



public parks plan

city council presentation

GRAHAM SMITH - PLA, ASLA
PRESIDENT + LANDSCAPE ARCHITECT



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*
- 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)

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

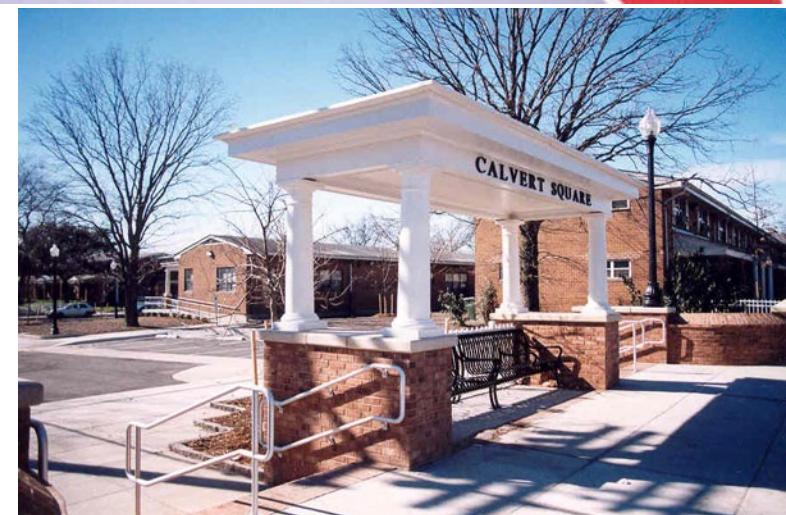


- RIVER DISTRICT CONSULTING GROUP (RDCG)
 - Founded – 2014
 - Focus on the Piedmont of NC and VA (Southern Virginia, Triangle, Triad)
 - Woman-Owned
 - Chatham-based
 - Micro SWAM Virginia - #721733
- Recent experience with Site Collaborative in Danville on neighborhood park implementations
- Wide-ranging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

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



profile – river district consulting group



ashland, norfolk, charlottesville (1998)



aurora sports park (aurora colorado 2003)







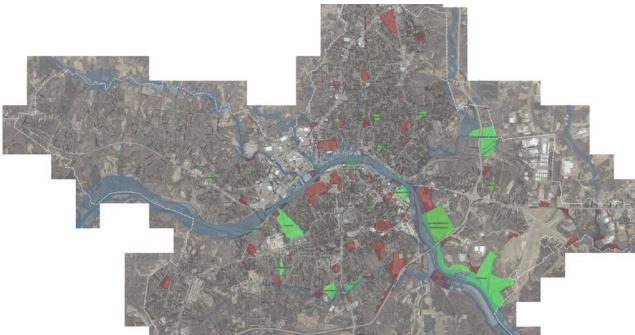


Parks & Recreation Equity Plan

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



Park Locations:
The region north of Piney Forest Rd is in great need of a new neighborhood park development.

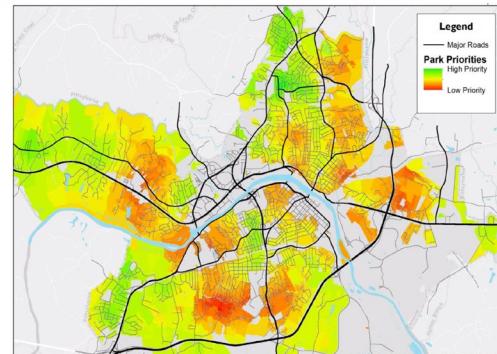
South and west Danville could also use additional neighborhood parks.

Consider removing under-used Neighborhood parks. Especially those in disrepair and those in locations with poor visibility.

Infrastructure Needs:
Increase sidewalk and bicycle connectivity, 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.

Douye Thomas Park
Urban park in downtown Danville, new playground, full basketball court, internal sidewalks, connections to sidewalks along three sides. Good access to neighborhood sidewalks. Playground is old, swings are missing?

