



CITY OF ALEXANDRIA  
Recreation, Park and Cultural Activities  
Department of Project Implementation

# John Ewald Park Improvements Park Design Options

Community Meeting #2  
January 30, 2025





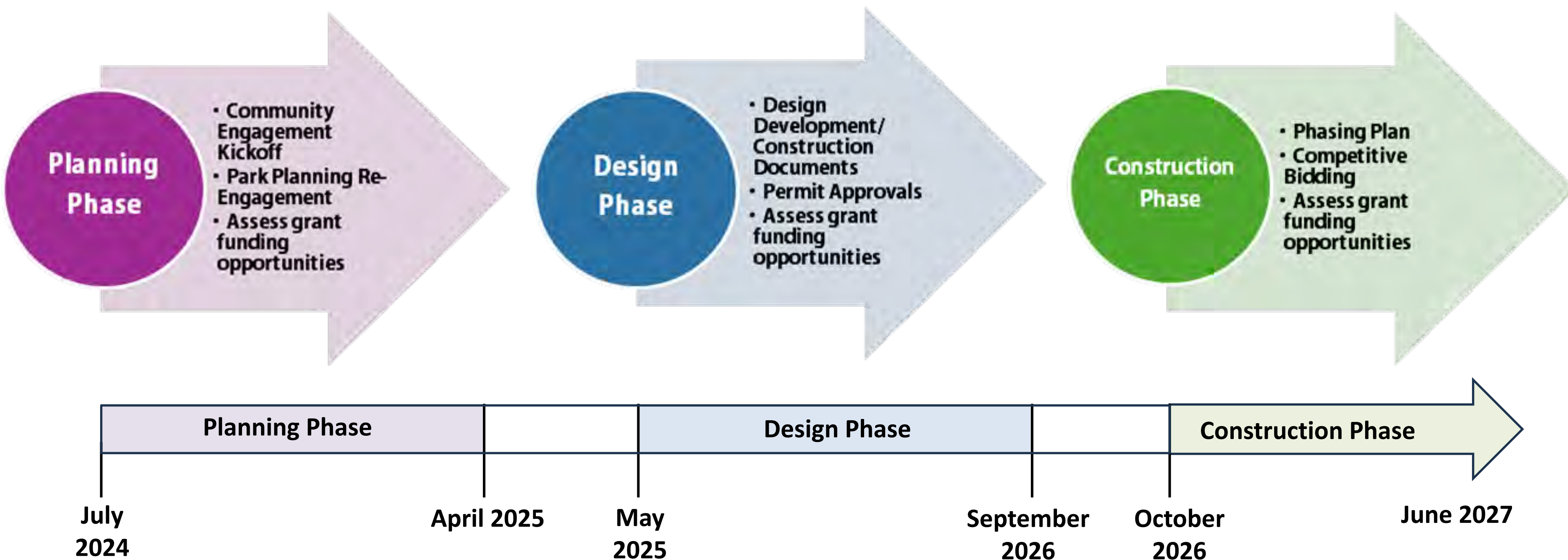
# Agenda



1	Implementation Process
2	John Ewald Park Overview
3	Project Background
4	Data Collection: Community Survey Results
5	Data Collection: Existing Conditions
6	Park Design Options
7	Questions/Discussion



# John Ewald Park Improvements Implementation Process







# John Ewald Park Improvements

## Planning Phase

### Planning Phase

June 2024 -  
April 2025

- Community Engagement Kickoff
- Park Planning Re-Engagement
- Assess grant funding opportunities

- Reaffirm park goals and objectives
- Revisit park improvement recommendations and identify updates
- Assess park equity
- Complete park asset conditions assessment
- Collect site data
- Develop site design concepts
- Develop preliminary cost estimate
- Conduct community engagement
- Coordinate with partner departments
- Seek grant funding opportunities
- Hold Park and Recreation Commission Public Hearing





# John Ewald Park Improvements

## Community Engagement







# Community Engagement Upcoming Events



Park Pop Up event, November 16, 2024

Project Process

## Shape the Future of Ewald Park

The City of Alexandria invites your feedback on the redesign of Ewald Park, 4452 Duke St. Help us create a welcoming, accessible, sustainable, and enjoyable space for everyone!

