

LEWISVILLE TOMORROW

Foundation for the Future

PARK, RECREATION, AND CULTURAL PLAN

OCTOBER 2021



ACKNOWLEDGMENTS

Thank you to the citizens of the town of Lewisville who participated in the public meeting process, the many groups that made this plan possible, and those who contribute to Lewisville's parks and greenways.

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1. INTRODUCTION

THE PURPOSE OF THIS PLAN

Welcome to the Lewisville Tomorrow Parks, Recreation & Cultural Development Plan. This plan aims to help Lewisville better serve its citizens through parks, open space, and recreation opportunities. Lewisville started planning for the future of the parks system in 2015, when the Lewisville Comprehensive Plan was published. Lewisville Tomorrow was commissioned in 2021 to progress and update the previous Comprehensive Plan, and this Parks, Recreation & Cultural Development Plan (or Parks Plan for short) is an important chapter of the larger Comprehensive Plan. As Lewisville grows and expands during this planning period, the Parks Plan will help guide the Public Works Department and Park Board in the quest to promote healthy lifestyles and provide recreation space to the citizens of Lewisville.

This plan identifies the existing features within Lewisville today, and presents various recommendations that consider future needs. It addresses the quality of recreation by analyzing the type and distribution of recreation facilities and recommending additions and renovations. The Parks Plan also addresses quantity and quality of parks by making recommendations for new parks that will improve level of service to the community. Maintenance, budgets, and department organization are important pieces of the puzzle. Together, these recommendations will help Lewisville provide a healthy and robust Parks and Recreation system for years to come.

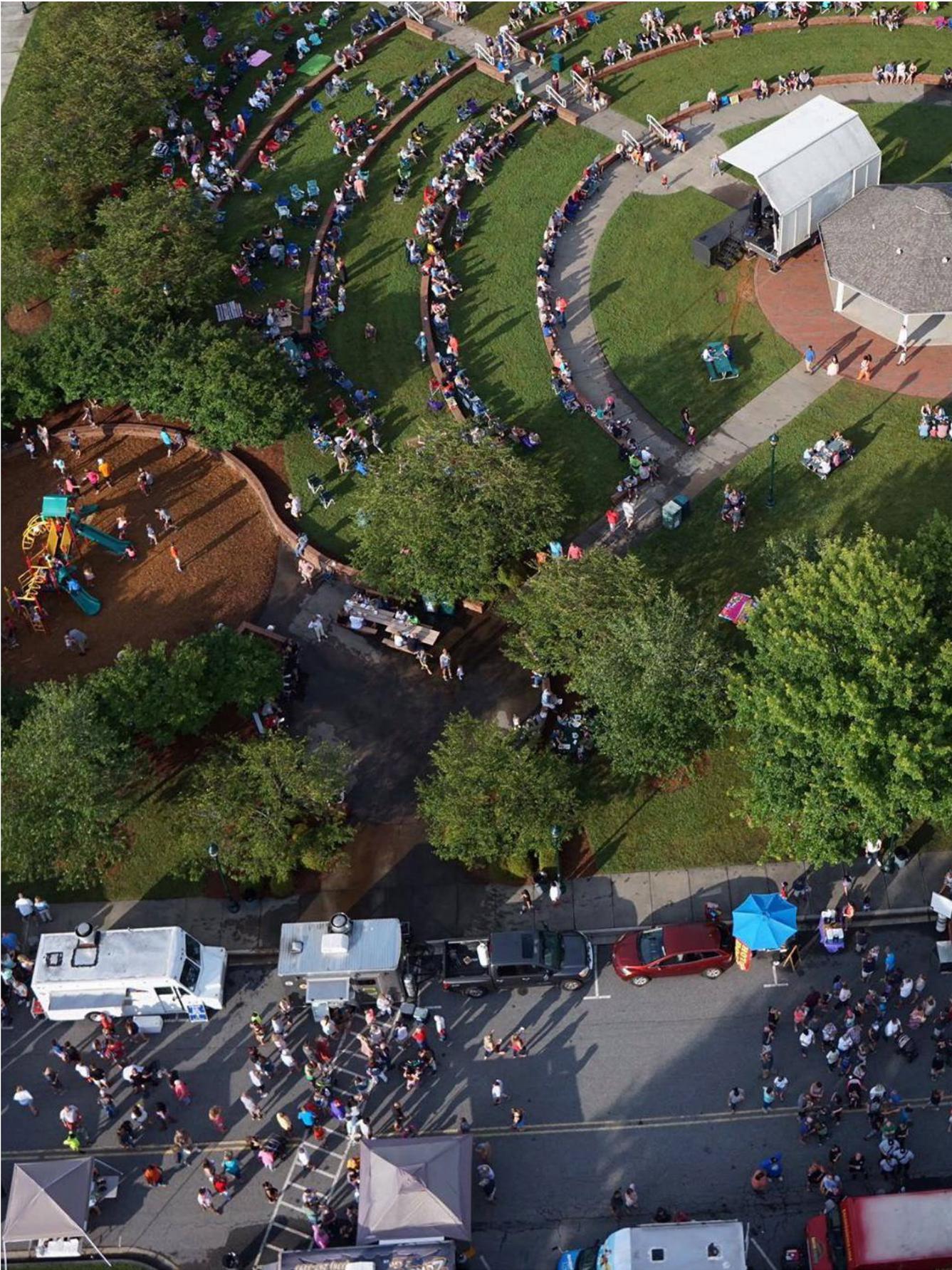
This Parks, Recreation, and Cultural Development Plan is organized into four primary chapters:

- The System Today chapter presents an analysis of the existing Parks and Recreation facilities in Lewisville as well as the demographics. This information was used to establish a baseline of existing conditions in Lewisville today.
- The Needs Analysis shares the national data used to analyze the appropriate amount of park land and facilities to serve the population of Lewisville. National trends were also examined and leveraged to anticipate changing needs in recreation.
- The Vision section presents the park renovations, new parks, recreation facilities, and programs recommended in this plan.
- The Implementation chapter provides guidance and steps required to implement the ideas proposed in this plan. For a summary of all plan recommendations, see page 55.

GUIDING DOCUMENTS

This plan and the Lewisville Tomorrow comprehensive plan don't exist in a vacuum. Many planning documents were referenced to inform and guide the Parks Plan.

- » Lewisville Comprehensive Plan (2015)
- » Greenway and Pedestrian Connections Plan (2011)
- » Northeast Area Plan (2018)
- » Winston-Salem Greenway Plan Update (2012)



Shallowford Square from above / Town of Lewisville

WHY DO WE NEED PARKS AND RECREATION?

Parks and Recreation areas are an essential Town function that provides countless value to its citizens. This document provides an overview of why parks, greenways, and recreation spaces are so important to a community. It also provides specific recommendations for improving or adding new amenities, parks, and trails. Investing in these areas will require significant resources so it is important for the Town to continue to plan for the future.



Sidewalk in Joanie Moser Park

HEALTHY LIFESTYLE

A community that prioritizes parks, playgrounds, trails, and community open space understands the direct relationship those facilities and spaces have on the community's quality of life. Ensuring this quality of life requires proper planning of these facilities to promote and strengthen a productive sense of community. The Trust for Public Land states that according to the Center for Disease and Control, "only 25 percent of American adults engage in recommended levels of physical activity, and 29 percent engage in no leisure-time activity at all. This sedentary lifestyle is contributing to an increased incidence of obesity along with obesity-related diseases, such as high blood pressure, diabetes, congestive heart failure, and stroke." Quality outdoor spaces serve as a foundation to the social, economic, and mental health of communities providing an environment that promotes healthy activities.

A SENSE OF COMMUNITY

Communities that lack adequate park space typically report a lack of a sense of community. Once considered amenities, parks, trails, and community open space are now evaluated as vital components to a healthy community. They provide space to relax, exercise, and gather together. As the Lewisville area continues to grow, it will be even more vital to the health of the community to continue to place a high level of importance on these facilities in an effort to enhance what makes the Lewisville community unique. Among the priorities of Parks and Recreation planning is the ability for residents to access these facilities. The quality of a park, in addition to the standard performance criteria, must be evaluated by the number of residents that have the means to access that park. A community can spend millions of dollars on a park or greenway facility, but if a majority of the community cannot feasibly access it, the overall impact is reduced.

In addition to parks, greenways and trails play a significant role in the health of the community. These facilities support an active lifestyle and provide alternate means of transportation. When planned well, greenways can be used by a significant number of people and will eventually lead to reduced traffic congestion, a well-connected community, and healthier citizens. The community has made significant strides to create meaningful connections, and this is especially important as new greenway trails are built.



IMPROVED QUALITY OF LIFE

Parks and greenway facilities have been studied for years and have consistently reported a number quality of life benefits. These benefits directly correlate to a healthier and more vibrant community. Some of the benefits include:

- » Encouraging healthier and more active lifestyles
- » Reducing mental stress
- » Supporting play, social skills, and brain development
- » Promoting the social health of the community
- » Promoting community involvement and cohesiveness
- » Reducing air pollution and increased temperatures

Additionally, properly planned greenways act as alternate mode of transportation reducing vehicle travel, congestion, and improve air quality.

COMMUNITY SPOTLIGHT

Greenville, SC is an example of great park investments and returns. The Town removed a four-lane highway and replaced it with a 355-foot suspension pedestrian bridge, putting the focus back on pedestrians and opening up downtown's most important natural asset. Falls Park opened in September 2004 and proved to be a catalyst for South Main Street and in the West End. With a \$13-million investment by the Town, the park helped spur more than \$100 million in private investment within two years.

ADDED VALUE TO THE COMMUNITY

Communities receive direct value by having quality parks and greenway facilities. Investing significant public capital dollars for parks and greenways implementation and maintenance is often challenging. Communicating these direct benefits is essential for appropriate capital funding and planning so communities can holistically plan and evaluate capital spending each year.

- » **Higher property values.** National research shows that properties within 500 feet of an excellent park increase in value by approximately 15%. Additionally, national data indicates that the closer a property is to a quality greenway trail, the higher its value.
- » **Employment return-on-investment.** Parks and greenways are job creators. The Trust for Public Land indicates that 8.96 jobs are created for every \$1 million spent.
- » **Fiscal return-on-investment.** The Trust for Public Land indicates that, on average, municipalities across the country see a return of \$7 for every \$1 spent, (e.g., If the community spends \$1 million on a new park, based on national averages, they could see a return on that investment of \$7 million). Due to the size of Lewisville and the growth rate, the return on that investment would take longer than a larger Town; however, there is an immediate return on quality of life benefits in the interim.



Falls Park, Greenville, SC /Ashutosh Karanjkar

2. THE SYSTEM TODAY

To successfully establish a plan for Lewisville's parks tomorrow, we must first understand where we are today. At the time of this plan, Lewisville has three main parks, a community center, and a new community center under construction. In this chapter, we will examine the facilities, existing conditions, and current uses of the Parks and Recreation system. This analysis will help to inform the way we grow in the future.



Decorative planter at the corner of Shallowford Square, Lewisville, NC

PARK SERVICE MAP

The Town of Lewisville provides two main parks today. At only two acres, Shallowford Square is classified as a mini park, but it packs lots of amenities into a small space. It is centrally located in downtown Lewisville. Jack Warren Park is located down the road. At around 30 acres, it is classified as a community park and provides a multi-use field, playground, and walking trail.

Lewisville also has G. Galloway Community Center located downtown near the library and Town Hall. A new community center is being built at the time of this plan near Jack Warren Park. Other notable sites include the Great Wagon Road memorial site, which is located across the street from Shallowford Square. This area has a covered wagon viewing area and educational text about the history of the Great Wagon Road. At Town Hall there is a small garden with a walking path and bench.

Forsyth County provides one park in Lewisville, Joanie Moser Memorial Park. Located across the street from Jack Warren Park, it provides most of the sports facilities in Lewisville, including tennis, baseball, basketball, and volleyball.

Forsyth County provides several other parks nearby. Old U.S. 421 River Bridge Park is located on the Yadkin River immediately outside of Lewisville. It is a small (1.5 acre) passive park with playgrounds, river access, and walking trails. Jamison Park is a 35-acre park about two miles east of Town and provides shelters, a playground, access to Muddy Creek Greenway, and Meadowlark Dog Run. Tanglewood Park is a 1,147-acre regional park about five miles south. Another dog park is located here, as well as sports facilities and a pool. C.G. Hill Memorial Park is a 185-acre passive park about four miles north of Town with walking trails and shelters.

Winston-Salem has a robust park system as well. Many of the City's parks are too far away for easy access for Lewisville citizens. However, Shaffner Park is their most western park and is only about a 20-minute drive from downtown Lewisville.

Private recreation sites in Lewisville include Northwest Forsyth Little League Park, West Central Community Center Youth Basketball League, and Shallowford Lakes pool and tennis club. These sites provide local sports and recreation facilities but are not publicly accessible. See the appendix for a table of recreation providers.

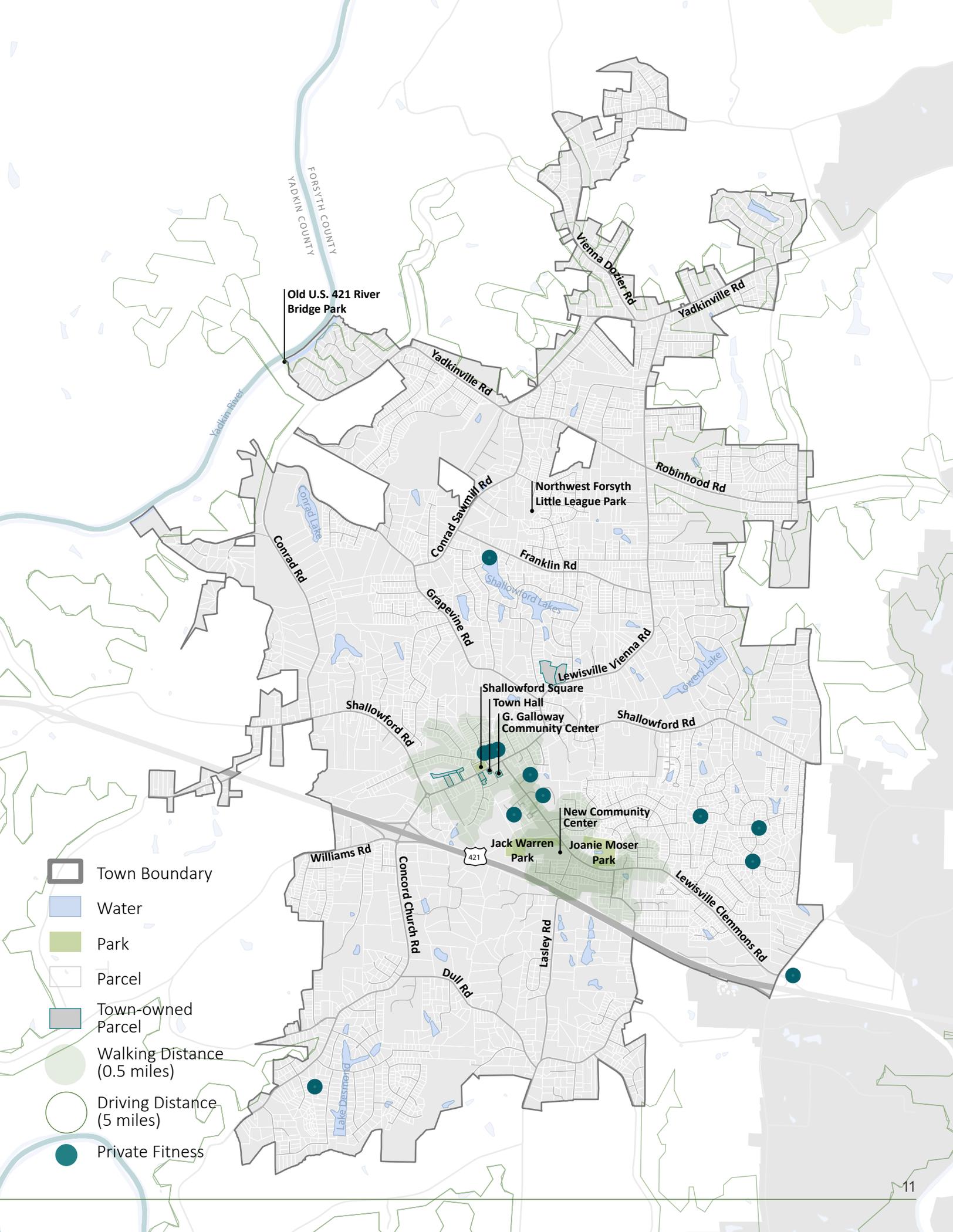
The map on page 11 depicts the service area of parks in Lewisville. The area that each park serves depends on the size and activities provided by that park. For more information on park types and service areas, see page 28. All three parks in Lewisville are centrally located and are less than one mile from each other. This is convenient for many citizens but some neighborhoods not having this same close proximity and access to these facilities may feel neglected. Jamison Park, C.G. Hill Memorial Park, and Old U.S. 421 River Bridge Park are close enough to provide easy access for a few Lewisville residents. Providing easy, equitable access to all residents is a goal of this plan. See page 37 for the park service map planned for Lewisville Tomorrow.

