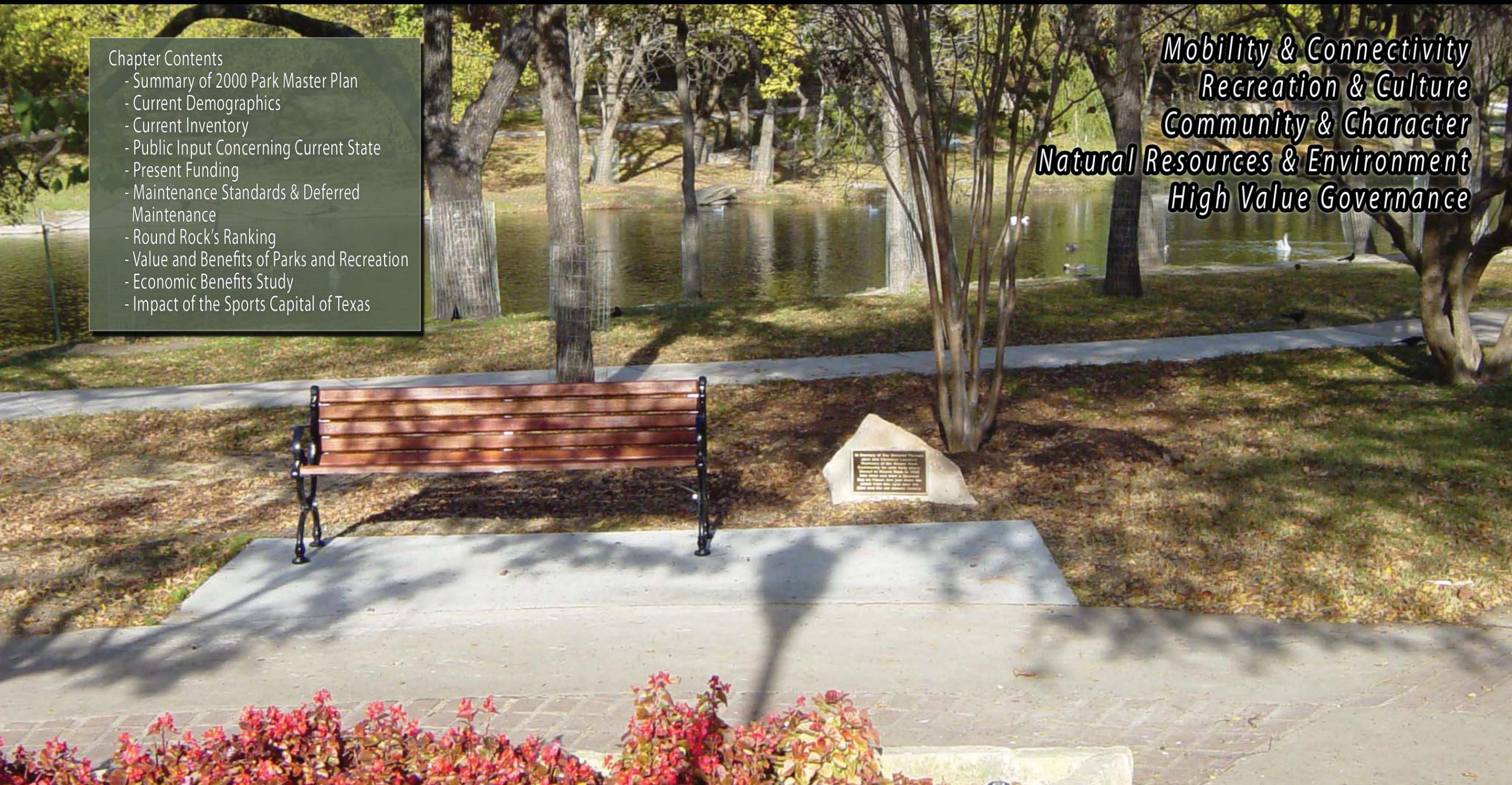


# Chapter 3: The Current State of Parks and Recreation in Round Rock

## Chapter Contents

- Summary of 2000 Park Master Plan
- Current Demographics
- Current Inventory
- Public Input Concerning Current State
- Present Funding
- Maintenance Standards & Deferred Maintenance
- Round Rock's Ranking
- Value and Benefits of Parks and Recreation
- Economic Benefits Study
- Impact of the Sports Capital of Texas

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**High Value Governance**



# Chapter 3

## The Current State of Parks and Recreation in Round Rock



### Round Rock's Need for Parks and Recreation

Quality of life is an important factor to the citizens that call Round Rock their home. Quality of life encompasses many areas, including the ability to get good jobs, the ability to get around the city easily, the feeling that the city is a safe place to live in, and the availability of attractive homes and neighborhoods in which to live.

One of the most important aspects of a community's character is the availability of high quality parks and recreation opportunities in the city. Parks and recreation influence every aspect of our lives. They allow us to experience new activities and encourage us to lead a healthy lifestyle. Attractive parks and natural areas are often the first place that visitors view in our communities. Parks provide a very visible reminder of the beauty of the land that we choose to live in. Parks are also one of the most visible elements of a city government at work and can instill a strong sense of pride in the residents of a community. A good park and recreation system lets both residents and visitors know that the leadership of the city is interested in the well being of its citizens.

### Purpose of the Parks and Recreation Master Plan

Round Rock's previous Park and Recreation System Master Plan was completed in 2000. The 2000 Plan has provided guidance for the city over the past several years, helping the park system remain viable through a period of considerable change in both Texas and in Round Rock itself. The next decade brings new changes and challenges on both a global and more local stage. This plan will be a key guiding tool for city staff during that time.

A good parks and recreation system does not occur randomly, but rather requires a series of orderly steps. It responds to the interests of all citizens it serves. This master plan establishes goals and priorities, and provides an assessment of Round Rock's Park and Recreation system in the year 2008. The Park and Recreation Planning process allows the citizens of Round Rock to determine what their preferred park and recreation priorities should be. This plan:

- Points out deficiencies in the system and recommends alternatives to address and correct those deficiencies;
- Looks at the potential growth of the city over the next 5 to 10 years, and assesses where additional facilities will be needed as the city grows, and what types of facilities are most needed;
- Guides city staff in acquiring land to meet current and future park and open space needs;
- Prioritizes key recommendations of the Parks and Recreation Master Plan so that the most significant deficiencies are addressed as quickly as possible;
- Is intended to guide city staff and city leaders in determining where and how parks funding should be allocated over the next five years.

This is the "game plan" for the next twelve years to make Round Rock's park and recreation system simply one of the best anywhere in Texas.

**"The future belongs to those who believe in the beauty of their dreams."**

Eleanor Roosevelt

# The Round Rock Strategic Parks and Recreation Master Plan

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## 2000 Park Master Plan for Round Rock

This plan was created for Round Rock in 2000 to provide a framework for future development that took into consideration the rapidly growing population in the area. The plan outlined the goals for the community and made recommendations about current and future parks, recreation and open space development.

### GOALS OF THE 2000 PARK AND RECREATION MASTER PLAN:

- Provide a plan that serves all citizens of Round Rock, regardless of ability.
- Plan for immediate, short, and long term improvements.
- Update all existing areas to meet a desired purpose and standard.
- Plan for acquiring land, development of recreational facilities, and the logical growth and maintenance of the Round Rock parks system.
- Involve the Round Rock community in the development, operation and acquisition of parks.
- Provide unique park experiences for current and future residents of Round Rock.

### RECOMMENDATIONS OF THE 2000 PARKS AND RECREATION MASTER PLAN:

1. Develop hike and bike trails that safely connect existing and future parks, schools and other destinations, with high priority placed on the conservation and preservation of existing drainage corridors. An additional four miles of trail is needed to meet NRPA guidelines within the next ten years.
2. Provide restroom facilities in areas of high use. Existing facilities should be upgraded to meet handicap accessibility standards.
3. Upgrade playground equipment in existing facilities and develop new facilities where needed in the community. Use surfacing and equipment that meets current U.S. standards and guidelines. Create recreation opportunities for all ages and abilities. Fifty-six additional play areas are needed in the Round Rock community over the next ten years.
4. Develop natural areas along greenbelts and creek corridors and preserve nature areas in existing parks. Provide nature trails and fishing piers where applicable.
5. Provide handicap accessible picnic shelters / pavilions in all park facilities.
6. Create open spaces for large group gatherings, picnics and field games. Preserve existing open spaces during the planning process.
7. Develop a nature preserve for Round Rock.
8. Plan for outdoor swimming facilities, possibly in conjunction with Williamson County.
9. Include programming items like ponds and lakes in existing and future park planning.
10. Develop fishing opportunities in existing facilities and plan for them in future parks and open space.
11. Create additional space for senior citizen related activities. New facilities should be centrally located to serve the most users. Also, existing facilities should be updated.
12. Appoint a special committee to determine the community need for an additional multi-purpose / cultural arts center in Round Rock.
13. Develop botanic / flower gardens in high use areas of existing parks to increase citizen participation in gardening programs.
14. Improve existing tennis courts by adding lighting, as well as add new courts to planned facilities.
15. Develop additional outdoor basketball courts in new areas of Round Rock and add courts in existing parks where needed too meet NRPA guidelines.
16. Provide lighting for existing outdoor basketball courts.
17. Encourage use of the indoor swimming pool at Clay Madsen Center by developing programming for all ages and abilities. Consider constructing additional pools if capacity is reached at Clay Madsen Center.

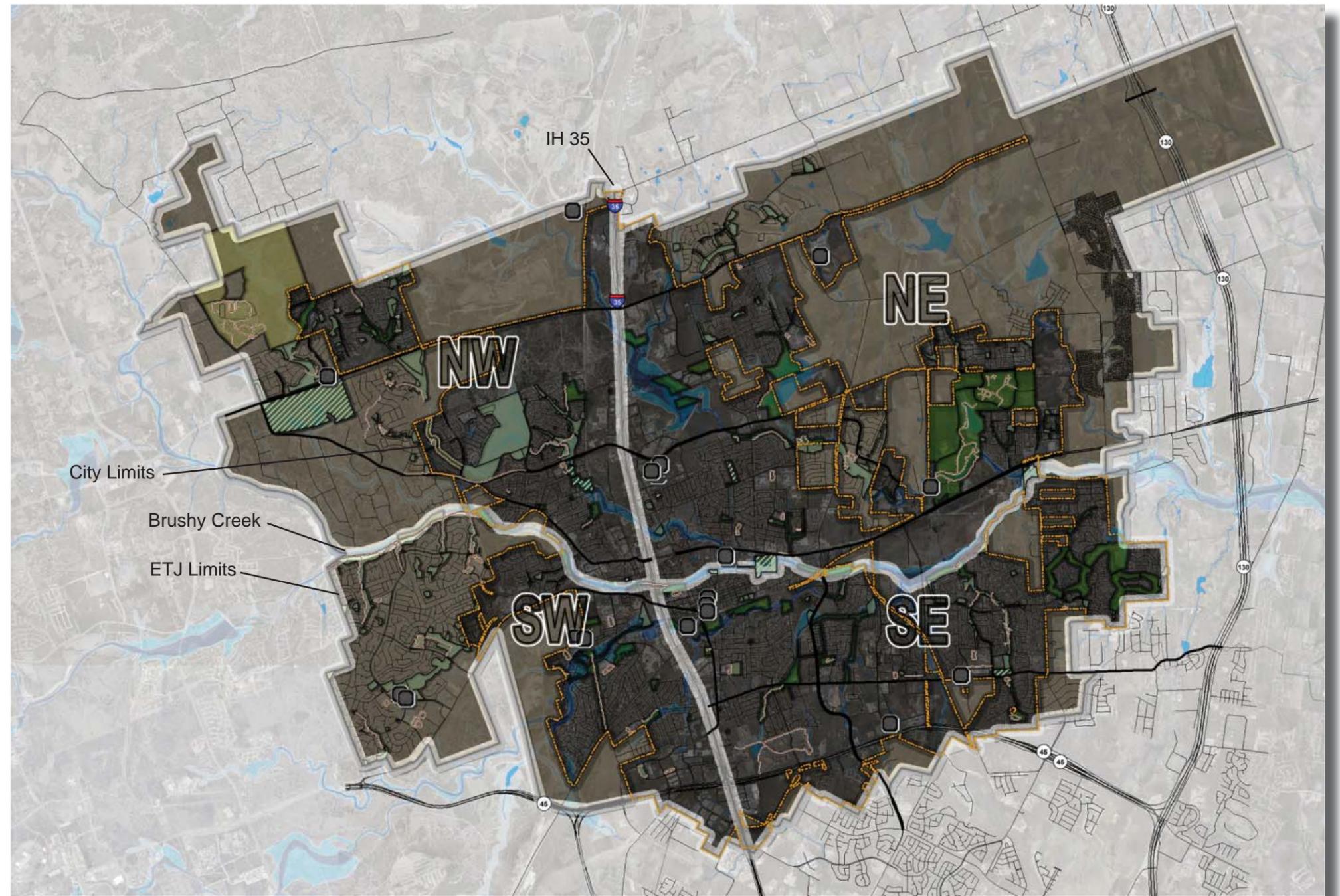
Table 3.1 - Recommendations of the 2000 Parks and Recreation Master Plan

Recommendation	Status	Date Completed	Details
Develop an additional 4 miles of hike and bike trails	Complete	2001, 2004, 2008	Old Settlers Trail, Brushy Creek East Trail (Phase 1), Greater Lake Creek Trail
Add restroom facilities in areas of high use	Partially Complete	2003, 2008	Built restrooms at Soccer Complex and Tennis Complex, other high use areas still in need
Upgrade playground equipment and add 56 additional play areas	Partially Complete	2001-2008	Renovated 5 playgrounds and added 10 new playgrounds
Develop natural areas along greenbelt and creek corridors	Partially Complete	2001-2008	
Provide handicap accessible picnic shelters	Complete	2001-2008	All current picnic shelters are ADA compliant
Create open spaces for large group gatherings	Partially Complete	2001	Rabb Pavilion, Silver Slugger Pavilion, Brushy Creek Trail, etc.
Develop a nature preserve	Partially Complete	2001-2008	Acquired Mayfield Park and Behrens Ranch Park
Plan for outdoor swimming facilities	Complete	2005	Rock 'N River Family Aquatic Center
Include ponds and lakes in existing and future park planning	Complete	2001-2008	
Develop fishing opportunities	Complete	2005, 2008	Fishing pier at Old Settlers Lake, fishing nooks at Greater Lake Creek Park
Create additional space for senior citizen related activities	Complete	2005	Baca Senior and Community Activity Center
Provide a multi-purpose / cultural arts center	Incomplete		
Develop botanic / flower gardens	Incomplete		
Improve existing tennis courts	Complete	2001-2008	All tennis courts re-surfaced within the last 7 years, OSP courts all lighted
Develop additional outdoor basketball courts	Partially Complete	2007, 2008	High Country Park and Lake Creek Park
Provide lighting for existing outdoor basketball courts	Incomplete		
Provide programming at indoor pool at Clay Madsen for all ages and abilities	Complete		

**Jurisdiction and Planning Area**

The recommendations of this plan will be implemented by the City of Round Rock. It is intended to cover all of Round Rock as well as the areas included in the city's current extra territorial jurisdiction (ETJ).

Planning Areas - The planning area has been divided into four main sectors: Northeast, Northwest, Southeast, and Southwest. Interstate 35 was used as the divider between east and west. Brushy Creek was the divider between north and south. A map of the planning sectors is shown to the right.



# The Round Rock Strategic Parks and Recreation Master Plan

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## Role of the City of Round Rock in Providing Recreation Opportunities

Round Rock is the primary governmental entity charged with providing recreational facilities for the citizens of Round Rock. Ancillary recreational facilities are provided by the Round Rock Independent School District on many school campuses, homeowner associations (HOAs), municipal utility districts (MUDs), the YMCA, and by Williamson County Parks.

## Parks and Recreation Master Plan Timeframe

The plan is formulated to address the time frame from the year 2008 through 2020.

Many of the recommendations of the plan are valid for a period of up to fifteen years, but should be readdressed periodically. Per planning requirements issued by the Texas Parks and Wildlife Department, the Parks and Recreation Master Plan should be completely updated after a ten year period, or before if any major developments occur which significantly alter the recreation needs of the city. In addition, an annual review workshop by the Round Rock Parks and Recreation Department staff and other city staff will be conducted to review progress over the last year. Annual updates by city staff will also be prepared, or on a more frequent basis if special needs or occurrences require modifications to the plan. In all cases, public involvement through citizen meetings, interviews, and workshops will be included in any updating process.

## Round Rock's History

Round Rock is located within Williamson County in the Texas Hill Country and is just 16 miles north of Austin, Texas. According to the 2000 U.S. Census, Round Rock had a total population of 61,136, and the 2008 estimated population is 94,026. In 1851, a small community was established on the northern banks of Brushy Creek, where a blacksmith named Jacob M. Harrell set up his shop. The community was formed near a large "round rock" located in the middle of Brushy Creek. In 1854 this small community was renamed Round Rock due to this famous rock.



(historic "round rock")

This "round rock" is located in a low water crossing in the middle of Brushy Creek. This low area was a crossing for the Chisholm Trail which moved cattle from South Texas to Abilene, Kansas. Most of the original buildings located along the trail are still currently located within the historic area of Round Rock and is now referred to as Old Town.

In 1876, the International-Great Northern Railroad was built through Williamson County and laid just east of Round Rock. The City then began to move in a new direction creating a "new" and "old" Round Rock. The town began to prosper due to the railroad and attracted the outlaw Sam Bass. In 1878 he was captured and died after a shootout occurred in Downtown Round Rock.

During the first six decades of the 20th century, Round Rock had a population between 1,000 and 1,400 people. It was not until the 1960s that the town began to grow. During this time much of the historic restoration and preservation

took place. During the 1970s the City began to experience dramatic growth. Nearby, the City of Austin began to expand northward towards the City, which brought large scale development to Round Rock. The population grew from 2,811 to 11,812 between 1970 and 1980. With the addition of computer-related industries and the increase in retail businesses during the 1980s, Round Rock's population grew more than two and a half times its size to 30,923 by 1990.

## The Economy of Round Rock

Many of the early settlers of Round Rock were attracted to the area because of Brushy Creek. Agriculture was a large part of the early economy; however, many of the settlers coming north from Austin brought trades with them. Industries such as gristmills, gins, wood-carving factories, lime plants, and a broom factory were all part of Round Rock's early economic development.

In 1876, the International-Great Northern Railroad was built just south and east of Round Rock. The city then began developing more towards that region. Hotels, newspapers, and professional offices sprung up in Round Rock within the first year that the railroad was in operation. In 1879, the Round Rock Searchlight Newspaper was established and is still in operation, now known as the Round Rock Leader. Major businesses of the early 20th century include the Trinity Lutheran College and the Round Rock Cheese Factory.

Little growth and economic development occurred in Round Rock in the early 20th century. It was not until the 1960s that this changed. The nearby city of Austin was experiencing tremendous growth, and people were beginning to move to the suburbs, such as Round Rock. The population of Round Rock more than doubled every decade from 1970 to 2000. Because of the growth in population, Round Rock became an ideal location for businesses and industries. In the 1980s, Round Rock became the headquarters for Dell, Inc. Round Rock's economy is now highly dependent on the creative class and technology based business. Other major employers in Round Rock now include Round Rock ISD, Sears TeleServ, City of Round Rock, and Round Rock Medical Center. A list of major employers is shown in Table 3.2 on the following page.

**Table 3.2**  
Major Employers of Round Rock

Name	# of Employees
Dell Inc.	10,000
Round Rock ISD	5,175
Sears TeleServ	1,300
City of Round Rock	793
Round Rock Medical Center	710
Texas Guaranteed Student Loan	670
Dresser Wayne, Inc.	550
Toppan Photomask	368
Michael Angelo's Gourment Foods	350
Classic Automotive	349
Sysco Food Service	343
Chasco Contracting	325
TECO / Westinghouse	310
IKEA	300
Cypress Semiconductor	300

Source: Round Rock Economic Development Partnership

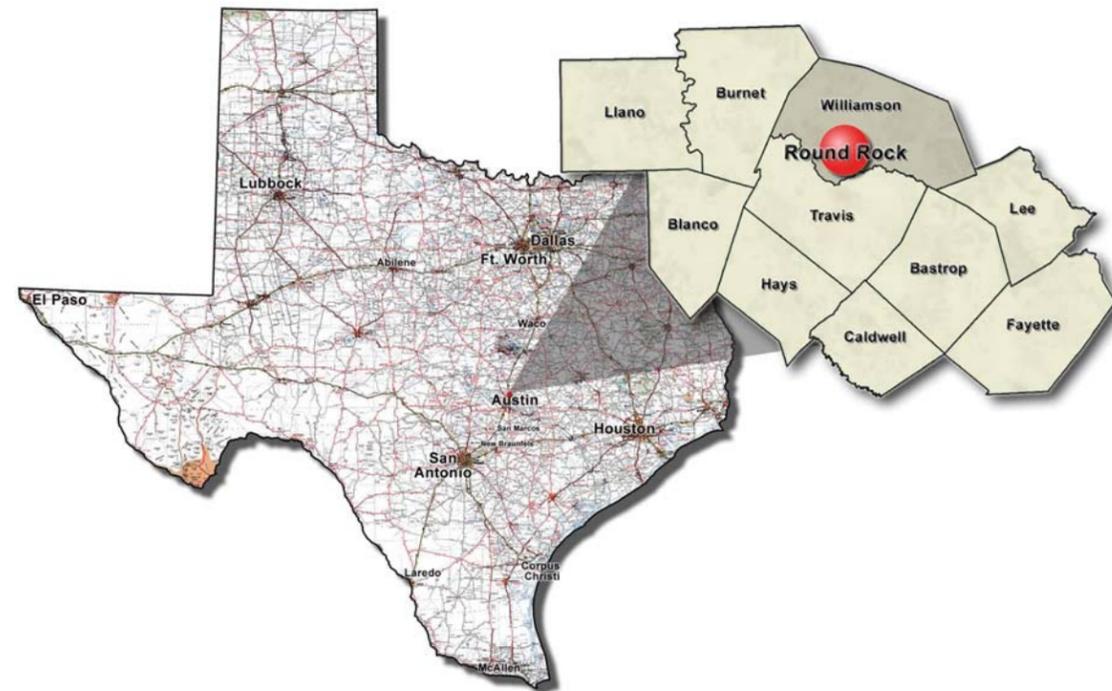
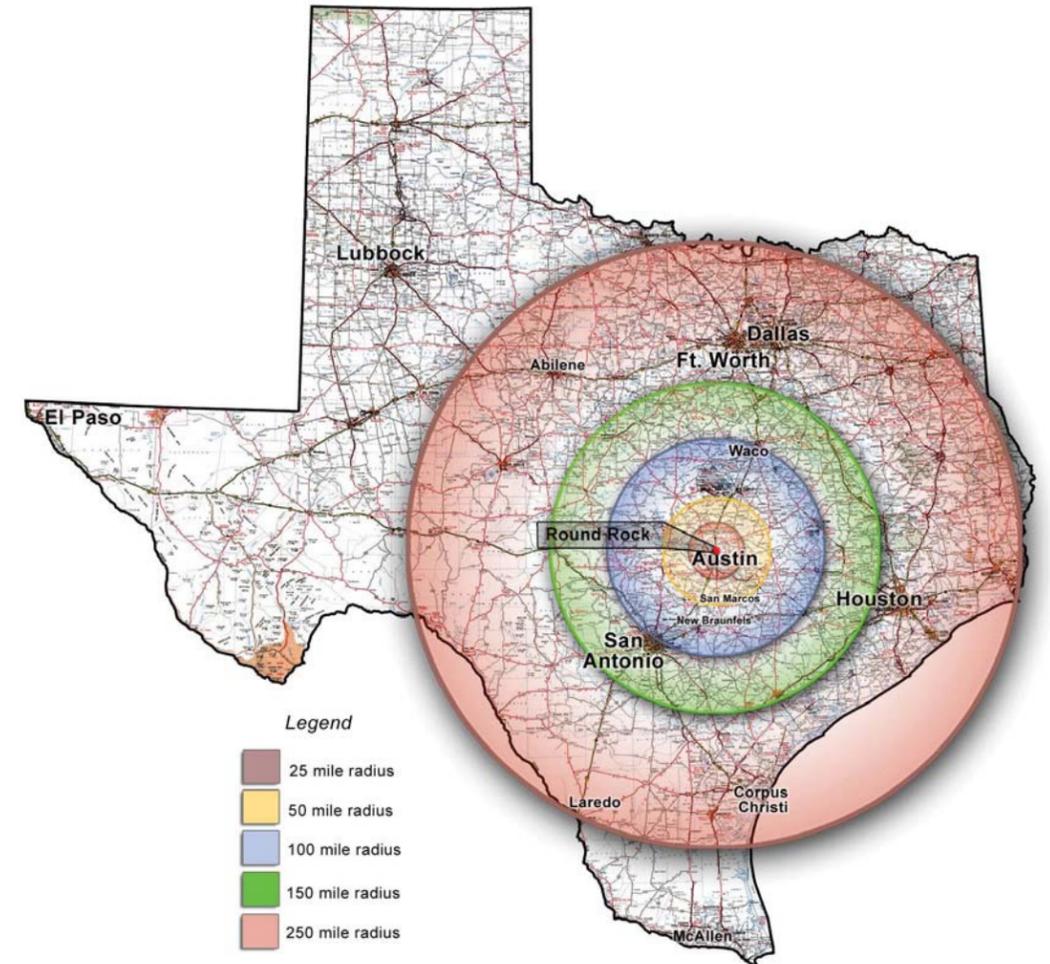
## Round Rock's Population

The process of developing a long range parks and recreation master plan includes understanding the size and the characteristics of the population to be served. Round Rock's parks, trails and open spaces provide recreation facilities for the citizens of the city, as well as other residents of Williamson County. The Round Rock Parks and Recreation Department's Service Area is shown in Table 3.3 below. The rapid population growth poses a challenge, in which just keeping up with the needs of the population growth will be difficult enough, much less actually increasing the proportional size of the system.

