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public parks plan - city council update presentation

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**PRESIDENT + LANDSCAPE ARCHITECT**



**NOVEMBER 28, 2023**

- TASK I – PUBLIC PARK SURVEY AND ASSESSMENT **COMPLETE**

- June through early August
- Windshield tour
- Visits to each park
- Scoring matrix of each park element



- TASK IIa – COMMUNITY ENGAGEMENT **COMPLETE**

- Early August through early October
- 4 meetings around the City
- 8 stations per meeting
- Met community liaisons/advocates
- Online survey – questions matched meetings



- TASK IIb – PUBLIC PARKS PLAN CREATION **IN PROGRESS**

- Mid-October through end of February



Goals

Learn

Collect the Data

Assess the Sites

Analyze the Information

J. Frank Wilson Park



# Martinsville, VA

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

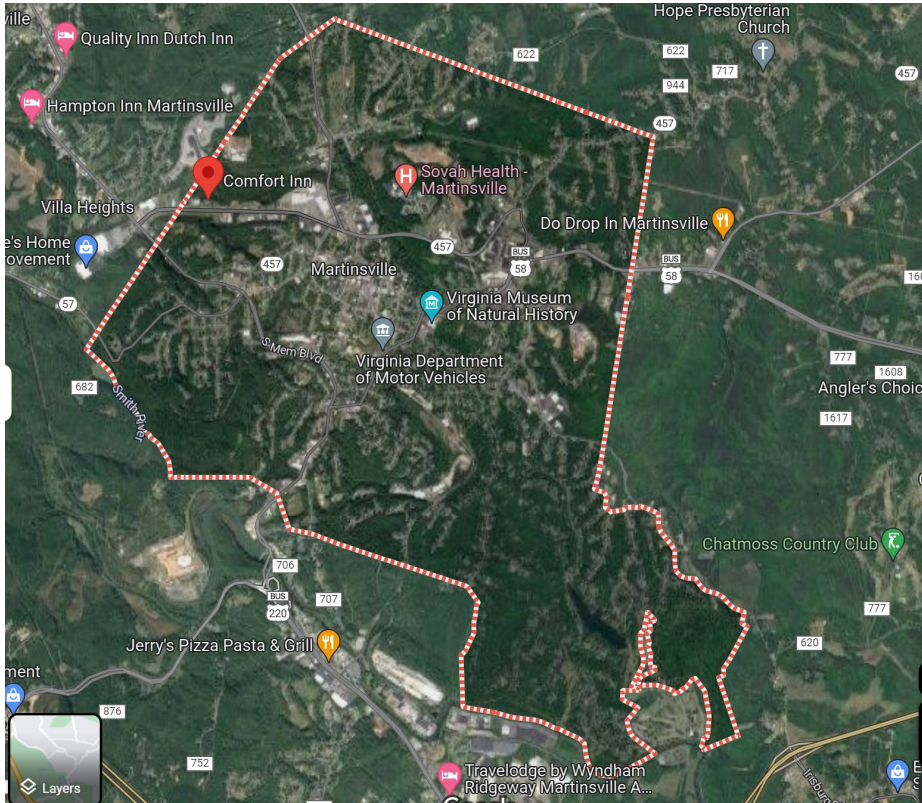
13,476

Population

11 square miles

1,230.1 people per square mile

Census data: ACS 2021 5-year unless noted



## 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

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%†

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#### Population by age category

Under 18

18 to 64

65 and over

18 to 64: 57%

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### Sex

Male

Female

Female: 54%

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### Race & Ethnicity

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

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\* 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

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

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### 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)

Poverty

Non-poverty

Poverty: 43%†

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#### Seniors (65 and over)

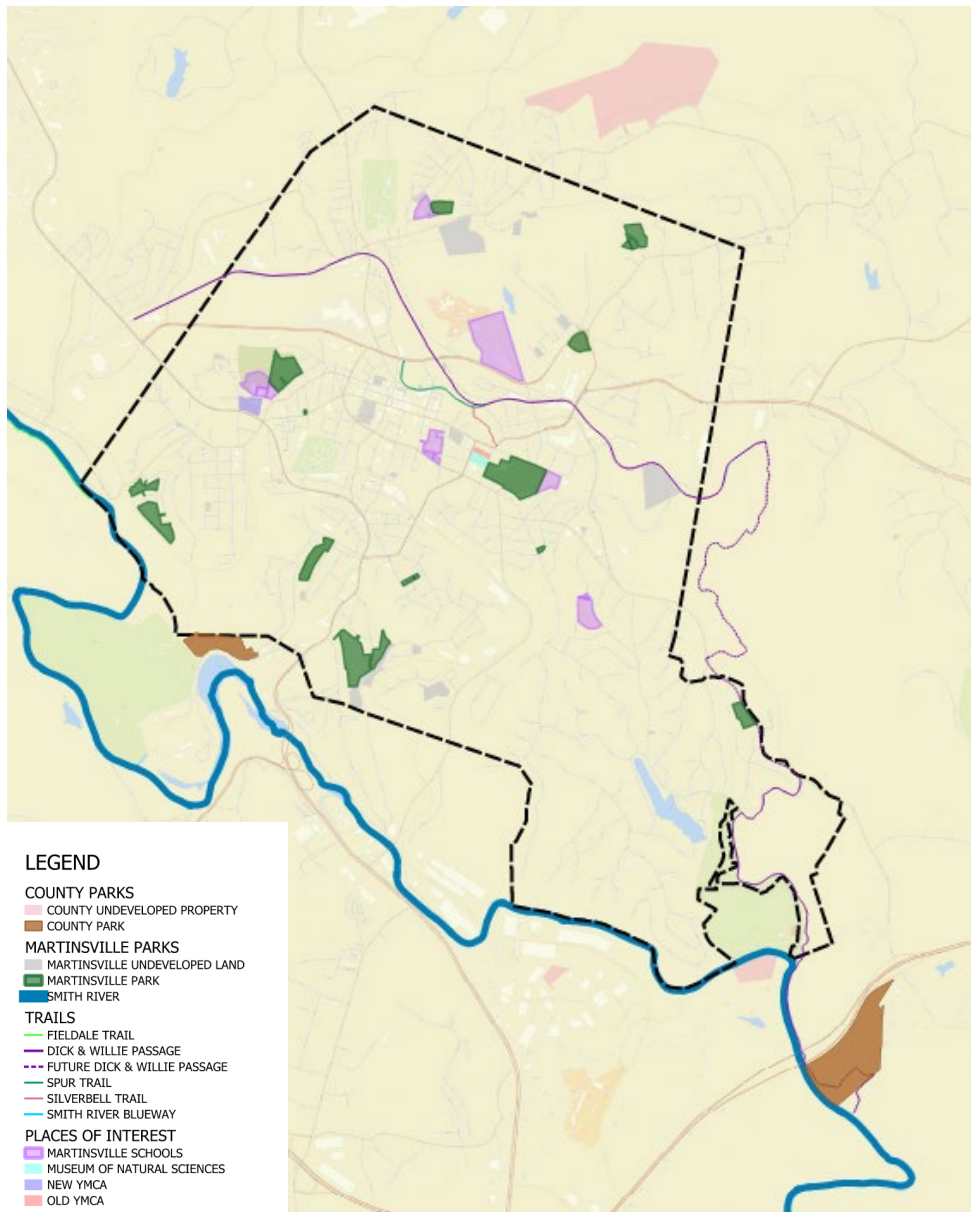
Poverty

Non-poverty

Poverty: 14%†

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## NRPA Park Acreage Guidelines

Classification	Size/Acres	Service Area	Acres per 1,000 population
Destination/Regional Park	35+ acres	Several communities within 1 hour driving	Variable
Community Park	15-35 acres	Several neighborhoods within 1 to 2 mile radius	5-8 acres/1000
Neighborhood Park	5-15 acres	One Neighborhood ¼ to ½ mile radius	1-2 acres/1000
Mini-Park	0-5 acres	No applicable standard	Variable

- 13 Parks totaling 302.45 acres

### Classified into:

- Destination/Regional – 212 acres
- Community – 45.5 acres
- Neighborhood – 34.42 acres
- Mini-Park – 3.53 acres