Join us to share your ideas:

- **Park Design Virtual Community Meeting #1**  
Wednesday, December 11, 7 p.m. (via Zoom\*)  
Join to review site data, survey results, and park design concepts. Designs and an online survey will be available on December 11. Recordings will be posted after the meeting.
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Department of Recreation, Parks & Cultural Activities

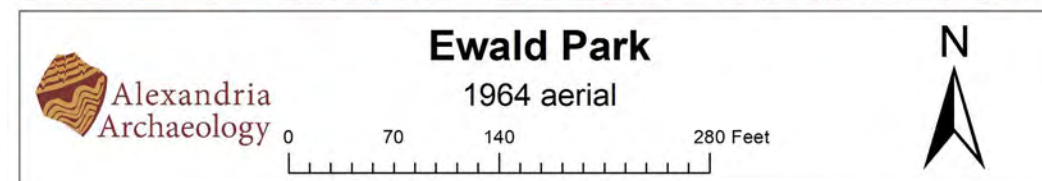
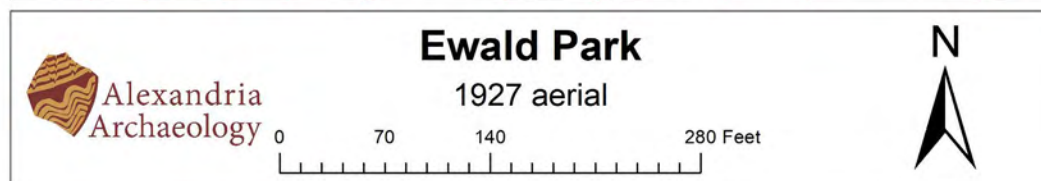






# John Ewald Park Improvements

## Park History – Early – Mid 20th Century



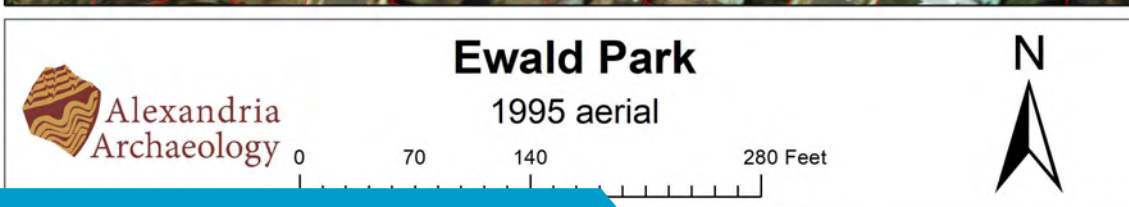
- ▶ Property was part of a 57.5 acre farm and remained largely vacant until the early 20th century
- ▶ The City acquired the property in 1965 as parkland
- ▶ In 1970, City Council named the park after John Ewald, a council member and sports enthusiast





