

Exhibit "A"

GENE & LORETTA RUSSELL PARK

Master Plan Site Study for City of Baytown





IN ASSOCIATION WITH

CITY OF BAYTOWN

Stephen DonCarlos, Mayor
Richard L. Davis, City Manager

City Council Members

Laura Alvarado, District 1
Chris Presley, District 2
Charles R. Johnson, District 3
Terry Sain, District 4
Robert C. Hoskins, District 5
David McCartney, District 6

Parks and Recreation Advisory Board

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Carmen Torres
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Parks and Recreation Department

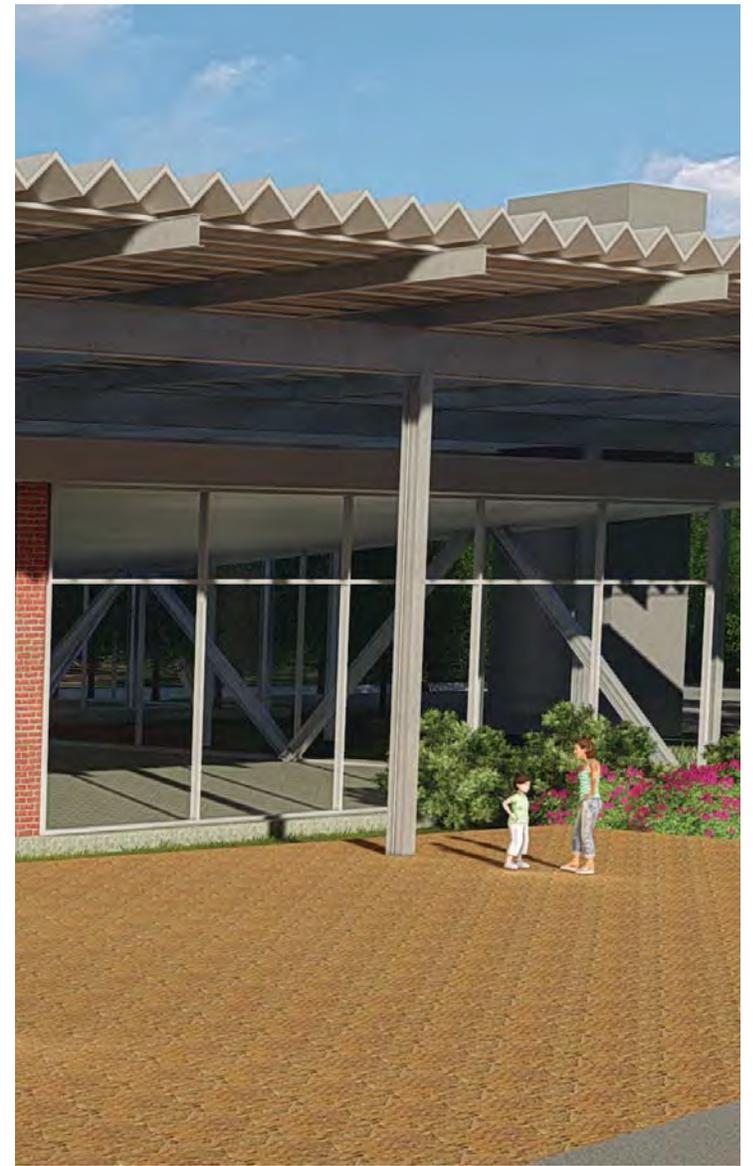
Scott Johnson, Director Parks & Recreation
Dustin Schubert, Park Superintendent
Clifford Hatch, Recreation Superintendent

DONORS & PARK NAMESAKE

Gene Russell
Loretta Russell

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INTRODUCTION

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Executive Summary

Gene and Loretta Russell Park

City of Baytown, Texas

This Master Plan for the Gene and Loretta Russell Park represents an intensive effort to plan for and create a phased development approach that includes preliminary opinion of probable costs. The City of Baytown's Parks and Recreation Department and Donors Gene and Loretta Russell have been the guiding force of this project with the intention of developing a multi-purpose, family oriented park.

The design goal is to create connections between people and the places they share. It is the goal of the stakeholders that the park be beautiful and welcoming, self sustaining, leading to increased innovation, education, cultural diversity, and civic engagement.

Goose Creek ISD officials, 911 Center Staff, representative of the Baytown Youth Fair and Livestock, and surrounding neighborhoods provided valuable input during both formal and impromptu meetings where they shared their opinions about their future park needs and desires. Guidance has also been provided by City Staff and Council, City Manager, City Council, and Park Board members.



Conceptual Master Plan based on preliminary program elements.



Design Team Charrette 6/2017.



Concept Review with Parks & Recreation 7/2017.



Equestrian Recreation Rendering



Family Recreation Rendering



Active Recreation Rendering



Illustrative Master Plan

The Gene and Loretta Russell Story

When we think about the idea of *community*, we generally think of a group of people living in the same place or having particular characteristics in common. Sometimes we perceive and describe a feeling of fellowship with others as a result of shared attributes, attitudes, interests, and goals. Regardless of community type, singular figures exist within the larger context who have the will, means, and motivation to manifest our highest values, individuals who inspire and are ambassadors for something of lasting value.

Such people often take the form of gracious humanitarians. In the case of Baytown, the community is blessed by a couple who see other families and children as their own and have acted in a spirit of generosity toward everyone, the whole, the *community*. They are generous with their time, their energy and their resources, and their specific legacy will become the lasting imprint of their generosity – the gift of place, a special space which can and will provide the opportunity to foster community in perpetuity with the commitment of those who follow.

In Baytown, Gene and Loretta Russell are one of the great ambassadors has generosity and love. Their donated financial gift has provided for community park space which brings value to the entire region that roads and other infrastructure simply cannot – a place for any and all to play, be healthy in mind and spirit, and to have fellowship.

The Beginning

The Russells' each came from modest backgrounds on the east end of Houston. Unbeknownst to each other, they attended third grade together in the same elementary school. Their romantic paths crossed years later at the Stephen F. Austin High School and bloomed into a lifetime of joy when they discovered they were meant to spend their lives together.

Gene Russell's earliest connection to the game of baseball began in his youth. Buff Stadium, home of the Houston Buffalos, was a "big deal" and as Gene's father had a job parking cars at the Stadium, Gene became an early member of what was known as the Knot Hole Gang, a group of ballpark kids who would intently peer at the game action through the knot holes of the outfield fence. It was at Buff Stadium he spent many weekend afternoons sitting in the dugout of the stadium, at the knees of baseball legends, taking in the dugout comradery and watching America's favorite pastime.

As Gene grew, his love as a fan transformed to his playing the game at a very high level. He was a player (#9) on University of Houston's 1953 team, the first team from the university to go to the College World Series. Between graduating the University of Houston and entering the Army, Gene took the chance to go to Beaumont and run concessions for a small stadium. After leaving the Army, he further groomed his love of baseball into an early civilian career of managing baseball teams, franchises, and opening stadiums across the country, including a stint managing the renowned Alpine Cowboys in historic Kokernot Field.

After his tenure in the professional baseball world, Gene ventured into real estate development. Originally working in what is now the George Bush Intercontinental Airport vicinity, he bought and sold property, influencing the early development of the

north areas of Houston. Eventually, Gene had the idea of developing along the Interstate 10 corridor east of Houston. It was during his development years working real estate along the corridor where he met now mayor of Baytown and long-time friend, Stephen DonCarlos.

Their friendship and mutual professional respect resulted in a collaborative and visionary concept of what Baytown could be. It was years after they first met that Gene first broached the subject of contributing to park development in the City. After their first attempt fell through, Mayor Don Carlos found the right opportunity and reached out to Gene – and the reality of the Gene and Loretta Russell Park flickered and burst into its first stages of life.

Vision for the Park

Providing partial funding for land acquisition for Gene and Loretta Russell Park is just one way the couple has chosen to give back on the investment made in them by the Baytown community, a community where so much of their personal, professional and community connections live.

The park property itself will be owned by the City of Baytown and will provide a public space for the community to connect, families to gather, children to play, and for young couples to profess their devotion to each other in front of their loved ones. As with any living thing, nourishment and commitment ensure the long-term longevity and health of the space and can ensure a limitless existence. Gene and Loretta's love and commitment to one another, their shared passion for others and the community they embraced throughout life is symbolized in this Park.

Community – shared values, shared commitment, shared love.



Gene & Loretta
Russell Park

6450 E. Wallisville Rd

Parks and Recreation

The City of Baytown offers a wealthy variety of outdoor programmed activities for all ages. The large park system currently includes several aquatics facilities, youth and adult athletics, nature center, wetlands education center, facility rentals and 45 parks. The majority of these amenities are situated to the south of I-10 and future expansion to the north is essential as the City continues to grow.

The Gene and Loretta Russell Park site is situated north of I-10 between Main St. and Wallisville Rd., with great opportunities to provide recreation and program facilities to the growing residential areas. The Park is located just 5 miles from Downtown with connectivity opportunities throughout the existing parks system.



Local Perspective

The City of Baytown has many great amenities that create a live, work, play destination. These quality of life features include:

Recreation

- Pirates Bay Water Park, located south of I-10. This unique park run by the Recreation Department, creates a seasonal attraction for locals and visitors alike.
- Lee College Sports Complex & Arena, is the home of the Runnin Rebels Men's Basketball Team and the Lady Rebels Women's Volleyball Team
- Royal Purple Raceway, Houston's only major motorsports venue
- Thompson's Bait Camp, Boat launch, fish cleaning station, tackle, bait
- Numerous City parks feature combinations of picnic area, playgrounds, basketball, football and soccer fields, and tennis courts, jogging/walking trails with exercise stations, and barbecue areas.

Culture/Entertainment

- Bicentennial Park, 13 acre park features the Veterans Memorial Plaza and Fireman's Memorial
- Republic of Texas Plaza, living history museum featuring restored homes and the 1894 one-room school from the local rice farming era
- Art Center of Baytown, Located in the ACE District of Baytown, the gallery features works of art created by local artists
- Baytown Symphony Orchestra

Education

- Goose Creek Memorial High School is located just .4 miles from the proposed park site.
- Lee College

Public Safety and Communications

- 911 Center, A new dispatch facility features up-to-date mapping, call routing and area tracking equipment.

Transportation

- I-10 corridor connects Baytown directly to major cities and amenities within the region.

Community

- Baytown Youth Fair and Livestock, located at the corner of the park site with available future connections to the park.



Regional Perspective

Problem Seeking Method

	GOALS	FACTS	CONCEPTS	NEEDS
FUNCTION People Activities Relationships	<ul style="list-style-type: none"> • Connect to the local community and the school system. • Align with the Baytown Parks and Recreation Master Plan. • Incorporate health and wellness opportunities and design elements in the design. • Incorporate Educational Elements in the design. • Expand recreation opportunities, especially for youth. 	<ul style="list-style-type: none"> • Located north of downtown with access to I-10. • The site must be a safe, accessible environment that is ADA compliant. 	<ul style="list-style-type: none"> • Consider a native coastal prairie restoration areas throughout design • Consider a large open space with pavilion/ amphitheater for event gathering and multi-use pick up games. • Consider an educational component throughout the entire park design with baseball, nature, health, and hydrology. • Consider an events/community center for multi-use rental space 	<ul style="list-style-type: none"> • Recreation of all types in the Northside of Baytown • Drainage Solutions for existing and proposed amenities • Multi Access roads for circulation
FORM Site Environment Quality	<ul style="list-style-type: none"> • Provide inspirational and contemplative spaces with opportunities to celebrate nature and the human spirit of the people of Baytown. • Compliment existing City graphic standard through graphics and wayfinding. • Encourage sustainable life-cycle environmental design. 	<ul style="list-style-type: none"> • The site is outside of the Flood Zones. 	<ul style="list-style-type: none"> • Consider paving featuring animal tracks. • Consider local materials where possible. • Signage should Integrate materials, language and architecture of • Consider habitats for animals. 	<ul style="list-style-type: none"> • Provide natural and artificial shade. • Create safety and security through edges, sight lines, and visibility. • Provide Storm Water Mitigation through Low Impact Development strategies.
ECONOMY Budgets Operating Costs Lifecycle Costs	<ul style="list-style-type: none"> • Create a self-sustaining program site through programmatic design. • Create a Master Plan that can be phased over time as budgeted funds are available. • Establish low-cost maintenance features in the design. 	<ul style="list-style-type: none"> • Energy efficient lighting is essential parameter. • Funding 	<ul style="list-style-type: none"> • Consider native and drought tolerant plant materials to lower operational and maintenance cost. • Consider Events Rental Spaces 	<ul style="list-style-type: none"> • Identify funding mechanisms for park amenities
TIME Past Present Future	<ul style="list-style-type: none"> • Incorporate Cultural, Historical and Social characteristics including artistic influences, traditions, and significant ecological features for generations to come. 	<ul style="list-style-type: none"> • The project may be multi-phased. • The first phase will be implemented in 2018. 	<ul style="list-style-type: none"> • Consider Baseball historic timeline 	<ul style="list-style-type: none"> • A Master Plan with probable costs by phase of development.

Problem Statement

FUNCTION

- Consider a range of educational as well as recreational space that have the potential to teach and inform.
- Since the park supports visitors of all ages and abilities; the design and resulting environment must be secure, safe and accessible.
- Connect to the local community and the school system.
- Incorporate health and wellness opportunities and design elements in the design.
- Expand recreation opportunities, especially for youth.

FORM

- Since the project should be inspirational with places to talk, think and dream; the proposed design should include active and passive spaces
- Incorporate hands-on Educational Elements in the design.
- Provide inspirational and contemplative spaces with opportunities to celebrate nature
- Create a unique park with significant features and refined facilities

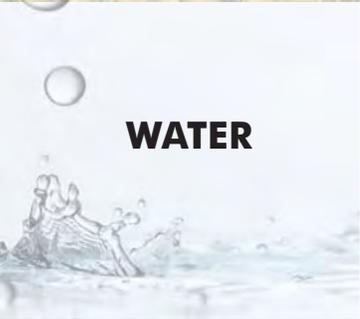
ECONOMY

- Since the master plan will set the tone for future development; identify a first phase project that provides immediate impact and excitement for the community.
- Encourage sustainable life-cycle environmental design.
- Create a self-sustaining amenities through programmatic design.
- Establish low-cost maintenance features in the design.