**Table 3.3**  
Round Rock Service Area

Census Tract	2000 Population
203.10	2,608
205.01	9,610
205.02	9,029
205.03	4,789
205.04	5,317
206.01	6,843
206.02	5,208
207.01	2,555
207.03	7,352
207.04	5,322
207.05	6,305
208.02	4,760
215.01	10,652
215.02	4,464
215.03	4,134
<b>Total</b>	<b>88,948</b>

Source: 2000 U.S. Census



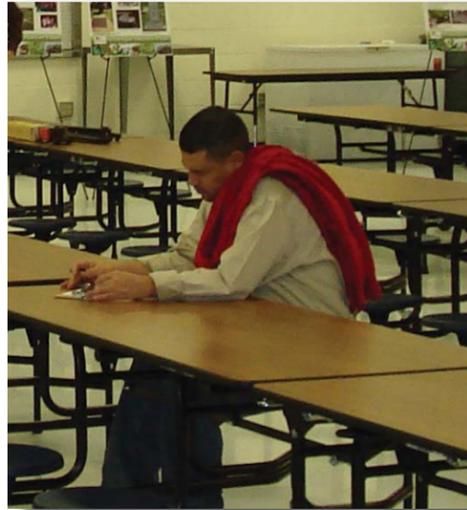
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## Population Growth

Round Rock's growth over the past decades has been tremendous. Table 3.4 shows that Round Rock's growth has been high above the county, state and national average in the past 30 years. Round Rock is starting to slow its population growth from the boom it experienced from 1970 to 2000. However, the city is not done growing. By the year 2020, Round Rock is projected to have a population of 133,264 as shown in Table 3.5. Round Rock is also expected to reach a population of over 100,000 residents by the end of this decade.



Residents of Round Rock participating in citizen input sessions held during the park planning process.

Year	Round Rock		Williamson County		Texas		USA	
	Population	% Growth	Population	% Growth	Population	% Growth	Population	% Growth
1980	11,812	-	76,521	-	14,229,191	-	226,545,805	-
1990	30,923	161.8%	139,551	82.4%	16,986,510	19.4%	248,709,873	9.8%
2000	61,136	97.7%	249,967	79.1%	20,851,820	22.8%	281,421,906	13.2%
2006	92,392	51.1%	353,830	41.6%	23,507,783	12.7%	299,398,494	6.4%
2008	94,026	1.8%	-	-	-	-	-	-

Source: U.S. Census  
2008 Source: Round Rock Planning Department

Year	Population	% Growth
2008	94,026	-
2010	100,815	7.2%
2015	115,567	14.6%
2020	133,264	15.3%
2025	150,776	13.1%
Build-Out	300,000 +/-	99.0%

Source: Round Rock Planning Department

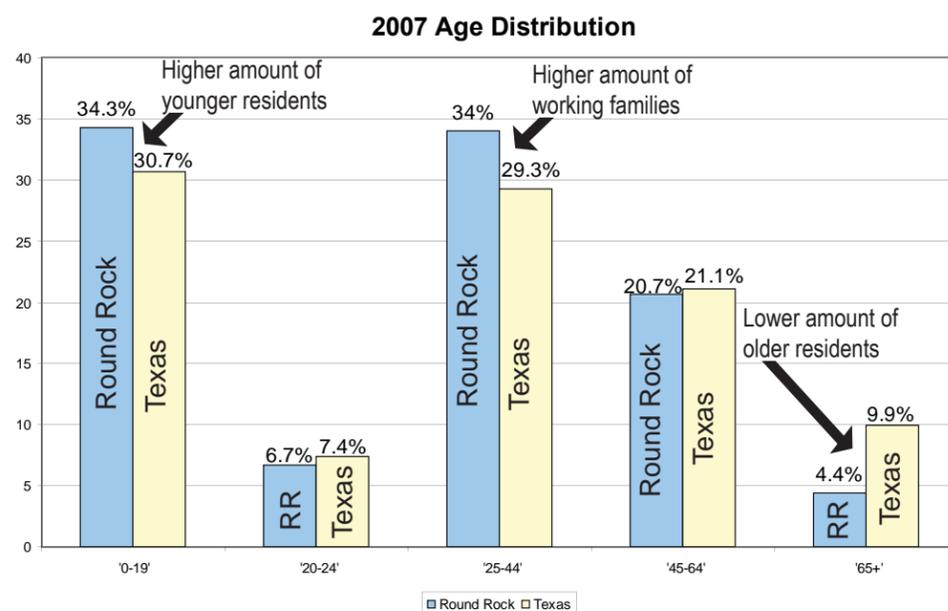
## Demographic Characteristics

Key demographic characteristics include age, race and origin, income and educational attainment.

Age - Table 3.6 illustrates the age characteristics of Round Rock. The population of Round Rock is younger than the state of Texas as a whole. Round Rock has a large portion of its population in the age categories of 0-19

	Round Rock	Texas
Age	Percent	Percent
0 - 19	34.3%	30.7%
20 - 24	6.7%	7.4%
25 - 44	34.0%	29.3%
45 - 64	20.7%	23.1%
65 +	4.4%	9.9%

Source: ESRI Market Profile



and 25-44. The median age of Round Rock's population is 31.3 years old.

Income Level and Education - The income level of the residents of Round Rock is high with over 70% of residents earning more than \$50,000. More than 30% of the residents earn over \$100,000 as shown in Table 3.7. This is high given the young population of Round Rock. However, as shown in Table 3.8, over half (51.4%) of the population has some sort of college degree, whether Associates,

Income	Percent Round Rock	Percent Austin MSA
\$0 - \$15,000	3.2%	8.9%
\$15,000 - \$24,999	3.5%	7.0%
\$25,000 - \$34,999	5.7%	8.9%
\$35,000 - \$49,999	11.5%	13.2%
\$50,000 - \$74,999	21.4%	20.3%
\$75,000 - \$99,999	21.4%	13.9%
\$100,000 - \$149,999	21.9%	16.1%
\$150,000 +	11.7%	11.6%

Source: ESRI Market Profile

Education Level	Percent Round Rock	Percent Austin MSA
Less than high school	7.2%	15.2%
High School Graduate	18.0%	19.9%
Some College	23.3%	22.8%
Associates Degree	11.3%	5.4%
Bachelor's Degree	27.9%	24.3%
Graduate Degree	12.2%	12.4%

Source: Round Rock Economic Development Partnership  
Austin MSA Source: ESRI Market Profile

Median Home Value, Median Household Income and Per Capita Income - These values are used to compare Round Rock to the remaining Austin Metropolitan Statistical Area for the years 2000 and 2007, as well as projected for the year 2012. The median home value in Round Rock was lower in 2000 when compared to the Austin MSA; however, it has increased in 2007 and is projected to increase further in 2012. The median household income for residents of Round Rock is higher than it is for all residents of Austin MSA. The per capita income for residents of Round Rock was slightly higher in 2000 when compared to Austin MSA; however, in 2007 and projected in 2012 it will be slightly lower. These values demonstrate that Round Rock is a competitive and viable city for people to reside in when compared to the central Texas

Year	Median Home Value		Median Household Income		Per Capita Income	
	Round Rock	Austin MSA	Round Rock	Austin MSA	Round Rock	Austin MSA
2000	\$119,178	\$121,251	\$60,343	\$48,974	\$24,911	\$24,516
2007	\$183,965	\$179,500	\$79,107	\$63,581	\$32,022	\$32,358
2012 <sup>(1)</sup>	\$219,978	\$208,919	\$94,642	\$77,238	\$39,762	\$39,897

Source: ESRI Market Profile  
<sup>(1)</sup> Projected

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## Round Rock Residents' Employment by Industry

Over one third of the residents of Round Rock, 39.5%, work in the services industry. That is followed with 16.6% working in the manufacturing industry and 11.5% working in the retail trade industry. Table 3.10 shows additional employment by industry.

Employment Industry	Round Rock % of Population	Austin MSA % of Population
Agriculture / Mining	0.6%	0.7%
Construction	8.0%	9.5%
Manufacturing	16.6%	10.8%
Wholesale Trade	2.6%	2.2%
Retail Trade	11.5%	10.8%
Transportation / Utilities	3.0%	2.9%
Information	2.2%	2.7%
Finance / Insurance / Real Estate	8.9%	7.6%
Services	39.5%	45.3%
Public Administration	7.1%	7.5%

Source: ESRI Market Profile

## Round Rock Residents' Employment by Occupation

Almost one fourth of the residents of Round Rock, 23.9%, have an occupation that is regarded as some type of professional. This is followed closely with 18.6% of the population having a management, business or financial occupation. 15.5% of the population works in administrative support. Table 3.11 shows additional employment by occupation.

Occupation	Round Rock % of Population	Austin MSA % of Population
Management / Business / Financial	18.6%	16.7%
Professional	23.9%	25.9%
Sales	11.8%	11.3%
Administrative Support	15.5%	13.5%
Services	12.0%	14.0%
Farming / Forestry / Fishing	0.2%	0.2%
Construction / Extraction	5.9%	7.7%
Installation / Maintenance / Repair	3.4%	2.8%
Production	4.9%	4.4%
Transportation / Material Moving	3.9%	3.5%

Source: ESRI Market Profile

## Key Demographic Characteristic Findings

Based on the demographic information, the City of Round Rock's population is largely young families. The meaning of this information in terms of parks and recreation is that the city should focus on offering family events such as Movies in the Park and July 4 Frontier Days Celebration. Youth athletic programs are needed; however, as the children of Round Rock grow older, a strong teen program focus will be needed in future years. The Parks and Recreation Department should consider offering adult instructional classes or fitness classes at the same time as the children programs so that parents can enjoy activities while waiting on their child.

**When and Where:**  
 Wednesday, February 6 – Forest Creek Elementary  
 Tuesday, February 12 – Chisholm Trail Middle School  
 Wednesday, February 13 – Caldwell Heights Elementary  
 Tuesday, February 19 – Old Town Elementary, 6:30pm – 8:30pm  
 Wednesday, February 20 – Baca Activity Center  
 Tuesday, February 26 – Clay Madsen Recreation Center

All meetings are from 6pm to 8:30pm unless otherwise stated. Refreshments will be provided.

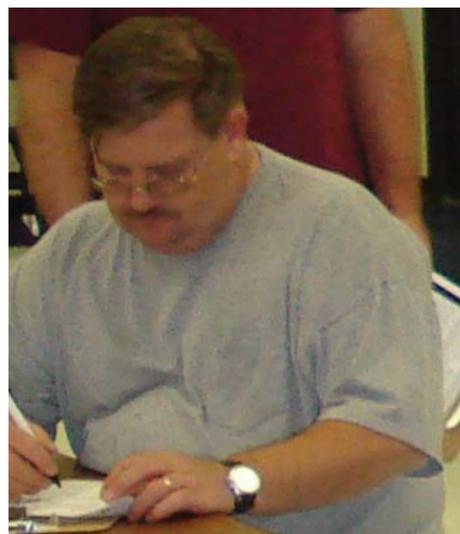
**What Do Our Parks Need?**

Citywide Parks, Recreation and Trails Master Plan Update  
**Important Community Input Meeting**

Help us plan for the future. Tell us what you like about our parks and recreational programming, and what you think our parks and recreational programs need.

Call 512-218-5540 for further information or if you have special meeting requirements.

Residents of Round Rock participating in citizen input sessions held during the park planning process.



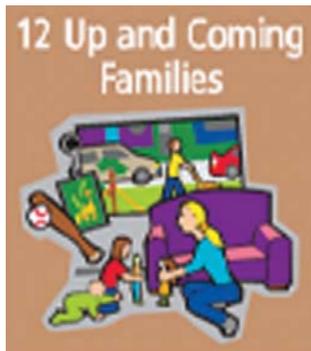
## Round Rock's Population Tapestry

Understanding the characteristics of a community's population is essential when trying to provide services such as those offered by the Parks and Recreation Department. Environmental Systems Research Institute (ESRI) is the leading GIS software and geodatabase system in the United States and the firm also offers demographic market research. Their Retail Goods and Services Expenditures 2007 report was used to analyze pertinent characteristics of the population of Round Rock's citizenry.

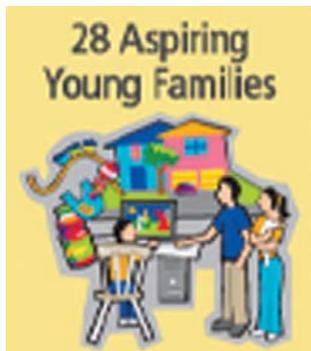
ESRI classifies the neighborhoods in the United States into 65 different segments based on factors such as demographics and socio-economic status. These segments make up what is known as a community tapestry. When analyzing the City of Round Rock's population, the most common Tapestry Segment was that of "Up and Coming Families" with over one third (38.7%) of the population of Round Rock being in this category. This segment of the population is composed of married couples with kids. The average age is 32 and their occupational status is middle to upper management or professional. Most of this population has some college education or a bachelor's degree. Interesting traits to this group is that they like to eat at Chick-fil-A and visit the zoo with their family. Programs offered by the Round Rock Parks and Recreation Department for this group include youth sports leagues, the Rock 'N River Family Aquatic Center Complex, adult softball league, and instructional classes.

The second most common Tapestry Segment in Round Rock is "Aspiring Young Families" comprising of 16.3% of the population. The average age of this group is 30.5 years old and most have some college education or a bachelor's degree. Their occupation is usually middle management/professional or in the service industry. Most of the segment lives in either townhomes or in multi-unit apartments. There is a mix of singles, young couples, and couples with children in this part of the population. Interests of this group include visiting theme parks and attending professional sports games. Programs and facilities that are needed for this segment of the population include playgrounds, trails, the Clay Madsen Recreation Center, and summer concerts.

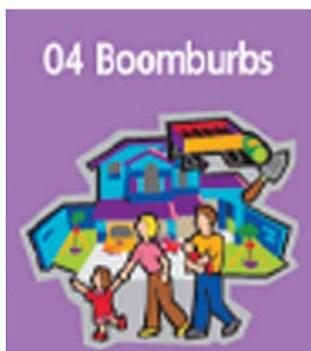
The third most common Tapestry Segment is the "Boomburbs" which is 14.9% of the total population of Round Rock. This segment is described as well-educated, married couples who are home owners and have children. They like being in close proximity to a large city but also the affordability of living in the suburbs. Most of this segment is college educated with a bachelor's or graduate degree. They are usually high in their careers as a professional or manager. The average age of this group is 33.8 years old; and they enjoy playing golf and vacationing at places like Disney World. Parks and recreation programs that are attractive to this group include Teravista Golf Course and family events like Movies in the Parks and Daddy Daughter Dance.



Source: ESRI Community Tapestry Image



Source: ESRI Community Tapestry Image



Source: ESRI Community Tapestry Image

## Entertainment and Recreation Expenditures by the Citizens of Round Rock

ESRI demographic reports also analyze consumer spending habits. In the year 2007, the citizenry of Round Rock spent \$128,960,939 on products and services that were related to entertainment and recreation. Table 3.13 below shows the different categories of entertainment and recreation expenditures, the total amount that was spent on each of those expenditures by Round Rock's population, as well as the average amount spent per household. Some of the expenditures that are related to the Parks and Recreation Department include: membership fees for clubs (\$6,022,588 total amount in 2007), fees for recreational lessons (\$5,315,881 total amount in 2007), and fees for participant sports (\$4,454,612 total amount in 2007). For all items regarded as entertainment and recreation, the residents of Round Rock consume 29% more than the national average.

Entertainment and Recreation Activity	Average Amount Spent per Household	Total Amount Spent by Round Rock's Population
Community Antenna or Cable Television	\$812.21	\$23,585,783
Recreational Vehicles and Fees (includes camp fees, boat docking fees, and purchases of boats and RVs)	\$597.62	\$17,354,327
Pets	\$556.53	\$16,161,200
Sports/Recreation/Exercise Equipment (includes game tables, bicycles, camping/hunting/fishing equipment, and water and winter sports equipment)	\$284.83	\$8,271,258
Reading (includes newspapers and magazines)	\$260.07	\$7,552,060
Toys and games	\$242.65	\$7,046,280
Sound equipment (includes CDs, radios, and musical instruments)	\$212.53	\$6,171,696
Membership Fees for Clubs (includes social, recreational and civic clubs)	\$207.40	\$6,022,588
Admission to Movie/Theatre/Opera/Ballet	\$202.47	\$5,879,620
Color Televisions	\$191.01	\$5,546,865
Photo Equipment and Supplies	\$183.60	\$5,331,696
Fees for Recreational Lessons	\$183.06	\$5,315,881
Fees for Participant Sports	\$153.40	\$4,454,612
Rental of Video Cassettes and DVDs	\$83.90	\$2,436,387
Admission to Sporting Events	\$82.13	\$2,384,844
Purchase of Video Cassettes and DVDs	\$81.86	\$2,377,153
VCRs, Video Cameras, and DVD Players	\$51.54	\$1,496,572
Video Game Hardware and Software	\$45.08	\$1,309,140
Rental & Repair of TV/Sound Equipment	\$7.04	\$204,573
Satellite Dishes	\$2.01	\$58,404

Source: ESRI Retail Goods & Services Expenditures 2007

# The Round Rock Strategic Parks and Recreation Master Plan

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## Purpose of the Existing Parks and Open Space Inventory

Round Rock has an established network of both neighborhood and larger community park facilities. These parks are well placed within the neighborhoods that they serve and are well maintained. However, population shifts within the city over time have resulted in some areas having a significant number of parks, while other newer areas have few or no parks. A key part of the park and recreation planning process is to understand what parks, recreation buildings, trails and open space facilities are currently available. The process also evaluates the current condition of those facilities so as to assess whether or not they are addressing the current park and recreation needs of the city. This inventory serves as the foundation for the needs assessment for new or improved recreational facilities.

### Components of the Existing Parks Inventory

This inventory of existing parks reviews several aspects of each park in the Round Rock system. These include:

- **Classification:** What is the purpose of a given park? Is it intended to serve a local neighborhood around it, giving children and young adults a place to play? Is it intended to serve a much larger population, providing fields for organized league play? This determines whether a park should be classified as a neighborhood park, a community park, a special purpose park, or a linkage park. Key issues that are looked at include:
- **Location:** Where is the park located in relation to the population that it serves? Is it accessible?
- **Service Area:** What are the limits of the area served by each park? Are there any major thoroughfares or physical features that create barriers to accessing the park?
- **Size of the Park:** How big is the park? Is it large enough to adequately accomplish its intended purpose?
- **Facilities in each Park:** What does the park contain? Are the facilities appropriate for the type of park?
- **Layout:** Is the arrangement of facilities in each park appropriate?
- **Condition of the Park:** What is the general condition of the facilities in each park?
- **Special Considerations:** Does the park provide facilities for people with disabilities that meet the requirements of the Americans with Disabilities Act?

### Park Classification

National and state guidelines identify three broad categories of parks, which are:

- In-City Parks (such as neighborhood and community parks)
- Regional Parks (such as area lakes)
- Unique Parks (such as trails and linear parks)

**Local Close-to-Home Parks** - located within the community served by the facility, which includes mini-parks, neighborhood parks, and community parks.

In-city or close-to-home parks are a key category to the City of Round Rock. Close to home parks address day to day facilities for all ages and activities, and are usually within walking or driving distance from where we live. The four close-to-home park types that exist in Round Rock are:

- Neighborhood parks, including mini-parks
- Community parks
- Special use parks
- Linear parks

**Regional Parks** - located within one to two hours of driving distance. Parks in this category serve a number of communities, and include regional metropolitan parks and regional park reserves.

**Unique Parks** - may be either local or regional in nature. These parks can be defined as areas that are unique in some way, whether because of physical features or because of the types of facilities provided. Parks in this category may include linear parks, special use parks, or land conservancies.

## Park Types and Standards Included in the Round Rock Park and Recreation System

### Neighborhood Parks

In Round Rock, as in most cities, neighborhood parks should provide the foundation for recreation. Ideally, they provide facilities and recreation space for the entire family and are within easy walking or bicycling distance of the people they serve. In Round Rock, much of the neighborhood park need is fulfilled by Home Owner Associations that own and operate their own private parks for the residents of those neighborhoods.

The neighborhood park typically serves one large or several smaller neighborhoods. The ideal neighborhood park in Round Rock, generally 3 to 10 acres in size, should serve no more than 2,000 to 4,000 residents per park.

- Neighborhood parks should be accessible to residents who live within a one-half mile radius of the park. In some areas of the city, a smaller quarter mile service radius may be more appropriate.
- Neighborhood parks are frequently located adjacent to elementary schools, so as to share acquisition and development costs with the school district. In the future, where possible, new neighborhood parks should be planned and developed in close coordination with the Round Rock Independent School District. This can result in significant cost savings and more efficient use of tax dollars to the city, the county and the school district.
- Neighborhood parks are generally located away from major arterial streets and provide easy access for the users that surround it. A neighborhood park should be accessible without having to cross major arterial streets.

**Size** - The size of a neighborhood park may vary considerably due to physical locations around the park. An ideal size for neighborhood parks in Round Rock should be around three to five acres. Parks may range in size from a minimum of three acres to a maximum of ten acres.

