# TABLE OF CONTENTS

## Executive Summary
- Planning Process .................................................................................................................. 1  
- Programs ..................................................................................................................................... 2  
- Facilities ....................................................................................................................................... 3  
- Operations .................................................................................................................................... 4

## Introduction
- Goals of the Plan .......................................................................................................................... 5  
- Core Values ................................................................................................................................. 5

## Methodology
- Project Sequence .......................................................................................................................... 6

## Existing Conditions
- Demographic Trends .................................................................................................................... 8  
- Community Input Findings ......................................................................................................... 11  
- Summary of Parks Assessment ..................................................................................................... 12  
- Summary of Programming Assessment ....................................................................................... 13  
- Parks and Recreation Standards ............................................................................................... 15  
- Priorities for Facility and Program Investment ........................................................................ 19

## Recommendations for Improvements
- Existing Parks and Facilities Improvements ............................................................................. 20  
- Recommendations for New Parks and Facilities ...................................................................... 25  
- Program Improvements ............................................................................................................. 30  
- Operations Improvements ......................................................................................................... 32

## Implementation and Budget Plan
- Implementation Priorities .......................................................................................................... 34  
- Analysis of Cost .......................................................................................................................... 36  
- Conclusion ................................................................................................................................. 39

## Appendices A- K
Executive Summary

The Town of Farmville Virginia is taking the important first step to advancing the parks and recreation department through the creation of a department wide master plan. The plan will help guide the parks and recreation department for the next 10 years and beyond through improved customer service and efficiency. This plan will look at all aspects of operations, from utilization of existing facilities to review of existing programs.

Planning Process

The planning process included an inventory and conditions evaluation of existing facilities and programs, an assessment of community needs, and recommendations for changes to programs and facilities. The planning process followed the three phased process outlined below.

WHERE ARE WE NOW?
- Demographic conditions and trends analysis
- Facilities and programs inventory and level of service

WHERE DO WE NEED TO BE?
- Stakeholder input
- Level of service and unmet needs analysis
- Prioritization

HOW DO WE GET THERE?
- Cost and funding
- CIP strategies
- 10-Year implementation plan

Wilck's Lake is a 40 acre body of water used for boating and fishing
Programs

Farmville offers a variety of recreational programs including youth and adult athletics, fitness classes, and special events. This report evaluates the current programs based on industry best practices, community demographic analysis, and public input and then develops recommendations. The overall focus of programs should respond to community needs and demographics.

Findings

- Farmville is experimenting with diverse program offerings to meet citizens’ needs.
- Programs with the greatest unmet need are concerts, fitness and movement classes, and indoor walking.
- Some popular programs, like the Summer Day Camp, are restricted from growing by staffing and facility restraints.

Identified Priorities

- Program lifecycles
- Programs essential to the community’s health and wellness
- Concerts, fitness and movement classes, and indoor walking
- Cost recovery strategies

Recommendations for Improvements

- Establish a regular and frequent concert series
- Review program offerings for health and wellness to align with specific user needs; staffing may need to be increased to support increases in programming.
- Evaluate subsidies and cost recovery for program types; increase revenue from value-added programs to support core-essential programs.
- Expand partnerships to add additional programs, for example nature programs with High Bridge State Park and therapeutic recreation programs with Longwood University.
- Streamline volunteer opportunities and engagement.
**Facilities**

The park system is well used and the community views its parks and facilities as important. There are gaps in service; however, expressed unmet need for new facilities and services is limited to a few amenities. This report identifies recommendations for how Farmville can enhance existing popular and unique facilities to create a world class, destination quality parks and open space system.

**Findings**

- Existing facilities have issues related to use and age
- Need for a consolidated indoor recreation center
- Need for increased and connected trails
- Farmville needs additional neighborhood parks
- Existing aquatics do not meet citizens’ needs

**Identified Priorities**

- repairs and improvements
- trail network expansion
- recreational aquatics
- indoor recreation center
- neighborhood parks and playgrounds

**Recommendations for Improvements**

- Repair and improve existing amenities, focusing first on safety, ADA requirements, deferred maintenance, and outdated equipment
- Establish additional multi-purpose and hiking trails, focusing first on connecting existing trail networks
- Address aquatic facility needs
- Develop a centralized and consolidated indoor recreation center
- Plan for additional neighborhood parks in currently underserved areas
- Develop Riverfront Park as a downtown destination park

**SYSTEM WIDE CONDITION ISSUES AT PARKS/FACILITIES:**

- Limited or lack of ADA accessibility
- Inadequacy of space to meet programming needs
- Limited connections to surrounding neighborhoods
- Deferred site maintenance
- Aging site furnishings

**ORDER OF PRIORITY FOR IMPROVEMENTS TO PARKS AND FACILITIES**

1. repair existing amenities
2. develop existing parks
3. build new facilities

**TOP PRIORITIES FOR PROGRAM INVESTMENT**

1. Concerts
2. Fitness and movement classes
3. Indoor walking
Operations

Operational systems determine the quality of facilities, services, and communication with the public. The community holds the quality of parks and recreation staff and service in high regard. This report identifies ways that this high level of service can continue to keep pace with the community’s needs.

Findings

- Town departments and staff are focused on providing high quality facilities and services
- Current staffing levels limit program expansion
- Farmville frequently partners with area organizations to host special events, coordinate athletics, and organize programs
- Public participation is limited by the public’s knowledge of park and program offerings

Identified Priorities

- Partnerships
- Marketing and outreach to citizens
- Periodic citizen surveys
- Sustainability

Recommendations for Improvements

- Deepen existing and establish new partnerships with other area organizations
- Evaluate current staffing levels and plan for expanded needs in the future
- Develop and equitable solution to the use and support of the YMCA
- Undertake periodic citizen surveys to keep track of trends
- Incorporate sustainability into all levels of park and facility management
Introduction

The Town of Farmville commissioned this plan to better understand existing community needs and how to address current and future needs within the next 10 years. The Town should consider this plan a flexible guideline for making positive changes – one that must continually take into account current trends, changing public opinions, and available funding sources.

Goals of the Plan

1. Identify opportunities and constraints facing the Department
2. Understand needs and sentiments through public input
3. Recommend methods for addressing current and future needs in amenities and programming
4. Prioritize those recommendations
5. Analyze cost and budgets to implement those recommendations and priorities

Core Values

The core principals which guide and organize this needs analysis are rooted in the tenants of sustainability and include conservation, health and wellness, and social equity. These are the 3 pillars of the National Recreation and Parks Association and they are extremely meaningful in the context of Farmville’s physical and economic condition. They provide an appropriate context when considering the value of existing and proposed improvements to parks and programs.

National Recreation and Parks Association 3 Pillars

Conservation—Parks are critical in the role of preserving natural resources that have real economic benefits for communities. The Farmville Parks and Recreation Department (FPRD) is a leader for protecting open space, connecting children to nature, and providing education and programming that helps the Town engage in conservation practices.

Health and Wellness—FPRD leads the Town in improving the overall health and wellness of its citizens, and is combating some of the most complicated and expensive challenges our country faces –poor nutrition, hunger, obesity, and physical inactivity.

Social Equity—Universal access to public parks and recreation is a right, not just a privilege. Each day FPRD is working hard to ensure that ALL members of the community have access to available resources and programming.
Methodology

Land Planning and Design Associates (LPDA) with subconsultants, Wiley Wilson and ETC Institute, collaborated with the Farmville Parks and Recreation Department to gather information related to parks and recreation operations, to understand how the Department and parks system functions, and to offer recommendations for addressing opportunities and constraints.

LPDA used Geographic Information Systems (GIS) data to prepare base maps that provide an understanding of how the parks system relates to the population. The Town of Farmville provided all GIS data.

LPDA, with the assistance of Town staff, assessed the existing physical conditions of parks and facilities using assessment score sheets. For this report, parks were considered outdoor space and facilities were considered built structures. LPDA turned the data into recommendations for physical improvements and related costs.

The public and stakeholder feedback component involved receiving input from Department staff, holding public meetings, one-on-one discussions with stakeholders, an on-line public survey, and a statistically valid survey facilitated by the ETC Institute. The findings from these discussions and surveys guided this report’s recommendations.

The Needs Assessment considered parks and facilities usage data, and programming participation data to determine shortfalls and opportunities for improvements. The physical needs assessment used demographic trends, survey results, and number of parks/facilities per population density to determine if Farmville’s current amenities meet current and future demand. LPDA used information provided by Recreation Department staff to understand how programs served the population, levels and patterns of participation, where they could be improved, and how to increase or re-apportion participation.

The outdoor swimming pool at the Municipal Golf Course is used by the public and for recreational programming.
All findings informed recommendations for improvements to the parks system. The goals of the recommendations were to offer potential solutions to current problems and to ensure that future needs would be addressed. The Implementation Plan categorized each recommendation into immediate, short-term, and long-term priorities in order to help the Department plan for funding and staffing needs necessary to carry out the recommendations in a feasible manner.

