

City of Greensboro Parks & Recreation
Keeley Park Master Plan
Update

April 2016

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References

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EXECUTIVE SUMMARY

Mission of Greensboro Parks & Recreation

The Greensboro Parks and Recreation Department exists to provide professional and diverse leisure opportunities through inclusive programs, facilities, parks and open space, ensuring that Greensboro is a desirable place to work, live and play.

Vision of Greensboro Parks & Recreation

We see ourselves as leaders, building better lives to build a better community.

Master Plan Update Overview

The purpose of this document is to update the original master plan for Keeley Park, a regional park within the City of Greensboro Parks and Recreation system. The information contained in this document shall be used to guide the development of the park and will take the place of the previous master plan for all levels of implementation for the park from its publishing date forward. The Mission and Vision of the Greensboro Parks and Recreation department hold true throughout this master plan and the site plans contained within. The elements planned for Keeley Park shall keep the pastoral nature of the park while introducing new programs to be enjoyed by people of any and all age groups, backgrounds, and abilities. Keeley Park established itself as an oasis in northeastern Greensboro upon its opening and is sure to be treasured as such by generations to come.

INTRODUCTION

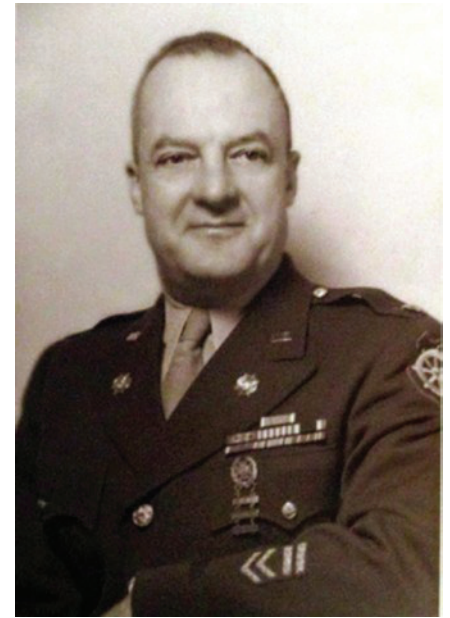
01



- 1.1 Property History
- 1.2 Future of Keeley Park
- 1.3 Goals of the Master Plan Update

1.1 Property History

Keeley Park, located in northeastern Guilford County and technically located in the town of McCleansville, staked its claim as a City of Greensboro regional park in 2012. Like many large parks in North Carolina, the 138-acre property began its inhabited life as a family farm. Charles Keeley, a World War I soldier from Pennsylvania, moved to Greensboro in 1924 and his family followed two years later. Keeley, whom had received the Purple Heart and two valor awards from the French government, volunteered to serve his country again in World War II as an Army major and troop commander making trans-Atlantic trips transporting US troops to war zones and repatriating POWs rescued from imprisonment in Germany. Keeley spent his time between and after the wars starting the Southern Rubber Company, owning a family farm, and accruing an impressive collection of war memorabilia. On August 13, 1973, Charles and his wife Helene sold the family property to the City of Greensboro to be used for the City's plant nursery. Unfortunately, Charles died trying to put out a brush fire in 1977 at the age of 83.



Army Major Charles Keeley

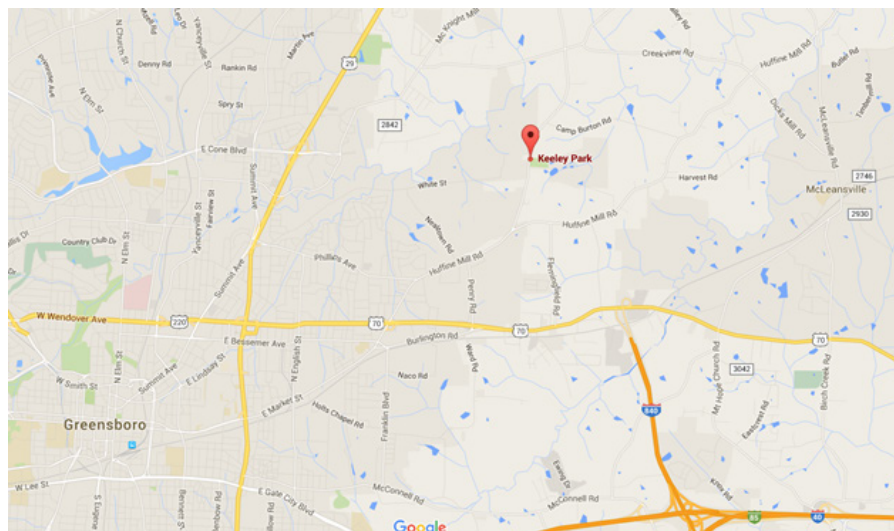
The property functioned as Keeley Nursery for the City of Greensboro, cultivating trees for the city's parks and properties, until July 2000. The property began its journey as a park in 2006 when the first Master Plan was created. The first phase of the park, as it stands today, opened on Sunday, April 22, 2012. The funding for the \$6.7 million construction project came from the City of Greensboro and a funding grant from the North Carolina Parks and Recreation Trust Fund (PARTF). Over the past four years, thousands of attendees, over 143,000 in 2014 alone, have come from all over Guilford County to enjoy Keeley Park's serene setting, walk the trails around its five ponds, play in the water at the sprayground, expel energy on the playground, and grow bushels of food at the community garden. Most recently, the park received a grant from REI to install a pump track (mountain bike training course) to be built southeast of the community garden.



Keeley Nursery

1.2 The Future of Keeley Park

The expansion of the City of Greensboro has necessitated expansion of its road and highway system and led to the development of the “Urban Loop”, a highway that will loop around the city and connect to I-85 and I-40. Unfortunately, the Urban Loop will impact the northeast corner of Keeley Park; the highway will actually cross the park’s property and the park is losing approximately 24 acres to the roadway. With the impact of the Urban Loop, the current success of the regional park, and the existence of a decade old masterplan, the City of Greensboro’s Parks and Recreation department decided that now is a great time for Keeley Park to enter its second phase and expand the park’s wonderful programming. The future of Keeley Park involves the physical land and elements throughout the park, as well as its small patrons whom enjoy its sprayground and playground; both of these entities deserve a masterplan that they can grow into and that all people of any age an ability can enjoy. This document will serve as the Keeley Park Master Plan Update and will outline the elements to be implemented for Phase II of the park’s development.



Vicinity Map. Latitude/Longitude of Keeley Park: 36.111036, -79.709201

1.3 Goals of Master Plan

Goal 1: Analyze the existing park and its elements and evaluate the existing master plan for feasibility as envisioned

Goal 2: Gather public input on what the community and patrons of the park would like to experience at Keeley Park in the future and to build community consensus and support for the elements within the master plan update

Goal 3: Design an updated park master plan that will function within the physical constraints of the park property, is supported by the City of Greensboro and the community, can be constructed in a reasonable time frame, and contains elements the City can afford to build, staff, and maintain

SITE ANALYSIS

02



- 2.1 Existing Park
- 2.2 Surrounding Land Use
- 2.3 Utilities
- 2.4 Topography
- 2.5 Soils
- 2.6 Hydrology
- 2.7 Vegetation
- 2.8 Wildlife

2.1 Existing Park

The Keeley property, though located at a McCleansville address and located in an unincorporated area of Guilford, was annexed into the city limits of Greensboro during its time as the City Tree Nursery. After losing +/- 24 acres to the Urban Loop, currently under construction, the park will encompass 113.95 acres. The majority of the park remains predominately pastoral, a feature treasured by its patrons. The existing park features, from the west side of the park at Rankin Mill Road to the east side, include:

- Walking loop near Rankin Mill Road (concrete)
- Parking lot near Rankin Mill Road to serve walking loop and Community Garden
 - 43 standard parking spaces
 - 3 ADA parking spaces
- Community Garden
 - Stone walls around garden area
 - Three storage sheds
 - Greenhouse
- Shelter next to Community Garden
- Office and restroom building next to Community Garden
- Trails around the park's ponds and connecting to parking areas and site amenities (asphalt)
- Two fishing piers
- Playground
- Main parking lot
 - 68 standard parking spaces
 - 4 ADA parking spaces
- Sprayground
 - Restroom building
 - Rentable shelter
 - Patio with picnic tables
- Pedestrian bridge across large pond
- Maintenance facility at end of Keeley Road
- Parking at maintenance facility
 - 10 standard parking spaces
 - 2 ADA parking spaces
- Cross Country Trail

Inventory of the existing park can be seen on the next page.



Playground



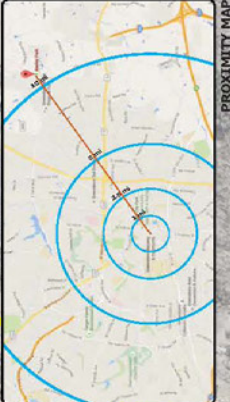
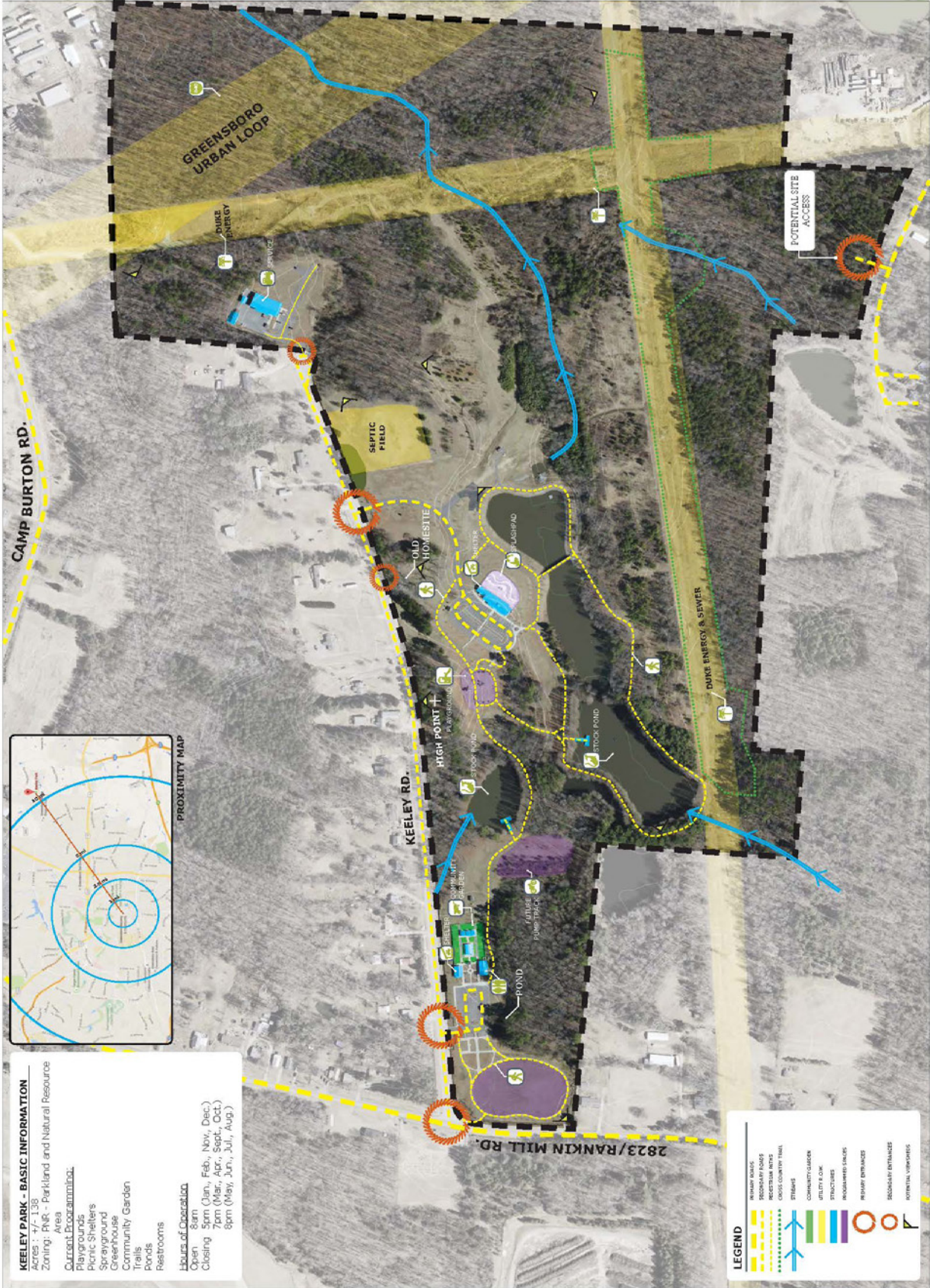
Winter at the Community Garden



Sculture installation



Summer at the Sprayground



KEELEY PARK - BASIC INFORMATION
 Acres: +/- 138
 Zoning: PNR - Parkland and Natural Resource Area
 Current Programming:
 Playgrounds
 Picnic Shelters
 Sprayground
 Greenhouse
 Community Garden
 Trails
 Ponds
 Restrooms

Hours of Operation
 Open: 8am - 8pm (Jan, Feb, Nov, Dec.)
 Closing: 5pm (Mar, Apr, Sept, Oct.)
 7pm (May, Jun, Jul, Aug.)

LEGEND

- WETLAND BOUNDARY
- SECONDARY POND
- POTENTIAL SITE ACCESS
- CROSS COUNTY TRAIL
- STRIPES
- COMMUNITY GARDEN
- UTILITY & C&S
- STRUCTURES
- HOUSING UNITS
- RESHAPE ENTRANCES
- SECONDARY ENTRANCES
- POTENTIAL VEHICLES



KEELEY PARK
 KEELEY PARK MASTER PLAN UPDATE - SITE ANALYSIS



2.2 Surrounding Land Use

The properties directly adjacent to the park are largely single family residential and agricultural. The properties across Keeley Road have a zoning designation of either RS-30-MH, AG-SP, or AG, and are currently occupied by single family homes. The properties to the south of Keeley Park are mostly zoned AG, with a few designated as RS-30-MH. The property west of the park, directly across the intersection of Rankin Mill Road and Keeley Road is a cemetery; directly west and south of the cemetery is the White Street Landfill, owned by the City of Greensboro. North and east of the park, and commandeering approximately 20 acres of land originally part of Keeley Park, the Urban Loop is being constructed. The Urban Loop will be a multi-lane divided freeway that will circumnavigate Greensboro. Beyond the Urban Loop, east of the park, lies Camp Burton, a prison farm for the NC Prison Department; the Urban Loop will completely sever the common property boundaries previously shared by the park and prison facility.



Urban Loop under construction at northeast corner of Keeley Park



Neighbors along Keeley Road

2.3 Utilities

The utilities located at Keeley Park pose some planning obstacles. Prior to the implementation of Phase I, two major electrical easements containing transmission lines traversed the site. One line runs north-south on the eastern portion of the site and the other runs east-west in the southern third of the park. The second line also contains a City of Greensboro major sewer line. Prior to the park's development, no water or sewer/septic facilities existed on the site. Phase I development included three wells: one east of the community garden, one on the southeast side of the large pond, and one southeast of the maintenance facility. Accessing the sewer line for removal of sanitary waste at the park proved to be a difficult and expensive venture. Therefore, two septic fields were installed to handle the park's waste: one located in the southern portion of lawn within the Walking loop, and the other located up the hill just east of the main entrance. All of the existing utilities will remain on the site and will need to be evaluated for expansion with the addition of more restroom facilities in Phase II.



