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Senior Planner,
Toole Design Group

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Landscape Architect
Toole Design Group







# The Process







#### Phase 1 - RESEARCH

#### I. Community Profile Analysis

- □ Project Goals and Objectives
- ☐ Review of Previous Planning Efforts
- ☐ Public Input Sessions & Community Surveys
- □ Identify Stakeholders
- ☐ Planning Area, Geography, Growth Projections
- Demographics
- Population Trends
- □ Recreation Trends
- ☐ Identify Existing and Potential Recreation Provider Partnerships
- ☐ Identify Existing Assets (facilities, land, financial resources)

#### **II. Operations and Programming Analysis**

- Operations and Staffing Assessment
- ☐ Park Maintenance Review and Assessment
- ☐ Review of Recreation Programming
- ☐ Recreation Budget Assessment
- ☐ Park Maintenance Assessment
- ☐ Review Existing Marketing Methods
- ☐ Inventory of Additional Recreation Providers

#### III. Park and Facility Site Inventory and Analysis

- ☐ Analyze Existing Conditions of Each Park Site
- ☐ Review of Facility Standards and Distribution of Recreation Opportunities
- ☐ Study Current Pedestrian and Vehicular Circulation Patterns and Opportunities for Multi-modal Connectivity to Downtown
- □ NRPA Guidelines Comparison



#### The Research





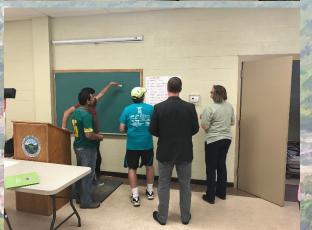
## The Research

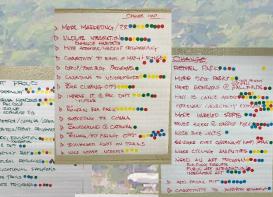












- \* ATTERDADATE \*\*\*

  \* FESTIVALS \*\*\*

  \* CONIONAL DRIVER \*\*\*

  \* SIZE & COUNTY OF PRESSES
- PEPUTATION / PROFESSIONALISM ...
- > BALANCE . .

