



ROSEWOOD PARK MASTER PLAN

City of Greensboro Parks and Recreation | 2024





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1.0 LOCATION AND HISTORY

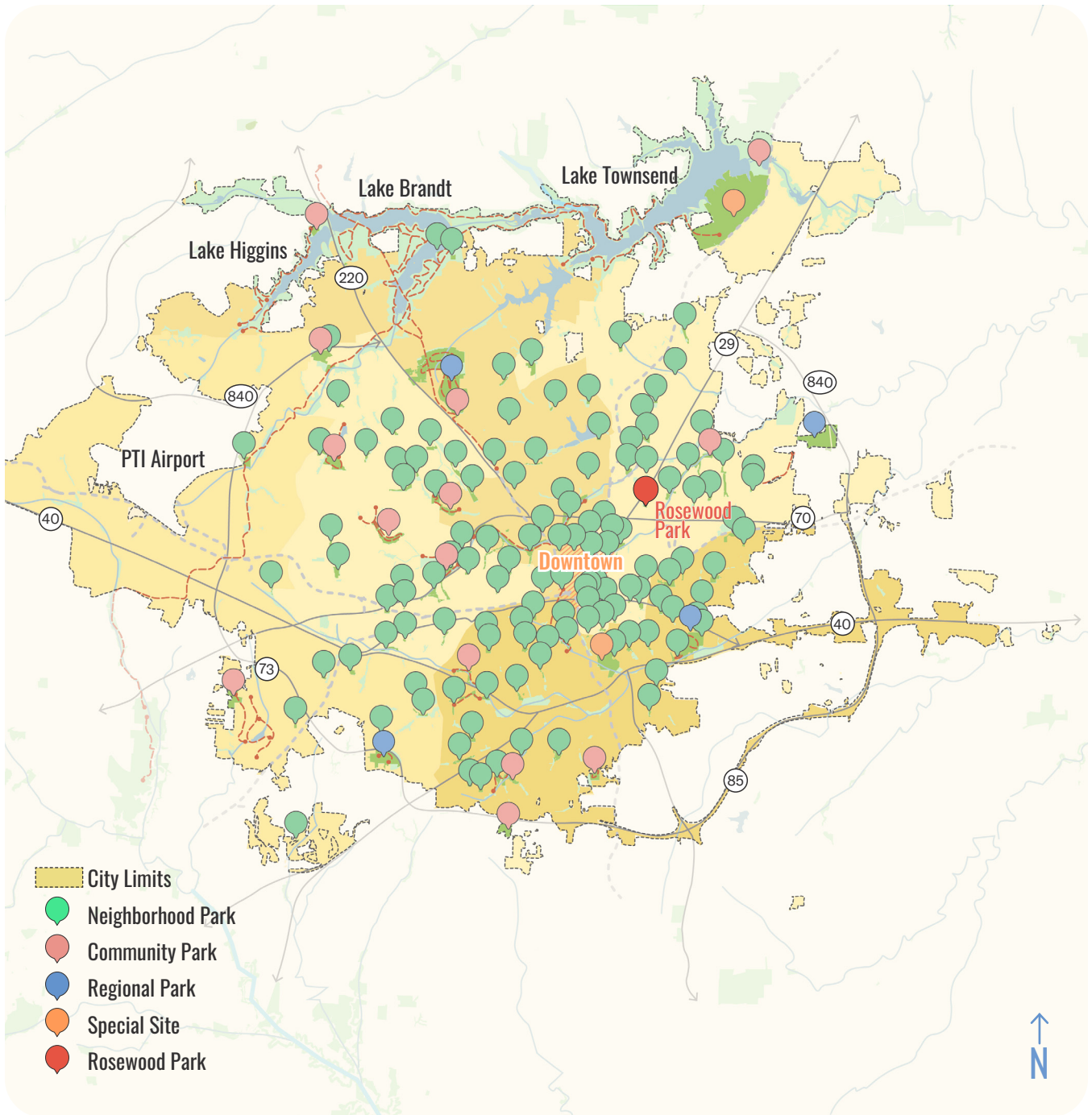


Figure 1 - Map showing park types and the location of Rosewood Park within the City of Greensboro, NC.

Location

Rosewood Park is a neighborhood park located at 1324 Mayfair Ave. in Greensboro, North Carolina. The park, located on 1.25 acres in the heart of the Rosewood neighborhood, contains a playground, water fountains, game tables, bike racks, shade trees, and a short walking trail around the periphery of the park. Many of the park features are dated and are in need of repair or renovation. This plan creates a new master plan for Rosewood Park that offers a diversity of modern recreational opportunities. The recommendations for Rosewood Park are consistent with the goals made for neighborhood parks within the City of Greensboro Parks and Recreation Department's comprehensive master plan, Plan2Play.

The City of Greensboro has committed to creating parks that are proximate to all community members. As a result, the city boasts 110 neighborhood parks that contain largely the same offerings. This provides equality in offerings, however, yields parks that may lack in interesting amenities and fail to reflect the uniqueness of the neighborhood they serve. Plan2Play provides guidance that neighborhood parks should begin to reflect the character of the neighborhood they serve and offer recreational opportunities that represent the preferences of local residents.

