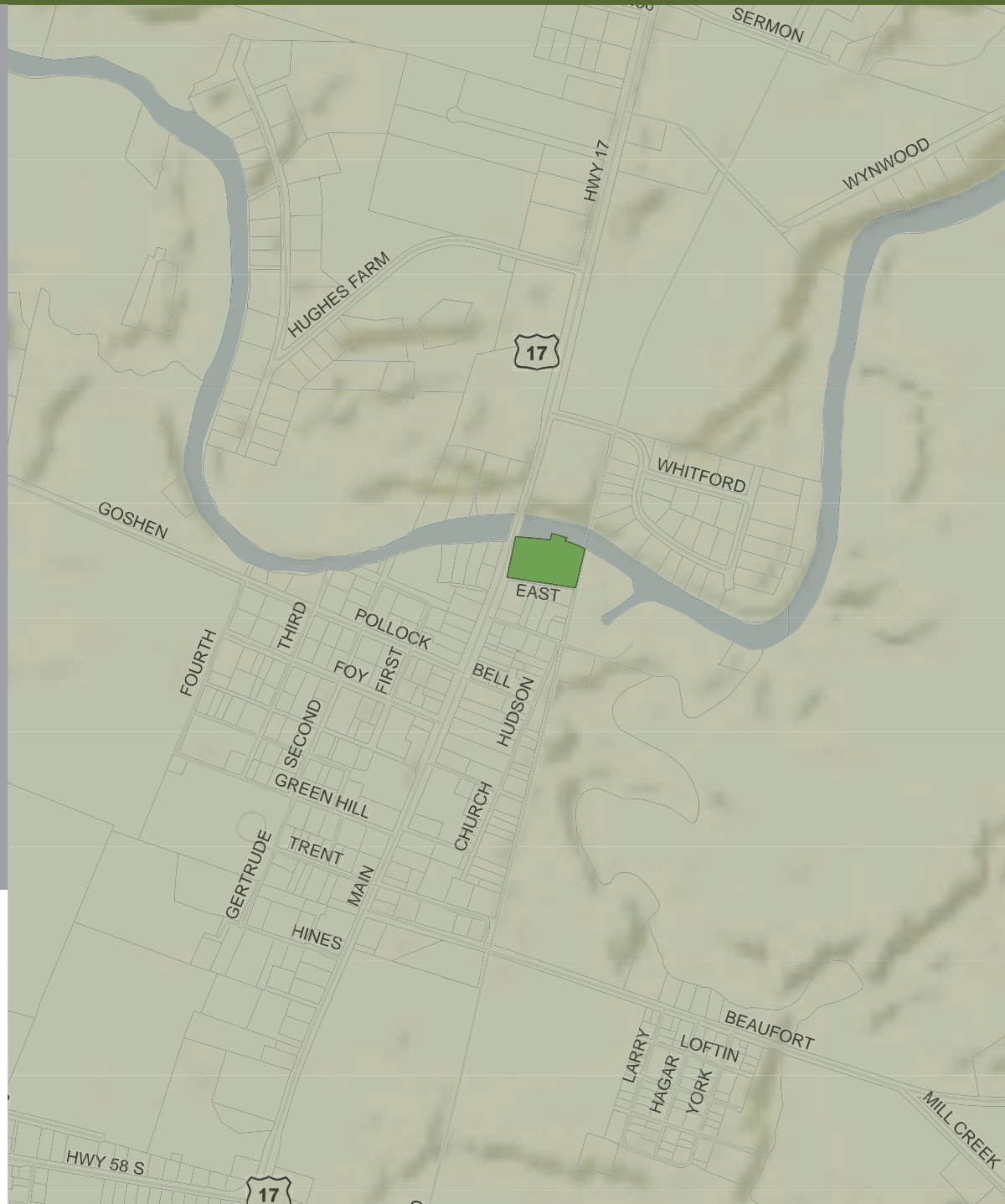


TOWN OF POLLOCKSVILLE PARKS AND RECREATION MASTER PLAN



APRIL 2020



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Chapter 1: Introduction	5
Project Process	6
Chapter 2: Research	8
Community Characteristics	8
Planning Document Review	11
Chapter 3: Public Engagement	16
Planning Workshop	16
Public Open House	17
Findings	18
Chapter 4: Park Inventory & Needs Assessment	20
Park Inventory	20
Needs Assessment	23
Chapter 4: Recommendations, & Implementation	24
Assessment Findings	24
Facilities Recommendations	25
Park Master Plan	25
Capital Improvements Plan	26
Implementation Strategies	26
Next Steps	27

The goal of the Town is to plan, develop, and maintain safe recreational facilities and programs for the health, pleasure and educational use of the community and its visitors.

1. INTRODUCTION

Chartered in 1834 on the banks of the Trent River, the Town of Pollocksville has a rich history in agriculture that has evolved over the years. With a 2017 population of 288 residents, the Town does not have a formal Parks and Recreation Department but does have a recreation amenity area at the boat ramp on the Trent River.

In order to position itself for future parks and recreation improvements for its residents, The Town of Pollocksville embarked on its first comprehensive parks and recreation master plan creation process in 2020. The purpose of this master plan is to evaluate the Town's current park facilities to develop recommendations for a shared vision of meeting the recreation needs of residents over the course of next 10 years. The 2020 Parks and Recreation Master Plan is focused on creating quality public space that is accessible to all Pollocksville residents and can help to improve Pollocksville's efforts to become a more sustainable and healthy community.

Using demographic data, population projections, assessments of the current facility, national standards and public input, the Parks and Recreation Comprehensive Master Plan consultant team has developed a set of recommendations to help achieve the shared vision. The document serves as both a strategic plan and an action plan, providing the Town of Pollocksville with guidelines and recommendations for future program planning efforts, management practices, and capital improvement projects.