**Location** - If possible, neighborhood parks should be centrally located in the neighborhood or neighborhoods that they serve. An ideal location, for example, is adjacent to an elementary school. The park should be accessible to pedestrian traffic from all parts of the area served and should be located adjacent to local or minor collector streets which do not allow high-speed traffic. Many cities require that

neighborhood parks have streets on at least two sides of the park.

Facilities - Facilities located in neighborhood parks should include the following:

- Age appropriate playground equipment with adequate safety surfacing around the playground
- Unlighted practice fields for baseball, soccer, football
- Unlighted tennis courts
- Lighted or unlighted multi-purpose courts for basketball and volleyball
- Active areas for unorganized play
- Picnic areas with benches, picnic tables and cooking grills
- Shaded pavilions and gazebos
- Jogging and exercise trails

Restrooms are typically not placed in neighborhood parks because they increase maintenance and provide a location for illegal activities.

Parking – neighborhood parks should have on-street parking only.

The diagram on this page illustrates a typical neighborhood park and some of the elements that the park might contain. Note that this is simply a typical arrangement, and each neighborhood park should be designed as a unique part of the neighborhood that surrounds it.



Example of a typical neighborhood park layout. This park is approximately 6 acres in size and is surrounded by streets on all sides of the park. It is centered in the neighborhood that it serves.

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## Community Parks

Community parks are larger parks that serve a group of neighborhoods or a portion of a city. Community parks are usually reached by automobiles, although residents adjacent to the park and trail users may walk or ride a bicycle to it. A variety of recreational facilities are provided, including in some cases, lighted playing fields for organized sports, hike/bike trails and sufficient parking to accommodate participants, spectators, and other park users. The park facilities at Lake Creek Park and Round Rock West Park are ideal examples of community park facilities.

**Size** - The typical community park should be large enough to provide a variety of facilities while still leaving open space for unstructured recreation and natural areas. The park should also have room for expansion, as new facilities are required. A typical community park varies in size from 10 acres to over 50 acres.

**Location** - Community parks should be located near a major thoroughfare to provide easy access from different parts of the city. Because of the potential for noise and bright lights at night, community parks should be buffered from adjacent residential areas.

**Facilities** - Facilities generally located in community parks may include:

- Play equipment
- Active free play areas
- Picnic areas and pavilion(s)
- Restrooms
- Jogging, bicycle or nature trails
- Recreation center (if appropriate)
- Sufficient off-street parking based on facilities provided and size of park
- Security lighting
- Other facilities as needed which can take advantage of the unique characteristics of the site, such as nature trails, fishing ponds, swimming pools, amphitheaters etc.

**Parking** - This varies based on the facilities provided and the size of park. The National Recreation and Parks Association (NRPA) recommends a minimum of five spaces per acre, plus additional parking for specific facilities within the park such as pools or ball fields. The specific amount of parking provided in each park should be determined by the facilities provided in that park.

A typical community park layout, illustrating the types of facilities that might occur in a 20 to 30 acre community park.



## Metropolitan Parks

Metropolitan parks are large parks that serve an entire sector of the city. Metropolitan parks are reached by automobiles, although residents adjacent to the park and trail users may walk or ride a bicycle to it. Similar to community parks, a metropolitan park will offer a variety of recreational facilities including lighted playing fields for organized sports, hike and bike trails, and sufficient parking to accommodate participants, spectators, and other park users.

**Size** - The typical metropolitan park should be large enough so it can provide a variety of facilities while still leaving open space for unstructured recreation, natural areas and passive recreation. The park should also have room for expansion, as new facilities are required. A typical metropolitan park varies in size from 100 acres to over 250 acres.

**Location** – metropolitan parks should be located near a major thoroughfare to provide easy access from different parts of the city.

**Facilities** - Facilities generally located in metropolitan parks may include:

- Play equipment
- Active free play areas
- Picnic areas and pavilion(s)
- Restrooms
- Jogging, bicycle or nature trails, sometimes lighted for evening use
- Lighted ball fields, suitable for organized competitive events
- Recreation center (if appropriate)
- Sufficient off-street parking based on facilities provided and size of park
- Security lighting
- Multi-purpose recreation fields
- Other facilities as needed which can take advantage of the unique characteristics of the site, such as nature trails, fishing ponds, swimming pools, amphitheaters etc.

**Parking** - This varies based on the facilities provided and the size of park. Similar to a community park, it is recommended that there be a minimum of five spaces per acre, plus additional parking for specific facilities within the park such as pools or ball fields. The specific amount of parking provided in each park should be determined by the facilities provided in that park.



## Regional Parks

Regional parks are massive parks that serve an entire region and cater to people beyond the city. Regional parks are reached by automobiles, although again residents adjacent to the park and trail users may walk or ride a bicycle to it. Round Rock has two regional parks: Old Settlers Park and the Southwest Williamson County Regional Park (within the ETJ).

**Size** - The typical regional park is more than 300 acres in size. Both of the regional parks in Round Rock are more than 500 acres in size.

**Location** – because these parks require a great amount of land, they are usually located outside of a city's limits or in the ETJ of a city. Therefore, it is necessary that it is located adjacent to major thoroughfares to ensure people can adequately reach the park site.

**Facilities** - Facilities generally located in regional parks may include:

- Play equipment
- Active free play areas
- Picnic areas and pavilion(s)
- Restrooms
- Jogging, bicycle or nature trails, sometimes lighted for evening use
- Lighted ball fields, suitable for organized competitive events
- Recreation center (if appropriate)
- Security lighting
- Multi-purpose recreational fields
- Fishing ponds where feasible
- Amphitheaters
- Equestrian trails
- Observatory
- Botanical gardens
- Veloway
- Dog park
- Canoe rentals / paddle boat rentals
- Putt putt golf
- Disc golf
- BMX course
- Sculpture garden
- Aquatic complex
- Preserved open space

**Parking** - It is recommended there be a minimum of five spaces per acre, plus additional parking for specific facilities within the park such as pools or ball fields. The specific amount of parking provided in each park should be determined by the facilities provided in that park.

# The Round Rock Strategic Parks and Recreation Master Plan

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## Linear Parks/Linkages

Linear parks are open park areas that generally follow some natural or man-made feature that is linear in nature, such as creeks, abandoned railroad rights-of-way, power line corridors, or utility corridor easements. In Round Rock, most of the linear park corridors are along natural drainage ways. Properly developed to facilitate pedestrian and bicycle travel, these parks can serve to link or connect other parks in the local system, as well as schools, neighborhood shopping, libraries, and other major destinations. No specific standards apply to linear/linkage parks other than the park should be large enough to adequately accommodate the resources they contain. They should also serve to help preserve open space.

## Special Purpose Parks

Special purpose parks are designed to accommodate specialized recreational activities. Because the facility needs for each activity type are different, each special purpose park usually provides for one or a few activities. Examples of special purpose parks include:

- Golf courses
- Athletic fields or complexes
- Nature centers or large natural preserves
- Swimming pool centers
- Tennis complexes

Athletic complexes and golf courses are the most common types of special purpose parks. Athletic complexes seek to provide fields for organized play in a location that can accommodate the traffic and noise that a large number of users can generate. Athletic complexes should include sufficient fields so that leagues can congregate at one facility and not have to spread out in different locations.



*Micki Krebsbach Pool and Forest Creek Golf Course are examples of a Special Purpose Parks in Round Rock.*

## Size of the Park and Recreation System in Round Rock

Currently the Round Rock Park and Recreation System includes 165 park sites (city-owned, HOA, MUD, county-owned, etc.) and contains a total of 4,018.11 acres. City-owned park sites include only 62 locations and a total of 1,797.53 acres. Table 3.14 summarizes the existing park facilities.

	Overall Area Parks (including Private and City)	City-Owned Facilities Only
Total Number of Parks	165 Park Sites	62 Park Sites
Total System Acreage	4,018.11 acres	1,797.53 acres
Neighborhood Parks	35 Parks totaling 145.46 acres	17 Parks totaling 86.26 acres
Community Parks	27 Parks totaling 469.41 acres	14 Parks totaling 235.97 acres
Linear Parks	40 Parks totaling 651.81 acres	26 Parks totaling 262.16 acres
Regional Parks	2 Parks totaling 1,359.16 acres	1 Park totaling 570.00 acres
Metropolitan Park	2 Parks totaling 428.94 acres	2 Parks totaling 468 acres
Special Purpose Parks	3 Parks totaling 222.42 acres	1 Park totaling 183.18 acres
Amenity Centers	28 Sites totaling 106.60 acres	1 site (Clay Madsen Center & Park on 17.03 acres)
School Play Areas	25 Sites totaling 634.31 acres	n/a
Largest Park	Southwest Williamson County Regional Park (789.16 acres)	Old Settlers Park (570.00 acres)
Smallest Park	Lakeside Park (0.03 acres)	Water Tower Park (0.19 acres)
Developed vs. Undeveloped	3,306.27 acres vs. 711.84 acres	1,141.89 acres vs. 655.64 acres

Size of the Existing System

Location of Existing Parks

Location of Existing Parks

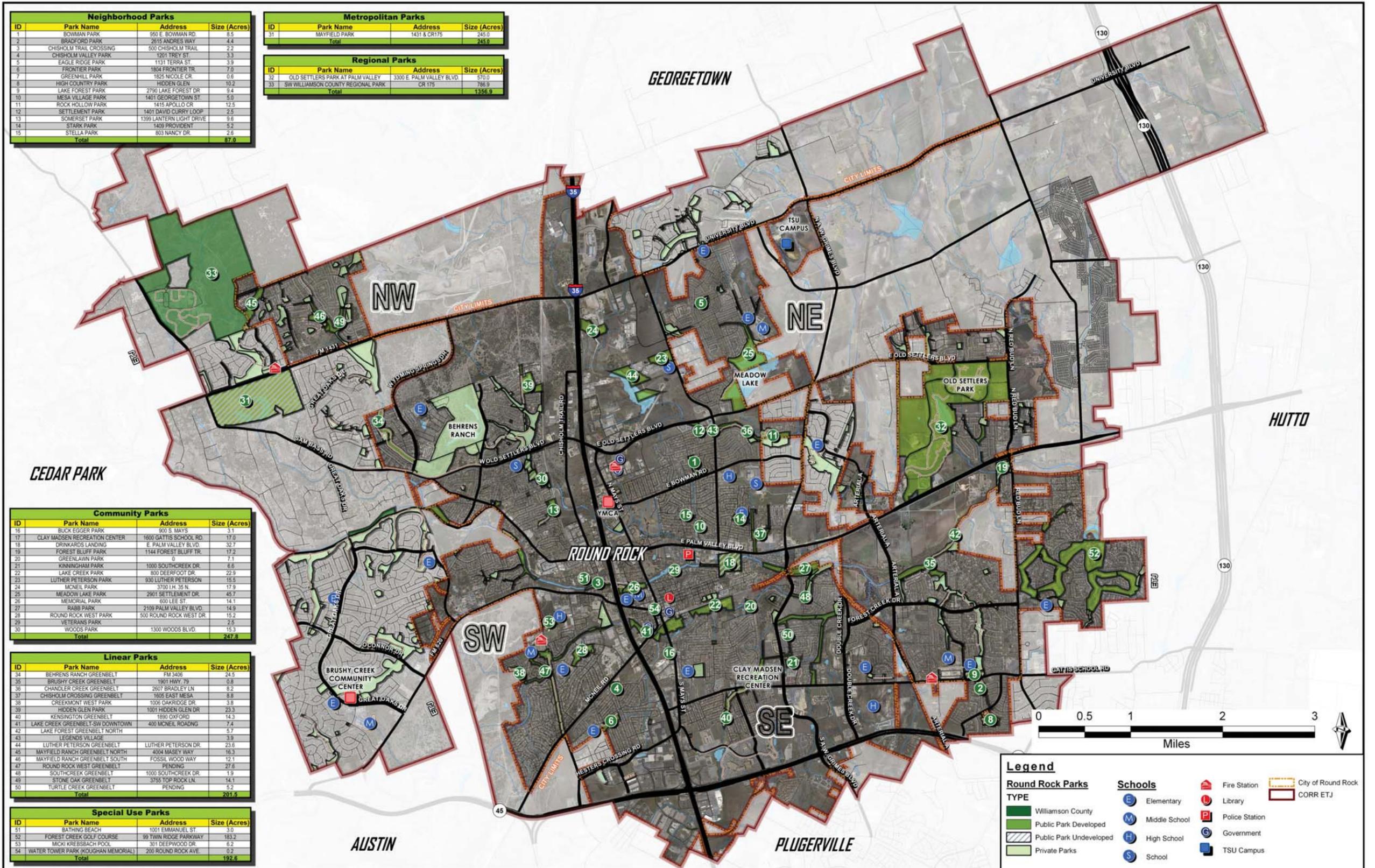








Table 3.18 Linear Park and Recreation Facilities

Park Name	Overall Acreage		Address	Sector	Subdivision	Owner	Five and Dime Trail (in miles)	Bikestop	Practice Field	Baseball Court	Playspace	Recreation Center	Football Field	Soccer field	Baseball Field	Softball Field	Tennis Court	Multi-purpose Court	Volleyball Court	Shade park	Shuffleboard	Cricket	Dog Park	Remote Control Airplanes	Exercise Station	Disc Golf Course	Swimming Pool	Kiddy Swimming Pool	Festival Area	Pavilion	Benches	Picnic Table	BBQ Grill	Drinking Fountain	Water Feature / Pond	Parking	Restroom Building		
	Und.	Dev.																																					
<b>Linear Parks</b>																																							
<b>City Owned</b>																																							
Behrens Ranch Greenbelt		24.64	FM 3428	NA	Behrens Ranch	CORR	1.83																																
Brushy Creek Greenbelt East		22.67	1601 HWY 76	NE		CORR	1.26			1																		2		14	14						1		
Chandler Creek Greenbelt		8.24	2819 Creek Ledge Pl.	NE		CORR	0.47																																
Chisholm Crossing Greenbelt		8.80	1805 East Mesa	NE	Chisholm Crossing	CORR	0.29																																
Crestmont West Park		3.81	1008 Oakridge Dr.	SW	Crestmont West	CORR	0.26																																
Hidden Glen		3.62	1801 Hidden Glen Dr	NA	Hidden Glen	CORR	0.30																																
Kensington Greenbelt		14.29	1501 Gatta School Rd.	SE	Windy Terrace	CORR	0.53			1																													
Lake Creek Greenbelt	0.00		400 McNeil Rd.	SE	City Centre Business	CORR	1.50																																
Lake Forest Greenbelt North	7.39		Brushy Creek Bank Trail at Collingwood Dr.	SE	Lake Forest	CORR																																	
Legends Village/Chandler Creek	3.78		Sunrise Rd. at E. Old Settlers Blvd	NE		CORR																																	
Luther Peterson Greenbelt	34.62		900 Luther Peterson	NE	Luther Peterson	CORR																																	
Mayfield Ranch Greenbelt North	18.32		4004 Massey Way	NA	Mayfield Ranch	CORR																																	
Mayfield Ranch Greenbelt South	12.10		Forest Wood Way	NA	Village at Mayfield Ranch Phase 4	CORR																																	
Round Rock West Greenbelt		21.67	From McNeil Rd. to Oakridge Dr.	SW	Round Rock West	CORR	1.88																																
Stone Oak Greenbelt	14.66		3795 Top Rock Ln.	NA	Preserve at Stone Oak	CORR																																	
Southcreek Greenbelt	1.86		1060 Southcreek Dr.	SE	South Creek	CORR																																	
Turtle Creek Greenbelt		15.00	Thomson Trl. at Phina Rock Way	SE	Turtle Creek Village	CORR	0.48																																
<b>Total</b>		<b>93.13</b>	<b>120.44</b>				<b>7.62</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Privately Owned</b>																																							
Brightwater Greenbelt	36.04		Brightwater Blvd.	SW	Stone Canyon	Fern Bluff MUD	1.80																																
Chandler Creek Greenbelt Meadows	15.93		Matagorda Dr. at City Limits	NE	Chandler Creek	Meadows at Chandler Creek																																	
Creeks of Round Rock Greenbelt	0.36		2819 Creek Ledge Pl.	SE	Ashton Oaks	Creeks of Round Rock HOA																																	
Hidden Glen Greenbelt	12.15		1205 Hidden Glen Dr.	NA	Hidden Glen	Hidden Glen HOA																																	
Lake Forest Greenbelt	26.38		2714 Lake Forest Dr.	SE	Lake Forest	Lake Forest HOA	0.77																																
Liberty Walk Greenbelt	34.50		8207 Eagles Nest St.	SW	Cat Hollow	Brushy Creek MUD	0.50																																
Meadow Lake Greenbelt	3.56		Meadow Lake Park at Hopewell Middle School	NE	Lakeside	Hollan Homes Texas																																	
Oak Hollow Greenbelt	1.41		1900 Oak Hollow Dr.	NA	Oak Hollow	Oak Hollow Inc.																																	
Oak Springs Park	3.00		Pearl Cr. at Brushy Creek	NA	Oak Springs	Oak Springs Property Owners																																	
Round Rock Ranch Greenbelt	1.47		Briarton Ln. at Rosenborough Ln.	SE	Round Rock Ranch	Round Rock Ranch PUD PH1 #10 HOA	0.31																																
Sam Bass Road Trail System	2.30		Wyoming Springs Dr. at Sam Bass Rd.	NA	Behrens Ranch	Behrens Ranch Master Association																																	
Sandero Springs Greenbelt	62.15		4433 Patada Ln.	NA	Sandero Springs / Mayfield Ranch	Brushy Creek MUD	1.00																																
Setters Overlook Greenbelt	4.81		Bluffstone Dr. at Cimarron Sky Ct.	NE	Setters Overlook	Setters Overlook HOA																																	
Setters Park Greenbelt	18.15		Bluffstone Dr. at Snodgrasspoint Cv.	NE	Setters Overlook / Estates at Setters Park																																		
Sonoma North Greenbelt	5.30		Panacea Ridge Dr. at Forest Creek Dr.	SE	Sonoma	Sonoma HOA	0.23																																
Southcreek Greenbelt	10.71		300 Sugar Berry Cove	SE	South Creek	South Creek HOA																																	
Stone Oak Greenbelt	21.73		3795 Top Rock Lane	NA	Preserve at Stone Oak	Stone Oak HOA	0.20																																
Stone Oak Trail Corridor	0.59		Blue Ridge Dr. at Spring Canyon Trl.	NA	Preserve at Stone Oak	Stone Oak																																	
Texasite Greenbelt	8.66		1200 Hillridge Dr.	NE	Texasite	Texasite HOA	0.22																																
Vista Oaks Greenbelt	54.73		3804 Newland Place	NA	Vista Oaks	Vista Oaks	0.29																																
Wash Ranch Greenbelt	7.66		Teemaine Trl. at Wash Ranch Blvd.	NA	Wash Ranch																																		
Wood Glen Greenbelt	44.31		2803 Henley Dr.	NA	Wood Glen	Wood Glen HOA	0.99																																
Woods Greenbelt	7.41		Ephraim Road	SW	Woods of Brushy Creek	Brushy Creek MUD																																	
<b>Total</b>		<b>6.08</b>	<b>389.68</b>				<b>6.91</b>																																

Summary of Linear Parks

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## Table 3.19 Special Purpose Park and Recreation Facilities

Park Name	Overall Acreage		Address	Sector	Subdivision	Owner	Hike and Bike Trail	Backstop	Practice Field	Basketball Court	Playscape	Recreation Center	Football Field	Soccer field	Baseball Field	Softball Field	Tennis Court	Multi-purpose Court	Volleyball Court	Skate park	Shuffleboard	Cricket	Dog Park	Remote Control Airplanes	Exercise Station	Disc Golf Course	Swimming Pool	Kiddy Swimming Pool	Festival Area	Pavilion	Benches	Picnic Table	BBQ Grill	Drinking Fountain	Water Feature / Pond	Parking	Restroom Building		
	Und.	Dev.					Active Facilities																			Aquatics		Passive Facilities				Infrastructure							
<b>Special Purpose Parks</b>																																							
<b>City Owned</b>																																							
Bathing Beach	3.03		1001 Emmanuel St.	NW		CORR																																	
Chisholm Trail Crossing		1.51	500 Chisholm Trail	SW		CORR																																	
Forest Creek Golf Course		186.38	99 Twin Ridge Parkway	SE	Forest Creek	CORR						1																						4				X	3
Micki Krebsbach Pool		6.16	301 Deepwood Dr.	SW		CORR													1								1	1					7		2		X	1	
Water Tower Park		0.20	200 Round Rock Ave.	NW	Round Rock Original Plat	CORR																										2							
<b>Total</b>	<b>0.00</b>	<b>194.25</b>					0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	1	0	0	2	11	0	2	0			4	
<b>Privately Owned</b>																																							
Teravista Golf Course		27.14	4307 Teravista Clud Dr.	NE	Teravista	Teravista NLP																																	
Veterans Memorial Park		1.67	Park Valley Dr.	SW	Fern Bluff	Fern Bluff MUD					1																							3					
<b>Total</b>	<b>0.00</b>	<b>28.80</b>					0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	

Summary of Special Purpose Parks



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**Table 3.21  
Round Rock Recreation Programs Inventory**

Adult Athletic Programs	Youth Athletic Programs	Swimming / Aquatic Programs	Instructional Classes	Special Events	Private Amenity Center / YMCA Programs
Men's Basketball	Basketball	Water safety instructor class	Adult golf	Day camps	After School Care
Women's Basketball	Volleyball	Lifeguard training	Youth golf	Kids Clubhouse After School	Summer Camps
Flag Football	RR Sertoma (private)	Swimming lessons	Tennis	Thanksgiving Luncheon	Kinderdance
Softball	RR Football (private)	Lone Star Aquatic Club (private)	Yoga-doodles	Christmas Family Night	Acrotex
Co-rec Kickball	Pop Warner Football (private)	Triathlon Ready	Little Yoga-doodles	Christmas tree recycling	Tennis Lessons
RR Tennis Assoc (private)		Water aerobics	Little Ninjas	MLK Commemorative March	Pilates
Double R Disc Golf Club (private)		RR Dolphins (private)	Martial Arts	Round Rock the Boat Regatta	Hathe Yoga Beginner
Lone Star Aeronauts RC Flying Club (private)		Aquatex (private)	Babysitting certification	Daddy Daughter Dance	Dance Workshops
RR Model Boat Club (private)			All Stars Unlimited Gymnastics	Flashlight Egg Hunt	Personal Training
Cloud Chasers Kite Group (private)			Kinderdance	Easter Egg Hunt	Prenatal Yoga
RR Football (private)			Adult Yoga	Texas Road Rash	Nutritional Knowledge
Pop Warner Football (private)			Jazzercise	July 4 Frontier Days	Racquetball Training
			Round Rock Fit	Mom Son Dance	Free Weights for Women
			Sportball	Movies in the Park	Flag Football Mini Camp
			Gigglebytes	Summer Concerts	Austin Toros Basketball Camp
			Adult Karate	5K for Clay	Volleyball Camp
			Teen Karate	Spring Break Camp	Fit Camp for Kids
			Pilates		Karate
			Spanish		Spanish
			ABC123 Run with Me		KinderMusik
			It's Art Time		Capital Gymnastics
			Sports Galore		Boot Camp
			Toddler Playtime		Boxing Class
			Toddler Language		Creative Rhythms Dance
			Mealtime Manners and More		Cheer / Tumble
			Music and Rhythm		Young Rembrandts
			Junior Chefs		20 Circuit Training Workout
			PeeWee Chefs		Golf Lessons
			Holiday Cooking		Full Aerobics
			Art and Music Express		Gymboree
			Boot Camp		Ballet
			Counselor in Training		Bumper Sports



Summary of Recreation Programs



**Round Rock Independent School District**

Round Rock Independent School District has a total of 42 campuses: 27 Elementary, 8 Middle Schools, 4 High Schools, 1 9th Grade Center, and 2 Alternative Centers. Round Rock ISD encompasses all of Round Rock as well as portions of Austin and Cedar Park. With a student:teacher ratio of 14.8 to 1, Round Rock ISD is one of the most award winning school districts in Texas. A list of campuses and their 2007 - 2008 school year enrollments is shown in Table 3.22.