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

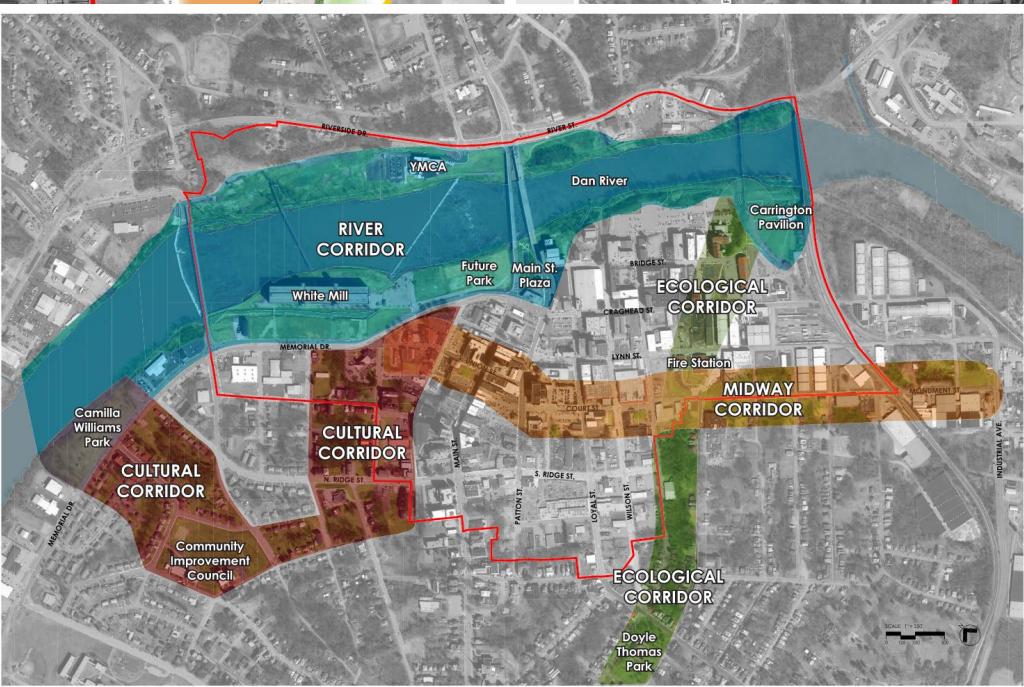
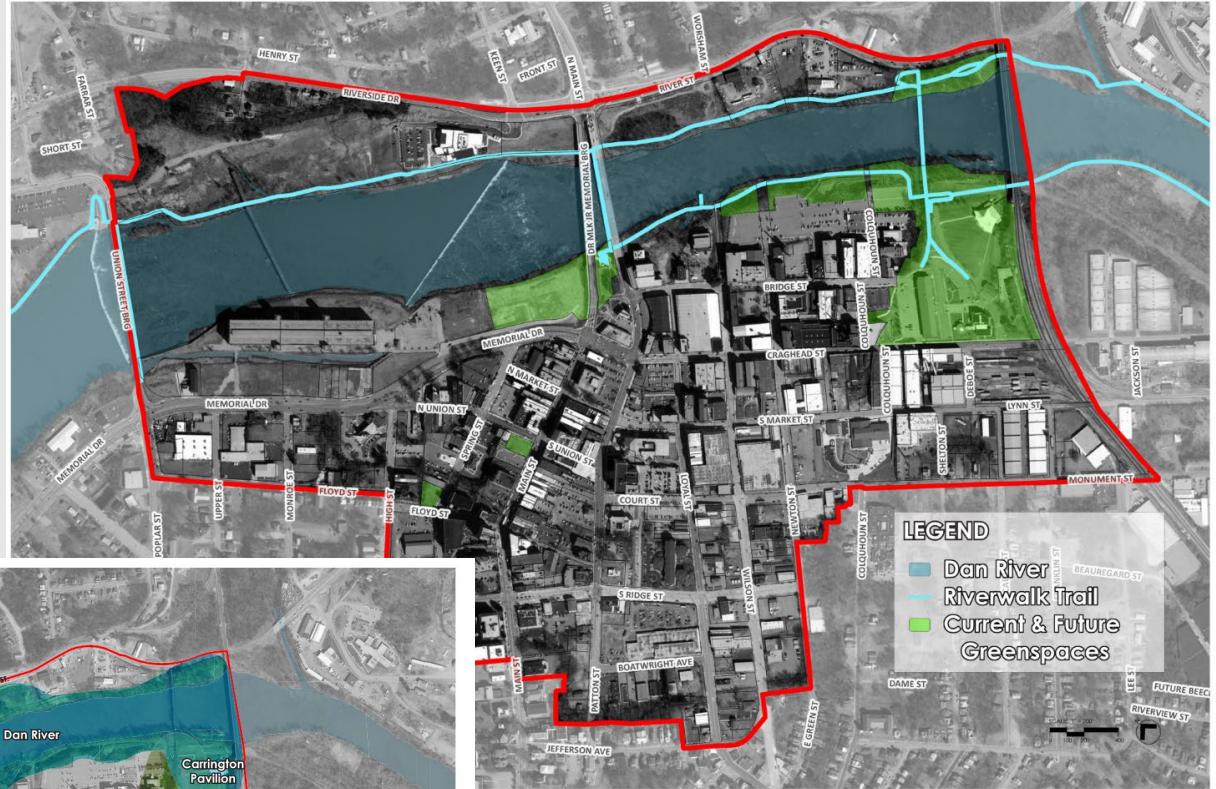
