



SOUTH KITSAP REGIONAL PARK



KITSAP COUNTY PARKS AND RECREATION
KITSAP COUNTY, WASHINGTON

MASTER PLAN REPORT
JULY 2009

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INTRODUCTION AND PROJECT PURPOSE

South Kitsap Regional Park (SKRP), formerly known as South Kitsap Community Park, is a 200-acre regional park located in Port Orchard, Washington. The park features an expansive natural wooded area, playground, restrooms, nature trails, parking, covered picnic areas, multi-use fields, basketball court, batting cages, and reduced scale train with 5,000' of track, paint ball area and former bicycle track. The park is a community treasure located within an urbanized neighborhood of the Port Orchard Urban Growth Boundary. The park is in the midst of activity being surrounded by housing, shopping centers, businesses, churches, and several schools in the South Kitsap School District.



The first 110 acres of South Kitsap Community Park was acquired in 1979, when voters passed a special levy to purchase the land. The South Kitsap Parks and Recreation District was formed to manage this acquisition. A group of South Kitsap residents worked with Kitsap County on methods to put the second portion into park designation. The two remaining parcels, one approximately 80 acres and the second 10+/- 10 acres, were acquired by Kitsap County in 1982. In 1991 the District was awarded a state Recreation and Conservation matching grant (91-138D) for development and improvements under the WWRP local parks category. With this background, on May 1, 2007 the South Kitsap Parks and Recreation District entered into a settlement agreement (05-2-01901-0), dissolved and transferred the park to Kitsap County. Kitsap County Parks and Recreation (KCP&R)

Kitsap County agreed to restrict the use to parkland and recreation in perpetuity, invest in capital improvements to be completed no less than six years after transfer, retain existing tenants and honor agreements and maintain and operate the park for use by citizens consistent with maintenance and operation of other parks owned by Kitsap County. This plan is a portion of the Master Plan undertaken for the new SKRP.

To get a better understanding of the direction and road map ahead and to successfully operate SKRP, it is important to get a sense of the mission of KCP&R, the purpose that a Regional Park should seek to serve and some basic design characteristics that define it.

Mission of Kitsap County Parks and Recreation

The mission of the Parks and Recreation Department is to enhance the health and well-being of all the residents of Kitsap County through responsible, innovative and cost effective development and management of:

- Open space and natural areas acquired and provided for beautification, urban growth buffers, passive recreational use, habitat preservation, storm water control, bicycle and pedestrian trails and land banked for future opportunities!
- Active parks which provide areas for a variety of organized and casual recreational uses
- Organized recreation programs and special events offered to a wide spectrum of age and interest groups

What is a Regional Park?

Regional parks typically provide more diverse recreational opportunities than the community and neighborhood parks. Although many contain sport field assets and complexes, an emphasis is also placed on passive recreational opportunities. A regional park usually serves a wider target audience outside of immediate driving distance and generally contains between 50-1,000 acres of land.

A regional park focuses on activities and natural features not included in most types of parks and are often based on a specific scenic or recreational opportunity. Facilities could include those found in a community park and have specialized features such as an art center, amphitheater, boating facility, golf course, or natural area with interpretive trails. Regional parks can

enhance the economic vitality and identity of the entire region. Regional parks normally include an indoor recreation building or an interpretive center that reflects the character of the park.

Active recreational facilities located in a regional park can include active play areas, sport field assets, hard surface courts, golfing, swimming, boating, multi-purpose play fields, picnic facilities, and various types of trails – hiking, biking, and equestrian. Many regional parks are specialized in their offerings to the public and draw participants from throughout the community and surrounding region.

- Size of park: 50 to 1,000 acres
- Service radius: 4 acres per 1,000 residents
- Length of stay: All day experience
- Amenities: 10 to 12 amenities to create a signature facility (e.g. golf course, tennis complex, sports complexes, lake, regional playground, 3+ reservable picnic shelters/pavilions, camping, outdoor recreation/extreme sports amenities in place, recreation center, pool, gardens, trails, zoo, specialty facilities); public restrooms, concessions, restaurant, ample parking, special event site
- Revenue producing facilities: More than two, multiple; park designed to produce revenue to offset operational costs through recreation facilities that generate operational dollars such as sports fields, sports courts, or aquatic related facilities
- Land usage: Up to 50 percent active/50 percent passive
- Programming: More than four recreation experiences per age segment with at least four core programs provided in the park
- Maintenance Standards: Level two mode of maintenance with the exception of entrances receiving level one maintenance mode care
- Signage: Strong signage throughout the park
- Landscaping: Strong focal entrances and landscaping throughout the park
- Parking: Sufficient for all amenities
- Lighting: Acceptable (sports and safety)
- Naming: Not named to a neighborhood or individual;
- Other: Integrated color scheme throughout the park; linked to major trails systems, public transportation available, concessions, food and retail sales available, dedicated site managers on duty

PUBLIC INVOLVEMENT PROGRAM SUMMARY

This report summarizes the public involvement program for the South Kitsap Regional Park Master Plan, which was initiated in late spring 2008, and concluded in December 2008. BCRA was the landscape architecture firm responsible for the Master Plan; Norton-Arnold & Company worked in a subcontracting role to design and manage the public involvement process. Some 200 people either attended public meetings or offered written and emailed comments, contributing their ideas for the future of South Kitsap Regional Park. In the end, the South Kitsap County community felt heard and satisfied that their “fingerprints” could be seen in the final preferred Master Plan for South Kitsap Regional Park.

Kitsap County is a rapidly growing, rapidly changing County. Park interest groups who currently recreate at South Kitsap Regional Park were quite naturally concerned about any changes that would negatively impact their usage. In addition, there were numerous pressures to preserve and improve green spaces for a diversity of uses, age groups, and interests.

After years of “just talk,” members of the public were vocal about their desire for a new approach to the park master planning process. In response, Norton-Arnold & Company designed the public involvement process using a variety of tools including interviewing the fifteen existing park interest groups and managing email and phone interactions with a wide variety of community members and park users. To launch the series of public meetings, Norton-Arnold & Company invited the public to a preferred intensity mapping exercise where attendees simulated physically planning the Park by adding and subtracting park amenities through moveable “poker chips.” Meeting participants also collectively brainstormed park guiding principles as a checks and balances system to validate they achieved a solid, mutually agreeable Master Plan.

The “hands-on” first meeting was followed by two additional public meetings in 2008. The meetings were augmented by a regularly-updated website that provided extensive information about the master planning process and the alternatives under consideration. The opportunity to submit written comments or call a project hotline was also included in the public involvement effort.

The park users concerns were listened to carefully. With each meeting, the visions and values of the community were iteratively reflected in the draft and preferred park

plans, with the project team able to deliver park planning principles and a preferred Master Plan. In the end, the Master Plan for the Park was backed by significant community support and consensus.

The South Kitsap Regional Park Master Plan was unanimously approved by the Kitsap County Board of Commissioners on Monday, December 1, 2008.

Milestone One: Information Gathering/Park Interest Groups’ Interviews

Norton-Arnold & Company started the master planning process by interviewing the existing park interest groups and other interested stakeholders. We created an approved interview report as well as a summary of public meetings held prior to the official master planning process.

The County then kicked-off the master planning process with Public Meeting #3, a continuation of previous public meetings related to the Park, at the Kitsap County Administration Building on June 11, 2008. The purpose of the meeting was to provide an opportunity for the public to share their ideas about the future of South Kitsap Regional Park. Specifically, participants were asked to share their visions and values as well as ideas for indoor and outdoor programming. The public workshop began with a presentation, which was followed by an informal, small group physical planning exercise, enabling everyone at the meeting to fully participate. At the end of the meeting, the small groups produced one conceptual park diagram. Approximately 100 people attended this meeting.

Interested parties were also encouraged to submit their comments via mail or email. These comments were used by BCRA to develop three park plan alternatives.

Milestone Two: Master Plan Alternatives Development/Review of Park Master Plan Alternatives

The three alternatives were presented at Public Meeting #4, held at the Kitsap County Administration Building, on July 16, 2008. This workshop was designed to allow the public to review and comment on the park planning principles and the three park plan alternatives, again in a small group discussion format. Approximately 60 people attended this meeting; comments and ideas were also accepted via mail or email. Comments

received at this stage of the process were used to refine and narrow the alternatives into a single “preferred park plan.”

Milestone Three: Review of Preferred Park Master Plan

The design process overview and preferred park plan were presented at the final Public Meeting #5 on September 17, 2008. At this meeting, also held at the County Administration Building; approximately 55 participants continued to work in small groups to provide input on the preferred park plan and to make possible final refinements to the plan.

The County asked for all comments to be submitted by October 22, 2008, in order to allow the design team sufficient time to further refine the preferred park plan for presentation and review at the Parks and Recreation Advisory Board (PRAB) meeting on October 22, 2008. That evening, the community was also able to provide comments verbally to the Board. The Parks and Recreation Department took meeting minutes.

The South Kitsap Regional Park Master Plan went before the Kitsap County Board of Commissioners on Monday, December 1, 2008. The Master Plan was unanimously approved by the County Commissioners.

Process Evaluation

The eight-month master planning process included three public workshops, and one opportunity to comment directly to Kitsap County’s Parks and Recreation Advisory Board. Throughout the entire process, citizens were also encouraged to submit their comments by mail or email.

This was a very successful public process. At each stage, participants often expressed appreciation for the amount and types of public input opportunities. In the end, although many expressed concern about how and when their vision could be funded and built, most meeting participants were satisfied with the planning principles and proposed phasing schedule that will guide future park development.

Not everyone agreed 100% with every element of the preferred park Master Plan, but most people seemed to feel that the design did, indeed, “strike a balance” and represented the varied interests of the users of South Kitsap Regional Park. During the public process, some

of the comments included:

“Norton-Arnold & Company did a terrific job with facilitating/presenting and keeping us on track throughout. I have already gotten several compliments this morning from PRAB members and meeting participants. The success of this project is of tremendous significance to this community, and I think we are on our way towards meeting their high expectations.” Martha J. Droge, AICP, ASLA, LEED AP, Park Projects Coordinator, Kitsap County Dept. of Parks & Recreation

“They’ve just done an excellent job through the whole process. They really listened to everyone from the whole community,” said Kissy Strombeck, who is looking forward to taking her grandchildren to the new playground.

“This has been a wonderful process,” said South Kitsap Commissioner Jan Angel, who spearheaded the county’s efforts to acquire the park. “We started with just kind of a blank slate. ... I’m so excited about this park I can’t even tell you.”

PUBLIC MEETING #1 OCTOBER 15, 2007 - GATHERING IDEAS

PUBLIC MEETING #2 NOVEMBER 15, 2007 - FOCUS GROUP PROCESS

PUBLIC MEETING #1 & #2 SUMMARY

Moderated by Kitsap County Parks and Recreation prior to Consultant Team Involvement

Public Meeting #1 October 15, 2007 - Gathering Ideas

The goals of this first public meeting were listed below:

- Identify (mailing lists and data base) organizations and members of the public who have an interest in this park.
- Generate positive media and public exposure to this park.
- Describe the short term activities or measures that have been implemented at the park
- Introduce the school district construction class project
- Introduce the public to the county staff whom the public will be working with or potentially developing stewardships with at this park
- Engage useful discussions or presentations that will benefit the park/process

Public Meeting #2 November 15, 2007 - Focus Group Process

The purpose of this public meeting #2 was to focus on areas of interest identified by the public meeting #1. Community members suggested these potential park features in interview with the consultant team.

Trails & Natural Areas

Nature Trails

- Keep beautification of trails.
- Natural
- Rotary community project
- Boy Scout/Eagle Scouts projects GPS trails

Paint Ball Contract

- Areas / Research / Originals
- Clear defines area important woods ball

Cluster Trails/Strollers

- Peace & Memorial Garden Art

Urban Use

- ADA trails/Compact with drainage
- Make a trail route
- Low lighting
- Senior assisted living
- Plant listing
- Benches
- SW corner connect
- Good community service project
- SE is perfect site for area/parks site/tables etc.

Wetland trail system NW

- Bike Trails/informal use/value for kids
- Keep area designated
 - Define a route

SW corner needs thinning attention

Laminated wood rot on north / mid-line

Look at another site for paintball

Community Center

- Music/Theatre
- Horseshoes
- Main Building w/ Clusters
- Center in area
- Parking LID
- Boys & Girls Club
- Multi Purpose
- Meet in Areas
- Separated Activity Areas
- Kitchen Facilities
- Restrooms Indoor & Outdoor
- Community Gardens
- Utility Locate
- RV Access
- Maintenance Staff Building
- Indoor Sports
- Senior Activities
- Caretaker Security on site
- Computer Rooms
- SKHS
- Hope (Home Opportunities Possibilities & Empowerment Center)
- Senior Multi-generations
- Birth Five
- Mommy & Me
- Headstart/Daycare
- Indoor Fun Center
- Indoor and Outdoor Theatres
- Skate Park Amphitheater

Skate Parks

Ownership/Partnerships

- i.e. Kiwanis
- Rotaries
- Kitsap County Sheriff's office
- Youth reward program
- Local schools – construction

Location

- Lighting
- Covered
- In an area in which you could expand upon for future development
- Close by: other activities
- Close to the senior assisted living facility, seniors expressed a desire to be involved

Fundraisers

- Joint with local businesses
- Grants
- Tournaments
- Battle of the band fundraisers
- Feature this to be the place to be from all over, not just in our state

Design

- ½ street ½ park
- No benches or table at this area, but are built into the design of the concrete
- Variety of skill levels
- Age groups
- Safety
- Rules
- Low maintenance landscaping
- Assistance from the group in the design of the skate park

Active Sports

Soccer

- 1400-1600 players
- 4-19 years old
- 2 seasons
 - 10 week-March
 - 10 Month
 - Premier March
- 150 teams
- 15-20 history of Tournament
- Profitable/Successful
- 100+ teams
- Request: Need 40 acres
- Two turf fields
- Club House Storage Meetings
- Concessions

Baseball/Softball/Fastpitch

- Girls softball
 - 16-24 teams
 - 250 players
 - Could grow with space
 - 5-16 years old
 - Jr. High will grow club program
 - Two tournaments
 - 6-12 teams (can grow)
 - Season Feb-Jun (longer, select season)
 - Lights
 - Covered seating
 - Restrooms
 - Sustainable fields to maximize # of fields

Tennis

- KCT League
- No adult tennis
- 6-8 teams annual schedule
- 80-100 players- leagues in summer
- Lighted, weather protected
- 4 indoor/outdoor courts (Bubble)
- USTA involvement

BMX

- Revenue program
 - Existing power
 - BMX Olympic sports
 - National Riders Here
 - No current facilities
 - 300 riders (WEG)
 - Traveling Sport
 - Tournament Potential
 - State Championship 1500 riders
 - Will build and equipment and own
 - Season April-September
- WANTS: Water, Shop, RR, Covered Arena

Volleyball

- Outdoor court with sand

Football

- 16 teams (350 Teams)
 - 5-15 years
 - E flag – JR High
- WANTS: Lights, Concessions, Stadium

B-Ball

- Outdoor Courts

1 2 3 4 5 6
7 8 9 10 11 12

PUBLIC MEETING #1 & #2 SUMMARY

Moderated by Kitsap County Parks and Recreation prior to Consultant Team Involvement

Special Interest

Playground

Family Event Center

Egg Hunt

Ghost Train

Kitsap Live Steamers

1. Ghost Train
2. 10 Acres Expansion
3. Expand Storage Facility
4. Fencing

SK Amateur Radio Club

DEM

KC Horseshoe Club

1. RV Park site for tournaments

State Land/BMX Riders

1. Area large enough – Past utilization
2. Power Drop – Restroom to Shelter (will rent to public)
3. Permanent Fencing
4. Storage

SK Fire & Rescue Foot Race

SK Actors Guild

Dog Park

Paint Ball

Farmers Market

SK ARC (Needs Storage Area)

FEC – Langley Enterprises DBA Casey's Batting Cage

1. Putt Putt Indoor/Outdoor
2. Token Redemption Games
3. Birthday Parties
4. Go Carts
5. BMX
6. Skateparks
7. Batting Cages – Indoor Facilities
8. Private Multi Use
9. Concerns

- a. Maintenance
- b. Trash
- c. Picnic Tables
- d. Liability
- e. Playground Equipment

NATURAL RESOURCES AND SITE CONDITIONS ASSESSMENT

A. Study Area Description & Methods



Figure 1. Park Topography

The following sections provide the results of a natural resources habitat assessment within South Kitsap Regional Park (Park) in the City of Port Orchard, Kitsap County, Washington (Township 24 North, Range 1 East, Section 36). The investigation was performed by Anchor QEA, LLC ecologists on May 22 and 23, 2008. The purpose of the investigation was to identify and evaluate wetlands, streams, and vegetation communities within the undeveloped area of the Park.

Study Area Description

The study area includes an approximately 170 acres undeveloped, forested area within the Park. The forested area has a variety of walking trails traversing the Park. Paved access roads, parking areas, and several outdoor recreational use areas (ball fields, grass fields) are located in the southeast area of the Park outside the investigated area. Jackson Avenue SE forms the east boundary of the Park and SE Lund Avenue forms the south boundary. Residential property and additional undeveloped forest is located west and north of the park. The park topography ranges from gently sloping areas to steep slopes leading down to stream and wetland habitats (See Figure 1).

Methods

Streams

The ordinary high water mark (OHWM) boundary of Karcher Creek was identified consistent with the OHWM delineation methods identified in Chapter 90.58 of the Revised Code of Washington (RCW) and Chapter 173-22 of the Washington Administrative Code (WAC). The stream system type of Karcher Creek was also identified using the current "Water Typing System" described in the WAC Chapter 222-16-030.

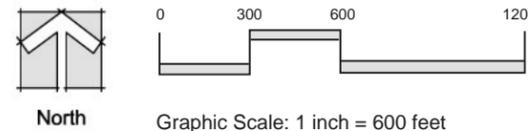
Wetlands

Wetland conditions at the Park were identified and assessed according to the methods defined in the U.S. Army Corps of Engineers (Corps) Wetland Delineation Manual (Environmental Laboratory 1987) and Washington State Department of Ecology's (Ecology) Washington State Wetland Identification and Delineation Manual (Ecology 1997). Wetland boundaries were not flagged as part of the investigation. Wetland boundaries were estimated using topography, aerial photos, and measurements collected in the field. The ratings of each of the three wetlands were determined using the most current version of Ecology guidance in Washington

State Wetland Rating System for Western Washington: Revised (Ecology 2004) and Wetland Rating Form – Western Washington, Version 2 (Ecology 2006).

Wildlife

General information on wildlife habitat, dominant plant species and communities were recorded for the park. Characterization of wildlife habitat focuses on the mixed-aged coniferous/deciduous forest but also includes wetland and riparian features associated with Karcher Creek and its tributaries.



NATURAL RESOURCES AND SITE CONDITIONS ASSESSMENT

B. Vegetation

Vegetation

A list of all vegetation species observed within the Park during the investigation is provided in Table 1. Plant species presence within the upland forest, wetland, and riparian habitats is identified as dominant, common, or few.

Scientific Name	Common Name	Indicator Status ¹	Upland Forest	Wetland	Riparian
Trees					
<i>Acer macrophyllum</i>	Big-leaf maple	FACU	D	F	D
<i>Alnus rubra</i>	Red alder	FAC	F	D	D
<i>Arbutus menziesii</i>	Pacific madrona	UPL	F	F	F
<i>Pinus monticola</i>	Western white pine	FACU	F	F	F
<i>Populus trichocarpa</i>	Black cottonwood	FAC	F	F	F
<i>Prunus avium</i>	Sweet cherry	UPL	F	F	F
<i>Prunus emarginata</i>	Bitter cherry	FACU	F	F	F
<i>Pseudotsuga menziesii</i>	Douglas fir	FACU	D	F	D
<i>Salix scouleriana</i>	Scouler willow	FAC	F	C	C
<i>Sequoia sempervirens</i>	Coast redwood	NI	F	F	F
<i>Sequoiadendron giganteum</i>	Giant sequoia	NI	F	F	F
<i>Sorbus aucuparia</i>	European mountain ash	NI	F	F	F
<i>Taxus brevifolia</i>	Pacific yew	NI	F	F	F
<i>Thuja plicata</i>	Western red cedar	FAC	D	C	D
<i>Tsuga heterophylla</i>	Western hemlock	FACU-	D	F	D
Shrubs					
<i>Acer circinatum</i>	Vine maple	FAC-	C	F	C
<i>Cornus nuttallii</i>	Pacific dogwood	UPL	F	F	F
<i>Corylus cornuta</i>	Beaked hazelnut	FACU	C	F	C
<i>Cytisus scoparius</i>	Scot's broom	UPL	F	F	F
<i>Gaultheria shallon</i>	Salal	FACU	D	F	D
<i>Ilex aquifolium</i>	Holly	FACU	F	F	F
<i>Kalmia spp.</i>	Laurel	UPL	F	F	F
<i>Mahonia aquifolium</i>	Tall Oregon grape	UPL	C	F	F
<i>Mahonia nervosa</i>	Low Oregon grape	FACU	D	F	C
<i>Oemleria cerasiformis</i>	Indian plum	FACU	D	F	C
<i>Oplopanax horridus</i>	Devil's club	FAC+	F	D	C
<i>Rhamnus purshiana</i>	Cascara	FAC-	C	F	F
<i>Ribes sanguineum</i>	Red flowering currant	UPL	F	F	F
<i>Rubus armeniacus</i>	Himalayan blackberry	FACU	F	F	F
<i>Rubus parviflorus</i>	Western thimbleberry	FAC-	F	F	F
<i>Rubus spectabilis</i>	Salmonberry	FAC+	C	D	D
<i>Rubus ursinus</i>	Trailing blackberry	FACU	D	F	C
<i>Sambucus racemosa</i>	Red elderberry	FACU	D	F	C
<i>Vaccinium ovatum</i>	Evergreen huckleberry	UPL	C	F	C
<i>Vaccinium parvifolium</i>	Red huckleberry	UPL	C	F	C

Table 1
Summary of Vegetation Species for Upland Forest, Wetland, and Riparian Habitat Types

Scientific Name	Common Name	Indicator Status ¹	Upland Forest	Wetland	Riparian
Herbaceous & Ferns					
<i>Achlys triphylla</i>	Vanilla leaf	UPL	F	F	F
<i>Athyrium filix-femina</i>	Lady fern	FAC+	F	D	C
<i>Blechnum spicant</i>	Deer fern	FAC+	F	F	F
<i>Carex obnupta</i>	Slough sedge	OBL	F	C	F
<i>Claytonia sibirica</i>	Siberian miner's lettuce	FAC	F	C	C
<i>Dicentra formosa</i>	Pacific bleeding heart	FACU	F	F	C
<i>Equisetum arvense</i>	Field horsetail	FAC	F	C	C
<i>Galium trifidum</i>	Small bedstraw	FACW+	F	C	C
<i>Geranium robertianum</i>	Stinky bob	UPL	C	F	C
<i>Geum macrophyllum</i>	Largeleaf avens	FACW-	F	F	F
<i>Hedera hibernica</i>	English ivy	UPL	F	F	F
<i>Hydrophyllum tenuipes</i>	Pacific waterleaf	UPL	F	F	F
<i>Linnaea borealis</i>	Twinflower	FACU-	F	F	F
<i>Lysichiton americanus</i>	Skunk cabbage	OBL	F	D	C
<i>Maianthemum dilatatum</i>	False-lily-of-the-valley	FAC	F	C	C
<i>Oenanthe sarmentosa</i>	Water-parsley	OBL	F	C	F
<i>Polypodium glycyrrhiza</i>	Licorice fern	FACU	F	F	F
<i>Polystichum munitum</i>	Sword fern	FACU	D	F	D
<i>Pteridium aquilinum</i>	Bracken fern	FACU	C	F	F
<i>Ranunculus repens</i>	Creeping buttercup	FACW	F	C	F
<i>Streptopus amplexifolius</i>	Claspleaf twisted-stalk	FAC-	F	F	F
<i>Tiarella trifoliata</i>	Foam flower	FAC-	F	F	F
<i>Tolmiea menziesii</i>	Piggyback plant	FAC	F	C	C
<i>Trientalis borealis</i>	Star flower	FACW	F	F	F
<i>Trillium ovatum</i>	Western trillium	FACU	F	F	F
<i>Urtica dioica</i>	Stinging nettle	FAC+	F	C	C
<i>Viola glabella</i>	Pioneer violet	FACW+	F	F	F

Notes:
 1 – These categories, referred to as the “wetland indicator status,” (from the wettest to driest habitats) provide relative probabilities that a specific plant species will be present within a wetland. The status and probability of presence in a wetland are as follows: obligate wetland (OBL) plants (greater than 99 percent), facultative wet wetland (FACW) plants (67 to 99 percent), facultative wetland (FAC) plants (34 to 66 percent), facultative upland (FACU) plants (1 to 33 percent), and obligate upland (UPL) plants (less than 1 percent).
 D – Dominant
 C – Common
 F – Few

NATURAL RESOURCES AND SITE CONDITIONS ASSESSMENT

C. Soil Classifications

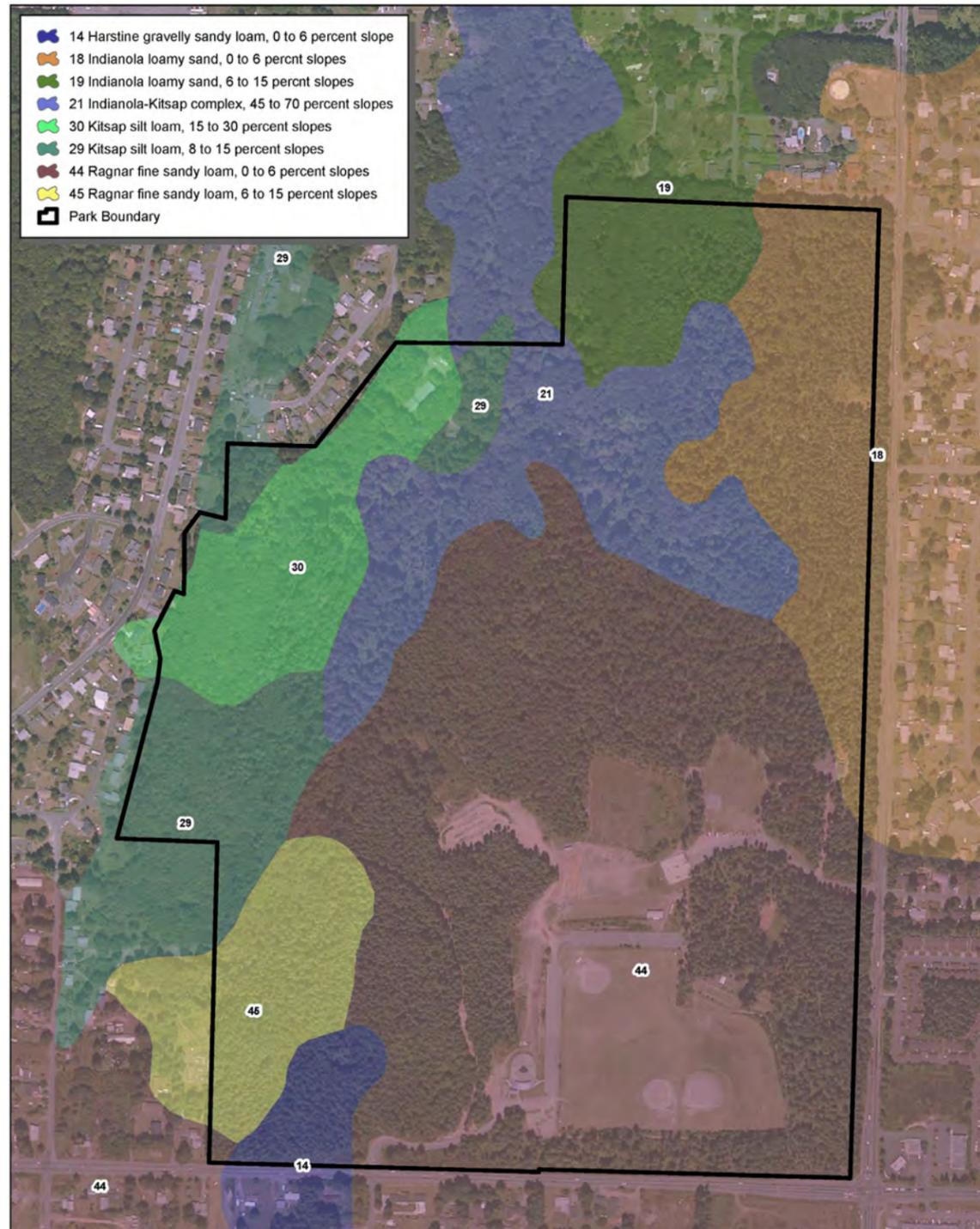
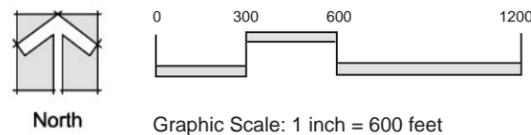


Figure 2. Soil Classifications



Soils

Soils present throughout the park are listed in Table 2. Figure 2 illustrates how soil types vary throughout the Park. Karcher Creek, its tributaries and associated wetlands contain Kitsap silt loam (8 to 30 percent slopes) and the Indianola-Kitsap complex (45 to 70 percent slopes). The lower slopes, creek channel and associated wetlands are comprised of Kitsap silt loam. The low permeability, common occurrence of springs and seeps typical of this soil type contribute to the presence of the wetland complex around the creek. The high water content of this soil type also increases the potential for hillside slippage (USDA 2006).

Upper slopes above the wetland areas and along the northeastern boundaries of the Park contain Indianola loamy sand. This soil type is excessively drained; however, on steep slopes it is subject to severe erosion from runoff. Other soils present in the south and southeast portions of the Park consist of Ragnar fine sandy loam (0 to 15 percent slopes) and Harstine gravelly sandy loam (0 to 6 percent slopes). These soils tend to be well drained supporting mixed conifer, deciduous forests and urban uses (USDA 2006).

Soil Symbol	Soil Type	Soil Characteristics
14	Harstine gravelly sandy loam, 0-6 percent slopes	Moderately well drained, moderate permeability, slow runoff, slight hazard of erosion from runoff
18	Indianola loamy sand, 0 to 6 percent slopes	Excessively drained, rapid permeability, sever erosion hazard from runoff
19	Indianola loamy sand, 6 to 15 percent slopes	
21	Indianola-Kitsap complex, 45 to 70 percent slopes	Indianola loamy sand and Kitsap silt loam
29	Kitsap silt loam, 8 to 15 percent slopes	Low permeability, high risk of erosion from runoff, springs and seeps common, subject to hillside slippage
30	Kitsap silt loam, 15 to 30 percent slopes	
44	Ragnar fine sandy loam, 0 to 6 percent slopes	Well drained, moderately rapid permeability, slow runoff, and moderate erosion hazard from runoff
45	Ragnar fine sandy loam, 6 to 15 percent slopes	

Table 2 Summary of Soil Types

Note:
Information acquired from Soil Survey of Kitsap County Area, Washington (USDA 2006).

NATURAL RESOURCES AND SITE CONDITIONS ASSESSMENT

D. Streams, Wetlands, and Wildlife Habitat

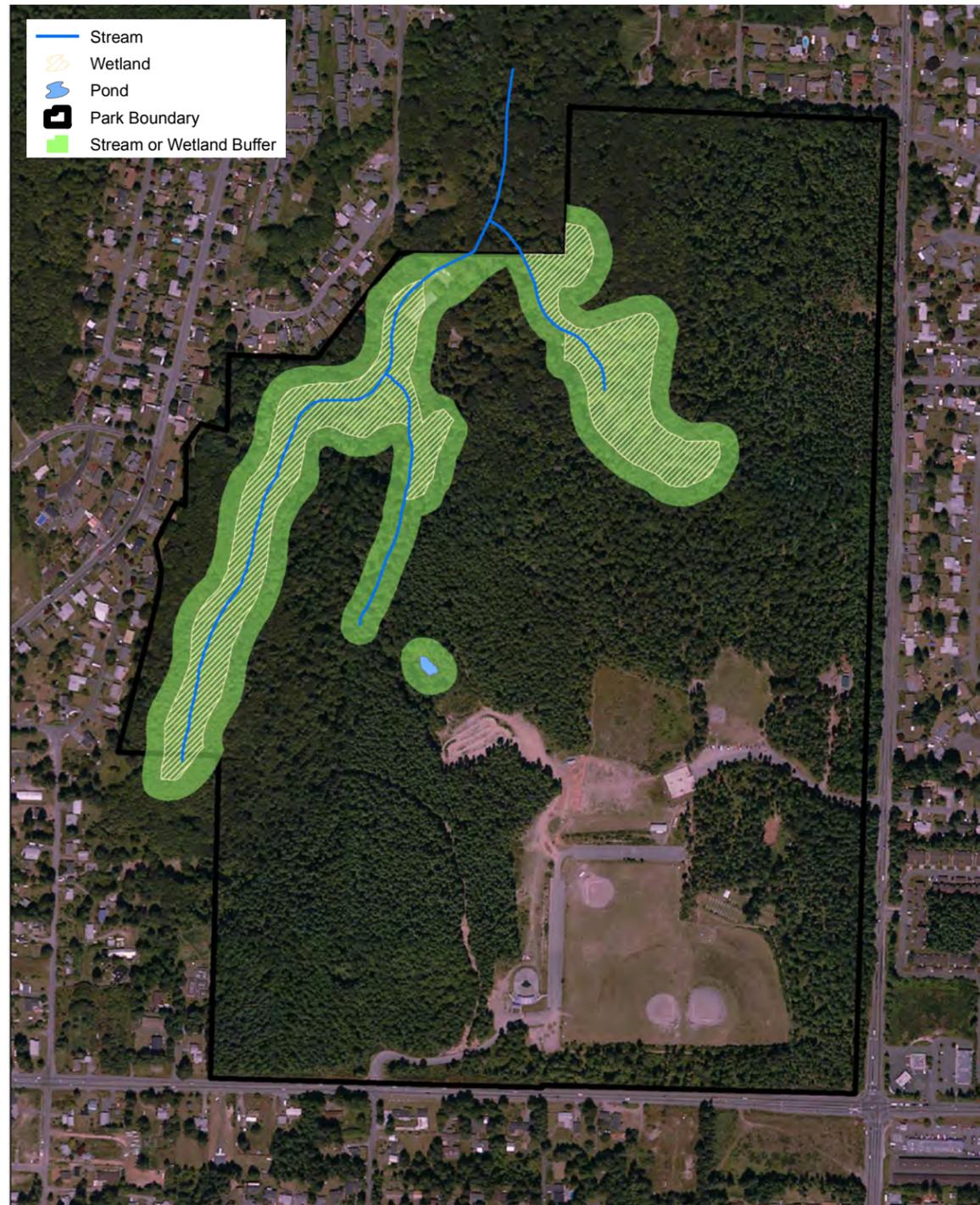
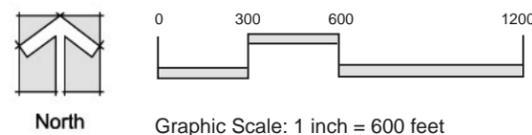


Figure 3. Wetlands, Streams, and Protective Buffers



Streams

Karcher Creek is an approximate 1.8 mile long system that begins about 500 feet south of the Park and flows north into the saltwater of Sinclair Inlet 1.3 miles downstream of the Park. 2,700 feet of Karcher Creek is present in the Park along the western portion of the Park. Karcher Creek has also been known by other names in the past, including Wilson Creek, Olney Creek, Retsil Creek and Annapolis Creek. Two tributaries of Karcher Creek are also present on Park property.

