



Martinsville Parks Improvement Plan

April 2024

Acknowledgments



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Summary

Introduction

The purpose of this plan is to serve as a citywide planning document that provides an implementation plan to be used as guidance for specific park improvements and renovations. The feedback and recommendations for the park improvements in this plan were identified through a sequence of tasks including park assessments and ratings, site analyses and inventory, and community feedback.

Background and Demographics

The plan provides demographic data gathered from the US Census, as well as background and demographic data collected during the online and in-person community engagement events. The data was collected to provide more information about the residents of Martinsville. The community surveys relayed their current use of the parks system as well as an understanding of the park amenities that need improvement.

Voting Districts and Neighborhoods

The 2021 Martinsville Comprehensive Plan identified nine Martinsville neighborhoods (shown on page 6) which were North Side, West End, Uptown, East End, South Side, Mulberry, Rives Road Extension, Forest Park and Druid Hills. During the community engagement period, participants were asked to identify which neighborhood they lived. Six voting districts were also identified based on the US Census data tracts. The neighborhood and voting district data was used to analyze under-served communities in Martinsville based on park amenities offered within their neighborhood and voting district.

Developed Park Acreage per Voting District

The developed acreage of parks per voting district was analyzed through mapping tools. The breakdown of developed park acres per voting district can be found on page 7. Of the total 302 acres of park land managed by the city, 126 acres have been developed. Voting District 3, which contains the West End, South Side and Rives Road Extension neighborhoods, has the most acreage of developed parks at 40 acres. Voting District 5, which contains the Forest Park and Druid Hills neighborhoods, has the least acreage of developed parks at 5 acres.

Park system inventory, scores and classifications

The park system was assessed based on the condition of amenities offered at all 13 parks. Park score sheets (in Appendix) contain all of the data and observations identified during the individual park site assessments. The parks were then classified according to the National Recreation and Park Association (NRPA) standard guidelines for park classification. The park classification data was sorted by park type, size in acres and types of amenities offered.

10 minute walk gap analysis

The parks system was assessed with NRPA’s 10 minute walk gap analysis too. The gap analysis identifies areas outside of a ½ mile radius range (which equates to a typical 10-minute walk) that provides walkability to parks within the system. The findings of this analysis (map shown on page 11) indicate that the least amount of walkable service to parks are found in the Forest Park and Druid Hills neighborhoods.

Community Feedback

In an effort to best learn about the improvements that residents of Martinsville would like to see implemented in the parks system, a comprehensive outreach strategy was created that included four (4) in-person engagement events at local parks or at facilities adjacent to local parks. An online survey was created to reach a larger subset of Martinsville residents. Anonymous information was also collected through social media posts on the City of Martinsville’s Facebook page.

In-person engagement events

Four (4) in-person engagement events at local parks and centers were conducted to learn more from residents and to encourage organic discussion. Details of how the in-person engagement events were conducted are in the Full Community Engagement Report found in the Appendix. Residents were invited to fill out a demographic survey before going to designated areas to participate in different activities. Attendees interacted with large printouts, where they rated the Martinsville’s Park System on Care & Maintenance, described the best parts of specific parks and highlighted areas for improvement, detailed their favorite activities to do in parks from a researched list of options compiled by Site Collaborative and River District Consulting Group.

Online survey

Using in-person engagement events as a template, an online survey for those unable to attend in-person events. The survey asked respondents various questions including, but not limited to current park sentiments, parks system successes, parks system challenges and opportunities and desired future park activities and equipment. This online option included the same questions as prompts in the in-person events to ensure data was captured appropriately.

Additional Community Outreach

Email newsletter campaigns were conducted by the City and partners, such as the Virginia Museum of Natural History and Martinsville YMCA, to alert residents of the in-person engagement events, as well as the availability of the online survey. A total of 8 social media posts were posted directly to The City of Martinsville’s Facebook page. Additional posts and shares were conducted by partners such as United Way of Henry County and Martinsville Uptown. Community engagement flyers with QR codes linking to the online survey and community meeting information were placed in locations around the City, including local businesses, YMCA, VMNH, and more. The community engagement flyers were also handed out at elementary middle school carpool lines in the City. Schools included Patrick Henry Elementary School, Albert Harris Elementary School, and Martinsville Middle School. Two press releases and several Facebook live posts were drafted and distributed by the City’s Public Information Officer announcing the community meetings, the online survey, and the goals of the Parks Improvement Plan project.

Proposed Park Improvements

The prioritization approach & list of proposed improvements are noted on page 50, along with proposed system wide enhancements.

SITE ANALYSIS

Martinsville was established in 1791. As the county seat of Henry County, it grew and flourished from its beginnings through the 19th century through a tobacco-based economy. In the 20th century, tobacco was replaced by the furniture industry as the main force behind the economy. The community grew until the late 1970s when the industries that built Martinsville began to be sold or consolidated with out of town interests. Through this growth, the small city grew to over 16,000 residents, yet by 2020, it had dwindled to approximately 12,000.

With a land development pattern that was created during the heyday of Martinsville’s economic growth, much of Martinsville’s Park System has been an integral part of the community fabric for many decades. The thirteen parks are etched into the minds of residents and many residents have fond memories of using the parks for various outings and activities. There are very popular parks such as Southside and J. Frank Wilson. There is a large community park, within the County, managed by the City as the lands that surround the City’s drinking water reservoir, Beaver Creek Park. There are numerous playgrounds and plentiful trees within the parks spread across the City.

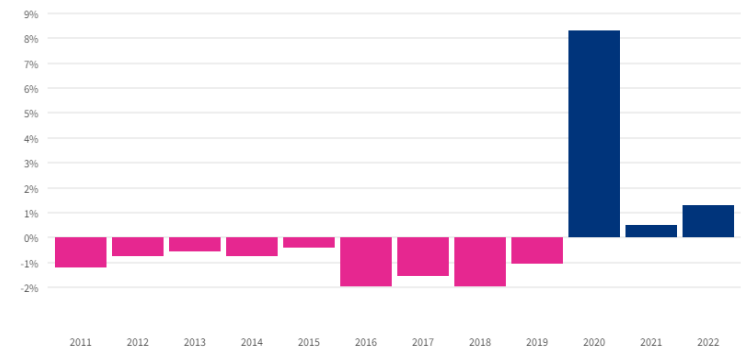
Yet, as the years have passed, the parks have become a maintenance and management challenge. The City does not currently have a Parks and Recreation Department. The City contracts with the YMCA to handle all recreation programming. The City utilizes Public Works staff to maintain the parks, mostly with seasonal hires during the warmer months. The parks do show signs of significant decline. Therefore, in the past decade, there has been a concerted effort by the City and regional partners to seek out an approach to renovating the City parks, while also hoping that any renovations would additional assist to reinvigorate the communities surrounding them.

Martinsville secured funding from the U.S. Department of Agriculture (USDA) Rural Development Office for the development of a Public Parks Improvement Plan through Community Facilities Technical Assistance and Training Grant through partnership with the West Piedmont Planning District Commission (WPPDC). In 2023, the City and WPPDC hired Site Collaborative, a landscape architecture and park planning consultancy, to complete the Public Parks Improvement Plan.

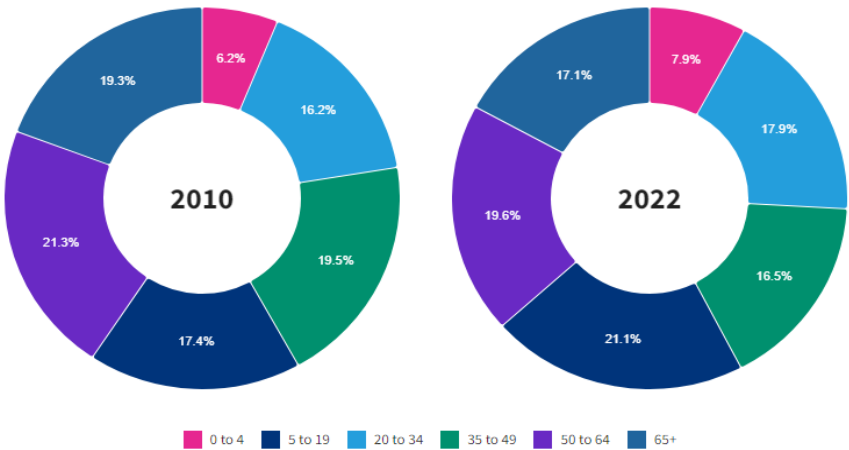
PERCENT OF CHANGE POPULATION

The population of Martinsville has decreased by .4% from 2010-2022. However, according to recent data from the US Census Bureau, Martinsville’s population increased 3 out of the 12 years between 2010-2022. The largest annual population increase was 8.3% between 2019-2020.

Annual population change in Martinsville city



Age makeup of Martinsville city



DISTRIBUTION OF AGE

The population of Martinsville residents from age 0-4 increased by 1.7% between 2010-2022. The population of residents age 65 and older decreased 2.2% between 2010-2022. This data shows that more families are moving to Martinsville, while elderly residents are moving away from Martinsville.

POPULATION TRENDS & LEVEL OF SERVICE

Park system level of service standards may be determined by analyzing population projections and characteristics of the population can help to identify facilities that may best serve a community. Among six age groups — 0 to 4, 5 to 19, 20 to 34, 35 to 49, 50 to 64, and 65 and older — the 5 to 19 group was the fastest growing between 2010 and 2022 with its population increasing 20.2%. The 35 to 49 age group declined the most dropping 16.1% between 2010 and 2022. Martinsville’s population is becoming younger, more educated and more likely to have families in the household.

Population by age in Martinsville city



Existing Demographics

Martinsville demographics were analyzed city-wide based on data from the 2020 US Census and the 2021 American Community Survey (US Census Bureau). Individual categories included in the analysis were income, education, household composition, median age. Percentages are based on population of 13,725 from 2020 US Census.

INCOME

MEDIAN HOUSEHOLD INCOME (IN 2022 PRE-INFLATION ADJUSTED DOLLARS)
*US CENSUS BUREAU DATA, 2022

\$39,127

EDUCATION

HIGH SCHOOL GRADUATE (OR EQUIVALENT)
*US CENSUS BUREAU DATA, 2022

89.6%

BACHELOR'S DEGREE OR HIGHER
*US CENSUS BUREAU DATA, 2022

35.7%

MEDIAN AGE

AVERAGE AGE
*US CENSUS BUREAU DATA, 2022

40

HOUSEHOLD COMPOSITION

POPULATION OF CHILDREN UNDER AGE 18
*AMERICAN COMMUNITY SURVEY (ACS) - US CENSUS BUREAU, 2021

25.3%

AVERAGE FAMILY SIZE
*AMERICAN COMMUNITY SURVEY (ACS) - US CENSUS BUREAU, 2021

3

MARITAL STATUS - MARRIED
*AMERICAN COMMUNITY SURVEY (ACS) - US CENSUS BUREAU, 2021

37%

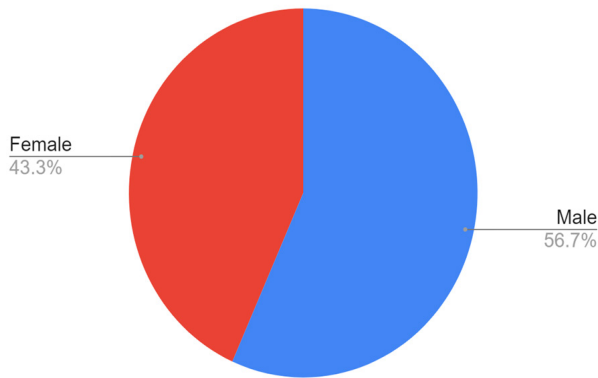
MARITAL STATUS - NEVER MARRIED
*AMERICAN COMMUNITY SURVEY (ACS) - US CENSUS BUREAU, 2021

37%

Survey Demographics

A demographic analysis of in-person and online survey respondents was also performed. Individual categories that survey respondents were asked to disclose information about were gender, age, age of children in the household, race, and time lived in Martinsville.

GENDER OF IN-PERSON SURVEY RESPONDENTS

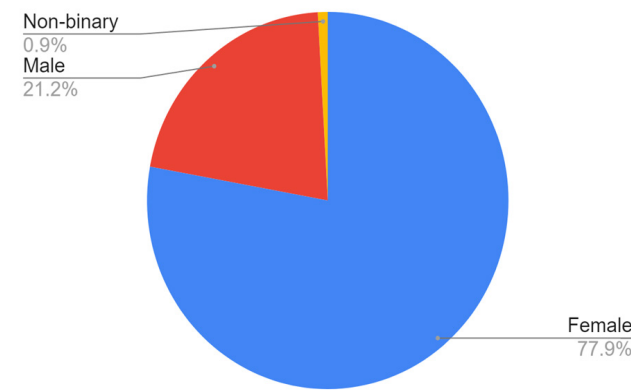


In-person attendees were given the option to provide their Gender & Race/Ethnicity in the optional demographics portion of the survey.

According to the results, 30 people in total answered the question requesting their gender. 2 survey respondents skipped the question.

13 respondents listed their gender as Female. 17 respondents listed their gender as Male.

GENDER OF ONLINE SURVEY RESPONDENTS



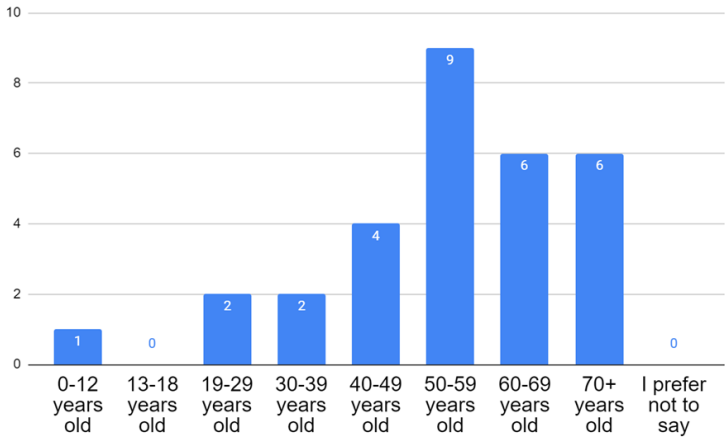
Survey respondents were given the option to provide their Gender in the optional demographics portion of the survey.

According to the results, 115 people in total answered the question requesting their gender. 11 survey respondents skipped the question.

88 respondents listed their gender as Female. 24 respondents listed their gender as Male. 1 respondent listed their gender as Non-Binary.

Survey Demographics

AGE OF IN-PERSON SURVEY RESPONDENTS

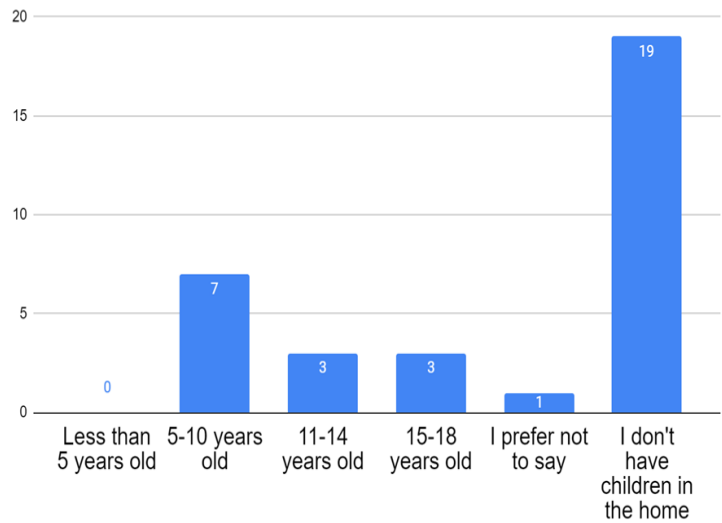


Survey respondents were asked to provide their ages in the optional demographics section. 30 people responded in total, with two people opting to skip the question.

The most common age group found in the online survey correlates to the 50-59 age bracket. 30% of respondents selected this age group as their answer.

The next most common age group(s) among survey respondents are the 60-69 age group and the 70+ age group. 20% of the respondents selected each of these age groups.

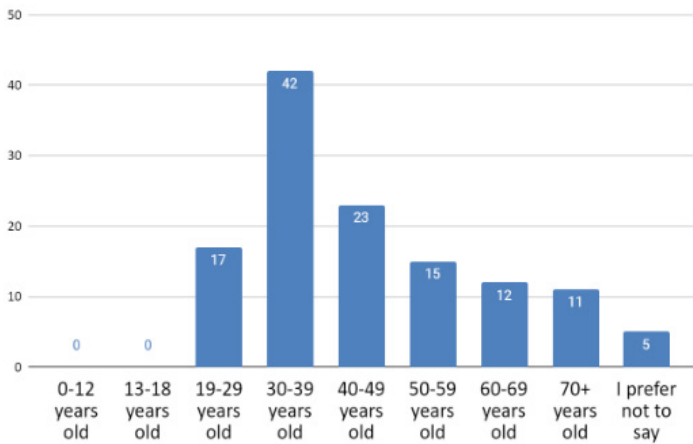
AGE OF CHILDREN IN THE HOUSEHOLD (IN-PERSON RESPONDENTS)



63% of respondents to this question listed that they have no school-aged children in the home. 33% listed that do not have school-aged children in the home. 3% preferred not to say. In total, 30 answers were collected here, with two people opting to skip the question.

Ages for said children vary, with the largest majority falling in the 5-10 year old age group. 23% of survey respondents selected this age group. The next most prominent age groups (10%) were equal between 11-14 years old and 15-18 years old. 63% of responses selected 'I do not have children that live in the home with me.'

AGE OF ONLINE SURVEY RESPONDENTS

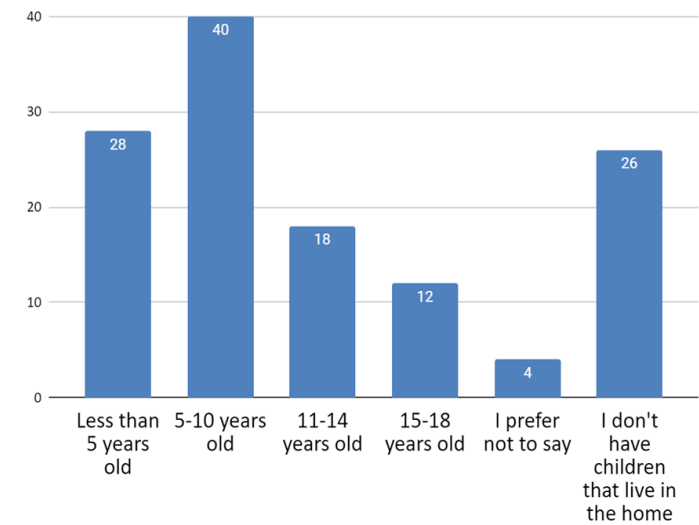


Survey respondents were asked to provide their ages in the optional demographics section. 125 people responded in total, with one survey taker skipping the questions.

The most common age group found in the online survey correlates to the 30-39 age bracket. 34% of respondents selected this age group as their answer.

The next most common age group among survey respondents is the 40-49 age group. 18% of the respondents selected this age group.

AGE OF CHILDREN IN THE HOUSEHOLD (ONLINE RESPONDENTS)

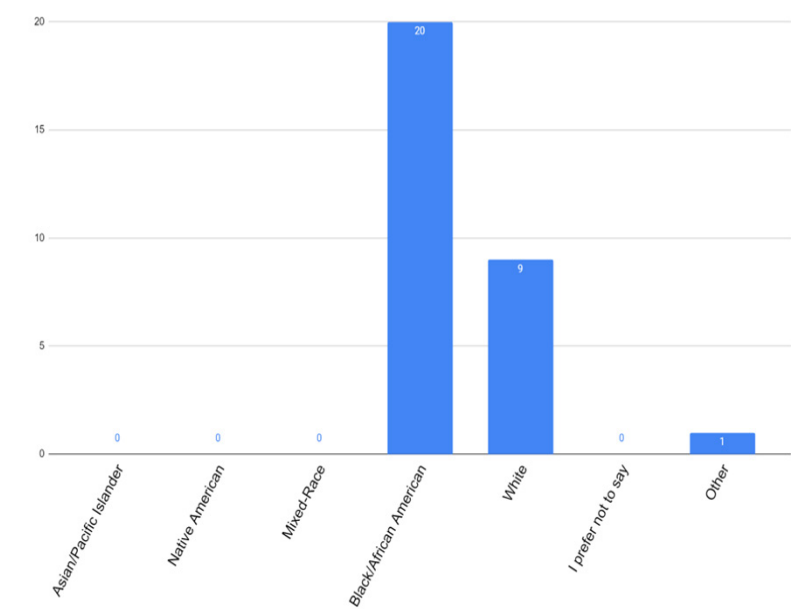


54% of respondents to this question listed that they have school-aged children in the home. 44% listed that do not have school-aged children in the home. 2% preferred not to say.

Ages for said children vary, with the largest majority falling in the 5-10 year old age group. 40% of survey respondents selected this age group. The next most prominent age group (29%) consisted of children aged less than 5 years old.

Survey Demographics

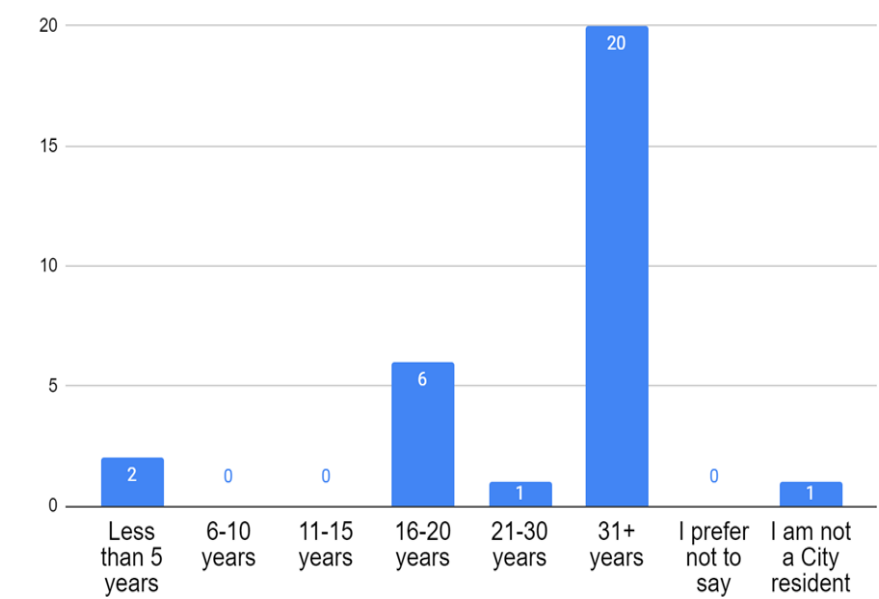
RACE OF IN-PERSON SURVEY RESPONDENTS



30 in-person survey respondents answered the Race and Ethnicity survey question with 2 people skipping the question.

20 people (67%) listed their race as Black. 9 people (30%) listed their race as white. 1 person (3%) selected Other. This response correlated to Hispanic, Latino, or Other Spanish Heritage and has been accounted for below.

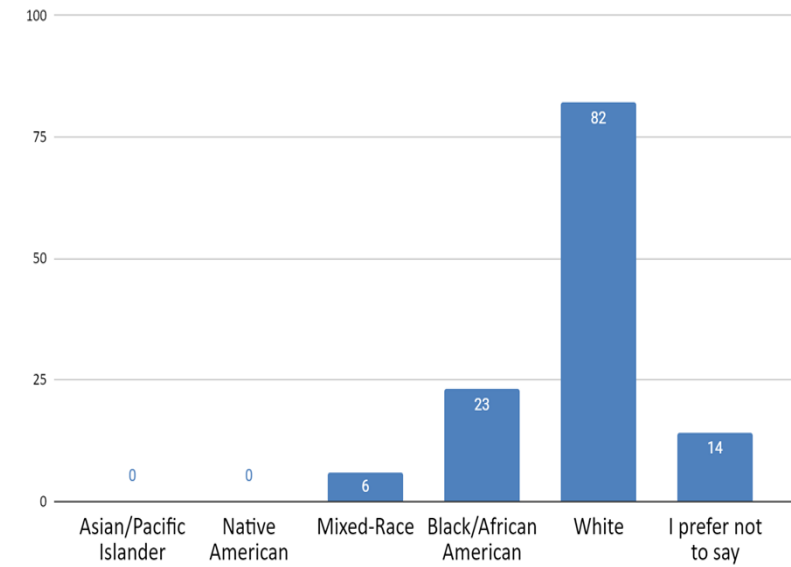
TIME LIVED IN MARTINSVILLE (IN-PERSON SURVEY RESPONDENTS)



The majority of respondents from the in-person events listed that they have lived in Martinsville for over 31 years. 67% of respondents selected this answer. The next most prominent timeframe listed was 16-20 years (20%).

In total, 30 answers were collected here, with two people opting to skip the question.

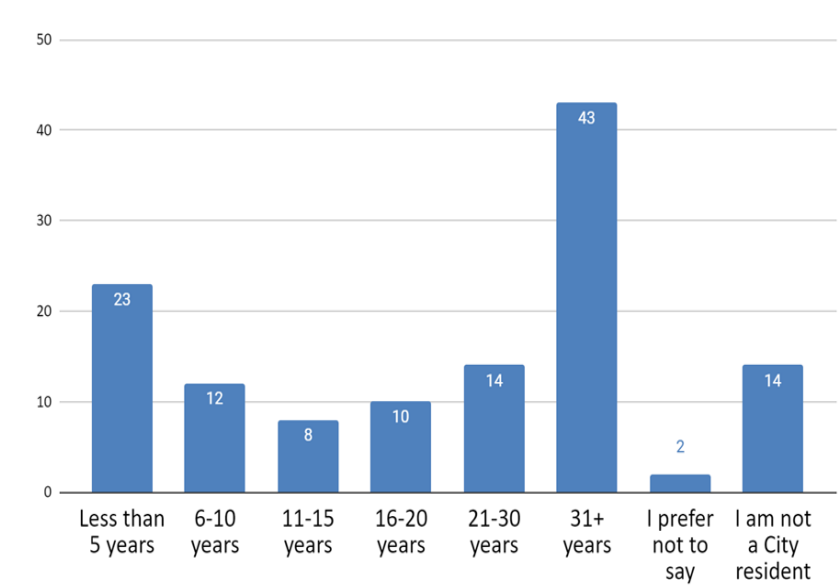
RACE OF ONLINE SURVEY RESPONDENTS



125 online survey respondents answered the Race and Ethnicity survey question with 1 person skipping the question.

82 people (67%) listed their race as white. 23 people (18%) listed their race as Black/African American. 6 people (5%) selected Mixed-Race. Another 14 people (11%) answered with "I prefer not to say."

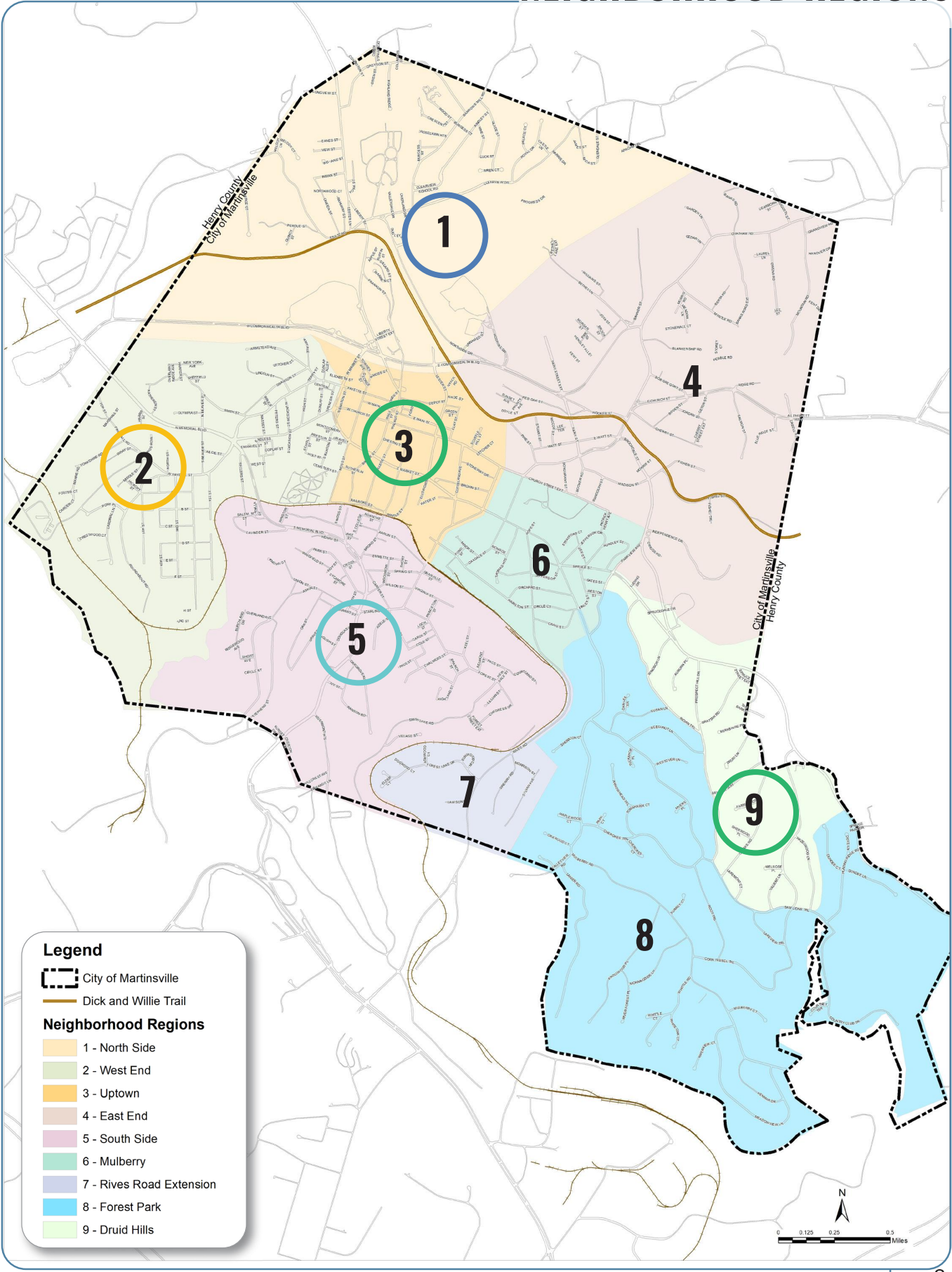
TIME LIVED IN MARTINSVILLE (ONLINE SURVEY RESPONDENTS)



The majority of online respondents listed that they have lived in Martinsville for over 31 years.

The next most prominent timeframe listed was less than 5 years.

NEIGHBORHOOD REGIONS

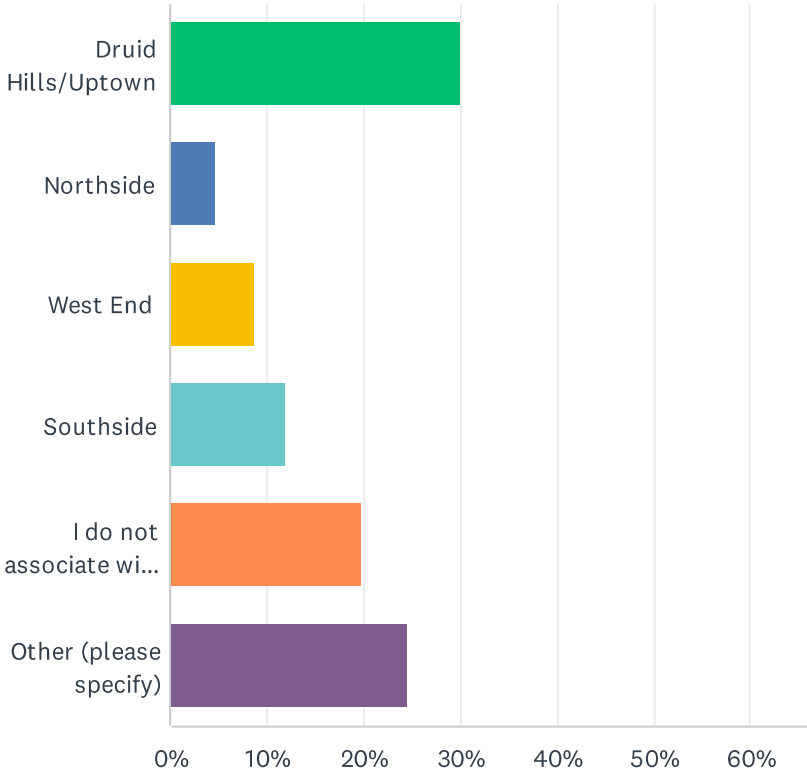


WHICH NEIGHBORHOOD DO YOU LIVE IN? (IN-PERSON SURVEY RESPONDENTS)



32 out of 40 people responded to this question during in-person public meetings. Out of 32 in-person survey respondents, the majority lived in the West End and South Side neighborhoods.

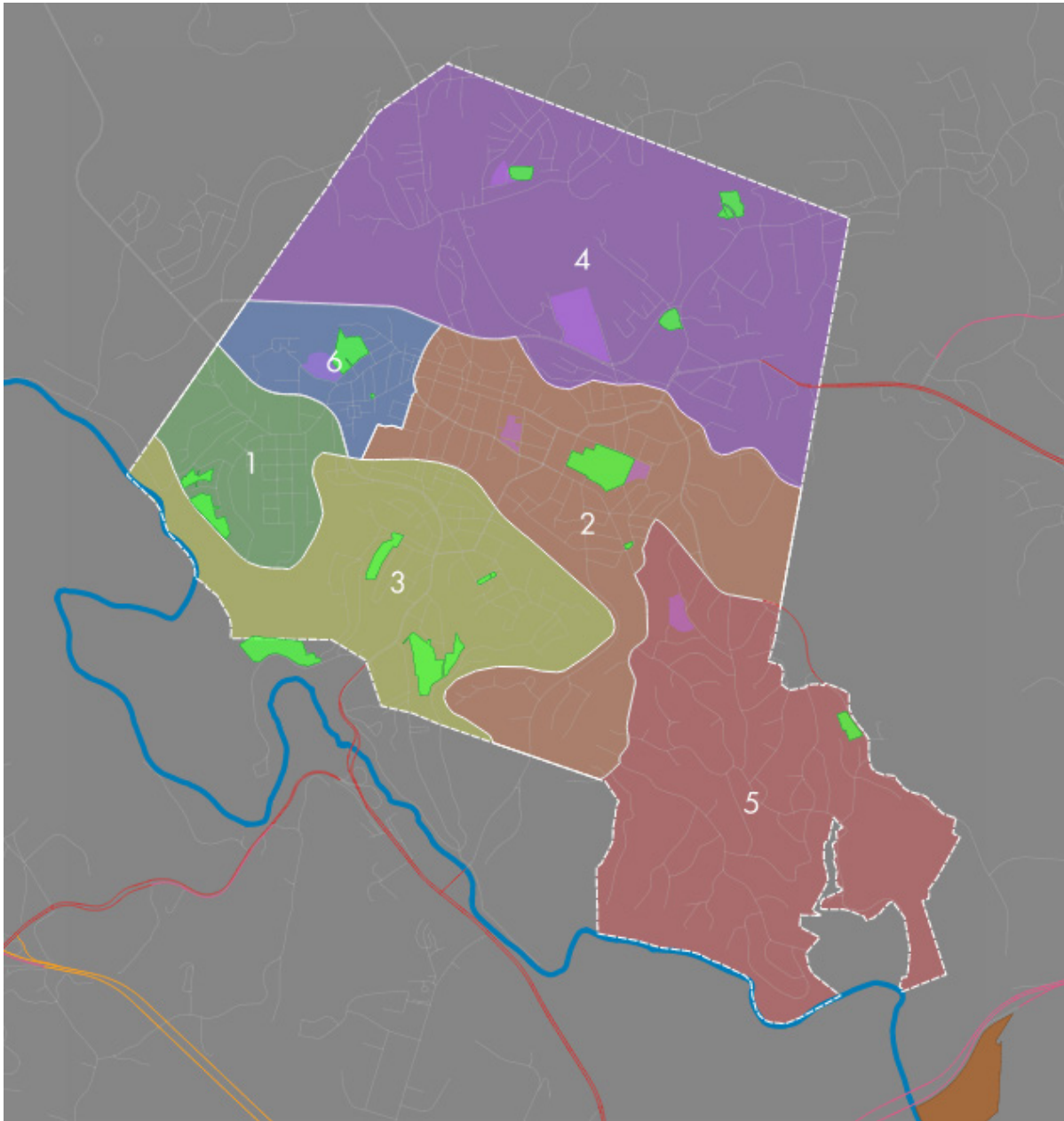
WHICH NEIGHBORHOOD DO YOU LIVE IN?(ONLINE SURVEY RESPONDENTS)



Survey respondents were asked to select the neighborhood they live in. Respondents were given four choices and the option to enter their own answers. All 126 people taking the online survey responded to this question.

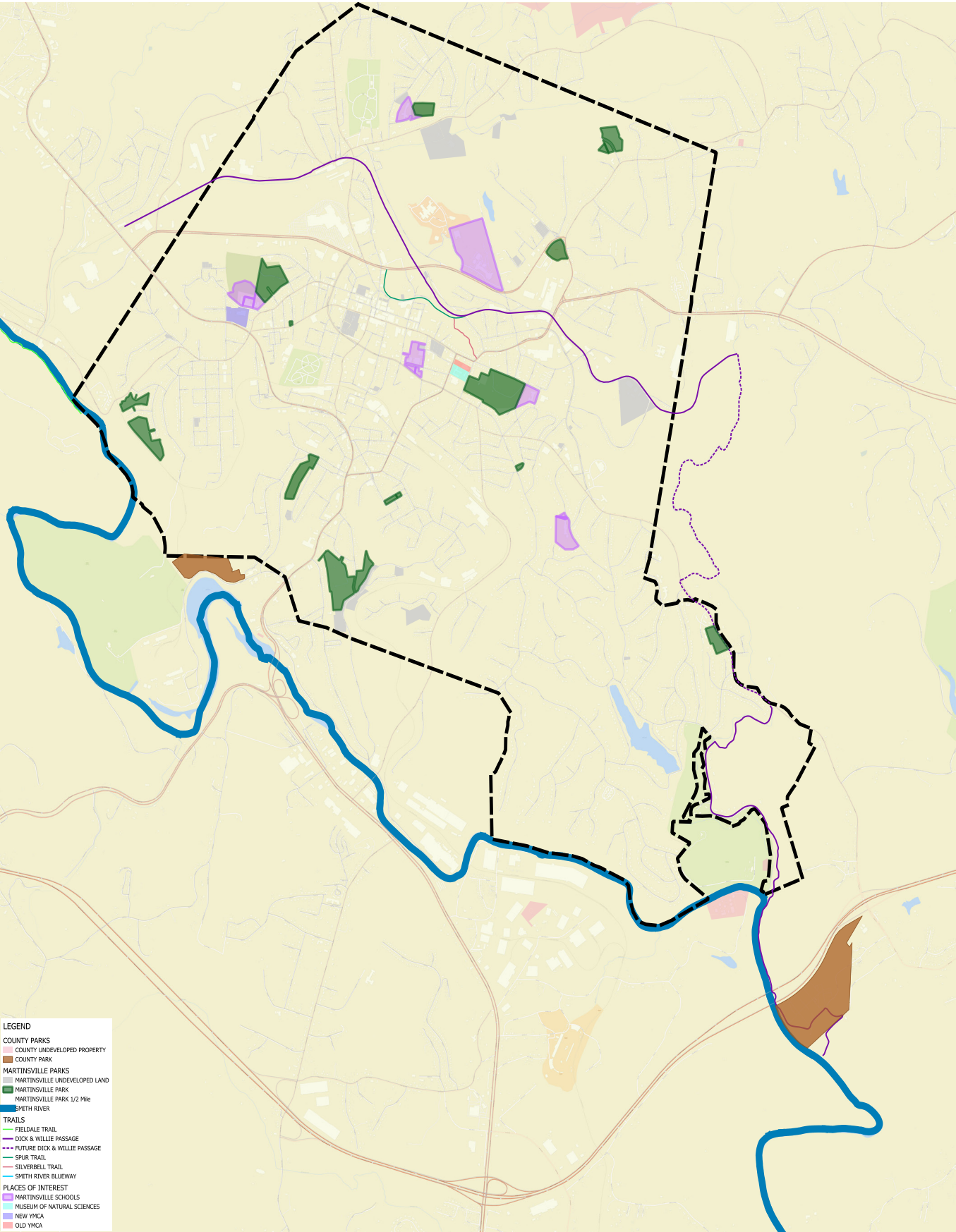
A majority of respondents (40%) selected the Druid Hills/Uptown region as their neighborhood. Southside was the second highest choice of specific neighborhoods (12%). That said, 20% of those surveyed responded that they did not associate with a specific neighborhood.

