



public parks plan
city council presentation

GRAHAM SMITH - PLA, ASLA
PRESIDENT + LANDSCAPE ARCHITECT



JUNE 13, 2023

WHO ARE WE

WHAT HAVE WE DONE

WHAT ARE WE GOING TO DO

WHEN ARE WE DOING IT

WHAT HELP DO WE NEED

- **SITE COLLABORATIVE**

- Focus on the Piedmont of NC and VA (Raleigh, Central NC, and Southern Virginia (Danville))
- Micro SWAM Virginia - #811387
- Raleigh-based with Danville office

- Clients include National Park Service, NC State Parks, City of Danville (*since 2010*), IALR, City of Raleigh, Wake County, Institute for Advanced Learning and Research, etc.

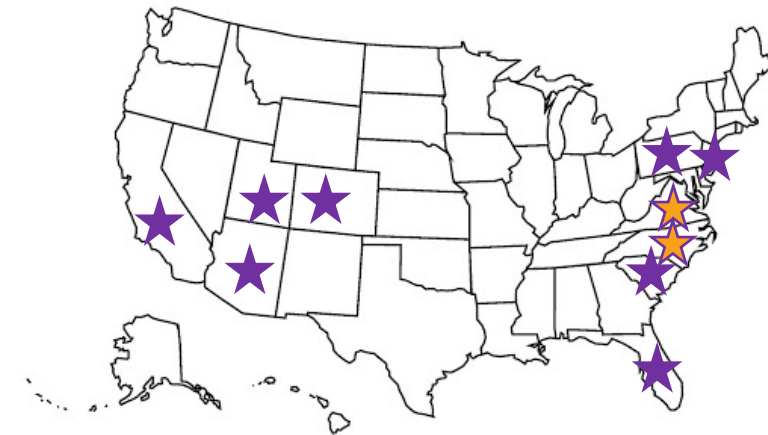
- Currently have 6 projects under construction in Danville (+3 more by end of year):

- *Riverfront Park*
- *White Mill Redevelopment*
- *Third Avenue Splashpad + Doyle Thomas Park Splashpad*
- *IALR Center for Manufacturing Advancement*
- *IALR ATDM Facility*

GRAHAM SMITH – LANDSCAPE ARCHITECT
LAURA ABADOM – PARK PLANNER
MAURY BECKMANN – GIS ANALYST

- **Team:**

- *1 Managing Principal (VT BLA 1995) – Virginia native + originally licensed in VA*
- *2 Principals (VT MLA; Rutgers BLA) – licensed in multiple states including VA*
- *1 Senior Associate (NC A+T BSLA)*
- *1 Planner (UVA MURP)*
- *3 Senior Designers (NCSU MLA; NC A+T BSLA; Wake Tech)*
- *1 Designer (VT BLA)*
- *1 Bookkeeper (part time)*



profile – site collaborative

- RIVER DISTRICT CONSULTING GROUP (RDCG)
 - Founded – 2014
 - Focus on the Piedmont of NC and VA (Southern Virginia, Triangle, Triad)
 - Woman-Owned
 - Chatham-based
 - Micro SWAM Virginia - #721733
- Recent experience with Site Collaborative in Danville on neighborhood park implementations
- Wide-ranging expertise in Community Engagement and Outreach
- Team:
 - *2 Managing Principals*
 - *1 Staff Planner*

HOLLIE ADAMS – COMMUNITY ENGAGEMENT
RACHEL DEL CAMPO GATEWOOD – COMMUNITY ENGAGEMENT





ashland, norfolk, charlottesville (1998)



aurora sports park (aurora colorado 2003)









Parks & Recreation Equity Plan

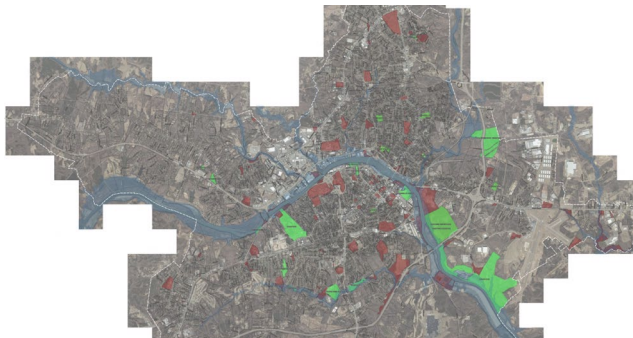
Danville, Virginia

A Plan to help guide and direct the City on parks-related spending, land acquisition, and programming to better meet the needs of citizens today and in the future.

