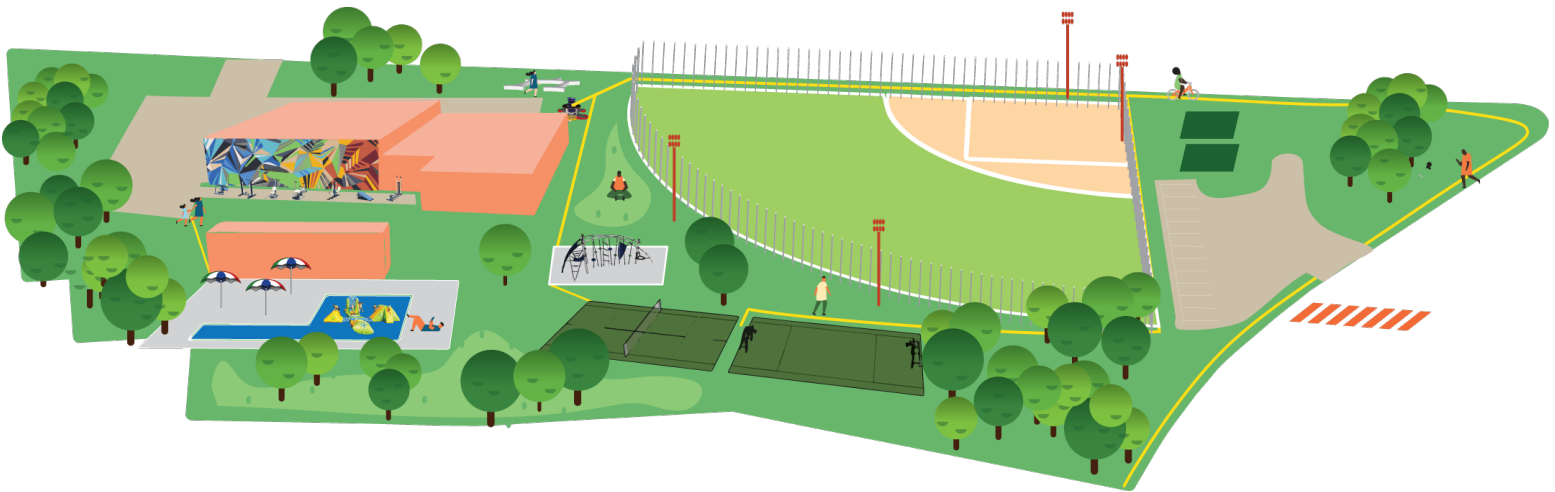


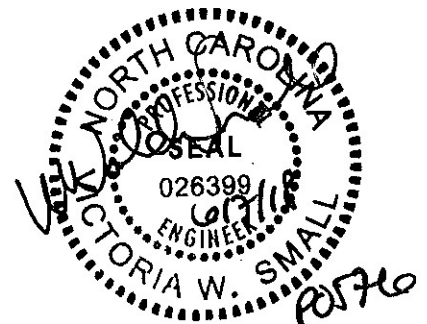


City of Greensboro Peeler Community Park Master Plan June 2018



WS WESTCOTT, SMALL
— & ASSOCIATES —

125 S. ELM STREET, SUITE 606, GREENSBORO, NC 27401 PHONE 336.310.9722



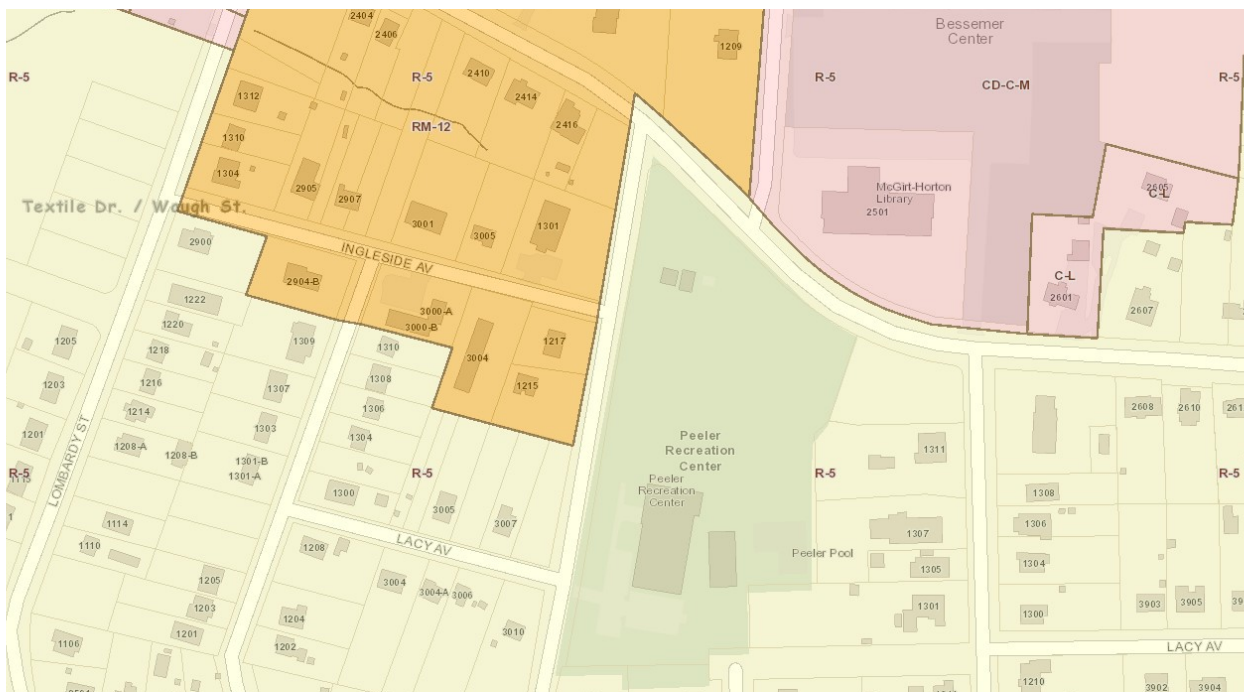
BACKGROUND

The City of Greensboro manages over 120 facilities, including more than 85 neighborhood parks and 12 Community Parks with Community Recreation Centers and one Senior Center, throughout the City. Each of these facilities has its own identity and should serve as a neighborhood hub while providing a variety of safe, family-oriented recreational opportunities. Often the parks also serve as locations for community-wide events, such as holiday picnics, Neighborhood Night Out, etc. Park amenities generally include a playground, active recreation opportunities (tennis, basketball, etc.) and open space for quiet or passive activities. Parking lots, restroom facilities and picnic shelters are typically located within community and regional parks that provide more intense recreation activities and more amenities.

Peeler Community Park is located at 1300 Sykes Avenue within the Textile Drive/Waugh Street Community in northeastern Greensboro. The park is located on approximately 5.2 acres and features a 12,291 sf community center built in 1971, tennis courts, basketball court, baseball field, playground, picnic pavilion with restrooms, multiple parking lots and an outdoor pool. The site is fronted by Sykes Ave. to the west and Phillips Ave. to the north. The McGirt-Horton Branch of the Greensboro Public Library and Bessemer Shopping Center are located across Phillips Ave. A bike lane and crosswalk have recently been added along Phillips Ave. The site is bordered by single family residential to the east and south. Properties across Sykes Ave. are also single family residential.

