



MEMORANDUM

ADMINISTRATION

To: City Council

Through: Ben Williamson, City Manager

From: Robert Diaz, Director of Parks and Recreation

Date: August 19, 2025

Subject: Transform Squire Park Public Outreach Efforts

CC: Jawaria Tareen, Deputy City Manager
Mark Moffeit, Parks Superintendent Tara
Bradley, Parks Planner

Background Information:

Squire Park, established in 1959, is located in the Valwood Park Neighborhood and is part of the North Dallas Truck Farms subdivision. The park spans approximately 1.43 acres and is classified as a neighborhood park in accordance with the 2020 City-Wide Parks, Recreation and Open Space Master Plan.

The 2020 City-Wide Parks, Recreation and Open Space Master Plan defines a neighborhood park as one of the most important features of a park system and a cohesive element in neighborhood design. Its primary function is to create recreational space for the entire surrounding neighborhood. The plan also states that neighborhood space should be distributed between active and passive uses. Other elements considered when defining a neighborhood park, though this list is not exhaustive, include:

- A service area of approximately one mile to one-half mile.
- Safe and convenient pedestrian access.
- Playground equipment for small children.
- Spaces for court games, such as basketball, tennis, volleyball, and inline hockey, in addition to walking/jogging trails.

Squire Park possesses many of these attributes and conditions, aligning with the definition of a neighborhood park, with the exception of its size. The optimal size for a neighborhood park, according to the plan, is five (5) to ten (10) acres, whereas Squire Park is 1.43 acres.

In 2023, previous staff were asked to consider this project for the 2023-2024 Fiscal Year Budget, based on feedback gathered at a 2021 Farmers Branch Night Out event at Squire Park. At this event, attendees expressed a desire to enhance the park beyond its standard replacement schedule, which included resurfacing courts and updating lighting in 2021, replacing playground equipment in 2027, and renovating the pavilion in 2030.

Discussion:

Based on the feedback received, which included a concept for incorporating a splash pad into the park's revitalization, current staff revisited this request in 2025. Staff have since completed a Public Outreach Effort to determine the community's needs, wishes, and desires for the park's revitalization.

Staff implemented various activities and strategies to gather feedback. The Public Outreach Effort took place from April 15, 2025, to June 27, 2025. Tools utilized included a 10-question multiple-choice survey, an online meeting, a round-table style meeting, and a meeting at the park. Outreach was also conducted with Farmers Branch Elementary and Vivian Field Middle School.

The online survey yielded 149 responses. The three meeting types collectively received over 99 participants.

The survey results are as follows:

- **Question 1: How often do you visit Squire Park?** 31% of survey takers visited the park weekly, and 21% visited daily.
- **Question 2: What time do you visit the park?** 25% of survey takers visited the park during weekdays, and 24% visited on weekends.
- **Question 3: What activities do you participate in at Squire Park?** Answers ranged from playing basketball and using existing park amenities to walking.
- **Question 4: Rank which existing amenity you use the most when visiting Squire Park? Please rank the items by importance, arranging them from most to least important.** The playground was the first choice, basketball was the second, and open space was the third.
- **Question 5: What specific amenities do you feel are missing from the park? Please rank the items by importance, arranging them from most to least important.** A walking path was labeled as the most important with 56 entries, and barbeque grills were selected as least important.

- **Question 6: In your opinion, what specific amenities are missing from the park? Choose up to three.** The top result was a walking path, selected by 55 people. Second was a Neighborhood Splash Pad with 56 selections, and more shade with 51 selections.
- **Question 7: What equipment would you want to add to Squire Park? Please rank the items by importance, arranging them from most to least important.** Most important was inclusive play, followed by exercise equipment (2nd choice), and obstacle course elements (3rd choice).
- **Question 8: Do you have any other comments or suggestions for improving Squire Park?** Comments varied from keeping the basketball courts, adding a soccer field, adding a splash pad, adding inclusive playground equipment, connecting to other parks, and installing speed bumps.
- **Questions 9 and 10:** Personal information collected.

