

TOWN OF KERNERSVILLE



PARKS AND RECREATION MASTER PLAN 2012

Adopted 1-8-13

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SECTION 1

INTRODUCTION

What is a Parks and Recreation Comprehensive Master Plan?

It is a document that identifies the essential recreation needs of a community. Parks and Recreation Comprehensive Master Plans can review both programs and facilities in a recreation department and develop new strategies in meeting the future recreation needs of the community. The steps needed to complete the Comprehensive Master Plan are as simple as answering the following questions:

1. Who are we? • Demographic Review
(who are we as a community and where are we headed)
2. What do we have? • Inventory and Evaluation of Facilities
(before we can determine our needs we must know what is offered)
3. What do we need? • Needs Assessment Development
(review of park standards, survey information, and public input)
4. What do we do? • Recommendations and Proposals
(what should be done to address the needs)
5. How to do it? • Action Plan
(how should we implement the recommendations)

Why is a Parks and Recreation Facilities Master Plan Needed?

The Town adopted its first Parks and Recreation Master Plan in 2002 to develop proposals and recommendations for meeting the future recreation needs through 2020. Some highlighted results of the 2002 Master Plan were the renovations of Harmon Park and Fourth of July Park, the addition of Century Lake Park, and the addition of land to expand Beeson Park. Meeting citizens' increased demand for additional recreation programs and facilities seems to be an ever-increasing challenge for the recreation departments and municipalities throughout the United States. In order to meet this challenge, it is important that this planning document be revised and updated every 10 years with 2012 being the first scheduled update. The Town has seen significant growth in recent years in its population and economic developments, with a healthy projected growth forecasted.

Several other reasons why a parks and recreation facilities plan is needed:

- to assure maximum benefit for each dollar spent for facilities;
- to avoid duplication and overlapping of services, areas, and facilities;
- to expedite action on development of park facilities when funding is available;
- to serve as a guide for zoning appropriate sites for parks, greenways, and open space areas;
- to attract economic development and smart growth development into the community; and
- to assist and guide town officials and town planners with future needs of recreation facilities with an implementable plan.

The importance of recreation as a part of our everyday lives has never been more critical to the development of our society. National trends indicate that expectations and demands for diverse and quality recreation service will only increase as our population expands and matures. The elderly segment of our population will likely expand faster than any other segment of our society due in part to longer life expectancy and the aging of the "baby boomer" generation. As the elderly segment of the population

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increases in size and affluence, so will their influence on attitudes and perceptions of what recreation entails. Another indicator of how important recreation is to our society is the increased demand for recreation professionals to provide more programs involving childcare activities. These programs include after-school activities and expanded summer camps for children of all ages. This is a direct result of the increase of two income households and single parent households who have children at home under the age of 18 years old. The days of kids just playing football, basketball and baseball are over. The diversity of youth athletics programs and recreation activities are changing each year. The Kernersville Parks and Recreation Department growth in recreation program is a good example of the recreation and facility demands being placed on communities from the different demographics of the community. Since 2001 the recreation program offerings have grown from 50 to 270 in 2011.

The Parks and Recreation Comprehensive Master Plan Update Process

The objective of the overall planning update is to provide the Town of Kernersville with an accurate, usable plan to guide its growth for the next ten years with action steps and decisions concerning the improvement and development of its park system **through the year 2022**. The process emphasizes recreation facility needs. The plan is organized into five major components:

1. Introduction: Includes a description of the master plan process.
2. Analysis of Existing Park and Recreation Facilities: Provides analysis of parks, buildings, and special facilities.
3. Community Needs Assessment: Assesses recreation programs and park facilities including development of local standards and consideration of national trends.
4. Proposals and Recommendations: Provides recommendations related to park types, land needs, existing facility improvements, and individual facility needs.
5. Action Plan Implementation: Suggests methods and means of addressing capital costs, operating costs, staffing needs, and funding.

Review of Background Information

Review 2002-2011 Park and Recreation Master Plan

The original comprehensive Parks and Recreation Master Plan was completed in 2002. The objectives of this plan were to meet the communities' recreational facility needs through the year 2012. The major aspects of the plan were as follows:

Goals of this plan were to:

- Analyze and inventory current park and recreation facilities.
- Recommend and avoid duplication of services and facilities in the area.
- Prioritize needs for the immediate, intermediate, and long-range terms.
- Assure accessibility for all citizens.
- Determine capital improvement costs.
- Expedite action on development of park facilities when funding is available.
- Assist and guide town officials and town planners with future needs of recreation facilities with an implementable plan.

The 2002 plan recognized (5) major recreation service providers in the area:

- Town
- Kernersville YMCA

Parks and Recreation Master Plan

- Youth League Organizations
- Private Service Providers
- School System

The plan contained a survey for recreation needs and interests by Kernersville households. The findings from the survey respondents include:

- 33% belonged to the Kernersville YMCA
- 59% participated in a service or program in the previous year
- 82% visited a Kernersville Park
- 87% visited the Fourth of July Park
- 61% visited Harmon Park
- 40% visited Old Kernersville Lake Park
- 35% visited Beeson Park
- 19% visited Civitan Park
- 83% feel that we need more pedestrian walking paths

Top 10 most urgent needs:

- Walking Trail
- Recreation Center/Teen Center
- Outdoor Aquatics
- Greenways
- Bike Trails
- Skateboard Park
- Playgrounds
- Ice Rink
- More Parks
- Completion of Beeson Park

Recommendations from the 2002 plan:

- Provide parks and special facilities (community parks, neighborhood parks, recreation centers, and greenways/linear parks).
- Support and maintain existing facilities.
- Expand and improve existing facilities.
- Work with neighboring counties to implement a greenway plan.
- Create a Master Pedestrian Plan that incorporates sidewalks, greenways, and bike paths.
- Develop better partnerships with other governmental entities for the provision of facilities.
- Work on an updated formal joint-use agreement with the school system for the use of existing and future sites.
- Establish payments in lieu, land dedications, and impact fees for all new residential developments to find fair recreational solutions.
- Develop 2 new community parks.
- Develop 5 new neighborhood parks.
- Improve existing neighborhood park sites.
- Develop 8 miles of linear park land/greenways.
- Develop a Recreation Center at the Beeson Park site.
- Continue to offer diverse and expansive recreation programming to the public.
- Expand the current organizational structure to include 12 new fulltime staff.

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Estimated Capital Improvement Costs from the plan:

- Based upon standards, the 2002 edition recommended the following in 3 stages:
- 1. Community Parks
(\$16,320,000 capital improvement costs)
 - New Community Parks
 - North Park
 - South Park
 - Beeson Park Upgrades
 - Land Acquisition
- 2. Neighborhood Parks
(\$5,850,000 capital improvement costs)
 - 5 new neighborhood park sites
 - Fourth of July Park Upgrade
 - Harmon Park Upgrade
 - Civitan Park Upgrade
 - Old Kernersville Lake Park Upgrade
 - Land Acquisition
- 3. Special Facilities
(\$7,250,000 capital improvement costs)
 - Recreation Center @ Beeson Park
 - 8 miles of greenway/linear park
 - Outdoor/Extreme Sports & Hobby Park
 - Greenway (easements and purchases)
 - The total Master Capital Improvement Plan for years 2002 to 2020 was: \$29,420,000
 - 2020 Estimated Operational Budget: \$26,585,000

**Used previous two fiscal years in projecting operational costs with additional staff and as new facilities are brought online through 2020.*

- The plan also recommended that by the end of the 2020 planning period the following staff will be required:
 - (23) full-time
 - (18) part-time

Implementation Results from the 2002 Parks and Recreation Master Plan:

Facilities

- ✚ Harmon Park Renovation (2004)
 - \$145,676
 - Donations \$106,150
 - grants \$ 8,167

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- ✚ Fourth of July Park Renovation (2005)
 - \$1,280,172
 - grants \$740,070
- ✚ Century Lake Park Development (2008)
 - \$1,257,721
 - grants \$500,000
- ✚ Vivian F Bennett Memorial Dog Park Addition (2008)
 - \$18,505
 - donations \$18,565
 - grants \$500
- ✚ Harmon Playground with the Declan's Playground Renovation (2011)
 - \$62,740.34
 - donation \$35,175
- ✚ Beeson Park Purchase of additional 26.7 Acres
 - \$1,100,000 (est.)

Planning Efforts

- ✚ Departmental Strategic Plan
- ✚ Departmental Marketing/Community Relations Plan
- ✚ Pedestrian and Bicycle Plan
- ✚ Kerners Mill Greenway Feasibility Study and Construction Drawings (2010-12)
 - \$176,767
 - Grant \$141,414
- ✚ Recreation Center Planning
- ✚ Piedmont Greenway – Reedy Fork, Section from Cross Creek Road through Triad Park to Bodenhamer Street

Financials

- ✚ Secured PARTF grant funding for two park projects (Fourth of July and Century Lake).
- ✚ Secured LWCF funding for Fourth of July Park renovation.
- ✚ Secured NC Trails grant for Fourth of July Park renovation.
- ✚ Secured several large donations for park projects.
- ✚ Increase revenue from \$104,000 to \$224,000.

Staffing

- ✚ Added a full time Marketing and Community Relations Specialist
- ✚ Added several part-time staff positions

Review of Other 2002-11 Park and Recreation Planning Efforts

Town's Recreation and Parks Department

- Summary of Goals/Objectives 2002-2003.
- Complete a strategic comprehensive Master Plan.
- Improve the quality, quantity, and diversity of programs.

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- Standardize policy and procedures consistent with NRPA.
- Improve and upgrade existing parks.
- Increase department revenue (by 25%).
- Continue to execute routine and preventative maintenance plan for the park system.

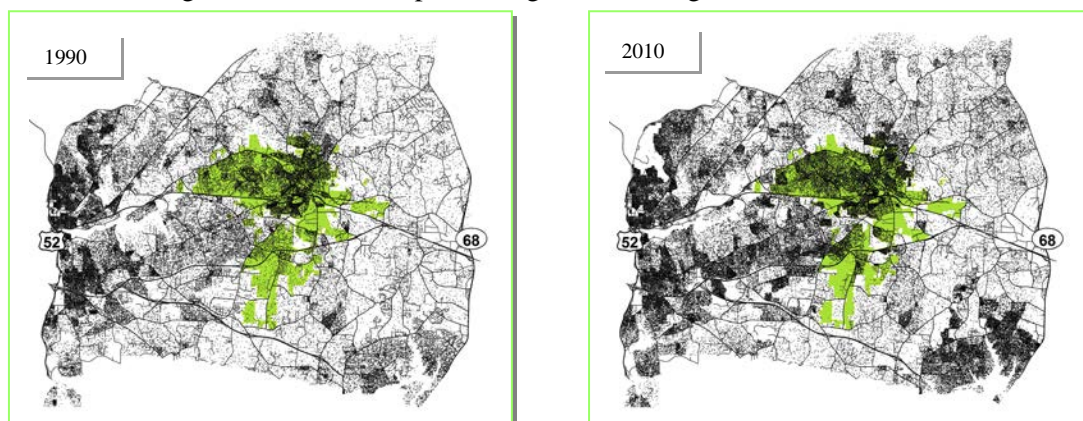
Review of the Town of Kernersville Comprehensive Plan

The Town of Kernersville Comprehensive Plan consists of a:

- **Park and Recreation Master Plan:**
 - The Park and Recreation Master Plan, adopted in 2002, inventoried the existing facilities, identified the future needs, and made recommendations on future park and recreation facilities to address the identified needs.
- **Land Use Plan**
 - The *Land Use Plan*, last amended in 2011, provides the recommended land use make-up of the community. The *Land Use Plan* assists in guiding future decisions for parks and recreation facilities by providing an understanding of where future residents and businesses will be located.
- **Thoroughfare and Street Plan**
 - The Thoroughfare and Street Plan, last amended in 2011, identifies the existing and future road network of the community. The Thoroughfare and Street Plan assists in park and recreation planning by allowing an understanding of traffic access issues and opportunities for park and recreation facilities.
- **Pedestrian and Bicycle Plan**
 - The Pedestrian and Bicycle Plan, adopted in 2007, looks at the existing and planned greenways, sidewalks, and bike routes of the community. The pedestrian and bicycle networks assist in identifying potential sites for future parks. The greenway component identifies the current recommended greenway segments within the community.

Growth Projections 2012-2022

Kernersville is strategically located in the center of a metropolitan region. Kernersville has developable land with available road, sewer and water capacity that will assist Kernersville's future growth. As the maps below illustrate the growth of the metropolitan region is moving towards Kernersville.



Parks and Recreation Master Plan

The Community Development Department's previous projections for growth were based on the Town of Kernersville following historic annexation trends. That projection technique, "trend extrapolation", takes past trends and carries them into the future. Trend extrapolation projections are reliable when the historic data remains the same. In 2011, the State of North Carolina passed anti-annexation legislation which prevents the Town of Kernersville from following previous annexation trends. Without the ability to annex areas with existing populations and available developable land, Kernersville's future growth potential will decline. However, while the area surrounding the Town limits is still projected to grow and impact the Town's public parks and facilities, the surrounding residential growth will not directly provide tax revenues to the Town of Kernersville to offset the cost of maintaining public parks and facilities that are open to all citizens.

To forecast the growth for 2022, without annexation, requires the Town to only look at housing growth that will take place within the existing Town limits. Our current Town limits have available undeveloped land to absorb the projected growth from 2012-2022. However, as that land is absorbed, Kernersville growth rates may see a decline.

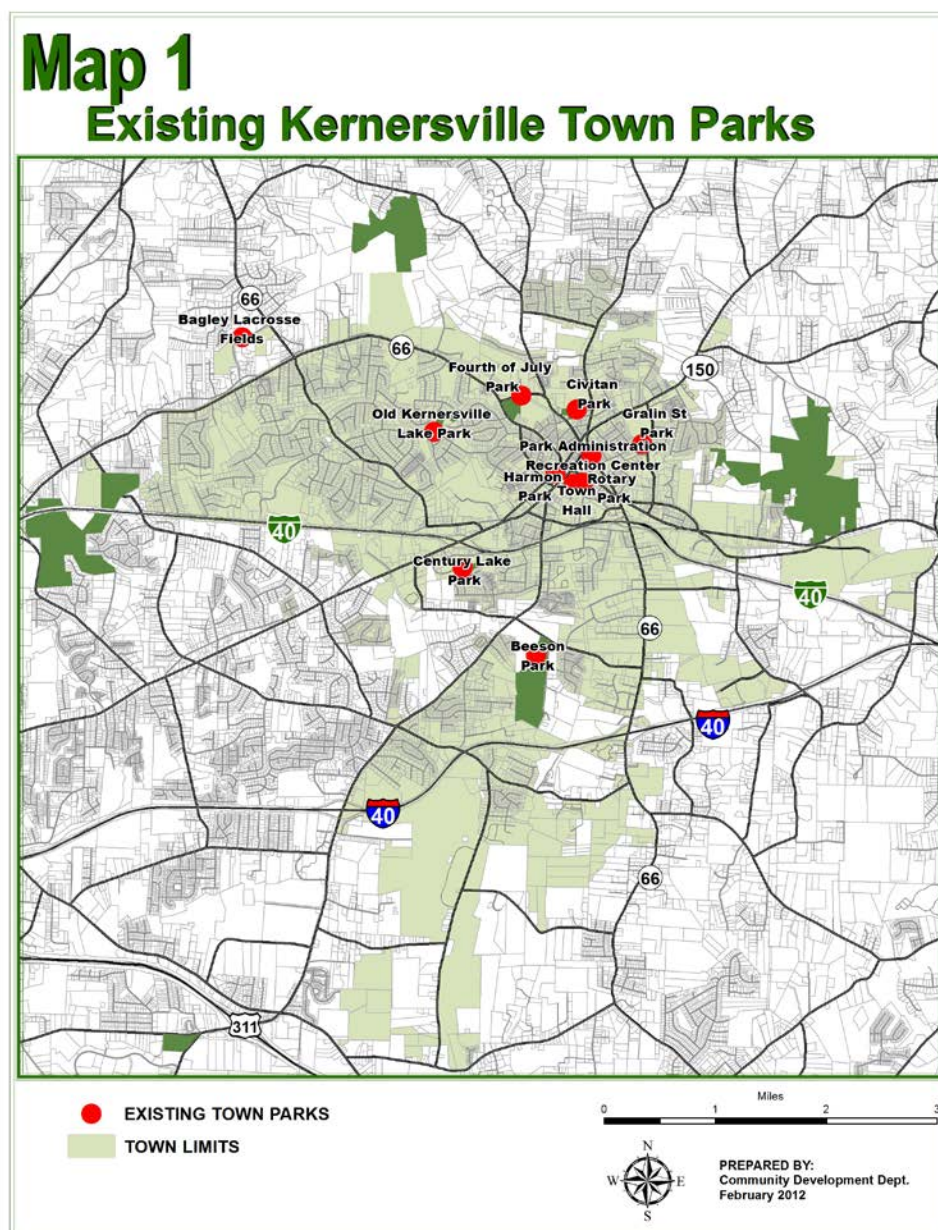
The Community Development Department's "Growth Projections 2012 to 2022 Report" has the following projections for 2022.

Table 1-1		
<i>Draft</i> Housing and Population Projected Growth		
2012 to 2022		
2010 Average	2022	2022
<u>Persons Per Units</u>	<u>Housing Unit Projection</u>	<u>Population Projection</u>
2.29	2,446	5,601

SECTION 2

ANALYSIS OF EXISTING PARKS AND FACILITIES

This chapter provides an inventory of existing parks, recreation facilities, and open space sites in the Town of Kernersville. Most of the facilities and properties described are Town owned and are primarily provided for recreation purposes. Inventory information, such as the size of the site and the number of individual facilities (fields, courts, etc.) is included. This information was compiled and reviewed for comparison with national standards and for use in gathering more specific information from individual site visits performed in December 2011. The findings from the site visits are summarized for each location in this chapter.



