

# Kilmarnock Town Square Master Plan

November 11

# 2014

This report includes a Conceptual Plan for a public park on the Town-owned property at North Main Street and Town Centre Drive and has been created with direction and feedback provided by the Working Committee and general public.

This document includes i) a summary of the planning process, ii) a copy of the final Conceptual Plan, and iii) recommendations for implementation for the Kilmarnock Town Council.

In order to implement the plan, the Working Committee recommends that the Town enter into the Design Phase by developing construction-ready documents for the site layout and infrastructure elements. Once cost estimates for construction are established, the construction of site elements should be prioritized as follows:

1. Picnic, Playground, Splash Pad and Bath House
2. Amphitheater and Plaza
3. Event Colonnade

The Town Park Working Committee has assisted in the creation of this plan and has endorsed it in their October 29th meeting.

# ACKNOWLEDGEMENTS

## TOWN OF KILMARNOCK, VIRGINIA

### TOWN COUNCIL

Mae P. Umphlett, Mayor  
Rebecca T. Nunn, Vice Mayor  
Chris Allen  
Keith Butler  
Emerson Gravatt  
Dr. Curtis H. Smith  
Michael T. Sutherland

### TOWN WORKING COMMISSION

Ms. Ann Tower  
Mr. William Lee  
Mr. Joe Hudnall  
Ms. Lindsey Gardner  
Mr. Mark Favazza  
Mr. Philip Mumford  
Ms. Robin Blake  
Mr. Tom Richardson

### TOWN STAFF

Tom Saunders, Town Manager  
Marshall Sebra, Planning and Zoning Director  
Susan Cockrell, Dep. Town Manager/Community Development Director

### ASSISTANCE PROVIDED BY:

Community Planning Partners, Inc.  
Cite Design, Inc.



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# INTRODUCTION

The Town of Kilmarnock owns approximately 9 acres of land at the corner of North Main Street and Town Centre Drive in Steptoe's District. The property includes an open field, dog park and wooded areas. Though many proposals for the partial use of the park had been discussed, a long-term plan for the entire site was missing.

Through a public process, a plan for the site has been developed that includes opportunities for cultural engagement, recreation and community gathering. The outline of this document follows the planning process as overseen by the Park Master Plan Working Committee. The final design includes cost estimates and an implementation plan which identifies community partners, funding sources and a phasing plan.

The members of the Park Planning Working Committee are pleased to present this recommendation for a master plan to the Town of Kilmarnock. The future park, which is tentatively named "Kilmarnock Town Square", serves dual functions of providing public amenities that benefit local residents and visitors alike in accordance with local preference surveys and the region's long-term tourism strategy.

## Methodology

As a publicly held and prominent piece of property, the Town Council wanted to ensure that any future use was developed through an open and transparent planning process. Thus a master planning process was initiated by Council under the direction of the Streets Committee. The Streets Committee identified a subcommittee, or Working Committee, that is tasked with overseeing the development of a master plan for the site. This 9-member committee represents various stakeholders within the greater Kilmarnock community and includes: Ann Tower, Planning Commission

1. Bill Lee, Lancaster Boys and Girls Club
2. Joe Hudnall, Business Owner
3. Lindsey Gardner, Lancaster Library
4. Mark Favazza, Northern Neck YMCA
5. Philip Mumford, Boys and Girls Club of the Northern Neck
6. Robin Blake, Lancaster County Schools
7. Tom Richardson, Chesapeake Bank

Assisting the Working Committee was the planning and design team of Community Planning Partners, Inc. and Cite Design, referred to in the text as the Design Team.

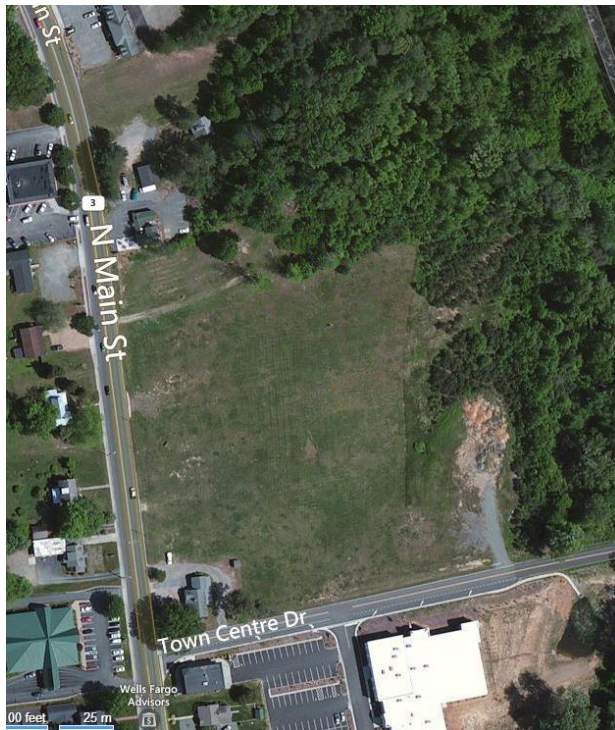
The Working Committee met to define a purpose statement and a list of priority uses for the site. These parameters were used to create an online survey to get citizen input on potential future uses. The results of this survey were used to assist the Design Team in the development of three site configurations. These draft layouts were presented to the

Working Committee for feedback, as well as presented to the general public in an open house forum on Friday, September 12. In addition, the draft layouts were made available at the Town Council meeting on Monday, September 15. These draft layouts are found in the Appendix.

