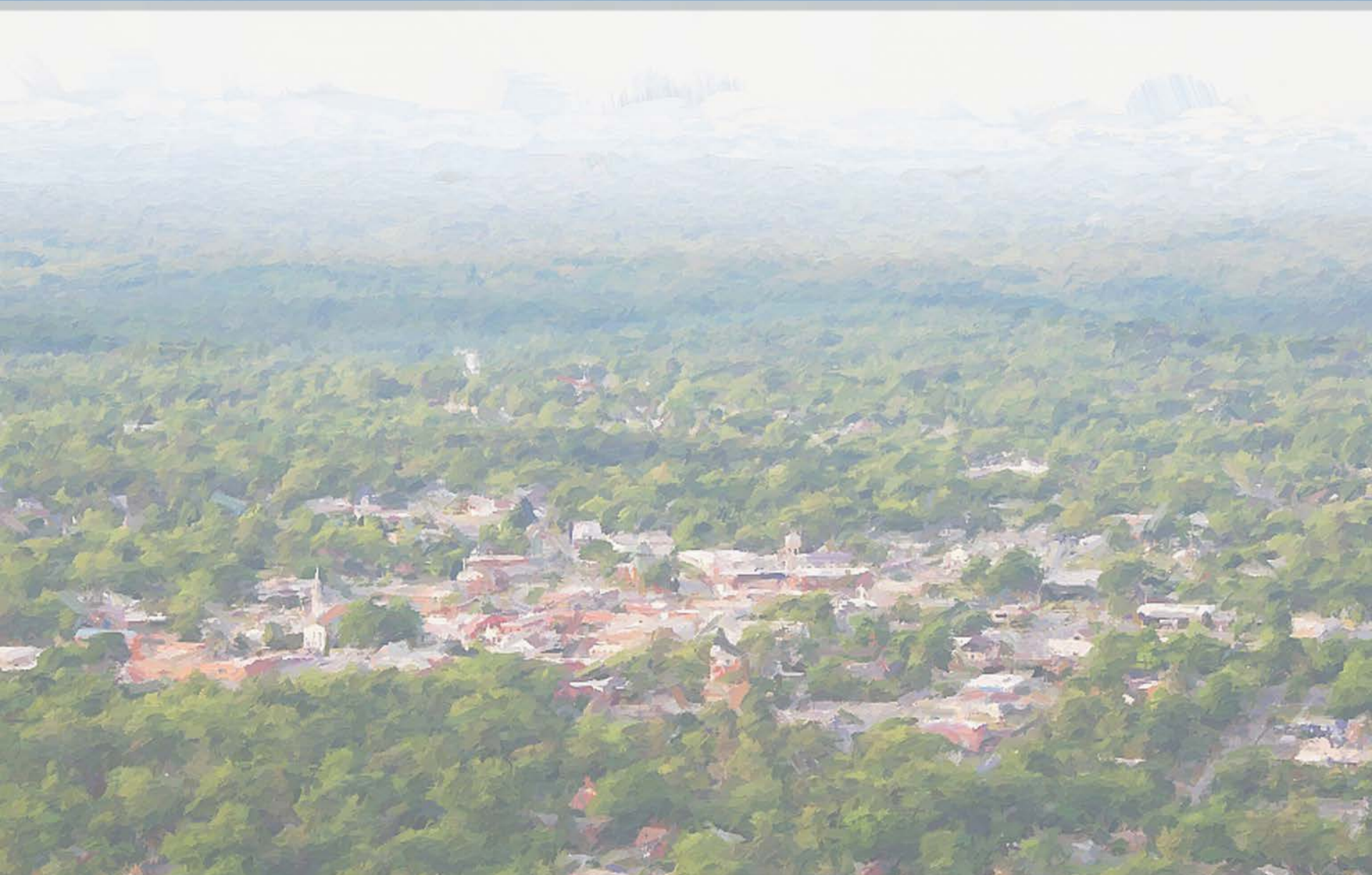




Parks & Recreation Master Plan



Rick McMackin

Project Manager, RLA,
LandPlan South

Charles Howell

Senior Designer, RLA,
LandPlan South

Ernie Boughman

Senior Planner,
Toole Design Group

Chris Lambka

Landscape Architect
Toole Design Group



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)

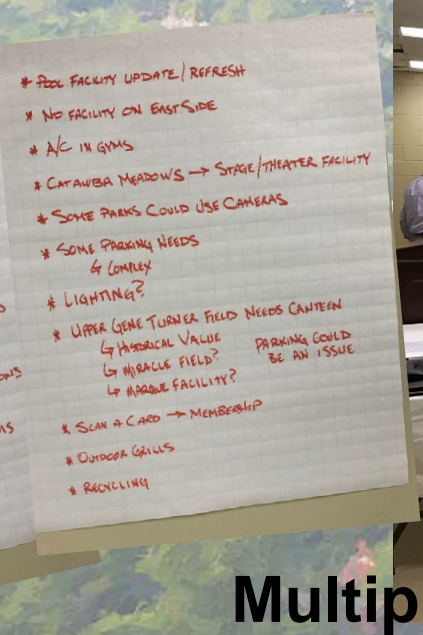
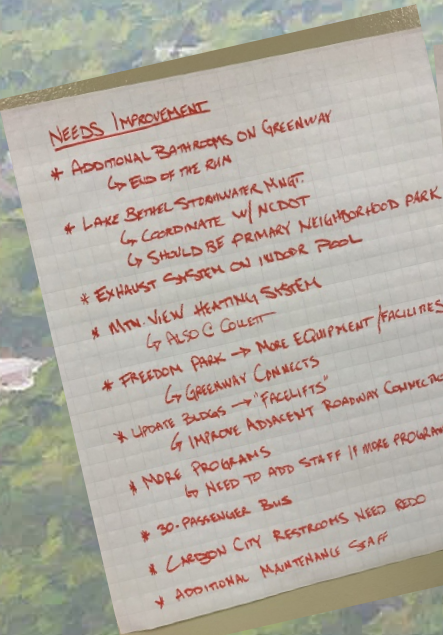
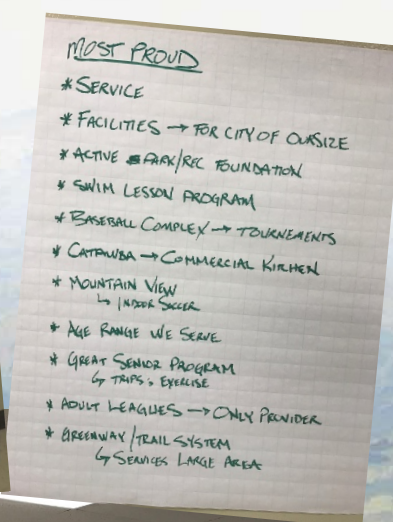
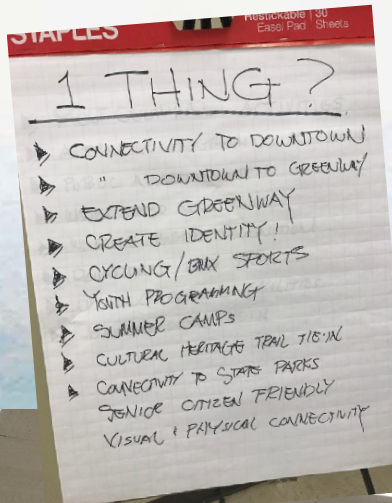
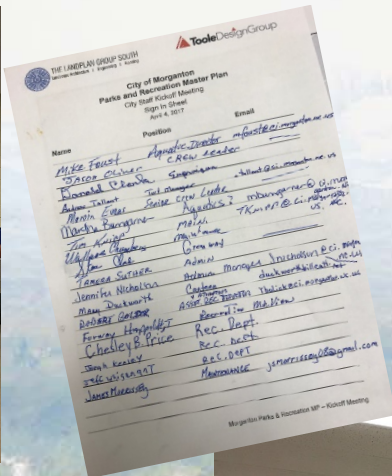
II. Operations and Programming Analysis

