LANE COUNTY PARKS & OPEN SPACE MASTER PLAN

SEA TO SUMMIT: Creating the Future of Lane County Parks

Joint PAC/Task Force Meeting
February 13, 2017
Purpose of Meeting

- Describe the planning process
- Discuss the County’s park and open space vision
- Introduce potential park investment “scenarios” based on key vision concepts
- Discuss and collect comments on these scenarios to determine what investment scenario to test with the public
Planning Process
Master Plan Development Process

- Infuse existing data with best practices, community vision and goals to reset the Master Plan

**DISTILL**
- Draft Plan Analysis
- PAC and Task Force Guidance
- Assets, Issues, & Opportunities Summary

**REFINE**
- Vision & Goal Development
- Case Studies
- Market Profiles
  - Service Provision Scenarios
  - Countywide Outreach

**COMPILE**
- Recommendations & Funding
- Plan Work Session
- Countywide Outreach
- Draft Plan
  - Public Review and Commenting
  - Advisory Guidance
  - Final Plan

Adoption: Winter 2018

June – October 2016

November 2016 – May 2017

May – December 2017
Master Plan Development Process

- Strengthen countywide outreach to understand county vision/goals and gain support for right level of investment.

**Tentative Public Outreach Timeline:**
- Service Alternatives questionnaire and workshops (March-April)
- Recommendations & tradeoffs activities (July/August)
- Draft Plan online review (October), plus public Task Force, PAC and Board meetings (November)
Master Plan Adoption Process

• Take Master Plan through Lane County adoption process to discuss any proposed land use changes and ensure compliance with Statewide Planning goals

• To ensure adoption, develop plan in accordance with Statewide Planning goals, County land use goals, site deed restrictions, other applicable local, state and federal requirements.
Parks & Open Space Vision
Plan Framework Elements

• **Vision:** aspirations for parks and open space in the future.

• **Mission:** the business or approach that staff will take in providing parks, recreation facilities, trails and open space.

• **Goals:** desired outcomes to be achieved by implementing the Parks & Open Space Master Plan.
Lane County
2014-2017 Strategic Plan Overview

OUR STRATEGIC ANCHORS

OUR VISION: Lane County is recognized as the best county to live, work, and play.

OUR MISSION: We responsibly manage limited resources to deliver vital, customer-focused services with passion, innovation, and integrity.

OUR VALUES

Integrity
Respect
Open and Accountable
Public Engagement
Pursuit of Excellence
Diversity
Stewardship
Empathy

OUR STRATEGIC IMPERATIVES

1. Safe and Healthy County
   I. Ensure safety throughout our county.
   - Maintain current public safety services without major budget reductions in FY 16-17
   - Adopt a collaborative action plan that addresses needed repairs to our public safety system in the short and long term
   - Continue to seek and implement evidence-based practices which reduces recidivism and divert entry into the youth and adult corrections systems

   II. Improve the health of our communities.
   - Implement the Community Health Improvement Plan (CHIP) including addressing priority areas of Tobacco, Obesity, Mental health and substance abuse, and access to care
   - Support existing partnerships and foster new partnerships and collaborations to improve the health of our community

   Provide services that positively impact your health, safety and quality of life.

2. Vibrant Communities
   I. Invest in a strong, diverse, and sustainable regional economy.
   - Partner with private and public organizations to support existing traded sector business recruitment, retention and expansion that complement Lane County’s unique natural environment and intellectual capital
   - Promote ways to make it easier to do business in Lane County

   II. Support and protect a vibrant natural environment.
   - Reduce Lane County’s environmental footprint
   - Partner with community organizations to create openness and engagement

   III. Ensure Equity and Access.
   - Partner with community organizations to create openness and engagement
   - Work with employees throughout the organization

   Provide stewardship for Lane County’s amazing environmental and cultural resources.

3. Infrastructure
   I. Maintain a safe infrastructure, including roads, bridges, parks, and buildings.
   - Explore options to effectively manage limited resources to support infrastructure maintenance and develop long range plans
   - Develop and implement a facilities management plan
   - Improve existing surface streets and create partnerships to invest in infrastructure that markets Lane County as a destination for residents and visitors

   II. Support and enhance Lane County’s internal administrative infrastructure.
   - Attract, retain, and invest in a high-performing local workforce
   - Ensure quality performance and continuity of business operations
   - Ensure critical financial management of valuable resources

   Build and maintain smart and resilient infrastructure for today and future generations.

