

Town of
Leland
Parks & Recreation

FOUNDERS PARK MASTER PLAN TOWN OF LELAND FEBRUARY 2020

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ACKNOWLEDGEMENTS

The Town of Leland wishes to express its sincere appreciation to those entities and individuals, who, in any way, contributed to the creation of the Founders Park Master Plan, some of which are identified below. Without the knowledge and expertise of these persons, in both individual, and team settings, this document would not be possible.

Leland's Town Council

Brenda Bozeman, Mayor
Pat Batleman, Mayor Pro Tem
Bob Campbell, Councilmember
Bob Corrison, Councilmember
Veronica A. Carter, Councilmember

Parks & Recreation Advisory Board

Arlene Holmes, Chairmen
Nicole Whiteside, Vice Chair
Art Dietrich
Bridget Crabtree
Jessica Middleswarth
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Michael Long

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Section 1

Project Overview

Introduction



The Town of Leland recognizes the importance of planning as a means of improving recreation opportunities for all its residents and visitors. As a result, the Leland Town Council hired McGill Associates to create a Park Master Plan for Founders Park. The Town has moved forward with the development of the site-specific master plan as part of the initial planning effort.

Public input was critical in understanding user needs and desires for the Park Master Plan. As part of the community outreach public meetings were held to solicit public opinion about possible improvements to Founder's Park. During these meetings, participants were asked to identify and prioritize the recreation facilities and programs that were desired in the community. Leland residents were engaged in open conversations concerning their needs and goals.

McGill Associates and Town Staff worked to further analyze and evaluate the study findings along with other data collected throughout the planning process. These meetings highlighted the needs of both the community and the Parks and Recreation Department. Final recommendations, which were drawn from these collaborative efforts, will be discussed further in this document in detail.

Town History

In the mid 1890's, a settlement at the crossroads of multiple railroad routes leading to Wilmington, Columbia, and Augusta began to flourish. Mr. Joseph W. Gay and other area citizens sought to formalize the settlement by providing it with a name. They provided the U.S. Post Office Department in Washington D.C. three names to choose for the burgeoning settlement. The name chosen was Leland, after Mr. Gay's nephew, Leland Adams.

With its proximity to the Brunswick River, Leland was an early transportation center by both land via railroad and water. Ferries operated to allow for people traveling north and south the ability to cross the river. Travel by road became an important part of the community of Leland by the early 1920's.

Today, the Town of Leland celebrates its incorporation in 1989 annually on the second Saturday of September.

Local Setting

The Town of Leland portrays a family friendly town along the banks of the Brunswick River. It is within proximity to the city of Wilmington and provides residents with easy access to multiple types of recreational opportunities.

As of the 2018 American Community Survey 5-year estimates from the U.S Census estimate, Leland is home to 22,070 permanent residents.



- END OF SECTION -

Section 2

Site Analysis



Leland Founders Park is located on the Leland Municipal Campus.

General

The current Founders Park can be found on the Leland Municipal Campus. It is located at 102 Town Hall Dr. in Leland, North Carolina between Village and Old Fayetteville roads. The area currently owned by the Town of Leland that makes up the campus site totals 16.58 acres. Future property acquisitions as proposed in the plan would bring the total area to 20.75 acres.

Leland Founders Park is the current flagship facility of Leland Parks and Recreation and is the most centrally located Parks and Recreation facility in the Town. Existing amenities include a 0.6-mile paved multi-use path/trail, a fit trail stretch station, playground equipment that accommodates 2-5-year olds and 5-12-year olds, gazebo, an outdoor uncovered stage, picnic tables, benches, pet waste stations, and a large open/free play green space.

Zoning

The site is zoned as LE-T40. The zoning surrounding the existing Founders Park is predominantly other LE-T40 properties as well as LE-T4 and LE-CIVIC.

Figure 2.1: Zoning Map (See Appendix C)



Surrounding Land Use

On the northwest side of Town Hall Drive, the current campus includes the 8.5-acre Founders Park and the Brunswick Center at Leland, which opened in early 2017 and is operated by Brunswick SeniorResources. On the southeast side of Town Hall Drive, the campus totals 5.43 acres and includes the Leland Town Hall and Police Headquarters, the Leland Community Garden, and a shed used by the Town’s Operations Department. The future campus development area totals 4.18 acres and currently houses several privately-owned residential structures and outbuildings.

Utilities

The Park is served by public utilities provided by the Town of Leland’s Water and Sewer Department. Waterlines that currently provide water service to Leland Municipal Campus will be adequate to provide water service to the park. Sanitary

sewer is managed via the Town's public sewer system. In addition to public water and sanitary sewer, power is also provided from Brunswick Electric.

Parking

The existing Leland Municipal Campus provides parking for the park. The proposed improvements to Leland Municipal Campus will provide more parking that will be adequate for visitors. See the Leland Municipal Campus Improvements in Appendix A.

Existing Structures

The site currently has a gazebo and playground. Free wireless Internet access is also available at the Park.

Natural Features

Topography

The topography of the land at Leland Founders Park is generally flat.

Vegetation

Vegetation on the site consists largely of managed turf grass (Fescue, Bermuda mix) and ornamental landscape plants. Approximately one-third of the Founders Park and half of the areas for acquisition remain wooded.

Wetlands

As a largely developed site, there are few naturally occurring wetlands and jurisdictional features within the project area. Stormwater for the site is handled in a series of dry retention basins and constructed wetlands that outfall to the ditches along Old Fayetteville and Village Roads

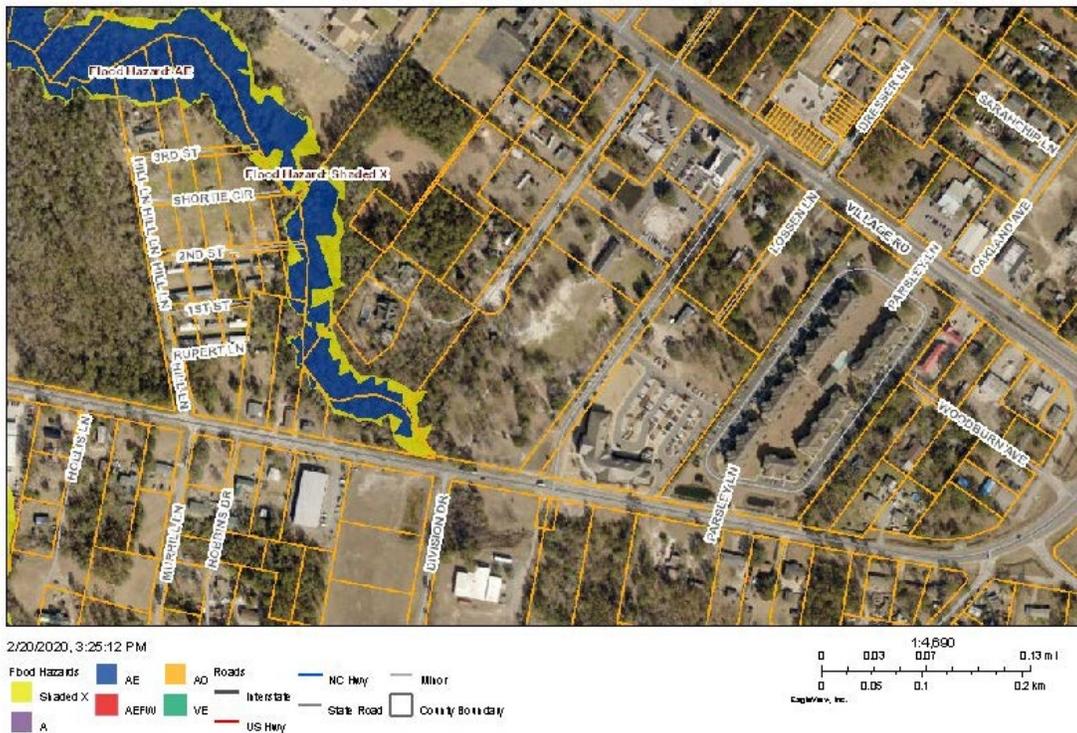


Figure 2.2: Wetland Delineation Map (See Appendix C)

Flooding Hazard

The existing Leland Founders Park site is partially within the Special Flood Hazard Area “AE Zone.” AE zones are areas affected by storm surge, but wave action is diminished or absent. AE zones are affected by 100-year flood events. Knowing the flood hazards is important to understand in the design process to determine the best and most efficient use of the space. A park is a suitable use of land that is prone to flooding because it provides permeable surfaces and no major infrastructure or development.

Figure 2.3: Flood Hazard Map (See Appendix C)



Soils

Soils found on the site are largely sandy and drain well.

Figure 2.4: Soils Map (See Appendix C)



Leland Founders Park Existing Condition Photographs



Existing Founders Park



Town Hall Drive provides access to Founders Park.

