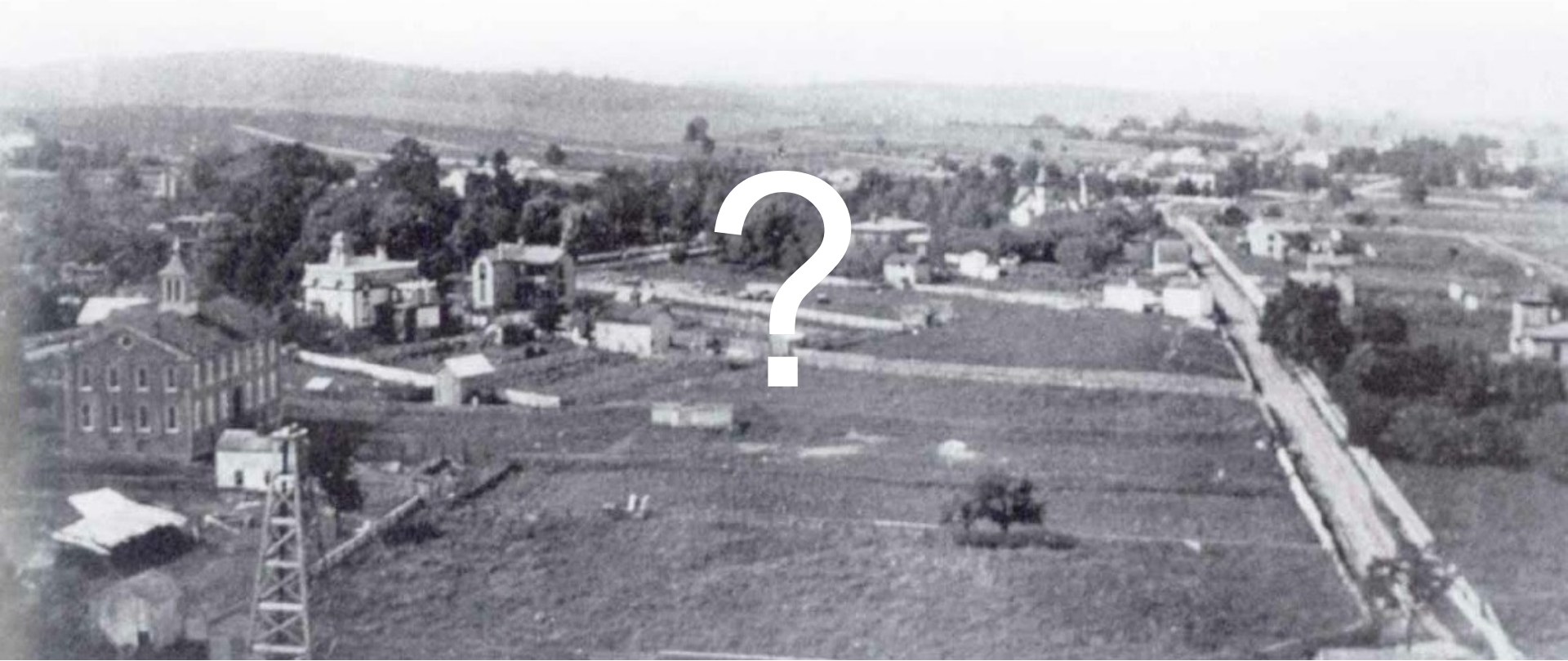
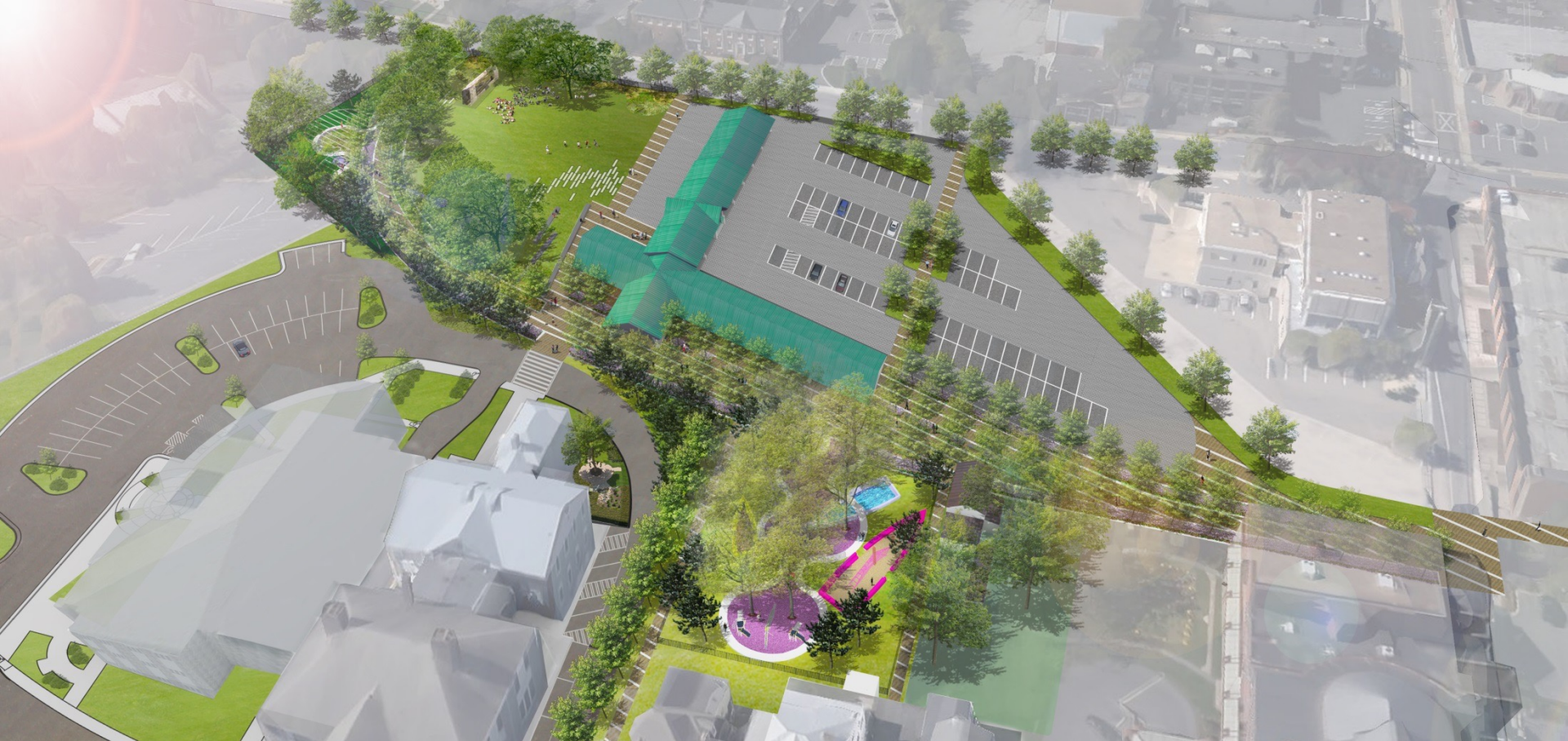


PLAN OUR PARK – HARRISONBURG, VA



PLAN OUR PARK – HARRISONBURG, VA



PLAN OUR PARK – HARRISONBURG, VA



COMMUNITY INVOLVEMENT



COMMUNITY INVOLVEMENT

IMMEDIATELY NEIGHBORING STAKEHOLDERS

- **Harrisonburg Farmers Market**
- **Arts Council of the Valley**
- **The Community Foundation**
- **Virginia Quilt Museum**
- **Asbury United Methodist Church**
- **Harrisonburg Electric Commission**
- **Daily News-Record**
- **Lindsey Funeral Home**
- **Old Town residents**
- **Event planners**
- **City administrators**



COMMUNITY INVOLVEMENT

NEIGHBORING STAKEHOLDERS

- **James Madison University**
- **Eastern Mennonite University**
- **Downtown Dining Alliance**
- **Real Estate and Development Professionals**
- **North End Greenway**
- **Downtown Churches**
- **Rockingham Harrisonburg Historical Society**
- **Cycling Groups**
- **Harrisonburg Downtown Renaissance**



COMMUNITY INVOLVEMENT

GENERAL PUBLIC PARTICIPATION



COMMUNITY INVOLVEMENT

IDENTIFY PARK PRINCIPLES

- **MAKE THE PARK AS GREEN AS POSSIBLE**
- **KEEP THE PARK FAMILY ORIENTED AND CHILD FRIENDLY**
- **ACTIVELY PROGRAM PARK TO APPEAL TO BROAD RANGE OF INTERESTS AND DIVERSITY**
- **PRESERVE AND EXPAND THE FARMERS MARKET AT THE HEART OF THE PARK**
- **CREATE A CIVIC SPACE TO SUPPORT PROGRAMS, EVENTS AND CELEBRATE THE COMMUNITY**
- **CREATE AND REINFORCE LINKAGES TO, FROM AND THROUGH THE PARK TO NEIGHBORING AREAS TO ENCOURAGE PUBLIC ACCESS**
- **EMPHASIZE SUSTAINABILITY, ADAPTABILITY AND CHANGE OVER TIME**
- **HAVE A PARK WITH VIBRANT CULTURAL AND SOCIAL LIFE**
- **MAKE THE PARK A CATALYST FOR DOWNTOWN DEVELOPMENT AND ATTRACT A DIVERSITY OF RESIDENTS AND VISITORS**