Steering Committee & Stakeholder Input Sessions







## **Greenway Intercept Surveys**





## The Research

## **Community Surveys**

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# Your Input





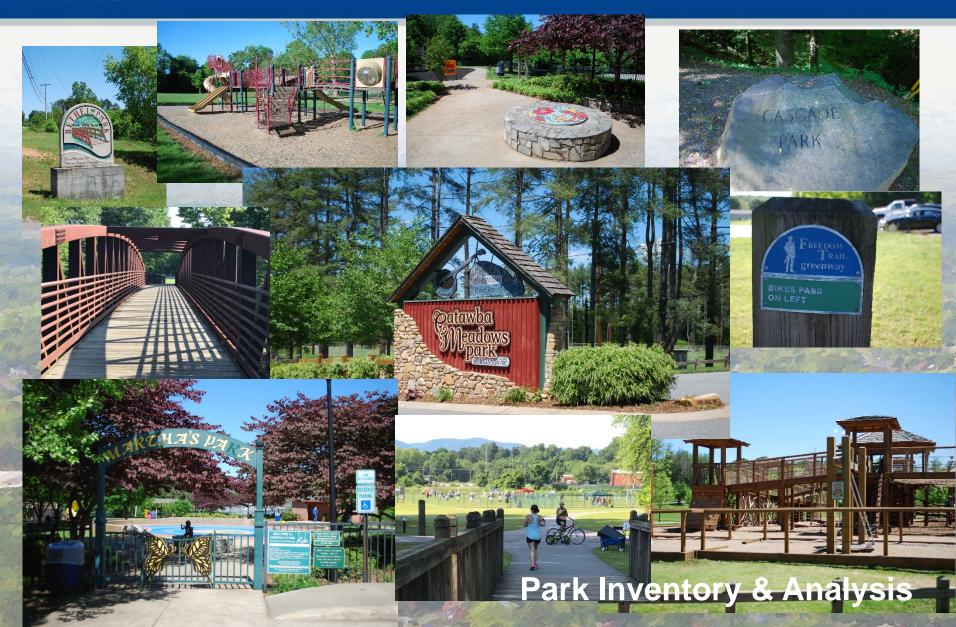


**Real Time Survey Questions** 

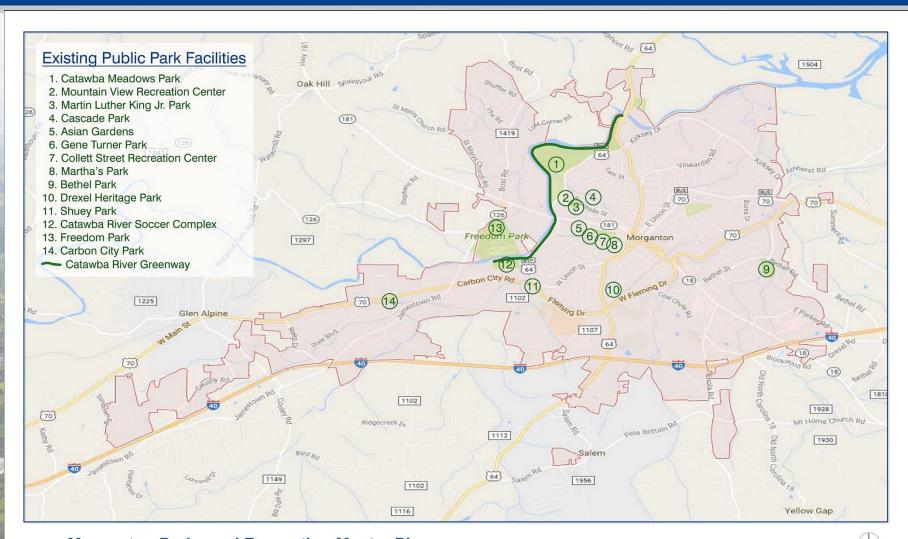
**Mapping Comment Exercises** 



## The Research

































# The Process







#### **Phase 2 - RECOMMENDATIONS**

#### I. Operations and Programming Recommendations

- More Inclusive Programming???
- ☐ Child Care Provisions???
- ☐ Health and Wellness Programming???
- ☐ Cullinary Programming???
- Maintenance Operation Recommendations
- □ Additional Community Special Events

#### II. Park and Facility Recommendations

- □ Park Improvement Recommendations
- ☐ Facility Improvement Recommendations
- □ Proposed Park Development Priorities
- ☐ Park Connectivity, Greenways and Trails
- □ Downtown Connectivity Recommendations
- ☐ Proposed Park Master Plan Diagrams
- Expansion of Parks and Recreation Products and Services
- ☐ Opinions of Probable Construction Costs for Proposed Improvements

#### III. Marketing and Communication Recommendations

- Identify Areas of Potential Growth in Market Focus
- Maintaining Affordability in the Competitive Marketplace for Recreation Services
- Expansion of Entry Points for Public Information



# The Process



### **Phase 3 - IMPLEMENTATION**

#### I. Capital Improvement Plan

- ☐ Identification of Development Priorities and Probably Costs
- ☐ Project Phasing Plan
- ☐ Capital Funding Options