## Parks System Inventory + Classification

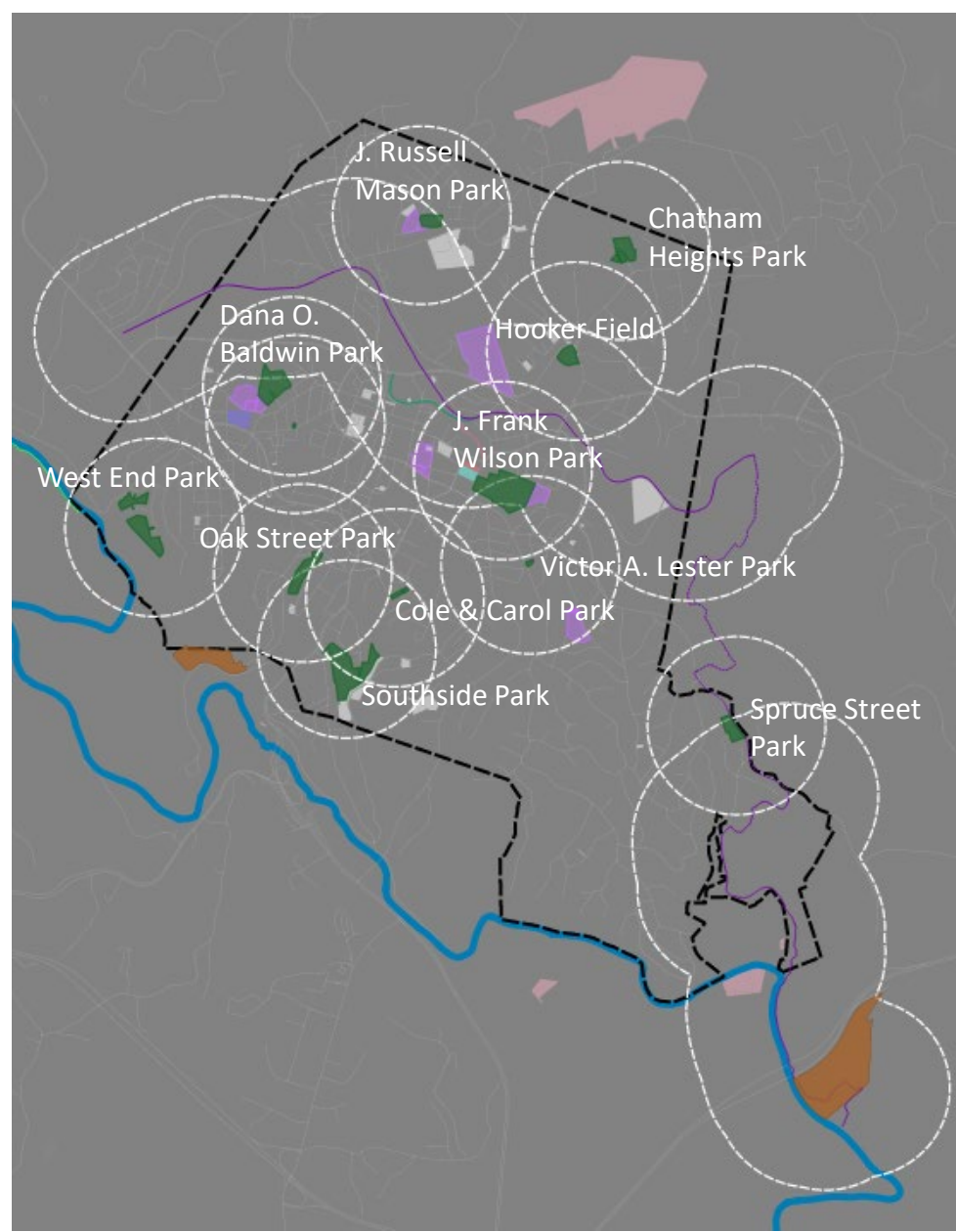


Name	Park Type	Size in acres	Concessions	Restroom	Bleachers	Basketball Court	Disc Golf	Baseball/Softball Field	Football Field	Multipurpose Field	Soccer Field	Tennis Court	Bike Racks	Benches	Drinking Fountains	Grills	Open Lawn	Picnic Shelter	Picnic Tables	Litter Receptacles	Parking Area	Parking Area Lights	Pedestrian Lights	Field Lights	Playgrounds	Signs	Nature Trail	Boat Ramp	Skatepark	Walking Path	Stormwater Device		
Beaver Creek Reservoir	Destination	175		1												3		1	4	4	1	3			1	15	2	1					
Chatham Heights Park	Neighborhood	9		1	1	1								4	1	2		1	3	3	2	1			1	9	1						
Cole & Carol Street Park	Mini-Park	1.6																	1	1		1	6		1	2					2		
Dana O. Baldwin Park	Community	15.5		1	1	1		1				1	1		2	2	1	1	6	4	1	1	1		2	16	3				2		
Hooker Field	Destination	7	2	1	3			1										3	4	8	3			7		9							
J. Frank Wilson Memorial Park	Community	30		1	1		1							2	2	4		2	16	8	4				1	35	1		1	1	3		
J. Russell Mason Park	Neighborhood	6.5		1		1		2						2		2		1	2	1	2	1		7	1	5					1		
Jackson Street Children's Park	Mini-Park	0.23				1								1					1	1			1		1	2				1			
Oak Street Park	Mini-Park	1.1																															
Southside Park	Destination	37	1	1	8	2		4						8	2	2		1	6	9	3	6			1	22					2		
Spruce Street Park	Neighborhood	5.2						1				2		2	1		1			2	1	1	4			2					2		
Victor A. Lester Memorial Park	Mini-Park	0.6												2	1		1	1	1	2	1				1	2				1	1		
West End Park	Neighborhood	13.72		1		1		1							1				3				1		1	5							
			Total	302.45	3	8	14	7	1	10	0	0	0	3	1	21	10	15	3	11	47	43	18	14	13	14	11	124	7	1	1	3	13





Beaver Creek Reservoir Park



Park System

## LEGEND

### COUNTY PARKS

- COUNTY UNDEVELOPED PROPERTY
- COUNTY PARK

### MARTINSVILLE PARKS

- MARTINSVILLE UNDEVELOPED LAND
- MARTINSVILLE PARK
- MARTINSVILLE PARK 1/2 Mile
- SMITH RIVER

### TRAILS

- FIELDALE TRAIL
- DICK & WILLIE PASSAGE
- FUTURE DICK & WILLIE PASSAGE
- SPUR TRAIL
- SILVERBELL TRAIL
- SMITH RIVER BLUEWAY

### PLACES OF INTEREST

- MARTINSVILLE SCHOOLS
- MUSEUM OF NATURAL SCIENCES
- NEW YMCA
- OLD YMCA





Tennis Court and Playground at  
Baldwin Park



Playground at Cole  
& Carol Park



Seating at Hooker Field



Restroom building at Chatham Heights



Basketball Court and Skatepark at  
J. Frank Wilson Park



Playground at Jackson Street  
Children's Park





Playground and gazebo at  
Victor Lester Park



Dugout at J. Russell Mason Park



Boat Rental Shelter  
at Beaver Creek Reservoir



Swingset and Field  
at Southside Park



Tennis Courts  
at Spruce Street Park



Playground and Basketball Courts  
at West End Park



Merry Go Round  
at Oak Street Park



Victor A. Lester Memorial Park				Rating	Condition
				4	Good
PARK ELEMENT	QUAN TITY	QUALI TY	NOTES	3	Functional; needs upgrades
BUILDINGS (SHELTER)	1	1	gazebo. Holes in roof	2	Poor; needs replacing
FURNISHINGS (BENCHES)	2	2	need paint		
FURNISHINGS (DRINKING FOUNTAINS)	1	2	leaking when on. Needs repair	1	Safety concern; needs immediate attention
FURNISHINGS (GRILLS)	0				
FURNISHINGS (PICNIC TABLES)	1	1	sharp edges exposed, needs paint		
FURNISHINGS (WASTE/RECYCLING)	2	1	metal can has dents		
OPEN LAWNS	1	4			
PARKING AREAS	1	3	8 spaces, no ADA signage, needs striping		
PLAYGROUNDS	1	3	2 bouncers, 4 swings. Needs pressure washing		
SIGNS (MONUMENT/ENTRY)	1	4			
SIGNS (RULES/REGULATIONS)	1	1	hours sign bent, needs replacement		
STORMWATER DEVICES	1	4	culvert with stream		
WALKING PATHS (PAVED)	1	3	concrete sidewalk on Finley St. has some graffiti to be removed but otherwise in great condition		
MISCELLANEOUS			Nice neighborhood park with a little streambank that could be fun for kids to play in		
			Play equipment is agains but still fairly functional		

West End Park				
PARK ELEMENT	QUANT ITY	QUALIT Y	NOTES	
BUILDINGS (RESTROOM)	1	1	Locked. Appears to be in poor condition.	
COURT (BASKETBALL)	1	1	2 courts in one area. Surface is cracked and weedy. Fence damaged. Trees hanging over the court. Rusty goals but nets look new. Leaves on the court.	
FIELDS (BASEBALL)	1	2	No bases or infield. Doesn't seem to be used.	
FURNISHINGS (DRNKING FOUNTAINS)	1	3	not operational	
FURNISHINGS (PICNIC TABLES)	3	3	some grafitti, but tables appear to be new	
PARKING AREAS	0		asphalt drive is cracked and weedy. Erosion on the shoulder	
LIGHTS (PEDESTRIAN)	1		1 over restroom	
PLAYGROUNDS	1	1	Playground is unsafe and in poor condition. Rusty, broken aging equipment.	
SIGNS (MONUMENT/ENTRY)	1	4		
SIGNS (RULES/REGULATIONS)	4	3	3 wayfinding signs -rating 4. 1 regulations sign at entrance - rating 3 (some fading)	
MISCELLANEOUS			Gate is rusty and in need of painting. No parking - driveway comes down a steep hill and dead ends in front of the playground	
			Saw a lot of security cameras on homes. Look up crime data here.	
			Grass was high	
			Park is accessed via a driveway between two houses on a cul-de-sac	
			Park elements are not laid out in a safe, thoughtful way. Cars drive straight down near playground, basketball court sited next to a steep cliff, etc.	