January, 2020



- All parks within city limits physically evaluated
- Specific focus on 17 neighborhood parks and 'left over' public spaces
- 6 community meetings – 5 spread around + 1 central
- 1 online survey
- Recommendations for improvements at each park, overall system cohesion improvements, and connectivity concerns
- Led to City hiring Community Engagement planner within Parks + Recreation

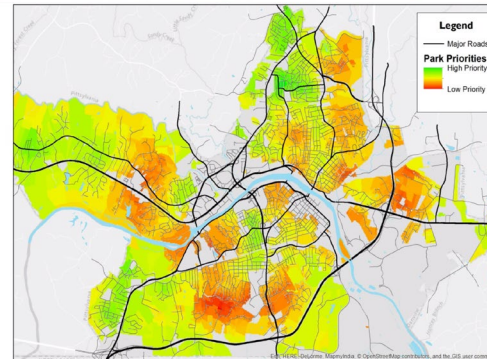


Park Locations:

- The region north of Piney Forest Rd is in great need of a new neighborhood park development.
- South and west Danville could also use additional neighborhood parks.
- Consider removing under-used Neighborhood parks. Especially those in disrepair and those in locations with poor visibility.

Infrastructure Needs:

- Increase sidewalk and bicycle connections, especially in north Danville. This will provide safer access to parks.
- Add unique amenities/elements to Neighborhood Parks to create a sense of pride and balance the park system.
- Repair/replace amenities in many Neighborhood parks.



Needs Assessment / Inventory

Crossing at the Dan
Heavily programmed. Community Market Building, Pepsi Building, Science Center, access to Riverwalk Trail. Ample parking.

Dan Daniels Memorial Park
Large community park with soccer fields, ball fields, connection to Riverwalk Trail, skate park, big new playground, Veteran's Memorial, American Legion Baseball Field.

Doyle Thomas Park
Urban park in downtown Danville, new playground, full basketball court, internal sidewalks, connections to sidewalks along three sides. Good access to neighborhood.