Some of the “Other” neighborhoods that people mentioned were Villa Heights, Forest Park, Mulberry and Chatham Heights.



There are 6 voting precincts in the City of Martnsville, as determined by the US Census. Parks were sorted by developed acres per precinct to identify areas that may be in need of park improvements. Staff identified that there is a total of 302 acres of park land owned by Martinsville within the city limits. 126 out of 302 acres has been developed. A breakdown of developed park acreage per voting precinct is broken down below:

- Precinct 1: 14 acres
- Precinct 2: 31 acres
- Precinct 3: 40 acres
- Precinct 4: 21 acres
- Precinct 5: 5 acres
- Precinct 6: 16 acres



MARTINSVILLE PARK SYSTEM



Park System Classification

After classifying the parks, facilities and amenities were calculated based on park inventory. The findings are below:

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

- 7 Basketball Courts
- 1 Skatepark
- 3 Tennis Courts
- 11 Playgrounds
- 10 Baseball Fields
- 3 Concession Stands
- 7 Nature Trails
- 1 Boat Launch
- 2 Walking Paths
- 3 Open Lawn Areas
- 8 Restroom Facilities
- 0 Soccer Fields
- 1 Disc Golf Course
- 0 Football Fields
- 0 Multipurpose Fields
- 0 Splashpads

NRPA STANDARD GUIDELINES

The typical park and recreation agency offers one park for every 2,287 residents served, with 10.8 acres of parkland per 1,000 residents. By NRPA’s standards, Martinsville would need a total of 6 parks and 148.23 acres of parkland. Martinsville parks system is considered adequate by NRPA’s standards, given that is has 13 parks and 302 acres of parkland.

Each park in the system was classified per NRPA Park Acreage Guidelines into Destination/Regional Park, Community Park, Neighborhood Park or Mini-Park.

Martinsville’s 13 parks total 302 acres and are shown by classification below:

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

VIRGINIA CITIES WITH A SIMILAR SIZE POPULATION

- Mount Vernon, VA: 13,299
- Falls Church, VA: 14,576
- Newington, VA: 13,560

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					
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	2	13

Park System Assessments and Scores

Each individual park in Martinsville’s system was visited and physically assessed. Amenities for each park were broken down in a score sheet by park element, quantity, quality, and notes were collecting observing miscellaneous items.

The physical assessments and scoring documentation process, along with GIS analysis and community engagement will assist the City in the prioritization of park improvements.



Good (4) - Picnic shelter at Beaver Creek Reservoir Park



Functional (3) - needs maintenance / upgrades baseball field at Spruce Street Park



Poor (2) - basketball court at West End Park



Safety Concern (1) - exposed rebar and no handrail on stairs at Chatham Heights Park

Each park in the system was scored from 1-4 . A rating of 1 notes that there are safety concerns that need immediate attention. A rating of 2 notes that amenities are in poor condition and in need of replacement. A rating of 3 notes that while amenities are functional, they may be unsightly or aging and in need of upgrades. A rating of 4 notes amenities in good condition that may have recently been renovated or replaced.

PARK RATING

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

The overall scores showed that Beaver Creek Reservoir Park and Hooker Field appear to be in the best condition. Four parks scored a rating of 3. These parks were Cole and Carol Park, J. Russell Mason Park, Southside Park and Spruce Street Field. More than half of Martinsville’s parks scored a rating of poor condition.

PERCENTAGE OF PARKS WITH A SCORE OF 2:

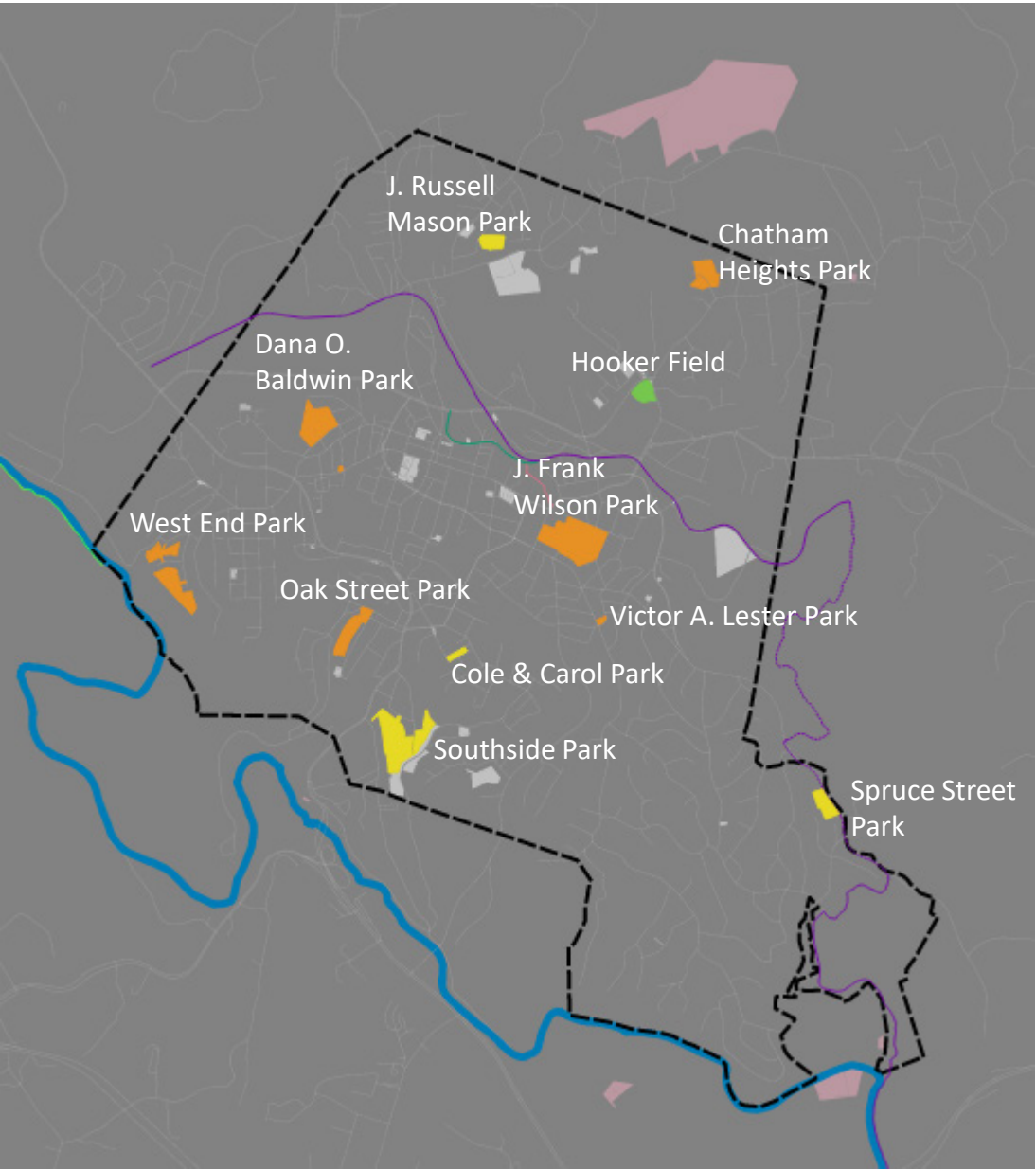
54%

EXAMPLE OF PARK ASSESSMENT AND SCORE SHEET

Victor A. Lester Memorial Park			
PARK ELEMENT	QUANTITY	QUALITY	NOTES
BUILDINGS (SHELTER)	1	1	gazebo. Holes in roof
FURNISHINGS (BENCHES)	2	2	need paint
FURNISHINGS (DRNKG FOUNTAINS)	1	2	leaking when on. Needs repair
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	8 spaces, no ADA signage, needs striping
PARKING AREAS	1	3	2 bouncers, 4 swings. Needs pressure washing
PLAYGROUNDS	1	3	
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
			Nice neighborhood park with a little streambank that could be fun for kids to play in
MISCELLANEOUS			Play equipment is agains but still fairly functional

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

Park System Assessments and Scores Map



LEGEND

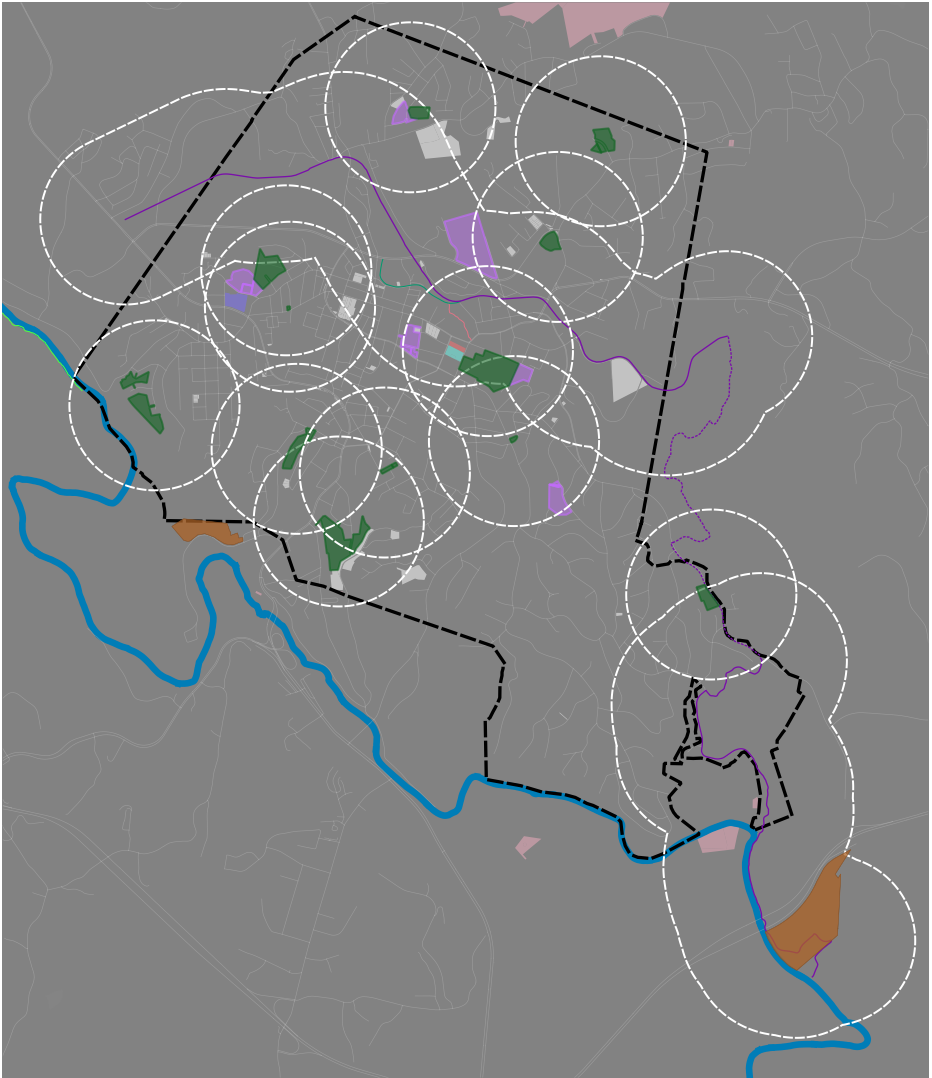
- COUNTY PARKS**
- COUNTY UNDEVELOPED PROPERTY
 - COUNTY PARK
- MARTINSVILLE PROPERTY**
- MARTINSVILLE UNDEVELOPED LAND
 - SMITH RIVER
- TRAILS**
- FIELDALE TRAIL
 - DICK & WILLIE PASSAGE
 - FUTURE DICK & WILLIE PASSAGE
 - SPUR TRAIL
 - SILVERBELL TRAIL
 - SMITH RIVER BLUEWAY
- PARK SCORE**
- GOOD
 - FUNCTIONAL
 - POOR
 - SAFETY CONCERN

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

When park ratings were placed on the map, it appeared that most of the parks in the Northside, Southside, Forest Park and Druid Hills neighborhoods received a rating of 3.

Parks the received a rating of 2 were primarily located in the center of Martinsville, in the West End, Uptown, Mulberry and East End neighborhood, with the exception of one outlier in Chatham Heights.

10 Minute Walk Map and Gap Analysis



LEGEND

- COUNTY PARKS**
- COUNTY UNDEVELOPED PROPERTY
 - COUNTY PARK
- MARTINSVILLE PARKS**
- MARTINSVILLE UNDEVELOPED LAND
 - MARTINSVILLE PARK
 - 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

Parks are shown on the 10 Minute Walk Map with a 1/2 mile radius drawn around them with a dashed white line. The 1/2 mile radius shows the area from the park that can be walked to within 10 minutes at a slow to moderate pace.

This 10 Minute Walk analysis and planning tool helps to understand whether the area being referenced is walkable and connected to adjacent neighborhoods. Walkability benefits users by creating healthier lifestyles, reducing traffic, increasing transit, serving a variety of demographics, creating social cohesion and safety by promoting pedestrian activity, increasing air quality by reducing emissions, increasing propoerty values and creating a local customer base for businesses.

COMMUNITY FEEDBACK

Community Feedback

SATISFACTION OF MAINTENANCE

According to participants from the in-person engagement events, a variety of insights were gathered to better understand dynamics surrounding the Martinsville Park system. By combining open-ended questions and close-ended questions, Site Collaborative and River District Consulting Group have compiled the data to show themes around Martinsville’s parks.

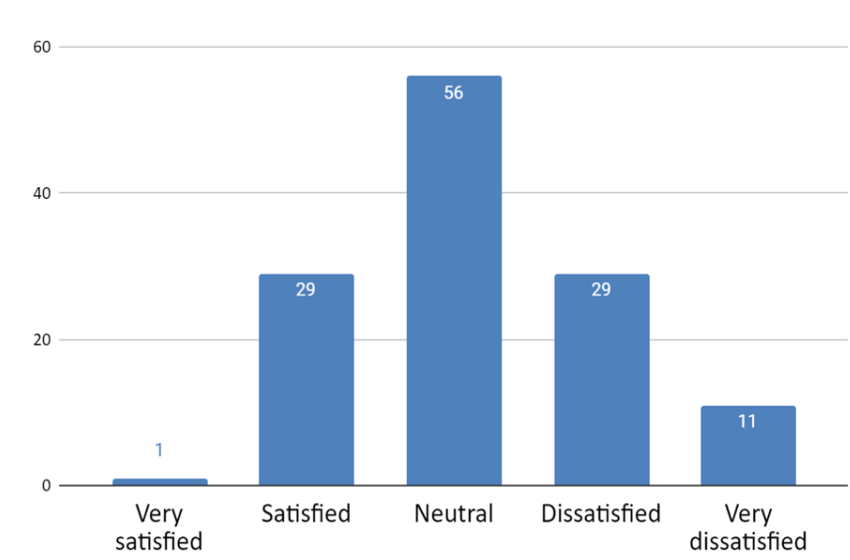
This includes current shortcomings and positive aspects, transportation to the park, insights into Care & Maintenance, as well as desires from the Martinsville Park System.

Approximately 40 people attended the in-person events. Please note that this is an approximation due to a small number of attendees who declined the demographic survey provided at the beginning of the session.

During the session, attendees were asked to rank how they felt about the care & maintenance of parks located in Martinsville. Respondents were asked to choose between very satisfied, satisfied, neutral, and dissatisfied.

A 54% majority of in-person respondents asked about the satisfaction of Care & Maintenance in Martinsville’s parks said that they were dissatisfied. 18% of respondents claimed that they were neutral or satisfied with the level of care & maintenance given to the parks. While only 9% said that they were satisfied.

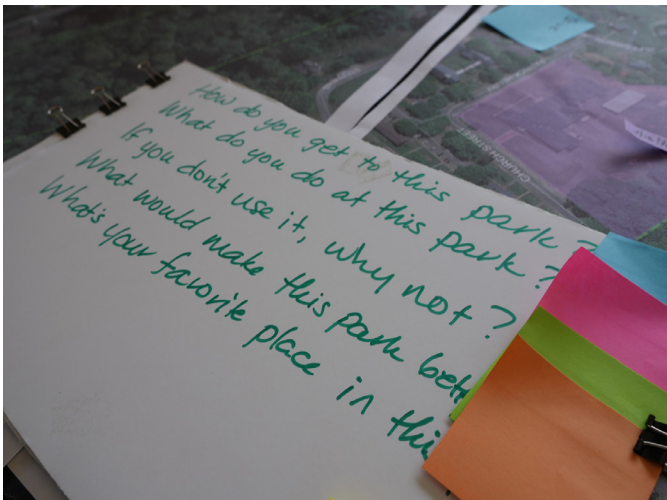
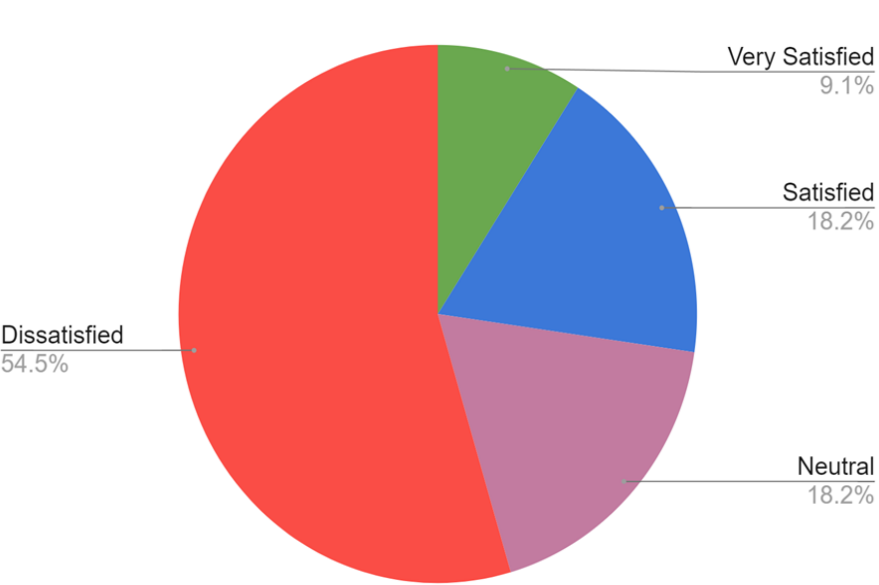
SATISFACTION OF CARE & MAINTENANCE ONLINE RESPONDENTS



When asked how survey respondents feel about satisfaction levels with the care & maintenance of Martinsville’s park facilities, answers somewhat correlate with in-person engagement efforts. All 126 respondents answered this question.

56 respondents (44%) feel neutral about the care & maintenance of Martinsville’s parks. 29 respondents (23%) are satisfied with care & maintenance and 29 respondents (23%) are dissatisfied.

SATISFACTION OF CARE & MAINTENANCE IN-PERSON RESPONDENTS



Community Feedback

PARK MOST OFTEN USED (IN-PERSON RESPONDENTS)

Survey respondents were asked to select all of the Martinsville parks they’ve used within the last year. All 32 people responded to this question.

When looking at results, J. Frank Wilson Memorial Park is the most popular answer. Other popular choices include Southside Park, West End Park, and Dana O. Baldwin Park.

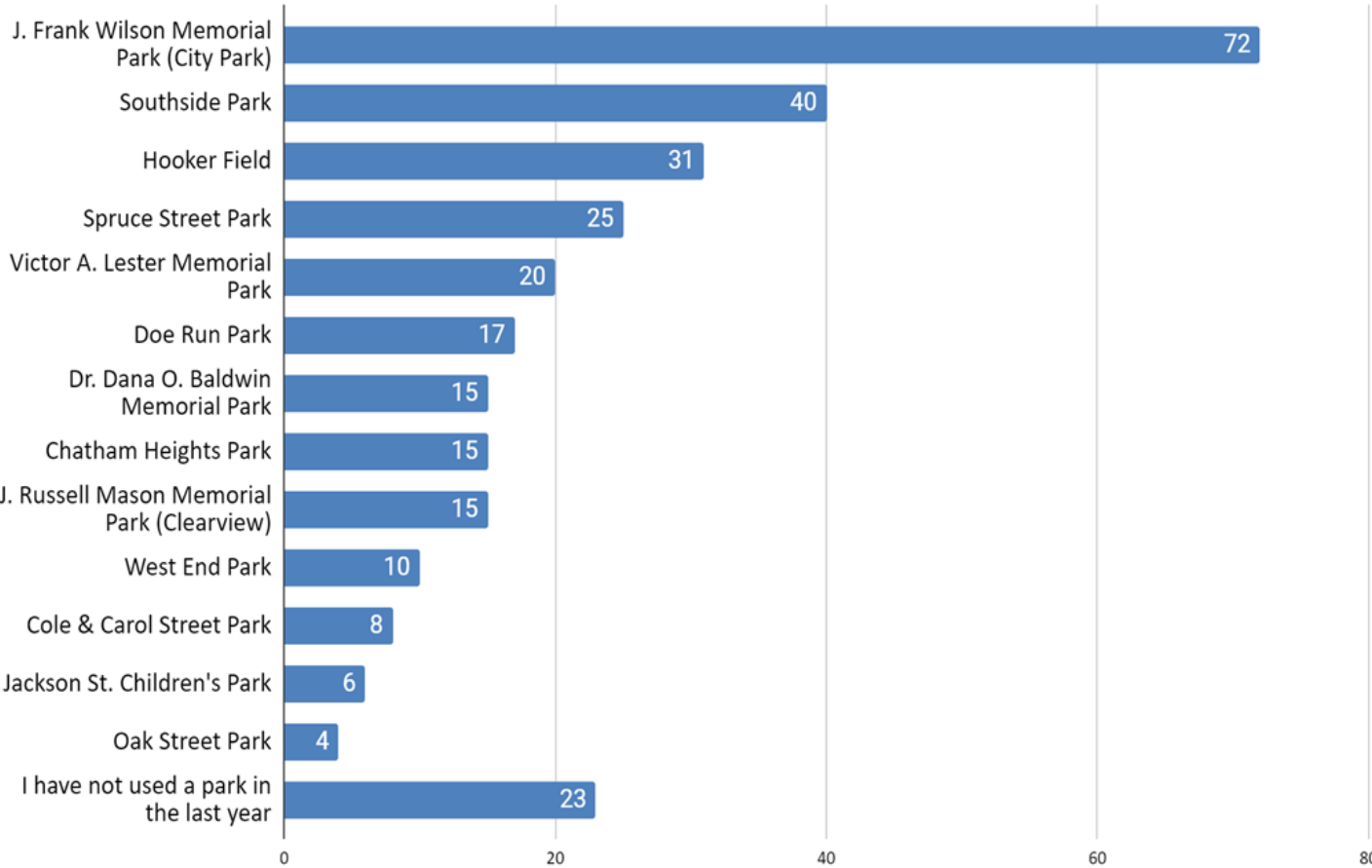


PARK MOST OFTEN USED (ONLINE RESPONDENTS)

Survey respondents were asked to select all of the Martinsville parks they’ve used within the last year. All 126 people responded to this question.

When looking at results, J. Frank Wilson Memorial Park is the most popular answer, with 57% of respondents selecting this park. Other popular choices include Southside Park (32%), Hooker Field (25%), and Spruce Street Park (20%).

18% of those surveyed selected the option ‘I have not used a park in the last year.’



Community Feedback

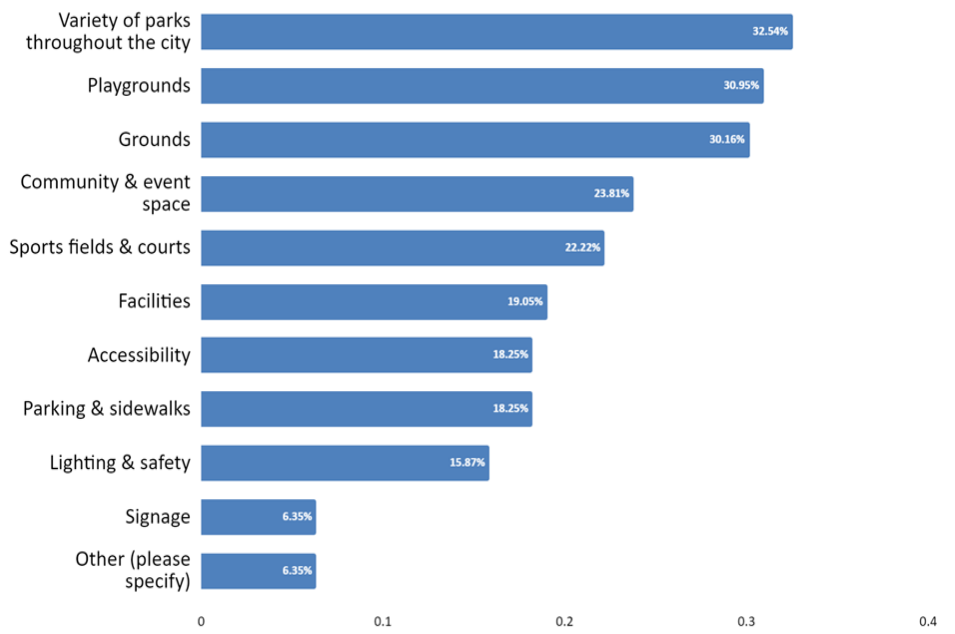
BEST PART ABOUT MARTINSVILLE PARKS (IN-PERSON RESPONDENTS)

In-person attendees were asked to provide aspects that they believe make Martinsville’s parks great. 19 responses were collected in total.

The most common theme from this question is in regards to convenience and availability. Park visitors enjoy the variety and number of parks throughout the city and appreciate that they typically have a park close to where they live.

Other themes found in the responses to this question include: availability of shelters and picnic areas, the peace & quiet found in the parks, and that park visitors can experience nature in the parks.

BEST PART ABOUT MARTINSVILLE PARKS (ONLINE RESPONDENTS)



Survey respondents were asked to select up to three categories on what are the best parts of Martinsville’s parks. All 126 online survey respondents provided answers to the question. Each respondent could choose up to three categories for their answer.

Categories include: accessibility, signage, lighting & safety, variety of parks, community & event space, grounds (care & maintenance, landscaping), sports fields & courts, facilities (shelters, bathrooms, concessions), parking & sidewalks, playgrounds, and other.

33% of respondents (41 responses) listed that the variety of parks was Martinsville’s greatest asset. 31% of respondents (39 responses) listed that the playgrounds in Martinsville’s parks were the best aspect of the park system. 30% of respondents (38 responses) listed that the grounds (care & maintenance, trails, landscaping) were the best aspect of the park system.

PUBLIC ENGAGEMENT KEY FINDINGS

When looking at the data collected holistically, major themes regarding Martinsville’s Park system presented themselves. These themes will be highlighted here, with additional context and information from each data set below.

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 restrooms 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.

WHICH AREAS OF MARTINSVILLE’S PARKS NEED WORK? (IN-PERSON RESPONDENTS)

Attendees were asked to provide areas that need work in the Martinsville parks. 32 responses were collected in total.

The most common theme from this question is in regard to updating and improving the local parks. This includes updating playground equipment, improving Care & Maintenance, improving/adding additional picnic shelters, and improving basketball courts.

Other themes found in the responses to this question include: Improved Lighting & Safety, improving/adding trails in the parks, and improving accessibility to on-site bathrooms.



WHICH AREAS OF MARTINSVILLE’S PARKS NEED WORK? (ONLINE RESPONDENTS)

Online survey respondents were asked to select up to three categories on what are the best parts of Martinsville’s parks. All 126 survey respondents provided answers to the question. Each respondent could choose up to three categories for their answer.

Categories include: accessibility, signage, lighting & safety, variety of parks, community & event space, grounds (care & maintenance, landscaping), sports fields & courts, facilities (shelters, bathrooms, concessions), parking & sidewalks, playgrounds, and other.

57% of respondents (72 responses) listed that facilities needed the most work. 44% of respondents (56 responses) listed that lighting & safety needed the most work. 44% of respondents (55 responses) listed that playgrounds need the most work and attention.

Community Feedback

WHAT WOULD MAKE THE PARKS BETTER? (IN-PERSON RESPONDENTS)

During the in-person engagement events, 24 responses (out of 126 total answers to the question) noted that an increased focus on improving the Grounds (which includes care & maintenance, trails, and landscaping) would benefit the local parks.

Another 16 responses stressed the importance of improving Martinsville Park’s sports fields and courts. Attendees noted issues with basketball court and hoop upkeep, as well as a lack of specific fields (including baseball, football, and softball).

14 responses also highlighted the need for upgraded facilities (which includes shelters, bathrooms, and concessions). One prevalent theme from these responses regards updated and accessible bathrooms across Martinsville’s Parks.

The next largest theme displayed was the desire for increased focus on event and community spaces located within Martinsville Parks. 13 responses presented the need for more community spaces, upgraded event spaces, and electricity needs to host events. 13 responses expressed the desire for improved playgrounds.

The common theme for this response revolved around the need for upgraded playground equipment. Additional themes presented during this question include the need for increased/improved signage, stronger safety measures (lighting, park monitors, etc.), and improved accessibility options for navigating the parks.

When looking at the ‘Other’ category, answers varied, with notable themes including better road access to parks and more recreational programs. When discussing individual parks, three Martinsville Parks received the majority of comments: Dr. Dana O. Baldwin Memorial Park, West End Park, and J. Frank Wilson Memorial Park.

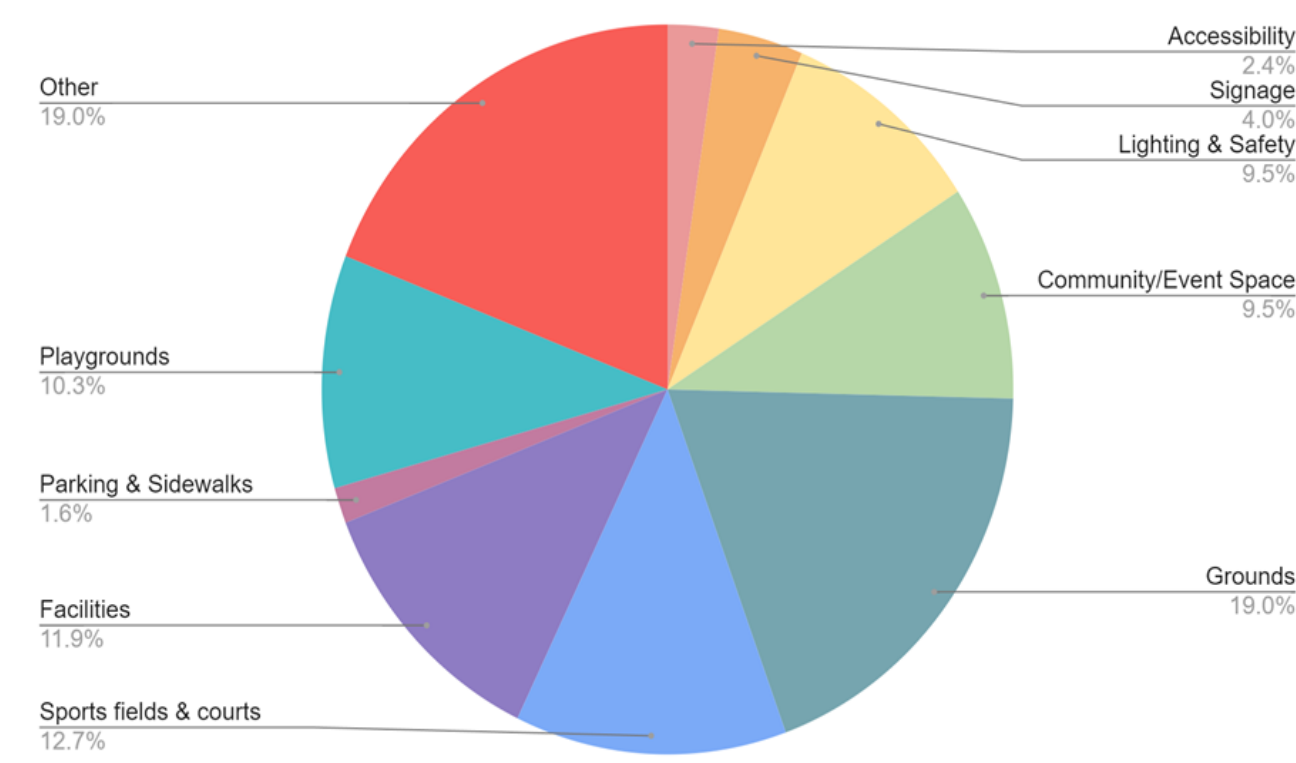
Visitors to Baldwin Park noted the following major themes on how to make the park better: update equipment, improve lighting and safety, better basketball courts (regulation size and goals), access to bathrooms, electricity for event spaces, and update shelters and event spaces.

Visitors to West End Park noted the following major themes on how to make the park better: Improve basketball courts, improve lighting and safety, update equipment and shelter spaces, available rental spaces, park maintenance, improve entrances, and improve bathrooms.

Visitors to J. Frank Wilson Memorial Park noted the following major themes on how to make the park better: update playground equipment, improve basketball courts/goals, garden areas, safety and lighting, park maintenance, trail repair, access to bathrooms, and the addition of more events in the park.

Visitors to other parks in the Martinsville system noted the following major themes on how to make the parks better: improve maintenance, improve lighting and safety, access to bathrooms, informative signage, and better sports fields and basketball courts.

WHAT WOULD MAKE THE PARKS BETTER? (IN-PERSON RESPONDENTS)



WHAT WOULD MAKE THE PARKS BETTER? (ONLINE RESPONDENTS)

Online survey respondents were asked to list details on what they believe would make the parks better. Respondents were allowed to answer freely with comment boxes. For the survey results, answers have been broken down into categories, including: accessibility, signage, lighting & safety, variety of parks, community & event space, grounds (care & maintenance, landscaping), sports fields & courts, facilities (shelters, bathrooms, concessions), parking & sidewalks, playgrounds, and other.

In total, 97 responses were collected for this question. From there, answers were broken down into individual requests. Individual requests were then categorized using the categories listed above. This total comes to 183 specific requests to improve the parks in Martinsville.

20% of answers (37 individual responses) in this section correlated to the need for improvements to the playgrounds in Martinsville’s parks. This included adding new equipment, updating older equipment, and adding equipment in areas that do not currently have equipment.

19% of answers (34 individual responses) in this section correlated to the need for improvements to the facilities (shelters, bathrooms, concessions) in Martinsville’s parks. A majority of these responses expressed the need for updated bathrooms and allowing park visitors access to the bathrooms. Other responses filed under this category include updating picnic shelters, adding additional grills, adding/fixing water fountains, and adding additional trash cans.

Community Feedback

WHAT WOULD MAKE THE PARKS BETTER? (ONLINE RESPONDENTS)

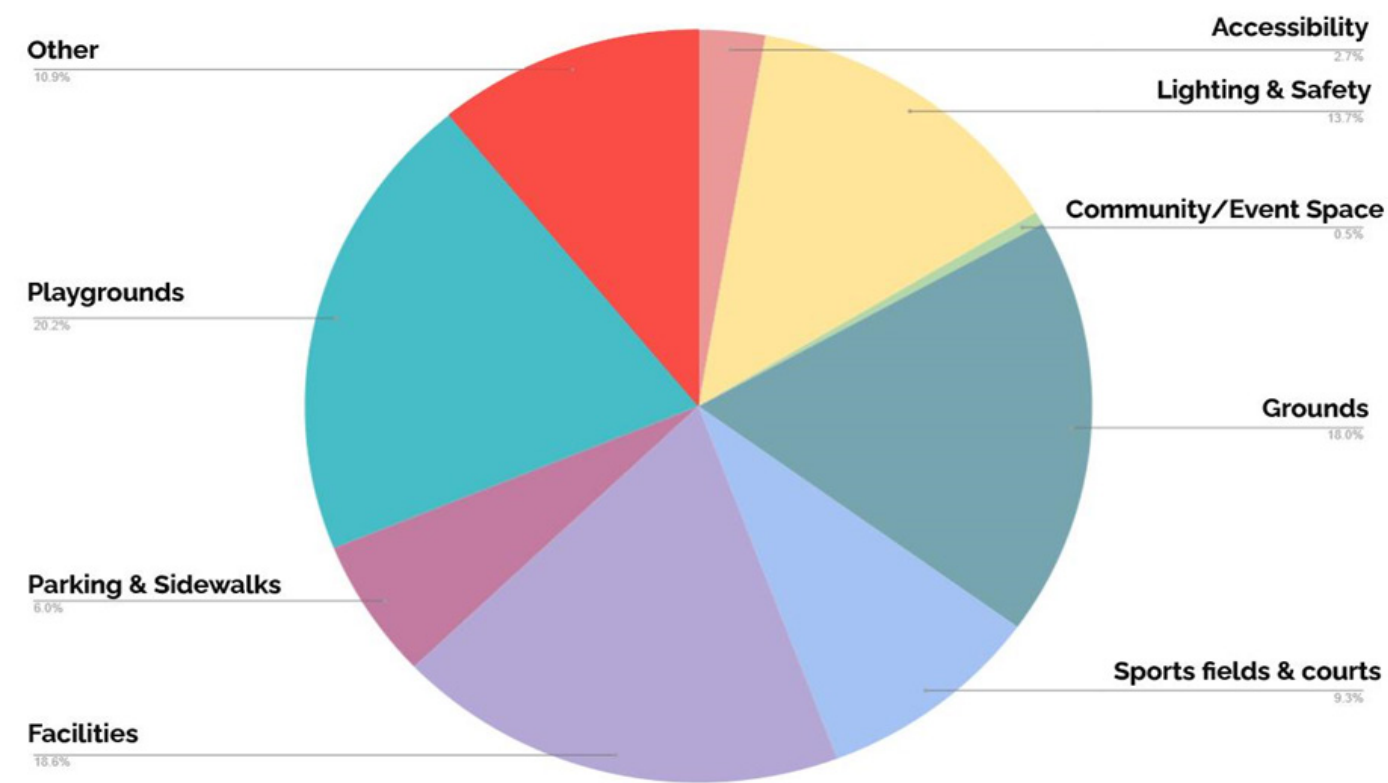
18% of answers (33 individual responses) in this section correlated to the need for improvements to the grounds (care & maintenance, landscaping) in Martinsville’s parks. A majority of these responses shared the theme of improving cleanliness in the parks. Other themes from this section include trail maintenance and fresh paint within the parks.

14% of answers (25 individual responses) in this section correlated to the need for improvements to the lighting & safety of Martinsville’s parks. Additional lighting was the main theme, but others noted the addition of speed limit signs for park grounds and a general feeling of feeling unsafe while in the parks.

9% of answers (17 individual responses) in this section correlated to the need for improvements to the sports fields & courts. The main themes found in these responses include updating/improving basketball courts, ensuring basketball goals are regulation height, and additional/maintained disc golf courses.

6% of answers correlated to improving parking & sidewalks, with another 3% noting the need for improved accessibility in both entering the park and availability of accessible playground equipment.

11% of answers (20 individual responses) have been categorized as ‘Other.’ Within these responses, three themes reveal themselves: more activities for children, the addition of dog parks, and the addition of splash pads.



IF YOU DO NOT USE THE PARKS, WHY? (IN-PERSON RESPONDENTS)

When presented with the question ‘If you do not use the parks, why?’, respondents’ answers highlighted two main themes. The top theme found during this section involves Park upkeep and management, focused on sports fields and courts. Citizens noted that basketball courts were not maintained, basketball hoops were the wrong height, and attendees commented on the general field disrepair. 9 out of 31 responses related to this theme.

Lighting and safety were the second most prevalent themes found with this question. 6 responses noted a lack of general safety and poor sightlines as the predominant reason for not visiting the parks. When looking at specific parks in Martinsville, visitors of West End Park noted issues with outdated equipment, poor upkeep of basketball courts and baseball fields, bathrooms being closed, and parking issues.