At the time of the investigation, the wetted width of Karcher Creek ranged from about 2 feet wide at the southern end near the headwater of the creek to as much as 8 feet wide at the northern end. The average width of the creek is about 3 to 5 feet. Water depth during the investigation ranged from about 1 inch to about 6 inches deep, with the average depth at about 4 inches. Within the Park, the bed and banks of the stream are generally clearly defined with wetland habitat on both the left and right banks of the creek. Substrate is dominated by gravel, sand and silt. The reach within the Park is perennial, according to one local resident (McCausland 2008).

Overall, the adjacent riparian habitat of Karcher Creek is dominated by wetland habitat ranging from a few feet to more than 100 feet wide. Upland riparian habitat outside the wetland habitat is typically dominated by tree species such as big-leaf maple (*Acer macrophyllum*), Douglas fir (*Pseudotsuga menziesii*), red alder (*Alnus rubra*), western red cedar (*Thuja plicata*), and western hemlock (*Tsuga heterophylla*). Dominant understory species include salal (*Gaultheria shallon*) and salmonberry (*Rubus spectabilis*) with smaller portions of Indian plum (*Oemleria cerasiformis*), trailing blackberry (*Rubus ursinus*), red elderberry (*Sambucus racemosa*), vine maple (*Acer circinatum*), and beaked hazelnut (*Corylus cornuta*). Overall, the riparian habitat of Karcher Creek is dominated by a variety of native plant species with few non-native invasive plant species observed.

Several small tributaries and seeps to Karcher Creek were also observed within the Park. The largest tributary is associated with the Karcher Creek Northern Tributary Wetland. The headwater of this tributary is located in the northwest area of the Park and flows into Karcher Creek outside the Park, approximately 200 feet west of the Park boundary (Figure 3). A second,

smaller tributary is located east of Karcher Creek (Figure 3).

Several trails cross Karcher Creek as well as each of the two main tributaries mentioned above. Signs of use were observed in the mud adjacent to the creek, including footprints from pedestrian use, dogs and bicycle tracks. Several partial and full bridges were present in various states of disrepair. Many of these bridges had obvious alternate routes through the wetland and creek.

Priority Species

The Washington Department of Fish and Wildlife (WDFW) Priority Habitat and Species (PHS) database identifies Karcher Creek as having priority fish presence downstream of the Park in the lower 1 mile reach of the creek. Documented fish use in the lower reach of Karcher Creek includes Coho salmon (*Oncorhynchus kisutch*), Chum salmon (*Oncorhynchus keta*) and Cutthroat trout (*Oncorhynchus clarki clarki*; WDFW 2008a). Salmon use upstream of this area is prevented due to the culvert on the northern end of the state-owned parcel, which is currently an impassable barrier to fish. In addition, downstream of SE Mile Hill Drive is a culvert with partial barrier status (WDFW 2008b).

Downstream of the Park, a small hatchery operation was run in the 1990s by the Port Orchard Rotary Club, which released Coho and Chum salmon into the creek. Fish use upstream of the fish barrier at SE Mile Hill Drive likely includes fish species such as resident cutthroat trout, threespine stickleback (*Gasterosteus aculeatus*) and sculpin (*Cottus* sp.; Small 2008).

Stream Classification

Karcher Creek meets the definition of a Type F stream under the State Water Typing System, which is employed by Kitsap County to classify Fish and Wildlife Habitat Conservation Areas (Section 19.300.310.B.1 Kitsap County Code [KCC]; KCC 2008). Type F water refers to segments of natural waters that are within the bankfull widths of defined channels and periodically inundated areas of their associated wetlands, or within lakes, ponds, or impoundments having a surface area of 0.5 acre or greater at seasonal low water and that in any case contain fish habitat. "Fish habitat" refers to habitat that is used by any fish at any life stage at any time of the year, including potential habitat likely to be used by fish that could be recovered by restoration or management and includes off-channel habitat. Under

NATURAL RESOURCES AND SITE CONDITIONS ASSESSMENT

D. Streams, Wetlands, and Wildlife Habitat (Continued)

KCC, Karcher Creek requires a standard protective buffer width of 150 feet (Section 19.300.315 KCC; KCC 2008).

Invasive Species

No invasive species were observed or are known to occur in Karcher Creek or its tributaries.

Wetlands

Three wetland areas are present within the Park. These include the Karcher Creek Wetland, the Karcher Creek Northern Tributary Wetland and the Frog Pond Wetland, totaling more than 15 acres within the Park.

The Karcher Creek Wetland is associated with Karcher Creek. The Karcher Creek Northern Tributary Wetland is associated with the northern tributary to Karcher Creek on Park property. These wetlands are adjacent to both the left and right banks (looking upstream) of their respective creeks within the Park. The wetlands range in width from a few feet wide to more than 100 feet wide from the banks of the creeks. The Karcher Creek Wetland is located in the west area of the Park and extends outside the Park boundaries along Karcher Creek to the north and south. The Karcher Creek Northern Tributary Wetland extends outside the Park boundary to the northwest. The Karcher Creek Tributary flows into Karcher Creek outside the Park, approximately 200 feet west of the Park boundary. The Frog Pond Wetland is an isolated wetland located within the central area of the Park.

The Karcher Creek Wetland and the Karcher Creek Northern Tributary Wetland are similar wetland systems that, while identified as two wetlands within the boundary of the Park, are likely one large wetland system associated with Karcher Creek and its tributaries. Wetland community types within the Karcher Creek Wetland and the Karcher Creek Northern Tributary Wetland include palustrine forested (PFO), palustrine scrub-shrub (PSS), and palustrine emergent (PEM) habitats. Dominant tree vegetation includes red alder with smaller components of hooker willow (*Salix hookeriana*) and western red cedar. Dominant shrubs include salmonberry and devil's club (*Oplopanax horridus*). Dominant emergent vegetation includes lady fern (*Athyrium filix-femina*), skunk cabbage (*Lysichiton americanus*) with field horsetail (*Equisetum arvense*), slough sedge (*Carex obnupta*), stinging nettle (*Urtica dioica*) and water-parsley (*Oenanthe sarmentosa*) frequently occurring.

Dominant buffer vegetation of the Karcher Creek Wetland and the Karcher Creek Northern Tributary Wetland includes big-leaf maple, Douglas fir, western red cedar, Indian plum, red elderberry, salal, sword fern (*Polystichum munitum*) and trailing blackberry. Because these wetlands are adjacent to the creeks, the wetlands are a component of the riparian habitat. Therefore, the riparian habitat of the creeks includes a combination of wetland and upland forested habitat, depending on wetland widths.

Wetland soils consist of black to very dark gray silt loam. Soils in the wetlands were typically saturated with standing water 6 to 8 inches from the surface. Several seeps from the surrounding slopes contribute to the hydrology of the wetlands and the creeks what gives the wetland boundaries a sinuous formation.

The Frog Pond Wetland is an isolated wetland with palustrine open water (POW) habitat. The depth of water in the wetland ranges from a few inches to several feet deep. Vegetation is generally limited to the shoreline of the open water, with the exception of floating duckweed (*Lemna sp.*) and algae. A variety of large and small woody debris is present with the wetland. Dominant buffer vegetation of the Frog Pond Wetland is red alder and salmonberry.

Wetland Classification

Under the Ecology system (Ecology 2004 and 2006), the Karcher Creek Wetland and the Karcher Creek Northern Tributary Wetland are rated as Category I riverine wetlands. The Frog Pond Wetland is rated as a Category II depressional wetland. Overall, wetlands within the Park are relatively undisturbed, high quality wetland systems with moderate to high water quality, hydrologic, and habitat functional values. Base buffer widths for Category I and II wetlands are 200 feet and 100 feet, respectively, according to KCC (Section 19.200.220 KCC; KCC 2008). Final required buffer widths will be adjusted based on habitat and water quality functions.

Invasive Species

No invasive species were observed or are known to occur in wetlands within the Park.

Wildlife Habitat

Wildlife habitat within the Park includes mixed-aged coniferous/deciduous forest, wetland habitat, and riparian habitat associated with Karcher Creek and its tributaries.

The composition and distribution of vegetation communities associated with wetland and riparian habitats within the Park are described in the stream and wetland sections above.

Upland forest habitat is generally a mixed-aged coniferous/deciduous forest stand dominated by big-leaf maple, Douglas fir, and western hemlock. Many mature trees are located within the forested habitat. Dominant understory species include salal, Indian plum, low Oregon grape (*Mahonia nervosa*), trailing blackberry, red elderberry, and sword fern, with smaller components of vine maple, salmonberry, and beaked hazelnut.

Riparian habitat in the Park is associated with Karcher Creek and two tributaries to the creek. The majority of the riparian habitat in the Park is wetland habitat (described above in the wetland section). Dominant upland riparian vegetation is generally similar to the surrounding forested habitat (described above in the stream section). Table 1 provides a list of vegetation species observed in the Park for upland forest, riparian and wetland habitats.

Snags were observed frequently within the upland forest, wetland and riparian communities. In the wetland and riparian habitats, snags occasionally extend above the tree canopy. Downed woody debris and brush piles were also frequently observed within the upland forest, wetland, and riparian habitats.

The WDFW PHS database does not identify any priority habitats or documented presence of protected species within the Park (WDFW 2008a).

Wildlife rely on vegetation for food, shelter, and cover from predators. Wildlife diversity is generally related to the structure and composition of plant species within vegetative communities. In general, vegetation communities that contain few species or vegetative layers (herbaceous, shrubs, or trees) support a low diversity of wildlife, whereas vegetation communities that are more complex, contains a wide variety of plant species and vegetative layers can support a greater diversity of wildlife. Mixed-aged upland forest, wetland and riparian areas with well developed shrub layers are likely to support the greatest number of species and populations of wildlife (Brown 1985).

The mosaic of forested, wetland and riparian vegetation communities within the Park provides diverse, high qual-

ity habitat for a variety of terrestrial and aquatic wildlife. Snags and downed trees provide potential habitat for perch sites and nesting areas for raptors and cavity-nesting birds. Streams and wetland habitats provide aquatic habitat for amphibians, small mammals, birds and fish species. This includes Western red-legged frog (*Rana aurora*) and rough-skinned newt (*Taricha granulosa*), which have been observed in the Frog Pond Wetland (McCausland 2008). Overall, vegetation communities in the Park provide potential habitat for a variety of amphibian, fish, reptile, mammal and bird species to breed, forage and rest. Wildlife use of the Park likely includes a variety of native and non-native mammal and species typical to rural areas of western Washington. Habitat surrounding the Park includes additional forested habitat to the north along Karcher Creek, however, areas to the West, South and East contain fragmented and disturbed areas associated with residential and commercial development. This fragmentation generally increases the value of the habitat provided by the Park, especially with the connectivity to Sinclair Inlet provided by the corridor along Karcher Creek.

Invasive Species

Overall, the forested habitat is dominated by a variety of native plant species. Non-native invasive plant species in the forested habitat, such as Himalayan blackberry (*Rubus armeniacus*), holly (*Ilex aquifolium*), Scot's broom (*Cytisus scoparius*) and English ivy (*Hedera helix*), are generally infrequent. Holly to a lesser degree, English ivy, tend to be more prevalent along walking trails. Scot's broom and Himalayan blackberry tend to be present in open, disturbed areas along the forest edge. Some evidence of maintenance and removal of non-native vegetation was observed along several walking trails, which is thought to be conducted by Park volunteers and neighbors.

NATURAL RESOURCES AND SITE CONDITIONS ASSESSMENT

E. References

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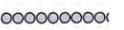
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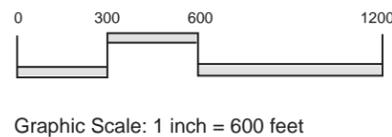
NATURAL RESOURCES AND SITE CONDITIONS ASSESSMENT

F. Aquatic Resources



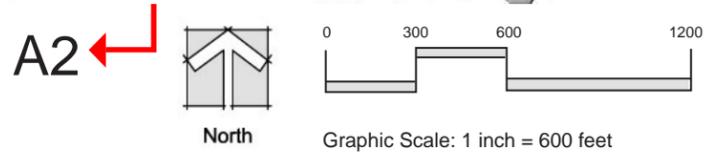
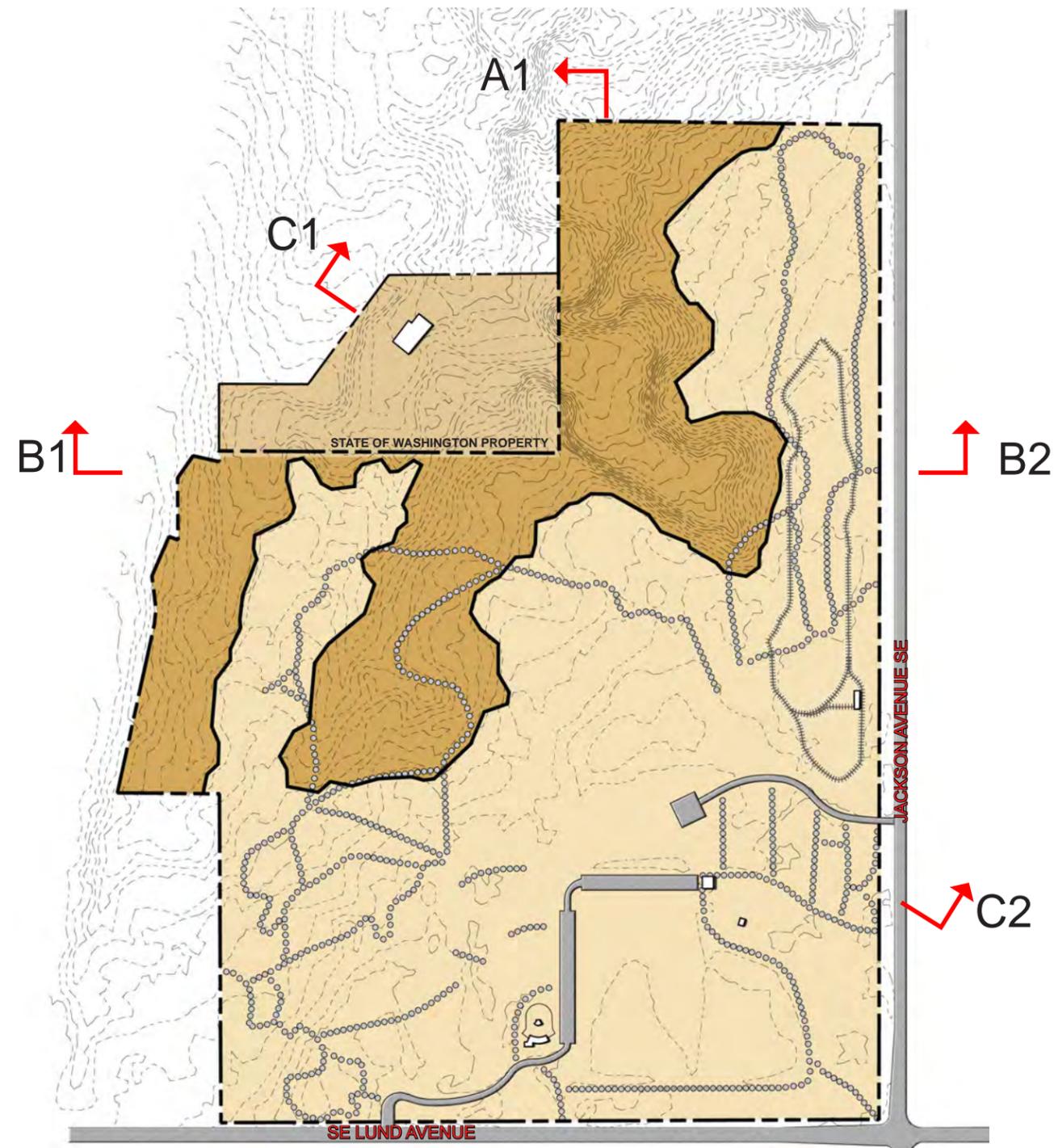
LEGEND

-  WETLAND AREA
(75'-110' BUFFER REQUIRED)
-  CRITICAL AREA SETBACKS
(50'-150' BUFFER REQUIRED)
-  TRAIL
-  TRAIN TRACKS
-  STREAMS



NATURAL RESOURCES AND SITE CONDITIONS ASSESSMENT

G. Site Sections



SECTION A1-A2 NORTH-SOUTH
SCALE: 1" = 900'



SECTION B1-B2 EAST-WEST
SCALE: 1" = 900'



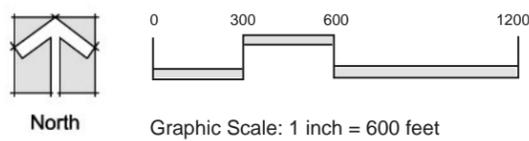
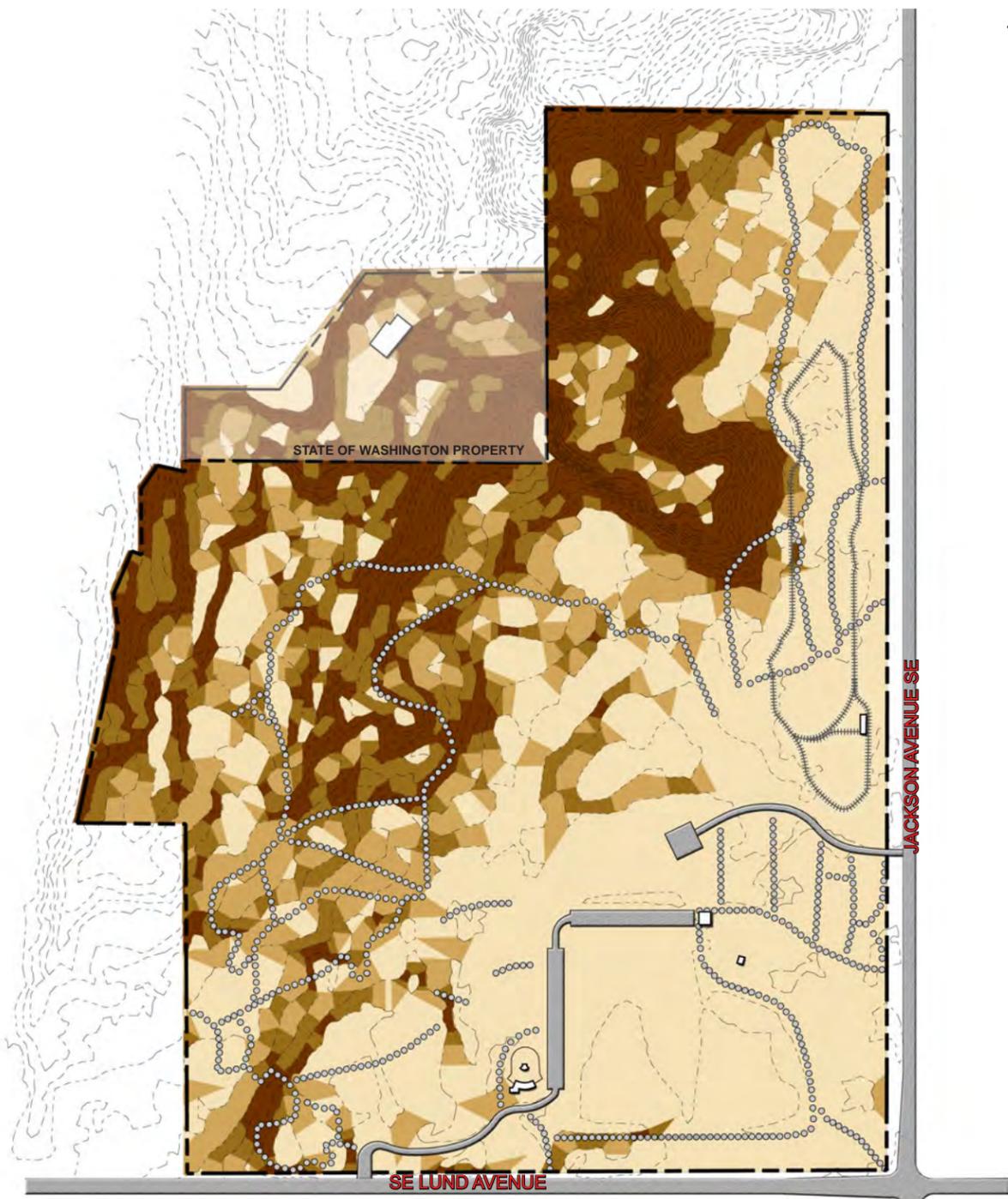
SECTION C1-C2 NORTHWEST-SOUTHEAST
SCALE: 1" = 900'

LEGEND

- LOWER PARK
- UPPER PARK

NATURAL RESOURCES AND SITE CONDITIONS ASSESSMENT

H. Levels of Accessibility



LEGEND

EASY
 Trail Grade: 0%-5% Average
 Cross Slope: 3% Maximum
 Trail Width: 48" Minimum



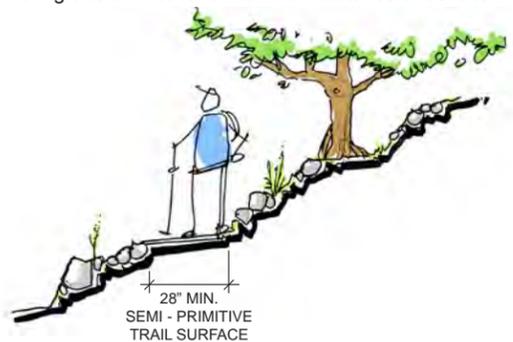
EASY
 An easy trail is characterized as being accessible to most users. Surface material is smoothest, paths are widest (4 feet minimum), and slopes are the most gentle (5 vertical feet for every 100 feet in length). These areas allow for a maximum grade of 10% for a maximum distance of 50 feet.

MODERATE
 Trail Grade: 5%-8% Average
 Cross Slope: 5% Maximum
 Trail Width: 36" Minimum



MODERATE
 A moderate trail, while still accessible to most users, is characterized by potential rougher surface material, narrower trails (3 feet minimum), and steeper slopes (8 vertical feet for every 100 feet in length). These areas allow for a maximum grade of 14% for a maximum distance of 50 feet.

DIFFICULT
 Trail Grade: 8%-12% Average
 Cross Slope: 8% Maximum
 Trail Width: 28" Minimum



DIFFICULT
 Difficult trails should be taken with caution for users with limited experience. Terrain and pathways are not as stable (28" wide trails), and slopes can be up to 12.5% (12.5 Vertical feet for every 100 feet in length). These areas allow for a maximum grade of 20% for a maximum distance of 50 feet.

MOST DIFFICULT (No recreational trails)

The most difficult trails are reserved for experienced hikers. Terrain and pathways may not be stable, as trail slopes go beyond 12% (over 12 vertical feet for every 100 feet in length).

NATURAL RESOURCES AND SITE CONDITIONS ASSESSMENT

I. Sustainable Design Strategies

1. Environmental Strategies & Benefits

Green Roofs (Vegetated Roofs):

- Increase overall permeability of site
- Reduce CO2 impact
- Negate acid rain effects
- Reduce volumes of stormwater
- Reduce winter heat demand
- Lengthen life of roof membrane

Vegetated Swales:

- Add functional green space
- Pollutant removal
- Alleviate local water treatment demand
- Provide for groundwater recharge
- Help reduce volume and peak rates of stormwater

Habitat Preservation:

- Promote biodiversity
- Minimize construction footprint
- Preserve sensitive ecosystems
- Showcase natural beauty

Permeable Pavements:

- Provide for groundwater recharge
- Pollutant removal
- Decrease downstream flooding
- Eliminate problems with standing water
- Alleviate local water treatment demand

Sustainable Materials:

- Maximize use of regional materials
- Stimulate regional economic production
- Minimize greenhouse gases and emissions
- Promote the vernacular and identity of region

Water Harvesting:

- Conserves groundwater
- Reduces local flooding and drainage problems
- Prevents erosion by reducing standing water and runoff
- Reduce demand for domestic/potable irrigation water

2. Social Strategies & Benefits

Educational Outreach

- Encourage social responsibility
- Promote sense of community
- Help preserve natural resources for future generations

Economy

- Park as revenue generator: concessions, concerts, permits, etc.
- Use of local construction resources
- Stimulate the local building industry

Community Gardens

- Promote sense of community
- Provide direct source of sustainable living to public
- Encourage a healthy diet

Gathering Spaces

- Promote public recreation and a healthy lifestyle
- Encourage a safe environment for public interaction
- Provide potential economic opportunities
- A platform for family and social events

Interaction and Reconnection with Nature

- Preserve future generation's rights
- Develop an appreciation for natural systems

Sense of Pride

- Building relationships within the community
- A safer community
- A sense of ownership



Recreation



Bioretention



Wetland Design and Community Recreation



Vegetated Swales



Water Harvesting



Interactive Educational Center



Green Roof



Reused Material



Recycled Concrete



Public Gathering Spaces



Community Gardens



Habitat Preservation



Community Gardens and Solar Design



Photovoltaic Glass



Permeable Pavers

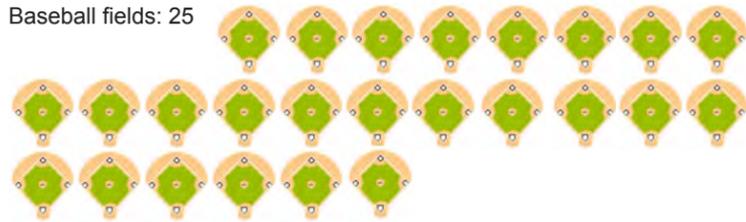
NATURAL RESOURCES AND SITE CONDITIONS ASSESSMENT

J. Summary Information

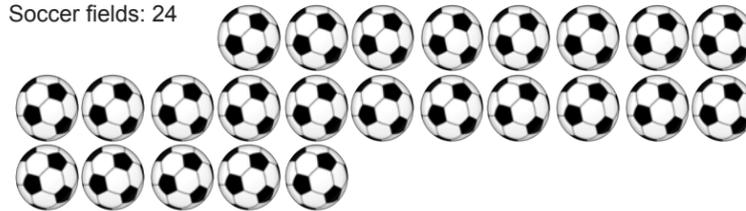
"Active uses included in the regional park system include tournament field complexes for softball, baseball and soccer. Multi-use open fields should also be provided. In addition to their on-site development, regional facilities should be connected to community and other facilities with a countywide trail system."

Total Amenities Needed:

Baseball fields: 25



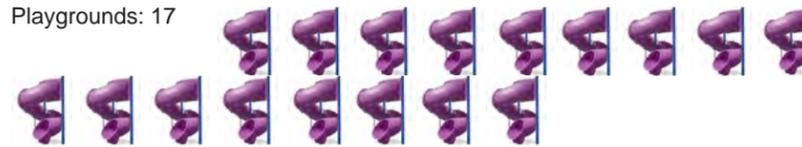
Soccer fields: 24



Softball fields: 21



Playgrounds: 17



"In focus group meetings with mothers of young children the need for at least two centrally located covered playgrounds was requested. Any new playgrounds should comply with ada requirements and provide play opportunities and experiences for a variety of ages."

Volleyball courts: 10



"The summary of inventoried facilities in kitsap county indicates a shortage of volleyball courts."

Off leash dog areas: 7



Disc golf course: 4



"There is currently one disc golf course in kitsap county, with a second in planning stages."

Nature/interpretive centers: 2



"Existing nature interpretive facilities in kitsap county facilities are privately owned and operated. A need has been consistently expressed for more such facilities."

Community centers: 1



"Kitsap county currently provides three of seven existing community centers in the county. The county cannot build new centers alone, but should partner with other agencies to develop new community centers."

Skateboard facilities: 2



Picnic shelters: 3



South Kitsap Regional Park needs Identification*:

"Regional parks are a major recreation facility type meeting many different demands and containing many different features, such as open space and trails, athletic facilities and community centers."

Softball fields: 4



Soccer fields: 4



Baseball fields: 2



Skateboard facilities: 1



Paintball Area: 1



Trails:



"Based on responses to the questionnaire survey, trail uses of walking for pleasure or exercise, bicycling and hiking, horesback riding, or jogging are the forms of recreation most commonly practiced by county residents."

Off leash dog areas:



*Information gathered from kitsap county parks recreation and open space plan, figure 4-a and figure 4-b. 06-29-2006

EXISTING CONDITIONS

Opportunities and Constraints Analysis



Existing Conditions (Intro)

When a newcomer or even seasoned user of SKRP visits, their impression of what the existing conditions on the ground might be better referred to as “existing chaos”. The visible disarray stems from a combination of several factors at work over time. The sporadic development of the park was clearly unplanned and random. Management of the park was somewhat lax. The now defunct park and recreation district was unable to make an adequate investment in park that would have paid for a higher quality and caliber of recreational facilities.

Existing and Established Uses

- A. Kitsap Live Steamers
- B. Ballfields
- C. Batting Cages
- D. Paintball
- E. BMX
- F. Horseshoe Association Courts
- G. Picnic and Playground Areas
- H. Forest Reserve



A. Kitsap Live Steamers

Since around 1990, Kitsap Live Steamers, a non-profit group of scale outdoor railroad enthusiasts, have operated a 7 1/2 inch gauge railroad at SKRP. The train cars are pulled by miniature steam locomotives that operate exactly as their prototypes did in the 19th and 20th centuries. This facility has given the community and the Puget Sound area a unique educational and recreational opportunity that is not otherwise available nearby. Over time, it has become one of the more popular and novel attractions at SKRP, averaging over 1000 riders on the days that it is open and running. Currently rides are given to park visitors on a donation basis, and are offered two Saturdays a month, generally from April through October.

The mainline track is over 3/4 of a mile long (4077 feet and additional 800 feet of siding track), crossing a 70' trestle and a 48' bridge as it winds its way through 10

acres of the parks forest reserve. Future plans call for another mile extension of the mainline track. The Live Steamers have established a very impressive operation that includes a covered passenger depot, a 20' turntable, and a secured train maintenance facility with fully equipped steaming bays (electricity, water and compressed air).



B. Ballfields

There are three existing baseball fields with a variable outfield dimension of between 250'-350'. Two of those ballfields are diagonally positioned across from the other and share a common outfield as a result. Presently, the ballfields are not lit. Supporting features (e.g. covered bleachers, dugouts, fencing and clubhouse) are either missing or in real need of improvement or replacement. Demand for use of the ballfields often exceeds their availability. Compounding this, is the ever-present demand for soccer fields (particularly all-weather) in the South Kitsap area. Seasonal scheduling conflicts and the present configuration of the existing ballfields limit the multi-purpose use of their outfields for soccer games.

Since being taken over by Kitsap County, the overall level of turf care and maintenance of the ballfields has been greatly increased, as have their appearance and playing quality.



C. Batting Cages

The batting cage concession arrived in SKRP in the mid-1990's and has been a welcome complement to the existing ballfields. The present location of the batting cages has a good relationship to and is in close proximity to the existing ballfields. Better signage and identification at the SE Lund Avenue entrance would increase both visibility and recognition of the batting cages to unknowing passerby.

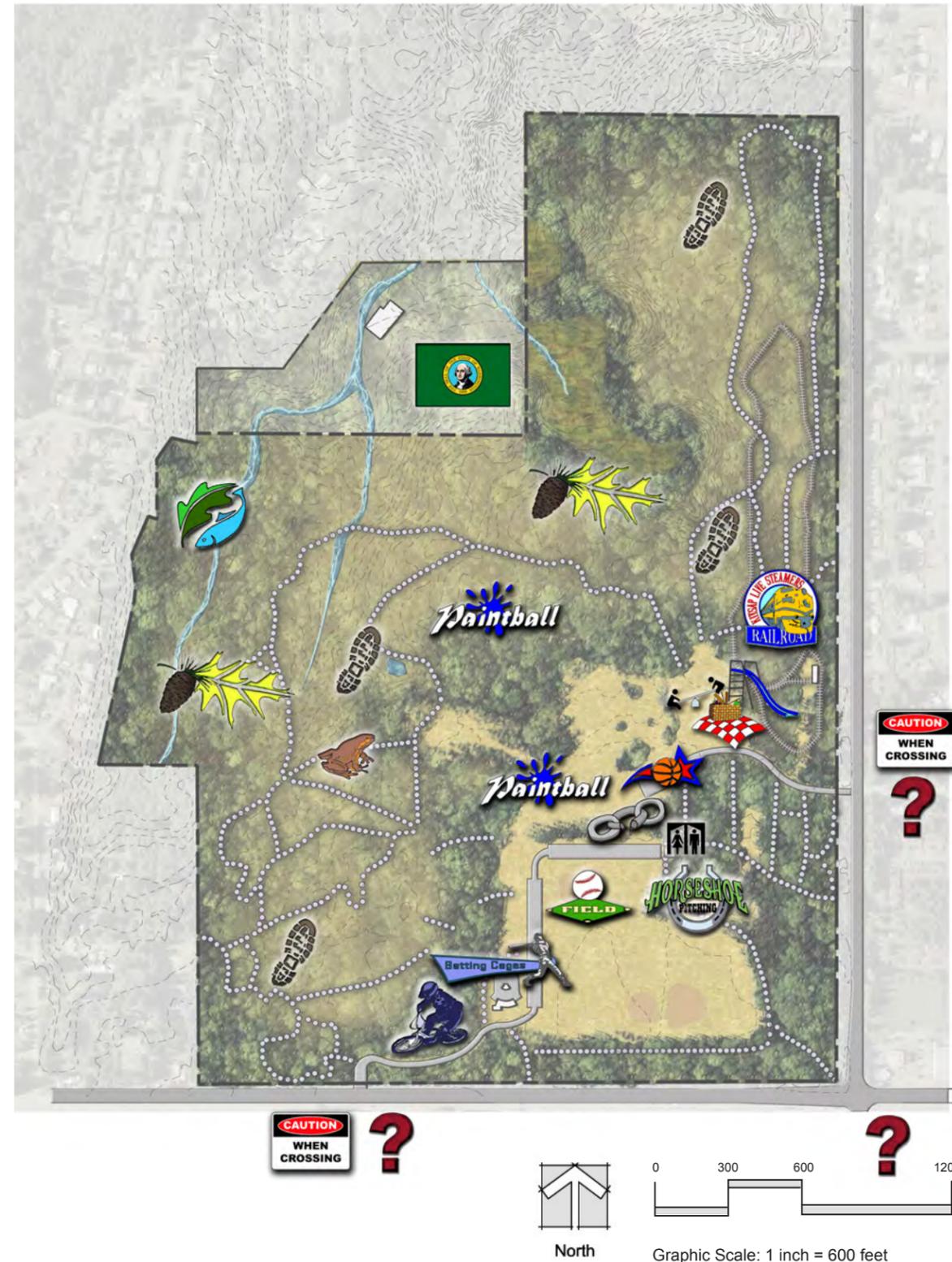


D. Paintball

The paintball concession has been situated in the park since the late 1990's. It is a specialized but popular

EXISTING CONDITIONS

Opportunities and Constraints Analysis



recreational “adventure sport” and is somewhat uncommon to find in a public park. The location of paintball operation and its “battleground” is somewhat obscured under the cover of the forest preserve it is situated in and next to. Public use has been sporadic, but mostly occurs on weekends from the late spring through early fall. The operational area and building (storage container) are somewhat shabby in appearance and could use some needed upgrading and attention.

