

**PLAN OUR PARK**  
**CONCEPT: PROGRAM, DESIGN, AND PHASING STUDIES**

**TUESDAY DECEMBER 10, 2013**



# MISSION STATEMENT

Our mission is to work with private and public partners to create a signature urban park in our vibrant downtown for the economic benefit and quality of life enhancement of our downtown district, larger Harrisonburg community, and central Shenandoah Valley region.

## PLAN OUR PARK COMMITTEE

Mary Ann Alger

Eddie Bumbaugh

Melissa Fisher

Lee Foerster

Bibb Frazier

Barry Kelley

David Miller

Jay Monger

Andy Perrine

Henry Way

Scott Biller  
Erin Bishop  
Brenda Black  
Tom Brubaker  
Ted Byrd  
Meegan Carr  
Ron Carrier  
Suzi Carter  
Clay Clark  
Paul Cline  
Ann Marie Coe  
Phyllis Coulter  
Jane Cox  
Tripp Denton  
Gene Diener  
David Driver  
Thabo Fisher  
Mike Garber  
Paul Gladd  
Greg Godsey  
Jeff Hill  
Revlan Hill  
Louise Hostetter  
Andy Huggins  
Jeremiah Jenkins

## PLAN OUR PARK Advisory Committee

Hugo Kohl  
Joyce Krech  
Aaron Ludwig  
John Marr  
John Mather  
Keith May  
Ragan McManus  
Jim/John Monger  
Stacy Nowell  
Brian Odell  
George Pace  
Sandra Quigg  
Eric Reese  
Danny Rohrer  
Marshall Ross  
Josie Showalter  
Hannah Smith  
Giles Stone  
Ken Surber  
Frank Tamberrino  
Steve Turner  
Daniel Uribe  
Christina von Rotz Brunk  
Michael Wong  
Hunter Woodard



**PLAN OUR PARK DESIGN TEAM**

MATT ROBERTSON, THE STRATFORD COMPANIES

ARTHUR BARTENSTEIN , ABL LANDSCAPE ARCHITECTURE

KEN SMITH, WORKSHOP: KEN SMITH LANDSCAPE  
ARCHITECT

LIONEL LYNCH, H R & A ECONOMIC ADVISORS

HUNTER YOUNG, CIVIL ENGINEERING

KATHY FRAZIER, FRAZIER ASSOCIATES







The team asked the public 3 questions?

**Question 1**

**What is significant on and around site?**

**Question 2**

**What kind of park and park uses would you like to see?**

**Question 3**

**What is most important, "The Priorities"?**

**WHAT DOES THE PUBLIC WANT?**

Greenspace | Shade | Native Plantings: 14 GROUPS

Venue | Event Space: 13 GROUPS

Greenway | Ped | Bike | Accesibility: 12 GROUPS

Open Up Blacks Run: 11 GROUPS

Water Feature: 11 GROUPS

Farmer's Market: 10 GROUPS

Parking: 9 GROUPS

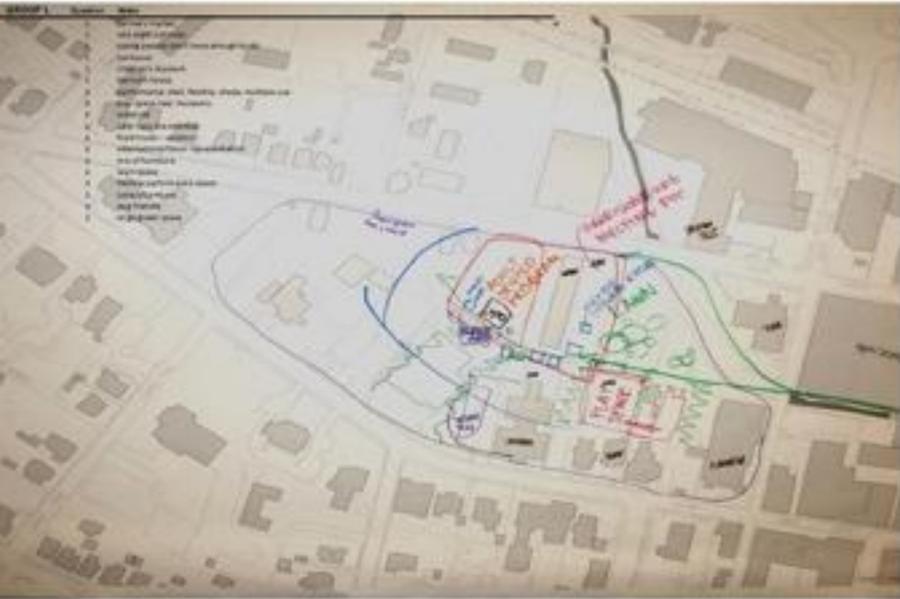
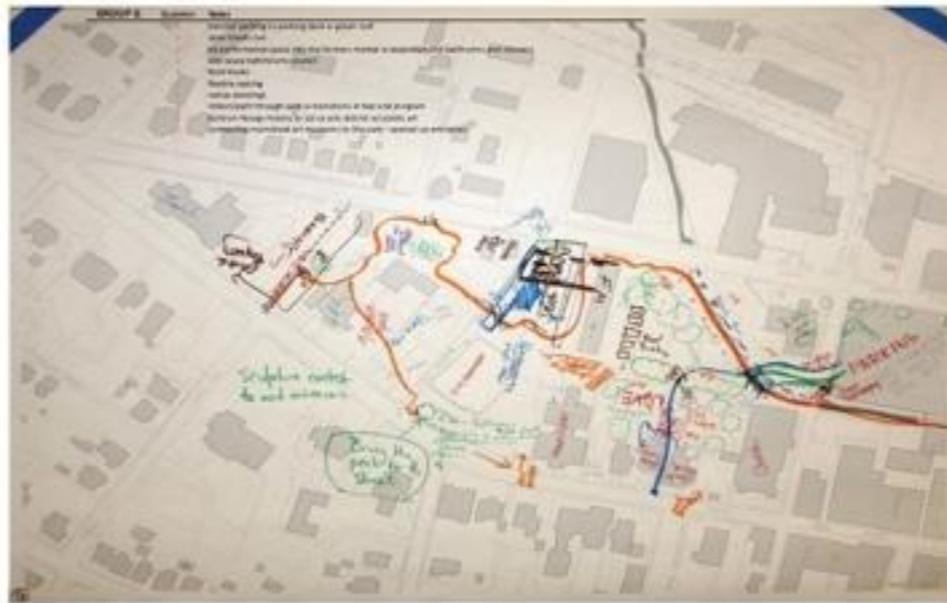
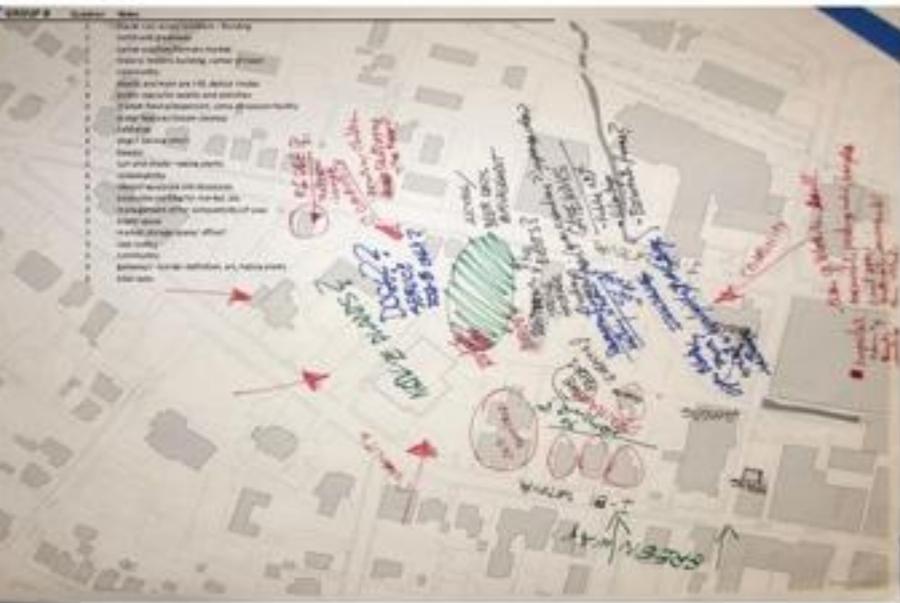
Children | Play Space: 9 GROUPS