Frequent visitors to Dr. Dana O. Baldwin Memorial Park noted issues with outdated equipment, poor upkeep of basketball courts, locked bathrooms, and safety concerns. Visitors to J. Frank Wilson Memorial Park expressed concerns regarding safety, general upkeep, and basketball and field disrepair.



West End Park



West End Park



J. Frank Wilson Park



Baldwin Park

Community Feedback

IF YOU DO NOT USE THE PARKS, WHY? (ONLINE RESPONDENTS)

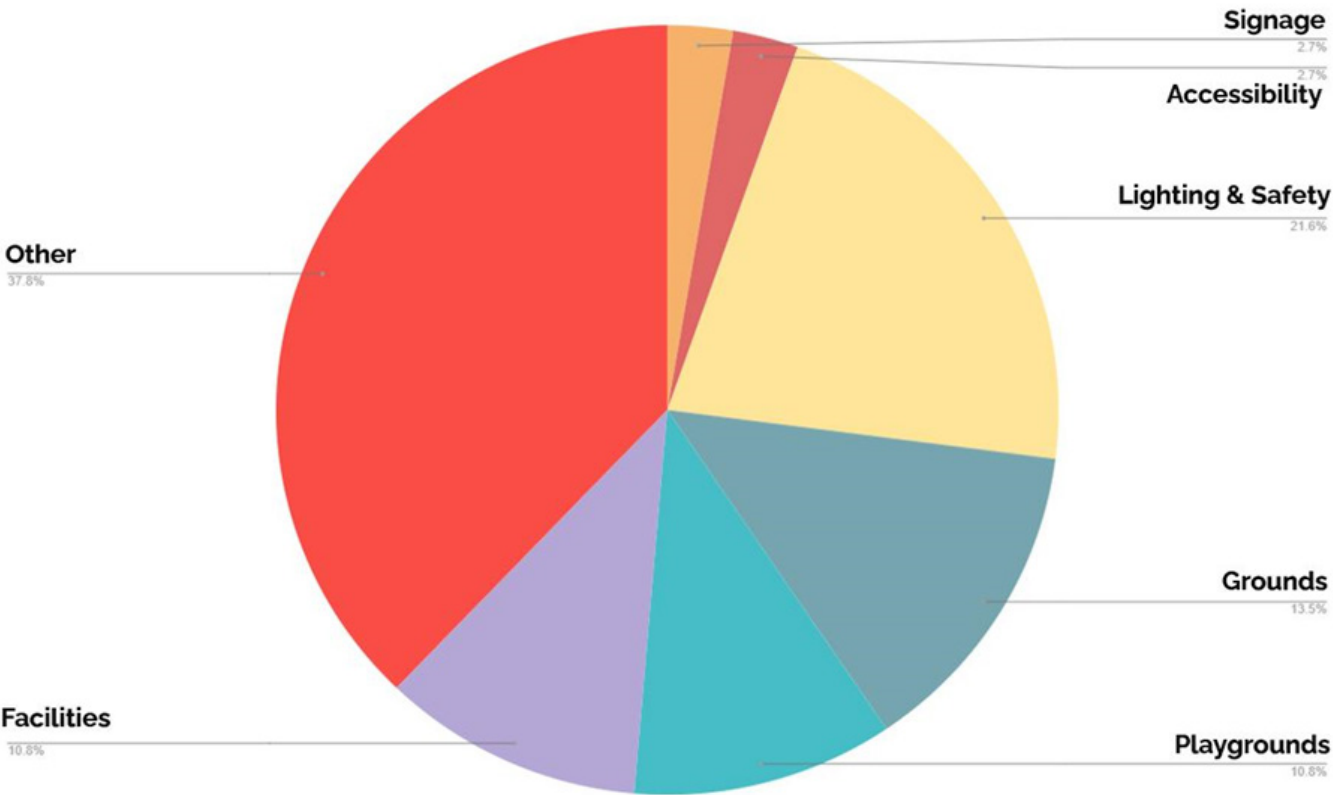
Online survey respondents were asked to list details on why they currently do not use the parks. Respondents were allowed to answer freely with comment boxes. For the survey results, answers have been broken down into categories, including: accessibility, signage, lighting & safety, variety of parks, community & event space, grounds (care & maintenance, landscaping), sports fields & courts, facilities (shelters, bathrooms, concessions), parking & sidewalks, playgrounds, and other.

In total, 34 responses were collected for this question. From there, answers were broken down into individual requests. Individual requests were then categorized using the categories listed above. This total comes to 37 specific requests to improve the parks in Martinsville.

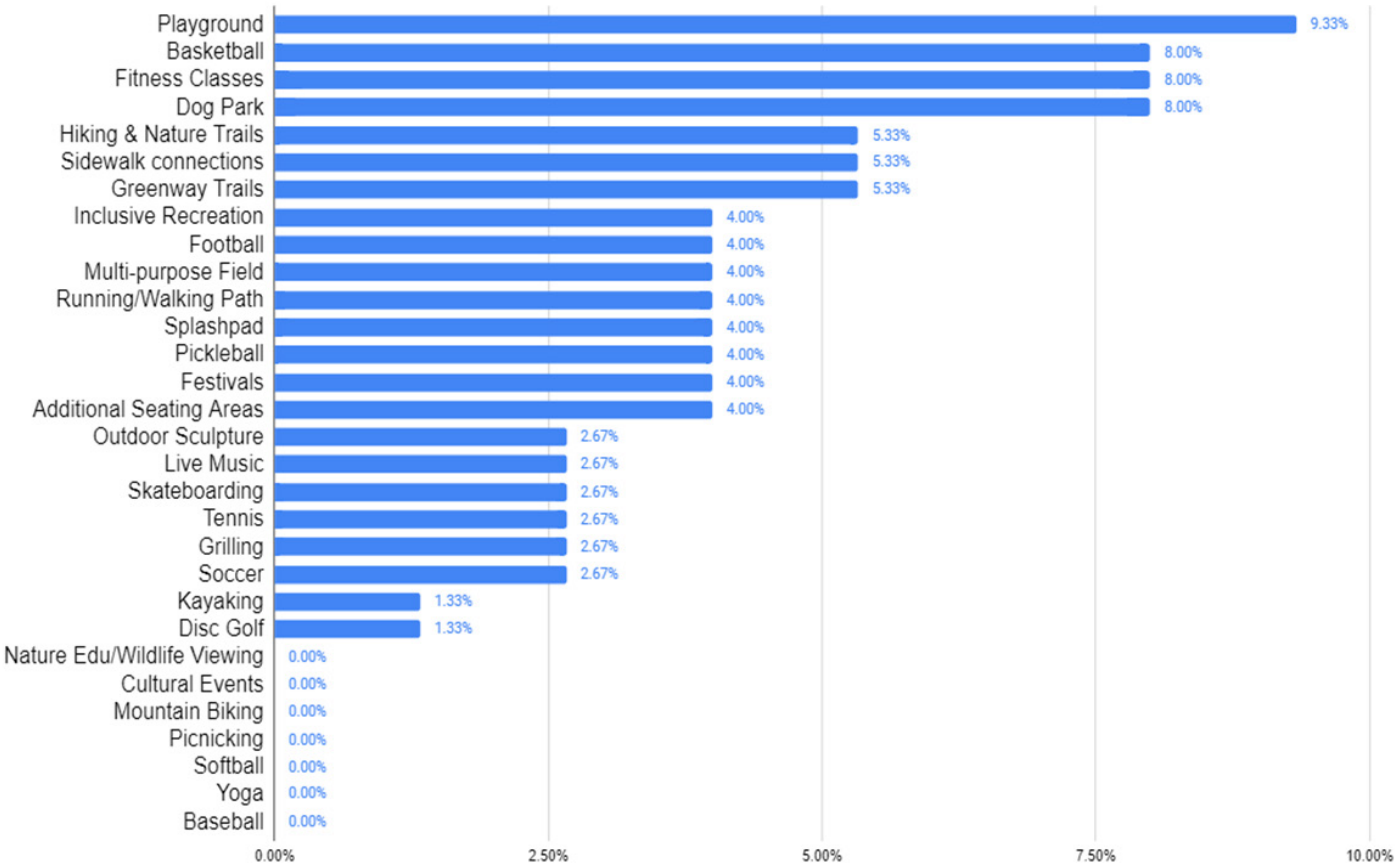
38% of answers (14 individual responses) fall into the Other category. Even so, a clear theme presents itself in this category: Residents feel like there is nothing to do in the parks. This could indicate the need to provide a great variety of options for residents in local parks. The other main theme in this category points to a lack of knowledge regarding local parks. This could indicate that increased efforts should be made toward signage and advertising local park options.

22% of answers (8 individual responses) fall into the Lighting & Safety category. Survey respondents note a lack of lighting in parks, a general feeling of abandonment, and drug use in the parks.

13% of answers (5 individual responses) cite grounds (care & maintenance, landscaping) as the reason for not using the parks. This category includes themes around general maintenance and walking trails not being maintained.



WHICH ACTIVITIES WOULD YOU LIKE TO SEE AT MARTINSVILLE’S PARKS? (IN-PERSON RESPONDENTS)



During the in-person engagement events, attendees were presented with large boards that displayed a variety of 30 activities to choose from, including activities not currently available in Martinsville Parks. Attendees then placed (three each) colorful dots on activities they would like to see or improve upon in the parks.

In total, 75 dots were placed on a variety of activities and desired improvements. The most popular answer, with 7 total dots, is playgrounds, making up 9% of total responses. Attendees desired more playground options and improvements to currently available play areas.

The next most popular answer was a tie between basketball, fitness classes, and dog parks. 6 people in total placed dots on each of these options, totaling 8% each for these responses. Interestingly, the desire for dog parks and fitness classes is not represented in as great of numbers when looking at the above, open-ended questions.

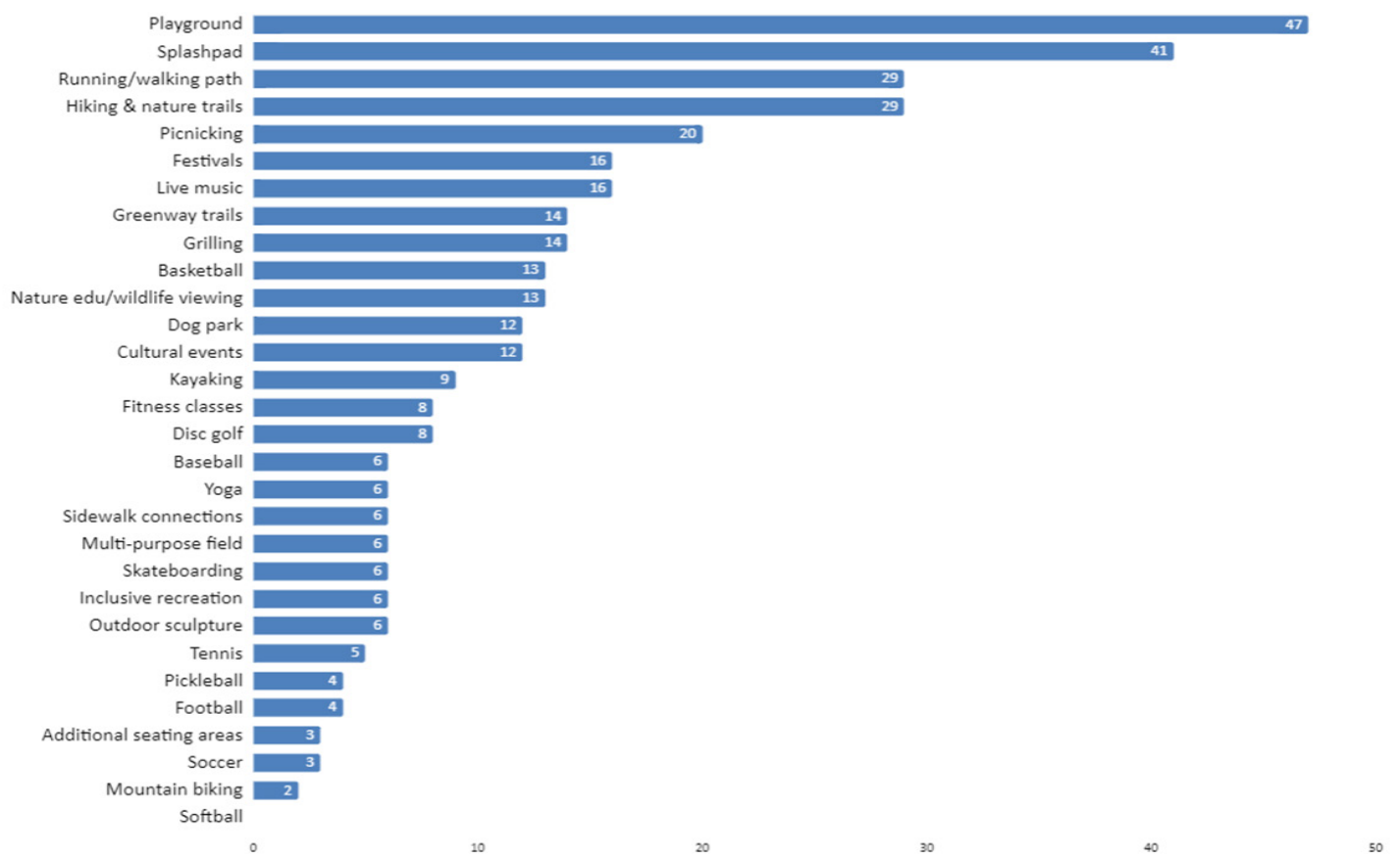
Other areas that park attendees noted in this portion of the engagement sessions include the addition/upgrading of: greenway trails, sidewalk connections, hiking & nature trails, splash pads, events and festivals, pickleball, inclusive recreation, running & walking paths, outdoor sculptures, and tennis courts.

Community Feedback

WHICH ACTIVITIES WOULD YOU LIKE TO SEE AT MARTINSVILLE’S PARKS? (ONLINE RESPONDENTS)

Survey respondents were asked to select up to three activities to do in a park. Respondents were prompted that answers could include activities and features not currently available in Martinsville’s Park System. All 126 survey respondents provided answers to the question.

Playgrounds were the most selected activity. 37% of respondents (47 responses) chose this option. Splashpads were the second most selected activity. 33% of respondents (41 responses) chose this option.

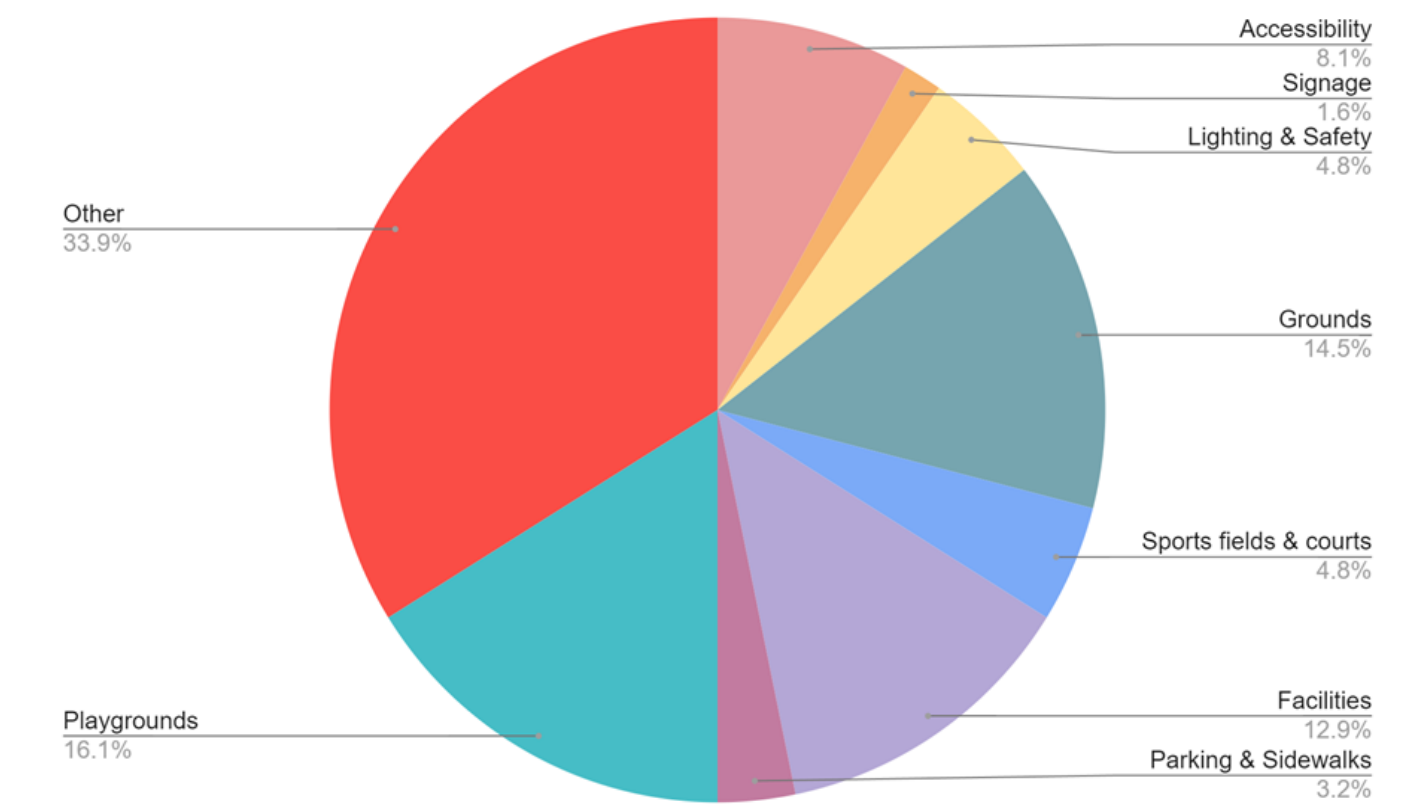


SOCIAL MEDIA INSIGHTS

During the engagement period, ‘The City of Martinsville’ Facebook page posted multiple posts inviting people to provide feedback, either through the comments section or through inviting people to attend in-person events and fill out the online survey, regarding the Martinsville City parks.

In total, 8 posts were shared on ‘The City of Martinsville’ Facebook page. Across all posts, 48 comments were collected that were relevant to Park Improvement ideas. From these 48 comments, 62 relevant suggestions were collected. The following categories were used to categorize suggestions: accessibility, signage, lighting & safety, variety of parks, community & event space, grounds (care & maintenance, landscaping), sports fields & courts, facilities (shelters, bathrooms, concessions), parking & sidewalks, playgrounds, and other.

34% of the suggestions fall into the Other category. However, within this category, 65% of suggestions express the desire for splash pads in Martinsville’s parks. 15% of responses expressed the desire for dog parks in Martinsville’s parks. 16% of the suggestions fall under the playground category. People expressed the desire for additional and updated equipment. Responses also pointed to replacing mulch with other, softer materials. 14% of the suggestions fall under the grounds category. People expressed the need for updated landscaping and more shaded areas. 13% of the suggestions fall under the facilities category. The two main suggestions in this category pertain to additional/updated shelters and updated bathrooms.

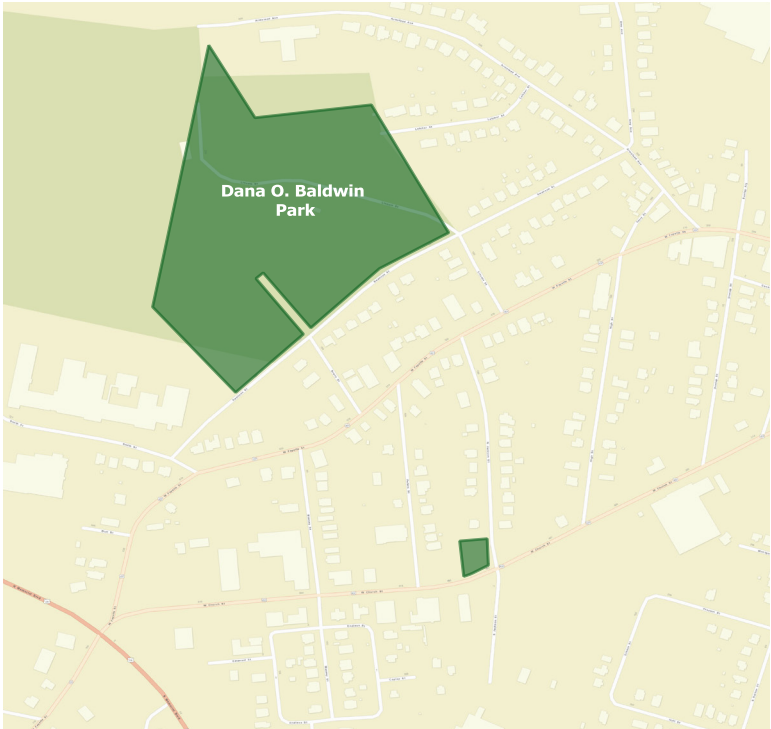


INDIVIDUAL PARK ANALYSIS & RECOMMENDATIONS

Baldwin Park

Community Park

PARK SYSTEM MAP



- LOCATION
500 Swanson Street
- SIZE
15.5 Acres
- EXISTING AMENITIES
Playground
Basketball Courts
Picnic Shelter
Restroom Building
Stadium Seating
Baseball Diamond
Tennis Court

10 MIN WALK
Baldwin Park is located in the West End neighborhood and is adjacent to Albert Harris Elementary School. The park lies between two major thoroughfares; Commonwealth Boulevard and Memorial Boulevard. The extents of the 10-minute walk area reach to College Street and Fayette Street. Fayette Area Historical Initiative (FAHI), an African-American Museum and Cultural Center that hosts the annual and very popular Juneteenth event, is located within the 10-minute walk radius of Baldwin Park.

10 MINUTE WALK MAP



PARK CHARACTER AND EXPERIENCE
Baldwin Park has served the African-American community as a place to gather and socialize, host events and participate in active recreation. The park has a large open field, that was previously a baseball diamond, and stadium seating.

EXISTING CONDITIONS



CHALLENGES:

TOPOGRAPHY + ACCESSIBILITY

- Front gate is locked and visitors that need to park are unable to enter

MAINTENANCE

- Outdated, aging play equipment
- Poor upkeep of basketball courts - court and goals are not regulation, surface condition is poor
- Tennis court surface in poor condition, nets are down and chain link fence has chipped paint
- Stormwater runoff from parking areas and driveway is creating erosion
- Parking lot drainage pipes have no cover
- Water fountain near picnic shelter is inoperable
- Baseball field has no bases or infield
- Asphalt driveway has potholes
- Litter receptacles knocked over

SAFETY

- Inadequate lighting and sight lines in and around the park
- No sightlines to the field, restroom, picnic shelter or parking lot

CODE COMPLIANCE

- Parking is not at entrance. Instead is located in the back of the park.
- No ADA parking spaces or pedestrian route
- Stairs need handrails
- Grills should not be under shelters
- Fall zone surfacing under play equipment

IN GENERAL

- There are a variety of park signs - consistent park signage branding standards recommended
- Evidence of pedestrian and vehicular access can be seen on New York Avenue and Armstead Avenue via Google Maps streetview

Baldwin Park

Community Park

PARK RATING SCORE

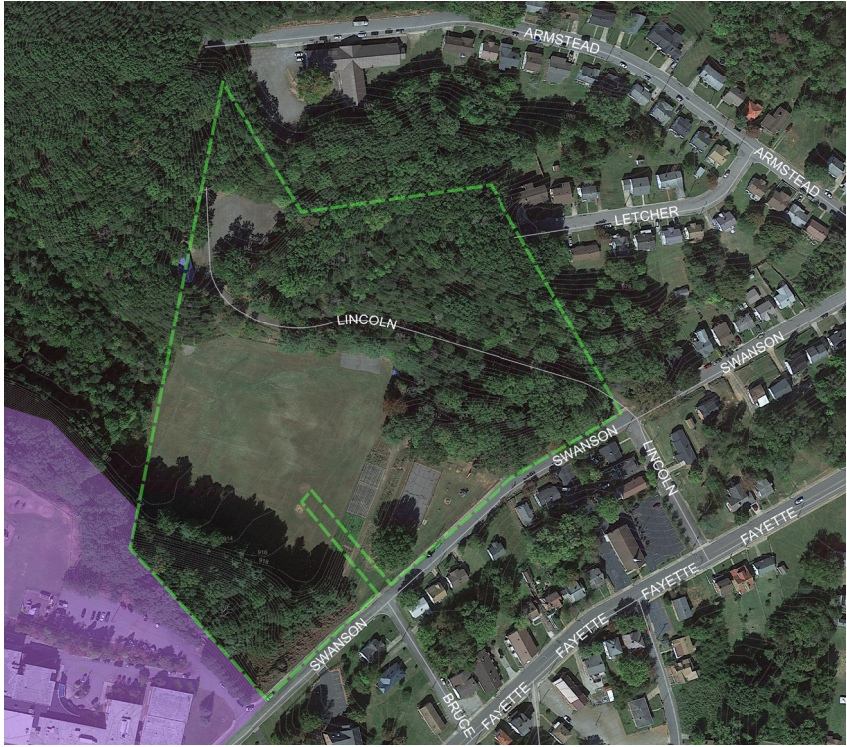
2

Baldwin Park received a poor rating mainly due to the condition of play equipment, tennis and basketball courts, restroom building and lack of water and electricity in the park.

EXISTING SITE PHOTOS



EXISTING CONDITIONS MAP



PROPOSED PARK IMPROVEMENT RECOMMENDATIONS:

ACCESSIBILITY

- Correct ADA Issues

CONNECTION TO THE COMMUNITY

- Events
- Play
- Recreation

INCREASED SAFETY

- Incorporate CPTED principles
- Adequate lighting

COMMUNITY FEEDBACK:

“improve lighting and safety”
 “update equipment”
 “better basketball courts”
 “access to bathrooms”
 “electricity for event spaces”
 “update shelters and event spaces”
 “shelters and grills need maintenance”
 “would like to see a basketball complex similar to Rucker Park in New York”

CONCEPT DIAGRAM

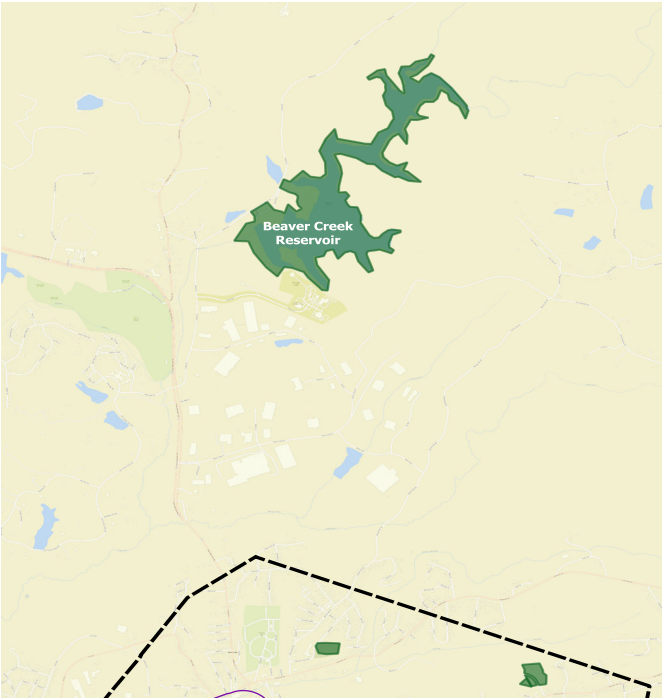


Beaver Creek Reservoir Park

Destination Park

EXISTING CONDITIONS

PARK SYSTEM MAP



LOCATION
450 Redskin Drive

SIZE
175 Acres

EXISTING AMENITIES
Boat Ramp
Picnic Tables
Picnic Shelter
Restroom Building
Parking Area
Nature Trails

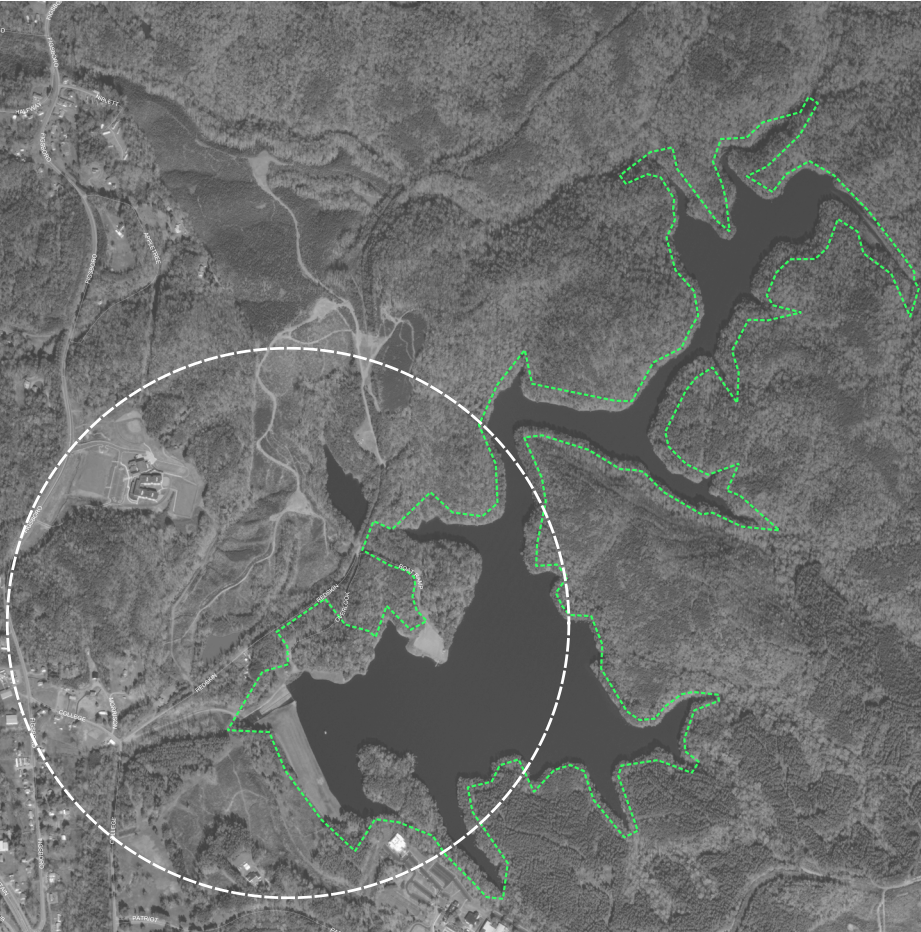
10 MINUTE WALK

Beaver Creek Reservoir Park is a 175-acre destination park located outside of the city limits. There are several academic institutions within the 10-minute walk radius including Patrick Henry Community College, SCALE Institute and Meadow View Elementary School. The park lies north of Martinsville and east of Collinsville.

PARK CHARACTER AND EXPERIENCE

Beaver Creek Reservoir Park is the only park of it's kind in the parks system. It provides the opportunity to rent canoes and kayaks, as well as enjoy fishing and hiking. The picnic shelter and restroom building are in good repair and can accommodate large groups for picnics and events.

10 MINUTE WALK MAP



CHALLENGES:

PROXIMITY

- The park is located outside of the Martinsville city limits and is primary accessed by car

CODE COMPLIANCE

- There are no ADA parking spaces
- Playground is located in the parking lot
- Playground equipment needs replacement
- There is not enough fall zone surfacing under play equipment

IN GENERAL

- The park has some steep topography near the parking lot and there are several places where erosion is taking place
- Many Martinsville residents drive to Jack Dalton Park to use the playground and trail. Since this park is in close proximity to Jack Dalton Park, the City may consider offering different amenities than what is offered in the vicinity.

Beaver Creek Reservoir Park

Destination Park

PARK RATING SCORE

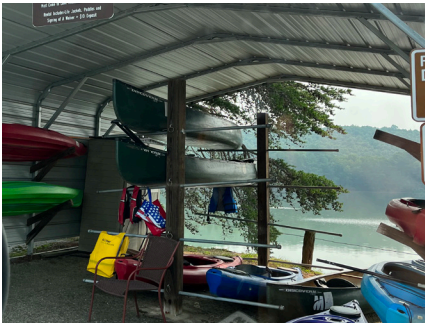
4

Beaver Creek Reservoir Park received a good rating mainly due to the condition of the restroom facility and picnic shelter.

EXISTING CONDITIONS MAP



EXISTING SITE PHOTOS



PROPOSED PARK IMPROVEMENT RECOMMENDATIONS:

PROVIDE PICNIC AREA

- Remove the playground and install an accessible picnic shelter in its place

ENHANCE RECREATIONAL OPPORTUNITIES

- Provide a trail network for hiking and biking

SITE FURNISHINGS

- Replace benches, picnic tables and litter receptacles

SIGNAGE

- Provide signage for wayfinding and education

COMMUNITY FEEDBACK:

“would like to see more trails”
“best parts are access to fishing, kayaking and trails”
“better presence of staff so it’s easier to rent kayaks”
“signs with kayak rental prices”
“need drinking fountains”
“would like to see more recreation programs taking place here”

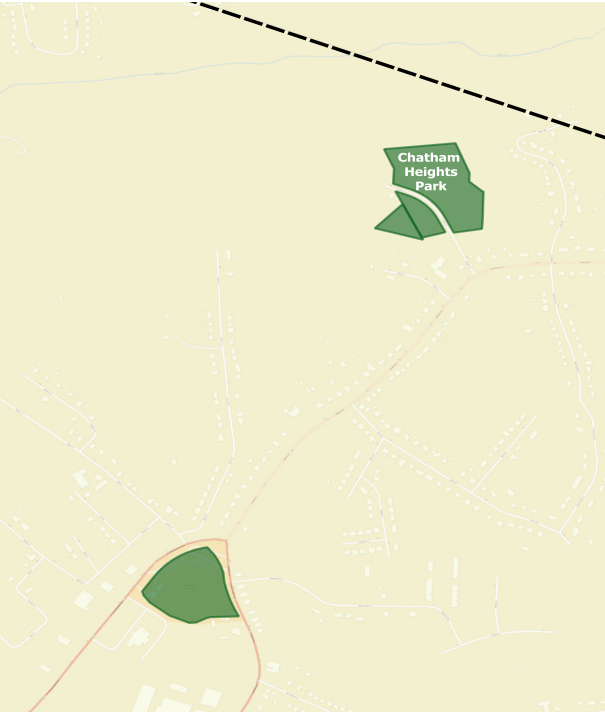
CONCEPT DIAGRAM



Chatham Heights Park

Neighborhood Park

PARK SYSTEM MAP



LOCATION
800 Garden Lane

SIZE
9 Acres

EXISTING AMENITIES
Playground
Multi-Purpose Basketball/Tennis Court
Picnic Shelter
Restroom Building
Baseball Diamond

10 MINUTE WALK
Chatham Heights Park is located in the East End neighborhood, which is also referred to as the Chatham Heights neighborhood.

PARK CHARACTER AND EXPERIENCE
Chatham Heights Park offers mostly active but also some passive recreational opportunities. Most of the amenities at the park are aging and in need of maintenance.

10 MINUTE WALK MAP



CHALLENGES:

- SAFETY
- Stairs near basketball court are missing a handrail and have exposed rebar showing
 - The play equipment is unsafe and it is recommended that the City remove and replace it
 - Additional lighting over driveway and parking areas

- CODE COMPLIANCE
- There are no ADA parking spaces
 - The parking lot needs to be resurfaced and striped
 - There is no fall zone surfacing under play equipment

- PROVIDE UPDATED SITE FURNISHINGS
- New picnic tables
 - New Benches
 - New Drinking Fountains

- IN GENERAL
- Wayfinding and signage
 - Remove restroom building

Chatham Heights Park

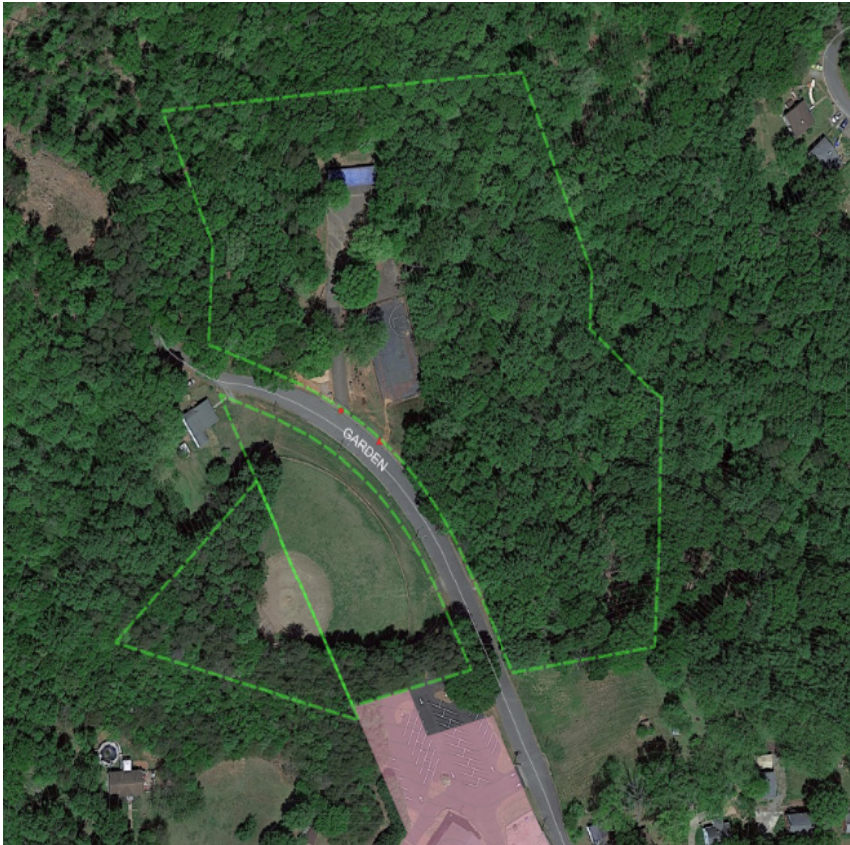
Neighborhood Park

PARK RATING SCORE

2

Chatham Heights Park received a poor rating mainly due to the condition of the restroom facility, play equipment, drinking fountains, basketball court, general site furnishings and inadequate lighting.

