The 2011 Parks, Recreation & Open Space Vision Plan was developed taking a broad look at enhancing the City's Park System to improve quality of life in the community and provide additional recreation amenities for citizens. The plan details what would be needed for the ultimate park system and then compressed this into a ten year implementation plan with a project total of $130,838,909.

The Park Board has gone through the plan and identified core projects that they believe are critical to the development of the park system. This plan includes a project total of $61,541,735 of which $21,126,735 is in trail development. The Park Board has developed a detailed 10 year implementation plan using existing and projected 4B cash to fund $15,556,771 in projects. This leaves $45,984,964 in unfunded projects of which $16,494,964 is in trail development. It is hoped that some of the cost of the trail development can be offset with grants.

Below is the Park Board's implementation plan with a description of the project, funding, and reference to the needs assessment and telephone survey.

Lewisville Lake Park

Lewisville Lake is a great asset for the community and is one of the City's strongest identity-giving features. The Lake provides many recreational opportunities to the community and surrounding region. The Vision Plan recommends that the City look for opportunities to provide additional amenities that will provide recreational benefits, as well as help solidify the presence of and importance of the Lake as a component of Lewisville's character and image. The Park Board has identified the following three distinct project areas at Lake Park:

Lake Park Campground/Pavilion Improvements

The Lake Park Campground and Pavilion improvement is the Park Board's top priority. Camping is one of the best recreational activities, and a favorite among families, youth and couples all over the world. According to a 2001 study commissioned by the Recreation Vehicle Industry Association and conducted by the University of Michigan, U.S. ownership of RVs is skyrocketing, and the baby boomer market is one of the primary reasons for the increase in RV sales. RV ownership in the U.S. is growing faster than the population. According to the study, nearly one in every 12 U.S. vehicle-owning households (approximately 7 million) now owns an RV.

That number is expected to grow to 8 million households as more baby boomers enter their prime RV-buying years. Among all U.S. households, one in six plan to purchase an RV in the future.

The study found that the average RV owner is married, owns a home, and has an annual household income of $56,000. RV owners have a median age of 49, and nearly 10 percent of all Americans 55 and older own RVs. According to the study, RV owners tend to spend their free time and disposable income traveling—an average of 4,500 miles and 28-35 days annually. As fuel prices increase, RV owners continue to camp, but camp closer to home.

The Lake Park Campground has been a very popular campground for many years for residents, their friends and relatives, and tourists who enjoy the lake. It is in a prime location with easy access off IH 35E for a weekend campout at the lake. The campground has deteriorating roads, substandard utility hookups, and small unlevel sites. The Park Board is recommending upgraded utility hookups including

sewer, large level sites with amenities such as picnic tables, grills/fire rings, and improved tent site areas. With the lack of cabins on Lewisville Lake, the Park Board also sees the opportunity to possibly add some portable cabins. The Lake Park campground rates are currently the lowest in the area and these improvements would support an increase and boost revenues. These revenues could then be used to fund additional Lake Park improvements or offset the cost of maintenance. The campers will also provide an economic impact to the community as they dine and shop while in town. From FY 06-07 thru FY10-11, the campground generated an average of $208,774 per year in revenue. The campers staying at the campground also provide an economic impact to the community as they purchase groceries, food and beverage, recreational equipment, private auto supplies and retail shopping. The Texas State Parks has estimated these per person per day expenses at $17.52 for the Isle du Bois Unit at the Ray Roberts Lake State Park. In addition to the more obvious benefactors of the presence of the campground, the campers also help support approximately 20 local businesses that sell, rent, service, or provide storage for recreation vehicles.

Park Board Priority 1

Estimated Cost:		$2,000,000
Funding :	2014	- $2,000,000 4B funds - cash

Lake Park Athletic Field Improvements

Grass infields were added to four of the baseball fields and drainage improvements were made on four of the soccer fields at Lake Park. In addition, on the four soccer fields common Bermuda sod was replaced with a hybrid Bermuda to increase the quality of the fields and the playability. The remaining four soccer fields were scheduled for the same improvements, but this was placed on hold pending the outcome of the lake redevelopment study and the opening of the Toyota of Lewisville Railroad Park. This improvement also includes the expansion of the parking lot by ball fields 9 and 10 and outfield fencing for fields 5 and 6.