Bathrooms: 9 GROUPS

Flexibility | Multi-Use: 8 GROUPS

Community | Social | Culture: 8 GROUPS

Historic Preservation: 8 GROUPS



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**Question 1**  
What is significant on and around site?

**Question 2**  
What kind of park and park uses would you like to see?

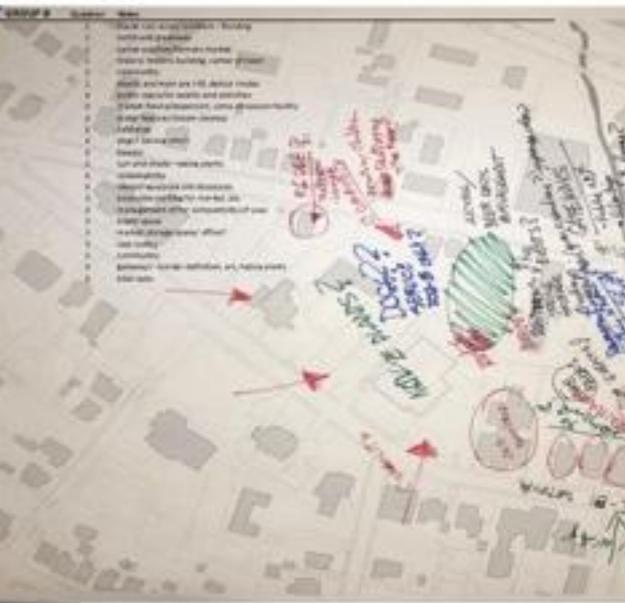
**Question 3**  
What is most important, "The Priorities"?

### WHAT DOES THE PUBLIC WANT?

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- Historic Preservation: 8 GROUPS

POP FRAMEWORK

**AUGUST CHARETTE**



**Question 1**  
What is significant on and around site?

**Question 2**  
What kind of park and park uses would you like to see?

**Question 3**  
What is most important, "The Priorities"?

## Plan Our Park Principles:

- Make the park as green as possible.
- Keep the park family oriented and child friendly.
- Actively program park activities to appeal to a broad range of interests and diversity.
- Preserve and expand farmers market at the heart of the park.
- Create a new civic plaza space to support programs, event, and celebrate community.
- Create and reinforce linkages to, from, and through the park to neighboring.
- Emphasize sustainability, adaptability, and change over time.
- Have a park with vibrant cultural and social life.
- Make the park a catalyst for downtown development and attract a diversity of residents and visitors



WHAT DOES THE PUBLIC WANT?

Greenspace | Shade | Native Plantings: 14 GROUPS  
 Venue | Event Space: 13 GROUPS  
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## FOCUS GROUP FINDINGS: WHAT DOES THE PUBLIC WANT?

Greenspace | Shade | Native Plantings: 14 GROUPS

Venue | Event Space: 13 GROUPS

Greenway | Ped | Bike | Accesibility: 12 GROUPS

Visibility Of Blacks Run: 11 GROUPS

Water Feature: 11 GROUPS

Farmer' s Market: 10 GROUPS

Parking: 9 GROUPS

Children | Play Space: 9 GROUPS

Bathrooms: 9 GROUPS

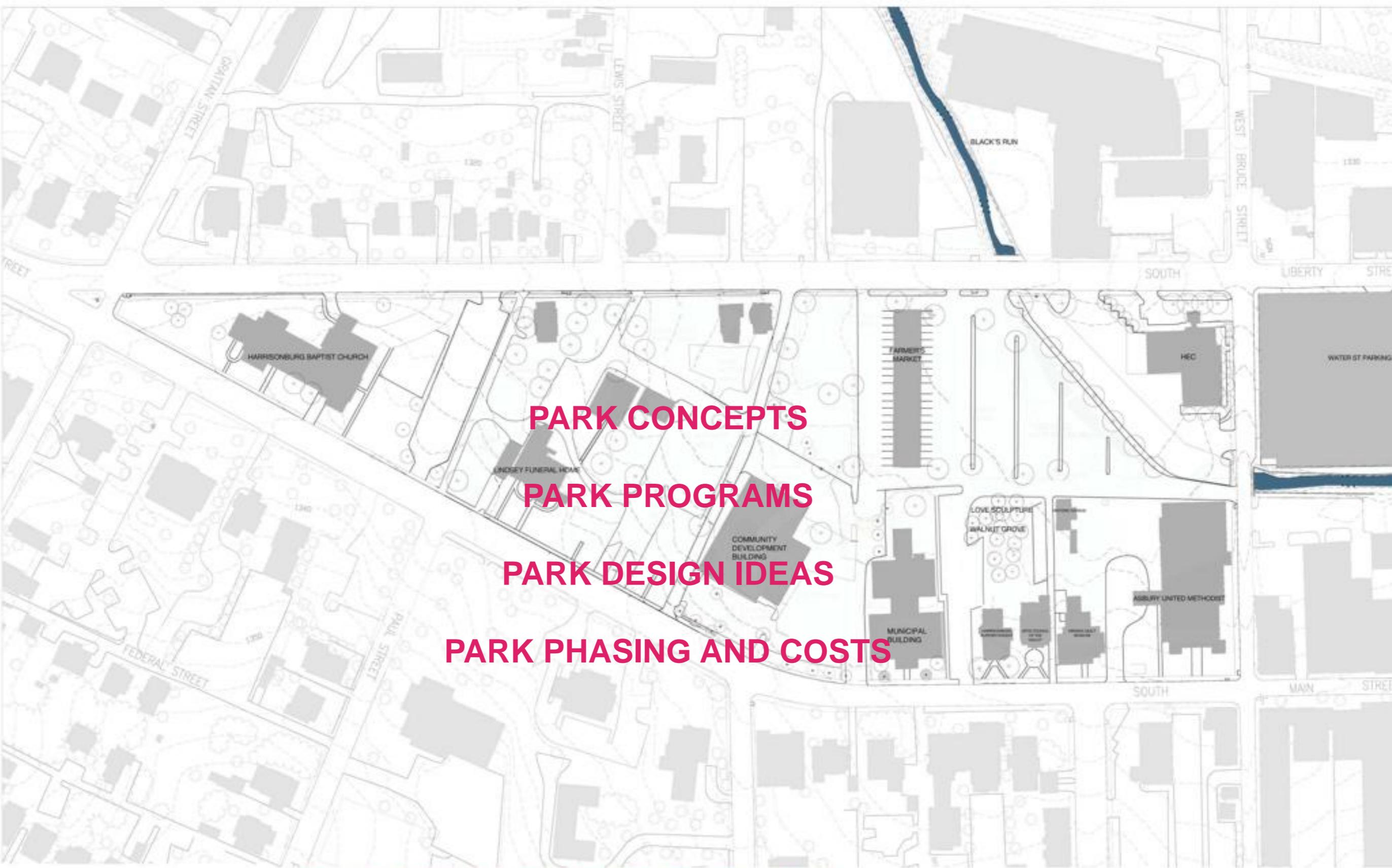
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Community | Social | Culture: 8 GROUPS

