PARKS AND RECREATION
MASTER PLAN UPDATE

For the Town of Pleasant Garden
North Carolina

February 6, 2018
Adopted

1730 Varsity Drive – Raleigh, NC 27606 – 919.233.8091
McKim & Creed Project #07083.0004
ACKNOWLEDGMENTS
The Town of Pleasant Garden appointed a Master Plan Committee to direct the initial Comprehensive Parks and Recreation Master Plan. This committee is comprised of the following individuals.

Les Dula  
Bill Greene  
Dean Maddox  
Alan Marshall  
David Seel  
Carla Strickland

Assistance was provided by Kim Vazquez, Assistant Town Clerk to coordinate public involvement and schedule meetings.

ELECTED OFFICIALS
Carla Strickland, Mayor  
Ron Surgeon, Mayor Pro Tem  
Jamie Lockhart, Council Member  
Dean Maddox, Council Member  
Alan Marshall, Council Member

LONG-RANGE PLANNING BOARD
David Seel  
Chris Brannock  
Jeremy Hinshaw  
Roger Pike

RECREATION BOARD
Sharon Evans  
Robyn Holder  
Brent Lewis  
Lisa G. Marion  
Cheryl Pillow  
Kim Rayle  
Cyndi Rice  
Lisa Rierson

The Master Plan Update has been directed by Jason Petersen, Parks, Recreation and Facilities Director. Assistance was provided by Tracy Cooper, Assistant Town Clerk to coordinate public involvement and schedule meetings.
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EXECUTIVE SUMMARY

Purpose of the Plan Update
The update to the first Comprehensive Parks and Recreation Master Plan undertaken by the Town of Pleasant Garden has been inspired with the acquisition of the Pleasant Garden Community Center (PGCC). The Town recognizes the opportunities that PGCC offers to the community to meet the unmet recreation needs identified in the initial Comprehensive Master Plan. The update fortifies the foundation for numerous funding opportunities available to the community through private, local, state and federal channels.

This planning document creates a plan to identify and address the met and unmet recreation needs of the community and the surrounding recreation service area as they relate to parks and recreation programs and facilities for a planning period ending in 2025 and develop a funding strategy to realize the desired goals.

Demographic and Sociological Factors
Income - The estimated median household income in 2012 was $66,103 as compared with the North Carolina median household income of $50,317.

Quality of Life Index - 2012 the index in Pleasant Garden was 141 as compared to the U.S. index of 100 and the state of North Carolina 149.

The median value owner household in 2012 was $154,754 as compared with the North Carolina median owner household value of $156,319.

Education - The highest education level attained for populations age 25+ for Pleasant Garden indicates that a higher than average number of residents completed high school.

Population Age - The population in the Town of Pleasant Garden has an older median age than the state average. The median resident age in Pleasant Garden (2012) was 45.00 years as compared to the state median of 37.80.

Parks and Recreation Service Area Population Projection

<table>
<thead>
<tr>
<th></th>
<th>1990</th>
<th>2000</th>
<th>2010</th>
<th>2016</th>
<th>2020 (est)</th>
<th>2025 (est)</th>
<th>2030 (est)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3,284</td>
<td>4,714</td>
<td>4,489</td>
<td>4,632</td>
<td>5,225</td>
<td>5,562</td>
<td>5,899</td>
</tr>
</tbody>
</table>

Source: CLRsearch.com and NC Office of State Budget and Management for projected growth
### 2010 Pleasant Garden Population by Race and Ethnicity

<table>
<thead>
<tr>
<th>Race/Ethnicity Category</th>
<th>Pleasant Garden, NC</th>
<th>North Carolina</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Population by Race</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>83.03%</td>
<td>68.65%</td>
<td>71.91%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>10.67%</td>
<td>20.87%</td>
<td>12.01%</td>
</tr>
<tr>
<td>American Indian and Alaska Native</td>
<td>0.62%</td>
<td>1.20%</td>
<td>0.98%</td>
</tr>
<tr>
<td>Asian</td>
<td>0.69%</td>
<td>2.03%</td>
<td>4.51%</td>
</tr>
<tr>
<td>Native Hawaiian and Other Pacific Islander</td>
<td>0.04%</td>
<td>0.08%</td>
<td>0.21%</td>
</tr>
<tr>
<td>Other</td>
<td>4.95%</td>
<td>7.18%</td>
<td>10.38%</td>
</tr>
<tr>
<td><strong>Population by Ethnicity</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Population Hispanic</td>
<td>4.74%</td>
<td>7.47%</td>
<td>16.05%</td>
</tr>
<tr>
<td>Population Non Hispanic</td>
<td>95.26%</td>
<td>92.53%</td>
<td>83.95%</td>
</tr>
</tbody>
</table>

Source: [http://censusviewer.com/city/NC/Pleasant%20Garden](http://censusviewer.com/city/NC/Pleasant%20Garden)

### Current Physical Factors

Today, the Town of Pleasant Garden is a vibrant community offering a variety of activities and special events for residents and visitors of all ages. Every Saturday and Wednesday from June through early September, the Town hosts a Farmers Market featuring local produce and handmade items.

Significant observations defining the Town of Pleasant Garden:
- Youth sports programs including basketball, baseball and soccer.
- Four major town-hosted events which draws local and surrounding community residents.
- A Hallmark Sponsor for the Funfest Event presented by the Southeast Community Foundation which brings 1,000 – 1,500 attendees annually.
- Pleasant Garden borders Guilford County’s Hagan Stone Park
- Active agricultural area
- Community / civic minded citizens as all sports programs / events are organized / run by volunteers.

### Inventory of Existing Facilities

The park and recreation sites and facilities that comprise the Pleasant Garden Park and Recreation System include the following facilities:

- **Town-owned Recreation Facilities**
  - Volunteer Park
  - Town Hall Park including the Farmers’ Market / Picnic Shelter
  - Red Nature Trail
  - Pleasant Garden Community Center Meeting Hall and Baseball Fields
Other Area Facilities used for recreation by Town residents
- Elementary School Gym/ Pleasant Garden Basketball Association
- Greensboro Recreation multipurpose facilities
- Hagan Stone Park
- Pleasant Garden Baptist Family Lifestyle Center
- Pleasant Garden United Methodist Church
- Idol Field at Pleasant Garden Elementary School

Private and semi-private organizations and associations offering recreation programs in Pleasant Garden include the following.
- Elementary School Gym/ Pleasant Garden Basketball Association
- Pleasant Garden Baptist Family Lifestyle Center
- Pleasant Garden United Methodist Church
- Pleasant Garden Community Center

Survey
A park and recreation survey was developed and distributed to residents in the service area as either a hard copy or through the Town’s website. There were 216 surveys completed by the cut-off date and tabulated from approximately 1800 households that received the survey. This documents a 12% return rate from the Pleasant Garden Parks and Recreation service area. There were 162 residents and 39 nonresidents who responded to the question whether or not they are a resident of Pleasant Garden. Approximately 81% of the respondents reside within the Town limits.

The intent of the survey was to gain citizen input regarding their ideas, thoughts, concerns, current participation and opinions in relation to current and future parks and recreation programs and facilities for the Town of Pleasant Garden. A copy of this survey with the results is included in the Appendices. The survey consists of general questions regarding residency, household age groups, as well as recreation and funding preferences. The survey responses were representative of household perceptions, opinions and answers as well as the respondent’s information.

Current participation outside town and desired participation to be provided by Town
The following information identifies the top five (5) activities given by respondents to Question 13 “types of recreation activities regularly participated in by household members outside Pleasant Garden.” See Section 12 Appendix A for all survey information.
- Multiple Purpose Building (Instructional Classes) (PGCC now owned by the Town)
- Swimming
- Baseball / softball (PGCC now owned by the Town)
- Golf
- Concerts / theater
The following information identifies the top five (5) activities given by respondents to Question 14, “types of recreation activities and facilities household members would like to see provided by the Town of Pleasant Garden.” See Section 12 Appendix A for all survey information.

- Walking Trails (funded by PARTF grant 2016)
- Dog Park (funded by PARTF grant 2016)
- Swimming Facility
- Disc Golf (funded by PARTF grant 2016)
- Bike Trails, Tennis Court and Outdoor Basketball

Public / Administrative Input

Public input is vital to the success of the Comprehensive Master Plan. There were several opportunities to gain public input as well as to collect data for the Master Plan. The primary methods of public participation were as follows:

- Park and Recreation Survey (Section 5)
- Focus Groups
- Map Workshop

Focus Group Meetings

Three focus group meetings were held with stakeholders and private recreation providers as well as concerned and interested citizens of the community. Two of the meetings were held at Town Hall and specific members of the community were invited to attend as well as a public announcement for the meeting. The third focus group was held at the Bethlehem United Methodist Church as part of the Lions Club monthly meeting. A list of attendees, questions, and answers are included in Section 12 Appendix B.

The general consensus of all three focus group meetings is that there is a lot to do in the Town of Pleasant Garden if you know where to look. There are many recreation program offerings in the community available from private providers. These providers include the Pleasant Garden Community Center, local Churches and private athletic associations such as the Pleasant Garden Basketball Association. The programs offered by these organizations are not limited to residents of Pleasant Garden and members of congregations, but are available to anyone who wants to participate. There is a lack of communication of available program offerings within the community and it has been identified in the focus group meetings that there is a need for a common clearinghouse of program offerings by these organizations. There was a consistent appeal in the focus group meetings for the Town not to duplicate recreation programs and facilities that are already available to the public through these private organizations.

Map Workshop

The Town of Pleasant Garden sponsored a community cookout to attract members of the community to participate in a Map Workshop. More than 84 participants shared their thoughts and ideas with the project team by making comments on a 15’ x 25’ floor map. Points of consensus and contention were identified as they relate to parks and recreation programs and facilities. Participants were asked to express their thoughts and ideas directly on the map or easels located around the room.
Recreation Planning and Programming Policies
There is currently limited recognition of parks and recreation in the Town’s Ordinances however, the Town Ordinances have a chapter reserved for future codification associated with Parks and Recreation. The Town has established under its ordinances a Recreation Board. According to the Town Ordinances, the purpose and primary charge of the Recreation Board is to provide a variety of recreational and educational activities for residents of Pleasant Garden. In consideration of the development of new programs, the Board shall determine suitable availability of space designated for such programs.

Parks and Recreation Policies and Standards
Establishing a Facilities Vocabulary - As the Town of Pleasant Garden continues to expand its recreation system, the Town will use the established guidelines from this document to direct future parks and recreation resources and facilities. Developing a vocabulary of recreational facilities and areas is the first step of any parks and recreation planning tool. A common set of terms provides the necessary structure for developers, Town staff, and park planners to communicate and plan for the appropriate recreation area. In Section 4, Inventory and Evaluation of Existing Facilities, these terms have been applied to the existing recreational facilities in the Town of Pleasant Garden. Each of the definitions has been worded in a way to be incorporated into the Town’s Development Ordinance.

Unmet Needs
Potential Programs and Activities
Based on the information gathered from the public participation process, some new program ideas and concepts have presented themselves as unmet needs. Two general categories of needs for programs and activities include supervised or instructed programs and self-directed activities. The unranked lists that follow are some of the activities that fit within the scope of services currently provided that are identified within the data as unmet needs:

Self-Directed Activities
- Bike Lanes
- BMX Facility / Bike Trails
- Walking Trails, Sidewalks and Greenways *(funded by PARTF grant 2016)*
- Skateboard Park
- Tennis
- Girls Volleyball
- Outdoor Basketball
- Amphitheater – Movies in the Park / Concerts
- Disc Golf *(funded by PARTF grant 2016)*
- Dog Park *(funded by PARTF grant 2016)*
- Playground *(funded by PARTF grant 2016)*
- Swimming
Supervised and Instructed Activities and Programs
- Senior Citizen Activities – Courses, Singles Meet-and-Greet, Bus Trips
- Multiple-purpose building for instructional classes (PGCC now owned by the Town)
- Dancing
- Fitness Classes - Aerobics, Zumba, Tae Won Do, Karate, Exercise
- Clubs – Computer, Bible Study, Astronomy

Programs and Activities
As expressed through a variety of input mechanisms, the highest demand for parks and recreation programming is in the following areas:
- Add covered outdoor courts for basketball and volleyball at the Town Hall Complex / Volunteer Park
- Develop youth girl basketball and volleyball league
- Add an amphitheater for movie nights and outdoor performances at Town Hall Complex / Volunteer Park
- Promote additional programs to more effectively use athletic fields at Volunteer Park such as lacrosse, field hockey and football
- Encourage the development of a historic museum at Town Hall
- Create policies and procedures for citizens to make donations to Pleasant Garden
- Incorporate programming that takes advantage of Hagan Stone Park such as extreme bike trails and the new 250-acre conservation area purchased through Guilford County open space bond program that is adjacent to Hagan Stone Park
- All data sources indicated an overwhelming demand for more diversified programming that does not duplicate what is provided in the private sector.
- Expand communications/publicity to increase visibility of recreation offerings
- Seek partnerships and sponsorships that will alleviate some of the financial burden in providing the increased demand for Town-operated parks and recreation programs
- Continue aggressive grant-seeking efforts
- There is a community willingness to pay for quality facilities and programs through participation fees and federal and state matching grant programs.
- Create a policy by which individuals could donate lands or funds for future recreation use

Programs and Activities Completed since 2013
- Create a paved walking trail at the Town Hall Complex connecting Volunteer Park with Town Hall. The trail has been constructed and includes exercise stations.
- Establish a maintenance program to improve playability of athletic fields at Volunteer Park. Funding has been provided through PARTF to grade and reseed fields to improve playability and safety.
- Create a part-time / volunteer position for a Park and Recreation Program Coordinator. The Town has created a full time Parks, Recreation and Facilities Director position.
- Continue aggressive grant-seeking efforts. The Town has successful applied and received North Carolina grant to improve parking at PGCC and a PARTF for Town Hall and Volunteer Park improvements including a dog park and disc golf course.
Top Plan Recommendations

- Create a clearinghouse of available recreation programs offered in the community by private and semi-private organizations and associations. Provide opportunity for citizens to access recreation program information through newsletter, mayor telephone message and town website.

- Continue to develop Town Hall Complex / Volunteer Park through an aggressive grant writing program to meet the current recreation needs for athletic fields and a place for residents to gather and celebrate as a community. Be aware of opportunities to acquire adjacent property. Leverage the Town’s greenway funding from the STPDA funds as a match for the Town Hall Complex / Volunteer Park PARTF grant application.
  
  *The Town has received a grant from the state of North Carolina to provide paved parking including handicap parking and walkway at Pleasant Garden Community Center as well as successful application of a PARTF grant to make improvements at Town Hall and Volunteer Park.*

- Create a part-time / volunteer position for a Park and Recreation Program Coordinator to promote community recreation activities and create an ad campaign in the Southeast Guilford County Lifestyle.
  
  *The Town created a full time Parks, Recreation and Facilities Director position to improve maintenance and programming of Town recreation facilities.*

- Expand the Town’s grant writing program to explore opportunities for non-traditional funding sources by developing public private partnerships to satisfy the communities unmet recreation needs.
  
  *The Town continues to actively pursue a wide variety of funding sources.*

- Explore opportunities to work with Guilford County to offer programs and utilize the resources of Hagan Stone Park and the adjacent 250 acres acquired as conservation land.

- Develop and promote a policy to encourage land acquisition and donation opportunities for recreation including mini parks, neighborhood parks, and greenways.
  
  *The Town acquired Pleasant Garden Community Center through a land acquisition and donation process with Pleasant Garden Community Center, Inc.*
SECTION 1
COMPREHENSIVE PLAN UPDATE PURPOSE STATEMENT

INTRODUCTION
The update to the first Comprehensive Parks and Recreation Master Plan undertaken by the Town of Pleasant Garden has been inspired with the acquisition of the Pleasant Garden Community Center (PGCC). The Town recognizes the opportunities that PGCC offers to the community to meet the unmet recreation needs identified in the initial Comprehensive Master Plan. The update fortifies the foundation for numerous funding opportunities available to the community through private, local, state and federal channels.