# John Ewald Park Improvements

## Park History – Present Day



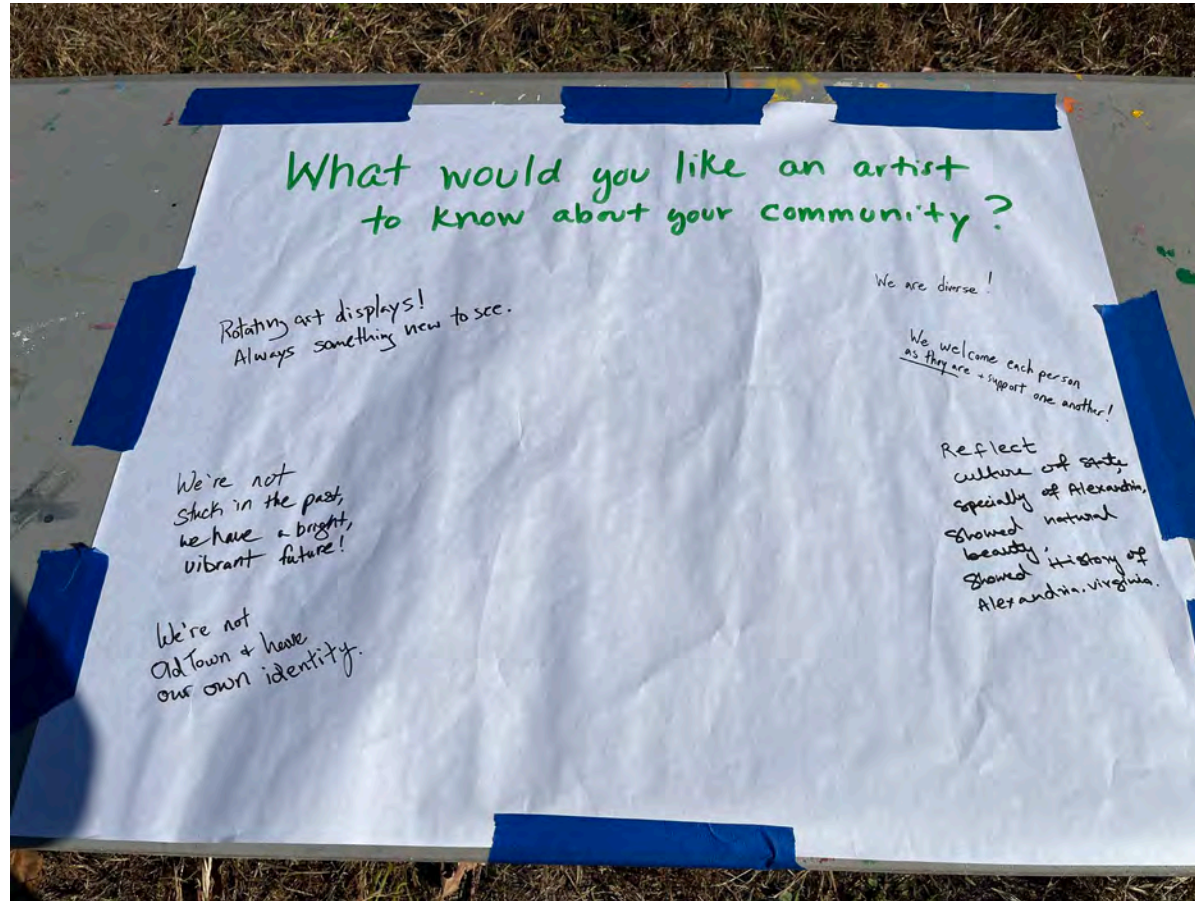
**Ewald Park**  
2023 aerial





# John Ewald Park Improvements

## Neighborhood Overview



November 16, 2024 Pop at the Park

*"We're not stuck in the past, we have a bright vibrant future!"*

*"We welcome each person as they are and support one another!"*

*" We are diverse!"*

*" We're not Old Town and have our own identity"*

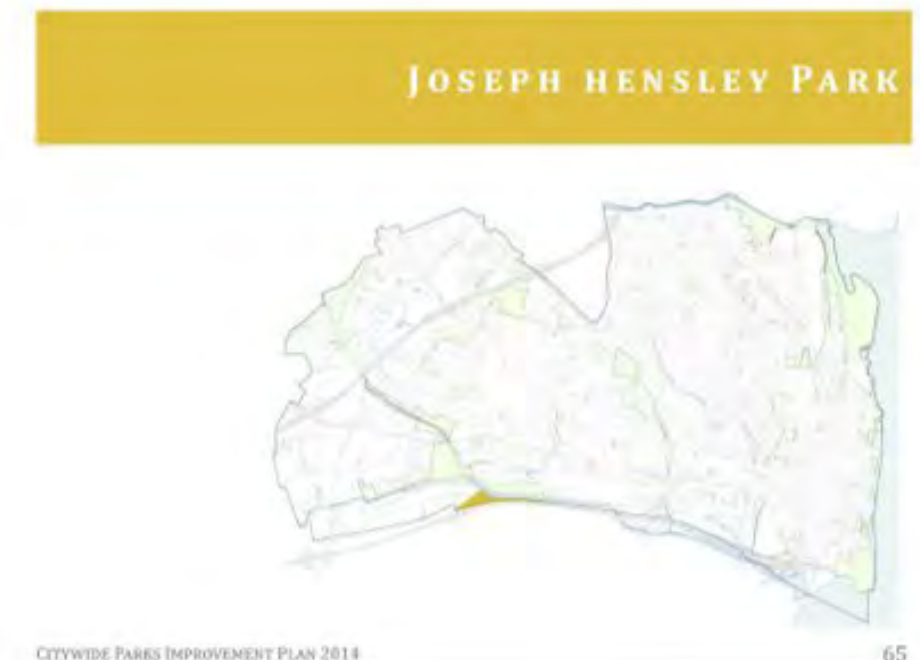






# Alexandria Park Typology Plans

- ▶ Park typology planning process started in 2012 to categorize parks and develop framework plans for improvements
- ▶ Park plans include community based recommendations for improvements to better meet community needs
  - ▶ Eight Park Typologies based on size and use
  - ▶ Park Plan approvals to date include: Citywide Parks (2014), Neighborhood Parks (2015), and Pocket Parks (2020)







# John Ewald Park – Neighborhood Park Classification



## Neighborhood Parks

- ▶ May include multiple uses within park boundary
- ▶ Attracts nearby residents
- ▶ Acreage of 0.5 to 10 acres
- ▶ Park Plans for 19 neighborhood parks initially completed in 2015





# 2015 Neighborhood Park Improvement Plan Recommendations for John Ewald Park

Endorsed by the Park and Recreation Commission on November 19, 2015

1. Create a turnaround & landscaped median in the parking lot
2. Create pedestrian entrance near Duke St./Jordan intersection
3. Install a second basketball court & maintenance path
4. Renovate the turf & install a walking path
5. Replace the paved blacktop with two multi-use courts
6. Restore the existing playground to forest area
7. Work with Alexandria Police Department to improve park safety, particularly in areas not visible from Duke Street
8. Move the playground to the west side of the park
9. Install shade structure & picnic area
10. Reserve a space for a community building







