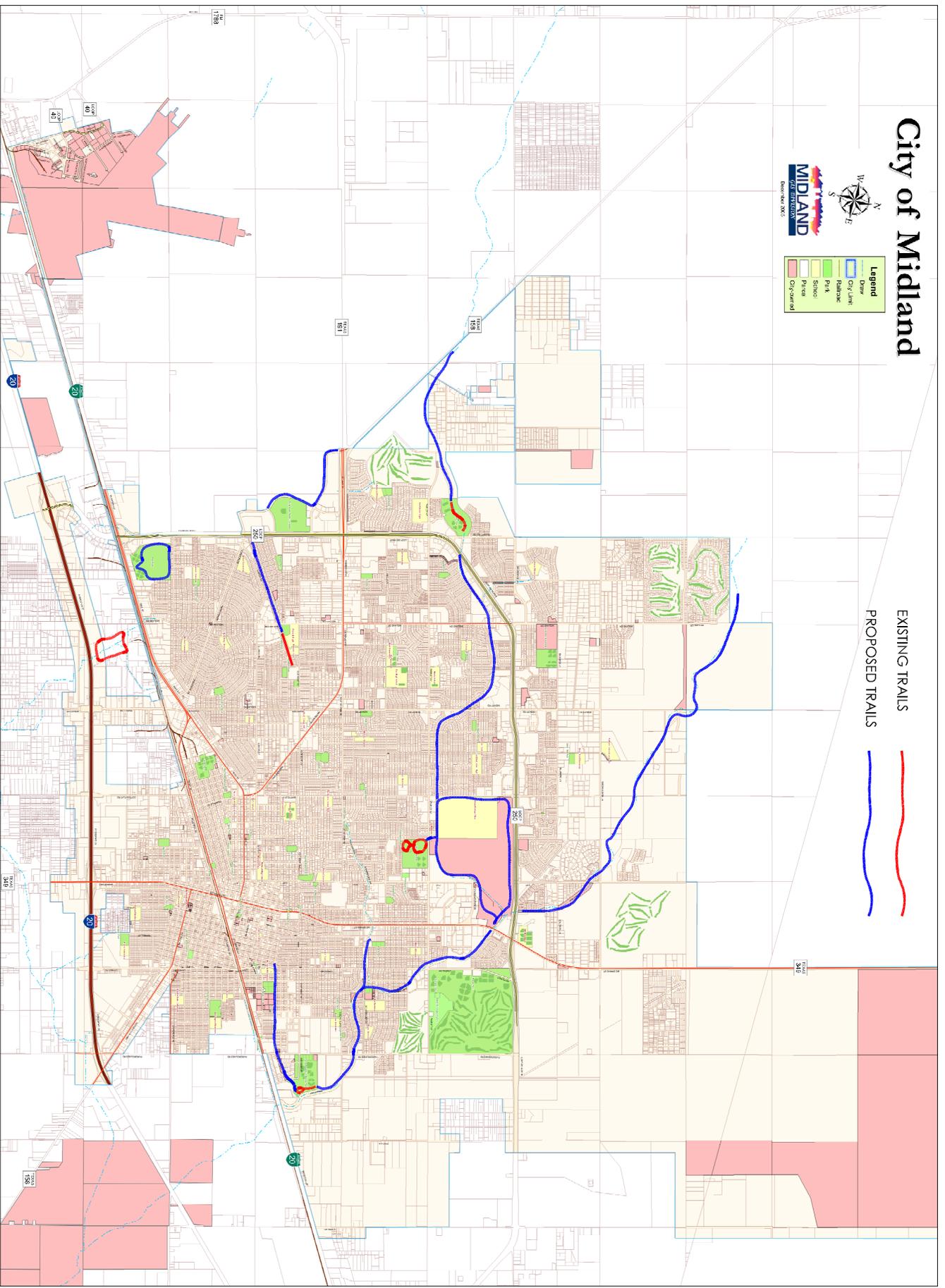


City of Midland



Legend	
	City Limit
	Draw
	Railroad
	Park
	School
	Police
	City-owned

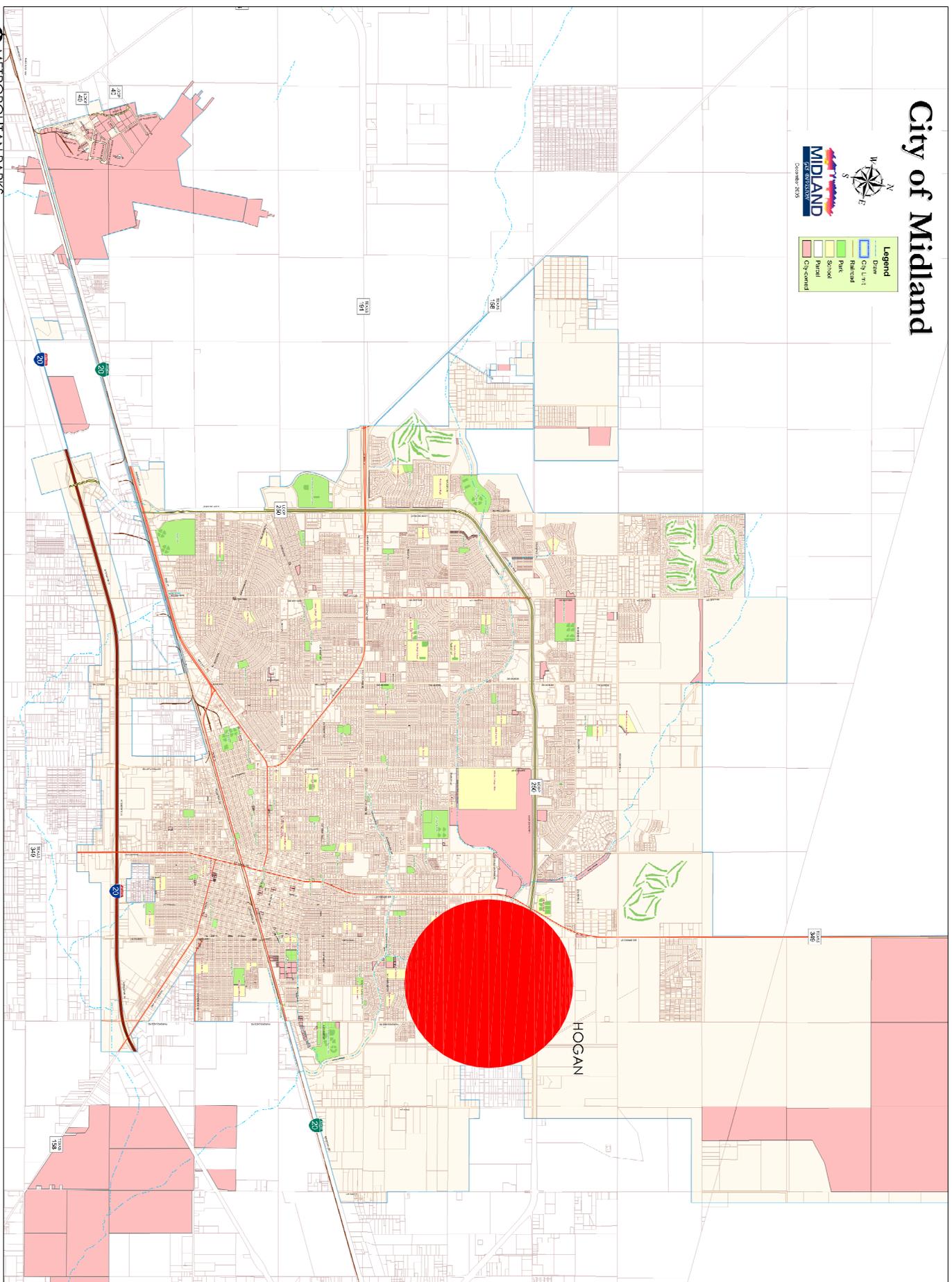
EXISTING TRAILS
PROPOSED TRAILS



City of Midland



Legend	
Draw	City Limit
Water	Park
Forest	School
Partial	City-owned



METROPOLITAN PARKS



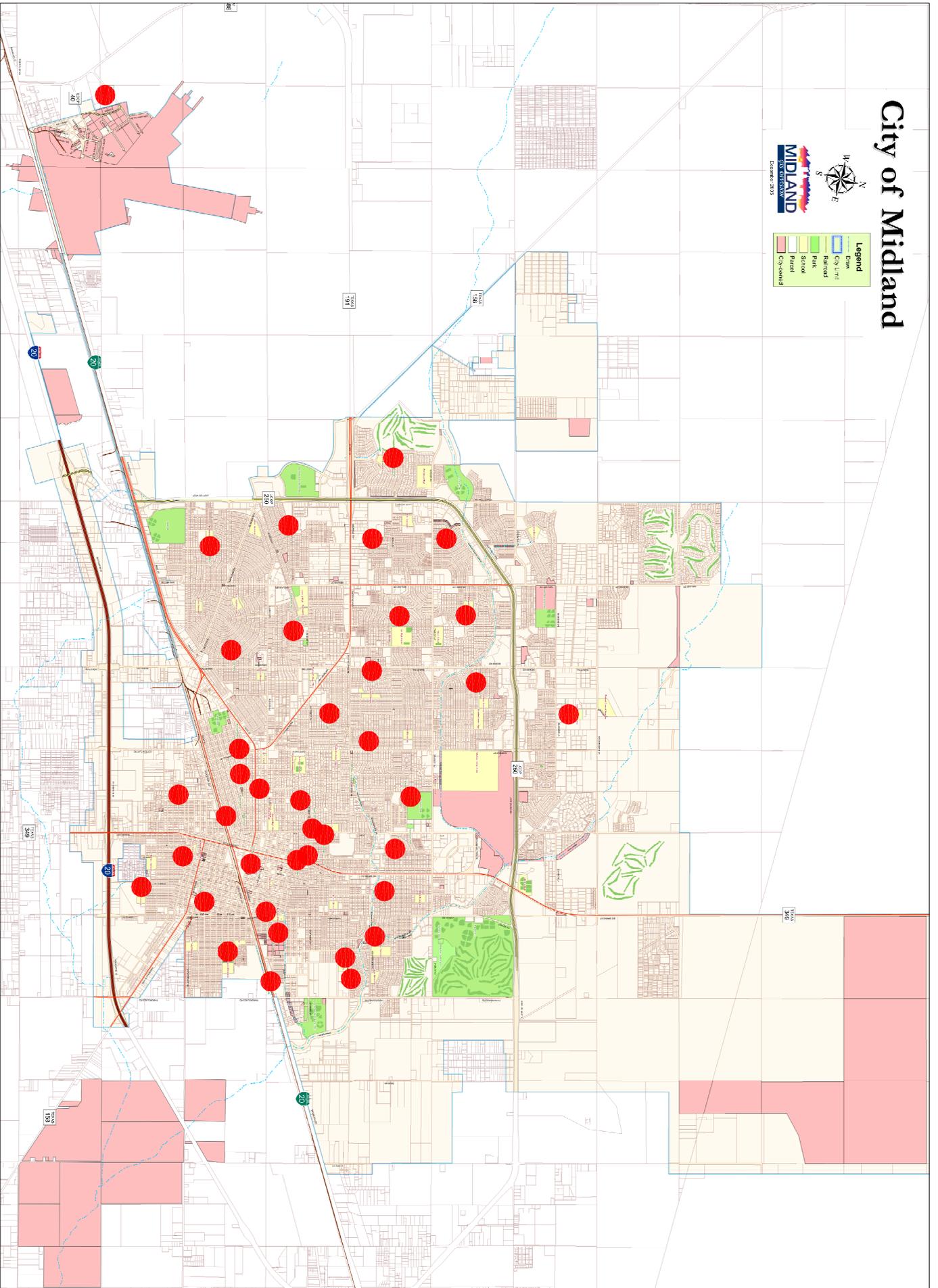
City of Midland

MIDLAND
TEXAS
ESTABLISHED 1905



Legend

- City Limit
- Park
- School
- City-owned

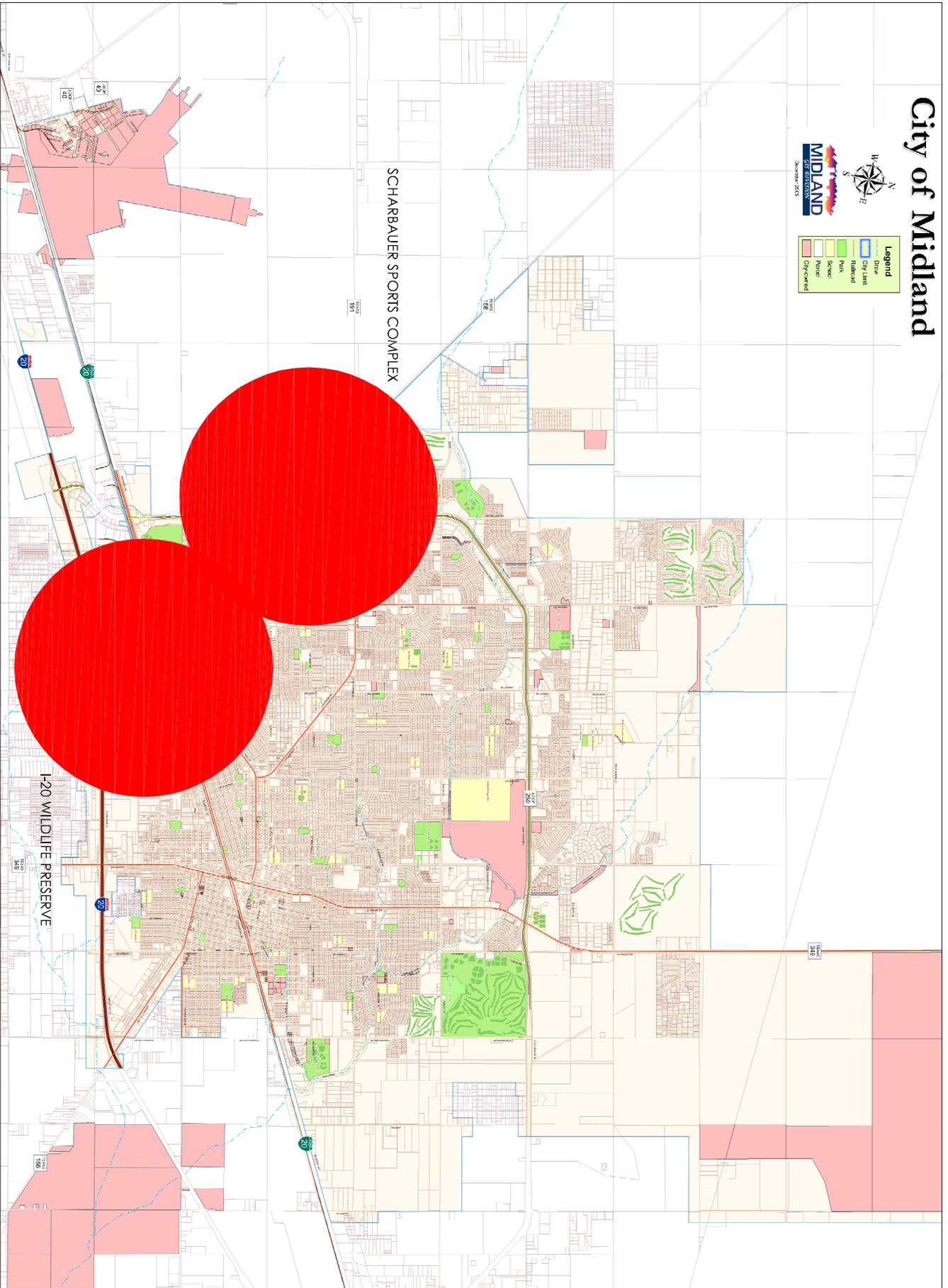


City of Midland



Legend

- Draw
- City Limit
- Retention
- Park
- School
- Parade
- Dispersed

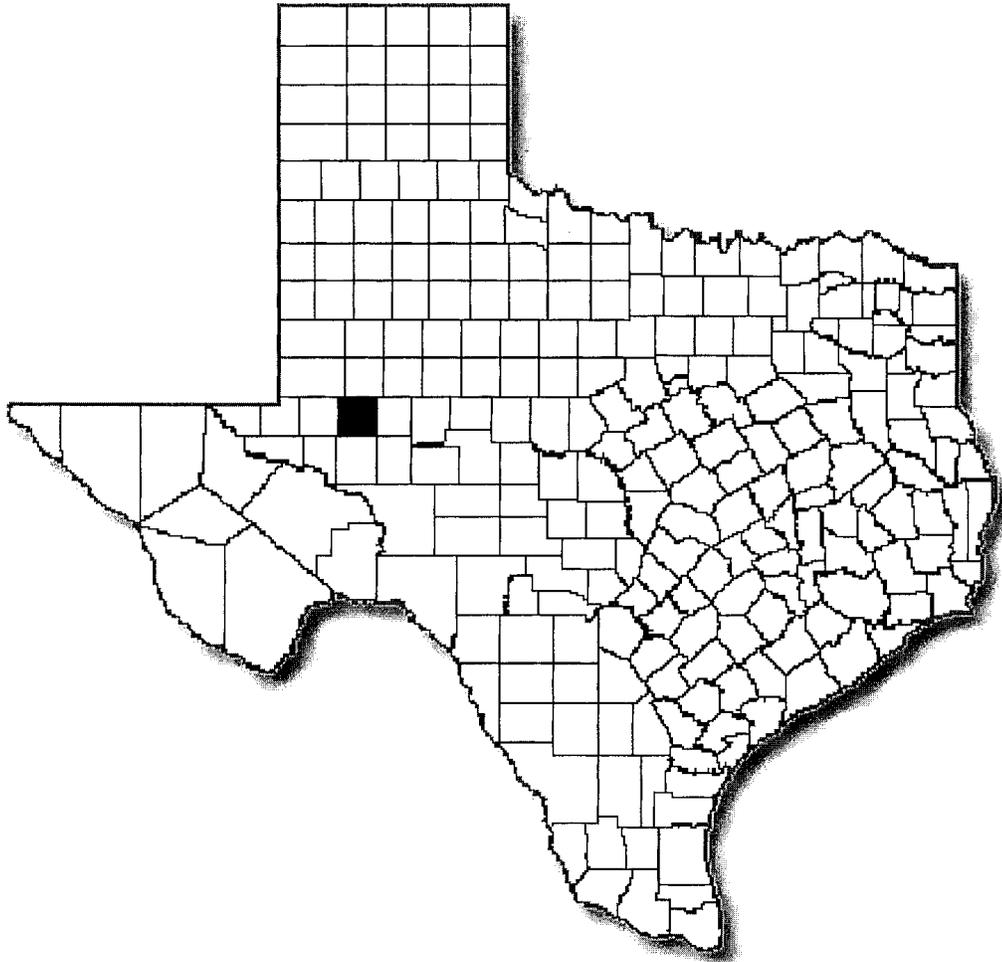




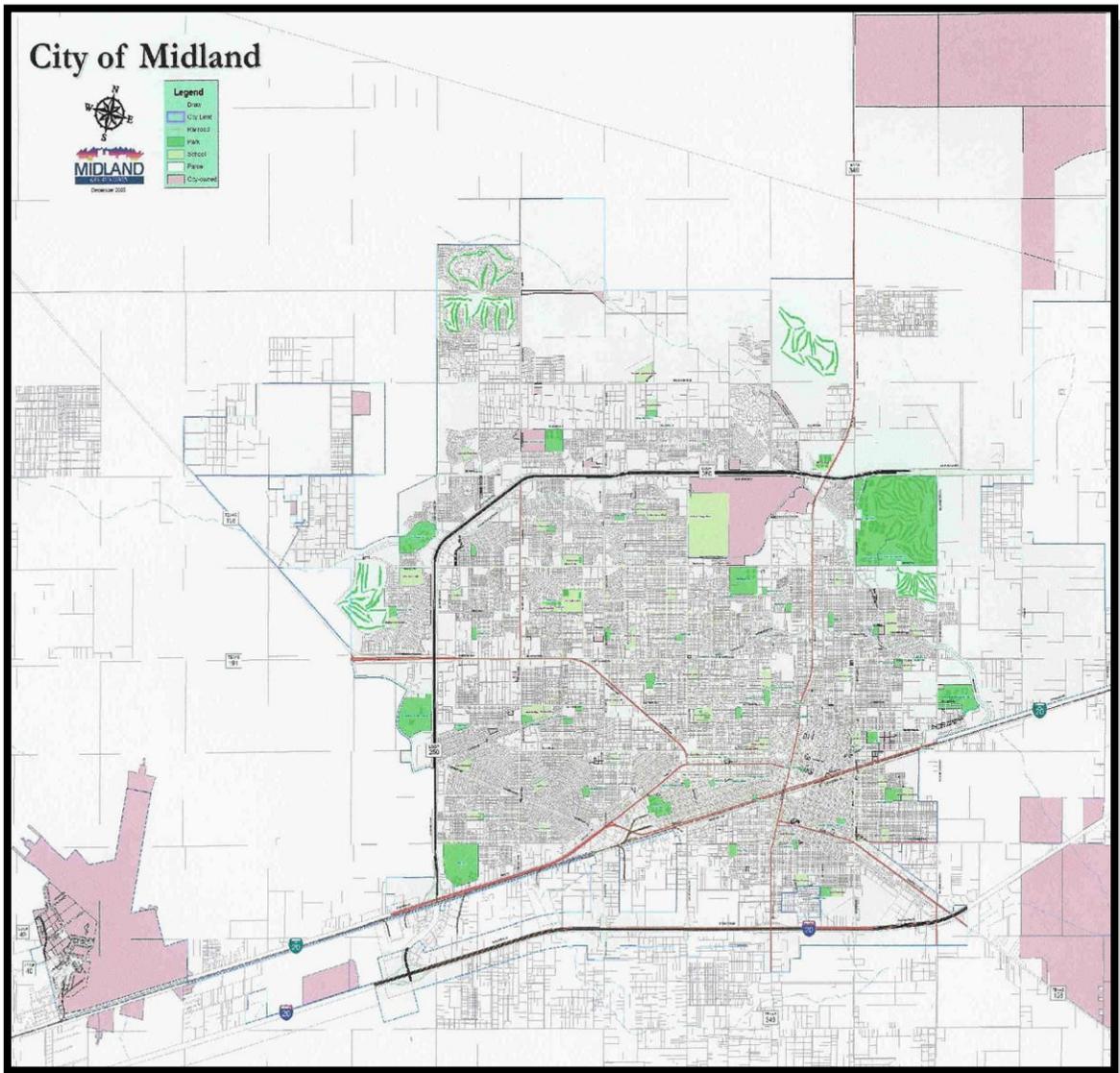
Section E:

Mapping

Midland County, Texas



City of Midland, Texas



No Scale



Section F:
Inventory

Beal Park

5200 W. Wall

Acreage: 112

Park Classification: Community

Amenities Include:

- 8 Baseball Fields (Lighted)
- 2 Basketball Goals
- 2 Concession Buildings
- Fishing Area
- 6 Grills
- 6 Picnic Tables
- Playground
- 2 Restrooms
- Sidewalk
- 6 Soccer Fields (Lighted)
- 35 Trash Receptacles
- Cricket Field