Historic Preservation: 8 GROUPS







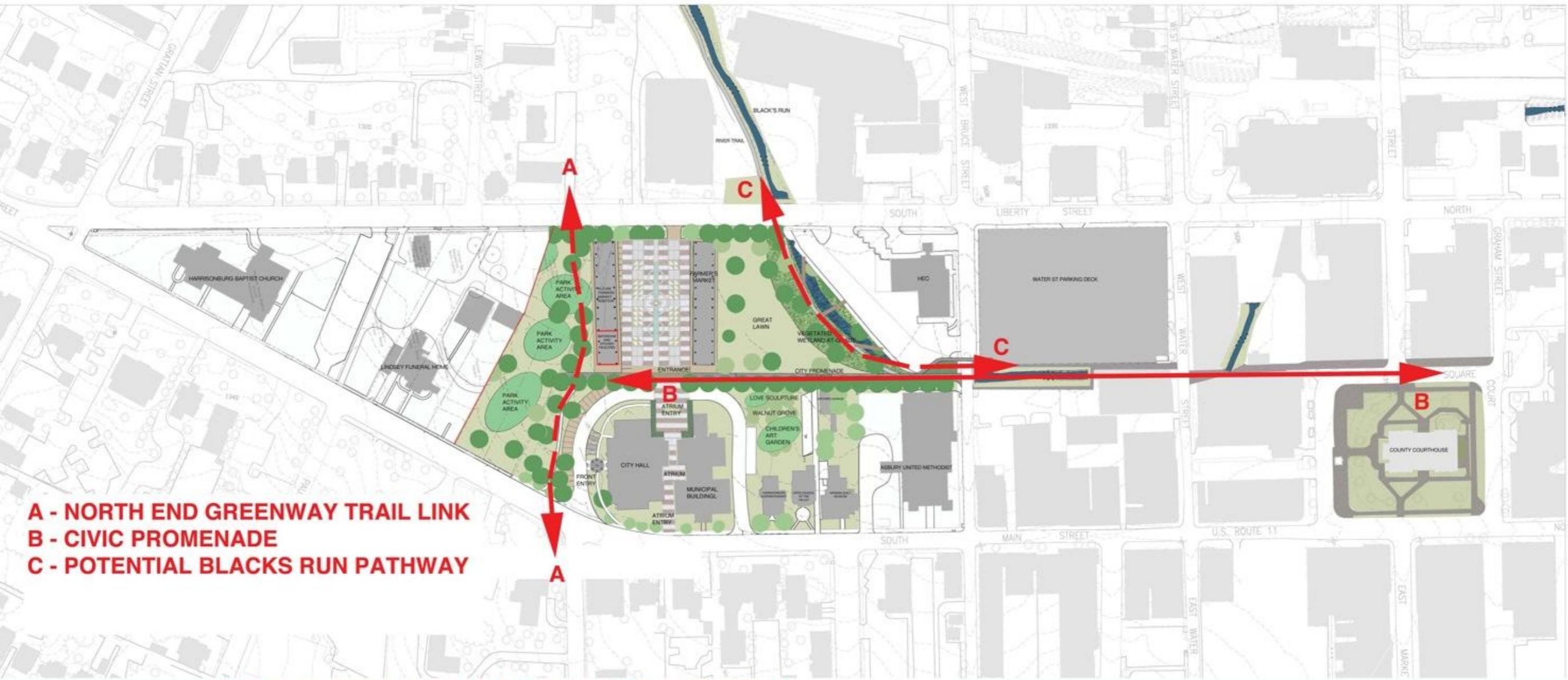
**PARK CONCEPTS**  
**PARK PROGRAMS**  
**PARK DESIGN IDEAS**  
**PARK PHASING AND COSTS**

POP FRAMEWORK

SCALE: 1"=80'-0"



PREPARED BY



**POP FRAMEWORK- PARK MASTER PLAN - PARK TRAIL CONNECTIONS**

SCALE 1"=40'-0" 