Facility Inventory – Town Facilities

The Town of Kernersville Parks and Recreation Department facilities were reviewed during December 2011. The purpose was to review the number of facilities provided and determine how effectively the facilities are serving the public. Over 12 sites were visited for the facility assessment to observe the facilities from a first time user perspective. The assessment team reviewed the visual character, the accessibility, site furnishings, overall condition and maintenance of the facilities. The following is a summary of the facilities assessments:

- The Town parks are well maintained considering the small staff allocated for the maintenance of the facilities. The staff is a very resourceful staff that has pride in their work, and it shows.
- Over the years, some standards have been implemented for various site furnishings (restrooms, shelters, etc.). However, the parks and recreation staff needs to further apply standards to elements such as benches, signs, and other equipment within the parks.
- Many sites were developed with grants or partnerships (LWCF-Land and Water Conservation Fund).
- Most problems noted in the reviews are related to the age of the facilities and outdated designs (“showing their age”).
- Many sites/facilities do not conform to the most current standards for disabled access (ADA). Common deficiencies were restrooms without proper clearances or turnaround space, steps at entryways, and lack of delineated accessible travel routes.
- Improve and update park signage with new site facility identification and directional signs.

The following parks and facilities are public properties that are owned by the Town for park and recreation activities or purposes. The locations include park facilities and open space lands made available to the public and maintained by the Town. They are grouped into category headings of:

- Community Parks
- Neighborhood Parks
- Mini-Parks
- Special Use Sites
- Other Nearby Public / Private Facilities Sites

Definitions for the park types are provided in Section 3.

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Community Parks

There is currently only one (1) community park site located in Kernersville – Beeson Park.

Beeson Road Park

Address: 788 Beeson Road

Approximate Size: 103 acres

Amenities / Facilities:

- Parking (gravel parking lots for +/- 450 cars)
- (3) Softball / baseball fields (300-ft. to center field, lighted)
- (5) Soccer fields (only 4 are regulation size, and 2 fields are lighted)
- (2) restroom / concession buildings (at ball field and soccer field locations)
- Town's Maintenance Operations Building
- Temporary Cross Country Course
- 2 Natural Turf Lacrosse fields



2002 Plan Results:

- *In 2006, 27 additional acres of land were purchased, which brings the park's total acreage to 103 acres. This addressed a concern mentioned in the 2002 Park Evaluation which addresses the park's ability to expand in order to accommodate future uses and needs.*
- *Lights installed at two of the four regulation sized soccer fields at Beeson Park. This addition addresses a weakness pointed out in 2002 in the programming availability of these fields due to the lack of lighting.*

2012 Beeson Park Evaluation

Beeson Park remains the only true community park in Kernersville's park system. The park contains approximately 103 acres of land but only one third of the land has been developed. The visual quality of the park is mixed with the developed areas being good and the undeveloped areas being wooded and temporarily developed to accommodate usage and needs. The developed area is bordered with a white split rail fence while the undeveloped areas are bordered with temporary fencing. Since 2002, the park's usage has expanded tremendously to become one of the county's largest tourism attractions. The site hosts weekend soccer tournaments, adult softball, flag football, youth lacrosse, high school cross country, youth baseball, and fast-pitch softball. Parking is inadequate for either facilities provided or the events the site hosts. The gravel parking lots are rutting and showing signs of heavy erosion and are in need of improvements with curb, gutter, and paving. An additional parking lot is needed in order to accommodate the heavy traffic generated by this park. Overall, the park is in good to fair condition but it is in need of development. While the site is designated as a sports complex the focus should rest in a balance of athletic facilities and passive facilities to accommodate all users of the park.

The immediate recommendations with the site include:

- The view into the park from Beeson Road and Shields Road could be improved with landscape plantings.
- Provide natural screening of the existing Maintenance Operations Facility.
- Improve the current parking areas with curbing, gutters, paving, and lining.

Parks and Recreation Master Plan

- Additional parking is needed in order to accommodate offered facilities, events, and traffic (see site conceptual plan).
- Parking lots need to include raised landscaping and additional tree planters in order to abide by the Town of Kernersville UDO requirements.
- The park would benefit from the addition of new picnic shelters and playground amenities.
- Addition of a paved walking trail, kept separate from the Cross Country trail, to connect the various facilities and amenities while also making the site more ADA accessible.
- The current ball field complex needs to permanently develop the areas around the concession stand, restrooms, and courtyard. The granite screening appears to be a maintenance issue and affects the participants' experience.
- More athletic facilities are needed (see site conceptual plan).
- Temporary facilities need to be addressed in terms of grading, irrigation, lighting, and seating (see site conceptual plan).

Neighborhood Parks

The following neighborhood parks were reviewed as part of the inventory process:

- Civitan Park
- Harmon Park
- Fourth of July Park
- Old Kernersville Lake Park
- Century Lake Park

Civitan Park

Address: 309 Nelson Street
Approximate Size: 8.2 acres

Amenities / Facilities:

- Shared parking lots with adjacent church and fire station (+/- 40 spaces)
- Baseball / Softball Practice Field (open field with domed backstop)
- Walking Track (7 laps / mile)
- Play area (single play structure and separate swings)
- Sand Volleyball Court (1)
- Basketball Courts (4)
- Tennis Courts (2 lighted)
- Restroom Building
- Picnic facilities
 - (2) Picnic shelters (+/- 6 tables each, +/- 2 grills)
 - Horseshoes



2002 Plan Results:

- *In 2005 the shelters received permanent picnic tables.*

Parks and Recreation Master Plan

2012 Civitan Park Evaluation:

The park is an example of a good use of a parcel of previously underutilized public land. The visual quality of the site is very informal, which allows users to feel comfortable at the site. The parking appears adequate; however the paved parking lot is showing signs of aging. The restrooms are a dated design and need to be reviewed for compliance to the most current standards for disabled access (ADA). The site furnishings are minimal and are somewhat appropriate for the park. Vandalism does not appear to be a major problem and the overall condition of the park and its components are good.

The immediate recommendations with the site include:

- Tennis courts are in need of renovation. There is vegetation growing through large cracks in the court's surface which is due to the court's age.
- Tennis court's lights need to be replaced with more effective and energy efficient lighting.
- The current play structure is in need of replacement or renovation.
- The playground space/surfacing needs to be addressed. The current space shows signs of drainage issues.
- The blacktop basketball court needs to be enlarged and renovated.
- The small ball field needs to be formalized into a complete 10-under ball field with fencing, seating, and bases.
- The walking path needs to be addressed in order to meet current ADA standards.
- The restroom facility needs to be renovated and brought up to the current ADA codes.
- The picnic shelters sites and structures need to be renovated.
- The parking lot is in need of re-paving and striping.

Harmon Park

Address: 152 South Main Street

Approximate Size: 1.7 acres

Amenities / Facilities:

- Off-street parking and shared parking lot with Citizens Bank (+/- 40 spaces)
- Restroom building
- Picnic facilities
 - Picnic shelter (+/- 8 tables, +/- 2 grills)
 - Individual picnic site (1 table)
- Play area (single play structures and separate swings)
- Garden with small formal walks
- Large play area / structure
- Large open grass field
- Wedding Gazebo structure
- Landscaped water fountain
- Memorial Benches



2002 Plan Results:

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- *In 2004 the front of the park was renovated. The renovation included the installation of a Wedding Gazebo, the addition of a stone paver walking trail through a landscaped garden, memorial benches, and a water fountain.*
- *In 2011, the play structure and play space was addressed and renovated. This also included addressing a drainage/erosion issue that was present at this location.*

2012 Harmon Park Evaluation:

Harmon Park is an interesting neighborhood facility that is located between three streets: South Cherry Street, Harmon Lane, and South Main Street. The park primarily serves pedestrian traffic from the local neighborhood and downtown district. Parking is available throughout downtown parking lots. The visual quality of the site is good and matches the residential character of the neighborhood. The site furnishings are new at the playground with adequate seating provided. The restroom facility is the same as the facility provided at Civitan Park and should be further reviewed for compliance to the most current standards for disabled access (ADA). The existing shelter is in need of some renovation and relocation. The electrical components are in need of repair or replacement. Site ADA issues and accessible routes are in need of review as well. The park, with its large open grass, is used for many festivals and events throughout the year (i.e. Spring Folly Festival, Community Christmas Festival, Arts Festival). This park is a very nice, open, and quaint park.

The immediate recommendations with the site include:

- The restroom facility needs to be renovated and brought up to the current ADA codes.
- The picnic shelter site is in need of renovation. The concrete slab flooring of the site has been lifted and has cracking due the root system of a neighboring tree. It is recommended that this site be reviewed and the tree removed before renovation of the site.
- Access points to the park must also be reviewed in order to meet current ADA standards.

Fourth of July Park

Address: 702 West Mountain Street
Approximate Size: 17.7 acres

Amenities / Facilities:

- Parking (3 parking lots for +/- 90 cars)
- Restroom Buildings (2)
- Picnic facilities
 - (3) Picnic shelters (+/- 18 tables, +/- 3 grills)
 - Individual picnic sites (+/- 6 tables, +/- 6 grills)
- Horseshoe pits (4)
- Large Playground Area (age separated structures)
- Tennis Courts (4 lighted)
- Basketball Court (2)
- Historic School House (educational / festivals)
- Nature areas / natural and paved walking trails
- Vivian F Bennett Memorial Dog Park
- Kernersville Skate Park
- Outdoor classroom



Parks and Recreation Master Plan

2002 Plan Results:

- *In 2005, the park was renovated. The renovation included the installation of a skate park, additional parking lot, outdoor classroom, paved walking trails, 6 additional picnic sites, and the renovation and expansion of the playground area.*
- *Additionally, the basketball court was relocated to the front of the park while the front tennis courts were relocated to the rear of the park and adjoining the original courts.*
- *The natural stream that flows through the park was addressed with stream renovation and stabilization of its banks.*
- *In 2008, the Vivian F Bennett Memorial Dog Park was installed and funded completely through fundraising efforts. The children of Vivian F Bennett purchased naming rights to the park to honor their mother and her love of animals.*

2012 Fourth of July Park Evaluation:

The park is a heavily used facility and has a mix of facilities. It has a very natural setting, with a natural drainage creek running through the middle of the park and is heavily wooded with hardwoods. It appears the site is at capacity. Fourth of July Park has two entrances and parking areas. The main parking area (± 60 cars) located off West Mountain Street is used primarily for access to the playground, basketball court, tennis courts, Dog Park, and Skate Park. The second parking area located off Bodenhamer Street (± 30 cars) is for access to (2) shelters and trails. Parking appears to be adequate during peak use periods. The play area is also heavily used. The park furnishings are in overall good condition but with heavy use and traffic, maintenance should remain a primary focus. The park is the site for the Town's Honeybee Festival in September.

The immediate recommendations with the site include:

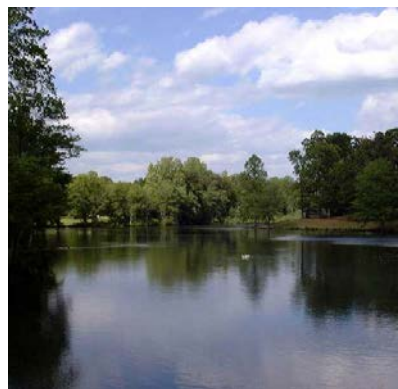
- The picnic shelters are in need of renovation or replacement.
- The lower tennis courts are in need of major renovation. The related tennis area behind the lower tennis courts is in need of some tree removal.

Old Kenersville Lake Park

Address: 936 Lake Drive
Approximate Size: 13.9 acres

Amenities / Facilities:

- Parking (gravel parking lot for ± 10 cars)
- Lake / pond
- Observation / fishing deck
- Walkway connection to Susanna Drive



2002 Plan Results:

- *In 2010, the park's wooden split rail fencing was replaced with a white vinyl split rail fence.*
- *In 2011, the park's entry sign was replaced with a brick monument sign that fits the Town's Way Finding sign ordinance.*

2012 Old Kenersville Lake Park Evaluation:

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The Town residents do not heavily use the park. The park provides excellent visual quality for the adjacent residents. The lake is approximately an 8 acre lake with residential development surrounding most of its edges. The lake does not have a walking trail that surrounds its border and many of the homeowners maintain their property up to the lake edge. However, the Town does own a setback from the lake's edge that could provide adequate room for the development of a lake walk. The gravel parking lot (+/- 10 cars) could be paved in the future to further define parking spaces and provide assistance with maintenance. An existing overlook deck is provided along the lake's edge near the parking lot, but lacks good, safe pedestrian connection to the parking lot or trail. It is recommended that a new gazebo structure replace the existing overlook deck. This would provide not only shelter but would also provide great visual aesthetics for the park. The site also lacks adequate benches and the park signs are inadequate.

The immediate recommendations with the site include:

- The parking lot should be paved in order to provide assistance with maintenance and help define the parking spaces.
- Handicap accessibility must be addressed coming from the parking lot and leading to the lake/deck.
- Installation of a small gazebo/shelter structure should be added to the park to improve participant shelter, seating, and to improve aesthetics.
- Installation of a complete walking trail connecting the parking lot, brick walkway, and deck.
- Installation of additional benches around the lake.

Century Lake Park

Address: 309 Century Blvd.

Approximate Size: 10 acres

Amenities / Facilities:

- Parking (Parallel parking spaces +/- 10 cars)
- Lake / pond
- Observation decks (2)
- T-Shaped Fishing piers (2)
- ADA accessible walkway
- 4 picnic sites (4 tables, 4 grills)
- Restroom building
- Tornado Spray Fountain



2002 Plan Results:

- *In 2008, the park was completed. The park fulfills two recommendations from the overall plan of additional park land.*
- *The location of this neighborhood park currently services the citizens on the western side of Kernersville (Master Plan recommendation).*

2012 Century Lake Park Evaluation:

This park is a great example of turning a negative situation into a positive community asset. The park provides excellent visual quality for the adjacent residents. The lake is about a 9-acre lake with residential development bordering the south side of the lake and apartments to the north side. There are two T-

Parks and Recreation Master Plan

shaped fishing piers and two observation decks around the lake. The lake does not have formal walking trails that surround its border, but it does have an informal nature trail leading to the residential fishing pier (south side of the lake). There is adequate parking provided with parallel spaces set aside on the street. There are adequate restroom facilities provided. There are four ADA accessible picnic sites with grills and trash receptacles. These picnic sites are located along an ADA accessible path that leads to the T-shaped fishing pier at the front of the park. The front pier is ADA accessible.

The immediate recommendations with the site include:

- Formalize a walking path leading to the residential T-shaped fishing pier. This will improve the overall park usage.
- New park signage is needed. It is recommended that it be replaced with signage fitting the Town's Way Finding sign ordinance. The current sign has been vandalized and its paint is fading.

Mini-Park Sites

The Town has one mini-park site that has limited park amenities for adjacent neighborhoods.

Town Hall Property

Location: East Mountain Street

Approximate Size: 4+/- acre

Facilities:

- Benches
- Farmers Market Shelter
- Walks / path connections to street sidewalks and adjacent businesses



2012 Town Hall Property Evaluation:

The open plaza in front of Town Hall acts as a mini-park. This open space is well maintained and is in very good condition. The space also hosts a small designated location for another park (Rotary Park) which is under phased development and funded by the local chapter of the Rotary Club International. The space has a large shelter structure that can be used for large reservations and events as well as the local Farmers Market. The overall visual quality of the site is good.

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Special Use Facilities

Paddison Library / Senior Enrichment Center

Location: 130 East Mountain Street

Approximate Size: +/- 10,000 sf

Library / Center Facilities:

Upstairs

- Public Library
- Offices

Downstairs

- Large meeting room (200 persons / 100 sit-down meals)
- Miscellaneous activity / craft rooms
- Kitchen
- Restrooms
- Offices
- Miscellaneous storage rooms



2012 Library Evaluation:

The +/- 10,000 sf building receives extensive use. The basement is used for the Senior Center and for various programs and contains activity rooms and a large meeting room used for large activities as such wedding receptions, public meetings, etc. This building is a very old building and has numerous problems created by the original design and the natural effects of aging.

Kernersville Community Recreation Center (with Administrative offices)

Location: 125 East Bodenhamer St

Approximate Size: +/- 12,000 sf

Facilities:

- Staff offices (3)
- Large Dance/Meeting Room with divider
- Small lobby/reception area
- Restrooms
- Storage room
- Medium Multipurpose Gym
- Parking for staff and visitors



2012 Park Administrative Offices Evaluation:

The approximately 12,000 sf metal frame building is currently leased by the town to serve as the Community Recreation Center and serves as staff administration offices. Overall, the facility is in fair to

Parks and Recreation Master Plan

good condition but is in need of some minor repairs. Offices are adequately sized for the staff and they provide sufficient privacy to accomplish individual work tasks. The facility was originally a gymnastics school and was retrofitted to serve as the Town's temporary Recreation Center. This facility is on the small size for a recreation center especially for the current volume of usage. The parking lot is inadequate for the services offered and the location of the facility in relation to night time automobile traffic is a concern. The Parks and Recreation Department requires a new and larger facility as it continues to grow. It is recommended a new and larger facility be designed to accommodate the growing needs of the Recreation Department and its services.

Other Nearby Public / Private Facilities

Many other recreational sites were visited, including County schools, parks, and private facilities to obtain a better understanding of the local and nearby recreation providers in the area. The following is a list of other Kernersville and regional recreational opportunities within the area, and as shown in Map 2 *Other Parks & Recreation Facilities* on the following page.