This planning document creates a plan to identify and address the met and unmet recreation needs of the community and the surrounding recreation service area as they relate to parks and recreation programs and facilities for a planning period ending in 2025 and develop a funding strategy to realize the desired goals.

Benefits of Parks and Recreation
There are numerous benefits of parks and recreation and they differ between communities, but in each community opportunities for recreation help define the quality of life for its citizens. As part of their community services, the Town of Pleasant Garden provides a permanent home at the Town Hall Complex for the Pleasant Garden Farmers’ Market. The Town has created recreation opportunities for its citizens through the development of Volunteer Park with spring and fall soccer programs. The Town recently received a PARTF grant for Town Hall and Volunteer Parks to create additional recreation activities including walking trails, disc golf and a dog park.

With the acquisition of PGCC the Town can offer indoor programming at the community center and expand the baseball and softball program opportunities for the athletic fields. The Town sponsors an Independence Day Celebration, Pet Day, Veterans Appreciation Day and the Christmas Parade. The following is an abbreviated list of benefits compiled from various Parks and Recreation professionals.

- Civic identity and pride
- Protection of natural environment
- Increases property values and tax revenues
- Community visual appeal and function
- Develops strong communities
- Basic services to poorer residents
- Individual growth and development
- Community using regularly
- Avoidance of costly damage due to mismanagement of the ecological system
- Reduces health problems and costs
• Integrates disabled, disadvantaged and socially alienated
• Job creation
• Percent of population who might use
• Assists tourist industry
• Attracts industry
• Prepares individual to cooperate with others
• Opportunities for under-employed
• Saves property owner expense
• Stimulates leisure retail industry

GOALS AND OBJECTIVES
The purpose of the comprehensive master plan for recreation includes the following:
• Inventory the existing programs and facilities
• Determine the Town’s unmet recreation needs through a public participation process
• Establish the foundation to improve the Town’s park and recreation system by making recommendations to enhance and expand recreation facilities, programs, and policies to meet the future recreation needs of its citizens.

The plan addresses the recreation needs for the citizens of Pleasant Garden as they relate to programs and facilities through 2025. These needs were identified through a public participation process that included the following:
• Public opinion survey
• Focus group meetings
• Public participation workshop
• Presentations to Town Council, Long Range Planning Board and Recreation Board
• Input from Town employees as well as elected officials

The process compares existing facilities and programs to the recreation needs of the community as identified from the public input. The population projection through 2025 is growing at a rate of 1.5% annually. Population of Pleasant Garden in 2010 was 4,489 and it is projected to grow to 5,562 by year 2025. The Comprehensive Parks and Recreation Master Plan provides the Town with a planning tool to guide them through the process of meeting the increasing demands for recreation programs, facilities, and services.
SECTION 2
DEMOGRAPHIC AND SOCIOLICAL FACTORS

ECONOMY

Major employers of Pleasant Garden residents are:
- FedEx
- Guilford County Government
- Mack Trucks

Local industry plays an important role in parks and recreation by supporting and advocating for these programs and facilities.

Most common industries in Pleasant Garden (2005 – 2009) are:
- Manufacturing (21%)
- Construction (19%)
- Transportation and warehousing (10%)
- Wholesale trade (8%)
- Retail trade (8%)
- Real estate and rental and leasing (5%)
- Administrative and support and waste management services (5%)

### Table 2-1: Employment by Industry for Civilian Population (Age 16+)

<table>
<thead>
<tr>
<th>Industry</th>
<th>Pleasant Garden, NC 27313</th>
<th>North Carolina</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture, Forestry, Fishing and Hunting</td>
<td>3.04%</td>
<td>1.28%</td>
<td>1.35%</td>
</tr>
<tr>
<td>Mining</td>
<td>0.25%</td>
<td>0.12%</td>
<td>0.52%</td>
</tr>
<tr>
<td>Construction</td>
<td>8.92%</td>
<td>7.41%</td>
<td>6.45%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>11.65%</td>
<td>12.31%</td>
<td>10.25%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>7.52%</td>
<td>2.90%</td>
<td>2.82%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>10.21%</td>
<td>11.52%</td>
<td>11.28%</td>
</tr>
<tr>
<td>Transportation and Warehousing</td>
<td>3.81%</td>
<td>3.42%</td>
<td>4.14%</td>
</tr>
<tr>
<td>Utilities</td>
<td>1.02%</td>
<td>0.94%</td>
<td>0.88%</td>
</tr>
<tr>
<td>Information</td>
<td>0.79%</td>
<td>1.85%</td>
<td>2.26%</td>
</tr>
<tr>
<td>2012 Employment by Industry for Civilian Population (Age 16+)</td>
<td>Pleasant Garden, NC 27313</td>
<td>North Carolina</td>
<td>United States</td>
</tr>
<tr>
<td>-------------------------------------------------------------</td>
<td>--------------------------</td>
<td>----------------</td>
<td>----------------</td>
</tr>
<tr>
<td>Finance and Insurance</td>
<td>3.88%</td>
<td>4.58%</td>
<td>4.84%</td>
</tr>
<tr>
<td>Real Estate and Rental and Leasing</td>
<td>0.99%</td>
<td>1.93%</td>
<td>1.97%</td>
</tr>
<tr>
<td>Professional and Scientific</td>
<td>3.88%</td>
<td>5.42%</td>
<td>6.53%</td>
</tr>
<tr>
<td>Management</td>
<td>0.46%</td>
<td>0.11%</td>
<td>0.11%</td>
</tr>
<tr>
<td>Administration</td>
<td>4.48%</td>
<td>3.97%</td>
<td>4.11%</td>
</tr>
<tr>
<td>Educational Services</td>
<td>7.56%</td>
<td>9.77%</td>
<td>9.70%</td>
</tr>
<tr>
<td>Health Care and Social Assistance</td>
<td>13.56%</td>
<td>14.09%</td>
<td>13.86%</td>
</tr>
<tr>
<td>Arts, Entertainment and Recreation</td>
<td>1.82%</td>
<td>1.67%</td>
<td>2.06%</td>
</tr>
<tr>
<td>Accommodation and Food Services</td>
<td>5.73%</td>
<td>7.21%</td>
<td>6.91%</td>
</tr>
<tr>
<td>Other Services (Except Public Administration)</td>
<td>7.51%</td>
<td>5.00%</td>
<td>4.92%</td>
</tr>
<tr>
<td>Public Administration</td>
<td>2.92%</td>
<td>4.50%</td>
<td>5.05%</td>
</tr>
</tbody>
</table>

Source: [http://www.clrsearch.com/Pleasant-Garden-Demographics/NC/](http://www.clrsearch.com/Pleasant-Garden-Demographics/NC/)

**Income**
Income - The estimated median household income in 2012 was $66,103 as compared with the North Carolina median household income of $50,317.

**Quality of Life Index**
Quality of Life Index - 2012 the index in Pleasant Garden was 141 as compared to the U.S. index of 100 and the state of North Carolina 149. The median value owner household in 2012 was $154,754 as compared with the North Carolina median owner household value of $156,319.

**Education**
The highest education level attained for populations age 25+ for Pleasant Garden indicates that a higher than average number of residents completed High School. High school education or higher 86.2% (state average 83.6%)

**Population Age**
The population in the Town of Pleasant Garden has an older median age than the state average. The median resident age in Pleasant Garden (2012) was 45.00 years as compared to the state median of 37.80.
Parks and Recreation Service Area Population Projection
The Master Plan is based on a planning period from 2013 through 2025. The following information was published by Census Viewer (http://censusviewer.com/city/NC/Pleasant%20Garden).


The Town of Pleasant Garden historic population and projected population are found in Table 2-2. Population projections are based on historic trending of the Town’s population with the population of Guilford County overall (approximately 16.4% from 2010 through 2020 and 12.9% from 2020 through 2030). It was estimated that the Town of Pleasant Garden will grow at the same rate as the County for the next 20 years. Based on this estimation, estimates for growth for the community follow:

Table 2-2: Town of Pleasant Garden Population Projections

<table>
<thead>
<tr>
<th></th>
<th>1990</th>
<th>2000</th>
<th>2010</th>
<th>2016</th>
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<td>4,714</td>
<td>4,489</td>
<td>4,632</td>
<td>5,225</td>
<td>5,562</td>
<td>5,899</td>
</tr>
</tbody>
</table>

Source: CLRsearch.com and NC Office of State Budget and Management for projected growth

The average household size in Pleasant Garden was estimated to be 2.52 residents. At this ratio of residents per household the number of households in Pleasant Garden was estimated 1,781 in 2010, 2,073 in 2020, and 2,207 in 2025.

The profile of the general demographic characteristics by age for 2012 from CLRsearch.com follows in Table 2-3:

Table 2-3: Comparison of Demographic Population by Age

<table>
<thead>
<tr>
<th>2012 Population by Age</th>
<th>Pleasant Garden, NC 27313</th>
<th>North Carolina</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Age</td>
<td>45.00</td>
<td>37.80</td>
<td>37.50</td>
</tr>
<tr>
<td>Age 0 to 5</td>
<td>5.60%</td>
<td>7.67%</td>
<td>7.55%</td>
</tr>
<tr>
<td>Age 6 to 11</td>
<td>7.35%</td>
<td>8.00%</td>
<td>7.94%</td>
</tr>
<tr>
<td>Age 12 to 17</td>
<td>7.69%</td>
<td>8.03%</td>
<td>8.26%</td>
</tr>
<tr>
<td>Age 18 to 24</td>
<td>7.19%</td>
<td>9.81%</td>
<td>9.99%</td>
</tr>
<tr>
<td>Age 25 to 34</td>
<td>8.19%</td>
<td>12.73%</td>
<td>13.08%</td>
</tr>
<tr>
<td>Age 35 to 44</td>
<td>13.82%</td>
<td>13.69%</td>
<td>12.94%</td>
</tr>
<tr>
<td>Age Group</td>
<td>Pleasant Garden, NC 27313</td>
<td>North Carolina</td>
<td>United States</td>
</tr>
<tr>
<td>-------------------</td>
<td>---------------------------</td>
<td>----------------</td>
<td>---------------</td>
</tr>
<tr>
<td>Age 45 to 54</td>
<td>16.98%</td>
<td>14.49%</td>
<td>14.64%</td>
</tr>
<tr>
<td>Age 55 to 64</td>
<td>16.15%</td>
<td>12.43%</td>
<td>12.43%</td>
</tr>
<tr>
<td>Age 65 to 74</td>
<td>10.50%</td>
<td>7.69%</td>
<td>7.29%</td>
</tr>
<tr>
<td>Age 75 to 84</td>
<td>4.78%</td>
<td>3.94%</td>
<td>4.11%</td>
</tr>
<tr>
<td>Age 85+</td>
<td>1.75%</td>
<td>1.53%</td>
<td>1.77%</td>
</tr>
</tbody>
</table>

Source: CLRsearch.com

These estimated numbers reveal the following age group brackets and their percentage with the total Town population:

- Children / Youth 17 and under: 20.64%
- Young adults 18 – 34: 15.38%
- Adults 35 – 64: 46.95%
- Senior Citizens 65+: 17.03%

This categorization indicates that more than 80% of the population within the Town is an adult 18-years and older and helps to reveal where the next shift in population age will likely occur. As adults age into retirement, there will be a need for additional facilities and resources that will satisfy their specific needs. Passive recreation, classroom space and a senior center are all examples of facilities that may be needed.

As populations increase, so do the demands for additional recreation programs and facilities. Today, communities promote their “quality of life” such as low crime rates, good schools and ample parks. Parks that are connected with a system of greenways encourage walking and biking to the nearest park, grocery store, or school rather than driving. Multi-use trails satisfy citizen demands for a place to exercise and socialize as well as serve as a conduit for alternative transportation routes to work.
Demographic characteristics by race and ethnicity for the 2012 population data from CLRsearch.com follows in Table 2-4.

### Table 2-4: 2010 Pleasant Garden Population by Race and Ethnicity

<table>
<thead>
<tr>
<th>2012 Population by Race and Ethnicity</th>
<th>Pleasant Garden, NC 27313</th>
<th>North Carolina</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population by Race</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White Population</td>
<td>87.20%</td>
<td>67.49%</td>
<td>71.71%</td>
</tr>
<tr>
<td>Black or African American Population</td>
<td>7.90%</td>
<td>21.87%</td>
<td>12.86%</td>
</tr>
<tr>
<td>American Indian and Alaska Native Population</td>
<td>0.96%</td>
<td>1.30%</td>
<td>0.96%</td>
</tr>
<tr>
<td>Asian Population</td>
<td>0.67%</td>
<td>2.47%</td>
<td>5.30%</td>
</tr>
<tr>
<td>Multi-racial Population</td>
<td>2.04%</td>
<td>2.34%</td>
<td>3.13%</td>
</tr>
<tr>
<td>Other Population</td>
<td>1.23%</td>
<td>4.54%</td>
<td>6.05%</td>
</tr>
<tr>
<td>Population by Ethnicity</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Population Hispanic</td>
<td>2.84%</td>
<td>8.84%</td>
<td>16.91%</td>
</tr>
<tr>
<td>Population Non Hispanic</td>
<td>97.16%</td>
<td>91.16%</td>
<td>83.09%</td>
</tr>
</tbody>
</table>

Source: [http://censusviewer.com/city/NC/Pleasant%20Garden](http://censusviewer.com/city/NC/Pleasant%20Garden)

**Race versus Ethnicity**
According to the Census, race and ethnicity are considered two separate and distinct identities. Hispanic or Latino origin is asked as a separate question and categorized under ethnicity. In addition to their race and/or races, all respondents are categorized by one of two ethnicities, which are “Hispanic” and “Non Hispanic”.

**Hispanic Ethnicity**
According to the Census, people of Hispanic origin were those who indicated that their origin was Mexican, Puerto Rican, Cuban, Central or South American or some other Hispanic origin. It should be noted that people of Hispanic origin may be of any race.
SECTION 3
CURRENT AND PROJECTED PHYSICAL FACTORS

THE TOWN OF PLEASANT GARDEN
On its website, the Town of Pleasant Garden states it “is a community of people working together and serving one another creating a lasting quality of life for everyone.” This spirit of commitment to the community and its citizens dates back to the early 1900s (long before the Town was incorporated in 1997) when it was among the first communities in the State of North Carolina to vote to pay a special tax to establish a public high school. Later in 1962, the Community Center was organized to provide recreational opportunities for youth and adults.

PLEASANT GARDEN TOWN CHARTER (from Website)
The Town of Pleasant Garden was incorporated and its charter dates back to 1997. It contains the following excerpts “The inhabitants of the Town of Pleasant Garden are a body corporate and politic under the name “Town of Pleasant Garden”. Under that name they have all the powers, duties, rights, privileges, and immunities conferred and imposed on cities by the general law of North Carolina.”

ORIGIN
In 1796 pioneers from Pennsylvania, Maryland, and Delaware established the Pleasant Garden Methodist Episcopal Church (today known as Pleasant Garden United Methodist Church). The community was located in Fentress Township, one of 18 townships making up Guilford County. The Town is named after Fredrick Fentress in whose home the original post office was opened. Pleasant Garden was incorporated in 1997.

TODAY
Today, the Town of Pleasant Garden is a vibrant community offering a variety of activities and special events for residents and visitors of all ages. Every Saturday and Wednesday from June through early September, the Town hosts a Farmers Market featuring local produce and handmade items;

Significant observations defining the Town of Pleasant Garden
- Youth sports programs including basketball, baseball and soccer.
- Four major town-hosted events which draws local and surrounding community residents.
- A Hallmark Sponsor for the Funfest Event presented by the Southeast Community Foundation which brings 1,000 – 1,500 attendees annually.
- Pleasant Garden borders Guilford County’s Hagan Stone Park
- Active agricultural area
- Community / civic minded citizens as all sports programs / events are organized / run by volunteers.

