

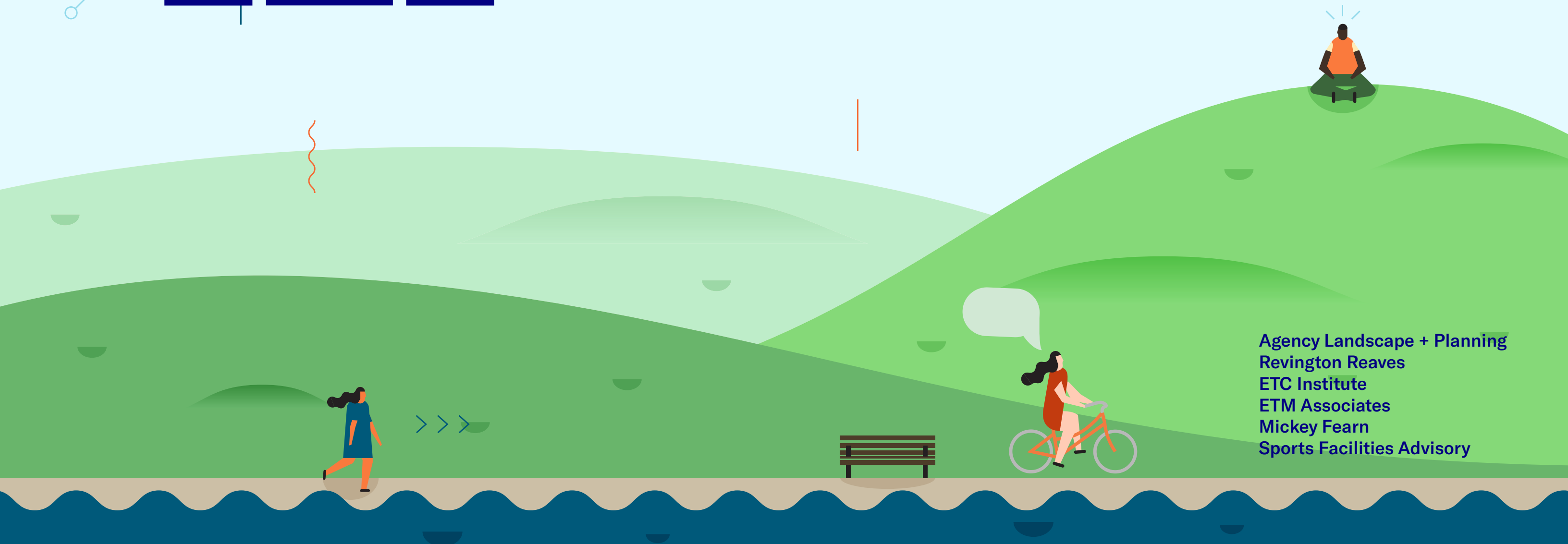


PLAN 2 PLAY

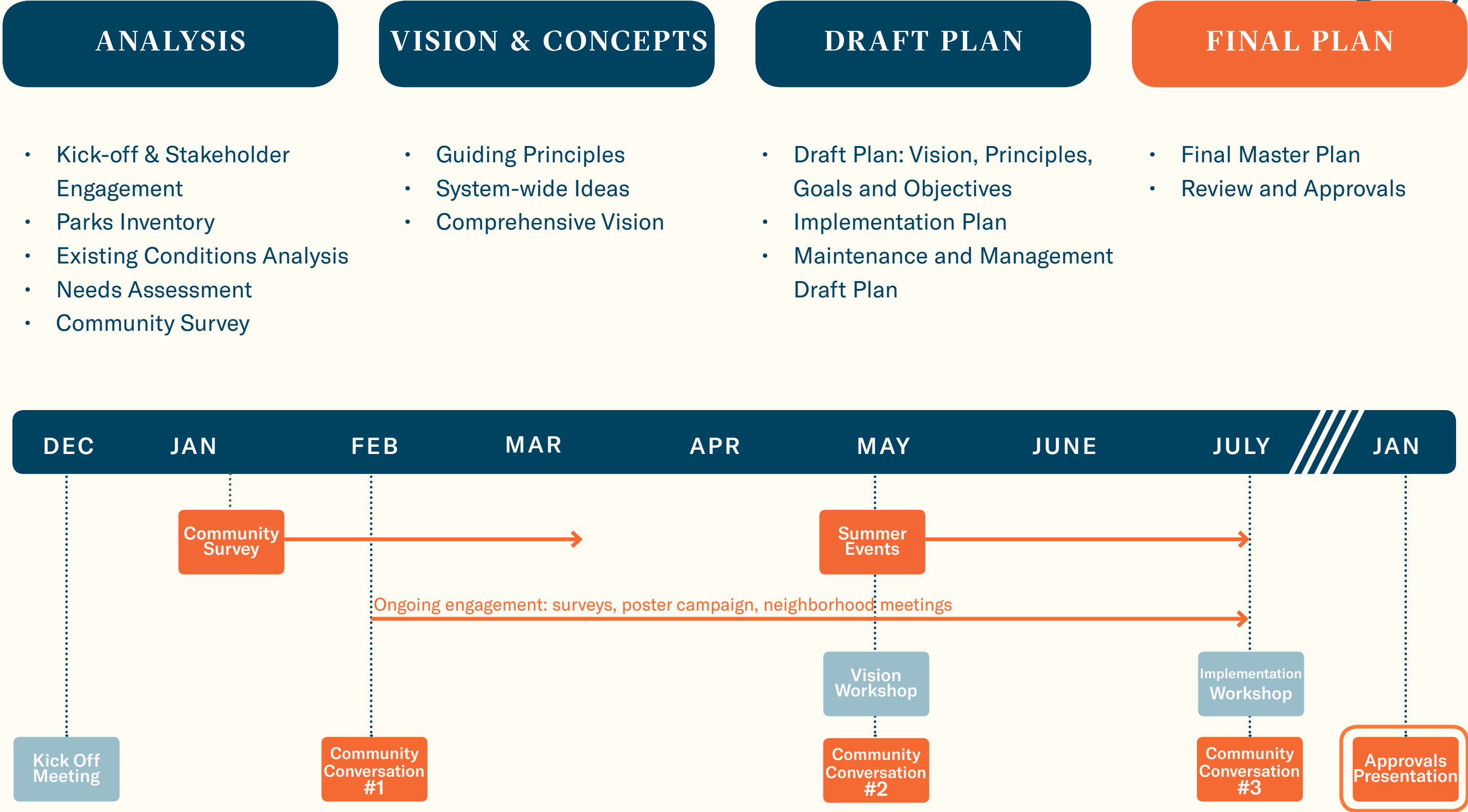
Greensboro Parks and Recreation Comprehensive Master Plan