The Rosewood neighborhood consists largely of single family homes with many long term residents. This demographic is most likely to have school-age children, for whom a unique, well-equipped neighborhood park would be an important resource.

History

Rosewood began its development in 1928, originally intended as an extension of the Proximity Mill Village which served workers of Proximity Mill. In the early 1990s, the city began revitalization efforts in the neighborhood including removing dilapidated duplexes, helping homeowners rehabilitate their homes through loans and grants, and installing street lighting. These efforts culminated in the construction of a neighborhood park, completed in 2004, fittingly named "Rosewood Neighborhood Park". Aside from routine maintenance, Rosewood Park has remained largely the same since its opening. Site furnishings and amenities have aged and are in need of replacement.



Figure 2 - Rosewood Park's opening in 2004.

2.0 NEIGHBORHOOD CONTEXT



Figure 3 - Neighborhood context map for Rosewood Park.



Figure 4 - Bird's eye view of Rosewood Park.

Neighborhood Context

The Rosewood Neighborhood is located just to the northeast of downtown Greensboro and is framed by N. O'Henry Boulevard to the east, Summit Avenue to the northwest, and Wendover Avenue to the south - all fairly large thoroughfares into the city. These surrounding roads limit pedestrian traffic into and out of the neighborhood. Rosewood Park is located right in the center of this triangle. This means that the park is almost exclusively used by neighborhood residents and is the only park within a reasonable and safe walking distance.

Housing in the neighborhood consists almost exclusively of single family homes, built between 1928 and 1960. Some 15-20 new homes were built in the early 2000s during the city's revitalization efforts. Typical lot sizes in the neighborhood are around 0.25 acres. Having the resource of a neighborhood park is important in areas where the lot size may not be suitable for certain backyard recreational activities.

Demographics

The City of Greensboro’s mayor signed the 100% Promise to ensure that everyone in Greensboro has safe, easy access to a quality park within a 10-minute walk of their home by 2050. This promise is an evidence-based program backed by the National Recreation and Park Association (NRPA), Urban Land Institute (ULI), and the Trust for Public Land.

According to a ESRI, ACS 2022 report, 1,254 residents live within a 10-minute walk of the park. Of these, nearly 25% are under the age of 18. Approximately 60% of the residents are ages 18-64 with a median age of 38.5. This suggests the neighborhood consists of many young families that would benefit from a park with a range of recreational options for youth and families.

The neighborhood has a lower median household income than the city as a whole. The 2022 median household income within a 10-minute walk of the park is \$35,610 with a median net worth of \$14,966. In contrast, the 2022 median household income for Greensboro residents was \$55,051 (ESRI ACS 2022, 2022 US Census). Affordable recreational opportunities will enhance the quality of life within the Rosewood Community.

The neighborhood is also home to a large population of Montagnard residents. The Montagnard Community consists of a diverse group of people originally from the Central Highlands of Vietnam. Many Montagnards served along side U.S. Forces in the Vietnam War and settled in North Carolina following the war. The Montagnard Dega Association, Inc. (MDA) was

established in 1987 to serve this and other refugee and immigrant communities and was an instrumental connection between the city and the neighborhood over the course of this project.



Figure 5 - Neighborhood character, south of the park.



Figure 6 - Neighborhood character, north of the park.



Figure 7 - Neighborhood character, east of the park.

