



### #3 - Recommendations for Spraygrounds / Splash Pads

Spraygrounds are popular features and offer a low cost aquatics alternative. **Spraygrounds are recommended for both Ruby Grant Park and Little Axe Park as well as a component of the proposed outdoor aquatic center discussed earlier in this chapter.** Approximately two to four acres of land will be needed for a sprayground in Ruby Grant Park and Little Axe Park. The estimated cost is \$350,000 to \$800,000 per sprayground feature. Potential funding sources for these facilities include sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, or potential grant opportunities. Because of the popularity with Andrews Park splash pad, the potential timeframe for the installation of these two additional spraygrounds is 2015 to 2020.

*Lessons Learned:*

*Oklahoma City recently converted three of their city-owned pools into spraygrounds. The spraygrounds are more popular features and cost less to operate. In one case, the City's area pool had an attendance of 5,000 people in 2008 while the spraygrounds drew 12,650 people on average. In a recent newspaper article, Oklahoma City parks spokeswoman Jennifer Lindsey McClintock said that spraygrounds are the way of the future.*





## A Legacy for the Next Generation

### The Strategic Parks and Recreation Master Plan for Norman Action Plan 2010 - 2020

#### Aquatic Facility Recommendations

Priority	Action ID	Action	Need for this Action / Considerations	City Sector	Land in Acres		Estimated Cost Range		Type of Action	Potential Funding Mechanisms and Sources	Potential Time Frame
					Low	High	Low Range	High Range			
Very High	A - 1	<b>Replace Westwood Aquatic Center with new Family Aquatic Center</b>	Existing pool is dated and lacks facility to serve as significant regional aquatic draw. Planning, design and construction for replacement will require two-three years. Include water play area, zero entry "beach", slides, lazy river component and outdoor lap pool. Plan for future outdoor phase expansion. Consider adding indoor pool phase.	Citywide - Regional	10	20	\$6,000,000	\$12,000,000	Development	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2010 - 2014
		<b>Scenario A - Develop at Westwood Park (or)</b>	<i>Known location; close proximity to freeway for regional access, central location in the City. Limited space for major aquatic center without displacing other facilities. Limited room for expansion.</i>								<i>Within the range shown above</i>
		<b>Scenario B - Develop at Ruby Grant Park (or)</b>	<i>Adequate space for facility and expansion. Master plan provides for aquatic facility, but would require adjustment to incorporate this size of a facility. Freeway access and visibility could make facility a regional draw. Distant from east and south sectors of the City.</i>								<i>Within the range shown above</i>
		<b>Scenario C - Acquire land in central location</b>	<i>May require purchase of land in area slated for development. Central location. Could allow for future expansion and indoor facility addition. Near existing YMCA, could be developed as joint partnership with YMCA.</i>								<i>Within the range shown above</i>
High	A - 2	<b>Develop indoor aquatic center - include competition pool, indoor water play area</b>	Provides expanded capacity for fitness and competitive swimming. Develop as partnership with Norman Public Schools.	Citywide - Regional	0	0	\$5,000,000	\$10,000,000	Development	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity. Consider school district participation.	2013 - 2016
		<b>Scenario A - Develop next to new indoor recreation center</b>	Allows for more efficient operation, sharing of changing facilities and parking.								
		<b>Scenario B - Develop as expansion of existing YMCA Aquatics or as part of new satellite YMCA facility</b>	Allows for sharing of operational costs and more efficient programming. May result in higher user charges by partner organization to recoup cost.								
Medium Range	A - 3	<b>Develop a splash pad in Ruby Grant Park</b>	Develop major splash pad facility at Ruby Grant Park. Long range, develop neighborhood splash pad at Little Axe Park.	Northwest Sector	2	4	\$500,000	\$800,000	Development	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2015 - 2020
Medium Range	A - 4	<b>Develop a splash pad in Little Axe Park</b>	Develop major splash pad facility at Ruby Grant Park. Long range, develop neighborhood splash pad at Little Axe Park.	Far east Sector	2	4	\$350,000	\$500,000	Development	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2015 - 2020
Long Term	A - 5	<b>Develop a second city aquatic facility in Ruby Grant Park or Saxon Park</b>	Develop a satellite aquatic facility with water play area, zero entry beach, and lap pool.	Northwest and Southeast	10	20	\$5,000,000	\$8,000,000		Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	Beyond 2020
<b>Estimated Total Cost ( note that partner participation and grants may fund portions of the amounts shown)</b>					<b>24</b>	<b>48</b>	<b>\$16,850,000</b>	<b>\$31,300,000</b>			

1. Note: Costs shown are order of magnitude estimates prior to any concept or design, and will vary as site selection and more detailed design occurs. List is for guidance in planning, and not all items may be implemented. Grants and donations may reduce the cost of each item.  
 2. Land costs, if shown, are general estimates intended to establish allowances and will vary. Land costs are estimated to be between \$50,000 and \$75,000 per acre.  
 3. Cost include an annual 5% escalation factor. All costs shown are rounded to nearest \$50,000. Costs should be updated frequently as additional cost information becomes available.





## Estimated Operating Costs of Aquatic Centers

One important factor to consider before constructing any facility of this size is to know approximately how much it may cost to operate.

**Outdoor Aquatic Centers** - Operating costs for outdoor pools with the features previously described range from under \$15 to over \$20 per square foot of water per season. The anticipated seasonal operating cost would be just over \$200,000 to just under \$400,000. The range in costs is due to weather, local wages, administrative preferences and other conditions. Cost recovery from entrance fees and programs fees would range from 80% to over 100% for average weather seasons.

**Indoor Aquatic Centers** - The estimated operating cost of an indoor aquatic center is \$40 to \$80 per square foot of water per year. One example would be an 8,000 square foot indoor pool would cost approximately \$320,000 to \$640,000 to operate annually.

Aquatic programs that the community members will use and actually purchase are an essential element for successful indoor pool planning. After the programs are identified, aquatic features are chosen to support the programs. The features determine the pool size and the building size follows.

An indoor pool should not be planned strictly by demographics, but should respond to the community demand for programs. This planning process is slightly different from an outdoor pool planning process, which is based on feature preferences and demographics.

When considering other sites beyond Westwood as a location for a new pool, allow \$500,000 to help fund land acquisition and site development (utilities, access road, demolition, etc.).

General operational characteristics of indoor pools are as follows.

- ▶ Small indoor pool – used for exercise, young age group lessons, therapy, play, party rentals
  - ◊ 1,500 to 2,000 square feet of water
  - ◊ Operation cost recovery of less than 30%
- ▶ Medium indoor pool – used for competition, exercise, lessons, therapy, play and party rentals
  - ◊ 2,000 to 4,000 square feet of water
  - ◊ Operation cost recovery of less than 40%
- ▶ Large indoor pool – used for competition, exercise, lessons, therapy, play and party rentals
  - ◊ 4,000 to 6,000 square feet of water
  - ◊ Operation cost recovery of less than 50%
- ▶ 50-meter indoor pool – competition emphasis, also used for variety of programs
  - ◊ 10,000 to 13,000 square feet of water
  - ◊ Operation cost recovery less than 50%

A concept plan should consider multiple pools, separate bathhouse and filter buildings, diving area, lap area, shallow play area, shade, sprays, lazy river and water slides. The suggested site sizes should include space for the pools, buildings, deck, grade transition, parking and space for future expansion or addition of features.

- ▶ Indoor recreation pool – used for play, party rentals, swim lessons, some exercise
  - ◊ 3,000 to 5,000 square feet of water
  - ◊ Operation cost recovery of more than 50%

## Summary

The first priority for Norman is the improvement of outdoor aquatic facilities. Either renovate and enhance the Westwood pool or replace it with a family aquatic center facility. If it is decided to enhance the current pool, then recommendations include improving the shallow water features, the bathhouse, and deck amenities for the patrons. If it is decided to replace the pool then recommendations include providing a 50-meter area with diving, replace the shallow pools, save the slide complex and add a lazy river.

An indoor pool would be a great addition to Norman. This is best planned together with a new recreation center and with program partners. The YMCA, the school district and the hospital should be approached during the concept planning process for an indoor facility. This is a significant and costly endeavor that demands careful and thoughtful planning. Such a facility would be a great complement to the recreation system and the quality of life in Norman, but taxpayer support is dependent on choosing a good site, creating a balanced plan and developing feasible costs.

The next step for Norman is to develop a master plan/concept plan for a new or renovated Westwood pool.





## Chapter 7

# Indoor Recreation Recommendations



# Chapter 7

## Indoor Recreation Recommendations

*"If bread is the first necessity of life, recreation is a close second."*

Edward Bellamy, author 1850-1898



### Existing Indoor Recreation Facilities in Norman

The City of Norman currently has seven indoor recreation facilities. There are two City owned recreation centers connected to Whittier and Irving Middle Schools, a City owned gym connected to Norman High School, one senior center, one community center in Little Axe Park, the Reaves Dance Center, and the 12th Avenue Recreation Center. There are issues with each building which need to be addressed.

**Senior Citizen Center** - The Norman Senior Center is currently housed in the former Carnegie Library. It has three stories with small, switchback staircases which make it difficult for seniors to use. The emergency exit on the top floor has a small staircase that leads outside, but there is no handicap ramp which could be detrimental in the case of a fire. There is an elevator in the building which connects the three levels; however, an ideal senior center should be in a single story building. The current center also has limited space for activities and no fitness equipment area; however, fitness classes are held in the large room on the top story. One item that interests the seniors who visit the center is a computer lab. There currently is a room in the center where a tax preparation service is set up each year which could also be used as a computer lab. Living in a technology age, computers have become one of the most basic tools for communication, and offering computers and computer training classes will allow many seniors to remain in touch.

The cafeteria in the center, where meals are prepared Monday through Friday for visitors to the center and the Meals On Wheels clients, is in good condition. The cafeteria is on the middle floor of the building with an entrance door leading to the outside parking lot so it can be easily accessed. The upper floor is used for card playing, games fitness classes, and dances; however, space is very limited.

**Middle School Gyms and Recreation Centers** - There are two City owned gyms and indoor recreation areas that are attached to the middle schools at Whittier and Irving. Because the gyms look and feel like an extension of the schools, they are not clearly seen as City recreation facilities. School teams for volleyball and basketball programs use the gyms for practice and games which leaves very little time for the gyms to be used by the Parks and Recreation staff or the public. The Parks and Recreation Department also operates youth basketball and adult volleyball leagues at these facilities, so there is very little open gym time that would allow for pick up games by the residents of Norman. While the Parks and Recreation Department does offer after school programs at these two centers, they are often limited to only the arts and crafts rooms and cannot use the gyms, greatly limiting the number of children that can participate in the program. Built in the 1960s and 1970s, the gyms are in servicable condition, but have dated configurations and equipment. Alternative options for the future use and ownership of these gyms will be discussed later in this chapter.



City-owned gym at Irving Middle School





**Little Axe Community Center** - The Community Center in Little Axe serves the largely rural population in the far eastern portion of Norman. The center is home to the Little Axe area Head Start Program. The building is shared with the area fire station; and in recent years, increasing fire fighting equipment needs have gradually reduced the size of

*Little Axe Community Center*

the community center component. Population growth in this area will increase the demand for community services and indoor recreation in the area. It is important to ensure proper maintenance and renovation of this building over time because it is the only recreation/community center building serving the eastern half of Norman.

**12th Avenue Recreation Center** - This is the largest City owned indoor recreation center in Norman. The center offers a gymnastics room, a dance room for aerobics and jazzercise, two gyms with junior sized basketball courts, an after-school media room, a small kitchen, a game room which is being remodeled, and a fitness room that is not used since it has only one piece of dated fitness equipment.

The building is extremely old (40+ years) and needs substantial renovation or replacement. The center does not provide enough equipment or fitness opportunities. Programs that are offered include jazzercise, martial arts, gymnastics, after school programs and summer camps. Many current or potential programs that could be offered to the residents of Norman are unable to grow because of limitations of the building.

*Facilities at the 12th Avenue Recreation Center*



## Other Major Indoor Recreation Facilities in Norman

**YMCA** - The YMCA in Norman offers a state-of-the-art facility with fitness equipment, indoor swimming pool, basketball gyms, and child care rooms. The facility is approximately 60,000 square feet in size. It is available to members only, but all Norman residents are eligible for membership.

**Huston Huffman Recreation Center at OU** - The University of Oklahoma has an indoor recreation center that can be used by students, faculty, and staff. There are cardio and free weight fitness equipment, three basketball courts, a rock climbing wall, indoor walking track, concessions, locker rooms, and racquetball courts.

**Church Center** - The Family Life Center at First Baptist Church has an indoor basketball gym which it uses to run basketball league games and a gymnastics program. Other features include a walking track, weight room, bowling alleys, racquetball courts, and a game room.

**Private Major Health Clubs** - Five major health clubs in Norman provide cardio and free weight equipment for fitness and aerobic exercise. Memberships are available to Norman residents.

**Optimist Basketball Complex** - The Optimist Club in Norman operates an indoor basketball complex with five basketball courts. The facility is an old airplane hanger from the 1950s. Major renovations are needed to the facility.



*Cleveland County YMCA*



*Cleveland County YMCA*





## Public Input Regarding Indoor Recreation

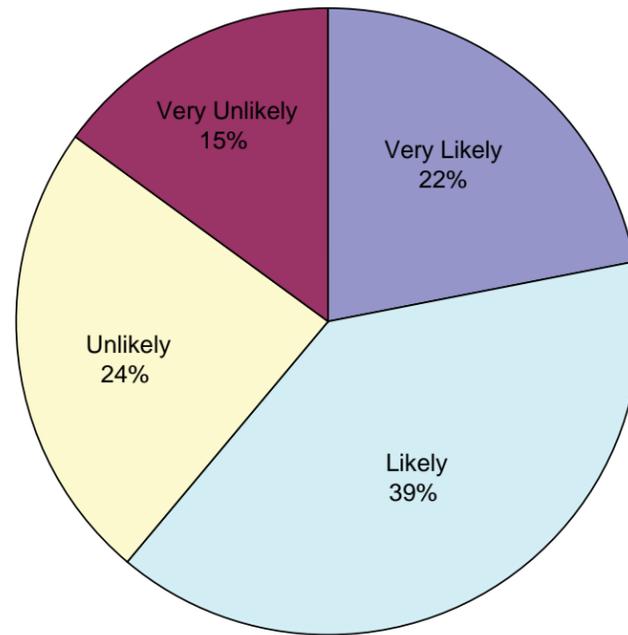
Similar to aquatic needs and desires, the public input received during the planning process regarding indoor recreation is vital to the recommendations in this report. Specific questions on both the mail-out and online survey were geared towards determining the needs and desires of the residents of Norman when it pertains to indoor recreation facilities. Public input regarding indoor recreation is discussed below and on the following pages.

First, residents were asked whether or not they had visited specific indoor facilities within the past 12 months. When asked whether or not they had visited or utilized a city-owned recreation facility, 51% of the mail-out survey respondents and 60% of the online survey respondents said yes. 16% of the mail-out survey respondents and 18% of the online survey respondents said they have participated in a class or program sponsored by the Norman Parks and Recreation Department. In regards to the Senior Center, 10% of the mail-out survey respondents and 6% of the online survey respondents indicated they have visited the Senior Center in the past 12 months. The visitation noted by residents is high and indicates potential demand for fitness programming offered by the City of Norman.

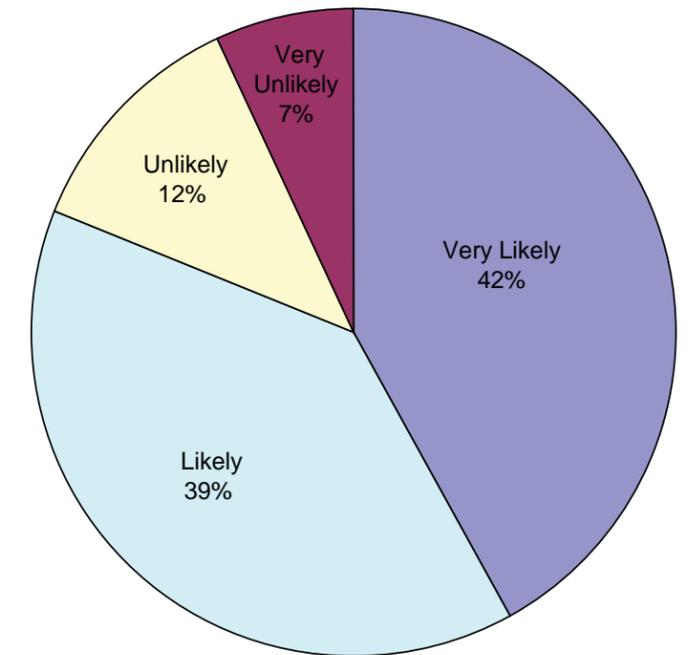
## Likely to Utilize New City Recreation Facility

One recommendation of this Master Plan, which will be discussed later in this chapter, is to construct a new state-of-the-art indoor recreation center. Residents were asked how likely or unlikely they would be to use a new facility if one was constructed by the City of Norman. 61% of the mail-out survey respondents and 81% of the online survey respondents said they would be very likely or likely to utilize this new facility. This shows a great amount of interest from the public in a new, state-of-the-art indoor recreation center, resulting in the recommendation to build a new center that is discussed later in this chapter.

Likely to Use State-of-the-Art Indoor Recreation Facility (mail-out survey)



Likely to Use State-of-the-Art Indoor Recreation Facility (online survey)





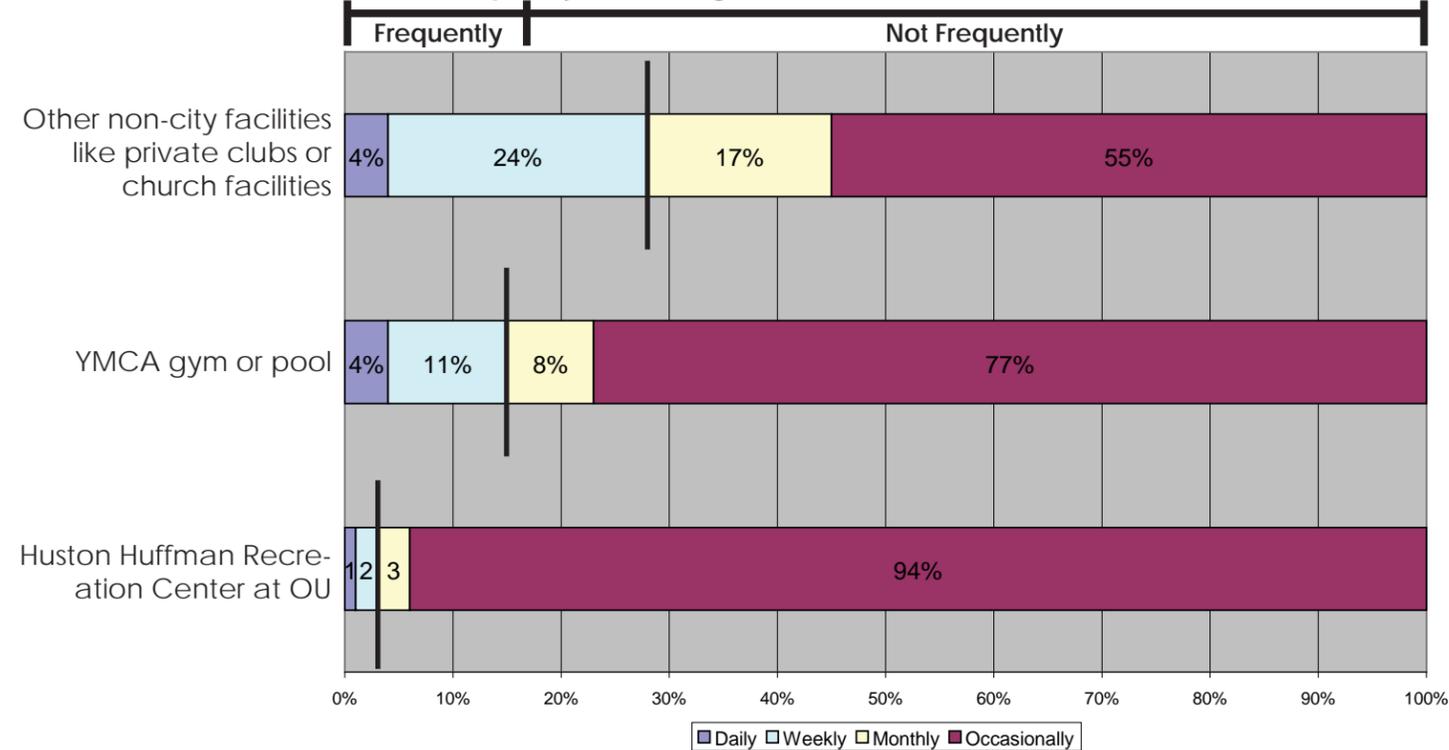
## Utilizing Other Indoor Recreation Facilities

It is important to know what facilities the residents of Norman are utilizing for their indoor recreation activities. By determining what percent of the population is currently not using those facilities, the City can understand which markets are not being served and who will benefit from new indoor recreation facilities.

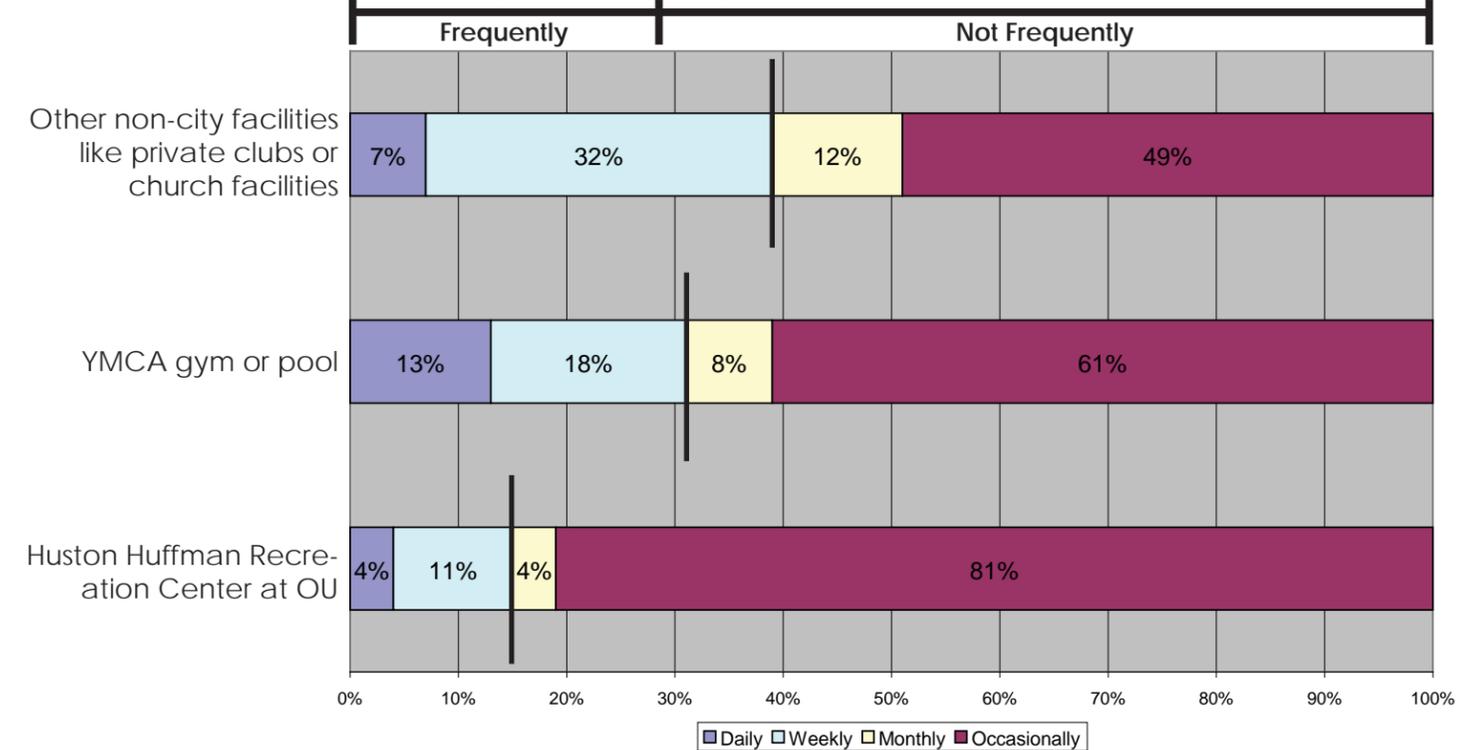
28% of the respondents to the mail-out survey and 39% of the respondents to the online survey indicated that they use a private club or church facility either on a daily or weekly basis for their indoor recreation needs. These facilities were ranked the highest in terms of usage. The YMCA in Norman is utilized either daily or weekly by 15% of the population according to the mail-out survey and by 31% of the online survey respondents. As for the University of Oklahoma Huston Huffman Recreation Center, a small percent of the population utilizes this facility when compared to the high percent of residents who indicate they have some association with the University (nearly 60% as shown in Chapter 4). Only 3% of the mail-out survey respondents and 15% of the online survey respondents indicate that they utilize the OU facility on either a daily or weekly basis.

This demonstrates that there is a significant portion of the Norman population that does not utilize any facility on a frequent basis. As a result, there is a gap in the service market for indoor recreation that the City can begin to fill.

