



Parks & Recreation Master Plan

Information Gathering Presentation

January 24, 2018



Length of Williamsburg Residence

- 27 participants in 3 Focus Groups and 5 Stakeholder Meetings
- < 5 years – 3%
- 5-9 years – 0%
- 10-19 years – 11%
- 20+ years – 22%
- Not a resident, use programs – 26%
- Not a resident, work in Williamsburg – 37%

Strengths (1 of 2)

- Well maintained, beautiful facilities and parks* *
- Safe and welcoming**
- *Williamsburg Way* – higher standard
- Tourism/vacation destination
- Dedicated Parks and Recreation Staff* - strong relationships*, user friendly, young, progressive
- Access to parks and facilities*
- Diversity and variety of what is offered in the parks and facilities*
- Active on social media
- Customer service/accountability
- Well organized leagues
- Top notch classes and instructors
- Good coordination with JCC and YC Park & Recreation and schools

Strengths (2 of 2)

- Well recognized – most people know something about Park & Recreation
- Programs ADA accessible to an extent
- Affordable
- Family friendly, pet friendly
- Close to other amenities/attractions – hotels, restaurants, Busch Gardens, Water Country
- Waller Mill Park**
- Offer outreach
- Proximity to interstate
- #playWburg – sense of fun, good brand
- Quarterpath Recreation Center
- Enhanced programs - new trends
- Extension of trails and bike paths
- Water, water shoreline
- Silver Sneakers programs

Opportunities for Improvement (1 of 2)

- Lack of large multi-purpose indoor facility***
- Not enough indoor/outdoor facilities, outdated infrastructure, not enough capacity***
- Need to add or upgrade outside facilities, add shade**
- Softball field space*
- Multi-use trails, trail connectivity*
- Parking*
- Outdated technology, registration/POS systems
- Confusion – City of Williamsburg,/James City County/York County
- More art work in the parks
- Used by residents throughout the region, but not funded by the region

Opportunities for Improvement (2 of 2)

- Lack of small neighborhood playgrounds/parks
- Lack connectivity – park to park, neighborhood to neighborhood
- Limited opportunities for Williamsburg youth basketball
- Willingness for change, using the same square box, done same things for years
- Large nonresident usage effects resident's usage
- Water, use of the shoreline
- Currently facilities built for community recreation, now demand is for sports tourism, facilities not to scale
- Use of unused land
- Need something like RVA Sports Backers – marketing and funding

New Desired Programs and Activities (1 of 2)

- Adult social sports – kickball, dodgeball, Ultimate**
- More sports tourism** – volleyball, pickleball, lacrosse, basketball, softball
- Community environmental education displays and classes
- Para Athletics programs
- Walking and biking programs – bike safety, walking safety**
- Strength and conditioning programs*
- Bike rentals or bike share programs
- Master Gardener
- Master Naturalist
- Summer recreational programs in neighborhood parks

New Desired Programs and Activities (2 of 2)

- Adventure Races
- Music/arts in the park
- Enrichment classes
- Swimming programs
- Indoor track programs
- More programs at the Stryker Center
- Coach education/training program
- Young adult & toddler programs
- Dog programs
- Fishing programs
- Arts and crafts programs
- More senior programming
- Rock climbing (indoor/outdoor)
- More recreation programs – wellness, livability, bikability
- More tourism programs

Improvements at existing Parks, Trails, Facilities, and Open Space Parks (1 of 2)

- Expand Quarterpath Recreation Center**
- Complete 4th Field at Kiwanis Park**
- Connection to the Capital Trail**
- Connectivity of trails**
- Repurpose Quarterpath Recreation Center outdoor pool space**
- Add shade at parks**
- Light sand volleyball courts*
- Parking*
- Reopen mountain biking trails*
- Improve condition of playgrounds*
- Add historical signage
- Hard surface path to boat ramps
- Launch deck needs ladders and tie downs

Improvements at existing Parks, Trails, Facilities, and Open Space Parks (2 of 2)

- Improve amenities at parks and facilities
- Develop Old Country Road Trail
- Outdoor fitness equipment
- More water fountains
- Expand quantity of sand volleyball courts
- Reopen mountain bike trails
- ADA lift for boat loading
- Walking trails at Waller Mill
- Parks – need maintenance
- Passive recreation amenities – chess boards
- Tennis court upgrades – resurface courts, upgrade lights, fix support building
- Trail connection neighborhoods to shopping, restaurants

Additional Parks, Recreation and Athletic Facilities, Trails, and Open Space (1 of 2)