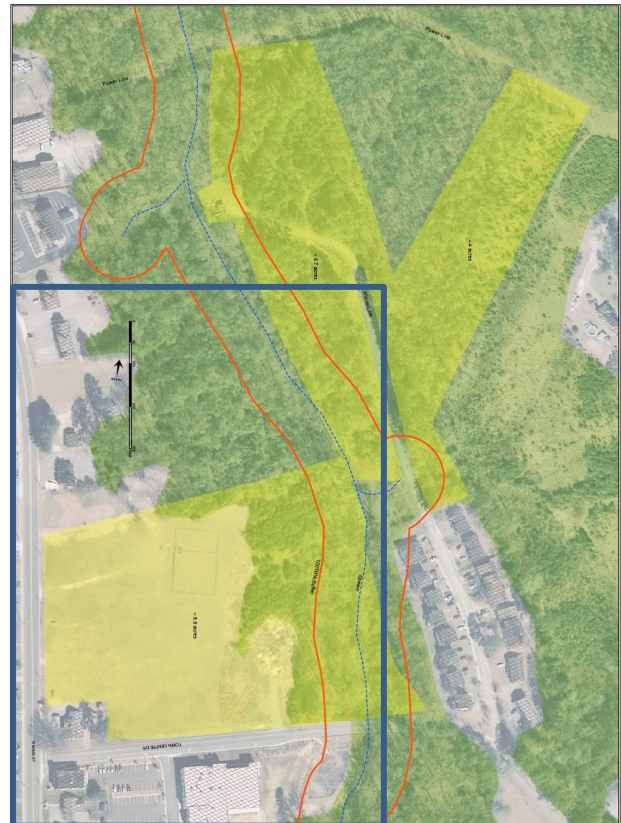
The Design Team took this feedback and refined the best concepts from three site layouts into one final layout. The Working Committee reviewed and approved the final layout with a recommendation for next steps and priorities for construction.

## Site Location

The property currently consists of a flat grass field, a portion of which is used as a dog park. At the rear of the property there is wooded and sloping terrain that surrounds a creek which flows to Norris Pond. The site is well situated adjacent to the future home of the Lancaster Library and along North Main Street next to the central business district. Map A shows the primary location of the site; Map B shows a larger area of town-owned property that can be used to develop trails for hiking and biking.



Map A



Map B with Map A boundaries in blue





Picture of site from North Main, looking towards the Library



Creek that runs along the rear of the site



The Kilmarnock Dog Park

## PUBLIC SURVEY

An online survey was created to gauge public interest and preference for the future use of Town-owned property located at the site. The survey was posted on the Town website and Facebook page, as well as through emails to the Town's email list and the Chamber of Commerce email list.

The survey received 274 responses over a two and a half week period (July 14th to July 31st). 80% of respondents completed surveys within the first three days. 85% of survey respondents were from Lancaster County, including within the town limits, or southeastern Northumberland County,

The top three uses identified in the survey were: 1) an outdoor amphitheater and stage, 2) walking/fitness trails, and 3) a playground. The top three uses that respondents said they would use most often were: 1) outdoor amphitheater and stage, 2) walking/fitness trails, and 3) biking/hiking trails.

When given a choice between making visitors or residents the priority audience of the park, respondent preference skewed towards a resident focus, but the majority of respondents wanted locals and visitors to be an equal focus for the site.

The survey instrument and a full summary of the results are in the Appendix.

## PRELIMINARY SITE OPTIONS

The Design Team took the results of the public survey and consultation with the Working Committee, developed 3 site plan options that incorporated different identified elements. All plans included an amphitheater, trails, and a playground. All three alternatives are found in the Appendix. The Town's open house and public comment period, along with input from the Working Committee enabled the Design Team to create a final conceptual plan.



## MASTER PLAN

The Conceptual Master Plan for the Kilmarnock Town Square on the following page illustrates the final recommendation of the Working Committee. The overall goal of the plan, as outlined by the Working Committee, is to serve as a destination for locals and visitors by providing natural, cultural and recreational amenities. This plan seeks to do that so that the site can be used by different age groups and include a variety of functions.

The Conceptual Master Plan also includes two renderings of the site to demonstrate how it would look and feel on the ground.



# KILMARNOCK TOWN SQUARE CONCEPTUAL MASTER PLAN





# KILMARNOCK TOWN SQUARE

## CONCEPTUAL MASTER PLAN

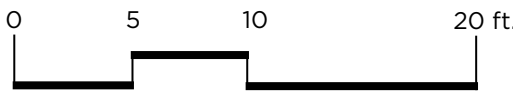


SECTION A

not to scale



AMPHITHEATER SECTION



MASTER PLAN



+



+

citedesign



## Site Elements

### ***Parking and Entrances***

The Kilmarnock Town Square has two locations for ingress and egress. The primary entrance is located on North Main Street. This entrance will terminate in a drop-off area adjacent to a plaza. There are two parking lots on either side with an additional entrance located directly across from the entrance to the library on Town Centre Drive.

As currently drawn, there are an estimated 85 parking spaces included in the Conceptual Plan. These lots can be used as overflow for large events at the library and vice versa. The use of pervious and semi-pervious materials for the parking area would reduce runoff in the nearby creek. Parking surfaces other than traditional asphalt are typically more expensive, but grants are available that can reduce costs and make it an attractive option.