RIVERFRONT PARK & AMENITIES

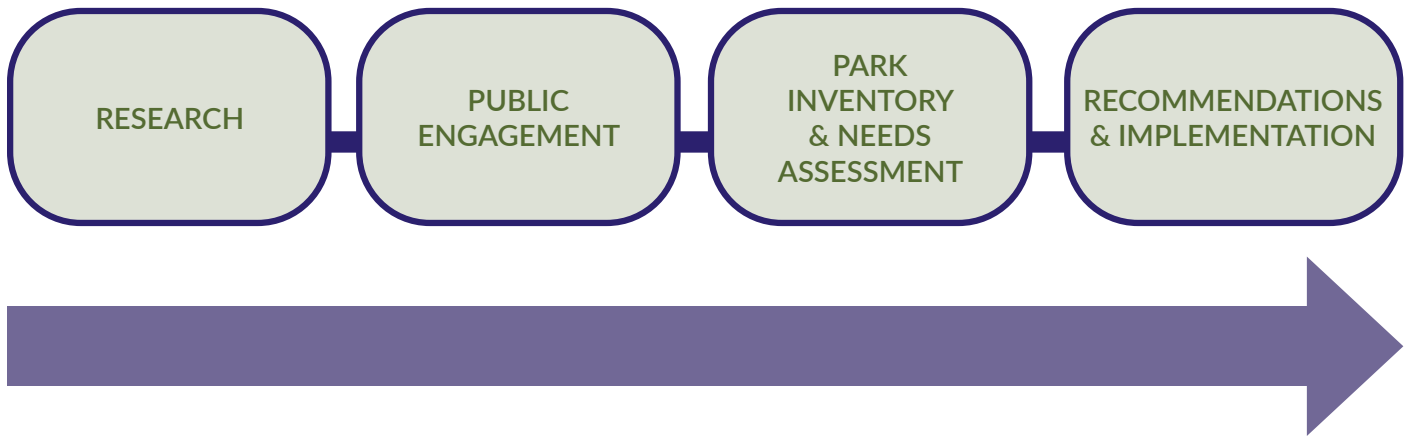
- Town Hall
- River access
- Boat ramp & dock
- Fishing pier
- Group picnic shelter
- Open space



PROJECT PROCESS

The Town of Pollocksville Parks and Recreation Comprehensive Master Plan is a guiding document that encompasses the Town's goal to :

Plan, develop, and maintain safe recreational facilities and programs for the health, pleasure and educational use of the community and its visitors.



The development of the Master Plan was done in four phases, focusing on each aspect of parks and recreation related to quality of facilities and recreation programming.

RESEARCH

The project started with background research on existing Town-wide planning efforts that relate to Pollocksville Parks and Recreation facilities and programming. Existing Census data and GIS data were reviewed to understand the community profile.

- Community Characteristics
- Review of Planning Documents



PUBLIC ENGAGEMENT

A public meeting was utilized to receive input from the community regarding their current use of the existing park and future needs.

- Planning Workshop
- Public Open house
- Findings Synthesis

PARK INVENTORY & NEEDS ASSESSMENT

An analysis of the Town's park facility and amenities was conducted and existing conditions were documented for deferred maintenance needs and opportunities for additional future amenities.

- Collection of base map data for GIS and graphics
- Review of currently-proposed facilities and programs
- Inventory of existing facilities
- Inventory of existing programs
- Inventory of staffing and operations

Data gathered in the stages mentioned above was analyzed and compared against National Recreation and Parks Association standards to understand where Pollocksville current level of service stands .

RECOMMENDATIONS AND IMPLEMENTATION

Recommendations were developed from the analysis data and implementation strategies were discussed as long-term and short-term goals for the Town.

- Findings and preliminary recommendations
- Funding mechanisms for implementation of plan



2. RESEARCH

In order to better understand the needs that the Parks and Recreation Master Plan should address, it is best to gain an understanding of the demographic and population trends of the Town. The first step in analyzing the community's demographics and population is to identify trends in historic data as well as future projections. Although this data is static in nature, analysis will allow the city to make more informed decisions based on trends that may impact the delivery of services over the next 10 years.

COMMUNITY CHARACTERISTICS

POPULATION

While total population and growth can help to determine park level of service goals, population characteristics can help to define what type of facilities will serve the community best. The following population characteristics are based on American Community Survey Data, and present a snapshot of population trends. The data is pulled from 2010 and 2017, demonstrating a temporal and geographic context. This research, among other factors, will help determine needs for parks and facilities.

Population Growth

Year	Population Pollocksville	Population Jones County
2010	311	10,153
2017	288	9,597
% Change	-7.4%	-5.4%

Source: U.S. Census Bureau

ETHNICITY AND RACE

The Town of Pollocksville was historically a fairly homogeneous municipality. The White population accounted for 77.2% of the total population in 2010. However, 2017 data shows this population down to 45.2%, and is no longer the prominent ethnic majority. African-Americans make up the largest race representing 52.6% of the population in 2017, increasing from only 12.5% of the population in the previously assessed year. Hispanic/Latino peoples and "Other Races" represented the third largest ethnicity at 8.6% of the population each in 2010. In the 2017 data, Hispanic/Latino peoples dropped to 2.2% of the population and still remain the third largest racial population while "Other Races" dropped to 0.4%.

Unlike the Town, Jones County retained a majority White racial population percentage across the two datasets. The county's white population represents 66.0% of the total county population. African-Americans, while the largest ethnic group within the Town of Pollocksville, account for 30.5% of the Jones County population. Hispanic/Latino percentages are fairly similar between the Town and county with 4.5% being in the County.

AGE AND GENDER

The median age in Pollocksville was 30.3 in 2017. This demonstrates an age shift of 11-years between 2017 and 2010, with the median population in 2010 being 41.3 years old. Furthermore, the median age in Jones County was 45.5 years old in 2017. Citizens under the age of 18 in

Age Characteristics

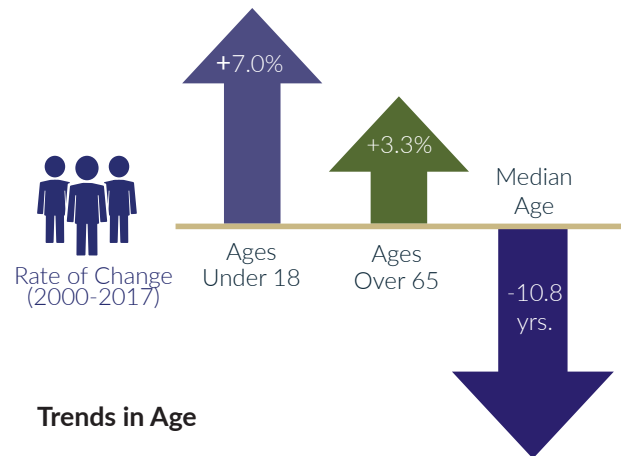
Age Group	2010	2017	7-Year Change
Under 18	21.7%	28.7%	+7.0%
Over 65	18.8%	22.1%	+3.3%
Median Age	41.3 yrs	30.5 yrs	-10.8 yrs

Source: U.S. Census Bureau

Pollocksville are 28.7% of the population. This represents a 7.0% increase from 21.7% in 2010. At the county level, citizens under 18 actually dropped from 2010 to 19.5% of the population in 2017. When ages 65-years and older are assessed, we see that Pollocksville experienced a slight increase in this age group from 2010 to 2017 with 22.1% of the population being 65+ in 2017. Alternatively, this age group grew 3.3% in the county from 2010 to 2017.

