

BARWELL ROAD PARK MASTER PLAN

Situation Assessment



RALEIGH Parks,
Recreation and
Cultural Resources
parks.raleighnc.gov

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Executive Summary

The City of Raleigh Parks, Recreation and Cultural Resources Department is collaborating with the Barwell Road community on the development of a Master Plan for Barwell Road Park. Barwell Road Park is a 54.5 acre site purchased in 2001 to serve the needs of residents in Southeast Raleigh. The park was developed in 2006 in conjunction with Wake County Public Schools to meet the facilities demands of the ever growing community in this portion of the City. The entrance to the park and school is located at Barwell Park Drive east of the intersection of Rock Quarry Road and Barwell Road.

The first step in the process is to conduct a Situation Assessment. This assessment includes site analysis and documentation, research and data collection on the surrounding neighborhoods and other land uses, an introduction of the master plan process to the Southeast Citizen Advisory Council, establishing a project website and conducting a community needs assessment.

Highlights from the survey with regards to programs and facilities included an interest in fitness programs (69%), use of the fitness room (61%), playgrounds (55%) and walking trails (55%). Other desired activities or facilities included use of picnic shelters, educational programs, greenway trails, and athletics. Survey results also indicated that a greater variety of programs and activities available at Barwell Road is the primary factor that would encourage the community to use the park more often.

This phase of the planning process also includes the identification and recommendation of Citizen Planning Committee (CPC) members. The recommended committee is composed of stakeholders representing the community or other group with an interest in the project who will work together throughout the master plan process. CPC membership will be present to PRGAB and City Council for final approval.

Following approval of the CPC, the project team and the CPC will commence with the next phase of the master plan process. The next phase includes identification of program elements and recreation activities. A series of public and CPC meetings will be conducted in collaboration with the city, project team and community. The goal of the process is to receive as much community input as possible to develop a master plan that responds to the community's recreational needs. By conducting an inclusive and responsive planning process, it is our collective hope that the plan will be embraced and a sense of community ownership in the park will be created.

Introduction

Project Overview

The City of Raleigh Parks, Recreation and Cultural Resources Department is collaborating with the Barwell Road community on the development of a Master Plan for Barwell Road Park.

Barwell Road Park is a 54.5 acre site purchased in 2001 to serve the needs of residents in Southeast Raleigh. The park was developed in 2006 in conjunction with Wake County Public Schools to meet the facilities demands of the ever growing community in this portion of the City. The entrance to the park and school is located at Barwell Park Drive east of the intersection of Rock Quarry Road and Barwell Road. The existing 30,000 square foot community center provides multiple classrooms for community programs and meetings and two gymnasiums that offer league and pick-up basketball. A parking lot sits to the south side of the community center and a half-mile walking trail loops around the mound located to the west. Citizens do have access to the elementary school's playground, multipurpose field, and play courts outside of school hours.

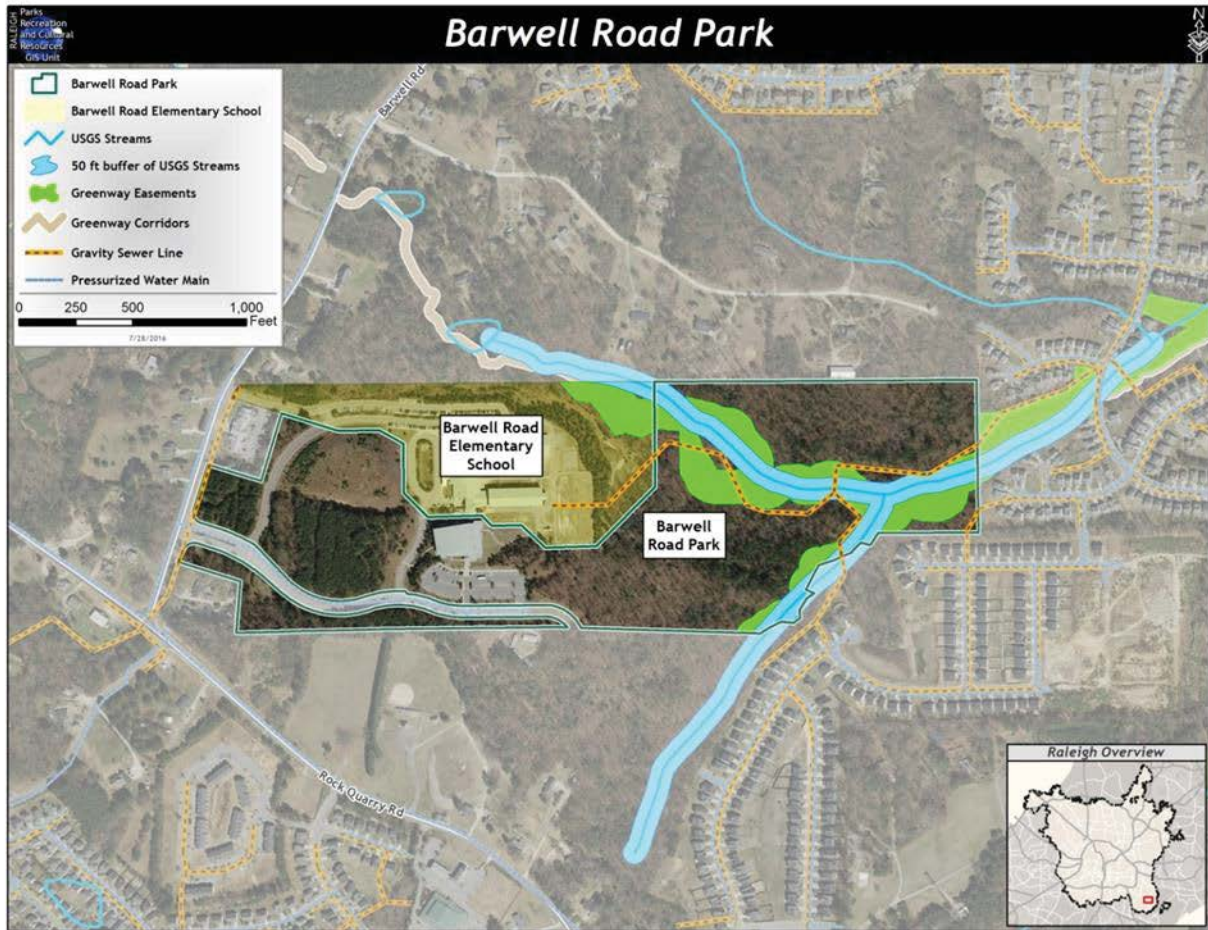
The Barwell Road Park Master Plan process will review the needs of the community in context with the existing park property to determine community connections to the park, outdoor amenities and program

opportunities. The master plan process will be a twelve month process to develop a final plan adopted by City Council. Funding for the development of the plan and first phase improvements is from the 2007 Parks Bond.

