



# WICHITA FALLS PARKS & RECREATION MASTER PLAN

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**STAKEHOLDER LISTENING SESSIONS**  
**MARCH 26 & 27, 2024**

# PROJECT TEAM



**Lenny Hughes,**  
**PLA**

*Senior Project  
Advisor*



**Kendall Howard,**  
**AICP**

*Project Manager*



**Kelsey  
McNiece**

*Deputy Project  
Manager*



**Aspen  
Wilkins, AICP**

*Planning Support*



# STRATEGIC PARTNERS



**Ryan Murray**  
**ETC Institute**

*Statistically Valid  
Survey*



**Mick Massey**  
**BRS Architecture**

*Recreation Facilities  
Assessment*



# PLAN PURPOSE

## Purpose

Develop a master plan to assess parks and recreation system needs, gain community feedback, and prioritize implementation strategies for the next ten years.

## Timeline

December 2023 – November 2024\*

*\*Timeline is tentative and subject to change.*



# PLAN PROCESS

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✓ **PHASE 1:**  
**Pre-Planning**

✓ **PHASE 2:**  
**Existing  
Conditions**

**PHASE 3:**  
**Community  
Engagement**

**PHASE 4:**  
**Plan Analysis**

**PHASE 5:**  
**Draft  
Recommendations**

**PHASE 6: Final  
Plan &  
Adoption**

# ENGAGEMENT OPPORTUNITIES

## UPCOMING:

- Statistically-Valid Survey
- Online Community Survey
- Project Website



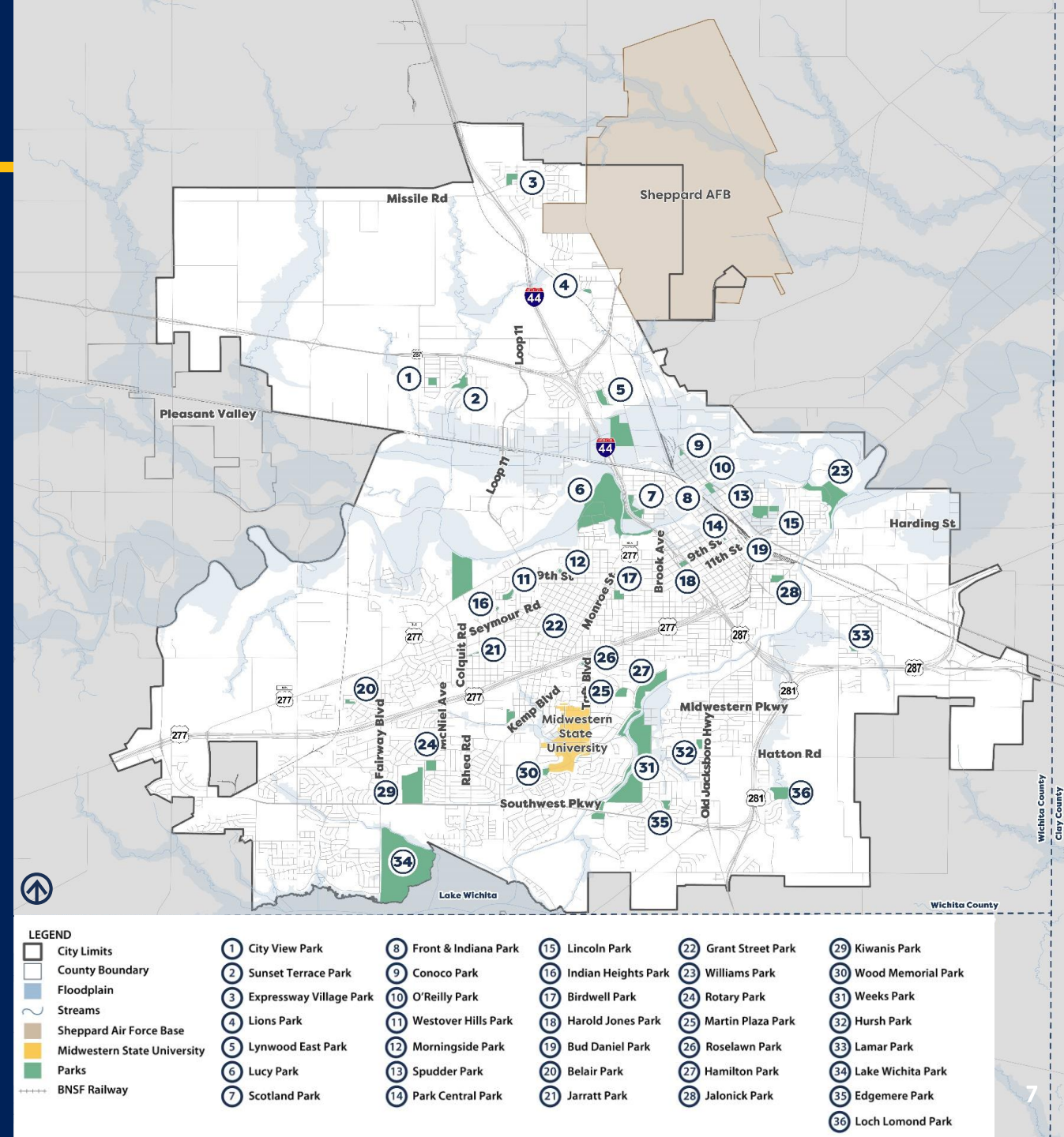
**Scan the QR  
code to access  
the Project  
Website!**



