

CITY OF DURHAM

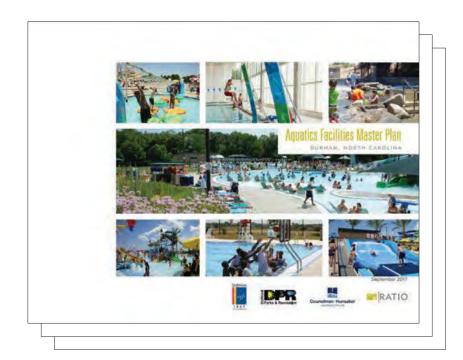
**City Council Work Session** 02.23.2023



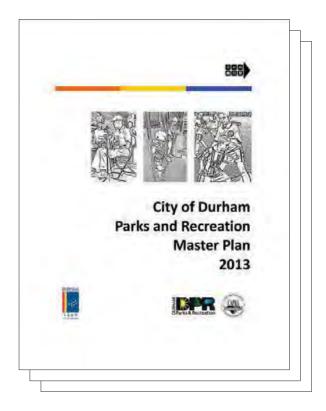


EAST END PARK DURHAM, NC

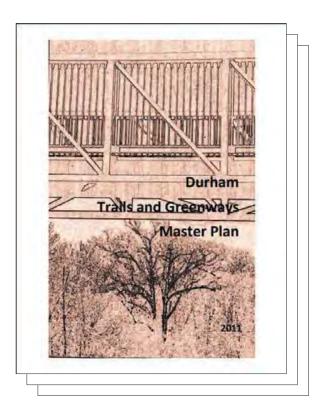
#### **INFORMED BY PREVIOUS PLANS**



Durham, North Carolina Aquatics Facilities Master Plan 2017



City of Durham Parks & Recreation Master Plan 2013