EXISTING CONDITIONS MAP



EXISTING SITE PHOTOS



PROPOSED PARK IMPROVEMENT RECOMMENDATIONS:

ACCESSIBILITY

- Correct ADA Issues

CONNECTIVITY

- Events
- Play
- Recreation

INCREASED SAFETY

- Incorporate CPTED principles
- Adequate lighting especially down driveway and over parking areas

COMMUNITY FEEDBACK:

- "needs more lighting"
- "new play equipment"
- "needs walking track"
- "needs general maintenance"
- "park is big, yet playground is small. would like to see more play equipment"
- "cleanliness"
- "needs more things for kids to enjoy!"
- "fresh paint on everything"
- "basketball court has needed repair for decades"
- "needs a total revamp"
- "needs a working water fountain"

CONCEPT DIAGRAM

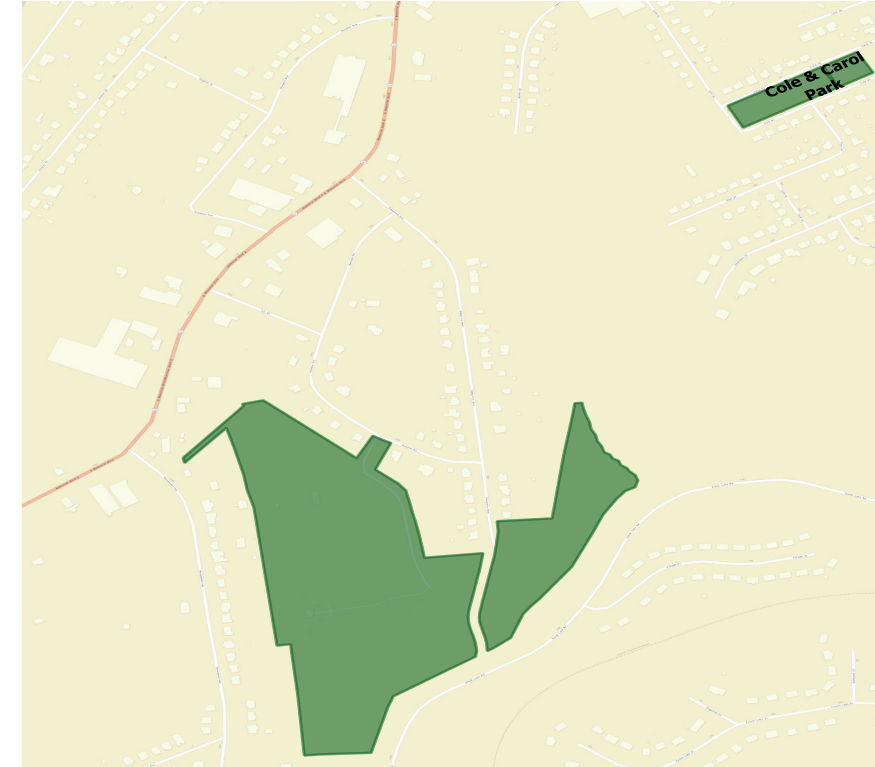


CHATHAM HEIGHTS	
SITE PREP + GRADING	\$75,000
SITE FURNISHINGS	\$25,000
PLAYGROUND	\$110,000
PLANTINGS/LAWN	\$30,000
PEDESTRIAN HARDSCAPES	\$60,000
VEHICULAR HARDSCAPES	\$35,000
SPORT COURTS	\$80,000
ATHLETIC FIELDS	\$0
SHELTERS/BUILDINGS	\$40,000
UTILITIES/STORM	\$20,000
SIGNAGE IMPROVEMENTS	\$12,000
SUBTOTAL:	\$487,000
CONSTRUCTION CONTINGENCY (20%)	\$97,400
DESIGN + SURVEYING + TESTING (11%)	\$53,570
SUBTOTAL:	\$637,970
ESCALATION (3% PER YR)	\$19,139
5 YEARS (MEDIUM NEED)	\$95,696
PROJECT TOTAL:	\$733,666

Cole & Carol Park

Mini-Park

PARK SYSTEM MAP



LOCATION
Cole Street & Carol Street

SIZE
1.6 Acres

- EXISTING AMENITIES
- Playground
 - Drinking Fountain
 - Picnic Table

10 MINUTE WALK
Cole & Carol Park is located in the South Side neighborhood bordered by Forest Street, Cole Street, Clift Street and Carol Street; only .41 miles northeast of Southside Park. The park is within a 10 minute walk from the Uptown, South Side and Mulberry neighborhoods.

PARK CHARACTER AND EXPERIENCE
Cole & Carol Park is about 85 percent vegetated and has been overtaken with invasive plants, primarily kudzu and tree of heaven. There is a small clearing at the bottom of the park with a slide, swingset, two spring riders, a small climbing tower, drinking fountain and a picnic table. The property slopes around 15% starting at the Forest Street End and goes downhill towards Clift Street. The only access into the park is on the Clift Street side, due to steep slopes and thick vegetation.

10 MINUTE WALK MAP



CHALLENGES:

- ACCESS
- The park has steep slopes and dense vegetation that makes pedestrian access difficult. There is no designated parking area for this park and patrons must park on the street, making this park primarily accessible to pedestrian park users
- CODE COMPLIANCE
- There are no ADA parking spaces
 - Playground equipment has aged and needs replacement
 - There is no fall zone surfacing under play equipment

IN GENERAL

- The park has a lot of dense invasive vegetation, primarily kudzu and tree of heaven. Invasive vegetation management is recommended.

Cole & Carol Park

Mini-Park

PARK RATING SCORE

3

Cole and Carol Park received a good rating mainly due to the general condition of the grounds and signage. It is recommended that the play equipment and drinking fountain be replaced.

EXISTING CONDITIONS MAP



EXISTING SITE PHOTOS



PROPOSED PARK IMPROVEMENT RECOMMENDATIONS:

PROVIDE MORE OPTIONS FOR PLAY

- Update play equipment

PROVIDE ADDITIONAL SITE FURNISHINGS

- New picnic tables
- Add benches near the play area
- New drinking fountain

PRESERVE OPEN SPACE

- Invasive plant management

PEDESTRIAN CONNECTIVITY

- The City may consider implementing a path throughout the open space as part of its long term vision for the park

COMMUNITY FEEDBACK:

“more playground equipment”
 “bigger picnic area”
 “less kudzu”
 “working water fountain”

COLE & CAROL	
SITE PREP + GRADING	\$15,000
SITE FURNISHINGS	\$25,000
PLAYGROUND	\$75,000
PLANTINGS/LAWN	\$10,000
PEDESTRIAN HARDSCAPES	\$15,000
VEHICULAR HARDSCAPES	\$0
SPORT COURTS	\$0
ATHLETIC FIELDS	\$0
SHELTERS/BUILDINGS	\$0
UTILITIES/STORM	\$25,000
SIGNAGE IMPROVEMENTS	\$8,000
SUBTOTAL:	\$173,000
CONSTRUCTION CONTINGENCY (20%)	\$34,600
DESIGN + SURVEYING + TESTING (11%)	\$19,030
SUBTOTAL:	\$226,630
ESCALATION (3% PER YR)	\$6,799
5 YEARS (MEDIUM NEED)	\$33,995
PROJECT TOTAL:	\$260,625

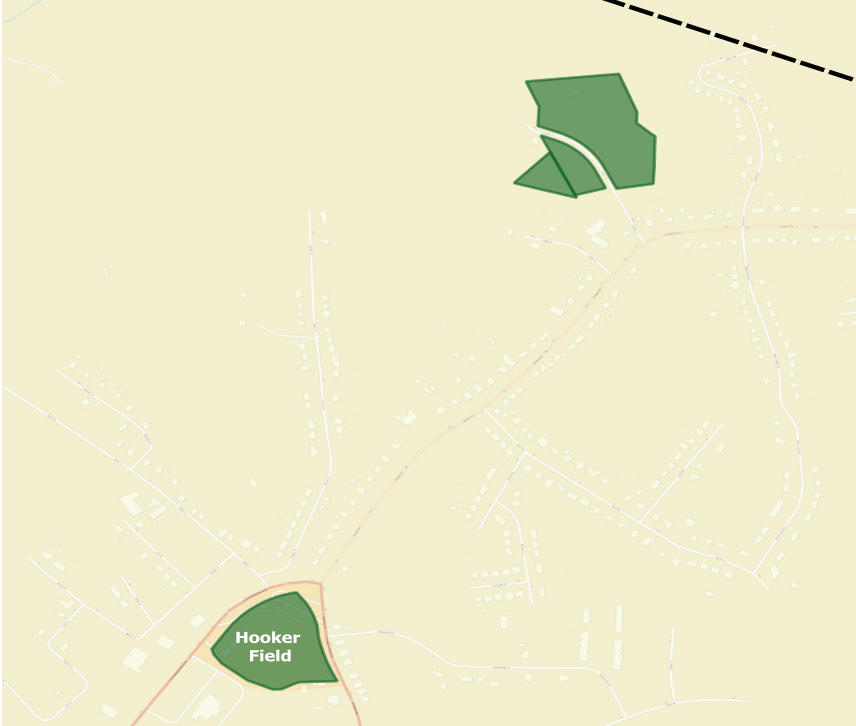
CONCEPT DIAGRAM



Hooker Field

Destination Park

PARK SYSTEM MAP



LOCATION

450 Commonwealth Blvd E

SIZE

7 Acres

EXISTING AMENITIES

- Lighted Ball Diamond
- Dugouts
- Two Restroom Facilities
- ADA Parking Spaces
- Air-Conditioned Concrete Concession & Broadcast Facility
- Two Air-Conditioned Clubhouses
- Batting Cage
- Spectator Stands
- Seating Capacity of Approximately 2,500

10 MINUTE WALK

Hooker Field is located in the East End neighborhood at the junction of Commonwealth Boulevard and Chatham Heights Road. The park is located 1/2 mile north of the Dick and Willie Passage Trail.

PARK CHARACTER AND EXPERIENCE

Hooker Field offers a unique experience to the community and is the only spectator sports facility in the Martinsville Parks System. The park has had facility and site upgrades recently to the concession and restroom building as well as the parking lot.

10 MINUTE WALK MAP



EXISTING CONDITIONS

CHALLENGES:

RESTROOMS & CONCESSIONS

- The main concession building and restroom is under construction. There is another small concession stand and separate restroom building.

SAFETY

- Several survey respondents mentioned that they felt unsafe in this area.

EQUITY

- The city may consider offering occasional discounted admission to provide an opportunity for undeserved families to enjoy the park.

IN GENERAL

- Wayfinding could help users navigate the park

Hooker Field

Destination Park

PARK RATING SCORE

4

Hooker Field received a good rating mainly due to the general condition of the grounds and the improvements that have taken place with parking and concessions.

EXISTING CONDITIONS MAP



PROPOSED PARK IMPROVEMENT RECOMMENDATIONS:

PARKING & ACCESSIBILITY

- Improve vehicular and pedestrian flow throughout the park

COMMUNITY EVENTS

- Promote inclusion and equity by offering reduced rates on certain days so underprivileged families may also attend games and/or events

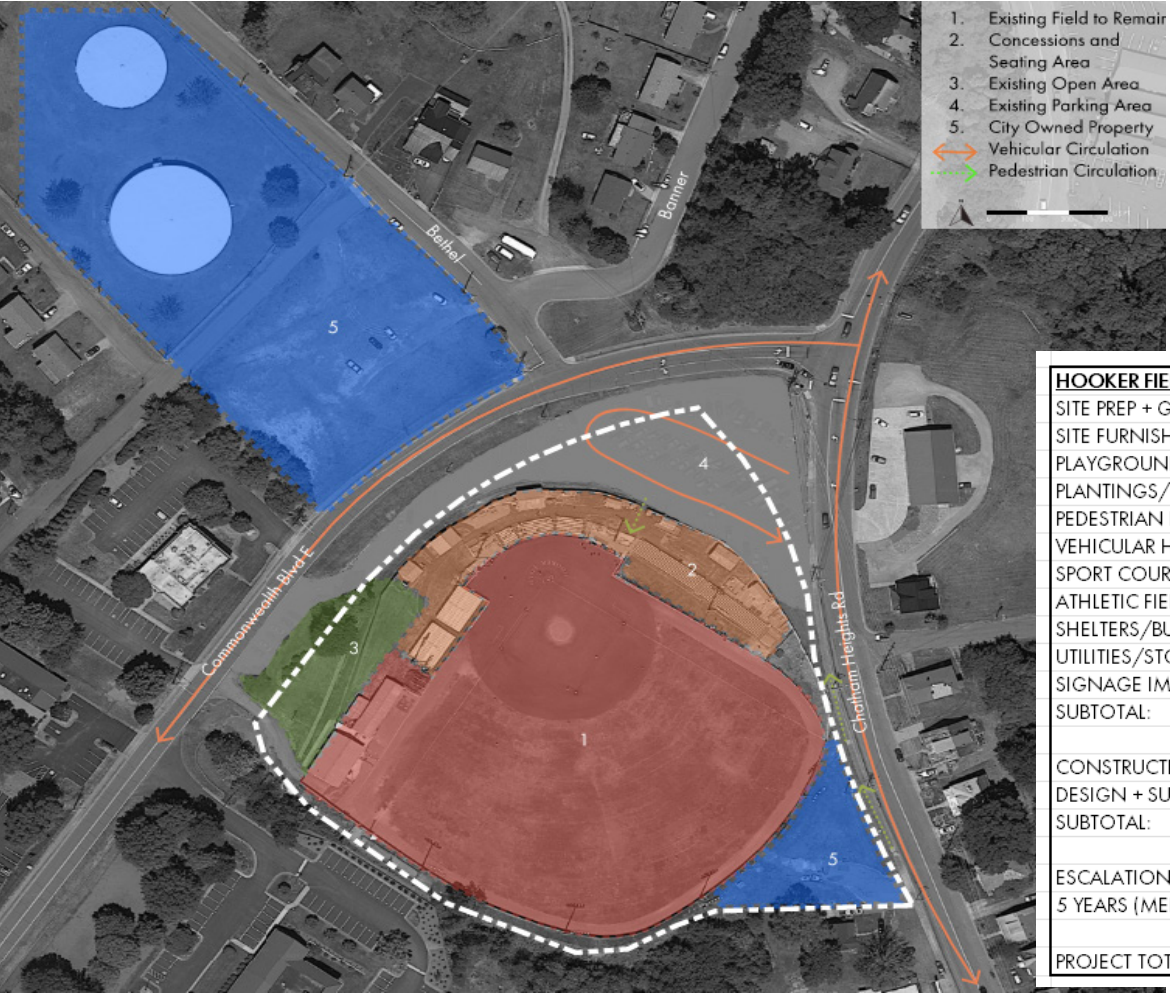
INCREASED SAFETY

- Many people commented that this park is not in a safe part of town and they don't use the park as a result

COMMUNITY FEEDBACK:

- "more events"
- "schools should be able to use this field"
- "working water fountain"
- "better and safer areas"
- "new shelters"
- "better ingress/egress for roadways"
- "more events"
- "would like to see a walking and playing area for families"

CONCEPT DIAGRAM



HOOKER FIELD	
SITE PREP + GRADING	\$5,000
SITE FURNISHINGS	\$45,000
PLAYGROUND	\$80,000
PLANTINGS/LAWN	\$30,000
PEDESTRIAN HARDSCAPES	\$20,000
VEHICULAR HARDSCAPES	\$15,000
SPORT COURTS	\$0
ATHLETIC FIELDS	\$0
SHELTERS/BUILDINGS	\$0
UTILITIES/STORM	\$0
SIGNAGE IMPROVEMENTS	\$12,000
SUBTOTAL:	\$207,000
CONSTRUCTION CONTINGENCY (20%)	\$41,400
DESIGN + SURVEYING + TESTING (11%)	\$22,770
SUBTOTAL:	\$271,170
ESCALATION (3% PER YR)	\$8,135
5 YEARS (MEDIUM NEED)	\$40,676
PROJECT TOTAL:	\$311,846

EXISTING SITE PHOTOS



J. Frank Wilson Park

Community Park

PARK SYSTEM MAP



LOCATION
1600 Church Street Extension

SIZE
30 Acres

- EXISTING AMENITIES
- Basketball Court
 - Skate park
 - Disc Golf Course
 - Two Picnic Shelters
 - Restrooms
 - Playground
 - Nature Trail
 - Park Benches

10 MINUTE WALK
J. Frank Wilson Park is located within a 10-minute walk from Patrick Henry Elementary School, the Virginia Museum of Natural History, the Martinsville-Henry County Family YMCA, Martinsville High School, the Piedmont Arts Museum and the Dick and Willie Passage Rail Trail. The park is located in the Mulberry neighborhood and within the 10-minute walk radius, can be accessed from Uptown, East End, Forest Park and Druid Hills.

PARK CHARACTER AND EXPERIENCE
J. Frank Wilson Park is the largest community park in Martinsville’s park system, is centrally located between 5 neighborhoods and just over ¼ of a mile away from the Dick and Willie Passage Rail Trail. During the community engagement period, the feedback that was received proved that this park was by far the most visited. J. Frank Wilson Park offers a variety of active and passive recreational opportunities including a disc golf course, basketball court, skatepark, playground and a nature trail.

10 MINUTE WALK MAP



EXISTING CONDITIONS

CHALLENGES:

- TOPOGRAPHY
- Makes sight lines into the park difficult
 - ADA accessibility to and within the park is limited

- DEFERRED MAINTENANCE
- Restrooms are in poor condition
 - Shelters need cleaning and painting
 - Basketball courts, nature trails, disc golf course and playground in need of repair
 - Parking lot and driveway needs improvements
 - Stormwater improvements are needed for drainage and erosion issues
 - Site furnishings - benches, litter receptacles and picnic tables are in need of replacement

- SAFETY
- Inadequate lighting throughout the park
 - Many survey respondents said they would like to see a police presence here due to illicit activity

- IN GENERAL
- Wayfinding could help users navigate the park
 - A nature trail connection from Virginia Museum of Natural History could benefit children

J. Frank Wilson Park

Community Park

PARK RATING SCORE

2

J. Frank Wilson Park received a poor rating primarily due to the condition of the restroom facility, picnic shelters, grills, paved walks, and parking areas.

EXISTING CONDITIONS MAP



EXISTING SITE PHOTOS



EXISTING SITE PHOTOS



J. Frank Wilson Park

Community Park

PROPOSED PARK IMPROVEMENT RECOMMENDATIONS:

ENHANCE RECREATIONAL OPPORTUNITIES

- Playground, basketball court, skate park and disc golf course are all in need of maintenance
- Survey respondents named this park as an ideal location for a splashpad
- This park is the only one with a walking trail. Several survey respondents requested a walking trail for exercise

CONNECTION TO NATURE

- The nature trail offers a peaceful environment but needs maintenance and improvements
- Many people named this park as one that they enjoyed relaxing and enjoying passive recreation
- Opportunities for partnership and/or programs from VMNH

IMPROVE AMENITIES

- Resurface asphalt and provide striping
- Provide ADA Parking Spaces
- Provide ADA Access to the Picnic Shelter

PROVIDE ADDITIONAL SITE FURNISHINGS

- New picnic tables near parking lot
- New benches and litter receptacles
- Add drinking fountains

INCREASED SAFETY & SECURITY

- Adequate lighting in parking area and playground
- Implement police presence and security cameras near areas that less visible

COMMUNITY FEEDBACK:

- “more playground equipment”*
- “public bathrooms”*
- “parking lot renovation”*
- “more activities for young kids”*
- “improved walking paths”*
- “repair basketball goals”*
- “landscape, shelter and play equipment maintenance”*
- “more frequent litter removal”*
- “doesn’t feel safe - more security”*
- “no smoking at playground”*
- “needs police presence”*
- “improve pedestrian entrance from Oakdale Street”*
- “more lighting for safety”*
- “multi-purpose fields like at Smith River Sports Complex”*
- “better maintenance on the disc golf course - it’s overgrown”*
- “improve drainage so there are less mosquitos”*
- “needs working water fountains!”*
- “better visibility into the park for security”*

J. Frank Wilson Park

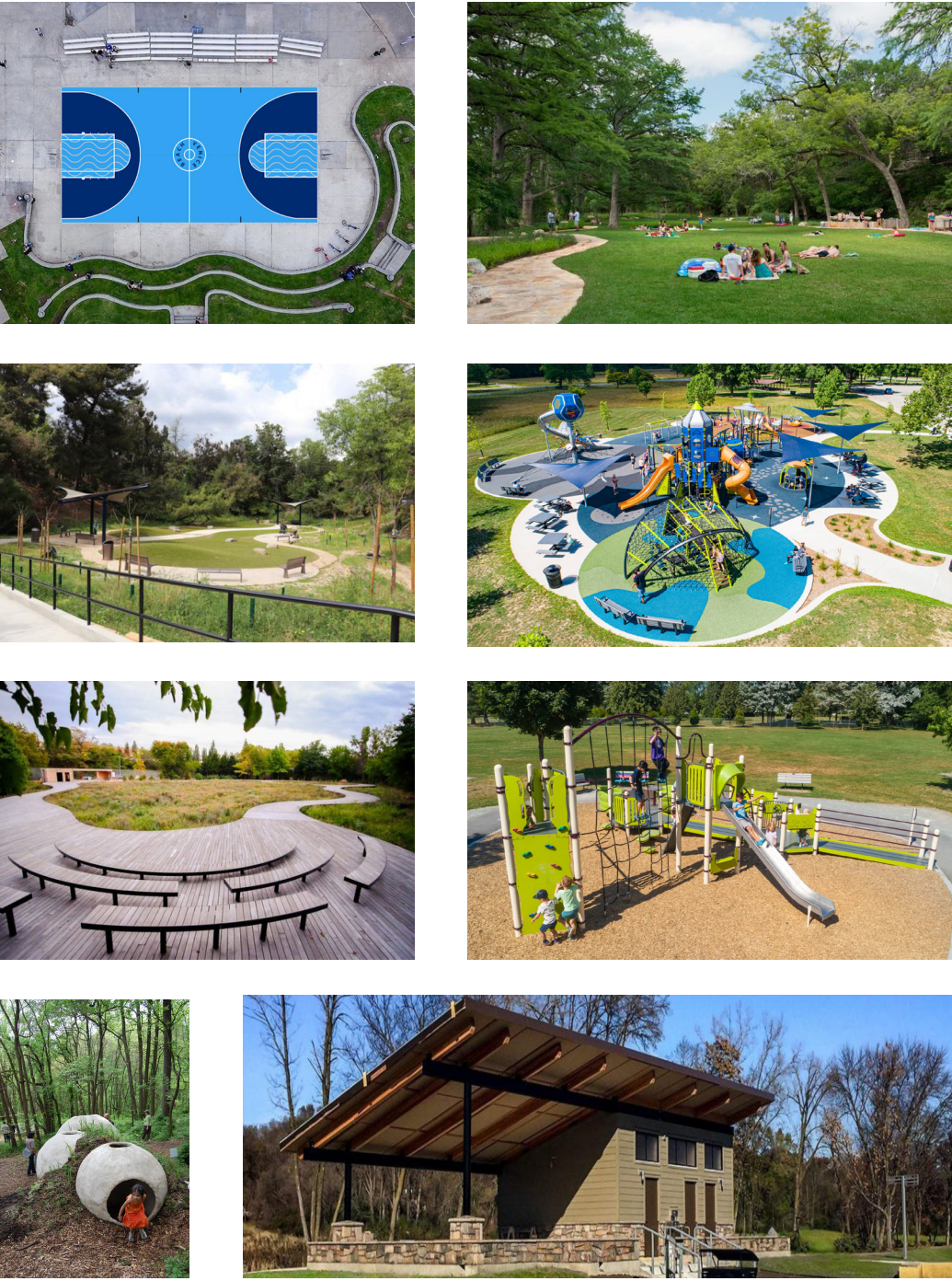
Community Park

CONCEPT DIAGRAM



J. FRANK WILSON (CITY)	
SITE PREP + GRADING	\$75,000
SITE FURNISHINGS	\$60,000
PLAYGROUND (+NATURE PLAY)	\$600,000
PLANTINGS/LAWN	\$80,000
PEDESTRIAN HARDSCAPES	\$60,000
VEHICULAR HARDSCAPES	\$120,000
SPORT COURTS	\$40,000
ATHLETIC FIELDS	\$0
SHELTERS/BUILDINGS	\$290,000
UTILITIES/STORM	\$28,000
SIGNAGE IMPROVEMENTS	\$20,000
SUBTOTAL:	\$1,373,000
CONSTRUCTION CONTINGENCY (20%)	\$274,600
DESIGN + SURVEYING + TESTING (11%)	\$151,030
SUBTOTAL:	\$1,798,630
ESCALATION (3% PER YR)	\$53,959
5 YEARS (MEDIUM NEED)	\$269,795
PROJECT TOTAL:	\$2,068,425

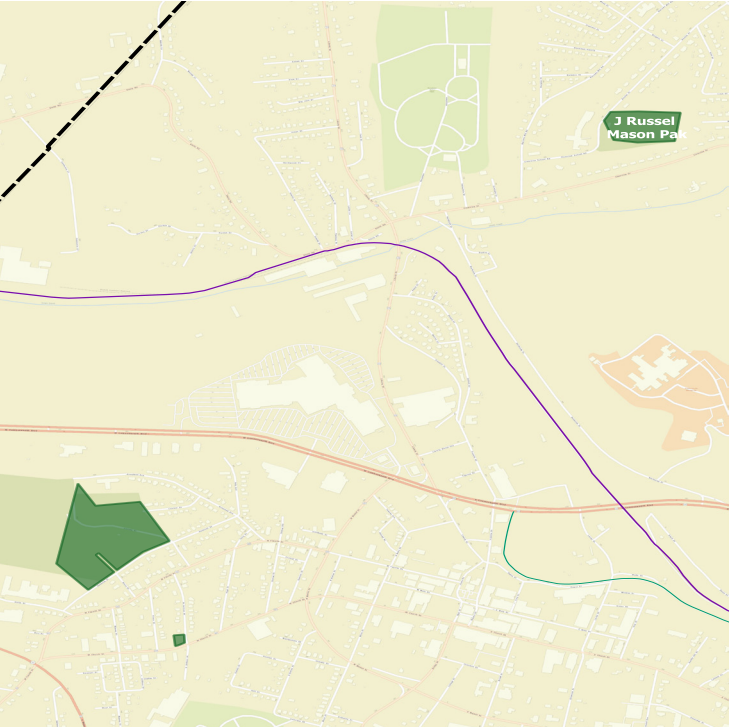
PRECEDENT IMAGES



J. Russell Mason Park

Neighborhood Park

PARK SYSTEM MAP



LOCATION
800 Ainsley Street

SIZE
6.5 Acres

EXISTING AMENITIES
Basketball Court
Picnic Shelter
Restrooms
Playground
Two Baseball Diamonds

10 MINUTE WALK

J. Russell Mason Park is located in the North Side neighborhood, just north of Uptown and the Dick and Willie Passage Rail Trail. The park shares its property with the Clearview Early Learning Center, which is a preschool program within the Martinsville City public school system that serves ages three and four as well as special education students ages two to five.

PARK CHARACTER AND EXPERIENCE

J. Russell Mason Park has a picnic shelter, restroom, playground, exercise equipment and two baseball fields. The park is located on top of a hill and does not have an accessible pedestrian entrance. There is a set of stairs with a crosswalk that connects to Clearview Early Learning Center, just on the other side of Clearview School Road.

10 MINUTE WALK MAP



EXISTING CONDITIONS

CHALLENGES:

TOPOGRAPHY

- Makes sight lines into the park difficult
- ADA accessibility from the parking area is limited

DEFERRED MAINTENANCE

- Restrooms are in poor condition
- Shelters need cleaning and painting
- Basketball courts are in need of repair
- One of the baseball diamonds has become a prairie
- Play equipment is outdated
- Needs benches

SAFETY

- Inadequate lighting throughout the park

IN GENERAL

- Wayfinding signage could help users navigate the park

J. Russell Mason Park

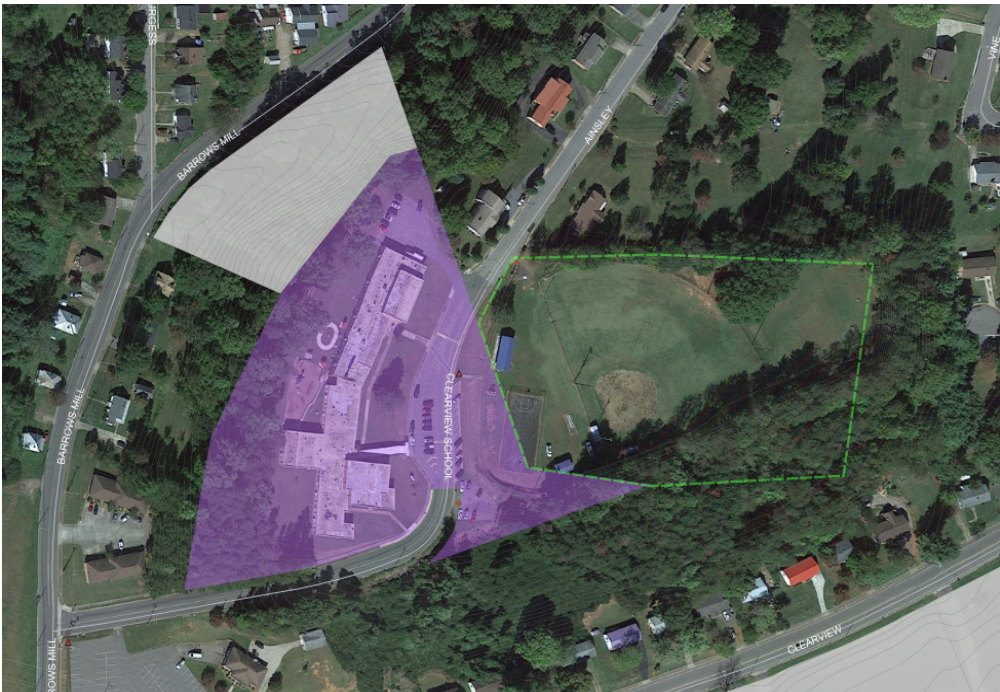
Neighborhood Park

PARK RATING SCORE

3

J. Russell Mason Park received a poor rating primarily due to the condition of the restroom facility, baseball fields, dugouts, exercise and play equipment, grills and basketball court.

EXISTING CONDITIONS MAP



EXISTING SITE PHOTOS



PROPOSED PARK IMPROVEMENT RECOMMENDATIONS:

PARKING & ACCESSIBILITY

- Improve pedestrian accessibility from the parking area

ENHANCE RECREATIONAL OPPORTUNITIES

- Promote passive recreation by removing the ballfields and creating a natural landscape for pollinators
- Update play equipment
- Basketball court renovations

COMMUNITY EVENT SPACE

- Addition of a plaza next to the picnic shelter for community events

PROVIDE NATURE EDUCATION

- Implement activities and spaces for nature play and education
- Create areas for wildlife observation or just a place to sit and relax

COMMUNITY FEEDBACK:

"in need of cleaning and maintenance"
"doesn't feel safe or welcoming"
"lacks lighting, walking paths and signage"

"landscaping with pollinator plants"
"would like to see an asphalt walking path"
"seating for adults"
"police call button for emergencies"

CONCEPT DIAGRAM

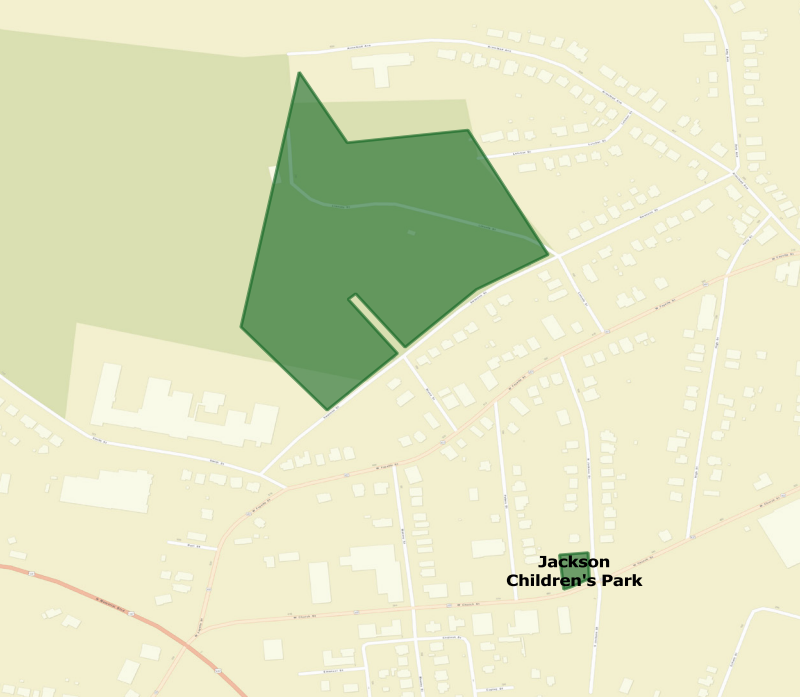


J. RUSSELL MASON MEMORIAL	
SITE PREP + GRADING	\$38,000
SITE FURNISHINGS	\$45,000
PLAYGROUND	\$250,000
PLANTINGS/LAWN	\$70,000
PEDESTRIAN HARDSCAPES	\$75,000
VEHICULAR HARDSCAPES	\$60,000
SPORT COURTS	\$0
ATHLETIC FIELDS	\$0
SHELTERS/BUILDINGS	\$70,000
UTILITIES/STORM	\$30,000
SIGNAGE IMPROVEMENTS	\$14,000
SUBTOTAL:	\$652,000
CONSTRUCTION CONTINGENCY (20%)	\$130,400
DESIGN + SURVEYING + TESTING (11%)	\$71,720
SUBTOTAL:	\$854,120
ESCALATION (3% PER YR)	\$25,624
5 YEARS (MEDIUM NEED)	\$128,118
PROJECT TOTAL:	\$982,238

Jackson Street Children's Park

Mini-Park

PARK SYSTEM MAP



LOCATION
500 Church St

SIZE
.23 Acres

EXISTING AMENITIES
Playground
Basketball Goal
Picnic Table

10 MINUTE WALK

Jackson Street Children's Park is located just two blocks south of Baldwin Park and Albert Harris Elementary School in the West End neighborhood. Uptown is within the 10-minute walk area.

PARK CHARACTER AND EXPERIENCE

Jackson Street Children's Park has a small playground, basketball court and seating areas. There is a fence runs along the property line on Church Street and partially on Jackson Street and along the natural area to the west of the property.

10 MINUTE WALK MAP



CHALLENGES:

PARK USE

- During the community engagement period we discovered that the park is very infrequently used

DEFERRED MAINTENANCE

- Play equipment is outdated
- Needs new benches, picnic tables and litter receptacles
- Grass is high in some areas and needs to be mowed

PARKING

- There are no parking spaces designated for the park. People that drive to the park must park along the neighborhood street

CODE COMPLIANCE

- There is no surfacing within the playground fall zones

Jackson Street Children's Park

Mini-Park

PARK RATING SCORE

2

Jackson Street Children's Park received a poor rating primarily due to the condition of the play equipment and site furnishings.

EXISTING CONDITIONS MAP



PROPOSED PARK IMPROVEMENT RECOMMENDATIONS:

REPLACE PLAY EQUIPMENT

- The existing play equipment is outdated and several pieces appear to be unsafe

UPDATE SITE FURNISHINGS

- Replacement of benches and picnic tables is recommended

IMPROVE PEDESTRIAN ACCESS

- Incorporate hardscape at the park entrance

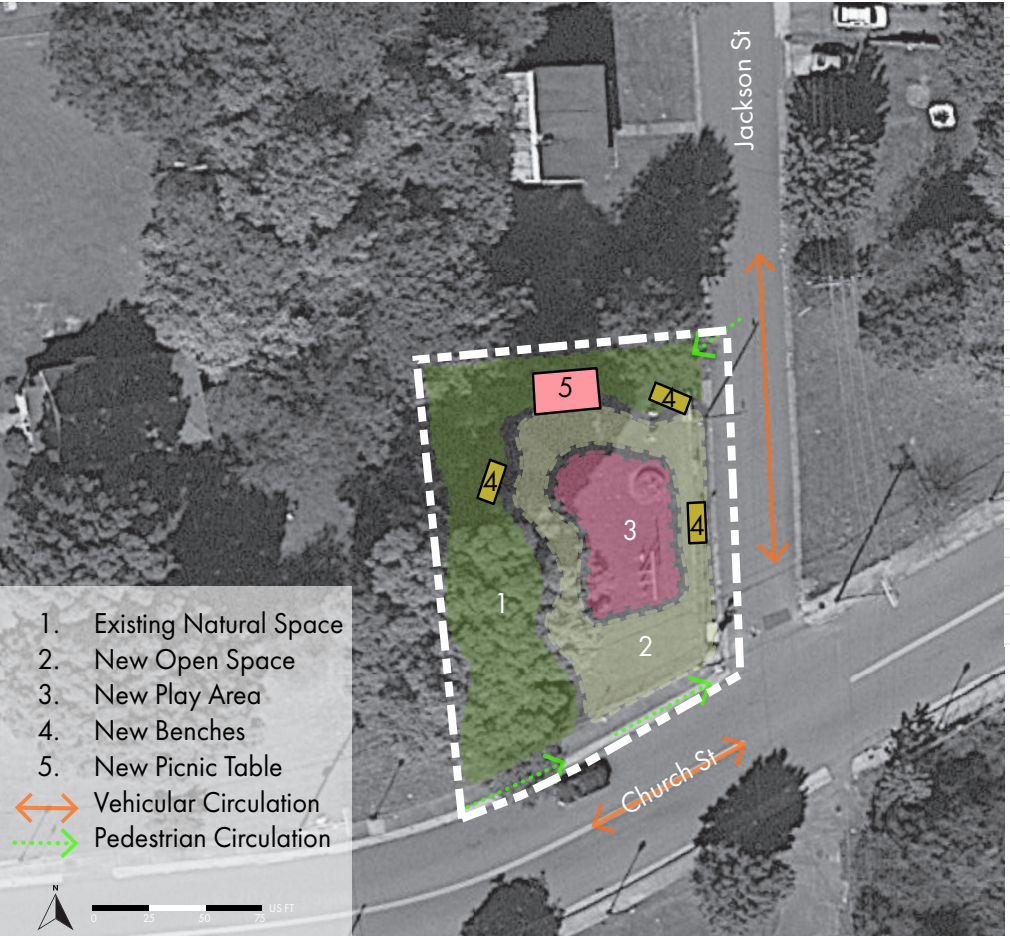
COMMUNITY FEEDBACK:

"better playground"

EXISTING SITE PHOTOS



CONCEPT DIAGRAM

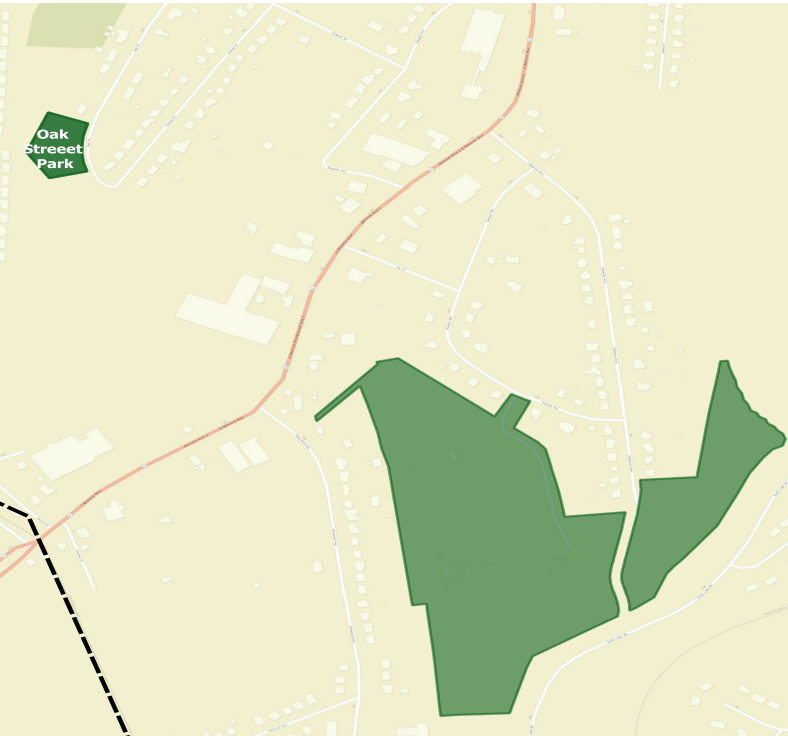


JACKSON	
SITE PREP + GRADING	\$5,000
SITE FURNISHINGS	\$20,000
PLAYGROUND	\$45,000
PLANTINGS/LAWN	\$10,000
PEDESTRIAN HARDSCAPES	\$25,000
VEHICULAR HARDSCAPES	\$0
SPORT COURTS	\$0
ATHLETIC FIELDS	\$0
SHELTERS/BUILDINGS	\$0
UTILITIES/STORM	\$0
SIGNAGE IMPROVEMENTS	\$8,000
SUBTOTAL:	\$113,000
CONSTRUCTION CONTINGENCY (20%)	\$22,600
DESIGN + SURVEYING + TESTING (11%)	\$12,430
SUBTOTAL:	\$148,030
ESCALATION (3% PER YR)	\$4,441
5 YEARS (MEDIUM NEED)	\$22,205
PROJECT TOTAL:	\$170,235

Oak Street Park

Mini-Park

PARK SYSTEM MAP



LOCATION
1052 Oak Street

SIZE
1.10 Acres

EXISTING AMENITIES
Merry Go Round
Basketball court

10 MINUTE WALK
Oak Street Park is in the South Side neighborhood within a 10-minute walk to Doe Run Park, the Smith River Trail and Southside Park.

PARK CHARACTER AND EXPERIENCE
Oak Street Park is a Mini-Park that has a merry go round and small concrete pad that is used for playing basketball. There is not an accessible entrance to the park.

