



September 2024

Parks and Recreation Master Plan

TOWN OF WICKENBURG

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01 Looking Forward

- » **About the Plan**
- » **Master Plan Process and Key Components**

About the Plan

What is a Town-wide Parks and Recreation Master Plan?

This is a critical time for the Town of Wickenburg (“the Town”) to decide on a course for its parks and recreation system, to spark community spirit, and to include partner groups in the endeavor. Wickenburg’s parks, open space, and recreation resources have an aspirational future, as well as a practical approach, through the development of a Parks and Recreation Master Plan (“Master Plan”). The plan considers existing park amenities, the strong synergies between parks and natural open space, recreation goals, and the expanding needs of the local population. The Master Plan includes strategies for maintaining and improving current resources while gradually increasing capacity and extending opportunities and accessibility for the whole community. Through the integration of community health, equity, connection, and long-term economic sustainability, the plan aims to enhance the parks and recreation system’s significance in Wickenburg residents’ everyday lives in the years to come.

Moving Forward

The Town of Wickenburg is focused on the future growth and potential of its park and recreation system. The parks and recreation master plan capitalizes on the momentum generated by Town Council involvement, cross-departmental leadership, strategic investments, and alignment with the General Plan.

Presently, with a stable economy and a thriving community, Wickenburg is embarking on an exciting phase of rebuilding. This rebuilding phase involves active programming within existing facilities, increased funding resources, the restoration of a robust cultural identity, and the cultivation of an external community image. The current period of growth presents a pivotal opportunity for the Town to develop a new vision, establish goals, and prioritize initiatives through a master plan process.



Wickenburg’s trails meander through a landscape dotted with saguaro cacti, rugged mountains, and wide-open desert vistas, offering mountain bikers both challenging rides and leisurely paths.

The Role of A Park and Recreation Master Plan

A Parks and Recreation Master Plan serves as a crucial tool for towns and cities planning for the future. The process begins with a comprehensive assessment of the current state of park and recreation facilities, identifying deficiencies, and understanding community needs. Through extensive community engagement, the plan collected valuable input to ensure that proposed projects align with the actual desires of residents and garner broad community support.

Strategic planning is a pivotal aspect of the master plan, outlining specific goals for park development. This strategic approach provides decision-makers with a clear road-map for utilizing available funds effectively. The plan prioritizes projects based on urgency, impact, and feasibility, enabling decision-makers to allocate funds to initiatives that address critical deficiencies and deliver maximum benefits.

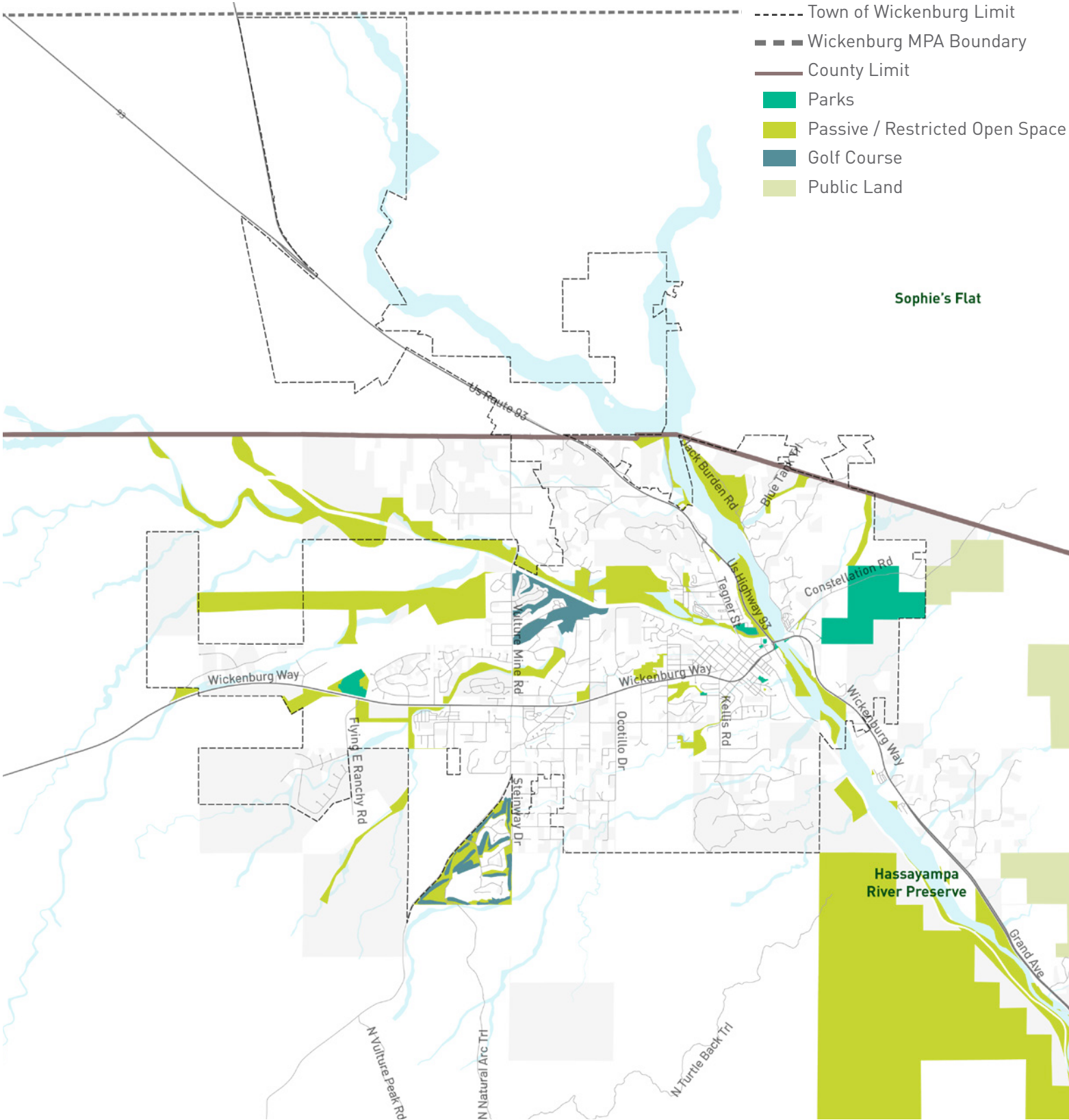
Integral to the master plan is detailed needs assessment and level of service analysis, providing decision-makers with a comprehensive financial overview for each proposed improvement project. This financial clarity ensures that Capital Improvement Program (CIP) funds are allocated appropriately, minimizing unforeseen

challenges during implementation.

Additionally, the master plan identifies potential grant opportunities, aligning proposed projects with the criteria of available grants to enhance the Town’s chances of securing additional funding sources.

Highlighting long-term sustainability is essential, as decision-makers often prioritize projects contributing to the enduring health of park facilities. The master plan can incorporate sustainable design principles, maintenance plans, and ongoing community engagement strategies, reinforcing the Town’s commitment to lasting improvements.

In essence, the Park and Recreation Master Plan combines community input, strategic planning, and financial clarity to present a compelling case for CIP funding. By addressing current needs, involving the community, and strategically planning for the future, the master plan enhances the Town’s ability to secure funding for park improvement projects.



Existing parks and open space in and near the vicinity of Wickenburg recorded in 2022

Master Plan Process and Key Components

The Parks and Recreation Master Plan takes a comprehensive approach, examining all aspects of the town, both internally and externally. This involves assessing the town’s physical assets, understanding the community’s needs, and evaluating the town and community’s vision, values, and culture concerning park and recreation resources. Elements of the physical system, town operations, and culture are carefully examined and evaluated throughout the following phases:

1. Park and Recreation Facility Inventory and Analysis

In this initial phase, a thorough analysis of the system’s existing conditions was conducted. This included updating the system-wide inventory, assessing the town’s physical assets, and establishing a strong understanding of the local context. The evaluation process sought to identify potential partnership opportunities, ensuring a strong foundation for future recommendations. Moreover, an assessment of the level of service and community needs was conducted to inform subsequent phases.

2. Public Engagement

To ensure the inclusivity of the master planning

process, a robust public engagement strategy was implemented. Online and paper surveys were distributed to the public, stakeholder meetings were held, and two public workshops were organized. These activities were essential in gathering valuable insights and perspectives from the community, fostering a collaborative approach to the planning process.

In total, 434 residents responded to the online survey and provided over 900 comments. 35 residents attended the first open house and 26 attended the second open house, providing valuable input. In addition, the team and Town staff met with multiple Wickenburg parks and recreation stakeholders, who provided valuable insights and input on improving the parks and recreation system to better serve residents participating in their organizations.

3. Future Needs, Opportunities, and Vision

Building upon the public engagement results, this phase aimed to identify future needs and opportunities for Wickenburg’s Parks and Recreation system. A collective goals and strategies were developed to guide both internal work culture and external performance. The process operationalized a shared identity and set of objectives for the town, ensuring an ongoing

commitment to strategy execution.

4. Plan Development

The development phase focused on creating a new design process and evaluating the design to meet the established vision and community needs. Notably, four priority parks—Coffinger Park, Sunset Park, Rodeo Grounds, and Constellation Park Campground—were identified. A town-wide trail network was developed, along with conceptual site designs and programming baselines. These serve as a record of initial community needs and concerns, providing a foundation for future projects.

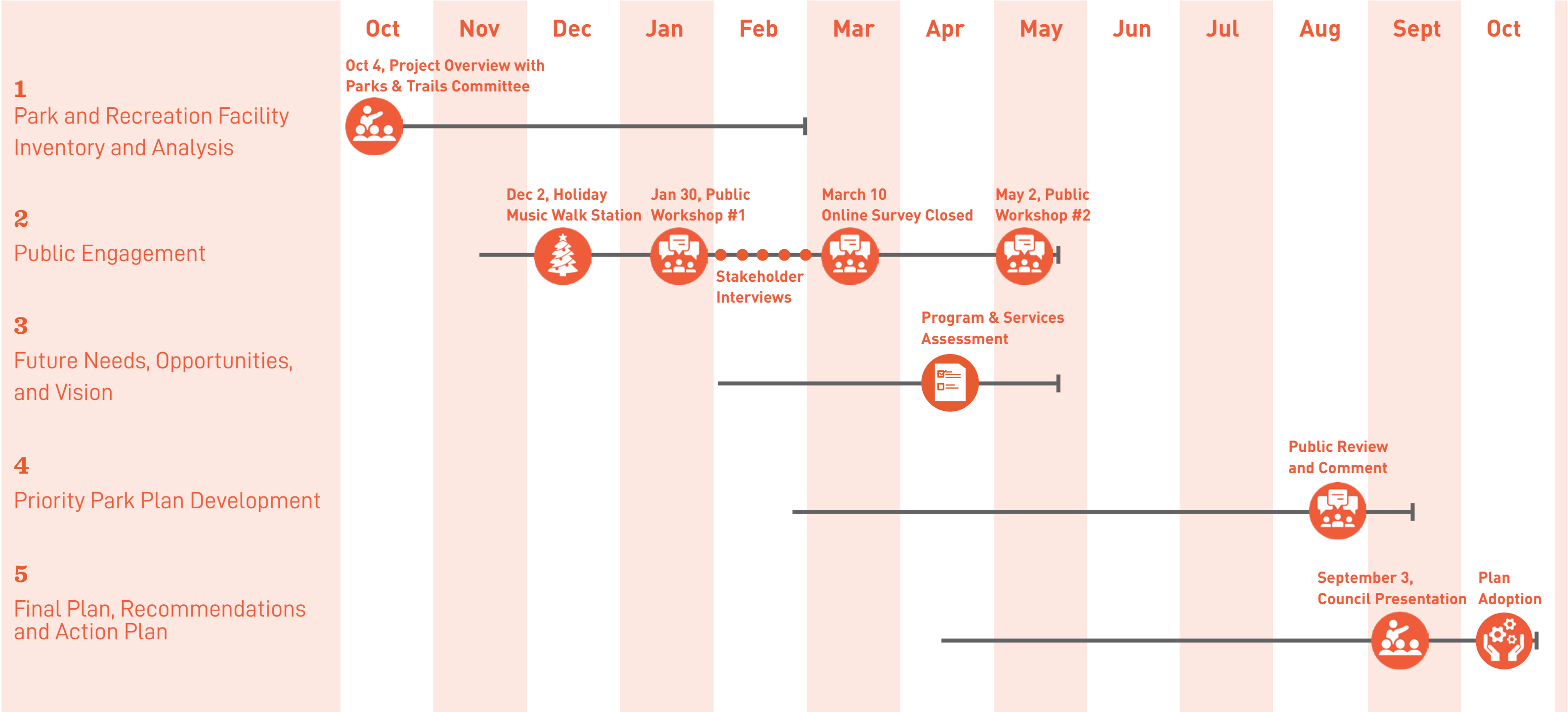
5. Report Finalization

The final phase involved refining recommendations and developing implementation strategies. The vision for implementation was shared with the public at an event to be determined. The final master plan was presented to the council in September 2024 marking the culmination of a thorough and inclusive planning process.

Throughout the entire Parks and Recreation Master Plan development, a commitment to clear communication, community engagement, and strategic

visioning was evident. The result is a comprehensive document that not only addresses the town’s current needs but also provides a roadmap for its future recreational development.

Project Process



02 Wickenburg Parks and Recreation System Today

- » **Why Invest in Wickenburg's Parks & Recreation Facilities**
- » **Context: Ecology and Environment**
- » **Local Culture and Character**
- » **Inventory of Today's Parks and Recreation Facilities**

Why Invest in Wickenburg's Park & Recreation Facilities?

Why Invest in Wickenburg's Park and Recreation Facilities?

For the past years, Wickenburg has seen substantial growth and a new period of new development, resulting in increased population, different kinds of development and mixed-income housing. The drivers for the changes are largely the result of several factors:

1. Economic Development and Job Growth:

Wickenburg has seen a positive trend in job growth, with a predicted future job growth over the next ten years to be 45.1%, which is significantly higher than the US average. This is supported by a diverse economy that includes the rodeo industry, behavioral health services, and mining business.

2. Tourism: The town is known as the “Team Roping Capital of the World” and hosts events that attract thousands of visitors. Additionally, Wickenburg’s designation as the “Dude Ranch Capital of the World” contributes to its tourist appeal, with its western-style amenities and historical attractions like mines and dude ranches. Resort-style communities like Wickenburg Ranch also offer a blend of modern conveniences and western lifestyle, enhancing its attractiveness as a place to live and visit.

3. Community Planning and Development:

The Wickenburg General Plan 2025 and ongoing updates to zoning codes reflect a comprehensive approach to future land use, economic diversification, livability, sustainability, and community excellence. These plans aim to guide the town’s development in a way that preserves its character while accommodating growth and enhancing quality of life. Plans for the Interstate 11 corridor, which would connect Phoenix to Las Vegas and potentially run through Wickenburg, could open new commercial and industrial opportunities, further promoting growth.

As Wickenburg continues to see growth in the coming years – in residences, restaurants and shops, tourism attractions – the town’s success will need to be reinforced by investments that not only focus on healthy economic development, but also contribute to placemaking and public improvements. These types of improvements range from a town-wide trail system, which would establish a complete network for bicyclists and pedestrians throughout the town, to community parks that truly gather the community and improve the quality of life and open spaces that define a vision for the design and experiences that can inform future development.



Parks, open spaces and outdoor recreation are an important part of active lifestyles and the social lives of towns. Picture above: Bluegrass Festival at Everett Bowman Rodeo Arena (top), Horseback ride in the desert (bottom left), and Splash pad at Sunset Park (bottom right).

Ecology and Environment

The Hassayampa River and Dynamic Washes

Nestled within the arid landscapes of the Sonoran Desert, Wickenburg, Arizona, boasts a distinctive environmental context that profoundly influences its natural features. The Hassayampa River, a perennial watercourse, gracefully meanders through the region, contributing to the town’s hydrological dynamics. This river not only provides a habitat for a diverse array of wildlife but also exerts a significant influence on the surrounding vegetation and overall ecosystem.

In addition to the Hassayampa River, Wickenburg is characterized by dry washes—intermittent streambeds that come to life during sporadic rainfall events. Understanding the patterns and behavior of these washes is paramount for managing potential flood risks and preserving the delicate ecological balance of the area. Thoughtful park planning should carefully consider the impact of these washes and incorporate measures to mitigate potential flooding and erosion.

The town’s hydrology is intricately linked to its arid climate, featuring limited rainfall. This reality underscores the importance of implementing judicious water management strategies to sustain both natural habitats and human activities. Practices such as

rainwater harvesting, the use of permeable surfaces, and the installation of efficient irrigation systems contribute to responsible water use within the town, aligning with broader water conservation goals in the desert environment.

Wildlife

Wickenburg’s wildlife population adds a dynamic element to its natural setting. From reptiles such as desert tortoises and Gila monsters to a variety of bird species adapted to arid conditions, the diverse fauna reflects the remarkable resilience of life in the desert environment. Larger mammals, including mule deer and bighorn sheep, may inhabit the more mountainous terrains adjacent to Wickenburg.

Vegetation

The town’s vegetation mirrors the hardiness characteristic of the Sonoran Desert. Employing xeriscaping techniques, which involve the use of native and drought-resistant plant species, plays a crucial role in sustainable landscaping practices. These approaches contribute to water conservation efforts and ensure that the local vegetation aligns seamlessly with the demands of the arid climate.

Environmental Stewardship

Preserving the environmental integrity of Wickenburg requires acknowledging and respecting the delicate balance between the natural surroundings and human activities. Future development of parks and recreation facilities should conscientiously consider these environmental factors, incorporating green spaces that seamlessly harmonize with the desert ecology while providing abundant recreational opportunities. The preservation of riparian areas along the Hassayampa River, responsible water management, and conservation efforts for local wildlife and vegetation collectively contribute to maintaining the unique environmental character of Wickenburg.



Wickenburg is a hotspot area for birding in Arizona with over 280 species of bird confirmed. Picture above: Vermilion Flycatcher pictured at Hassayampa River Preserve.



A portion of the Hassayampa River that runs through the Preserve.

Local Culture and Character

Historical Overview

Wickenburg’s journey began in the 1860s, founded on the heels of a significant gold discovery by Henry Wickenburg. Its early days were marked by the typical trials and triumphs of a mining boomtown. However, the town evolved over time into a hub for cattle ranching and agriculture. Key events like the establishment of the Vulture Mine brought prosperity and growth, setting the stage for the town’s enduring legacy as a cornerstone of the Western frontier.

Changing Population

Wickenburg is experiencing notable demographic shifts and population dynamics. As of recent estimates, Wickenburg’s population has shown a growth rate of 13.09% since the 2020 census, with the population increasing from 7,500 to approximately 8,482. This growth trend underscores a steady increase in the number of residents, reflecting broader trends of migration and development within the area (US Census). The town’s population dynamics are influenced by various factors, including economic opportunities, the appeal of the town’s lifestyle, and its status as a desirable retirement destination.

A significant aspect of Wickenburg’s demographic

profile is its median age, which stands at 64.4 years, indicating a predominantly senior population. This is notably higher than the median ages of both the Phoenix-Mesa-Chandler, AZ Metro Area (37.4) and the state of Arizona (38.4), suggesting Wickenburg is a favored retirement destination.

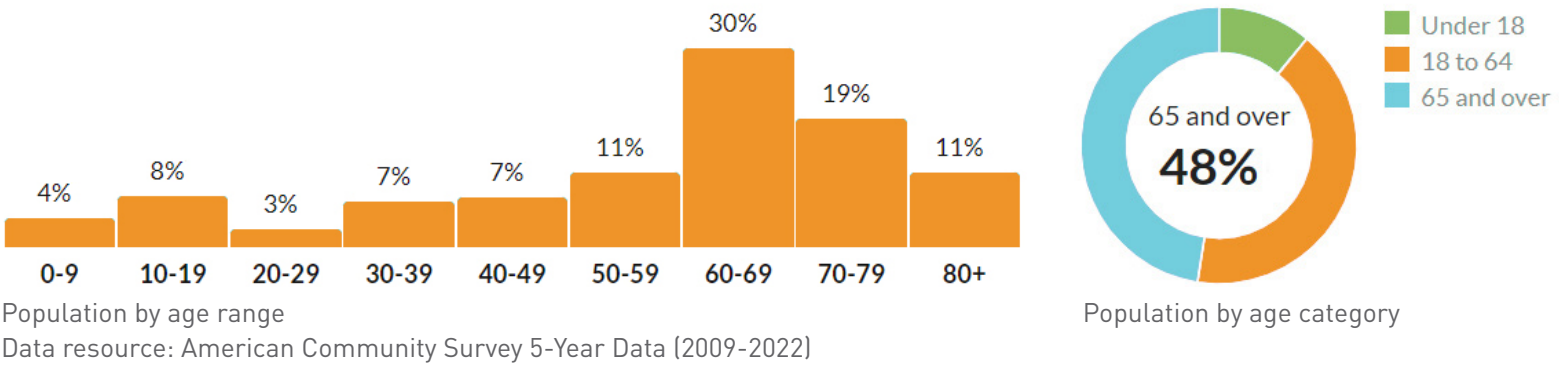
Wickenburg is also characterized by its seasonal population changes, often influenced by “snowbirds,” or part-time residents who migrate from colder climates to enjoy the warmer weather during winter months. This seasonal migration significantly impacts the local population, economy, and community life, contributing to fluctuations in business activities, healthcare services, and housing demands.

Ranching and Rodeo Heritage

Wickenburg, Arizona, is a town where the spirit of the American West thrives through its ranching and rodeo culture. The area’s ranches, from historic working cattle operations to guest ranches offering immersive cowboy experiences, form the backbone of its identity and economy. These ranches reflect a lifestyle that has been a pillar of the community since the late 19th century, blending tradition with modernity. Working ranches continue the age-old practices of cattle ranching and horse breeding, while guest ranches invite visitors



As one of Wickenburg’s grandest celebrations, Gold Rush Days celebrated its 75th anniversary in 2024. This heritage event, featuring a blend of traditional festivities, draws thousands visitors to experience the town’s rich history and community spirit. Picture above: Gold Rush Days in 1949.
Photo credit: The Wickenburg Chamber of Commerce



to step into the cowboy boots of the West, offering horseback riding, roping, and a taste of ranch life alongside contemporary comforts.

The cultural impact of these ranches extends beyond their fences, influencing Wickenburg’s celebrations, arts, and community ethos. Rodeo and roping events, notably the Gold Rush Days Rodeo, are central to the town’s social calendar, showcasing the skills and traditions that define cowboy heritage. These gatherings are not merely entertainment; they’re a tribute to the community’s resilience, skills, and collective spirit.

Moreover, ranchers in Wickenburg are custodians of the land, engaging in conservation efforts to preserve the desert’s natural beauty and biodiversity. This stewardship reflects a profound respect for the environment, integral to the cowboy ethos.

Wickenburg’s ranches and rodeos offer a living connection to the American West, embodying the town’s legacy and continuing allure. They represent not just a way of life but a vibrant community where history and tradition meet the present, making Wickenburg a unique testament to the enduring spirit of the West.

Festivals and Celebrations

Wickenburg’s calendar is marked by vibrant festivals and celebrations, chief among them the Gold Rush Days Rodeo and the Bluegrass Festival. Gold Rush Days, celebrated annually, honors the town’s mining heritage with a rodeo, parade, and various cultural activities, drawing visitors from across the nation. The Bluegrass Festival, another highlight, features performances by top bluegrass musicians and bands, offering workshops, impromptu jam sessions, and a family-friendly atmosphere. These events not only celebrate Wickenburg’s rich history and cultural diversity but also serve as a testament to the community’s vibrant spirit and unity.

Architectural Charm

The architecture in Wickenburg reflects its Western heritage, with many buildings showcasing Territorial Adobe, Victorian, and Spanish Colonial styles. The town’s shops and boutiques maintain a rustic charm, offering Western wear, local art, and handmade crafts. Wandering through Wickenburg’s streets, one can feel the Old West ambiance, particularly in the historic downtown area where buildings have been preserved or restored to their original glory.

The town’s early ranching and rodeo along with rugged desert landscape have shaped town’s character and identity.



Photo credit: The Wickenburg Chamber of Commerce



Photo credit: The Team Roping Journal



Old Town Wickenburg’s architectural character dates back to the town’s founding featuring Western facades and wooden accents that speak to its mining and ranching past.
Photo credit: Visit Arizona

Parks and Recreation System Inventory

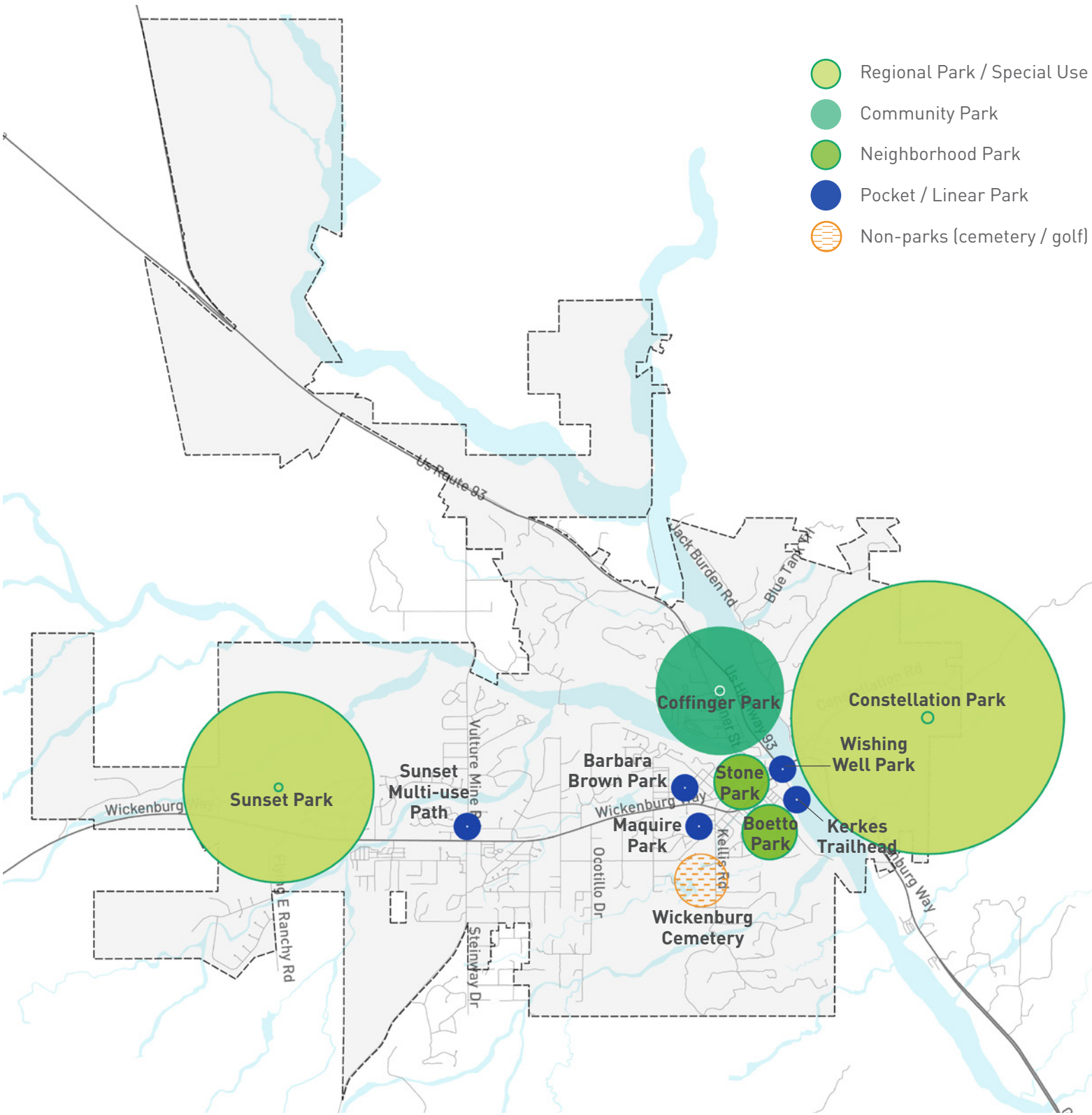
In the Town of Wickenburg, parks, open spaces, and facilities come in various shapes and sizes, ranging from community gathering spaces to desert RV camping grounds. Sunset Park offers a variety of sports fields for all ages, while the Everett Bowman Rodeo Grounds serve as a lively, programmed desert rodeo venue hosting destination events. Each facility plays a different role in the community. The master plan provides an understanding of the function of each space within the broader system, as well as its character and performance. It also looks at the system in aggregate to understand where there are surpluses and deficits of overall acreage and specific amenities compared to the town population.

