







TOWN OF PARMA

TOWN PARK CAMPUS MASTER PLAN 2026

LaBella
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TOWN OF PARMA

TOWN PARK CAMPUS MASTER PLAN

2026

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A MESSAGE FROM THE COMMITTEE
Planning Today. Inspiring Tomorrow.

Every great community has places that become part of its story.

For generations, Parma Town Park has been one of those places. It is where children learn to explore on a playground, families gather under pavilions, neighbors cheer from the sidelines, grandparents watch grandchildren play, and lifelong traditions begin. It is more than a collection of fields, playgrounds, buildings, and trails. It is where memories are made.

As our community continues to grow and evolve, so too must the spaces that bring us together.

This Master Plan began with a simple question:

What do we want this park to become for future generations?

Rather than beginning with buildings or amenities, we began by listening. More than 750 residents shared their ideas, priorities, hopes, and concerns. They reminded us of something we have always believed, that parks are about people first.

Residents told us they value the character of this community. They appreciate the connections between Hilton and Parma. They want places where families can spend time together, where children can play safely, where teens have opportunities to gather, where older adults remain active and connected, and where recreation is available throughout every season of life. They also reminded us to remain good stewards of the resources entrusted to us. Build thoughtfully. Maintain what we create. Preserve what makes this community special.

This plan reflects those values.

It is not intended to be a blueprint for immediate construction, nor is it a promise that every idea presented here will one day become reality. Rather, it is a long-term vision, a guide that will help future leaders make thoughtful decisions as opportunities arise. Some recommendations may be realized in the coming years. Others may take time. Some may evolve as community needs change. That is exactly what a master plan is intended to do: provide direction while remaining flexible enough to grow alongside the community it serves.

Most importantly, this plan represents a shared vision.

It recognizes that the Town of Parma and the Village of Hilton are strongest when working together. It celebrates the partnerships that have shaped this community for generations and provides a framework for continuing those relationships well into the future. Collectively as individuals invested in this amazing community, our mission extends beyond providing programs and maintaining facilities. Our purpose is to create opportunities for people to connect with nature, with recreation, with education, with one another, and with the community they call home.

Every trail, every playground, every athletic field, every gathering space, and every future improvement considered within these pages is intended to support that purpose.

In the end, success will not be measured by the number of projects completed or acres developed. It will be measured by the memories created.

By children discovering new adventures.

By families gathering together

By neighbors becoming friends.

By traditions.

By future generations experiencing the same sense of belonging that generations before them have found here.

This Master Plan is our commitment to thoughtfully prepare for that future.

Together, we have the opportunity not simply to improve this campus, but to strengthen the heart of our community for decades to come.

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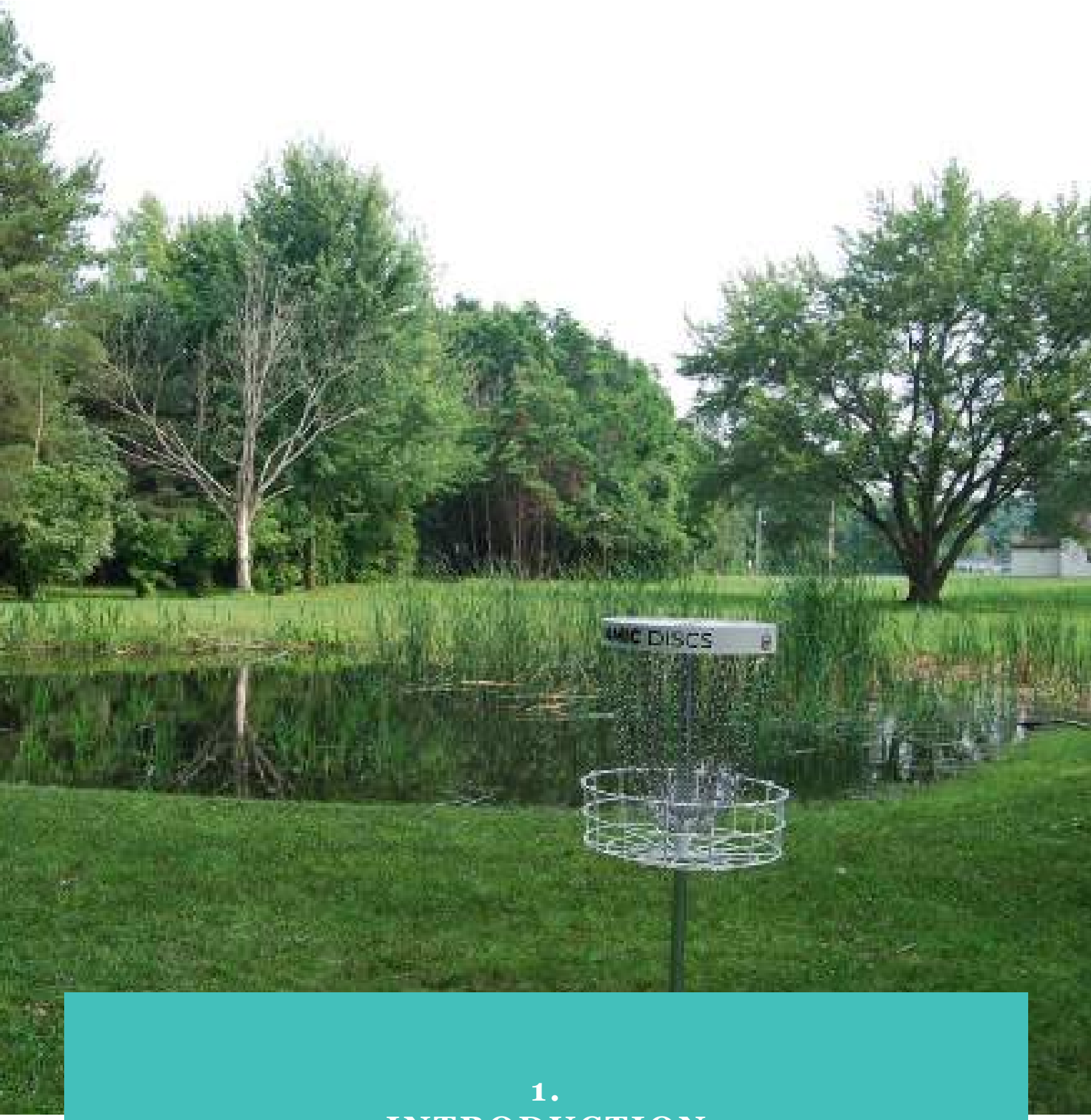

1.
INTRODUCTION

TOWN PARK CAMPUS OVERVIEW:
A Growing Hub of Community and Recreation

Parma Town Park, at 1300 Hilton Parma Corners Road in Hilton, NY. The park serves as the primary unicipal recreation hub for the Town of Parma, a community established in 1808 in northwestern Monroe County near Lake Ontario.

The park has grown over time into a modern, multi-use recreational campus reflecting typical late-20th-century municipal park development patterns, expanding from basic athletic fields to a diverse, year-round community facility. Although the Town and Village have a population of about 16,500 residents, the Park service well beyond the Town and even the broader Hilton Central School boundary due to its size, programming, and amenities not available in neighboring communties.

Parma Town Park functions as the primary venue for recreation programs, leagues, and community events, including:

- Youth and adult sports leagues (baseball, soccer, etc.)
- School district athletics (Hilton CSD regularly uses fields)
- Community events and pavilion rentals
- Summer camps and seasonal programming

The Hilton-Parma Parks and Recreation Department emphasizes “recreational opportunities for the entire family,” positioning the park system as a central gathering space and quality-of-life asset for residents. Parma Town Park is the central recreational asset for the Town of Parma and Village of Hilton, serving as a multi-functional, year-round community hub. While its origins are tied to the broader development of the Town Hall, the park today reflects decades of incremental investment into athletic facilities, family amenities, and community programming. Supported by the Hilton-Parma Parks and Recreation Department, the park accommodates a wide range of users, from youth sports leagues to walkers and dog park members, making it a cornerstone of civic life in the Hilton-Parma community. As offerings have continued to grow the site has become a hub of recreation for neighboring communities as well. Large community and athletic events serve the the entirety of Monroe County.



METHODOLOGY:
Creating a Vision for Tomorrow

The Town of Parma retained LaBella Associates to develop a comprehensive vision for Parma Town Park and Campus through a collaborative and community-centered planning process.

The effort began with coordination between the consultant team and Town staff to define project goals, establish a framework for communication, and identify key stakeholders.

A project committee consisting of Town officials, parks and recreation staff, and community representatives was formed to guide the process. Regular committee meetings provided critical input, allowing the plan to evolve in alignment with local priorities and ensuring ongoing oversight throughout the study which included:

- Committee and Stakeholder meetings
- In-Person engagement events at the Park and in the Village
- An online public survey
- Coordination with needs of community groups such as the library, sport organizations, and the Hilton Central School District.
- Benchmarking and best practices analysis
- A thorough design and recommendations deliverable

The plan was developed through an iterative design process, with concepts refined over multiple stages based on feedback from the project committee, stakeholders, and the public. Preliminary ideas were tested and adjusted to balance community desires with practical considerations such as feasibility, cost, and long-term maintenance.

This approach resulted in a well-informed and adaptable vision that reflects the needs of the community while providing a clear and achievable roadmap for the future of Parma Town Park Campus.



DISCLAIMER:
A Vision, Not a Project

It is important when reviewing this masterplan to understand this is a long term vison for the park, not an overnight project. The costs are substantial and a phased appoach will be necessary to achieve necessary funding over time, and continued use of the park throughout the process. The following key points are important to have the correct mindset when reviewing this robust undertaking.

1. This plan is intended to guide improvements over the next 20+ years

2. Each element works together in a transformative process, not in isolation.

3. Trends and priorities will shift overtime. This plan will need to be updated overtime as well.

4. Funding will need to be pursued outside the Town and Village including State and National funding, (a funding strategy guide will follow).

5. This is nothing new to the Park. The park staff have completed amazing projects over the last 20 years including drainage, playgrounds, field improvements, the disc golf courses, and most recently the splash pad just to name a few. This document will act to guide future efforts toward a vision based on public input and guided by professional design.

To summarize this is not somthing which will start tomorrow or even next year, this plan is a tool to guide the continued growth and improvements to the park which have been occuring over decades in a way to best serve the community for decades to come.



2.
MASTER PLAN

SITE VISIT & INVENTORY:

No Stone Un-turned

One of the greatest challenges when creating a master plan is gathering tangible historic data and materials on the site. This was no exception for the Parma Town Park. Fortunately there is great institutional knowledge of the site and the group felt it imperative to capture as much of that as possible.

During site visits, photos were taken and detailed mapping was created to create a time capsule through this plan for generations to come. Beyond images and text, the LaBella team utilized survey mapping and drone technology to gather current conditions in key locations and verify utility maps to ensure recommendations were as feasible as possible, within this conceptual design process.

In addition to the images below, all mapping, survey information, and high resolution images were provided to the Town electronically. The following images capture the space, design and style of the park so that the design team can incoporate them into the overall design.





















































FLYOVER IMAGE:

Courtesy of EagleView

This flyover image was taken on May 11, 2025.

This image documents the site layout and conditions on that date including the space for expansion to the South. Improvements to drainage and ongoing work can be seen in the center of the parcel. Documenting past investment to be retained and leveraged in future development. This imagery combined with in person site visits gave the design team a deep understanding of current usage and opportunities for growth.



OVERVIEW OF PROPOSED PARK PLAN:

A Design for Continued Growth

By incorporating public input, committee feedback, best practices, the following overall vision was realized. The accompanying layout balances growth with feasibility.

Of course this vision is to be realized over decades, not months. Although overwhelming to process all at once, this plan provides a guide to future development, so the Town can prioritize projects and resources toward a vision, rather than acting in the moment. This will lead to improved spaces, services, and reduced long-term costs.

The following pages will break down element by element how this vision accomplishes the goals of the community through:

1. Improved circulation and parking
2. Increased amenities in pockets according to activity type and level
3. Space for indoor community facilities
4. An overall focus on retaining what makes Parma Town Park unique and special.

Some notes from the process of creating the plan:

Public survey results showed the greatest demand for trails, which are greatly expanded, and connected via walkways throughout the park.

Survey data was used to guide priorities on the layout and the overall timeline of implementation. The full results were provided electronically to the Town, including raw data, so that future planning efforts can be compared to track trends in the community and forecast shifts in public priorities.

In review of usage, events, and leagues fields were increased to meet these needs while retaining space to grow and meet evolving trends in the future. Hilton-Parma Parks and Recreation staff puts on amazing events, which require flex space, accomplished by the new addition to the park to the South (left on the map).

Finally past investment in drainage and utilities were taken into account to ensure this is not a beautiful picture which remains on a page, but an actionable plan for the future.



Master Plan Site Layout

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3.
CIRCULATION

CIRCULATION:
Overview

Whether on foot or by car transportation around the park is a significant challenge. The continual growth of the park has resulted in obscure parking lots and long straight drives.

Walking paths are limited between amenities resulting in increase vehicular use in the park, especially during events.

In response to this challenge a robust circulation plan is recommended to calm traffic in the park, increase pedestrian comfort, and provide a greater campus feel.



Walking Paths

Walking paths not only create recreation opportunities in the park, they also decrease vehicular use during a visit.

Paths are recommended from parking areas to key recreational amenities and between amenities of a common type such as courts, or fields.

Through a clear connection to the exsisiting and proposed trail networks park visitors can enjoy a walking expereince surrounded by activity and socialization, or in a more tranquil wooded environment.

Some driving areas are converted to walking paths to decrease reliance on vehicles and reduce vehicles passing through areas of play and sport, especially in the new splash pad and community picnic areas.

Parking

Current parking lots are located at rational places and intersections, but lack clear striping. If striped the park has approximately 600 spaces, however without the striping in place parking is much less efficient.

Multiple lots are also “pass through” lots which promote vehicles traveling at higher speeds through the parking areas, adding risk to those entering and exiting their cars.

New lot designs encourage parking away from these vehicles pass throughs and the careful use of trees and planters encourage vehicles to slow down when traveling in, out, or through the lot, known as traffic calming. In total approximately 850 spots are proposed, a drastic improvement but still not sufficient for larger events. Large events like summer smash require parking on grass fields which may be advised to continue to prevent overbuilding of parking lots. The new parcel would accomodate this practice well and grading should take this into account.

Overall parking is drastically increased at the park, mostly through improved parking design, providing additional space for regularly scheduled events and options for parking in closer proximity to areas of interest. Special events will still require parking off paved areas and detailed evaluation of parking surrounding new indoor facilities will need to be calulated during that architectural design process.

Driving Lanes

Vehicle speeds are a common complaint in the park and difficult to enforce. Rather than signage, the use of select tree planting and road curvature encourage slower traffic by removing clear straight drive areas.

These corrections address the general condition known as the “dragstrip” problem. These new driving lanes connect parking lots in a safer more park “feel” approach.

The recommended approaches have been seen in other park projects and NYSDOT projects as a functional approach to slowing traffic at all speeds. The increase of trees will also provide shade across the park, reducing heat while aligning with the sought-after campus feel.

Across Park Conneciton

The removal of driving access in front of the pond is recommended as a traffic calming measure. Instead, the expansion of roadways is recommended on the southern and western sides of the park, creating full connection between the main entrance on Rt. 259 and Parma Center Rd. Walkways running east to west are oversided to accomodate occasion maintnence and emergency response vehicles when necessary. Lighting should be explored during this implementation of walkways and parking lots. Although a lighting plan is not included in this conceptual design, a lighting rendering is in the appendix to demonstrate the benefits of lighing on premier field and walkways / parking lots. This layout required a full capacity and design from an electrical engineer to proceed.



Image A: Proposed Northeast Park Pedestrian & Vehicular Access



Image B:Proposed Southeast Park Pedestrian & Vehicular Access



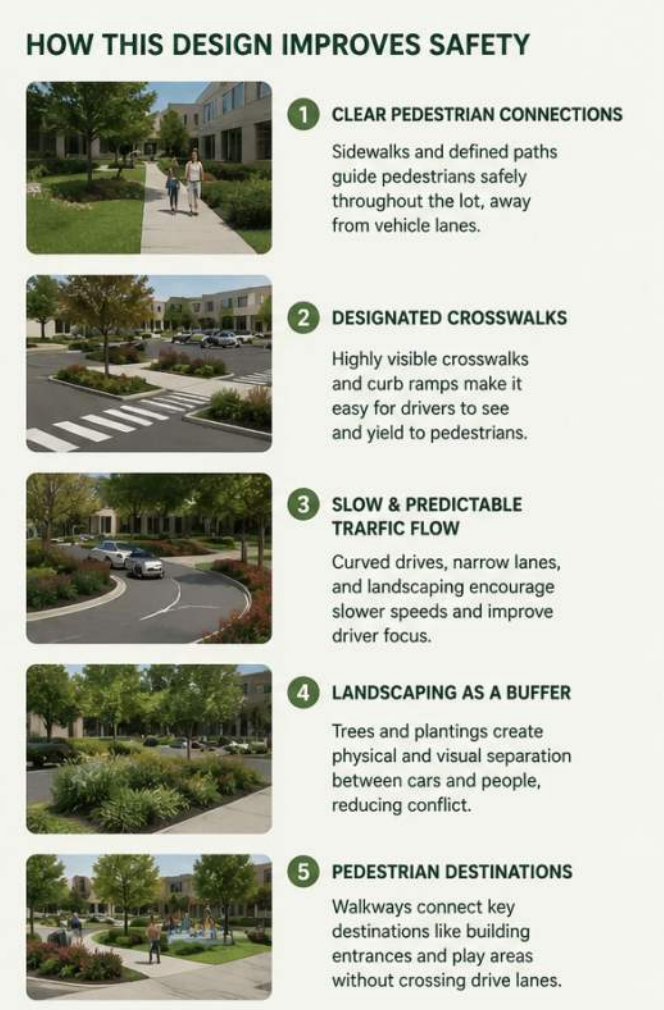
Image C: Proposed Southwest Park Pedestrian & Vehicular Access

Parking Lot Design

The parking areas throughout the Park have been thoughtfully designed to support safe, intuitive, and efficient circulation for all users while enhancing the overall park experience. Rather than functioning solely as places to park vehicles, these areas are integrated into the broader campus circulation network, creating seamless connections between parking, park amenities, buildings, recreational facilities, and open spaces.



The design prioritizes pedestrian safety through a coordinated system of sidewalks, designated crosswalks, and clearly defined pedestrian routes that minimize conflicts with vehicular traffic. These connections provide direct, accessible pathways to key destinations, allowing visitors to move comfortably throughout the campus without crossing active drive lanes whenever possible.