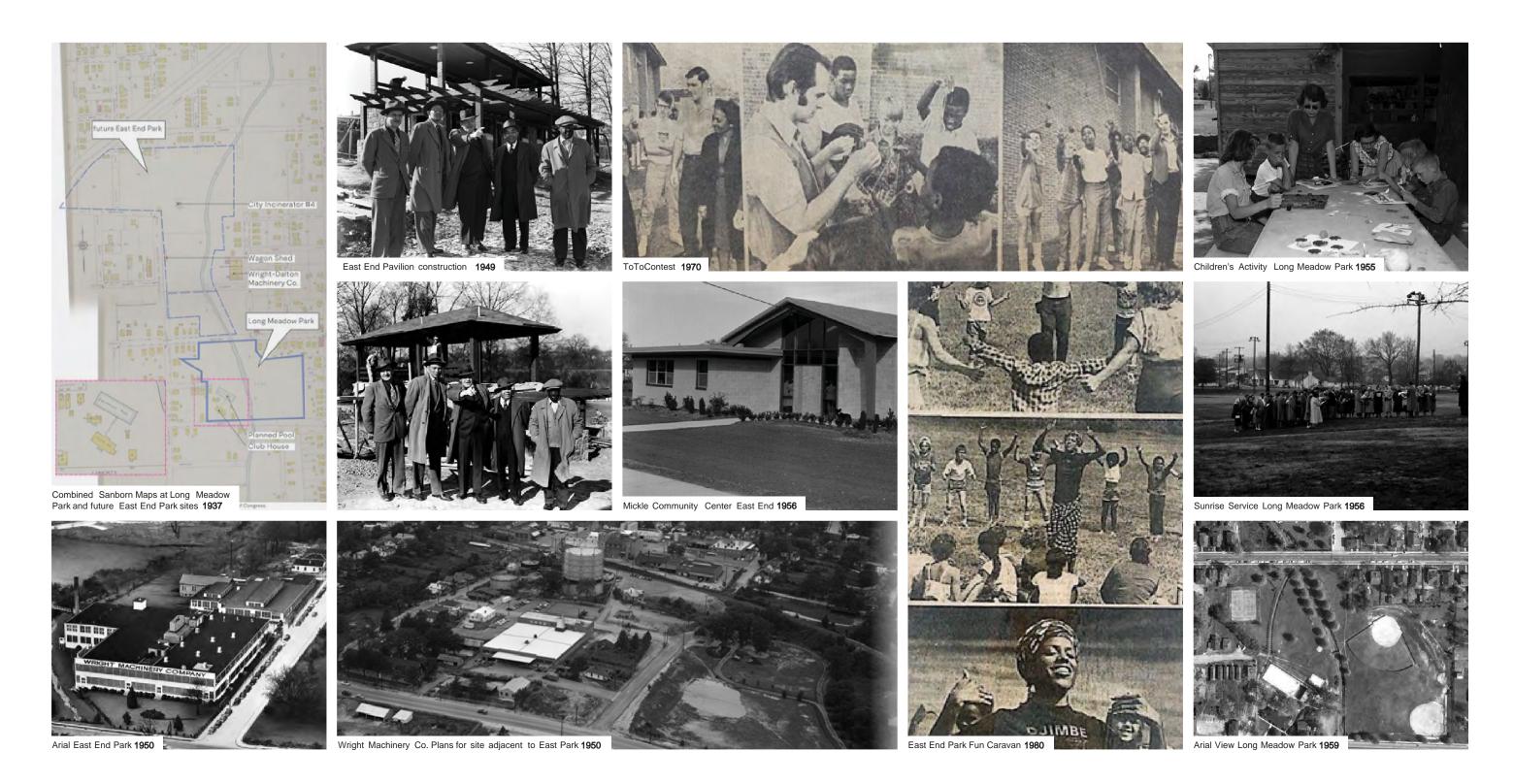


Durham Trails & Greenways Master Plan 2011



City of Durham Equitable Community Engagement Blueprint

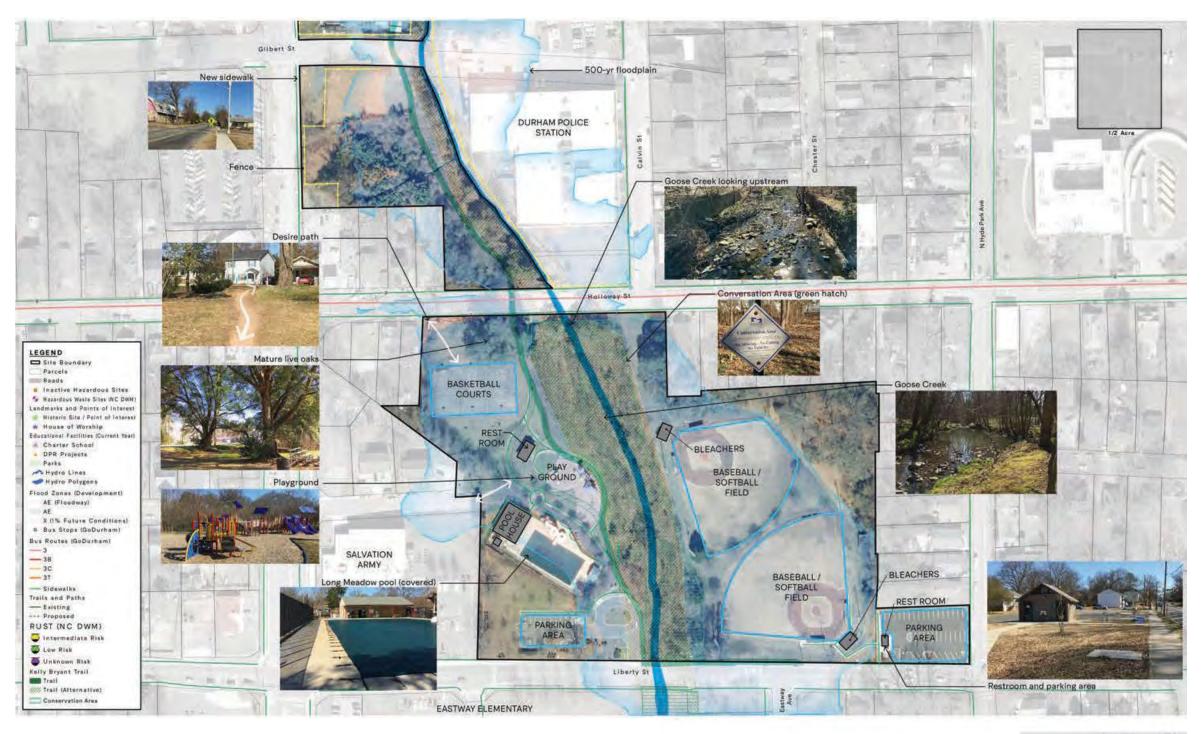
# HISTORICAL CONTEXT



#### EAST END PARK EXISTING CONDITIONS



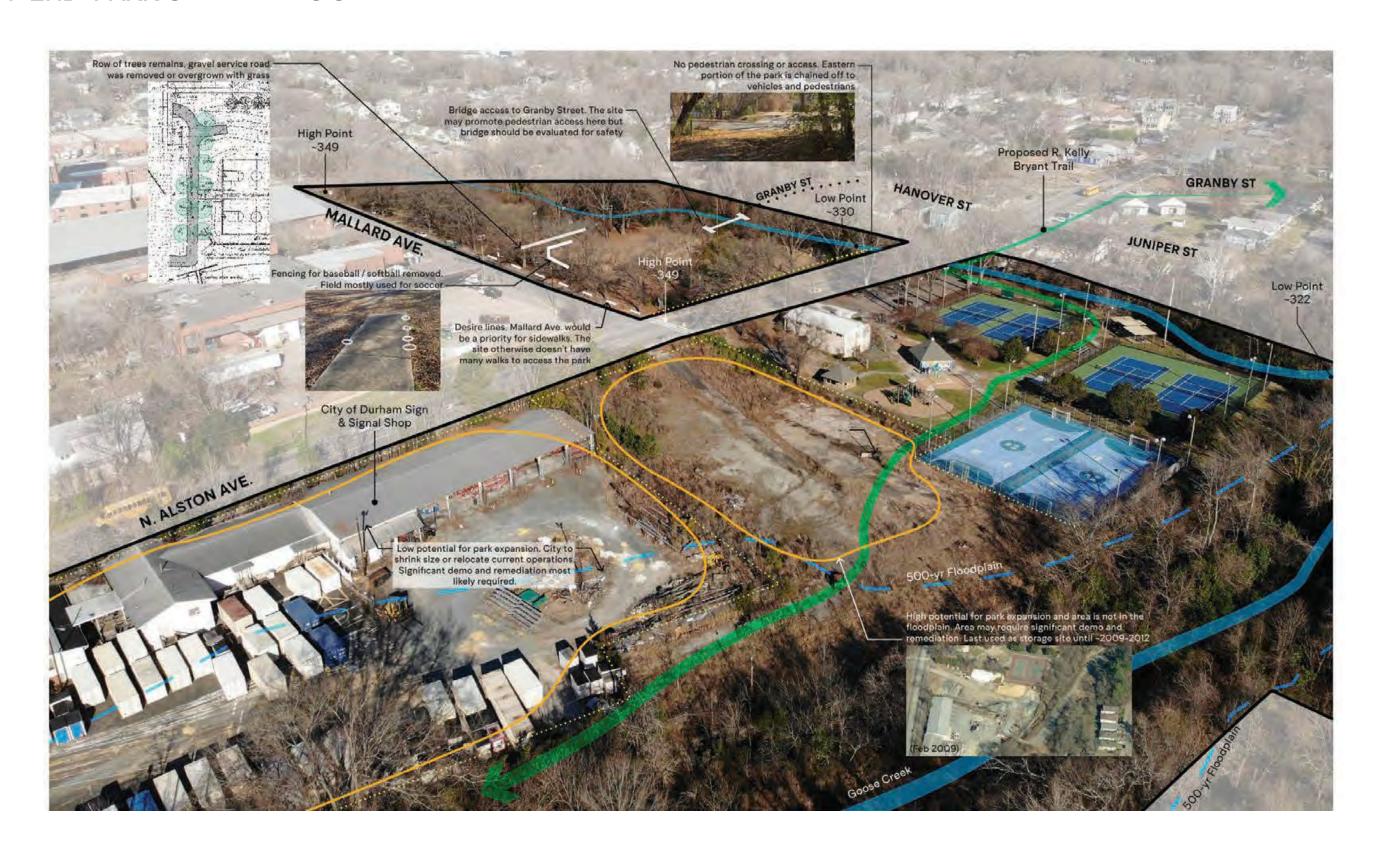
#### LONG MEADOW PARK EXISTING CONDITIONS



