



**City of Greensboro
Hampton Park Master Plan
March 2024**



WS WESTCOTT, SMALL
— & ASSOCIATES —

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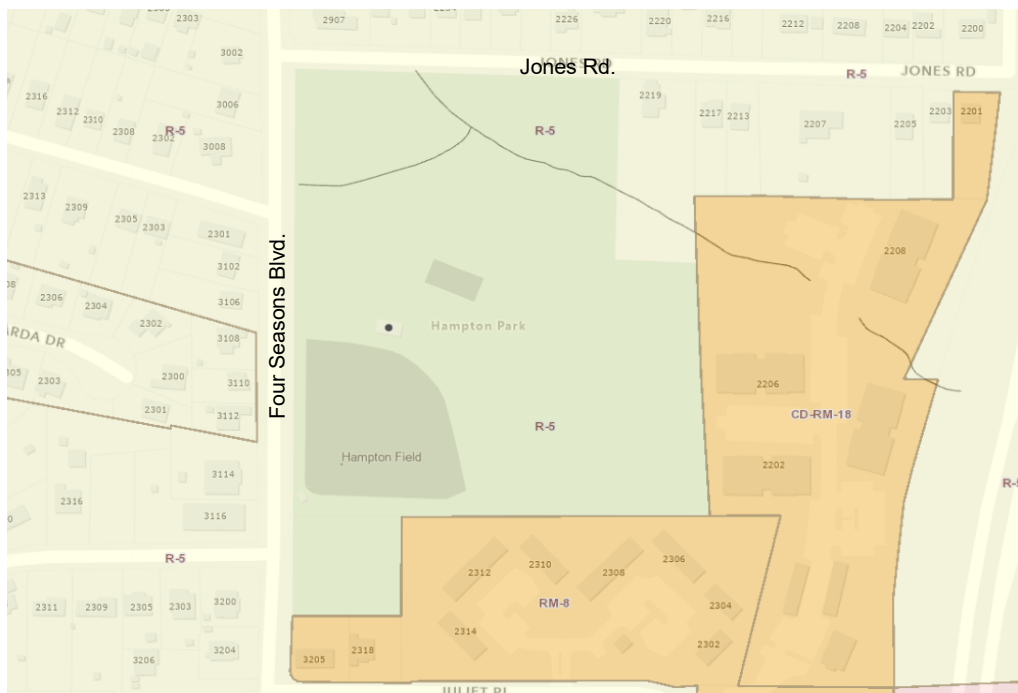
BACKGROUND

The City of Greensboro manages over 120 facilities, including more than 85 neighborhood parks, 12 Community Parks with Community Recreation Centers and two active adult centers, throughout the City. Each of these facilities has its own identity and should serve as a neighborhood hub while providing a variety of safe, family-oriented recreational opportunities. Often the parks also serve as locations for community-wide events, such as holiday picnics, Neighborhood Night Out, etc. Park amenities generally include a playground, active recreation opportunities (tennis, basketball, etc.) and open space for quiet or passive activities. Parking lots, restroom facilities and picnic shelters are typically located within community and regional parks that provide a larger variety of recreation activities, more amenities and full-time staff.

Hampton Park is located at 3111 Four Seasons Boulevard adjacent to the Rolling Roads, Greentree and Chadbury communities in Greensboro's City Council District 1. The park is located on approximately 10.6 acres and features a softball field, basketball court, playground, trail segments, concession stand and gravel parking area. The basketball court at Hampton Park is heavily utilized by the Greensboro Streetballers. The site is fronted by Four Seasons Boulevard to the west and Jones Road to the north. Properties across Four Seasons Boulevard and Jones Road are single family residential. The site is bordered by a mix of single family and multi-family residential properties to the east and south.

Hampton Park is located within the "other water supply watershed," so additional impervious surface will need to be treated by a permanent stormwater control measure if more than one acre of land is disturbed. There are no streams or wetlands identified on the site, which is located outside the FEMA regulated floodplain. Hampton Park is accessible via public transit, Route 12A, with stops on Four Seasons Blvd. at the property frontage. Four Seasons Blvd. including the property frontage is served by sidewalks, so the park is accessible by transit and alternative transportation methods. However, the surrounding neighborhood streets are not served by sidewalk.

