



Harrover Property Master Plan

Haymarket, Virginia



Prepared for the
Town of Haymarket

Prepared by
**Sympoetica
EPR, P.C.**

December 29, 2015

Town of Haymarket, Virginia

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**Adopted by the Haymarket Town Council
on January 4, 2016.**

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Executive Summary

In order to preserve diminishing open space and provide opportunities for public use, the Town purchased 14710 and 14740 Washington Street from Philip and Nancy Harrover in September 2005. Now referred to as the Harrover property, the site is comprised of three parcels totaling 4.35 acres, and contains two Craftsman Style “kit homes” built in the early 20th century. The Town planned to build a new Town Hall on the property, and began marketing the current Town Hall facilities (15000 Washington Street) for sale. The Town police occupied one of the homes in 2007 and a regional food pantry leased the other in 2011. In that year, the Council decided not to continue to market the Town Center property for sale and subsequently held public hearings regarding potential uses of the Harrover Property. The Haymarket Police department moved back to the Town Center in 2013. In late 2014, as part of future planning for the Harrover property, the Town contracted with the consulting team of Sympoetica, master planners, and EPR, P.C., engineers, to provide master planning, programming and budget analysis services for the Harrover property.

After conducting site and building assessments, in March of 2015, the consultants conducted a public forum stakeholder ideas and issues that were instrumental in early site program development. After reviewing the stakeholder input, and developing a preliminary program menu, the master planning team developed a set of three alternative sketch master plans for the site. These plans offered a variety of design themes, layout concepts and program element mixes, along with conceptual development budgets, for review by the Council, Planning Commission and Architectural Review Board (ARB). Summary concept-level construction budgets, along with early project suggestions, were prepared for each alternative sketch plan. The team presented the alternative sketch plans and programs to the Council, Planning Commission and Architectural Review Board on April 13, 2015. The Town’s approach for determining the theme and programmatic content for the preferred master plan called for independent evaluations of the sketch alternatives by the Planning Commission and the ARB; each body then made recommendations to the Council on its preferred concept and program elements for inclusion in the preferred master plan. The Council reviewed and evaluated these recommendations, and made its own summary recommendations for the preferred plan content. With this direction, the study team prepared a preliminary preferred master plan and program, along with a phasing strategy and concept-level construction budget, and presented them to the Council on October 26, 2015. The Council provided summary direction on the preferred plan in its November 6, 2015 work session. Subsequently, the team made refinements to the plan and program, culminating in the preparation of the final preferred plan, program, phasing strategy and estimated development budget (November 15, 2015).

The inclusive planning process set the basic park program concepts for Harrover, calling for a desired master plan concept of a town (scale) park theme with substantial open space and opportunities for community events. Primary park amenities include a community multi-use pavilion, lawn amphitheater, and playground, set within a naturalistic landscape and connected by a system of site-wide loop trails. Other planned activities and features include picnicking facilities and opportunities for soft recreation activities. The former pantry building will be adaptively reused for park services, while the former police station will be removed in order to create a hilltop green on the highest point in the Town. A significant area in the rear of the site is maintained as a sloping lawn with small park gazebo structures. A curving park drive serves the facilities and parking. Provisions are included for an emergency access drive and connection to overflow event parking on the adjacent Haymarket Baptist Church property.

This master plan provides a framework for the phasing and development of the Harrover property as the Flagship Town park. It is a guide and resource for park project funding that offers flexibility to accommodate change in recreation needs and desires and in Town resources. The Harrover Property Master Plan is a long-range guide for the development of park and recreation facilities and amenities over a 10-year timeframe. A separate Appendix document contains detailed documents developed as part of master planning process.

This executive summary provides only an introductory synopsis of this document, and is not a full account of the Harrover Property Master Plan.

Project History

The Town purchased 14710 and 14740 Washington Street from Philip and Nancy Harrover in September 2005 *“in order to preserve a portion of diminishing open space and provide a viable option should primary public facilities provide inadequate or inefficient”*. Referred to as “the Harrover Property”, the site sat unused while the Town actively marketed the sale of the Town Center (15000 Washington Street) and developed concept plans to relocate Town Hall to the property. The Haymarket Police Department was moved to 14710 Washington Street in 2007 and shared space with Town administrative staff from 2008-2010. The Town leased 14740 Washington Street to the Haymarket Regional Food Pantry in 2011. The same year the Town Council decided not to continue to market the Town Center property for sale and subsequently held public hearings regarding potential uses of the Harrover Property. The Haymarket Police department moved back to the Town Center in 2013 and the Town Hall Master Plan was adopted by the Town Council later in the year. The Town awarded Sympoetica and EPR a contract to develop a Harrover Property Master Plan in 2014. The Consultant held a stakeholders meeting in March 2015.

Town Policies Regarding the Harrover Property

The Harrover Property is zoned Residential District R-1 and is designated Public / Semi Public use by the 2008-2013 Town of Haymarket Comprehensive Plan. The two Lewis homes on the property (previously referred to as “Sears Homes”) are listed as contributing resources to the Town’s Old and Historic Haymarket Overlay District. Although no longer planned as a replacement “Government Center”, the Comprehensive Plan further recommends development of the Harrover property to meet the social (community center) and recreational (open space) needs of the community. Maintenance and reuse of the Lewis homes is also a stated goal of the adopted Plan.

What is a Master Plan?

A master plan is a comprehensive guide for the long-term physical development of a significant public property, based upon community values and program input from stakeholders, recreation and community facility characteristics, and site analyses. More than just a ‘map’ of planned facilities, a property master plan provides a framework for the phasing and development of the site, in this case a town park, a guide and resource for park project funding, and flexibility to accommodate change in recreation needs and desires. The Harrover Property Master Plan is a long-range guide for the development of park and recreation facilities and amenities over a 10-year timeframe.

Master Planning Process

The master planning process was undertaken over a 12-month period, starting with site reconnaissance and analysis in November 2014. The Town of Haymarket (Town) contracted with the consulting team of Sympoetica, master planners, and EPR, P.C., engineers, to provide master planning, programming and budget analysis services for the Harrover property. Following is an outline summary of the key steps in the master plan process:

Project Initiation & Early Stakeholder Input

Early on in the study, the consultant team met with Town staff to refine the project goals and work plan, and to collect relevant information about the Harrover property. The team conducted a brief site visit with the staff, then remained on-site to conduct a closer evaluation of existing conditions. These evaluations included an overall site reconnaissance and walk-through review and assessment of the two Craftsman style homes. Existing conditions findings were recorded in a facility assessment summary.