An inventory of the school campuses in terms of recreational amenities is offered in the Inventory Document for the schools located within Round Rock's city limits and its ETJ limits.

**Table 3.22  
Round Rock ISD School Campuses**

Name	2007 - 2008 Enrollment
Anderson Mill Elementary	402
Berkman Elementary	601
Blackland Prairie Elementary	1,172
Bluebonnet Elementary	664
Brushy Creek Elementary	812
Cactus Ranch Elementary	1,055
Caldwell Heights Elementary	687
Canyon Creek Elementary	583
Caraway Elementary	561
Deep Wood Elementary	421
Double Fire Trail Elementary	952
Fern Bluff Elementary	898
Forest Creek Elementary	1,099
Forest North Elementary	769
Gattis Elementary	892
Great Oaks Elementary	1,008
Jollyville Elementary	499
Laurel Mt. Elementary	763
Live Oak Elementary	445
Old Town Elementary	853
Pond Springs Elementary	739
Purple Sage Elementary	424
Robertson Elementary	694
Spicewood Elementary	642
Union Hill Elementary	1,126
Voigt Elementary	787
Wells Branch Elementary	833

Source: Round Rock Independent School District

**Table 3.22 Continued  
Round Rock ISD School Campuses**

Name	2007 - 2008 Enrollment
Canyon Vista Middle School	1,076
Cedar Valley Middle School	1,424
Chisholm Trail Middle School	977
Deerpark Middle School	707
CD Fulkes Middle School	964
Grisham Middle School	725
Hopewell Middle School	1,621
Ridgeview Middle School	1,265
McNeil High School	2,716
Round Rock High School	2,561
Stony Point 9th Grade Center	867
Stony Point High School	2,203
Westwood High School	2,481
RROC	168
Cedar Ridge High School	Opening 2010

Source: Round Rock Independent School District

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## Table 3.23 School Play Areas and Recreation Facilities

Park Name	Overall Acreage	Address	Sector	Subdivision	Owner	Hike and Bike Trail	Backstop	Practice Field	Basketball Court	Playscape	Swings	Recreation Center	Football Field	Soccer field	Baseball Field	Softball Field	Tennis Court	Multi-purpose Court	Volleyball Court	Skate park	Shuffleboard	Cricket	Dog Park	Remote Control Airplanes	Exercise Station	Disc Golf Course	Swimming Pool	Kiddy Swimming Pool	Festival Area	Pavilion	Benches	Picnic Table	Bike Rack	Drinking Fountain	Water Feature / Pond	Parking	Restroom Building		
						Active Facilities															Aquatics			Passive Facilities					Infrastructure										
Schools	Und.	Dev.																																					
<b>Round Rock ISD Schools</b>																																							
Caldwell Heights Elementary	11.43	4010 Eagles Nest Dr.	NE	Vista Heights	RRISD		3			1								1																					
Double File Trail Elementary	12.31	2400 Chandler Creek Blvd.	NE	Chandler Creek	RRISD			1	2									2																					
Hopewell Middle School	47.30	1535 Gulf Way	NE	Lakeside	RRISD		4	1	2	1		1						2																					
Robertson Elementary	8.06	1415 Bayland St.	NE	Mesa Ridge	RRISD			1	1									1																					
Stony Point High School	69.23	1801 Bowman Rd.	NE		RRISD			5						1	1	1	8																						
Stony Point Ninth Grade Center	32.39	1901 Sunrise Rd.	NE		RRISD			4				1						1																					
Union Hill Elementary	2.60		NE	Lakeside	RRISD																																		
Cactus Ranch Elementary	12.22	2901 Golden Oak Cr.	NW	Behrens Ranch	RRISD		1			2								1																					
Old Town Elementary	14.20	2001 Old Settlers Blvd.	NW		RRISD		1			1								1																					
Berkman Elementary	1.37	508 W. Anderson	SE	Round Rock Original Plat	RRISD					1																													
Blackland Prairie Elementary	11.94	2105 Via Sonoma Trail	SE		RRISD		1			2								1																					
C.D. Fulkes Middle School	14.52	300 W. Anderson	SE	Round Rock Original Plat	RRISD		1		2	1		1																											
Forest Creek Elementary	14.94	3805 Forest Creek Dr.	SE	Forest Creek	RRISD		3		1	1																													
Gattis Elementary	15.43	2920 Round Rock Ranch Blvd.	SE		RRISD		3	1		2								1																					
Ridgeview Middle School	40.10	1401 Rusk Rd.	SE		RRISD		4	2	2			1																											
Voight Elementary	9.18	1201 Cushing Dr.	SE		RRISD		1			3																													
Bluebonnet Elementary	10.82	1010 Chisholm Valley Dr.	SW	Westwind	RRISD			1		1								1																					
Brushy Creek Elementary	10.94	Great Oaks Dr.	SW	Brushy Creek	RRISD			1		1								1																					
Cedar Valley Middle School	58.10	8139 Rancine Trail	SW	Brushy Creek	RRISD		1	1	2			1																											
Chisholm Trail Middle School	18.38	500 Oakridge Dr.	SW	Round Rock West	RRISD			4				1						1																					
Deepwood Elementary	16.03	705 St. Williams Dr.	SW	Round Rock West	RRISD		1	1		1																													
Fem Bluff Elementary	21.94	17815 Park Valley Dr.	SW	Stone Canyon	RRISD		4		1	1												1																	
Great Oaks Elementary	12.79	16455 Great Oaks Dr.	SW	Woods of Brushy Creek	RRISD		1			1								1																					
Round Rock High School	18.39	300 Lake Creek Dr.	SW		RRISD		1	3				1		1	1	7								10															
Walsh Middle School	10.00	3850 Walsh Ranch Blvd.	NW		RRISD																																		
Callison Elementary	5.00	1750 Thompson Trail	SE		RRISD																																		
Teravista Elementary	5.00	4419 Teravista Club Dr.	NE		RRISD																																		
<b>Total</b>	<b>0.00</b>	<b>504.61</b>																																					
<b>Universities</b>																																							
Higher Education Complex	100.96	1555 University Blvd.	NE	HEC	Texas State University System																																		
<b>Total</b>	<b>0.00</b>	<b>100.96</b>																																					

Summary of School Play Areas

Table 3.24  
Existing Trails in Round Rock - 2008

Name	Sector	Type	Length (in miles)
<b>LINEAR / LINKAGE TRAILS</b>			
Brushy Creek East Trail (City of Round Rock)	SE	Asphalt with concrete ribbon curb	1.25
Greater Lake Creek Trail (City of Round Rock)	SE	Decomposed Granite with concrete ribbon curb	2.25
Behrens Ranch Greenbelt Trail (City of Round Rock)	NE	Decomposed Granite	1.53
Brushy Creek MUD Trail (Developer)	SW	Concrete	0.60
Brushy Creek Regional Trail (Williamson County)	SW	Decomposed Granite	3.90
Chandler Creek Trail (Developer)	NE	Concrete	0.82
Dell Trail (Developer)	SE	Decomposed Granite / Concrete	2.12
Fern Bluff MUD Trail (Developer)	SW	Concrete / Decomposed Granite	5.54
Hidden Glen Trail (Developer)	NW	Asphalt	0.30
Kensington Trail (City of Round Rock)	SE	Asphalt	0.53
Lake Forest Trail (Developer)	SE	Decomposed Granite	0.78
Sam Bass Trail (Developer)	NW	Decomposed Granite	1.37
Sendora Springs Trail (Developer)	NW	Concrete	0.43
Stone Oaks Trail (Developer)	NW	Concrete	0.23
Vista Oaks Trail (Developer)	NW	Concrete	0.41
Woods MUD Trail (Developer)	SW	Decomposed Granite	1.05
<b>SUBTOTAL LINEAR TRAILS</b>			<b>23.11</b>
<b>LOOPED PARK TRAILS</b>			
Looped Trails within Neighborhood Parks	ALL	Varies	3.02
Old Settlers Park Trail	NE	Asphalt / Concrete	4.78
HOA Amenity Center Trails	ALL	Concrete / Decomposed Granite	3.82
Southwest Williamson County Regional Park Trail	NW	Decomposed Granite / Concrete	3.05
<b>SUBTOTAL PARK TRAILS</b>			<b>14.67</b>
<b>TRACKS</b>			
Round Rock ISD School Tracks (at 17 schools)	ALL	Asphalt	5.64
Southwest Williamson County Regional Park Track	NW	Rubber	0.28
<b>SUBTOTAL TRACKS</b>			<b>5.89</b>
<b>TOTAL MILES OF TRAILS IN ROUND ROCK</b>			<b>37.78</b>
<b>TOTAL MILES OF TRACKS IN ROUND ROCK</b>			<b>5.89</b>
<b>TOTAL MILES OF TRAILS &amp; TRACKS IN ROUND ROCK</b>			<b>46.73</b>

Existing Trails in Round Rock Today

Round Rock has a total of 40.84 miles of trails and 5.89 miles of running tracks spread throughout the city today. The existing trails include both trails within parks as internal walking loops with no external destination or connections, and linear/linkage trails.

Table 3.24 gives a more detail looked at the existing trails in Round Rock. The City of Round Rock has only built three linear/linkage trails, the Brushy Creek East Trail, Kensington Trail and the Greater Lake Creek Trail. The other city built trails are looped trails within parks that do not connect to other destinations or neighborhoods.

The existing trails vary in the type of surfacing including asphalt, concrete and decomposed granite. At the time of the 2004 Trails Master Plan, asphalt was the preferred trail surface in the city and local runners had expressed a preference for asphalt as their surface of choice. However, expansive soil conditions east of Interstate 35 contributed to the early deterioration of several trail segments and a move to concrete surfacing for long term durability or decomposed granite for usability has occurred.

# The Round Rock Strategic Parks and Recreation Master Plan

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Existing Trails

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# The Round Rock Strategic Parks and Recreation Master Plan

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## Public Input Regarding Round Rock's Current State

The recommendations of the 2008 Round Rock Strategic Parks and Recreation Master Plan are designed to reflect the recreational needs and desires of the citizens of Round Rock. Citizen input is key to determining what facilities are most used, where key needs exist, and what level of emphasis the citizens of Round Rock would like to place on key recommendations of the plan.

Public involvement is a key part of the process of developing the Parks and Recreation Master Plan. The goal of public involvement was to obtain input from the City of Round Rock residents about their community priorities and understand the unique characteristics of the City of Round Rock and its various neighborhoods. The input process also familiarized citizens with the master planning process and created awareness of opportunities for improvement. The benefits of having citizens involved in the planning process developed a sense of ownership and support for the overall Master Plan.

Both quantitative and qualitative methods were used to gather citizen input. Public input methods included:

- A citywide telephone survey, to determine broad based public opinions and perceptions from across the city.
- An online survey, available to any resident of the community so that all people had the opportunity to specifically voice their opinion.
- Neighborhood meetings held throughout the city with an extensive survey given to the attendees of those meetings.
- A student survey, where students from 4th, 7th, and 10th grades were asked about their opinions of parks and recreation in Round Rock.
- Multiple interviews with representatives of governmental entities in Round Rock and key stakeholder groups.

This citizen participation process resulted in direct feedback from over 2,750 residents of Round Rock which equates to 1 out of every 34 current residents.

### Public Input Meetings and Questionnaire

A series of six public input meetings were held during the month of February at various locations throughout the City of Round Rock. During these meetings, attendees were invited to peruse information boards related to the different areas of responsibilities of the department. The boards showed many existing facilities and amenities, as well as opportunities and ideas for improving or expanding these facilities and amenities. The boards ranged in topics from what new amenities should be added in Old Settlers Park to how the department should finance improvements and additions. An extensive four page questionnaire was given to the residents that attended the meetings. The questions corresponded to the ideas that were shown on the boards.

### Online Survey

Citizens were given the opportunity to log onto the City of Round Rock's website and take a survey pertaining to parks and recreation. The survey was modeled after the questionnaire from the public input meetings with the questions being the same. The extensive questionnaire asked about topics such as beautification in the city, connectivity with trails and bike lanes, preservation of natural resources, recreation and programming, and funding strategies for the department. The purpose of the questionnaire and the other surveys was to establish a philosophy which the citizens of Round Rock wanted the Parks and Recreation Department to follow.

### One-on-One Interviews

One-on-one interviews were conducted with community leaders and other departments within the city government. The individuals were selected based upon consultation with city staff. These interviews provided a broad but varied understanding of needs and concerns, as well as a historical perspective. The interviews also afforded the opportunity to provide these community leaders with a project overview.

### Student Survey

Students and the youth in a community are often times the primary users of parks. Since this group of the population highly utilizes parks and recreation facilities, they often have valuable suggestions on ways to improve them. Children and teens are likely to have a keen insight about what needs to be improved, what amenities are lacking, and what facilities are most enjoyable when compared to their adult counterparts. Since they are the portion of the population that spends much of their leisure time in parks, their opinions, recommendations and suggestions should be relevant. A two page survey

was handed out to the 4th, 7th, and 10th graders of Round Rock Independent School District. In the classrooms, teachers passed out the surveys and students were asked to answer each question honestly. The surveys were then collected and returned for tabulation.

### Citywide Telephone Survey

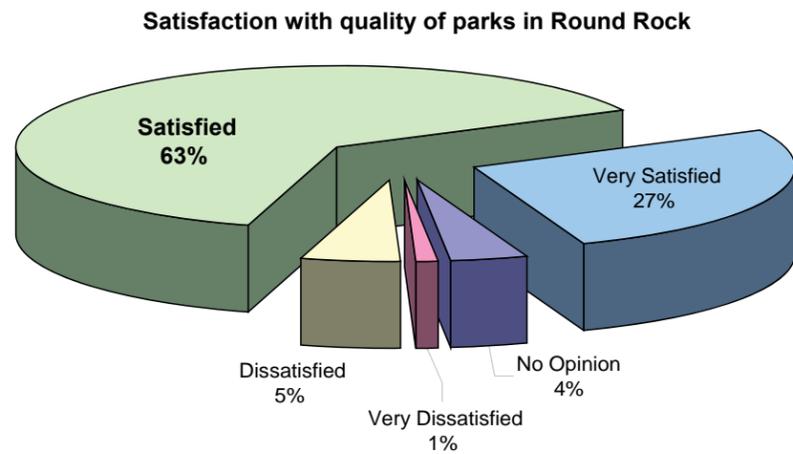
A 2007 Recreation Needs and Attitude Telephone Survey was conducted. This public opinion poll captured attitudes on parks and recreational issues in Round Rock from respondents that were randomly selected from phone-matched households. A total of 600 respondents were interviewed using a comprehensive telephone questionnaire that collected attitudinal data on a variety of issues including ratings of existing facilities, need for additional facilities and amenities, and overall satisfaction with recreational options. A summary of the findings from the telephone survey is presented at the end of this chapter. The information that was gathered in this report allows elected officials and city staff to better understand the recreational needs and desires of its citizenry. The survey was conducted by a professional public input firm with decades long experience in recreation attitude surveys.

**Survey methodology** - Residents throughout the city were contacted by telephone and asked to participate in taking this survey. The survey used telephone contacts rather than a mail out format so as to ensure that the results are unbiased and statistically relevant. The contact time for each survey lasted approximately 10 to 15 minutes. A total of 600 were completed, resulting in a statistically valid sampling with a 95% confidence level. The confidence level indicates that on any given question, the responses received reflect the way most residents of Round Rock would respond to the same question.

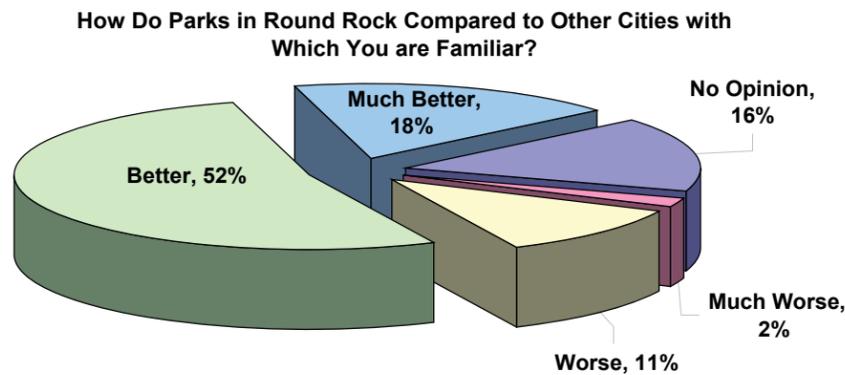
**Location of responders** - To help identify needs in different parts of the city, Round Rock was divided into four sectors using I-35 and Brushy Creek as the dividing lines. Residents living in the Municipal Utility Districts were part of a fifth sector. 14% of responses came from the northeast, 20% from the northwest, 16% from the southeast, 22% from the southwest, and 28% from a MUD.

**Current level of satisfaction** - Residents were asked to rate their current level of satisfaction with the quality of parks and recreation in Round Rock. This question is very important in that it establishes a base level that can be tracked in subsequent surveys over time. Approximately 90% of the citizens in Round Rock are either satisfied or very satisfied with parks and recreation in Round Rock (27% and 63% respectively). Only 6% of the population was either dissatisfied or very dissatisfied (5% and 1% respectively), and 4% had

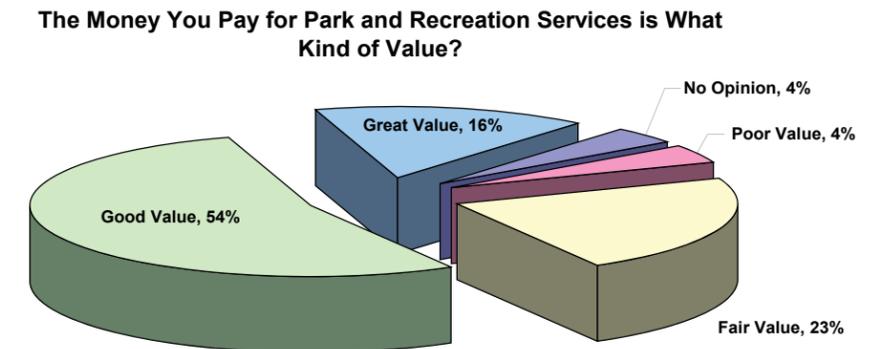
no opinion about the quality of parks and recreation in Round Rock. Results are shown in the pie chart below.



Residents were asked to compare the parks in Round Rock with the parks in other cities with which they were familiar. Much of the population, 70%, felt the parks in Round Rock were either better or much better than the parks in other cities. Only 13% felt Round Rock's parks were worse or much worse, and 16% had no opinion. The results are shown in the pie chart below.



The residents of Round Rock were informed that the Parks and Recreation Department was funded by various sources, including the taxes and fees they pay as residents of Round Rock. They were then asked if they thought the money they paid for services was of a great, good, fair, or poor value. The results are shown in the pie chart below.



Facility that is most lacking in your part of the city - When asked the open ended question of what facility is lacking in the resident's part of the city, the most common response was trails (20%). The top five facilities that were mentioned are shown below.

**What Facility is Lacking in Your Part of Round Rock?**

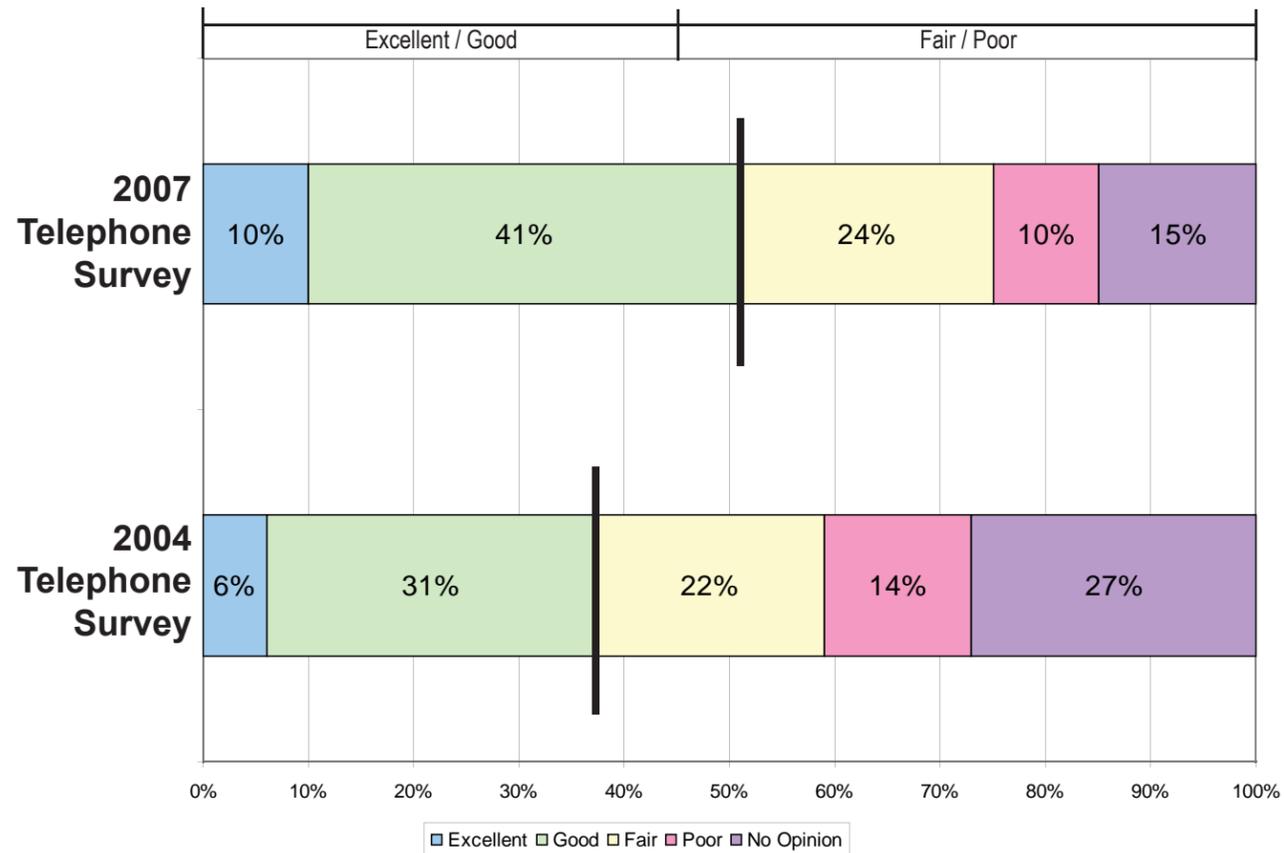
Multi-use trails.....	20%
Recreation center.....	19%
Swimming pool.....	13%
Natatorium / water park.....	10%
Parks / open space.....	6%

**Table 3.25 - What Facility is Lacking in Your Part of Round Rock By Sector**

North East Sector		North West Sector		South East Sector		South West Sector		MUD	
Facility	Percent								
Recreation Center	16%	Recreation Center	16%	Multi-Use Trails	32%	Multi-Use Trails	34%	Recreation Center	24%
Outdoor Pool	16%	Outdoor Pool	17%	Recreation Center	17%	Recreation Center	16%	Natatorium	14%
Multi-Use Trails	14%	Multi-Use Trails	11%	Outdoor Pool	9%	Outdoor Pool	11%	Multi-Use Trails	12%
Natatorium	10%	Natatorium	9%	Parks/Open Space	6%	Natatorium	9%	Outdoor Pool	11%
Dog Park	6%	Parks/Open Space	9%	Tennis Courts	6%	Parks/Open Space	6%	Dog Park	5%