Information Gathered from Meetings

- **May 7th Online Meeting (13 attendees):** Input was gathered from citizens via email. A key suggestion that emerged was a potential interest in a dog park. Citizens emphasized the park's importance as legacy and a place for memories, highlighting its role as a "third place" in the community.
- **Vivian Fields Middle School and Farmers Branch Visit:** Takeaways indicated contentment with the existing park. Keep the existing basketball courts and incorporate a splash pad.
- **June 5th Meeting at Vivian Field Middle School (11 attendees):** Input covered various topics, including parking for facilities, updating equipment, and funding.
- **June 25th Squire Park Meeting (75+attendees):** Citizens were able to voice their concerns to staff and participate in the "bucket game." This activity allowed individuals to "fund" amenities using "Squire Bucks." Each participant received \$5 in "Squire Bucks," with a total of \$250 distributed. The results from this activity were:
 - Garden/Landscaping: \$15
 - Sports: \$28
 - Playground: \$41
 - Walking Path: \$20
 - Splashpad: \$82

Staff also spoke with individuals who expressed the need for adequate parking. Additional feedback included requests for lighting improvements and more courts to utilize.

Other notable points of feedback from various meetings included:

- The overall need for additional parking.
- Concerns about traffic calming on Richland and Squire.
- Desire to keep existing basketball courts and add another one.

- Observations that the park is dark, indicating a need to check and improve lighting.

The outcome of these public outreach efforts provided Squire Park users with a valuable opportunity to share their vision for the park's future. The feedback consistently indicated that a walking path, splash pad, and upgrading the playground are of collective interest to the participants. These efforts have also allowed staff to address immediate concerns, such as the lighting request, and reinforce the ongoing commitment to Squire Park's regular upkeep schedule.

Action Requested

Staff is seeking City Council direction based on the feedback gathered from these public outreach efforts to move forward with obtaining a design concept for the park's revitalization.

Financial Considerations & Costs:

N/A

Strategic Link: Interaction

C2. Provide Attractive, Unique, and Connected Spaces for Community

C3. Promote Opportunities for Community Participation in Government

Attachments:

Transform Squire Park Public Outreach Efforts Presentation
Survey Results and Map

Responses Overview Closed

Responses

149

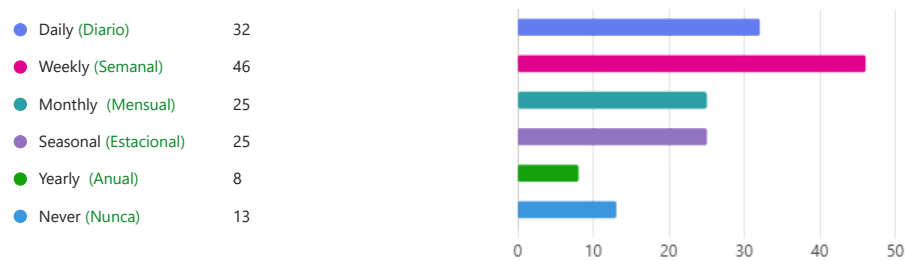
Average Time

12:26

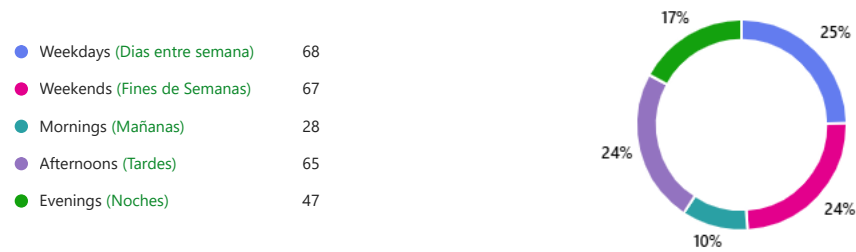
Duration

86 Days

1. How often do you visit Squire Park?(¿Con qué frecuencia visitas Squire Park?)



2. What times do you visit the park? (¿A qué horas visitas el parque? * Por favor, seleccione como máximo 3 opciones)



3. What activities do you participate in at Squire Park? (¿En qué actividades participas en el Parque Squire?)

149

Responses

Latest Responses

"Play basketball or play at the park"

"I have only been to an Easter event hosted there"

"Playground"

...