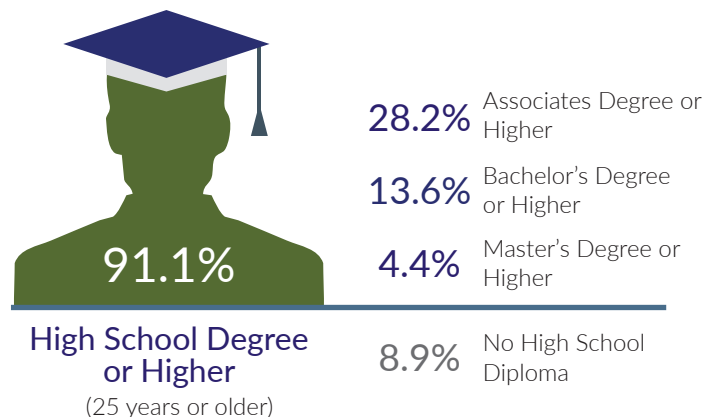
Within Pollocksville, the total population of children aged 14 and below increased 9.7% between 2010 and 2017. Alternatively, Jones County experienced a 2.3% drop in this age group. Of note, the highest increase in population ranges within Pollocksville occurred with ages 5 through 9 increasing 11.9%, 25 through 34 increasing 10.4% and 35 to 44 dropping 9.6%. Jones County did not show as drastic age shifts between the two dataset, with their largest shift occurring in the age 55 to 59 year old group increasing 3.5%. These drastic increases in younger populations may reflect a concentration of young families that have moved to the area.

Typically, populations do not witness extreme changes in gender unless a major event occurs, such as the closing of a military base. In 2017, the American Community Survey indicated that 53.3% of Pollocksville residents were women, a decrease of 0.5% from 2010. In Jones County, the gender ratio shifted slightly in favor of men, with an increase of 0.3% for a total of 48.8%.



EDUCATION

Educational attainment levels shifted within Pollocksville between 2010 and 2017, with 91.1% of the population graduating high school (a 10% increase from 2010), and 28.2% earning an Associates degree or higher (a 3.9% decrease). In Jones County, high school graduates accounted for only 81.8% of the population (a 3.7% increase) and 22.0% of the overall population attained an Associates degree or higher (a 3.2% increase). This demonstrates a level of educational attainment among Pollocksville citizens that is higher than the region.



INCOME

Pollocksville and Jones County Residents experienced a sharp decrease in median income between 2010 and 2017, with the Town fairing much worse overall. Pollocksville median income in 2017 was \$19,866, illustrating a \$14,717 drop in income from \$34,583 in 2010. The County experienced an overall loss in median income, albeit much less impactful than the Town, with a \$1,098 drop to \$37,256 in 2017. In the frame of income brackets, \$15,000 to \$24,999 saw a 21.5% increase from 2010 to 2017 while many higher income brackets dropped at least 7.2%. This data may indicate a drastic shift in regional economics, with more entry level jobs being available/filled by citizens of Pollocksville, and migration of higher-paid citizens away from the Town.



HOUSEHOLD CHARACTERISTICS

Demographics are usually thought of in terms of people, but an overview of the city's housing characteristics can provide additional trends and details about the population. For example, high levels of homeownership typically signify stable communities, whereas high levels of vacancy can indicate a struggling local economy. The number of new residential units not only mirror population growth, but can also provide clues as to how densely a community is growing based on residential building type and annexations.

In absolute numbers, the amount of housing in the Town of Pollocksville grew by 45 units between 2010 and 2017, an increase of 25.4%. Jones County experienced an increase of only 3.4% in comparison. Both the Town and County experienced little change in their housing occupancy/vacancy rates, with occupancy however around 83% for both entities. The most dramatic shift occurred in the Pollocksville owner/renter balance. Owner-occupied buildings accounted for 62.1% of the occupied housing stock in 2010. In 2017, Owner-occupied housing dropped 15.6% to 46.5%, leaving renter occupied housing to account for the majority occupancy at 53.5%. In contrast, the County shifted very little in the occupancy balance with owner-occupancy remaining around 72%. This drastic shift in housing occupancy within Pollocksville may indicate a less stable community with a higher rate of transient households.

The most common type of household in the Town of Pollocksville is the non-family, which comprises 54.6% of all households. This type of household is typically single-person, multi-person unmarried or student housing, and increased 20.1% from 2010. Family households without children under the age of 18 were a distant second representing 27.0% of households and dropping 17.8% since 2010. Family households with children under the age of 18 represented the third household type comprising 18.4% of households. Total number of households with people under the age of 18 dropped 1.7%, which signified a slight increase in the number of non-family households with children under the age of 18.

Households with a person over the age of 65 increased by 16.7%, demonstrating a population that is aging within the Town. The average household size dropped by 0.02 to 2.46 people, which reflects the average household size of Jones County in 2010, but is higher than its 2017 size of 2.33. One area of difference is that the average family increased dramatically in 2017, raising from 3.03 to 4.18 in Pollocksville while the average family size in the County dropped 0.17 to 2.79.

Household Characteristics

	2010	2017	7-Year Change
Family Households	65.5%	45.4%	-20.1%
Non-Family Households	34.5%	54.6%	20.1%
Households with Children Under 18	20.7%	40.5%	19.8%
Avg. Family Size	3.03	4.18	1.15
Avg. Household Size	2.48	2.46	-0.02

Source: U.S. Census Bureau



REVIEW OF PLANNING DOCUMENTS

To create a continuing narrative of planning within Pollocksville, great importance has been placed upon review of previously adopted plans and studies. The incorporation of these previous local or regional documents ensures that diligent work completed in previous years lives on and influences the goals of this Master Plan. A listing, though not exhaustive, of significant influencing plans or documents include:

- Jones County Farm and Forest Protection Plan (2011)
- Jones County Land Use Plan (2013)
- Jones County Comprehensive Transportation Plan (2016)
- Town of Pollocksville Flood Damage Prevention Ordinance (2019)
- Town of Pollocksville Zoning Ordinance (1993)

JONES COUNTY FARM AND FOREST PROTECTION PLAN (2011)

The Jones County Farm and Forest Protection Plan represents a county-level planning effort focusing on the preservation of farming and forestry practices. The North Carolina's Eastern Region (NCER), with funding from the North Carolina Department of Agriculture and Consumer Services Agricultural Development and Farmland Preservation Trust Fund, contracted with Mount Olive College's Lois G. Britt Agribusiness Center to create farm and forest protection plan for Jones County. As part of the plan development, surveys were distributed among farmers and non-farmers within Jones County in early 2011.