The paintball concession may have some compatibility concerns with existing and proposed park uses. Options that should be considered are moving this activity to another spot more removed and conducive to its specialized nature within or complete outside of SKRP.



E. BMX

A Bicycle Motocross or BMX stunt and jump course occupies a prominent and visible location just inside from the SE Lund Ave. to SKRP. The construction of the course was never officially sanctioned or permitted. On any given day, riders on their modified bicycles can be seen jamming through the dirt emulating their motorcycle motocross heroes. BMX riding is fairly popular throughout the region as evidenced by three sizeable courses found in Seatac, Everett and Sumner. A better location and relationship for the BMX course to existing and proposed park uses should be considered. Upgrading the caliber of the BMX course for SKRP so it comes closer to matching the quality of already established ones in the region should be encouraged.



F. Horseshoe Association Courts

There has been no shortage of freewheeling, group-initiated recreational uses at SKRP. Another admirable example of this kind of resourcefulness is the tournament level horseshoe court area built and informally operated by the Kitsap Horseshoe Pitchers Association (Club). The nearly two dozen horseshoe courts are regulation caliber, and tournaments are regularly held there through the months of better weather. When there is no formal or organized use, the courts are available to the general public. Should the horseshoe

court area be better off in a new location within the park, consideration should be given to combining it with both “hard” (basketball) and “soft” (volleyball, bocce and croquet) courts, thereby creating a concentrated and larger “sports court” cluster.



G. Picnic and Playground Areas

Some of the better and more appealing structures found within SKRP are the rustic timber-pole picnic shelters. These shelters are located around the edge of an open lawn area closer to the Jackson Avenue SE entrance to the park. Within that lawn area is a playground area and structure that have used.

The rugged appearance of these smaller picnic shelters should be considered as one possible architectural theme that future and associated park structures could emulate. A larger, more centralized picnic shelter with accommodations and conveniences (e.g. larger barbeques, fireplaces, serving tables, sinks) should be considered. The existing playground area is insufficient in both size and attractiveness. It should be replaced with a much larger one, so more creative, adventurous and just fun play experiences can happen.

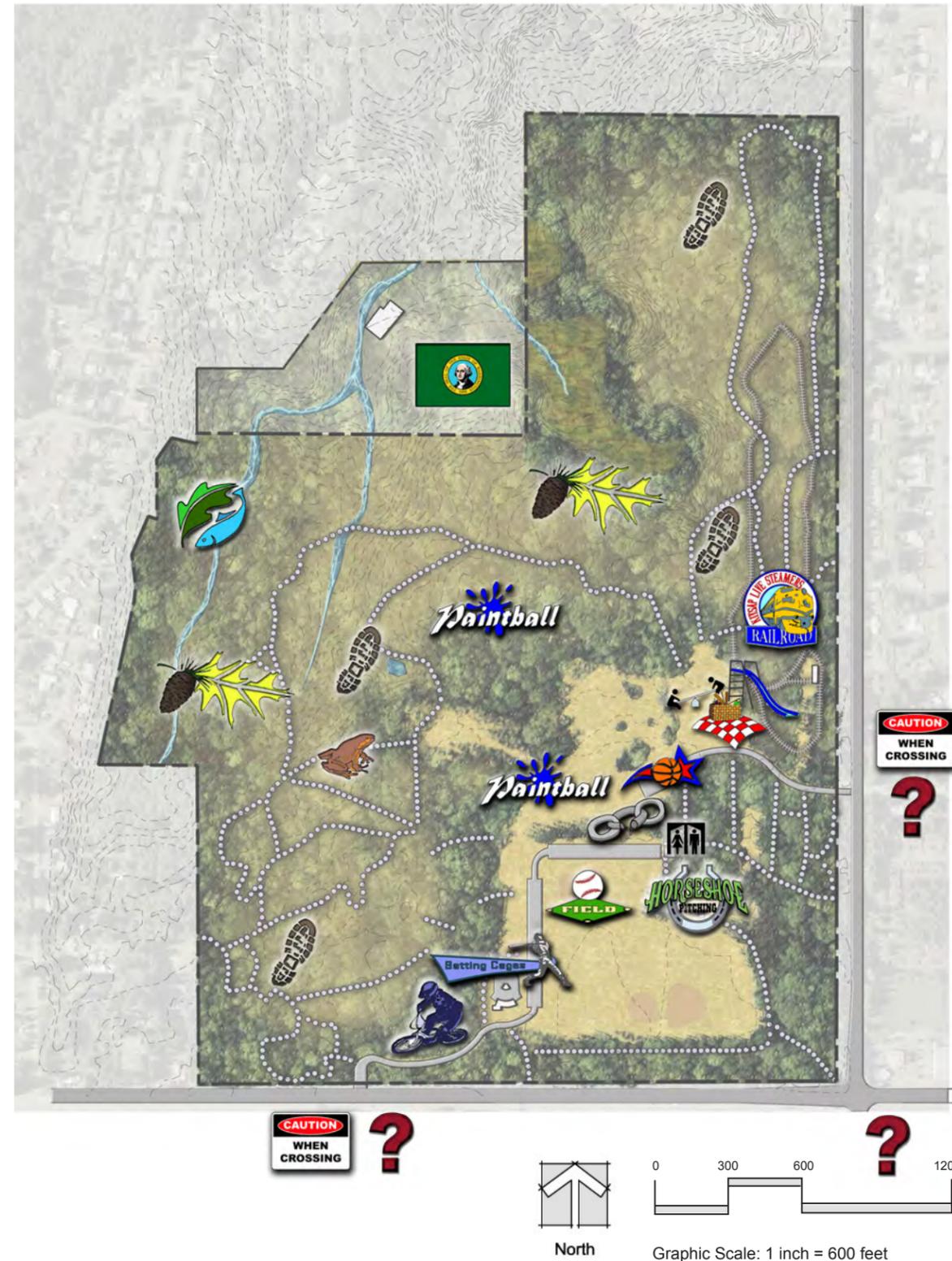


H. Forest Reserve

For a lot of visitors to SKRP, their experience is limited to the developed “flatlands” of where most of recreational fields and other facilities are located. Those visitors miss out on the fact that nearly two-thirds of SKRP (160 acres) remains covered in mostly intact mixed coniferous forest and deciduous woodlands would be overlooked. As a part of this master plan, the forest and woodlands was surveyed (Existing Forestry Assessment Chapter 6) to determine its present condition and state of health. This will provide a suitable informational background to base broad recommendations of future vegetation management plan for the forest reserve.

EXISTING CONDITIONS

Opportunities and Constraints Analysis



Access and Circulation

- A. Where is this Place?
- B. Circulation- Getting to and NOT through the Park
- C. Pedestrian Safety and Access Concerns to the Park
- D. A Walk in the Park



A. Where is this Place ?

Someone in search of SKRP for their first time, might actually miss it. The existing entrances off of SE Lund Avenue and Jackson Avenue SE are rather obscure and poorly defined. With noticeable exception of an entry gate, The SE Lund Avenue entrance is nearly blank. While having at least an entry sign identifying the park, the entrance off of Jackson Avenue SE is not much better off, since the sign is slightly setback from the street and not visually prominent.

Both access points could benefit from a well-composed and eye-catching entrance statement including better park monumentation, signage, lighting and complementary plantings.



B. Circulation - Getting to and NOT through the Park

At present, from either entrance into SKRP, one cannot get through to the other. The internal park access road and the parking areas it passes through are blocked and divided by an oversized concrete slab, that at one time, was a surface for court sports (presumably basket and volleyball). The current alignment of the park access road is a peculiar sequence of narrow-radius curves and long straightaways (co-shared with perpendicular head-in parking).

Consideration should be given to not only reconnecting the internal park access road, but also to its realignment for a more pleasant passage through the park. Separation of parking lots should also be examined to minimize conflicts and allow a smoother flow of vehicles along the park access road.



C. Pedestrian Safety and Access Concerns to the Park

For now, that is a bit of a problem if your on foot or on a bike. There are no shared pedestrian or bicycle pathways bordering the park along either SE Lund Avenue or Jackson Avenue SE. Both streets carry a lot of vehicular traffic (they are classified as arterials) and their intersection with the park's interior access road which have no crosswalks, signals or night lighting. Currently, the only safe and controlled way to cross either of these streets is at their common intersection. There has been at least one pedestrian fatality involving an individual attempting to cross Jackson Ave SE in order to get to the park. Ample width (both within the road right-of-way (R.O.W) and the park itself) along SE Lund Avenue park frontage is provided to accommodate a full-length, hard-surfaced shared pathway. Along Jackson Avenue SE park frontage, an existing open stormwater ditch would force the same kind of full-length pathway into the park itself.



D. A Walk in the Park

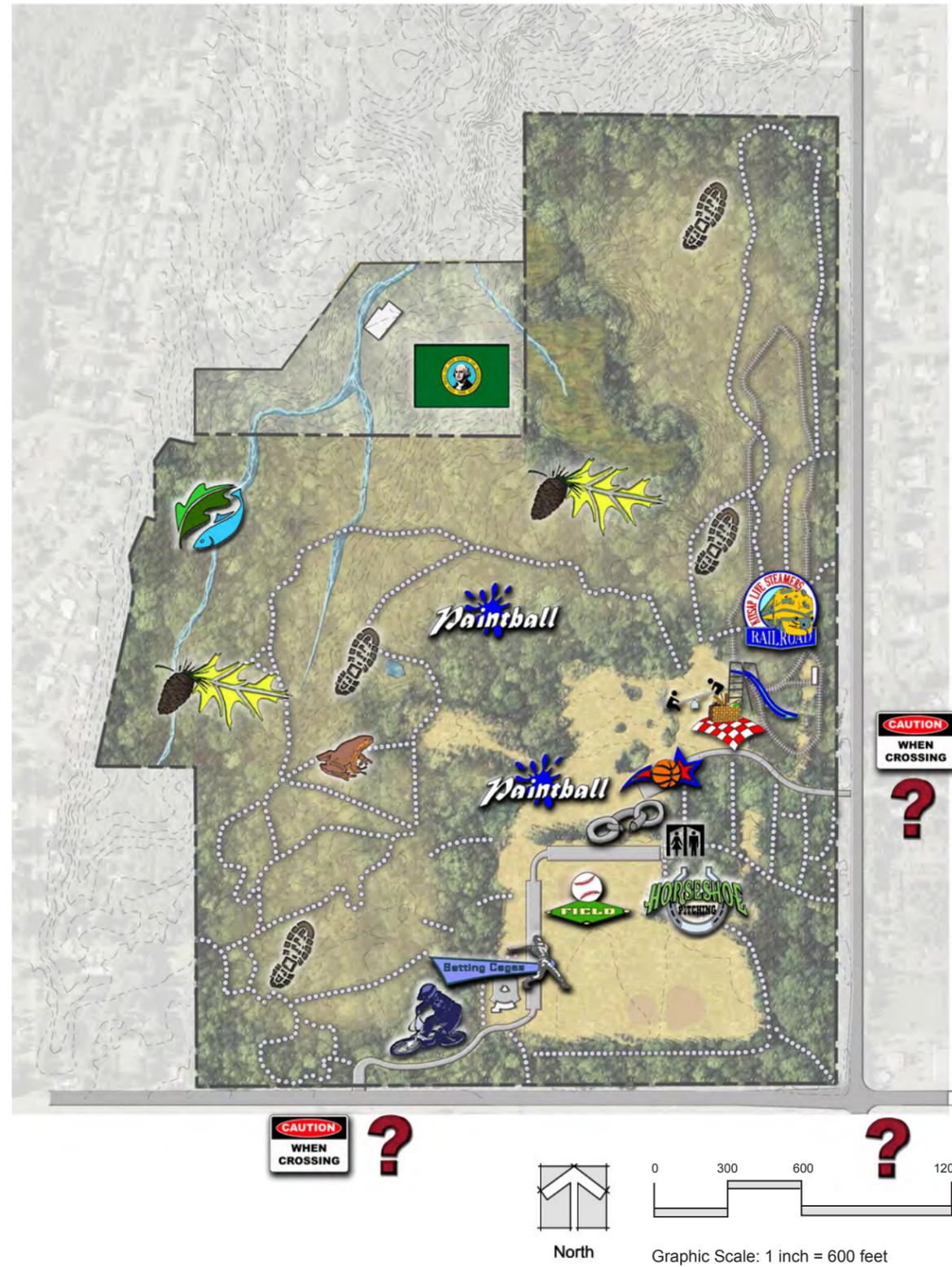
Once your off the paved streets and roads leading into the park, walking around can be a fairly pleasant experience, if one knows where they are going. Presently, the park is graced with over two miles of unpaved trails that wind their way mostly through the forest reserve. These trails are very popular and get frequent use from a variety of individuals including hikers, joggers, recreational walkers, nature lovers, dog owners and their faithful companions. Some segments of these trails within the forest reserve could have an environmental/interpretive emphasis. These two miles or more of trail were randomly blazed over time and apparently without much forethought.

Longer and shorter portions of the trail are redundant, disconnected and just confusing to find one's way through. A better trail designation, directional and marking "wayfinding" system is clearly needed.

In the "developed" part of the park, existing trails are in need of more than just routine maintenance. Widening, greater accessibility, selective clearing of vegetation, surface drainage improvements, rerouting/closure and

EXISTING CONDITIONS

Opportunities and Constraints Analysis



separation of different trails uses (e.g. walkers from bicyclists) are all considerations that, taken together, would greatly improve and make these trails even more popular than they already are.

Water Runs Through It- Creeks, Ponds and Wetlands

Fed by four other tributaries, Karcher Creek is the main watershed drainage through SKRP. Significant riparian and wetland areas fringe the tributaries and Creek. As testimony to a former time when Karcher Creek was a more healthy and productive watercourse. A former fish hatchery operation and structure remains along the creek.

The former hatchery is situated on a 15 acre parcel of property, owned by the State of Washington, immediately north and west of SKRP. Little is known about when the hatchery was in operation, for how long and what kind of fish were raised and released from it. At present, its disposition is also unknown. It contains valuable natural habitat and a significant reach of Karcher Creek. Cooperative use and limited public access (e.g. hiking trails) of this property should be explored further by Kitsap County and the State of Washington.

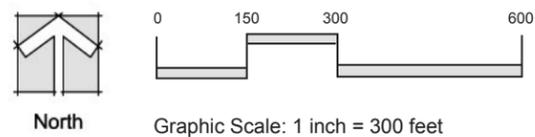
An added aquatic bonus is the presence of a small, naturally-occurring pond located in the park that is home to amphibious life such as red-legged frogs and newts.

EXISTING CONDITIONS

A Visual Summary Enlargement 1



Key Map N.T.S

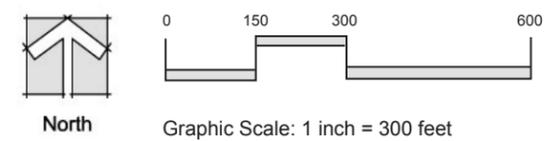


EXISTING CONDITIONS

A Visual Summary Enlargement 2



Key Map N.T.S



EXISTING CONDITIONS

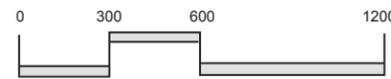
Preferred Intensity Mapping Exercise - Public Meeting #3



Sample of Park Element Chip Mapping



North



Graphic Scale: 1 inch = 600 feet

Picking up where the first two public meetings in October and November 2007 left off, over 100 community members convened for public meeting #3 on June 11, 2008.

There was a discussion led by the consultant team about the Park's characteristics and needs. Attendees then broke into ten groups. Each group received packets of chips representing potential park features previously suggested by community members in interviews with the consultant team.

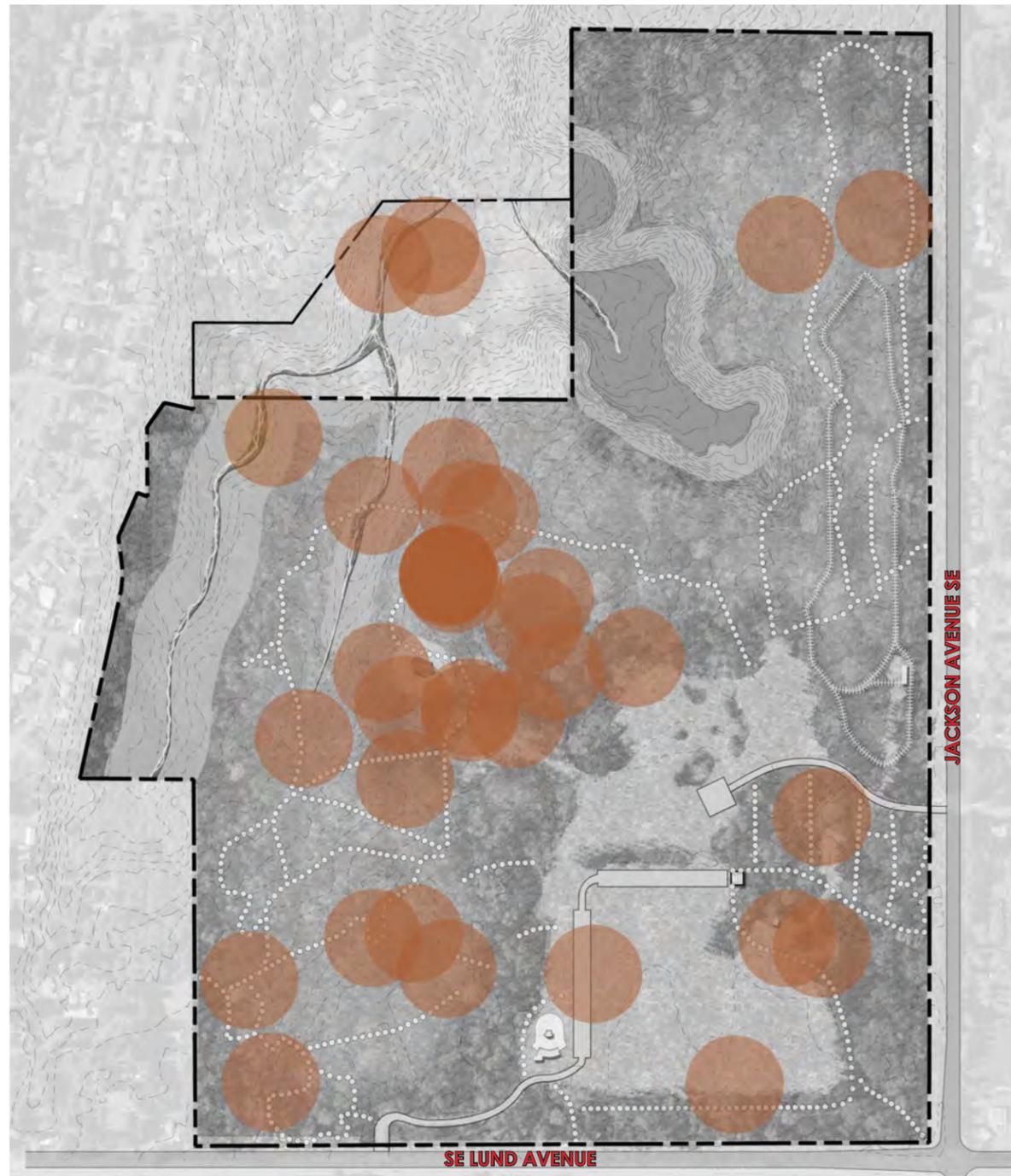
The ten groups were given three charges:

1. Create a list of Principles to guide the park's future development
2. Arrange the chips on a park map as if there were no boundary or other constraints
3. Create no more map of the park with chips assuming budgetary or other potential constraints

The evening's conclusion was a summary from each group about their planning Principles and their maps showing "no constraints" and "with constraints" arrangements of chips. These results were used to develop summary planning Principles as well as three alternative concepts for the park's future presented at Public Meeting #4 on July 16, 2009.

EXISTING CONDITIONS

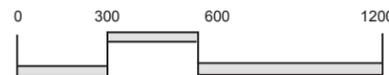
Preferred Intensity Mapping - Built Environment



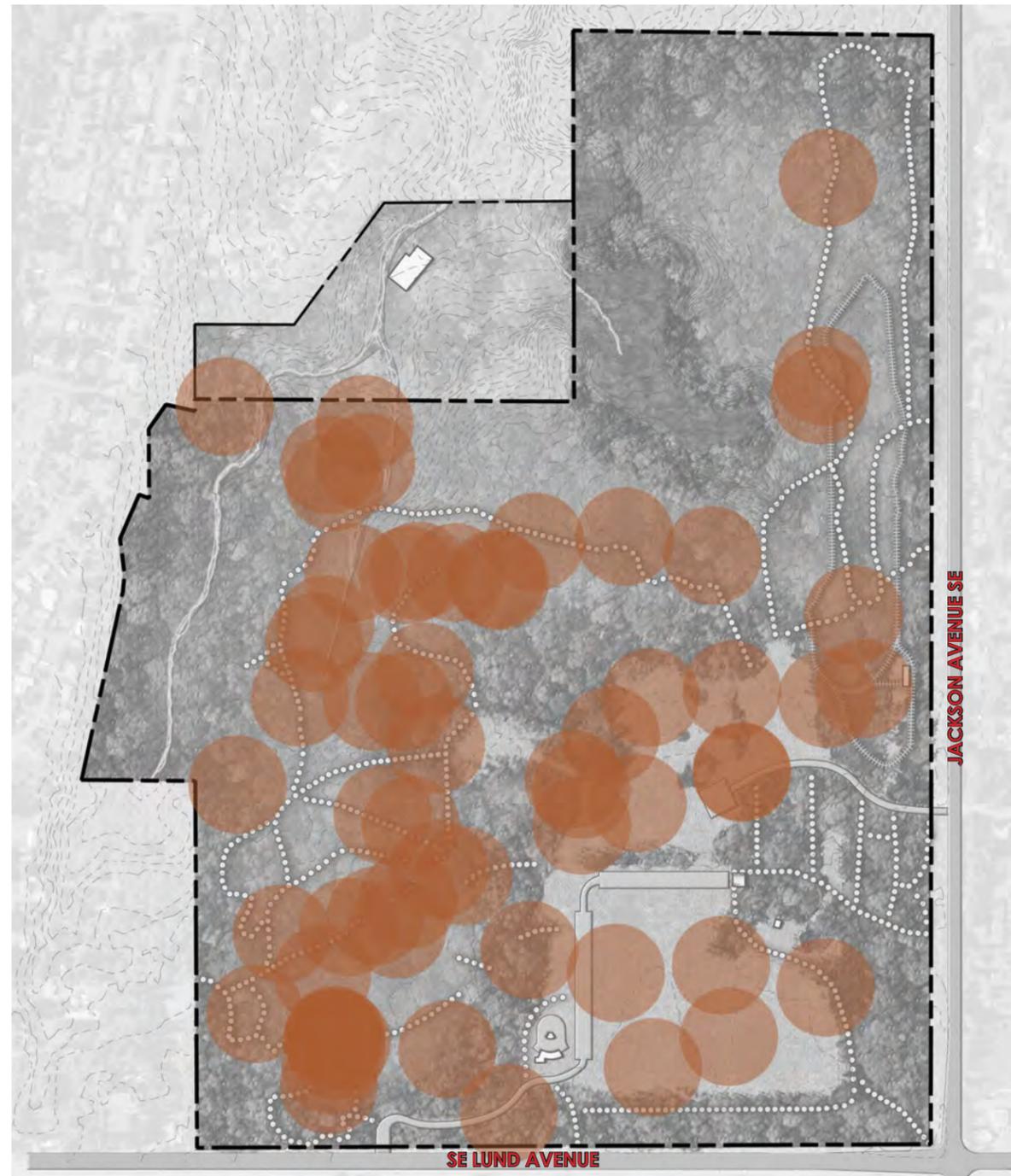
Constrained



North



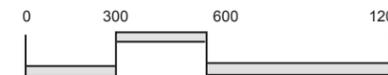
Graphic Scale: 1 inch = 600 feet



Unconstrained



North



Graphic Scale: 1 inch = 600 feet

Built Environment Consists of the Following:

- MAINTENANCE FACILITY
- MOBILE SKATE & BIKE REPAIR SHOP
- MEETING SPACE
- COMMUNITY CENTER
- EMERGENCY SHELTER
- CONCESSION STAND/ KITCHEN
- CLUB HOUSE
- SHERIFF OUTPOST
- FAMILY FUN CENTER
- STORAGE FACILITY
- OUTDOOR EVENT SPACE

LEGEND

-  Less Preferred
-  -
-  More Preferred

EXISTING CONDITIONS

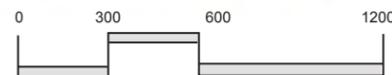
Preferred Intensity Mapping - Recreation



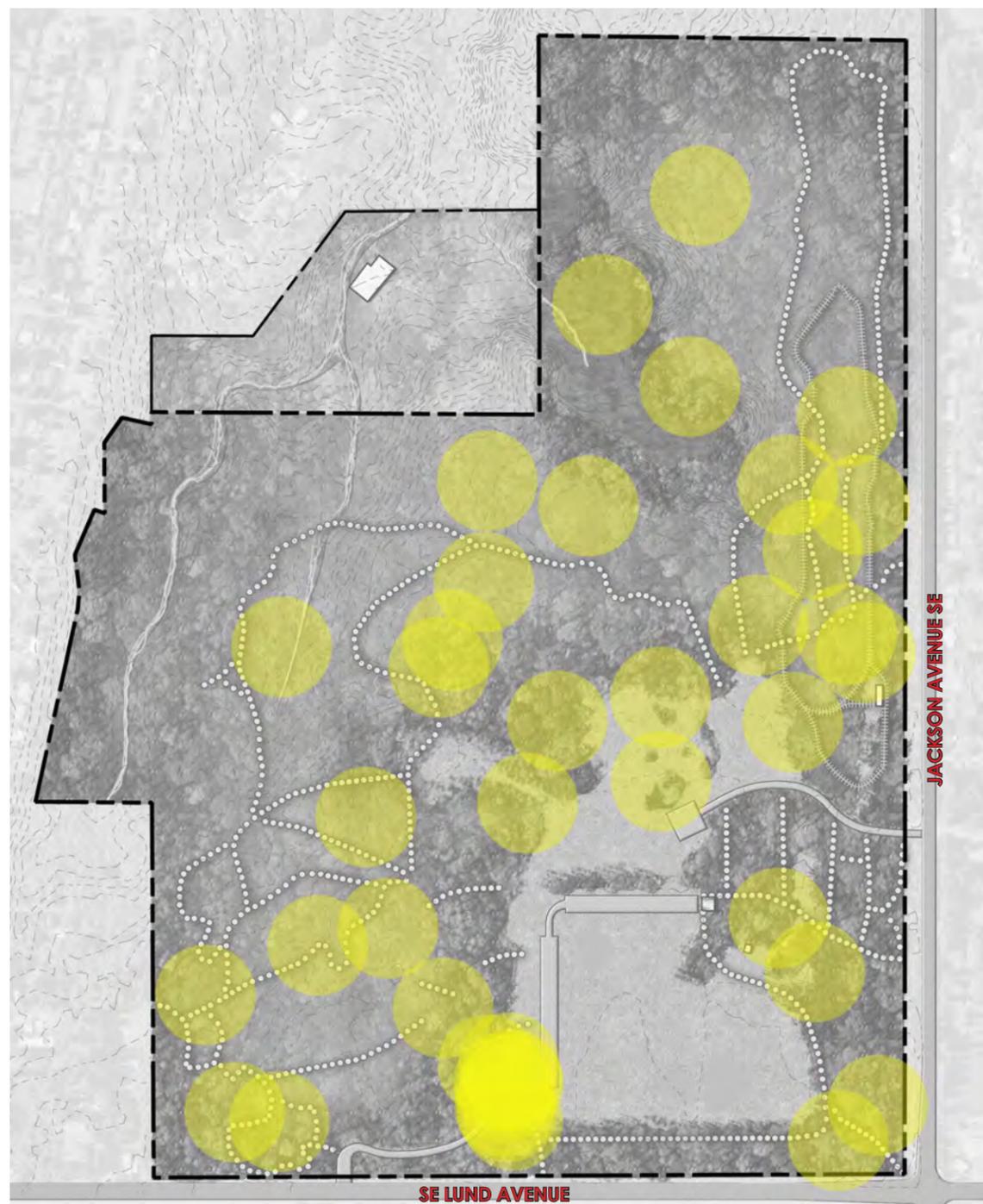
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North



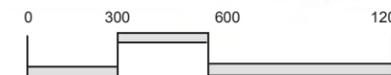
Graphic Scale: 1 inch = 600 feet



Unconstrained



North



Graphic Scale: 1 inch = 600 feet

Recreation Consists of the Following:

- HORSE TRAILS
- LIVE STEAMERS TRACKS
- PAINTBALL FIELD
- SPOOL BALL FIELD
- SKATE PARK
- PUTT-PUTT GOLF
- BATTING CAGES
- AQUATIC CENTER

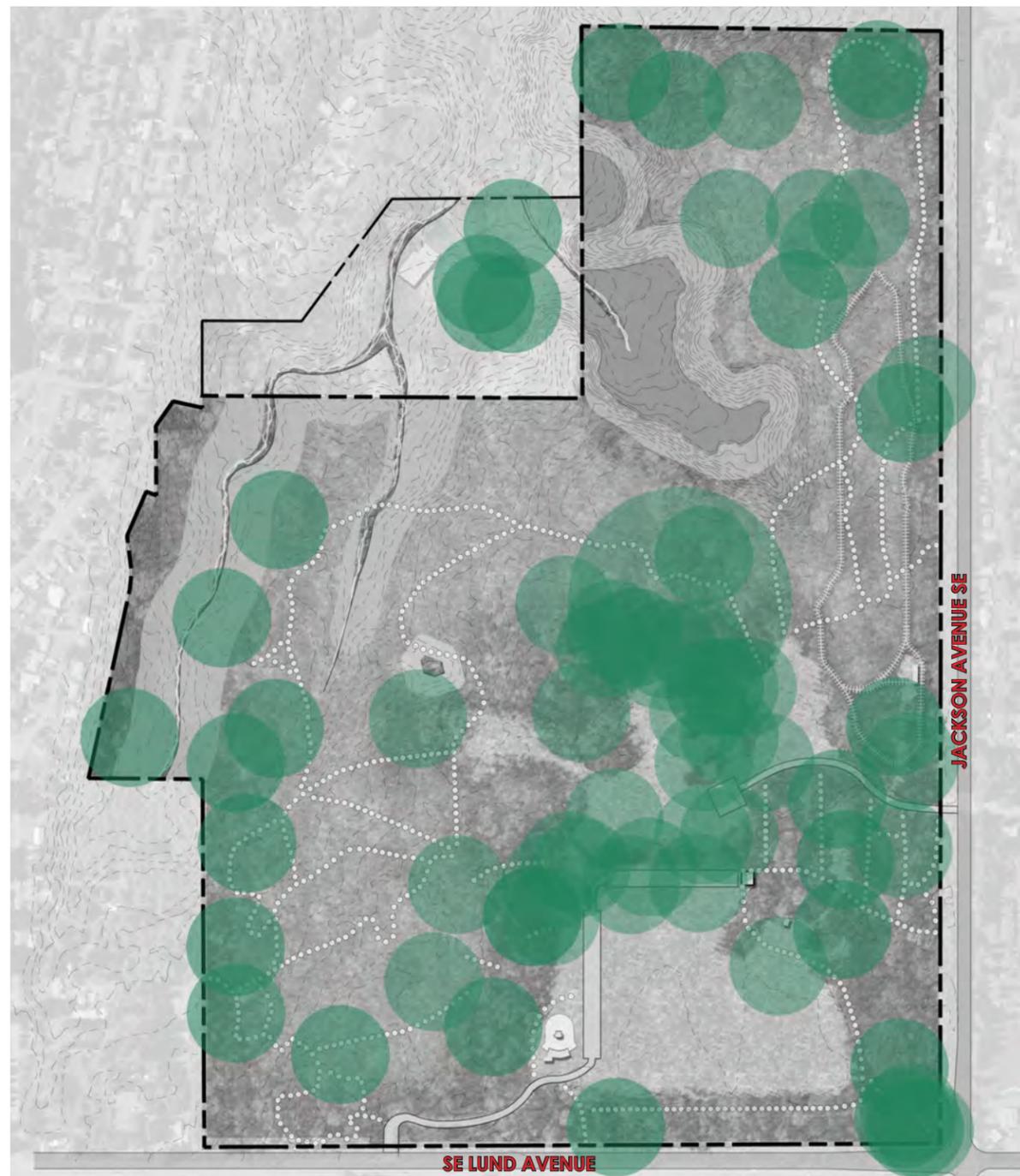
LEGEND

-  Less Preferred
- 
-  More Preferred
- 



EXISTING CONDITIONS

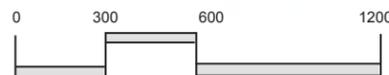
Preferred Intensity Mapping - Park Amenities