TIME

- Create a Master Plan that can be phased over time as budgeted funds are available.
- Since the project will be implemented over time; the master plan will provide opportunities to implement in phases.
- Align with the Baytown Parks and Recreation Master Plan.

Sustainability Initiatives

ISSUES	AREA OF FOCUS	REPRESENTATIVE STRATEGIES
 <p>STEWARDSHIP</p>	<p>Education</p> <p>Regional Economics</p>	<p>On-site naturalist and educational programs + Volunteer restoration program + Education and outreach for residents and guests on sustainable use of resources + Partnerships with institutions of higher learning for research</p> <p>Generate living wage jobs + Create partnership with institutions of higher education and workforce training organizations</p>
 <p>ENERGY</p>	<p>Reduce Demand</p> <p>Renewable Production</p>	<p>Utilize passive heating and cooling + Low-energy appliances + Natural Daylight + Efficient Lighting + High-efficiency climate control + Tree canopy requirements</p> <p>Biomass energy production + Solar power (PV) Micro Hydro Power + Wind Turbine + Geothermal HVAC systems</p>
 <p>WATER</p>	<p>Reduce Demand</p> <p>Protect Quality</p>	<p>Selection of native drought-tolerant plants + High-efficiency irrigation with recycled water + High efficiency equipment + Rainwater Collection</p> <p>Bio-filtration systems + Pervious paving systems</p>
 <p>HABITAT</p>	<p>Diversity</p> <p>Reduce Footprint</p>	<p>Encourage biological diversity through habitat restoration and regeneration + Facilitate stewardship of this diversity through education.</p> <p>Protect streams and wetlands + Cluster development to minimize development footprint + Smaller building footprints + Low-impact road and infrastructure design</p>
 <p>COMMUNITY</p> <p><i>Family Recreation</i></p>	<p>Character + Place</p> <p>Vitality</p>	<p>Unique vernacular architecture + Campus Community + Indigenous materials</p> <p>Cluster density and activity at core + Trails and common areas to serve as focal points for interaction + Outreach and program support for interactive activities + Provide for inter parcel pedestrian and vehicular connections</p>

Stakeholder Involvement

Stakeholder engagement is a critical component of successful public planning projects. The master planning effort required extensive listening and engagement of the park namesakes, Gene and Loretta Russell, City of Baytown Parks and Recreation Director Scott Johnson, and City of Baytown Parks and Recreation Superintendent Dustin Schubert.

Through the process of other expanded stakeholder engagement, feedback regarding project goals and community values were essential in establishing parameters for the project design and development. The intent of the project design is to align the project with overall community development goals and needs, in order to maximize the public benefit.

Residential Input

The Springfield Subdivision Homeowner's Association was engaged in an online survey assessing regular recreation activities of the residents as well as their desire for recreation amenities at the proposed park. One hundred thirty-seven (137) residents participated in the online survey for the project, with the majority of respondents representing households of adults with young children.

When asked which types of recreation activities household members regularly participate; swimming, walking, fishing and biking were named as some of the more popular activities. When asked to prioritize amenities for a new park facility, the top three priorities were splash pad (78.9%), picnic areas (75.2%) and off-street hiking (69.9%).

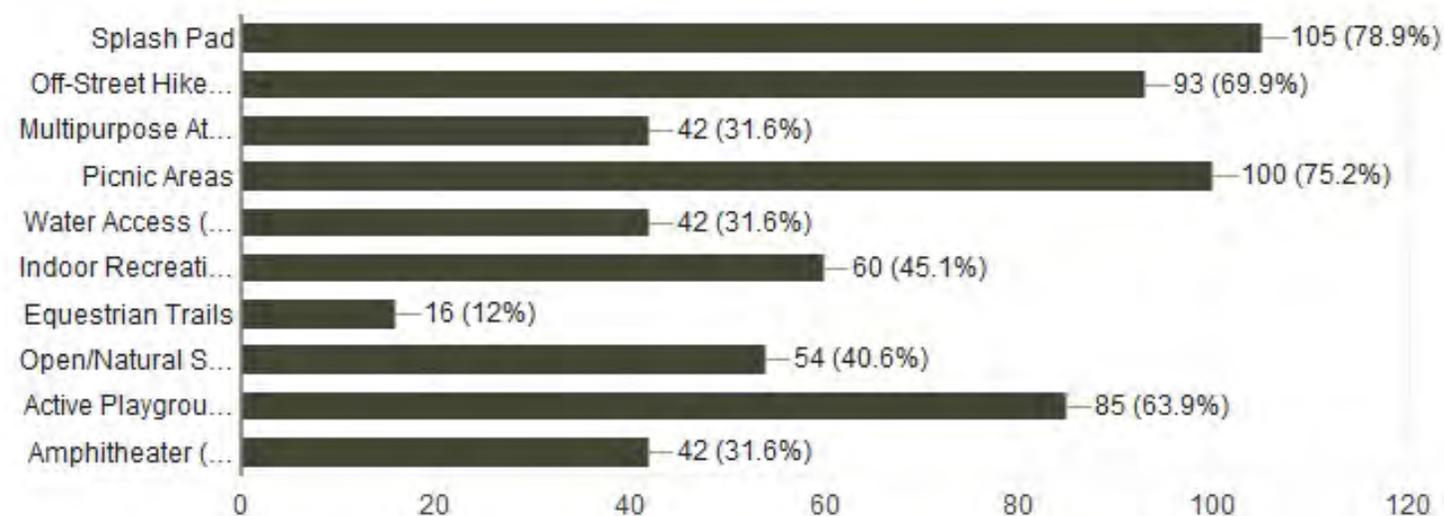
Community Stakeholders

A meeting was held in June 2017, with representatives of Baytown's 911 Emergency Services Center, Baytown Youth Fair and Livestock Association, and Goose Creek Memorial High School. Each of the representatives were enthusiastic about their ability to participate in providing feedback regarding the new park facility. Suggestions were made regarding site wayfinding signage to ensure park traffic is appropriately directed to the park, site access along Main Street, the addition of equestrian trails as well as basketball, tennis and trail opportunities.

The High School representatives identified opportunities for sidewalk connections along Wallisville Road to connect the school and neighborhood to the park facility. It was determined if there were pedestrian access, the school cross country and outdoor adventures classes could utilize the park for training and classroom activities. The group was highly supportive of a community building for events and activities and suggested the park have wireless internet access and a dog park for area residents. Safety was a top concern of all stakeholders and suggestions for lighting and site visibility were made to ensure the park remains a safe place to visit.

Which of the following are priorities for the new park facility?

133 responses



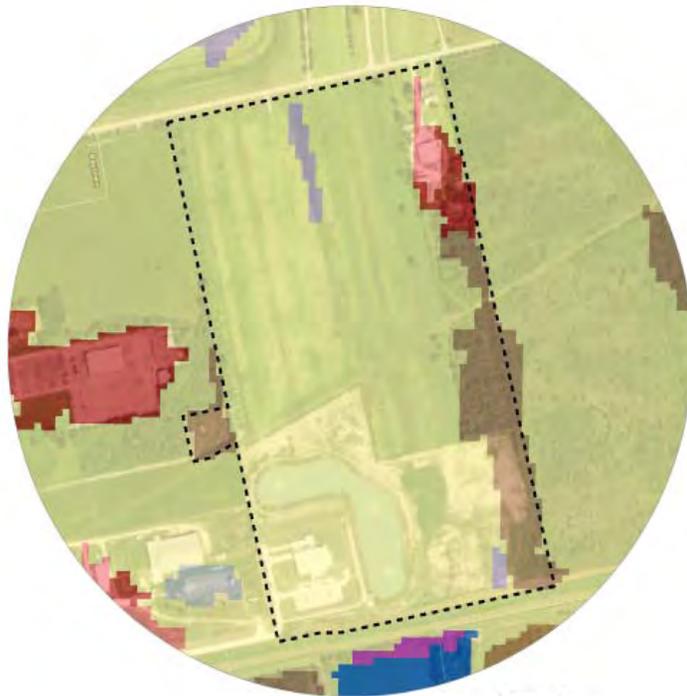


02

MASTER PLAN

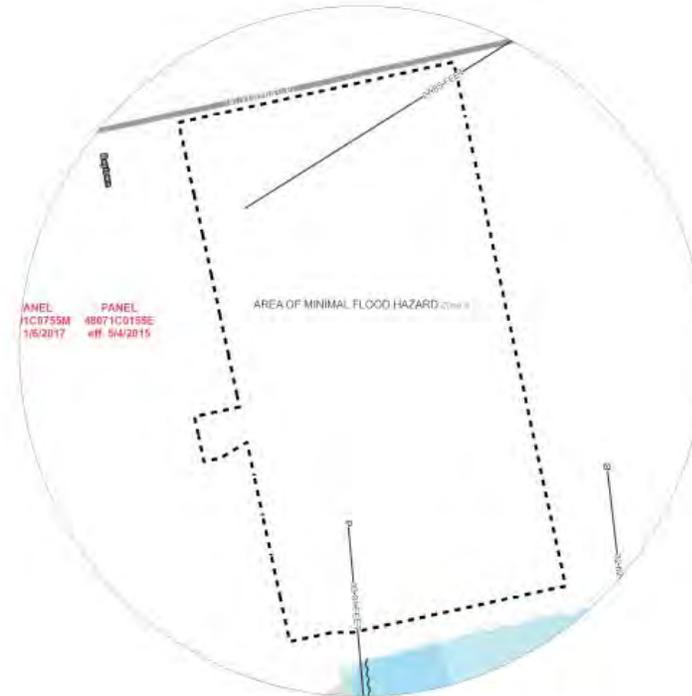
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Ecological Map

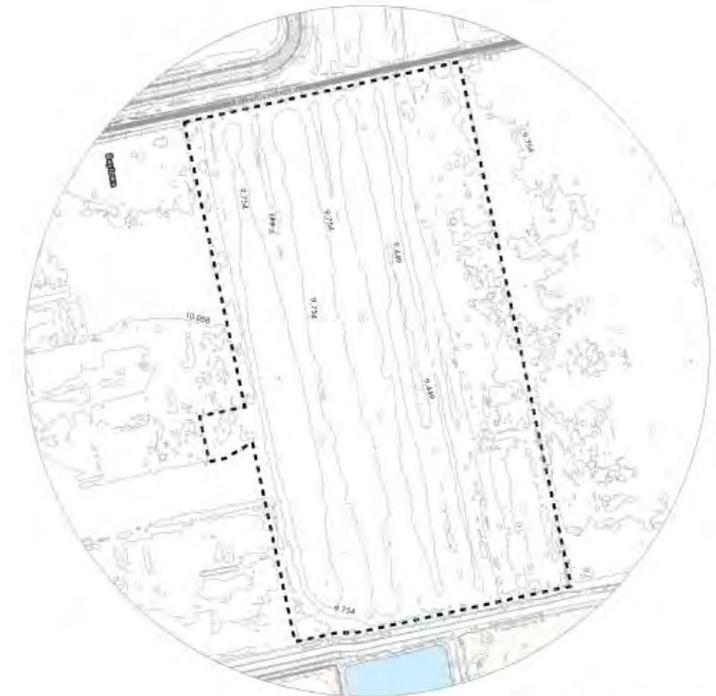


- Legend**
- ParkBndy
 - Chenier Plain: Live Oak Fringe Forest
 - Gulf Coast: Coastal Praires
 - Marsh
 - Barren
 - Open Water
 - Row Crops
 - Non-Native Invasive: Chinese Tallow Forest, Woodland, or Shrubland
 - Urban High Intensity
 - Urban Low Intensity

Flood Map

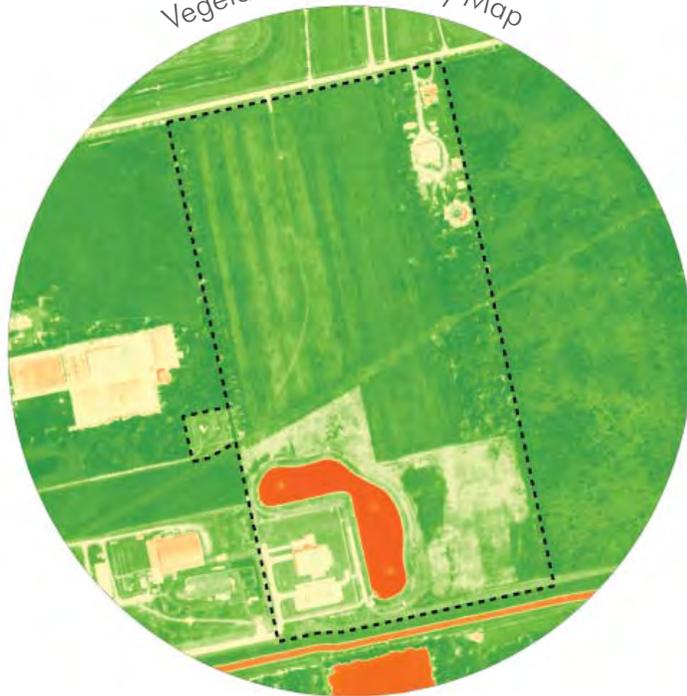


Lidar Contours Map



- Legend**
- LIDAR Contours 1ft
 - ParkBndy

Vegetative Productivity Map



Soils Map



- Legend**
- Soil Map Unit**
- LabA
 - LeaA
 - Circle_Buf5mi

Existing Conditions

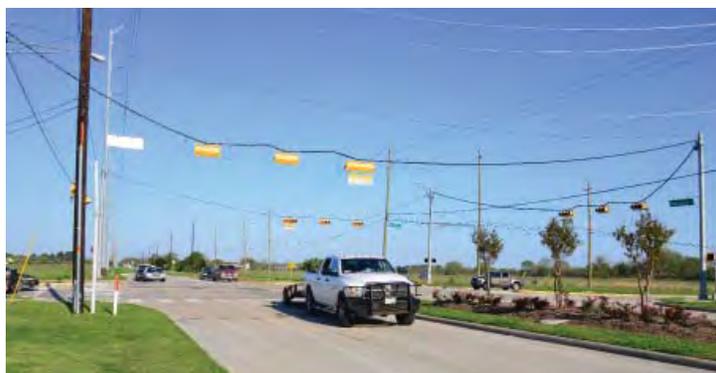
The Gene and Loretta Russell Park property is an approximately 53.4 acre parcel of land within Harris County, situated along Wallisville Road near Main Street. A former grass farm, the operation site is primarily comprised of flat land with a total elevation change of less than one foot with site contours draining from west to east. FEMA Flood Insurance Rate Maps currently display the property as "Zone X", *Area of Minimal Flood Hazard*.