These responses as well as overall demographic and economic research help determine anticipated pressures on agriculture in Jones County including:

- An aging farmer population
- Absentee landowners
- An increase in small and part-time farms
- Inadequate access to agricultural education in the community
- Insufficient local markets for agricultural and timber products
- Inadequate transition planning
- Declining influence in the N.C. Legislature and Congress as North Carolina becomes more urbanized.

Recommendations stated through this plan were as follows:

- Adopt the Jones County Farm and Forest Protection Plan as a tool to guide county programs and policies related to agriculture.
- Advocate for Jones County and rural North Carolina in efforts related to agriculture and forestry at all legislative levels.
- Expand participation in the Voluntary Agricultural District Program.
- Adopt the Enhanced Voluntary Agricultural District Program.
- Educate landowners about available financial and technical resources.



- Increase the number of acres that are under an active forest management plan.
- Develop a mentor program for beginning farmers.
- Educate young people about agriculture and encourage farming as a career.
- Include agriculture and agribusiness as a permanent part of the economic development plan for Jones County.
- Implement a multi-county “buy local” campaign.
- Support continued funding for the Highway 17 expansion.
- Offer continuing education programs for farmers and agribusiness owners.

Relevance to the Master Plan

While not directly related to the Parks and Recreation Master Plan, the Jones County Farm and Forest Protection Plan represents a complimentary effort in the pursuit of human/nature cohabitation. Recommendations put forward as part of the Master Planning process will emphasize the intermingling of agribusiness, education and recreation within Pollocksville.

JONES COUNTY LAND USE PLAN (2013)

The Jones County Land Use Plan is the latest comprehensive needs analysis of the Town of Pollocksville and reflects a 20-year plan for the county proper. The project was initiated in the Spring of 2010 by the Jones County Board of Commissioners and the County reached out to the North Carolina Division of Community Planning for assistance with plan development. Interested citizens were invited to participate in a public forum and visioning exercise in November of 2011. With citizen input, the following vision was developed for the plan:

Enriched by a longstanding farming tradition, Jones County, NC is quickly becoming a recreational destination with unrivaled natural resources to be enjoyed by outdoor enthusiasts of any interest. A community still heavily invested in farming with immeasurable potential for industrial development, and destined to become a major resource provider in the future, Jones County also serves as a bedroom community to nearby urban and military centers providing a safe, attractive and welcoming environment to call home.

The Board of Commissioners worked with the North Carolina Division of Community Planning to create a draft of the plan which was publicly reviewed on July 17, 2013. The final plan was adopted on July 1, 2013. The plan establishes 12 goals across five categories for the county, which are outlined below.

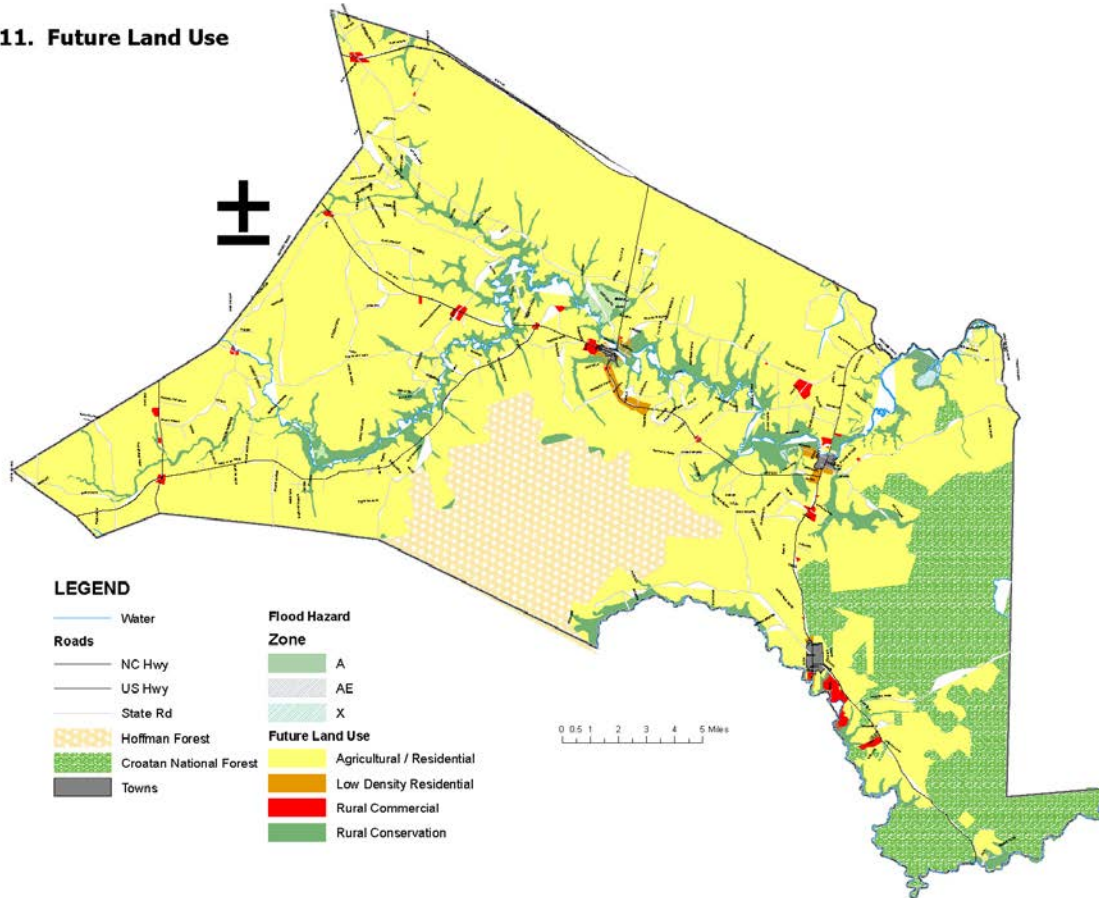
Future Land Use

- Goal: Coordinate land use and infrastructure planning in order to promote cost effective, responsible, orderly growth
- Goal: Preserve and enhance the quality of life enjoyed in Jones County through land use planning

Agricultural Preservation

- Goal: Preserve the rural character of the County
- Goal: Enhance the economic viability of the agricultural industry in the County

Map 11. Future Land Use



Transportation

- Goal: Prioritize regional transportation needs and necessary improvements
- Goal: Work with the state to create an appealing, useful transportation network to attract new industry and business to the County
- Goal: Promote safety along rural routes

Environmental Resource

- Goal: Provide adequate public water service throughout the County
- Goal: Ensure the protection and longevity of existing natural resources

Economic Development

- Goal: Create and support a vibrant, successful local economy
- Goal: Diversify and increase local tax base
- Goal: Become a leading natural resource provider in the State

Additionally, the plan details future land use maps for each of the municipalities contained within Jones County.