According to demographics provided by ESRI, the area within a 5-minute walking radius of Hampton Park includes 820 people with a median household income of \$39,710. The median age is 34.4 years, and average household size is 2.23. Expanding the area to a 10-minute walking radius from Hampton Park includes 1,704 people with a median household income of \$43,127. The median age is 35.6 years with an average household size of 2.41. Expanding the area again to a 15-minute walking radius from Hampton Park includes 3,438 people with a median household income of \$49,458. The median age is 36.8 years with an average household size of 2.57. The population within these studied areas is predominately white collar workers (approximately 55%) with home ownership increasing from 36% in the 5 minute radius to 52% in the 15 minute radius.



BACKGROUND

COMMUNITY PROFILE

Hampton Park
Walk time of 5 minutes

820	-0.22%	2.23	68.6	34.4	\$39,710	\$103,846	\$14,878	20.6%	64.6%	15.0%
Population Total	Population Growth	Average HH Size	Diversity Index	Median Age	Median HH Income	Median Home Value	Median Net Worth	Age <18	Age 18-64	Age 65+



11.8%
Services

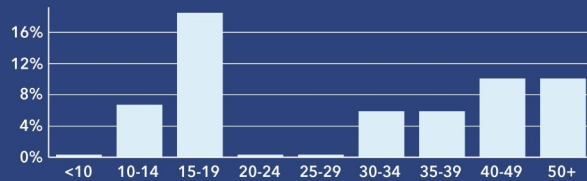


33.6%
Blue Collar

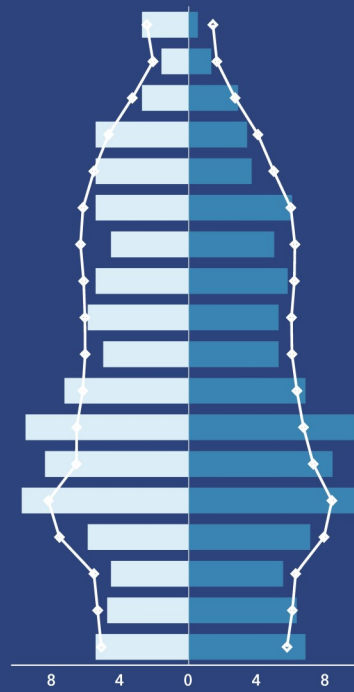


54.6%
White Collar

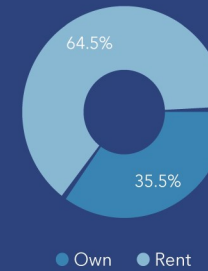
Mortgage as Percent of Salary



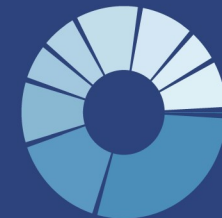
Age Profile: 5 Year Increments



Home Ownership

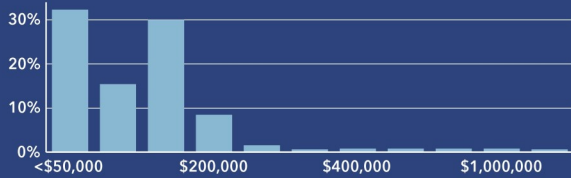


Housing: Year Built

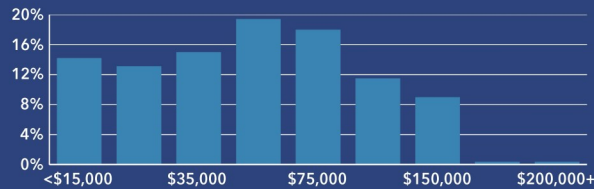


- <1939
- 1940-49
- 1950-59
- 1960-69
- 1970-79
- 1980-89
- 1990-99
- 2000-09
- 2010-13
- 2014+

Home Value



Household Income



Educational Attainment



- < 9th Grade
- HS Diploma
- Some College
- Bach Degree
- No Diploma
- GED
- Assoc Degree
- Grad Degree

Commute Time: Minutes



- < 5
- 5-9
- 10-14
- 15-19
- 20-24
- 25-29
- 30-34
- 35-39
- 40-44
- 45-59
- 60-89
- 90+



Source: Esri, ACS, Esri forecasts for 2022, 2016-2020, 2027.