Frequency of Utilizing Other Indoor Recreation Facilities (mail-out survey)



Frequency of Utilizing Other Indoor Recreation Facilities (online survey)





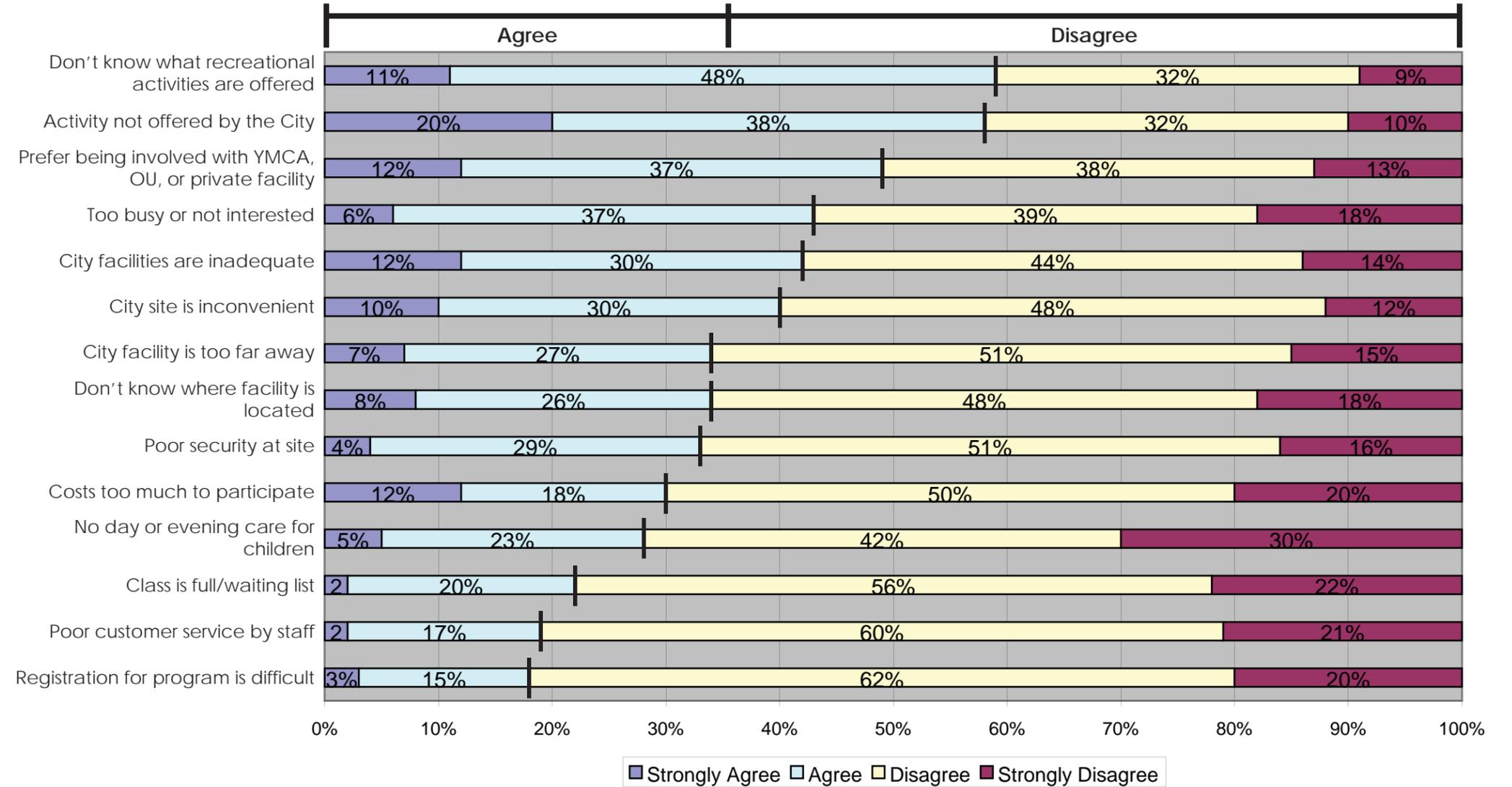
## Reasons for Not Utilizing City Indoor Recreation Facility

Knowing why residents do not use the City recreation facilities for their indoor recreation activities and programs is important so that the City can begin to address these issues. Residents of both the mail-out and online survey were given a list of possible reasons for not utilizing City indoor recreation facilities. They were then asked to rate how strongly they agree or disagree with each reason for why they do not utilize the facility.

For the mail-out survey, the highest rated reason was that residents do not know what recreational activities are offered by the City with 59% of residents in agreement. 58% of residents cited that the recreational activities they prefer to be involved in are not offered by the City. 49% of residents cited that they prefer being involved with the YMCA, OU or another private facility over utilizing the City facilities.

The results from the mail-out survey are shown in graph to the right.

Reason for Not Utilizing City Facility (mail-out survey)

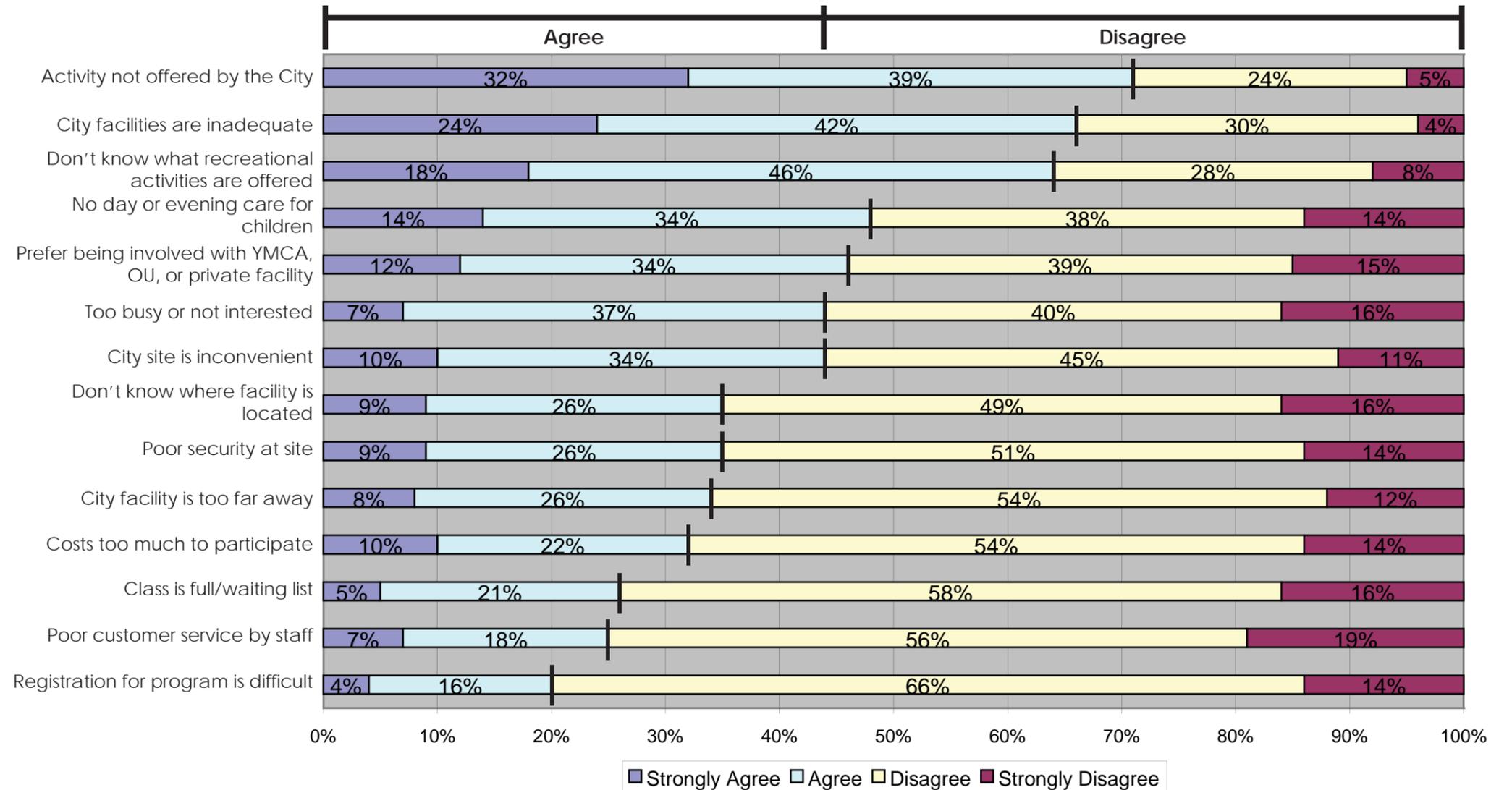




The online survey responses varied slightly when residents were asked why they did not utilize a City facility for indoor recreation. The highest rated response on the online survey was that the activity is not offered by the City with 71% of residents citing this as a valid reason. The second highest reason was that the City facilities are inadequate with 66% of respondents agreeing or strongly agreeing that this is a valid reason. These top two responses complement each other; since the City facilities are viewed as inadequate they are unable to offer the programs residents are interested in.

The responses from the online survey are shown in the graph to the right.

### Reasons for Not Utilizing City Facility (online survey)





### Support for Specific Indoor Recreation Center Features

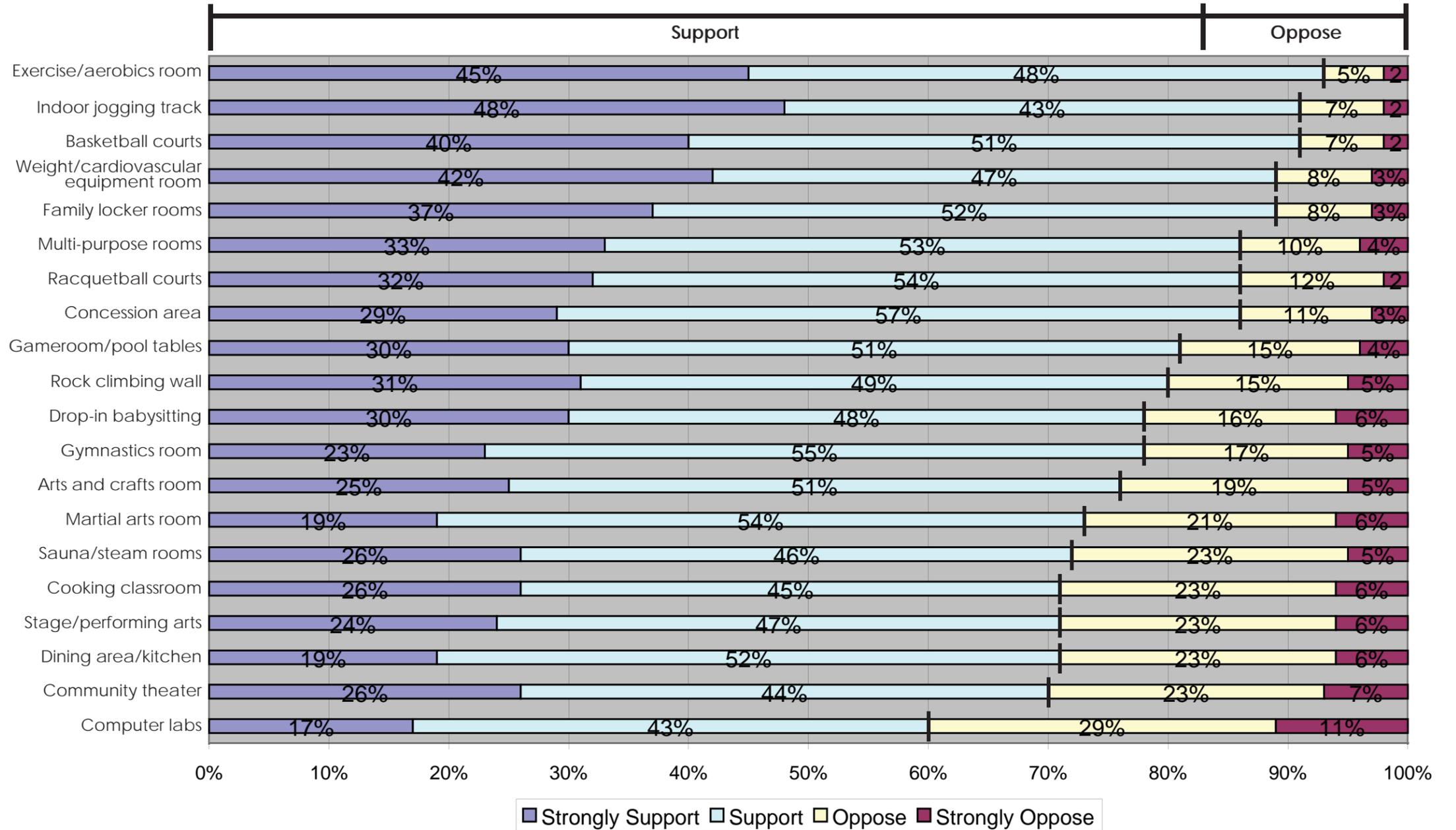
Similar to the previous chapter regarding aquatics, the online survey included questions asking residents how strongly they would support or oppose specific features that could possibly be constructed as a part of a new indoor recreation center.

The highest supported feature was an exercise/aerobics room with 93% of residents indicating they would support or strongly support this feature. This room would allow for programs such as Yoga, Pilates, dance, Jazzercise, step aerobics, etc.

The second highest supported feature was an indoor jogging track with 91% of residents indicating they would support or strongly support this feature in a new indoor recreation center. 91% of residents also indicated they would support gyms with basketball courts.

All of the features on the list are very commonly found in typical modern recreation centers. As a result, all of them were very positively supported by survey respondents

### Support Features of an Indoor Recreation Center





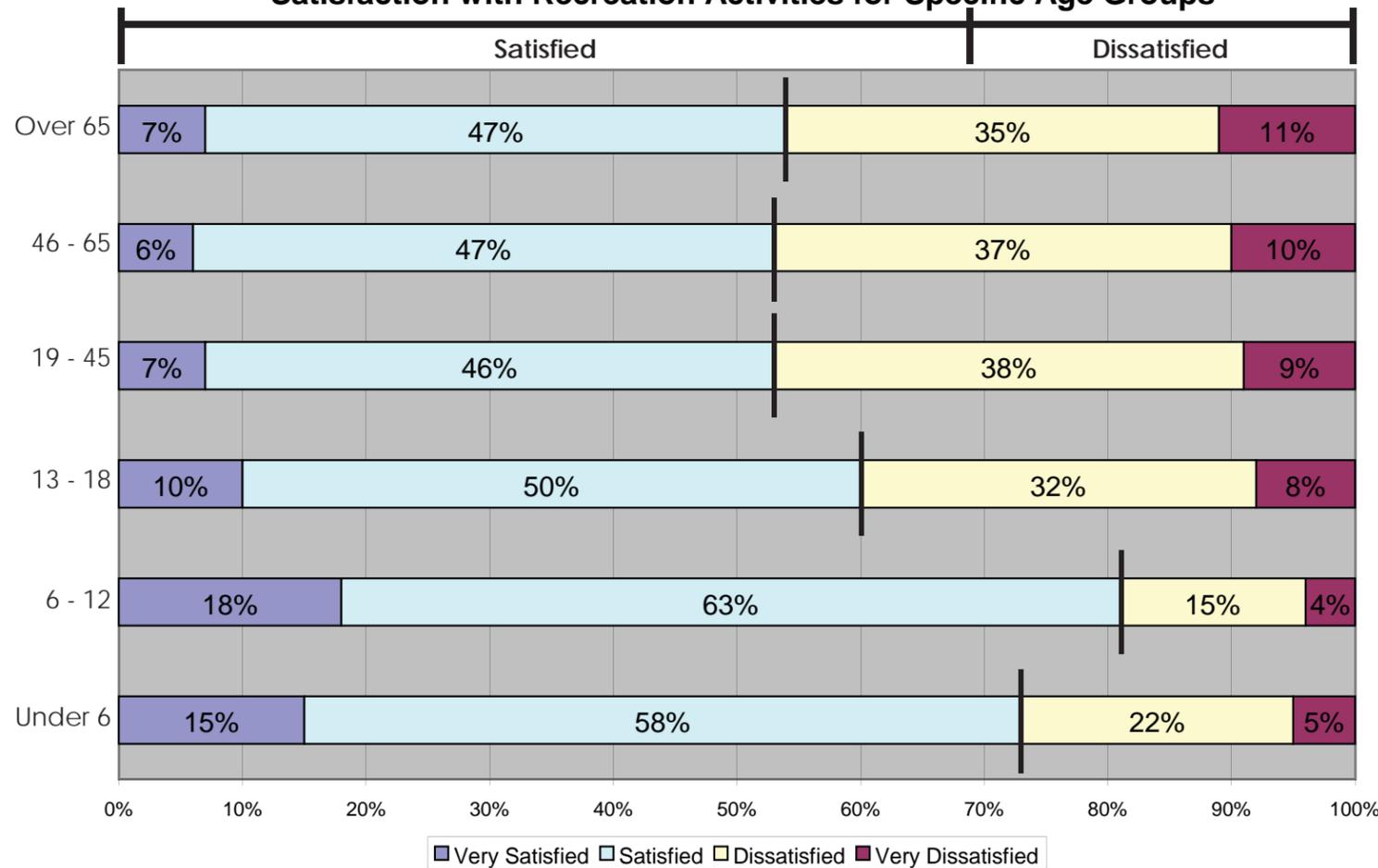
## Satisfaction with Recreation for Different Age Groups

Residents who participated in the online survey were also asked how satisfied or dissatisfied they were with the recreational opportunities that are offered for different age groups. A large majority of residents are satisfied with the activities offered for children 6 - 12, and for children under age 6. Activities for adults ages 19 - 65 had the lowest level of satisfaction which indicates that a large portion of the City's programming is specifically for children with few offerings for adults. There is a relatively high level of satisfaction for activities offered for 13 - 18 year olds. This age group is usually the most difficult to reach in terms of programming and activities.

## Programs for the City to Provide

Residents were asked the open-ended question of what program or activity they would like the City of Norman to provide. By asking this question, the City has a better understanding of the desires of the citizens in terms of programs and recreational activities. Six of the top 12 responses were for activities typically provided in an indoor recreation facility. The programs that were mentioned which relate to indoor recreation include exercise/aerobics/weight training as the 4th highest mentioned response with a 10% response rate. Yoga/Tai Chi/Pilates was the 6th highest mentioned response with a 7% response rate. Recreation center/indoor track was the 8th highest mentioned response with a 6% response rate. All responses are listed below.

**Satisfaction with Recreation Activities for Specific Age Groups**



Swimming/aquatics	48%
Walking/biking on trails	34%
Outdoor/nature activities	11%
Exercise/aerobics/weight training	10%
Programs for kids	8%
Yoga/Tai Chi/Pilates	7%
Community events/theater	6%
Recreation center/indoor track	6%
Activities for seniors/persons with disabilities	6%
Sports programs/leagues	6%
Cooking classes/arts & crafts	5%
Golf	5%

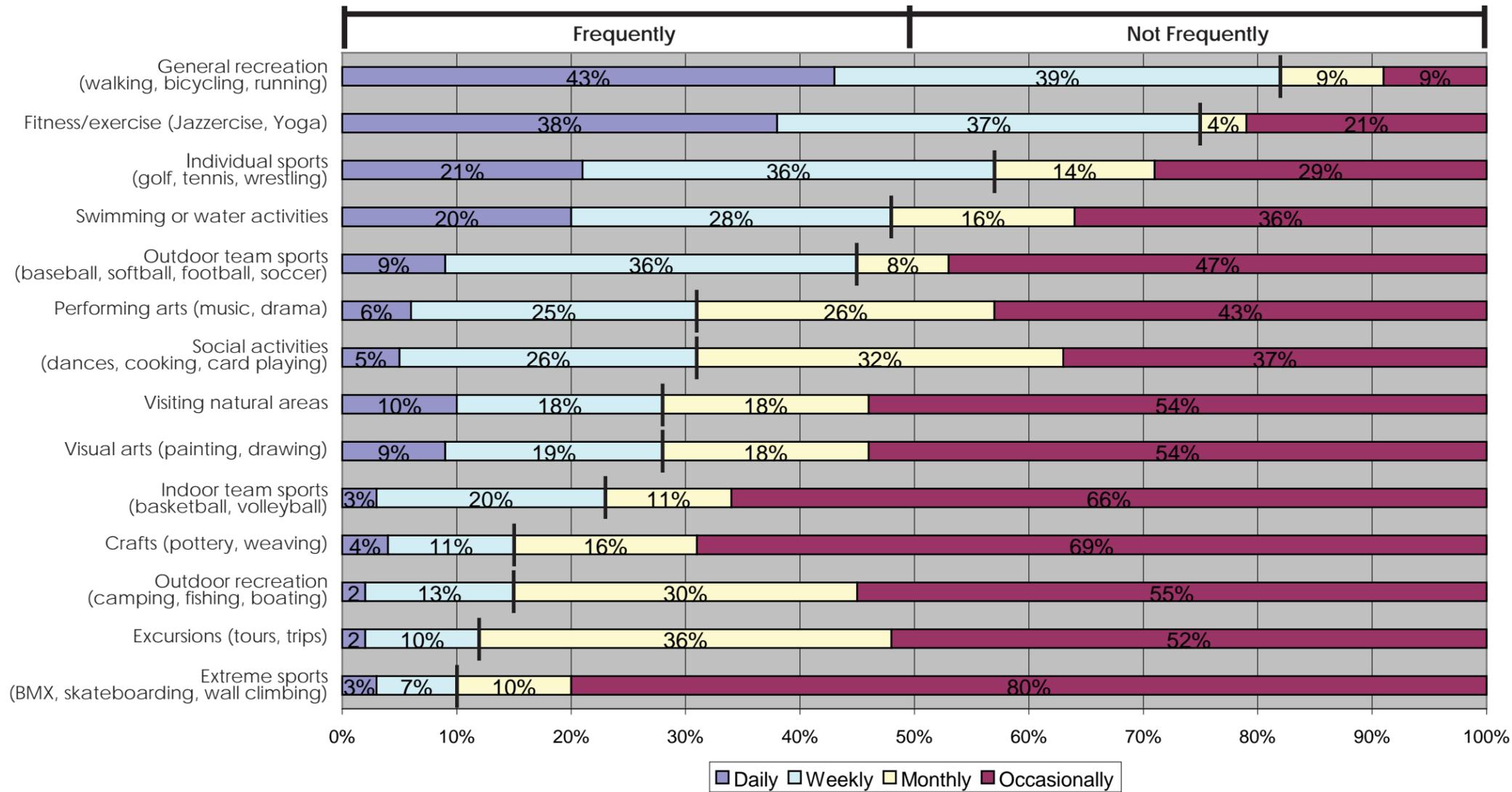




### Frequency of Participating in Activities

Residents were asked how often they participate in a list of different recreational activities. Knowing how often the residents like to participate in certain activities is important so that the City offers an adequate number of facilities in which to engage in those activities. The highest rated activity was general recreation such as walking, running, or bicycling with 82% indicating they participate either daily or weekly. Second were fitness/exercise programs such as Jazzercise or Yoga with 75% indicating they participate either daily or weekly. The results are shown below.

Frequency of Participating in Activities





## Benefits of Participation

Residents were given a list of potential benefits that can be received from participating in recreation programs. They were then asked to check all the benefits they hope to get from participating. Knowing what benefits a person seeks when participating in a program or activity is important so that the City can target programs that meet those benefits.

The two highest rated benefits were having fun and improving health/fitness, both with a 15% response rate. Next was enjoying the outdoors (14%). The results are listed below.

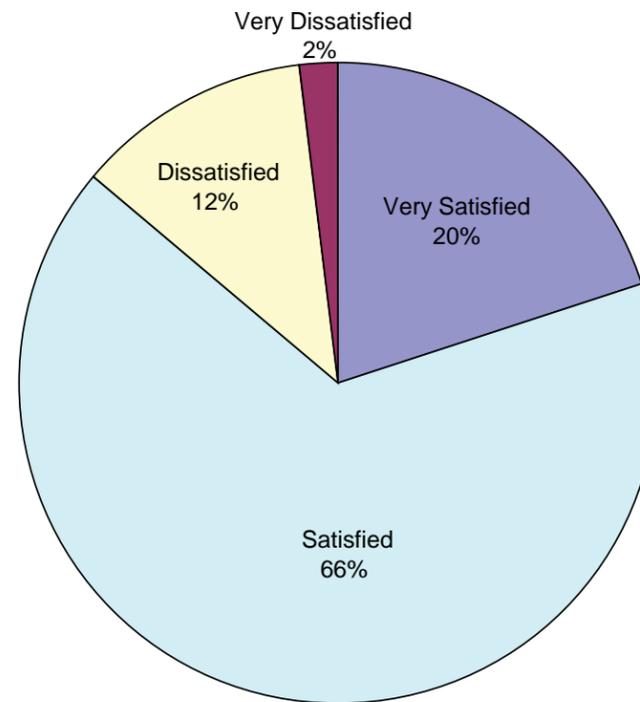
Have fun	15%
Improve health/fitness	15%
Enjoy the outdoors	14%
Interact with friends	11%
Develop new skills	9%
Make new friends	8%
Help others	6%
Participate in competitions	5%
Improve specific skills	5%
Participate in organized sports	5%
Be part of a team activity	4%
Find activity in which to excel	3%

## Cultural Activities

Cultural activities in Norman include arts, theater, concerts, or festivals. Residents were asked how satisfied or dissatisfied they are with the cultural activities that are provided by the City of Norman. 86% indicated that they were satisfied or very satisfied. Many of these types of activities are provided at City owned facilities such as the Sooner Theatre, the Firehouse Art Center, and the Performing Arts Studio. The results are shown in the chart below.

For those residents who indicated they were dissatisfied with the cultural activities provided by the City, they were further asked the open-ended question of why they are dissatisfied. The most common response was that too few activities are provided with 42% of the residents who are dissatisfied listing this as the reason. Other reasons for dissatisfaction include being unaware of the cultural activities (22%), not enough diversity or variety (13%), music or concerts are lacking (10%), and there needs to be better quality activities (8%).