Park	Score
Beaver Creek Reservoir	4
Chatham Heights Park	2
Cole & Carol Street Park	3
Dana O. Baldwin Park	2
Hooker Field	4
J. Frank Wilson Memorial Park	2
J. Russell Mason Park	3
Jackson Street Children's Park	2
Southside Park	3
Spruce Street Field	3
Victor A. Lester Memorial Park	2
West End Park	2
Oak Street Park	2



Good – Picnic shelter at Beaver Creek Reservoir Park



Functional; needs maintenance/upgrades – baseball field at Spruce Street Park

Rating	Condition
4	Good
3	Functional; needs upgrades
2	Poor; needs replacing
1	Safety concern; needs immediate attention

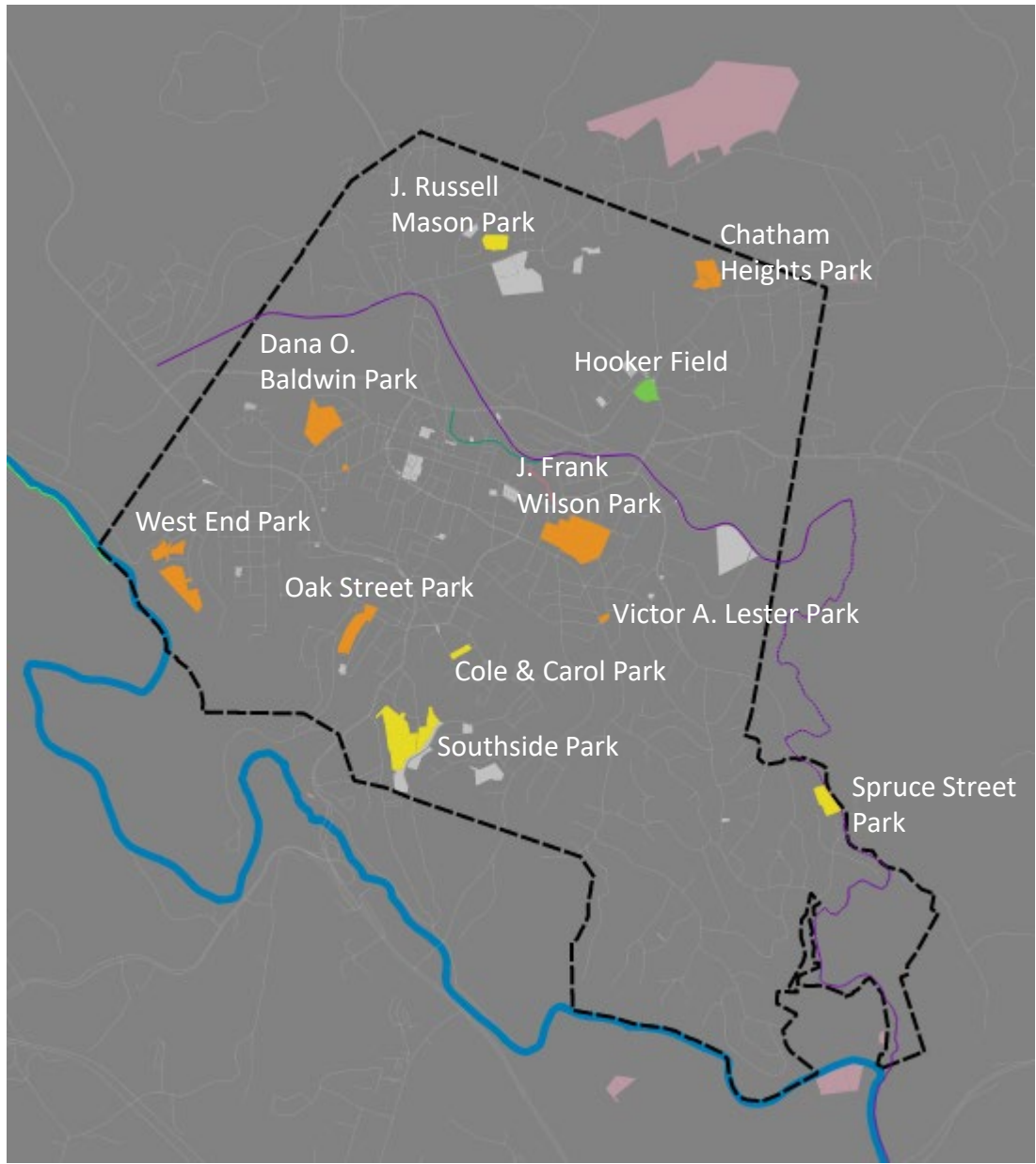


Poor – basketball court at West End Park



Safety concern – exposed rebar and no handrail on stairs at Chatham Heights Park





# LEGEND

## COUNTY PARKS

COUNTY UNDEVELOPED PROPERTY

COUNTY PARK

## MARTINSVILLE PROPERTY

MARTINSVILLE UNDEVELOPED LAND

SMITH RIVER

## TRAILS

FIELDALE TRAIL

DICK & WILLIE PASSAGE

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SPUR TRAIL

SILVERBELL TRAIL

SMITH RIVER BLUEWAY

## PARK SCORE

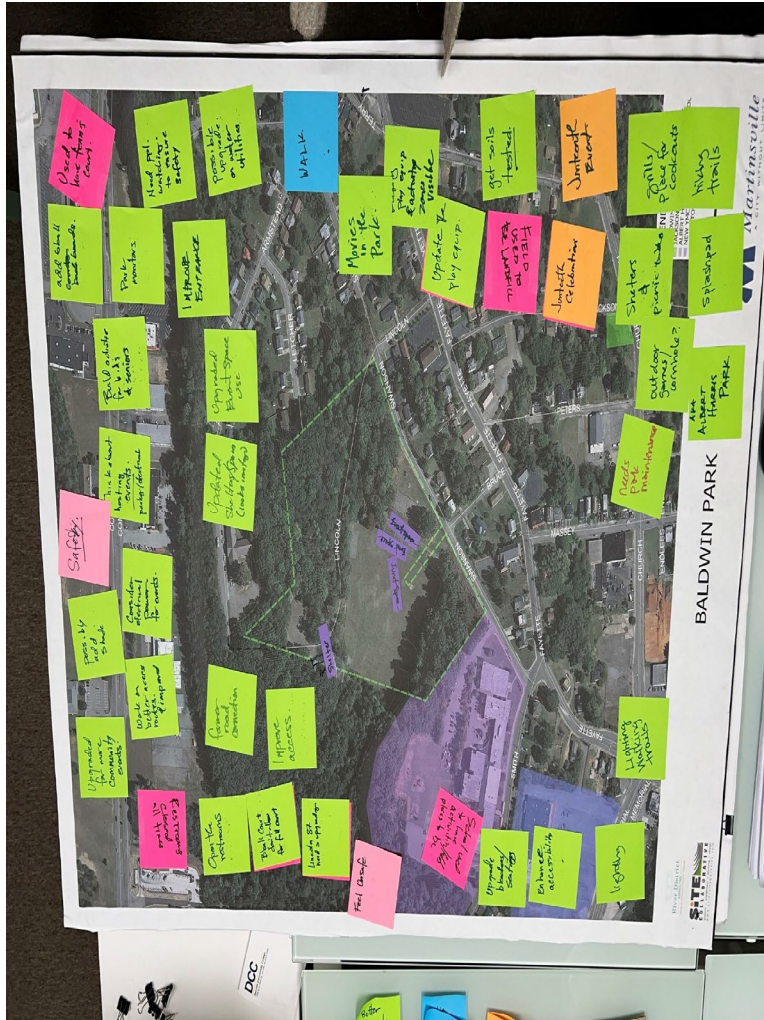
GOOD

FUNCTIONAL

POOR

SAFETY CONCERN

Rating	Condition
4	Good
3	Functional; needs upgrades
2	Poor; needs replacing
1	Safety concern; needs immediate attention