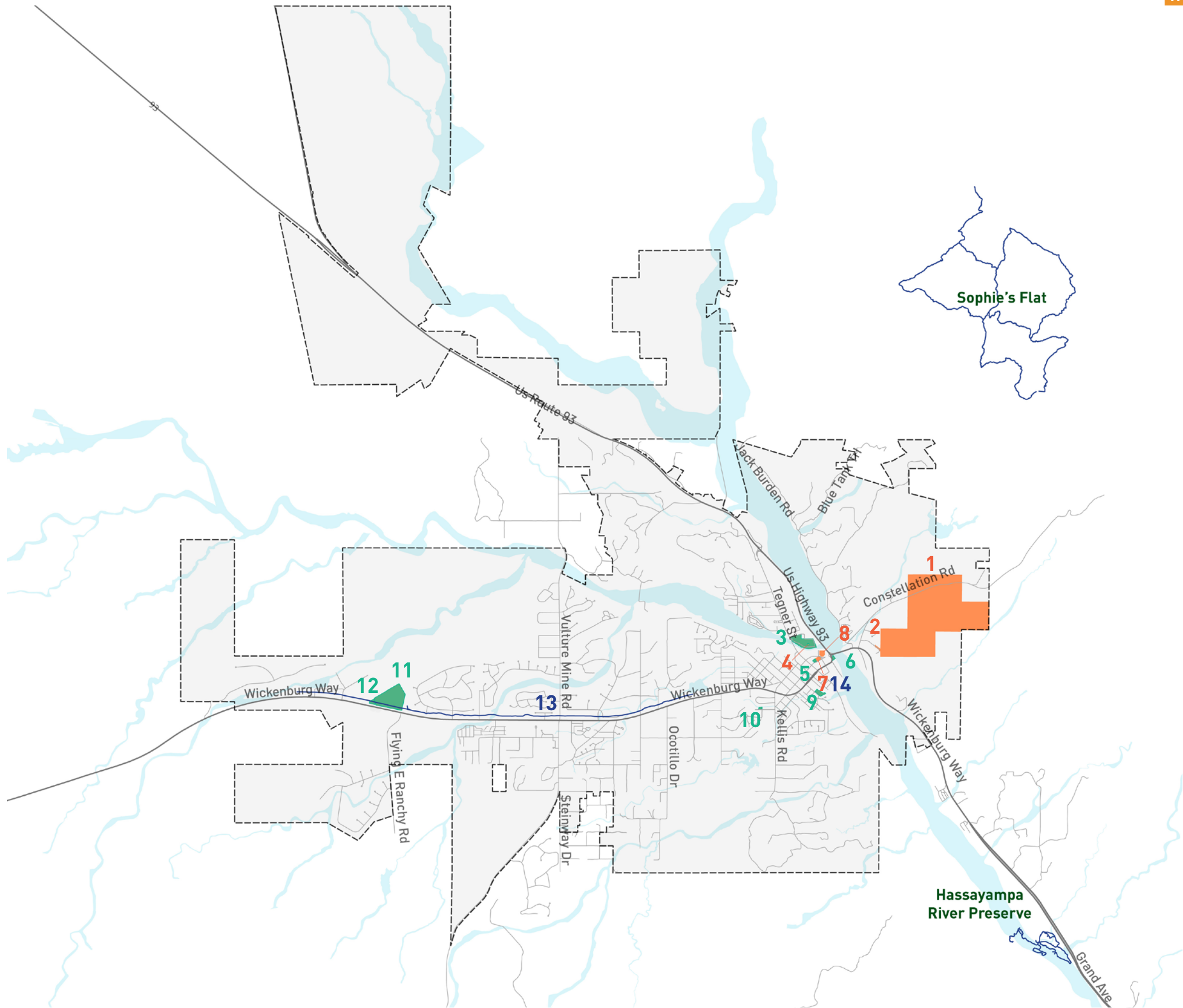
Park and Recreation System Inventory

This inventory provides a foundational understanding of the number, type, location, and quality of all parks and recreation facilities in Wickenburg. Beginning with a list of facilities from the town, the project team assessed each site, documenting its amenities and condition. In total, **14 parks and open spaces**, along with buildings serving recreational purposes, were surveyed. The Town of Wickenburg oversees approximately **67 acres** of developed parks and **14,716 square feet** of recreational facilities. Parks and recreational spaces are categorized by size and

general function. Typically, smaller open spaces address localized needs such as a small playground or trail access points, while larger parks and open spaces draw users from farther away from destination activities such as Everett Bowman Rodeo Grounds. The offerings at a park vary by its category:

- **Pocket Parks / Linear Parks** are established in small, built-out areas to provide green space in neighborhoods where larger parks are not feasible. Typical Park Size: 0.25 - 0.50 Acres
- **Neighborhood Parks** are vital for offering accessible, local park access and supporting community health, providing various playground amenities and recreational opportunities for residents. Typical Park Size: 1.0 - 5.0 Acres
- **Community Parks** are larger in size and often feature a greater concentration of sports fields and other recreation amenities to meet demands for a broader area. Typical Park Size: 5.0 - 25.0 Acres
- **Regional Parks / Special Use Parks** offer the widest range of amenities and accommodate diverse programming and users. This type of park often plays a significant economic role by generating revenue to support the rest of the system. Typical Park Size: 25 - 100 Acres





Parks and Recreation Facilities

- 1. Constellation Park Campgrounds
- 2. Everett Bowman Rodeo Grounds
- 3. Coffinger Park
- 4. Coffinger Park Recreation Center
- 5. Stone Park
- 6. Wishing Well Park
- 7. Wickenburg Library
- 8. Wickenburg Community Center
- 9. Boetto Park
- 10. Maguire Park
- 11. Sunset Park
- 12. Dog Park
- 13. Sunset Multi-Use Path
- 14. Kerkes Trailhead

03 Community Input

- » **On-line and Paper Survey Summary**
- » **Stakeholder Interviews**
- » **Public Workshops**
- » **Key Findings & Input**

On-line and Paper Survey Summary

Survey Operations and Methods

Receiving input from a wide range of Wickenburg residents was a top priority for this Parks and Recreation Master Plan. Online and hard copy surveys were implemented to receive comments from multiple different types of park users.

The online survey was live from November 30, 2023 to March 10, 2024. The survey, both online and on paper, was offered in English and Spanish. Multiples methods were used to distribute the survey. Wickenburg’s Town website housed a “Parks and Rec Master Plan” web page displaying the information on the Master Plan, provided instructions on how to complete the paper survey and provided the link to the survey. The public workshops were advertised in the local newspaper displaying survey links for those who could not attend the event. The postcards and workshop advertisements were shared on local social media profiles and posted at key community locations including the library, town hall and the community center.

Results Summary

The survey received a total of **434 responses** (429 in English and 5 in Spanish). 73% of respondents

completed the survey in full. The average time to complete the survey was six minutes.

The survey was comprised of ten questions. Nine questions were multiple choice and two questions had an open ended, typed response. Through resident input, the Master Plan team gained valuable insights into the needs of the Wickenburg Parks and Recreation system.

The survey reveals that playgrounds and picnic areas are the most popular park amenities, whereas the dog park and splash pad are the least utilized. Analysis of the open-ended responses suggest that issues such as maintenance, age of materials, and communication hinder the use of the dog park and splash pad. Improvements in these areas could potentially increase their usage.

The survey showed that the most used parks were clearly Coffinger and Sunset Parks. The largest item that prevents residents from using the parks was either being unfamiliar with the parks, poor maintenance, lack of equipment or lack of transportation. Town residents identified youth sports, after-school activities and facilities for outdoor sports as essential. Additionally, Town residents stated aquatics, indoor rec facilities, pickleball and tennis courts, wellness classes and golf courses and very important.

434
Resident Responses

- **Playgrounds and picnic areas are the most popular park amenities.**
- **After-school activities and facilities for outdoor sports are essential.**
- **A new fitness facility was stated to be highest priority.**

Contrastingly, survey respondents were evenly distributed when ask about what new park initiative should be a priority. A new fitness facility was stated to be highest priority. However, expanded pool facilities, walking and biking trails, new athletic fields and fitness/wellness classes were also deemed be a high priority by town residents.

As the open ended questions were reviewed, five major themes clearly began to form that residents expressed needs within. The following are the major themes,

How important, if at all, is it that the Town provides the following amentities or activities for the community?

	Essential	Very Important	Somewhat Important	Not at All
Disc golf courses	7%	24%	38%	31%
Golf courses	19%	31%	29%	21%
Visual arts classes (e.g., pottery, painting, etc.)	13%	33%	42%	12%
Performing arts classes (e.g., dance, drama, etc.)	14%	34%	38%	14%
Fitness equipment (e.g., weight training, cardio)	21%	31%	32%	16%
Gymnastic programs	19%	30%	38%	13%
Tennis courts	18%	36%	35%	11%
Wellness/fitness classes (e.g., aerobics, yoga, etc.)	21%	40%	30%	9%
Pickleball courts	26%	37%	26%	11%
Indoor sports leagues (e.g., basketball, volleyball)	35%	37%	21%	7%
Aquatics (e.g., lap swimming, water exercise classes, lessons, etc.)	37%	40%	19%	4%
Outdoor sports leagues (e.g., baseball, softball, soccer, lacrosse, etc.)	42%	38%	15%	5%
Youth after-school programs	53%	31%	10%	6%
Youth sports	60%	27%	9%	4%

- ranked in order of number of entries concerning the respective theme:
1. Maintenance and upgrades to existing facilities.
 2. Prioritizing programs and events for youth & children
 3. Needs for indoor facility housing fitness/wellness programs or upgraded pool facilities
 4. Trails, multi-use paths and accessibility (ADA included)
 5. Communications about programs and events from The Town to the residents.

Stakeholder Interviews

Overview & Purpose

Over the course of the information gathering phase of developing this parks and recreation master Plan, the master plan Team and members of the Town staff met with multiple Wickenburg parks and recreation stakeholders that oversee organizations that frequently use Wickenburg’s parks. These Stakeholders were able to offer knowledge and provide input on how the parks and rec system could better service the residents that participate in the organizations they help lead. The following information is organized by location or topic pertaining to the parks and rec system generally and consolidated from multiple stakeholders offering similar input.

Coffinger Park

- Concerns over the dilapidated state of the main multi-purpose field. Should either re-grade, use parts of the field for more parking, dog park, t-ball, small youth soccer field, staging area or space to host food trucks.
- The pool facility was a large concern for many residents and stakeholders. Many expressed the desire for a year-round heated pool facility. Others suggested that the pool should have more hardscape to reduce the amount of mud produced by pool

- water. Shade around the pool should be a necessity.
- Most of picnic lawn does not receive irrigation but should. Park should have more rentable spaces.
- Park mostly services nearby residents but should be accessible and used by whole town.
- More amenities for youth like basketball courts
- Possible site for indoor rec center.
- Safety concerns include: lack of overall surveillance, lack of parking spaces and mobility during events.
- Safety suggestions include: redesign of mobility around the park, expanded parking, involving traffic control or police with event, improved lighting and more surveillance locations. Possible blue phones.

Sunset Park

- More fields, some offering artificial turf, some as one sport only. Field downtime is too short, warm up/ practice field would be nice.
- Spaces for youth sports and opportunities and adult leagues .
- One-way in and one-way out is major safety concern. Need to have loop or two entrances / exits.
- Irrigation system is outdated, maintenance heavy and needs updating.
- Updated clay in baseball fields.
- Splash pad needs updates and more amenities around it to create sense of safety. No dogs at splash

- pad.
- Dog park is too dust/ muddy. Need to introduce grass.
- Public restroom needs sewer issue solved.

Rodeo Grounds & Constellation Park

- One main challenge for evolving the space at Rodeo Grounds are the lease limitations the BLM have on property. No permanent structures can be allowed.
- At the Rodeo Grounds, trailhead amenities are needed (ie. wayfinding signage, shade, picnic area and benches, expanded or upgraded restrooms.)
- Use Rodeo as major place-making strategy for Town.
- A covered indoor facility at the penthouse (for auctions, fundraising, livestock pens, shows, 4H).
- Could a trailhead be accessible from watertank behind Cobblestone Hotel be added and trails up washes to other trailheads?
- Reservable RV hook ups installed at Constellation park to generate more revenue.
- Potential event opportunities include livestock display, circus, amphitheater, live concerts.
- Updated concessions stand.
- Temporary horse pens, preferably with covers.
- Constellation road should receive traffic calming improvements.

Trails and Open Space

- Trails initiatives should capitalize on many grant programs.
- Major trails and open space areas should have updated trailhead amenities.
- Areas within town should have connections to outdoor rec areas and trail open spaces.
- A Hassayampa River trail and Downtown to Vulture Mountain trail would receive a lot of usage.
- Trails should preserve natural desert.
- Easements to be established in wash areas for horse trails.
- Optimize trails for wide range of users, bike and pedestrian.
- Mountain trail opportunities at Sophie’s flat, West of Flying E Ranch, Within and around Constellation Park, South Mariposa and Hassayampa River.

Parks & Rec Stakeholders Engaged

Angela Egan - Wickenburg Christian Academy
Carlos Reyes - Baseball / Softball Little League
Sheri Fucili - AYSO Soccer
Sean Lowry - AYSO Soccer
Stephanie Napoles - Youth Football
Teresa Underdown - Community Rodeo Assoc. of Wickenburg
Julia Macias Brooks - Emeritus Chamber of Commerce
Parks and Trails Advisory Committee
Ed Temerowski - Fire Chief
Les Brown - Police Chief
Amy Brown - Town Clerk

In-Person Public Workshops

Overview & Purpose

The purpose of the Public Engagement Workshop was centered in information gathering. The workshop would allow residents of Wickenburg to express their desires for the parks and recreation system. Before the workshop the parks and recreation master plan Team evaluated existing parks and recreation facilities and created an inventory of the parks and recreation system. The Team then presented the inventory to the residents that participated in the public workshop. The workshop allowed resident participants to communicate how they would like to see the Town’s parks and recreation systems move forward within the next ten years. The master plan Team facilitated the gathering of information from residents that participated in the workshop, and quantified the information so this master plan report can accurately reflect the resident’s desires.

The workshop facilitators were Dig Studio and the Barnhart Company. The Dig Studio team presented the parks and recreation inventory and gathered resident opinions and input. The Barnhart Company oriented the residents to the workshop and guided participants through voting for what park programs and facilities they would like to see in the coming years.

Operations and Methods

The workshop team presented residents with three main ways of providing their input on the parks and recreation system. The methods were;

- **Park feedback notes**
Handwritten notes placed in park inventory boards respective to the park displayed on the board. Each note was documented afterwards.
- **Amenity voting boards**
Three boards displayed multiple precedent images of potential parks and recreation program options. Residents were asked to vote (using colored sticker dots) for which programs they would like to see within the parks and rec system. Votes were tallied and documented.
- **Comment cards**
Comment cards provided space for residents to write out thoughts in a more lengthy and confidential manner. Comments were also documented.

Each workshop facilitator that spoke with residents during the workshop wrote any feedback that was heard but not written down by residents. This ensured no verbal input was lost in conversion. The facilitator would then place the note on the respective board the input was about.



Public involvements at two public workshops



JOIN US!

Town of Wickenburg

PARKS & RECREATION MASTER PLAN

PUBLIC WORKSHOP

**WICKENBURG
COMMUNITY CENTER**
160 N VALENTINE ST
WICKENBURG, AZ 85390

SCAN TO COMPLETE THE ONLINE SURVEY, OR USE THE LINK BELOW

<https://www.surveymonkey.com/r/WickenburgParks>

January
30TH
Tuesday

Doors open at 3:45, event begins at 4 PM

Workshop Results

The input from the workshop was organized by park or open space type and location. The input in consolidated from providng direct feedback statements that represent major themes of residents.

Wickenburg Trails and Open Space

- Multi-use trails that accommodate walking, running, dog walking, equestrian, and OHV.
- Trails that connect major points in Wickenburg to major trail areas (ie. downtown to Vulture Mountain).
- Bike optimized trails in Twin Peaks, Black Hills, Sophie Flats, Constellation Park and Vulture Mountain.

Rodeo Grounds & Constellation Park

- Potential entrance and trailhead near water tank behind Cobblestone Hotel.
- Covered arena, 4H facility and livestock housing.
- Multi-use paths but separate equine paths.
- Multi-use path from downtown to Rodeo Grounds.

Sunset park

- Indoor sports/wellness/after-school program facility to escape heat.
- Improved regular maintenance.
- Improved dog park and added amenities.

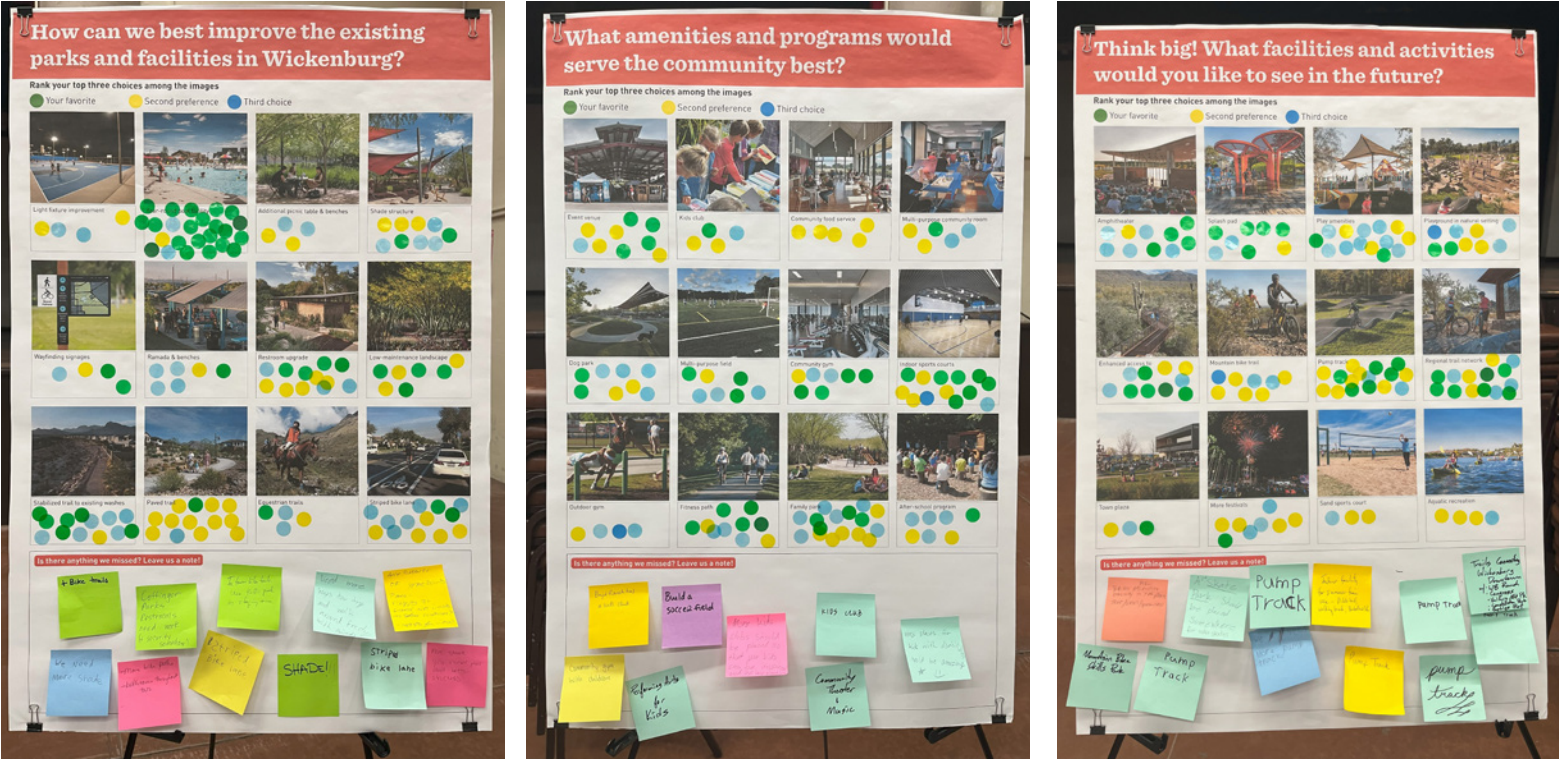
- More features for children including improved playgrounds, splash pad, added pump-track .
- Additional fields, one as soccer only. Improved communication about programs & events.

Coffinger Park

- Improved / year round pool facility.
- Improved regular maintenance .
- Improved communication about programs & events.
- Upgrade and improve existing facilities (i.e. grass field, sidewalks, expanded pool hardscape, lighting, trashcans, shade).
- Possible indoor recreation center.
- More shade.

Neighborhood Parks (Stone, Wishing Well, Maguire, Boetto Parks)

- Improved regular maintenance.
- Enclosed, turf dog area.
- Upgrade existing features (basketball hoops, lights benches, restrooms).
- Community board signage.
- Shade.
- Playgrounds, climbing features.
- Better bike/walk-ability to smaller parks in town.



Voting board Results

Below are quantified results of the voting. Each color was assigned a point value: Green (first choice) = 3 points, Yellow (second choice) = 2 points, Blue (third choice) = 1 point. Points are added together for each of the potential park and rec program and ranked. The top four programs from each board are shown below.

A. How can we best improve existing parks and facilities in Wickenburg?

1. Year-round pool facility = 67 points
2. Stabilized trail to existing washes / paved trails = 26 points (tie)
3. Restroom Upgrade = 25 points
4. Striped bike lanes = 22 points

B. What amenities and programs would serve the community best?

1. Indoor sports center = 31 points
2. Family Park = 30 Points
3. Fitness paths = 22 points
4. Event venue = 21 points

C. Think Big! What facilities and activities would you like to see in the future?

1. Pump track = 36 points
2. Regional trail network = 32 points
3. Play amenities & enhanced access to open space and trails = 22 points (tie)
4. Splash Pad = 19 points

Key Findings & Input

Overview & Purpose

Through the various methods of Town engagement, the parks and recreation master plan Team received over 900 comments. These comments offer diverse perspectives and input that can inform how the Town of Wickenburg can shape its park and rec system to better suite its residents over the next decade and beyond.

Coffinger Park

- Main multi-purpose field in dilapidated state; suggestions include re-grading, utilizing parts for parking, dog park, t-ball, small youth soccer field, staging area, or space for food trucks.
- Concerns about pool facility; suggestions for year-round heated pool, more hardscape, and shade.
- Most picnic lawn lacks irrigation; desire for more rentable spaces.
- Accessibility and usage by entire town desired, not just nearby residents.
- Need for more youth amenities like basketball courts and potential site for indoor rec center.
- Safety concerns: lack of surveillance, parking, and mobility during events; suggestions include redesigning park mobility, expanding parking, involving traffic control/police, improving lighting and surveillance, and adding blue phones.

- Other suggestions: improved communication about programs/events, regular maintenance, upgraded facilities (grass field, sidewalks, pool hardscape, lighting, trash cans, shade), and more shade.

Sunset Park

- Need for more fields, some with artificial turf and some dedicated to one sport.
- Desire for warm-up/practice field and spaces for youth/adult sports leagues.
- Safety concern over one-way in/out; desire for loop or two entrances/exits.
- Outdated irrigation system, need for maintenance.
- Updates needed for baseball fields and splash pad; desire for amenities around splash pad and exclusion of dogs.
- Dog park too dusty/muddy; need for grass.
- Sewer issue in public restroom needs solving.
- Desire for indoor sports/wellness/afterschool program facility.
- Suggestions for improved regular maintenance and dog park with added amenities.

900+
Total Resident comments



Public Workshop #1: Team presenting display boards and gathering input from the community



Public Workshop #2: Jay Hicks, Senior Principal at Dig Studio, presenting project progress and park design plans to the community



Wickenburg: A premier destination for rodeo events (photo credit: Visit Wickenburg)



Sunset Park Overlook (photo credit: Google Images - Ramon Leon)

Rodeo Grounds & Constellation Park

- Challenges with lease limitations at Rodeo Grounds, no permanent structures allowed.
- Safety input: implement emergency ATV spine trail
- Need for trailhead amenities, shade, picnic areas, restrooms.
- Use of Rodeo Grounds for town place-making; suggestions include covered indoor facility, trailhead accessibility, RV hookups at Constellation Park for revenue generation, potential events.
- Desire for updated concessions stand, temporary horse pens, traffic calming improvements, entrance/trailhead near water tank.
- Multi-use paths with separate equine paths, multi-use path from downtown and the new hotel to Rodeo Grounds.

Trails and Open Space

- Capitalizing on grant programs for trails initiatives.
- Updated trailhead amenities for major trails/open space areas.
- Connectivity of areas within town to outdoor rec areas and trail open spaces.
- Potential for Hassayampa River trail and Downtown to Vulture Mountain trail.
- Preservation of natural desert on trails,

establishment of easements in wash areas for horse trails.

- Optimization of trails for various users including biking, pedestrian, equestrian, and OHV.
- Opportunities for mountain trails at various locations around Wickenburg.
- Bike-optimized trails in specific areas.

Neighborhood Parks

- Need for improved regular maintenance, enclosed turf dog area, upgraded existing features, community board signage, shade, playgrounds, climbing features,
- Better bike/walk-ability to smaller parks in town.

04 Parks & Recreation Needs Assessment

- » **Program and Services Assessment**
- » **Park Maintenance Assessment**
- » **Park Maintenance Recommendations**

Program and Services Assessment

Overview of Priorities and Core Program Areas

The Wickenburg Parks and Recreation Department offers a wide range of programs and events managed by a professional staff. These include youth camps, aquatics, sports, health, fitness, and special events. Through formal and informal cooperative relationships, various nonprofit agencies and other community partners assist with delivering select programs and indoor space to provide access for programs.

Core Program Approach

The vision of the Town is to be a premier parks and recreation systems in the region, providing all residents access to high-quality programs and experiences. Identifying Core Program Areas creates a sense of focus around activities and outcomes of greatest importance to the current needs of the community. The philosophy of the Core Program Area assists staff, policy makers, and the public to focus on what is most important. Program areas are considered as Core if they meet many of the following categories:

- The program area has been provided for longer than 5 years and/or is expected by the community.
- The program area consumes a relatively large portion (5% or more) of the agency’s overall budget.
- The program area is offered 3-4 seasons per year.
- The program area has wide demographic appeal.