According to demographics provided by ESRI, the area within a 5-minute walking radius of Peeler Recreation Center includes 695 people with a median household income of \$22,944. The median age is 33.7 years, and unemployment is 15%. There are five recognized businesses within the area, including the Renaissance Community Co-Op, a 10,500 sf full-service grocery store that opened in October 2016 in the Renaissance Shops at Phillips Avenue Plaza. Expanding the area to a 10-minute walking radius from Peeler Recreation Center includes 2,191 people with a median household income of \$29,351. The median age is 37.9 years of which 25% are below 18 years of age. Expanding the area again to a 15-minute walking radius from Peeler Recreation Center includes 4,506 people with a median household income of \$29,010. The median age is 37.8 years, and unemployment declines to 12.6%.

Peeler Recreation Center is located within census tracts identified as having the highest obesity rates in the City of Greensboro based on 2014 data from the Center for Disease Control Behavioral Risk Factor Surveillance System (BRFSS). An estimated 40-50% of adults age 18 and older are reported as having a body mass index (BMI) of ≥ 30.0 kg/m² and are considered obese. Peeler Recreation Center is accessible via alternative modes of transportation including sidewalks and public transit. Route 14 stops adjacent to the site at Sykes Ave. and Phillips Ave., and Route 14 stops just east of the site at Phillips Ave. and Elwell Ave.