PARK CONTEXT - RESPECT LOCAL CONTEXT

- MAIN STREET HISTORIC CHARACTER
- PROMINENT BUILDINGS
- GRACIOUS AND SWEEPING LAWNS
- LARGE STATELY TREES
- BLACK'S RUN



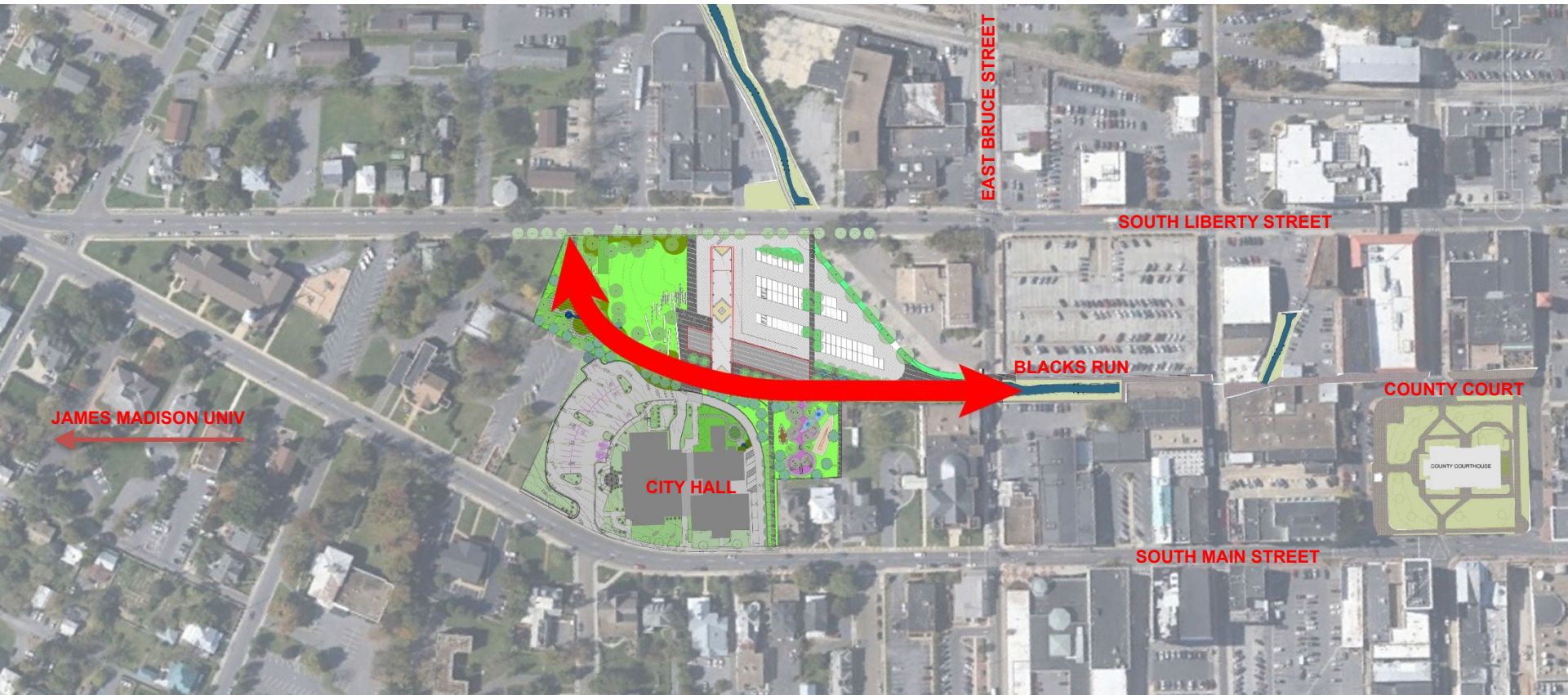
PARK CONTEXT - RESPECT LOCAL CONTEXT



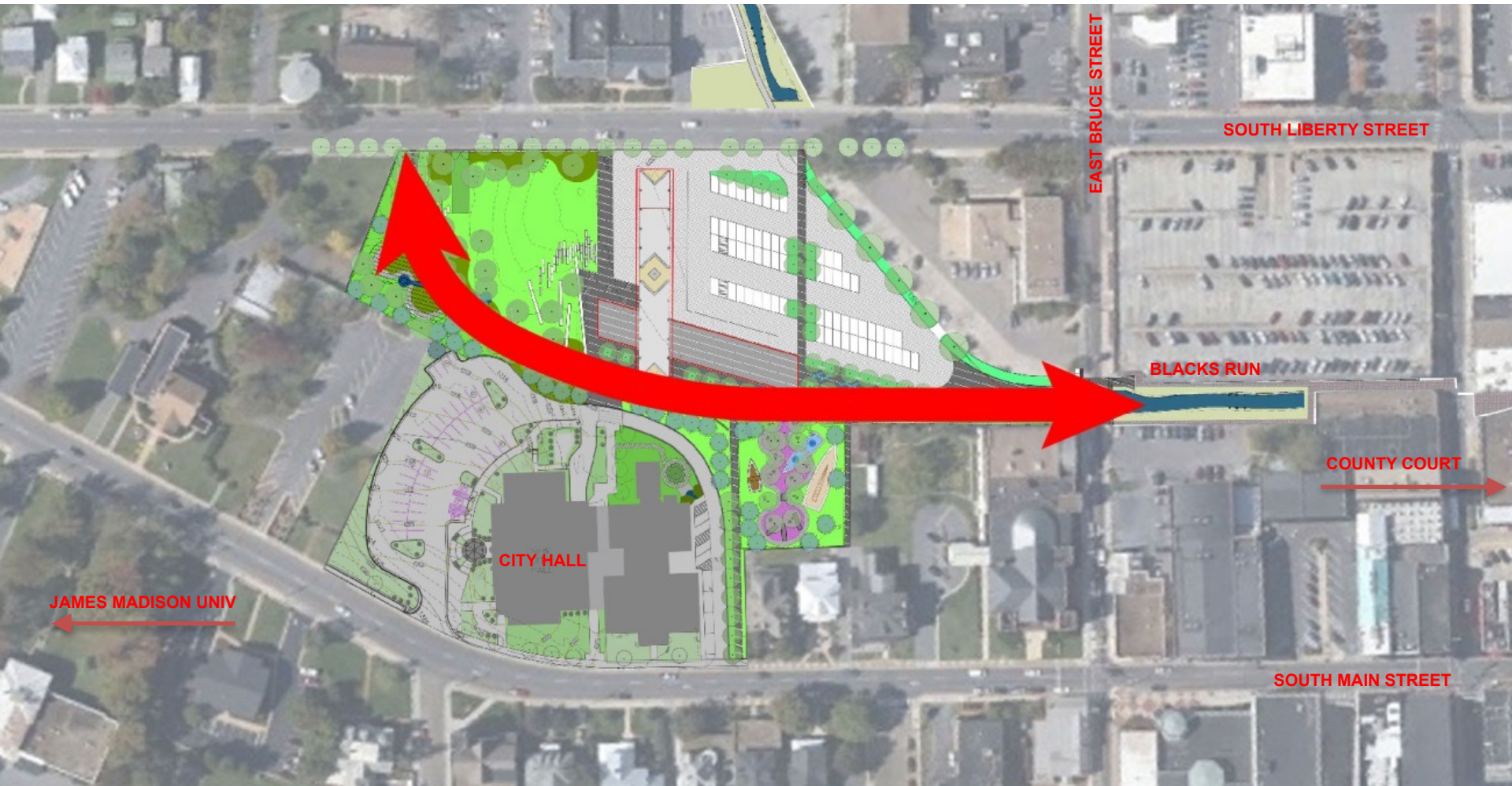