- There is a tiered level of skill development available within the programs area’s offerings.
- There is full-time staff responsible for program areas.
- There are facilities designed for a program area.
- The agency controls a significant percentage (20% or more) of the local market.

Ensuring the Right Core Program Mix

The Core Program Areas provided by Wickenburg currently appear to meet some of the community’s major needs as identified in the survey results, but the program mix must be evaluated on a regular basis to ensure that the offerings within each Core Program Area – and the Core Program Areas themselves – align with changing leisure trends, demographics, and needs of residents. The following six determinants can be used to inform what services are provided by the Town.

- Conceptual foundations of play, recreation, and leisure – Programs and services should encourage and promote a degree of freedom, choice, and voluntary engagement in their structure and design.
- Organizational philosophy, mission, and vision
 - Programs and services should support the Town’s vision statements, values, goals, and objectives. These center on promoting personal health, community well-being, social equality, environmental awareness, and economic vitality.
- Constituent interests and desired needs

- Towns should actively seek to understand the recreational needs and interests of their constituency. This not only ensures an effective (and ethical) use of taxpayer dollars, but also helps to make sure that programs perform well and are valued by residents.
- Creation of a constituent - centered culture programs and services reflect a culture where constituents’ needs are the prime factor in creating and providing programs. This should be reflected in all parts of program design
- Experiences desirable for clientele - Programs and services should be designed to provide the experiences desirable to meet the needs of the participants/clients in a community and identified target markets.
- Community opportunities - When planning programs and services, The Town should consider the network of opportunities afforded by other organizations such as nonprofits, schools, other public agencies, and the private sector. Towns should also recognize where gaps in service provision occur and consider how unmet needs can be addressed.

Age Segment Analysis – Current Segments Served

Findings from the analysis shows that the Town provides a strong balance of programs across all age segments. All segments are targeted as a primary

market for at least three programs.

This balance should be maintained moving forward, and the Town should update this Age Segment Analysis every year to note changes or to refine age segment categories. Given the growing population trend for residents ages 55 and over and the growing demand for services in this age bracket, it is also recommended that the Town further segment this group into 65-74 and 75+. These two sub-segments will have increasingly unique needs and expectations for programs and services in coming years, and program planning will be needed to provide differing requirements.

Age Segment Analyses should ideally be done for every program offered by the Town. Program coordinators/managers should include this information when creating or updating program plans for individual programs. An Age Segment Analysis can also be incorporated into Mini Business Plans for comprehensive program planning.

Lifecycle Analysis

A lifecycle analysis involves reviewing every program identified by Town of Wickenburg staff to determine the stage of growth or decline for each as a way of informing strategic decisions about the overall recreation program portfolio. The various stages of program lifecycles are as follows:

- Introduction - New program; modest participation.

PROGRAM DESCRIPTION	
Core Program Area	General Description
Aquatics	Includes drop-in (monitored) facility access, instruction-based programs, coached leagues, fitness classes, safety training/certification classes, special events, and community outreach partner programs such as Splish Splash Storytime, Doggie Dive in, etc.
Athletics - Adults	Recurring group recreational and/or instructional sports leagues, programs and activities for adults operated, taught, or managed by the department through contract or staff or volunteers throughout a season
Camps	Non-licensed recreational skill-based camps with a recreational and instructional focus which may include field trips, some camps have a specific instructional or skills program
Cemetery Services	Grave location services, plot preparation and marking, researching previous burial locations, preparing deeds for pre-need locations
Community Events	Themed activities and events may or may not require registration as well as events planned and implemented by outside organizations that are co-sponsored at various levels by the Town. These events are of the magnitude that require Town permits of some type and use of Town facilities. Town sponsorship typically includes fee discounts, fee waivers, in-kind services.
Enrichment	Group or individual recreational and/or instructional sports classes, clinics and activities, special interest classes, clinics, and activities for youth, teens and adults
Environmental Education	Environmental, nature, and conservation education programs and classes for children, youth, adults and active adults
Fitness and Wellness	Health & wellness classes and programs and classes for children, youth, teens, adults and active adults
Rentals and Reservations	Rental of facilities, parks, and other amenities for exclusive use of full or partial facility on a one-time basis by the general public Waiver and discounting of fees for specific types of uses/users such as other government users and community civic meetings addressed in the facility use policy.
Senior Services	Group or individual recreational and/or instructional classes, workshops and activities, special interest classes, and activities for seniors.
Youth Athletics/Sports	Recurring group recreational and/or instructional sports leagues, programs and activities for youth operated, taught, or managed by the department through contract or staff or volunteers throughout a season.

AGES SERVED							
Primary Market (P) or Secondary Market (S)							
Core Program Area	Preschool (5 and Under)	Elementary (6-12)	Teens (13-17)	Young Adult (18-34)	Adult (35-49)	Active Adult (50-64)	Senior (65+)
Aquatics	P	P	P	P	P	P	P
Athletics - Adults				P	S		
Camps		P	P				
Cemetery Services	P	P	P	P	P	P	P
Community Events				P	P	P	P
Enrichment	P	P	S	S	S	P	P
Environmental Education	P	P	P	S	S	S	S
Fitness and Wellness			P	P	P	P	P
Rentals and Reservations				P	P	P	P
Senior Services						P	P
Youth Athletics/Sports	S	P	S				
	P-3	P-6	P-5	P-6	P-5	P-7	P-7

- Take-Off - Rapid participation growth.
- Growth - Moderate, but consistent participation growth.
- Mature - Slow participation growth.
- Saturated - Minimal to no participation growth; extreme competition.
- Decline - Declining participation.

Recreation Program Lifecycle Analysis - Current Distribution and Recommendations

Overall, the lifecycle analysis results indicate an unbalanced distribution of all programs across the lifecycle. A combined total of 30.8% of programs fall into the Introduction, Take-off, and Growth stages. It is recommended that this be 50-60% of the overall program portfolio to provide new programs to align with trends and help meet the evolving needs of the community. In addition to the need to always introduce new programming to meet community needs, it is also important to have a stable core segment of programs

that are in the Mature stage. Currently, the Town only has 63.1% of their programs in this category. It is recommended that this be approximately 40% to provide stability to the overall program portfolio, but without dominating the portfolio with programs that are advancing to the later stages of the lifecycle. Programs in the Mature stage should be tracked for signs they are entering the Saturation or Decline stages. There should be an ongoing process to evaluate program participation and trends to ensure that program offerings continue to meet the community’s needs.

A total of 6.2% of programs are saturated or declining. It is recommended to keep as few programs as possible in these two stages, but it is understood that programs eventually evolve into saturation and decline. If programs never reach these stages, it is an indication that staff may be “over-tweaking” their offerings and abbreviating the natural evolution of programs. This prevents programs from reaching their maximum participation, efficiency, and effectiveness. For Towns challenged by doing the most they can with limited resources, this has the potential to be an area of concern.

As programs enter the Decline stage, they must be closely reviewed and evaluated for repositioning or elimination. When this occurs, it is recommended to modify these programs to begin a new lifecycle with the introductory stage or to add new programs based upon community needs and trends.

Staff should complete a lifecycle review on an annual basis and ensure that the percentage distribution closely aligns with desired performance.

All Programs: Lifecycle Stage			
	Percentage	Actual Distribution	Best Practice Distribution
Introduction	9%	30.8%	50-60%
Take-Off	15%		
Growth	6%		
Mature	63%	63.1%	40%
Saturated	6%	6.2%	0-10%
Decline	0%		
Total	100%		

This analysis is not based on strict quantitative data, but rather is based on an understanding of the Town’s program areas. The table below shows the percentage distribution of the various lifecycle categories of the Town’s unique program/service offerings.

Other Key Findings

- **Program Evaluation:** Assessment and evaluation tools to measure the success of programs and services are in place but should be reviewed and updated annually.
- **Customer Satisfaction and Retention:** The Town currently does track customer satisfaction ratings, but not customer retention percentages.
- **Staffing:** Staffing levels should be evaluated as current levels are not sufficient to expand recreation program offerings.
- **Public Input:** The Town does not utilize survey tools to continually gather feedback on needs and unmet needs for programming.
- **Marketing:** The Town utilizes several marketing strategies to inform Town residents of the offerings of the community; however, it lacks a formalized Marketing Plan which can be utilized to create target marketing strategies.
- **Volunteers:** The Town has a strong volunteer program.
- **Partnerships:** The Town utilizes several partner providers to deliver programs to Wickenburg residents but lacks a formal partnership policy.

Other Key Recommendations

- **Participation Data Analysis:** Through ongoing participation data analysis, refine recreation and library program offerings to reduce low enrollment or canceled programs due to no enrollment.
- **Staffing:** Consider the addition of programming staff to meet the unmet needs of the community.
- **Expand programs and services in the areas of greatest demand:** Ongoing analysis of the participation trends of programming and services in Wickenburg is significant when delivering high quality programs and services. By doing so, staff will be able to focus their efforts on the programs and services of the greatest need and reduce or eliminate programs and services where interest is declining. Specific efforts should be made to increase programming in the areas of greatest UNMET need as identified in the statistically valid survey.

Program Plan Summary

The Town is delivering quality programs, services, and events to the community, however, does have opportunity for improvement. This chart provides a summary of the recommended actions that the Town should implement in developing a program plan to meet the needs of residents.

Recreation Programs and Services		Age Segment(s)	Action	Time Frame
PROGRAMS AND SERVICES	COMMUNITY NEED			
Community Events	High	Community as Whole	Expand	Within 2 years
Enrichment	High	Teens, Adults and Seniors	Expand	Within 2 years
Senior Services	High	Seniors	Expand	Within 2 years
Athletics - Adults	Medium	Ages 18-54	Continue	Ongoing
Environmental Education	Medium	Adults and Youth	Continue	Ongoing
Fitness and Wellness	Medium	Adults and Seniors	Continue	Ongoing
Camps	Medium	Youth 6-12	Continue	Ongoing
Aquatics	Medium	Community as Whole	Continue	Ongoing
Youth Athletics/Sports	Medium	Teens	Consider	Within 2 years
Rentals/Reservations	Medium	Adults and Seniors	Continue	Ongoing
Cemetery Services	Medium	Community as Whole	Consider	Ongoing

Park Maintenance Assessment

Park Maintenance Assessment

Parks and amenities that are clean and functioning efficiently are a critical element to delivering high quality programs and services. The Wickenburg Parks Division maintains:

- 82 acres of parks.
- 429,000 SF of landscaping within right-of-ways
- 14,716 square feet of indoor facilities.

Below is a comprehensive list of the functions/lines of service performed by the Park Division.

Maintenance Modes & Standards

Regular maintenance requires unit-based quantification for most major resource requirements and provides methods for projecting future resource needs. The Town’s maintenance efforts as detailed are expansive and address diverse aspects of maintaining high-quality parks, amenities, and infrastructure to preserve the integrity of public assets and their meaningful use. The prevailing objectives of a standards-based park maintenance program are presented below but not in order of importance:

- Maintain and improve the sites, grounds, facilities, and structures of the Town’s parks system to provide optimal and enjoyable use.

- Provide landscaping and general maintenance for a multitude of Town amenities, including but not limited to, landscaped beds and turf, urban open spaces, urban forests, and selected park buildings and structures.
- Be responsive to maintenance needs of the Town’s open-space tracts. Particular attention must be paid to access points, trail repair, erosion control, and trash removal.
- Protect and preserve the value of Town assets so that long-term maintenance costs are minimal due to extending the service life of those assets.

Many of the objectives assigned to the Park’s maintenance teams go beyond the traditional responsibilities of park maintenance employees. It is recommended that all park maintenance agencies adopt a system of grounds maintenance levels wherein functions are organized into a tiered structure with three different levels of service. These levels are referred to as maintenance modes, and each has a unique standard that dictates routine maintenance tasks and their frequency. The appropriate maintenance mode is assigned to each park or site, which creates a framework for organizing and scheduling tasks and responsibilities at each location. A description of each of the maintenance modes is

provided below:

Maintenance Mode/Level 1

Applies to parks or sites that require the greatest level of maintenance standard in the system. These parks or sites are often revenue producing facilities, such as the athletic fields, where the quality and level of maintenance has a direct impact on the park facility’s ability to maximize revenue generation.

Maintenance Mode/Level 2

Maintenance Mode/Level 2 (Mode/Level 2) applies to parks or sites that require a moderate level of effort and maintenance standards in the system. These include developed and undeveloped parks with amenities that are heavily used such as trails, community and pocket parks, and special-use facilities found in the Town’s parks system.

Maintenance Mode/Level 3

Maintenance Mode/Level 3 (Mode/Level 3) applies to parks or sites that require a nominal level of effort and maintenance standards in the system. These include undeveloped parks with minimal amenities.

Maintenance Management Plan

Through the review of data and workshops with staff, the PROS Consulting team determined that the Parks Division does try to operate within the maintenance modes identified above. Parks maintenance also intuitively follows a set of routine parks and grounds maintenance standards with task, frequency, and season of year for each of the functional work areas, however, a formalized, documented, detailed maintenance management plan does not exist. A formalized maintenance management plan includes not only maintenance modes and standards for each park but also tracks the performance of the work against a set of defined outcomes as well as the costs expended to achieve each outcome. A maintenance management plan is typically memorialized within an asset-based work order management system.

Staffing Levels

Parks and Recreation System: The Parks Maintenance Division is comprised of 10 full-time equivalents (FTES) – 10 full-time employees as well as 1 Parks Manager - dedicated to maintaining the parks and recreation system as well as right of ways and medians.

Parks Maintenance Staffing				
FUNCTION	ACREAGE	MAINTENANCE STANDARD	BEST PRACTICE STAFFING LEVEL FTE PER ACRES	RECOMMENDED FTE
Hard Surface Trail Maintenance	5.50	Level 2	1 FTE per 5 acres	1.1
Developed Parks Maintenance	82.10	Level 2	1 FTE per 12 acres	6.8
Landscape Beautification	9.85	Level 2	1 FTE per 5 acres	2.0
TOTALS	97.45			9.91

Indoor Facility Maintenance Staffing				
FUNCTION	SQUARE FOOTAGE	MAINTENANCE STANDARD	BEST PRACTICE STAFFING LEVEL FTE PER SQUARE FEET	RECOMMENDED FTE
Indoor Facility Custodial Services	14,716	Level 2	1 FTE per 28,000 Square Feet	0.5
Indoor Facility Maintenance Services	14,716	Level 2	1 FTE per 40,000 Square Feet	0.4
TOTALS	14,716			0.9

Best Practice Staffing Levels

Parks and Recreation Maintenance Staffing Summary		
MAINTENANCE FUNCTION	ANNUAL BEST PRACTICE STAFFING LEVEL (FTES)	ANNUAL BEST PRACTICE STAFFING LEVEL (LABOR HOURS)
Hard Surface Trail Maintenance	1.1	1,936.00
Developed Parks Maintenance	6.8	12,041.33
Landscape Beautification	2.0	3,467.20
Indoor Facility Custodial Services	0.5	925.01
Indoor Facility Maintenance Services	0.4	647.50
TOTALS	10.81	19,017.04

CURRENT ANNUAL LABOR HOURS	17,600.00
ANNUAL LABOR HOURS NEEDED	1,417.04
ANNUAL FTES NEEDED	0.81

As shown in the table above, the parks maintenance division is slightly understaffed by 0.81 FTE based on the best practice maintenance standards and 1 FTE = 1,760 actual hours worked annually.

Park Maintenance Recommendations

Recreation Program Lifecycle Analysis - Current Distribution and Recommendations

A work order system should be used to track lifecycle maintenance requirements that are tied to weekly and monthly work orders. This will help the staff to stay ahead of preventative maintenance and limit breakdowns. Further, utilizing the system will provide staff with the necessary “actual cost” data for work being performed. The typical components of a work order management system are as follows:

- **Schedule Work Activities:** Detailed framework for asset management by incorporating GIS into the asset repository. Allows for grouping of assets by location, type, age, or other key parameters. These groupings can then be used to create maintenance activities such as preventive work, reactive work, tests, or inspections.
- **Mapping Tools:** This would allow for the creation of map visualizations of database queries including open work orders, service requests, or work orders of a specific type and assignment.
- **Data Mobility:** A variety of tools to help maintenance staff access and update valuable information while in the field.
- **Asset Management:** Track work performed on any asset at any given time throughout its lifecycle.

- **Track Unproductive:** Time Travel time on average should not exceed the maximum threshold of 2.2 hours for every 8-hour day.

Cost Of Service/Systematic Approach to Contracting Services

Through the development of management processes, the Parks Division must begin to track cost of service at a unit activity level through the implementation of a work order management system. This, in turn, would internally analyze the unit cost to perform work internally against the unit cost to perform work by a third-party vendor, in particular right-of-way, median and public facility grounds landscape maintenance.

Annual Park Maintenance Staffing

It is recommended that the Park Division be authorized for one additional FTE (0.81) for the maintenance of the parks and recreation system.

Annual Park Operation and Maintenance Funding

It is critically important to view the financial sustainability of the Parks and Recreation System through the concept of “Total Cost of Ownership” as shown in the graphic below.

The Parks Division will need to closely monitor resources to ensure that the assets of the parks system reach the anticipated lifecycles. It is recommended that the Parks Division maintenance funding grow to accommodate new park development in the future. As the system grows, the following guidelines should be utilized to identify annual operational funding required to maintain additional park acreage:

- **Athletic Field Parks:**
\$15,000 - \$20,000 per natural turf rectangular field.
\$20,000 - \$25,000 per diamond field.
\$5,000 general acreage
- **Community Parks:** \$5,000 - \$7,500 per acre
- **Neighborhood Parks:** \$7,500 - \$10,000 per acre
- **Open Space:** \$300 - \$500 per actively managed acre
- **Pocket Parks:** \$15,000 - \$20,000 per acre
- **Special Use Parks:** Costs varies dependent on amenities.
- **Recreation Corridors/Trails:** \$1,000-\$2,000 per mile

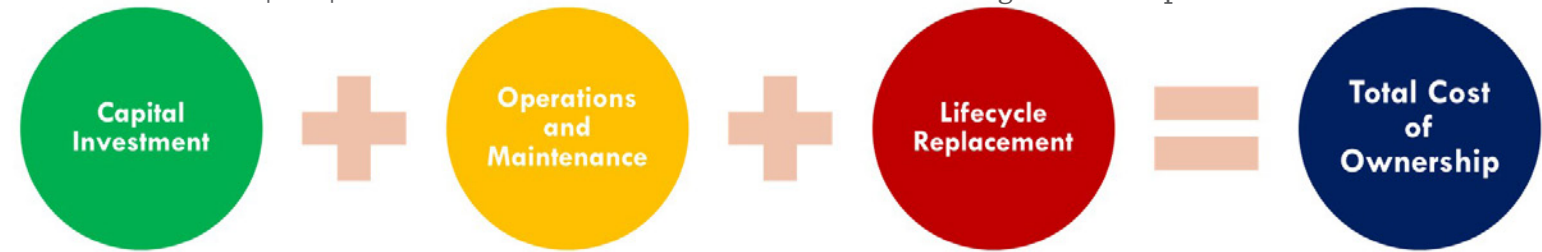
*Please note, maintenance costs typically increase 2-3% annually.

Cost Avoidance

Maintenance operations are typically spent in divisions that do not have direct revenue sources that can offset expenditures. There are opportunities, however, to reduce expenditure through the following strategies.

- **Adopt-a-Trail Programs:** These are typically small-grant programs that fund new construction, repair or renovation, maps, trail brochures, and facilities (bike racks, picnic areas, birding equipment, etc.), as well as providing maintenance support. Adopt-a-Trail programs can also take the form of cash contributions in the range of \$12,000 to \$16,000 per mile to cover operational costs.
- **Adopt-a-Park Programs:** Small-grant programs that fund new construction and provide maintenance support. Adopt-A-Park programs can also take the form of cash contributions in the range of \$1,000 to \$5,000 per acre to cover operational costs.
- **Operational Partnerships:** Partnerships are operational funding sources formed from two separate agencies, such as two government entities, a non-profit and a public agency, or a private business and a public agency. Two partners jointly share risk, operational costs, responsibilities, and asset management based on the strengths of each partner.

Total Cost of Ownership Graphic



Level of Service Standards

Level of Service (LOS) standards are guidelines that define service areas based on population that support investment decisions related to parks, facilities, and amenities. LOS standards will change over time; as the population increases, the need to acquire additional land and develop parks also increases as will the costs to do so.

The consultant team evaluated LOS standards using a combination of local, regional, and national resources, including:

- Demographic projections (including population, age, and diversity segmentation).
- National Recreation and Park Association (NRPA) guidelines.
- Recreation activity participation rates reported by the Sports & Fitness Industry Association’s (SFIA) 2023 Study of Sports.
- Ability for the Town to acquire parkland for developed parks, trails, and open space.
- Community and stakeholder input needs prioritization.
- Planned yet not developed parks in the Town.
- The ability for the Town to financially sustain a high-quality park, open space, and trail system.
- These resources provide LOS guidelines based

	2023 Inventory		Service Levels						2038 Needs		
Recreation Component	Town Inventory	Total Inventory	Current Service Level			Recommended Service Levels			Meet Standard/ Need Exists	Additional Facilities/ Amenities Needed	
DEVELOPED PARK TYPE											
POCKET PARKS	2.31	2.31	0.19	acres per	1,000	0.25	acres per	1,000	Need Exists	2	Acre(s)
NEIGHBORHOOD PARKS	4.70	4.70	0.39	acres per	1,000	0.50	acres per	1,000	Need Exists	3	Acre(s)
COMMUNITY PARKS	41.00	41.00	3.42	acres per	1,000	3.50	acres per	1,000	Need Exists	15	Acre(s)
SPECIAL USE PARKS	28.40	28.40	2.37	acres per	1,000	1.75	acres per	1,000	Meets Standard	-	Acre(s)
Total	76.41	76.41	6.37	acres per	1,000	6.00	acres per	1,000	Need Exists	20	Acre(s)
OTHER PARK TYPES											
LINEAR PARKS (PATHWAYS)	5.50	5.50	0.46	acres per	1,000	NA	acres per	1,000	NA	NA	Acre(s)

The table above details the current and recommended LOS for the Wickenburg Parks and Recreation System.

on population to inform and support investment decisions related to parks, facilities, and amenities. When coupled with local input on the needs of the Wickenburg community, these standards help to identify park and facility/ amenity gaps and surpluses. The findings of the LOS standards analysis are summarized below:

- Wickenburg currently provides a LOS of 6.37 acres of pocket, neighborhood, special use, and community parks (core developed parks) per 1,000

residents based on the Town’s current population. The consulting team recommends 6.0 acres per 1,000 population for the TOW.

- To keep up with the projected population growth and to meet the recommended LOS standards, the Town will need to develop and add a total of twenty (20) acres of developed parks to the system by the year 2038.
- In addition to the core developed park acreage, the Town provides an additional 5.5 acres of linear

parks. The consulting team does not provide a population based LOS recommendation for this park type.

- The top two park classification needs in the Town are neighborhood parks and community parks.
- What is needed by 2038
 - 2 - 4 Pocket Parks
 - 2 - 3 Neighborhood Parks
 - 1 Community Park

05 Shared Vision for the Future

- » **Gather Community**
- » **Connectivity and Accessibility**
- » **Economic Viability**
- » **Heritage Celebration**
- » **Protect Nature**

Gather Community

Goal: Create programs and projects that make people feel welcome, enable community members to gather, and encourage visitors to linger and frequent local business and events.

Wickenburg, renowned for its rich Western heritage and celebrated as the “Team Roping Capital of the World,” provides a unique setting for community engagement and recreational pursuits. The vision behind the Parks and Recreation Master Plan is not only to cultivate a welcoming atmosphere but also to capture the historic essence of the town. The plan sets its sights on leveraging the town’s heritage, such as the iconic rodeo grounds, to cater to activities and events. It also aims to further the enhancement and development of parks, trails, and recreational facilities, informed by a thorough assessment of current community needs. Through inclusive, multi-generational programming, this strategic approach aims to celebrate Wickenburg’s distinct identity and cater to the diverse requirements of its community. By addressing the challenges posed by the desert climate and integrating Wickenburg’s characteristic charm and natural beauty, the Master Plan aspires to initiate efforts to create vibrant public spaces that pay homage to the town’s legacy.



Support Family-Oriented Events

Enhance community programs through multi-generational festival experiences, meet diverse needs and foster inclusive, representative town events.



Recreation for All Ages and Abilities

Enhance facilities, assure inclusive services for individuals with disabilities, and expand adult and senior fitness programs.



All-Weather Recreation Spaces

Address Wickenburg’s harsh weather by creating covered recreation spaces, year-round pool facilities, and indoor event spaces to meet community demand.



Shape New Development

Work with developers to integrate public open spaces into new projects, fostering health, social cohesion, and recreational opportunities for all ages.



Strategy 1

Support Family-Oriented Events

Expand on the success of current community programs and events to develop more multi-generational festival experiences. Events can be with community organizations and local non-profits. Community feedback identified the need for adult-focused programs and classes, more special events, after-class youth programs, and visual and performing arts. These activities present a wonderful opportunity to collaborate with vendors, nonprofits, and community-based organizations to co-produce events, thereby transferring leadership responsibilities to community advocates. These partnerships have the potential to foster new relationships between local leaders and agencies, allowing for the collaboration of external groups to program town spaces with experiences that are inclusive and representative of all community members.



Strategy 2

Recreation for All Ages and Abilities

The online survey responses and public workshop feedback indicated a high demand for adult sports programs and fitness classes in Wickenburg. The Town should consider expanding adult fitness and wellness programs and enhancing facilities to better accommodate these interests. Given Wickenburg's demographic profile, it is also essential to continue developing programs targeted at senior adults. At present, both the Town of Wickenburg and the Foundation for Senior Living (FSL) offer a range of services for senior residents.

Moreover, addressing the needs of individuals with disabilities is of paramount importance. Therapeutic recreation services can cater to this demographic in multiple ways, either through programs specifically designed for individuals with disabilities or by offering inclusion support services that facilitate their participation in typical recreational programming. Both approaches are vital for catering to the diverse interests and requirements of individuals with disabilities in Wickenburg, ensuring that all community members have equal opportunities to engage in and benefit from the town's recreational offerings.



Strategy 3

All-Weather Recreation Spaces

Residents and visitors to Wickenburg, like many southern Arizona cities and towns, experience harsh weather during the summer and extreme sun exposure throughout the year. Covered or all-weather recreation spaces can extend the use of space to all weather and seasons, increasing comfort and safety. These types of spaces received a lot of positive feedback during community engagement, showing a high demand for a recreation center, a major renovation or new-build community center, a year-round pool facility, and more covered amenities in rodeo grounds to support hiking and mountain biking. In its current state, Wickenburg does not have sufficient multi-purpose indoor space for programming and indoor events.