All Town-provided documentation pertaining to the two homes on-site identified them as “Sears” kit-built homes, but after further research by the team, it was determined that the homes are actually Lewis Manufacturing Homes. Architectural features, such as window and door treatments, roof-style, stone pillars and eaves bracket style all pointed to the Lewis home origin, rather than a Sears’s product.

The Town and team conducted a public forum in March of 2015 to invite input from stakeholders on the future of the Harrover property. The forum generated stakeholder ideas and issues that were instrumental in early site program development.

Alternative Sketch Master Plan Development

After conducting site and building assessments, reviewing the stakeholder input, and developing a preliminary program menu, the master planning team developed a set of alternative sketch master plans for the site. These plans offered a variety of design themes, layout concepts and program element mixes, along with conceptual development budgets, for review by the Council, Planning Commission and Architectural Review Board (ARB). Summary concept-level construction budgets, along with early project suggestions, were prepared for each alternative sketch plan. The team presented the alternative sketch plans and programs to the Council, Planning Commission and Architectural Review Board on April 13, 2015.

Preferred Master Plan & Program Development

The Town's approach for determining the theme and programmatic content for the preferred master plan called for independent evaluations of the sketch alternatives by the Planning Commission and the ARB; each body then made recommendations to the Council on its preferred concept and program elements for inclusion in the preferred master plan.

The Council reviewed and evaluated these recommendations, and made its own summary recommendations for the preferred plan content. .With this direction, the study team prepared a preliminary preferred master plan and program, along with a phasing strategy and concept-level construction budget. The team presented this plan and program to the Council on October 26, 2015. The Council provided summary direction on the preferred plan in its November 6, 2015 work session. Subsequently, refinements were made in the plan and program by the planning team, culminating in the preparation of the final preferred plan, program, phasing strategy and estimated development budget (November 15, 2015). A birds-eye sketch of the plan was prepared to aid in visualizing the developed property. Finally, a summary report describes the study process and findings, along with potential funding opportunities for park development.

Site Character Zones & Planning Context

The Harrover property site is comprised of three parcels totaling 4.35 acres. It can be defined by three distinct character zones as shown below. The primary development opportunity zone is along the Washington Street frontage. This area is gently sloping with a few existing trees, and contains approximately 2.16 acres. The secondary development opportunity zone is the Hilltop Homes Zone, which stretches laterally across the site along the ridge/hilltop area. This zone is approximately 0.97 acres in area and contains two Craftsman Style homes as well as two accessory buildings (small storage and garage structures). The third character zone, containing approximately 1.22 acres is along the rear property line, and is bounded by the Villages of Haymarket residential community. A number of large and medium size existing trees are located in this area, and a landscaped buffer is planned as a visual screen between the Harrover site and the adjoining residential lots. Neighboring uses include existing homes along the northern boundary, proposed homes along the eastern edge, the Haymarket Baptist Church along the western boundary, and Washington Street along the southern edge. The map illustration below also shows potential vehicular access points, and the Town's planned streetscape and drainage improvements along Washington Street, the town's "main street".



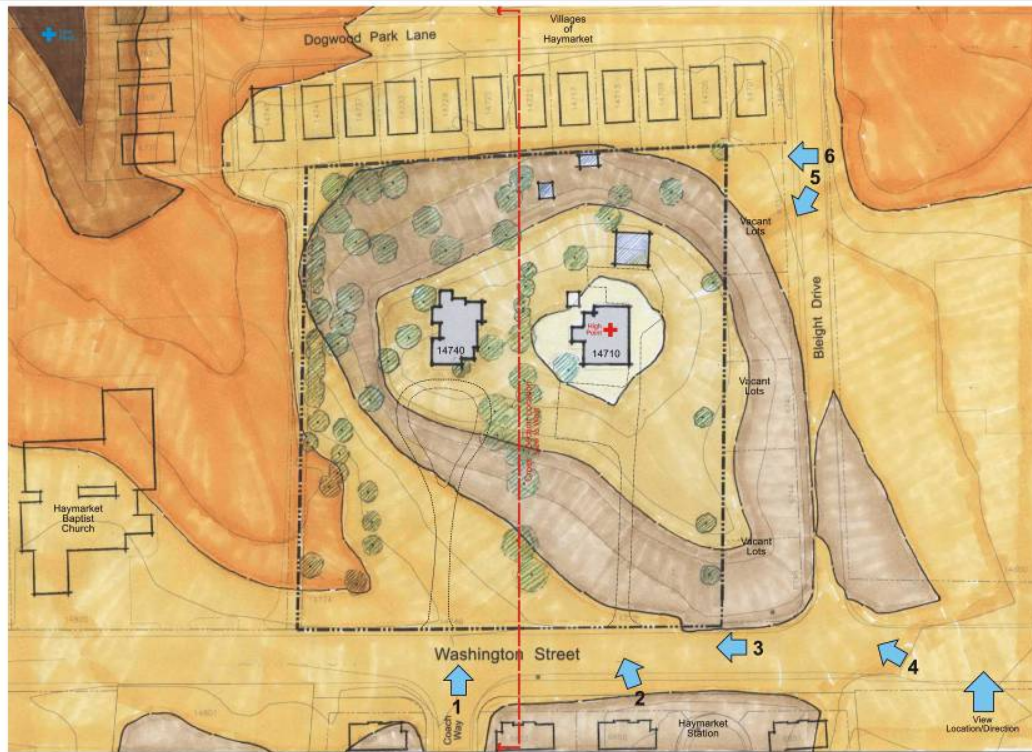
Site Baseline Conditions

Baseline conditions for the Harrover property were identified and mapped as a framework for the development of alternative and refined master plan layouts. This conditions summary, shown below, provides key site-related opportunities and constraints, both natural and manmade, which will influence the location of facilities, access roads and amenity areas within the new park. The numbered blue arrows key to the photos of views into the site.

Landform & Vegetation

The most distinctive landform for the site is the hilltop, from which gentle to moderate slopes fall toward the front and back of the property. Notable is the highpoint on the site, atop which one of the existing homes sits (the former police station). At an elevation of approximately 382', this is the highest point within the Haymarket town limits.