Means and Methods

To begin the public master plan process, a Situation Assessment is conducted to collect information about the surrounding communities, identify stakeholders and issues important to them and assess the communities' needs. The Situation Assessment's purpose is to provide means for an effective public participation process by understanding the needs, issues, and conditions of the stakeholder community and park master plan.

Research, public participation, review of the study area context and demographics, and site analysis and observation are some of the methodologies that are used in developing the Situation Assessment report. Additionally, methods for community engagement were established early in the process to include social media outreach, stakeholder interviews, community survey, public meetings, and the selection and participation of a Citizen Planning Committee.



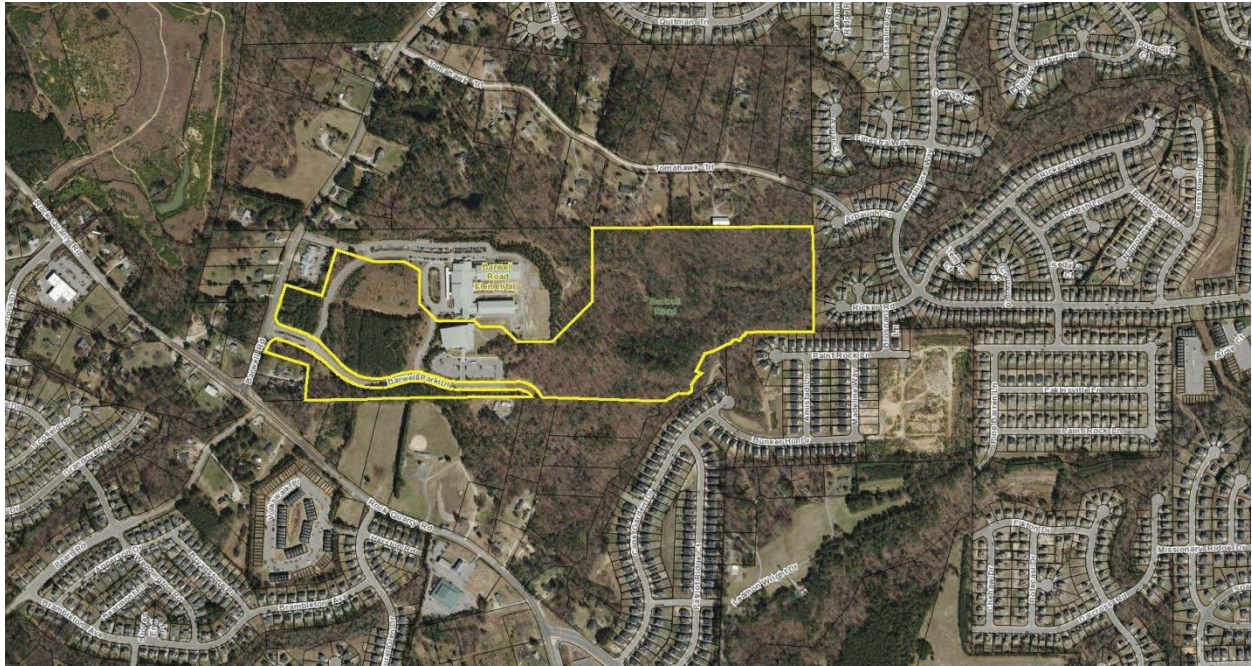
Site Context

System Integration Plan Summary

An initial component of the public park master plan process is the System Integration Plan (SIP). This involves public review and participation from partner agencies and is developed with input and oversight from the City of Raleigh Parks, Recreation and Greenway Advisory Board.

The City of Raleigh Parks and Recreation Department developed a System Integration Plan for Barwell Road Park in 2013. The SIP documents existing site

conditions by beginning the process of site inventory for natural and cultural resources, provides recommendations for interim site management and evaluates the impact of the City's comprehensive plan on the site.



Site Analysis Review

Barwell Road Park is a 54.5 acre park in southeast Raleigh located at the corner of Rock Quarry Road and Barwell Road. The park was developed in 2006 in coordination with Barwell Road Elementary School. The 30,000 square foot community center provides a variety of programs for all ages and is the focus of the park. Exterior amenities on park property are limited to a half-mile walking loop west of the community center and school. Citizens do have access to the elementary school's playground, multipurpose field, and play courts outside of school hours.

The property and the majority of the surrounding land is zoned R-4. Along the southern property line are a series of parcels zoned RX-3-CU and R-6-CU. These as

well as the other adjacent properties could see redevelopment in the future as this area of the City continues to grow and the future I-540 extension is completed.

The park property remains mostly wooded. Barwell Park Drive bisects two portions of the park property and will be required to connect through the park to any development south of the property. On the west side, a portion of the wooded mound was cleared and graded as part of the initial construction along with installation of bio-retention ponds for the community center along Barwell Park Drive. The original development of the community center and school reserved space in the western portion of the site for future active

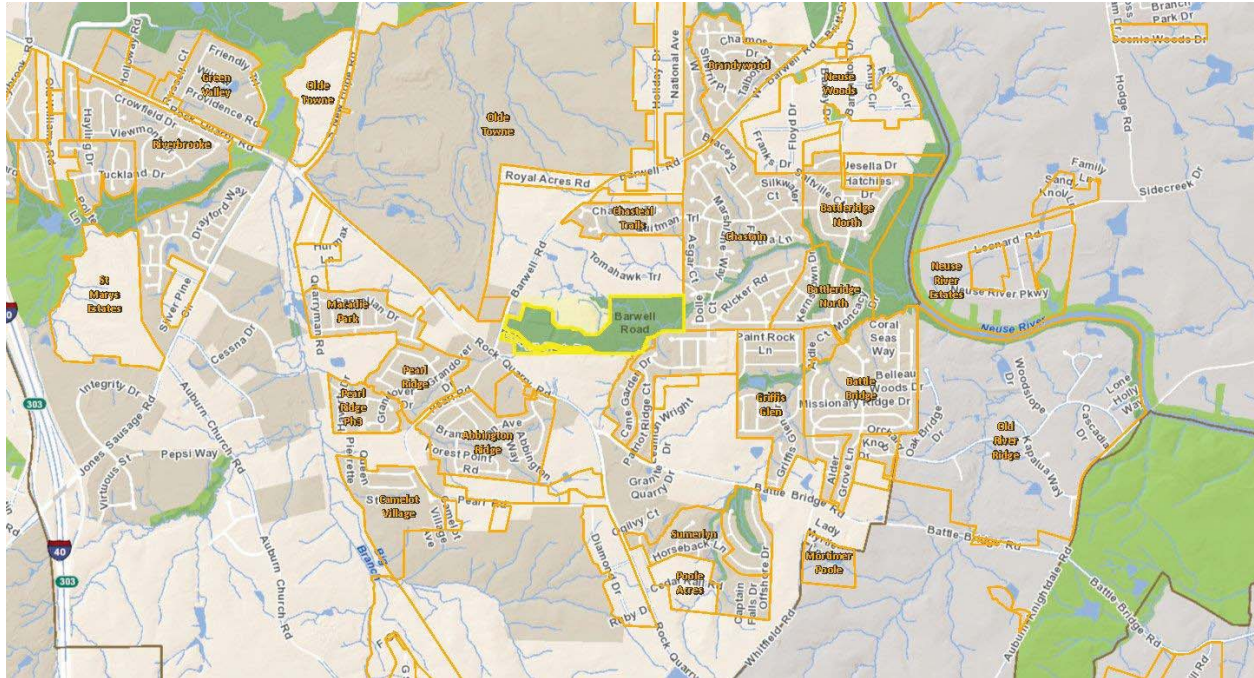
recreation pursuits. In 2012 the City Council approved moving forward with a regional tennis center in this location but due to site constraints and cost the tennis center will now be located at Biltmore Hills Parks.

