



HERRON PLAYGROUND POOL

Philadelphia, Pennsylvania
City of Philadelphia Department of Recreation
ROBERT W. CRAWFORD, Commissioner

what is a master plan

for parks and recreation?

WHAT IS A MASTER PLAN? WHY IS IT NEEDED? WHAT DOES IT INCLUDE? HOW MUCH DOES IT COST?
WHAT SHOULD BE DONE TOWARD DEVELOPING A MASTER PLAN? HOW CAN IT EFFECTIVELY BE USED?

what is a master plan for parks and recreation?

A Master Plan is the determination of the essential recreation needs of the people in a community—who they are, where they live, what they want.

To assure adequacy of the Master Plan, this determination can be made only through a comprehensive study of population distribution and of trends, housing conditions, delinquency, neighborhood patterns, transportation, traffic hazards, industrial growth, schools, private recreation agencies, commercial recreation facilities, finances, other sociological data as these factors affect recreation.

Based on careful analysis of the sociological finds, the Master Plan is:

- A guide to the orderly development of existing areas;
- A guide to the selection and development of new areas and facilities to meet existing and future needs;
- A guide for a comprehensive program to serve all age groups, all hours of the day, all seasons of the year—indoor and outdoor;
- A guide to assure the maximum functional use of each recreation area and facility;
- A practical plan for immediate and long-range action with respect to program, areas, facilities and finances.

why is it needed?

Some specific reasons why a Master Plan is needed are:

- To assure maximum benefit for each dollar spent for administration, personnel, program activities and construction;
- To avoid unrelated planning by unqualified groups;
- To acquaint the people with the program and with the need for additional services, areas and facilities;
- To avoid duplication and overlapping of services, areas and facilities;
- To facilitate preparation of construction plans and assure their adequacy;
- To expedite action on construction when labor, materials and funds are available;
- To make certain that each development is a component part of an over-all integrated plan;
- To serve as a guide for zoning appropriate sites for parks, parkways and recreation areas;
- To attract and hold industry and the workers with skills needed to maintain it, through Master Plan publicity.

what does it include?

A Master Plan includes:

- Introduction, scope of the study;
- Review of the procedure followed in preparing the Plan;
- Inventory of existing recreation areas and facilities—public, private and commercial;
- Recommended standards for parks, playfields, playgrounds, playlots, community centers, athletic fields;
- Comparison of existing areas and facilities with recommended national standards;
- Specific detailed recommendations for the development of existing and proposed areas and facilities to adequately meet present and future recreation needs;
- Appraisal of the existing program with respect to administration, personnel, activities and finances;
- Recommended standards for administration, personnel, program activities and finances;
- Recommended plan for securing adequate finances;
- Evaluation of existing program as compared with recommended standards of administration and operation;
- Specific detailed recommendations for improving the administration, operation and program activities to provide most effectively for the interests and need of all groups;
- Maps of the city showing population composition, distribution, density and trends;
- Maps of physical barriers as they affect the recreation areas, facilities and program;
- Maps indicating location of residences of juvenile delinquents;
- Map of city showing correct location of city-owned areas, used for public recreation, or having potential recreation value;
- Map of neighborhood patterns;
- Development and layout plans for existing and proposed areas showing exact location and functional design of essential facilities needed;
- Graphs, charts, photographs;
- A development program listed in order of priority;
- Estimated cost of proposed facilities and funds needed for each development phase.

how much does it cost?

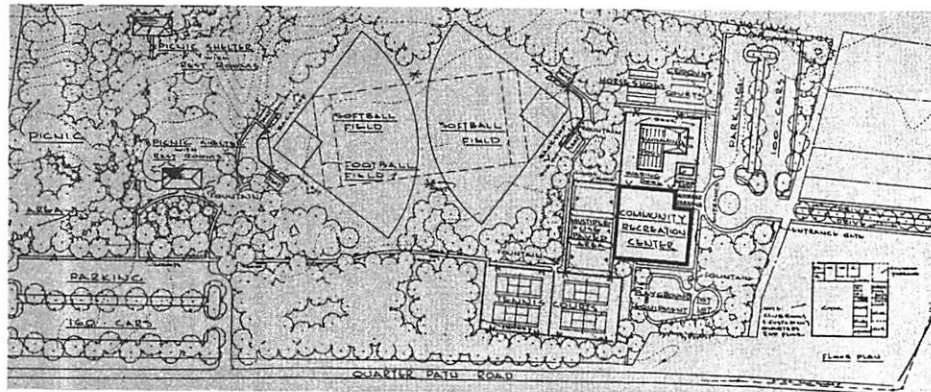
- The service of the Consultants are performed on a fee basis. Amount of the fee necessarily depends on the size of the city or county, the population, the number of individual areas to be planned, and other related factors.
- The Consultants will furnish printing advice at a fixed daily rate or will include the entire printing cost in the Master Plan fee.

what should be done toward developing a master plan?