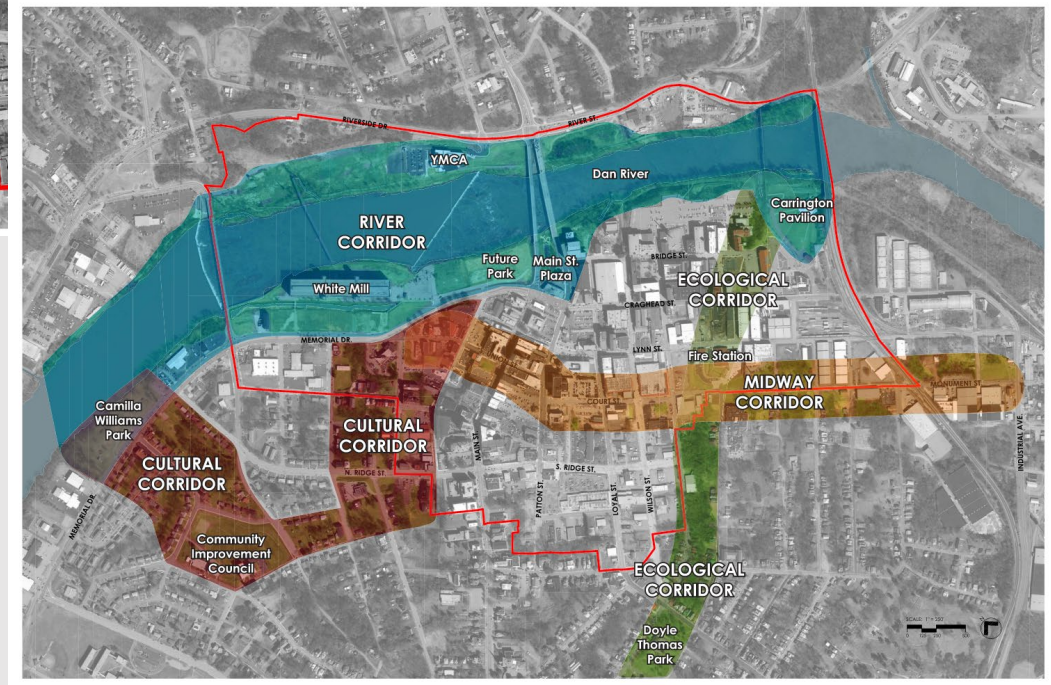
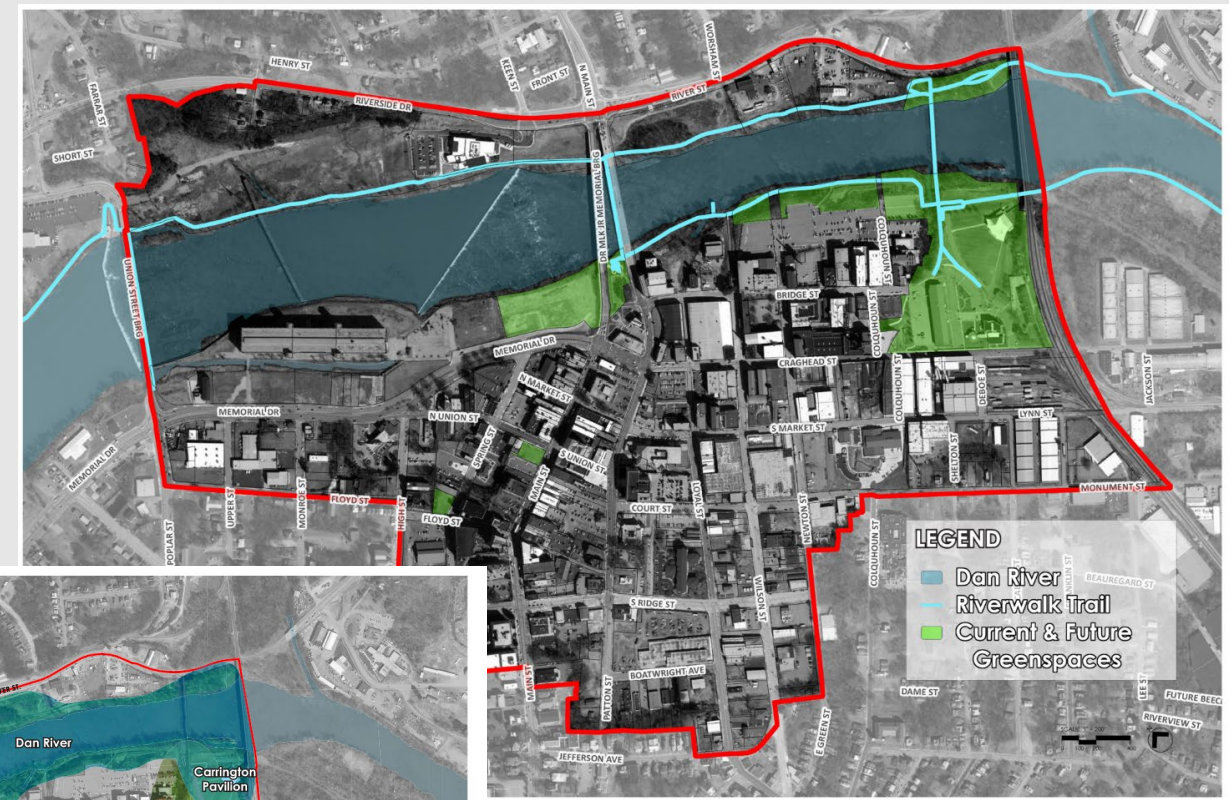
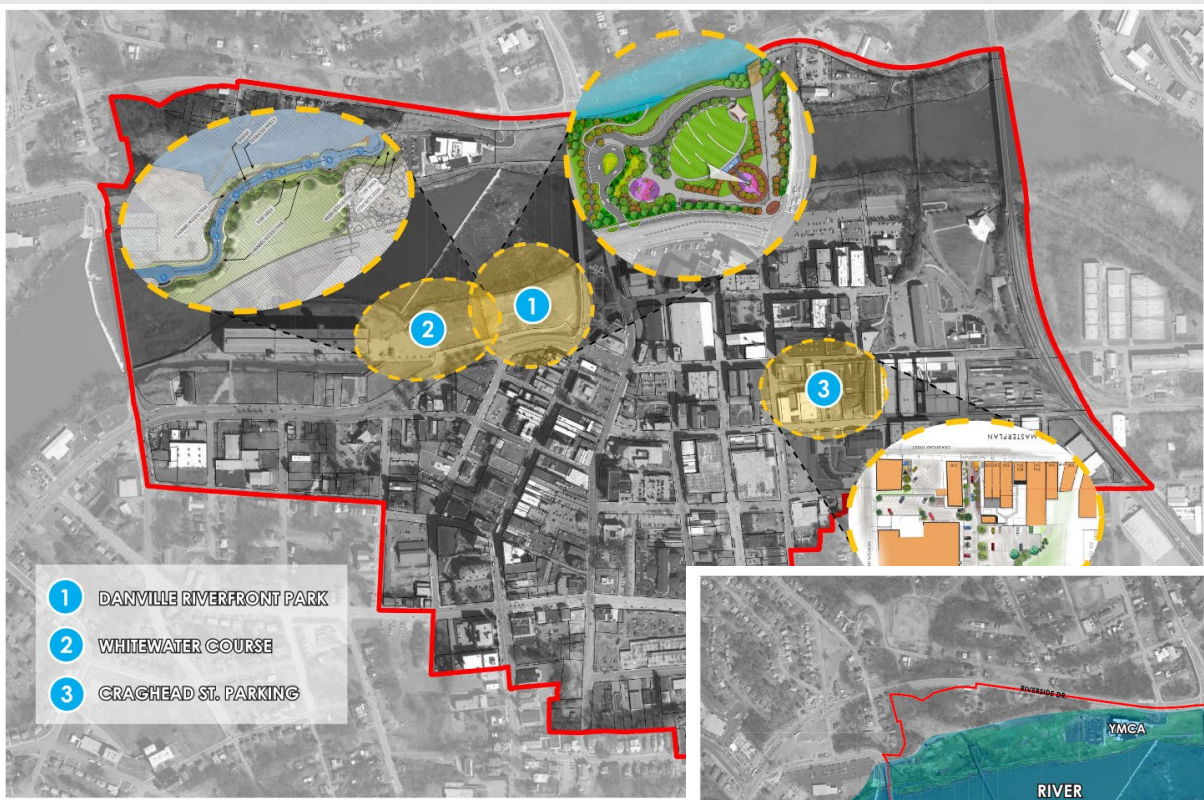
Druid Hills Park
Neighborhood park in the wood, playground, footbridge, internal sidewalk but no neighborhood sidewalks. Playground is old, swings are missing.