The site is predominantly open, with existing trees scattered along the perimeter. A distinctive tree line is evident along the current parcel line between the two homes on-site. Although no tree survey has been conducted for the property, the map shows the general locations of significant trees based upon current aerial photography.



Existing Structures

The Harrover property contains two Craftsman Style homes as well as two accessory buildings (small storage and garage structures). As part of the site reconnaissance and assessment activities in support of preparing the master plan for the site, EPR, PC conducted building assessments for the two existing homes on January 15, 2015. Site assessment, documentation, and pictures were taken for both the Pantry (14740 Washington Street) and Old Police station (14710 Washington Street) structures.

Current Town documents at the time referred to these two structures as Sears homes constructed circa 1924 and 1926, respectively. While conducting the site visit, it was noted that a few signature features of actual Sears's homes were not present on the two homes on site. Specifically, Sears homes uses a 5-piece eaves bracket, shown below, and a unique porch column design, also shown below.



After conducting further research on the structures, it was determined that the homes are actually Lewis Manufacturing Homes. This was determined based on site findings. The eaves bracket type, window and door trim taper treatments, pillar design, and handwritten numbers (in grease pencil in attic), led the team to the La Vitello model from Lewis Manufacturing. You can see from the pictures of La Vitello model homes in other locations that the distinctive window and door trim treatments from Lewis Manufacturing are present on the two structures on the Harrover property. Also Lewis Manufacturing is also known for its handwritten numbers on the lumber, see pictures below from Old Police station building. Lewis Manufacturing, located in Bay City, Michigan, was a notable "kit-built" homes builder of the era.



Original Photo from Lewis Homes Catalogue; La Vitello model home in Bowling Green, OH.



Former Police Station Building
14710 Washington Street



Current Food Pantry Building
14740 Washington Street



Grease handwritten numbers in attic of 14710, an indicator of a Lewis Manufacturing-made home.

Other features identifying the Harrover homes as Lewis Homes include:

- Outbuilding at 14710 Washington Street, note window trim
- Porch at 14740 Washington Street, note pillars & end treatments on porch beam
- Eaves brackets used on both homes



Both of these homes have been altered from their original footprint. The old police station structure has expanded the footprint by adding an additional room off the side of the house, and extended the rear of the house about six feet out. With these renovations, the historical porch and pillars have been removed. This addition has added two additional half bathrooms, and a great room. The pantry structure has seen two expansions as well one of the modification was to the rear bedroom. This addition added about 6 feet to the side of the house, giving the bedroom in the rear an additional 87 square feet. The second addition was to the rear of the house where an additional room(s) has been added. This addition appears to be divided into two separate rooms, but is currently unfinished due to needed repairs.



The Lewis Company published its own catalog of precut homes in 1913. They continued to produce precut buildings until 1973. They were able to sell about 60,000 homes prior to closing their doors in 1973. This will make replacing the historic features more difficult since, unlike Sears Homes, reproduction parts are no longer produced. However, hand crafted replications can be made by skilled carpenters. . The summary cost for the three alternatives are as follows:

It was determined that three alternative concept options for the future disposition of the existing homes would be evaluated and concept budgets for each alternative would be prepared.

These alternative building dispositions include:

- Upgrade in-place,
- Move elsewhere on-site and upgrade, and
- Demolish, while calling for the harvesting of key architectural elements and creating a photographic record of the structures.

Optionally, the Town may consider saving one of the homes and demolishing or moving the other due to building conditions and upgrade costs.

None of these options was developed as a recommendation to the Town; rather, they provided conceptual budgeting information, which the Town may consider when actually making decisions on the disposition of the homes as guidance for master planning.

Public Stakeholder Forum / March 24, 2015

This public forum provided valuable early input into the long-range master planning study for the Harrover Property. The forum process included a presentation on the study approach and key analysis findings by the planning team, followed by small group sessions to gather stakeholder ideas and issues regarding the future of the Harrover property. Each group selected a group leader to present the group's ideas and issues. Below are ideas and issues offered at the forum by each of the two stakeholder groups. These comments were helpful as guidance in preparing a series of alternative sketch master plans and programs for the site.

Group #1 Notes: Ideas, Issues & Comments

Top 5 Ideas (By vote of Group):

1. (Tie for #1) Community Park / Center / Garden / Playground
1. (Tie for #1) Demolish existing buildings. Develop a "purpose built" recreation center
2. Revenue Generating / No Tax Burden / Tax Neutral / Dedicated Funding Stream
3. Open Air Area / Amphitheater / Town Events
4. Restoring one of the better buildings (of the two existing residential buildings on-site)
5. Follow LEED Guidelines (for new development)

All Ideas (In the order that they were offered by group participants):

- Community Park / Center / Garden / Playground (No Pool)
- Restoring one of the better buildings
- Open Air Area / Amphitheater / Town Events
- Demo Buildings - Purpose Built Recreation Center
- Revenue Generating / No Tax Burden / Tax Neutral / Dedicated Funding Stream
- Follow LEED Guidelines

Group #2 Notes: Ideas, Issues & Comments

Top 5 Ideas (By vote of Group):

1. Pavilion / Amphitheater / Ice Rink / Concerts
2. (Tie for #2) Town Rec Park or County Partnership
2. (Tie for #2) Food Pantry
2. (Tie for #2) Community Pool / Clubhouse
3. (Tie for #3) Retain Town ownership or sell to non-profit
3. (Tie for #3) Jogging / Walking Trail / Obstacle Course
4. (Tie for #4) Dog Park
4. (Tie for #4) Community Hall
4. (Tie for #4) Restore Both Buildings In-Place
5. (Tie for #5) Basketball / Softball / Multi-purpose Courts / Volleyball Courts
5. (Tie for #5) Sell Property – Use Money to Develop Other Town Projects