The final step in the process was to apply costs to the recommendations and re-assess priorities based on funding feasibility. Estimates were developed using spreadsheets that incorporated current Capital Improvement requests and generalized costs per improvement. Note that these planning-level costs are not intended to be used for design and construction purposes but for the Department to gain a broad understanding of funding levels necessary to implement various recommendations.

Figure #1 - Farmville Existing Parks, Facilities and Trails Map
Existing Conditions

Demographic Trends

Part of a Needs Assessment is determining who the expected users of the park system are now and in the future. For this comprehensive plan, this was done by reviewing demographic data to understand what the population of Farmville looks like now and how it is proposed to change in the future. These findings will be compared in a later section of this report with the recommended number of parks and facilities per population. The results of this analysis guide the plan as to what types of parks and facilities should be added, expanded, or prioritized. Refer to Appendix A for the complete Demographic Analysis.

Methodology:

Demographic data used for the analysis was obtained from the U.S. Census Bureau and population estimates for 2016 and projections beyond that for Prince Edward and Cumberland Counties were developed by the Demographics Research Group of the Weldon Cooper Center for Public Service, June 2017. Town of Farmville population estimates are based on U.S. Census Bureau 2016 estimates and projections for Prince Edward and Cumberland Counties. Farmville town staff developed the Farmville Demographic Analysis found in Appendix A.

Population:

The Town of Farmville has witnessed steady population growth since 1950 and increased by 20% between 2000 and 2010, from 6,899 to 8,216. The recent jump in growth can be attributed to a series of annexations and to the recent increase in housing stock, the growth of Longwood University, the job creation from the development of the South Main/Rt. 15 corridor. Between 2010 and 2016 the population fell slightly to 8,169 people. Projecting ahead, the population of Farmville and the surrounding counties, Prince Edward and Cumberland, is expected to remain moderately steadily over the next 25 years, increasing an average 0.6% annually, eventually reaching 9,695 residents of Farmville in 2045. These long-range projections do not account for growth from possible future boundary adjustments or high-density development units.
Farmville is the county seat for Prince Edward County, and serves as the urban center for the surrounding region. This impacts the level of use of Town amenities, as approximately 82% of citizens of the surrounding counties come into the town to participate in events, register for programs, and use park facilities, based on data from the 2017 Community Input Survey. To provide a more appropriate level of service, the population of the Farmville region in this report is considered to be the population of Farmville and half of the population of Prince Edward County. Half of Prince Edward County’s 2016 population, 23,593, is 11,797. Added to Farmville’s 2016 population of 8,169, the regional Farmville population as referenced in this report is 19,966.

A major factor influencing the demographics of the Town is the student population of Longwood University, which the U.S. Census Bureau includes in the Town’s total population. Approximately 48% of the Farmville’s total population is between the ages of 15 and 24, which is directly related to the total undergraduate enrollment of 4,613 people. This skews the demographics of the Town to be younger, lower income, fewer people per household, and with a higher degree of education than is prevalent in the long-term residents of the Town. While the Town does need to serve the needs of the students, policy makers should also balance actions made based on demographics with the understanding that many of the needs of the students are met by the University.

The education level in the Town of Farmville has consistently increased over the years. Most adults in Farmville age 25 and up have at least a high school level of education, an increase of approximately 10% since 2000. Approximately 90% of residents have at least a GED/alternative credential or high school diploma, and around 32% have a Bachelor’s degree or better.

The average household size in Farmville is 2.2 people, which is lower than the average household size in Cumberland County (2.5 people) and Prince Edward County (2.4 people).

**Race and Ethnicity:**

From 1980 to 2000, both the black and “other” category of population of the Town of Farmville increased while the white population declined. However, in 2012 the white population increased slightly from 2000. The percent of “other” population has steadily increased since 1980. The Town is still predominantly white, with 72% of people identifying as white, 25% identifying as black or African American, and 3% of people identifying as any other race.
Household Income:

The median household income in Farmville is approximately $33,000, which is almost half of the median household income in the state of Virginia, which is $65,000. The median household income of Farmville is also less than Cumberland County ($39,000) and Prince Edward County ($42,000). The percentage of those living in poverty in Farmville (34%) is also higher than the state average (11%) and the surrounding counties (Cumberland County: 20%, Prince Edward County: 22%). Both the lower household income and the poverty rate is affected by the high percentage of students as part of the total Town population. Policy makers should also reference the demographics of Cumberland and Prince Edward Counties when implementing plans, as a way to control for the student population.

Summary:

In summary, this brief analysis shows that the population of Farmville has and will continue to grow at a marginal rate. The population is young due to the Longwood University student population being counted as Town residents by the U.S. Census bureau. Excluding the university students, the population has a classic peaked shape, with the largest percentage of residents aged 35-54. The small total population of Farmville, estimated at 8,169 in 2016 including approximately 4,613 university students, means that overall trends can be dramatically affected by unforeseen events like an employer creating 100 new jobs or the annexation of a land parcel. Therefore, parks facilities should be developed as multi-generational spaces and recreational programs should be held that serve the needs of youth, young adults, and active older adults.

Income is below state and regional average, but this is affected by the high percentage of student population. While the Town does need to serve the needs of the students, policy makers should also balance actions made based on demographics with the understanding that many of the needs of the students are met by the University.

It should also be noted that Farmville is the County seat of Prince Edward County and functions as the urban center for citizens of Prince Edward and Cumberland Counties. While Farmville intentionally serves the needs of Town residents, the town also serves the auxiliary needs of County residents for parks and programming. Amenities must be sized accordingly.
Community Input Findings

One of the first steps in a needs assessment is to gather feedback from interested parties including parks staff, stakeholders, and general public. This input provides a baseline of community sentiment and expressed demand (what the community expresses a need for). When this input is compared against participation, usage, and demographic statistics in the next section, a holistic view emerges showing needs, shortfalls, and priorities related to the parks system.

For this plan, community input consisted of a statistically valid survey, on-line public survey, comments from a public meeting, and stakeholder interviews. For complete results, see Appendix D for the Statistically Valid Community Survey questions, Appendix E for the Survey Summary, Appendix B for the public meeting responses, and Appendix C for the Stakeholder Interviews.

The following are key findings from the surveys, comments, and interviews:

- **Park and Recreation facilities are well used:** 83% of survey respondents indicated they had visited Town of Farmville parks, trails, sports, or recreation facilities during the past 12 months. Of those who visited, 21% visited at least once a week.

- **Walking and hiking trails are the most used facilities:** When asked which facilities their household has used in the last 12 months, the most frequent responses were: walking and hiking trails (83%), Farmer’s Market (62%), playgrounds (38%) and Crute Stage (30%).

- **Participation in programs is limited:** 27% of survey respondents said they participate in programs. County residents are equally as likely to participate as Town residents are. 52% of people said that the reason they do not participate is because they do not know what is being offered. Stakeholders and public comments during the community meeting also requested better advertisement of programs and facilities.

- **Email is the preferred method for learning about parks and recreation opportunities based on the valid survey:** 25% of respondents prefer email, 20% prefer the Town newsletter in the water bill, 18% prefer learning through newspapers, 16% via social median, 12% via the Town website, and 11% through fliers. The Town should keep in mind that the Town newsletter only reaches Town residents via the water bill, leaving County residents under-informed.

- **People in Farmville most value trails and neighborhood parks and their associated amenities:** This is a consistent theme that appeared during public meetings, stakeholder interviews, and the statistically valid survey. The statistically valid survey asked respondents to identify their top four most valued facilities: 48% of respondents listed walking and biking trails, 25% listed hiking trails, 23% listing picnic areas/shelters, 22% listed playgrounds, and 22% listed small neighborhood parks.
The Dogwood Trail is a multi-use path

Citizens are satisfied with the existing sports facilities

- The facilities with the greatest unmet needs are small neighborhood parks and indoor fitness facilities: The statistically valid survey found that 26% of people have an unmet need for small neighborhood parks, 26% have an unmet need for indoor walking and running tracks, 22% have an unmet need for an indoor swimming pool, and 22% have an unmet need for an indoor fitness facility. The need for a consolidated indoor fitness facility was expressed in public meetings and during stakeholder interviews.

- The top three programs that people most value and need more of are concerts, fitness & movement classes, and indoor walking classes: As identified in the statistically valid survey, 38% of people’s needs for concerts, 28% for fitness & movement classes, and 26% for indoor walking classes are not being met.

- Having aquatics such as a swimming pool and/or sprayground in the Town was a need expressed by people in the valid survey and across all other forms of input.

- Citizens are satisfied with the existing sports facilities available within the Town, whether they are managed by the Town or a private organization.

