

# MARY FRANCES KEISLING MASTER PLAN PARK

651 Gomez Rd. El Paso, TX 79932





# PROJECT TEAM

## Client Team

City of El Paso



## Consultant Team

Asakura Robinson  
Planning + Landscape Architecture  
Houston, TX



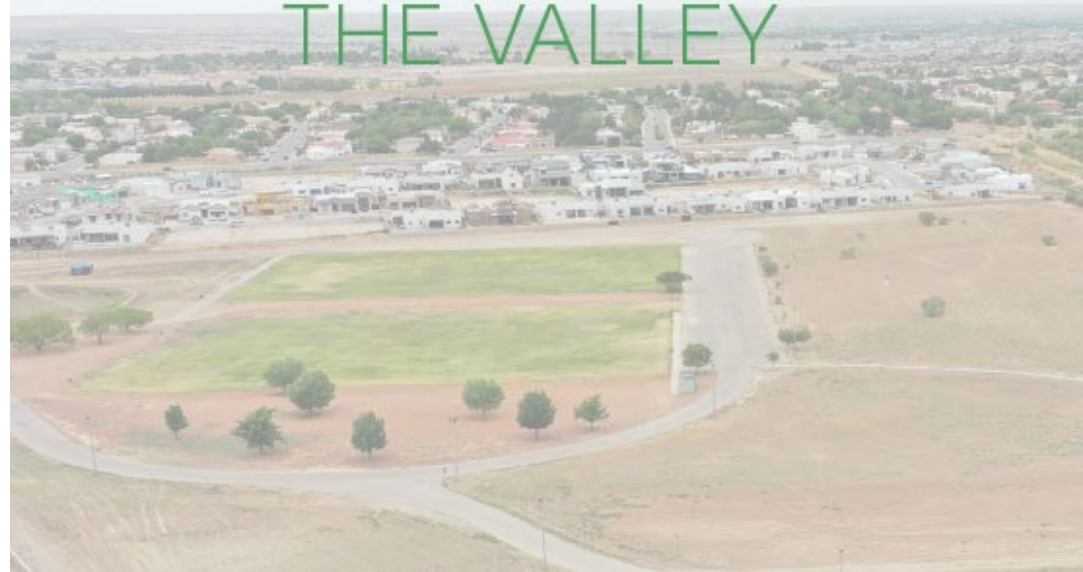
## Cost Estimating

Vermeulens  
San Antonio, TX

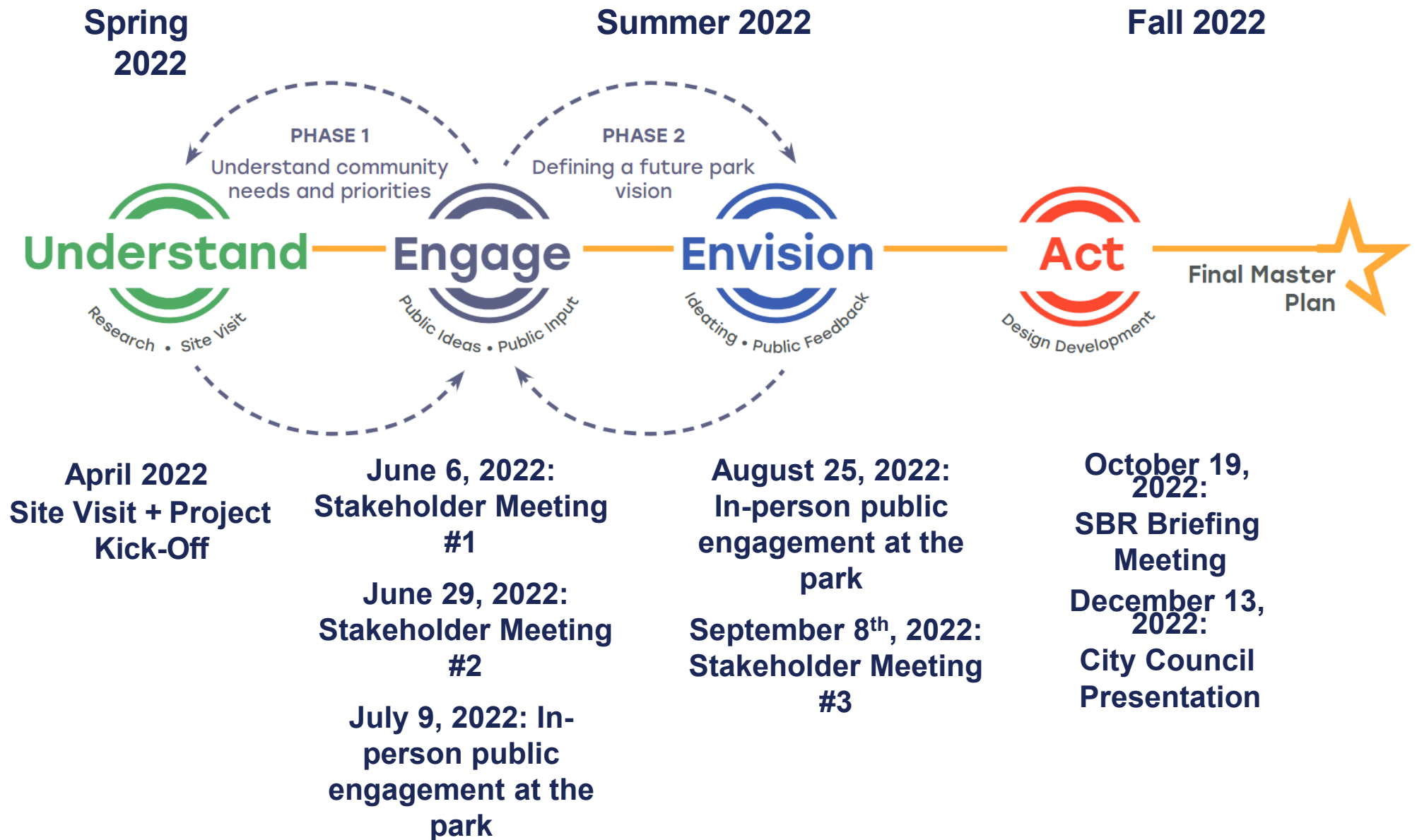


# MARY FRANCES KEISLING PARK

## A COMMUNITY PARK IN THE VALLEY



# PROJECT OVERVIEW



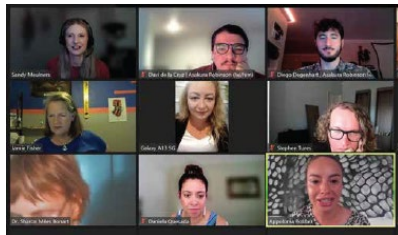
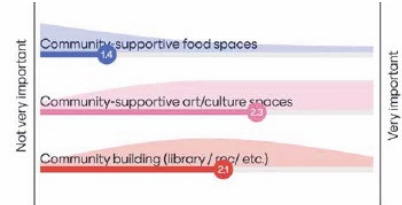
# PHASE 1 COMMUNITY ENGAGEMENT EVENTS

## Timelin

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### STAKEHOLDER MEETINGS



### ONLINE ENGAGEMENT



### IN-PERSON ENGAGEMENT



### PROJECT GOALS:

- CULTIVATE & INSPIRE**  
History & Education
- ACTIVATE & INVIGORATE**  
Modern Amenities
- FLOW & CONNECT**  
Connectivity
- WELLNESS**  
Health & Activity Focused

**800+**

- 500+** VOTES ACROSS ENGAGEMENT PROMPTS
- 150+** ONLINE MAP COMMENTS
- 25+** FEEDBACK FORMS

**JOIN US!**

**MARY FRANCES KEISLING PARK MASTER PLAN**

**COMMUNITY OUTREACH IN THE PARK**

**SATURDAY JULY 9TH**  
10AM TO 12PM

OUTSIDE AT MARY FRANCES KEISLING PARK!  
COME SHARE YOUR THOUGHTS ON THE PARK MASTER PLAN! ENJOY SNACKS, BEVERAGES, AND FAMILY-FRIENDLY MASTER PLAN INPUT ACTIVITIES!

SCAN THIS QR CODE FOR THE ONLINE PARK SURVEY, THE ONLINE MAPPING TOOL, AND MORE PROJECT INFORMATION!