Strategy 4

Shape New Development

As development continues, it will be critical to collaborate with developers to establish additional public open spaces, particularly in regions that lack adequate recreation facilities. It will be crucial to promote the integration of open space into new developments through developer education, conversation, and coordination. The rationale for investing in parks and open spaces is straightforward: they are essential for the promotion of physical health, mental well-being, and social cohesion among community members. Recent plans and market demand anticipate the development of numerous large parcels into homes and employment in the southern regions and areas near the I-11 alignment in the coming years. These expansive sites offer the potential to incorporate new parks and open spaces that can accommodate both current and future populations. It is recommended to implement a design guideline that delineates strategies to facilitate the development of more successful parks and open spaces.

Connectivity and Accessibility

Goal: Create a connected network of parks, pedestrian and bicycle paths, natural areas, and washes that is accessible to the Wickenburg community.

Imagine Wickenburg as the heart of a regional trail network of parks, recreation amenities, and natural open spaces.

Wickenburg has tremendous resources for recreation and parks in close proximity to the town center area. There is a significant opportunity to establish a connected network that allows walkers and bicyclists to access Wickenburg’s park and recreation resources by utilizing the current street network and natural open spaces. In order for the parks and recreation system in Wickenburg to fully realize its benefits, it needs to be accessible to all community members via pedestrian and biking routes.

There is existing momentum to build a trail network connecting all parks and recreation amenities. The trail system must be thoughtfully aligned with adjacent parkland, trailheads, existing multi-purpose paths, and active recreation uses in order to fully realize its potential as a public amenity. The Parks and Recreation Master Plan has the potential to become a truly integrated town parks system by coordinating its efforts with ongoing town initiatives, which could significantly increase the plan’s impact.



Connected Trail System

To enhance community access, prioritize safe street connections linking parks for pedestrian and bike-friendly routes. Establish a connected trail system for diverse recreational activities.



Increasing Access

Formalize key access points with parking, signage, amenities, and emergency services to enhance user experience and safety in Wickenburg’s trail network.



Crossing Treatment

Implement crossing treatment to cross barriers, providing a continuous and safe trail and biking experience.



Strategy 1

Connected Trail System

Safe street connections are essential for parks and recreation amenities to accommodate a larger number of community members. A network of critical streets has been identified for penitential streetscape improvements in order to enhance the connectivity of the town's parks, thereby facilitating safer and more comfortable pedestrian and bicycle access. Wickenburg Way and Constellation Road serve as spine corridors and provide an east-west connection, while Kellis Rd., Ocotillo Road, Steinway Drive, Flying E Ranch Road, and Tegner Street provide secondary connections. The Town can seek cross-board collaboration with other streetscape projects in the town to ensure that people-to-park connections are optimized.

Additional design suggestions for a connected trail system include paths in open land that are available. These paths are typically continuous non-motorized trails or paths that connect parks and facilitate a variety of recreational and transportation activities, such as walking, bicycling, running, horseback riding, and wildlife viewing.



Strategy 2

Increasing Access

Provide additional access points in areas where trail start points are concentrated. The access point serves as an essential point of access for emergency services and affects the user experience. A formalized trailhead is recommended for major access points, which often provide parking spaces, clear signage and wayfinding, and amenities such as benches, trash receptacles, and restrooms, which contribute to a clean and comfortable trail experience.



Strategy 3

Crossing Treatment

Crossing treatments improve the physical connectivity along the trail system and provide design solutions for challenging crossings. They often occur when the trail crosses a major roadway, a major wash, or a river. It is essential to implement a consistent pavement marking system in order to guarantee a safe and uninterrupted trail experience. Additionally, signage that is both legible and prominent should be implemented to notify drivers of the presence of trail users and to identify at-grade crossings. Whenever possible, grade-separated crossings should be considered to provide clearance for pedestrian underpasses.

Economic Viability

Goal: Seek Innovative solutions to become more financially sustainable. Bolster Wickenburg’s economic success by enhancing and developing parks and recreation facilities.

Tourism and seasonal residents make up a significant economic area in Wickenburg, thanks to its rich Western heritage, annual cultural events, and outdoor recreational activities. Due to its proximity to the Phoenix metropolitan area, the town serves as a gateway for residents looking for a taste of the Old West, with attractions such as dude ranches, historic walking tours, and rodeo events. The sector likely continued to recover and possibly thrive following downturns caused by the COVID-19 pandemic, in line with broader trends seen in domestic travel and outdoor recreation.

In addition to the aforementioned economic drivers, placemaking and quality of life improvements support both businesses and residents. Cities and towns with accessible natural resources, parks, and cultural amenities attract residents. Businesses frequently thrive in markets that are attractive to employees to support workforce recruitment and retention. Retail businesses benefit from being located in safe and attractive destinations anchored by cultural venues and public spaces. By supporting the efforts of its local development, the Town can help make Wickenburg a destination for businesses, residents, and visitors.



Special Events

Leverage Wickenburg’s heritage sites for events and festivals to create opportunity for revenue generation.



User-Pays Principle for Major Sports Facilities

Implement a user-pays model for major sports facilities, setting reasonable usage fees to fund maintenance and upgrades. Ensure facilities remain financially sustainable and accessible to all users.



Sustainable Development Integration

Establish development standards to ensure parks and trails in new developments are financially self-sustaining through partnerships.



Strategy 1

Special Events

Wickenburg’s unique heritage amenities, such as the Constellation RV Camping Park and the Everett Bowman Rodeo Grounds, are significant potential revenue generators. This strategy focuses on actively promoting these sites through programmed events, festivals, and other community gatherings that attract visitors and generate income. Sponsorship opportunities can further offset costs and increase revenue without compromising the daily needs of local residents. The town should prioritize staff capacity and dedicate event spaces to ensure heritage sites contribute to Wickenburg’s economic sustainability and are aligned with the community’s values and heritage.



Strategy 2

User-Pays Principle for Major Sports Facilities

Adoption of a user-pays approach for major sports facilities ensures that those who benefit most from these resources contribute to their upkeep and development. Reasonable usage fees will be implemented for facilities that demand high maintenance or offer specialized amenities, ensuring they do not become financial burdens on the broader community. Revenue generated from these fees can be reinvested into facility upgrades, expanded programming, and the development of new amenities, thereby enhancing the overall user experience. This model fosters the responsible use of resources, fosters a sense of ownership among users, and upholds the principle of balancing the enjoyment of specialized recreational facilities with financial sustainability. To ensure inclusivity, fees will be affordable while also covering operational costs.



Strategy 3

Sustainable Development Integration

To ensure economic viability, parks and trails within or at the edge of new developments must be financially self-sustaining. Creating a development standard under this strategy would enable development, partnerships with private entities, and innovative funding mechanisms to cover the maintenance and operation of these recreational spaces, instead of relying on additional taxes from existing residents. This approach not only safeguards the fiscal health of the community but also encourages developers to integrate green spaces into new projects from the onset. By doing so, Wickenburg’s expansion will enhance the quality of life for all residents while maintaining fiscal responsibility. This plan will require careful coordination with developers and might include incentives for those who prioritize the inclusion of public recreational spaces in their projects.

Heritage Celebration

Goal: Enhance Wickenburg’s cultural appeal through collaborative events, public art, and equestrian traditions, simultaneously preserving and celebrating the town’s rich heritage and community pride.

Wickenburg’s enduring traditions and historical events illuminate its legacy, rooted in a Western way of life. Since the 1950s, the town has become known for its engaging rodeos and cultural festivals. These elements, combined with Wickenburg’s historical landmarks and scenic beauty, have solidified its position as a cherished destination.

The prioritization of heritage celebration within the Parks and Recreation Master Plan honors the town’s storied past while promoting its status as a vibrant hub of culture and recreation. This initiative seeks to weave the rich tapestry of history, art, and equestrian lifestyle into the fabric of daily life, strengthening community ties and the local economy.



Well-Managed Success

Leverage Wickenburg’s unique heritage to enhance its status as a premier event destination, and engage professional event management to sustain growth.



Existing Facility Adaptation

Enhance and regulate Wickenburg’s event spaces to improve efficiency, ensure accessibility, and support growth.



Expand Art in Public Spaces

Promote Wickenburg’s unique character through art and murals in public realm, enhancing its appeal as a destination and fostering community engagement with its cultural heritage.



Equestrian Heritage

Embrace and promote Wickenburg’s equestrian culture by enhancing trails, developing riding amenities, and integrating horseback units into emergency services, strengthening community ties and the local economy.



Strategy 1

Well-Managed Success

Since the 1950s, Wickenburg’s Rodeo Grounds have flourished through a synergistic collaboration between town leaders, local businesses, the Chamber of Commerce, and community advocates. This partnership has transformed Wickenburg into a prime venue for flagship events such as the Gold Rush Days, the Bluegrass Festival, and the Annual Fiesta de Septiembre. Historically, the community has hosted livestock displays and live concerts, contributing to its rich cultural tapestry. To further enhance Wickenburg’s status as a premier event destination, it is crucial to leverage the town’s unique characteristics and heritage. Moving forward, sustaining this growth trajectory will require maintaining and enhancing the competitiveness of Wickenburg’s existing assets and attractions. It is recommended to engage professional event management expertise to ensure continued success.



Strategy 2

Existing Facility Adaptation

Today, Wickenburg uses flexible soft surfaces, roadside space, and parking lots far from the event venue to solve overflow parking during events like the Bluegrass Festival and Gold Rush Days. These spaces do double duty at different times of the day and week. As events and programming grow, the Town should seek to renovate certain spaces for more efficiency and to regulate the use of others, including ensuring event spaces are universally accessible, have access to sufficient public parking, maintain clearance of emergency routes, and have the ability to grow the capacity needed for events. Efficient space use will support operating staff and improve the event’s ability to generate revenue through vendors, greater attendance, or other measures. The Town should also identify opportunities for similar multi-use spaces across Wickenburg that can host additional pop-up events on occasion to relieve pressure from these main spaces.



Strategy 3

Expand Art in Public Spaces

The Chamber of Commerce’s Wickenburg Walking Tour exemplifies this strategy by reinforcing the town’s distinct character and promoting it as a unique destination. These efforts, which highlight the historic architectural allure and the mural-rich Old Town Wickenburg, encapsulate the essence of the town’s historic core.

Moreover, the murals facilitate collaborations with multicultural organizations, showcasing Wickenburg’s commitment to diversity. Additionally, they play a crucial role in enlivening street life, injecting vibrancy, and fostering a sense of community in public spaces. This encourages both residents and visitors to engage more deeply with the town’s cultural and historical layers.



Strategy 4

Equestrian Heritage

Wickenburg, with its deep-rooted history as a destination for equestrians and ranchers, presents a unique opportunity to further embrace and promote its equestrian culture. Enhancing the network of equestrian trails that connect historical, cultural, and natural landmarks encourages exploration of the town’s scenic beauty and rich heritage. The development of horseback riding amenities in open spaces allows for recreational riding and fosters a deeper connection with the area’s natural landscapes.

This approach also supports the growth of local equestrian businesses, which in turn bolsters the local economy and strengthens the community’s bond with equestrian activities. Additionally, the integration of horseback units for emergency services and the police force not only offers practical advantages for patrolling but also serves as a contemporary reflection of Wickenburg’s historic relationship with horses.

Protect Nature

Goal: Create programs and projects that amplify the natural qualities of Wickenburg in its parks and open spaces; conserve the desert character and improve both comfort and sustainability.

In Wickenburg, efforts to enhance the town’s distinctive natural landscapes are focused on the preservation of its desert ambiance, the seamless integration of nature into public spaces, and the expansion of shaded areas to promote sustainability and comfort. Key strategies include enhancing trail systems to spotlight the desert’s beauty, promoting education about the environment, and fostering community engagement. By developing parks and recreational spaces with environmental education and sustainable designs, the master plan aims to deepen the appreciation for Wickenburg’s natural setting. Furthermore, integrating nature into development of parkland and recreational facilities, cultivates a deeper connection with the environment, enriching residents’ lifestyles. Expanding shade, through both vegetation and innovative engineering solutions, ensures outdoor activities remain pleasant, encouraging a year-round engagement with the outdoors. These efforts collectively strive to maintain the town’s ecological integrity while enhancing the quality of life for its community.



Celebrate and Protect Desert Character

Invest in Wickenburg’s trail and park development with a focus on sustainable design and environmental education to celebrate and preserve the town’s unique desert character.



Integrate Nature

Integrate nature into Wickenburg’s parks and recreational spaces, developing destinations for educational and recreational engagement with the natural environment.



Expand Shade

Expand Wickenburg’s tree canopy and implement shade and cooling solutions in parks and trails to enhance outdoor comfort, supporting year-round recreation and gatherings in the community.



Strategy 1

Celebrate and Protect Desert Character

Wickenburg’s unique environment showcases the natural desert landscape. Investments in the expansion and enhancement of the town’s trail system spotlight these features and serve as a platform for community education and engagement with the desert environment.

The development of future trails and parks can incorporate environmental education initiatives and create opportunities for programming partnerships with organizations dedicated to conservation and stewardship. By integrating educational elements into the park and recreation infrastructure, Wickenburg can foster a deeper appreciation for its desert setting and biodiversity among residents and visitors.

Adoption of design guidelines for future park development is crucial to preserving the desert’s character. The guidelines should emphasize sustainable practices and design principles that highlight the natural beauty and ecological significance of the desert environment.



Strategy 2

Integrate Nature

The integration of nature into parks and recreational spaces strengthens the relationship between Wickenburg’s residents and the natural environment. The development of nature-based destinations, such as Boetto Park with its native tree species and landscapes echoing the Hassayampa River corridor, provides a variety of experiences that connect the community to the environment. The Everett Bowman Rodeo Grounds is highlighted as a potential desert park, underscoring the celebration of the unique desert ecology. In these areas, the introduction of nature-related programming is critical, as it provides educational and recreational opportunities that highlight the importance of our natural surroundings.

As the town grows, it’s a priority to include elements in new developments that foster a closer relationship with nature, creating spaces for nature-based play and fitness that are accessible to all residents.



Strategy 3

Expand Shade

Expanding the tree canopy and implementing shade solutions are essential to enhance the comfort and usability of parks and trails in Wickenburg, especially considering the area’s hot summers and significant sun exposure. These efforts aim to create a more comfortable walking and biking experience throughout the town, making outdoor activities and recreation enjoyable year-round.

In addition to vegetated shade, the town can employ engineered solutions to cool public spaces. Options include integrating water play areas and spray grounds within community parks, as well as using mist tents at pop-up events, festivals, or during peak summer heat. Moreover, all-weather accommodations, such as shaded outdoor dining areas in Coffinger Park and Stone Park, ramadas with picnic benches at trailheads, and shaded seating for parents in Sunset Park, support year-round, all-season gathering and recreation.

Shade is a critical element for active and functional open spaces, and extends the usability of these areas throughout all seasons and times of the day. Shade solutions can vary from simple, umbrella-shaded seating areas to more extensive covered structures,

adapting to more park and recreation spaces across Wickenburg. Through these initiatives, the Town aims to provide residents and visitors with cooler, more accessible outdoor environments.

06 Existing Park Opportunities

- » **Coffinger Park**
- » **Everett Bowman Rodeo Arena and Constellation Park Campground**
- » **Sunset Park**
- » **Trail Network**

Coffinger Park: Community Park



On-site Amenity

- 1. Off-street parking lot
- 2. Multi-purpose sport field
- 3. Wickenburg public pool
- 4. Playground
- 5. Ramada with lights
- 6. Recreation Building
- 7. BBQ grills, picnic tables and benches
- 8. Tennis courts with lights
- 9. Skate park
- 10. Softball / T-Ball

Access Point

- 11. Public access point
- 12. Park edge bounded by private properties

Context

- 13. Tegner St
- 14. Sols Wash
- 15. U.S. Route 93

CHALLENGE AND OPPORTUNITY

Settled in the heart of Town, Coffinger Park stands as a canvas of possibilities. With strategic planning and a positive outlook, the park can be transformed into a vibrant and welcoming space for the entire **community** to enjoy.

The Field

Currently, the field is in a state of disrepair, underutilized and awaiting a vision for its full potential. Consideration of re-purposing options such as converting it into extra parking, a dynamic dog park, a versatile staging area, or a venue for lively food truck events opens up exciting possibilities.

Pool Facility

The pool facility faces challenges, including insufficient parking and overhanging tree canopies from neighboring properties. However, these challenges are viewed as catalysts for positive change. Addressing issues like limited operational months due to a lack of heating provides an opportunity to introduce new revenue-generating programs, overcoming the current limitations imposed by school use. The open structure of the storage/restroom building presents an opportunity for creative redesign, enhancing both functionality and aesthetics.

Picnic Lawn

The Picnic Lawn, designed for family-focused events, holds promise despite challenges like a lack of irrigation in certain areas. By addressing this issue and promoting inclusive among town residents, the Picnic Lawn can evolve into a thriving community space.

Recreation Center

The Recreation Center, currently offering fitness classes and hosting school camps, faces an identified issue of a lack of rental spaces. This challenge presents an opportunity for expansion and increased community engagement.

Overall Park

Examining the park as a whole, the presence of Mulberry trees has posed maintenance challenges. The potential removal of these trees becomes an opportunity to positively impact the park's aesthetics and functionality, enhancing its overall beauty while addressing maintenance concerns. Utility concerns, including drainage and power, represent areas where proactive examination and improvements can make a significant impact. To further enhance the park's appeal, there is a need for thoughtful consideration to improve its connection to the town center. The park space on the east end holds exciting potential for diverse programming, catering to various community needs.



Off-street parking lot



Multi-purpose sport field



Ramada and Recreation Center



Tennis courts



Pool Facility



Picnic Lawn

Coffinger Park Concept

PARK CONCEPT 1

In response to community feedback, we propose the introduction of a new multi-generational center at Coffinger Park. Taking advantage of its prime location in the town center, this facility will offer convenient access for both vehicles and pedestrians.

To enhance the experience of park users and support the new multi-generational center, we have re-configured the vehicular loop route to ensure continuous access for emergency services throughout the park and the adjacent residential areas. Additionally, the plan incorporates the addition of over 400 parking spaces, alongside overflow parking at the east end to accommodate large events.

Furthermore, the concept seeks to foster a stronger connection between the park and other town amenities. It includes the establishment of pedestrian pathway to the Wickenburg Community Center in addition to Tegner Street. The pathway will provide accessible routes to the trails along the Hassayampa River and Sols Wash, enriching the recreational landscape of Wickenburg town center and promoting a vibrant, interconnected community.

Design Recommendation

- Ballfield Improvement
- Parking Expansion
- Dog Park
- Picnic Lawn Improvements
- Utility Update
- Pedestrian Connection to Existing Community Center

PARK CONCEPT 2

In response to public input as well as the results of the existing park assessment, there is a desire by the public for a recreation center and a year-round pool facility. The needs assessment identified a requirement for a recreation center with an approximate size of 17,000 square feet (Section 04: Needs Assessment). We anticipate that the recreation center will offer a wide range of fitness activities for youth and seniors. Similar-sized multigenerational facilities include a full-size basketball court, two-to-three multiuse rooms, restrooms with lockers, and a small administration office. Additionally, high on the public input list was the desire to have a year-round heated pool. The current pool facility lacks heating capabilities, and the pool configuration, which combines the lap pool with the play pool makes heating the pool very expensive. A new pool could be an indoor pool or a size configuration that are more economical to operate year-round. Similar year-round pools are four to six lanes and six foot depths at each end with a four foot depth at the center for water aerobics and other shallow water activities. The six lane width permits the use of two lanes for a lap swimming and four lanes for water activities.

Design Recommendation

- Parkland Improvements
- Parking Expansion
- Dog Park
- Pool Facility Improvements
- New Recreation Center Building
- Picnic Lawn Improvements
- Utility Update
- Pedestrian Connection to Existing Community Center



Comfort seating and shade



Pool facility improvement



Community engaging



Light fixture improvement



Native planting material



Programming for all age groups

CONCEPT 1 - PRESERVE AND UPDATE, LIMITED AMENITY EXPANSION

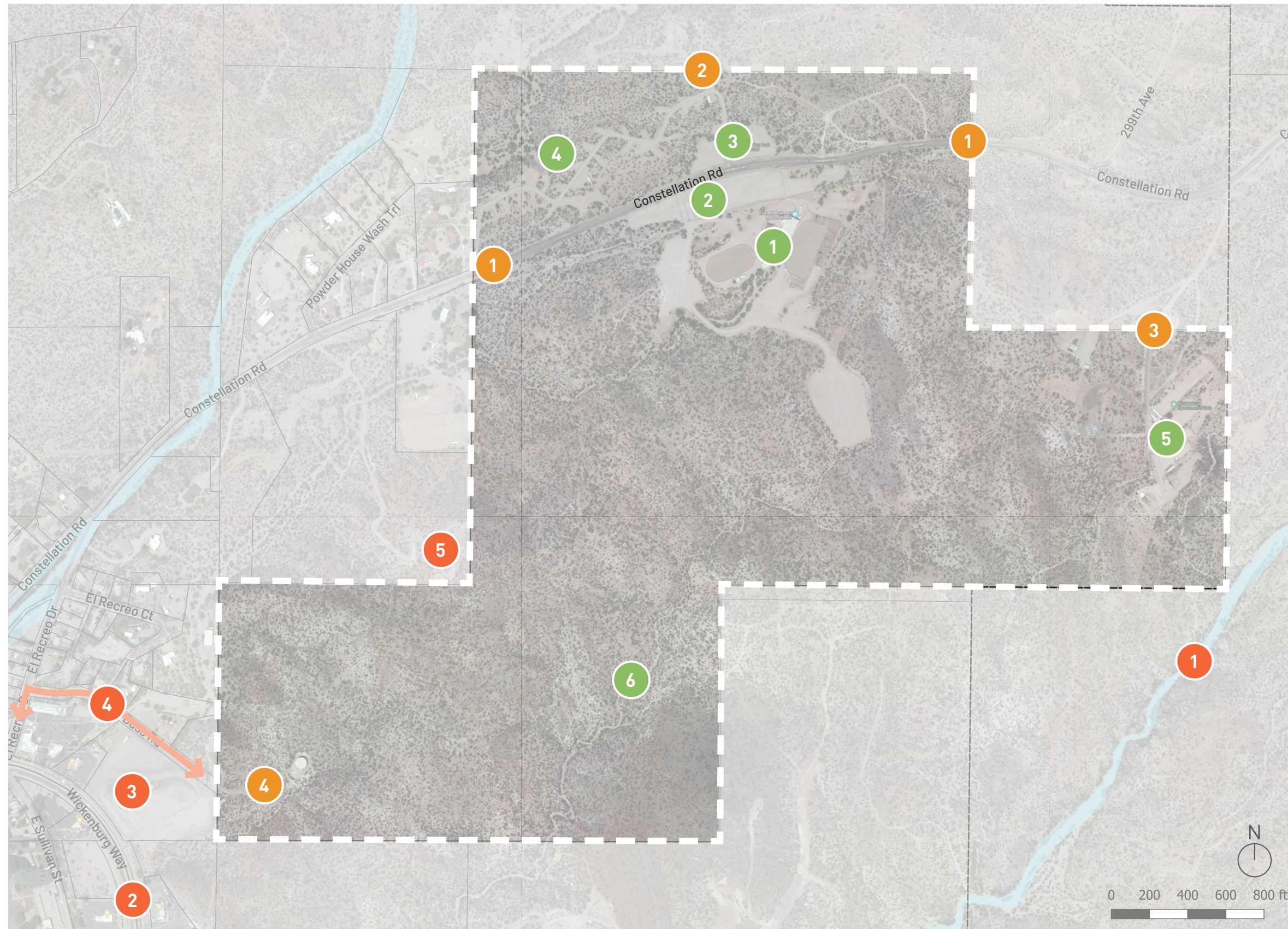


CONCEPT 2 - AMENITY EXPANSION & NEW RECREATION CENTER



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Rodeo Grounds & Constellation Park: Desert Park



On-site Amenity

1. Everett Bowman Rodeo Arena
2. Rodeo Grounds parking
3. Constellation Campground Parking
4. Campground access road & RV Stalls
5. Wickenburg Sportsman Club (non-profit social club)
6. Minor wash feeding Hassayampa River

Access Point

1. Constellation Rd (only accessible road to property)
2. Access to Rodeo Grounds Mine Trail
3. Private road to Wickenburg Sportsmen's Club
4. Service road to water tank

Context

1. Calamity Wash (feeds Hassayampa River)
2. Wickenburg Way
3. Cobblestone Hotel
4. Wishing Well Park & Wickenburg Footbridge less than a half mile from property edge
5. Private road to property edge

CHALLENGE AND OPPORTUNITY

Major Events and Festivals

Wickenburg hosts several significant events each year. The Gold Rush Days & Senior Pro Rodeo in February is a major draw but faces funding challenges despite town support. The Bluegrass Festival, held in November, attracts thousands with its music competitions. The Fiesta de Septiembre celebrates Hispanic heritage every September.

Previously, the town held events like the Livestock Show and the Cowboy Christmas Poetry Gathering. Additionally, several guest ranches in the area offer private roping and viewing experiences, supplementing the town's rodeo offerings.

Facilities at Rodeo Arena and Constellation Park Campground

The town has several guest ranches that offer private roping and viewing experiences, complementing the town's rodeo arena. The Rodeo Arena and Constellation Park Campground currently have basic facilities but require several improvements, such as ADA-compliant restrooms, additional bleachers, and staff for maintenance. There are event opportunities utilizing current facilities and potential improvements, including livestock displays and live concerts.

Investment and Development Challenges

The community has made significant investments in the Rodeo Arena, and while progress has been made, land ownership and contract restrictions with the Bureau of Land Management limit the potential for further development. Despite these challenges, there are opportunities for improvement throughout the town. Additionally, there's potential to enhance trail usage, improve programming, and possibly invest in town-owned rodeo facilities to bypass restrictions and capitalize on demand.

Restore Wickenburg's Identity

These events and developments play a crucial role in maintaining Wickenburg's identity and character, contributing significantly to the town's recreational offerings and revenue generation. Wickenburg can capitalize on it's identity within this park and create a true **desert park** using trails and natural desert features.



Warm up area



Restroom building



Parking lot / the 'Penthouse'



RV Parking at Constellation Park



Existing ramada and seating



Bleachers with canopy

Rodeo Grounds Concept

PARK CONCEPT

Constellation RV Camping Park

Following community feedback and a thorough evaluation of existing assets, we propose a comprehensive upgrade to the Constellation RV Camping Ground. Key upgrades include formalizing the entrance trailer parking for improved organization, and increasing RV stall count to 46, alongside introducing six RV camping pads equipped with closed horse corrals. To enhance visitor comfort, we propose a new building with shower rooms and restrooms. Additionally, a new trailhead from the camping ground will offer direct access to surrounding hiking and mountain biking trails, enriching the outdoor experience.

Rodeo Ground Enhancements

The Rodeo Ground's redevelopment is designed to augment the recreational amenities. Our proposal introduces a distinct recreation package separate from the existing rodeo facilities. This includes adding an outdoor event space, shaded picnic areas with tables and chairs, and establishing a new trailhead to encourage outdoor exploration.

To accommodate increased visitor traffic, the existing rodeo ground will undergo parking lot formalization and expansion, including designated trailer parking areas and additional spaces. These improvements aim to streamline access and enhance the overall visitor experience.

By implementing these upgrades, we intend to create a more organized, accessible, and enjoyable environment at Rodeo Ground and Constellation Park, catering to a wide range of outdoor enthusiasts and ensuring a memorable visit for all.