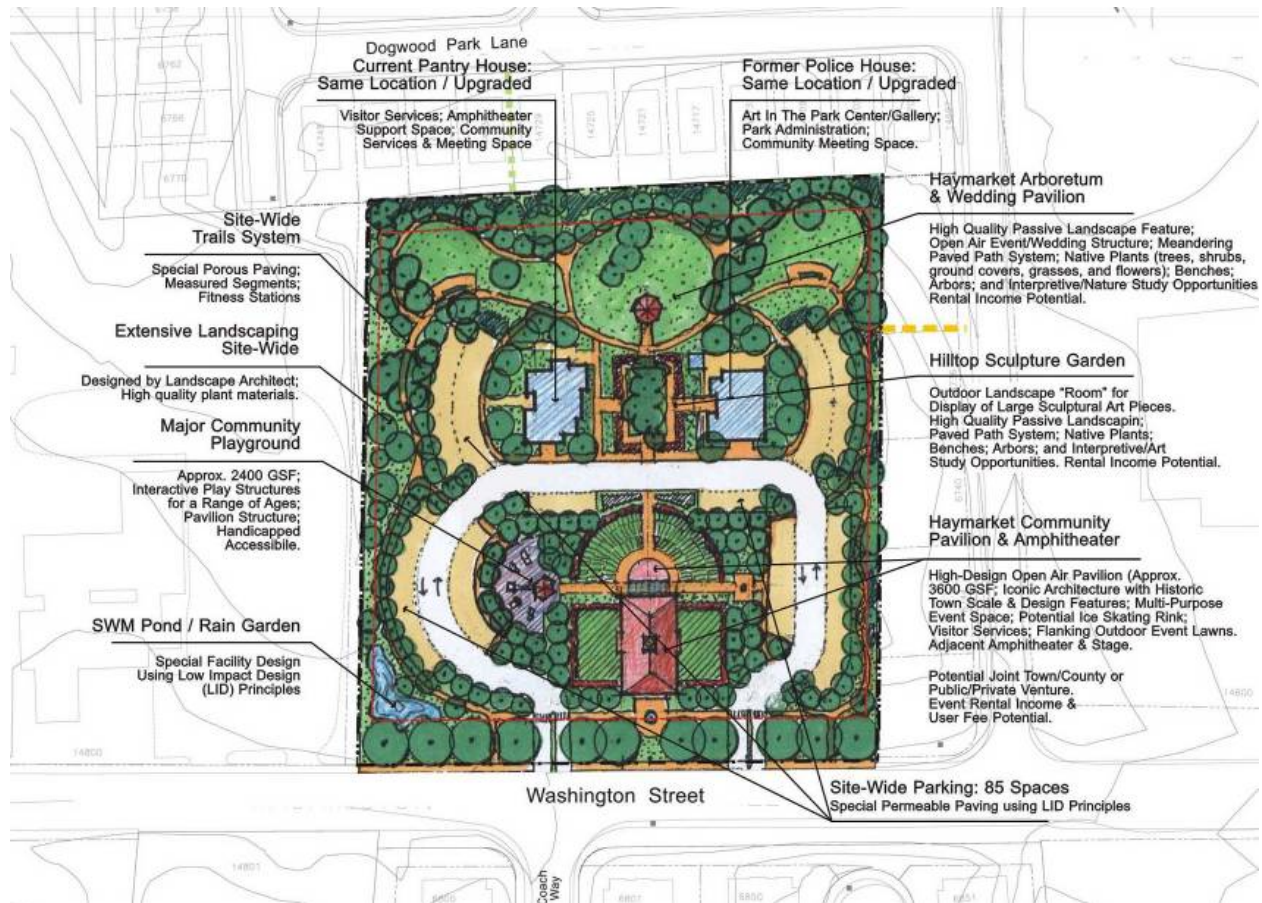
All Ideas (In the order that they were offered by group participants):

- Retain Town ownership or sell to non-profit
- Town Rec Park or County Partnership
- Community Pool / Clubhouse
- Play Area
- Subdivide property. Sell or lease one parcel. Keep Food Pantry.
- Teen Community Use
- Pavilion: In winter, ice skate; In summer, concerts / family reunions
- Food Pantry stays “as is”
- Basketball / Softball / Multi-Purpose Courts / Volleyball Courts
- Sell Property – Use money to develop other Town projects
- Chip / Putt Golf Course
- Jogging / Walking Trail / Obstacle Course
- BBQ Pit / Picnic Area
- Restore both buildings in place
- Community Hall (rented out)
- Dog Park
- Private-Public Partnership with non-profit

Alternative Plans / Concepts

The master planning team developed three alternative sketch master plan concepts, integrating the public forum input and applying planning principles and program concepts compatible with the site’s unique characteristics. These alternative plans and programs were presented in a public (worksession) meeting before the Town Council, Planning Commission and the Architectural Review Board (ARB on April 13, 2015). Following are the three alternative sketch plans along with a design theme/program/budget summary for each:

Sketch Plan / Alternative A



Alternative A: Key Concept/Theme: Central Park with Gardens & Event Venues

This concept features a loop drive encircling core park amenities, including a community multi-use pavilion, amphitheater, and playground. Parking is directly off the loop drive or secondary lanes. Both historic Lewis homes are upgraded and adaptively reused for visitor services, meeting and classroom space, storage and office use. Extensive landscaping reinforces the central park concept. Special outdoor spaces include an arboretum with wedding gazebo and sculpture garden. Loop trails offer outdoor strolling and jogging opportunities.

Find the full program for Sketch Plan Alternative A in the appendix. The conceptual development budget for this alternative is \$2.38 M.