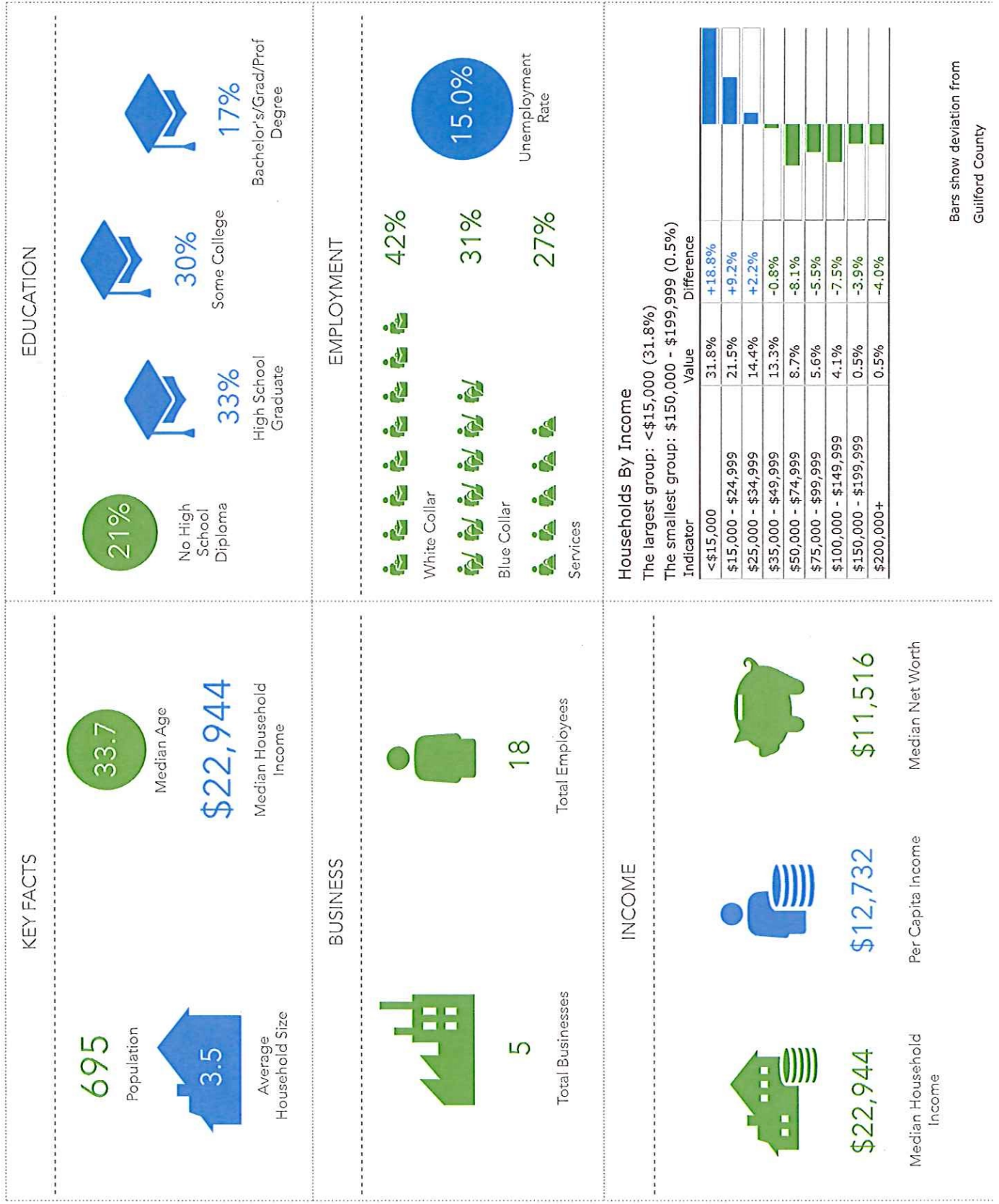


BACKGROUND

Peeler Community Park Key Facts

1300 Sykes Ave, Greensboro, North Carolina, 27405 3 (Walk time of 5 minutes)
 1300 Sykes Ave, Greensboro, North Carolina, 27405
 Walk Time: 5 minute radii