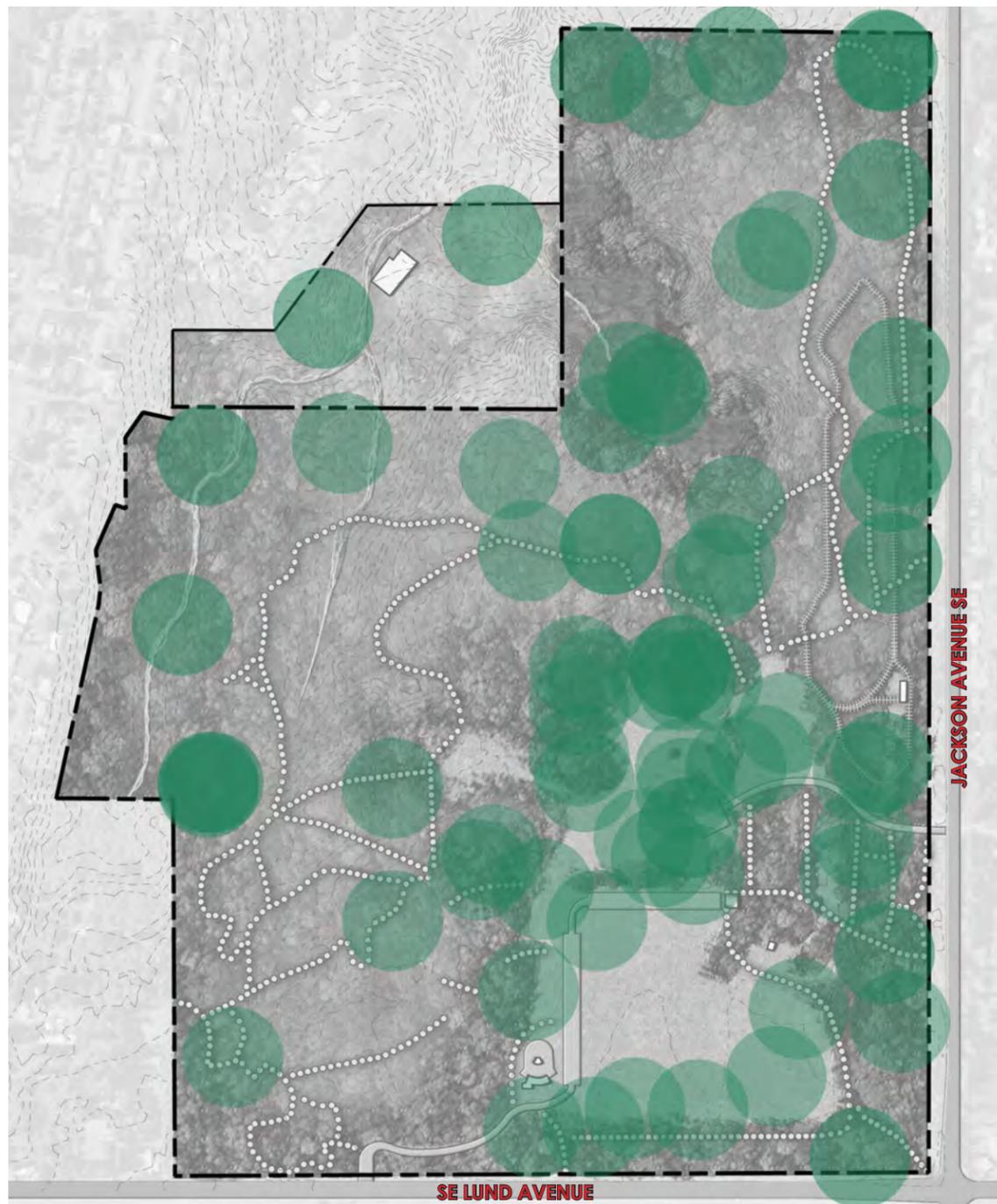
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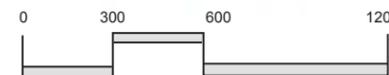
Graphic Scale: 1 inch = 600 feet



Unconstrained



North



Graphic Scale: 1 inch = 600 feet

Park Amenities Consists of the Following:

- PERIMETER WALKING PATH
- MULTI-USE TRAIL
- BATHROOMS
- PARKING
- WATER FEATURE
- PICNIC AREA
- LIGHTING
- PLAYGROUND
- BBQ PITS
- RV HOOKUPS

LEGEND

-  Less Preferred
- 
-  More Preferred

EXISTING CONDITIONS

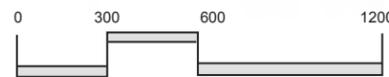
Preferred Intensity Mapping - Education



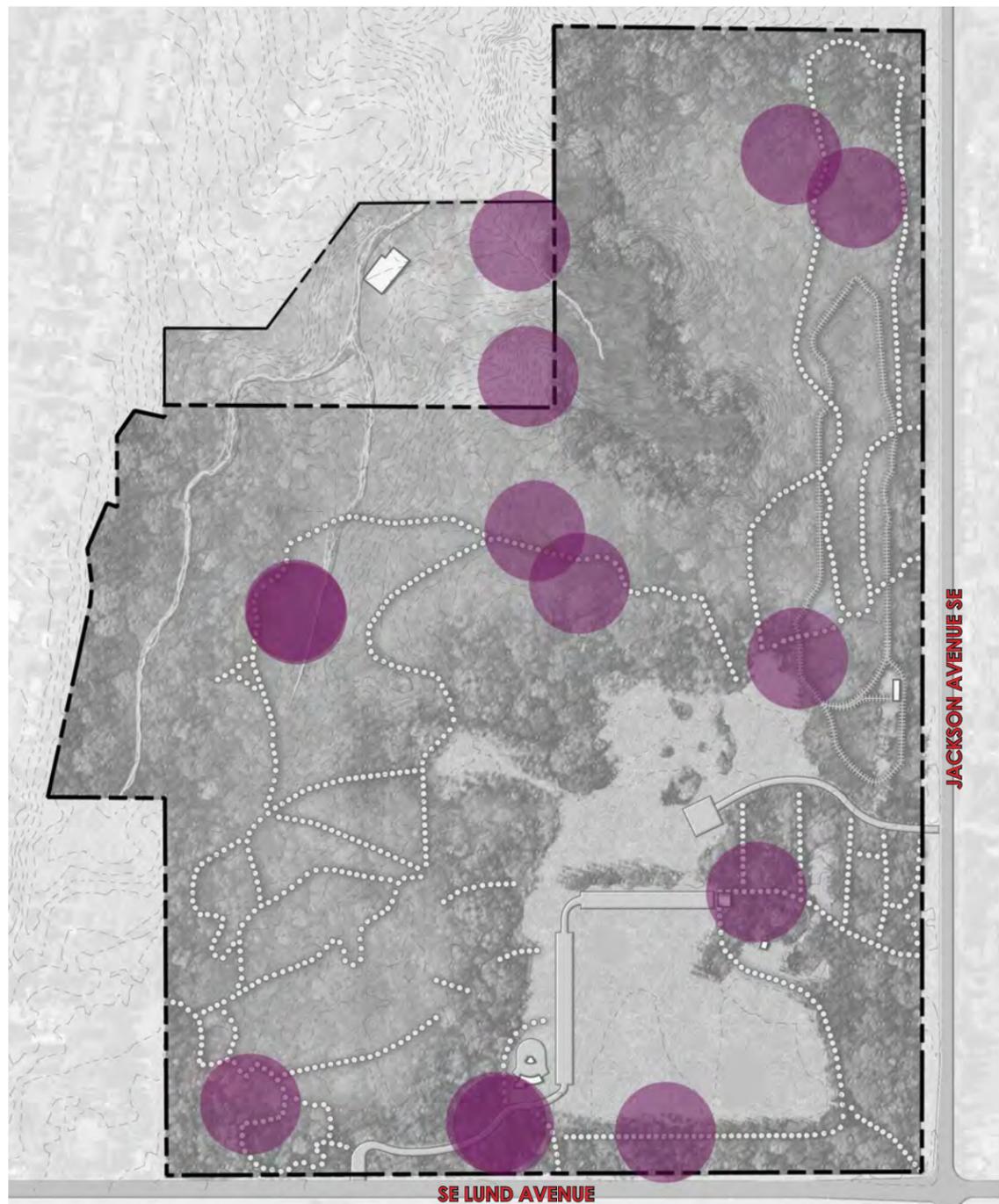
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North



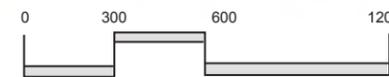
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Unconstrained



North



Graphic Scale: 1 inch = 600 feet

Education Consists of the Following:

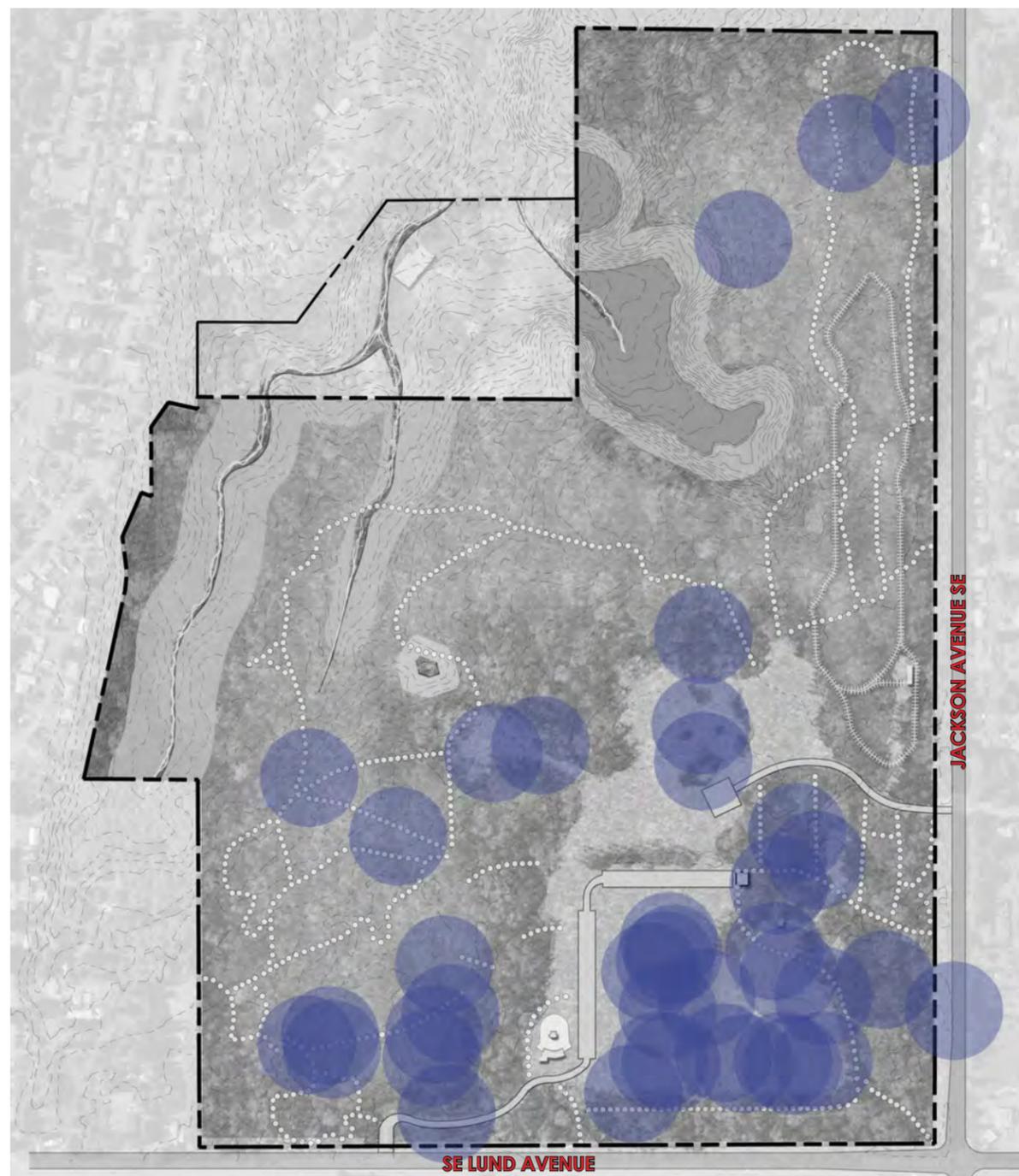
- COMMUNITY GARDENS
- ENVIRONMENTAL CENTER

LEGEND

-  Less Preferred
-  More Preferred

EXISTING CONDITIONS

Preferred Intensity Mapping - Organized Sports



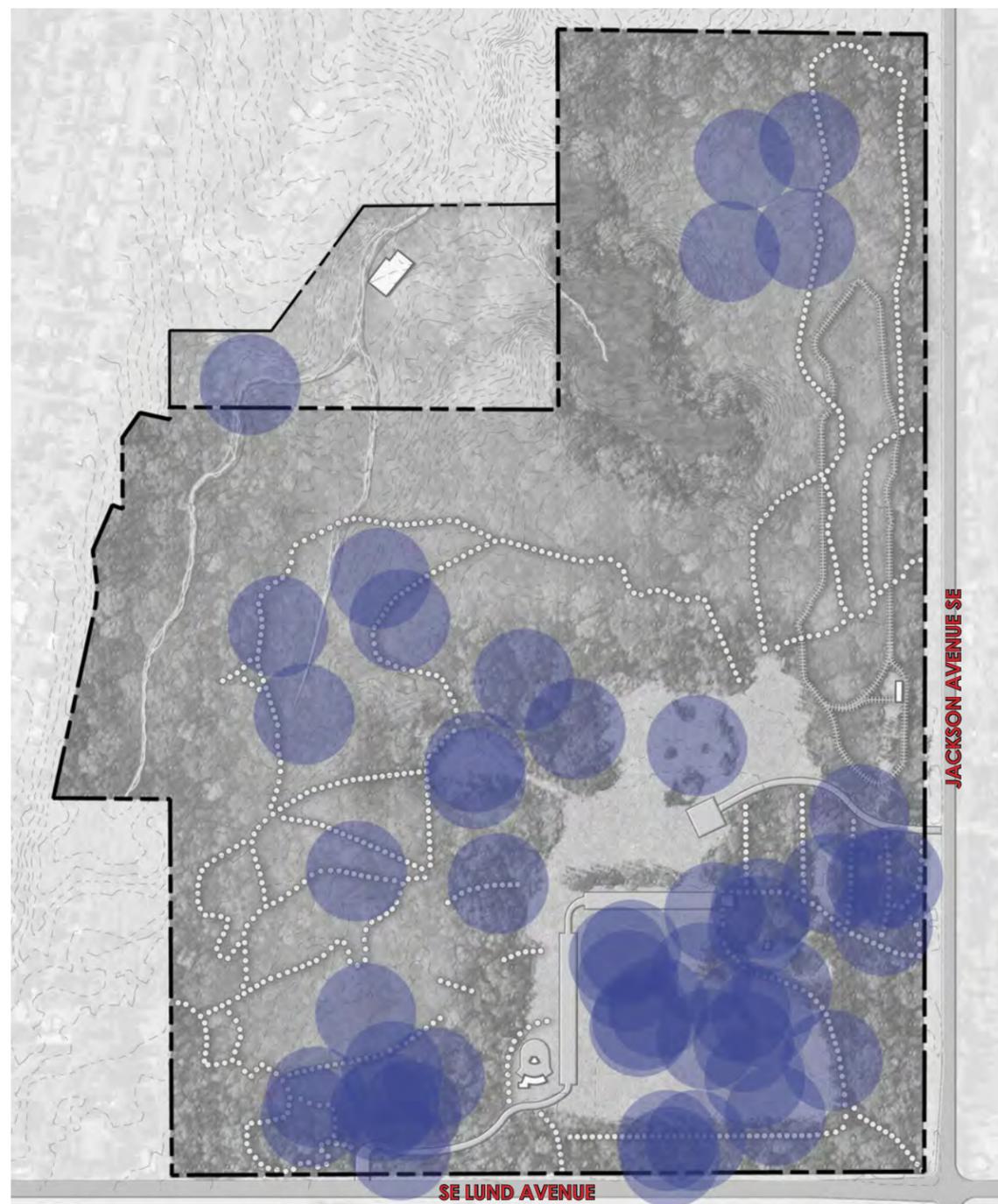
Constrained



North



Graphic Scale: 1 inch = 600 feet



Unconstrained



North



Graphic Scale: 1 inch = 600 feet

Organized Sports Consists of the Following:

- SOCCER FIELDS
- SOFTBALL FIELDS
- BASEBALL FIELDS
- BMX RACETRACK
- BMX JUMP AREA
- TENNIS CENTER
- HORSESHOE PITS

LEGEND

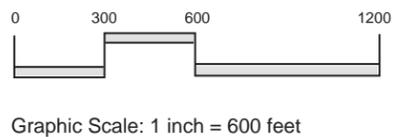
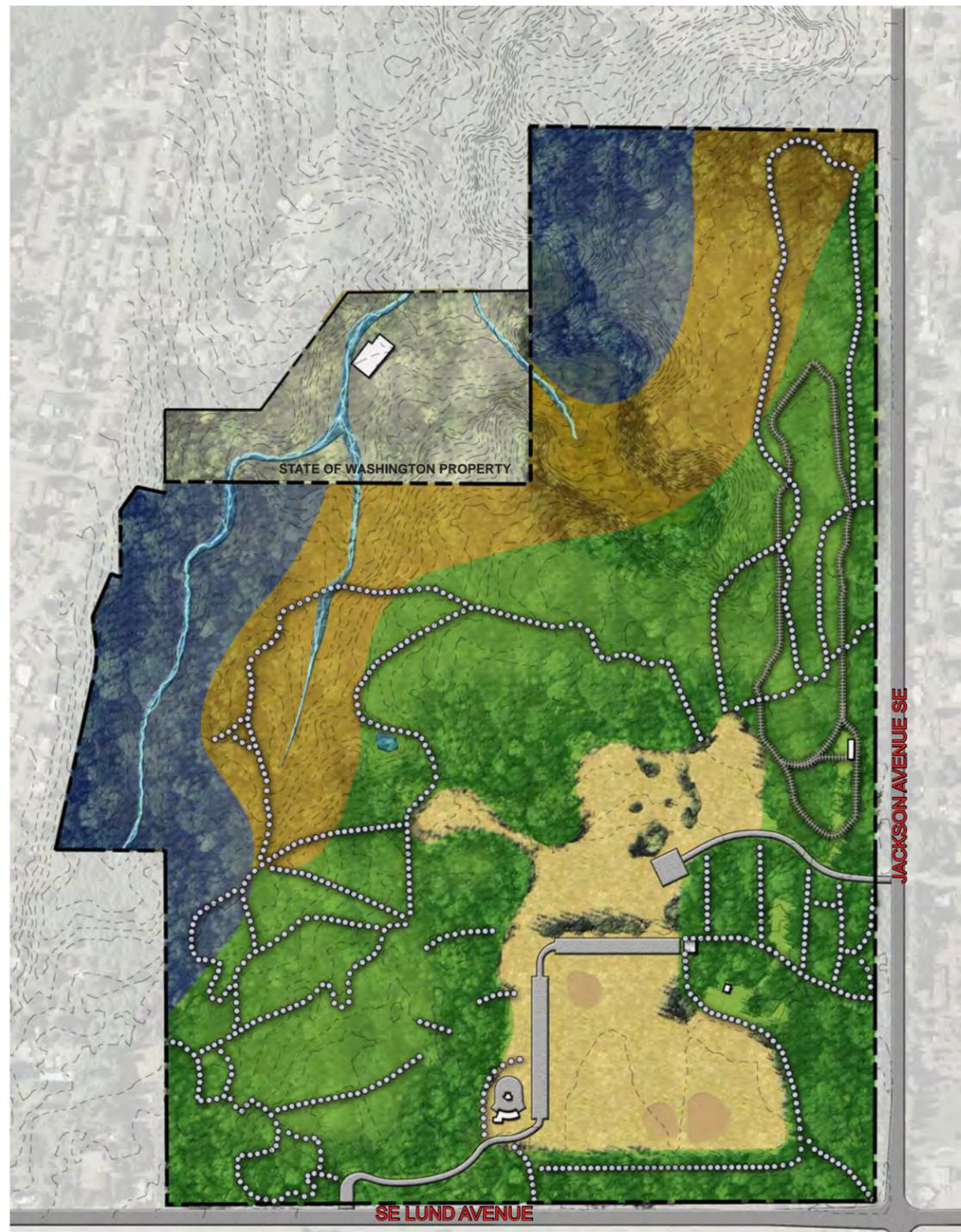
-  Less Preferred
-  More Preferred

EXISTING CONDITIONS
Frequency Matrix

		RECREATION								ORGANIZED SPORTS						PARK AMENITIES						BUILT ENVIRONMENT						EDUCATION													
		HORSE TRAILS	LIVE STEAMERS TRACKS	PAINTBALL FIELD	SPOOL BALL FIELD	SKATE PARK	PUTT-PUTT GOLF	BATTING CAGES	AQUATIC CENTER	SOCCER FIELDS	SOFTBALL FIELDS	BASEBALL FIELDS	BMX RACETRACK	BMX JUMP AREA	TENNIS CENTER	HORSESHOE PITS	PERIMETER WALKING PATH	MULTI-USE TRAIL	BATHROOMS	PARKING	WATER FEATURE	PICNIC AREA	LIGHTING	PLAYGROUND	BBQ PITS	RV HOOKUPS	MAINTENANCE FACILITY	MOBILE SKATE & BIKE REPAIR SHOP	MEETING SPACE	COMMUNITY CENTER	EMERGENCY SHELTER	CONCESSION STAND/KITCHEN	CLUB HOUSE	SHERIFF OUTPOST	FAMILY FUN CENTER	STORAGE FACILITY	OUTDOOR EVENT SPACE	COMMUNITY GARDENS	ENVIRONMENTAL CENTER		
GROUP 1	CONSTRAINED	X	X	X	X	X	X	X		X	X	X			X	X	X	X	X	X	X	X	X	X														X	X		
	UNCONSTRAINED																																								
GROUP 2	CONSTRAINED		X	X		X		X			X		X		X	X	X	X	X	X		X	X		X						X					X					
	UNCONSTRAINED		X	X		X		X		X	X	X	X	X		X	X	X	X	X	X		X	X		X					X	X		X	X	X					
GROUP 3	CONSTRAINED		X	X		X		X	X	X	X	X	X		X	X	X	X	X	X	X	X	X		X			X	X	X						X	X	X	X	X	
	UNCONSTRAINED		X	X		X		X	X	X	X	X	X	X		X	X	X	X	X	X	X	X		X	X		X	X	X						X	X	X	X	X	
GROUP 4	CONSTRAINED																																								
	UNCONSTRAINED	X	X	X		X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X								X	X		
GROUP 5	CONSTRAINED			X	X	X	X			X	X	X	X			X	X	X	X	X							X				X									X	
	UNCONSTRAINED																																								
GROUP 6	CONSTRAINED	X	X	X		X		X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X			X	X	X	X	X		X	X	X	X	X	X	
	UNCONSTRAINED		X	X		X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X			X	X	X	X	X		X	X	X	X	X	X
GROUP 7	CONSTRAINED																																								
	UNCONSTRAINED		X	X		X	X	X		X	X	X	X	X		X	X	X	X	X	X		X	X		X			X	X	X	X	X	X	X	X	X			X	
GROUP 8	CONSTRAINED																																								
	UNCONSTRAINED		X	X		X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
GROUP 9	CONSTRAINED		X	X	X	X		X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X			X	X											
	UNCONSTRAINED	X	X	X	X	X		X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	
GROUP 10	CONSTRAINED		X	X		X		X	X	X	X		X			X	X	X	X	X	X	X	X		X			X	X	X							X	X	X		
	UNCONSTRAINED		X	X		X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
CONSTRAINED TOTAL		2	6	7	3	7	2	6	1	6	7	6	6	5	3	5	6	7	7	7	4	7	7	6	6	4	5	1	3	4	2	6	3	2	1	4	3	5	6		
UNCONSTRAINED TOTAL		2	8	8	1	8	3	8	4	8	7	7	8	8	4	8	7	7	8	7	4	8	8	7	5	3	7	5	7	7	3	7	6	5	5	6	4	6	7		

1 2 3 4 5 6
7 8 9 10 11 12

EXISTING FORESTRY ASSESSMENT



LEGEND

	TYPE 1
	
Red Alder <i>Alnus rubra</i>	
	
Bigleaf Maple <i>Acer macrophyllum</i>	
	
Western Red Cedar <i>Thuja plicata</i>	
	TYPE 2
	
Western Hemlock <i>Tsuga heterophylla</i>	
Red Alder <i>Alnus rubra</i>	
Bigleaf Maple <i>Acer macrophyllum</i>	
Western Red Cedar <i>Thuja plicata</i>	
	
Douglas Fir <i>Pseudotsuga menziesii</i>	
	TYPE 3
	
Western White Pine <i>Pinus monticola</i>	
Bigleaf Maple <i>Acer macrophyllum</i>	
Douglas Fir <i>Pseudotsuga menziesii</i>	
Western Hemlock <i>Tsuga heterophylla</i>	

VEGETATION MANAGEMENT PLAN (VMP)

1. INTRODUCTION

As part of the South Kitsap Regional Park final Master Plan Report this Vegetation Management Plan (VMP) presents findings and management recommendations for the developed and undeveloped areas containing forest cover within the 200-acre park.

1.1 A Regional Treasure

This remnant forest tract is a highly valued landscape considering the urbanized area surrounding it. It offers a wide variety of benefits: providing stable vegetative cover and erosion protection, carbon sequestration, providing wildlife habitat, protecting water quality, aesthetic and recreational enjoyment for park visitors and neighbors.

The purpose of this plan is to present the assessed forest cover types and condition. Furthermore, offer recommendations as to improving and/or maintaining the current forest ecosystem for the identified areas.

2. GOALS AND OBJECTIVES

The goals and objectives of this VMP for South Kitsap Regional Park have been derived from staff and citizen inputs as well as from several public meetings. This information along with a comprehensive forest resource assessment and conditions report has been reviewed for developing the following goals and objectives for park vegetation management.

The following goals were identified for the VMP:

- Provide recreational and educational opportunities within the park's forested area
- Manage forested area to restore and maintain native habitats and health
- Improve trail safety related to hazard trees
- Monitor developed land and forest edge interface
- Protect trees during the park's development
- Control of non-native vegetation

3. RESOURCE DESCRIPTION

3.1 Overall Forest Description

Currently the various forest cover types are either remnant second growth conifer stands of the Western Hemlock *Tsuga heterophylla* forest type or reforested and intensively managed for Douglas-fir (*Pseudotsuga menziesii*) production as part of an agriculture-forestry

application. The *Tsuga* forest type can be more specifically described as a Puget Trough Lowland Forest – dominated primarily by Douglas-fir and Western Hemlock. Additional species of trees associated with this forest type or occurrence are Western red cedar (*Thuja plicata*), Western White Pine (*Pinus monticola*), Bigleaf maple (*Acer macrophyllum*), Red alder (*Alnus rubra*), Black cottonwood (*Populus balsamifera* ssp. *Trichocarpa*), Bitter cherry (*Prunus emarginata*), and Pacific madrone (*Arbutus menziesii*).

The park's forest makeup can be described as having predictable patterns of stand development occurring in natural landscapes. These have been described in most general form as single cohort or multiple cohort patterns depending on intervening disturbances during the development period.

The *single cohort* stand development goes through four stages: the stand initiation or establishment phase; the stem exclusion or thinning stage; the understory re-initiation or transition stage; and the old-growth or steady-state stage (Oliver and Larson 1990; Peet and Christensen 1987). In very large forest remnants, such stages may be allowed to occur through natural succession.

The second major stand development sequence is the *multiple cohort* pattern, where several age classes coexist over a small area. In natural stands, this has been caused by disturbance opening up gaps in the forest while leaving a substantial component of the existing age classes. Fire and wind have been responsible for historical multiple cohort stand development patterns on the landscapes that become forest remnants.

Most remnant forest patches, whether they begin with a single or a multiple cohort structure, will eventually become multiple cohort stands because of increased edge, recreational use, disease and insect infestations, disturbance by wind or human-caused fire and maintenance.

3.2 Stand Delineation

Property boundaries and stands were delineated from aerial photographs. Stand boundaries were drawn where forest canopy or species composition changed dramatically: along drainages, fence lines, roads, property boundaries, water, and other features.

Furthermore, additional indications of disease, insect, mortality, erosion, and grade disturbances were noted as potential delineation factors.

The forest cover types are used to group the stands for analysis and development of potential management recommendations.

There are 3 main forest cover types within the park area:

Type I. Red Alder, Big Leaf Maple and Western Red Cedar

Type II. Mixed Deciduous and Coniferous – Douglas Fir & Big Leaf Maple

Type III. Douglas Fir & Western Hemlock

Please reference Existing Forestry Assessment Map in Chapter 6.

3.2.1 Plot Sample Selection

Collecting forest vegetation data consisted of Representative Sampling plots. A total of 19 data plots were taken throughout the park. Each forest cover type had a different number of data plots taken due to acreage, forest canopy and tree species composition.

Representative Sampling was chosen for collecting information that recognized a pattern itself and the frequency and distribution of patches (e.g., a specific forest type) of the pattern (i.e., spatial distribution, number and size of forest stands).

The process for determining a sampling data plot location began with a review of the parcel, park and soils maps for locations and the aerial photographs covering each identified forest cover type. The photo-interpretation portion of the process determined forest patterns of tone, texture, color, and contrast to identify homogeneous patches or delineation of forest vegetation.

Data plots for each identified forest cover type was located within different forest vegetation areas. Plot distribution followed the objective of obtaining the correct representation of the park's forest vegetation.

3.2.2 Plot Sample Data

Plot samples included Overall Plot Data and Individual Tree Data as described below:

3.2.2.1 Overall Plot Data

- Plot number and location
- Dominant forest cover type
- Number of trees per species

3.2.2.2 Individual Tree Data

- Species
- DBH (diameter @ breast height)
- Height
- Tree condition – diseased/declining, excellent, good, fair, poor, dead

The overall plot data information was recorded for each cover type (I, II & III) to determine past disturbances, insect or disease occurrence, dominant tree species, understory vegetation, invasive plants, etc. The individual tree data produced a more specific record of the forest type; species, tree size, condition and forest stand dynamics.

Each sample plot collected data within a 26.3' radius. Approximate statistical analysis of tree species numbers and measurements were derived from the data collected within each plot.

3.3 Forest Cover Types

3.3.1 Type I - Red Alder, Big Leaf Maple and Western Red Cedar

This riparian vegetation type is found at the northwest corner and along the western edge of the park associated with the Karcher Creek drainage. This forest type encompasses area approximately 17 acres. The area is completely forested and the dominant tree species is Red Alder (*Alnus rubra*) with an average trunk diameter of 18". The second most prevalent tree species identified is Big Leaf Maple (*Acer macrophyllum*) with an average trunk diameter of 16". Within the forest understory is young Western Red Cedar (*Thuja plicata*) with an average trunk diameter of 5". This forest type is associated with a riparian environment and the trees appear to be in good condition.

VEGETATION MANAGEMENT PLAN (VMP)

Tree Species Trunk Diameter Range

- Red Alder – diameter range (6-22")
- Bigleaf Maple – diameter range (4-22")
- Western Red Cedar – diameter range (1-16")

3.3.2 Type II - Mixed Deciduous and Coniferous – Douglas Fir & Big Leaf Maple

This is the most diverse forest vegetation type in the park. It is located within the upper northwest third of the park. This forest type encompasses area approximately 44 acres. The area is completely forested and the dominant tree species are Douglas Fir (*Pseudotsuga menziesii*) with an average trunk diameter of 20" and Bigleaf Maple (*Acer macrophyllum*) with an average trunk diameter of 23". Additional trees identified within this area are Western Red Cedar (*Thuja plicata*), Red Alder (*Alnus rubra*), Western Hemlock (*Tsuga heterophylla*) and Western White Pine (*Pinus Monticola*). Overall the identified trees are in good condition. However, there are White Pine trees exhibiting mortality and currently infected with White Pine Blister Rust (*Cronartium ribicola*). Laminated Root Rot (*Phellinus weirii*) is affecting both fir and hemlock trees within the stand.

Tree Species Average Trunk Diameter and Range

- Red Alder – Average Trunk Diameter – 12" and Diameter Range (2-20")
- Bigleaf Maple – diameter range (2-45")
- Western Red Cedar – Average Trunk Diameter – 19" and Diameter Range (2-36")
- Western Hemlock – Average Trunk Diameter – 8" and Diameter Range (2-18")
- Douglas Fir – diameter range (4-62")
- Western White Pine – Average Trunk Diameter – 20" and Diameter Range (10-36")

3.3.3 Type III - Douglas Fir & Western Hemlock

The vegetation type covers the largest area at approximately 73 acres. It is located within the northeast, eastern, southeast and southwest corners of the park. This area is completely forested with the exception of the ball fields and other recreational areas. The dominant tree species consist of Douglas Fir (*Pseudotsuga menziesii*) with an average trunk diameter of 14" and Western Hemlock (*Tsuga heterophylla*) with an average trunk diameter of 8". Additional tree species found are Western Red Cedar (*Thuja plicata*), Western

White Pine (*Pinus Monticola*) and Pacific Madrone (*Arbutus menziesii*). All of the trees within this section appear to be in good condition with the exception of White Pine trees exhibiting mortality and a current infection of White Pine Blister Rust (*Cronartium ribicola*). Laminated Root Rot (*Phellinus weirii*) is affecting both fir and hemlock trees within the stand.

Tree Species Average Trunk Diameter and Range

- Douglas Fir – diameter range (4-24")
- Western Hemlock – diameter Range (2-18")
- Western Red Cedar – Average Trunk Diameter – 6" and Diameter Range (2-18")
- Western White Pine – Average Trunk Diameter – 10" and Diameter Range (8-20")
- Pacific Madrone – Average Trunk Diameter – 6" and Diameter Range (2-8")

3.3.4 Summary

The overall forest health is good throughout the entire park. There are areas or disease epicenters of Laminated root rot but this is a natural forest pathogen. Additionally, the Western White Pine trees throughout Forest Cover Types II & III are experiencing random White Pine Blister Rust infection. It should be noted that within the developed recreational area containing ball and open grass fields there are individual, small groups and larger tract sections of remnant forest trees throughout. As part of the determined management areas these trees are considered within the maintenance recommendations.

4. MANAGEMENT AREAS

In order to direct and clarify management activities within the South Kitsap Regional Park, the 200-acre park has been divided into three management areas. The management areas include the Developed Recreation Area, Kitsap Live Steamers Area, and west forest trail area. The management areas are described below.

- Developed Recreation Area – 80 acres
- Kitsap Live Steamers Area – 61 acres
- West Forest Trail Area – 59 acres

4.1 Developed Recreation Area

This area contains current developed facilities such

as the batting cage, BMX course, playing fields, trails, mowed open space, parking lots, horseshoe pits, picnic tables, vehicle entry/access lanes as well as individual trees and remnant forest cover. The area is bordered by Jackson Avenue SE (east) and SE Lund Avenue (south).

This area contains forest cover type III.

4.2 Kitsap Live Steamers Area

The Kitsap Live Steamers miniature railway, forest cover and public trails can be found within this management area. The area is bordered along the east side by Jackson Avenue SE and SE Fir Street along the north. Specifically, this area contains the railway depot, maintenance building, tracks, trails, paint ball site and walkways. The remaining area is forested with a trail system throughout (improved and un-improved) and riparian area associated with Karcher Creek.

This area contains forest cover types I, II and III.

4.3 West Forest Trail Area

This area is forested with trails running throughout. The mentioned trails are improved and un-improved. There are no additional built facilities within this management area. The area is bordered along the west side by residential development, SE Lund Street (South) and State of Washington land (North). This area contains a large riparian zone associated with Karcher Creek.

This area contains forest cover types I, II and III.