Sketch Plan / Alternative B

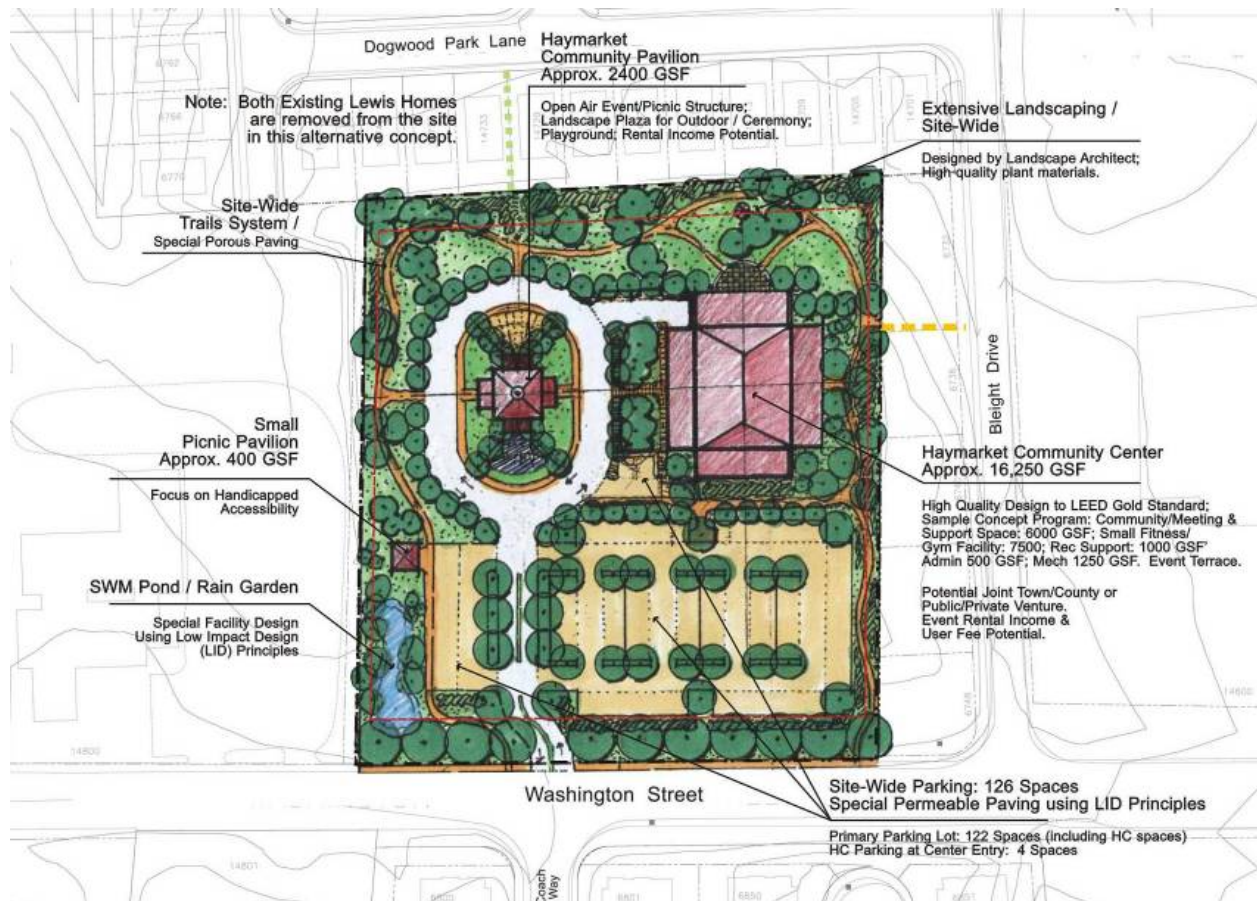


Alternative B: Key Concept/Theme: Community Center / Meetings & Events

Access and circulation is via a single spine drive serving the primary parking lot and community center. A one-way loop drive extends around both Lewis homes. In this case the former police structure is relocated immediately west of the current pantry building. Both homes are adaptively reused for visitor services, meeting and classroom space, storage and offices. The primary parking lot is centrally located along the Washington Street frontage in front of a small community center featuring multi-use and meeting rooms; hard-surface courts are adjacent, with the potential for an outdoor swimming pool. A small outdoor amphitheater and green are located on the hilltop (formerly the police building). A woodland playground is located along the western edge. Loop trails offer outdoor walking and exercise opportunities.

Find the full program for Sketch Plan Alternative B in the appendix. The conceptual development budget for this alternative is \$3.96 M.

Sketch Plan / Alternative C



Alternative C: Key Concept/Theme:
Community Center / Fitness, Meetings & Events

Here again, access and circulation is provided by a single, two-way entry drive terminating with a loop at the primary facilities on the site. In this alternative, both Lewis homes are moved off-site. The primary parking lot is located along the Washington Street frontage. This major parking facility serves two primary facilities along the ridgeline, a large community recreation & fitness center, and an outdoor multi-use/event pavilion. Extensively landscaping complements the planned facilities, offers a high quality park environment, and buffers adjacent uses. A perimeter trail system offers enjoyment and fitness opportunities.

Find the full program for Sketch Plan Alternative C in the appendix. The conceptual development budget for this alternative is \$7.26 M.

Determining the Preferred Master Plan and Program Elements

Defining the Preferred Plan

The planning team prepared a preliminary preferred park master plan and program for the property. This plan incorporated direction from the Town Council, who had considered earlier input from both the Planning Commission and Architectural Review Board. Further Council direction refined the preliminary plan to yield a final plan and program. Following are summaries of comments and recommendations from each of the three town bodies:

Planning Commission Input Summary

Town Staff worked with the Planning Commission to obtain input on which elements of the three alternative sketch plans should be included in a Preferred Master Plan. Following is a brief overview of guidance from the Planning Commission. (The full summary of staff notes are in the appendix.)

The Planning Commission preferred the concepts and themes exhibited in Alternative Sketch Plan A. They were not definitive in their recommendations for the Lewis homes, but discussed potential options ranging from the demolition of both structures to saving only one for adaptive reuse as a services facility. Also discussed was an option for a new park services facility. Overall, they preferred minimizing parking, a single site access point and less new landscaping, with a reliance on existing trees and future Washington Street streetscape improvements for enhancement. There was strong support for a community playground, picnic areas and on-site trails. The commission had concerns about potential construction and maintenance costs for the two homes outweighing the benefits of adaptively reusing them.

Architectural Review Board (ARB) Input:

Town Staff also worked with the ARB to obtain input on which elements of the three alternative sketch plans should be included in a Preferred Master Plan. Following is a brief overview of guidance from the Planning Commission. (The full summary of staff notes are in the appendix.)

The ARB preferred the concepts and themes exhibited in Alternative Sketch Plan A based on relevant policies of the Town Comprehensive Plan, Zoning Ordinance Standards specific to the Historic District Overlay, ARB Guidelines, and stakeholder input. They were clear that saving both Lewis homes in place was a priority, although there was discussion

of secondary and tertiary alternatives for the disposition of the homes, including moving one or both of them off-site. Specific recommendations were made for buildings that stay, such as: repair foundation / stonework, restore original exterior / paint color, new additions to match architecture, and retain original building footprint. If the Lewis buildings are removed: give to preservation party to remove and restore, document activities (preferred). If demolished, document architectural style / fabrication techniques and take samples for Haymarket Museum (least preferred option). The ARB supported the key features of Alternative A in terms of vehicular circulation and pedestrian environment, especially the on-site trails system. They made specific recommendations for the future reuse and architectural treatments of the Lewis homes.