Prepared by Esri
 Latitude: 36.09464
 Longitude: -79.74590



Peeler Community Park Key Facts

1300 Sykes Ave, Greensboro, North Carolina, 27405 3 (Walk time of 10 minutes)

1300 Sykes Ave, Greensboro, North Carolina, 27405

Walk Time: 10 minute radii

Prepared by Esri

Latitude: 36.09464

Longitude: -79.74590

KEY FACTS

2,191

Population



Average
Household Size

37.9

Median Age

\$29,351

Median Household
Income

EDUCATION

19%

No High
School
Diploma



34%
High School
Graduate



30%
Some College



16%
Bachelor's/Grad/Prof
Degree

BUSINESS



22

Total Businesses



171

Total Employees

EMPLOYMENT

White Collar

41%

Blue Collar

31%

Services

28%

12.9%

Unemployment
Rate

INCOME



\$22,944

Median Household
Income



\$12,732

Per Capita Income



\$11,516

Median Net Worth

Households By Income

The largest group: <\$15,000 (24.1%)

The smallest group: \$200,000+ (0.5%)

Indicator	Value	Difference
<\$15,000	24.1%	+11.1%
\$15,000 - \$24,999	18.4%	+6.1%
\$25,000 - \$34,999	14.6%	+2.4%
\$35,000 - \$49,999	14.6%	+0.5%
\$50,000 - \$74,999	13.7%	-3.1%
\$75,000 - \$99,999	7.6%	-3.5%
\$100,000 - \$149,999	5.5%	-6.1%
\$150,000 - \$199,999	1.0%	-3.4%
\$200,000+	0.5%	-4.0%