- Citizens support increased partnerships between the Town and outside organizations like Prince Edward County, the YMCA, Longwood University, and High Bridge State Park

Summary of Parks Assessment

LPDA completed an assessment of facilities (buildings) and park lands throughout the system. The assessment evaluated features such as physical condition, cleanliness, security, accessibility, and parking availability. For each facility or park, a score was developed: higher scores denoted worse conditions and greater need for maintenance and repair. A facility with many amenities may garner a high score because of the quantity of amenities rather than because the facility is in terrible condition. The maximum score possible for facilities was 56 and for parks was 72. In total, 8 parks and 5 facilities were reviewed using the inventory forms.

In general, most parks and facilities were in good condition. Of the parks, the Farmville Community Marketplace and the Dr. Erica Geary Dog Park were in the best physical condition and the Farmville Municipal Golf Course and Wilck’s Lake Park requires the most improvements. For the facilities, the Farmville Caboose was in the best physical condition while Sports Arena and South Street Conference Center were found to need the most work. Refer to Appendix F for all of the score sheets and compilation spreadsheets.

SYSTEM WIDE CONDITION ISSUES AT PARKS/FACILITIES:
- Limited or lack of ADA accessibility
- Inadequacy of space to meet programming needs
- Limited connections to surrounding neighborhoods
- Deferred site maintenance
- Aging site furnishings

Farmville Parks and Recreation Report
12
Table #1 and Table #2 below illustrate the assessment scoring of parks and facilities. A higher score indicates a greater level of investment needed, be it to address many small items or a few significant items. Items highlighted in red require the most attention.

<table>
<thead>
<tr>
<th>Type</th>
<th>Park Name</th>
<th>Overall Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specialty</td>
<td>Farmville Municipal Golf Course</td>
<td>16</td>
</tr>
<tr>
<td>Park</td>
<td>Wilck's Lake Park</td>
<td>16</td>
</tr>
<tr>
<td>Park</td>
<td>Haynes Street Park</td>
<td>15</td>
</tr>
<tr>
<td>Park</td>
<td>Grove Street Park</td>
<td>13</td>
</tr>
<tr>
<td>Park</td>
<td>Riverside Park</td>
<td>13</td>
</tr>
<tr>
<td>Park</td>
<td>Sports Arena</td>
<td>12</td>
</tr>
<tr>
<td>Specialty</td>
<td>Dr. Erica Geary Dog Park</td>
<td>3</td>
</tr>
<tr>
<td>Specialty</td>
<td>Farmville Community Marketplace</td>
<td>0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type</th>
<th>Facility Name</th>
<th>Overall Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facility</td>
<td>Sports Arena</td>
<td>11</td>
</tr>
<tr>
<td>Facility</td>
<td>South Street Conference Center</td>
<td>10</td>
</tr>
<tr>
<td>Facility</td>
<td>Crute Stg</td>
<td>8</td>
</tr>
<tr>
<td>Facility</td>
<td>Farmville Municipal Golf Course</td>
<td>5</td>
</tr>
<tr>
<td>Facility</td>
<td>Farmville Caboose</td>
<td>4</td>
</tr>
</tbody>
</table>

**Table #1 - Parks Assessment Summary**

**Summary of Programming Assessment**

LPDA in conjunction with Department staff assessed the Department’s programming component which includes events, classes, and activities. The assessment identified opportunities and constraints, programming gaps and issues, and areas for improvement. The full report is available in Appendix G.

The program assessment included a lifecycle analysis completed by Parks and Recreation staff. This assessment was not based on measurable data, but based on familiarity from the staff in the different program areas. A lifecycle analysis evaluates the number of years a program has been offered and the levels of participation in the program over time. A program in the “introduction” stage has just been started and participation levels are still low, but may increase in the “take-off” and “growth” stages. The lifecycle arc continues into the “mature” and “saturation” stage where participation levels peak, and then shifts to the “decline” stage where participation levels drop. By offering new programs and discontinuing declining programs the Department works to meet the program needs of the citizens. It is recommended that 50 – 60% of a recreation department’s programs fall into the introduction, take-off, or growth categories; 84% of Farmville’s programs are in those categories.

When evaluating programs to support and subsidize, the Department needs to consider the programs’ priority level: core-essential services, important services, and value added services. These priority level categories are based on the impact the program has on citizens’ health and safety, the Towns’ economic and community vitality, and number of people served. The Parks and Recreation Department categorized each program currently offered based on its priority level. Refer to the chart on the following page for a description of and programs in each category.
### Categories of Program Types:

**Core-Essential:**
- 1. Part of the organization mission
- 2. Serves a majority of the community
- 3. “This is a keystone program”

<table>
<thead>
<tr>
<th>Indigo walking</th>
<th>Youth athletics</th>
<th>Fitness/wellness</th>
<th>Summer day camps</th>
</tr>
</thead>
</table>

**Important:**
- 1. Meaningful to the community
- 2. Serves large portions of the community
- 3. “This is an important program”

<table>
<thead>
<tr>
<th>Easter egg hunt</th>
<th>Halloween costume parade</th>
<th>Adult athletics</th>
<th>Themed fitness classes</th>
</tr>
</thead>
</table>

**Value-Added:**
- 1. Enhanced community offerings
- 2. Serves niche groups
- 3. “This is a desirable program”

<table>
<thead>
<tr>
<th>Pickleball</th>
<th>Special event walk/runs</th>
<th>Old time dance</th>
<th>Bingo &amp; board games</th>
</tr>
</thead>
</table>

### Specific Findings:

- 84% of all programs are in the “taking off” or “growing” stage, indicating that Farmville is experimenting with diverse program offerings to meet citizens’ need.
- 8% of all programs are in “decline” or “saturation”, which is within the recommended level.
- The distribution of programs focusing on different generations matches the demographics of the Town, when factoring for the Longwood University student population. Increasing the number of programs for youth will help attract and retain young families to the Town.
- Net earnings from programs has been positive each year 2014-2016. However, it has fallen from a net annual profit of $7,985.02 in 2014 to $3,255.97 in 2016. This is primarily due to expenses rising faster than revenue generation.
- The Summer Day Camp program provides is the most profitable program and can be used to support the other program offerings.

### Recommendations in Program Assessments:

- Continue introducing new programs each year
- Prioritize focus on core programs
- Evaluate subsidies and cost-recovery for program types
- Consider investing net program profit into new programs, expanding existing programs, or subsidizing essential or important programs
- Monitor programs in their lifecycle and eliminate programs in the “saturation” and “declining” stages

### 2016 PROGRAMS

<table>
<thead>
<tr>
<th>Athletics</th>
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</thead>
<tbody>
<tr>
<td>youth football</td>
</tr>
<tr>
<td>youth cheerleading</td>
</tr>
<tr>
<td>youth basketball</td>
</tr>
<tr>
<td>adult basketball (spring)</td>
</tr>
<tr>
<td>adult basketball (fall)</td>
</tr>
<tr>
<td>pickleball</td>
</tr>
<tr>
<td>co-ed adult softball</td>
</tr>
<tr>
<td>men’s adult softball</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fitness/Wellness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indoor walking</td>
</tr>
<tr>
<td>morning yoga</td>
</tr>
<tr>
<td>evening yoga</td>
</tr>
<tr>
<td>sculpt and tone</td>
</tr>
<tr>
<td>muscle pump</td>
</tr>
<tr>
<td>martial arts</td>
</tr>
<tr>
<td>boot camp</td>
</tr>
<tr>
<td>zumba</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Special Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easter egg hunt</td>
</tr>
<tr>
<td>Halloween costume parade</td>
</tr>
<tr>
<td>jingle bell run 5K</td>
</tr>
<tr>
<td>heart of VA 10K Run/5K Walk</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Special Interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>summer day camps</td>
</tr>
<tr>
<td>pickleball tournament</td>
</tr>
<tr>
<td>old time dance</td>
</tr>
<tr>
<td>bingo and board games</td>
</tr>
</tbody>
</table>
Parks and Recreation Standards

Parks and recreation standards help to define the appropriate number of parks and recreation amenities necessary per a set level of population in order to ensure that demands are met. To account for use of Town facilities and programs by those living in the surround area, a 2016 service area population of 19,966 was used in this report, which is Farmville’s population and half of Prince Edward County’s population. The level of service inventory quantifies the number of existing Town parks, facilities, and amenities relative to population size. The current level of service is compared to a benchmark level of service which is based on standards outlined in the 2013 Virginia Outdoors Plan, average levels of service by other similarly sized municipalities, and Farmville’s demographics and citizen interests. The design team determined current level of service standards and projected level of service demands for 2035 based on citizen input and noted what surplus or shortfalls the Town needs to address. See Appendix H for the Level of Service Analysis and inventory of park acreage. To indicate the restrictions of scheduling, membership requirements, and public access, all parks and facilities managed by entities other than the Department were counted at 50% of their total amount. For the full total of all park acreage and facilities currently managed in the Town, see Appendix H, Figure #1 for Existing Park and Facility Amenities Standards.