goals

## Listen

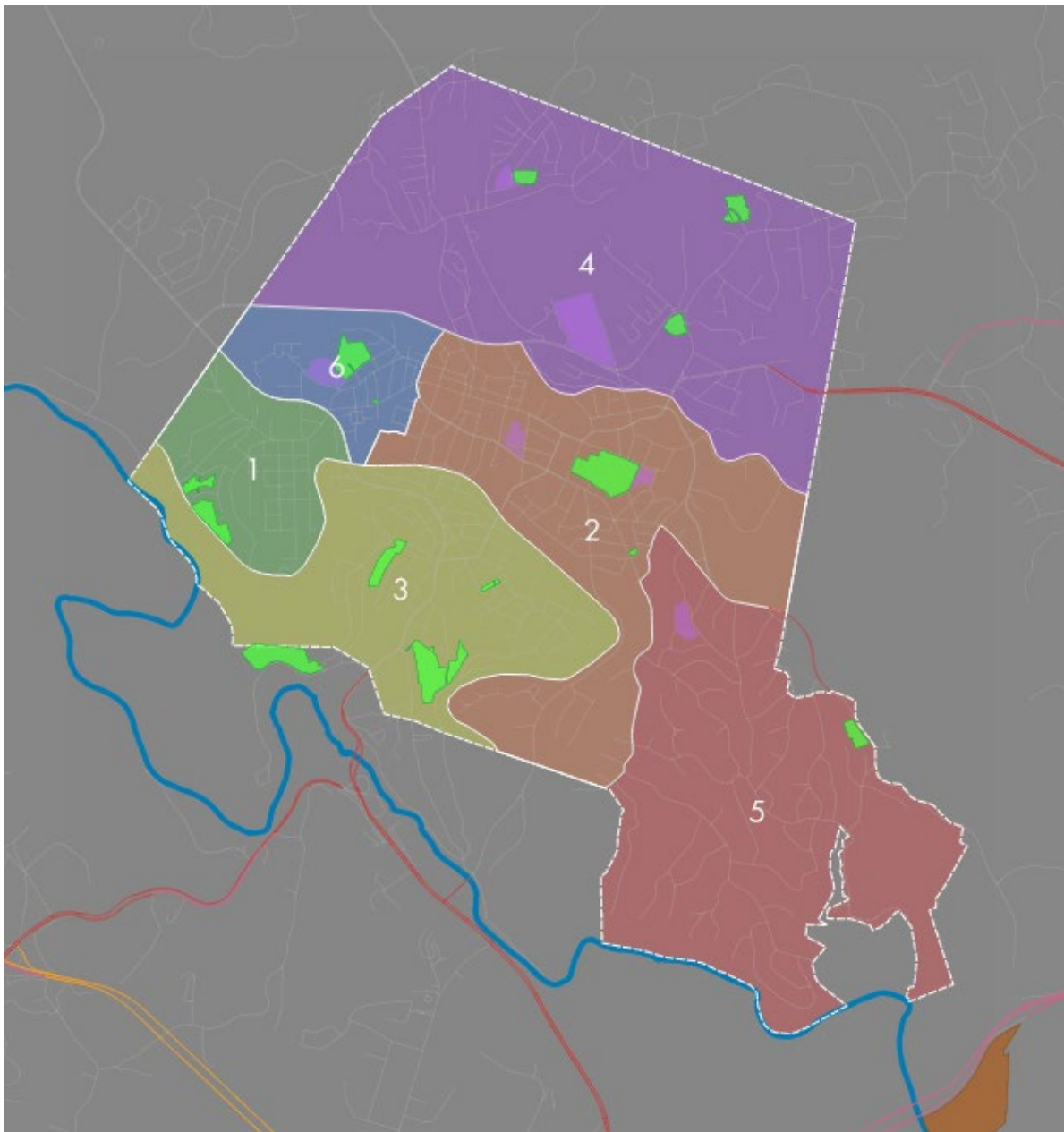
## Build Connections

## Establish Trust

## Find out the Unknown







- 13 Parks totaling 302.45 acres

Developed parks/acres in each district:

- Precinct 1: 13.72 acres
- Precinct 2: 30.6 acres
- Precinct 3: 39.7 acres
- Precinct 4: 21.32 acres
- Precinct 5: 5.2 acres
- Precinct 6: 15.73 acres

# Community Meetings

Goal: Talk to people face-to-face and encourage online survey participation (or fill out paper copies)

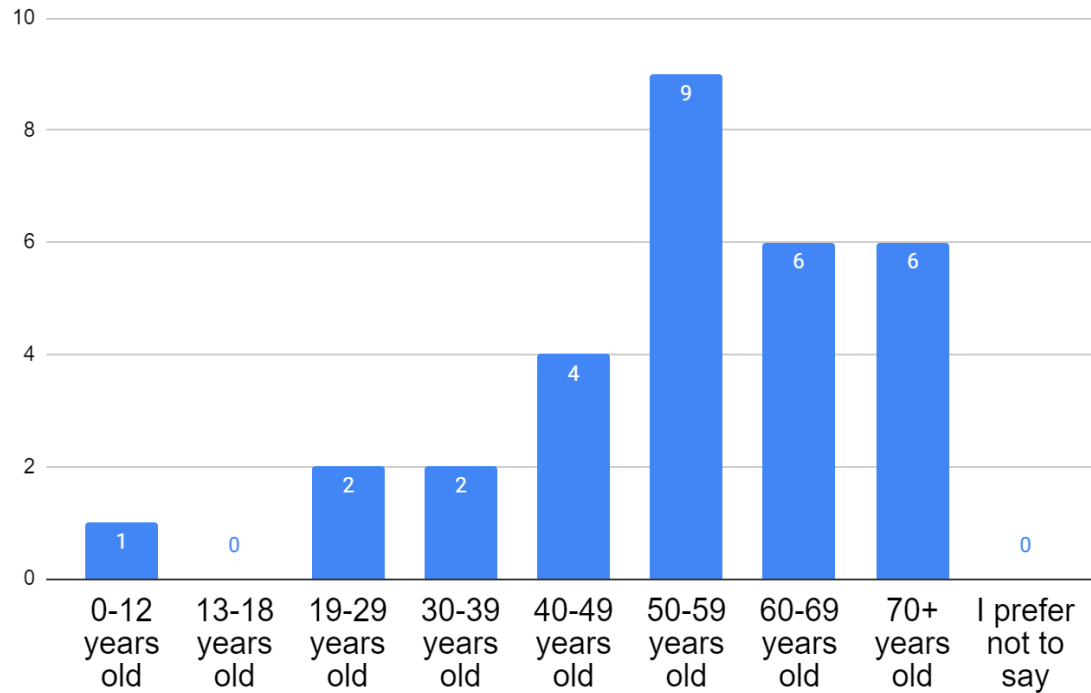
40 people attended

- Southside Park - August 24, 2023
- The Virginia Museum of Natural History (adjacent to J. Frank Wilson Memorial Park) - August 29, 2023
- Dr. Dana O. Baldwin Memorial Park - August 31, 2023
- Chatham Heights Park - September 7, 2023