3.0 SITE ANALYSIS

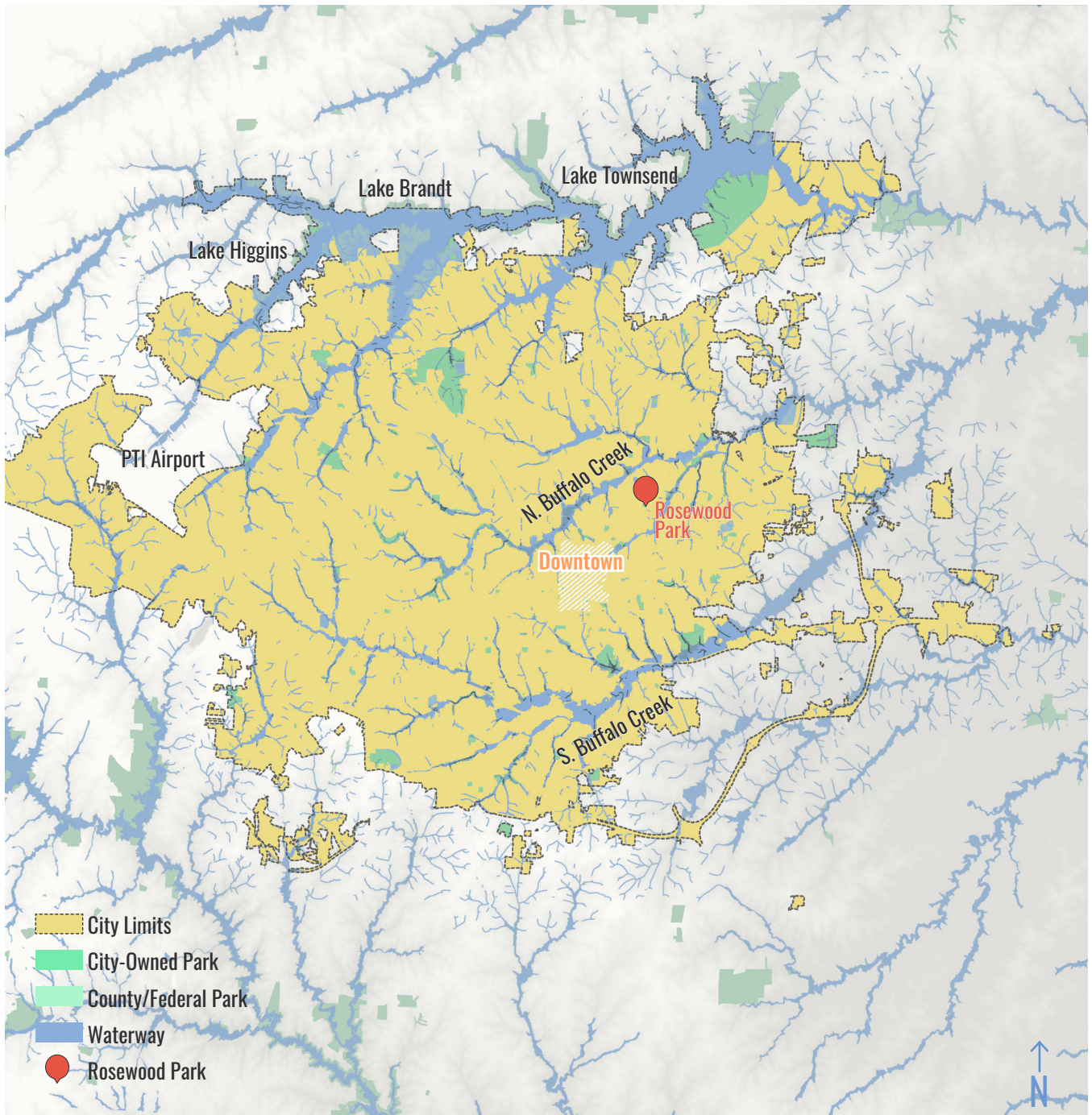


Figure 8 - Map showing the location of Rosewood Park within the North Buffalo Creek watershed.

Topography

The entire Rosewood neighborhood is located on a gentle northeast to southwest slope. The park follows this trend with the northwest portion of the park sloping towards its southeastern corner. There is an existing drainage swale that runs under the power lines through the middle of the park. The topography is the steepest between Mayfair Ave. and the swale. From the swale to Meadow St. the topography is more gentle and therefore better suited for programming.

Soils

A 1920 USDA/NCDA soil map of Guilford County classifies the park's soils as Wilkes series smooth phase soil. This soil type consists of shallow, well drained soils with moderately slow to slow permeability. Wilkes soils are found on gently sloping narrow ridges and sloping to steep sides of ridges between intermittent and permanent streams in the southern Piedmont. Over its range, approximately 80% of Wilkes soil is covered in trees and pasture. Dominant trees of Wilkes soils are loblolly pine, Virginia pine, eastern red cedar, blackjack oak, and post oak.

Vegetation

The park's vegetation consists of mowed turf with a variety of mature trees scattered throughout. These include white oak (*Quercus alba*), willow oak (*Quercus phellos*), white ash (*Fraxinus americana*), and red maple (*Acer rubrum*). There are also some smaller crape myrtles (*Lagerstroemia indica*) planted near the two entrances to the park. The northwestern

edge of the park abuts two residential parcels, with a narrow zone of heavy vegetation separating the park and the residences. This zone is comprised of red oak (*Quercus rubra*), white ash (*Fraxinus americana*), and black cherry (*Prunus serotina*). Additionally, this zone has many invasive species such as privet (*Ligustrum sinense*) and porcelain berry (*Ampelopsis brevipedunculata*).



Figure 9 - Image of a mature willow oak at Rosewood Park.