Standards for Park Acreage:

The most recent U.S. Census Bureau population estimate from 2016, the Farmville region had an estimated population of 19,966 people. Comparing this data to the standards, Farmville has the following levels of park acreage, shown in Table #3 below:

<table>
<thead>
<tr>
<th>Park Type</th>
<th>Desirable Acreage/ Size</th>
<th>Existing Acreage</th>
<th>Shortfall/ Surplus</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neighborhood Park</td>
<td>47 ac.</td>
<td>37 ac.</td>
<td>-10 ac.</td>
<td></td>
</tr>
<tr>
<td>Community Park</td>
<td>20 ac.</td>
<td>0 ac.</td>
<td>-20 ac.</td>
<td></td>
</tr>
<tr>
<td>District Park</td>
<td>50 ac.</td>
<td>53 ac.</td>
<td>3 ac.</td>
<td>Surface of Wilck's Lake not included</td>
</tr>
<tr>
<td>Overall Acreage</td>
<td>200 ac.</td>
<td>187 ac.</td>
<td>-13 ac.</td>
<td>Includes all facilities, except water surface area</td>
</tr>
<tr>
<td>Recreation Centers</td>
<td>40,000 sf</td>
<td>30600 sf</td>
<td>- 9,400 sf</td>
<td>Does not include golf clubhouse</td>
</tr>
</tbody>
</table>

Table #3 - Farmville Park Acreage Level of Service

In summary, the following points should be considered:

- Park standards are a useful tool for quantifying need, but should be compared against shifts over time in expressed demand by residents, Department staff, and stakeholders.
- Standards of park acreage were customized from the Virginia Outdoors Plan Standards to match demand in the greater Farmville region.
- There is a lack of small neighborhood and large community parks. Some of this shortfall could be met by adding amenities to existing parkland, but additional parkland is needed.
- The public is requesting additional indoor gym space. This could be addressed by the consolidation of indoor facilities into one center that can serve multi-functional purposes.
Standards for Amenities:

Farmville offers a wide variety of amenities, but the quantity or level of features need to be increased for several types of amenities. Addressing key shortfalls, consolidating and connecting existing amenities, and investing in improvements at existing sites will develop Farmville as a town with destination-quality parks system. Amenities with major shortfalls include playgrounds, paved paths and hiking trails, picnic areas, and indoor fitness space. When overlapping expressed demand with standards, the following results become evident, as shown in Table #4 on the following page.

**Greatest Need:**
- Playgrounds (5-12 yrs.)
- Fitness center
- Nature/hiking trails
- Picnic sites
- Shared use paths

**Moderate Need**
- Playground (2-5 yrs.)
- Outdoor basketball courts
- Boat ramps/slide
- Amphitheater
- Multi-use fields
- Picnic shelters
- Sprayground
- Tennis courts
- Disc golf course
- Mountain biking trails

**Smallest Need**
- Ball diamonds
- Dog park
- Event pavilion
- Outdoor exercise equip.
- Fishing areas
- Football fields
- Golf course
- Horseshoes
- Indoor gym
- Open play areas
- Outdoor volleyball
- Indoor pickleball courts
- Restrooms
- Running track (outdoor)
- Skatepark
- Soccer fields
- Swimming pool

In summary, the following points should be considered:

- The Town of Farmville does not directly operate any fitness centers, relying on a collection of shared-use, multi-purpose, and private spaces to accommodate programming. The Town needs to develop a new consolidated fitness center to accommodate programming and public use.

- The Town has a shortfall of picnic sites and playgrounds, which are neighborhood park style amenities. Including these amenities in the development of neighborhood parks, a need identified in the level of service analysis and public survey, will address the current shortfall.

- Farmville needs additional trails of all types and they should be located to connect existing trail networks and parks.

- Farmville needs to expand recreational aquatic facilities to meet public demand.

- Farmville does not directly operate any tennis courts, relying on facilities at the public schools. Any tennis court developed by the Town should be dual striped for pickleball, to complement the existing indoor pickleball facilities.

- Farmville should work towards developing a disc golf course and a mountain bike trail system by the year 2030.

*Existing municipal pool at the golf course does not fully meet citizen needs because of its seasonal availability and distance from Town boundaries*
<table>
<thead>
<tr>
<th>Facility Type</th>
<th>Desireable Quantity</th>
<th>Existing Quantity</th>
<th>Shortfall/ Surplus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ages 5-12 yrs. Playground</td>
<td>5</td>
<td>3</td>
<td>-2</td>
</tr>
<tr>
<td>Fitness Center</td>
<td>2</td>
<td>1</td>
<td>-1</td>
</tr>
<tr>
<td>Nature/Hiking Trails</td>
<td>4 miles</td>
<td>0 miles</td>
<td>-4 miles</td>
</tr>
<tr>
<td>Picnic Sites</td>
<td>30</td>
<td>21</td>
<td>-9</td>
</tr>
<tr>
<td>Shared Use Paths</td>
<td>24 miles</td>
<td>17 miles</td>
<td>-7 miles</td>
</tr>
<tr>
<td>Ages 2-5 yrs. Playground</td>
<td>3</td>
<td>2</td>
<td>-1</td>
</tr>
<tr>
<td>Basketball (full court outdoor)</td>
<td>2</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Boat Ramp/Slide</td>
<td>2</td>
<td>1</td>
<td>-1</td>
</tr>
<tr>
<td>Disc Golf Course</td>
<td>1 (by 2035)</td>
<td>0</td>
<td>-1</td>
</tr>
<tr>
<td>Ampitheater</td>
<td>1</td>
<td>0</td>
<td>-1</td>
</tr>
<tr>
<td>Multi-Use Fields</td>
<td>2</td>
<td>1</td>
<td>-1</td>
</tr>
<tr>
<td>Mountain Biking Trails</td>
<td>1 system (by 2035)</td>
<td>0 systems</td>
<td>-1 system</td>
</tr>
<tr>
<td>Picnic Shelters</td>
<td>5</td>
<td>4</td>
<td>-1</td>
</tr>
<tr>
<td>Sprayground</td>
<td>1</td>
<td>0</td>
<td>-1</td>
</tr>
<tr>
<td>Tennis Courts</td>
<td>4</td>
<td>3</td>
<td>-1</td>
</tr>
</tbody>
</table>

*Table #4 - Farmville Parks Amenities Level of Service*

Park Service Areas

Another method to determine park shortfalls is to map service radii to see what sections of the Town are underserved by particular park types. See Figure #2 in Appendix I. A service radius (or service area) is the total distance that a person can be expected to travel to reach a park and are indicated in miles. Larger parks with more amenities tend to attract people from farther distances and therefore have larger service radii. Below is a listing of service radii used for this plan:

- Pocket Parks: 1/4 mile radius
- Neighborhood Parks: 1/2 mile radius
- Community Parks: 3 mile radius *(Note: no existing community parks)*
- District Park: 5 mile service radius

When looking at Figure #2 on the following page, it appears that parks are clustered in the northern half of the Town, along the 3rd Street corridor. The neighborhoods in the southwestern and southeastern parts of the Town are underserved by smaller, neighborhood style parks. Additional parks should be located to fill these gaps and provide equitable access to all Town residents. Preferably, these parks will be accessible by additional methods other than cars, via trails, sidewalks, or bike lanes, and the parks will be linked to each other and destination points like schools, community centers, and commercial districts.
Existing Parks:
1. Wilck’s Lake Park
2. Grove Street Park
3. Riverside Park
4. Dr. Erica Geary Dog Park
5. Haynes Street Park
6. High Bridge Trail State Park*

Existing Recreation/Event Centers
7. Farmville Municipal Golf Course
8. Farmville Community Market
9. Farmville Caboose
10. Crute Stage
11. South Street Conference Building
12. Sports Arena
13. YMCA*

Existing Trails:
14. High Bridge Trail*
15. Dogwood Trail*

Other:
16. Centra Southside Community Hospital*
17. Longwood University*
18. Longwood University’s Johnson Drive Property*

* Not managed by Town of Farmville

Legend
- Farmville Town Area
- Park
- Water Body
- Road
- Trail
- County Line
- Appomattox River
- Centra Hospital
- Longwood University
- Pocket Parks (1/4 mile service radius)
- Neighborhood Parks (1/2 mile service radius)
- District Parks (5 mile service radius)
- Low Residential Density
- High Residential Density

Figure #2 - Farmville existing parks, facilities and trails map and park service area
Priorities for Facility and Program Investment

ETC Institute, a subconsultant on this project, conducted the public community survey that asked citizens about Farmville's parks and recreation programs. As part of the analysis of results, ETC Institute developed a Priority Investment Rating (PIR) to provide organizations with an objective tool for evaluation of the priority that should be placed on parks, trails, recreational facilities, services and programs. The PIR equally weights (1) the importance that residents place on facilities and (2) how many residents have unmet needs for the facility, as determined in the statistically valid survey. Farmville already provides many items listed as a priority, like playgrounds and indoor walking programs; items identified as a priority need to be expanded or developed. For example, the Town could build new playgrounds and expand the existing indoor walking program to additional time slots.

