



CITY OF HARRISONBURG PARKS & RECREATION

901 CHICAGO AVENUE, HARRISONBURG, VA 22802

OFFICE (540) 438-1644 • FAX (540) 433-9169

TO: Eric Campbell, City Manager
FROM: Luciana Santangelo, Director of Parks and Recreation
DATE: October 13, 2020
RE: Purcell Park Master Plan Presentation

Summary: Presentation of the final draft of the Purcell Park Master Plan.

Background: In May of 2019 the Harrisonburg Parks and Recreation solicited proposals from interested firms to complete a Master Plan for Purcell Park. A major component of this initiative was to engage the public and stakeholders to reimagine and redesign the whole of Purcell Park. There were two primary focus areas to be addressed within the final master plan document. First was an analysis of the ongoing Flooding/Stormwater issues within the Park. Second was the redesign/redevelopment of Kids Castle.

The consultant firm was asked to assess stormwater management at Purcell Park and to make conceptual recommendations on how to address both Virginia Stormwater Management Program requirements for the future build out of the Purcell Park Master Plan, as well as strategies to address existing flooding that frequently occurs. Flooding events within Purcell Park have limited use of specific amenities and inhibits the full use of the park by our community.

The main attraction of Purcell Park is the much loved "Kids Castle". This structure was erected as a "community build" project in 1990. The work was completed by volunteers of the community, investing their personal time and talents to provide this amenity to the children of Harrisonburg. Unfortunately, age, weather and wear and tear have all contributed to the deterioration of this structure. On-going inspections have revealed the continual disintegration resulting in increased safety concerns. We approached the design process with the knowledge that a very robust community engagement process was needed to garner community support for the future, successful reconstruction of the playground. During the Community Engagement phase, the design team conducted stakeholder meetings, open community forums, and an on-site public forum. They implemented a statistically valid survey via mail and made that same survey available to the community online. Recreation staff visited all schools within the City armed with paper, makers, crayons etc. to encourage the kids to draw their ideas for what they would like to see at this new reimagined playground. Upon gathering the input of the community, the consultant team redesigned Purcell Park to meet this vision.



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The draft Master Plan was presented to the Parks and Recreation Advisory Commission on August 17, 2020. The Board accepted the Master Plan document as presented.

Key Issues: The main concerns at Purcell Park include the recurrent flooding and the continued deterioration of the wooden playground structure, Kids Castle. These concerns have been evaluated and options for redevelopment of the Park are included in the Master Plan Document.

Environmental Impact: None

Fiscal Impact: None

Prior Actions: None

Alternatives:

- (a) Accept Master Plan as presented
- (b) Make recommendations to be included in the Master Plan
- (c) Do not accept Master Plan.

Community Engagement: Conducted during development of Master Plan

Recommendation: Staff recommends acceptance of the Purcell Park Master Plan.

Attachments:

1. <U:\FileShare\Parks and Recreation\Purcell Park Master Plan Docs\Cover letter.pdf>
2. <U:\FileShare\Parks and Recreation\Purcell Park Master Plan Docs\PRAC Presentation Notes and Responses.pdf>
3. <U:\FileShare\Parks and Recreation\Purcell Park Master Plan Docs\Purcell Park Masterplan Vol 1 20208.pdf>
4. <U:\FileShare\Parks and Recreation\Purcell Park Master Plan Docs\Purcell Park Masterplan Vol 2 20208.pdf>

Review:



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The initiating Department Director will place in Legistar, in sequence of transmittal, the names of each department that must initial their review in order for this item to be placed on the City Council agenda. The completion of review only addresses the readiness of the issue for Council consideration. This does not address the recommendation for approval or denial of the issue.

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