Demographic data shows that the population of Lewisville has grown 6.1% since 2010. The largest population densities are centrally located between Shallowford Road and US 421, but the outer areas are growing the quickest. The areas with the most diverse population are located in the northernmost and southernmost parts of town. The median age of Lewisville is significantly higher than North Carolina as a whole (46.9 years). See the *Community Characteristics report* for more data.



River access at Old U.S. 421 River Bridge Park





Old U.S. 421 River Bridge Park

Northwest Forsyth Little League Park

Shallowford Square
Town Hall
G. Galloway Community Center

New Community Center

Jack Warren Park
Joanie Moser Park

-  Town Boundary
-  Water
-  Park
-  Parcel
-  Town-owned Parcel
-  Walking Distance (0.5 miles)
-  Driving Distance (5 miles)
-  Private Fitness

SHALLOWFORD SQUARE

Located in the center of downtown Lewisville, Shallowford Square is a beautiful urban park that is frequently used for community events. Many amenities are packed into the two-acre park, including an amphitheater, shelter, playground, veterans memorial, and restroom buildings. The park is in great shape and is landscaped and well maintained. Located across from Town Hall and the library, it is in a prime location to be easily accessed and appreciated by the public.

Shallowford Square is a great community resource that is used for events year-round. The amphitheater and covered pavilion provides plenty of seating and shelter for performers. About 20 events are held throughout the year, including a concert and movie series. Holiday-themed events are also held, such as the “Shalloween” festival and a holiday tree lighting.

The square is used on a daily basis even when no events are taking place. There is a playground and a separate swing set, both of which are in fairly good shape. Many picnic tables and benches are distributed throughout the park, and there are four bathroom stalls as well as water fountains provided.

Shallowford Road, Belnette Drive, David McKee Road, and Great Wagon Road form the edges of the park. There is street parking on two sides of the park. Sidewalks and pedestrian scale lighting provide a walkable environment to the park. The Great Wagon Road covered wagon display is located across the street.

PARK STATS

Address: 6555 Shallowford Road

Size: 2.3 acres



PLAY:
2 Playgrounds



FACILITIES:

35 Parking spaces	4 Restrooms
9 Benches	1 Shelter
16 Picnic tables	1 Amphitheater
3 Bike Racks	1 Memorial



Decorative planter at the corner of Shallowford Square



Flowering trees near the playground



12 Benches in the amphitheater



Veterans Memorial



Gazebo and amphitheater steps



JACK WARREN PARK

Jack Warren Park is used primarily for sports, exercise, and play. The park has a large, high-quality playground that includes benches and shade shelters. The shelter is large enough to cover lots of picnic tables, and a grill nearby can be used by residents renting the shelter. A restroom building has six restroom stalls and a water fountain. A dedicated lot provides plenty of space for parking.

The park has 1.5 miles of walking trails, including several benches and 10 fitness stations along the way. The trail is partially wooded and a community garden is planted near the beginning of the trail. A large multi-use field, bocce ball courts, and horseshoe courts are located in the park as well.

The site of the new community center is located at the entrance to Jack Warren Park. When the community center is finished it will be possible to walk between these amenities as the park amenities are only about 0.2 miles from the community center entrance. The community center adds 15 acres to the park.

Jack Warren Park is not used for community events, which are usually held at Shallowford Square. The shelter can be rented by residents for small group events.

PARK STATS

Address: 440 Lewisville Clemmons Road

Size: 30.3 acres



PLAY:

- | | |
|-------------------|---------------------|
| 1 Playground | 2 Horseshoe Courts |
| 1 Multi-Use Field | 1.5 miles of trails |
| 2 Bocce Courts | 10 Fitness Stations |



FACILITIES:

- | | |
|-------------------|-------------|
| 94 Parking spaces | 6 Restrooms |
| 5 Benches | 1 Shelter |
| 7 Picnic tables | 1 Grill |
| 1 Bike Rack | 1 Garden |



Garden



Bench along the walking trail



14 Restroom building



Playground



Walking trail



Shelter



JOANIE MOSER PARK

Joanie Moser Memorial Park is located across from Jack Warren Park and provides more sports facilities and play equipment. It was opened in 1979 by Forsyth County Parks and Recreation. The park is divided into four distinct areas connected by a short road with parking provided at each location.

A softball field is located at the front of the park with sheltered dugouts. There is plenty of parking at this location, and a restroom building is provided adjacent to the field. The field is in great shape and is used for little league.

At a second location are two tennis courts and half court basketball. Several benches are provided here, and there is some parking nearby.

A playground is located in the middle of the park. It is in excellent shape and provides access and activities for children with limited mobility. Benches, picnic tables, and grills are nearby, and there are a few parking spots available.

At the back of the park is a large picnic shelter, volleyball court, a second playground, and horseshoe courts. The shelter is very large with connected restrooms and a built in stone fire pit. The shelter can fit dozens of picnic tables, and a few more are provided outside with grills. Another parking lot is located here. While the shelter is in good condition, the volleyball and playground area are old and may need upgrading.

Many great amenities are provided at this park, but connectivity between them is an issue. A sidewalk is provided from the playground to the shelter, but the other segments of the park are not accessible by walking.

PARK STATS

Address: 601 Lewisville Clemmons Road

Size: 31.2 acres



PLAY:

- | | |
|------------------|--------------------|
| 2 Playground | 1 Basketball Court |
| 1 Softball Field | 1 Volleyball Court |
| 2 Tennis Courts | 2 Horseshoe Courts |



FACILITIES:

- | | |
|--------------------|-------------|
| 111 Parking spaces | 8 Restrooms |
| 4 Benches | 1 Shelter |
| 4 Picnic tables | 2 Grills |
| 1 Bike Rack | |



Tennis courts and half court basketball area behind courts



Playground



16 Volleyball Recreation Area



Playground at the shelter



Built in fire place at the shelter



COMMUNITY CENTER

Until 2021, the Town of Lewisville used the G. Galloway Community Center located at 131 Lucy Lane as the primary community center space. The 2,700 square foot, two story building contains offices, meeting space, and a senior exercise room. Rooms are available to rent for small group gatherings. It was built in 1978, and has been in use by the Town since 1993 when it was donated by the Lewisville Civic Club.

In spring of 2019, the Town issued a request for proposals on a new Community Center. Construction began in 2020. The new Community Center will include three large multipurpose rooms, smaller activity and meeting rooms, storage, and a kitchen. In 2021, construction was completed. Programming will begin in early 2022.



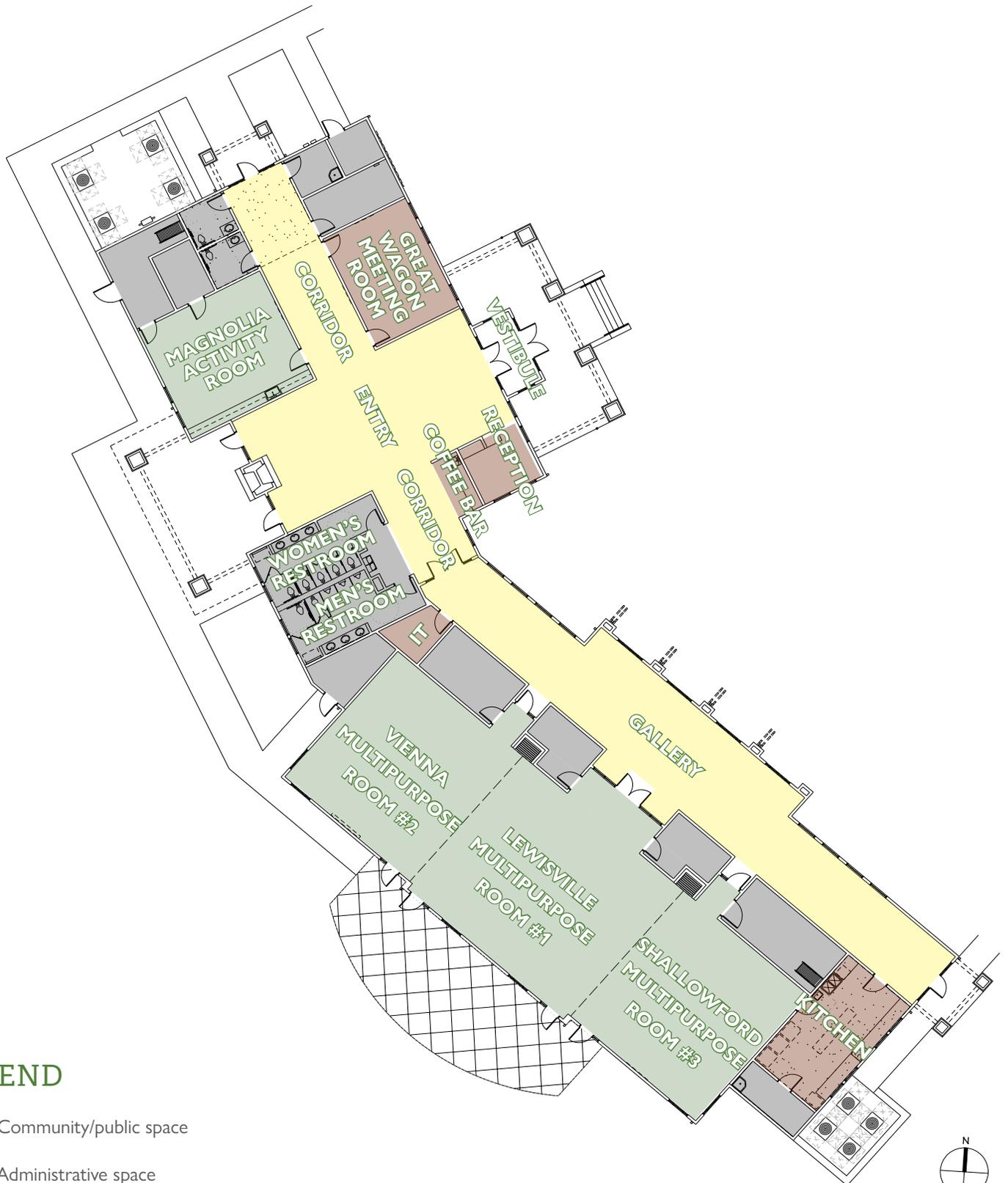
G. Galloway Community Center



Rendering of new Community Center



COMMUNITY CENTER FLOOR PLAN



LEGEND

- Community/public space
- Administrative space
- Circulation space
- Private space (storage, equipment)

3. NEEDS ANALYSIS

The goal of this document is to make exciting yet practical recommendations to establish a vibrant and community-focused future park system. This chapter will analyze data collected from a variety of sources, including national park and recreation recommendations, park and recreation trends, and most importantly, the citizens of Lewisville.



Lewisville water tower.

COMMUNITY FEEDBACK

During the course of the planning process, the consultant team engaged the input and participation of the local community during several virtual community workshops. Community feedback is extremely important to make the recommendations of this plan realistic and impactful.

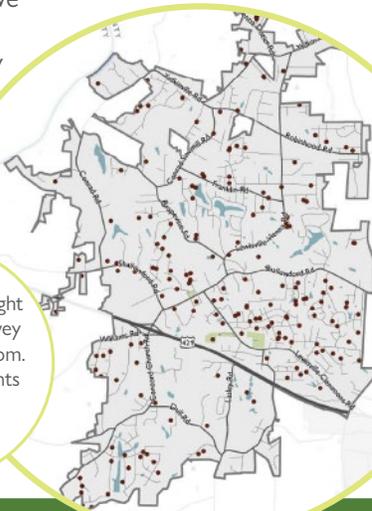
Three groups were consulted throughout the process. The steering committee is a small team including Town staff and key stakeholders that helped set goals and guide the planning process.

The stakeholder group is a larger group of community leaders, Town staff, and business owners that provided ideas and feedback about the positive ways to impact the Town. The citizens of Lewisville were consulted during two public workshops. These virtual forums gave community members a chance to discuss their ideas and concerns for the future of the park system. Finally, a survey launched at the first community meeting gave quantifiable data on the preferences and desires of the Town participants.

STEERING COMMITTEE MEETING MARCH 29, 2021

The consultant team met virtually with 10 members of the steering committee to discuss the Comprehensive Plan and the Park Plan. We discussed strengths and weaknesses of the existing park system, as well as amenities they would like to see included in the plan.

The map to the right shows where survey participants are from. We had participants from all across Lewisville!



PUBLIC WORKSHOP MAY 11, 2021

The first public workshop was held virtually in May. All participants were given the option to visit some or all of four breakout rooms. The Parks and Recreation breakout room asked the following questions:

- What do you most enjoy doing outdoors?
- Where should new parks go?
- What is your biggest Parks and Recreation priority?

ONLINE SURVEY ACTIVE

MAY 11, 2021 - JUNE 1, 2021

STAKEHOLDER MEETING MAY 4, 2021

The stakeholder meeting was held virtually. Participants answered a few introductory questions about how they use the parks today and their goals for the future. They then split into breakout discussion groups to discuss these questions in more detail.



The steering committee meeting was held virtually on Zoom.





PUBLIC WORKSHOP **AUGUST 26, 2021**

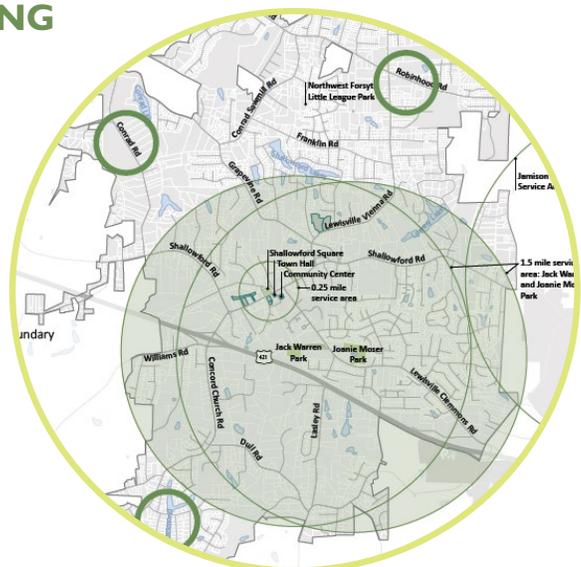
The August public workshop was held outdoors in the Shallowford Square pavilion. This was the last meeting where the park plan was being discussed. Participants read about the Park Plan Vision and discussed their feedback on the Vision elements.