McKim & Creed  Adopted February 6, 2018  Section 3-1
TRANSPORTATION

Highways and Roads
Pleasant Garden is located in Guilford County approximately 10 miles southeast of the City of Greensboro. See Figure 3-1 for vicinity map. Major highways are Interstate 85, U.S. 421 South toward Sanford, U.S. 220 South towards Asheboro and NC Highway 62 that runs east-west south of the Town connecting I-73 with U.S. 421.

Railroads
Pleasant Garden has two (2) Amtrak stations within 20 miles of the Town located in Greensboro and High Point. Norfolk and Southern Railroad runs through the center of town and once served two large manufacturing facilities with rail sidings.

Airports
Pleasant Garden is served by Piedmont Triad International Airport located 14 miles northwest in Greensboro, Asheboro Regional Airport (16 miles), Burlington-Alamance Regional Airport (17 miles) and Siler City Municipal Airport (18 miles). Causey airport is located southeast of Pleasant Garden off old 421.

PLEASANT GARDEN SCHOOLS
- Pleasant Garden Elementary School

AREA SCHOOLS
Students living in the Town of Pleasant Garden attend the following area schools.
- Southern Elementary (Greensboro)
- Southeast Middle School (Greensboro)
- Southeast High School (Greensboro)
- Southern High School (Greensboro)
Students living in Pleasant Garden attend schools within the Guilford County School System. Schools in Greensboro are each listed as “2011-2012 Schools of Distinction” and Southern High is also listed as US News & World Report Best High Schools (2013) Silver winner. All schools including Pleasant Garden Elementary are listed as National District of Character schools.

**PHYSICAL LIMITS**
SECTION 4
INVENTORY OF EXISTING FACILITIES

EXISTING PLEASANT GARDEN PARKS AND RECREATION SITES
The existing recreation and park sites within the Town have been evaluated based on their facilities, function, safety, overall accessibility, as well as other criteria. These initial reviews serve as a record of the components of each recreation and park site. Their strengths and weaknesses, as well as a compilation of opportunities and constraints as reviewed by the project team, are included in this section. The park and recreation sites and facilities that comprise the Pleasant Garden Park and Recreation System include the following facilities:

Town Owned Recreation Facilities
- Volunteer Park
- Town Hall Park - Farmers’ Market / Picnic Shelter
- Red Nature Trail
- Pleasant Garden Community Center (PGCC)

Other Area Facilities used for recreation by Town residents
- Elementary School Gym/ Pleasant Garden Basketball Association
- Greensboro Recreation Multipurpose Facilities
- Hagan Stone Park
- Pleasant Garden Baptist Family Lifestyle Center
- Pleasant Garden United Methodist Church
- Idol Field at Pleasant Garden Elementary School

Volunteer Park
OVERALL SITE LOCATION MAP
Mini Parks
There are no Mini Parks currently in Pleasant Garden.

Neighborhood Parks
There are no Neighborhood Parks currently in Pleasant Garden.

Community Parks

**Volunteer Park / Town Hall Park** was constructed in 2005 to provide multi-purpose sports fields for the community. In September 2007, the Town of Pleasant Garden asked the Piedmont Triad Council of Governments (PTCOG) to assist with recommendations on additional development of the 48-acre Town Hall site. Referred to as the Town Hall Site Plan, the Plan provides recommendations for how the 48-acre site can best and most efficiently be developed, used and managed in the future.

Active uses on the site include the Kirkman Municipal Building (Town Hall), picnic shelter, nature trail and athletic fields. Prior to the Plan’s inception, the soccer fields were constructed in 2005 with approximately a 1,000 kids per year playing in the spring and fall soccer seasons. In 2011, a gravel parking lot was constructed at the fields with drainage areas and sidewalks. To date, only the Town Soccer Program utilizes the fields.

The fields were named “Volunteer Park” in 2012. The Town Council began to refer to the fields as athletic fields to begin to think in terms of multi-purpose uses during soccer off-seasons such as football or lacrosse. The Town has constructed a restroom and a concession facility at the fields to improve service for visitors.
Existing Facilities:

- Athletic Fields
- Gravel Parking
- Stormwater Detention
- Picnic Shelter / Farmers’ Market
- Gazebo
- Natural Surface Walking Trail
- Town Hall / Community Building
- Restroom building
Future Facilities: (proposed facilities from the PARTF grant site plan)

- Fitness trail
- Playgrounds (2)
- Natural surface walking trail
- horseshoe, bocce, shuffleboard
- Disc Golf
- Dog Park

Size: 48 acres
Type: Community Park

General Opportunities and Constraints Evaluations:
Continued development of Town Hall and Volunteer Parks offers tremendous opportunities to enhance the sense of community and become the social and civic hub of the Town of Pleasant Garden and surrounding areas.
Pleasant Garden Community Center (PGCC) was acquired by the Town of Pleasant Garden from the Pleasant Garden Community Center, Inc. in 2016. It is located on 22.1 acres at the southwest corner of the intersection of Ryegate Drive and Alliance Church Road. The Park’s physical address is 5024 Alliance Church Road. The location is within .25 miles of Volunteer Park, Town Hall Park and the Pleasant Garden Municipal Building. The existing facilities include 6 baseball fields, gravel and asphalt parking, playground, picnic shelter, concession stand and 5,680 s.f. community building as well as a 1,000 s.f. brick structure locally known as the Turkey Shoot Building. Within months of the acquisition the Town of Pleasant Garden secured a grant from the state of North Carolina to provide 30 paved parking spaces as well as 8 spaces designated for handicap parking and a concrete walkway connecting the parking with fields #5 and #6.

The Town has prepared a master plan to improve the facility and will submit for a PARTF grant in May of 2018. Proposed improvements include renovation and expansion of the 6 existing baseball fields, renovation of the Turkey Shoot Building for ADA restrooms, ADA parking and sidewalk to restroom and fields, playground renovation, picnic shelter renovation, batting cage, and sand volleyball courts. Field renovation involves lengthening ball fields where possible, replacing current infields with clay infield mix, lighting, signs and fencing. The park expansion is to provide additional activities for any age group including addition walking trail, playground expansion, and picnic shelter refurbishment. The proposed improvements will address safety concerns for pedestrians and vehicular circulation patterns. The surrounding land use is predominantly single family homes.

Independence Day Celebration June 25, 2017
Existing Facilities:

- 6 Baseball / softball fields
- Gravel / paved parking
- Picnic Shelter
- Playground
- Dr. F.B. Nowlan Building
- Turkey Shoot Building
- Concession Building
Future Facilities: (proposed site plan for PARTF application May 2018)
- Renovate Baseball / Softball fields
- Renovate Turkey Shoot Building
- Renovate Dr. F.B. Nowlan Building
- Sand volleyball courts
- Miracle League Field
- Enhanced parking and walkways

Size:
22.1 acres

Type:
Community Park

General Opportunities and Constraints Evaluations:
PGCC provides the Town opportunities to enhance recreation programming utilizing the Nowlan Building as well as the existing baseball and softball fields. Improved programming will satisfy unmet recreation needs and enhance recreation offerings to a more diverse population.
District Parks

Hagan-Stone Park is a 409-acre park located in southeast Guilford County. It is known for its cross country trails; the park hosts various high school and college meets in the fall of the year. The park is owned and operated by Guilford County. It is located adjacent to the town limits and is visited by 85% of the residents who responded to the recreation survey.

History
At a time when progress was symbolized by a bulldozer, Anne Hagan waged a relentless battle to save the trees and beauty spots in a garden club city. During this same time, Joseph Stone, a grand man of the outdoors, fought to conserve land. In 1964, when a regional park was established near Pleasant Garden, it was fitting that it be named Hagan-Stone Park, honoring Anne Hagan and Joseph Stone. Today Hagan-Stone Park is a scenic 409 acre wildlife refuge and recreational facility. Hagan-Stone offers recreational activities for all walks of life and diverse interests.

Master Plan
Public meetings were held to get input from residents as to what they would like to see happen over the next 25-30 years at Hagan-Stone Park. As a result of these meetings, a draft Master Plan for the facility has been created.
School Sites/Other Recreation Opportunities
Pleasant Garden Elementary is the only school located within the Town. This school site has soccer fields and playgrounds as well as indoor gymnasium used by the Pleasant Garden Basketball Association. There are no schools proposed to be constructed within the town limits.

Existing Recreation Staff
The Town has created a full time position of Parks, Recreation and Facilities Director. The Director performs professional maintenance, supervision, construction and programming related to Town-owned properties. This includes, but is not limited to, the Town Hall Property, Volunteer Park and the Pleasant Garden Community Center. The position plans, organizes, markets and promotes, administers and supervises all athletic and recreational activities on Town-owned property. The Director coordinates with citizens, community groups, volunteers and agencies to satisfy the recreation needs of the community.

Greenways
The Town of Pleasant Garden does not currently have a greenway system. The Town was approved for a NCDOT Bicycle-Pedestrian Grant in the amount of $32,000 with the town’s match of $8,000. The town is developing a master plan to provide a bicycle-pedestrian greenway system that will connect Town Hall to downtown as well as promote shared bike lanes throughout the community connecting schools, businesses, Town Hall, Volunteer Park, Pleasant Garden Community Center and Hagan Stone Park.

The greenway between Town Hall and Volunteer Park has been constructed. The walkway has been enhanced with fitness stations.

Private Recreation Facilities
There are several private entities that offer a wide variety of recreation programs.

These private groups include the following:
- Pleasant Garden United Methodist Church
- Pleasant Garden Baptist Church
- Pleasant Garden Basketball Association

EXISTING PLEASANT GARDEN RECREATION PROGRAMS
Currently the Town’s Recreation Board is responsible for developing and working with administrative staff to plan and implement recreation programs. These include the following:

- Christmas Parade
- Farmers’ Market
- Independence Day Celebration
- Pet Day
- Veterans’ Appreciation Day
- Pleasant Garden 5K

The Town Hall grounds are also available for other recreational activities and community gatherings.
PRIVATE RECREATION PROGRAMS

Pleasant Garden UMC,
PO Box 188 (4834 Pleasant Garden Rd.)
Pleasant Garden, NC 27313
Phone: (336) 674-5711

Pleasant Garden UMC ministries and activities:

- Community Food Distribution Center – staffed by volunteers and available to help individuals and families in need.
- Helping Hands - provides transportation to take people to doctor, church and pharmacy – as needed.
- Backpack lunches for local school children – through Pleasant Garden Elementary School.
- Provide meals for families at Thanksgiving.
- Giving Tree at Christmas – gifts and food for families in need.
- Mobile Meal Delivery - 2 routes staffed by volunteers each month.
- Angel Gang Support group - Support for those going through life changing events or serious health problems - includes prayer shawl ministry group - meets 2nd Monday of each month.
- Pastor's Discretionary Fund – supported by special gifts and contributions received during communion services – used to assist persons/families in need.
- Home School Group – weekly joint learning activities using church facilities.
- Brownie Scouts and Junior Girl Scouts – both groups meet Monday evenings 6:30 - 7:45, except for 1st Monday of each month.
- Sponsor one girls' and three boys' basketball teams that play at Pleasant Garden Elementary School community recreation leagues.
- Community Senior Luncheon is held at the Church – meets third Tuesday of each month 10:00 AM – 1:00PM. The luncheon is sponsored by the Town of Pleasant Garden. (For more info, contact the Guilford County Council on Aging.)
- Support for mission team members to Puerto Rico, and domestic disaster response teams – dates vary – contact the church for more info.
- Preparing Flood/Cleaning Buckets – as needed.
- Local Mission Building teams - provide help for small repairs and services such as flipping mattresses, changing light bulbs, building handicap ramps – as needed.
- Community Wednesday Night Dinner – first Wednesday of each month (September – May) – dinner served at 5:30 PM – program follows at 6:00 PM. Not just for church members – anyone is welcome.
- Collect eyeglasses for Lions Club – on-going.
- Prayer and Card Ministry – meets each Wednesday at 2:00 PM.
- Bereavement Committee - provides meals or church receptions for funeral services – as needed.
- Collect labels and box tops for Education – in conjunction with Pleasant Garden Elementary School.
- Vitality Team – planning for hospitality, outreach, and evangelism – meeting dates and times vary.
- Gingerbread houses – First Wednesday of December – open to community – dinner and decoration of Christmas Ginger bread Houses.
- Children’s Easter egg hunt – usually on Palm Sunday afternoon.
- Christmas Party and caroling – December.
- UM Youth – meet first and third Wednesday evenings each month with additional special activities, service projects, and trips.
- Bible Studies and other learning/fellowship opportunities. Dates and times vary. Usually major studies each spring and autumn - often includes Disciple Bible Studies.
- United Methodist Men – 2nd Thursday each month – dinner meeting starts at 6:30 – additional service projects from time to time.
- United Methodist Women – 2 groups – one meets first Sunday of each month at 7:00 PM, the other meets second Monday of each month at 2:00 PM.
- Gospel Music Concert – Late May or Early June – time has not yet been set for 2014.
- Liturgical Dance Team – rehearses Sunday afternoons. (Call church office for specific dates and times for rehearsals and performances.)
- Worship – Contemporary Service at 8:45 AM each Sunday, Traditional Service at 10:55 AM each Sunday.
- Music Ministry: Contemporary Music rehearsal Wednesday evenings at 6:00, Chancel Choir rehearsals Wednesday evenings at 7:00, Handbell Choir rehearsal Wednesday evenings at 8:00, Childrens’ Choir rehearsals Sunday mornings at 9:45. For more information, contact the church office.
Mission trips to West Virginia, Kentucky, Lenoir, Haiti, Jamaica, Moldova, Honduras, Family Life Center includes walking track, fitness room, and gymnasium and are open to the community and church members. Programs include the following activities.

- Family activities
- Upward basketball and cheerleading
- Cheerleading
- Evening fitness program
- Over 16 basketball
- Men’s over - 20 basketball
- Men’s over - 30 basketball
- Silver sneakers – exercise/stretching classes designed for seniors

Gymnasium is a multi-purpose room seating 560 for meal and 900 for stadium seating.
Indoor track (14 laps – 1 mile)
Preschool rooms
Craft room / multi-purpose room
Large multi-purpose rooms (2)

Pleasant Garden Youth Basketball Association
Don Venable – 336.674.0751
http://www.pgbball.com/

Pleasant Garden Basketball Association sponsors games at the Pleasant Garden Elementary School Gymnasium. The association is for boys and girls in the Southeast Guilford School District from ages 6 years through Senior High School.

- Pee Wee Boys
- Junior Boys
- Senior Boys
- Junior Girls
- Senior Girls
SECTION 5
TOWN SURVEY

SURVEY SUMMARY
A park and recreation survey was developed and distributed to residents in the service area as either a hard copy or through the Town’s website. There were 216 surveys completed by the cut-off date and tabulated from approximately 1800 households that received the survey. This documents a 12% return rate from the Pleasant Garden Parks and Recreation service area. There were 162 residents and 39 nonresidents who responded to the question whether or not they are a resident of Pleasant Garden. Approximately 81% of the respondents reside within the Town limits.

The intent of the survey was to gain citizen input regarding their ideas, thoughts, concerns, current participation and opinions in relation to current and future parks and recreation programs and facilities for the Town of Pleasant Garden. A copy of this survey with the results is included in the Appendices. The survey consists of general questions regarding residency, household age groups, as well as recreation and funding preferences. The survey responses were representative of household perceptions, opinions and answers as well as the respondent’s information.

SURVEY RESULTS
The following is a summary of the results of the survey:

Demographic Information
Respondents’ self-reported racial group breakdown:
• 10.2% African American
• .5% Asian/Pacific Islander
• 86.2% Caucasian
• 1.5% Latino/Hispanic
• 1.5% Native American

Resident / Non-resident response rate:
• 80.6% Residents of Pleasant Garden
• 19.4% Non-residents of Pleasant Garden

Female/Male Breakdown of Respondents’ Households
• 289 females with 72% (207) over age 20
• 276 males with 65% (180) over age 20
• 565 total number of persons represented by surveys with 68% over age 20
The following data are responses to survey questions. The percentages given are representative of the total number of responses to each individual question tallied. Each question within the survey has a separate sample of responses due to the non-responses per question. See Section 12 Appendix A for all survey information.