### ***Amphitheater and Plaza Area***

An outdoor amphitheater with a stage provides a central location for events and performances. It can be designed to seat up to 500 people and have access to electricity. The current site topography lends itself well to the amphitheater. Given the naturally sloping terrain at this location, the Town could partner with the Lancaster Players or another theater organization to put on performances using a temporary wooden platform even before the site is completed. It may be best to find foundation or private donor support to fund the construction of a theater for live performances and events. The creation of a public event and performance space may be compelling to an individual, foundation or organization with a vested interest in the Town and region while few grant sources will pay for bricks and mortar projects, especially as they relate to the arts.

Adjacent to the amphitheater is a plaza area. This will be an open space with attractive pavers that will be multifunctional. This space is envisioned as a central



Examples of displays for the plaza

meeting place where events can be held. Each year the Town Christmas tree could be located here. Other sculptural or interactive displays could be included here, like a LOVE sign used in the Virginia Tourism campaign or a restored deadrise boat.

### ***Playground, Splash Pad & Picnic Area***

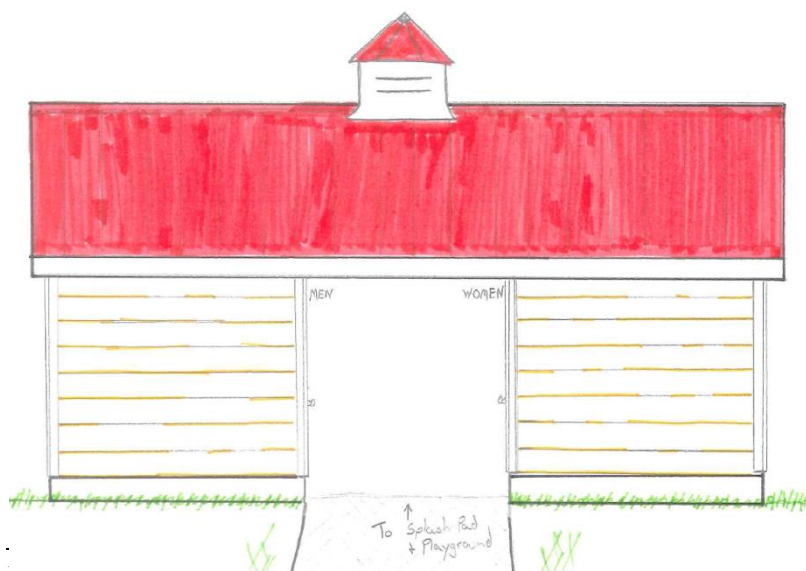
The working committee proposes moving the existing playground on Waverly Avenue to the Town Square. By doing so, it opens up the former location for new uses and centralizes family and community functions in one area. Funding for a new and expanded playground can be applied for from an organization called KaBOOM!. KaBOOM! provides grants of up to \$15,000 for playground equipment to municipalities in partnership with "non-profit child-serving organizations."<sup>1</sup>

The playground would be situated adjacent to a landscaped picnic area with space for benches and tables. Next to this space there could be a water feature or splash pad that would serve as an additional play area and provide a public amenity not found anywhere else in the Northern Neck.

The Kilmarnock Dog Park is currently located on the site of the proposed playground. The Dog Park can be moved directly to its new location or to a temporary location until the site is fully built out. In either case the Dog Park will remain a part of the new park.

### ***Bath House***

The bath house is a simple public restroom structure that would serve the various functions on the site. It is situated to be convenient to the playground area and amphitheater. This feature will greatly enhance the usability of the entire site for festivals, performances and for family-oriented activities. Construction loans are available through the USDA Rural Development and may be used to help fund the construction of public restroom facilities<sup>2</sup>. Below is a preliminary sketch that shows a central walkway with men's and women's bathrooms on either side.



Preliminary sketch of Bath House

### *Event Colonnade*

The colonnade is envisioned as a long structure with regular columns that could be used for a variety of events and festivals. It will be very highly visible from North Main Street, but as an open structure, the rest of the park facilities will remain visible from the street. The colonnade will be constructed so that vendors can have an attractive covered location to sell their wares and it can become a centralized gathering place for the area's small growers, oystermen and fishermen who already use the back of their trucks to sell produce and seafood.

The event colonnade can be built with the assistance of USDA Rural Development grant for Community Facilities. This grant fund is for projects of \$100,000 or less. No minimum match is set, though the agency prefers to have grant funds leveraged with local investment<sup>3</sup>.

### *Trails and Open Space*

Through the community input survey it was identified that there is a strong desire for walking/fitness trails. These are not currently a high priority for the Kilmarnock Town Square because the Northern Neck YMCA is currently applying for grants to construct a walking path with exercise stations that will be available to the public. However, as shown on the Conceptual Plan, there will still be paths on site, just not with exercise stations.

As demonstrated in Map B found on page 3, the Town owns additional parcels that may be used as hiking or biking trails. Town staff can coordinate with local mountain bike enthusiasts to determine if the rear parcels are suitable for a trail. This can occur with little public investment if there is sufficient interest from the local mountain biking community. In the future, Town staff can seek grant assistance from the Department of Conservation and Recreation in developing signage, constructing a bridge over the creek, and any other significant site work. In order to submit a competitive application, the Town should have a proposed trail design ready, along with cost estimates and an understanding of National Environmental Policy Act (NEPA) requirements as they may impact the proposed trail route<sup>4</sup>.