- END OF SECTION -

Section 3 Community Input & Findings

Community Meetings

Beyond previous Town planning and surveying efforts, the Town of Leland hosted a public input session on April 18, 2017 to discuss and receive comments on the proposed Leland Municipal Campus Master Plan (See the Public Involvement Summary). In this meeting, the then Town of Leland Operations Director, Neil Brooks, presented the plan to the public and solicited comments about the park. The park plan was well received, and a series of questions and answers resulted in park planners updating the draft park master plan. Another public meeting was held on April 26, 2017 when the Leland Parks and Recreation Board reviewed the plan. Comments received at this meeting were also incorporated in the draft plan.

In addition to the public meetings, the Town posted the draft plan on the Town's web site and invited public comment. Staff received comments via



e-mail as a result of that public input component. All public comments were addressed and considered by the planning team before finalizing the Leland Municipal Campus Master Plan.

Facility Preference Exercise

Additional public meetings captured visual preferences of participants (65 total participants - Dec. 11th and 19th, 2019 & Jan. 16th, 2020) on proposed amenities. Public preference results are in Figure 3.1. Along with the preference exercise outcomes, graphic renderings portraying the overall campus master plan and Founders Park are provided along with Order of Magnitude Costs for Founders Park and the remaining four (4) areas. Lastly, a Public Involvement Summary of the Town’s initial survey efforts is provided.

Visual Preference Board Exercise Results

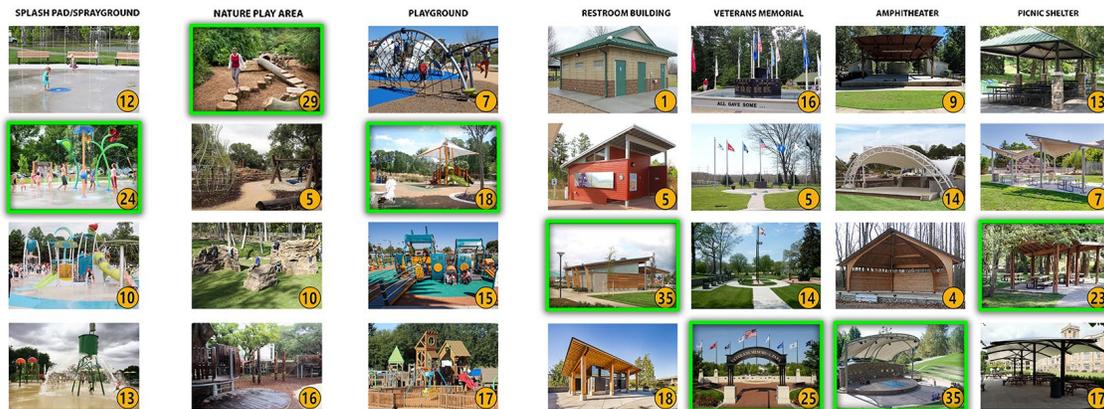


Figure 3.1: Visual Preference Board Exercise Results

Community Meetings Questionnaire

Previous Town planning and surveying efforts for the Parks, Recreation, and Open Space Master Plan adopted in August of 2018 surveyed participants to determine the community’s desires. A total of 965 completed surveys were received. The survey was shared using a mail-back survey, an online invitation only web survey, and an open link online survey. See Appendix B for the Leland Municipal Campus Master Plan Public Involvement Summary.

The following portion of Section 3 displays results of each participant’s responses to survey questions.

Table 7: Demographic Profile of Survey Respondents

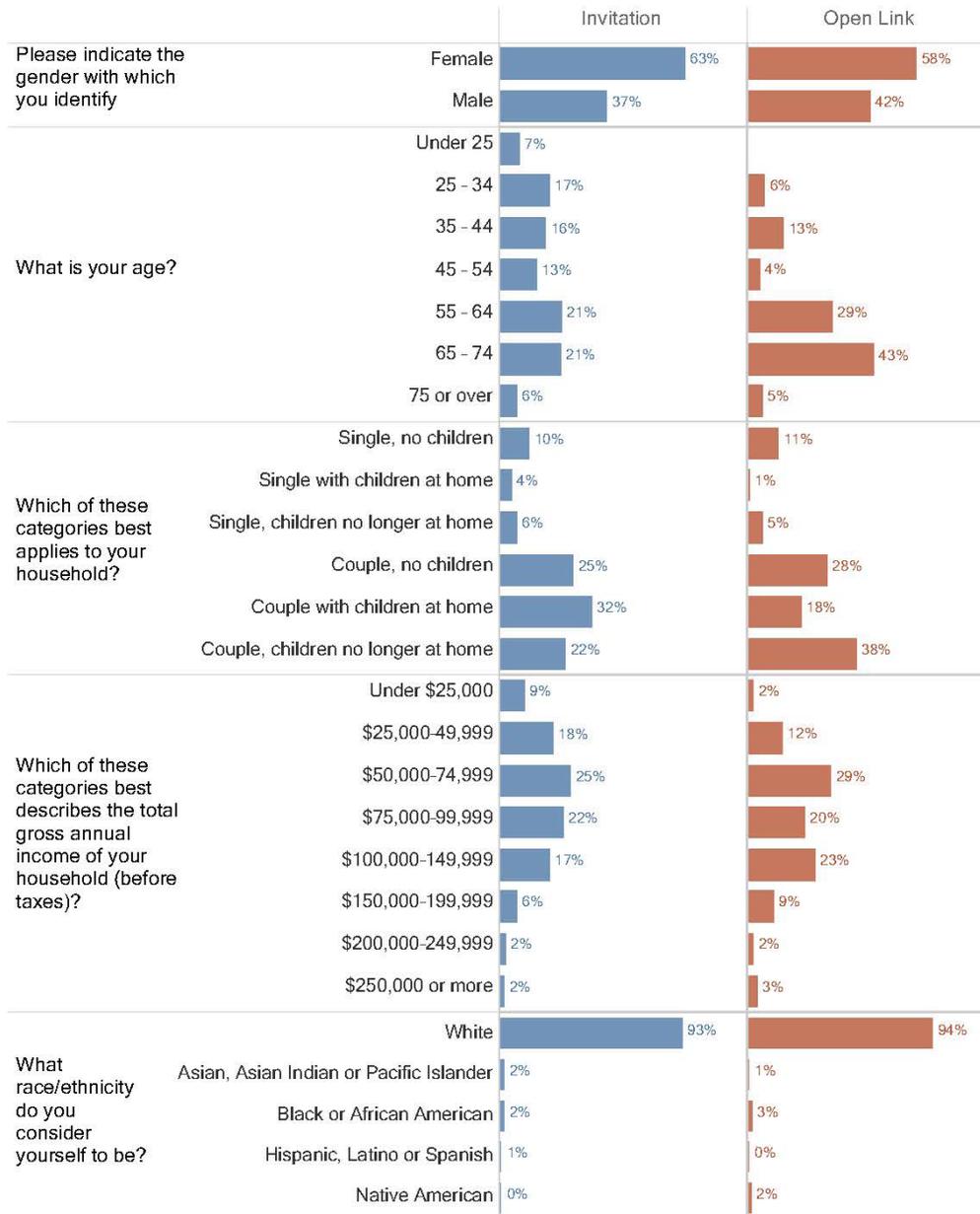


Table 8: Residential Profile

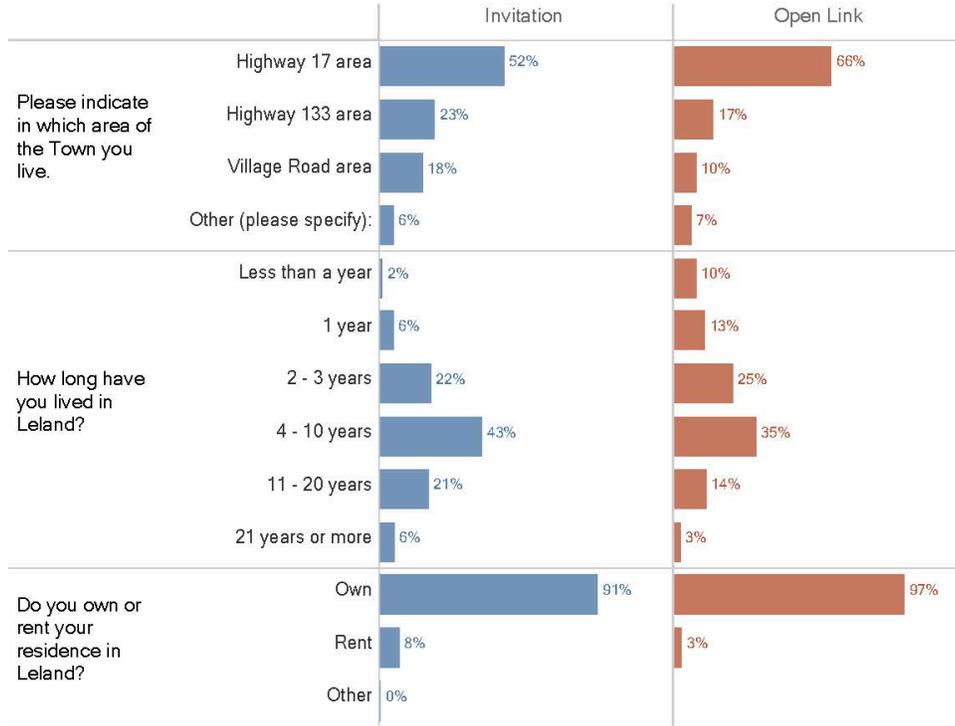


Figure 21: Satisfaction with Leland Parks and Recreation Offerings – Invitation Sample