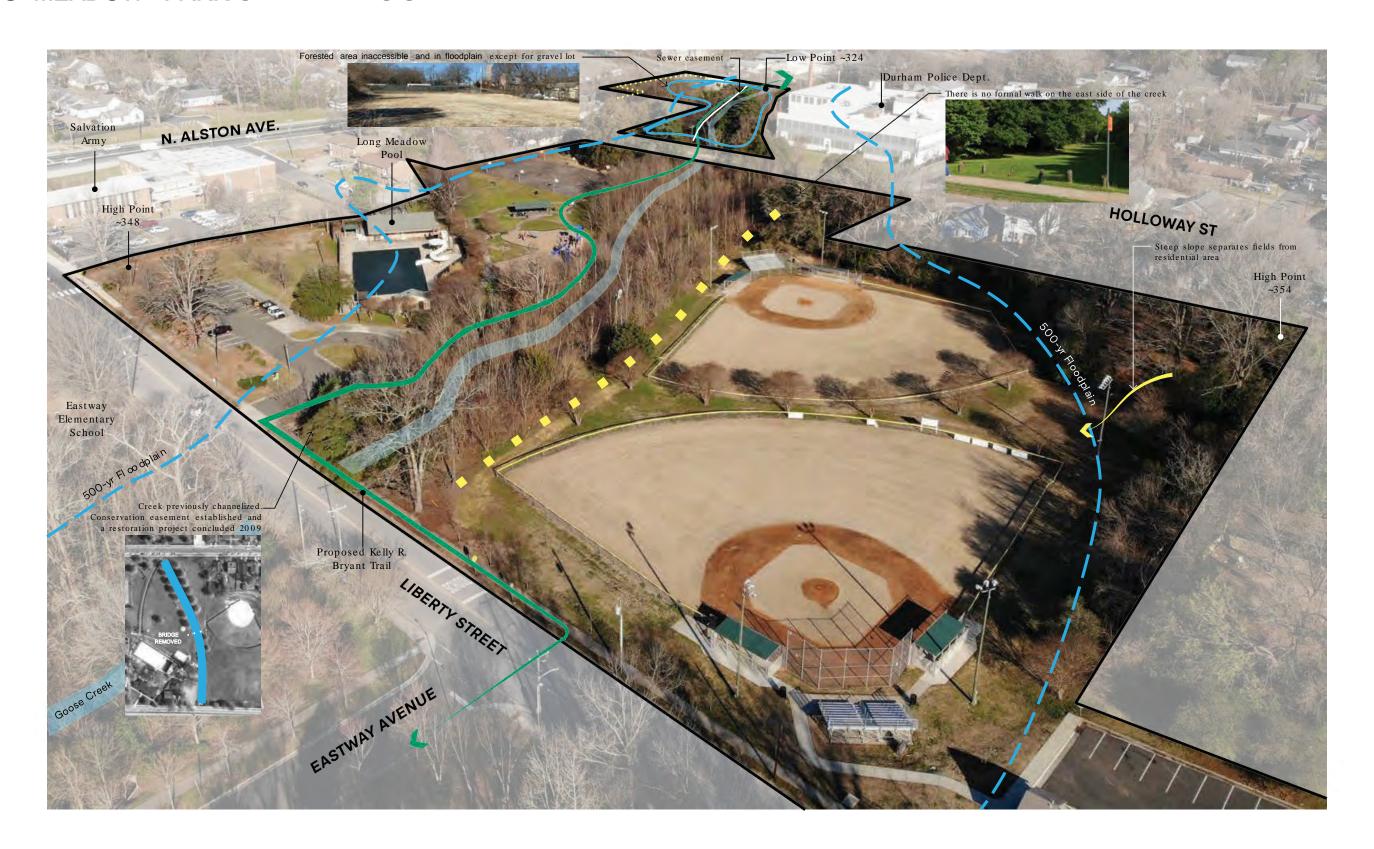
# EAST END PARK SITE ANALYSIS



#### EAST END PARK SITE ANALYSIS



#### LONG MEADOW PARK SITE ANALYSIS



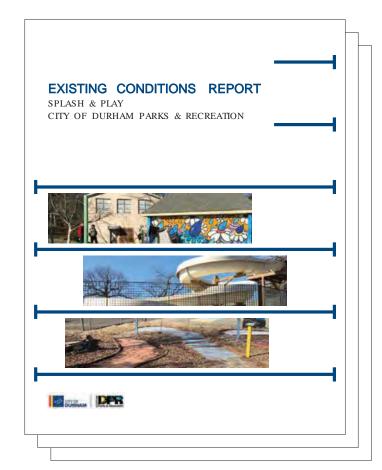
#### FORMER WHEELS FUN PARK EXISTING CONDITIONS



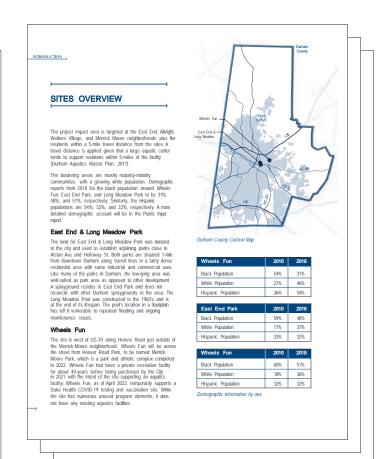
#### FORMER WHEELS FUN PARK SITE ANALYSIS



#### **EXISTING CONDITIONS REPORT**





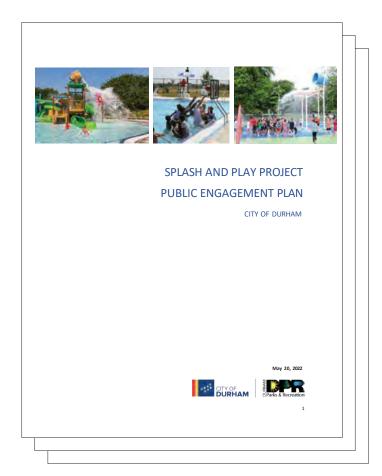






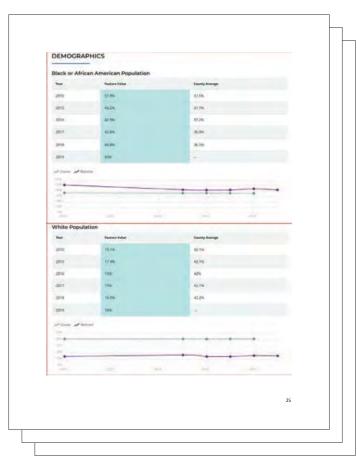
BIMBE BLOCK PARTY HOLTON CAREER & RESOURCE CENTER, DURHAM

#### SPLASH & PLAY PUBLIC ENGAGEMENT PLAN











Full plan is available on the project website

### **ASSESSING DEMOGRAPHICS**

East End Park	2010	2015-2019
Black Population	56%	45%
White Population	23%	45%
Hispanic Population	28%	29%
Long Meadow Park	2010	2015-2019
Black Population	59%	50%
White Population	20%	40%
Hispanic Population	29%	30%
Wheels Fun Park	2010	2015-2019
Black Population	54%	38%
White Population	21%	40%
Hispanic Population	36%	46%

Source: 2010 US Census Report and the 2015-2019 American Community Survey (ACS Summary Report & EPA EJ Screen tool. This data is for a one-mile radius around each site's center point.

- Comply with City's Equitable
   Community Engagement Blueprint
- Fair and just participation by residents
  - East Durham focus
- Changing demographics
- Data-driven and performance measured
- Engagement plan and schedule
- Informed by our partners in the community
- Materials in Spanish and translator at events

#### RESIDENT STEERING COMMITTEE

#### MEMBER RESPONSIBILITIES

- Attend 6 meetings (late afternoon & evening)
- Ensure diverse participation by residents, businesses, and institutions within the study areas
- Provide input on the Public Engagement Plan (PEP) and events
- Share project information within your networks
- Contribute to relatable messaging
- Review and comment on documents & concepts

Bonita Green Merrick Moore Community Development Corp/

**InterCity Neighborhood Council of Durham** 

Cynthia Cukiernik Merrick Moore Community Coordinator

Naadii Salaam Bull City Trailblazers

A'lice Frazier **Durham Office on Youth** 

Tianna Judd **Durham Office on Youth (student)** 

Clif Jackson Roller Skating Enthusiast
Stephanie Smith Wheels Fun Park Advocate

Ron Sutherland Regional Aquatics User/Advocate

Alan Rigsbee Northern High School Athletic Director

Midori Brooks East Durham Resident

Sherrill Saba East Durham Resident - Holloway St

Almira Marshall **Durham Equity & Inclusion Team/ E. Durham Resident** 

Angel Dozier Be Connected Durham / NIS Community Partner

Humberto Trejo Latinx Community

Vanessa Alford Merrick-Moore Elementary School Principal

Cedric Burke Recreation Advisory Commission

DeWarren Langley Protecting Our Dignity in Education Director

Levon Barnes Young Male Achievers Founder, Teacher, Last DJ at WFP

Joanne Andrews LGBTQ Community Interests

Vanessa Evans Braggtown Community Association

Don Jones WFP Skate Park Advocate
Gideon Bueno WFP Skate Park Advocate

Krista Saunders **Disability Community Advocate** 





# **ENGAGEMENT METHODS**

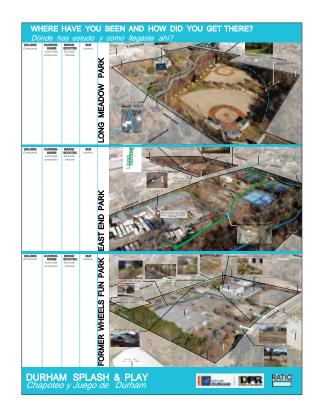
- Virtual and in -person
- Community Conversations Shared stories, community history & culture
- Open Houses
- Web Presence
- Social Media
- Pop-up Events
- Survey
- DIY Kits
- Community and faith-based networks
- Community liaisons
- Spanish Translation