5. MANAGEMENT AND MAINTENANCE RECOMMENDATIONS

A number of maintenance needs was identified for each management area. The specific management area has line items with tasks that are recommended in order to fulfill the intended goals of this plan. Each recommended task and its associated implementation are provided as well.

Following the maintenance tasks, Section 6 presents a recommended prioritization list. This list breaks recommended tasks into 'High' and 'Low' priorities that can offer direction toward determining specific projects within each management area.

5.1 Management Area A. Developed Recreation Area

Recommended Tasks:

1. Identify hazard trees.
2. Remove invasive vegetation.
3. Replant or interplant proposed areas.
4. Mitigate BMX site disturbance.
5. Establish tree protection standards.
6. Monitor Forest Health

5.1.1 Description

5.1.1.1 Task 1

Contract with a consulting International Society of Arboriculture (ISA) Certified Arborist to have hazard trees identified adjacent to or within striking distance of physical and recreational targets. Following identification of hazard trees a maintenance plan should be developed that will aid park officials and staff in establishing a hazard tree program.

5.1.1.2 Task 2

This area has invasive non-native plants throughout such as English holly, H. blackberry, and English Ivy. A strong effort should be undertaken to remove these highly invasive plants.

5.1.1.3 Task 3

Install recommended trees and associated vegetation within the proposed sites such as along SE Lund Avenue and Jackson Avenue. Furthermore, if the existing BMX course were moved that area would be appropriate for replanting. The recommended planting areas would provide aesthetic screening, restoration, wildlife habitat and multiple forest canopy layers.

There are a few considerations for designing and installing the plants.

1. Plantings that are directly beneath or within critical root zones of existing trees should be of a smaller size. I would recommend 1- gallon, 4-inch pot or bare-root seedling size plant material. Smaller plant material not only provides less chance of root damage but also have higher survival rates.
2. New plantings within the forested area should be monitored for deer damage. There could be a need to install protective tubing.

VEGETATION MANAGEMENT PLAN (VMP)

- Planting should take place in the Fall and Winter months.

5.1.1.4 Task 4

If the trees located within the existing BMX course are to be retained then the following should be implemented:

- Remove soil piled against trunks
- Remove increased soil grades within critical root zones
- Replant disturbed area with native vegetation (trees, shrubs, and herbs)
- Monitor re-vegetation site for mortality and invasive plants
- Monitor existing trees for declining health related to root die back

5.1.1.5 Task 5

Tree protection standards should be established to properly protect trees during site development.

The following presents standard recommended procedures for retaining and protecting trees during the site planning and development:

- Inventory and survey locations of groves and individual trees to be preserved and removed (species and trunk diameter shall be noted).
- Trees designated for preservation shall be drawn to scale on the grading and erosion control plans along with the tree protection fencing locations.
- Protection fencing locations for retained trees shall be determined by an ISA Certified Arborist.
- The associated site plans shall present limits of construction, existing and proposed grade changes on site within the critical root zones of preserved trees
- Protection fencing shall be erected and maintained along the drip line and completely surrounding the protected area of all retained trees or groups of trees. Fences shall be constructed of chain link at least four feet high, unless another type of fencing is authorized by the contracted arborist.
- No person may conduct any activity within the protective fenced area around the retained trees, including, but not limited to, parking equipment, placing solvents, storing building materials and soil deposits, dumping concrete washout and locating burn holes.
- Protective fencing shall stay in place until the contracted arborist authorizes the removal or a final certificate of occupancy is issued by the county,

whichever occurs first.

5.1.1.6 Task 6

As previously mentioned, throughout the park's forest and in particular this management area there are pockets or disease epicenters of laminated root rot. This is a naturally occurring fungus that is part of a forest ecosystem. However there is a need to identify these root rot epicenters, collect data and map (GPS) their locations. The reason for this recommended effort is to determine the disease impact of the forest area and whether there are existing and future targets related to failing dead and dying trees. Following the collection of data and mapping information a determination can be made if there is a need for specific management efforts such as containment, individual tree removals and reforestation.

5.2 Management Area B. Kitsap Live Steamers Area

Recommended Tasks:

- Identify hazard trees.
- Remove non-native or invasive vegetation.
- Mitigate paint ball site disturbance.
- Monitor Forest Health.

5.2.1 Description

5.2.1.1 Task 1

Contract with a consulting International Society of Arboriculture (ISA) Certified Arborist to have hazard trees identified adjacent to or within striking distance of physical and recreational targets. Following identification of hazard trees a maintenance plan should be developed that will aid park officials and staff in establishing a hazard tree program.

5.2.1.2 Task 2

This area has invasive non-native plants throughout such as English holly, H. blackberry, and English Ivy. A strong effort should be undertaken to remove these highly invasive plants.

5.2.1.3 Task 3

Following the recommended closure of the paint ball area.

- Remove site debris (wood, plastics, etc.)
- Erect signs prohibiting activity
- Replant disturbed area with native vegetation (trees, shrubs, and herbs)
- Monitor re-vegetation site for mortality and invasive plants
- Monitor existing trees for declining health related to root die back

There are a few considerations for designing and installing the plants.

- Plantings that are directly beneath or within critical root zones of existing trees should be of a smaller size. I would recommend 1 gallon, 4-inch pot or bare-root seedling size plant material. Smaller plant material not only provides less chance of root damage but also have higher survival rate.
- New plantings within the forested area should be monitored for deer damage. There could be a need to install protective tubing.
- Planting should take place within the fall and winter months.

5.2.1.4 Task 4

As previously mentioned, throughout the park's forest and in particular this management area there are pockets or disease epicenters of laminated root rot. This is a naturally occurring fungus that is part of a forest ecosystem. However there is a need to identify these root rot epicenters, collect data and map (GPS) their locations. The reason for this recommended effort is to determine the disease impact of the forest area and whether there are existing and future targets related to failing dead and dying trees. Following the collection of data and mapping information a determination can be made if there is a need for specific management efforts such as containment, individual tree removals and reforestation.

5.3 Management Area C. West Forest Trail Area

Recommended Tasks:

- Identify hazard trees.
- Remove non-native or invasive vegetation.
- Replant or interplant proposed areas.
- Enhance south end forest stand.
- Establish and protect western boundary line.
- Monitor Forest Health

5.3.1 Description

5.3.1.1 Task 1

Contract with a consulting International Society of Arboriculture (ISA) Certified Arborist to have hazard trees identified adjacent to or within striking distance of adjacent properties, along defined trails, as well as physical and recreational targets. Following identification of hazard trees a maintenance plan should be developed that will aid park officials and staff in establishing a hazard tree program.

5.3.1.2 Task 2

This area has invasive non-native plants throughout such as English holly, H. blackberry, and English Ivy. A strong effort should be undertaken to remove these highly invasive plants.

5.3.1.3 Task 3

Install recommended trees and associated vegetation within proposed sites. Install recommended plants within the Riparian Forest Area of this section. Plot data and field observation indicates a need for more native conifer species is planted (Western red cedar and Western hemlock). The intent would be to provide species diversity, age-class increase conifer numbers, canopy layer, provide habitat and improve water filtration.

Plant Installation

There are a few considerations for designing and installing the plants.

- Plantings that are directly beneath or within critical root zones of existing trees should be of a smaller size. 1 gallon, 4-inch pot or bare-root seedling size plant material is recommended. Smaller plant material not only provides less chance of root damage but also have higher survival rate.
- New plantings within the forested area should be monitored for deer damage. There could be a need to install protective tubing.
- Planting should take place within the fall and winter months.

5.3.1.4 Task 4

Implement variable density thinning and/or dispersed, grouped, and feature based variable retention. Currently within the southern 1/3 of this management

VEGETATION MANAGEMENT PLAN (VMP)

area the forest cover is dominated by Douglas Fir. Furthermore, the forest cover can be described as single cohort, which is in the stand initiation stage. The stand established at once (even-age) and the stem density is high which has excluded understory vegetation diversity and establishment of younger trees.

5.3.1.5 Task 5

Adjacent property encroachment activities have been observed along the western park boundary line. The encroachment entails yard and trash debris dumping, extended lawn and landscape establishment within park property. The following steps should be followed to halt the current encroachment and avoid future degradation of park property.

1. Property line should be surveyed.
2. Debris removed.
3. Fencing installed.
4. Park property boundary signs installed.
5. Monitoring along the western boundary line.

5.3.1.6 Task 6

As previously mentioned, throughout the park's forest and in particular this management area there are pockets or disease epicenters of laminated root rot. This is a naturally occurring fungus that is part of a forest ecosystem. However there is a need to identify these root rot epicenters, collect data and map (GPS) their locations. The reason for this recommended effort is to determine the disease impact of the forest area and whether there are existing and future targets related to failing dead and dying trees. Following the collection of data and mapping information a determination can be made if there is a need for specific management efforts such as containment, individual tree removals and reforestation.

6. PLAN IMPLEMENTATION

To begin implementation of this vegetation management plan there is a need to prioritize the recommended tasks for each management area. Management Area 'A' currently has the majority of recreational use throughout the year due to current facilities, access, open space and where the new construction will be concentrated in the future. Management Area 'B' containing the Kitsap Live Steamers facilities and forest trails would be considered the second high-use area. The West Forest Trail Management Area 'C' is possibly the least utilized in terms of recreational users even though there are a large number of trails throughout. However there exists a residential and forest edge interface along the west boundary.

The following table presents recommended High Priority Tasks per Management Area. Task description and implementation are described. The management areas are in alphabetical order however this does not imply the order of importance.

High priority tasks is described as

Management Area	Task	Description
A	Mitigate BMX Course	Remove soil, re-establish original grades, replant, monitor trees and new plantings
A	Identify Hazard Trees	Conduct evaluations of trees adjacent to improved trails, recreation open space and facilities and access roads.
A	Monitor Forest Health	Identify laminated root rot and blister rust epicenters, collect data and map locations, monitor and/or mitigate.
B	Identify Hazard Trees	Conduct evaluations of trees adjacent to improved trails, rail facilities and high use areas
B	Monitor Forest Health	Identify laminated root rot and blister rust epicenters, collect data and map locations, monitor and/or mitigate.
B	Remove invasive vegetation.	Remove invasive plants within the northeast corner.
C	Interplant Forest Cover Type I.	Develop planting project within the Karcher Creek riparian forest.
C	Identify Hazard Trees	Conduct evaluations of trees adjacent to improved trails and along western border (adjacent to development).
C	Monitor Forest Health	Identify laminated root rot and blister rust epicenters, collect data and map locations, monitor and/or mitigate.

Table 1. High Priority Tasks

The Low Priority Tasks are comprised of recommended efforts toward removing non-native invasive plants and replanting within specific areas. These tasks are important however; they can be implemented when funds and timelines are available. There is an exception, if development plans for specific areas within the park are initiated it is advisable that tree protection standards are integrated into the site plan process and this would become a high priority task.

Management Area	Task	Description
A	Remove invasive vegetation.	Remove invasive plants.
A	Establish tree protection standards.	Apply tree protection standards to any development projects within park.
A	Replant or interplant proposed areas.	Develop planting project within the south and east forest buffers.
B	Mitigate paint ball site disturbance.	Remove debris and develop replanting project and monitor.
C	Enhance south end forest stand.	Develop habitat enhancement and forest diversity project.
C	Replant or interplant proposed areas.	Develop planting project within the Karcher Creek riparian forest.
C	Establish and protect western boundary line.	Prohibit park property encroachment and damage.

Table 2. Low Priority Tasks

VEGETATION MANAGEMENT PLAN (VMP)

References

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FORMULATION OF SCHEMATIC DESIGN CONCEPTS

A. Where to Start - Offering Real Choice and Options



Synthesis

Where to start- offering real choice and options

There are a myriad of factors and concerns that are highly influential in determining what the final “make-over” master plan design concept for SKRP will look like. Some examples of those have been detailed in the Existing Conditions (Chapter 5) of this report.

The likelihood that a “one-size-fits-all” master plan approach would strike the proper balance, accommodate all demands and gather the needed support of park users and groups who represent them, is remote. Variety increases choice and gives more to consider.

Shared Commonalities Contained in All Concepts

- A real “shuffle” and dispersal of sportsfields, park facilities and features
- Improved park entrances- signage, visibility, beautification, pedestrian safety and access.
- A centerpoint of activity and focus, referred to as the “community cluster”. That cluster could contain facilities and buildings ranging from a plaza space,
- A substantial water feature, a multi-purpose community building or environmental education/learning center.
- All weather surfaced pedestrian pathways internal to the park and bordering both Jackson Avenue SE and SE Lund Avenue
- Realigned and relocated interior park drive –not using much of the existing park road or parking areas
- Combined multi-purpose new concessions/restrooms/ storage building
- Forest Preserve- retention and stewardship to nearly 170 acres of evergreen forest and deciduous woodlands along with better access to creeks and wetland through boardwalks and bridges
- Removal of some of the existing forest canopy in the “developed” portion of the park will be required to introduce new sportsfields, recreational uses and activity areas
- Higher long-term maintenance and operational costs due to greater level of park development and improvements
- Relocation/repositioning of existing park uses occurs in each concept

FORMULATION OF SCHEMATIC DESIGN CONCEPTS

B. Design Concept 1 - Mixed Intensity

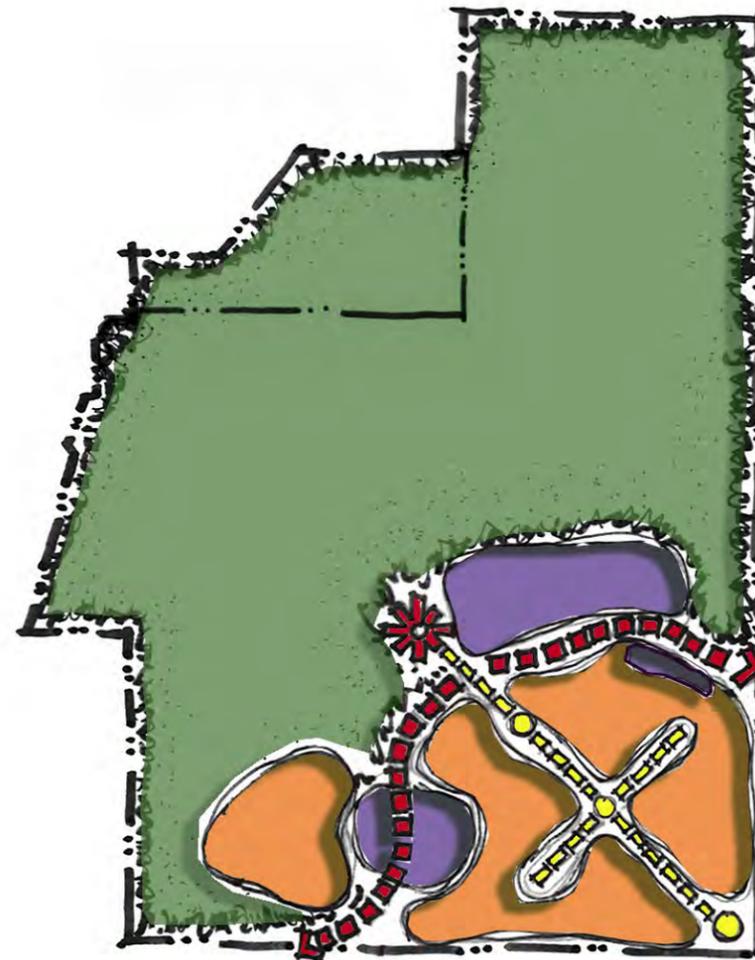
Park activities and recreational facilities are both assorted and concentrated in this design concept. The assortment is exemplified by such untried elements as an expanded "Family Fun" Center, a dog park and an environmental education centered on a reclaimed water theme. The concentration is demonstrated by the central location and arrangement of the sportsfields (baseball and soccer). The collective strengths (pros) and weaknesses (cons) of this design concept are:



- Location of "Community Cluster" placed in the interior and center of developed area of park
- Environmental Education/Reclaimed Water Center located just west of existing southern park entry
- Open play lawn area combined with group picnic pavilion and "experiential" playground near pond
- Strong diagonal "greenway" (with cross-axis) pedestrian connections through sportsfields
- Looping multi-use pathways
- "Cloverleaf" layout of sportsfields- central, efficient and functional
- Combined concession/storage and restroom serving sportsfields located in middle of "cloverleaf"
- Park headquarters-maintenance building/office/ park caretaker quarters near sportsfields and east entrance
- "Family Fun" Center- Batting Cages remain- miniature golf course and race car course are added- potential higher revenue generator
- Skate park and adjacent BMX track prominently positioned at southeastern corner of park
- Smaller play area and group picnic pavilion located nearby and within sportsfields
- Larger capacity parking areas at northwest end of sportsfield "cloverleaf"
- Improved park entrances- signage, visibility, beautification, pedestrian safety and access
- Revitalized fish hatchery/environmental Lab
- Forest Upland- better access to creeks and wetland through boardwalks and bridge crossings



- "Split" and Dispersed Center- Community Cluster separate and apart from Environmental Education Center
- Relocation of horseshoe tournament center, BMX track and paintball battleground
- Introduction of water elements ("constructed") wetlands and ponds-could be considered "artificial" and "forced"
- Realigned/relocated interior park drive- not using much of existing park road or parking areas
- Extension of KLS railway internal and does reach out and link to developed portion of park
- "Family Fun Center" (depending on components) might have unwanted noise impacts
- Higher maintenance costs due to greater level of park facilities and amenities



SPATIAL DIAGRAMS

N.T.S

-  **CONTEMPLATIVE SPACE**
NATURE, TRAILS, WETLANDS, OPEN PASSIVE SPACE, ETC.
-  **SOCIAL SPACE**
COMMUNITY CENTER, COMMUNITY GARDENS, PICNIC AREA, ETC.
-  **COMPETITIVE SPACE**
BASEBALL, SOCCER, HORSESHOE, ETC.

FORMULATION OF SCHEMATIC DESIGN CONCEPTS

B. Design Concept 1 - Mixed Intensity



ENVIRONMENTAL EDUCATION



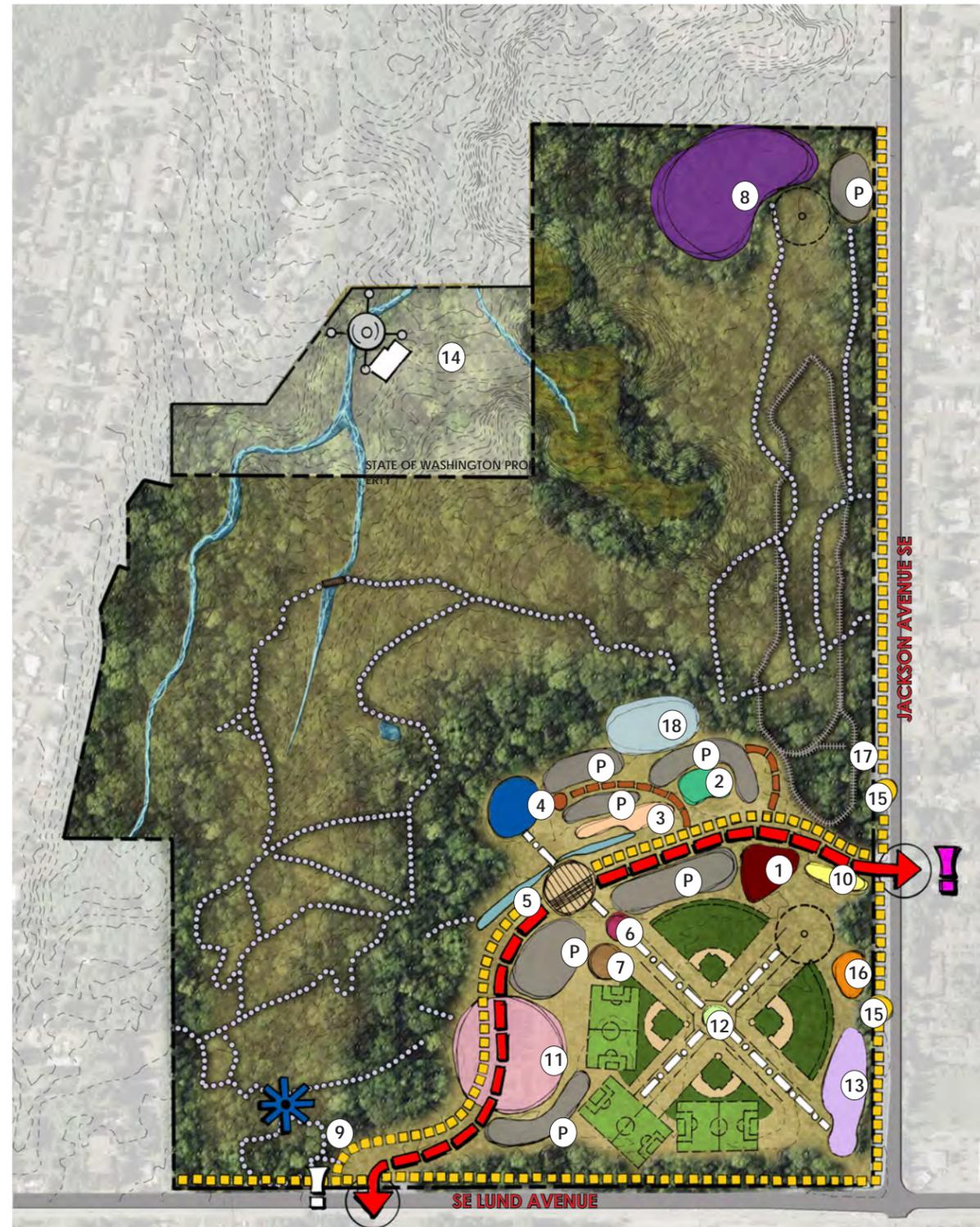
FAMILY FUN CENTER



BMX PARK



SPORTS COMPLEX

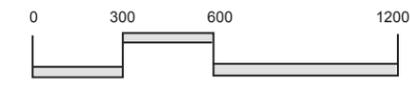


LEGEND

- | | |
|--|--|
| ① MAINTENANCE BUILDING | ⑮ NEW SIDEWALK CONNECTING TRAILS |
| ② SPORT COURT CLUSTER | ⑯ BMX PARK |
| ③ INFORMAL RECREATION FIELD | ⑰ LIVE STEAMERS DEPOT |
| ④ COMMUNITY EVENTS / AMPHITHEATER | ⑱ DOG PARK |
| ⑤ ENVIRONMENTAL LEARNING LANDSCAPE / FOCUSING ON RECLAIMED WATER | P PARKING |
| ⑥ PLAYGROUND | MAJOR VEHICULAR CIRCULATION |
| ⑦ SPORT FIELD PICNIC PAVILION | MINOR VEHICULAR CIRCULATION |
| ⑧ PAINTBALL BATTLEGROUND | MAJOR PEDESTRIAN CIRCULATION |
| ⑨ THE ENVIRONMENTAL LEARNING CENTER | PEDESTRIAN CORRIDOR |
| ⑩ COMMUNITY CENTER GARDENING | EXISTING TRAIL |
| ⑪ FAMILY FUN CENTER
• BATTING CAGES
• MINIATURE GOLF
• MINIATURE RACE CAR TRACK | EXISTING TRAIN TRACKS |
| ⑫ CONCESSIONS/ BATHROOMS | WELL HEAD WITH 100' SETBACK |
| ⑬ SKATE PARK | PARK SIGNAGE AND IMAGE IMPROVEMENTS |
| ⑭ ENVIRONMENTAL "SATELLITE" LEARNING LAB | PEDESTRIAN BRIDGE |
| | THE ENVIRONMENTAL LEARNING CENTER / COMMUNITY CENTER |



North



Graphic Scale: 1 inch = 600 feet

FORMULATION OF SCHEMATIC DESIGN CONCEPTS

C. Design Concept 2 - Separate but Near

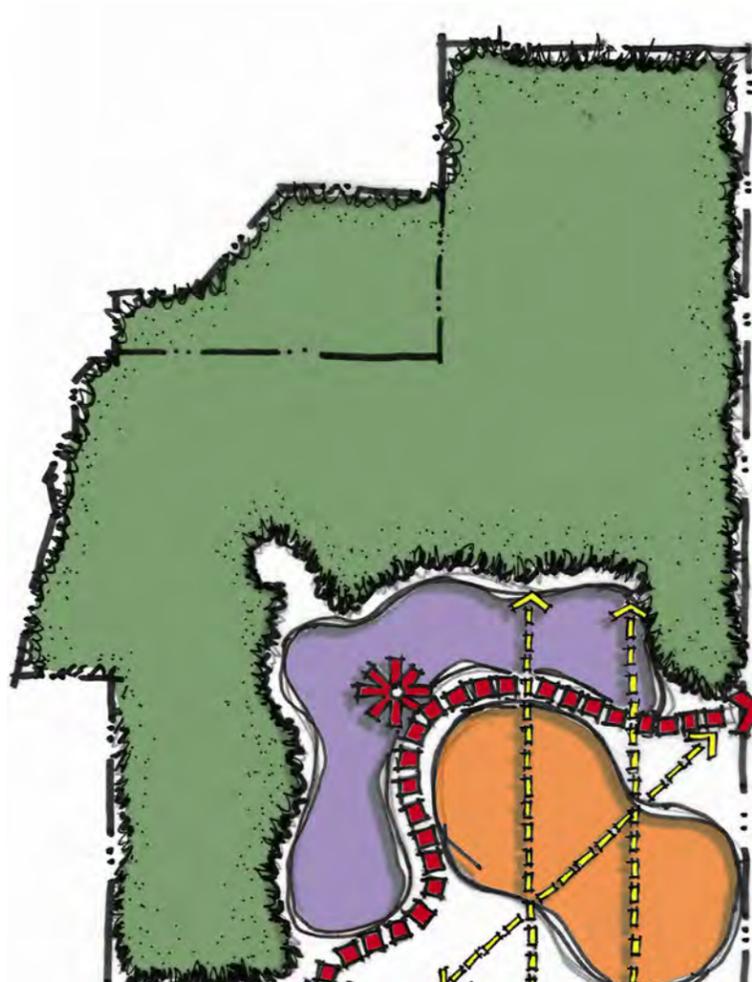
In this concept, a few new recreational activity areas (e.g. community gardens) are introduced while other existing ones are combined (e.g. open lawn area, covered playground and group picnic) or relocated. This repositioning creates good spatial separation from the other, while still providing close proximity and compatibility. The greatest number of sportsfields (both ball and soccer fields) are offered in this concept. They are arranged in two separate, three-quarter "cloverleaf" configurations and split by a large central activity area. In this concept, the internal park access road has undergone a substantial curving realignment in order to provide more room for sportsfield expansion. The collective strengths (pros) and weaknesses (cons) of this design concept are:



- "Community Cluster" featured at center of developed portion of park- acts as a hub for performing arts, community gardens and a series of interconnected water elements (reclaimed water source)
- Creates a dominant "sportsfield complex" offering the greatest number of sportsfields in a split "cloverleaf" configuration
- Sport courts (relocated horseshoes, volleyball, basketball, bocce ball) combined with group picnic and a playground are placed between split cloverleaf of sportsfields
- Separate tournament-level soccer fields
- Combined concession/storage and restroom serving sportsfields
- Realigned/relocated interior park drive- multi-curved route
- "Driveable" central plaza that is closed to traffic most of the time
- Three larger capacity parking areas distributed along relocated park drive
- Looping multi-use pathways
- BMX track and Skate Park near one another
- Parking areas are well distributed -not large and expansive
- Large multi-use lawn area with group picnic facilities and a weather-protected (covered) playground area near the KLS
- Improved park entrances- signage, visibility, beautification, pedestrian safety and access
- Forest Upland- better access to creeks and wetland through boardwalks and bridge crossings



- Domination of a large number of sportsfields and their central concentration precludes others recreational facilities and uses
- "Community Cluster" does not include and Environmental Education component
- Relocation of horseshoe tournament center, batting cages, BMX track
- Introduction of water elements ("constructed" wetlands and ponds) -could be considered "artificial" and "forced"
- Realigned/relocated interior park drive- not using much of existing park road or parking areas
- Higher maintenance costs due to greater level of park facilities and amenities



SPATIAL DIAGRAMS

N.T.S

-  **CONTEMPLATIVE SPACE**
NATURE, TRAILS, WETLANDS, OPEN PASSIVE SPACE, ETC.
-  **SOCIAL SPACE**
COMMUNITY CENTER, COMMUNITY GARDENS, PICNIC AREA, ETC.
-  **COMPETITIVE SPACE**
BASEBALL, SOCCER, HORSESHOE, ETC.

FORMULATION OF SCHEMATIC DESIGN CONCEPTS

C. Design Concept 2 - Separate but Near



PUBLIC PERFORMANCE AREA



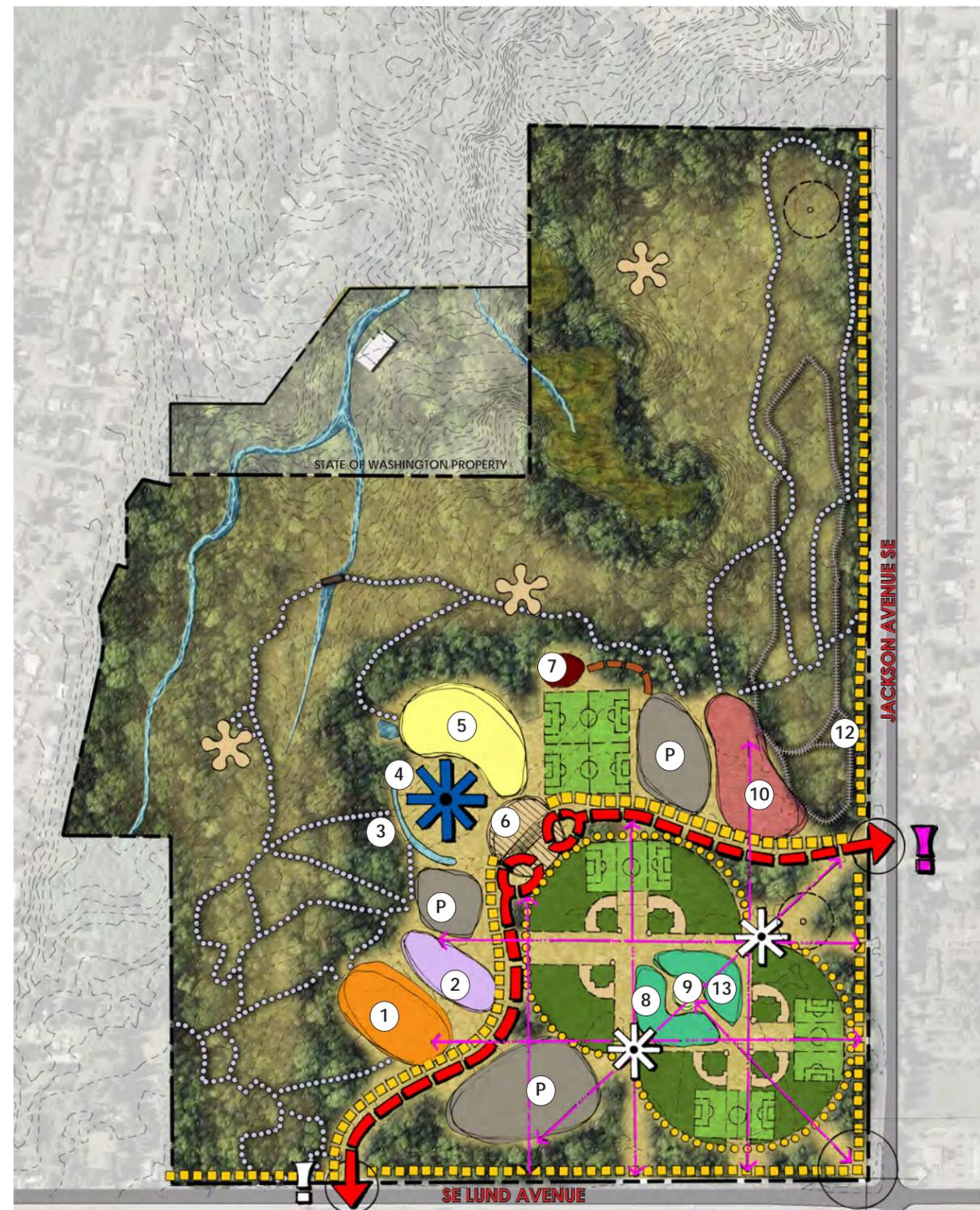
UNPROGRAMMED PLAY



MULTI-USE PATHWAYS



RECLAIMED WATER FEATURE



LEGEND

- | | | | |
|---|---|--|--|
| ① | BMX TRACK AND JUMP | | MAJOR VEHICULAR CIRCULATION |
| ② | SKATE PARK | | MINOR VEHICULAR CIRCULATION |
| ③ | RECYCLED WATER FEATURE | | MAJOR PEDESTRIAN CIRCULATION |
| ④ | ENVIRONMENTAL LEARNING CENTER / COMMUNITY CENTER WITH PERFORMANCE AREA FOR CONCERTS IN THE PARK | | PEDESTRIAN CORRIDOR |
| ⑤ | COMMUNITY GARDENING | | EXISTING TRAIL |
| ⑥ | PEDESTRIAN PLAZA | | EXISTING TRAIN TRACKS |
| ⑦ | MAINTENANCE BUILDING | | WELL HEAD WITH 100' SETBACK |
| ⑧ | SPORTS COURTS CLUSTER | | PARK SIGNAGE AND IMAGE IMPROVEMENTS |
| ⑨ | CONCESSIONS/BATHROOMS | | PEDESTRIAN BRIDGE |
| ⑩ | OPEN LAWN AREA
• GROUP PICNICS
• COVERED PLAY AREA | | THE ENVIRONMENTAL LEARNING CENTER / COMMUNITY CENTER |
| ⑪ | PEDESTRIAN PLAZA | | |
| ⑫ | LIVE STEAMERS DEPOT | | |
| ⑬ | LARGE PLAYGROUND/GROUP PICNIC AREA | | |
| P | PARKING | | |



North



Graphic Scale: 1 inch = 600 feet

FORMULATION OF SCHEMATIC DESIGN CONCEPTS

D. Design Concept 3 - Center Spine

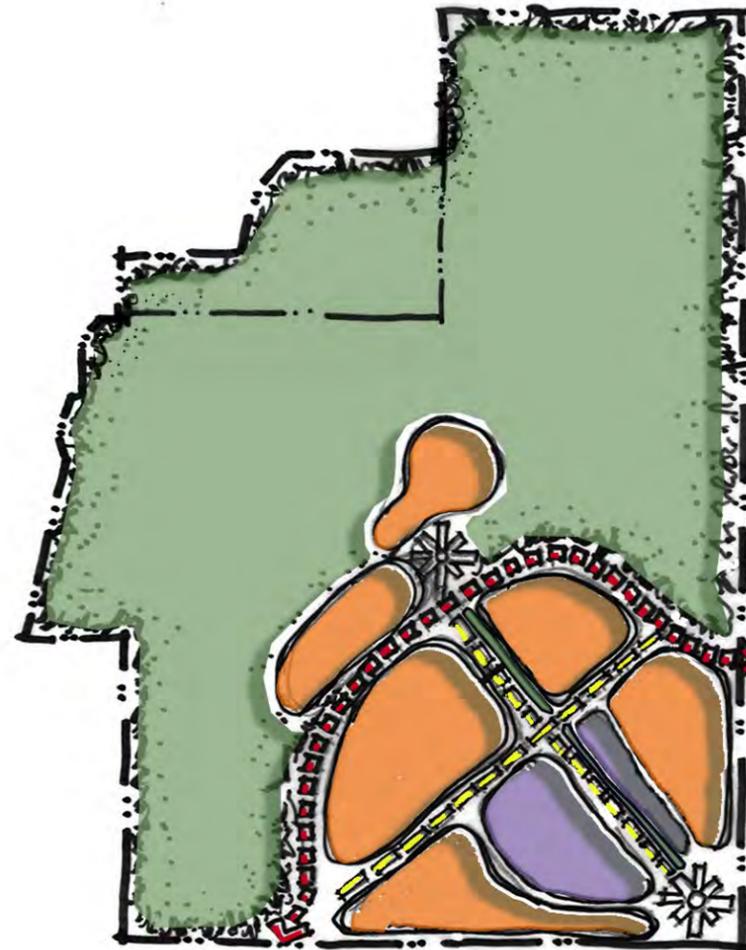
The clear organizing element for this design concept is a unifying central “spine”. That spine slices diagonally (Northeast to Southwest) through the existing and “developed” portion of the park. On one end of the spine is a reclaimed water feature and at the other, the “community cluster” attribute. Again in this concept, the internal park access road has undergone a substantial curving realignment in order to provide more room for sportsfield expansion. The collective strengths (pros) and weaknesses (cons) of this design concept are:



- Prominent location of “community cluster” at main street corner
- Separate building compound for water (reclaimed) treatment facility, bathrooms and office/storage
- Combined concession/storage and restroom serving sportsfields
- Open “common” lawn area with associated playground set amidst sportsfields
- Strong diagonal “greenway” (with cross-axis) pedestrian connection
- Looping multi-use pathways
- Skate park right next to “community cluster”
- Parking areas are well distributed -not large and expansive
- Separate soccer fields
- Revitalized fish hatchery/environmental Lab
- Projection of nature into developed park area- chain of “constructed wetlands” leading to central creek/ pedestrian corridor
- Community gardens and arboretum along pedestrian corridor with water feature at terminus
- Improved park entrances- signage, visibility, beautification, pedestrian safety and access
- Forest Upland- better access to creeks and wetland through boardwalks and bridge crossings
- Road designed to be closed to thru-traffic during peak hours using traffic calming measures



- Greater number of buildings- not concentrated in one functional and efficient area or arrangement
- Relocation of horseshoe tournament center, batting cages, BMX track and paintball battleground
- Introduction of water elements (“constructed”) wetlands and riparian corridors-could be considered “artificial” and “forced”
- Realigned/relocated interior park drive- not using much of existing park road or parking areas
- More “social” and semi-passive park spaces blended in with and not separated from “competitive” sportsfields
- Sportsfields more spread out and distributed
- BMX track separated from skate park
- Higher maintenance costs due to greater level of park facilities and amenities



SPATIAL DIAGRAMS

N.T.S

-  **CONTEMPLATIVE SPACE**
NATURE, TRAILS, WETLANDS, OPEN PASSIVE SPACE, ETC.
-  **SOCIAL SPACE**
COMMUNITY CENTER, COMMUNITY GARDENS, PICNIC AREA, ETC.
-  **COMPETITIVE SPACE**
BASEBALL, SOCCER, HORSESHOE, ETC.