Duke Energy powerlines traversing the property

2.4 Topography

Keeley Park's topography can be described as gently rolling to rolling. Outside of shaping the land to create a flatter surface for the main parking lot and the sprayground, the topography of Keeley has been largely unaltered with the implementation of Phase I. The rolling hills, with some flatter areas and few steep slopes makes the property perfect for the additional passive park elements (walking trails, disc golf, mountain bike trails) that will traverse the vast majority of the park, and the existing slope will lend itself well to the implementation of an amphitheatre in the future. Reference page number 7 of the original Keeley Park Master Plan in Appendix IV for additional slope information.



Rolling hills of Keeley Park

2.5 Soils

The soils at Keeley Park have not changed from the Phase I development, except that some of the soils have shifted slightly to create the landforms for the installed park elements. The prominent soils located within the park, Enon Fine Sandy Loam, Appling Sandy Loam, and Iredell Fine Sandy Loam, will support the park features designed within those soils. Reference page numbers 6 and 7 of the original Keeley Park Master Plan in Appendix IV for more detailed soil information.

2.6 Hydrology



View across one of Keeley Park's ponds

The hydrology of Keeley Park creates one of the park's most treasured features, its ponds. The ponds, which anchor the center of the park and are encircled by the park's trail system, are fed by two stream systems which merge into the large pond.

During the original master planning process in 2006, CWS conducted an on-site field investigation which indicated that there are (6) jurisdictional stream channels, (15) jurisdictional wetland areas, and (6) jurisdictional open water areas (ponds). Jurisdictional waters include unnamed tributaries to Buffalo Creek. Buffalo Creek is within the Cape Fear River basin and is rated "Class C waters" by the NCDEQ. On-site jurisdictional waters of the U.S. were surveyed using a sub-meter GPS unit and total approximately 13.22 acres. The GIS mapping for Guilford County, the county in which Keeley Park is located, shows no floodplains or flood zones located within the park or on adjacent properties.

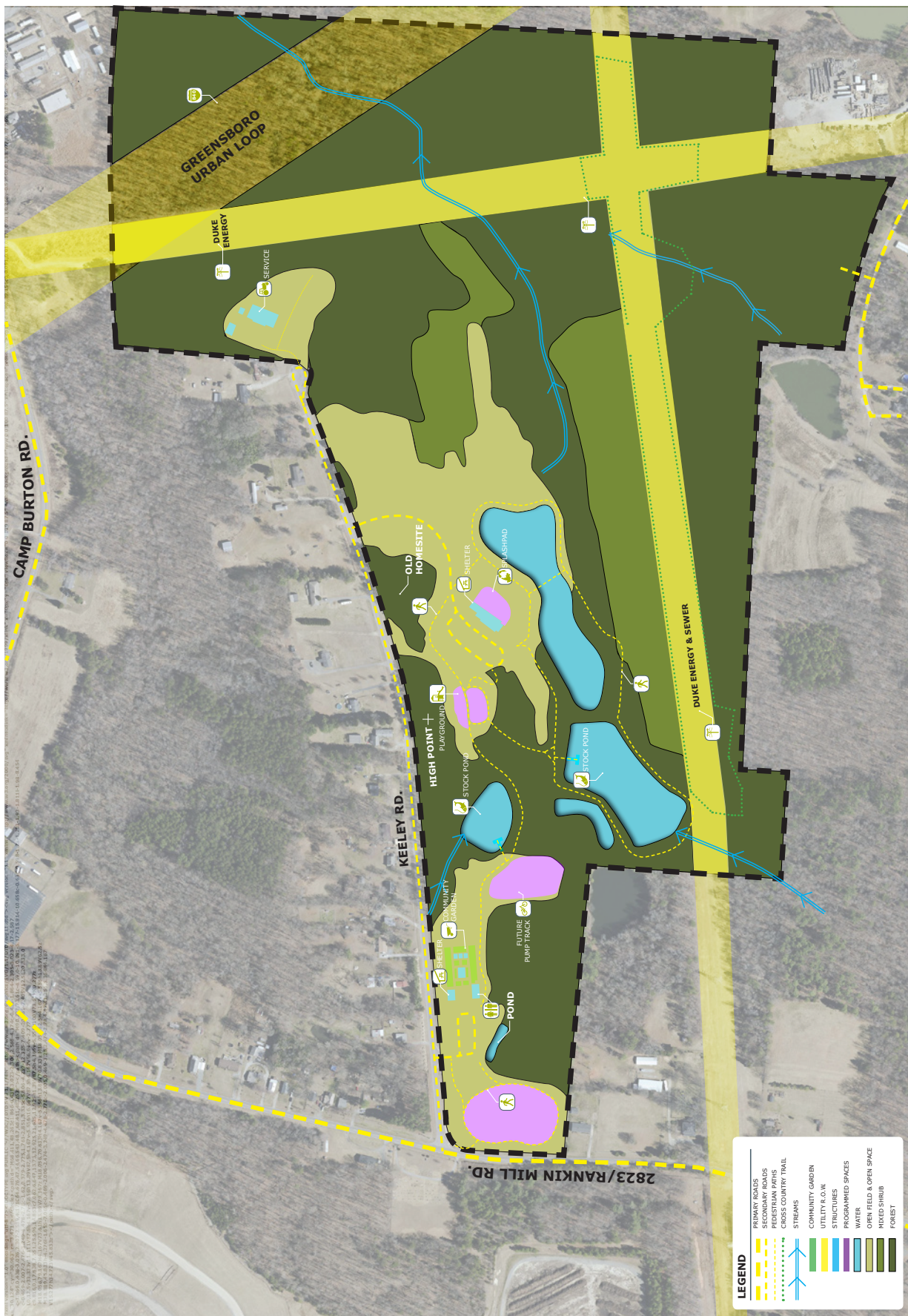
The hydrology of the site will not be impacted by the development of Phase II. Additional hydrological information can be found on page numbers 9 and 10 of the original Keeley Park Master Plan in Appendix IV.

2.7 Vegetation



Cypress trees ringing the edge of the pond

Keeley Park's eastern and southern quadrants are predominately tree covered. The canopied areas of the park remained largely intact after the Phase I development and are dominated by white oak, northern red oak, post oak, black oak, sweetgum, hickory, and beech. Understory trees include can be found throughout the wooded areas and along the edges of the denser hardwood areas and include many dogwood, sourwood, black cherry, and holly trees. Several sites along the southern and eastern boundaries contain pine trees and appear to be a result of farmland succession. Cypress trees ring several of the ponds on the eastern portion of the park and line the old farm entrance and current service entrance east of the playground along Keeley Road. Some clearing was performed on the site to construct Phase I of the park and hardwood trees were planted along the entrance road and within the parking areas.



CAMP BURTON RD.

GREENSBORO
URBAN LOOP

DUKE ENERGY
SERVICE

OLD
HOMESTEAD

HIGH POINT

KEELEY RD.

COMMUNITY GARDEN

FUTURE PUMP TRACK

POND

DUKE ENERGY & SEWER

2823/RANKIN MILL RD.

LEGEND

	PRIMARY ROADS
	SECONDARY ROADS
	CROSS-COUNTRY TRAIL
	STREAMS
	COMMUNITY GARDEN
	UTILITY K.O.M.
	STRUCTURES
	PROGRAMMED SPACES
	WATER
	OPEN FIELD & OPEN SPACE
	PAVED SHRUB
	FOREST



Throughout the park, particularly in the southern and eastern portions, remnants of the City's former tree nursery can be found. Clusters of ornamental trees still remain and appear more wild and unkempt than their former neighboring specimens that were removed for planting on city properties and have been maintained all of their lives. The City is currently performing a tree survey of the property and the identified specimen plants will be incorporated into the design of the Arboretum Walk when it is constructed in a future phase. Pecan trees are also present around the old Keeley family home site and care will be taken to preserve as many of the trees as possible during Phase II construction. Additional information about the site's flora habitat can be found on page number 8 of the original Keeley Park Master Plan in Appendix IV.



Fishing Pier

2.8 Wildlife

Wildlife species present within the park and site include, but are not limited to: deer, wild turkey, red fox, eastern coyote, skunk, raccoon, hawk, owls, beaver, woodpecker, frogs, lizards, salamanders, and turtles. The ponds on the property hold fish species including, but not limited to: brim, crappie, bass, and catfish. Many park patrons remarked how much they enjoy the walks around the park's ponds and the large number of birds and animals they have the opportunity to observe.

PUBLIC INVOLVEMENT

03



- 3.1 Overview
- 3.2 Public Survey
- 3.3 Community Conversation 1
- 3.4 Community Conversation 2
- 3.5 Community Conversation 3
- 3.6 Public Meeting: PARTF

3.1 Overview

Keeley Park, beloved by its patrons, could not undergo a new master planning process without the input of the public. The public process provided the planning team another tool, beyond analyzing the site itself, to assess the suitability of the previous master plan to the needs of the park-goers a decade later. The process allowed individuals to provide their feedback on the park's next phase in several different ways, including a survey and several community conversations. The previous master plan called for a "cloverleaf" of four baseball fields that, given the site constraints now impacting the park with an existing septic field and the construction of the Urban Loop, lack feasibility in their designed location. One major inquiry weighing on the park's design, from the perspective of the planning team and the Greensboro's Parks and Recreation department, remained whether the ball fields still existed as a pertinent need or desire for the community at Keeley Park at this time. The public survey and community conversations provided the platforms to evaluate the ball fields and any other elements on the previous master plan, as well as other potential uses of the park, in an open and collaborative process.

3.2 Public Survey

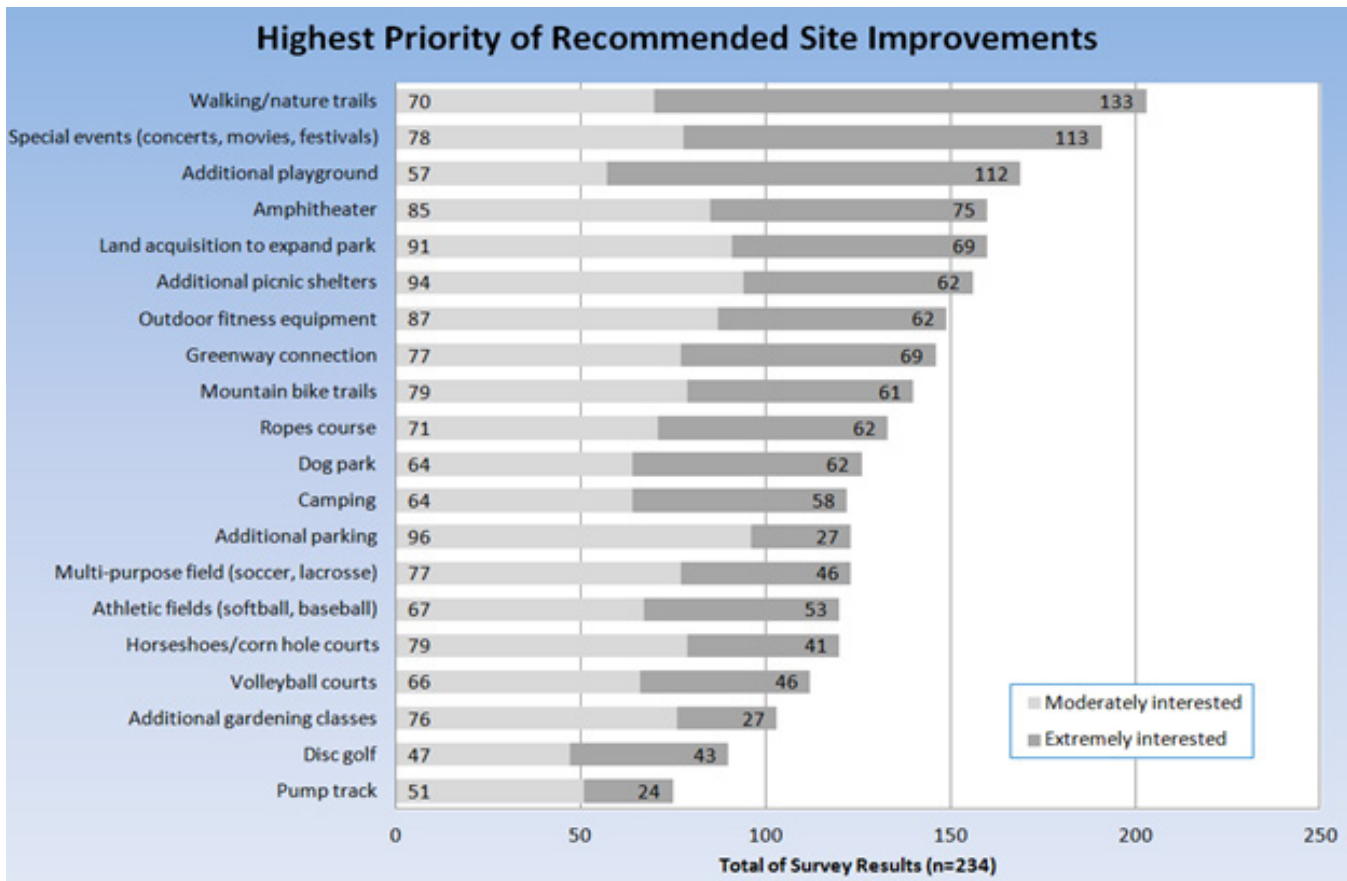
A public survey was distributed to gather the preferences of park users regarding future park features. The City of Greensboro Parks and Recreation department sent out 2,000 postcards to property owners within one mile of the park inviting them to fill out the survey and to attend the public meetings. The survey opened on February 5, 2016 and closed on March 6, 2016. During this time, Time Warner Cable News 14 covered the park's story, interviews with Greensboro's Park Planner, Vonda Martin, and Keeley Park's Manager, Tony Royal, and promoted the public survey and meetings. The public survey was completed by 234 individuals whom provided extensive information regarding their likes and dislikes of the current park and their needs and desires for the park as it grows. The survey allowed respondents to fill in their own answers as well as select from a predetermined list on most questions. Input was also gathered from postings on the Greensboro Parks & Recreation's Facebook page. The responses for the question asking surveyed individuals to "Please rate your interest in potential recreational opportunities for Keeley Park" are in order below. The full survey results can be seen in Appendix I of this document.