ADOPTION **OCTOBER, 2021**

This plan will be recommended for adoption to the Parks, Recreation, and Cultural Development Board first, then to Town Council.

STEERING COMMITTEE MEETING **JULY 13, 2021**

The second steering committee was held virtually. Participants were given a recap of the Online survey results. They discussed other elements of the needs analysis and gave feedback on the draft Vision plan.



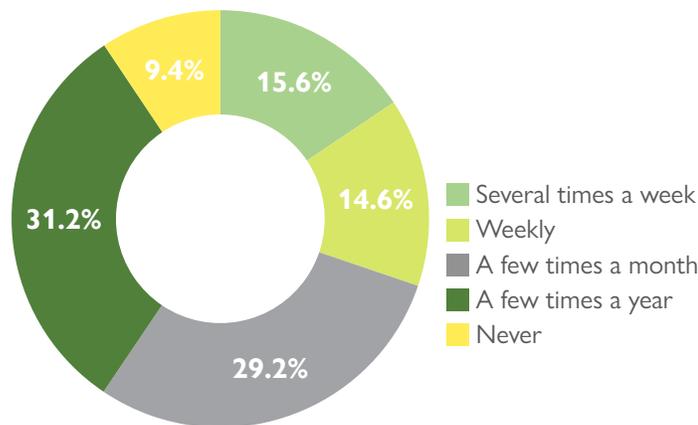
COMMUNITY FEEDBACK

A community survey was issued to Lewisville citizens as a part of the Comprehensive Plan outreach. The survey had 48 total questions, 17 specific to Parks and Recreation. The survey was advertised on the Town website, social media, and at the first community meeting. 866 people participated, resulting in 34,734 data points and 1,858 comments.

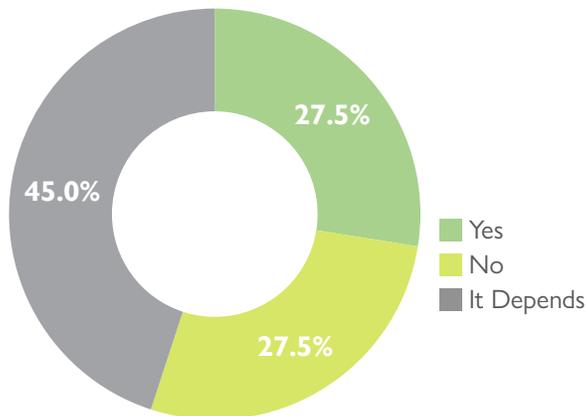
The survey was active from May 11th to June 1st, 2021. Data from the survey is summarized in this chapter, along with feedback from the community meetings. The Comprehensive Plan includes more data and analysis of the community survey.

PARK USE TODAY

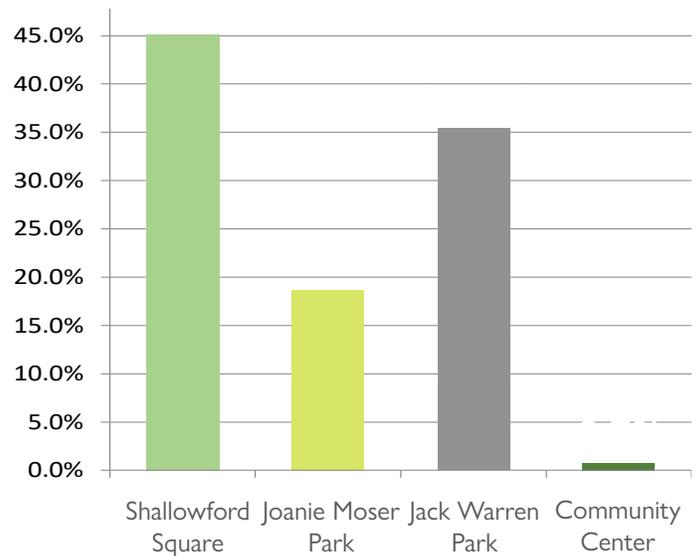
HOW OFTEN HAVE YOU USED A PUBLIC RECREATION AREA, PARK, OR TRAIL WITHIN THE LAST YEAR?



WOULD YOU BE WILLING TO PAY ADDITIONAL TAXES TO FUND PUBLIC PARKS AND RECREATION AREAS IN LEWISVILLE?



WHICH LEWISVILLE PARK OR RECREATION AREA DID YOU VISIT MOST OFTEN?



TAKEAWAYS:

- » Lewisville parks are popular and are visited multiple times a month by a majority of participants.
- » Shallowford Square and Jack Warren are both very popular parks.
- » In the community meeting, participants indicated that they use Joanie Moser athletic facilities occasionally but prefer Shallowford Square and Jack Warren Park.

WHAT IS ONE THING YOU LOVE ABOUT THE EXISTING FACILITIES?

“Clean, convenient and nice”

“Quaint, friendly and not overly crowded”

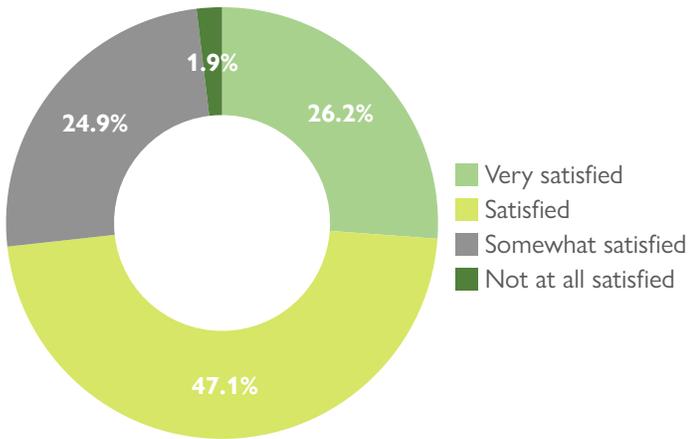
“The walking trail and flowers at Jack Warren Park”

“Incorporating nature into recreation areas”



PARK AND FACILITY SATISFACTION

HOW SATISFIED ARE YOU WITH THE PUBLIC RECREATION SERVICES, PARKS AND TRAILS IN LEWISVILLE?



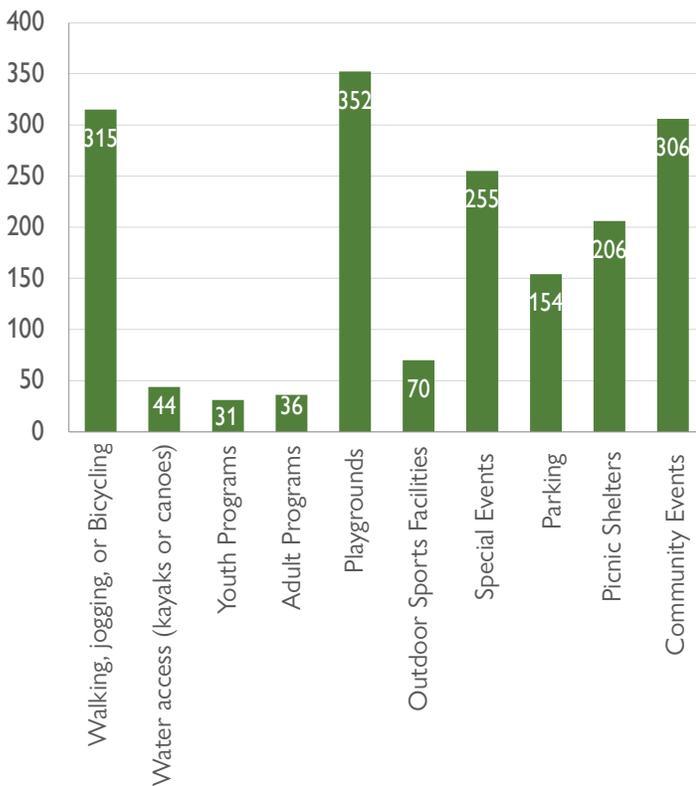
ON A SCALE OF 1 TO 10, HOW WOULD YOU RATE THE NEED FOR ADDITIONAL PUBLIC RECREATION, PARK AND TRAIL FACILITIES IN LEWISVILLE?



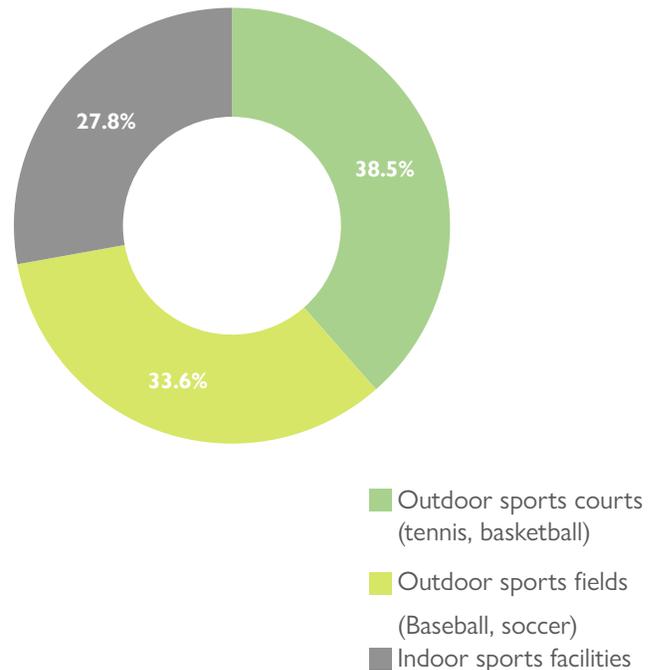
ON A SCALE OF 1 TO 10, HOW WOULD YOU RATE EXISTING FACILITIES IN LEWISVILLE?



WHICH OF THE FOLLOWING ARE YOU MOST SATISFIED WITH TODAY?



WHICH OF THE FOLLOWING WOULD YOU LIKE TO SEE MORE OF IN THE FUTURE?

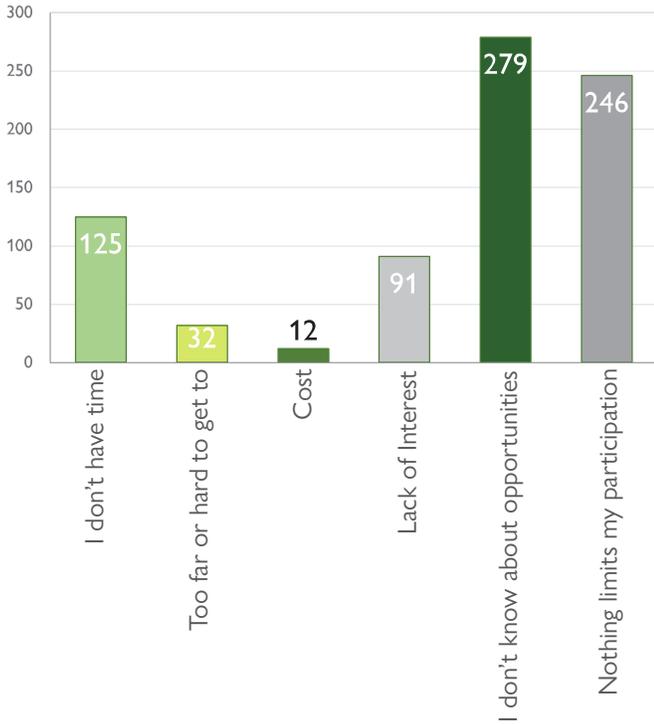


TAKEAWAYS:

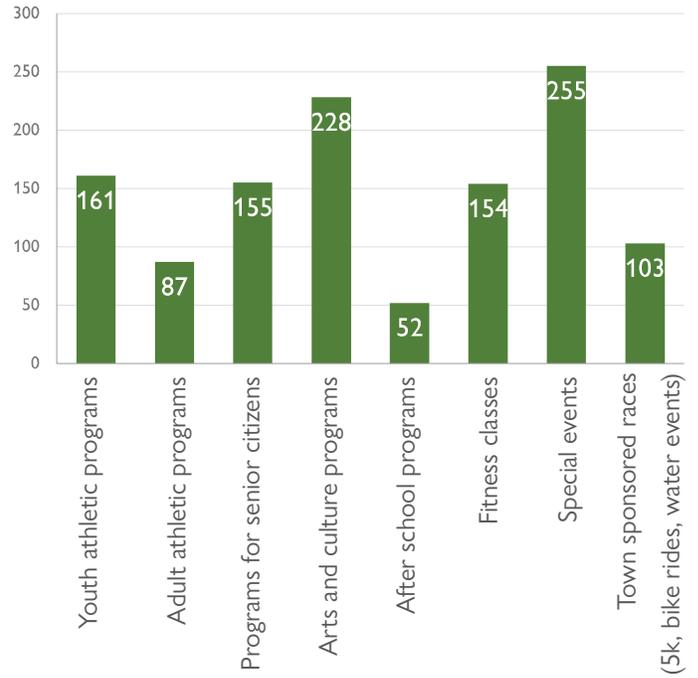
- » Participants are very satisfied with the Parks and Recreation system today.
- » Playgrounds, community events and walking trails are the most popular amenities.
- » There is demand for all recreation types, with outdoor courts being the most popular.

PROGRAM IMPORTANCE

WHAT LIMITS YOUR PARTICIPATION IN PARK PROGRAMS OR CIVIC EVENTS?



WHICH OF THE FOLLOWING WOULD YOU LIKE TO SEE MORE OF IN THE FUTURE?



TAKEAWAYS:

- » In the community meeting, attendees said they love current programs such as concerts and festivals.
- » The most popular programs include special events and art and culture programs.

WHAT IS YOUR FAVORITE THING ABOUT PROGRAMS IN LEWISVILLE?

"We come together as a Town around the Square"

"Fireworks"

"They are offered at low or no cost"

"Flea Market"

"Community gatherings for movies and bingo"

"The variety of choices"

"Music festivals, fireworks and movie nights"

"Food trucks"

"Community driven with opportunities for small businesses"

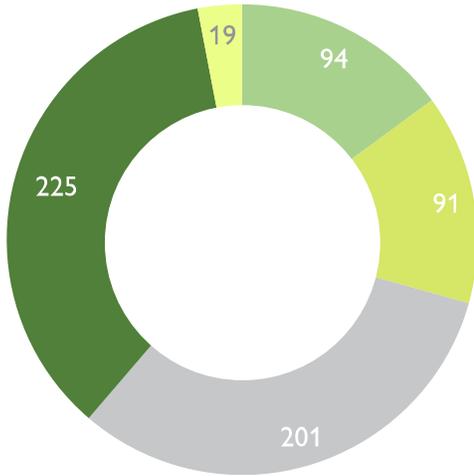
"It's a great way to spend time with neighbors"

"Small Town feel"



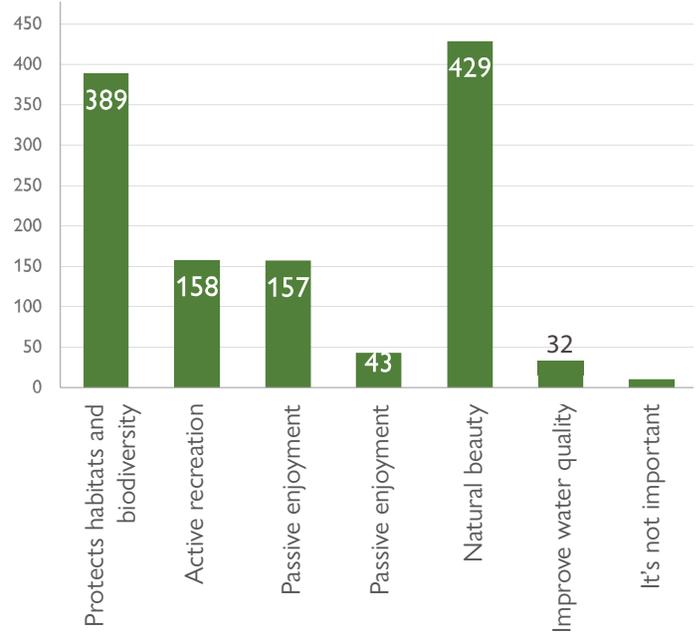
OPEN SPACE IMPORTANCE

HOW HAVE YOU USED THE YADKIN RIVER AND ITS WATERFRONT?