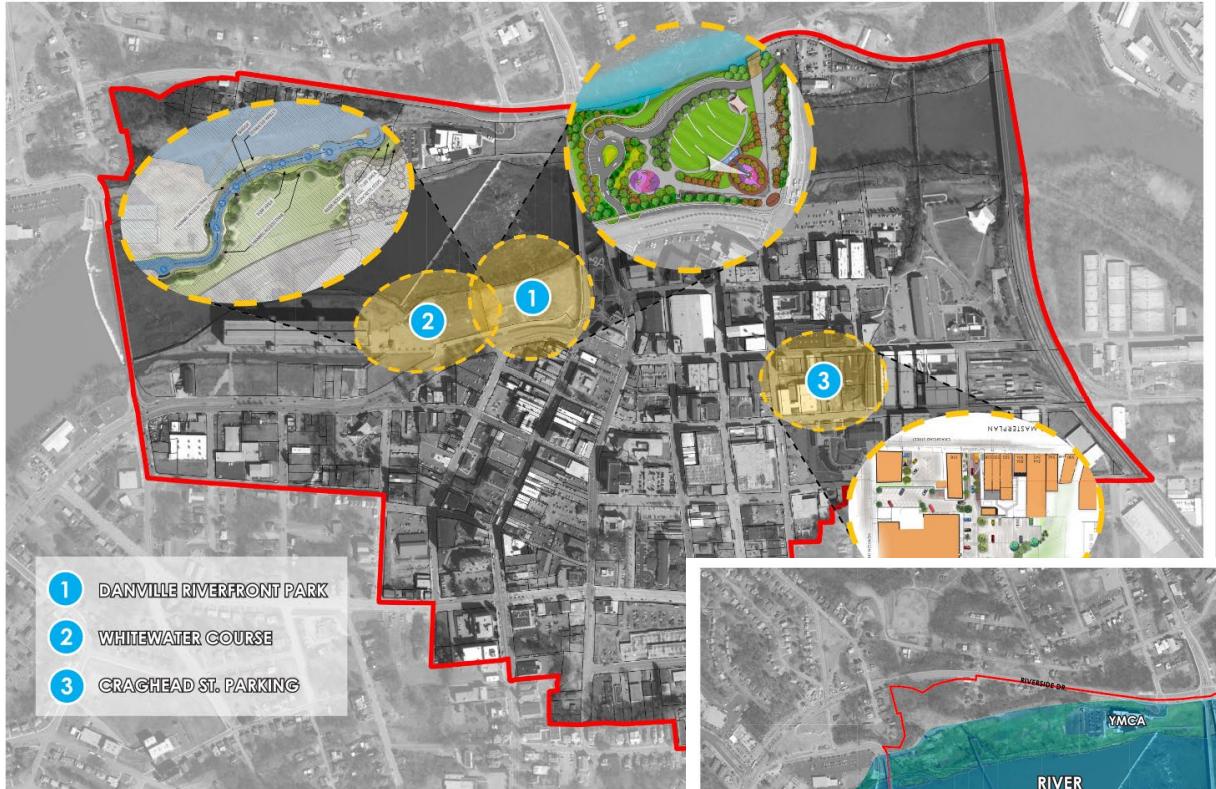
Evans Park
Large (150 acre) nature preserve with natural walking trail - newly opened.

