



Legislation Details (With Text)

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Date	Ver.	Action By	Action	Result
4/19/2016	1	City Council	adopt	Pass
4/13/2016	1	Community Services Committee	refer	
4/12/2016	1	Community Services Committee	recommend for approval	Pass

Resolution Adopting the City of Greensboro Keeley Park Master Plan Update

Department: Parks and Recreation
Council District: 2

Public Hearing: NA
Advertising Date/By: NA

Contact 1 and Phone: Wade Walcutt, Parks and Recreation Director, 336-373-2964
Contact 2 and Phone: Nasha McCray, Parks and Recreation Deputy Director, 336-433-7360

PURPOSE:

City Council approval is requested for the adoption of the Keeley Park Master Plan Update, which was completed in March 2016. The initial Keeley Park Master Plan was completed in 2007; however, an updated master plan is a requirement of the competitive Parks and Recreation Trust Fund (PARTF) grant process, per the preceding agenda item. The updated master plan includes recommendations for additional recreational amenities at Keeley Park, based on feedback received from residents during a comprehensive public input process. This Agenda Item accompanies Agenda Item # 16-0072.

BACKGROUND: In 2006, the Keeley Park Master Plan was developed to provide recommendations for the development of the City's former nursery site to meet the recreational needs of residents. The initial phase of development, which included the construction of a community garden, fishing ponds, trails, a sprayground, playground, and maintenance facility, was completed in 2011. Funding for the initial phase of development was provided by voter-approved 2000 bond dollars in addition to grant funding awarded in 2007 by the Parks and Recreation Trust Fund (PARTF).

Since completion of the initial development phase, annual visitation to the park has increased each year, exceeding

140,000 in 2015. Visitation at the park is anticipated to continue to rise annually due to demographic shifts, increases in residential development and population growth, and increased access to the park due to the Urban Loop and other pedestrian access opportunities via nearby potential greenway connections. As such, a greater need exists to further position Keeley Park as a regional destination by enhancing existing facilities and providing a mixture of new recreational opportunities.

In an effort to ensure that the City and Department adequately meet the recreational needs of its current and future residents, Parks and Recreation Staff, in conjunction with Stewart, Inc., began a comprehensive public input process in January 2016 to update the current park master plan. As part of the planning process, a community survey with over 200 respondents and a series of community conversations, provided feedback to help determine desired additional recreational opportunities to be developed at Keeley Park. The updated master plan not only embraces the rapid change occurring in the area but also features a variety of new amenities, while maintaining the natural charm of the park.. Amenities recommended by the updated plan include but are not limited to additional shelters, restrooms, walking trails and parking, outdoor fitness equipment, a dog park, an outdoor classroom, disc golf, mountain bike trails, corn hole courts and renovations to the sprayground, playground and community garden.. Continued support for the master plan recommendations could preserve this natural resource with sustainable recreational improvements to meet the demands for the future.

BUDGET IMPACT: There are no immediate costs associated with adoption of the master plan. However, Parks and Recreation has existing 2008 bond funds allocated for Keeley Park Phase II implementation in the amount of \$2,011,595. On-going maintenance will be absorbed into the Department's existing budget.

RECOMMENDATION / ACTION REQUESTED: The Parks and Recreation Department requests City Council approve the updated master plan for Keeley Park. This recommendation is contingent upon City Council approval of accompanying Agenda Item # 16-0072.

COMMITTEE ACTION: This item was referred to Council by the Community Services Committee.