

KEY TAKEAWAYS

- Rollingwood offers 7.6 acres of park & recreation per 1,000 residents. In contrast, US cities offer an average of 13.1 acres of parkland per 1,000 residents.
- Rollingwood boasts exceptional park accessibility. 87% of Rollingwood residents live within a 10-minute walk of a park, compared to the national average of 55%.
- A planning effort to develop a master plan for Rollingwood Park was completed in 2018.
- Recommendations from the Parks Master Plan (2018) include: extending and improving the walk trail, making an accessible connection between the lower and upper park, creating a multipurpose field, and providing a separate off leash dog park.
- The three most popular improvements to Rollingwood Park cited in the first Comprehensive Plan Survey were: improving the existing walking trail, additional shade in certain areas, and nature trails through the wooded area.

ROLLINGWOOD PARK – CONTEXT AND PLANNING EFFORTS

The City of Rollingwood has one park - Rollingwood Park. Rollingwood Park is approximately eight acres in size. It is currently home to ball fields, playscapes, open space, pavilions, picnic areas, a community garden, and a walking path. City Hall and the Police Department are also located at this site, on a one-acre parcel that borders the Park. Although the two parcels are legally separate, they are perceived as one entity by visitors.

Vision Statement for
Rollingwood Park:
“A community heart and central gathering space, which provides opportunities for residents of all ages to play. It reflects the values of the community through a cohesive design that is authentic and connective.”

A planning effort to develop a master plan for Rollingwood Park was completed in 2018. The full plan includes a history of the park, existing conditions, analysis of utilization, an overview of the public engagement process, and a master plan with design principles and recommendations. Key highlights from the 2018 Master Plan are incorporated in this chapter of the Comprehensive Plan, in addition to findings from the Community Survey launched in 2020 for this planning process.

Public Engagement

Through the Comprehensive Plan Strike Force survey for Rollingwood residents distributed in April 2021, residents ranked Parks and recreation projects as second in order of their preferred priority (36.81%), following Drainage and stormwater projects as their first priority (51.67%). Many residents noted that the parks are the crown jewel of Rollingwood and should be better maintained but otherwise kept as-is. Others indicated a desire to improve upon what exists today, expanding green space, adding trails and other public amenities.

Q13 What are your thoughts on parks and recreation in Rollingwood?

really well maintained continue parks recreation citizens meet green space invest important
now also seems spend money soccer trails lot place central much children Allow
changes fine parks rec expand great asset baseball owners people RW
park great property love park Build love issue Rollingwood way
community lower park area Austin dogs dog park
beautiful residents many need include park facilities
use neighbors good open Keep multi-use fields city access
great enough fields see improved playground maintain etc think
lovely space wish improvements Don't make ball fields pool priority
park space preserved one existing public new nice available leash dog create sports
outside enjoy fantastic want come baseball fields needs dedicated run people want put kids

OVERALL RECOMMENDATIONS

These recommendations stem from the Parks Master Plan (2018) and are a result of community feedback, on-site observations, and Nudge Design's professional expertise.

1. Extend and improve walking trail and make an accessible connection between the lower and upper park
2. Create multipurpose fields that allow for additional sports programming and unstructured play
3. Assess and utilize on street parking on all streets adjacent to the park
4. Provide a separate off leash dog area
5. Expand programming opportunities for teenagers, adults, and seniors
6. Create overall brand and identity for the park that reflects history of the park and community
7. Focus on planting shade trees and maintaining existing canopy

SITE VISIT KEY TAKEAWAYS

The Parks Master Plan (2018) discussed seven key site visit takeaways, which should be considered in conjunction with the above recommendations.

1. Accessibility Challenges – the park currently lacks an accessible connection between the upper and lower uses
2. Drainage and Erosion Issues – on going drainage issues of erosions of the bluff and hillside
3. Competing Municipal Uses – due to a lack of public park, the park is utilized for many purposes
4. Lack of Shade in Key Gathering Areas – more shade is needed to provide comfort near playing fields and play areas
5. Lack of clear identity – no unified identity due to different signage typologies
6. Overlapping recreational uses – a portion of the ball fields are also being used for the off-leash zone

7. Unorganized parking strategy – unpaved accommodations for vehicles in the park utilizes a lot of greenspace

ROLLINGWOOD PARK MASTER PLANS

While the Current State Master Plan provides an option that retains the existing ball field uses, the Long Range Master Plan provides other options for reconfiguring the upper park in the future, should the community choose.