- 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

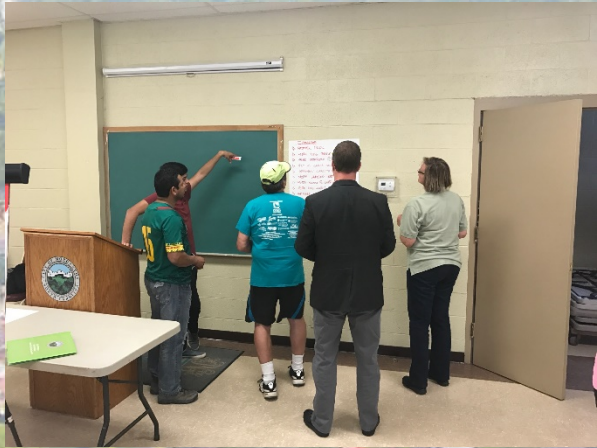
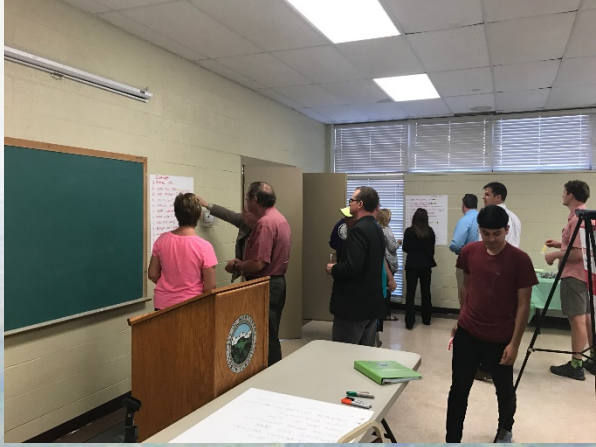
III. Park and Facility Site Inventory and Analysis

- 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





Multiple City and Park Staff Interviews



CHANGE CALL

- MORE MARKETING / P.R.
- WILDLIFE INTERPRETATION
- SURFACE MAINTENANCE
- MORE AGRICULTURE PROGRAMMING
- CONNECTIVITY TO ROAD OF MICHIGAN
- GROUP/TEAM BUILT PROGRAMS
- COOPERATION TO NEIGHBORHOODS
- ROCK CLIMBING OPS
- IMPROVE IT & REC DEPT
- NO JUVENILE BEE PARKS
- SUPPORTING THE COMMUNITY
- CALDWELL & CATAWBA
- TRAILING / R/V FISHING OPS
- SCOUTS/BOAT HUNT ON TRAILS
- NEED STAFF INCREASE

CHANGE

BETHEL PARK

- MAKE DIRT PARKS
- NEED BATHROOMS @ FALLFIELDS
- HUNT IS CANOE ACCESS
- FREQUENTLY CALIBRATED EXERCISE
- MORE WHEELED SPORTS
- FENCE ACCESS @ WARDHOP FIELDS
- MORE BEE WALLETS
- BIDDING CODES (SPECIALTY) NADJ STAKE
- MORE CLIMBING OPPORTUNITIES
- NEED ALL ART PROGRAMS
- BUILDING PROGRAMS
- PUBLIC ART INTERPRETATION
- INTERACTIVE ART
- ADD FESSAL PIT
- CONNECTIVITY TO NEIGHBORHOODS

MOST PROUD

- CROWDWAY
- CATAWBA HIGHLANDS
- THE CREEK
- SCENIC ROUTE 716
- FREEDOM / CATAWBA / GREEN
- AUSTIN / FOREST / GREEN
- PARK / EDUCATION / GREEN
- P.R. DEPT
- NATURE / BEE
- NATURAL RESOURCES
- EDUCATIONAL PROGRAMS
- BEE TRAILS
- SPEED PROGRAMS

➤ AFFORDABILITY

- FESTIVALS
- ECONOMIC DRIVER
- SIZE & QUANTITY OF PARKS
- REPUTATION / PROFESSIONALISM
- DEPTH OF STAFF / SUPPORT
- BALANCE