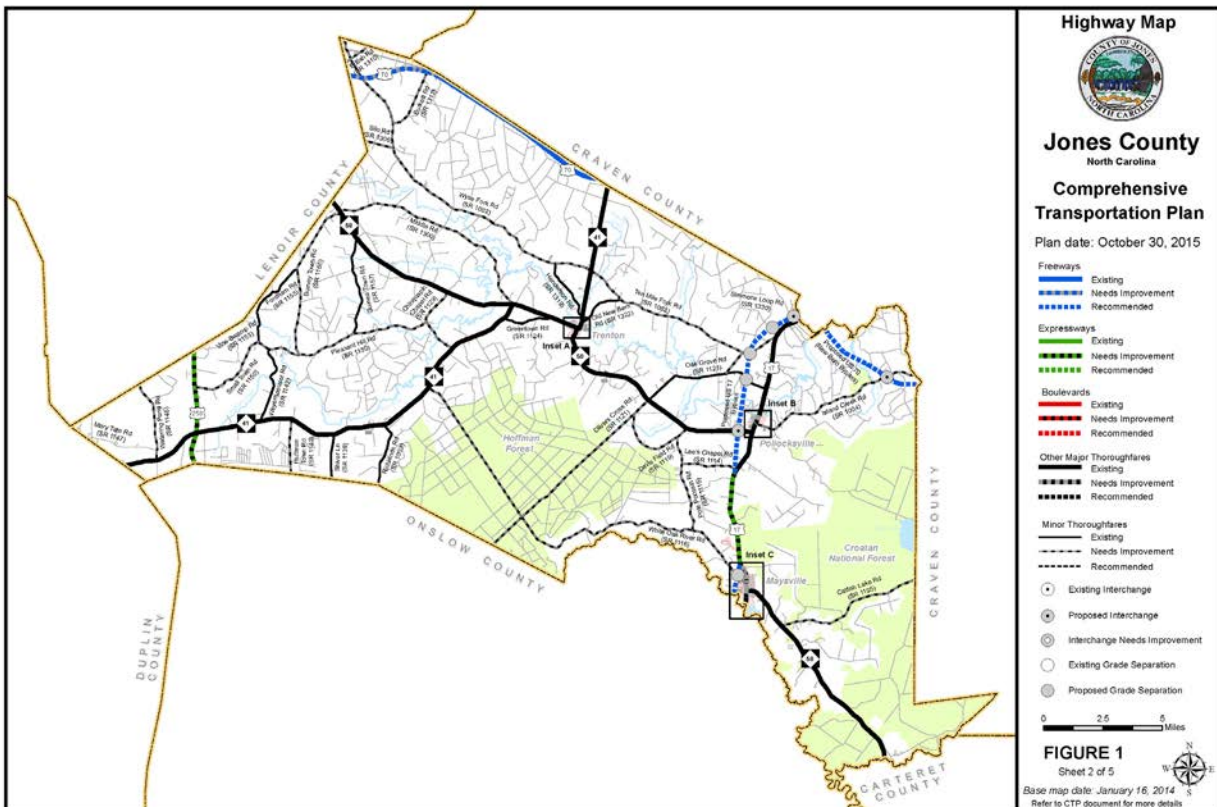
Relevance to the Master Plan

The Jones County Land Use Plan not only outlines the 20-year regional goals of the county, but also details what the future of Pollocksville surrounding land usage could look like. The Future Land Use Map reflects a similar interest of this Master Plan in the conservation of lands around Trent River and Mill Creek. Overall, the plan's vision seeks to preserve the rural character within the county, while enhancing connectivity, environmental resources and economic diversity. These goals are hand in hand with the goals of the Master Plan, and the recommendations made in this plan will work fully to forward the goals of the County Land Use Plan.

JONES COUNTY COMPREHENSIVE TRANSPORTATION PLAN (2016)

The Jones County Comprehensive Transportation Plan represents the most recent plan created for the Town of Pollocksville. This 25-year plan was initiated in August of 2014 by the North Carolina Department of Transportation and Jones County. Each municipality within Jones County included a representative to serve on the Jones County CTP Steering Committee which oversaw and informed the creation of the plan. Additionally, four public drop-in sessions were conducted in Jones County to garner public input on the transportation plan. Of note, the first meeting was held on October 13, 2015 at the Pollocksville Town Hall. Public Hearings on the proposed plan occurred between November 10 - 19 across the municipalities, during which the plan was adopted. The North Carolina Department of Transportation adopted the plan on February 4, 2016.

The plan itself is multi-modal in nature, and offers transportation recommendations both regionally and for individual municipalities within Jones County. It leverages a combination of deficiency analysis, crash history, environmental features, public input and other various factors to generate a working list of project recommendations. Cross-sections and project specifics are included as part of the recommendations.





Relevance to the Master Plan

The Jones County Comprehensive Transportation Plan depicts recommended transportation improvements within Pollocksville. These improvements include pedestrian and bicycle facilities, and represents an opportunity for integration between this plan and the Master Plan. Thoroughfare improvements recommend as part of the plan include bicycle and pedestrian facilities along portions of Main Street and Beaufort Road within the Town. Various pedestrian facilities are recommended and a multi-use path is proposed connecting Beaufort Road to East Street through the wooded lands east of Hudson Street. This Master Plan will analyze these recommendations under the context of parks and recreation planning, and put forward plans that forward the interests of both documents.

TOWN OF POLLOCKSVILLE FLOOD DAMAGE PREVENTION ORDINANCE (2019)

The Town of Pollocksville Flood Damage Prevention Ordinance sets standards for development within the Special Flood Hazard Areas identified under the Cooperating Technical State agreement between the State of North Carolina and FEMA. Special Flood Hazard Areas are depicted in DFIRM panels, which are digitally developed by FEMA and identify areas that are prone to flooding events. Development within these areas is restricted in order to prevent unnecessary damages caused by flooding, and a permit is required when developing within these areas.