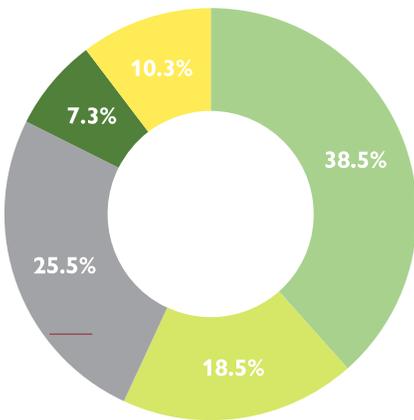


- Boating
- Fishing
- Walking/Exercising
- Nature Walk
- Camp

WHY ARE LEWISVILLE'S NATURAL AREAS IMPORTANT TO YOU?



HOW SHOULD THE TOWN PRESERVE MORE NATURAL AREAS?



- Protect as part of new development
- Use local funds to purchase land
- Restore natural areas in our parks
- Partner with other agencies
- Do nothing. We have enough.

TAKEAWAYS:

- » Walking and hiking trails along the river are popular.
- » Participants indicated that natural areas should be protected with new development.
- » Natural areas are valued for beauty and biodiversity.

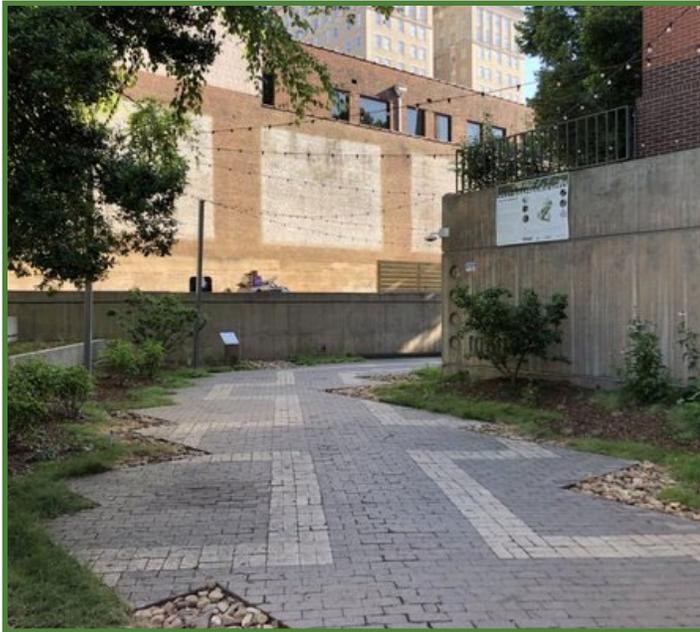
WHAT IS ONE THING LEWISVILLE COULD DO TO INCREASE YOUR SATISFACTION WITH PARKS AND REC?

- "Food truck festival"
- "Connect existing parks with public walkways"
- "More creative playgrounds"
- "Build bicycle paths"
- "A place to kayak"
- "Build a greenway with bike facilities"
- "Splash pad"
- "Dog park"

PARK CLASSIFICATIONS

Parks can come in many different sizes and serve many purposes. When considering the future of Lewisville's park system, it is important to consider all park types and evaluate how they can meet the needs of the community. The National Parks and Recreation Association (NRPA) has published guidelines that categorize the main types of parks and how many locations or acres of that type a typical Town should include.

Below is a summary of the different park types, how they serve the community, and what area they are meant to serve. These definitions are based on NRPA guidelines, but can evolve with the community as long as they are providing adequate recreation areas to the public. A general acreage is given for each park type, but a park's classification is determined more by use and amenities than by area.



MINI PARK

AREA: LESS THAN FIVE ACRES
SERVICE RADIUS: 0.25 MILES
EXAMPLES: PASSAGEWAY PARK

The smallest of the park classifications, a mini park—sometimes called a pocket park—is only meant to serve a small number of people. They are typically used by one neighborhood or even a grouping of multi-family buildings. Despite their small size, mini parks are still a valuable asset with more specialized amenities. They typically include picnic shelters, playgrounds, or small walking trails. Mini parks can be provided by municipalities or private developers.

NEIGHBORHOOD PARK

AREA: 5-20 ACRES
SERVICE RADIUS: 1 MILE
EXAMPLES: FOURTH OF JULY PARK, REYNOLDS PARK, HATHAWAY PARK

As the name indicates, a neighborhood park typically serves one or several neighborhoods. Although the area is smaller, neighborhood parks should still integrate passive and active uses. Smaller sports facilities—like sand volleyball or basketball—work well for this park type. Parking is necessary to allow users to bring sports equipment or children, but should be fairly walkable for the community it serves. Neighborhood parks are typically provided by the Town.





COMMUNITY PARK

AREA: 20-100 ACRES

SERVICE RADIUS: 1.5 MILES

**EXAMPLES: CIVITAN PARK, SHAFFNER PARK,
LEINBACH PARK**

A community park should serve the needs of a fairly large community. In the context of Lewisville a centrally located community park would serve the downtown area and a few surrounding neighborhoods. It should provide active and passive activity types, and generally require a maintenance facility, restrooms, and scheduled programming. Community parks are good locations for large sports fields and trails. They are typically provided by the Town.

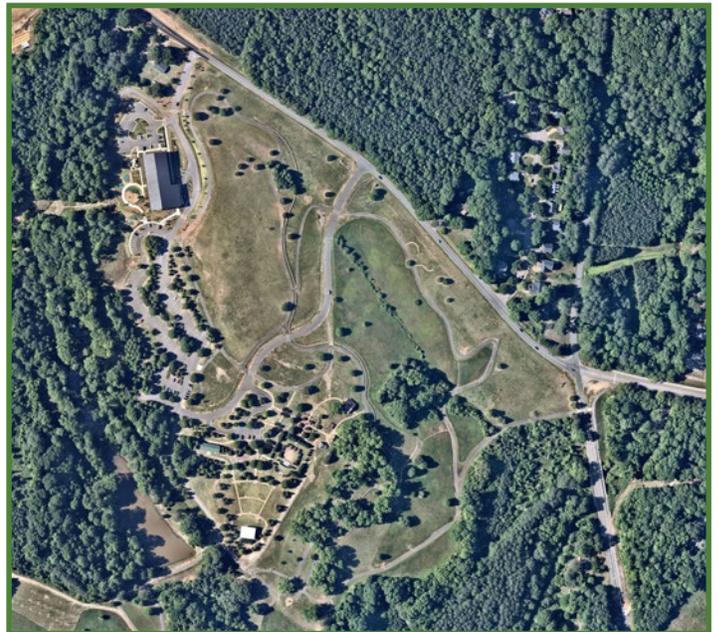
REGIONAL PARK

AREA: OVER 100 ACRES

SERVICE RADIUS: 50 MILES

**EXAMPLES: TRIAD PARK, E. CARROLL JOYNER
PARK, TANGLEWOOD PARK**

A regional park is the largest type defined by the NRPA. It should serve several communities within a 50-mile service radius. Regional parks are usually established by the state or county. They typically consist mostly of passive or conservation space, with small parts developed for active recreation.



NEEDS DATA ANALYSIS

To plan for the future of Lewisville’s parks, comparison to national standards is important. Ultimately, the amount of park land desired by residents of Lewisville is unique to the community. Below is a summary of these guidelines. These national standards are a great starting point for evaluation, but they are not tailored specifically to Lewisville. **The national standards do not represent the recommendations of the PARC Plan and are intended to serve as benchmark comparisons.**

EXISTING PARK ACREAGE

PARK TYPES	CURRENT ACREAGE	CURRENT RATIO	NRPA GUIDELINES
Mini Parks	0.4 acres	0 acres/1,000 people	0.25 ac/1,000 people
Neighborhood Parks	0 acres	0 acres/1,000 people	2 ac/1,000 people
Community Parks	63.8 acres	4.31 acres/1,000 people	5 ac/1,000 people

NRPA PARK LAND STANDARDS

PARK TYPES	2021 NEEDS (POPULATION 14,787)	PROJECTED 2030 NEEDS (POPULATION 16,895)	PROJECTED 2040 NEEDS (POPULATION 19,240)
Mini Parks	3.7 acres (3.3 more acres needed)	4.2 acres (3.8 more acres needed)	4.8 acres (4.4 more acres needed)
Neighborhood Parks	29.6 acres (29.6 more acres needed)	33.8 acres (33.8 more acres needed)	38.5 acres (38.5 more acres needed)
Community Parks	73.9 acres (10.1 more acres needed)	84.5 acres (20.7 more acres needed)	96.2 acres (32.4 more acres needed)

TAKEAWAYS:

- » **Community Parks:** All three parks in Lewisville today could be considered community parks. Although Shallowford Square is small, it packs many amenities and programs into a small space and serves the function of a community park. These parks are mostly meeting needs today, although sports courts and other resources are becoming strained.
- » **Neighborhood Parks:** There are no publicly provided neighborhood parks today. Having smaller, localized parks distributed more evenly throughout the Town would help provide more equitable recreation space. NRPA standards indicate a need for 34 acres of neighborhood parks
- » **Mini Parks:** Jeanette E. Messick Wildlife Habitat, the garden behind Town Hall, functions as a mini park. NRPA standards show the need for four acres of mini parks by 2030.



NRPA FACILITY STANDARDS

FACILITY TYPES	NRPA GUIDELINES	EXISTING	PROJECTED 2021 NEEDS	PROJECTED 2030 NEEDS	PROJECTED 2040 NEEDS
FIELDS					
Adult Baseball	1/15,000 people	0 fields	1 fields (+1)	1 fields (+1)	1 fields (+1)
Youth Baseball	1/5,000 people	0 fields	2 fields (+2)	3 fields (+3)	2 fields (+3)
Softball	1/5,000 people	1 fields	2 fields (+1)	3 fields (+2)	3 fields (+2)
Football	1/10,000 people	1 multi-use field	1 fields	1 fields	1 fields
Soccer	1/7,500 people	1 multi-use field	1 fields	2 fields (+1)	2 fields (+1)
COURTS					
Basketball	1/5,000 people	1 court	2 courts (+1)	3 courts (+2)	3 courts (+2)
Tennis	1/2,500 people	2 courts	5 courts (+3)	6 courts (+4)	7 courts (+5)
Volleyball	1/5,000 people	1 court	2 courts (+1)	3 courts (+2)	3 courts (+2)
Shuffleboard	1/5,000 people	0 courts	2 courts (+2)	3 courts (+3)	3 courts (+3)
Horseshoe	1/5,000 people	4 courts	2 courts	3 courts	3 courts
OUTDOOR AREAS					
Picnic Shelter	1/2,500 people	3 shelters	5 shelters (+2)	6 shelters (+3)	7 shelters (+4)
Playground	1/2,000 people	5 playgrounds	7 playgrounds (+2)	8 playgrounds (+3)	9 playgrounds (+4)
TRAILS					
Walking/Jogging	1 mile/1,250 people	1.5 miles	11 miles (+9.5)	13 miles (+11.5)	15 miles (+13.5)
SPECIALIZED					
Community Center	1/15,000 people	1 center	1 center	1 center	1 center
Swimming Pool	1/20,000 people	0 pools	0 pools	0 pools	1 pool
Sprayground	1/15,000 people	0 spraygrounds	0 spraygrounds	1 sprayground (+1)	1 sprayground (+1)
Amphitheater	1/10,000 people	1 amphitheater	1 amphitheater	1 amphitheater	1 amphitheater
Disc Golf	1/15,000 people	0 courses	1 courses (+1)	1 courses (+1)	1 courses (+1)
Skateboard Park	1/15,000 people	0 parks	1 parks (+1)	1 parks (+1)	1 parks (+1)
Dog Park	1/5,000 people	0 dog parks	2 dog parks (+2)	3 dog parks (+3)	3 dog parks (+3)

TAKEAWAYS:

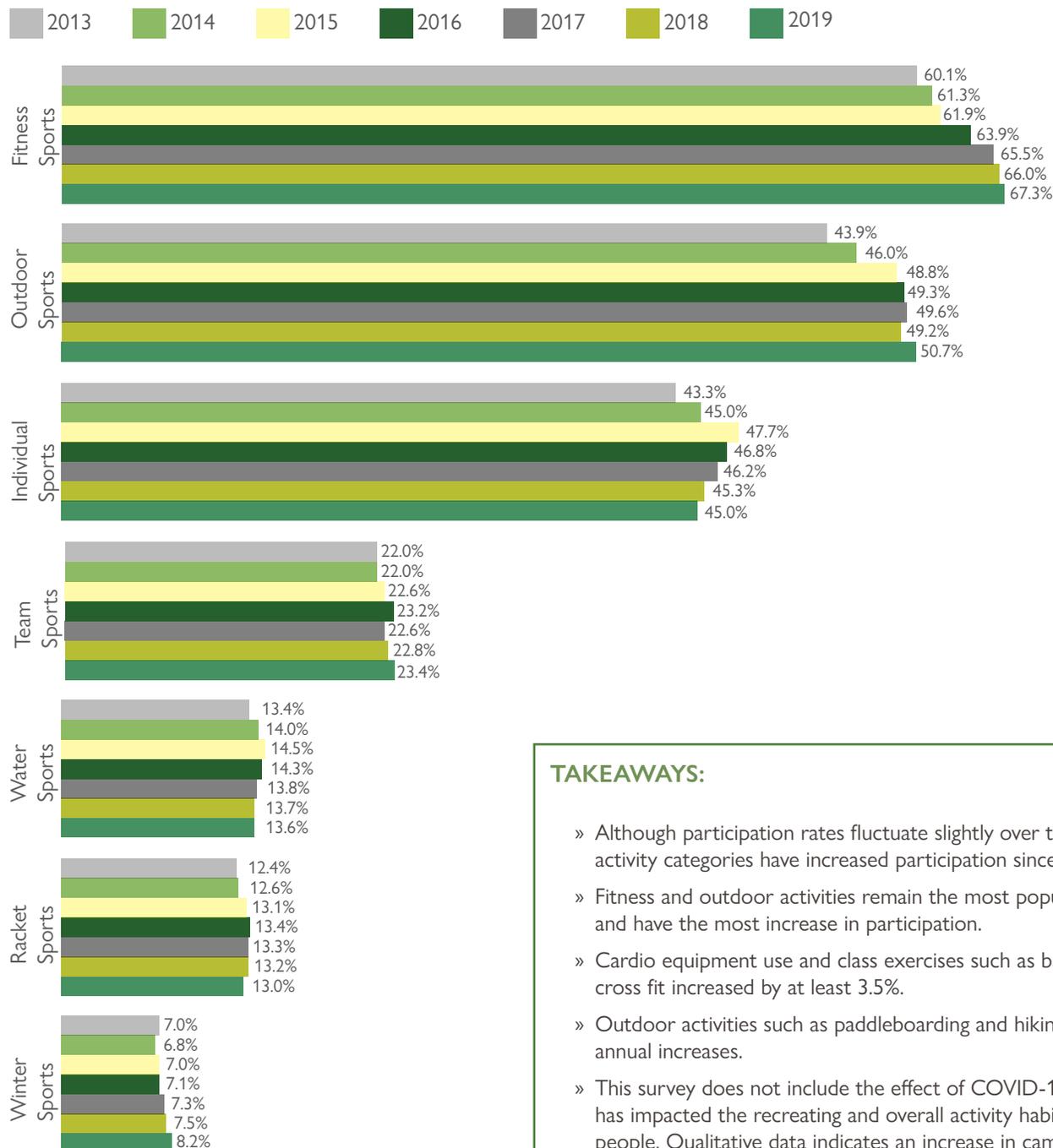
- » Lewisville is currently providing a variety of sports facilities, as well as a new community center and an amphitheater. These amenities are mostly meeting community needs, although they are becoming strained as the Town grows.
- » Lewisville will need to provide more amenities in all categories as the Town grows, particularly more walking trails and a variety of sports courts.