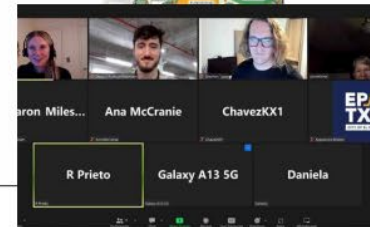
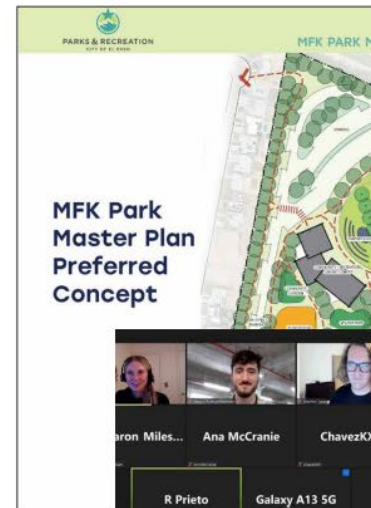
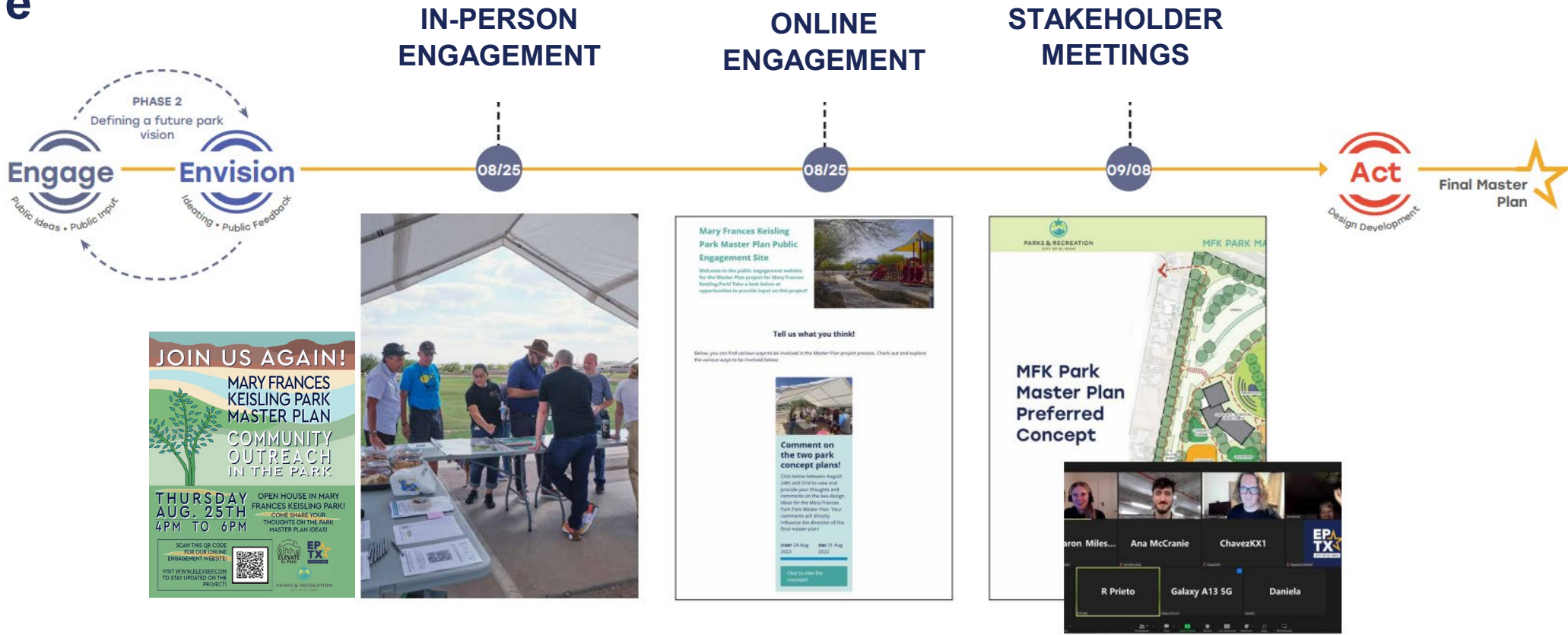
EP TX  
ELEVATE EL PASO  
PARKS & RECREATION  
CITY OF EL PASO