- In-Ground Skateboard Park (Lighted)
- 7 Ranch Buildings
- Windmill and Elevated Tank

Improvements as of 2012 Update

- **1 Shade Replacement**
- **2 Steel Trash Cans**
- **1 Park Bench**



John P. Butler Youth Sports Complex

3801 Bluebird Lane

Acreage: 33

Park Classification: Community

Amenities Include:

- 4 Baseball Fields (Lighted)
- 4 Baseball Fields (Unlighted)
- 4 Baseball Fields (Practice)
- 4 Benches
- 2 Concession Buildings
- 3 Grills
- Pavilion Structure
- 4 Picnic Tables
- 2 Playgrounds
- 3 Restrooms
- Sidewalk
- 16 Soccer Fields (Unlighted)
- 39 Trash Receptacles

Improvements as of 2012 Update

- **6 Dugout Benches**
- **1 Playground**



Centennial Park

Downtown at the Midland Center

Acreage: 1

Park Classification: Specialty

Amenities Include:

- 30 Benches
- 6 Trash Receptacles
- Amphitheatre
- Water Wall

Improvements as of 2012 Update

- **1 Steel Trash Can**
- **Major Site Renovation**
- **Major Fountain Renovation**



E.P. Cowden Park

1100 Ward Street

Acreage: 10

Park Classification: Neighborhood

Amenities Include:

- 5 Benches
- 2 Picnic Tables
- Playground
