

# EXECUTIVE SUMMARY

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## CITY OF CONCORD PARKS & RECREATION COMPREHENSIVE MASTER PLAN

December 2016

For City of Concord,  
North Carolina



Prepared for City of Concord  
City Council



**Prepared By:**

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## MASTER PLAN INTRODUCTION

Concord's distinction as one of the fastest growing communities in the Charlotte Metro area reinforces its status as a vital player in an emerging growth area in the region. The City recognizes the value of parks and recreation and as its population continues to grow, the Parks and Recreation Department strives to provide high quality and affordable recreation opportunities for all its residents as well as residents of surrounding communities.

## PURPOSE OF THE PLAN

The purpose of this Comprehensive Parks and Recreation Master Plan is to ensure that the City's recreation programs and facilities will continue to meet residents' needs over the next 5-10-15 years. This plan is designed to evaluate the existing and future park and recreation supply and demand and to make recommendations for new facilities, programs, and improvements.

This study endeavors to inventory the City's current recreation resources and aims to guide Administration's efforts in taking advantage of available opportunities. The plan also identifies the City's recent trends in recreation and helps predict and plan for future needs. The Comprehensive Master Plan addresses the needs of the citizens of Concord as they relate to park and recreation programs and facilities offered over the next 5-10-15 years.

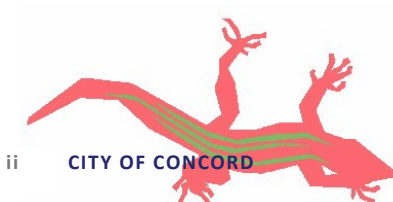
The following groups have contributed to the development of the plan:

- Concord Parks & Recreation Department
- Mayor's Office and Concord City Council
- City Manager's Office
- Citizens of Concord
- Project consultants from: McAdams, Management Learning Laboratories, and Highland Mapping

## MASTER PLAN CONTENTS

The following sections are included in the Comprehensive Master Plan document:

1. Introduction
2. Influencing Factors
3. Process
4. Inventory & Analysis
5. Standards & Trends
6. Public Opinion
7. Recommendations
8. Action Plan
9. Appendix



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## **MASTER PLAN PROCESS**

The method of investigation for this Master Plan used several means of data collection and analysis to determine unmet needs for recreation in Concord. Methods for data collection and analysis included:

- Meetings with Staff
- Meetings with Government Officials
- Inventory & Analysis of Existing Facilities
- Inventory & Analysis of Existing Programs
- Private Facilities Inventory
- Review of Previous Master Plans & Maps
- Demographics Study
- Trends Analysis
- Benchmarking & Level of Service Study
- City Survey & Data Analysis
- Public Meetings

Public comment and feedback were obtained from meetings with park staff, local government, community meetings and a random city-wide distribution of a recreation survey. The public meetings were an open forum where citizens were encouraged to share their opinions on existing recreation facilities and programs.

## **RECOMMENDATIONS**

Through inventory and analysis of the City of Concord Parks and Recreation System and review and interpretation of public input, a series of recommendations were developed, divided into six categories; General Strategies, Parks & Facilities, Programs, Policy, Public Relations, and Funding. The recommendations provide a comprehensive look at many different areas within the Department that should be enhanced, expanded, or improved upon in order to better serve City residents.

## **ACTION PLAN**

The needs & demands were turned into formal recommendations and prioritized into a final action plan for implementation along a 10 year time-line of completion.

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## 1-5

### YEAR ACTION PLAN

#### GENERAL STRATEGIES

- Update existing open space and parkland acquisition ordinance and add greenway acquisition and dedication language
- Advance accessibility audits and inventories of existing parks and facilities
- Adopt a system wide accessibility standard