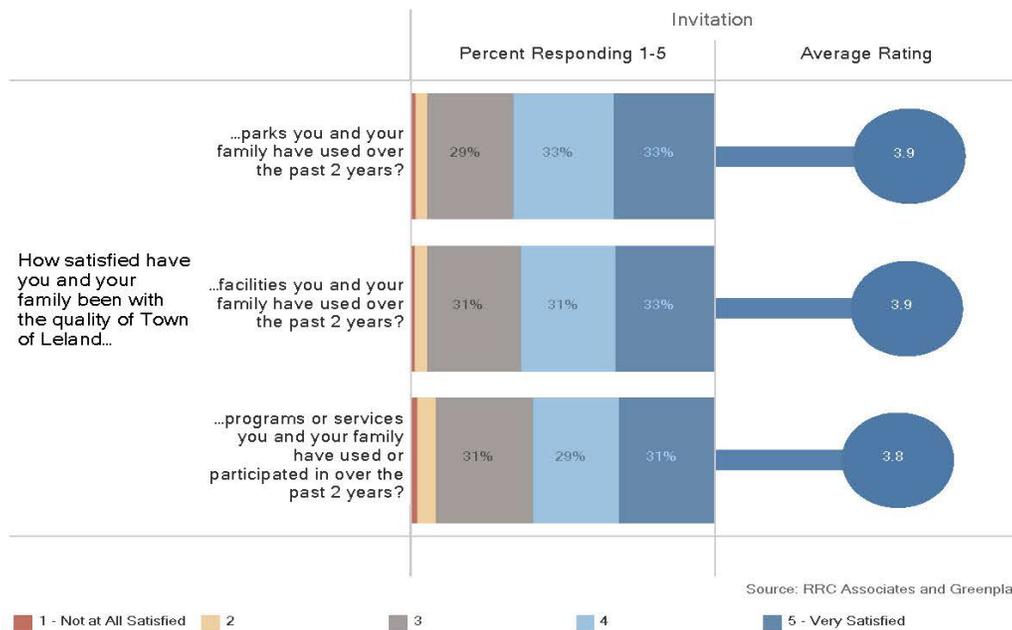


Figure 22: Familiarity with Leland Parks and Recreation Offerings – Invitation Sample

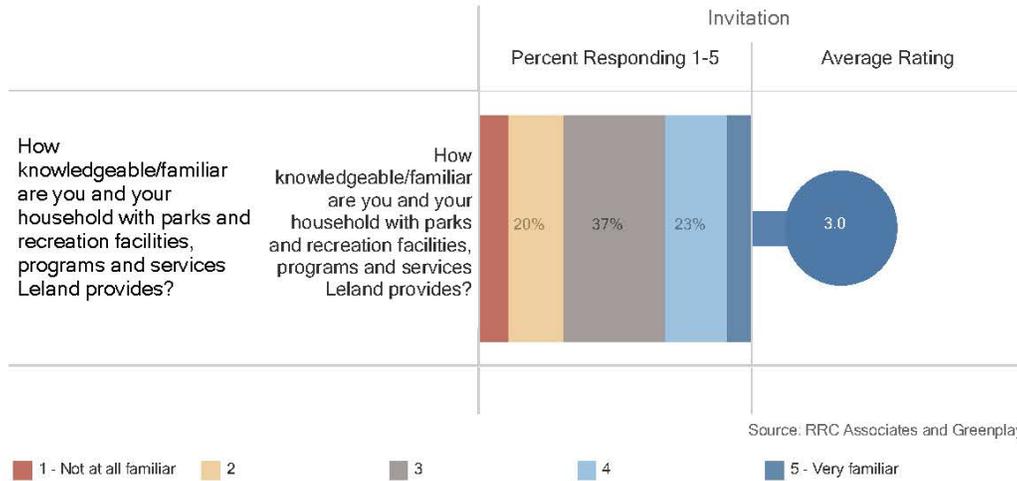


Figure 23: Current Usage of Parks and Recreation Facilities, Programs, and Services in the Past 12 Months

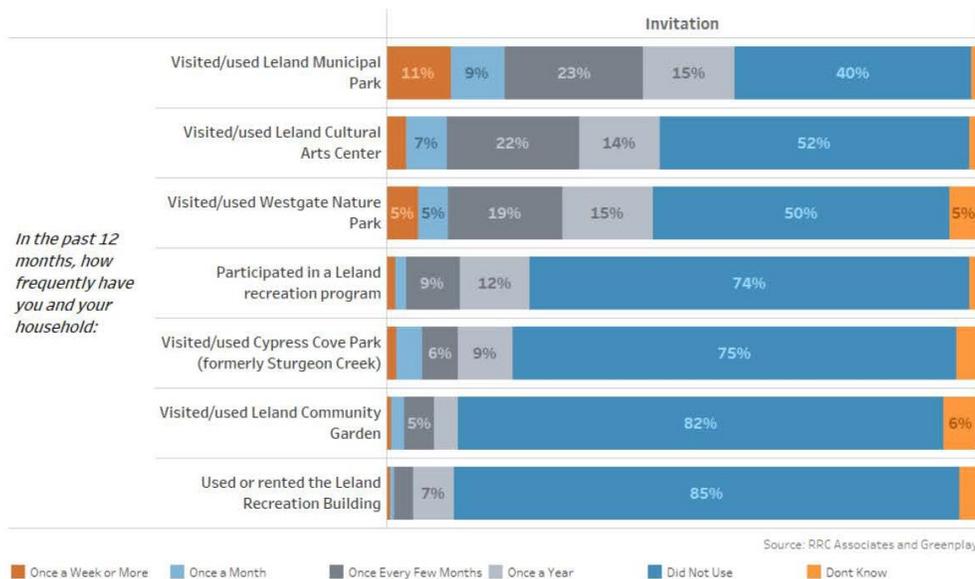


Figure 24: Importance of Facilities Operated by the Town of Leland to Households Invitation Sample Only

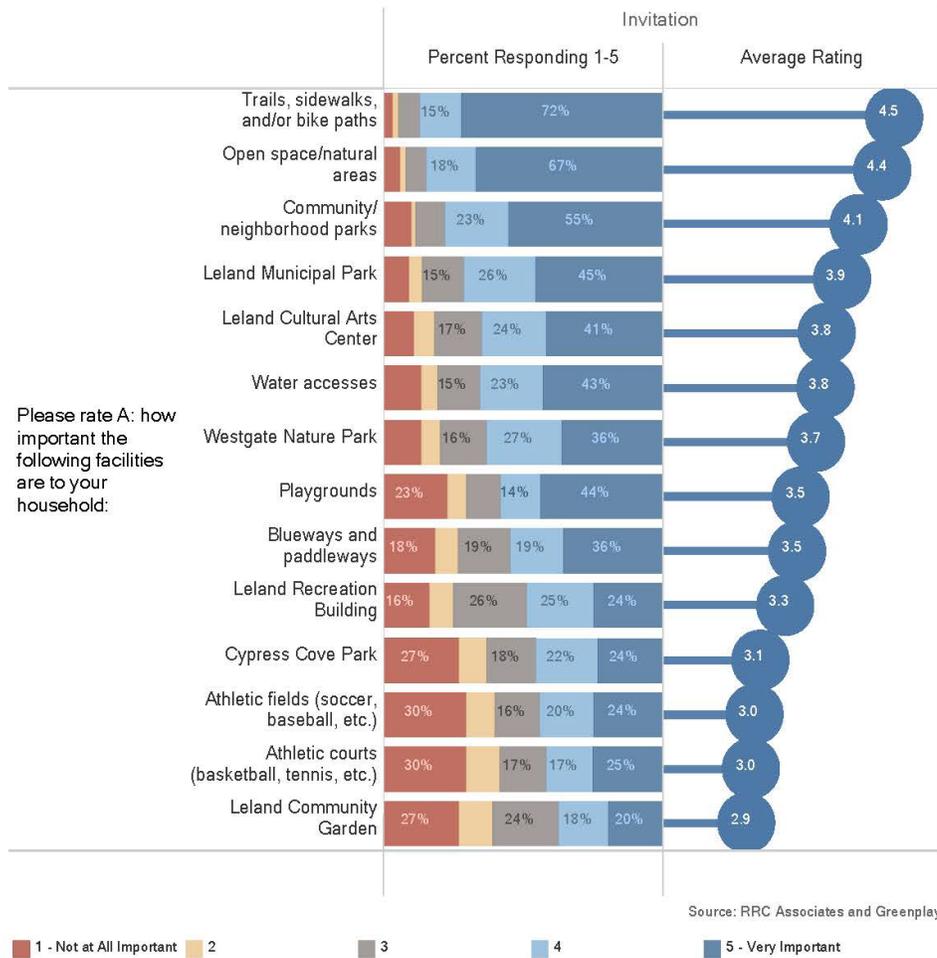


Figure 25: Degree to Which Community Needs Are Met by Facilities Operated by the Town of Leland Invitation Sample Only