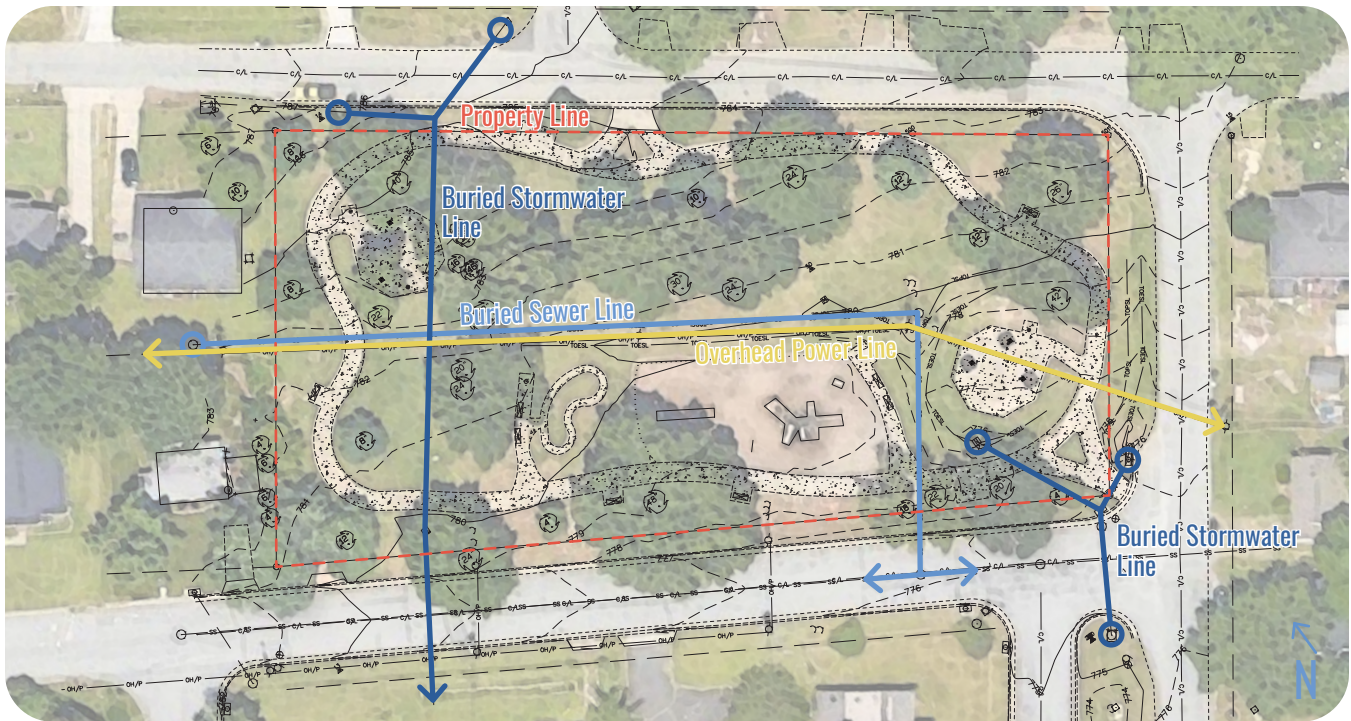


Figure 10 - Map of existing conditions at Rosewood Park.

Hydrology

Rosewood Park contains a small drainage way that runs northwest to southeast through the center of the park. It carries a significant portion of stormwater runoff from the neighborhood and drains to a storm grate at the southeast corner of the park. This drainage way is intermittent, contains no base flow, and conveys only during storm events. The park is located between two large branches of North Buffalo Creek, one of Greensboro’s prominent urban watersheds.

Significant Natural Communities and Wetlands

There are no significant natural communities within the park. There are no delineated wetlands within the park.

Existing Utilities

The most obvious utility present on the site is the power lines that run down the center of the park. There are three poles along the long axis of the park holding the lines. These power lines may be repositioned within the park as a part of this project.

Two buried stormwater lines run through either end of the park, as well as a sanitary sewer line that runs down the center of the park and turns off towards Westside Drive. These lines carry stormwater and sewage for the neighborhood and cannot be removed or disturbed.



Figure 11 - Map of existing recreational equipment at Rosewood Park.

Existing Structures

There are no existing structures in Rosewood Park.

Existing Recreational Equipment

The park contains a playground, swings, bike racks, and a walking path around the exterior of the park.

The playground is the City of Greensboro Parks and Recreation Department standard for public playgrounds. It is intact and contains no broken elements. The playground is set within a wood mulch landing zone surrounded by segmented plastic edging.

The swing set contains four swings and is the City of Greensboro Parks and Recreation Department standard for public playgrounds. Two swings are set for toddlers, and two are for youth. The swing set is intact and

contains no broken elements.

There are two metal bike racks, one at each entrance to the park. Each rack has space for five bikes.

The walking path is in fair condition and the concrete shows little cracking or spalling.

Rosewood Park contains two concrete picnic areas, one at the north corner of the park and one at the south corner of the park. The north picnic area has two metal picnic tables, a trash can, and a grill. The south picnic area has three metal picnic tables, a trash can, and two grills. The majority of site furnishings are in disrepair. There are two water fountains in the park on either side of the playground. Eight benches are located in various step-outs along the concrete walking path.



Figure 12 - Existing playground and swings.



Figure 14 - Existing walking path.



Figure 13 - Existing bike racks.



Figure 15 - Existing picnic area.



Figure 16 - Existing water fountains.



Figure 17 - The nearest sidewalk connection to the park.