FORMULATION OF SCHEMATIC DESIGN CONCEPTS

D. Design Concept 3 - Center Spine



COMMUNITY GARDEN



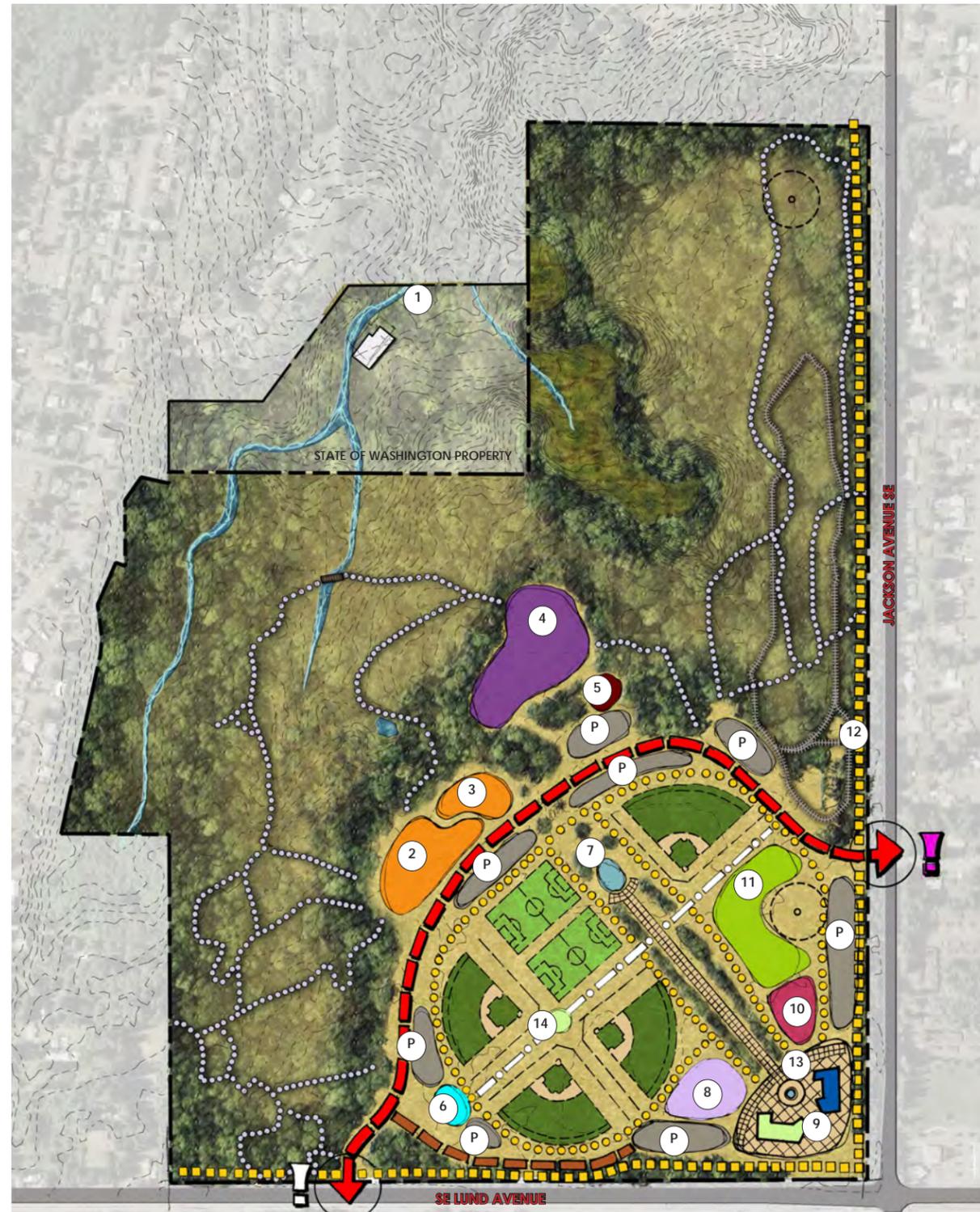
PLAYGROUND



FARMER'S MARKET

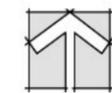


PRESERVATION

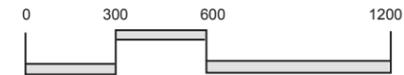


LEGEND

- | | |
|--|-------------------------------------|
| ① FUTURE OPPORTUNITY TO EDUCATE AQUACULTURE AND PERMACULTURE | MAJOR VEHICULAR CIRCULATION |
| ② BMX TRACK | MINOR VEHICULAR CIRCULATION |
| ③ BMX JUMP | MAJOR PEDESTRIAN CIRCULATION |
| ④ PAINTBALL BATTLEGROUND | PEDESTRIAN CORRIDOR |
| ⑤ MAINTENANCE BUILDING | EXISTING TRAIL |
| ⑥ RELOCATED BATTING CAGES | EXISTING TRAIN TRACKS |
| ⑦ "RECLAIMED" WATER FEATURE | WELL HEAD WITH 100' SETBACK |
| ⑧ SKATE PARK | PARK SIGNAGE AND IMAGE IMPROVEMENTS |
| ⑨ ENVIRONMENTAL LEARNING CENTER / COMMUNITY CENTER | PEDESTRIAN BRIDGE |
| ⑩ PLAYGROUND | |
| ⑪ OPEN LAWN | |
| ⑫ LIVE STEAMERS DEPOT | |
| ⑬ PEDESTRIAN PLAZA | |
| ⑭ CONCESSION/STORAGE | |
| P PARKING | |



North



Graphic Scale: 1 inch = 600 feet

PUBLIC MEETING #5 SEPTEMBER 17, 2008 - DRAFT MASTER PLAN

FORMULATION OF PREFERRED DESIGN ALTERNATIVES

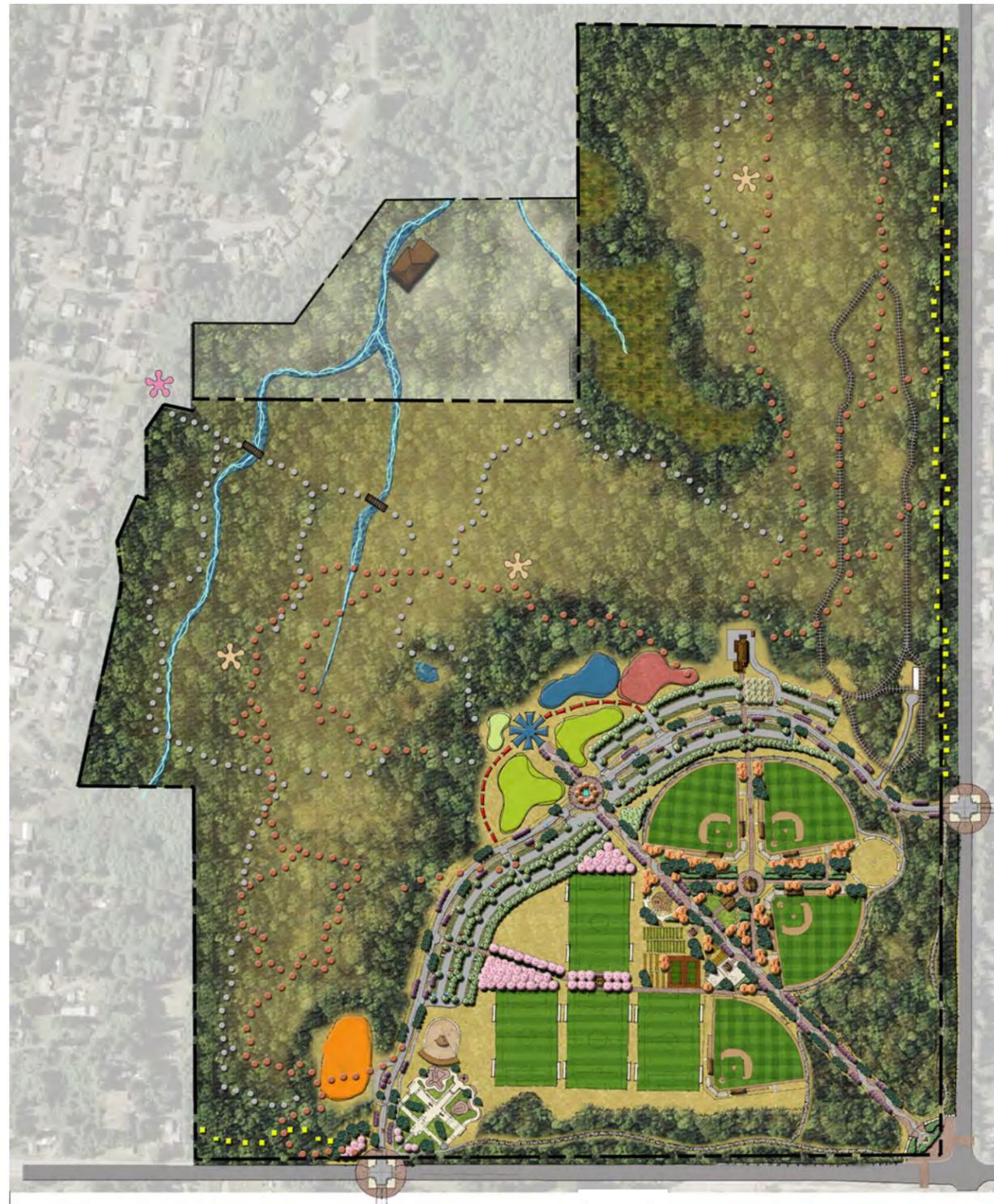
A. Master Plan - Developed Portion with Annotations

1 2 3 4 5 6
7 8 9 10 11 12

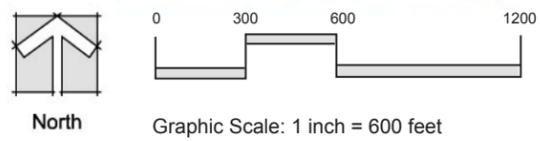


FORMULATION OF PREFERRED DESIGN ALTERNATIVES

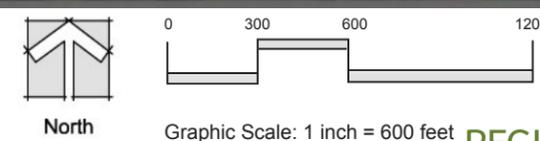
B. Master Plan and Lighting Exhibit



Preferred Master Plan



Lighting Exhibit



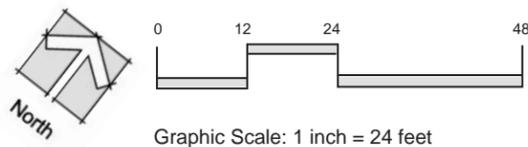
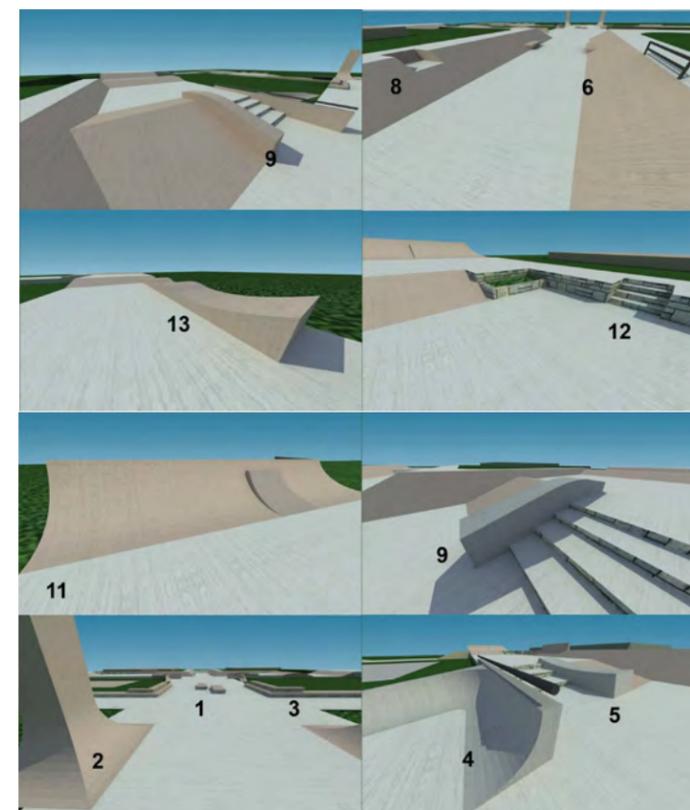
SKATE PARK PRELIMINARY DESIGN

A. Skate Park Detail Plan



LEGEND

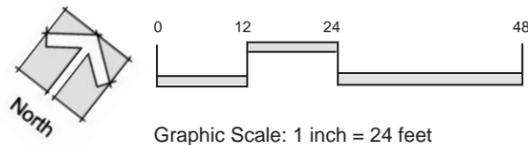
- | | |
|--------------------------------|----------------------------------|
| ① LEDGES | ⑫ 'LOADING DOCK' GAP |
| ② PILLARS WITH TRANSITION | ⑬ SNAKE BOX |
| ③ DOUBLE TIERED LEDGES | ⑭ MANUAL PAD |
| ④ QUARTER PIPE TO RAIL / LEDGE | ⑮ BRIDGE OVER DRAINAGE |
| ⑤ CONCAVE BOX | ⑯ FISH RUN WITH SCULPTURAL BERMS |
| ⑥ CHINA BANKS | ⑰ FISH TAIL TO BOWL CORNER |
| ⑦ LEDGES | ⑱ CRADLE |
| ⑧ GAP | ⑲ POOL BOWL |
| ⑨ CONVEX BOX | ⑳ GAZEBO |
| ⑩ BANK | ㉑ DRAINAGE INFILTRATION AREA |
| ⑪ QUARTER PIPE TONGUE | |



1 2 3 4 5 6
7 8 9 10 11 12

SKATE PARK PRELIMINARY DESIGN

B. Skate Park Detail Plan



STAGING LEGEND

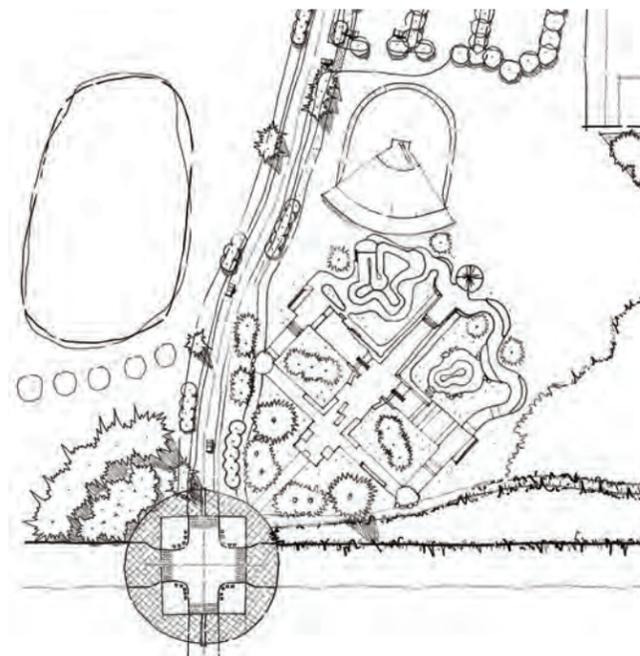
AREA (SQF)

	16900
	4900
	7000
	1500
	4100
	800

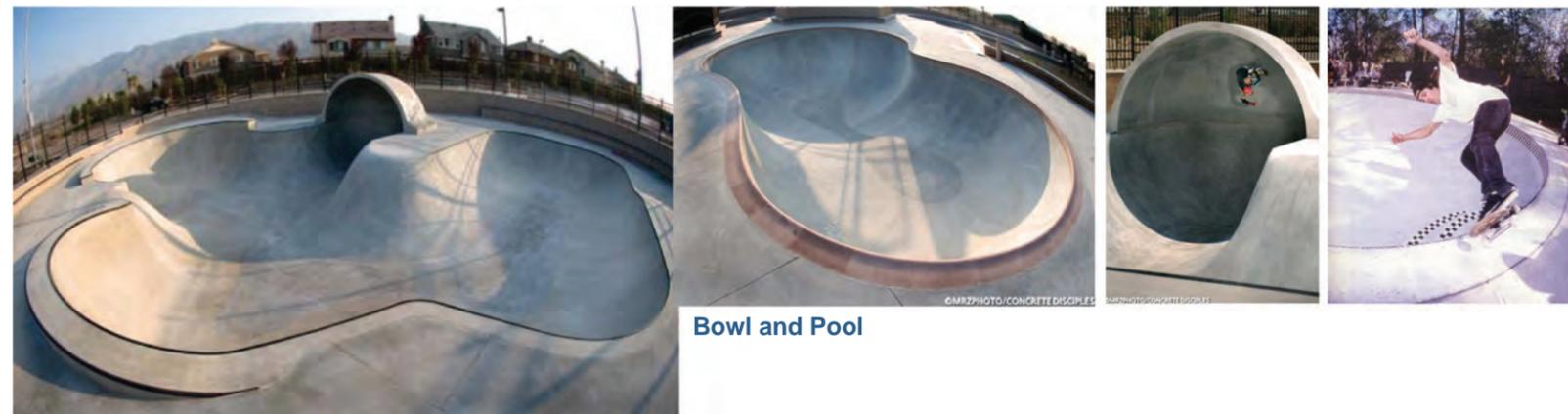
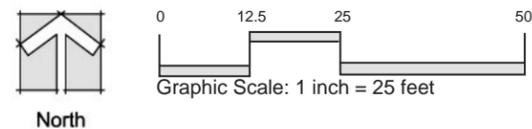
1 2 3 4 5 6
7 8 9 10 11 12

SKATE PARK PRELIMINARY DESIGN

C. Skate Park Site Context Plan



Site Context Plan



Bowl and Pool



Street Plaza



Fun Track



Sculptural Elements



China Banks

PARK REVENUE GENERATION / MARKETING / BUSINESS STRATEGY

A. Market Analysis

CHAPTER 1 – MARKET ANALYSIS

The Market Analysis is used to determine who are likely to be the users of the Park. This analysis provides a clear understanding of target market based on demographic characteristics and likelihood of participating in various sports and recreation activities.

The Current Market Definition is used to identify the current and future demographics that will impact South Kitsap Regional Park. This analysis demonstrates the overall size of the primary market area by total population, number of households, and average age of households. It also illustrates the number of residents by age, race, and ethnicity. The overall economic status and spending power of community members is demonstrated through household income statistics. Additionally, disposable income characteristics and sports and recreation expenditures further help highlight the ability and willingness of the market to participate in the facilities and offerings at South Kitsap County Regional Park.

1.1 Demographic Analysis

The Demographic Analysis provides an understanding of the population of Kitsap County. This analysis demonstrates the overall size by total population by specific age segment, race, ethnicity with overall economic status and spending power of the residents through household income statistics.

1.1.1 Summary

Kitsap County was founded in 1857 and was originally named Slaughter County. It occupies a unique portion of the State of Washington, directly between the urban areas of Seattle and Tacoma and the wilderness of the Olympic Mountains. It is bounded by the Hood Canal on the west, Puget Sound on the east Mason and Pierce Counties to the south. It comprises a total land mass of 393 square miles and ranks 36th in size among Washington counties though it is the 2nd most densely populated county in the state.



1.1.2 Methodology

Demographic data used for the analysis was obtained from Environmental Systems Research Institute, Inc. (ESRI), the largest research and development organization dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends. All data was acquired in November 2008, and reflects actual numbers as reported in the 2000 Census and demographic projections for 2008 and 2013 as estimated by ESRI; straight line linear regression was utilized for projected 2018 and 2023 demographics. The Kitsap County service area was utilized as the demographic analysis boundary (Figure 1).

1.1.3 Kitsap County Service Area

1.1.3.1 Population

The Kitsap County service area has grown at a moderate pace over the last several years. From 2000 to 2008, the County service area has grown by 6.3% and this translates into an estimated population growth of 15,571 additional people over the 2000 population of 231,969. Projecting ahead, the County is expected to grow at a much slower pace over the next five through fifteen years from 2008-2023. This rate is projected to be 3.6% from 2008-2013 and 2013-2018 and to 3.5% from 2018 - 2023.

Based on the projections through 2023, Kitsap County is expected to have a total population of 276,115 and approximately 107,413 households.

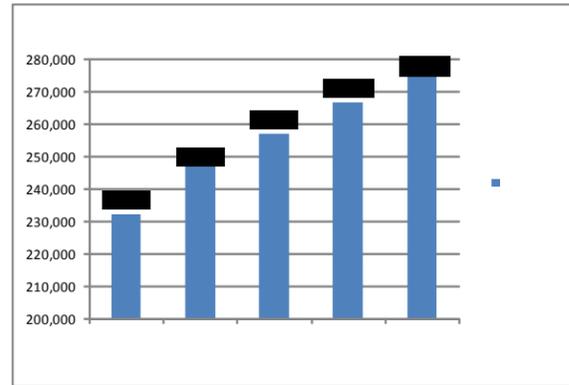


Figure 1 – South Kitsap County, Total Population Trends

1.1.3.2 Age Segment

Population categorization by major age segment shows a fairly balanced population spread with an aging population trend projected ahead. (see Figure 2). This reflects nationwide trends that demonstrate high growth in the 55+ age segment with an increasing number of baby boomers entering that age group. Technology advances have also contributed greatly to enhanced life expectancy which ensures that there will be a greater number of active adults seeking additional recreation opportunities in the upcoming years.

In 2000, only 19% of the population were over the age of 55 which was the smallest population segment. The age segment with the highest population was the 35-54 group which comprised 32% of the total population and this was followed by the under 18 group that comprised almost 27% of the population. With the gradual aging of the population, this population composition is expected to change significantly over the next few years. By 2023, the highest population segment will be the 55+ age group which will make up almost 33% of the population (87,804 persons). Essentially one in three people in Kitsap County will be over the age of 55 by 2023. This would entail that the recreation program offerings and facilities / amenities that cater to this active adult population would be in increased demand in the upcoming years. At the same time, almost 45% of the population will be under the age of 35 and this would continue to fuel the demand for sports activities and other age appropriate recreation programs.

The five age segments with the largest percentage growth from 2008 to 2013 are:

- 65 – 69 years of age; 27.4% five year increase

- 60 – 64 years of age; 18.5% five year increase
- 70 – 74 years of age; 18.4% five year increase
- 30 – 34 years of age; 17.1% five year increase
- 85+ years of age; 15.6% five year increase

Four of the top five ranked age segments in terms of percent growth from 2008 to 2013 (60-64, 65-69, 55-59 and 85+) contribute to the 55+ age segment (see Figure 2).

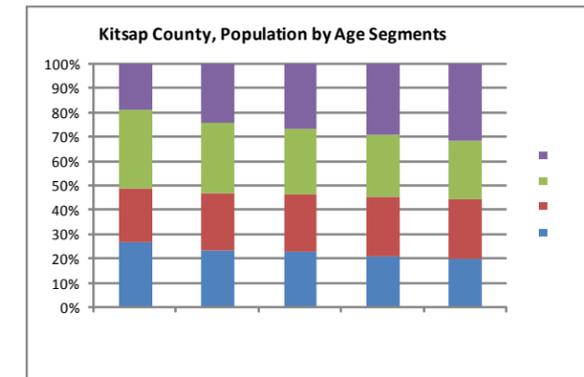


Figure 2 – Kitsap County, Population by Major Age Segment

However, it is important to note that percent growth is not reflective of the entire story. For example, though the 85+ years age group has a 315.6% growth from 2008 – 2013, the actual increase in the number of people is 670. On the other hand, the 25-29 year age group only has a 6.8% increase over five years, yet it translates into an increase of 1,168 people.

PARK REVENUE GENERATION / MARKETING / BUSINESS STRATEGY

A. Market Analysis

1.1.3.3. Gender

The gender distribution of the Kitsap County service area shows the male population being slightly higher and accounting for 50.5% of the total population (Figure 3). This distribution is projected to remain constant throughout the next five, ten, and fifteen year study periods.

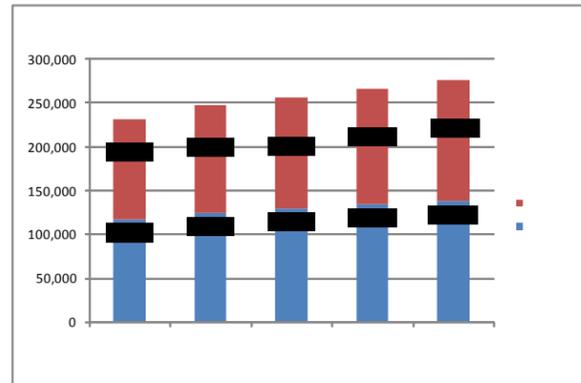


Figure 3 – Kitsap County, Population by Gender

Current recreational trends indicate that Americans participate in a sport or recreational activity of some kind at a relatively high rate (65%). Women participation rates, however, are slightly lower than their male counterparts – 61% of women participate at least once per year in a sport or recreational activity compared to a 69% participation rate of men.

According to recreational trends research performed in the industry over the past twenty years, the top ten recreational activities for women are currently:

- Walking
- Aerobics
- General exercising
- Biking
- Jogging
- Basketball
- Lifting weights
- Golf
- Swimming
- Tennis

The top ten recreational activities for men are:

- Golf
- Basketball
- Walking
- Jogging
- Biking

- Lifting weights
- Football
- Hiking
- Fishing
- Hunting

While men and women share a desire for six of the top ten recreational activities listed above, men claim to participate in their favorite activities more often than women in any ninety-day span. With more women not only comprising a larger portion of the general populace during the mature stages of the lifecycle, but also participating in recreational activities further into adulthood, a relatively new market has appeared over the last two decades.

This mature female demographic is opting for less team oriented activities which dominate the female youth recreational environment, instead shifting more towards a diverse selection of individual participant activities, as evident in the top ten recreational activities mentioned above.

1.1.3.4 Race and Ethnicity

The Kitsap County service area is primarily homogeneous. Approximately eighty-two (82.07%) of the service area is classified as white only, accounting for approximately 203,157 total persons. The next largest single race is Asian alone (5.19%; 12,852 persons), as shown in Figure 4.

Projecting ahead, the White alone population is expected to decrease marginally and will comprise 78% (216,275 total persons) of the population in 2023. The Asian population will also increase to 6.55% (18,081 total persons) while people comprising two or more races are projected to make up 6.94% (19,163 total persons) of the population by 2023.

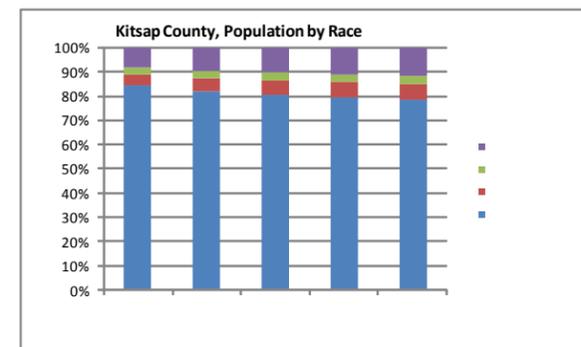


Figure 4 – Kitsap County Population by Race/Ethnicity

Persons of any race in combination and classified as being of Hispanic or Latino origin account for about five percent of the population (5.4%) and they are projected to increase to 7.64% by 2023.

1.1.3.5 Household and Income

Currently, there is an estimated 94,098 households in the Kitsap County service area with an average household size of 2.56 persons.

The service area's median household income (2008 estimated median income of \$60,161) has increased over the next several years (\$82,275 by 2023). The median household income represents the earnings of all persons age 16 years or older living together in a housing unit. The per capita income too is projected to almost double from \$22,317 in 2000 to \$39,779 by 2023. See Figure 5

The disposable income, the after-tax household income, for Kitsap County also exhibits relatively healthy characteristics. As Figure 6 shows, almost 50% of all households have a disposable income higher than \$50,000 and almost 24% have disposable household incomes higher than \$75,000.

Effectively one out of every four households has disposable income higher than \$75,000 and this would certainly indicate an ability to participate in recreation spending if there are offerings of interest to those households.

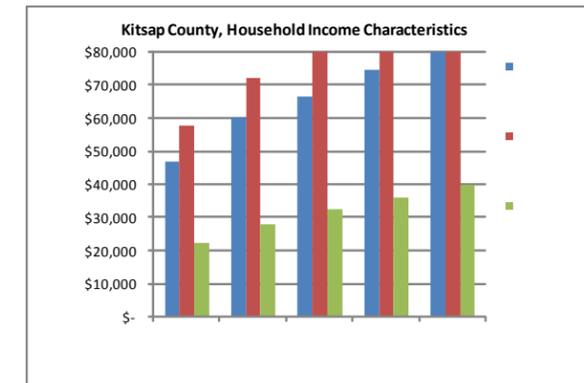


Figure 5 - Kitsap County Service Area Income Characteristics

Disposable Income Characteristics - 2008		
Kitsap County, Disposable Income	Number	Percentage
< \$15,000	8,708	9.30%
\$15,000 - \$24,999	9,308	9.90%
\$25,000 - \$34,999	11,434	12.20%
\$35,000 - \$49,999	19,381	20.60%
\$50,000 - \$74,999	22,803	24.20%
\$75,000 - \$99,999	10,891	11.60%
\$100,000 - \$149,999	8,621	9.20%
\$150,000 - \$199,999	1,336	1.40%
\$200,000 +	1,616	1.70%
Median Disposable Income	\$ 48,105	
Average Disposable Income	\$ 60,429	

Figure 6 - Disposable Income Characteristics

PARK REVENUE GENERATION / MARKETING / BUSINESS STRATEGY

A. Market Analysis

Kitsap County, Disposable Income by Age	< 25	25-34	35-44	45-54	55-64	65-74	75+
< \$15,000	812	1,200	1,076	1,240	1,397	1,193	1,790
\$15,000 - \$24,999	1,078	1,514	1,175	1,214	1,409	1,386	1,532
\$25,000 - \$34,999	1,074	2,595	2,015	1,607	1,646	1,110	1,387
\$35,000 - \$49,999	911	3,346	4,603	3,863	3,165	2,027	1,466
\$50,000 - \$74,999	596	4,031	4,502	6,295	4,353	1,634	1,392
\$75,000 - \$99,999	259	842	1,982	3,631	2,978	727	472
\$100,000 - \$149,999	257	704	1,308	2,690	2,389	801	472
\$150,000 - \$199,999	71	69	269	424	332	75	96
\$200,000 +	57	121	289	501	349	191	108

Data Note: Disposable Income is after-tax household income. Detail may not sum to totals due to rounding.

Figure 7 - Kitsap County, Disposable Income by Age

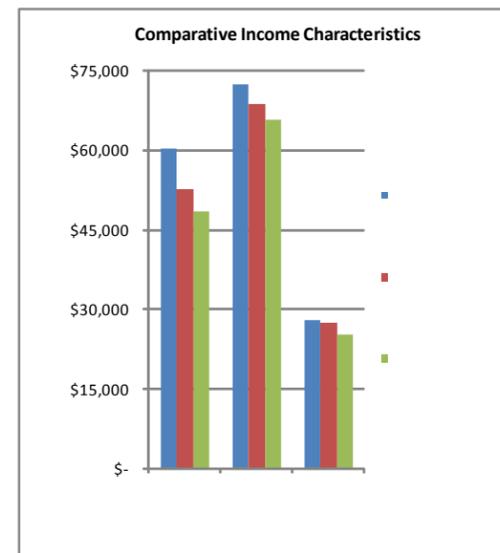


Figure 8 - Kitsap County Comparative Income Characteristics

Evaluating Disposable Income by Age, in **Figure 7**, the availability of disposable income increases with age and peaks with the as the population 45-54 age segments. This age segment is typically when an adult is at the peak of his / her earning potential and has the highest disposable income. Thus from a program offering and target market standpoint, the 35-44 and 45-54 groups are also attractive groups to focus on. Additionally, they tend to have the highest number of dependants with school / college going children and would be motivated to have their children participate in a variety of sports

and recreation activities, particularly leagues and tournaments that might be held at the South Kitsap Regional Park's multiple sports fields or courts.