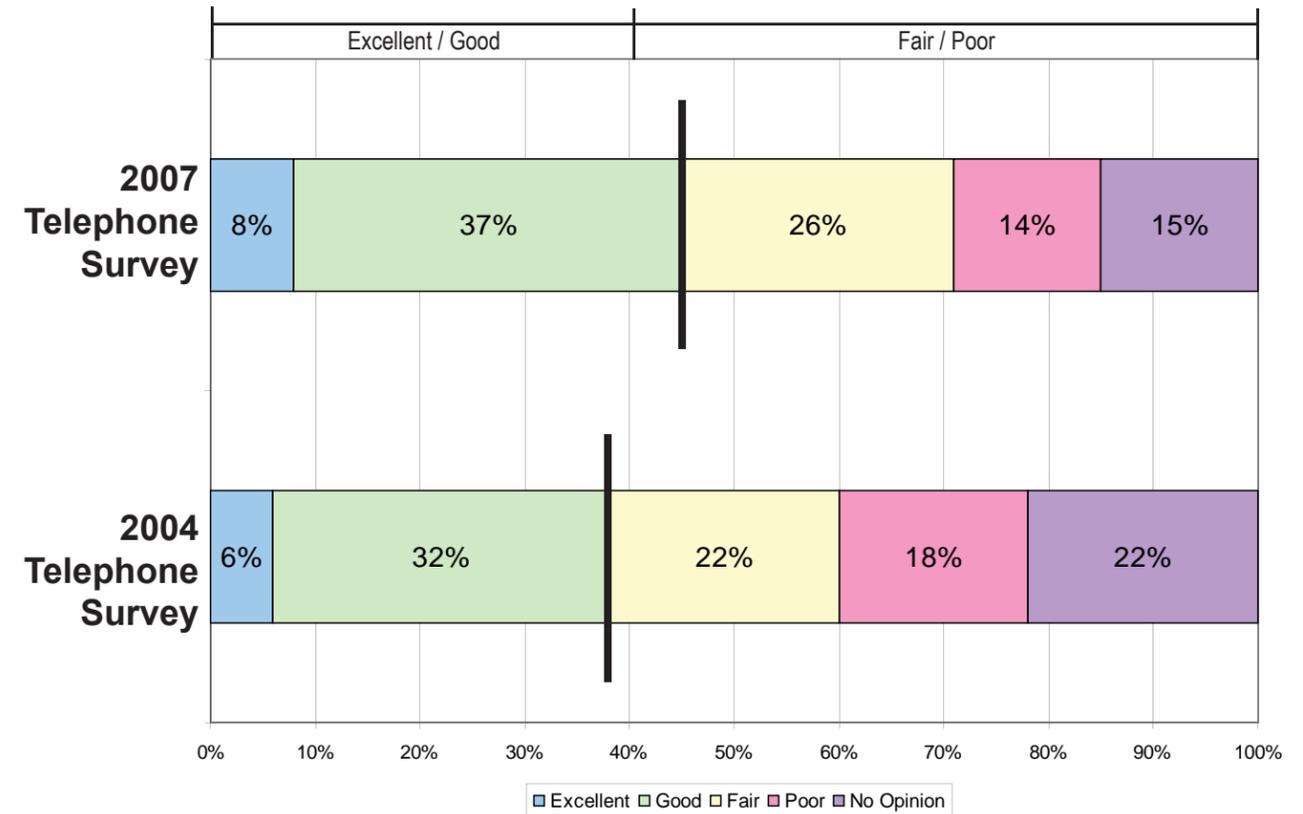
## Mobility and Connectivity - Current State as Derived from the Public Input

**The Number of Hike and Bike Trails**



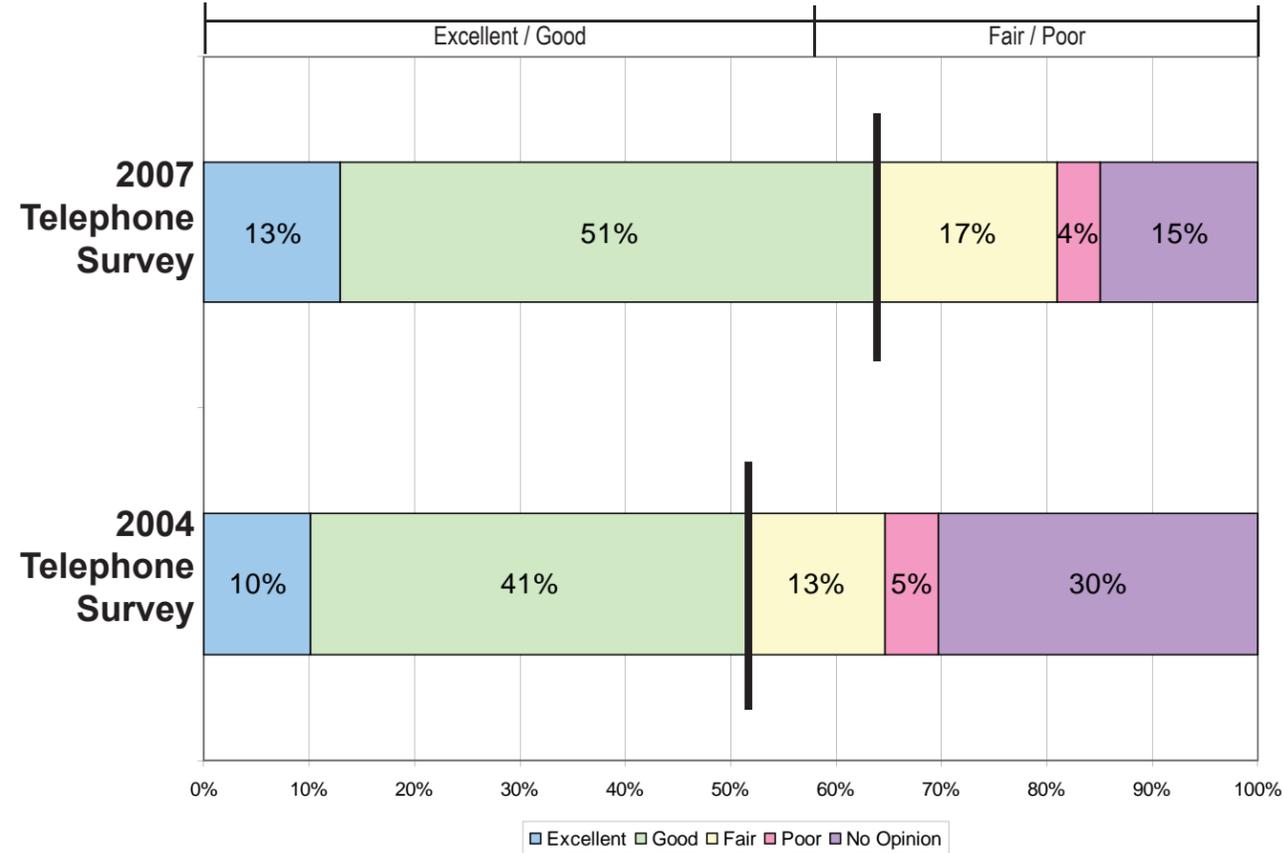
In both the 2004 and the 2007 Telephone Surveys, residents were asked how they felt Round Rock was doing in terms of the number of hike and bike trails in the city. In 2004, only 37% of residents felt the city was doing either good or excellent. This percentage was significantly higher in 2007 with 51% of residents indicating the number of hike and bike trails in Round Rock was either good or excellent. However, with only half of the population now indicating that the number of hike and bike trails is either good or excellent, there is an opportunity for the City of Round Rock to increase this percentage even more. By adding more trails throughout all portions of the city, the percentage of residents who feel the number of hike and bike trails is either good or excellent could potentially be raised.

**Having Hike and Bike Trails Conveniently Located for People in All Areas**

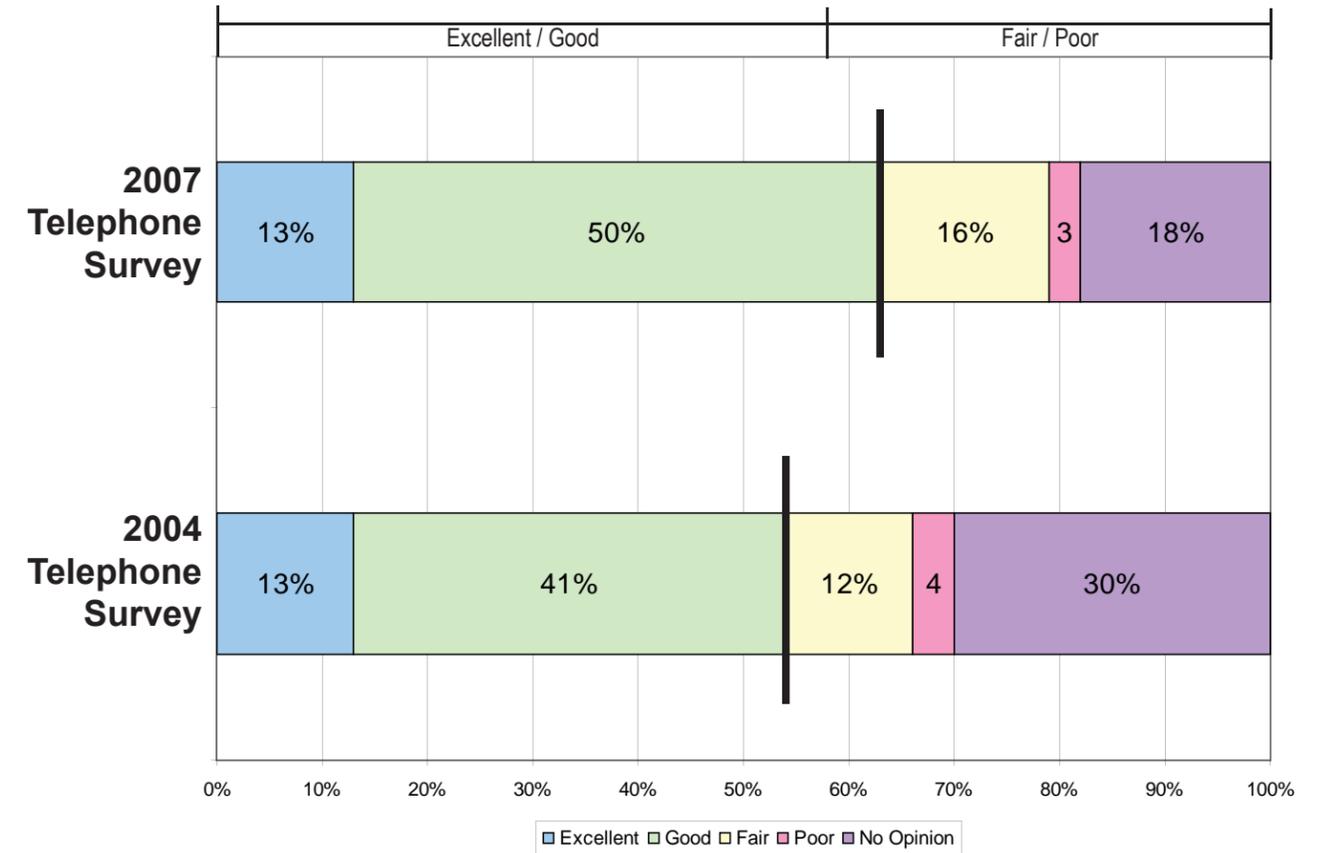


Residents were asked how they felt the City of Round Rock was doing in terms of having hike and bike trails conveniently located for people in all areas in both 2004 and 2007. In 2004, 38% felt Round Rock was either good or excellent. In 2007, this was somewhat higher with 45% indicating that Round Rock was either good or excellent. This shows that the citizens feel there has been some improvement as to the location of trails over the past few years.

The Overall Quality of Hike and Bike Trails in the City



The Overall Safety of Hike and Bike Trails



When asked about the overall quality of hike and bike trails in Round Rock, in 2004, 51% of the residents felt the city was either good or excellent. This was higher in 2007, with 64% indicating either good or excellent. With the addition of new trails, citizens' impressions of the overall quality of trails in Round Rock could increase even more.

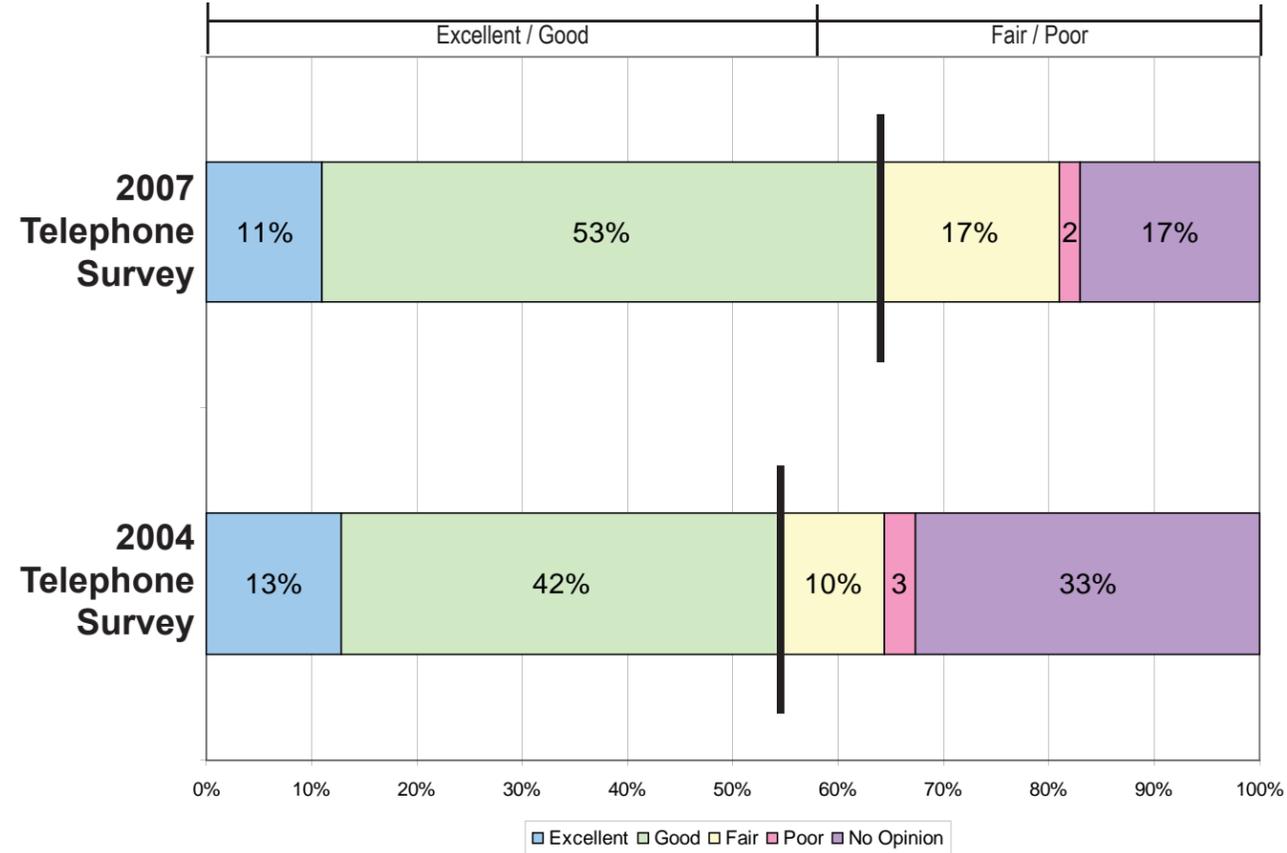
Safety is one of the highest concerns and priorities when on a trail. In 2004, 54% of residents felt that the safety on trails in Round Rock was either good or excellent. In 2007, the percentage was somewhat higher with 63% indicating the overall safety of trails as either good or excellent. Even though close to two-thirds of the population feel safe when on a trail in Round Rock, the city should strive to make this percentage even higher. Incorporating proper design techniques in the construction of new trails built throughout Round Rock can make people feel safer when using a trail.

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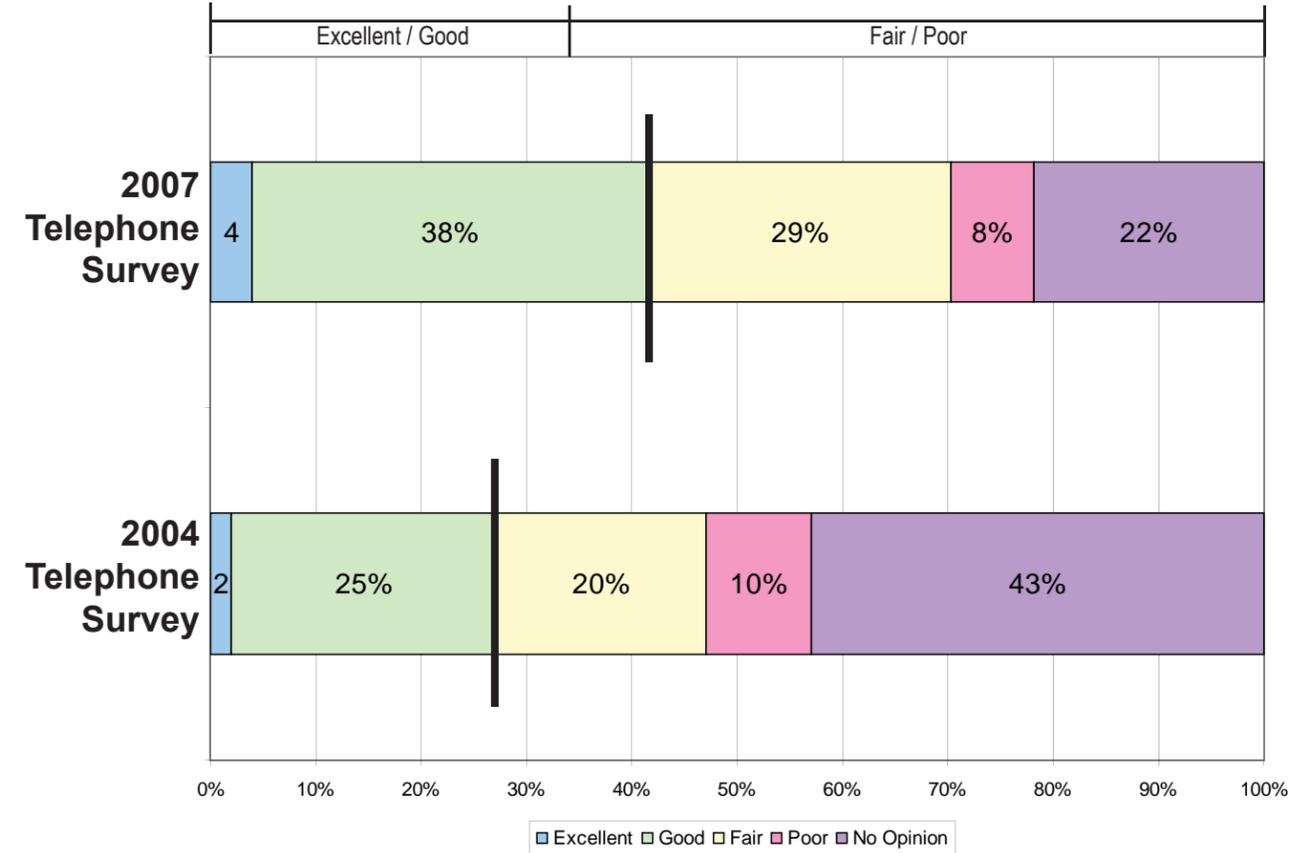


### How Well Trails Are Maintained in the City



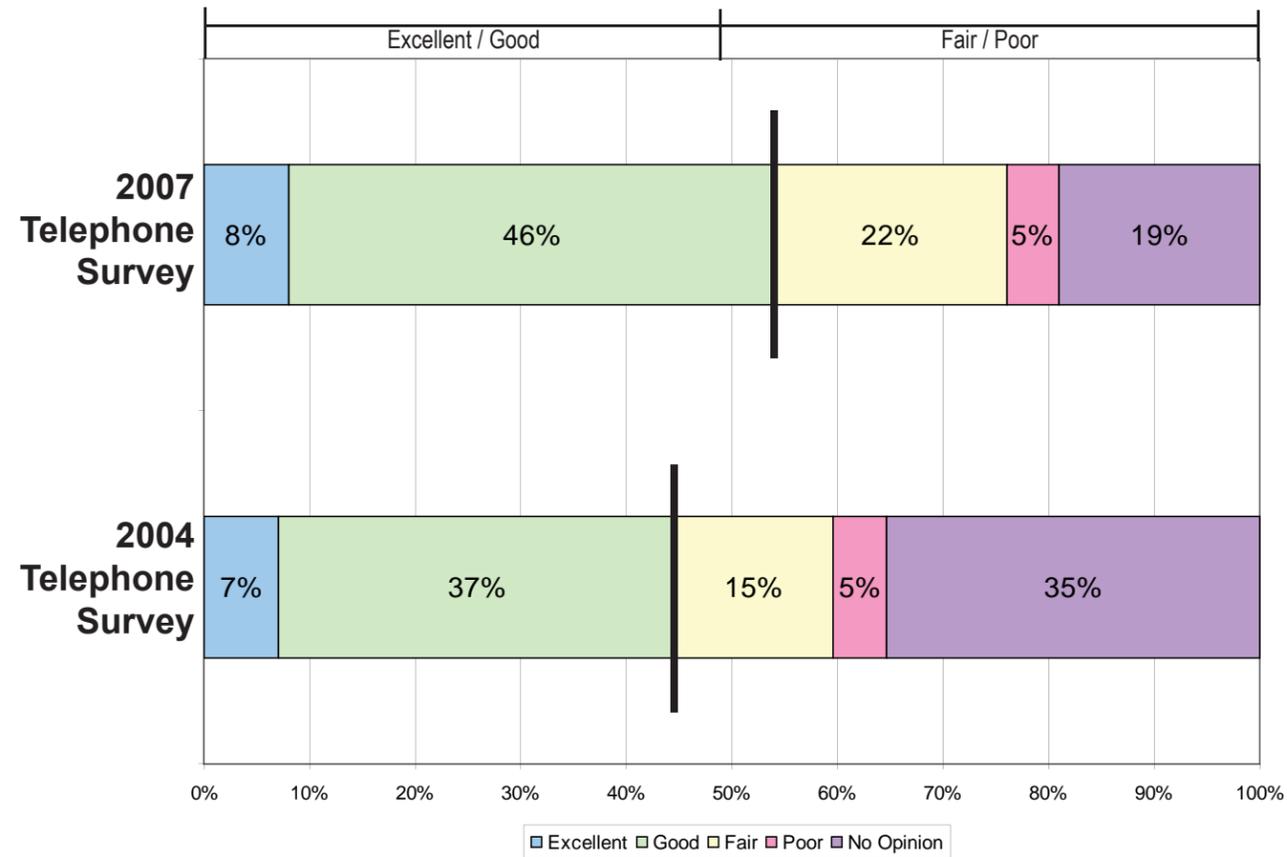
In regards to how well the trails in Round Rock are maintained, in 2004, 55% felt maintenance was either good or excellent. In 2007, this percentage had increased to 64% indicating maintenance of trails was either good or excellent. Similar to other aspects of trails, this percentage could increase over time with the addition of new trails. One important aspect of maintenance is to not neglect the existing trails in Round Rock, even as new ones are constructed.