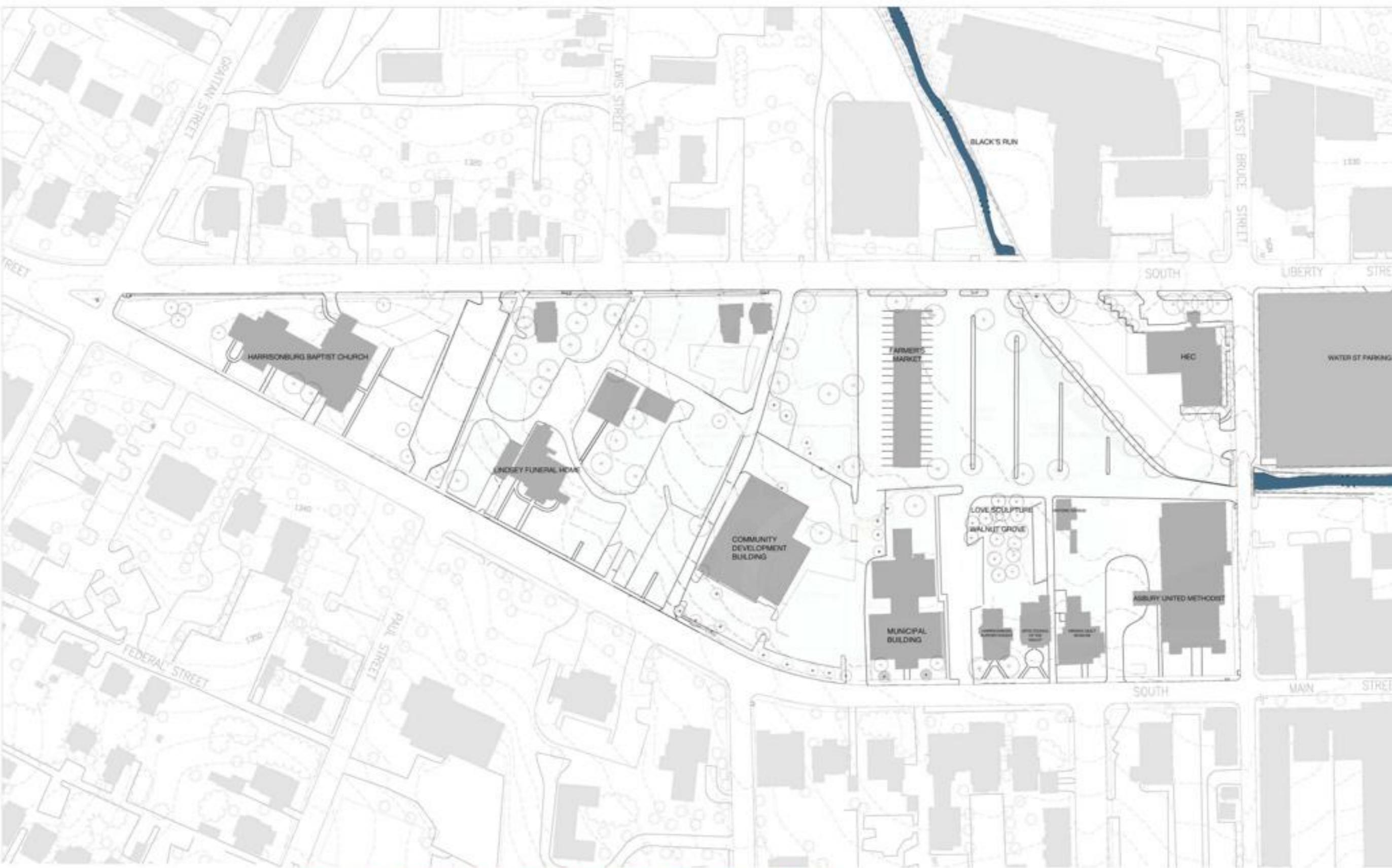
-  EXISTING TREE
-  PROPOSED TREE



**POP FRAMEWORK- PARK MASTER PLAN**

SCALE 1"=40'-0"

- EXISTING TREE
- PROPOSED TREE

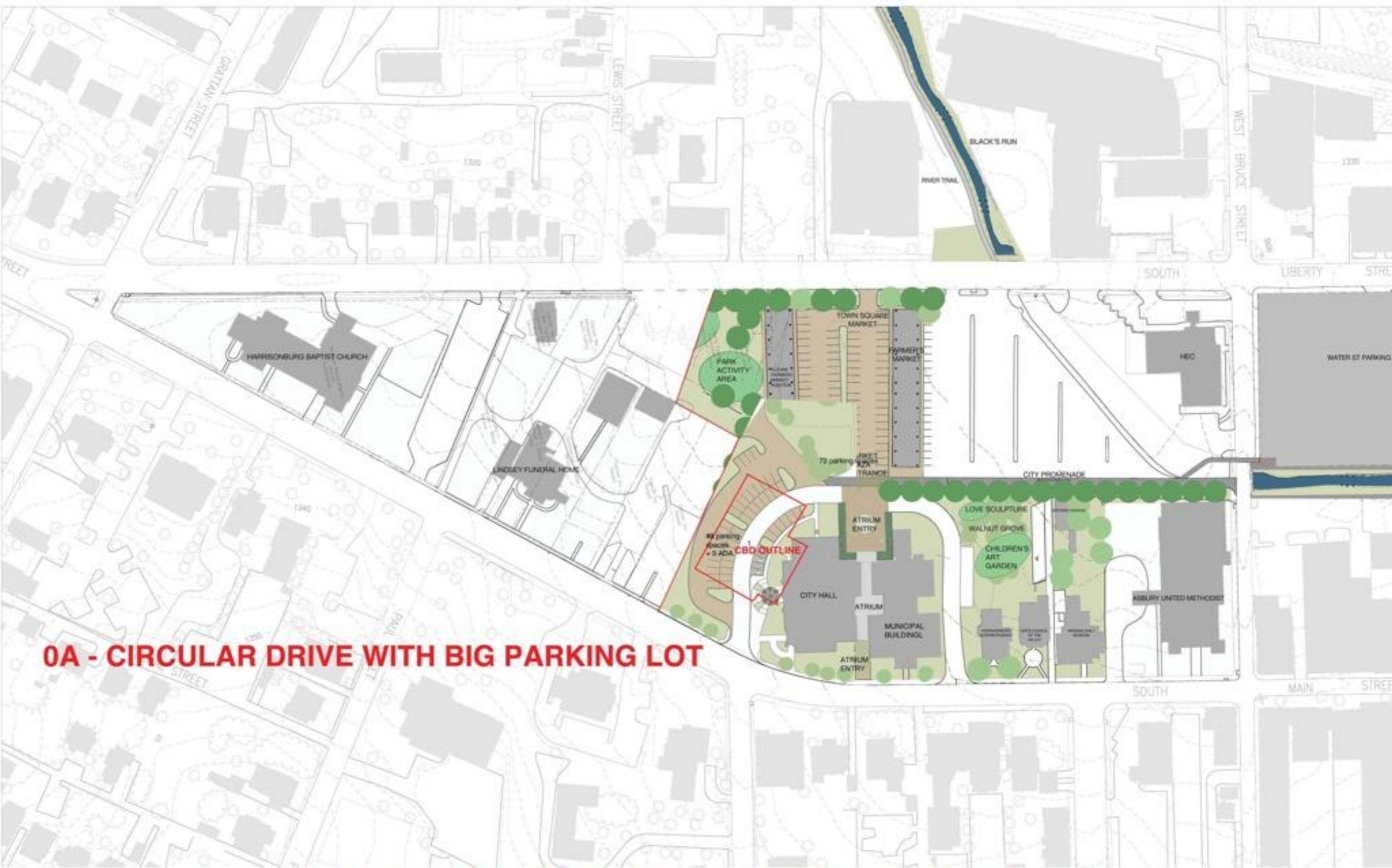


**POP FRAMEWORK PHASE ZERO: EXISTING CONDITIONS**

SCALE: 1"=80'-0"