Evans Park
Large (150 acres) nature preserve with natural walking trail - newly opened.

Glenwood Park
Community Center, playground, adjacent to elementary school, sidewalks along Halifax Road, but none in adjacent neighborhood. Crosswalk from elementary school across Halifax but no sidewalk on other side. No crosswalk for community center. Ample parking.

Grove Park
Large open space, old play structure, basketball court that has been halved, picnic shelter, on-street parking only. Only sidewalk on west side of street Pumpkin Creek Lane.





- All parks and public lands within River District limits physically evaluated
- 1 community meeting and numerous stakeholder interviews
- Loose concepts and organizing themes created

Mapping Analysis – gap analysis

- Will a park here meet some needs?
- Is Waller Mill accessible enough for this population?
- Is 60 a barrier?

- Will a park here meet some needs?
- Can the existing City-owned land help?

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- Can the existing City-owned land help?

- Where will these new residents gain park services?



Objective 1.8:

Develop additional outdoor recreational facilities and amenities.

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
1.8.a Develop 4 th field at Kiwanis Park	\$300,000	Staff Time	Mid-Term
1.8.b Develop Waller Mill Park Master Plan	\$150,000	Staff Time	Short-Term
1.8.c Develop/Redevelop Mountain Biking Trails at Waller Mill Park and adequate parking/access	\$500,000	Staff Time	Short-Term coordinated with WMP Master Plan
1.8.d Develop non-traditional sports facilities such as lawn bowling	\$120,000	Staff Time	Short-Term
1.8.e Add outdoor fitness equipment in one or more locations.	TBD	Staff Time	Short-Term
1.8.f Develop Additional Indoor Pickleball Courts	\$0 (included in Quarterpath Recreation Center Expansion above)	Staff Time	Short-Term

goals

Learn

Collect the Data

Assess the Sites

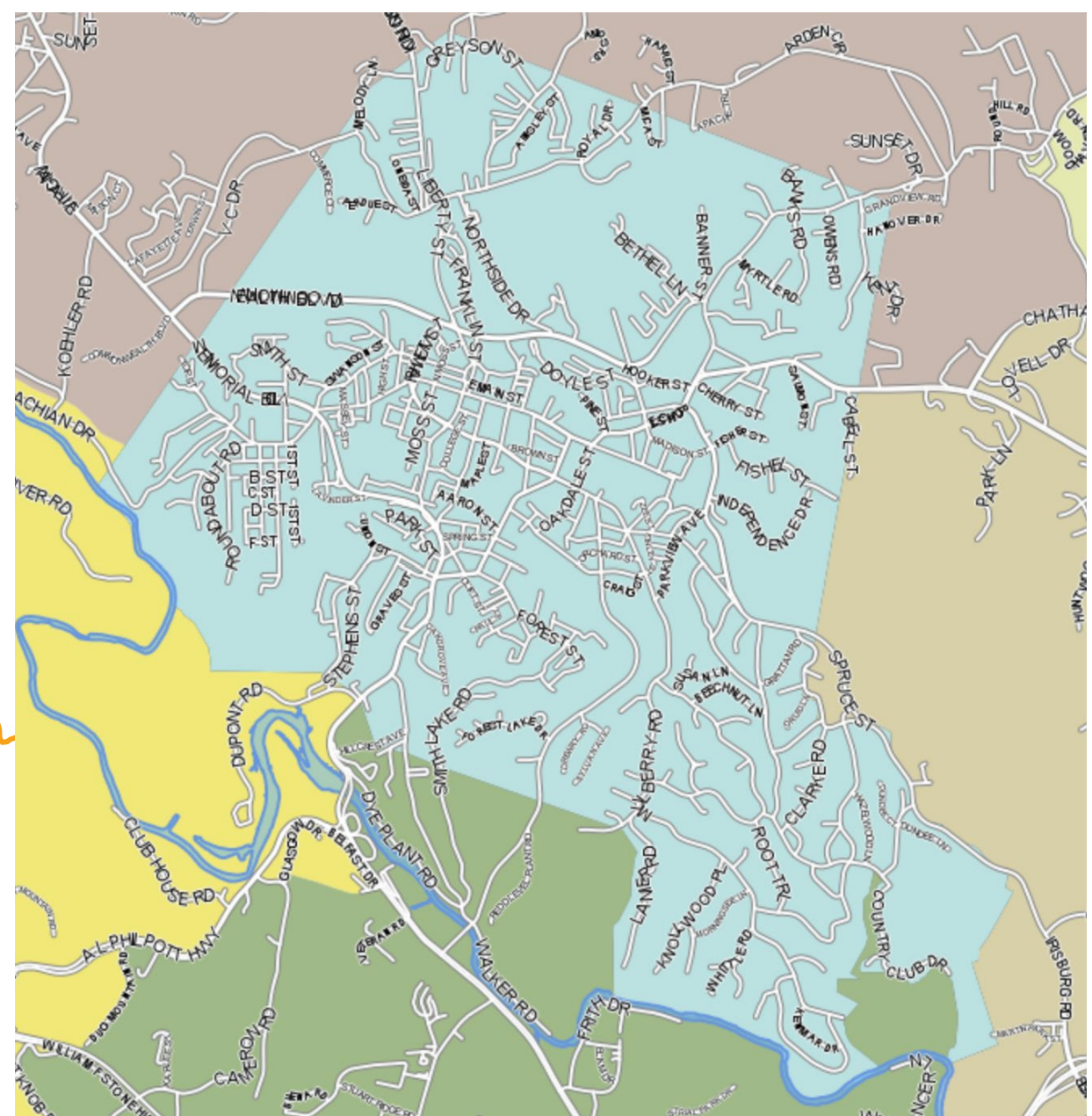
Analyze the Information



Park Elements and Conditions Assessment

The following chart outlines the various park elements that are located within Kiwanis Park and that were evaluated for their quality of condition and experience. The evaluation or each park element has been categorized per the scoring system noted below the chart.