Schools:

Caleb's Creek Elementary School
Kernersville Elementary School
Cash Elementary School
Kernersville Middle School
Southeast Middle School
East Forsyth High School
East Forsyth Middle School
Glenn High School
Union Cross Elementary School
Bishop McGuinness High School
Piney Grove Elementary School

City of Winston-Salem Park Facilities:

Salem Lake Park

Forsyth County Facilities:

Kernersville Lake Park (*owned by the Town, operated by Forsyth County*)
Union Cross Park
Triad Park (*Joint partnership between Guilford/ Forsyth Counties*)

Regional Baseball Complexes:

Barber Park
Carolyn Allen Park
Johnson Street Athletic Complex
Deep River Park
Proehlific Park

Churches with Indoor Recreation Facilities

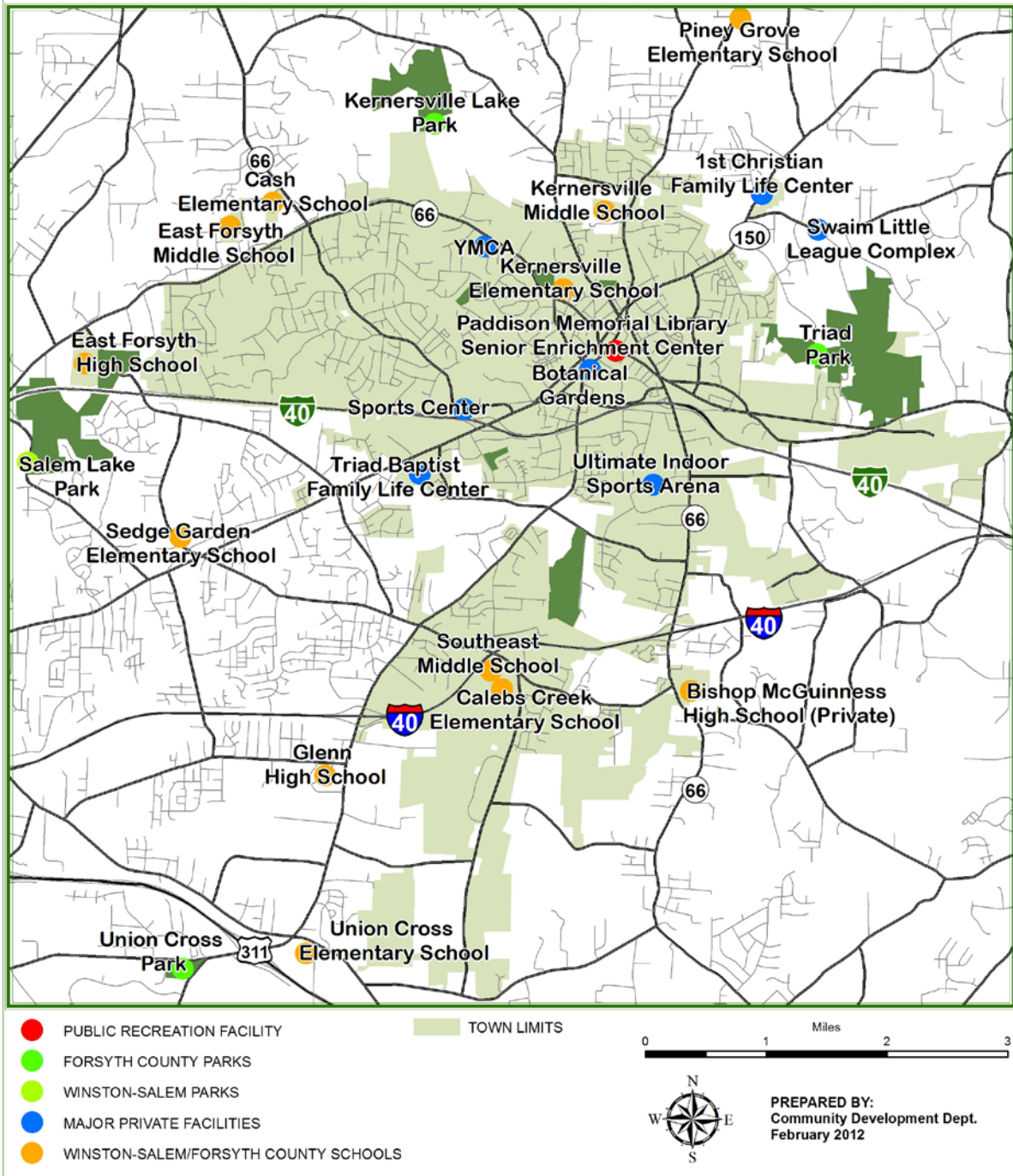
First Christian Church
Triad Baptist Church

Private Entities:

Swaim Little League Baseball Complex
Kernersville YMCA
Countryside Bowling
Skate World
Planet Fitness
Triangle Fitness
High Point Regional Fitness
Fitness One
Dance Unlimited
PBM Fitness
Maple Leaf Golf Course
Pine Knolls Golf Course
Berry Garden Road Driving Range
Kernersville Bounce House
Cheer Extreme
ExtravaDance
Karate International of Kernersville
Hidden Hills Subdivision Swimming Pool
Branchwood Subdivision Swimming Pool
Timber Trial Subdivision Swimming Pool
Countryside Cinema (Movies)

Map 2

Other Parks & Recreation Facilities



SECTION 3

PUBLIC PARTICIPATION

Public Participation is a critical component in the establishment of goals and objectives for future recreation planning. The input and feedback gathered is also used to support decisions related to the allocation of resources in the development of programs, facilities, and maintenance standards. The Town of Kenersville Public Participation component was completed by using gathering techniques that included the following:

- Recreation Community Survey (mailed and online)
- Community Open House forum/workshop
- Review of the needs by the department
- Benchmarking of comparable municipalities within North Carolina
- Review of recreational opportunities for parks and facilities
- Focus group interviews with various groups, organizations, and individuals representing a varied cross section of the community

Community Survey Results

The Town of Kenersville Parks and Recreation Department conducted a recreation community survey which was conducted in May of 2012. The survey was conducted through a random selection process as well as offered online. The community survey is a critical component of the Parks and Recreation Comprehensive Master Plan. It is vital so that deficiencies and needs can be identified and actions can be developed to address those deficiencies. Some general information concerning the survey is included in the information that follows: (Averaged between mailed version and online version – Detailed reports of each are available)

- **Most Visited Parks:**
 - Fourth of July Park (86%)
 - Harmon Park (60%)
 - Beeson Road Park (30%)
- **Favorite Park to Visit:**
 - Fourth of July Park (59%)
 - Beeson Park (11%)
 - Harmon Park (10.5%)
- **Preferred Park Activities (top 5):**

- Walking (60.5%)	- Special Events (36.4%)
- Playgrounds (41%)	- Viewing Nature (31.6%)
- Picnicking (37.7%)	
- **Overall Satisfaction with Town's Parks:**

- Excellent (39.3%)	- Fair (6.6%)
- Good (53%)	- Poor (1.1%)

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- **Have you or your family participated in a program or event in the past year?**
 - Yes (58.1%)
 - No (41.9%)
- **Have you or your family visited a Kernersville Park and Recreational Facility in the past year?**
 - Yes (93.3%)
 - No (6.8%)
- **Does the Town Need Pedestrian Paths (walking/bikes)?**
 - Yes (85%)
 - No (15%)
- **What type of recreational facilities would you like to see developed? Top 10:**
 - Walking Trails (64.7%)
 - Greenways (38.1%)
 - Bike Routes (36.8%)
 - Community Recreation Center (26.1%)
 - Playgrounds (23.5%)
 - Indoor/Outdoor Aquatic (23.3%)
 - Senior Center (22.7%)
 - Picnic Shelter/Pavilions (20.6%)
 - Mountain Bike Trails (20%)
 - Dog Parks (19.4%)

Benchmark Information

The following municipalities were mutually agreed upon with Town staff for benchmarking recreation services. All of the places identified are regarded as fine examples of recreation providers within the state and each has a comparable population to Kernersville throughout the planning period. The following table describes the number of parks/facilities, full-time staff, budgets, and developed acreage for each location.

Town of Kernersville Table 3-1 Benchmarking Other North Carolina Communities Parks					
City/ Town	2011 Population	Number of Parks/ Facilities	Number of Key Staff (full time)	2011 Budget	Developed Park Acreage
Garner	27,013	17	11	\$2.2 Million	217
Holly Springs	21,600	9	25	\$2.8 Million	195
Statesville	27,322	24	33	\$3.4 Million	600+/-
Mooresville	30,797	20	18	\$2.2 Million	283
Matthews	29,209	6	5	\$1.1 Million	39
Kernersville	22,997	9	7	\$1.1 Million	155

Parks and Recreation Master Plan

Focus Group Input Meetings

Another important element in the preparation of a comprehensive master plan is the solicitation of public comment on the perceived recreation and park needs of the community. The input is gathered from community focus group involvement and can then be crosschecked with established recreation standards and survey approaches.

It is imperative that a master plan be community-driven if it is to truly identify the unique recreation needs of the citizens it is intended to serve. Community input can identify both needs and priorities that would be missed by surveys or standards. An effort was made to involve as many citizens as possible in the planning process. Knowing that Kernersville is composed of citizens who represent a wide range of recreational needs, the public involvement process was formatted in an effort to reach many of the special interest groups in the community. Separate meetings were scheduled with focus groups to discuss recreation and park issues from May 31, 2012. Each group focused on discussing its own special needs and interests but members also contributed comments as individuals concerning issues or needs they felt were important to the entire community. Invited interest groups included representatives from the following:

- **Focus Group Meeting #1:**

- Kernersville Running Club
- Kernersville Biking Group
- Kernersville Little League
- Kernersville Raiders Youth Football
- Union Cross Bobcats
- AAU Basketball
- USTA Tennis
- Kernersville Soccer Association
- U.S.S.S.A Baseball
- National Softball Association
- Triad Blackhawks Lacrosse

- **Focus Group Meeting #2**

- Kernersville Elementary
- Cash Elementary
- Caleb's Creek Elementary
- Kernersville Middle
- East Forsyth Middle
- Southeast Middle
- East Forsyth High
- Triad Baptist – M.O.P.S
- Bishop McGuinness High Booster Club
- Piney Grove Elementary
- Boy Scouts
- Girl Scouts

- **Focus Group Meeting #3**

- Kernersville YMCA
- Chamber of Commerce
- Kernersville Business Association
- The Shepherd Center- Senior Center
- Paul Ciener Botanical Garden
- Kernersville Downtown Council
- Kernersville Little Theater
- Kernersville Newcomers

- **Focus Group Meeting #4**

- Winston-Salem/Forsyth County School District
- Triad Baptist
- First Christian Church
- Bishop McGuinness High School Athletic Department

- **Focus Group Meeting #5**

- Recreation Resource Services
- Forsyth County Parks & Recreation
- Winston-Salem Parks & Recreation
- Visit Winston-Salem (C.V.B.)

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Each group was asked to identify pressing or important issues pertaining to recreational services, programs, and facilities provided. Groups 1-3 were focused on local needs while groups 4-5 focused much more regionally. A summary of this input follows:

- **Focus Group Meeting#1**

- *Facilities**

- Beeson Park is overused, undeveloped, and ignored – not enough fields or parking for the current traffic.
 - Beeson Park needs to be expanded, developed, and completed. (purchase the rest of the land on Shields Rd., plan it, &, build it)
 - Kernersville needs a Recreation Center with meeting rooms and expanded gym space for practice, leagues, camps, and tournaments. (indoor sports)
 - KSA has the need for additional field space due to continued growth over the past ten years between Youth and Adult leagues.
 - Kernersville needs to have bike routes on the roads and a Mountain Bike course, preferably a Mountain Bike course near or off a Greenway.

- **Focus Group Meeting #2**

- *Programming**

- Programming for kids of different age groups
 - Complete family programs & events
 - Support/Compliment school programs
 - Offer a Middle school aged afterschool program
 - Programming for community-wide healthy food/living

- *Facilities**

- Offer safe bike routes
 - Greenways for families to bike and walk
 - Formalized practice baseball field
 - Ceremonial Bridge with seating
 - Indoor facility for large gatherings
 - Established fire pit
 - Nature trails
 - Park at the south end of town with playgrounds, trails, and open fields
 - Maintain the cross country course year round with better signage
 - Beeson shelters and playgrounds
 - More parking at Beeson

- **Focus Group Meeting #3**

- *Programming**

- Geocaching
 - Bike Safety Awareness

- *Facilities**

- Convention/Event Center – 250 seat theater with multipurpose design
 - Senior Center
 - Historic walking tours with signage and markers
 - Downtown pocket parks with walkway landscaping and benches.
 - Park at the south and west end of Town.
 - Better use of train depot

Parks and Recreation Master Plan

- **Focus Group Meeting #4**

- ***Facilities**

- Centralized multipurpose use stadium
 - More school/park joint use facilities
 - More playing fields in general
 - More tennis courts (6 court complex)
 - Some fields to be artificial turf (spring sports)

- **Focus Group Meeting #5**

- ***Facilities**

- Professional trend is to move away from smaller parks (pocket/small neighborhood) towards larger community and regional parks.
 - Common park goers want parks with greenways (trails), playgrounds, and open space.
 - Athletic facilities are in high demand and produce economic revenues. Kernersville is the only municipality in the county with an athletic tournament facility (Beeson Park).
 - Municipalities today have to identify themselves and their specialties in regards to Parks and Recreation. Thus a niche and focus on that to remain successful.
 - Visit Winston-Salem suggests that Kernersville's specialty is recruiting and hosting of athletic tournaments. Suggest that Beeson or Kernersville in general develop 11 athletic fields, 4 of which be artificial turf in order to accommodate large tournaments. There are new sports growing on the east coast such as Lacrosse that have no current location to host large scale tournaments. Other sports include field hockey and rugby.
 - All agreed that municipalities need to find ways to create revenue of their land. In today's economic worlds the production of revenue is important.

Community Open House Meeting

The focus group meetings were followed by a Community Open House that was held on the evening of June 20, 2012. The meeting gave the public an opportunity to help develop draft proposals and recommendations for the master plan. During the session each attendee was greeted and ushered through the findings between the surveys and focus group meetings. The attendants were then asked to develop any further recommendations, make comments, or ask questions.

The following list summarizes the facility needs as brought forward at the Open House Session:

- Permanent Recreation Center
- Better parking at Beeson Park
- Greenway trails
- Operate Kernersville Lake
- Membership based dog park
- Outdoor swimming pool

The following list summarizes implementation ideas as brought forward at the workshop:

- Corporate sponsors
- User fees
- Joint use Winston-Salem/Forsyth Schools
- Use of volunteers
- Private partnerships
- Grants
- Advertisements
- Fundraisers

In addition to the public workshop input, written statements from Town citizens or groups were received and incorporated into the public involvement process and a meeting was held on July 18, 2012 to review the needs assessment and formulate the preliminary recommendations of the master plan.

Parks and Recreation Master Plan

Assessment Methods

There will be two techniques used to evaluate the gathered information on the current and future recreational needs in Kernersville. These techniques are Standard Based and Demand Based methods. Both methods will be incorporated to create recommendations and actions to address the future recreational needs in Kernersville. It is the combination of these two methods that Kernersville Parks and Recreation can become a more self-sustaining department while maintaining its traditional leisure amenities and facilities.

Standard Based

The Standard based technique uses the National Recreation and Park Association publication *Recreation, Park and Open Space Standards and Guidelines*, (1995) to target Parks and Recreation amenities and facilities with a region. These standards were created by benchmarking park acreage per 1000 residents as well as by number of specific recreational amenities per number of residents.

The 2002 version of the Kernersville Parks and Recreation Master Plan used a standard based approach in its recommendations. The plan benchmarked similar municipalities and our surrounding cities to create a Kernersville standard level for park acreage per 1000 residents and specific recreational amenities per number of residents.

Demand Based

The demand based technique uses surveys, usage data, input sessions, questionnaires, focus groups, trends analysis, and market research to determine desires of certain types of recreation facilities and park amenities.

Recent economic conditions have shifted the mindset of parks and recreation from its traditional roots of break-even passive leisure to a more aggressive mindset of creating self-sustaining facilities and amenities. Through the demand based technique agencies are afforded the opportunity to create individual specialties much like private industry.

Both Methods are important in their own right but individually do not truly represent the recreational needs. Applying the gathering information, input, and findings to both methods will better determine what types of recreation facilities and amenities are needed in Kernersville.

Parks and Recreation Master Plan

National Standard Based Needs

Park Classifications and Land Requirements

The recommended standards for park classifications and land area requirements are described below and itemized in Table 3-3. The park classifications conform to one of three general categories: places for active recreation, resource-oriented areas, and specialized facilities. Space requirements, typical facilities and programs, and unique environmental features further define the park types.

Regional Parks

A regional park serves several communities or a multi-county region within a one-hour driving distance. Approximately 10 acres per 1,000 population is served and the park is generally 1,000 acres or more. A regional park provides diverse and unique natural resources for outdoor recreation such as nature viewing and study, wildlife habitat conservation, hiking, camping, canoeing, and fishing. Usually 80% of the land is reserved for conservation and natural resource management with less than 20% of the site developed for active recreation. Many regional parks can be considered a “destination park.” Typical regional parks in the area are Hanging Rock State Park, Pilot Mt. State Park, and Uwharrie National Forest. All are located within one hour of Kernersville.

District Park

A district park typically provides more diverse recreational opportunities than the regional park, on somewhat smaller parcels of land. As with regional parks, district parks emphasize passive recreational opportunities, but they usually also include active recreational facilities. A district park usually serves a 5-8 mile service area, contains a minimum of 10 acres per 1,000 population, and contains 200-400 acres of land. Forsyth County’s Triad Park and Salem Lake Park in Winston-Salem are examples of district parks in the area.