New Trailhead and Nature Amphitheater

Constellation Park is the desert jewel of the Town's Park system. Encompassing over 272 acres the park provides the town with hiking and mountain bike trails within a natural Sonoran Desert environment. Providing a separate trailhead ensures that the public has access to the trail system concurrently with events at the rodeo grounds. The outdoor amphitheater provides a unique setting for outdoor programs, demonstration, and events. Through public and Town Staff input, there is a desire to add a connecting trail system between the hotel and the rodeo grounds. An additional trailhead is located at the end of Bass Road. Coordination with the Cobblestone Hotel may provide a beneficial hotel amenity while providing shared parking within the hotel parking lot. A conceptual trail layout identifies over 2.5 miles of hiking and mountain bike trails.

DESIGN RECOMMENDATION

Each project could be built as a stand alone project or combined with other site improvements for a larger package as funding becomes available:

RV Camping Ground Improvement

New Shower Room / Restroom Building

Rodeo Ground Parking Formalization

Restroom Improvement

Trailhead Amenities

Ramada



Shaded amphitheater



Enhanced RV camping ground



Equestrian amenity



Event space



Formalized parking lot



Restroom improvement

CONCEPT



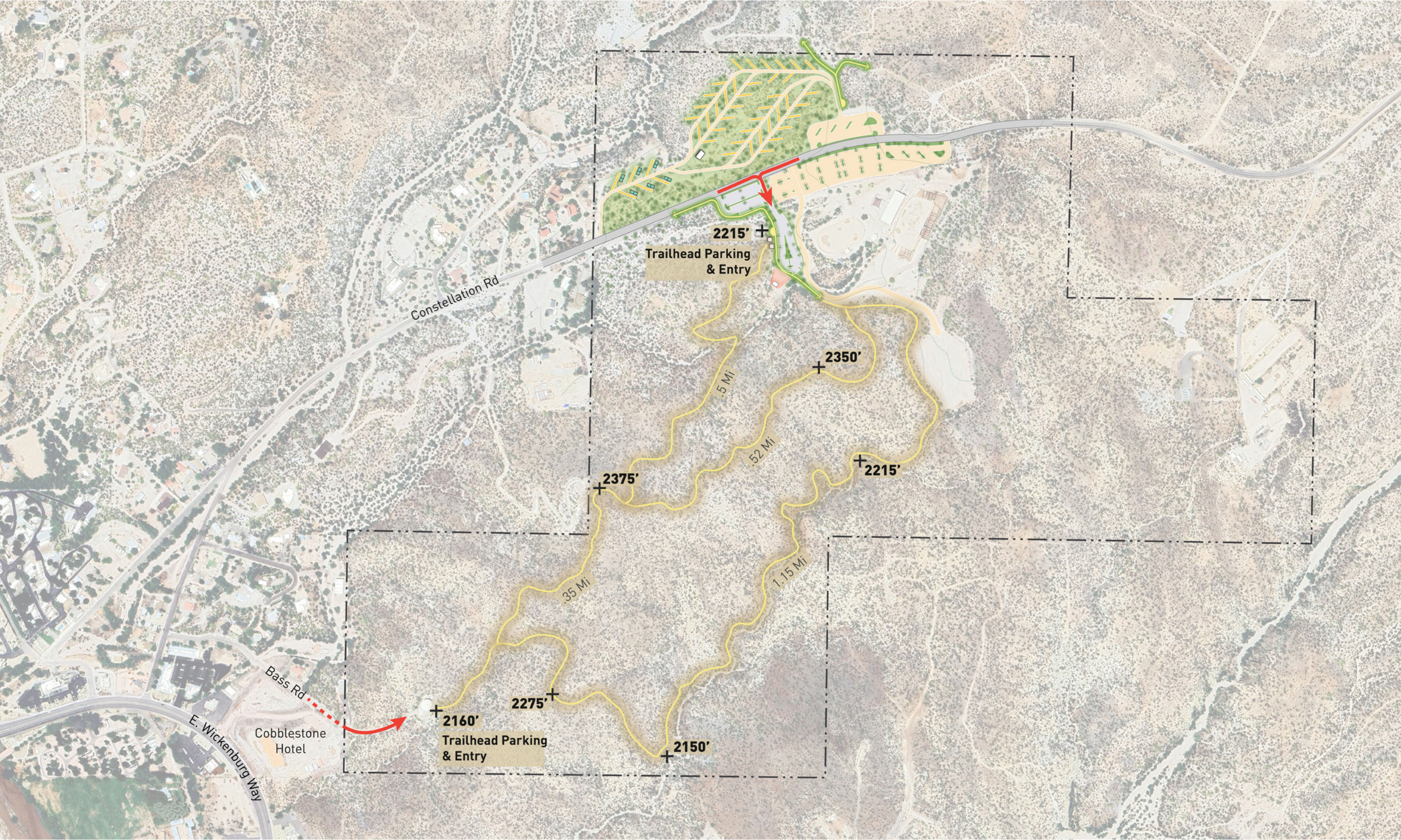
EXISTING

- A. Shaded bleachers
- B. Rodeo grounds
- C. Restroom building
- D. Ramada and picnic tables & chairs
- E. Rodeo grounds overflow parking
- F. Warm-up area

PROPOSED

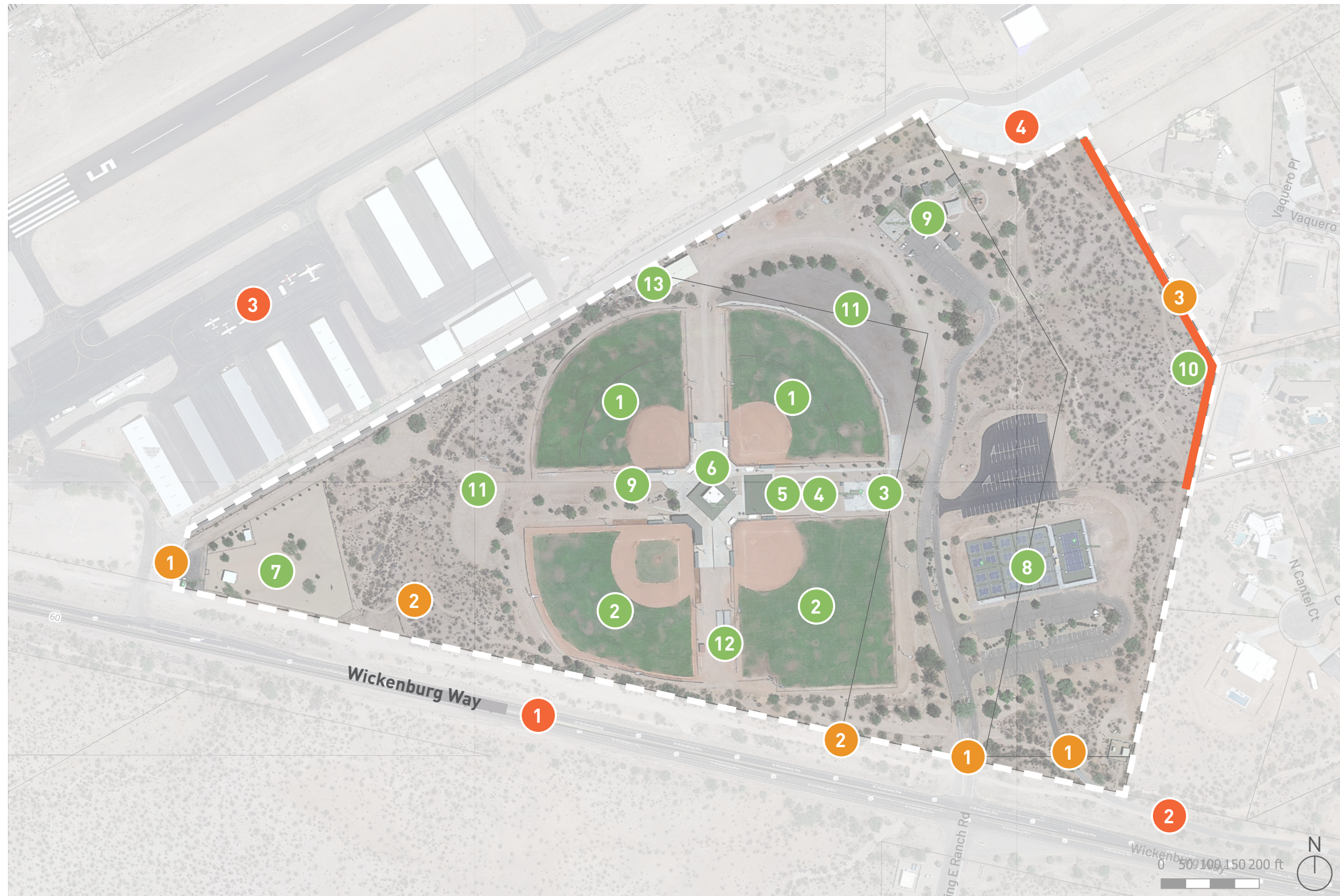
- 1. Trailhead separated from rodeo amenities
- 2. Community Event Space
- 3. Formal parking lot with trailer parking
- 4. Enhanced RV park
- 5. Constellation Park trailhead

CONCEPTUAL TRAILS AND ACCESS POINTS



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Sunset Park: Sports Park



On-site Amenity

1. Softball fields with lights
2. Baseball fields with lights
3. Basketball court
4. Sand volleyball
5. Practice field
6. Concessions and restroom building
7. Dog park
8. Ten Pickle ball courts & one tennis court
9. Splash pad, playground & ramada
10. Perimeter walking path
11. Overflow parking
12. Batting cage
13. Maintenance facility

Access Point

1. Public access point
2. Continuation of Pedestrian path on soil
3. Park bounded by private property fencing

Context

1. Wickenburg way
2. Sunset Multi-use Trail
3. Municipal Airport
4. Flood control system

CHALLENGE AND OPPORTUNITY

As a key facility for sports and recreation in The Town of Wickenburg, Sunset Park, offers broad community-centric amenities. With planning and phasing, this beloved park can meet all recreation demands and evolve it's inviting park interior.

Fields

Housing the majority of Town sports fields for Baseball, softball, soccer and football, these four fields are in need of relief and care. Updates include irrigation systems, possible infield replacement with synthetic turf, clay updates. New multi-purpose fields are needed to give these heavily used fields adequate downtime. Additional warm-up fields are needed to assist the development of youth players and downtime of fields.

Courts

Current sports courts include one tennis court, one full basketball court, ten pickle ball courts and one sand volleyball court. Many of these courts were added or improved on in 2020 and it is recommended that they stay 'as is' until either supply of courts or demand for courts shift.

Playgrounds

Three playgrounds and one splash-pad is located within Sunset Park. Safety, comfortability, and accessibility should be prioritized in updating and

repairing play features as needed. Repairs to and additional shade structures should be prioritized.

Parking

Four formal parking lots combine to offer 218 parking stalls. Three un-paved parking lots offer an additional 90-110 parking stalls. Paved and un-paved parking lots are scattered throughout the park, which invites cars deeper into the park's interior creating the need for a heightened sense of awareness within the park. Options to consolidate parking should be explored to create a safer park interior and open up additional field or amenity space.

Dog Park

Multiple opportunities present itself for the dog park. The allocation of space between large and small dog could be balanced based on need. Due to the low height of the dog park, it could be relocated to town property across Wickenburg Way and make room for additional sports fields.

Overall Park

Careful design should be dedicated to the park's pedestrian and vehicular circulation to create a welcoming park interior. The park should capitalize on its unique desert landscape while prioritizing shade for the park patrons to create a comfortable **sports and recreation** hub in the **park**.



Park overview



Dog park



Playground & ramada



Splash pad



Tennis & pickle ball courts

Sunset Park Concept

DESIGN RECOMMENDATION

Each project could be built as a stand alone project or combined with other site improvements for a larger package as funding becomes available:

East Parking Lot Expansion

Dog Park

Soccer / Football Field

Existing Fields Improvement

New Baseball Field

West Parking Lot

Restroom Improvements

General Park Native Seeding

Splash Park Restoration

PARK CONCEPT

Based on community feedback and discussions with sports group leaders, we propose enhancements to Sunset Park to better serve the community needs. Our plan introduces two major fields: a multi-purpose field positioned on the east end for soccer and football, and a baseball field located on the west end. Additionally, we plan to upgrade one existing softball field into a multi-purpose field that can support both softball and soccer. This design allows the turf ample recovery time between games.

To optimize space and improve functionality, we propose relocating the dog park from the west to the east side of the park. This move not only facilitates the creation of additional parking for the new baseball field but also allows reconfiguration of the dog park into two separate areas, catering to both large dogs and puppies, enhancing safety and enjoyment dog park visitors.

In response to the need for more efficient use of the park’s facilities, we are increasing parking availability across Sunset Park. This expansion will facilitate better access and convenience for all users.

Moreover, we are introducing warming-up areas adjacent to each group of sports fields, providing athletes with dedicated spaces for preparation and practice before their games. This addition underscores our commitment to supporting active lifestyles and promoting the well-being of our community members through enhanced recreational infrastructure.



Multi-Sport Compatible Field



Integrate nature



Comfort seating & shade for parents



Provide facility suitable for different age groups



Sufficient warm-up area



Dog park improvement

CONCEPT



EXISTING

- A. Pickle ball courts & tennis court
- B. Splash pad & playground
- C. Multi-purpose field - baseball / soccer
- D. Softball field
- E. Baseball field
- F. Maintenance facility

PROPOSED

- 1. Dog park
- 2. Tennis court
- 3. Parking lot
- 4. Warm-up area
- 5. Multi-purpose field - soccer
- 6. Multi-purpose field - softball / soccer
- 7. Baseball field
- 8. New restroom building

Wickenburg Trails Network

WICKENBURG TRAILS TODAY

Wickenburg, Arizona, known for its rich history as a gold mining town and vibrant western culture, has in recent years also become a hotspot for outdoor enthusiasts, particularly hikers and bicyclists. The town’s surrounding desert landscapes and rugged mountains offer a picturesque backdrop for an extensive trail system that caters to various skill levels and interests.

Along Wickenburg Way, a multi-use trail linking the historic downtown area to the east with Sunset Park to the west offers both detached and attached sidewalk segments. This trail acts as a gateway, enhancing connectivity between recreational areas and fostering outdoor activities within the town.

Major Hiking Areas

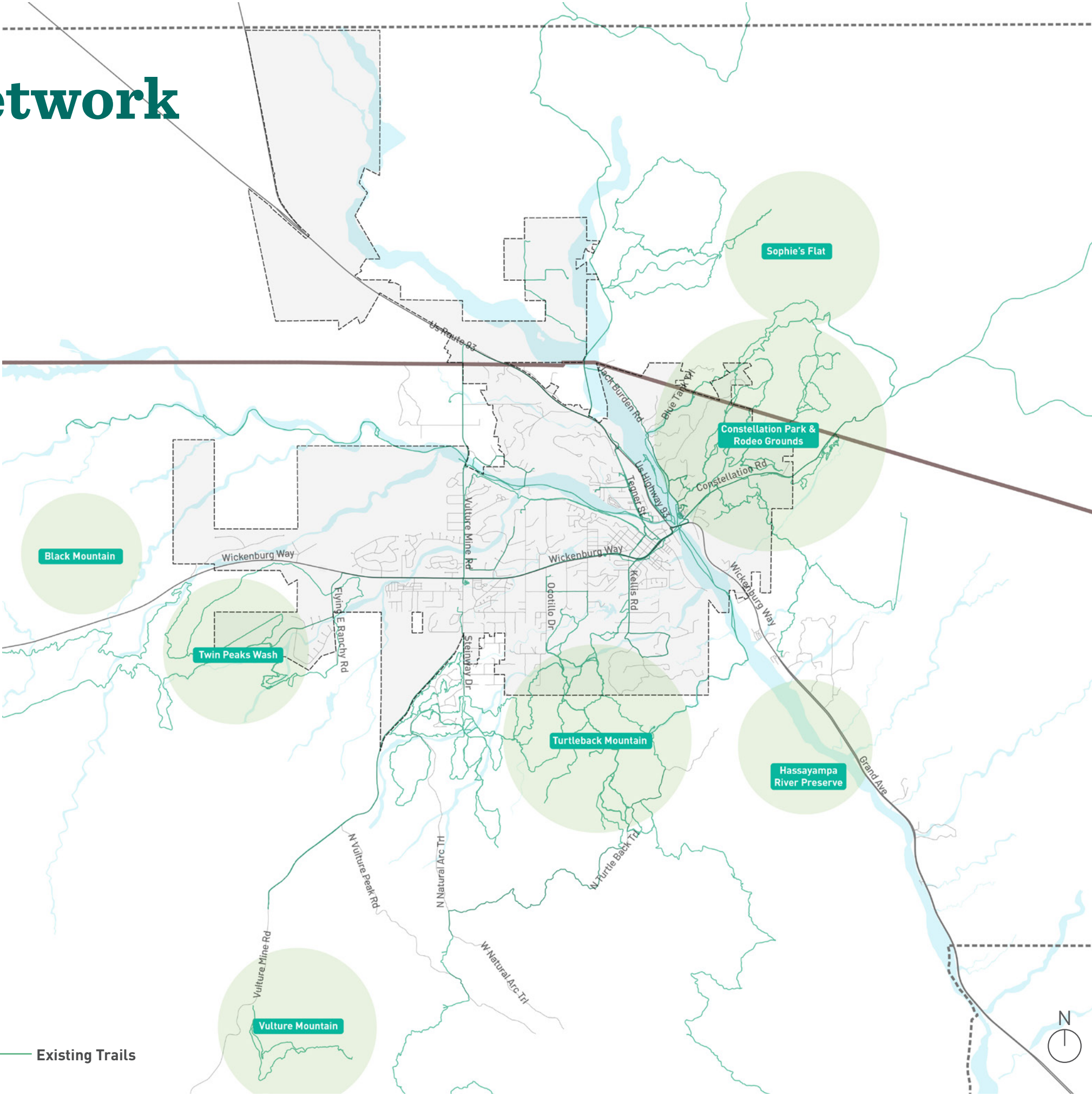
Wickenburg boasts several major hiking areas, including the Vulture Mountain, which offers breathtaking views from the summit, the Hassayampa River Preserve, known for its riparian beauty and bird watching opportunities, and Sophie’s Flat, an addition to Wickenburg’s trail network providing a wide range of trails that cater to hiking and ATV uses. The trails in these areas are well-maintained, thanks to the efforts of the authorities and community organizations. Usage varies by season, with peak times in the cooler months from October to April. Despite their popularity, these trails maintain a sense of tranquility, offering a refuge for both locals and tourists.

Public Recorded Trails vs. Social Trails

While Wickenburg has an array of publicly recorded trails mentioned above, a significant number of social trails have been identified by local hikers. These unofficial paths, created by repeated use rather than planned design, offer unique explorations but lack official maintenance or signage. The existence of social trails reflects the community’s enthusiasm for outdoor activities but also underscores the need for careful management to protect sensitive habitats.

Off-Road Vehicles

Off-road vehicles are a common mode of transportation and recreation within the Wickenburg area. Public streets, county roads, and wash corridors frequently host this type of transportation and recreational use. The parks and recreation master plan does not deal specifically with off-road vehicle routes, but it does acknowledge that there are certain access points to public lands that the park system can provide. Constellation Park provides access to the BLM and state land potentially permitting this type of recreation. Please note that the town does not designate specific routes beyond the legal use of public streets.



CHALLENGE AND OPPORTUNITY

Land Ownership and Challenges

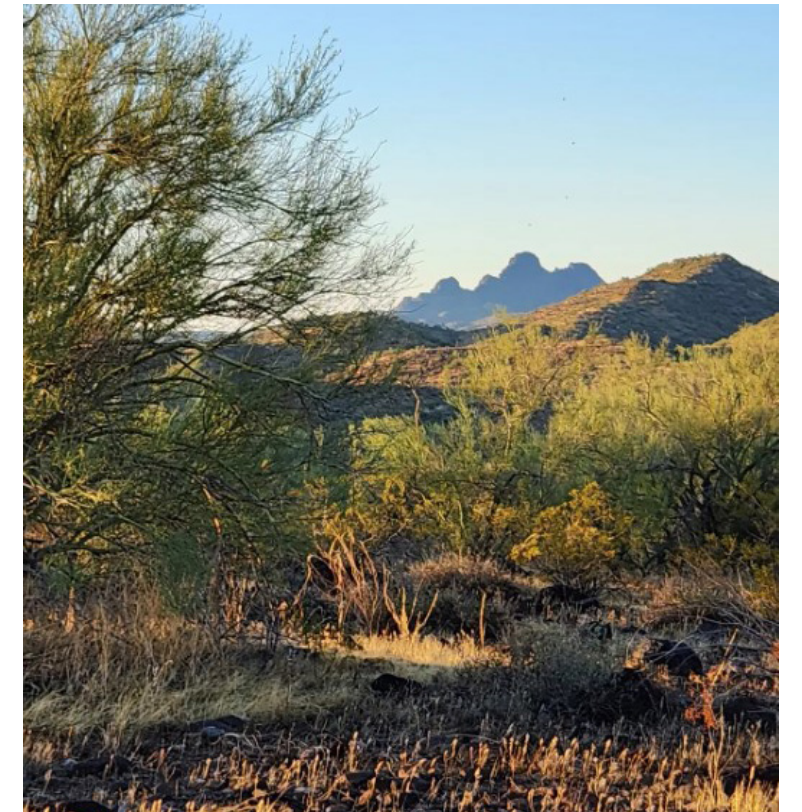
Wickenburg's trail system offers a diverse range of outdoor experiences across private, state, federal, and town-owned lands. Accessing these areas, including Constellation Park and Sophie Flat, can be challenging due to private land restrictions, which sometimes necessitate detours. Trails crossing private properties without formal easements can lead to conflicts. As hiking and ATV riding on private lands increase, the need to establish clear boundaries and secure access rights becomes crucial for sustainable outdoor activities and maintaining respect for private property.

Amenities and Safety Measures for Hikers and Bicyclists

Among the notable gaps in the current trail system is the significant lack of amenities that would not only enhance the hiking experience but also ensure the safety and well-being of trail users. This includes the absence of sufficient parking areas, clearly marked trailheads, updated maps, rest areas with benches and shade structures, and emergency 911 call station markings.



Vulture Mountain is a prominent landmark near Wickenburg, offering more challenging hiking trails that lead to panoramic views of the desert landscape. The area is named after the nearby Vulture Mine, a historic gold mine, adding a touch of history to your hike.



Twin Peak Wash is a natural drainage area that offers a unique hiking experience through the desert. The wash has trails allowing hikers to navigate through sandy terrain surrounded by the beauty of the Sonoran Desert while observing local flora and fauna.



The **Hassayampa River Preserve** is a lush oasis in the desert, featuring a rare riparian habitat along the Hassayampa River. This area is a haven for wildlife, including over 280 bird species, making it a prime location for birdwatching. The preserve offers several trails that allow visitors to explore its rich biodiversity, flowing river, and dense vegetation.



Turtleback Mountain is a rugged area known for its distinctive turtleback shape. With its diverse terrain and scenic beauty, this area faces challenges in trail development due to complex land ownership, including private, state, and federal holdings.



The **Rodeo Ground Mine Trail** offers a unique combination of natural beauty and historical significance. Starting near the town's rodeo grounds, this trail takes hikers to abandoned mine sites, offering a glimpse into Wickenburg's mining past. The trail offers opportunities to see old mine shafts and equipment, as well as stunning views of the desert.

Wickenburg Trail Network

DESIGN RECOMMENDATION: A CONNECTED TRAIL SYSTEM

As one of Maricopa County’s more rural towns, Wickenburg is uniquely situated to use its trail network to establish a sense of place and service Town residents by connecting the town’s parks and amenities via multi-use trails.

To enhance town mobility and promote walkability and bikability, the implementation of two main spine corridors is proposed. One corridor along Vulture Mine Road, while the other is to be improved and added too along Wickenburg Way and Constellation Road. Continuing the multi-use path along Grand Ave, south of 296th Ave, and north on US 93 to Wickenburg Ranch could create a gateway entry to the town. These corridors will create improved movement within the town, providing safer pathways for pedestrians and cyclists to town parks and recreation amenities.

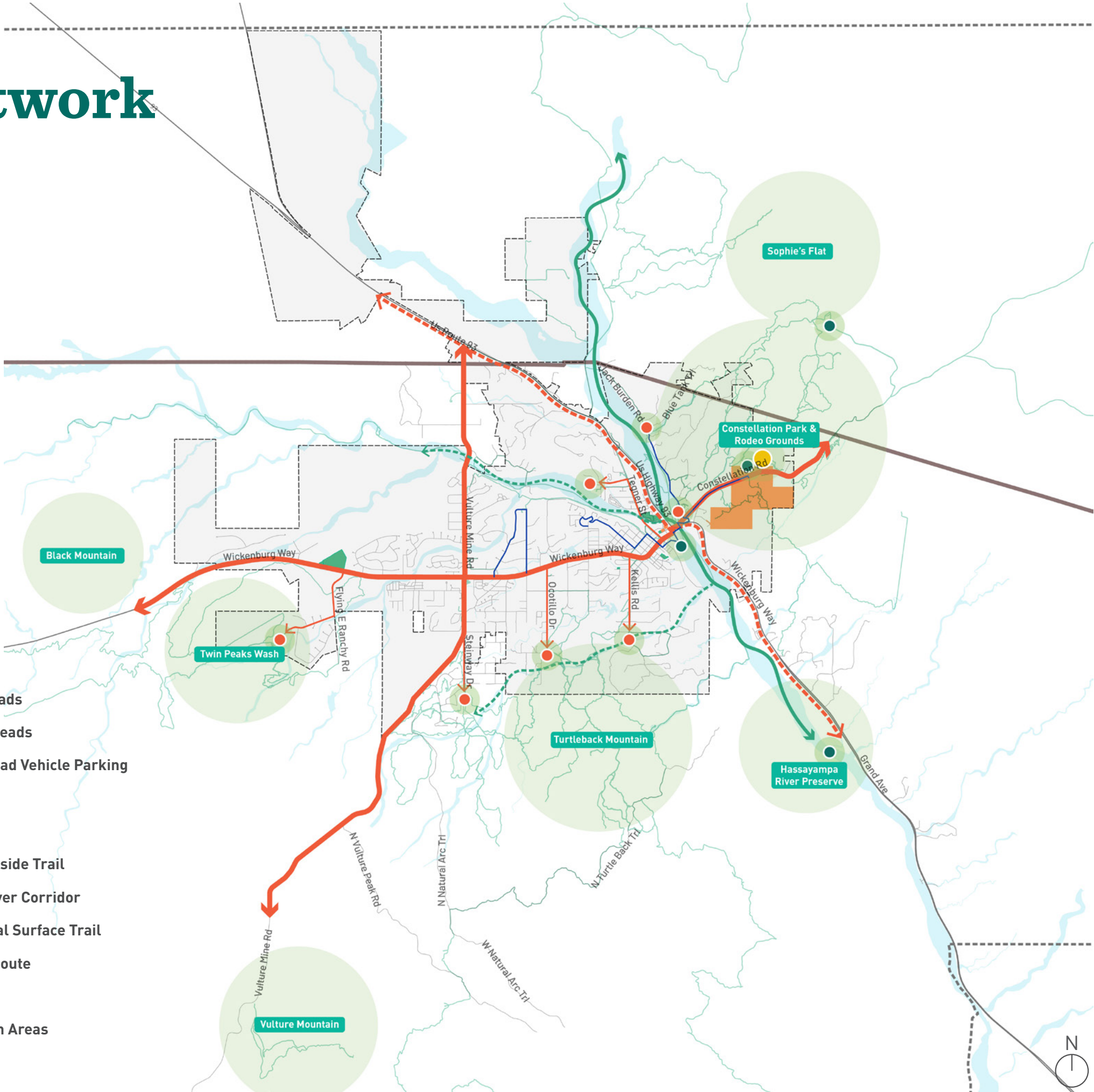
A network of side trails would branch off of main corridors including along Kellis Rd, Ocotillo Rd., Steinway Dr., Flying E Ranch Rd and Tegner St. These trails will offer convenient access to parks and recreational facilities, promoting an active lifestyle and capitalizing on Wickenburg’s identity by improving access to outdoor activities.