### The Variety of Amenities Along Trails



In 2004, only 27% of residents felt that the variety of amenities along trails in Round Rock was either good or excellent. In 2007, this percentage was higher with 42% indicating the variety of amenities along trails was either good or excellent. All trails should include a variety of amenities that can be found in the next chapter of this document.

The Amount of Nature Areas Along Trails



44% of the residents in 2004, and 54% of residents in 2007, felt that the amount of nature areas along trails was either good or excellent. The only way to increase this percentage is for Round Rock to preserve natural areas along creek corridors and floodplain areas. By preserving these natural areas and placing trails along them, the City of Round Rock will be increasing the amount of nature areas along trails for its residents to enjoy.

## Recreation and Culture - Current State as Derived from the Public Input



On the online survey and during the public input meetings, residents were asked if they felt certain age groups of the population were underserved in terms of recreation and athletic programs. The age groups were broken out into youth, teens, adults, boomers, and seniors. Residents were asked to check every age group that they felt was underserved. The responses of those who checked yes, the age group was underserved, are shown below.

Which age groups are underserved in regards to recreation and athletic programs? (Online Survey)

Youth (12 and under)	17%
Teens (13-18)	19%
Adults (19-49)	34%
Boomers (50-64)	21%
Seniors (65+)	10%
All age groups are served	36%

Which age groups are underserved in regards to recreation and athletic programs? (Public Meeting Survey)

Youth (12 and under)	17%
Teens (13-18)	12%
Adults (19-49)	31%
Boomers (50-64)	12%
Seniors (65+)	27%
All age groups are served	28%

On the online survey and during the public input meetings, residents were asked to indicate whether or not they have attended any of the city-sponsored events. The results of those who checked yes, they had attended the event, are shown below.

Which city-sponsored events have you attended? (Online Survey)

Movies in the park	33%
Mom / son dance	4%
Texas Road Rash	5%
Christmas Family Night	53%
Summer concerts	36%
Outlaw Trail 100	11%
5K for Clay	11%
July 4th Frontier Days	55%
Pool events	30%
Daddy / daughter dance	12%
Egg hunt	22%

Which city-sponsored events have you attended? (Public Meeting Survey)

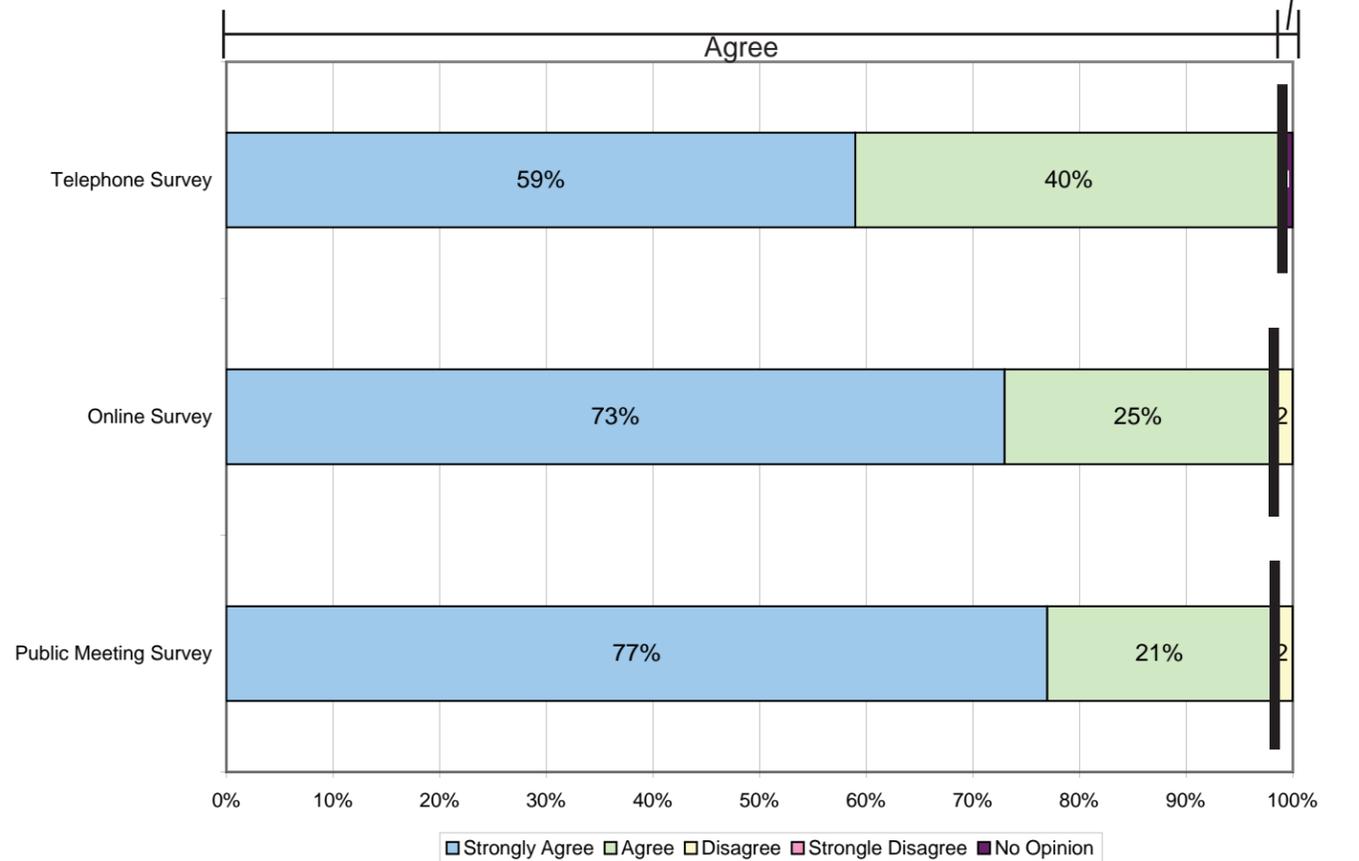
Movies in the park	38%
Mom / son dance	5%
Texas Road Rash	8%
Christmas Family Night	55%
Summer concerts	34%
Outlaw Trail	12%
5K for Clay	13%
July 4 Frontier Days	51%
Pool events	33%
Daddy / daughter dance	10%
Egg hunt	26%

## Community and Character - Current State as Derived from the Public Input

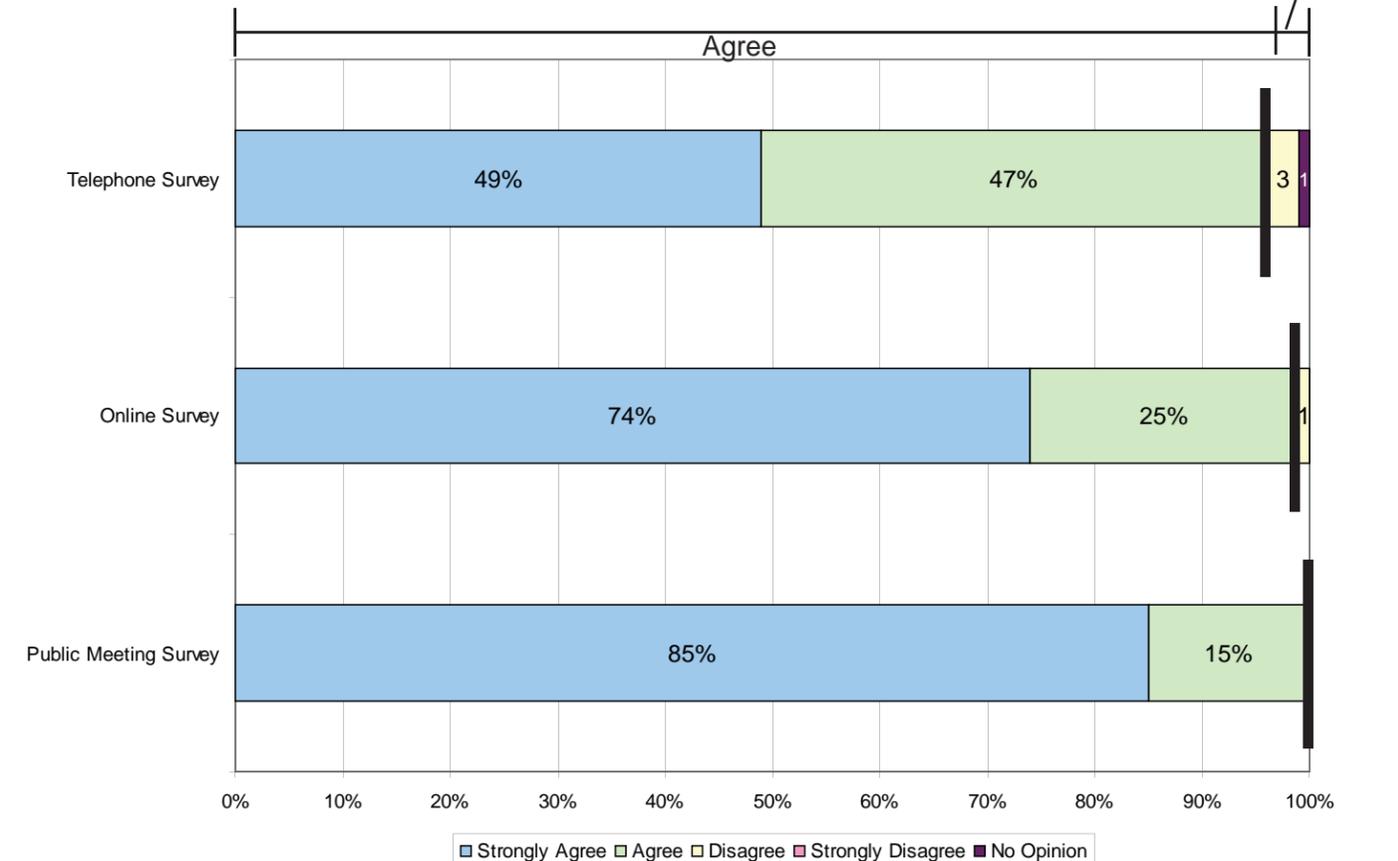
Citizens in all three surveys were asked whether they agree or disagree with the statement that parks contribute to the community and character of Round Rock. As shown in the graph below, almost all citizens agreed to this statement. 98% of those who took the public meeting survey, 98% of those who took the online survey, and 99% of those who took the telephone survey either agreed or strongly agreed to this statement. Because of such a high level of agreement, it is obvious that the citizens in Round Rock place importance on their park system in knowing that parks contribute to their overall quality of life.

Again there was a high level of agreement among citizens when asked if they felt that better parks will help improve Round Rock's city image. 100% of the people who participated in the public meeting survey agreed, 99% of those who participated in the online survey agreed, and 96% those who participated in the telephone survey agreed with this statement. The citizens are again demonstrating the importance of parks to Round Rock.

**Parks Contribute to the Community and Character of Our City**



**Better Parks Will Help to Improve Our City Image**



# The Round Rock Strategic Parks and Recreation Master Plan

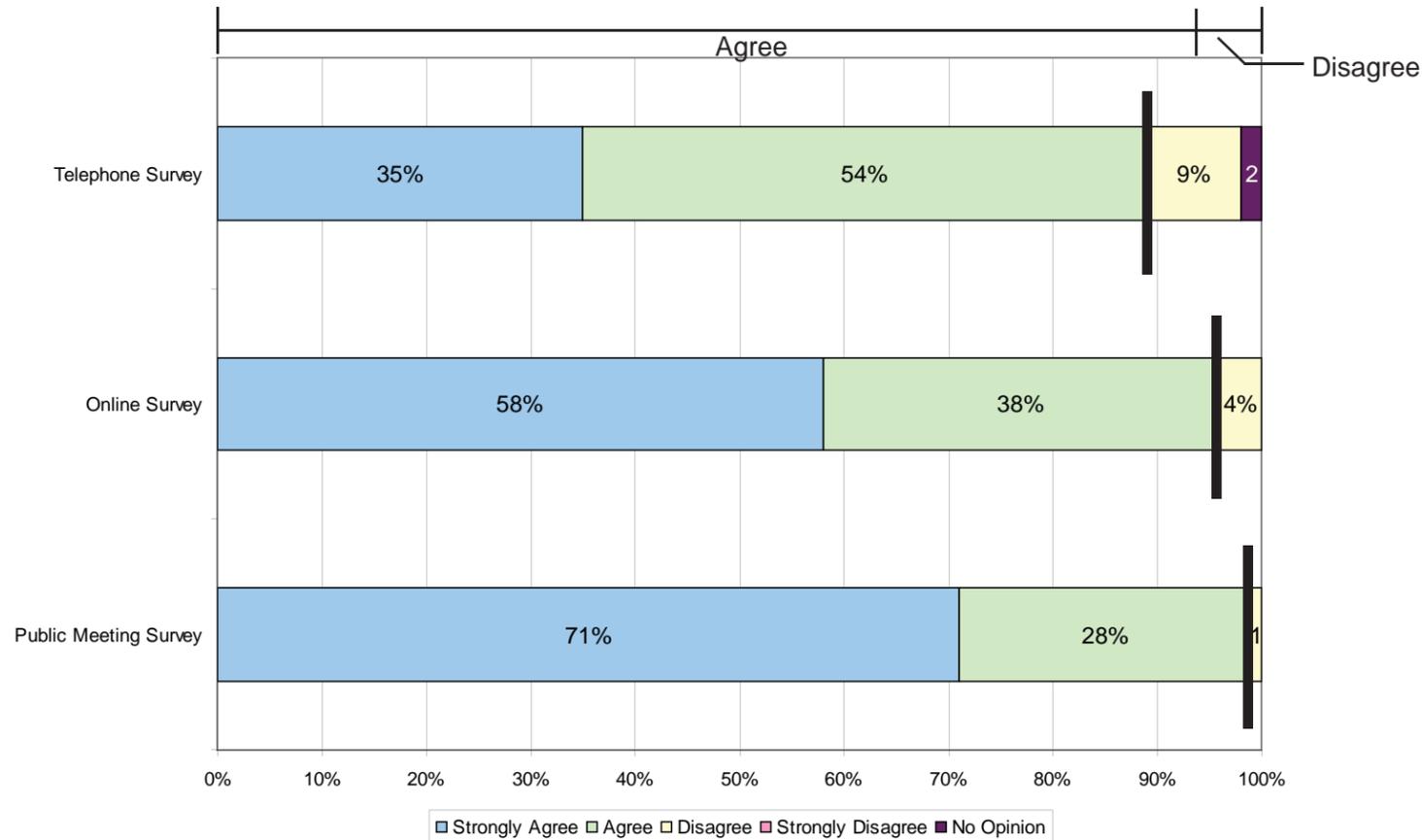
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When asked whether they felt that parks contribute to the economic viability of Round Rock, 99% of the residents who took the public meeting survey said they agreed, 96% of those who took the online survey agreed, and 89% of those who took the telephone survey agree. Because the telephone survey is statistically valid, the lower percentage is more representative of the population. It can be assumed that a segment of the population of Round Rock is still uneducated about the importance of parks in contributing to the economic viability of the city.

Key Findings from the Surveys - an astonishing number of residents agree with the statements concerning parks and how they relate to Round Rock's community and character. Strikingly over 98% of all residents in Round Rock felt that parks directly contribute to the community and character image of Round Rock. Over 96% of all residents agree that better parks will improve the City's image, and over 89% of residents feel that parks contribute to the economic viability of the City.

**I Feel That Parks Contribute to the Economic Viability of the City**



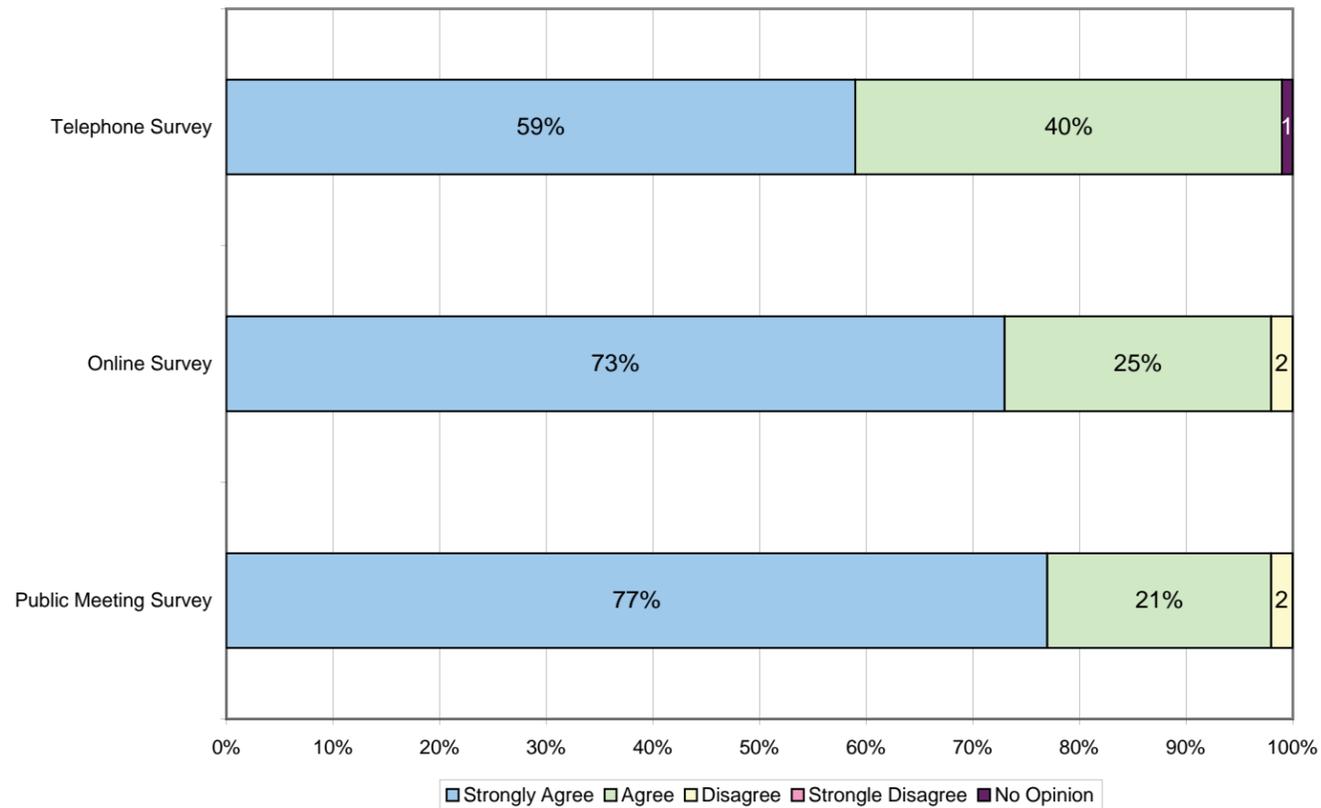
Parks contribute to the community and character of Round Rock.

Public Input of Community and Character

## Natural Resources and Environment- Current State as Derived from the Public Input

Citizens in all three surveys were asked whether they agree or disagree with the statement that parks contribute to the community and character of Round Rock. As shown in the graph below, almost all citizens agreed to this statement. 98% of those who took the public meeting survey, 98% of those who took the online survey, and 99% of those who took the telephone survey either agreed or strongly agreed to this statement. Because of such a high level of agreement, it is obvious that the citizens in Round Rock place importance on their park system in knowing that parks contribute to their overall quality of life.

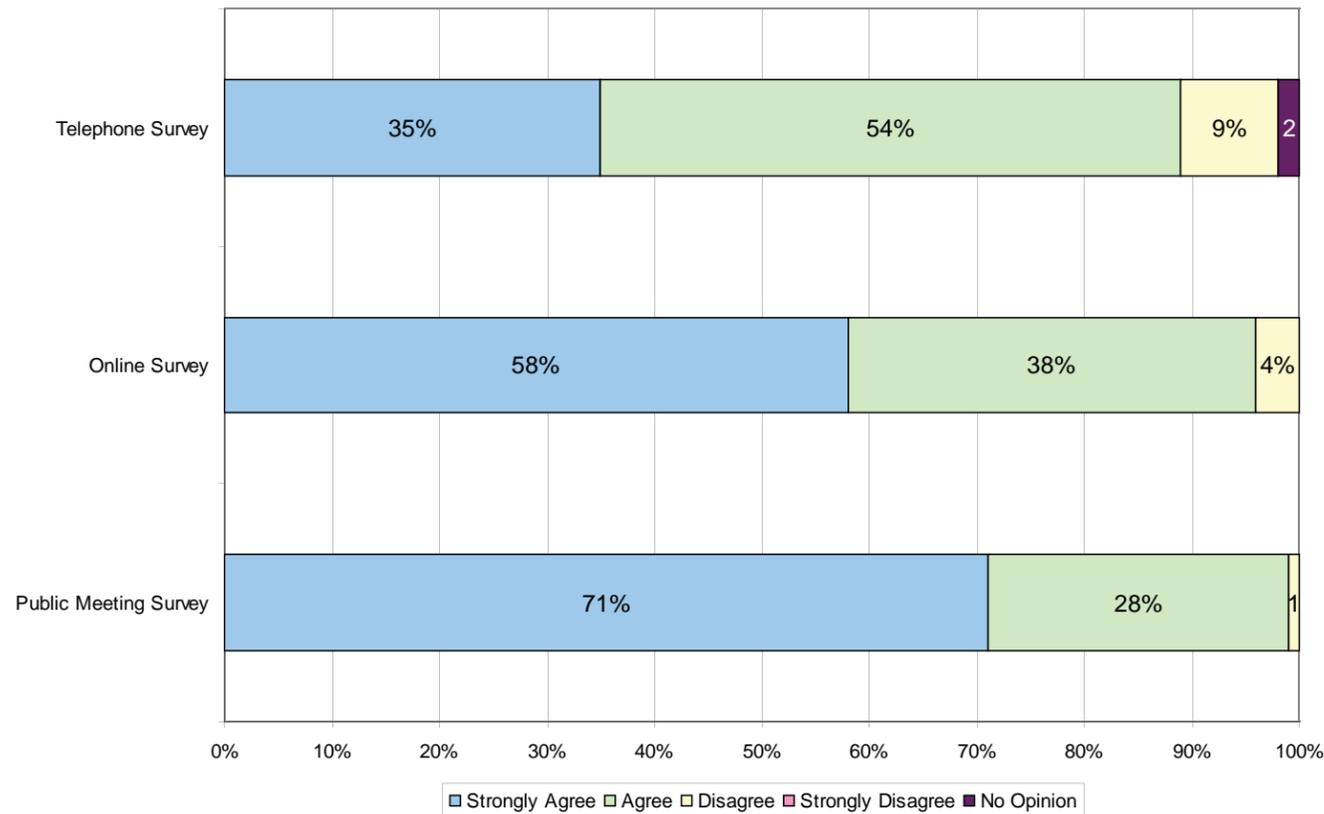
**Parks Contribute to the Community and Character of Our City**



## High Value Governance- Current State as Derived from the Public Input

When asked whether they felt that parks contribute to the economic viability of Round Rock, 99% of the residents who took the public meeting survey said they agreed, 96% of those who took the online survey agreed, and 89% of those who took the telephone survey agree. Because the telephone survey is statistically valid, the lower percentage is more representative of the population. It can be assumed that a segment of the population of Round Rock is still uneducated about the importance of parks in contributing to the economic viability of the city.