Lastly, the Conceptual Plan includes open spaces at the rear of the property and near North Main Street and Town Centre Drive. These spaces can be used for festivals, field games, kite flying, playing catch or any number of activities. Their purpose is to be multifunctional, in keeping with the overarching goal of the Kilmarnock Town Square.

## **Funding and Financing Improvements**

Financing the park's construction will require a combination of debt financing, grant funding and, if available, private funding through fundraisers or foundation support.

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<sup>3</sup> Updated program details for the community facilities grant program are scheduled to be released by the end of 2014. Contact Kent Ware, Program Director, at [kent.ware@va.usda.gov](mailto:kent.ware@va.usda.gov) or (804) 287-1551.

<sup>4</sup> For more information see: [www.dcr.virginia.gov/recreational\\_planning/trailfnd.shtml](http://www.dcr.virginia.gov/recreational_planning/trailfnd.shtml) or contact Synthia Waymack, at [synthia.waymack@dcr.virginia.gov](mailto:synthia.waymack@dcr.virginia.gov) or 804-786-4379

## *Debt Financing*

Debt financing can be obtained in several ways. The Town may opt to issue a bond to cover the cost of most or all improvements in one step or include the cost of proposed improvements onto an existing bond. The associated costs related to bond issuance may not justify this approach; however the Town be able to secure bond financing at a rate that makes it feasible. Local banks may also be willing to partner with the Town through direct loans, purchasing naming rights, providing donations or a combination of all three. A second debt financing approach may be to apply for a loan from the Virginia Resources Authority (VRA), which allows smaller localities to get the benefits of competitive bond rates without the associated costs of bond issuance. The VRA offers project financing to localities for parks and recreation and other items through the Virginia Pooled Financing Program<sup>5</sup>.

A more incremental approach may be to program project costs by creating a dedicated line item in the Capital Improvement Plan (CIP) over a set period of time. This method enables the locality to fund the project without incurring debt but does not provide for a large financial installment at the onset of the project. Funding through the CIP may slow down project implementation and perhaps create more long-term project costs associated with construction mobilization and economies of scale.

## *Public Grant Funding*

The Kilmarnock Park will be a recreational, cultural and community resource. As such, there may be many opportunities to align the goals of the Park with the goals of potential grant funds. Grant funds will not cover 100% of identified improvements, but they can be used to stretch local investment and produce the best return for taxpayer dollars. In addition, most funding agencies prefer or require a local match which can also come from other grant sources. Grant funding can be "bundled" for the same project so that each grant application is more competitive and more funding is made available. Specific grant sources are identified in more detail in the following section.

## *Private/Community Funding and Support*

As with grant funding, the Town may find great support from private individuals, companies and groups that want to support the recreational, cultural and community goals of the Park. The largest and most direct source may be from private foundations. The River Counties Community Foundation may be a great resource to provide funding that may align with the priorities of its members. Local businesses may wish to support the project in exchange for recognition, like printed bricks in the sidewalk or placards on benches. A fundraising campaign can spearhead all of these efforts, as well as seeking individual donations.

Community organizations may also play a key role in the ongoing success of the park. A partnership with the Lancaster Library will be an important component, especially as it relates to parking needs and outdoor programs and events that may be organized by

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<sup>5</sup> For more information see: [www.virginiareources.org/pooledfinancing.shtml](http://www.virginiareources.org/pooledfinancing.shtml) or contact Kimberly S. Adams, Program Manager, at 804-616-3449



the library. The Northern Neck Family YMCA is a resource in program development and management that could support the recreational and community-building goals of the park. Partnerships with other local organizations are outlined in more detail in the following section.

Lastly, by creating “pop up” events on the site the Town can create community awareness and build support for further park development. A pop up event is an inexpensive and temporary installation of what a future permanent improvement could look like. For example, before an amphitheater is built, a temporary stage could be constructed and rows of folding chairs set out, to facilitate the Lancaster Players doing a Shakespeare play or a local music act performing a concert. Likewise, before an event colonnade is constructed, local farmers, fisherman and oystermen could all gather on the site for a “Taste of the Northern Neck” event. These events can build excitement and communicate the vision of what could be. At each event, it will be important to have representatives from the Town present to answer any questions and a large display that shows the Conceptual Plan and related renderings to build interest and enthusiasm for the end product.

## PLAN IMPLEMENTATION

The following plan outlines a phased approach to implementing the Kilmarnock Town Square Master Plan. The most specificity is given to the first step so that the next steps are clearly identified. Subsequent phases of the park do not require as much detail at this juncture as the Master Plan may be modified as different opportunities and constraints present themselves. The park has been designed so that individual elements can be modified without disrupting the whole.

### Step 1 – Site Planning and Community Engagement

At the conclusion of this planning process, the Working Committee recommends the approval of the conceptual plan with its related elements and site layout as the highest and best use for the site. The next step in implementing the plan is to hire an engineering/architectural firm to develop detailed and construction-ready plans that include cost estimates. Without these plans, the Town cannot make informed decisions about the appropriate timeline for construction and related funding needs. Estimates provided from engineering firms to develop site layout and design plan included costs of \$30,000 to \$40,000.

Simultaneous to developing construction-ready plans, Town staff can work with community organizations to build momentum for the final vision of the Kilmarnock Town Square. A temporary stage can be built at the site of the future amphitheater for performances. And since there is already a naturally occurring swale at this location, the public can come and bring lawn chairs and blankets.