# EXISTING SYSTEM

**36** existing parks totaling **1,093** acres and **1** municipal golf course

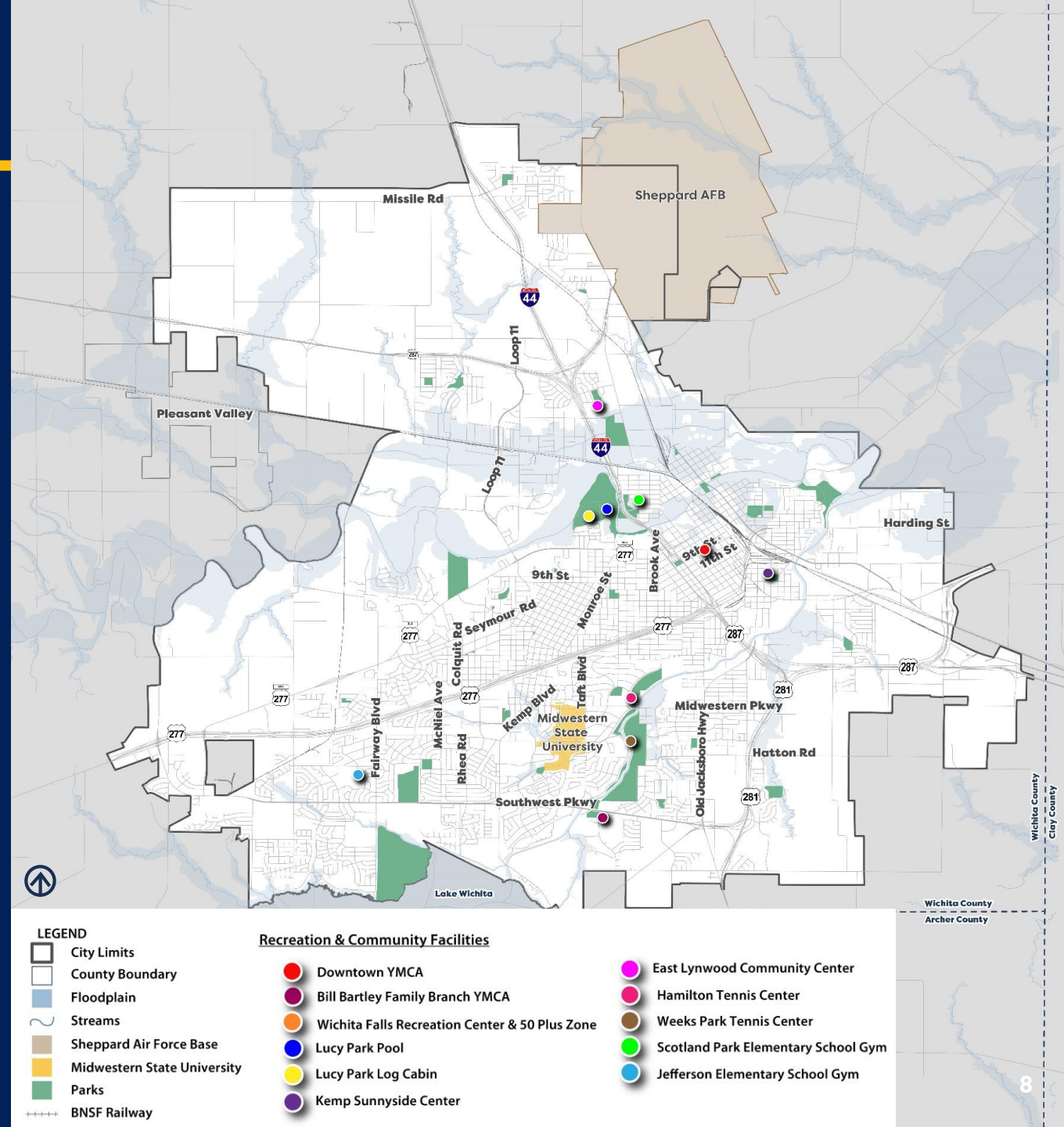
- 2 regional parks
- 8 community parks
- 13 neighborhood parks
- 13 pocket parks
- 1 Dog park