The eastern portion of the site is undeveloped with dedicated 75' riparian buffer for the Capital Area Greenway corridor running from east to west along the stream channel. Property for the development of the greenway trail from the park to the Neuse River Greenway has already been procured through dedicated easement or fee-simple purchase. Sewer easements are located on the eastern portion of the park property, generally following the orientation of stream channels. The community around the park has expressed the desire for outdoor amenities, but is also concerned about the lack of pedestrian access to the park. Construction of the greenway trail could provide a safe pedestrian connection for the communities to the east of the park. Pedestrian and bicycle access for communities along Barwell Road and on the west side of Rock Quarry Road should also be evaluated during the master plan process.



Endangered Species

No endangered plants or plant species of concern are found on the site. No endangered animal species or animal species of concern are known on this site.



Community Framework

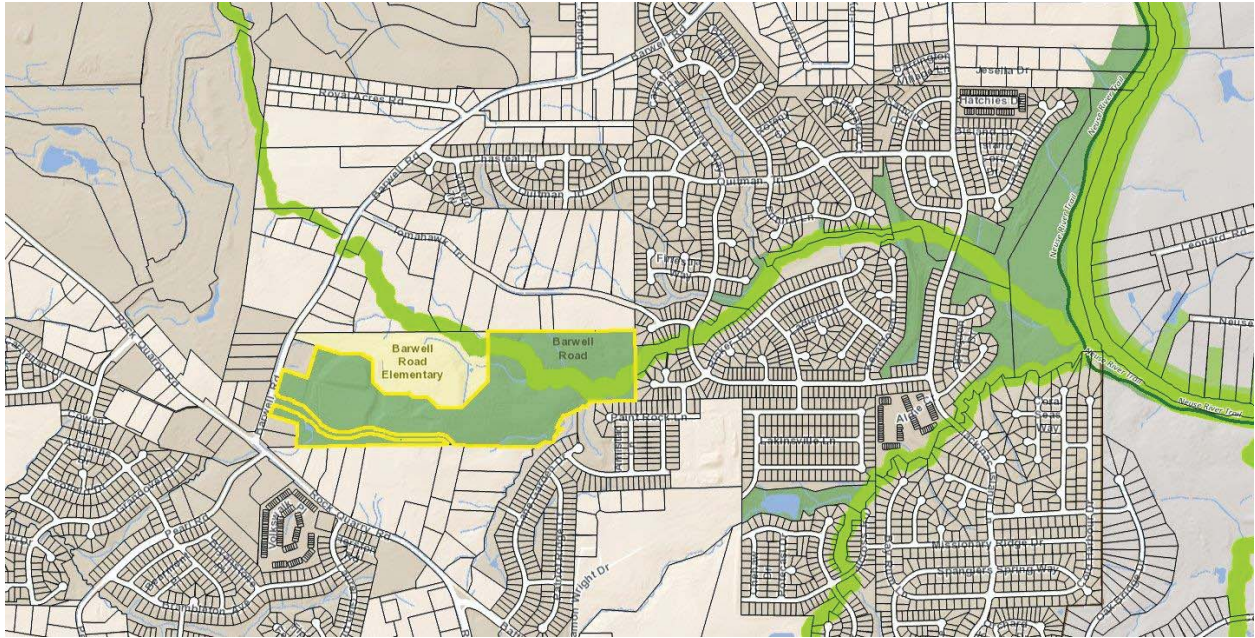
Demographics

Barwell Road Park is surrounded by single family residential developments, with new developments continuing to be built. In order to gain a meaningful demographic analysis, a study area of households located within a two mile radius of the property was used. The demographics for this report were provided by the City of Raleigh PRCR's GIS section using ESRI Community Analyst 2015.

In 2015 there were 6,280 households with projections of the households to grow to 6,952 by 2020. Nearly 89% were in family households with almost 40% of those with children. The number of family households

and number of people per household (3.52) in this area are growing faster than the city and the county. Home values are also expected to rise at the same rate as the city and the county.

The median income is lower on average (\$50,601) than the city and the county with adults working in white collar (59.7%), service sector (19.9%) and blue collar (20.5%) jobs. The median age is 32.3, with 6% of the population over 65 and 30% under 18. The race and ethnicity of the community is 62.8% Black, 22.4% White, and 17.1% Hispanic.



Nearby Neighborhoods

Within a two mile radius of Barwell Road Park are over 30 neighborhood subdivisions. Chastain and Johns Pointe are directly adjacent to the park on the east side. Access to the park from these neighborhoods is primarily limited to cars due to a lack of pedestrian connectivity. No sidewalks exist along Barwell Road.

Nearby Schools

Barwell Road Elementary School is directly north of the park and shares an interior building corridor as well as exterior amenities with Barwell Road Community Center and Park. The school was open in coordination with the park and operates on a year-round calendar. Barwell Road Elementary School, East Garner Middle

School and Southeast Raleigh High School are the base schools for the much of the community around the park.

Nearby Parks and Greenway Trails

Worthdale Park, located 4.25 miles northwest, is the nearest park to Barwell Road. In 2016, the City of Raleigh purchased a 155 acres site on Pearl Road to serve the recreation needs of growing population. Planning for this property is not expected to begin for at least ten years. A greenway corridor is also planned to connect Barwell Road Park east to the Neuse River Greenway Trail system. This corridor will also serve a community connection to the park.

Community Engagement

Community participation in the master planning process is critical. The process provides multiple opportunities and vehicles for the community to engage. The goal of community outreach and engagement is to fully understand the needs of the community, to be inclusive and to provide responsive planning solutions. It also will help establish a sense of ownership within the community which can lead to park stewardship by the community.

Project Website

The City of Raleigh initiated a project website in July 2016 to inform the community, provide updates of the process, and promote involvement in the Park's master plan process. The website contains a location map of the site, the current activity, a brief project summary and history, contact information, and a project schedule with dates and description of tasks. Links are provided to access the community survey results and for a downloadable version of the draft SIP. The website continues to be a major component of the park planning process by providing future updates and sharing electronic versions of the project documentation with the public as the master plan design progresses.