The soils series for the property consists of *League clay, 0 to 1 percent slopes* and *Labelle clay loam, 0 to 1 percent slopes*. The lower, southwest corner of the property has been recently developed into the City of Baytown Public Safety Communications Center, and includes the structure, parking and required stormwater detention.

Existing Conditions

Preliminary site inspections and evaluation included consideration of existing soil conditions and prior use history of the property as a grass farm. Proximity to GCISD high school facility was noted along with adjacency of the 911 and Emergency Services Center; also the Center's current detention device found immediately to the east. Existing trees were limited to the industry donated trees planted throughout the site April 1, 2016. More than 50% of the trees were found to be in some form of distress due to soil conditions and possible girdling-circling rootstock from being rootbound in planting pots or medium.

Ethylene and Feed Stock pipelines were found crossing the property from west to east and located immediately north of the detention pond.



Site Opportunity Analysis

This analysis shows a broader look of the park within its surrounding neighborhood. Consideration was given to overall pedestrian and vehicular connectivity opportunities to the park, drainage patterns, flood zones, and way finding, among others. The Main Street entry opportunities will be of high importance to create access to the park site. The existing tower access easement is one possibility to allow for easement expansion for roadway improvements to connect to the park. This new road would also help activate the existing parcel for future supportive retail for the neighborhood.

Site Conditions

Site:

- Flat with little drainage
- Pipeline easement
- Parcel Disconnect
- Neighboring Drainage canal
- Neighboring Flood Plain

Connectivity:

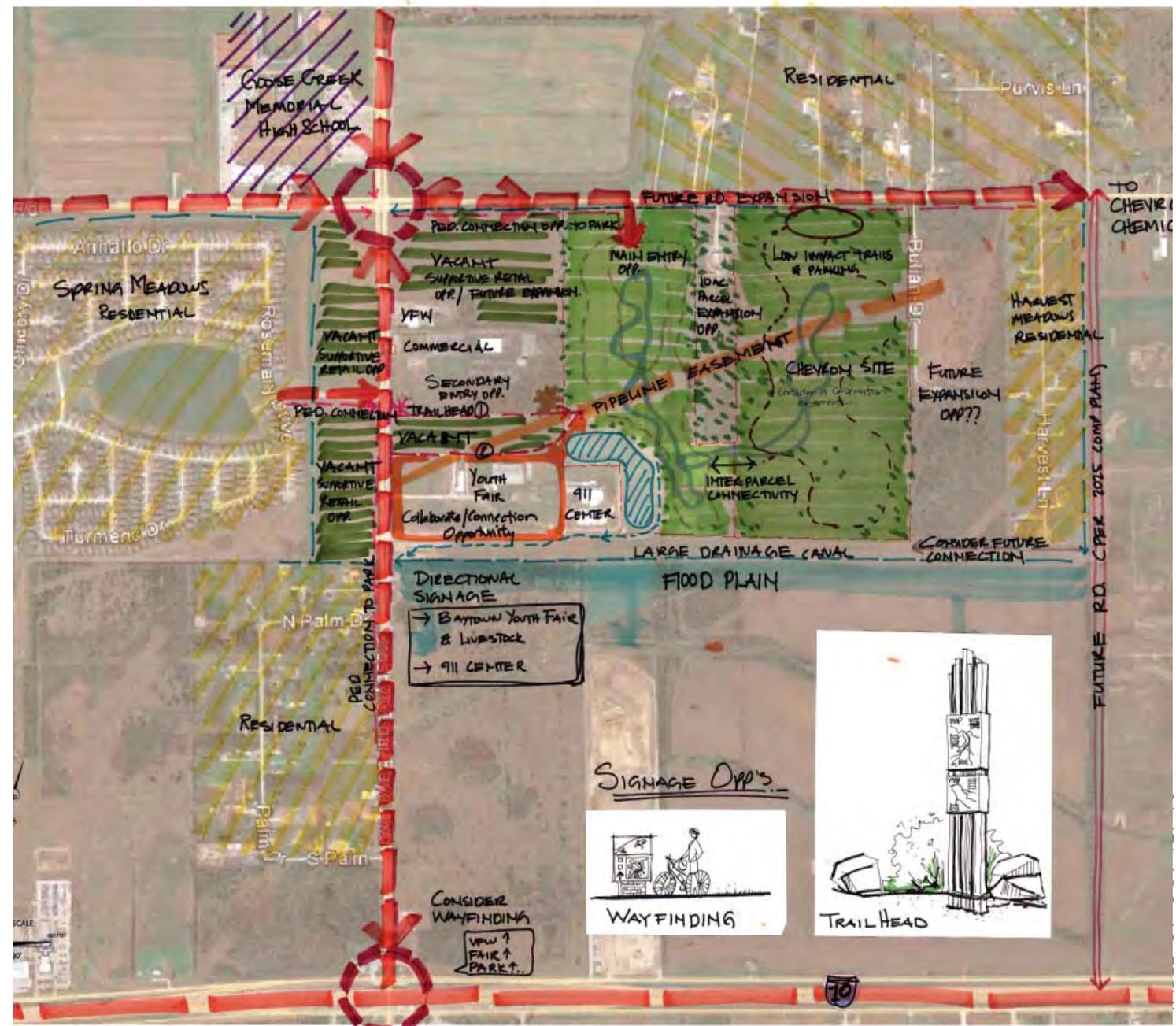
- Connect to High School
- Connect to residential communities
- Allow for two access points
- Primary Access along Main
- Consider future road expansion

Wayfinding:

- Enhance Wayfinding along I-10
- Allow for directional signage to park
- Gazebo

Development:

- Consider future surrounding development
- Activate vacant lot along Main for future commercial opportunities



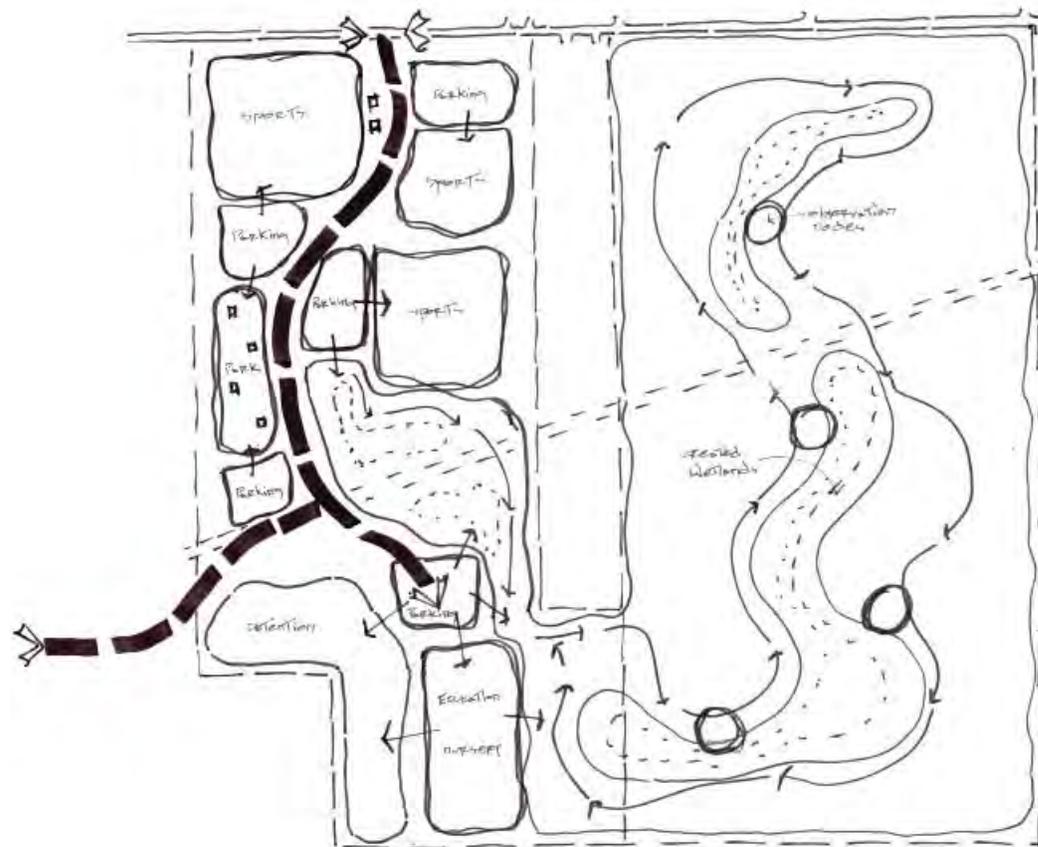
Program History

Original Project Purpose

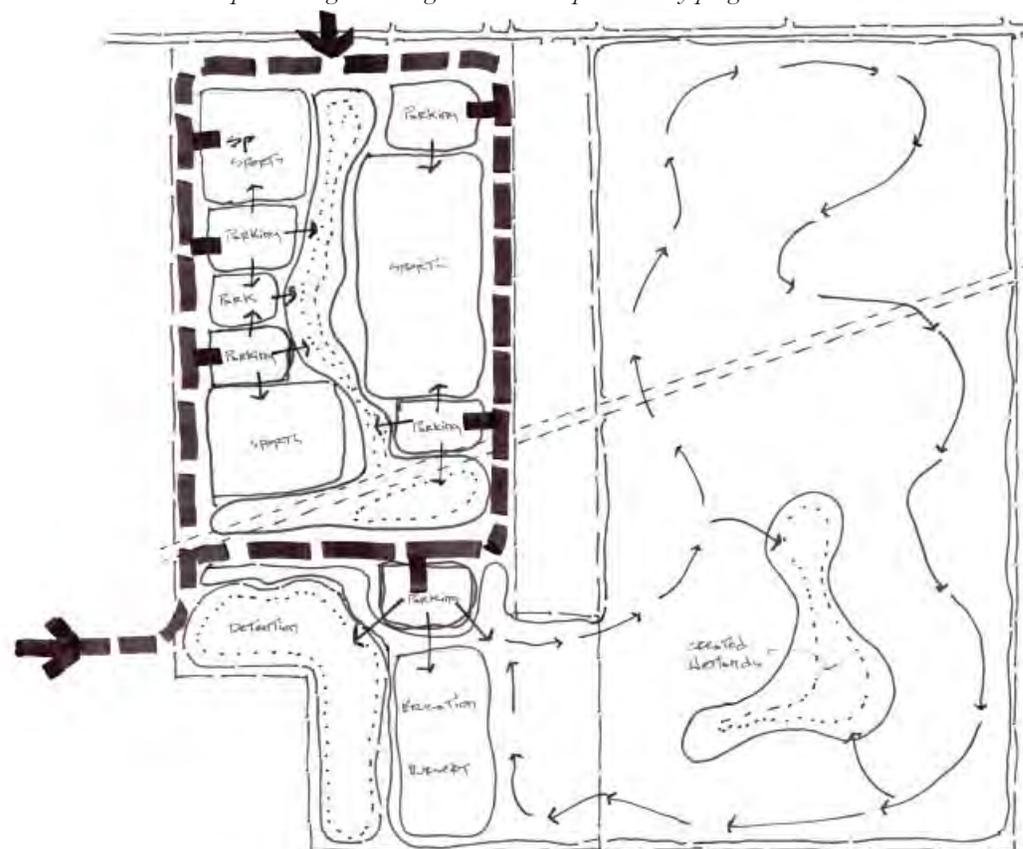
The proposed park property is located at the northern boundary of the City limits, and within Harris County. This park will be the first north of I-10 effectively addressing city council and city staff's goal to develop the 53.4-acre park to meet future needs for the rapidly growing northern portion of the city. The project includes planning for limited development of a possible addition of 80 acres, of industry owned land to the east of the existing park site.

Sustainability and conservation of resources are integral to the design of the park. It is the City's intention to build a park closely suited to the needs and desires of the community in which the park stands. Thus, community input was to influence a large portion of the planning process. Community input instills citizen trust and becomes the driving force behind the elements to be planned into the park.

Gene and Loretta Russell Park will become a recreational asset and destination park to all those who live in Baytown and will also serve the densely populated and diverse community that surrounds Baytown. It is hoped that this park will become a model for other cities and provide the region with much needed recreation opportunities. The City is focused on providing a unique park located in an urban setting that provides hands-on education, promotion of conservation and sustainability, active recreational uses, fine facilities, excellent programs, and family friendly events.



Conceptual Program Diagram based on preliminary program elements.



Conceptual Program Diagram based on preliminary program elements.



July 2017

Based on the comments from City staff and Stakeholders, the preferred Concept A was then detailed and illustrated with additional program elements.



July 2017

A program change by City staff and stakeholders created a new site Concept C. The program eliminated all baseball-oriented activities and changed overall direction to a more multi-purpose complex. Recreation center, community center, and city park were then emphasized. This concept abandoned the 10 acre site opportunities.

Illustrative Master Plan overview

The depicted Master Plan illustrates the entire 53.4 acre Park site coupled with an additional 80 acres of adjacent property to the east owned by Chevron. The long-range intention is to draft an agreement between City and Chevron to utilize the 80 acre property as additional recreation space oriented towards natural trails, forested groves, and small meadows.

The Master Plan disassembles the program and site development into four distinct program areas:

- Active Recreation,
- Family Recreation,
- Community & Events, and
- Passive Recreation

A meandering boulevard serves as the primary traffic conduit throughout the park. Its path deliberately circulates throughout the 53.4 acre site allowing the program areas to be interconnected and accessible. This approach creates at the boulevard terminus a multi-use Community & Events Center filled with a variety of programs relevant to the entire community. The thoroughfare design also allows for a separation of program intensities while reserving space for a future Recreation Center towards the more publicly visible entrance at Wallisville Road.