**Perceptions of Facility and Program Provision**

Question 17, which asked for feelings toward the statement, **“The existing activities and facilities provided by the Pleasant Garden are adequate and meet the needs of my household.”** received the following responses (percentages based on total number 193 of respondents):

- 48.2% Agreed or strongly agreed
- 30.6% Disagreed or strongly disagreed
- 21.2% Undecided

Question 18, which asked for feelings towards the statement, **“Activities/facilities provided by Pleasant Garden are equally accessible to all citizens regardless of age, race, religion, gender or national origin.”** received the following responses (percentages based on total number 190 of respondents):

- 83.2% Agreed or strongly agreed
- 5.3% Disagreed or strongly disagreed
- 11.6% Undecided

Question 29, which asked for feelings towards the statement, **“Do you feel that Pleasant Garden provides adequate recreation for the following groups:”** received a ‘Yes’ response (percentages based on total number 164 of respondents):

- 59.7% for Pre-school
- 88.6% for Elementary School
- 81.0% for Middle School
- 57.4% for High School
- 49.5% for Families
- 35.8% for Adults
- 47.0% for Seniors
Questions 21 through 24 asked for feelings regarding **the need for new recreation programs and/or facilities** and the majority of responses for each question are as follows:

- 67.6% of 216 respondents felt the need for new recreation facilities was extremely important or important.
- 69.8% of 192 respondents felt the need for new or improved recreation programs was extremely important or important.
- 74.5% of 200 respondents felt that the value of greenways that interconnect many areas in the Town was extremely important or important.

The majority of the respondents would like to see existing facilities renovated and new recreation facilities constructed as well as an expansion of program offerings.

**Household Participation in Recreation Activities**

The following information identifies responses for the top three (3) activities given for each category in Questions 3 through 10, **“specific recreation activities in which household members currently participate regardless of location.”** See Section 12 Appendix A for all survey information.

**Games**
- Cornhole
- Miniature Golf
- Yard Games

**Athletics**
- Youth Soccer
- Swimming
- Youth Basketball

**Passive Outdoor Pursuits**
- Picnicking
- Gardening
- Playgrounds

**Active Outdoor Pursuits**
- Walking
- Fishing
- Hiking Trails

**Arts**
- Art and Craft Shows
- Concerts
- Community Theater
Instructional Classes
• Aerobics, pilates, yoga
• Arts and Crafts
• Dance

Greensboro Area Recreation Programs
• Fitness Activities
• Zumba
• Senior Fitness Classes

Special Events and/or Other Activities
• Christmas Parade
• Farmers’ Market
• Independence Day Celebration

Current Participation Outside Town and Desired Participation to be provided by Town
The following information identifies the top five (5) activities given by respondents to Question 13 “types of recreation activities regularly participated in by household members outside Pleasant Garden.” See Section 12 Appendix A for all survey information.

• Multiple Purpose Building (Instructional Classes)
• Swimming
• Baseball / softball
• Golf
• Concerts / theater

The following information identifies the top five (5) activities given by respondents to Question 14, “types of recreation activities and facilities household members would like to see provided by the Town of Pleasant Garden.” See Section 12 Appendix A for all survey information.

• Walking trails
• Dog park
• Swimming facility
• Disc golf
• Bike trails, tennis court and outdoor basketball

Current Usage of Pleasant Garden Recreation Facilities by Respondents’ Household
The following information identifies the most visited Pleasant Garden Service Area facilities by members of the respondents households in the past year found in Question 11:
- Hagan Stone Park (82.4%)
- Farmers’ Market (57.6%)
- Pleasant Garden Baptist Family Lifestyle Center (36.6%)
- Town Hall Complex Picnic Shelter (32.2%)
- Greensboro Recreation Multipurpose Facilities (24.4%)
- Volunteer Park (Athletic Fields) (23.4%)
- Pleasant Garden Elementary/PG Basketball Association (24.4%)

Question 15 asked, **which facilities in the Pleasant Garden Service area, based on program type, had been used and the frequency of that use.**
Question 16 asked respondents to indicate “what time of day/week they would like to see activities and programs increased,”
Question 26 asked how “you were recently informed about recreation activities offered within Pleasant Garden”, which yielded the following top responses:

- 49.2% Friends and Neighbors
- 49.2% Pleasant Garden Newsletter
- 31.0% Pleasant Garden Mayor Telephone Message

**Parks and Recreation Funding**

Question 19, which asked for feelings towards the statement, “I would be in favor of new or expanded financial methods to fund future recreation activities in Pleasant Garden.” received the following responses (percentages based on total number 187 of respondents):

- 59.9% Agreed or strongly agreed
- 16.6% Disagreed or strongly disagreed
- 23.5% Undecided

Question 20, which asked for feelings towards the question “Which would you support to finance new or renovations of existing recreation facilities in Pleasant Garden?” received the following responses (percentages based on total number 162 of respondents):

- 8.0% Annual Household Fee
- 63.6% Participation Fees
- 10.5% Property Tax
- 32.7% Parks/Recreation Bond Referendum
- 58.6% Federal and State Matching Grants Programs

**Additional Comments**

The following comments were taken from the final question of the survey regarding any additional comments or thoughts in relation to parks and recreation facilities or programs in Pleasant Garden:

- A building does not make a program. We currently have underutilized facilities.
- Thank-you for caring!
- How about a shuttle/carpool service for special events or popular activities for elderly, handicapped!
- Add Bus trips
- Do it right the 1st time. No more spending.
- We are heading in a positive direction with regards to recreation and marketing our town. With the lack of businesses and backing for new business, let's keep the flow going with recreation.
- I would like to see continued development of the soccer fields & more facilities built there
- Better communication of activities
• We need a skating rink, drive-in movie theatre and ice skating rink
• Need restaurants and shopping
• Soccer program, very important, needs lights and adequate restrooms

The survey respondents recognize the value that parks and recreation has for the quality of life of the community. There is a great appreciation for the programs that are offered and facilities that comprise the parks and recreation system. They are supportive of expansion and enhancement of the Town Hall Complex and Volunteer Park as well as the community programs and activities sponsored by the Town.

SEE SECTION 12 APPENDIX A FOR SURVEY AND SURVEY RESPONSES
SECTION 6
PUBLIC/ADMINISTRATIVE INPUT

Public input is vital to the success of this Comprehensive Master Plan. There were several opportunities to gain public input as well as to collect data for the Master Plan. The primary methods of public participation were as follows:

- Park and Recreation Survey (Section 5)
- Focus Groups
- Map Workshop

The following summarizes the Focus Group meetings and the Map Workshop

FOCUS GROUP MEETINGS
Three focus group meetings were held with stakeholders and private recreation providers as well as concerned and interested citizens of the community. Two of the meetings were held at Town Hall and specific members of the community were invited to attend as well as a public announcement for the meeting. The third focus group was held at the Bethlehem United Methodist Church as part of the Lions Club monthly meeting. A list of attendees, questions, and answers are included in Section 12 Appendix B.

The general consensus of all three focus group meetings is that there is a lot to do in the Town of Pleasant Garden if you know where to look. There are many recreation program offerings in the community available from private providers. These providers include the Pleasant Garden Community Center, local Churches and private athletic associations such as the Pleasant Garden Basketball Association. The programs offered by these organizations are not limited to residents of Pleasant Garden and members of congregations, but are available to anyone who wants to participate. There is a lack of communication of available program offerings within the community and it has been identified in the focus group meetings that there is a need for a common clearinghouse of program offerings by these organizations. There was a consistent appeal in the focus group meetings for the Town not to duplicate recreation programs and facilities that are already available to the public through these private organizations.

MAP WORKSHOP
The Town of Pleasant Garden sponsored a community cookout to attract members of the community to participate in a Map Workshop. More than 84 participants shared their thoughts and ideas with the project team by making comments on a floor map. Points of consensus and contention were identified as they relate to parks and recreation programs and facilities. Participants were asked to express their thoughts and ideas directly on the map. The workshop was held on a Saturday afternoon at Town Hall Council room from 11:30 AM to 3:30 PM. A 15’ x 25’ map of the Pleasant Garden service area was placed on the floor and attendees were asked to locate their home and places where they recreate, work, attend school and shop. They were questioned in regards to recreation facilities and programs that they attend and

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where they felt they would like to see additional facilities and programs offered. Easels were set up around the room to collect ideas and thoughts of all of those who attended.

Comments from Map Workshop
The purpose of the map workshop is to have open dialogue regarding specific recreation activities, programs, and facilities impacting the citizens of Pleasant Garden. Comments made at the workshop were consistent with the comments received at focus group meetings in that there are a lot programs available if you know where to look and that Pleasant Garden has just begun to understand its potential to improve the quality of life for its residents through recreation. The following comments were taken from the floor map:

- Asphalt walking trail at Town Hall Complex / Volunteer Park
- Complete trail around athletic fields at Volunteer Park
- Would like to see outdoor basketball at Town Hall Complex / Volunteer Park
- Would like to see covered outdoor courts for basketball and volleyball at the Town Hall Complex / Volunteer Park
- Would like to see an amphitheater for Friday night movies and outdoor performances at Town Hall Complex / Volunteer Park
- Would like to see the athletic fields at Volunteer Park used for more programs than soccer
- Would like to see a lacrosse league in Pleasant Garden
• Would like to see field hockey in Pleasant Garden
• Provide lights for athletic fields at Volunteer Park
• Construct new Town Hall so that the current building will become a multi-purpose building for instructional classes
• Would like to see the existing Town Hall building support a historic museum as well as provide areas for senior programs such as card games and clubs
• Would like to see extreme mountain bike trails that are more difficult than those at Hagan Stone Park
• Can we get the YMCA interested in constructing a facility in Pleasant Garden?
• Would like to see policy and procedure to make donations to Pleasant Garden
• We want a youth girl basketball league
• We want a youth girl volleyball league
• Would like to see beach volleyball at Town Hall Complex / Volunteer Park
• Improve athletic field surface at Volunteer Park by aeration and top dressing
• Would like to see a tennis court at Town Hall Complex / Volunteer Park
• Can the Town take advantage of Hagan Stone Park and the new 250 acre conservation area purchased through Guilford County open space bond program that is adjacent to Hagan Stone Park?
SECTION 7
PARKS AND RECREATION PLANNING
AND PROGRAMMING POLICIES

INTRODUCTION
The purpose of this section is to state the established planning objectives and define a vocabulary that will give the Town of Pleasant Garden the framework of planning principles to direct future parks and recreation resources and facilities.

There is currently limited recognition of parks and recreation in the Town’s Ordinances however, the Town Ordinances have a chapter reserved for future codification associated with Parks and Recreation. The Town has established under its ordinances a Recreation Board. According to the Town Ordinances, the purpose and primary charge of the Recreation Board is to provide a variety of recreational and educational activities for residents of Pleasant Garden. In consideration of the development of new programs, the Board shall determine suitable availability of space designated for such programs.

The Town has also identified under its Development Ordinances, “Subdivision Standards” the following requirements:

- Sidewalks shall be required on all thoroughfare streets (5-12.5)
- In subdividing property, due consideration shall be given by the sub-divider to the reservation of suitable sites for school and other public uses in accordance with N.C.G.S. Chapter 160A (5-12.7)

Overall Parks and Recreation Concept
The Town would like to enhance the quality of life for its citizens by expanding its recreation facilities and programs using the community input as a guide. Goals of the overall concept include the following:

- Enhance the physical and mental health of the community by providing recreation opportunities through expanded park and greenway system
- Enhance community aesthetics by preserving open space
- Operate park facilities and programs effectively and efficiently by complementing offerings of the private sector and integrating community involvement in the planning process

Continue to develop the Town Hall Complex / Volunteer Park as a Community Park through implementation and expansion of the current adopted master plan to include the following recreation and expansion elements.

- Provide additional athletic fields for youth
- Provide additional parking for athletic activities
- Amphitheater for movie night and live performances
• Paved trail connector between Town Hall and Volunteer as well as a walking trail system throughout the park
• Picnic shelter expansion
• Frisbee / disc golf
• Multi-purpose building with restroom for instructional classes
• Permanent farmers’ market with pervious pavement

Greenway Concept
• Develop the Bicycle Pedestrian Master Plan through the NCDOT Bike Ped grant program.
• Provide access and connectivity to the many destinations throughout the community for school, work, play shop and recreation.
• Develop bike lanes along primary transportation routes to provide safe passage to schools businesses, schools and recreation facilities.
• Provide recreation opportunities along trails for environmental interpretation and education
• Connect neighborhoods to parks, schools, and businesses.
• Enhance visual interest of the entrance corridors by protecting view sheds and buffering unattractive land uses.
• Protect streams and water courses through prudent land use ordinance and subdivision regulations.

PLANNING GOALS AND OBJECTIVES
Through the public input process the Town has established the following goals and objectives. These goals are used as the framework in making decisions that affect the citizens of the Town for their park and recreation needs.

Quality of Life Goal
The Town of Pleasant Garden will contribute to the improvement of the richness of life for its citizens by directing the systematic development of a broad spectrum of recreation and leisure opportunities and services which entail both current and future public, joint, and private service facilitators and providers, and by playing the leading role in the delivery of these opportunities and services.

Objectives
• To offer and provide a comprehensive program of both structured and non-structured recreation opportunities and services to meet both the active and passive needs and desires of its citizens.
• To acquire a network of parks, open spaces, and greenways throughout the community, to design and develop these facilities and to manage and promote their use.
• To equip and maintain these facilities with the highest quality possible.
• To provide parks, recreation and leisure opportunities and resources to all citizens regardless of socio-economic position, age, sex, and physical or mental capabilities.
• To establish a solid financial base for operation and expansion of recreation resources.
Citizen Participation Goal
The Town will uphold the public trust by creating and operating a concerted, continuous citizen participation program, to become aware of, and remain attuned to, the recreation leisure needs and desires of the residents of Pleasant Garden.

- Provide speakers to update programs and facilities to service organizations, schools and religious groups.
- To publicize the attractions, beauty and historical and natural significance of the communities’ heritage and recreational offerings
- To promote programs of voluntarism in programs, service offerings and the parks

Operational Efficiency Goal
The Town will cultivate resource conservation and efficiency by coordinating planning and managing operations with other public and private providers of recreation and leisure services and facilities and other units of government.

Objectives
- To seek out planning, financial, and management coordination with other entities prior to final decision-making including:
  - Pleasant Garden Recreation Board
  - Southeast Business Association
  - Guilford County Economic Development
  - Guilford County Schools
  - Guilford County Project Management (Parks)
  - Pleasant Garden Town Council
  - North Carolina Division of Parks
- To explore contractual and cooperative arrangements with other governmental units and with the private, educational, and institutional sector providing facilities and services where the public would be best and most efficiently served through concession, lease, rental, and other agreements.
- To encourage the Town to accept land contributions from developers and citizens where they are appropriate to the recreation system.

Visual, Environmental, and Design Harmony Goal
The Town of Pleasant Garden will supply leadership in the public interest for the creation and maintenance of a vital environment, seeking a harmonious level of compatibility and balance between human creation and natural systems within the community.

Objectives
- To participate in an advocacy role in Town efforts related to growth management, land-use planning, and environmental protection
- To work for the identification and preservation of open space important to the quality of life and natural environment of the Town
• To acquire, manage, and maintain parks taking into consideration both the needs and desires of users, existing and proposed Town infrastructure, and the preservation of the natural environment
• To participate in thoroughfare planning for the urban area taking into consideration proposed street and highway systems in the parks and recreation master planning and implementation process
• To encourage and lead in the development of alternative forms and networks of transportation in the urban areas for pedestrians, runners, cyclists, and commuters, and to advocate alternate forms of mass transit both in recreational and purely functional modes.
• To practice good land, water, and vegetation stewardship in the management of all properties to assure the best possible park experience for the people by giving special attention to upkeep, safety, and cleanliness, and to set a good example for other sectors both public and private.