Current State Master Plan

The Current State Master Plan takes into consideration the existing ball field uses and allows for the following park priorities to be achieved:

- Extension of the trail network
- Drainage improvements focused on the bluffs between the upper and lower park
- Upgrades for children's play areas including nature play opportunities
- Improvements to park signage and wayfinding



Long Range Master Plan

The Long Range Master Plan provides options to reconfigure the upper park in the future, should the community desire to include other sports fields or multipurpose play fields. Importantly, this configuration would allow for additional space by utilizing the current off-street parking area. This plan meets the park priorities listed in the Current State Master Plan above, in addition to the following:

- A dedicated off leash zone that is fenced
- Relocated adult fitness zone with base material that reduces erosion

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- Permanent, accessible parking that utilizes less park space



COMMUNITY VISION

Parks Master Plan (2018)

The public process for the Parks Master Plan took place at City Hall on November 2, 2017. The design team created an agenda and engagement strategy that aimed to confirm the results of the 2016 study, clarify assumptions, and glean more in-depth opinions on specific topics. Topics that were chosen were subjective and allowed people to express a range of perspectives, needs, and ideas. Issues that were more objective, such as drainage, storage, etc., also arose in conversation but were not the focus. A variety of activities were designed to compile feedback in several ways using words, maps, and images. Some activities were completed individually and others as a group. The information provided at the workshop was used by the design team to create a parkspace proposal that caters to community needs and desires.

A November 2017 survey asked participants to weigh in on several themes. The results below are ranked in order of importance, according to the feedback gained from the community. This information was then used to hone a vision statement, design principles and design options.

Identity

1. Community heart
2. Place to play
3. Walkable

Principles

1. Multigenerational activities
2. Native plantings and increased tree canopy
3. Civic space for gathering and events

- | | |
|------------------------------|---|
| 4. Laid back | 4. Utilizes space efficiently and effectively |
| 5. Clean and well-maintained | 5. Improved programming layout |
| 6. Safe | 6. Cohesive plan that connects with context |



PUBLIC ENGAGEMENT KEY TAKEAWAYS

Engagement Topics

Key Takeaways

Existing Conditions

- Walking trail is well used and needs additional maintenance
- Park maintenance is satisfactory
- Play equipment is in good condition
- Drainage is an ongoing problem
- Gravel parking lot does not function well; not pleasing to look at
- There is a need for additional shade in the park in certain areas

Connections

- Need to explore connections to neighborhood at corner intersections
- Create better (and a variety of) connections between upper and lower park
- Develop a parking strategy to handle large scale events at WHAC and WHLL

Identity

- Need to create a park aesthetic - not just recreational/ball fields
- There needs to be more of a sense of arrival
- Art needs to be incorporated in key locations
- Create a cohesive signage and identity plan

Activities

- Create opportunities for additional sports programming
- Plan for activities for all generations
- Provide a place for outdoor games
- Provide opportunity for future programs in the park

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- Expand adult exercise options
- Create nature trails through the wooded area of the site
- Incorporate opportunities for older kids who “age out” of park sports

Play

- Incorporate interpretive and nature-based play equipment
- Address accessibility
- Provide shade

Dog Play

- Provide an off-leash area specifically for dogs
- Explore options for a dog park at the Dellana Tract

Sports Fields

- Provide multipurpose play fields to include additional sports programming
- Create flexible open spaces

COMPREHENSIVE PLAN (2021)

As a part of the comprehensive planning process, two community surveys were conducted. The first survey distributed in July 2020 asked several key questions regarding Rollingwood Park to garner input on top priorities moving forward. For example:

When asked in the first survey about their familiarity with the Parks Master Plan (2018):

- 17% of respondents stated they were “very familiar”
- 57% stated they were “familiar”
- 26% stated they had “never heard of it”