Bars show deviation from
Guilford County

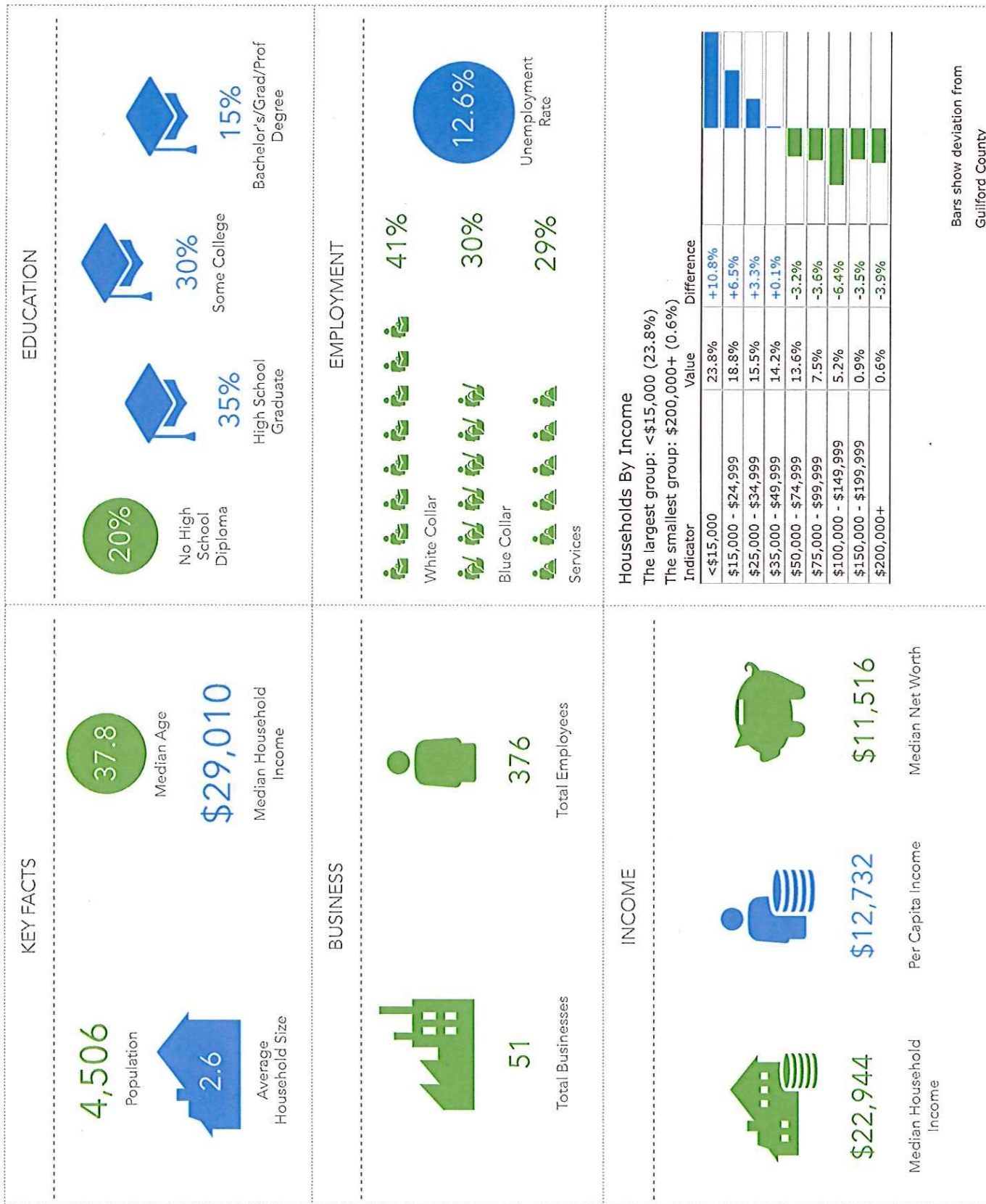
BACKGROUND

Peeler Community Park Key Facts

1300 Sykes Ave, Greensboro, North Carolina, 27405 3 (Walk time of 15 minutes)
 1300 Sykes Ave, Greensboro, North Carolina, 27405
 Walk Time: 15 minute radii

Prepared by Esri
 Latitude: 36.09464
 Longitude: -79.74590

BACKGROUND



BACKGROUND

The site is generally built-out, with only small areas of redevelopment available. The community center and pool are located on the southern portion of the site near existing paved parking accessed from Sykes Ave. The athletic areas are located to the north, adjacent to a gravel parking area with access to both Sykes Ave and Phillips Ave. The recreation center was built in 1971 and is open six days a week, although outdoor recreation use is available seven days (dawn-dusk). The pool is open seasonally. The recreation center provides a gym, fitness center, kitchen and meeting rooms. Recreational activities vary, but youth football, cheerleading, basketball, dance and drill classes are typically offered throughout the year. Parks and Recreation staff has identified an opportunity to significantly enhance the quality of an existing park/outdoor recreation area by adding, replacing and upgrading infrastructure to be able to provide high priority and diverse recreation services. There is a substantial need for additional paved parking on the site. The tennis courts are in disrepair and are generally not used. Recreation Center staff is concerned about the location of the existing playground. The basketball court is in need of upgrade and ADA access is lacking throughout the site. Therefore, Parks and Recreation staff determined that developing a master plan for the site would allow for the best allocation of funds as amenities are added and needs addressed.



Westcott, Small & Associates, PLLC (WSAA) was selected by the City of Greensboro to provide master planning services at Peeler Community Park in Fall 2017. On October 9, 2017, WSAA met with Parks and Recreation and Community Center staff to discuss current operations and possible improvements and to review the existing site. Through previous planning efforts, Peeler Community Park has been identified as a location for reuse/renovation of the tennis courts. Based on staff input, site visits and previous community input, WSAA developed a preliminary plan identifying the relocation of the playground to the front of the site, parking expanding into the existing playground area, relocation of basketball to a current tennis court, renovation of both tennis courts, one to a multi-sport court (basketball/soccer) and one to remain as a tennis court, installation of fitness equipment in the existing basketball slab and sidewalks throughout the site. In order to identify community interest in specific amenities or renovations, Parks and Recreation staff and WSAA attended the November 2, 2017 meeting of the Concerned Citizens of NE Greensboro at the Peeler Recreation Center. Staff provided an overview of the park and planning process and coordinated several breakout sessions to obtain comments on preliminary ideas.

BACKGROUND

Ideas generated from the group interactions included:

Playground

- Move playground to tennis court across from the library (leaving one tennis court)
- Moving playground to the front of the site is good, but provide fencing and landscaping
- Move playground to area between pool and recreation center
- Move playground to the rear of the community center
- Moving playground to the front of the site is good

Tennis Court

- Change one court to multisport and keep one as tennis court
- Moving basketball to the tennis area is ok, but should not be across from the library on Phillips Ave.
- In favor of changing tennis court to soccer or multi-use court since people aren't currently utilizing the tennis courts

Pool

- Like the wibit idea

Other comments

- Switch field from baseball to football/soccer by removing one tennis court
- Pave gravel parking lot
- Fix and upgrade picnic shelter (keep up façade, power)
- Add bike path on Phillips (NB already exists)
- Add bike rack at picnic shelter (NB already exists)
- Connection to outdoor fitness
- Consider two driveways at the paved parking area
- Widen paved driveway, so two-way traffic can pass
- Can there be a back entrance into the building from the parking lot?
- More parking spaces are needed
- Improve lighting on the site