OUR MOTTO

“Lane County Proud”
PAC Plan/Vision Directions

- Natural beauty
- Trail-related activities
- Flexibility for new uses/changes
- Cost-neutral parks (not all focused on revenue-generation)
- Public lands as asset
- Balance of user needs, site uses, site qualities (natural and cultural resources) and revenue needs
- Inspirational vision – inspiring residents to support higher level of investment
Task Force Vision Directions

**Lane County Parks and Open Space:**

- Are democratic places
- Have a positive economic impact
- Preserve rivers, creeks and landscape
- Support outdoor recreation experiences and adventure
- Interpret/educate about the local environment
- Are cared for through resource stewardship
- Connect our communities, physically, environmentally and socially
- Involve collaboration and partnerships
Vision Concepts

Our Vision
- Compelling
  - Natural resource protection
  - Quality
  - Diverse nature-based recreation + experience
  - Sustainability + stewardship
  - Cultural resource protection
- Access
  - Water + nature
  - Legacy for future generations
  - Equitable opportunities
- Connectivity + inter-connectivity
  - Positive ecological impact
  - Positive, holistic + inclusive
  - Unique Lane County opportunities + environments
- Public support + momentum to achieve vision
- Coordinated leadership for County-wide vision
- Consistency with other agencies
- County strategic priorities
- Vibrant communities
  - Quality infrastructure
  - Health + safety

Goals
- Invest in highest priorities
  - Public + private partnerships
  - Ensure access for all
    - Gender + disability
    - Cost + affordability
  - Use quantitative + qualitative info to measure
    - Impact + use + protection goals
    - Science-based decision making
  - Avoid user conflict
  - Support interconnected, inclusive, family-friendly parks
  - Support variety of outdoor rec option to connect a
    - Provide opportunities to participate in stewardship
    - Weigh together economic + environmental benefits
  - Balance revenue generation, affordability + rec
    - Support positive economic impacts for common
    - Invest in community relationship manager to tap into
      resources (commercial partners, volunteers, row...
Lane County Park Regions
ESRI Tapestry Segmentation

ESRI’s “tapestry segments” describe customers’ lifestyle choices, purchase options, and recreation based on demographic and socioeconomic characteristics.
Top Tapestry Segments by Region

“Silver & Gold”

“Middleburg”

“In Style”

“The Great Outdoors”

Lane County Parks Service Provision Concepts
Coastal Region: 9A
“Silver & Gold”

- Active population, desire regular exercise regimen
- Pursue active social life, travel, hobbies, and sports
- High home ownership
- Low population density
Siuslaw, South Valley, Middle Fork Willamette: 6C “The Great Outdoors”

- Technology not central to lives
- Enjoy outdoor activities: hiking, hunting, fishing, boating
- High ownership rate
- Multiple vehicle households; 4WD trucks popular
North Valley: 5B “In Style”

- Partial to SUVs or trucks
- Actively support the arts
Mckenzie River/East Lane: 4C “Middleburg”

- Partial to trucks, SUVs
- Focused on family-oriented entertainment and recreation
- Sports include hunting
- High population growth
- Low population density
- High home ownership
Willamette Valley: 8E "Front Porches"

- Tech-savvy
- Enjoy variety of leisure activities
- Low population growth, high density
- Lower-than-average income
Top Market Segments across the County

Commonalities across the county:

- Families that enjoy the outdoors and being active outside
- Seniors and/or retirees that have time to pursue their interests
- A desire for nearby opportunities that are free or low cost

Figure: Top 3 Market Segments by Region
Potential Levels of Investment

- Level 0: Existing investment focused on smaller number of sites
- Level 1: Slightly higher level of investment
- Level 2: Infusion of partnership funds, labor and resources
- Level 3: Higher level of investment through voter-approved funding
Vision Concepts and Scenarios

• Disclaimer: These scenarios reflect conceptual ideas for discussion, not recommendations for development.