- Sidewalk
- Soccer Field (Practice)
- 6 Trash Receptacles
- Disc Golf Course



Improvements as of 2012 Update

- **1 Set of Bleachers**
- **2 Disc Golf Nets**
- **2 Soccer Goalposts**
- **1 Steel Trash Can**
- **1 Park Bench**

Crier Park

Behind Central Fire Station

Acreage: 2

Park Classification: Specialty

Amenities Include:

- 6 Benches
- 1 Drinking Fountains
- Sidewalk
- 2 Trash Receptacles
- Botanic Garden

Improvements as of 2012 Update

- **1 Park Bench**



Dennis the Menace Park

2201 W. Indiana

Acreage: 3.9

Park Classification: Specialty

Amenities Include:

- 7 Benches
- 3 Drinking Fountains
- 2 Pavilion Structures
- 8 Picnic Tables
- Playground
- Restroom
- Sidewalk
- 11 Trash Receptacles

Improvements as of 2012 Update

- 3 BBQ Pits
- 2 Trash Cans
- 1 Picnic Table



Clinton Dunagan Park

600 E. Gist

Acreage: 8

Park Classification: Neighborhood

Amenities Include:

- 3 Picnic Tables
- Playground
- Restroom
- Sidewalk
- 2 Soccer Fields (Lighted)
- 1 Soccer Field (Unlighted)
- 5 Trash Receptacles

Improvements as of 2012 Update

- **2 Trash Cans**
- **6 Soccer Goals**