Vehicular circulation has been carefully organized to promote slow, predictable traffic movement. Curved drive aisles, narrowed travel lanes, and strategic landscape placement naturally encourage reduced vehicle speeds while improving driver awareness and visibility. Clearly defined circulation patterns enhance wayfinding and create a safer environment for pedestrians, cyclists, and motorists alike.

Landscaping serves both functional and aesthetic purposes within the parking lots. Trees, planting islands, and landscaped buffers provide physical and visual separation between vehicles and pedestrian areas, improving safety while contributing shade, stormwater management, and an attractive park setting. These green elements help soften the visual impact of parking while reinforcing the character of the campus.

Together, these design strategies create parking areas that are more than functional infrastructure; they become an integral part of the park's circulation system. By balancing the needs of drivers, pedestrians, cyclists, maintenance staff, and visitors of all ages and abilities, the proposed parking lot designs support a safer, more accessible, and welcoming Park while improving the overall flow and user experience throughout the site.

Wayfinding Signage

Wayfinding is a critical component of creating a safe, accessible, and welcoming park environment. As the park continues to evolve, a cohesive wayfinding and branding system will improve navigation, strengthen park identity, and enhance the overall visitor experience. Through a coordinated network of directional signage, informational kiosks, and consistent architectural and site design elements, visitors will be able to easily locate amenities, understand circulation patterns, and move confidently throughout the park. Consistent materials, graphics, landscaping, and architectural features will reinforce a unified visual identity while supporting intuitive wayfinding, ensuring the park remains organized, recognizable, and easy to navigate for visitors of all ages and abilities.

This relatively low cost implementation is an immediate recommendation to help guide users as the park evolves, especially in relation to connectivity to Parma Center Rd from the main entrance. Although some re-installation may be required as projects progress the value of keeping the public informed will be well worth it. Digital signange should also be explored if funding permits, for the benefit of promotion of events and potention advertisiing/fundraising.







4.
LEISURE

LEISURE:
Overview

Although known for huge tournaments, cross country races, and well maintained fields, survey results showed us that respondents were more interested in leisure activities.

Already abundant at the park through disc golf, play areas, and the splash pad, our intent with this plan is to group these leisure spaces into hubs for greater social and community gathering experience.



Amphitheater & Picnic Area

By removing the roadway connection and relocating the basketball courts to the tennis court area, a grove is created by the pond, complete with seating and a small amphitheatre,perfect for family gatherings and community events,

Small concert events will be much easier to hold at the park with such a structure in place, which can also be rented as a pavilion structure for private gatherings, as the space is commonly used.

Thanks to the close proximity to the splash pad and playgrounds this space will surely see great use and be a worthwhile investment to the park.

Meadow/Trails

Ranking highest on the public survey of amenities of use, trails and natural settings in the park are a key attractant.

Some meadow trails will be lost by the soccer field expansion, but more than made up for with expansion into the new parcel to the south which combines wooded, meadow and waterside views.

Disc Golf

The Disc Golf course is included here for lack of a better location. This entity spans leisure and community gatherings all the way to national competition, making it difficult to place in any specific category. It is a unique gem to the community and this inclusion of all ages and skill levels is why it is so popular and heavily used. This plan does not recommend any improvments to the disc golf course, but rather continued upkeep and maintenance. The course is a favorite across the region and has hosted and continues to host National tournaments.
Improvements across the park are focused on retaining the course as is with special attention on ensuring future changes do not encroach on the area of play, or user experience.

Dog Park

The new Bark Yard has been a huge success and we do not imagine it being altered anytime soon. To the contrary the plan calls for this structure and layout to set design guidelines for park structures and amenities moving forward.

To complement the bark park trails were located in close proximity to encourage dog walking away from pedestrian walkways, especially for our less social K9 friends.

We also noticed numerous comments about the parking area and proximity of cars so special attention was made to increase parking in the area, move roadways for increased spacing between the Bark Yard and the main entrance road, and retain space for expansion or additional pet amenities if of interest in the future.

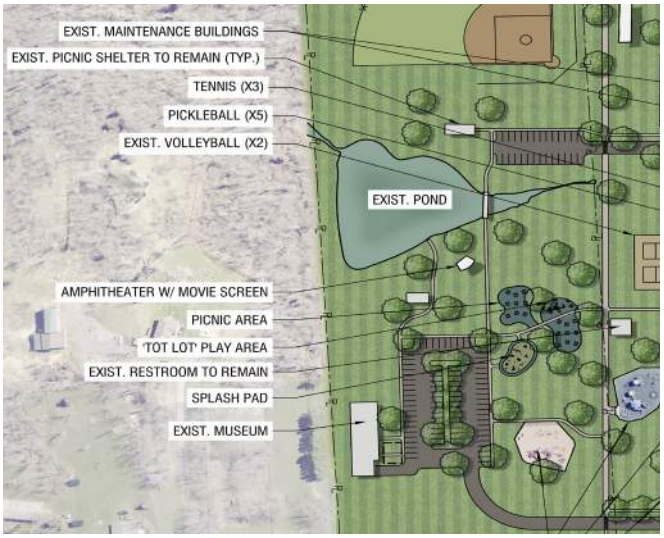


Image D: Proposed Amphitheatre & Picnic Area

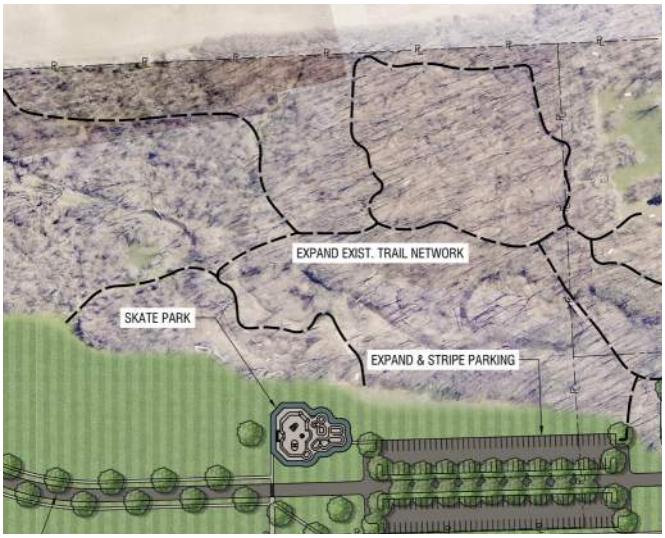


Image E: Existing Trails & Disc Golf

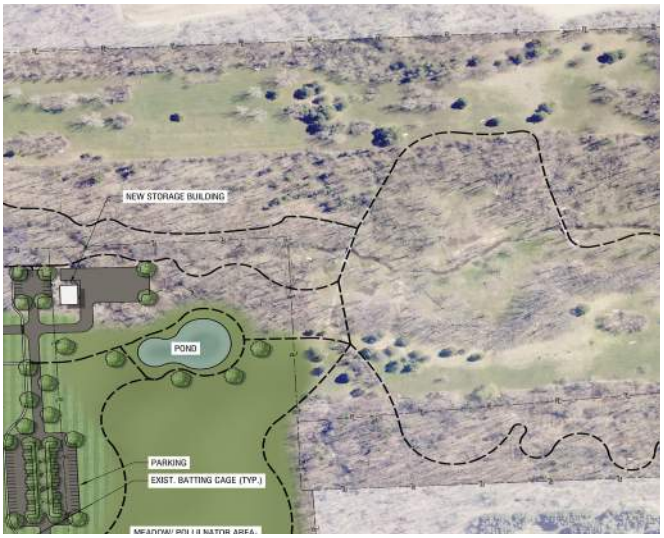


Image F: Proposed Meadow & Existing Trails



Image G: Proposed Meadow & Existing Dog Park

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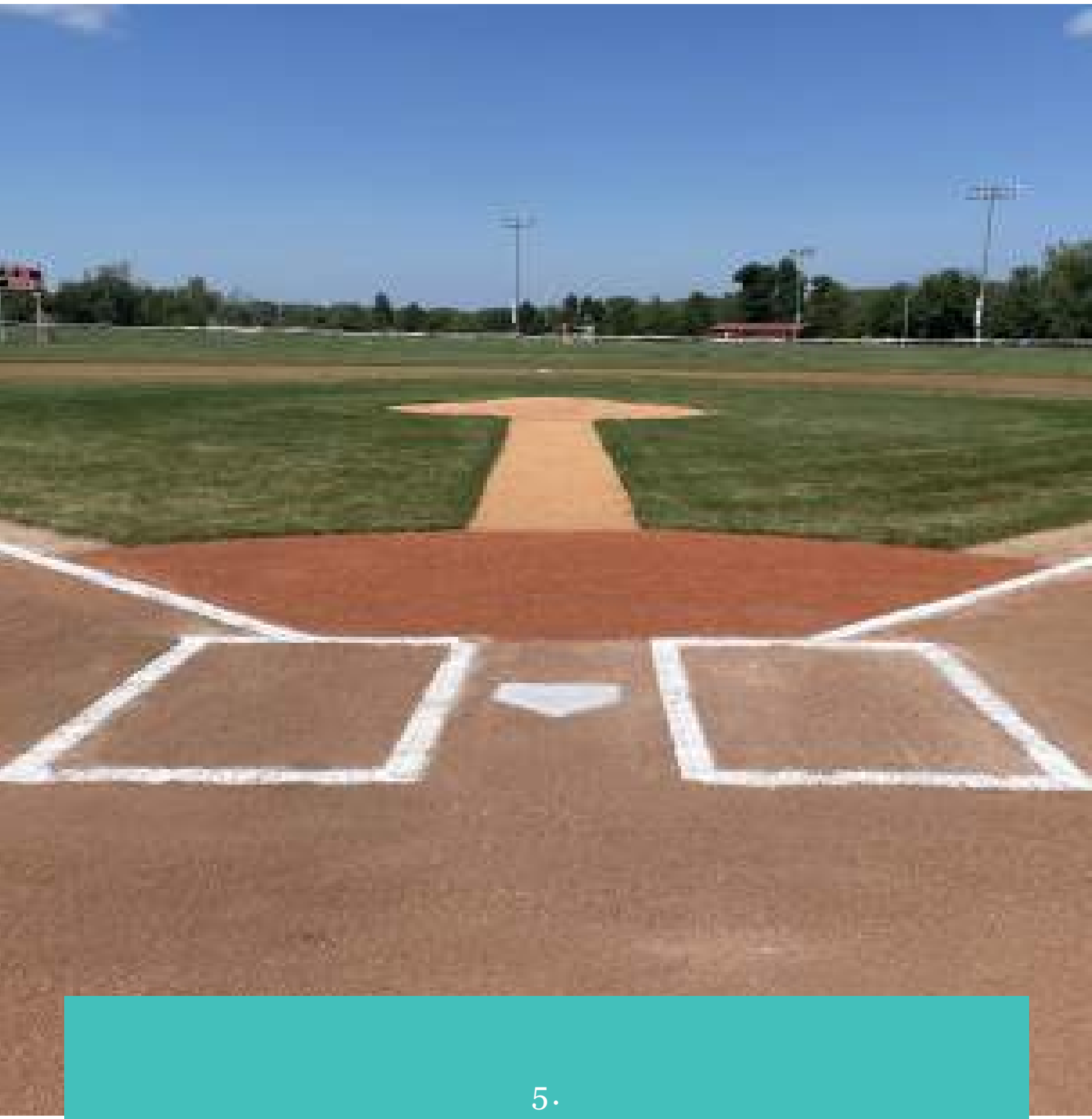


5.
SPORTS & RECREATION

SPORTS & RECREATION:
Overview

Parma Town Park serves as the outdoor athletic and recreational hub for the Town of Parma and the Hilton-Parma Recreation Department, supporting a wide variety of youth and adult programs that continue to grow in popularity. The Master Plan envisions strategic enhancements that improve field quality, expand programming capacity, strengthen connectivity throughout the site, and better meet the evolving recreational needs of residents.This section focuses on outdoor spaces. Indoor sport and recreation spaces will be discussed in a later chapter.



Baseball/Softball

Baseball and softball have long been foundational recreational offerings within the Town, and the Park has benefited from significant prior investments in these facilities. The Master Plan seeks to capitalize on these investments by enhancing the overall quality and consistency of the ballfield complex while expanding opportunities for younger age divisions. Improvements focus on upgrading existing diamonds to create a more cohesive and tournament-capable facility, with particular emphasis on elevating all fields to the standard established by Field 2, which is widely recognized as one of the park's premier facilities. Recommended enhancements include improved infields and outfields, upgraded fencing and dugouts, enhanced spectator areas, irrigation and drainage improvements, and expanded accessibility features.

In addition, the plan proposes the development of additional t-ball and introductory youth baseball/softball fields to better accommodate younger participants and growing enrollment in early-age recreational programming. These smaller fields provide critical space for instructional leagues while allowing larger diamonds to remain available for older age groups and competitive play. Together, these investments strengthen the Park's role as a year-round destination for community athletics while supporting the continued growth of youth recreation throughout Parma.







Courts

The Master Plan re-envisions the park's court-based recreational amenities through the creation of a centralized recreation hub that consolidates tennis, pickleball, basketball, and volleyball facilities into a more connected and cohesive area of the park. Currently, many of the court amenities are spread throughout the site, limiting operational efficiency, connectivity, and the overall user experience. The proposed plan relocates the tennis and basketball courts toward the center of the park, creating a shared recreation destination connected by an improved network of pedestrian walkways and gathering spaces. Volleyball courts would remain in their current general location, where they continue to function well within the park layout and recreational programming structure. The expansion of pickleball in dedicated courts will serve this high demand without sacrificing tennis or other court space. Although previous resurfacing efforts have extended the service life of the existing courts, the pavement systems have deteriorated to the point where full replacement is now necessary. The Master Plan therefore recommends comprehensive reconstruction of all court facilities, including new pavement foundations, surfacing, fencing, lighting, drainage improvements, seating, and accessible pathways. By consolidating these amenities into a unified court complex, the park can provide a more vibrant, active recreation environment while improving visibility, accessibility, and overall recreational experience for users of all ages.

Soccer and Rectangular Fields

Soccer participation within the community has continued to grow, increasing demand for both practice and game fields across multiple age groups. Existing facilities at Parma Town Park are heavily utilized throughout the spring, summer, and fall seasons, often limiting scheduling flexibility for recreation programs and tournament opportunities. The Master Plan recommends expansion of rectangual field facilities to address this growing demand while improving field organization, circulation, and spectator accommodations. Additional rectangular fields would increase programming capacity for youth recreation, travel soccer, camps, lacrosse, field hockey and flag football, including rapidly growning womens flag football. All this, while positioning the park to host larger regional tournaments and multi-field events. Enhanced drainage, irrigation, seating, and lighting improvements would further elevate the quality and usability of the field space. The proposed layout capitalizes on current drainage improvements where possible while increasing parking in proximity of the fields.

Football

Flag football is an everygrowing use at the park as the survey team saw first hand during public engagement. The soccer field layout is flexible to this restriping and use for other rectangular field use, but a dedicated football field is still required. After review of the significant investment made in the creation of the football field, parking, roadways, and overall circulation was planned around retaining the football field in its current location. This decision alleviated unnecessary spending on redundant infrastructure, a high priority of the stakeholder group.



Image H: Proposed Baseball, Football, & Softball Fields



Image I: Proposed Soccer Fields

Field Considerations for Shared Use

The Parma Town Park and Hilton Central School Distric have a long history of working collaboratively in the best interest of the community. Sharing facilities is common practice to ensure the most participants can be active in the community at all age levels.

When weather, construction, or other constrants limit use of facilities ability to share facilities is key and both parties have worked hard to ensure there is no redundency of services.

The Hilton Central School district was at the table during discussions for this plan and not only shared their full support but mentioned that field use and indoor facilities were of high interest to their operations.

Artificial Field Use

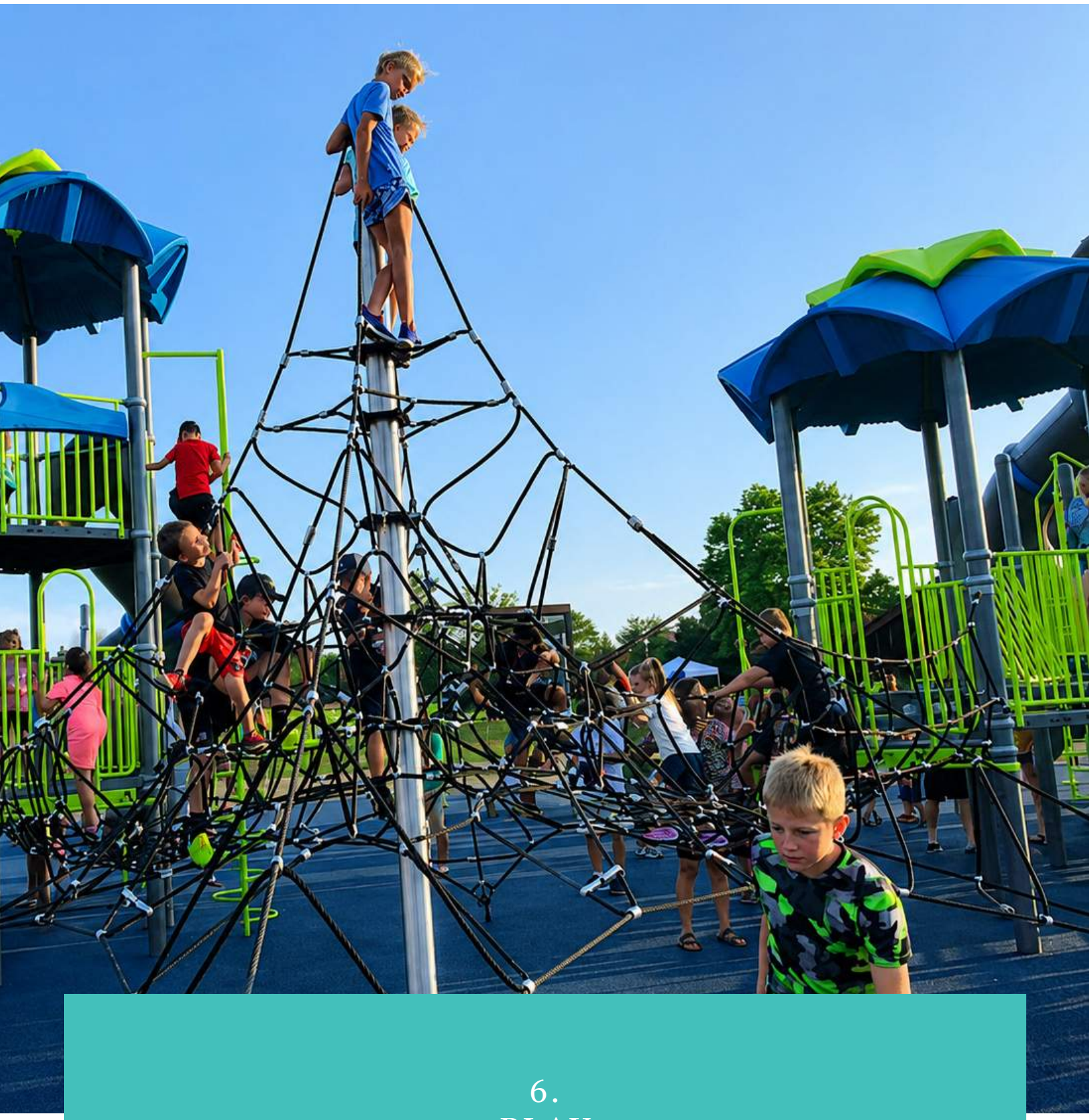
This plan does not designate a particluar field surfacing as a related priorities change overtime, and instead leaves that decision to be made when the Town is ready to take on that project.