Thirdly and concurrently, Town staff can coordinate with local mountain bike enthusiasts to determine if the rear parcels are suitable for a mountain biking or hiking trail. This can occur with little public investment, if there is sufficient interest from the local mountain biking community to partner with the Town. In the future, Town staff may seek grant

assistance from the Department of Conservation and Recreation in developing signage, constructing a bridge over the creek, and any other significant site work. This third element can be completed during Step 1 but it is not the highest priority.

## **Step 2 – Construction**

Once the initial site planning has been done and more detailed construction cost estimates are produced, the Town can decide on how to phase project implementation. It is important that the basic infrastructure of the site be completed before all other elements are added. Extending utilities as needed and grading/constructing site entrances with VDOT approval are all fundamental to the success of the site and cannot be “skipped” in order to build the more exciting items. Depending on cost estimates and funding availability, one or both parking lots can be delayed and parking can occur on the grass as it currently does or on a gravel parking area.

Though this is outlined as a single step for this report, construction will most likely occur in phases. The Working Committee recommends constructing those elements on the northern side (seen on the left side on the Conceptual Plan) of the site and working towards the southern side – which fronts Town Centre Drive. This will avoid adding unnecessary complexity to later-phase construction that would be located at the edge of the property with no connection to the right-of-way. In simpler terms, the committee wants to avoid “painting ourselves into a corner.”

The Working Committee recommends the following priority phasing of construction:

### **1) Picnic, Playground, Splash Pad and Bath House**

These elements should be prioritized for construction because they will make an immediate impact. Unlike the amphitheater, once constructed, they will be a public amenity that can be used 7 days a week and don't require an official event to be used. In addition, the construction of public restrooms should accompany the development of family-focused amenities like the splash pad and playground.

### **2) Amphitheater and Plaza**

Public meeting and performance space scored very highly on the survey and, per anecdotes from committee members, has become the most “talked about” feature on the site. Promoting and developing this feature as a “pop up” amphitheater should occur first; however, its full construction and development should be addressed once item #1 is constructed.

### **3) Event Colonnade**

The construction of a North Main Street entrance and parking will immediately create a better environment for outdoor festivals and events along the open grassy area that fronts North Main Street. A complaint that was expressed to the

Working Committee was that the current site feels to “big” for small- and medium-sized events. For this reason, the construction of an event colonnade will not be immediately necessary. However, once constructed, it will provide an improved site for many different types of events.

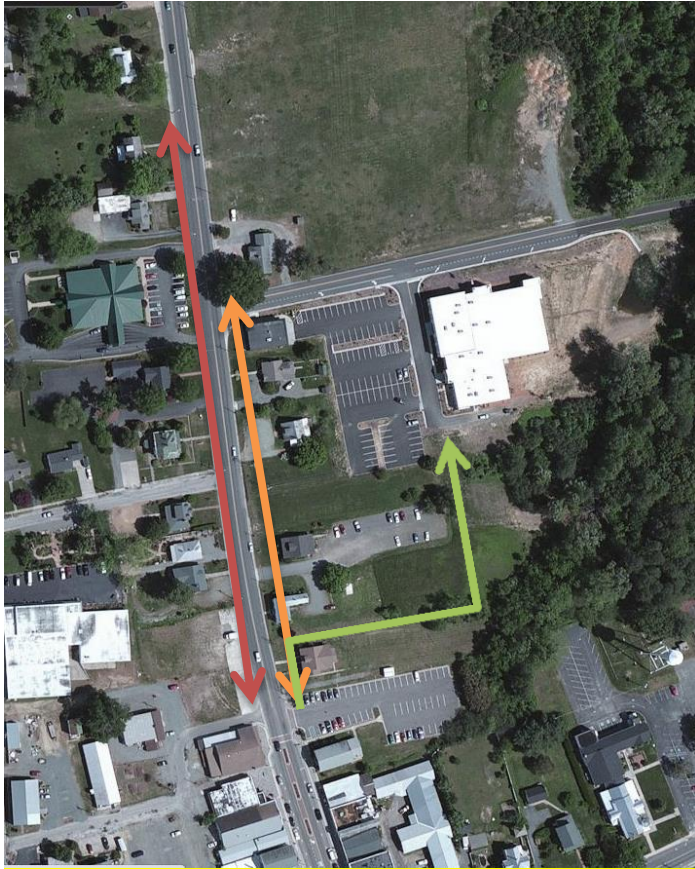
### **Step 3 – Pedestrian Connection to the Commercial District**

As a long-term goal, the Town should consider creating a pedestrian connection between the Kilmarnock Town Square with the rest of Steptoe's District and the commercial corridor in particular, where the Town has already made significant investment in the sidewalks and streetscape. These improvements currently terminate at the northern end of the commercial district, or about 200 yards from the intersection of North Main Street and Town Centre Drive. The commercial district and the proposed Town Square will both draw crowds and an easy and welcoming pedestrian connection between each will benefit downtown merchants and draw more visitors to the park. Proposed parking lots in the Conceptual Plan would also become more convenient as overflow parking when spaces downtown are no longer available.

Funding through VDOT is available through the Transportation Alternatives Program (TAP). Kilmarnock's current streetscape improvements downtown were successfully implemented through the same program when it was known as the Transportation Enhancement Program. TAP funds can be used to fund on- and off-road trails or sidewalks for pedestrians and bicycles<sup>6</sup> and can be used to reimburse 80% of engineering and construction costs. The following graphic demonstrates three proposed routes to expand pedestrian (and potentially bicycle) access between the commercial district and the park.