- **1 Park Bench**



E. F. Elkin Park

1101 W. Washington

Acreage: 1.7

Park Classification: Neighborhood

Amenities Include:

- 3 Benches
- 3 Picnic Tables
- Playground
- 2 Trash Receptacles
- Walk/Jog Path

Improvements as of 2012 Update

- 1 Trash Can
- 1 Picnic Table
- 2 Soccer Goals



3400 Whittle Way

Acreage: 4

Park Classification: Neighborhood

Amenities Include:

- 6 Benches
- 4 Picnic Tables
- Playground
- Sidewalk
- Soccer Field (Practice)
- 3 Trash Receptacles

Improvements as of 2012 Update

- 1 Trash Can
- 1 Picnic Table
- 1 Soccer Goal



Andy Fasken Park

2301 Humble Avenue

Acreage: 3.4

Park Classification: Neighborhood

Amenities Include:

- *Baseball Field (Practice)*
- *Basketball Goal*
- *5 Benches*
- *Drinking Fountain*
- *Picnic Table*
- *Playground*
- *Sidewalk*
- *Soccer Field (Practice)*
- *2 Trash Receptacles*

Improvements as of 2012 Update

- **1 Drinking Fountain**
- **1 Trash Can**
- **1 Park Bench**



H.N. Garrett/Z.T. Brown Park

300 S. Holly Drive

Acreage: 7.2

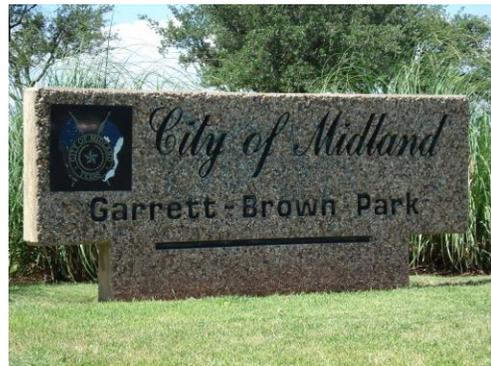
Park Classification: Neighborhood

Amenities Include:

- *Baseball Field*
- *4 Baseball Fields (Practice)*
- *4 Basketball Goals*
- *5 Benches*
- *Drinking Fountain*
- *Pavilion Structure*
- *4 Picnic Tables*
- *Playground*
- *Sidewalk*
- *Trash Receptacle*
- *Volleyball Court*

Improvements as of 2012 Update

- **1 Drinking Fountain**
- **1 Set of Bleachers**
- **1 Trash Can**



Barney Grafa Park

Midkiff Road & Ma Mar Avenue

Acreage: 5.9

Park Classification: Neighborhood

Amenities Include:

- 7 Benches
- Drinking Fountain
- 3 Picnic Tables
- Playground
- Sidewalk
- 4 Trash Receptacles

Improvements as of 2012 Update

- 1 Playground
- 1 Trash Can
- 1 Picnic Table



Grasslands Park

2500 Crowley Blvd.

Acreage: 5.1

Park Classification: Neighborhood

Amenities Include:

- 3 Benches
- Pavilion Structure
- 3 Picnic Tables
- Sidewalk
- 2 Trash Receptacles

Improvements as of 2012 Update

- 1 BBQ Pit



J.A. Haley Park

1800 Holloway Avenue

Acreage: 3

Type of Park: Neighborhood

Amenities Include:

- *Bench*
- *Picnic Table*
- *Playground (Swing Set Only)*
- *Trash Receptacle*

Improvements as of 2012 Update

- **1 BBQ Pit**
- **1 Trash Can**
- **1 Park Bench**



Henry/Rosa Halff Park

100 E. New Jersey Avenue

Acreage: 2.4

Park Classification: Neighborhood

Amenities Include:

- 2 Benches
- 2 Picnic Tables
- Playground
- 2 Trash Receptacles

Improvements as of 2012 Update

- **9 Benches**
- **1 ADA Picnic Table**
- **1 Playground**
- **1 3-Bay Swing Set**
- **4 Trashcans**
- **2 Soccer Goals**
- **1,100 Linear Feet Granite Trail**
- **1 Basketball Pad**



Henderson Park

4701 Graceland Drive

Acreage: 3.8

Park Classification: Neighborhood

Amenities Include:

- *2 Baseball Fields (Practice)*
- *Picnic Table*
- *Playground*
- *Trash Receptacle*

Improvements as of 2012 Update

- **1 Trash Can**
- **1 Park Bench**



Hidalgo Park

1401 Orchard Lane

Acreage: 10

Park Classification: Neighborhood

Amenities Include:

- 2 Benches
- Grill
- Pavilion Structure
- 5 Picnic Tables
- 2 Playgrounds
- Sidewalk
- Softball Field (Lighted)
- 10 Trash Receptacles
- Sand Volleyball (Fenced)

Improvements as of 2012 Update

- 1 Set of Bleachers
- 1 Trash Can
- 1 Picnic Table



J.E. Bob Hill Park

1301 W. Cuthbert

Acreage: 5.5

Park Classification: Neighborhood

Amenities Include:

- 5 Benches
- 3 Picnic Tables
- Playground
- Sidewalk
- 4 Trash Receptacles

Improvements as of 2012 Update

- 1 Trash Can
- 1 Picnic Table



F. T. Hogan Park

1201 E. Wadley Avenue

Acreage: 620

Park Classification: Municipal

Amenities Include:

- 5 Baseball Fields (Lighted)
- 3 Concession Buildings
- 9 Croquet/Horseshoe Courts
- 6 Drinking Fountains
- 12 Grills
- Pavilion Structure
- 54 Picnic Tables
- 2 Playgrounds
- 9 Restrooms
- Sidewalk
- 11 Softball Fields (Lighted)
- 55 Trash Receptacles
- Walk/Jog Path
- 36 Hole Golf Course
- Pro Shop
- Dog Park



Improvements as of 2012 Update

- 1 Pavilion
- 1 Shade Replacement
- 14 Dugout Benches
- 1 Trash Can
- 1 Picnic Table

John House Park

4800 Ric Drive

Acreage: 6.4

Park Classification: Neighborhood

Amenities Include:

- *Exercise Equipment*
- *Picnic Table*
- *Playground*
- *Sidewalk*
- *Soccer Field (Practice)*
- *Trash Receptacle*

Improvements as of 2012 Update

- **1 Playground**
- **1 Trash Can**
- **1 Park Bench**



I-20 Wildlife Preserve

I-20 and South Midland Drive

Acreage: 86

New Facility Since 2006 Master Plan

Park Classification: Regional

Amenities Include:

- **1.35 Miles Dedicated ADA Trails**
- **3.4 Miles Total Trails**
- **7 Bird Blinds**
- **4 Teaching Platforms**
- **4 Butterfly Gardens**
- **24' Tall Hawk Tower**
- **1 Bridge**
- **Raised Boardwalks**
- **Pavilion**
- **Parking Lot**



Jacotte Park

Jacotte & Golf Course Rd.

Acreage: 0.8

Park Classification: Mini-Park

Amenities Include:

No Amenities



Improvements as of 2012 Update

- **1 Park Bench**
- **1 Trash Can**

C.J. Kelly Park

League Drive

Acreage: 66

Park Classification: Community

Amenities Include:

- 5 Baseball Fields (Lighted)
- 5 Benches
- 2 Concession Buildings
- 2 Football Fields (Lighted)
- 5 Grills
- 5 Picnic Tables
- Playground
- Pond With Fishing Area
- 2 Restrooms
- Sidewalk
- 39 Trash Receptacles
- Walk/Jog Path

Improvements as of 2012 Update

- **1 Set of Bleachers**
- **1 Trash Can**
- **1 Picnic Table**
- **1 Park Bench**



Martin Luther King, Jr. Community Center

2300 Butternut Lane

Classification: Community Center

Improvements as of 2012 Update

- Major Facility Renovation



Martin Luther King, Jr. Park

1415 E. Scharbauer

Acreage: 3.7

Park Classification: Neighborhood

Amenities Include:

- 2 Basketball Goals
- 9 Benches
- 3 Picnic Tables
- Playground
- Restroom
- 2 Shade Canopies
- Sidewalk
- 3 Trash Receptacles
- Volleyball Court

Improvements as of 2012 Update

- 1 Trash Can



Kiwanis Park

2900 Haynes

Acreage: 3.8

Park Classification: Neighborhood

Amenities Include:

- 2 Benches
- Drinking Fountain
- 2 Picnic Tables
- Playground
- Sidewalk
- Soccer Field (Practice)
- 2 Trash Receptacles