On the other hand, the 55+ active adult audiences might have marginally lesser income but also tend to have fewer dependants and thus would be more prone to spend on activities for themselves.

Additionally, as **Figure 8** shows, the median household income and per capita income in Kitsap County are higher than those for the state of Washington as well as national averages. Kitsap County's 2008 median household income of \$60,161 is higher than that of Washington (\$52,583; 2006 estimated) and the national average (\$48,451; 2006 estimated).

1.1.3.6 Recreational Expenditure

Figure 9 illustrates the percentage of sports and recreation spending by category in comparison to total recreation spending. As can be seen, the spending on Sports, Recreation and Exercise Equipment has an overall index of 90. This indicates that the overall spending for these categories in Kitsap County is marginally lower than national averages for the same items. However, it must be kept in mind that these numbers are based on information gathered in 2002-2004 as mentioned in the note below.

As the household income characteristics demonstrate, Kitsap County' 2008 median household income demonstrated significant growth from its 2000 numbers (\$46,848) and is projected to grow to over \$80,000 per household in the next 15 years.

Recreation Expenditures, Kitsap County

	Spending Potential Index	Average Amount Spent	Total
Entertainment Fees and Admissions	101	\$ 625	\$ 58,781,908
Toys & Games	99	\$ 148	\$ 13,907,892
Recreational Vehicles and Fees	96	\$ 422	\$ 39,665,143
Sports, Recreation and Exercise Equipment	90	\$ 194	\$ 18,234,665
Photographic Equipment and Supplies	99	\$ 126	\$ 11,877,796
Reading	98	\$ 283	\$ 26,612,501
Total		\$ 1,797	\$ 169,079,905

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.
Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.

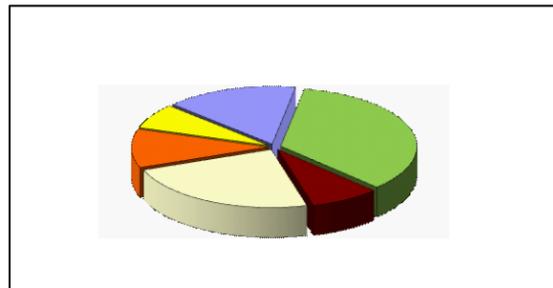


Figure 9 - Recreation Expenditure by Category in Kitsap County

Figure 10 demonstrates the detailed breakup of recreational expenditures (sports, recreation and exercise equipment) for Kitsap County. This helps demonstrate the various avenues of Recreational Spending and is a fair indicator of the likelihood of the population to participate in various sports and recreation activities.

As can be seen, Camping does not seem to be very high on the list of purchases while Bicycles, Winter Sports Equipment and Other Sports Equipment seem to be on the high end as per the Spending Potential Index.

Sports, Recreation and Exercise Equipment	Spending Potential Index	Average Amount Spent	Total
Exercise Equipment and Gear, Game Tables	94	\$ 97.78	\$ 9,201,202
Bicycles	98	\$ 18.60	\$ 1,750,280
Camping Equipment	66	\$ 10.96	\$ 1,031,573
Hunting and Fishing Equipment	80	\$ 35.92	\$ 3,379,789
Winter Sports Equipment	100	\$ 5.44	\$ 511,825
Water Sports Equipment	95	\$ 6.89	\$ 647,884
Other Sports Equipment	97	\$ 14.71	\$ 1,384,344
Rental/Repair of Equipment	98	\$ 3.48	\$ 327,768

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.
Source: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.

Figure 10 - Detailed Recreation Expenditure for Kitsap County

1.2 Trends Analysis

Information released by American Sports Data, Inc.

(ASD) reveals that most of the popular sport and recreational activities include swimming, walking, jogging, bicycling, and weight training. Most of these activities appeal to both young and old alike, can be done in most environments, can be enjoyed regardless of level of skill, and have minimal economic barriers to entry. These popular activities also have appeal because of the social aspect: people enjoy walking and biking together, and although fitness activities are mainly self directed, many can offer a degree of camaraderie.

Walking has remained one of the two most participated in activities of the past decade. Walking overtook swimming in participation over the last year – for 2007, a reported 87.3 million Americans walked at least once.

Among the innovative and fresh recreational activities, some experienced growth because they're simply "hot," a new activity which invigorated fitness and leisure time. However, as with most fads, participation is often relegated to a specific region of area. Wakeboarding, paintball, wall climbing, mountain biking, BMX biking, and snowboarding are all part of the "extreme sports" category which have shown growth trends; typically, these activities are targeted towards and participated in by the younger generation. Paintball in particular is getting increasingly popular as seen when over 15,000 participants from all over the country participated in the inaugural Paintball World Cup at Disney's Wide World of Sports Complex in Orlando, Florida in 2006. However, as with most recreational activities, as the activity reaches the mature stages of the lifecycle, continual investment in the asset infrastructure is required to remain competitive and relevant.

From a traditional team sport standpoint, basketball ranks highest among all sports in terms of participatory base with 32.3 million persons reportedly participating in 2007. Two sports experiencing participation and growth never before seen are lacrosse and tackle football – both have seen double digit growth; lacrosse has outright exploded.

Based on a survey conducted by the Forest Service and the Southern Research Station from 1999 to 2004, these activities topped the list

- Participation in walking
- Outdoor family gatherings
- Gardening,
- Viewing/photographing natural scenery
- Visiting nature centers

PARK REVENUE GENERATION / MARKETING / BUSINESS STRATEGY

A. Market Analysis

All of these activities for the most part are relatively inexpensive and have few barriers to entry.

1.2.1 Recreational Trends by Race and Ethnicity

The white population as a whole participates in a wide range of activities, including both team and individual sports of a land and water based variety; however, the white populace has an affinity for outdoor non-traditional sports.

Ethnic minority groups in the United States are strongly regionalized and urbanized, with the exception of Native Americans and these trends are projected to continue. Different ethnic groups have different needs when it comes to recreational activities. Ethnic minority groups, along with Generations X and Y, are coming in ever-greater contact with white middle-class baby-boomers with different recreational habits and preferences. This can be a sensitive subject since many baby-boomers are the last demographic to have graduated high school in segregated environments and the generational gap magnifies numerous ideals and values differences which many baby-boomers are accustomed to. This trend is projected to increase as more baby-boomers begin to retire and both the minority and youth populations continue to increase.

The Asian population is a very different yet distinct ethnic group compared with the three main groups in the U.S. – white, black, and Hispanic. The Asian population has some similarities to the Hispanic population in terms of cultural traditions or participation in group recreation activities. However, many seem to shy away from traditional team sports, outdoor and water based activities.

The black population has historically been an ethnic group that participates in active team sports, most notably football, basketball, and baseball. The black populace exhibits a strong sense of neighborhood and local community through large special events and gathering with extended family and friends including family reunions. Outdoor and water based activities, such as, hiking, water skiing, rafting, and mountain biking, are not much of a factor in the participatory recreational activities.

Hispanic and Latino Americans have strong cultural and community traditions with an emphasis placed on the extended family, many times gathering in large recreational groups where multiple activities geared towards all age segments of the group may participate.

Large group pavilions with picnicking amenities and multi-purpose fields are integral in the communal pastime shared by many Hispanics.

Utilizing the Ethnicity Study performed by American Sports Data, Inc., a national leader in sports and fitness trends, participation rates among recreational and sporting activities were analyzed and applied to each race/ethnic group.

A participation index was also reviewed. An index is a gauge of likelihood that a specific ethnic group will participate in an activity as compared to the U.S. population as a whole. An index of 100 signifies that participation is on par with the general population; an index less than 100 means that the segment is less likely to participate, more than 100 signifies the group is more likely than the general public to participate.

The most popular activities for those classified as white alone in terms of total participation percentage, the percentage by which you can multiply the entire population by to arrive at activity participation of at least once in the past twelve months, are:

- Recreational Swimming – 38.9% participation rate (38.9% of the population has participated at least once in the last year);
- Recreational Walking – 37.0% participation rate;
- Recreational Bicycling – 20.6% participation rate;
- Bowling – 20.4% participation rate;
- Treadmill Exercise – 19.1% participation rate;

High participation percentages in freshwater fishing (17.3% participation rate), hiking (17.2% participation rate) and tent camping (17.2% participation rate) demonstrate the high value that the white population places on outdoor activities. Sailing (Index of 124), kayaking (Index of 121) and golf (Index of 120) are three activities that the white population is more likely to participate in than the general public.

The top five recreational activities for the Asian populace in regards to participation percentages are:

- Recreational Walking – 33.3% participation rate;
- Recreational Swimming – 31.9% participation rate;
- Running/Jogging – 21.6% participation rate;
- Bowling – 20.5% participation rate;
- Treadmill Exercise – 20.3% participation rate;

The Asian populace participates in multiple recreational activities at greater rate than the general population with lacrosse being the activity boasting the greatest index of 615. Squash (Index of 414), mountain/rock climbing (Index of 262), yoga/tai chi (Index 229), martial arts (227), artificial wall climbing (224), badminton (222) and rowing machine exercise (206) each represent an activity that Asian's are more than twice as likely to participate in than the general public.

The five most popular and most participated in activities for those of Hispanic descent are:

- Recreational Swimming – 33.2% participation rate;
- Recreational Walking – 31.2% participation rate;
- Recreational Bicycling – 19.7% participation rate;
- Bowling – 18.5% participation rate;
- Running/Jogging – 18.0% participation rate;

In terms of participation index, the Hispanic populace is more than twice as likely as the general population to participate in boxing (Index of 264), very likely to participate in soccer (Index of 177) and more likely to participate in paintball (Index of 155) than any other ethnic group. For comparison reasons, although Hispanics are nearly twice as likely to participate in soccer as any other race, only 9.0% of the Hispanic population participated in the sport at least once in the last year.

Analyzing the top five activities that the black populace participates in at the greatest rate results in:

- Recreational Walking – 26.7% participation rate;
- Recreational Swimming – 20.2% participation rate;
- Basketball – 19.8% participation rate;
- Bowling – 17.5% participation rate;
- Running/Jogging – 14.3% participation rate;

The black population, like the Hispanic population, is more than twice as likely to participate in boxing (Index of 208). Football (Index of 199) and basketball (Index of 160) are also among the higher participated in activities among the black populace, however, BMX bicycling surprisingly has a higher index than basketball – 172 to 160.

1.2.2 Recreation Trends

The American Sports Data, Inc.'s (ASD) *Superstudy of Sports Participation (Superstudy)* was utilized to evaluate national sport and fitness participatory trends. ASD has been an unequalled leader in sports and fitness participation trends for over two decades; the *Superstudy* is based on a national consumer mail survey of 30,000 adults and children. The *2007 Superstudy of Sports Participation* survey was administered between January 2nd and 3rd, 2008 and represents participatory data for the twelve consecutive months preceding December 31, 2007.

Using the *2007 Superstudy of Sports Participation*, the following national participation trends were identified for core activities. The *Superstudy* compares changes in participation during the past one (1), five (5), eight (8), and twenty (20) years. Although the one (1) year change may indicate a future trend or current fad, it is the 5, 8, and 20 year data that is representative of ongoing trends. This report includes analysis of short term and long term participation changes.

1.2.2.1 Traditional "Bat and Ball" and Team Sports

Traditional sports, often referred to as the social glue that bonds the country, play an important role in American society. By teaching important values of teamwork and discipline while stressing physical fitness and a healthy lifestyle, sports have been the building block for many Americans.

The sport that evokes more nostalgia among Americans than any other is baseball. So many people play the game as children and grow to become devout followers of the professional game that it has become known as "the national pastime"; despite a decrease in overall participation, currently it is estimated that slightly more than 8.1 million persons participate in baseball per year.

Basketball, a game originating in the U.S., is actually the most participated in sport among the traditional "bat and ball" sports with more than thirty-two million (32.3 million) estimated participants. This popularity can be attributed to the ability to compete with relatively small number of participants, the limited number of supplies needed to participate, and the limited space requirements necessary – the last of which make basketball the only traditional sport that can be played

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National Participatory Trends, by Activity	1987	1998	2000	2003	2006	2007	% Change, '03-'07	% Change, '00-'07	% Change, '98-'07	% Change, '87-'07
Baseball	15,098	12,318	10,881	10,885	9,039	8,191	-24.7%	-24.7%	-33.5%	-45.7%
Basketball	35,737	42,417	37,552	35,439	30,971	32,301	-8.9%	-14.0%	-23.8%	-9.6%
Ice Hockey	2,393	2,915	2,761	2,789	3,680	3,353	20.2%	21.4%	15.0%	40.1%
Football, Touch	20,292	17,382	15,456	14,119	14,845	13,472	-4.6%	-12.8%	-22.5%	-33.6%
Football, Tackle	n/a	n/a	5,673	5,751	6,246	6,759	17.5%	19.1%	n/a	n/a
Gymnastics	n/a	6,224	6,689	5,189	6,708	4,983	-4.0%	-25.5%	-19.9%	n/a
Lacrosse	n/a	926	751	1,132	1,439	1,710	51.1%	127.7%	84.7%	n/a
Soccer, Outdoor	n/a	n/a	n/a	16,133	14,962	14,396	-10.8%	n/a	n/a	n/a
Softball, Fast Pitch	n/a	3,702	3,795	3,487	3,396	3,974	14.0%	4.7%	7.3%	n/a
Softball, Slow Pitch	n/a	19,407	17,585	14,410	12,220	13,150	-8.7%	-25.2%	-32.2%	n/a
Volleyball, Court	n/a	n/a	n/a	11,008	11,497	8,706	-20.9%	n/a	n/a	n/a
Volleyball, Sand/Beach	n/a	10,572	8,762	7,454	8,056	7,699	3.3%	-12.1%	-27.2%	n/a
Racquetball	10,395	5,853	5,155	4,875	5,109	5,705	17.0%	10.7%	-2.5%	-45.1%
Tennis	21,147	16,937	16,598	17,325	18,737	17,561	1.4%	5.8%	3.7%	-17.0%

Figure 11 – Traditional Sports Participation; Total U.S.

at the majority of American dwellings. However, as is the case for most traditional sports, basketball has experienced some decline in the study periods analyzed – 9% five year decline from 2003-2007 (Figure 11).

Soccer (outdoor) has also just recently started being tracked and though there may be some decrease in total participation, overall the global popularity and the increase in number of soccer-specific stadiums in the United States, continues to fuel the growth of soccer in the country. The sport which has had the largest increase in popularity, although a relatively modest 1.7 million American's participate, is lacrosse. Lacrosse increased by 51.1% over the 5-year study period, and an impressive 128% participatory increase over the 10-year period. tackle football (17.5% increase), racquetball (17% increase) and fast-pitch softball (14% increase) all have seen 5 and 10-year participation increases and seem poised for more growth.

1.2.2.2 Extreme/Non-Traditional Sports

Extreme sports blasted onto the scene in 1995 with the first airing of the Extreme Games, now simply known as the X Games, by ESPN. The national broadcast of the summer and winter X Games have introduced these extreme sports – including freestyle BMX, freestyle motorcross, surfing, skiing, snowboarding, and, of course, skateboarding – to the general public, instantly creating new markets. According to ESPN, the X Games remain the most watched sports show among males aged 12 to 34. Extreme sports have had the ability to maintain a user base well beyond the ages of most traditional sports, a trend made evident by the popularity of the 40-year old X Game star Tony Hawk of skateboarding and BMX fame.

Although most activities defined as extreme sports for this report have fewer than 9 million participants

nationwide, more than half (6 of 11) have experienced 10-year growth. However, only of the activities have been able to sustain some of the early gains and also post a 5-year growth percentage – kayaking (144% 10-year growth; 35% 5-year growth) and skateboarding (62% 10-year growth; 5% 5-year growth).

It could be expected that with the inclusion and popularity of BMX biking in the recently concluded 2008 Olympic Games, this sport may increase its participation base. This is one of the activities that spans in age segment participation from early childhood to early- to mid-adulthood.

The outdoor extreme sports – mountain biking, climbing, canoeing, kayaking, and rafting – all have a more mature audience. As with most sports, the level of participatory risk determines the extreme element; canoeing and kayaking are two of the least extreme of the outdoor extreme sports due to the lack of favorable waterways needed for the element of risk. Artificial wall climbing, inspired by mountain/rock climbing, but geared more towards the non-extremist, is the only extreme “outdoor” sport with an average age of participant below twenty (artificial wall climbing’s average age is roughly 17 years).

Due to most of the outdoor sports requiring specialized equipment and non-urban settings to participate, most have lower average participation days than other extreme sports. Nationwide participatory numbers are presented in Figure 12.

National Participatory Trends, by Activity	1987	1998	2000	2003	2006	2007	% Change, '03-'07	% Change, '00-'07	% Change, '98-'07	% Change, '87-'07
Martial Arts	n/a	5,368	5,722	6,883	6,184	6,162	-10.5%	7.7%	14.8%	n/a
Roller Hockey	n/a	3,876	3,287	2,718	1,217	917	-66.3%	-72.1%	-76.3%	n/a
Roller Skating, In-Line	n/a	32,010	29,024	19,233	14,869	10,106	-47.5%	-65.2%	-68.4%	n/a
Skateboarding	10,888	7,190	11,649	11,090	11,413	11,616	4.7%	-0.3%	61.6%	6.7%
Bicycling, BMX	n/a	n/a	3,977	3,365	2,129	3,053	-9.3%	-23.2%	n/a	n/a
Artificial Wall Climbing	n/a	4,696	6,117	8,634	7,993	7,820	-9.4%	27.8%	66.5%	n/a
Paintball	n/a	5,923	7,121	9,835	10,159	8,815	-10.4%	23.8%	48.8%	n/a
Mountain Biking	1,512	8,611	7,854	6,940	5,196	5,617	-19.1%	-28.5%	-34.8%	271.5%
Mountain/Rock Climbing	n/a	2,004	1,947	2,169	2,253	2,122	-2.2%	9.0%	5.9%	n/a
Trail Running	n/a	5,249	5,232	6,109	5,911	n/a	n/a	n/a	n/a	n/a
Canoeing	n/a	13,615	13,134	11,632	12,545	11,147	-4.2%	-15.1%	-18.1%	n/a
Kayaking	n/a	3,501	4,137	6,324	8,377	8,547	35.2%	106.6%	144.1%	n/a
Hiking (Day)	n/a	38,629	39,015	39,096	38,569	37,295	-4.6%	-4.4%	-3.5%	n/a

NOTE: Participation listed in 000's of participants

Figure 12 - Extreme/Non-Traditional Sports Participation; Total U.S.

Activity	Participation (millions)	Percentage of Population
View / photograph natural scenery	151.2	70.6
Visit nature centers	135.9	63.5
Driving for pleasure	130.9	61.2
View / photograph wildlife	124.6	58.2
View / photograph wildflowers, trees, etc.	122.0	57.0
Visit historic sites	113.6	53.1
Picnicking	112.1	52.4
View / photograph birds	85.2	39.8
Day hiking	81.3	38.0
Bicycling	80.5	37.6
Visit a wilderness or primitive area	71.9	33.6
Developed camping	66.5	31.1
Snow/ice activities	62.4	29.2

Figure 13 - U.S. Outdoor recreation participation by activity (2003-2004 NSRE)

1.2.2.3 Outdoor Recreation

This section provides an overview of the larger context of outdoor recreational trends in America as a whole. The National Survey on Recreation and the Environment (NSRE) was utilized extensively for this research.

Our understanding of outdoor recreation trends in America has evolved significantly over the past four decades since the first national survey was conducted in 1960 by the congressionally created Outdoor Recreation Resources Review Commission (ORRRC). Since that time, a long series of statistics have been gathered through seven reiterations of the National Survey on Recreation and the Environment (NSRE) that identify notable trends in participation and the evolution of new forms of recreation activities enjoyed by Americans.

The most recent of these updated reports was from the NSRE conducted in 2003-2004. Participation in thirty-seven (37) outdoor recreation activities were evaluated in this study. Those activities potentially offer the greatest

Activity	Participation (millions)	Percentage of Population
Drive off-road	48.1	22.5
Mountain biking	42.5	19.8
Primitive camping	33.1	15.5
Backpacking	25.8	12.1
Horseback riding (general)	19.1	8.9
Horseback riding on trails	15.2	7.1
Cross country skiing	5.7	2.7

Figure 14 - U.S. Outdoor recreation participation by activity (2003-2004 NSRE)

relevance to Kitsap County, Washington, are represented in Figures 13 and 14. These charts are depicted by activity and include national participation in millions of people, as well as percentage of total U.S. population.

The Outdoor Industry Association identifies two major generational categories in the U.S.: Baby Boomers (born between 1946 and 1964) and Millennials (born between 1978 and 2003). These two generational segments have distinct differences in their notable preferences of an active lifestyle. Baby boomers have shed the image of the relaxed, sedentary lifestyle of generations past pursue a more active form of “retirement”.

Many boomers are continuing their active and healthy living they converted to later in life as evident by the increasing numbers of seniors participating in the fitness industry. Scott Parmelee, publisher of Outside

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magazine, describes the boomers as a “hybrid person” that enjoys “less strenuous” activities while still connecting with nature and the outdoors. Many boomers connect outdoor experiences to personal growth while the Millennials seek the thrill.

Millennials pioneered adventure and extreme sports and have been most responsible for the decline in the traditional “bat and ball” sports leagues targeting young adults. They elect less structured activities such as skateboarding, rock climbing, and mountain biking in place of organized youth activities like baseball, football, and soccer.

The mainstays of outdoor recreation – hiking, biking, camping, fishing and paddling – comprise the greatest number of users. The greatest growth of participation has occurred in activities that have low barriers to entry, can be undertaken within close proximity to home and can be completed in a limited amount of time.

1.3 Other Service Providers

Based on the information provided in the Kitsap County Parks, Recreation and Open Space Plan, there are a number of public and private providers that offer a variety of parks and recreation facilities and amenities. Even though this plan is focused on a specific park and not the entire county, the regional nature of the park entails that it competes with service providers County-wide. With that in mind the other primary service providers, as mentioned in the plan, include:

- Kitsap County Facilities
- City of Bremerton
- City of Port Orchard
- City of Poulsbo
- Bainbridge Island Metro Park and Recreation District
- Bainbridge Island, Bremerton, North Kitsap, Central Kitsap and South Kitsap Schools
- Olympic College
- University of Washington

According to the inventory identified in the Parks, Recreation and Open Space Plan, a majority of the sports fields and sports courts are provided by the City of Bremerton, Bainbridge Island Park District and the schools. There are also a limited number of non-traditional offerings like Skate Parks and BMX Tracks

and Disc Golf sites. The Plan documented County wide gaps in service offerings and some of the largest gaps emerged in Basketball Courts and Sports Fields.

1.4 Market Needs Assessment

The overall assessment of the market considers the demographics of the market place, trends for recreation activities, and competition. The market assessment provides the foundation to identify facilities, activities and services.

1.4.1 Summary of Key Findings

1.4.1.1 Varied Age Segment Mix

Essentially one in three people in Kitsap County will be over the age of 55 by 2023. This would entail that the recreation program offerings and facilities / amenities that cater to this active adult population would be in increased demand in the upcoming years. At the same time, almost 45% of the population will be under the age of 35 and this would continue to fuel the demand for sports activities and other age appropriate recreation programs. These could include programs that will place a heavy emphasis on community wide special events, performing arts, traditional team sports, family activities such as biking, walking, life skill programs and general entertainment and leisure activities.

1.4.1.2 Healthy Income Characteristics

The County's income characteristics are certainly healthier than the State and National averages. Given the current economic conditions, this would further mean that the County residents would be most willing to spend their recreation dollars in areas where they would obtain the most value and bang for their buck.

The Recreation Spending Index also demonstrates a preference towards biking, winter sports and outdoor sports. These indicate a high potential for participation in sports activities at the South Kitsap Regional Park's sports fields as well as use of a walking, biking trail, including mountain biking, network.

1.4.1.3 Limited Regional Special Events Space

Kitsap Fairgrounds and Events Center seems to be one of the only signature locations for special events in the County. There is a dearth of similar signature destination location, particularly, on the South side of the County. Additionally, from a regional standpoint, there is an opportunity to create a facility (that can leverage

nature, historic background and sports) that could host a variety of special events and community wide gatherings.

1.4.1.4 Lack of Sports Fields

Based on the information obtained from the Level of Service analysis in the Parks, Recreation and Open Space Plan, there are limited number of sports fields and sports courts available. In particular there are fewer tournament quality and lighted fields that could help promote regional sports through tournaments and league play. Sports, recreation and league play, are very popular in Kitsap County and there exist an opportunity for a facility that can maximize this potential and serve as a regional draw.

1.4.1.5 Potential Growth In Popularity for Extreme / Non-Traditional Sports

As participation trends have demonstrated, there is a growth pattern evidenced in sports extreme sports such as BMX biking and motocross, skateboarding, mountain biking and canoeing / kayaking. Additionally sports such as lacrosse, flag football and fast pitch softball continue to demonstrate growth in varying patterns, while diamond sports, soccer and basketball continue to have a large participant base despite small decreases in total participation.

1.4.2 Opportunities

- A tremendous opportunity exists to uniquely position South Kitsap Regional Park in the local and regional parks and recreation market place to attract active families with needs for facilities and programs that can be participated in by a wide range of age groups
- The need exists in the market place for dedicated space for special events that do not present significant operational impacts related to space configuration, access, concession opportunities and traffic/pedestrian circulation
- The traditional market of sports tournaments continues to exist with additional opportunities to leverage multiple activities within one area
- While extensive competition exists for picnic pavilions and shelters, the natural setting of South Kitsap Regional Park establishes a unique environment attracting a strong market following. The opportunity to leverage the use of

picnic pavilions to support catering activities and subsequent revenue generation is very strong.

- The historic and educational opportunity offered by Kitsap Live Steamers, scale outdoor railroad enthusiasts, operating a non-profit 7 1/2 inch gauge railroad at the park also could be strongly branded and promoted to serve as a regional draw
- The increasing awareness and advocacy for nature and conservation are also areas that can be targeted through the Nature Center and Arboretum
- Nationwide trends also point to an increased participation in Adventure Sports activities (including Mountain Biking, BMX, Rock Climbing, Zip Lining among others) and they are able to pull in not just the individual users but also families and groups.
- Combined with activities, a passive and inviting environment is required to draw regular users into and through the park, experiencing the native beauty, the energy of activity, and the opportunity for multiple age groups to be involved.

1.5 Target Market Identification

Based on the market analysis and identified needs and opportunities, the target markets for South Kitsap Regional Park have been categorized as Primary and Secondary markets. The Primary Market includes all the various regional groups that would provide the majority of users for the various park offerings on a consistent basis. The Secondary Market includes audiences for the non-traditional uses of the park's facilities and amenities.

1.5.1 Primary Market

- Kitsap County Residents
- Families requiring recreation activities for a wide range of age focused activities
- Active individuals interested in passive, self directed recreation activities
- Family and special interest groups requiring larger group outing facilities
- Regional Sports Tournaments
- Smaller tournaments that can be attracted by leveraging other activities and attractions

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- Special Event producers
- Sports leagues
- Nature lovers (Biking / Hiking enthusiasts)
- Railroad Enthusiasts

1.5.2 Secondary Market

- Destination opportunities
- Weddings
- Corporate events
- Family reunions
- Graduation Parties



CHAPTER 2 – FINANCIAL PLAN

Based on current plans, given below are the potential phased developments at SKRP.

- Phase I:
 - Entrances at Lund and Jackson
 - Skate Park at Lund
 - Maintenance and Operation Yard
 - Community Gardens (maybe)
- Phase II:
 - Connect Parking and roads
- Phase III:
 - Fields and activity courts
 - Restrooms

Upon further development of the actual site amenities and infrastructure, SKRP could look to build its financial plan looks at operational conditions and projects a realistic future financial performance. The categories to be considered at that time would be:

- Revenue Projections
- Operational Objectives
- Projected Expenses

2.1 Revenue Projections

The five main categories of revenue sources that should be factored in Operating Pro-Forma are provided below. It must be noted that these are not necessarily exclusive categories and there could be more based on what SKRP decides:

- Park and Facility Usage (day-use/ passes / special event fees)
This includes all revenues generating from the day-usage of select SKRP facilities or from fees generated through Special Events
- Commercial Leases
This includes revenues from commercial leases, and all leases and rent payments made for administrative facility use, including those payments made by partner organizations
- Concessions / Retail
This includes all revenues from concessions including percentage of gross revenue payments made by partner organizations. It also includes revenues generated from any

retail operations / gift shops set up by SKRP or partner organizations either on a year-round or event basis

- Leagues and Tournaments
This includes revenues generated from user fees for league or tournament participation either self-operated or partner operated
- Earned Income (donations, sponsorships/ advertising)
This includes all new revenues generated from private donations, volunteer service, facility and program sponsorship, and the sales of exclusive advertising opportunities on-site and in SKRP informational and promotional materials

2.2 Operational Targets

Based on the type of programming that SKPR eventually decides to develop, it is essential that it includes an estimated attendance / participation for day use, rentals, special events, leagues and tournaments.

2.3 Projected Expenses

There are five (5) major categories of expenses that need to be factored into the operating pro-forma:

- Salaries and Wages
Salaries and wages associated with existing and recommended new staff, including projected overtime. Adjustments to salaries and wages are provided in increments of 3% growth every two years.
- Benefits
Employee benefits include all health insurance, retirement provisions, and applicable employment taxes. Benefits are estimated as a flat 25% of total salaries and wages, and include limited projected overtime.
- Goods and Services
Goods and services include all materials,

supplies, and service contracts needed to conduct daily operations of SKRP as well as those good cost at the concessions and retail stores. This includes all utility costs as well.

- Marketing and Promotions
Marketing expenses include all production of promotional material, advertising, public relations, and other associated costs with performing marketing for the SKRP
- Travel
Travel expenses are fuel, vehicle, and reimbursable expenses associated with employee travel required to support operations of SKRP.

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C. Implementation Plan and Recommendations

CHAPTER 3 – IMPLEMENTATION PLAN AND RECOMMENDATIONS

Based on the community needs and market analysis as well as information provided by the Kitsap County Parks and Recreation Staff, PROS has developed broad system-wide as well as individual facility / event specific recommendations.

The **system-wide recommendations** highlight two key areas that will need to be focused on to promote the fiscal success and sustainability of this park. These areas include Earned Income and Revenue Generation and Partnerships.

The **individual facility / event specific recommendations** will seek to address the opportunities identified and to maximize the use of existing facilities in the approved park design.

3.1 System-Wide Recommendations – Earned Income and Revenue Generation

The Department has not aggressively sought earned income in recent past. The current economic downturn combined with the limited availability of funds to operate and maintain at the highest level points indicates a more focused and proactive approach towards revenue generation. This would entail that the Department to a need for change in the Department’s management model. It is recommended that the Department move towards a business and efficiency based model as opposed to its current social model.

Based on current information, the Department obtains minimal revenue from current vendors and there is a lack of pricing policy in place. The key to effective revenue generation that will help support operational costs starts with a philosophy that is applied consistently across the parks and recreation system. The philosophy needs to be created by establishing the true cost of providing a service and then evaluating what level of benefit that the user receives above a general taxpayer. A greater level of exclusivity should result in a higher price for the service.

This approach and philosophy must be established in a pricing policy for staff to follow with cost recovery goals for different types of services applied that is fair and equitable. The staff must learn to communicate cost and price to users, as well as explain the level of investment the County is making in their experience at the park.

The following recommendations need to be implemented to achieve a higher level of earned income from a variety of sources to maximize and leverage resources to achieve a balanced approach to taxes and earned income to support the Department for the future:

- Establish true cost of services and the current or anticipated level of cost recovery the County desires by activity
- Establish a pricing policy for staff to follow
- Develop an earned income policy for staff to seek outside revenue sources, such as grants, sponsorships, advertising, leases, concessions, and sale of merchandise
- Develop a Business Development component within the Department to help seek earned income dollars for capital and operational needs of the park and support partnership development for various elements of the park. They could help coordinate the various fundraising efforts with the Skate Park and other stewardship groups
- Market the benefits received to users and communicate price of services currently, as well as train staff on communication of pricing of services
- Establish market rates for some services the County will provide at the park
- Establish a policy that income earned stays in and is reinvested in the program activity, area, or facility that it came from. This will keep the program or facility positioned well and provide an incentive for staff
- Establish performance measures for earned income to be achieved as well as communicate the results
- Seek greater balance with partnership groups to achieve higher levels of equity in services provided to them from the City
- Seek to build on the neighborhood stewardship program to support the value, use, and protection of the resource through neighborhood watch and friends association for the South Kitsap Regional Park

3.1.1 Funding and Revenue Strategies

These are examples of revenue options the Kitsap County Parks and Recreation should consider to

support capital improvement needs and operational needs in the Department. These options are largely focused on County wide initiatives however, there could be components from it (naming rights, facility authority) that may be applicable specifically to South Kitsap Regional Park itself. Some of these might be in place or might not be

3.1.1.1 General Funding Sources

General Fund: General funds derived from property taxes and other municipal income sources are a normal way of supporting park and recreation system operations but are limited in their ability to fund significant land acquisition or capital development.

General Obligation Bond: A general obligation bond is a municipal bond secured by the taxing and borrowing power of the municipality issuing it. These bonds may require some level of community voter support and are used to support capital improvements and acquisition of land.

Governmental Funding Programs: A variety of funding sources are available from federal and state government for greenspace-related projects. For example, the Land and Water Conservation Fund provide funds to state and local governments to acquire, develop, and improve outdoor recreation areas. Federal Community Development Block Grant (CDBG) funds can be used in part to support greenspace related improvements. Transportation enhancement funds available through SAFETELU, the current federal transportation bill, can be used for trail and related greenspace development. Americorps grants can be used to fund support for park maintenance. Federal Housing Grants can be used to develop recreation related facilities to support social needs of housing residents.

Bond Referendum: This funding approach involves submission of a bond measure to be used to finance greenspace acquisition, development, and/or maintenance to a direct popular vote. According to the Trust for Public Land, voters in 23 states approved 104 ballot measures in November 2006 that will provide \$6.4 billion in funding for greenspace-related acquisition and development.

3.1.1.2 Dedicated Funding Sources

Park Impact Fees: These fees are attached to the cost of new residential development based on the square

footage or number of bedrooms per unit to generate funds for park acquisition and development. Impact fees typically range from a low of \$500 dollars per unit to a high of \$9,000 dollars per unit and should be periodically updated to address market rates and land values.