Community Park

A community park is usually accessible to several neighborhoods, depending on local needs and the population distribution at the time it was developed. When possible, the park may be developed adjacent to a school. Community parks can provide recreational opportunities for the entire family and typically contain areas suited for intense recreational purposes such as recreation center buildings, athletic fields, swimming pools, tennis courts, and walking/jogging trails. These parks may also possess areas of natural interest for outdoor activities such as viewing, sitting and picnicking. Community parks have an average service area of 2-3 miles and require a minimum of 3-5 acres per 1,000 population served. Community parks should be at least 40 acres in size.

Neighborhood Park

Neighborhood parks are usually designed to serve a population of up to 5,000, but in many instances even more people are served. These parks require 1 to 2 acres per 1,000 population served. Neighborhood parks should be 5-15 acres in size, although many times they are smaller. The neighborhood park typically provides recreational facilities such as courts, craft facilities, playground apparatus, picnic tables/shelters, and space for quiet/passive activities. The service radius for a neighborhood park is one-half to one mile. Parks should be easily accessible from a neighborhood through safe walking and biking access. Parking may or may not be required. This type of park may be developed as a school/park or community center facility.

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Mini-Park

A mini-park is characterized by relatively small size (approximately an acre or less). Its specialized facilities are usually planned to serve a specific segment of the population (i.e. tot lots or senior citizens). This park is typically located close to higher density neighborhoods such as apartment complexes, townhouse developments and housing for the elderly. The service area for a mini-park is normally less than 1/4 mile.

Greenway/Linear Park

A linear park is an area developed for one or more varying modes of recreational travel such as hiking and biking. Often times the linear park will be developed to connect recreational facilities, as well as schools and residential neighborhoods. The acreage and service area of a linear park is variable and subject to existing natural and man-made features, the existence of public right-of-way, and the public demand for this type of park. In some cases, a linear park is developed within a larger land area designated for protection and management of the natural environment, with the recreation use a secondary objective.

Unique or Special Areas

Unique or special areas exist to enhance or utilize a special man-made or natural feature. They can include beaches, parkways, historical sites, sites of archeological significance, arboretums, conservation easements, flood plains, etc. Minimum standards relating to acreage or population have not been established by the park and recreation industry for this category. A size that is sufficient to protect and interpret the resource, while providing optimum use is considered desirable. Special use parks can be provided by all levels of government. Examples include the Old Kernersville Lake.

Classification of Existing Sites	Table 3-2
District Parks: (2 sites) = Triad Park (Forsyth County), and Salem Lake Park (Winston-Salem)	
Community Parks: (1 sites) = Beeson Road Park	
Neighborhood Parks: (5 sites) = Civitan Park, Fourth of July Park, Harmon Park, Old Kernersville Lake, and Century Lake Park	
Mini-Parks: (3 sites) = Town Hall Courtyard, Rotary Park, and Gralin Street Park	
Special Use Sites: (2 sites) = Kernersville Lake (owned by the Town operated by Forsyth County) and Smith Edwards Road (Town Property)	

Evaluation of Park Land Needs

The minimum parkland requirement (in acres) for the total population of Kernersville is provided in Table 3-4 "Total Park Site and Acreage Requirements" (located at the end of this section). The acreage requirements are based upon the population ratio method (acres of parkland per 1,000 population) established for each park classification in Table 3-3.

The types of parks that will be needed by the end of the planning period include Community Parks, Neighborhood Parks and Mini-Parks. The recommended total acreage for these parks are shown in Table 3-4.

Parks and Recreation Master Plan

Table 3-3 Kernersville Park Classification and Land Area Requirements (With comparison to state and national standards)				
Park Type Standard	Acres/1000 Population	Minimum Acres	Population Served	Service Area
Regional Park				
National	10	1000	Sev. Communities	1 hr. drive
State	20	1000	Sev. Communities	1 hr. drive
Recommended	10	1000	50-100,000	±30-50 mi. rad.
District Park				
National	5-10	200	Sev. Communities	1/2 hr. drive
State	10	200	Sev. Communities	15-20 mi. radius
Recommended	5	200	10,000 -50,000	8-10 mi. radius
Community Park				
National	5-8	25+	Sev. Neighborhds.	1-2 mile radius
State	8	25+	20,000	1-3 mile radius
Recommended	4	40+	5,000 – 15,000	2-3 mile radius
Neighborhood Park				
National	1-2	15+	5,000	¼-½ mile
State	2	6-8	4,000	¼-½ mile
Recommended	2	5-15	5,000	1 mile
Mini-Park				
National	.25	1	Adj Neighborhds.	¼ mile
State	-	-	500-2,500	-
Recommended	.25	.25-1	Adjacent Neigh.	¼-½ mile
Special-Use or Linear Park				
National	Varies	Varies	Varies	Varies
State	Varies	Varies	Varies	Varies
Recommended	Varies	Varies	Varies	Varies

Parks and Recreation Master Plan

Table 3-4 Kernersville Total Park Sites and Acreage Requirements							
PARK TYPE	YEAR & POPULATION						
<i>Population</i>	2000 <i>17,126</i>	2005 <i>20,770</i>	2010 <i>23,123</i>	2012 <i>23,147</i>	2020 <i>26,949</i>	Existing	2020 Need
Regional Parks (10 Ac/1000) +1000 Acre Parks <i>Sites</i>	171 <i>0</i>	208 <i>0</i>	231 <i>0</i>	231 <i>0</i>	269 <i>0</i>	1000+ <i>1</i>	0 0
District Parks (5 Ac/1000) 200-400 Acre Parks (250 Ac. Avg. Site) <i>Sites</i>	86 <i>0</i>	104 <i>0</i>	116 <i>0</i>	116 <i>0</i>	135 <i>1</i>	500 <i>1</i>	0 0
Community Parks (4.0 Ac/1000) +40-80 Acre Parks (40 Ac. Avg. Site) <i>Sites</i>	69 <i>1</i>	83 <i>1</i>	92 <i>1</i>	93 <i>1</i>	160 <i>3</i>	103 <i>1</i>	57 1
Neighborhood Parks (2 Ac/1000) 2-15 Acre Parks (10 Ac. Avg.) <i>Sites</i>	41 <i>4</i>	51 <i>5</i>	51 <i>5</i>	51 <i>5</i>	100 <i>10</i>	51 <i>5</i>	30 5
Greenway (.2-.4 mile/1000) (.40 Used)	6.9	8	9	9.3	10.8	0.0	8*
Special Use Parks (no std. Acreage)	Varies	Varies	Varies	Varies	Varies	Varies	n/a
Regional Parks: Hanging Rock St. Park District Parks: Triad Park (500+ ac) Forsyth Co. Community Parks: Beeson Park (75.6 ac.), Neighborhood Parks: Civitan Park (8.2 ac.), Harmon Park (1.7 ac.), Old Kernersville Lake Park (13.9 ac.), Fourth of July Park *Greenways: Forsyth County has an adopted plan which includes 8 miles of greenways planned through Kernersville							

Summary of Table 3-4 - Park Acreage Needs for Year 2020

2020 Total Park Acreage Identified by Standards:

- Community Parks: 160-250 acres for the Town population or approximately 2 total community parks.
- Neighborhood Parks: 80 acres for the Town population or approximately 6-8 neighborhood parks.

Table 3-4 further identifies 2020 land acreage needs for individual park types when taking into consideration existing park sites within each category. These land needs are described as follows:

Land/Acreage Needs for 2020 (when taking into account existing park sites acreage)

- Regional Park Land — Existing acreage is adequate (over 13,000 acres available)
- District Park Land — Existing acreage is adequate (over 500 acres available)
- Community Park Land — Need 57 acres (standards identify 160 acres, 103 acres exist)
- Neighborhood Park Land — Need 28 acres, (standards identify 80 acres, 52 acres exist)

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Table 3-5 Kernersville Standards for Public Recreation Facilities			
Facility	National Standard/ 1000 pop.	State Standard/ 1000 pop.	Kernersville Standard/ 1000 pop.
Play Fields Adult Baseball Youth Baseball/Adult Softball Athletic/Soccer (lacrosse, football, soccer)	1/20,000 N/A 1/4,000	1/15,000 N/A 1/5,000	1/20,000 1/2,500 1/2,500
Courts Basketball Tennis Volleyball Racquetball Shuffleboard Horseshoe	1/5,000 1/2,000 1/5,000 1/10,000 1/ 2,000 1/ 2,000	1/5,000 1/2,000 1/5,000 N/A N/A N/A	1/ 5,000 1/2,000 1/5,000 1/10,000 1/ 5,000 1/ 2,000
Outdoor Areas Picnic Tables Picnic Shelters Playground Activities Trails - Hiking/Nature/Interpretive - Fitness/Jogging Tracks Amphitheater	1/125 1/ 2000 N/A - 1/region 1/region 1/ 20,000 1/ 20,000	N/A N/A 1/1,000 - .4 mile/1,000 .2 mile/1,000 1/ 20,000 N/A	1/500 1/ 2,500 1/2,000 combined trails (.3mile/1,000 or 1mi./3,300) 1/ 20,000 1/20,000
Specialized Recreation Center w/gym Recreation Center w/o gym Swimming Pool (min. 25yd) Competition Pool Gymnasiums Auditoriums Golf Course Bicycling	1/25,000 1/10,000 1/20,000 1/50,000 1/ 20,000 1/ 20,000 1/25,000 1 mile/2,000	N/A N/A 1/20,000 N/A N/A N/A 1/25,000 1 mile/1,000	1/25,000 1/10,000 1/10,000 1/50,000 1/ 20,000 1/ 20,000 1/25,000 1 mile/2,000

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**Table 3-6
Kernersville
Public Recreation Facilities Needs Analysis**

FACILITY TYPE			YEAR AND POPULATION						
Population			2000 17,126	2005 20,770	2010 23,123	2015 23,147	2020 26,949	Existing	2020 Need
Fields									
Adult Baseball	1/	20,000	1	1	1	1	1	2 ¹	0
Youth Baseball/Adult Softball	1/	2,500	7	8	3	9	11	12 ²	4
Athletic Fields	1/	2,500	7	8	9	9	11	13 ³	6
Courts									
Basketball	1/	5,000	3	4	5	5	5	6	2
Tennis	1/	2,000	9	10	12	12	13	16 ¹	4
Volleyball	1/	5,000	3	4	5	5	5	2	7
Racketball	1/	10,000	2	2	2	2	3	-	3
Shuffleboard	1/	5,000	3	4	5	5	5	-	5
Horseshoe	1/	2,000	9	10	12	12	13	5	7
Outdoor Areas									
Picnic Shelters	1/	2,500	7	8	9	9	11	6	5
Playground Areas	1/	2,000	9	10	12	12	13	4*	9
Trails (miles)									
-Hiking/Nature/Fitness/Jogging	1/	3,300	5	6	7	7	8	1	7
Tracks	1/	20,000	1	1	1	1	1	3 ¹	0
Archery/Shooting Area	1/	50,000	0	0	0	0	1	-	1
Amphitheater/Outdoor Stage	1/	20,000	1	1	1	1	1	1	0
Specialized									
Rec./Community Center w/gym	1/	25,000	1	1	1	1	1	0	1
Rec. Neighborhood Center w/o gym	1/	10,000	2	2	2	2	3	1	2
Swimming Pool (25m/25yd)	1/	10,000	2	2	2	2	3	2/1	1
Swimming Pool (50m)	1/	50,000	0	0	0	0	1	-	-
Golf Course	1/	25,000	1	1	1	1	1	3 ⁴	0
Bicycling route	1/	2,000	9	10	12	12	13	20+ ⁵	0

¹ Includes school facilities

² Includes Swaim Little League Facilities

³ Includes School sites and Y

⁴ Privately run, open to the public

⁵ Bicycle routes include signed routes along roadways

Facility Standards

Minimum standards for recreational facilities (i.e. ball fields, courts, outdoor areas, etc.) have been developed for Kernersville in accordance with industry guidelines established by the NRPA, and NCDEHNR. Identified in Table 3-5, “Standards for Public Facilities”, are the minimum recreation facility standards that may be used to compare Kernersville with other public entities in North Carolina and the United States.

Evaluation of Facility Needs

The number of public facilities needed in Kernersville through 2001-2020 are identified in Table 3-6, “Public Facilities Needs Analysis”. Some school and quasi-public sites have been taken into account. Using standards, the following individual facility needs were identified for 2020 and should be considered when planning future parks or improvements to existing sites:

- Softball/baseball fields
- Soccer/Multi-purpose athletic field (football, lacrosse, etc.)
- Volleyball courts
- Picnic shelters/facilities
- Playground areas
- Trails (walking, jogging, etc.)
- Swimming pools/facilities
- Recreation centers (with meeting facility space)

Demand Based Needs

Demand based needs can be summarized as “what do we really need” and represents what is most desired and needed by the unique population within Kernersville. Demand based needs are expressed on a community wide basis through focus group meeting, general open house sessions, and staff meetings. While standard based needs focus on facilities based off population numbers, demand based needs highlights the needs of the organization based on activity and specialties within the Town as well as national and regional trends.

Kernersville’s Demand Based Needs are broken into two categories, Community Wide Needs and Regional Needs. Community-Wide Needs were identified from input gathered from the community members within the focus groups and general open house sessions. The Community Wide Needs focus on what the citizens of Kernersville need for quality leisure and services. Regional Needs were determined through meetings with the Country Visitors Bureau, municipal neighbors, and State representatives. In this case Kernersville’s needs were based on its role in the region in regards to economic impact, tournaments, and tourism.

Community-Wide Needs

Develop Outdoor Aquatic Facilities

There is a mutual agreement with the Kernersville YMCA and the Town to offer a pool and water park for the community. While this agreement is in place the perception exists that there is a lack of a true community pool in Kernersville. In three community surveys dating back to 2002 the need for an outdoor pool has appeared in the top ten facility requests. Requested facilities in this category are an outdoor community pool, a splash pad, and a water playground.

Develop a Community Center

Demand exists for a permanent community center. This facility should include amenities such as gyms, courts, meeting spaces, craft rooms, and a large multi-use space with performance components. This demand has shown up in several different forms in community survey and input sessions. This need has shown up in the form of a Teen Center, Senior Center, and Civic Center as well.

Develop and Expand the Greenway/Trail System

The Kernersville Greenway is due to begin in October 2012. The demand is to continue the trail system to provide access and connectivity to several points within the town. There is demand to provide trails of several types of trails as well. Requested facilities are mountain bike trails, road bike routes, greenways, and nature trails.

Parks and Recreation Master Plan

Park Development

There is a demand to develop more neighborhood and community parks in the outlying areas of Kernersville. The most specific areas are to the north, west, and south areas of Kernersville. Based on gathered data the highly requested amenities include playgrounds, shelters, open field space, and walking trails. While traditional parks are demanded, there exists the demand for more alternative parks as well. These requests include frisbee golf, dog parks, rope courses, celebratory parks, and geocaching areas.

Regional Needs

Further Develop Athletic Facilities

Kernersville has a strong tourism magnet in Beeson Road Park. This park is currently the only tournament caliber facility in the county and it will most likely remain the only tournament facility in the foreseeable future. The County Visitors Bureau pointed out in a focus group meeting several growing sports trends and the amount of large tournaments bids that are present on the market for the east coast area. These sports include Lacrosse, Rugby, Cricket, and Girls Field Hockey. In addition there are several internal programs and potential community partnerships which require the need to expand our athletic facility offerings. Expanded athletic facilities include the completion of Beeson Road Park (see appendix D Beeson Site Plan): 3 additional multi-purpose athletic fields, 2 synthetic turf multi-purpose fields, 1 multi-purpose sports stadium, formalized cross country course, additional tennis facilities, baseball/softball championship stadium, additional ball fields, and all support facilities (storage, restrooms, score towers, concessions, parking, locker rooms, and meeting spaces)

Establish User Agreement with County School System

There are several blueprints in place from across the country in which the county school systems and the Parks and Recreation Departments have mutually agreed to and funded capital projects and improvements. The basic outline would be that all the athletic facilities and play areas would constitute a park which is open to the public on scheduled times and a school facility during other scheduled times. Winston Salem/Forsyth Country Schools have shown favor in exploring a partnership of this type. Established user agreements could address some of the needs proposed in “Further Develop Athletic Facilities”

Develop and Expand the Greenway System

Building off the Community-Wide Needs, a Greenway from Winston Salem at Salem Lake heading through Downtown Kernersville and into Triad Park into Greensboro will complete our regional section of the “Mountain to Sea Trail”. This trail system is a State initiative which will promote tourism, pedestrian travel, and overall community wellness. In order to meet this need the Town of Kernersville will continue to plan and develop Greenway links.

Parks and Recreation Master Plan

Prioritized Demand-Based Needs

Demand Based Prioritized Needs Table 3-7	
Item	Rank
Develop a Community Center	1
Develop and Expand the Greenway/Trail System	2
Further Develop Athletic Facilities	3
Establish User Agreement with County School System	4
Develop Outdoor Aquatics	5
Park Development	6

*Chart prioritization was created through input frequency on surveys and focus group meetings in the public participation process.

SECTION 4

RECOMMENDATIONS AND IMPLEMENTATION

The recommendations provided in this section are based on a number of sources including the public input process, needs assessment analysis, and evaluation of current inventory. Preliminary recommendations were presented and reviewed with staff and the Parks and Recreation Master Land Steering Committee, prior to a final public presentation. The purpose of each meeting was to refine the proposals for inclusion in the final report for public presentations and the consideration for adoption by the Town of Kernersville Board of Aldermen. This section of the Master Plan presents the final Board of Aldermen adopted recommendations and implementation strategies that are the result of an intensive public participation process.