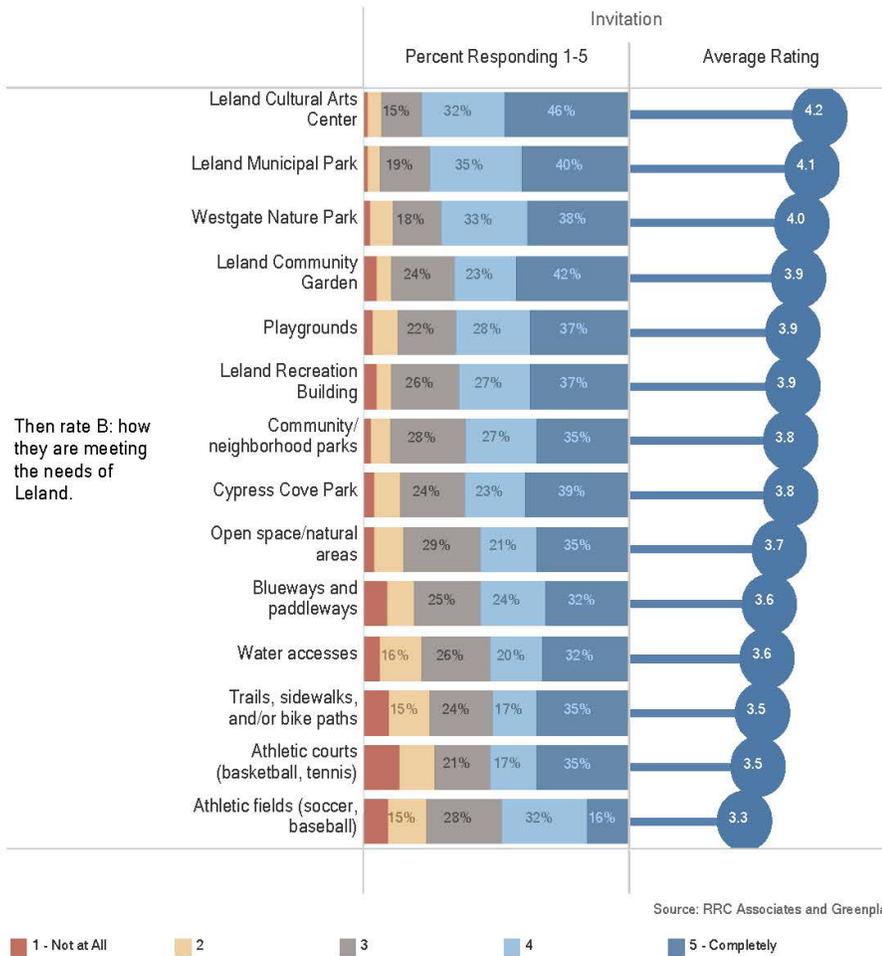
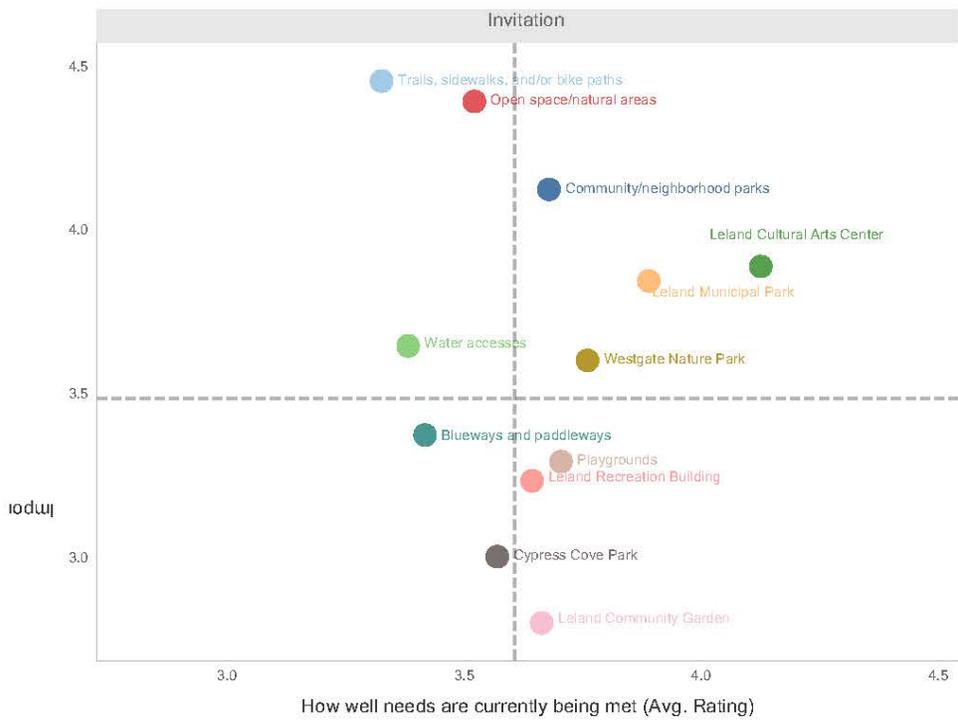


Figure 26: Current Facilities – Importance vs. Needs Met Matrix Invitation Sample Only



Source: RRC Associates and Greenplay

Figure 27: Importance of Programs Operated by the Town of Leland to Households Invitation Sample Only

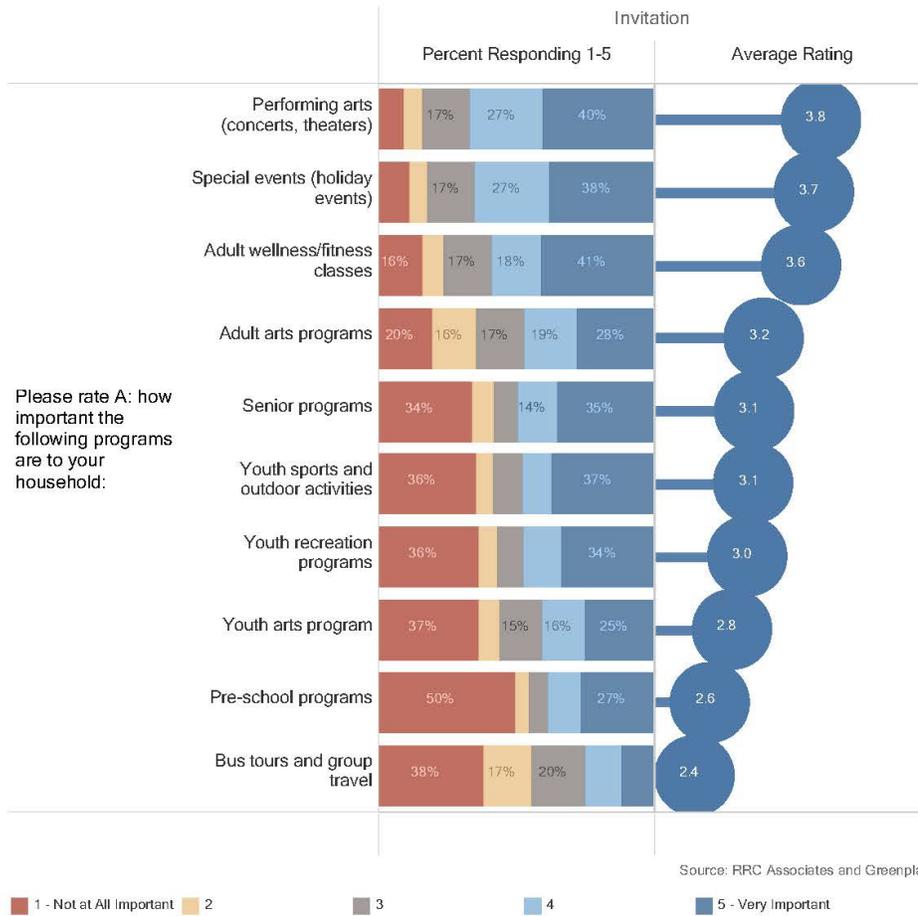


Figure 28: Degree to Which Community Needs Are Met by Programs Operated by the Town of Leland Invitation Sample Only

