

# HAMPTON VA

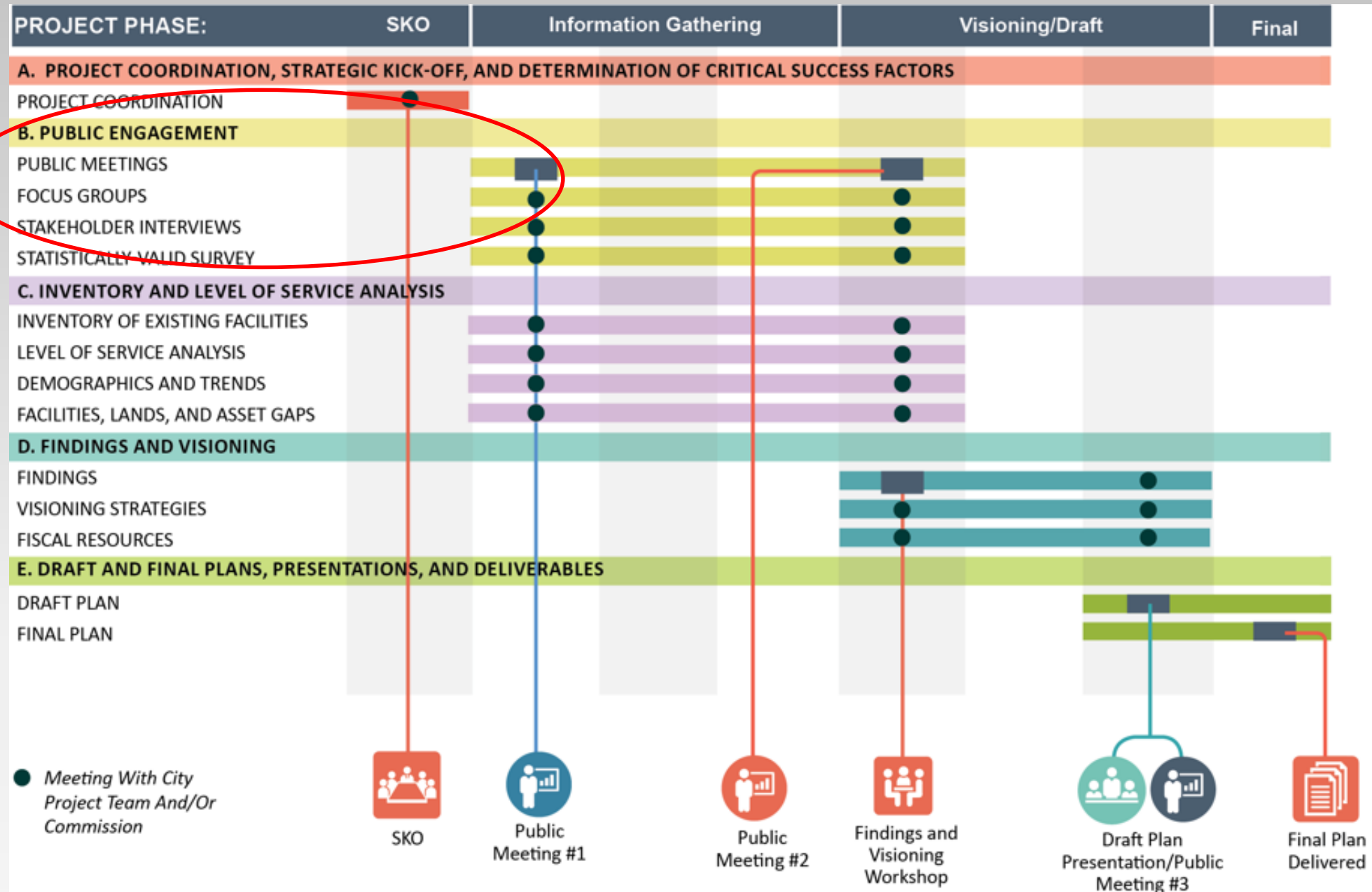
## PARKS, RECREATION & LEISURE

### Parks and Recreation Master Plan

Interview Presentation August 19-20, 2019



# The Process



How long have you been a  
**resident** of the City of  
Hampton?



# Residency

0-5 years:	8%
6-10 years:	8%
11-15 years:	3%
16-20 years:	22%
Over 20:	59%



What are the **strengths** of the Hampton Parks and Recreation System?



# Strengths

- Availability green space, outdoor space
- Affordable programs
- Diversity of program offers
- Staff
- Volunteers
- Placement of facilities and parks
- Response and solution oriented
- History in community
- Special needs served
- Bluebird Gap Farm
- Sandy Bottom – fantastic – great resource
- Community Gardens programs
- Programs at the Senior Centers
- City wide summer camp
- Employment opportunities for youth
- Balance between formal park and wildness/nature
- Parks and boat ramps free
- Quality of life



What are the **weaknesses** that need to be addressed through the Parks and Recreation Master Plan?