# PHASE 2 COMMUNITY ENGAGEMENT EVENTS

## Timelin

e



**500+**  
POINTS OF SPECIFIC  
FEEDBACK

**400+**  
VOTES ACROSS  
ENGAGEMENT PROMPTS

**120+**  
ONLINE CONCEPT  
COMMENTS

**25+**  
CONCEPT  
FEEDBACK SURVEYS

# OVERALL COMMUNITY ENGAGEMENT RESULTS



3,000+



1,300+

COMMUNITY MEMBERS CONTACTED

POINTS OF FEEDBACK

Including

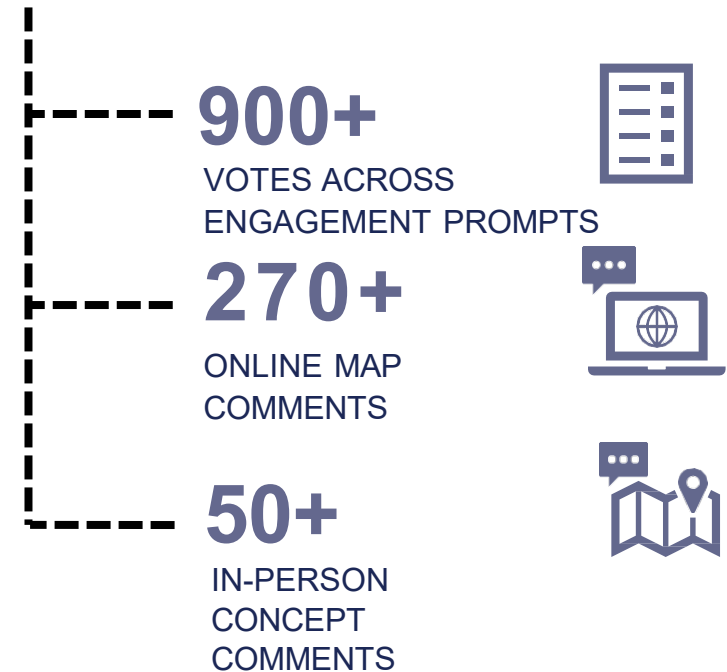


ONLINE INTERACTIONS

IN-PERSON CONTACTS

## KEY TAKEAWAYS

- Feedback uncovered action items central to improving MFK's contributions to its community:
  - **Cultivate & Inspire**
  - **Activate & Invigorate**
  - **Flow & Connect**
  - **Overall Wellness**
- MFK users were very active online and provided much feedback, demonstrating strong enthusiasm for the project
- Users seek a park that serves as more than a trail entrance, providing amenities for community gathering and improved recreation opportunities
- Nearby residents emphasize protection of the iconic views



# SUMMARY: COMMUNITY ENGAGEMENT EVENTS



## 1. Stakeholder Meeting #1

Neighborhood Group Leaders (June 6, 2022)

## 2. Stakeholder Meeting #2

Community Representatives (June 29, 2022)

## 3. Online survey & mapping activity (June and July 2022)

## 4. Public Engagement #1 Open house at the park

Intercept interviews and tabling in MFK Park (July 9, 2022)

## 5. Public Engagement #2 Open house at the park

Tabling in MFK Park (August 25, 2022)

## 6. Online concept input activity (Late August 2022)

## 7. Stakeholder Meeting #3

Community Representatives (September 08, 2022)





# WHAT WE LEARNED: Community

"WHAT ELEMENTS ARE MOST NEEDED IN THIS PARK?"



Shade Structures



Restrooms



Spaces for Sports

"WHAT COMMUNITY OR CULTURAL OPPORTUNITIES DO YOU SEE HAPPENING IN THIS PARK?"



Social Event Spaces



Farmer's Market



Performance Area

"WHAT RECREATION OPPORTUNITIES DO YOU SEE HAPPENING IN THIS PARK?"



Sport Courts



Dog Park



Soft Surface Trails

"WHAT PLAY OPPORTUNITIES DO YOU SEE HAPPENING IN THIS PARK?"



