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Budget & Finance

MEMORANDUM

November 26, 2013

TO: Board of Mayor and Aldermen

FROM: Eric Stuckey, City Administrator
Vernon Gerth, ACA Community & Economic Development
Shirley Harmon, Human Resources Director
Lisa R. Clayton, Parks Director

SUBJECT: Comprehensive Parks Master Plan

Purpose

The purpose of this memorandum is to provide information to the Board of Mayor and Aldermen (BOMA) to consider a request for funding of a comprehensive master plan for the City of Franklin Parks System.

Background

Currently, the *Dedication of Public Land for Parks and Greenways/Blueways* is located within section 5.5.4 of the City's Zoning Ordinance. Adopted in July of 2008, this development ordinance is based on the value of land of the land being developed. While this type of Ordinance is used in other communities, it does not adequately meet the needs of our community. Shortcomings of this ordinance include it fails to establish a measurable community benchmark for parks and greenways/blueways, it fails to take into account the variation of land values throughout or community which creates inequity in applying the fees-in-lieu option to various projects, and it does not provide incentives that encourage privately maintained recreational Open Space and Greenways within proposed developments.

The City anticipates significant growth over the next ten years. A Comprehensive Master Plan will provide the framework to accommodate that growth. Within the master plan, strategies will be balanced with financial considerations, and steps for implementation. The Master Plan will be designed to sync with the various plans and documents previously developed throughout the city. A large portion of the plan shall provide a needs assessment and nexus to afford guidance of where and what type of recreation should be planned and implemented.

Financial Impact

The total budget impact would be a range of \$115,000 - \$125,000. The Parks Department is recommending the funding for this comprehensive plan be funded through the Hotel-Motel Tax fund. The process would begin with a Request for Proposals (RFP), interviews and award by spring 2014. The total process will be a ten to twelve month process with a tremendous amount of public input.

Recommendation

The Parks Department recommends approving the funding to move forward with developing a RFP for a Comprehensive Parks Master Plan for the community.