



FROM: Kirsten Nichols
703-821-2045 x 121

DATE: September 1, 2020

PROJECT: Purcell Park Master Plan

LSG JOB NO. 19028

RE: Masterplan

Dear Luanne,

It has been such a pleasure to work with you and your team in Harrisonburg on the masterplan for Purcell Park. We have truly enjoyed listening to the community and the time spent with you. We hope the plan serves you for years to come and look forward to its implementation.

We wanted to send along the Critical Success Factors identified at our first meeting together. We trust we have met and exceeded the goals. If you need anything further in regards to the masterplan, or anything else, please do not hesitate to reach out.

Sincerely,

Kirsten Nichols
LSG Landscape Architecture

| Critical Success Factors | Performance Measures |
|--|---|
| <ol style="list-style-type: none"> 1. Facilitate Community Engagement within the City of Harrisonburg related to the needs and desires for park planning and renovations to assure residents, user groups, associations, neighboring communities and other stakeholders are provided an opportunity to participate in the vision of Purcell Park. 2. Study the site's stormwater and hydrology in order to address recurrent flooding and streambank concerns along Blacks Run. 3. Identify potential solutions based on community feedback and masterplan analysis. This project will provide a vision for Purcell Park and establish strategic direction for the City. 4. Recommend a vision for Purcell Park that will allow the City to meet the needs and desires of the community now and into the future. | <ol style="list-style-type: none"> 1. Engage the community by conducting a minimum of four (4) focus groups/stakeholder interviews and two (2) community meetings. Target minimum 300 mail-in survey responses to enable statistically valid analysis. Additionally, a demographic and trends study will be conducted to guide the analysis of potential programming. 2. Develop recommendations and conceptual plans presenting options for flood control and stream restoration, including benefits for TMDL credits. 3. Develop conceptual level site planning for potential park facilities and amenities that will allow the City to deliver the programs and services that the community expressed a desire and a need for through this process and previous planning processes. Identify potential costs of programming components, priorities, phasing options, and capital budget estimates. 4. Develop a vision for Purcell Park to include recommended priorities for facilities and amenities, phasing options, operational cost estimates, and capital budget projections. |