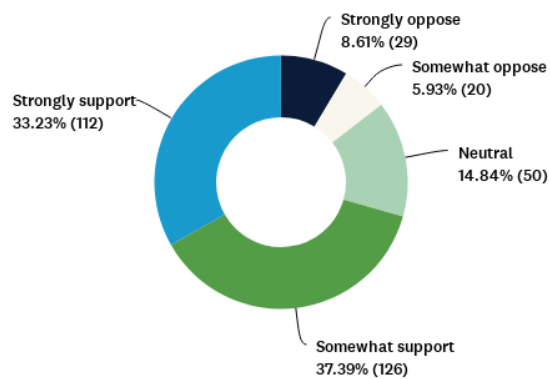
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““What improvements to Rollingwood Park would you like to see (Choose all you would support)”

ANSWER CHOICES	RESPONSES	
Improvement of existing walking trail	50.38%	131
Additional shade in certain areas	49.62%	129
New nature trails through wooded area of site	49.62%	129
Space for community events (e.g. family movie nights) such as an amphitheatre or small stage	40.38%	105
A designated dog park	38.08%	99
Small and nice concession that serves small food and drink items	34.23%	89
Improved drainage	32.31%	84
More gathering places (e.g. picnic tables)	29.62%	77
Improve functionality and aesthetic of gravel parking lot	28.85%	75
Other (please specify)	26.92%	70
Expanded hours for free-play versus reserved space at ball fields	26.15%	68
Better connection between upper and lower park	21.92%	57

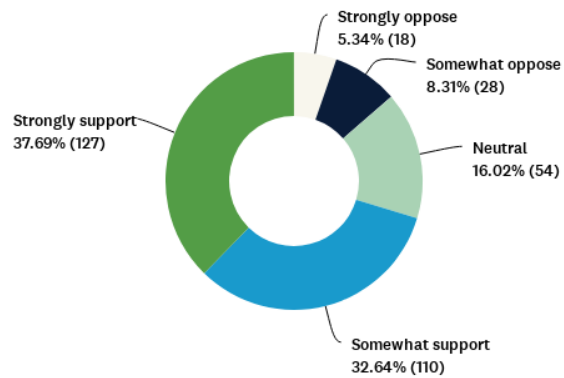
As part of the second community survey developed by the Comprehensive Plan Strike Force and distributed in April 2021, Rollingwood residents were asked to indicate their level of support or opposition for potential parks and recreation projects. Improving existing hiking/walking trail and sidewalks received the highest level of support, followed closely by providing additional shade through tree planting, and then expanding hiking/walking trail and sidewalks.

Q17 Improve existing hiking/walking trail and sidewalks

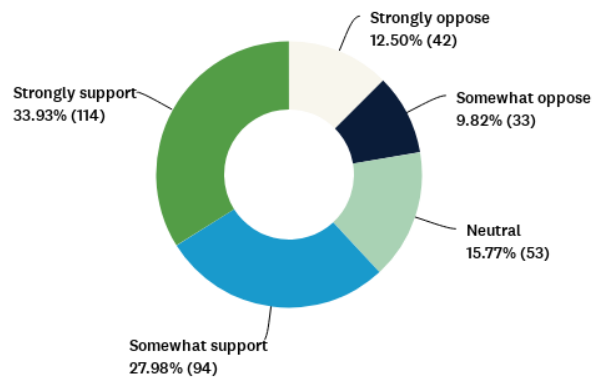


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Q15 Provide additional shade through tree planting

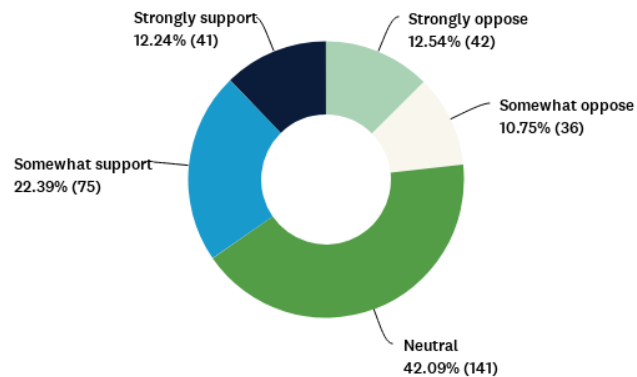


Q18 Expand hiking/walking trail and sidewalks



Results were split for other potential parks and recreation projects, including expansion of the community garden and establishing a dedicated dog park.

Q16 Expand the community garden



Q19 Establish a dedicated dog park that is separate from the existing sport fields