PARK CONTEXT - RESPECT LOCAL CONTEXT



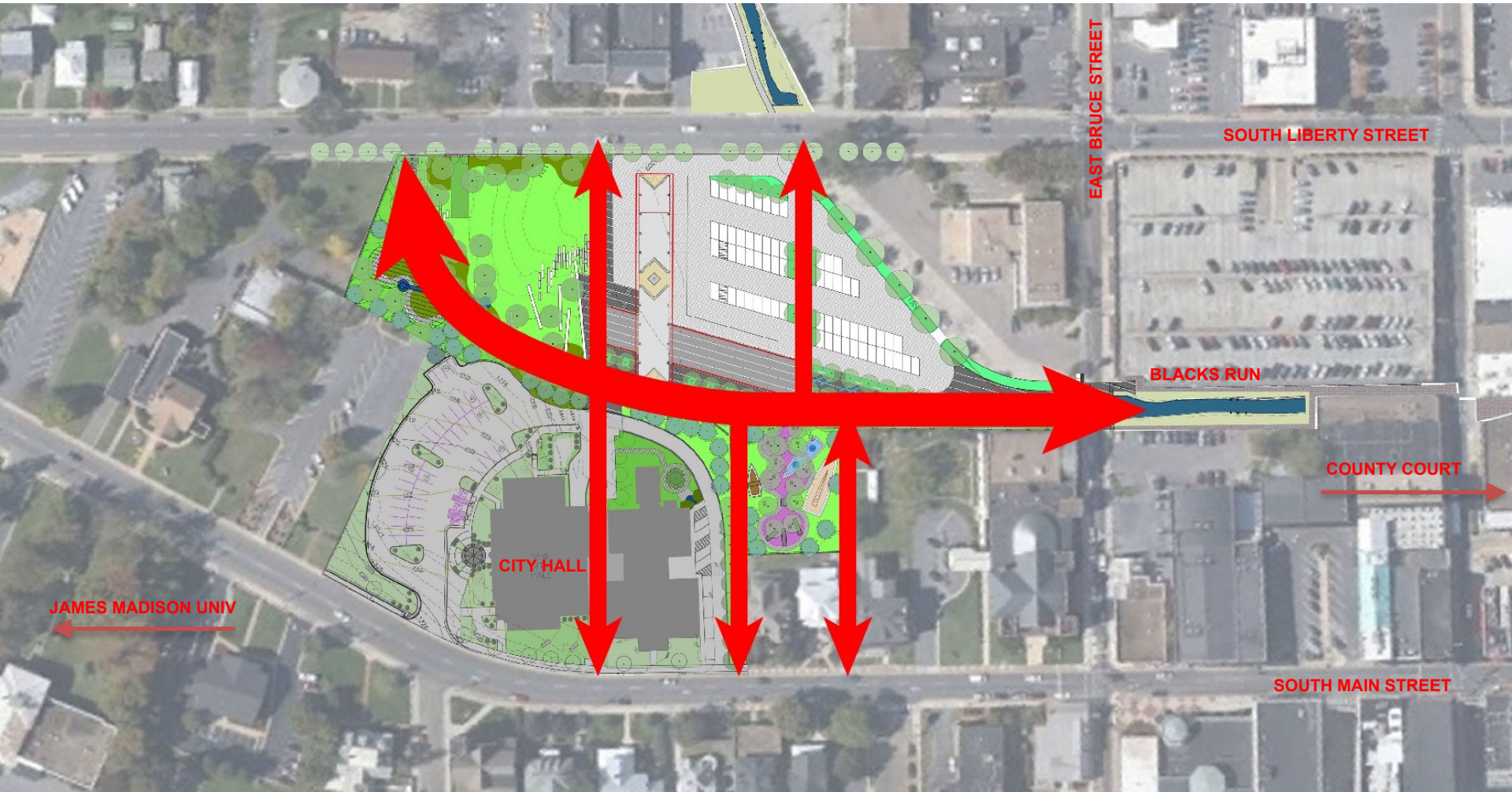
PARK CONTEXT - CREATE A BROAD TREE LINED PROMENADE



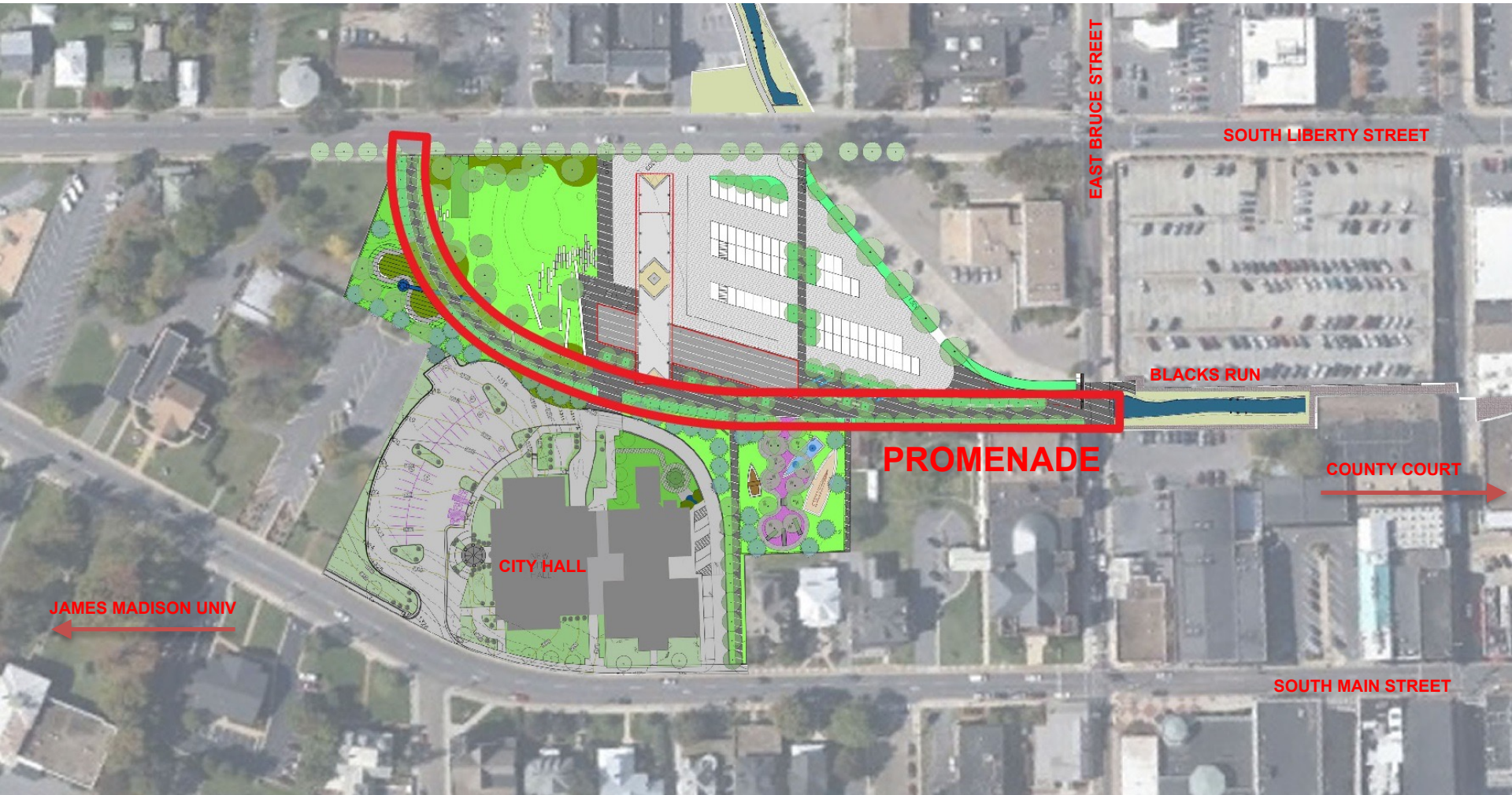
PARK CONTEXT - CREATE A BROAD TREE LINED PROMENADE



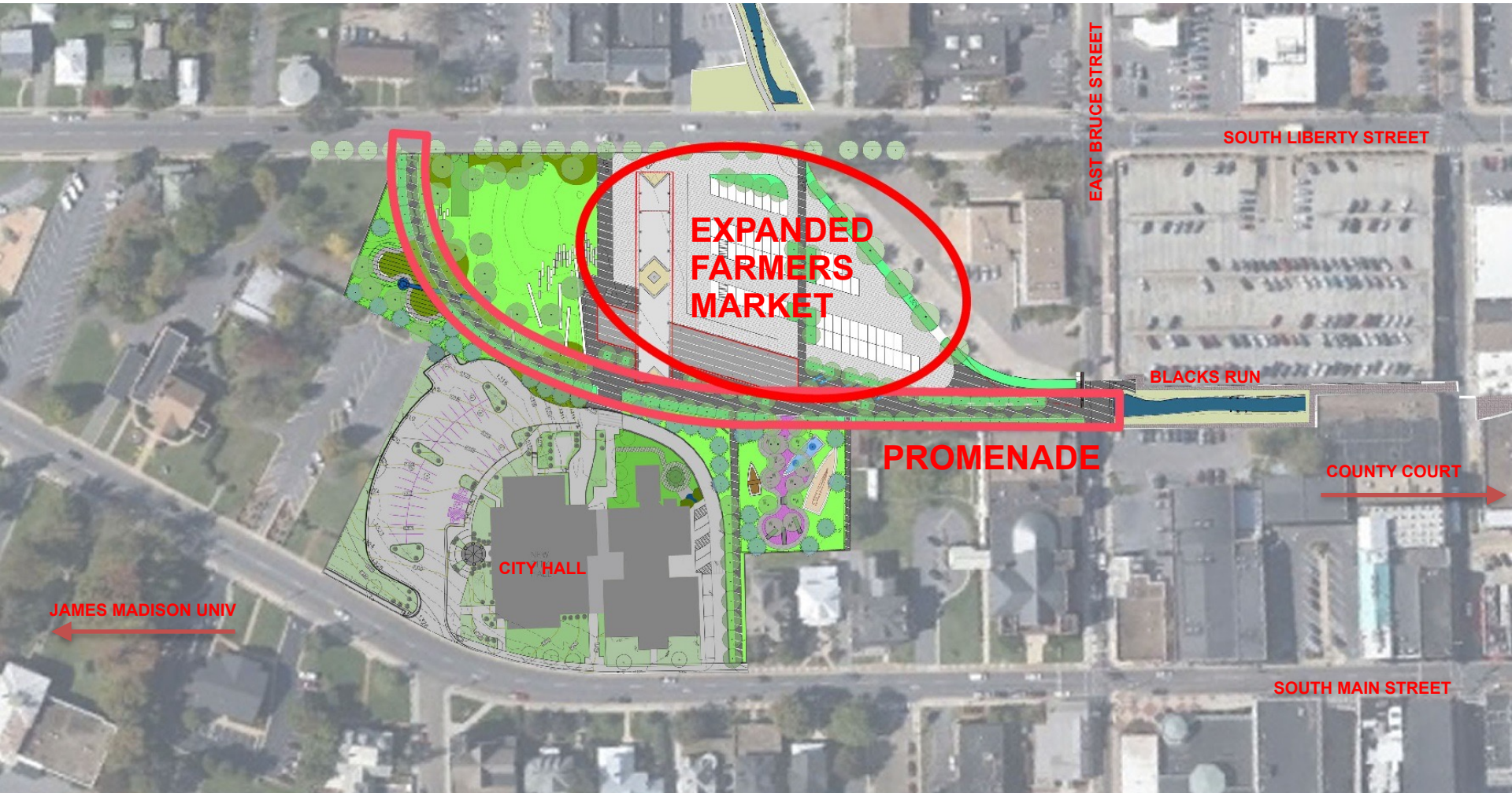
PARK CONTEXT - CREATE GOOD CROSS CONNECTIONS