• How do we apply these concepts throughout the county? Do we favor one or try to meld all 3?
• Recognizing funding realities, what do we dial up? What do we dial down? How do we distribute resources and investments?
• Are these the right focus areas for activities?
### Scenarios Introduction

**Comment Worksheet**

<table>
<thead>
<tr>
<th>Concept 1: Accessible Water-Based System</th>
<th>Concept 2: Nature-Based Recreation System</th>
<th>Concept 3: Connected Trail-Based System</th>
<th>Other Notes</th>
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<tbody>
<tr>
<td>What do you like?</td>
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<td>Questions/ comments</td>
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Recreation Concepts Overview

Land County has incredible recreation and natural resources. There are three primary drivers (or concepts) that the County could focus on to make its park system even better.

- **An Accessible Water-Based System:** Rivers, streams, wetlands, estuaries, reservoirs and coastline are all major public resources and a key part of Lane County's identity. These are sites that either have access to water bodies currently or can be improved to create access. About 54% of county parks fit within this concept.

- **A Nature-Based Recreation System:** Lane County has an incredibly diverse range of natural resources and recreation opportunities, from the Cascades, to the Willamette Valley and coast range, to the coast. These typically are large sites that are undeveloped and natural, protected or have natural resources as a predominant characteristic. There are about 15% of county parks that fit within this concept.

- **A Connected/Trail-Based System:** Lane County has an extensive system of parks, public lands and recreation spaces provided by others. Several sites could be connected by land or water trails to create a more cohesive, interconnected recreation system. There are about 31% of county parks that fit within this concept.

*Figure: Distribution of Concepts across County*
Cross Concept Activities and Experiences

Several activities and experiences can also occur in any of the park system concepts, adding greater variety and opportunity to the primary focus of a park site.

<table>
<thead>
<tr>
<th>Picnicking</th>
<th>Camping</th>
<th>Playing with Dogs</th>
<th>Food/Concessions</th>
<th>Art/Interpretation</th>
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<tbody>
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<tr>
<td>Connected/Trail-Based</td>
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</table>
An Accessible Water-Based System

Figure: Distribution of Concept Sites across County

Lane County Parks Service Provision Concepts
Water-Based Activities and Experiences

- Fishing
- Clamming
- Swimming
- Equipment Concessionaire
- Non-Motorized Boating
- Drift Boating
- Motorized Boating
- Guided Instruction/Tours
- Picnic Areas
- Extended Vehicle Parking
- Marina
- Sand Play

Lane County Parks Service Provision Concepts
Water-Based Projects and Priorities

Coast

Ada Park
Improve lake access by adding boat ramp, courtesy dock, boat trailer parking, and marina (40-75) slips. Develop day use area with large group picnic pavilion, small group picnic shelter(s) with fish clean station, and water-theme playground. Restructure open space to accommodate large events, such as waterfront festivals.

Siuslaw

Linslaw Park
Maximize boat launch capacity by improving boat launch and increasing parking to accommodate 6-8 additional cars and 2-4 additional boat trailer parking spaces. Improve restroom and support amenities to support increased use.

South Valley

Orchard Point
Redesign and renovate marina. Construct/install new C-Dock with 18-32 new slips and new E-Dock with 22-36 slips. Replace courtesy dock, install all new pumpout station, and create new marina side social space/hub.

McKenzie River

McKenzie River Water Trail
Identify and improve boat put-ins/take-outs, boat drop-off/parking and associated site improvements for non-motorized boater access along water trail. Create marketing brochure mapping water trails, as well as amenities along the trail, designating short, medium and long trips. Consider food/concessions at key stopovers/end of trail.

Middle Fork Willamette

Fall Creek Park
Improve access to Fall Creek, add a water play area, meandering creekside disc golf course, and picnic tables and seating with water views.

North Valley

South Valley

Baker Bay Park
Create destination water play area in improved swimming area and beach. Renovate concession building with improved kitchen and larger, reservable water-view seating porch/plaza, reservable shelter and water themed play area. Expand marina and add RV camping.
A Nature-Based Recreation System

Figure: Distribution of Concept Sites across County
Nature-Based Activities and Experiences

Wildlife Viewing
Bird Blind
Restoration/Stewardship
Nature Play

Environmental Education
Habitat Protection
Community Gardening
Adventure Activities

Interpretation and Interaction
Amphitheater/Programming
Reflection Area/View Point
Nature Center

Lane County Parks Service Provision Concepts
Nature-Based Projects and Priorities

**Coast**

**Ocean Woods Park**
Protect habitat, remove invasives, improve access and develop site for passive uses such as bird watching, nature views, and nature interpretation.