Steering Committee & Stakeholder Input Sessions

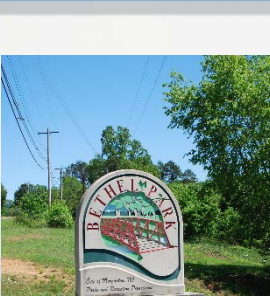
Greenway Intercept Surveys



104 Surveys Received

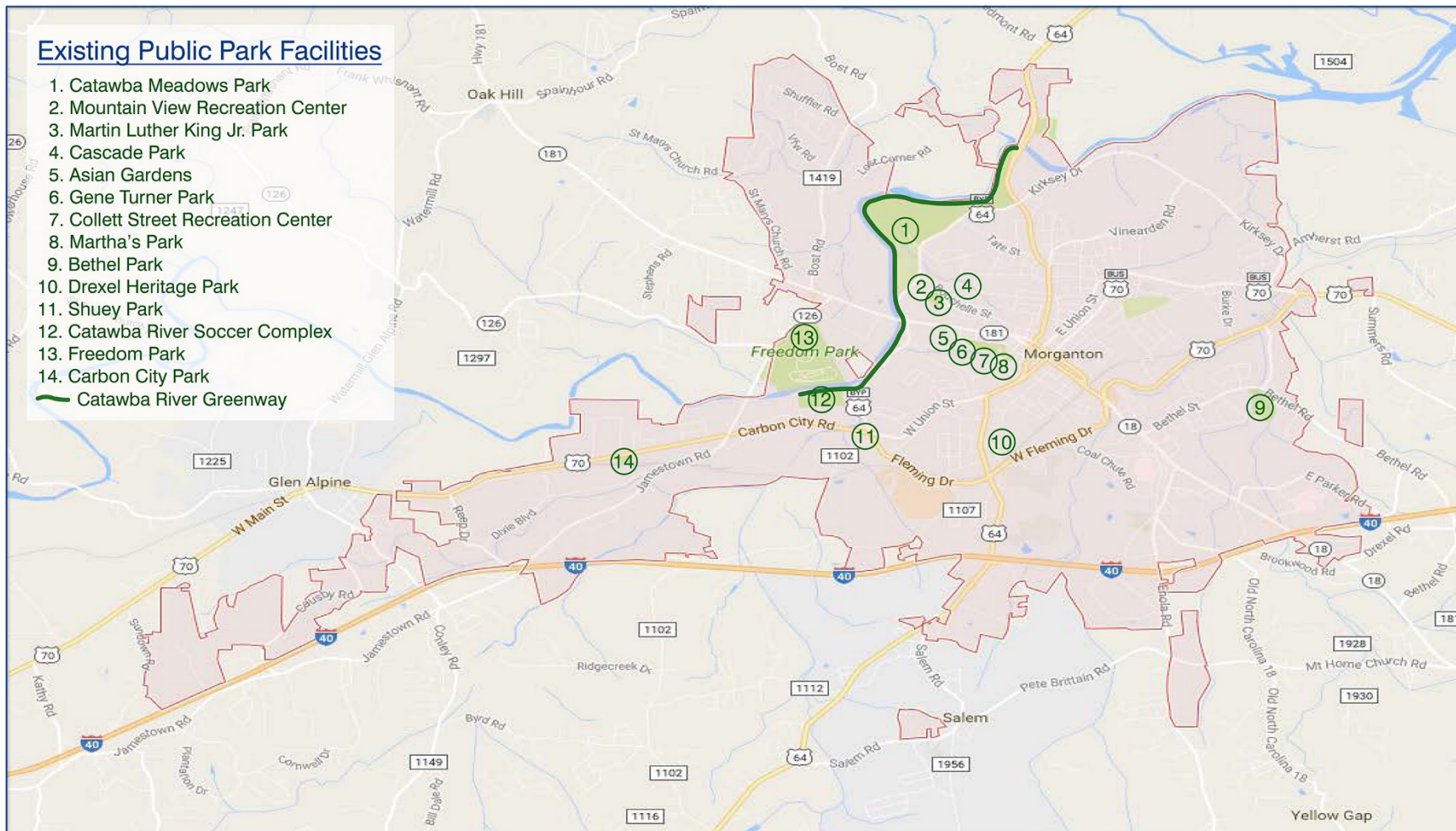


Real Time Survey Questions
Mapping Comment Exercises



Existing Public Park Facilities

1. Catawba Meadows Park
 2. Mountain View Recreation Center
 3. Martin Luther King Jr. Park
 4. Cascade Park
 5. Asian Gardens
 6. Gene Turner Park
 7. Collett Street Recreation Center
 8. Martha's Park
 9. Bethel Park
 10. Drexel Heritage Park
 11. Shuey Park
 12. Catawba River Soccer Complex
 13. Freedom Park
 14. Carbon City Park
- Catawba River Greenway



Morganton Parks and Recreation Master Plan

Park Location Map





CATAWBA MEADOWS PARK



MOUNTAIN VIEW COMMUNITY CENTER



MARTIN LUTHER KING JR. PARK



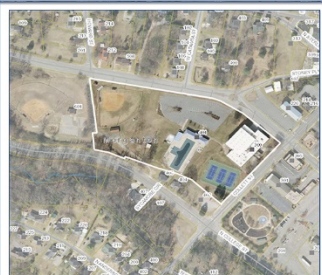
CASCADE PARK



ASIA GARDENS



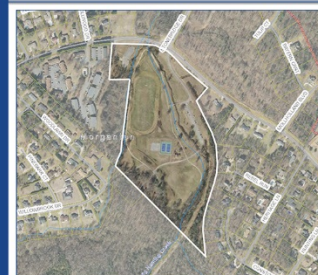
GENE TURNER PARK



COLLETT STREET RECREATION CENTER



MARTHA'S PARK



BETHEL PARK



DREXEL HERITAGE PARK



SHUEY PARK



CATAWBA RIVER SOCCER COMPLEX

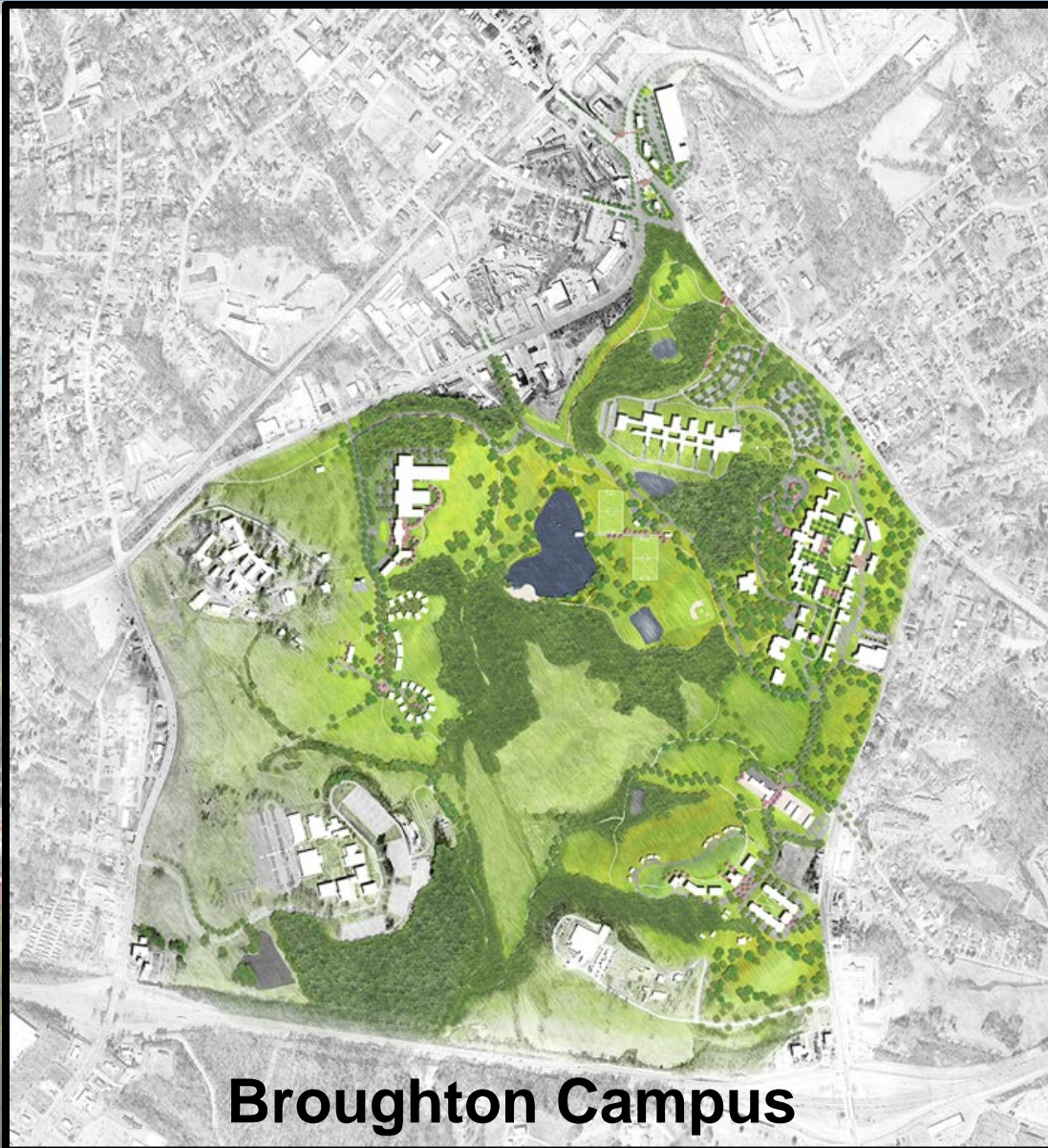


FREEDOM PARK



CARBON CITY PARK





Broughton Campus

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



Phase 3 - IMPLEMENTATION

I. Capital Improvement Plan

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





Next Steps.....