10 MINUTE WALK MAP



EXISTING CONDITIONS

CHALLENGES:

PARK USE
- During the community engagement period we discovered that the park is very infrequently used

DEFERRED MAINTENANCE
- Play equipment is outdated
- Needs new benches, picnic tables and litter receptacles
- Grass is high in some areas and needs to be mowed

PARKING
- There are no parking spaces designated for the park. People that drive to the park must park along the neighborhood street

CODE COMPLIANCE
- There is no surfacing within the playground fall zones

Oak Street Park

Mini-Park

PARK RATING SCORE

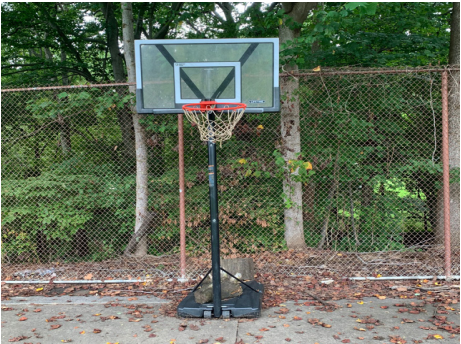
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Oak Street Park received a poor rating primarily due to the lack of lighting, condition of the play equipment and site furnishings.

EXISTING CONDITIONS MAP



EXISTING SITE PHOTOS



PROPOSED PARK IMPROVEMENT RECOMMENDATIONS:

PARKING & ACCESSIBILITY

- Resurface asphalt and provide striping
- Provide ADA Parking Spaces
- Provide ADA Access to the Picnic Shelter

PROVIDE ADDITIONAL SITE FURNISHINGS

- New picnic tables near parking lot
- Add benches near the launch
- Add drinking fountains

INCREASED SAFETY

- Adequate lighting in parking area and playground
- Relocate playground to an area that is away from vehicular traffic

COMMUNITY FEEDBACK:

"there is nothing there"
"the kids play in the street because they have no park"
"needs new play equipment"

CONCEPT DIAGRAM

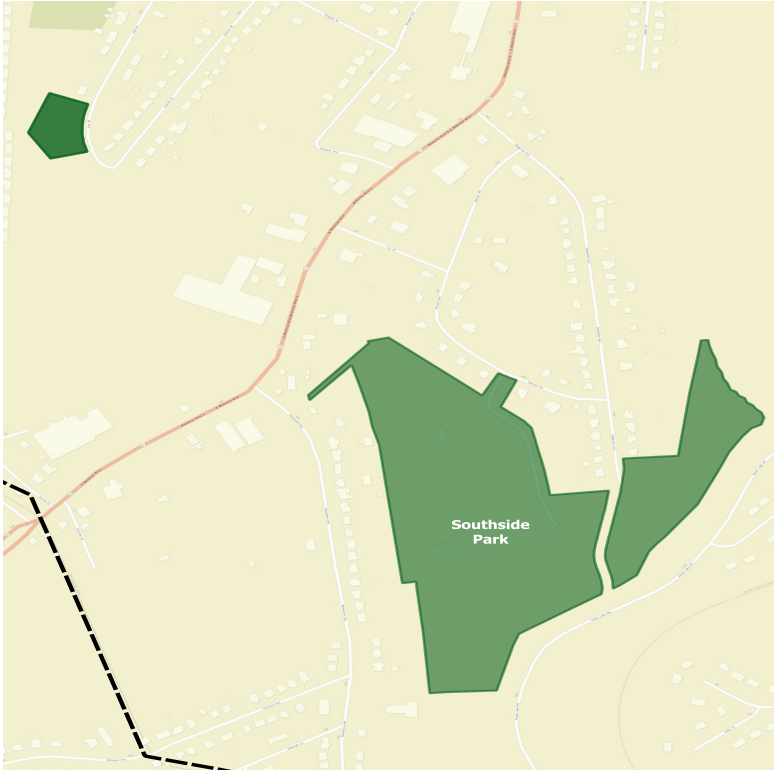


OAK STREET	
SITE PREP + GRADING	\$12,000
SITE FURNISHINGS	\$18,000
PLAYGROUND	\$0
PLANTINGS/LAWN	\$4,000
PEDESTRIAN HARDSCAPES	\$12,000
VEHICULAR HARDSCAPES	\$0
SPORT COURTS	\$0
ATHLETIC FIELDS	\$0
SHELTERS/BUILDINGS	\$0
UTILITIES/STORM	\$0
SIGNAGE IMPROVEMENTS	\$8,000
SUBTOTAL:	\$54,000
CONSTRUCTION CONTINGENCY (20%)	\$10,800
DESIGN + SURVEYING + TESTING (11%)	\$5,940
SUBTOTAL:	\$70,740
ESCALATION (3% PER YR)	\$2,122
5 YEARS (MEDIUM NEED)	\$10,611
PROJECT TOTAL:	\$81,351

Southside Park

Destination Park

PARK SYSTEM MAP



LOCATION
1224 Ranson Road

SIZE
37Acres

EXISTING AMENITIES
Four Ball Diamonds (Three Lighted)
Multipurpose Basketball/Tennis Court
Concessions/Broadcast Facility
Four Sections of Spectator Stands - total seating capacity of approximately 1,000
Two Restroom Facilities
Picnic Shelter
Playground

10 MINUTE WALK

Southside Park is in the South Side neighborhood within a 10-minute walk to Doe Run Park, the Smith River Trail and Southside Park.

PARK CHARACTER AND EXPERIENCE

Southside Park offers a destination park experience, given that it's the only athletic complex in the Martinsville parks system. There are four baseball diamonds that are regularly used for tournament games. A new concession and restroom facility is currently under construction at the park between the two larger ballfields. There is a small area near the park entrance that can be used by the public. This area contains a playground, picnic shelter, drinking fountain, two basketball courts and two parking areas.

10 MINUTE WALK MAP



EXISTING CONDITIONS

CHALLENGES:

EQUITY

- The ballfields are rented for tournaments and this limits Martinsville residents to access for league and recreational play

DEFERRED MAINTENANCE

- Play equipment is outdated
- Needs new benches, picnic tables and litter receptacles
- Basketball Court needs resurfacing and new fence
- Issues with stormwater and drainage should be addressed

SAFETY CONCERNS

- There is a bank on the middle field that is too steep to mow -creating a workplace hazard - this should be addressed
- An exposed culvert behind the upper restroom building is large enough for a child to fall in - this should be addressed

CODE COMPLIANCE

- There is no surfacing within the playground fall zones

Southside Park

Destination Park

PARK RATING SCORE

3

Southside Park received a good rating primarily due to the park receiving regular maintenance. The items that brought the score down were outdated play equipment, lack of adequate lighting in the parking areas, and the condition of the basketball courts.

EXISTING CONDITIONS MAP



EXISTING SITE PHOTOS



PROPOSED PARK IMPROVEMENT RECOMMENDATIONS:

PARKING & ACCESSIBILITY

- Improve pedestrian accessibility from the parking area

ENHANCE RECREATIONAL OPPORTUNITIES

- Promote passive recreation by removing the ballfields and creating a natural landscape for pollinators
- Update play equipment
- Basketball court renovations

COMMUNITY EVENT SPACE

- Addition of a plaza next to the picnic shelter for community events

PROVIDE NATURE EDUCATION

- Implement activities and spaces for nature play and education
- Create areas for wildlife observation or just a place to sit and relax

COMMUNITY FEEDBACK:

“playground is too small and outdated - would like to see more newer play equipment”

“basketball courts need resurfacing”

“restroom facilities need maintenance and renovations”

“better upkeep of grounds and equipment”

“restrooms are always dirty”

“splashpad and better play equipment”

“needs landscaping”

“close the gate or provide security at night”

“would like to see a soccer field and a biking trail”

CONCEPT DIAGRAM



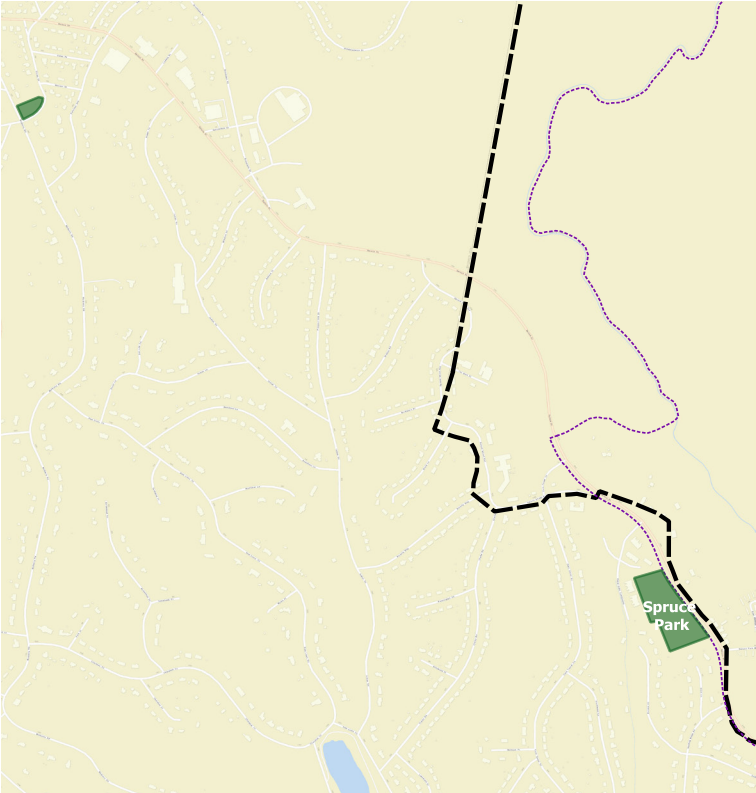
SOUTHSIDE	
SITE PREP + GRADING	\$28,000
SITE FURNISHINGS	\$33,000
PLAYGROUND	\$250,000
PLANTINGS/LAWN	\$26,000
PEDESTRIAN HARDSCAPES	\$12,000
VEHICULAR HARDSCAPES	\$60,000
SPORT COURTS	\$40,000
ATHLETIC FIELDS	\$0
SHELTERS/BUILDINGS	\$450,000
UTILITIES/STORM	\$30,000
SIGNAGE IMPROVEMENTS	\$15,000
SUBTOTAL:	\$944,000
CONSTRUCTION CONTINGENCY (20%)	\$188,800
DESIGN + SURVEYING + TESTING (11%)	\$103,840
SUBTOTAL:	\$1,236,640
ESCALATION (3% PER YR)	\$37,099
5 YEARS (MEDIUM NEED)	\$185,496
PROJECT TOTAL:	\$1,422,136

- 1. Existing Natural Space
- 2. New Open Space
- 3. Renovated Play Area
- 4. Renovated Parking Area
- 5. Renovated Concessions Stand and Restroom Facility
- 6. New Restroom Facility
- 7. Renovated Basketball Court
- 8. Renovated Shelter
- 9. Existing Baseball Field to Remain
- 10. Renovated Driveway
- Vehicular Circulation
- Pedestrian Circulation

Spruce Street Park

Neighborhood Park

PARK SYSTEM MAP



LOCATION
1932 Spruce Street

SIZE
5.2 Acres

EXISTING AMENITIES
Ball Diamond
Two Lighted Tennis Courts
Two Drinking Fountains

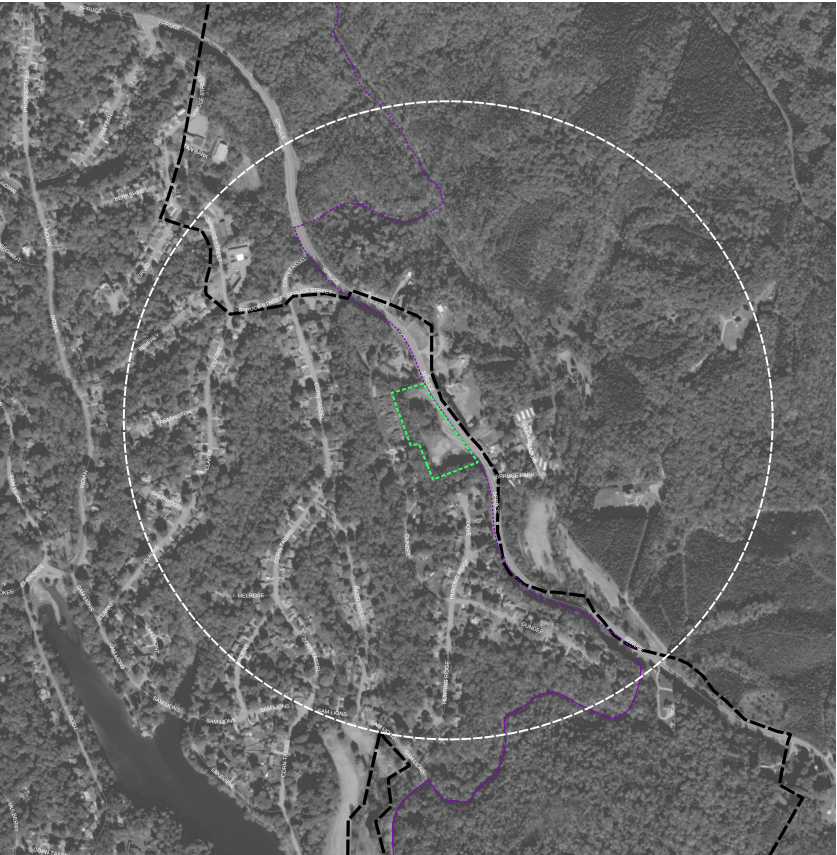
10 MINUTE WALK

Spruce Street Park in the Druid Hills neighborhood and is within a 10-minute walk to Mulberry Creek, the Dick and Willie Passage Rail Trail and the Forest Park neighborhood.

PARK CHARACTER AND EXPERIENCE

Spruce Street Park is a neighborhood park with a baseball field, tennis court (proposed to be pickleball courts) and two small parking areas.

10 MINUTE WALK MAP



EXISTING CONDITIONS



CHALLENGES:

NO ROOM TO EXPAND THE PARK

- The park sits adjacent to the ETJ line and on other sides it is bordered by the Forest Park and Druid Hills neighborhoods

DEFERRED MAINTENANCE

- Needs new benches, picnic tables and litter receptacles
- It doesn't appear that the baseball field is maintained or used for league play
- Drinking fountains are not operational

NOT ENOUGH AMENITIES

- Especially for children - most survey respondents that live in Forest Park and Druid Hills have children between the ages of 5-12 years old

Spruce Street Park

Neighborhood Park

PARK RATING SCORE

3

Spruce Street Park received a good rating primarily due to the park receiving regular maintenance. Some of the items that brought the score down were lack of operational drinking fountains and the condition of the parking areas.

EXISTING CONDITIONS MAP



EXISTING SITE PHOTOS



PROPOSED PARK IMPROVEMENT RECOMMENDATIONS:

PARKING & ACCESSIBILITY

- Improve pedestrian accessibility from the parking area
- Implement a new parking area that can accommodate more visitors

ENHANCE RECREATIONAL OPPORTUNITIES

- Transform the baseball field into a multipurpose field
- Install a playground

PROVIDE AMENITIES

- Many survey respondents requested a restroom facility
- Drinking fountains are inoperable
- Replace benches and litter receptacles
- Add a small picnic area

IMPROVE SAFETY

- Install lighting over parking area and near the baseball field

CONCEPT DIAGRAM



COMMUNITY FEEDBACK:

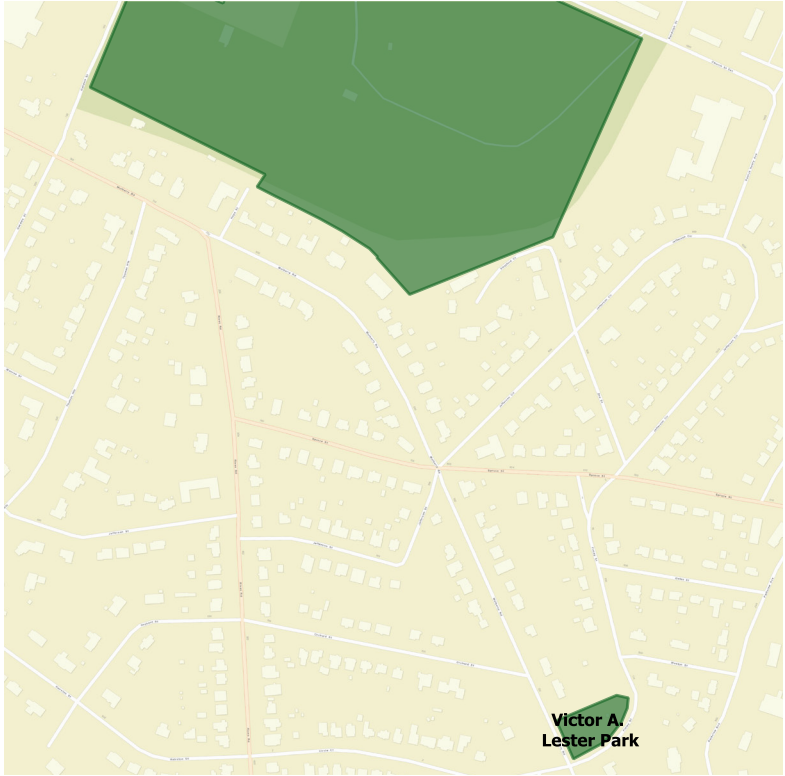
"enlarge the park and have walking trails"
"tennis courts need resurfacing"
"a playground would make the park better"
"needs a restroom"
"better grounds maintenance"
"not a lot of options to chose from so I usually go to the Sports Complex"
"there is no playground"

SPRUCE STREET	
SITE PREP + GRADING	\$20,000
SITE FURNISHINGS	\$12,000
PLAYGROUND	\$110,000
PLANTINGS/LAWN	\$8,000
PEDESTRIAN HARDSCAPES	\$12,000
VEHICULAR HARDSCAPES	\$110,000
SPORT COURTS	\$0
ATHLETIC FIELDS	\$0
SHELTERS/BUILDINGS	\$40,000
UTILITIES/STORM	\$0
SIGNAGE IMPROVEMENTS	\$8,000
SUBTOTAL:	\$320,000
CONSTRUCTION CONTINGENCY (20%)	\$64,000
DESIGN + SURVEYING + TESTING (11%)	\$35,200
SUBTOTAL:	\$419,200
ESCALATION (3% PER YR)	\$12,576
5 YEARS (MEDIUM NEED)	\$62,880
PROJECT TOTAL:	\$482,080

Victor A. Lester Park

Mini-Park

PARK SYSTEM MAP



LOCATION
723 Mulberry Street

SIZE
.6 Acres

EXISTING AMENITIES
Gazebo
Playground

10 MINUTE WALK

Victor A. Lester Park is in the Mulberry neighborhood and is within a 10-minute walk to J. Frank Wilson Park, Patrick Henry Elementary School, the East End, South Side, Rives Road Extension, Forest Park and Druid Hills neighborhoods.

PARK CHARACTER AND EXPERIENCE

Victor A. Lester Park is a mini-park with a small playground, gazebo seating area and lawn open space.

10 MINUTE WALK MAP



EXISTING CONDITIONS

CHALLENGES:

NO ROOM TO EXPAND THE PARK

- The park sits adjacent to the ETJ line and on other sides it is bordered by the Forest Park and Druid Hills neighborhoods

DEFERRED MAINTENANCE

- Needs new benches, picnic tables and litter receptacles
- It doesn't appear that the baseball field is maintained or used for league play
- Drinking fountains are not operational

NOT ENOUGH AMENITIES

- Especially for children - most survey respondents that live in Forest Park and Druid Hills have children between the ages of 5-12 years old

Victor A. Lester Park

Mini-Park

PARK RATING SCORE

2

Victor A. Lester Park received a poor rating primarily due to condition of aging play equipment, gazebo and site furnishings.

EXISTING CONDITIONS MAP



PROPOSED PARK IMPROVEMENT RECOMMENDATIONS:

NEEDS UPDATED AMENITIES

- The gazebo is in poor condition and has holes in the roof a small shelter replacement is recommended
- Needs more benches
- Picnic tables, benches and litter receptacles are in poor condition and need to be replaced

UPDATE PLAY EQUIPMENT

- The play equipment is outdated and in need of more variety for different ages

DEFERRED MAINTENANCE

- Needs a functioning drinking fountains
- Signage needs to be replaced

OPPORTUNITY FOR NATURE BASED PLAY

- The stream bank provides an opportunity for children to play in the water
- Incorporate native plantings along the bank

PARKING IMPROVEMENTS

- The entrance appears to be accessible, however there is no striping or ADA signage

COMMUNITY FEEDBACK:

"needs more play equipment and a variety of play options"
"more activities for kids"
"the parks do not have adequate playground equipment or play options"
"needs a picnic area"
"water fountain doesn't work"

EXISTING SITE PHOTOS



CONCEPT DIAGRAM

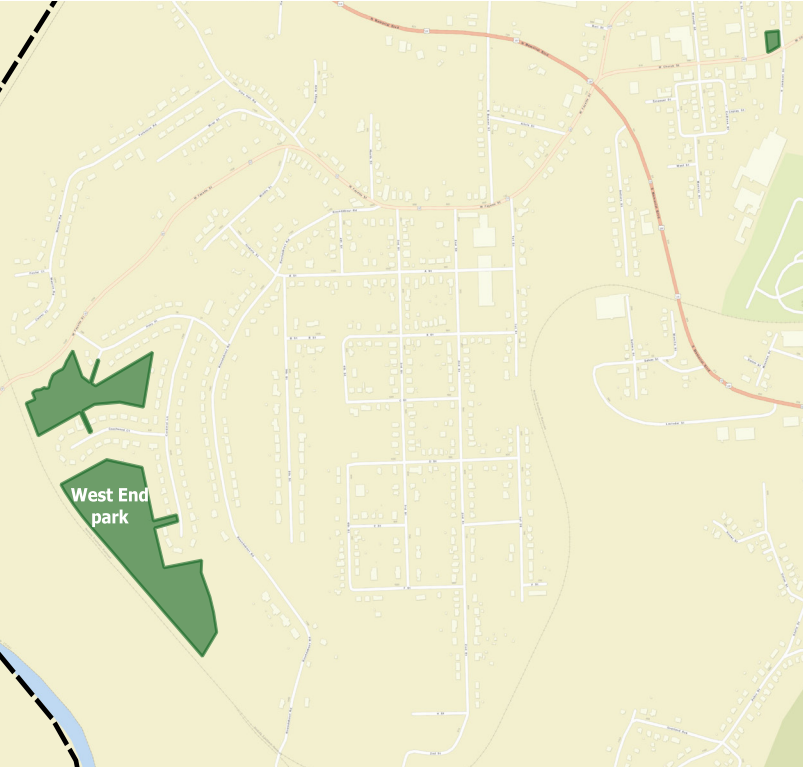


VICTOR LESTOR MEMORIAL	
SITE PREP + GRADING	\$12,000
SITE FURNISHINGS	\$18,000
PLAYGROUND	\$70,000
PLANTINGS/LAWN	\$8,000
PEDESTRIAN HARDSCAPES	\$22,000
VEHICULAR HARDSCAPES	\$0
SPORT COURTS	\$0
ATHLETIC FIELDS	\$0
SHELTERS/BUILDINGS	\$30,000
UTILITIES/STORM	\$0
SIGNAGE IMPROVEMENTS	\$8,000
SUBTOTAL:	\$168,000
CONSTRUCTION CONTINGENCY (20%)	\$33,600
DESIGN + SURVEYING + TESTING (11%)	\$18,480
SUBTOTAL:	\$220,080
ESCALATION (3% PER YR)	\$6,602
5 YEARS (MEDIUM NEED)	\$33,012
PROJECT TOTAL:	\$253,092

West End Park

Neighborhood Park

PARK SYSTEM MAP



LOCATION
1482 Cardinal Lane

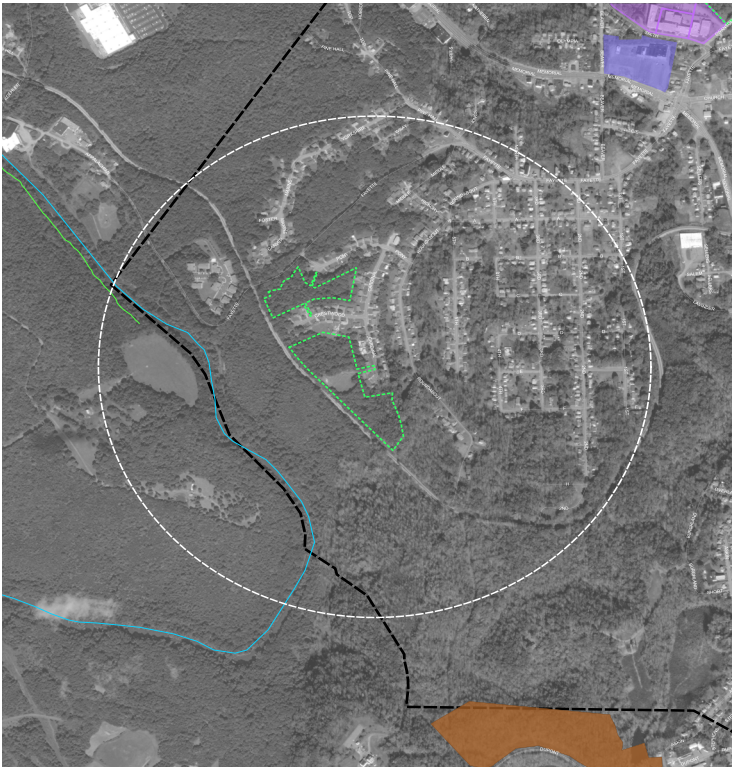
SIZE
13.72 Acres

EXISTING AMENITIES
Ball Diamond
Basketball Court
Restroom
Playground

10 MINUTE WALK
West End Park is only served by a 10-minute walk to the West End Neighborhood. The neighborhood is bordered on the west, south and east by the railroad. To the west beyond the railroad the Smith River and Fieldale Trail are within the 10-minute walk radius, but pedestrian access does not exist to either amenity.

PARK CHARACTER AND EXPERIENCE
West End Park is a neighborhood park with a restroom facility, basketball court, playground and baseball field. There is only one access to the park, which is the driveway into the park between two houses near the end of Cardinal Lane.

10 MINUTE WALK MAP



CHALLENGES:

- ACCESS
- The park has a steep driveway entrance that is located between two houses
 - There is no sidewalk or pedestrian path to the park
 - There is no parking area

- DEFERRED MAINTENANCE
- Needs new benches, picnic tables and litter receptacles
 - It doesn't appear that the baseball field is maintained or used for league play
 - Drinking fountain is not operational
 - Play equipment is in disrepair and is not safe

- NOT ENOUGH AMENITIES
- Especially for children - most survey respondents that live in the West End neighborhood have children between the ages of 5-12 years old and they play in the street due to not having play equipment at the park
 - Many survey respondents mentioned that they would like to see a renovated basketball court and a walking trail

- SAFETY
- The park is downhill from the street and activity can not easily be monitored. Recommendations for safety include lighting and security cameras

West End Park

Neighborhood Park

PARK RATING SCORE

2

West End Park received a poor rating primarily due to inadequate lighting, the condition of aging play equipment, the basketball court, restroom facility, baseball field, drinking fountain and site furnishings.

EXISTING CONDITIONS MAP



EXISTING SITE PHOTOS



PROPOSED PARK IMPROVEMENT RECOMMENDATIONS:

PARKING & ACCESSIBILITY

- Improve pedestrian accessibility from the parking area
- Implement a new parking area that can accommodate more visitors

ENHANCE RECREATIONAL OPPORTUNITIES

- Transform the baseball field into a multipurpose field
- Install a playground

PROVIDE AMENITIES

- Many survey respondents requested a restroom facility
- Drinking fountains are inoperable
- Replace benches and litter receptacles
- Add a small picnic area

IMPROVE SAFETY

- Install lighting over parking area and near the baseball field

COMMUNITY FEEDBACK:

"update everything there"
"new basketball courts"
"sidewalk for kids to walk to the park"
"needs a working restroom"
"doesn't feel safe"
"picnic area, better basketball courts and more parking"
"more activities for the kids"
"a place to take my dog"
"fix the bathrooms"

CONCEPT DIAGRAM



WEST END	
SITE PREP + GRADING	\$75,000
SITE FURNISHINGS	\$18,000
PLAYGROUND	\$110,000
PLANTINGS/LAWN	\$25,000
PEDESTRIAN HARDSCAPES	\$40,000
VEHICULAR HARDSCAPES	\$100,000
SPORT COURTS	\$50,000
ATHLETIC FIELDS	\$0
SHELTERS/BUILDINGS	\$150,000
UTILITIES/STORM	\$30,000
SIGNAGE IMPROVEMENTS	\$8,000
SUBTOTAL:	\$606,000
CONSTRUCTION CONTINGENCY (20%)	\$121,200
DESIGN + SURVEYING + TESTING (11%)	\$66,660
SUBTOTAL:	\$793,860
ESCALATION (3% PER YR)	\$23,816
2 YEARS (IMMEDIATE NEED)	\$47,632
PROJECT TOTAL:	\$841,492

VISION & IMPLEMENTATION

Proposed Park Improvements

Prioritization Approach

Given our physical assessments, community input, and balancing expectations, we recommend the following prioritization for the park improvements, organized around when to complete:

Parks	Improvement Costs	2 years	5 years	10 years
Cole Carol	\$260,625		\$260,625	
Beav Creek	\$210,910			\$210,910
Baldwin	\$1,583,004	\$1,583,004		
Chatham Hts	\$733,666		\$733,666	
Hooker Field	\$311,846			\$311,846
Jackson St	\$170,235		\$170,235	
Oak St	\$81,351		\$81,351	
J Frank Wilson	\$2,068,425		\$2,068,425	
J Russelll Mason	\$982,238			\$982,238
Southside	\$1,422,136			\$1,422,136
Spruce St	\$482,080			\$482,080
West End	\$841,492	\$841,492		
Victor Lestor	\$253,092		\$253,092	
Totals	\$9,401,097	\$2,424,496	\$3,567,392	\$3,409,210

System-Wide Recommendations

- Branding, identity, signage for system and/or department - each park to be shown as part of the system with cohesive signage
- Create maintenance plan/strategy for system
- Revisit recreation programming aspect - does the city take a more active role in activating their parks such as:
Yoga, movies in the parks, led nature walks, volunteer activities, kids crafts, teen activities, holiday events, etc.
- Consider acquiring land in southeast part of city for new parks - where 10-minute walk is not achieved
- Consider creating urban splashpad in uptown - as shown in adjacent imagery - cost expectations would be \$1,500,000-\$2,000,000
- Seek grant sources for projects, particularly where park uses/vision aligns - such as an environmental education grant for J. Russell Mason park, Harvest Foundation Support for Multiple Parks, and State of Virginia Funds For Community Recreation & Opportunities

FAYETTE SQUARE PROPOSED URBAN SPLASHPAD LOCATION



PRECEDENT IMAGES



APPENDIX

Appendix A - Park Assessment Scores

OVERALL PARK SCORES

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

BALDWIN PARK SCORE

Dana O. Baldwin Park				
PARK ELEMENT	QUANTITY	QUALITY	NOTES	
BUILDINGS (RESTROOM)	1	1	locked. Not operational	
BUILDINGS (SHELTER)	1	3	overall good condition. Roof has smoke damage from grills. Stairs need handrail and are overgrown with shrubbery.	
BLEACHERS (PERMANENT)	1	1	concrete bleachers in good condition. Need handrails	
FIELDS (BASEBALL)	1	1	no bases. Only backstop remains. Field is well-mowed but is not a baseball field, has become a multi-purpose field	
COURTS (BASKETBALL)	1	1	asphalt surface in poor condition. Not a full court, just two goals. Backboards and poles are rusty and have chipped paint.	
COURTS (TENNIS)	1	1	surface in poor condition. Nets are new but are not on the poles	
FURNISHINGS (BIKE RACKS)	1	4	says "Activate Martinsville Henry County"	
FURNISHINGS (DRNKING FOUNTAINS)	2	1,4	leaf debris and vegetation growing over fountain next to shelter. Not operational. Fountain near playground is new and in good condition.	
FURNISHINGS (GRILLS)	2	1	grills are installed under shelter. Fire hazard.	
FURNISHINGS (PICNIC TABLES)	6	1,3	2 are rated a 1, 4 are rated a 3. rusty, chipped paint	
FURNISHINGS (WASTE/RECYCLING)	4	3		
OPEN LAWNS	1	4		
PARKING AREAS	1	2	weedy asphalt, leaf debris in parking lot, no striping or ADA spaces to shelter.	
LIGHTS (PARKING AREAS)	1	4	over driveway not parking	
LIGHTS (PEDESTRIAN)	1	4	next to restroom building	
PLAYGROUNDS	2	3,1	upper play area - no major safety issues. Half of the play equipment is old/outdated. Lower play area - safety concerns with swings, old outdated chipped equipment. Needs replacing.	
SIGNS (MONUMENT/ENTRY)	2	1	old brown sign. needs to be updated.sign on gate is faded and chipping. Needs replacement.	
SIGNS (RULES/REGULATIONS)	14	3	most are on the street near playground	
STORMWATER DEVICES	2	2	bioretention area next to field. Culvert under parking area is rusted, bent. No cover on pipe. Ashpalt directly on top.	
WALKING PATHS (MULCHED/GRAVEL)	3	1	nature trail (did not walk it) there appears to be an overgrown path that goes to the retirement home. Also noticed on google maps that there may be a natural path (border st) from New York Ave in adjacent neighborhood. One from elementary school?	
MISCELLANEOUS			gate for driveway, parking and shelter is locked. Asphalt drive has potholes.	
			neighborhood park. Adjacent to Albert Harris elementary school, hairston home for adults	

BEAVER CREEK RESERVOIR SCORE

Beaver Creek Reservoir				
PARK ELEMENT	QUANTITY	QUALITY	NOTES	
BUILDINGS (RESTROOM)	1	3	rusty hand dryer. Needs soap/general maintenance	
BUILDINGS (SHELTER)	1	4	great condition with the exception of some graffiti	
FURNISHINGS (GRILLS)	3	2,3	some rust. Need cleaning	
FURNISHINGS (PICNIC TABLES)	4	3,4		
FURNISHINGS (WASTE/RECYCLING)	4	4		
PARKING AREAS	1	3	surface in good condition. Needs striping and marking	
LIGHTS (PARKING AREAS)	3	4	2 in parking area, 1 over playground	
PLAYGROUNDS	1			
SIGNS (MONUMENT/ENTRY)	1			
SIGNS (RULES/REGULATIONS)	14	4		
WALKING PATHS (MULCHED/GRAVEL)	1	3	some erosion on trail going to picnic shelter	
MISCELLANEOUS			rentable canoes and kayaks. Non-motorized boats	

CHATHAM HEIGHTS PARK SCORE

Chatham Heights Park				
PARK ELEMENT	QUANTITY	QUALITY	NOTES	
BUILDINGS (RESTROOM)	1	2	Needs pressure washing	
BUILDINGS (SHELTER)	1	4	Roof needs cleaning. Structure is sound, but has graffitti and needs painting.	
BLEACHERS (PERMANENT)	1	1	Rusted, bent, dirty	
FIELDS (BASEBALL)	1	3	Backstop is damaged and needs repair, litter on field	
			Fence has holes, court surface is ponding and needs replacement, goals need paint and new nets	
COURTS (BASKETBALL)	1	1		
FURNISHINGS (BENCHES)	4	see notes	1,4,1,3 rating - two benches in playground area are both in good shape	
FURNISHINGS (DRNKING FOUNTAINS)	1	1	isn't working	
FURNISHINGS (GRILLS)	2	1	poor - need replacing	
FURNISHINGS (PICNIC TABLES)	3	3	3 large picnic tables 6 or 8 seats on each. Need to be painted	
FURNISHINGS (WASTE/RECYCLING)	2,1	1,4	poor - need replacing	
PARKING AREAS	2	2	Need striping, ADA spaces and signage	
LIGHTS (PARKING AREAS)	1	1	1 over drive aisle. None in parking lot	
PLAYGROUNDS	1	1	Swings need immediate attention - unsafe, aging structures	
SIGNS (MONUMENT/ENTRY)	1	1	in poor condition - needs to be replaced	
SIGNS (RULES/REGULATIONS)	8	1	in poor condition - need to be replaced	
WALKING PATHS (MULCHED/GRAVEL)	1	3	nature trail - litter removal. Nature trails here are usually natural, crusher run or asphalt	
MISCELLANEOUS NOTES			stairs to basketball court have exposed rebar, subgrade is eroded - safety concern - needs immediate attention	
			natural science museum had mentioned working with the City on the park - potentially connecting a footbridge from museum	
			mention of pickleball interest	
			potentional for mountain biking/cyclocross	
			Patrick Henry Elementary School next door	

COLE & CAROL STREET PARK SCORE

Cole & Carol Street Park				
PARK ELEMENT	QUANTITY	QUALITY	NOTES	
FURNISHINGS (PICNIC TABLES)	1			
FURNISHINGS (WASTE/RECYCLING)	1	1	broken. Needs replacement	
LIGHTS (PARKING AREAS)	1			
LIGHTS (PEDESTRIAN)	6	4	street lights around the perimeter of park	
PLAYGROUNDS	1			
SIGNS (MONUMENT/ENTRY)	1	4		
SIGNS (RULES/REGULATIONS)	1	3		
STORMWATER DEVICES	2	2	debris blocking culvert. Needs to be cleared.	