Improvements as of 2012 Update

- 1 Drinking Fountain
- 1 Trash Can
- 1 Picnic Table



Lancaster Park

U.S. Highway 290

Acreage: 6.7

Park Classification: Neighborhood

Amenities Include:

- 2 Baseball Fields
- Baseball Field (Practice)
- Bench
- Picnic Table
- Playground
- Soccer Field (Practice)
- 5 Trash Receptacles
- Volleyball Court

Improvements as of 2012 Update

- 1 Trash Can
- 1 Picnic Table



E. Russell Lloyd Park

Cuthbert & Marienfeld

Acreage: 0.3

Park Classification: Mini-Park

Amenities Include:

- 2 Picnic Tables
- 2 Trash Receptacles

Improvements as of 2012 Update

- 1 BBQ Pit
- 1 Park Bench



Midland Senior Center

3303 W. Illinois Ave.

Classification: Senior Center



Ida Jo Moore Park

1701 W. Nobles

Acreage: 1.4

Park Classification: Neighborhood

Amenities Include:

- 2 Benches
- Barrier Fence
- Playground
- 2 Trash Receptacles

Improvements as of 2012 Update

- 1 Trash Can
- 1 Picnic Table



Pioneer Park

2001 Lindora Way

Acreage: 5

Park Classification: Neighborhood

Amenities Include:

- 5 Benches
- Exercise Equipment
- 4 Covered Picnic Tables
- Playground
- Sidewalk
- Soccer Field (Practice)
- 2 Trash Receptacles

Improvements as of 2012 Update

- **1 Playground**
- **1 Senior Wellness Station**
- **1 Trash Can**
- **1 Picnic Table**



George Ratliff Park

2411 Edwards Street

Acreage: 5

Park Classification: Neighborhood

Amenities Include:

- *Baseball Field (Practice)*
- *Bench*
- *3 Picnic Tables*
- *Playground*
- *Sidewalk*
- *Soccer Field (Practice)*
- *2 Trash Receptacles*

Improvements as of 2012 Update

- **4 Benches**
- **1 ADA Picnic Table**
- **1 Playground**
- **1 3-Bay Swing Set**
- **4 Trashcans**
- **600 Linear Feet Concrete Sidewalk**
- **1 Backstop**
- **2 Soccer Goals**



Reyes/Mashburn/Nelms Park

2101 E. Cuthbert

Acreage: 63

Park Classification: Community

Amenities Include:

- 6 Baseball Fields (Lighted)
- 5 Baseball Fields
- Batting Cage
- 8 Benches
- 2 Concession Buildings
- 3 Drinking Fountains
- 7 Grills
- In Line Hockey Rink
- 3 Pavilion Structures
- 27 Picnic Tables
- 2 Playgrounds
- 3 Restrooms
- Sidewalk
- 5 Soccer Fields (Lighted)
- 39 Trash Receptacles
- Storage Building

Improvements as of 2012 Update

- **3 Drinking Fountains**
- **9 Disc Golf Nets**
- **2 Steel Trash Cans**



Rusk Park

2800 McDonald Street

Acreage: 4.7

Park Classification: Neighborhood

Amenities Include:

- 2 Baseball Fields (Practice)
- Picnic Table
- Playground
- Trash Receptacle

Improvements as of 2012 Update

- 1 BBQ Pit
- 1 Trash Can
- 1 Park Bench



Doug Russell Pool Park

900 N. Midland Drive

Acreage: 5.7

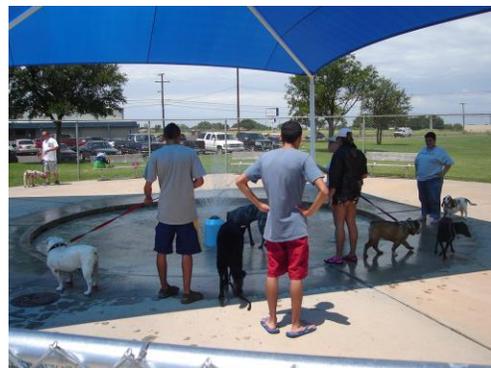
Park Classification: Specialty

Amenities Include:

- 9 Benches
- Concession Building
- Drinking Fountain
- 2 Picnic Tables
- Restroom
- Shade Canopies
- Swimming Pool
- 4 Trash Receptacles

Improvements as of 2012 Update

- 25 Chase Lounge Chairs
- 1 Set of Bleachers
- 1 Shade Replacement
- 1 Park Bench



Santa Rita Park

5200 Whitman Drive

Acreage: 5

Park Classification: Neighborhood

Amenities Include:

- 4 Benches
- Playground
- Soccer Field (Practice)
- Trash Receptacles



Improvements as of 2012 Update

- 1 Trash Can



Scarborough/Linebery House

802 S. Main

Built in 1907 the Scarborough/Linebery House is an example of ranch-style architecture characteristic of early-day West Texas cattleman. Available for guided tours, luncheons, day retreats, weddings, and receptions.



Scharbauer Island

Scharbauer & Golf Course Rd.

Acreage: 2.5

Park Classification: Mini-Park

Amenities Include:

No Amenities



Scharbauer Sports Complex

5514 Champions Drive

Park Classification: Regional

Amenities Include:

- *7,000 Seat Double A Affiliate Minor League Baseball Stadium*
- *15,000 Seat High School Football/FIFA Soccer Stadium*
- *3,500 Parking Spaces*
- *Concessions*
- *Restrooms*
- *Group Picnic Areas*
- *2 Playgrounds*



Sidwell Park

500 Neely Avenue

Acreage: 5.3

Park Classification: Neighborhood

Amenities Include:

- *Picnic Table*
- *Playground*
- *Soccer Field (Practice)*
- *Trash Receptacle*

Improvements as of 2012 Update

- **1 Shade Replacement**
- **1 Trash Can**
- **1 Picnic Table**



Southeast Senior Center

1803 E. Indiana Ave.

Classification: Senior Center



Billy Sparks Park

1500 E. Golf Course Road

Acreage: 4.9

Park Classification: Neighborhood

Amenities Include:

- *Baseball Field (Practice)*
- *2 Basketball Goals*
- *Bench*
- *2 Picnic Tables*
- *Playground*
- *Sidewalk*
- *Softball Field (Practice)*
- *Soccer Field (Practice)*
- *3 Trash Receptacles*

Improvements as of 2012 Update

- **1 Playground**
- **2 Basketball Backboards**
- **1 Trash Can**
- **1 Park Bench**



C. A. Taylor Park

1401 Carter Avenue

Acreage: 7.7

Park Classification: Neighborhood

Amenities Include:

- *Baseball Field (Practice)*
- *3 Benches*
- *4 Picnic Tables*
- *Playground*
- *Sidewalk*
- *2 Trash Receptacles*

Improvements as of 2012 Update

- **8 Benches**
- **3 Picnic Tables**
- **1 Playground**
- **1 4-Bay Swing Set**
- **6 Trashcans**
- **100 Linear Feet Concrete Sidewalk**
- **1 Backstop**
- **2 Soccer Goals**
- **2 Basketball Goals**
- **1 Basketball Court**
- **5 Lights**