July 4th - Red White and Bluegrass Festival Intercept

Mid July – Finalize Research Phase

Thursday, August 3rd – Public Input Session

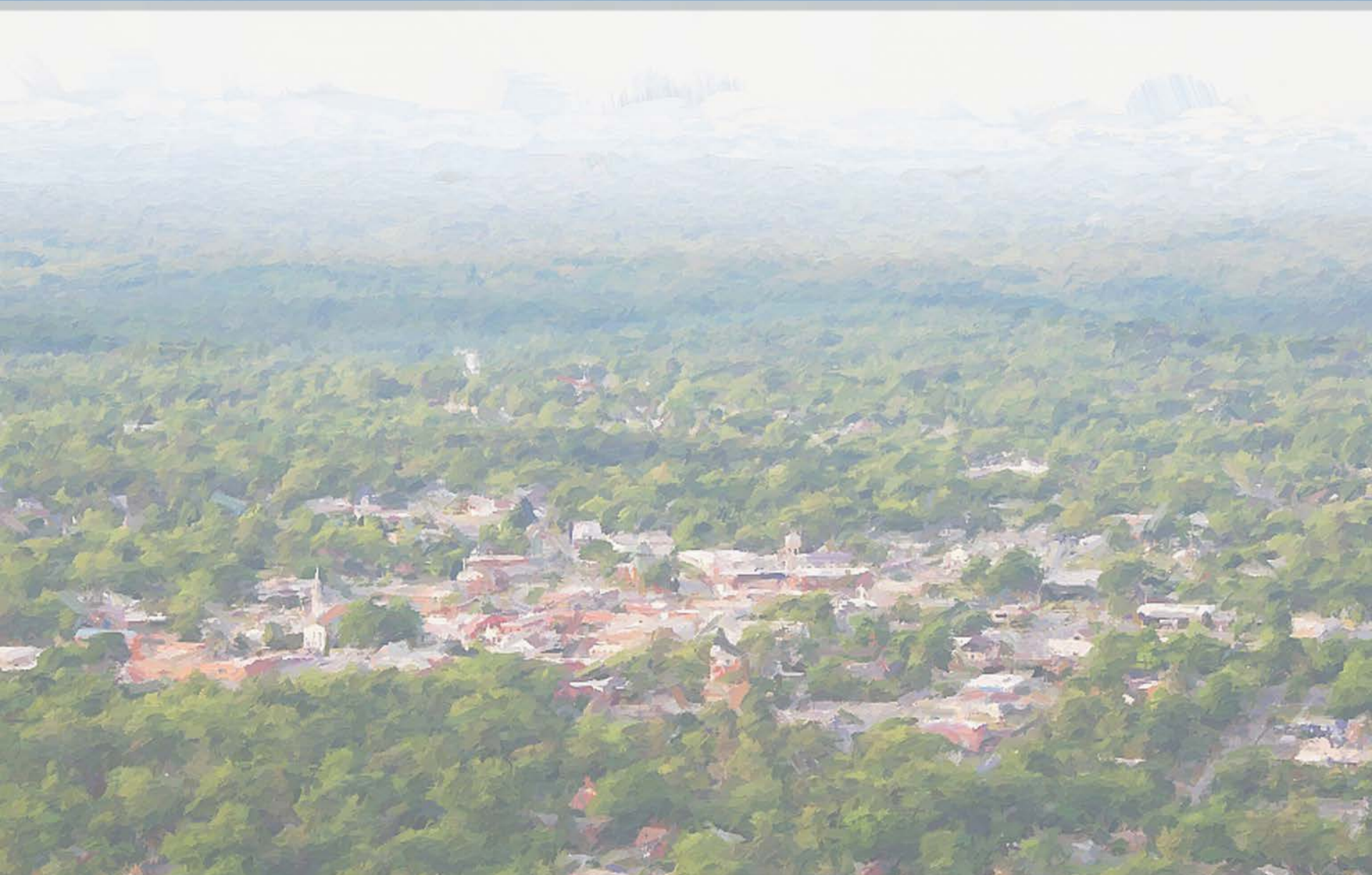
Review of Research Results & Preliminary Recommendations

September/October – Presentation of Master Plan Report Summary





Parks & Recreation Master Plan

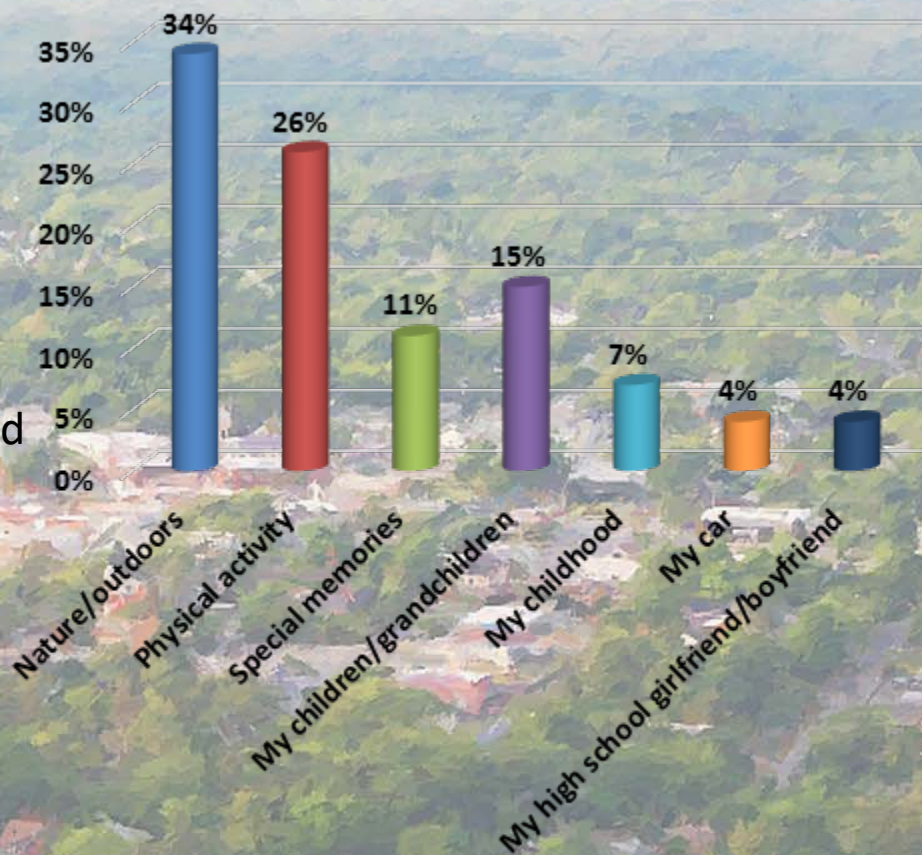


The background of the slide is an aerial photograph of a town nestled in a valley. The town is surrounded by dense green trees, and the surrounding landscape consists of rolling hills and mountains under a hazy sky. The text "Interactive Input" is overlaid on the center of the image.