Glenwood Park
Community Center, playground, adjacent to elementary school, sidewalks along Halifax River, 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.



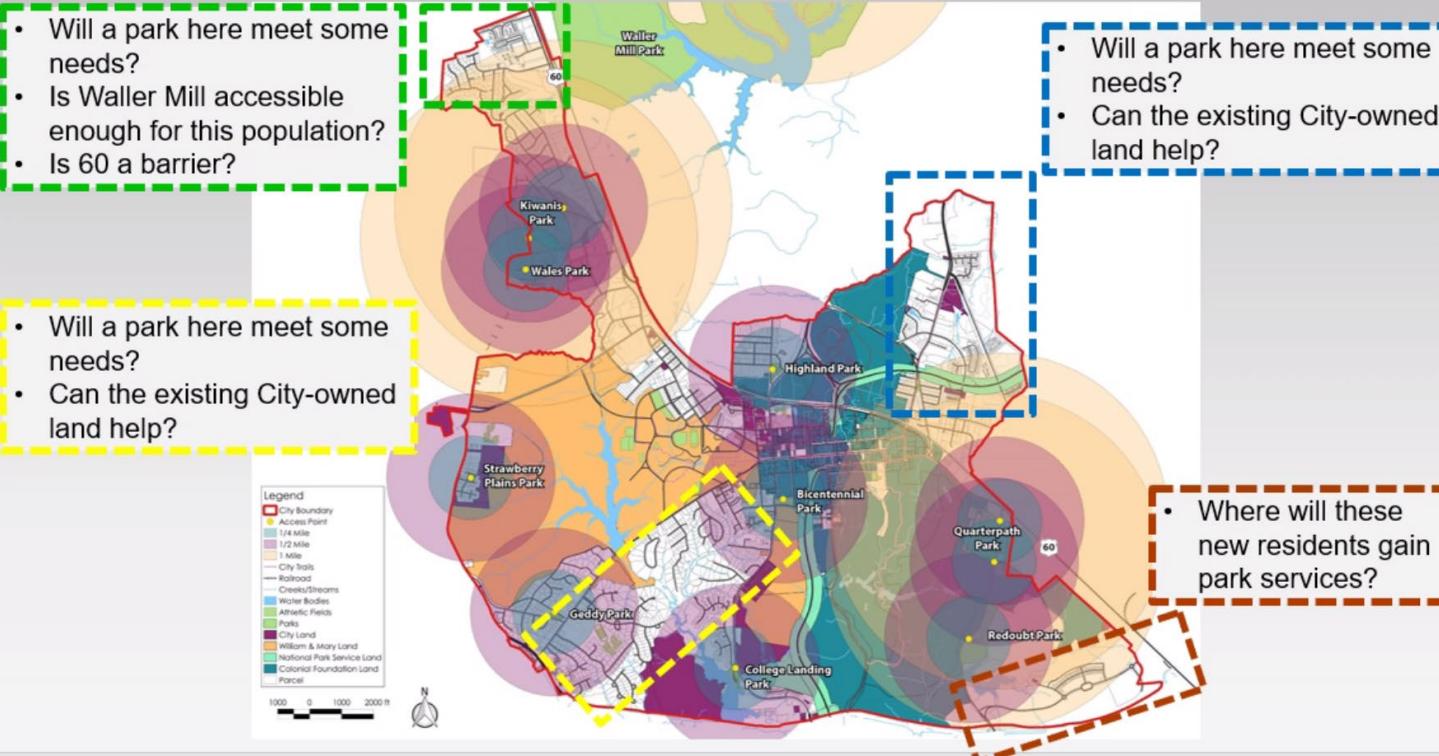
- All parks within city limits physically evaluated
- Specific focus on 17 neighborhood parks and 'left over' public spaces
- 6 community meetings – 5 spread around + 1 central
- 1 online survey
- Recommendations for improvements at each park, overall system cohesion improvements, and connectivity concerns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