# The Schedule







### Next Steps.....

July 4th - Red White and Bluegrass Festival Intercept

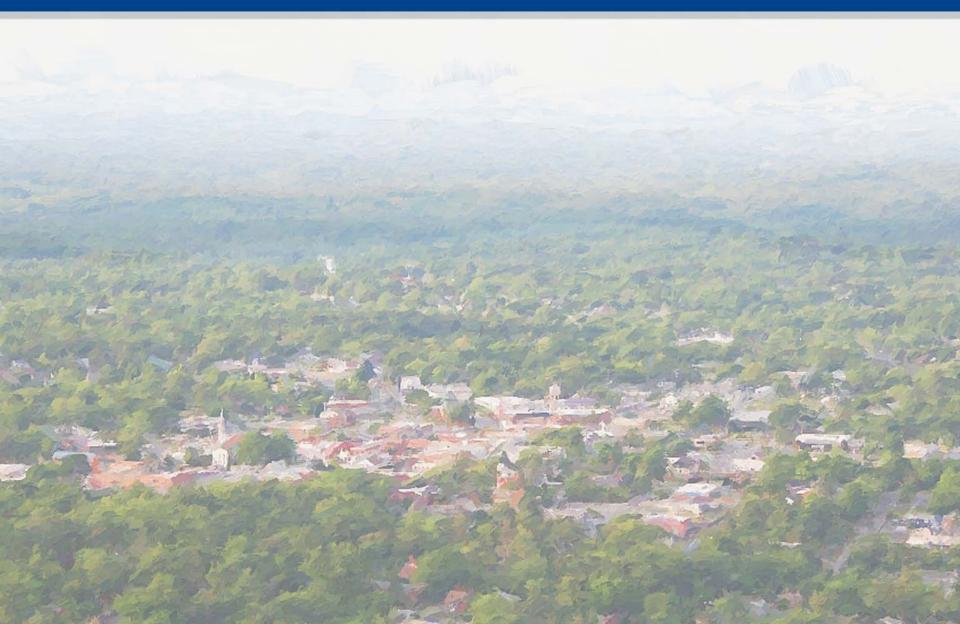
Mid July - Finalize Research Phase

Thursday, August 3<sup>rd</sup> – Public Input Session

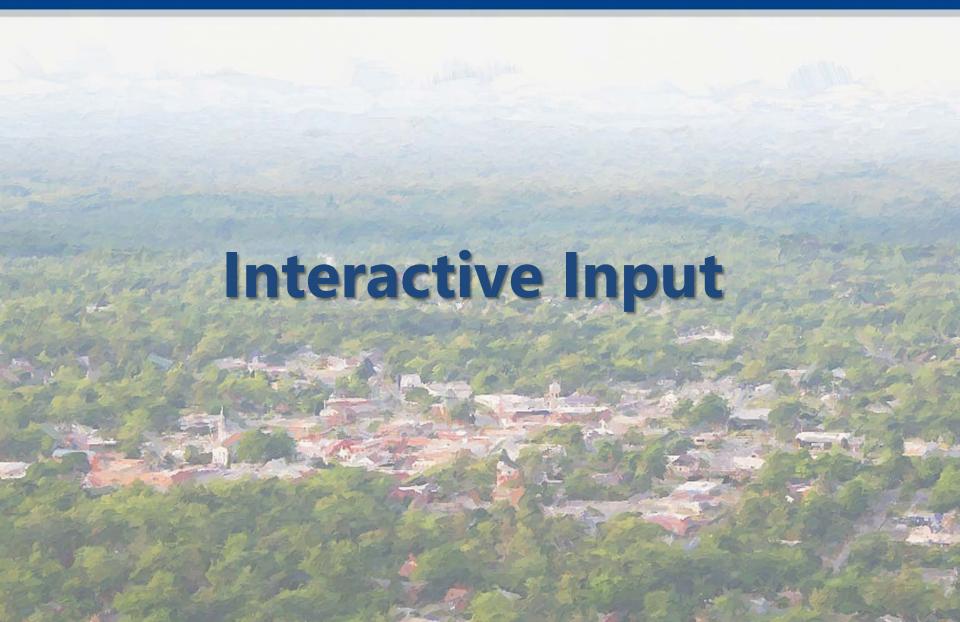
Review of Research Results & Preliminary Recommendations