Social Media Outreach

Social media is one of many tools being used to engage the community throughout the master plan process. The social media component is being managed by the City through the Nextdoor interface. Facebook and Twitter are being used to solicit feedback as well as to keep the community informed of meeting dates and continued progress on the plan.

Southeast CAC

Barwell Road Park is located within the Southeast Citizens Advisory Council (CAC). Staff has been attending their regular meeting every other month at Barwell Road Park to request participation in the community input survey, solicit membership in the Citizen Planning Committee, and provide updates on the planning process. Staff will continue to provide regular updates to the CAC and request their participation in the planning process.

Community Needs Assessment Survey

In 2015, the Parks, Recreation and Cultural Resources Department conducted a community needs assessment survey for Barwell Road Park. The survey was distributed to over 7,000 people, and was

targeted at the community that lives around Barwell Road Park. An online survey was also available through the City of Raleigh Barwell Road Park website. A total of 685 people responded to the survey, over 90% of whom reside in ZIP code 27610.

Highlights from the survey with regards to programs and facilities included an interest in fitness programs (69%), use of the fitness room (61%), playgrounds (55%) and walking trails (55%). Other desired activities or facilities included use of picnic shelters, educational programs, greenway trails, and athletics. Survey results also indicated that a greater variety of programs and activities available at Barwell Road is the primary factor that would encourage the community to use the park more often.

A copy of the survey questionnaire and a full report of the survey responses can be found in the Appendix to this document.

Citizen Planning Committee

One of the first steps in the planning process is to identify community members and other stakeholders that are interested and willing to dedicate the time required to serve on the Citizen Planning Committee (CPC). Using the information provided through community surveys the following list of CPC members is recommended to the Raleigh Parks Recreation and Greenway Advisory Board as well as City Council. In addition to interest and level of commitment other factors used to form the group included a desire to be demographically diverse and have various recreation interests represented.

The following list of individuals and their affiliations are as follows:

Name	Neighborhood
Bailey Allred	Brandywood/Anderson Pointe
Gladys Bonilla	Wake County Human Services
Tanielle Brown	John's Pointe
Tina Certo	Eaglechase
Gabriela Cobos Uribe	Consulate General of Mexico
Patrick Faulkner	Tanglewood
Alesha Garrett	Battle Ridge
Jaqueline Griffin	Eaglechase
Ulysses Lane, VMD	Brandywood
Clifton Lavenhouse	Maybrook Crossing
Jerry Mangum	Eaglechase
Taty Padilla	Wake County Smart Start
Rev. Kevin Seymour	Ebenezer Methodist Church
Latonia Williams	Chastain
Dexter Hebert	PRGAB Member

Summary / Next Steps

Following approval of the Situation Assessment and the CPC membership recommendations by PRGAB and City Council, the project team will undertake the following sequence of steps in the master planning process:

- Meet with CPC to develop an initial vision, goals and objectives for the park
- Address issues and recommendations uncovered during the situation assessment and focus on strategies for the process
- Conduct community meetings
- Preparation of alternative park development concepts
- Preparation of draft master plan

The first community meetings will be held to present findings from SIP, SA and project team observations. They will also be utilized to gather additional perspectives and conceptualize ideas for park development.

Subsequent CPC and public meetings will be held leading up to the presentation of the master plan to PRGAB and City Council. The public will continue to be informed through the project web site, online notifications and targeted emails.

Information gathered will be utilized by the CPC throughout the process helping to inform decisions made by the project team and the city staff. This information will provide the measuring stick for alternative ideas, program elements and the arrangement of park features to make sure the community's vision for the park is not compromised.

Appendix

Community Needs Assessment Survey



Survey Participation

Between April 2015 and July 2015, The City of Raleigh Parks, Recreation and Cultural Resources Department conducted a needs assessment survey for Barwell Road Community Center and Park:

The survey was distributed to over 7000 people, and was targeted at the community who lives around Barwell Road and participates in programs at the Barwell Road Community Center.

Homes within a 2-mile radius of Barwell Road Community Center were mailed a copy of the survey. The survey was also mailed to anyone who had participated in a program at Barwell Road since January 2014. An online version of the survey was also available through the City of Raleigh Barwell Road Park website.

We received a total of 685 responses (approximately 10% response rate, which is great!)

Survey Results Highlights:

Park Usage

Adults (ages 36-54) were the most likely age group to utilize programs and activities at Barwell Road Community Center and Park, and Adults (ages 55+) were the second most likely. There was also interest in specific programs specially tailored for teens and younger children.

Among people surveyed, about 1/3 have participated in a program or class at Barwell Road Community Center. Half of those surveyed had not yet participated in any program offered by the city.

Communication & Marketing

Many people requested more information about what programs are offered at Barwell Road Community Center and Park, and said they would be more likely to use the park if they had more information about what was available.

Most people prefer to get information about Barwell Road through direct mail (62%), the City of Raleigh Website (43%), or the Leisure Ledger program brochure (38%).

Programming & Variety

Another key area of focus should be the variety and selection of activities & programs available at Barwell Road Community Center.

Most people were interested in participating in the following activities or facilities: fitness programs (69%), use of the fitness room (61%), playgrounds (55%) and walking trails (55%).

Other desired activities or facilities included use of picnic shelters, educational programs, greenway trails, and athletics.

Barwell Road Community Center and Park

Raleigh Parks, Recreation and Cultural Resources Department is surveying residents to find out how we can best meet the needs and interests of the community. Please take a few minutes to complete the following survey. For additional information, please contact Barwell Community Center, 919-996-5994.

1. What is your household zip code?

2. Have you participated in a Raleigh Parks, Recreation and Cultural Resources program or class?

- ☐ Yes, at Barwell Road Community Center and Park
- ☐ Yes, at a different park facility
- ☐ No

3. What age groups in your household would utilize activities/programs/services at Barwell Road Community Center and Park?

- ☐ 0-6 years
- ☐ 7-13 years
- ☐ 14-18 years
- ☐ 19-35 years
- ☐ 36-54 years
- ☐ 55+ years

4. When would your household most likely utilize the facilities at Barwell Road Community Center and Park?

- ☐ Weekday mornings (7am-12pm)
- ☐ Weekday afternoons (12pm-6pm)
- ☐ Weekday evenings (6pm-9pm)
- ☐ Weekend mornings (9am-12pm)
- ☐ Weekend afternoons (12pm-3pm)
- ☐ Weekend evenings (3pm-6pm)

5. What may prevent your household from participating in activities/programs/services at Barwell Road Community Center and Park?