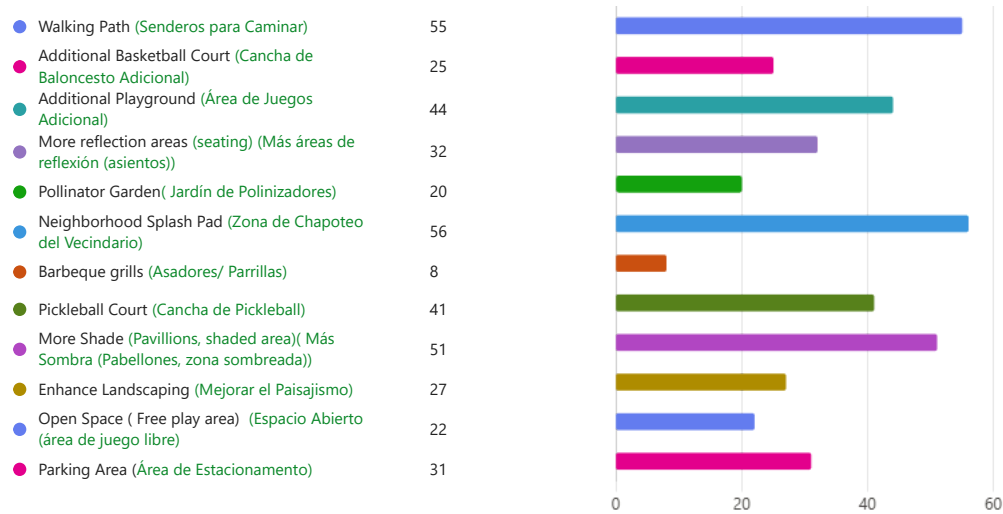
4. Rank which existing amenity you use the most when visiting Squire Park? Please rank the items by importance, arranging them from most to least important.(¿Clasifica qué servicio existente usas más cuando visitas el Parque Squire? Por favor, clasifique los elementos por importancia, ordenándolos de mayor a menor importancia.)



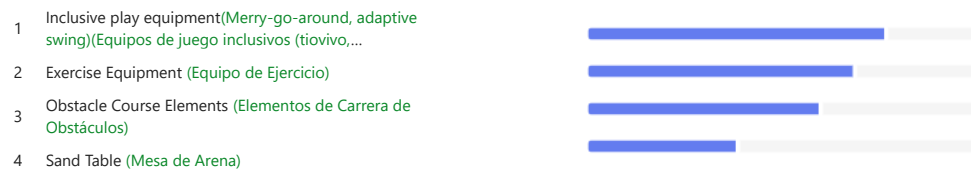
5. What specific amenities you feel are missing from the park? Please rank the items by importance, arranging them from most to least important. (¿Qué servicios específicos crees que faltan en el parque? Por favor, clasifique los elementos por importancia, ordenándolos de mayor a menor importancia.)



6. In your opinion, what specific amenities are missing from the park? Choose up to three (3). En su opinión, ¿qué servicios específicos faltan en el parque? Elija hasta tres (3). Por favor, seleccione como máximo 3 opciones.



7. What equipment would you want to add to Squire Park? Please rank the items by importance, arranging them from most to least important. (¿Qué equipo te gustaría agregar al Parque Squire? Por favor, clasifique los artículos por importancia, ordenándolos de mayor a menor importancia.)



8. Do you have any other comments or suggestions for improving Squire Park? (¿Tiene algún otro comentario o sugerencia para mejorar el Parque Squire?)

148

Responses

Latest Responses

"Please keep the basketball court!!"

"It would be nice for farmers branch to have its first splash pad with a playground ... "

"No"

...

9. Please provide your home address or street name.

An address is being requested to inform staff about the service radius for Squire Park.

(Por favor, proporcione su dirección o el nombre de su calle. Se esta solicitando una dirección para informar al personal sobre el servicio de radio del Parque Squire.)

136

Responses

Latest Responses

...

10. To receive up-to-date news from the City and learn more about the exciting Transform Squire Park project, please provide your email to subscribe to The Branch Bulletin E-newsletter. (Para recibir noticias actualizadas de la Ciudad y obtener más información sobre el emocionante proyecto Transforma el Parque Squire, proporcione su correo electrónico para suscribirse al boletín electrónico de The Branch Bulletin.)

82

Responses

Latest Response

Transform Squire Park Survey Results