One consideration is the need the school district athletics has for artificial turf specifically for rectangluar fields and softball. In communications of this plan the school district voiced that the flexibiltiy of having turf practice space during the spring and fall wet season and alternative space when fields at the school district are under construction in the future, would be a huge benefit.

The consultant team would highly recommend coordination on a potential mixed use turf field space at the park which could accomodate softball and soccer, when the decison to move forward with field expansion is made.



LeBeau field at the Hilton High School is a heavily used atificial turf field



6.
PLAY

PLAY:
Overview

Parma Town Park serves as the Town of Parma's premier destination for family recreation, offering a variety of play opportunities that support children, families, and visitors of all ages. The Master Plan envisions thoughtful enhancements that expand recreational opportunities, improve safety and connectivity, preserve the park's most valued amenities, and provide the flexibility to meet the evolving recreational needs of the community.



Kid's Corner (Playgrounds & Splash Pad)

Parma Town Park's play amenities will continue to support children, families, and caregivers through a balanced mix of active, social, and seasonal recreation opportunities. The recently completed splash pad will introduce a major new family-oriented attraction, expanding warm-weather play options and creating a highly visible destination for younger children.

Future planning, as part of this master plan, identified opportunities for a picnic grove that would complement the splash pad and existing play areas by providing shaded gathering space, informal seating, and family-friendly areas for meals, parties, and community use. The park's existing playgrounds are anticipated to remain unchanged, preserving familiar and well-used play spaces while allowing new investments to focus on amenities that broaden the overall recreational experience. The walkway and parking changes in this area will provide a much safer feeling experience, especially for families with young children. The access to the pond, pavilion general location and party space the park is known for will remain, bringing new opportunities while building on what is familiar to lifelong residents.





Skatepark

A future skatepark could reintroduce an important youth and teen recreation amenity. Locating a new skatepark toward the back of the park would provide appropriate separation from younger children's play areas while creating a distinct destination for older youth and teens. This placement would help reduce conflicts between age groups, support safe circulation, and strengthen the Park's ability to serve a broader range of recreational needs. Although the survey results did not show a drastic demand for the replacement of the skatepark. It is important the master plan include a location as recreation trends shift and interest may increase in the future.



Image J: Proposed Skatepark



Image K: Proposed Kid's Corner

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7.
INDOOR FACILITIES

INDOOR FACILITIES:
Overview

Parma Town Park has historically functioned as the Town of Parma's primary destination for outdoor recreation and community gathering; however, opportunities for indoor recreation and community programming remain limited. Existing indoor spaces within the park and surrounding municipal campus are heavily utilized and generally focused on administrative, cultural, or support functions rather than dedicated year-round community space. The Master Plan recognizes that expanding indoor opportunities represents an important long-term need for the community and a potential future area of investment. A combined campus approach ties together recreational, municipal, community and educational resources for all ages across the community, best serving residents.



Community Center

Community feedback collected throughout the planning process consistently reinforced the desire for additional indoor facilities and year-round recreational opportunities. Public survey responses, stakeholder discussions, and community engagement activities identified strong interest in flexible indoor spaces that could support athletics, fitness programming, walking opportunities, youth activities, senior programming, community events, and multi-generational recreation. Residents expressed interest in facilities that would complement the park's existing outdoor amenities while increasing opportunities for year-round community use. While development of large-scale indoor recreation facilities may represent a longer-term investment, the Master Plan acknowledges the importance of preserving opportunities for future expansion as community demand and funding opportunities evolve.

The introduction of a robust community center would provide sought-after, year round space, and on opportunity for the Hilton-Parma Recreation staff to have a more significant, year-round presence at the park through greater programming opportunities. The space required would require a new building and infrastructure and space available would necessitate the demolition and reconstruction of the Town Hall building. New construciton would gain space, energy, and programming effiencies not possible through an addition or repurposing of the Town Hall. Overall these additions would provide the campus opportunities the Town desires, especially if combined with the opportunities made possible by an adjacent Library.

The current community center in the Village is a wonderful asset, but limited in space and amenities to serve the Village and Town as a whole. The buiding and site should evaluated for future programming use in the case a new community center is built in the Park, to ensure continued local programming is available in the walkable Village core.

Parma Museum

The Parma Museum remains an important cultural and historical asset within the community and is recommended to remain in its current location within the park campus. The museum contributes to the identity and character of Parma Town Park by preserving and celebrating the history of Parma and the surrounding region. Maintaining the museum in its existing location allows it to continue functioning as a complementary civic and educational resource, alongside recreational amenities, while benefiting from the visibility and visitation generated by park activities. Future improvements may focus on accessibility, site enhancements, signage, and integration with pedestrian connections throughout the park.

Library

The Master Plan also recognizes the long-term potential for relocation or expansion of library services to the Parma Town Park campus. As community needs continue to change, opportunities may exist to create a more flexible library facility that better integrates with the broader recreational and civic functions of the park. A future library facility could serve as both an educational and community gathering destination while supporting partnerships with recreation programming, community events, and intergenerational activities. The concern of losing this valuable resource within the walkable village is valid, and this plan does not recommend that is the best action, instead we wish to present this opportunity of a town campus where the library services could thrive alongside recreation and municipal service offerings.
Any future relocation effort would require additional study and coordination; however, the park campus presents a unique opportunity to strengthen connections between recreation, education, and civic life within a centralized community setting. Space available at the Parma Town Park Campus would allow the Library to increase operations and amenities not possible at its current constrained location in the Village.

Parma Public Library





Image L: Proposed Indoor Facilities Layout

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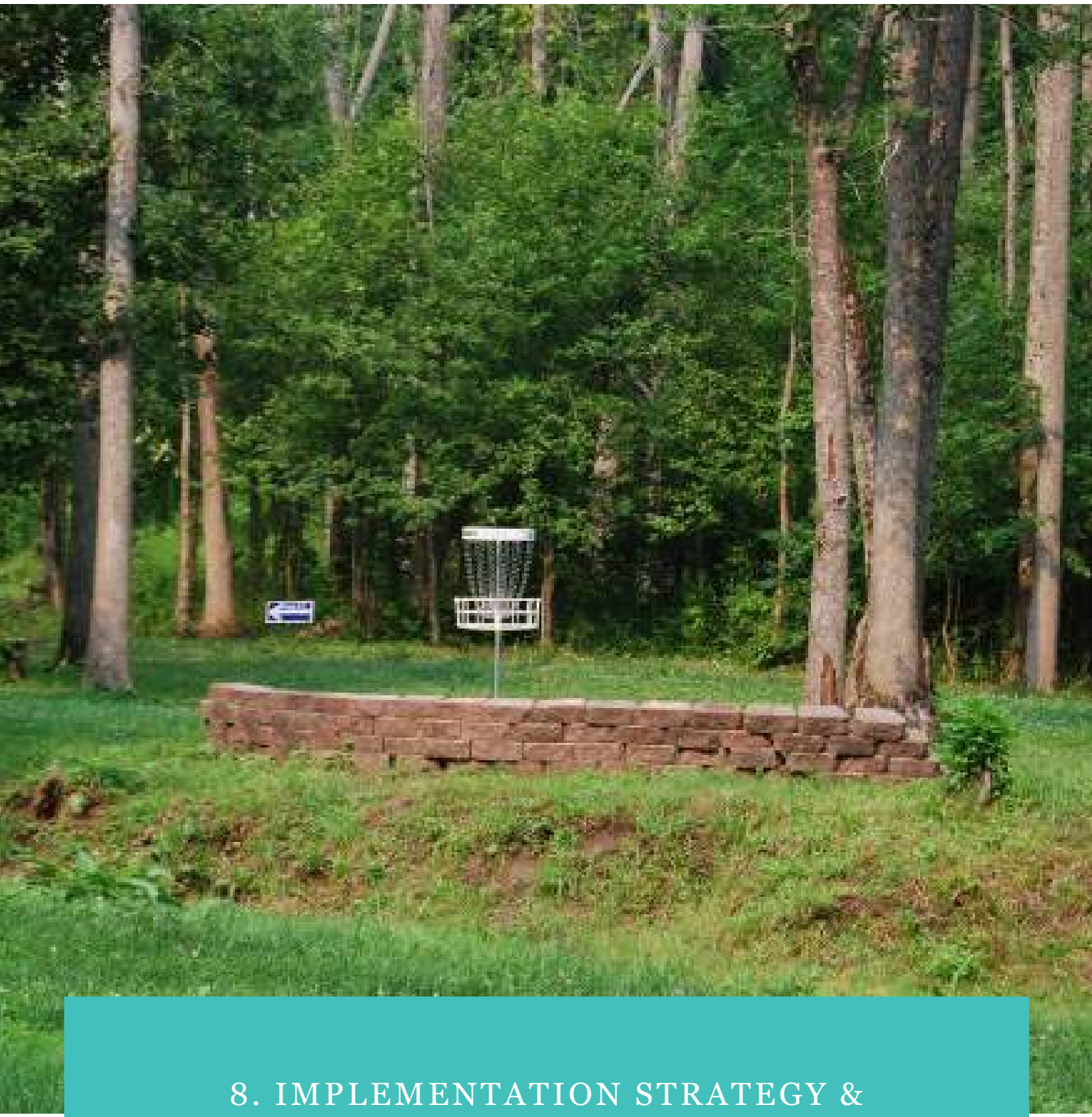

8. IMPLEMENTATION STRATEGY & FUNDING

STRATEGIC IMPLEMENTATION PLAN

Implementation of the Town Park Campus Master Plan should occur incrementally as funding, staffing, and community needs allow. This phased approach will enable the Town to address immediate needs, advance priority recreation projects, and preserve flexibility for larger long-term investments. Projects should be coordinated so that early improvements support—not conflict with—future circulation patterns, utilities, buildings, and recreational facilities.

IMPLEMENTATION PRIORITIES:

Phase	Recommended action	Planning-level cost	Implementation approach
Immediate	Park signage and wayfinding	$30,000	Initiate a coordinated signage program and install signs as improvements occur.
Ongoing	Roads, walkways, crossings, and recreational trails	$6,450,000 contractor-based estimate	Complete incrementally using Town staff, equipment, and annual capital budgets where practical.
Near term	Court reconstruction and consolidation	$900,000	Advance as the first major capital project because of existing court surfacing conditions.
Near term	Family play and gathering area	$675,000	Construct after the basketball courts are relocated, allowing the former court area to be repurposed.
Near-to-mid term	Rectangular-field expansion	$2,000,000	Develop four natural-grass fields; separately evaluate synthetic turf as an alternate here or as a multipurpose field.
Long term	Indoor-facility feasibility and utility evaluation	Study cost to be determined	Complete utility-capacity, site, operational, and financial feasibility studies before architectural design.

NOTES ABOUT PLANNING LEVEL PROBABLE OPINION OF COST

Costs shown above are direct construction allowances from a 2026 planning-level probable opinion of cost. They do not include professional-services allowance construction contingency. These costs are based on past project experience as reviewed by a Nationally Certified Parks and Recreation Professional. All costs are for planning purposes only and should be revised after professional design services are engaged. Most imporantly these costs are assuming a contractor providing services at prevailing wage. The Town has been incredibly efficient in the past at rennovating the park with internal staff, which could provide huge value and feasibility of these improvements, especially in relation to walkways and roadways.







CIRCULATION AND WALKWAYS

The Town should undertake portions of this work with municipal staff and equipment as annual budgets, workloads, and material availability permit. Components of the project include walkway extensions, trail construction, pavement repairs, minor intersection modifications, accessible connections, landscape restoration, and other improvements that can be safely completed within the Town's capabilities. This force-account approach is expected to generate significant savings compared with the contractor-based estimate, particularly by reducing contractor mobilization, overhead, and labor costs. Each segment should nevertheless be documented through a simple annual work plan identifying its location, design standard, accessibility requirements, materials, staff hours, equipment use, and relationship to future projects. Professional engineering and contractor support should continue to be used where work involves major roadway reconstruction, complex grading, drainage infrastructure, regulated crossings, or specialized construction. Town labor, materials, and equipment should also be carefully documented because some grant programs allow eligible force-account expenses to count toward the local match.

SIGNAGE AND WAYFINDING

A coordinated signage and wayfinding program should be an immediate action item. Because the campus will change incrementally, signs will be important for communicating new circulation patterns, facility relocations, construction activity, and the availability of new amenities. Early signage improvements will also establish a consistent visual identity that can be carried through later phases. The program should include primary entrance signs, vehicular and pedestrian directional signs, facility identification, park rules, trail information, accessible-route markers, interpretive elements, and temporary "coming soon" or construction-information signs. A unified family of sign types, colors, materials, logos, and typography should be established before individual signs are installed. The updated cost estimate includes a direct construction allowance of approximately $30,000 for this work. This could be drastically less if construction and intallation were peformed by internal staff.

PLANNING AND DESIGN FOR INDOOR FACILITIES

Investigation of a future community center, library, and Town Hall should begin with a comprehensive feasibility study focused first on utility and site infrastructure**.** This is an **immediate action** for long term implementation. Before architectural layouts are prepared, the Town should determine the capacity, condition, and potential expansion requirements of water, wastewater, storm water, electric service, natural gas, and environmental impact.

The feasibility study should also evaluate site constraints, operating expenses, staffing, programming needs, partnership opportunities, and the financial capacity of the Town to construct and maintain a new facility. Once these foundational questions have been resolved, the Town can proceed to program development and architectural test fits for potential building configurations. This sequence will prevent resources from being committed to building concepts that cannot be efficiently supported by the site. The indoor facilities listed in this plan are sized to meet the demands of the town and as such are quite large. Costs could exceed $80M for all three buildings and related infrastructure, so the preplanning is essential before taking any steps forward on such a large, yet potentially transformative, undertaking.

PRIORITY CAPITAL PROJECTS

1. Court Reconstruction and Consolidation

Reconstruction and consolidation of the court facilities should be the Town's highest near-term capital priority. The existing court surfacing has reached the point where additional resurfacing is unlikely to provide a durable or cost-effective solution. Full reconstruction will address pavement failure, drainage, accessibility, fencing, and equipment while organizing the tennis, pickleball, and basketball courts within a central court area. Consolidating these uses will improve supervision, simplify maintenance, reduce the dispersion of paved facilities throughout the park, and create a stronger multi-sport destination. Relocation of the basketball courts is also necessary before the proposed family play and gathering area can be completed.

Probable Opinion of Cost: $900,000

2. Family Play and Gathering Area

Following relocation of the basketball courts, the former court area can be transformed into a family-oriented play and gathering destination connected to the splash pad, existing playgrounds, pond, and picnic facilities. The improvement should include a picnic grove, shaded seating, accessible connections, landscaping, and a small amphitheater or movie-screen structure that can support informal performances, community programs, and private gatherings.

This project will replace aging pavement with a greener and more welcoming family space while strengthening the relationship among the park's most heavily used children's amenities. Its proximity to the splash pad and playgrounds will allow caregivers and family members to gather comfortably while children participate in different forms of play.

Probable Opinion of Cost:
Amphitheater and movie-screen structure $250,000
Picnic grove and greenspace $425,000
Tot Lot Playground $450,000
Total family-area priority $1,125,000

3. Rectangular-Field Expansion

Expansion of the rectangular-field complex should be advanced as a near-to-mid-term priority to address growing demand for soccer, flag football, camps, practices, tournaments, and other field sports. The Master Plan provides for approximately four additional full-size natural-grass fields that can be configured for different age groups and activities.
Concentrating these fields will improve scheduling flexibility, support larger events, and make more efficient use of parking, storage, spectator, and maintenance facilities.
The updated cost estimate includes approximately $2 million for the four-field natural-grass expansion. Synthetic turf should be evaluated as an alternate during design. That evaluation should compare initial construction cost, drainage, premier field lighting, annual maintenance, environmental considerations, and projected hours of use. Because the updated estimate does not include a synthetic-turf premium, a turf option should receive a separate project-specific cost and lifecycle analysis before the Town selects a surface.

Probably Opinion of Cost :
Four natural-grass rectangular fields including drainage infrastructure - $2,000,000

The three priority capital projects represent approximately $3.825 million in direct construction and approximately $4.83 million when the current professional-services and contingency allowances are applied. This highlights this importance of phasing these projects and utilizing a strategic funding strategy focused on leveraging state and federal funding opportunities whenever possible.
Other improvements in the plan, not included in these three priority projects should be handled as staff and resources allow. For example, the baseball diamonds have been improved on an ongoing schedule along with drainage improvements in the park. This should continue as feasible and timed when needed vs. a strategic approach as described in the more elaborate priority projects above.

FUNDING STRATEGY

The Town should pursue a layered funding strategy that combines municipal capital funds, Town force-account work, state and federal grants, recreation partnerships, sponsorships, and targeted fundraising. Rather than seeking funding for the entire Master Plan as one project, improvements should be organized into discrete, grant-ready phases with defined scopes, cost estimates, site control, environmental review, and measurable public benefits.

The courts, family play area, and rectangular fields are strong candidates for park and recreation grants. Walkways should be packaged with accessibility, safety, active-transportation, or climate-resilience improvements where appropriate. Indoor facilities should first pursue planning and technical-assistance funding, followed by larger capital programs after feasibility, programming, utility capacity, operating costs, and partnerships have been established. The indoor facilities listed in this plan are sized to meet the demands of the town and as such are quite large. Costs could exceed $80M for all three buildings and related infrastructure, so the preplanning is essential before taking any steps forward on such a large, yet potentially transformative, undertaking.