The understanding of these goals and objectives is vital in the development of planning guidelines, policies and standards for parks and recreation.

PROGRAMMING STRATEGIES
There are no existing standards that give direction to specific program offerings by a local level of the public sector. There are, however, some identifiable and acceptable standards that relate to the process of determining how programs should be planned, implemented and evaluated at the local level. The National Commission of Accreditation for Local park and Recreation Agencies, under the auspices of the American Academy for Park and Recreation Administration and the National Recreation and Park Association, have set forth standards for evaluating the effectiveness of programs and services management by local recreation departments.

POLICY GUIDELINES
The purpose of this section is to provide an opportunity to:
• Discuss policies that provide the necessary framework for land acquisition, recreation funding, and development of a comprehensive park system
• Outline and compare recreation, park facility, and open space standards developed by the National Recreation and Park Association (NRPA) with those found in the Town of Pleasant Garden
• Establish a set of standards specifically designed for the Town of Pleasant Garden

Combining general guidelines for park and recreation facilities with a community’s unique social, economic, and institutional structure best creates policies and standards for parks and recreation facilities. Park and recreation standards are not universally applied. Many changes have occurred over the last several decades, including reductions in federal and state programs and funding, increased concern for environmental issues, and significant growth in suburban areas. Consequently, the reliance on absolute national standards that were previously
recognized and widely accepted including the standard of ten (10) acres of recreation facilities/1,000 persons is no longer applicable.

The publication *Park, Recreation, Open Space and Greenway Guidelines* by the National Recreation and Park Association (NRPA) offers outdoor recreation planning guidelines. Combined with the recreation needs of a community, current level of parks and recreation facilities, and existing land area, the NRPA guidelines establish general standards to meet a community’s park and recreation needs.

As the method of determining standards continues to be updated, more research and studies are finding that parks and recreation needs are not solely derived from a per capita basis. The combination of applying these standards with the component of public involvement/input can produce a more highly effective planning tool. A comprehensive analysis of public involvement can be found in Section 5, Town Survey, and Section 6, Public/Administrative Input.

Population growth and the maturing of the Town of Pleasant Garden is inevitable. The pressure to enhance the quality of life of its residents is already being felt by the Recreation Board. To manage the demand for recreation and enhance quality of life standards in the Town, it is necessary to incorporate appropriate recreation policies and development guidelines into the projected growth of the community. Parks and recreation programs and facilities are major amenities offered to all residents of the Town and surrounding communities.

Currently there is not an Adequate Public Facilities Ordinance in the Town that includes provisions to enhance recreation. Without recreation and open space policies in place, as more residential development occurs and the population of the community increases, there will be less recreational resources available to residents unless the Town accepts the burden to provide these recreational amenities on its own. As people look for places to relocate and businesses look for new places to build; recreation, open space, and quality of life are important features that attract businesses and people to Pleasant Garden.

In addition to the Adequate Public Facilities Ordinance other methods of acquiring land through purchase and acquisition procedures include the following:

- **Gifts** — Gifts are usually an outright donation of the property that may give the donor significant tax benefits. Other benefits to the donor include potential elimination of real estate taxes, possible income tax reductions, and estate tax reductions.

- **Fee Simple Purchase** — The Fee Simple Purchase method entails purchase of the property typically at fair market value. However, as land prices continue to increase, it is unlikely that this method will be used as the sole land acquisition procedure. Fee simple purchase does have the advantage of being relatively easy to administer and is a transaction that is widely understood by the general public.

- **Bargain Sale** — The Bargain Sale method involves purchase of the property for a price under fair market value. This has obvious advantages to the City in obtaining the property for less than the going rate. It also has advantages to the seller because they will receive a combination of monetary compensation and tax deductions. According to IRS code, the seller can take the reduction in the sales price (amount below fair market
value) as a charitable contribution. Also by selling at a lower price, the seller will reduce the amount of capital gains tax they are required to pay.

- **Purchase and Lease Back** — The Purchase and Lease Back method allows purchase of the property with the option to either lease or sell it to a prospective user with deed restrictions that would protect the land from abuse or development.

- **Purchase of Development Rights** — When using the Purchase of Development Rights method, the private property owner retains all ownership rights of the property under the current usage. However, the owner exchanges the rights to future development for an upfront payment. This method is viable for obtaining open space and greenway tracts.

- **First Right of Purchase** — The First Right of Purchase method allows the City to be notified in the event that certain property will be sold and developed in a way that may be incompatible with specific long-range land uses within that area. The City would then have the right to purchase the property before it is sold to the party requesting the purchase.

- **Easement** — The City may purchase an easement typically during final subdivision approval or by soliciting landowners and offering tax deductions. Easements will entitle the City to specific rights of usage as specified within the agreement, lowering the full price of the title to only the cost of those land use privileges. This agreement works very well with greenways and trails.

- **Reserved Life Estate** — The Reserved Life Estate method allows the seller of the property to sell with a reserved life estate so the seller and their immediate family members may continue to use the property during their lifetime. The landowner would continue to pay real estate taxes on the land while using the property.

- **Property Condemnation** — The Property Condemnation method allows the City to condemn property when complications with the existing deed make acquisition from a willing seller difficult. Generally, condemnation of property from an unwilling property owner should be used only in a last case scenario.
SECTION 8
PARKS AND RECREATION POLICIES
AND STANDARDS

ESTABLISHING A FACILITIES VOCABULARY
As the Town of Pleasant Garden continues to expand its recreation system, the Town will use the established guidelines to direct future parks and recreation resources and facilities. These guidelines are the tools that decision makers, planning staff, developers, general public, and others use to make decisions affecting parks and recreation resources. A parks and recreation land use ordinance, sub-section of a comprehensive land use ordinance, or a subdivision regulations plan are the most common planning tools that set the standards for development and define the vocabulary for future parks and recreation facilities.

Facilities Vocabulary
Developing a vocabulary of recreational facilities and areas is the first step of any parks and recreation planning tool. A common set of terms provides the necessary structure for developers, Town staff, and park planners to communicate and plan for the appropriate recreation area. In Section 4, Inventory and Evaluation of Existing Facilities, these terms have been applied to the existing recreational facilities in the Town of Pleasant Garden. Each of the following definitions has been worded in a way to be incorporated into the Town’s Development Ordinance.

Mini-Park
A mini park is the smallest park classification and is used to address limited or isolated recreational needs. The National Recreation and Park Association (NRPA) classify park areas less than 5 acres as mini parks.

Examples include:
- Concentrated or limited populations
- Isolated development areas
- Unique recreational opportunities

In a residential setting, vest-pocket parks serve the same general purpose as mini parks. They are also intended to address unique recreational needs, such as:
- Landscaped public use area in commercial areas
- Scenic overlooks
- A play area adjacent to the downtown shopping district

Although the past classification mini park was often oriented toward active recreation, the new classification vest-pocket park has a broader application that includes both active and passive uses. Examples of passive uses include picnic areas, arbors, and sitting areas that may include game tables for chess or checkers or game courts such as shuffleboard and bocce.
As a general rule, several mini parks are less desirable than having one Community Park or one Neighborhood Park because of the greater management and maintenance requirements. It is suggested that the design vocabulary for a mini park be placed with a land use or subdivision ordinance with the understanding that the use of mini parks, in specific cases, add value to a park and recreation system. A mini park is most desirable when placed along greenways, located to enhance the greenway experience, landscaped public space in a downtown or commercial area, and in isolated neighborhoods that are far from neighborhood or community parks.

**Neighborhood Park**

Neighborhood parks remain the basic unit of the park system and serve as the recreational and social focus of the neighborhood. We recommend that they be developed for both active and passive recreation activities geared specifically for those living within the service area. Accommodating a wide variety of age and user groups, such as children, adults, the elderly and special populations is important. Creating a sense of place by bringing together the unique character of the site with that of the neighborhood is vital to successful design.

The typical recreation programs for neighborhood parks include play structures, court games, informal playfield or open space, tennis, volleyball, shuffleboard, horseshoe pits, and bocce courts. Passive recreation activities include internal trails, picnic/sitting areas, general open spaces and people watching areas. Passive and active recreation areas are usually equal in spatial allocation.

**Community Park**

Community parks serve the special needs of communities through community centers, sports fields, citywide parks, large school parks, and special resources such as an aquatic facility and/or senior center. The Town Hall Complex and Volunteer Park as well as the newly acquired Pleasant Garden Community Center (PGCC) are the Community Parks for Pleasant Garden. Comments received from the initial survey and in focus group and map workshop expressed strong support for continued development of the venue with added facilities and programs. There was strong support for facility development including walking trail, amphitheater and sand volleyball. The Town Hall Complex and newly acquired PGCC will support additional programming including a varied field play such as baseball, softball, football, field hockey and lacrosse. A community park serves two or more neighborhoods with a service area up to 3.0 miles radius. Optimal size for a community park is between 20 and 50 acres. The actual size is determined by the program requirements of the service area.

The focus of community parks is on meeting community-based recreational needs as well as preserving unique landscapes and open spaces. Community parks are larger in size and serve a broader purpose than neighborhood parks. Community parks allow for group activities and offer other recreational opportunities not feasible – nor perhaps desirable – at the neighborhood level. As with neighborhood parks, community parks should be developed for both active and passive recreation activities.
District Park
The District Park classification consolidates heavily programmed athletic fields and associated facilities at larger and fewer sites strategically located throughout the community. This allows for:

- Economies of scale and higher quality facilities
- Improved management/scheduling
- Improved control of facility use
- Greater control of negative impacts to neighborhood and community parks, such as overuse, noise, traffic congestion, parking, and domination of facilities by those outside the neighborhood

District parks should be developed to accommodate the specific needs of user groups and athletic associations based on demand and program offerings. Where it is possible, school park sites should be used for youth athletics such as T-ball, soccer, and flag football, to minimize duplication of facilities. Athletic fields are a good example of the multiple use concepts in park facility grouping. The fields can be used for a variety of sports so as to accommodate more participants. Also, the facility can be scheduled more heavily than a single use facility. District parks include fields and courts for softball, soccer, tennis, basketball, volleyball, and racquetball.

Hagan Stone Park owned and operated by Guilford County serves the Pleasant Garden service areas need for a District Park. The County has recently purchased 250 acres adjacent to the park as conservation land through their open space bond referendum funding. The Town could explore opportunities to work with Guilford County and the State of North Carolina to enhance passive recreation program opportunities.

Special Purpose Parks and Facilities
Areas for specialized or single-use purpose recreational activities such as golf courses, zoos, and gun ranges as well as dirt bike courses, gardens, fairgrounds or other specialized activities. As defined within the Outdoors North Carolina Report, these parks vary in size and are not designed to meet service area criteria or size per capita requirements. They are established because of the unique characteristics and recreational opportunities offered by the park.

By adding this definition, any future facility or site that is identified as being a Special Purpose Park will have this designation.

Historic / Cultural Area
Areas that preserve, maintain, and interpret buildings and places of archeological, historical, or cultural significance. As defined within the Outdoors North Carolina Report, these areas include locate, state, or national historic sites, national military parks, arts and crafts training, and interpretive areas. Like Special Purpose Parks and Facilities, these parks are established because of the unique characteristics and recreational opportunities offered by the resource. These
parks vary in size and should not be specifically designed to meet service area criteria or size per capita requirements.

By adding this definition, any future facility or site that is identified as having historic and/or cultural significance will have a designation.

**School Park**

By combining resources of two public agencies, the School Park classification allows for expanding the recreation, social and educational opportunities available to the community in an efficient and cost-effective manner. Depending on the circumstances, school park sites often complement other community open lands. As an example, an elementary/middle school site could serve as a neighborhood park. Likewise, a middle or high school site could serve as a community park or as youth athletic fields. Depending on its size, one school park size may serve in a number of capacities, such as a neighborhood park, youth athletic fields, and a school. Given the inherent variability of type, size, and location, determining how a school-park site is integrated into the park system will depend on its specific circumstance. The important outcome in the joint-use relationship is that both the school district and the park system benefit from a shared use of facilities and land area.

It is recommended that during the development of new schools, the design processes incorporate planning for park and recreation facilities and include the Town of Pleasant Garden and the Pleasant Garden Recreation Board in the planning process.

**Greenway Trails**

Greenways tie park system components together to form a cohesive park environment. Locations of trails are typically along stream buffers, sanitary sewer easements, drainage easements and roadways as part of an overall pedestrian plan. Greenways serve a number of important functions including:

- Tie park components together to form a cohesive park, recreation, and open space system
- Emphasize harmony with the natural environment
- Allow for uninterrupted and safe pedestrian movement between parks, schools, and businesses throughout the community
- Provide people with a resource-based outdoor recreational opportunity and experience
- Enhance property values

**Natural Resources Areas/Preserve Open Lands**

Natural resource areas are lands set aside for preservation of significant natural resources, remnant landscapes, open space, and visual aesthetics/buffering. These lands consist of:

- Individual sites exhibiting natural resources
• Lands unsuitable for development but offer natural resource potential including parcels with steep slopes and natural vegetation, drainage ways and ravines, surface water management areas, and utility easements
• Protected lands such as wetlands/lowlands and shorelines along waterways, lakes, and ponds

Because of its broad definition, most parks and greenways can be considered open space. Just like greenways, it is important to identify and plan for open space as these areas become the recreational areas to future developments, they help to preserve existing large environmentally significant areas, and they provide a balance for land use planning.

PARKS AND RECREATION FACILITY STANDARDS

Parks and Recreation facility standards or level of service standards have been determined to document the existing level of service and to establish the future level of service for Parks and Recreation facilities. These standards provide Town decision-makers and the Recreation Board with the framework to acquire and develop future recreation facilities.

The survey was used to establish the existing level of service of recreation facilities as well as to determine what facilities are needed. To establish the existing level of service, the survey asked respondents to indicate what types of activities and facilities they have used or participated in within the last year. To understand what facilities are needed, the survey asked respondents to indicate what facilities they would like to see in the Town. The respondents indicated that they would like to see walking trails, dog park, swimming facility, disc golf as well as bike trails, tennis court and outdoor basketball.

Other methods of determining future level of service standards include data collected during the focus group meetings, map workshop, feedback from the preliminary draft plan, and other meetings with community leaders.

As standards for the Town of Pleasant Garden are developed, the national standards as established by the National Recreation and Park Association (NRPA) are referenced in order to understand standards from an established, national perspective. Many municipalities and counties within North Carolina have established their own standards for parks and recreation. The national standards were not designed to be the ultimate “rulebook” for the development of all parks and recreation facilities, but rather this information is used as a guideline for future recreation facilities. The national guideline, coupled with a site inventory and an understanding of citizen and community recreation needs determined through public participation, establishes the framework to develop unique recreation standards for the Town of Pleasant Garden. Town recreation standards are designed to reflect the demographics, population, and overall character of the Town in concert with the knowledge gained through the public participation process of the master planning process.

Facility guidelines as per the NRPA use population census data as the major tool in determining the multiplier for comparison of existing resources to the standards. This same method has
been applied to the Town of Pleasant Garden utilizing the following census data as presented in Section 2, Demographic and Sociological Factors of the Town of Pleasant Garden:

- 2010 – Population within Town limits 4,489
- 2015 – Population within Town limits (estimate) 4,857
- 2020 – Population within Town limits (estimate) 5,225
- 2025 – Population within Town limits (estimate) 5,562

Although the standards are developed based upon the number of residents within the Town, it is important to note that the total service area for the Town of Pleasant Garden may vary depending upon the specific activities and services. For example, during certain events and programs, participants may come from other areas just outside the Town. Also in some cases, Town residents may choose to participate in other programs and services provided outside the Town. Therefore, the standards reflect only Town residents and assume that the disparity between those that are choosing to recreate in the Town of Pleasant Garden from other areas versus Town residents choosing to participate outside of the Town create a balance in participation. The Town of Pleasant Garden should continue to be open to the idea of providing some recreational resources for the benefit of all.