September/October – Presentation of Master Plan Report Summary



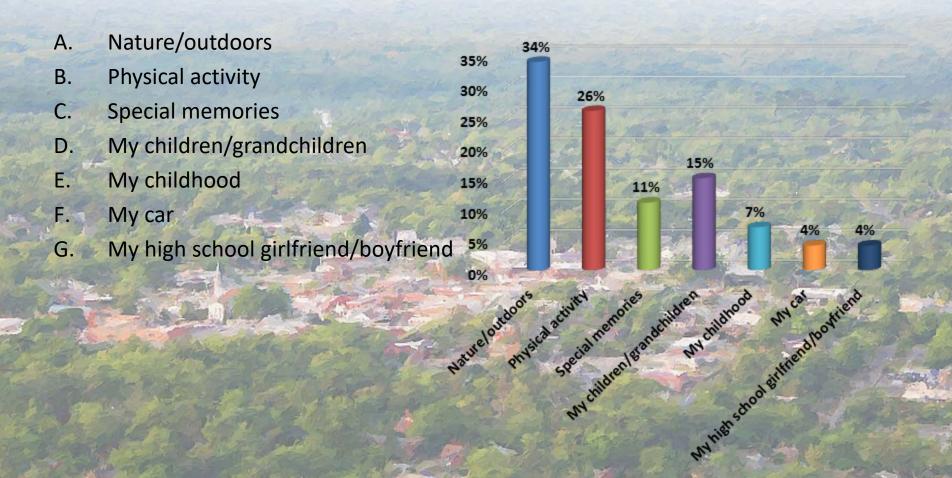








# When you hear the word "park," what do you think about? (select all that apply)



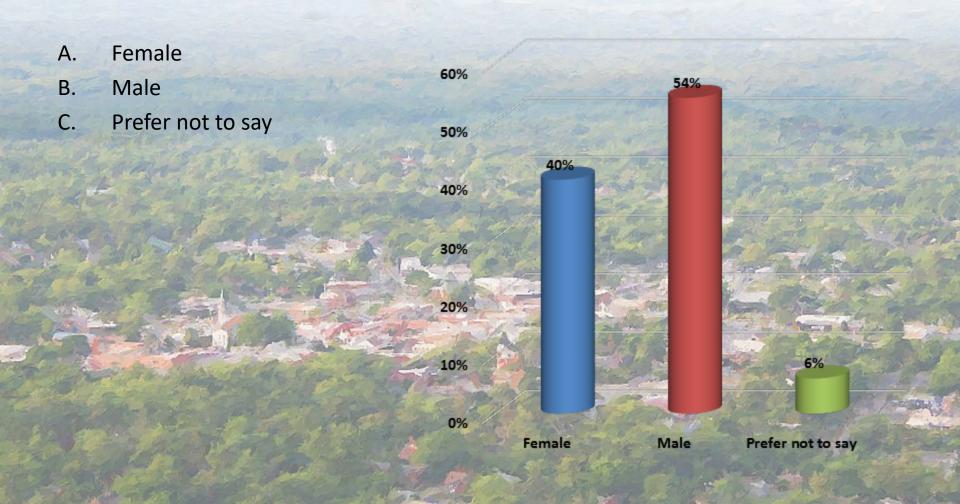


# Do you live within the city limits of Morganton? (select one)



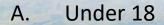


# What is your gender? (select one)





# What is your age? (select one)

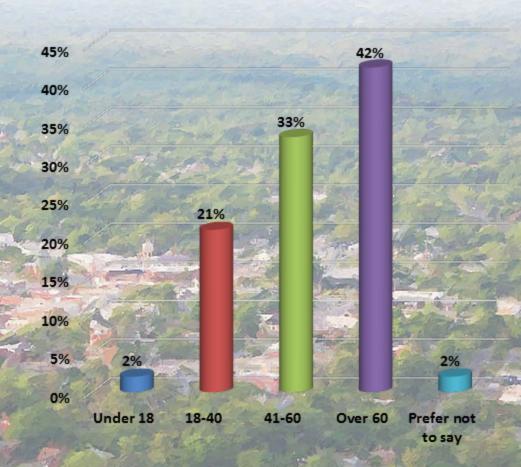


B. 18-40

C. 41-60

D. Over 60

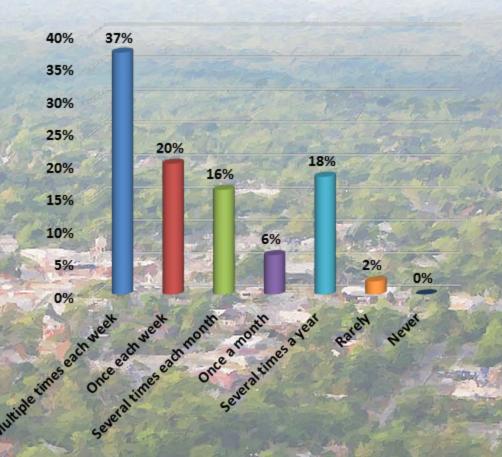
E. Prefer not to say





# On average, how often do you visit a park or greenway in Morganton? (select one)

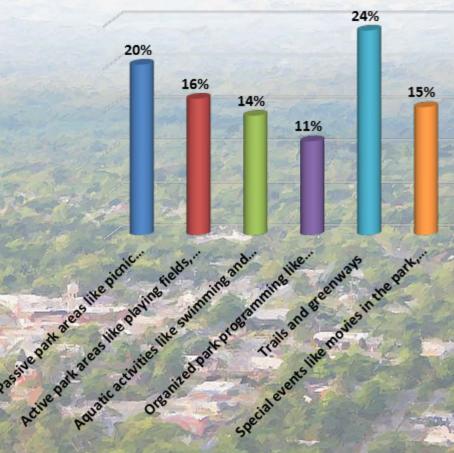
- A. Multiple times each week
- B. Once each week
- C. Several times each month
- D. Once a month
- E. Several times a year
- F. Rarely
- G. Never





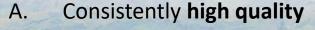
Select all of the following in the order of your personal priority.