Existing Conditions—Baseball Field

MASTER PLAN

Incorporating both community and staff suggestions and concerns, WSAA developed a master plan rendering for Peeler Community Park. The rendering was presented to the community at a second public input session (drop in) on February 5, 2018. Reviews of the master plan were positive. The master plan incorporates feedback received from the neighborhood meetings and includes expanded parking, relocated playground, relocated basketball, conversion of a tennis court to multi-sport court, renovation of one tennis court, installation of outdoor fitness equipment, field renovation including lighting and improvements to ADA access throughout the park.

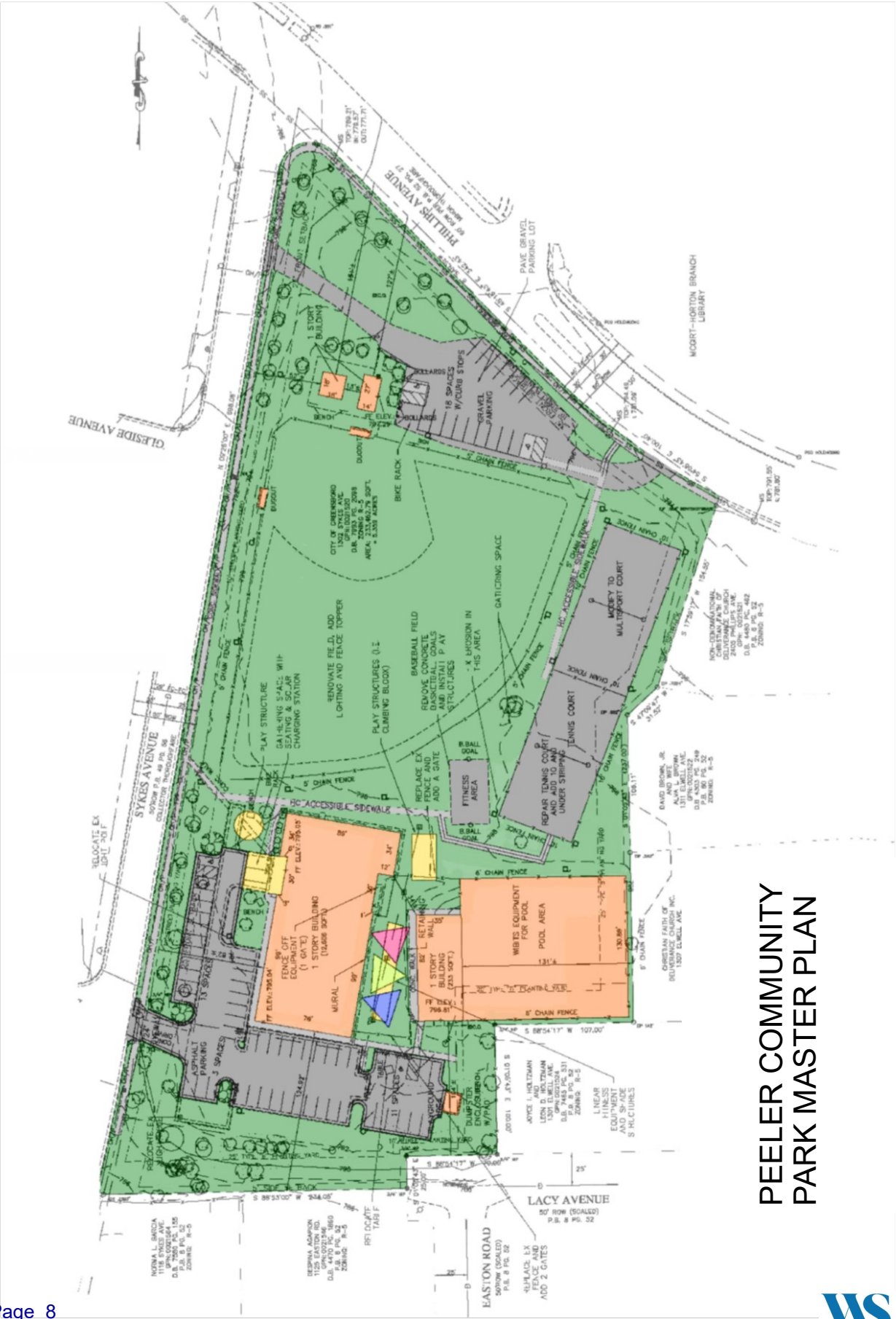
The main parking area in front of the recreation center will be expanded and reconfigured to allow for additional parking spaces and better traffic flow, including an enlarged driveway apron for two-way traffic. The supplemental gravel parking area near the ballfield will include an ADA parking space and curb stops to encourage more efficient parking. Long-term plans include paving the gravel lot. Repurposing a tennis court to a multi-sport court will allow for the removal of the existing basketball slab. Once removed, the former basketball area can be renovated for playground equipment. Potential equipment installations could include Berliner Cosmos Base over shredded hardwood mulch or Climbing Bloxx on pour in place safety surface. To date these innovative play structures have only been installed by privately funded recreation projects that are not always available to Greensboro's families without a fee. This plan provides an exciting opportunity to bring similar amenities to a public facility in a reduced income area that has recently been impacted by the April 2018 tornado. Installing individual apparatus will allow the play area to extend throughout the vicinity as grade and space allow. Fencing around the building will be modified, so a linear fitness/functional training apparatus can be installed between the pool and recreation center, taking advantage of a currently underutilized portion of the site. This equipment will allow additional programming opportunities, and the new fitness classes offered will create outside employment opportunities and target the teen demographic. The rear and side of the existing building can be painted with a mural to increase visual appeal. Sidewalks will connect all major elements to parking. The accessible path will cross rather than go around the existing tennis area in order to protect the root system of the specimen oak trees (26"-32") that provide shade in the center of the community park. Seating should be installed in this area to create a gathering space.