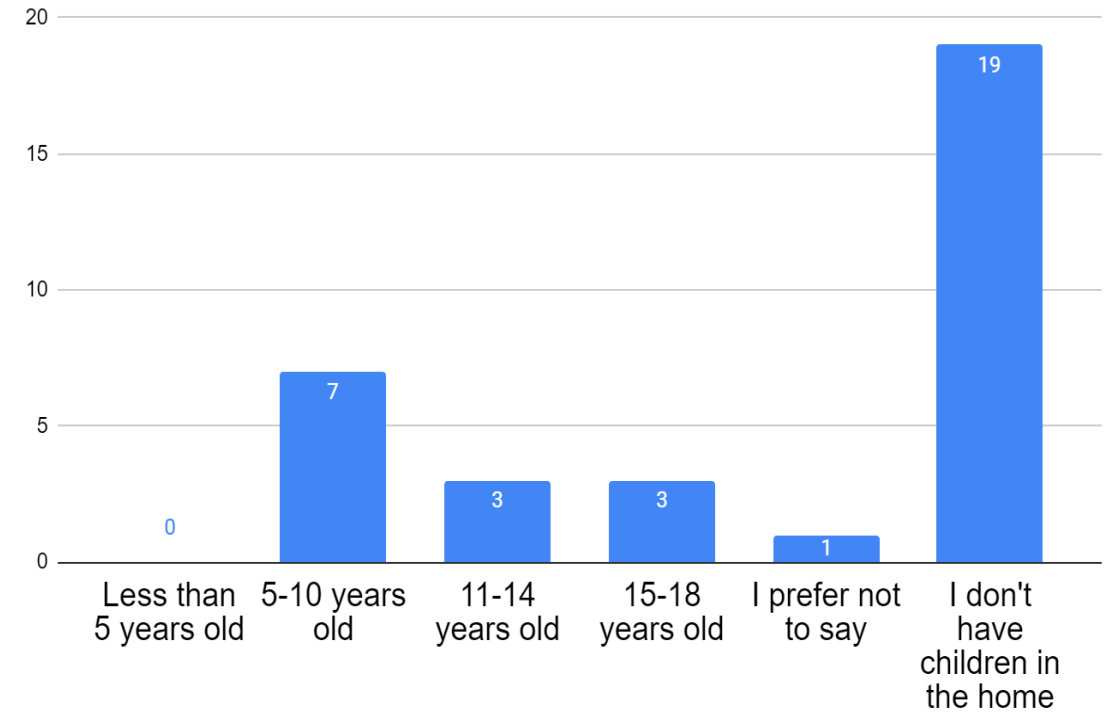




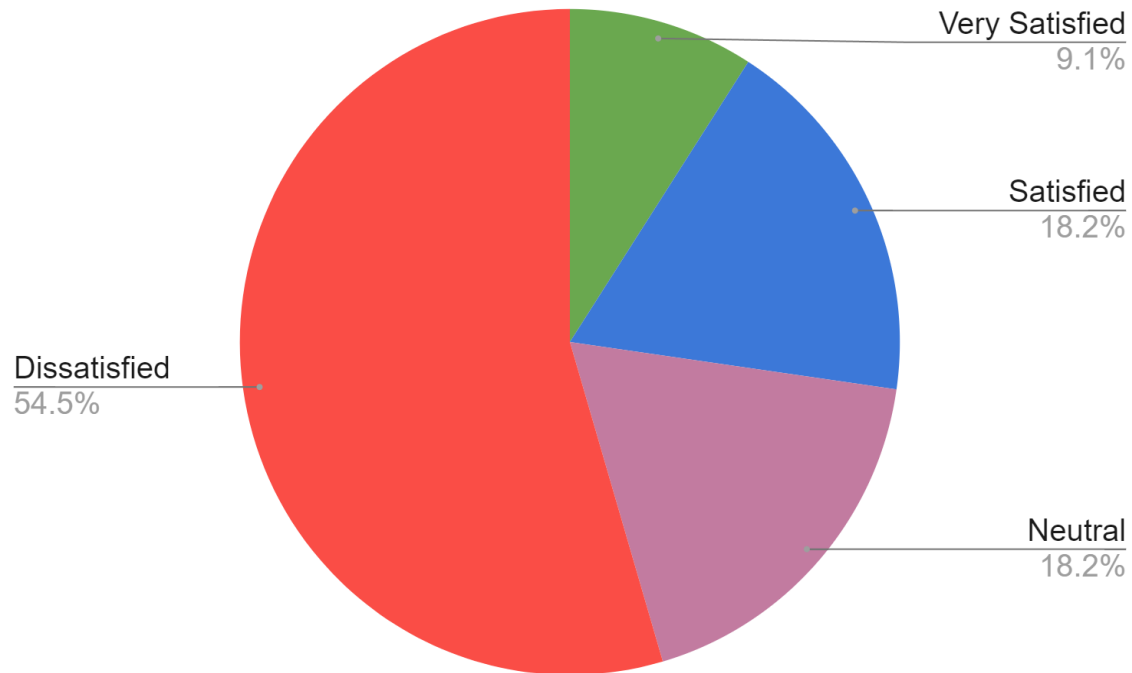
### Age of survey respondents



### Age of children in the home



How satisfied are you with the care  
& maintenance of the parks?



Which parks have you used in the  
past year?

1. Dana O. Baldwin Park
2. West End Park
3. J. Frank Wilson Park



## SATISFACTION

Residents were **generally pleased** with the number of parks available for use within Martinsville.

## MAINTENANCE

When looking at **Care & Maintenance** of Martinsville's Park System, a majority of those surveyed were **Neutral** or **Dissatisfied** with upkeep in the parks.

## PARK UPGRADES NEEDED

Respondents **appreciated the Playgrounds** in Martinsville's Parks, however many people expressed the need **for upgraded/additional playgrounds** in the parks.

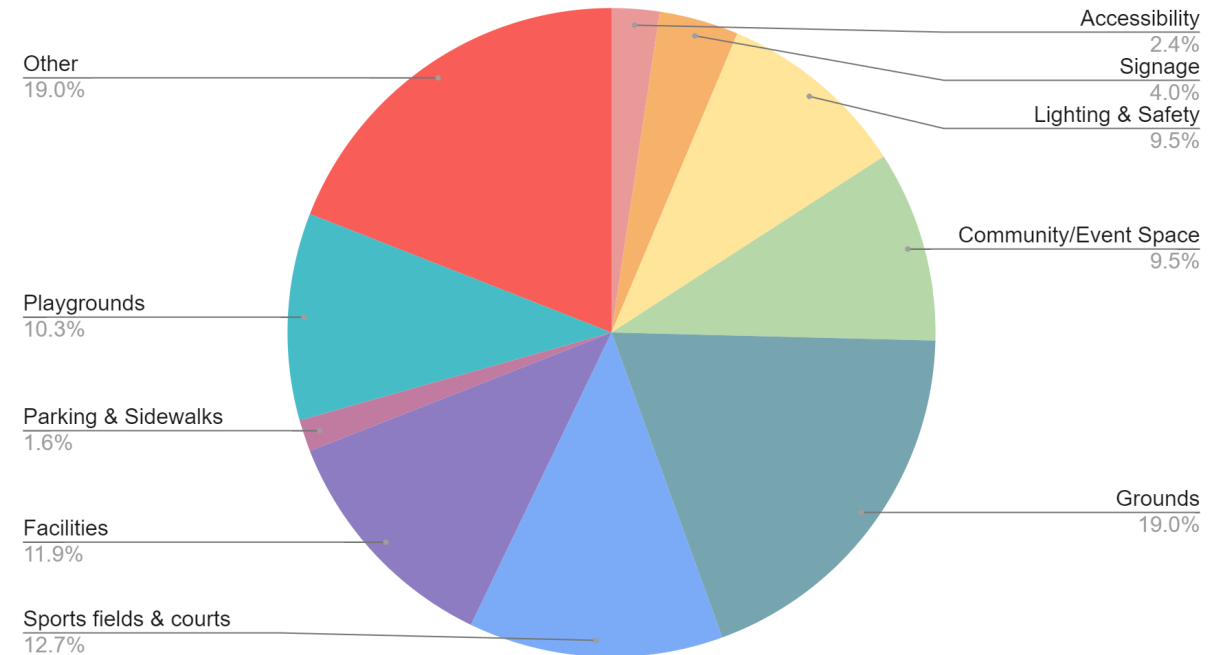
## PARK FACILITY UPGRADES NEEDED

Many of those surveyed expressed the need for **upgraded Facilities** in Martinsville's Parks. Specifically: **Bathrooms** and **Shelters**.

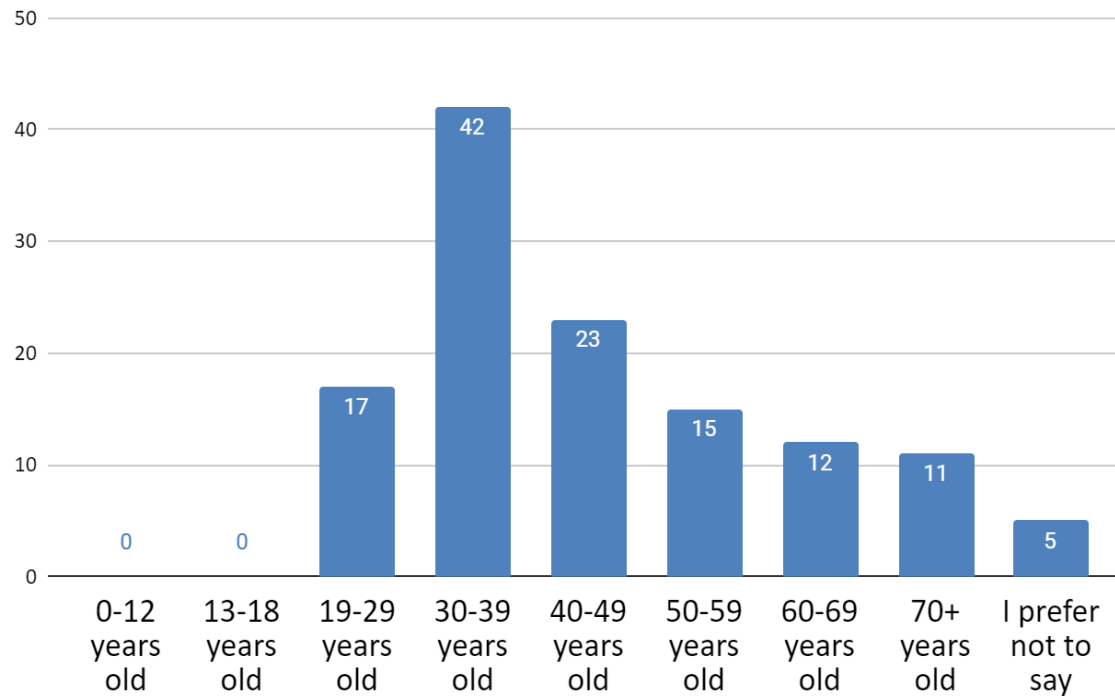
## EXPERIENCE

When asked how residents **used the parks**, the two most prominent responses were themed around **Nature** and **Sports**. However, findings suggest Playgrounds would also be a priority if the current offerings were satisfactory to residents.