Satisfaction with Cultural Activities



### Reasons for Dissatisfaction

Too few activities provided	42%
Unaware of Cultural activities	22%
Not enough diversity/variety	13%
Music/concerts are lacking	10%
Need better quality activities	8%





### Citizen Comments on Future Programming in Norman

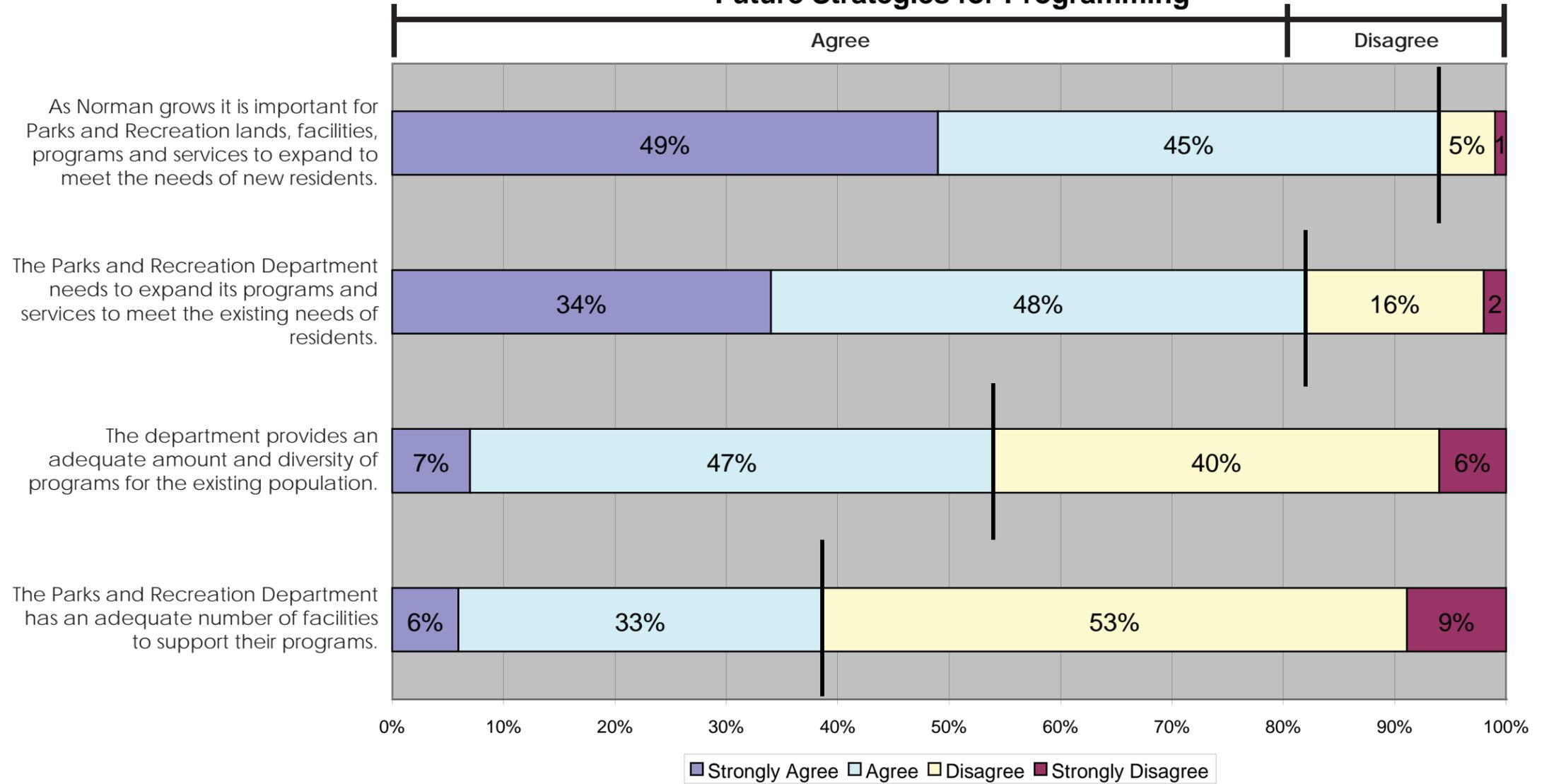
The residents who participated in the online survey were given a list of potential strategies the City could follow in regards to programming. The residents were then asked how strongly they agree or disagree with each strategy.

94% of residents either agree or strongly agree that it is important for parkland, facilities, programs, and services of the Parks and Recreation Department to expand as the City grows so that it meets the needs of new residents.

82% of residents either agree or strongly agree that the Department needs to expand its programs and services to meet the needs of existing residents. This demonstrates that a large majority of residents feel they are underserved by the current state of programs and services offered by the Parks and Recreation Department.

Similarly, only 39% of residents agree or strongly agree that the Parks and Recreation Department has an adequate number of recreation facilities to support their programs.

### Future Strategies for Programming





## Potential Operation Costs of an Indoor Recreation Center

Typical operating costs for an indoor recreation facility in the 60,000 square foot range are shown below. These costs are presented at a very early stage in evaluating the need for a recreation center in Norman, and will vary and be subject to change as the purpose, size and target market of the proposed recreation centers are evaluated and adjusted. There are many variables that will impact each of the cost categories shown below; therefore, these costs are shown to simply establish an order of magnitude cost range and set the stage for much more detailed consideration of indoor facility needs in the future.

Recreation center operational projections are typically divided into four general categories, which are described as follows:

- ▶ **Personnel** – Includes the cost to staff, program and maintain a center. Full-time staff may include a center supervisor, a recreation coordinator, one to two recreation leaders, and custodial staff to maintain the facility. Part-time staff would include front desk attendants, fitness attendants, daycare staff, building attendants, and program instructors. Full time equivalent staff can range from 7 to 11 positions. Part-time staff can range from 500 to 1,000 hours of time per typical week. Staffing costs, including typical benefits, might range from \$500,000 to \$800,000 per year.
- ▶ **Contractual Items** – Includes utilities, professional services, printing, postage and advertizing, bank charges (i.e. for credit card purchase facilities), rental equipment such as vending machines, and staff training costs. Contractual costs may range from \$250,000 to \$350,000 per year.
- ▶ **Commodities** – Includes the cost of office, janitorial and recreation program supplies, maintenance and repair materials, staff dues, food and medical equipment that may be needed. These costs may range from \$50,000 to \$125,000 per year.
- ▶ **Capital Costs** – Annual reserve (sinking fund) set aside for the eventual replacement of equipment, furnishings and other components of the recreation building. While low in the first year, this fund should be allowed to grow to create a reserve that can be drawn upon as needed. The amount set aside on an annual basis may range from \$20,000 to \$30,000, and should ultimately total 2% to 4% of the overall construction cost.

## Potential Revenue Generation

Revenue will depend on the hours of operation, types of programs and facilities offered, and the membership cost decided upon by the City. Typical hours of operation can range from an average of approximately 96 to 120 hours per week (6 to 7 days per week). The facility would also typically be made available to non-residents, albeit at a somewhat higher cost. In Norman, smaller communities could benefit from access to modern indoor recreation and fitness programs and facilities. Potential components of a typical indoor center's revenue picture include:

- ▶ **Daily admissions** – Walk-in attendees. With an average of 5 to 15 daily passes, daily admissions may generate an anticipated annual revenue range from \$2500 to \$7500 at a rate of \$5 to \$6 (more typical) to \$10 per day.
- ▶ **Annual passes (individual and family passes)** – The number of passes sold might range from a very low 1,500 to over 4,000 individual and family passes (as a reference point, the Norman YMCA has well over 10,000 members). Passes could be anticipated to generate \$150,000 to \$350,000 per year, depending on the actual cost level established by the City.
- ▶ **Rental of facilities** – The rental of rooms or facilities within the building could generate approximately \$10,000 to \$30,000 per year.
- ▶ **Program fees** – A significant part of the revenue picture of the center is derived from the

fees that are charged for each program. A typical pro-forma might project fee estimates ranging from \$250,000 to over \$400,000 per year.

- ▶ **Other Revenue Sources** – Other potential revenue sources can include a pro-shop, coffee or juice shop, vending, lock-in programs (with area scouts, schools, camps, etc.), child-care for parents while using the center, parties and special events and special or summer camps. Revenue from these sources can typically range from \$25,000 per year to around \$75,000 annually.

**Table 7 - 1  
Potential Annual Operations Summary**

Item	Typical Annual Cost Range		Typical Percentage Range <sup>(1)</sup>	
	Low	High	Low	High
<b>Expenditures</b>				
Personnel	\$500,000	\$800,000	50% +/-	70% +/-
Contractual Items	\$250,000	\$350,000	25% +/-	40% +/-
Commodities	\$50,000	\$120,000	5% +/-	8% +/-
Capital Reserve	\$25,000	\$30,000	2% +/-	4% +/-
<b>Potential Annual Total</b>	<b>\$825,000</b>	<b>\$1,300,000</b>		
<b>Revenue</b>				
	<b>Low</b>	<b>High</b>	<b>Low</b>	<b>High</b>
Daily Admissions	\$10,000	\$20,000	2% +/-	3% +/-
Annual Passes	\$150,000	\$350,000	30% +/-	50% +/-
Facility Rentals	\$15,000	\$30,000	3% +/-	5% +/-
Program Fees	\$250,000	\$400,000	40% +/-	60% +/-
Other Revenues	\$25,000	\$75,000	5% +/-	10% +/-
<b>Potential Annual Total</b>	<b>\$450,000</b>	<b>\$875,000</b>		
<b>Potential Cost Recovery</b>				
	<b>Low</b>	<b>High</b>		
At Low Expenditure Range	55%	90%		
At High Expenditure Range	35%	70%		

<sup>(1)</sup> Represent typical ranges, but occur in different combinations - therefore these ranges do not sum to 100%





## Subsidies

The vast majority of municipally operated recreation centers do not actually generate sufficient income to cover all of their hard costs. The range of subsidies varies significantly, and is established based on the affordability philosophy of each municipality. Cost recovery rates typically range from 50% to close to 90% of the annual operating cost. However, the higher the recovery rate, the higher the fees and membership rates have to be. As an example, family membership rates of around \$200 to \$250 per year may yield a recovery rate of 50 to 60%, while membership rates around \$400 per year may yield a recovery rate that is closer to 80 or 85%.

## Indoor Recreation Facility Options

Regarding indoor recreation facilities and programs, Norman is at a key juncture. Existing City owned recreation facilities at the 12th Avenue Center and supplemented by gyms at Whittier Middle School, Irving Middle School and Norman High School, are dated and provide nothing comparable to what current indoor facilities can have. Because of their age, all of the city facilities will need significant ongoing maintenance, including extensive renovations and equipment replacement in the next few years. Attendance numbers in all facilities are relatively stagnant over the past three years, indicating that programming has probably attracted as much as the dated facilities are going to be able to.

Both the modern state-of-the-art YMCA Center and Huston Huffman Recreation Center at OU serve a significant segment of the 100,000+ residents and students in Norman. Each of those facilities target a more specific market, and are not open to the general public. The public input portion of this planning effort indicates that there still is very likely a major portion of the permanent population of Norman who do not frequently use indoor recreation facilities and who have indicated that they might be interested in using a City run facility.

Three different scenarios were considered as part of the overall master planning process. While other options certainly exist, these have been

deemed to be the most logical alternatives. They are:

- 1. Maintain the Status Quo** – Continue to provide supplemental indoor recreation programs at the 12th Avenue, Irving and Whittier Recreation Centers, and the Norman High School gym. Over time and as possible, upgrade and modernize those centers. Explore ways to expand the 12th Avenue Center by approximately 30 to 50%.
- 2. Develop a new State-of-the-Art City owned and operated Indoor Recreation Center.**
- 3. Assist the YMCA/other non-profit entities in developing additional Indoor Recreation facilities.**

The positives and negatives of each of these alternatives are discussed on the following pages.

**Alternative 1 - Maintain the Status Quo** – In this scenario, the City would continue to offer most of its limited indoor recreation programs from the 12th Avenue Recreation Center. That facility would require a significant upgrade, and it would still be limited by its site and the aging condition of the existing building. The Irving and Whittier Centers, as well as the gym at Norman High School would be transferred back to the adjacent school in an agreed upon manner.

**Potential Cost** – Limited renovation of the 12th Avenue Center - \$1,500,000 to \$3,000,000.

### Pros of this Option

- ▶ Cost would be lower than building a new larger, more comprehensive facility (but would result in fewer, lower quality facilities)
- ▶ YMCA could build facilities at no cost or a reduced cost to the City, and operate those facilities independently of the City.
- ▶ Anticipated annual operations costs are low.

### Negatives of this Option

- ▶ Membership cost has limited ability to influence types and cost of programs that are offered.
- ▶ Space in 12th Avenue Center is limited, limiting the capacity of recreation programs.
- ▶ The existing Center is old and requires a significant renovation.

▶ YMCA may be out of reach for some residents of Norman.

**Alternative 2. Develop a new State-of-the-Art City owned and operated Indoor Recreation Center** – In this option, Norman would develop one to two new indoor recreation centers. The new center could include a pair of gyms, cardio fitness training room, weight training room, an indoor running track, classrooms and meeting rooms, an arts and crafts room, a computer lab, teen room/game room, and large meeting facilities with a kitchen. Such a facility would become the hub for recreation, both indoor and outdoor, in Norman. The new center could also house Parks and Recreation Department staff. Ultimately, the center could also include an indoor pool as a future phase.

A follow-up phase could include the renovation/expansion of the 12th Avenue Center to supplement the programs offered by the new center.

**Potential Cost** – Construction of a new 60,000+/- square foot center - \$225 to \$275 per square foot, or \$13,500,000 to \$16,500,000. This cost includes both construction and soft costs, but does not include land acquisition. A future competitive quality indoor pool would add approximately \$8,000,000 to \$12,000,000 to the cost of the indoor facility.

### Pros of this Option

- ▶ A new center would provide a true center or focal point for recreation activities in Norman.
- ▶ Because more facilities are provided, such a center can allow for significant growth in activities and programs offered, and can provide more opportunities for a larger cross section of the population.
- ▶ New centers typically become a significant part of the quality of life and livability picture of their cities, and can help promote the City.
- ▶ The larger size consolidated into one building allows for much greater staff efficiency, rather than spreading staff across multiple centers.
- ▶ This option allows the 12th Avenue Center to be closed or renovated. If renovated, the 12th Avenue Center can potentially attract a larger segment of the population.
- ▶ Locations could be targeted to better serve all of the City, including fast growing areas.





- ▶ A new building will have a 30 to 40+ year lifespan and will incorporate current equipment, newest trends and the latest thinking on how to address recreation needs. It will also be significantly more energy efficient, and can incorporate many sustainability ideas and strategies that bolster Norman's image as an environmental leader.

**Negatives of this Option**

- ▶ Operational costs are typically not completely covered by fees and memberships, requiring an annual subsidy. In most cities across the United States, this is generally accepted as a way to increase recreational opportunities for that entity's population.
- ▶ Construction costs are typically not able to be paid back from the revenue that the facility generates.
- ▶ The Center may be a somewhat longer drive from some parts of the City.

**Alternative 3 - Assist the YMCA / other non-profit entities in developing additional Indoor Recreation facilities** – In this option, Norman's indoor recreation needs would be provided by entities other than the City of Norman. The City could enter into a partnership with the YMCA to construct a new Y satellite facility in the southeastern sector of the City, with the City's contribution determined as planning moves forward. The new facility would be operated as a YMCA, with typical Y fees and membership requirements. The City could look to other entities to also provide programming and facilities in other parts of the City.

**Potential Cost** – Costs for this alternative could range from \$0 (if existing City owned lands are provided as the City's contribution) to a suggested upper range of \$5,000,000 for the City's share of the cost. Under this scenario, the remainder of the cost of construction and operational costs would be funded by the operator of the facility.

**Pros of this Option**

- ▶ Potentially lower cost for the City.
- ▶ Lower or no operational cost for the City.
- ▶ Depending on fund-raising capabilities, such a facility might be built sooner than if built by the City of Norman.

**Negatives of this Option**

- ▶ City has limited or no control over types of programming that are

- offered.
- ▶ Cost to citizens of Norman would likely be higher than if the facility was operated and subsidized by the City.
- ▶ Membership would be required, resulting in some potential economic sectors of Norman not being able to afford to use the facility.
- ▶ Any surplus funds generated by programs would not be available to the City, and might not necessarily be re-injected into the same facility.

**Recommendations for Indoor Recreation Facilities in Norman**

A combination of all three general approaches discussed above is recommended for Norman. Citizens of Norman gain nothing by maintaining the exact status quo for existing City operated facilities that currently exists. Indeed, as noted previously, attendance and participation levels have flattened out and have reached the limits of what is possible with those existing facilities. The Cleveland County YMCA has outstanding facilities and membership levels, but has fee requirements that make it unaffordable for many residents of Norman.

As noted previously, this planning process is a comprehensive look at the Parks and Recreation system. As the recommendations of this plan are accepted and implemented, the City should engage in more detailed Indoor Recreation Feasibility studies to determine the precise program of facilities, size, location and construction cost for a new facility. At that time, the City should also confirm the revenue sources to be targeted for construction capital and determine more precise operational and cost recovery budgets.

It is recommended that the City of Norman construct a new state-of-the-art indoor recreation center. This proposed recreation center will be 60,000 to 80,000 square feet in size. It will include at least two basketball court gyms, fitness and cardio room and equipment, indoor

walking track, meeting rooms, arts and crafts rooms, dance studio, and locker rooms. Future phases of the recreation center could include a senior center and an indoor aquatic component.

This facility will serve the entire City of Norman. It will require 20 to 30 acres of land for the building, parking and additional phases. The proposed timeframe for the indoor recreation center is 2012-2016. The estimated cost range is \$12 million to \$16 million. Potential funding sources for the design and construction of the recreation center could include a combination of sales tax revenue, certificates of obligation, revenue bonds, general obligation bonds, naming rights, sponsorships, partnerships with other area entities, school district participation, or grant opportunities.

Similar to the previous chapter regarding aquatics, there are several scenarios the City should consider when constructing an indoor recreation center. These are discussed on the following pages.





Amenities found in a state-of-the-art indoor recreation center

## Scenario A - Develop at Griffin Park

In this scenario, the new center will be built on a site at Griffin Park.

Benefits of this scenario:

- ▶ Griffin Park is a well known and central location. It is easily accessible from all parts of Norman.
- ▶ This site can incorporate both active and passive activities because of Griffin Park and Sutton Wilderness. This could provide a unique opportunity to incorporate a nature center as a component of the recreation center.

Disadvantages of this scenario:

- ▶ This may require displacement of existing facilities in the park. Existing facilities may have to be reconfigured to allow adequate space for the new recreation center.
- ▶ Space will be limited so future expansions and components may not be feasible.
- ▶ This scenario requires that the existing 12th Ave. Center not compete with the new facility so it will be closed or converted into another compatible use.
- ▶ Land is not owned by the City of Norman. It is leased from the State of Oklahoma for 50 years.





## Scenario B - Develop at Saxon Park

In this scenario, the new center will be built on a site at Saxon Park.

Benefits of this scenario:

- ▶ This site has adequate space for the facility and future expansions.
- ▶ There is good visibility and access of Highway 9.
- ▶ Significant growth is occurring in the south and eastern parts of Norman around Saxon Park.

Disadvantages of this scenario:

- ▶ Saxon Park is distant from residents in the north and west sectors of the City.
- ▶ Currently the park is not master planned, so it is unknown what features will surround the recreation center.

## Scenario C - Develop at Ruby Grant Park

In this scenario, the new center will be built on a site at Ruby Grant Park.

Benefits of this scenario:

- ▶ This site offers adequate space for the facility and future expansions.
- ▶ This site could be combined with an indoor pool and aquatic facility.
- ▶ This site has good visibility and freeway access which could allow for a regional draw.

Disadvantages of this scenario:

- ▶ Ruby Grant Park is distant from the east and south sectors of the City, forcing those residents to travel farther.
- ▶ The current master plan for Ruby Grant Park provides for an aquatic facility; however an adjustment would be required to incorporate a recreation and aquatic facility of this size.

## Scenario D - Acquire 25+ Acres of Land For the Facility

In this scenario, it is recommended that land be bought for the development of a recreation center. The site will need to be at a central location within Norman and easily accessible off a major road or highway.

Benefits of this scenario:

- ▶ This scenario allows the City to choose where the recreation center can be built, ensuring that it is easily accessible to all residents of Norman.
- ▶ A site can be purchased large enough to include all future expansions and additional components.

Disadvantages of this scenario:

- ▶ The purchase cost of land can be high, especially in a central location. This cost will need to be in addition to the construction of the recreation center.





## Recommendations for Middle School Centers/ Gyms and Norman High School Gym

After the new indoor recreation center is built, it is recommended that ownership of the Whittier and Irving recreation facilities, as well as the Norman High School gym, be transferred to Norman Public Schools. This will allow the City to consolidate programs and staffing into one facility. It will also alleviate the confusion of who has control over those facilities and at what time. This action recommended during the 2012 to 2016 timeframe.



*Recreation center at Irving Middle School*



*Little Axe Community Center*

## Recommendations for Little Axe Community Center

The Little Axe Community Center is the only city-owned indoor facility in the eastern portion of Norman. This center serves a large number of residents that live in the rural part of the City. The center needs to be expanded so that it can continue to serve the growing area population. The center should be expanded to accommodate multiple uses. An additional 7,000 to 10,000 square feet should be planned for expansion of the center. Consideration should be given to offering recreation programs and fitness classes. The Head Start program that is currently offered at the center is popular and should continue. Planning for expansion should begin within 12 to 24 months, and with implementation of expansion within five years.





## Senior Center Recommendations

As mentioned previously, the existing building of the Senior Citizens Center is not well configured for its current use. The recommendation for the Senior Center is to ultimately move out of the existing building. A new Senior Center could include:

- ▶ An area for dances and group fitness classes
- ▶ Fitness equipment
- ▶ A computer lab
- ▶ Arts and crafts room
- ▶ Gardens and plant cultivation areas
- ▶ A gift show
- ▶ Administration offices
- ▶ Kitchen for meal preparation

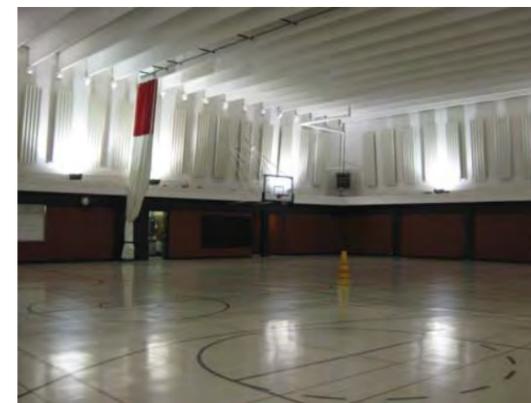
There are two options available to consider in creating an improved center for seniors.

**Option A:** There are potential bond funds available to convert the existing library into a new senior center if the library is moved to a different site. This will provide a site where all activities take place on one level, and provide more space for activities than what the current building offers.

**Option B:** This longer range step recommends building a senior center component as part of the new state-of-the-art indoor recreation center that is being proposed. This will provide an area specifically for senior activities, but also offer convenient access for the seniors to fitness equipment, meeting rooms, and dance room areas.



Existing Senior Center



Existing 12th Avenue Recreation Center

## 12th Avenue Recreation Center Recommendations

A long range recommendation is to renovate the 12th Avenue Recreation Center. If the new state-of-the-art indoor recreation center is not placed in Griffin Park, then the 12th Avenue Center can be expanded to become a small, central recreation facility. Another option would be to transfer the facility to a non-profit organization in Norman for use as a basketball field house. The potential cost range of renovations is \$2 million to \$5 million. The estimate timeframe is beyond 2020.





**A Legacy for the Next Generation**  
The Strategic Parks and Recreation Master Plan for Norman  
Draft Action Plan 2010 - 2020

**Indoor Recreation Facility Recommendations**

Priority	Action ID	Action	Need for this Action / Considerations	City Sector	Land in Acres		Estimated Cost Range		Type of Action	Potential Funding Mechanisms and Sources	Potential Time Frame
					Low	High	Low Range	High Range			
Very High	I - 1	<b>Develop a new state-of-the-art indoor recreation center in a regional location.</b>	Develop 60,000 to 80,000+/- sf facility. Include gym with 2+ courts, fitness and cardio component, indoor walking track, meeting rooms, arts and crafts, dance studio. Plan for Senior Center and indoor aquatic component as future phase.	Citywide - Regional	20	30	\$12,000,000	\$16,000,000	Development	Sales tax revenue, certificates of obligation, revenue bonds, general obligation bonds, naming rights, sponsorships, partnership with other area entities, school district participation, grant opportunity	2012 - 2016
		<b>Scenario A - Develop at Griffin Park (or)</b>	<i>Known, central location; responds to growth and combines well with other active and passive activities at Griffin and Sutton Wilderness. Could be unique in having both active recreation and nature center component. May require displacement of facilities in the park. Requires that existing 12th Avenue Center not compete with new facility.</i>							Within range shown above	
		<b>Scenario B - Develop at Saxon Park (or)</b>	<i>Adequate space for facility and expansion. Distant from north and west sectors of the City.</i>							Within range shown above	
		<b>Scenario C - Develop at Ruby Grant Park (or)</b>	<i>Adequate space for facility and expansion. Could be combined with indoor pool and family aquatic center. Master plan provides for aquatic facility, but would require adjustment to incorporate this size of a facility. Freeway access and visibility could make facility a regional draw. Distant from east and south sectors of the City.</i>							Within range shown above	
		<b>Scenario D - Acquire 25+ acres facility and develop facility</b>	<i>May require purchase of land in area slated for development. Location should be central with excellent regional access.</i>							Within range shown above	
High	I - 2	<b>After new facility is developed, transfer ownership of Whittier, Irving and Norman High School Facilities to Norman Public Schools</b>	Allows City to consolidate programs and staffing.	Citywide - Regional	0	0	\$0	\$0	Legal	N/A	2012 - 2016
High	I - 3	<b>Renovate/Enhance Little Axe Community Center</b>	Renovate and expand this facility as an important component of indoor recreation programming in the far eastern portion of the City.	East			\$2,000,000	\$5,000,000	Renovation	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2012 - 2020
<b>Estimated Expenditure by 2020 ( note that partner participation and grants may fund portions of the amounts shown)</b>					<b>20</b>	<b>30</b>	<b>\$14,000,000</b>	<b>\$21,000,000</b>			
Mid Term	I - 4	<b>Renovate/Enhance Senior Center facility</b>	Multiple floors make Senior Center unsuitable for older seniors. Currently in an older building that requires renovation.	Citywide	0	0	\$500,000	\$2,000,000	Renovation	Sales tax revenue, general obligation bonds, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2014 - 2018
Long Range	I - 5	<b>Develop second indoor recreation facility</b>	Develop satellite recreation facility to serve opposite sector not addressed in high priority action.	NE or SE	12	25	\$12,000,000	\$14,000,000	Development	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity, partnerships	Beyond 2020
Long Range	I - 6	<b>Renovation of 12th Avenue Center</b>	Renovate and expand as central recreation facility, or transfer to other non-profit for use as basketball field house.	Central	5	10	\$2,000,000	\$5,000,000	Development	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	Beyond 2020
Long Range	I - 7	<b>Develop third indoor recreation facility</b>	Develop satellite recreation facility to serve opposite sector not addressed in high priority action.	NE or SE	12	25	\$15,000,000	\$20,000,000	Development	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity, partnerships	Beyond 2020
<b>Estimated Expenditure Beyond 2020 ( note that partner participation and grants may fund portions of the amounts shown)</b>					<b>69</b>	<b>120</b>	<b>\$29,500,000</b>	<b>\$41,000,000</b>			

1. Note: Costs shown are order of magnitude estimates prior to any concept or design, and will vary as site selection and more detailed design occurs. List is for guidance in planning, and not all items may be implemented. Grants and donations may reduce the cost of each item.  
 2. Land costs, if shown, are general estimates intended to establish allowances, and will vary. Land costs are estimated to be between \$50,000 and \$75,000 per acre.  
 3. Cost include an annual 3% escalation factor. All costs shown are rounded to nearest \$50,000. Costs should be updated frequently as additional cost information becomes available.