The construction of new parking spaces will allow the reconfiguration of the area at the building entry that is currently a mix of inefficient/underutilized asphalt and concrete. This portion of the site should be a focal point and gathering space. Creative seating that lends visual appeal while allowing for social space should be installed. Seat walls that are artfully laid out and incorporate a solar charging station are suggested. Additionally a single play structure at an appropriate scale can be added in this area. Activating the front of the building will generate interest in programs inside the community center as well provide a connection to recreation activities on the surrounding site.

Bike racks, signage, trashcans, lighting and fitness stations should be installed to match Parks and Recreation Department standards. Renovation of the existing ballfield to include regrading, improvements to fencing and the addition of lighting will allow for greater use of the field. Repair to overused areas near the tennis court can be accomplished in conjunction with the renovation of the existing tennis courts and relocation of the basketball court. Wibits-style pool equipment should be highlighted regularly as an additional experience in the summer. (Swim lessons or life jackets should be considered as well.)

Current stormwater regulations require the installation of a permanent stormwater control measure (typically a pond or bioretention cell) to treat the increase in impervious surface if the disturbed area is greater than one acre. If the project is phased, so disturbed area remains less than one acre in each phase, the stormwater control measure will not be required. However, the cost of a permanent device should be included in the total construction estimate in case grant or a bond funding allows for full build-out as a single construction package. The Parks and Recreation Department should continue to reach out to the Water Resources Department to pursue areas of collaboration. Based upon previous successful partnerships throughout the parks system, possible collaboration at Peeler Community Park could include pervious pavement, cisterns, innovative stormwater measures or educational opportunities. Partnerships could extend to other city departments and private entities as well. Possibly bus route information could be shared on site or a mobile library unit could be installed near the existing shelter to enhance the visitor experience beyond what is typically associated with parks.

MASTER PLAN



MASTER PLAN

Although the major elements of the plan should be considered long range (at least 10 years for completion), phasing of some items can occur. The parking expansion to the rear should not occur without funding for the playground relocation and associated earthwork (possible retaining wall) and fencing, but other elements can be installed as funding allows. The parking expansion can also occur in multiple phases if needed (i.e. construct front parking and drive improvements separate from rear parking expansion).