Dots show comparison to

Guilford County

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BACKGROUND

COMMUNITY PROFILE

Hampton Park
Walk time of 10 minutes

1,704	0.13%	2.41	74.4	35.6	\$43,127	\$119,915	\$27,335	20.5%	64.3%	15.1%
Population Total	Population Growth	Average HH Size	Diversity Index	Median Age	Median HH Income	Median Home Value	Median Net Worth	Age <18	Age 18-64	Age 65+



13.8%
Services

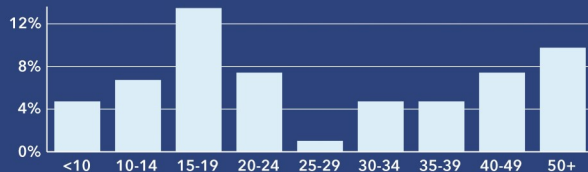


32.3%
Blue Collar



53.9%
White Collar

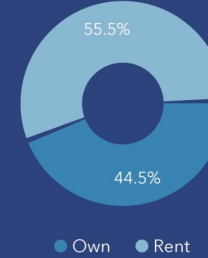
Mortgage as Percent of Salary



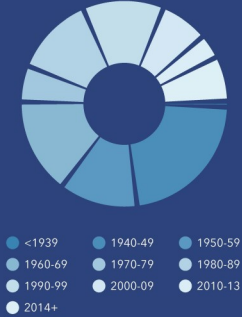
Age Profile: 5 Year Increments



Home Ownership



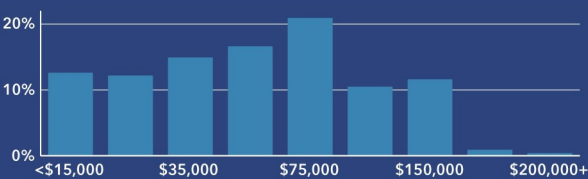
Housing: Year Built



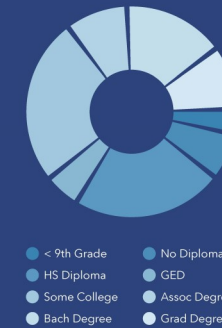
Home Value



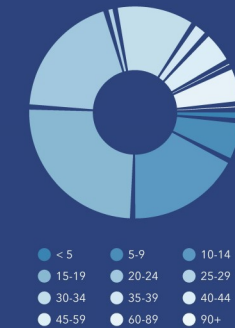
Household Income



Educational Attainment



Commute Time: Minutes



Source: Esri, ACS, Esri forecasts for 2022, 2016-2020, 2027.

© 2023 Esri

BACKGROUND

COMMUNITY PROFILE

Hampton Park
Walk time of 15 minutes

3,438	0.21%	2.57	77.8	36.8	\$49,458	\$126,408	\$51,482	20.8%	63.6%	15.5%
Population Total	Population Growth	Average HH Size	Diversity Index	Median Age	Median HH Income	Median Home Value	Median Net Worth	Age <18	Age 18-64	Age 65+