## Chapter 8

# Outdoor Recreation Facilities Recommendations



# Chapter 8

## Outdoor Recreation Facilities Recommendations

### Recommendations Introduction

The recommendations in this chapter address all the needs for the entire park system such as trails, additional practice fields, improved sports fields, more passive parks, indoor recreation facilities, aquatic facilities, and greenbelt preservation. These sections recommend a series of actions to improve and expand the Norman parks, recreation, trails and open space system.

The recommended improvements fall into four general categories:

- ▶ Land Acquisition - both short term and long term. Acquire land for future parks, park expansion, new recreation and aquatic facilities, and open space including habitat protection where possible.
- ▶ High Profile Recreation Facilities - provide needed recreational facilities including an indoor recreation center and updated aquatic facilities.
- ▶ Development - develop parks according to the specific need and in order of priority. Plan for the development of Ruby Grant Park and John H. Saxon Park.
- ▶ Existing Park Improvements - implement key improvements to existing parks throughout the City. Consider potential actions regarding renovation of larger community parks, and adding art in the parks as a way of improvement.

### Philosophical Background for Recommendations

Key design points that should guide the design of every existing or new park in the City are as follows:

- ▶ Every park should be considered as a green oasis in Norman. Parks should be carefully chosen sites so that they are prominent features in their respective neighborhoods, and should include extensive mature trees and landscaping.
- ▶ Parks should follow a consistent citywide design theme. Fundamental items such as park signs, high quality pavilions with rock faced columns, and the preservation of existing vegetation and trees should be used in every new and existing park to create a consistent and recognizable park nomenclature. Norman has a good start to this with all the park signs being consistent.
- ▶ Where possible, each park should truly celebrate the history and culture of Norman. Parks can incorporate historical plaques and features that allude to the area or neighborhood around the park or the circumstances that caused the park to be created.
- ▶ Every park should include features for a wide variety of park users. Park facilities should be multi-faceted, and should follow the guidelines for each park type presented in Chapter 3.
- ▶ Parks should be designed so as to reduce maintenance. Automatic irrigation systems should be a key component of every park, as should simple features that make every park easier to maintain.
- ▶ Shade should be incorporated into many features of every park. Playgrounds and basketball courts should be covered where feasible, and several covered picnic tables should be included in every park, no matter how small the park.
- ▶ Bodies of water should be highly valued. Existing areas of water, whether in the form of ponds, small lakes or creeks should be preserved and located in key parks where feasible, assuming a ready source of re-supply water is available.
- ▶ Community input should be welcomed. Input from neighborhoods surrounding each new or renovated park should be included in the design of every park in the City. Norman does this with new neighborhood park development.

*"The probability that we may fail in the struggle ought not to deter us from the support of a cause we believe to be just."*

Abraham Lincoln





The following items comprise the majority priority recommendations of the 2009 Norman Parks and Recreation Master Plan. Illustrations included with each of these items are intended to convey the essence of each recommendation, but are not specific concepts or actual plans. Costs that are shown are at an order of magnitude level of detail, and will vary as more detailed programming and design occurs. Costs that are shown are also pre-design, and are based on staff and consultant experience with similar efforts. All costs include a cost escalation factor, assumed to be in the 3 to 4% per year range. Detailed concepts and fully developed cost projections should be developed as each recommendation begins to be implemented.

Actions are divided into six categories:

- ▶ Development of aquatic facilities which was discussed in Chapter 6
- ▶ Development of indoor recreation facilities which was discussed in Chapter 7
- ▶ Parkland acquisition
- ▶ Existing park renovations
- ▶ Athletic facility improvements
- ▶ New park development

The timeframe of each recommendation priority is based on High Priority (within the next five), Medium Priority (within the next five to ten years) or Long Term Priority (beyond ten years). Note that the prioritization shown in this plan is intended to guide staff and council actions, and any item may be initiated sooner than recommended if unique circumstances or opportunities arise.

The following pages illustrate a summary of the major recommendation categories in the Master Plan.

## Parkland Acquisition

Acquisition of land in newly growing parts of the City should focus on the provision of neighborhood parks, additional community parks, linear parks, and the protection of habitat and open space. Land acquisition may include direct purchasing, the establishment of recreation and/or parkland easements, and donations or gifts. Norman is going to continue to grow over the next several decades and its population is expected to exceed 130,000 by 2030. The acquisition of land for parks will need to be continually considered well beyond the timeframe of this Master Plan. Fortunately, Norman has been adding parkland through its ordinance since the 1970s.

**Land for Neighborhood Parks** - There currently is no deficit of neighborhood parkland. However, to maintain the existing level of service of neighborhood parkland, approximately 15 acres (or 3 to 5 neighborhood parks) will need to be added by the year 2020.

- ▶ Consider donations by developers and continue enforcing the Parkland Dedication Ordinance. Target sites that are easily accessible and have sufficient land to be useful.
- ▶ Consider acquisition in conjunction with Norman Public Schools so that neighborhood parks can be adjacent to future school sites.
- ▶ Park sites should be included within newly developing neighborhoods, as required by ordinance.

**Land for Community Parks** - It is recommended that community parks be at least 20 to 50 acres in size. More than 300 acres of community parkland needs to be developed to meet the 2020 target level of service. Nearly half of this acreage will be met with the development of Ruby Grant Park and Saxon Park.

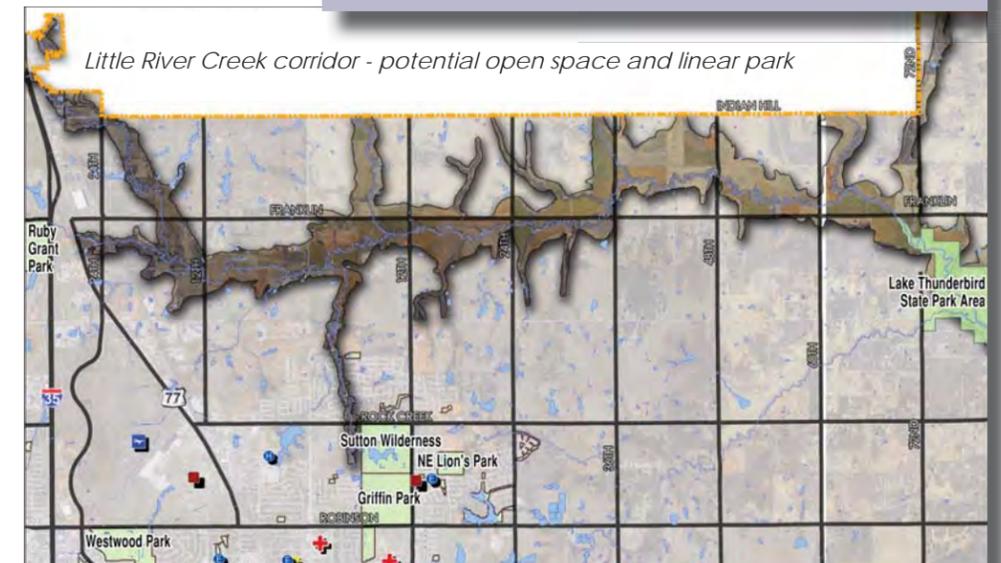
**City Linear Parks** - Norman has several potential corridors for linear parks, the most notable are the Little River Creek corridor and Canadian River corridor. It is recommended that Norman proactively preserve linear park corridors for the development of linear parks and potential trail spines which will enhance what the City has already accomplished with the Legacy Trail. The Little River and Canadian River corridors should be preserved primarily as passive native preserves, with trails that allow some access but that maintain the natural quality of the corridors.

**Open Space** - Natural habitat and nature areas are of high importance for the

residents of Norman. Areas that have habitat value and warrant habitat protection typically include creeks, rivers, floodplains, and wooded areas. Lands dedicated as open space will receive only minimal development. General opportunities for open space land dedication include:

- ▶ Land and/or development rights of the entire 100 year floodplain and/or lands that are regularly subjected to flooding.
- ▶ Secondary creeks that can create linkage to adjacent neighborhoods by means of trail connections.
- ▶ Land along creeks that are not necessarily part of a specific park.
- ▶ Land identified to have natural or cultural importance include wetlands and their buffers; moderate and steep slopes; groundwater resources and their recharge areas; woodlands; farmland to ensure the rural character of the city; significant wildlife habitat; historic and archaeological features; and scenic views.
- ▶ Land associated with the cultural landscape of Norman such as downtown open spaces, buffer areas around the University of Oklahoma, agricultural lands, and river overlooks.

The preservation of key remaining natural areas and wildlife corridors is deemed to be a key action item as Norman continues to grow. When so identified, these areas will be preserved in an undeveloped state. Access points and nature trails will be provided in a sensitive manner so that wildlife and native forests can continue to flourish, while allowing carefully balanced access by the public.





## A Legacy for the Next Generation

### The Strategic Parks and Recreation Master Plan for Norman

#### Action Plan 2010 - 2020

#### Park Land and Open Space Preservation Recommendations

Priority	Action ID	Action	Need for this Action / Considerations	City Sector	Land in Acres		Estimated Cost Range		Type of Action	Potential Funding Mechanisms and Sources	Potential Time Frame
					Low	High	Low Range	High Range			
Very High	R - 1	<b>Acquire floodplain lands along the Little River corridor for Little River Nature Preserve</b>	Acquire floodplain lands for linear park and open space preserve. Acquire through donation, purchase, or acquire access easement.	Citywide - Regional	300	500	\$0	\$5,000,000	Acquisition	Stormwater fee if enacted (potential stormwater acquisition for both greenspace and flood management purposes). Other potential funding mechanisms include donation of land, sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant	2010 - 2020
High	R - 2	<b>Acquire floodplain lands for Canadian River Preserve Park</b>	Acquire lands for river corridor access. Acquisition by donation is preferred. Long term city goal. Access and security issues must be addressed as this action is implemented.	Citywide - Regional	50	200	\$0	\$2,000,000	Acquisition	Donation of land, sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2010 - 2020
High	R - 3	<b>Acquire lands for neighborhood parks as development occurs</b>	Acquire new park land through parkland dedication ordinance as development occurs.	By sector	25	50	\$0	\$0	Acquisition	Parkland Dedication Ordinance (no funding necessary)	Ongoing as development occurs
<b>Estimated Expenditure by 2020 ( note that partner participation and grants may fund portions of the amounts shown)</b>					<b>375</b>	<b>750</b>	<b>\$0</b>	<b>\$7,000,000</b>			

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 3. Cost include an annual 3% escalation factor. All costs shown are rounded to nearest \$50,000. Costs should be updated frequently as additional cost information becomes available.





## Renovations of Existing Parks

Norman is at a crucial point in its park system where renovations and improvements are vital. Preventative maintenance of park structures has fallen behind and as a result extensive renovation is needed.

The first phase renovations include items such as:

- ▶ Continue replacing older playground equipment
- ▶ Adding more shade structures and trees
- ▶ Replacing park guard rails/edge fencing
- ▶ Upgrading park signage
- ▶ Ensuring drinking fountains work properly
- ▶ Replacing older picnic tables and benches
- ▶ Adding more pavilions
- ▶ Adding practice facilities to all possible parks
- ▶ Improving and expanding the walking/jogging trails in parks

The first phase of parks that are recommended for renovation include:

- ▶ Eastwood Park
- ▶ Griffin Park
- ▶ Andrews Park
- ▶ Little Axe Park
- ▶ Tulls Park
- ▶ Reaves Park
- ▶ Northeast Lions Park

## Replace Older Playground Equipment:

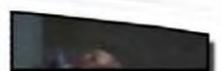


Examples of older style playground equipment that is found in some Norman parks is shown by the pictures to the left.

The new styles of playgrounds incorporate exercise with play as shown by the pictures to the right and below.



All playgrounds should include shade structures.





### Add More Shade Structures and Trees:

Many parks in Norman lack adequate shade structures and trees. All playgrounds and picnic facilities should be protected with proper shade. The weather in Norman can be overbearingly hot during the summer months; therefore shade needs to be provided so that the parks are continually used. Below is a picture of a typical park in Norman that does not offer adequate shade.



*Eastridge Park is a typical park in Norman but it has little to no shade structures and trees.*

### Replace Park Guard Rails:

Existing guard rails and edge fences around most parks are typically pipe fencing. These outline the boundary of most of the parks. This type of railing takes away from the aesthetic appearance of the parks and natural areas.

Below is a picture of the guard rail at McGeorge Park. These guard rails require significant maintenance and upkeep. As shown in the picture, the paint easily chips and the rails easily rust.



Examples of improved park fencing or bollards:

- ▶ **Top Right:** This city uses wrought iron fencing to guard around their parks.
- ▶ **Bottom Right:** This city uses natural stone boulders as park bollards to prevent vehicle traffic from entering the park.

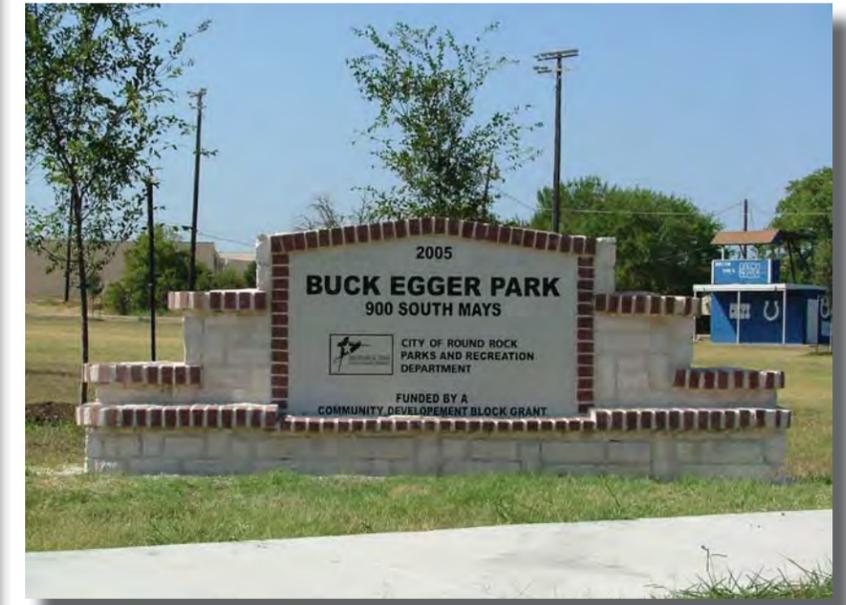




**Upgrade Park Signage:**

The existing park signage is dated. Since it is made largely of wood, it can easily crack and splinter thus needing replacement often. Upgrading signage so that it is made entirely of stone will ensure a longer life of the signs. The picture below is an example of the existing signage in Norman parks. Other images on this page are examples of different stone signs.

*Existing park signage in Norman*





**Ensure All Drinking Fountains Work Properly:**

During the on-site assessment of existing parks it was noted that many of the drinking fountains did not have flowing water. Also, results from the student survey showed that drinking fountains not working were the second highest response when asked what they do not like about parks in Norman. Proper maintenance of all park amenities is important, and it is crucial that drinking fountains provide water to park users. Drinking fountains should be placed under trees or in shaded areas so that the water remains cool during summer months.



*Drinking fountain at Morgan Park that was damaged during the 2008 winter freeze.*

**Replace Older Picnic Tables and Benches:**

Many of the picnic tables, benches and gazebos in the parks in Norman are made of wood and are severely aged. These older amenities need to be replaced. There is an annual budget for parks infrastructure replacement, and items are replaced in order of priority.





**Add More Pavilions:**

One amenity that is consistently needed in the parks is more shade. Providing additional pavilions in all parks will give the residents more shade when using the parks. Larger community parks especially need additional pavilions to allow for large group picnic reunions and parties. This can be a source of rental revenue for the City.

Beyond just providing additional pavilions, all existing pavilions should be renovated to incorporate a theme into the parks. Stone column pillars and similar roof structures will offer consistency throughout the City of Norman parks and add to the aesthetic appearance. The picture to the left is an example of an existing pavilion in a Norman park. The pictures shown to the right and below are examples of higher quality pavilions.



*Existing pavilions in Reeves Park, Griffin Park, and Northeast Lions Park.*

*Other pictures are examples of signature pavilion styles.*



**Add Practice Facilities Where Possible:**

Practice fields are important to ensure that game fields remain in good quality. Norman currently has a good supply of backstops and soccer practice goals added to many neighborhood parks. It is important to continue to place these practice facilities in all new parks where possible.



*Soccer/football practice field goals at Woodcreek Park*



*Backstop at Tulls Park*





**Renovate and Expand Trails:**

Trails were rated as the highest amenity that residents of Norman wanted more of. There are some parks in which the existing trail needs to be renovated while in other parks the trail needs to be expanded. All larger community parks should offer a looped trail throughout the entire park site.

The recently completed Greenways Master Plan proposes trail corridors throughout Norman. This Parks Master Plan reinforces the findings of that plan, and strongly recommends that trail development continue to be one of the highest priorities in the City.



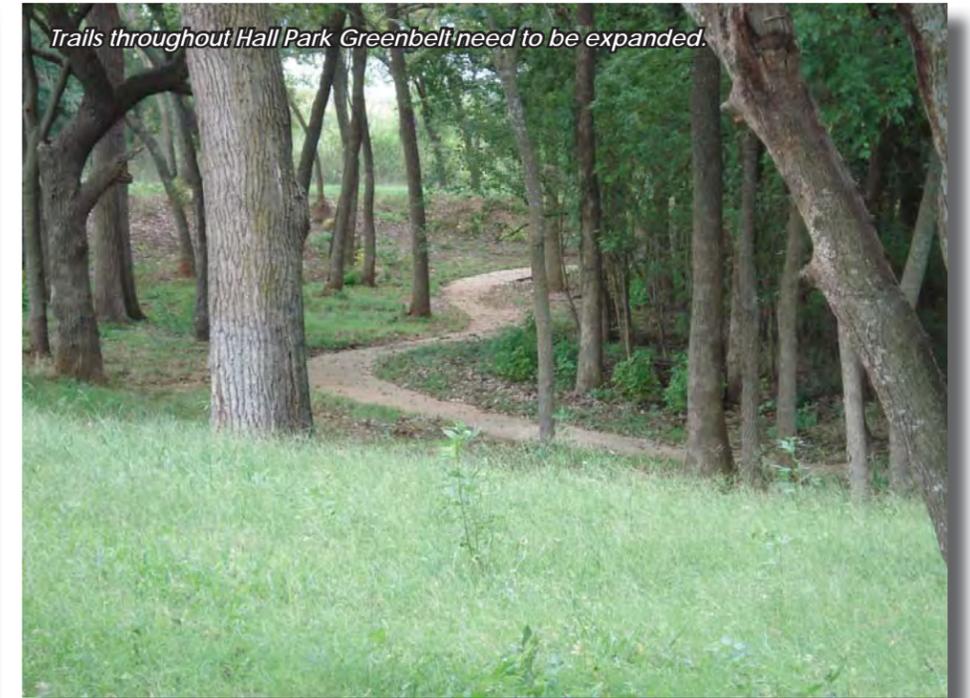
*Trail at Colonial Estates Park needs to be renovated.*



*Trail at Eagle Cliff Park needs to be renovated.*



*Trail at Griffin Park needs to be renovated and loop throughout park.*



*Trails throughout Hall Park Greenbelt need to be expanded.*





## A Legacy for the Next Generation

### The Strategic Parks and Recreation Master Plan for Norman

#### Action Plan 2010 - 2020

#### Park Renovation Recommendations

Priority	Action ID	Action	Need for this Action / Considerations*	City Sector	Land in Acres		Estimated Cost Range		Type of Action	Potential Funding Mechanisms and Sources	Potential Time Frame
					Low	High	Low Range	High Range			
Very High	R - 1	<b>Renovate Eastwood Park</b>	Replace park sign. Add new play equipment. Add walking trail. Provide accessible entry to park. Install new signature shade pavilion	Central	0	0	\$250,000	\$500,000	Renovation	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2010 - 2015
Very High	R - 2	<b>Renovate Griffin Park</b>	Create new park entrance sign. Install new fencing edge around park. Renovate and expand walking trail around the park.	Citywide - Regional	0	0	\$350,000	\$750,000	Renovation/ Enhancement	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2010 - 2015
Very High	R - 3	<b>Renovation/Enhance Andrews Park</b>	Remove existing road on west side to consolidate park land. Add two major new park signs. Add landscaping and new trees. Add new signature pavilion. Add urban plaza near proposed library site. Add sculptural feature(s).	Citywide - Regional	0	0	\$750,000	\$1,500,000	Renovation/ Enhancement	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2010 - 2015
Very High	R - 4	<b>Renovate Little Axe Park</b>	Address accessibility walkways. Renovate concession / restroom buildings. Add new park sign.	Far East	0	0	\$150,000	\$400,000	Renovation	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2010 - 2015
Very High	R - 5	<b>Renovate Tuils Park</b>	Add new park sign. Replace playground equipment. Add walking trail around the park. Add trees. Replace irrigation system if necessary.	Central	0	0	\$250,000	\$500,000	Renovation	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2010 - 2015
Very High	R - 6	<b>Renovate Reaves Park</b>	Replace three pavilions in the park. Add walking trail segments. Replace older picnic tables. Renovate or replace restroom building.	Central	0	0	\$750,000	\$1,500,000	Renovation/ Enhancement	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2010 - 2015
Very High	R - 7	<b>Renovate NE Lions Park</b>	Replace restroom building. Replace park signs. Renovate pier as necessary. Add new shade pavilion.	NE	0	0	\$250,000	\$500,000	Renovation	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2010 - 2015
Very High	R - 8	<b>Enhance Monroe Elementary School site to become a true neighborhood park</b>	Enter an agreement with Norman Public Schools so that school property surrounding Monroe Elementary will truly become a neighborhood park. There is no other park in this area of the City. Enhancements should include improved playscape structure, picnicking facilities and practice facilities. School Park should remain completely accessible to the neighborhoods that surround it.	SW	0	0	\$150,000	\$400,000	Renovation	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2010 - 2015
High	R - 9	<b>Renovate/Enhance Colonial Estates Park</b>	Replace park sign. Add new play equipment. Enhance walking trail. Provide accessible entry to park. Splash pad added in 2009.	Central	0	0	\$250,000	\$500,000	Renovation	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2015 - 2020
High	R - 10	<b>Renovate Morgan Park</b>	Replace park sign. Add new play equipment. Provide accessible entry to park. Install new signature shade pavilion	Central	0	0	\$100,000	\$250,000	Renovation	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2015 - 2020
<b>Estimated Expenditure by 2020 ( note that partner participation and grants may fund portions of the amounts shown)</b>					<b>0</b>	<b>0</b>	<b>\$3,750,000</b>	<b>\$7,650,000</b>			
Long Range	R - 11	<b>Renovate additional 5 parks in Norman</b>	Renovate / enhance existing parks in Norman (Group of 5 parks)	Citywide	0	0	\$1,500,000	\$2,500,000	Renovation	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	Beyond 2020
Long Range	R - 12	<b>Renovate additional 5 parks in Norman</b>	Renovate / enhance existing parks in Norman (Group of 5 parks)	Citywide	0	0	\$1,500,000	\$2,500,000	Renovation	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	Beyond 2020
<b>Estimated Expenditure Beyond 2020 ( note that partner participation and grants may fund portions of the amounts shown)</b>					<b>0</b>	<b>0</b>	<b>\$3,000,000</b>	<b>\$5,000,000</b>			

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\* Preliminary recommendations for each park - detailed staff analysis will be conducted to refine and update individual parks needs as funding is allocated.





## Renovation to Athletic Facilities

In addition to renovations needed to enhance all parks in Norman, significant renovations are also needed to the athletic facilities provided by the City. Athletic facilities that need renovations are included in Griffin Park, Reaves Park and Westwood Park.

### Griffin Park Athletic Field Renovations

Renovations to the athletic fields in Griffin Park include:

- ▶ Improving the soccer facilities
- ▶ Improving the baseball facilities
- ▶ Providing additional lighting
- ▶ Providing supplemental athletic fields
- ▶ Providing additional football facilities
- ▶ Providing covered spectator seating
- ▶ Improving the trail and loop it throughout the park
- ▶ Expanding to the south of Robinson, if necessary
- ▶ Offering additional playgrounds throughout the park

If Andrews Park is the best known park in Norman, due to the many events held there, Griffin Park is not far behind. It is the heart of Norman's youth and adult athletics programs, encompassing facilities for soccer, football, baseball and softball for both boys and girls. At almost 160 acres, it is the largest developed park in the Norman system. The great variety of things to do in the park, as well as its proximity to the Sutton Wilderness, and finally its easily accessible location make it a key part of Norman's parks system. The park has more than a mile of frontage along Robinson and 12th Avenue, but has a dated look with pipe rail and chain link fencing. It has two spectacular pavilions, one at the Soccer Complex and the second (the Stone Pavilion) at the northern end of the park. The use of stone in these pavilions should become a common characteristic for any new pavilion or park architecture feature built in the future in the City.

The asphalt trail in the park is deteriorating and needs to be replaced. There are opportunities for long straight promenades between

athletic fields that can replace sections of the current asphalt trail. The bleachers at the athletic fields in the park need to be covered to provide shade relief. Landscaping, berms and replacement fencing should be added along the park perimeter at 12th Avenue and Robinson Street. Consider upgrading existing soccer practice fields at Frances Cate Park on the south side of Robinson Street to add additional tournament quality soccer facilities. Resurface the asphalt trail in the park. Install additional screening and landscaping in front of the silos in the middle of the park. Install additional directional signage throughout Griffin Park to guide visitors to the park.





## Reaves Park Athletic Field Renovations

Renovations to the athletic fields in Reaves Park include:

- ▶ Renovating the baseball/softball fields with minor field regrading and reseeding as necessary
- ▶ Improving the lighting
- ▶ Improving the trail
- ▶ Improving the restrooms and concessions, which has already begun with the new restroom in the southwest portion of the park.

Consider creating a new master plan for this park. Rebuild the picnic complex in the park with new tables, pavilions and restroom building. Use the pavilion vernacular found in Griffin Park and Andrews Park to create a character that links Reaves back to those other parks. Add multiple new park signs to identify the park as a City of Norman facility. Install cultural components such as additional outdoor art, commemoration markers or statues, and a place for large gatherings. Create new park entrances that celebrate the park. Upgrade athletic field lighting in the park, and ensure that concession/restroom facilities at the softball and baseball fields are tournament quality.