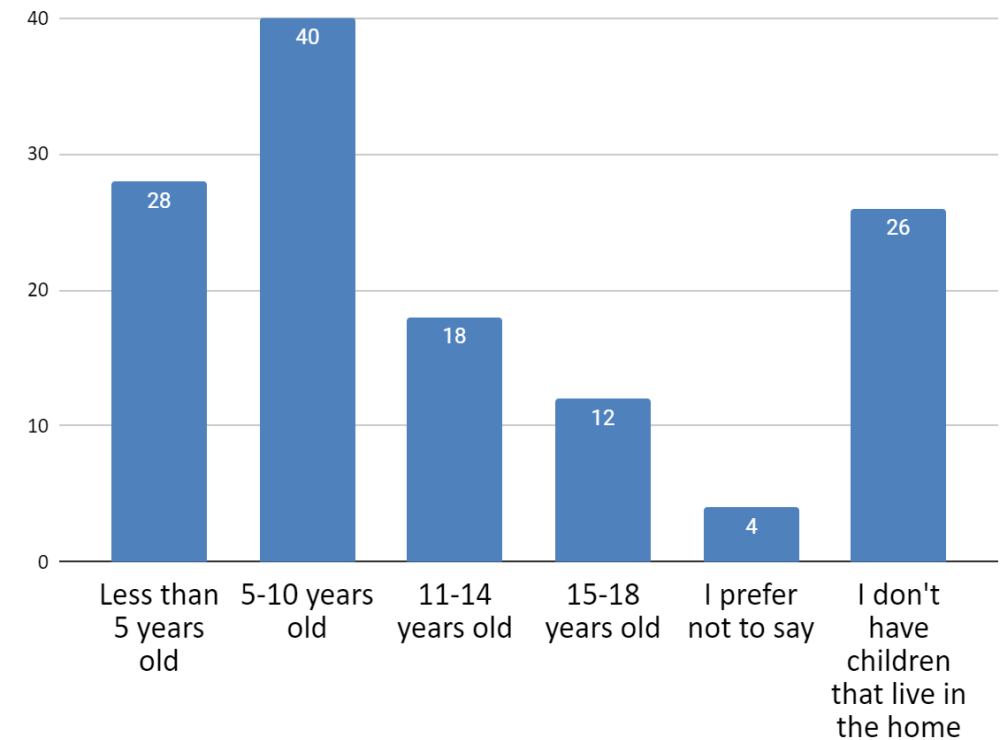
## What would make the parks better?