# **ENGAGEMENT METHODS - SAMPLING OF WORKSHOP BOARDS**















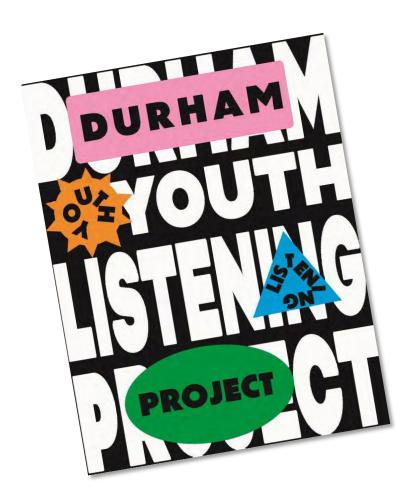
# ORGANIZED BY TYPE OF POTENTIAL ELEMENT

- ACTIVE
- PASSIVE
- FEATURE
- PLAY
- AQUATIC FEATURE

# STAKEHOLDERS AND EVENTS

Stakeholders & Events		
Mount Zoar Baptist Church	Live! Fayetteville Street Corridor 3 <sup>rd</sup> Friday Art & Business Walks	
Fellowship Baptist Church	Merrick Moore CDC Monthly Meeting	
Wings of Eagles Christian Church	Pac 1 Monthly Meeting	
Greater St. Paul Missionary Baptist Church	Bragtown Community Association Meeting	
Shepherd's Flock Church	Wheels Yatchation/Testing Site	
East End & Long Meadow Parks	Hoover Road Park Games	
Protecting our Dignity in Education	La Pulguita	
The Salvation Army Durhan	Bimbe Celebration	
Holton Career and Resource Center	Hayti Heritage Center Multiple Events	
Southern High School	Spring Fling - DPR	
Merrick Moore Elementary	Earth Day - DPR	
W.D. Hill Recreation Center	Rock the Park Concert Series - DPR	
NCCU Certification Course	July 4 <sup>th</sup> Celebration - DPR	
Tienda Mi Pueblo		

- Citywide project with focus on East Durham
- Identified by committee —we are just beginning!
- Listen to everyone



### PHASE 1 - ENGAGEMENT SUMMARY

- Summary report available on the website
- Questions and responses for all 3 park sites
- 1211+ participants (731 survey respondents)
- 27703 had most participants









Holloway Street Live! – Wellons Village Shopping Center

At left: Three of five open house attendees who shared stories of equity, gentrification, aquatics, recreation, and roller skating culture past and present.

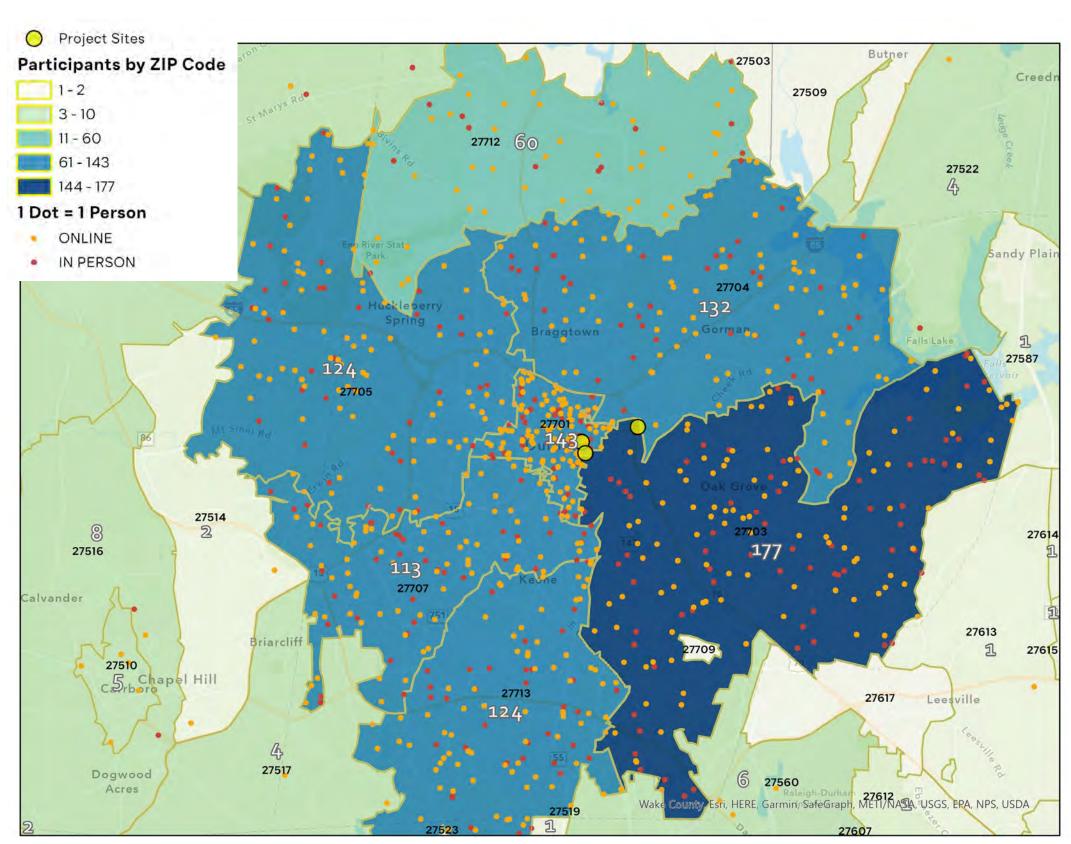


Full summary report is available on the project website

# PHASE 1 - ENGAGEMENT RESULTS

Distribution of participants by zip code

- 27703 (177)
- 27701 (143)
- 27704 (132)
- 27705 (124)
- 27713 (124)
- 27707 (113)



### PHASE 1.5 - TARGETED ENGAGEMENT

- Posted on Nextdoor 7/19 to neighborhoods near the parks
- Online survey in English and Spanish
- Email, voicemail, and direct messages sent to churches within 1¼ mile of Long Meadow and East End Parks
- Pool popup events: LM Pool, July 23, 25, 27, and August 12; Hillside Pool, August 12-14
- Offer print surveys and recreational feature visual preference activity