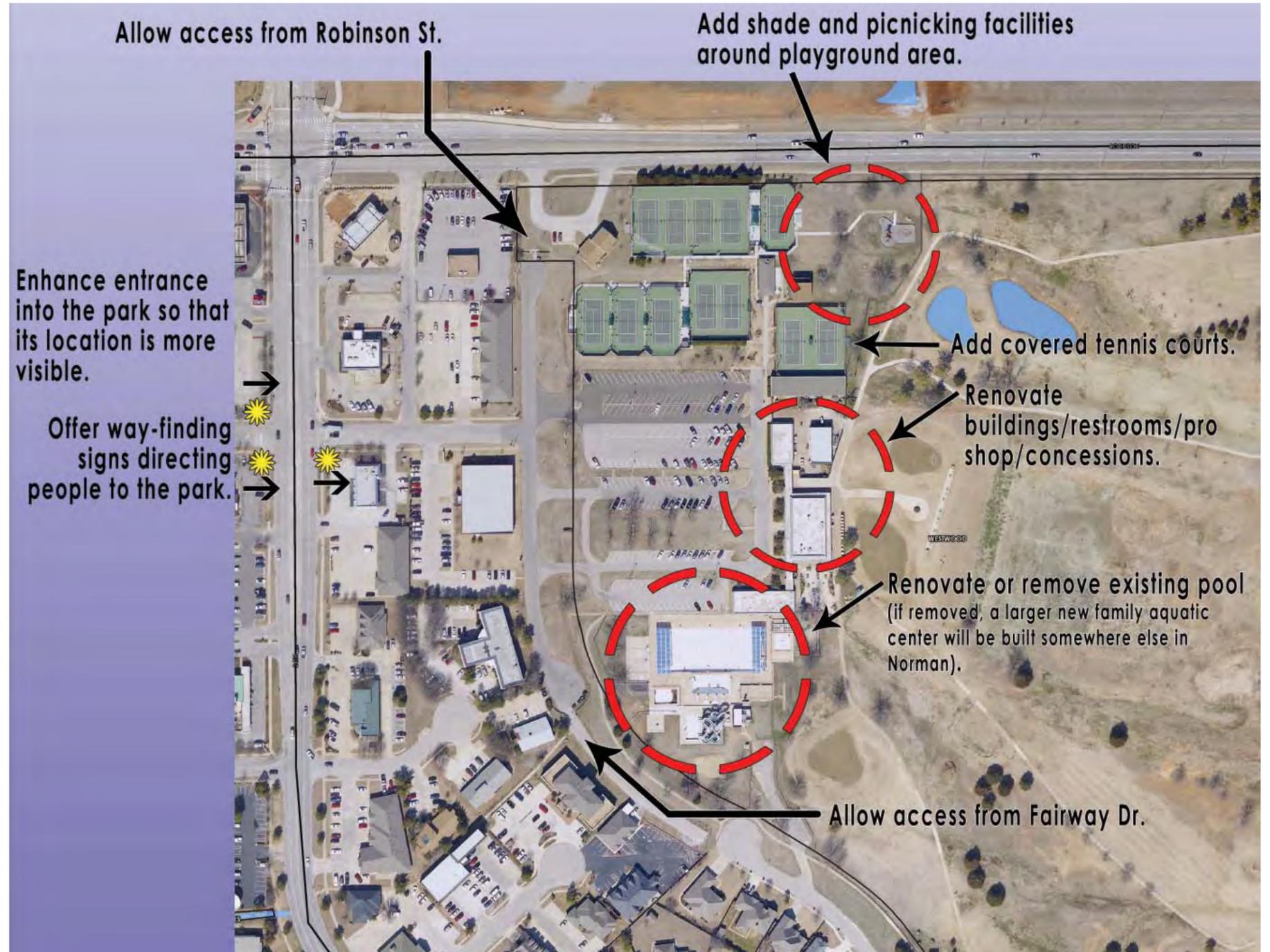
### Westwood Park Renovations

Renovations to Westwood Park include:

- ▶ Developing a four court covered complex adjacent to the existing tennis center
- ▶ Replacing fence around pool area
- ▶ Additional shade areas are need
- ▶ Adding way-finding and direction signage throughout the City, leading people to the park
- ▶ Renovating restrooms and golf pro shop
- ▶ Increasing access to park from Robinson Street

Replace or renovate the Westwood Pool. As part of that effort, develop a master plan for the remaining facilities in the park, including the Tennis Center and the Golf Course Clubhouse. Consider consolidating tennis center and golf course building in one building to create space for a two to four covered tennis court building. Consider also reconfiguring parking for greater efficiency and to create usable space.

Create a new entrance to the park from Robinson Street. Add features such as pavilions and a connection to the existing Robinson Street trail that also allows this park to serve as a neighborhood park for nearby residents. Add prominent public art pieces in this highly used park.





## A Legacy for the Next Generation

### The Strategic Parks and Recreation Master Plan for Norman

#### Action Plan 2010 - 2020

### Athletic Facility Recommendations

Priority	Action ID	Action	Need for this Action / Considerations	City Sector	Land in Acres		Estimated Cost Range		Type of Action	Potential Funding Mechanisms and Sources	Potential Time Frame
					Low	High	Low Range	High Range			
High	ATH - 1	<b>Griffin Park - Soccer and Football Improvements</b>	Additional field lighting, add supplemental fields, additional shade structures, update bleachers. Expand south of Robinson Street if possible.	Citywide - Regional	0	0	\$1,500,000	\$3,000,000	New Development / Renovation	By association, sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2012 - 2016
High	ATH - 2	<b>Reaves Park - Baseball and Softball Facility Improvements</b>	Field signage, replace/upgrade fencing, minor field regrading and reseeding as necessary, concession and restroom improvements, lighting improvements	Citywide - Regional	0	0	\$1,500,000	\$2,000,000	New Development / Renovation	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2012 - 2016
High	ATH - 3	<b>Westwood Park Tennis Center Improvements</b>	Develop 4 covered court complex adjacent to existing tennis center. Replace fencing, add additional shade areas	SE	0	0	\$2,000,000	\$2,500,000	New Development / Renovation	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2014 - 2018
<b>Estimated Expenditure by 2020 ( note that partner participation and grants may fund portions of the amounts shown)</b>					<b>0</b>	<b>0</b>	<b>\$5,000,000</b>	<b>\$7,500,000</b>			
<b>Estimated Expenditure Beyond 2020 ( note that partner participation and grants may fund portions of the amounts shown)</b>					<b>0</b>	<b>0</b>	<b>\$0</b>	<b>\$0</b>			

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## Development of New Parks

Norman currently has two large community parks that are undeveloped, Ruby Grant Park and Saxon Park. By developing these two parks, the City will be closer to reaching its target level of service for developed community parkland. Other new park development includes continuing to enforce the Parkland Dedication Ordinance so that neighborhood parks are required as new development occurs. Final new park development recommendations include developing the future potential parkland sites that are acquired as mentioned previously in this chapter.

## Develop Initial Phase of Ruby Grant Park

A master plan was done for this park in 2008, and awaits funding. Development of this park will include park signage, parking, trails, practice fields for soccer and baseball, signature pavilions, shade structures, regional cross-country competitive facility, lighting and park infrastructure. Consider incorporating future indoor recreation and indoor and/or outdoor aquatic facilities at this park. The estimated cost for construction of the initial phase is \$4 million to \$5.5 million. The proposed timeframe for construction is 2012 to 2014.



Images are for representation purposes only and may vary from actual design.





*Signature Pavilions*



*Innovative Playgrounds with Shade*



**Develop Initial Phase of Saxon Park**

Saxon Park is a large community park in the southeast sector of the City. Heavy growth is expected to occur in this portion of Norman. This community park will be significant in serving those residents.

Initial phase of development could include park signage, parking, trails, play areas, signature pavilions, picnicking areas, open play fields, a cross country course, and park infrastructure. The estimated cost of construction is \$2.5 million to \$4 million. The proposed timeframe is 2014 to 2018.

*Playgrounds with Shade*



*Trails*



*Fountains*



*Sand Volleyball*



*Benches*



*Covered Basketball Courts*



*Images are for representation purposes only and are pre-design. Actual amenities placed in Saxon Park may vary considerably.*





**Provide Minimal Improvements to the George M. Sutton Urban Wilderness**

The Sutton Wilderness is a unique nature preserve in the center of Norman. Minimal development is needed to this wilderness area which will allow access to all residents of Norman. Proposed development includes adding a park access area with expanded parking, additional park interpretative signs, trail connections and accessibility ramps to the existing trail system, and a nature center for environmental education programs.

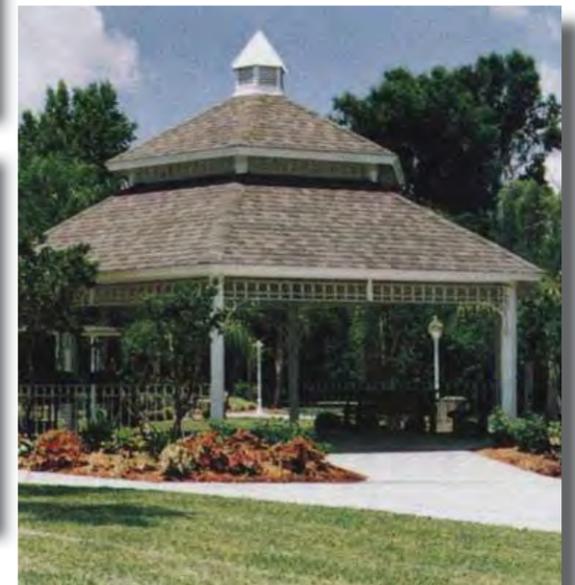
The estimated cost of development is \$500,000 to \$750,000. This development could be a potential candidate for sponsorships or grants to help fund a portion of the costs. The potential timeframe for development is 2015 to 2020.



**Construct Neighborhood Parks in Developing Areas**

Norman has a Parkland Dedication Ordinance which requires new developments to give land or a fee to be used for land purchase for the development of a park within that neighborhood. This ordinance has played a vital role in establishing a good system of smaller neighborhood parks throughout all of Norman.

New neighborhood parks should be at least three to five acres in size. Typical amenities will include playground areas, shade pavilion, picnic tables, BBQ grills, walking/jogging trails, drinking fountains, backstops, and open space for practice fields and unorganized play.



Typical amenities found in a neighborhood park



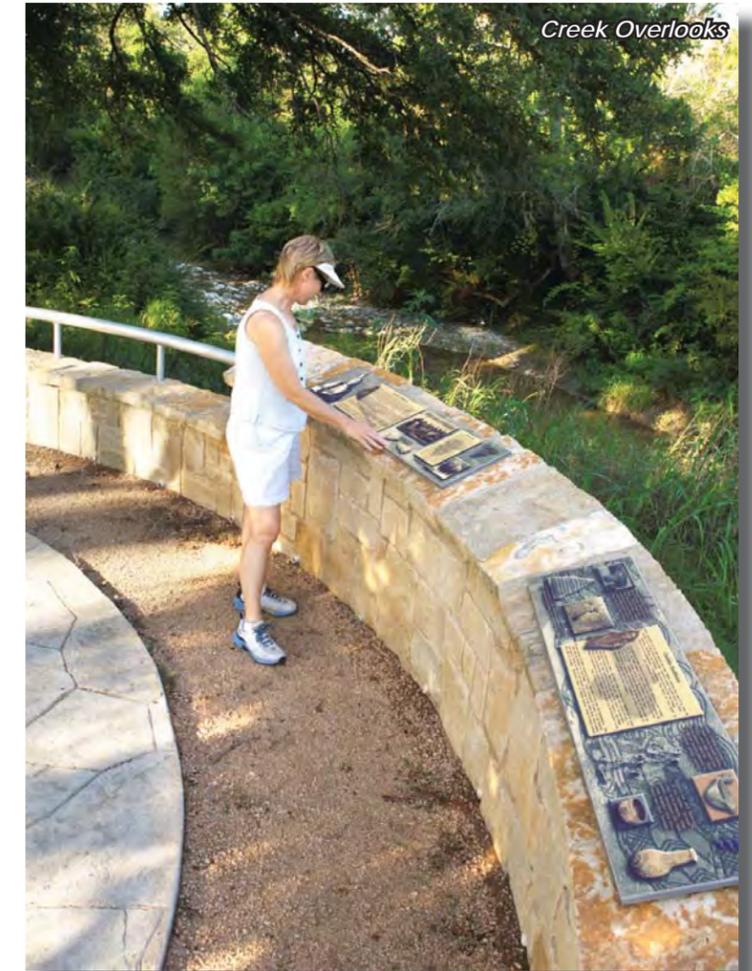


### Develop Initial Phase of Little River Greenway Nature Area

Assuming the Little River corridor is acquired and preserved for a linear/nature park, the initial phase of development is proposed for beyond the 2020 timeframe. The initial development will include park entry signs, parking, trail development, trail signs, interpretive facilities, play areas, shade pavilions and picnic tables, and overlook points or nodes along the creek. The estimated cost for development, not including the acquisition of the land, is \$2 million to \$4 million.



Nature Trails and Trail Heads



Creek Overlooks



Trails Signs



Interpretive Signs



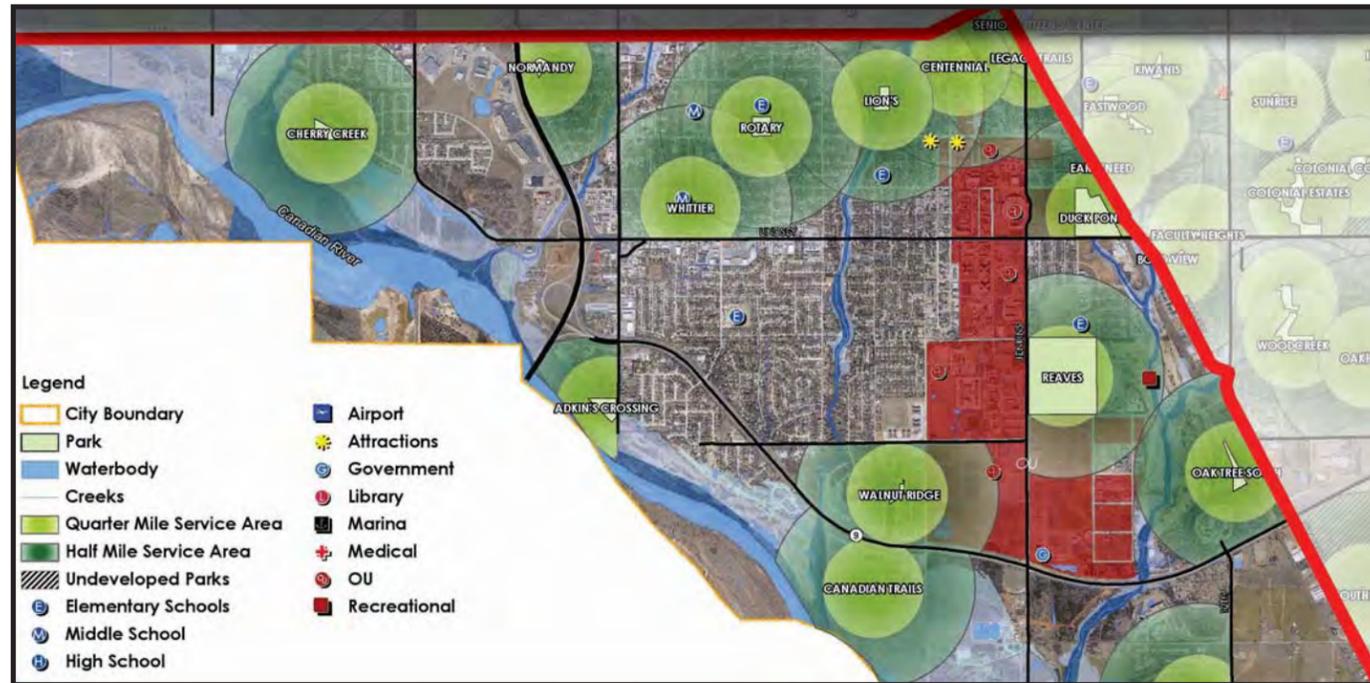
Benches and Trails Resting Points





### Develop Initial Phase of Southwest Community Park

The southwest sector of Norman does not have a community park and also has the least amount of parkland to serve those residents. After acquiring land for a community park, either along the Canadian River or elsewhere, the first phase of development will include park entry sign, parking, trails, play areas, shade pavilions with picnicking facilities, restroom facilities, and park infrastructure. The estimated cost of development is \$2.5 to \$4 million. The proposed timeframe for development is beyond 2020.



The southwest sector of Norman is underserved in terms of community parkland.



Images are for representation purposes only and are pre-design. Actual amenities placed in the community park may vary considerably.





## A Legacy for the Next Generation

### The Strategic Parks and Recreation Master Plan for Norman Action Plan 2010 - 2020

#### New Park Development Recommendations

Priority	Action ID	Action	Need for this Action / Considerations	City Sector	Land in Acres		Estimated Cost Range		Type of Action	Potential Funding Mechanisms and Sources	Potential Time Frame
					Low	High	Low Range	High Range			
High	PD - 1	<b>Develop Initial Phase - Ruby Grant Park</b>	Develop initial phase - include park sign, off-street parking, trails, practice fields for soccer and baseball, signature pavilion, shade structures, regional cross-country competitive facility, lighting and park infrastructure.	NW	0	0	\$4,000,000	\$5,500,000	New Development	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2012 - 2014
High	PD - 2	<b>Develop Initial Phase - Saxon Park</b>	Develop park entry, signs, parking area, access walks, play area, signature pavilion, picnic area, cross country course, open active play field, nature trails.	SE	0	0	\$2,500,000	\$4,000,000	New Development	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2014 - 2018
High	PD - 3	<b>Develop Initial Phase - Sutton Wilderness Addition</b>	Add park access area with parking, signage. Add trail connections to existing trail system. Potentially add a nature center structure.	Citywide - Regional	0	0	\$500,000	\$750,000	New Development	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2015 - 2020
High	PD - 4	<b>New Neighborhood parks in developing areas (Three)</b>	Develop initial basic facilities for neighborhood parks as area population grows. Funding for three new parks is included in this action. Include play area, shade pavilion, picnic tables, short walking trail segment.	Per sector as growth occurs	10	15	\$750,000	\$1,500,000	New Development	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2015 - 2020
<b>Estimated Expenditure by 2020 ( note that partner participation and grants may fund portions of the amounts shown)</b>					<b>10</b>	<b>15</b>	<b>\$7,750,000</b>	<b>\$11,750,000</b>			
Medium Term	PD - 5	<b>Develop Initial Phase - Little River Greenway Nature Area</b>	Develop initial phase - park entry, sign, parking infrastructure, trail development, trail signs, park interpretive facilities, play area, shade pavilions, overlooks and nodes.	Citywide - Regional	0	0	\$2,000,000	\$4,000,000	New Development	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	Beyond 2020
Medium Term	PD - 6	<b>Develop Initial Phase - Southwest Community Park</b>	Develop initial phase - park entry, sign, parking infrastructure, trail development, trail signs, park interpretive facilities, play area, shade pavilions, restroom facilities.	SW	0	0	\$2,500,000	\$4,000,000	New Development	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	Beyond 2020
<b>Estimated Expenditure Beyond 2020 ( note that partner participation and grants may fund portions of the amounts shown)</b>					<b>20</b>	<b>30</b>	<b>\$4,500,000</b>	<b>\$8,000,000</b>			

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# Alternative Funding Projects - Development of Legacy Park

Legacy Park is a master planned park in the northern part of the City. It will be funded and constructed as part of the University North Park TIF District. The City of Norman will not pay for the development of this park; however its construction is a high priority. It will provide significant parkland to the northern portion of Norman and have unique features that will attract all residents such as an amphitheater and large fountain.





## A Legacy for the Next Generation

### The Strategic Parks and Recreation Master Plan for Norman Action Plan 2010 - 2020

#### Alternative Funded Project Recommendations

Priority	Action ID	Action	Need for this Action / Considerations	City Sector	Land in Acres		Estimated Cost Range		Type of Action	Potential Funding Mechanisms and Sources	Potential Time Frame
					Low	High	Low Range	High Range			
High	AF - 1	<b>Develop Legacy Park</b>	Development of Legacy Park will be funded by the TIF Citywide, NE district. Development is a high priority. The park is designed and awaiting funding from the TIF to begin construction. This will be a significant park in this area and will offer amenities such as an amphitheater and fountain.	Citywide, NE	0	0	\$0	\$0	Development	TIF District. This park will not be funded by the City of Norman, however development is a high priority.	2010-2016
<b>Estimated Expenditure by 2020 ( note that partner participation and grants may fund portions of the amounts shown)</b>					<b>0</b>	<b>0</b>	<b>\$0</b>	<b>\$0</b>			

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 3. Cost include an annual 3% escalation factor. All costs shown are rounded to nearest \$50,000. Costs should be updated frequently as additional cost information becomes available.





## Chapter 9

# Implementation Plan



# Chapter 9

## Implementation Plan

### Introduction

The parks and recreation needs of Norman are described in the previous chapters of this report. This chapter recommends a series of actions to begin addressing those needs. These actions are recommendations to guide Norman Parks and Recreation Department staff and the City Council over the next five to ten years, and should be revisited and updated on a regular basis.

**Prioritization Criteria** - The recommended prioritization is based on information received from public input, as well as from the needs assessment formed from facility and acreage standards shown in Chapter 5. The criteria used to prioritize the park facility

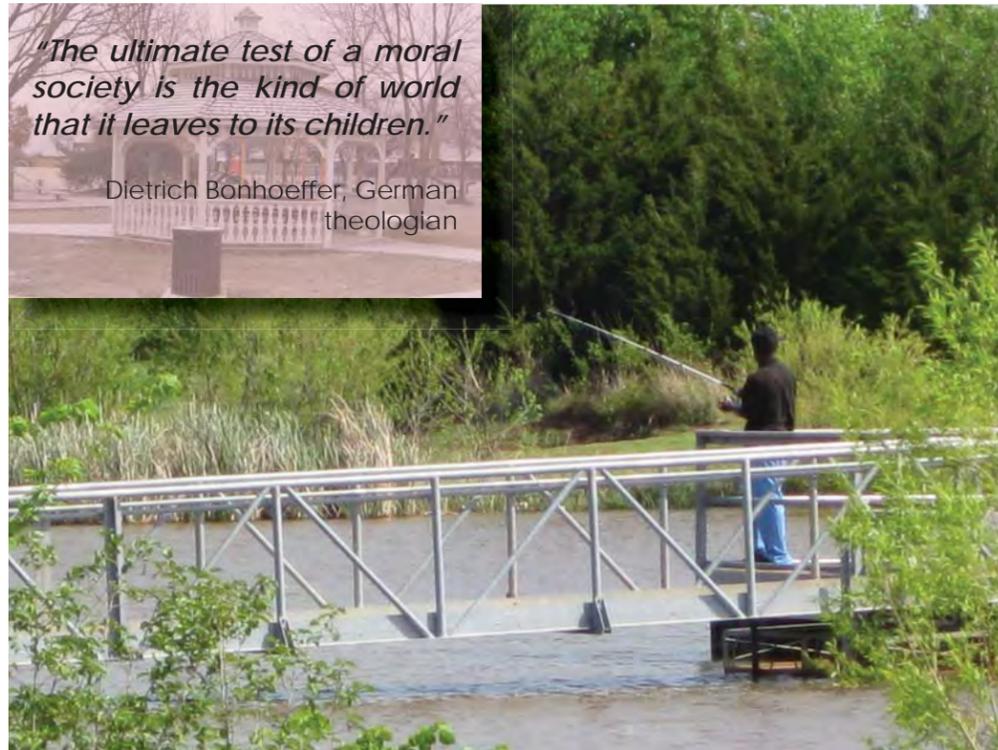
needs in Norman are as follows:

- ▶ Level of need based on citizen input from citywide surveys;
- ▶ Level of need based on direct citizen input from public comments;
- ▶ Level of need based on level of service based needs assessment; and
- ▶ Conditional assessment of existing park facilities in the City.

A summary of key priorities are shown in Table 9-1.

Needs meeting all of the criteria were ranked as very high priority elements and are to receive the highest level of attention over the next five to ten years. The top twelve priorities that the City of Norman should accomplish are (in order of highest priority):

Table 9 - 1 Summary of Priority Needs in Norman (ranked in order of highest priority)		
Additional Facilities Based on Survey Results		Additional Facilities Based on Public Meeting
<u>Mail-out Survey</u>	<u>Online Survey</u>	
<ol style="list-style-type: none"> <li>1. Develop New Trails</li> <li>2. Renovate Existing Parks</li> <li>3. Preserve Additional Open Space</li> <li>4. Indoor Recreation Center</li> <li>5. Develop Ruby Grant Park</li> <li>6. Indoor Aquatic Center</li> <li>7. Outdoor Aquatic Center</li> <li>8. Additional Athletic Fields for Every Day Use</li> <li>9. Additional High Quality Tournament Fields</li> </ol>	<ol style="list-style-type: none"> <li>1. Develop New Trails</li> <li>2. Renovate Existing Parks</li> <li>3. Preserve Additional Open Space</li> <li>4. Indoor Recreation Center</li> <li>5. Preserve Drainage Corridors</li> <li>6. Renovate Westwood Pool</li> <li>7. Develop Ruby Grant Park</li> <li>8. Indoor Aquatic Center</li> <li>9. Additional Athletic Fields for every day use</li> </ol>	<ol style="list-style-type: none"> <li>1. Indoor Aquatic Center</li> <li>2. Outdoor Aquatic Center</li> <li>3. Trails</li> <li>4. Develop Ruby Grant Park</li> <li>5. Renovate Westwood Park</li> <li>6. Open Space Preservation</li> <li>7. Renovate Existing Parks</li> <li>8. Indoor Recreation Center</li> <li>9. Develop Sutton Wilderness Nature Center</li> </ol>
Additional Facilities Based on Level of Service		Additional Facilities Based on Existing Condition
<ol style="list-style-type: none"> <li>1. Indoor Recreation Center</li> <li>2. Additional Open Space</li> <li>3. Football Fields</li> <li>4. Outdoor Aquatic Center</li> <li>5. Practice Fields</li> <li>6. Trails</li> <li>7. Playgrounds</li> <li>8. Picnic Facilities</li> <li>9. Splash Pads</li> </ol>		<ol style="list-style-type: none"> <li>1. Outdoor Aquatic Center (Westwood Pool)</li> <li>2. Indoor Recreation Center</li> <li>3. Neighborhood Parks</li> <li>4. Trails</li> <li>5. Playgrounds</li> <li>6. Picnic Tables</li> <li>7. Outdoor Volleyball Courts</li> <li>8. Soccer Fields</li> <li>9. Football Fields</li> </ol>





1. **Renovation of Existing Parks** - It is necessary for any city to maintain what already exists. Existing parks in Norman need subtle improvements that will greatly improve the overall image of each park and the system as a whole. The first phase of parks to be renovated is Andrews, Griffin, Reaves, Tulls, Northeast Lions, Little Axe, and Eastwood. The Monroe Elementary play area should be enhanced so that it becomes a true neighborhood/school park.
2. **Develop 3-4 Miles of Trails** - Trails were consistently ranked as a top priority by residents during the public input process. Trails should be constructed for walkers, runners, and bicyclists. Trail development has become a means of alternative transportation throughout the nation. Providing a citywide, interconnected trail system will allow residents to commute throughout all of Norman either by bike or on foot. Trails all over the City will allow residents to have a nearby place to walk or run for fun or to improve their fitness.
3. **Construct an Outdoor Family Aquatic Center** - Westwood Pool lacks amenities to serve as a significant aquatic draw. It has reached its expected life cycle and is physically dated. A new family aquatic center is proposed to replace Westwood Pool. Such a center could include amenities such as slides, a zero depth "beach" entry area, spraygrounds, a lazy river, diving and lap swimming areas, extensive shaded lounging areas, family changing areas, places for parties/special events, and improved concessions.
4. **Construct a State-of-the-Art Indoor Recreation Center** - Norman currently lacks a City-operated attractive indoor recreation center that can be used for fitness, exercise, and programming. The proposed indoor recreation center will be 60,000 to 80,000 square feet in size. It could offer amenities such as gymnasiums for basketball and volleyball, fitness and cardio equipment room, indoor walking track, meeting rooms, arts and crafts room, dance studio, locker and changing rooms, racquetball courts, climbing wall, and multi purpose rooms for programs. This is intended to be a multi-generational facility, and should have programs and space specifically marketed towards seniors. A potential future phase that includes an indoor aquatic component should be developed as the plan for the Center is created.
5. **Develop Initial Phase of Ruby Grant Park** - The development of this park will provide a significant community park in the northwest portion of Norman. Also this park is planned to have significant passive areas, and Norman currently has a deficit of passive parkland.