Public Access

Rosewood Park has two entry points, one at the intersection of Meadow Street and Westside Drive, and one at the intersection of Mayfair Avenue and Homeland Avenue. The streets surrounding the park are wide enough to accommodate on street parking, but no spots are demarcated. Most park visitors are neighborhood residents that walk or bike to the park. There are no sidewalks in the Rosewood neighborhood as a whole, and the nearest sidewalk connection to the park is the sidewalk at the edge of the neighborhood along Summit Avenue.



Figure 18 - Street parking along Mayfair Avenue.

4.0 COMMUNITY ENGAGEMENT



Figure 19 - Photo from “Cookies and Cocoa”, community engagement event in Rosewood Park.

Overview

The vision for Rosewood Park laid out in this document is grounded in the projects' site and needs analysis, a review of the City of Greensboro's Parks and Recreation Master Plan, Plan2Play, and through a series of community engagement events.

Connection to City of Greensboro Strategic Plans

The GSO 2040 Comprehensive Plan has six big ideas. These ideas include Creating Great Places and Building Community Connections. Creating Great Places “covers the need to create interesting places and public spaces in neighborhoods across Greensboro”. Building Community Connections “describes our quality of life and the culture, arts, and places that make Greensboro unique and memorable...”

The renovation of Rosewood Park directly supports these goals of the GSO 2040 Comprehensive Plan by improving a public park and place-making in a diverse and unique community that will offer residents an affordable, multi-generational amenity. The future Rosewood Park will serve as a community asset in an affordable and dynamic neighborhood.

The GSO 2022, Strategic Energy Plan, Recommendation #6 and the GSO 2024 Native Plant Resolution promote the planting of native trees throughout the city to help improve air quality, reduce urban heat island impacts, reduce noxious invasive plant populations, and increase carbon sequestration. The landscape improvements at Rosewood Park will support these sustainable and resiliency focused initiatives.



Figure 20 - Photo from “Lemonade on the Lawn” event.

Plan2Play, adopted in 2019, set forth three guiding tenets for the City's park system: **ENHANCE**, **EXPAND**, and **CONNECT**. Plan2Play found that many of the city's 110 neighborhood parks could be more dynamic and reflective of the local communities they serve by adding amenities tailored more to the local character, needs, and interests of the surrounding community.

Community feedback garnered through the Plan2Play process included requests for more innovative and non-traditional play elements at neighborhood parks. The community also noted a desire for additional fields for pick-up games and shade structures. Other suggested upgrades included the addition of colorful and durable site furniture that is different such as loungers, local or interactive art, and unique play elements such as giant chess boards, four-square, or gaga ball.

The suggestions from Plan2Play were echoed in much of the feedback from Rosewood residents during the community engagement events.

Community Engagement

A series of engagement events were conducted to learn about the community’s recreational preferences for Rosewood Park. In total, three community engagement events, with 104 participating residents, occurred during two phases: Dream Big and Shared Vision. The engagement activities included many graphics and a multilingual interpreter was present in accordance with the City of Greensboro’s Language Access Plan.

Dream Big

The Dream Big phase of engagement provided an opportunity for residents to voice their perceptions of the park today and offer suggestions for the future. Two engagement events occurred during Dream Big.

The first Dream Big event was a stakeholder focus group held at nearby Smith Active Adult Center on November 28, 2023 from 6-7 pm. This event drew 22 participants. During this event, a brief presentation was provided about the master planning process followed by an activity to engage the group in conversation about the park.

The second Dream Big event was Cookies and Cocoa in the Park with an accompanying online survey. The in-person event was held on Saturday, December 16, 2023 from 2-4 pm in Rosewood Park. The event was broadly advertised by direct mailers to each address within the neighborhood, yard signs placed in the park two weeks in advance, and on select social media platforms. All promotional materials contained a QR code that directed user to the online survey that mirrored the in-person event and was available for four weeks.

Cookies and Cocoa in the Park had 53 in-person participants and six online participants.

The same engagement activity was used for both the stakeholder focus group and Cookies and Cocoa in the Park. The activity involved an interactive game where participants were asked three questions: 1. What do you like about Rosewood Park, 2. What are your top three choices for improvements at Rosewood Park, and 3. Have something else to share? Questions one and three were open ended with blank flags for writing on. Question two had six pre-populated idea flags and one open-ended flag for participant use.

Based on community input, it became clear that new park elements should be reflective of the diverse community that resides within the Rosewood Neighborhood, including the Montagnard residents. The community’s top three choices for Rosewood Park renovations include an innovative playground (28%), improved gathering and picnic area (18%), and other ideas (16%) that focused primarily on multi-use field sports such as soccer (futbol). See Table 1 for a full summary of results from the Dream Big phase.

This park is very good for family budget. So close to my house. My kids come here almost every evening!

Art that is dedicated to our elders, Vietnam Vets, and culture.

New playground, plus fitness aspects, enough physical activity for all ages, exercise is accessible.

Figure 21 - Responses from “Cookies and Cocoa in the Park”.

Shared Vision

The Shared Vision phase provided an opportunity to summarize the input received during Dream Big and to reveal and gather resident feedback on park design concepts.