POTENTIAL FUNDING MATRIX

Funding opportunity	Best application to the Master Plan	Typical assistance and key considerations	2026 status/strategy
NYS OPRHP Environmental Protection Fund—Parks	Courts, family play area, trails, accessibility, signage, and field improvements	Up to 50% of eligible costs, maximum 2026 award of $675,000. Documented municipal force-account labor and equipment may qualify as match.	2026 round closed July 31. Prepare a defined priority phase for the next annual CFA cycle.
Municipal Parks and Recreation Grant Program	Court reconstruction, playgrounds, playing fields, and other permanent park improvements	The most recent round funded up to 90% of eligible costs, with grants capped at $900,000. Town ownership and continued public park use are required.	Round 2 is closed and awards were announced in June 2026. Monitor for another round.
NY PLAYS	Family play area, natural play features, toddler playground.	The 2026 program offered $100,000–$2.5 million grants with a 20% applicant match for new, expanded, or renovated public playgrounds.	2026 application period is closed. Retain a grant-ready family-play concept for a future round.
NY BRICKS	Future community center following feasibility and program development	The prior round supported acquisition, design, construction, renovation, and equipping of community centers, with awards of up to $15 million.	Prior round closed and awarded. Complete feasibility work now and monitor for a future round.
NYS Climate Smart Communities Grants	Walkability, bicycle access, stormwater resilience, shade, extreme-heat mitigation, and qualifying climate studies	2026 implementation grants ranged from $35,000 to $2 million. Most projects required a 50% local match.	2026 round closed July 31. Frame eligible improvements around measurable emissions reduction or climate resilience.

USDA Community Facilities Direct Loan and Grant Program	Community center, library, utility infrastructure, and other qualifying essential community facilities	Applications are accepted year-round. Projects must primarily serve a rural area of 20,000 or fewer people; grant percentages range from 15% to 75% depending on population and income, and long-term loans may also be available.	Request an eligibility consultation with USDA Rural Development before beginning building design.
USTA Tennis Venue Services	Reconstruction of the three tennis courts, lighting, accessibility, and tennis programming	Provides technical review, design guidance, advocacy assistance, and competitive facility grants. Current program information identifies grants of up to $200,000 for qualifying major projects.	Continue already started conversations with USTA as the project progresses.
U.S. Soccer Foundation—Safe Places to Play	Rectangular fields, synthetic turf, irrigation, lighting, or smaller soccer-play facilities	Assistance varies by funding cycle and may support design, surfacing, irrigation, lighting, and field enhancements. Strong youth-serving partnerships and programming improve competitiveness.	Contact the Foundation while evaluating the natural-grass and synthetic-turf alternatives.
KABOOM! Playspace Grants	Family play area, natural play, multi-sport play, and community-built amenities	Municipal agencies may partner with KABOOM! and national funding partners to design and construct community-led playspaces. Award structure and local participation vary.	Submit an eligibility inquiry after defining the family-area concept and community-engagement process.

Funding Implementation Actions

The Town should maintain a rolling three-to-five-year capital plan and identify one primary grant project at a time. Each priority project should have a defined scope, concept plan, cost estimate, implementation schedule, environmental-review strategy, local-match commitment, and maintenance plan before an application is submitted to be most competitive and best positioned for success.

Town staff time, equipment usage, donated services, and locally purchased materials should be tracked from the outset, even when grant funding has not yet been secured. However, the Town should not begin grant-targeted construction or enter binding contracts until the applicable program's rules concerning pre-award costs and environmental review have been confirmed. For reimbursement grants, the Town must also plan for temporary financing because project expenses may need to be paid before grant funds are released.

The Town's efforts to create this Master Plan put these projects far ahead. All funding sources listed give higher scoring or require both planning and community engagement documentation. The adoption of this plan is the most significant next step to show community support to fuel successful funding efforts.



9. CONCLUSION

CONCLUSION:

The Town of Parma Town Park Campus Master Plan represents a community-driven vision for the future of one of the Town's most important public assets. Developed through extensive stakeholder engagement, public input, site analysis, and collaboration between Town leadership, recreation staff, and residents, the plan provides a roadmap for thoughtful growth while preserving the character and traditions that have made Parma Town Park a cornerstone of community life. The recommendations contained within this plan are intended to guide decision-making over the coming decades, ensuring that future investments contribute to a cohesive and connected park campus rather than a collection of individual projects.

A central theme throughout the planning process was the desire to balance growth with stewardship. Residents consistently expressed support for expanding recreational opportunities while maintaining the welcoming atmosphere, family-oriented programming, and open spaces that define the park today. The proposed improvements—including expanded soccer facilities, enhanced baseball and softball complexes, reconstructed court sports amenities, improved circulation and parking, expanded trail networks, new play opportunities, and potential indoor community facilities—reflect both current community needs and flexibility for future generations. The plan also recognizes the importance of building upon prior investments, retaining successful amenities such as the football complex, dog park, playgrounds, and museum, while strategically identifying opportunities for enhancement where needs have evolved.

Importantly, this Master Plan is not intended to be implemented all at once. Rather, it serves as a long-term framework that allows the Town to pursue projects incrementally as funding, partnerships, grants, and community priorities align. Some recommendations, such as circulation improvements surrounding the splash pad area, may be realized in the near term, while larger initiatives such as a community center, library expansion, or major athletic facility enhancements may occur over many years. By establishing a clear vision today, the Town can ensure that each future investment contributes toward a coordinated and efficient park system, reducing long-term costs and avoiding piecemeal development.

Ultimately, the Town Park Campus Master Plan is an investment in the quality of life of Parma residents. It strengthens opportunities for recreation, health, community gathering, education, and cultural enrichment while preserving the park's role as the heart of the Hilton-Parma community. Through continued leadership, community support, and strategic implementation, Parma Town Park will remain a destination where residents of all ages can play, learn, celebrate, and connect for generations to come.

Hilton-Parma Parks & Recreation

Parma Public Library



APPENDIX

APPENDIX A:
Survey Results

TOWN OF PARMA
CAMPUS MASTER PLAN

PUBLIC INPUT SURVEY RESULTS REPORT

December 2025

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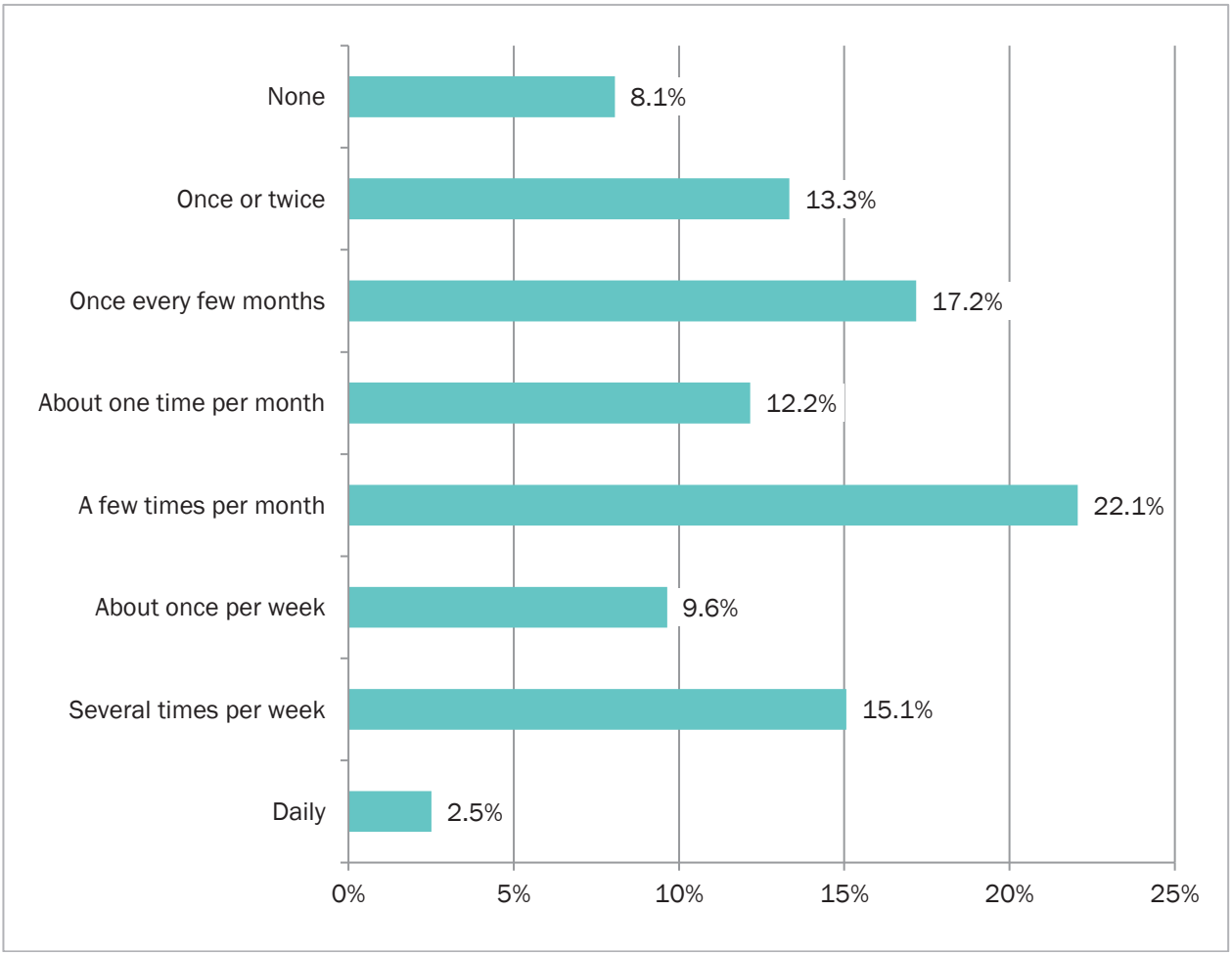
INTRODUCTION

The Town of Parma conducted the Parma Campus Master Plan Survey to understand community priorities for future investments at the Town Campus and Town Park, as well as the role of the public library and recreation services in serving residents. The survey was open online from late October through December 10, 2025, and included both multiple-choice and open-ended feedback. In total, the survey generated 758 responses. This report summarizes these responses with results organized by question.

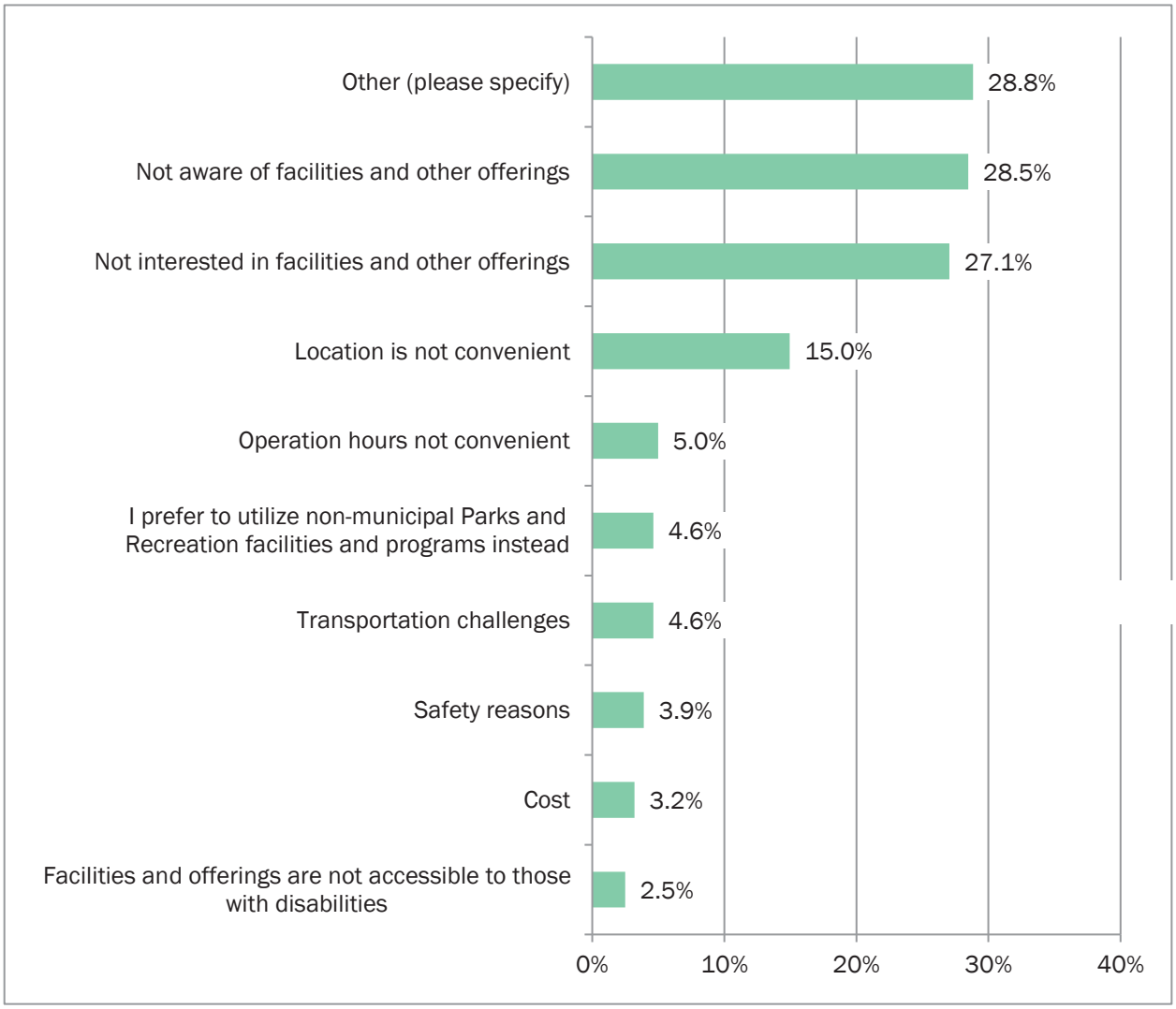
PARMA TOWN PARK

QUESTION 1. HOW MANY TIMES HAVE YOU OR YOUR FAMILY UTILIZED PARMA TOWN PARK IN THE PAST 12 MONTHS?



The majority of respondents visit Parma Town Park multiple times throughout the year and many visit regularly. Over 60% of respondents visit at least monthly. A relatively small segment of respondents (8.1%) reported no use of Parma Town Park.

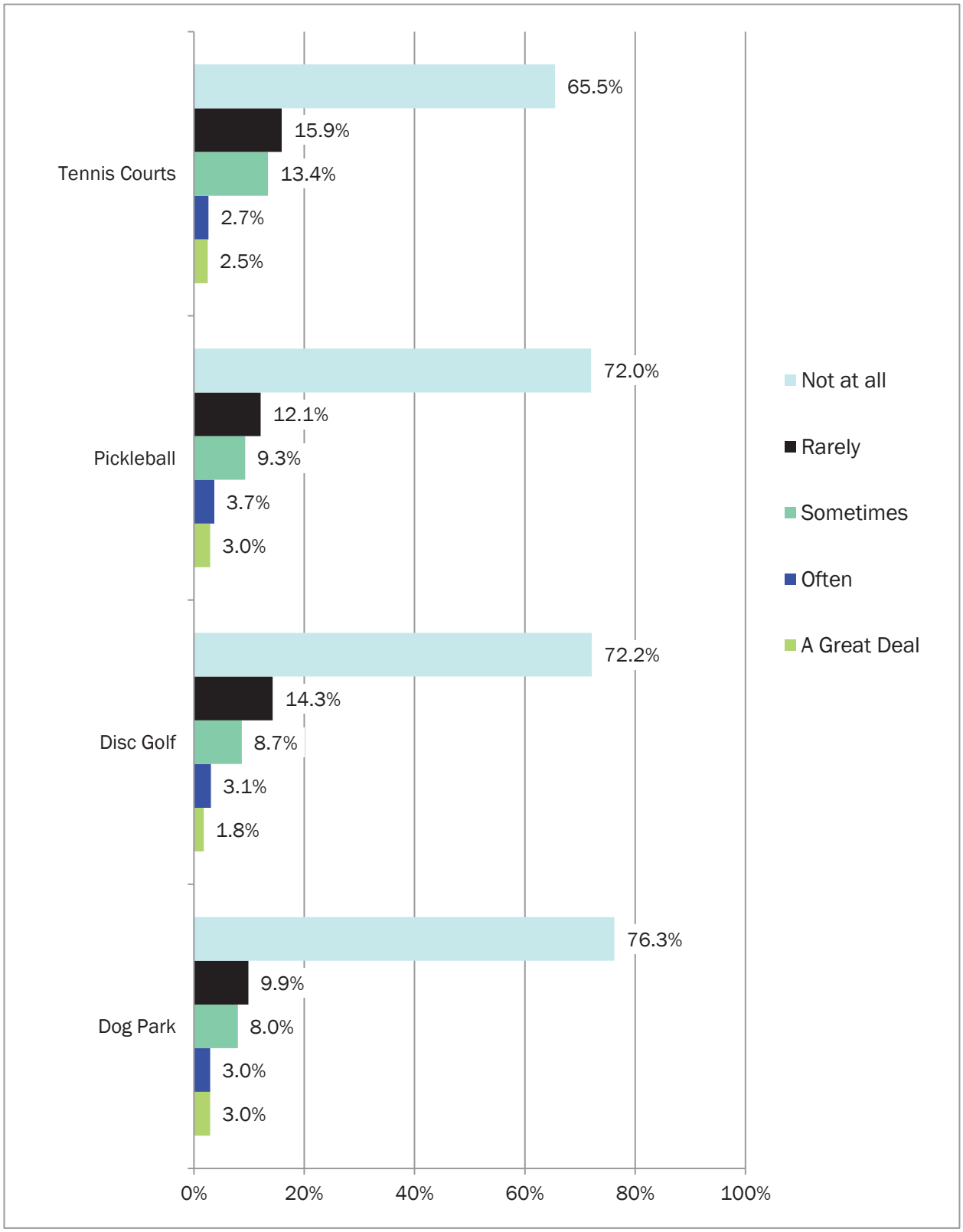
QUESTION 2. IF YOU OR YOUR FAMILY DID NOT TAKE PART IN ANY OPPORTUNITIES AT PARMA TOWN PARK (FACILITIES, PROGRAMS, SERVICES) IN THE LAST 12 MONTHS, WHICH OF THE FOLLOWING REASONS FOR NOT PARTICIPATING APPLY TO YOU OR YOUR FAMILY?