1. Walking/nature trails
2. Special events (concert, movies, festivals)
3. Additional playground
4. Amphitheatre
5. Land acquisition to expand park
6. Additional picnic shelters
7. Outdoor fitness equipment
8. Greenway connection
9. Mountain bike trails
10. Ropes course
11. Dog Park
12. Camping
13. Additional Parking



14. Multi-purpose field (soccer, lacrosse)
15. Athletic fields (softball, baseball)
16. Horseshoes/ corn hole courts
17. Volleyball courts
18. Additional gardening classes
19. Disc golf
20. Pump track

The following chart shows the level of interest the survey takers showed for each site improvement element:



3.3 Community Conversation 1: Site Analysis & Community Input

The first public meeting was held at the Peeler Recreation Center on Thursday, February 11, 2016 at 7pm, and was attended by several public officials and nine (9) members of the community. The purpose of this meeting was to explain to the public the process for updating the master plan for Keeley Park and to gather their input on elements that should be included in the master plan and implemented in Phase II of the park’s development. An aerial map of the existing park, the site analysis of the park, the existing master plan, and the previous PARTF plan were on display for attendees to view; these items can be seen in Appendix II. A PowerPoint scrolled on a large screen displaying images of different potential park elements as outlined within the community survey. The discussion comments discussed by community members present at the meeting were recorded and are outlined as follows:

1. Items to be considered in the new master plan:

- A. Disc-golf
 - 1. Several members of a local disc golf club were present and expressed a strong interest in having a disc golf course at Keeley.
 - 2. The group has already designed an 18-hole course on the back side of the park. [This plan was provided to Stewart via email after the meeting.]
 - 3. The group expressed concerns about the course design and wanted to ensure that Greensboro Parks and Recreation uses a course designer to layout the hole design if a course is implemented.
- B. The Multi-purpose field shown on the master plan on the south side of the utility easement was of interest to some attendees.
- C. Desire for more walking trails. Patrons felt that the current trails are very pleasing.
- D. Basketball court for youth, middle age, and older groups. This was expressed as a place/activity where the community really comes together and mentoring and multigenerational fun takes place.
- E. There was interest in highlighting the history of the site as a nursery and using any old nursery stock for beautification at the park.
- F. Orchard or expansion from the 3-4 existing fruit trees at the Community Garden.
- G. Camping
- H. More parking for current and future facilities.

2. Changes proposed to the existing master plan:

- A. Reduction of the four field clover-leaf baseball layout to single field or removing the fields from the plan completely.

3. Other noted items:

- A. Attempts should be made to save pecan trees near old home site.

The complete agenda, minutes, sign-in sheet, and displayed maps/boards are located in Appendix II.

3.4 Community Conversation 2: Draft Master Plan & Community Input

Community Conversation 2 was held at the Peeler Recreation Center on Thursday, March 10, 2016 at 7pm, and the meeting was attended by twelve (12) community members. The purpose of this meeting was to present the draft of the updated master plan for Keeley Park and obtain feedback on the plan from the community. The results of the community survey were presented and the survey process was explained. Attendees witnessed a presentation of the draft plan and were asked to vote on the elements shown in the plan that were the top three elements they would like to see implemented at the park. The voting was done using colored dots, and each person received three dots. The green dot was to be placed on the provided image



Community Conversation 1 at Peeler Recreation Center



Disc golf enthusiasts and Greensboro Parks & Recreation Staff viewing the park analysis boards



Community Conversation 2 in the Peeler Recreation Center gym

board next to the name and image of the park element they desired most; the yellow dot was to be placed next to their second priority and red by their third.

The elements with the highest priority votes were:

1. Basketball
2. Disc Golf
3. Walking Trails
4. Court Games
5. Shelters



Meeting attendees, Greensboro staff, and planning team discussing the draft master plan

The elements that received the most voting dots overall were:

1. Court Games
2. Low Ropes
3. Amphitheatre
4. Basketball
5. Walking Trails

The complete agenda minutes, sign-in sheet, draft master plan, site plan with recommended changes and scan of the voting board are located in Appendix II.

3.5 Community Conversation 3: Keeley Park Master Plan Update



Presentation at Community Conversation 3

Community Conversation 3 was held at Peeler Recreation Center on Thursday, March 17, 2016 at 7pm, and the meeting was attended by nine (9) community members. The purpose of Community Conversation 3 was to reveal the final updated master plan for Keeley Park to the public. Stewart provided an overview of the design process and presented the Keeley Park Master Plan Update, including an explanation of the following features included in the plan:

- Outdoor fitness equipment with shade sail near Rankin Mill Road
- Community Garden renovation and expansion (ADA Accessible)
- Beginner mountain bike trail
- Intermediate mountain bike trail
- Pump Track (under construction)
- Cornhole Courts (4 – ADA Accessible)
- Playground renovation for Inclusive Play with shade sails
- New shelters with picnic tables (4 total, 1 with bathroom)
- Sprayground renovation with shade structure
- Additional parking throughout the park
- Festival Field with Amphitheater
- Food Truck parking area
- Dog Parks (large and small dog areas)
- Walking trails (Arboretum Walk)
- 18-hole Disc Golf Course
- New park entrance off of Oakleigh Road

Several attendees asked questions about elements of the park plan, but no concerns were expressed for the proposed plan. The illustrative rendering of the master plan can be seen on the following page. The complete minutes, sign-in sheet, and displayed maps/boards are located in Appendix II.



04.04.2016
 PREPARED BY: STEWART

KEELEY PARK MASTER PLAN UPDATE
 - CITY OF GREENSBORO -





Presentation at PARTF Public Meeting

3.6 Public Meeting: PARTF

The PARTF public meeting was held at Peeler Recreation Center on Thursday, March 17, 2016 at 8pm, and the meeting was attended by nine (9) community members. The purpose of this meeting was to explain the Parks and Recreation Trust Fund (PARTF) grant application process, present to the public the elements of the Keeley Park Master Plan Update for which PARTF funding is being requested, and obtain the public's consent to proceed with the grant process for Keeley Park Phase II.

The presentation included a breakdown of the elements to be included in the PARTF Request:

- New Facilities – Outdoor Fitness Equipment with Shade Sail, Cornhole Boards (4 sets that are ADA accessible), Festival Field (includes patio for a temporary stage), Beginner Mountain Bike Trails, 9 hole Disc Golf Course
- Like Facilities – Shelters with picnic tables (3), Shelter with Bathroom and picnic tables (1), Walking Trails (8 ft. wide)
- Renovated Facilities – Playground renovation to include an Inclusive Playground with shade sail, renovation to the Sprayground to extend the patio and add shade, and expansion to the Community Garden to include raised beds that will be ADA accessible.
- Support Facilities – benches, disc golf baskets, trashcans, utilities, landscaping

Concerns about basketball not being included in this plan, though it was highly requested at Community Conversation 2, were addressed with an explanation that basketball courts are located in Greensboro's neighborhood parks and not in the regional parks. A map was also supplied at the meeting that located three basketball facilities within a few miles of Keeley Park.

Concerns about volleyball being eliminated in the final plan, as it was shown in the draft plan, were addressed through an explanation that eight courts will be installed at Hester Park and that portable nets can be erected in the fields at Keeley Park upon request.

All the other comments from the attendees were positive and consent was given from attendees to proceed with the PARTF grant funding application and request for Keeley Park. The proposed PARTF site plan can be seen on the following page. The complete minutes, including all attendee comments, sign-in sheet, and displayed plans are located in Appendix II.

KEELEY PARK PHASE II PART F PROJECT

PART F SITE PLAN PREPARED FOR: CITY OF GREENSBORO
PROPERTY SIZE: 113.95 ACRES
PREPARED ON: 04.01.2016

PART F REQUEST

PHASE 1 DEVELOPMENT

- A - OUTDOOR FITNESS EQUIPMENT
- B - WALKING TRAILS - 3,085 LF
- C - COMMUNITY GARDEN RENOVATION & EXPANSION
- D - CORN HOLE - 4 COURTS
- E - BEGINNER MOUNTAIN BIKE TRAIL - 2,968 LF
- F - PLAY GROUND RENOVATION FOR INCLUSIVE PLAY
- G - SPRAY GROUND RENOVATION W/ SHADE STRUCTURE
- H - 9-HOLE DISC GOLF COURSE (FRONT 9)
- I - FESTIVAL FIELD
- J - SHELTERS (3)
- K - SHELTER/RESTROOM BUILDING

CONCURRENT CONSTRUCTION

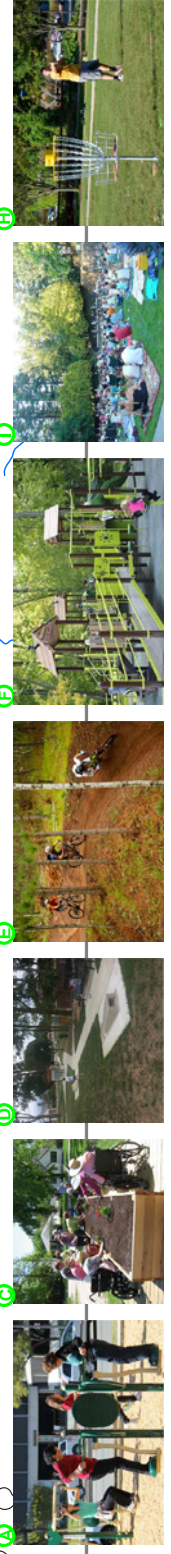
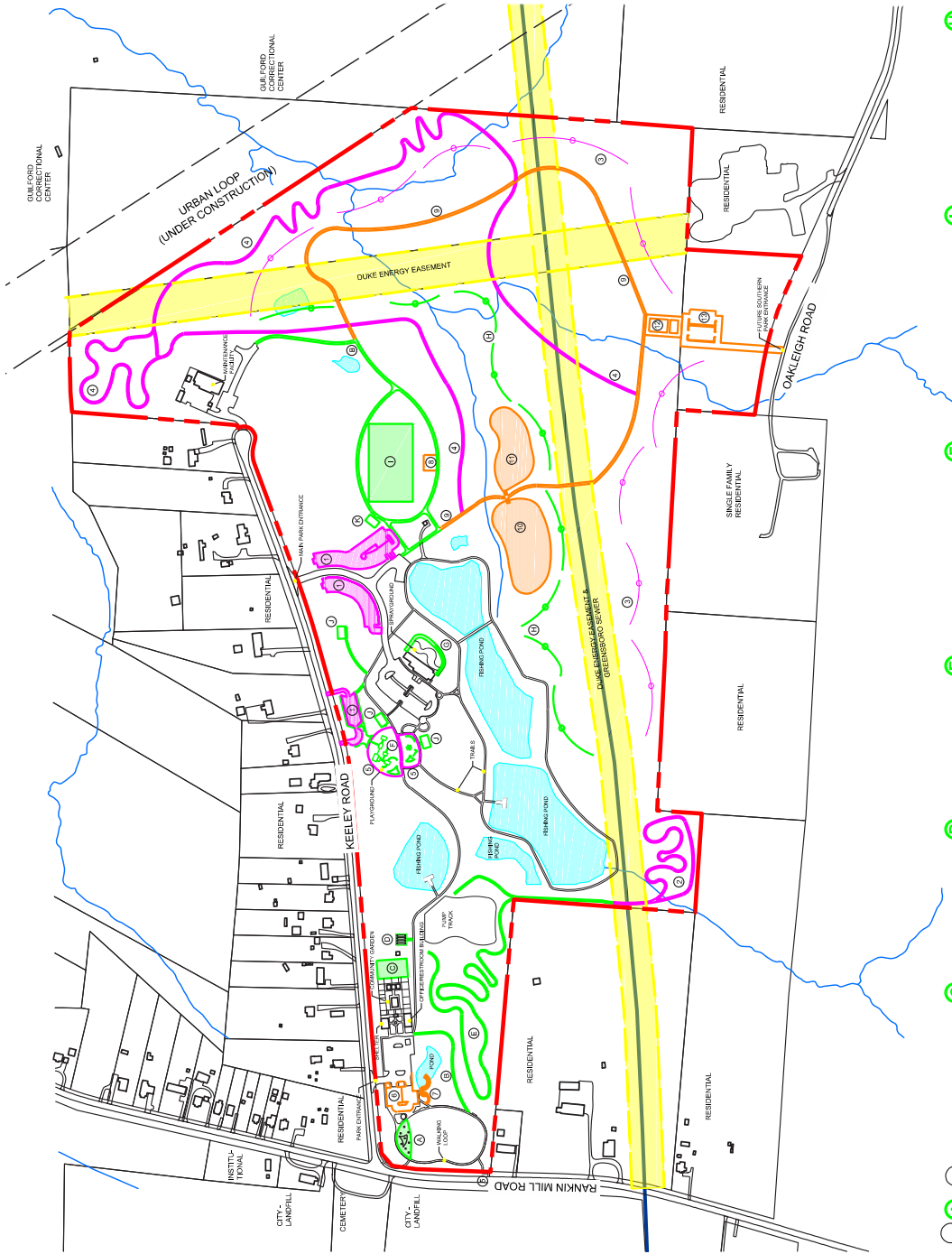
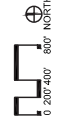
- 1 - ADDITIONAL PARKING (#156 SPACES)
- 2 - BEGINNER MOUNTAIN BIKE TRAIL - 1,614 LF
- 3 - 9-HOLE DISC GOLF COURSE (BACK 9)
- 4 - INTERMEDIATE MOUNTAIN BIKE TRAIL - 6,696 LF
- 5 - PLAYGROUND SURFACING FOR ADA

FUTURE FACILITIES

- 5 - NORTHEAST COMMUNITY TRAIL CONNECTION
- 6 - ADDITIONAL PARKING (#24 SPACES)
- 7 - OUTDOOR CLASSROOM
- 8 - AMPHITHEATRE
- 9 - ARBORETUM WALK - 3,502 LF
- 10 - DOG PARK - LARGE DOGS
- 11 - DOG PARK - SMALL DOGS
- 12 - SHELTER/RESTROOM BUILDING
- 13 - SOUTHERN ENTRANCE & PARKING LOT(40 SPACES)

LEGEND

- PART F REQUEST
- CONCURRENT CONSTRUCTION
- FUTURE FACILITIES
- EXISTING FACILITIES
- PARK BOUNDARY
- UTILITY EASEMENTS



PREPARED BY: **STEWART**



PROGRAM DESCRIPTION

04



- 4.1 Overview**
- 4.2 Physical Needs**
 - 4.2.1 Phase II Elements for PARTF Request**
 - 4.2.2 Concurrent Construction**
 - 4.2.3 Future Phase**

4.1 Overview

Keeley Park's passive recreation draws park patrons from northeast Greensboro, McLeansville, and surrounding areas, and the public input showed a great desire for the park to remain more pastoral and exclude active recreation from its future. The new master plan for Keeley Park focuses on park elements that can be used by people of all ages and abilities. Keeley Park currently has a strong patronage by young families to the playground and sprayground; the master plan update incorporates elements that will keep Keeley Park a place where those families can continue to grow.

The physical challenges and changes occurring at Keeley Park, including the construction of the Urban Loop, the installation of the Pump track, and the desperate need for additional parking comprise several of the reasons that initiated this master plan update. The feedback from the public input survey and public meetings confirmed the public's desire to see Keeley Park evolve. The top nine desired facilities have been incorporated into the plan along with the top requests from the public meetings.

The updated Master Plan for Keeley Park should be implemented in at least two phases, depending on available funding for implementation. Land acquisition, though listed as a part of the Future Phase, can be executed at any time; acquiring additional land for Keeley Park is a desire of the Greensboro Parks and Recreation Department. Through all phases of development, the lack of a municipal waste and sewer connection to the site should be taken into account. During the initial park development a feasibility study for creating these connections was conducted and determined too costly for implementation. The feasibility study is included with this master plan as Appendix III.

4.2 Physical Needs

The recommended physical needs for Keeley Park are separated into three sections: Phase II Elements for PARTF Request, Concurrent Construction by the City of Greensboro, and Future Phase Elements. Phase II of Keeley Park should be constructed within the next one to three years and will be included in a 2016 application to receive grant funding from the Parks and Recreation Trust Fund (PARTF) program. The items designated as Concurrent Construction should be implemented at the same time as Phase II or within a year afterwards in order to reduce site impact and enhance the constructability of the elements, thereby reducing overall costs. The Future Phase Elements shall be implemented within the next four to eight years, as funding becomes available.