This phase included an in-person Lemonade on the Lawn event and an accompanying online survey that ran for four weeks. Lemonade on the Lawn took place on Saturday, April 20, 2023 from 2-4 pm in the park. Similar to Cookies and Cocoa, this event was broadly advertised by direct mailers to each address within the neighborhood, yard signs were placed in the park two weeks in advance, and on select social media platforms. A QR code for the online survey was included in all promotional material. Lemonade on the Lawn drew 20 participants and three online participants.

During Shared Vision, residents were shown two exhibits. The first exhibit showed a summary of the master plan design concepts for Rosewood Park. Participants were guided through the plan and renderings of the park design over refreshments and then encouraged to review the design ideas at their leisure.

The second exhibit provided a summary of community input from the Dream Big phase. This exhibit also allowed participants to rank their feelings toward the design on a scale of one (Not so sure) to five (LOVE IT!). In addition, this exhibit allowed a space for any additional input beyond the simple ranking. This was

repeated in the online version. In total, 22 participants (96%) ranked the master plan design concepts a five (LOVE IT). One online participant (4%) ranked the master plan design concepts a one (Not so sure). This participant stated concerns about park safety, and voiced opposition to the shelter and adult fitness equipment.

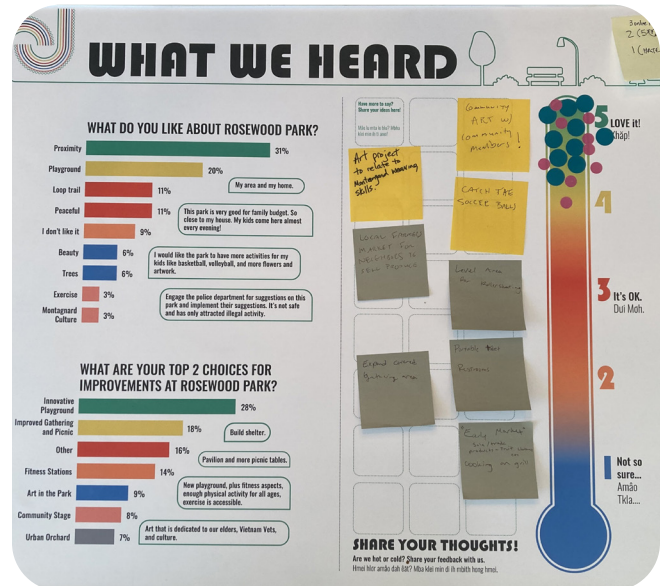


Figure 22 - Final responses from “Lemonade on the Lawn”.

In love with the new design. A great environment and playground area for families and their children.

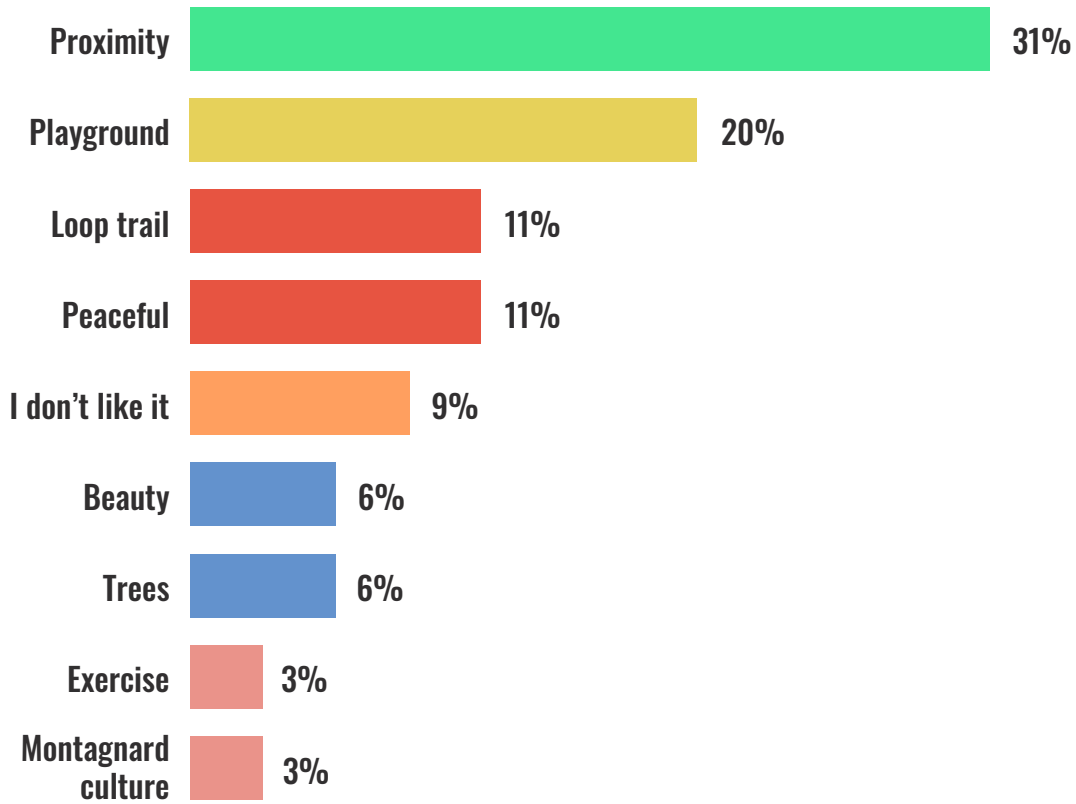
Community art with community members!