Tax Allocation District: Commonly used to finance redevelopment projects in Atlanta, a Tax Allocation District (TAD) involves the issuance of tax-exempt bonds to pay front-end infrastructure and eligible development costs in partnership with private developers. As redevelopment occurs in the district, the “tax increment” resulting from redevelopment projects is used to retire the debt issued to fund the eligible redevelopment costs. The public portion of the redevelopment project funds itself using the additional taxes generated by the project. TADs can be used to fund greenspace acquisition and development as an essential infrastructure cost.

Boulevard Tax: This funding source has been used by Kansas City, MO to develop and maintain its nationally known parkways and boulevard system. Residents who live along these corridors pay a charge based on a lineal foot that is added to their property tax bill. This approach has proven to be very beneficial to owners when selling their homes because of the added value to their properties.

Cash-in-Lieu of Open Space Requirement: Ordinances requiring the dedication of open space within developments to meet the park and recreation needs of the new residents often have provisions allowing cash contribution to substitute for the land requirement. The proceeds can be applied to a park off-site, usually within one mile that serves the needs of the development.

Dedicated Sales Tax: A dedicated sales tax has been used by many cities as a funding tool for capital improvements. The City of Lawrence, KS passed a one-cent sales tax for parks that has generated over \$50 million in park improvements over the last seven years. The City of Phoenix receives sales tax revenue from car rentals to support capital needs of parks and recreation services.

Facility Authority: A Facility Authority is sometimes used by park and recreation agencies to improve a specific park or develop a specific improvement such as a stadium, large recreation center, large aquatic center, or sports venue for competitive events. Repayment of bonds to fund the project usually comes from sales taxes. The City of Indianapolis has created several

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recreational facilities to meet local needs and national competition venues as an economic development tool. The Facility Authority is responsible for managing the sites and operating them in a self-supporting manner.

Improvement District: An improvement district allows for special assessments on property owners to support acquisition, development, and/or maintenance costs. There are various types of improvement districts that apply to parks and greenspaces. Landscape and Lighting Districts are used by California communities to fund park development and ongoing maintenance. Park Benefit Districts establish assessments on properties based on the benefits and costs of acquisition and development associated with a parkland improvement. Benefit Districts are typically applied to regional parks, large community parks, event plazas, signature parks, and attractions located in downtown areas or areas slated for redevelopment. In Park Maintenance Districts, the assessments are earmarked to fund park maintenance within a designated area (similar to Landscape and Lighting Districts).

Real Estate Transfer Fee: This relatively new form of funding is being used by a number of agencies and states to acquire and develop parkland. The money is generated by the transfer of real estate from one owner to another owner, with the municipality retaining a percentage of the value of the property (typically one-half percent) at the time of sale. The proceeds can be dedicated to acquiring land or for other greenspace purposes.

Revolving Fund: This is a dedicated fund to be used for greenspace purposes that is replenished on an ongoing basis from various funding sources.

Stormwater Utility Fee: Also referred to as a Surface Water Management Fee, this funding source is derived from fees on property owners based on measures such as the amount of impervious surfacing. It is used by many cities to acquire and develop greenways and other greenspace resources that provide for stormwater management. Improvements can include trails, drainage areas, and retention ponds that serve multiple purposes such as recreation, environmental protection, and stormwater management. The City of Houston is using this source to preserve and maintain bayous and to improve their access and use for flood control and recreation purposes.

Transient Occupancy Tax: This funding source is used by many cities to fund improvements to parks to improve the image of an urban area, to enhance parks

surrounded by hotels and businesses, to support the development of a park-related improvement, or to build an attraction. Transient occupancy taxes are typically set at 5 to 10% on the value of a hotel room and can be dedicated for parkland improvement purposes.

Wheel Tax: A Wheel Tax is a method of taxation commonly used by cities or counties to generate revenue. The tax is charged to motorists based upon the number of wheels their vehicles have, often collected at the time of vehicle registration or tag renewals. Wheel taxes can be used to fund management and maintenance of park roads and parking lots.

3.1.1.3 Revenue Capture

Land Leases/Concessions: Land leases and concessions are public/private partnerships in which the municipality provides land or space for private commercial operations that enhance the park and recreational experience in exchange for payments to help reduce operating costs. They can range from vending machines to food service operations to golf courses.

User Fees: Fees paid by a user of recreational facilities or programs to offset the costs of services provided by the municipality. The fees are set by the municipality based on cost recovery goals and the level of exclusivity the user receives compared to the general taxpayer.

Capital Improvement Fee: A capital improvement fee can be added to the admission fee to a recreation facility to help pay back the cost of developing the facility. This fee is usually applied to golf courses, aquatic facilities, recreation centers, ice rinks, amphitheaters, and special use facilities such as sports complexes. The funds generated can be used either to pay back the cost of the capital improvement or the revenue bond that was used to develop the facility.

Corporate Naming Rights: In this arrangement, corporations invest in the right to name an event, facility, or product within a parks system in exchange for an annual fee, typically over a ten-year period. The cost of the naming right is based on the impression points the facility or event will receive from the newspapers, TV, websites, and visitors or users. Naming rights for park facilities are typically attached to sports complexes, amphitheaters, recreation centers, aquatic facilities, stadiums, and events.

Corporate Sponsorships: Corporations can also underwrite a portion or all of the cost of an event, program, or activity based on their name being associated with the service. Sponsorships typically are title sponsors, presenting sponsors, associate sponsors, product sponsors, or in-kind sponsors. Many cities seek corporate support for these types of activities.

Maintenance Endowment Fund: This is a fund dedicated exclusively for parks maintenance, funded by a percentage of user fees from programs, events, and rentals.

3.1.1.4 Private Funding Sources

Business/Citizen Donations: Individual donations from corporations and citizens can be sought to support parks and greenspaces. As an example, the Naperville, IL Park District has an ongoing program soliciting tax deductible contributions from individuals, community organizations, and businesses to enhance park and recreational services.

Private Foundation Funds: Nonprofit community foundations can be strong sources of support for parks and greenspace. The City of Indianapolis has received over \$100 million in grants from the Lilly Endowment for park-related improvements.

Nonprofit Organizations: Nonprofit organizations can provide support for greenspace and parks in various ways. Examples include:

- **Conservancy or Friends Organization:** This type of nonprofit is devoted to supporting a specific park (e.g., the Piedmont Park Conservancy in Richmond, VA).
- **Land Trust:** Land trusts are nonprofits focused on greenspace preservation. In Atlanta, the Trust for Public Land and Conservation Fund help to facilitate greenspace acquisition by the City but do not own land and easements outright. Project Greenspace proposes establishment of a new land trust dedicated to acquiring and managing greenspace in Atlanta.
- **Conservation District:** Conservation Districts operate like a land trust but are set up to protect specific properties areas with high greenspace value, such as watersheds or sensitive natural areas. The conservation district role is to provide landowners with tax benefits to allow their

properties to be preserved as part of the district.

- **Parks Foundation:** Established to support system-wide parks and recreation needs, park foundations have helped many cities across the nation to acquire land and develop parks. For example, the Parks Foundation of Houston raises \$5 million annually on average for land acquisition and park improvements.
- **Greenway Foundations:** Greenway foundations focus on developing and maintaining trails and green corridors on a citywide basis. The City of Indianapolis Greenway Foundation develops and maintains greenways throughout the City and seeks land leases along the trails as one funding source, in addition to selling miles of trails to community corporations and nonprofits. The development rights along the trails can also be sold to local utilities for water, sewer, fiber optic, and cable lines on a per mile basis to support development and management of these corridors. King County in the Seattle area has done a very good job in accessing this funding source for greenway development.
- **Gifts to Share:** This approach is used in Sacramento, CA in the form of a nonprofit that solicits donations for park improvement projects.

Homeowner Association Fees: Homeowner association fees are typically used to maintain dedicated greenspace areas within private residential developments. They could be applied to maintaining privately owned greenspace that is publicly accessible through an agreement between the developer and the City.

Lease Back: Lease backs are a source of capital funding in which a private sector entity such as a development company buys the land; develops a facility such as a park, recreation attraction, recreation center, pool, or sports complex; and leases the facility back to the municipality to pay off the capital costs over a 30 to 40 year period. This approach takes advantage of the efficiencies of private sector development while relieving the burden on the municipality to raise upfront capital funds. Capital Source is a private banking company that provides municipalities this option without going to the voter for approval and/or using municipal bonds to support parks and recreation needs.

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3.1.1.5 Volunteer Sources

Adopt-a-Park: In this approach, local neighborhood groups or businesses make a volunteer commitment to maintaining a specific park. Adopt-a-Park arrangements are particularly well-suited for smaller parks which are less efficient for a parks department to maintain.

Neighborhood Park Initiatives: These are formal or informal initiatives by local groups to address the needs of an individual park. Examples include park watch programs and “clean up/fix up” days.

Adopt-a-Trail: This is similar to Adopt-a-Park but involves sponsorship of a segment of a trail (e.g., one mile) for maintenance purposes.

Community Service Workers: Community service workers are assigned by the court to pay off some of their sentence through maintenance activities in parks, such as picking up litter, removing graffiti, and assisting in painting or fix up activities. Most workers are assigned 30 to 60 hours of work.

3.2 System-Wide Recommendations – Partnerships

The existing conditions at South Kitsap Regional Park point to a lack of established partnership agreements and policies that can help to create a mutually beneficial partnership economy. Given the diversity of offerings at the park, it is important to distinguish between the various current and potential partners and ensure that the partners reflect the values of the Department and help fulfill the objectives of this regional park. The recommended definition of official partners of RFORA is provided below:

- Partners of SKRP / Kitsap County Parks and Recreation are organizations that conduct business on-site at SKRP in accordance with all site and facility use guidelines and mission requirements for a minimum of 180 days annually.
- Partner organizations are engaged in a formalized agreement with the managing entity of SKRP that details performance expectations, levels of investment, and fees associated with conducting business on-site.
- Partner organizations are required to participate and contribute to the shared economy and collaborative planning that support the daily operations of the SKRP.

3.2.1 Partnership Agreements

Partnership agreements with on-site partners should be developed for a minimum of a one year term, with the possibility of reaching extended terms based upon level of financial investment provided by the partner. Organizations willing to invest significant resources to capital and operating costs of SKRP should be allowed to secure longer term agreements.

As per discussions with Kitsap County Parks and Recreation staff, many of the current SKRP agreements will be up for renegotiation. In order to formalize the procedure and ensure consistency across agreements, it would be useful to implement some standardized parameters.

Parameter	Description	Application
Performance	Performance goals for partner organizations in program development and facilitation, and/or services supporting the business and operating goals of SKRP.	Primary and Support Partner Agreements
Fees	Established fees and payments to managing entity of SKRP including base rent, percentage of gross earned revenues, and rental rates of additional facilities for programs.	Primary and Support Partner Agreements
Indemnity and Insurance	Mutual indemnity for all parties to be held harmless from gross negligence or circumstantial liability as a result of SKRP operations, and minimum insurance requirements.	Primary and Support Partner Agreements
Partner Investment	Tiers of required financial and/or labor investment to support specified administrative functions including, but not limited to program development, marketing, and customer support.	Primary and Support Partner Agreements

Structure of Terms

Terms	Description	Application
Performance – Programs	Performance goals for the partner organization in program development and facilitation supporting the business and operating goals of SKRP, including target annual overnight stays from multi-day programs. Failure to meet these goals can result in increased fees paid to the managing entity for the next year.	Primary Partner Agreements
Performance – Services	Performance goals for the partner organization in the provision of services supporting the business operating goals of SKRP. Failure to meet these goals can result in increased fees paid to the managing entity for the next year.	Primary and Support Partner Agreements
Fees – Facility Use	Established fees and payments to managing entity of SKRP for base rent for administrative and storage space, percentage of gross earned revenues, and rental of facilities for programs. Annual partner fees will be paid regularly, either monthly or quarterly, and incorporate a reduction schedule based upon utilization of overnight facilities. For example, meeting or exceeding annual performance goals as described above could result in reduced fees for the remaining payment periods until the end of the year, as well as continuation of reduced fees for the next year. Partner financial and/or labor investment in general administration, marketing, facility management, or capital development can also impact fees.	Primary and Support Partner Agreements
Duration	Established tiers of duration based upon level of investment by partner organization ranging from one (1) year, not to exceed 25 years. Fees will potentially fluctuate annually based upon partner performance, but will be within an established range for the term of the agreement.	Primary and Support Partner Agreements

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Agreements with program providers need to incorporate relevant recommendations in the *Programs and Services Implementation Plan* included within this report. Suggested thresholds for agreement durations are detailed below.

3.2.2 Partnership Criteria

A sound partner classification system must incorporate key factors addressing why partners are selected, the intent and/or mission of partners, predominant types of site usage, and appropriate performance measures unique to each category of partner classification. This proposal for classification of on-site partners at SKRP is built upon a framework of distinguishing criteria that establish operational standards and equity of contributions of on-site partners to the overall success of SKRP. In addition, these standards will support the emergence of the park as a renowned destination and learning center.

3.2.2.1 Shared Mission, Vision, Values, and Goals

While the organizations and business operating at SKRP are expected to have their own missions and goals, it is critical for their future growth and the financial vitality of the Park that each partner also embrace common and unifying vision, mission and values. Some of the values that reflect those of Kitsap County and SKRP could include:

- Stewardship
- Community Involvement
- Learning: Creativity & Discovery
- Culture of Hospitality
- Appreciation of History of the Community
- Regional Focus
- Play

A commitment to individual and community health is enhanced by maintaining open space and facilities for retreat and enjoyment, as well as self-directed and organized outdoor programs that heighten respect for the natural and cultural environment.

3.2.2.2 Program and Business Development

The second criterion on which on-site partners are evaluated is their ability to generate and/or support mission-appropriate learning programs and events at SKRP. Increasing the number of visitors to the park that participate in single or multi-day programs is critical

achieving the objectives of SKRP and sustaining the financial performance of the park. The availability of high quality programs and services that meet community needs directly impact the traffic and support the financial goals of the park.

SKRP will likely have a clear and definitive peak season that spans from April through October of each year. It is imperative that a predominant area of focus for business development at SKRP be to sustain the public's use of the park and its facilities from October through April. Therefore it is vitally important that both the park and its on-site partners can deliver year-round programming that appeal to the interests and demands of the identified target market.

Not every partner can or should be responsible for developing, marketing and managing programs. Partners may also provide amenities and services that relate to and directly enhance the visitor/participant experience. These Support Partners must develop and implement business plans that ensure their activities are coordinated and marketed as value-added to the overall visitor experience at SKRP on a year round basis.

3.2.2.3 Peer Partner Support

The final criterion on which on-site partners are evaluated is peer partner support, or the degree to which the operations and services of each on-site partner's mission, operations and services supports the other partners at SKRP.

Facility and Operational Support

Partner organizations at SKRP must regularly support the facility and operational requirements of the park. This includes, but is not limited to program planning, marketing support, customer service support, volunteer management, and facility management. Details of these requirements may vary based upon the level of a partner's investment and should be addressed individually in the operating agreements.

Complimentary Services

The success of the "partnership economy" developing at SKRP will continue to be dependent upon the programs and services of the park and all on-site partners representing a complementary blend of offerings that is perceptively seamless to the visitor.

Enhanced Offerings

Following in the vein of complementary services,

all partners should seek to provide programs and services that enhance the visitor experience at SKRP. By increasing the perceived value of the customer experience, the park and all on-site partners can transition their offerings into multiple tiers of service that have distinguishing price points and clientele to strengthen the pursuit of increased multiple day users

3.2.3 Partnership Classifications

The criteria discussed above can be assembled into a framework that classifies partners by their contributions to the park and its success. These classifications are not comprehensive and can be modified to best reflect the Department and Park's needs. It is however, important to create and implement appropriate performance measures that apply to each one in order to ensure the continued success of these relationships.

3.3 Individual Facility / Event Specific Recommendations

SKRP comprises of a number of individual facilities / amenities aimed at offering a broad gamut of active and passive recreation opportunities. The key amenities as per the adopted park design include Amphitheater, Ballfields, Batting Cages, BMX Area, Community Gardens / Arboretum, Experiential Playground, Environmental Learning Landscape, Live Steamers Railroad, Picnic Shelter, Regulation Soccer / Football Fields, Skatepark, Sports Courts (Basketball, Tennis, Horseshoes), Trail Network. Since the design has been approved and adopted, the recommendations will focus on maximizing the opportunities within the current design.

Based on the market needs and opportunities identified, SKRP must seek to position itself as the 'Premier Recreation Destination' within the Kitsap County area. This would require it to design and provide a variety of offerings that have something for everyone. SKRP should aim to accomplish this through the following four elements:

- Programmed activities and classes for all age segments
- Consistent sports offerings through camps, clinics, leagues, tournaments
- Community Wide Special Events that leverage all the park amenities
- Passive / Non-Programmed Recreation opportunities

3.3.1 Programmed Activities

These could include:

- A variety of nature education or interpretive programs utilizing environmental learning landscape, nature center and arboretum
- Dance and Performing Arts workshops, clinics and performances at the Amphitheater
- Life Skill Programs
- Health and Wellness Programs
- Other Recreation opportunities include Bird Watching, Photography, etc.

Pricing Philosophy

- Fee-based activity with fees set according to market rates

3.3.2 Sports Offerings

- Refrain from positioning ball fields as only baseball fields; maximize ball field use to accommodate women's softball, men's softball and baseball so as to maximize field use
- Seek to expand soccer / football field designs and use for 3v3 and 5v5 leagues and tournaments besides regulation games;
- Multi-purpose fields could be programmed for field hockey and lacrosse in addition to soccer and football
- Additionally, a flexible design for the sports fields would allow the goal mouths to be moved around and thus limit wear and tear
- Change / Modify Horseshoe to accommodate for Cornhole tournaments which are growing in popularity
- Seek to introduce an option for daily, monthly, annual pass to the Skate Park / BMK Area which would help offset some operational expenses

Pricing Philosophy

- Sports Leagues / Tournaments: Fee Based or Lease Outs to Event / Tournament Organizers
- Field Rentals to Individuals / Groups: Based on Market Rates
- Skate Park / BMX Area: Daily / Monthly / Annual Pass

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3.3.3 Community-Wide Special Events

Special Events and Sports Tournaments have the potential to be the largest revenue drivers for SKRP. Special Events in particular draw a regional audience across all age segments and create a sense of community and pride of ownership.

Create a set of themes that can be used to market the special events. The themes can be centered on festivals or occasions or towards specific demographics or age segments. Some of them could include:

- Halloween Events (incorporate woods and the train)
- 4th of July Celebration
- Easter Activities
- Irish Festival (St. Patrick's Day)
- Mother's Day / Father's Day Events
- Couples Weekend (Valentine's Events)
- Kwanzaa Festivities
- Native American Day
- Celebrating Hispanic Heritage
- Indian / Chinese New Year Day celebrations
- 'Eid' Gatherings
- 'Salute the Veterans' Day
- Earth Day Events
- "Let's Go Green" Days
- Kite Festival
- Senior Fun Fest
- Kids Day
- Film Series / Movie Nights

There are also opportunities to create several festivals / exhibitions on an on-going basis. The impact of these events would be maximized by utilizing various park assets including the Amphitheater (for concerts, movie series etc.) and promenade space (for booth space, exhibitions, concessions), light rail (for special events) and trail network (charity walks / fun runs)

- Concert Series (utilizing the Amphitheater space as well as promenade for additional exhibitions, booths, concessions)

- Nature Exhibitions
- Artist Galleries
- Music Festival
- Photography Exhibits
- Food Festival (e.g. Taste of Kitsap, Celebrate Kitsap etc.)
- Marathon/Biking Races (utilizing the trails within / around the park)
- Dog/Pets Events
- There are additional opportunities to create special events by partnering with or leverage other events (circus, rodeos and fairs, home builder shows, motocross) in the region. For example, creating the 'South Kitsap Rodeo Fun Run' that can precede KICK IT UP! or other Rodeo events in town or the 'South Kitsap BMX Challenge' built around another X-Treme Sports or Motocross event

Pricing Philosophy

- Special Events: All-Inclusive Gate fees or Select from various tiered pricing options

3.3.4 Passive / Non-Programmed Recreation

Passive or Non-Programmed recreation opportunities at SKRP would include use of the trail network, park open space, nature related areas of the park (environmental learning landscape, arboretum, community gardens, picnic shelter or experiential playground use).

Pricing Philosophy

- Public Access Open Space / Trails: Free
- Picnic Shelter Reservation: Fee-based depending on market rates

CHAPTER 4 – MARKETING AND BRANDING

One of the key pillars in success of this plan will be the marketing and branding initiatives. SKRP is poised to evolve into a signature regional destination, however there do exist some perceptions and skepticism about it based on past history. It is up to the KCP&R to undertake a proactive approach to addressing this and engage the community as they move in a new and positive direction.

Often defined as the perception one has of an organization, product, service, place, destination or experience, a brand can be the single most important aspect of the future growth and prosperity of community assets. The good news is that people can effectively define and control brands so they can better predict their impact on communities.

To that end, it is important that Kitsap County Parks and Recreation (KCP&R) consider how to develop, implement and sustain an effective brand for South Kitsap Regional Park (SKRP). The following is a plan prepared by the BCRA Marketing and Strategy Team that outlines the desired effect of the park's brand along with the recommended components that will create the effect.

4.1 Brand Goals

Preparing a brand identity for SKRP will address these goals:

- **Serve as a catalyst for the implementation of the Master Plan**
Creating and implementing a new brand onto the park can reinvigorate the community with hope and excitement for the future of the park outlined in the master plan. This can directly impact KCP&R's ability to generate revenue that can fund elements of the Master Plan. If anything, it tells the community that the County is serious about making this plan happen and is laying the appropriate foundation to make that happen.
- **Enhance the pride currently held by South Kitsap County constituents**
Feedback from both public meetings and insight from KCP&R Officials suggests the surrounding community has a strong sense of pride in the today's park and is even more energized by the future potential outlined in the master plan. Drawing on existing pride

and interest among interested constituents to build the brand will help overcome any fear of change that the community has towards its landmark park. Also, with their participation and enhanced pride in SKRP comes a potential for stronger positive buzz throughout the community on the park.

- **Build awareness for the park and its features beyond the current market**
KCP&R's interest in broadening the park's reach to revenue-generating users outside the South Kitsap County area means the park must stack up against competing parks for tournaments, festivals and other community and regional events. Park amenities, size and access are key variables in a user's decision to select a suitable park for their needs, but often overlooked by park systems is the initial impact that a park's website, brochures, signage and other image-related items make on the user. Establishing a strong brand and implementation plan will ensure the park does all it can to attract desired users.
- **Launch a system-wide image enhancement effort**
KCP&R is in position to use the brand developed for SKRP as a model for the rest of the park system. By doing so, KCP&R can enhance its image not only for a single park but throughout the rest of the park system, uniformly addressing signage, promotion and communication tools. Establishing a system-wide brand not only makes it easier for park users to recognize a Kitsap County park, but it also makes management and growth of the park's image easier for staff to handle.
- **Draw constituents throughout Kitsap County closer to their park system and create a stronger implied sense of ownership of them**
Brands directly impact the community's feelings of a park, especially if it is designed around a common theme they help identify and shape. Direct incorporation of the values coveted by constituents in the region helps to remind park users and residents of the county that they are the ultimate owner of SKRP, as well as the rest of the county's parks.

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4.2 Key Brand Components

The following items listed below are the key components recommended for brand development of a park this size and scope. It factors in the variables learned during the master planning process for SKRP, but may need to be adjusted to accommodate any additional needs that arise during the actual development.

4.2.1 Relationship Study

Before digging deeper into SKRP's unique brand identity, KCP&R should first conduct a relationship study between each of the parks in the system. This study will not only clearly define how the park is perceived among the rest in the county, but it will also help identify any "sub-brand" categories that should be factored into the development.

For example, a possible outcome of this study may be that it is learned park users interpret parks based on their amenities rather than by geography. This would suggest SKRP is branded as more "multi-purpose" than "regional" in terms of how people talk about it. Additionally, KCP&R could discover a preferred classification system for how they promote the different park types.

4.2.2 Name

The limited number of references to SKRP (in signage, print and online) and existence of other park names used by constituents (i.e. Jackson & Lund Park) suggests the park does not have a well recognized and managed name. Further, the reference to South Kitsap Regional Park suggests this park is accessible only to residents of that region and is not encouraging to KCP&R's desire to make this park a destination for revenue-generating events.

Names can vary significantly due to the characteristics that park users expressed a strong interest in. Criteria for naming parks often falls within the following categories:

- Nearby landmarks
- Geographic/neighborhood identification
- Historical references
- Cultural significance
- Historical figure or individual
- Specific amenities
- Whimsical ideas with public support

Regardless of the type chosen, it is recommended that the park's name be able to pass the following tests:

- Energizing
- Easily recognizable
- Memorable
- Clear & understandable
- Fits within existing park names

The process for selecting a name for the park should involve a certain degree of public involvement and approval. There are many processes for selecting a name. Below are examples of approaches:

4.2.2.1 Public Contest

A popular method for public input in the name creation process is to hold a naming contest that invites the community to submit their ideas. While this can often produce unique and strong options, it can often overburden the project team responsible for ultimately selecting and implementing the name.

Hundreds if not thousands of concepts will come in. In this method, it is important that the project team first identify the goals they hope to achieve with the name and set clear guidelines for the type and process for submission.

4.2.2.2 Consultant Naming

Multidisciplinary services firms, like BCRA, who handle the development of brands are skilled in the process of developing names based on a foundation of brand and marketing objectives.

- **Brand identity: a park image & personality**
There are a number of variables that can help define a park brand's visual look and feel—especially in terms of logo, signage, and especially any promotional and communication materials. Collectively, these variables make up a brand identity. It is recommended that KCP&R identify and define the following components, which will be extremely useful throughout the remainder of the brand's implementation
- **Park Personality:** Often determined based on the amenities offered, understanding the personality type of this park will help shape the tone of messaging and promotion of its use to targeted park users and revenue-generating users like tournament and event planners.

- **Park Image:** Retaining a consistent look and feel for SKRP means first establishing a visual vocabulary by which all brand-related pieces should follow. Images, graphics, language standards and any other visual styles should be depicted and described so a precedent is set for all future park image expressions.
- **Logo:** The logo should accomplish several things: be evocative of the experience users will have when they visit the park, be recognizable as a parks logo (this can be accomplished with color, imagery, and typeface), and play well with other logos it may be featured alongside. Due to the structure of park systems, it is recommended that KCP&R consider establishing a logo for the entire park system along with any supporting type styles to retain uniformity between each park. Depending on the desires of the county, a system for both logos and individual park identification should be developed, using SKRP as the pilot for launching the new system.
- **Style guide:** Style guides reinforce all of the thought that goes into branding your park. As a public entity the ways SKRP is represented should reinforce its identity to the wide range of people enjoying it. Elements addressed in this style guide include:
 - Incorporating sponsorships & other brands
 - Tools for using the brand among different media (print/digital/built environment)
 - Color guidelines, color palette, color in different types of reproduction, use and placement
 - Typographic style: external vs. Internal communications fonts.
 - Types of acceptable applications: would feature business cards, stationery, advertising, event flyers and signage.

Addressing all of these elements will streamline the amount of time taken to develop communication materials. They also ensure that the park has consistent image. They become a "brand bible," ensuring

consistent and accurate legacy.

4.3 Implementation Plan

There are many components that make up the complete implementation of a brand into a park with the size and scope of SKRP. The following items address both physical park attributes (identifying the brand within the park) and communication and marketing elements (spreading awareness of the park and what it can offer to the public).

KCP&R should seek a Standards & Specifications manual showing design intent for the P&R to fully implement the brand, using it when considering fabrication and installation of signage and other physical park attributes. It will outline a number of guidelines to follow when producing the items included within the implementation plan.

4.3.1 Physical Park Attributes

4.3.1.1 Signage & Wayfinding

The signage and wayfinding package is the next step in SKRP's identity. The brand tells everyone who the park is; the signage & wayfinding element is a way that identity is communicated. Ease of use is the first objective, followed by a myriad of choices you can make that reinforce your brand. Examples of this include:

- Do you use bright colors?
- Are the signage elements intended to blend into the landscape?

4.3.1.2 Park Identity Landmarks

Consensus on park identity landmarks should be reached by assembling a group of your key stakeholders. This could include key community spokespeople and select park users. Community members can be the best source of information as well as the strongest advocates, and their involvement in this phase of the process will ensure a list of true identity landmarks.

4.3.1.3 Event Support Elements

Event support elements should be specified and can be taken through design development—then kept in a location that will allow access to any of the people holding events in the park. A review of the park's upcoming event schedule will result in materials that can be used over and over, thus saving money.

PARK REVENUE GENERATION / MARKETING / BUSINESS STRATEGY

D. Marketing and Branding

4.3.1.4 Non-Standard Features (Manhole covers, Branded Structures, etc.)

Non-standard features will be best addressed in a brand-review capacity: members of your branding and design team should review and approve any of these items before they are purchased and installed.

4.3.1.5 Interpretive Opportunities

Interpretive opportunities can proceed as necessary, and should be addressed in a brand-review capacity as well. Your branding team can specify materials and guidelines.

4.3.2 Communication & Marketing Assets

4.3.2.1 Website

SKRP's website should be addressed within the full context of the KCP&R website. The development of this park is a good opportunity to revisit how information is organized and relayed to constituents of that park system. Online portals are the most up-to-date, easily accessible of all the communication channels. Likewise, the brand should be represented accurately so as to infuse the appropriate sense of energy into the user so they can get a sense of what to expect when visiting the park.

4.3.2.2 Pamphlets, Fliers, Posters

Using the brand identity system, a series of appropriate pamphlet, flier and poster standards can be established, along with any other relevant print or outdoor media leveraged to communicate the parks and their events. Creating these standards will help retain a strong brand integrity.

4.4 Summary

There exist several opportunities to introduce new and non-traditional programming within SKRP and it must be kept in mind that the categories mentioned above are purely a starting point and there would exist overlaps across categories as far as programming options are concerned.

The following are overarching key initiatives that should be undertaken as a way of enhancing target market capture and ensuring fiscal sustainability as the park

continues to grow and add to its various offerings. These initiatives include:

- Create a tiered pricing structure that clearly outlines user fees and benefits offered
 - Develop a packaged system of program offerings that tie in the various park offerings together
 - Establish a package pricing option that would enable users to access several paid services for a single fee and eliminate the feeling of being nickel and dimed. This is particularly effective for regular users who would like to access several amenities or for sports tournament participants
 - Effectively communicate various pricing options, including packaged options, to all users
- Track visitor data to create park user database and evaluate for trends over time
- Create automated registration system and online events / program calendar
- Ensure adequate age segment representation in program distribution
- Create a focused system-wide and park specific earned income and corporate outreach initiative
- Development of a customer satisfaction measurement system
- Improve residents general awareness of programs through effective branding and marketing efforts

PARK PHASING AND IMPLEMENTATION PLAN

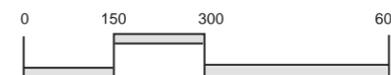
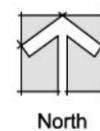
Phase I - Section A



Key Map N.T.S

PHASE I - SECTION A

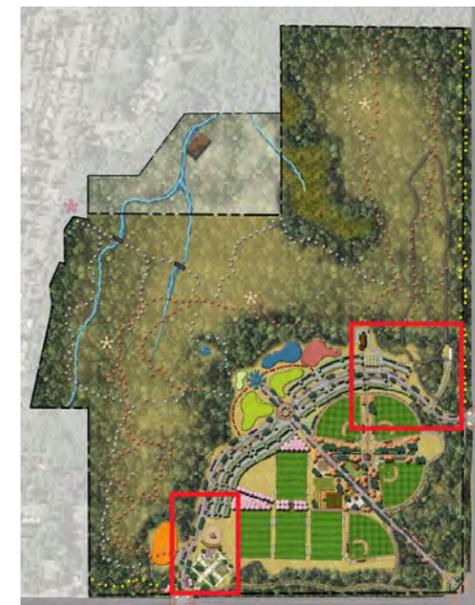
- STREET INTERSECTION / ENTRY PLAZA / PORTAL
- PRIMARY PEDESTRIAN PATHWAY
- BALLFIELDS
- GROUP PICNIC AREA / PAVILION / RESTROOMS
- CONCESSIONS / STORAGE / RESTROOMS
- PARK ENTRY, ACCESS, AND SAFETY IMPROVEMENTS
- NEW PARK INTERIOR ACCESS ROAD
- MAINTENANCE AND OPERATION YARD
- SKATEPARK
- BMX TRACK
- RELOCATED BATTING CAGES
- REGULATION SOCCER FIELDS
- SHELTER / STORAGE / RESTROOMS
- POTENTIAL COURT SPORTS "CLUSTER"
 - TOURNAMENT HORSESHOES
 - BOCCE BALL
 - SAND VOLLEYBALL
 - TENNIS COURT
- CONVENTIONAL PARTIALLY COVERED PLAYGROUND



Graphic Scale: 1 inch = 300 feet

PARK PHASING AND IMPLEMENTATION PLAN

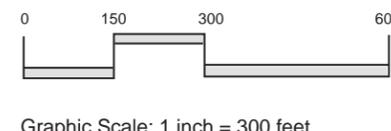
Phase I - Section B



Key Map N.T.S

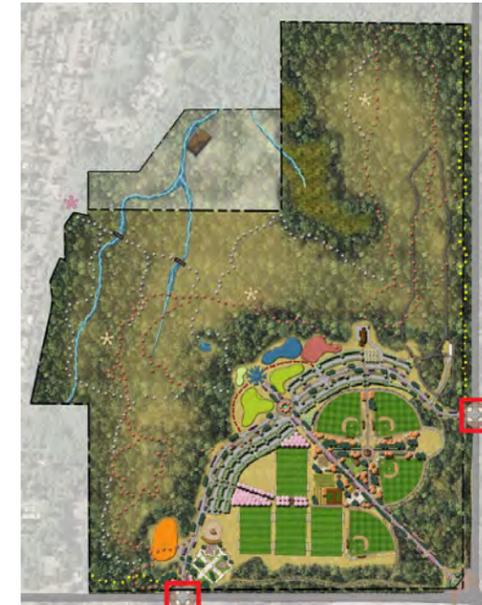
PHASE I - SECTION B

- MAINTENANCE AND OPERATION BUILDING
- PARK ENTRANCE
- SKATEPARK
- ROAD AND PARKING FOR MAINTENANCE AND OPERATION BUILDING AND SKATE PARK



PARK PHASING AND IMPLEMENTATION PLAN

Phase I - Section C



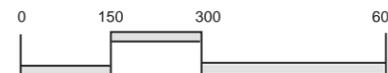
Key Map N.T.S

PHASE I - SECTION C

- PARK ENTRY
- PARK ACCESS
- SAFETY IMPROVEMENTS



North



Graphic Scale: 1 inch = 300 feet