4.2.1 Phase II Elements for PARTF Request:

- Outdoor Fitness area: Approximately eight pieces of outdoor exercise equipment shall be installed on an accessible surface within the Walking Loop on the western end of the park nearest Rankin Mill Road. At least half of the equipment should be able to be used by those in a wheelchair. A shade sail will be erected over the equipment to provide shade for users.



Example of a pump track. Photo Courtesy of the GoFundMe site for "Pump Track for Greensboro"



Outdoor fitness equipment



Raised garden beds



Permanent Cornhole boards



Beginner Mountain Bike Trail



Inclusive Playground with accessible ramps



Keeley family home site surrounded by pecan trees overlooking the large pond

- Expansion of Community Garden: The current community garden is used extensively and has a dedicated gardener for the program. The plots are typically 100% reserved at the beginning of a year for the entire growing season and a waiting list for plots continues throughout the year. Expansion of the garden will include raised beds that will be ADA accessible and make it easier for older adults and those with physical challenges to participate in the gardening program.
- Cornhole courts (4) with ADA accessibility: Cornhole is a popular game that can be enjoyed by people of all ages and abilities. Greensboro hosts Senior Games and other events that involve cornhole tournaments. Implementing four courts that are ADA accessible will allow large groups to enjoy the facility and tournaments to be held at Keeley Park.
- Beginner Mountain Bike Trail (+/- 2,968 LF): The Beginner Mountain Bike Trail serves as the next step up from the Pump Track for those just starting out in the mountain bike sport. The rolling topography of Keeley Park makes the site a great location for a short, introductory trail to accompany the Pump Track facility. The trail has been laid out to avoid conflicts with walkers, runners, and more leisurely cyclists on the park's main trails.
- Renovation of Playground to an Inclusive Playground: The existing playground equipment was stockpiled for several years and exposed to the elements prior to its installation at Keeley Park, so it shows much more wear and increased maintenance needs than its age would typically warrant. Additionally, the playground is considered ADA accessible, but is not fully inclusive for use by children of all abilities. The new playground would be an "all children's playground" that can be fully enjoyed by everyone and provides shade over many of the play components. Greensboro currently does not have an inclusive playground, so the implementation of this playground in one of their regional parks would open up playground use to many children in the Greensboro area with physical, cognitive, and sensory challenges that currently does not exist.
- Shelters at Inclusive Playground – (2): The two shelters to be constructed in the playground area will provide more seating for playground users and fulfill the many requests for additional shade at the playground. The shelters will also be able to be rented for parties and events, providing additional income for the park. The architecture of the new shelters should match the current shelter at the Community Garden and the other existing structures at the park.
- Shelter near Main Entrance: The shelter located between the playground and the main park entrance will be nestled amongst the old growth pecan trees that once surrounded the old Keeley family home. The shelter will be constructed at the precise location that the home stood and, being on the

highest point on the property, will overlook the park's largest pond. The architecture of the new shelter should match the current shelter at the Community Garden and the other existing structures at the park.

- Sprayground Patio Renovation with Shade Structure:
The existing sprayground is enjoyed by thousands of children every summer, including 42,023 visitors in the summer of 2015. However, the shelter at the sprayground is rented much of that time, leaving no place for patrons to get out of the hot southern sun. The expansion of the patio area will allow for more seating and picnic area and provide a covered area on the southern end of the sprayground for retreating from the sun.
- Additional trails (+/- 3,085 LF): Trails and walking paths were the number one loved feature currently at Keeley Park and the most desired feature for future facilities. One of the new trails will connect the Walking Loop around the pond next to Community Garden, through the woods, and around to the Pump Track and Cornhole area. A new walking loop will encircle the Festival Field, and connecting trails will tie it to the existing trails around the ponds and to the maintenance facility.
- Festival Field with Stage area and Food Truck parking:
The festival lawn will be the headquarters for the events, movies, and concerts that will begin taking place at Keeley Park at the completion of Phase II. This area will be open and flexible for use during many different types of events. The trail on the southern side of the Festival Field has an expanded area for parking Greensboro Parks & Recreation's "show wagon" portable stage and room for a dance floor and/or accessible seating in front of the stage. The trail on the west side of the Festival Field will be designated for food truck parking and will have utility connections available for their use. The Future Phase designates this area and the "show wagon" to be upgraded to a permanent stage structure and amphitheatre.
- Shelter with Restroom Facilities at Festival Field: The shelter located northwest of the Festival Field will provide shade, picnic tables, and restrooms to service the Festival Field and the trails on the east side of the park. The restroom facility will be approximately 1,000 square feet of enclosed space. The architecture of the new shelter should match the current shelter at the Community Garden and the other existing structures at the park.
- 9-Hole Disc Golf Course: Disc golf was one of the most requested park elements at the public meetings. Each hole will have a basket and two concrete tee boxes, one each for lesser and more experienced players. Phase II will include the 9-Hole "Front Nine" course, with installation of the "Back Nine" in concurrent construction by the City.



Family enjoying shade at a sprayground



Existing walking trails at Keeley Park



Festival Field



Existing Shelter at Community Garden



Teenager playing disc golf



4.2.2 Concurrent Construction



Intermediate mountain bike trail

- Intermediate Mountain Bike Trail (+/- 6,696 LF):
The Intermediate Mountain Bike Course will serve as the next step up in the mountain bike training programs at Keeley Park. After mastering the Pump Track, cyclists can move up to Beginner Mountain Bike Trail, and on to the Intermediate Trail, which will allow users to experience a more rugged course over tougher hills and embankments. The trail will be designed for users to test their skills before venturing to the 50 miles of mountain biking and hiking trails around the City's three lakes - Higgins, Brandt, and Townsend - for more advanced trail rides. The trail has been laid out to avoid conflicts with walkers, runners, and more leisurely cyclists on the park's main trails.



Child wheeling herself around playground

- Parking Lot at Inclusive Playground (+/-22 spaces):
The Parking Lot along Keeley Road north of the Inclusive Playground will allow playground users to park closer to the playground areas. The elevation of this parking lot will be close to the elevation of the playground, allowing playground users with physical challenges a way to arrive at the playground without traversing the large ramp from the main parking lot. There will also be an opportunity for additional ADA parking spaces in this lot.

- Parking Lots at Main Entrance (2 lots, +/- 134 spaces):
The two additional parking lots located on either side of the Main Entrance will alleviate the parking strains of the park, particularly on busy days at the Sprayground. The parking lots are situated in the grassed areas currently used for overflow parking. The additional parking will also serve the park for events at the Festival Field, trail users, disc golf players, and future park elements.



Disc golf course

- 9-Hole Disc Golf Course: The additional 9-Hole Disc Golf Course, or "Back Nine", will support the 9-Hole Disc Golf Course being constructed as part of the Phase II PARTF Request. Each hole will have a basket and two concrete tee boxes, one each for lesser and more experienced players. The second set of nine holes will allow users to play two different 9-hole courses or combine them for a full regulation game of eighteen holes.

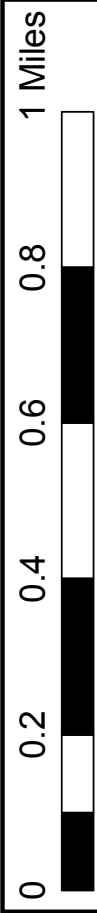
4.2.3 Future Phase Elements

- Northeast Community Trail Connection: The Northeast Community Trail is a greenway on the northeast side of Greensboro. The next section of the greenway to be built is 1,500' in length and a portion of that will follow along Rankin Mill Road to connect to Keeley Park. The City of Greensboro is hoping to obtain additional grant funding to construct this trail section. A map of the existing portion of the trail and its current proximity to Keeley Park is shown on the following page.



Existing trail segment for Northeast Community Trail

Greensboro Trails System



Greenways

-  Northeast Community Trail..... 1.2 miles
-  Parks and Open Space
-  Parking
-  Sidewalks
-  Streets

Data Compiled by the City of Greensboro GIS Division
 Map created by Greensboro Parks and Recreation Trails Division





Existing parking lot at Community Garden to be expanded



Children learning at an outdoor classroom



Dog enjoying off-leash time



Amphitheatre at Oak Ridge Town Park



Existing column and fencing along Keeley Road

- Parking Lot expansion at Community Garden (+/-24 spaces): The parking lot at the Community Garden will be the primary parking for not only the Community Garden, but the Outdoor Fitness, Cornhole courts, Pump Track, Northeast Trail Connection and Outdoor Classroom. As these elements are constructed and their programming increases, additional parking will be necessary at the western side of the park.
- Outdoor Classroom: The Outdoor Classroom, located at the pond near the Walking Loop, will feature a patio, seating, a shade structure, rope bridge over the pond, and educational and interpretive signage about the lifecycles in a pond, local flora and fauna habitat, and other nature topics. School and community groups will be able to reserve the Classroom for field trips and educational sessions. Casual park users will also be able to enjoy the space while learning about the nature at Keeley Park.
- Dog Park (Small and Large dog areas): The Dog Park will allow the many dog owners who are already utilizing the park for enjoyment with their canine companions to freely throw a tennis ball or let their dog run around without having to be on a leash. The Dog Park has been placed further away from the child-centric activities of the Sprayground and Inclusive Playground, and will be a fenced in area predominately under full shade. The park is separated into two sections: a 1.34 acre lot for larger dogs (typically over 25lbs); and another 0.86 acre lot for small dogs (25lbs and under).
- Amphitheatre: The Amphitheatre stage structure will eventually be installed on the south side of the Festival Lawn where the “show wagon” and dancing pad are currently to be located. The exact size of the stage and structure will be determined during a detailed design process and shall be large enough to accommodate any potential uses for the stage and the festival area. The architectural design and materials of the structure shall be in keeping with the farm theme, stone, metal roofs, and red accents used in the current park structures.
- Southern Entrance with Parking Lot (+/- 40 spaces): The Southern Entrance to the park will provide a new entrance to Keeley Park off Oakleigh Road that will be located closer to the interchange for the Urban Loop than the current park entrances off Keeley Road. An interchange for the Urban Loop is currently under construction at the southern end of Oakleigh Road. Parking for approximately 40 vehicles will be provided at this entrance and will primarily serve the trails, Dog Park, Disc Golf courses, and the Shelter to be located in the southern portion of the park at this entrance. The character (signage, fencing, columns, etc) shall match the character of the existing park entrances.

- Shelter & Restroom facilities at Southern Entrance: The Shelter and Restroom facilities at the Southern Entrance will provide a picnic space for park users who would prefer to be in a quieter, more secluded location than the other shelters. The shelter will be able to be reserved, providing additional income for the park. The architecture of the new shelter should match the current shelter at the Community Garden and the other existing structures at the park.
- Arboretum Walk (+/- 3,502 LF): There are many trees left in the park from the property's days as a tree nursery, and a tree survey of the property is currently being performed on the site of the naturally growing and planted trees. The Arboretum Walk will be laid out to take users past the different species of trees, native and cultivated, that will be labeled with the common and scientific names. The accessible walk will allow users to learn more about the land and the trees they are traversing by, exercising their bodies and their minds. The Arboretum Walk will also be a great complement to the Outdoor Classroom for school and community groups to continue their field trip to Keeley Park and learn more about the flora at the park.
- Land Acquisition: The City of Greensboro Parks and Recreation Department desires to acquire additional property for Keeley Park and to grow its footprint. All parcels that become available in the direct vicinity of the park can be considered for purchase by the City for expanding Keeley Park. Priority will be given to properties along the southern border of the current park property. All potential property purchases will be evaluated thoroughly and will not occur unless sufficient funds are available.



Tree marker for arboretum walk



- 5.1 Overview
- 5.2 Master Plan Update
- 5.3 Phase II Site Plan for PARTF Request

5.1 Overview

The following pages display the overall master plan for Keeley Park and the site plan for the PARTF request. The master plan is the final design resulting from the site analysis and public input gathered through the planning process. The illustrative image of the master plan shows the relative sizes and locations of all the elements included in the three phases, PARTF Request, Concurrent Construction, and Future Phase, described in Chapter 4. All of the elements will need to go through a detailed design process before they can be implemented on the site. The detailed design process will involve the work of landscape architects, civil engineers, and site surveyors to verify and design the precise locations, sizes, materials, and specifications for each element. The Phase II Site Plan is the plan that will be included with the PARTF request. In order to meet the requirements of the grant application, this plan has been simplified from the master plan to a line drawing. The color-coding of the elements denote which phase each elements belongs in - PARTF Request, Concurrent Construction, or Future Phase. Items for which PARTF funding is being requested are shown in green; elements being implemented as part of the concurrent construction are shown in magenta; and elements included in the future phase are showing in orange. Existing facilities (black/white), park boundaries (red), and utility easements (yellow) are also located on the plan.