HOOKER FIELD SCORE

Hooker Field				
PARK ELEMENT	QUANTITY	QUALITY	NOTES	
BUIDINGS (CONCESSION)	2	4	large concession under construction. Small concession stand needs paint. Has rusted roof.	
BUILDINGS (RESTROOM)	1	3		
BUILDINGS (SHELTER)	3	4	2 small shelters and 1 large over bleachers. Attached to concession stand.	
BLEACHERS (PERMANENT)	3	4		
FIELDS (BASEBALL)	1			
FURNISHINGS (PICNIC TABLES)	4	3		
FURNISHINGS (WASTE/RECYCLING)	8	4		
			99 striped spaces in main lot including 4 ADA. Unstriped paved area accomodates about 9 cars. Large overflow lot on bethel ln in grass area. Need to measure area/count spaces. Main parking area needs to be reconfigured/restriped. Could potentially gain spaces	
PARKING AREAS	3	3		
LIGHTS (PARKING AREAS)	4	4	lights are new	
LIGHTS (FIELD)	7	4		
			1 large sign in parking area needs bollards. Posts are anchored in a parking space. Sign appears to be new but needs to be relocated.	
SIGNS (MONUMENT/ENTRY)	2	3		
SIGNS (RULES/REGULATIONS)	7	4		

J. FRANK WILSON MEMORIAL PARK SCORE

J. Frank Wilson Memorial Park				
PARK ELEMENT	QUANTITY	QUALITY	NOTES	
BUILDINGS (RESTROOM)	1	1		
			A lot of graffitt in the stone shelter. Roof in good condition but gutters need cleaning. Both need painting.	
BUILDINGS (SHELTER)	2	2		
BLEACHERS (MOVEABLE)	1	4		
DISC GOLF	1	3	needs general maintenance - removing vegetation off of the course	
FURNISHINGS (BENCHES)	2		Donor bench - rating 4. Playground bench - chipping paint, rating 2	
FURNISHINGS (DRINKING FOUNTAINS)	2	4		
FURNISHINGS (GRILLS)	4	1	all grills need replacing. Rusted and have holes	
			12 tables in stone shelter rating 2 (graffiti and chipped paint), 1 in playground rating 4, 3 in other shelter rating 2 chipped paint, carving	
FURNISHINGS (PICNIC TABLES)	16	see notes		
FURNISHINGS (WASTE/RECYCLING)	8	1	all trash cans are in poor condition - need replacement	
PARKING AREAS	4	3	2 gravel and 2 asphalt	
LIGHTS (PARKING AREAS)	4	4	3 over drive aisle, 1 in parking area near stone shelter	
PLAYGROUNDS	1			
SIGNS (MONUMENT/ENTRY)	2			
SIGNS (RULES/REGULATIONS)	33	2	need consistence branding on signage. Several types. 18 of these are disc golf hole numbers	
STORMWATER DEVICES	3	2	storm drain is partially clogged, retaining wall over culvert appears to be failing, other culvert has a crack in bottom	
WALKING PATHS (PAVED)	1	1	Asphalt ramp at shelter 2 is not accessible. Cracks in pavement	
WALKING PATHS (MULCHED/GRAVEL)	1	3	nature trail has some nice elevation change, needs a defined path and wayfinding	
MISCELLANEOUS			2 Fireplaces rating 3. functional but need cleaning	
			2 hosebibs - 1 at each shelter in good working condition - rating 3	

J. RUSSELL MASON PARK SCORE

J. Russell Mason Park				
PARK ELEMENT	QUANTITY	QUALITY	NOTES	
BUILDINGS (RESTROOM)	1	1	not in use. In very poor condition.	
BUILDINGS (SHELTER)	1	3	minor cracks in concrete slab, graffiti on floor, tables and shelter, light in shelter needs bulb and cover, small hole in shelter roof	
FIELDS (BASEBALL)	2	1	1 field is mowed. No plates/bases. Dugouts and backstop in very poor condition. Other field is not mowed and has become a meadow.	
COURTS (BASKETBALL)	1	1	surface needs to be replaced	
FURNISHINGS (BENCHES)	2	1	1 bench in each dugout	
FURNISHINGS (GRILLS)	2	1	1 grill is missing - only post exists. Should be removed or replaced for safety. Other grill needs to be cleaned.	
FURNISHINGS (PICNIC TABLES)	2	2	large tables (18'?), cracked paint - needs repainted, graffiti and carving on tables	
FURNISHINGS (WASTE/RECYCLING)	1	4		
PARKING AREAS	2	4,2	no ADA parking. 14 striped spaces, other lot doesn't have striping	
LIGHTS (PARKING AREAS)	1	4	1 light in unstriped asphalt parking area	
LIGHTS (FIELD)	7	4		
PLAYGROUNDS	1	3	Miracle. Play structure is in good condition. Swings need to be replaced.	
SIGNS (MONUMENT/ENTRY)	1	4	small, inconsistent monument signage	
SIGNS (RULES/REGULATIONS)	4	4		
STORMWATER DEVICES	1	2		

JACKSON STREET CHILDREN’S PARK SCORE

Jackson Street Children's Park				
PARK ELEMENT	QUANTITY	QUALITY	NOTES	
COURTS (BASKETBALL)	1	3		
FURNISHINGS (BENCHES)	1	2	paint chipping. Needs attention	
FURNISHINGS (PICNIC TABLES)	1	1	needs replacement. Seats are rotten and paint is chipping.	
FURNISHINGS (WASTE/RECYCLING)	1	1		
LIGHTS (PEDESTRIAN)	1	4	street light on corner over sidewalk	
PLAYGROUNDS	1	3	merry go round chipping and rusty. Rest of equipment is aging but in fairly good shape.	
SIGNS (DONOR)	1	1		
SIGNS (MONUMENT/ENTRY)	1	1		
WALKING PATHS (PAVED)	1	4	sidewalk in ROW on Church St	
MISCELLANEOUS			FENCE IS DAMAGED ON JACKSON SIDE - NEEDS REPAIR. ONLY CHURCH SIDE FENCE DOESN'T GO AROUND PLAYGROUND AND IS UNSAFE. KIDS MIGHT RUN INTO STREET.	
			VEGETATION HANGING OVER SIDEWALK ON CHURCH ST	

OAK STREET PARK SCORE

Oak Street Park				
PARK ELEMENT	QUANTITY	QUALITY	NOTES	
COURTS (BASKETBALL)	1	1	only a temporary basketball goal	
OPEN LAWNS	1	3		
PLAYGROUNDS	1	2	1 merry-go-round	
SIGNS (RULES/REGULATIONS)	1	4		
WALKING PATHS (PAVED)	1	3	concrete stairs - railings need repair	

SOUTHSIDE PARK SCORE

Southside Park				
PARK ELEMENT	QUANTITY	QUALITY	NOTES	
BUIDINGS (CONCESSION)	1	2	In process of bidding new concession project	
BUILDINGS (RESTROOM)	1	1	restrooms are missing doors. Generally in poor condition	
BUILDINGS (SHELTER)	1	4		
BUILDINGS (STORAGE)	1	4		
BLEACHERS (PERMANENT)	8	3	some rust	
COURTS (BASKETBALL)	2	3	surface needs repair. Weeds in cracks	
FIELDS (BASEBALL)	4	3	fields are in general good condition. Are maintained regularly and used for tournaments.	
FURNISHINGS (BENCHES)	8	4	new benches in dugouts	
FURNISHINGS (DRNKING FOUNTAINS)	2	3	fairly new fountains. Some paint chipping. Were not operational during visit	
FURNISHINGS (GRILLS)	2	1	under shelter next to play area. Need to be replaced	
FURNISHINGS (PICNIC TABLES)	6	3	some paint chipping	
FURNISHINGS (WASTE/RECYCLING)	9	2	3 are in great condition under shelter. All others are mismatched and rated a 2.	
PARKING AREAS	3	2	asphalt is cracking and weedy, especially in large lot near bottom	
LIGHTS (PARKING AREAS)	6	4	1 over drive aisle	
			fairly new gametime eqpt. Unsafe play surface. Tree roots are a trip hazard at merry go round and swing set.	
PLAYGROUNDS	1	2		
SIGNS (MONUMENT/ENTRY)	2	2		
SIGNS (RULES/REGULATIONS)	20	4		
STORMWATER DEVICES	2	1	unfenced culvert near playground. Culvert large enough for child to slide in.	

SPRUCE STREET PARK SCORE

Spruce Street Field				
PARK ELEMENT	QUANTITY	QUALITY	NOTES	
FIELDS (BASEBALL)	1	1	overgrown, no light	
FURNISHINGS (BENCHES)	2	1&4		
FURNISHINGS (DRNKING FOUNTAINS)	1	3	iconic fixture of the parks - some need repair but can serve as a common thread amongst parks	
FURNISHINGS (WASTE/RECYCLING)	2	1&3		
OPEN LAWNS	1	3	old baseball field	
PARKING AREAS	1	3	4-6 spaces at tennis court	
LIGHTS (PARKING AREAS)	1	3		
LIGHTS (PEDESTRIAN)	4	3	tennis court	
SIGNS (MONUMENT/ENTRY)	1	2	at baseball field	
SIGNS (RULES/REGULATIONS)	1	3	tennis court	
STORMWATER DEVICES	2	1&3	one is collapsing	
TENNIS COURTS	2	3	used a lot but older, rusty, cracking	
MISCELLANEOUS			future dick & willie extends from across the road and down sidewalk to existing bldg	
			Leon mentioned that tennis courts and field are used regularly by families	
			harvest foundation mentioned pickleball courts planned here	

WEST END PARK SCORE

West End Park				
PARK ELEMENT	QUANTITY	QUALITY	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	
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.	

VICTOR A. LESTER PARK SCORE

Victor A. Lester Memorial Park				
PARK ELEMENT	QUANTITY	QUALITY	NOTES	
BUILDINGS (SHELTER)	1	1	gazebo. Holes in roof	
FURNISHINGS (BENCHES)	2	2	need paint	
FURNISHINGS (DRNKING FOUNTAINS)	1	2	leaking when on. Needs repair	
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 graffitti 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	



Public Engagement Summary

Public Parks Improvement Plan for Martinsville, Virginia

Prepared for:

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1 - Project Summary

The City of Martinsville engaged Site Collaborative and community facilitator subcontractor River District Consulting Group to develop a Public Parks Improvement Plan anchored by strong community engagement activities. Site Collaborative's recommendations for the Parks Improvement Plan can be used as guidance for specific community-wide park improvements and renovations.

In collaboration with the City of Martinsville and Site Collaborative, River District Consulting Group (RDCG) conducted public outreach and engagement activities to learn more about public experiences regarding the Martinsville park system in an effort to inform Site Collaborative's recommendations to best improve the parks for residents.

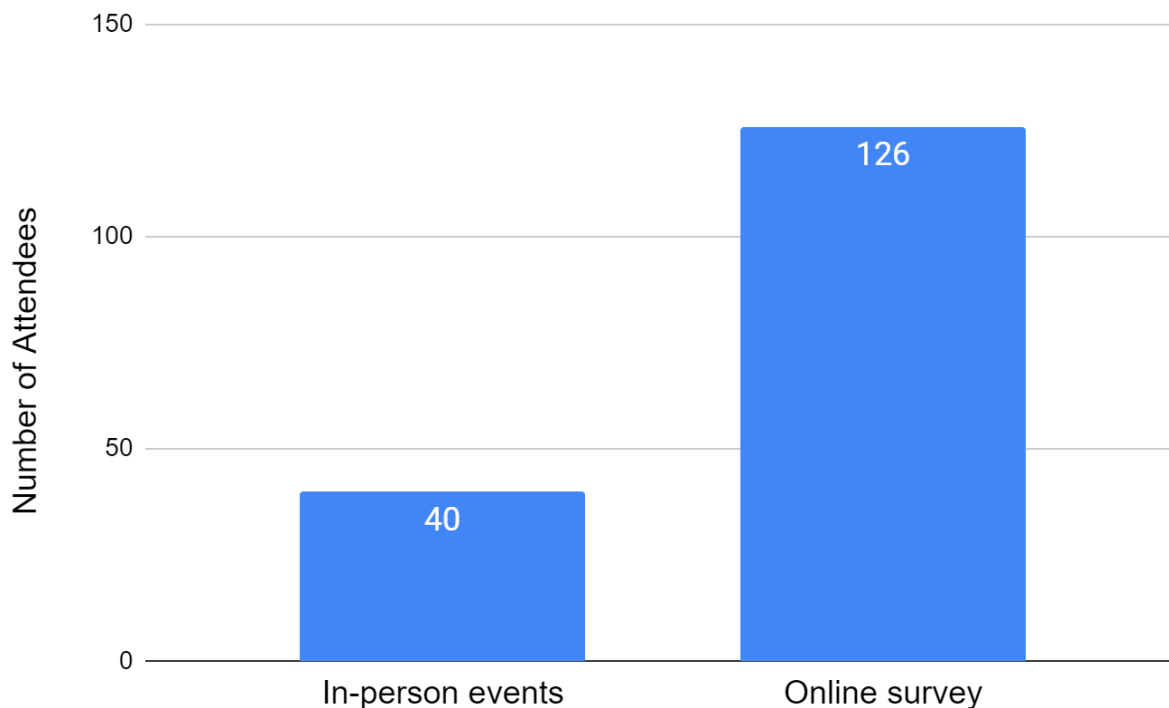
Special thanks are extended to members of the City's team, West Piedmont Planning District Community Development Director Kathleen McEvoy, City of Martinsville Community Development Specialist Hannah Powell, City of Martinsville Public Information Officer Kendall Davis, and City of Martinsville Mayor L. C. Jones, for their involvement in the Public Engagement activities and outreach.

2 - Public Engagement Methodology



In an effort to best learn about what residents of Martinsville want from the Park System, RDCG and Site Collaborative created a comprehensive outreach strategy that included public in-person engagement events at local parks or at facilities adjacent to local parks.

Additionally, an online survey was created to reach a larger subset of Martinsville residents. RDCG also compiled anonymous information collected through social media posts on The City of Martinsville's Facebook page.



Details surrounding the various engagement methods can be found below:

2.1 - Examples of engagement and communication activities include:

- In-person engagement events:
 - Four in-person engagement events at local parks and centers were conducted to learn more from residents and to encourage organic discussion

- Details of how the in-person engagement events were conducted can be found in Section 2.2
- Online survey
 - Using the in-person engagement events as a template, Site Collaborative and RDCG created an online survey for those unable to attend in-person events
 - The survey asked respondents various questions including, but not limited to:
 - Current park sentiments
 - Park system successes
 - Park system challenges and opportunities
 - Desired future park activities and equipment
 - This online option included the same questions as prompts in the in-person events to ensure data was captured appropriately
- Social media posts:
 - In collaboration with the City, “The City of Martinsville VA” Facebook page published various posts regarding the Martinsville Parks Project. Posts include:
 - Requests for residents to speak on their experiences at local parks
 - Prompts for residents to share improvement ideas at local parks
 - Informational posts providing details regarding in-person engagement events and the online survey

2.2 - The following public engagement events were conducted:

- 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

Site Collaborative and RDCG worked with the City of Martinsville internal team to establish locations, dates, and times of each meeting.

With the in-person engagement events, residents were invited to fill out a demographic survey before going to designated areas to participate in different activities.



Photo courtesy of The City of Martinsville Facebook Page

Attendees interacted with large printouts, where they rated the Park System on 'Care & Maintenance', described the best parts of specific parks, highlighted areas for improvement, and finally, detailed their favorite activities to do in parks from a researched list of options compiled by Site Collaborative and RDCG.

2.3 - Outreach methods (detailed)

RDCG, in collaboration with Site Collaborative and the City of Martinsville, worked diligently to provide information to City residents in an effort to best capture public sentiment surrounding the City's park system.

Email campaigns were conducted by the City and partners, such as the Virginia Museum of Natural History and Martinsville YMCA, to alert residents of the in-person engagement events, as well as the availability of the online survey.

A total of 8 social media posts were posted directly to 'The City of Martinsville' Facebook page. Additional posts and shares were conducted by partners such as United Way of Henry County and Martinsville Uptown.

Handouts with QR codes linking to the online survey and community meeting information were placed in locations around the City, including local businesses, YMCA, VMNH, and more.

Handouts with QR codes linking to the online survey were handed out at “car-rider lines” at elementary schools and middle schools in the City. Schools included Patrick Henry Elementary School, Albert Harris Elementary School, and Martinsville Middle School.

Two press releases were drafted and distributed by the City dedicated to the community meetings, the online survey, and the Park Improvement Plan project.

Facebook Live posts were facilitated by the City’s Public Information Officer, Kendall Davis, to increase awareness and promote the engagement methods detailed above.

3 - Public Engagement Key Findings

When looking at the data collected holistically, major themes regarding Martinsville’s Park system presented themselves. These themes will be highlighted here, with additional context and information from each data set below.

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.

3.1 - Themes in feedback

The following feedback received during conversations with the public represents a variety of common themes that emerged during the public engagement events. This includes themes from in-person events, the online survey, and social media responses. Each section will be broken down below.

3.1.1 - In-person engagement event insights

According to participants from the in-person engagement events, a variety of insights were gathered to better understand dynamics surrounding the Martinsville Park system. By combining open-ended questions and close-ended questions, Site Collaborative and River District Consulting Group have compiled the data to show themes around Martinsville's parks.

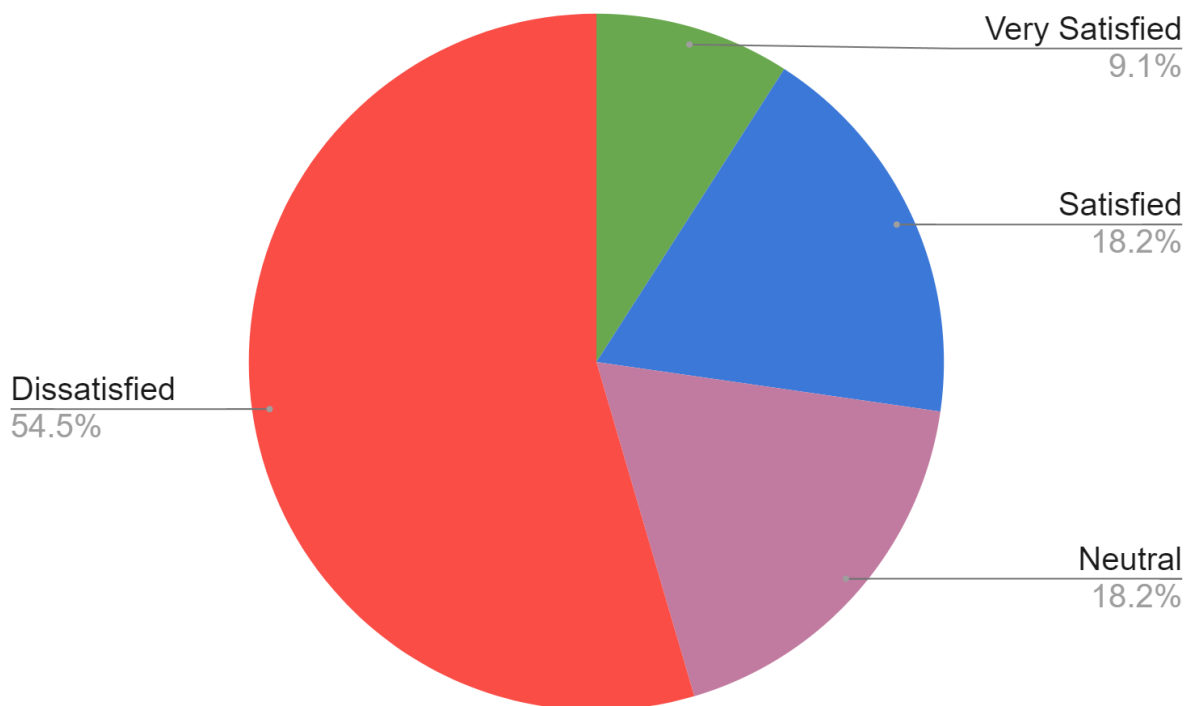
This includes current shortcomings and positive aspects, transportation to the park, insights into Care & Maintenance, as well as desires from the Martinsville Park System.

Approximately 40 people attended the in-person events. Please note that this is an approximation due to a small number of attendees who declined the demographic survey provided at the beginning of the session.

Results of the Care & Maintenance ranking board

During the session, attendees were asked to rank how they felt about the Care & Maintenance of parks located in Martinsville. Respondents were asked to choose between Very Satisfied, Satisfied, Neutral, and Dissatisfied.

22 attendees responded to this question. You can find the results below:



As we continue through common themes of the in-person engagement events below, it's clear that park visitors feel strongly about Care & Maintenance throughout the Martinsville Park System.

Common themes from the question 'What are the best parts of the parks in Martinsville?'

Attendees were asked to provide aspects that they believe make Martinsville's parks great. 19 responses were collected in total.

The most common theme from this question is in regards to convenience and availability. Park visitors enjoy the variety/number of parks throughout the city and appreciate that they typically have a park close to where they live.

Other themes found in the responses to this question include: Availability of shelters/picnic areas, the peace & quiet found in the parks, and that park visitors can experience nature in the parks.

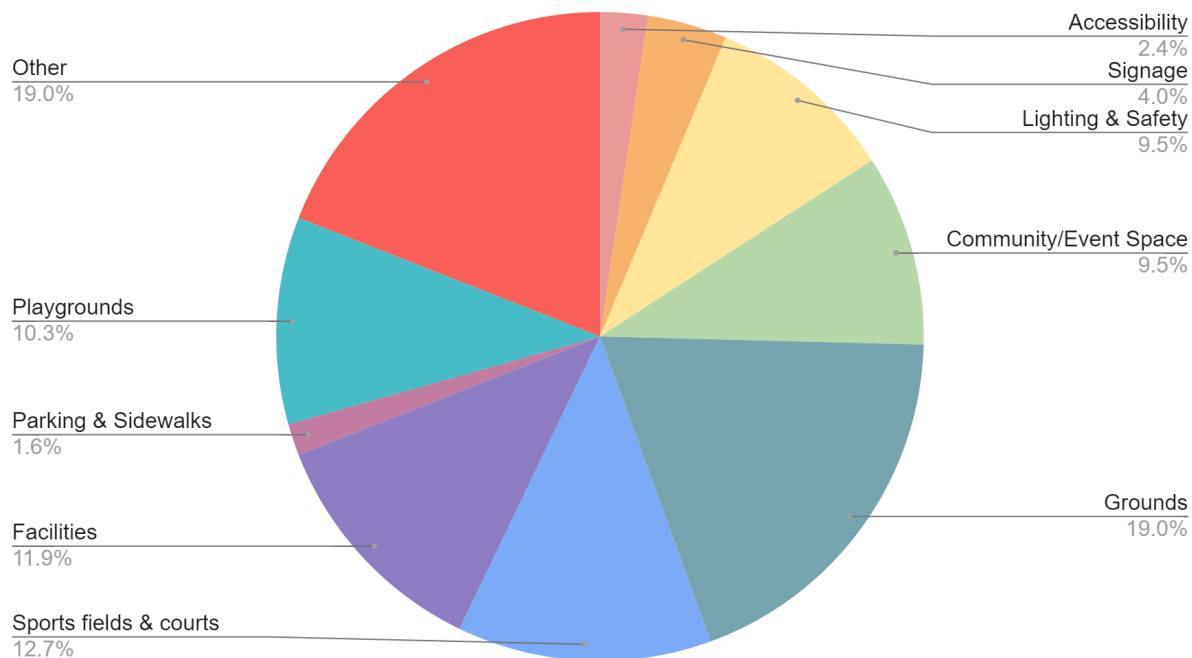
Common themes from the question ‘What areas need work in Martinsville parks?’

Attendees were asked to provide areas that need work in the Martinsville parks. 32 responses were collected in total.

The most common theme from this question is in regard to updating and improving the local parks. This includes updating playground equipment, improving Care & Maintenance, improving/adding additional picnic shelters, and improving basketball courts.

Other themes found in the responses to this question include: Improved Lighting & Safety, improving/adding trails in the parks, and improving accessibility to on-site bathrooms.

Common themes from the question ‘What would make the parks better?’



During the in-person engagement events, 24 responses (out of 126 total answers to the question) noted that an increased focus on improving the Grounds (which includes care & maintenance, trails, and landscaping) would benefit the local parks.

Another 16 responses stressed the importance of improving Martinsville Park's Sports Fields and Courts. Attendees noted issues with basketball court and hoop upkeep, as well as a lack of specific fields (including baseball, football, and softball).

14 responses also highlighted the need for upgraded Facilities (which includes shelters, bathrooms, and concessions). One prevalent theme from these responses regards updated and accessible bathrooms across Martinsville's Parks.

The next largest theme displayed was the desire for increased focus on Event and Community Spaces located within Martinsville Parks. 13 responses presented the need for more community spaces, upgraded event spaces, and electricity needs to host events.

13 responses expressed the desire for improved Playgrounds. The common theme for this response revolved around the need for upgraded playground equipment.

Additional themes presented during this question include the need for increased/improved signage, stronger safety measures (lighting, park monitors, etc.), and improved accessibility options for navigating the parks.

When looking at the 'Other' category, answers varied, with notable themes including better road access to parks and more recreational programs.

When discussing individual parks, three Martinsville Parks received the majority of comments: Dr. Dana O. Baldwin Memorial Park, West End Park, and J. Frank Wilson Memorial Park.

Visitors to Baldwin Park noted the following major themes on how to make the park better: update equipment, improve lighting and safety, better basketball courts (regulation size and goals), access to bathrooms, electricity for event spaces, and update shelters and event spaces.

Visitors to West End Park noted the following major themes on how to make the park better: Improve basketball courts, improve lighting and safety, update equipment and shelter spaces, available rental spaces, park maintenance, improve entrances, and improve bathrooms.

Visitors to J. Frank Wilson Memorial Park noted the following major themes on how to make the park better: update playground equipment, improve basketball courts/goals, garden areas, safety and lighting, park maintenance, trail repair, access to bathrooms, and the addition of more events in the park.

Visitors to other parks in the Martinsville system noted the following major themes on how to make the parks better: improve maintenance, improve lighting and safety, access to bathrooms, informative signage, and better sports fields and basketball courts.

Common themes from the question 'How do you get to the park?'

From the 17 responses to this question, 58% (10 responses) note they drive to the parks. 35% (6 responses) note they walk to the parks.

Common themes from the question 'If you do not use the parks, why?'

When presented with the question 'If you do not use the parks, why?', respondents' answers highlighted two main themes.

The top theme found during this section involves Sports Fields and Courts. Citizens noted that basketball courts were not maintained, basketball hoops were the wrong height, and attendees commented on the general field disrepair. 9 out of 31 responses related to this theme.

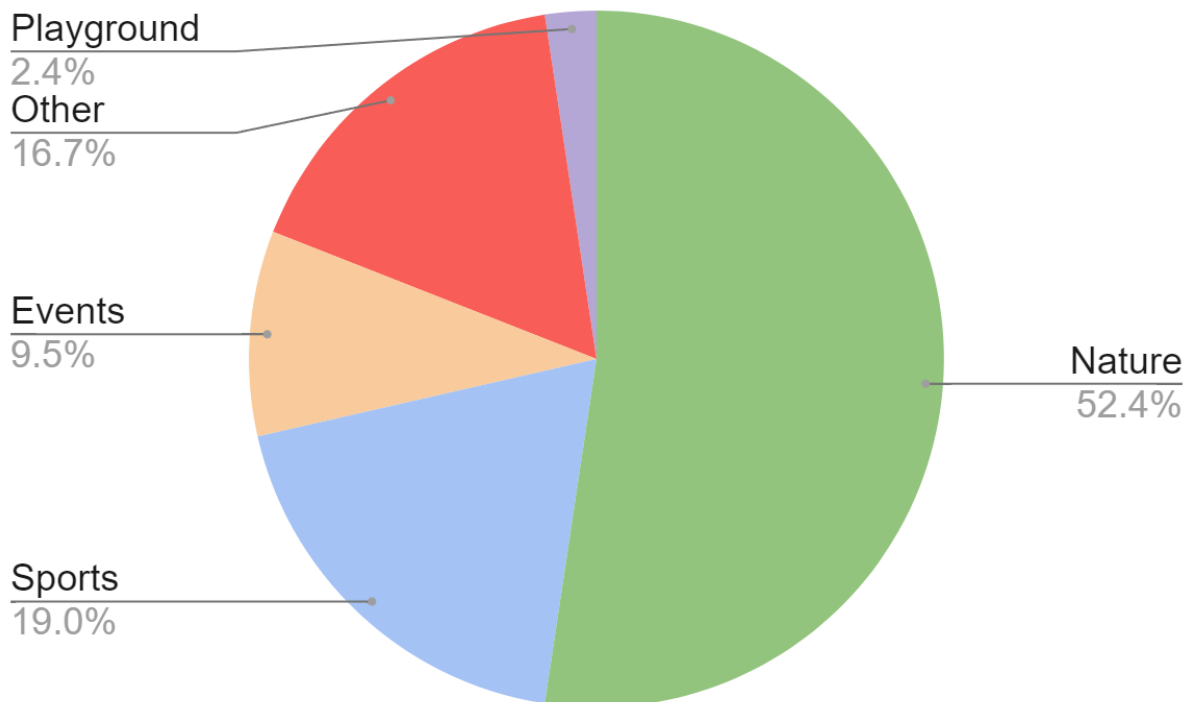
Lighting and Safety was the second most prevalent theme found with this question. 6 responses noted a lack of general safety and poor sightlines as the predominant reason for not visiting the parks.

When looking at specific parks in Martinsville, visitors of West End Park noted issues with outdated equipment, poor upkeep of basketball courts and baseball fields, bathrooms being closed, and parking issues.

Frequent visitors to Dr. Dana O. Baldwin Memorial Park noted issues with outdated equipment, poor upkeep of basketball courts, locked bathrooms, and safety concerns.

In regards to J. Frank Wilson Memorial Park, visitors expressed concerns regarding safety, general upkeep, and basketball and field disrepair.

Common themes from the question ‘What do you do at the park?’



When presented with the question 'What do you do in the parks?', respondents' answers highlighted the following themes:

23 responses (out of 42 answers in total) are themed around nature. Residents note that they use the parks to relax, walk, exercise on the trails, watch wildlife, work from their laptops, and just generally enjoy the nature around them.

7 responses all shared the theme of sports. Answers included playing basketball and baseball in the park, playing catch with their children, and others noted watching the Martinsville Mustangs play at Hooker Field.

4 responses detailed that they go to the parks for events, such as Juneteenth events and Movies in the Park.

In the 'Other' category, responses included dog walking and assisting in park cleanup efforts.

When looking at the individual parks within Martinsville, visitors noted using the J. Frank Wilson Memorial Park for relaxation, walking for enjoyment and exercise, and playing disc golf.

Visitors to Dr. Dana O. Baldwin Memorial Park focused on one main theme when discussing how they used the park. That theme is Events. Respondents specifically noted Juneteenth events in the park.

In regards to West End Park, visitors' responses were themed around sports, walking trails, and using the shelters and grills available to park visitors.

Common themes from the question ‘Which activities or improvements would you like to see in Martinsville’s Parks?’



Photo courtesy of The City of Martinsville Facebook Page

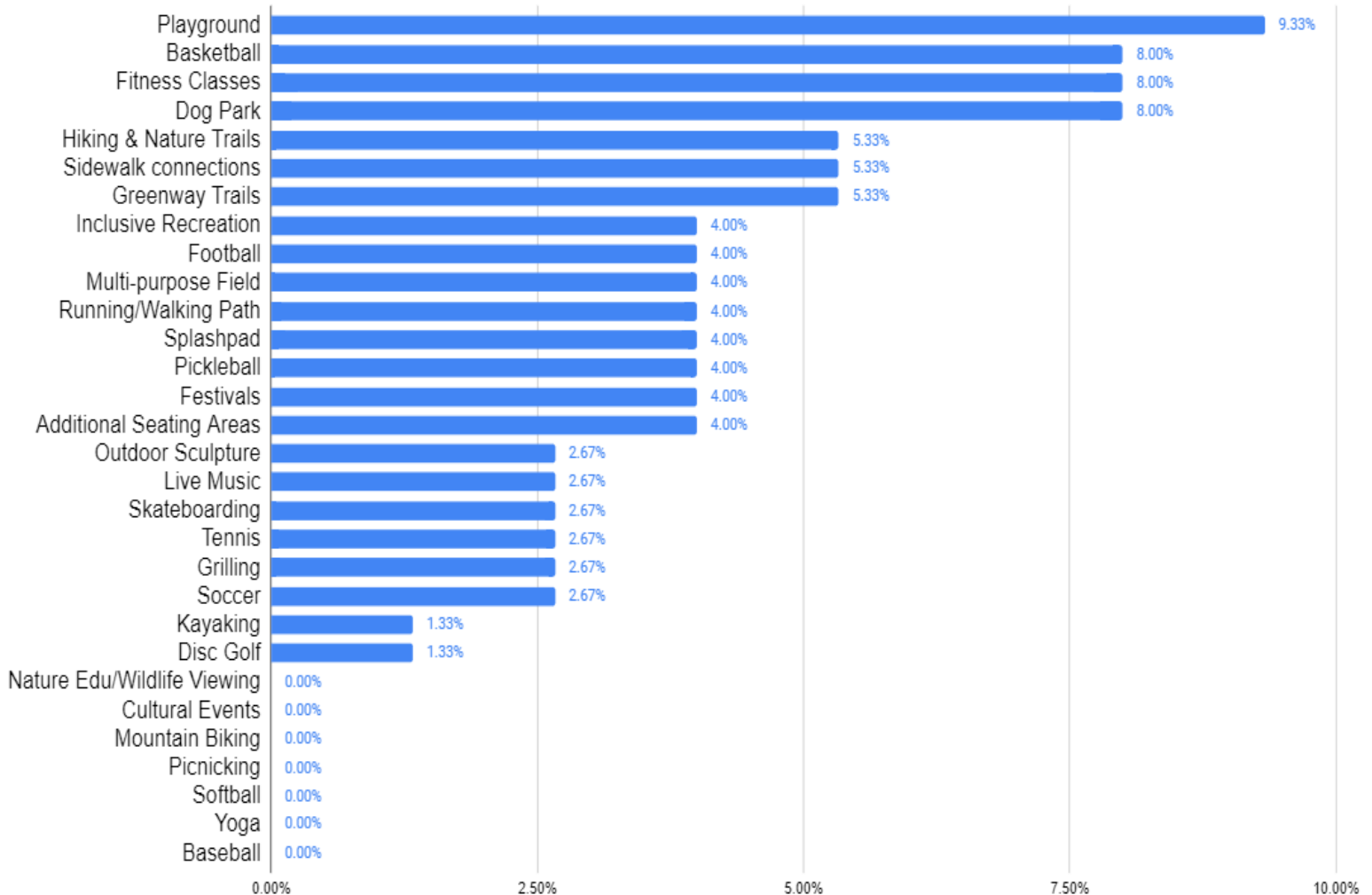
During the in-person engagement events, attendees were presented with large boards that displayed a variety of 30 activities to choose from, including activities not currently available in Martinsville Parks. Attendees then placed - three each - colorful dots on activities they would like to see (or improve upon) in the parks.

In total, 75 dots were placed on a variety of activities/desired improvements. The most popular answer, with 7 total dots, is Playgrounds, making up 9% of total responses. Attendees desired more playground options and improvements to currently available play areas.

The next most popular answer was a tie between Basketball, Fitness Classes, and Dog Parks. 6 people in total placed dots on each of these options, totaling 8% each for these responses. Interestingly, the desire for Dog Parks and Fitness Classes is not represented in as great of numbers when looking at the above, open-ended questions.

Other areas that park attendees noted in this portion of the engagement sessions include the addition/upgrading of: Greenway trails, sidewalk connections, hiking & nature trails, splash pads, events and festivals, pickleball, inclusive recreation, running & walking paths, outdoor sculptures, and tennis courts.

You can find the full results in graph form below:



In-person engagement events demographics results

Survey respondents at the in-person events were asked to provide their ZIP code in an effort to best understand who is using the Martinsville Parks.

In total, 32 responses were provided for this question. 30 responses listed Martinsville's ZIP code, 24112. 2 respondents declined to answer.

In addition to ZIP code requests, survey respondents were also offered an optional demographics section.

Questions here include: number of years lived in Martinsville, homeownership status, school-aged children in the home, survey respondents' age, gender, race/ethnicity, employment status, marital status, annual household income, primary transportation, and accessibility needs.

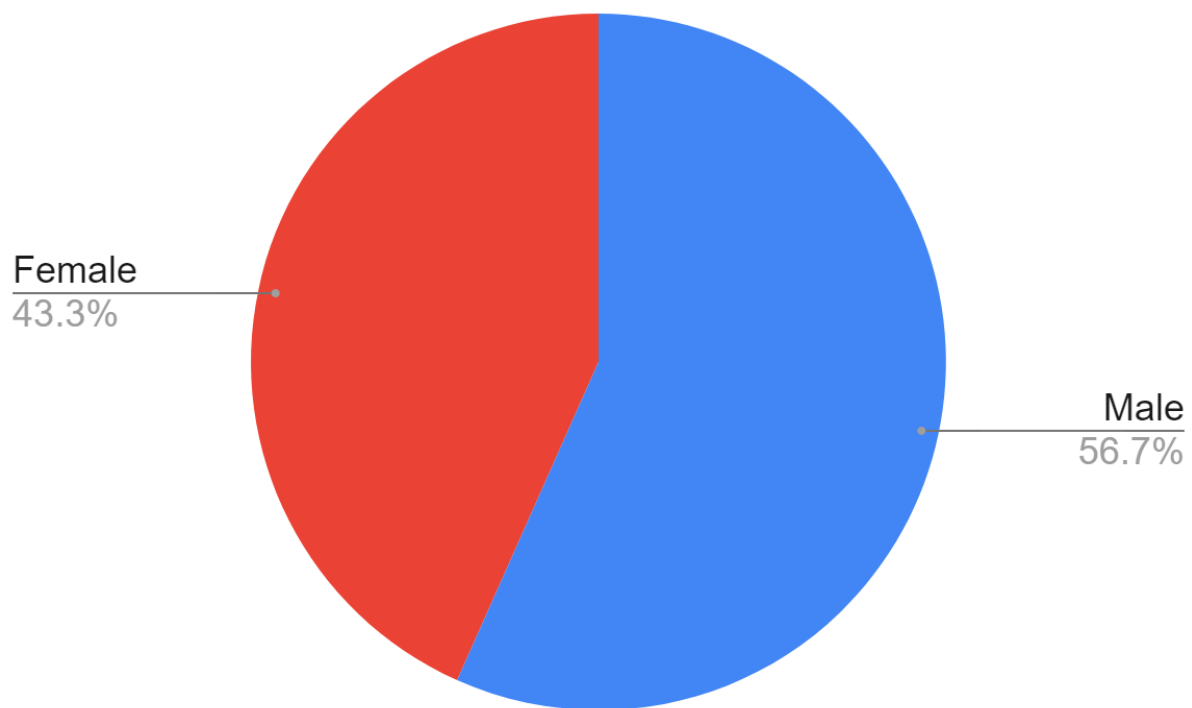
We have included key areas below:

Gender & Race/Ethnicity

In-person attendees were given the option to provide their Gender & Race/Ethnicity in the optional demographics portion of the survey.

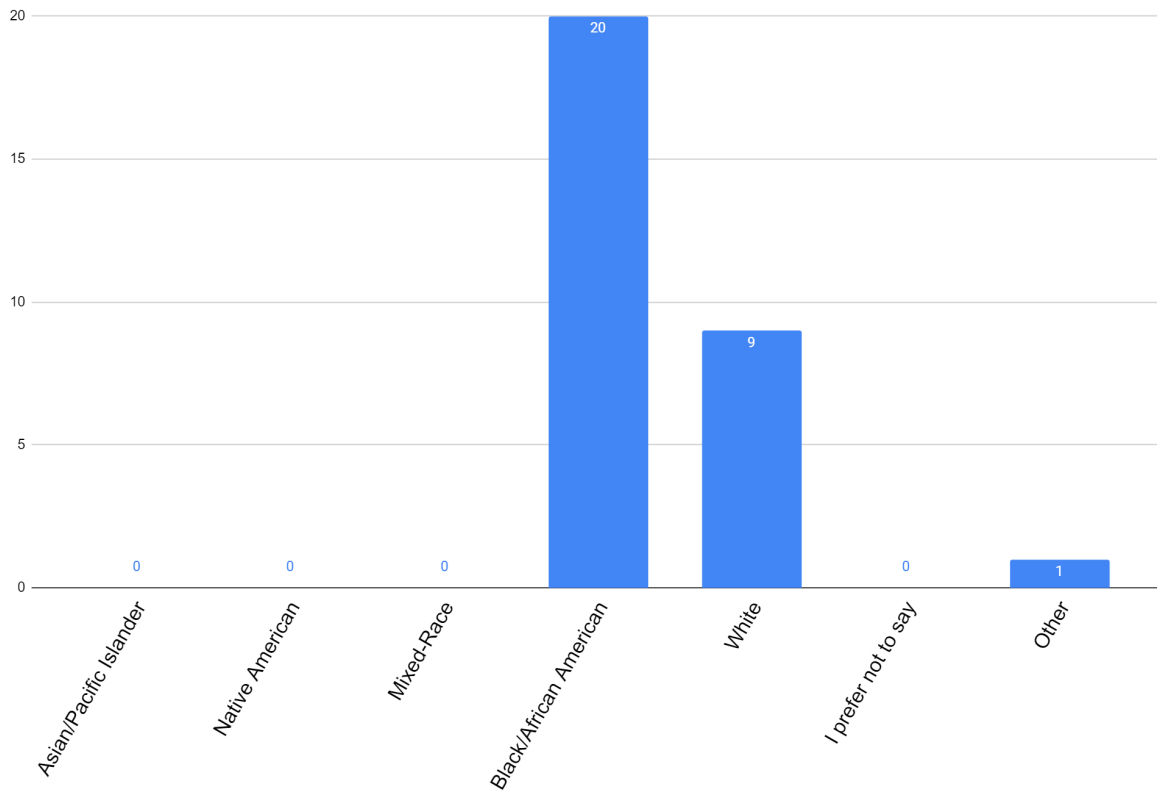
According to the results, 30 people in total answered the question requesting their gender. 2 survey respondents skipped the question.

13 respondents listed their gender as Female. 17 respondents listed their gender as Male.