Water/Splash Play



Nature Play



Accessible Play



**CONCEPT 1**  
**MARY FRANCES KEISLING PARK MASTER PLAN**

Instructions: Answer the questions with your thoughts on these changes to the park

General: What are your favorite parts of the park? <i>All the things</i>	General: What are things that you don't like to see? <i>More sports court</i>
Community/Neighborhood: How do you think the facility best serves your community? <i>Library / fitness studio</i>	Fee Free (FF): How would you like to see this facility change in the park, even without paying to watch with the family? <i>Family activities</i>
Play: How do you think the park should be used? <i>Passive space</i>	Comments: Leave any additional comments in this section, thank you for your feedback!
Openness: Do the perimeter and site plan best address how you would like to make through the park? <i>Yes</i>	Accessibility: What are your thoughts on how you would like to see through the park, including the added physical barrier between the community building and the park? <i>16' x 12'</i>

**PARK MASTER PLAN**  
What recreation opportunities do you see happening in this park? Please check any you see.

<input checked="" type="checkbox"/> Sport Courts	<input checked="" type="checkbox"/> Sports Field	<input checked="" type="checkbox"/> Sand play area
<input checked="" type="checkbox"/> Softball	<input checked="" type="checkbox"/> Soft surface trails	<input checked="" type="checkbox"/> Dog park area
<input checked="" type="checkbox"/> Soccer / Little league	<input checked="" type="checkbox"/> Open area for cycling trails	<input checked="" type="checkbox"/> Dog park
<input checked="" type="checkbox"/> Adult fitness equipment	What other recreation ideas do you have? Use a sticky note and set it out!	

**MARY FRANCES KEISLING PARK MASTER PLAN**  
Which direction do you prefer? Please check all your favorite ideas.



# PARKS IMPROVEMENTS OVERVIEW

Community Park Facilities should include\*:

- Shaded play equipment, multiple age groups,
- Active play areas,
- Shaded picnic areas and pavilion(s),
- Restrooms,
- Trails lighted for evening use,
- Lighted athletic fields,
- Recreation center,
- Off-street parking,
- Lighting for evening use,
- Other facilities including nature trails, dog parks, water play features, swimming pools, amphitheaters, community gardens, skate parks, etc.

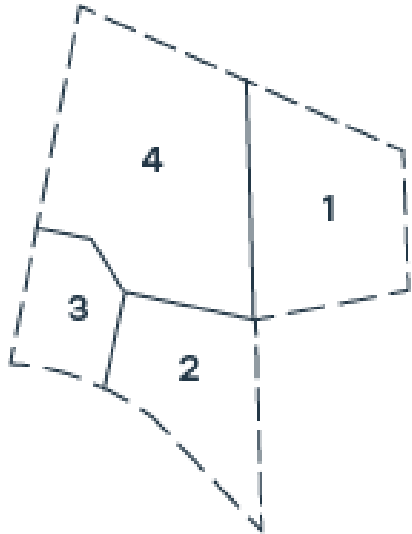
All amenities listed above are needed in Mary Frances Keisling Park to achieve system goals for a community park.

\*per 2014 COEP Park System Master Plan





# OVERVIEW MASTER PLAN CONCEPT





# MASTER PLAN – ZONE 1 EAST AREA



## Legend

- Roadways & Parking Lots
- Dedicated Bike
- Hard Surface Trails
- Soft Surface Trails
- Xeriscaping
- Lawn
- Desert Garden
- Water Retention Areas
- Landscape Garden
- Landscape Buffer Edge
- Area Connections
- Property Line
- Entry Gateway Monument
- Wayfinding Signage





# MASTER PLAN – ZONE 2 SOUTHEAST AREA



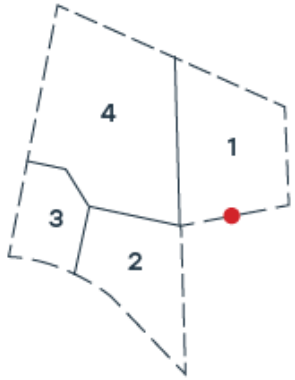
## Legend

- Roadways & Parking Lots 
- Dedicated Bike 
- Hard Surface Trails 
- Soft Surface Trails 
- Xeriscaping 
- Lawn 
- Desert Garden 
- Water Retention Areas 
- Landscape Garden 
- Landscape Buffer Edge 
- Area Connections 
- Property Line 
- Entry Gateway Monument 
- Wayfinding Signage 