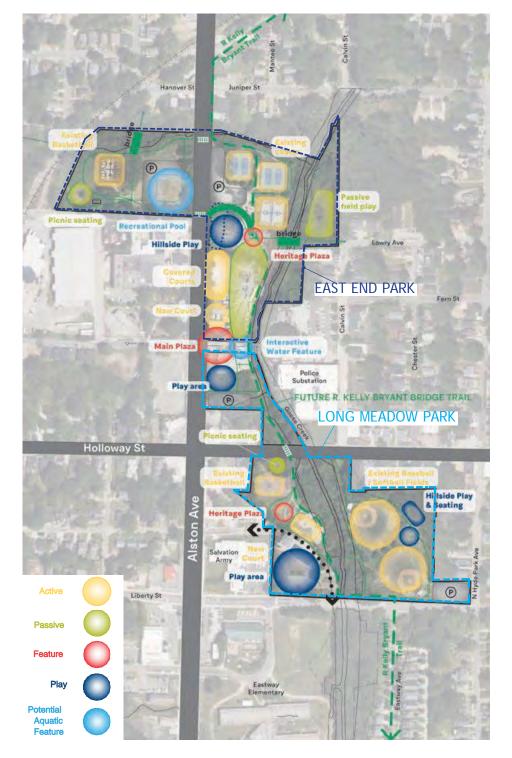


Hillside Pool recreational feature voting

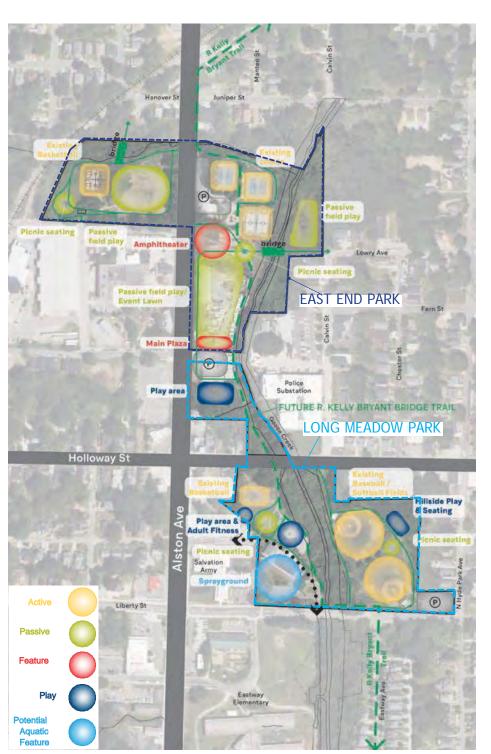


FISHERS CENTRAL GREEN FISHERS, INDIANA

#### EAST END & LONG MEADOW PARKS PRELIMINARY PROGRAMMING DIAGRAMS



Site Diagram A



Site Diagram B

# LAYOUTS ORGANIZED BY TYPE OF POTENTIAL ELEMENT

- ACTIVE
- PASSIVE
- FEATURE
- PLAY
- AQUATIC FEATURE



# EAST END & LONG MEADOW PARKS SITE CONCEPT 1

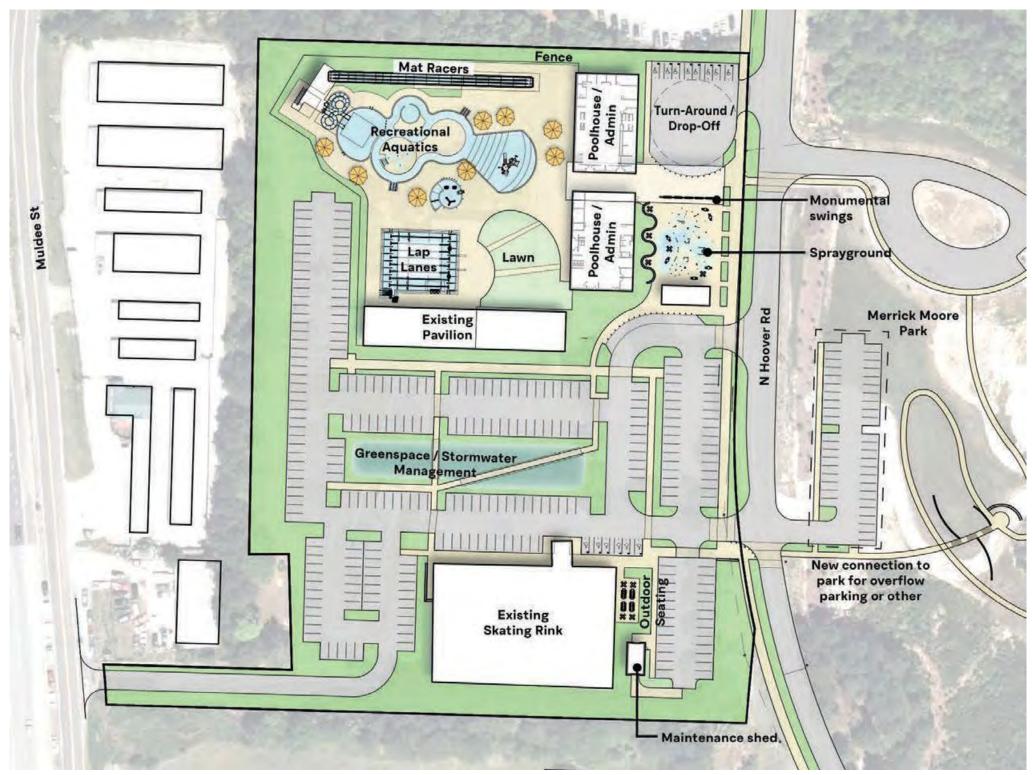
- POTENTIAL NEW POOL AT EAST END PARK
- SLOPED PLAY AT LONG MEADOW POOL AREA
- CENTRAL COMMUNITY PLAZA
- BRIDGE CONNECTION FROM N ALSTON AVE
- PRESERVE SIGN/SIGNAL SHOP PAVILION
- RETAIN EXISTING ATHLETIC COURTS/FIELDS



# **EAST END & LONG MEADOW PARKS**SITE CONCEPT 2

- LARGE EVENT VENUE / AMPHITHEATER / STAGE
- GREAT LAWN
- SPRAYGROUND AT LONG MEADOW POOL AREA
- RETAIN EXISTING ATHLETIC COURTS/FIELDS