Greensboro City Council Retreat | January 31, 2019

Agency Landscape + Planning
Revington Reaves
ETC Institute
ETM Associates
Mickey Fearn
Sports Facilities Advisory



Project Schedule



Community Input

A partnership between P&R and the Master Plan team.

50+ staff and related individuals participated in focus groups.

220+ individuals have engaged in 3 community conversations.

300 responses were collected in the statistically valid paper survey.

800+ responses have been collected at over 17 community events.

2,225+ individuals participated in comment boards at rec. centers & libraries.

3,000+ individuals have responded to online surveys.



Community Priorities

Access to fun, interactive, and cool water play!

Access to spraygrounds and pools emerged as a major community priority early in the process, and remained a top request.

Make kids playgrounds more interactive, interesting, and creative.

These suggestions came from kids and parents alike in pop-up events.

Provide more programming for older adults.

Interest in parks and recreation facilities and programs tailored for older adults aligns with the city's changing population.

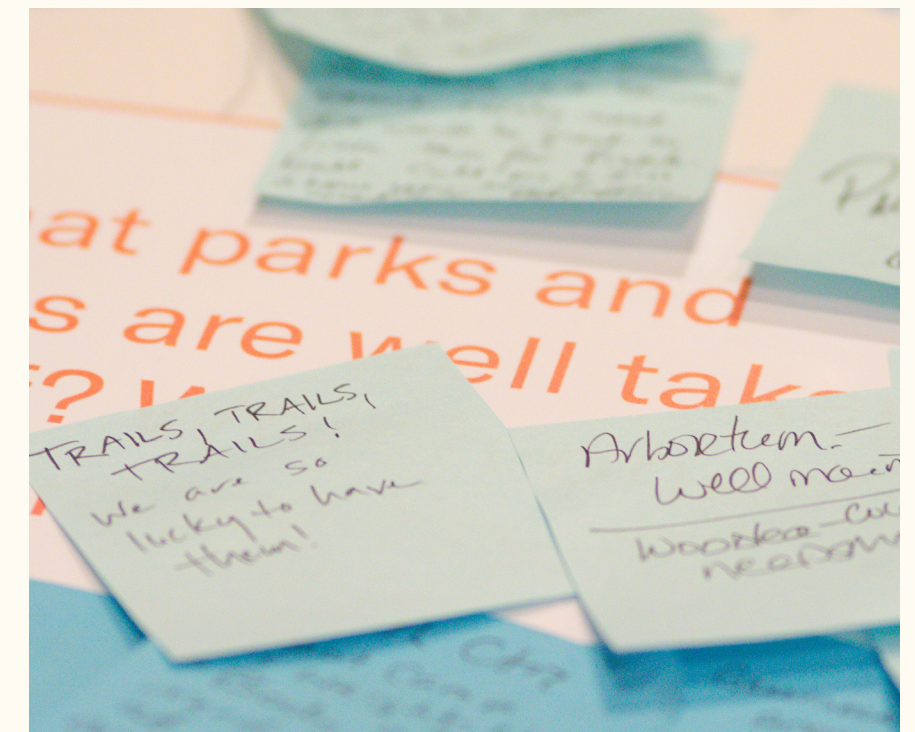
Provide more programming for environmental education and arts and culture.

Residents requested more richness in program and event offerings.