### Age of survey respondents

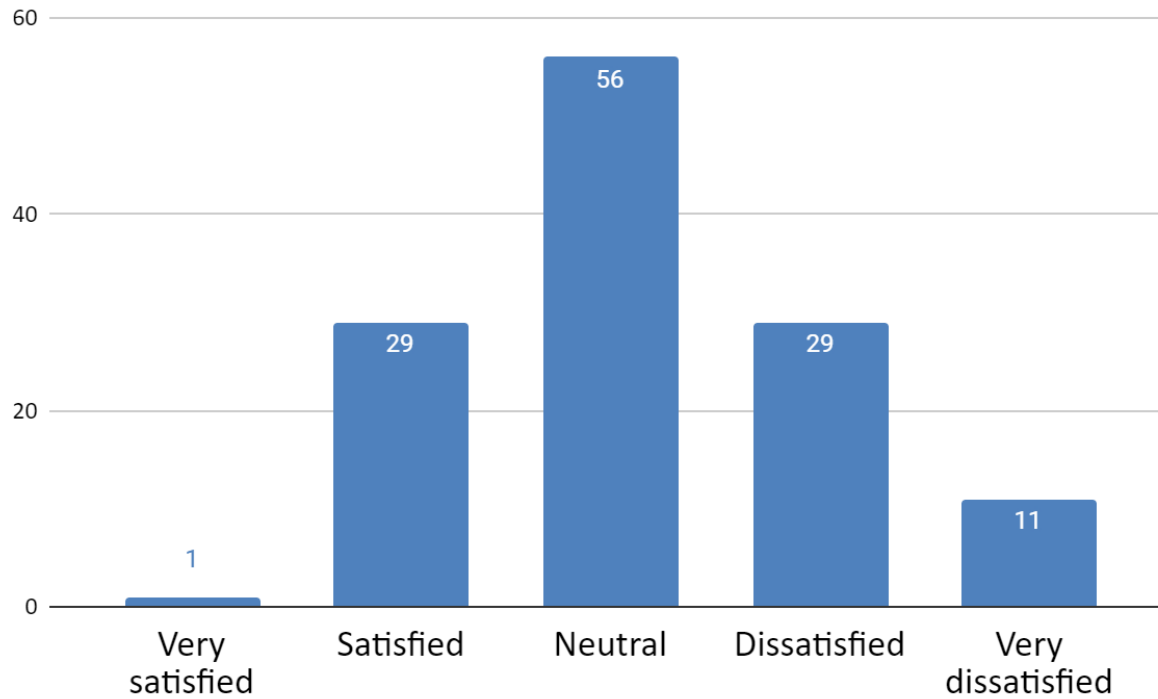


### Age of children in the home

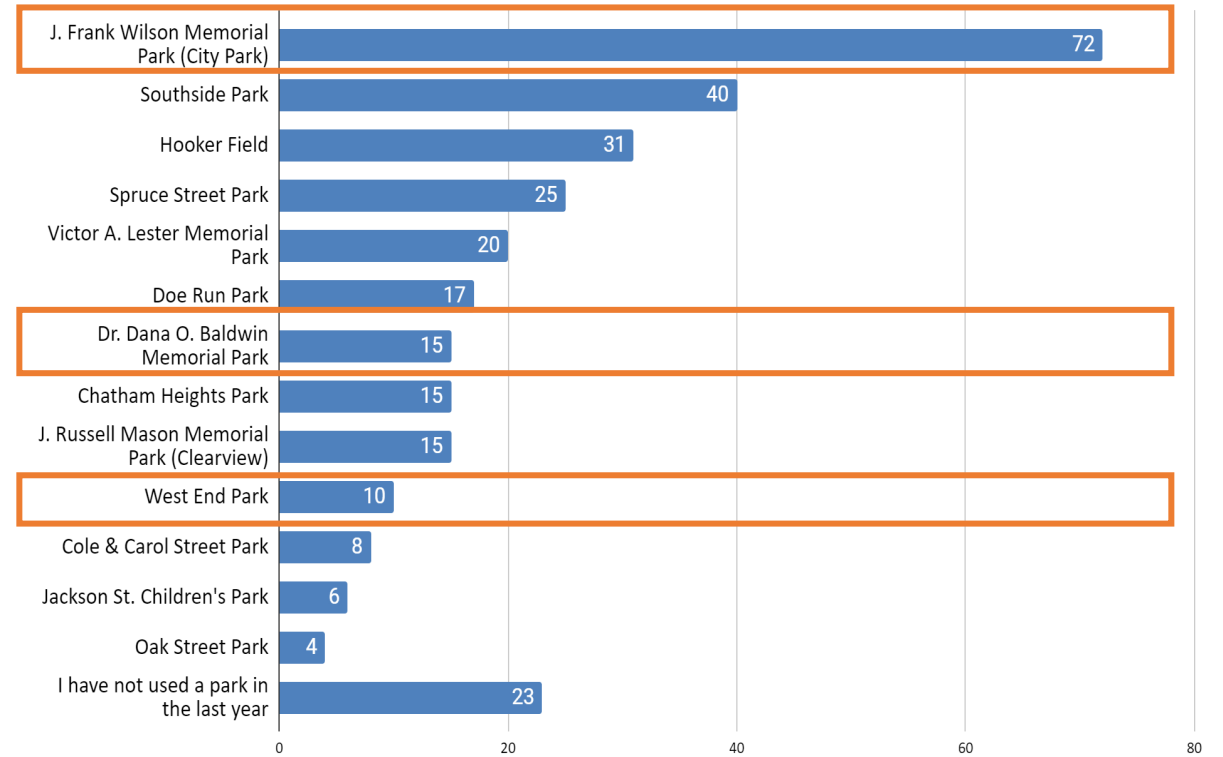




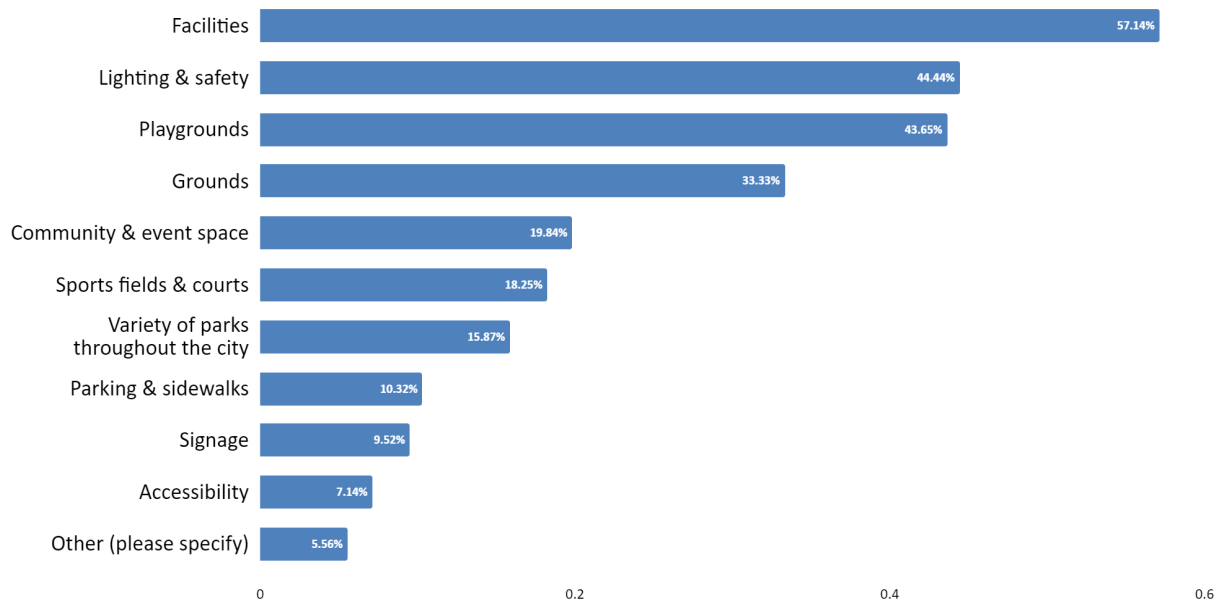
## How satisfied are you with the care & maintenance of the parks?



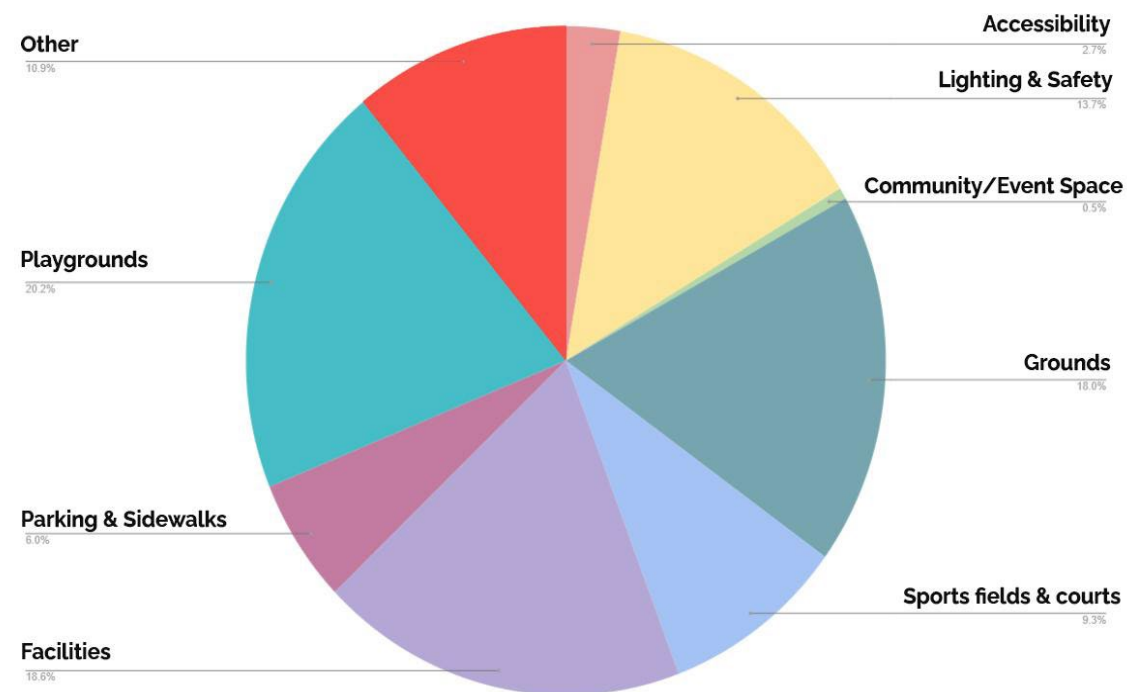
## Which parks have you used in the past year?



## Which areas need improvement?

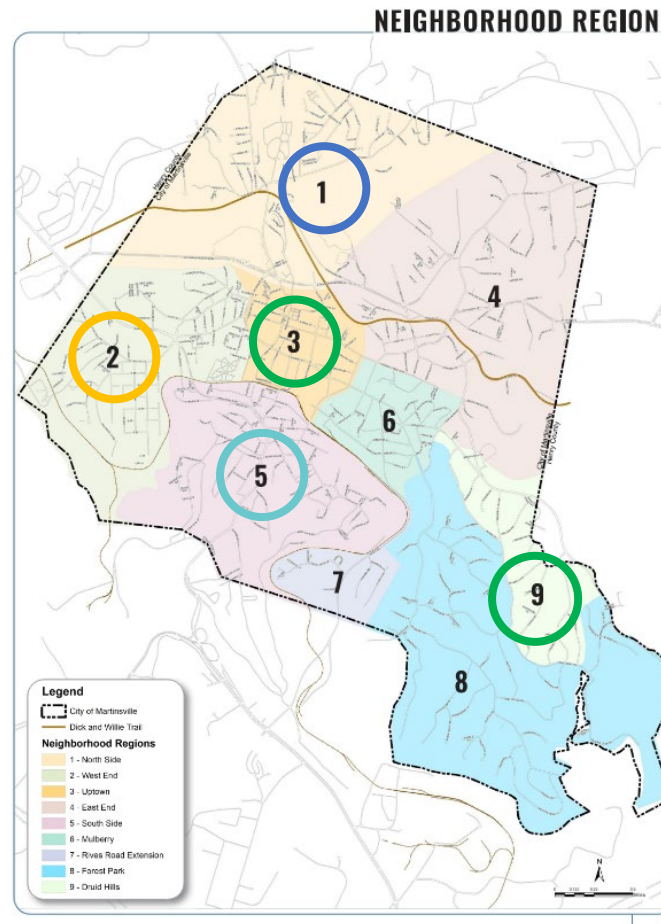
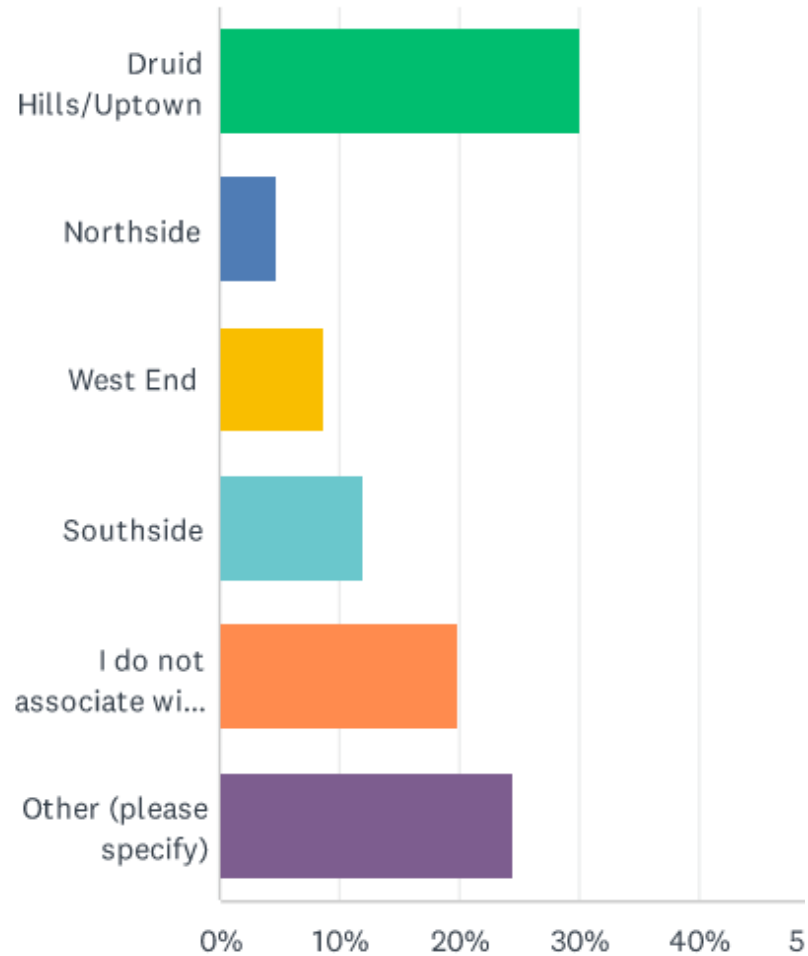