Proposed Pleasant Garden standards as determined through survey, focus group meetings, and the map workshop are listed in Table 8-1 on the following page.
### Table 8-1: Proposed Recreation Facilities for Town of Pleasant Garden

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<th>Existing Standards (1)</th>
<th>NRPA or NC Standards (2)</th>
<th>Proposed Standards (3)</th>
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<th>Pleasant Garden Acreage or Quantities Needed 2020 Population</th>
<th>Pleasant Garden Acreage or Quantities Needed 2025 Population</th>
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<td>1/20,000</td>
<td>1/20,000</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Aquatics Facility (indoor)</td>
<td>0</td>
<td>1 / 20,000</td>
<td>1/20,000</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Community Center or Indoor Facilities/Gym</td>
<td>0</td>
<td>1 / 25,000 Community Center</td>
<td>1/25,000</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Senior Center</td>
<td>0</td>
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<td>NA</td>
<td>-</td>
<td>-</td>
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<tr>
<td>Tennis Courts</td>
<td>0</td>
<td>1 / 2,000 Outdoor</td>
<td>1/4,000</td>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Basketball courts (outdoor)</td>
<td>0</td>
<td>1/500 Outdoor</td>
<td>1/2,000</td>
<td>2</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Baseball Fields</td>
<td>6</td>
<td>1 / 6,000 (&lt; 200’ R) 1/12,000 Regulation diamond 90’ (300-350’ R) 1 / 12,000 Regulation diamond 60’ (200-250’ R)</td>
<td>1/1,000 (&lt;200’R) 1/4,500 (&gt;200’R) 1/4,500,00 (300’R)</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Football Fields</td>
<td>0</td>
<td>N/A</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Soccer Fields</td>
<td>4</td>
<td>N/A</td>
<td>1/1,200</td>
<td>-</td>
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<td>-</td>
</tr>
</tbody>
</table>

(1) Existing Pleasant Garden Standards (Acres & facilities / Service Area Population)
(2) NRPA or NC Standards (Acres and facilities / Population) and (size required)
(3) Proposed Pleasant Garden Standards (Acres and facilities / Population) and (size required)

All facility needs are based upon existing conditions as of the date of this standard. When using this tool, existing facility conditions (i.e. number of fields used, access to school and private facilities, number of participants, etc) should be verified in order to accurately determine facility needs.
SECTION 9
UNMET NEEDS

NEEDS DETERMINATION
The unmet recreation needs of Pleasant Garden were identified using public participation including a community-wide survey, focus group meetings, map workshop, and inventory of existing conditions. Pleasant Garden recreation standards, presented in Section 8, are referenced as guidelines in determining unmet facility needs. The following diagram illustrates the process used in determining unmet needs.

UNMET NEEDS CLASSIFICATION
Unmet recreation needs for the Town of Pleasant Garden are based on the information gathered from the public participation process. Several tools have been used throughout this process to gain an understanding of the current status of the Town of Pleasant Garden’s recreation programs and facilities. Each topic references the needs identified during each step of the master plan process.
PROGRAM AND ACTIVITY NEEDS

Existing Programs and Activities
The first area of unmet needs for programs and activities is within the existing Town programs. The Town of Pleasant Garden sponsors fall and spring soccer programs for ages 4 through 17. The fall season operates from the first week of September to approximately the third week of October. The spring season operates from the end of March to approximately the third week of May. The program began in 2000 with registration of approximately 100 - 150 and averages 350 – 400 players in the fall and 450 – 550 in the springs. The Town’s soccer program remains popular within the Pleasant Garden recreation service area.

Soccer Participation

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
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<tbody>
<tr>
<td>4 Year Olds</td>
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<td>23</td>
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<td>5 Year Olds</td>
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<td>36</td>
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<td>6 Year Olds</td>
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<td>29</td>
<td>37</td>
<td>21</td>
<td>36</td>
<td>23</td>
</tr>
<tr>
<td>7 Year Olds</td>
<td>49</td>
<td>42</td>
<td>43</td>
<td>29</td>
<td>41</td>
<td>24</td>
</tr>
<tr>
<td>8 Year Olds</td>
<td>49</td>
<td>47</td>
<td>51</td>
<td>33</td>
<td>40</td>
<td>35</td>
</tr>
<tr>
<td>9 Year Olds</td>
<td>34</td>
<td>41</td>
<td>53</td>
<td>52</td>
<td>48</td>
<td>35</td>
</tr>
<tr>
<td>10 Year Olds</td>
<td>42</td>
<td>40</td>
<td>29</td>
<td>43</td>
<td>59</td>
<td>50</td>
</tr>
<tr>
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<td>45</td>
<td>43</td>
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<tr>
<td>12 Year Olds</td>
<td>45</td>
<td>29</td>
<td>37</td>
<td>30</td>
<td>43</td>
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<tr>
<td>13 Year Olds</td>
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<tr>
<td>14 Year Olds</td>
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<td>22</td>
<td>18</td>
<td>24</td>
<td>34</td>
<td>28</td>
</tr>
<tr>
<td>15 Year Olds</td>
<td>20</td>
<td>14</td>
<td>12</td>
<td>11</td>
<td>15</td>
<td>12</td>
</tr>
<tr>
<td>16 Year Olds</td>
<td>12</td>
<td>10</td>
<td>14</td>
<td>6</td>
<td>15</td>
<td>6</td>
</tr>
<tr>
<td>17 Year Olds</td>
<td>9</td>
<td>4</td>
<td>21</td>
<td>5</td>
<td>5</td>
<td>3</td>
</tr>
</tbody>
</table>

NOTE: Registration in the fall season is typically less than the spring season in the older age groups due to overlap with the middle school and high school soccer seasons.

Potential Programs and Activities
Based on the information gathered from the public participation process, some new program ideas and concepts have presented themselves as unmet needs. Two general categories of
needs for programs and activities include supervised or instructed programs and self-directed activities. The unranked lists that follow are some of the activities that fit within the scope of services currently provided that are identified within the data as unmet needs:

Self-Directed Activities
- Bike Lanes
- BMX Facility / Bike Trails
- Walking Trails *(funded by PARTF grant 2016)*
- Greenway connecting Town Hall with Volunteer Park *(constructed 2016)*
- Skateboard Park
- Tennis
- Girls Volleyball
- Outdoor Basketball
- Amphitheater – Movies in the Park / Concerts
- Disc Golf *(funded by PARTF grant 2016)*
- Dog Park *(funded by PARTF grant 2016)*
- Playground *(funded by PARTF grant 2016)*
- Swimming

Supervised and Instructed Activities and Programs
- Senior Citizen Activities – Courses, Singles Meet and Greet, Bus Trips
- Multiple-purpose building for instructional classes *(acquisition of PGCC)*
- Dancing
- Fitness Classes - Aerobics, Zumba, Tae Won Do, Karate, Exercise
- Clubs – Computer, Bible Study, Astronomy

Program Constituency
The survey suggested that programs and activities should be expanded. The following chart illustrates the survey results requesting the participant to indicate what time of day/week they would like to see Pleasant Garden increase its activities.

**Q16 Please indicate what time of day/week you would like to see Pleasant Garden increase its recreation activities and programs.**

![Chart showing survey results for the preferred time of day/week to increase Pleasant Garden's activities.](chart)

**Service Providers**

The Town does not currently operate an official recreation program and it will take a number of years to meaningfully implement a comprehensive recreation program. The Town created a Recreation Board to be responsible for the development of recreational and education activities for residents of the Pleasant Garden community. Funds are appropriated by the Town for use by the Recreation Board in support of these activities. It is recommended that the Town continue to explore opportunities to work with private program and activity providers through public/private partnerships to help provide recreational services to diverse user groups. These opportunities may include:

- Hagan Stone Park - Guilford County Parks and Recreation
• Pleasant Garden United Methodist Church
• Pleasant Garden Baptist Church Family Life Center
• Pleasant Garden Elementary School – Youth Basketball Association
• Create public/private partnerships
• Create joint ventures with community-based recreation groups

FACILITY NEEDS
The standards outlined in Section 8, the survey, the site inventory, and the map workshop all have contributed to this list of comprehensive unmet facility needs. Each facility type and recreation area has been considered within this list as well as location deficiencies.

Facility Types and Recreation Areas
These standards have determined the following needs for each facility type and recreation area.

Mini-Parks
Pleasant Garden does not have any parks classified as mini parks and would only acquire such a venue through a land donation.

Neighborhood Parks
Pleasant Garden does not have any parks classified as Neighborhood Parks. There are several neighborhoods within Pleasant Garden that may benefit from a small park. In the future when greenways and bike lanes are developed throughout the community it will benefit the residents if there are Neighborhood Parks provided as trailheads and gathering areas supporting a greenway system.

Community Parks
Town Hall / Volunteer Park as well as PGCC are classified as Community Parks. The master plan recommends that these parks continue to be developed as a Community Parks satisfying the recreation need for sports fields, community centers and the primary gathering place for residents to celebrate their community.

District Parks
The master plan recognizes Guilford County’s Hagan Stone Park as a District Park for the recreation service area providing a wide range of recreation resources including fishing, boating, camping, swimming and an amphitheater. The master plan recommends that Pleasant Garden work with the County to promote activities at the Park to meet its resident’s needs. Over 85% of the survey respondents said that they have visited Hagan Stone Park within the past year making it the most popular venue in the survey.

School Parks
Pleasant Garden Elementary is the only school within the service area providing recreation activities for the community. The Pleasant Garden Youth Basketball Association utilizes the
gymnasium for its leagues practice and competition. The school might be available to provide residents with program space if the Town promotes additional program offerings.

**Indoor Facilities**
Data gathered through the public participation process indicated a need for indoor facilities. This type of facility supports program expansion and provides year round recreation activity.
- Walking track
- Basketball
- Volleyball
- Multi-purpose rooms for instructional classes and clubs

**Outdoor Park Components**
The following outdoor facility needs have been identified as unmet needs.
- Tennis
- Basketball
- Volleyball
- Disc Golf *(funded by PARTF grant 2016)*
- Dog Park *(funded by PARTF grant 2016)*
- Playground *(funded by PARTF grant 2016)*
- Greenway *(link between Town Hall and Volunteer Park constructed 2016)*
- Walking Trails *(funded by PARTF grant 2016)*
- Bike Lanes and Sidewalks

**Open Space**
The open space recommendations are provided in order to give a well-rounded approach to the facility types with the array of recreation facilities offered within the Pleasant Garden recreation service area. Hagan Stone Park and the recently acquired 250 acre open space parcel satisfy the immediate need for community open space. Pleasant Garden will work with the County to explore program opportunities that may be available to its residents.

**Greenways**
The Town received a matching grant from NCDOT to construct a paved trail connecting Town Hall with Volunteer Park. This work was completed in 2015. The survey has indicated that there is a strong demand for walking and biking trails within the community. The master plan recommends additional trails be constructed at Town Hall / Volunteer Park.

**POLICY NEEDS**

**Land Use Policies**
As identified in Section 7, having in place the official policies and procedures for providing parks and recreation to all residents that sets forth the methods of receiving fees from an adequate facilities ordinance for recreation, acquiring land, and developing parks is very important to the Town of Pleasant Garden. All of these policies should be developed and adopted within the
planning period. The following list identifies the primary unmet needs for land use policies within the Town:

- Adopt a set of facility definitions for incorporation into land use master plan and subdivision regulations.
- Incorporate recreation facilities into an adequate public facilities ordinance.
- Develop written policies and procedures for the department to acquire lands for parks, recreation conservation, and historical-cultural purposes.
- Develop written land development policy and procedures for development of land and facilities within the financial framework of the Town.
- Develop procedures for protection of park and recreation lands and facilities from encroachment.
- Develop written procedures for providing safeguards for the public interest when it becomes necessary to dispose of parks and recreation lands.
- Coordinate with Guilford County for the Town to work with the County Technical Review Committee to assist in coordination of site plans and dedication of open space in accordance with the current policies.

**Planning**

New or renovated facilities are not developed overnight. Several key ideas may assist the Recreation Commission and others in planning these facilities:

- Work with the school system in the development of school parks for all new schools
- Improve working relationships with school system to use existing facilities
- Work with community-based recreation groups to provide the facilities and services
- Follow goals and objectives for planning and development of park and recreation facilities
- Implement action plan identified from the NCDOT Bike / Pedestrian master plan.

**Parks and Recreation Administration**

It is recommended that the Town create an opportunity for a part-time / volunteer recreation coordinator to promote and coordinate recreation program offerings within the community as well as continue an aggressive grant application program for recreation programs and facilities.

**FUNDING NEEDS**

The lists provided within this unmet needs section will certainly require expanded funding. This next series of unmet needs lists provides categories where funding will be required. The list also provides several funding sources that are either not utilized or that may be expanded in order to achieve increases within each of the funding areas:
**Operations**
- Personnel expenditures to hire part-time and contracted employees
- Travel and training
- Equipment, materials, and supplies
- Facility operations

**Capital Improvements**
- Land purchase and development
- Project expansion
- Facility design
- Establish a capital reserve account for park development
- Establish a written policy saving surplus year-ending funds in a capital reserve contribution account (CRC) for future capital improvements and acquisition of park and recreation land.

**Revenue General Resources**
- Include Recreation Services in the City’s Adequate Public Facilities Ordinance
- Develop public-private partnerships for park facilities
- Facility development or renovation grants
- Program grants
- Participation fees
- Volunteerism
- Fundraising
SECTION 10
PROGRAMS AND ACTIVITIES

Programming is the heart of public parks and recreation development. Programs, activities, and services are the means by which the Town of Pleasant Garden and its Recreation Board delivers the benefits of leisure to individuals, special interest groups, specific communities, and the Town at large. **Positive programming experiences improve the quality of life for participants, residents and nonresidents, as well as public, nonprofit, and private agencies, organizations, and businesses.** The types and variety of programming should depend on the desires, interests, and needs of the population to be served. Program development is influenced by historical, environmental, organizational, cultural, and societal factors. The Town’s ability to provide high quality programs depends on the availability of the following resources: physical, human, financial, technological, as well as natural resources.

The value of a program very often depends on the personal experience of the participant(s) involved. Therefore value is added to programs when they are efficiently and effectively delivered, appropriately designed, priced, and marketed, attractive, and convenient. The ultimate consumer is the ordinary citizen upon whom inadequate and inappropriate provision of recreation services can leave an indelible mark in terms of social problems and unfulfilled expectations. People participate in parks and recreation programs for a variety of reasons: empowerment, a sense of accomplishment, the thrill of challenge, social interaction, and sometimes, for just plain fun! These reasons are influenced by age, gender, racial and ethnic groups, religions, economic levels, and political persuasions as they progress through different life stages, styles, and situations. Recreation program delivery is a social system created to meet human needs and has a dual responsibility of adapting to the demands (interests and desires) of the public and offering leadership in addressing public needs.

Programming is very time-specific in nature. For this reason, all of the program recommendations and related action steps should be achieved by the Town’s Recreation Board as soon as adequate resources can be secured. Quantitative and qualitative data relative to programming needs were identified and analyzed from the following information sources: a Town-wide citizen needs survey, a Town-wide recreation programs’ inventory, three community focus groups, and a community-wide map workshop. Analyses of these data sources focused on the variety of program types, formats and scheduling, access to constituents, coordination with other entities, and comprehensiveness of service.