- ☐ Variety and selection of activities and programs
- ☐ Hours of operation
- ☐ Facility condition
- ☐ Location
- ☐ Transportation to the park
- ☐ Cost

Other (please specify)

6. Select park activities or facilities below in which your household may be interested in participating? (Check all that apply)

- ☐ Fitness room
- ☐ Fitness programs
- ☐ Athletic/Sports
- ☐ Pick-up basketball
- ☐ Pick-up volleyball
- ☐ Nature Programs
- ☐ Educational Programs
- ☐ Social Programs
- ☐ Social Clubs
- ☐ Special events
- ☐ Playground/walking trails
- ☐ Greenway trails
- ☐ Picnic shelters
- ☐ After School activities
- ☐ Before School activities
- ☐ Year round track out programs
- ☐ Traditional school summer camps
- ☐ Teen programs

Please name any specific programs you would like to see offered.

7. What would motivate your household to utilize the facilities at Barwell Road Community Center and Park more?

8. How do you prefer to get information about the Barwell Road Community Center and Park programs, services and activities? (Check all that apply)

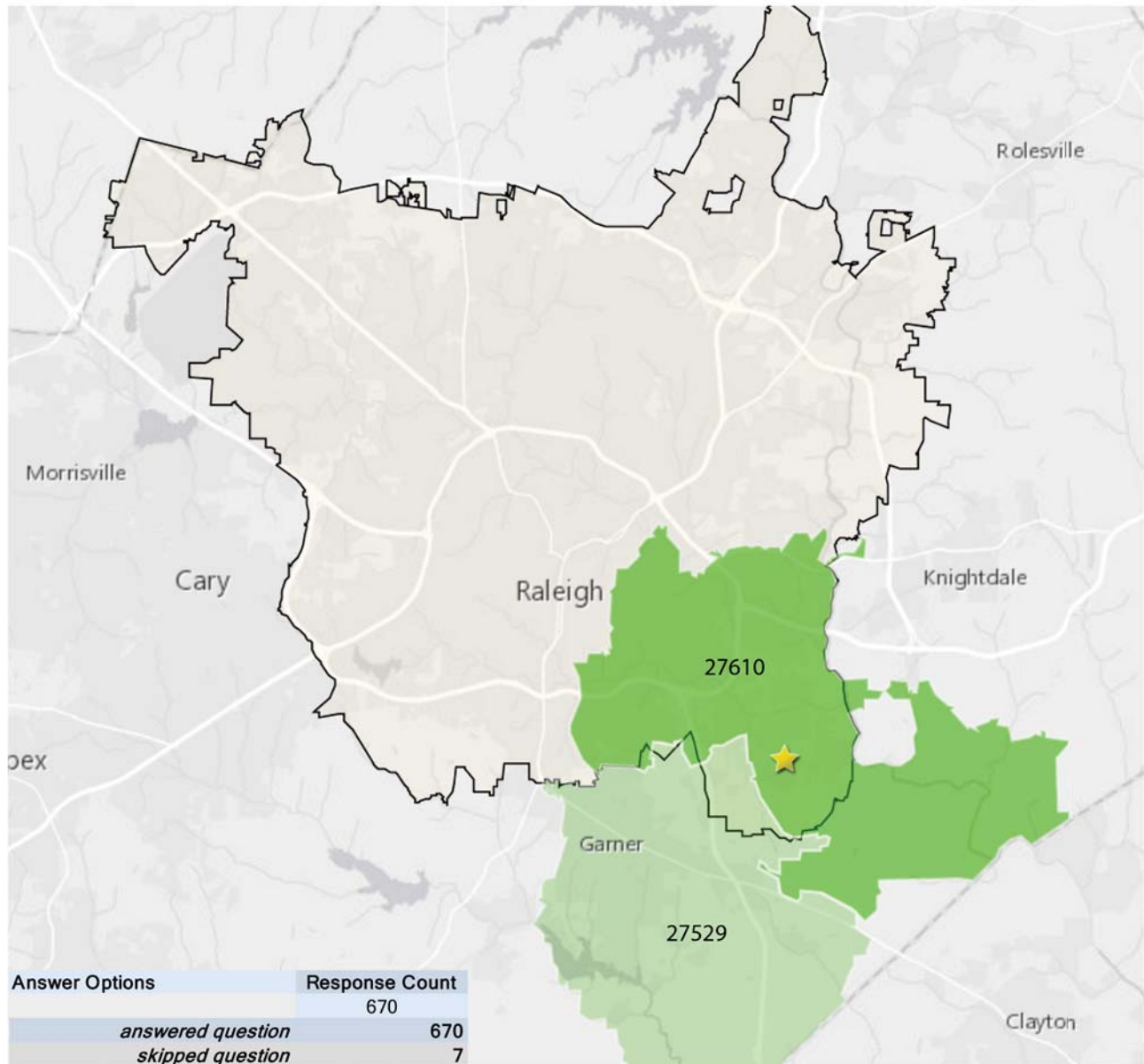
- ☐ Conversations with community center staff
- ☐ Leisure Ledger program brochure
- ☐ City of Raleigh website
- ☐ Center handout/flyers
- ☐ School handout/flyers
- ☐ Social media (ie. Facebook and Twitter)
- ☐ Direct mail
- ☐ Direct e-mail (My Raleigh Subscriptions)
- ☐ Friends and neighbors

Other (please specify)

9. Please provide any additional comments or suggestions.

Q1 What is your household zip code?

Answered: 678 Skipped: 7

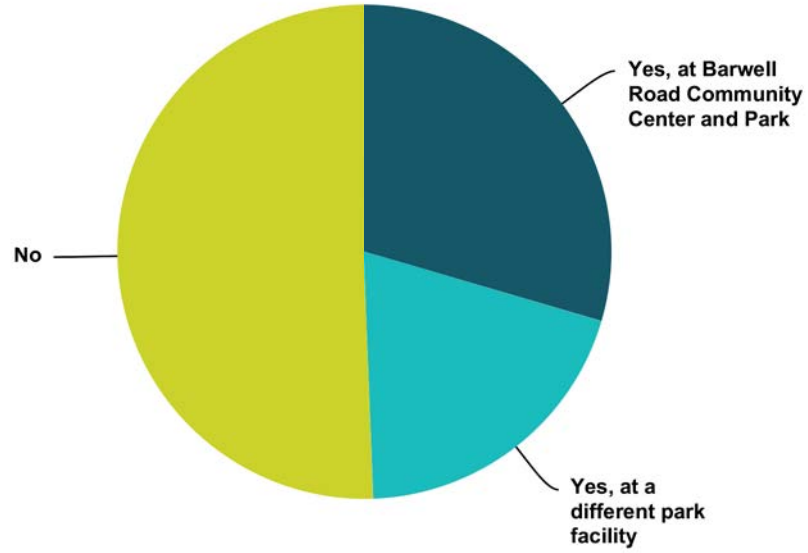


Note: 90.6% of survey respondents live in Zip Code 27610

Count of Response Text		
Response Text	Total	
27610	607	90.6%
27529	36	5.4%
27604	6	0.9%
27603	3	0.4%
27609	3	0.4%
27607	2	0.3%
27615	2	0.3%
27614	2	0.3%
27606	2	0.3%
27616	1	0.1%
27613	1	0.1%
27545	1	0.1%
27600	1	0.1%
27517	1	0.1%
27591	1	0.1%
27571	1	0.1%
Grand Total	670	

Q2 Have you participated in a Raleigh Parks, Recreation and Cultural Resources program or class?