13.9%
Services

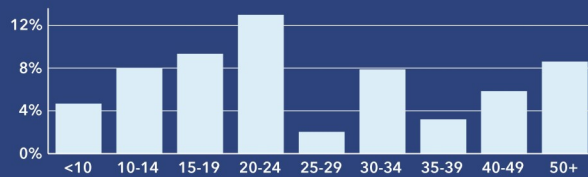


30.7%
Blue Collar



55.4%
White Collar

Mortgage as Percent of Salary

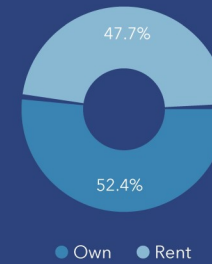


Age Profile: 5 Year Increments

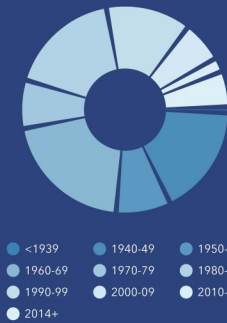


Dots show comparison to Guilford County

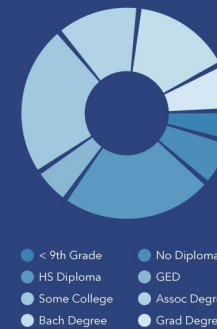
Home Ownership



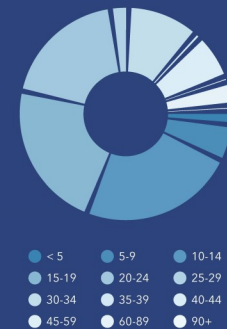
Housing: Year Built



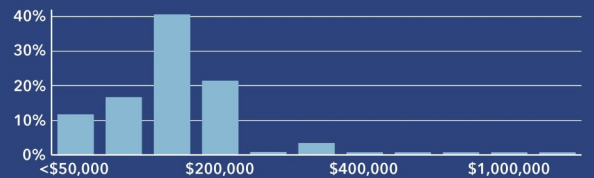
Educational Attainment



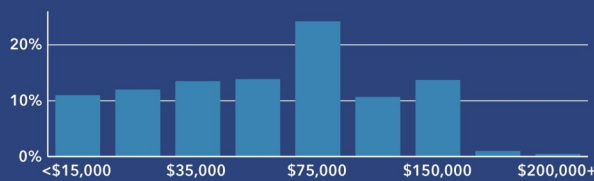
Commute Time: Minutes



Home Value



Household Income

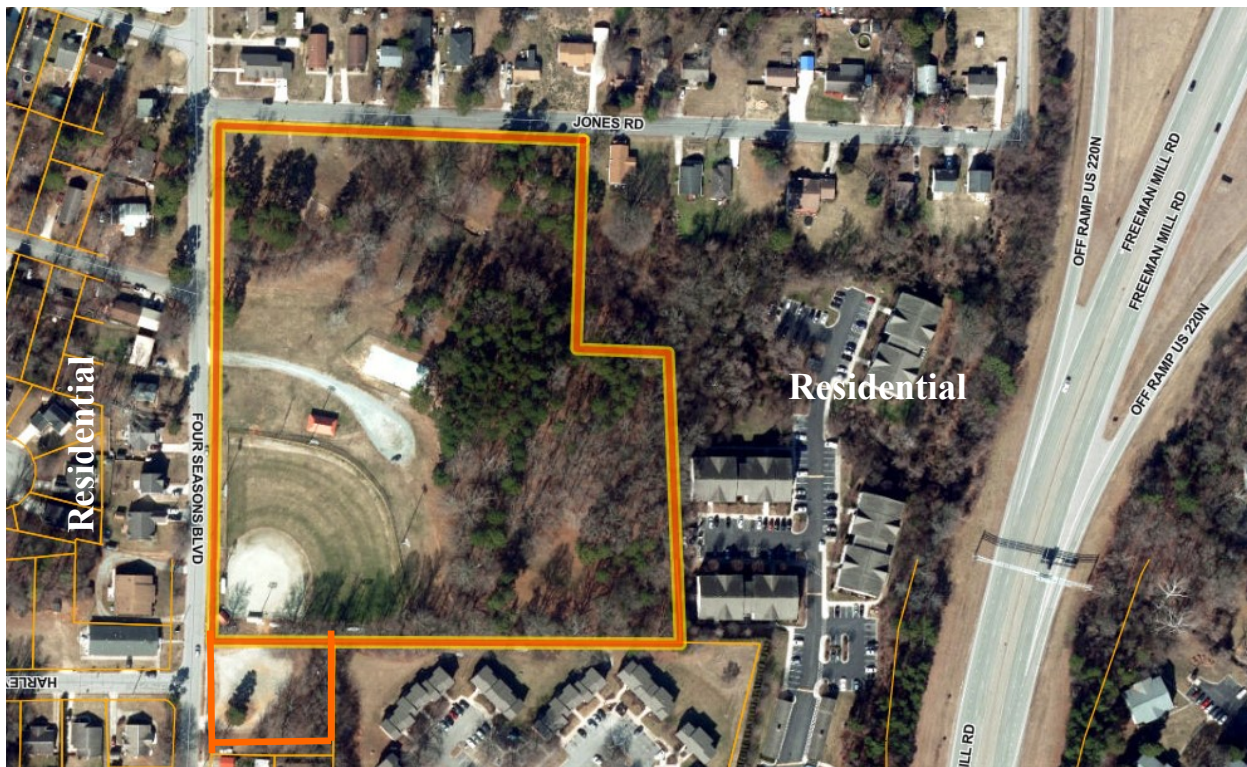


Source: Esri, ACS. Esri forecasts for 2022, 2016-2020, 2027.

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BACKGROUND

The site is approximately 50% developed with additional areas of redevelopment available. A gravel parking area is located in the southwest corner of the site with a baseball field located directly to the north. Continuing north, a shelter, gravel access road and basketball court are located on the site. A small playground is located to the far north near Jones Road. Disconnected trails are located throughout the site. The eastern half of the site is undeveloped and primarily wooded. There is no ADA access within the site. Vehicular access from Four Season Blvd. is provided to both the parking area and gravel road. Outdoor recreation use is available dawn-dusk seven days a week. There are no year-round programmed recreational activities at Hampton Park, although the park does host Energy at the Park during the summer. Although not a City-provided program, Hampton Park is the primary location for players associated with the Streetball Sports International Society. Parks and Recreation staff has identified an opportunity to significantly enhance the quality of the existing park/outdoor recreation area by adding, replacing and upgrading infrastructure to be able to provide high priority and diverse recreation services. Through participatory budgeting, the P&R Department supported the neighborhood desire to make park enhancements. The master plan will provide the community, P&R and the City of Greensboro a planning document to determine the best allocation of funds based on community input.