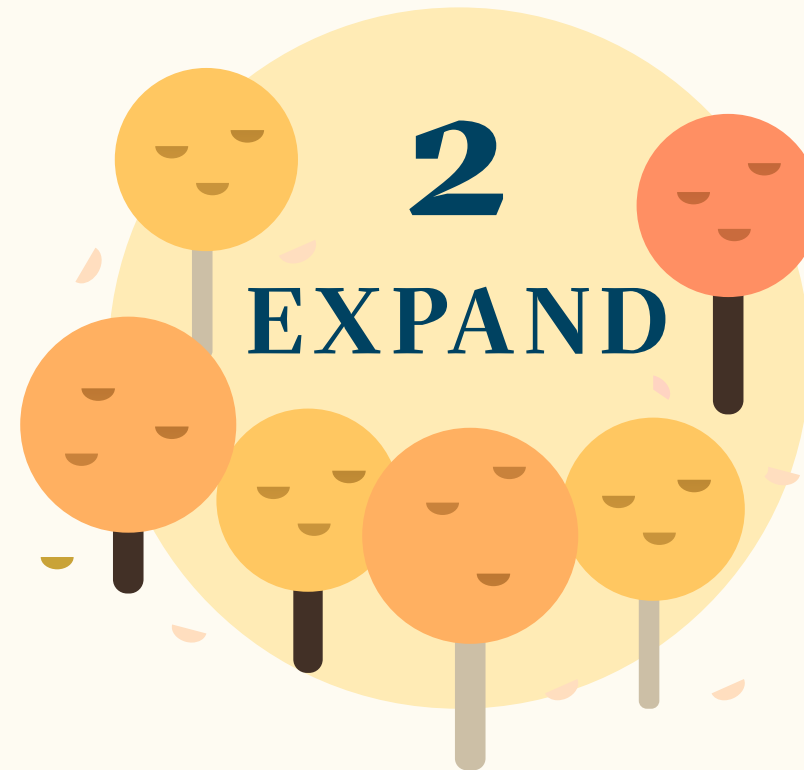
Fix what we have.

From individual suggestions to add a bench at specific parks, to improving overall signage at trails, to updating major tennis facilities, requests to improve and build on what we already have emerged as a priority.

Make it easier to learn what the Department offers and how I can get involved.



Master Plan Vision



Plan2Play will enhance and expand parks, facilities and programs, and reconnect Greensboro into a healthy community for all generations and neighborhoods.