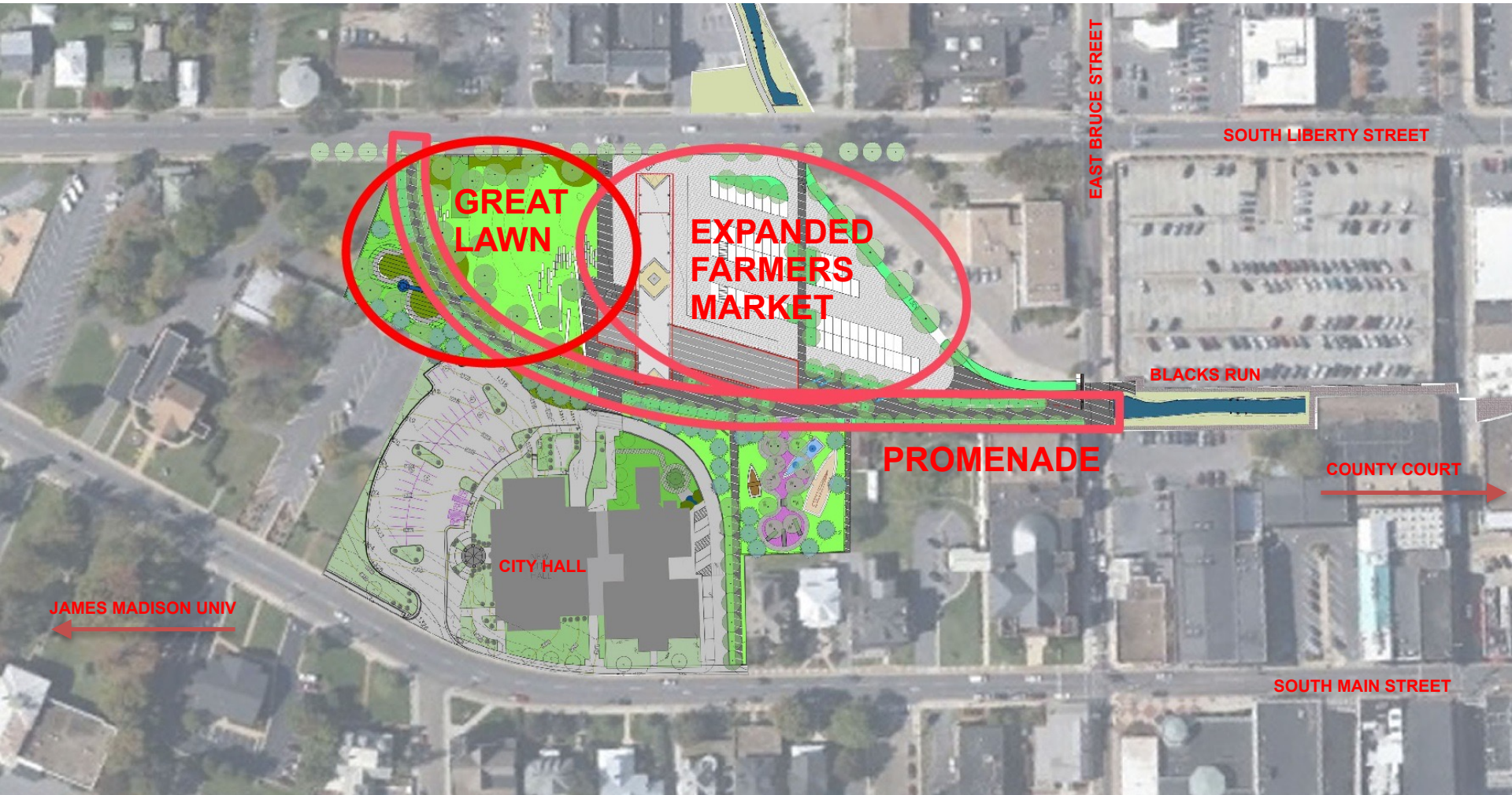
PARK DIAGRAM - PROMENADE



PARK DIAGRAM - EXPANDED FARMERS MARKET



PARK DIAGRAM - GREAT LAWN

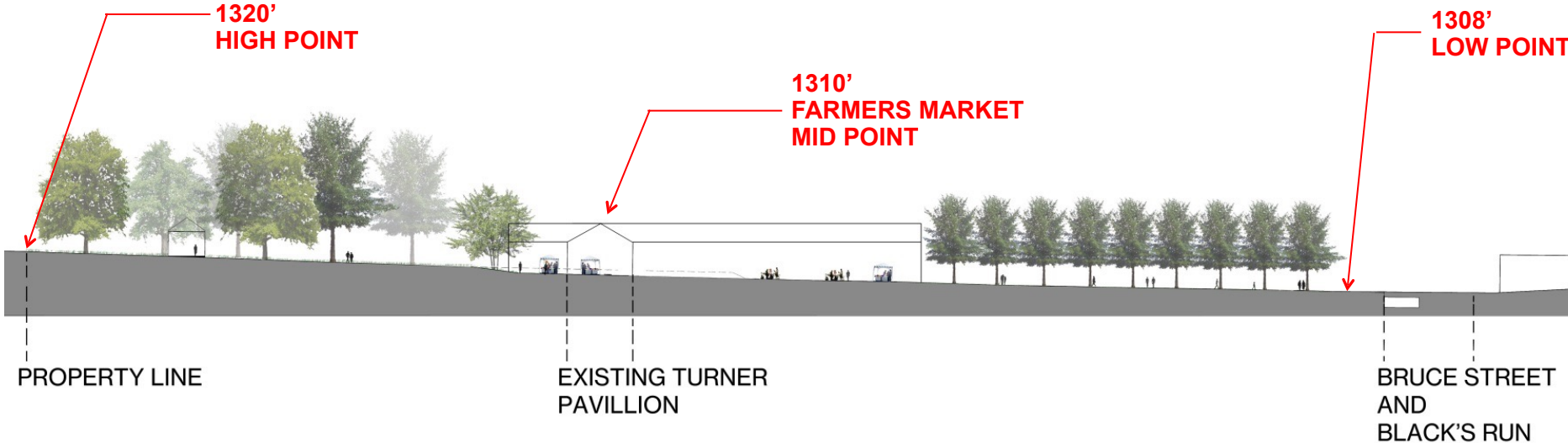


PARK DIAGRAM - CHILDREN'S PLAY ENVIRONMENT

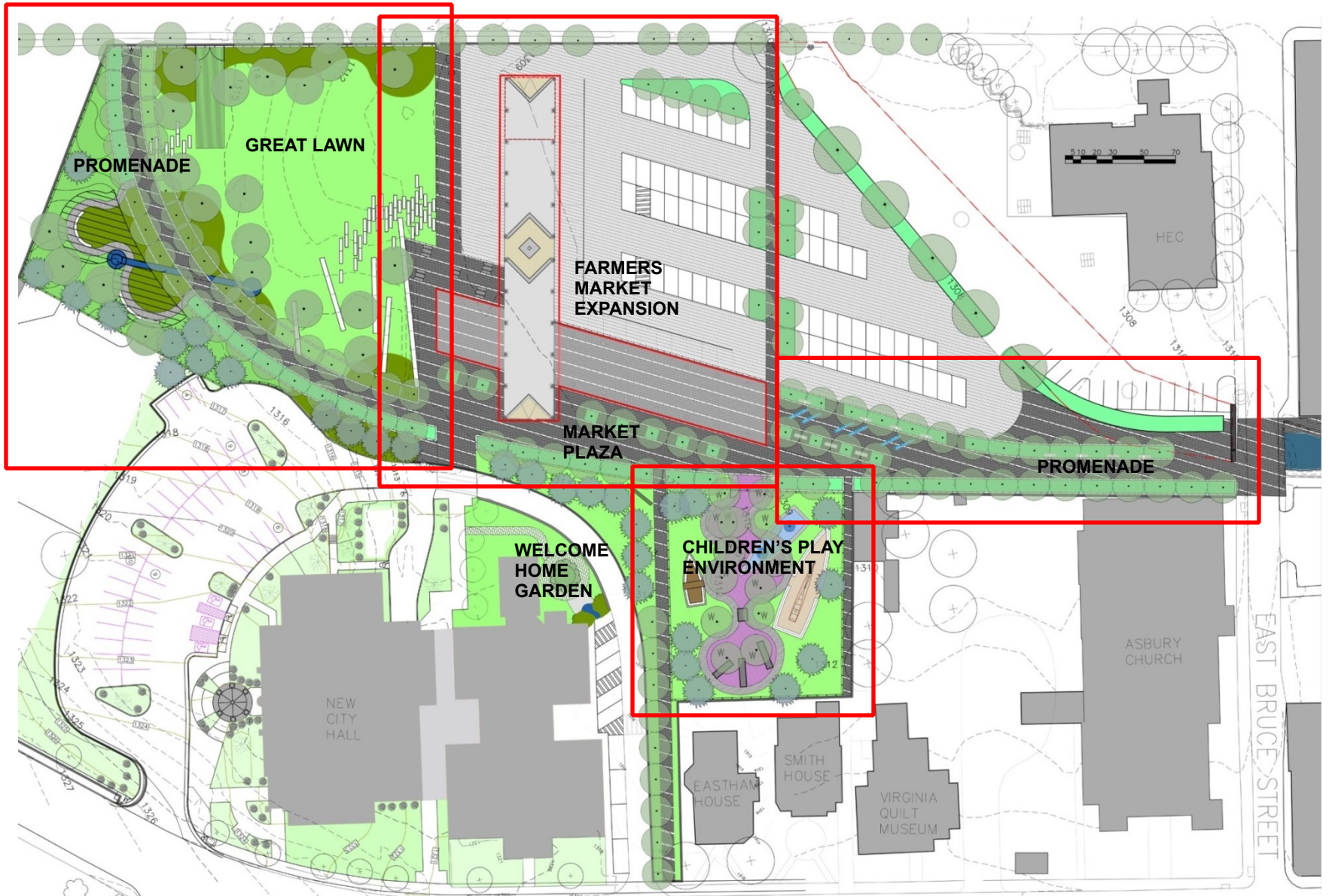


TOPOGRAPHY - LONG SITE SECTION

THERE IS A 12' GRADE CHANGE
ACROSS THE PARK SITE



MAJOR PARK FEATURES



MAJOR PARK FEATURES - PROMENADE



MAJOR PARK FEATURES - PROMENADE



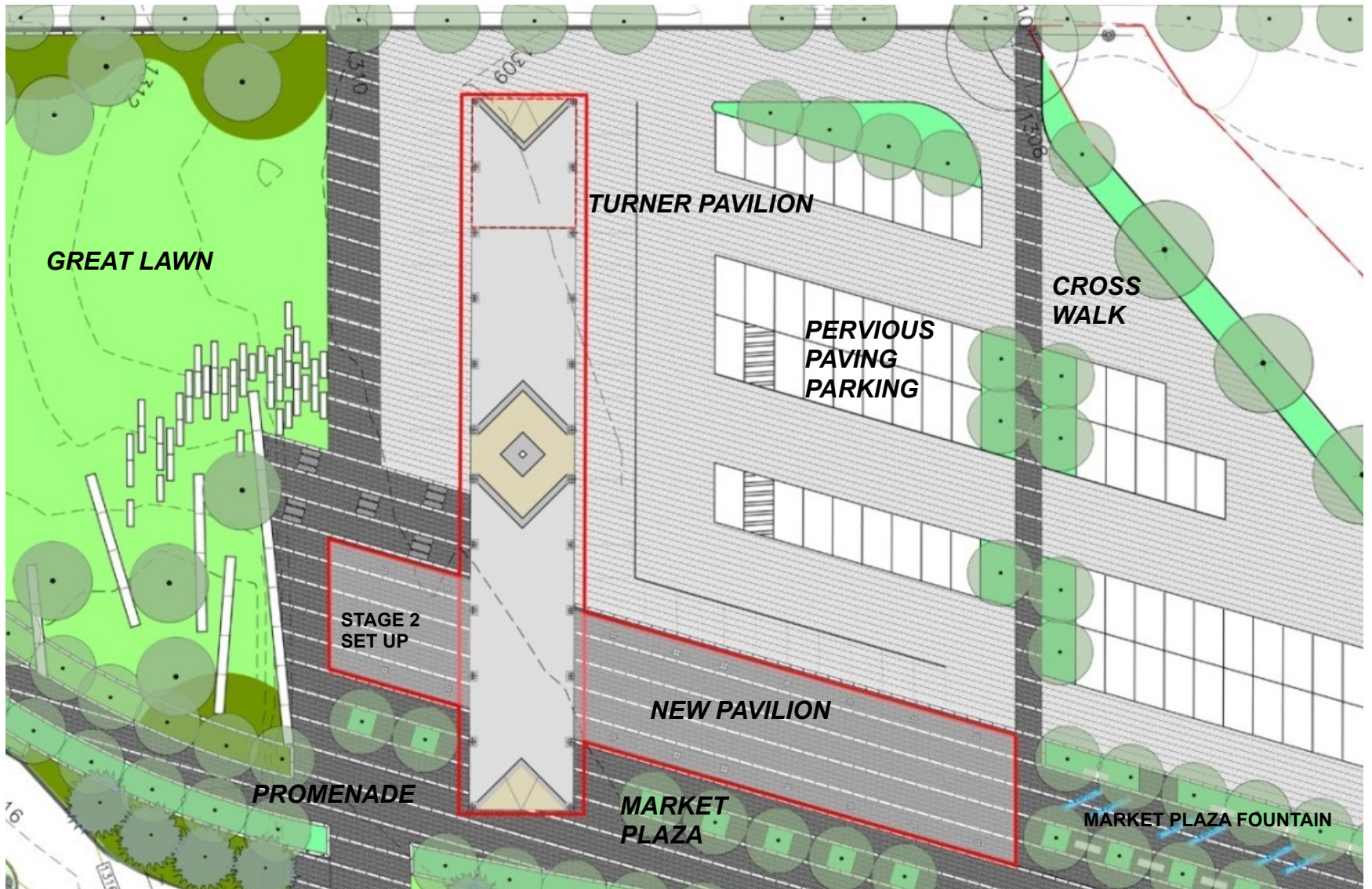
**BANDED PAVING OF
BRICK AND PAVERS
AT COWLES COMMONS
DES MOINES, IOWA**



**HIGH CANOPY
NATIVE HARDWOOD
TREES WITH SEASONAL
INTEREST**

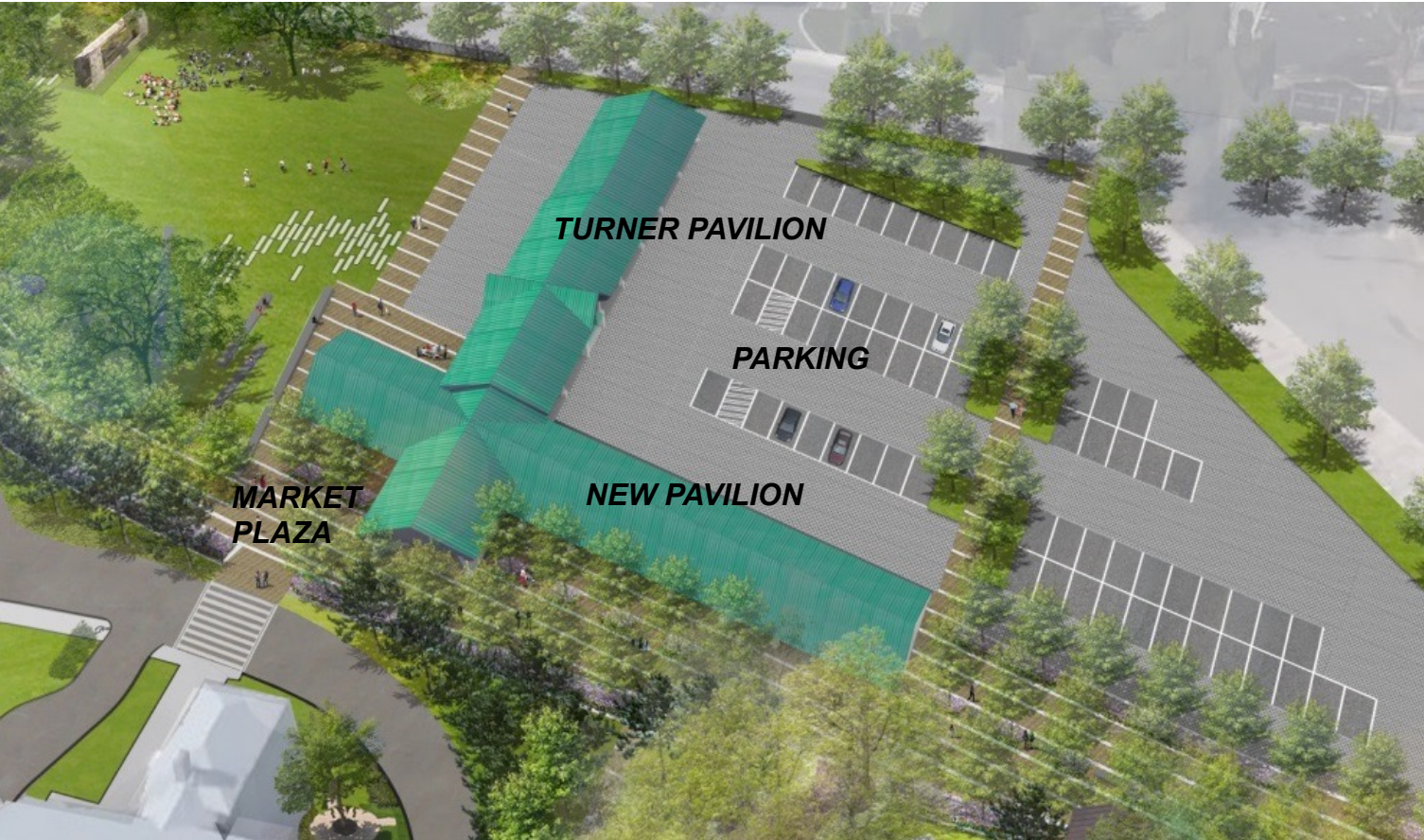
MAJOR PARK FEATURES - EXPANDED FARMERS MARKET

PRESERVE AND EXPAND THE FARMERS MARKET AT THE HEART OF THE PARK



MAJOR PARK FEATURES - EXPANDED FARMERS MARKET

PRESERVE AND EXPAND THE FARMERS MARKET AT THE HEART OF THE PARK



VIEW OF FARMERS MARKET

MAJOR PARK FEATURES - GREAT LAWN

HAVE A PARK WITH VIBRANT CULTURAL AND SOCIAL LIFE



MAJOR PARK FEATURES - GREAT LAWN

HAVE A PARK WITH VIBRANT CULTURAL AND SOCIAL LIFE



VIEW OF GREAT LAWN FROM MARKET PLAZA