Key Active Recreation Attributes

One of the primary design features of the park is a focus on creating an intensely populated, highly defined active recreation area associated with large open-play spaces further allowing for separation of uses. This area would contain basketball and



Family Recreation

possible multi-use fields that may also serve as an event gathering space replete with amphitheater and pavilions. The large, central open space can also act as overflow detention of storm-water if needed. Fitness stations would be located along the associated trails mainly in these active areas.

Key Family Recreation Attributes

The family recreation space has several picnic pavilions, conditioned party rental spaces, a large gathering pavilion, restrooms, fully inclusive playgrounds, splash pads, and open play.

Community & Events Attributes

Towards the more secluded area of the property is the proposed Community and Events center. This building is positioned on the southern axis of the boulevard to offer a visual anchor throughout the full traverse of the main corridor. The area includes several outdoor gathering spaces, an open air pavilion, and pedestrian bridge connecting to the nature trails on the adjacent Chevron property.

The Chevron site consists of several series of loop trails for combined equestrian and hiking use. A horse trailer and vehicle parking area with horse stables, a small restroom, and picnic pavilions are carefully located throughout this potentially powerful natural space.

The program descriptions and renderings which follow are grouped by the primary elements discussed above.



Entrance Boulevard

Program

Active Recreation:

- Recreation/Youth Activity Center
- Supporting infrastructure, Parking, Outdoor programs
- Open multi-purpose lawn space
- Restrooms
- Covered Basketball
- Workout stations
- Covered Volleyball
- Trails

- Amphitheater
- Events Lawn
- Fishing Piers
- Dog Park

Family Recreation:

- Pavilions
- Picnic
- Restrooms
- Trails
- Playground
- Splash pad
- Horseshoe pits

Community and Events:

- Community/Events Center
- Open Air Pavilion
- Birding Tower
- Gazebo

Passive Recreation:

- Trailer Parking
- Nature Trails
- Restrooms
- Pavilions
- Equestrian Trails
- Disc Golf Course



Equestrian Trails

Active Recreation





Family Recreation





Family Recreation

Program

- Large Pavilions
- Picnic Shelters
- Restrooms
- Trails
- Playground 2-12yr
- Inclusive Play
- Splash pad
- Horseshoe Pits
- Community/Events Center
- Open Air Pavilion
- Birding Tower
- Wedding Gazebo

Playground and Overlook



Lake Overlook Deck



Community Center



Inclusive Playground

Passive Recreation





Passive Recreation

Program

- Trailer Parking
- Equestrian Trails
- Pavilion/Restrooms
- Stables
- Hitching Posts
- Watering Hole
- Picnic
- Nature Trails
- Restrooms
- Pavilions
- Equestrian Trails
- Disc Golf Course

Equestrian Center



Multi-Purpose Trails



Equestrian Center



Hitching Post Station

Passive Recreation





Passive Recreation

- Program**
- Pavilion
- Picnic
- Nature Trails
- Restrooms
- Pavilions
- Disc Golf Course

Disc Golf Course



Multi-Purpose Trails

Vehicle Circulation and Accessibility

Vehicular Circulation

Throughout the Master Planning process, a series of circulation scenarios were discussed. The Pedestrian and Vehicular Circulation Diagram shows alternative entrance routes to create a more complete circulation system throughout the park site. Multiple entry and egress opportunities allow safer access and more efficient traffic circulation on heavy traffic events.

Pedestrian Accessibility

Texas Accessibility Standards (TAS) is an essential parameter in the design and development of the Gene & Loretta Russell Park. Accessibility to facilities, structures, trails and within play spaces for individuals with disabilities as well as baby strollers is very important. These requirements are regulated by the Texas Department of Licensing and Regulation under the Texas Architectural Barriers Act, codified as Chapter 469, Texas Government Code.

In addition to the accessibility requirements, the family recreation area incorporates an inclusive playground. The playground will create opportunities for children and parents of all abilities to be included in activities.



Fire Safety Plan

The property should be treated and managed in a way to provide defensible space and aesthetic fire breaks in order to provide protection for the entire site. The plan is to provide a Fire-Wise Community type development that will reduce the risk of fire on-site through the following core strategies:

- On-site vegetation/forest management
- Appropriate building placement
- Use of appropriate materials.
- Design to mitigate hazards to include:
 - Fire resistant plants
 - Defensible space
 - Accessible Water Sources
 - Cultural practices to reduce fire hazard
 - Design to accommodate access for fire suppression vehicles. ie., Geoweb around buildings (covered turf)



Proposed Master Plan Program Phasing

Phasing Opportunities by Program

A program phase approach has been considered for the multi-use park that may be implemented throughout the years based on funding and the growth in program needs.

The **Proposed Phase One Family Recreation and Infrastructure** area sets the tone of the entire site development. Major infrastructure would be implemented to create a base for future development of phases and recreation programs. This approach provides the highest use of the park by a variety of age groups.

The **Proposed Phase Active Recreation** component creates a greater and more complete program for the park’s outdoor recreation. This phase includes large open multi-use fields, a variety of covered courts, dog park, events space, restrooms, picnic, workout stations and trails along with necessary additional infrastructure.

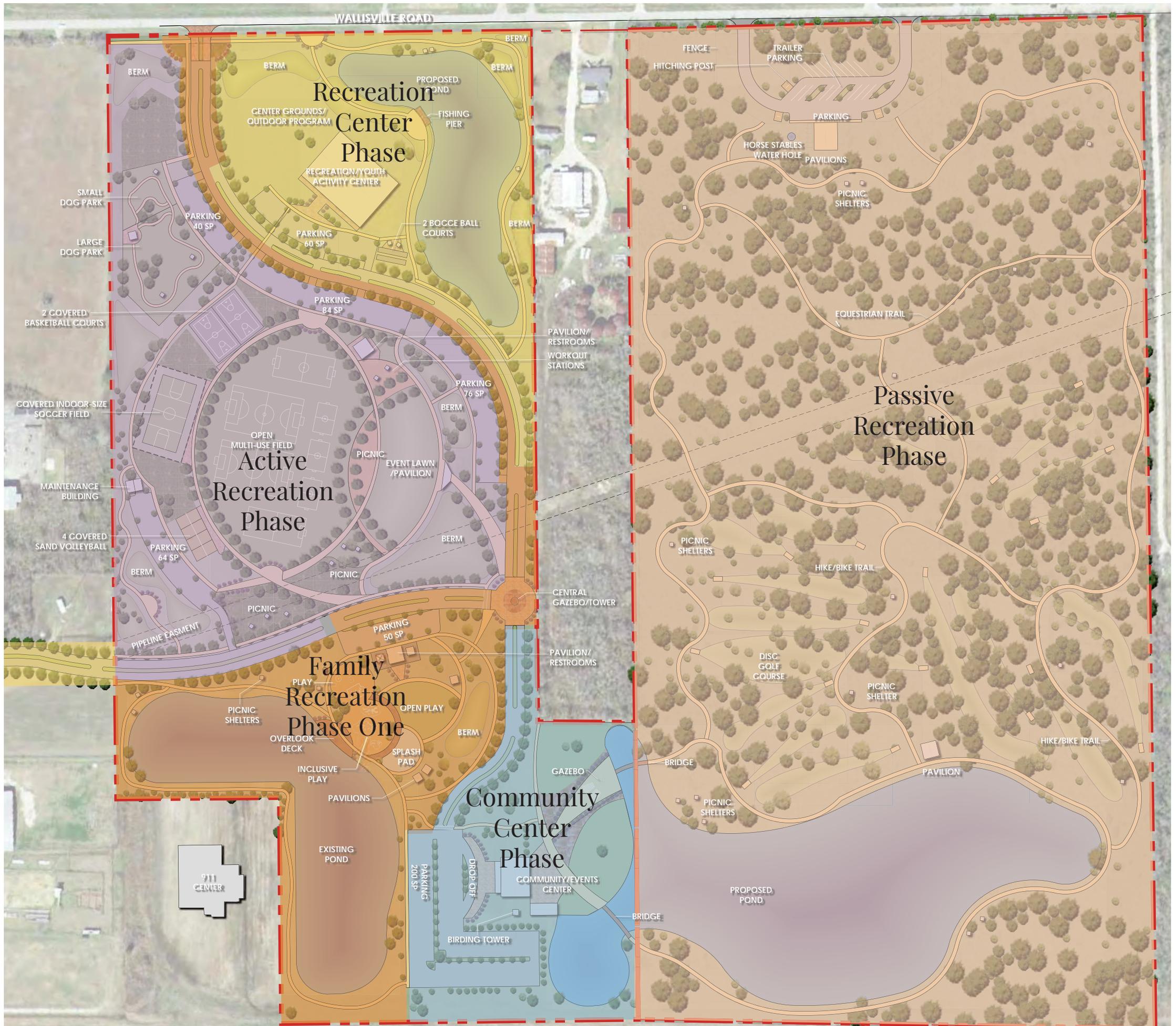
The **Proposed Phase Community Center** has been preliminarily programmed to accommodate large groups for parties, gatherings and weddings, as well as smaller meeting rooms. This phase has the ability to create revenue to be self sustaining and for future maintenance. Extensive programming sessions should be explored during the design phase to test early program elements.

The **Proposed Phase Chevron Site**, as agreements with Chevron are developed, will be implemented with minimal site impacts. The site program currently has dual equestrian and hike-bike trails, 18 hole disc golf course, horse and trailer infrastructure, restrooms, and picnic shelters.

The **Proposed Phase Recreation Center** will allow for the anticipated future northern growth of the City. As development growth continues, a specific feasibility study should follow to create the necessary program for the recreation center within the park.

PHASING LEGEND

-  Proposed Phase One Family Recreation & Infrastructure
-  Proposed Phase Active Recreation
-  Proposed Phase Community Center
-  Proposed Phase Chevron Site
-  Proposed Phase Recreation Center



Overall Phasing Diagram

Proposed Phase One

Opinion of Probable Costs Overview



(Above) Inspiration Images

Phase 1 Opinion of Probable Costs with Alternates

\$7,403,438.25

Item / Description	Total Costs
Site	\$916,800.00
Roadway	\$1,230,172.50
Parking	\$115,905.00
Utilities	\$200,000.00
Structures	\$870,000.00
Play Amenities / Hardscape	\$1,821,467.00
Landscape	\$540,608.00
Subtotal	\$5,694,952.50
Contractor's OH/Markup	\$854,242.88
Contingency	\$854,242.88
Alternates	
Soccer Field with cover (85 x 200 ft) foundation, lighting, electric, artificial turf with base	\$558,200.00
Basketball with cover (70 x 125 ft) foundation, lighting, electric, playsurface and goals	\$217,500.00

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Proposed Phase One

Opinion of Probable Costs Breakdown

Infrastructure

A large percentage of the costs developed for Phase One, are found in infrastructure. The plan is to clear, grub and grade the entire 53.4 acre site for efficient drainage, bring in necessary utilities with stub outs for future phases, and site amenities within the family recreation area.

The main entrance and internal roadway system is to be constructed in a phased approach, boulevard entry and at important nodes as well as the roundabout with single lanes in between. The entire boulevard would be phased as needed.

An allowance is included to allow for any required detention. Excavation would also be used for berming throughout the site for a more interesting topographic landscape.

Recreation

Family Recreation development includes parking, enhanced pond, trails, playgrounds and a variety of shelter opportunities. The concept is to create a variety of program elements within the first phase for the highest park usability within the community. In addition to the family recreation, two alternate programs may be considered to allow for a wider age-range usage. One covered soccer field with artificial turf and two covered basketball courts would encourage greater utilization for teens, adults, and other groups.

Phase 1 Opinion of Probable Costs with Alternates

\$7,403,438.25

Item / Description	Qty	Unit	Unit Costs	Total Costs
Site				\$916,800.00
Clearing/grubbing/disposal site edges	1	allow	\$10,000.00	\$10,000.00
Strip, Stockpile & Grade	53.4	ac	\$11,000.00	\$587,400.00
Detention - excavation 10 ft deep, 3.8 ac	23,800	cy	\$5.00	\$119,000.00
Berms - 6ft ht av, 142,200 sf, pads, fill (haul & install)	23,800	cy	\$8.00	\$190,400.00
SWPPP - erosion control	1	allow	10,000.00	\$10,000.00
Roadway				\$1,230,172.50
Blvd. Pavement (driving lanes & driveway cuts, 7" conc, lime/fly ash)	102,298	sf	\$7.50	\$767,235.00
Curb - 6"	6,825	lf	\$5.50	\$37,537.50
Crosswalk & ADA Ramps	1	ea	\$1,500.00	\$1,500.00
Stripping & Signage	1		\$3,500.00	\$3,500.00
Roadway Lighting - 150 ft av spacing, double arm/fixture	8	ea	\$8,500.00	\$68,000.00
Roadway Lighting - 150 ft av spacing, single arm/fixture	8	ea	\$6,500.00	\$52,000.00
Specialty Pavement - Entry at Wallisville Rd	4,100	sf	\$20.00	\$82,000.00
Specialty Pavement - Roundabout	10,920	sf	\$20.00	\$218,400.00
Parking				\$115,905.00
Pavement (parking lots & driveways, 6" conc fly ash/lime) 50 spaces	15,600	sf	\$5.50	\$85,800.00
Curb	610	lf	\$5.50	\$3,355.00
Stripping & Signage (HC markings)	1	allow	\$1,250.00	\$1,250.00
Parking Lot Lighting	3	ea	\$8,500.00	\$25,500.00
Utilities				\$200,000.00
Water Main extension	1	allow	\$35,000.00	\$35,000.00
Electric Service Main	1	allow	\$50,000.00	\$50,000.00
Storm	1	allow	\$50,000.00	\$50,000.00
Water connections	1	allow	\$5,000.00	\$5,000.00
Electric connections	1	allow	\$10,000.00	\$10,000.00
Sanitary Sewer	1	allow	\$50,000.00	\$50,000.00
Structures				\$870,000.00
Gazebo at Roundabout	1	allow	\$70,000.00	\$70,000.00
Picnic Shelters	5	allow	\$20,000.00	\$100,000.00
Group Pavilions	4	allow	\$50,000.00	\$200,000.00
Restrooms	1	allow	\$350,000.00	\$350,000.00
Condition Party Room	1	allow	\$150,000.00	\$150,000.00