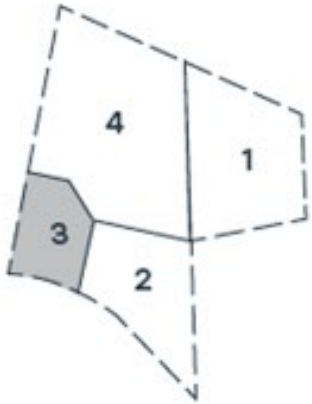


# DESERT GARDEN PERSPECTIVE





# MASTER PLAN – ZONE 3 SOUTHWEST AREA



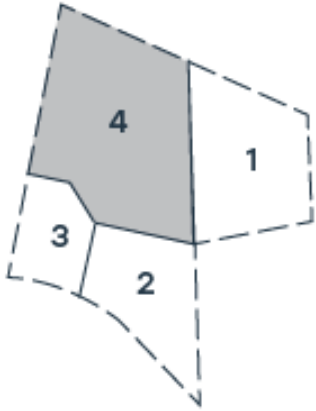
## Legend

- Roadways & Parking Lots
- Dedicated Bike
- Hard Surface Trails
- Soft Surface Trails
- Xeriscaping
- Lawn
- Desert Garden
- Water Retention Areas
- Landscape Garden
- Landscape Buffer Edge
- Area Connections
- Property Line
- Entry Gateway Monument
- Wayfinding Signage





# MASTER PLAN – ZONE 4 WEST AREA



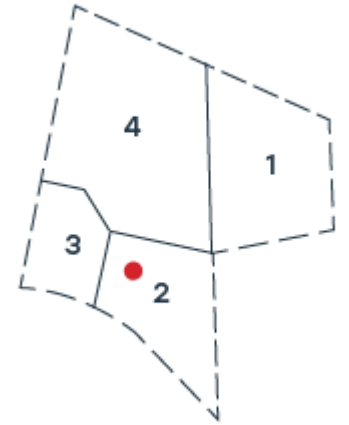
## Legend

- Roadways & Parking Lots
- Dedicated Bike
- Hard Surface Trails
- Soft Surface Trails
- Xeriscaping
- Lawn
- Desert Garden
- Water Retention Areas
- Landscape Garden
- Landscape Buffer Edge
- Area Connections
- Property Line
- Entry Gateway Monument
- Wayfinding Signage





# CHILDREN'S PLAYGROUND PERSPECTIVE





# IMPLEMENTATION PHASING OVER 10 YR ROLLOUT PLAN



## PHASE 1 -

- Dog Park
- Western Roadway
- Pickleball Courts
- Sport Court Restroom Pavilion
- Sport Court Parking Lot
- Large Northern Parking Lot
- Adjacent Vegetation
- Levee Ramp

## PHASE 2 -

- Playground and Spray Park
- Restroom Pavilion
- Picnicing Lawn with Shelters
- Playground Parking Lot
- Main Park Roadway
- Park Entryway
- Desert Garden
- Perimeter Vegetation

## PHASE 3 -

- New Community Building
- Final Segment of Roadway

## PHASE 4 -

- Bike Pump Track and Trailhead
- Bike and Trail Parking Lot
- Desert Garden with Water Storage Areas
- Perimeter Vegetation
- Flex Lawn
- Amphitheater
- Flex Plaza
- Remainder of Sport Court Area

## **STAFF RECOMMENDATION:**

1. That the “Mary Frances Keisling Park Master Plan Report”, as attached hereto, be adopted;
2. That the City Manager, or his designee, be authorized to begin implementation of the “Mary Frances Keisling Park Master Plan Report” in a manner generally consistent with the recommended strategies and policies contained therein and generally consistent with the recommended implementation phases;
3. That the adoption of the “Mary Frances Keisling Master Plan Report” shall not commit the City of El Paso to specific funding levels or implementation strategies but shall provide guidance for the City’s vision for the enhancement of the park.



## MISSION



Deliver exceptional services to support a high quality of life and place for our community

## VISION



Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government



## VALUES

Integrity, **R**espect, **E**xcellence,  
**A**ccountability, **P**eople