6. **Preserve as Open Space Sections of the Little River and Canadian River corridors** - Acquisition of lands along the Little River corridor and the Canadian River will help with flood control and provide opportunities for nature preserves. The public input process pointed out that residents want more of a balance between active parks and passive parks. Acquiring lands for nature preserves will address this need. Human access will be carefully placed to allow residents to experience these natural areas in a manner that allows wildlife to continue to flourish.
7. **Enhance Griffin Park** - Griffin Park is Norman's signature athletic complex. However, to continue to attract tournaments across Oklahoma and the US, the park needs improvements and enhancements. These include improving park areas around the soccer and baseball facilities, providing additional facilities for football, improving the trail and looping it throughout the park, providing covered spectator seating, offering additional playgrounds, and connecting the trail to the Sutton Wilderness.
8. **Enhance Reaves Park** - Similar to Griffin Park, there are enhancements needed at Reaves Park so that it continues to be a well used community park in Norman. These enhancements include improved lighting, improved restrooms, improved walking trail, continued renovations to athletic fields, and replacing older picnic facilities and park fencing. Consider developing a long range master plan for the park to guide the placement of improvements.
9. **Construct an Indoor Aquatic Center** - In order for an indoor aquatic center to be financially and operationally viable, it should be a component of either a larger outdoor aquatic center or an indoor recreation/fitness center such as the one proposed earlier. This indoor aquatic center can provide a place for swim meets and competitive swim team practice, as well as offer programs such as year-round swim lessons, lap swimming for fitness and therapeutic water aerobics.
10. **Master Plan and Develop the Initial Phase of Saxon Park** - Similar to developing Ruby Grant Park, the development of Saxon Park will provide a community park to the southeastern portion of Norman. This park is also planned to contain passive amenities and provide open space.
11. **Renovate Westwood Park** - Besides replacing the existing pool, which is recommendation #3, there are other renovations and enhancements that are needed in Westwood Park. These

primarily include improvements to the Tennis Center and constructing a covered tennis court complex. Other improvements include providing way-finding signs that direct people to the park, enhancing the park entrance off 24th Avenue, allowing access from Robinson Street or Fairway Drive, adding shade and picnic facilities around the playground area, and renovating the existing restrooms and the golf pro shop building.

12. **Enhance New Neighborhood Parks in Developing Areas** - As the population of Norman grows, the Parkland Dedication Ordinance is vital to the development of neighborhood parks. Future neighborhood parks should be in central locations of those neighborhoods, should be at least three to five acres in size, and should include features such as additional shade pavilions, picnic tables, walking trails, playgrounds with shade, and open space play areas.

## Action Plan

The Action Plan on the following page recommends the basic actions and tasks required in order for the City of Norman to reach the target goals for the parks and recreation system. It maps out the immediate tasks at hand, together with the costs attached. Consider the following notes when reviewing the Action Plan:

- ▶ **Sequence** - The sequence is based directly on the recommended importance and need for each action. However, some actions may take longer to occur. In that case, other actions may be easier to accomplish sooner, but should not diminish the need for the higher priority actions.
- ▶ **Funding Possibilities** - The sale of certificates of obligation may generate funding. The Action Plan is a guide, but may vary as specific needs or opportunities occur within the City. Other potential funding sources are noted but are not secured. Rather, they should be considered as possibilities to also pursue.
- ▶ **Projected Costs** - The projected costs per project are intended to establish an order of magnitude cost range. These estimates are made prior to any designs or detailed concepts being developed, and will vary as more detailed design occurs.
- ▶ **Suggested Timeframe** - The projected timeframes are approximate and are intended to establish a sequence for all actions.





**A Legacy for the Next Generation**  
The Strategic Parks and Recreation Master Plan for Norman  
Action Plan 2010 - 2020

Key Recommendations - 2010 to 2020

Priority	Action ID	Action	Need for this Action / Considerations	City Sector	Land in Acres		Estimated Cost Range		Type of Action	Potential Funding Mechanisms and Sources	Potential Time Frame
					Low	High	Low Range	High Range			
Very High	R - 1 to 8	<b>Renovation of key existing parks</b>	Renovate eight key parks in the system, including Andrews, Griffin, Reaves, Tulls, Northeast Lions, Little Axe, and Eastwood. Also enhance Monroe Elementary play area to become a true neighborhood/school park. Renovations to all parks include signs, entrance features, trails, pavilions and play features.	All Sectors	0	0	\$3,000,000	\$6,000,000	Renovation	Sales tax revenue, certificates of obligation, general obligation bonds, revenue bonds, parkland dedication fees, naming rights, sponsorships, grant opportunity	2010 - 2015
Very High	T - 1	<b>Trail Development (Citywide) - develop 3 to 4 miles of new trails for bicyclists, walkers and joggers</b>	Develop new trail segments throughout the City for bicyclists, runners, walkers.	Citywide - Regional	25	50	\$3,500,000	\$5,000,000	New Development	Donation of land, sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2010 - 2020
Very High	A - 1	<b>Replace Westwood Pool with a new Family Aquatic Center</b>	Existing pool is dated and lacks facility to serve as significant regional aquatic draw. Planning, design and construction for replacement will require two to three years. Include water play area, zero entry "beach", slides, lazy river component and outdoor lap pool. Plan for future outdoor phase expansion. Consider adding indoor pool phase if feasible.	Citywide - Regional	10	20	\$6,000,000	\$12,000,000	Development	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2010 - 2015
Very High	I - 1	<b>Develop a new state-of-the-art indoor recreation center in a regional location</b>	Develop 60,000 to 80,000+/- sf facility. Include gym with 2+ courts, fitness and cardio component, indoor walking track, meeting rooms, arts and crafts, dance studio. Include a senior center as an added component of the center. Plan for indoor aquatic component as future phase.	Citywide - Regional	20	30	\$12,000,000	\$16,000,000	Development	Sales tax revenue, certificates of obligation, revenue bonds, general obligation bonds, naming rights, sponsorships, grant opportunity	2012 - 2016
Very High	PD - 1	<b>Develop Initial Phase - Ruby Grant Park</b>	Develop initial phase - include park sign, off-street parking, trails, practice fields for soccer and baseball, signature pavilion, shade structures, regional cross-country competitive facility, lighting and park infrastructure.	NW	0	0	\$4,000,000	\$5,500,000	New Development	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2015 - 2020
Very High	R - 1	<b>Acquire floodplain lands for Canadian River Park and Little River Corridor Preserve</b>	Acquire floodplain lands for linear park and open space preserve. Acquisition may range from no cost donation to fee simple purchase, or may consist of acquiring access easement and development rights.	Citywide - Regional	50	200	\$0	\$5,000,000	Acquisition	Donation of land, sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2010 - 2020
<b>Estimated Total Cost - Very High Priority Items ( note that partner participation, donations and grants may fund portions of the amounts shown)</b>					<b>105</b>	<b>300</b>	<b>\$28,500,000</b>	<b>\$49,500,000</b>			
High	ATH - 1	<b>Griffin Park - Soccer and Football Improvements</b>	Additional field lighting, add supplemental fields, additional shade structures.	Citywide - Regional	0	0	\$1,500,000	\$3,000,000	New Development / Renovation	By association, sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2014 - 2016
High	ATH - 2	<b>Reaves Park - Baseball and Softball Facility Improvements</b>	Replace fencing, minor field regrading, concession and restroom improvements, lighting improvements.	Citywide - Regional	10	15	\$1,500,000	\$2,000,000	New Development / Renovation	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2014 - 2018
High	A - 2	<b>Develop indoor aquatic center - include competition pool, indoor water play area</b>	Provides expanded capacity for fitness and competitive swimming. Develop as partnership with Norman Public Schools. <u>Develop as component of indoor recreation facility.</u>	Citywide - Regional	0	0	\$8,000,000	\$12,000,000	Development	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity. Consider school district participation.	2015 - 2020
High	PD - 2	<b>Develop Initial Phase - Saxon Park</b>	Develop park entry, signs, parking area, access walks, play area, signature pavilion, picnic area, cross country course, open active play field, nature trails.	SE	0	0	\$2,500,000	\$4,000,000	New Development	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2015 - 2020
High	ATH - 3	<b>Westwood Park Tennis Center Improvements</b>	Develop covered 4-court complex adjacent to existing tennis center. Replace fencing, add additional shade areas.	SE	0	0	\$800,000	\$1,500,000	New Development / Renovation	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	2015 - 2020
High	PD - 3	<b>Enhance new Neighborhood parks in developing areas (Three to Five)</b>	Enhance neighborhood parks as area population grows. Funding for three new parks is included in this action. In key area parks, add features beyond play area, such as additional shade pavilions, picnic tables, walking trail.	Per sector as growth occurs	10	15	\$1,000,000	\$1,500,000	New Development	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity	Ongoing
<b>Estimated Total Cost - Very High Priority Items ( note that partner participation, donations and grants may fund portions of the amounts shown)</b>					<b>10</b>	<b>15</b>	<b>\$15,300,000</b>	<b>\$24,000,000</b>			
<b>Estimated Total Cost 2010 to 2020 ( note that partner participation and grants may fund portions of the amounts shown)</b>					<b>215</b>	<b>595</b>	<b>\$43,800,000</b>	<b>\$73,500,000</b>			

1. Note: Costs shown are order of magnitude estimates prior to any concept or design, and will vary as site selection and more detailed design occurs. List is for guidance in planning, and not all items may be implemented. Grants and donations may reduce the cost of each item.  
 2. Land costs, if shown, are general estimates intended to establish allowances and will vary. Land costs are estimated to be between \$25,000 and \$75,000 per acre.  
 3. Cost include an annual 3% escalation factor. All costs shown are rounded to nearest \$50,000. Costs should be updated frequently as additional cost information becomes available.





## Funding Strategies for Recommendations

A large amount of funding is required to accomplish the goals of the Action Plan; but with a vision, commitment, and a concerted effort to secure funding from available sources, many of the recommendations can be accomplished. The very purpose of the Parks and Recreation Master Plan is to provide the City of Norman with the vision to motivate the citizens of Norman to support, participate and collaborate with park development and recreation programs.

Different parks and pathways will require different funding strategies. While improvements to existing parks and most trails can be built with local funds, other park, open space, and large facility projects may be able to contend for federal and state funds. This section provides brief descriptions of these funding implementation assistance opportunities.

## Key City Generated Funding Sources

**General Fund Expenditures** – General fund expenditures are primarily used for improvements to existing parks and facilities. Some funding should be set aside annually to cover capital costs. Norman currently has a minimum of \$500,000+ set aside annually for improvements.

**Sales Tax Revenue** – A special sales tax is highly recommended as the preferred vehicle for improving parks in Norman. Benefits of a one-time, special sales tax is that it is specifically targeted and can have a specific target expiration date. At the current pace of retail sales in Norman, each half cent sales tax generates approximately \$6,000,000 in revenue for the City of Norman on an annual basis. Over a five year span, the revenue generated could renovate or improve many park facilities in Norman. If approved by the voters of Norman, the sales tax could then be reduced to a ¼ cent, but left in place to continue to improve and maintain Norman Parks. This tax matches citizen desires to provide excellent quality of life features in the City.

**Bond Funds** – It is recommended that the City consider a bond program to support park and facility developments within the next five years.

**Park Facility Funding through a Parkland Dedication and Parkland Development Ordinances** – Continue the implementation of the Parkland Dedication and Parkland Development Ordinances so that they provide some lands and funding for the development of neighborhood parks throughout the City. Partnering with developers and private land owners is frequently possible as land is developed in Norman through the Parkland Ordinances. These ordinances provide a vehicle for development of parks, open spaces, and trails as land is developed in Norman. The City should work together with the developer to create non-motorized corridors, which will connect the new neighborhood to adjacent or future neighborhoods, schools, and other key destinations; and be beneficial to both the developer and the citizens of Norman. Monitor the parkland development fee amount (currently \$200 per unit) and consider increasing it if needed to keep up with inflation and increasing park development costs.

## Key Grant Funding Sources

Grants can provide a significant source of additional funding for parks, but should not be considered as the primary source for park construction.

**Oklahoma Department of Commerce** - Funding opportunities are divided into three categories: Human Development Program Funding, Energy-Related Funding and Community Development Block Grants. Within the Human Development Program Funding, there are three programs that qualify for grant funding. One of the programs is the Multipurpose Senior Center Program. This program offers grant funding to improve or construct a community facility that provides health, social and nutritional group activities for senior citizens over the age of 60.

**Land and Water Conservation Fund (LWCF)** - This fund is divided into two funding categories, state grants and federal acquisition. The state grants are distributed to all 50 states, DC and other territories based on factors such as population. State grant funds can be used for park development and for acquisition of parkland or easements. Oklahoma’s allocation of LWCF funds is a 50/50 matching grant reimbursement. Norman has applied for and received several rounds of funding through LWCF.

**Urban Park and Recreation Recovery Act (UPARR)** - Funding for UPARR is currently not available. Typically this funding source has supported traditional parks rather than linear parks.

**Oklahoma Recreational Trails Program** - This state-administered, federal-aid program is included in the SAFETEA-LU funding. This is a reimbursement grant program to be used on recreational trails and trail-related projects such as maintenance, restoration, land acquisition for trails, construction of new trails, construction of trail access for persons with disabilities and development of trail heads. The development of the Little River corridor trail may be an ideal candidate for an enhancement grant application. The City should budget for a local 20% match. Norman has applied for and received matching funds from this program.

**Statewide Transportation Enhancement Program** - This program provides monetary support for transportation activities designed to strengthen the cultural, aesthetic and environmental aspects of the transportation system. Funding is on a cost reimbursement basis and projects selected are eligible for reimbursement of up to 80% of allowable costs. The City of Norman has worked with these funds for parks, public works and transportation projects.

**Environmental Protection Agency** - The EPA can provide funding for projects with money collected in pollution settlements, or with funding targeted at wetland and habitat preservation or reclamation.

**Foundation and Company Grants** - These can assist in direct funding for projects, while others exist to help citizen efforts get established with small seed funds or technical and publicity assistance.

**Grants for Greenways** - This is an annual grant program that is designed to help establish a national network of greenways. Grants can be used for mapping, ecological assessments, surveying, design activities, developing brochures and interpretative displays, building pedestrian bridges, or planning bike paths. Grants range from \$500 to \$2,500 and the deadline is June 30 each year.

**Safe Routes to School** - This is a federally funded reimbursement program which allows State Departments of Transportation to administer the





program. The purpose of the program is to encourage children to walk or bike to school, including those with disabilities, by promoting safer and more appealing routes and transportation alternatives. Qualified reimbursement projects can include improving sidewalks, traffic calming and speed reduction improvements, pedestrian and bicycle crossing improvements, on-street bicycle facilities, off-street bicycle and pedestrian facilities, secure bicycle parking facilities, and traffic diversion improvements. Norman is currently involved with two of these grants and potentially applying for more in the future.

**Partnering with Volunteer Groups** - Partnering with volunteer groups can be helpful when constructing nature, bike and equestrian trails. Their efforts can be used as part of the required match for the Recreational Trails Program. There are a variety of sources for volunteers including user groups, local residents, corporate community service initiatives, and business and civic support groups. Norman Parks and Recreation Department has a long history of using organized volunteers for labor on many projects.

## Policies and Ordinances

**Parkland Dedication Ordinance** - Norman currently has a Parkland Dedication Ordinance and Parkland Development Ordinance which have been vital in the creation of the neighborhood park system throughout the City. These ordinances should continue to be enforced.

**Landscaping Ordinance** - Consider establishing a landscaping ordinance that will contribute to new beautification efforts throughout the City.

**Joint Planning with Norman Public Schools** - Establish joint planning review sessions with Norman Public Schools to allow for coordination of facilities and possible pooling of resources for a partnership in acquiring land for schools and parks.

**Norman City Council** - City staff should provide presentations of

significant changes in the Master Plan and provide brief summaries of annual updates to the documentation. Currently City staff provides a five year Capital Improvement Plan (CIP) to Council. The updates to the Master Plan will provide the City Council with comprehensive information to assist with development decisions and updating the annually presented CIP.

## Plan Updates

The Norman Parks and Recreation Master Plan is a guide to be used by the Norman Parks and Recreation Department to address system needs over the next five to ten years. However, during that timeframe there will be changes that occur. The area population may increase more rapidly than projected; the community may indicate a special need for a facility not listed in the recommendations; or development of some of the recommendations listed in this master plan will occur.

A review and update of this master plan by City staff should be conducted on an annual or biannual basis or when a significant change does occur. These updates can be published in short report format and attached to this master plan for easy use. Four key areas for focus of these periodic reviews are as follows:

**Facility Inventory** - An inventory of new or updated city owned facilities should be recorded. This inventory should also mention any significant changes or improvements to Norman Public Schools' parks, county parks, state parks or major private facilities that could influence recreation in Norman.

**Public Involvement** - As mentioned previously, this Master Plan reflects current population and attitudes expressed by the citizens of Norman. However, over time those attitudes and interests may vary as the City changes. Periodic surveys are recommended to provide a current account of the attitudes of the citizens and to provide additional direction from the public on issues that may arise. In order to make an accurate comparison of the changes in attitudes, it is recommended that future surveys include similar questions to those included in this Master Plan.

**Facility Use** - Facility use is a key factor in determining the need and renovation of additional facilities. Updates on league participation and recreation center participation should be incorporated each season with data from each association. Most associations already present this information to the Park Board every year. Changes in participation of those outside the city limits, as well as the citizens of Norman, should also be recorded.

**Action Plan** - As items from the action plans in this document are implemented updates should be made to the prioritized list to provide a current schedule for City staff and elected officials.

## Operation and Maintenance

With the recommendations of additional parks, recreation facilities and trails, it should be recognized that additional manpower is needed for the required maintenance of these various projects. The number of additional staff needed to attend to these proposed facilities will vary depending on the use of these facilities. The provision of adequate staffing must be included as each facility is developed or the facility should not be built.

As the park system grows, additional maintenance resources should be provided to the Parks and Recreation Department. This includes new mowing and transporting equipment, as well as park maintenance staff. Over the next ten years, as new facilities are added, park maintenance staff should grow, as a minimum, at the same rate. Operation and maintenance needs and budgets are discussed below.

The current and past parks and recreation operation and maintenance budgets are in Table 9 - 2 on the following page. For fiscal year 2009, Norman's Parks and Recreation Budget is 8.7% of the City's general fund. Of the total budget, the Parks portion of the budget is only 4.3% of the total overall City's general fund. The Recreation portion is 2.3% of the overall City's general fund. The Westwood Park Enterprise Fund is 2.1% of the City's general fund.





Table 9 - 2 Norman Parks and Recreation Budget			
	Fiscal Year 2007	Fiscal Year 2008	Fiscal Year 2009
Total General Fund Budget	\$62,636,064	\$69,332,742	\$71,459,701
Parks Budget	\$2,915,446	\$3,077,281	\$3,052,749
Recreation Budget	\$1,556,605	\$1,541,537	\$1,672,712
Westwood Park Enterprise Fund	\$1,396,219	\$1,483,735	\$1,487,230
Total Parks and Recreation Budget	\$5,868,270	\$6,102,553	\$6,212,691
Percent of General Fund	9.4%	8.8%	8.7%
Excluding Westwood Park Enterprise Fund	\$4,472,051	\$4,618,818	\$4,725,461
Percent of General Fund excluding Westwood	7.1%	6.7%	6.6%

Norman was compared to the benchmark cities determined by the Master Plan Steering Committee, City staff, and the consultant team in terms of expenditures for parks and recreation on a per capita basis. \$55.30 per capita is budgeted for parks and recreation in Norman. Norman is ranked ninth out of the ten cities in terms of the per capita dollars that are budgeted for parks and recreation. Tulsa, Oklahoma was the only benchmark city that spent less per capita on parks and recreation.

Table 9 - 3 Comparison of Park and Recreation Expenditures			
City	Population	Budgeted Park and Recreation Expenditures	Per Capita Expenditures
Boulder, CO	103,114	\$25,430,180	\$246.62
Columbia, MO	96,093	\$12,679,649	\$131.95
College Station, TX	90,897	\$9,187,624	\$101.08
Denton, TX	120,126	\$10,436,223	\$86.88
Topeka, KS	122,113	\$9,862,463	\$80.77
Waco, TX	113,726	\$9,111,574	\$80.12
Lawrence, KS	90,866	\$6,991,479	\$76.94
Edmond, OK	83,259	\$4,929,536	\$59.21
<b>Norman, OK</b>	<b>112,345</b>	<b>\$6,212,691</b>	<b>\$55.30</b>
Tulsa, OK	388,000	\$18,179,000	\$46.85

**Park Maintenance Requirements** – On a system-wide basis, Norman’s 29 Park Maintenance staff members average approximately 23.7 acres per employee. As large additional parks at Ruby Grant and Saxon are developed, and if greenbelt corridors along the Little River and the Canadian River are preserved, additional maintenance staff will be required. For the two larger parks, a minimum of two to four new park positions should be considered. For the larger greenbelts, one staff member per greenbelt is recommended for maintenance. The larger greenbelt parks will also challenge the City’s patrolling capabilities, and one to two park ranger positions should be considered to enhance security in those parks and in Sutton Wilderness.

Table 9 - 4 compares Norman and the other benchmark cities in terms of department staff personnel to the total developed park acreage. This comparison provides a better understanding of the amount of acres the department staff is responsible to maintain. Norman is average when it comes to developed park acres per staff member, ranking sixth out of the ten cities. This shows there currently is not a major lack of park maintenance staff. However when the larger community parks such as Ruby Grant and Saxon are developed, this ratio of developed park acreage to staff members should be re-evaluated and additional park maintenance staff will need to be added.

Table 9 - 4 Department Personnel Comparisons				
City	Budgeted Park and Recreation Expenditures	Total Developed Park Acreage	Number of Department Personnel	Total Dev. Park Acres/Staff Member
Columbia, MO	\$12,679,649	2,101.00	43.5	48.30
Tulsa, OK	\$18,179,000	5,636.64	166.6	33.83
Lawrence, KS	\$6,991,479	1,309.40	71.78	18.24
Topeka, KS	\$9,862,463	1,330.00	95.75	13.89
Edmond, OK	\$4,929,536	550.55	40	13.76
<b>Norman, OK</b>	<b>\$6,212,691</b>	<b>688.30</b>	<b>63</b>	<b>10.93</b>
Denton, TX	\$10,436,223	1,209.86	124.31	9.73
College Station, TX	\$9,187,624	1,149.04	133	8.64
Waco, TX	\$9,111,574	892.95	142.7	6.26
Boulder, CO	\$25,430,180	800.00	146.99	5.44

**Near-Term Implementation Actions** – Some additional detail is required to provide Norman residents with specifics on actions to be funded by bonds or sales tax mechanisms. The following near-term actions and potential costs associated with each action on shown in Table 9-5 on the following page.