Local farmers market (in the shelter) for neighbors to sell produce.

Figure 23 - Responses from “Lemonade on the Lawn”.



WHAT DO YOU LIKE ABOUT ROSEWOOD PARK?



WHAT ARE YOUR TOP 2 CHOICES FOR IMPROVEMENTS AT ROSEWOOD PARK?

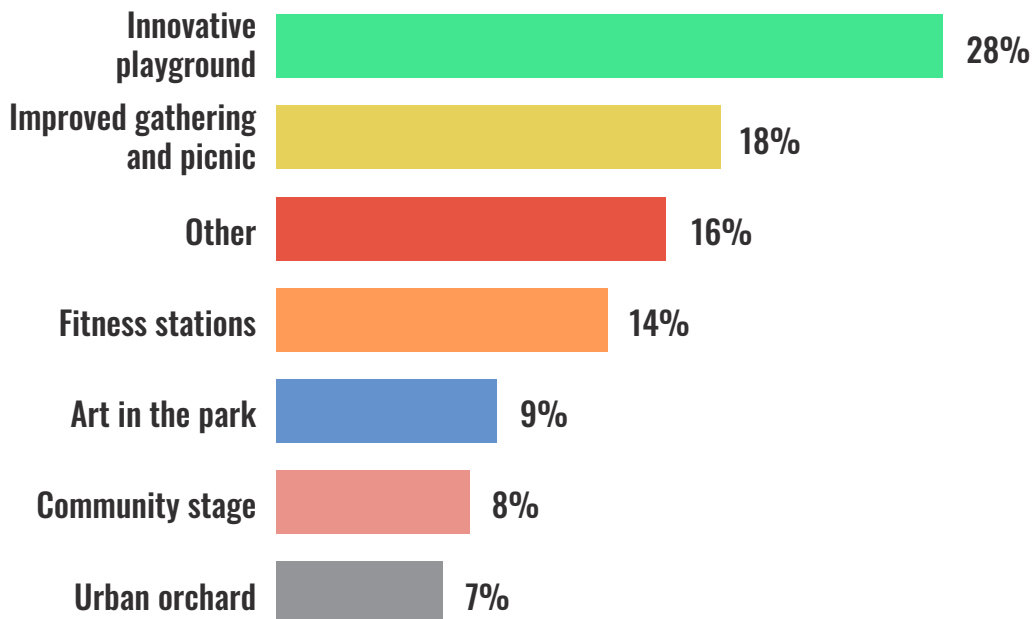


Table 1 - Data summary from the Dream Big phase.

5.0 MASTER PLAN



Figure 24 - View of the proposed Montagnard longhouse inspired picnic shelter and jungle themed playground.





Figure 25 - Overall view of the proposed improvements to Rosewood Park.

Overview

The Rosewood Park Master Plan serves as a guiding document for a much-needed park renovation that will carry the park forward to meet the unique recreational needs of the current neighborhood.

The master plan has created four main areas along the southwest edge of the park. These zones include an open field for informal sports play, an innovative playground, a picnic shelter and stage combination for gatherings and performances, adjacent grilling area, and an area at the entrance featuring a cultural artwork installation. The northeast edge will retain its shaded character and all of the mature foliage along the

walking path. An urban orchard will be added along the northwest edge of the park to provide a summer fruit harvest for residents and bolster the screening between the park and the adjacent homes.

Improved Entry and Signage

A new welcome sign for the park will be installed at the entrance on the corner of Meadow Street and Westside Drive, to match the existing sign at the other entrance to the park. Additionally, an informational sign will be installed that outlines the inspiration for the picnic shelter and the history of Montagnard Community.

Multipurpose Field

There is a relatively flat and open area in the west corner of the park. The removal of a two trees and some site grading will make this area an effective space for multipurpose play.

Playground

An new jungle-themed playground and two free standing musical play elements, set over poured-in-place protective play surface, will be installed within the park to improve imaginative play and fitness within the park.

Drop Shot Play Area

Drop shot is a children’s game, similar to basketball, that involves shooting a ball through a fixed hole to score points. Drop shot is popular among elementary aged children and involves gross motor skills and hand-eye coordination.



Figure 26 - Proposed pathway informational signage.



Figure 27 - The proposed multipurpose field.



Figure 28 - The proposed Drop Shot play area.



Figure 29 - The proposed jungle-themed playground.



Figure 30 - Walking path and the proposed multipurpose field and jungle themed playground.