Interactive Input

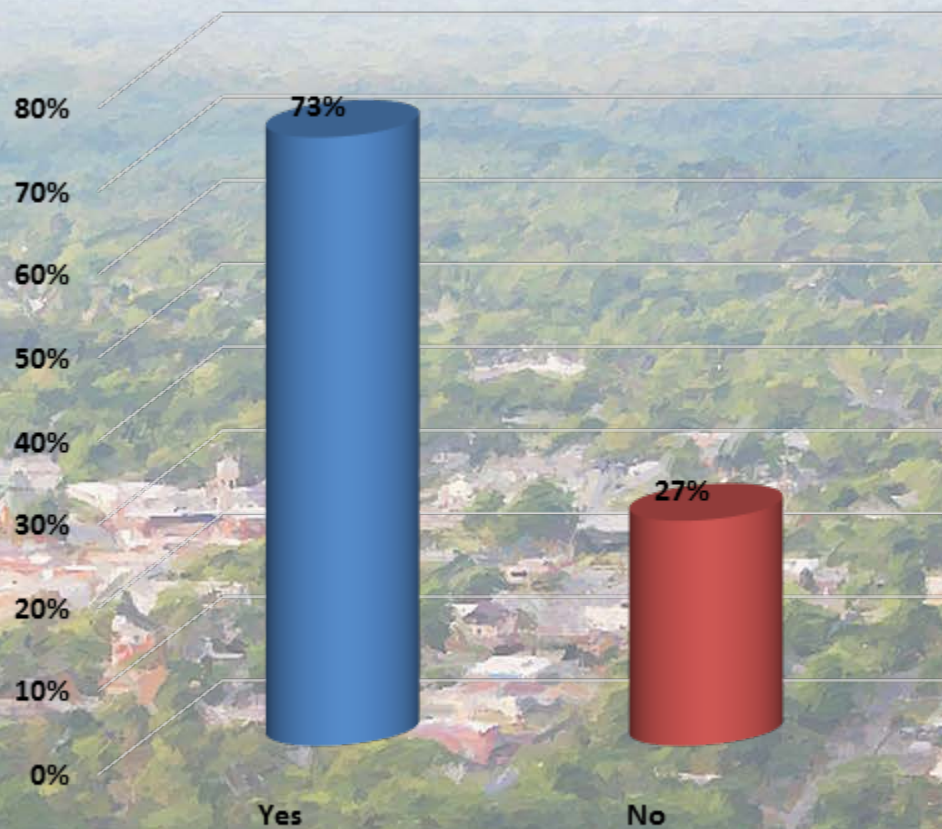
When you hear the word “park,” what do you think about? (select all that apply)

- A. Nature/outdoors
- B. Physical activity
- C. Special memories
- D. My children/grandchildren
- E. My childhood
- F. My car
- G. My high school girlfriend/boyfriend



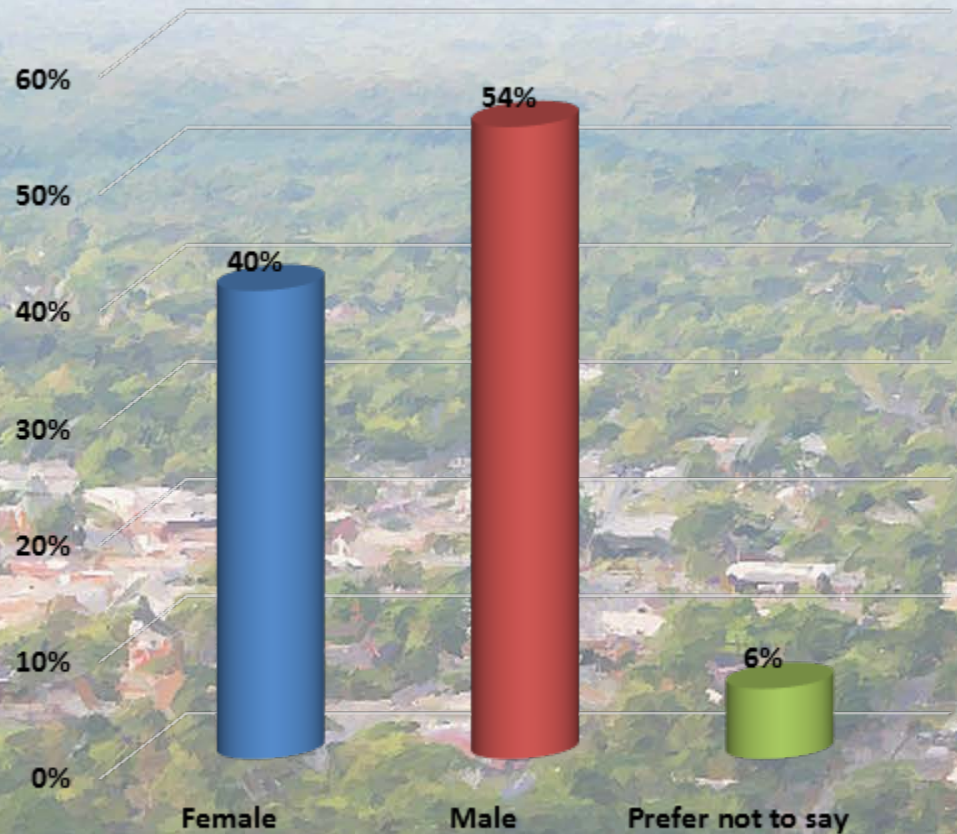
Do you live within the city limits of Morganton? (select one)

- A. Yes
- B. No



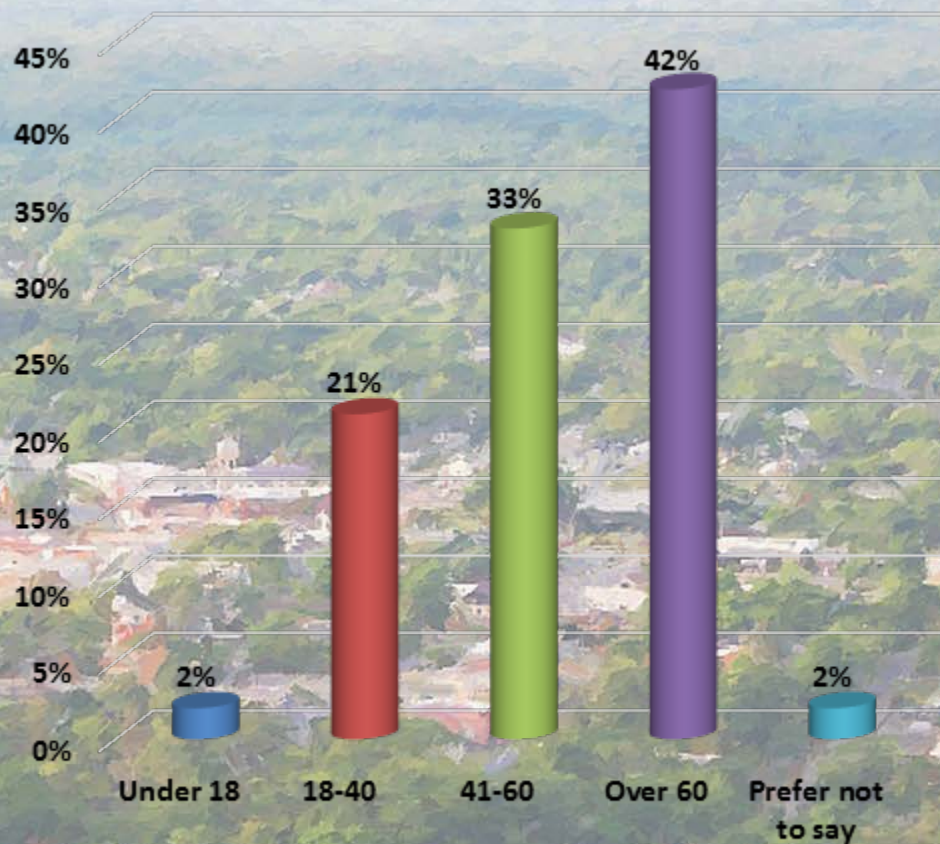
What is your gender? (select one)