MAJOR PARK FEATURES - GREAT LAWN

HAVE A PARK WITH VIBRANT CULTURAL AND SOCIAL LIFE



VIEW OF TEMPORARY PERFORMANCE STAGE AT GREAT LAWN

GREAT LAWN

ACTIVELY PROGRAM PARK ACTIVITIES TO APPEAL TO A BROAD RANGE OF INTERESTS AND DIVERSITY



TERRACED LAWN WITH SEATING AT ANAHEIM FARMERS PARK

GREAT LAWN

ACTIVELY PROGRAM PARK ACTIVITIES TO APPEAL TO A BROAD RANGE OF INTERESTS AND DIVERSITY

HERBACEOUS GARDEN WITH SUSTAINABLE PLANTINGS



Grasses and prairie wildflowers

Shade plants and woodland wildflowers



Mix of native and evergreen shrubs

Designed in simple bold ornamental drifts



MAJOR PARK FEATURES - CHILDREN'S PLAY ENVIRONMENT

KEEP THE PARK FAMILY ORIENTED AND CHILD FRIENDLY

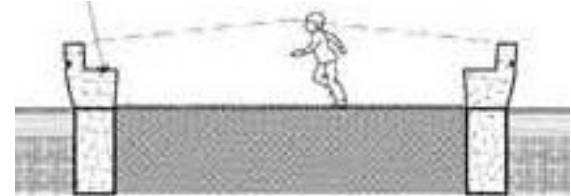


MAJOR PARK FEATURES - CHILDREN'S PLAY ENVIRONMENT

KEEP THE PARK FAMILY ORIENTED AND CHILD FRIENDLY



WATER PLAY



PARENT SEATING



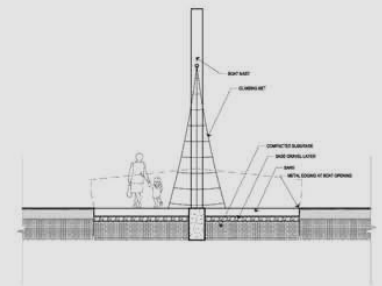
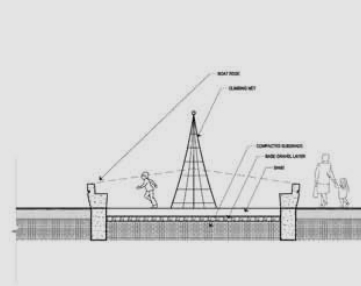
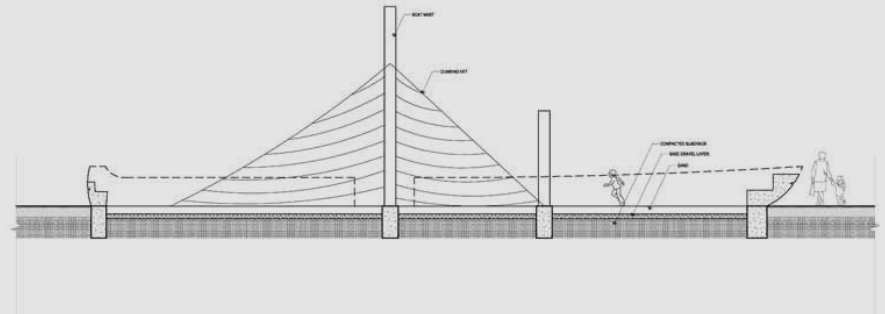
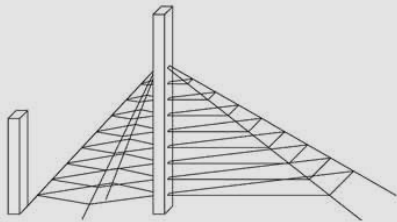
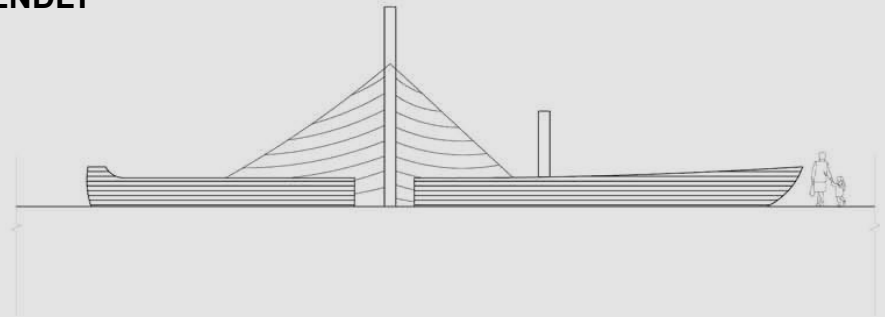
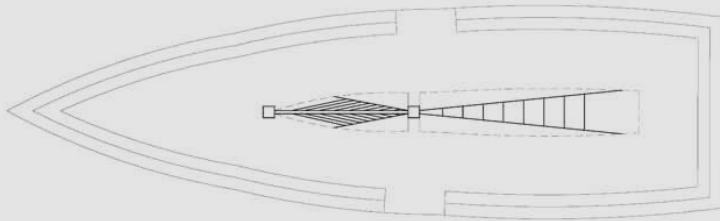
DIGGING - "LOOSE MATERIAL PLAY"