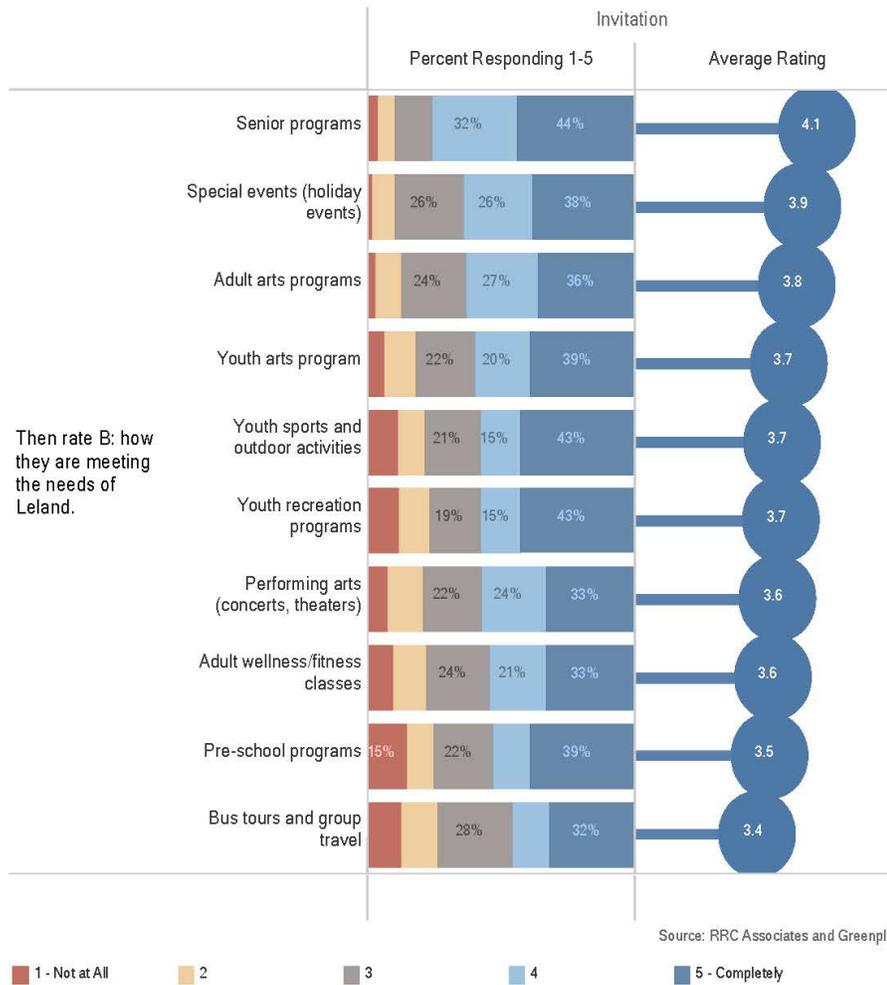
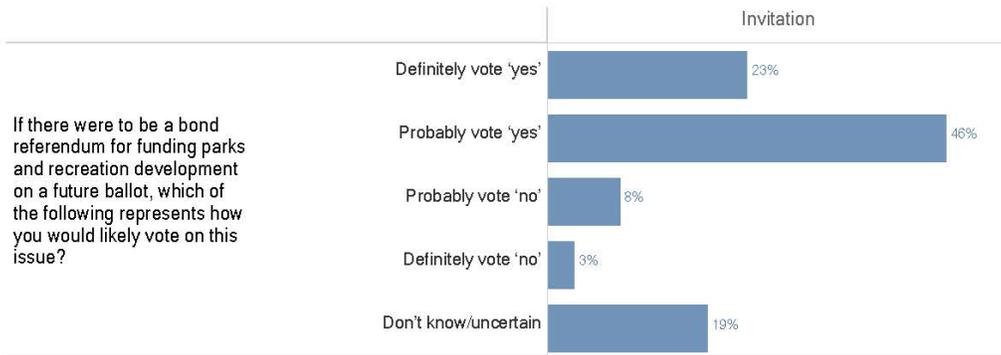
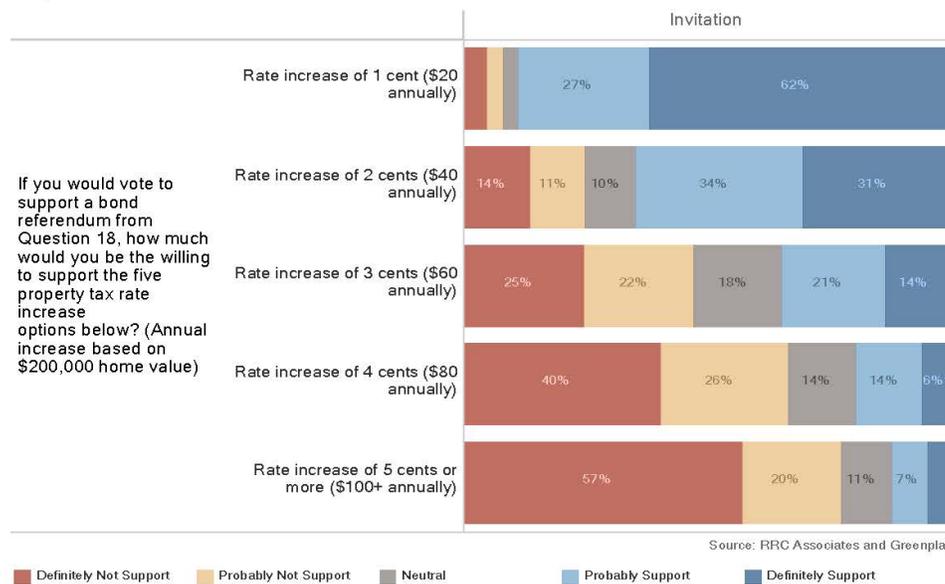


Figure 29: Likely Vote on a Potential Bond Referendum for Funding Parks and Recreation Development - Invitation Sample



Source: RRC Associates and Greenplay

Figure 30: If Vote to Support, Accepted Property Tax Rate Increase of Bond Referendum - Invitation Sample



Source: RRC Associates and Greenplay

*Note: Rate increase based on cent per \$100 home property level (\$200,000 home value used as average)

Figure 31: Support of Funding Mechanisms for Parks and Recreation Facilities in Leland Invitation Sample

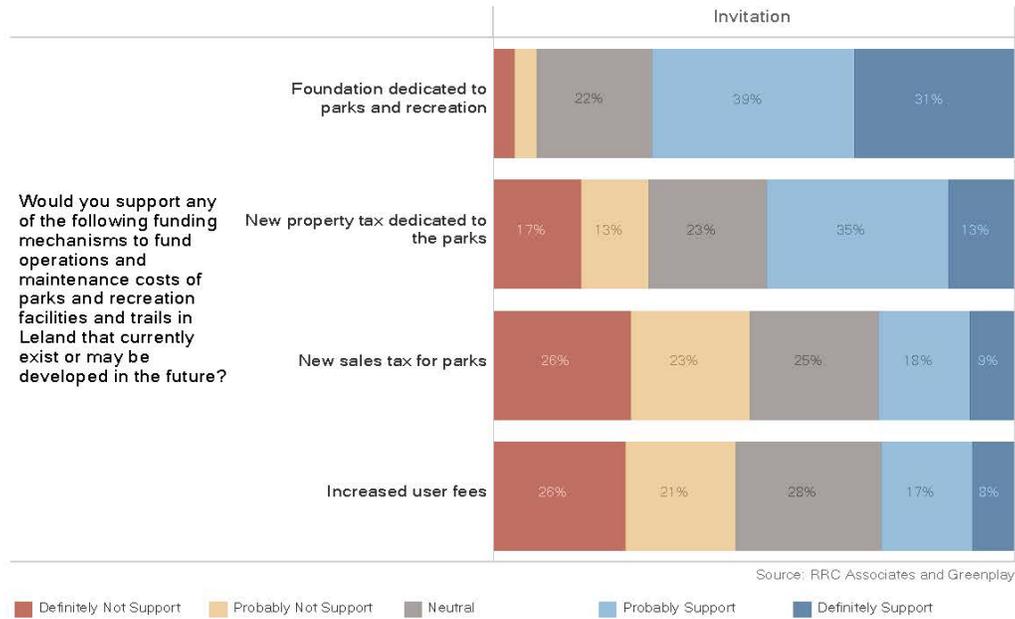
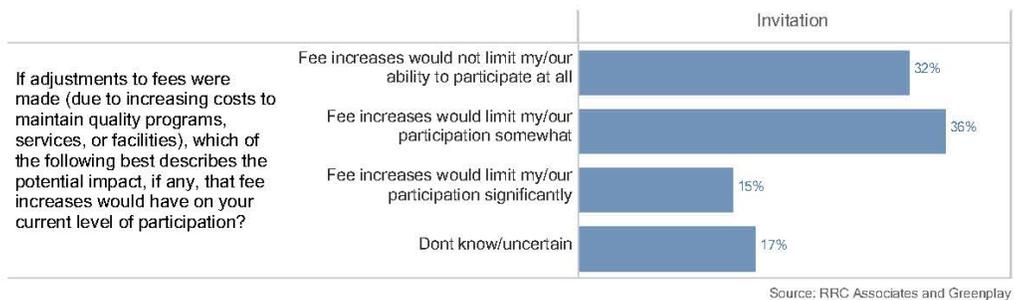


Figure 32: Potential Impact of Fee Increases on Level of Parks and Recreation Participation Invitation Sample



- END OF SECTION -

Section 4 Master Plan Development

Final Master Plan



Figure 4.1: Final Site Master Plan (See Appendix A for 11"x17")

Based on the results from the community meetings for the proposed Founders Park project and input from Town Staff, the "Final Site Master Plan" was created. The overall consensus was that this proposed plan meets the needs and long-term goals of the community and Town Staff. This plan aims to meet current and future needs of park users and Town residents. The Final Master Plan provides users with both active and passive recreation opportunities to promote healthy living and spaces that provide opportunities for community events where people can gather to enjoy one another's company and build bonds that will help strengthen the Town of Leland.