**Top Priorities for Facility Investments**

1. Walking and biking trails
2. Small neighborhood parks
3. Indoor walking and running track
4. All-season swimming pool
5. Indoor fitness facility
6. Hiking trails
7. Picnic areas/ shelters
8. Playgrounds
9. Outdoor amphitheater
10. Large community parks

**Top Priorities for Program Investments**

1. Concerts
2. Fitness and movement classes
3. Indoor walking
Recommendations for Improvements

Recommendations were developed through review of the parks and facilities existing conditions assessments; public, stakeholder, and staff feedback; and analysis of the needs assessment. Recommendations include improvement of existing parks and facilities, addition of new parks and facilities, and improvements to programming and operations and management. The following recommendations are prioritized based on need and interest. Methods for implementing and prioritizing these recommendations are offered in the Implementation Plan provided in this report.

Existing Parks and Facilities Improvements

Review and Address ADA Compliance:
Most of the parks and facilities assessments noted a lack of ADA accessibility in a portion of each site. Park staff should conduct a thorough ADA assessment to ensure that each site within the parks system is compliant with all current federal ADA requirements. This includes parking spaces, spectator seating, facilities, and restrooms. The Department needs a parks/facilities ADA access action plan for implementing ADA access Town-wide. The creation of said access plan opens federal and state grant funding avenues.

Improve Linkages To Adjacent Neighborhoods:
Several parks and facilities lack non-vehicular connections to adjacent neighborhoods. Ideally, people who live near a park can walk, bike, or take mass transit to reach the park. This increases physical activity, reduces reliance on automobiles, and creates stronger ties between community members and the Town in which they live. Several master plan level studies have been conducted in the past 15 years that examine these connections, including the Longwood University Master Plan 2025, the Green Infrastructure Plan by the Greater Farmville Greenways Alliance, and the Open Space Master Plan by the Virginia Tech Community Design Assistance Center. Based on the recommendations of this report and past reports, the Town should develop an action plan to implement these linkages. Methods include adding or improving sidewalks; adding or altering bus service; and implementing bike lanes. The plan should be coordinated among all Town Departments - including Planning and Zoning, Public Works, and the Farmville Area Bus - as well as local pedestrian and bicycle advocates.

Plan For Equipment Replacement:
A number of assessments noted that park or facility equipment was older yet still usable. At some point this older equipment will need to be replaced rather than repaired and the Department’s budget must take this into account and begin to set aside funding. The assessments identified the following equipment as older: Grove Street Park play equipment; Wilck’s Lake Park play equipment and island picnic area, Wilck’s Lake Skate Park equipment, and Haynes Street Park basketball court.
Develop Haynes Street Park with Neighborhood Park Amenities:
Haynes Street Park is currently under-developed. A master plan should be created for the park that includes neighborhood park amenities like picnic areas, a playground, hard courts, and multi-purpose fields. The development of this existing site would serve an otherwise underserved residential area and address the town citizen demands for resources like a multi-purpose rectangular field.

Expand Development of Riverside Park:
Riverside Park is well placed at the terminus of the commercial and shopping district of downtown Farmville, and has great potential to be developed as the large-scale event space of Farmville. Development of the site will be restricted due to its location in the flood plain and frequent flooding, but event facilities like amphitheaters and event lawns are compatible programs to this situation. Large events are already scheduled in this space and a small stage is in existence, but the site should be formally developed with a larger amphitheater, improved stormwater management practices, and accessible routes for pedestrian travel. A master plan should be developed for this park to guide future construction.

Improve Kayak Take-Out at Riverside Park:
Riverside Park is identified as a kayak take-out point on the Farmville Blueway. The current takeout facility is in poor condition and is poorly signed. Improve the kayak take-out/launch point and place additional signage directly users to the take-out.

Increase Picnic Facilities:
Farmville should increase picnic tables at their parks and establish picnic areas at parks that do not have them. The Department should also invest in maintenance of existing facilities, like the shelter and tables at Wilck’s Lake Island. The Town should consider building an additional picnic shelter, either at Riverside or Haynes Street Park.

Construct Appropriate Stormwater Management Facilities:
All new park development or retrofits should follow Chesapeake Bay Preservation Act (CBPA) regulations and the Virginia Stormwater Management Program (VSMP) regulations. Best management practices (BMPs) should be implemented in existing parks to address stormwater drainage issues. At the Farmville Municipal Golf Course there is some negative drainage and standing water around the building and there are some places of standing water on the golf course; Riverside Park is Park has some erosion problems; Haynes Street Park is subject to occasional standing water; Wilck’s Lake Park has areas of poor drainage and ponding; and the Sports Arena is subject to poor drainage is some areas. Stormwater management techniques like yard or french drains, or BMPs should be implemented to address these health and safety concerns and provide proper stormwater drainage.
Install Standardized Site Furnishings:
The parks currently have inconsistent or are lacking siting furnishings. The Department needs to select a family of site furnishings (benches, tables, trash and recycling receptacles, bike racks, etc.) and install them at all park facilities. Consistent furnishings give cohesion and branding to the park’s system.

Install a Consistent Logo and Signage System for the Parks System:
The Department needs to develop a standardized sign package and install them at all County facilities. Currently there is missing, incomplete, and inconsistent signage which causes confusion and lower usage rates.

Install Decorative Facades or Enclosures Around Porta Potties:
Farmville addresses restroom needs at its parks through porta potties. LPDA recommends that the Town construct decorative facades in which the porta potties may be placed, screening and minimizing their appearance in the park. This provides the aesthetic advantage of a constructed restroom, with the convenience and lower cost of renting porta potties. The façade would be prefabricated or modular and would allow easy servicing of the porta potties. At larger, longer-stay parks like Wilck’s Lake Park, the Town should investigate the construction of a permanent comfort station.

Maintain Control And Ownership Of Existing Park Property:
Although the Department has removed some parks from use, these properties should remain under Parks and Recreation control and ownership in case they are needed again. It is easy to maintain park property but much harder to purchase new park land. The Department should continue to maintain these properties to ensure that they do not present an unkempt appearance and thus attract criminal activity or citizen complaints.

Equal Access to Neighborhood and Community Parks:
The findings in this report show adequate overall town-wide acreage of parks, but there are location gaps where most of the southern half of the town is under-served. The Department should carefully consider new locations for additional parks that are integrated with and accessible to under-served neighborhoods. Grove Street Park is an example of a well-placed park that is accessible to a neighborhood and well used by community members. Additional neighborhood-style parks should be located in the Church Street area to the east of downtown and the Sanford Street area to the west of downtown. National standards recommend neighborhood parks be sized 5-20 acres to meet demand. Due to the existing residential development in the Stanford Street area, it may be difficult to secure a 5-acre parcel for new park development. It would be acceptable to have two pocket parks (1-5 acres) on the west side of town 0.5 – 1 mile apart to serve that area through a series of smaller dispersed parks. A master plan should be created to guide the development of the new parks.
Figure #3 - Farmville Population Density and Proposed Parks, Facilities, and Trails Map

Proposed Trails:
A. Sarah Terry Walking Trail Loop
B. Little Buffalo Creek Bridge
C. Upper Little Buffalo Creek Trail
D. YMCA-School Connector Path
E. Lower Little Buffalo Creek Trail
F. Riverwalk
G. Appomattox River Hiking Loop
H. Haynes Street Park High Bridge Trail Access
I. Lower Gross Creek Trail
J. Urban Gross Creek Greenway
K. Upper Gross Creek Trail

Proposed Parks/Facilities:
L. Stanford Street Park
M. Divest of Sports Arena
N. Armory Park
O. Recreation Center at Wilck’s Lake Park

Legend
- Farmville Town Area
- Park
- Water Body
- Road
- Trail
- County Line
- Appomattox River
- Recreation/Event Center
- Centra Hospital
- Longwood University
- Prince Edward County High School
- Pocket Parks (1/4 mile service radius)
- Neighborhood Parks (1/2 mile service radius)
- District Parks (5 mile service radius)
  Note: Wilck’s Lake Park service radius covers entire Town limits of Farmville
  Low Residential Density
  High Residential Density
A geographic analysis of Farmville shows that the southern areas of the Town are underserved by neighborhood parks and that existing amenities and trails are disconnected, a finding that is collaborating by public feedback. Figure #3 maps possible new trail connections between neighborhoods, parks, and civic centers like the YMCA and the public schools, as well as the proximate location of two additional neighborhood parks. Figure #4 shows improvements in the downtown area in greater detail, including an urban multi-use Riverfront Trail connecting the future Longwood Baseball Stadium Complex to Riverside Park and the Main Street commercial area. Proposed trails would provide connectivity, like Upper Gross Creek Trail connecting neighborhoods to downtown, and recreational use, like the Appomattox River Hiking Loop starting in Haynes Street Park.