RECREATION TRENDS

Community needs can't just be based on population—trends in recreation need to be taken into account when planning for the future. The data on these pages is from the *Sport & Fitness Industry Association Sports, Fitness, And Leisure Activities Topline Participation Report*. This report provides insight into what activities are most popular by age group and what activities are growing in popularity.

In general, activity rates are increasing, although total participation rate (around 73% for Americans over 6 years old) remains the same.

TOTAL PARTICIPATION RATE



TAKEAWAYS:

- » Although participation rates fluctuate slightly over the years, all activity categories have increased participation since 2013.
- » Fitness and outdoor activities remain the most popular categories and have the most increase in participation.
- » Cardio equipment use and class exercises such as barre, yoga, and cross fit increased by at least 3.5%.
- » Outdoor activities such as paddleboarding and hiking gained 7% in annual increases.
- » This survey does not include the effect of COVID-19, which has impacted the recreating and overall activity habits of many people. Qualitative data indicates an increase in camping and other outdoor activities but it is not yet clear if this is a sustained trend. 2020 and 2021 data should be taken into account when available.



Current activity participation rates only tell part of the story. The activities that people want to do are also important because creating better access to these activities greatly encourages people to exercise, who may not be doing much activity today. The lists below represent the activities that non-participants are most interested in by age.

NON-PARTICIPANT INTEREST

AGES 6-12

- » Soccer
- » Fishing
- » Swimming on a team
- » Camping
- » Martial arts
- » Basketball
- » Skateboarding
- » Bicycling
- » Golf
- » Football

AGES 13-17

- » Camping
- » Fishing
- » Basketball
- » Working out w/ weights
- » Running/jogging
- » Swimming for fitness
- » Golf
- » Volleyball
- » Football
- » Working out w/ machines

AGES 18-24

- » Camping
- » Martial arts
- » Backpacking
- » Snowboarding
- » Climbing
- » Kayaking
- » Fishing
- » Bicycling
- » Volleyball
- » Working out w/ weights

AGES 25-34

- » Stand-up paddling
- » Swimming for fitness
- » Camping
- » Bicycling
- » Surfing
- » Kayaking
- » Working out w/weights
- » Running/jogging
- » Backpacking
- » Wakeboarding

AGES 35-44

- » Stand-up paddling
- » Swimming for fitness
- » Camping
- » Bicycling
- » Working out w/ weights
- » Martial arts
- » Basketball
- » Working out w/ machines
- » Volleyball
- » Running/jogging

AGES 45-54

- » Camping
- » Working out w/ weights
- » Stand-up paddling
- » Bicycling
- » Swimming for fitness
- » Hiking
- » Fishing
- » Canoeing
- » Working out w/ machines
- » Bird/wildlife viewing

AGES 55-64

- » Bicycling
- » Bird/wildlife viewing
- » Working out using machines
- » Camping
- » Fishing
- » Hiking
- » Swimming for fitness
- » Stand-up paddling
- » Working out w/weights
- » Canoeing

AGES 65+

- » Bird/wildlife viewing
- » Fishing
- » Working out w/ machines
- » Swimming for fitness
- » Hiking
- » Fitness classes
- » Bicycling
- » Camping
- » Working out w/ weights
- » Shooting

TOP TAKEAWAYS:

- » Outdoor activities such as biking, camping, and fishing topped the lists of all ages.
- » Stand-up paddling was a new top interest for young adults.
- » Gym workouts with weights and machines were listed for all ages except the youngest.

4. VISION

The purpose of this plan is to envision and implement a future Parks and Recreation system for the Town of Lewisville. The proposals and recommendations of this chapter will shape that future system with the goal of providing high-quality, accessible recreation spaces for all. The Vision is based on community feedback, stakeholder recommendations, and national standards discussed in the previous chapter.



Time Capsule and shelter in Shallowford Square

FUTURE PARK SYSTEM VISION

This chapter will discuss the vision of the future park system. As discussed in Chapter 1, the park system today includes two parks provided by Lewisville and one park provided by the County. While these parks meet the needs of many Lewisville citizens, the growing population and concentration of parks in the downtown area create strain on the system. This section provides a summary of the recommended improvements that are explored in more detail throughout the chapter.

The Vision components are a combination of community demands and best practices for Parks and Recreation systems. Parks, sports facilities, and walkable connections are important physical improvements that form the backbone of the Parks and Recreation system. Art, culture, health, and sustainability guide the events and policies that shape the system.

CORE CONCEPTS

- » **EQUITY:** The future system should endeavor to be more equitable and accessible to all. Achieving this will require a better distribution of park land throughout the Town. All new parks must also use accessibility best practices to ensure citizens of all ages and abilities can enjoy the parks.
- » **QUALITY:** The future system should endeavor to be high quality and sustainable. Achieving this will require implementation of maintenance standards, high-quality materials, and sustainability best practices. These must be applied to new parks, and existing parks will be renovated in key areas to increase quality.
- » **CAPACITY:** The future system should endeavor to have capacity for all to use the Parks and Recreation facilities, even at peak times such as during events. The current system is already growing strained, and will experience more strain as the population increases. To provide adequate recreation for the future population of Lewisville, the capacity must increase.



See map for potential neighborhood park locations



VISION COMPONENTS

PARKS AND FACILITIES

Parks form the backbone of the future system, providing space to play, gather, and experience nature. See page 38 for parks and facilities recommendations.

- » **New parks:** Four new neighborhood parks and a community park are proposed as part of this plan.
- » **Existing parks:** Renovations and improvements are recommended at Jack Warren Park, Shallowford Square, Joanie Moser Park, and Jeanette E. Messick Wildlife Habitat.

RECREATION AND ATHLETICS

This plan proposes equipment to facilitate many types of recreation, from creative play to organized sports. See page 41 for recreation and athletics recommendations.

CONNECTIVITY

Walkability in Lewisville is an important component of equity and accessibility. See page 42 for connectivity recommendations.

- » Connectivity within parks
- » Connections to larger greenway systems such as Muddy Creek Greenway

ART AND CULTURE

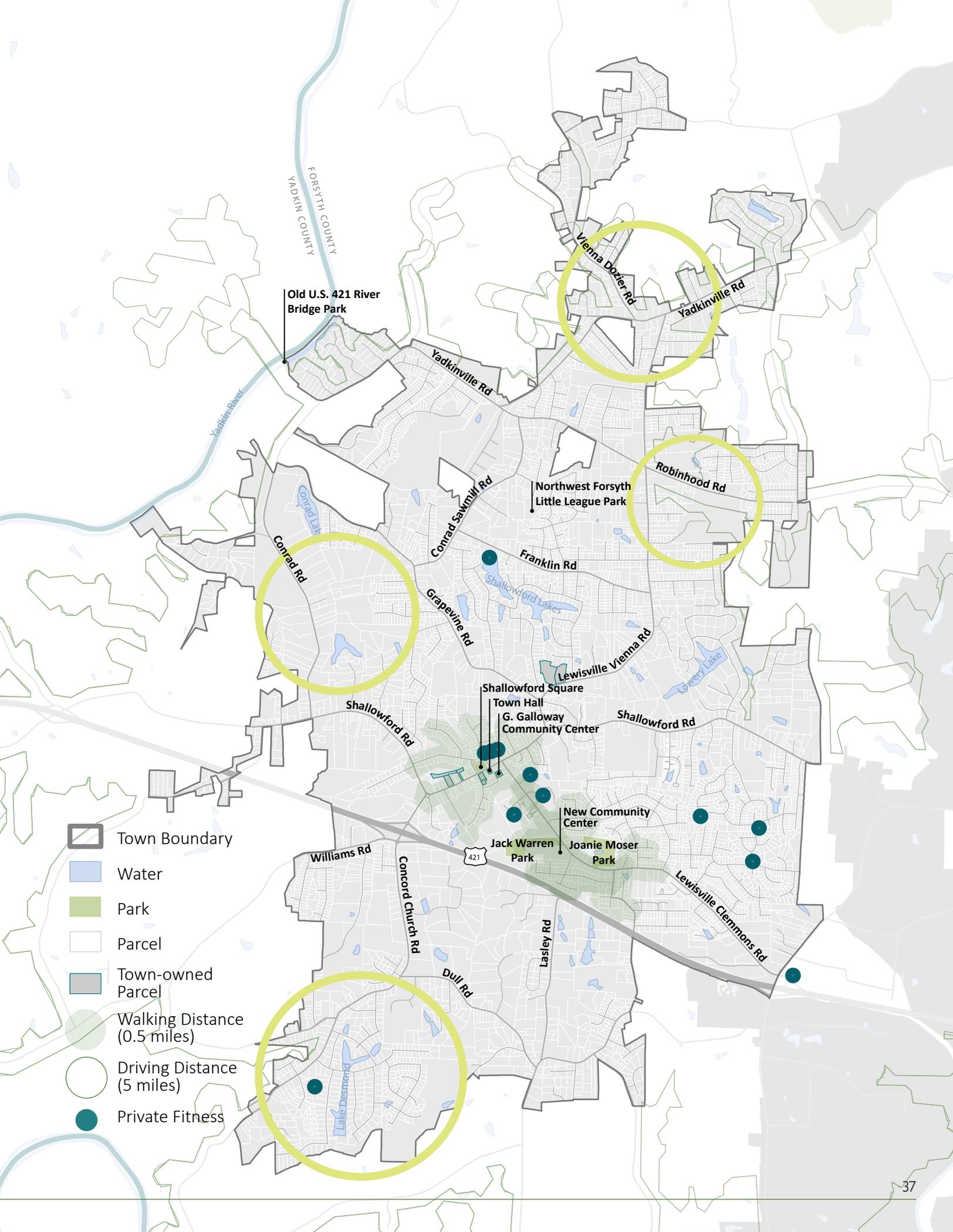
It is important to integrate art and culture into the parks system through public art pieces, cultural programs, events, and more. See page 42 for art and culture recommendations.

HEALTH AND SAFETY

Health can mean many different things: physical activity, mental wellness, resilience, sustainable practices, and community bonds. All of these can be facilitated through Parks and Recreation. See page 45 for health and safety recommendations.

SUSTAINABILITY AND RESILIENCY

Sustainable practices are important to reduce environmental impact, increase resiliency, and save money. See page 45 for sustainability recommendations.



FORSYTH COUNTY
YADKIN COUNTY

Old U.S. 421 River
Bridge Park

Vienna Dozier Rd
Yadkinville Rd

Yadkinville Rd

Northwest Forsyth
Little League Park

Robinhood Rd

Conrad Rd

Conrad Sawmill Rd

Franklin Rd

Grapevine Rd

Shallowford Square

Town Hall
G. Galloway
Community Center

Shallowford Rd

Shallowford Rd

New Community
Center

Jack Warren
Park

Joanie Moser
Park

Williams Rd

Concord Church Rd

Dull Rd

Lasley Rd

Lewisville Clemmons Rd

-  Town Boundary
-  Water
-  Park
-  Parcel
-  Town-owned Parcel
-  Walking Distance (0.5 miles)
-  Driving Distance (5 miles)
-  Private Fitness

PARKS AND FACILITIES

COMMUNITY PARKS

The Town of Lewisville currently has three community parks. They are well used and well loved by the community and generally meet the needs of Lewisville. However, based on the projections from the NRPA, Lewisville will need an additional 32 acres of community park land by 2040. While another community park is a long-term goal, development in Lewisville will quickly restrict the available land for future parks. It is important for Lewisville to begin acquiring land now to put aside for future park use.

NEW PARKS

LOCATION

The community park should be in North Central Lewisville in an easily accessible area. See page 39 for acquisition guidelines.

AMENITIES

Community parks are generally large and can house a large variety of uses. A new park is a long-term goal, and the recreation desires and needs of a community can change significantly in 10-15 years. Although it is important to survey the community about which amenities are desired when the time draws closer to building a park, it is essential for the park to contain the following elements:

- » A community center
- » Shelters and seating
- » Playground or creative play areas
- » Sports facilities (large fields or smaller courts)
- » Water element



Creative play areas in a community park

EXISTING PARKS

The parks in Lewisville currently need some monetary investment to maintain the quality of the parks for years to come.

JACK WARREN PARK

- » Develop a connection from the shelter to the new community center
- » Create a connection from the shelter to the playground
- » Upgrade the fitness equipment along the trail to sturdy, high-quality, sustainable equipment
- » Upgrade the seating areas along the trail to be ADA accessible
- » Renovate the existing multi-use field

SHALLOWFORD SQUARE

- » Upgrade the play equipment in the park
- » Install permanent bike racks
- » Commission a parking study to facilitate better access and traffic flow during events at the park

JOANIE MOSER PARK*

- » Establish better pedestrian access between the four disparate areas of the park
- » Renovate the volleyball court
- » Create wayfinding signage to inform visitors of the offerings throughout the park

* Joanie Moser Park is owned and operated by Forsyth County. This plan recommends a partnership between Forsyth County and Lewisville to renovate the park.



PARKS AND FACILITIES

NEIGHBORHOOD PARKS

Lewisville does not currently have any neighborhood parks. Building small parks catered to individual, underserved neighborhoods is crucial to filling the gaps in park access and building equity in the park system. Developing more small parks will also take some of the strain off the current parks in Lewisville as the population grows. For your review, a prioritization matrix has been provided in the appendix to assist prioritizing and planning of new parks.

NEW PARKS

LOCATION

New neighborhood parks should be strategically located in areas that are further from the downtown center concentration of parks. Further study is necessary to determine exact park locations.

- » **South:** the portion of Town south of US 421 can feel separated from the rest of the Town by the highway barrier. Providing a park in this area will grant better park access to the residents here. A park in or near the Willow Run neighborhood would serve the concentrated population there and provide opportunities for connections to Ellison Creek.
- » **Northwest:** The northern half of Lewisville is under served today and would benefit from several new parks in this area. In the Northwest portion of the Town, Cinnamon Ridge has a higher concentration of residents that would benefit from a park. There is also an opportunity in the westernmost portion of Town to connect to Old U.S. 421 River Bridge Park and provide river access in that area.
- » **North Central:** The Vienna area of Lewisville is physically the most distant from downtown and the parks offered there. Building a park north of Robinhood Road would provide better park access to these residents.
- » **North East:** The population center along Franklin Road would benefit from a new park. A potential location is near Lewisville Middle School.