PREPARED BY



**0A - CIRCULAR DRIVE WITH BIG PARKING LOT**

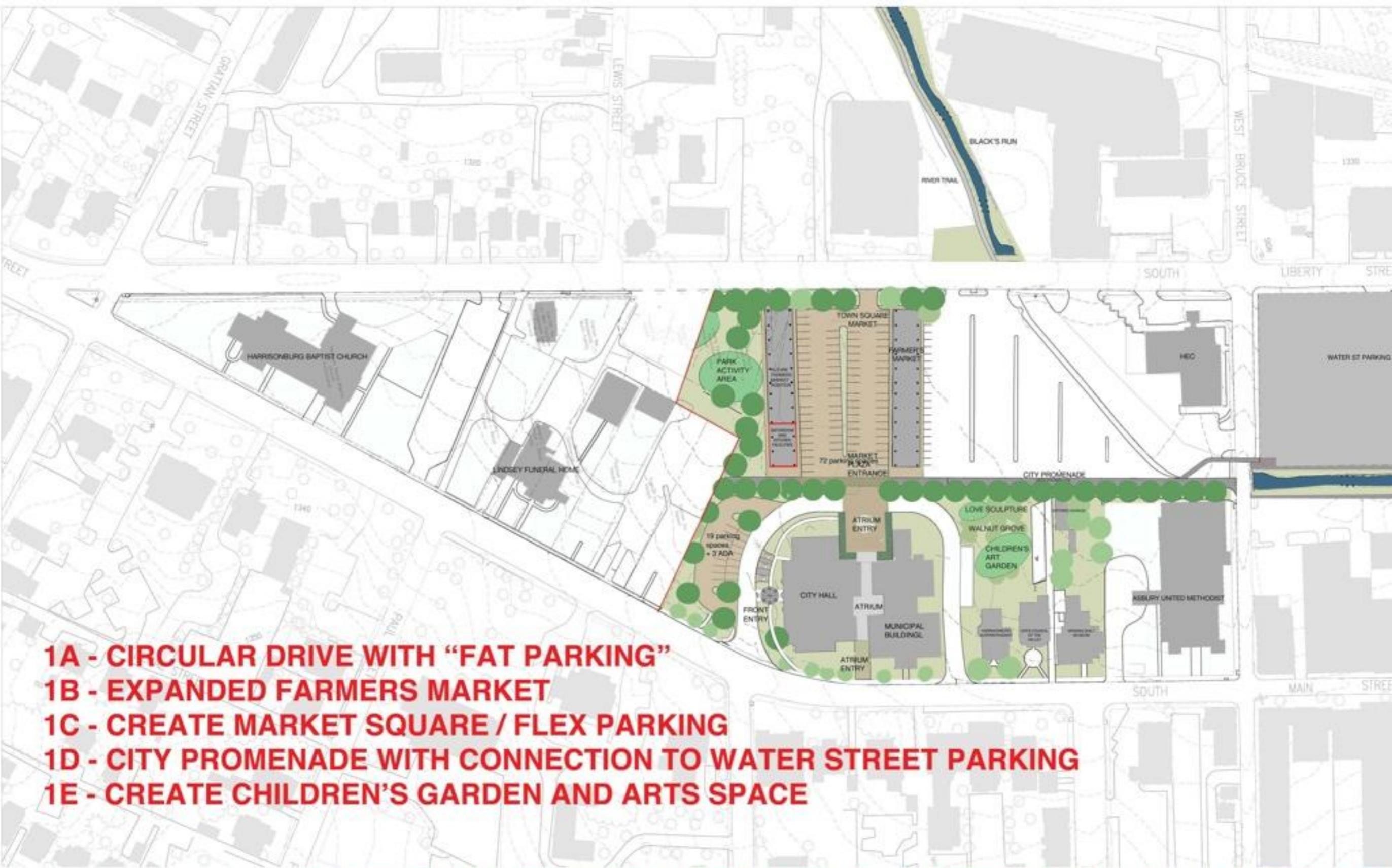
**POP FRAMEWORK-**

SCALE 1"=40'-0" 

-  EXISTING TREE
-  PROPOSED TREE

**PHASE ZERO: MATHER PLAN PARKING OVERLAY**

SOUTH PARKING	46 + 3 ADA
WEST PARKING	
<b>TOTAL</b>	<b>46 + 3 ADA</b>



- 1A - CIRCULAR DRIVE WITH "FAT PARKING"**
- 1B - EXPANDED FARMERS MARKET**
- 1C - CREATE MARKET SQUARE / FLEX PARKING**
- 1D - CITY PROMENADE WITH CONNECTION TO WATER STREET PARKING**
- 1E - CREATE CHILDREN'S GARDEN AND ARTS SPACE**

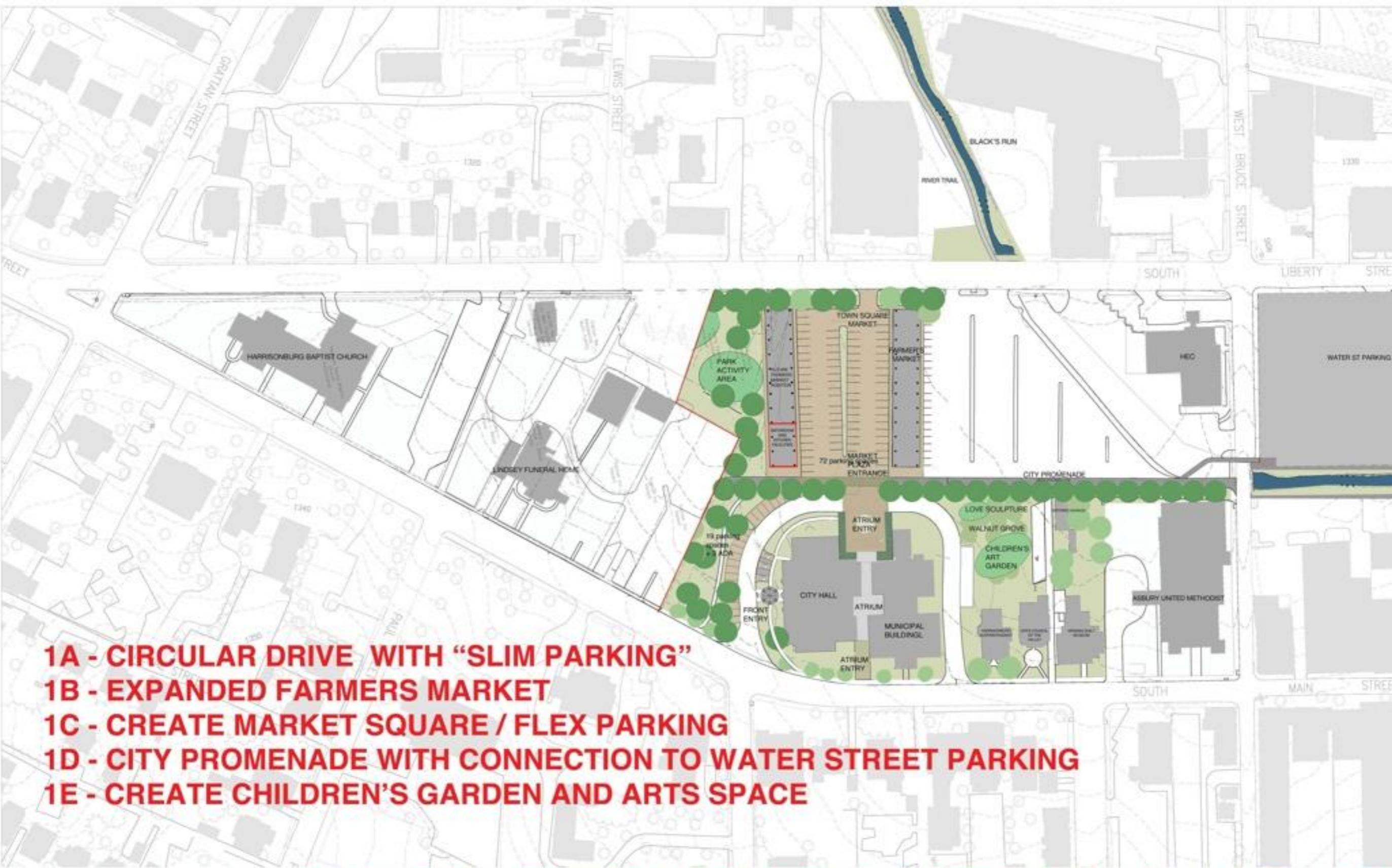
**POP FRAMEWORK-**

SCALE 1"=40'-0" 