- A. Female
- B. Male
- C. Prefer not to say



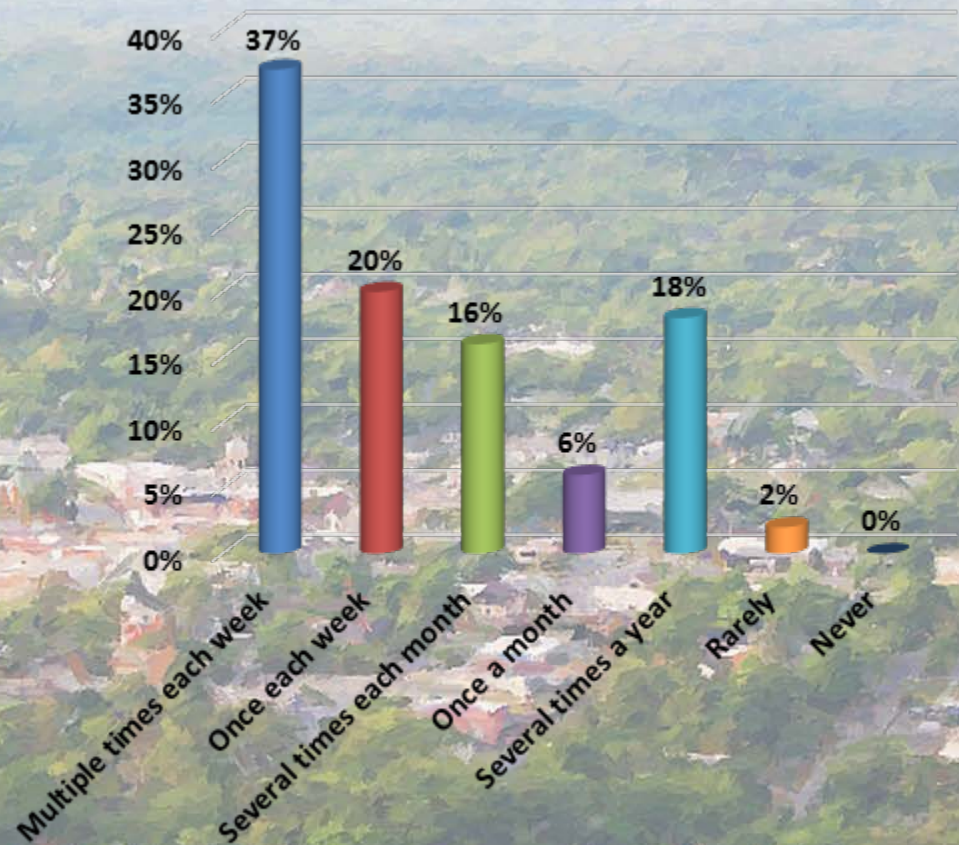
What is your age? (select one)

- A. Under 18
- B. 18-40
- C. 41-60
- D. Over 60
- E. Prefer not to say



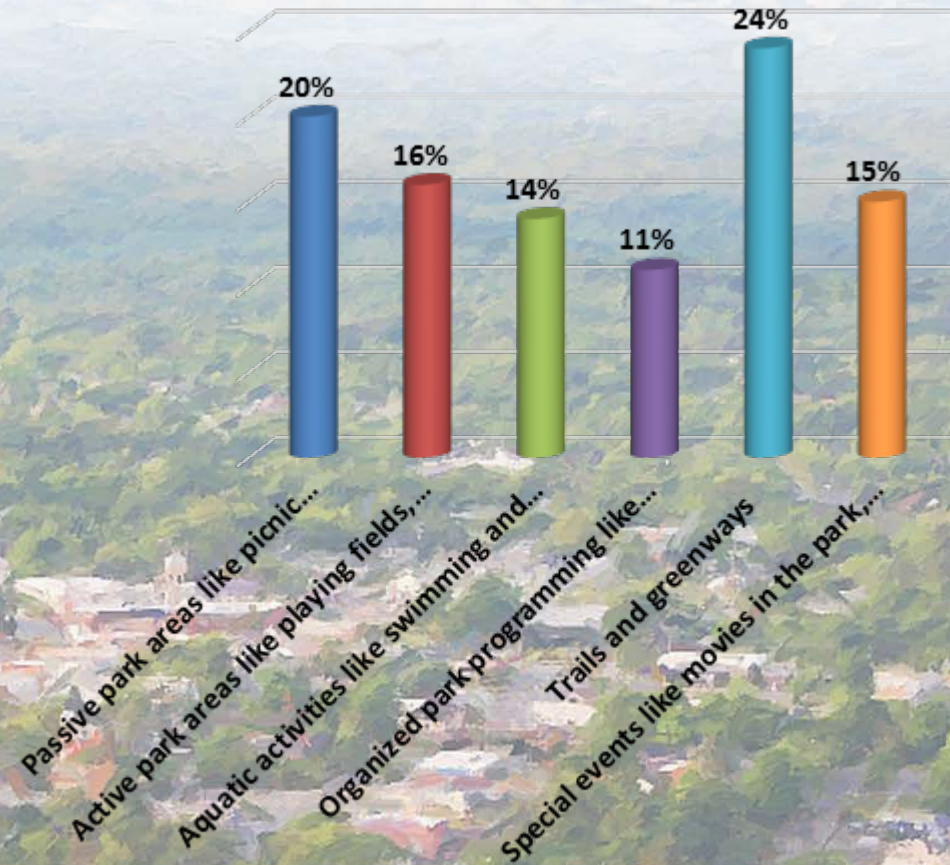
On average, how often do you visit a park or greenway in Morganton? (select one)