#### PROGRAMMING

- Work collaboratively with existing organizations in the development of expanded programs
- Seek out local individuals and groups with a strong interest in specific cultural and community activities that might serve as a theme for instructional programs, special events, and festivals
- Mainstream individuals with special needs into existing programs
- Expand arts and crafts classes with the addition of Propst House space and current Hartsell Recreation renovations
- Expand indoor fitness with the addition of Propst House space and current Hartsell Recreation renovations
- Expand aquatic offerings (swim lessons, water aerobics, lap swim, special events) with McInnis pool dome installation
- Provide additional water based offerings at Lake Fisher- more boats and canoe/kayak rentals and places for fishing
- Expand and enhance youth recreation leagues (baseball, softball, soccer, lacrosse, rugby) with W.W. Flowe expansion and a new community park on the west side of the City.
- Expand travel offerings to include more nature-based activities like hiking, fall foliage, canoeing, etc.
- Expand youth and adult basketball with partnerships with County Schools
- Consider the position of Director of environmental education programs
- Expand environmental activities with assistance from Environmental Education Director and expansion of the greenway system
- Provide after school programs with the current Hartsell Rec Center renovation and addition of Propst House space
- Develop an environmental ethics program in cooperation with schools and local environmental and conservation organizations
- Provide senior recreational programs and provide transportation for participants as needed



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- Create Training and Education Courses (adult and youth) – health, wellness, safety
- Create clubs and/or planned activities for Moms and Dads to socialize
- Develop teen Programs
- Develop therapeutic recreation for special needs families and participants
- Offer a Friday Night Concert series on a recurring basis (i.e. 1x/month)
- Offer “Movie in the Park” events on a recurring basis (i.e. 1x/month)

## FACILITIES

- Create Master Plans for each existing park
- Meet outstanding needs and renovations for existing parks including
  - New walkways to address minimum accessibility at Hartsell Field Complex, McAllister Field, Webb Field, Gibson Field, and Hartsell Park
  - Propst House Community Center renovations
  - John McInnis Aquatic Center updates and renovations
  - Lake Fisher updates and renovations
  - Beverly Hills Park updates and renovations
  - J.W. “Mickey” McGee Park updates and renovations
  - James Dorton Park updates and renovations
  - Marvin Caldwell Park updates and renovations
  - W.W. Flowe Park updates and renovations
- Map a strategy for increased access to County owned school facilities and work with County on future community school park plans
- Expansion of greenway trails and connections including 5 miles of new constructed trails.
- Serve the City with a new Community Park (West Concord)
- Design and construct new splash pad

## FUNDING

- Identify money available through grants, charitable donors, and other foundations
- Work with City finance office to find ways for increasing yearly operations budget
- Submit PARTF grant for new park or park improvements
- Maximize self-generated funding through revenue at parks and events
- Update the fees and charges levels for current programs and special events
- Utilize the City’s park fund for acquisition of new land for new parks
- Continue to look for partnership opportunities

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## ACTION PLAN - FACILITIES COST SUMMARY

### 1-5 YEAR PRIORITIES (2017-2022)

NO.	DESCRIPTION	QUANTITY	UNIT	UNIT COST	SUBTOTAL
<b>1</b>	<b>IMPROVEMENTS TO EXISTING PARKS</b>				
A	Propst House Community Center	1	LS @	\$233,750.00	\$233,750
B	John McInnis Aquatic Center	1	LS @	\$291,500.00	\$291,500
C	Hartsell Field Complex (Accessibility)	1	LS @	\$20,000.00	\$20,000
D	McAllister Field (Accessibility)	1	LS @	\$3,750.00	\$3,750
E	Webb Field (Accessibility)	1	LS @	\$3,750.00	\$3,750
F	Gibson Field (Accessibility)	1	LS @	\$4,000.00	\$4,000
G	Lake Fisher	1	LS @	\$173,250.00	\$173,250
H	Beverly Hills Park	1	LS @	\$159,500.00	\$159,500
I	Hartsell Park (Accessibility)	1	LS @	\$3,750.00	\$3,750
J	J.W. "Mickey" McGee Park	1	LS @	\$62,975.00	\$62,975
K	James Dorton Park	1	LS @	\$40,000.00	\$40,000
L	Marvin Caldwell Park	1	LS @	\$82,500.00	\$82,500
M	W.W. Flowe Park	1	LS @	\$901,850.00	\$901,850
	<b>SUBTOTAL</b>				<b>\$1,980,575</b>
<b>2</b>	<b>GREENWAYS</b>				
A	Harold B. McEachern Greenway	1	LS @	\$199,650.00	\$199,650
B	The Village Greenway	1	LS @	\$14,300.00	\$14,300
C	Downtown Greenway Loop	1	LS @	\$30,800.00	\$30,800
D	Hector Henry II Greenway (Moss Creek Phase)	1	LS @	\$149,213.00	\$149,213
E	Hector Henry II Greenway (Weddington Road Phase)	1	LS @	\$208,450.00	\$208,450
F	5 Miles of New Greenway*	5	MI @	\$1,400,000.00	\$7,000,000
	<b>SUBTOTAL</b>				<b>\$7,602,413</b>
<b>3</b>	<b>NEW PARKS AND FACILITIES</b>				
A	New West Community Park	1	LS @	\$4,141,500.00	\$4,141,500
B	Splash Pad	1	EA @	\$440,000.00	\$440,000
	<b>SUBTOTAL</b>				<b>\$4,581,500</b>
<b>TOTAL 1-5 YEAR PRIORITY SUMMARY</b>					<b>\$14,164,488</b>