Town Council Guidance on the Preferred Master Plan

The Council reviewed guidance from the Public Forum, Planning Commission and the ARB, and recommended the following program and plan concepts for incorporation into the Preferred Master Plan for the property. Following is the Council guidance summary, as prepared by the Town Staff. This summary reflects two reviews by Council, providing input into the preliminary and final preferred plans. (The full summary of staff notes are in the appendix.)

The Council preferred the concepts described in Alternative A, with a single vehicular entrance and spine circulation design. Overall, they wanted a more naturalistic, flowing circulation system with a focus on pedestrian facilities over vehicular, and a reduction in parking. Additionally, they preferred a connector drive linking the site with the adjacent Haymarket Baptist Church; this supports shared parking with the church during community events at the Harrover site. They favored the extension of streetscape improvements along the Washington Street frontage. There was strong support for a multi-use open-air pavilion, lawn amphitheater, community playground, picnic areas and on-site trails. Although finally they recommended the removal of the former police building, while saving the chimney, they initially considered an option for a new service facility on the site of the pantry building. The Council favored clearly defined open space, with a hilltop green on the highpoint where the police building had stood, as well as opportunities for soft recreation uses such as volleyball and horseshoes. They strongly recommended that the multi-use pavilion be located adjacent to the adaptively reused Lewis home (pantry) atop the ridge. This suggestion, along with the reduction in parking, allowed more open space along the Washington Street frontage.

Preferred Master Plan & Program

A preliminary preferred park master plan and program were prepared, incorporating direction from the Town Council, who considered input from both the Planning Commission and Architectural Review Board. The team presented this plan and program to the Council on October 26, 2015. The Council provided summary direction on the preferred plan in its November 6, 2015 work session. Subsequently, the planning team made refinements to the preliminary plan and program, culminating in the creation of the final preferred plan, program, phasing strategy and estimated development budget (November 15, 2015). One notable refinement called for by the Council was the relocation of the Multi-Use Pavilion from the preliminary location adjacent to the amphitheater and parking area to a hilltop site just east of the remaining Lewis home (current food pantry). Additionally, the Council desired that potential “soft recreation” opportunities, such a sand volleyball court, horseshoe pits or similar uses be located at the former pavilion site near the parking and amphitheater.

Below are the **Final Preferred Master Plan** and **Illustrative Birdseye Sketch**, followed by a narrative **Preferred Master Plan Overview** narrative describing key elements of the plan.

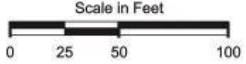


Date: 11/15/15

Note: This is a preferred master plan concept intended for planning, programming and decision-making purposes by the Town. This plan is not to be used for construction purposes.

symoetica

EPR



Town of Haymarket, Virginia

Final Preferred Master Plan

Harrover Property Master Plan Study



Preferred Master Plan Overview

Plan Concept/Theme

The overarching master plan concept is a town park theme with substantial open space and opportunities for community events. Planned activities and features include picnicking facilities, outdoor performance and event venues, a community playground, opportunities for soft recreation activities, trail loops and abundant green space. The facilities will be phased over a ten-year period.

Vehicular Environment: Access & Parking

Access and circulation is via a single spine drive located off Washington Street across from Coach Way. The drive sweeps around the amphitheater offering views of the historic Lewis home and pavilion building, then terminates in a loop serving the primary parking lot. A gated emergency vehicle access drive links the parking area to Washington Street. The primary parking lot contains 38 spaces and the smaller Lewis home lot contains 6 spaces, for a total of 44 parking spaces, including 4 handicapped spaces. A connecting link from the park drive to the Haymarket Baptist Church parking lot supports opportunities for overflow parking during community events. Bicycle parking will be provided at the pavilion and playground.

Pedestrian & Open Space Environment:

A system of paved site-wide loop trails offer outdoor strolling and jogging opportunities. Measured trail loop segments of one-fifth and one-third mile lengths connect all park facilities; all trails and facilities will meet ADA accessibility standards. Selected existing tree retention forms the framework for site landscaping, augmented by new plantings around the adaptively reused Lewis home (former pantry providing park services), multi-use pavilion, picnic areas and parking areas. New buffer plantings are planned along the northern and eastern boundaries as part of an agreement with the developer of the residential neighborhoods along those edges. The Washington Street frontage will feature new landscaping and sidewalks as part of the Town's extension of streetscape; this project is separate from Harrover site master plan improvements. A site-wide vehicular and pedestrian signage system, including interpretive and park entry signs, is planned. Site furnishings include benches, picnic tables, grills, trash receptacles, drinking fountains, and bicycle racks. The landscape concept also includes two small lawn gazebos for informal and small event uses.



Special Activity Environment:

Primary park amenities include a community multi-use pavilion, amphitheater, and playground. All park facilities will meet ADA accessibility standards. An open-air pavilion with a capacity of approximately 100-125 persons is planned adjacent to the adaptively reused Lewis home along the central ridge. The pavilion, with its adjacent event green, will be a primary visual element and will provide expansive views to the rear lawn area of the site. The design of this pavilion will evoke the Craftsman style of the Lewis homes with similar materials. Key architectural elements will be harvested prior to the removal of the former police station. These elements will be integrated into the reuse in the remaining Lewis home and new pavilion facilities, as appropriate. The stone chimney will remain as homage to the structure, and will be set within a new paved plaza with interpretive signage. The newly open site of the former police station will be treated as a hilltop green; this is the highest elevation within the town of Haymarket.

The remaining Lewis home will be renovated to accommodate park visitor services such as public restrooms, park office and storage, and informal meeting space. Its location adjacent to the new multi-use pavilion will be convenient for users of that facility. A major community playground is provided within a major green space along Washington Street. The playground design will accommodate a range of ages and user abilities. An informal picnic area and soft recreation facilities (such as sand volleyball, horseshoe pits and similar uses) are centrally located near the primary parking lot.

The proposed amphitheater can accommodate an audience of up to 200 in a natural lawn setting. An elevated stage along with sound and lighting systems will support outdoor performances. The entire site will offer extensive open space and support facilities for Town events and festivals. Overflow parking will be available at the adjacent Haymarket Baptist Church lot.