The following provides recommendations for improvement of Parks and Recreation programming and administrative and organizational issues which need to be addressed by the Town of Pleasant Garden and the Town’s Recreation Board in order to achieve program objectives:
Expand Program Types and Formats
As expressed through a variety of input mechanisms, the highest demand for parks and recreation programming is in the following areas:

- Create a paved walking trail at the Town Hall Complex connecting Volunteer Park with Town Hall *(Greenway completed 2016 with fitness stations added in 2017)*
- Add covered outdoor courts for basketball and volleyball at the Town Hall Complex / Volunteer Park
- Develop youth girl basketball and volleyball league
- Add an amphitheater for movie nights and outdoor performances at Town Hall Complex / Volunteer Park
- Promote additional programs to more effectively use athletic fields at Volunteer Park such as lacrosse, field hockey and football
- Establish a maintenance program to improve playability of athletic fields at Volunteer Park *(The Town created a Parks, Recreation and Facilities Director to address this issue in 2017)*
- Encourage the development of a historic museum at Town Hall
- Create policies and procedures for citizens to make donations to Pleasant Garden
- Incorporate programming that takes advantage of Hagan Stone Park such as extreme bike trails and the new 250 acre conservation area purchased through Guilford County open space bond program that is adjacent to Hagan Stone Park
- *The Town has secured a PARTF grant to improve and expand facilities at Town Hall / Volunteer Parks to include exercise trail, walking trail, playground, dog park, disc golf course, horseshoes, shuffleboard and bocce.*

Broaden Target Markets Reached by Offering Programs at Desired Times
Simply providing the above stated recommended programs will not increase the usage or satisfaction of participants. Offering programs at desired times are essential to satisfying public demand. Data sources indicate a very high demand for a variety of program offerings to young children and seniors during the day on weekdays; children and youths during after-school hours; and all other groups during the evening hours on weekdays and all times on weekends.

All data sources indicated an overwhelming demand for more diversified programming that does not duplicate what is provide in the private sector.

Expand Communication s/ Publicity to Increase Visibility of Recreation Offerings
Public input data suggested that the residents would benefit by creating a clearinghouse of all recreation program offerings, regardless of the provider, within the Town of Pleasant Garden Service Area. Promote this list of programs and activities available to the public in the Pleasant Garden Newsletter, Mayor Telephone and the Town’s website. Make the program list available to all private and semi-private providers so that they are able to update and promote their activities. In Section 4 the Pleasant Garden United Methodist Church, Pleasant Garden Baptist Church, Pleasant Garden Community Center and the Pleasant Garden Youth Basketball
Association programs are identified as a starting point to create a comprehensive list of recreation activities available in Pleasant Garden.

Another way to increase the visibility and recognition of the important role of recreation in Pleasant Garden is for the Town to seek out more partnership opportunities with nonprofit and private organizations and businesses with the Town, region, and state to positively affect comprehensive public service functions.

**Issues that Need to be Addressed to Accomplish Program Objectives**

*Staffing* – Increase Park and Recreation staff to include a full time maintenance personnel to create more efficient use of Town’s resources and enhance quality of product.

*Financial* – The Town of Pleasant Garden has very few of its own facilities and natural resource areas, so the greatest challenge will be to obtain the financial resources to acquire the necessary facilities and natural resource areas. Increased partnerships and sponsorships will alleviate some of the financial burden in providing the increased demand for Town-operated parks and recreation programs. Aggressive grant-seeking efforts are required. There are many federal, state, and foundation grant sources available for the promotion and provision of public parks and recreation services, but successful attempts to access these resources require timely submission of well-prepared grant applications or proposals. Additionally, public input has indicated the willingness of respondents to pay for quality facilities and programs through participation fees and federal and state matching grant programs.

*Clarifying Status of Public Parks and Recreation* - There are residents in the community who do not recognize or understand the current relationship between Pleasant Garden Community Center and the Town recreation program offerings and facilities. This is another reason to expand communications and increase awareness of private and semi-private recreation programs and facilities in the service area.

*Partnerships and Sponsorships* – It is recommended that Pleasant Garden develop formal relationships with various Town organizations and businesses in order to meet the current demand for increased levels and variety of programs. These would include memorandums of agreement for use of facilities within the county system such as schools and Hagan Stone Park that will enhance the opportunities to expand and diversify programs.

*Administration and Policies* – It was recommended during the public input phase that the Town needed to have a policy established by which individuals could donate lands or funds for future recreation use. There is an aging population in the community that would like to leave something for the Town of Pleasant Garden.
SECTION 11
CAPITAL IMPROVEMENT PLANNING
McKim & Creed Adopted February 6, 2018 Section 11-2

Town Hall Complex / Volunteer Park

Recommended Action
- Natural Walking Trail
- Outdoor Fit Trail System
- Dog Park
- Disc Golf
- Shuffleboard, Horseshoe, Bocce
- Playgrounds
- Improve soccer field playability

Future Considerations
- Amphitheater
- Community Building
- Additional Multi-purpose Fields
- Field Lighting
**Capital Improvements ($450,000)**

A master plan was approved for the Town Hall Complex and Volunteer Park by the Town Council. The project was funded by PARTF in 2016 and is currently under construction. The approved PARTF application included the following scope of work.

<table>
<thead>
<tr>
<th>Proposed Improvement</th>
<th>Type</th>
<th>Land Cost</th>
<th>Improvement Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural Trail with Fit (4,000 l.f. @ $12/l.f.)</td>
<td>Planning</td>
<td>NA</td>
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</tr>
<tr>
<td>Ten Station Fit Trail Exercise System</td>
<td>Planning</td>
<td>NA</td>
<td>$12,000</td>
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<tr>
<td>Playground at Picnic Shelter (age 5-12)</td>
<td>Planning</td>
<td>NA</td>
<td>$48,000</td>
</tr>
<tr>
<td>Playground at multi-purpose fields (age 2-5)</td>
<td>Planning</td>
<td>NA</td>
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<tr>
<td>Asphalt walking trail (1,100 l.f. @ $41/ l.f.)</td>
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<tr>
<td>Dog Park (1200 l.f. fence, fountain / furnishings)</td>
<td>Planning</td>
<td>NA</td>
<td>$45,000</td>
</tr>
<tr>
<td>Disc Golf</td>
<td>Planning</td>
<td>NA</td>
<td>$35,000</td>
</tr>
<tr>
<td>Court Games with concrete walk</td>
<td>Planning</td>
<td>NA</td>
<td>$22,000</td>
</tr>
<tr>
<td>Resurface multi-purpose fields (6 ac. @ $2,500)</td>
<td>Planning</td>
<td>NA</td>
<td>$15,600</td>
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<tr>
<td>Support amenities (benches, signs, trash cans)</td>
<td>Planning</td>
<td>NA</td>
<td>$10,000</td>
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<tr>
<td>Site Preparation</td>
<td>Planning</td>
<td>NA</td>
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</tr>
<tr>
<td>PARTF sign</td>
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<td>Contingency (5%)</td>
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<tr>
<td>Planning and incidental costs</td>
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<td>$70,760</td>
</tr>
</tbody>
</table>

**TOTAL**                                                                 $454,250
Future Facilities: (proposed site plan for PARTF application May 2018)
- Renovate Baseball / Softball fields
- Renovate Turkey Shoot Building
- Renovate Dr. F.B. Nowlan Building
- Sand volleyball courts
- Miracle League Field
- Enhanced parking and walkways
Capital Improvements ($350,000)
The Town is in process of completing a master plan for PGCC. The approved master plan will be submitted to PARTF in May 2018. The PARTF application will include the following scope of work.

Project Costs

<table>
<thead>
<tr>
<th>Project Elements (Include specific units - sizes, numbers, lengths, etc. - for each item.)</th>
<th>Unit</th>
<th>Unit Cost</th>
<th>Total Item Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building and/or Renovating Costs</td>
<td></td>
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</tr>
<tr>
<td>Renovate and expand fields 1 and 4</td>
<td>LS</td>
<td>$57,500</td>
<td>$57,500</td>
</tr>
<tr>
<td>Remodel existing Turkey Shoot building for ADA restrooms</td>
<td>LS</td>
<td>$80,000</td>
<td>$80,000</td>
</tr>
<tr>
<td>Provide ADA parking and sidewalk access to restroom and fields</td>
<td>1,500 l.f.</td>
<td>$20</td>
<td>$30,000</td>
</tr>
<tr>
<td>Renovate fields #2, 3, 5, and 6 with clay infield mix</td>
<td>LS</td>
<td>$20,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>Playground renovation (age 5-12)</td>
<td>LS</td>
<td>$40,000</td>
<td>$40,000</td>
</tr>
<tr>
<td>Picnic shelter renovation</td>
<td>LS</td>
<td>$10,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Batting cage (1 cage)</td>
<td>LS</td>
<td>$5,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>Sand volleyball courts (2 courts)</td>
<td>LS</td>
<td>$15,000</td>
<td>$15,000</td>
</tr>
<tr>
<td>Site preparation</td>
<td>LS</td>
<td>$20,000</td>
<td>$20,000</td>
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</table>

Costs to Develop the Project $277,500

Contingency for the Cost of Building / Renovating

Contingency (not to exceed 5% of the cost to develop the project) 5% $13,875

Value of Land to be Purchased or Donated

Land Acquisition (local match) 20 ac. $500,000 $500,000

Planning and Incidental Land Acquisition Costs

Construction management, site planning, preliminary design, survey and appraisals, or the cost of preparing the application (not to exceed 20% of the cost of the project) 20% $58,275 $58,275

Total Project Cost $349,650

Total PARTF Grant Request $349,650

Total Local Match $500,000
PARK PROPOSALS AND RECOMMENDATIONS

- All facility improvements identified in the master plan are located at the existing Town Hall Complex / Volunteer Park and the newly acquired PGCC. The Town-owned Community Parks minimizes land acquisition costs and provides the resources to satisfy the majority unmet recreation needs of the community. The Town should be aware of any land opportunities that are adjacent to the existing parks.

- The Town will want to look at ways that it can use the Hagan Stone Park to provide recreation resources to its citizens that are consistent with a District Park. Guilford County has purchased an additional 250 acres of conservation land adjacent to Hagan Stone Park. This parcel may be used to enhance passive recreation programs for the Pleasant Garden Service Area.

- Even though this did not come up in the public participation phase of the planning process, the Town should be aware of opportunities to acquire small parcels of land to provide strategically located neighborhood parks to satisfy the unmet recreation needs of specific neighborhoods.

ACQUISITION ALTERNATIVES

Usually when the word “acquisition” is used in a conversation, the first thought that comes to mind is the outright purchase of property. But purchasing is not the only way to obtain real estate. There are a number of ways to “acquire” sites. These ways are discussed below to provide a common understanding of the different alternatives that can be used for implementing the acquisition.

Outright Purchase: Some potential sites and additions to existing parks will have to be acquired through real estate transaction, requiring the purchase of property for cash. This is where the fee simple deed to the land is transferred to the buyer.

Long and Short Term Options: For a given sum of money, an option for the right to purchase a site at a later date can be obtained for a period of one or a number of years. This transaction can be renewed from time to time. Normally the amount of money used to obtain the option is applied to the price of the land. But if the option to buy is not exercised, all or part of the option money can be lost. Options can be used to reserve or “bank” land that appears to be under threat of loss to another use until the Town is ready to purchase.

Deed Transfer: Property can be deeded over to the Town either from other agencies or from private entities with no monetary transaction.

Advance Acquisition: A tool that can be used where there exist ideal parcels adjacent to existing parks that might otherwise be prime prospects for other types of development (i.e. housing or shopping centers). Potential park sites can be purchased or options can be taken out on them for future purchase. Advance acquisition is a very effective tool for reserving land for future parks.
**Land Banking:** A tool that has not been applied very often in North Carolina is land banking. This is a process which involves the purchase of very large tracts of land at reasonable prices which may or may not be used eventually for parks and recreation. For instance, if 500 acres of rural land were acquired in a general path of urban growth, and it was determined that only 50 – 100 acres were needed to meet the leisure time needs in that vicinity, part or all of the tract might be traded, sold, leased, or used by the Town for other purposes. The point of land banking is comparable to that of advance acquisition in that the land is placed on reserve for a later time when it might be needed.

**Joint Use Agreements:** Sometimes land is held by others which would be of value to the parks and recreation system but is also needed on a continuing basis by the owner. An example would be a school that has several facilities types such as ball fields, basketball and tennis courts, and a gymnasium.

During the school year, these types of facilities are used during school hours and sometimes after school hours, but there are many other times when they could be made available for use by the general population. For certain considerations, such as maintenance, improvements, and fees, the school’s recreational facilities can be made available for use by the Town. This probably is the most economical means to provide sports and athletic facilities for the entire population because the property and equipment are already owned by the public.

**Leasing:** Some lands can be leased for nominal fees for long periods of time. There are examples where a land owner will make property available to the Town for $1 per year for 30 years or on other terms. All leases might not be so reasonable, but leasing is a good method for providing land and facilities for much less than a typical purchase price.

**Subdivision Dedication:** An excellent way to acquire land or cash in lieu of property is through provisions placed in subdivision regulations. Some communities and counties require that ten percent (10%) of all new subdivisions be set aside for park purposes by the developer or, in lieu of dedication, that payment be made to the local government to acquire land for park and recreation purposes elsewhere. The subdivision regulations must be written to ensure that the Town does not end up with unusable land. If not properly handled, the Town could be the inheritor of a large amount of small, useless parcels.

**Density Transfer:** Particularly along proposed stream buffers, density transfer could prove to be a very welcome method for developers to receive some very positive benefits. Where land for development along waterways is required to meet maximum density standards (e.g. .5 units per acre), and portions of the land are low lying and occasionally flooded making them “unbuildable” while the density requirement remains; through density transfer, the developer can be given special dispensations to build in a more compact pattern and at the same time use the “unbuildable” land as a credit to meet his density requirements. His responsibility would be to provide easements and use rights for his land lying in the stream buffer. This way the Town avoids the expense of purchase or lease. Both parties benefit.
**Easements:** Rights to use of land can be given through easements from developers or property owners. This entails recordation on subdivision plats, in deeds, and in legal description. Acquiring easements after development takes place often is more difficult, but it can be accomplished for compensation and other considerations.

**Sponsorship:** A popular method of acquisition and financial support is through sponsorship. Some recreational facilities may be prime prospects for sponsorships by civic clubs, garden clubs, and other organizations. The sponsoring associations may wish to have the facility named after them and the park may become their foremost club project.

**Parkland Trust:** A Parkland Trust or Friends of the Parks organization for the Town would operate as a non-profit corporation whose purpose would be to acquire properties and then deed them over to the Town for operation. The trust would seek out unique properties which would be of potential value to the system. The organization could purchase, improve, and manage lands and parlay them into valuable assets for donation to the Town. “Friends of the Park”, as an IRS 501(c) (3) Corporation, could also finance the purchase of equipment and facilities and potentially finance a special staff position within the Town.

**Outright Gifts and Donations:** A method that can prove to be quite successful for the acquiring of property is to seek out property owners who are willing to bequeath or donate land to the Town, either for tax purposes or other considerations such as the naming of parks or memorials. Real estate management is a must if this approach becomes popular to ensure unusable or nontransferable property is not accumulated. A “Gifts Catalogue” could list properties, facilities, and equipment for which there is a need.

**MASTER PLAN IMPACT ON THE OPERATING BUDGET**
Industry standards indicate that a rule of thumb for estimating the maintenance budget is to allocate a $15,000 increase in the maintenance budget for every $100,000 invested in facilities. Impact on operating budget includes maintenance, equipment, and staffing. With the improvements proposed to Volunteer Park at the Town Hall Complex would indicate that the Town may consider including an additional $120,000 to the Town Hall / Volunteer Parks and PGCC operating budgets.
SECTION 12
APPENDIX

A – Survey Information
B – Focus Group Meeting Minutes
C – News Articles
<table>
<thead>
<tr>
<th>Activities</th>
<th>Location</th>
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<td>Concerts</td>
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<td>Amphitheater</td>
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<td>Nature Trail</td>
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<td>PG Baptist Church</td>
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<td>Plastic Shelter</td>
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<td>Volunteer Park (Recreation Complex - Soccer)</td>
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<td>Other</td>
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**Pleasant Garden Recreation Survey**

1. To verify that we receive input throughout the Pleasant Garden Service Area, we ask that you include your block number and street name to identify your neighborhood (e.g., 300 Main Street).

2. To understand how you recreate in and out of Pleasant Garden, please check the following categories in which you currently participate.