\*Greenway unit Cost based on current City of Concord greenway budget numbers

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## 5-10

### YEAR ACTION PLAN

#### PROGRAMMING

- Expand youth and adult basketball with partnerships with recreation center renovations
- Create after school programs with recreation center renovations
- Create toddler and Pre-K classes (ages 1-3) with recreation center renovations
- Expand environmental activities with expansion of the greenway system
- Expand and enhance youth recreation leagues (baseball, softball, soccer, lacrosse, rugby) with new central area neighborhood park and W.W. Flowe athletic complex
- Adventure Programming (rock climbing, canoeing, kayaking, para-gliding, dirt/mountain biking, driving off-road vehicles, mud runs) with development of district park at Lake Howell
- Develop shooting sports programming (archery/ trap and skeet shooting, target shooting)
- Develop non-traditional sports programs (X-games style activities like skateboarding, BMX biking, mountain biking, wake boarding, water-skiing, etc.)
- Expand arts and performing arts classes with dedicated spaces designed for those activities (i.e. pottery and painting studios, acoustic spaces for performing arts classes. etc.) with development of the new indoor facility
- Develop drop-in programs (i.e. lunchtime basketball) at recreation centers
- Expand arts and crafts classes with new indoor facility availability
- Expand indoor fitness with new indoor facility availability
- Offer more tournament space with W.W. Flowe expansion
- Create an adult Soccer league
- Expand pickleball with new indoor facility availability
- Create family fitness classes with new indoor facility availability



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## FACILITIES

- Meet outstanding needs and renovations for existing parks including
  - Academy Recreation Center
  - Hartsell Recreation Center
  - Hartsell Field Complex
  - Logan Multi Purpose Center
  - McAllister Field
  - Webb Field
  - Gibson Field
  - Hartsell Park
  - W.W. Flowe Park (Planning)
- Expansion of greenway trails and connections including 5 miles of new constructed trails.
- Serve the City with a New Neighborhood Park (Central Concord)
- Partner with County and others on a New District Park at Lake Howell
- Design and Construct new Indoor Recreation Center (West Concord)
- Design and Construct new Athletic Complex (County owned land (50 AC) adjacent to W.W. Flowe)

## FUNDING

- Continue to identify money available through grants, charitable donors, and other foundations
- Partner with County on projects such as the new district park at Lake Howell and the new athletic complex at W.W. Flowe Park
- Continue to evaluate operations budget with City finance office based on City growth and expansion of service to increased population
- Submit PARTF grant for new park or park improvements
- Continue to expand revenue opportunities at parks and events
- Utilize the City's park fund for acquisition of new land for new parks
- Continue to look for partnership opportunities

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## 5-10 YEAR PRIORITIES (2022 - 2027)