Relevance to the Master Plan

The Flood Damage Prevention Ordinance restricts development in lands prone to flooding events. By restricting the development in these areas, the ordinance may open up land for the programming of parks and recreation instead. “Facilities” such as a greenway or amphitheater are much more resilient to flooding than homes or business structures. Naturally, the areas that are designated as Special Flood Hazard Areas are adjacent to Trent River and Mill Creek, allowing for this Master Plan to more efficiently program for parks development in these areas and bring citizens of Pollocksville closer to natural water features.

TOWN OF POLLOCKSVILLE ZONING ORDINANCE (1993)

The Town of Pollocksville Zoning Ordinance was adopted in November 15th of 1993. It contains the regulations and procedures for land development within the Town. At the time of adoption, the Town contained four distinct zones for development; R-8 Residential, R-6 Residential, C-1 Commercial and I-1 Industrial. Dimensional standards and applicable uses are provided for these zones, and the document further outlines the development standards for Town parcels including items such as parking and density.

Relevance to the Master Plan

The Town of Pollocksville Zoning Ordinance represents a unique challenge for this Master Plan. The document guides the use of land within the Town, yet makes no reference to parks or greenways. This may be a reflection of the documents age, as it is approaching 30-years of age. In the context of parks and recreation planning, recommendations must work around this document and not through it. That being said, the Parks and Recreation Master Plan has the potential to inform future iterations of the Zoning Ordinance, helping the document work more efficiently in the context of parks planning.

3. PUBLIC ENGAGEMENT

Public engagement is a key component of any successful planning process. Public engagement ensures that a plan reflects the values and priorities of the community it serves. For the Pollockville Parks and Recreation Plan, the goal was to understand their needs and concerns, and identify what facilities or programs are desired and what may need improvements. From the onset, the planning process focused on a robust community engagement plan. Marketing strategies were undertaken including social media, and promotions on the Town website.

PLANNING WORKSHOP

The Town, working with the Eastern Carolina Council of Governments (ECC), conducted a planning workshop on January 7, 2020 during one of the regular meeting hours. Three board members and four of the staff members participated in the workshop. Findings from the workshop are noted below:

BENEFITS OF THE TOWN'S PARK

- River access
- Community Building
- Kayak launch
- Boat ramp

TOP 3 FOCUS AREAS FOR FUTURE PARKS AND RECREATION SYSTEM

- Additional facilities including outdoor pavilion
- Family-oriented amenities
- Playground



PUBLIC OPEN HOUSE

As part of the comprehensive master plan development process, the ECC facilitated a public input session. The session was promoted by the ECC and Town through website posts and social media. The goal of the public meeting was to raise awareness regarding the project, and to ask Pollocksville residents to provide input on the current recreation activities and facilities, and potential future needs and improvements.

PROCESS

This public input session was formatted as an “open house” and participants were given an opportunity to address the members of the ECC and the other meeting attendees.

SUMMARY OF COMMENTS

The following is a summary of comments from Pollocksville residents at the Open House:

- Additional facilities to serve the age demographics of the Town
- Activities and facilities that can attract others to the area
- A skatepark for family events
- Family oriented activities and amenities
- Improved kayak launch on the river
- New playground (multiple mentions)
- Additional picnic shelters
- Provide a splash pad for families (multiple mentions)
- An outdoor pavilion for entertainment to help draw visitors to the area
- Would like to see basketball and tennis courts
- Make sure amenities are ADA accessible
- Provide amenities and programs for middle-schoolers and teenagers



FINDINGS

Using the information received during the Planning Workshop and the Public Open House, the project team was able to synthesize the needs and priorities of the community and key stakeholders. Top priorities include:

- The community engagement effort generated responses from several families living in Pollocksville which shows that the residents who participated in the engagement process are interested in their parks, recreational facilities, and programs.
- Positive impacts to the community will be seen if recreation programs and amenities are designed to attract additional visitors.
- The community has expressed desire for new park facilities and additional programming.
- Some of the new ideas or needs expressed during the public engagement process included addition of a splash pad, areas for skating, basketball and tennis courts, and an improved kayak launch.
- Respondents have also expressed a strong support of funding these improvements through matching grant programs and bond initiatives.

SUMMARY OF RESIDENTS AND STAKEHOLDERS INPUT

Park Elements	Number of Votes	%
Picnic Area / Shelters	7	37%
Playground	7	37%
Splash Pad	6	31%
Kayak Launch	5	26%
Restrooms	5	26%
Basketball	3	16%
River Walk / Boardwalk	3	16%
Skate Park	2	11%
Band / Special Events Venue	2	11%
Tennis Courts	1	5%
Horseshoe Pits	1	5%





4. PARK INVENTORY & NEEDS ASSESSMENT

PARK INVENTORY

Currently, the Town of has one (1) park, Riverfront Park, an existing 2.5 acre parcel off of Main Street (State Route 17) and on the Trent River. Town Hall is located in the Park. Due to its size, the Town does not have a Parks and Recreation Department, parks staff, parks budget or offer any formal recreation programming. Active recreation and park facilities are provided through Jones County Parks and recreation.

EXISTING AMENITIES AT RIVERFRONT PARK:

- Town Hall
- Boat ramp with side floating dock
- Fishing pier
- Picnic tables
- Picnic shelter (1)
- Parking, gravel with one (1) concrete handicapped parking space
- Open space

OBSERVATIONS:

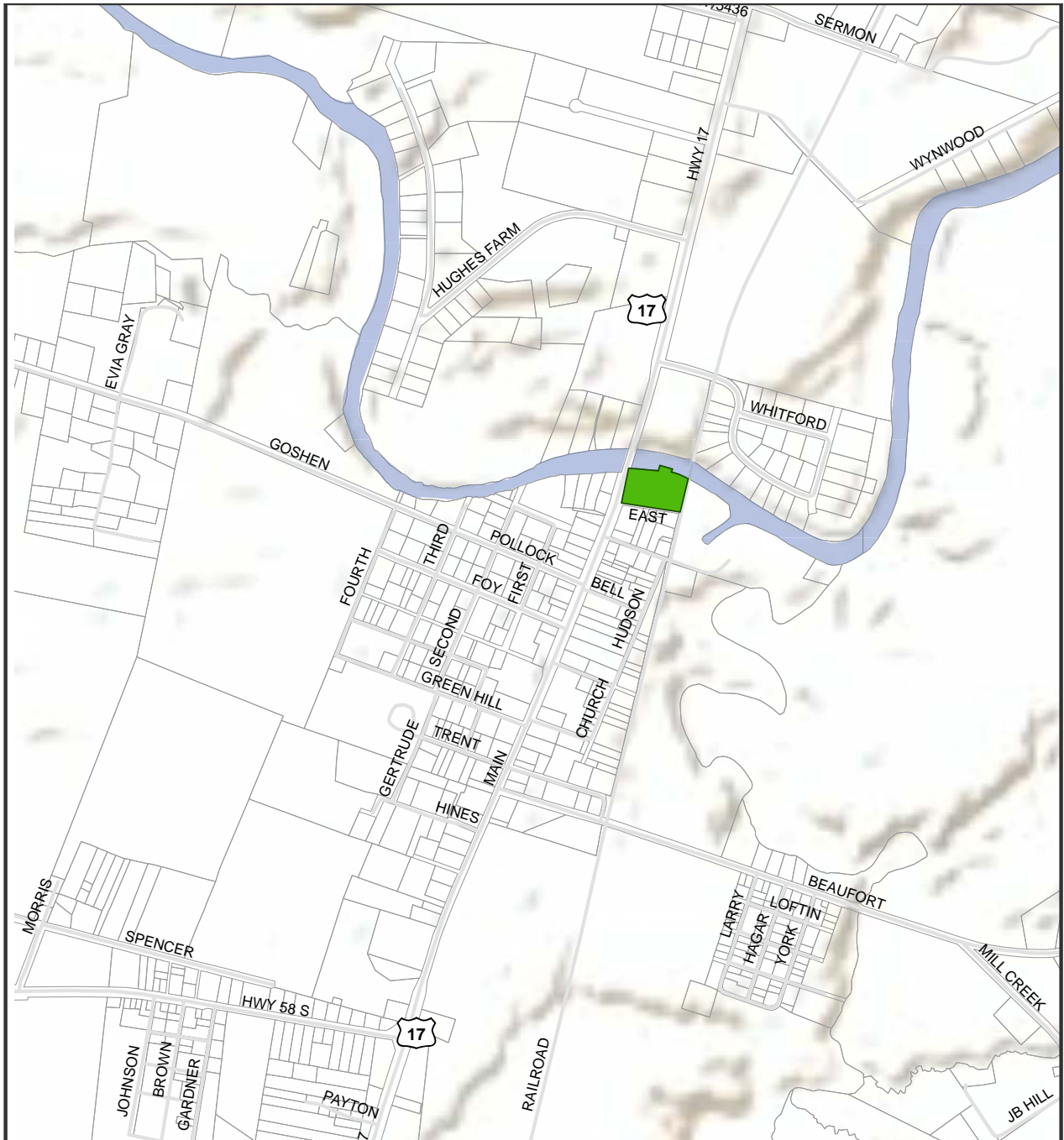
Riverfront Park is a 2.5-acre land parcel featuring lowlands, located within both the flood way and the flood way of the Trent River. Town hall sits on a small, 0.4-acre portion of the Park that is outside of the flood way but within the AE Flood Zone. The remainder of the park is within the Trent River flood way. The park is programmed for passive recreation use, river access for fishing and boating with a crushed gravel parking area. The boat ramp was provided by N.C. Wildlife Resource Commission and maintained by the Town. There are no entry or park identification signs on Main Street.




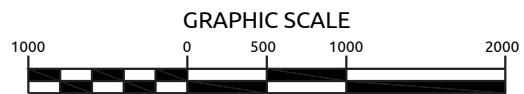
VICINITY MAP

Pollocksville Riverfront Park
110 East Street,
Pollocksville, NC 28573

Latitude / Longitude:
35°0'35.5356"N / 77°13'5.5416"W



 POLLOCKSVILLE RIVERFRONT PARK
BOUNDARY - 2.5 ACRES

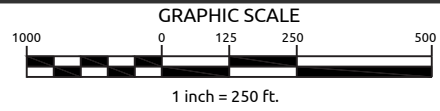


1 inch = 1000 ft.





Riverfront Park Site Aerial





NEEDS ASSESSMENT

The location of Riverfront Park provides an opportunity for access to the Trent River for boating and fishing. While small, there is the opportunity to develop a small walking trail and riverwalk boardwalk to extend river access to those who do not boat or fish.

While small, there is enough open space that the Town could host small special events at Riverfront Park for residents and visitors. Additional amenities potentially included in the park that would expand the usability of the Park for residents include:

- Small stage
- Picnic areas
- Playground
- Nature trail
- Riverwalk
- Kayak/canoe launch
- An entry sign identifying the Park from Main Street to help celebrate the Park and direct visitors.

LAND NEEDS ASSESSMENT:

There are no real national standards for the amount of parkland and facilities recommended for a small community such as Pollocksville. The National Recreation and Parks Association (NRPA) has tallied a 2018 national average of 10.1 acres of parkland per 1,000 residents. The Town's 2.5 acres for its 288 residents is slightly below the national average if extrapolated for the Town's population, however the park currently contains enough developable acreage to meet the needs of the community. As the community grows and changes during the coming years, the capacity of the park and its facilities will need to be evaluated along with the changing needs of community.

5. FACILITY RECOMMENDATIONS

ASSESSMENT FINDINGS

Like many other small communities, Pollocksville's Riverfront Park needs a critical examination, both at the quality of the amenities and in the types of facilities provided to meet the needs of its residents. While the Town has not experienced much population growth in the past two decades, Pollocksville is challenged by the need to maintain what it currently has. Some of the challenges observed at the facilities include:

- Aged facilities that are in need of repair
- Lack of family activities
- No playgrounds
- Minimal site furnishings provided
- No family picnic shelters or picnic tables
- Unorganized parking
- Limited access to the Trent River
- Separate canoe or kayak launch
- No handicapped parking provided at Town Hall
- Lack of public restrooms

Faced with a backlog of deferred maintenance needs, the lack of a formal Parks and Recreation Department and the desire to provide additional facilities, the Town must establish priorities that maximize recreation opportunities for the greatest number of users and respond to residents' desires for recreation facilities expressed through public engagement.

In reviewing the community engagement conducted as a part of this planning effort, the most popular common desires for facilities expressed include:

- Picnic area and family shelters
- Playground
- Splash pad
- Kayak launch
- Public restrooms

Based on the public input, the Town's limited budget for maintenance and monitoring and lack of park staff, the following facility recommendations are suggested:



FACILITIES RECOMMENDATIONS

- Provide site furnishings such as picnic tables, grills and trash receptacles for family and group picnics
- Provide a family shelter that may accommodate a single picnic table
- Modify the existing fishing pier to provide for easy launching of canoes and kayaks or provide a launch off of the side floating docks near the boat ramp
- Provide additional sidewalks and paths
- Provide an ADA-accessible playground
- Provide restrooms within the Park or provide daytime access to the restrooms in Town Hall while the Park is open.