AMENITIES

Understanding the priority amenities desired from the local neighborhood and the overall community is key. A preliminary list of amenities has been provided on page 41. This list was compiled based on feedback from public workshops and the public survey conducted as a part of this plan. This list is a great place to start, and the listed facilities should be distributed throughout the new parks. However, the amenity offerings should be further vetted as part of the public engagement when individual parks are proposed. All new parks should have, at a minimum, the following facilities:

- » A shelter or gathering space
- » Seating
- » Accessible walking paths
- » A play area
- » Lighting or other safety measures
- » At least one active facility such as a tennis court or splash pad

ACQUISITION GUIDELINES

A short-term priority for the Town should include acquiring land for future parks, no matter the timeline for park construction. As development continues to increase in and around Lewisville, it is critical to secure land early and avoid expensive options for future park sites. The Town must develop a strategic land acquisition program to evaluate and acquire desirable park properties and bank that land for later use. These priority sites within the Town limits will help to preserve connectivity and accessibility.

- » Ensure the site has enough developable area to build the amenities desired for the park. Floodplains or topography may restrict uses on site.
- » Evaluate adjacent roads and choose a site that is easy to access, with multiple entrance points if possible.
- » Determine parking needs and make sure parking can be built adjacent to amenity areas.
- » Examine safety and chose a site that can be serviced by emergency services and has clear sight lines and lighting.

PARKS AND FACILITIES

MINI PARKS

Although a mini park is small in size, it provides significant value and enjoyment to those who regularly use them. People need space to interact with nature and get outside, and mini parks can provide that space through playgrounds, walking trails, or picnic shelters. Mini parks are unique because they can be implemented through a community effort. While larger parks usually need to be funded and designed through the Town, mini parks are often created and maintained by neighborhood associations, schools, churches, or apartment complexes.

Mini parks are community-specific so it's likely that the primary users will live or work nearby. Determining the best location for mini parks should include the input of those who will likely use it the most. Rather than prescribe specific park locations, this plan recommends that **the Town should encourage mini parks in appropriate settings according to the following guidelines**. See page 49 for information about how these can be incorporated in the zoning ordinance.

WHERE SHOULD MINI PARKS GO?

- » Mini parks are most successfully created when a community group advocates for it. If there are people who are excited about it and will use it frequently, a mini park will be a great community asset.
- » One good opportunity for mini parks is in new apartments or subdivisions. As Lewisville's population grows, so will the housing demand, and a mini park associated with an apartment complex can offer a higher quality of living for residents as well as a marketable asset for developers.

WHAT SHOULD MINI PARKS LOOK LIKE?

- » Mini parks can be as small as half an acre, provided they include desired activities.
- » At a minimum, mini parks should provide seating, some sort of shelter, and landscape or nature views.
- » One or two additional amenities would be ideal for a mini park, if space allows. Appropriate choices for a mini park would be a garden, dog park, playground, or outdoor games. Some mini parks may even have room for a small sports facility such as basketball or volleyball.
- » It is important to cater the park to the needs of a community. For example, an apartment complex mini park could be in the form of a courtyard with grills and a shelter. A senior living facility may have a community garden with lots of seating and raised beds.

EXISTING PARKS

JEANETTE E. MESSICK WILDLIFE HABITAT

The Jeanette E. Messick Wildlife Habitat, located behind the Town Hall, has one small garden that functions as a mini park. The garden was dedicated in 1994 and contains a small walking path, bridge, memorial stone, and plants. The site is in a great location near Town Hall and the library, but the plantings have become sparse. The garden has great potential as a wildlife sanctuary, educational resource, and beautiful spot to relax for citizens and particularly Town Hall staff. Renovation recommendations are described below.

- » Replant the garden with native and pollinator-friendly species to embrace the garden's role as a wildlife habitat.
- » Install educational signage about the habitats, as well as plant and animal species in the garden.
- » Install art and birdhouses in the garden. A public birdhouse building contest is a fun way to procure and display community art.
- » Provide additional seating that can accommodate more people such as picnic tables.



Pollinator Garden



Bird houses can double as art features



RECREATION AND ATHLETICS

Park acreage is only a small component of the park system. Although each park has a particular size, the facilities and amenities offered in the park are important to its users and the community as a whole. Even the smallest parks can facilitate events, fitness activities, play, and interaction with nature if designed correctly. Shallowford Square is a great example of this. In terms of acreage, it is small enough to be considered a mini park, but it is also heavily used and enjoyed by the entire Town because of its amenities and well-designed space.

The goal for new recreation and athletic facilities is improving capacity, variety, and equity of offerings. Most of Lewisville is within a five-mile drive of the existing parks, so access to larger facilities that are usually driven to (sports fields, gyms) is satisfactory. Access to playgrounds, trails, and shelters should be walkable, if possible, and distributed evenly throughout the Town.

NEW FACILITIES

The following list of amenities was compiled based on feedback from the public meetings, public survey, steering committee meetings, and stakeholder meetings. The need for more amenities is also supported by NRPA standards, which identify that more sports, games, walking trails, playgrounds and shelters are needed to support Lewisville's growing population. Each amenity on this list is annotated to indicate where support for that specific item came from. These amenities should generally be distributed throughout the new neighborhood parks as long as the specific neighborhood supports the proposed program.

LEGEND:

- Steering committee
- Stakeholders
- Public meeting
- NRPA Standards

- WALKING TRAILS** ■■■■
Walking trails were supported by all surveyed groups. This includes park trails, sidewalks, and greenway connections.
- PICNIC SHELTERS** ■■■
At least one picnic shelter should be incorporated into each park. **1 shelter proposed per park.**
- DISC GOLF** ■■■
Disc golf is a popular amenity that can be integrated into the natural environment of a park. **1 course proposed.**
- DOG PARK** ■■■
Dog parks were supported by many groups. They could be incorporated into privately developed mini parks, with at least one publicly accessible. **1 dog park proposed.**
- SPLASH PAD** ■■■
Splash pads can make outdoor recreation more enjoyable during hot summer months. **1 splash pad proposed.**
- TENNIS COURTS** ■■
Tennis courts were very popular in the public meeting and were requested by multiple attendees. The existing courts in Joanie Moser are often in use. More are needed to meet growing demand. Tennis courts should be distributed throughout multiple parks. **4 courts proposed.**

IMPROVE CAPACITY

The Town can improve capacity by adding new facilities. Capacity can also be improved sustainably by building multi-use fields and courts. This increases the variety of activities that can be enjoyed at the facilities. In addition, it not only creates more demand for the facility throughout the year, but also significantly impacts the capital and maintenance dollars needed for the land and facilities.

INCREASE VARIETY

The Town can increase the variety of offerings through new facilities like a splash pad, disc golf, or kayak launches. It is important to prioritize facilities that appeal to different age groups and abilities.

BUILD EQUITY

The town should implement facilities that appeal to a diverse range of ages, abilities, and demographics of the Town. Engaging individual neighborhoods where new parks are being built to decide on amenities supported by the community is recommended by appropriate distribution of popular amenities, especially trails, playgrounds, and shelters, across the Town you create better equity across the area..

- PLAYGROUNDS** ■■
At least one playground or creative play area should be incorporated into each park. **1 playground proposed per park.**
- FITNESS EQUIPMENT** ■■
Outdoor fitness equipment can be built along trails for additional fitness opportunities.
- MULTI-USE COURT** ■■
Multi-use courts can be striped to support tennis, pickleball, basketball, and other popular sports. This gives more flexibility and appeal to the facility. **4 courts proposed.**
- MULTI-USE FIELD** ■■
Rectangular multi-use fields can be striped to accommodate soccer, football, rugby, and more. **1 field proposed.**
- BASEBALL FIELD (MULTI-USE)** ■■
Baseball fields can be striped to accommodate different ages as well as softball. **1 multi-use field proposed.**
- KAYAK LAUNCH** ■■
A kayak launch and other river interaction opportunities were popular in the public meeting. A possible location is Old US 421 River Bridge Park. **1 launch proposed.**

CONNECTIVITY

The demand for a walkable, connected community is prevalent in Lewisville. It was ranked the most desired amenity on the community survey. To create a truly connected environment, we must focus on an interconnected transportation system that allows bikes, pedestrians, public transit, and personal vehicles to interact safely.

TRANSPORTATION

- » Provide connections to regional trail systems and transit to promote alternative transit options.
- » Provide bike lanes to separate bikes and cars on the road.
- » Use complete streets to increase walkability, especially between commercial centers.
- » Focus on safety through education, awareness, and well designed facilities.

GREENWAYS

Currently Lewisville has several walking trails, most notably the trail in Jack Warren Park, but there is not enough pedestrian or bike connectivity in Town. The closest greenway is Muddy Creek Greenway and the trails in Tanglewood Park.

In 2011 Lewisville completed a full Greenway and Pedestrian Connections Plan. In it, 26 trail segments are identified and prioritized. These segments, as well as those proposed by other municipalities, are depicted in the map to the right.

PRIORITIZATION

The best way to achieve a robust, interconnected greenway system is to create local connections to more regional trail systems. In small towns like Lewisville it is particularly effective to prioritize connections to regional trails built by larger municipalities like Winston-Salem. Segments should also be given priority based on safety improvements and proximity to "points of interest" such as schools, shopping centers, or churches that encourage trips. Connections to Muddy Creek Greenway and between Lewisville Parks should be given the highest priority.

RECREATION

- » Create miles of walking trails in parks for all users.
- » Provide connections to local greenways and trails.
- » Consider mountain bike trails, skate parks, and other alternate forms of transportation.

OTHER PROVIDERS

The trails depicted on the map are proposed in the Lewisville Greenway and Pedestrian Connections Plan (2011), the Winston-Salem Greenway Plan Update (2012), the Piedmont Triad Regional Trail Plan (2011), and the Davidson County Greenway Master Plan (2009). Lewisville is in close proximity to Winston-Salem as well as Yadkin County, Davies County, and Davidson County. All these municipalities have greenway plans that can supplement Lewisville's system.

Muddy Creek Greenway exists at the time of this plan at Jamison Park. Other segments are proposed and prioritized in the Winston-Salem plan. This greenway is very close to Lewisville's borders and connections to this trail should be prioritized.

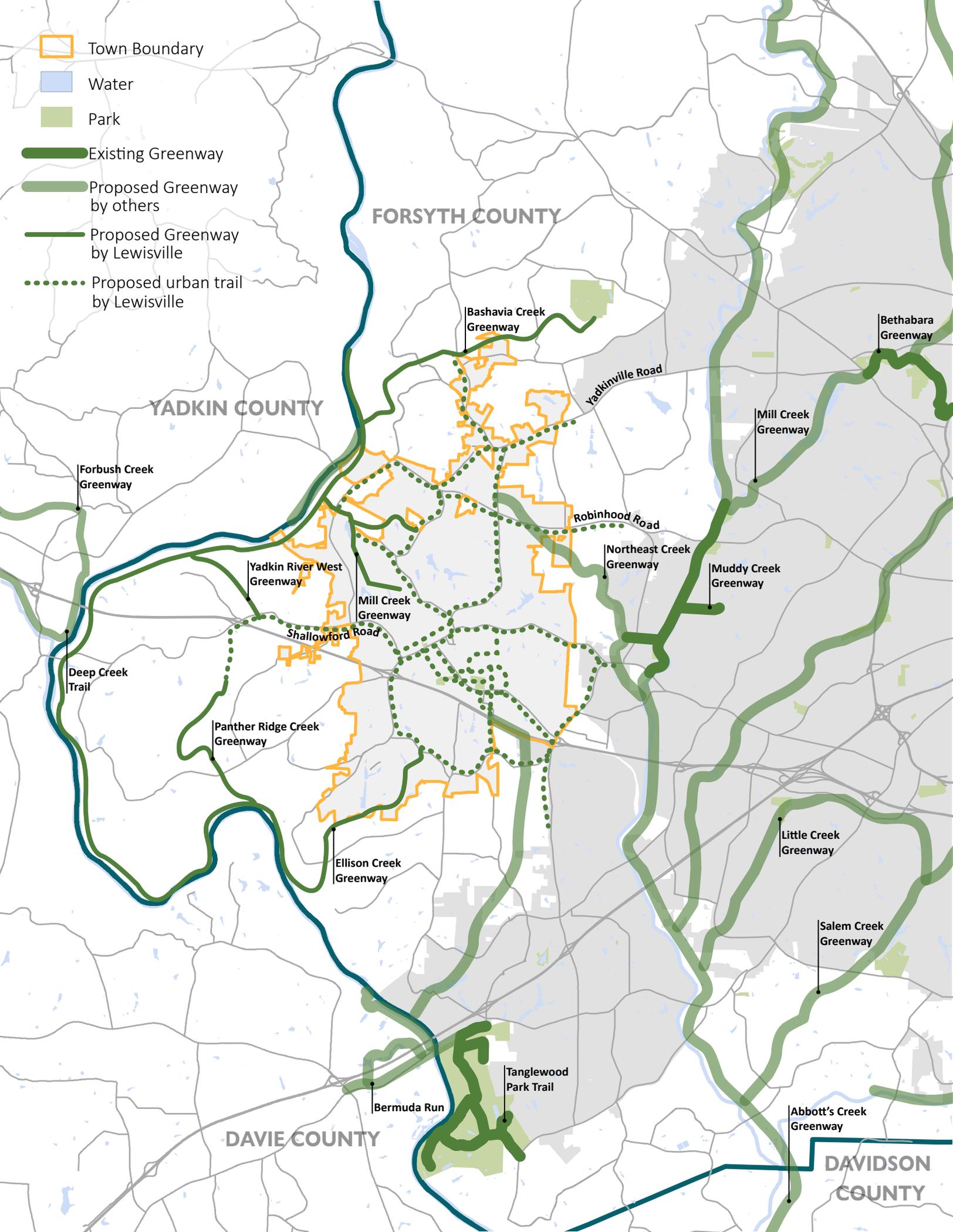
One trail proposed in multiple plans is a **Yadkin River Greenway**. The Yadkin River borders Yadkin, Forsyth, Davie and Davidson Counties, all of which could be good partners for pursuing an ambitious river trail system.



Muddy Creek Greenway / Piedmont Legacy Trails



-  Town Boundary
-  Water
-  Park
-  Existing Greenway
-  Proposed Greenway by others
-  Proposed Greenway by Lewisville
-  Proposed urban trail by Lewisville



ART AND CULTURE

Culture can be expressed through various activities in a community, including through art displays, local cuisine events, as well as tradition and cultural activities. Providing a space for these cultural events and traditions to take place is an important component of the park system.

PUBLIC ART

Art, especially when created by local artists, can improve the aesthetics of the Town, increase positive perception of the Town, and even drive tourism.

- » Murals
- » Memorials
- » Large sculptures
- » Interactive art
- » Installations
- » Signage or lighting art

Public art should be used in high-visibility areas to highlight important intersections, streets, or parks.

EVENTS

Events can showcase cultural traditions, support artisans, drive tourism, and facilitate community connections. Current events and programs offered in Lewisville are very popular, but are reaching capacity. It is important to provide a diversity of events that cater to different age groups and abilities. Event possibilities are listed below:

- » Food truck festivals
- » Art festivals
- » Holiday programs such as Independence Day fireworks or holiday light festival
- » 5K, dog jog, marathon, or other races
- » Competitions (chili cook-off, art show, etc)
- » Movie night in the park

All events are currently held in Shallowford Square. This is a great location due to easy accessibility. As new parks are built, events can be held to increase awareness of the new facilities.