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

river district green space plan

Mapping Analysis – gap analysis



Objective 1.8:
Develop additional outdoor recreational facilities and amenities.

Actions	Capital Cost Estimate	Operational Budget Impact	Timeline 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

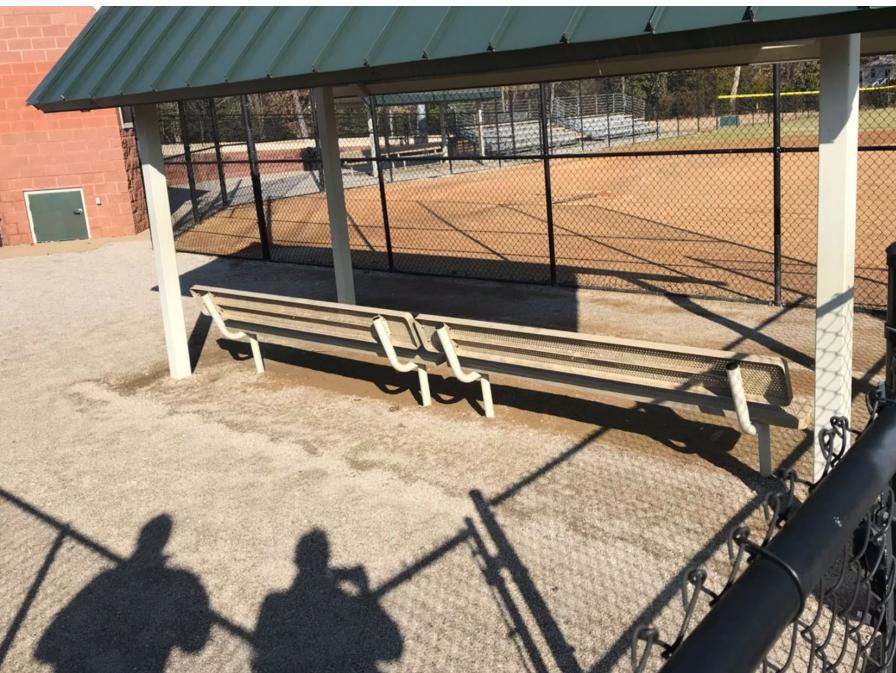
goals

Learn

Collect the Data

Assess the Sites

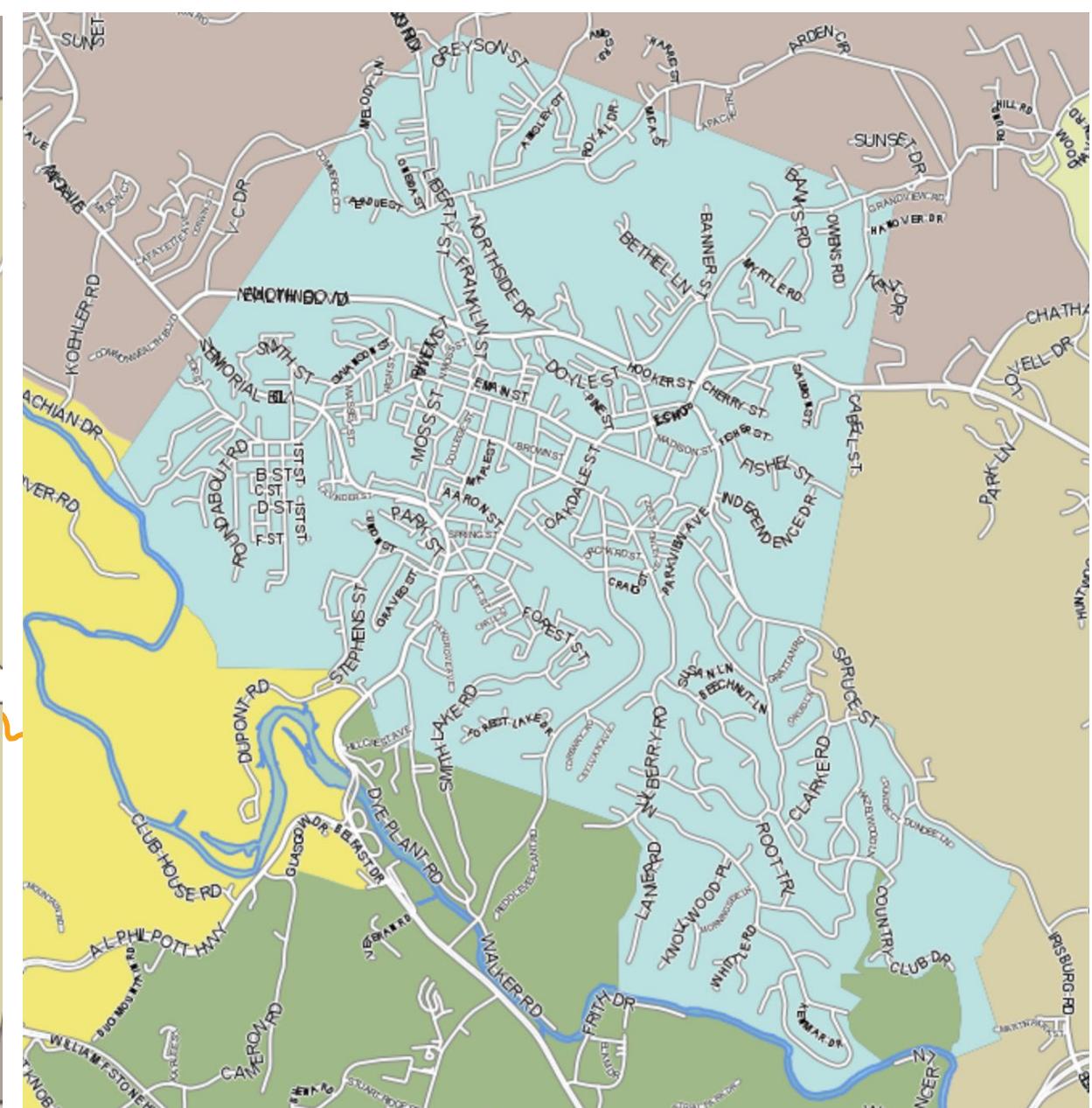