Phase 1 elements of the master plan include:

- Reconstruction of tennis court and addition of 10 and Under and pickleball lines
- Renovation of tennis court to multi-sport court to include basketball and soccer
- Construction of ADA parking space in gravel parking lot at ballfield
- Construction of sidewalk to connect gravel parking lot to athletic courts
- Installation of curb stops in gravel parking lot at ballfield
- Repair erosion at tennis courts
- Installation of wibits at pool (temporary, rotating basis)

Phase 2 elements of the master plan include:

- Construction of parking lot expansion
- Construction of front gathering space, seating areas and playground amenity
- Installation of solar charging station in front of the recreation center
- Installation of play structures

Phase 3 elements of the master plan include:

- Installation of outdoor fitness area
- Construction of sidewalks throughout site
- Installation of additional lighting, including at field
- Installation of trash and recycling cans
- Ballfield improvements (fence topper, regrading, lighting)
- Pave gravel parking area at ballfield

Future improvements include:

- Interior and exterior building renovations



Underutilized Area at Rear of Recreation Center



Example Outdoor Fitness Equipment

COST ESTIMATE

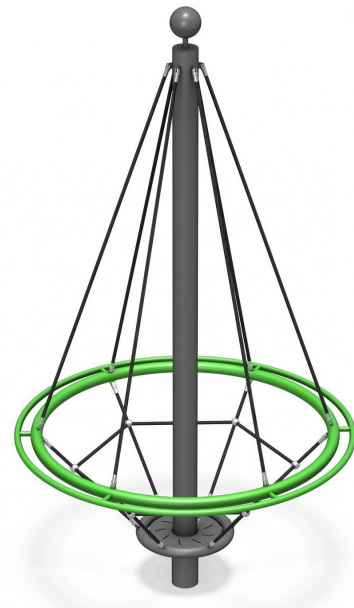
Total funding, allowing for inflation and design fees, required for the completion of all master plan elements is approximately \$1,500,000. In addition to possible general fund or bond funding, the City should also pursue grants and donations for specific items. Local foundations, religious institutions, boy scout troops and corporations may be solicited in order to fund smaller park projects or portions of larger projects. The mural could be donated through an arts organization.

A cost breakdown associated with the major elements of the proposed master plan follows:

Ph. 1	Renovation of Tennis/Multi-sport courts	\$150,000
	Gravel Parking Lot Improvements	\$ 10,000
	Wibits	\$ 10,000
Ph. 2	Parking Lot Expansion	\$410,000
	Front Gathering Space/Seating Area	\$ 60,000
	Solar Charging Station	\$ 20,000
	Playground	\$100,000
Ph. 3	Lighting Improvements	\$ 50,000
	Sidewalks	\$ 40,000
	Fitness Area	\$ 50,000
	Bioretention Cell	\$ 50,000
	Landscaping	\$ 30,000
	Ballfield Improvements	\$350,000
	Trashcans, etc.	\$ 10,000
	Pave Gravel Parking Area	\$150,000



Example Social Area Seating



**Example Small Playground
Amenity for Front of
Recreation Center**



Existing Conditions — Peeler Recreation Center

RECOMMENDATIONS

The current facility is generally built-out with a variety of outdated recreation opportunities. Improving physical and recreational access while addressing recreational deficiencies and quality amenities will encourage park use. The master plan attempts to better utilize the existing spaces, while providing enhanced opportunities for active recreation and community gathering. Additionally, elements that have fallen into disrepair will be refurbished or replaced with more current elements. The renovation of the tennis courts and improvements to access from the gravel parking area should be considered major improvements in the short term. Additional major improvements (parking expansion, relocated and enhanced outdoor play area) should be considered long range.

In order to begin implementing the master plan, the following steps should be taken:

- Create formal Adopt-A-Park committee and establish neighborhood contacts
- Encourage Adopt-A-Park committee to contact corporations and civic and religious groups for project support
- Determine level of funding available for Phase 1 of construction
- Develop construction plans for Phase 1 of construction
- Bid and construct Phase 1 improvements
- Identify donor to paint mural on rear building facade
- Continue to review recreational programs as elements are revised/refurbished
- Begin grant review and preparation for additional funding. Seek alternative funding through grants/foundations/partners
- Continue to develop park programming and special events to increase park usage
- Develop construction drawings for additional phases as funds become available
- Continue to evaluate progress towards master plan completion and changes in the user community that could lead to re-evaluation
- Continue to review grant opportunities and capital funding requests to continue phased implementation of park elements

Corporate or civic group sponsorships may also be available for specific master plan elements in the future. The creation of an Adopt-A-Park committee would help with outreach to organizations that may support amenities within the community. Programming at the park should evolve with the new and refurbished facilities.



Example of Multi-Sport Court



New Addition for Pool



Existing Conditions – Tennis Courts



125 S. ELM STREET, SUITE 606, GREENSBORO, NC 27401 PHONE 336.310.9722