HEALTH AND SAFETY

Parks are critical to the health of a community because they foster outdoor play and exercise. Physical activity and access to nature are necessary to maintain good physical and mental health. The ideal park system offers a variety of safe, free, and fun amenities to foster community health.

COMMUNITY HEALTH

- » Increase opportunities for physical fitness with sports facilities, creative play areas, and outdoor fitness equipment. Ensure enough capacity so everyone can use an amenity when they want to.
- » Promote "lifetime sports" and activities that citizens can continue to enjoy as they age.
- » Foster a less car-reliant community through bike lanes and sidewalk connectivity.
- » Support mental health and reduce stress by giving all residents safe access to nature and open spaces.
- » Prioritize safety and accessibility in all Parks and Recreation facilities.
- » Foster community connections through cultural events.
- » Create places to gather in parks so families and groups can host safe, fun, outdoor events.

PARK SAFETY

- » Use lighting to increase safety at night
- » Enhance the borders of the park to add street connections and clear sight lines into the park
- » Fence sensitive areas to control access at night
- » Ensure easy access for security and emergency personnel



A light pole at Shallowford Square

SUSTAINABILITY AND RESILIENCE

The park system must be a key component in increasing sustainability in Lewisville. Sustainability is important to decrease the Town's environmental impact. By implementing sustainable best practices, we can also decrease energy and water usage which saves the Town money. The following recommendations form a strategy to increasing sustainability in the park system.

LIGHTING AND ENERGY

- » Create an energy management plan for each park to control usage
- » Minimize light pollution through strategic fixtures
- » Use LED light fixtures to reduce energy consumption
- » Install solar panels where possible as an alternative energy source

WATER

- » Use rain barrels and drip irrigation as sustainable irrigation.
- » Use rain gardens or green roofs to manage rainwater as sustainable stormwater management techniques.

MATERIALS

- » Decrease impervious pavement with permeable paving solutions or grass parking
- » Use sustainable, durable, high-quality materials in all outdoor equipment such as playgrounds

PLANTS

- » Use native and drought tolerant plantings to reduce landscape water needs
- » Plant and preserve trees to reduce heat

5. IMPLEMENTATION

An implementation plan is critical to make the Vision described in the previous chapter a reality. This chapter discusses the many elements necessary to implementation, including budget, staffing, maintenance, and community relationships.



Shallowford Square, Lewisville, NC

DEPARTMENT ORGANIZATION

Lewisville is unique that the Town lacks a formal Park and Recreation Department or Division. Currently most parks and recreation services are provided by Public Works Department staff. Five staff members routinely work on park and recreation tasks along with other department needs. These include:

- » **The Public Works Director** is responsible for the parks system. The maintenance team reports to him. He is also responsible for non-park related maintenance work such as road and stormwater.
- » **The Events Coordinator** is responsible for planning community-related events, many of which are held in the parks. The Events Coordinator works under the Town Manager.
- » **Three maintenance workers** are responsible for the parks as well as other public areas and buildings throughout the Town. Many park maintenance activities such as mowing the lawns are contracted out.

Dedicated staff for Parks and Recreation will be a need in the future in order for the Town to capitalize on opportunities to expand the system, manage an ever growing system, and effectively seek alternative funding sources. Future staff needs are identified below as:

PARKS AND RECREATION DIRECTOR

To properly manage the Parks and Recreation system on a daily basis and effectively implement the Park Plan Vision, the addition of a **dedicated Parks and Recreation Director** is needed. The role's responsibilities include the following:

- » Move the Park Plan Vision forward by evaluating property options, issuing Requests for Proposals for new projects, and hiring consultants to design new parks and facilities.
- » Hire and manage Parks and Recreation staff.
- » Manage the Parks and Recreation budget and issue purchase orders for new maintenance equipment, play or sports equipment, and more.
- » Manage the maintenance crew, set maintenance priorities, and ensure park safety and cleanliness.
- » Manage and plan athletic field rentals and tournaments.

EVENTS AND PROGRAMMING

It is recommended that an additional staff member be hired to work under the Events Coordinator. This person will help handle the additional events and scheduling workload when the new Community Center opens.

MAINTENANCE CREW

One new maintenance crew member should be hired in the next year to manage the additional duties in the new Community Center. It is recommended that parks be managed by a crew of one maintenance worker per each 10 acres of park land. This means additional maintenance staff is likely needed as new park acreage is added to the system.

ADDITIONAL POSITIONS

It is common in larger Parks and Recreation Departments to divide the director's responsibilities into other roles such as a maintenance crew leader or an athletic director. The current size of the Parks and Recreation system allows one dedicated park employee to handle these tasks, but there is an opportunity to create these positions as needed as the park system grows.



Shallowford Square before a concert



POLICY RECOMMENDATIONS

Written policy can help Lewisville encourage and enforce good parks, recreation, and open space standards. Policies can also be used to implement best practices for safety, transit, greenways, and more.

ZONING ORDINANCE

Single- and multi-family residential developments are a great place to establish mini parks. This type of development pattern provides necessary space for the residents of the community to exercise and be outdoors, and the developers can use these open spaces to market their development. Providing clear guidelines and requirements within Town codes allows developers to understand expectations and provides stability within the development community. It also gives Lewisville negotiating power to establish quality mini parks in the Town, while allowing for design flexibility in unique sites or circumstances. The ultimate goal of open space requirements is not to burden developers or prescribe strict standards, but to collaborate with developers to provide great open spaces for Lewisville residents. A mini parks champion can take on this coordination role by encouraging good design and making developers aware of the advantages of good parks.

Currently, Lewisville requires 100 square feet of common recreation areas per unit in all multi-family developments over 40 units. Recommended modifications to this requirement are listed below.

- » **Applicability:** The current ordinance only applies to multi-family developments. Recreation areas are also beneficial to single-family neighborhood developments. The ordinance also excludes developments that are occupied exclusively by people over 55 years old. Recreation areas are also very beneficial for these groups, although the amenities can be modified to fit the age group.
- » **Context Sensitive Design:** The type, scale, and demographics of a development should be taken into account when designing open space. While a courtyard garden works well for a senior living facility, a pool deck with grills and shelters may be more appropriate for apartments with young people and families. Renters often expect these amenities in apartments and townhomes, so quality open space can benefit developers and residents.
- » **Amenities:** It is more challenging to prescribe design guidelines because sites and programs will vary, but minimum seating and shade requirements should be implemented. Other design elements like gardens, picnic shelters, grills, small games, or other amenities should be considered. A zoning ordinance should not require these additional amenities, but it can help to encourage the use of amenities through quality relationships and direct coordination with designers and developers.



Recreation area: quiet garden



Recreation area: student housing



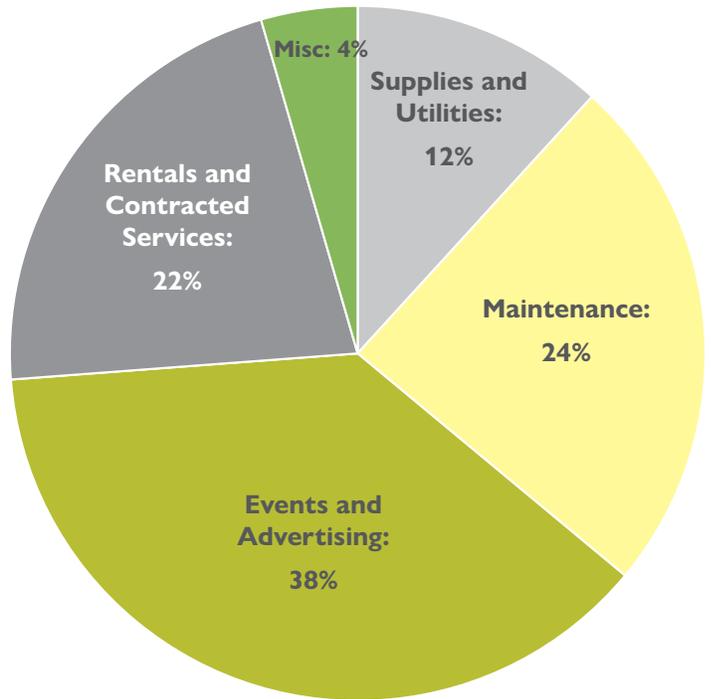
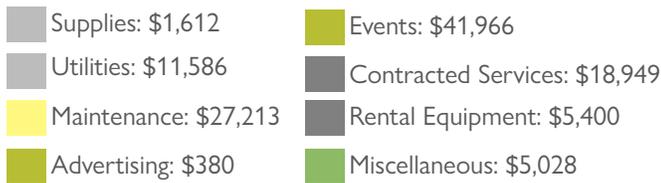
Recreation area: neighborhood playground

BUDGET

RECENT BUDGET

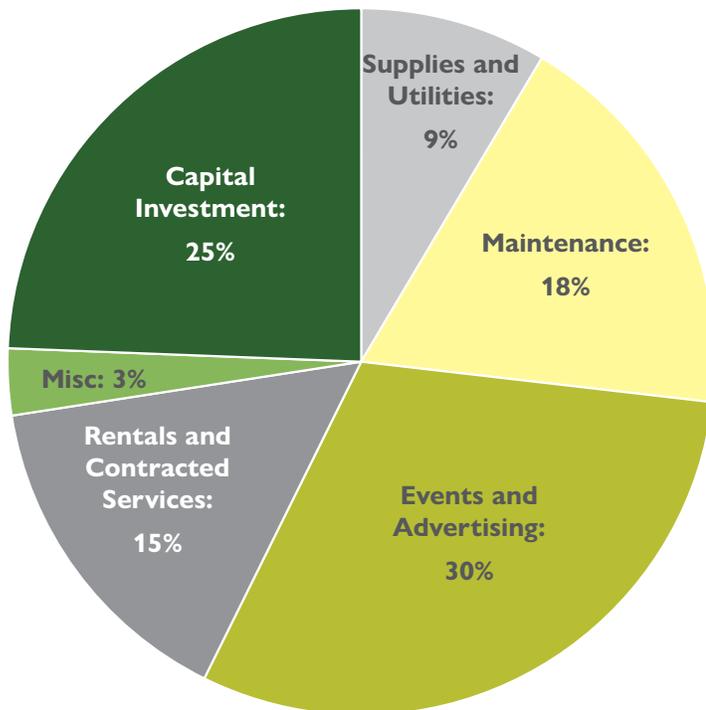
Quality park planning and implementation requires budget dollars, this chapter examines the Lewisville Parks and Recreation budget for the 2019-2020 fiscal year. The 2020-2021 calendar year was an atypical budget distribution year due to the COVID-19 pandemic. All budget categories dropped significantly, particularly events.

Typically, Lewisville spends the largest portion of its budget (38%) on events. Maintenance, supplies and utilities require significant dollars and account for a large portion of the budget. No money was spent on new projects.



PROPOSED BUDGET

The current budget supports maintenance and staffing of the Lewisville parks, but to successfully implement this Vision, additional funding will be needed for capital improvements, park and trail development, and operations and maintenance. Elements of the Vision include new parks, park renovations, new facilities, public art, and more. When planning for the future, it is important to recognize that **all budget categories will need to increase over time**, due to new facilities, increased maintenance costs, additional staff hires, or inflation.



SUPPLIES AND UTILITIES

This budget category stays within a typical percentage of operational costs and will experience increases pegged to the development of additional parks and amenities.

MAINTENANCE

Maintenance costs will increase as new parks and facilities are built. The chart below provides guidance for increasing the operating budget based on new facilities.

Amenity	Cost
Open Space	\$1,000 / acre
Parks	\$7,550/ acre
Soft-Surface Trails	\$3,250 / mile
Paved, Multi-Use Trails	\$6,750 / mile

Operations and maintenance costs per acre of park have an average cost recovery of 23%.

ADVERTISING AND EVENTS

This category will increase as new program options are developed and implemented. Advertising should increase as new parks and facilities are undertaken to solicit input and increase awareness and community support.



CAPITAL EXPENDITURES

Establishing a dedicated capital funding source to implement the Vision of this plan is very important. Proposed projects include park renovations, land acquisition, new facilities, public art, and more. These proposed projects will be a significant cost increase for the department, but they will be spread out over the next 10 to 15 years. The public works department should begin planning for these costs immediately. Funding can come from a variety of sources, including taxes, grants, or capital savings from other items from the department over years.

The costs in the table below are provided for planning purposes only. Construction costs can vary with the market, availability, and location. For new parks in particular, it is important to refine cost estimates based on the location, size, and design of the proposed park. Acquisition costs will also vary greatly depending on location and market conditions.

NEW PARKS		
Item	Unit	2021 Cost
Planning and design	Acre	\$10,000-\$15,000
Site preparation and grading	Acre	\$200,000-\$300,000
Sidewalks	LF	\$40-\$80
Plazas and hardscape areas	SF	\$8-\$25
Playgrounds	Each	\$10,000-\$200,000
Shelters	Each	\$40,000-\$60,000
Sports court	Each	\$40,000-\$70,000
Sports field	Each	\$200,000-\$1,000,000
Fitness Equipment (per piece)	Each	\$2,000-\$8,000
Disc Golf course (9 holes)	Each	\$15,000-\$25,000
Site furnishings (tables, benches)	Each	\$500-\$3,000
Dog Park	Acre	\$35,000-\$50,000
Splash Pad	Each	\$200,000-\$1,000,000
Kayak Launch	Each	\$10,000-\$30,000
Landscaping	Acre	\$50,000-\$60,000
Pedestrian Lighting	Each	\$500-\$2,500
PARK RENOVATIONS		
Jack Warren Park	Cost	
New sidewalk connection	\$50,000	
Upgrade fitness equipment	\$50,000	
Renovate trail seating areas	\$8,000	
Renovate multi-use field	\$300,000	
Shallowford Square	Cost	
Upgrade play equipment	\$125,000	
Install permanent bike racks	\$15,000	
Parking study	\$20,000-\$40,000	
Library Park	Cost	
New landscaping	\$10,000	
Public art	\$50,000-\$75,000	
Outdoor furniture	\$8,000	
Joanie Moser Park	Cost	
New sidewalk connection	\$50,000	
Renovate volleyball court	\$25,000-\$50,000	
Wayfinding study and design	\$15,000	
New wayfinding and signage	\$80,000-\$100,000	
MISCELLANEOUS		
Item	Unit	Cost
Public art	Each	\$5,000-\$30,000

FUNDING SOURCES

LEWISVILLE

Lewisville currently does not set aside money specifically for park projects. There are several ways to fund projects through the Town government.

- » **Capital Improvement Plan (CIP)** The Town has a CIP fund that is used for projects across all departments. The projects and expenditures identified on this page should be incorporated into the next CIP to request future funding.
- » **A park-specific capital fund** can be added to the Parks and Recreation budget. This would be funded through taxes and added to annually, but not necessarily spent every year, creating a savings account for future projects.
- » **A general obligation (GO) bond measure** can be used to fund specific projects.

SPONSORSHIPS AND PARTNERSHIPS

Sponsorships are typically used for events, but can also be applied to parks and facilities. For example, a partnership with Sprite led to a branded basketball court in Mason Wallace Park in Charlotte. Fundraising and partnerships with local non-profit groups can also lead to funding, usually for specific park elements such as furniture or art.

GRANTS

Grants are a good way to procure funding for new Parks and Recreation projects. See the appendix for grants identified that may apply to future Lewisville projects. Most grants require a percent match, so Lewisville will still need to fund a portion of these projects.