To support the proposed trails, trailhead amenities will be strategically added. These trailheads will meet the following criteria:

- 1. Accessible to multiple trails,
- 2. Located on town-owned land.
- 3. Accessible from a Public Rights-Of-Way.

Furthermore, a series off-road trails will be developed, including a Hassayampa River corridor, connecting to new trailheads.

- Existing Trailheads
- Proposed Trailheads
- Proposed Off-road Vehicle Parking
- ‘Spine Corridor’
- Gateway Path
- Proposed Road-side Trail
- Hassayampa River Corridor
- Potential Natural Surface Trail
- Potential Bike Route
- Town Parks
- Town Recreation Areas
- Existing Trails



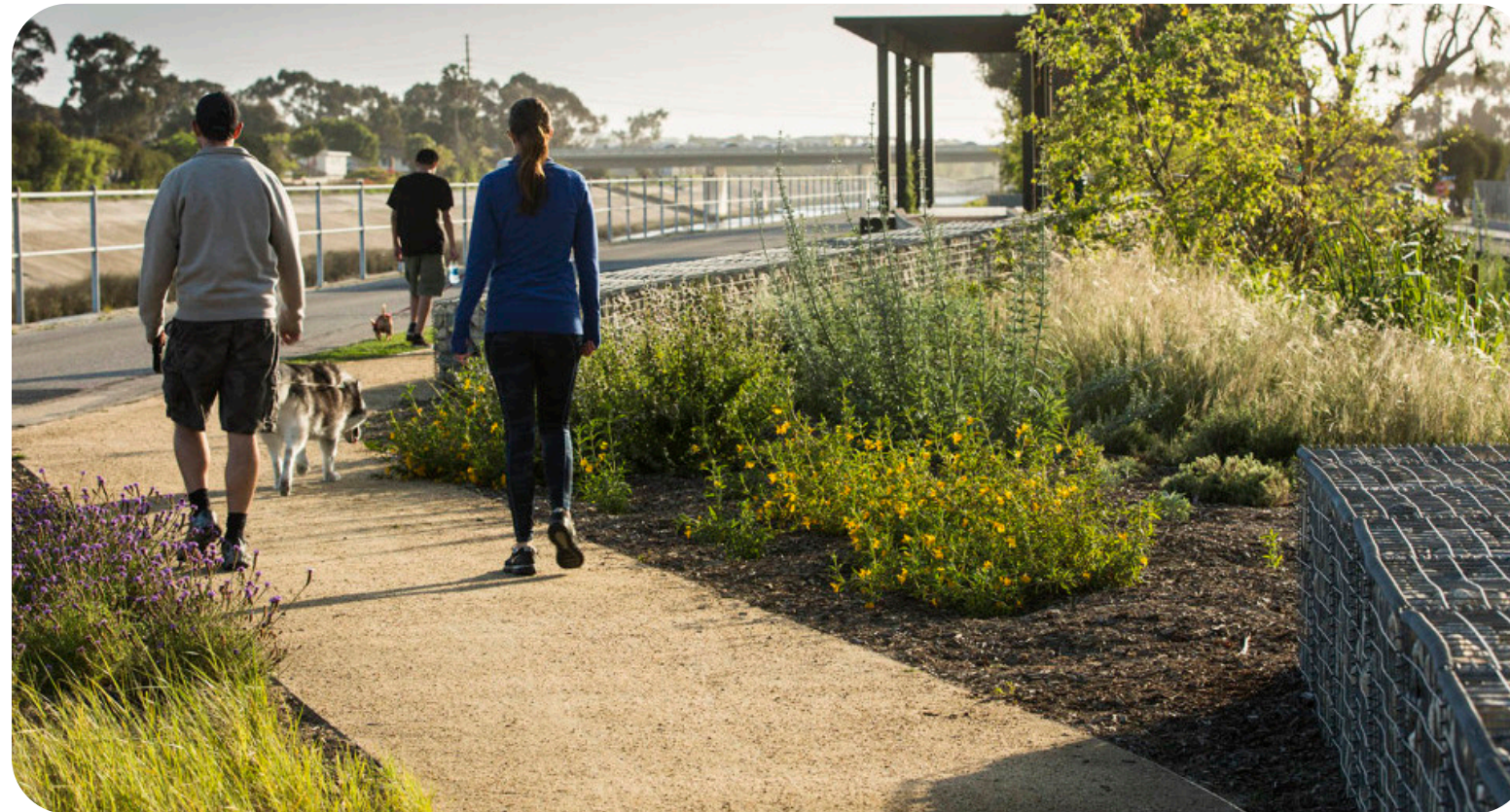
IN-TOWN TRAIL DESIGN

Design Intent

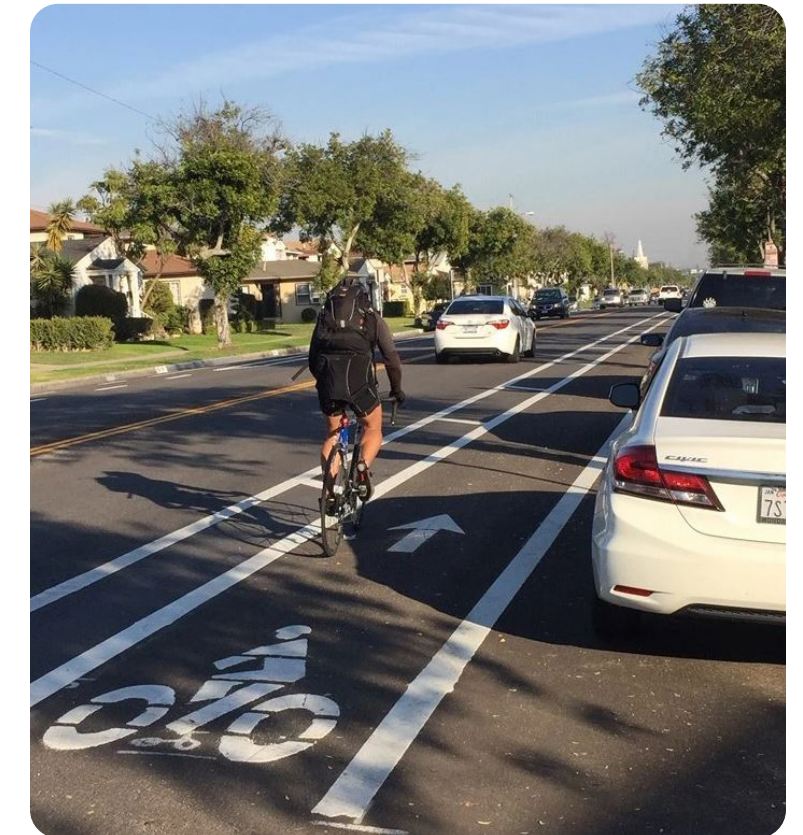
The development of trails within the Town of Wickenburg is aimed at crafting continuous, non-motorized pathways that serve to enrich the community's recreational opportunities and to provide alternative transportation routes. These trails, whether adjacent to or off of roadways, are designed to seamlessly connect trailheads and recreational destinations throughout the town. They cater to a diverse set of activities, including walking, bicycling, running, and horseback, ensuring accessibility and enjoyment for all users.

Design Principles

- Create an environment where pedestrians, bicyclists, equestrians, and individuals with disabilities feel safe and welcome, fostering a sense of community inclusive.
- Ensure path surfaces and materials reflect and reinforce Wickenburg's unique character, blending seamlessly with the town's aesthetic.
- Adhere to national design and accessibility standards to provide consistency and accessibility, ensuring a smooth experience for all users.
- Maintain an minimum 8-foot path width, whereas 10-foot is recommended, to accommodate a variety of activities, ensuring sufficient space for diverse recreational uses.
- Implement design and signage strategies to guide users' speed and encourage appropriate behavior on the path, ensuring safety and respect among all users.



Paved and unpaved surfaces for multi-purpose paths



On-road bike path - buffered bike lane



On-road bike path - 'Sharrow'

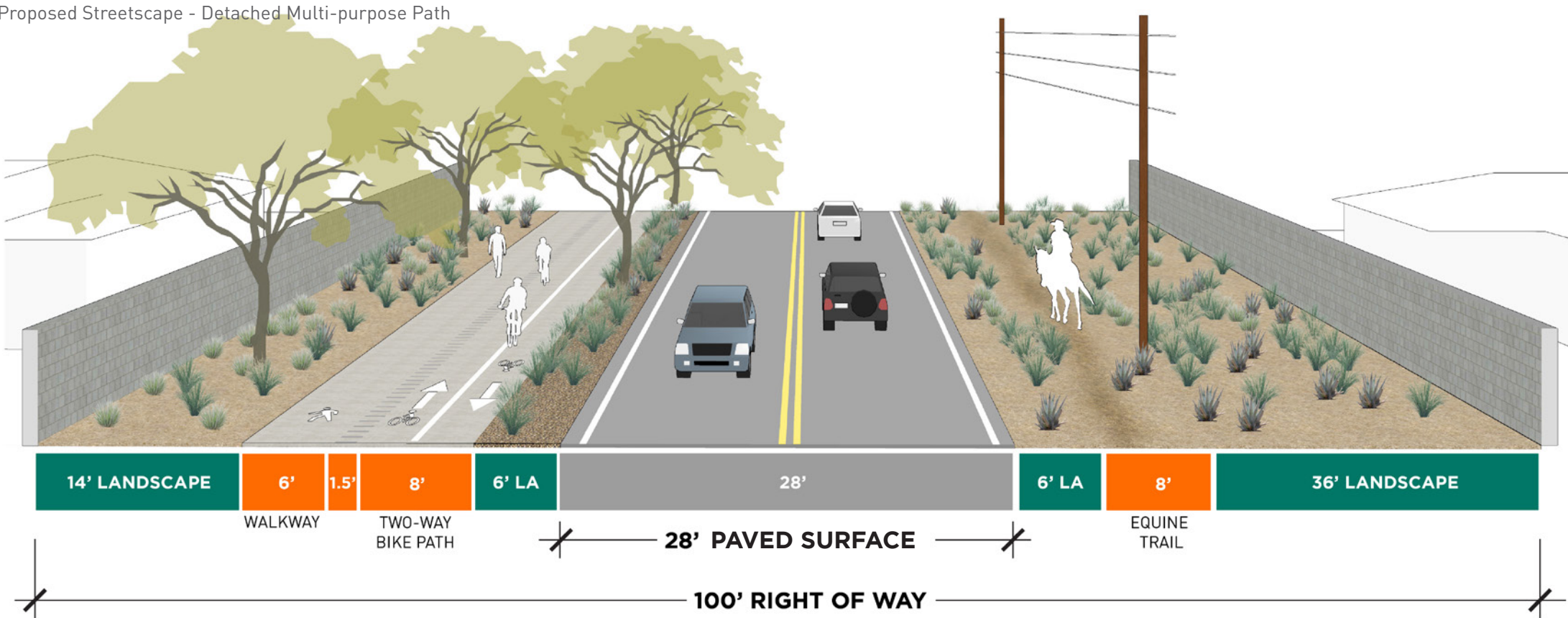
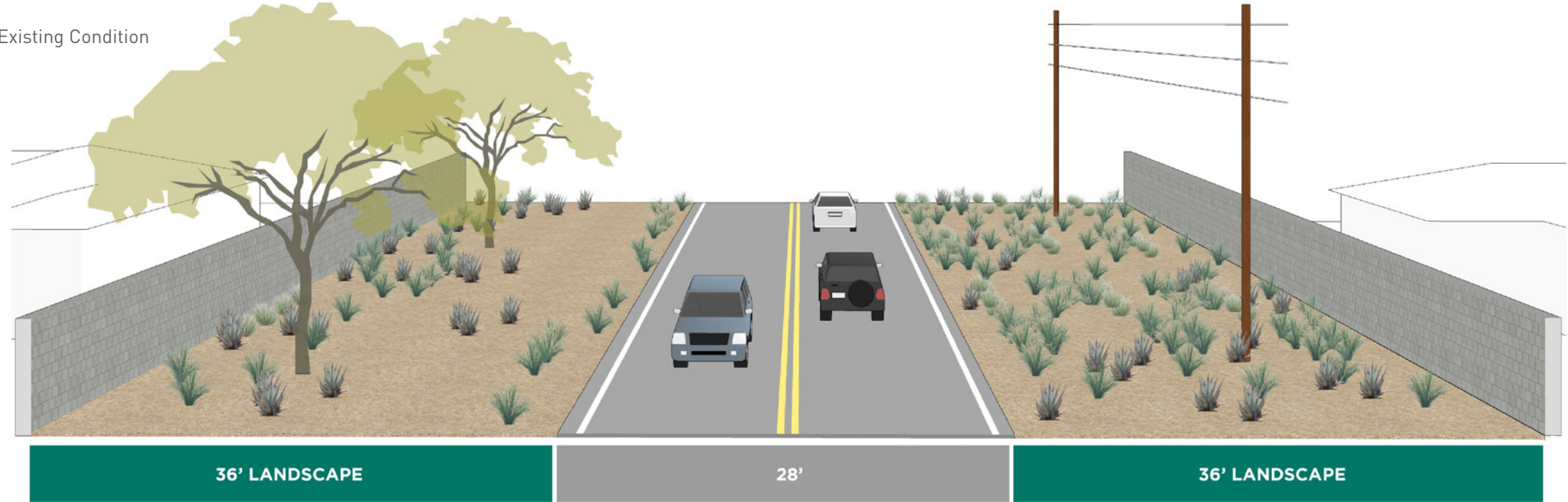


Equine designated & multi-purpose trails (Cave Creek Trail Rides)



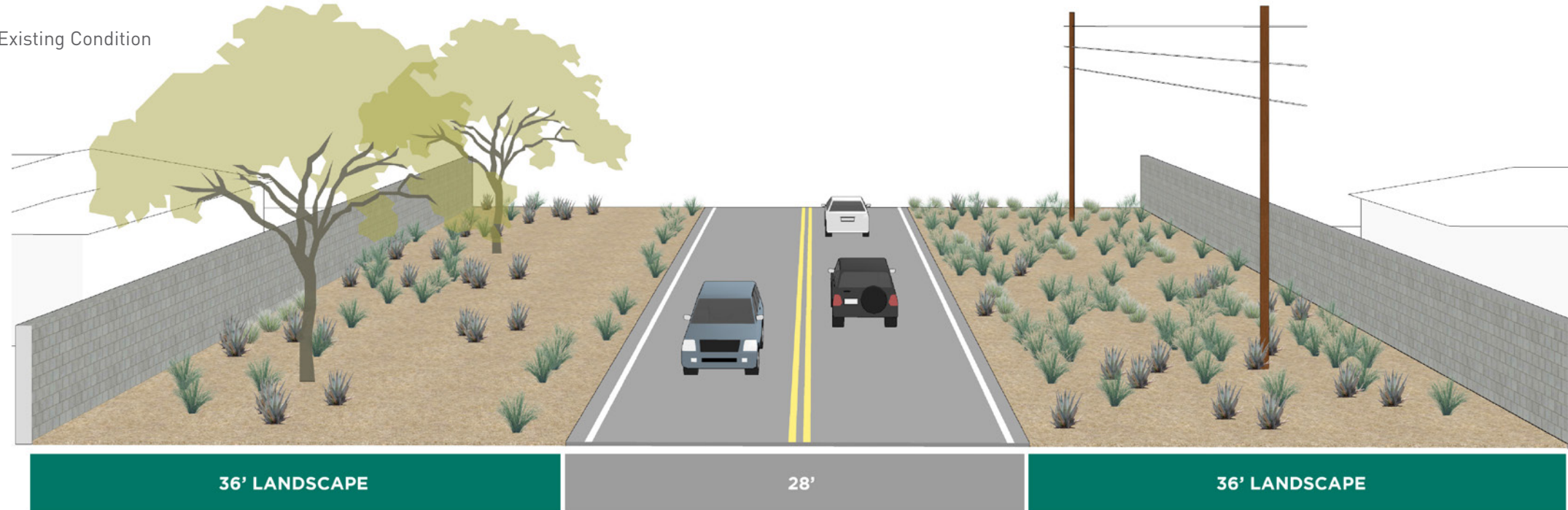
Universal trail design (AZ State Parks)

In-town Street Retrofit Option 1

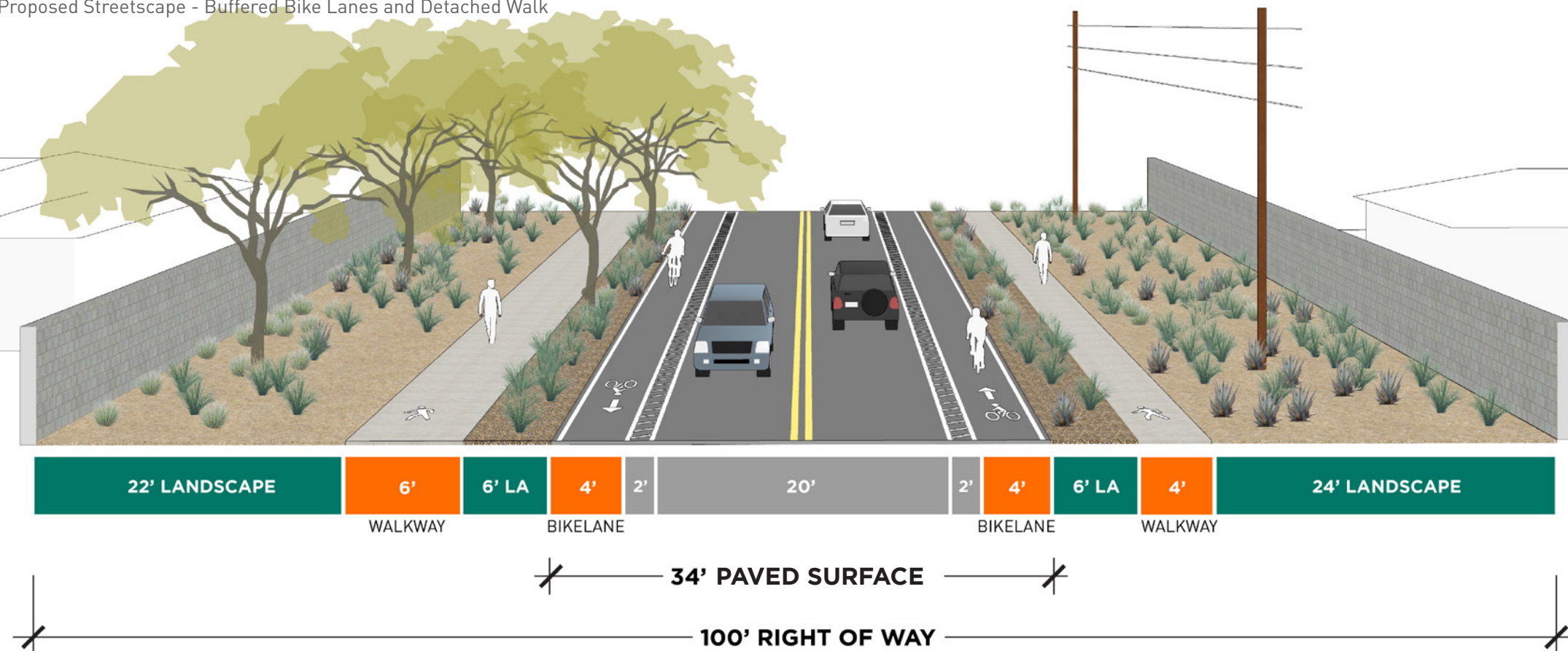


In-town Street Retrofit Option 2

Existing Condition



Proposed Streetscape - Buffered Bike Lanes and Detached Walk



CROSSING TREATMENT

Design Intent

Crossing treatments enhance physical connectivity by providing design solutions for challenging intersections, such as roadways, washes, or railroads. These treatments are designed to mark and improve the path of travel, allowing trail users to safely and comfortably navigate designated trails. The aim is to ensure the continuation of the trail experience across barriers. Consistency in crossing designs throughout the trail network is essential, enabling users to easily recognize them as continuations of the trail experience.

Design Guideline

- Any enhanced at-grade crossings should clearly identify the crossing and highlight the path of travel.
- Incorporate prominent and legible signage to further identify crossings and alert drivers when crossing a major roadway.
- Crossing enhancements or improvements should use markings, materials, and colors that are consistent with the character of Wickenburg.
- Underpass should be well lit for both daytime and evening use and provide a safe route for users.
- Underpass design must adhere to all local design criteria for minimum height and width clearances.
- At-grade crossing, underpass, and overpass design should be ADA accessible.
- Provide adequate signage for clear wayfinding.



Well-lit pedestrian tunnel



Lighting of short tunnel during daytime



Multi-purpose underpass



Example of at-grade crossing enhancement



Example of at-grade crossing enhancement



Pedestrian bridge



Wayfinding signage when connecting along sidewalk

TRAILHEAD DESIGN

Design Intent

As one of Maricopa County's more rural towns, Wickenburg is uniquely situated to use its trail network to establish a sense of place and service Town residents. The Town can do so by creating a system of outdoor recreation amenities that support and promote a wide range of usage. Trailheads can serve as a gateway to this system, creating the first impression on town outdoor recreation experiences.

The Town should consider the intent of trailhead design when preparing for implementation. This intent would include providing Town residents with clear and safe points of entry to major areas of outdoor recreation in and near the Town of Wickenburg. Trailheads should connect to spine corridors to make mobility to and from Town outdoor recreation simple and seamless. Trailhead should provide a wide range of amenities that encourage usage from a diverse set of users (walking, biking, equine, running etc.)

Design Guideline

- Trailheads should be connected to one of the Town's main spine corridors via a road-side trail.
- Wayfinding signage should be clearly visible from road. Trail markings should be visible from the parking lot to lead trail users to trail entrances. Trail information signage, including maps, should be considered to inform visitors on trails that can be accessed from trailhead.
- It is recommended to provide parking stalls depending on specific sites and anticipated demand. Consider demands for equine parking as well.
- Layout of trailhead needs to accommodate routes for emergency services and markers for emergency clearances.
- Town of Wickenburg should issue ATV regulations, as needed, within town limits.
- At a minimum, one trash receptacle should be located at trailheads.
- Studies should be conducted to determine if a restroom building shall be provided.
- Where trailheads expect a larger amount of regular use, other amenities that support additional comfort should be provide (i.e. shade, benches, ramadas, group gathering areas.)



Information board



Bike rack



Trash receptacle



Shaded picnic tables & benches

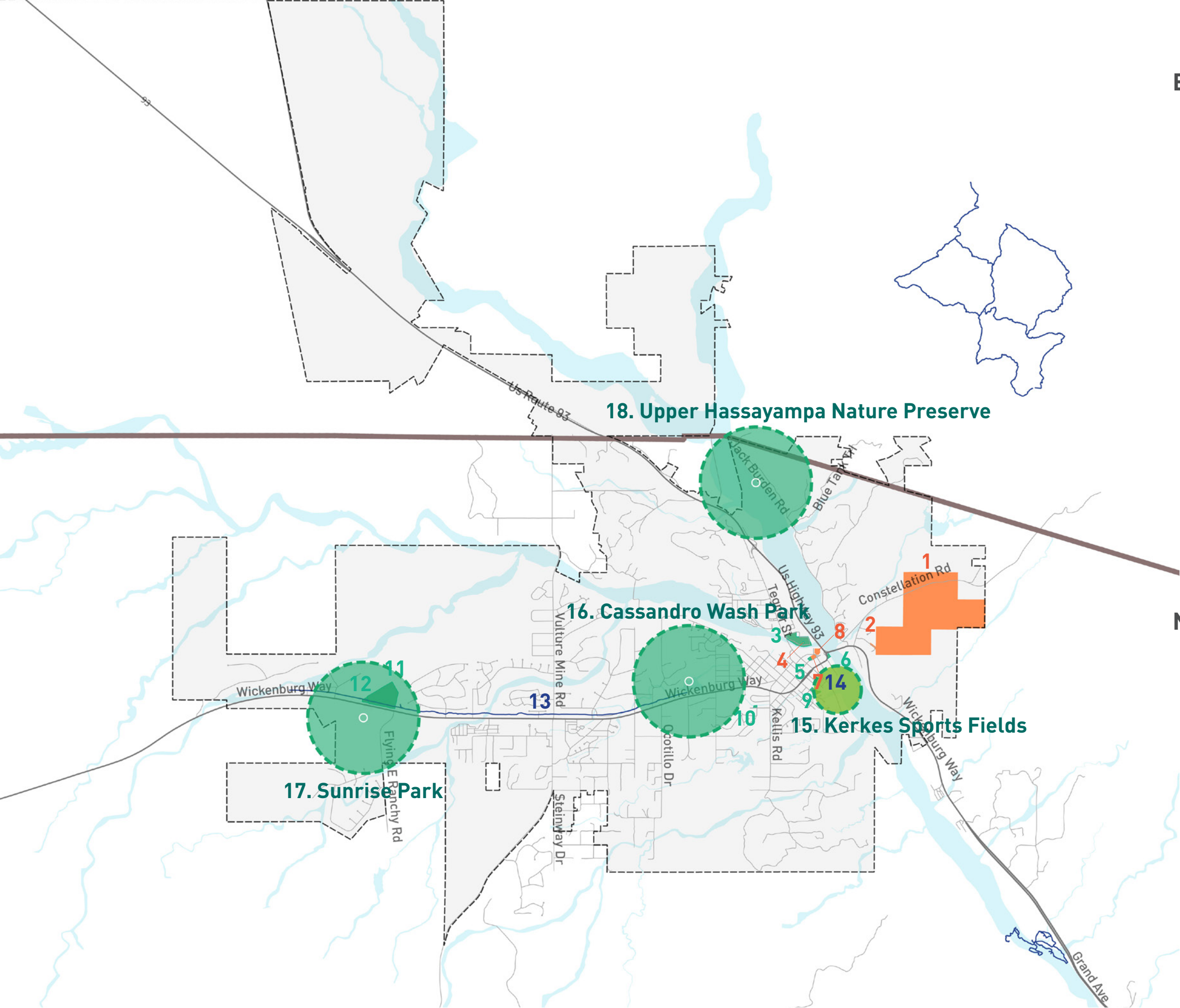


Way-finding signage with emergency marker

07 New Park Opportunities

- » **Kerkes Sports Fields**
- » **Sunrise Park**
- » **Cassandro Wash Park**
- » **Upper Hassayampa Nature Preserve**

NEW PARK OPPORTUNITIES



Existing Parks & Recreation Facilities

- 1. Constellation Park Campgrounds
- 2. Everett Bowman Rodeo Grounds
- 3. Coffinger Park
- 4. Coffinger Park Recreation Center
- 5. Stone Park
- 6. Wishing Well Park
- 7. Wickenburg Library
- 8. Wickenburg Community Center
- 9. Boetto Park
- 10. Maguire Park
- 11. Sunset Park
- 12. Dog Park
- 13. Sunset Multi-Use Path
- 14. Kerkes Trailhead

New Park Opportunities

- 15. Kerkes Sports Fields
- 16. Cassandro Wash Park
- 17. Sunrise Park
- 18. Upper Hassayampa Nature Preserve

Kerkes Sports Fields

HASSAYAMPA ELEMENTARY SCHOOL FIELD - 7.9 ACRES



Design Intent

Hassayampa Elementary School may provide a unique opportunity for the Town and the school district to partner in providing sports fields for both the elementary school and the public. Hassayampa Elementary School was the previous high school, providing open play fields as well as a regulation football field. The current condition of the football field would require a full renovation of the field. Used as a bus parking area, and storage, the field may require gravel placed for bus parking removed and possible placement of new topsoil and a new irrigation system to cultivate a new grass field.