The following are key factors that influenced the recommendations found in this report:

- Citizens expect local government to be a major provider of recreational services at a price that would accommodate as many people as possible.
- The Master Plan recommends that a variety of strategies be considered to provide increased recreational opportunities including:
 - Evaluate Town owned property for park development, particularly for establishing neighborhood parks in areas of need.
 - Evaluate redevelopment sites for acquisition and development.
 - Enhance existing sites to improve utilization.
 - Ensure that new development provides recreation facilities for its future users.
 - Pursue cost sharing and joint-use agreements with other agencies (schools, county, etc.).

Recreation Providers

No one group can be held solely responsible for providing all of the programs and facilities in the community. Meeting the recreational needs of the community will require joint efforts between various recreation providers. (*See Appendix B on Partnership Opportunities*)

Kernersville

The Town should continue to provide park and recreation facilities for use by Town residents. Specifically, the Town should:

- Continue to provide parks and special facilities (in particular community parks, neighborhood parks, recreation centers, and linear/greenway parks).
- Support and maintain existing facilities.
- Expand and improve facilities where appropriate.
- Continue with the Town's Pedestrian and Bike Plan incorporating bike paths, bike routes, sidewalks, and greenway trails to provide a coordinated system of connecting neighborhoods to parks and public spaces.
- Work on an updated formal joint-use agreement with the schools for use of existing and future school sites. The Parks and Recreation Department should be involved with designs for new school sites to create school-recreation opportunities that are specifically for "joint use".

Parks and Recreation Master Plan

Forsyth and Guilford County

The Town should support the county's efforts to implement its own Master Plan. The Master Plan is based on the premise that Forsyth County and Guilford would develop and maintain park and recreation facilities for all county residents. Town support should focus on encouraging the counties to continue the operation of Triad Park and Forsyth County the Kernersville Lake Park throughout the planning period.

The Town should work with Forsyth County and Guilford County public recreation providers to search for collaborating opportunities on future projects such as larger parks, greenway connections, sports field complexes, pools, and other special facilities.

Other Municipalities

The Town should work directly with the adjacent municipalities whenever possible to plan and fund regional and inter-local parks and facilities.

Winston-Salem provides a wide range of parks facilities and programs and offers substantial potential as a partner for greenway/trail connections. Opportunities for partnerships should be investigated if they promise to deliver an equitable service to Town residents for expenditures made.

Recreation needs of all county citizens would be best met if other towns offered additional recreational programs and facilities for their own communities. This would require the towns to begin supporting recreation by providing local funding or creating partnerships. Additionally, towns could search for teaming opportunities with other governmental agencies and the private sector to share programming and development cost.

State and Federal Government

Kernersville is fortunate to be within close distance of state parks offered by the State of North Carolina. These sites include Hanging Rock and Pilot Mountain State Parks. Additionally the NC Zoological Garden in Asheboro is close to an hour drive from town.

The Federal and State Government will continue to be the major providers of regional parks for the area and will continue to support local communities with financial assistance for parks and recreation through grant programs. These could include assistance for acquiring land for parks; developing new parks or facilities; renovating existing parks or facilities; and managing or developing programs.

School System

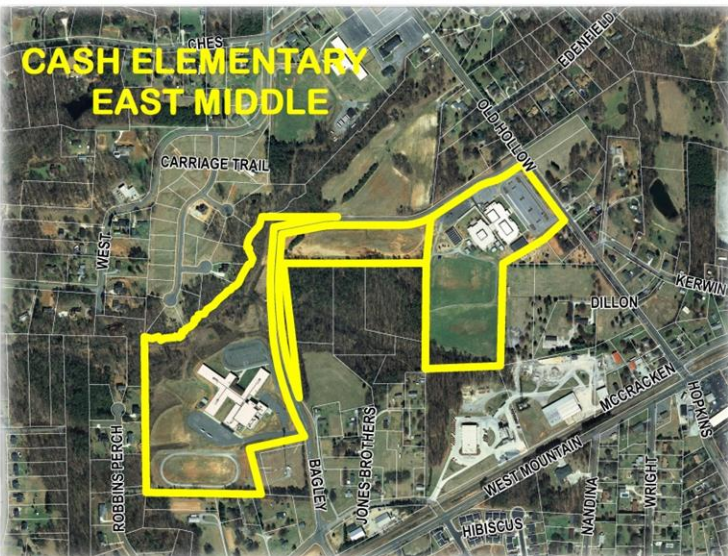
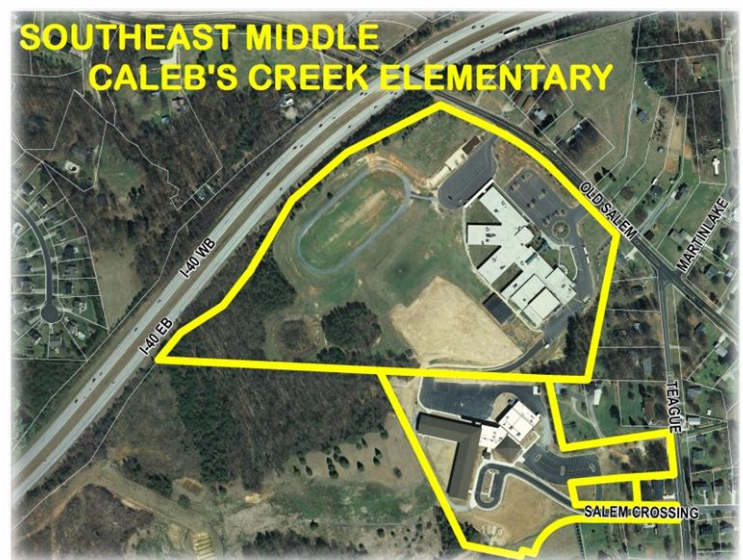
The Town does not have a comprehensive joint-use agreement with the public school system (Winston-Salem/Forsyth County Schools). However, there is a sample agreement in place between Triad Blackhawks, the school system, and the Town for the Bagley lacrosse fields. The School System and the Town should continue to work towards a system wide joint-use agreement. This report recommends that attempts should be made to arrive at an agreement that would:

- deal with all facilities on a uniform system wide basis;
- reduce or eliminate fees that both entities charge each other for rental of facilities; and
- provide a fair and effective method of sharing maintenance and repair responsibilities.

The schools and the department should also work together to:

- identify additional programs that can take place on school or park properties;
- determine how to mutually approach property acquisition; and
- jointly construct sports fields, gymnasiums, and aquatic facilities when possible.

SCHOOL SITES



Parks and Recreation Master Plan

Quasi-Public Sector

Quasi-public organizations such as social organizations, the YMCA, community sports organizations, and churches have a unique role of complementing programs and facilities offered in the area. It will be important for the quasi-public sector to maintain a strong supporting role in providing recreation facilities and programs through the planning period. Coordination of new facilities and programs should occur between the quasi-public sector, the Town, and the County to avoid duplication of facilities. This is particularly true for planning of indoor facilities since there are local churches with plans for large gyms, ball fields, and fitness/wellness centers.

Private Sector

Generally, the private sector has provided recreational facilities and programs that the public or quasi-public organizations have chosen not to provide or have been unable to afford. Examples of commercial or private outdoor recreation providers include golf courses, swimming pools, tennis clubs, and amusement facilities. Additionally, there are private commercial providers of bowling facilities and fitness/work-out gymnasiums. The commercial providers are in the recreation business to make a profit and thus their pricing and operation policies will reflect this mission. These private facilities still help to complement recreation offered by the Town and other public sector providers.

Park & Facility Recommendations

As previously stated, Kernersville should focus on developing and operating community parks, neighborhood parks, and special facilities. Section 3 “Community Needs Assessment” identified the existing and future parks needed in the Town through the planning period.

The following is a brief summary of the most critical improvements and additions recommended in the Master Plan. By the year 2022, it is recommended that Kernersville make provisions for the following improvements and new park facilities:

- develop a additional community park;
- improve, develop, and expand facilities at Beeson Park as listed in the 2010 Beeson Park Site Master Plan;
- develop additional neighborhood parks;
- improve existing neighborhood park sites (providing better pedestrian links and update facilities);
- continue to develop a linear park/greenway trail system;
- develop a true outdoor community aquatic facility;
- develop a recreation center at Beeson Park with more community meeting space, indoor athletic facilities, and performance art facilities;
- continue the lease agreement with Forsyth County for the management of Kernersville Lake Park.

Community Parks - \$11,200,000.00 (see table 4-1)

- Standard Based Needs method indicates that 160 acres of community park land should be available to Kernersville by 2022.
- Beeson Park, the Town’s only existing community park and consists of 103 acres which creates a need of additional 57 acres added onto Beeson Park or second community park site by the year 2022.

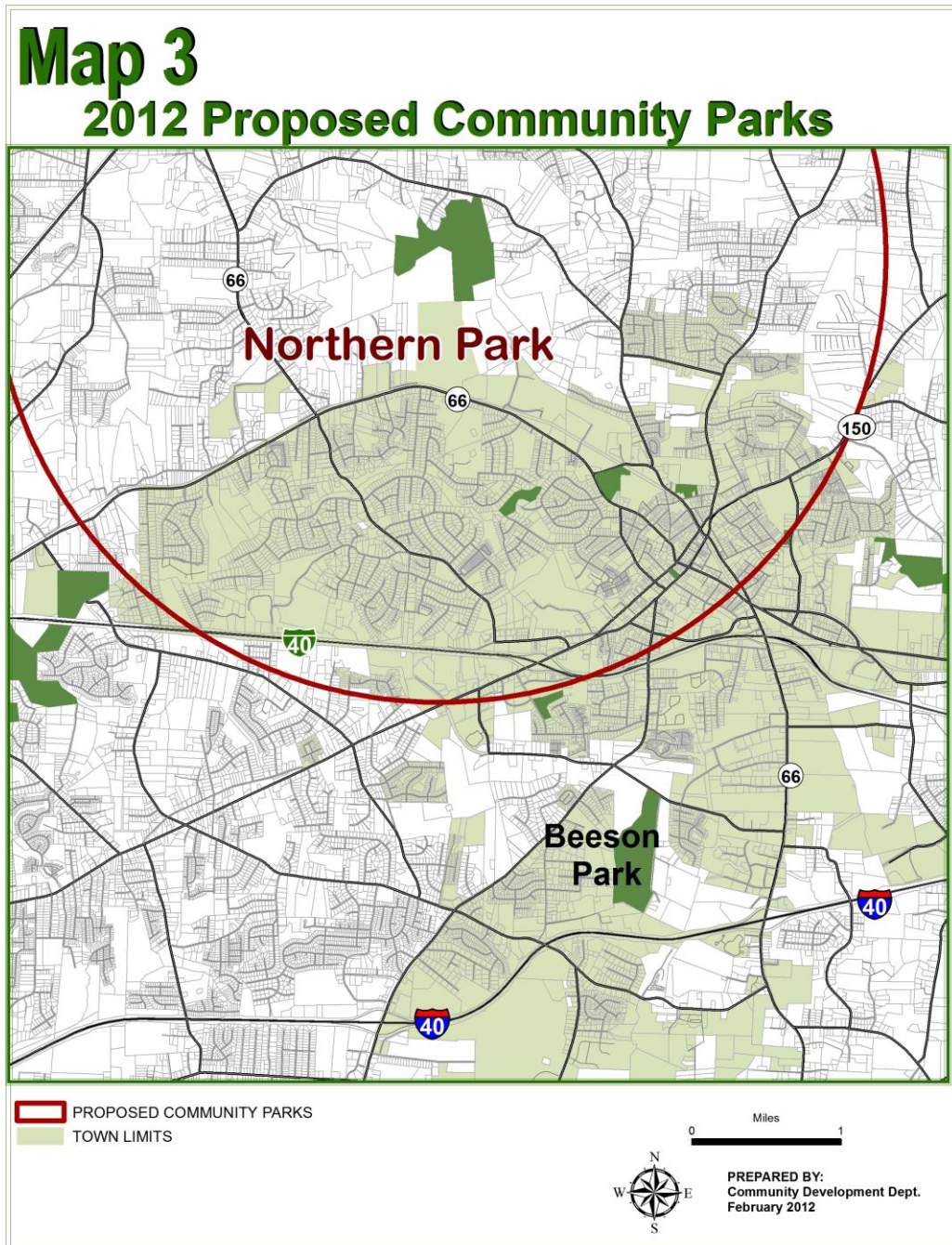
Parks and Recreation Master Plan

Proposed Community Park

- One community park site is proposed at the following general location:

-Northern – general area of Old Valley School Road and Kernersville Lake Park

Community parks should house a majority of the active facilities such as sports fields and courts. Any new community park should be a minimum of 40 acres to provide for multi-purpose use that enables diverse programs. Community parks may also contain special-use facilities such as sports complexes, recreation centers, pools, community centers, or other large-scale single facilities.



Parks and Recreation Master Plan

Existing Community Parks

Improvements to existing community park site includes:

- Beeson Park Improvements: (See Appendix D for 2010 Beeson Site Plan)
 - one lighted 390' baseball/softball championship stadium with associated team and spectator areas
 - scorers/concession/restroom building for the new ball field stadium
 - expanded parking with associated landscape plantings (± 200 cars)
 - adding three additional vehicle entry points with associated traffic relief improvements
 - recreation center (see special facilities in this section)
 - picnic shelters and picnic areas (4-shelters total)
 - playground areas for various age groups (4-locations total, existing fields, proposed picnic area, recreation center area, and new ball fields)
 - extension of a walking trail system throughout the park including walking trail footbridges
 - small lake/pond with pier/observation deck and fountain
 - major drainage improvements with the creek and potential pond (bioengineering, pond etc.)
 - permanent construction and drainage for the Kernersville Cross Country course
 - site utilities and lighting
 - misc. park amenities/furnishings (benches, trash receptacles, signage, etc.)
 - permanent construction of two multi-use athletic fields
 - permanent construction of a multi-use athletic stadium
 - expansion of maintenance operation headquarters
 - addition of support facilities for athletic facilities (parking lot 700+/- cars, concessions, restrooms, seating, and team facilities)

Neighborhood Parks - \$4,450,000 (see table 4-1)

This Master Plan proposes the acquisition and development of four new neighborhood parks for the planning period (2022). Using only the Standard Based Needs method, a need for four new park sites were identified for a total of 30 additional acres.

Two existing properties have been dedicated for neighborhood park use as part of the Caleb Creek and Carrollton development plans. Sites of these dedicated areas are off Teague Lane as well as near the NC 66 and Old Salem Road area for future neighborhood parks.

Proposed Neighborhood Park Facilities

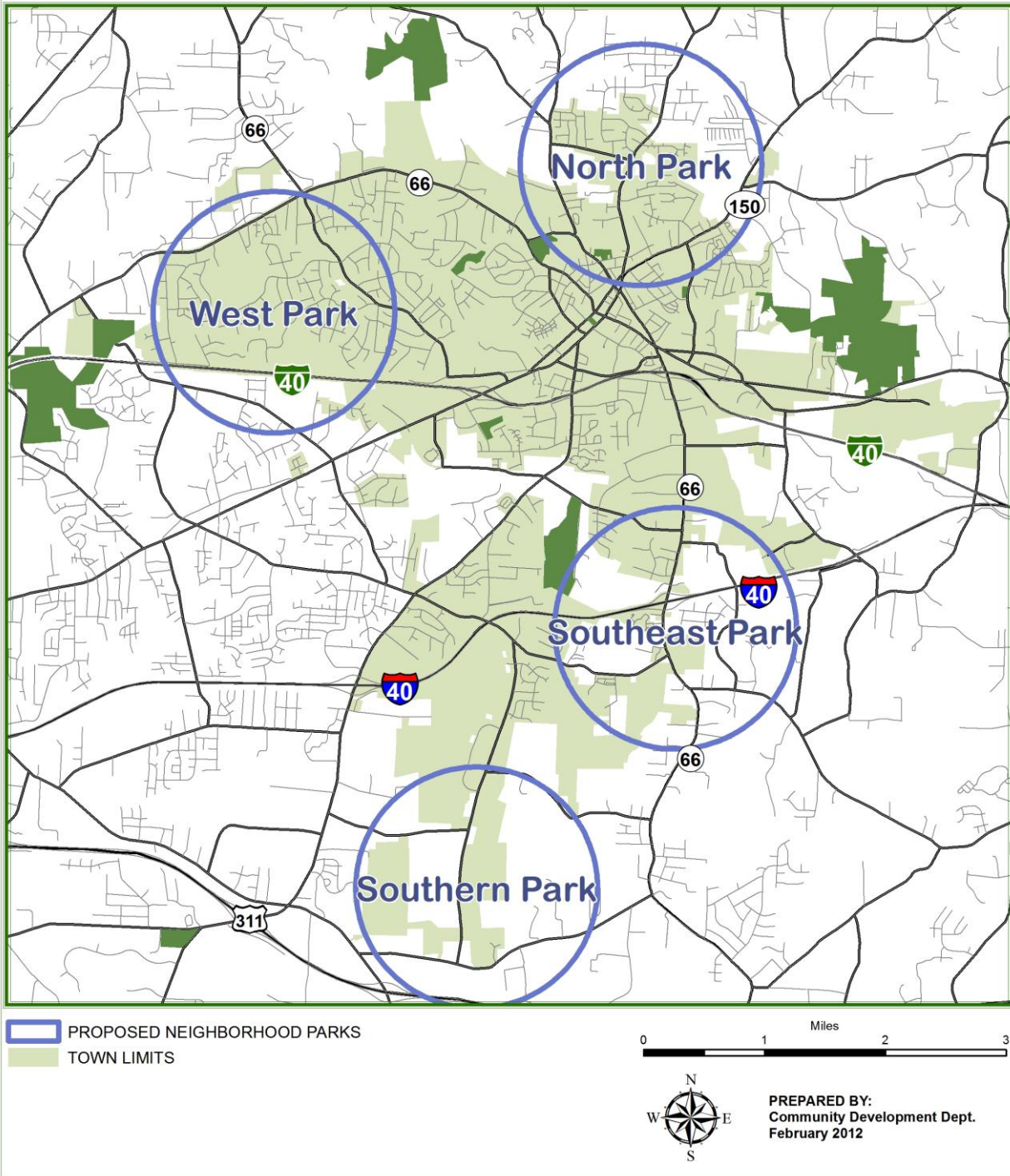
A site-specific master plan should be prepared for each new park site and local neighborhood residents should be made part of the development process. Where feasible, the parks should be linked to other recreation sites by pedestrian routes and greenways/trails.