-  EXISTING TREE
-  PROPOSED TREE

**PHASE ONE A: TOWN SQUARE MARKET - MATHER PARKING ADJUSTED, ALT**

SOUTH PARKING	19 + 3 ADA
WEST PARKING	72
<b>TOTAL</b>	<b>91 + 3 ADA</b>



- 1A - CIRCULAR DRIVE WITH "SLIM PARKING"**
- 1B - EXPANDED FARMERS MARKET**
- 1C - CREATE MARKET SQUARE / FLEX PARKING**
- 1D - CITY PROMENADE WITH CONNECTION TO WATER STREET PARKING**
- 1E - CREATE CHILDREN'S GARDEN AND ARTS SPACE**

**POP FRAMEWORK-**

SCALE 1"=40'-0" 

-  EXISTING TREE
-  PROPOSED TREE

**PHASE ONE B: TOWN SQUARE MARKET - MATHER PARKING ADJUSTED, ALT**

SOUTH PARKING	19 + 3 ADA
WEST PARKING	72
<b>TOTAL</b>	<b>91 + 3 ADA</b>

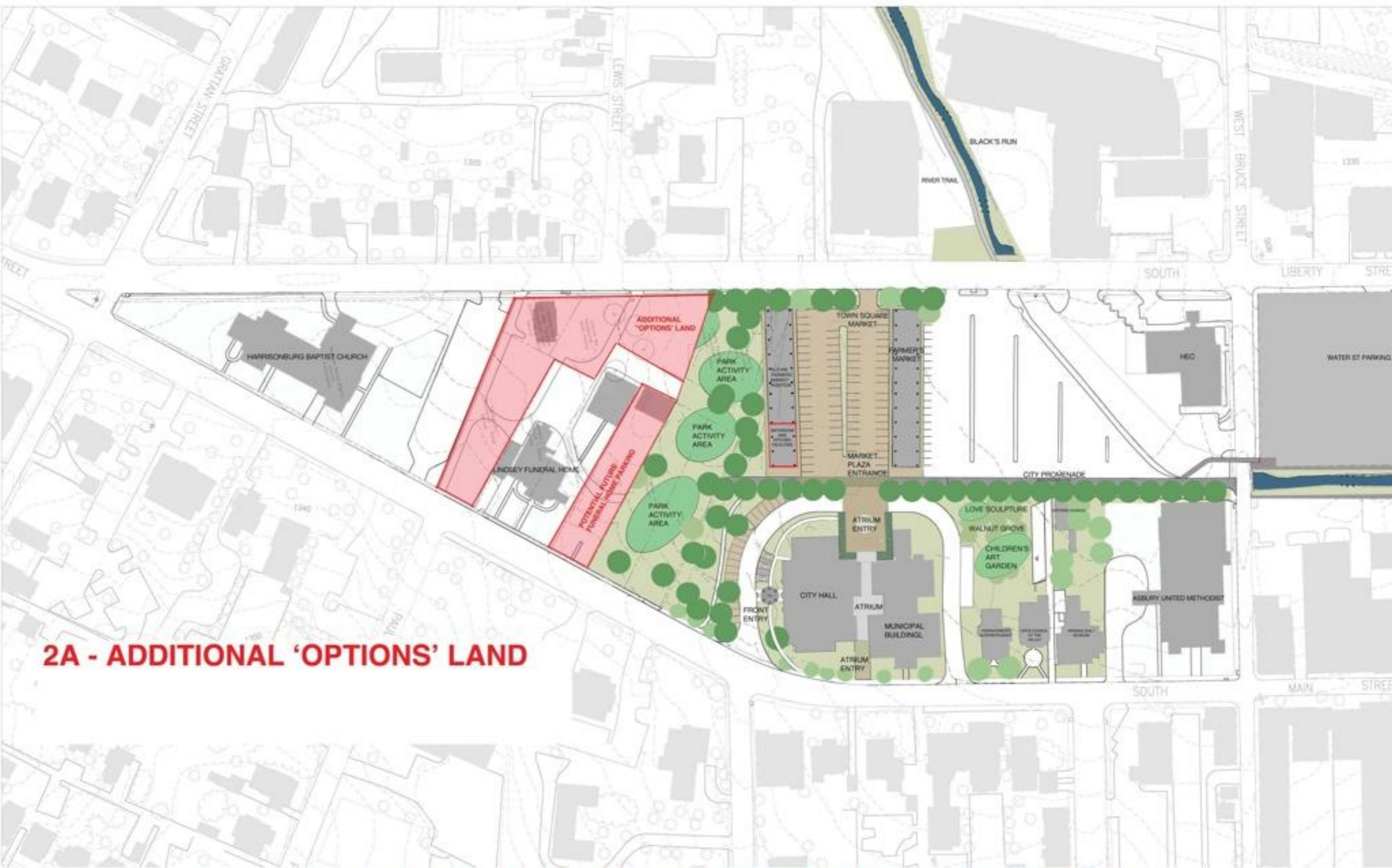


- 2A - EXPANDED MAIN STREET LAWN**
- 2B - ADDITIONAL PROGRAM AREAS**
- 2C - EXTENDED CITY PROMENADE**

**POP FRAMEWORK- PHASE TWO: SOUTH PARK EXPANSION**

SCALE 1"=40'-0" 