# Areas of Improvements / Weaknesses

- Need to update facilities
- Deferred maintenance
- Functionality of facilities
- Community use of parks
- Marketing/communication
- Need more events at the parks
- Access to naturalized areas
- Citizen education
- Security and safety
- Access to parks
- Maintenance in parks
- Funding and lack of staffing
- Lack of transportation for seniors
- WAE Staff lacking training
- Need advance program planning
- Ridgeway needs attention
- Turnover of staff
- Lack of access
- Lack of boat/kayak storage
- Concessionaire rates for boat rental were too expensive
- Location of Senior Center not convenient
- Website difficult to navigate





**What additional activities  
do you feel should be offered  
by the Hampton Parks  
Recreation and Leisure  
Services that are currently  
not available?**



# Additional Programs/Services

- Programs in parks
- Ethnic cultural programs
- More community events
- Nontraditional sports for youth
- Keep programs fresh, anticipate what's coming, trends / pickleball
- Add public art
- Adventure/Outdoor Recreation
- Nature walks/nature programs
- Life skills
- Educational programs
- Programs offered at more than one location
- Summer programs for
- Expand before/after school
- Transportation to Senior Centers
- Senior programming at other locations
- Senior trips/cruises
- Connect teens with seniors
- Affordable concessions at parks
- Getting kids outdoor



**What new recreational facilities or amenities would you like to see available?**



## Facilities/Amenities

- Multiuse field / Synthetic turf
- Water access for personal crafts
- More community gardens
- Green engineering/sustainable
- Old Hampton facility
- Aquatics Center
- Natural play areas for children
- Improved ADA accessibility
- Renovate/reuse unused buildings
- Senior facilities
- Add amenities to Briarfield
- Convert empty lot to pocket park
- Dog Parks:  
(Buckroe/Briarfield/Gosnolds)
- Outdoor fitness gym
- Outdoor study lounge
- Teens would like a recreational aquatic center like Great Wolf
- High adventure park
- Outdoor pickleball courts
- Boat/kayak storage
- Updated playgrounds



Are there any portions of the  
City of Hampton that are  
**underserved?**



# Underserved

- Special needs population
- Old Hampton area
- Butler Farm area
- Briarfield neighborhood
- Shell Road area
- Grundland Creek Park
- Seniors
- Ethnic groups
- Homeless Families with children
- King Street to Fox Hill Rd
- Victoria Blvd
- Copeland Park
- Briarfield Park – needs additional amenities
- Programs for youth before and after school
- Pickleball
- Newmarket area



Who are the **key partners** and **stakeholders** in the community with regards to assisting with the Parks and Recreation Master Plan?



# Key Partners/Stakeholders

- Civic Organizations
- Master Gardeners
- Schools
- Non-profits
- Local business
- Youth groups
- Church groups
- Youth commission
- Military
- Adaptive Sports Community
- Scouts
- Veterans Affairs
- YMCA
- Athletic Groups
- Federal Facilities
- HRHA
- Community Foundations
- Academies of Hampton
- Higher education
- Public safety
- Registered Neighborhoods
- Professional organizations
- Virginia Cooperative
- Business for Blind





What are the **key issues and values** that the City needs to consider?



## Key Issues/Values

- Create a better sense of community
- Balance active and passive
- Activities for all interests
- Mixed -method approach for communication
- Community Education
- Correct programs in the correct locations
- Litter education
- Take care of existing programs – market is saturation
- Maintain what we have
- Invest in existing facilities before building new facilities
- Make all facilities feel welcoming
- Maintenance manpower low
- Youth civic engagement
- Green City – environmental
- Involve everyone in the community
- Activities at the water
- Invest in residents



What are the **priorities** that the City needs to consider as part of this Master Plan?



# Priorities

- Creating Amazing Spaces
- Address deferred maintenance
- Address Personnel
- Take care of what we have
- Aquatic Center
- Plan to maintain new amenities
- Work with Resilient Hampton
- Sustainability
- Regain status as a leading innovating Department
- Water activities/Connections
- Green Clean and Safe
- Connectivity: Bike/Walk
- Communication/marketing
- Proper funding
- Adventure/Outdoor Recreation
- Darling Stadium needs to be the crown jewel
- Need to focus on trees
- Maintenance of children playgrounds
- Water quality
- Less mowing
- Pickleball



Other comments,  
suggestions, feedback?