**Siuslaw**

**Camp Lane Park**
Upgrade accommodations and facilities to support environmental education. Replace tree houses with reservable cabins and low impact camp sites; refurbish shower houses. Designate swimming areas and make riparian improvements and invasive species controls.

**North Valley**

**Hileman Park**
Work with partners in the Upper Willamette Stewardship Partnership (McKenzie River Trust, Long Tom Watershed Council, OPRD and Lane County) to develop this as nature interpretation/education site emphasizing the Willamette River. Develop a natural resources plan defining restoration and riparian resource management goals.

**McKenzie River**

**Old Mckenzie Hatchery**
Continue pursuing the planning and design of the McKenzie River Interpretive Center at this site, allowing for educational and recreational opportunities as well as habitat restoration and related site improvements as proposed through the preferred design.

**Middle Fork Willamette**

**Potential Partnership**
Partner with other jurisdictions to improve nature access. If none are suitable, consider acquiring additional land to expand HBRA which is the nearest nature-based site.

**South Valley**

**Cinderella Park**
Pursue site improvements that enhance natural habitat (Western Pond Turtles) and access to nature including a non-paved parking area and trails that connect to the Willamette River, including amenities for non-motorized boating.
A Connected Trail-Based System

Figure: Distribution of Concept Sites across County

Lane County Parks Service Provision Concepts
Connected Trail-Based Activities and Experiences

Multi-use/Accessible Activities
Regional Trail Connections
Mountain Biking on Single Track
Horseback Riding

Bike Skills
OHV/ATV
Bike Touring
Lookout/View Point

Trail Head/Staging Area
Trail Head/Staging Area (Primitive)
Exploring Covered Bridges
Interpretation/Education

Lane County Parks Service Provision Concepts
Connected Trail-Based Projects and Priorities

**Coast**

**Three Mile Prairie Park**
Seek public access to encourage visitation and connections to nearby coastal destinations. Add gravel entrance and parking area, trails, low-impact picnic areas and interpretive signage related to coastal/wetlands habitats. Conduct invasive vegetation removal projects with volunteers.

**Siuslaw**

**Camp Lane**
Improve main parking lot and upgrade buildings, restroom and showers to create trail hub for day use and overnight hiker/biker stay. Replace tree houses with reservable cabins and hiker/biker tent sites. Add food concessions. Link facilities throughout the park by pathway connected to regional trail system.

**North Valley**

**Amitage Park**
Work with the McKenzie Watershed Council to improve the Crilly Nature Trail; develop trails through campground and park and connect to regional trail system.

**Mckenzie River**

**Eagle Rock Park**
Improve site as a primary visitor destination to increase connections to nearby sites and National Forest. Pursue site improvements that will allow for a range of day-use and overnight visitors, with well-defined trails and information on surrounding recreational opportunities, including the McKenzie River Water Trail.

**Middle Fork Willamette**

**Improve connection**
Evaluate options to connect HBRA and Elijah Bristow State Park via bike routes and, if feasible an off-street trail.

**South Valley**

**Blue Mountain Park**
Create master plan for site as trails hub and regional trailhead, balancing nature trails, multipurpose trails, and OHV/ATV trails and destination park.
Composite Concept

When overlaying all three concepts together, several sites are critical to all three concepts. If each of these elements is part of Lane County’s vision, the County should leverage resources and concentrate investment on sites that support this cohesive vision.
### Scenarios Discussion

**Which level of investment do you think would be best to support Lane County Parks?**

- **Level 0:** Existing investment focused on smaller number of sites
- **Level 1:** Slightly higher level of investment
- **Level 2:** Infusion of partnership funds, labor and resources
- **Level 3:** Higher level of investment through voter-approved funding

**Help us evaluate the level of service and investment that should be provided for each of the following concepts. Which should have investment levels that are higher, lower, or in the middle?**

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<th>Park Concept</th>
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**What does that mean for the level of investment in other parks (not targeted by the three concepts)? Which should have investment levels that are higher, lower, or in the middle?**

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<tbody>
<tr>
<td>Revenue-generating land &amp; facilities</td>
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<td>Local parks</td>
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<tr>
<td>Waysides (supported through transportation funds)</td>
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<tr>
<td>Sites not supporting any of the 3 concepts</td>
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<tr>
<td>Sites supporting 1 of the 3 concepts</td>
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