Westcott, Small & Associates, PLLC (WSAA) was selected by the City of Greensboro to provide master planning services at several neighborhood parks, including Old Peck Park, in October 2022. On March 28, 2023, WSAA met with Parks and Recreation staff to discuss current facilities and possible improvements and to review the existing site. Based on staff input, site visits and previous community input, WSAA developed a preliminary plan consisting of relocated and improved play structures, a 5 court basketball complex, ADA access to the site, walking trails, parking improvements, food track parking, seating, shade and an urban orchard.

As a policy of the P&R Department, community input is vital to shaping any future change to park amenities. In order to identify community interest in specific amenities or renovations, Parks and Recreation (P&R) staff hosted a Community Engagement Evening at Glenwood Recreation Center on June 29, 2023. At this informal, drop-in meeting, P&R Staff and WSAA were able to present the preliminary plan to citizens, obtain feedback on the plan and offer the opportunity for citizens to rank the proposed improvements and provide open-ended suggestions or “wishes” for amenities/improvements. Approximately 10 people attended the input session. In order to provide additional opportunities for public input, P&R staff posted an online survey with links provided through the City’s website, NextDoor, Facebook, direct contact with neighborhood representatives and mailings. Feedback from 17 citizens was obtained through the online survey.

BACKGROUND

In answer to the question of what improvements the respondent would like to see at Hampton Park, respondents from the public meeting and survey indicated (number of responses in parentheses, some responses included more than one answer):

- Basketball expansion/improvements (17)
- Playground (9)
- Shade/Seating (9)
- Parking improvements (6)
- Picnic shelter (5)
- Renovated restrooms (4)
- Walking trails (4)
- Urban Orchard (3)
- Food trucks (3)
- Wifi (3)
- Covered play space (1)
- Baseball (1)
- Bottle filling station (1)
- Activation for older adults (1)

In answer to the question of what the respondent visits most often at Hampton Park, respondents from the online survey indicated (number of responses in parentheses):

- Basketball court (13)
- Playground (3)
- Walking areas (1)
- Have not visited (4)

Incorporating both community and staff suggestions and concerns, WSAA developed a master plan rendering for Hampton Park. The rendering was presented to the community at a second public input session on November 2, 2023. Five people attended the drop-in event at Glenwood Recreation Center. No additional comments were provided.