**I Feel That Parks Contribute to the Economic Viability of the City**



## Student Survey

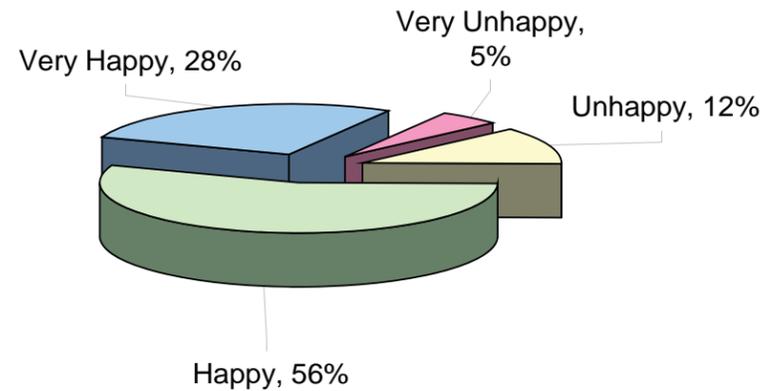
Students and the youth in a community are often times the primary users of parks and recreation facilities. Since this group of the population highly utilizes these facilities, they often have valuable insight on ways to improve them. Since children and teenagers spend much of their leisure time in parks and using recreation facilities, their opinions, recommendations and suggestions should be relevant.

A two page survey was distributed to elementary, junior high and high schools in the Round Rock Independent School District. The teachers of the 4th, 7th, and 10th grade classes were asked to distribute the survey during home room and allow the students ten minutes to complete it. The teachers were then asked to return the completed surveys to the school district's administration office. Some schools facilitated the completion of more surveys than others, and no 10th grade surveys were returned. The final location of the students was calculated based on the surveys that were completed and returned. Roughly 1,150 surveys were completed.

### Location of Students

Ridgeview Middle School.....	18%
Cactus Ranch Elementary.....	15%
Great Oaks Elementary.....	12%
Blackland Prairie Elementary.....	10%
Fern Bluff Elementary.....	8%
Chisholm Trail Middle School.....	7%
Gattis Elementary.....	7%
Bluebonnet Elementary.....	6%
C.D. Fulkes Middle School.....	5%
Voigt Elementary.....	5%
Union Hill Elementary.....	5%
Brushy Creek Elementary.....	4%
Caldwell Heights Elementary.....	3%
Forest Creek Elementary.....	3%

### How Happy Are You With Parks in Your Neighborhood?



Students were asked how happy or unhappy they were with the parks in their neighborhood in Round Rock. 84% of students responded that they were either happy or very happy with the parks in their neighborhood as shown in the pie chart above.

Students were also asked the open-ended question of what they like most about the parks in Round Rock. The most common response was the swings, slides, monkey bars and playgrounds with 21% indicating this is what they like the most. Other responses included the parks were fun and they liked everything with 13% of the responses. Pools and water park was the third most common response with 8% of the students indicating this is what they like the most about parks in Round Rock.

Students were also asked what they do not like about the parks in Round Rock. The most common response was lack of playground equipment with 15% of the students stating this. This was followed by the response of trash in the parks, dirty, or lack of maintenance with 14% response rate. Safety issues, gangs, graffiti, and vandalism received 8% response rate when asked what they do not like about parks in Round Rock. Also receiving an 8% response rate was the students indicating there was nothing for teens and the parks were geared toward young kids.

Students were given a list of activities to do in a park, and then asked to check all the activities that they normally do when they visit a park. The responses are shown in the table below.

### When you visit a park, what do you normally do?

Play on playground.....	64%
Socialize with friends.....	59%
Go swimming.....	49%
Walk on trails.....	43%
Participate in sports.....	41%
Play basketball or volleyball.....	35%
Enjoy nature.....	34%
Family activity such as picnic.....	29%
Skateboard.....	17%
Other.....	14%

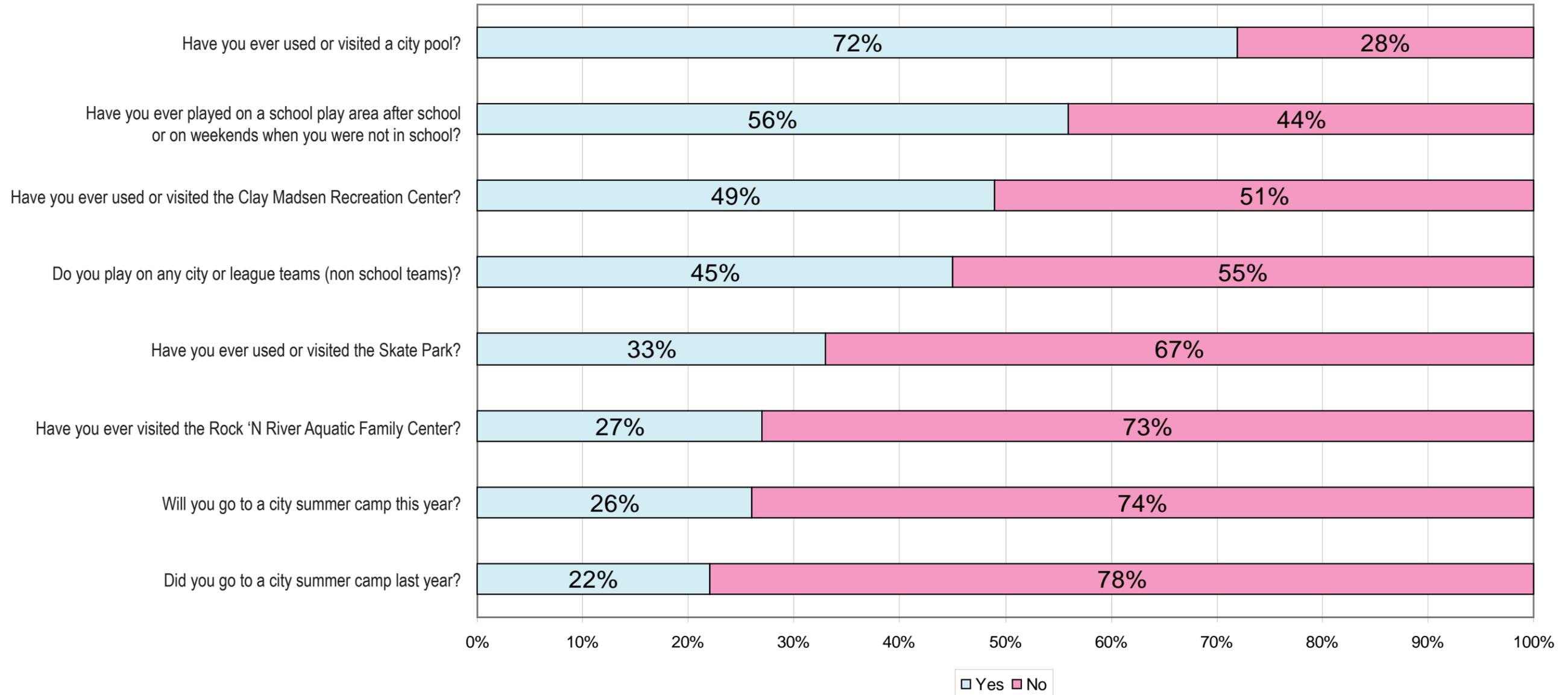
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Students were asked the yes or no question of whether they have ever used or visited specific city facilities. The facility that received the highest number of yes responses was city pools with 72% of students indicating they have used or visited a Round Rock city pool. 56% of students indicated that they have played on school play areas after school or on weekends when they were not in school. The facility that received the third highest number of yes responses was the Clay Madsen Recreation Center with 49%. Their responses are shown in the graph below.

## Have you ever used or visited city facilities?



Student Survey and the Current State

## Parks and Recreation Department Finances

The Round Rock's Parks and Recreation Department currently receives \$0 yearly in major capital funding. The Parks and Recreation Department's capital improvements are completely dependent on bonds. All funding of the department's maintenance, operations, programming, and staffing is through the general fund.

## Parks and Recreation Department Maintenance

Table 3.26 to the right describes the typical maintenance procedures of the Round Rock's Parks and Recreation Department.

Table 3.26 Existing Round Rock Parks and Recreation Maintenance Standards								
Maintenance Tasks	Units of Inventory	Units of Measure	Service Level	Annual Freq.	Total Annual Units	Staff hrs. / unit	Staff hrs. / year	FTE's / year
Athletic Fields	12	Field	Daily	210	2520	1.5	3780	1.82
Basketball Courts	6	Court	Weekly	28	224	1	224	0.11
Cemetery Operations	13.79	Acres	Weekly	28	286.12	4	1554.48	0.75
Cemetery Interments	1	Interment/mo	9/mo	108	108	10.7	115.6	0.56
Equipment R&M	30	Piece	Daily	180	5400	0.5	2700	1.30
Irrigation	10	Site	3/week	20	200	2	400	0.19
Leaf Collection	50	Acres	Annual	1	50	5	250	0.12
Mowing	115	Acres	Weekly	24	2760	2.5	6900	3.32
Parking Lots R&M	8	Lot	Annual	1	8	10.5	84	0.04
Picnic Facilities R&M	5	Shelter	Annual	1	5	20	100	0.05
Playground I&R	10	Unit	Weekly	30	300	3	900	0.43
Pond Maintenance	4	Pond	1/5 Yrs	0.2	0.8	40	32	0.02
Park Cleanup	14	Park	Daily/season	180	2520	0.75	1890	0.91
Restrooms/Portables	28	Facility	Daily/season	180	5040	0.75	3780	1.82
Roads, trails, paths	8.16	1000 LF	Annual	1	8.16	40	326.4	0.16
Seasonal Field Prep	7	Field	2/year	2	14	72	1008	0.48
Signage	14	Signs	Annual	1	14	4	56	0.03
Snow & Ice Removal Parking Lot	8	Lot	Per Event	12	96	6	576	0.28
Snow & Ice Removal Sidewalks	8.16	1000 LF	Per Event	12	97.92	7.5	734.4	0.35
Swimming Pools	2	Pool	Daily/season	120	240	4	960	0.46
Tennis Courts	23	Court	Weekly	28	140	4	560	0.27
Travel Between Sites	14	Staff	Daily	260	3640	1	3640	1.75
Tree Hazards	1	Tree	Per Event	30	30	5	150	0.07
Trimming	25	1000 LF	Per Mowing	24	600	1.5	900	0.43
Turf Management	50	Acres	8/year	8	400	1.57	628	0.30
Vandalism	1	Event	3/wk/season	75	75	3	225	0.11
Volleyball Court	3	Court	Weekly	28	28	1.5	42	0.02
Winterization	25	Spigots	Bi-annual	2	50	0.5	25	0.01

## Deferred Maintenance of Existing Parks

One very important job of a city is to maintain existing facilities and amenities. Often times, after a park is built it is seen as less of a priority and the condition of the park begins to slip. As previously shown in the public input section of this chapter, an average 98% of the Round Rock population agree that better parks will help to improve the City's image. Deferred maintenance by definition is maintenance, repair or replacement that should have been done but was not. There is an abundant amount of deferred maintenance of park facilities and park sites that needs to be performed. Several neighborhood parks need complete renovation and amenities replaced such as Chisholm Valley Park, Kensington Greenbelt, Settlement Park, Somerset Park, Stark Park, and Stella Park. Park signage needs to be replaced at Veterans Memorial Park, Round Rock West Park, Rabb House, Lake Creek Park, Frontier Park, and Clay Madsen Park. A list of high priority deferred maintenance items and the estimated cost of each can be found on Table 3.27 to the right.

Table 3.27 Deferred Maintenance of Parks and Expenses			
Park Name	Feature	Expenses	Total
Buck Egger Park	Athletic field - light	\$125,000	
	Replace parking lot	\$100,000	
			\$225,000
Chisholm Valley Park	Repair and replace entire park	\$450,000	
			\$450,000
Clay Madsen Park	Replace basketball court	\$80,000	
	Replace signage	\$10,000	
			\$90,000
Frontier Park	Replace shade shelter	\$45,000	
	Entrance signage	\$10,500	
			\$55,500
Kensington Greenbelt	Repair and replace entire park	\$750,000	
			\$750,000
Lake Creek Park	Replace 3 signs	\$30,000	
	Replace playground	\$100,000	
			\$130,000
Memorial Park	Repair deck	\$20,000	
	Replace restroom & concession stand	\$600,000	
			\$620,000
Mesa Village Park	Replace gazebo	\$30,000	
	Remove asphalt & replace with DG	\$40,720	
			\$70,720
Rabb	New signs	\$20,000	
			\$20,000
Rock Hollow Park	Replace trail concrete	\$119,350	
	Add bridge to trail and island	\$18,000	
			\$137,350
Round Rock West Park	Replace playground	\$100,000	
	Entrance signage	\$10,000	
			\$110,000
Settlement Park	Repair and replace entire park	\$450,000	
			\$450,000
Somerset Park	Repair and replace entire park	\$450,000	
			\$450,000
Stark Park	Repair and replace entire park	\$450,000	
			\$450,000
Stella Park	Repair and replace entire park	\$450,000	
			\$450,000
Veterans Memorial Park	Replace sign	\$10,000	
	Update restrooms to ADA standards	\$10,000	
	Repair fence	\$10,000	
	Repair fibar	\$5,000	
			\$35,000
<b>Grand Total</b>			<b>\$4,493,570</b>

## Round Rock's Ranking

Round Rock is continually ranked as one of the Best Cities in America in a variety of different magazines and studies. Below is a summary of five studies where Round Rock was ranked towards the top in a positive light. In all the studies and rankings, parks and recreation were in some way factored into the decision.

### One of America's Safest Cities

The City of Round Rock was ranked as the 13th safest city with a population of 75,000 or more in the United States in a survey released by the CQ Press in 2007, and again as the 19th safest city in 2008. All cities that reported data to the FBI in 2005 for the following six categories were included in the survey. The rankings were calculated by using rates for murder, rape, robbery, aggravated assault, burglary and motor vehicle theft. Some of the key implementation strategies that assist in keeping Round Rock as one of the safest cities include the city's philosophy of involving the community in fighting crime and deploying a range of proactive strategies.

### One of 100 Best Communities for Young People

In January of 2007, The Alliance for Youth recognized Round Rock as one of 100 Best Communities for Young People. The competition honors communities for their commitment to provide healthy, safe and caring environments for young people. Each city was evaluated based on the five promises of America's Promise: caring adults, safe places, a healthy start, effective education, and opportunities to help others.

A strong education system is key factor in developing a community suitable for young people. The New Directions - New Horizons program is commended on its success at mentoring students who are most at-risk for not graduating. Through their involvement, students develop valuable skills to guide them toward success by focusing on studying, visiting diverse work environments, and improving their financial literacy. The Round Rock school district and the public library also offer youth a variety of mentoring programs and activities to help encourage and motivate them.

The Parks and Recreation Department (PARC) in Round Rock also contributes to the ranking with programs that meet the five promise categories. Round Rock PARC provides activity camps for children with disabilities and a babysitting certification class for teens as part of the Caring Adults Promise. Afterschool programs, summer camps, and day camps at the Clay Madsen Recreation Center are part of the Safe Places Promise. Athletic leagues and swimming lessons

for youth offered through the Round Rock PARC are part of the Healthy Start Promise. Instructional classes offered at the Clay Madsen Recreation Center for youth in Round Rock include art and music and are part of the Effective Education Promise. The Round Rock PARC has many opportunities for youth to volunteer or plant trees as part of the Opportunities to Help Others Promise.

### One of the Best Cities for Relocating Families

Primacy and Worldwide ERC ranked the Austin-Round Rock metro area number five among the best cities for relocating families nationwide. The study focused on the ease with which a family can move to a new city and settle into a new life. Key criteria for the study include: home prices, indexed home affordability, appreciation rates, property taxes, and rent costs. New criteria that contributed to the 2007 ranking that pertain to parks and recreation included: recreation and leisure, arts and culture, air quality, and watershed quality.

### One of the Best Places to Live, Work and Play

In May of 2008, Kiplinger's Personal Finance in its rankings of best places to live, work, and play, ranked the Austin-Round Rock metro area number 6. The ranking looks for places with "strong economies and abundant jobs, then demand reasonable living costs and plenty of fun things to do." A parks and recreation department provides the "plenty of fun things to do" in a community.

The senior associate editor of Kiplinger's Personal Finance, Jane Bennett Clark, commented about Round Rock with this statement: "This family-oriented suburb boasts topnotch public schools along with a local economy that includes Dell, three hospitals and a brisk business in sports tourism thanks to the playing fields it rents out for tournaments."

### Number 7 Best Place to Live

Round Rock was ranked number 7 in Money Magazine of Best Places to Live in America with a population of 50,000 to 300,000. Factors contributing to the ranking include: job growth, income increases, cost of living, housing affordability, school quality, arts and leisure options, safety, medical care and diversity. Arts and leisure options in a community is easily provided by a city's parks and recreation department.



One of 100 Best Communities for Young People



One of the Best Cities for Relocating Families



One of the Best Places to Live, Work and Play

## The Value and Benefits of Parks and Recreation in Round Rock

Developing an excellent park and recreation system demonstrates a local government's commitment to offer a high quality of life for its residents. A superior park and recreation system increases the quality of life in a community because of the many benefits that it offers. Parks are the single most visible positive expression of a city government at work.

Recreation and Cultural Benefits of Parks and Recreation include:

- access to parks increases the frequency of exercise, especially among children and youth.
- staying active can help reduce the risk of heart disease, diabetes, obesity, depression, and other health problems.
- provides opportunities for all people to be physically active, socially engaged, and cognitively stimulated.

Community and Character Benefits of Parks and Recreation include:

- provides opportunities for rest, relaxation and revitalization.
- preserves and interprets historic community assets.
- provides opportunities for community involvement.
- play is critical for child development.

Natural Resources and Environmental Benefits of Parks and Recreation include:

- protects and preserves vital green spaces.
- protects and preserves critical wildlife habitat.
- educates visitors regarding the appropriate use of natural areas as recreational areas.
- exposure to nature improves psychological and social health.
- contributes to clean air and water.
- makes the city significantly more attractive.

High Value Governance Benefits of Parks and Recreation include:

- increases property value of homes in close proximity to parks.
- stimulates economic development by attracting businesses and keeping residents.
- increases tourism.
- attracts new businesses to a community by improving the standard of living.
- provides refuges of safety for at-risk youth which can in turn help reduce juvenile delinquency.

### Opportunities for Restoration and Relaxation

So many people face increased challenges every day, whether it is from their job, their family life, or any other combination of things. People come to parks to relieve some of their daily stress. Whether it involves kicking a soccer ball, watching children play on the swings, or sitting by a pond feeding ducks, the idea of restoration is that people feel better after they leave a park than when they first arrived. There are some elements of the natural environment that can increase the likelihood of restoration.

- Parks and recreation allow for people to reflect and discover what is on their mind. This can come from fishing, listening to birds, watching a water fountain, enjoying the scenery, or countless other natural occurrences. Placing benches or bridges where people can stop to notice nature increases the opportunities for restoration.
- Parks need to have inviting things to allow the mind to wander. Japanese gardens offer outstanding examples of how small spaces can achieve this. They position viewpoints so the entire garden cannot be seen at once, they have circuitous pathways to make the area seem larger, or they have vegetation that divides larger spaces.
- By providing a slight sense of enclosure, the users of the park feel as if they are somewhere else, away from life's distractions. Enclosure can be achieved by having a tree canopy or planting vegetation along building sides to hide them.

### Opportunities for Community Involvement

Parks and Recreation offers opportunities for citizens to become involved in the community. There are many ways in which citizens can be involved in the community through parks and recreation.

- Having an Adopt-A-Park program lets residents volunteer to help maintain one specific park in their neighborhood.
- Allowing residents to be instructors for a recreation program gives them the opportunity to share and teach their skills to other members in the community.
- Organizing work day projects to install a playground or plant new trees lets residents feel a sense of ownership in the park they helped build.

By providing opportunities for residents to become involved in the community, parks and recreation is also providing opportunities for residents to socialize and to meet their neighbors.



Residents planting trees and installing a playground in Bradford Park

### Benefits to At Risk Youth and Teenagers

One major benefit of parks and recreation is the impact it can have on At-Risk Youth. Teenagers are the hardest market to reach; when there is a lack of activities for them, some may engage in juvenile delinquency. By providing activities and recreation programming for this segment of the population, the city is providing a safe place for the youth to go and a usually supervised environment for them to be in. An example of this is the skate park at Clay Madsen Recreation Center. Examples of where recreation programs had an impact on crime rates in communities include:

- There was a 31% decrease in crime in Cincinnati, Ohio after a prevention program was started.
- There was a 25% decrease in juvenile apprehensions in Kansas City, Missouri after starting a midnight basketball program.
- There was a 28% decrease in crime in Fort Worth, Texas within a one mile radius of the community centers that offered a midnight basketball program. The community centers that did not offer the program had an average increase in crime of 39%.

### Tourism Impacts of Parks and Recreation

People visit a city for the attractions that are offered. Several attractions in a community include the parks and recreational facilities as well as festivals, concerts, and events that take place in those facilities. In essence, people often visit a city because of the Parks and Recreation Department. For example:

- While visiting New York City, people want to go to Central Park in addition to other historical sites and monuments.
- Millennium Park in Chicago is rapidly becoming the primary tourist attraction in that city.
- People from surrounding communities often drive to Austin just to jog or bike along the trails of Lady Bird Lake.

A large portion of tourism in Round Rock is driven by being the Sports Capital of Texas. Amateur and youth leagues from across the nation come to Round Rock just to play in tournaments. It is because of the fields, courts, tracks and gyms provided by the Parks and Recreation Department that those tournaments can be offered. Also, while visiting because of a sports tournament, families stay in Round Rock hotels, eat in Round Rock restaurants, and shop in Round Rock stores thus having a high economic impact in the community. It has been calculated that as of the end of 2008, sports events in Round Rock have had a total economic impact of

\$43,166,236. Last year the Labor Day Soccer event solely had an economic impact of \$2.9 million.

Parks and Recreation are also good for a community's economy because of the impact it can have on other businesses. For example hotels often charge more for a room if it overlooks a park, lake, ocean, garden or open space as opposed to a parking lot, roof top or street. By charging more, the hotel/motel tax that a city receives is higher. Other business impacts include the operations that people start in conjunction with a park or trail. For example, people can rent canoes or kayaks at Zilker Park in Austin, and people can rent bicycles along the Cape Cod Rail Trail in Massachusetts. Each creates an attraction, a business opportunity and possible revenue generation that would not otherwise be there without the park or trail facility.

### Environmental Benefits of Parks and Recreation

Parks and Recreation offer several environmental benefits to a community. Parkland, open space, greenbelts and trails all contribute to ensuring that a community is green and not overrun with concrete and construction. For one, parks and open space can control storm water runoff and reduce the likelihood of flooding. The rain that falls on parkland will just seep into the soil. Rain water that falls onto impervious surfaces can be slowed down by planting trees which will impede the fall rate.

Parks, open space and trees also contribute to cleaner air in a community. Trees can absorb air pollutants that would otherwise increase sulfur dioxide,

In a recent study done by the Trust for Public Lands for the Philadelphia Parks Alliance in June 2008, it was calculated that parks in Philadelphia generate \$18 million in added property tax revenue, \$689 million in increased equity for homeowners near parks, \$16 million in municipal cost savings, \$23 million in city revenue, and \$1.1 billion in cost savings for citizens.

nitrogen dioxide, and carbon monoxide in the atmosphere. In 1994 in New York City, it was reported that trees removed 1,821 metric tons of air pollution.

Round Rock's own Tree Protection and Preservation Ordinance and tree planting program has made a significant impact on the community since its adoption. The Tree Ordinance designates tree species and size that are protected, designates a monarch tree category in which these trees can

only be removed by City Council authorization, and requires the mitigation of removed trees to be replaced either at a 1:1 ratio or 3:1 ratio depending on the size of the tree. The Tree Fund along with the City's General Fund has funded the City's tree planting program which has planted over 3,700 trees in public parks and right-of-ways since 2000.

Parks and open space protect wildlife habitats as well. Habitats of endangered species and areas specific to migratory patterns are often protected and designated as parkland or open space. By preserving these lands, a community is helping the survival of these species.