- A. Passive park areas like picnic tables/shelters, playgrounds, splash pads, and open space
- B. Active park areas like playing fields, tennis courts, and basketball courts
- C. Aquatic activities like swimming and water aerobics
- D. Organized park programming like exercise classes, senior activities, and youth sports leagues
- E. Trails and greenways
- F. Special events like movies in the park, festivals, and family nights

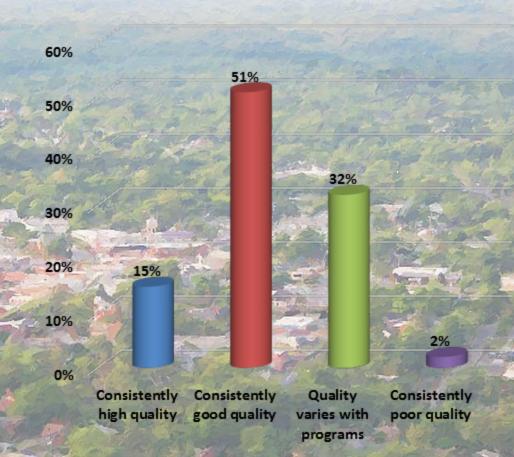




# Morganton Parks and Recreation programs and activities are: (select one)

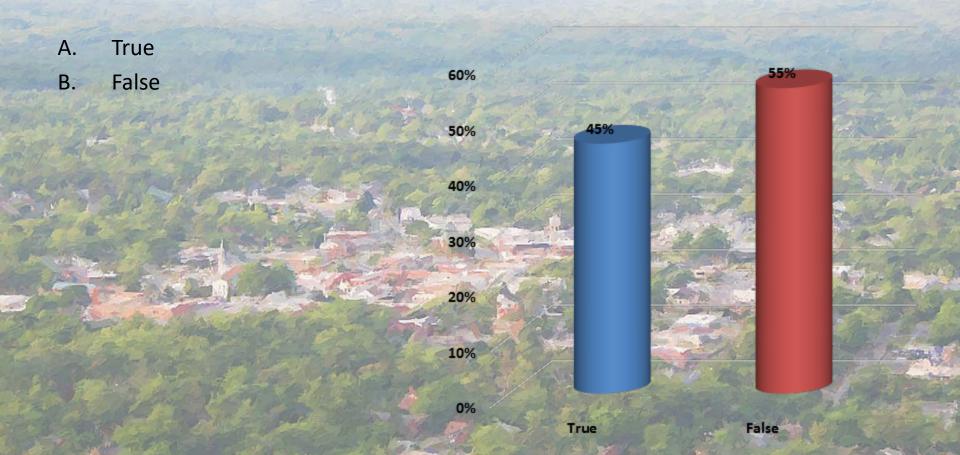


- B. Consistently good quality
- C. Quality varies with programs
- D. Consistently poor quality



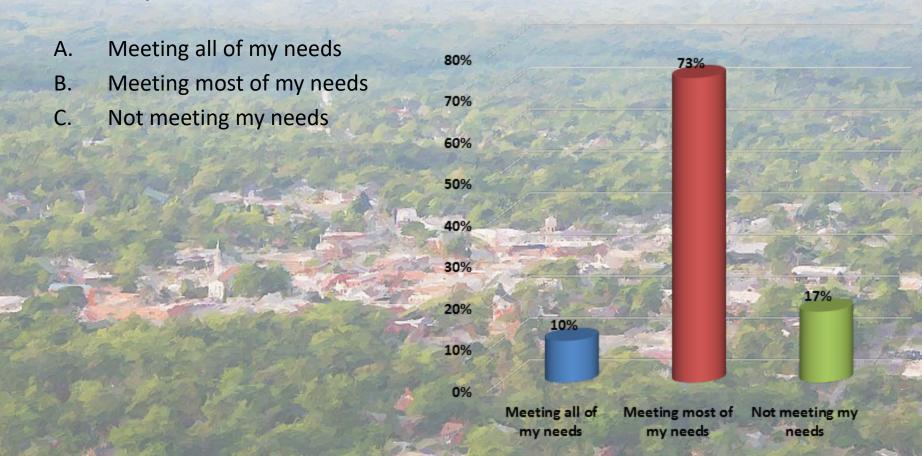


I feel well informed about existing facilities and events/programming by the Morganton Parks and Recreation Department. (select one)