3. This survey is being conducted by W.K. Dickson & Co., Inc. Adopted November 12, 2013. Section 12-2
8. Please indicate what time of day/week you would like to see Pleasant Garden increase its recreation activities and programs.

- Weekday Morning
- Weekend Morning
- Weekday Afternoon
- Weekend Afternoon
- Weekday Evening
- Weekend Evening

9. Please indicate your feelings on the following statements:

a. The existing recreation activities and facilities provided by Pleasant Garden are adequate and meet the needs of my household.

- Strongly Agree
- Agree
- Undecided
- Disagree
- Strongly Disagree

b. Activities/facilities provided by Pleasant Garden are equally accessible to all citizens regardless of age, race, religion, gender or national origin.

- Strongly Agree
- Agree
- Undecided
- Disagree
- Strongly Disagree

c. I would be in favor of new or expanded financial methods to fund future recreation activities of Pleasant Garden.

- Strongly Agree
- Agree
- Undecided
- Disagree
- Strongly Disagree

10. Which of the following would you support to finance new or renovation of existing recreation facilities in Pleasant Garden? (Check all that apply)

- Annual Household Fee
- Participation Fees
- Property Tax
- Parks/Recreation Bond Referendum
- Fed. and State Matching Grant Programs
- Other

12. If recreation spending is increased, would you prefer to upgrade existing facilities, add new facilities and/or develop new programs?

- Upgrade existing facilities
- Add new facilities
- Add new programs
- Undecided

13. How do you perceive the need for new or improved recreation programs for PG?

- Extremely Important
- Important
- Not Important
- Undecided

14. How do you perceive the value of greenways (which includes a trail for biking, running and walking) that interconnects many areas, parks and school facilities within Pleasant Garden?

- Extremely Important
- Important
- Not Important
- Undecided

15. What means of transportation do you usually use to get to a park or recreation activity?

- Bike
- Car
- Walk

16. Please indicate how you were recently informed about recreation activities offered within Pleasant Garden. (Check all that apply)

- AM and FM Radio
- Friends and Neighbors
- Newspaper website
- Newspaper printed
- Pleasant Garden Newsletter
- Pleasant Garden website
- Pleasant Garden Mayor Telephone Message
- Social Media
- Television
- Other

17. Please indicate the ethnic group that best describes your household. (Answer not required but needed for grant purposes)

- African American
- Latino/Hispanic
- Asian/Pacific Islander
- Native American
- Caucasian
- Other

18. Indicate how many individuals and gender are in each age range in your household.

<table>
<thead>
<tr>
<th>Age</th>
<th>Female</th>
<th>Male</th>
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<td>65+</td>
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</tbody>
</table>

19. Do you feel that Pleasant Garden provides adequate recreation for the following?

- Yes
- No

- Preschool
- Middle School
- Elementary School
- High School
- Families
- Adults
- Seniors

Please share any additional comments regarding PG recreation activities/facilities.

________________________________________________________________________

________________________________________________________________________

THANK YOU FOR YOUR TIME AND INTEREST!

Return the survey to:
Pleasant Garden Town Hall
4920 Alliance Church Road
Gastown
4500 Pleasant Garden Road

Pleasant Garden Drug
4822 Pleasant Garden Road

Or Mail
P.O. Box 307
Pleasant Garden, NC 27313

Complete the online survey at
Pleasant Garden website:
http://www.pleasantgarden.net
Pleasant Garden Parks and Recreation
Comprehensive Master Plan

COMMUNITY INPUT – FOCUS GROUP MEETING
July 29, 2013

Location: Pleasant Garden Baptist Church
Pleasant Garden, North Carolina

Attendees: Joel Moulin
Dale Smith
Chad Snyder
Eddy Patterson
Marty Heim
Phil Way
Jane Kimmel
Gene Kimmel
Tim Marion
Mark Wilcox
Ellen Maddox
Kim Payne
Connie Thompson
Denise Osborne

1. What benefits do you think are provided to the Town by offering publicly sponsored parks and recreation programs, services, and facilities?
   - Promotes town
   - Live near amenities
   - Promotes growth
   - Keeps youth busy
   - Families together
   - Health benefits

2. When you think of Pleasant Garden Parks and Recreation programs, services, and facilities, what comes to mind (in three words or less)?
   - Soccer
   - Community center
   - Baseball and softball
   - Need for more
   - Dance
   - Basketball at church

3. What Pleasant Garden Parks and Recreation facilities have you visited within the last year?
   - Hagan Stone Park
   - Community Center
- Volunteer Park
- Farmers' Market
- Hiking trail at Volunteer Park

4. What Pleasant Garden Parks and Recreation programs, services, or activities have you participated in within the last year?
   - Farmers' Market
   - Softball
   - Basketball
   - Soccer
   - Independence Day
   - Pet day
   - Christmas parade
   - Dance

5. What facilities would you like to see Pleasant Garden Parks and Recreation provide?
   - Disc golf
   - Golf driving range
   - Multi-purpose building
   - Swimming pool
   - Spray park
   - Wellness center
   - Dog park
   - Bike trails
   - Greenways
   - Amphitheater (with covered stage)

6. Where would you like to see these facilities built or renovated?
   - Near Volunteer Park
   - Centralized
   - Connected with trail
   - Sidewalks uptown
   - Looped trail

7. How would you like Pleasant Garden to pay for the building or renovation of these facilities?
   - Cell lower $6,000 per month dedicated park and recreation funding
   - State and Federal grants
   - Current tax revenue
   - Recreation Bond referendum but specifically describe how it will be paid for
   - 1-cent recreation tax
   - User fees
   - Use soccer fields off-season
8. What programs, services, or activities provided by Pleasant Garden Parks and Recreation do you participate in the most?
   - Soccer
   - Baseball
   - Basketball
   - Farmers’ Market

9. What programs, services, or activities would you like to see offered by Pleasant Garden Parks and Recreation?
   - Exercise programs
   - Flag football adult
   - Horseshoes
   - Geo caching
   - Outside basketball (no lights)
   - Tennis

10. What do you perceive the image or reputation of Pleasant Garden Parks and Recreation to be within your community?
    - Baseball / softball
    - Soccer
    - Well-respected

11. Rate Pleasant Garden Parks and Recreation on the following areas, using values from 1 (lowest) to 5 (highest):
    - Did not ask

*NOTE: Number provided represents the group’s average response
- Quality of service
- Attractiveness
- Convenience (hours and locations)
- Parking
- Signage
- Frequency of offerings
- Variety of offerings
- Accessibility to persons with disabilities
- Safety
- Publicity and advertising
- Affordability
- Use of technology

12. What groups of people are represented within Pleasant Garden?
    - Seniors
    - Multiple family
• Retirees
• Young families

13. Which groups do you perceive to be served the most by Pleasant Garden Parks and Recreation Department?
• Youth
• Young families
• Seniors

14. Which groups do you perceive to be served the least by Pleasant Garden Parks and Recreation Department?
• Seniors (one lunch)
• Minorities
• Single people

15. What is your overall impression of Pleasant Garden Parks and Recreation Department?
• Growing up (maturing)
• Positive
• Come a long way

16. What is your vision of public parks and recreation facilities, programs, and services in Pleasant Garden?
• Town Hall site plan implemented
• Better than surrounding communities
• YMCA
• Community Gardens
• City own more property
• More parks spread out
• Sustainable gardening
• Public transportation
• Parks and recreation department (minutes in recreation board)
• Establish a policy of land donation

Additional comments
• Add church programs
• Summer camp
• Red hat senior program
• Book club
• Art classes
• 1 karate class
Pleasant Garden Parks and Recreation
Comprehensive Master Plan

COMMUNITY INPUT– FOCUS GROUP MEETING
August 1, 2013

Location: Pleasant Garden United Methodist Church
Pleasant Garden, North Carolina

Attendees: Joel Moulin,
Dale Smith
Dr. Phil DeBarry
Brent Lewis
Traci Deal
Hazel Carroll
John Carroll
Mark Couch – PGCC
Jordan Nelson
John Kornegay
Rick Wallace
Jim Siske

1. What benefits do you think are provided to the Town by offering publicly
sponsored parks and recreation programs, services, and facilities?
   • Community involvement
   • Health
   • Interaction between ages
   • Youth development
   • Sense of community
   • See this and want to live and play here

2. When you think of Pleasant Garden Parks and Recreation programs,
services, and facilities, what comes to mind (in three words or less)?
   • Soccer
   • Baseball
   • Volunteer Park all volunteers
   • Community ownership

3. What Pleasant Garden Parks and Recreation facilities have you visited
within the last year?
   • Volunteer Park
   • Fire department
   • Pleasant Garden Community Center
   • Elementary School
   • Hagan Stone Park
   • Pleasant Garden Baptist Church
4. What Pleasant Garden Parks and Recreation programs, services, or activities have you participated in within the last year?
   - Independence Day
   - Senior Meals
   - Christmas Parade
   - Baseball Basketball programs
   - Soccer
   - Farmers’ Market
   - Fun Fest
   - Veterans day
   - Pet day
   - E-cycle (electric)
   - Fall Festival at Elementary School

5. What facilities would you like to see Pleasant Garden Parks and Recreation provide?
   - Dog Park (Elon and Burlington)
   - Retirement village
   - Fitness trail
   - Wellness center
   - Tennis courts
   - Expand gymnasium
   - Playground
   - Spray park
   - Amphitheater

6. Where would you like to see these facilities built or renovated?
   - Town Hall Park
   - Expand Gym into a wellness center at Pleasant Garden Community Center

7. How would you like Pleasant Garden to pay for the building or renovation of these facilities?
   - Town funds
   - User fees
   - Recreation bonds
8. What programs, services, or activities provided by Pleasant Garden Parks and Recreation do you participate in the most?
   - Coach soccer
   - Basketball community
   - PTA
   - Senior luncheon
   - Pleasant Garden Historical Society

9. What programs, services, or activities would you like to see offered by Pleasant Garden Parks and Recreation?
   - Equestrian trail
   - Bike trail
   - Par 3
   - Shooting range
   - Events at amphitheater
   - Movie in the park
   - Garden trails
   - Nature trails
   - Arboretum
   - Skate park
   - Outdoor basketball
   - Walking track
   - Sidewalks

10. What do you perceive the image or reputation of Pleasant Garden Parks and Recreation to be within your community?
    - Quality is good
    - What is not available is nearby
    - Good soccer program

11. Rate Pleasant Garden Parks and Recreation on the following areas, using values from 1 (lowest) to 5 (highest):
    - Did not ask

*NOTE: Number provided represents the group’s average response
- Quality of service
- Attractiveness
- Convenience (hours and locations)
- Parking
- Signage
- Frequency of offerings
- Variety of offerings
- Accessibility to persons with disabilities
- Safety
- Publicity and advertising
- Affordability
- Use of technology

12. What groups of people are represented within Pleasant Garden?
- Seniors
- Youth
- Children
- Transients – rental properties
- Cyclists
- Runners
- Local character not Yankees
- Farmers
- Working in Greensboro
- Sense of heritage (lifetime residents)
- Good mix of young, adult and seniors
- Veterans
- Christians

13. Which groups do you perceive to be served the most by Pleasant Garden Parks and Recreation Department?
- Youth
- Seniors

14. Which groups do you perceive to be served the least by Pleasant Garden Parks and Recreation Department?
- Young adults 20 – 40
- Young adults 20 - 30
- Youth ages 14 – 18
- Not going to stay in Town on Friday night

15. What is your overall impression of Pleasant Garden Parks and Recreation?
- Limited recreation
- Organized athletics versus passive leisure parks
- Geared to youth
- Disjointed
- Under-promoted

16. What is your vision of public parks and recreation facilities, programs, and services in Pleasant Garden?
- Central promotional bulletin
- All programs are connected
- Football plays at Southeast
- Unify the 2 – 3 basketball programs with different leaders
- Fully-developed town Hall site that touches all that live, work and play in Pleasant Garden
- Do it right the first time
- Want young to participate
- Community ownership by youth
- PTA meeting for future focus group meeting
Pleasant Garden Parks and Recreation
Comprehensive Master Plan

COMMUNITY INPUT– FOCUS GROUP MEETING
August 15, 2013

Location: Lions Club at the Bethlehem United Methodist Church
Pleasant Garden, North Carolina

Attendees: Joel Moulin Carla Strickland
Mary Lockhart Jamie Lockhart Bob Chafee
Shirley Chafee David Cranfill B.T. Boone
Bobbie Boone * Damian Boone Steve Riley
Bill Greene Jim Thompson Barbara Thompson
Dr. Jimmy Siske Meredith Mitchell Buddy Mitchell
Ron Robertson Sandy Robertson John Triplett
Jack Cox Ken McGinnis Rick Young

1. What benefits do you think are provided to the Town by offering publicly sponsored parks and recreation programs, services, and facilities?
   - Sense of community
   - Health
   - Support community businesses by creating an attractive lifestyle and quality of life

2. When you think of Pleasant Garden Parks and Recreation programs, services, and facilities, what comes to mind (in three words or less)?
   - Family
   - Pleasant Garden Community Center
   - Could be better
   - Youth basketball association

3. What Pleasant Garden Parks and Recreation facilities have you visited within the last year?
   - Pleasant Garden Community Center
   - Soccer Fields at Volunteer Park
   - Baseball Fields at PGCC
   - Farmers’ Market
   - Town Hall
   - Hagan Stone Park
   - Elementary School Gym
   - Family Life at Baptist Church
   - Senior Luncheon program expansion
4. What Pleasant Garden Parks and Recreation programs, services, or activities have you participated in within the last year?
   - Soccer
   - Christmas Parade
   - Other Parades
   - Fun Fest
   - Fourth of July
   - Veterans Day

5. What facilities would you like to see Pleasant Garden Parks and Recreation provide?
   - Basketball Gym
   - Swimming Pool
   - Golf Course
   - Lake with trail
   - Amphitheater
   - Trout brook
   - Bike trail
   - Walking trail
   - Snow-blowing machine

6. Where would you like to see these facilities built or renovated?
   - Renovate gym at elementary school (historic building)
   - Rena Bullock school area (historic African American structure)
   - Hooker Furniture building

7. How would you like Pleasant Garden to pay for the building or renovation of these facilities?
   - State and Federal Grant Money
   - Recreation Bond Referendum
   - Corporate Sponsorships
   - NC State Lottery

8. What programs, services, or activities provided by Pleasant Garden Parks and Recreation do you participate in the most?
   - Soccer
   - Baseball
   - Biking
   - Walking
   - Farmers’ Market

9. What programs, services, or activities would you like to see offered by Pleasant Garden Parks and Recreation?
   - Skeet shooting
   - Fitness Center
   - Basketball Gymnasium
• Nice outside walking trail
• Decent bike trail (long)

10. What do you perceive the image or reputation of Pleasant Garden Parks and Recreation to be within your community?
• Good job
• Good reputation for youth programs
• Good baseball program
• Good basketball program (Don Venable)

11. Rate Pleasant Garden Parks and Recreation on the following areas, using values from 1 (lowest) to 5 (highest):
• Question not asked

*NOTE: Number provided represents the group’s average response
• Quality of service
• Attractiveness
• Convenience (hours and locations)
• Parking
• Signage
• Frequency of offerings
• Variety of offerings
• Accessibility to persons with disabilities
• Safety
• Publicity and advertising
• Affordability
• Use of technology

12. What groups of people are represented within Pleasant Garden?
• Senior citizens
• Mature citizens (50+)
• Families with young children
• Veterans

13. Which groups do you perceive to be served the most by Pleasant Garden Parks and Recreation Department?
• Youth

14. Which groups do you perceive to be served the least by Pleasant Garden Parks and Recreation Department?
• Seniors and mature citizens above age 50

15. What is your overall impression of Pleasant Garden Parks and Recreation Department?
• Good for what we have
16. What is your vision of public parks and recreation facilities, programs, and services in Pleasant Garden?

- One central location
- Hooker Furniture Plant renovated
- Playground for kids
- Promotion of Pleasant Garden Parks and Recreation
- Amphitheater
- Dog Park