Figure #4 - Farmville proposed parks and trails map in downtown area

PROPOSED PARKS AND TRAILS SYSTEM IN FARMVILLE

Legend
- Farmville Town Area
- Existing Park
- E 3rd St
- Existing Trail
- County Line
- Water Body
- Proposed Park
- Proposed Trail
- Proposed Urban Greenway
- Proposed Sidewalk Connection
- Longwood University
- Recreation/Event Center
- Appomattox River

Farmville Parks and Recreation Report
Recommendations for New Parks and Facilities

Address Trail Needs:
The citizens of Farmville want more walking, biking, and hiking trails. The Town should seek to develop connections between existing trail systems, like between the Dogwood Trail and the Sarah Terry Trail; paths between parks and the surrounding areas; and more access points to the High Bridge Trail State Park. The Town should also investigate the long-term development of multi-use and hiking trail networks throughout the Town, focusing especially on connecting civic centers like schools with parks, neighborhoods, and commercial areas. The Town should also integrate some type of trail system into every park, be it walking paths, a paved multi-use trail, or hiking trails. Potential trail development could be:

- Along Little Buffalo Creek, connecting Wilck’s Lake Park to the Appomattox River downstream and upstream up to the YMCA
- A Riverwalk along Appomattox River along the commercial district to Haynes Street Park
- A hiking trail network from Haynes Street Park downstream along the Appomattox River, creating a loop trail through Town-owned property and also connecting to the Park Avenue neighborhood
- A greenway connector trail along Gross Creek connecting Haynes Street Park through the downtown area to Milnwood Road with connections to Longwood University’s campus and Johnson Drive property.

Refer to Figure #3 on page 24 and Figure #4 on page 25 for maps of proposed trail connections and development.

Develop and Expand Multi-Use Path Systems:
Walking and hiking trail are the most used facility type in Farmville and residents feel that there are not enough. Citizens are looking for alternate transportation routes to walk or bike to their destinations. A multi-use trail path system should be developed in conjunction with new sidewalks and bike lanes to connect destination points and neighborhoods within the Town and to act as alternative transportation routes.

Prepare a Farmville Bicycle and Pedestrian Plan:
There is not yet a coordinated analysis and set of recommendations for a network of walking and biking routes through the Town. A series of separate plans, including the Commonwealth Regional Council planning district’s 2010 Piedmont Regional Bicycle Plan, a 2007 Green Infrastructure Plan developed by the Greater Farmville Greenways Alliance, and the 2002 Farmville Comprehensive Open Space Master Plan, all address different aspects of bicycle and pedestrian transportation in Farmville. A Farmville bicycle and pedestrian plan should take into account stakeholder and bike/pedestrian advocate feedback; potential bike/pedestrian route connectivity through the Town; and implementation strategies that include budgeting, inclusion of bike/pedestrian requirements in all transportation-related plans, and short- and long-term goals.
Address Aquatic Facility Needs:
Aquatics is an unmet need identified in the statistically significant survey as well as in other forms of public feedback. Expressed demand exists for both swimming pools and spraygrounds.

There are currently four pools in operation in and around Farmville: the outdoor public pool at the Municipal Golf Course, the indoor pool at the YMCA, the private pool at the Woodland retirement community, and the indoor pool at Longwood University. The pool ratio per capita is very high in the Farmville area (1/5,500 compared to the state standard of 1/20,000). However, the current arrangement of recreational aquatics is not currently meeting the demands of the citizens. 22% of households in Farmville (677) do not have their needs met for an indoor pool and 18% of households (482) do not have their needs met for an outdoor water spray park. This need is due to a combination of limitations on the type and access to the pools. Access to the Woodland and Longwood University pools is restricted to members only; use of the YMCA pool is restricted by the fees, functionality, and location of the pool outside of town limits; and the use and access of the Municipal Golf Course outdoor pool is restricted by season and location five miles outside Town limits.

The demand for additional recreational aquatics can be met several ways: by improving access, adding diversity to the type of facility available, and increasing the number of facilities. Specific opportunities include:

1. Expand the access and service of the municipal pool at the Farmville Golf Course.
2. Build a new indoor pool within Town limits.
3. Partner with the management of an existing pool facility to open it for general public use.
4. Develop a complementary recreational aquatic facility like a sprayground.

1. The capacity of the Municipal Golf Course pool to meet the demands of citizens can be increased by expanding the bus service from the Town of Farmville to the Golf Course. The useful season of the pool can be extended by constructing a dome system around the pool. The recreational amenities of the pool could be expanded by constructing a sprayground as part of the facility.

2. The Town could construct an indoor pool facility within Town limits, perhaps as part of a new recreation center. This option will require significant capital investment for construction and upkeep. This option also requires significant lead time for planning and construction, leaving the current public need unmet.

3. Partnering with one of the existing pool facilities in the area, either the YMCA, Longwood University, or the Woodlands, would expedite Farmville citizens’ access to a pool. The Town could set up a shared use agreement, contributing to staff, funding, and maintenance. This investment is more economical than the construction and annual maintenance of a new Town-owned facility.

4. An option that would expand recreational opportunities and alleviate needs in the mid-term is to construct a sprayground. A sprayground consists of a level surface (typically concrete with a non-slip texture) that hosts various types of water play elements such as spray jets, overhead buckets, and bubbler fountains. Spraygrounds are not a replacement for swimming pools, but will reduce some of the demand for water play, particularly in the summer months. The sprayground should be constructed as an extension of the existing municipal pool or at a central location within Town limits that is easily accessible by multiple modes of transportation.
Develop an Indoor Basketball Gym:
Farmville does not have direct control of an indoor basketball gymnasium, and currently partners with the Prince Edward/Farmville Youth Association (PEFYA) to use their gym facility. In an effort to consolidate facilities and to gain more control and access to facilities, Farmville should investigate developing a basketball gym of their own. A basketball gym can be incorporated as part of a Town-operated recreation center. The indoor gym should be multi-functional and accommodate an array of programs offered by the Town. The pickleball currently offered at the Sports Arena should be considered to be added to the striping of the new gym space.

Construct an Outdoor Amphitheater:
The Department should consider constructing an outdoor amphitheater to host concerts, events, and ceremonies and to be available for public rental. The Department must ensure that parking, restrooms, and other facilities are adequate at the park site to support the events at the amphitheater. A geographically central location for the amphitheater is preferable. A potential location is Riverside Park, which is mostly undeveloped and is located within the central commercial district of the Town and within a block of the Railroad Plaza, which is also used for events.
Develop a Centralized and Consolidated Recreation Center:
The Town of Farmville has recreation, programming, and office space dispersed throughout and surrounding Farmville. Existing facilities do not meet the needs for programming. Farmville should pursue the development of a centralized and consolidated recreation center within the Town limits, and shift Town-sponsored activities to this location. The creation of a centralized recreation center means that the Town can divest itself of the Sports Arena as a way to more efficiently use resources and consolidate resources within Town limits. A possible location for the new recreation center would be at Wilck’s Lake Park. A recreation center in the park would complement the adjacent public library. If located at Wilck’s Lake Park, the Town would need to expand alternative transportation routes, like bike lanes and trails, to this location to ensure equitable access to the recreation center.

A space needs study was performed to determine the amenities and size of a facility to serve Farmville’s needs. This study focused on a new potential recreation center that would be located on Town-owned property adjacent to Wilkes Lake Park on West Third Street. The study is comprised of three components: a Space Needs Assessment, conceptual site and building arrangement, and order of magnitude cost assessment. The study concludes that a building of approximately 40,000 sf will provide the desired amenities, including a gym sized for two basketball courts, fitness center, community rooms, youth lounge, commercial kitchen, and administrative offices. Figure #6 on the opposite page shows a possible conceptual arrangement of these spaces. This design addresses the town’s need for additional indoor recreation facilities, community meeting space, and administrative offices all in one consolidated facility. A second phase of the project envisions an aquatics center. This phase is approximately 20,000 sf in area and would contain an indoor 25 yard competition pool, family pool, party rooms, and associated support spaces. This second phase is not shown in the conceptual layout.

The conceptual layout envisions the building on the south side of the site, near the lake shore. This allows views of the lake from the fitness areas and youth lounge. Lawn area around the building provides opportunities for outside games and activities. The parking lot is located on the north end of the property and allows access to West Third Street and Wilck’s Island Road. Figure #5 on the opposite page shows a conceptual layout on the Wilck’s Lake parcel. For additional information about the recreation space needs study and conceptual layout, please refer to Appendix I.

Note, this layout is conceptual and site layout and building design may change during later design processes. Next steps to implement the recreation center would be to conduct a feasibility study of the site, including site and geotechnical survey.
Figure #5 - Farmville Recreation Center -- Concept Site Plan at Wilck’s Lake

Figure #6 - Farmville Recreation Center - Interior Amenities Concept Plan

LEGEND
- MECHANICAL ROOM
- LOCKER ROOM
- GYM
- ADMINISTRATION OFFICE
- FITNESS CENTER
- CHILD CARE
- TOILETS
- TEEN LOUNGE
- CONCESSION
- KITCHEN
- MULTI-PURPOSE
- CLASSROOM
Program Improvements

Establish a Regular and Frequent Concert Series:
Concerts are the most often participated in and valued program offered by the Town, and people would like more of them. The Town should develop a concert series, perhaps monthly or bi-weekly through the summer. The series could economically benefit surrounding businesses, draw tourists to the area, and build community.