Parks and open space contribute to the preservation of land in general as well. The Parks and Recreation Department within a community ensures that all the land is not developed. It is important to have green space and places of nature within a city. Parks and greenbelts are the most significantly preserved open spaces in a community.

### Personal Health Benefits of Parks and Recreation

Parks and Recreation at its most basic function offers places for exercise. With heart disease, diabetes, and child obesity rising to staggering numbers, we all need to be more physical. Parks and recreation gives us the opportunity to be physical. Whether it is jogging along a trail, playing on a softball league, or swimming at the pool, the most common places for exercise are in our parks and through our recreation programs.

Play is critical for child development. Organized sports, playing on a playground, and unstructured activities such as tag or hide and seek will help children develop muscle strength, coordination, cognitive thinking and reasoning, and develop language skills. Also, play teaches children how to interact with others. The places where children play are again at a community's parks and recreation facilities.

Parks and recreation have been shown to have psychological benefits as well. Physical exercise helps develop new nerve cells which increase a person's capacity for learning. Being in nature and exercise have both been shown to reduce feelings of stress, depression and anxiety. Parks and nature conjure a sense of relaxation. A person does not have to be among nature to experience these feelings. Just driving through a park or looking at green space through the window of a building has been shown to be enough to relax the mind.

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## Economic Benefits of Parks and Recreation

In the parks and recreation profession, there has been a movement in the past few decades to prove that parkland has a direct impact on the property values of homes in a community. The *Proximity Principle* developed by Dr. John Crompton of Texas A&M University is a theory that people are willing to pay more for their home when it is close to a park or green space.

- The *Proximity Principle* divides houses into different zones and the zones closest to a park have the highest value. People living in Zone A pay the most for their home, people living in Zone B pay less than Zone A but more than Zone C, and Zone C pays the least (Figure 1).

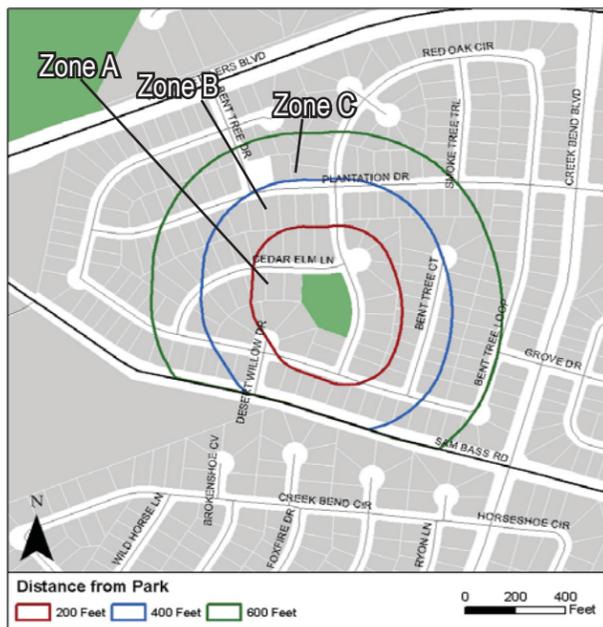


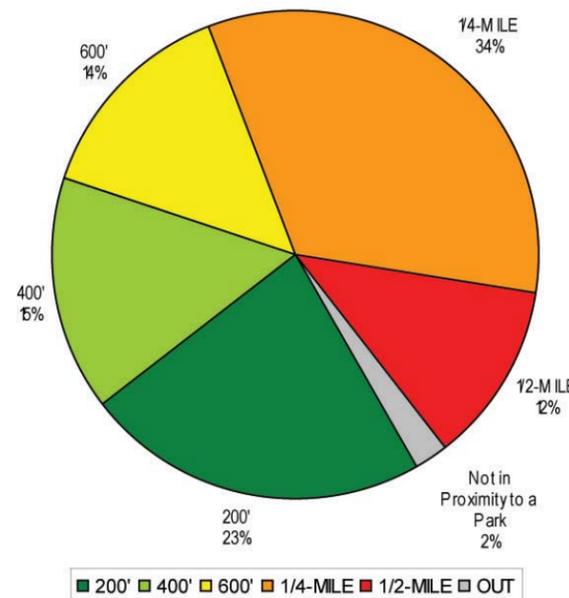
Figure 1

- If people pay more for their property, then this results in higher property taxes being paid to the city.
- Also, park maintenance typically costs less for a city than providing services to additional homes. For example, if ten additional houses were built on a piece of land instead of a park, it would cost the city more money each year to provide multiple types of services. Providing core services such as fire and police protection, water, sewage, and schools for ten houses is more costly than the maintenance of a park per year.

Study Site	Open Space Type	Property Value Impact
Boston, MA	30 acres of greenways	Property value decreased by 6% when distance from park doubles
Chicago, IL	24.6 acre park	Increased property value by \$100 per square foot
Portland, OR	public parks	Increased property value 1-3% within 1500 ft. of park
Portland, OR	golf courses	Increased property value 5% within 1500 ft. of course
Boulder, CO	greenbelts	\$4.20 decrease in price of home for every foot removed from greenbelt
Howard County, MD	open space	Increased property value 3 times
Salo, Finland	urban forest	Property value decreased 5.9% for every kilometer in distance

## Distribution of Single Family Properties Relative to Parks or Open Space

All SF Homes (A1), City & ETJ



## The Specific Economic Impact of Round Rock's Parks to Property Values

The *Proximity Principle* was tested on properties in proximity to Round Rock's parks and open spaces. Based on data collected from the Williamson County Appraisal District (WCAD), in 2006, approximately 52.6% of all existing single-family homes in the city and ETJ of Round Rock were within 600' of a park or open space, and 86.0% of single-family homes are within walking distance of a park (1/4-mile radius). This is shown graphically on the map on the following page.

Mass appraisal calculations practiced by WCAD currently do not reflect park proximity. Therefore, single family residential sales data between 1997 and July 2008 was collected for the City of Round Rock and its surrounding ETJ. This data more accurately reflects the market value of homes in proximity to the park compared to those further away from parks.

The data set includes approximately 15,670 residential home sales that occurred between 1997 and 2003 and between January 2007 and July 2008, including 7,703 home sales within 600 feet of a park and 7,967 sales that were further than 600 feet from a park.

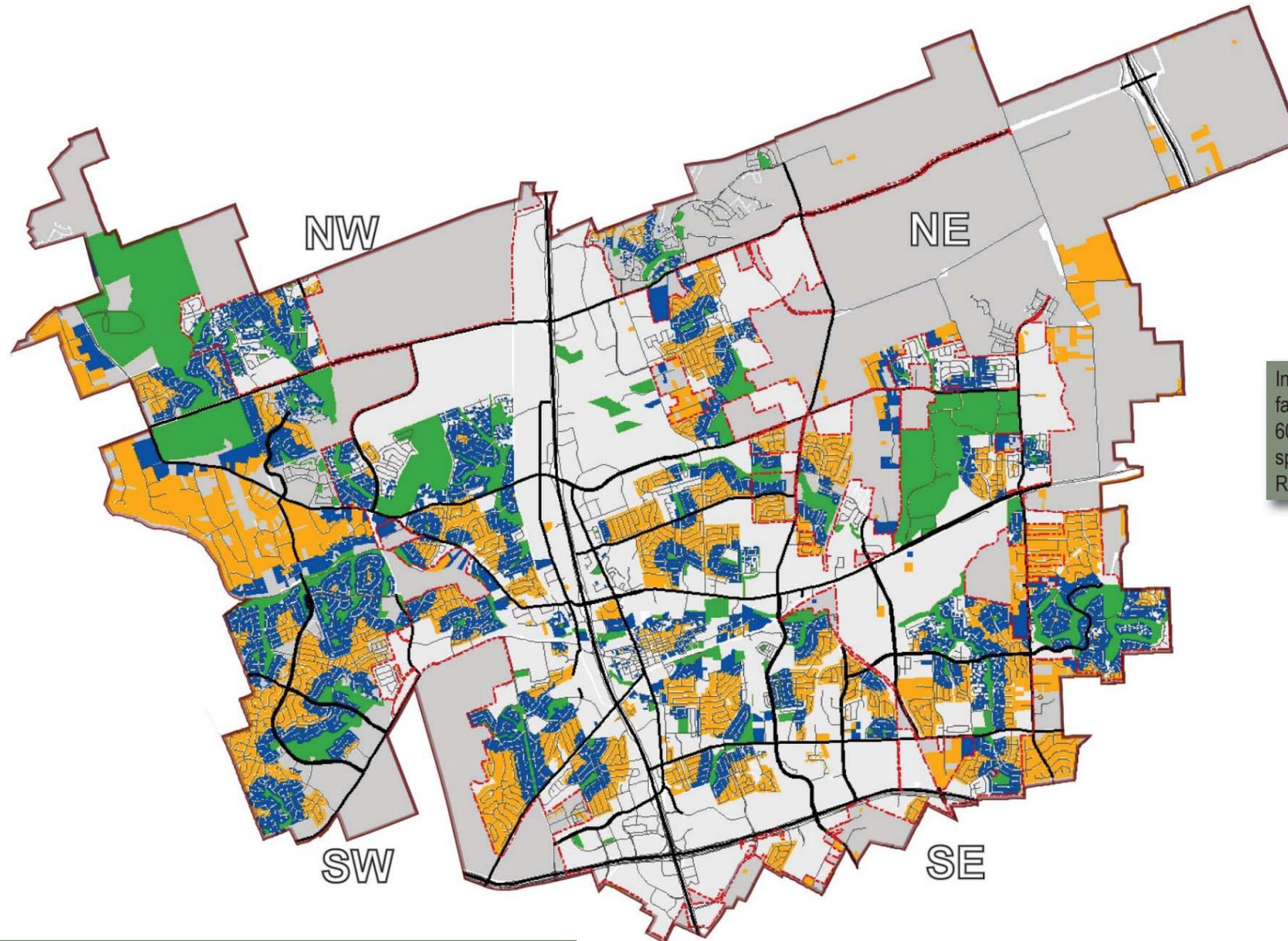
At the citywide level, sales within 600 feet of a park or open space were both higher than those further than 600 feet and also appreciated at a faster rate. Based on sales activity between 1997 and July 2008, homes within 600 feet of a park sold at a premium of 15.4% over homes that sold further than 600 feet from a park, ranging from 1.4% in 1997, to 21.7% in 2003. Additionally, sales prices increased more substantially over the 10 1/2 year period for homes in close proximity to a park by 56.2%.

In addition to analyzing sales trends at the citywide level, sales trends were analyzed at the subdivision level. This analysis indicated that older subdivisions with older parks have a lower impact on property values than newer subdivisions and parks. The results of this analysis are discussed in further detail on the following pages.

Source: Williamson County Appraisal District, Homes with State Property Tax Board (SPTB) Code A1 within the Round Rock City Limits and ETJ.

Economic Benefits of Parks and Recreation

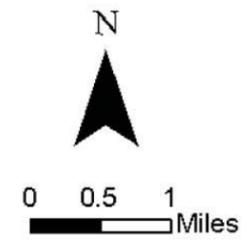
Single Family Parcels and Park Proximity



In 2006, approximately 52.6% of developed single-family parcels (classified as A1) were located within 600 feet of a park or open space, not including open space classified as drainage by the City of Round Rock.

**Legend**

- Parcels classified as single family home further than 600' from a park or open space
- Single family homes within 600' of a park or open space



Economic Benefits of Parks and Recreation

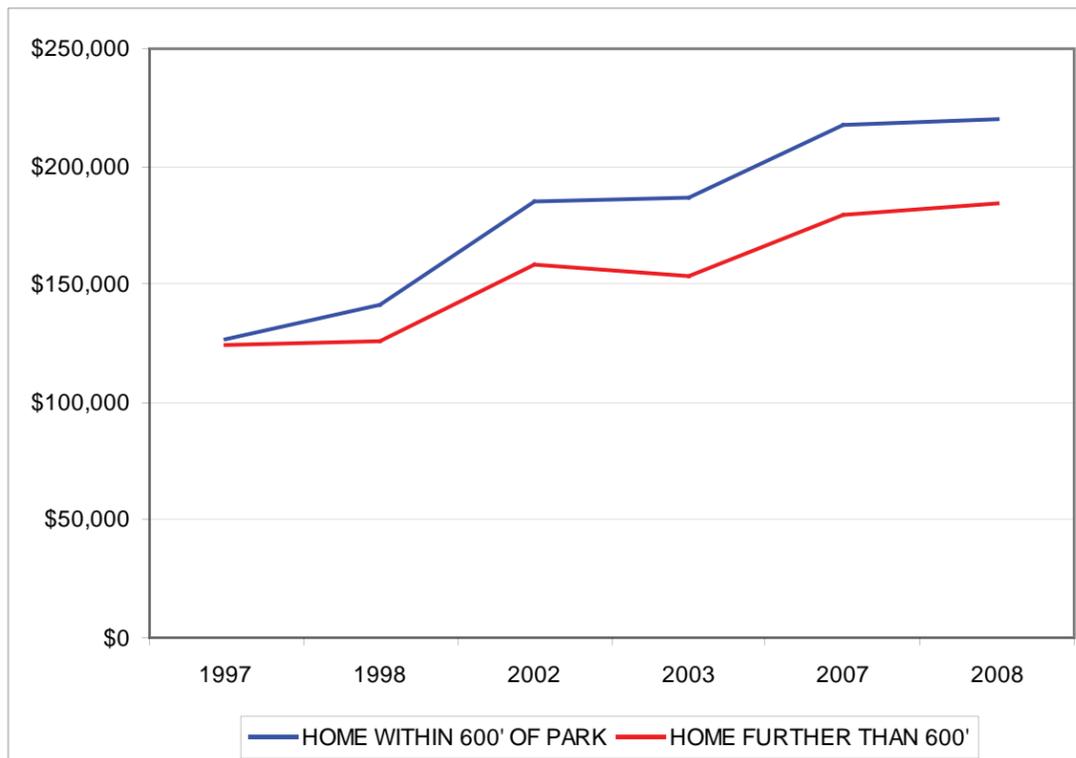
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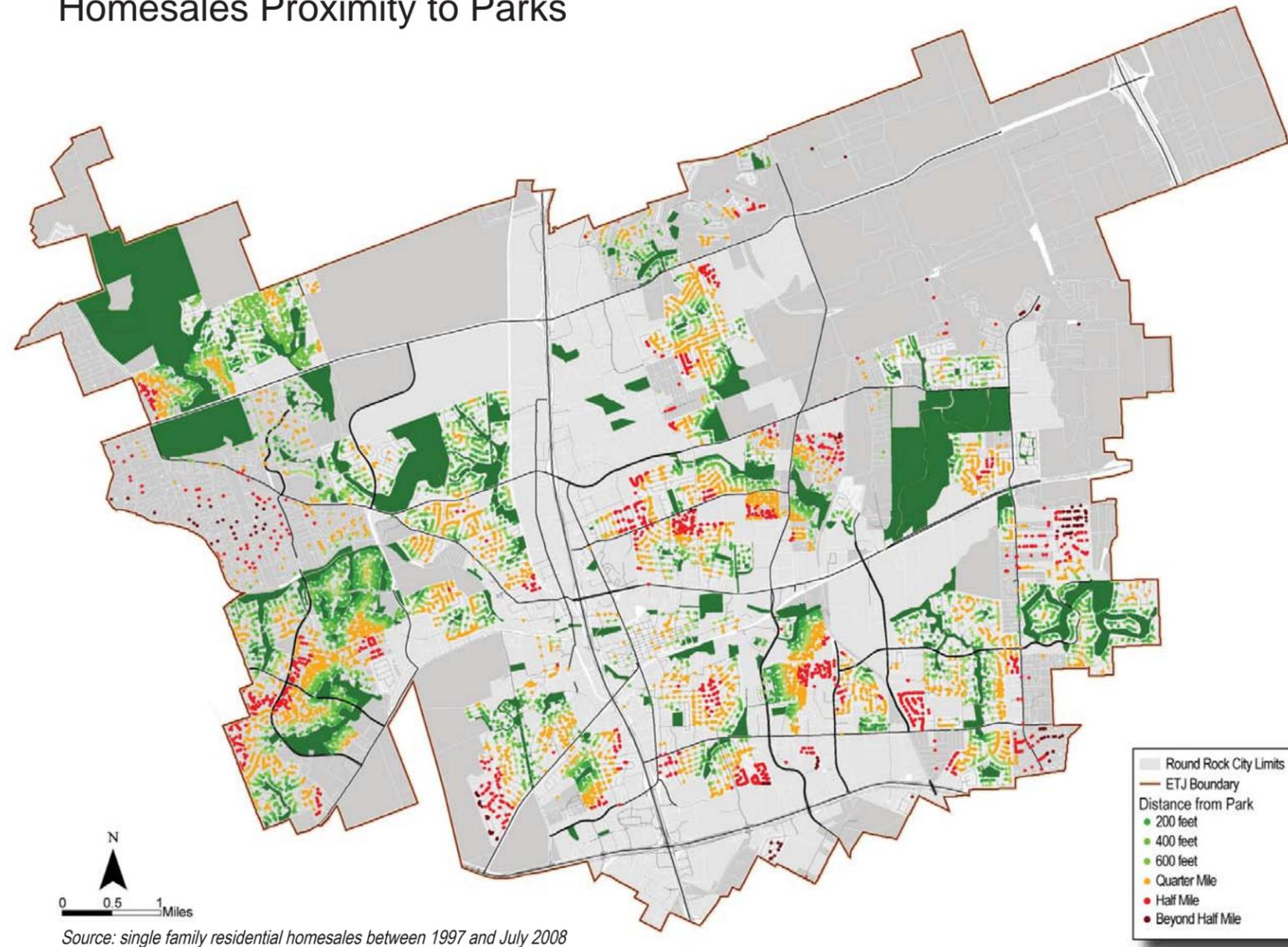


The table below illustrates the average sales for homes within 600 feet and further than 600 feet of a park for five year increments between 1997 and 2008. Not only have sales prices consistently been higher for homes in proximity to a park or open space, but they have generally appreciated at a higher rate as well. On average, home sales within 600 feet of a park sell for an overall premium of 15.4%. While sales of homes further than 600 feet have appreciated at a faster rate in the last five years (2003 to 2005), home sales within proximity to a park or open space have appreciated faster during the five year period between 2002 and 2007 as well as over the past ten years.

	HOMES WITHIN 600' OF PARK			HOMES FURTHER THAN 600' OF PARK			SALES PREMIUM
	AVG. SALES PRICE	5-YEAR % CHANGE	10-YEAR % CHANGE	AVG. SALES PRICE	5-YEAR % CHANGE	10-YEAR % CHANGE	
1997	\$126,373			\$124,575			1.44%
1998	\$141,289			\$125,826			12.29%
2002	\$185,300			\$158,668			16.78%
2003	\$186,317			\$153,164			21.65%
2007	\$217,620	17.44%	72.20%	\$179,761	13.29%	44.30%	21.06%
2008	\$219,734	17.97%	55.52%	\$184,356	20.37%	46.52%	19.19%



## Homesales Proximity to Parks



In addition to an increase in sales prices, sales within 600 feet of a park have captured an increasing share of total sales since 1997. In 1997, approximately 41.0% of home sales were within 600 feet of a park, and in 2007, that has increased to 53.3%. There are two possible explanations for this trend. One is that more park acreage exists today, resulting in a larger number of homes that are within 600 feet of a park or open space. A second explanation for this increase in home sales in proximity to parks is a preference among residents to live near a park.

Conclusion - Parks Add Value to Round Rock

Proximity to parks and open space has a general positive impact on the value of homes. As illustrated on a citywide scale, homes within 600 feet of a park or open space have sold at an average premium of 15.4% over homes beyond 600 feet. However, this is not the case everywhere. Analysis at the subdivision level reveals that the quality and visibility of parks are important in whether and how strongly properties will be economically enhanced by their proximity. This supports John Crompton’s finding that maintenance, street visibility, and its impact on privacy are qualities of a park that will affect its influence on property values.

For example, parks and open space in Cat Hollow, Chisholm Valley West, Meadows at Chandler Creek, Mesa Park, Round Rock West, and South Creek did not indicate strong or consistent economic influences on home sales prices in those subdivisions. These parks have little visibility from the street, back up to lots (possibly compromising privacy), and have few amenities or are not maintained as well as others.

On the other hand, parks and open space in Stone Canyon/Fern Bluff, Sonoma, and Lake Forest are well integrated into the subdivision, have more visibility and higher quality amenities. Therefore, the influence of these public or community spaces is stronger and reflected in the sales prices of homes near these amenities.

Crompton’s research and studies also suggest that types of parks and park sizes could have varying impacts on property values, and that design and distribution of parks could result in a larger scope of influence. For example, while a larger park is shown to add more value to a property than a smaller park, the premium is small, and more value could be created by a series of smaller parks that allow more houses to be in proximity. This report does not research this idea, but a study of this idea in Round Rock could influence decisions in park locations and land acquisition by the Parks and Recreation Department.

Additional research is necessary for this argument to stand up to criticism and speculation among economists and the development community. It should be noted that this study is very basic. In many instances, other qualities of individual homes could be influencing individual sales prices. While sales trends were evaluated as a group in order to minimize other factors that could be influencing home sales prices, the results are not statistically verifiable. Rather, this analysis indicates that there is an apparent correlation between park proximity, qualities, and home values, suggesting a need to conduct further and deeper research. Additional detailed studies could further analyze and more concretely relate park proximity to home values.



The Stone Canyon / Fern Bluff neighborhood in Round Rock is one example where the park is well integrated into the subdivision and has more of an influence on the sales price of homes.

# The Round Rock Strategic Parks and Recreation Master Plan

Mobility & Connectivity • Recreation & Culture • Community & Character • Natural Resources & Environment • High Value Governance



## The Impact of the Sports Capital of Texas on Round Rock's Parks and Recreation Department

Round Rock is designated as the Sports Capital of Texas. Such a designation has a high impact on the city and the economy of Round Rock. As of the end of 2008, tournaments and events brought to Round Rock because it is the Sports Capital of Texas had a total economic impact of \$43,166,236. One single popular event is the Labor Day Soccer tournament. In 2008 this one event had a total economic impact of \$2.9 million. The same event in 2006 had a total economic impact of \$4.9 million. The calculated total economic impact was significantly lower in 2007 than in the previous year and the following year. This was most likely because of the severe weather and flooding that occurred during the summer months. There was a potential economic impact loss of \$1.8 million because of cancelled events and tournaments in 2007.

Being the Sports Capital of Texas also implies certain responsibilities of the City. In order to continue to attract and recruit tournaments, the fields need to be tournament quality and in excellent condition. Tournament officials will easily find another host city if the quality of the playing fields and surrounding amenities do not meet their desires. The City of Round Rock has an obligation to maintain and upgrade the sports facilities in order to meet their goal of being the Sports Capital of Texas. Also, there needs to be an adequate number of fields to accommodate the tournaments and events. For Round Rock to truly be the Sports Capital of Texas, the City needs to appeal to all sports not just baseball, softball and soccer. Multi-purpose recreation fields in Old Settlers Park need to be upgraded so they can accommodate a variety of sports and tournaments such as soccer, football, lacrosse, field hockey, cricket, rugby, etc. Other outdoor sports which could be attracted to Round Rock the Sports Capital of Texas for tournaments could be sand volleyball, tennis, archery, ultimate Frisbee, track running, or BMX biking if a course is available. Indoor sports which could have tournaments in the Sports Capital of Texas could include volleyball, basketball, cheerleading, arena football, indoor soccer, racquetball, and ice hockey or ice skating if an ice rink is available.



Sports Capital of Texas and Round Rock's PARD