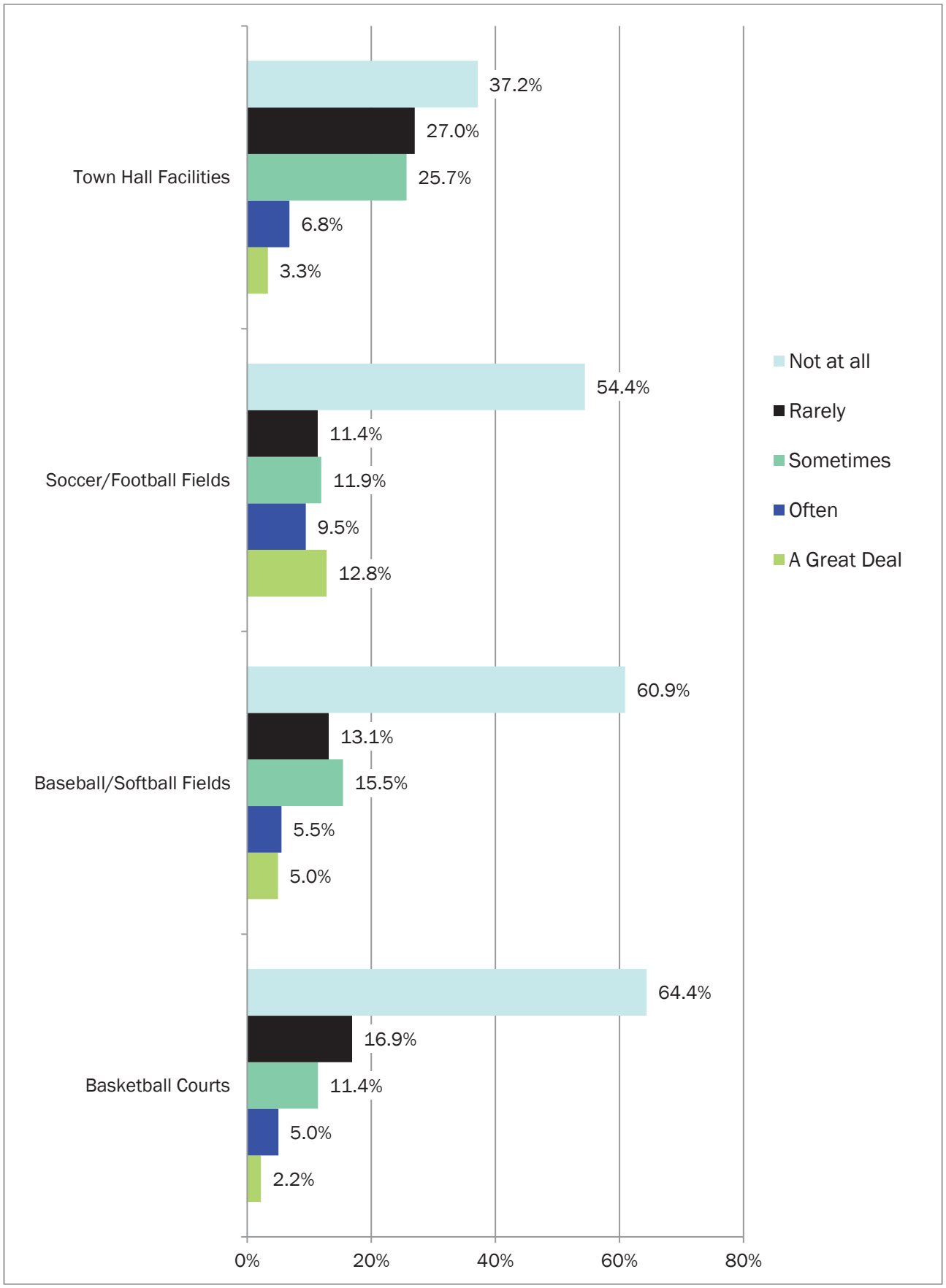


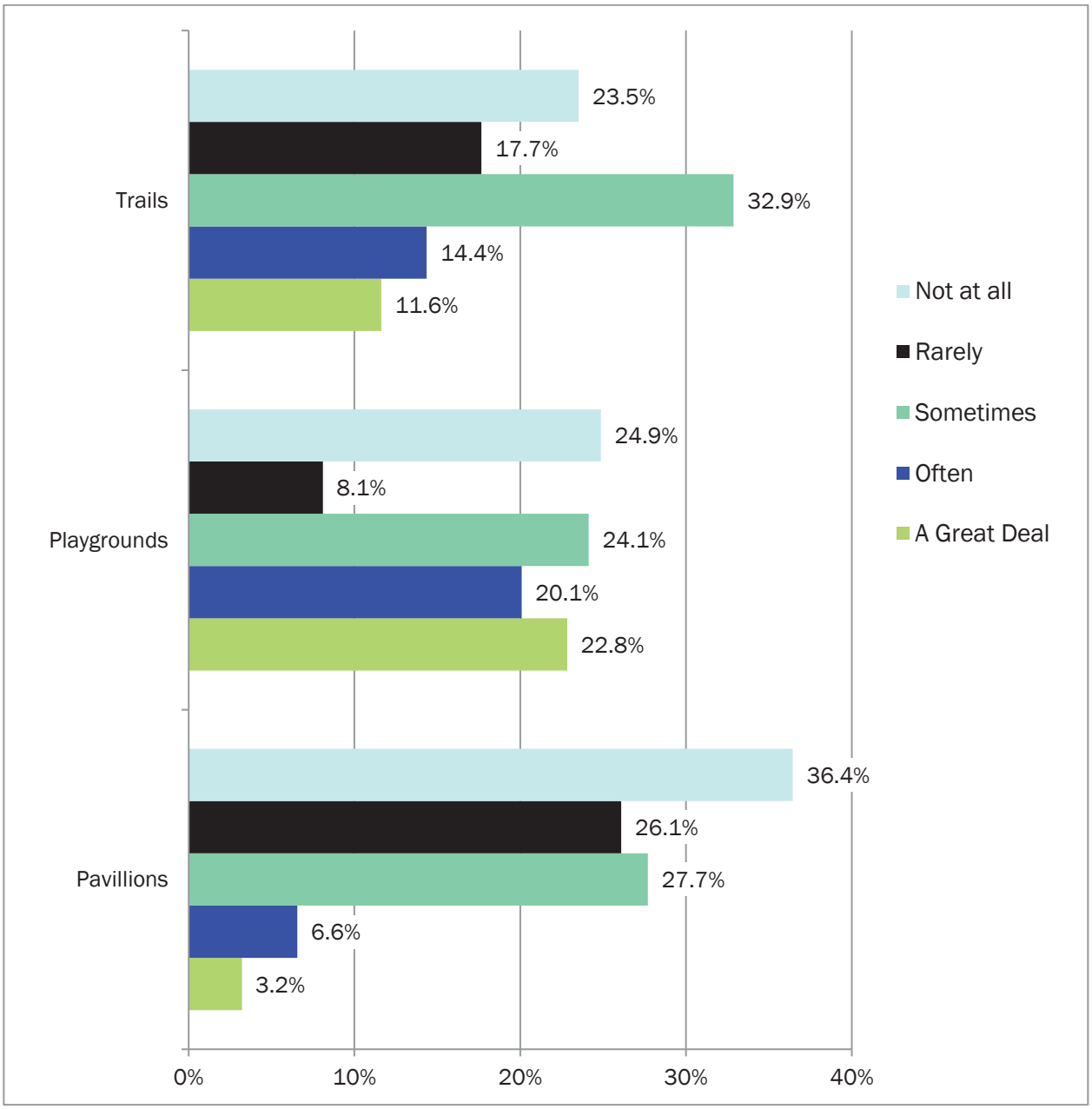
The most common reasons respondents did not take part in opportunities at Parma Town Park within the last year were a lack of awareness of available facilities and programs (28.5%) and a lack of interest in current offerings (27.1%).

Many open-ended comments further indicate that residents often feel the park's amenities and programs are primarily geared toward young children, while adults, teens, and seniors perceive fewer relevant options. Additional themes included being too busy, having older or grown children, recent relocation, or preferring facilities in nearby communities. A smaller number of respondents noted specific barriers such as health or mobility limitations, discontinued amenities (e.g., skate park), or playground accessibility concerns.

QUESTION 3. GENERALLY, HOW FREQUENTLY DO YOU AND YOUR FAMILY UTILIZE THE FOLLOWING PARMA TOWN PARK FACILITIES?




Town Hall Facilities
37.2%
27.0%
25.7%
6.8%
3.3%
Soccer/Football Fields
54.4%
11.4%
11.9%
9.5%
12.8%
Baseball/Softball Fields
60.9%
13.1%
15.5%
5.5%
5.0%
Basketball Courts
64.4%
16.9%
11.4%
5.0%
2.2%
0%
20%
40%
60%
80%
Not at all
Rarely
Sometimes
Often
A Great Deal

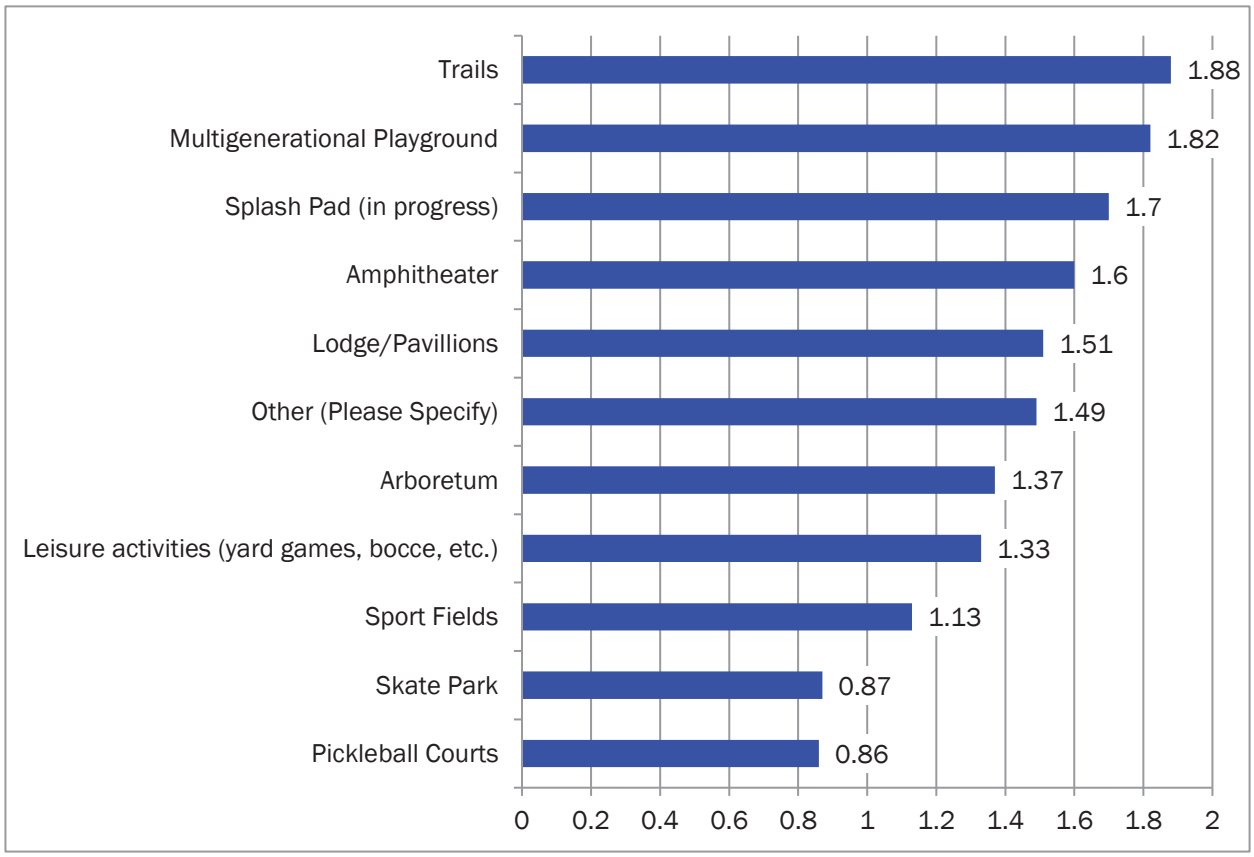


Use of Parma Town Park facilities varies widely by amenity. Playgrounds and Trails are by far the most frequently used facilities: 42.9% of respondents use playgrounds “A great deal” or “Often,” and 26% use trails at the same frequency, with trails also showing the highest overall “Sometimes” use (32.9%).

Athletic fields show moderate use, with Soccer/Football Fields having the strongest engagement (22.3% use them “A great deal” or “Often”), followed by baseball/softball fields at 10.5%. Pavilion use is moderate, with 37.5% using them at least “Sometimes,” while Town Hall facilities are used occasionally but not frequently.

More specialized amenities like Basketball Courts, Tennis Courts, Dog Park, Disc Golf, and Pickleball are used infrequently, with 64–76% of respondents reporting “Not at all.”

QUESTION 4. HOW MUCH WOULD YOU AND YOUR FAMILY BENEFIT FROM THE ADDITION OF THE FOLLOWING AMENITIES TO PARMA TOWN PARK?



**The above graph displays weighted average scores (0–3, where 3 = "A Great Deal" and 0 = "Not at all"). This summarizes level of perceived benefit for different park amenities where higher scores indicate greater perceived benefit.*

Survey respondents expressed strong interest in several potential new amenities at Parma Town Park, with Trails (weighted average 1.88), a Multigenerational Playground (1.82), and the Splash Pad (1.70) ranking as the highest-benefit additions. Amenities that support family recreation, outdoor activity, and multiseason use generated the most enthusiasm, including an amphitheater, lodge/pavilion improvements, leisure activities, and an arboretum. More specialized facilities such as pickleball courts, a skate park, and new sport fields showed lower perceived benefit, with many respondents indicating "Not at all."

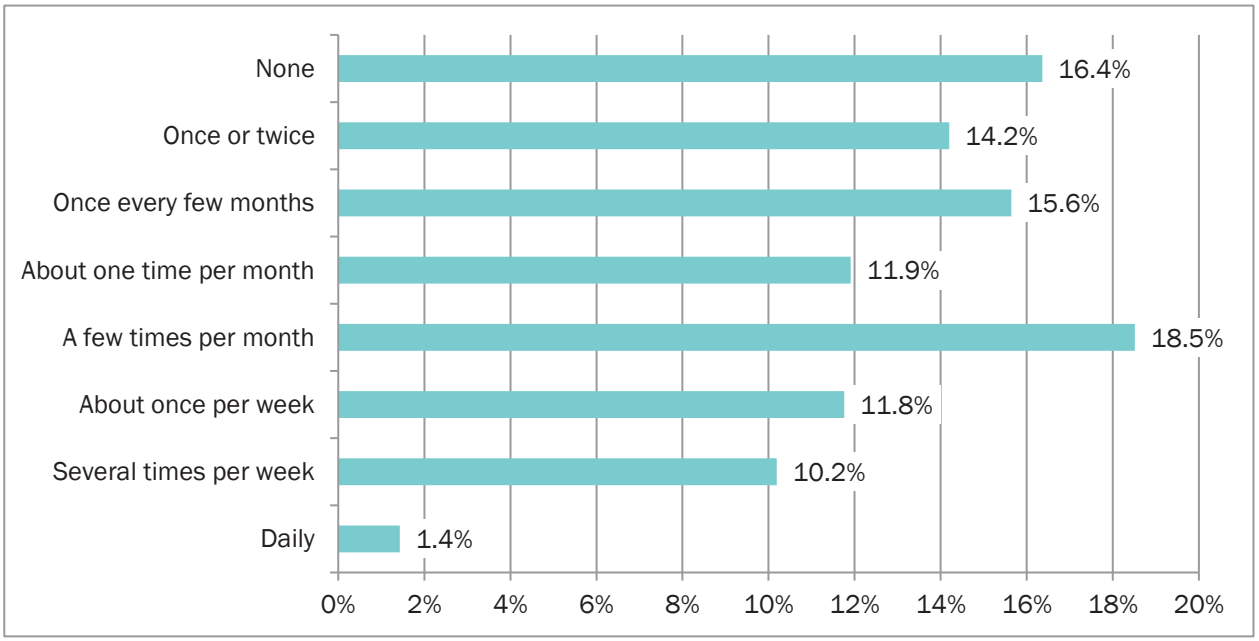
Open-ended feedback included frequent requests for indoor walking tracks, fieldhouses, community or recreation centers, upgraded libraries, accessible paths, bike trails, toddler and sensory-friendly play areas, improved bathrooms, and safer pedestrian connections. Many comments emphasized the need for year-round indoor recreation, better multi-age and accessible amenities, and infrastructure upgrades that support walking, mobility, and safety.

Further breakdown of this data can be found outlined in the following table.