- Four community park sites are proposed at the following general locations:
 - North Park – general area of Piney Grove Rd. and Linville Springs Rd.
 - West Park – general area of Regents Park Rd. and Bluff School Rd.
 - Southeast Park – general area of NC 66 and Old Salem Rd (Carrollton).
 - Southern Park – general area of Watkins Ford Rd. and Teague Rd. (Caleb's Creek)

Neighborhood parks typically house smaller or less active facilities such as open play areas, sport courts, playgrounds, and picnic facilities. Neighborhood parks should be approximately 5-15 acres in size, with 10 acres generally considered optimal to provide a balance between active and passive uses.

Map 4

2012 Proposed Neighborhood Parks



Parks and Recreation Master Plan

Existing Neighborhood Parks

- Improve existing sites at Civitan and Old Kernersville Lake

Existing neighborhood park sites will require improvements and renovations to accommodate and enhance future use. The most apparent need at the existing parks is to expand and improve play fields, restrooms, picnic facilities, pedestrian connections and paths and play equipment areas. Regardless of the suggested improvement, site plans should be prepared for any major park change or renovation and the public should be involved with the development process.

The existing neighborhood park facilities will require improvements and repairs. General improvements to the other neighborhood recreation sites may include the following list of items:

- Renovate and improve play equipment areas to current standards and provide more interest.
- Improve parking areas where offered.
- Add or improve picnic facilities (shelters/tables) and seating spaces.
- Improve overall disabled accessibility within parks.
- Improve signage and landscaping.
- Link parks to existing neighborhood walkways, where feasible to proposed greenways/trails.
- Renovate and add tennis courts and multi-purpose courts for other recreation opportunities.
- Improve or add athletic facilities in the parks.

Special Use Parks and Facilities -\$12,850,000.00 (see table 4-1)

Adventure Park

During the needs assessment many groups attended the focus group meeting and public workshops with ideas for creating a park that could accommodate off road/mountain biking, trail running, possibly a challenge/ropes course, and other outdoor adventure activities. In response to their input it is recommended that a former town inert landfill site on Smith Edwards Road be used for these activities.

Recreation Centers /Gymnasiums

A recreation center should be built at Beeson Park to add to the overall usefulness of the park and possibly house the department administrative staff offices: The center should be 70-80,000 SF with a mix of traditional and revenue producing uses.

Recreation centers are multi-purpose facilities serving a variety of needs such as sports programs, cultural and art programs, senior activities, day camps, and special events. Kernersville currently provides a temporary facility for some activities. Therefore, it is recommended that a permanent recreation center be developed to accommodate more programs and activities and allow the department to schedule simultaneous activities at an individual site.

All new building improvements should incorporate design elements that provide an appealing environment for the user. Spaces should be open and well lighted to provide a positive image for the department and the community.

Outdoor Athletic Facilities

During the government and schools focus group meetings the idea for creating additional athletic facilities that could accommodate the school system's increasing athletic schedule as well as afford the Town the ability to recruit large regional and national athletic tournament was introduced. In response to their input it is recommended (aside from the completion of Beeson Park) that the Forsyth County School System and the Town pursue user agreements to address the need.

Parks and Recreation Master Plan

Linear Park /Greenways/Bikeways

This Master Plan recommends:

- Develop a minimum of 8-miles of new trail by 2022.
- During the planning period an emphasis should be placed on development of paths and trails already identified in the Winston-Salem/Forsyth County Greenway Plan and the Town's Pedestrian and Bike Plan to connect with future greenway trails proposed by other providers in the area such as Winston-Salem and Guilford County.
- The Town should continue to seek funding from NCDOT administered sources such as TEA-21, NC-Trail Fund, Bikeway Funds, and Enhancement Project Funds, as well as Clean Water Fund Grant projects, and FEMA land acquisition projects.
- Developers and utility providers should continue to be approached as partners for developing trails and a cooperative agreement (letter of understanding) should be developed to facilitate the process.
- Existing Town owned property along the proposed linear parks/greenways should be developed as mini-parks and entrance nodes along the greenway.

The plan recommends a series of greenways and trails throughout the Town to encompass at least 8 miles of trails by 2022 (not including trails proposed by the WSFC Plan). The recommendation is more a conceptual suggestion than a fixed design with specific locations. It is offered as a long-term amenity for connecting the Town's residential, commercial, and recreation areas. The greenways are not intended for immediate development, but for gradual development as the community stabilizes in population and land use.

The greenways are suggested in areas of town which have ravines, floodways, or are undeveloped due to site difficulties. Development of the greenways should be part of the long-range land use and recreation planning for the Town. The width of pedestrian trails should be a minimum of 10 feet.

Use of existing rights of way, easements and Town-owned land is suggested as the way to begin the greenway system. Donation of land by property owners, reservation of land, exchange of land, purchase of easement, purchase of land in fee, or requirement of greenway development by developer in return for higher density are also methods of developing the greenway. The Town should examine each of these if the greenway concept is to be implemented.

The safety of users, property owners, and the availability of police protection need to be considered in the design. Adjacent property owners should be involved in planning and outlining screening for the protection of their property and lifestyle.

Plan Implementation

Master Plan Capital Improvement Program

The proposed capital improvement program for the acquisition, renovation, and development of parks and facilities was prepared with input from the planning committee team, existing park site plans, and Town staff. All proposed costs are shown in 2012 dollar values. The capital improvement costs include funds for land acquisition, site development, and renovation improvements. The costs also include a design contingency which includes planning and design fees. The Capital Improvement Program can be summarized into the following components:

Parks and Recreation Master Plan

Capital Improvements Funding

Based on the summary below in chart 5-1, there are \$28,500,000 of projects that require funding within the planning period to meet the park and recreation needs identified in this Master Plan. The Department should use a combination of funding sources from various means to accomplish the recommendations of the Master Plan. There are numerous combinations of funding strategies that can be explored and implemented by the Town.

Potential Key Sources of Capital Funding:

- General Obligation Bonds
- Limited Option or Special Use Tax
- General Foundations
- Federal and State Assistance
- Payments In Lieu of Dedication
- Grants/Contributions and Partnerships
- Alternative Funding Methods (See Appendix C – Alternative Funding & Revenue)

General Obligation Bonds:

- ❖ The Town should create a park and recreation bond campaign specifically for use in acquiring land, renovating existing facilities and developing new facilities proposed by this plan. The current planning period is a 10 year period. Several campaigns could be planned throughout the planning period to accomplish several capital projects as outlined in this plan.
- ❖ Bonding can enable local government to utilize local funds to match federal grant-in-aid monies or state funds.
- ❖ General obligation bonds are still the most common source utilized to fund park projects in North Carolina.

Payment in Lieu of Dedication:

- ❖ The Town should continue to strive towards adopting a Development Ordinance. While there is not an ordinance in place, the Town has done a good job conditioning open space and recreation requirements on land development projects. The requirements allow for payment in lieu of land dedication, and substitution of off-site land for dedication. These options allow the Town and developers some flexibility for meeting mutual recreational goals.

Grants/Federal & State Assistance and Contributions:

- ❖ A combination of partnerships, grants, gifts, or other revenue sources will need to account for a small percentage of the capital costs, and the Town should not rely upon this as a main stream funding source. It should be noted that any growth in proceeds from partnerships, grants, and gifts would lower the amount needed from other sources accordingly.
- ❖ There are a number of opportunities in the state to support this funding. In particular North Carolina PARTF grants, as well as some federal private sector foundations, and non-profit groups should be aggressively approached by the Town/department.

Parks and Recreation Master Plan

Table 4-1 TOWN OF KERNERSVILLE Capital Development Cost	
Improvement Description	Cost
Community Parks (see page 4-3)	
1. New Community Parks	
- Northern Park (New Kernersville Lake Park)	\$ 4,000,000
2. Beeson Park Upgrades (*See Appendix D - Beeson Site Plan)	\$ 7,200,000
Sub Total	\$ 11,200,000
Neighborhood Parks (see page 4-4)	
1. New Neighborhood Parks (4 sites at \$600,000 ea.)	\$ 2,400,000
2. Civitan Park Upgrades	\$ 1,500,000
3. Existing Park Upgrades (Old Kernersville Lake)	\$ 100,000
4. Land Acquisition (3-sites, 5-10 Ac each)	\$ 450,000
Sub Total	\$ 4,450,000
Special Use Parks and Facilities (see page 4-5)	
1. Recreation Center (Beeson Park)	\$ 6,000,000
2. Greenway/Linear Park Development (8-miles)	\$ 2,000,000
3. Adventure Park	\$ 750,000
4. Additional Athletic Facilities	\$ 4,100,000
Sub Total	\$ 12,850,000
TOTAL	\$ 28,500,000

SECTION 5

ANALYSIS OF STAFFING AND ASSESSMENT

This Section is divided into three parts. Part 1 is entitled *Town Facilities Maintained by Parks and Recreation Department*, representing public rights-of-ways and facilities outside of the department's park system. Part 2 is the *Staffing Summary* which will present staffing needs, proposed organizational chart, and review policy. Lastly Part 3 is entitled *Findings and Recommendations* which will give short term and long term staffing recommendations in the areas of Administration, Recreation, Maintenance, and Marketing.

Part 1 - Town Facilities Maintained by Parks and Recreation Department

The Kernersville Parks and Recreation Department maintains and manages properties in addition to the existing park facilities. The total amount of additional acres maintained is 220+/- acres which include.

Parks

- Beeson Road Park
- Fourth of July Park
- Civitan Park
- Old Kernersville Lake Park
- Harmon Park
- Century Lake Park
- Rotary Park

Facilities

- Kernersville Community Recreation Center
- Kernersville Little Theater
- Kernersville Historic Train Depot
- Kernersville Maintenance Building

Interchanges

- Interstate 40 and U.S. Highway 66
- Business 40 and U.S. Highway 66
- Business 40 and South Main
- East Mountain Street/Old Greensboro Road Traffic Circle

Road Sides

- Gralin Street hillside
- Gralin Street medians
- Graves Street
- Railroad Street

Town Properties/Partnerships

- Town Hall Campus
- Bagley Lacrosse Fields
- Kernersville Community House

Parks and Recreation Master Plan

- Kernersville Historic Train Depot

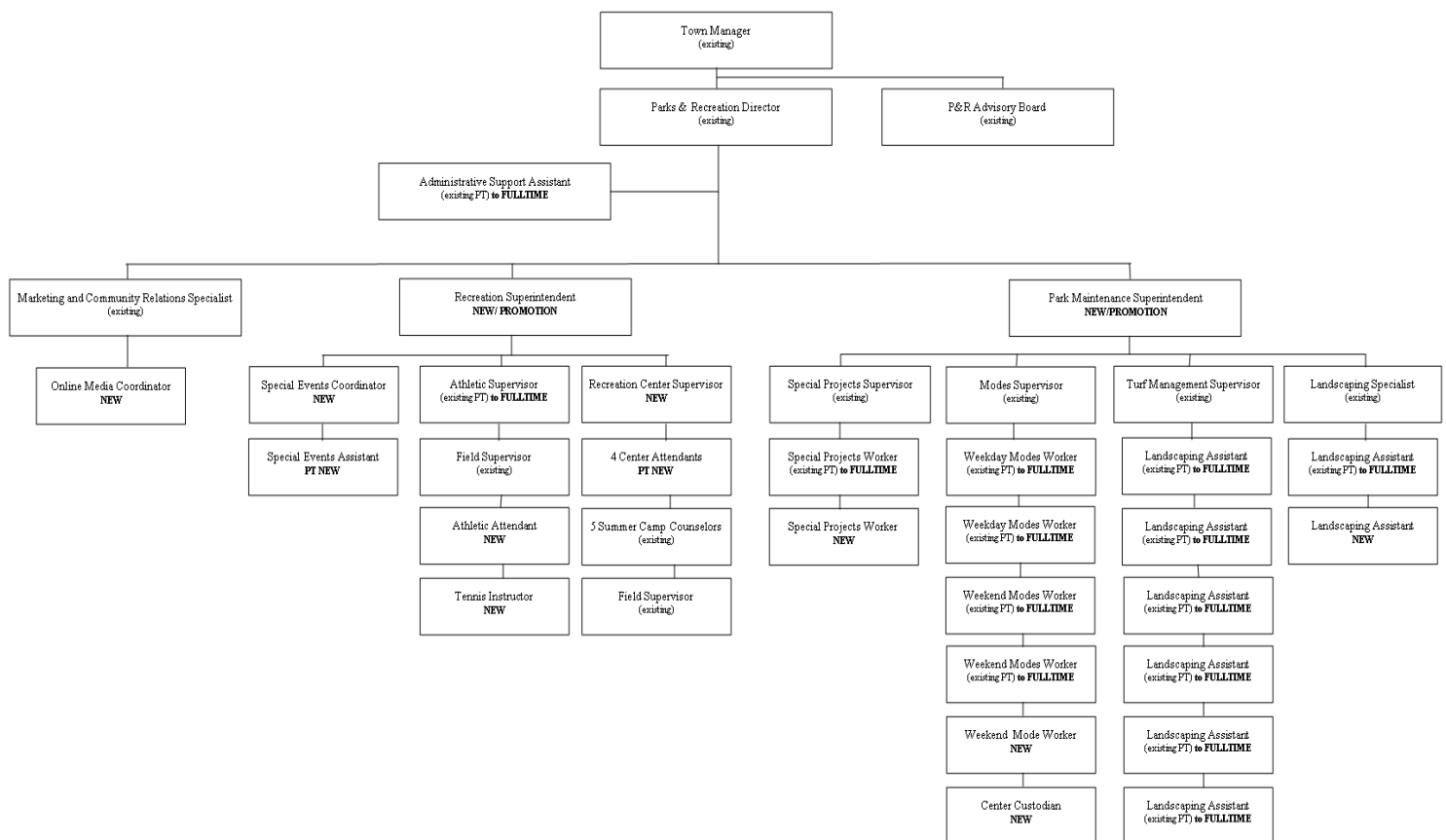
Welcome Signs

- South Main Street/Cherry Street Triangle
- East Mountain Street Civic Club Sign Area
- East Mountain Street
- Union Cross Road/Shields Road

Part 2- Staffing Summary

Kernersville Parks and Recreation Department conducted an analysis of its current and future staffing needs as part of the Master Plan update. The department developed a functional organizational chart for 2022 that proposes an enhanced staff to meet service demands.

Kernersville Parks and Recreation Department Organizational Chart 2022



Parks and Recreation Master Plan

Staff Needs

The Parks and Recreation Department's proposed staff structure and number of personnel is slightly under that of similar size communities in the state. Twenty (20) key staff additions are identified for the planning period in the preceding page "Proposed Organizational Chart 2022". Future staff needs are based on these facts:

1. The addition of the proposed park facilities and associated programming would require additional staff to accomplish their mission and purpose.
2. The current program load justifies the immediate need of both program staff as well as maintenance staff.

Staff Operational Policies

Kernersville Parks and Recreation Department staff follows a number of policies set forth by the administration of the department in order to assure staff effectiveness, productivity, and quality. The Maintenance and Landscape Division follows a divisional policy based on the American Standards of Park Maintenance. This policy divides the maintenance staff into four subcomponents. The subcomponents of the maintenance division are as follows:

- Turf Management: staff members are required to mow during the mowing season with some areas being specialty areas such as athletic fields or landmark sites. Members of this staff component are educated and certified in turf management practices and procedures. During off-season times the component members are in charge of chemical treatments, seeding, and top dressing of all properties to achieve the intended goals of each site based on its mode classification.
- Special Projects: staff members are required to become educated and experience in several areas of light construction work. This component is responsible for all park and facility repairs and projects that fall outside of the routine norm.
- Modes: this is the most important component. Responsibilities of this component are sanitation, litter control, site inspections, surface control, disease control, supplies, athletic facility preparations, rule enforcement, and department recycling.
- Landscaping: responsibilities include planning, maintaining and caring for floral plantings, beautification and landmark sites, ceremonial grasses, and tree care.

All parks and maintained sites are categorized in a mode system numbered 1-6 based on the site's visibility and visitation. Highly visible and visited sites are mode 1 with the highest care and maintenance, while mode 6 sites have a much lower level of care.

Parks and Recreation Master Plan

MODE 1

Description- State-of-the-art maintenance applied to a high quality diverse landscape. Usually associated with high traffic urban areas such as public squares, malls, governmental grounds or hic squares, malls, governmental grounds or high visitation parks.

Qualified Sites - Town Hall Courtyard
Kernersville Police Department
Chamber of Commerce Building
Kernersville Library
Fourth of July Park
Beeson Park

Elements- (see following spreadsheets for further details)

Turf Care - mowing, aeration, reseeding/sodding, weed control, top dressing.