Review Program Offerings for Health and Wellness:
Consider expanding health and wellness programs in order to match the citizens’ demand. Consider offering separate youth and adult health and wellness programs given the unique differences in the Town’s age segments. The Department can experiment with different types of health and wellness programs so that the overall program life-cycle includes more programs in the take-off stage.

Offer Additional Indoor Walking Programs:
Citizens value indoor walking and need additional programs beyond what is currently offered at the Sports Arena. The Department should investigate offering the program more frequently or at different times to satisfy the need. Long-term, the Town may develop a dedicated indoor walking track to allow for additional programming.

Ensure Programming for Ages 55+:
Review age segment distributions on an annual basis to ensure appropriate program balancing among age segment categories. Consider that there may be two categories of active older adults: those ages 55-74 and those over 75 and implement programming for these two age groups.

Offer Additional Environmental Education Programs:
Citizens are interested in environmental education programs and are looking for additional opportunities to be engaged with them. The Town should investigate partnering with High Bridge Trail State Park to offer environmental education programs with support of the rangers.

Track Program Lifecycles:
Track program lifecycles on an annual basis to ensure that there are a decreasing number of programs in the saturated and declining stages while ensuring there is an increasing number of programs in the introduction stage. Eliminate or reposition the bottom 5% of all poorly performing programs. Establish a performance metric to ensure that a set percentage of programs only should be in the decline stage and any programs staying in that stage for two years should be repositioned and eliminated in favor of new programs.
Evaluate Subsidies and Cost Recovery for Program Types:
The Town should evaluate each program’s expenses and pricing schedule to bring the subsidy level into alignment with the program’s identified priority categorization. Annually, 2014 through 2016, the net revenue generation is greater than the net program expense. Consider investing net program profit into new programs, expanding existing programs, or subsidizing essential or important programs.

Streamline Volunteer Opportunities:
Enhance the volunteer experience by developing a system-wide approach to volunteer recruitment and management. Streamline sign-up, assignment, and other volunteer functionality by setting up a volunteer area on the Department’s website.

Explore a Partnership with Longwood University to offer Therapeutic Recreation Programs:
Longwood University has an undergraduate therapeutic recreation program with which the Town could develop a partnership to hold public therapeutic recreation classes to serve area citizens that are in need of these specialized programs. There are no public therapeutic recreation programs currently being offered, and this partnership would fill that gap, as well as offer real-world experience for undergraduate students.
Operations Improvements

Develop an Equitable Solution to the Use and Support of the YMCA:
The Southside YMCA was constructed in 2008 with the financial support of Prince Edward County. The facility is located on the border of Prince Edward County and the Town of Farmville and is used by residents of both jurisdictions. The Town of Farmville needs additional indoor recreation space, and due to the YMCA's close proximity (1 mile drive from Town limits) and existing amenities (indoor pool, fitness center, exercise rooms) partnering with the YMCA could be an efficient use of Town resources to meet citizens’ needs. However, there are several factors like mechanical repairs to the YMCA building, the fiscal health of the YMCA, and the relationship between Farmville and Prince Edward County that complicate this possible partnership. LPDA recommends that representatives from Prince Edward County, the Town of Farmville, and Southside YMCA convene to discuss an equitable solution to the use and support of the YMCA. The framework for the discussion should include:

- Developing an equitable agreement: All parties would need to agree upon a funding arrangement that meets the operational needs of the facility and is balanced by the use and service provided by the facility.
- Determining equitable user access: User groups would need to be identified and plans put in place to ensure equitable physical and financial access to the facility. This includes increasing transportation access methods, potentially including bus service and alternative transportation (bike and pedestrian) access routes. Financial barriers to entry would also need to be addressed, especially to balance any new investment provided by the Town. This could be resolved through a stepped pricing schedule, subsidies, or open use times.
- Establishing equitable service: The facility will need to be developed with amenities that service the needs of all parties and equitable access to those facilities will need to be determined. For example, if Farmville invests in constructing a gymnasium at the YMCA, the gymnasium will need to be available for Town-scheduled activity programming.

Deepen Existing and Establish New Partnership with Other Area Organizations:
The Farmville Parks and Recreation Department is able to multiply outreach through diverse partnerships. The Department and area organizations like Longwood University, High Bridge Trail State Park, and others are interested in expanding these partnerships into additional programming and shared facility use. The Parks and Recreation Advisory Committee may be able to assist in making and maintaining these additional partnerships.

Consider Pursuing CAPRA Accreditation:
The Commission for Accreditation of Parks and Recreation Agencies (CAPRA) is sponsored by the National Recreation and Park Association (NRPA). CAPRA accreditation “assures policy makers, department staff, the general public and tax payers that an accredited park and recreation agency has been independently evaluated against established benchmarks as delivering a high level of quality.” Achieving CAPRA accreditation increases departmental efficiency and creates an environment for regular review of operations, policies, and procedures. Developing a master plan is part of the accreditation process, so Farmville is one step closer to accreditation.
Undertake Periodic Surveys to Keep Track of Trends:
Consider obtaining demographic and participation data through the use of on-line public surveys every 2 to 5 years to keep track of parks and recreation trends in the Town. Examining this data will ensure that the needs of people of all ages, races, ethnicities, and genders are met to the greatest extent possible. These surveys will also help the Town’s Parks and Recreation Department adjust priorities and funding.

Coordinate with Economic Development and Downtown Revitalization Groups:
Work with, or continue to work with, Town Economic Development staff and revitalization groups in order to share resources and cross-market programs, plans, and activities. Parks and Recreation is an economic generator and sustainer for the Town and undoubtedly shared information between the Department and economic-related groups would be mutually beneficial.

Diversify Information Sources:
People are interested in the programs and facilities offered by Farmville, but are not aware of what is being offered. Citizens prefer a range of information sources, with the most common being email, but they also favor the Town newsletter in the water bill, newspapers, and social media. Farmville should ensure that announcements and schedules are kept updated on all outreach platforms, and provide outreach to County as well as Town residents.

Evaluate Staffing Levels
Current recreation staff are working at full capacity with the assistance of volunteers. The expansion of programs and development of a new recreation center will require additional staff to manage and run operations. The Town should plan for future staffing needs and evaluate current levels to determine if the marketing, management, or operation of programs could be improved through increased staffing levels.

Incorporate Sustainability into All Levels of Parks and Facility Management:
Farmville does not currently have specific sustainability and environmental protection goals or a plan. Not only will a sustainability plan assist with achieving CAPRA accreditation, it is good public policy that protects the environment and often reduces costs. In addition to the CAPRA description of items to be included, the Department might also consider evaluating a system-wide recycling program (for both the public and internal park management); stream and river protection; pollutant management; maintenance fleet management (e.g. oil/fluid disposal policies; reducing idling times; investing in hybrid vehicles); and pesticide/herbicide management. Incorporating the use of best management practices for stormwater management in conjunction with plans for park improvements or new parkland is another positive move.
Implementation and Budget Plan

Implementation planning takes recommendations made in earlier sections and converts them into tangible results. The plan includes prioritization of recommendations and an analysis of costs and funding strategies. The goal of the plan is to identify the most efficient way to sequence and fund the recommendations in order to balance community needs with Town resources. Refer to Appendix J for related materials.

Implementation Priorities

Priorities were determined by overlaying findings from public input and expressed demand, the Needs Assessment, and a list of recommendations to determine the way in which action items must be addressed to sustain the Parks and Recreation system and continue to meet community demands. For example, where the public expressed concern about an issue, funding could be readily available to remedy the issue, and allowing the issue to linger would be detrimental to the community and/or function of the parks and recreation system, implementation of the related recommendation would rank as an immediate priority. Alternatively, long-term priorities involve recommendations that require in-depth consideration, compilation of larger funding amounts, and long-range planning. On-going efforts are implementation items that can be done on an as-needed basis, should be done on a periodic (seasonal, annual, or other cycle) basis, and as funding becomes available.

