



SECTION 5 | Introduction

Based on the findings from the needs assessment process, following are recommendations for improvements to the City's Parks and Recreation System. Recommendations in this chapter address the physical system; recommendations regarding operations and practices will follow in Section 9.

SECTION 5.1 | Needs and Recommendations

1. INCREASE MARKETING AND PROMOTION:

While the City has a good parks system, it appears under-used by Residents. Currently, the City relies primarily on its quarterly Horizon magazine to inform residents regarding park programs and activities, and according to the telephone survey it is only read by 29% of residents. Furthermore the City restricts the use of roadside signs to advise residents of upcoming programs (a traditional technique), so most residents are not aware of the City's offerings.

Recommendations:

- Develop a **comprehensive marketing strategy** that includes the increased use of community signage/promote on, as well as the continued incorporation of newer technologies such as social networks and email blasts. Social networking site such as Twitter™ and Facebook™, in addition to being free of cost, are becoming one of the fastest and most effective methods of community outreach.
- Continue to distribute flyers at schools and insert information into utility bills.
- Other marketing/ promotional ideas? Change ordinance to allow roadside signs? Monthly newsletter? Post on-line?

2. UPGRADE EXISTING PARKS:

Older parks around the edges of the city, such as 12th Street Park, need to be upgraded to provide the same quality of recreational experiences as in other parts of Sunrise.

Recommendations:

- **Develop park master plans** and capital improvement programs for undeveloped park parcels
- **Redevelop under-utilized parks** such as 12th Street Park, City Park, and Sunrise Golf Village Park in order to provide better recreational opportunities in underserved areas of the city. (what facilities would you add?) Nob Hill Soccer Park would benefit from the addition of a playground.
- Conduct a comprehensive **Americans with Disabilities Act (ADA) survey** on existing facilities to ensure equitable access
- **Retrofit underutilized indoor spaces** (e.g. Roarke Hall) to accommodate



Undeveloped 12th Street Park site

for alternative programming options such as fitness/wellness programming in addition to the existing partnership with Family Central.

3. IMPROVE CONNECTIVITY

Currently, there is an inequitable distribution of both facilities and programs in Sunrise. While there are a wide variety of recreational facilities provided not all residents are able to access them within similar walking/driving distances. Youth oriented programs are offered throughout the City, but both adult and senior programming locations are centralized at the Sunrise Civic Center/Senior Center complex, requiring residents living in the southern portions of the city to travel 3 mile or more.

Recommendations:

- Develop a *bikeways and trails master plan*
- *Decentralize* program offering locations



Multi-purpose trail at Flamingo Road Linear Park

- *Expand the Mini Bus service* to service all of Sunrise residents

4. ACTIVATE AND ENERGIZE THE PARKS

The majority of the existing parks and facilities in Sunrise are attractive and well maintained, but lack color and identity. Also, many of the facilities and site furnishings are designed for single purposes, and do not allow for flexible use. Benches and tables cannot be moved out of the sun or shade, for example, and there are few single chairs with snacks for comfortable sitting and reading. Additionally, there is a lack of unified signage and branding to give the parks a consistent, unique Sunrise "theme" Finally there are few concessions or park operations to enhance user's experiences, such as kayak rentals, food, fishing bait and tackle, etc

Recommendations:

- Develop new *park design standards* for vitality, environmental and economic sustainability, lower maintenance costs
- Develop a *Signage and Wayfinding* package.
- *Add amenities to existing parks* including wireless/WIFI access and movable furniture
- *Explore opportunities* for canoe/kayak rentals, and concessions/cafes at city park sites.

5. PROVIDE ADDITIONAL PARKS AND FACILITIES

There is a need for additional parks/recreational facilities in Sunrise to increase the Level of Service for both access and acreage. The greatest need is for additional neighborhood-scale parks that are within walking distance of residents' homes. These parks offer common recreational amenities residents might use on a daily basis such as playgrounds, walking paths, small sports courts, and passive open space.

In addition to neighborhood parks, there is a current need for:

- Off-leash Dog Parks
- Larger Community Parks
- Paved Trails
- Indoor Recreation Centers
- Natural Areas
- Picnic Areas
- Water Access Sites

Recommendations:

- **Increase the Comprehensive Plan acreage LOS** to greater than 3 acres/1,000 population to be comparable with surrounding municipalities
- **Acquire additional park land** for neighborhood scale facilities to increase general LOS



Neighborhood park space at Sunrise Golf Village Park