Answered: 660 Skipped: 25

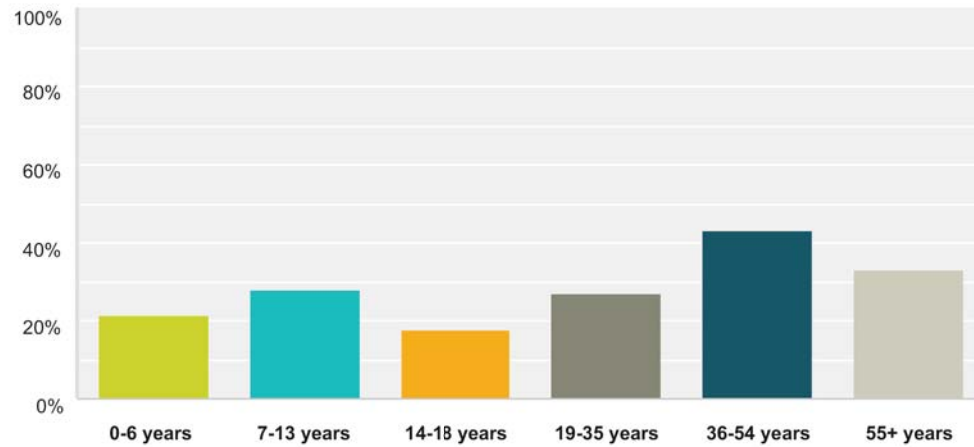


Answer Choices	Responses	
Yes, at Barwell Road Community Center and Park	29.55%	195
Yes, at a different park facility	19.85%	131
No	50.61%	334
Total		660

Barwell Road Community Center and Park

Q3 What age groups in your household would utilize activities/programs/services at Barwell Road Community Center and Park?

Answered: 670 Skipped: 15

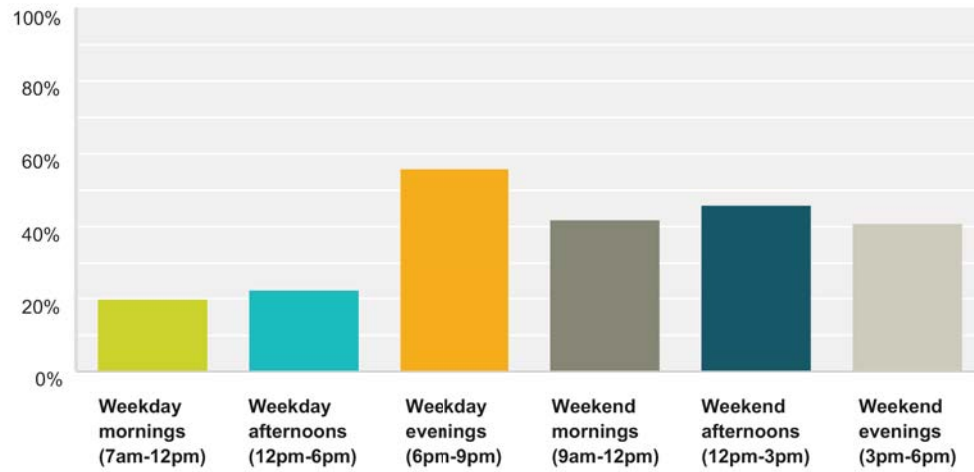


Answer Choices	Responses	
0-6 years	21.19%	142
7-13 years	28.06%	188
14-18 years	17.76%	119
19-35 years	27.01%	181
36-54 years	43.43%	291
55+ years	33.13%	222
Total Respondents: 670		

Barwell Road Community Center and Park

Q4 When would your household most likely utilize the facilities at Barwell Road Community Center and Park?

Answered: 667 Skipped: 18

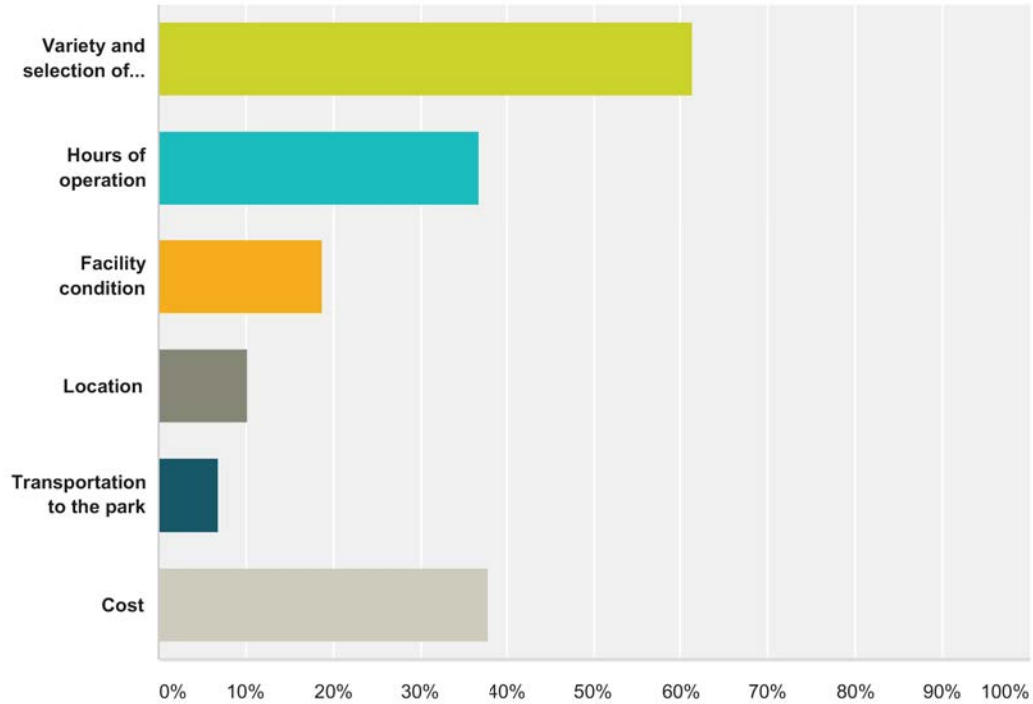


Answer Choices	Responses	
Weekday mornings (7am-12pm)	19.79%	132
Weekday afternoons (12pm-6pm)	22.49%	150
Weekday evenings (6pm-9pm)	56.07%	374
Weekend mornings (9am-12pm)	42.13%	281
Weekend afternoons (12pm-3pm)	46.03%	307
Weekend evenings (3pm-6pm)	40.93%	273
Total Respondents: 667		

Barwell Road Community Center and Park

Q5 What may prevent your household from participating in activities/programs/services at Barwell Road Community Center and Park?