Key Plan Program Elements

Concepts/Themes

Vehicular Environment

Access/Entry

Vehicular Circulation

Vehicle Parking

Bicycle Parking

Pedestrian Environment

Accessible per ADA Guidelines

Trails & Links

Major Open Space

Landscape Theme

Buffer Landscape

Site Furnishings

Signage

Streetscape

Special Activity Environment

Community Structures & Special Activity Areas

Disposition of Lewis Homes

14740 Washington Street (Pantry)

14710 Washington Street (Former Police)

10-Year Phasing Strategy (All 3 Phases)

Conceptual Development Budget (Harrover)

Town & Community Park / Open Space & Events

Pavilion / Amphitheater / Playground / Open Space

Washington Street / Single Entrance across from Coach Way

Emergency Access/Egress Lane (Gated)

Potential Connector Drive to Haymarket Baptist Church Parking

Naturalistic Curving Spine Drive with Circle Terminus

44 Spaces (Including 4 HC spaces)

Special Event Overflow Parking: At adjacent Church via future access drive

Pavilion and Playground Areas

All Facilities & Paths

Site-wide Trails: Loops & Segments; opportunities for off-site links

Site-wide open space theme; Hilltop Green and Natural sweeping lawns

Save existing trees as landscape framework; economy of new plantings

Park Entry Drive Landscape: Stone wall/sign & ornamental plantings

Per agreement with Villages of Haymarket developer on North & East edges

Existing trees along the west edge; new trees & streetscape along frontage

Benches, picnic tables, trash receptacles, drinking fountains, bike racks

Park Gazebos (2) on rear lawn; informal & small event usage potential

Vehicular/Directional /Crossing Warnings, Interpretive/Informational,

Trail Signs

Continue planned Town improvements along site frontage

Multi-Use Pavilion (ADA Accessible)

Multi-Use Open Air Structure (3000 GSF)

Lewis Home (Craftsman) Theme & Elements

Approximately 100-125 person capacity, seated.

Pavilion Event Lawn (adjacent to pavilion for event use)

Amphitheater (ADA Accessible; natural theme; stage, seats up to 200)

Community Playground (ADA Accessible)

Interactive Play Structures (Approx. 2400 GSF)

For a Range of Ages

Central Play Structure as focal element

Soft Recreation Opportunities (Sand

Volleyball, Horseshoe Pits, and similar uses)

Adaptive Reuse of Current Lewis Home (Pantry):

Program for Visitor Services , public

restrooms, storage, office & informal

community space:

Hilltop Green: Removal of Existing Lewis Home (former police use);

save chimney and create open hilltop open space on high point

Adaptively re-use as Park Services Facility

Demolish or Move off-site with harvesting of architectural elements

(Brackets, windows/doors, stone, etc.) for use on-site or at Pantry home;

Preserve stone chimney as landscape/interpretive feature at Hilltop Green

\$2,126,040 (Includes Inflation Factor)

Harrover Master Plan Implementation

The following implementation measures offer ways to achieve the type of park and recreation development desired for the Harrover Property. Project implementation includes development of a number of key tools, including:

- Concept-level development budget,
- Phasing strategy for site and facility development, and
- Potential project funding opportunities.

Harrover Master Plan Development Budget:

Based upon Council-approved phasing of the Harrover property master plan program elements, a set of planning-level probable development costs were prepared. A detailed set of probable costs, itemizing programmed development elements of the master plan, are included in the appendix to this report; following is a summary of those costs by phase for use by the Town in budgeting for park improvements.

Phase 1 / 1-3 Year Timeframe	\$1,663,558
Phase 2 / 4-7 Year Timeframe	\$ 320,281
Phase 3 / 8-10 Year Timeframe	<u>\$ 142,201</u>

All Phases / 10-Year Timeframe \$2,126,040
(Harrover Property Development Only; Escalated for Inflation)

Washington Street Improvements Development Budget:

In the next Washington Street streetscape project, the Town plans to extend improvements along the frontage of the Harrover property to the west side of Bleight Drive. The Town Engineer's scoping level construction estimate for these improvements, which are limited to the north side of Washington Street, is \$705,000. The Town recommends that these improvements coincide with Phase 1 development of the Harrover property master plan; this timing provides new sidewalk access and integrates vehicular access to the property. These streetscape improvements are not a part of the Harrover Property Master Plan project.

Harrover Property Phasing Strategy:

This master plan will guide park's development to fruition over a 10-year timeframe. It must provide guidance, while offering flexibility for the Town to implement individual projects as market, funding and partnering opportunities arise. The phasing strategy reflects two reviews by Council, in which they provided input into the preliminary and final preferred plans and programs. Following is the Final Preferred Master Plan Phasing Strategy, identifying Short, Mid, and Long Range Projects for implementation.

Incorporates Town Council Input (10/26/15 and 11/6/15)

Park Development Projects & Phases

Phase 1: Short Range / 1-3 Year Timeframe

Site-wide Utility Upgrades & SWM Facilities
Park Entry & Access Road
Parking Facilities (Primary & Lewis Home Lots)
Emergency Access Drive
Lewis Home (Pantry) / Park Services (Adaptive Reuse)
Lewis Home (Police) / Demolish (Save Chimney; Harvest arch. Elements)
Amphitheater (Stage/Rear Screen Fence, Sound/Light System & Lawn)
Informal Picnic Area (Between Parking & Amphitheater)
Soft Recreation Areas (Between Parking & Amphitheater)
Site-wide Trails
Site-wide Signage
Tree Save Measures & New Landscaping

Phase 2: Mid Range / 4-7 Year Timeframe

Multi-Use Pavilion & Event Green (Hilltop Location)
Rear Service Drive (Lewis Home & Pavilion)
Community Playground & Lawn Play Area
Lawn Gazebo

Phase 3: Long-Range / 8-10 Year Timeframe

Amphitheater (Seat Walls/Walks, Perimeter Lighting)
Connector Drive to Haymarket Baptist Church
Lawn Gazebo

Total Project Development

Construction Budget Escalation Assumptions by Phase

Assume January 2016 to start process.
Phase 1 (1-3 years) midpoint would be June 2017
Phase 2 (4-7 years) midpoint would be June 2021
Phase 3 (8-10 years) midpoint would be January 2025

Notes:

This phasing summary reflects facilities shown on the Preferred Master Plan (Revision date November 15, 2015). This program reflects and illustrates the Town Council's suggested refinements (October 26 & November 6, 2015). It is intended for use as a guide during future Town budget processes aimed at project funding & implementation. Phasing timeframes shown above may change with Town Council direction.