GRANT STACKING

Utilizing multiple funding sources has become the most effective way of maximizing the amount of funding a community can obtain. "Grant Stacking" allows a project to draw funding from several sources. The idea of "Grant Staking" refers to grouping grants of varying levels (federal, state, and local) to support one project. Careful selection of grants can result in one grant providing the matching funds required for another grant and the reciprocal as well. This process can address acquisitions and development in phases to best meet a project's intent and time schedule.

MAINTENANCE

The maintenance team currently consists of three full-time maintenance workers. The parks in Lewisville today are densely programmed and require heavy maintenance, but this is not the case for all the parks proposed in this plan. As the park system expands, it is important to plan ahead for maintaining additional acreage.

PLAN FOR FUTURE PARKS

The Public Works Department should create a maintenance checklist so that new parks are maintained with a consistent standards. However, having consistent standards does not necessarily mean every facility should be maintained in the same manner. **Creating levels of maintenance and grading the parks accordingly will help prioritize spending and efforts.** The "grade" does not reflect the importance of a specific property, but the level of maintenance it needs due to the play, visitors, and programs that occur. The parks today all require level 1 maintenance because they are heavily programmed and used. The proposed park extensions have acres of natural areas and paths, which do not need to be maintained as strictly as the new sports fields and restroom facilities. The chart below summarizes the grades given to each facility.

LEVEL 1

Level 1 facilities have high visitation and use. The goal is to keep these facilities clean, safe, and beautiful.

- » Shallowford Square
- » New Community Center
- » Jack Warren Park
- » All sports facilities, restrooms, playgrounds, and picnic areas

LEVEL 2

Level 2 facilities are less used. They should be neat and clean with some tolerance for wear and tear.

- » Jack Warren Park trail
- » All undeveloped Town-owned property with street frontage

LEVEL 3

Level 3 facilities are undeveloped natural areas. They are seldom used by the public except for hiking. These facilities should be safe and free of trash.

- » All undeveloped Town-owned property without street frontage



STAFF ORGANIZATION

The current maintenance staff operates as one crew to maintain all the parks. As the park system grows, the staff can organize into more specialized crews. For example, the parks crew can maintain the level 1 facilities as they do today, while a separate trails crew can be responsible for maintaining trails and greenways. **More staff will need to be hired as park acreage increases,** with one staff member hired per 10-15 acres of new parks.

ADOPT-A-PARK PROGRAM

Many Lewisville citizens value the parks and greenways, and this high regard can be leveraged to supplement the maintenance of parks. One way is to create an “Adopt-A-Park” program. **This park adoption method allows for local civic groups, clubs, and individuals to sponsor a park and perform light maintenance at specified times during the year.** One example would be volunteers to pick up trash and clean up the bathrooms after Shallowford Square concerts.

Lewisville should promote this program on their website and provide a form for groups to apply. Interested parties can coordinate with a Parks and Recreation staff member to determine a plan for maintenance. A Parks and Recreation team member should help organize and attend a fun kick-off event to supervise the first park clean-up. After the first event, the group can organize at regular intervals to assist with light maintenance like raking, painting, or trash pick-up in their adopted park.



COMMUNITY RELATIONS

An effective community relations program within the Parks and Recreation team can result in more communication with citizens, positive relationships between the Town and Lewisville residents, and greater awareness and participation in park programs and events. Community relations can include any contact between Parks and Recreation staff and Lewisville citizens, such as Town-sponsored events, data gathering, safety alerts, and information campaigns.

OBJECTIVES

- » Educate internal and external customers of the benefits of the Parks and Recreation facilities, and programs and services add to the community and quality of life of neighbors
- » Solicit input from neighbors to ensure their needs and priorities for facilities and programs are identified
- » Gather input from neighbors to ensure satisfaction levels remain high and expectations are exceeded
- » Seek input to continuously identify new methods and ideas to adapt services and programs to trends and needs of the community
- » Consult neighbors to plan and implement aspects of the Parks Plan and other planning initiatives to meet the needs of a diverse population
- » Promote and foster partnerships and sponsorships with private enterprises, public agencies, and civic organizations
- » Educate staff on best practices for use of social media and customer service
- » Identify and engage key new community stakeholders and empower them to be advocates of the Parks and Recreation system

METHODS

- » Use social media, radio advertisements, and printed flyers to enhance community knowledge of parks, facilities, programs, and events.
- » Keep the Town website up to date with events and news. Utilize banners to advertise the most important information.
- » Develop consistent branding and wayfinding standards to create a uniform image for the Parks and Recreation system. Use that branding on the website, permanent signage, flyers, and social media posts.
- » Host events at each park location. Host large-scale events at the new community center to raise awareness of the new facility.
- » Increase the variety of events offered to cater to all ages and interests. Specific programming should also be considered for children, teens, families, seniors, and young adults.
- » Currently Lewisville utilizes a town Facebook page. Continued use of this page is encouraged, with additional branding to call attention to Parks and Recreation events and information. Other platforms such as Instagram could also be utilized to increase public contact.



G. Galloway Community Center



PHASING

Below is a summary of actionable recommendations made in this plan. These items have been prioritized based on feasibility, budget, and public support.

ONGOING

- » **Mini Parks.** Mini Parks should be encouraged by the Town as apartments and subdivisions are developed around Lewisville.
- » **Programming, Marketing, and Outreach.** Events are planned and executed year round, and marketing of the parks should be done with each new event.
- » **Staff.** As new parks are added to the system, new staff will need to be hired and trained.

SHORT-TERM: 1-5 YEARS

- » **Hire a dedicated Parks and Recreation director** to champion the Parks Plan and manage the Parks and Recreation system.
- » **Prioritize greenway segments** listed in the 2011 Greenway and Pedestrian Connections Plan and begin property acquisition for top segments.
- » **Jack Warren Park Renovations:** build new sidewalk connections, upgrade the fitness equipment, and seating along the trail.
- » **Shallowford Square Park Renovations:** install permanent bike racks, upgrade play equipment, and conduct a parking study.
- » **Jeanette E. Messick Wildlife Habitat Renovations:** replant the garden, add new seating and wildlife habitats, and install educational signage.
- » **Implement a kayak launch** at Old US 421 River Bridge Park.
- » **Acquire land for neighborhood parks** in the outskirts of Lewisville.
- » **Build one neighborhood park.** Use the prioritization matrix to decide on a location for the first priority park.
- » **Implement policy updates** as described on page 49.

LONG-TERM: 5-10 YEARS

- » **Joanie Moser Park Renovations:** create new sidewalk connections, renovate the volleyball court, and implement new wayfinding.
- » **Build additional neighborhood parks** as described on page 39. Use the prioritization matrix to decide on the order of construction.
- » **Construct greenway segments** based on project prioritization.

6 . APPENDIX

TABLE OF PROVIDERS

COUNTY PARKS

	Amenity
Joanie Moser Park	Picnic Shelter, Tennis Courts, Volleyball Court, Softball Field, Horseshoe Pit, Basketball Court, Walking Path, and Playground
River Bridge Park	Volleyball Court, Playgrounds, River Access, and Walking Trail
Jamison Park	Playground, Amphitheater, Shelter, Dog Park, and Greenway
Tanglewood Park	Golf Course, Dog Park, BMX Racing Course, RV Campground, Tennis Courts, Arboretum Garden, Horseback Riding, Pool, and Playgrounds
C.G. Hill Memorial Park	Fishing Lake, Picnic Tables, and Walking Trails

PUBLIC SCHOOLS

	Amenity
Lewisville Elementary School	Playgrounds
Lewisville Middle School	Baseball Field
Meadowlark Elementary School	Playgrounds and Track
Meadowlark Middle School	Playgrounds and Track

PRIVATE SCHOOLS

	Amenity
Forsyth Country Day School	Playgrounds, Track, Soccer Fields, Tennis Courts, Softball Field, and Baseball Field

PRIVATE RECREATION

Provider	Amenity
Northwest Forsyth Little League Park	Baseball Field and concession stand
West Central Community Center	Basketball
Jazzercise	Group Fitness Classes
Karate International of Lewisville	Adult and Child Karate Classes
Utopia Fitness Center	Open Gym, Spa, Wellness Bar, Group Fitness Classes, and Personal Training
YogaCentrix	Group Fitness Classes
Arbor Run Homeowner's Association	Clubhouse, Swimming Pool, Tennis Courts, and Playground
Brookway West Dr.	Basketball Court and Swimming Pool
Fairhaven Rd. and Riding Ridge Ln.	Tennis Court and Swimming Pool
LaGrande Dr.	Swimming Pool
LaGrande Place Dr.	Swimming Pool
Saddlebrook Homeowners	Swimming Pool and Basketball Court
Shallowford Lakes	Swimming Pool, Tennis Courts, and Lake Access
Willow Run Recreation Association	Swimming Pool and Tennis Courts

GRANT OPTIONS

Neighborhood and Community Parks

Funding Program	Grant Amount	Match Requirement	Eligible Elements
Land and Water Conservation Grant	\$250,000	100%	Land acquisition and Development of Ballfields, Courts, Trails, Fishing, Facilities, Playground, Restrooms, Shade Structures, Lighting and Landscape
Parks and Recreation Trust Fund (PARTF)	\$500,000	100%	Land acquisition and Development of Ballfields, Courts, Trails, Fishing, Facilities, Playground, Restrooms, Shade Structures, Lighting and Landscape
American Academy of Dermatology (AAD)	\$8,000	0%	Shade structures
Recreation Trail Program	\$100,000	25%	Trails, trailside, trailhead facilities
Urban Forestry Grant Program	\$15,000	100%	Treeplans/Programs and Planning
USTA Public Facilities Grant	\$100,000	50%	New construction or existing facility reconstruction
Public Art Challenge	\$1,000,000	25%	Art in public spaces
Our Town Grant	\$150,000	100%	Innovative public art projects

Regional Parks and Venues

Funding Program	Grant Amount	Match Requirement	Eligible Elements
Land and Water Conservation Grant	\$250,000	100%	Land acquisition and Development of Ballfields, Courts, Trails, Fishing, Facilities, Playground, Restrooms, Shade Structures, Lighting and Landscape
Parks and Recreation Trust Fund (PARTF)	\$500,000	100%	Land acquisition and Development of Ballfields, Courts, Trails, Fishing, Facilities, Playground, Restrooms, Shade Structures, Lighting and Landscape
American Academy of Dermatology (AAD)	\$8,000	0%	Shade structures
Recreation Trail Program	\$100,000	25%	Trails, trailside, trailhead facilities
Urban Forestry Grant Program	\$15,000	100%	Treeplans/Programs and Planning
Pre-disaster Mitigation	\$3,000,000	25%	Stormwater including open space and trails
Urban Waters Grant	\$60,000	5%	Signage, innovative water quality projects
Section 319(h) Grants	\$750,000	40%	Stormwater/water quality projects
USTA Public Facilities Grant	\$100,000	50%	New construction or existing facility reconstruction



Trails, Streets and Transit

Funding Program	Grant Amount	Match Requirement	Eligible Elements
Land and Water Conservation Grant	\$250,000	100%	Land acquisition and Development of Ballfields, Courts, Trails, Fishing, Facilities, Playground, Restrooms, Shade Structures, Lighting and Landscape
American Academy of Dermatology (AAD)	\$8,000	0%	Shade structures
Transportation Enhancement Program (TEP)	\$1,000,000	20%	Pedestrian and Bicycle Trails
Safe Routes to Schools (SRTS)	\$250,000	0%	Trails, Sidewalks
Preserve America	\$250,000	50%	Signage, wayfinding
Pre-disaster Mitigation	\$3,000,000	25%	Stormwater including open space and trails
Urban Waters Grant	\$60,000	5%	Signage, innovative water quality projects
Section 319(h) Grants	\$750,000	40%	Stormwater/water quality projects

Arts, History, Culture and Community

Funding Program	Grant Amount	Match Requirement	Eligible Elements
Land and Water Conservation Grant	\$250,000	100%	Land acquisition and Development of Ballfields, Courts, Trails, Fishing, Facilities, Playground, Restrooms, Shade Structures, Lighting and Landscape
Public Art Challenge	\$1,000,000	25%	Art in public spaces
Our Town Grant	\$150,000	100%	Innovative public art projects
Preserve America	\$250,000	50%	Signage, wayfinding

Greenways and Natural Lands

Funding Program	Grant Amount	Match Requirement	Eligible Elements
Environmental Education Grants	\$100,000	25%	Educational Elements
Urban Waters Grant	\$60,000	5%	Signage, innovative water quality projects
Section 319(h) Grants	\$750,000	40%	Stormwater/water quality projects
National Leadership Grants for Museums	\$750,000	100%	Nature centers, Museums, Botanical Gardens, Children museums
Land and Water Conservation Grant	\$250,000	100%	Land acquisition and Development of Ballfields, Courts, Trails, Fishing, Facilities, Playground, Restrooms, Shade Structures, Lighting and Landscape
Pre-disaster Mitigation	\$3,000,000	25%	Stormwater including open space and trails

EVALUATION MATRIX

To use this matrix, score each proposed project in each category 1-5. Add up the totals for each category in the blue row. By completing this project scoring matrix, the Town staff can determine the highest scored projects, and this will help prioritize your planning and funding for improving your current park facilities, while dedicating dollars for new future park and recreation facilities.

	1	2	3	4	5
Design & Construction (Max: 30)					
Is there evidence that the design and construction of the site meets user needs?					
Is the site readily accessible to the users being served? (walking, biking, vehicle, ect.)					
Does the site utilize durable materials or products?					
Does the site include appropriate recreation amenities for intended users?					
Has the site been developed or recently renovated?					
Is there evidence that the site utilizes design standards for branding, materials, etc.?					
Effectiveness (Max: 35)					
Does there appear to be regular community or neighborhood use of the site?					
Does there appear to be regular community or neighborhood use of the site by various age groups?					
Are there a good variety of different activities at this site?					
Are there choices in intensity of activities? (passive/at-will or active/programmed)					
Is there a balance of active recreation and passive opportunities?					
Is there evidence that the site serves users' current needs for recreation, relaxing, or other activities?					
Condition (Max: 20)					
How would you rate the site maintenance?					
What level of use is evident from visitors?					
What level of pride is evident from staff regarding maintenance or customer service?					
Does the site need improvements?					
Comfort and Image (Max: 25)					
Does the site make a good first impression?					
Are there ample places to sit and are they conveniently located?					
Is the site clean and free of litter?					

Comfort and Image (Max: 25)					
Does the site make a good first impression?					
Are there ample places to sit and are they conveniently located?					
Is the site clean and free of litter?					
Does the site provide a feeling of safety or perceived safety?					
Do vehicles dominate the site through access roads, parking and/or maintenance?					
Access and Linkages (Max: 30)					
Are there clear and open view lines into open spaces?					
Is there clear and useful wayfinding/signage within the site?					
Can people easily walk to the site from surrounding areas?					
Does the site function for people with disabilities or special needs?					
Do paths and/or roads connect people to primary amenities?					
Are there transit stop(s) near (within 1/4 mile) and/or parking and bike racks near primary entrance points?					
Sociability Sustainability (Max: 15)					
Does the site provide places to gather?					
Does the site promote a healthy lifestyle and/or help to reduce daily stress?					
Is the site well connected with clear and safe access point(s)?					
Environmental Sustainability (Max: 20)					
Does the site use energy, water, and material resources efficiently?					
Does the site improve air and water quality?					
Does the site enhance, preserve, promote, or contribute to biological diversity?					
Does the site enhance environmental awareness or knowledge?					
Economic Sustainability (Max: 20)					
Does the site create public and/or private revenue-generating opportunities?					
Does the site help sustain or increase adjacent property values?					
Does the site contribute to nearby property development or redevelopment potentials?					
Does the site provide local employment opportunity?					
Total					