Park Board Priority 2

Estimated Cost:		$600,000
Funding :	2014	- $275,000 existing from G00901
		$325,000 4B funds - cash

Lake Park Day Use Improvements

Lake Park is extremely important to the community, its character, and its image. It is the only park in the City that provides lake access for Lewisville residents. It also draws people from the surrounding region to enjoy the many recreational opportunities and lake access that it provides. There have been very few improvements in the day use area other than the replacement of the main restroom facility in the mid 1990's. Because of its natural beauty, adjacency to the lake, and overall prominence, the ways in which Lake Park can serve the community and region are numerous. It can be redeveloped to draw additional tourism to the City by incorporating elements such as a large destination/themed playground with numerous small picnic pavilions, larger picnic pavilions, individual shaded picnic tables, amenities for fishing tournaments, and

fish cleaning stations, as well as addressing numerous ADA accessibility issues. The park's entrance fees generate approximately $195,000 in revenue each year. Without improvements, we will see a reduction in the revenue as the park continues to age and visitors migrate to other parks with newer amenities. The day use area with its lake access also helps support approximately 35 local businesses that sell, rent, service, or provide storage for water craft.

Park Board Priority 3

Estimated Cost:	$4,000,000
Funding :	2015 - $485,746 existing from G00423
	$3,400,180 4B funds - cash

River Access Points

As Texas becomes more urbanized, it becomes ever more important to provide public places to enjoy outdoor recreational opportunities, such as canoeing and kayaking. According to the Outdoor Industry Association, kayaking participation nationwide doubled between 1998 and 2004, with recreational and sit-on-top kayaking the fastest growing segment of the sport. Participation in canoeing also remains very strong. Lewisville has a beautiful 6 mile segment of the Trinity River that runs from the Lewisville Lake dam to the south City limits. The Lewisville Lake Environmental Area provides access to the river just south of the dam and has an outfitter providing monthly guided trips. Undeveloped parkland adjacent to the river, at the south city limits could be developed to provide safe access to the river. With the development of river access points, the City could qualify to be listed with Texas Parks and Wildlife as a paddling trail and increase our exposure and tourism.

Park Board Priority 4

Estimated Cost:	$1,000,000
Funding :	2015 - $1,000,000 4B funds - cash

Trails - Phase 1- (12.1 miles)

Trails provide opportunities for low-cost, healthy activities. Regardless of age or demographics, trails can be used by residents of all physical abilities. Providing opportunities for people to be active and healthy is paramount to the success of Lewisville's trail system. Trail systems also provide meaningful connections between where people are and where they want to go. With rising fuel prices, increased traffic congestion, and the growing desire for people to be more active in their lives, it is important to consider that trails, sidewalks, and bike routes serve transportation, as well as recreation roles. Phase 1 of the 2011 Lewisville Trails Master Plan suggests the implementation of 12.1 miles of trail. DCTA will be completing a portion of the trail from the south City limits to the north City limits running somewhat

parallel to the rail line. This will not fully fund the trails in Phase I, but it is a good start and some grants may become available that will help fund additional trail sections.

Park Board Priority 5

Estimated Cost: $8,625,171

Funding : 2014 - $1,231,771 existing from G00646

2016 - $1,000,000 4B funds – cash

2022 – $800,000 4B funds – cash

2023 – $800,000 4B funds – cash

2024 – $800,000 4B funds – cash

Herring Recreation Center Renovations & Improvements

Built in 1983, this 30,000 square foot facility has served the community quite well since its last expansion in 1988. As the community has grown, so has the number of users. In addition, the roles of recreation centers have changed over time, which warrants updating the Center and expanding its purpose and variety of amenities. Needed improvements include an expanded cardiovascular fitness area (4,000 sf), development of adequate staff work areas (1,550sf), redesign of control desk to better control flow of visitors and increase security, and enlargement and renovation of restroom and shower areas to address ADA accessibility issues.

Park Board Priority 6

Estimated Cost: $1,625,000

Funding : 2019 - $1,625,000 4B funds - cash

Senior Activity Center Expansion

Senior centers offer recreation, social activities, educational opportunities, nutrition programs, noon meals, and exercise programs. The Lewisville Senior Activity Center is undersized for the demand and population of Lewisville's seniors. Expanding the center with a 4,000 square foot connector to the Memorial Park Recreation Center will provide adequate growth space for the Senior Activity Center. It is important to understand that there is a trend for recreation centers to include dedicated areas for seniors, especially baby boomers who are much more active than the previous generation of senior citizens. When not used for senior programs, it can be used for other PALS programs and activities.