Play Amenities / Hardscape					\$1,821,467.00
Playground 2-12 years old	1		300,000.00	\$300,000.00	
Pour-In Place Surfacing	24900	sf	19.63	\$488,787.00	
Splash Pad	1	allow	400,000.00	\$400,000.00	
Trails	39540	sf	4.50	\$177,930.00	
Specialty Pavement	8,975	sf	20.00	\$179,500.00	
Gateway	1	allow	10,000.00	\$10,000.00	
Signage - Wayfinding	5	ea	350.00	\$1,750.00	
Site Lighting - single arm/fixture	10	ea	6,000.00	\$60,000.00	
Trail Lighting - solar bollard, 30 ft apart	92	ea	500.00	\$46,000.00	
Overlook Deck	4500	sf	35.00	\$157,500.00	
Landscape					\$540,608.00
Trees - Large Shade Trees	131	ea	\$450.00	\$58,950.00	
Trees - Medium/Small Shade Trees	56	ea	\$300.00	\$16,800.00	
Trees - Flowering Trees	34	ea	\$145.00	\$4,930.00	
Landscape Planting Bed with ornamental shrubs & groundcovers	3,200	sf	\$4.50	\$14,400.00	
Grass - Fine Grading, Seeded	45	ac	\$3,200.00	\$144,000.00	
Grass - Sodded	24,400	sf	\$0.32	\$7,808.00	
Irrigation - Grass	305,250	sf	\$0.80	\$244,200.00	
Irrigation - Planting Bed	3,200	sf	\$1.10	\$3,520.00	
Irrigation - Trees	184	ea	\$250.00	\$46,000.00	
Subtotal					\$5,694,952.50
Contractor's OH/Markup					\$854,242.88
Contingency					\$854,242.88

Alternates

Soccer Field with cover (85 x 200 ft) foundation, lighting, electric, artificial turf with base	\$558,200.00
Basketball with cover (70 x 125 ft) foundation, lighting, electric, playsurface and goals	\$217,500.00

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Proposed Active Recreation Phase

Opinion of Probable Costs Overview



(Above) Inspiration Images

Active Recreation Opinion of Probable Costs

\$4,839,767.53

Item / Description	Total Costs
Site	\$22,960.00
Parking	\$109,330.00
Utilities	\$105,000.00
Structures	\$1,490,000.00
Play Amenities/Hardscapes	\$1,819,310.00
Landscape	\$176,298.10
Subtotal	\$3,722,898.10
Contractor's OH/Markup	\$558,434.72
Contingency	\$558,434.72

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Proposed Community & Events Center Phase

Opinion of Probable Costs



Based on a preliminary overview of possible programmed spaces for a community center, and the desired program by the City of Baytown, a proposed Community & Events Center Phase may need 8,000 sf to 9,500 sf. Further programming should take place during the design process of this phase to develop a better understanding of the City's program needs.



(Above) Inspiration Images

Community & Event Center Opinion of Probable Costs

\$7,079,658.30

Item / Description	Qty	Unit	Unit Costs	Total Costs
Site				\$13,500.00
Roadway				\$230,530.00
Utilities				\$80,000.00
Structures				\$3,990,000.00
Play Amenities/Hardscape				\$879,255.00
Landscape				\$252,606.00
Subtotal				\$5,445,891.00
Contractor's OH/Markup				\$816,883.65
Contingency				\$816,883.65

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03

VISION CONCEPT

- Active Recreation
- Family Recreation
- Architecture Character
- Interpretive Education
- Health and Wellness
- Wildlife Enhancements
- Recommended Plants List
- Market Analysis Lifestyle Groupings & Market Segments
- Venue Market Research
- Economic Sustainability Precedents



Active Recreation

Early programming of the active recreation area provides for compartmentalized into three main zones, active sports play, dog park and events lawn area. These spaces are interconnected throughout with wide meandering concrete walks and trails. A daily user may experience a variety of spaces on a regular basis with nodes sprinkled throughout the walking paths. Nodes include picnic, educational opportunities and workout stations.



Family Recreation

The children's playground and family area provides the opportunity to create an overall inclusive approach. Completely accessible play and splash pad, sensory garden and spaces to explore, contemplation and discovery; all are part of the overall master plan for a grand and educational family recreation component within the park.

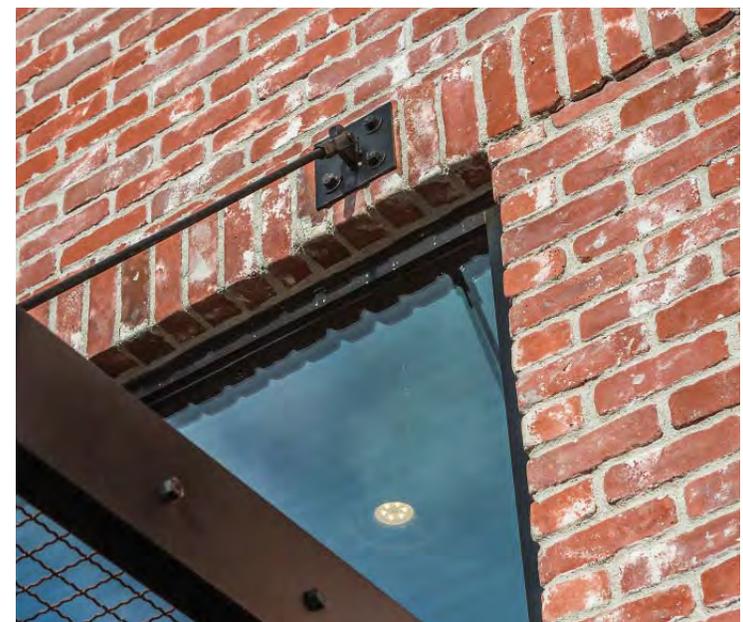
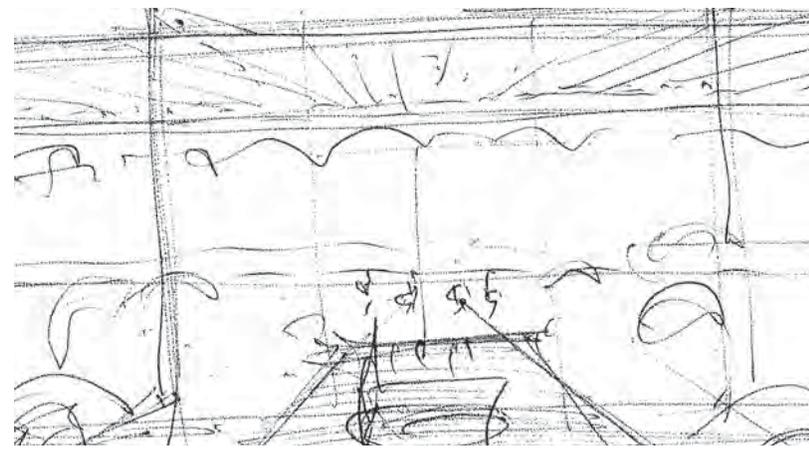
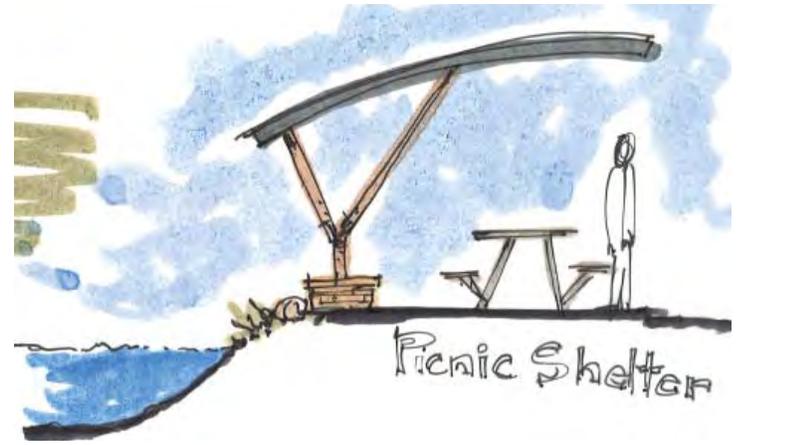
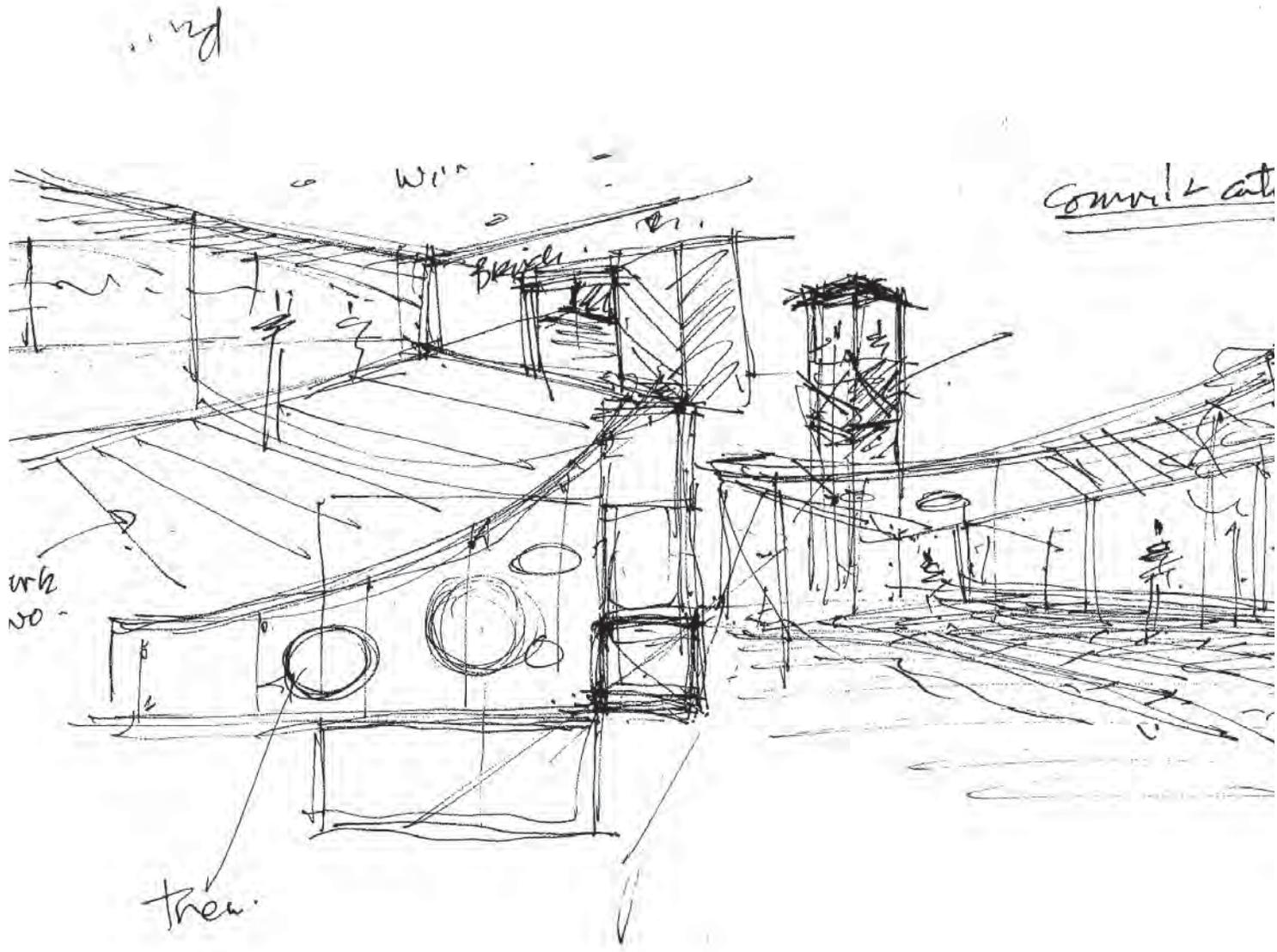




Architecture Character

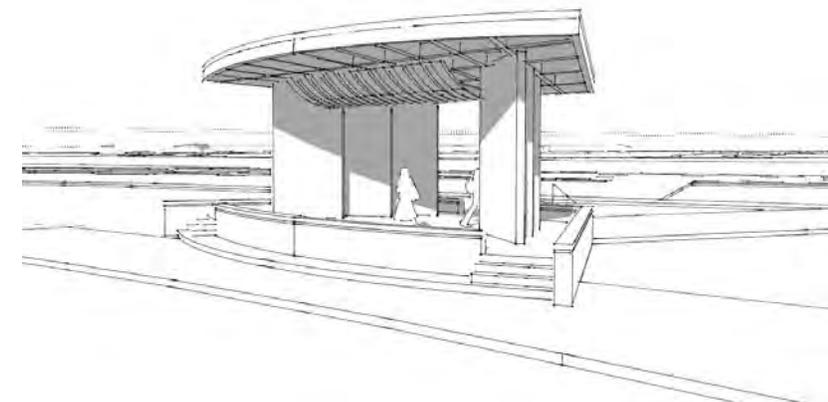
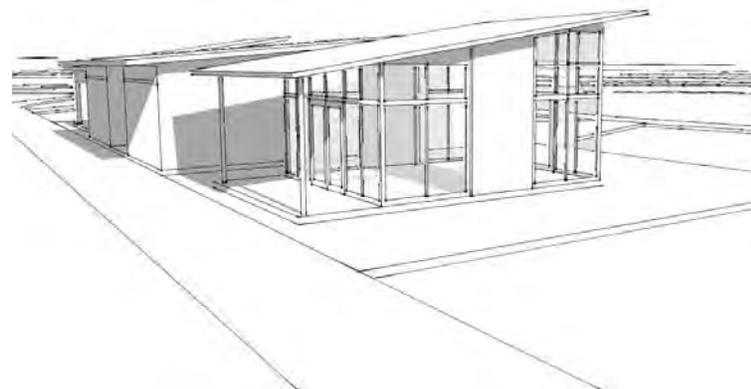
The architecture throughout the site seeks to respond thoughtfully to the coastal prairie landscape upon which it is designed. The buildings are low lying in nature mirroring the horizon. Numerous pavilions of various sizes are dispersed across the park allowing refuge and shelter from the hot Texas sun. Early sketches draw inspiration from the material precedents preferred by Mr. & Mrs. Russell (Facing Page).