Enhance



#1: Bring Up the Basics



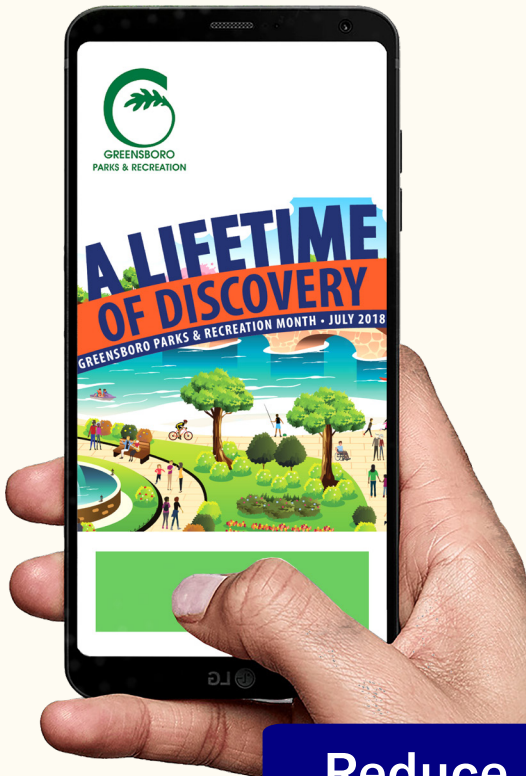
#2: Create a Strong Brand



#3: Bring Nature into Our Backyards

Bring Up the Basics & Create a Strong Brand

Pear Street Park Case Study



More shade

Reduce need for mowing

Outdoor games

Movable furniture for
lounging and socializing

Safe connections

Healthy kitchens food
drop off spot

Consistent Signage

Community-led
artwork



Expand



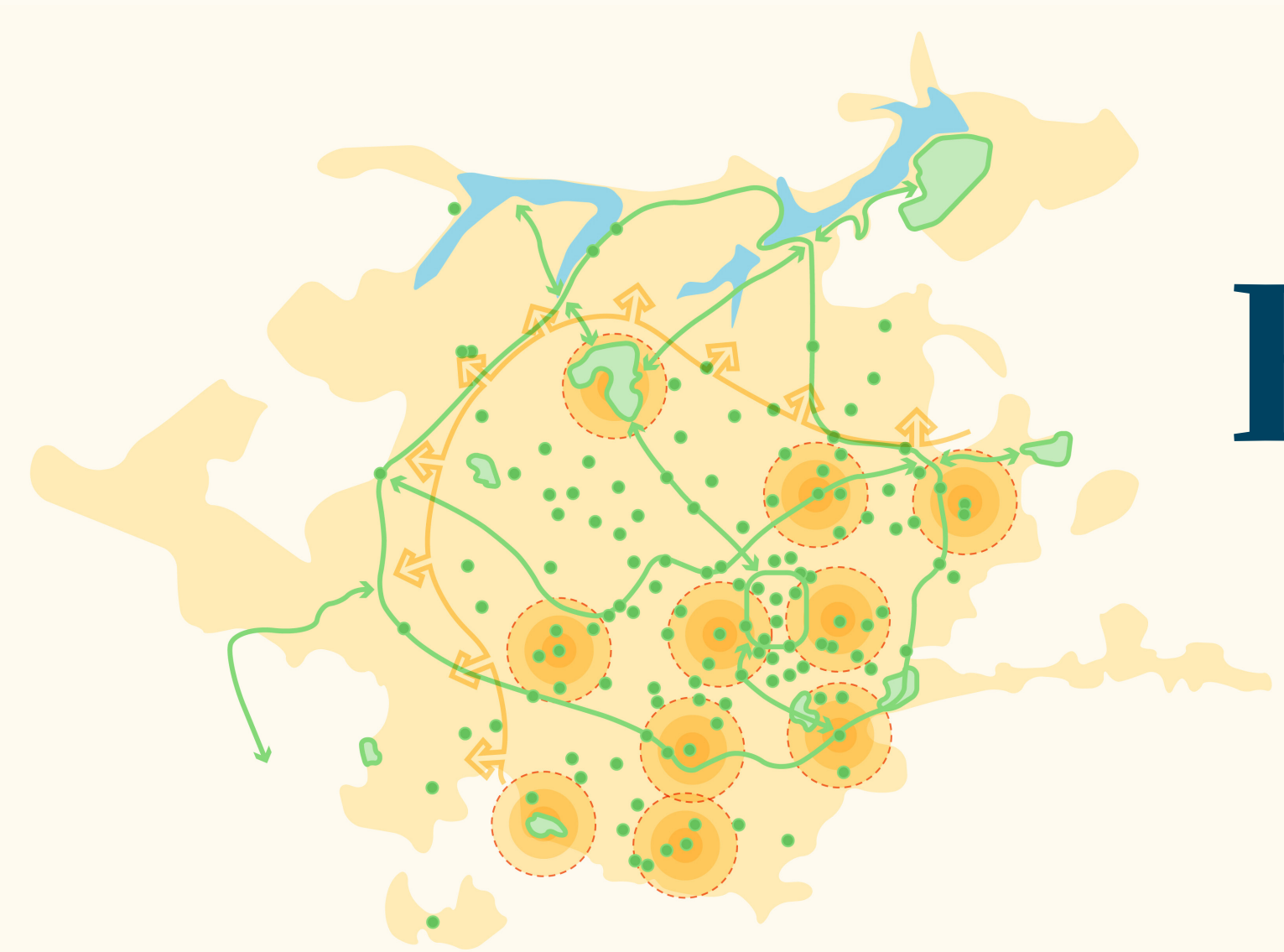
#4: Create Community Hearts



#5: Create Transformative Programs