Trinity Park

3900 St. Andrews Drive

Acreage: 4

Park Classification: Neighborhood

Amenities Include:

- *Baseball Field (Practice)*
- *3 Benches*
- *Picnic Table*
- *Playground*
- *Sidewalk*
- *Soccer Field (Practice)*
- *2 Trash Receptacles*

Improvements as of 2012 Update

- **1 Senior Wellness Station**
- **1 Trash Can**
- **1 Park Bench**



Tumbleweed Park

1300 Ventura Avenue

Acreage: 8.0

Park Classification: Neighborhood

Amenities Include:

- 5 Benches
- 4 Grills
- Pavilion Structure
- 7 Picnic Tables
- Playground
- Sidewalk
- 3 Trash Receptacles
- Walk/Jog Path



Improvements as of 2012 Update

- **1 BBQ Pit**
- **1 Trash Can**
- **1 Picnic Table**

M.C. Ulmer Park

2700 West Kentucky Avenue

Acreage: 26

Park Classification: Community

Amenities Include:

- *Baseball Field*
- *2 Concession Buildings*
- *2 Drinking Fountains*
- *2 Grills*
- *Historical Marker – Midland Christian College*
- *2 Pavilion Structures*
- *13 Picnic Tables*
- *2 Playgrounds*
- *3 Restrooms*
- *8 Shade Canopies*
- *9 Softball Fields (Lighted)*
- *5 Volleyball Courts (Sand)*
- *47 Trash Receptacles*

Improvements as of 2012 Update

- **1 Playground**
- **1 Shade Replacement**
- **1 Trash Can**
- **1 Picnic Table**



Unity Park

Louisiana Ave & Lamesa Rd.

Acreage: 1.8

Park Classification: Mini-Park

Amenities Include:

- 3 Bench
- Memorial Wall
- 2 Trash Receptacles

Improvements as of 2012 Update

- 1 Trash Can



Volunteer Park

Big Spring St. & Holmsley

Acreage: 0.5

Park Classification: Mini-Park

Amenities Include:

- *3 Benches*
- *Trash Receptacle*

Improvements as of 2012 Update

- **1 Trash Can**
- **1 Park Bench**



Wadley Barron Park

1001 N. "A" Street

Acreage: 7.3

Park Classification: Neighborhood

Amenities Include:

- 6 Benches
- Pavilion Structure
- Sidewalk
- 10 Trash Receptacles
- Duck Pond

Improvements as of 2012 Update

- 1 BBQ Pit
- 1 Trash Can
- 1 Picnic Table



Booker T. Washington Park

1701 E. Washington Avenue

Acreage: 15.5

Park Classification: Specialty

Amenities Include:

- Baseball Field (Lighted)
- 2 Basketball Goals
- 5 Benches
- Concession Building
- 2 Drinking Fountains
- Fitness Equipment
- 10 Grills
- 3 Pavilion Structures
- 18 Picnic Tables
- Playground
- 2 Restrooms
- Sidewalk
- Swimming Pool
- 2 Tennis Courts (Lighted)
- 16 Trash Receptacles

Improvements as of 2012 Update

- **2 Trash Cans**
- **2 Park Bench**
- **25 Chase Lounge Chairs**



Windlands Park

1001 W. Dengar Ave.

Acreage: 55

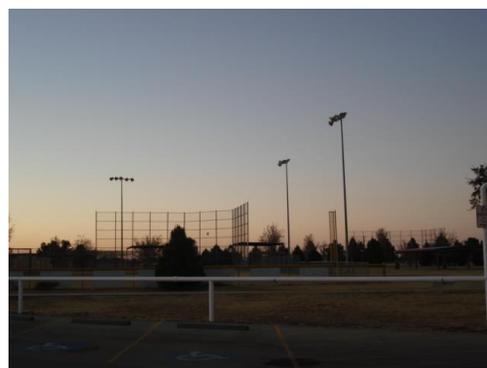
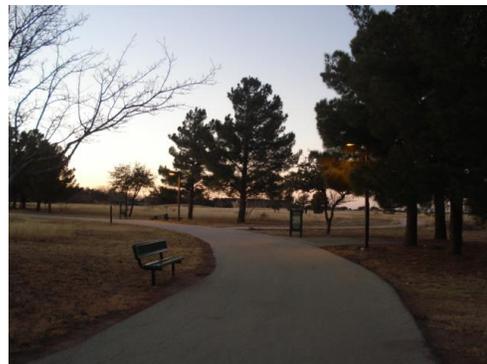
Park Classification: Community

Amenities Include:

- 1 Baseball Field (Lighted)
- 3 Baseball Fields
- 28 Benches
- Drinking Fountain
- Grill
- 2 Pavilion Structures
- 13 Picnic Tables
- Playground
- 3 Restrooms
- Sidewalk
- 13 Soccer Fields
- 38 Trash Receptacles
- Walk/Jog Path
- Xeriscape Demonstration Area

Improvements as of 2012 Update

- **1 BBQ Pit**
- **1 Park Bench**
- **1 Picnic Table**
- **1 Trash Can**



Midland Hike/Bike Trail

Through Southwest Midland

Paved and Dedicated Hike/Bike Trail



Rotary Recreational Area

Midland International Airport

Park Classification: Specialty

Amenities Include:

- 4 Benches
- Bronze Sculptures
- 3 Pavilion Structures
- 5 Picnic Tables
- Playground
- 3 Trash Receptacles
- Vietnam Memorial



Bradford Park

801 E. Pennsylvania Ave.

Acreage: 3

Park Classification: Neighborhood

Improvements of 2012 Update:

- **Playground**
- *Basketball Court*
- *11 Benches*
- *Horseshoe Pit*
- *4 Covered Picnic Tables*
- *Sidewalk*
- *Volleyball Court*



The City of Midland has retained KDC Associates, a Midland based firm, to update the Comprehensive Parks, Recreation, and Open Space Master Plan. This plan will help guide the management, maintenance, and development of the park system through the upcoming years. In order for this planning process to be successful, citizen input is vital. This survey applies to the public parks and public open spaces in Midland, and will assist in providing vital feedback that will be incorporated into the final documents of the Master Plan.