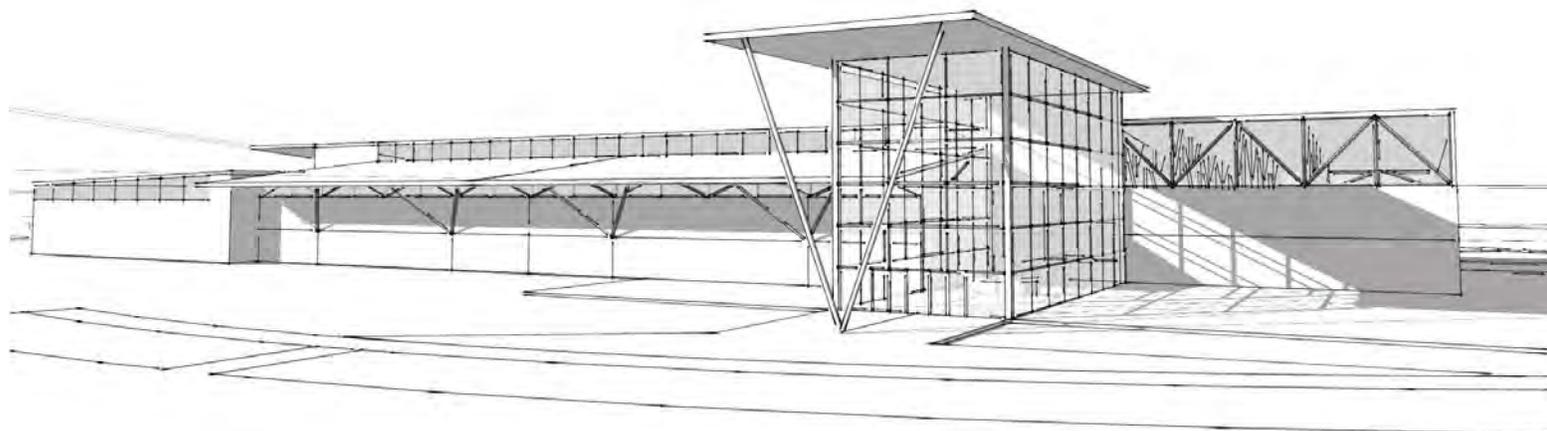
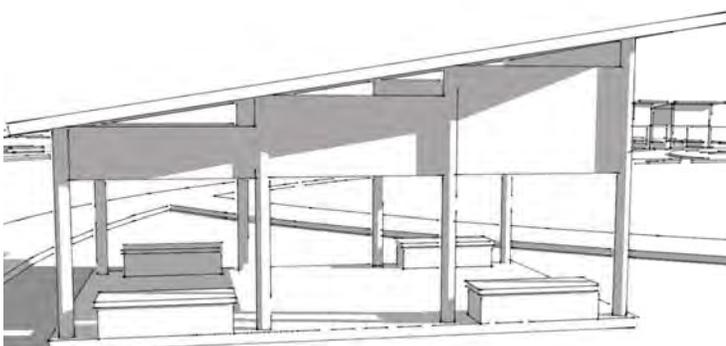




Architecture Character

Located in the southeast section of the park will be a community/events center including a large covered pavilion and outdoor plaza. The complex will include a conditioned space facility able to serve a function for several hundred people. All of the structures work together harmoniously creating a gathering space that blurs the line between interior and exterior space. A recreation center/youth activity center is planned for the northern section of the park. It answers the community's expanded need for play, sport and leisure. Connecting the different areas of the park will be wayfinding structures that elegantly rise from the landscape.



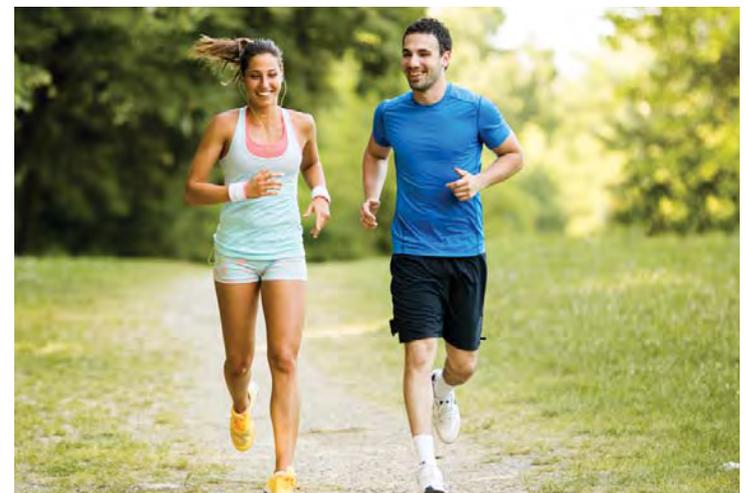




Health & Wellness

Creating a variety of recreation opportunities allows for maximum use by the community. The master plan creates multiple types of recreation options to include all ages and abilities.

- 3.7** miles of Wide Concrete Walks
- 2** miles of Nature Trails
- 1.5** miles of Equestrian Trails
- .25** acre Workout Station
- 1.4** acre Dog Park
- 4.7** acre Multi Purpose Fields
- 1.25** acre Multi Purpose Events Lawn
- 2** Basketball Courts
- 1** Turf Soccer Field
- 4** Volleyball Courts
- 18** Hole Disc Golf Course

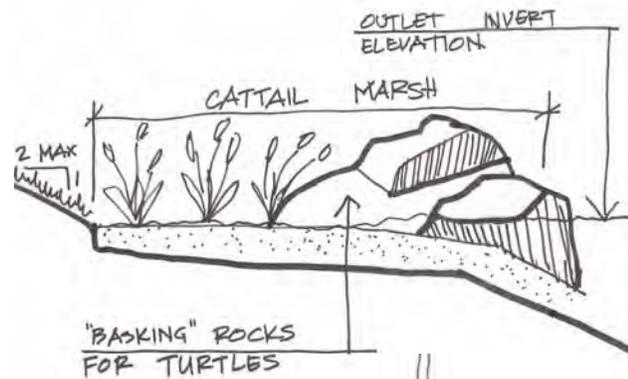


Wildlife Enhancements

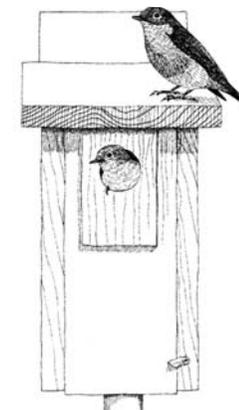
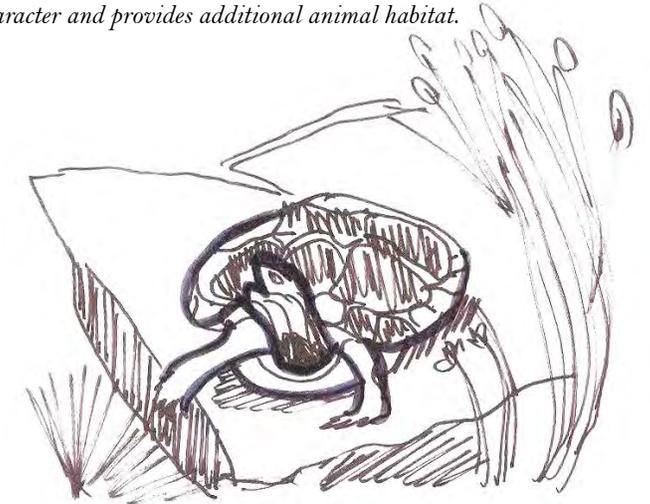
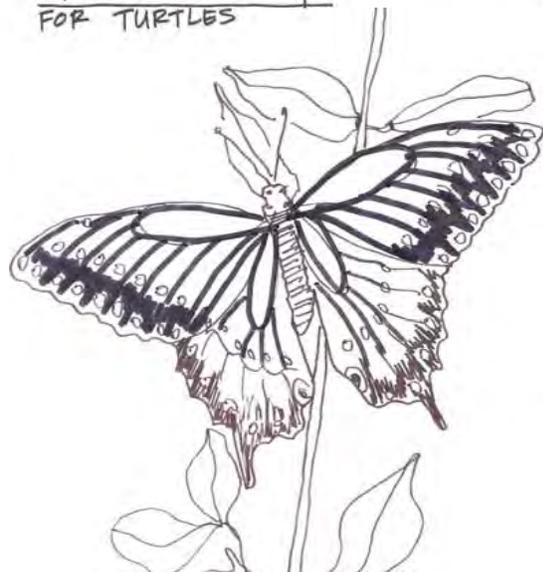
Creating and enhancing spaces for the interaction and observation of nature and existing wildlife are important factors in the design of the Gene and Loretta Russell Park. With the needs and objectives of the City and public in mind, there are several options available for the conservation, management, and enhancement of wildlife and wildlife habitat. Overall, the property contains several areas that present unique opportunities for wildlife enhancement. Bird and bat boxes could provide shelter which is one of the four basic needs of wildlife. Food, water and space are also needed elements to attract and maintain wildlife. The key to managing wildlife is diversity. The more diverse the habitat, the more wildlife species you will attract.



Water and native landscapes are two beautiful and simple ways to enhance wildlife. A floating island adds character and provides additional animal habitat.



"BASKING" ROCKS FOR TURTLES



Recommended Plant List

Native and Hardy Texas Plants

Trees

- Black Cherry
- Bald Cypress
- Cedar Elm
- Bur Oak
- Chinquapin Oak
- Southern Live Oak
- Pecan

Small Trees/Large Shrubs

- Red Buckeye
- Carolina Buckthorn
- Possumhaw Holly
- Yaupon Holly
- Roughleaf Dogwood
- Rusty Viburnum

Shrubs

- Coralberry
- Fragrant Sumac

Perennials

- Engelmann Daisy
- River Fern
- Gaura
- Gregg Mistflower
- Texas Lantana
- Maximilian Sunflower
- Fall Obedient Plant
- Missouri Primrose
- Mealy Blue Sage
- Tropical Sage
- Wright's Purple Skullcap
- Perennial Winecup

Ornamental Grasses

- Inland Sea Oats
- Meadow Sedge

Vines

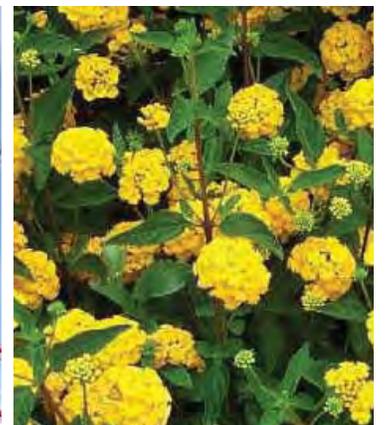
- Trumpet Vine

Groundcovers

- Horseherb
- Pigeonberry

Warm-season Turfgrasses

- Shortgrass Prairie Seed Mixes
- Bermudagrass



Recommended Plant List

Restorative Landscape*

CANOPY TREES



Red maple

Common Name

- Black gum
- Loblolly pine
- Red maple
- Swamp Chestnut oak
- White oak

FLOWERING UNDERSTORY TREES



Fringe tree

- Eastern redbud
- Fringe tree
- Parsley hawthorn
- Flowering dogwood
- Mexican plum

SHRUBS



American beautyberry

- American beautyberry
- Farkleberry
- Scarlet sage
- Shining sumac
- Turks cap
- Wax myrtle

GRASSES FORBS AND FERNS



Black-eyed Susan

- Beaked panicum
- Beebalm
- Black-eyed Susan
- Blue mistflower
- Blue salvia
- Broadleaf woodoats
- Broomsedge bluestem
- Butterfly milkweed

GRASSES FORBS AND FERNS CONTINUED



Gulf Coast muhly

- Clustered bushmint
- Frogfruit
- Goldenrod
- Gulf Coast muhly
- Indian blanket
- Indian grass
- Kansas gayfeather
- Lanceleaf coreopsis
- Lemon mint
- Little bluestem "pineywoods"
- Longleaf woodoats
- Longspike tridens
- Missouri violet
- Narrowleaf coneflower
- Pidgeonberry
- Prairie coneflower
- Prairie goldenrod
- Prairie wildrye
- Purpletop
- Rattlesnake master
- Rusty blackhaw
- Sideoats grama
- Tall goldenrod
- Texas Coneflower
- Tropical sage
- Virginia wildrye
- White gaura, beeblossom
- Wood fern
- Woodland Phlox



Texas coneflower



Tropical sage

*Restorative Landscape: HARC's Native Plant List

Market Analysis Lifestyle Groupings & Market Segments

Baytown’s demographic tapestry consists predominantly of 5 segments making up 84.6% of households:

Ethnic Enclaves	35.5%
GenXurban	13.8%
Midtown Singles	10.2%
Middle Ground	9.1%
Rustic Outpost	8.4%
Cozy Country Living	7.6%

The remaining 15.4% of households are distributed through 5 other segments:

Next Wave	4.3%
Hometown	3.4%
Family Landscapes	2.9%
Affluent Estates	2.4%
Senior Styles	2.4%

Each segment is described in detail below. A cross-sectional view of the overall tapestry yields a picture of a diverse yet fairly unified value system typically possessed by the dominant segments. Respect for hard work, family, group activities, outdoor recreation across age groups, and learning and exploration are common themes found in each of the segments comprising the majority of Baytown’s population.

The Gene and Loretta Russell Park is a response to, and byproduct of, this tapestry – a blending of sports and recreation interests, lifestyles, age-specific activity opportunities, social and personal gathering spaces, community event destinations, and natural elements of interest across several demographic segments.