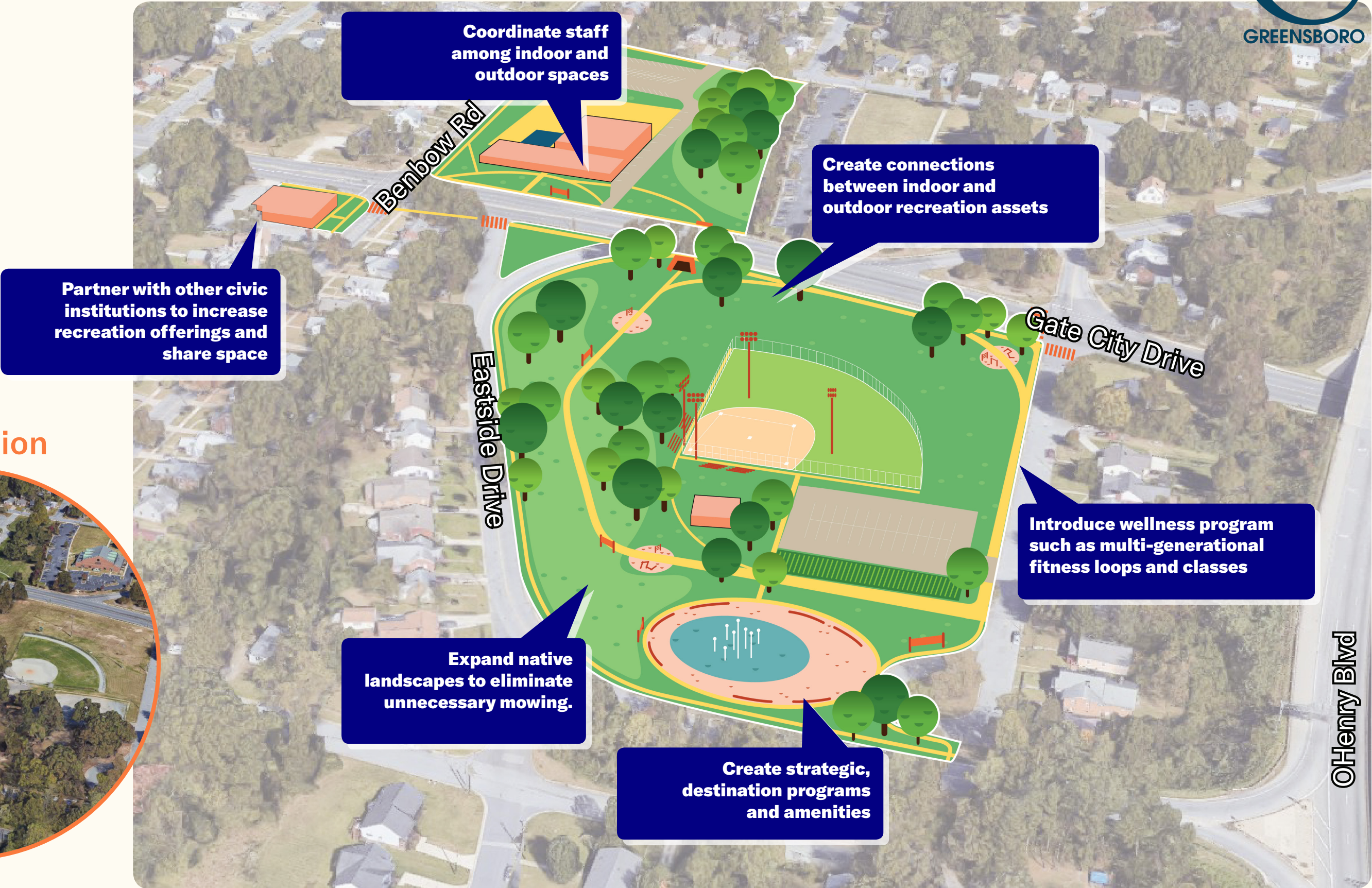


#6: Strengthen Partnerships



Create Community Hearts

Nocho Park and Windsor Recreation Center



Existing Condition



Facilities Needs

~ 290,000: CURRENT POPULATION
~335,000: 2038 PROJECT

Have Today | Need by 2038

2,937 | 3,328
ACRES

148 | 186
STAFF

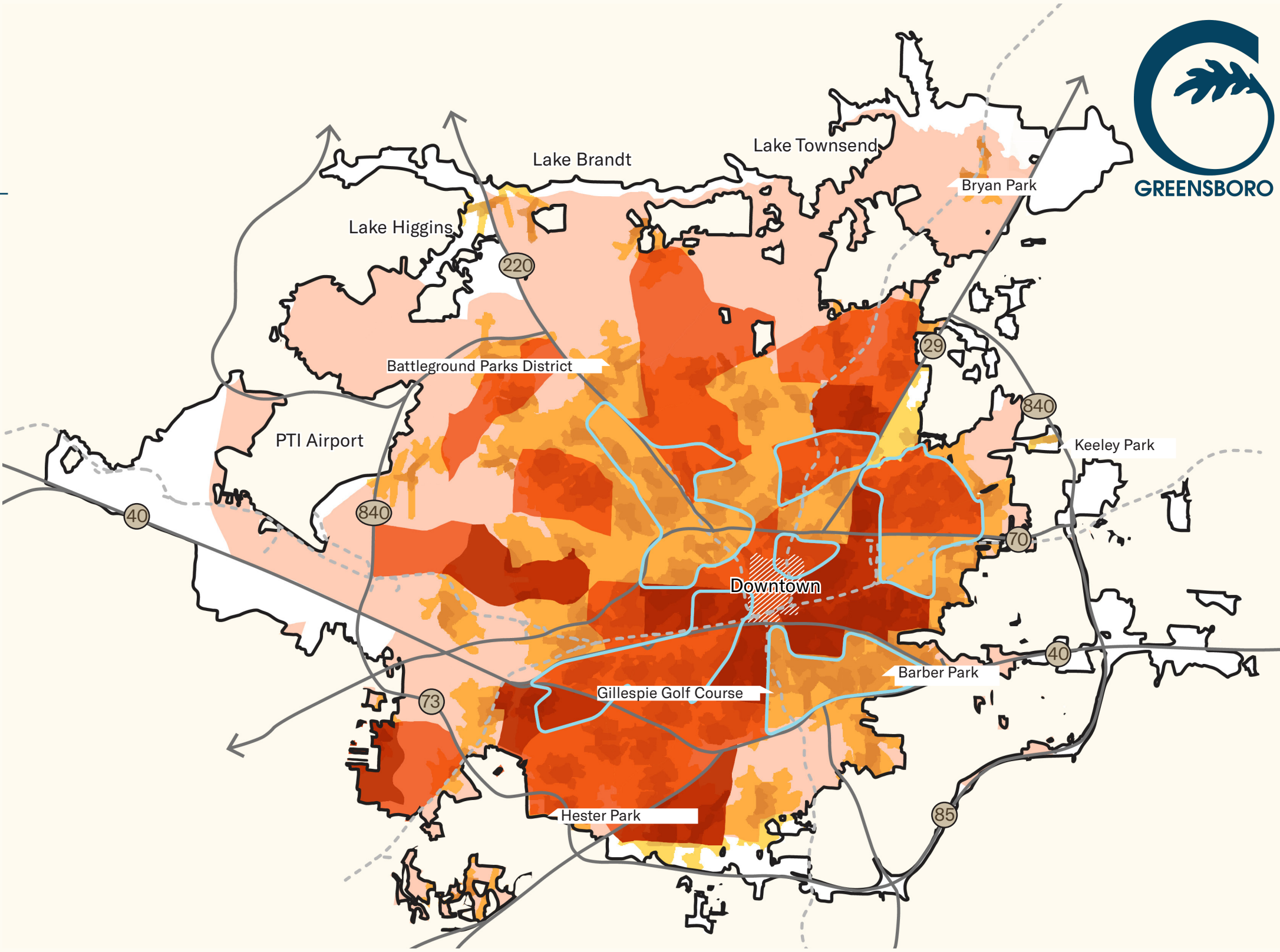
98 | 201
TRAILS

1 | 2
SENIOR CENTER

67 | 76
TENNIS COURTS

6 | 9
FITNESS CENTERS

38 | 53
OUTDOOR MULTI-PURPOSE FIELDS



Population Growth from 2010 to 2016 and Zones with High Need and Access to Park Spaces