FOUNDERS PARK CONCEPTUAL RENDERING
FOR
TOWN OF LELAND, NORTH CAROLINA



Built Elements

A proposed amphitheater will be situated centrally in the park adjacent to the large open lawn space to accommodate groups of spectators. When events are not being held the lawn can still be used as a great space to run around, play games, or enjoy a picnic. By framing the open space with walkways and landscape it provides a sense of place that feels comfortable for both large gatherings such as movies in the park and small gatherings such as a family picnic on the lawn. The proposed amphitheater will also provide a secondary anchor point with the splash pad, restroom/shelter, and play spaces at the other end of the open lawn.



The amphitheater will anchor the west end of the existing open lawn and provide a space for large gatherings such as concerts and movies in the park.

With summer temperatures comes the need for shade but also places where children and families can enjoy more active recreation via water-based play. An artful splash pad that people are able to enjoy will be within close proximity to the restroom/shelter and playground. Shaded and unshaded seating opportunities will be available to allow for adults to relax while the children are enjoying either the splash pad or playground area.



Accessible walking paths throughout the park provide the opportunity for a safe and equitable recreation experience for all park users. Outdoor fitness stations are spaced around the trail to provide users with multiple active recreation opportunities. This combination of amenities will provide opportunities to support healthy lifestyles.



Walking paths with fitness stations promote healthy living.

A Veteran’s Memorial to honor those who have served our country as well as places for families and children to gather and play are also important elements of Founders Park. There will be two types of playgrounds located at the park: an accessible playground that is available for use by children of all ages and abilities and a natural play area.

To finalize the setting both natural and managed landscapes will be added to allow visitors different types of experiences, provide educational opportunities, as well as provide natural habitats for wildlife. Trees will be planted to provide shade and break up the large open expanses. Garden beds will be added to beautify the park



FOUNDERS PARK CONCEPTUAL RENDERING
FOR
TOWN OF LELAND, NORTH CAROLINA



throughout the year. Open lawn space will be made available for games, lounging, and different types of recreation. Seating opportunities will be provided throughout the park for rest and relaxation.

Support Facilities

In addition to amenities that are proposed for the park, necessary support facilities must be incorporated. A restroom facility will be constructed to meet the needs of users of the park. Utility infrastructure will have to be constructed in the park to serve the proposed building structures.

With the construction of the new facilities additional parking will need to be provided. Approximately 58 spaces have been designed to meet this need directly adjacent to the park. Throughout the improved Municipal Campus additional parking will be provided. See the Leland Municipal Campus Master Plan in Appendix A for proposed locations.

Programming

How amenities are used and managed is just as important as the actual amenities themselves. Proper programming will allow the Town to maximize the benefits of Founders Park for years to come. Programming involves special events planning such as movies in the park, concerts, and festivals. It also specifies day-to-day uses so that visitors feel welcome and the park is managed in such a way to protect the investment that the Town has provided for the community. Programming allows people of all ages and backgrounds to participate in events, classes, and programs that will benefit both the user and the community. They can be centered around special occasions, educational opportunities, or events that celebrate the Town and its community.



Open lawn space serves multiple different types of programming.

Preliminary Opinion of Probable Cost

A preliminary opinion of probable cost was developed for the Master Plan. The anticipated cost (in today's dollars) for the proposed Phase 1 improvements to Founders Park is approximately \$3,691,964. It should be noted that this estimate is based on master plan level of design. Final construction documents will need to be completed in order to present a more accurate opinion of probable cost. The Town should be aggressive with applying for grants and other funding mechanisms to reduce Town expenditures for capital improvements in approaching the development of the park.

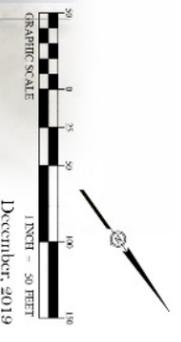
Table 4.1: Opinion of Probable Cost

PROBABLE CONSTRUCTION OPINION OF PROBABLE COST	Total Item Cost
Development of Founders Park Elements	
General Construction Improvements (Mobilization, Grading, Erosion Control, Utilities, Road and Parking Improvements, Site Lighting, Stormwater, Landscape and irrigation)	\$921,700
Splash Pad	\$400,000
Veterans Memorial	\$100,000
Amphitheater	\$300,000
Recreational Elements (Accessible Playground, Fenced Open Space near Playground, Natural Play Area, Fitness Stations)	\$493,500
Trail Network (Walking Trail Improvements, Pervious Paver Sidewalks/Paths)	\$85,000
Support Facilities (Restroom and Shelter Building, Shelters/Shade Structures, Site Furnishings and Signage)	\$726,000
Construction Cost to Develop the Project	\$3,026,200
10% Contingency for the Cost of Building / Renovating	\$302,620
Costs Related to Surveying, Planning, Engineering, & Construction Administration	\$363,144
Total Project Cost	\$3,691,964

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APPENDIX A

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Municipal Campus Master Plan

Town of Leland, North Carolina



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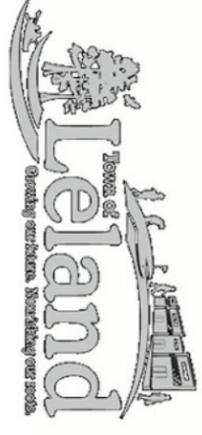


Municipal Campus Master Plan (Areas)

Town of Leland, North Carolina



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Founders Park Master Plan

Town of Leland, North Carolina



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APPENDIX B

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Leland Municipal Campus Master Plan Public Involvement Summary

Master Plan Review Public Meeting - April 18, 2017; 6 pm

- Pickleball Courts – Should be able to be used for volleyball and tennis
- Veteran Memorial
 - Bricks with community veteran names
 - Include photos of local veterans
 - Include First Responders
- Concession Agreement for Park
 - Parking Spots for Food Trucks with electricity
- Electrical availability throughout
- Place local schools and groups can hold fundraisers (picnic shelter?)
- Need Wi-fi throughout
- Consider Alternative Energy Options
 - Solar Lighting
 - Recharging Stations (cell phones, cars, etc.)
- Need good lighting throughout park
- Safety Station (Emergency Phone)
- Individual Hoop Area (Shooting Area Only – not full court, handicapped/special needs accessible)
- Skating Area for street hockey/rollerblading
- Lots of seating areas at playground/splash pad
- Partnerships with County
 - County to provide some funding?
 - Pet Groups/Businesses for Dog Park
- Amenities such as benches, waste stations, filling stations
- Bike Fixing Station
- Consider Farmer's Market Area/Pavilion
- Possibly including too many things in a small area? Possibly spread out among more land (Perry Ave.)
- Need walking paths from Village Rd. Commercial Area to Campus
- Bocce courts, bike racks
- What will happen to Friends of the Library?

Master Plan Review – Leland Parks and Recreation Board Meeting -April 26, 2017; 6 pm

- Path should be lighted at night
- Consider need for water fountains and barbecues at the picnic shelters.
- Depending on the type of acts at the amphitheater they may need more vehicular access to that back road for unloading equipment.
- In general, all liked the design.