Analyze the Information

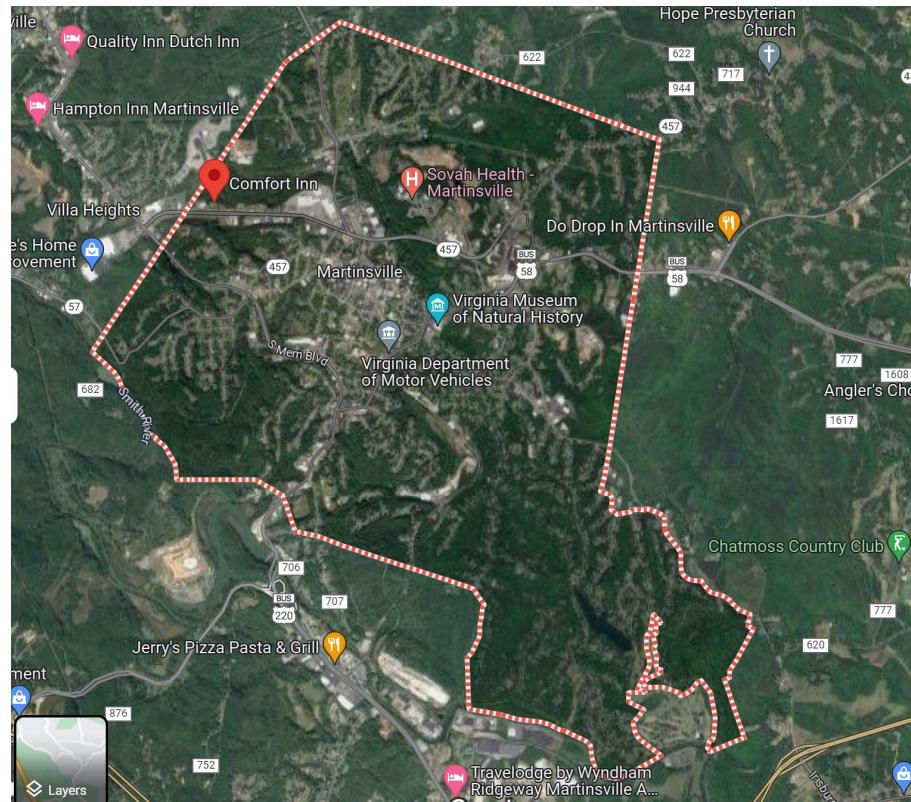


Park Elements and Conditions Assessment

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 of 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
3 COURT TENNIS COMPLEX	2	aging surface and fencing – functional but needs continual oversight



**Demographics**

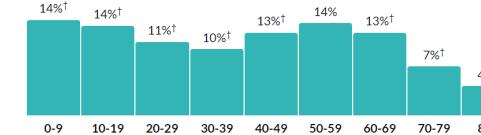
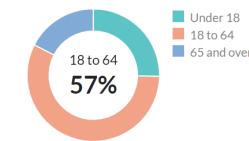
† Margin of error is at least 10 percent of the total value. Take care with this statistic.

Age

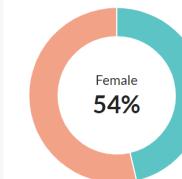
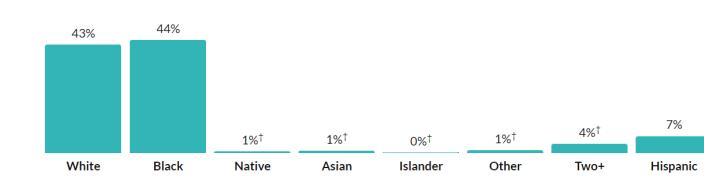
40.6

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**Population by age category**[Show data / Embed](#)[Show data / Embed](#)

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

Sex**Race & Ethnicity**[Show data / Embed](#)[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.