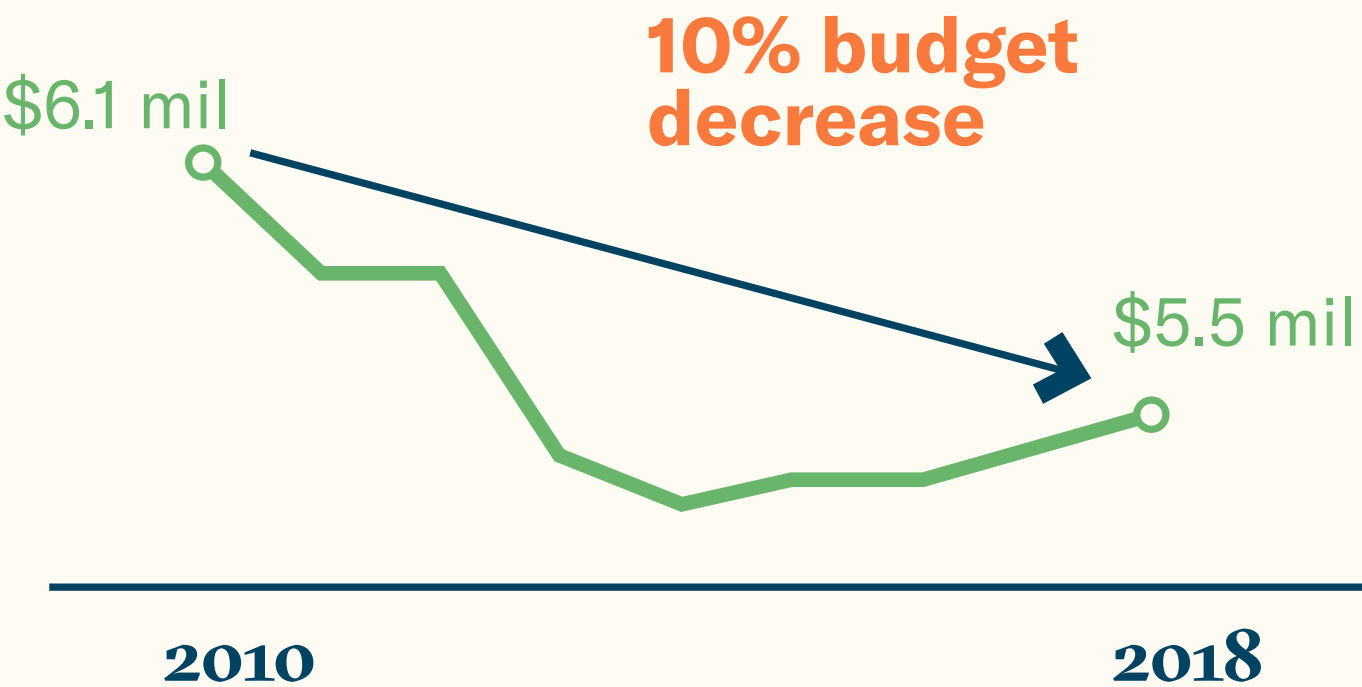
- Growing Population (2010 - 2016)
- High Need
- Medium Need
- Low Need
- 1/4 Mile Access
- 1/2 Mile Access
- 1 Mile Access