#### FORMER WHEELS FUN PARK CONCEPT 01

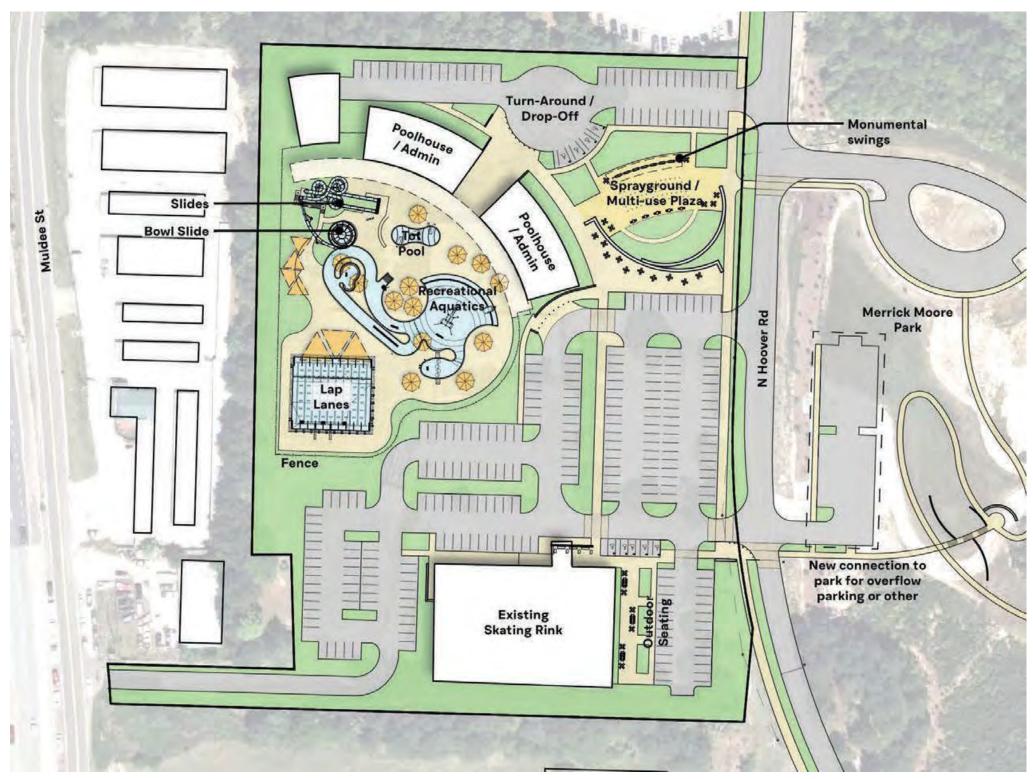


- PRESERVE WHEELS FUN SKATING RINK
- AQUATICS CENTER AT NORTH
  - \*Specialty mat racer slide
  - \*25yx25m lap pool
  - \*Lazy River
  - \*Interactive Play Element
  - \*Zero Depth Entry Rec. Pool

CIVIC PLAZA W/ SPRAYGROUND

- PRESERVE EXISTING PAVILION
- STORMWATER FEATURE

#### FORMER WHEELS FUN PARK CONCEPT 02

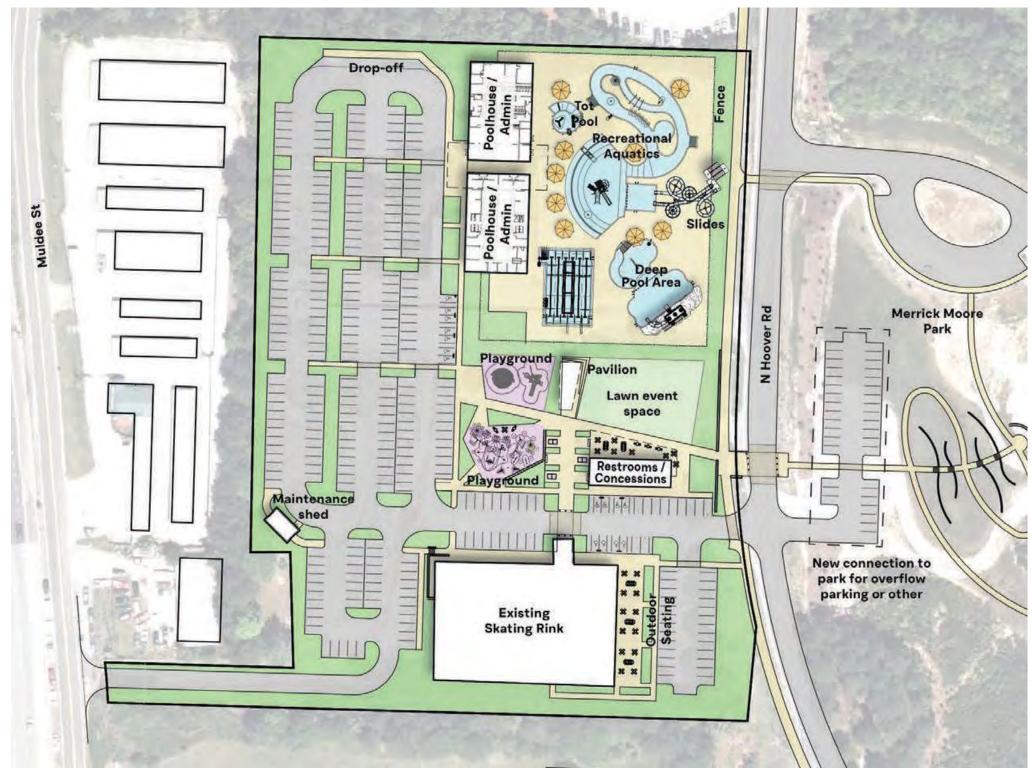


- PRESERVE WHEELS FUN SKATING RINK
- AQUATICS CENTER AT NORTHWEST
  - \*Specialty bowl slide
  - \*25mx25m lap pool
  - \*Lazy River
  - \*Interactive Play Element
  - \*Zero Depth Entry Rec. Pool

#### CIVIC PLAZA W/ SPRAYGROUND

- MULTI-USE PLAZA/EVENT SPACE
- REDUCED PARKING POTENTIAL

#### FORMER WHEELS FUN PARK CONCEPT 03



- PRESERVE WHEELS FUN SKATING
   RINK
- AQUATICS CENTER AT NORTHEAST
  - \*Specialty deep pool area
  - \*6-lane, 25y lap pool w/ ninja cross
  - \*Lazy River
  - \*Interactive Play Element
  - \*Zero Depth Entry Rec. Pool
  - CIVIC SPACE W/ SPRAYGROUND, PLAYGROUND & GAME TABLES
- PAVILION & LAWN EVENT SPACE
- MAX PARKING POTENTIAL



FEDERAL HILL COMMONS NOBLESVILLE, INDIANA







# ENGAGEMENT PHASE 2

Participants (direct mail postcard, at popup events, PAC 1, 4/5 meetings, online)

310 Survey (Phase 2) participants

# **EVENTS**

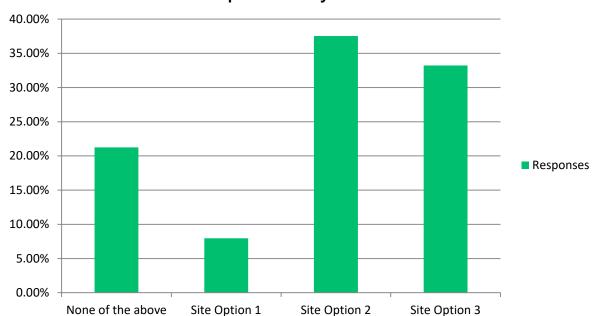
Date	Event	Time	Location
9/15/2022	DPR S&P Presentation	1pm-5pm	Holton Career & Resource Center
9/16/2022	Fayetteville Street Live!	5pm-8pm	Hayti HC & WD Hill Rec Ctr
10/8/2022	PAC 4/5 Meeting	10am-12pm	I.R. Holmes Senior Rec Center
10/13/2022	Wheels Fun Park Workshop	5-7pm	WFP
10/15/2022	PAC 1 Meeting	10am-12pm	Holton Career & Resource Center
10/15/2022	Baseball - Fall Ball & Soccer practice	9:30am-12:00	Long Meadow Park
10/212022	Soccer	5:30-7pm	Merrick Moore Park
10/22/2022	Durham Girls Soccer League (DGSL)	9am-12:30pm	Merrick Moore Park
10/28/2022	Trunk or Treat	6pm-8pm	Holton Career & Resource Center
11/1/2022	Student Lunch Popup	11am-1pm	Holton Career & Resource Center
11/3/2022	LM-EE Workshop	5pm -7:30	WD Hill

#### PHASE 2 - SURVEY

- 310 responses -English
- 0 responses –Spanish
- Open for 30 days

### FORMER WHEELS FUN PARK

Which site option do you like the best?