PARK ELEMENT	RANKING	NOTES
ADA ACCESSIBILITY THROUGHOUT	1	relatively flat site - must fix ADA to existing softball complex and ensure ADA to new playground, new shelter, and new fitness trail
SITE FURNISHINGS	2	aging but functional
LANDSCAPE AREAS	2	more shade would be a good benefit
ADA PARKING SPACES	1	non-existent
STORMWATER INFRASTRUCTURE	2	no noticeable concerns
WATER/SEWER INFRASTRUCTURE	2	no noticeable concerns
PEDESTRIAN ENTRY TO PARK	2	not clearly identifiable
VEHICLE ENTRY #1 (MAIN)	3	
VEHICLE ENTRY #2 (AT TENNIS)	1	not identifiable, nor welcoming
LAWNS	3	
INTERNAL/PATHWAYS	3	yet no connection between main parking and tennis
4 COURT TENNIS COMPLEX	2	aging surface and fencing – functional but needs continual oversight
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Census Reporter

Martinsville, VA

Place in: [Martinsville city, VA](#), [Martinsville, VA Micro Area](#), [Virginia](#), [United States](#)

13,476

Population

11 square miles

1,230.1 people per square mile

Census data: ACS 2021 5-year unless noted

Stones Store

Stanleyto

Run

ngela

Demographics

† Margin of error is at least 10 percent of the total value. Take care with this statistic.

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Age

40.6

Median age

about 90 percent of the figure in the Martinsville, VA Micro Area: 46.2

a little higher than the figure in Virginia: 38.5

Population by age range

Age Range	Percentage
0-9	14%†
10-19	14%†
20-29	11%†
30-39	10%†
40-49	13%†
50-59	14%
60-69	13%†
70-79	7%†
80+	4%†

Show data / Embed

Population by age category

Category	Percentage	
Under 18	18 to 64	65 and over
18 to 64	57%	

Show data / Embed

Sex

Sex	Percentage
Male	Female
Female	54%

Show data / Embed

Race & Ethnicity

Race & Ethnicity	Percentage
White	43%
Black	44%
Native	1%†
Asian	1%†
Islander	0%†
Other	1%†
Two+	4%†
Hispanic	7%

Show data / Embed

* Hispanic includes respondents of any race. Other categories are non-Hispanic.

Economics

† Margin of error is at least 10 percent of the total value. Take care with this statistic.

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Income

\$23,592

Per capita income

about the same as the amount in the Martinsville, VA Micro Area: \$24,181

about half the amount in Virginia: \$43,267

Income

\$36,832

Median household income

about 90 percent of the amount in the Martinsville, VA Micro Area: \$40,299

about half the amount in Virginia: \$80,615

Household income

Household Income	Percentage
Under \$50K	62%†
\$50K - \$100K	25%†
\$100K - \$200K	10%†
Over \$200K	3%†

Show data / Embed

Poverty

25.4%

Persons below poverty line

about 1.5 times the rate in the Martinsville, VA Micro Area: 17.1% †

more than double the rate in Virginia: 9.9%

Children (Under 18)

Category	Percentage
Poverty	Non-poverty
Poverty	43%†

Show data / Embed

Seniors (65 and over)

Category	Percentage
Poverty	Non-poverty
Poverty	14%†

Show data / Embed

SiTE

COLLABORATIVE

River District

CONSULTING

Strategy for Organizations Doing Good + Being Kind

community data

Week of June 12th – Introduce project + gather information
Week of June 19th - Gather GIS files + build community map
Week of June 26th - Conduct review of community plans and documents
Week of July 3rd - Conduct kick-off meeting + windshield tour (+ client meeting in Martinsville)
Week of July 10th - Conduct site access and service gap analysis using GIS
Week of July 17th - Conduct physical park site assessments (+ client meeting in Martinsville)
Week of July 24th - Work on scoring matrix + assessment documentation
Week of July 31st – Wrap up work on scoring matrix + project documentation (+ client meeting)
Week of August 7th - Report out GIS and physical assessment findings (+ client meeting in Martinsville)

goals

Learn + Collect the Data + Assess the Sites + Analyze the Information



goals

Listen

Build Connections

Establish Trust

Find out the Unknown

task 11a – community engagement

Week of August 14th - Prepare for community meetings

Week of August 14th - Launch possible online survey (alternate possible task)