Table 9 - 5 Near-Term Park Master Plan Implementation Actions			
Action	Projected Cost Range	Responsibility	Time Frame
1 Conduct feasibility review for improvements or replacement facility for Westwood Pool. Include master plan for Westwood Park to consider impact on area around pool.	\$25,000 to \$40,000	Parks & Recreation Department	Within 6 to 12 months
2 Identify bond fund capacity for park improvements permitted by temporary 1/4-cent to 1/2-cent sales tax.		Parks & Recreation Department, Finance, City Managers Office	Within 6 months
3 Conduct survey to determine specific features for selected projects. Develop detailed cost estimates for selected projects.	\$10,000 to \$15,000	Parks & Recreation Department, Finance, City Managers Office	Within 6 months
4 Identify most likely and actively pursue park improvements and trail development grant opportunities. Identify source of funds for locally required match.	\$0 to \$10,000 (for external grant assistance if required)	Parks & Recreation Department	Ongoing over next 6 to 12 months
5 In conjunction with Norman Public Schools, develop plan and identify funding source for school park at Monroe Elementary.		Parks & Recreation Department	Within 12 months
6 Coordinate with Greenway Master Plan to identify key immediate trail expansion routes. Develop cost projections for next routes.	\$10,000 to \$20,000 (for master planning and cost estimate preparation if needed)	Parks & Recreation Department	Within 12 months
7 Develop detailed list and cost of near-term improvements to existing city parks.	To be determined	Parks & Recreation Department	Within 12 to 24 months
8 Prepare master plan for Saxon Park to determine short-term and long-term actions on the park site.	\$25,000 to \$50,000	Parks & Recreation Department	Within 24 months
9 Conduct detailed feasibility study for a phased recreation and aquatic center to determine size, location, operational costs, potential revenue, and membership cost ranges.	\$50,000	Parks & Recreation Department	Within 24 months



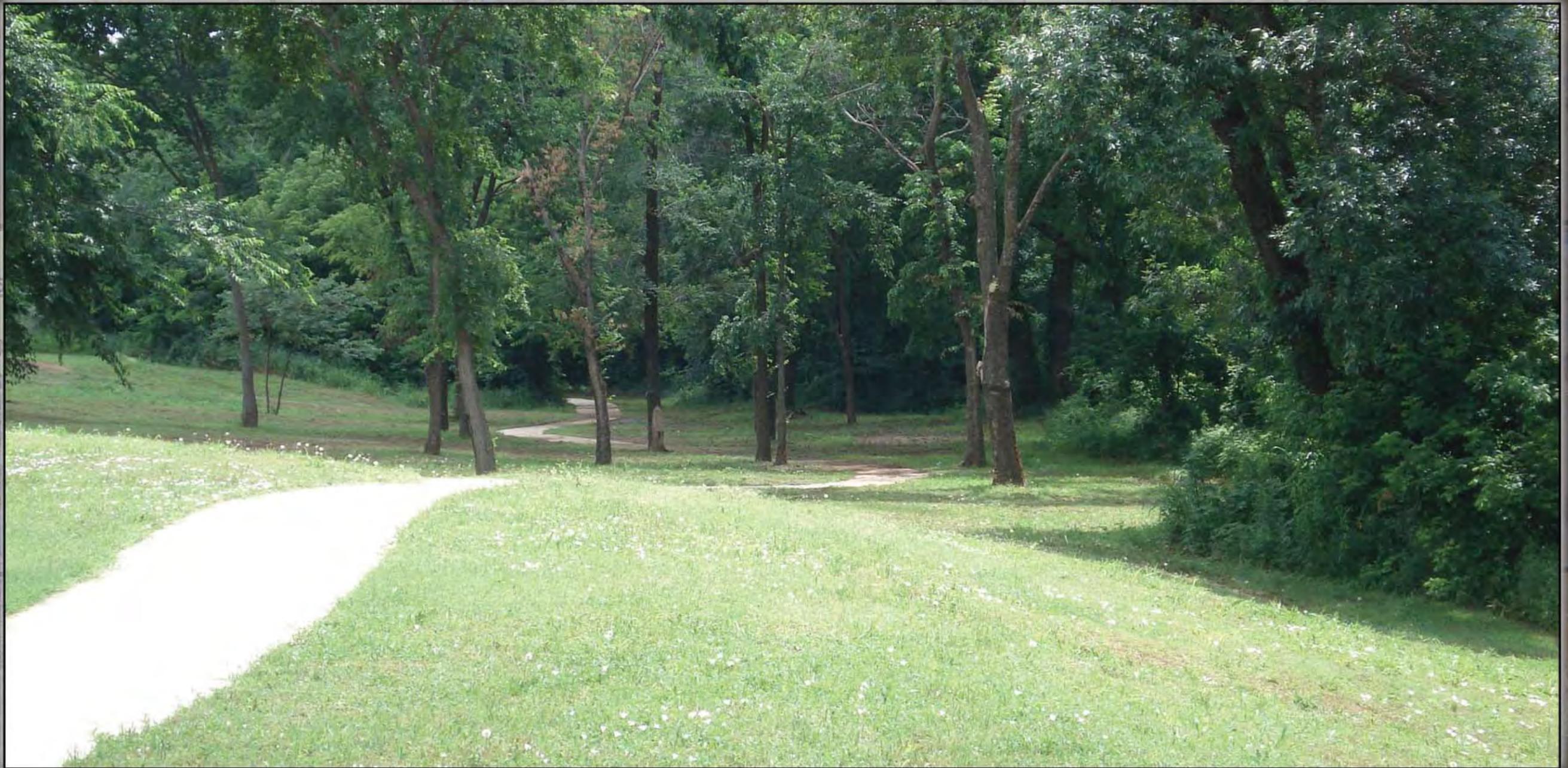


## **Conclusion - A Legacy for the Next Generation**

Norman has an excellent parks system, with very good access to parks found throughout the City. At one time, many in Oklahoma considered the Norman Parks and Recreation System to be among the best in the State, if not the best. However, many park facilities throughout the City are now aging and are in need of updating. Furthermore, the centerpieces of recreation and quality of life in the City, the indoor recreation centers at the 12th Avenue Center, Whittier and Irving Middle Schools and the City's one pool at Westwood Park, are very dated and not able to adequately serve the City's growing and active population. The availability of indoor swimming facilities, beyond those offered by the YMCA, is in question as the University of Oklahoma considers developing new facilities with limited general public or league access. Finally, a surging desire to have more trails and passive natural preserves throughout the City is an ever increasing priority for many residents of Norman.

With anything that is built, normal deterioration and aging takes place over time, and eventually everything must be renovated or replaced. Park facilities are no different, except that somehow we believe that since many recreation facilities are outdoors they do not really need to be repaired or improved. That is not the case, and the time has come to renovate and improve many aspects of Norman's parks and recreation system.

Parks in Norman are owned by the residents of the City. As such, the parks, trails, buildings and programs offered by the City of Norman should reflect what they want to see built and offered. When considering how to renovate Norman's parks, a unique opportunity arises. Norman has the chance to create the parks, trails, pools and unique open spaces that will become the legacy left by this generation for the next generation of Norman residents. Those future Norman residents, now only children or perhaps not even born yet, can find a City that has great parks, beautiful trails, many natural open space preserves, ponds and water features everywhere, and a variety of facilities that satisfy many different types of recreation activities. This master plan provides the road map to create that "Legacy for the Next Generation."



# Appendix

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# Survey Results

## 2009 NORMAN PARKS & RECREATION MAIL SURVEY CUMULATIVE RESULTS

PROJECT 122220081      RAYMOND TURCO & ASSOCIATES      JULY 2009

Instructions: Read each question and check the box that is closest to your opinion. Check only one box per question unless instructions say "Check all that apply." If you do not have an opinion, do not check any box. When completed, mail it in the enclosed envelope to: Raymond Turco & Associates, 2009 Norman Parks and Recreation Needs Assessment Survey, PO Box 1124, Norman, OK, 73070 by May 15, 2009. Should you have any questions, or need an additional copy of the survey, please contact The Norman Parks and Recreation Department at (405)366-5472. Thank you.

**Sex and age of individual(s) completing survey:**

Male (Question 1a)			
	Under 35 years . . . . .	18%	
	36 - 45 YEARS . . . . .	15%	
	46 - 55 YEARS . . . . .	24%	
	56 - 65 YEARS . . . . .	22%	
	OVER 65 YEARS . . . . .	22%	
Female (Question 1b)			
	Under 35 years . . . . .	21%	
	36 - 45 YEARS . . . . .	18%	
	46 - 55 YEARS . . . . .	23%	
	56 - 65 YEARS . . . . .	18%	
	OVER 65 YEARS . . . . .	20%	

**2. Length of residence in Norman:**

	Under 1 year . . . . .	1%
	1 - 3 Years . . . . .	7%
	4 - 7 YEARS . . . . .	10%
	8 - 10 YEARS . . . . .	10%
	11 - 20 YEARS . . . . .	20%
	More than 20 years . . . . .	52%

**3. Do you have any children under the age of 18 living in your home: (if yes, check each box that applies)**

	No children . . . . .	64%
	Under 6 . . . . .	16%
	6 - 12 . . . . .	15%
	13 - 18 . . . . .	14%

**4. Do you own or rent your primary residence?**

Own . . . . .	92%
Rent . . . . .	8%

**5. Regarding the University of Oklahoma, check the boxes that best apply to you.**

Student . . . . .	4%
Staff member . . . . .	7%
Faculty member . . . . .	7%
Child attends OU . . . . .	6%
Alumni . . . . .	45%
Not associated with OU . . . . .	40%

**6. Please list one or two parks that you most frequently visit.**  
Andrews (57%), Reaves (47%), Lions (21%), Griffin (8%), Brookhaven (7%), Westwood (3%)

**7. What would you say is the biggest reason you visit those parks?**  
Events/concerts/festivals/activities (23%), take kids to play/playgrounds (18%), location/close/proximity (16%), walk/jog/run/walk dogs (14%), atmosphere/beauty/scenery/quiet/clean (5%)

**8. How satisfied or dissatisfied are you with the following . . . . .**

	VS	S	D	VD
A) The quality of parks and recreation in the City	26%	64%	9%	1%
B) The quality of parks and recreation in your neighborhood	20%	49%	25%	6%
C) The amount of recreational opportunities provided by the City	23%	58%	17%	2%

**9. Have you participated in or utilized the following in the past year?**

	Yes	No
A) Visited a city park or park facility	93%	7%
B) Visited the City's senior center	10%	90%
C) Participated in a City run youth athletic league	15%	85%
D) Visited Westwood pool	25%	75%
E) Participated in a non-City of Norman athletic association or event	43%	57%
F) Participated in a City adult athletic league	7%	93%
G) Walked, jogged, or bicycled on a city trail	66%	34%
H) Visited or utilized a City-owned recreation facility	51%	49%
I) Visited or utilized Westwood Golf Course	26%	74%
J) Participated in a class or program sponsored by the Norman Parks and Recreation Department	16%	84%

**10. What do you generally do when you go to a city park?**

Take kids to play . . . . .	51%
Take kids to organized sports . . . . .	18%
Participate in organized sports . . . . .	6%
Bike . . . . .	19%
Swim/aquatics . . . . .	16%
Picnic . . . . .	37%
Walk/hike . . . . .	60%
Enjoy the outdoors . . . . .	70%
Participate in non-organized sports . . . . .	11%
Walk pets . . . . .	31%
Don't go to parks . . . . .	5%
Other . . . . .	23%

**11. How frequently do you participate in or utilize the following non city facilities . . . . . (D-Daily, W-Weekly, M-Monthly, O-Occasionally)**

	D	W	M	O
A) The Huston Huffman Recreation Center at OU	1%	2%	3%	94%
B) The Murray Case Sells Swim Complex at OU		2%	2%	96%
C) The YMCA gym or pool		4%	11%	77%
D) Other non city facilities like private clubs or church facilities		4%	24%	55%

**12. If the city were to construct the following state-of-the-art facilities, how likely or unlikely would you be to primarily utilize them . . . . .**

	VL	L	U	VU
A) Aquatic facilities	25%	28%	24%	23%
B) Recreation center facilities	22%	39%	24%	15%

**13. Please describe your favorite recreational activity for the following . . . . .**

A) Yourself	Walking/hiking (36%), biking (8%), swimming/aquatics (8%), golf (7%), jogging/running (7%), spectator events/music/concerts/sports (7%), work out/aerobics/exercise/weight lifting (6%), soccer/volleyball/basketball/racquetball/tennis (5%), fishing/hunting/camping/boating (5%)
B) Your spouse	Walking/hiking (33%), golf (10%), biking (8%), fishing/hunting/camping/boating (7%), jogging/running (7%), work out/aerobics/exercise/weight lifting (6%), soccer/racquetball/tennis/basketball (6%), arts & crafts/sewing & knitting/reading/computers/gardening (5%)
C) Your children	Playground/playing (29%), swimming/aquatics (17%), sports in general (9%), softball/baseball/T-ball (8%), soccer (7%), walking/hiking (5%), basketball (5%)

**14. Check the boxes of the organizations you or your family utilize to participate in the above activities.**

City of Norman . . . . .	61%
Norman public schools . . . . .	24%
State Park/Lake Thunderbird . . . . .	41%
Non-profit youth . . . . .	9%
Private clubs . . . . .	19%
Churches . . . . .	31%
YMCA . . . . .	24%
OU . . . . .	32%
Other . . . . .	14%

**15. How likely or unlikely would you be to participate in you or your child's favorite recreational activities if the City provided the facility? If you currently use a city facility, check the appropriate box.**

Very likely . . . . .	32%
Likely . . . . .	42%
Unlikely . . . . .	11%
Very unlikely . . . . .	10%
City facility . . . . .	4%



16. How strongly do you agree or disagree that each statement below is a valid reason for not using city operated facilities to participate in your favorite activity . . . .

	SA	A	D	SD
A) Costs too much to participate	12%	18%	50%	20%
B) Don't know what recreational activities are offered	11%	48%	32%	9%
C) City facility is too far away to participate	7%	27%	51%	15%
D) No day or evening care for children	5%	23%	42%	30%
E) The city facilities are inadequate	12%	30%	44%	14%
F) Don't know where city facility is located	8%	26%	48%	18%
G) Class is full - waiting list	2%	20%	56%	21%
H) Poor customer service by staff	2%	17%	60%	21%
I) Prefer being involved with YMCA, OU, or private facility	12%	37%	38%	14%
J) Poor security at site	4%	29%	51%	16%
K) Activity not offered by City	20%	38%	32%	10%
L) Too busy or not interested	6%	37%	39%	17%
M) City site is inconvenient (location, parking)	10%	30%	48%	13%
N) Registration for program is difficult	3%	15%	62%	19%

17. If you and/or your family wants to swim or participate in aquatic activities, which of the following sites do you utilize?

City pool . . . . .	30%
(Westwood, summer only)	
YMCA pool . . . . .	27%
OU Swim complex . . . . .	21%
Facility outside of Norman	9%
Personal pool . . . . .	36%
Neighborhood Assoc. pool	7%
Other facility . . . . .	9%
Don't swim . . . . .	18%

18. When you use a pool, in which of the following activities do you participate?

Therapeutic recreation . .	18%
Water safety/Red Cross . .	3%
certification	
Water aerobics . . . . .	20%
Recreation (youth) . . . .	35%
Recreation (adult) . . . .	45%
Swim team/compete . . . .	3%
Learn to swim (youth) . . .	22%
Learn to swim (adult) . . .	1%
Fitness/lap swimming . . .	31%
Relax/sunbathe . . . . .	63%
Other . . . . .	6%

19. How frequently would you say you utilize the Westwood Pool during the time that it is open (summer only)?

Daily . . . . .	2%
Twice weekly . . . . .	3%
Once a week . . . . .	8%
Once a month . . . . .	16%
Never . . . . .	71%

20. How likely or unlikely would you be to use Westwood Pool if the city made the following improvements . . . .

	VL	L	U	VU
A) Zero depth entry area (beach like entry)	23%	29%	18%	30%
B) Water playground for youth	30%	27%	15%	28%
C) Additional slides	24%	24%	21%	31%
D) More shade	29%	34%	13%	24%
E) Improved family changing area	28%	27%	16%	29%
F) Improved concessions	18%	29%	23%	30%
G) Additional pool	27%	29%	15%	29%
H) A lazy river (moving current channel)	39%	26%	10%	25%
I) Improved parking	26%	25%	19%	29%
J) Landscaping	17%	29%	22%	32%

21. If the pool facilities were renovated or improved and you were asked to pay an additional cost, what would be the highest total amount you would expect to pay for a family season pass (currently \$140)?

Current rate of \$140 . . .	29%
\$141 - \$160 . . . . .	38%
\$161 - \$180 . . . . .	21%
\$181 - \$200 . . . . .	9%
More than \$200 . . . . .	3%

22. Rate the following recreational characteristics of city owned facilities in Norman . . . .  
E-Excellent, G-Good, F-Fair, P-Poor

	E	G	F	P
A) Having parks conveniently located for people in all areas.	22%	48%	25%	5%
B) The overall quality of City parks	13%	62%	22%	2%
C) The overall safety of City parks	12%	61%	24%	3%
D) The maintenance of City parks	12%	59%	25%	4%
E) The variety of recreational facilities within parks	7%	42%	43%	9%
F) Having athletic fields conveniently located for people in all areas	11%	47%	31%	12%
G) The number of athletic fields in the city	12%	48%	30%	11%
H) The maintenance of City athletic fields	13%	58%	25%	4%
I) The overall quality of City athletic fields	12%	57%	26%	5%
J) Having practice areas conveniently located for people in all area	9%	40%	40%	12%
K) The number of practice areas in the city	7%	39%	41%	13%
L) The overall quality of practice areas	9%	44%	37%	10%
M) The amount of accessible natural areas	6%	31%	42%	21%
N) The variety of programs and events offered by the parks and recreation dept.	9%	51%	34%	6%
O) The overall quality of parks and recreation department programs and events	12%	58%	28%	3%
P) The overall quality of walking/biking trails in the city	6%	35%	33%	26%
Q) Having walking/biking trails conveniently located for people in all areas	5%	24%	38%	33%
R) Having swim facilities conveniently located for people in all areas	6%	26%	41%	27%

23. What one recreational facility do you believe is lacking in your part of the city?

Trails (36%), neighborhood park/playground (13%), pool (11%), recreation center/gym/indoor walking track (9%), sports complex/practice fields/soccer fields (6%)

24. Check the three favorite athletic activities in which you or your family members participate.

Swim . . . . .	39%
Skating/hockey . . . . .	3%
Bicycling . . . . .	37%
Basketball . . . . .	13%
Soccer . . . . .	13%
Walk/hike on trails	60%
Running/jogging . . . . .	18%
Volleyball . . . . .	3%
Exercise/work out . . . . .	30%
Tennis . . . . .	9%
Baseball/softball . . . . .	13%
Golf . . . . .	17%
Skateboarding . . . . .	2%
Football . . . . .	3%
Other . . . . .	9%

25. In general, when in season, how frequently do you or your family participate in the athletic activities listed in the previous question?

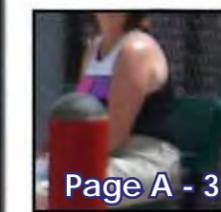
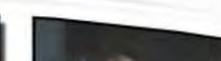
Daily . . . . .	27%
Weekly . . . . .	48%
Monthly . . . . .	14%
Never . . . . .	10%

26. Check the boxes of the organizations where you participate in your three favorite athletic activities.

City of Norman . . . . .	60%
Norman public schools . . . .	17%
State Park/ . . . . .	31%
Lake Thunderbird	
Non-profit youth . . . . .	6%
Private clubs . . . . .	19%
Churches . . . . .	21%
YMCA . . . . .	23%
OU . . . . .	26%
Other . . . . .	22%

27. How important or unimportant do you believe it is for the City of Norman to do the following . . . .

	VI	I	U	VU
A) Renovate/enhance smaller parks throughout the city.	35%	49%	12%	4%
B) Develop additional athletic fields for everyday use	15%	43%	31%	12%
C) Develop high quality athletic facilities to attract major tournaments	18%	29%	34%	19%
D) Construct City operated recreation center(s) with aquatics, fitness, meeting rooms, and gym(s)	28%	42%	22%	8%
E) Preserve additional open space along drainage ways throughout the city	40%	45%	11%	5%
F) Develop new trails in each sector of the city for walking and biking	59%	33%	5%	3%



	VI	I	U	VU
G) Develop Ruby Grant Park (160 acres at Franklin & IH 35)	30%	38%	20%	12%
H) Renovate and expand Westwood Pool to offer new recreation opportunities	24%	42%	23%	11%
I) Develop a new City-owned indoor swim center for competitive and fitness swimming	25%	30%	27%	18%
J) Construct covered tennis courts for year round tennis play	17%	32%	32%	19%

28. Write the letter (A-J) of the three most important strategies you would like to see the City focus, using the list of strategies in Question #27 above.

A) Renovate/enhance smaller parks throughout the City	48%
B) Develop additional athletic fields for everyday use	14%
C) Develop high quality athletic facilities to attract major tournaments	14%
D) Construct City-operated recreation center(s) with aquatics, fitness, meeting rooms, and gym(s)	28%
E) Preserve additional open space along drainage ways throughout the City	35%
F) Develop new trails in each sector of the City for walking and biking	66%
G) Develop Ruby Grant Park (160 acres at Franklin & IH-35)	26%
H) Renovate and expand Westwood Pool to offer new recreation opportunities	19%
I) Develop a new City-owned indoor swim center for competitive and fitness swimming	20%
J) Construct covered tennis courts for year-round tennis play	14%

29. Improving or constructing new recreational facilities may require additional funding. What funding source would you most likely support to raise the necessary funds? There is also a box for opposed to new funding.

Higher user fees	14%
Sales tax increase	12%
Voter-approved bonds	36%
Hotel/motel room tax increase	18%
Increased property taxes	3%
Opposed to new funding, even to improve current facilities	17%

30. Which of the following ranges would you most likely support if a new sales tax was implemented?

Less than 1/2 cent	41%
1/2 cent	35%
3/4 cents	2%
1 cent	16%
Up to 2 cents	6%

31. Check the boxes of the sources from which you get information about recreational activities in Norman.

Oklahoma Gazette	12%
The Daily Oklahoman	27%
Norman Transcript	62%
Recreation brochures	22%
City cable channel	9%
School brochures	19%
Parks/rec. office	10%
City web site	23%
Signs	29%
Word of mouth	6%
Other	57%

32. How frequently do you vote in City-related elections, like city council or bond elections?

Always	44%
Often	35%
Seldom	14%
Never	7%

33. How strongly would you support or oppose the City amending its smoking ordinance to include the banning of smoking at city parks and special events on city parkland, except for in the parking lots?

Strongly support	59%
Support	19%
Oppose	12%
Strongly oppose	11%

34. (If you golf or utilize Westwood Golf Course) How strongly would you support or oppose including Westwood Golf Course as a facility in which smoking was not permitted, except for in the parking lot?

Strongly support	53%
Support	19%
Oppose	14%
Strongly oppose	14%



## 2009 NORMAN PARKS & RECREATION ONLINE SURVEY CUMULATIVE RESULTS

PROJECT 122220083      RAYMOND TURCO & ASSOCIATES      JULY 2009

Dear Norman resident,

Your City is currently involved in creating a parks and recreation master plan. When completed, this plan will help the City set priorities for parks and recreational facilities for the next 5 to 10 years. As City leaders strive to improve the quality of life in Norman, plans of this nature are critical.

This process is being implemented by the Norman Parks and Recreation Department with the assistance of a team of professional consultants. A primary goal of the planning process to ensure the success of the plan is to find out what park and recreation needs are desired by the citizens of Norman. The survey below is one such key opportunity to comment about parks and recreation in Norman. The questions were designed so as to gather your opinions about parks and recreation in your neighborhood and the City in general. This survey only takes a few minutes, but the information it provides is invaluable to the City. Read each question and check the box that is closest to your opinion. You may also use your Internet browser's back button to return to a previous survey page if you need to, but your answers will not be submitted until you press the "Continue" button located at the bottom of each page.

Thank you for your input on this very important effort.

Cindy Rosenthal  
Mayor, City of Norman

In which part of the City do you live? Refer to the map and choose the appropriate choice.

Northwest (red)	32%
Northeast (purple)	23%
Southwest (green)	26%
Southeast (blue)	19%

Sex and age of individual(s) completing survey:

1a. Male	
Under 35	28%
36 - 45	28%
46 - 55	20%
56 - 65	16%
Over 65	8%

1b. Female	
Under 35 years	30%
36 - 45	28%
46 - 55	22%
56 - 65	15%
Over 65	5%

2. Length of residence in Norman:

Under 1 year	3%
1 - 3 years	8%
4 - 7 years	12%
8 - 10 years	10%
11 - 20 years	20%
More than 20 years	47%

3. Do you have any children under the age of 18 living in your home? (If yes, check each box that applies)

No children	39%
Under age 6	22%
Ages 7 - 12	23%
Ages 13 - 18	16%

4. Do you own or rent your primary residence?

Own	87%
Rent	13%

5. Regarding the University of Oklahoma, check the boxes that best apply to you. (check all that apply)

Student	7%
Staff member	11%
Faculty member	6%
Child attends OU	7%
Alumni	39%
Not associated with OU	30%

6. Please list one or two parks that you most frequently visit.  
Andrews (26%), Reaves (23%), Lions (13%), Westwood/golf course (7%), Griffin (6%), Brookhaven (3%), George M. Sutton Urban Wilderness (2%)

7. What would you say is the biggest reason you visit those parks?  
Location/close/proximity (21%), events/concerts/festivals/activities (18%), take kids to play/playgrounds/Kidspace (15%), golf/disc golf (8%), splash pad/water park/pool (6%), Soccer/sports practice/sports events (6%), walk/trails/jog/run (6%), baseball fields/softball practice (5%), atmosphere/beauty/scenery/clean/relaxation (5%)

8. How satisfied or dissatisfied are you with the following? Check the box that is closest to your opinion. If you have no opinion, do not mark an answer.

	VS	S	D	VD
A) The quality of parks and recreation in the City	17%	65%	15%	2%
B) The quality of parks and recreation in your neighborhood	13%	49%	28%	10%
C) The amount of recreational opportunities provided by the City	15%	53%	27%	4%

9. How satisfied or dissatisfied are you with the availability of the following types of parks or facilities in the City?

	VS	S	D	VD
A) Parks which contain primarily athletic facilities	13%	60%	23%	4%
B) Parks which contain primarily passive areas or facilities such as trails, picnic sites, and nature viewing areas	9%	54%	31%	7%
C) Natural areas that preserve unique existing nature features	10%	51%	32%	7%
D) Activities or facilities that primarily serve older residents of Norman	7%	56%	32%	6%

10. Please read the following statements about future park land in Norman. For each, check the box that shows how strongly you agree or disagree with each,...

	SA	A	D	SD
A) I believe that the City should provide a balance of both active and passive parks throughout the City.	45%	50%	4%	1%
B) I believe that the City should develop additional parks that focus only on preserving the land in its natural condition, and that have very few facilities.	22%	35%	36%	8%
C) I believe that the City should develop additional parks that focus on passive activities, such as trails, picnic areas, nature viewing areas, and other non-athletic activities.	36%	43%	18%	3%
D) I believe that the City should develop more parks that focus on active recreation activities, such as ball fields, play areas, courts for basketball and tennis and other active activities.	31%	39%	25%	5%

11. Have you participated in or utilized the following in the past year? Check the box that is closest to your opinion.

	YES	NO
A) Visited a City park or park facility	98%	2%
B) Visited a City playground	74%	26%
C) Participated in a City-run youth athletic league	24%	76%
D) Visited Westwood Pool	37%	63%
E) Participated in a non-City of Norman athletic association or event	53%	47%
F) Participated in a City-run adult athletic league	10%	90%
G) Walked, jogged, or bicycled on a city trail	67%	33%
H) Visited or utilized a City-owned recreation facility	60%	40%
I) Visited the City's senior center	6%	94%
J) Visited or utilized Westwood Golf Course	30%	70%
K) Participated in a class or program sponsored by the Norman Parks and Recreation Department	18%	82%



12. If you play golf, which of the following courses would you say you play most regularly? Press "Continue" if you don't play golf.