Existing Conditions

MASTER PLAN

The master plan incorporates feedback received from the neighborhood meetings and survey responses. In keeping with the preliminary plan, the Hampton Park master plan includes the expansion of the basketball courts and relocation of the playground. The existing baseball field is underutilized and will be repurposed to provide the anticipated higher-use baseball complex. Trail connections will be constructed, allowing for a walking loop with connection to the existing sidewalk on Four Season Blvd. and a proposed sidewalk on Jones Rd. The primary parking area will be expanded and paved, including ADA parking spaces. The access road will be paved with adjacent food truck spaces added. ADA access will be provided to the basketball complex and playground. Renovation of the picnic shelter and installation of an urban orchard are included in the long-term plans. Bike racks, signage and trashcans should be installed to match Parks and Recreation Department standards.

Hampton Park is the primary location for players associated with the Streetball Sports International Society. Although not a City-provided program, the program provides a vital service, including community building through basketball. Improvements to the courts included in the master plan will allow for expansion of the program and better community service. Based upon feedback provided at the in-person event and to allow simultaneous intergenerational use of the courts, the final master plan includes three courts instead of the five included in the preliminary master plan. The court improvements will also include lights, seating, shade, a sport-court surface and bottle filling station. These improvements will allow multiple generations to interact before, during and after games to enhance the community building and mentorship aspects of the streetballer program. The sport court surface in particular will be a benefit to older players since offers a more gentle playing surface than traditional asphalt or concrete.

A central active space containing basketball courts, multiple play structures, food truck spaces and gathering spaces (renovated picnic shelter, seating, etc.) will be created in the park. The adjacencies of these spaces will allow for community-wide events and will encourage families and multiple generations to utilize the park, fostering relationships through sports, play and passive recreation. The relocation of the playground closer to the basketball courts will provide ADA access and better visibility, allowing younger children to play while caregivers are involved on the basketball courts. The existing gravel parking area will be expanded and paved with at least two (2) dedicated handicap accessible spaces, including a van space.

Although there are several trails though the site, many are disconnected and the surface is not ADA accessible. Trails can be upgraded to a solid surface and expanded to provide connectivity. Additionally, a new sidewalk along Jones Rd. can be installed and utilized as a connector on the northern edge of the park. The urban orchard can be planted in the northwest corner of the park to backfill the current playground area after it is relocated. The orchard will provide educational opportunities as well as safe, nutritious and inexpensive fruit for the community to be enjoyed at home or within Hampton Park. Grant opportunities may be available for planting and ongoing efforts.

Current stormwater regulations require the installation of a permanent stormwater control measure (typically a pond or bioretention cell) to treat the increase in impervious surface if the disturbed area is greater than one acre. If the project is phased, so disturbed area remains less than one acre in each phase, the stormwater control measure will not be required. However, the cost of a permanent device should be included in the total construction estimate in case grant or a bond funding allows for full build-out as a single construction package. The Parks and Recreation Department should continue to reach out to the Water Resources Department to pursue areas of collaboration. Based upon previous successful partnerships throughout the parks system, possible collaboration at Hampton Park could include pervious pavement, cisterns, innovative stormwater measures or educational opportunities. Partnerships could extend to other City departments and private entities as well.

MASTER PLAN

Although the major elements of the plan should be considered long range (at least 10 years for completion), phasing of some items can occur dependent on funding.

Phase 1 elements of the master plan include:

- Construct basketball complex (include sport court surface, lighting, bottle filling station, etc.)
- Relocate playground
- Install updated signage
- Install seating, shade structures, trashcans and bike rack

Phase 2 elements of the master plan include:

- Construct paved drive aisle and food truck spaces
- Construct paved parking lot

Phase 3 elements of the master plan include:

- Trail improvements and connections
- Plant urban orchard
- Renovate picnic shelter



Existing Basketball Courts



Example Basketball Courts
Source: www.stjosephmo.gov

COST ESTIMATE

Total funding, allowing for inflation and design fees, required for the completion of all master plan elements is approximately \$3,500,000. In addition to possible general fund or bond funding, the City should also pursue grants and donations for specific items. GDOT should be approached to install sidewalk along Jones Rd. to facilitate the walking loop. The Greensboro Parks Foundation, local foundations, religious institutions, boy scout troops, grants and corporations may be solicited in order to fund smaller park projects or portions of larger projects.