Fertilizer - fertilization of turf, shrubs, trees, and floral plantings.

Irrigation - automated or manual watering of turf, shrubs, trees, and floral plantings.

Litter Control - pick up and disposal of trash, receptacle service, and cleaning.

Pruning - growth control of trees, shrubs, and floral plantings.

Disease & Insect Control - prevention, correction and management of disease and/or insects in turf, shrubs, trees, floral plantings and buildings by chemical or cultural methods.

Snow Removal - removal of snow, ice and/or storm debris from roadways, parking areas, walkways, and amenities.

Lighting - cleaning, lamp replacement, and maintenance of security, field accent or walkway lights.

Surfaces - sweeping, cleaning, washing, and maintenance of walkways, floors, and play surfaces.

Repairs - maintenance required by inspection or schedule to facilities or equipment.

Inspection - visual and physical examination of a park, facility, shrubs, floral plantings, trees, equipment and component of the aforementioned to insure compliance, to insure safety, and good aesthetics to the area and proper operation.

Floral Plantings - watering, fertilizing, disease control, pruning, weeding, planting or removal of ornamental or flowering plants.

Restrooms - cleaning, servicing, stocking of materials, and sanitizing of public facilities.

Special Features - repairs and preventative maintenance for support features within a park such as water fountains or for amenities that fall outside of the normal realm of facilities within a park system such as spray parks, lake sports, skate parks, ropes courses, etc.

Parks and Recreation Master Plan

Mode 1 Elements

Element	Mode Requirements	Division
Turf Care	Grass height mowed according to species and variety. Mowed at least once every five working days but might be as often as three working days. Aeration as required not less than four times a year. Reseeding and sodding as needed. Weed control should be practiced so that there is not more than 1% of the total surface area with weeds present.	Maintenance and Landscaping
Fertilizer	All fertilization for plant should be applied according to their requirements. Turf species should follow the chart in Chapter 3 for recommended rates and application times. Fertilization should also be based on annual soil test and from the NC state corporate extension agents.	Maintenance and Landscaping
Irrigation	Sprinkler irrigated, electric automatic is commonly used. Some manual systems can be considered adequate. Frequency follows rainfall, temperature, and demands of plant material.	Maintenance and Landscaping
Litter Control	Minimum of at least one time a day, seven days a week. High visitation may require the crew to visit the site twice. Trash receptacles should be large enough to hold trash generated throughout the day without overflowing.	Park Maintenance
Disease and Insect Control	Control may use any 3 philosophy approaches: 1) Preventative - scheduling a chemical or cultural program designated to prevent significant damages. 2) Corrective - application of chemicals or mechanical controls designated to eliminate observed problems. 3) Integrated management - withholding any controls until such time as pest demonstrate irritant in the case of flies, mosquitoes, ants, etc. Mode 1 level approach to this element should be designed so that the public does not take notice of any problems by using preventative approaches or early stage identifications.	Maintenance and Landscaping
Snow & Storm Debris Removal	Snow removal starts the same day as accumulations of 1/2 inch are present. At no time will snow be permitted to cover transportation or parking surfaces longer than noon of the day after the snow stops. Applications of melting compounds and/or gravel are appropriate to reduce slips and falls.	Park Maintenance
Lighting	Maintenance should preserve the original design. Damaged systems should be repaired as quickly as possible. Bulb replacements should be done at the beginning of the working day after it is discovered.	Park Maintenance

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Surfaces	Sweeping, cleaning, and washing of surfaces need to be done so that at no time an accumulation distracts from the looks of safety of the area. Repainting or restaining of structures should occur when weather or wear deteriorate the appearance of the covering. Wood surfaces requiring oiling would be done at least 4 times a year. Stains to surfaces should be taken off within 5 working days. Graffiti should be removed by the next working day.	Park Maintenance
Repairs	Repairs to all elements of the design should be done immediately upon discovery provided replacement parts and technicians are available to accomplish the task. Repairs may be postponed to a time period which is least disruptive when repair is less critical and disruptive to public use.	Park Maintenance
Inspection	Spot inspections should be done on a daily basis. Specialty inspections should be done on a monthly basis.	Maintenance and Landscaping
Pruning	Frequency dictated primarily by species and variety of trees and shrubs. Length of growing season and design concept is also a controlling factor as are clipped hedges vs. natural styles. Timing is usually scheduled to coincide with low demand periods.	Landscaping Division
Floral Plantings	Normally extensive or unusual floral patterns are part of the design. These may include ground level beds, planters, or hanging baskets. Often multiple plantings are scheduled usually at least two blooming cycles per year. Maximum care of watering, fertilizing, disease control, disbudding and weeding is necessary. Weeding flowers and shrubs is done a minimum of once per week. The desired standard is essentially "weed free."	Landscaping Division
Restrooms	Not always a part of the design by where required will normally receive no less than once per day servicing. Especially high traffic areas may require multiple servicing.	Park Maintenance
Special Features	Features such as fountains, drinking fountains, sculptures, speaker systems, structural art, flag poles, or parking and crowd control devises may be part of the integral design. Maintenance requirements can vary drastically for this mode. It should be of the highest possible order.	Park Maintenance

Parks and Recreation Master Plan

MODE 2

Description- High level maintenance. Associated with well-developed park area with reasonably high visitation.

Qualified Sites -

- Civitan Park
- Harmon Park
- Kernersville Community House
- Kernersville Train Depot Area
- Kernersville Recreation Building
- Dudley Welcome Sign
- Cherry Street Welcome

Elements- (see following spreadsheets for further details)

Turf Care - mowing, aeration, reseeding/sodding, weed control, top dressing.

Fertilizer - fertilization of turf, shrubs, trees, and floral plantings.

Irrigation - automated or manual watering of turf, shrubs, trees, and floral plantings.

Litter Control - pick up and disposal of trash, receptacle service and cleaning.

Pruning - growth control for trees, shrubs, and floral plantings.

Disease & Insect Control - prevention, correction and management of disease and/or insects in turf, shrubs, trees, floral plantings and buildings by chemical or cultural methods.

Snow Removal - removal of snow, ice, and/or storm debris from roadways, parking areas, walkways, and amenities.

Lighting - cleaning, lamp replacement, and maintenance of security, field accent, and walkway lights.

Restrooms - when present should be maintained at least once per day as long as they are open to public use. High use may dictate two servicing or more per day.

Special features - should be maintained for safety, function, and high quality appearance as per established design.

Surfaces - sweeping, cleaning, washing, and maintenance of walkways, floors, and play surfaces.

Repairs - maintenance required by inspection or by schedule of facilities or equipment.

Inspection - visual and physical examination of a park, facility, shrubs, floral plantings, trees, equipment or component of the aforementioned to insure compliance, to insure safety, and good aesthetics to the area and proper operation.

Floral Plantings - watering, fertilizing, disease control, pruning, weeding, planting or removal of ornamental or flowering plants.

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Mode 2 Elements

Element	Mode Requirements	Division
Turf Care	Grass height mowed according to species and variety. Mowed at least once every five to seven working days. Aeration as required not less than two times a year. Reseeding and sodding when bare spots are present. Weed control should be practiced when there is an early visible problem or when weeds represent more than 5% of the total surface area. Some pre-emergent products may be used at this level.	Maintenance and Landscaping
Fertilizer	Adequate fertilizer level to ensure that all plant materials are healthy and growing vigorously. Amounts depend on species, length of growing season, soils and rainfall. Rates should correspond to the lowest recommended rates shown on the chart in Chapter 3. Distribution should ensure an even supply of nutrients over the entire year. Nitrogen, phosphorus and potassium percentage should follow local recommendations from the NC Corporate Extension Service.	Maintenance and Landscaping
Irrigation	Some type of irrigation system available. Frequency of use follows rainfall, temperatures, seasonal length, and demands of plant material.	Maintenance and Landscaping
Litter Control	Minimum of at least one time a day, five days a week. Trash receptacles should be large enough to hold trash generated throughout the day without overflowing.	Park Maintenance
Disease and Insect Control	Usually done as long as disease or insects are inflicting noticeable damage, reducing vigor of plant material or to be considered a bother to the public. Some preventative measure may be utilized such as systemic chemical treatments. Cultural prevention of disease problems can reduce time spent in this category. Some minor problems may be tolerated at this level.	Maintenance and Landscaping
Snow & Storm Debris Removal	Snow removed by noon the day following snowfall. Gravel or snow melt may be utilized to reduce ice accumulation.	Park Maintenance
Lighting	Replacement or repair of fixtures when observed or	Park Maintenance

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	reported as not working	
Surfaces	Should be cleaned, repaired, repainted, or replaced when appearance has noticeable deteriorated.	Park Maintenance
Repairs	Should be done whenever safety, function, or bad appearance is in question.	Park Maintenance
Inspection	Spot inspections should be done every second day. Specialty inspections should be done on a monthly basis.	Maintenance and Landscaping
Pruning	Usually done at least once per season unless species planted dictates more frequent attention. Sculptured hedges or growth species may require more frequent attention.	Landscaping Division
Floral Plantings	Normally no more complex than two blooming cycles per year. Care rotations of usually at least once per week except watering may be more frequent. Health and vigor dictate cycle of fertilization and disease control. Beds kept essentially weed free.	Landscaping Division
Restrooms	Maintained at least once per day as long as they are open to the public for use. High use may dictate two services per day. Servicing includes paper supplies, reasonably clean, and odorless.	Park Maintenance
Special Features	Should be maintained for safety, function, and high quality appearance as designed.	Park Maintenance

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MODE 3

Description- Moderate Level Maintenance. Associated with areas with low development or moderate use and visitation or with departments with budget restraints that cannot afford higher maintenance levels.

Qualified Sites - Old Kernersville Lake Park
Century Lake Park
Gralin Street Park
Union Cross Welcome Site
Main St Welcome Site

Elements- (see following spreadsheets for further details)

Turf Care - mowing, aeration, reseeding/sodding, weed control, top dressing.

Fertilizer - fertilization of turf, shrubs, trees, and floral plantings.

Irrigation - automated or manual watering of turf, shrubs, trees, and floral plantings.

Litter Control -pick up and disposal of trash, receptacle service and cleaning.

Pruning - growth control of trees, shrubs, and floral plantings.

Disease & Insect Control - prevention, correction and management of disease and/or insects in turf, shrubs, trees, floral plantings and buildings by chemical or cultural methods.

Snow Removal - removal of snow, ice, and/or storm debris from roadways, parking areas, walkways, and amenities.

Lighting - cleaning, lamp replacement, and maintenance of security, field accent or walkway lights.

Surfaces - sweeping, cleaning, washing, and maintenance of walkways, floors and play surfaces.

Repairs - maintenance required by inspection or by schedule of facilities or equipment.

Inspection - visual and physical examination of a park, facility, shrubs, floral plantings, trees, equipment or component of the aforementioned to insure compliance, safety, and good aesthetics to the area, and proper operation.

Floral Plantings - watering, fertilizing, disease control, pruning, weeding, planting or removal of ornamental or flowering plants.

Restrooms - cleaning, servicing, stocking of materials, and sanitizing of public facilities.

Special Features - repairs and preventative maintenance for support features within a park, such as water fountains, or for amenities that fall outside of the normal realm of facilities within a park system such as spray parks, lake sports, skate parks, ropes courses, etc.

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Mode 3 Elements

Element	Mode Requirements	Division
Turf Care	Cut once every 7-10 working days. Normally not aerated unless turf quality indicates a need or in anticipation of an application of fertilizer. Reseeding or sodding done only when major bare spots appear. Weed control measures normally used when 50% of small areas are weed infested or general turf quality is 15% or more of the surface area.	Maintenance and Landscaping
Fertilizer	Applied only when turf vigor seems to be low. Low level application done on a once per year basis. Rate suggested is one half the level recommended on the chart provided in Chapter 3 for species and variety.	Maintenance and Landscaping
Irrigation	Dependents on climate. Rely on natural rain patterns. Sites with required irrigation of sites may depend on manual or automatic systems. Automatic systems may schedule programmed setting. Manual irrigations will require two to three waterings per week.	Maintenance and Landscaping
Litter Control	Minimum of at least 2-3 times per week. High use may dictate higher levels during warm seasons.	Park Maintenance
Disease and Insect Control	Done only on epidemic or serious complaint basis. Control measures may be put into effect when the health or survival of the plant material is threatened or where public comfort is concerned.	Maintenance and Landscaping
Snow & Storm Debris Removal	Snow removed by noon the day following snowfall. Some crosswalks or surfaces may not be cleared.	Park Maintenance
Lighting	Replacement or repair of fixtures when observed or reported as not working	Park Maintenance
Surfaces	Cleaned on complaint basis. Repaired or replaced as budget allows.	Park Maintenance
Repairs	Should be done whenever safety or function is questioned.	Park Maintenance
Inspection	Spot inspections should be done weekly. Specialty inspections should be done on a monthly basis.	Maintenance and Landscaping
Pruning	When required for health or reasonable appearance. With most tree and shrub species this would not be more frequent than once every two or three years.	Landscaping Division

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Floral Plantings	Only perennials or flowering trees or shrubs.	Landscaping Division
Restrooms	When present, serviced a minimum of 5 times a week or in some locations more often.	Park Maintenance
Special Features	Minimum allowable maintenance for features present with function and safety in mind.	Park Maintenance

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MODE 4

Description- Moderately low level. Usually associated with low level development, remote parks, or low visitation.

Qualified Sites - Hopkins Road lot
Parks Chevrolet lot
Graves Street
Gralin Street

Elements- (see following spreadsheets for further details)

Turf Care - mowing, aeration, reseeding/sodding, weed control, top dressing.

Fertilizer - fertilization of turf, shrubs, trees, and floral plantings.

Irrigation - automated or manual watering of turf, shrubs, trees, and floral plantings.

Litter Control - pick up and disposal of trash, receptacle service and cleaning

Pruning - growth control of trees, shrubs, and floral plantings.

Disease & Insect Control - prevention, correction and management of disease and/or insects in turf, shrubs, trees, floral plantings and buildings by chemical or cultural methods.

Snow Removal - removal of snow, ice, and/or storm debris from roadways, parking areas, walkways, and amenities.

Lighting - cleaning, lamp replacement, and maintenance of security, field accent or walkway lights.

Surfaces - sweeping, cleaning, washing, and maintenance of walkways, floors, and play surfaces.

Repairs - maintenance required by inspection or by schedule to facilities or equipment.

Inspection - visual and physical examination of a park, facility, shrubs, floral plantings, trees, equipment or component of the aforementioned to insure compliance, safety, and good aesthetics to the area and proper operation.

Floral Plantings - watering, fertilizing, disease control, pruning, weeding, planting or removal of ornamental or flowering plants.

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Mode 4 Elements

Element	Mode Requirements	Division
Turf Care	Low frequency mowing. Weed control limited to legal requirements of noxious weeds.	Maintenance and Landscaping
Fertilizer	None.	Maintenance and Landscaping
Irrigation	None.	Maintenance and Landscaping
Litter Control	Once per week or less. Complaints may increase level of service.	Park Maintenance
Disease and Insect Control	None except where epidemic and epidemic condition threatens resources or public.	Maintenance and Landscaping
Snow & Storm Debris Removal	None except major access ways or active parking areas.	Park Maintenance
Lighting	Replacement or repair of fixtures when observed or reported as not working.	Park Maintenance
Surfaces	Cleaned on complaint basis. Repaired or replaced as budget allows.	Park Maintenance
Repairs	Should be done whenever safety or function is questioned.	Park Maintenance
Inspection	Once per month.	Maintenance and Landscaping
Pruning	No regular trimming. Safety or damage from weather may dictate actual work schedule	Landscaping Division
Floral Plantings	None. May have wild flowers, perennials, flowering trees, or shrubs.	Landscaping Division
Restrooms	When present, serviced a minimum of 5 times a week.	Park Maintenance
Special Features	Minimum allowable maintenance for features present with function and safety in mind.	Park Maintenance

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MODE 5

Description - High Visitation Natural areas. Usually associated with large regional parks or urban areas with high visitation. Size and or user frequency may dictate resident staff. Road, trails, and pathways which are well developed. Other facilities at strategic locations such as entries, trail heads, buildings, and parking lots.

Qualified Sites - Interchange Business 40 & Hwy 66
Interchange Business 40 & South Main St.
Interchange I-40 & Hwy 66
Eventual Greenway Systems

Elements - (see following spreadsheets for further details)

Turf Care - mowing, aeration, reseeding/sodding, weed control, top dressing.

Fertilizer - fertilization of turf, shrubs, trees, and floral plantings.

Irrigation - automated or manual watering of turf, shrubs, trees, and floral plantings.

Litter Control - pick up and disposal of trash, receptacle service and cleaning.

Pruning - growth control of trees, shrubs, and floral plantings.

Disease & Insect Control - prevention, correction and management of disease and/or insects in turf, shrubs, trees, floral plantings and buildings by chemical or cultural methods.

Snow Removal - removal of snow, ice, and/or storm debris from roadways, parking areas, walkways, and amenities.

Lighting - cleaning, lamp replacement, and maintenance of security, field accent or walkway lights.

Surfaces - sweeping, cleaning, washing, and maintenance of walkways, floors and play surfaces.

Repairs - maintenance required by inspection or by schedule to facilities or equipment.

Inspection - visual and physical examination of a park, facility, shrubs, floral plantings, trees, equipment or component of the aforementioned to insure compliance, safety, and good aesthetics to the area and proper operation.

Floral Plantings - watering, fertilizing, disease control, pruning, weeding, planting or removal of ornamental or flowering plants.