Park Board Priority 7

Estimated Cost: $1,700,000

Funding : 2021 - $1,700,000 4B funds - cash

Hedrick House Improvements

The Hedrick House, acquired in 1989 and opened to the public in 1990, presents a unique venue for Lewisville. It is approximately 5,000 square feet in size and has a capacity of 130 people. The facility is available for rentals and is typically utilized for weddings, reunions, and corporate gatherings. Recommended improvements include enhancing the backyard area with fencing, landscaping, and a wedding gazebo. Inside, a completely updated kitchen with commercial equipment including sinks, counters, cooler, freezer, ice maker, dishwasher, and storage area is recommended.

Park Board Priority 8

Estimated Cost: $90,000

Funding : 2015 - $90,000 Park Dedication Funds

Trails

Completion of Phase 1 from the 2011 Lewisville Trails Master Plan and commence implementation of Phase 2 - (16.2 miles).

Park Board Priority 9

Estimated Cost: $16,500,000

Funding : Unfunded – recommend for bond program

New Recreation/Aquatic Center

Based on the results of the survey City analysis, a Target Level of Service of 0.9 square feet per capita for recreation centers is recommended for Lewisville. Based upon the projected 111,168 build-out population of Lewisville, this translates to a need for 100,050 square feet of recreation center space to be comparable to peer cities in the near future (this is 52,050 more square feet that currently exists in the City's recreation centers).

The industry trend is to create more activities within a center that would address the needs of all ages of a family (referred to as a multi-generational center), which would suggest that a response to this need would be satisfied by placement of one larger facility located somewhat centrally within the City. The Aquatic Center portion of this facility will need to be re-evaluated due to the recent construction of Lewisville Independent School District's natatorium. It may be more advantageous to add amenities and improvements to the City's existing aquatic facilities.

Park Board Priority 10

Estimated Cost: $21,400,000

Funding : Unfunded – recommend for bond program

East Hill Open Space - Park Development (221 acres)

The East Hill Open Space is located on the far east side of Lewisville, adjacent to the new East Hill Park. This land is subleased from the US Army Corps of Engineers and is across the Lewisville Lake spillway from LLELA. A master plan was developed for this park area several years ago which included a recreation center, an amphitheater, six softball/baseball fields, a tennis center, 11 soccer fields, ample parking, unprogrammed areas, and natural open space. The plan for this park area demonstrates the opportunities possible at this location. However, it is recommended that the plan be revisited. Lewisville's current and future Level of Service for park land indicates a need for 156 additional acres of land for community parks. In order to address these needs, one additional community park is recommended for Lewisville in the far eastern portion of the City. In addition to generally addressing the acreage deficit, an additional community park can help address the need for additional athletic and non-athletic facilities (namely soccer fields, adult softball fields, a cricket ground, practice space, and tennis courts.

Because of its large size (221 acres), this land can accommodate a community park that provides both active and passive recreation activities. It is recommended that the previous master plan for a community park at the East Hill Open Space be updated and revised to address the community's current recreation needs and to determine whether the character of this park should be focused more on active or passive recreation.

Park Board Priority 11

Estimated Cost: $6,040,000
Funding : Unfunded – recommend for bond program

Tennis Center

Tennis is the 4th most popular sport in the world, but is the most popular individual sport. Tennis can be played between two single players or two teams of a pair of players each (doubles variant). It is a sport which is equally popular among men and women. Lawn tennis is a very high paying individual sport - individual players have made more than $40 million in a year alone. Tennis is a fascinating game as well as exercise. The fact that there is no fixed time limit in the game means a player has to work hard on his/her stamina - matches between professionals often turn out to be a test of endurance. The only limiting factor in the popularity of the game is the availability of affordable tennis courts for common public.

Tennis maintains the top spot as the fastest growing traditional sport in America, up 37% from 2000-2011, according to data from the Physical Activity Council. Public tennis facilities remained the top spot where people play tennis, with 49.2% of players in 2011. Schools/colleges had 20.8%, private clubs were at 12.9% and commercial clubs at 2.2%. According to the Tennis Industries Association's Court Activity Monitor, 54% of tennis facilities indicated an increase in the "new players" category in 2011, with only 9% indicating a decrease (for a net increase of 45%).

Park Board Priority 12

Estimated Cost: $6,040,000
Funding : Unfunded – recommend for bond program