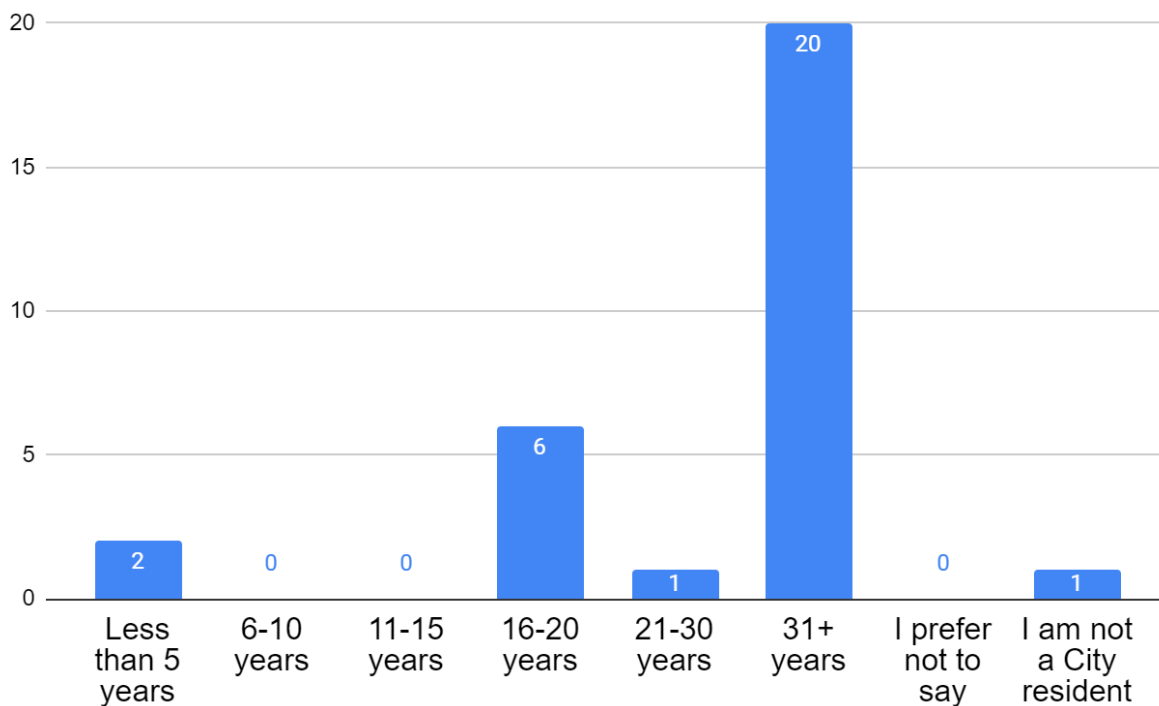
When looking at Race/Ethnicity, 30 survey respondents answered the question with 2 people skipping the question.

20 people (67%) listed their race as Black. 9 people (30%) listed their race as white. 1 person (3%) selected Other. This response correlated to Hispanic, Latino, or Other Spanish Heritage and has been accounted for below.



When asked if the survey taker was of Hispanic, Latino, or Other Spanish Heritage, 28 survey respondents answered with 4 people skipping the question. 2 respondents (7%) selected 'Yes.' Another 25 respondents (89%) selected 'No.' 1 respondent (4%) selected 'I prefer not to say.'

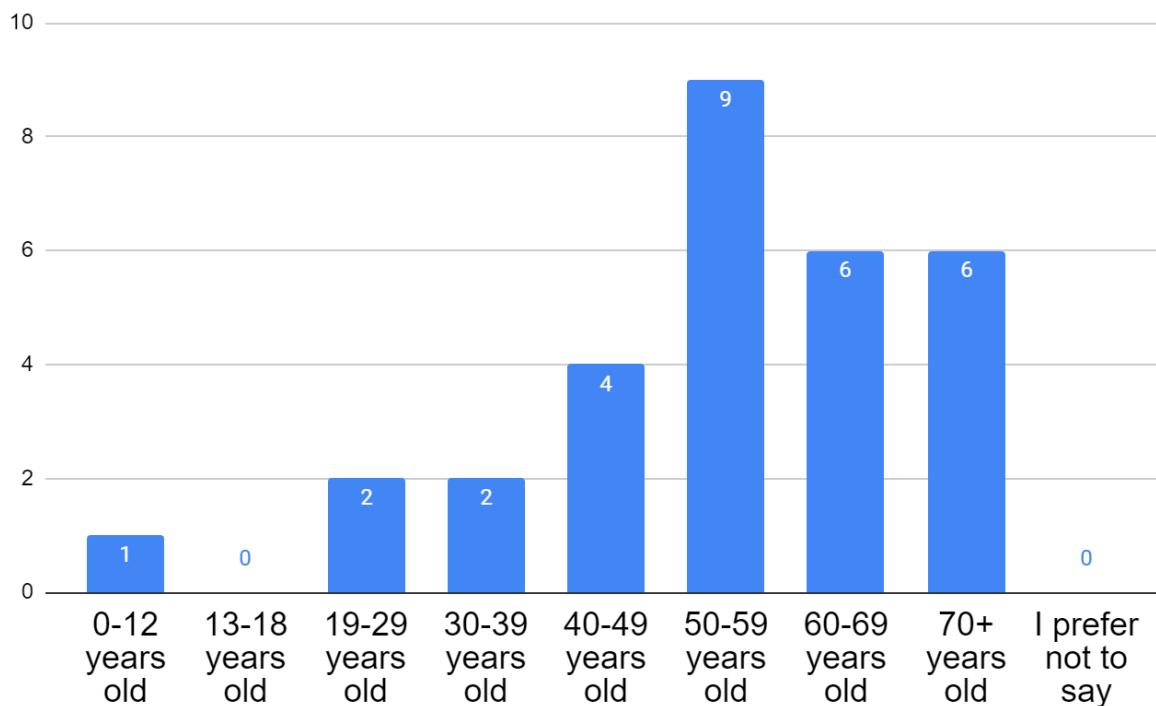
Time lived in Martinsville



The majority of respondents from the in-person events listed that they have lived in Martinsville for Over 31 Years. 67% of respondents selected this answer. The next most prominent timeframe listed was 16-20 Years (20%).

In total, 30 answers were collected here, with two people opting to skip the question. You can find the full breakdown below:

Age of survey respondents



Survey respondents were asked to provide their ages in the optional demographics section. 30 people responded in total, with two people opting to skip the question.

The most common age group found in the online survey correlates to the 50-59 age bracket. 30% of respondents selected this age group as their answer.

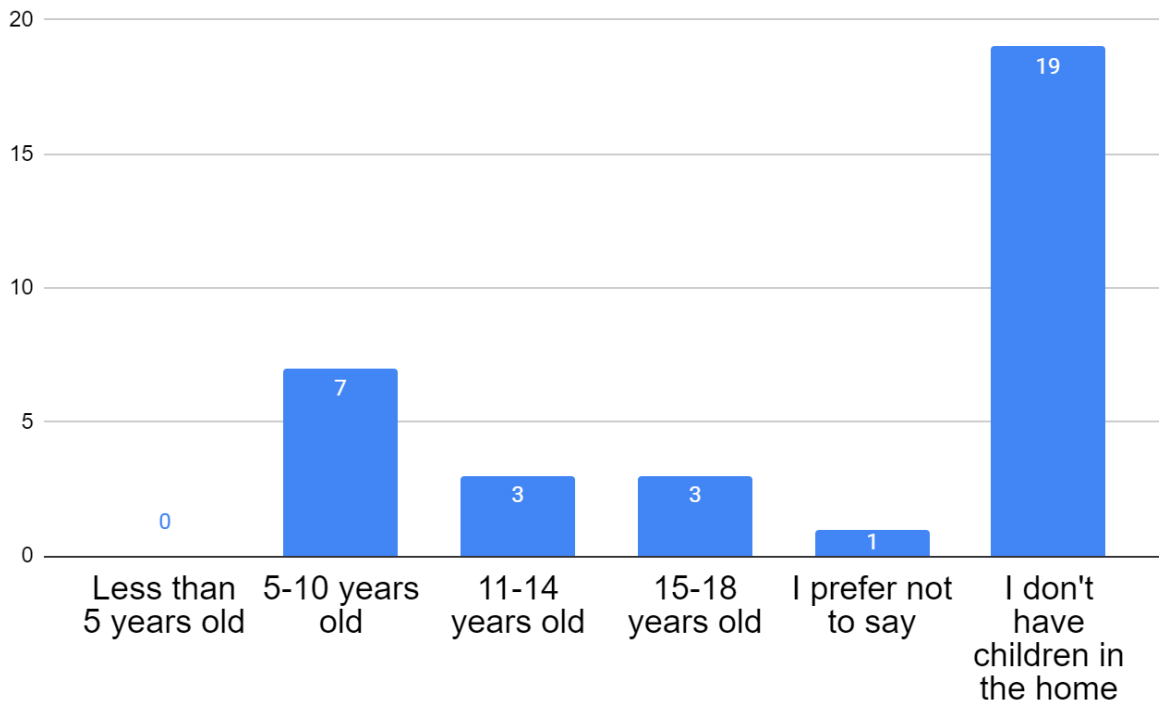
The next most common age group(s) among survey respondents are the 60-69 age group and the 70+ age group. 20% of the respondents selected each of these age groups.

Do school-aged children live in the home with you?

63% of respondents to this question listed that they have no school-aged children in the home. 33% listed that do not have school-aged children in the home. 3% preferred not to say. In total, 30 answers were collected here, with two people opting to skip the question. You can find the full breakdown below:

Ages for said children vary, with the largest majority falling in the 5-10 year old age group. 23% of survey respondents selected this age group. The next most prominent age groups (10%) were equal between 11-14 years old and 15-18 years old. 63% of responses selected 'I do not have children that live in the home with me.'

The full breakdown can be found below:



3.1.2 - Online survey insights

As part of the ongoing public engagement efforts in this project, a public opinion survey was developed and administered to solicit feedback from Martinsville residents.

The online survey was created for residents who were unable to make the in-person engagement events and those who felt more comfortable with the anonymous nature of the online survey.

Site Collaborative and RDCG created the online survey with coordination from Martinsville City's team to mirror the in-person sessions in order to best understand citizens' needs in the same format as the community engagement events.

The online survey was promoted on the City of Martinsville's Facebook page, through an email newsletter, and via promotional flyers located in local businesses and facilities.

In total, Site Collaborative and RDCG collected 126 completed online surveys. Many of the themes present in the in-person engagement events are reflected in the online survey results.

Key themes from the online Martinsville Parks survey

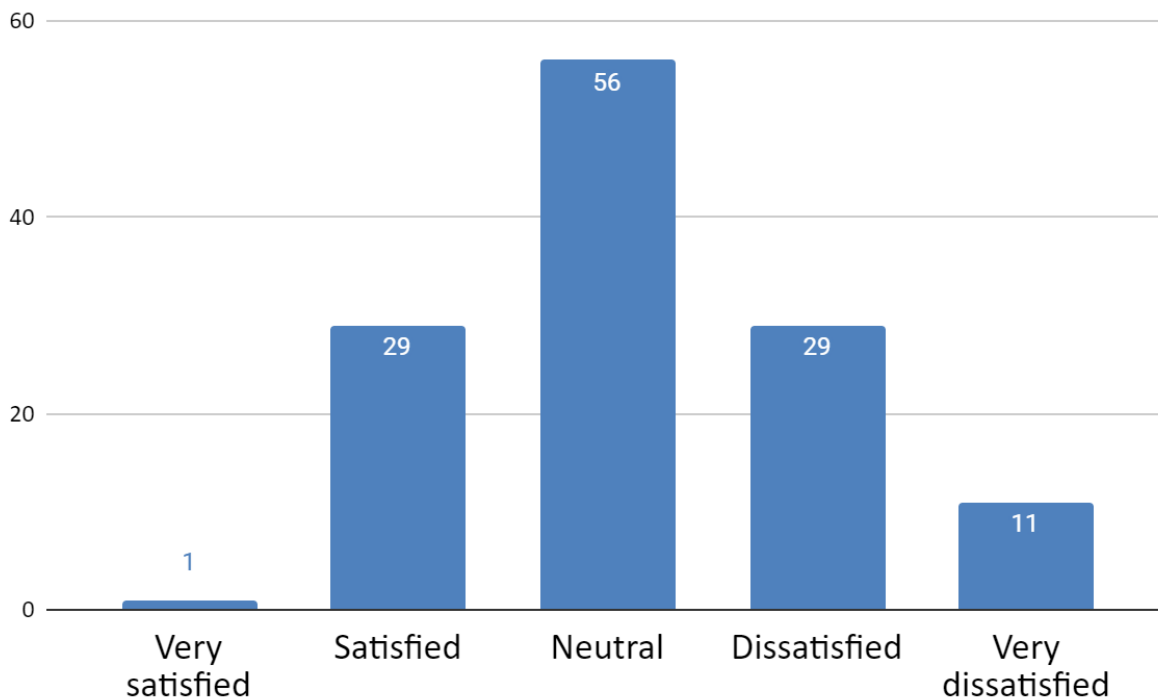
The following section will go over each section of the online survey with brief mentions of correlations (or lack thereof) with the in-person engagement events.

Results of the Care & Maintenance online ranking board

When asked how survey respondents feel about satisfaction levels with the Care & Maintenance of Martinsville's park facilities, answers somewhat correlate with in-person engagement efforts. All 126 respondents answered this question.

56 respondents (44%) feel Neutral about the Care & Maintenance of Martinsville's parks. 29 respondents (23%) are Satisfied with Care & Maintenance and 29 respondents (23%) are dissatisfied.

You can find the full results below in graph form:

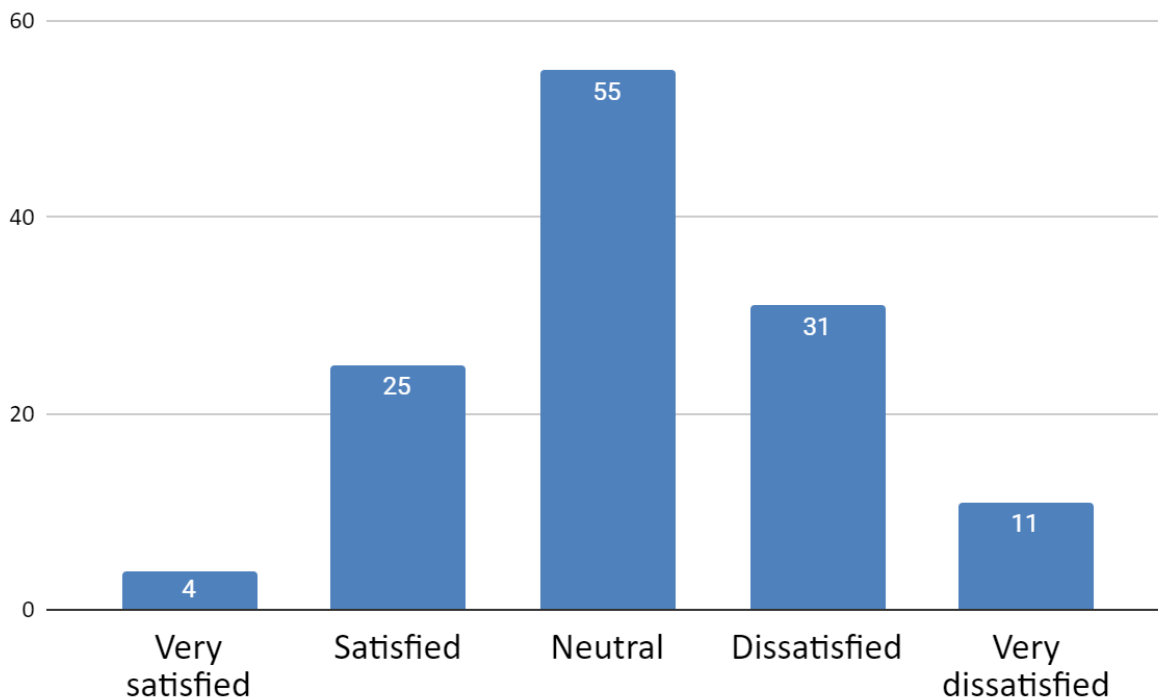


Results of the Opportunities Presented by Martinsville's Park Facilities online ranking board

Online survey respondents were asked to rank how satisfied they were with the opportunities presented by Martinsville's park facilities. This includes grounds, landscaping, and equipment. All 126 respondents answered this question.

55 respondents (44%) felt Neutral about the opportunities presented. 31 respondents (25%) felt Dissatisfied. 25 respondents (20%) felt Satisfied.

You can find the full results below in graph form:



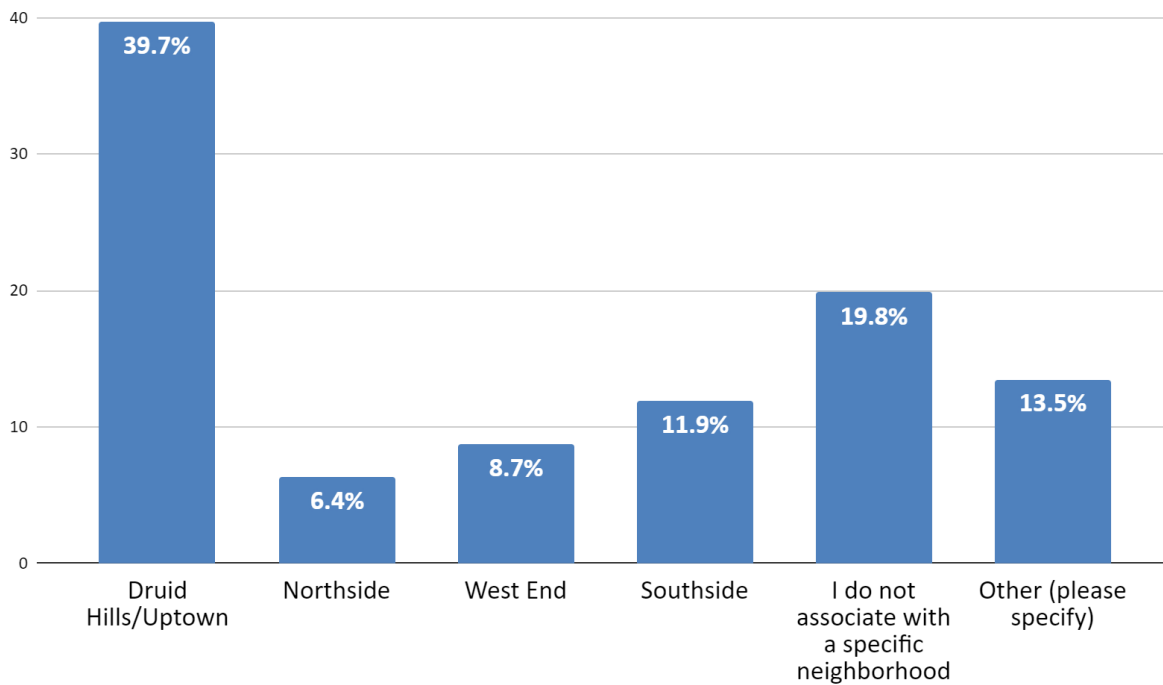
Results of the question ‘What neighborhood do you live in?’

Survey respondents were asked to select the neighborhood they live in. Respondents were given four choices (detailed below) and the option to enter their own answers. All 126 people taking the survey responded to this question.

A majority of respondents (40%) selected the Druid Hills/Uptown region as their neighborhood. Southside was the second highest choice of specific neighborhoods (12%). That said, 20% of those surveyed responded that they did not associate with a specific neighborhood.

‘Other’ was also a popular choice, with 14% of respondents selecting this option. This answer revealed locations including Collinsville, Axton, Horsepasture, Bassett, and Chatmoss Village.

You can find the full results below in graph form:



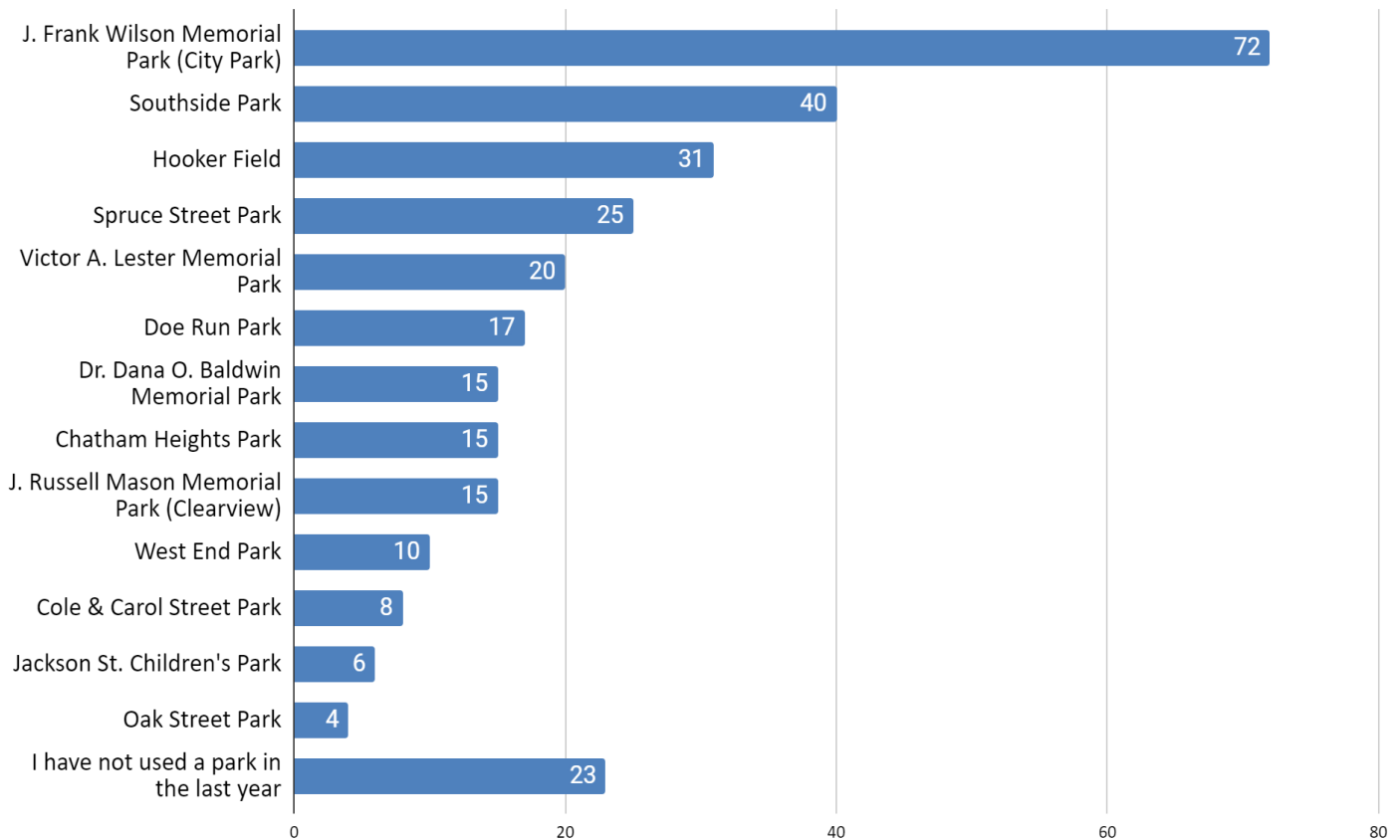
Results of the question ‘Which parks have you used in the past year? (select all that apply)’

Survey respondents were asked to select all of the Martinsville parks they’ve used within the last year. All 126 people responded to this question.

When looking at results, J. Frank Wilson Memorial Park is the most popular answer, with 57% of respondents selecting this park. Other popular choices include Southside Park (32%), Hooker Field (25%), and Spruce Street Park (20%).

18% of those surveyed selected the option ‘I have not used a park in the last year.’

You can find the full results below in graph form:



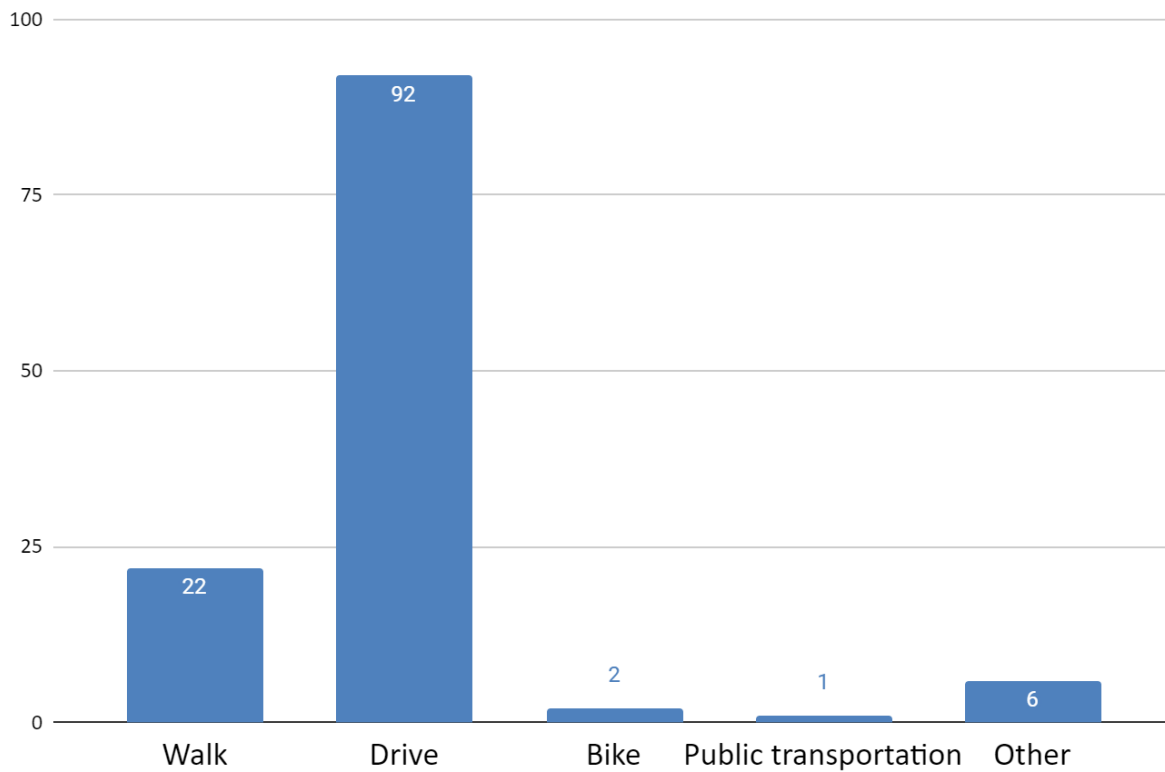
Transportation methods to local parks

Survey respondents were asked about their transportation methods to local parks. 123 respondents answered the question. 3 respondents skipped the question.

The findings of this question reflect the answers found in the in-person engagement events. 92 respondents (75%) noted they drive to the park they visit most often. 22 respondents (18%) noted they walk to the park they visit most often. Less than 2% of respondents that they use public transportation or bike to their most visited park.

Notable survey respondents who selected 'Other' as an answer highlighted that the park they most visit is often locked and when open, accessibility issues keep them from enjoying the park.

You can find the full results below in graph form:



Common themes from the question ‘What are the best parts of Martinsville’s parks?’

Survey respondents were asked to select up to three categories on what are the best parts of Martinsville’s parks. All 126 survey respondents provided answers to the question. Each respondent could choose up to three categories for their answer.

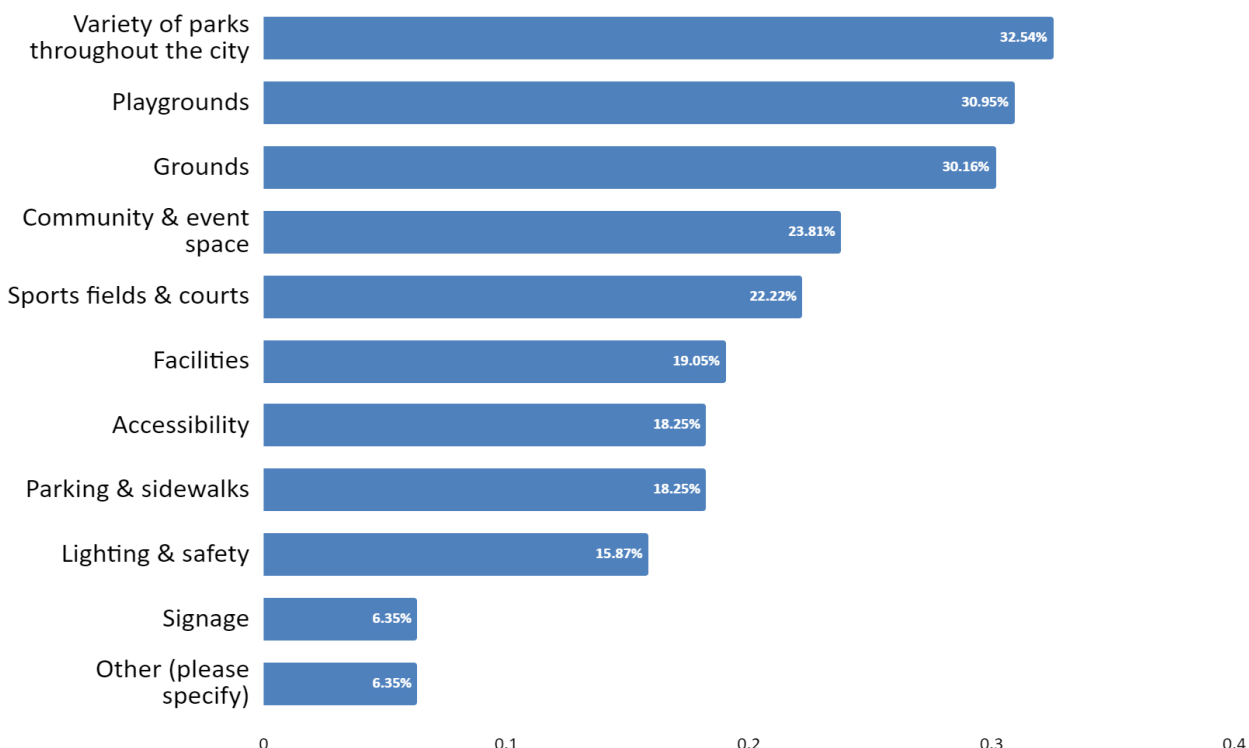
Categories include: Accessibility, Signage, Lighting & Safety, Variety of Parks, Community & Event Space, Grounds (care & maintenance, landscaping), Sports fields & courts, Facilities (shelters, bathrooms, concessions), Parking & Sidewalks, Playgrounds, and Other.

33% of respondents (41 responses) listed that the Variety of Parks was Martinsville’s greatest asset.

31% of respondents (39 responses) listed that the Playgrounds in Martinsville’s parks were the best aspect of the park system.

30% of respondents (38 responses) listed that the Grounds (care & maintenance, trails, landscaping) were the best aspect of the park system.

You can find the full breakdown below:



Common themes from the question ‘What areas of Martinsville’s parks need work?’

Survey respondents were asked to select up to three categories on what are the best parts of Martinsville’s parks. All 126 survey respondents provided answers to the question. Each respondent could choose up to three categories for their answer.

Categories include: Accessibility, Signage, Lighting & Safety, Variety of Parks, Community & Event Space, Grounds (care & maintenance, landscaping), Sports fields & courts, Facilities (shelters, bathrooms, concessions), Parking & Sidewalks, Playgrounds, and Other.

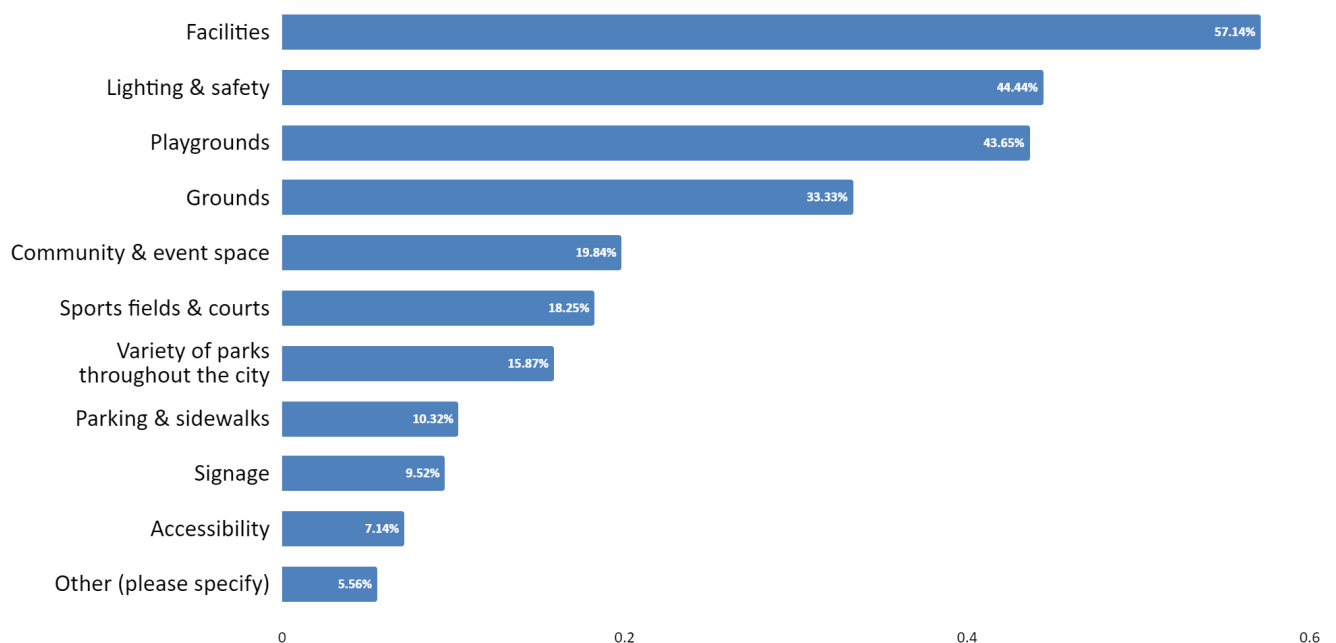
57% of respondents (72 responses) listed that Facilities needed the most work.

44% of respondents (56 responses) listed that Lighting & Safety needed the most work.

44% of respondents (55 responses) listed that Playgrounds need the most work and attention.

These top three Categories coincide with other data compiled throughout the in-person community engagement events.

You can find the full breakdown below:



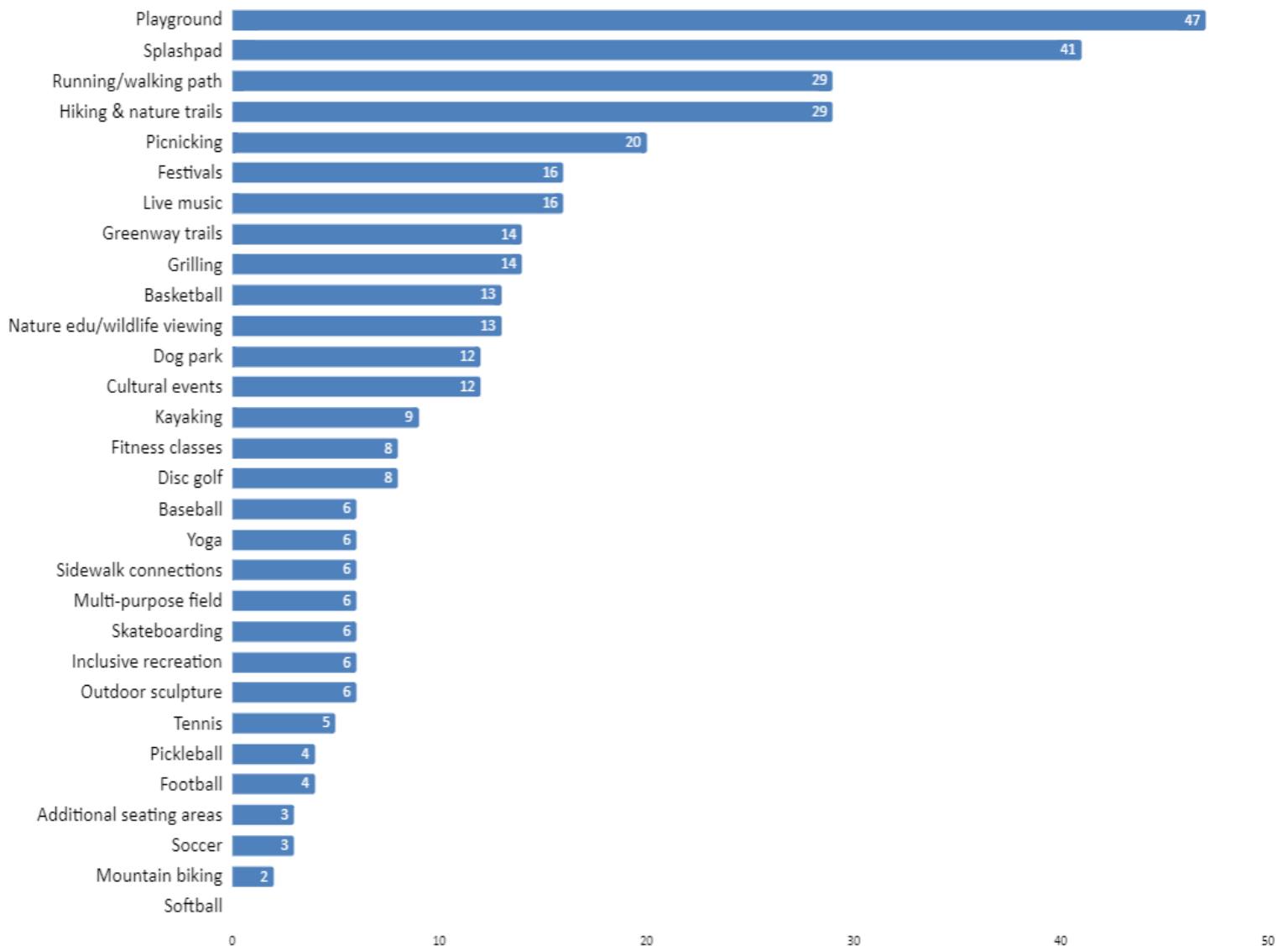
Common themes from the question ‘Which activities or improvements would you like to see in Martinsville’s Parks?’

Survey respondents were asked to select up to three activities to do in a park. Respondents were prompted that answers could include activities and features not currently available in Martinsville’s Park System. All 126 survey respondents provided answers to the question.

Playgrounds were the most selected activity. 37% of respondents (47 responses) chose this option.

Splash pads were the second most selected activity. 33% of respondents (41 responses) chose this option.

You can find the full breakdown below:



Common themes from the question ‘If you do not use the parks, why?’

Survey respondents were asked to list details on why they currently do not use the parks. Respondents were allowed to answer freely with comment boxes.

For the survey results, answers have been broken down into categories, including: Accessibility, Signage, Lighting & Safety, Variety of Parks, Community & Event Space,

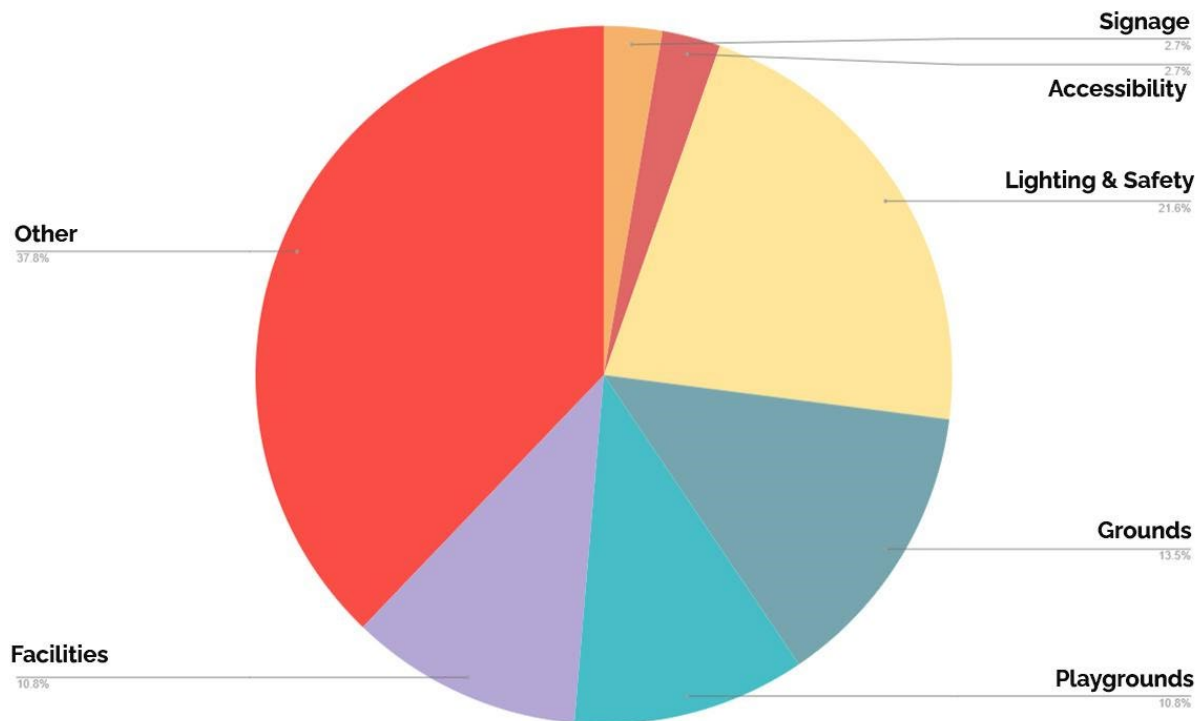
Grounds (care & maintenance, landscaping), Sports fields & courts, Facilities (shelters, bathrooms, concessions), Parking & Sidewalks, Playgrounds, and Other.