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<sup>6</sup> For more information on the Transportation Alternatives Program, visit [www.virginiadot.org/business/preenhancegrants.asp](http://www.virginiadot.org/business/preenhancegrants.asp)



**Red Line:** Improve existing sidewalk on west side of North Main and provide pedestrian connection across North Main at park entrance.

**Orange Line:** Extend existing streetscape on east side of North Main with pedestrian connection across Town Centre Drive at intersection with North Main.

**Green Line:** Construct new pedestrian connection between parking lot at the north side of the commercial district and the Lancaster Library, connecting with the rear of the Kilmarlock Museum.

## APPENDIX

**Public Survey Instrument**

**Public Survey Summary**

**Preliminary Site Options**



## The Future of the People's Park

The Town of Kilmarnock owns 8.6 acres of land near the intersection of North Main Street and Town Centre Drive in the town's Steptoe's District. Currently, there is a dog park on site, a stream running through the property and additional wooded acres back behind the stream.

Since the property is public and in a prime location, the Town Council has created a public process to develop a plan for how the site will be used. As such, it has been unofficially named the People's Park.

The first step is to get public input on possible uses for the site. This survey was created to get that feedback before more detailed site plan options are developed.

Please help us know a little about you. All survey responses are confidential.

### 1. Zip code:

### 2. Age:

### 3. Does your household include children under the age of 18?

The People's Park site includes 4.7 acres of land that are flat and clear, as well as 4 acres that are wooded and rolling. A stream runs through the rear of the property. The site's size and flexibility mean that it can be used in a variety of ways.

The following list includes potential uses that have been suggested for the site. Indicate your level of support for each option. Please add more uses if you think they are missing from the list.

You may also use the "Other" category to indicate if you think that the site should not be used as a public park. (i.e. - leave as is, sell to private developer, etc.)

### 4. The following uses would be a good fit at the People's Park site:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Biking/Hiking Trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking/Fitness Trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Multi-purpose athletic fields	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Playground	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor amphitheater and stage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nature trail with interpretive signage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Open field for festivals, car shows, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Picnic shelters and grills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Farmers market arcade	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Town Square" with water feature, statue or other landmark	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other (please specify)

5. Which of the above uses would you use most often?

Or Other (please specify)

6. Currently, the dog park is the only permanent use on site. Which of the following statements do you most agree with?

- ☐ The dog park should remain as part of the People's Park.
- ☐ The location of a dog park in Kilmarnock is flexible.

7. What should be the main focus of the park?

Meeting the needs  
of local residents.

Equal focus on  
local residents and  
visitors.

Attracting visitors.

☐ ☐ ☐ ☐ ☐ ☐ ☐

Thank you for your participation!

The results of this survey will help in the development of a layout for the site. Draft concepts of the site will be presented in late Summer so the community can provide their input.

Done

Powered by **SurveyMonkey**  
Check out our [sample surveys](#) and create your own now!



# People's Park Online Survey

*Survey Results, August 4, 2014*

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## Overview

An online survey was created to gauge public interest and preference for the future use of Town-owned property located at the corner of Town Centre Drive and N Main Street – otherwise known as The People's Park. The survey was posted on the Town website and Facebook page, as well as through emails to the Town's email list and the Chamber of Commerce email list.

The survey received 274 responses over a two and a half week period (July 14<sup>th</sup> to July 31<sup>st</sup>). Eighty percent of respondents completed surveys within the first three days. A summary of answers to each question are outlined below.

## Question 1: Zip Code

Questions 1, 2 and 3 were used to establish the demographics of the respondents. Establishing the zip code of each respondent identifies the location of likely users in the local vicinity. Not surprisingly, zip code 22482 drew the largest number of respondents. As shown in the map below, this zip code includes the Town of Kilmarnock, the southeastern portion of Northumberland County, and limited areas immediately outside of the town boundaries but within Lancaster County. Additional responses are as follows:

*Table 1*

Location	Survey Count	%
Kilmarnock (incl. Lancaster & Northumberland)	129	47.8%
Lancaster County	99	36.7%
Northumberland County	24	8.9%
Out of State	5	1.9%
Greater Virginia	5	1.9%
Richmond County	4	1.5%
Middle Peninsula	4	1.5%

The following map illustrates the location of respondents within the region (very few responses were received outside of the Northern Neck). Interest in the future use of this site extends beyond the town boundaries to residents of greater Lancaster County and Northumberland County. Zip Code 22482 is problematic because it extends beyond the town and includes two counties. However, given the means of disseminating the survey and the subject matter, an assumption is made that the majority of responses from 22482 are Kilmarnock residents.



however. Over a third of respondents were between 18 and 40. A slightly larger percentage also had children living at home.

Seniors and children were underrepresented in the responses. Presumably, however, parents with young children are considering them in their answers.

## Question 4: The following uses would be a good fit at the People's Park site...

This question gets to meat of potential uses for the site. This section includes a list of ten potential uses (not mutually exclusive) and an option to rank each idea on a scale of “strongly disagree” to “strongly agree”. A final “other” option is provided to allow respondents to propose alternative ideas not listed.