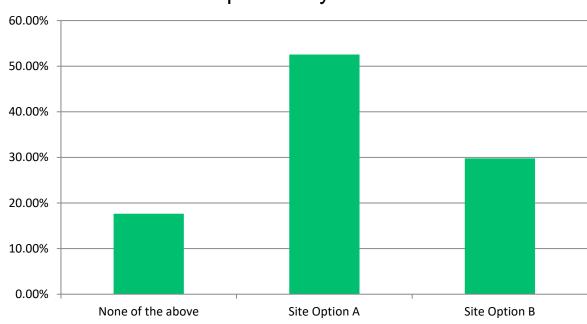


- Site option 1 − 8%
- Site option 2 38%
- Site option 3 33%
- None 21%



# EAST END | LONG MEADOW PARKS

#### Which site option do you like the best?



- Site option 1 − 53%
- Site option 2 30%
- None 18%



SOUTHEAST RALEIGH YMCA & ELEMENTARY SCHOOL RALEIGH, NORTH CAROLINA

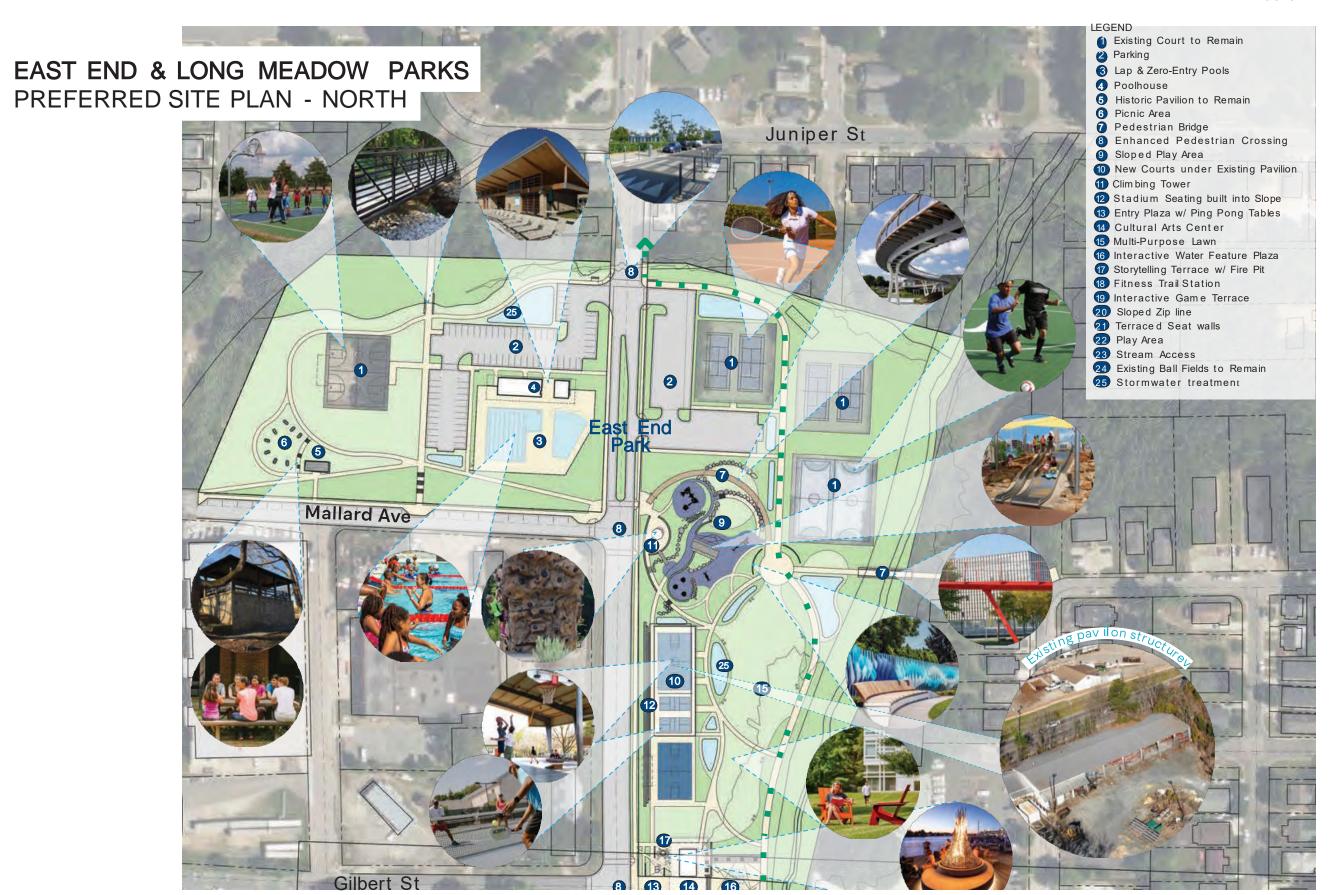
# EAST END & LONG MEADOW PARKS PREFERRED OVERALL SITE PLAN

- UNITES EAST END & LONG MEADOW PARKS INTO A CONTINOUS CIVIC RECREATION SPACE
- PROPOSES ENHANCED CONNECTIVITY & NEW RECREATION ELEMENTS
- PROVIDES FOR FUTURE AQUATICS AREA