# EXISTING SYSTEM

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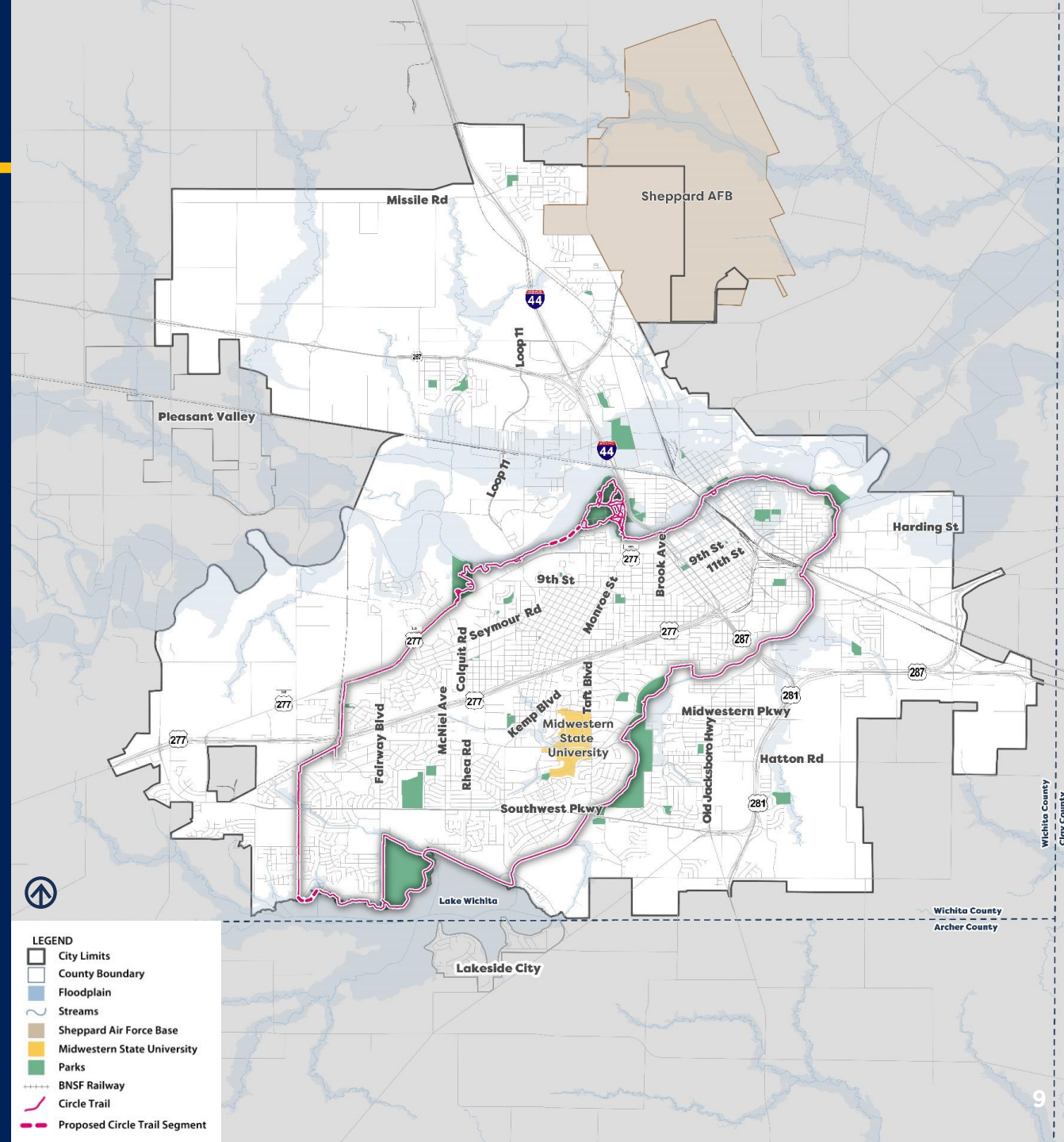