The raw data from Question 4 is as follows:

*Table 4*

Answer Options	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Response Count
<b>Biking/Hiking Trails</b>	31	25	51	56	87	248
<b>Walking/Fitness Trails</b>	26	6	45	62	116	253
<b>Multi-purpose athletic fields</b>	49	50	52	53	41	242
<b>Playground</b>	30	27	38	73	91	257
<b>Outdoor amphitheater and stage</b>	16	17	43	76	106	257
<b>Nature trail with interpretive signage</b>	28	38	62	62	56	244
<b>Open field for festivals, car shows, etc.</b>	20	30	71	63	65	247
<b>Picnic shelters and grills</b>	28	27	44	81	68	247
<b>Farmers market arcade</b>	21	21	55	79	73	248
<b>"Town Square" with water feature, statue or other landmark</b>	42	24	56	56	67	245
<b>Other (please specify)</b>						65
<b><i>answered question</i></b>						<b>269</b>
<b><i>skipped question</i></b>						<b>5</b>

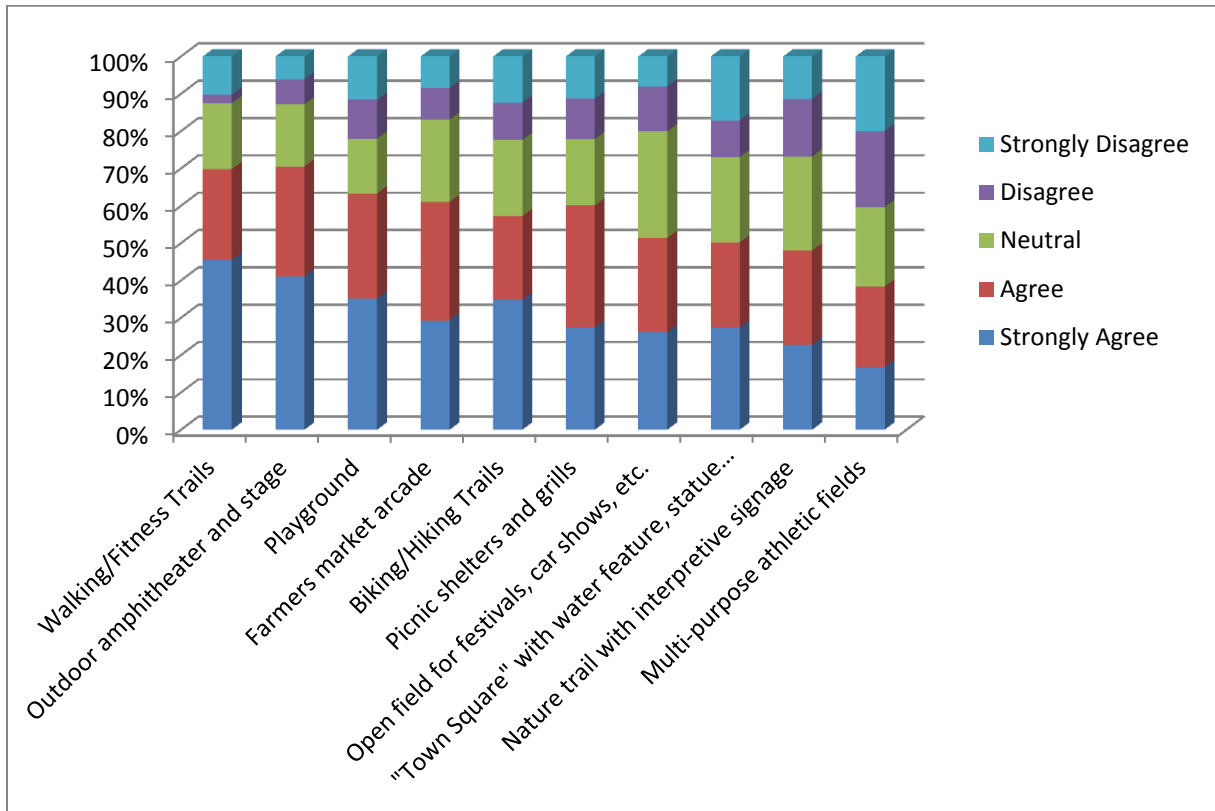
The following weighted scale was used to give each proposed use a value. The number of responses for “Strongly Disagree” were multiplied by -2, responses for “Disagree” were multiplied by -1, “Neutral” answers were given a value of 0, “Agree” answers were given a value of 1, and “Strongly Agree” answers were multiplied by 2. Using that scale, the following rank was given for each answer.

Table 4.1

Use	Weighted Score
Outdoor amphitheater and stage	239
Walking/Fitness Trails	236
Playground	168
Farmers market arcade	162
Biking/Hiking Trails	143
Picnic shelters and grills	134
Open field for festivals, car shows, etc.	123
"Town Square" with water feature, statue or other landmark	82
Nature trail with interpretive signage	80
Multi-purpose athletic fields	-13

Generally, respondents were more likely to indicate positive responses than negative. Most respondents responded to all of the options with an answer. The ranking of top uses is represented visually as follows:

Table 4.2



### Top 3 "Strongly Agree":

1. Walking/Fitness Trails (116)
2. Outdoor Amphitheater and Stage (106)
3. Playground (91)

### Top 3 “Strongly Disagree”:

1. Multi-purpose Athletic Fields (49)
2. Town Square (42)
3. Biking/Hiking Trails (31)

**Most “Neutral” award:** Open field for festivals, car shows, etc.

### Question 4(b): Other uses or comments...

65 Respondents chose to leave additional comments at the bottom of the list of provided options. At the beginning of the survey respondents were encouraged to voice their opinions, especially if they felt that no appropriate ideas were provided.