Picnic Shelter

In keeping with the community’s request for recreational elements that reflect the culture of the neighborhood, the proposed picnic shelter takes inspiration from the Montagnard Longhouse, a typical family dwelling in the central highlands of Vietnam. It offers shaded areas, picnic seating, and space for performances at the north end of the shelter facing the sloped lawn.

Art in the Park

Another common request from neighborhood residents was to have the park feature culturally inspired artwork. The artwork shown in these renderings was inspired by the threads and patterning on traditional Montagnard fabrics. The final artwork installed in the park will be designed by an artist in collaboration with the community.

Fitness Stations

New surface mounted fitness stations will bring some excitement and recreational diversity to the existing concrete loop trail in three locations. This equipment can be selected to help provide aerobic and strength training options to park visitors.



Figure 31 - Stage area under the proposed picnic shelter.



Figure 32 - Proposed “Art in the Park” area.



Figure 33 - One of the proposed fitness stations.



Figure 34 - Gathering area centered around the proposed Montagnard Longhouse inspired picnic shelter.

Next Steps

The future of Rosewood Park is bright. Many residents recall the days of the park being central to all things that happened in their community and look forward to having the park serve in that capacity again.

The renovations outlined in this master plan are the results of time spent in conversations with residents discussing their current concerns about the park and how they would like to see the park improved going forward.

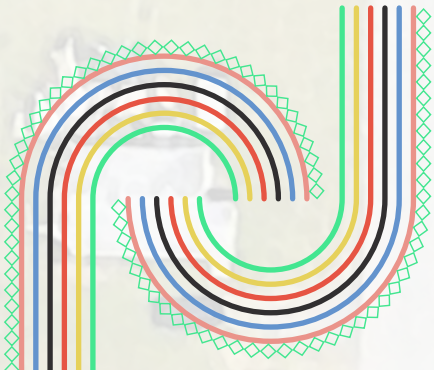
Following approval of this master plan by the City of Greensboro Parks and Recreation Commission, the plan will go before the City of Greensboro City Council for consideration.

Following all required approvals, the City of Greensboro Parks and Recreation Department will use this master plan report as a tool to help secure funding for further park design and construction to help bring the master plan recommendations to life.

6.0 OPINION OF COST

Table 1 - Opinion of Probable Cost

DESCRIPTION	QUANTITY	UNIT	UNIT PRICE	TOTAL COST
Demo and Site Work				
Demo, Site Work, and Grading	1	ea.	\$ 12,250.00	\$ 12,250.00
Concrete				
Concrete Traditional	4528	s.f.	\$ 9.50	\$ 43,016.00
Play Surfacing	1665	s.f.	\$ 25.00	\$ 41,625.00
Painted Surfacing (Stenciled Letters and Lines)	1	ea.	\$ 1,750.00	\$ 1,750.00
Shelter				
Poligon Picnic Shelter	1	ea.	\$138,000.00	\$138,000.00
Equipment and Furnishings				
Landscape Forms Americana Lounge Chair	5	ea.	\$ 2,051.00	\$ 10,255.00
Anova Rendezvous 6' Contour Bench w/ Center Armrest	2	ea.	\$ 2,440.00	\$ 4,880.00
DuMor model #71-60PL Picnic Table	2	ea.	\$ 1,424.00	\$ 2,848.00
DuMor model #71-68-1PL ADA Picnic Table	4	ea.	\$ 1,705.00	\$ 6,820.00
Kompan Fitness Equipment	1	ea.	\$ 69,918.72	\$ 69,918.72
Landscape Structures Tree Tops Nature Playground	1	ea.	\$ 75,000.00	\$ 75,000.00
Ultra Site Rotating Grill 630	2	ea.	\$ 515.00	\$ 1,030.00
Ultra Site Solstice Bike Racks	8	ea.	\$ 420.00	\$ 3,360.00
Art Signage				
Art Installation	1	ea.	\$ 5,000.00	\$ 5,000.00
Art/Informational Custom Sign	1	ea.	\$ 1,500.00	\$ 1,500.00
City of GSO STD. Park Sign	1	ea.	\$ 2,000.00	\$ 2,000.00
Landscape				
2"-2.5" Caliper Trees	17	ea.	\$ 250.00	\$ 4,250.00
Low Shrubs and Perennials	85	ea.	\$ 55.00	\$ 4,675.00
Seed and Straw	29,000	s.f.	\$ 0.10	\$ 2,900.00
Mulch	2.5	c.y.	\$ 70.00	\$ 175.00
Subtotal				\$ 431,252.72
General Requirement (5%)				\$ 21,562.64
Subtotal				\$ 452,815.36
Sales Tax (7%)				\$ 31,697.07
Construction Contingency (10%)				\$ 45,281.54
Bonds, Insurance (2%)				\$ 9,056.31
Design Contingency (10%)				\$ 45,281.54
Subtotal				\$ 584,131.81
GC Overhead/profit (15%)				\$ 87,619.77
Subtotal				\$ 671,751.58
Total Cost of Rosewood Park Master Plan				\$ 671,751.58



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