SLIDE AND CLIMB

MAJOR PARK FEATURES - CHILDREN'S PLAY ENVIRONMENT

KEEP THE PARK FAMILY ORIENTED AND CHILD FRIENDLY



CHILDRENS CLIMBING BOAT DETAILS

MAJOR PARK FEATURES - CHILDREN'S PLAY ENVIRONMENT

KEEP THE PARK FAMILY ORIENTED AND CHILD FRIENDLY



OVERVIEW OF CHILDREN'S PLAY ENVIRONMENT

MAJOR PARK FEATURES - CHILDREN'S PLAY ENVIRONMENT

KEEP THE PARK FAMILY ORIENTED AND CHILD FRIENDLY



OVERVIEW OF CHILDREN'S PLAY ENVIRONMENT

SUSTAINABILITY



BRICK TRADITION



LOCAL STONE TRADITION



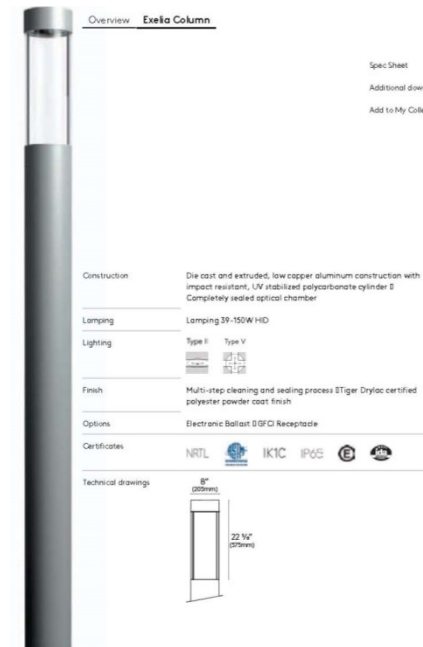
PERMEABILITY



STORMWATER GARDENS

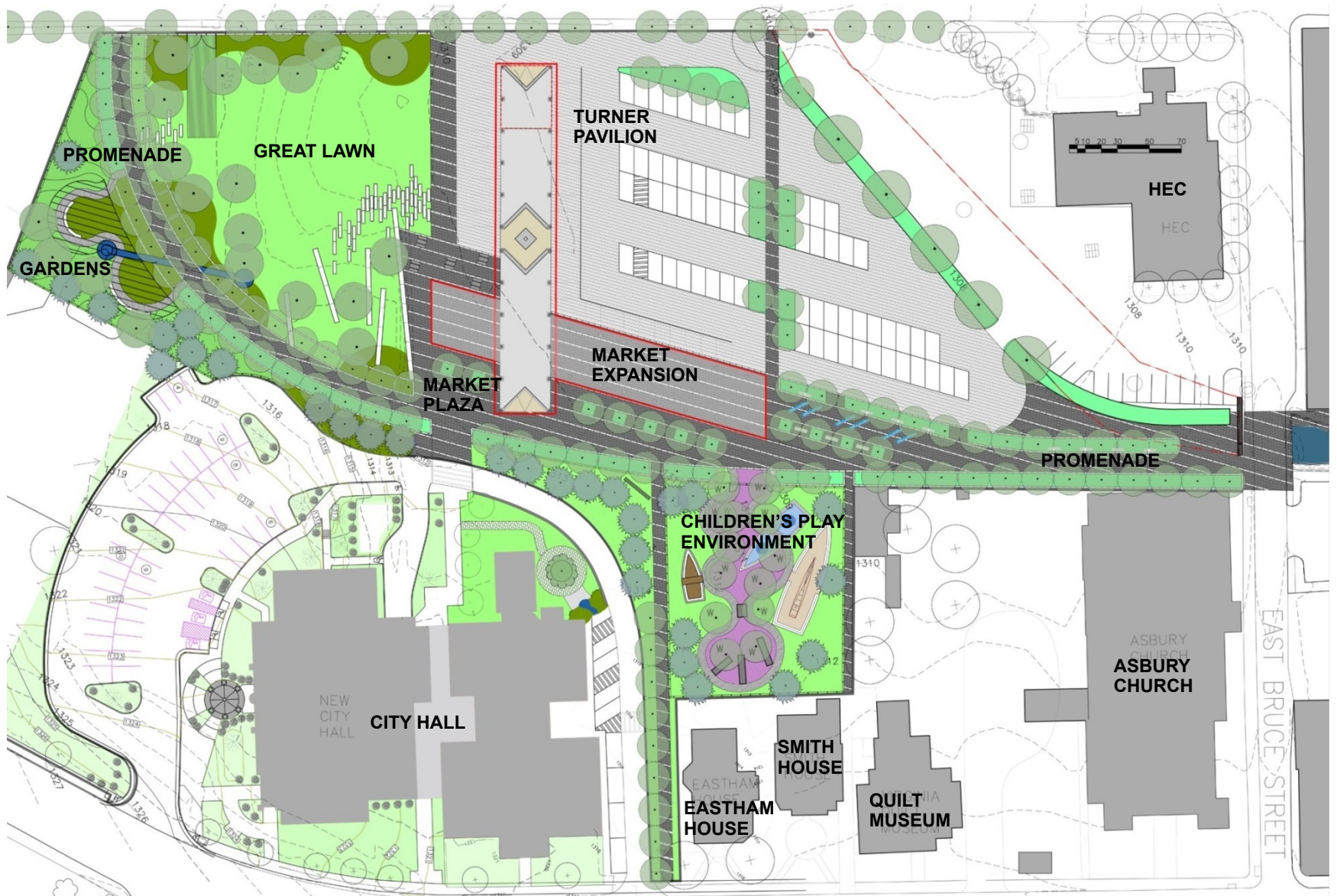


NATIVE PLANTING

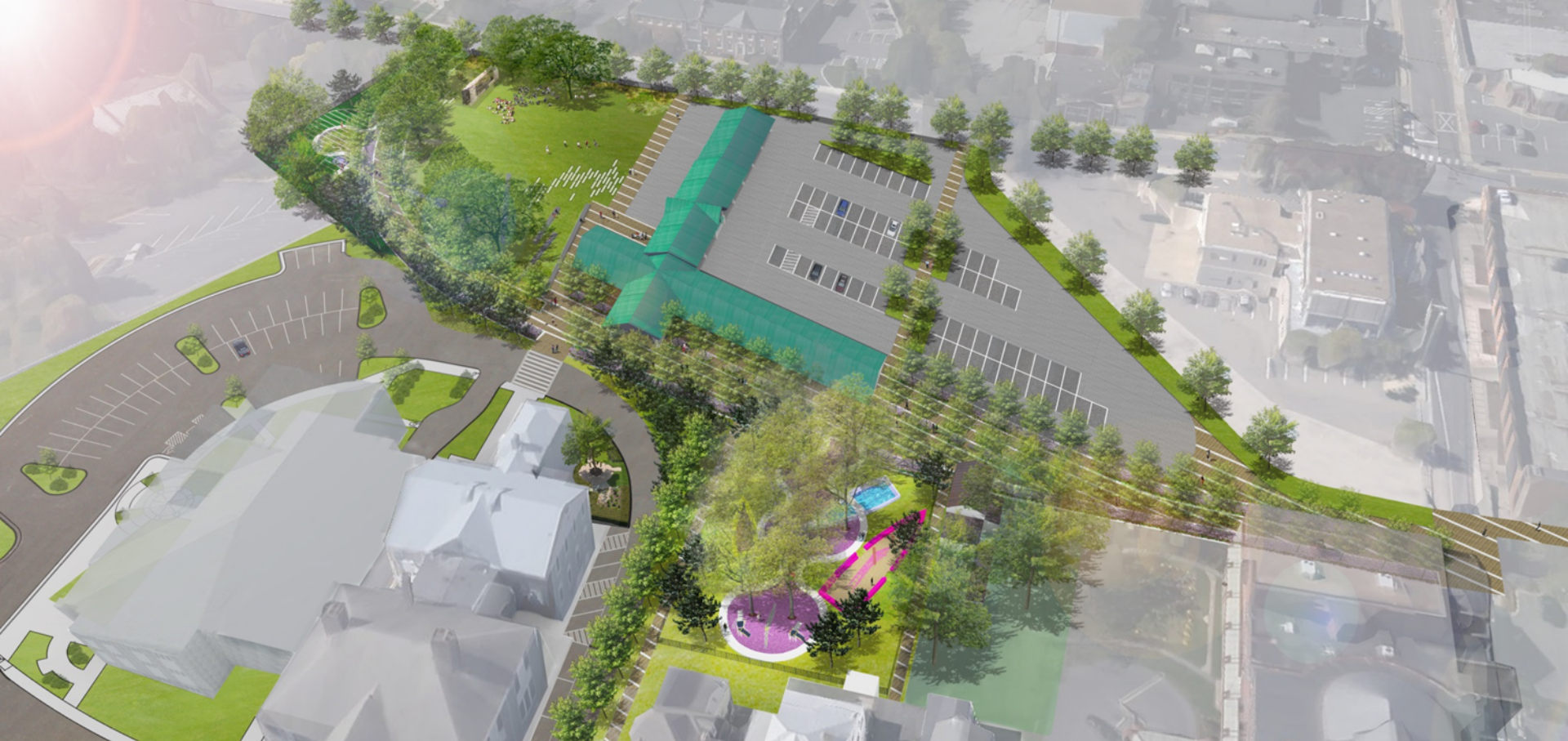


DARK SKY LIGHTING

A PARK FOR THE WHOLE COMMUNITY



A PARK FOR THE WHOLE COMMUNITY



A PARK FOR THE WHOLE COMMUNITY



A PARK FOR THE WHOLE COMMUNITY



MAKE THE PARK A CATALYST DOWNTOWN DEVELOPMENT AND ATTRACT A DIVERSITY OF RESIDENTS AND VISITORS



Analyze. Advise. Act.