KEELEY PARK MASTER PLAN UPDATE
 - CITY OF GREENSBORO -

04.04.2016
 PREPARED BY: STEWART



KEELEY PARK PHASE II PART F PROJECT

PART F SITE PLAN PREPARED FOR: CITY OF GREENSBORO
PROPERTY SIZE: 113.95 ACRES
PREPARED ON: 04.01.2016

PART F REQUEST

PHASE 1 DEVELOPMENT

- A - OUTDOOR FITNESS EQUIPMENT
- B - WALKING TRAILS - 3,085 LF
- C - COMMUNITY GARDEN RENOVATION & EXPANSION
- D - CORN HOLE - 4 COURTS
- E - BEGINNER MOUNTAIN BIKE TRAIL - 2,865 LF
- F - PLAYGROUND RENOVATION FOR INCLUSIVE PLAY
- G - SPRAYGROUND RENOVATION W/ SHADE STRUCTURE
- H - 9-HOLE DISC GOLF COURSE (FRONT 9)
- I - FESTIVAL FIELD
- J - SHELTERS (3)
- K - SHELTER/RESTROOM BUILDING

CONCURRENT CONSTRUCTION

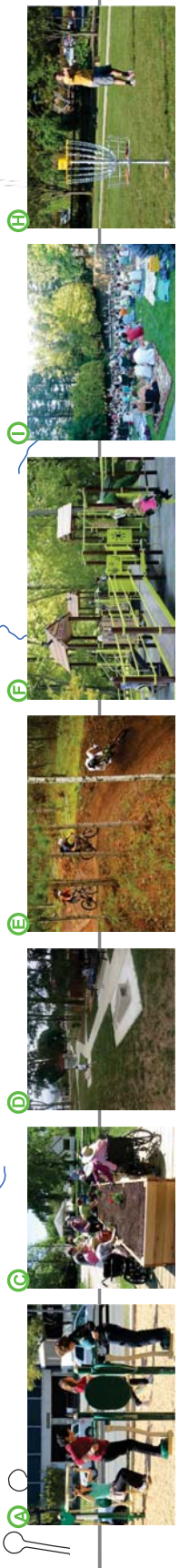
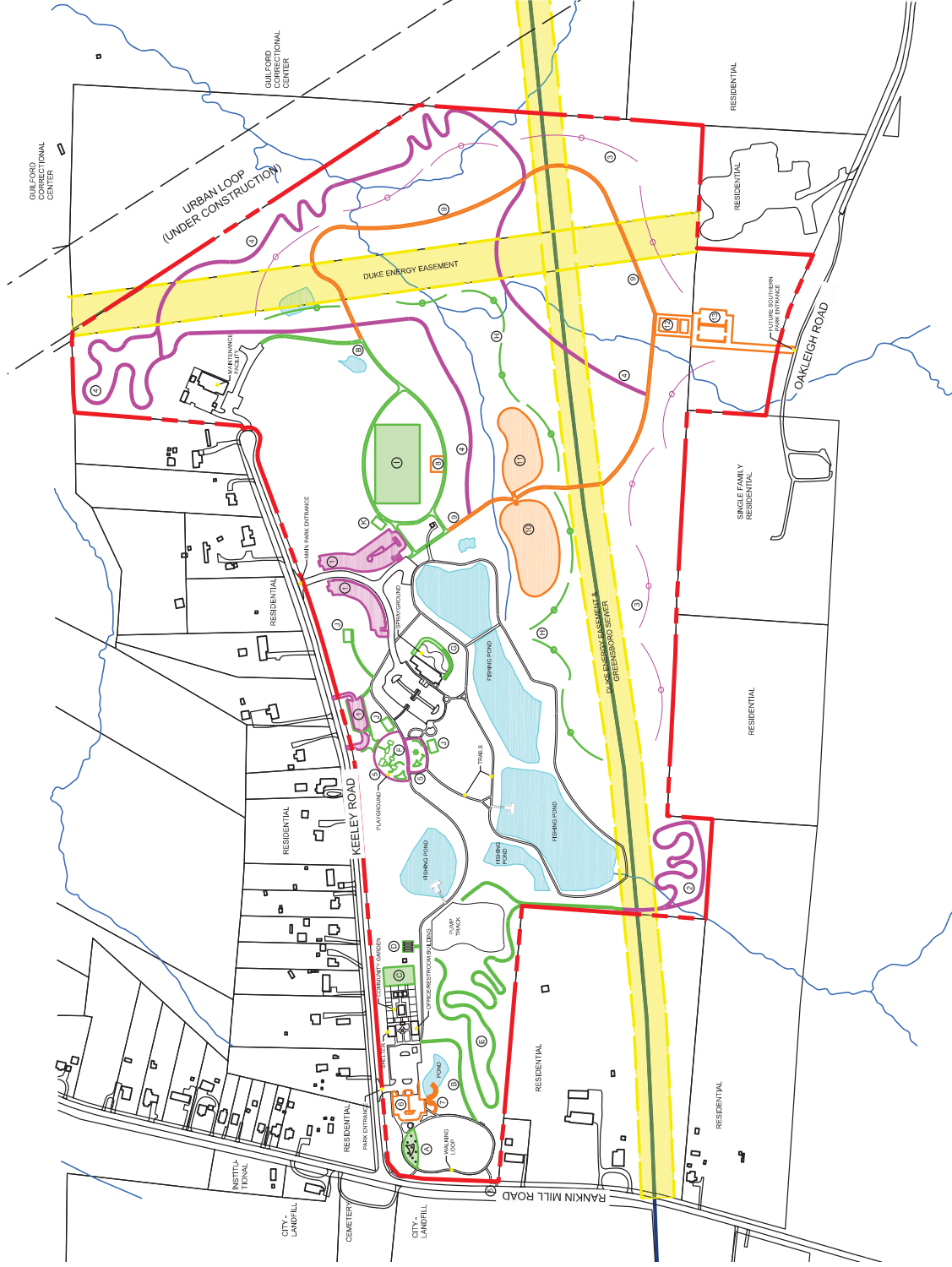
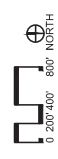
- 1 - ADDITIONAL PARKING (+7156 SPACES)
- 2 - BEGINNER MOUNTAIN BIKE TRAIL - 1,614 LF
- 3 - 9-HOLE DISC GOLF COURSE (BACK 9)
- 4 - INTERMEDIATE MOUNTAIN BIKE TRAIL - 6,686 LF
- 5 - PLAYGROUND SURFACING FOR ADA

FUTURE FACILITIES

- 5 - NORTHEAST COMMUNITY TRAIL CONNECTION
- 6 - ADDITIONAL PARKING (+124 SPACES)
- 7 - OUTDOOR CLASSROOM
- 8 - AMPHITHEATRE
- 9 - ARBORETUM WALK - 3,502 LF
- 10 - DOG PARK - LARGE DOGS
- 11 - DOG PARK - SMALL DOGS
- 12 - SHELTER/RESTROOM BUILDING
- 13 - SOUTHERN ENTRANCE & PARKING LOT(40 SPACES)

LEGEND

- PART F REQUEST
- CONCURRENT CONSTRUCTION
- FUTURE FACILITIES
- EXISTING FACILITIES
- PARK BOUNDARY
- UTILITY EASEMENTS



PREPARED BY: **STEWART**

PROJECT COSTS

06



- 6.1 Overview
- 6.2 Probable Costs for Keeley Park Master Plan Update

6.1 Overview

The costs of the elements outlined for each phase of development in Chapter 4 have been estimated. Quantities are based upon the master plan update for Keeley Park included in this document and will need to be reevaluated as detailed design is performed on each element to be built. All unit costs include the costs of the materials and their installation, and are shown in 2016 US dollars. The non-material costs included with this cost estimate are the mobilization fees, a contingency, and the planning costs. Mobilization, typically around 5%, is a fee that contractors charge in order to fund the initial costs of the project including purchasing the first series of supplies and equipment, rental of equipment, and to set up operations at the construction site. A contingency of 5% has been applied to each phase to provide a cushion for any incidental items that may arise during the detailed design or construction stages of each phase. The Planning costs include but are not limited to surveying, landscape architecture, civil engineering, site or soil testing, and construction administration performed during the detailed design and construction processes of a project. These fees typically range from 8-12 percent of the construction costs, and a 10% fee has been applied for each phase of this cost estimate. Construction costs typically increase each year, therefore escalation or inflation of materials and labor costs. Permitting fees for each phase nor land acquisition costs for future phase are not included in the estimate. The total projected cost for the development of all phases is \$2,982,743.

6.2 Probable Costs for Keeley Park Master Plan Update

The opinion of probable costs for the development of Keeley Park Master Plan Update is provided on the following pages.



Keeley Park Master Plan Update

Opinion of Construction Cost

Date: April 4, 2016

Prepared by: STEWART

PARTF Request

<u>Phase/Element</u>	<u>Quantity</u>	<u>Units</u>	<u>Unit Cost</u>	<u>Subtotal</u>
<u>NEW FACILITIES</u>				
Outdoor Fitness & shade sail	1	LS	\$45,000.00	\$45,000
Cornhole (4 perm. Sets, ADA accessible)	1	LS	\$15,000.00	\$15,000
Festival Field - clearing/ grading/ seeding	1	LS	\$20,000.00	\$20,000
Festival Field - Patio for temp stage	2400	SF	\$5.00	\$12,000
Beginner Mountain Bike Trail	4292	LF	\$4.66	\$20,001
Disc Golf Baskets	9	EA	\$500.00	\$4,500
Disc Golf (9 hole) - Tee boxes (5'x12')	9	EA	\$300.00	\$2,700
Disc Golf (9 hole) - Selective Clearing	9	EA	\$1,000.00	\$9,000
<u>LIKE FACILITIES</u>				
Shelters (w/ picnic tables)	3	EA	\$32,000.00	\$96,000
Shelter w/ Restroom (w/ picnic tables)	1	EA	\$80,000.00	\$80,000
Walking Trails - 8' wide (veh/ped)	3085	LF	\$40.00	\$123,400
<u>RENOVATED FACILITIES</u>				
Playground - equipment	1	LS	\$180,000.00	\$180,000
Playground - shade sail	1	EA	\$25,445.00	\$25,445
Sprayground - patio expansion	3415	SF	\$5.00	\$17,075
Sprayground - picnic covering	1	EA	\$40,000.00	\$40,000
Sprayground - add'l fencing	62	LF	\$40.00	\$2,480
Community Garden Expansion - Raised Beds	1	LS	\$10,000.00	\$10,000
Community Garden Expansion - Walls	1	LS	\$20,000.00	\$20,000
<u>SUPPORT FACILITIES</u>				
Benches	10	EA	\$800.00	\$8,000
Trashcans	8	EA	\$300.00	\$2,400
Utilities	1	LS	\$30,000.00	\$30,000
Landscaping	1	LS	\$30,000.00	\$30,000
Erosion Control	1	LS	\$25,000.00	\$25,000
Earthwork	1	LS	\$35,000.00	\$35,000
Stormwater	1	LS	\$30,000.00	\$30,000
Cost to Develop PARTF Phase Project				\$883,001
Contingency (5%)				\$44,150
Planning Costs (10%)				\$88,300
<u>PARTF Phase TOTAL</u>				\$1,015,451

Concurrent Construction

Phase/Element	Quantity	Units	Unit Cost	Subtotal
Playground - PIP surfacing	26890	SF	\$12.50	\$336,125
Parking Lots	1	LS	\$570,000.00	\$570,000
Parking Lot - 22 spaces at playground				
Parking Lot - 55 spaces west of entrance drive				
Parking Lot - 79 spaces east of entrance drive				
Intermediate Mountain Bike Trail	6696	LF	\$6.07	\$40,645
Bollards	2	EA	\$450.00	\$900
Disc Golf (9 hole) - Baskets	9	EA	\$500.00	\$4,500
Disc Golf (9 hole) - Tee boxes (5'x12')	9	EA	\$300.00	\$2,700
Disc Golf (9 hole) - Selective Clearing	9	EA	\$1,000.00	\$9,000
			Subtotal	\$963,870
Mobilization (5%)				\$92,344
			Construction Total	\$1,056,213
Contingency (5%)				\$52,811
Planning Costs (8%)				\$77,110
			<u>Concurrent Construction TOTAL</u>	\$1,186,133
			<u>PART F REQUEST & CONCURRENT CONSTRUCTION TOTAL</u>	<u>\$2,201,584</u>

Future Phase

Phase/Element	Quantity	Units	Unit Cost	Subtotal
Shelter w/ Restroom	1	EA	\$60,000.00	\$60,000
South Entrance & Parking Area - 40 spaces	1	LS	\$125,000.00	\$125,000
Outdoor Classroom & Swing bridge	1	LS	\$60,000.00	\$60,000
Parking Lot - 24 spaces (expansion at community garden)	1	LS	\$96,000.00	\$96,000
Amphitheatre stage structure	1	LS	\$100,000.00	\$100,000
Dog Park - fencing	1828	LF	\$29.00	\$53,012
Dog Park - gates	4	EA	\$300.00	\$1,200
Dogipot	4	EA	\$150.00	\$600
Benches	4	EA	\$800.00	\$3,200
Trashcans	2	EA	\$300.00	\$600
Utilities	1	LS	\$30,000.00	\$30,000
Landscaping	1	LS	\$30,000.00	\$30,000
Erosion Control	1	LS	\$25,000.00	\$25,000
Earthwork	1	LS	\$35,000.00	\$35,000
Stormwater	1	LS	\$30,000.00	\$30,000
			Subtotal	\$649,612
Mobilization (5%)				\$32,481
			Construction Total	\$682,093
Contingency (5%)				\$34,105
Planning Costs (10%)				\$64,961
			<u>Future Phase TOTAL</u>	\$781,158
			<u>TOTAL COST OF MASTER PLAN UPDATE</u>	<u>\$2,982,743</u>

6.3 Funding Strategies

The Comprehensive Parks & Recreation Master Plan for the Greensboro Parks and Recreation system was completed in 1998, updated in 2005, and is effective until 2017. The Future Phase and its elements in this plan shall be included in the next plan. The comprehensive planning process should identify potential funding sources for design and construction of future park elements and additional land acquisition; the funding may include City budget allocations, future bond funding, or grant funding. The following elements may need to be re-evaluated when selecting future park features to be funded, designed, and constructed:

Cost of Facility Development – an estimate for the project has been completed and it has been determined that it is financially feasible to build the park facility.

Cost of Facility Maintenance – an evaluation of the project has been completed and it has been determined that the facility can be maintained in accordance with City policies. Volunteer groups related to the amenity (i.e. mountain bike club, Adopt-A-Trail group) have offered to maintain the facility.

Public Support – the surrounding neighborhoods and communities support development of the facility.

Source of Funding – funds have been committed to the project; other agencies or private sector groups have committed funds in support of the project (i.e. partnerships have been established).



APPENDIX COMMUNITY SURVEY

I



- I.1 Community Survey
- I.2 Community Survey Results

I.1 Community Survey

2/4/2016

[SURVEY PREVIEW MODE] Keeley Park Community Survey



Keeley Park Community Survey

Share your voice, exchange ideas and shape your community by taking this very brief survey!

1. Location Information

City/Town:

ZIP:

2. What is your ethnicity?

- Hispanic or Latino
- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White

Other (please specify)

3. How long have you lived in that zip code?

- 0-2 years
- 3-10 years
- 10+ years

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I don't live in Greensboro

4. What is your gender?

Male

Female

5. What is your age?

17 and under

18 to 24

25 to 34

35 to 44

45 to 54

55 to 64

65 to 74

75 or older

6. What is the highest degree or level of school you have completed? If currently enrolled, highest degree received.

No schooling completed

Nursery school to 8th grade

Some high school, no diploma

High school graduate, diploma or the equivalent (for example: GED)

Some college credit, no degree

Trade/technical/vocational training

Associate degree

Bachelor's degree

Master's degree

Doctorate degree

**7. What recreational opportunities did you participate in while visiting Keeley Park?
(check all that apply)**

- Fishing
- Gardening
- Picnicking
- Playing on the playground
- Photography
- Renting a shelter
- Running
- Special Events
- Visiting the sprayground
- Walking
- Wildlife observation
- Other (please specify)

8. How often have you visited Keeley Park in the past 12 months?

- Daily
- Weekly
- Monthly
- Less than once a month
- Never

9. Please rate your interest in potential recreational opportunities for Keeley Park.

Not at all interested Moderately interested Extremely interested

Additional gardening

<https://www.surveymonkey.com/r/?sm=gz4g%2fBKq9b%2bASDBF4idK5eLvtGNoO0KVtN5PgHYOxhPpSjle%2f9p8mwDfP4hQ1f87sG6M%2bXTWXzeMhyis...> 3/6



Additional gardening classes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Additional parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Additional picnic shelters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Additional playground	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amphitheater	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Athletic fields (softball, baseball)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Camping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disc golf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dog park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Greenway connection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Horseshoes/corn hole courts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Land acquisition to expand park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mountain bike trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Multi-purpose field (soccer, lacrosse)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor fitness equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pump track	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ropes course	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special events (concerts, movies, festivals)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volleyball courts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walking/nature trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)			

10. What are the most important reasons you/your family participate in recreational activities?

	Not important	Moderately important	Extremely important
To have fun	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To be outdoors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is free/affordable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To be with family/friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For relaxation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To learn/education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For health/fitness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

11. How do you find out about recreation programs offered at Keeley Park?

- City website
- From neighbors/friends
- TV/Radio
- Social media (@GSOParkandRec)
- Email listserv
- Newspaper

Other (please specify)

12. Please share any additional thoughts or comments.



13. The Parks & Recreation Department will be applying for a Parks and Recreation Trust Fund (PARTF) grant to improve recreational opportunities at Keeley Park. To show our appreciation for your support, all survey respondents that complete the information below by 3/6/16 will be entered into a drawing for a chance to win four passes to the Greensboro Science Center. Thank you again for your support and involvement.