- 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



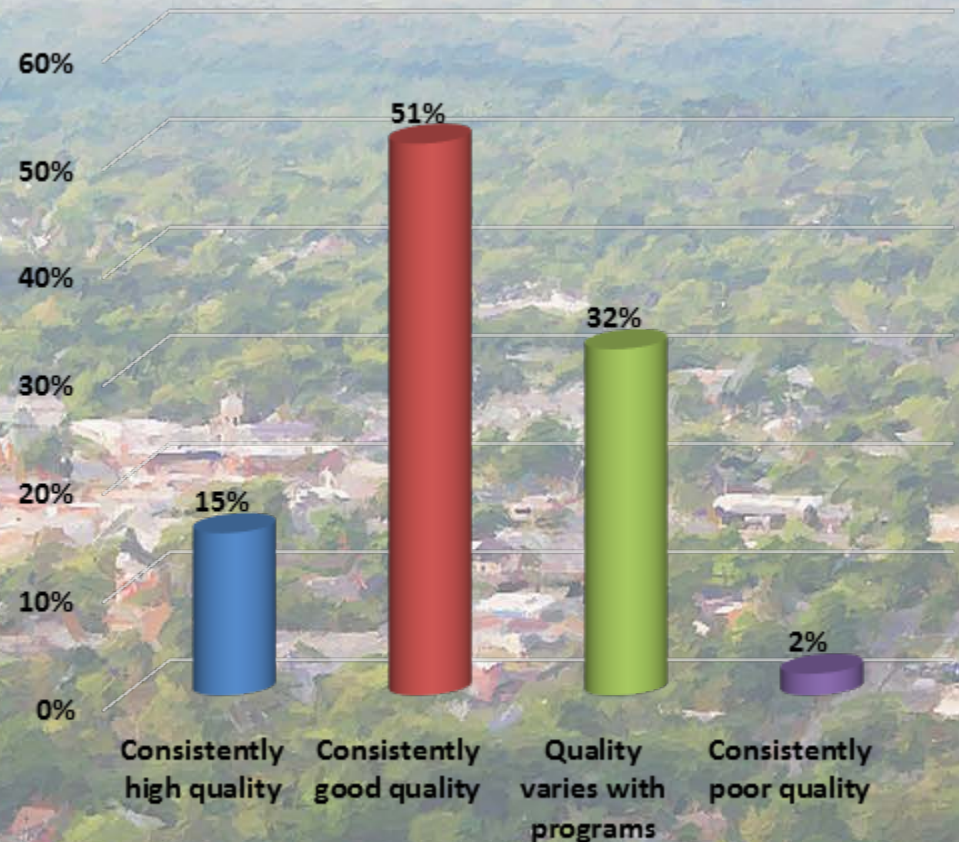
Select all of the following in the order of your personal priority.

- 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



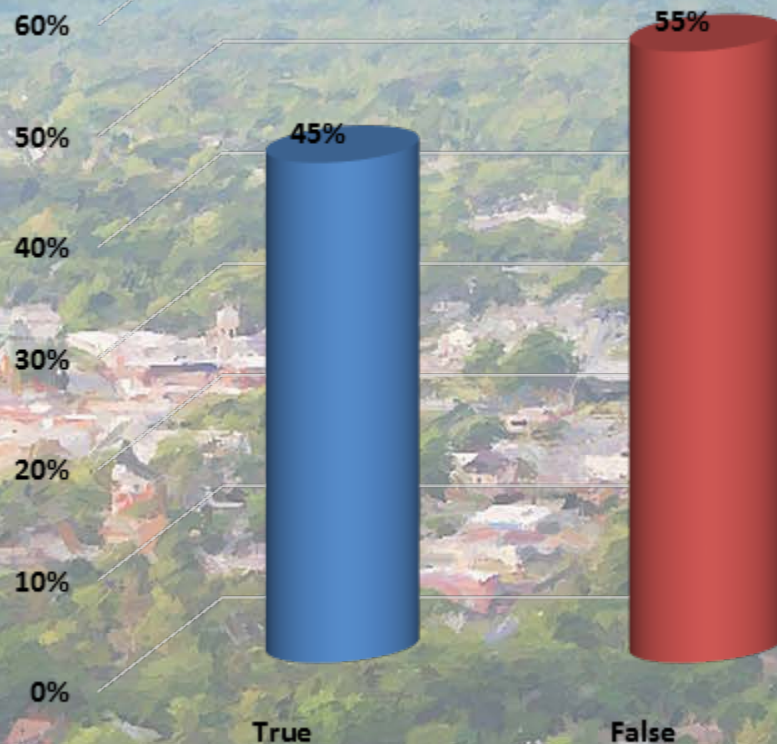
Morganton Parks and Recreation programs and activities are: (select one)

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



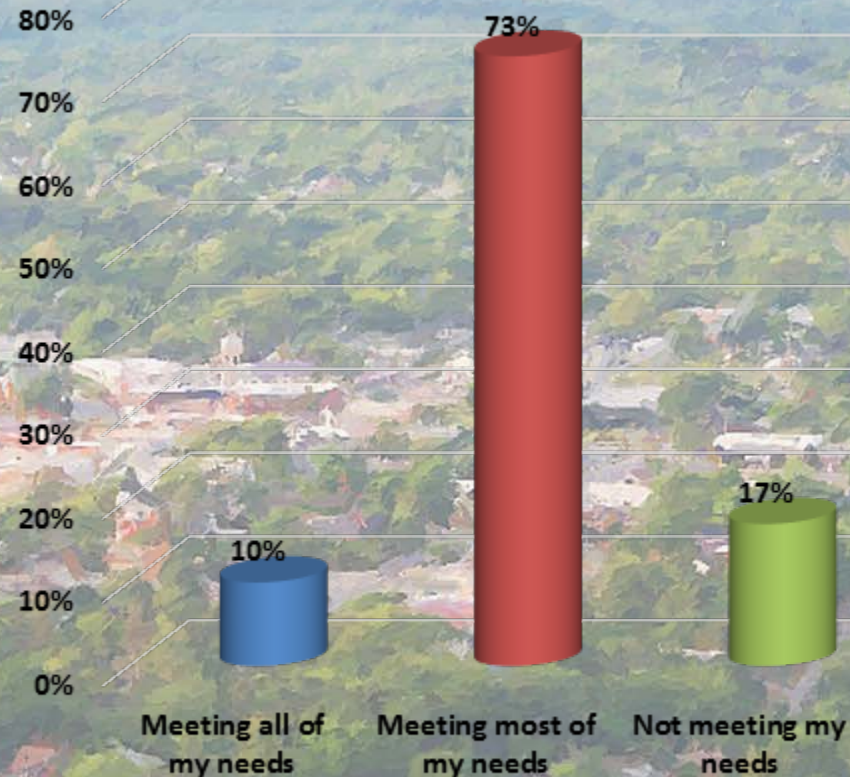
I feel well informed about existing facilities and events/programming by the Morganton Parks and Recreation Department. (select one)