## What would make the parks better?





# Which neighborhood do you live in?

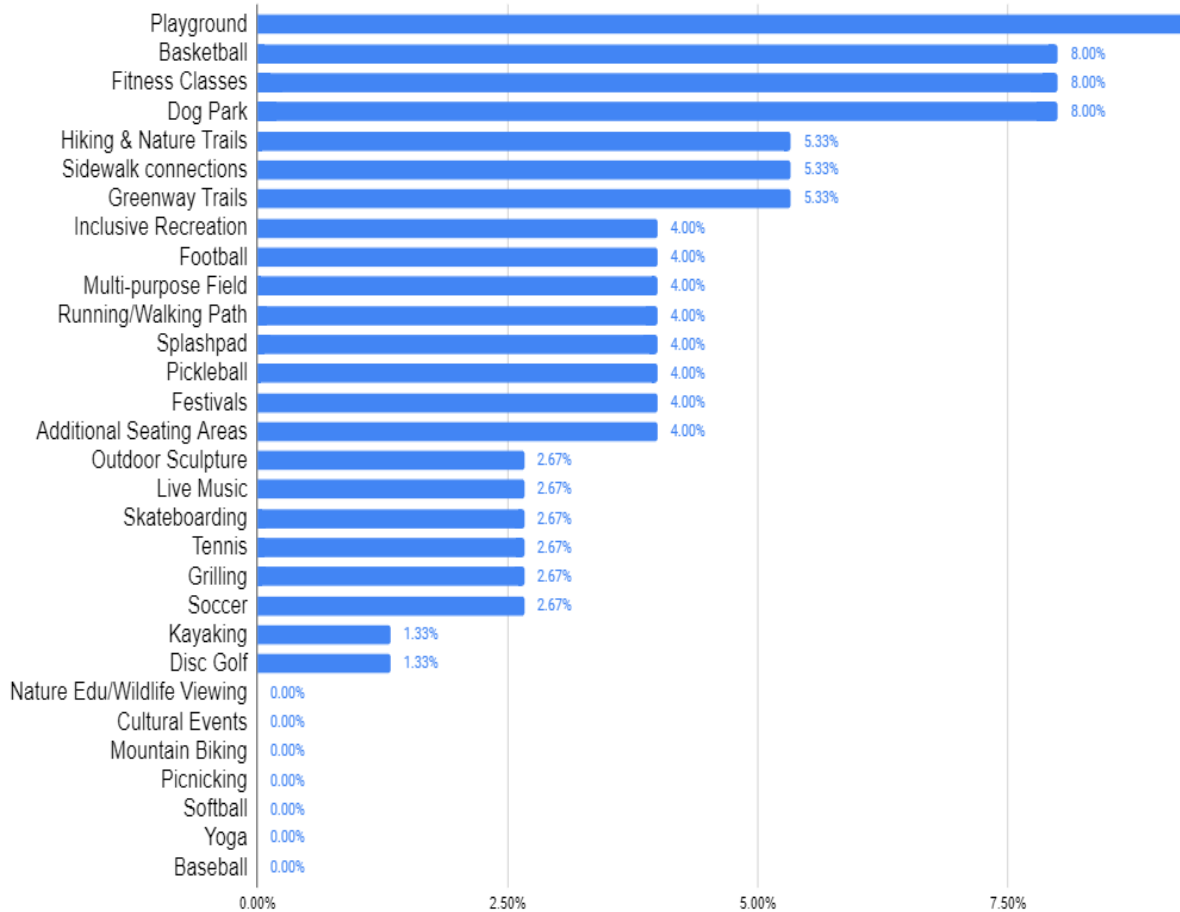


- 126 people answered the online survey (see bar chart data)
- 32 out of 40 people answered in person (30 from Martinsville). *Many of the people that participated in the in-person public meetings lived in the West End and South Side neighborhoods.*

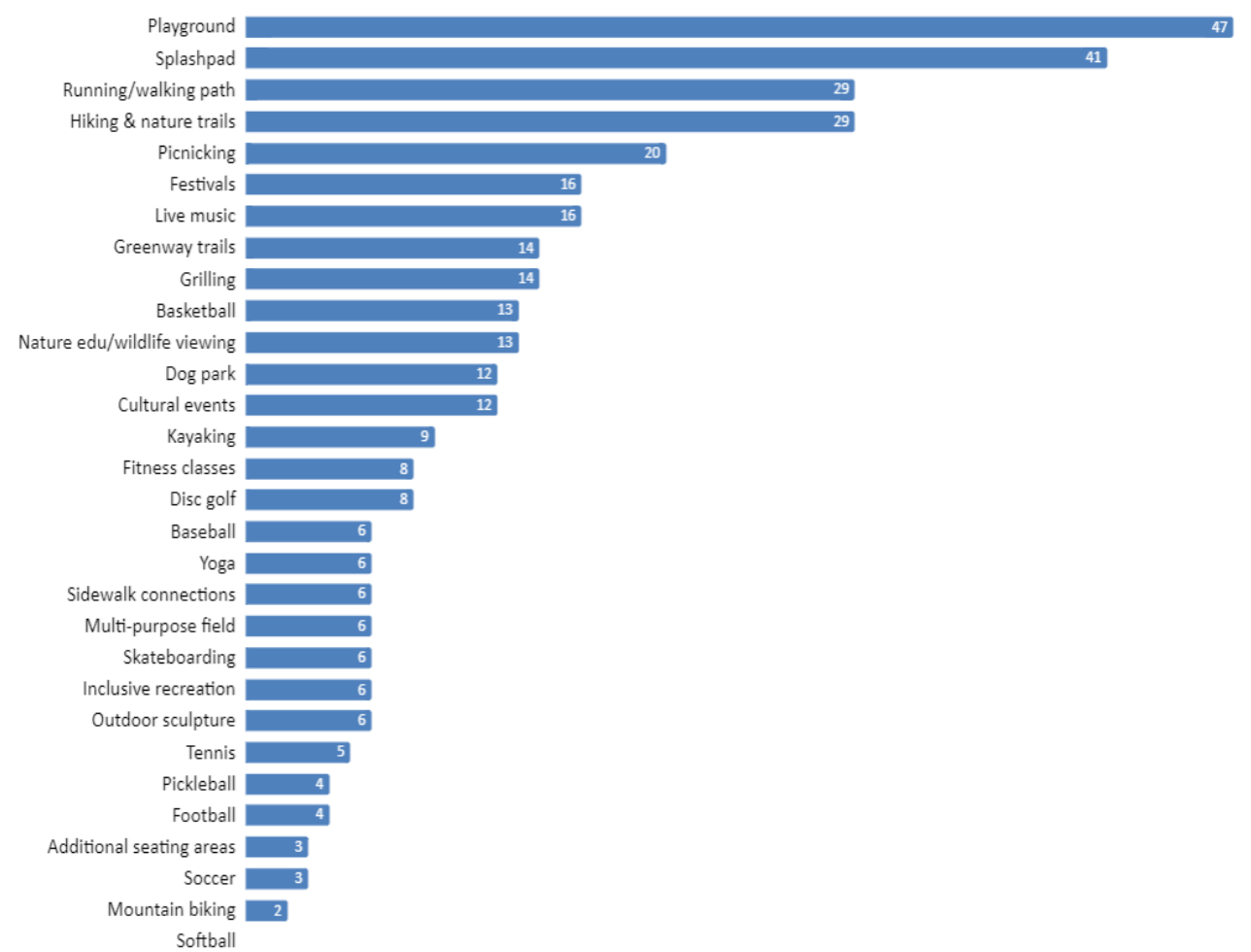
## 9 Neighborhoods:

- 1 – North Side
- 2 – West End
- 3 – Uptown
- 4 – East End
- 5 – South Side
- 6 – Mulberry
- 7 – Rives Road Extension
- 8 – Forest Park
- 9 – Druid Hills

# Which activities or improvements would you like to see in Martinsville's Parks?



In-person responses



Online responses

Potential improvements – in-person vs. online



## goals

*Lean on our Experience*

*Be Guided by our Data*

*Be Guided by our Listening*

*Be Strategic*

*Be Simple*





+



thank you!!!