Answered: 572 Skipped: 113



Answer Choices	Responses	
Variety and selection of activities and programs	61.36%	351
Hours of operation	36.71%	210
Facility condition	18.71%	107
Location	10.14%	58
Transportation to the park	6.82%	39
Cost	37.76%	216
Total Respondents: 572		

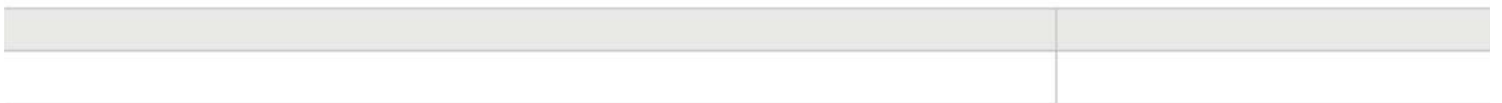
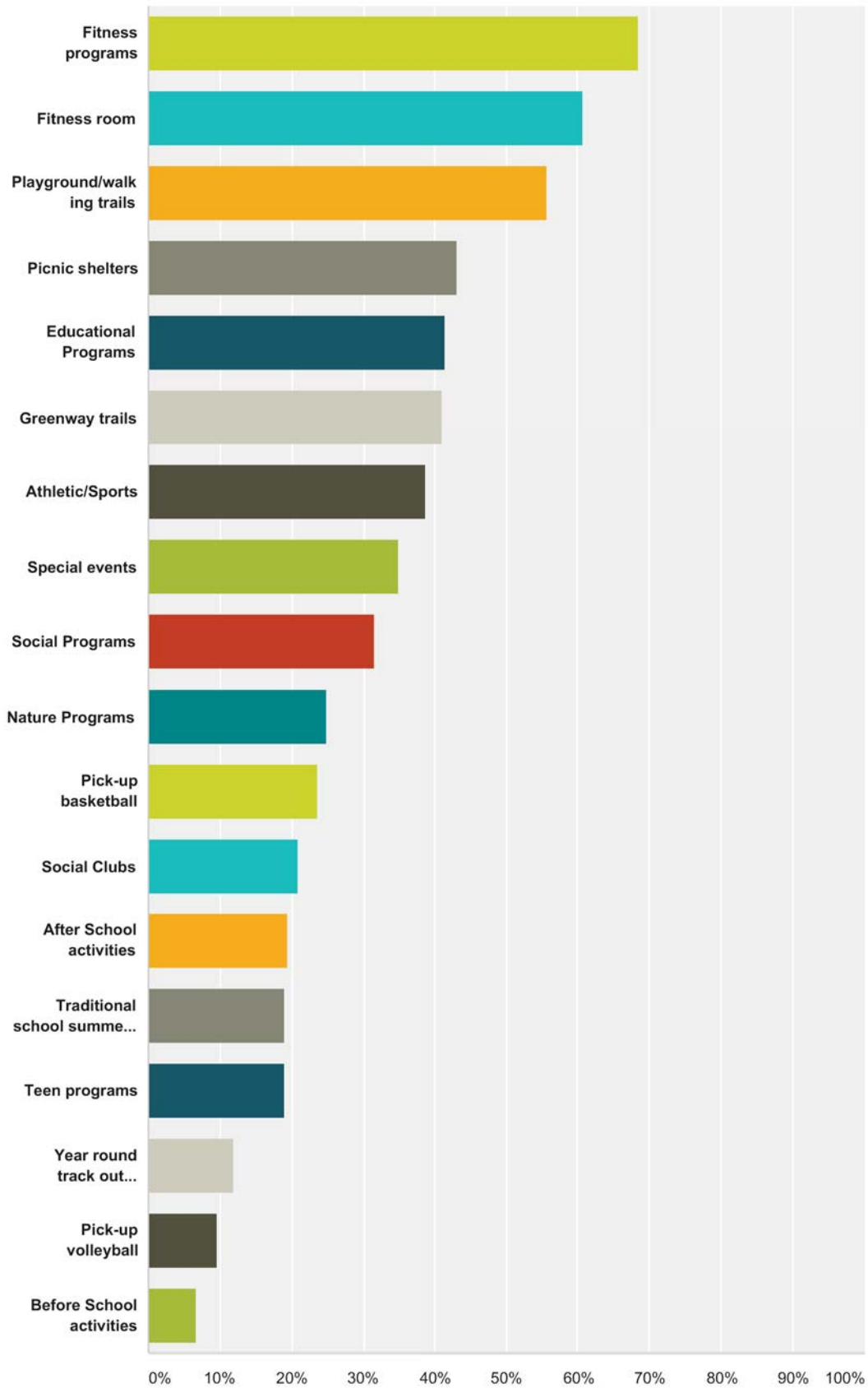
Barwell Road Community Center and Park

Q6 Select park activities or facilities below in which your household may be interested in participating? (Check all that apply)

Answered: 661 Skipped: 24

Answer Choices	Responses	
Fitness programs	68.53%	
Fitness room	60.82%	402
Playground/walking trails	55.82%	369
Picnic shelters	43.12%	285
Educational Programs	41.60%	275
Greenway trails	41.15%	272
Athletic/Sports	38.73%	256
Special events	34.80%	230
Social Programs	31.62%	209
Nature Programs	24.81%	164
Pick-up basketball	23.60%	156
Social Clubs	20.88%	138
After School activities	19.52%	129
Traditional school summer camps	19.06%	126
Teen programs	19.06%	126
Year round track out programs	11.80%	78
Pick-up volleyball	9.53%	63
Before School activities	6.66%	44
Total Respondents: 661		

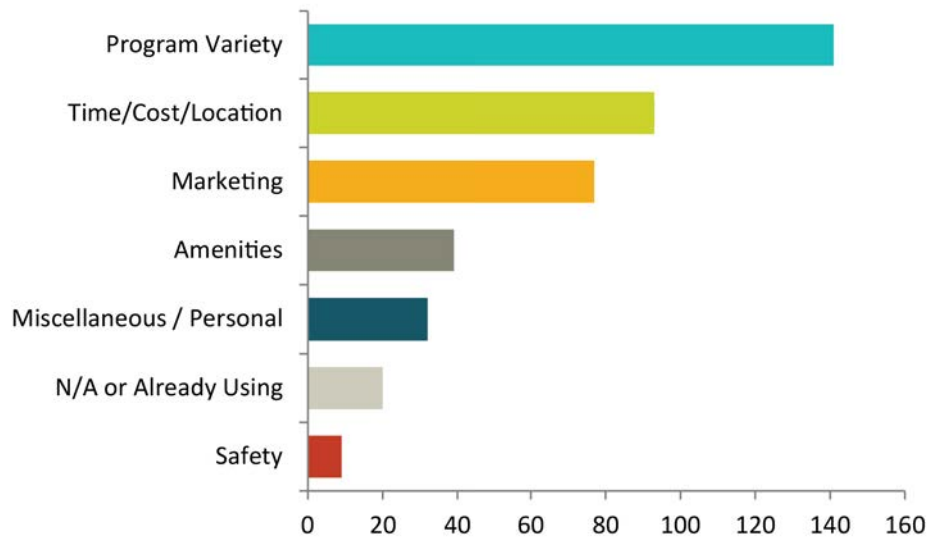
Barwell Road Community Center and Park



Barwell Road Community Center and Park

Q7 What would motivate your household to utilize the facilities at Barwell Road Community Center and Park more?