NO.	DESCRIPTION	QUANTITY	UNIT	UNIT COST	SUBTOTAL	
<b>1</b>	<b>IMPROVEMENTS TO EXISTING PARKS</b>					
A	Academy Recreation Center	1	LS	@	\$836,000.00	\$836,000
B	Hartsell Recreation Center	1	LS	@	\$187,500.00	\$187,500
C	Hartsell Field Complex	1	LS	@	\$255,925.00	\$255,925
D	Logan Multi Purpose Center	1	LS	@	\$52,000.00	\$52,000
E	McAllister Field	1	LS	@	\$41,625.00	\$41,625
F	Webb Field	1	LS	@	\$107,900.00	\$107,900
G	Gibson Field	1	LS	@	\$121,675.00	\$121,675
H	Hartsell Park	1	LS	@	\$105,975.00	\$105,975
I	W.W. Flowe Park (Planning)	1	LS	@	\$15,000.00	\$15,000
	<b>SUBTOTAL</b>					<b>\$1,723,600</b>
<b>2</b>	<b>GREENWAYS</b>					
A	5 Miles of New Greenway*	5	MI	@	\$1,400,000.00	\$7,000,000
	<b>SUBTOTAL</b>					<b>\$7,000,000</b>
<b>3</b>	<b>NEW PARKS AND FACILITIES</b>					
A	New Central Neighborhood Park	1	LS	@	\$2,173,500.00	\$2,173,500
B	New District Park (Contribution)	1	LS	@	\$1,650,000.00	\$1,650,000
C	Indoor Recreation Center	1	LS	@	\$3,300,000.00	\$3,300,000
D	Athletic Complex (Near W.W. Flowe)	1	LS	@	\$5,115,000.00	\$5,115,000
	<b>SUBTOTAL</b>					<b>\$12,238,500</b>
<b>TOTAL 5-10 YEAR PRIORITY SUMMARY</b>						<b>\$20,962,100</b>

\*Greenway unit Cost based on current City of Concord greenway budget numbers

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YEAR ACTION PLAN

## PROGRAMMING

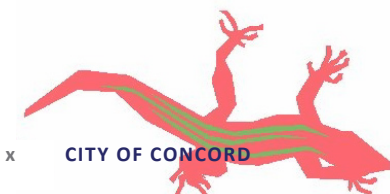
- Expand environmental activities with expansion of the greenway system
- Expand aquatic offerings (swim lessons, water aerobics, lap swim, special events) with new indoor aquatic center
- Expand and enhance youth recreation leagues (baseball, softball, soccer, lacrosse, rugby) with new school park
- Create an adult tennis leagues with new school park

## FACILITIES

- Meet outstanding needs and renovations for existing parks including
  - Logan Multi Purpose Center
  - Gibson Field
  - Weddington Road Bark Park
  - James L. Dorton Park
  - Marvin Caldwell
  - Les Myers
- Expansion of greenway trails and connections including 5 miles of new constructed trails.
- Work with County on new school expansion plan and partner on a new School Park / Community School
- Serve the City with a new Community Park (South Concord)
- Design and construct a new Aquatic Center (Central Concord)
- Design and construct a new Dog Park (near Downtown Concord)

## FUNDING

- Continue to identify money available through grants, charitable donors, and other foundations
- Partner with County on projects such as a new School Park / Community School
- Continue to evaluate operations budget with City finance office based on City growth and expansion of service to increased population
- Submit PARTF grant for new park or park improvements
- Continue to expand revenue opportunities at parks and events
- Utilize the City's park fund for acquisition of new land for new parks
- Continue to look for partnership opportunities



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## 10-15 YEAR PRIORITIES (2027-2032)