Week of August 21st - Conduct community meetings (dates TBD) (in Martinsville)

Week of August 21st - Conduct possible specialized listening sessions (alternate possible task)

Week of August 28th - Conduct community meetings (dates TBD) (in Martinsville)

Week of September 4th - Labor Day week + work on community meeting documentation

Week of September 4th - Conduct online community meeting (alternate possible task)

Week of September 11th - Work on community meeting documentation + report out (+ client meeting)

Week of September 18th - Analyze community input data with Task I data (GIS+ physical assessments)

Week of September 25th - Analyze community input data with Task I data (GIS+ physical assessments)

Week of October 2nd - Report out blended data collected to this point – taking stock (+ client meeting)

Goals

Listen+ Build Connections + Establish Trust + Find out the Unknown

goals

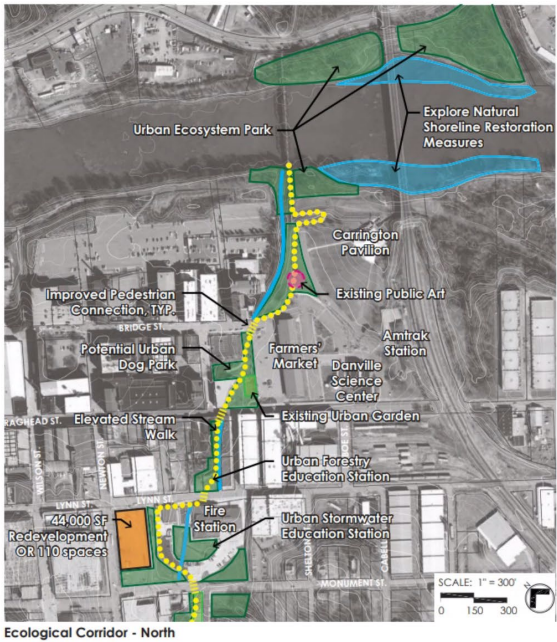
Lean on our Experience

Be Guided by our Data

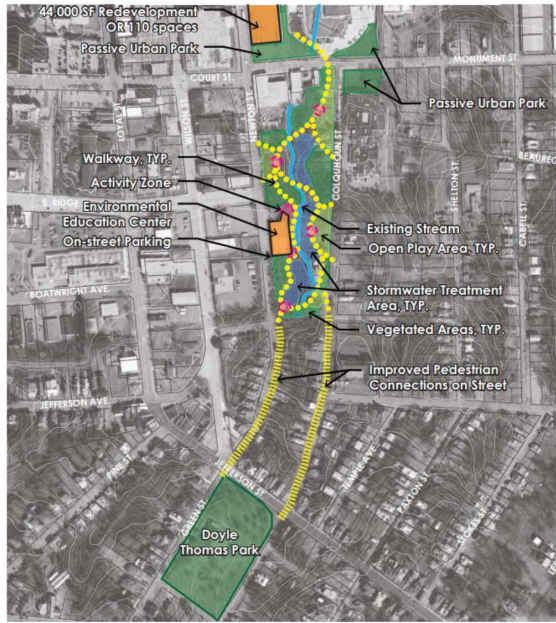
Be Guided by our Listening

Be Strategic

Be Simple



Ecological Corridor - North

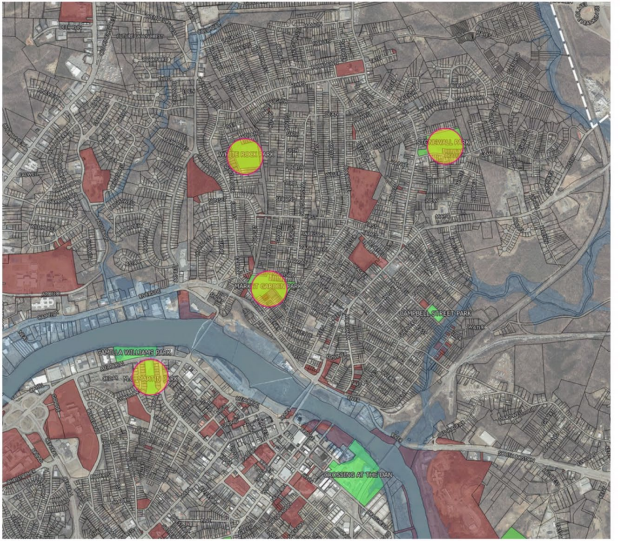


Ecological Corridor - South

Recommendations

2. Improve neighborhood parks and consider their purpose.

- **White Rock Park** - The park offers good amenities for the neighborhood with a basketball court, picnic shelter and playground, but the entry needs significant improvement. The entry drive appears to only be for maintenance access but is very prominent, has broken asphalt and is unsightly. The sidewalk entry is narrow, steep and precarious next to a stormwater drainage ditch. Realign the sidewalk to make it wider, more accessible and vehicular-rated for maintenance vehicles. Remove the maintenance asphalt drive. Provide plantings around the entry sign.
- **Market Garden Park** - The ballfield is a nice amenity but the playground, shelter and other amenities are in disrepair and in a location that is floodprone and has poor visibility. Pedestrian accessibility to the park is poor because of slopes and overgrown plantings. Meet with the neighborhood to determine their needs and preferences. Consider relocating the playground into a more visible location, improve accessibility to the park.
- **Stonewall Park** - Make entry to the park more inviting to the public. The entry is currently unclear. Renaming the park has been a point of contention but should be considered. This area of the City is approximately 63% - 82% non-white, according to the City's 2017 Equity Report.