Name:

Address:

City/Town:

State:

ZIP:

Email Address:

Submit

Powered by



See how easy it is to [create a survey](#).

I.2 Community Survey Results

The results of the community survey are shown below for each question on the survey. For any open ended questions or additional comments added, no edits, even for grammatical errors, have been made to the statements.

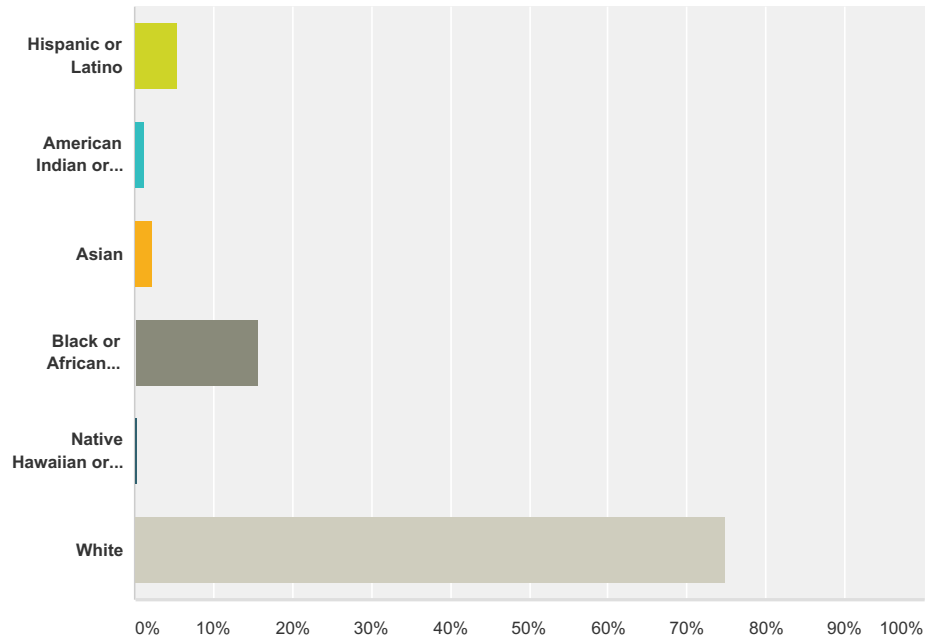
Q1 Location Information

Answered: 234 Skipped: 0

Answer Choices	Responses
Name:	0.00% 0
Company:	0.00% 0
Address:	0.00% 0
Address 2:	0.00% 0
City/Town:	100.00% 234
State:	0.00% 0
ZIP:	100.00% 234
Country:	0.00% 0
Email Address:	0.00% 0
Phone Number:	0.00% 0

Q2 What is your ethnicity?

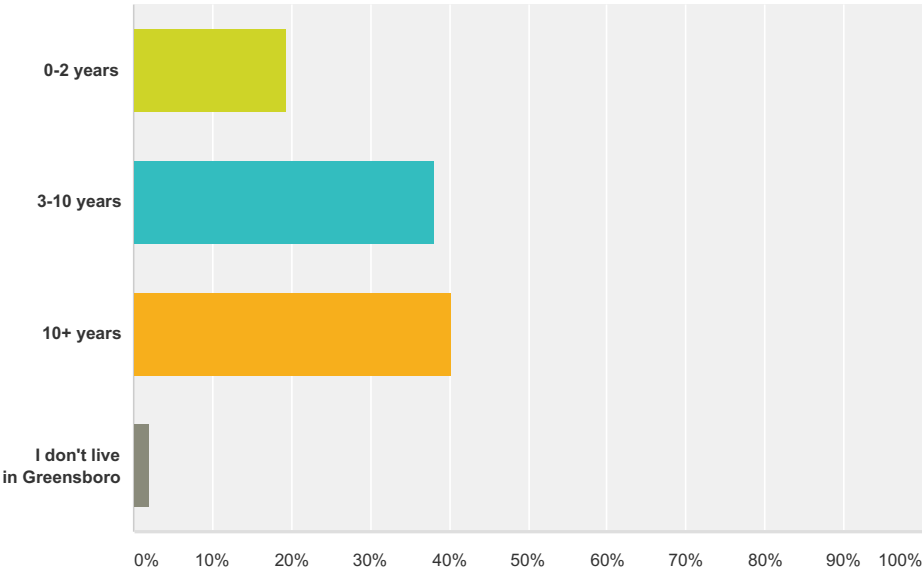
Answered: 223 Skipped: 11



Answer Choices	Responses
Hispanic or Latino	5.38% 12
American Indian or Alaska Native	1.35% 3
Asian	2.24% 5
Black or African American	15.70% 35
Native Hawaiian or Other Pacific Islander	0.45% 1
White	74.89% 167
Total	223

Q3 How long have you lived in that zip code?

Answered: 233 Skipped: 1

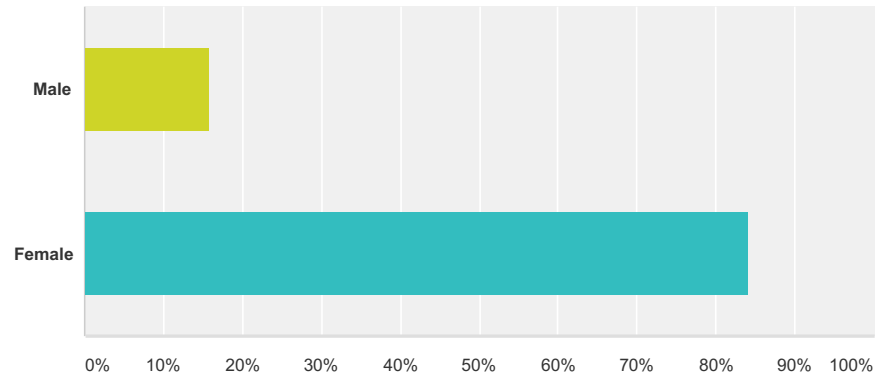


Answer Choices	Responses	
0-2 years	19.31%	45
3-10 years	38.20%	89
10+ years	40.34%	94
I don't live in Greensboro	2.15%	5
Total		233



Q4 What is your gender?

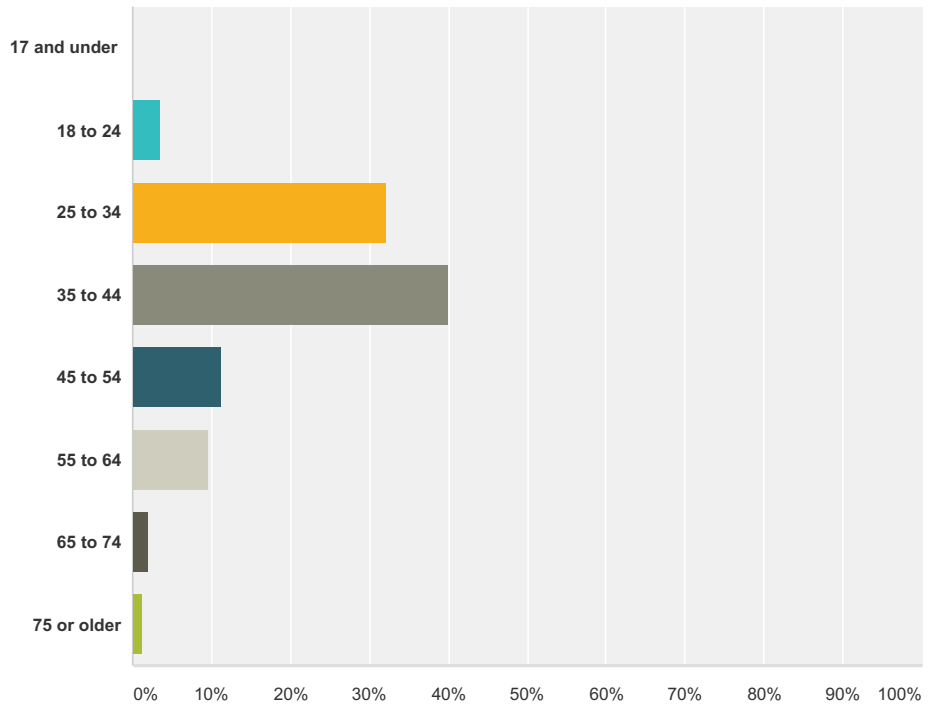
Answered: 232 Skipped: 2



Answer Choices	Responses
Male	15.95% 37
Female	84.05% 195
Total	232

Q5 What is your age?

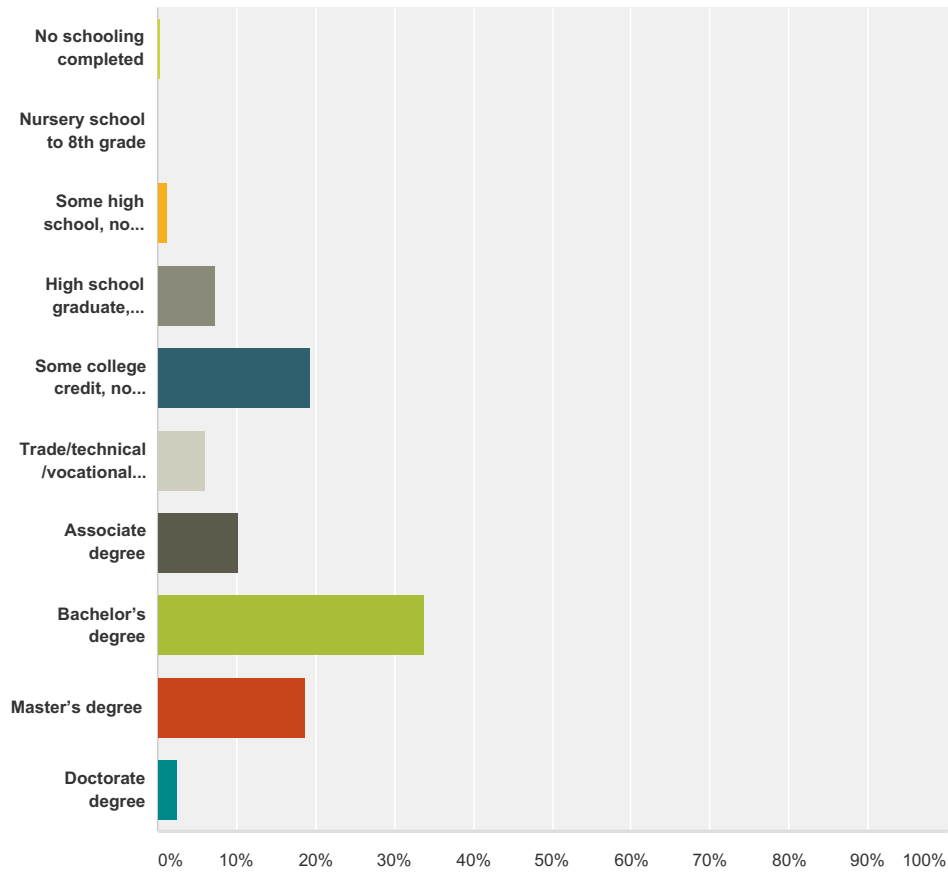
Answered: 230 Skipped: 4



Answer Choices	Responses	
17 and under	0.00%	0
18 to 24	3.48%	8
25 to 34	32.17%	74
35 to 44	40.00%	92
45 to 54	11.30%	26
55 to 64	9.57%	22
65 to 74	2.17%	5
75 or older	1.30%	3
Total		230

Q6 What is the highest degree or level of school you have completed? If currently enrolled, highest degree received.

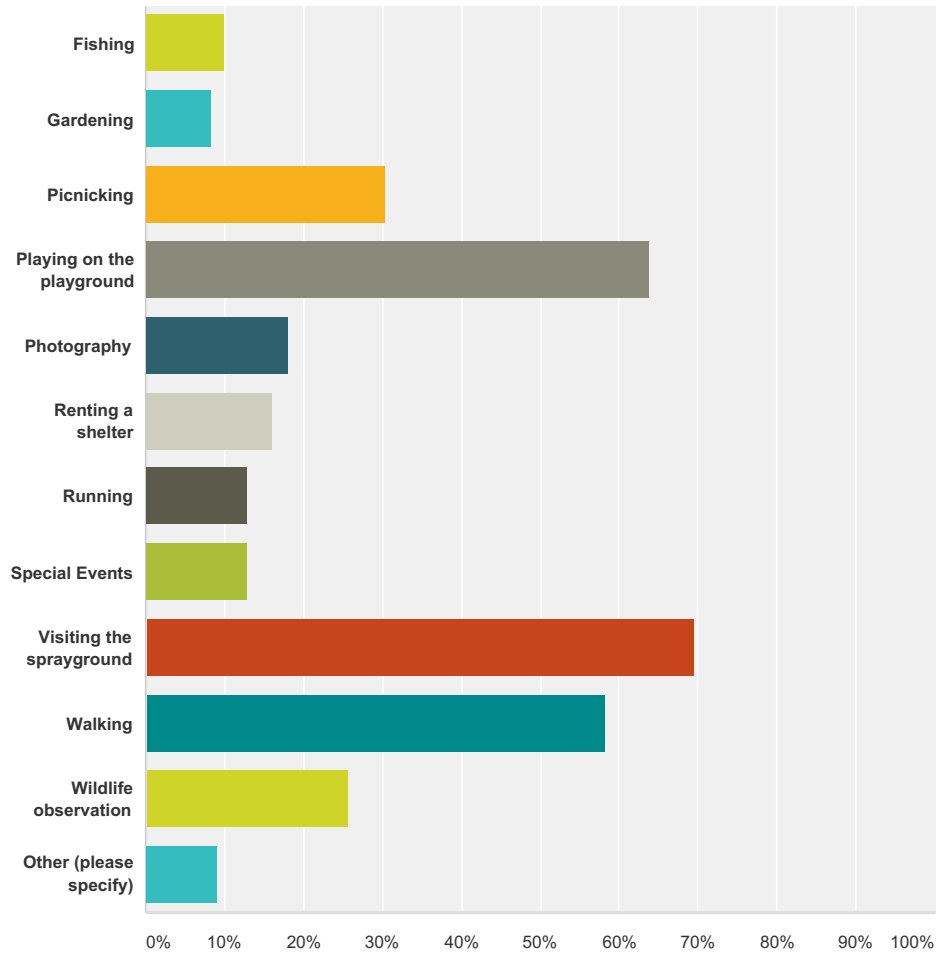
Answered: 233 Skipped: 1



Answer Choices	Responses
No schooling completed	0.43% 1
Nursery school to 8th grade	0.00% 0
Some high school, no diploma	1.29% 3
High school graduate, diploma or the equivalent (for example: GED)	7.30% 17
Some college credit, no degree	19.31% 45
Trade/technical/vocational training	6.01% 14
Associate degree	10.30% 24
Bachelor's degree	33.91% 79
Master's degree	18.88% 44
Doctorate degree	2.58% 6
Total	233

