III. CONCEPTUAL DEVELOPMENT

The Recreation and Parks Department developed concepts with five specific design criteria in mind: 1). Incorporate the preferred program elements from the Master Plan Programming Survey; 2). Develop shared land use opportunities with the Boys & Girls Club and Pitt County Library System; 3). Design a safe park with adequate vehicular and pedestrian circulation; 4). Develop an environmentally sensitive park with consideration to adjacent land uses, and 5). Improve the park by making it more accessible to surrounding neighborhoods and businesses.

In addition to the design criteria, Recreation and Parks staff also considered comments submitted by stakeholders during the public workshops. The comments were as follows:

1). Create athletic field opportunities to address the deficit in sports fields in Greenville.
2). Provide programs for the growing senior population north of the river.
3). Provide afterschool opportunities and camps at Greenfield Terrace Park.
4). Provide a more family-friendly park that serves the north of the river community.
5). Provide activities geared towards youth.

Finally, Recreation and Parks staff reviewed existing conditions, site constraints and opportunities, and regulatory factors during the conceptual development. Based on all of the factors, three concepts emerged as follows:

- **Concept A:** "The Minimalist Concept"
- **Concept B:** "The Greenfield Terrace Sports Complex"
- **Concept C:** "The Fusion Concept"

Renovated Playground Area

Concept A

"The Minimalist Concept"– This concept envisions a park that incorporates a portion of the design criteria, has the least impact on the sites natural resources, and has the least associated costs. Some of the design criteria and goals were incorporated as follows:

1). Better park access and improved vehicular circulation was incorporated into the design by developing a new entrance from Belvoir Drive. Parking was added to accommodate the additional program elements. The existing park entrance at Park Access Drive was converted into a pedestrian and service entrance to minimize traffic through the Greenfield Terrace neighborhood.

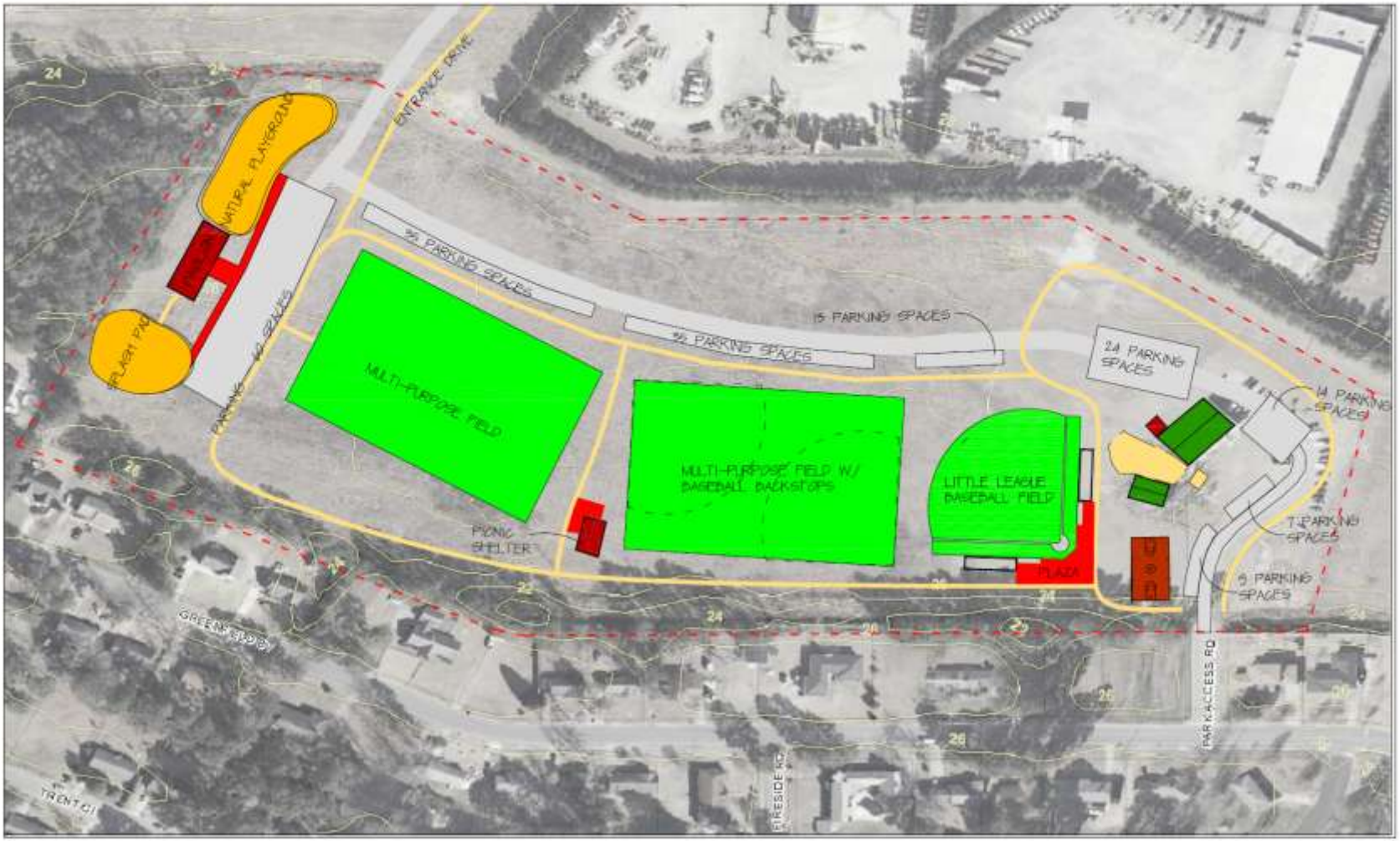
2). A family friendly park is created with the addition of a playground, natural playground, large pavilion, and a multi-purpose field for informal play.