Other Comments

John Carter e-mail

- I especially like the addition of the amphitheater, removal of the old Town Hall, and replacement of the existing activities building with the splash pad and shelter.
- Consider some sort of permanent but semi-natural structure to enhance viewing of the stage area, but nothing that would obstruct views from further out in the field. This will help create a more intimate feel for the performers and audience who wish to sit close to the stage. I'm envisioning poured concrete tiers with grass on top of each tier. In order to keep from obstructing views from the rear, these might need to be stepped down toward the stage below the natural grade, but that could create draining and maintenance issues.
- I like the fact there is a natural play area in addition to the more traditional playground
- I like that the large oak tree behind old town hall will be kept and incorporated into an otherwise stark parking lot.
- I like the blend of geometry/symmetry and organic forms in the western corner of the campus
- Consider extending fitness stations all the way around the multi-purpose path
- Consider putting the dog parks in the treed area in the far western corner of the property instead of right next to the splash pad
- I like the addition of the through-street parallel with Village Road.
- I like that the perimeter roads will connect through to Fayetteville and Village Roads
- Need to ensure proper truck access to the amphitheater for larger acts with equipment
- I DO NOT think a vehicular connection into the parking lot of the adjacent apartment complex is necessary, appropriate, or even wanted.
- Ensure that storm water ponds (4 of them by my count) are properly graded, landscaped, and maintained to ensure visual appeal and safety. Would it be possible to turn these into a more functional "rain garden" or biofilter or constructed wetland?
- Also consider such functional landscapes (e.g., bioswales, vegetative strips) to manage runoff from roads and parking areas
- In the "block" with the pickle ball, basketball, and municipal services building, I am having trouble envisioning that three-dimensionally. I am concerned that having a (pole-barn) covered pickle ball courts at such a major "intersection" on the campus (right across from the park and Town Hall) could be odd. Maybe swap the pickle ball courts and community garden? I don't guess I have a good solution but I wanted to point out that concern.
- Consider turning the future municipal services building 90 degrees to keep the campus as open as possible, provide more buffer between the campus and the apartments, and maintain vehicular flow between the Town Hall and multi-purpose field parking areas.
- Consider roof-top solar panels on all new buildings
- I am a bit concerned that the full vision of this plan depends on the acquisition of private property in the eastern corner of the campus. The multi-purpose field and community garden are important parts of the plan that could be delayed by many years.

Jamie Schrum e-mail

- The Leland Campus Plan is lovely. The new playground and amphitheater should be enjoyed by all.
- I was wondering if there is any plan for a community pool? There are so many folks in Leland who don't have access to a pool. Learning to swim is a great skill for people of all ages. Water safety is important, especially for us folks who like to visit the beach and spend time by the river.

Nicole Whiteside e-mail

- It would be great to include an outdoor seating/learning area by the library for special activities, school groups or just simply reading outside
- The dog park, although enclosed, is too close to where children will be playing and will potentially be a constraint during large events. Perhaps moving the dog area more towards Old Fayetteville Road would be more appealing.
- It doesn't seem like there is enough open space around and in front of the amphitheater. Leland is growing and our events are only going to get bigger.
- The natural play area may be better suited on the other side of the amphitheater, more towards where the dog park is on the plan, among the trees. The reason I mention this is that it is nice to have children in similar areas knowing that they tend to go back and forth between playgrounds/splash areas and that it will be hard for parents to see children if they are at an event (for example a concert) at the amphitheater
- Lastly, while I know that pickleball is very popular, perhaps the 'covered pickleball court' could have more uses than just pickleball. For example, there are no covered tennis courts at all in the area and this space could also serve as a covered rental space for family reunions, town events, etc. I think a multi-use covered court space (even though there are picnic shelters) may be a better long term choice for the town.

Below are the comments and revisions addressed in the plan based on public comment

Comments

- Include Electrical Hook-up for Food Trucks and /or Festival Vendors
- Follow up on thoughts for Inline Skating Rink
- Include a unit cost for a small picnic shelter in the cost estimate.
- Consider food truck parking at either the parallel spaces along Village Road near the amphitheater and the parking near the Splash Pad

Revisions

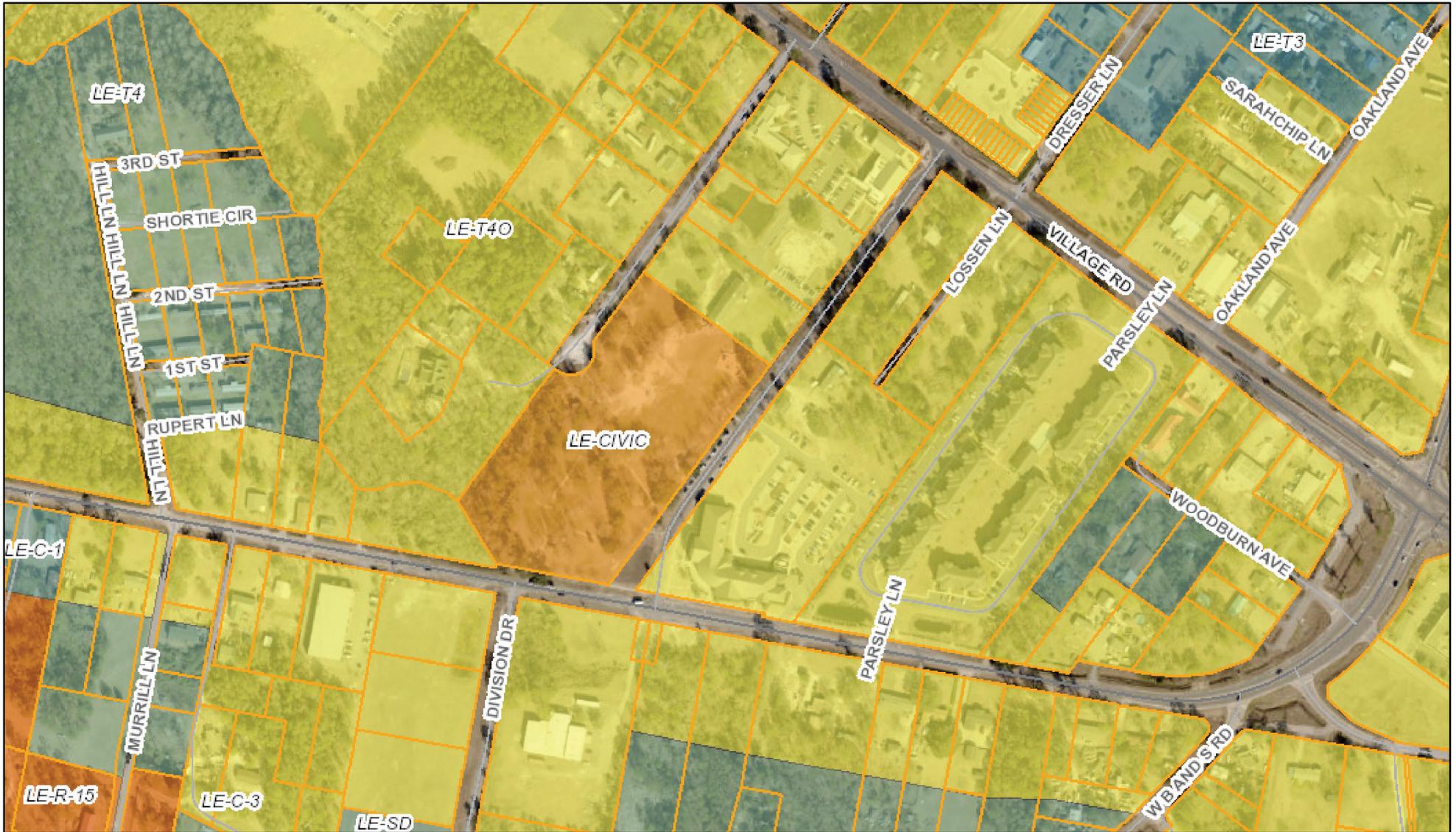
- Change 'Covered Pickleball Courts' to ' Multipurpose Pavilion'
- Remove rendered Pickleball Courts and replace with Shelter
- Add Shade Structures and Seating to Playground

- Add low berm around the open lawn at amphitheater to provide separation from surrounding areas. The intent is not to hide this area but rather to define the space with separation using the berm and landscaping
- Add note to fitness stations related to them being 'around the park'
- Relocated the 'Small Dog Area' closer to Perry Ave.
- Add a 10'x10' shelter near the Natural Play Area.
- Widen a short section of sidewalk across from Town Hall near the existing stormwater pond from 5' to 10'
- Take out the seating area shown at the amphitheater
- Extend the Town Hall addition to the existing structure and eliminate the breezeway
- Add two speed tables along the connector alley between Village Road and Old Fayetteville Rd.
- Change the 2 basketball courts to be incorporate 1 regulation size court.
- Add a connector trail that ties the splash pad and amphitheater and adjacent to the dog park. Show a landscape buffer between the dog park and this trail connector.

APPENDIX C

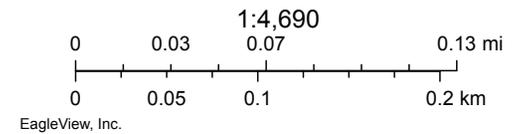
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Brunswick County GIS Data Viewer



2/20/2020, 3:28:09 PM

- | | | | |
|--------------|------------|-----------------|----------------|
| Roads | NC Hwy | Minor | Parcels |
| Interstate | State Road | County Boundary | Condo |
| US Hwy | | | Parcel |



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This is not a survey. All boundaries and distances are considered approximate. This represents a preliminary sketch prepared from field notes. The site has not been field verified by the USACE at this time. This delineation was performed by Nick Howell on 8-23-19.