- A. True
- B. False



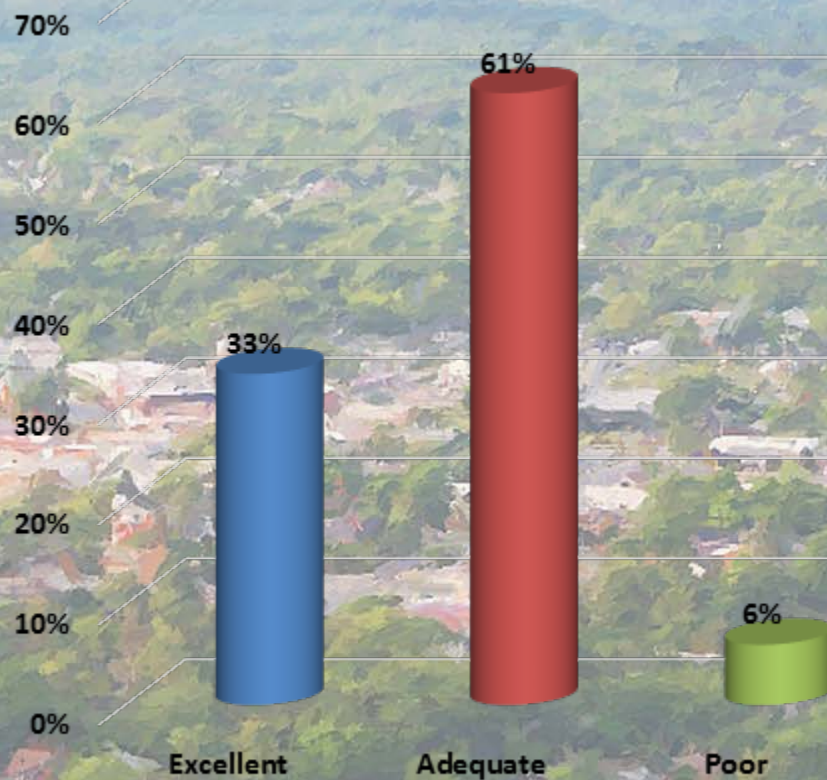
Overall, how well do the facilities, programs, and activities provided by Morganton Parks and Recreation meet your needs? (select one)

- A. Meeting all of my needs
- B. Meeting most of my needs
- C. Not meeting my needs



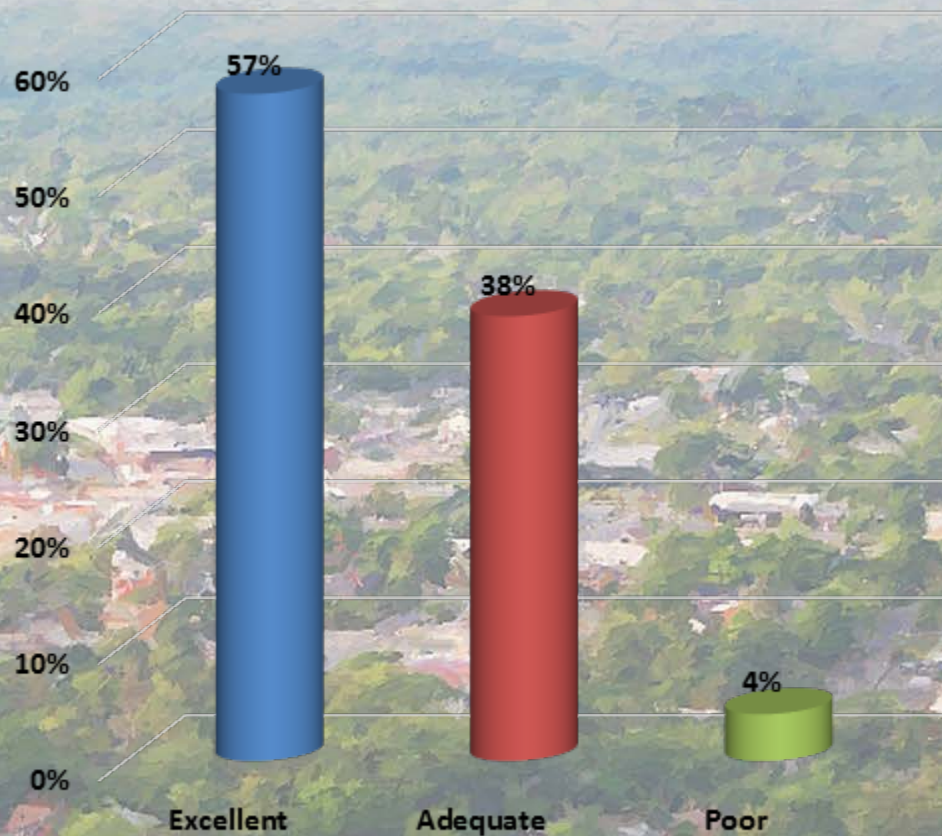
Overall, how do you feel about the **Facilities for Fitness** (e.g., Aquatic Centers, Collett Street Weight Room, Greenways and Trails)? (select one)

- A. Excellent
- B. Adequate
- C. Poor



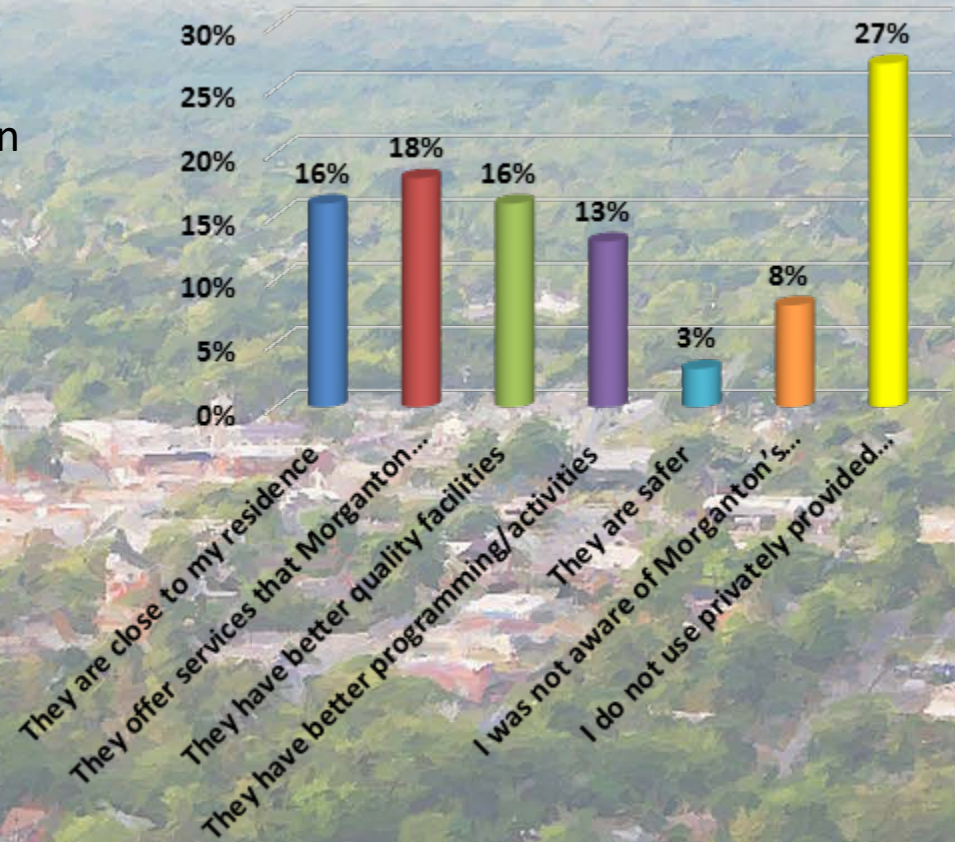
Overall, how do you feel about the **Facilities for Athletics** (e.g., Catawba Meadows, Catawba River Soccer Complex, Shuey Park)? (select one)

- A. Excellent
- B. Adequate
- C. Poor



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
- 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