Q7 What recreational opportunities did you participate in while visiting Keeley Park? (check all that apply)

Answered: 230 Skipped: 4

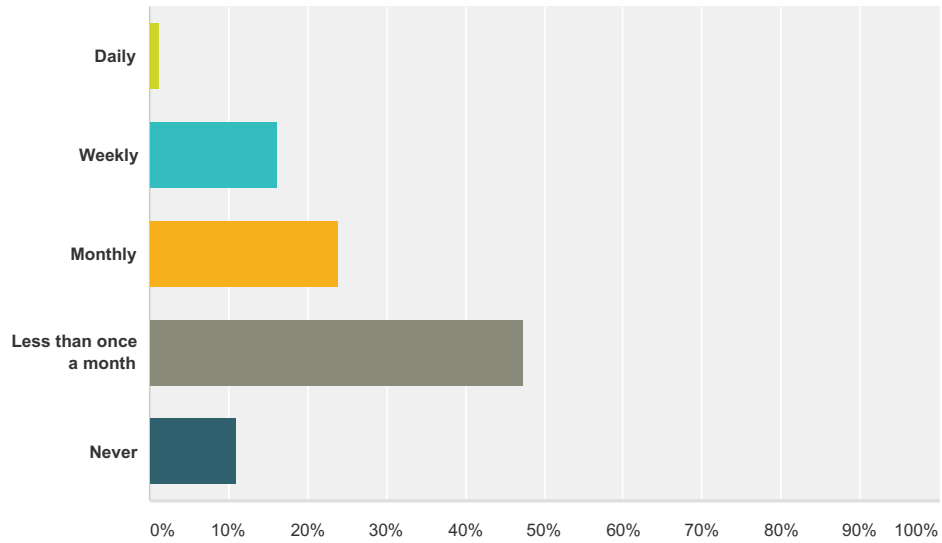


Answer Choices	Responses
Fishing	10.00% 23
Gardening	8.26% 19
Picnicking	30.43% 70
Playing on the playground	63.91% 147
Photography	18.26% 42
Renting a shelter	16.09% 37
Running	13.04% 30
Special Events	13.04% 30
Visiting the sprayground	69.57% 160
Walking	58.26% 134
Wildlife observation	25.65% 59
Other (please specify)	9.13% 21
Total Respondents: 230	



Q8 How often have you visited Keeley Park in the past 12 months?

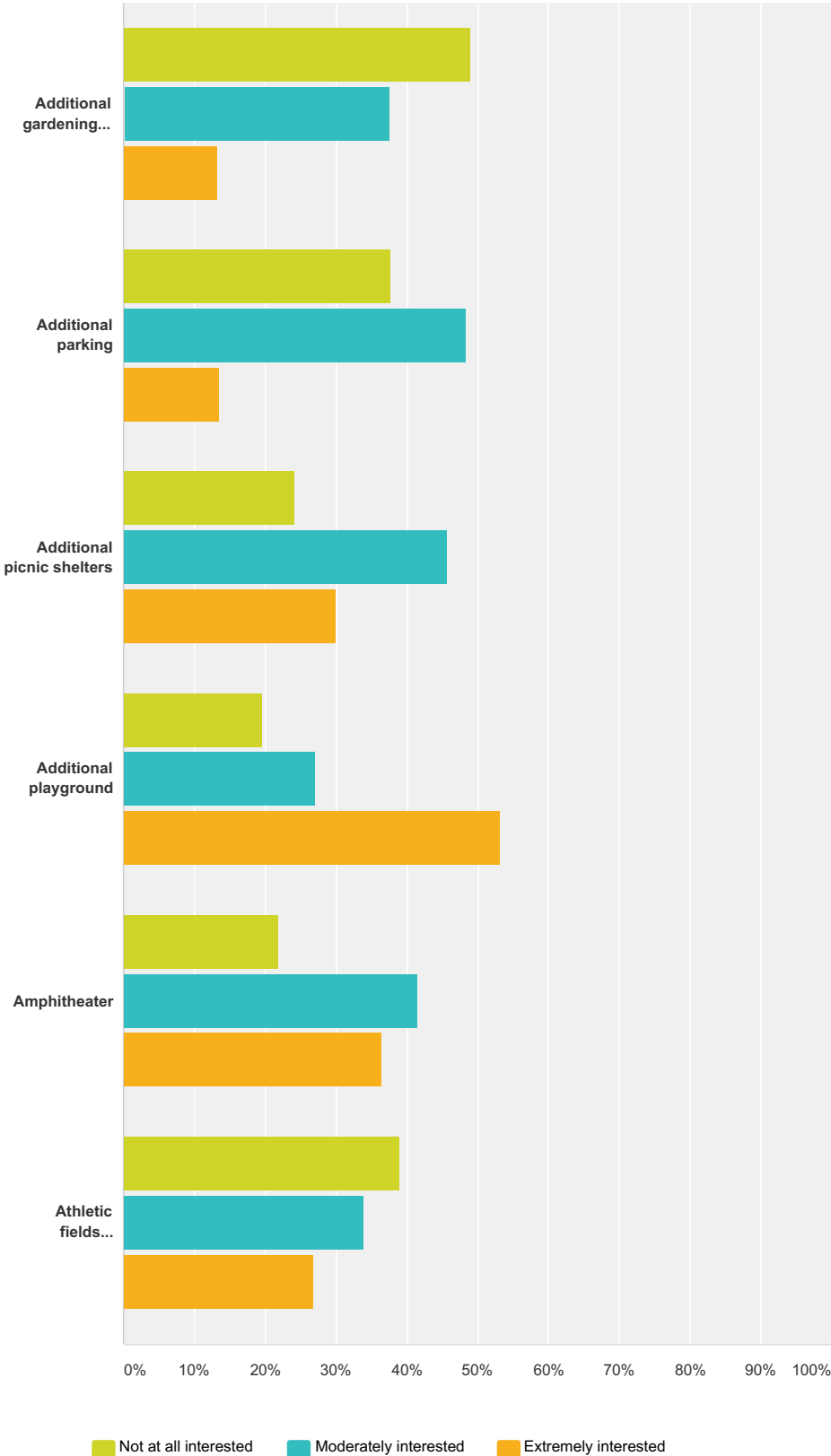
Answered: 234 Skipped: 0

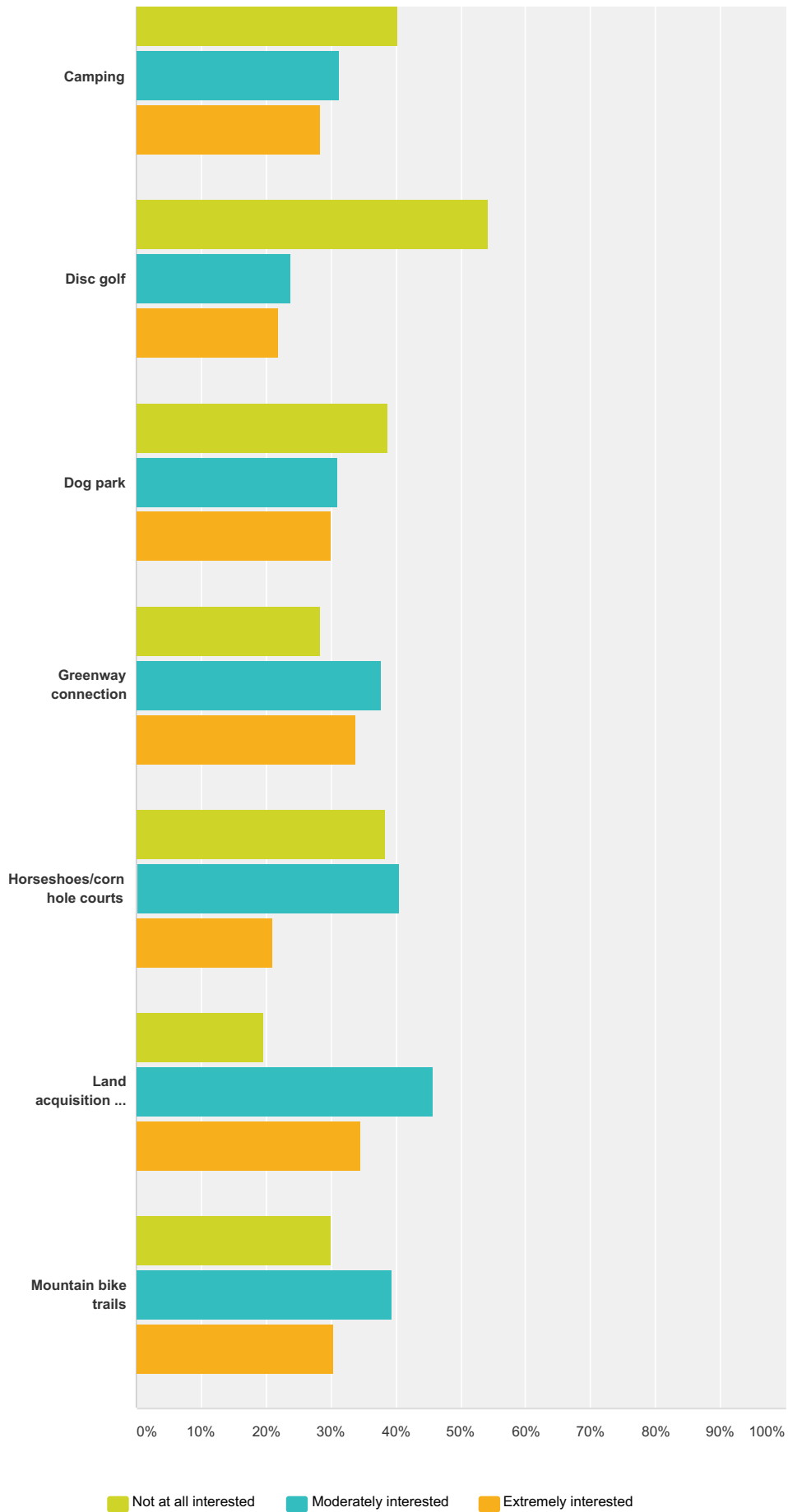


Answer Choices	Responses	Count
Daily	1.28%	3
Weekly	16.24%	38
Monthly	23.93%	56
Less than once a month	47.44%	111
Never	11.11%	26
Total		234

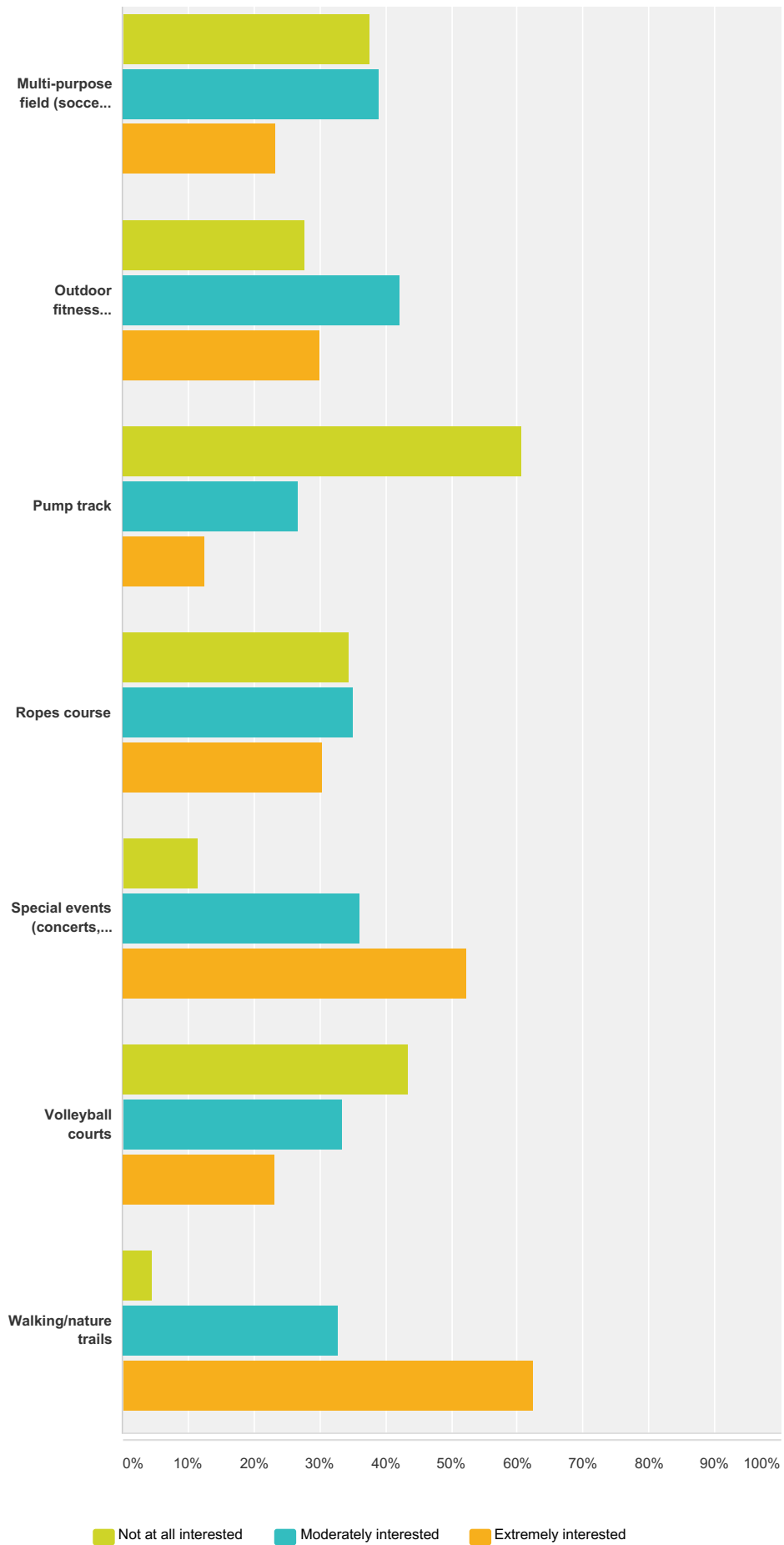
Q9 Please rate your interest in potential recreational opportunities for Keeley Park.