	A Great Deal	Somewhat	A Little	Not At All	Weighted Average
Trails	34.90%	31.90%	19.30%	13.90%	1.88
Multigenerational Playground	39.40%	24.70%	14.80%	21.10%	1.82
Splash Pad (in progress)	40.80%	17.50%	12.50%	29.20%	1.7
Amphitheater	24.60%	32.70%	21.00%	21.70%	1.6
Lodge/Pavilions	20.10%	31.80%	26.80%	21.30%	1.51
Other (Please Specify)	45.70%	4.50%	3.20%	46.60%	1.49
Arboretum	18.90%	29.20%	21.90%	30.00%	1.37
Leisure activities (yard games, bocce, etc.)	15.70%	29.70%	26.50%	28.10%	1.33
Sport Fields	19.20%	17.90%	19.90%	43.10%	1.13
Skate Park	15.40%	13.10%	14.50%	57.10%	0.87
Pickleball Courts	11.70%	16.50%	18.30%	53.50%	0.86

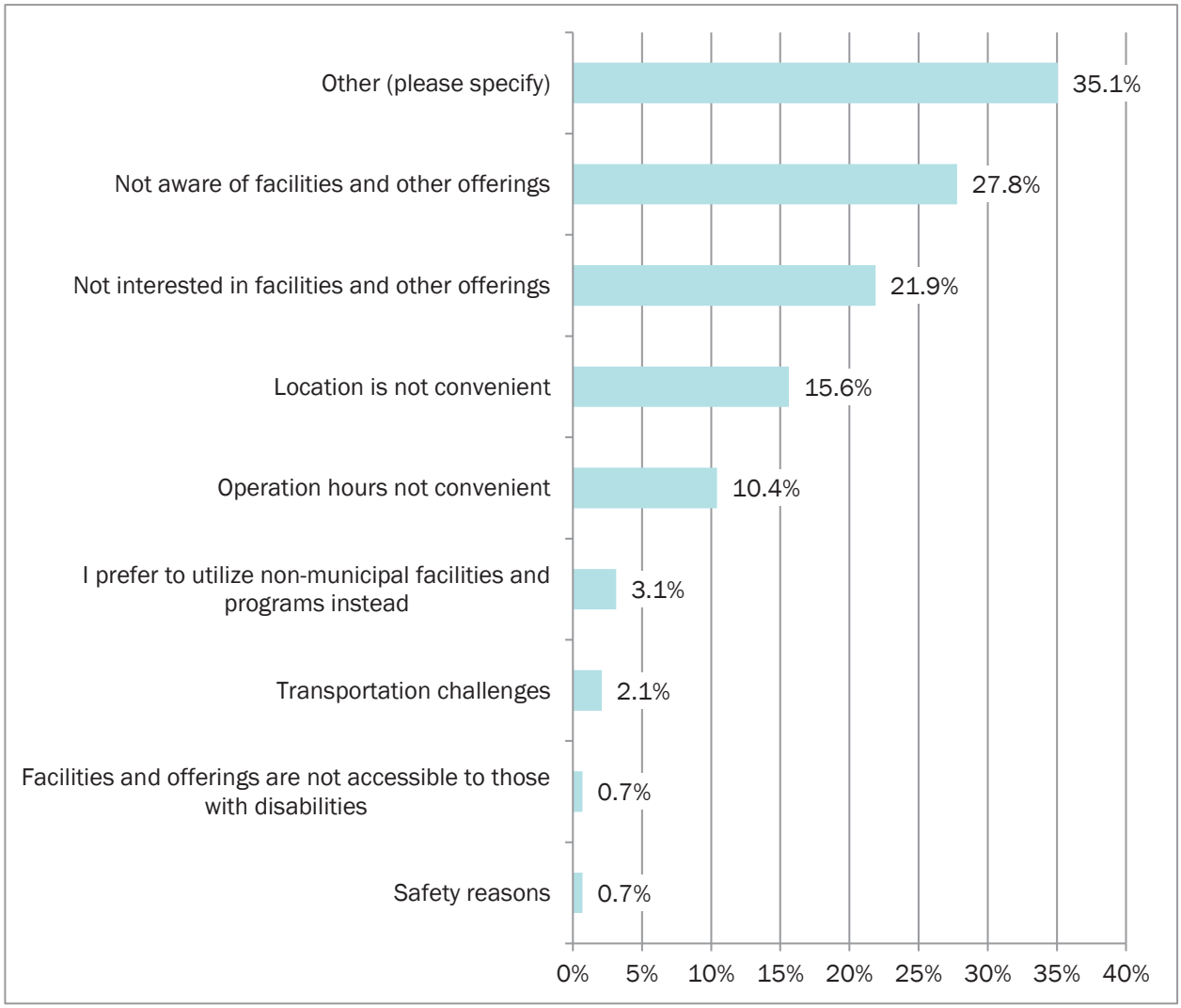
PARMA PUBLIC LIBRARY

QUESTION 5. HOW MANY TIMES HAVE YOU OR YOUR FAMILY UTILIZED THE PARMA PUBLIC LIBRARY IN THE PAST 12 MONTHS?



Use of the Parma Public Library is generally strong, with over 83% of respondents visiting at least once in the past year and over half (53.8%) visiting monthly or more. The largest share of respondents use the library a few times per month (18.5%), followed by once every few months (15.6%), once or twice per year (14.2%), and weekly use (22%). Only 16.4% reported no library use in the past 12 months.

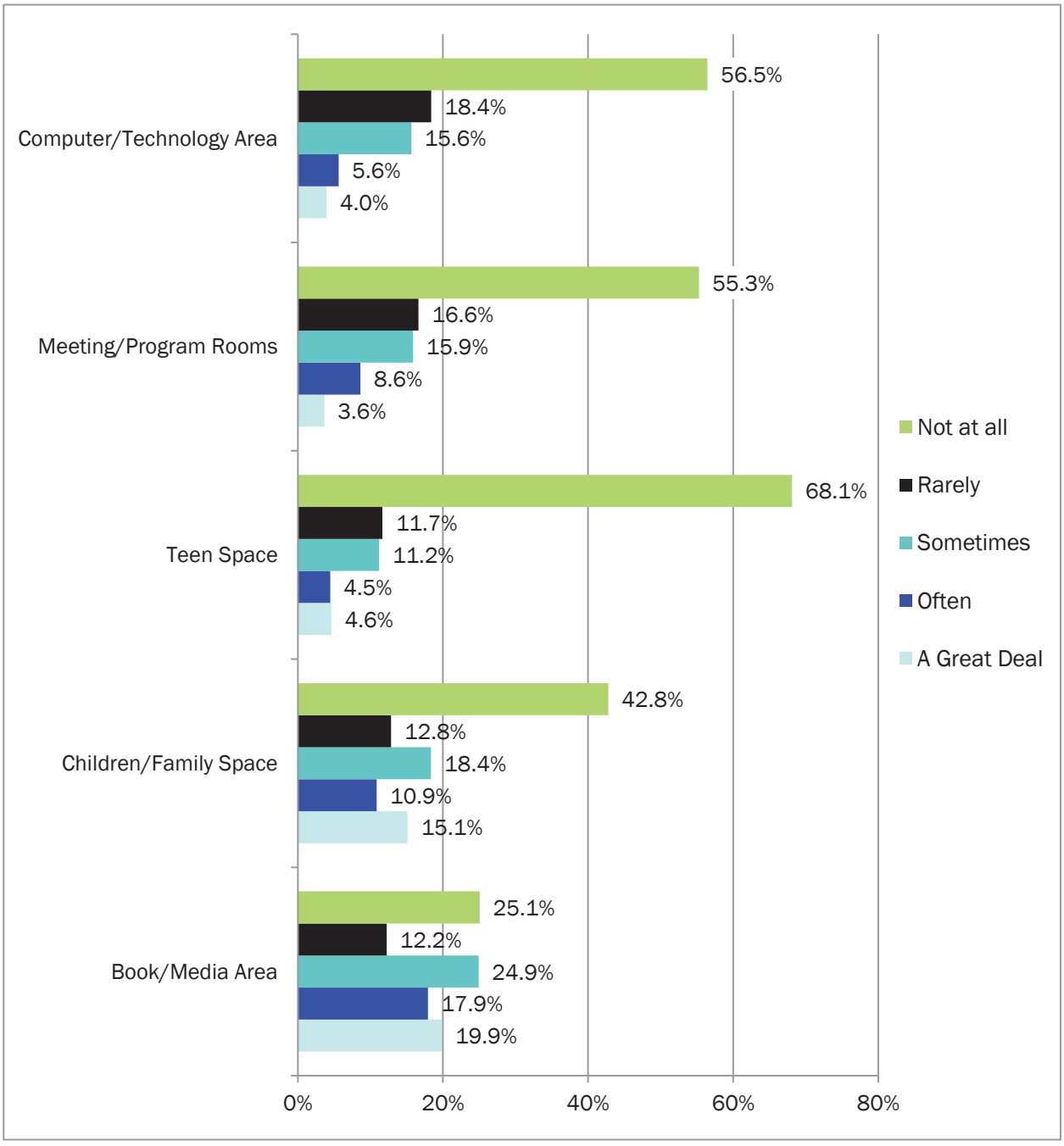
QUESTION 6. IF YOU OR YOUR FAMILY DID NOT TAKE PART IN ANY OPPORTUNITIES AT THE PARMA PUBLIC LIBRARY (FACILITIES, PROGRAMS, SERVICES) IN THE LAST 12 MONTHS, WHICH OF THE FOLLOWING REASONS FOR NOT PARTICIPATING APPLY TO YOU OR YOUR FAMILY?



Among respondents who did not use the Parma Public Library in the past year, the most common barriers were lack of awareness of available programs and services (27.8%), limited interest in current offerings (21.9%), and perceptions that the facility is too small, outdated, or lacking amenities (captured within 35.1% “Other” responses).

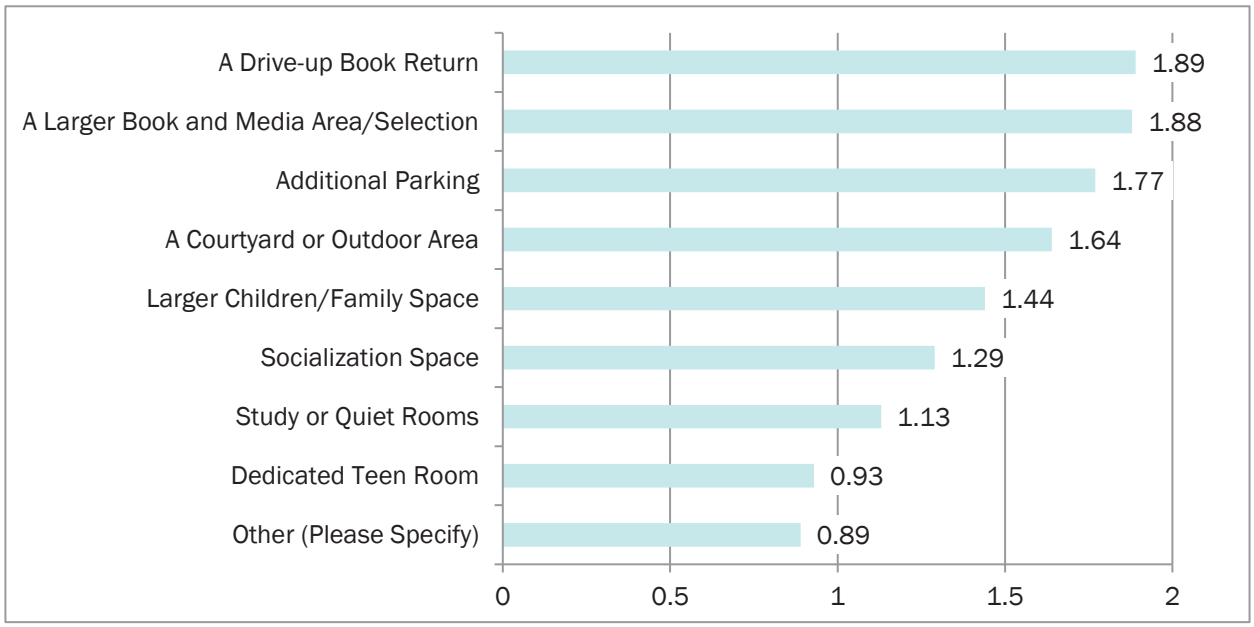
Many residents indicated they instead use the Greece Public Library, citing its larger space, more extensive collections, stronger children’s programming, and better amenities. Additional themes included parking challenges, inconvenient hours, and limited space for classes or quiet study, as well as being too busy, having grown children, or preferring digital or school-based library resources.

QUESTION 7. GENERALLY, HOW FREQUENTLY DO YOU AND YOUR FAMILY UTILIZE THE FOLLOWING PARMA PUBLIC LIBRARY SPACES?



Usage of Parma Public Library spaces varies significantly by area, with the Book/Media Area being the most frequently utilized with over 60% of respondents using it at least "sometimes," and nearly 20% using it "a great deal." The Children/Family Space sees moderate engagement, with roughly 45% of respondents using it at least occasionally, though 42.8% do not use it at all. In contrast, the Teen Space, Meeting/Program Rooms, and Computer/Technology Area have lower utilization, with 55%–68% of respondents reporting "not at all" for each.

QUESTION 8. HOW MUCH WOULD YOU AND YOUR FAMILY BENEFIT FROM THE ADDITION OF THE FOLLOWING AMENITIES TO THE PARMA PUBLIC LIBRARY?



**The above graph displays weighted average scores (0–3, where 3 = "A Great Deal" and 0 = "Not at all"). This summarizes level of perceived benefit for different library amenities where higher scores indicate greater perceived benefit.*

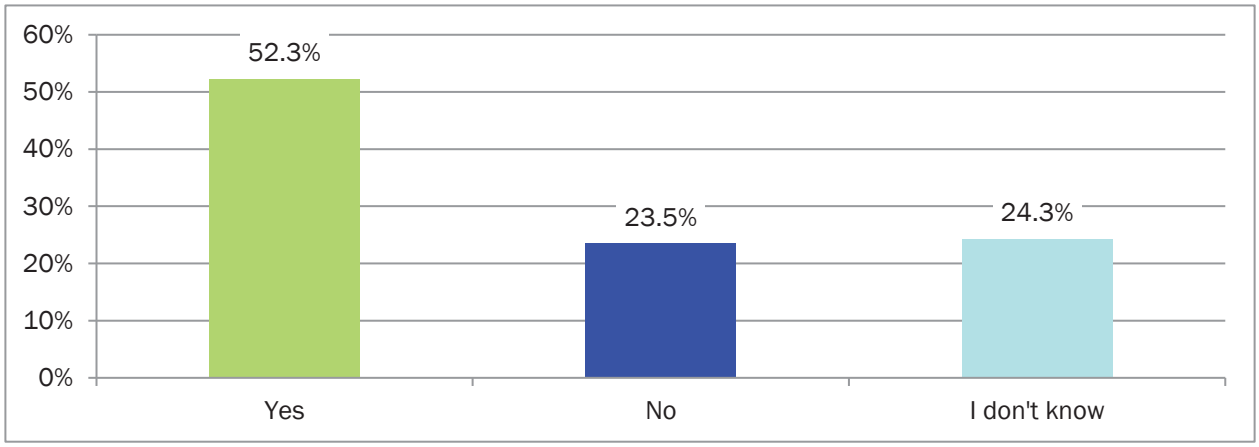
Survey respondents expressed strong interest in several potential enhancements to the Parma Public Library, with the highest perceived benefits associated with a drive-up book return, larger book and media collection, and additional parking. Outdoor and flexible-use features such as a courtyard/outdoor area and an expanded children/family space were also rated favorably. Moderate support emerged for socialization space, quiet study rooms, and a dedicated teen room, though these amenities also had sizeable "not at all" responses.

Open-ended comments highlighted themes such as the need for more space, modernization, improved teen and children's areas, expanded programming, and maintaining the library's walkable Village location. Further breakdown of this data can be found outlined in the table below.

	A Great Deal	Somewhat	A Little	Not At All	Weighted Average
A Drive-up Book Return	46.2%	18.3%	13.8%	21.7%	1.89
A Larger Book and Media Area/Selection	40.5%	24.0%	18.4%	17.1%	1.88
Additional Parking	37.9%	24.1%	15.2%	22.8%	1.77
A Courtyard or Outdoor Area	32.6%	25.0%	16.1%	26.3%	1.64
Larger Children/Family Space	33.6%	13.9%	15.0%	37.5%	1.44
Socialization Space	19.9%	24.2%	21.3%	34.6%	1.29
Study or Quiet Rooms	17.7%	19.1%	21.9%	41.3%	1.13
Dedicated Teen Room	14.5%	16.9%	16.1%	52.6%	0.93
Other (Please Specify)	26.8%	3.5%	1.4%	68.3%	0.89

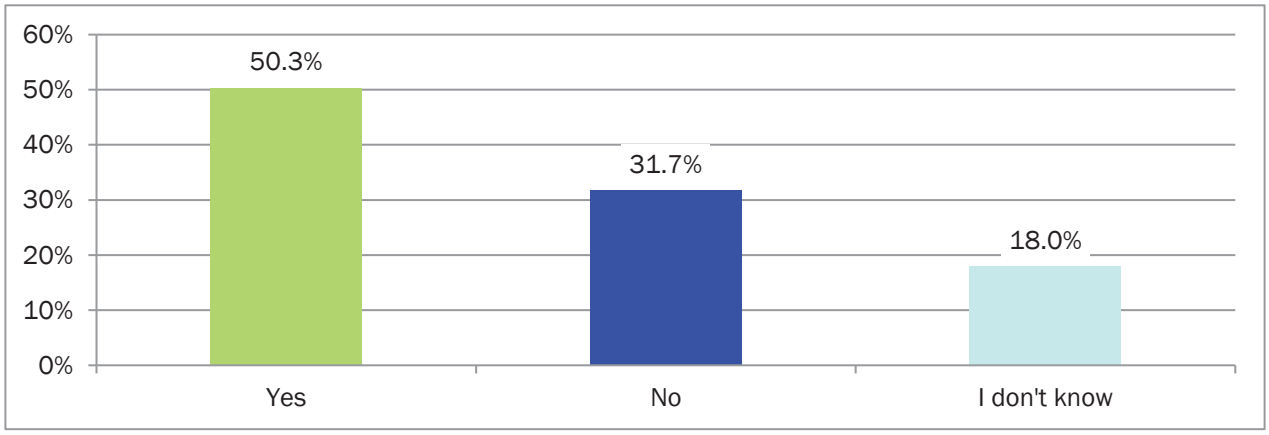
RELOCATION / REDEVELOPMENT

QUESTION 9. WOULD YOU FIND VALUE, EITHER PERSONALLY OR TO THE COMMUNITY, IN THE RELOCATION OR REDEVELOPMENT OF THE RECREATION CENTER (CURRENTLY LOCATED IN THE VILLAGE) TO THE PARMA TOWN PARK PROPERTY?



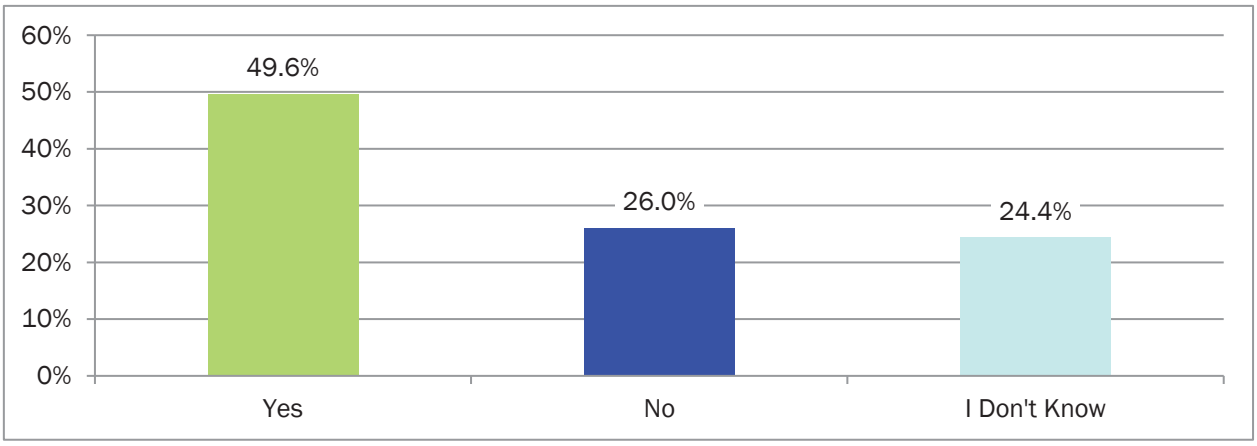
A slight majority of respondents (52.3%) indicated they would find value, either personally or for the community, in relocating or redeveloping the Recreation Center at the Parma Town Park property. About one-quarter (23.5%) stated they would not find value in such a move, while the remaining 24.3% were unsure. These results suggest that while there is meaningful support for exploring a new or consolidated Recreation Center at the park campus, a significant portion of the community remains unsure or prefers the current Village location.