The current playground maintained by the school is in poor condition, but could be renovated to create an additional multi-use field. It is anticipated that parking improvements would be required, along with a restroom building.



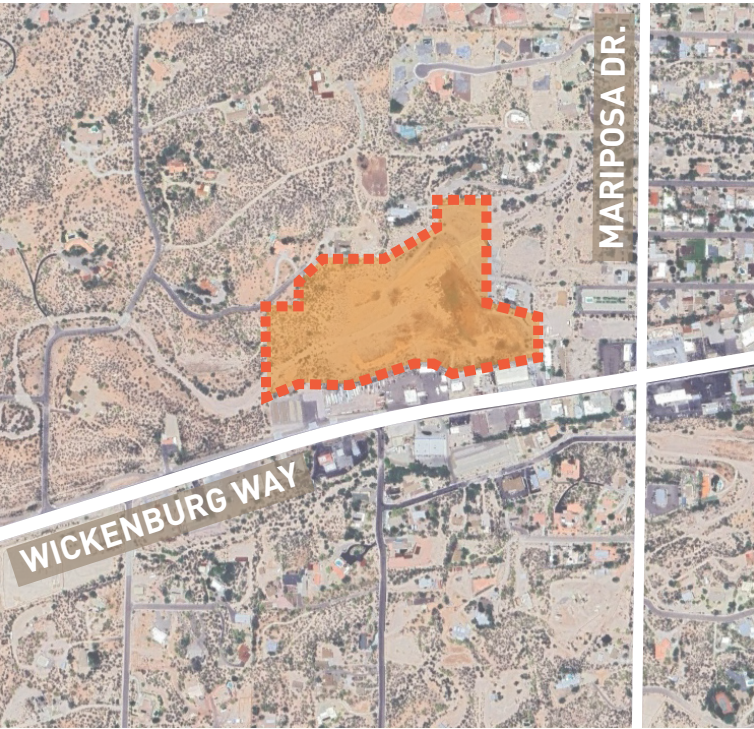
Cassandro Wash Park

17.6 ACRES OF FLOOD CONTROL DISTRICT LAND



Design Intent

The needs assessment identified a new community-level park to meet the town’s recreation needs by 2038. The town has an opportunity to partner with the Flood Control District of Maricopa County (FCDMC) to utilize the stormwater storage area behind Cassandro Wash Dam. The FCDMC frequently collaborates with cities and towns to develop flood control properties for multi-use facilities. The town staff has had an initial meeting with FCDMC, and there is interest from both parties. The general public has envisioned the park as a wheeled park that promotes mountain biking, BMX, and recreational biking. The park’s features could include a competitive mountain bike track, a pump track and a BMX track. Additional amenities could include ramadas, parking, a restroom located above the water storage area, and a perimeter walking path.



Sunrise Park

20.2 ACRES OF PARK AREA



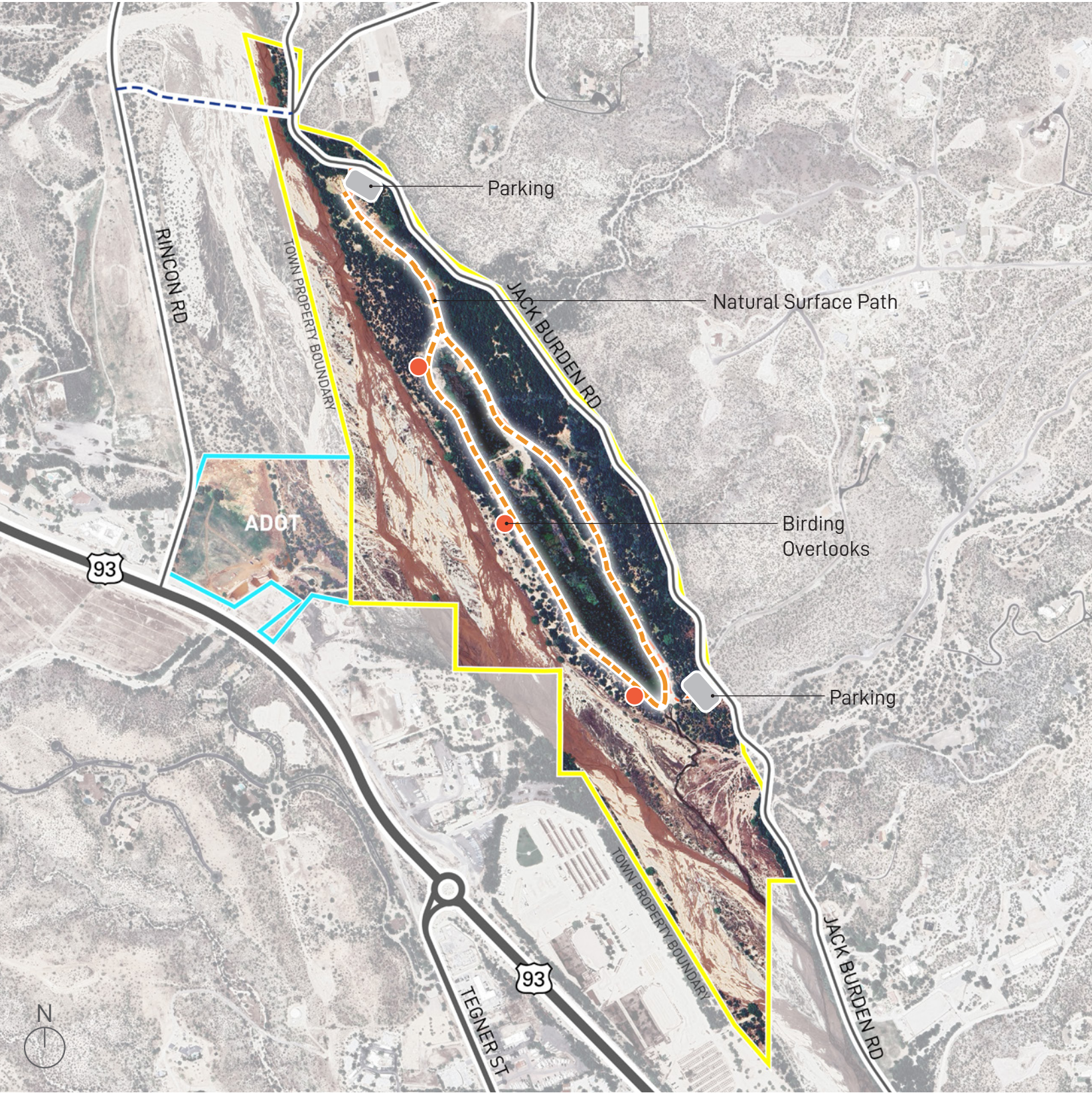
Design Intent

To meet the need for sport facilities, there is an opportunity to build a new sports park, complementing the existing park. The Town currently owns land immediately south of the existing Sunset Park. A portion of the land is within the Town's municipal airline flight path, limiting the recreational use under the flight path. The focus on sports fields and sport court could provide the Town residents with expanded sports programs, including adult soccer, baseball and softball, soccer fields and sport courts.



Upper Hassayampa Nature Preserve

155 ACRES OF TOWN-OWNED LAND



Design Intent

The Town owns property along the Hassayampa River, which was once a source of sand and gravel. During the prime bird migration season, the natural reclamation of the land has benefited the excavated areas from seasonal surface water. The area is a natural preserve, providing critical habitat for wildlife as well as an opportunity for residents and visitors to observe bird life. The opportunity to formalize the area’s use as a preserve provides protection for the area. Removing cattle grazing and defining the property boundary may help to improve and protect this natural environment. The proposed improvements to the area should be light and minimal, providing parking, restrooms and controlled entry points. Birding and wildlife overlooks provide visitors with opportunities to observe wildlife, while interpretive signage informs visitors of the uniqueness fo the area and the wildlife that calls it home. Natural surface paths provide a comfortable way to enjoy the preserve while having minimal impact on vegetation and wildlife. This area complements the Hassayampa Preserve to the east, reinforcing the wildlife area’s value.



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08 Implementation Plan

- » Existing Parks Maintenance & Upgrades
- » New Park Amenities

Implementation Plan - Existing Parks

What is the Implementation Plan?

Where do we start? Compared to Wickenburg’s peers, the Town is right where it should be on parkland acres. Additionally, with an additional 20-acres of parkland needed by 2038, the town has opportunities to partner for shared facilities, eliminating the need to acquire new land. The current town land assets and the potential for a partnership with FCDMC to develop Cassandro Wash Park, and with the school district renovating existing fields at Hassayampa Elemntary school enables the town put funds directly to Improvements versus land acquisition. Town owned land in the Hassayampa River provides a unique park preserve that is a new type of park that few towns or cities have within their park systems.

A theme that resonated by the public in surveys and public meetings was to reinvest and maintain the current parks. A thorough inventory of all the existing parks was conducted and a list of maintenance and amenities compiled to form a list of priorities for each of the parks. In addition, the new park amenities we identified to further develop existing parks. A separate report with approximate capital costs was prepared for the Parks Department for their use in planning their capital project budgets.

Existing Parks

The following pages illustrate each of the existing parks maintenance needs and improvement to increase the quality of experience by the residents. Many of the recommended improvments relate to deferred maintenance, while others bring the parks into compliance with Americans with Disabilities Act. The recommendations also include minor upgrades to ensure the parks are fully utilized.

EXISTING PARKS		ESTIMATED TIMEFRAME					
FISCAL YEARS	TOTAL BUDGET	2025	2026	2027	2028	2029	2030+
Barbara Brown Park	\$26,500	\$3,500	\$23,000				
Boetto Park	\$9,100	\$4,000	\$5,100				
Maguire Park	\$26,000	\$5,000	\$9,000	\$12,000			
Coffinger Park	\$200,000	\$25,000	\$65,000	\$80,000	\$30,000		
Sunset Park	\$390,000	\$30,000	\$140,000	\$60,000	\$60,000		\$100,000
Estimated Budget	\$651,600	\$67,500	\$242,100	\$152,000	\$90,000	\$-	\$100,000

Barbara Brown Park

Recommended Park Maintenance and Improvements

1. Add (4) 24”-box trees. Recommend (1) Blue Palo Verde, (2) Ironwoods, (1) Sweet Acacia
2. Add (20) 5-gallon shrubs. Recommend hummingbird/bird attracting plants (Fairy Duster, Aloe, Red Yucca, Jojoba)
3. Shade structure with Picnic Ramada

Estimated Improvement Cost: \$26,500

Estimated Improvement Timeframe: FY2025 - 2026

* The estimated cost is based on 2023-24 pricing for similar projects and to be used for budgeting purposes.



Barbara Brown Park – Recommended tree placement



Existing Barbara Brown Park



Recommend adding additional planting to park

Boetto Park

Recommended Park Maintenance and Improvements

- 1. Minor painting on restroom.
- 2. Minor path lighting repair.
- 3. Recommend replacement of sand with Fibar to make the entire playground accessible. This conversion may coincide with the rubber play surface failure.
- 4. General- regular washing down of benches and fitness equipment. Recommended frequency – 2 times per month.

Estimated Improvement Cost: \$9,100

Estimated Improvement Timeframe: FY2025 - 2026

* The estimated cost is based on 2023-24 pricing for similar projects and to be used for budgeting purposes.



Existing Playground – Recommend replacing sand with Fibar surface for ADA accessibility.

Maguire Park

Recommended Park Maintenance and Improvements

1. Add sidewalks to basketball court and playground. Provide sidewalk ramp into playground fall surface.
2. Add ADA parallel parking space with signage and ADA ramp to existing sidewalk.
3. Add concrete curb, Fibar fall surface to swings and add concrete ramp into the Fibar, and change one swing to ADA compliant swing. Verify required clearances before installing the concrete curb.
4. Add two (2) ADA complaint picnic tables to ramada and bolt down to existing concrete paving.
5. Add 6'-8' high chain link fencing the width of the basketball court. Place between the court and wash to prevent balls from going into the wash. Black vinyl coated chain link fence with painted posts preferred finish.

Estimated Improvement Cost: \$26,668

Estimated Improvement Timeframe: FY2025 - 2027

* The estimated cost is based on 2023-24 pricing for similar projects and to be used for budgeting purposes.



ITEM 1 - Add sidewalks to basketball court and playground. Provide sidewalk ramp into playground fall surface.

ITEM 2 - Add ADA parallel parking space with signage and ADA ramp to existing sidewalk.

ITEM 3 - Add concrete curb, Fibar fall surface to swings, and change one swing to ADA compliant swing.

ITEM 4 - Add ADA compliant picnic tables to ramada and bolt down to existing concrete paving.

ITEM 5 - Add 6'-8' high chain link fencing the width of the basketball court.



Recommend adding ADA parking space and accessible sidewalks to courts and playground.



Recommend adding concrete curb to swing area, changing fall surface to Fibar and replace on swing with ADA accessible swing

Coffinger Park

Recommended Park Maintenance and Improvements

1. Relocate (2 minimum) ADA spaces closer to existing ramp to pool facility. Add new ADA striping and signage at the recommended plan location. Remove existing ADA spaces as the access through the pipe barrier does not meet code to pass a wheelchair.
2. Add new sidewalk, minimum 6’ wide, from pool house sidewalk to the large ramada.
3. Add sidewalk that transitions into a ramp at the three entries to the playground. See item 2 for additional sidewalk recommendation.
4. Remove (2) old picnic tables and concrete pads along parking lot. Note: Future picnic replacements within the park should be ADA compliant.
5. Replace playground fall surface with Fibar brand (or equal) to provide compliant fall surface and ADA access throughout the playground.
6. Restripe ADA spaces at south parking lot leading to the community room. Provide (1) van ADA space and (2) standard ADA spaces.
7. Add (1) ADA parallel parking space southeast of skate park.
8. Replace heaved concrete panel near the southeast corner of the skate park.
9. Remove gate at skate park and repaint fence. Adjust irrigation not to spray fence.
10. Add (2) benches in skate park area under the existing trees.
11. Tennis courts are generally in good shape, but minor repair work is needed along west net area.
12. Tennis fencing is in poor condition. Recommend removing existing chain link fence, plum existing posts and install new chain link fence with 11 gauge (green or black vinyl coated) fencing for added strength. Paint posts to match chain link fence color. We would not recommend windscreen as suspect the bent posts were caused by wind load on the fence.
13. Recommend the open play field return to a condition for programmed football or soccer play. Adding this lighted field back into the park inventory as a programmed field will relieve a portion of programmed field sports at Sunset Park.
 - a. Continue to control rodent damage, with the goal of complete removal of rodents.
 - b. Once rodents are removed the field should be sand-leveled to fill and smooth out any holes or irregularities in the surface for safe play.
 - c. Adjust irrigation as necessary to ensure full irrigation coverage.
14. Recommend improving the ballfield. The return of the field to the park inventory of playable fields will relieve a portion of programmed play at Sunset Park. The field would be suitable for Tee-Ball or lower ages of Little League.
 - a. Remove sand infield surface and replace with 6” of infield mix.
 - b. Remove existing chain link on backstop. Paint existing posts and replace backstop fencing with 9-gauge fencing.
 - c. Added improvement – add dugout benches behind existing fence or add new enclosed dugouts.
15. Add portable outfield fence to separate football/soccer from baseball field.

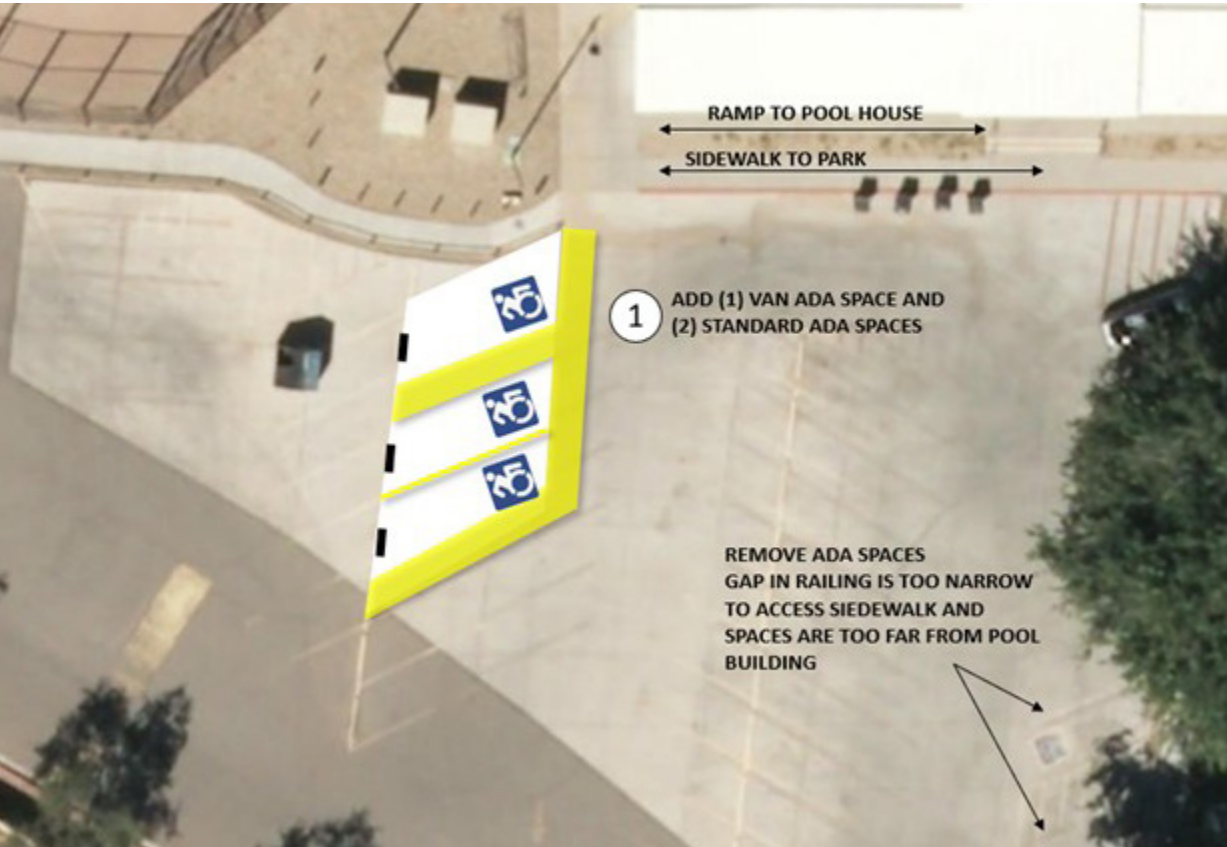
Estimated Improvement Cost: \$200,000

Estimated Improvement Timeframe: FY2025 - 2030

* The estimated cost is based on 2023-24 pricing for similar projects and to be used for budgeting purposes.



Recommend removal of picnic tables and concrete pads or bring up to ADA standards. Recommend adding accessible sidewalk from pool house to playgrounds and large ramada.



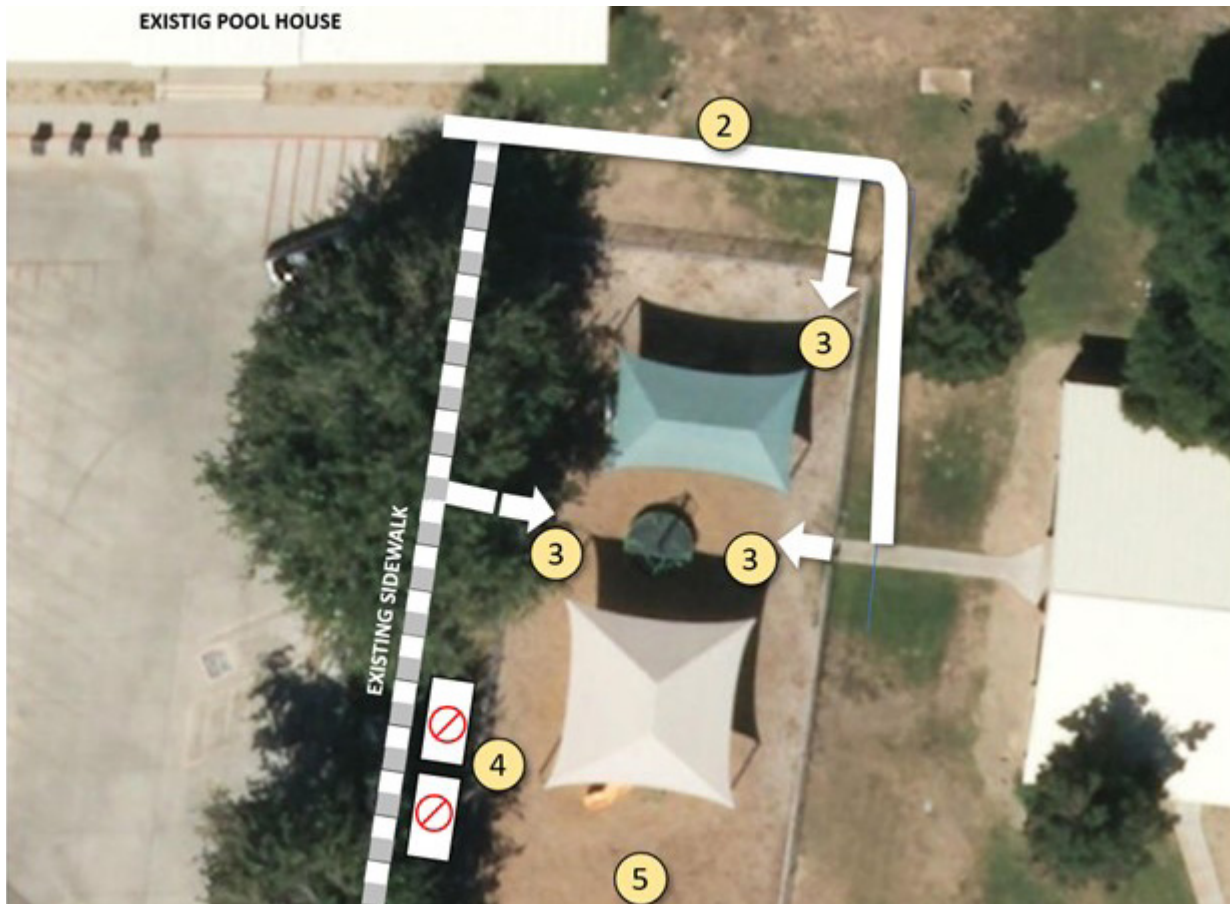
ITEM 1 – Add (1) van ADA space and (2) standard ADA spaces closer to building and existing ramp.



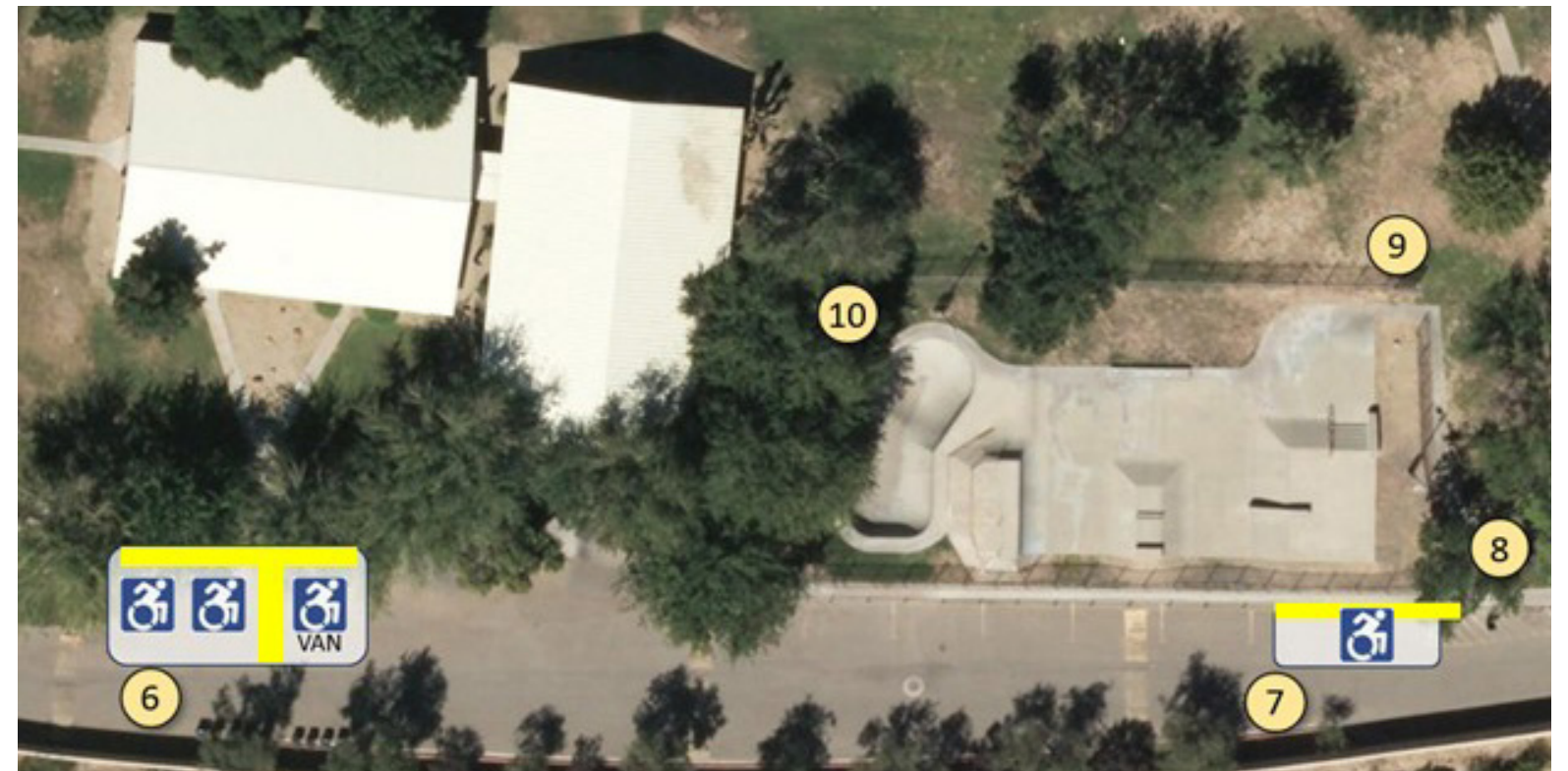
Recommend moving ADA parking spaces to have direct access to pool house ramp and park sidewalks.



Add sidewalks and accessible ramps at three locations to provide ADA access. Remove old picnic table and concrete pads or replace with ADA accessible table and connecting sidewalks.