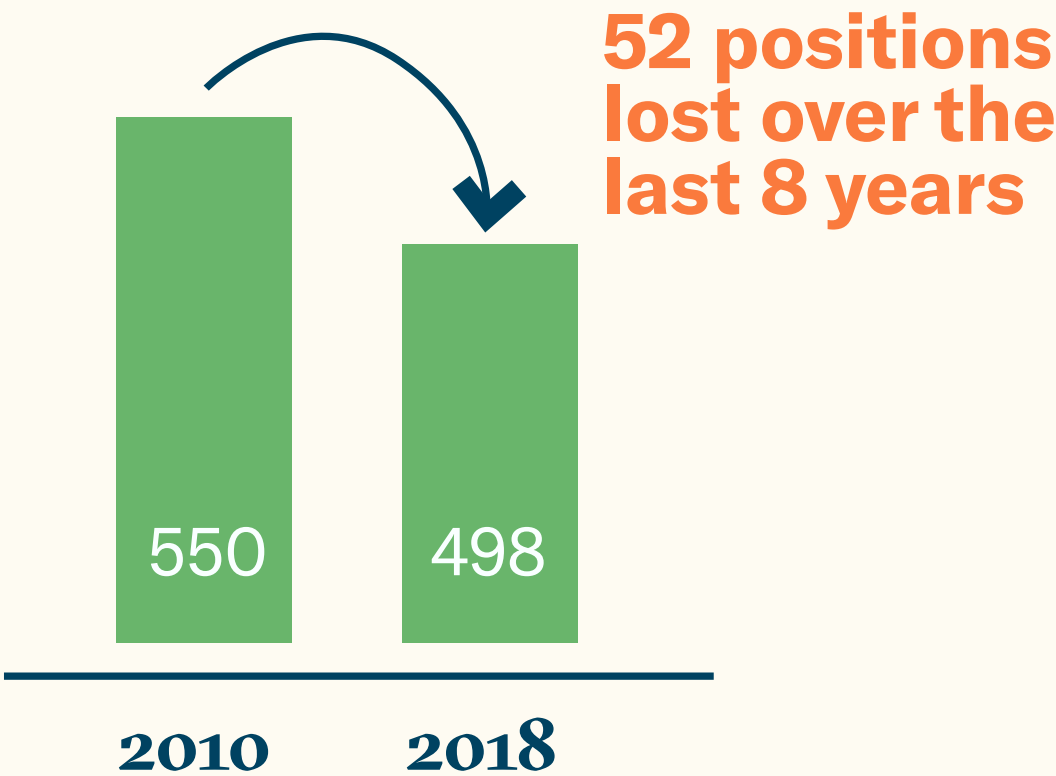
Staff Trends and Recommendations



Operations and Maintenance Funding



Department Staff Numbers



Operations and Maintenance Staff Recommendations

148	33	53
Current Operations and Maintenance Staff 2018	additional staff need in 2018	additional staff need in 2038