Harrover Property Phasing Illustrations:



Harrover Property Park Funding Opportunities:

CIP Funding

Local governments can commit an annual appropriation for park and open space development through a Capital Improvements Program (CIP). The park master plan will define projects for inclusion into the CIP. CIP funds can be earmarked as matching funds when seeking grants with such requirements. CIP funding excludes yearly maintenance costs, which are funded through the appropriate budget category, such as the Parks and Recreation annual Operations Budget.

Special Appropriations

Funds not identified in the Capital or Operating Budgets can also be appropriated by the Town Council as a special project initiated by that legislative body.

Park Trust Fund

A trust fund can be created for park facility funding; it can be administered by a private non-profit advocacy group, or by a local commission. A trust fund can aid in the development of large projects. Funding the trust fund can come from many sources, including local government general funds, private grants, and gifts.

Local Private Sector Funding

Private industries and businesses may donate cash, materials, and/or in-kind services. Examples include: Donations of cash to a specific park project; donations of services by businesses to reduce the cost of park implementation expenses including equipment and labor costs; discounted materials costs.

Volunteer Organizations

The Town can create a volunteer organization called Friends of Harrover Park. Volunteers are an invaluable resource for assisting in actual park construction or in conducting fund-raisers. A park volunteer manual will guide and regulate their work. The manual should include a description of appropriate volunteer efforts, request forms, waiver and release forms, and a task completion form. Virginia State Parks and local jurisdictions have been quite successful in using such 'friends' groups for special park project implementation.

Trail and Special Amenity Sponsors

A sponsorship program for park amenities, especially for pavilions, playgrounds and trail elements of the master plan,

accommodates smaller donations received from individuals and businesses. The program provides design standards and estimated costs established for each amenity project. Project elements can include trail markers/signs, call boxes, trash receptacles, benches, entry signage, directional signs, interpretive brochures, bollards, and picnic areas.

State & Federal Government Funding Sources

A wide range of grants is available from state and federal agencies and programs, as well as from institutions and foundations. Importantly, most grant applications require an approved project master plan that supports the jurisdiction's comprehensive plan goals and objectives. Some state monies are pass-through funds from federal agencies; most grant opportunities require a 'local match' and some are reimbursement-based. Following is a summary outline of those funding sources:

State Government Funding Sources

- Recreational Access Program (VDOT)
- SAFETEA-LU Grants (VDOT)
- Safe Routes to School Program (VDOT)
- Virginia Land Conservation Foundation
- Virginia Department of Conservation and Recreation (DCR)
- Virginia Recreation Trails Fund
- Land and Water Conservation Fund (LWCF)
- Virginia Department of Forestry (DOF)
- Water Quality Improvement Fund

Federal Government Funding Sources:

- Community Development Block Grant Program
- U.S. Department of the Interior Fish and Wildlife Service (FWS)
- North American Wetlands Conservation Act Grants (NAWCA)
- U.S. Environmental Protection Agency, Environmental Education Grants Program
- Chesapeake Bay Gateways Program
- Conservation Reserve Program (USDA)
- Wetlands Reserve Program (USDA)
- Watershed Protection and Flood Prevention (Small Watersheds) Grants (USDA/NRCS)
- Urban and Community Forestry Assistance Program (USDA)
- Small Business Tree Planting Program (SBA)
- Economic Development Grants for Public Works and Development of Facilities (The US Department of Commerce, Economic Development Administration (EDA))

Other Potential Funding Sources

There are a number of partnerships that can be created specifically to meet the diverse needs of a community with respect to funding and programming. In addition to partnerships, additional funds can be generated through the following activities to help offset development costs.

Fundraising: The YMCA is a good example of this opportunity. All YMCA facilities rely on fundraising and support of the community to develop facilities. This requires a market study that is funded by the community that expressed interest in building a YMCA in their area. The market study projects membership and gauges support for fundraising. A capital campaign is initiated with a target goal. Once that goal is reached, they begin development of the facility. Similar campaigns are used for other public recreation facilities.

Sponsorship and Advertising: Naming rights are becoming increasingly prevalent revenue opportunities for various facility types. The pricing of these rights varies and can have a significant impact on financing this type of facility. The amount of participants attracted to a facility typically dictates the amount of advertising income that can be generated. The greater the number of participants, the more likely advertisers will support the facility.

User Fees: Although the Town currently does not intend to charge user fees for park facilities, such fees can help to offset operational fees. Recreation facilities that don't fit certain profile (i.e. membership-based fitness centers), rarely turn a profit. Most of the successful venues include some type of public contribution, usually in the way of free land and/or infrastructure costs. Once the building is developed user fees (membership fees), rental revenues, and other revenue streams are used to support operating expenses. These revenues can be supplemented with grants, donations, and other fund-raising activities. Below is a list of grants types available through various, federal and state agencies as well as from foundations. Most of these grants can be located at www.nrpa.org.

- Grants for Programs for Children and Youth
- Grants to Promote Health
- Grants for Seniors Programs
- State and Regional Agency Federally Sponsored Grants
- Natural Resources Grants
- Grants for Gardens
- The Department of Conservation and Recreation administers a grant-in-aid program for the acquisition and development for public outdoor recreation areas and facilities.

Partnering Opportunities: Although the Town currently does not intend to use partnerships for implementing park facilities, such opportunities might be considered in the future. Community recreation facilities are traditionally funded through bond referendums that require the support of local citizens. Although demand may exist for community recreation, funding may be limited due to more pressing community needs, and sensitivity of using tax dollars for specific projects. Therefore, traditional funding mechanisms are giving way to unique partnerships among public and private entities. These partnerships can be structured in a number of ways with the goal of providing support both financially as well as programmatically. Potential partners include, but are not limited to:

- Park Districts
- County Park Agency
- Hospitals
- County School District
- Corporations
- Boys and Girls Clubs
- YMCA

Crowdfunding: Crowdfunding is the web-based practice of funding a venture or project by seeking many small donations from a large number of people.

Two notable crowdfunding platforms include:

Kickstarter: <https://www.kickstarter.com/>

Indiegogo: <https://www.indiegogo.com/>

The National Park & Recreation Association (NRPA) has developed a crowdfunding platform designed especially for public park and recreation facility providers. This platform is called *Fund Your Park*. (<http://www.fundyourpark.org>) Selected projects are profiled on the platform for funding. Projects can vary from a new playground to picnic facilities to trail signage. The platform engages supporters and helps create new ones by allowing donors to share their experiences with friend easily on the web. Fund Your Park is free to NRPA members; NRPA retains a 5 percent administration fee on all donations.