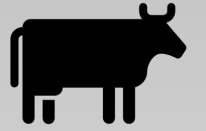
## Other Comments

- Bring after school programs back to Parks, Recreation and Cultural Services – need access to schools
- Thank you for the public engagement
- Show some progress, accomplish something soon
- Need realistic goals
- Hire open positions
- Best communication for teenagers – Hampton website, Instagram
- Need senior communication network
- Add all-inclusive Park sign – showing all park locations
- Reimagine Grundland/Gosnolds/Briarfield/Mill Point

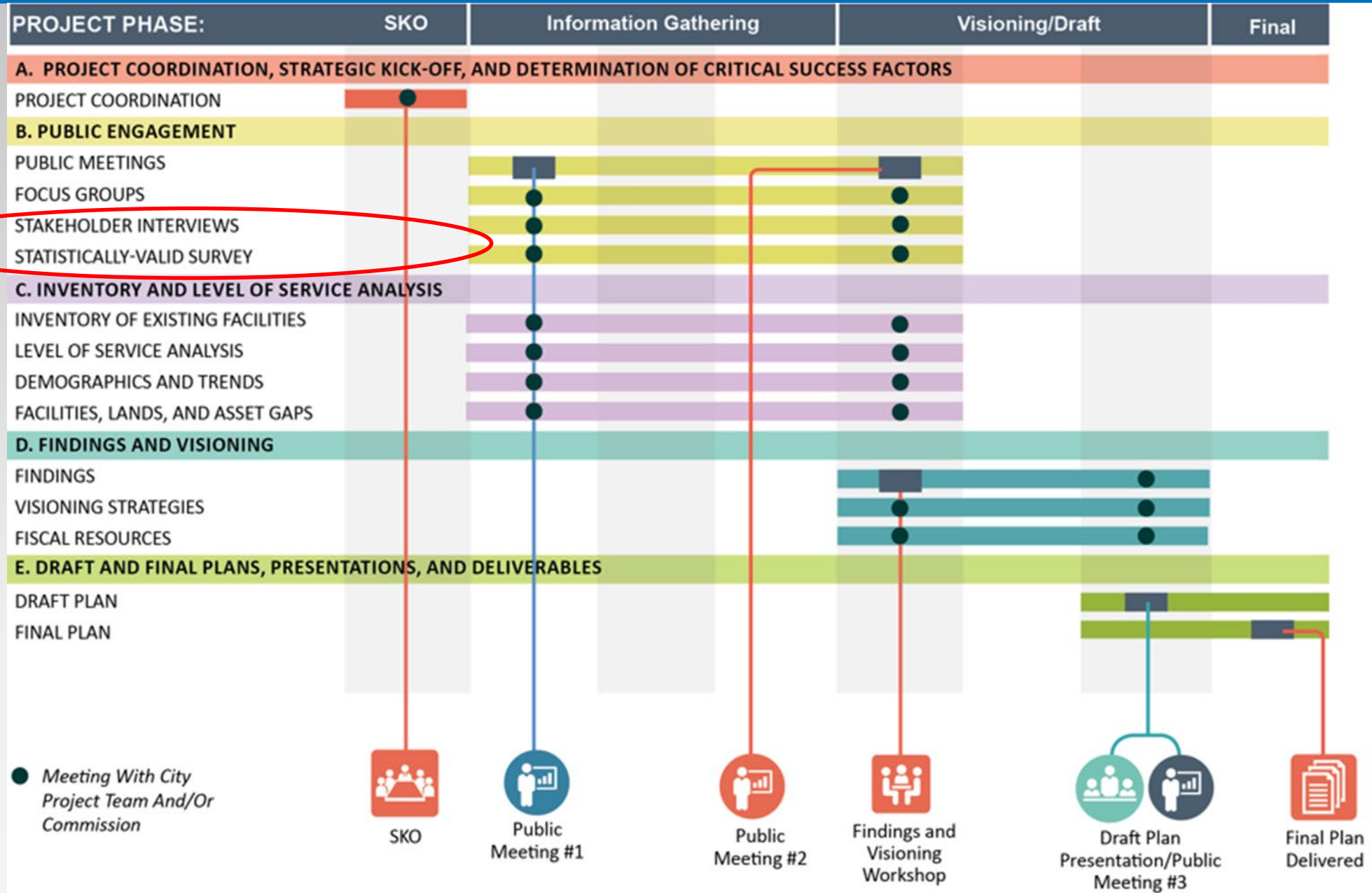


# Recurring Themes

- Maintain what we have
- Connect to the water
- Create Amazing Spaces
- Connectivity: Walking/Biking
- Sustainability
- Communication/Marketing
- Wayfinding
- Aquatics Center
- Reimagine/Repurpose existing parks/spaces
- Nontraditional Sports/Activities
- Adventure/Outdoor Recreation
- Resources: Funding/Staffing



# Next Steps





# Thank You For Your Time & Consideration!



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