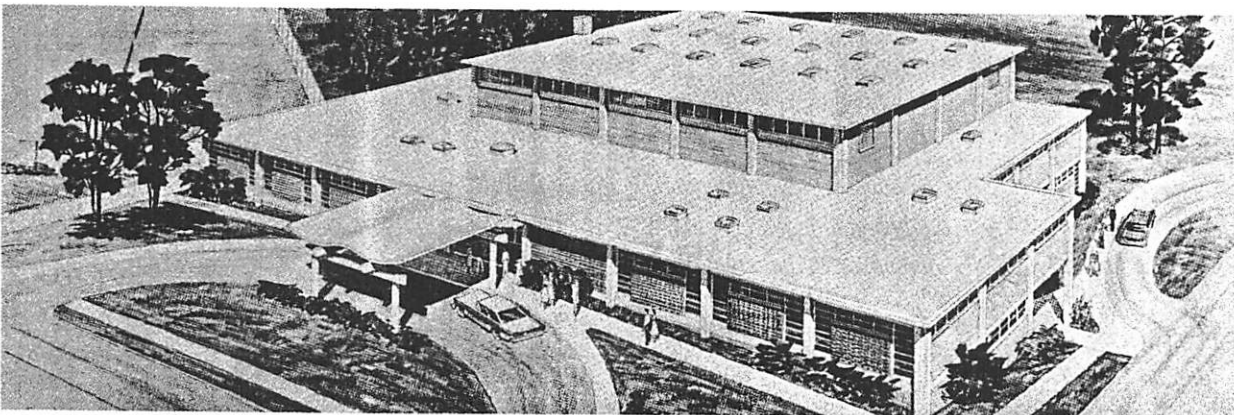
Here is recommended procedure for developing a Master Plan:

- Appointment of the City or County Commission's "Committee on Recreation" composed of individuals whose influence and authority will be helpful in compiling needed data and in achieving public support for execution of the Master Plan.
- The membership of this committee should represent the City or County government, Civic Clubs, industry, churches, schools, private agencies and the public at large.
- The membership must be carefully selected and the representatives fully committed to the aggressive prosecution of the Master Plan.
- The planning consultants will organize, direct and carry out the preparation of the Master Plan in cooperation with the committee.
- The completed Master Plan will be reviewed and approved by the committee for presentation to the City or County Commission.

A Master Plan includes Site Layout Plans, one copy of each site plan being rendered in color in a 24"x36" size and other copies in black and white. The plan shown here is of Quarter Path Park, Williamsburg, Virginia.



Architectural perspectives of recreation buildings are included in Master Plan Reports if requested. The one illustrated here is of the Robertson Memorial Y.M.C.A., Canton, North Carolina.



how can it effectively be used?

Here are ways in which the Master Plan may be used to accomplish its objective:

- The Master Plan and each major recommendation should become the subject of feature stories for local and state newspapers.
- The Master Plan can be the subject of discussion at Civic Club meetings.
- The Master Plan can be the subject of English themes by elementary and high school students.
- Maps and layout plans of individual areas can be reproduced on 35mm color slides for illustrated presentations.
- Appropriate sections of the Master Plan in color can be exhibited at strategic public locations, such as store windows, theatre and hotel lobbies.
- A scale model of key areas prepared as a school project can be exhibited at these same locations.
- The Master Plan can provide source material for special radio and panel programs.
- Adequate publicity should be given to the accomplishment of each objective of the plan to assure continuing public interest.
- The Master Plan will provide extensive material for use by the Department of Recreation in all public relations activities.
- Copies of the Master Plan should be widely distributed to all interested agencies and individuals to engender support for its effectuation.
- The Master Plan can be presented to the City or County Planning Commission as the approved official guide for the recreation development and expansion program.
- Copies of the Master Plan can be used extensively by the Chamber of Commerce to publicize the city and its excellent community living.



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