Connect



#7: Connect the Trail System



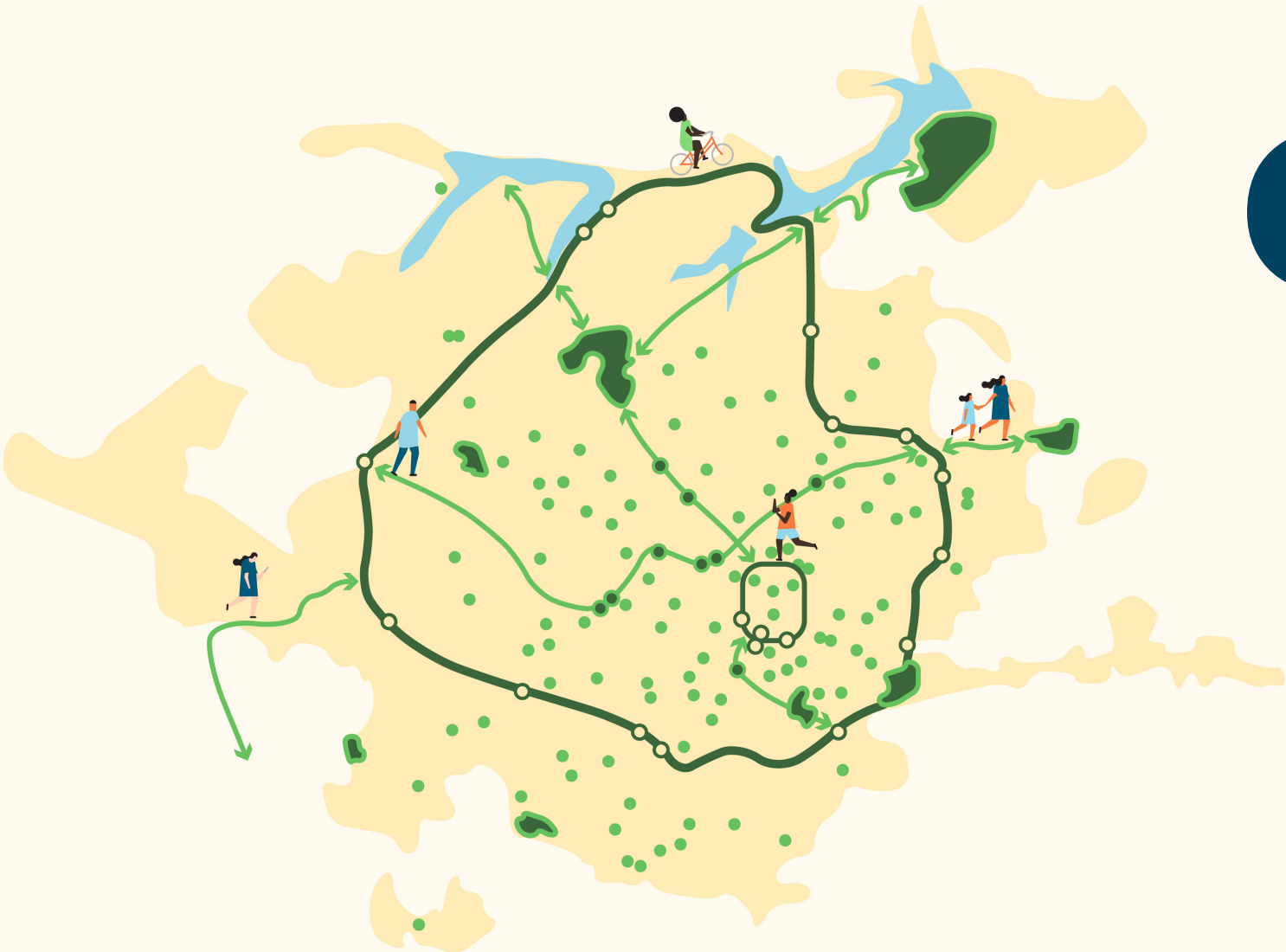
#8: Improve Connectivity



#9: Make Greensboro Accessible



**#10: Connect & Empower Individuals
Across the Department**



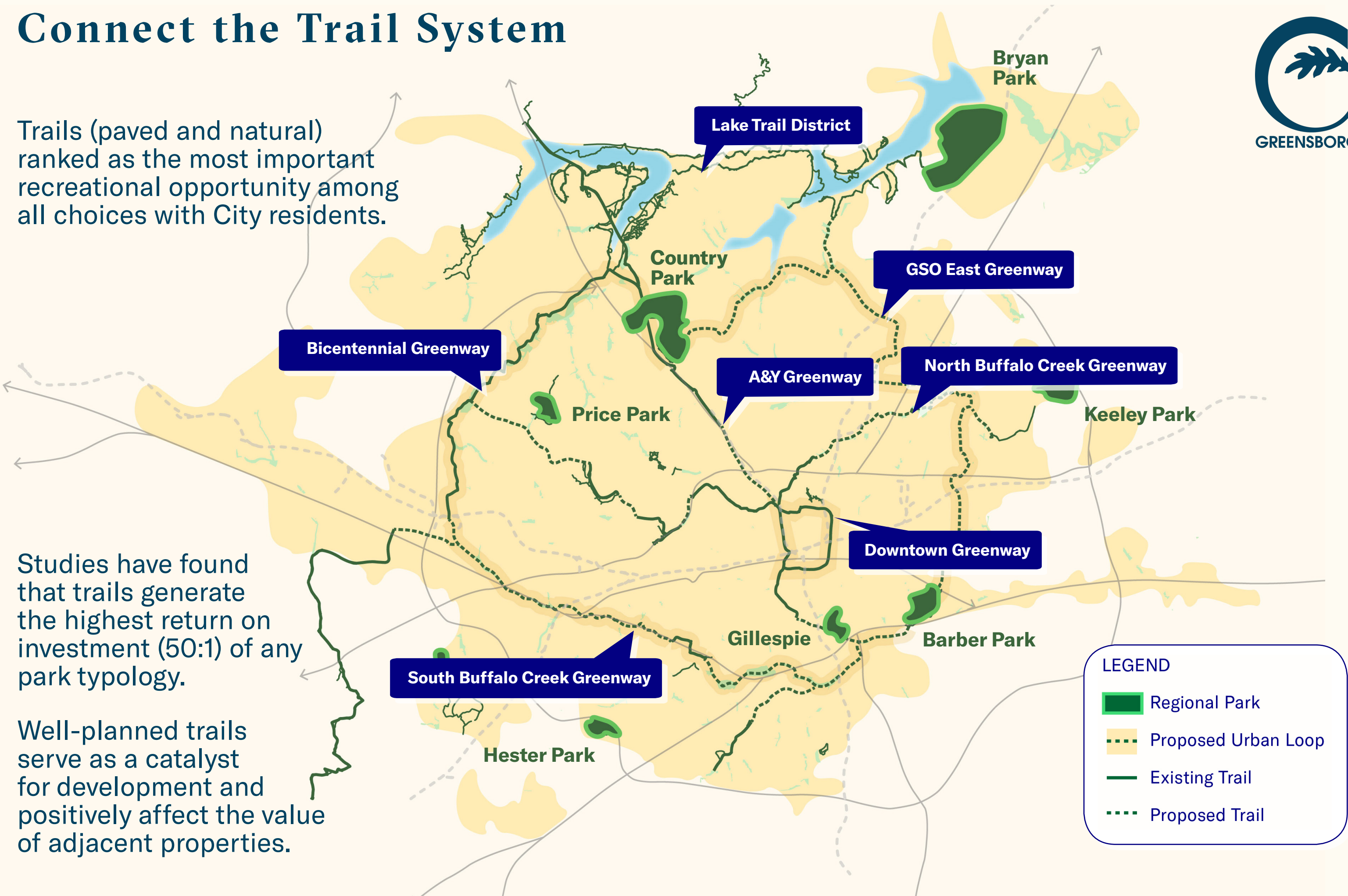
Connect the Trail System



Trails (paved and natural) ranked as the most important recreational opportunity among all choices with City residents.

Studies have found that trails generate the highest return on investment (50:1) of any park typology.

Well-planned trails serve as a catalyst for development and positively affect the value of adjacent properties.



PLAN 2 PLAY Upcoming Schedule



January 10, 2019-January 31, 2019

Public Release and Comment Period

January 15, 2019 & January 17, 2019

Parks and Recreation Commission small group meetings

February 13, 2019

Parks and Recommendation Commission presentation & request for approval

February 19, 2019

City Council request for approval