QUESTION 10. WOULD YOU FIND VALUE, EITHER PERSONALLY OR TO THE COMMUNITY, IN THE RELOCATION OR REDEVELOPMENT OF THE PARMA PUBLIC LIBRARY (CURRENTLY LOCATED IN THE VILLAGE) TO THE PARMA TOWN PARK PROPERTY?



Just over half of respondents (50.3%) indicated they would find value, either personally or for the broader community, in relocating or redeveloping the Parma Public Library at the Parma Town Park property. However, a substantial share (31.7%) expressed opposition, and 18.0% were unsure. These results suggest that while there is interest in exploring a modernized or reconfigured library facility, many residents are unsure of their opinion or prefer the current Village location.

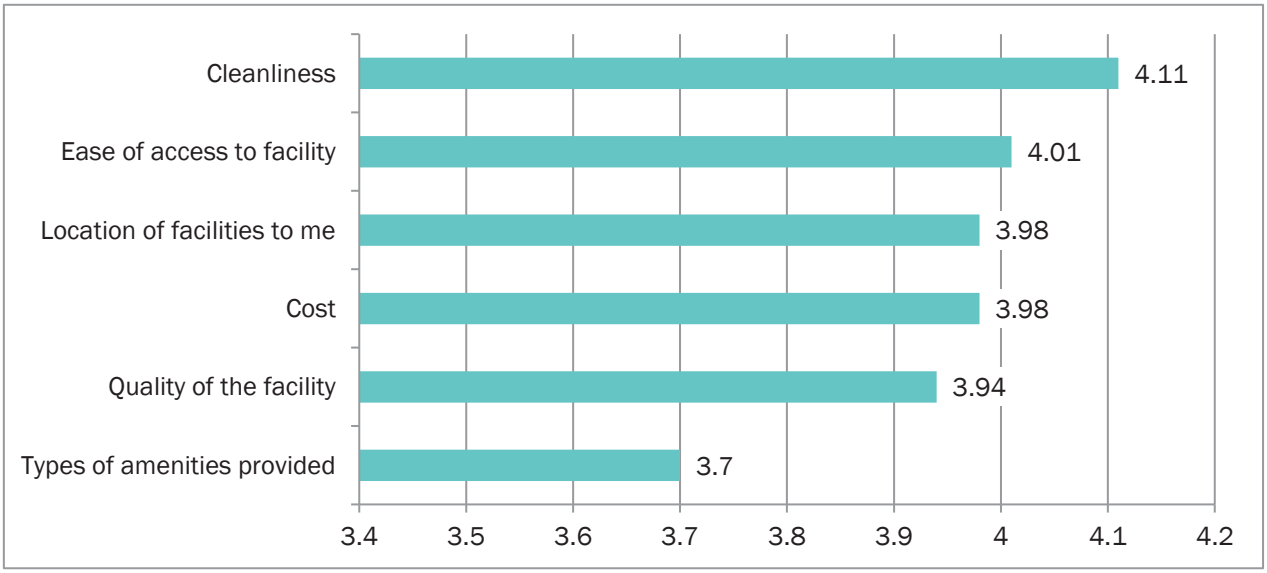
QUESTION 11. WOULD YOU FIND A VALUE, EITHER PERSONALLY OR TO THE COMMUNITY, IN ONE COMBINED LIBRARY, RECREATION CENTER, AND TOWN HALL SPACE (AS OPPOSED TO INDIVIDUAL BUILDINGS ON THE CAMPUS)?



About half of respondents (49.6%) indicated that they see value, either personally or for the community, in creating one combined Library, Recreation Center, and Town Hall facility rather than maintaining separate buildings on the campus. However, more than a quarter (26.0%) opposed the idea, and another 24.4% were unsure, showing that while consolidated facilities have notable support, a significant portion of the community remains uncertain or prefers individual buildings.

SATISFACTION

QUESTION 12. PLEASE RATE YOUR SATISFACTION LEVEL WITH THE PARMA TOWN PARK FACILITIES YOU HAVE VISITED.



**The above graph displays weighted average scores (0–5, where 5 = "Highly Satisfied" and 0 = "Highly Dissatisfied"). This summarizes satisfaction scores for town park facilities where higher scores indicate greater satisfaction. "N/A" responses are excluded from the averages.*

Cleanliness received the highest satisfaction score (weighted average 4.11), with more than 80% of users reporting they are satisfied or highly satisfied. Ease of access (4.01) and the location of facilities (3.98) also scored highly. Cost (3.98) and quality of the facilities (3.94) were similarly well-regarded. The lowest rating was for the types of amenities provided (3.7), where about one-quarter of users were neutral and roughly 9% reported dissatisfaction. Further breakdown of this data can be found outlined in the table below.

	Highly dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied	N/A
Cleanliness	1.8%	1.5%	11.9%	49.5%	31.6%	3.7%
Ease of access to facility	1.7%	3.1%	13.6%	52.3%	26.4%	3.0%
Cost	1.9%	2.2%	18.5%	39.3%	26.3%	11.8%
Location of facilities to me	1.7%	3.7%	16.7%	49.0%	27.1%	1.9%
Quality of the facility	1.6%	4.0%	16.0%	51.9%	22.6%	3.9%
Types of amenities provided	1.9%	6.8%	25.3%	45.1%	16.1%	4.8%

QUESTION 13. WHAT ADDITIONS OR CHANGES WOULD ENHANCE YOUR OVERALL EXPERIENCE AT PARMA TOWN PARK?

Residents most often asked for year-round indoor recreation, a field house/rec center with an indoor walking/running track, gym/fitness space, and rooms for classes, teens, and seniors.

Strong secondary themes included dedicated pickleball courts (indoor and lighted outdoor), restoring a skate park / adding a pump or bike track, and water amenities (finish the splash pad, consider an aquatics/pool option).

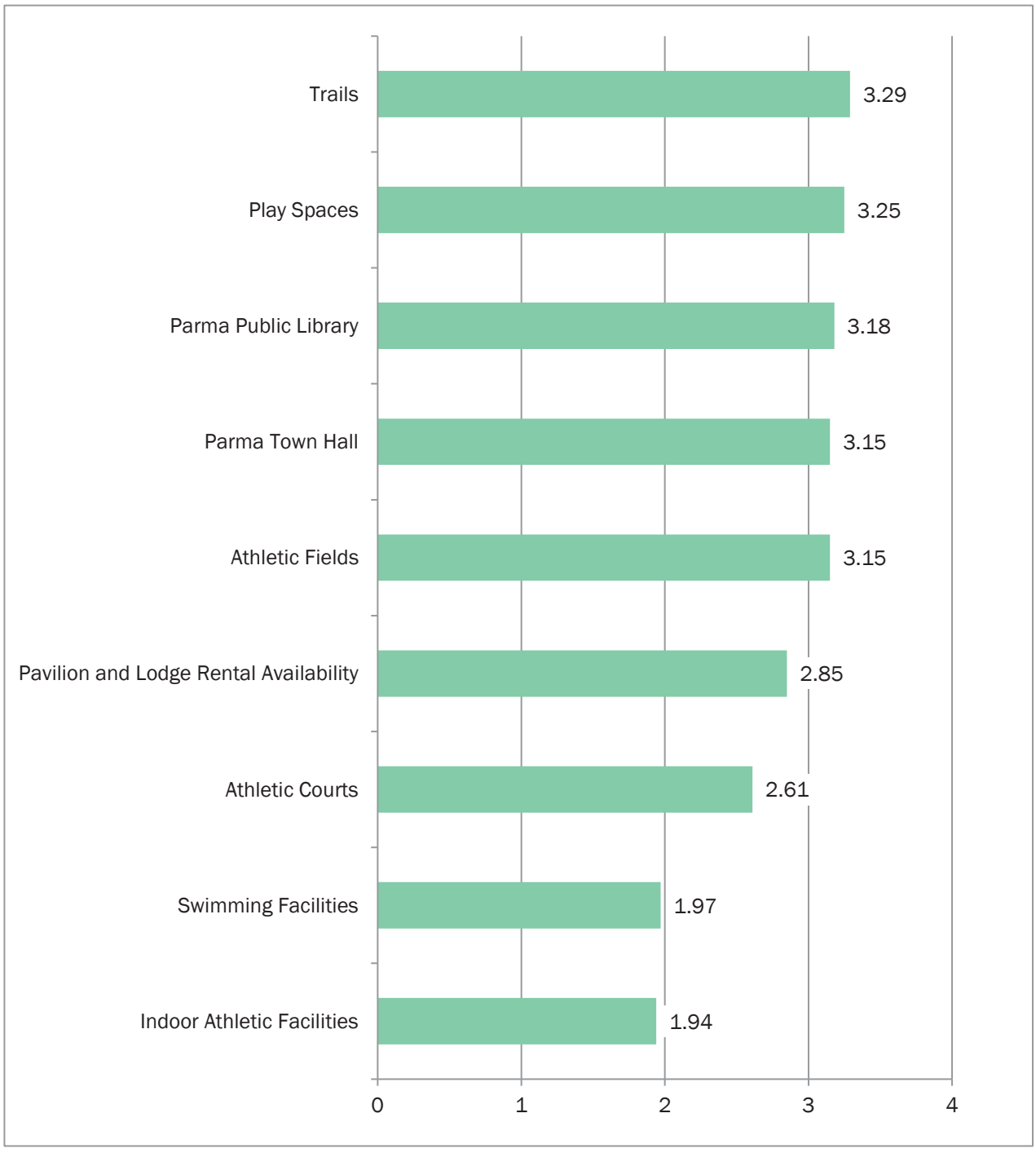
Many comments sought more and better trails including paved/accessible loops, added shade/trees, winter use (e.g., XC-ski), and a safe walking/biking connection or shuttle between the Village and the park.

Facility upgrades frequently mentioned were modern restrooms (more of them, year-round), improved parking/traffic flow, lighting, cleanliness/maintenance, and updated courts, playgrounds for toddlers, pavilions/lodges with kitchens, and a small amphitheater/stage.

Opinions on relocating the library/rec center to the park were mixed. Some favored a consolidated campus, while others stressed keeping teen access/walkability or providing transportation if moved.

Additional ideas included ADA access, benches/bleachers, water fountains/bottle fillers, safety presence, clearer communications about events, and finishing existing projects before starting new ones.

QUESTION 14. HOW WELL ARE YOUR HOUSEHOLD NEEDS (QUALITY, QUANTITY, AVAILABILITY, ETC.) MET FOR EACH TYPE OF FACILITY LISTED BELOW (BOTH AT PARMA TOWN PARK AND SURROUNDING RECREATIONAL FACILITIES)?



**The above graph displays weighted average scores (0–5, where 5 = "extremely well" and 0 = "not at all"). This summarizes how effectively current facilities meet resident needs, where higher scores indicate greater satisfaction with quality, quantity, and availability. "N/A" responses are excluded from the averages.*

Trails, play spaces, the Parma Public Library, athletic fields, and Town Hall services received the highest satisfaction (weighted averages 3.15–3.29), with most respondents indicating their needs are met moderately to very well.

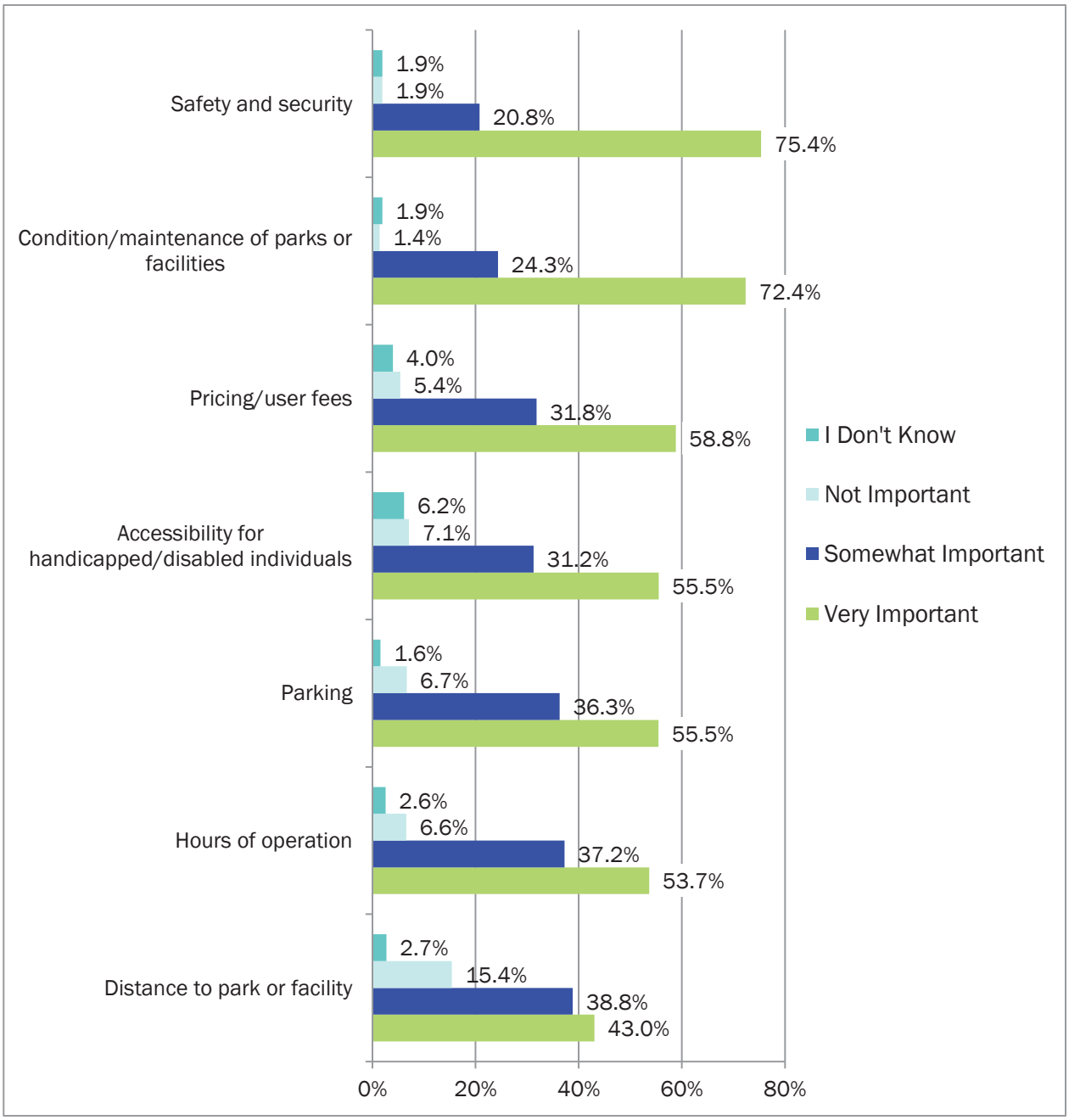
Pavilion and lodge rentals show mid-level satisfaction (2.85), suggesting reasonable availability but room for improvement. In contrast, respondents expressed clear gaps in indoor athletic facilities, swimming facilities, and athletic courts, which all received lower satisfaction scores (1.94–2.61) and high "Not at all" responses, particularly for indoor athletics and swimming, where over one-third of participants reported their needs are not being met.

Further breakdown of this data can be found outlined in the table below.

	Extremely well	Very well	Moderately well	Slightly well	Not at all	N/A
Trails	10.5%	27.1%	28.9%	14.5%	4.5%	14.5%
Play Spaces	10.8%	23.0%	22.7%	12.9%	6.4%	24.2%
Parma Public Library	13.8%	21.8%	27.8%	20.0%	6.5%	10.0%
Athletic Fields	9.7%	17.8%	21.8%	10.8%	8.1%	31.7%
Parma Town Hall	9.3%	21.7%	28.4%	18.0%	4.9%	17.7%
Pavilion and Lodge Rental Availability	5.2%	14.9%	27.5%	21.1%	7.9%	23.3%
Athletic Courts	4.5%	10.3%	20.2%	17.9%	13.7%	33.4%
Swimming Facilities	3.2%	5.7%	11.0%	11.9%	34.2%	34.0%
Indoor Athletic Facilities	4.3%	4.5%	10.4%	15.5%	36.4%	29.0%

PRIORITIES AND CONCERNS

QUESTION 15. IN GENERAL, HOW IMPORTANT IS IT FOR THE TOWN OF PARMA TO ADDRESS THE FOLLOWING AREAS WHEN PLANNING FOR NEW SPACES AND AMENITIES?



Safety and security (75%) and condition/maintenance of parks and facilities (72%) ranked as the two highest priorities, with overwhelming majorities rating them “Very Important.” Significant importance was also placed on pricing/user fees (59%), accessibility for handicapped and disabled individuals (56%), and parking (56%). Operational considerations, including hours of operation (54%) and distance to facilities (43%), were also noted as important, though with more variability.

QUESTION 16. WHAT IS YOUR BIGGEST CONCERN REGARDING PARMA TOWN PARK AND ITS FUTURE GROWTH?