LifeMode 7 Ethnic Enclaves

(35.5% of Baytown Households)

- Established diversity—young, Hispanic homeowners with families
- Multilingual and multigenerational households feature children that represent second-, third- or fourth-generation Hispanic families
- Neighborhoods feature single-family, owner-occupied homes built at city’s edge, primarily built after 1980
- Hard-working and optimistic, most residents aged 25 years or older have a high school diploma or some college education
- Shopping and leisure also focus on their children—baby and children’s products from shoes to toys and games and trips to theme parks, water parks or the zoo
- Residents favor Hispanic programs on radio or television; children enjoy playing video games on personal computers, handheld or console devices
- Many households have dogs for domestic pets

- Invest wisely, well-insured, comfortable banking online or in person
- News junkies (read a daily newspaper, watch news on TV, and go online for news)
- Enjoy reading, photo album/scrapbooking, playing board games and cards, doing crossword puzzles, going to museums and rock concerts, dining out, and walking for exercise

LifeMode 11 Midtown Singles

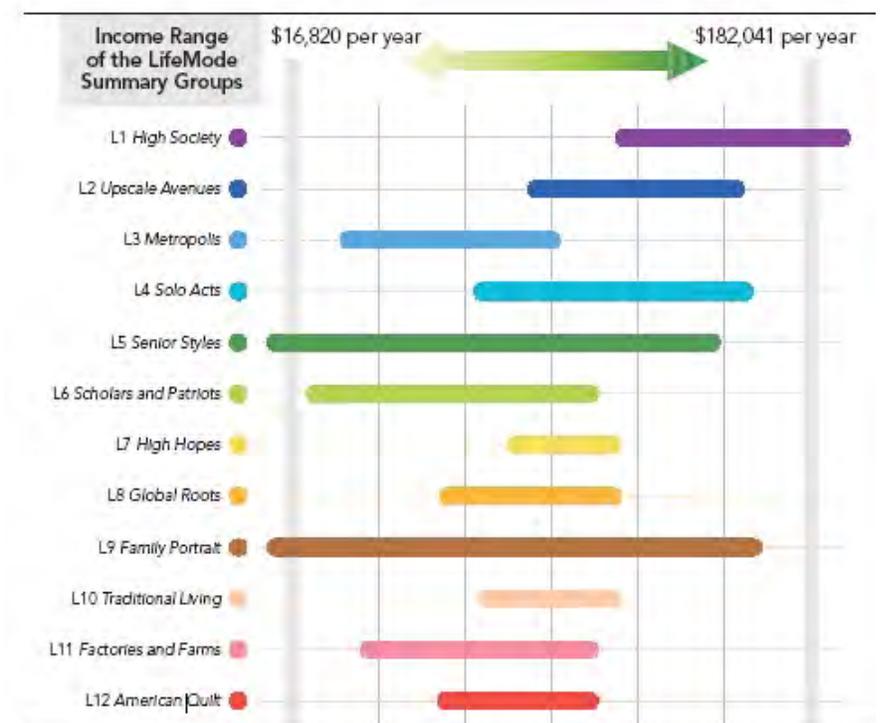
(10.2% of Baytown Households)

- Millennials on the move—single, diverse, urban
- Millennials seeking affordable rents in apartment buildings
- Work in service and unskilled positions, usually close to home or public transportation
- Single parents depend on their paycheck to buy supplies for their very young children

LifeMode 5 GenXurban

(13.8% of Baytown Households)

- Gen X in middle age; families with fewer kids and a mortgage
- Second largest Tapestry group, comprised of Gen X married couples, and a growing population of retirees
- About a fifth of residents are 65 or older; about a fourth of households have retirement income
- Own older single-family homes in urban areas, with 1 or 2 vehicles
- Live and work in the same county, creating shorter commute times



2017 Tapestry Segmentation Lifemode Groups - Baytown, Texas



- Midtown Singles embrace the Internet, for social networking and downloading content
- From music and movies to soaps and sports, radio and television fill their lives
- Brand savvy shoppers select budget friendly stores

LifeMode 8 Middle Ground

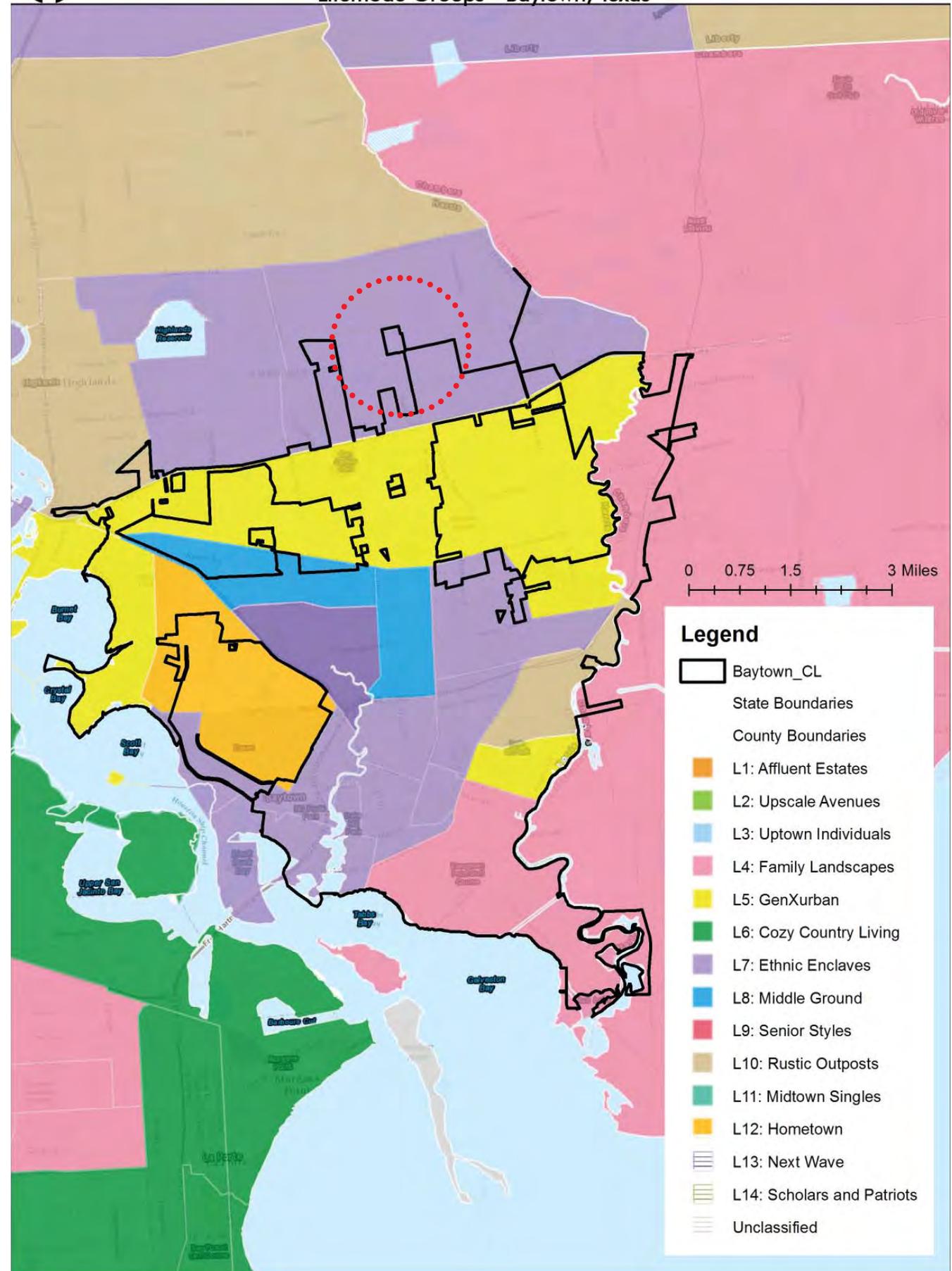
(9.1% of Baytown Households)

- Lifestyles of thirtysomethings
- Millennials in the middle: single/married, renters/homeowners, middle class/working class
- Urban market mix of single-family, townhome, and multi-unit dwellings
- Majority of residents attended college or attained a college degree
- Householders have ditched their landlines for cell phones, which they use to listen to music (generally contemporary hits), read the news, and get the latest sports updates of their favorite teams
- Online all the time: use the Internet for entertainment (downloading music, watching YouTube, finding dates), social media (Facebook, Twitter, LinkedIn), shopping and news
- Leisure includes night life (clubbing, movies), going to the beach, some travel and hiking

LifeMode 10 Rustic Outposts

(8.4% of Baytown Households)

- Country life with older families in older homes
- Rustic Outposts depend on manufacturing, retail and healthcare, with pockets of mining and agricultural jobs
- Low labor force participation in skilled and service occupations
- Own affordable, older single-family or mobile homes; vehicle ownership, a must
- Residents live within their means, shop at discount stores and maintain their own vehicles (purchased used) and homes
- Outdoor enthusiasts, who grow their own vegetables, love their pets and enjoy hunting and fishing



Market Analysis Lifestyle Groupings & Market Segments

- Technology is cost prohibitive and complicated. Pay bills in person, use the yellow pages, read the newspaper and mail-order books

LifeMode 6 Cozy Country Living (7.6% of Baytown Households)

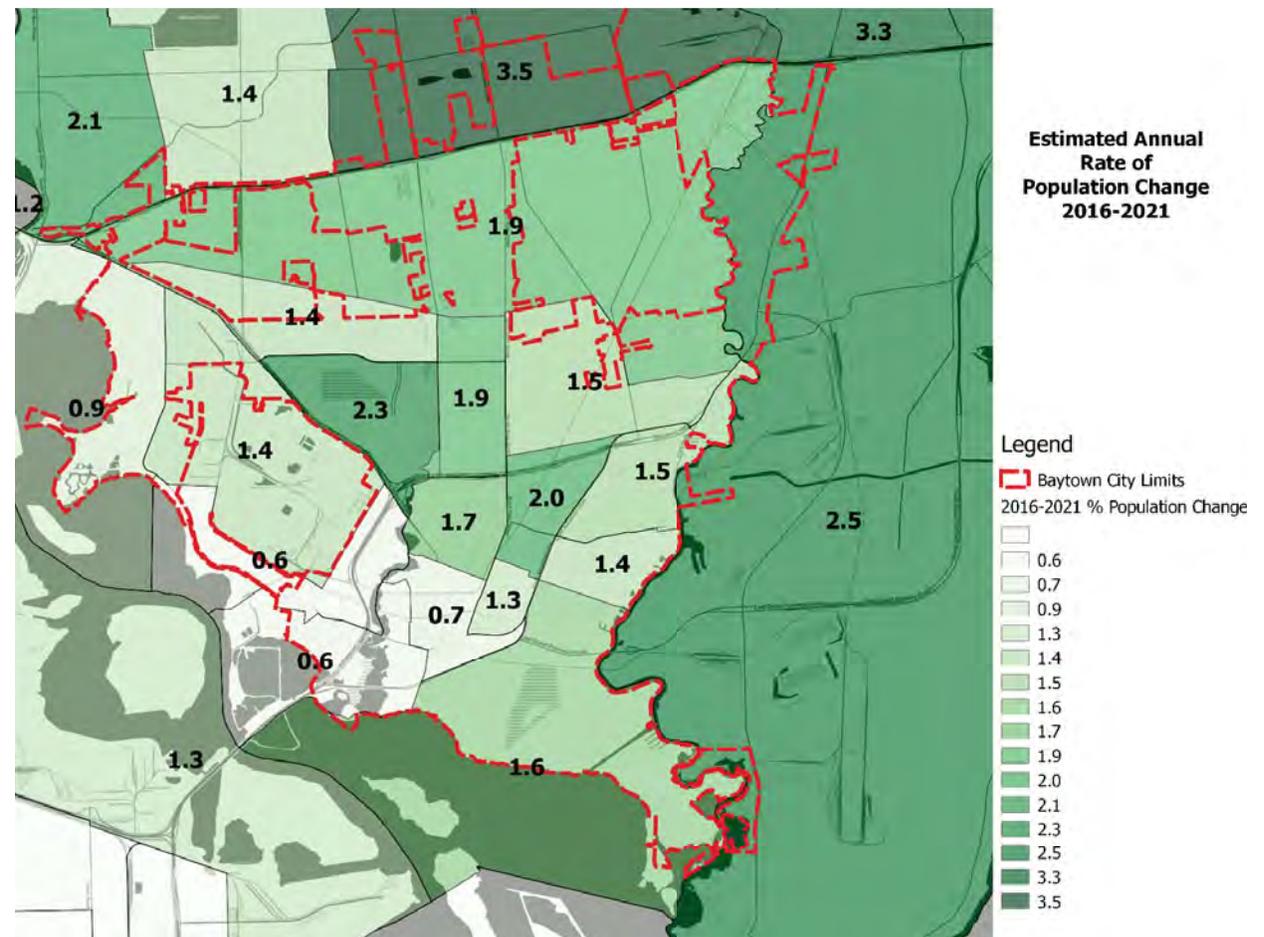
- Empty nesters in bucolic settings
- Largest Tapestry group, almost half of households located in the Midwest
- Homeowners with pets, residing in single-family dwellings in rural areas; almost 30% have 3 or more vehicles and, therefore, auto loans
- Politically conservative and believe in the importance of buying American
- Own domestic trucks, motorcycles, and ATVs/UTVs
- Prefer to eat at home, shop at discount retail stores (especially Walmart), bank in person, and spend little time online
- Own every tool and piece of equipment imaginable to maintain their homes, vehicles, vegetable gardens, and lawns
- Listen to country music, watch auto racing on TV, and play the lottery; enjoy outdoor activities, such as fishing, hunting, camping, boating, and even bird watching

LifeMode 13 Next Wave (4.3% of Baytown Households)

- Urban denizens, young, diverse, hard-working families
- Extremely diverse with a Hispanic majority, the highest among LifeMode groups
- A large share are foreign born and speak only their native language
- Young, or multigenerational, families with children are typical

LifeMode 12 Hometown (3.4% of Baytown Households)

- Growing up and staying close to home; single householders
- Close knit urban communities of young singles (many with children)
- Owners of old, single-family houses, or renters in small multi-unit buildings



- Most are renters in older multi-unit structures, built in the 1960s or earlier
- Hard-working with long commutes to jobs, often utilizing public transit to commute to work
- Spending reflects the youth of these consumers, focus on children (top market for children's apparel) and personal appearance
- Also a top market for movie goers (second only to college students) and fast food
- Partial to soccer and basketball

- Religion is the cornerstone of many of these communities
- Visit discount stores and clip coupons, frequently play the lottery at convenience stores
- Canned, packaged and frozen foods help to make ends meet
- Purchase used vehicles to get them to and from nearby jobs

LifeMode 4 Family Landscapes (2.9% of Baytown Households)

- Successful young families in their first homes
- Non-diverse, prosperous married-couple families, residing in suburban or semirural areas with a low vacancy rate (second lowest)
- Homeowners (80%) with mortgages (second highest %), living in newer single-family homes, with median home value slightly higher than the U.S.