In total, 34 responses were collected for this question. From there, answers were broken down into individual requests. Individual requests were then categorized using the categories listed above. This total comes to 37 specific requests to improve the parks in Martinsville.

38% of answers (14 individual responses) fall into the Other category. Even so, a clear theme presents itself in this category: Residents feel like there is nothing to do in the parks. This could indicate the need to provide a great variety of options for residents in local parks. The other main theme in this category points to a lack of knowledge regarding local parks. This could indicate that increased efforts should be made toward signage and advertising local park options.

22% of answers (8 individual responses) fall into the Lighting & Safety category. Survey respondents note a lack of lighting in parks, a general feeling of abandonment, and drug use in the parks.

13% of answers (5 individual responses) cite Grounds (care & maintenance, landscaping) as the reason for not using the parks. This category includes themes around general maintenance and walking trails not being maintained.



Common themes from the question 'What would make the parks better?'

Survey respondents were asked to list details on what they believe would make the parks better. Respondents were allowed to answer freely with comment boxes.

For the survey results, answers have been broken down into categories, including: Accessibility, Signage, Lighting & Safety, Variety of Parks, Community & Event Space, Grounds (care & maintenance, landscaping), Sports fields & courts, Facilities (shelters, bathrooms, concessions), Parking & Sidewalks, Playgrounds, and Other.

In total, 97 responses were collected for this question. From there, answers were broken down into individual requests. Individual requests were then categorized using the categories listed above. This total comes to 183 specific requests to improve the parks in Martinsville.

20% of answers (37 individual responses) in this section correlated to the need for improvements to the Playgrounds in Martinsville's parks. This included adding new equipment, updating older equipment, and adding equipment in areas that do not currently have equipment.

19% of answers (34 individual responses) in this section correlated to the need for improvements to the Facilities (shelters, bathrooms, concessions) in Martinsville's parks. A majority of these responses expressed the need for updated bathrooms and allowing park visitors access to the bathrooms. Other responses filed under this category include updating picnic shelters, adding additional grills, adding/fixing water fountains, and adding additional trash cans.

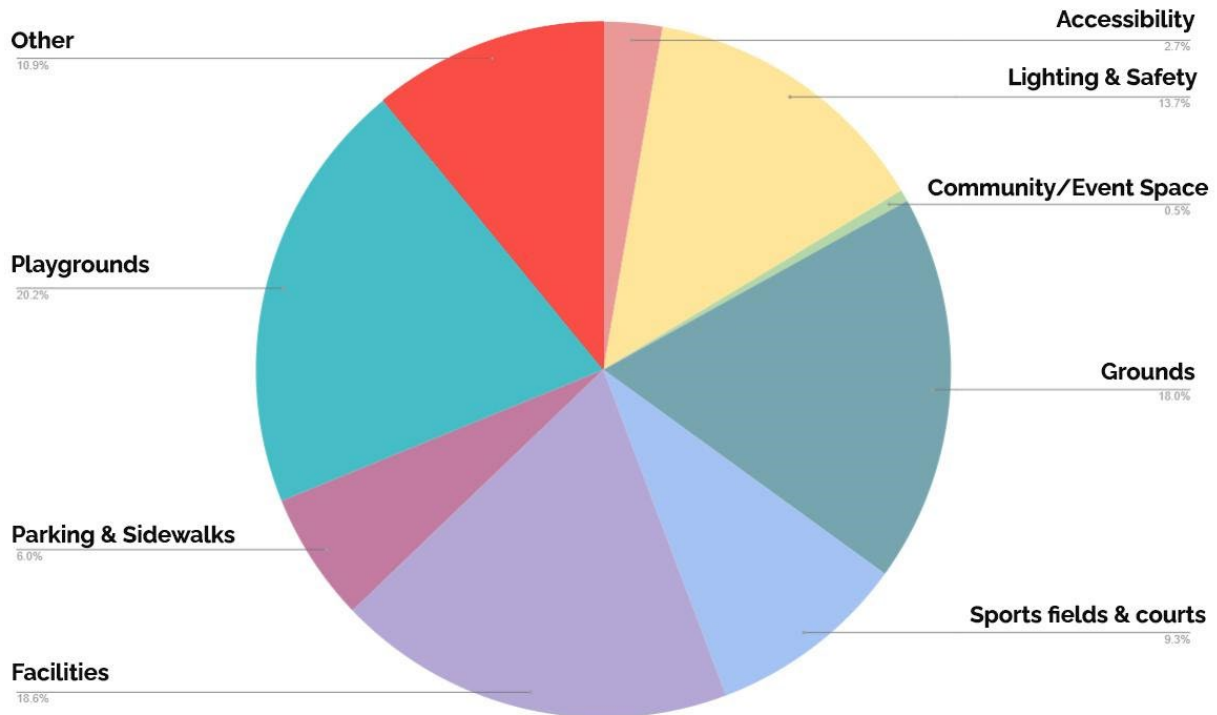
18% of answers (33 individual responses) in this section correlated to the need for improvements to the Grounds (care & maintenance, landscaping) in Martinsville's parks. A majority of these responses shared the theme of improving cleanliness in the parks. Other themes from this section include trail maintenance and fresh paint within the parks.

14% of answers (25 individual responses) in this section correlated to the need for improvements to the Lighting & Safety of Martinsville's parks. Additional lighting was the main theme, but others noted the addition of speed limit signs for park grounds and a general feeling of feeling unsafe while in the parks.

9% of answers (17 individual responses) in this section correlated to the need for improvements to the Sports fields & courts. The main themes found in these responses include updating/improving basketball courts, ensuring basketball goals are regulation height, and additional/maintained disc golf courses.

6% of answers correlated to improving Parking & Sidewalks, with another 3% noting the need for improved accessibility in both entering the park and availability of accessible playground equipment.

11% of answers (20 individual responses) have been categorized as 'Other.' Within these responses, three themes reveal themselves: more activities for children, the addition of dog parks, and the addition of splash pads.



Online survey demographics results

Survey respondents were asked to provide their ZIP code in an effort to best understand who is using the Martinsville Parks.

In total, 108 responses out of 126 listed Martinsville's ZIP code, 24112, as their ZIP code. 17 respondents listed Henry County (Axton, Bassett, Collinsville, and Ridgeway) as their ZIP code. 1 respondent listed Danville (24541) as their ZIP code.

In addition to ZIP code requests, survey respondents were also offered an optional demographics section. Questions here include: number of years lived in Martinsville, homeownership status, school-aged children in the home, survey respondents' age, gender, race/ethnicity, employment status, marital status, annual household income, primary transportation, and accessibility needs.

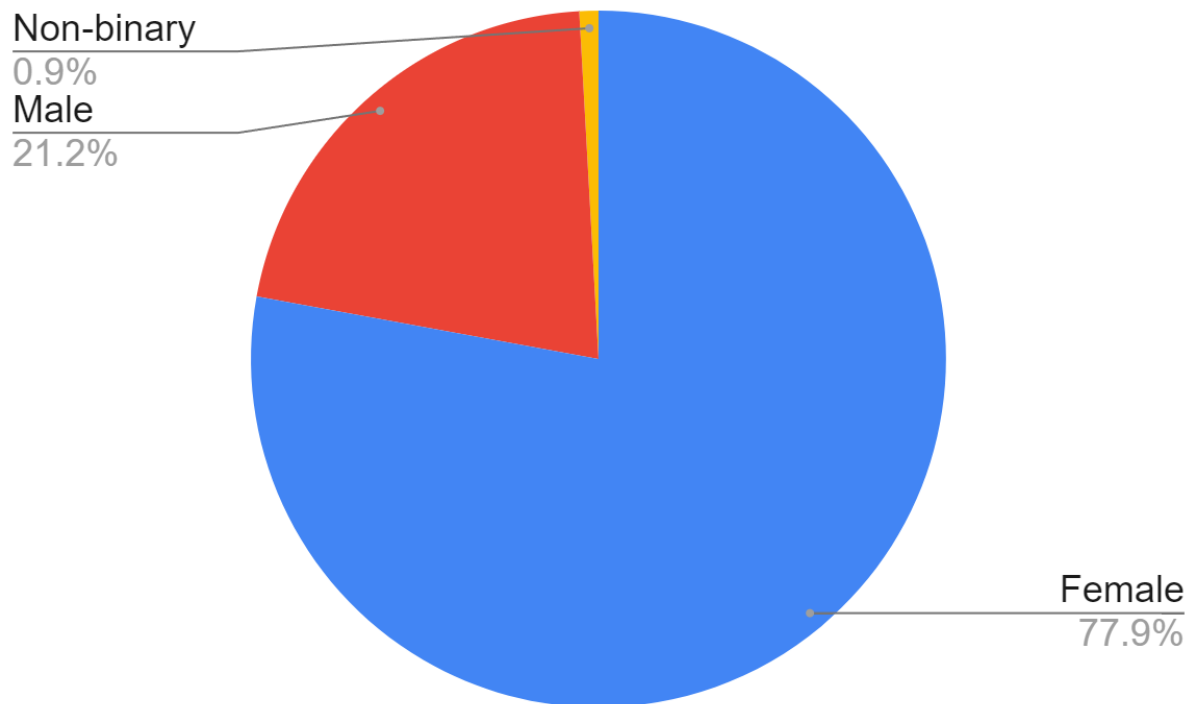
We have included the following key areas:

Gender & Race/Ethnicity

Survey respondents were given the option to provide their Gender & Race/Ethnicity in the optional demographics portion of the survey.

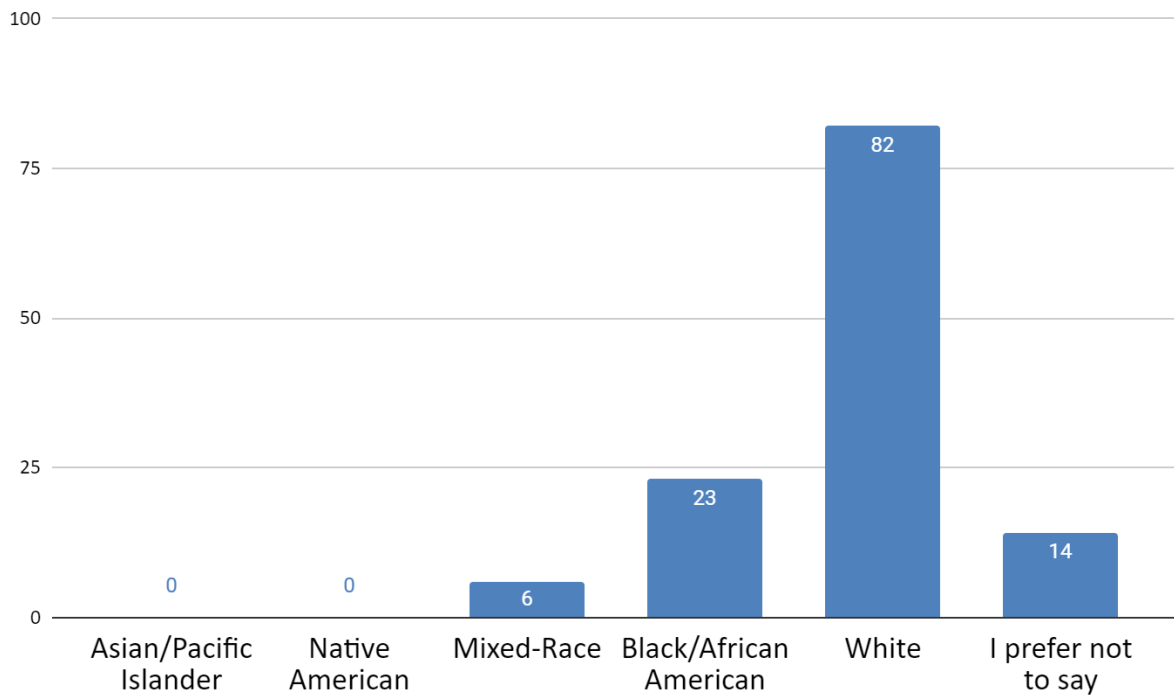
According to the results, 115 people in total answered the question requesting their gender. 11 survey respondents skipped the question.

88 respondents listed their gender as Female. 24 respondents listed their gender as Male. 1 respondent listed their gender as Non-Binary.



When looking at Race/Ethnicity, 125 survey respondents provided answers with 1 person skipping the question.

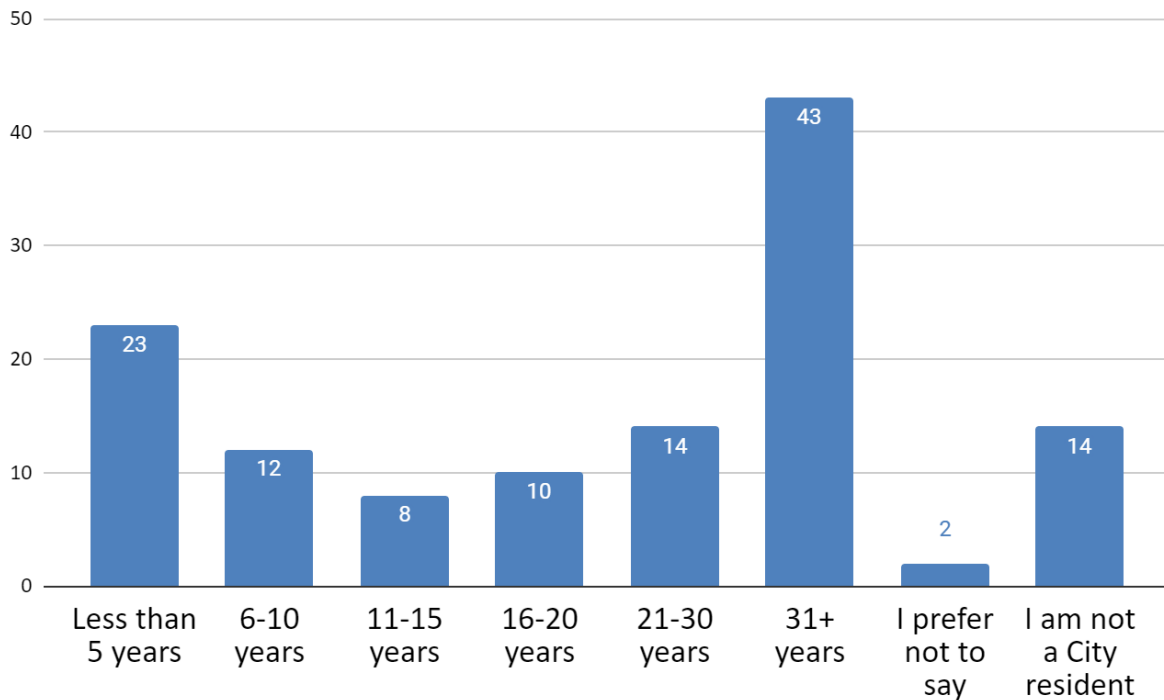
82 people (67%) listed their race as white. 23 people (18%) listed their race as Black/African American. 6 people (5%) selected Mixed-Race. Another 14 people (11%) answered with "I prefer not to say."



When asked if the survey taker was of Hispanic, Latino, or Other Spanish Heritage, 125 survey respondents provided answers, with 1 person skipping the question. 6 respondents (5%) selected 'Yes.' Another 108 respondents (86%) selected 'No.' 11 respondents (9%) selected 'I prefer not to say.'

Time lived in Martinsville

The majority of respondents listed that they have lived in Martinsville for Over 31 Years. The next most prominent timeframe listed was Less Than 5 Years. You can find the full breakdown below:



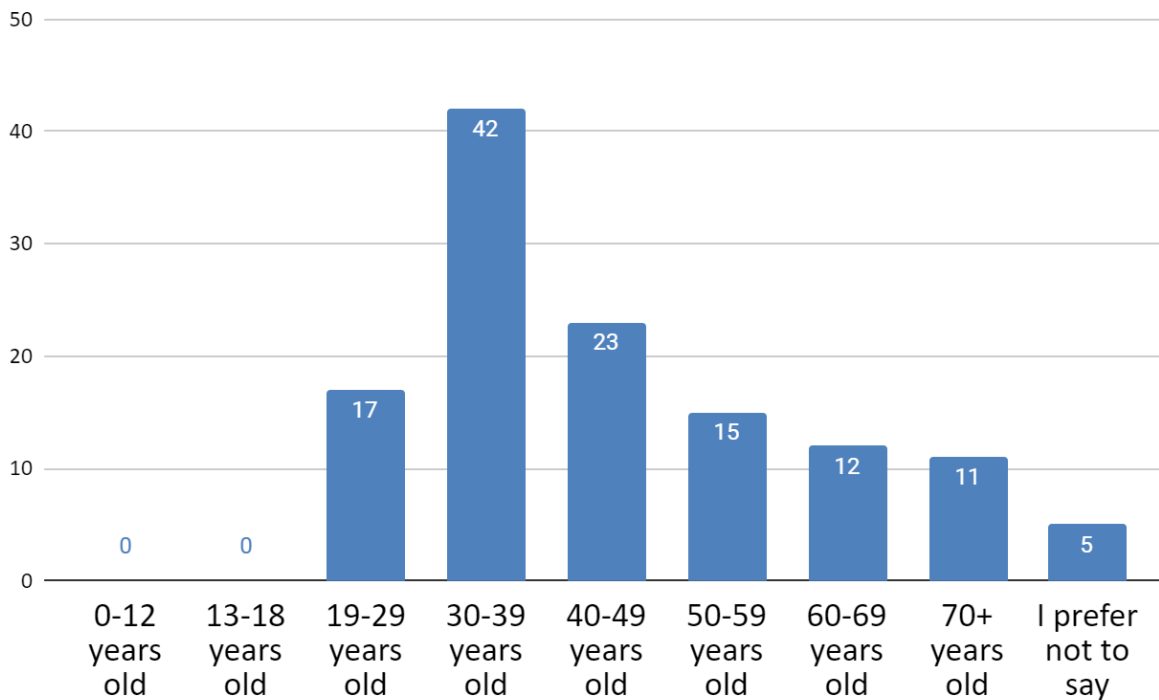
Age of survey respondents

Survey respondents were asked to provide their ages in the optional demographics section. 125 people responded in total, with one survey taker skipping the questions.

The most common age group found in the online survey correlates to the 30-39 age bracket. 34% of respondents selected this age group as their answer.

The next most common age group among survey respondents is the 40-49 age group. 18% of the respondents selected this age group.

The full breakdown can be found below:

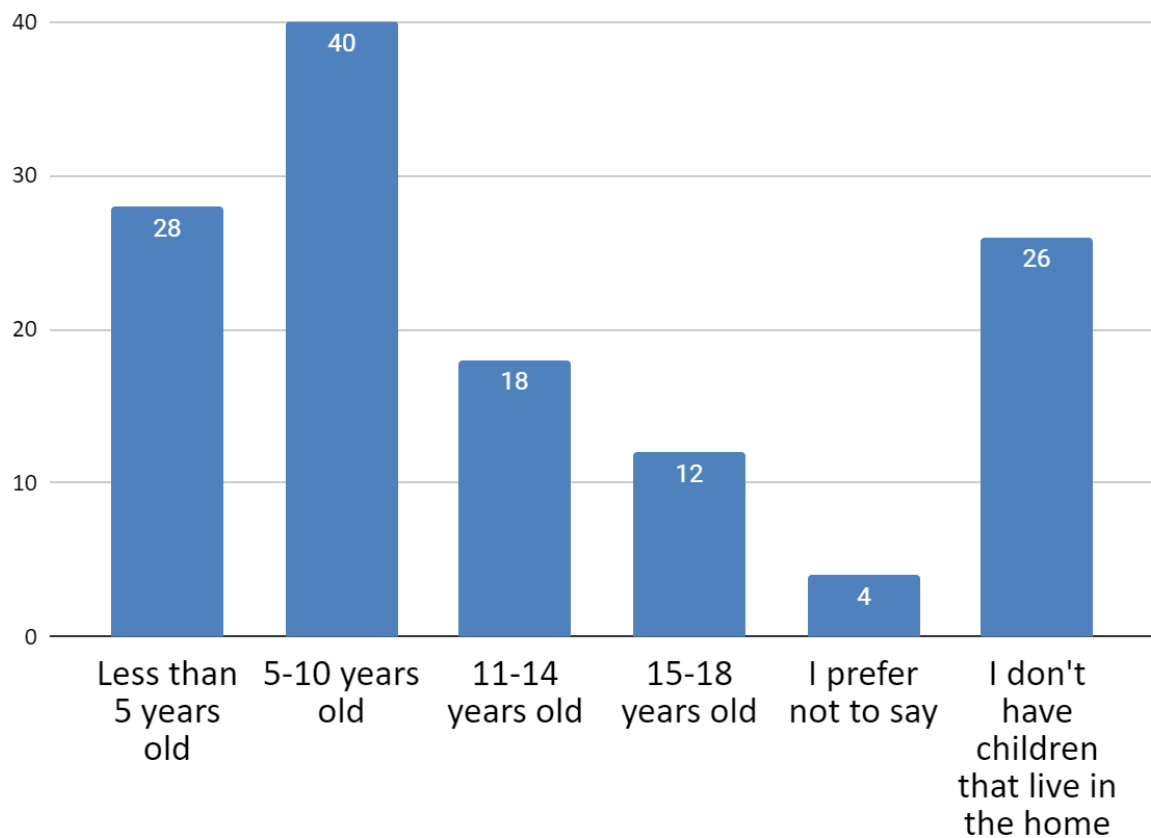


Do school-aged children live in the home with you?

54% of respondents to this question listed that they have school-aged children in the home. 44% listed that do not have school-aged children in the home. 2% preferred not to say.

Ages for said children vary, with the largest majority falling in the 5-10 year old age group. 40% of survey respondents selected this age group. The next most prominent age group (29%) consisted of children aged less than 5 years old.

The full breakdown can be found below:



3.1.3 - Social media post(s) insights

During the engagement period, 'The City of Martinsville' Facebook page posted multiple posts inviting people to provide feedback, either through the comments section or through inviting people to attend in-person events and fill out the online survey, regarding the Martinsville City parks.

In total, 8 posts were shared on 'The City of Martinsville' Facebook page. Across all posts, 48 comments were collected that were relevant to Park Improvement ideas. From these 48 comments, 62 relevant suggestions were collected. The following categories were used to categorize suggestions: Accessibility, Signage, Lighting & Safety, Variety of Parks, Community & Event Space, Grounds (care & maintenance, landscaping), Sports fields & courts, Facilities (shelters, bathrooms, concessions), Parking & Sidewalks, Playgrounds, and Other.

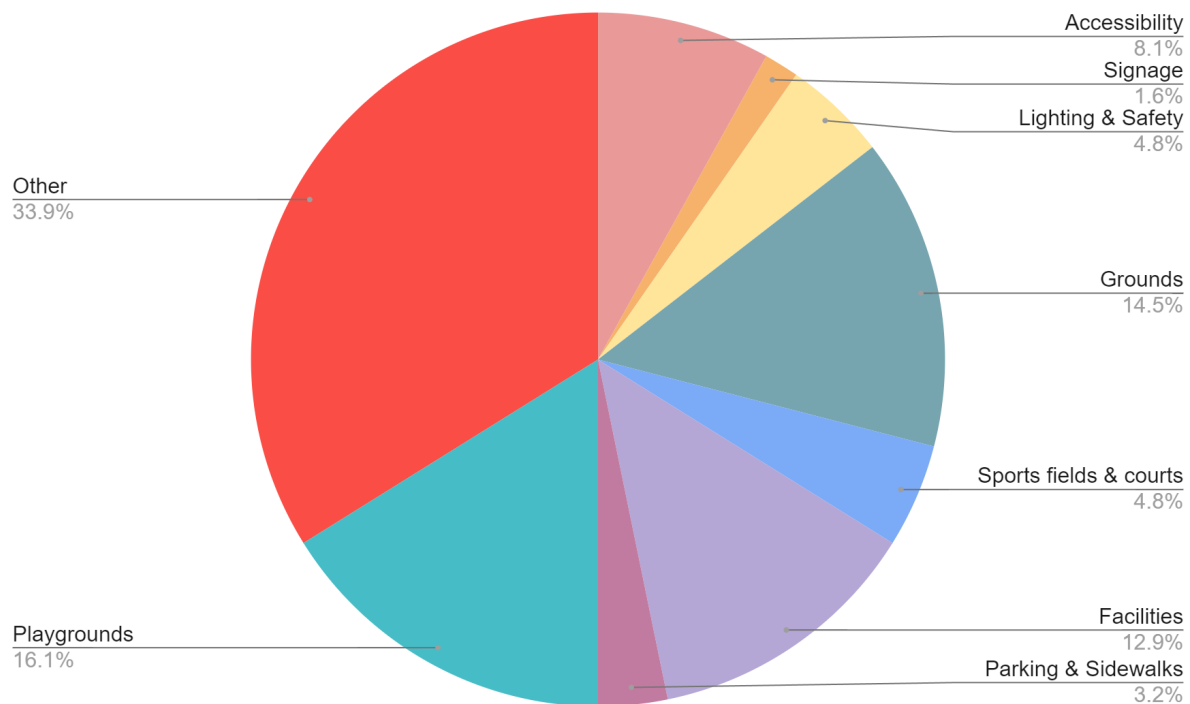
34% of the suggestions fall into the Other category. However, within this category, 65% of suggestions express the desire for splash pads in Martinsville's parks. 15% of responses expressed the desire for dog parks in Martinsville's parks.

16% of the suggestions fall under the Playground category. People expressed the desire for additional and updated equipment. Responses also pointed to replacing mulch with other, softer materials.

14% of the suggestions fall under the Grounds category. People expressed the need for updated landscaping and more shaded areas.

13% of the suggestions fall under the Facilities category. The two main suggestions in this category pertain to additional/updated shelters and updated bathrooms.

The full breakdown can be found below:



Appendix C - Maintenance Plan

PARK SYSTEM MAINTENANCE PLAN

The Martinsville Park System encompasses 13 defined parks. There are several that encounter more heavy community use than others. However, at this time, it is not suggested that anyone park received maintenance at a different standard of care expectation than another park. For that reason, it is suggested that the City create a plan where Standards, Tasks, and Procedures are established for ‘typical’ parks, along with specific requirements for Baseball/Softball Fields.

Within this Appendix, on the following pages, we have included a ‘typical’ approach for annual maintenance measures to be completed within the park system. It is broken into several categories of standard parks and recreation maintenance items.

Our team was also recently asked to provide initial probable costs scenarios for the creation of a parks-focused maintenance team, thus shown below:

START UP COSTS:

Staffing (Salary + Benefits)

- 1 Supervisor @ \$85,000
- 2 Full Time Employees @ \$135,000
- 2 Seasonal Part Time Employees @ \$20,000
- SUBTOTAL: \$240,000

Office Equipment + Infrastructure (assuming office + garage space is currently available within current City owned facilities)

- 2 Computers @ \$5,000 (1 supervisor + 1 staff touch down)
- 3 Cell Phone stipends @ \$1,800
- 2 Desk/Chair Units @ \$2,000 (1 supervisor + 1 staff touch down)
- 3 Additional Chairs @ \$300
- 1 Additional Table @ \$100
- Miscellaneous Office Supplies @ \$800
- SUBTOTAL: \$10,000

Field Equipment (assuming that no equipment would be ‘coming’ from Public Works Dept)

- 3 Pick Up Trucks @ \$160,000
- 2 Trailers @ \$24,000
- Mowing Equipment @ \$60,000
- Field Maintenance Equipment @ \$20,000
- Miscellaneous Equipment @ \$8,000
- Miscellaneous Supplies
- SUBTOTAL: \$276,000

TOTAL START UP COST: \$526,000

ANNUAL RECURRING COST:

SALARY: \$240,000 + 2-3% increases each year

OFFICE: \$10,000 general expenses unless physical upgrades needed

FIELD EQUIPMENT: \$20,000 in repairs and upgrades – yet plan for new/replacement items every 8+/- years

TOTAL ANNUAL RECURRING COST: \$270,000

PARK ELEMENTS													
TASK	MONTH												
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
PLAYGROUNDS													
CERTIFIED PLAYGROUND SAFETY INSPECTIONS	INSPECT ALL PLAYGROUND EQUIPMENT FOR CPSI STANDARDS		REPAIR AS NEEDED - PREP FOR WARM WEATHER		REVIEW WEEKLY FOR SAFETY CONCERNS					CONDUCT END OF SEASON REVIEW			
PLAY SURFACE MULCH		INSPECT FOR DEPTH + DEBRIS	REFILL TO ENSURE ADA FILL DEPTH	REVIEW WEEKLY FOR DEBRIS AND/OR SAFETY CONCERNS									
PLAY SURFACE SAND		INSPECT FOR DEPTH + DEBRIS	REFILL TO ENSURE FILL DEPTH	REVIEW WEEKLY FOR DEBRIS AND/OR SAFETY CONCERNS									
PLAY SURFACE POURED IN PLACE RUBBER		INSPECT FOR TEARS OR JOINTS	REPAIR AS NEEDED	REVIEW WEEKLY FOR SAFETY CONCERNS									
PARK FURNISHINGS													
RESTROOMS	REPAIR AND REPAINT AS NEEDED, DEWINTERIZE 3/1		INSPECT AND CLEAN DAILY AT SOUTHSIDE, WILSON, AND HOOKER. INSPECT AND CLEAN TWICE A WEEK AT ALL OTHER PARKS. REVIEW WEEKLY FOR SAFETY CONCERNS								WINTERIZE 11/1, REPAIR AND REPAINT AS NEEDED		
OPEN AIR SHELTERS	REPAIR AND REPAINT AS NEEDED		REVIEW WEEKLY FOR SAFETY CONCERNS								REPAIR AND REPAINT AS NEEDED		
WASTE/RECYCLING RECEPTACLES	INSPECT AND DUMP RECEPTACLES EVERY DAY AT SOUTHSIDE, WILSON, AND HOOKER. INSPECT AND DUMP RECEPTACLES TWICE A WEEK AT ALL OTHER PARKS. REVIEW WEEKLY AND REPAIR AS NEEDED.												
BENCHES AND TABLES	REPAIR AS NEEDED		REVIEW WEEKLY FOR SAFETY CONCERNS								REPAIR AS NEEDED		
DRINKING FOUNTAINS	REPAIR AS NEEDED, DEWINTERIZE 3/1		REVIEW WEEKLY FOR SAFETY CONCERNS								WINTERIZE 11/1, REPAIR AS NEEDED		
SIGNAGE	REPAIR AS NEEDED		REVIEW WEEKLY FOR SAFETY CONCERNS								REPAIR AS NEEDED		
PAVING													
ADA ROUTE PAVING	REPAIR AS NEEDED		REVIEW WEEKLY FOR SAFETY CONCERNS							CONDUCT END OF SEASON REVIEW		REPAIR AS NEEDED	
COURT SPORTS PAVING	REPAIR AS NEEDED		REVIEW WEEKLY FOR SAFETY CONCERNS							CONDUCT END OF SEASON REVIEW		REPAIR AS NEEDED	
PEDESTRIAN PAVING	REPAIR AS NEEDED		REVIEW WEEKLY FOR SAFETY CONCERNS							CONDUCT END OF SEASON REVIEW		REPAIR AS NEEDED	
VEHICULAR PAVING	REPAIR AS NEEDED		REVIEW WEEKLY FOR SAFETY CONCERNS							CONDUCT END OF SEASON REVIEW		REPAIR AS NEEDED	
CURBS AND GUTTERS	REPAIR AS NEEDED		REVIEW WEEKLY FOR SAFETY CONCERNS							CONDUCT END OF SEASON REVIEW		REPAIR AS NEEDED	
INFRASTRUCTURE													
STORM INLETS	REPAIR AS NEEDED		REVIEW WEEKLY FOR SAFETY CONCERNS							CONDUCT END OF SEASON REVIEW		REPAIR AS NEEDED	
SANITARY SEWER LINES	REPAIR AS NEEDED		REVIEW WEEKLY FOR SAFETY CONCERNS							CONDUCT END OF SEASON REVIEW		REPAIR AS NEEDED	
WATER LINES	REPAIR AS NEEDED		REVIEW WEEKLY FOR SAFETY CONCERNS							CONDUCT END OF SEASON REVIEW		REPAIR AS NEEDED	
PARKING LOT LIGHTING	REPAIR AS NEEDED		REVIEW WEEKLY FOR SAFETY CONCERNS							CONDUCT END OF SEASON REVIEW		REPAIR AS NEEDED	
PEDESTRIAN LIGHITNG	REPAIR AS NEEDED		REVIEW WEEKLY FOR SAFETY CONCERNS							CONDUCT END OF SEASON REVIEW		REPAIR AS NEEDED	

PLANTS, PLANT BEDS, AND LAWN AREAS												
TASK	MONTH											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
CARE OF PLANTS												
PRUNING	HARD PRUNE AS NEEDED		PRUNE TO SHAPE AS NEEDED									
DEADHEAD						PERENNIALS AFTER BLOOMING						
FERTILIZATION				PERENNIALS							SHRUBS	
CUT BACK	GRASSES											
WATERING			AS NEEDED DURING DRY SPELLS									
PEST MONITORING			LOOK FOR APHIDS, BLIGHT, FUNGUS									
PLANTING BEDS												
EDGING		4" V- SPADED EDGE							4" V- SPADED EDGE			
WEEDING			SPOT SPRAY HERBICIDE (ROUNDUP) AS NEEDED AND HAND PULL AS NECESSARY									
MULCHING		TRIPLE SHREDDED - DON'T COVER CROWNS							TRIPLE SHREDDED			
LEAF REMOVAL											COLLECT ON-SITE - MOW TO TURN INTO MULCH WITHIN BEDS OR IN NATIVE AREAS	
LAWN												
MOWING			WEEKLY FOR HIGH TRAFFIC OR HIGH VISIBILITY AREAS BIWEEKLY AT MINIMUM FOR ALL LAWN AREAS DURING GROWING SEASONS				WEEKLY FOR HIGH TRAFFIC OR HIGH VISIBILITY AREAS BIWEEKLY AT MINIMUM FOR ALL LAWN AREAS DURING GROWING SEASONS					
SOIL TESTING				TEST AS NEEDED (VT CES)						TEST AS NEEDED (VT CES)		
FERTILIZE / LIME				(3:4:3)						(3:3:3)		
SEEDING						BERMUDA RESEED IF NEEDED				FESCUE RESEED IF NEEDED		
WEEDS		PRE EMERGENT				POST EMERGENT IF NEEDED						
AERATION (+ SANDING IF BERMUDA or TOP DRESSING IF FESCUE)				BERMUDA - AS NEEDED						FESCUE - AS NEEDED		

BASEBALL AND/OR SOFTBALL FIELDS												
TASK	MONTH											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
INFIELDS/WARNING STRIPS												
SURFACE			REVIEW EACH GAME DAY AND REPAIR ALL INCONSISTENCIES, DRAG AT MINIMUM WEEKLY (PREFER TO DRAG EACH GAME DAY), ENSURE POSITIVE DRAINAGE				REVIEW EACH GAME DAY AND REPAIR ALL INCONSISTENCIES, DRAG AT MINIMUM WEEKLY (PREFER TO DRAG EACH GAME DAY), ENSURE POSITIVE DRAINAGE			INSTALL NEW INFIELD MATERIAL - RESURFACE AS NECESSARY		
BASE LINES/FOUL LINES			CHALK/LIME/PAINT EACH GAME DAY				CHALK/LIME/PAINT EACH GAME DAY					
BASES			INSTALL/CHECK FOR INSTALLATION EACH GAME DAY - REMOVE WHEN NOT IN USE FOR LONG PERIODS				INSTALL/CHECK FOR INSTALLATION EACH GAME DAY - REMOVE WHEN NOT IN USE FOR LONG PERIODS					
WEEDS			REMOVE BY HAND AS NEEDED + APPLY HERBICIDE AS NECESSARY									
EDGING			BIWEEKLY EDGE DURING GROWING SEASONS				BIWEEKLY EDGE DURING GROWING SEASONS					
DUGOUTS/BLEACHERS/FENCES												
FLOORS/SURFACES			REVIEW ALL GAME DAYS, REMOVE ALL TRASH + DEBRIS EACH GAME DAY, AND REPAIR AS NEEDED				REVIEW ALL GAME DAYS, REMOVE ALL TRASH + DEBRIS EACH GAME DAY, AND REPAIR AS NEEDED					
FENCES		WIRE BRUSH RUST + PAINT					WIRE BRUSH RUST + PAINT					
WEEDS			REMOVE BY HAND AS NEEDED + APPLY HERBICIDE AS NECESSARY									
SEATING			REVIEW ALL GAME DAYS, REMOVE ALL TRASH + DEBRIS EACH GAME DAY, AND REPAIR AS NEEDED				REVIEW ALL GAME DAYS, REMOVE ALL TRASH + DEBRIS EACH GAME DAY, AND REPAIR AS NEEDED					
LAWN												
MOWING			WEEKLY FOR HIGH TRAFFIC OR HIGH VISIBILITY AREAS BIWEEKLY AT MINIMUM FOR ALL LAWN AREAS DURING GROWING SEASONS				WEEKLY FOR HIGH TRAFFIC OR HIGH VISIBILITY AREAS BIWEEKLY AT MINIMUM FOR ALL LAWN AREAS DURING GROWING SEASONS					
EDGING			BIWEEKLY BED EDGES, SIDEWALKS, VERTICAL ELEMENTS DURING GROWING SEASONS				BIWEEKLY BED EDGES, SIDEWALKS, VERTICAL ELEMENTS DURING GROWING SEASONS					
SOIL TESTING				TEST AS NEEDED (VT CES)						TEST AS NEEDED (VT CES)		
FERTILIZE / LIME				(3:4:3)						(3:3:3)		
SEEDING						BERMUDA RESEED IF NEEDED				FESCUE RESEED IF NEEDED		
WEEDS		PRE EMERGEN T				POST EMERGENT IF NEEDED						
AERATION (+ SANDING IF BERMUDA or TOP DRESSING IF FESCUE)				BERMUDA - AS NEEDED						FESCUE - AS NEEDED		

STREAM, WETLANDS, AND MEADOWS												
TASK	MONTH											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
STREAM + WETLAND PLANTS												
PRUNING		HARD PRUNE WOODY PLANTS TO SPUR GROWTH IF DESIRED										
STREAM CORRIDOR					CLEAR VEGETATION DIRECTLY IN WATER LINE - ENSURE WATER FLOW				CLEAR VEGETATION DIRECTLY IN WATER LINE - ENSURE WATER FLOW			
INVASIVES (CATTAILS)			REMOVE BY HAND IF JUVENILE + APPLY HERBICIDE VIA GLOVES DIRECTLY TO CATTAIL AS NECESSARY									
INVASIVES (OTHERS)			REMOVE BY HAND WHERE POSSIBLE + APPLY HERBICIDE VIA GLOVES DIRECTLY TO PLANT AS NECESSARY									
MEADOWS												
SOIL TESTING				TEST AS NEEDED (VT CES)						TEST AS NEEDED (VT CES)		
SEEDING											RESEED IF DESIRED (TO OVER WINTER)	
WEEDS					HAND PULL AS NEEDED + SPOT SPRAY HERBICIDE (BUT ONLY AS LAST RESORT)							
MOWING (1ST YR)						CUT TO 6"-8" EVERY TIME IT REACHES 12"+						
MOWING (2ND YR +)		CUT TO 8-12" ANNUALLY BEFORE ANY GREEN EACH SEASON										