-  EXISTING TREE
-  PROPOSED TREE

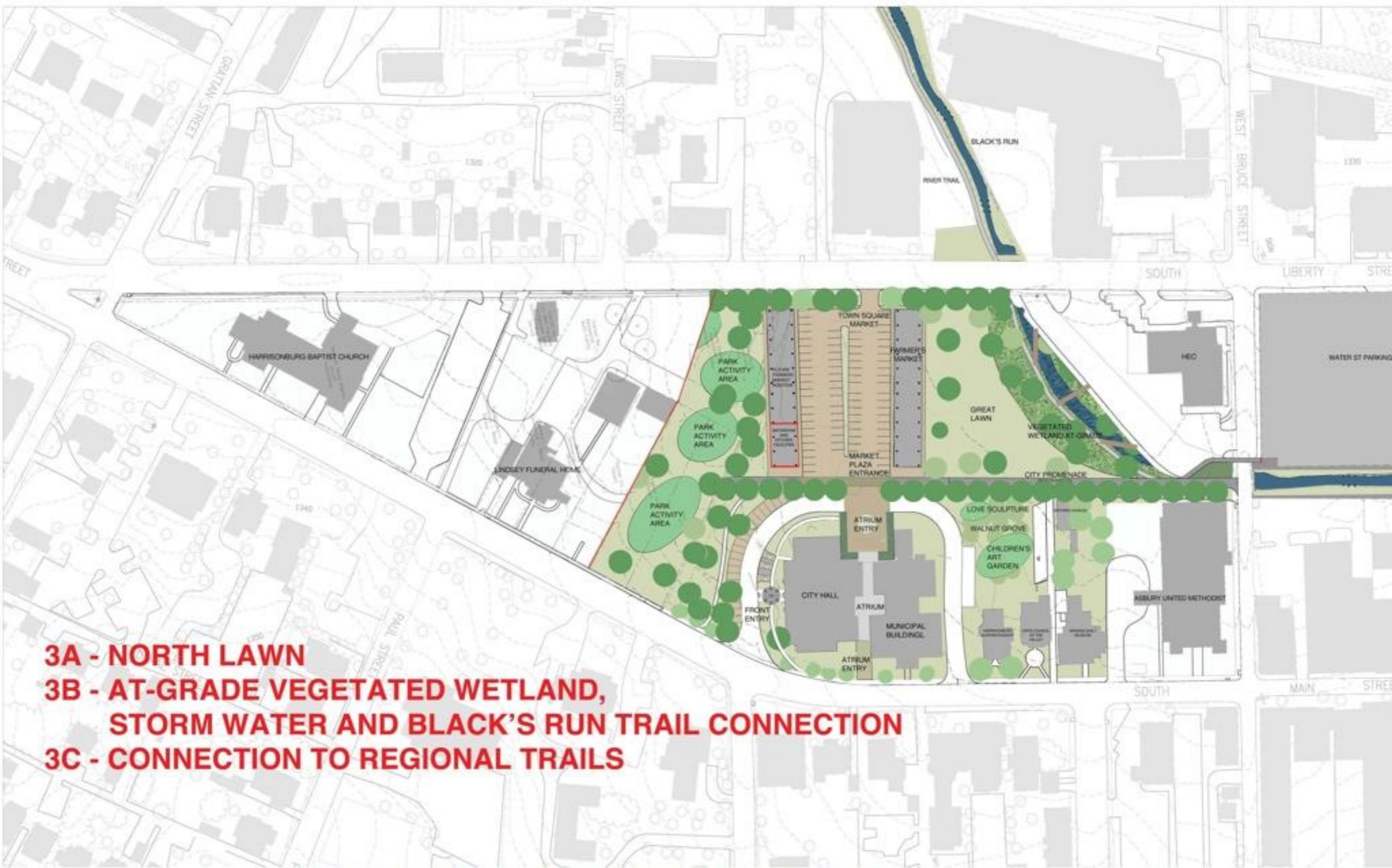


**2A - ADDITIONAL 'OPTIONS' LAND**

**POP FRAMEWORK- PHASE TWO - A: ADDITIONAL 'OPTIONS' LAND POSSIBILITY**

SCALE 1"=40'-0" 

-  EXISTING TREE
-  PROPOSED TREE



**POP FRAMEWORK- PHASE THREE: NORTH PARK EXPANSION**

SCALE 1"=40'-0" 

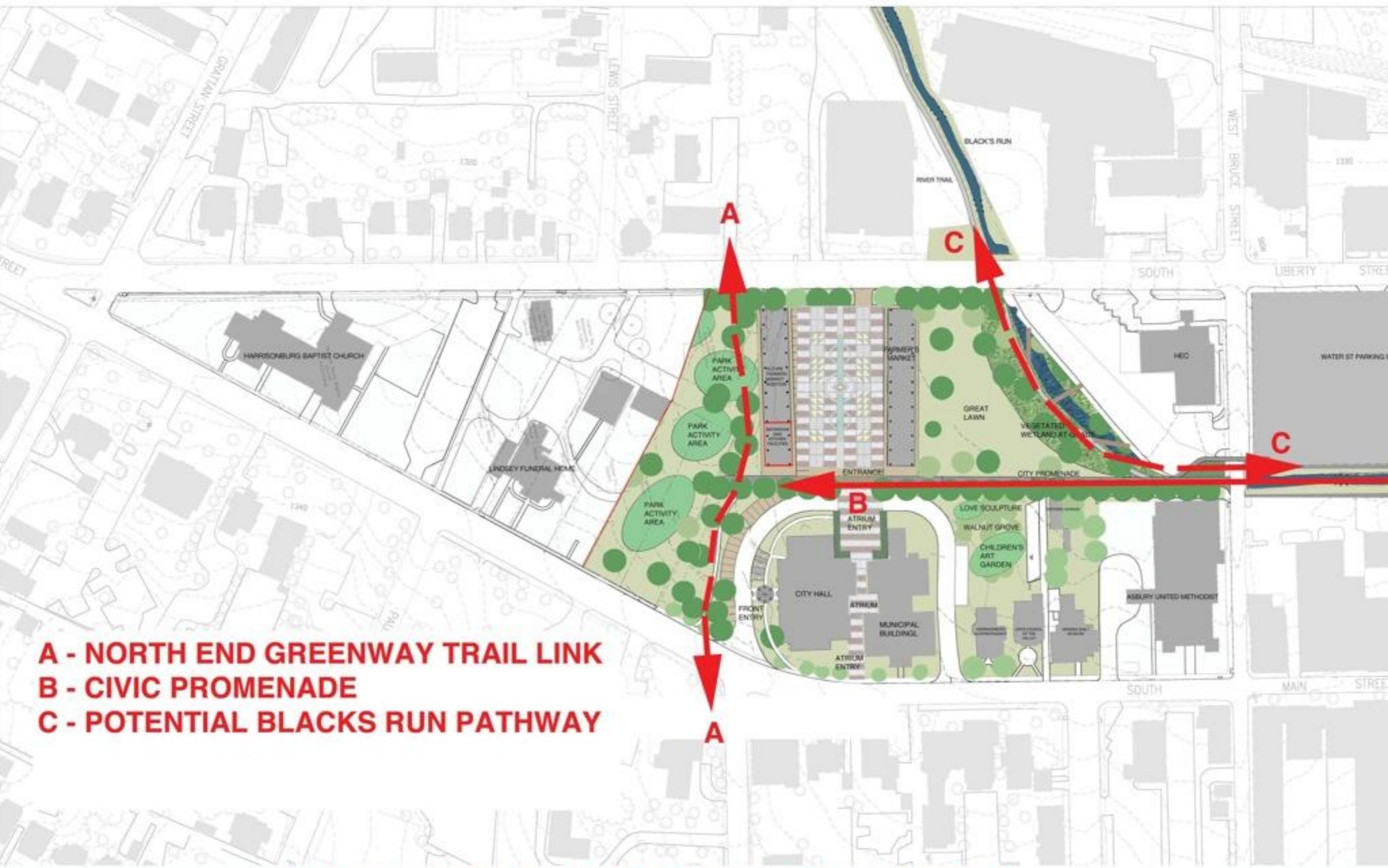
-  EXISTING TREE
-  PROPOSED TREE



**POP FRAMEWORK- PHASE THREE: NORTH PARK EXPANSION - ENHANCED PAVING**

SCALE 1"=40'-0" 