Week of October 9th - Using data collected, begin diagramming park improvements for each site

Week of October 16th - Continue diagramming park improvements for each site

Week of October 23rd - Review proposed park improvements for each site (+ client meeting)

Week of October 30th - Refinement of proposed park improvements

Week of November 6th - Continued refinement of proposed park improvements

Week of November 13th - Preparation of draft opinions of probable costs (+ client meeting)

Week of November 20th – Thanksgiving + refinement of draft opinions of probable costs/phases

Week of November 27th - Review of preferred park improvements, costs, and phases (+ client meeting)

Week of December 4th - Refinement of proposed improvements, costs, and prioritization

Week of December 11th - Review of improvements, costs, and prioritization (+ client meeting)

Week of December 18th - Begin to assemble all data, community input, proposed improvements, costs, prioritization, and funding sources into draft document – Public Parks Plan

goals

***Lean on our Experience + Be Guided by our Data +
Be Guided by our Listening + Be Strategic + Be Simple***

Week of December 25th – Christmas

Week of January 1st - New Years Day + continue to assemble draft document of Public Parks Plan

Week of January 8th - Continue to assemble draft document of Public Parks Plan

Week of January 15th - Conduct Public Parks Plan review of draft document (+ client meeting)

Week of January 22nd - Refine draft document

Week of January 29th - Review refined draft document (+ client meeting)

Week of February 5th - Refine draft document

Week of February 12th - City Council presentation of Public Parks Plan

Week of February 19th - Prepare final document with any final revisions requested

Week of February 26th - Contract ends and all documents, data, final PDFs provided to City

goals

***Lean on our Experience + Be Guided by our Data +
Be Guided by our Listening + Be Strategic + Be Simple***

- TASK I – PUBLIC PARK SURVEY AND ASSESSMENT
 - now through early august
 - nominate community liaisons/advocates
 - talk it up – strong parks strengthen communities
- TASKIIa – COMMUNITY ENGAGEMENT
 - early august through earlyoctober
 - 6 meetings around the City– help spread the word
 - support community liaisons/advocates
 - talk it up – being heard matters
- TASK IIb– PUBLIC PARKS PLAN CREATION
 - mid-october through end of February
 - ask questions– how, where, why, what, when
 - talk it up – how can we (collectively) make this happen



+



thank you!!!