While a splash pad scored in the top five of park elements requested during the public meeting, it is not recommended in this Comprehensive Plan until it is decided that the Town will have a Parks Department or adequate staff to operate and supervise such a facility.

PARK MASTER PLAN

The Town should create a Riverfront Park Master Plan for the site to guide future decisions for implementation and development of the new facilities. The Master Plan will be beneficial should the Town apply for alternative funding such as grants from public agencies and foundations. The master Plan should also address accessibility issues, per the ADA guidelines, throughout the park site. Currently, the Town Hall has an access ramp but there is no handicapped parking in the vicinity thus requiring those needing to use the ramp to use the park entry road for access.



CAPITAL IMPROVEMENTS PLAN

- The Capital Improvement Plan (CIP) provides guidance on the physical improvements needed for parks facilities and opinion of budget costs for new elements. The public engagement process found that residents of Pollocksville value quality and well-maintained facilities and would like to see additional park elements to expand the user experience at Riverfront park. Keeping this feedback in mind, the CIP will need to provide funding for regular maintenance as well as allocation of funds for a few new amenities.
- The Capital Improvement Plan document should be developed and implemented as a working document. It should be analyzed and updated annually to reflect actual fiscal year budget and accommodate changes per community needs.
- Available opportunities for alternative funding sources should be explored to help share costs. This includes opportunities such as PARTF and LWCF grants.
- It is recognized that the Town may not have capital dollars to implement many of the items recommended herein. The goal is to make as many improvements as possible over the next ten (10) years of this Plan, while recognizing it may be difficult to accomplish or may change during the course of time.

IMPLEMENTATION STRATEGIES

As with any Comprehensive Master Plan, it is critical for the Town to establish a process to implement the recommendations specified here. Outlined below are critical steps that need to occur.

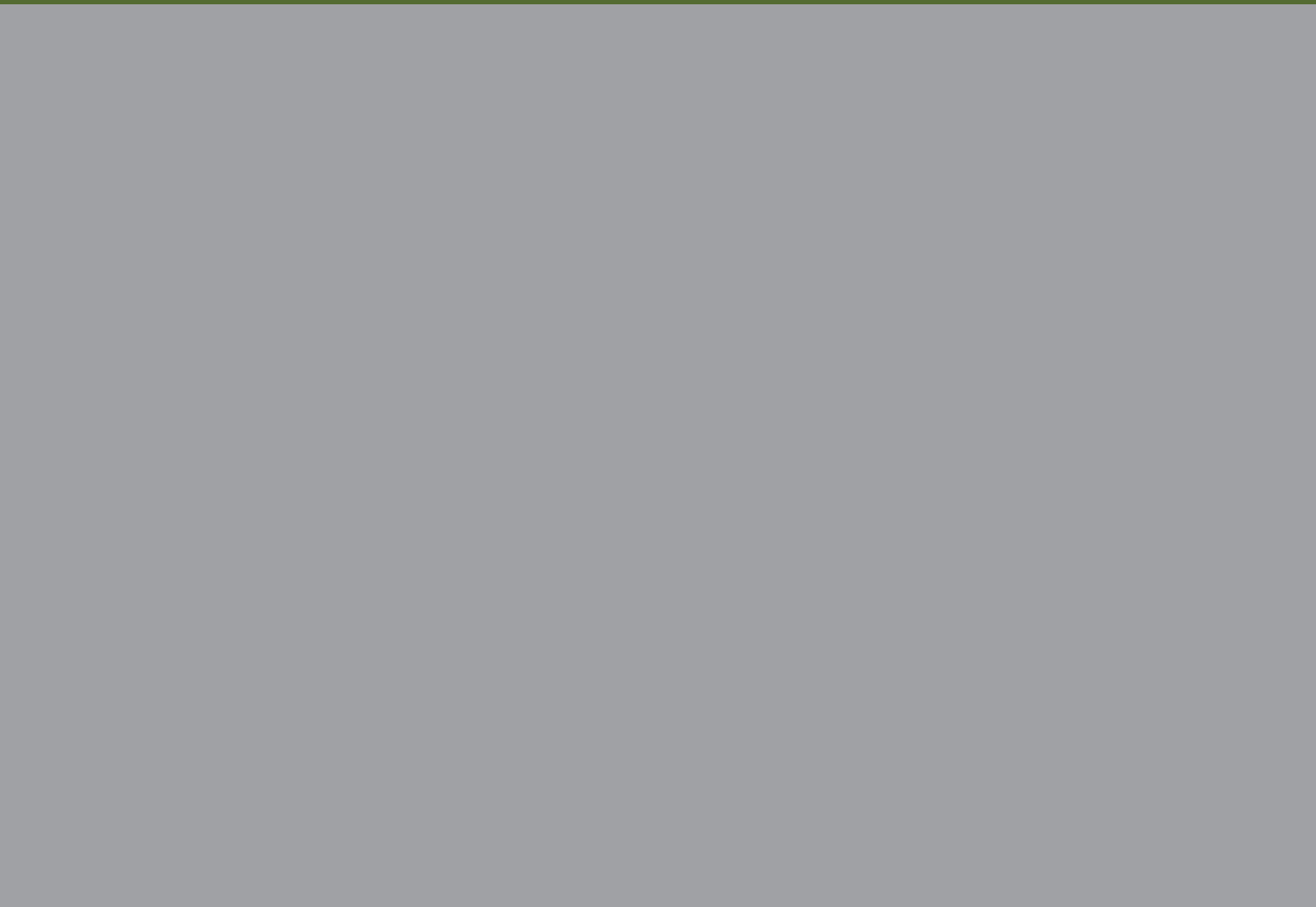
- Identify the best method to fund the parks capital program. A much larger funding source will be needed to move the entire program forward.
- Work with the community to determine the type of facilities that are desired rather than just replacing what is currently in the park. Seek grant funding options states above to implement the amenity improvements.
- Set a budget goal for what will be renovated each year and dedicate funding for their development.
- Establish a budget goal for deferred maintenance items to be addressed.



NEXT STEPS

While funding and phasing is a necessary component to the implementation of the recommendations in this plan, maintaining public support is often an overlooked yet extremely critical part of this process. This plan will serve as the framework for the future of Pollocksville’s parks and natural resources for the next decade, and it represents the shared community vision of the citizens that will enjoy these resources for years to come.

The public’s involvement in this process does not end with this Master Plan. As projects are implemented, the community should continue to be engaged and updated with the progress of the concrete projects that come out of this plan. As people continue to see changes in their community, the positive support for the plan’s recommendations will grow, and Pollocksville will continue to move towards achieving its Vision.



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