Key Themes:

- Taxes & fees: People worry about capital costs, operating costs, and user fees rising or "building something we can't maintain."
- Library location & access: A segment of respondents oppose moving the library from the Village. Concerns focus on walkability for teens/seniors, lack of sidewalks/bus service to the park, and impacts on the Village core if buildings are vacated. Others support a larger library with some suggesting a dual-site or satellite approach.
- Traffic, parking, and congestion: Frequent mentions of backups on NY-259, limited parking during events, and the need for better flow/striping/wayfinding.
- Preserve nature / avoid "over-development": Many want to keep woods, open space, and small-town character, avoid "becoming Greece," and finish projects before starting new ones.
- Indoor, year-round facilities: Strong demand for indoor walking track/field house/gym, pool/aquatics, more/better pickleball & basketball, and return of the skate park.
- Maintenance & cleanliness: Requests to upgrade bathrooms, resurface courts, fix lines/parking lots, reduce mud/bugs on trails, clean up stockpiles, and complete projects on schedule.
- Safety & accessibility: Calls for ADA access, safer bathrooms, trail safety, and teen spaces viewed as positive alternatives to unsupervised hangouts.
- Intergovernmental coordination: Several ask for Town–Village planning together and clarity about what happens to existing Village buildings if functions relocate.

QUESTION 17. WHAT DO YOU THINK SHOULD BE THE TOP PRIORITIES FOR TOWN OF PARMA FACILITIES SHORT-TERM (OVER THE NEXT 1 TO 5 YEARS)?

Short-term responses focused on immediate needs like fixing existing facilities, completing in-progress projects, improving maintenance, and addressing high-demand gaps like bathrooms, parking, basic trail upgrades, and year-round indoor recreation. Many residents also identify the library as an urgent priority, though opinions vary on location. Feedback reflects a desire to "stabilize and improve what we already have" before taking on major new construction.

Major Themes:

- Bigger / new Library: more space, study rooms, parking, bathrooms; many say "ASAP." Split opinions on location with some favoring the Town Campus, while others wanting to keep a Village presence (e.g., satellite/teen branch).
- Indoor, year-round recreation: field house/walking track/gym, indoor courts (basketball, pickleball), batting cages; frequent asks for aquatics (open swim, lessons, lap pool).

- Finish what's started: open the splash pad, rebuild the skate park, complete dog park/pond/trail and court fixes; avoid half-done projects.
- Maintenance & basic upgrades: bathrooms, court resurfacing, trail maintenance (mud/bugs), lighting, striping.
- Parking/circulation/access: more stalls, event overflow plans, calmer traffic, sidewalk to the park on NY-259, and safer internal walking routes.
- Spaces for teens & seniors: teen lounge/after-school zone (especially if library moves), expanded senior programs and space.
- Lodges & rentable rooms: enclosed, all-season pavilions and meeting rooms as revenue generators.
- Trails & passive recreation: more/cleaner walking trails, shade, native plantings.
- Cost discipline & communication: phased approach, clear timelines, transparency, frequent updates.

QUESTION 18. WHAT DO YOU THINK SHOULD BE THE TOP PRIORITIES FOR TOWN OF PARMA FACILITIES LONG-TERM (OVER THE NEXT 5 TO 10 YEARS)?

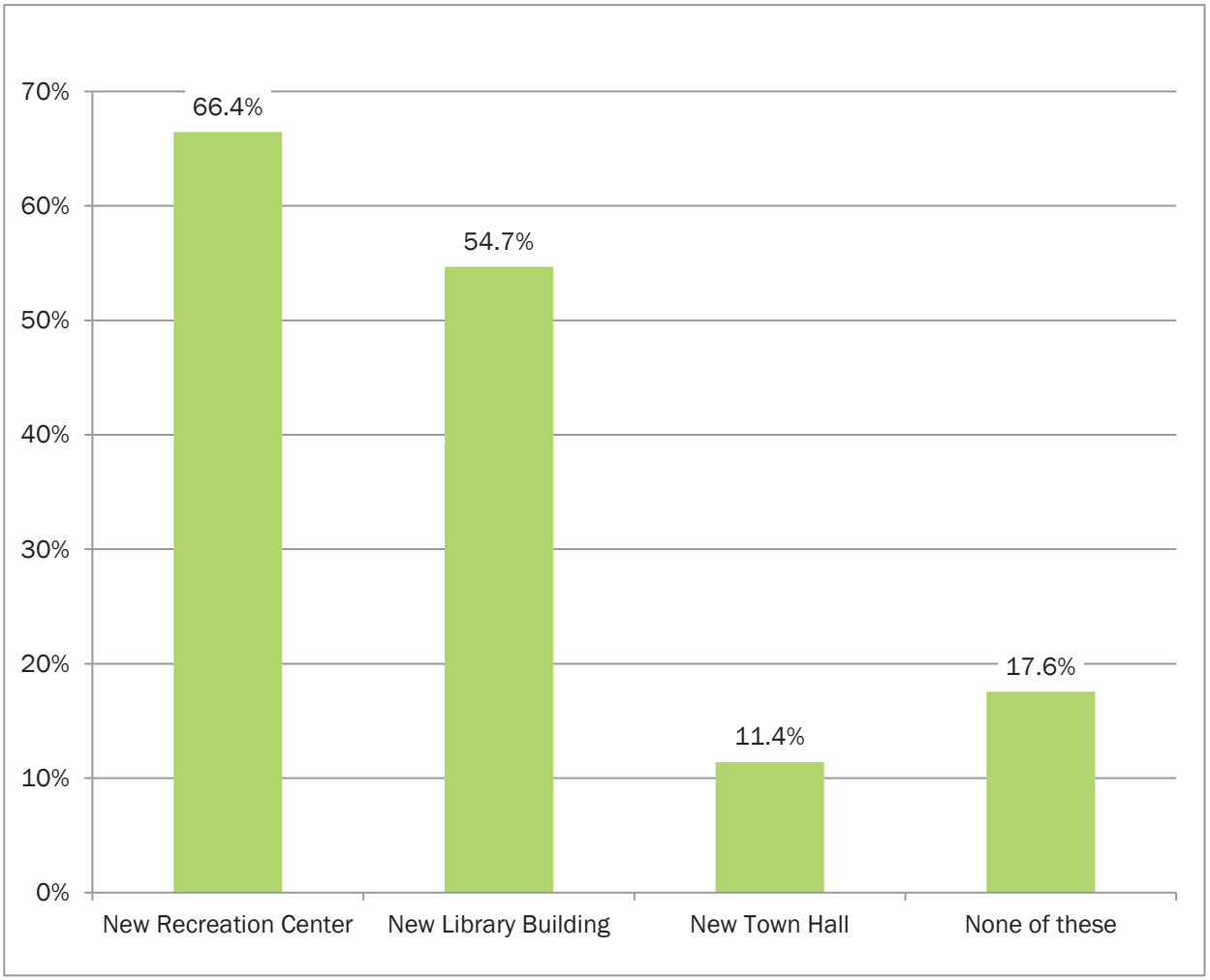
Long-term responses repeat many of the same facility categories (e.g., library, indoor recreation, trails, teen/senior spaces) as mentioned in the previous question but shift toward larger-scale planning and strategic reinvestment. Residents envision a modernized or expanded library, a potential multi-facility civic campus, expanded trail systems, and major indoor recreation infrastructure. Feedback reflects larger, future-oriented investments, building on the foundation of short-term improvements.

Major Themes:

- Modern Library (keep growing capacity): strong support to expand/modernize; split on location with some wanting a new library at the Town Campus (often paired with a rec center), and others pushing to keep a Village presence (or a staffed satellite/teen branch).
- Indoor, year-round recreation: repeated calls for a field house with walking track, multi-court gym (basketball/pickleball), indoor turf/batting cages, and interest in aquatics (pool/open swim/lessons).
- Unified civic campus: interest in a combined library/rec/Town Hall complex for efficiency; Others call for investment in the Village main street and preservation of walkable access for youth/seniors.
- Maintenance, safety, and fiscal prudence: "finish what you start," stay cost-disciplined, avoid a "Taj Mahal," keep taxes stable; emphasize accessibility and public safety.
- Trails & passive recreation: extend/widen walking trails, shade/trees, native plantings; sidewalk/bike link between Village and Town Park (NY-259).

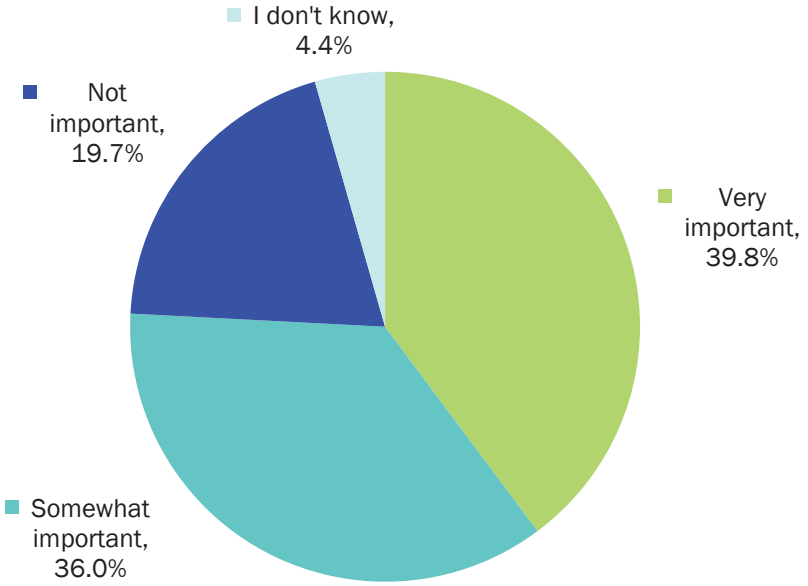
- Spaces for teens & seniors: teen lounge/after-school zone (especially if library moves); expanded senior programs and indoor walking.
- Lodges & event capacity: more/all-season lodges/pavilions, better burst parking and circulation for big events.
- Civic facilities & sustainability: periodic mentions of new Town Hall (or upgrades), geothermal/solar, better tech.

QUESTION 19. SHOULD THE TOWN PRIORITIZE LONG-TERM INVESTMENT IN THE FOLLOWING FACILITIES? SELECT ALL THAT APPLY.



A new Recreation Center emerged as the top long-term priority (66.4%). The second-highest priority is a new Library building (54.7%). Interest in a new Town Hall is minimal (11.4%). Notably, 17.6% selected "None of these," suggesting either cost concerns or a preference for maintaining existing facilities.

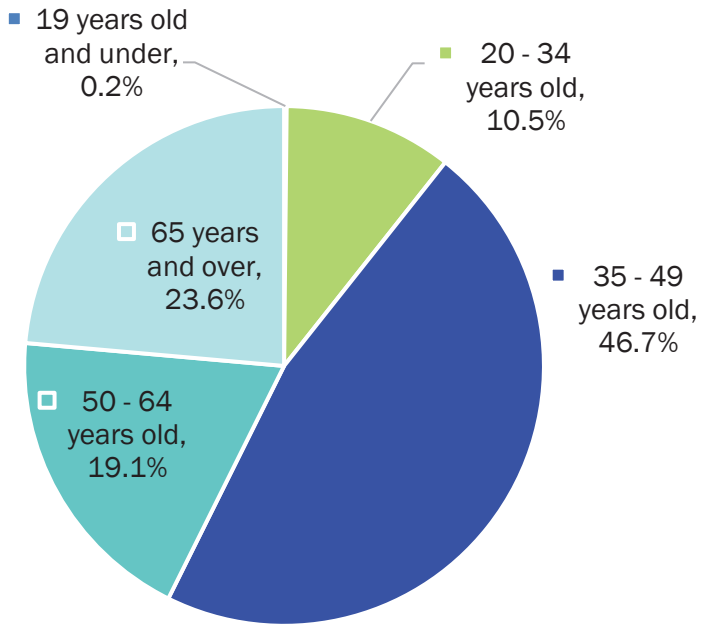
QUESTION 20. HOW IMPORTANT DO YOU THINK IT IS FOR THE TOWN TO INVEST IN INDOOR SPORTS FACILITIES, EITHER AS A STAND-ALONE FACILITY OR AS A PART OF A COMMUNITY CENTER?



A clear majority of respondents view indoor sports facilities as a meaningful long-term need for the Town. Nearly 40% of respondents say such investment is "very important," and another 36.0% consider it "somewhat important," bringing total support to over 75% of all respondents. Of respondents, 19.7% feel indoor sports facilities are "not important," and a small share (4.4%) are unsure.

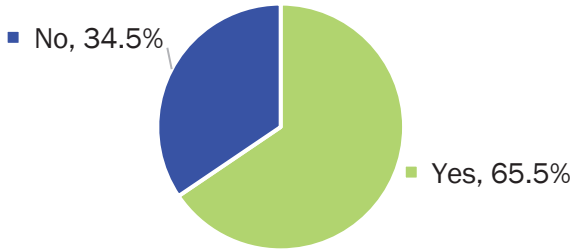
DEMOGRAPHICS

QUESTION 21. WHAT IS YOUR AGE GROUP?



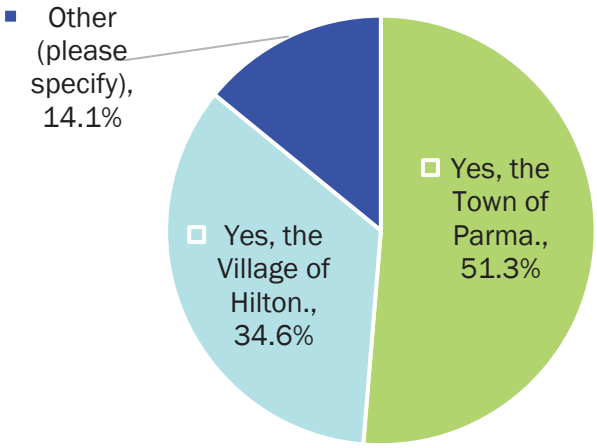
Nearly 70% of respondents were aged 35 or older. The largest age segment is 35–49 years old (46.7%), followed by 65+ (23.6%) and 50–64 (19.1%). Younger adults (20–34) make up only 10.5%, and teen respondents are negligible.

QUESTION 22. DO YOU HAVE CHILDREN (18 YEARS AND UNDER) WHO RESIDE IN YOUR HOUSEHOLD OR ARE FAMILY WHO VISIT YOUR HOME?



65.5% of respondents have children in their household or visit regularly, while 34.5% report no children in the home.

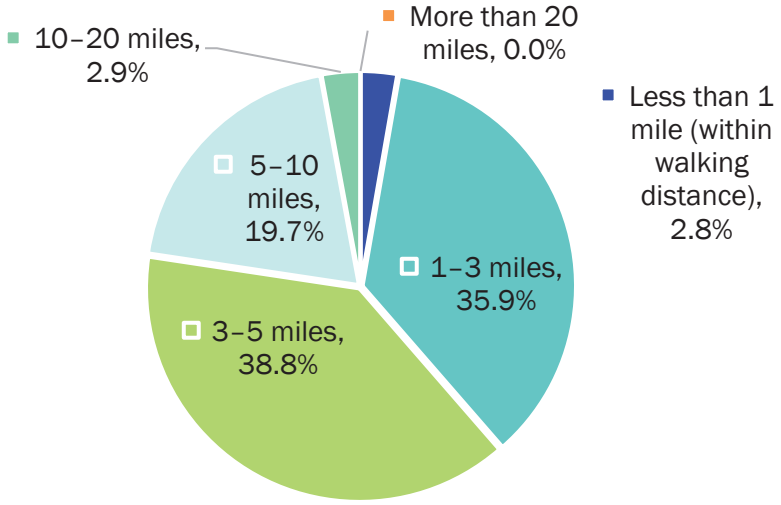
QUESTION 23. ARE YOU A RESIDENT OF THE TOWN OF PARMA OR VILLAGE OF HILTON?



Just over half of respondents (51.3%) live in the Town of Parma, and another 34.6% live in the Village of Hilton. 85.9% of survey participants are direct residents of the two municipalities served by the Campus Master Plan.

The remaining 14.1% selected "Other," most of whom live in nearby communities but are connected to the Hilton Central School District or regularly use Hilton/Parma facilities.

QUESTION 24. HOW FAR DO YOU LIVE FROM PARMA TOWN PARK?



Most respondents live relatively close to Parma Town Park. 75% of respondents live between 1 and 5 miles from Parma Town Park. Very few live within walking distance (2.8%) or farther than 10 miles (2.9%).

FINAL COMMENTS

QUESTION 25. DO YOU HAVE ANY OTHER PROJECT IDEAS, COMMENTS, OR CONCERNS THAT SHOULD BE ADDRESSED IN THE PARMA TOWN PARK MASTER PLAN?

- Indoor & Year-Round Recreation: Interest in an indoor field house with courts, turf, walking track, and fitness space. Requests for an indoor pool, open swim, aquatic center, ice rink, batting cages, or winter programming. Desire for updated or expanded indoor facilities to support youth sports and community wellness.
- Library Improvements & Location Debate: Many support a larger, modernized library. Strong split between keeping the library in the walkable Village vs. relocating to the Town Campus. Some suggest a main library at the Town Park with a Village satellite for teens and after-school access.
- Finish Projects & Improve Maintenance: Calls to complete the splash pad, restore the skate park, and maintain existing fields and courts. Requests for better lighting, landscaping, bathrooms, trail upkeep, and removal of dead ash trees. Concerns that the Town should "finish what's started" before building new facilities.
- Disc Golf & Natural Space: Concerns that the disc golf course is encroaching on trails and wooded areas. Calls to balance disc golf with walking access and preserve natural surroundings. Emphasis on protecting green space and avoiding excessive new construction.
- Park Enhancements: More trails, dog-walking routes, sidewalks, and safe pedestrian connections. Shaded seating, benches, natural playgrounds, and pollinator/rain gardens. Enclosed lodges with kitchens, amphitheater/stage space, pump/BMX track, expanded fishing areas, and larger dog park.
- Access, Safety & Connectivity: Strong desire for sidewalks/bike paths between the Village and Town Park. Requests for safer internal routes, speed control, and better parking circulation. If facilities move, calls for after-school transportation so youth can still access them.
- Cost, Taxes & Fiscal Responsibility: Significant concerns about tax impacts and long-term operating costs. Support for phasing, cost-benefit analysis, and clear communication of expenses. Preference for user fees for indoor amenities over broad tax increases.
- Youth and Senior Needs: More senior center space, programs, trips, and activities. More teen spaces, hangouts, and opportunities to gather safely after school. Suggestions to directly survey youth about what they want.
- Governance & Operations: Requests for better communication between Town and Village governments. Concerns about staff availability, building access, and decision-making delays. Calls for transparency, public cost information, and improved community engagement.
- Miscellaneous: Interest in preserving community identity and avoiding overdevelopment. Desire for small-business amenities (e.g., hardware store, community markets). Appreciation for being asked for input and recognition of strong existing maintenance in some areas.

APPENDIX B:
Master Plan Site Layout



APPENDIX C:
Master Plan Site Visualization



APPENDIX D:
Master Plan Site Lighting Visualization