2101 L Street NW, Suite 800, Washington, DC 20037-1526
T: 202.903.0725 | F: 202.857.3976 | www.hraadvisors.com

MEMORANDUM

To: Harrisonburg, Virginia Plan Our Park Committee
From: HR&A Advisors, Inc.
Date: March 9, 2015 (Revised May 15, 2015)
Re: Harrisonburg Downtown Park: Summary of Economic Impacts and Revenue Considerations

EXECUTIVE SUMMARY

The Harrisonburg Plan Our Park Committee (POP) engaged HR&A Advisors, Inc. (HR&A) to assess the potential economic impacts and potential sources of funding for operations of a proposed park in Downtown Harrisonburg, VA. POP's preferred preliminary design for the park, by WORKSHOP: Ken Smith Landscape Architect with ABL Landscape Architecture, LLC (ABL), would substantially expand existing green space and amenities on a 4.5-acre site south of Downtown that is currently home to Turner Pavilion, the Harrisonburg Farmers Market, City Hall and other municipal buildings, and a municipal parking lot.

HR&A's high-level analysis suggests that the park could generate significant economic benefits for the City of Harrisonburg. These benefits would primarily derive from:

- Increased visitation to and visitor spending in Harrisonburg;
- Higher values for properties proximate to the park; and
- New development proximate to the park.

Each of these benefits, summarized below, could generate net new tax revenues to the City of Harrisonburg, which could be the basis for funding potential subsequent phases of the park's development, as well as park operations:

Figure 1: Estimated increase in visitation and visitor spending¹

	Low Estimate	High Estimate
Increase in annual number of visitors	40,900	62,000
Increase in annual retail spending potential of businesses located near the park	\$310,600	\$471,200
Increase in annual sales and food & beverage taxes	\$18,200	\$27,600

HR&A's high-level analysis suggests that the park could generate significant economic benefits for the City of Harrisonburg.

MAKE THE PARK A CATALYST DOWNTOWN DEVELOPMENT AND ATTRACT A DIVERSITY OF RESIDENTS AND VISITORS



SIENNA'S PIAZZA DEL CAMPO



NEW YORK CITY'S HIGH LINE



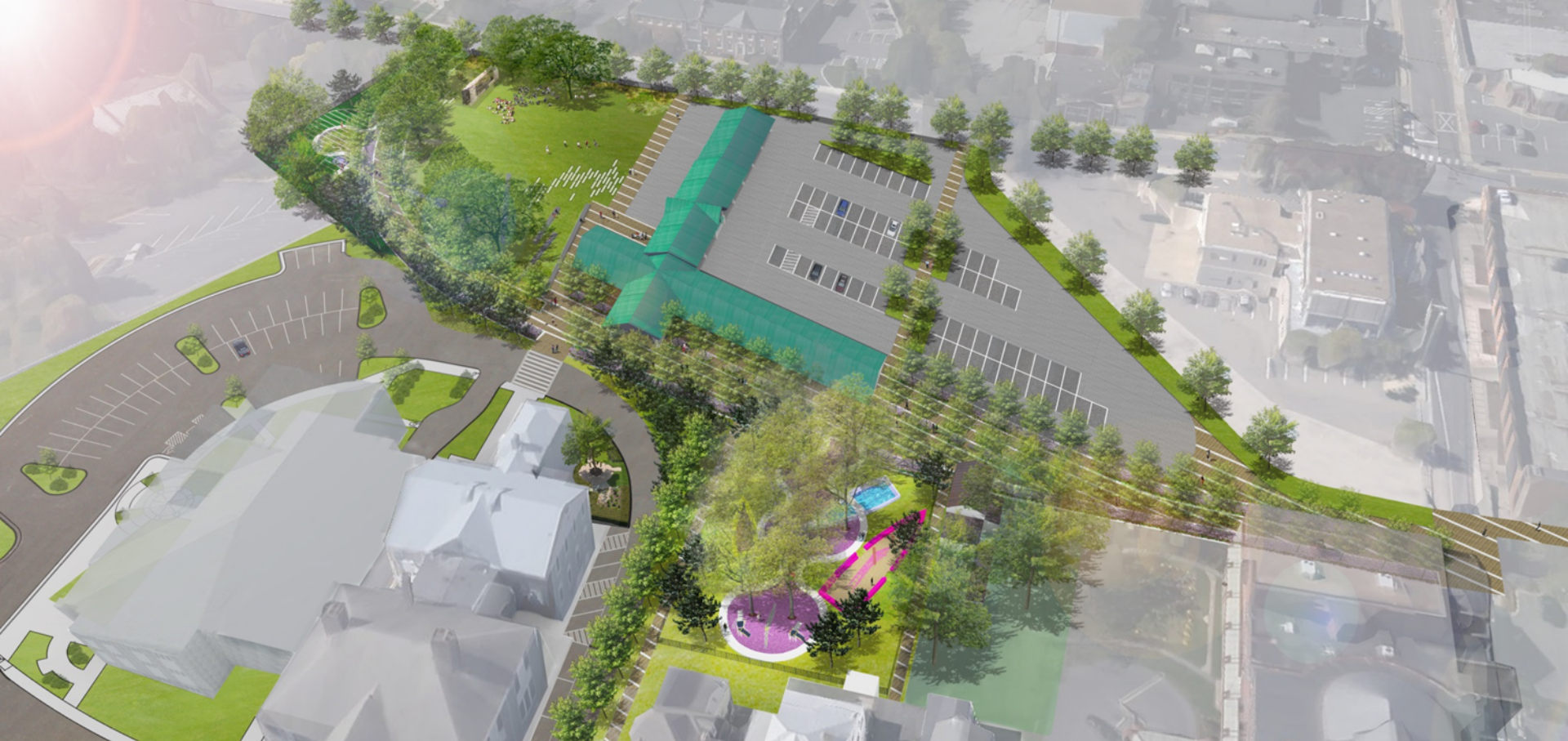
BARCELONA'S LAS RAMBLAS



NEW ORLEANS' JACKSON SQUARE

SUCCESSFUL URBAN PARKS CREATE A DEFINING AND LASTING LANDMARK FOR A CITY

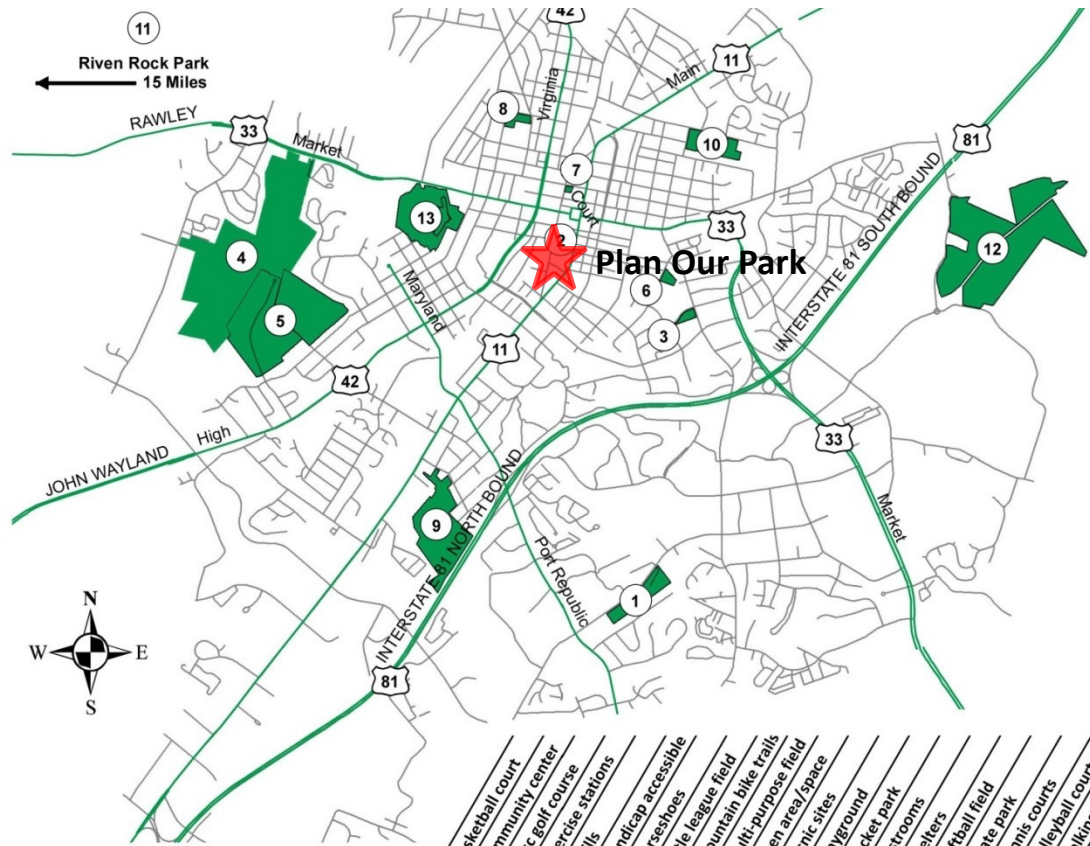
PARK MANAGEMENT & OPERATIONS



PARK MANAGEMENT & OPERATIONS

- The City of Harrisonburg's *Comprehensive Parks and Recreation Master Plan*, adopted 2013 by Council, calls for a substantial downtown park.

PARK MANAGEMENT & OPERATIONS



	basketball court	community center	disc golf course	exercise stations	grills	handicap accessible	horseshoes	little league field	mountain bike trails	multi-purpose field	picnic area/space	playground	pocket park	restrooms	shelters	softball field	skate park	tennis courts	volleyball court	walking trails		
1 A Dream Come True Playground - 1050 Neff Avenue																						
2 Denton Park - 177 South Main Street																						
3 Eastover Tennis Courts - 909 Reservoir Street																						
4 Heritage Oaks Golf Course - 680 Garbers Church Road																						
5 Hillandale Park - 801 Hillandale Avenue	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				✓	✓		
6 Kiwanis Park - 302 Myers Avenue	✓																					
7 Liberty Park - 188 North Liberty Street																						
8 Morrison Park - 461 2nd Street	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
9 Purcell Park - 41 Monument Avenue	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
10 Ralph Sampson Park - 431 East Washington Street	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
11 Riven Rock Park - 6 Last Left Lane, Hinton, VA				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
12 Smithland Road Soccer Complex - 1542 Smithland Road																						
13 Westover Park - 305 South Dogwood Drive		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Geographic Distribution of Harrisonburg City Parks

PARK MANAGEMENT & OPERATIONS



NEIGHBORHOOD PARK



EMERGING DOWNTOWN PARK

PARK MANAGEMENT & OPERATIONS



PACK SQUARE PARK, ASHEVILLE NC



CENTER CITY PARK, GREENSBORO NC

**URBAN PARKS ARE PLAYING A KEY ROLE IN
COMMUNITY REVITALIZATION AND
ECONOMIC DEVELOPMENT OF DOWNTOWN
AREAS THROUGHOUT THE NATION**