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Mode 5 Elements

Element	Mode Requirements	Division
Turf Care	Normally not mowed except grassed parking lots, approaches to buildings or road shoulders.	Maintenance and Landscaping
Fertilizer	None.	Maintenance and Landscaping
Irrigation	None.	Maintenance and Landscaping
Litter Control	Based on visitation.	Park Maintenance
Disease and Insect Control	Done only to ensure safety or when problem seriously discourages public use.	Maintenance and Landscaping
Snow & Storm Debris Removal	None except major access ways or active parking areas.	Park Maintenance
Lighting	Replacement or repair of fixtures when observed or reported as not working	Park Maintenance
Surfaces	Cleaned on complaint basis. Repaired or replaced as budget allows.	Park Maintenance
Repairs	Should be done whenever safety or function is questioned.	Park Maintenance
Inspection	None.	Maintenance and Landscaping
Pruning	Done only for Safety.	Landscaping Division
Floral Plantings	None introduced except at special locations such as interpretive buildings, headquarters, etc. No regular maintenance	Landscaping Division
Restrooms	When present, serviced a minimum of 5 times a week.	Park Maintenance
Special Features	Minimum allowable maintenance for features present with function and safety in mind.	Park Maintenance

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MODE 6

Description - Minimum maintenance level. Low visitation natural areas or natural urban parks such as preserves.

Qualified Sites - None at the present time.

Elements - (see following spreadsheets for further details)

Turf Care - mowing, aeration, reseeding/sodding, weed control, top dressing.

Fertilizer - fertilization of turf, shrubs, trees, and floral plantings.

Irrigation - automated or manual watering of turf, shrubs, trees, and floral plantings.

Litter Control - pick up and disposal of trash, receptacle service and cleaning

Pruning - growth control of trees, shrubs, and floral plantings.

Disease & Insect Control - prevention, correction and management of disease and/or insects in turf, shrubs, trees, floral plantings and buildings by chemical or cultural methods.

Snow Removal - removal of snow, ice, and/or storm debris from roadways, parking areas, walkways, and amenities.

Lighting - cleaning, lamp replacement, and maintenance of security, field accent or walkway lights.

Surfaces - sweeping, cleaning, washing, and maintenance of walkways, floors and play surfaces.

Repairs - maintenance required by inspection or by schedule to facilities or equipment.

Inspection - visual and physical examination of a park, facility, shrubs, floral plantings, trees, equipment or component of the aforementioned to insure compliance, safety, and good aesthetics to the area and proper operation.

Floral Plantings - watering, fertilizing, disease control, pruning, weeding, planting or removal of ornamental or flowering plants

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Mode 6 Elements

Element	Mode Requirements	Division
Turf Care	Not mowed.	Maintenance and Landscaping
Fertilizer	None.	Maintenance and Landscaping
Irrigation	None.	Maintenance and Landscaping
Litter Control	On demand.	Park Maintenance
Disease and Insect Control	No control except for epidemic and safety situations.	Maintenance and Landscaping
Snow & Storm Debris Removal	None except for strategic roads and parking lots.	Park Maintenance
Lighting	Replacement on complaint basis.	Park Maintenance
Surfaces	Serviced when safety is a concern.	Park Maintenance
Repairs	Should be done whenever safety or function is questioned.	Park Maintenance
Inspection	Once per month.	Maintenance and Landscaping
Pruning	Done only for safety.	Landscaping Division
Floral Plantings	None.	Landscaping Division
Restrooms	When present, serviced a minimum of 5 times a week.	Park Maintenance
Special Features	Minimum allowable maintenance for features present with function and safety in mind.	Park Maintenance

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Part 3 - Findings and Recommendations

The Kernersville Parks and Recreation Department currently consists of eight (8) full-time employees and thirteen (13) seasonal/part-time employees. The department has had roughly the same number of employees for the past ten years despite the increase in programs, acreage, change of facility, and operations. The department has virtually outgrown the staff and it is with the implementation of policy and procedures that ensures staff efficiency. However, through the additions of greenways, parks, facilities, and demand on services the department will be too large to manage without additional staff.

Listed below are staffing recommendations for each component of the department. These recommendations have been created as short term and long term goals.

Administration

Current staff members include: Parks and Recreation Director, Administrative Support Assistant, Marketing and Community Relations Specialist, Recreation Program Supervisor, and Parks Maintenance Supervisor.

Short Term:

- 1) Authorize the current part-time Administrative Support Assistant to full-time status. The position has high turnover due to its current part-time status. The position has gained several employee related duties such as cashiering and time card sign off. This position is also the only Town position that serves the general public that is not full-time. It is important to the growth of the department that this position becomes a full-time position.

Long Term:

- 1) As the Recreation Center comes online and additional programming staff is added, the Recreation Program Supervisor position will need to advance to a Recreation Superintendent position. With the addition of this position the Recreation Division can be managed through one position without being too overworked to do so.
- 2) As greenways, facilities, new parks, and additional staff come online there will be a need to create a Parks Superintendent position for the Parks Maintenance Division.

Recreation Division

Current staff members include: Recreation Program Supervisor, Athletic Coordinator, Softball Field Supervisor, Camp Counselors and Night-time Center Attendant.

Short Term:

- 1) Authorize the current part-time Athletic Coordinator to full-time status. The number of athletic programs offered through the department and the amount of work needed to implement this is greater than the time allotted for this position.

Long Term:

- 1) Additions of a Special Events Coordinator who will plan, organize, and implement fifteen (15) current community wide special events.

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- 2) Promotion of the Athletic Coordinator to Athletic Supervisor who will overlook all leagues and athletic offerings.
- 3) Addition of a Recreation Center Supervisor to coordinate all services, programs, schedules, and facility uses of the Recreation Center when it come online for the department.
- 4) Additional support staffing for each new position for front line work and duties (see organizational chart).

Maintenance Division

Current staff members include: Park Maintenance Supervisor, 3 Park Maintenance workers, Landscape Specialist.

Short Term:

- 1) Create a Park Maintenance Superintendent position. There is current justification according to a recently completed Town salary survey study to justify this move. As facilities expand and park maintenance workers are given supervisory roles of their respective groups, a Superintendent is necessary in order to manage the division and report to administration.
- 2) Give supervisory responsibilities and titles to each park maintenance worker for their roles within the division.

Long Term:

- 1) Add additional full-time park maintenance workers under each subcomponent of the division (special projects, modes, landscaping, and turf management). With the additions of greenways, joint use agreements, new parks, and facilities coming online it is important that the department have the staffing upfront to handle the increasing workload. (See Organizational Chart for details)

Marketing Division

Current staff members include: Marketing & Community Relations Specialist

Short Term: None

Long Term:

- 1) Add a new position entitled Online Media Coordinator. This position will be responsible for all the department's online accounts. They will update the Town website, blogs, social media, and email lists. This currently is handled by Marketing & Community Relations Specialist but as services increase there will be a high time demand in this area.

APPENDIX A

Site Furnishings & Lighting

Site Furnishings

Site furnishings include a variety of outdoor equipment provided to increase the level of human comfort and involvement in exterior landscape spaces. Furniture items typically identified at parks include benches, trash receptacles, tables, bicycle racks, bollards, access control gates, play equipment, picnic facilities and signage, and lighting.

The following principals apply to all types of site furniture:

- Site furniture should be highly visible to encourage its use, but integrated into the physical setting. It should be located to take advantage of visual elements such as landscaping, buildings, walls, or views whenever possible.
- Site furniture must be sturdily built and either securely anchored to the paved surface or of sufficient weight to ensure its safe use and deter vandalism or theft.
- Site furniture must be located to take advantage of shade, windbreaks, wind direction, and drainage to ensure comfort of users.
- Site furniture placement must consider nighttime use and safety (particularly lighting), adjacent activity level, and visibility.
- Site furniture design and placement must comply with accessibility standards.

Site furniture should be placed at all facilities to promote and improve park patronage. The number of individual facilities used must be determined when implementing any improvement program. Using standard designs for various elements is encouraged to simplify the maintenance and replacement of furnishings.

Furnishings for which the Park and Recreation Department should implements standard designs Includes but is not limited to the following:

- Park identification signage
- Directional signage and kiosks
- Benches
- Trash receptacles
- Picnics tables and support facilities (water fountains, grills etc.)
- Bollards (stationary and removable)
- Athletic support equipment (basketball goals, tennis nets, soccer goals volleyball nets)
- Bike racks
- Lighting (sports, roads, parking, pedestrian, security, building exterior specialty)

Lighting

Outdoor lighting for park facilities includes providing lights for sports fields and courts, increasing visibility for safe vehicular and pedestrian movement, highlighting site features such as plazas, fountains, sculptures and buildings, expanding the period of use for outdoor programs and enhancing security. The following principles apply to the design of pedestrian, vehicular, building, and specialty lighting:

- All outdoor lighting projects for park facilities should carefully consider any adverse effects it may have on adjacent property owners or another activity area within the park. A goal for the department should be to reduce or eliminate unnecessary light pollution or spillover to acceptable and safe levels.

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- Sports lighting should be designed to accommodate the level of play programmed for the facility. Determining the lighting level or number of foot-candles should be based on variables such as the type of sport/activity, age of players, field size and layout, and space limitations unique to the site.
- All lights should use energy-efficient light sources, photocells, and timers to conserve energy and prolong lamp life. Light fixtures should be spaced evenly to achieve desired levels of lighting based upon the manufacturer's photometric diagrams and electrical designers input.
- Placement of security lighting must be considered with all future park improvements. Locations include parking areas, building entrances, pedestrian circulation routes, service areas and park entrances.
- The number of fixtures should be increased to provide better illumination at potentially hazardous locations such as steps, intersections, and remote parking areas.
- Planting may be necessary to block light spillover. However, plant materials should be located and maintained by pruning to avoid blocking light where it is intended. Lighting and planting designs should be coordinated to optimize illumination and minimize conflicts with surrounding uses.
- Maintenance staff should periodically perform a night survey of lighting to determine where additional lighting may be needed and to locate non-functioning lights.
- When appropriate, outdoor specialty lighting should be used to accent plant material, building facades, building entrance, signs, sculptures, and other special hardscape features. In many instances specialty lighting can also improve security and safety at a site.

APPENDIX B

Partnership Opportunities

This Master Plan recommends the creation of more partnerships between other government agencies and non-profit entities. All types of partnerships can be formed with public, quasi-public, or private entities. The Kernersville Park and Recreation Department currently utilizes several such arrangements and has potential for additional opportunities in the following areas:

Town / Schools Partnerships: The Department should seek a greater alliance with the schools for developing facilities and sharing of resources.

Town /Neighborhood Partnerships: These should be explored to manage and develop community or neighborhood parks through the creation of park ambassador programs and adopt-a-park programs. Civic organizations, local housing authority and local churches could act as the facilitators/brokers for assembling partnerships.

Town /Non-Profit Program Development: This partnership type would stress development of specific niche program areas. Local recreation foundations, YMCA, and other agencies could be partners with which to create strategic alignments.

Town /Private Sector Partnerships: The Town should consider using private funds to develop special use facilities on Town property with the public agency leasing it to the developer on a long-term basis. During the period of the lease, the developer would return a portion of the revenue to the public agency and at the end of the lease the facility would revert to the public agency's ownership. Examples are aquatic parks, concession facilities, gift shops, preschools, daycare facilities, and qualified day camps.

Town /Private Sector Concession Arrangements: When opportunities arise, the Town should consider building and owning some revenue producing facilities, which would be operated by a private concessionaire. The concessionaire would keep a percentage of all receipts and pay all expenses for operation of the facility.

Town /Private Sector Service Contracts: These should be considered in each budget cycle for managing parks and recreation services. These partnership services can include management of recreation facilities, mowing, landscaping, tree maintenance, construction management, marketing, information technologies, cleaning services, trash removal, and facility management. The Town has used this type of partnership and will most likely use it actively in the future.

Town /Regional Hospital Partnerships: The Department could seek partnerships with the regional and local hospitals and clinics for the development of health-related facilities such as fitness areas in recreation centers, game field facilities, and therapy pools.

Town /Trail Partnerships: developing relations with neighborhood associations, schools, non-profit businesses, and other entities could enhance trail construction and maintenance.

APPENDIX C

Alternative Key Funding & Revenues

The following are some examples of alternative funding sources to assist the Town in evaluating how they can fund the recommended **capital improvements** of the master plan.

Hospitality Tax

In addition to property taxes, the Town could use a hospitality tax (placed on prepared meals/beverages served) to generate funds for recreation. The funds must be used for promotion of tourism and many communities in the state are using the tax for park and recreation projects.

Capital Projects Sales Tax

This sales tax is enacted by approval of a Townwide referendum. The tax must be used for a specific purpose, must not last more than seven years after the date of imposition, and may collect a limited amount of revenue. This sales tax can be used for recreational facilities.

Corporate Sponsorships

This revenue-funding source allows corporations to invest in the development or enhancement of new or existing facilities in park systems. Sponsorships are also highly used for programs and events.

Partnerships

Partnerships are a joint development funding source or an operational funding source between two separate agencies, such as two government entities, a non-profit and a Town department, or a private business and a Town agency. Two partners jointly develop revenue producing park and recreation facilities and share risk, operational costs, responsibilities, and asset management based on the strengths and weaknesses of each partner.

Foundation/Gifts

These dollars are raised from tax-exempt, non-profit organizations established with private donations in promotion of specific causes, activities, or issues. They offer a variety of means to fund capital projects, including capital campaigns, gifts catalogs, fundraisers, endowments, sales of items, etc.

Intermodal Transportation and Efficiency Act – Forsyth County MPO

This funding program, commonly called TEA-21 Grants was authorized by the Federal Government in 1991. Funds are distributed through the state to the Forsyth County DOT for the Metropolitan Plan Ordinance. There are several million dollars in enhancement revenues available for transportation related projects, including bicycle and pedestrian trails, rail depot rehabilitation, landscaping, and beautification projects.

Recreation Service Fees

This is a dedicated user fee, which can be established by local ordinance or other government procedure for the purpose of constructing and maintaining recreation facilities. The fee can apply to all organized activities, which require a reservation of some type, or other purposes as defined by the local government. Examples of such activities include adult basketball, volleyball, and softball leagues, youth baseball, soccer, and softball leagues, and special interest classes. The fee allows participants an opportunity to contribute toward the upkeep of the facilities being used.

Parks and Recreation Master Plan

Annual Appropriation/Leasehold Financing

This is a more complex financing structure which requires use of a third party to act as issuer of the bonds, construct the facility and retain title until the bonds are retired. The Town enters into a lease agreement with the third party, with annual lease payments equal to the debt service requirements. The bonds issued by the third party are considered less secure than general obligation bonds of the Town and therefore, more costly. Since a separate corporation issues these bonds, they do not impact the Town's debt limitations and do not require a vote. However, they also do not entitle the Town to levy property taxes to service the debt. The annual lease payments must be appropriated from existing revenues.

Interlocal Agreements

Contractual relationships entered into between two or more local units of government and/or between a local unit of government and a non-profit organization for the joint usage/development of sports fields, regional parks, or other facilities.

Land Trust

Many counties have developed land trusts to help secure and fund the cost for acquiring land that needs to be preserved and protected for greenway purposes. This could be a good source to look to for acquisition of future lands.

Establish a Linear Park / Greenway Utility

Linear park/greenway utilities are used to finance acquisition of greenways and development of the greenways by selling the underground development rights for the fiber optic types of businesses.

Naming Rights

Many cities and counties have turned to selling the naming rights for new buildings or renovation of existing buildings and parks for the development cost associated with the improvement.

Private Developers

These developers lease space from Town-owned land through a subordinate lease that pays out a set dollar amount plus a percentage of gross dollars for recreation enhancements. These could include restaurants, sports complexes, equestrian facilities, recreation centers and ice arenas.

Licensing Rights

This revenue source allows the Town to license its name on all resale items that private or public vendors use when they sell clothing or other items with Town's name on it. The normal licensing fee is 6 to 10% of the cost of the resale item.

Capital Improvement Fees

These fees are on top of the set user rate for accessing facilities such as golf, recreation centers and pools to support capital improvements that benefit the user of the facility.

Merchandising Sales

This revenue source comes from the public or private sector on resale items from gift shops and pro shops for either all of the sales or a set gross percentage.

Concession Management

Concession management is from retail sales or rentals of soft goods, hard goods, or consumable items. The Town either contracts for the service or receives a set of the gross percentage or the full revenue dollars that incorporates a profit after expenses.

Parks and Recreation Master Plan

Friends Associations / "Friends of the Park"

These groups are formed to raise money typically for a single focus purpose that could include a park facility or program that will better the community as a whole and their special interest.

Advertising Sales

This revenue source is for selling tasteful and appropriate advertising on park and recreation related items such as in the Town's program guide, on scoreboards, dasher boards and other visible products or services that are consumable or permanent that exposes the product or service to many people.

Irrevocable Remainder Trusts

These trusts are set up with individuals who typically have more than a million dollars in wealth. They will leave a portion of their wealth to the Town in a trust fund that allows the fund to grow over a period of time and then is available for the Town to use a portion of the interest to support specific park and recreation facilities or programs that are designated by the trustee.

Life Estates

This source of money is available when someone wants to leave their property to the Town in exchange for them to live on their property until their death. The Town usually can use a portion of the property for park purposes and then all of it after the person's death. This revenue source is very popular for individuals who have a lot of wealth and their estate will be highly taxed at their death and their children have to sell off their property because of probate costs. This allows the person to receive a good tax deduction yearly on their property while leaving a life estate. It is good for the Town because they do not have to pay for the land.

Catering Permits and Services

This is a license to allow caterers to work in the park system on a permit basis with a set fee or a percentage of food sales returning to the Town. Also many cities have their own catering service and receive a percentage of dollars off the sale of their food.

Parks and Recreation Master Plan

APPENDIX D

Master Plan

09.24.2010