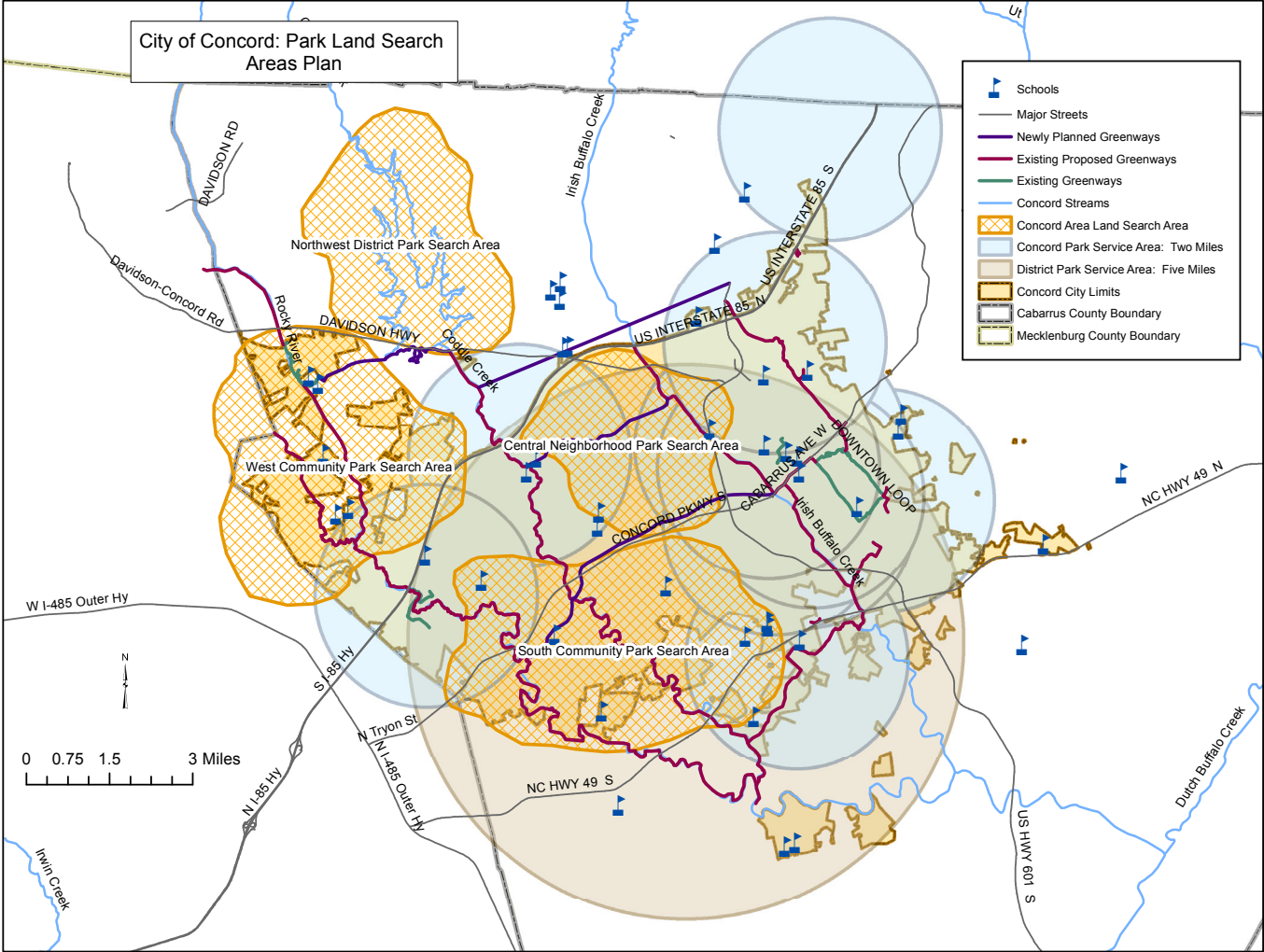
NO.	DESCRIPTION	QUANTITY	UNIT	UNIT COST	SUBTOTAL	
<b>1</b>	<b>IMPROVEMENTS TO EXISTING PARKS</b>					
A	Logan Multi Purpose Center	1	LS	@	\$25,000.00	\$25,000
B	Gibson Field	1	AC	@	\$121,675.00	\$121,675
C	Weddington Road Bark Park	1	AC	@	\$390,500.00	\$390,500
D	James L. Dorton Park	1	LS	@	\$126,650.00	\$126,650
E	Marvin Caldwell	1	AC	@	\$261,505.00	\$261,505
F	Les Myers	1	LS	@	\$194,150.00	\$194,150
	<b>SUBTOTAL</b>					<b>\$1,119,480</b>
<b>2</b>	<b>GREENWAYS</b>					
A	5 Miles of New Greenway*	5	MI	@	\$1,400,000.00	\$7,000,000
	<b>SUBTOTAL</b>					<b>\$7,000,000</b>
<b>3</b>	<b>NEW PARKS AND FACILITIES</b>					
A	School Park (Contribution)	1	EA	@	\$440,000.00	\$440,000
B	South Community Park	1	MI	@	\$4,141,500.00	\$4,141,500
C	Aquatic Center	1	EA	@	\$5,500,000.00	\$5,500,000
D	Dog Park	1	EA	@	\$1,454,470.00	\$1,454,470
	<b>SUBTOTAL</b>					<b>\$11,535,970</b>
<b>TOTAL 10-15 YEAR PRIORITY SUMMARY</b>						<b>\$19,655,450</b>

\*Greenway unit Cost based on current City of Concord greenway budget numbers

Note: Cost data was derived by average market prices determined during the development of this master plan.

Prices may vary due to local market conditions.

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