The largest set of comments was from those opposed to public investment in the site. Of these, the most common alternative was to sell the site to a user that would expand the tax base. Eight of the 274 respondents expressed this view. The second most common theme was a desire for an event space, specifically for performances (music and theater), but also for festivals and as a meeting place.

### Common sentiments:

Sell it and/or don’t spend  
the taxpayer money: 8

Use it for events, music,  
gathering space: 6

Peaceful, manicured  
natural setting (ponds,  
benches, gardens): 4

### Specific Suggestions Not Previously Listed

#### Active Park (18):

Tennis Court: 5

Pool: 3

Basketball Court: 2

Disk Golf: 2

Skate Park: 2

Shuffleboard: 1

Soccer field: 1

Tire Park: 1

Sand Volleyball Court: 1

#### Entertainment/Commercial (13):

Place for Vendors: 4

Movie Theater: 2

Drive in theater: 2

Putt-Putt: 2

Auction House: 1

Water park: 1

Aquarium: 1

#### Passive Park (8):

Community Garden: 3

Pond: 2

Butterfly Garden: 1

Fountain: 1

Zen Garden: 1

#### Institutional/Public Uses (4):

College Campus: 1

Education Center/Hands-  
on Marine Center: 1

Visitors Center: 1

Parking for Trolley: 1

The most common alternative request was for tennis courts. Another common theme was a garden – this could take a variety of forms, but the common thread was an opportunity to experience nature and vegetation in a peaceful and manicured setting.

## Question 5: Which of the above uses would you use most often?

Respondents were asked to rank which of the listed uses they would use most often. The answers to question 5 are compared in Table 5 below with the weighted scores of each use from Table 4.1 in the far right column.

Proposed frequency of use of the Outdoor amphitheater and stage, and Walking/Fitness trails both align with their popularity from Table 4.1. These top two items far outrank the others regarding frequency of use. The next three responses are grouped together with a response count of 25-30, and also represent the 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> most popular uses. Generally, popularity and frequency of use align. The biggest exception is Biking/Hiking Trails. While many people “strongly disagree” that this use is appropriate, it received the third highest number of votes for most frequently used feature.

*Table 5*

<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>	<b>Weighted Score Rank</b>
<b>Outdoor amphitheater and stage</b>	22.1%	55	1
<b>Walking/Fitness Trails</b>	20.5%	51	2
<b>Biking/Hiking Trails</b>	12.0%	30	5
<b>Farmers market arcade</b>	10.8%	27	4
<b>Playground</b>	10.0%	25	3
<b>Open field for festivals, car shows, etc.</b>	6.4%	16	7
<b>Picnic shelters and grills</b>	6.4%	16	6
<b>"Town Square" with water feature, statue or other landmark</b>	5.2%	13	8
<b>Multi-purpose athletic fields</b>	4.0%	10	10
<b>Nature trail with Interpretive Signage</b>	2.4%	6	9
<b>Or Other (please specify)</b>	32	32	
<b><i>answered question</i></b>			<b>249</b>
<b><i>skipped question</i></b>			<b>25</b>

## Question 5(b): Other most frequently used features

Question 5 includes an “other” category that allows respondents to indicate which uses they would use most often, if they were not specifically named. 25 respondents chose to write in additional information here. This answer was mostly used to reinforce alternate options already mentioned or to list additional features on the list if they didn’t want to pick just one from the list above. Likewise, for some respondents it was an opportunity to express the discontent already written in answer 4(b).

## Specific Suggestions:

Walking/Fitness Trail: 4  
 Stage/Amphitheater: 3  
 Skate Park: 2  
 Festival Field: 2  
 Tennis Courts: 2  
 Aquarium: 2  
 Dog Park: 2

Disk Golf: 2  
 Farmers Market: 2  
 Drive-in Theater: 1  
 Picnic Space: 1  
 Restrooms: 1  
 Commercial Use: 1  
 Water Park: 1

Zen Garden: 1  
 Playground: 1  
 Movie Theater: 1  
 Pool: 1  
 Cycling: 1

## Comments:

Restful setting: 1  
 Nothing will work; a waste: 1  
 No one uses the dog park: 1

## Question 6: Dog Park Location

Table 6

Answer Options	Response Percent	Response Count
The dog park should remain as part of the People's Park.	42.3%	112
The location of a dog park in Kilmarnock is flexible.	57.7%	153
<b>answered question</b>		<b>265</b>
<b>skipped question</b>		<b>9</b>

A slight majority of respondents believe the location of the dog park is flexible. The dog park still received a pretty strong show of support at its current location given the number of comments about the lack of use. There were a handful of comments in the survey from people who thought that the dog park was not used often. There was also a smaller minority that strongly supported the dog park; perhaps for fear that it would be removed altogether.

## Question 7: Visitor or Resident - What should be the main focus of the park?

Table 7

Answer Options	Meeting the needs of local residents			Equal focus on local residents and visitors			Attracting visitors	Rating Average	Response Count
	56	11	29	136	12	11	11	3.43	266
<b>answered question</b>									<b>266</b>
<b>skipped question</b>									<b>8</b>

The answer to this question mirrors the sentiment of the Working Committee in the first meeting. The majority of respondents believed that equal focus should be given to both visitors and



residents. However, the second most common answer was that residents' needs should be the primary focus.

As an average, the respondent opinion falls slightly on the "local" side of the spectrum. The sentiment expressed is that both residents and visitors should be considered but with a greater emphasis on the needs of residents.

# Preliminary Site Options



**Option 1**



**Option 2**



**Option 3**