Priorities were divided into the following categories:

- **Immediate – Complete within the next 2 years (by 2020):**
  *Improve Existing Facilities and Practices*

- **Short-term – Complete within the next 2-5 years (by 2023):**
  *Build out to the capacity of existing infrastructure and systems*

- **Long-Term – Complete within the next 5-10 years (by 2028):**
  *Expand operations of the Department*

- **On-going:**
  *Undertake as on-going effort, as issues arise, or as land or funding becomes available*

Priorities should be reviewed every year to reflect budgets, staffing levels, new policies, usage trends, and citizen demand. Certain priorities may also shift if opportunities arise to implement recommendations sooner than listed in this plan. Parks and recreation staff must rely on their experience and community feedback in order to adjust priorities each year.
Immediate (Within 0-2 Years):
- Address ADA compliance deficiencies
- Develop a regular concert series
- Expand the indoor walking program
- Convene a meeting between representatives of Farmville, Prince Edward County, and the YMCA to discuss partnership opportunities
- Increase fitness and wellness programming
- Expand methods of advertisement, focusing on email
- Review programming offered for people ages 55+
- Replace outdated material and equipment

Short Term (Within 2-5 Years):
- Improve linkages to adjacent neighborhoods
- Prepare a Farmville Bicycle and Pedestrian Master Plan
- Develop and expand multi-use path systems
- Install Porta Potty facades in all parks
- Prepare a master plan for Riverside Park
- Prepare a master plan for Haynes Street Park
- Construct a sprayground
- Construct an additional picnic shelter and install additional picnic tables
- Develop and install a consistent signage system for all Town Park facilities
- Develop a hiking trail along Lower Little Buffalo Creek to connect Wilck’s Lake Park to downtown Farmville

Long-Term (Within 5-10 Years):
- Build additional neighborhood parks
- Create a Farmville Recreation Center
- Construct an amphitheater in Riverside Park
- Develop a Riverwalk along the Appomattox River
- Expand a hiking trail network along the Appomattox River downstream of Haynes Street Park
- Expand Little Buffalo Creeks Greenway from Wilck’s Lake Park to the YMCA
- Construct Gross Creek Greenway

On-Going Efforts:
- Plan for equipment replacement
- Evaluate program offerings and remove programs with saturated or declining participation
- Track program cost recovery
- Undertake periodic surveys to keep track of trends
- Coordinate with economic development and downtown revitalization groups
- Incorporate sustainability into all levels of park/facility management
- Expand and deepen partnerships with Longwood University, High Bridge Trail State Park, and other area organizations
Analysis of Cost

The final piece of the plan is to determine how much the recommended improvements will cost, compare those numbers to possible funding sources, and re-visit the priorities listed earlier in this report with respect to how each recommendation could be phased in. The cost analysis shows gross approximate figures and is not intended to be used for specific financial determinations. The purpose of the analysis is to give the Department enough information to begin thinking about planning efforts related to funding and priorities.

Methodology

The general approach to preparing this section was to identify current and proposed costs, including lifecycle and capital costs. Lifecycle costs are expenses incurred to maintain and improve a park or facility to prevent it from falling into disrepair. Capital costs are typically larger expenses for one-time improvements or new additions. When considered together, a more complete picture of overall expenses becomes evident. These costs are presented in Appendix J.

Costs were prepared using a menu of facilities developed in the Needs Assessment and put forth in the recommendations. Proposed parks, facilities, and amenities were based on the shortfalls illustrated in the Needs Assessment. The accumulated costs developed for the proposed features does not include site specific planning costs such as utilities, entrance roads, amenities, or engineering fees. A contingency of 25% was added to cover these costs. Detailed cost estimates and planning studies will need to be prepared for each proposed park and facility as the Town commits to implementation.

Once the costs were developed for each existing and proposed park or facility, the total cost was translated into an immediate, short term, or long term priority. Refer to tables in Appendix J. These tables create a total cost for each priority category to help the Department understand how and when they need to begin accumulating funds if they choose to implement a project or improvement within a certain timeframe.

### 10-YEAR PARK IMPROVEMENT COST ESTIMATE (2018-2028)

<table>
<thead>
<tr>
<th>EXISTING PARKS/FACILITIES</th>
<th>DEVELOPMENT OF NEW PARKS/FACILITIES</th>
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<tr>
<td>Lifecycle Repairs</td>
<td>Indoor Recreation Center</td>
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<td>$ 12,000,000</td>
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<tr>
<td>Capital Improvements</td>
<td>Sprayground</td>
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<td></td>
<td>$ 700,000</td>
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<tr>
<td></td>
<td>Other Projects</td>
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</tr>
<tr>
<td><strong>$ 21,465,000</strong></td>
<td><strong>$ 21,465,000</strong></td>
</tr>
</tbody>
</table>

Farmville Parks and Recreation Report
Cost and Funding Overview

The conclusions from a preliminary review of the estimated improvement budget are discussed below. Refer to Appendix J for cost estimation and analysis spreadsheets.

- Projections of costs for required facilities recommended far exceed the department’s current budget. For this reason, any large-scale improvements will need to be financed by Capital Improvements provided by Town Council or some other revenue source capable of large fiscal appropriations.
- The lifecycle and capital improvements costs calculated by this report for existing parks and facilities totals $2.26 million.
- The lifecycle and capital improvements expenditures for proposed parks, facilities, and master plans estimated by this report totals $21.47 million.
- Recommended high priority improvements (within 0-2 years) total $103,000.
- Recommended mid-term improvements (within 2-5 years) to existing facilities total $857,000. Recommended development of new facilities and planning documents in the mid-term totals $989,000. Combined, recommended improvements and new development in the mid-term totals $1.85 million.
- Recommended long-term improvements (within 5-10 years) to existing facilities totals $1.3 million. Recommended development of new facilities and planning documents in the long-term totals $18.39 million. Combined, recommended improvements and new development in the long-term totals $19.69 million.
- The most significant recommended budget item is the development of a new indoor recreation center, estimated at $9.5 million to $11.75 million. This accounts for over half of the total $21.47 million recommended improvements.
- Average annual recommended improvement costs to existing facilities within the first two years will be $50,000, and will be $275,000 for years 2-10.
- The Department may need to postpone some improvements past the term goal recommended earlier in this report. These decisions must be made after a thorough assessment of available funding and needs.

Addressing funding shortfalls will become a balancing act between increasing funding requests from the Town, asking Town residents to help pay for the amenities they are requesting, and identifying new sources of money. These new sources may be bonds, tax increases, development-based proffers, new or increased user fees, or corporate partnerships that are not currently in place.

The Department should maintain and expand its grant funding whenever possible. It should be noted that, with limited exceptions, grant funding cannot support parks and recreation improvements on a large scale or for the long term.

Also, please note that the estimates in this report represent 2018 dollars. Costs will need to be re-examined in subsequent years for increases in material and labor costs and inflation.
Funding Strategies

There are several funding sources with potential for use in Farmville, a list of which is provided below. The Department already employs several of these strategies, but there is the opportunity to expand and refine them.

**POTENTIAL FUNDING SOURCES**

- CIP Budget (include park development projects in the Town’s short-range Capital Improvement Plan)
- Parks Bond Referendum (voters approve the Town borrowing money to finance park projects)
- Corporate Sponsorships (corporate investment in amenities and/or events)
- Partnerships (joint funding with shared risks, assets, and management)
- Grants (from foundations or through governmental recreation, transportation, community development, or environmental programs)
- Foundations/Gifts (funding from tax-exempt, non-profit organizations)
- Private Donations (donations of funds, land, facilities, or other items)
- Friends’ Associations (special interest groups raising funds for a purpose)
- Irrevocable Remainder Trusts (individuals leave portion of wealth as a trust fund to be used by an agency)
- Special Fundraisers (luncheons, brick sales, or other events that trade donations for a good or service)
- User Fees/Charges (fees charged for usage of an amenity or service)
- Ticket Sales/Admissions (fees charged for admission to a special event)
- Permits (fee-based permits provided to use park property for financial gain)
- Reservations (fees charged to reserve public property for a specific timeframe)
- Equipment Rentals (fees charged to rent tables, chairs, tents and similar items)
- Land Trusts (trusts set up to secure funding for land acquisitions)
- Volunteers (unpaid workers donating time and effort)
- Concession Management (funds obtained from retail sales)
- Private Management (contracting with private entities to run a public facility resulting in financial savings and possibly additional percentage of income)
- Naming Rights (funding obtained from allowing private businesses to place their name on a public facility)
- Crowd Funding (smaller donation amounts provided by large amounts of people)

Higher-dollar-amount and more complex projects require funding sources with greater monetary resources and assured delivery methods. For example, a recreation center would benefit from a bond referendum, corporate sponsorships, and/or private management. Alternatively, funds for a picnic shelter could be raised through fundraisers, small grants, and small donations. Lastly, it is important to note that these funding sources can and should be mixed and matched to achieve the desired dollar amount.

**Adjusting Priorities Based on Available Funding**

Based on demand and current funding levels, Farmville should focus on addressing repairs and maintenance, improving programming and Departmental operations, expanding the trail network, developing a new indoor recreation center, and investigating the development of new neighborhood parks.

Farmville should use this report and their professional knowledge as a guide for how to move forward with necessary and desirable improvements, particularly for more costly enhancements that require long lead times.
Conclusion

Farmville is delivering a diverse parks and recreation system that is well used and valued by the public. Certain improvement will increase the quality of offerings and enhance the parks into a destination-quality park system that complements the existing amenities and character of the Town. Ultimately, it will be up the Department and Town leaders to decide exactly how to leverage its resources to implement these priorities. Farmville is in a great position to establish itself as a recreation destination and to maintain a high quality of life for its citizens and foster economic development.