



**MEETING OF MARCH 7, 2023**

**TO:** Mayor Jordan and City Council  
**THRU:** Susan Norton, Chief of Staff  
**FROM:** Alison Jumper, Director of Parks, Natural Resources and Cultural Affairs  
**DATE:**  
**SUBJECT:** **Park and Recreation System Master Plan**

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**RECOMMENDATION:**

Staff recommends approval of the Park and Recreation System Master Plan.

**BACKGROUND:**

The current Park and Recreation System Master Plan was adopted in 2002. Much has changed since that document was adopted. The city has grown by over 33,000 people, we've acquired new parks, started new programs and have completed the majority of action items included in the 2002 plan. Recognizing the need to develop a vision for the park system that aligns with our current citizenry, Park staff began community engagement efforts for the new plan in 2018. A contract with planning consultants Design Workshop, was approved in 2020, when engagement efforts picked back up.

Over 2,500 people have contributed to the content of this plan in focus groups, community workshops and multiple surveys throughout the process. Drafts of the plan were shared out along the way to the public and stakeholders. A 90% draft was presented to the Environmental Action Committee, the Fayetteville Arts Council and the Planning Commission, which received positive feedback. Most recently, the Parks and Recreation Advisory Board unanimously approved the plan on February 13th, 2023.

**DISCUSSION:**

The Park and Recreation System Master Plan serves as a visionary document to guide investments, improvements and growth of the park system and programs. Park and Recreation System Master Plans are not work plans, but rather a flexible framework that evaluates current park facilities and programs, identifies gaps in services and aligns with current community needs and identifies opportunities for improvements and growth. A plan such as this sets the foundation for moving forward, but is flexible enough to adapt to changing needs. This plan is intended to guide the next 10 years; however, it should be evaluated after five as our area is rapidly growing and changing.

The plan includes five guiding principles:

1. Nature Connection - Our outdoor spaces are integrated in our everyday lives to attract people near and far for the health benefits of our natural environment.
2. Stewardship and Maintenance - We care for our parks and assets to ensure they meet the needs of current and

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future generations. Our operations and investments prioritize sustainability, fiscal responsibility, and equity.

3. Active and Well - Opportunities for recreation, health, and wellness are accessible for all through our parks, fitness and sports programs, and trails and benefit our physical and mental health.
4. Gathering and Placemaking - Our parks are designed to provide gathering spaces and amenities for our community while celebrating our unique culture, the arts and music, the people, and the beauty of the region.
5. Resilient Natural Systems - Our natural systems and parks help support a city environment that integrates natural and built landscapes and maximize ecosystem benefits and nature-based recreation for the community.

Each guiding principle is further broken down into goals, strategies and priority actions aimed to address community and departmental needs.

**BUDGET/STAFF IMPACT:**

None.

**ATTACHMENTS:** SRF- Park and Recreation System Master Plan, Park and Recreation System Master Plan

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