A cost breakdown associated with the major elements of the proposed master plan follows:

Ph. 1	Basketball complex	\$1,900,000
	Playground/play structures	\$ 150,000
	Shade structures	\$ 25,000
	Signage, trashcans, bike racks	\$ 20,000
	Bioretention cell	\$ 100,000
	Phase 1 Total	\$2,105,000
Ph. 2	Parking Lot	\$ 250,000
	Food truck drive/parking	\$ 520,000
	Playground	\$ 100,000
	Phase 2 Total	\$ 870,000
Ph. 3	Walking trails	\$ 150,000
	Sidewalk	\$ 35,000
	Orchard	\$ 25,000
	Picnic Shelter renovation	\$ 15,000
	Phase 3 Total	\$ 225,000



Example Playground
Source: www.sunshinewhispers.com



Example Orchard
Source: www.travel.usnews.com



Example Food Trucks
Source: www.whas11.com

RECOMMENDATIONS

The current site is generally underdeveloped with outdated and underutilized recreation opportunities. Improving physical and recreational access while addressing recreational deficiencies and quality amenities will encourage park use. The master plan attempts to better utilize the existing spaces, while providing enhanced opportunities for active recreation and community gathering while meeting the needs and desires of the neighborhood. Additionally, elements that do not meet Greensboro's current standard will be refurbished or replaced with more current elements. The construction of the basketball complex and playground improvements should be considered major improvements in the short term. Additional major improvements (parking expansion, trail construction, etc.) should be considered long range.

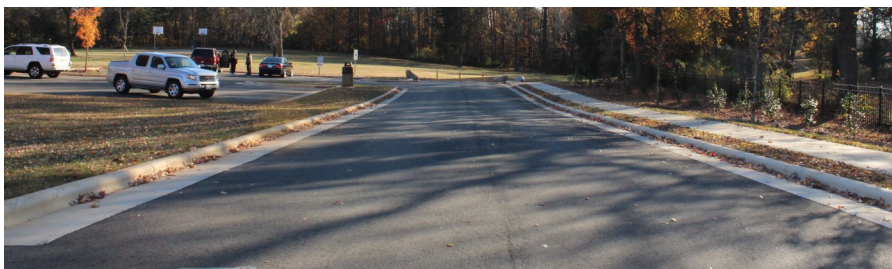
In order to begin implementing the master plan, the following steps should be taken:

- Identify internal opportunities for completing elements of the master plan
- Create formal Adopt-A-Park committee and establish neighborhood contacts
- Encourage Adopt-A-Park committee to contact corporations and civic and religious groups for project support
- Develop/foster relationship with Streetball Sports International Society
- Determine level of funding available for Phase 1 of construction
- Create sponsorship marketing for specific plan elements (ie: playground)
- Develop construction plans for Phase 1 of construction
- Bid and construct Phase 1 improvements
- Begin grant review and preparation for additional funding. Seek alternative funding through grants/foundations/partners, including stormwater specific grants to assist with trail completion
- Adoption of the master plan by Greensboro Parks & Recreation Commission and Greensboro City Council.
- Continue to develop park programming and special events to increase park usage
- Develop construction drawings for additional phases as funds become available
- Include approved master plan in the City's Capital Improvement Program (CIP)
- Continue to evaluate progress towards master plan completion and changes in the user community that could lead to re-evaluation
- Continue to review grant opportunities and capital funding requests to continue phased implementation of park elements

Corporate or civic group sponsorships may also be available for specific master plan elements in the future. The creation of an Adopt-A-Park committee would help with outreach to organizations that may support amenities within the community. Programming at the park should evolve with the new and refurbished facilities.



Existing Parking Conditions



Example Parking Conditions

APPENDICES

A: Site Pictures

B: ACS Key Population and Household Facts

C: CAMA Report

D: Summary of Public Input

APPENDIX A



Existing Playground



Existing Playground



Existing Playground



Existing Parking



Parks & Recreation Signage



Existing Picnic Shelter



Existing Parking



Existing Concessions Building

WS

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— & ASSOCIATES —