1. How long have you been a resident of Midland?
 - a. Less than 5 years
 - b. 6 to 10 years
 - c. 11 to 20 years
 - d. Over 20 years

2. How many persons, including yourself, live in your home?
 - a. One
 - b. Two
 - c. Three
 - d. Four or more

3. In which zip code in Midland do you live?
 - a. 79701
 - b. 79703
 - c. 79705
 - d. 79706
 - e. 79707

4. How often do children in your home **UNDER AGE 18** visit a park in Midland?
 - a. Weekly
 - b. Monthly
 - c. Less than Monthly
 - d. Rarely or Never
 - e. Not Applicable

5. How often do adults in your home ages **18 to 55** visit a park in Midland?
 - a. Weekly
 - b. Monthly
 - c. Less than Monthly
 - d. Rarely or Never
 - e. Not Applicable

6. How often do adults **OVER AGE 55** in your home visit a park in Midland?
 - a. Weekly
 - b. Monthly
 - c. Less than Monthly
 - d. Rarely or Never
 - e. Not Applicable

7. Has an adult **OVER 55** in your home visited a public Senior Citizens Center in Midland during the past year?
 - a. Yes
 - b. No
 - c. Unaware of the Facilities
 - d. Not Applicable

8. In your opinion, is there a park within easy walking distance of your home?
- Yes
 - No
9. How often does someone in your home actively participate in a sports activity at a park in Midland?
- Weekly
 - Monthly
 - Less than Monthly
 - Rarely or Never
10. Please circle the activities in which **children UNDER 18** in your home would be **MOST** interested in participating if city sponsored programs were available. If not applicable, please skip to Question #11.
- | | | | |
|---------------|-----------------|-------------|------------------|
| a. Baseball | f. T-Ball | k. Biking | p. Dance |
| b. Basketball | g. Golf | l. Swimming | q. Gymnastics |
| c. Softball | h. Gardening | m. Fishing | r. Music |
| d. Soccer | i. Wrestling | n. Football | s. Summer Camp |
| e. Volleyball | j. Martial Arts | o. Tennis | t. Arts & Crafts |
11. Please circle the activities in which **adults 18 TO 55** in your home would be **MOST** interested in participating if city sponsored programs were available. If not applicable, please skip to Question #12.
- | | | | |
|---------------|----------------|-------------|--------------------|
| a. Baseball | f. Walking | k. Biking | p. Dance |
| b. Basketball | g. Golf | l. Swimming | q. How-To Courses |
| c. Softball | h. Gardening | m. Fishing | r. Music |
| d. Soccer | i. Horseshoes | n. Football | s. Fitness Classes |
| e. Volleyball | j. Racquetball | o. Tennis | t. Arts & Crafts |
12. Please circle the activities in which **adults OVER 55** in your home would be **MOST** interested in participating if city sponsored programs were available. If not applicable, please skip to Question #13.
- | | | | |
|---------------|----------------|-------------|--------------------|
| a. Dominos | f. Walking | k. Biking | p. Dance |
| b. Basketball | g. Golf | l. Swimming | q. How-To Courses |
| c. Softball | h. Gardening | m. Fishing | r. Music |
| d. Soccer | i. Horseshoes | n. Cards | s. Fitness Classes |
| e. Volleyball | j. Racquetball | o. Tennis | t. Arts & Crafts |
13. How do you rate the **GROUND**s and **FACILITY MAINTENANCE** of the **PARKS** in Midland?
- Excellent
 - Good
 - Fair
 - Poor
14. How do you rate the **GROUND**s and **FACILITY MAINTENANCE** of the **SPORTS FIELDS** in Midland parks?
- Excellent
 - Good
 - Fair
 - Poor

15. How do you rate the **OVERALL QUALITY** of the **PARKS** in Midland?
- Excellent
 - Good
 - Fair
 - Poor
16. In general, do you feel safe when visiting a park in Midland?
- Very Safe
 - Somewhat Safe
 - Not Safe at All
17. If you answered "C" on question #16, please list which park.
18. How would you rate the City of Midland's communication efforts about park and recreation opportunities?
- Excellent
 - Good
 - Fair
 - Poor
19. How have you been informed of park and recreation opportunities in Midland?
(Circle all that apply.)
- Midland Reporter Telegram
 - Youth Sports Associations
 - Schools
 - Community Service Guide
 - Radio
 - Television
 - Web Site
 - Have Not Been Informed
20. If you could improve **ONE** thing about Midland's parks, what would it be?
- Better Maintenance of the Parks and Park Facilities
 - More Park and/or Open Space Available Near My Home
 - More Sports and/or Programs Available
 - Newer Playgrounds in Existing Parks
 - More Trees in Existing Parks
 - More Hiking/Walking/Biking Trails
 - More Public Swimming Pools
 - Longer Hours of Operation in Existing Public Swimming Pools
 - Safety
21. If you were given the choice, which would you prefer?
- The City of Midland should acquire and develop new parks.
 - The City of Midland should renovate the existing parks.
 - Both A and B
 - Neither A nor B

22. Which of the following facilities need to be **ADDED** to existing or future parks in Midland? **(Please indicate the level of need by circling one answer for each item listed.)**

ITEM	Definite Need	Somewhat Needed	Not Needed	No Opinion
Hike/Bike Trails in Parks & Neighborhoods	1	2	3	4
Outdoor Basketball Courts	1	2	3	4
Lighted Outdoor Basketball Courts	1	2	3	4
Indoor Basketball Courts	1	2	3	4
Sand Volleyball Courts	1	2	3	4
Playgrounds and Play Equipment	1	2	3	4
Tennis Courts	1	2	3	4
Lighted Tennis Courts	1	2	3	4
Senior Citizens Centers	1	2	3	4
Outdoor/Indoor In-Line Hockey	1	2	3	4
Skateboard Parks	1	2	3	4
Picnic Shelters/Picnic Pavilions	1	2	3	4
Botanic/Flower Garden Areas	1	2	3	4
Unlighted Competitive Baseball Fields	1	2	3	4
Lighted Competitive Baseball Fields	1	2	3	4
Practice Baseball Fields	1	2	3	4
Unlighted Competitive Soccer/Football Fields	1	2	3	4
Lighted Competitive Soccer/Football Fields	1	2	3	4
Practice Soccer /Football Fields	1	2	3	4
Unlighted Competitive Softball Fields	1	2	3	4
Lighted Competitive Softball Fields	1	2	3	4
Practice Softball Fields	1	2	3	4
Public Swimming Pools	1	2	3	4
Disc Golf Course	1	2	3	4
Nature Areas	1	2	3	4
Municipal Indoor Recreation Center	1	2	3	4
Public Restroom Facilities	1	2	3	4

23. How would you rate the current **HIKE** and **BIKE** opportunities in Midland?
(Circle all that apply)
- I would like to see sidewalks and trails expanded in our current parks.
 - I would like to see hike and bike trails linking neighborhoods, retail, or parks.
 - I don't have any place I feel safe riding bikes or walking.
 - Safety when riding bikes or walking is not a real concern of mine.
 - The current sidewalk and trail systems in the parks are fine as they are.



City of Midland
Parks and Recreation
P.O. Box 1152
Midland, Texas 79702-1152

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Park & Recreation Survey Enclosed. Please Give Us Your Opinion!



Thanks for Completing Our Random Citizen Survey!

Thank you for taking the time to complete this survey. Your input is valuable and greatly appreciated, and will assist the City of Midland in the management and development of park and recreation needs.

PLEASE RETURN THIS SURVEY WITHIN THE NEXT FIVE DAYS.

Simply fold the survey so that the postage-paid Business Reply Mail address of the Parks and Recreation Department is shown on the outside, tape it shut, and drop in the mail.

Thanks Again!

Thank you for participating in this survey!
**The information you provided will be
combined with the surveys from other
residents and used for the future planning
and development of the park and
recreation facilities in Midland.**