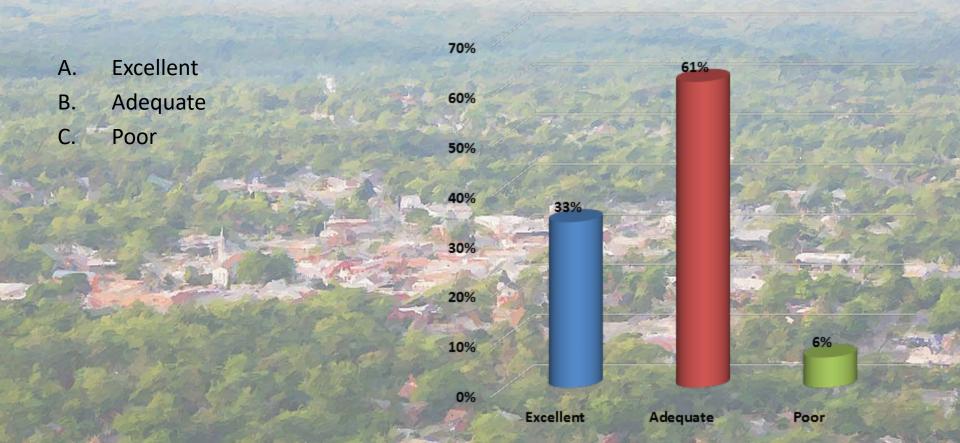


Overall, how well do the facilities, programs, and activities provided by Morganton Parks and Recreation meet your needs? (select one)



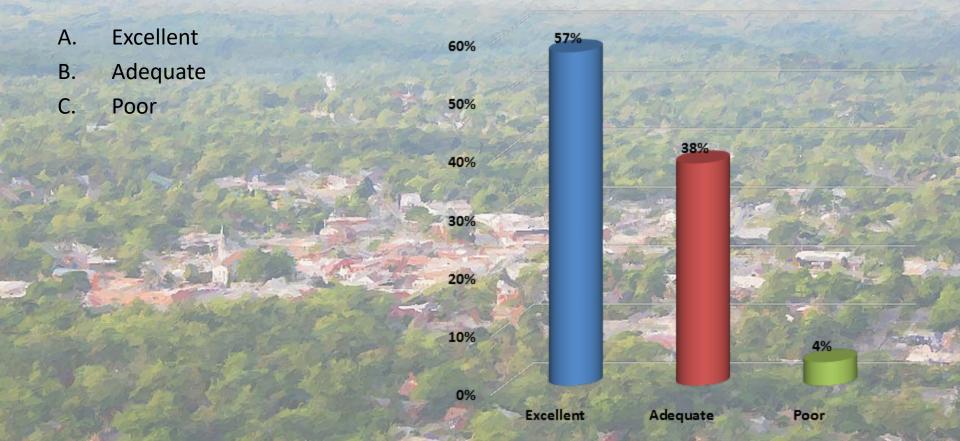


Overall, how do you feel about the **Facilities for Fitness** (e.g., Aquatic Centers, Collett Street Weight Room, Greenways and Trails)? (select one)





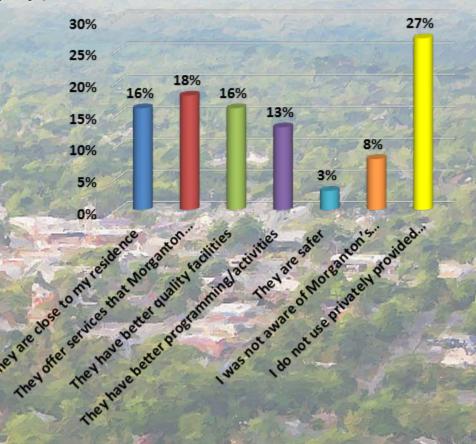
Overall, how do you feel about the **Facilities for Athletics** (e.g., Catawba Meadows, Catawba
River Soccer Complex, Shuey Park)? (select one)





I use recreation facilities provided by a private provider (e.g., membership gym, YMCA, etc.) because: (select all that apply)

- A. They are close to my residence
- B. They offer services that Morganton parks do not
- C. They have better quality facilities
- D. They have better programming/activities
- E. They are safer
- F. I was not aware of Morganton's services, programming, and activities
- G. I do not use privately provided recreation facilities





# If you had to pick one, which of the following is the most important to you? (select one)

- A. Passive park areas like picnic tables/shelters, playgrounds, splash pads, and open space
- B. Active park areas like playing fields, tennis courts, and basketball courts
- C. Aquatic activities like swimming and water aerobics
- Organized park programming like exercise classes, senior activities, and youth sports leagues
- E. Trails and greenways
- F. Special events like movies in the park, festivals, and family nights