Westwood	56%
The Trails	8%
Belmar	2%
Cobblestone Creek	7%
Jimmie Austin (OU)	16%
Other	11%

13. What do you generally do when you go to a City of Norman park? (Check all that apply)

Take kids to play	15%
Take kids to organized sports	6%
Participate in organized sports	2%
Bike	5%
Swim/aquatics	6%
Picnic	10%
Walk/hike	14%
Enjoy the outdoors	16%
Participate in non-organized sports	3%
Walk pets	8%
Participate in special events	11%
Don't go to parks	0%
Other	3%

14. As parks are developed or improved in Norman, how important is it to you to include the following elements?

	VI	I	U	VU
A) Nature trails	46%	40%	11%	2%
B) Picnic areas and benches	43%	48%	8%	2%
C) Outdoor games such as lawn bowling, bocce ball or horseshoes	11%	38%	45%	7%
D) Pavilions, gazebos or shaded areas	46%	48%	5%	1%
E) Areas to display outdoor art	12%	36%	40%	11%
F) Performance areas	16%	47%	32%	5%
G) Water features like fountains, ponds or lakes	37%	46%	15%	2%
H) Birdwatching or wildlife viewing areas	23%	42%	29%	7%
I) Botanical gardens or garden displays	24%	49%	22%	4%
J) Natural area preserves	30%	47%	18%	4%
K) Pleasant areas to walk	56%	38%	4%	1%
L) Interpretive features to learn about the area	16%	41%	36%	8%

15. How frequently do you participate in or utilize the following non-City facilities?

	D	W	M	O
A) The Ruston Huffman Recreation Center at OU	4%	11%	4%	81%
B) The Murray Case Sells Swim Complex at OU	14%	13%	6%	67%
C) The YMCA gym or pool	13%	18%	8%	61%
D) Other non-City facilities like private clubs or church facilities	7%	32%	12%	49%

16. If a state-of-the-art indoor aquatic facility was constructed, how strongly would you support or oppose including the following indoor features:

	SS	S	O	SO
A) Water play area	52%	40%	5%	3%
B) Recreational diving area	35%	51%	10%	4%
C) Competitive diving area	28%	46%	20%	6%
D) Pool for lap swimming	51%	41%	5%	3%
E) Water slides	43%	44%	9%	5%
F) Current channel or lazy river	44%	37%	12%	6%
G) Children's play features such as spray areas	51%	37%	8%	4%
H) Competitive swimming pool	35%	44%	15%	6%
I) Party areas	35%	47%	14%	4%
J) Indoor enhancements such as waterfalls	34%	41%	18%	7%
K) Bleachers for competition viewing	34%	46%	15%	5%

17. If a state-of-the-art recreation center was constructed, how strongly would you support or oppose including the following features:

	SS	S	O	SO
A) Basketball courts	40%	51%	7%	2%
B) Racquetball courts	32%	54%	12%	2%
C) Sauna/steam rooms	26%	46%	23%	6%
D) Computer labs	17%	43%	29%	10%
E) Weight/cardiovascular equipment room	42%	47%	8%	3%
F) Multi-purpose rooms for meetings or party rentals	33%	53%	10%	4%
G) Exercise/aerobics room	45%	48%	5%	2%
H) Indoor jogging track	48%	43%	7%	2%
I) Kitchen/dining area	19%	52%	23%	6%
J) Drop-in babysitting/nursery	30%	48%	16%	6%
K) Gameroom, with pool tables, table tennis, etc.	30%	51%	15%	4%
L) Martial arts room	19%	54%	21%	5%
M) Family locker rooms	37%	52%	8%	3%
N) Gymnastics room	23%	55%	17%	4%
O) Community theater/drama	26%	44%	23%	7%
P) Arts and craft room	25%	51%	19%	5%
Q) Rock climbing wall	31%	49%	15%	5%
R) Concession area	29%	57%	11%	4%
S) Indoor stage/performing arts	24%	47%	23%	7%
T) Kitchen/cooking classroom	26%	45%	23%	6%

18. If the following facilities were constructed as state-of-the-art, how likely or unlikely would you be to utilize them instead of the locations you currently use?

	VL	L	U	VU
A) Aquatic facilities	48%	27%	14%	10%
B) Recreation center facilities	42%	39%	12%	7%

19a. Please describe your favorite recreational activity for . . . yourself.  
Walking/hiking (29%), swimming/aquatics (15%), golf (11%), biking (7%), jogging/running (7%), work out/aerobics/exercise/weight lifting (7%), soccer/basketball/volleyball/racquetball (5%)

19b. Please describe your favorite recreational activity for . . . your spouse.  
Walking/hiking (26%), golf (10%), swimming/aquatics (9%), soccer/tennis/basketball/racquetball/volleyball (9%), biking (9%), jogging/running (8%), work out/aerobics/exercise/weightlifting (8%)

19c. Please describe your favorite recreational activity for . . . your children.  
Walking/hiking (26%), golf (10%), swimming/aquatics (9%), soccer/tennis/basketball/racquetball/volleyball (9%), biking (9%), jogging/running (8%), work out/aerobics/exercise/weightlifting (8%)

20. Check the boxes of the organizations you or your family utilize to participate in the above activities. (Check all that apply)

City of Norman	24%
Norman public schools	12%
State Park/ Lake Thunderbird	13%
Non-profit youth	4%
Private clubs	8%
Churches	10%
YMCA	11%
OU	13%
Other	5%

21. How likely or unlikely would you be to participate in your or your child's favorite recreational activities if the City provided the facility? If you currently use a City facility, choose "City facility."

Very likely	53%
Likely	22%
Unlikely	4%
Very unlikely	5%
City facility	16%

22. How satisfied or dissatisfied are you with recreational activities provided by the City of Norman for people in the following age groups:

	VS	S	D	VD
A) Young children (under age 6)	15%	58%	22%	4%
B) Children, ages 6 - 12	18%	63%	15%	3%
C) Youth, ages 13 - 18	10%	50%	32%	8%
D) Adults, ages 19 - 45	7%	46%	38%	9%
E) Adults, ages 46 - 65	6%	47%	37%	10%
F) Adults over the age of 65	7%	47%	35%	10%

23. What kind of recreational program(s) would you like the City to provide? You may provide up to three responses.  
Swimming/aquatics (48%), walking/biking/trails (34%), nature/outdoor activities (11%), exercise/fitness/aerobics/weight training (10%), programs for kids/activities/playgrounds (8%), Yoga/Tai Chi/Pilates/meditation/Martial arts (7%), community events/theater (6%), recreation center/gym/indoor track (6%), activities for seniors and persons with disabilities (6%), sports programs/leagues/fields/sports complex (6%), classes/cooking/arts & craft (5%), golf/golf course (5%)



24. How frequently do you or any member of your household participate in the following activities? D=daily, W=weekly, M=monthly, and O=occasionally

	D	W	M	O
A) Fitness/exercise (running, jazzercise, yoga, etc.)	38%	37%	4%	21%
B) Outdoor team sports (baseball, softball, football or soccer)	9%	36%	8%	47%
C) Indoor organized sports (basketball, volleyball)	3%	20%	11%	65%
D) Individual sports (swimming, golf, tennis, wrestling, etc.)	21%	36%	14%	28%
E) Visual arts (painting or drawing)	9%	19%	18%	54%
F) Performing arts (music, drama)	10%	18%	18%	54%
G) Crafts (pottery, weaving)	4%	11%	16%	68%
H) Excursions (tours, trips)	2%	10%	36%	52%
I) Outdoor recreation (camping, fishing, boating)	3%	13%	30%	55%
J) Social activities (dances, cooking, card playing)	6%	25%	26%	43%
K) Swimming or water activities for fitness	20%	28%	16%	36%
L) Extreme sports (BMX, skateboarding, wall climbing)	3%	7%	10%	80%
M) General recreation (walking, bicycling, running)	43%	39%	9%	9%
N) Visiting natural areas	5%	26%	32%	37%

25. Thinking about your current recreation activities and those in which you might wish to participate, what would you or members of your household like to get out of those activities? (Check all that apply)

Have fun	15%
Develop new skills	9%
Improve health/fitness	15%
Interact with friends	11%
Make new friends	8%
Participate in competitions	5%
Experience being part of a team activity	4%
Enjoy the outdoors	14%
Help others	6%
Improve specific skills	5%
Participate in organized sports	5%
Find an activity in which to excel	3%
Other	0%

26. In the past 12 months, have you or a member of your family participated in a recreation class or program sponsored by the Norman Parks and Recreation Department?

Yes	30%
No	63%
Don't remember	7%

27. How strongly do you agree or disagree that each statement below is a valid reason for not using City operated facilities to participate in your favorite activities? Check the box that is closest to your opinion. If you have no opinion, do not mark an answer.

	SA	A	D	SD
A) Costs too much to participate	10%	22%	54%	15%
B) Don't know what recreational activities are offered	18%	46%	28%	7%
C) City facility is too far away to participate	8%	26%	54%	12%
D) No day or evening care for children	14%	34%	38%	14%
E) The City facilities are inadequate	24%	42%	30%	5%
F) Don't know where City facility is located	9%	26%	49%	17%
G) Class is full/waiting list	5%	21%	58%	16%
H) Poor customer service by staff	7%	18%	56%	19%
I) Prefer being involved with YMCA, OU, or private facility	12%	34%	39%	16%
J) Poor security at site	9%	26%	51%	14%
K) Activity not offered by City	32%	39%	24%	5%
L) Too busy or not interested	7%	37%	40%	16%
M) City site is inconvenient (location, parking)	10%	34%	45%	10%
N) Registration for program is difficult	4%	16%	66%	14%

28. If you and/or your family want to swim or participate in aquatic activities, which of the following sites do you utilize? (Check all that apply)

City pool (Westwood, summer only)	21%
YMCA pool	15%
OU Swim complex	18%
Facility outside of Norman	7%
Personal pool	19%
Neighborhood Association pool	8%
Other facility	6%
Don't swim	5%

29. When you use a pool, in which of the following activities do you participate? (Check all that apply)

Therapeutic recreation	6%
Water safety/Red Cross certification	2%
Water aerobics	5%
Recreation (youth)	17%
Recreation (adult)	21%
Swim team/compete	4%
Learn to swim (youth)	9%
Learn to swim (adult)	1%
Fitness/lap swimming	14%
Relax/sunbathe	20%
Other	1%

30. How frequently do you utilize Westwood Pool during the time that it is open (summer only)?

Daily	4%
Twice weekly	6%
Once a week	10%
Once a month	23%
Never	57%

31. How likely or unlikely would you be to use Westwood Pool if the City made the following improvements? Check the box that is closest to your opinion. If you have no opinion, do not mark an answer.

	VL	L	U	VU
A) Zero depth entry area (beach like entry)	30%	35%	14%	21%
B) Water playground for youth	38%	31%	12%	19%
C) Additional slides	36%	31%	14%	20%
D) More shade	44%	34%	7%	14%
E) Improved family changing area	40%	30%	12%	18%
F) Improved concessions	31%	29%	17%	22%
G) Additional pool	42%	31%	11%	17%
H) A lazy river (moving current channel)	48%	29%	7%	16%
I) Improved parking	33%	30%	16%	22%
J) Landscaping	26%	30%	19%	24%

32. The current cost for a family season pass to swim at Westwood Pool is \$140. If the pool facilities were renovated or improved and you were asked to pay an additional cost, what would be the highest total amount you would expect to pay for a family season pass?

Current rate of \$140	27%
\$140 - \$160	36%
\$161 - \$180	21%
\$181 - \$200	12%
More than \$200	4%

33. Rate the following recreational characteristics of City-owned facilities in Norman. Check the box that is closest to your opinion. If you have no opinion, do not mark an answer.

	E	G	F	P
A) Having parks conveniently located for people in all areas	19%	50%	24%	6%
B) The overall quality of City parks	11%	58%	28%	4%
C) The overall safety of City parks	13%	57%	26%	4%
D) The maintenance of City parks	10%	52%	31%	6%
E) The variety of recreational facilities within parks	6%	37%	45%	11%
F) Having athletic fields conveniently located for people in all areas	9%	45%	31%	15%
G) The number of athletic fields in the City	13%	47%	28%	12%
H) The maintenance of City athletic fields	15%	53%	25%	8%
I) The overall quality of City athletic fields	14%	52%	28%	7%
J) Having practice areas conveniently located for people in all areas	8%	39%	36%	17%
K) The number of practice areas in the City	8%	37%	38%	16%
L) The overall quality of practice areas	8%	43%	35%	14%
M) The amount of accessible natural areas	7%	31%	41%	20%
N) The variety of programs and events offered by the parks and recreation department	7%	46%	39%	8%
O) The overall quality of parks and recreation programs and events	10%	52%	33%	4%



	E	G	F	P
P) The overall quality of walking/biking trails in the City	6%	28%	35%	30%
Q) Having walking/biking trails conveniently located for people in all areas	6%	21%	35%	39%
R) Having swim facilities conveniently located for people in all areas	5%	19%	39%	37%

34. What one recreational facility do you believe is lacking in your part of the City?  
 Trails (23%), natatorium/aquatics/splash pad/water park (19%), pool (11%), neighborhood park (9%), specific park or facility named (7%), recreation center/gym/indoor walking track/basketball (6%), sports/complex/practice fields/soccer fields (5%)

35. Check the three favorite athletic activities in which you or your family members participate.

Swim	19%
Skating/hockey	1%
Bicycling	11%
Basketball	3%
Soccer	4%
Walk/hike on trails	20%
Running/jogging	7%
Volleyball	1%
Exercise/work out	11%
Tennis	2%
Baseball/softball	7%
Golf	8%
Skateboarding	0%
Football	2%
Other	3%

36. In general, when in season, how frequently do you or your family participate in the athletic activities listed in the previous question?

Daily	40%
Weekly	47%
Monthly	4%
Occasionally	7%
Never	2%

37. Check the boxes of the organizations where you participate in your three favorite athletic activities. (Check all that apply)

City of Norman	27%
Norman public schools	9%
State Park/Lake Thunderbird	10%
Non-profit youth	3%
Private clubs	9%
Churches	6%
YMCA	11%
OU	15%
Other	10%

38. As the City develops its parks master plan, it will be faced with decisions about the future direction of parks. How important or unimportant do you believe it is for the City of Norman to do the following? Check the box that is closest to your opinion. If you have no opinion, do not mark an answer.

	VI	I	U	VU
A) Renovate/enhance smaller parks throughout the City	34%	51%	13%	2%
B) Develop additional athletic fields for everyday use	16%	41%	34%	10%
C) Develop high quality athletic facilities to attract major tournaments	21%	29%	34%	16%
D) Construct City-operated recreation center(s) with aquatics, fitness, meeting rooms, and gym(s)	41%	38%	15%	7%
E) Preserve additional open space along drainage ways throughout the City	32%	45%	18%	5%
F) Develop new trails in each sector of the City for walking and biking	60%	30%	7%	3%
G) Develop Ruby Grant Park (160 acres at Franklin & IH-35)	35%	36%	20%	8%
H) Renovate and expand Westwood Pool to offer new recreation opportunities	35%	38%	21%	6%
I) Develop a new City-owned indoor swim center for competitive and fitness swimming	40%	27%	21%	12%
J) Construct covered tennis courts for year-round tennis play	17%	33%	33%	16%
K) Develop additional nature parks or open space preserves	41%	38%	14%	7%

39. Now, please choose the three most important strategies on which you would like to see the City focus. The list of strategies is the same as in the previous question.

A. Renovate/enhance smaller parks throughout the City	13%
B. Develop additional athletic fields for everyday use	4%
C. Develop high quality athletic facilities to attract major tournaments	5%
D. Construct City-operated recreation center(s) with aquatics, fitness, meeting rooms, and gym(s)	11%
E. Preserve additional open space along drainage ways throughout the City	5%
F. Develop new trails in each sector of the City for walking and biking	19%
G. Develop Ruby Grant Park (160 acres at Franklin & IH-35)	10%
H. Renovate and expand Westwood Pool to offer new recreation opportunities	9%
I. Develop a new City-owned indoor swim center for competitive and fitness swimming	11%
J. Construct covered tennis courts for year-round tennis play	3%
K. Develop additional nature parks or open space preserves	11%

40. How satisfied or dissatisfied are you with the cultural activities (such as arts, concerts, theater, etc.) provided by the City of Norman?

Very satisfied	20%
Satisfied	66%
Dissatisfied	12%
Very dissatisfied	2%

41. Why would you say you are dissatisfied with the cultural activities provided by the City?  
 Too few activities provided (42%), unaware of cultural activities/lack of advertising (22%), not enough diversity/variety (13%), music/concerts are lacking (10%), need better quality activities (8%)

42. How strongly would you support or oppose paying additional City taxes in order for the City to do the following?

	SS	S	O	SO
A) Improve maintenance of parks in Norman	26%	57%	11%	6%
B) Provide more recreation programs	18%	51%	21%	10%
C) Improve arts and culture programs	16%	46%	26%	12%
D) Maintain new park facilities	23%	58%	11%	7%
E) Operate a natatorium for area swimming competitions and fitness swimming programs	25%	31%	25%	19%
F) Improve trails and greenbelts throughout Norman	40%	42%	10%	8%
G) Operate new indoor recreation center(s)	26%	44%	19%	12%

43. Improving or constructing new recreational facilities may require additional funding. What funding source would you most likely support to raise the necessary funds? There is also a box for opposed to new funding.

Higher user fees	11%
Sales tax increase	14%
Voter-approved bonds	35%
Hotel/motel room tax increase	28%
Increased property taxes	5%
Opposed to new funding, even to improve current facilities	7%

44. Which of the following ranges would you most likely support if a new sales tax was implemented?

Less than 1/2 cent	32%
1/2 cent	37%
3/4 cents	5%
1 cent	17%
Up to 2 cents	8%

45. How strongly do you agree or disagree with the following statements:

	SA	A	D	SD
A) The Parks and Recreation department needs to expand its programs and services to meet the existing needs of residents.	34%	48%	16%	2%
B) The department provides an adequate amount and diversity of programs for the existing population.	7%	47%	40%	6%
C) The Parks and Recreation department has an adequate number of facilities to support their programs.	6%	33%	53%	9%
D) As Norman grows, it is important for the Park and Recreation lands, facilities, programs, and services expand to meet the needs of new residents.	49%	45%	5%	1%
E) The value of my property in Norman is enhanced by quality parks and services that make Norman an attractive place to live.	55%	36%	6%	3%



46. Check the boxes of the sources from which you get information about recreational activities in Norman? (Check all that apply)

Oklahoma Gazette	5%
The Daily Oklahoman	8%
Norman Transcript	21%
Recreation brochures	9%
City cable channel	2%
School brochures	10%
Parks/recreation office	4%
City web site	13%
Signs	8%
Word of mouth	19%
Other	2%

47. How frequently do you vote in City-related elections, like City council or bond elections?

Always	50%
Often	33%
Seldom	12%
Never	4%

48. How strongly would you support or oppose the City amending its smoking ordinance to include the banning of smoking at City parks and special events on City parkland, except for in the parking lots?

Strongly support	65%
Support	15%
Oppose	10%
Strongly oppose	9%

49. (If you golf or utilize Westwood Golf Course) How strongly would you support or oppose including Westwood Golf Course as a facility in which smoking was not permitted, except for in the parking lot?

Strongly support	57%
Support	11%
Oppose	14%
Strongly oppose	18%

## 2009 NORMAN PARKS AND RECREATION STUDENT SURVEY CUMULATIVE RESULTS

PROJECT 07092009

RAYMOND TURCO & ASSOCIATES

JUNE 2009

Congratulations! As a resident of Norman, the City needs your help and your input! The City is currently involved in developing a Parks and Recreation Master Plan. This is a document that helps the City set priorities for parks and recreational facilities for the next 5-10 years. Students such as yourself are chief users of parks, and therefore, an audience whose views about parks the City takes very seriously. Please take a few minutes to honestly answer this survey about parks and recreation in your neighborhood. Read each question and check the box that is closest to your opinion. Check only one box per question unless the instructions say, "Check all that apply." If you don't have an opinion, do not check any box. If you don't understand something or you have a question, please ask your teacher.

1. Are you...?

Male (Boy)	49%
Female (Girl)	51%

2. What grade are you in?

4 <sup>th</sup>	41%
7 <sup>th</sup>	31%
High school	28%

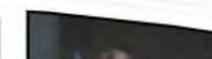
3. Name of your school?

Norman High	17%	Adams Elementary	3%
Norman North High	11%	Madison Elementary	3%
Whittier Middle	10%	Roosevelt Elementary	3%
Longfellow	8%	Kennedy Elementary	3%
Irving Middle	8%	Jefferson Elementary	3%
Alcott	5%	McKinley Elementary	3%
Truman Elementary	5%	Monroe Elementary	2%
Washington Elementary	4%	Lincoln Elementary	2%
Eisenhower Elementary	4%	Lakeview Elementary	1%
Cleveland Elementary	4%	Wilson Elementary	1%
		Jackson Elementary	1%

4. How long has your family lived in the City of Norman?

Less than 1 year	5%
1 - 3 years	13%
4 - 6 years	14%
7 - 10 years	16%
Over 10 years	52%

5. What do you like most about the parks in Norman? Write in your answer. Swings/slides/jungle gyms/equipment (18%), Fun/play/active/run/exercise (12%), Toys/equipment/playgrounds (10%), Clean/well maintained/safe/quiet (9%), Nature/trees/landscaping/wildlife/beauty (7%), Open space/fields/no fencing (6%), Events/activities/lots to do (5%)



6. What do you not like about the parks in Norman? Write in your answer.  
 Trashy/poorly maintained/dog droppings/no recycling bins (18%), broken equipment/swings/jungle gyms/lack of parts (12%), crowded/noisy/too small/no space (8%), bad behavior/gangs/teens/kids/unsafe (7%)

7. When you visit a park, what do you normally do? (Check all that apply)

Play on a playground . . . . .	65%
Walk/run on trails . . . . .	42%
Go swimming . . . . .	36%
Other . . . . .	19%
Enjoy nature . . . . .	43%
Family activity such as a picnic . . . . .	33%
Participate in sports such as baseball, soccer, or football . . . . .	48%
Meet with friends . . . . .	66%
Play basketball or volleyball . . . . .	32%
Skateboard . . . . .	17%

8. What is the name of your favorite park in Norman?

Reaves . . . . .	33%	Brookhaven . . . . .	5%
Andrews . . . . .	28%	Griffin . . . . .	3%
Lyons . . . . .	8%	Kids Space . . . . .	3%
Westwood . . . . .	7%	Miscellaneous . . . . .	2%

9a. Have you ever visited the 12<sup>th</sup> Avenue Rec. Center?

Yes . . . . .	33%
No . . . . .	67%

9b. Have you ever visited the Whittier Rec. Center?

Yes . . . . .	44%
No . . . . .	56%

9c. Have you ever visited the Irving Recreation Center?

Yes . . . . .	39%
No . . . . .	61%

10. Have you ever visited the Westwood Aquatic Center?

Yes . . . . .	69%
No . . . . .	31%

11. Have you ever visited the Westwood Tennis Center?

Yes . . . . .	37%
No . . . . .	63%

12. Have you ever visited the spray park at Andrews Park?

Yes . . . . .	74%
No . . . . .	26%

13. Have you ever visited Lake Thunderbird?

Yes . . . . .	81%
No . . . . .	19%

14. What did you like to do at Lake Thunderbird? (Check all that apply)

Fish . . . . .	50%
Swim . . . . .	57%
Picnicking . . . . .	35%
Boating . . . . .	54%
Other . . . . .	40%

15a. Did you go to a city summer camp last year?

Yes . . . . .	21%
No . . . . .	79%

15b. Will you go this year?

Yes . . . . .	25%
No . . . . .	75%

16a. Have you every played on a school play area after school or on weekends when you were not in school?

Yes . . . . .	65%
No . . . . .	35%

16b. At which school?

Truman . . . . .	16%	McKinley . . . . .	6%
Cleveland . . . . .	9%	Monroe . . . . .	6%
Eisenhower . . . . .	8%	Jackson . . . . .	5%
Irving . . . . .	6%	Kennedy . . . . .	5%

17a. Do you play on any city, YMCA or league teams (non school teams)?

Yes . . . . .	34%
No . . . . .	66%

17b. Check all the sport teams you have played on in the last year.

Baseball . . . . .	22%
Tennis . . . . .	13%
Soccer . . . . .	37%
Softball . . . . .	18%
Basketball . . . . .	36%
Swimming . . . . .	19%
Other . . . . .	35%

18. Check the box that best indicates how interested or uninterested you would be in these recreation activities. Please check only one box for each line. 1=Very Interested (VI), 2=Interested (I), 3=Uninterested (U), 4=Very uninterested (VU). If you don't have an opinion, don't mark any box.

	VI	I	U	VU
A) Playing baseball or softball	25%	26%	26%	23%
B) Playing basketball or volleyball indoors	28%	30%	22%	20%
C) Playing soccer	26%	26%	24%	24%
D) Playing tennis	18%	29%	27%	26%
E) Playing football	26%	21%	22%	30%
F) Playing sand volleyball	23%	27%	23%	27%
G) Playing outdoor basketball	27%	27%	25%	21%
H) Swimming in a large pool with lots of fun things to do	66%	23%	6%	5%
I) Playing disc golf	15%	24%	29%	32%
J) Jogging, biking or roller-blading on trails	38%	33%	17%	12%
K) Visiting with friends in a park	54%	33%	8%	5%
L) Swimming in competitions	15%	17%	32%	36%
M) Playing on playgrounds in a park	35%	37%	18%	10%
N) Going to Lake Thunderbird	44%	33%	13%	10%

	VI	I	U	VU
O) Enjoying nature areas or learning about nature	28%	32%	25%	16%
P) Visiting a Teen Center (a center for teens with teen activities)	11%	26%	33%	30%
Q) Learning new activities like Tumbling, Gymnastics, Karate or others	29%	26%	23%	23%
R) BMX or Mountain Bike riding	29%	26%	24%	21%
S) Fishing in or around Norman	37%	29%	19%	15%
T) Playing at an outdoor water sprayground for kids and young adults	33%	27%	24%	16%
U) Going to festivals or events in a park	48%	34%	11%	7%
V) Skateboarding at the Skate Park in Andrews Park	21%	17%	27%	34%

19. From the list above, write down the letter (A to V) of the one activity you would consider to be your favorite.

Swimming in a large pool with lots of fun things to do . . .	18%
Playing soccer . . . . .	9%
Playing baseball or softball . . . . .	8%
Playing football . . . . .	8%
Going to Lake Thunderbird . . . . .	6%
Visiting with friends at a park . . . . .	6%

20. What are some of the main reasons why you might not be able to do your favorite recreation activities in Norman? Check all the boxes that are reasons for you.

No place for that sport or activity near where I live . . . . .	36%
Hard to get a ride to that activity or sport . . . . .	30%
That sport or activity is too expensive . . . . .	26%
I don't have the right equipment for that activity or sport . . . . .	22%
I prefer to play at my house instead of at a park . . . . .	16%
I prefer to do indoor activities like video games or watching TV . . . . .	18%
Is there another reason? Please write it in here. _____	32%

Thank you very much for your input. Your assistance has been invaluable.





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