-  EXISTING TREE
-  PROPOSED TREE



**A - NORTH END GREENWAY TRAIL LINK**  
**B - CIVIC PROMENADE**  
**C - POTENTIAL BLACKS RUN PATHWAY**

**POP FRAMEWORK- PARK MASTER PLAN - PARK TRAIL CONNECTIONS**

SCALE 1"=40'-0" 

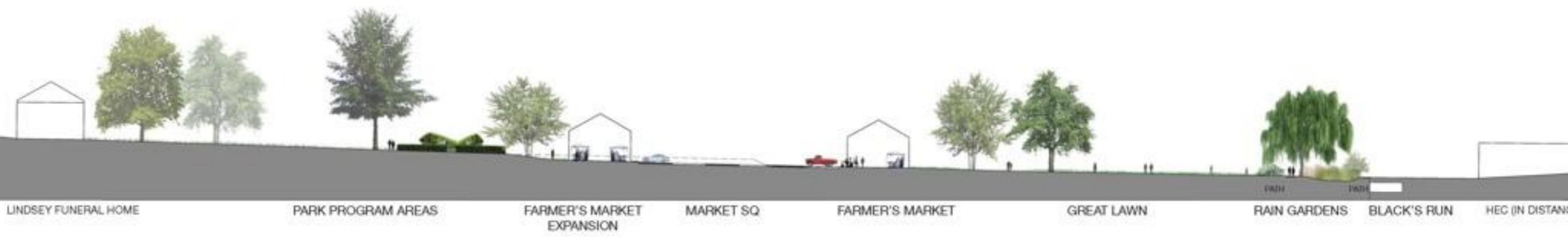
-  EXISTING TREE
-  PROPOSED TREE



**POP FRAMEWORK-**

SCALE 1"=40'-0" 

-  EXISTING TREE
-  PROPOSED TREE



LONG SECTION THROUGH PARK





POP FRAMEWORK

**URBAN PIAZZA PRECEDENT**



US CAPITOL FRONT



US CAPITOL REAR



US CAPITOL DIAGRAM



RICHAP



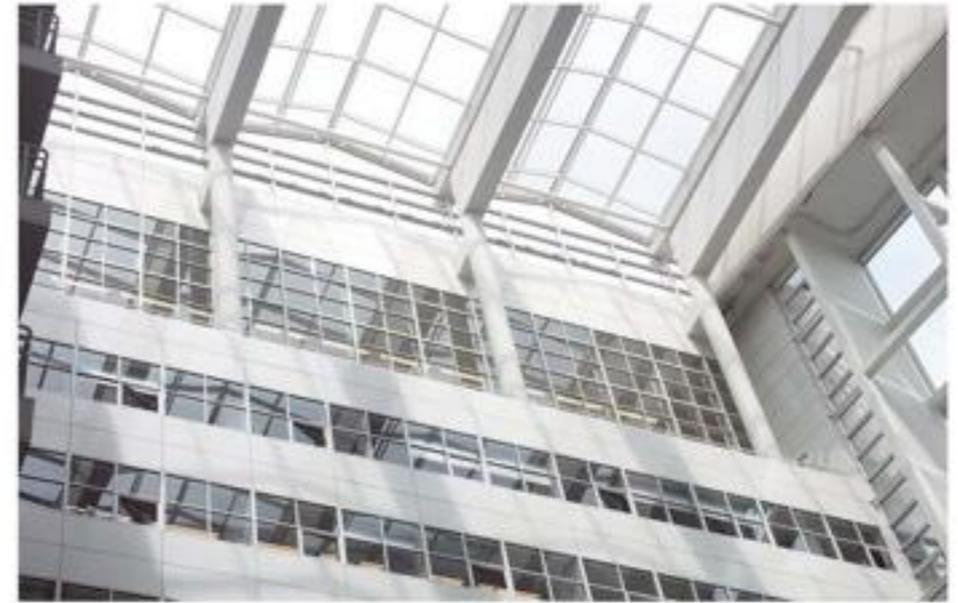
RICHAP

POP FRAMEWORK

**TOWN HALL PRECEDENT**



US CAPITOL DIAGRAM



RICHARD MEIER TOWN HALL ATRIUM



RICHARD MEIER TOWN HALL ATRIUM

POP FRAMEWORK

**TOWN HALL PRECEDENT**



WISTERIA ARBOR



DUMBARTON OAK



WALKED ART CENTERED



WISTERIA ARBOR



WISTERIA ARBOR



POP FRAMEWORK

LANDSCAPE ROOM PRECEDENT



BRYANT PARK



PARC CITROEN



EUROPEAN PROMENADE



NEW ENGLAND GREEN



HOT SPRINGS ARKANSAS



POP FRAMEWORK

**LAWNS AND PROMENADES**



PARC CITROEN



EUROPEAN PROMENADE



HOT SPRINGS ARKANSAS



**PROMENADES**



POP FRAMEWORK

**CHILDREN'S PLAY ENVIRONMENT AND GARDENS**



**ENVIRONMENT AND GARDENS**



POP FRAMEWORK

**URBAN STORMWATER RAIN GARDE**



POP FRAMEWORK

**ART INCORPORATED**



POP FRAMEWORK

**TURF AMPITHEATER**



**POP FRAMEWORK- PARK MASTER PLAN**

SCALE 1"=40'-0"



- EXISTING TREE
- PROPOSED TREE

# PARK COSTS

## **PHASE ONE:**

MEI LAND ACQUISITION  
MARKET PAVILION WITH KITCHEN AND BATHROOMS  
MARKET SQUARE WITH DISTINCTIVE PAVING  
PROMENADE

\$2.0-3.0M

## **PHASE TWO:**

LAND OPTIONS LAND ACQUISITION  
GREEN PARK DEVELOPMENT  
DISTINCTIVE CHILDREN'S PLAY AND WATER SPACE  
PICNICKING  
ARTS SPACE

\$5.0M

## **PHASE THREE:**

GREAT LAWN  
RAIN GARDEN  
PERFORMANCE SPACE

\$2.0-3.0M

**\$9.0-11.0M TOTAL ALL PHASES**



## Requests for City Council

- Adopt a Multi-Phased Approach to the Park Process
- Immediately Begin Public/Private Partnership for the Design and Construction of Phase 1
  - Purchase Two Parcels of Property on Liberty Street
  - Coordinate with Final Site Plan and Construction of New City Hall
  - Establish Longterm Public/Private Partnership
- Take Responsibility for Real Estate Options