- Two workers in the family, contributing to the second highest labor force participation rate, as well as low unemployment
- Do-it-yourselfers, who work on home improvement projects, as well as their lawns and gardens
- Sports enthusiasts, typically owning newer sedans or SUVs, dogs, and savings accounts/plans, comfortable with the latest technology
- Eat out frequently at fast food or family restaurants to accommodate their busy lifestyle
- Especially enjoy bowling, swimming, playing golf, playing video games, watching movies rented via Redbox, and taking trips to a zoo or theme park

LifeMode 1 Affluent Estates

(2.4% of Baytown Households)

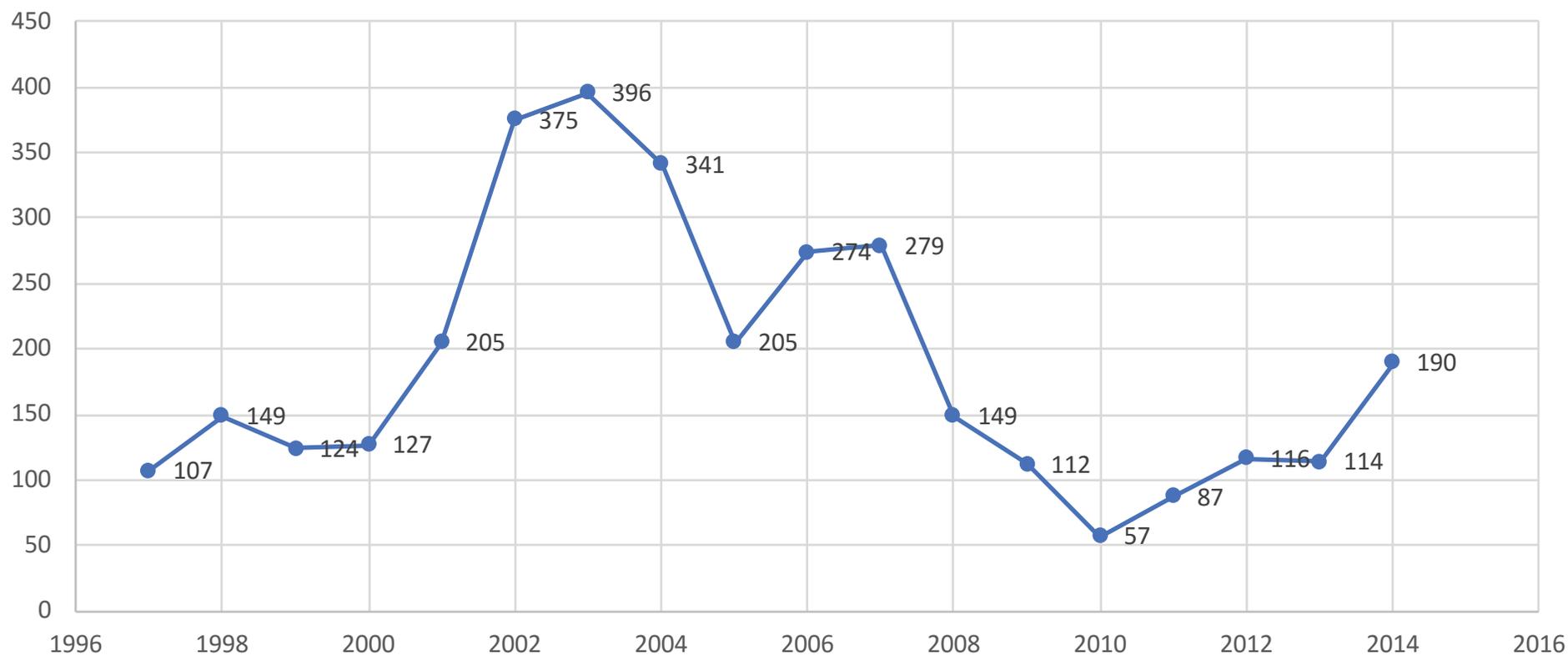
- Established wealth—educated, well-traveled married couples
- Accustomed to “more”: less than 10% of all households, with 20% of household income
- Homeowners (almost 90%), with mortgages (70%)
- Married couple families with children ranging from grade school to college
- Expect quality; invest in time-saving services
- Participate actively in their communities
- Active in sports and enthusiastic travelers

LifeMode 9 Senior Styles

(2.4% of Baytown Households)

- Senior lifestyles reveal the effects of saving for retirement
- Households are commonly married empty nesters or singles living alone; homes are single-family (including seasonal getaways), retirement communities, or high-rise apartments
- More affluent seniors travel and relocate to warmer climates; less affluent, settled seniors are still working toward retirement
- Cell phones are popular, but so are landlines
- Many still prefer print to digital media: Avid readers of newspapers, to stay current
- Subscribe to cable television to watch channels like Fox News, CNN, and The Weather Channel
- Residents prefer vitamins to increase their mileage and a regular exercise regimen

**Single-family new house construction building permits
of Buildings**



Venue Market Research

The Gene and Loretta Russell Park program is envisioned to have a wedding venue to host weddings and other community events. One of the goals for this space, is to provide for a revenue generating component to the park, which could create a sustainable revenue source for the non-revenue supported components. When considering event venue competition, we documented Wedding Venues within a one hour drive of Baytown.

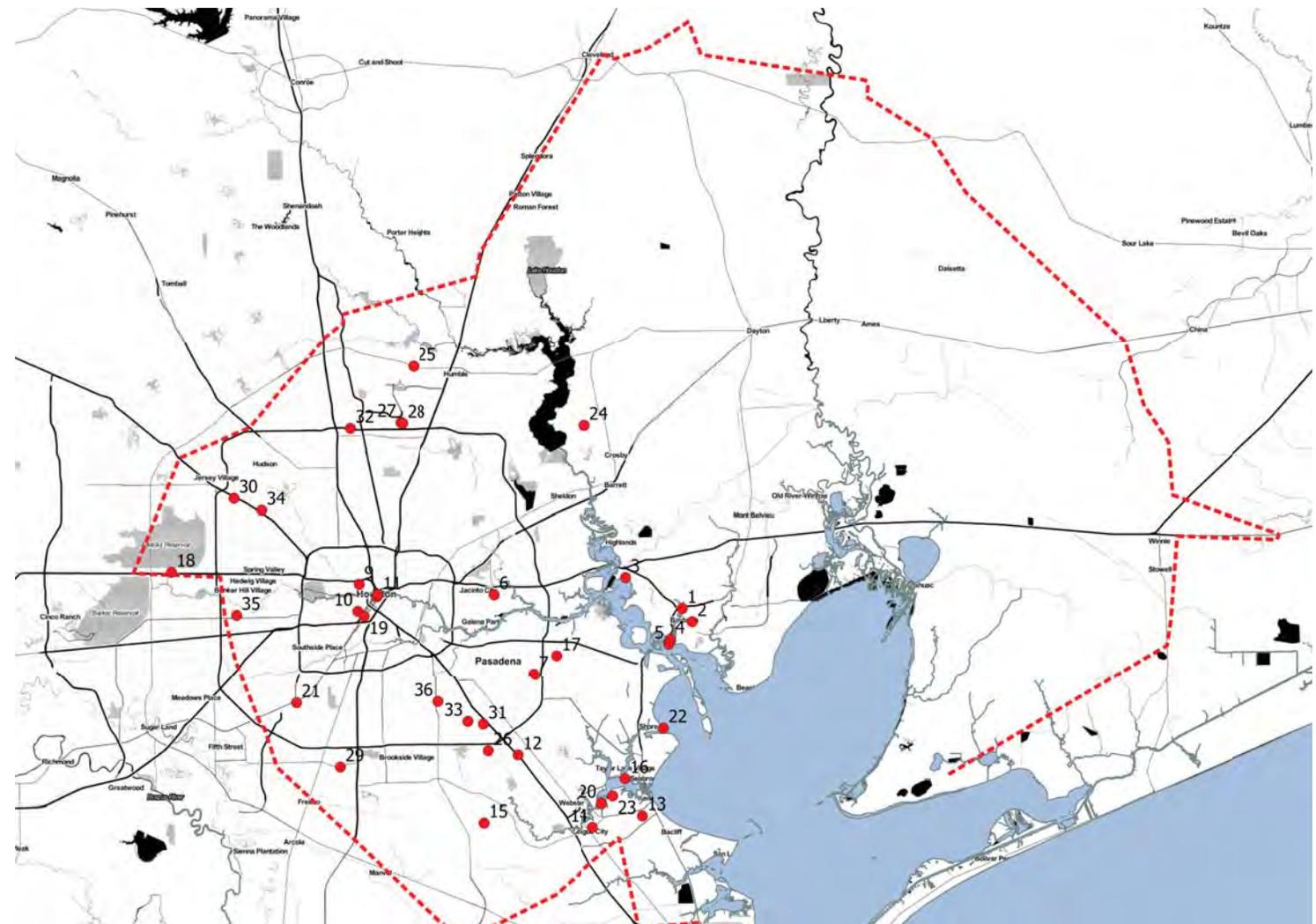
Wedding Venue Market

There are 36 venues located within a one hour drive of Baytown. These facilities are listed below:

1. Nuevo Leon Social Events
2. Legna Social Events
3. Oakland on Burnet Bay
4. Heritage Chapel and Garden
5. Bridgewater Events
6. Shafaii Party & Reception - Hall & Garden
7. Silver Sycamore
8. Crystal Ballroom At the Rice
9. The Astorian
10. AvantGarden
11. Majestic Metro
12. Palms Event Center
13. Kemah Gardens
14. Butler's Courtyard
15. County Line Event Center
16. Waters Edge
17. The Sycamore Room at Battleground Golf Course
18. The Omni Houston Hotel at Westside
19. The Ensemble Theater
20. South Shore Harbour Country Club
21. The Power Center
22. The Houston Yacht Club
23. South Shore Harbour Resort and Conference Center

24. Country Chic
25. All Occasions Event Hall
26. The Gardens Houston
27. Doubletree by Hilton IAH
28. Sheraton North Houston
29. Reflection Bay Event Center
30. Courtyard by Marriot Houston NW/290 Corridor
31. Royal Palace Banquet and Event Center
32. Hyatt North Houston
33. The Grand Elysian Hall
34. La Fontaine Reception Hall
35. Chateau Crystale
36. 1940 Air Terminal Museum

The list provides a variety of options including hotels, private and public venues ranging in price, style and amenities. While most of the venues or destinations are located outside the Baytown city limits, it is important to understand the competitive landscape, in order to design and develop a facility which would provide a competitive option within the market.



Economic Sustainability Precedents

Outside of providing a sustainable revenue source for the long-term funding of park improvements and maintenance, a structure for managing the event facility or park property, may provide a sustainable model for management of the property. A couple of unique public park models exist in the Houston area which may provide an example of funding and long term management structures.

Levy Park

3801 Eastside, Houston

Levy Park is premium public green space in the heart of inner-city Houston, currently completing a major renovation that will create an active and vibrant gathering place for the immediate community and an entertainment and recreation destination for the people of Greater Houston. The Upper Kirby Redevelopment Authority, in partnership with the Upper Kirby District Foundation, (a 501 (c) 3 nonprofit organization focused on community and quality of life improvements) funded \$15 million in public park amenities to transform Levy Park into a world-class urban space. The park features curated, year-round programming, native landscaping and botanical experiences, one of a kind children's play, interactive water features, a performance pavilion, an event lawn, a community garden and dog park.

The park property, originally donated to the City of Houston, is currently managed by the Upper Kirby Redevelopment Authority and the Upper Kirby District Foundation. Park improvements were funded by funds of the Authority, grants and donations, secured through the Foundation. A public, private partnership is an ideal way to secure funding both from the public and private sectors, while ensuring dedicated revenue for park improvements and maintenance are allocated in a responsible manner.

Evelyn's Park

4400 Bellaire Boulevard, Bellaire

Before Evelyn's Park was Evelyn's Park, the land lay home to Teas Nursery, the very first business of Bellaire. Founded in 1910 by horticulturalist Edward Teas, the eponymous nursery was the beautifier behind many of Houston's most historic neighborhoods and businesses, from the lushly-lined esplanade of Bellaire Boulevard to the verdant grounds of Rice University. When the landmark nursery closed in December 2009—nearly a century later—brothers Jerry and Maury Rubenstein seized the opportunity to preserve this unique piece of their community. The pair purchased and gifted the five-acre site to the city of Bellaire, under simple conditions: that it be used as parkland and that it be named in honor of their mother, Evelyn, a longtime Bellaire resident and philanthropist who shared the Teas' love for the outdoors and the simple things that make it beautiful. Today, Evelyn's Park is grounds for new memories—a safe and charming place to enrich your every day, whether trying a family fitness class, savoring brunch at our new café, or getting lost in a book or a butterfly garden. The park is also a popular event space, with room to accommodate a diverse array of groups and gatherings. Evelyn's Park was founded to celebrate the joy in everyday moments and the park will be part of the Bellaire Parks and Recreation system. The Conservancy provides a nonprofit umbrella for perpetual care of the park.



Levy Park, Houston TX



Evelyn's Park, Bellaire TX

Discovery Green

1500 McKinney St, Houston

As a 501(c)3 non-profit organization, the Discovery Green Conservancy needs generous donors to help fund the park property maintenance as well as hundreds of free activities held annually. Donations assist in empowering the Discovery Green Conservancy in their mission to maintain an uncommonly beautiful space in the heart of Houston that serves as a village green for our city, a source of health and happiness for citizens, and a window into the incredible diversity of talents and tradition that enrich life in Houston. As with Levy and Evelyn's Parks, a nonprofit umbrella provides a sustainable funding mechanism where the park doesn't compete for annual funding with other parks in the City of Houston system.

The conservancy model is a way to provide dedicated attention and support of the park programs and maintenance. The conservancy operates in partnership with the City (Houston, Bellaire) or a management authority to facilitate capital campaigns, dedicated staffing and maintenance as well as manage donations and revenue generated from rentals or other profitable functions.



Discovery Green, Houston TX

Gene and Loretta Russell Park was established and envisioned as a place for play, for community gathering, and enjoyment of the natural resources and open space. Above all, it's a place for children of all ages to find both the joy of friendship and the solitude of nature.