ELMWOOD PARK, ROANOKE VA

PARK MANAGEMENT & OPERATIONS



CENTER CITY PARK, GREENSBORO



URBAN PARKS ARE ACTIVELY PROGRAMMED FOR DIVERSITY OF USERS AND A MIX OF ACTIVE AND PASSIVE ACTIVITIES

PARK MANAGEMENT & OPERATIONS



URBAN PARKS ARE A CATALYST FOR DOWNTOWN EVENTS AND CELEBRATIONS INCLUDING MAJOR HOLIDAY FESTIVALS AND SEASONAL PROGRAMS

PARK MANAGEMENT & OPERATIONS



Friends
of the Park



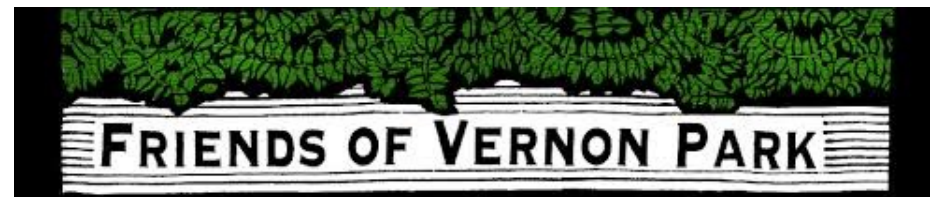
URBAN PARKS ARE INCREASINGLY MANAGED THROUGH PUBLIC AND PRIVATE PARTNERSHIPS



JEFFERSON CITY, MO



Friends of Milwaukee County Parks



PARK MANAGEMENT & OPERATIONS



PARK CONSERVANCIES ARE AN INCREASINGLY COMMON WAY TO AUGMENT PUBLIC RESOURCES IN MANAGING PARK MAINTENANCE AND PROGRAMMING

PARK MANAGEMENT & OPERATIONS



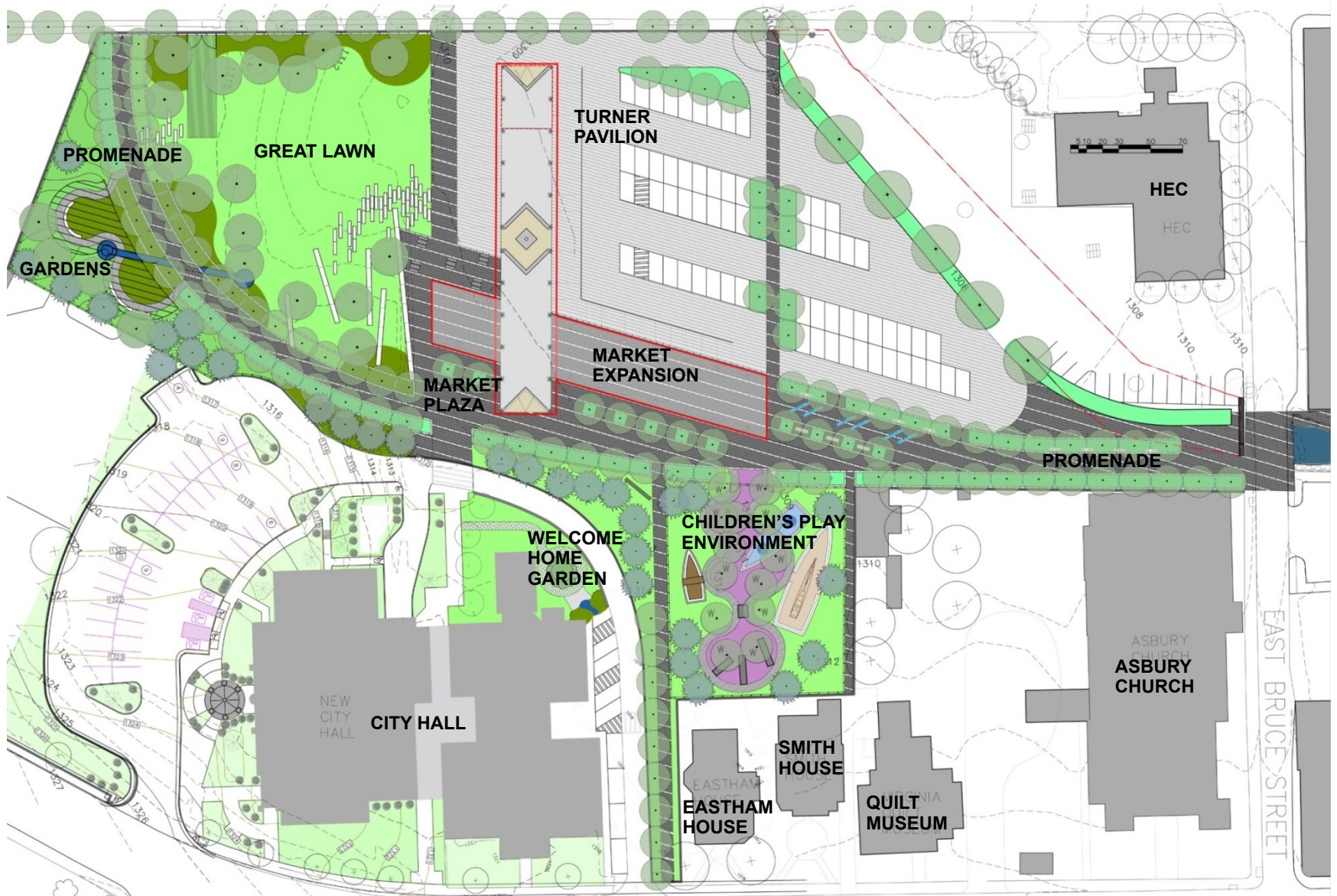
PARK CONSERVANCIES ARE AN INCREASINGLY COMMON WAY TO AUGMENT PUBLIC RESOURCES IN MANAGING PARK MAINTENANCE AND PROGRAMMING

PARK MANAGEMENT & OPERATIONS



PARK CONSERVANCIES ARE AN INCREASINGLY COMMON WAY TO AUGMENT PUBLIC RESOURCES IN MANAGING PARK MAINTENANCE AND PROGRAMMING

PLAN OUR PARK – A PARK FOR THE WHOLE COMMUNITY

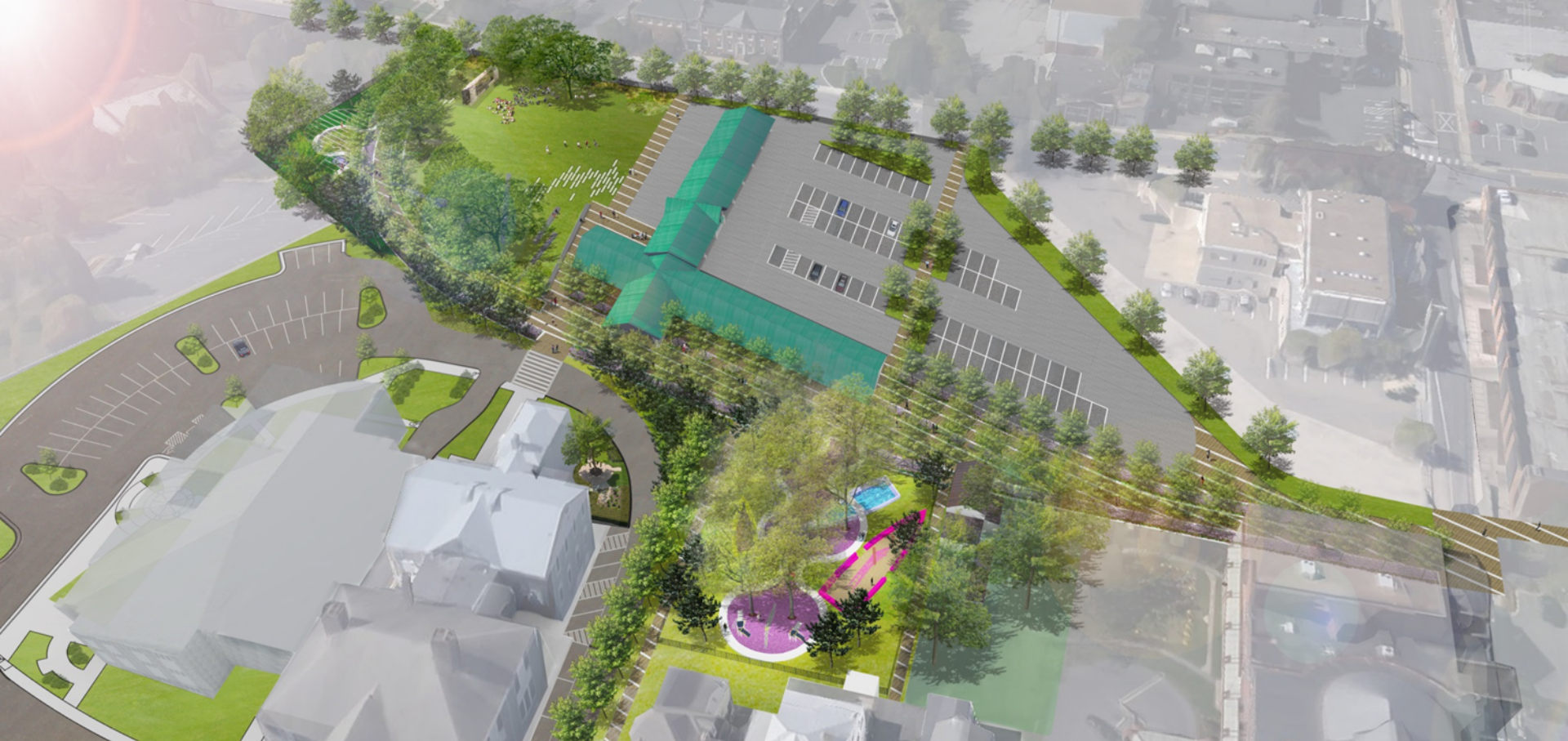


PLAN OUR PARK – A PARK FOR THE WHOLE COMMUNITY

Request:

- Acceptance of the Plan Our Park Conceptual Master Plan.
- Authorization of City Administrators to engage with Plan Our Park Committee in the near term to determine next steps for the Park project to move forward.
- Request City Staff to consider inclusion of the Park in the 2016/2017 Harrisonburg Capital Improvement Program.

PLAN OUR PARK – A PARK FOR THE WHOLE COMMUNITY



PLAN OUR PARK – A PARK FOR THE WHOLE COMMUNITY



PLAN OUR PARK – A PARK FOR THE WHOLE COMMUNITY



PLAN OUR PARK – A PARK FOR THE WHOLE COMMUNITY



THANK YOU