- Connectivity to Virginia Capital Trail, Old Country Road**
- Connectivity of trails – south part of town, Paper Mill Park, College Park, Holly Hills
- Facilities to expand sports tourism, Indoor multi-purpose fieldhouse/indoor space, more gyms**
- 4th softball field at Kiwanis Park**
- Parking**
- Indoor walking/running track*
- Indoor/outdoor community event space**
- Additional sand volleyball courts*
- Water fountains / Water bottle filling stations
- Challenge course
- Destination playground (s)

Additional Parks, Recreation and Athletic Facilities, Trails, and Open Space (2 of 2)

- Splash pads
- Maximize fields at Waller Park
- Baseball field (adult)
- Bocce fields
- Lawn bowling facility
- Aquatic center
- More disc golf
- Pickleball indoor courts
- Grass volleyball courts
- Rock climbing wall
- Indoor conditioning and strength and agility training space
- Better traffic pattern at Quarterpath
- Regional velodrome
- Fishing, shoreline facilities

Thinking “Outside the Box”

- Extreme/adventure events – tough mudder, endurance races, Obstacle course races, spartan races**
- Archery / Shooting Sports
- Kickball leagues*
- NCAA “Live” events / NBA Summer League
- Quidditch
- Art and Recreation Go Together
- Cheer and Dance Competition
- Rock climbing
- Convert industrial buildings
- Transitional football program (flag w/ helmets)
- Bicycle safety programs*
- Touch a Truck
- Park / Art District
- Fishing tournaments

Parks, Trails, Facilities, Open Space or Programs that could be repurposed or eliminated

- Expand Quarterpath Recreation Center* on the old pool space
- Repurpose retail or warehouse space
- Develop open field spaces at Waller Mill Park for active recreation
- Tennis courts at Quarterpath possible Pickleball or parking
- Shelter by dog park
- Unused land
- Land near Battery Blvd

Key Partners and Stakeholders (1 of 3)

- College of William & Mary
- JCC Schools – environmental, athletics, service programs
- Busch Gardens
- Anheuser Busch*
- Colonial Williamsburg
- Williamsburg Community Foundation
- Williamsburg Health Foundation
- Department Conservation & Recreation (DCR)
- Department Environmental Quality (DEQ)
- Colonial Water and Soil Conservation District
- Business (local)
- Lawn Bowling Club/Association
- Virginia Capital Trail Foundation
- Sentara / Riverside Hospital

Key Partners and Stakeholders (2 of 3)

- CSX / Norfolk Southern
- Sports Medical Groups
- Financial Groups – Wells Fargo, North Western, New York Life
- Bike Walk Williamsburg
- Chamber of Commerce
- Virginia Tourism
- Williamsburg Motel/Hotel/Restaurant Association
- Commercial developers
- James City County
- York County
- Master Gardener
- Master Naturalist
- Scouts
- Real Estate agents
- Resort businesses
- Travel Teams
- Pickleball Association
- Colonial Road Runners

Key Partners and Stakeholders (3 of 3)

- Eastern Virginia Mountain Biking
- Williamsburg Area Bicycle
- Williamsburg Area Tourism Authority
- State Division of Fish and Game

Key Issues and Values

- Williamsburg Way
- Town and Gown relationship
- Tourism (sports, bike)
- Inclusive of entire community
- Colonial Feel of Williamsburg
- Resistance to being changed, need to go slow
- Need to partner
- Be innovative, progressive
- Community health & fitness
- Be methodical in implementation of plan
- Fiscally responsible
- Partnerships
- Compensation/Reimbursement to Parks & Recreation for events when fees are waived
- Use local resources to support events
- Focus on water opportunities

Top Priorities Next 5 Years

- Facility expansion**
- Support Sports Tourism
- Indoor multi-purpose fieldhouse** / Gym space*
- Upgrade / improve facilities**, parks**, IT infrastructure
- 4th field at Kiwanis**
- Old Country Road / Connect to Capital Trail**
- Connectivity of existing facilities and trails**
- Livability / Sense of Place
- Increase bicycle friendliness and connectivity**
- Grow Identity / Branding
- Aquatic center with William & Mary
- Focus on Water opportunities
- Make improvements to what exists: playgrounds, neighborhood parks
- Program “Outside the Box”

Next Steps

- Community and Stakeholder Engagement
 - Invitation Survey mailed to 3,000 random Williamsburg residents
 - Open Link Survey all Williamsburg residents can participate in
- Parks Inventory and Level of Service Analysis
- Open Space and Trails Analysis
- Sports Tourism Analysis
- Administrative Analysis
- Recommendations and Action Plans

Thank You For Your Time!



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