Project Area

N1

DP1-WET

DP1-UP

N13

143

Old Fayetteville Rd NE

Site

Legend

-  Tax Parcel Boundary
-  Project Area ~2.05 Acres
-  Areas considered potential 404 Wetlands ~0.06 Acres or 3%
-  Areas considered uplands ~1.99 Acres or 97%
-  Seasonal RPW ~370 Linear Feet
-  Perennial Stream ~71 Linear Feet
-  Paired Data Points

Esri, HERE, Garmin, (c) OpenStreetMap contributors

L:\WETLANDS\2019 WETLANDS FILES\LMG19.298 --- Leland Town Hall and Park Area, Michael Norton\Maps

Boundaries are approximate and not meant to be absolute.
Map Source: GIS Soils Data



Leland Town Hall and Park
Brunswick County, NC

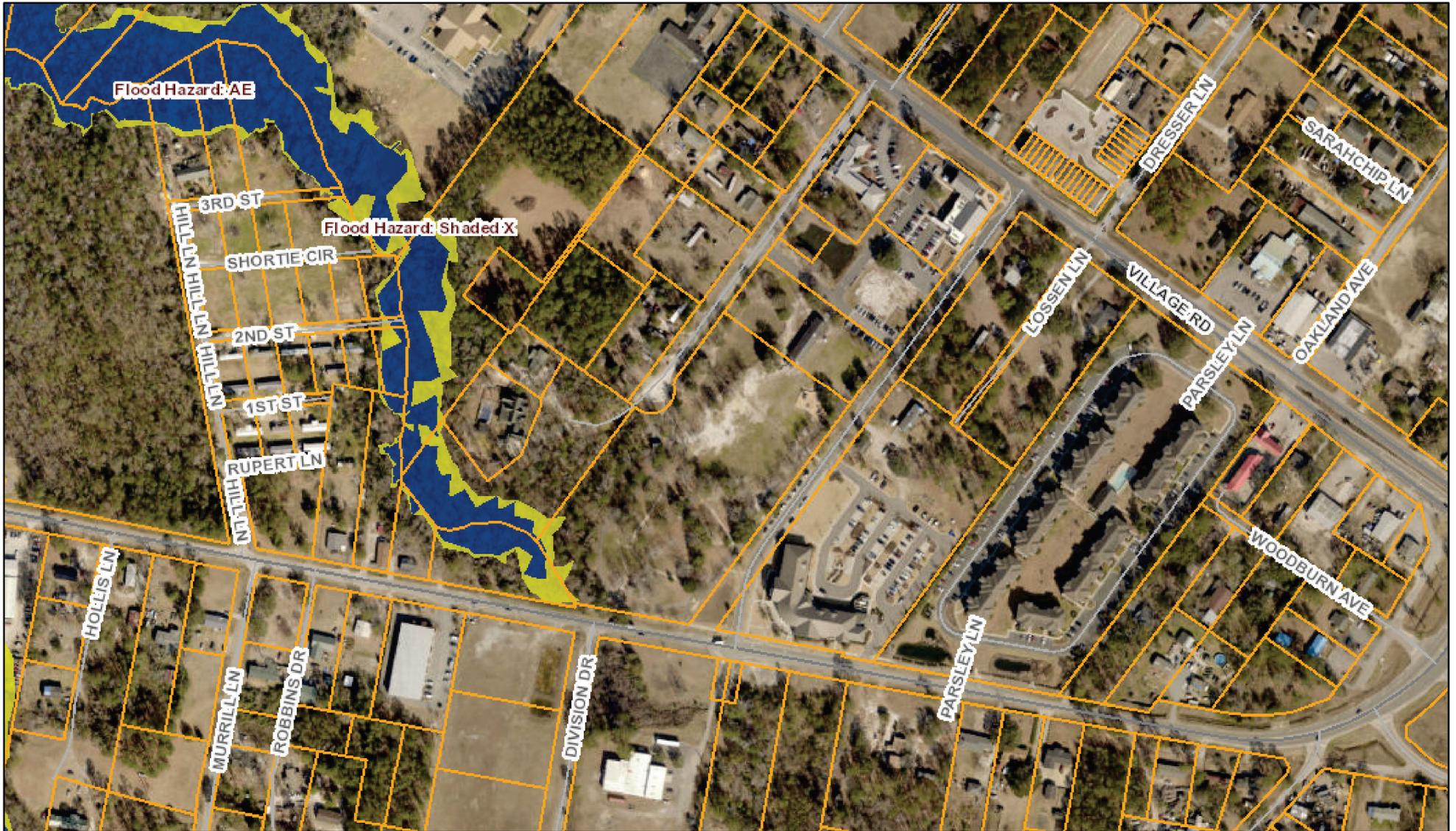
August 2019
LMG19.298-1



Figure 7
Upland/Wetland Sketch

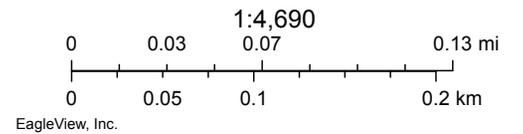
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Brunswick County GIS Data Viewer



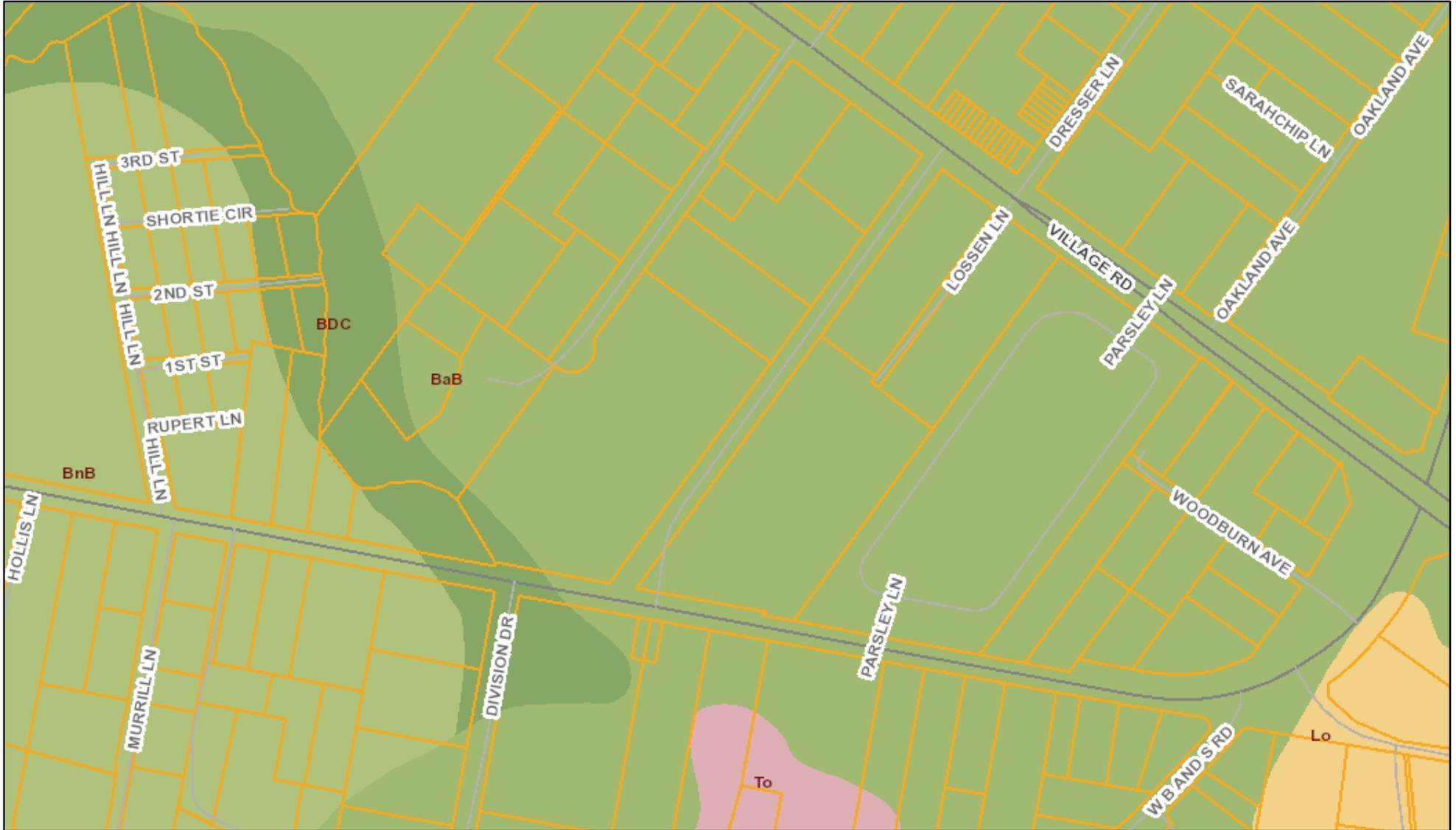
2/20/2020, 3:25:12 PM

Flood Hazards	AE	AO	Roads	NC Hwy	Minor
Shaded X	AEFW	VE	Interstate	State Road	County Boundary
A			US Hwy		



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