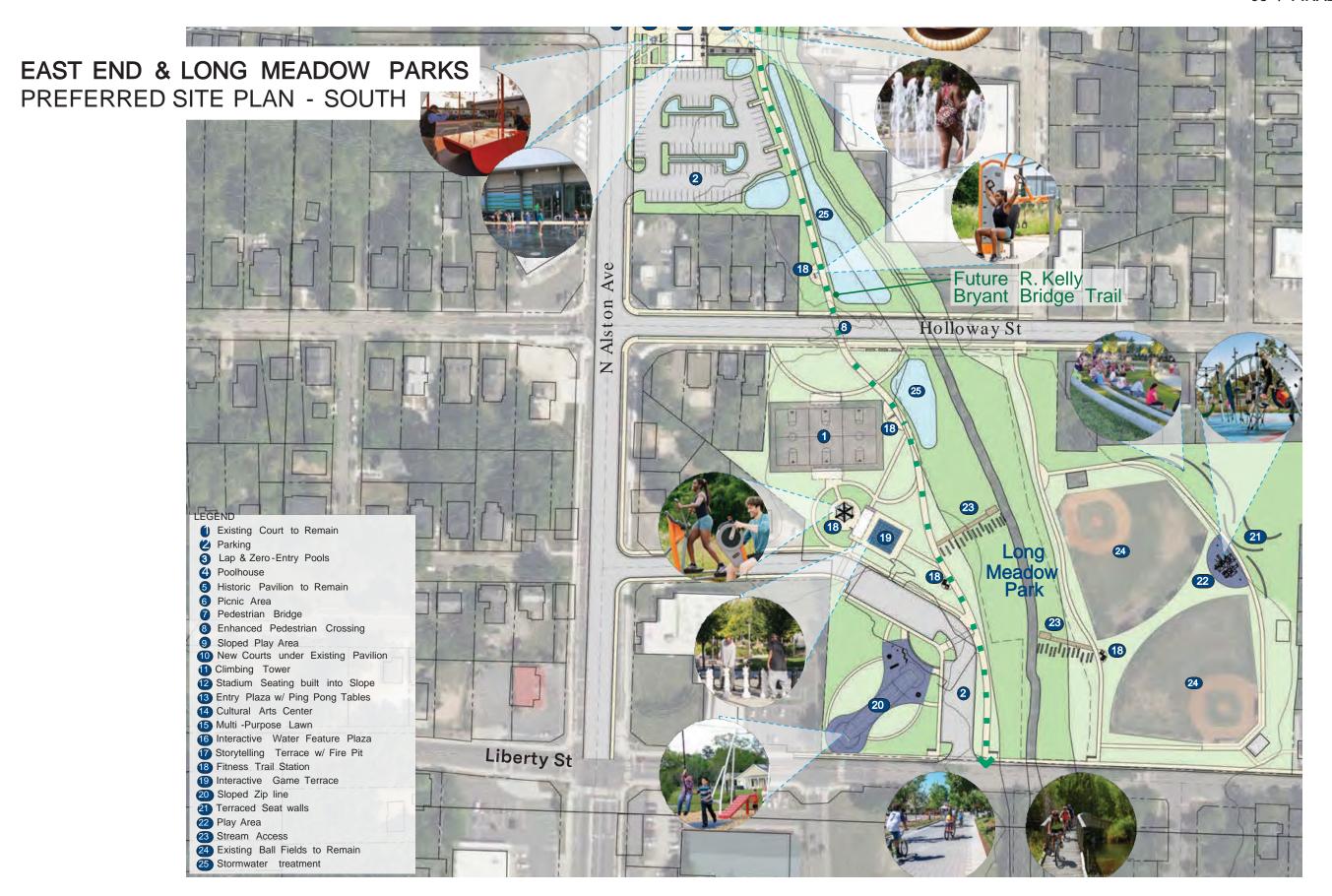














# FORMER WHEELS FUN PARK PREFERRED SITE PLAN



















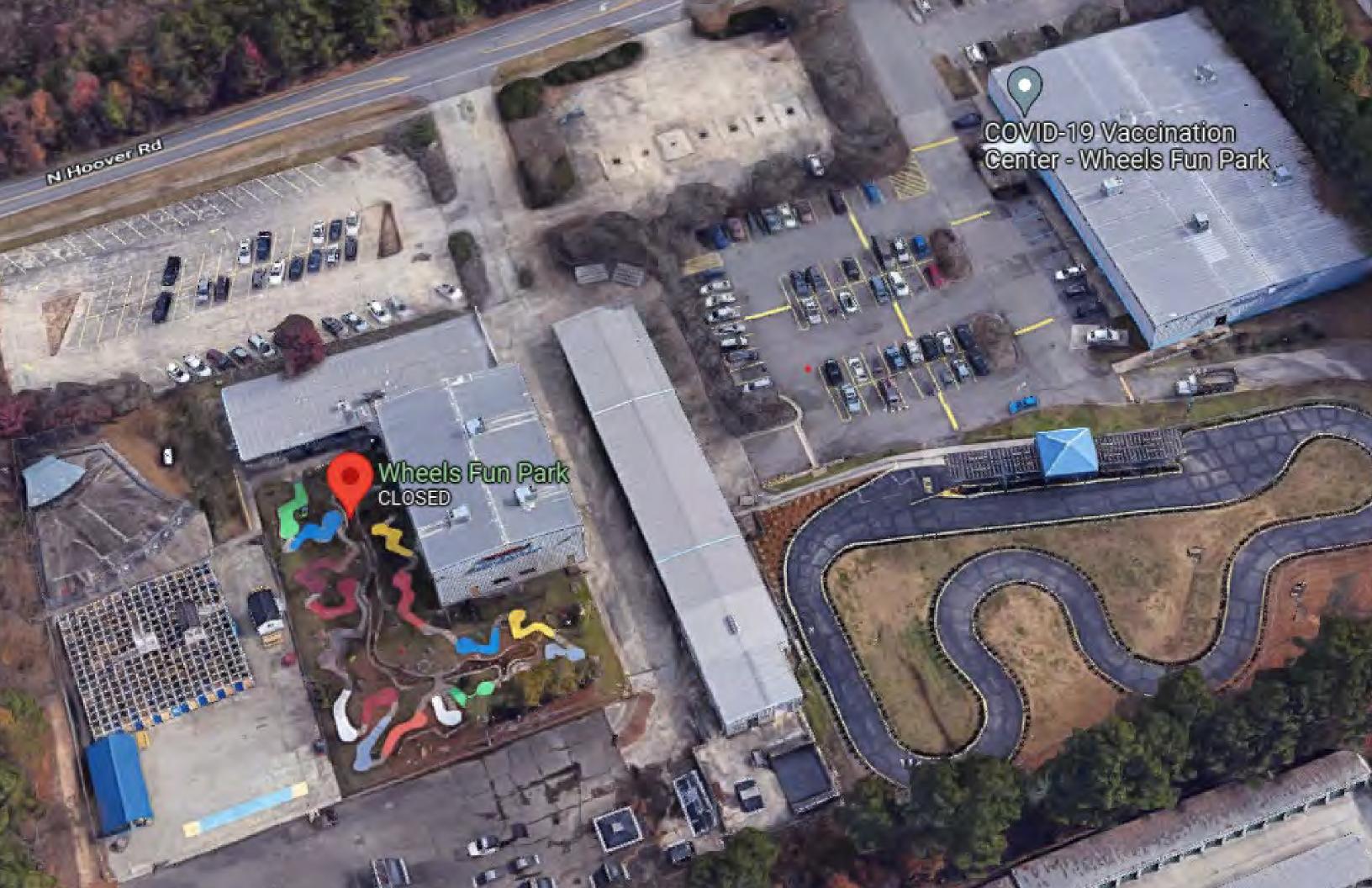




## FORMER WHEELS FUN PARK

- PRESERVES WHEELS FUN INDOOR SKATING RINK
- PROVIDES LARGE OUTDOOR AQUATIC CENTER
- PROPOSES FREE, YEARROUND RECREATION OPPORTUNITIES IN NEW CIVIC SPACE













### COST OPINION SUMMARY

# East End | Long Meadow Parks

	TOTAL \$39,800,000
Owner Soft Costs	\$300,000
Design Fees	\$5,500,000
Construction Costs	\$34,000,000

### Former Wheels Fun Park

	TOTAL \$41,000,000	
Owner Soft Costs	\$400,000	
Design Fees	\$5,600,000	
Construction Costs	\$35,000,000	

## **NEXT STEPS**

PARCEL DEDICATION

 ABANDON R.O.W AT GILBERT ST

- PROCURE SURVEYS

 COORDINATE W/ R.
 KELLY BRYANT BRIDGE TRAIL CONSTRUCTION