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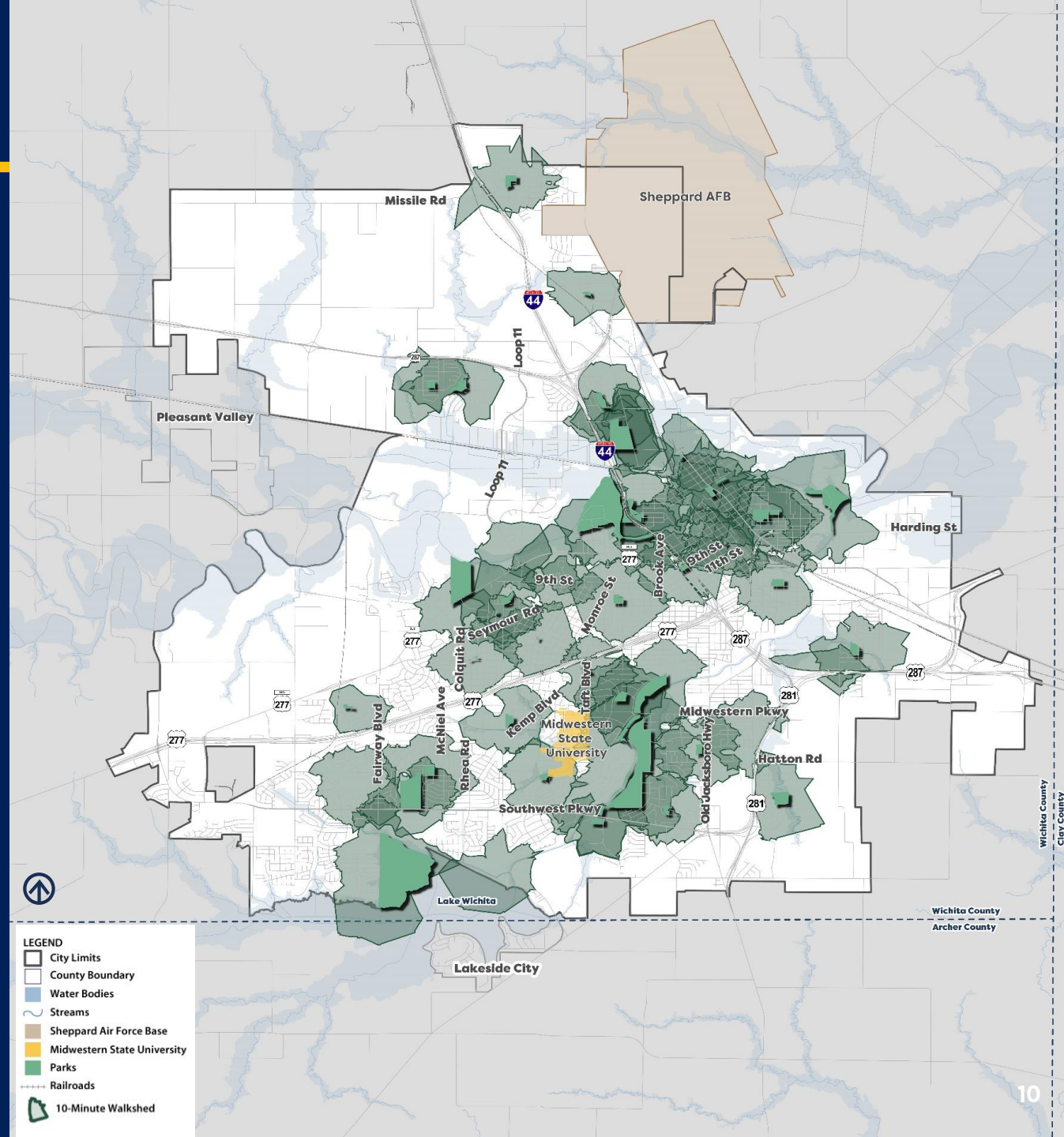
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**49%** of residents live within a 10-minute walk to a park