Answered: 411 Skipped: 274

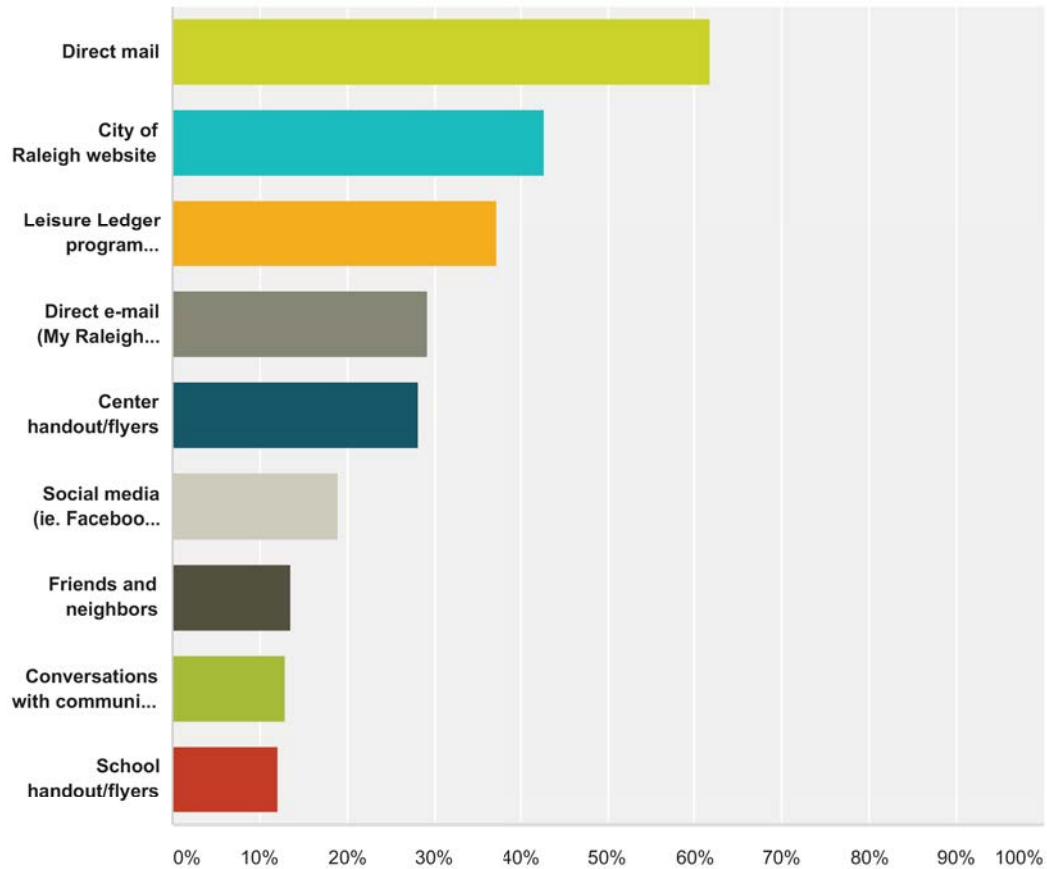


Open Response Categories	Responses	
Program Variety	35%	141
Time/Cost/Location	23%	93
Marketing	19%	77
Amenities	10%	39
Miscellaneous / Personal	8%	32
N/A or Already Using	5%	20
Safety	2%	9
Total		402

Barwell Road Community Center and Park

Q8 How do you prefer to get information about the Barwell Road Community Center and Park programs, services and activities? (Check all that apply)

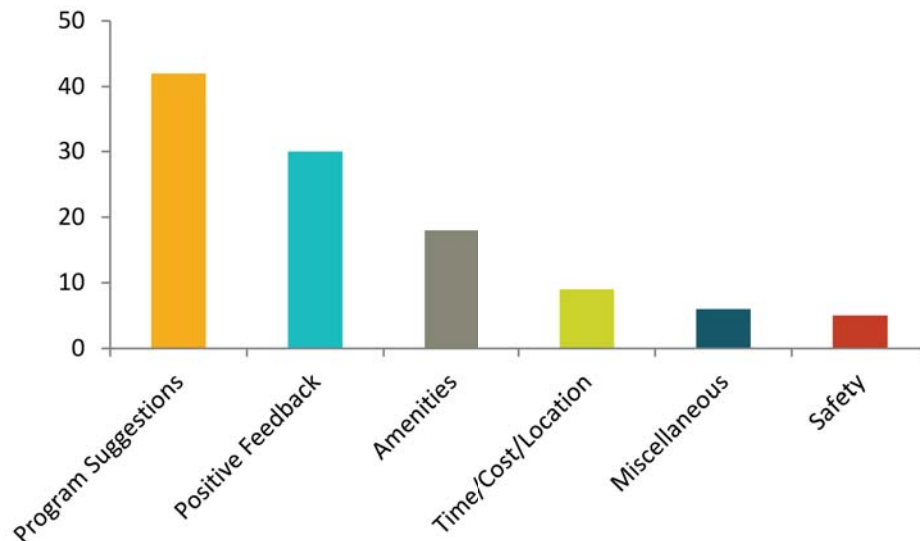
Answered: 644 Skipped: 41



Answer Choices	Responses
Direct mail	61.80% 398
City of Raleigh website	42.86% 276
Leisure Ledger program brochure	37.11% 239
Direct e-mail (My Raleigh Subscriptions)	29.19% 188
Center handout/flyers	28.26% 182
Social media (ie. Facebook and Twitter)	19.10% 123
Friends and neighbors	13.66% 88
Conversations with community center staff	13.04% 84
School handout/flyers	12.11% 78
Total Respondents: 644	

Q9 Please provide any additional comments or suggestions.



Answered: 155 Skipped: 530




Open Response Categories	Responses	
Program Suggestions	38%	42
Positive Feedback	27%	30
Amenities	16%	18
Time/Cost/Location	8%	9
Miscellaneous	5%	6
Safety	5%	5
Total	110	

CLASS Registrations Within 2 Miles of Barwell Road



-  Households Participating Only at Other Facilities: 1,447 HH - 57%
-  Households Who Have Participated at Barwell Road Community Center: 1,094 HH - 47%

 Barwell Road Park

 2 Mile Park Buffer

0 0.25 0.5 1 Miles

2/23/2016