Income

\$23,592

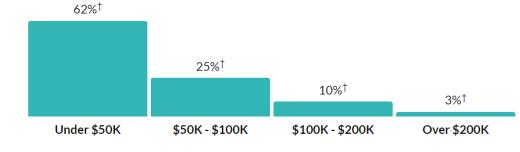
Per capita income

about the same as the amount in the Martinsville, VA Micro Area: \$24,181
about half the amount in Virginia: \$43,267

\$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[Show data / Embed](#)

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

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)**Seniors (65 and over)**[Show data / Embed](#)[Show data / Embed](#)

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 IIa – 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

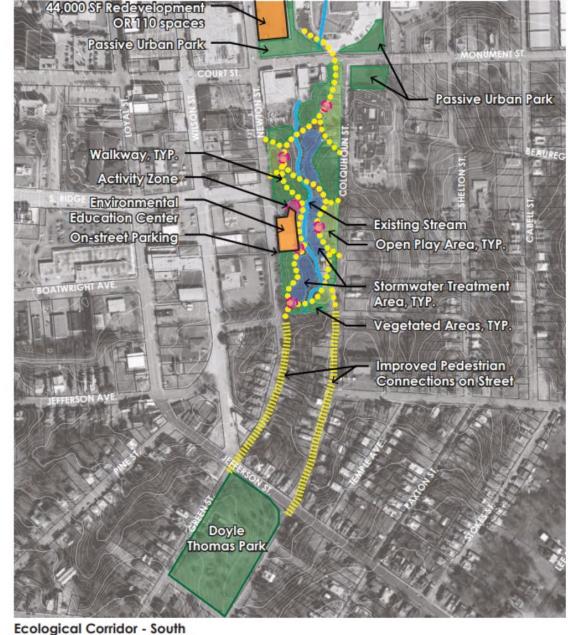
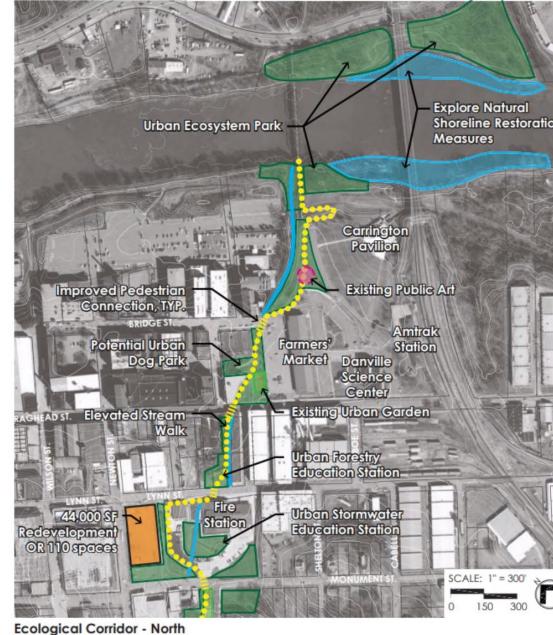
Lean on our Experience

Be Guided by our Data

Be Guided by our Listening

Be Strategic

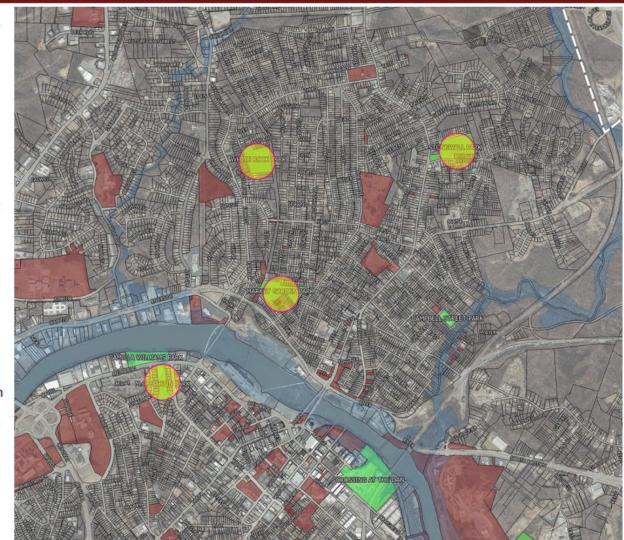
Be Simple



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 flood-prone 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 early october
 - 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



analysis + engagement + planning + design

+



Strategy for Organizations Doing Good + Being Kind

thank you!!!