ITEM 2 – Add new sidewalk. ITEM 3 – Add concrete ADA ramps into play surface. ITEM 4 – Remove [2] picnic tables and concrete pads. ITEM 5 – Replace wood chips with Fibar play surface.



ITEM 6 – Restripe [1] van ADA and [2] standard ADA spaces. ITEM 7 – Stripe [1] parallel ADA space. ITEM 8 – Replace heaved concrete panel. ITEM 9 – Remove gate. ITEM 10 – Add [2] benches.



Restripe ADA spaces south of large ramada and add new parallel ADA space by skate park.



Recommend bringing fields up to programmed field play. Remove and replace infield soil with infield mix, and replace backstop fencing.



Recommend minor court repair and replacement of court fencing and straightening of posts.



ITEM 11 – Minor court repair at net and seal cracks in court.
ITEM 12 – Replace chain link fence.



ITEM 13 – Repair field suitable for football and/or soccer program.
ITEM 14a – Replace sand infield with regulation infield mix. ITEM 14b – Remove and replace chain link backstop fence. ITEM 14c – Add dugout fencing and benches.
ITEM 15 – Provide temporary outfield fence for baseball.

Sunset Park

Recommended Park Maintenance and Improvements

Sports Field Area

1. Paint buildings and selected facia replacement.
2. Replace artificial turf. Recommend base material compacted before turf is placed. Additionally, ensure that seams are correctly connected and turf is correctly attached to border to ensure turf remains taut.
3. Add concrete curb to volleyball court.
4. Recommend adding one additional volleyball court with curbing, sand, lighting and overhead irrigation to settle dust.

Playground Area

5. Ramada and restroom roofs are in poor condition. Recommend removal of asphalt shingles, repair damaged T-111 decking, and add metal roofing to match ballfield buildings. Metal roofing has an extended lifecycle and modernize the ramadas.
6. Add ADA concrete ramps into the playground fall surface.
7. Replace wood chips with Fibar play surface at playgrounds.
8. Add one playground canopy fabric. Frame is in place.
9. Secure picnic tables to ramadas. Tables are currently being moved around the site.
10. Add concrete border and Fibar fall surface to swing area. Replace one swing with (1) ADA compliant swing. Verify required clearances before installing the concrete curb.
11. Repair erosion and add rock mulch to immediate playground and ramada area.
12. Replace heaved sidewalk panels.
13. Replace broken restroom vestibule light.
14. Repaint parking lot light poles.

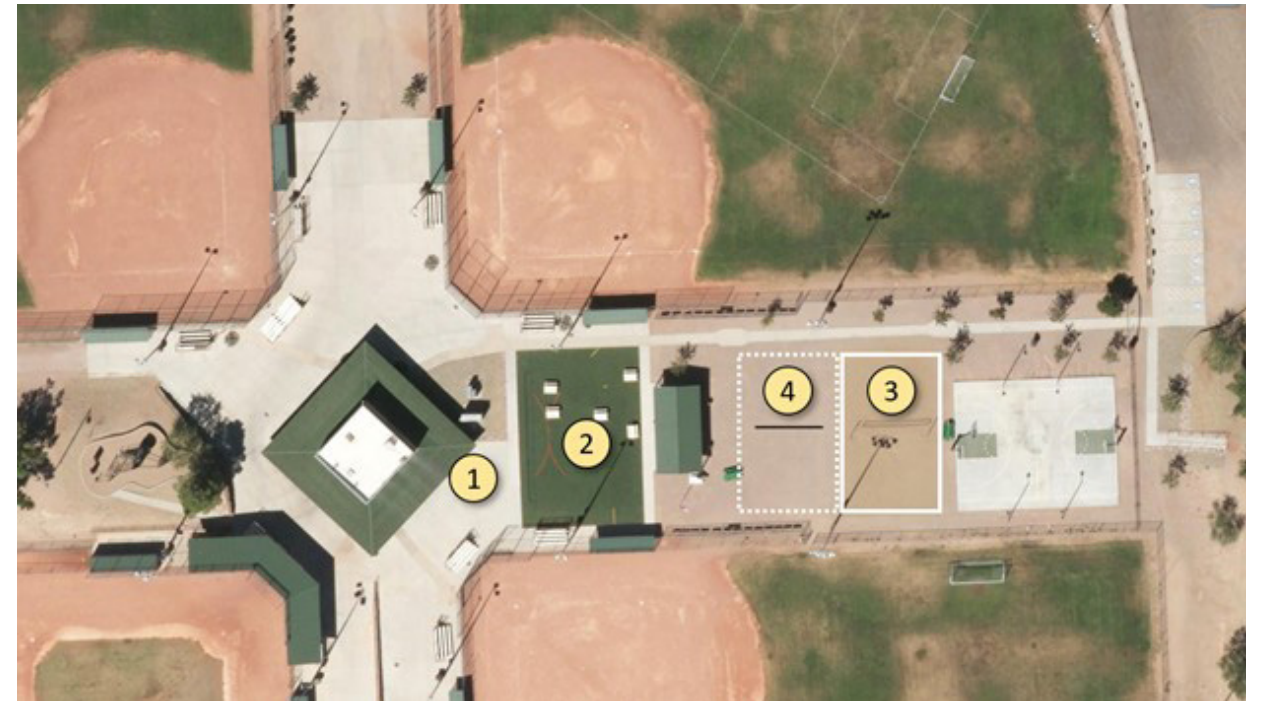
General Park Area

15. Seal and restripe parking lots, except for upper parking lot by pickleball court
16. Add crosswalk striping and sidewalk from upper parking to steps to sports fields.
17. Paint fencing along internal drive.
18. Refresh gravel or add millings to the unpaved parking lot.

Estimated Improvement Cost: \$390,000

Estimated Improvement Timeframe: FY2025 - 2030

* The estimated cost is based on 2023-24 pricing for similar projects and to be used for budgeting purposes.



ITEM 1 - Paint buildings and selected facia replacement. ITEM 2 - Replace artificial turf.
ITEM 3 - Add concrete curb to volleyball court.
ITEM 4 (Alternate) Recommend adding one additional volleyball court.



Recommend painting concession building and adding concrete curb to volleyball courts. Option to add an additional volleyball court with lighting.



ITEM 5 - Ramada and restroom roofs replacement. ITEM 6 - Add ADA ramps into playground fall surface. ITEM 7 - Replace with Fibar play surface. ITEM 8 - Add new fabric canopy. ITEM 9 - Secure picnic tables in ramadas. ITEM 10 - Add concrete border and Fibar to swings and replace one swing with ADA swing. ITEM 11 - Repair erosion and add rock mulch. ITEM 12 - Replace heaved concrete panel. ITEM 13 - Replace restroom light. ITEM 14 - Paint light poles.



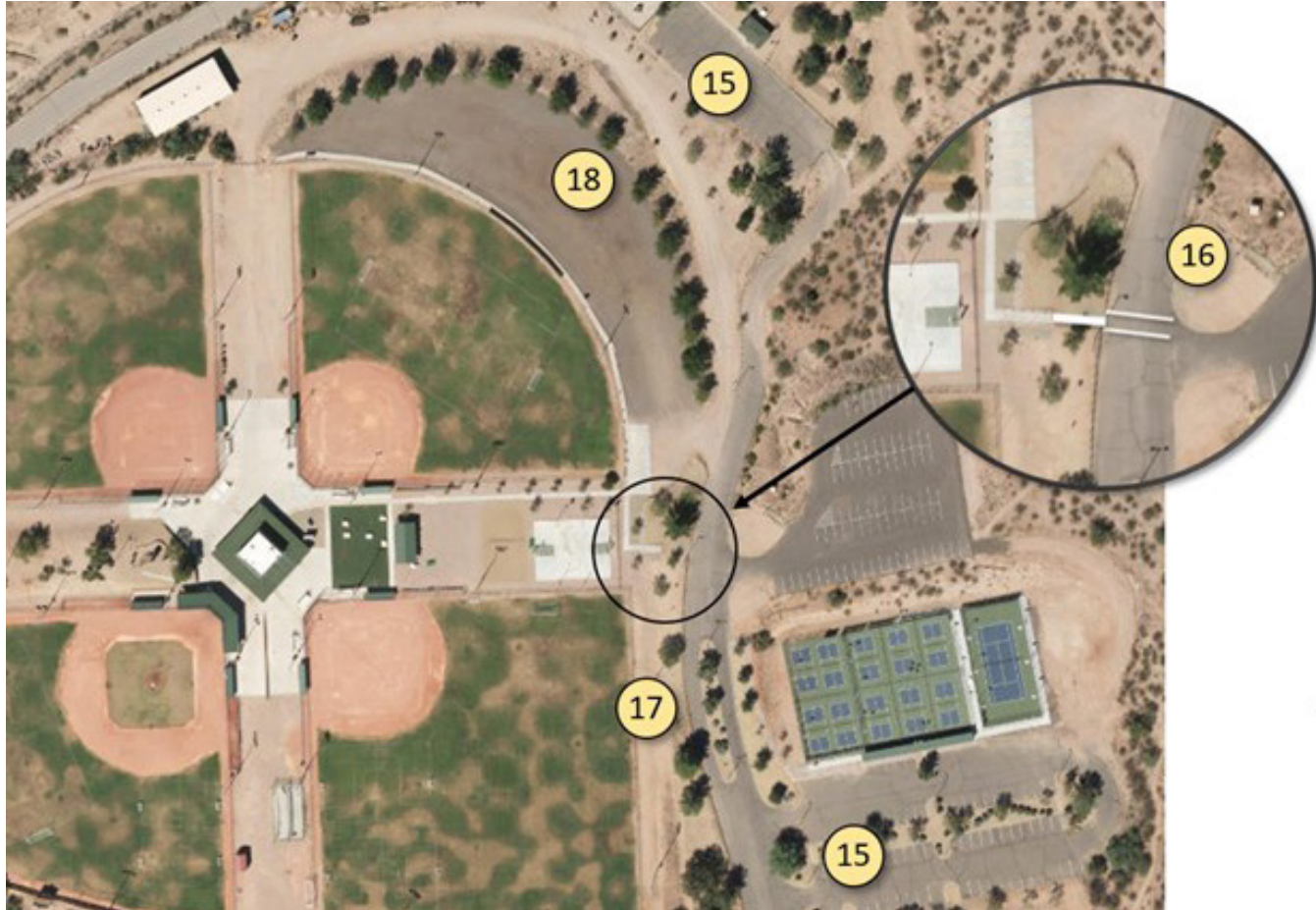
Highly recommend repair and replacement of ramada and restroom roofs.



Recommend replacement of playground canopy. Add concrete curb and Fibar fall surface under swings. Replace one swing with ADA accessible swing.



Recommend repairing erosion and adding rock mulch in the ramada and playground area. Add accessible ramps into Fibar play surface.



ITEM 15 - Seal and restripe parking lots, except for upper parking lot by pickleball court. ITEM 16 - Add crosswalk striping and sidewalk from upper parking to steps to sports fields. ITEM 17 - Paint fencing along internal drive. ITEM 18 - Refresh gravel or add millings to the unpaved parking lot.



Recommend adding sidewalk to existing stairs. Seal roadways and parking lot throughout and paint light poles throughout.

Implementation Plan - New Park Opportunities

New Park Opportunities

Mentioned previously, the opportunities for new parks and amenities are quite exciting for the town. The town truly has untapped potential for creating new recreational areas, new recreational types and parks built around preserving the natural environment. The park descriptions have been previously covered.

NEW PARKS		ESTIMATED TIMEFRAME													
FISCAL YEARS	TOTAL BUDGET	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038
Hassayampa Preserve (new park)	\$1,200,000		\$400,000		\$800,000										
Kerkes Park (Sports Fields)	\$2,500,000		\$1,250,000	\$1,250,000											
Constellation Park New Trailhead	\$1,300,000			\$600,000			\$200,000	\$500,000							
Cassandro Wash Park (new park)	\$1,500,000				\$750,000	\$750,000									
Coffinger Recreation Center/Pool	\$14,500,000					\$2,500,000	\$12,000,000								
Sunset Park (New Amenities)	\$7,500,000							\$2,500,000	\$2,500,000	\$2,500,000					
Constallation Park RV Park	\$1,000,000										\$500,000	\$500,000			
Sunset Park South (new park)	\$13,500,000												\$4,500,000	\$4,500,000	\$4,500,000
Estimated Budget	\$43,000,000	\$-	\$1,650,000	\$1,850,000	\$1,550,000	\$3,250,000	\$12,200,000	\$3,000,000	\$2,500,000	\$2,500,000	\$500,000	\$500,000	\$4,500,000	\$4,500,000	\$4,500,000

Coffinger Park - New Park Amenities

COST SUMMARY		
1	DOG PARK	\$163,000
2	SOUTH PARKING LOT	\$1,153,000
3	EAST PARKING LOT	\$245,200
4	NORTHEAST PARKING LOT	\$178,500
5	NORTH HEAD-IN PARKING	\$195,000
6	RECREATION CENTER	\$8,520,000
7	POOL (OUTDOOR 6 LANE)	\$3,124,000
TOTAL NEW AMENITIES		\$13,578,700



Sunset Park - New Park Amenities

COST SUMMARY		
1	PRACTICE FIELD	\$390,000
2	NORTHEAST FIELD EXPANSION	\$1,163,000
3	SOUTHWEST BALL FIELD	\$1,947,000
4	NORTHEAST PARKING LOT	\$1,124,000
5	WEST PARKING LOT	\$1,192,000
6	DOG PARK	\$586,000
7	RESTROOM / TENNIS COURT	\$985,000
TOTAL NEW AMENITIES		\$7,287,000



Constellation Park - New Park Amenities

COST SUMMARY		
1	MAIN TRAILHEAD (SOUTH)	\$650,000
2	TRAILHEAD EVENT SPACE	\$215,000
3a	ARENA PARKING LOT	\$282,000
3b	TRAILER PARKING LOT	\$104,000
4	RV PARK IMPROVEMENTS	\$1,000,000
5	TRAILHEAD (NORTH)	\$39,000
TOTAL NEW AMENITIES		\$3,680,000



Kerkes Park - New Park Amenities

COST SUMMARY		
1	NORTH FIELD RENOVATION	\$ 163,404
2	SOUTH FOOTBALL FIELD RENOVATION	\$ 2,345,889
TOTAL NEW AMENITIES		\$ 2,509,293

7.9-Acre Sports Park



Sunrise Park - New Park Amenities

24-Acre Sports Park

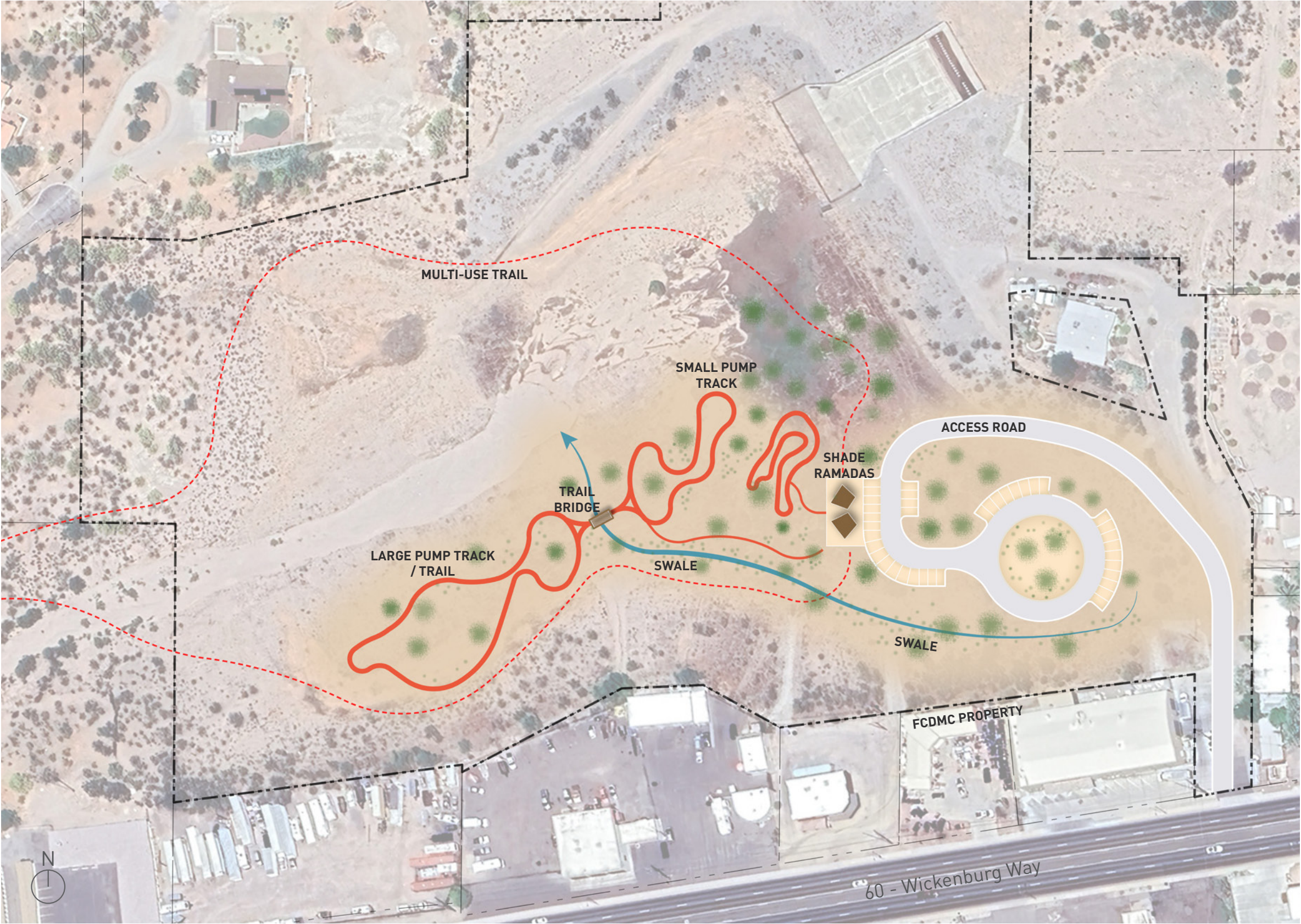
COST SUMMARY		
1	NEW PARK DEVELOPMENT	\$ 13,763,000



Cassandro Park - New Park Amenities

17.6-Acre Mountain Bike / Pump Track Park

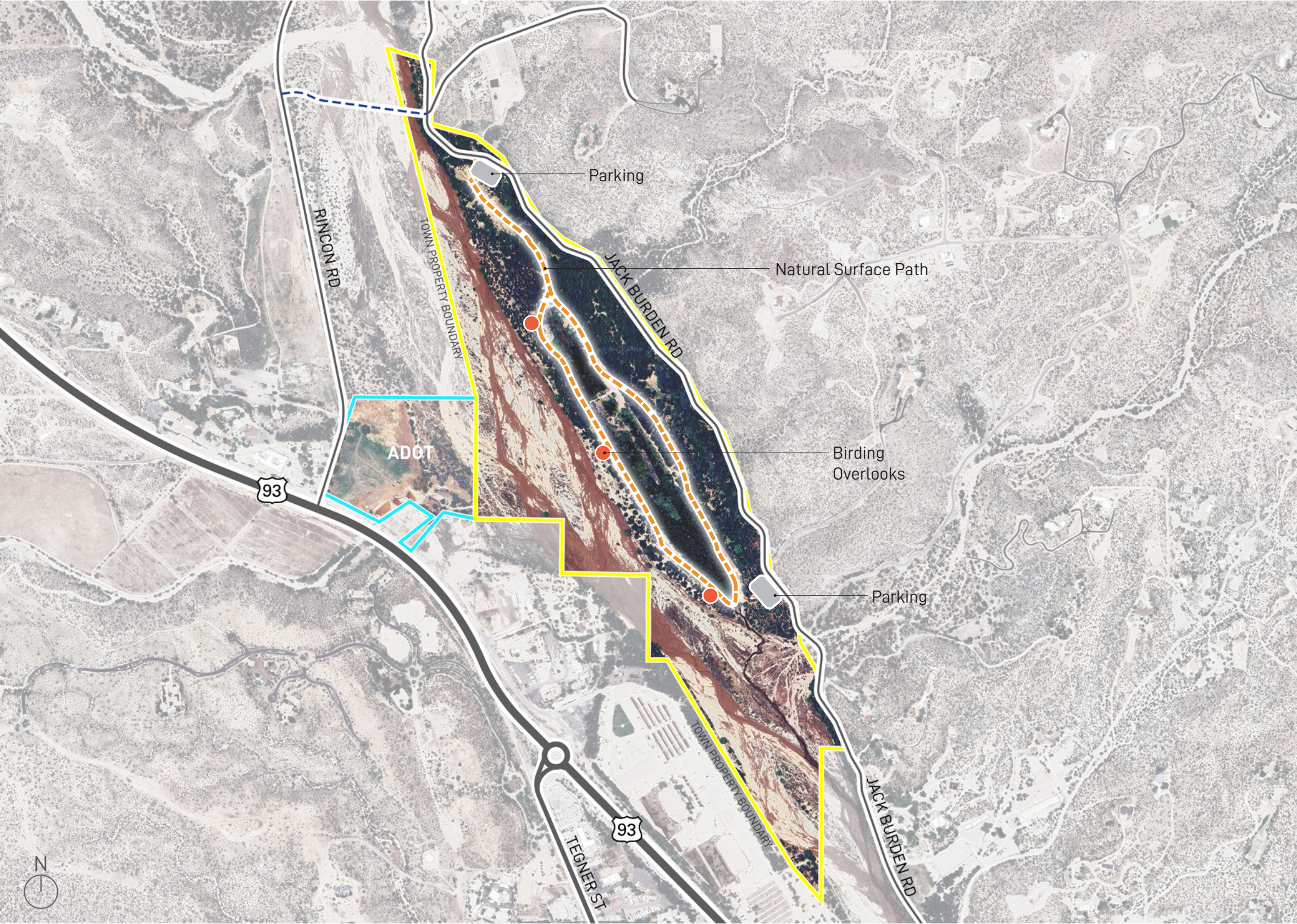
COST SUMMARY		
1	NEW PARK DEVELOPMENT	\$ 1,495,763



Upper Hassayampa Nature Preserve - New Park Amenities

COST SUMMARY		
1	NEW PARK DEVELOPMENT	\$ 1,268,000

155-Acre Nature Preserve



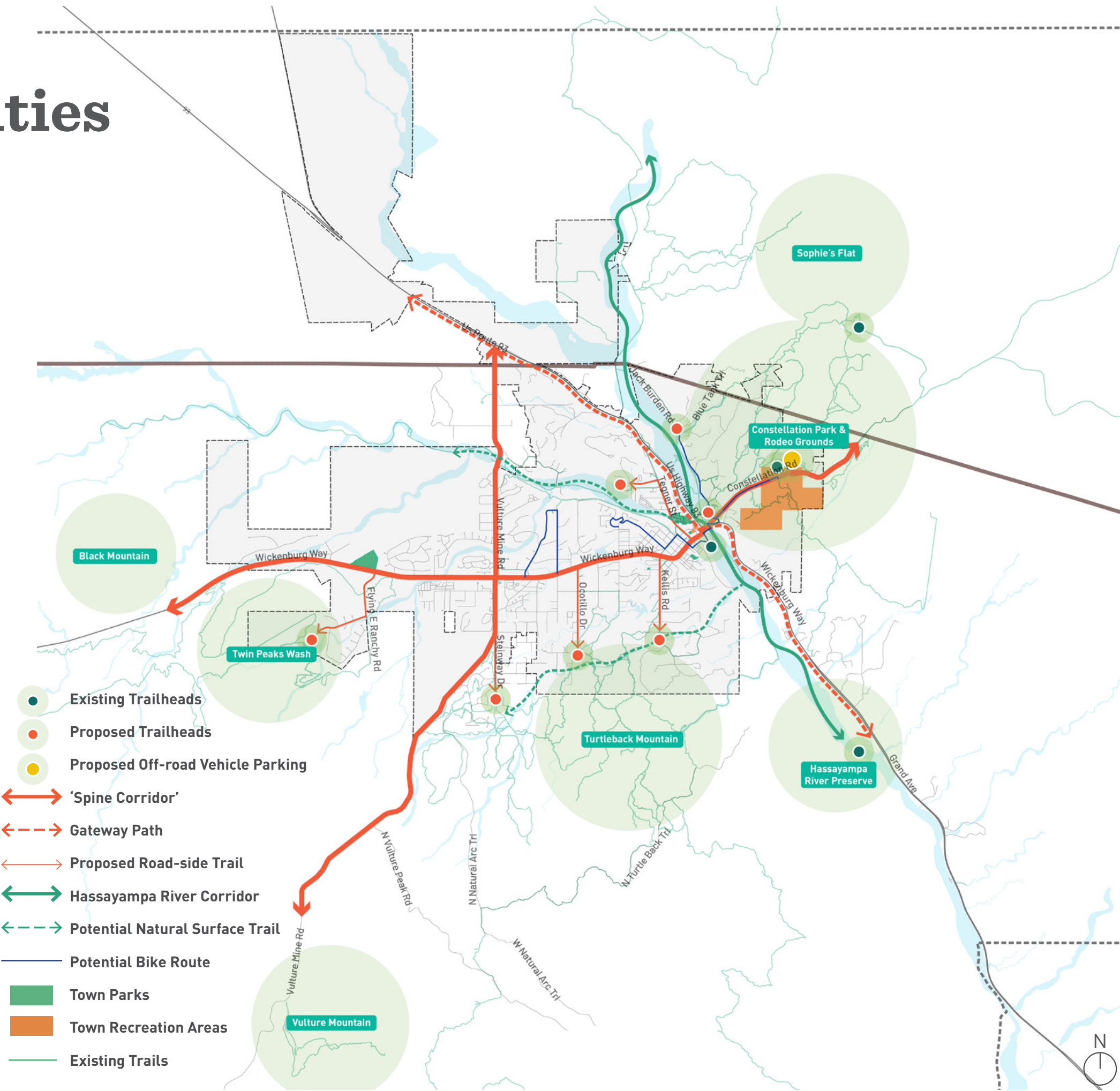
New Path Opportunities

Maricopa Associate of Governments’ (MAG) Active Transportation program provides resources to member agencies for the improvement and construction of sidewalks, bikeways, off-street paths, and improved access to ransit, with the goal of making high-quality active transportation modes safe and accessible throughout our region. We present the implementation plan for new paths, enabling the Town of Wickenburg to apply for grant funding to build a town-wide path system.

The following cost summary is to construct eight (8’) foot-wide concrete paths with directional signage along the various roadways. The cost summary does not include land acquisition or path easement negotiation.

COST SUMMARY *		
1	WICKENBURG WAY (LOS ALTOS - US 60)	\$900,000
2	VULTURE MINE ROAD (WICKENBURG WAY - US 93)	\$850,000
3	VULTURE MINE ROAD (WICKENBURG WAY - DUFFY RD)	\$420,000
4	US 60 / GRAND AVENUE (WICKENBURG WAY - 296TH AVE)	\$1,800,000
5	US 93 (WICKENBURG WAY - WICKENBURG RANCH)	\$3,850,000
TOTAL NEW PATHS		\$7,820,000

*Note: The cost summary is not included in the Capital Improvement Program (CIP) budget but is expected to be integrated with the road improvement projects.



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September 2024