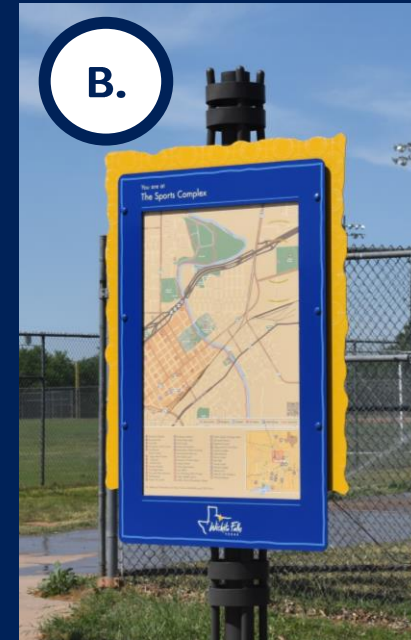
# EXISTING SYSTEM OBSERVATIONS

A. Good connectivity with Circle Trail

B. Updated wayfinding signage

C. Public art in parks

D. Unique destinations





# EXISTING SYSTEM OBSERVATIONS

E. Revitalizing Downtown

F. Outdated amenities

G. Lack of stand-alone rec center

H. Well-utilized spaces





# ICE BREAKER

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- **Name**
- **What entity or organization do you represent?**
- **What is a strength of the Wichita Falls parks and recreation system today?**

# VISIONING QUESTIONS

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- 1. How does your organization interact with parks and recreation in Wichita Falls today?**
- 2. What issues do you observe in parks and recreation in Wichita Falls today?**
- 3. What is your overall vision for the future of parks and recreation in Wichita Falls?**



# VISIONING QUESTIONS

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4. **Would you support a public option for a NEW indoor recreation center offering expanded indoor recreation programming?**
5. **Is the existing Lucy Pool currently meeting your needs for publicly accessible aquatics?**

**Kendall Howard, AICP**

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