Answered: 234 Skipped: 0





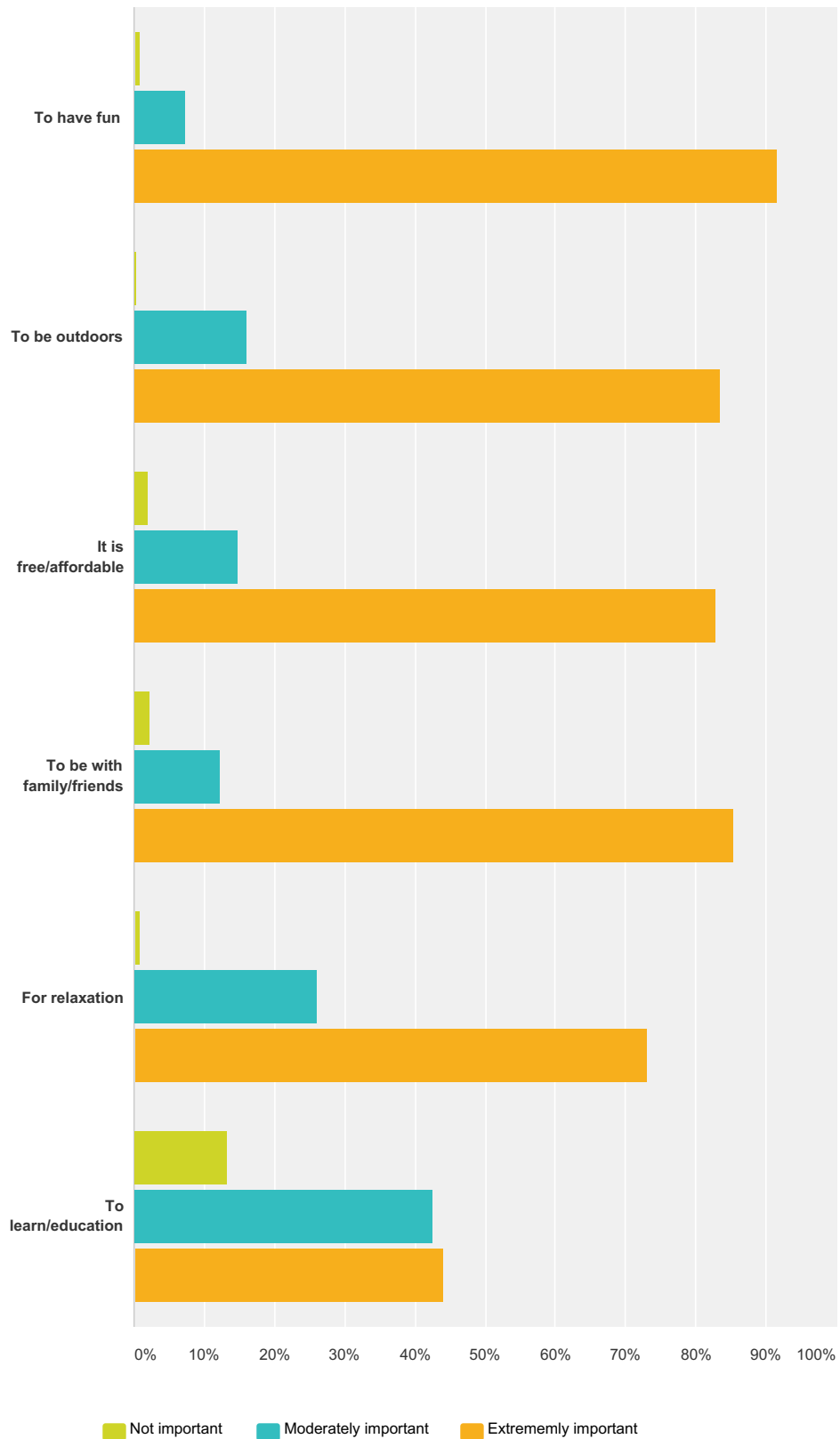
■ Not at all interested
 ■ Moderately interested
 ■ Extremely interested

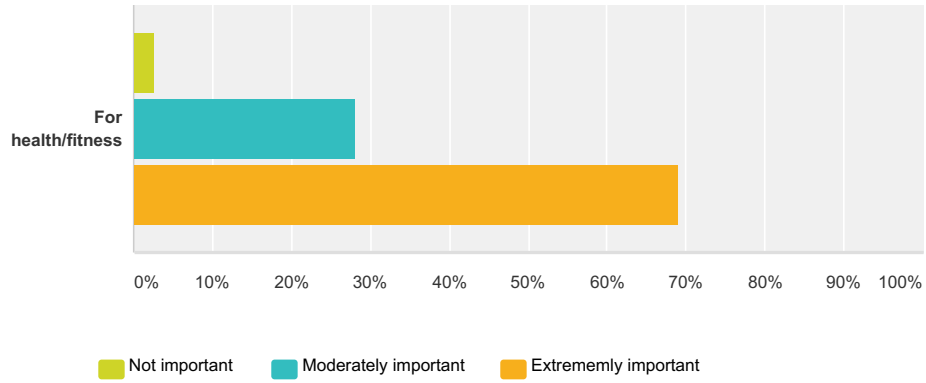


	Not at all interested	Moderately interested	Extremely interested	Total
Additional gardening classes	49.01% 99	37.62% 76	13.37% 27	202
Additional parking	37.88% 75	48.48% 96	13.64% 27	198
Additional picnic shelters	24.27% 50	45.63% 94	30.10% 62	206
Additional playground	19.52% 41	27.14% 57	53.33% 112	210
Amphitheater	21.95% 45	41.46% 85	36.59% 75	205
Athletic fields (softball, baseball)	39.09% 77	34.01% 67	26.90% 53	197
Camping	40.20% 82	31.37% 64	28.43% 58	204
Disc golf	54.31% 107	23.86% 47	21.83% 43	197
Dog park	38.83% 80	31.07% 64	30.10% 62	206
Greenway connection	28.43% 58	37.75% 77	33.82% 69	204
Horseshoes/corn hole courts	38.46% 75	40.51% 79	21.03% 41	195
Land acquisition to expand park	19.60% 39	45.73% 91	34.67% 69	199
Mountain bike trails	30.00% 60	39.50% 79	30.50% 61	200
Multi-purpose field (soccer, lacrosse)	37.56% 74	39.09% 77	23.35% 46	197
Outdoor fitness equipment	27.67% 57	42.23% 87	30.10% 62	206
Pump track	60.73% 116	26.70% 51	12.57% 24	191
Ropes course	34.48% 70	34.98% 71	30.54% 62	203
Special events (concerts, movies, festivals)	11.57% 25	36.11% 78	52.31% 113	216
Volleyball courts	43.43% 86	33.33% 66	23.23% 46	198
Walking/nature trails	4.69% 10	32.86% 70	62.44% 133	213

Q10 What are the most important reasons you/your family participate in recreational activities?

Answered: 233 Skipped: 1

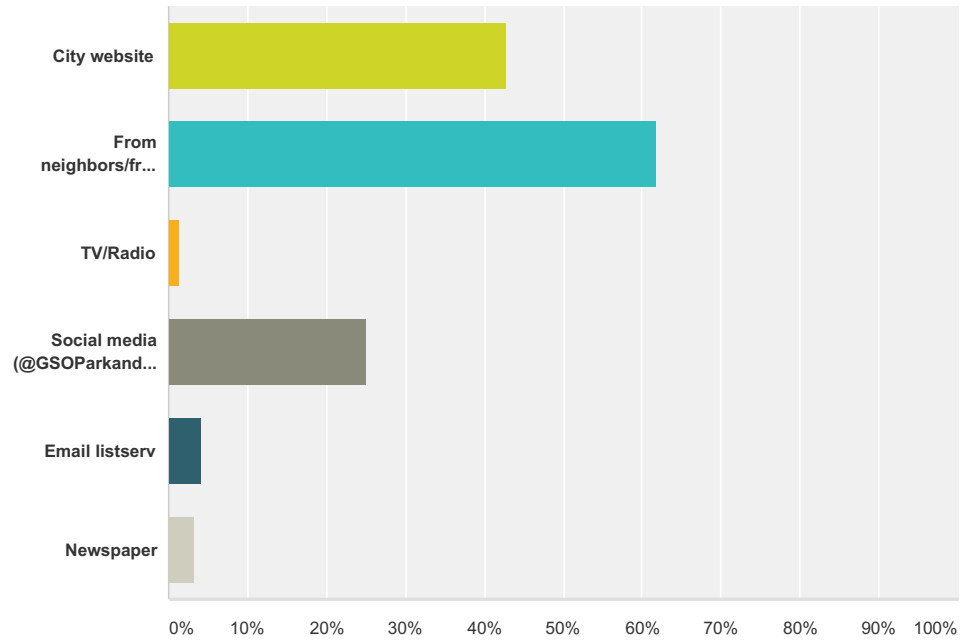




	Not important	Moderately important	Extremely important	Total
To have fun	0.87% 2	7.39% 17	91.74% 211	230
To be outdoors	0.43% 1	16.09% 37	83.48% 192	230
It is free/affordable	2.18% 5	14.85% 34	82.97% 190	229
To be with family/friends	2.20% 5	12.33% 28	85.46% 194	227
For relaxation	0.90% 2	26.01% 58	73.09% 163	223
To learn/education	13.43% 29	42.59% 92	43.98% 95	216
For health/fitness	2.69% 6	28.25% 63	69.06% 154	223

Q11 How do you find out about recreation programs offered at Keeley Park?

Answered: 215 Skipped: 19



Answer Choices	Responses
City website	42.79% 92
From neighbors/friends	61.86% 133
TV/Radio	1.40% 3
Social media (@GSOParkandRec)	25.12% 54
Email listserv	4.19% 9
Newspaper	3.26% 7
Total Respondents: 215	

Q12 Please share any additional thoughts or comments.

Answered: 59 Skipped: 175

Note: The results of Q12 are located in the next section, titled “Other Responses”

Q13 The Parks & Recreation Department will be applying for a Parks and Recreation Trust Fund (PARTF) grant to improve recreational opportunities at Keeley Park. To show our appreciation for your support, all survey respondents that complete the information below by 3/6/16 will be entered into a drawing for a chance to win four passes to the Greensboro Science Center. Thank you again for your support and involvement.

Answered: 210 Skipped: 24

Answer Choices	Responses	
Name:	99.52%	209
Company:	0.00%	0
Address:	98.57%	207
Address 2:	0.00%	0
City/Town:	98.57%	207
State:	99.05%	208
ZIP:	98.57%	207
Country:	0.00%	0
Email Address:	98.10%	206
Phone Number:	0.00%	0

Other Responses

The results of the community survey questions that were open ended are shown below. No additional comments added, no edits, even for grammatical errors, have been made to the statements.

Question 9:

Please rate your interest in potential recreational opportunities for Keeley Park.

OTHER - comments

Paddleboats

3/6/2016 7:42 PM [View respondent's answers](#)

Great park, and the location is great.

3/5/2016 10:23 PM [View respondent's answers](#)

A pool with waterslide

2/13/2016 1:45 PM [View respondent's answers](#)

a swimming pool would be really nice

2/10/2016 12:19 AM [View respondent's answers](#)

Disc Golf

2/9/2016 12:52 PM [View respondent's answers](#)

Play ground desperate needs shades

2/9/2016 12:45 PM [View respondent's answers](#)

Shaded area for the playground

2/9/2016 10:29 AM [View respondent's answers](#)

Expand the spray ground

2/8/2016 10:51 PM [View respondent's answers](#)

basketball court

2/8/2016 9:46 PM [View respondent's answers](#)

I'd like to see Keeley Park start to look something like High Point City Lake. Every year I see people from Greensboro flocking to that location to spend money (economic opportunities) because Greensboro doesn't offer anything like that.

2/8/2016 9:43 PM [View respondent's answers](#)

Restrooms, bike wash station

2/8/2016 9:18 PM [View respondent's answers](#)

maybe a pool. more places to stop for taking pics of family..

2/8/2016 5:39 AM [View respondent's answers](#)

Expand the spray ground

2/8/2016 10:51 PM [View respondent's answers](#)

basketball court

2/8/2016 9:46 PM [View respondent's answers](#)

I'd like to see Keeley Park start to look something like High Point City Lake. Every year I see people from Greensboro flocking to that location to spend money (economic opportunities) because Greensboro doesn't offer anything like that.

2/8/2016 9:43 PM [View respondent's answers](#)

Restrooms, bike wash station

2/8/2016 9:18 PM [View respondent's answers](#)

maybe a pool. more places to stop for taking pics of family..

2/8/2016 5:39 AM [View respondent's answers](#)

shelters closer to play ground

2/6/2016 9:12 PM [View respondent's answers](#)

Shaded pier / dock

2/6/2016 8:32 PM [View respondent's answers](#)

Water slides one for children and bigger one for teens.

2/6/2016 7:52 PM [View respondent's answers](#)

Year round indoor pool

2/6/2016 7:09 AM [View respondent's answers](#)

Football Fields / Basketball Courts

2/5/2016 10:49 PM [View respondent's answers](#)

Make spray ground larger so it is not as crowded. Extended hours on the weekend

2/5/2016 3:17 PM [View respondent's answers](#)

kayaking

2/5/2016 12:12 PM [View respondent's answers](#)



Question 12:

Facebook Reponses

The comments recieved on the Greensboro Parks & Recetation Facebook page in reference to the Keeley Park Community Survey are shown below. No additional comments added, no edits, even for grammatical errors, have been made to the statements.



T Dianne Bellamy-Small Growth opportunity

Unlike · Reply · Message · 1 · February 5 at 10:40pm



Ashley Alberson Dawn Rickard Lineberry

Like · Reply · Message · 1 · February 6 at 10:30am



Kathy Newman I took survey

Unlike · Reply · 1 · February 6 at 8:31pm



Alexis Schulman I love that I have lived here for a year and a half and am still discovering new things! I had no idea that Keeley Park existed. We'll be checking that out soon.

Unlike · Reply · Message · 1 · February 7 at 12:22pm



Marlis McAdoo Ferris Adaomma Swanson

Like · Reply · Message · 1 · February 7 at 2:43pm



Adaomma Swanson Marlis McAdoo Ferris I took the survey

Unlike · Reply · Message · 2 · February 7 at 4:36pm



April Douglas I wish there was some shade on the playground. It is scorching hot in the summer. Also toddler swings.

Unlike · Reply · Message · 5 · February 7 at 6:22pm



Moria Jones Marie Hopkins

Like · Reply · Message · 1 · February 7 at 7:10pm



Sara Miller Jenny M Hamm is this the water park out near your house kinda?

Like · Reply · Message · February 7 at 9:58pm



Keicha Milton I took the survey. I hope the feedback is really used...

Unlike · Reply · Message · 1 · February 8 at 4:04pm



Jenn Stanek Would love to see the results of the survey

Like · Reply · Message · February 8 at 10:14pm



Greensboro Parks and Recreation The survey is set to close March 6th. We hope to provide that information in later public meetings. Hope you will join us!

Like · Reply · Commented on by Madeleine Carey · February 9 at 11:53am





Mindy Allen and why do you need info about our education,age,sex and race?

Like · Reply · Message · 1 · February 9 at 12:50am

[View previous replies](#)



Greensboro Parks and Recreation We are using the survey of our residents to identify needs and preferences for recreational opportunities. The results will be used to establish recreational priorities. To insure the survey is distributed to a broad and representative sample of reside...[See More](#)

Like · Reply · Commented on by Madeleine Carey · February 9 at 11:48am

[View more replies](#)



Anita Davis Where is Keeley Park?

Like · Reply · Message · 1 · February 9 at 9:16am



Greensboro Parks and Recreation Keeley Park is located at 4100 Keely Rd, McLeansville, NC 27301. You can find more information about it on our website, <http://www.greensboro-nc.gov/index.aspx?page=1203>



City of Greensboro, NC : Keeley Park

Fax: 336-373-2060Hours of Operation: Park opens at 8 am daily, weather permitting, except closed...
GREENSBORO-NC.GOV

Like · Reply · Remove Preview · 1 · Commented on by Madeleine Carey · February 9 at 11:50am



Jon Meadows Tyler Keeley

Unlike · Reply · Message · 1 · February 9 at 9:22pm



Tyler Keeley My Grandfathers old farm. Great memories.

Unlike · Reply · Message · 1 · February 9 at 9:47pm