3). Opportunities for sports tournaments were created in this concept with the design of a multi-purpose field that could be converted into two youth baseball fields. The design of a formal youth baseball field was also incorporated to satisfy the growing need for sports fields. The addition of sports fields also provides opportunities for afterschool activities and seasonal camps.

4). Additional walking trails were incorporated in this concept to enhance group walking programs with senior citizens and to expand use of the trail system to include distance runners and cyclists.

5). The east side of the park, with the exception of parking improvements, was preserved to minimize the impact of development.

Sand box in natural play area
Reedy Creek Park, Charlotte, NC



Concept-A "The Minimalist Concept"

Concept B

"The Greenfield Terrace Sports Complex"– A park that promotes athletics by providing a multi-purpose sport complex that supports local, regional and statewide sports tournaments. The design criteria and goals were incorporated as follows:

1). Athletic league play is emphasized in this concept by providing opportunities for an array of activities, including two youth baseball fields, two multi-purpose field, two high school regulation-sized basketball courts, and a sand volleyball court. Backstops were provided at the multi-purpose fields for baseball practice or informal softball games. These fields can also be prepared for league play.

2). A family friendly atmosphere was created with the addition of a new natural playground and a pavilion on the east side of park. These program elements are ideal for small family or large group gatherings. Additionally, a splash pad was incorporated on the west side of the park.

3). Vehicular circulation within the park was improved by relocating the main entrance to Belvoir Drive and providing a driveway on the south side of the park. The existing drive was converted to a pedestrian entrance that will be used primarily for the Greenfield Terrace and North River Estates communities. Limited vehicular access will be allowed for maintenance vehicles and for service related to reservations at the picnic shelters and the Barnes-Ebron-Taft Building.

4) Additional walking trails were incorporated in this concept to provide warm-up/lap running for sporting events and to encourage distance running.

Example of Sports Field Courtesy of Piney Wood Park, Durham, NC

Concept-B "The Sports Complex"

Concept C

"The Fusion Concept"– A park that provides an array of passive and active recreational opportunities that celebrates the complete park experience. The design criteria and goals were incorporated as follows:

1). Passive park activities such as open green space, discovery play areas, and walking trails were incorporated into the design to provide opportunities for patrons to relax, and observe and enjoy nature.

2). Active park activities including a youth baseball field, two tennis courts, and a sand volleyball court were incorporated into the design to satisfy the sports enthusiast. Additionally, bocce courts and horseshoe pits were provided for the growing population of seniors in the area, and as an added amenity to the Barnes-Ebron-Taft Building.

3). Vehicular circulation was improved by relocating the main entrance to Belvoir Drive and providing shared parking between the proposed park elements. The main drive was extended to the south end of the park to minimize development on the north side to preserve open space. The existing entrance was converted to a pedestrian entrance to serve the surrounding neighborhood with limited access for service vehicles, and building reservations.

Summary

On January 27th, 2011, the Recreation and Parks Department facilitated a third Public Workshop to present the three conceptual plans for the Greenfield Terrace Park Improvements. Attendees were asked to comment on the pros and cons of each design concept. Consistent with most design processes, stakeholders favored elements from all three concepts, though Concept C was the concept of choice. The final concept plan for the Greenfield Terrace Park Improvements was created based on comments from stakeholders and Recreation and Parks staff.

Example of Baseball Park concession area - C.M. Herndon park, Durham, NC

Concept-C "The Fusion Concept"