# 2018 Neighborhood Park Improvement Plan Amendment: Parkour/Community Matching Fund

Endorsed by the Park and Recreation Commission on November 15, 2018

- ▶ 2018 Community Matching Fund Awardee
- ▶ In 2022, the total fundraised by the community and matched by the City is \$28,965



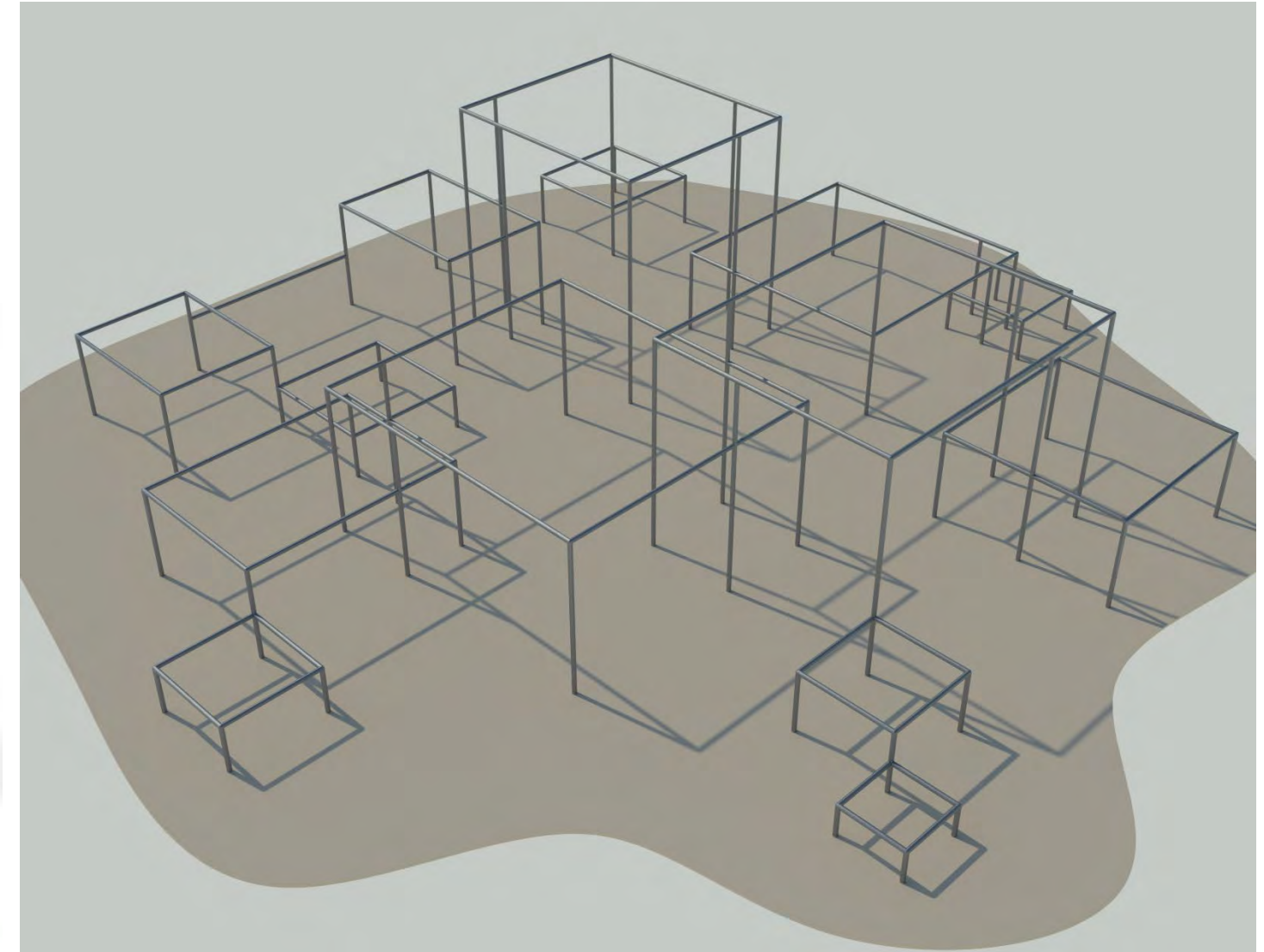
## Overview: Parkour

Physical Discipline

Adapting and  
overcoming obstacles  
in one's path

Jumping, climbing,  
swinging, landing,  
vaulting, balancing,  
flipping

Mastering the mind and  
body and using both to  
move creatively,  
efficiently, and safely



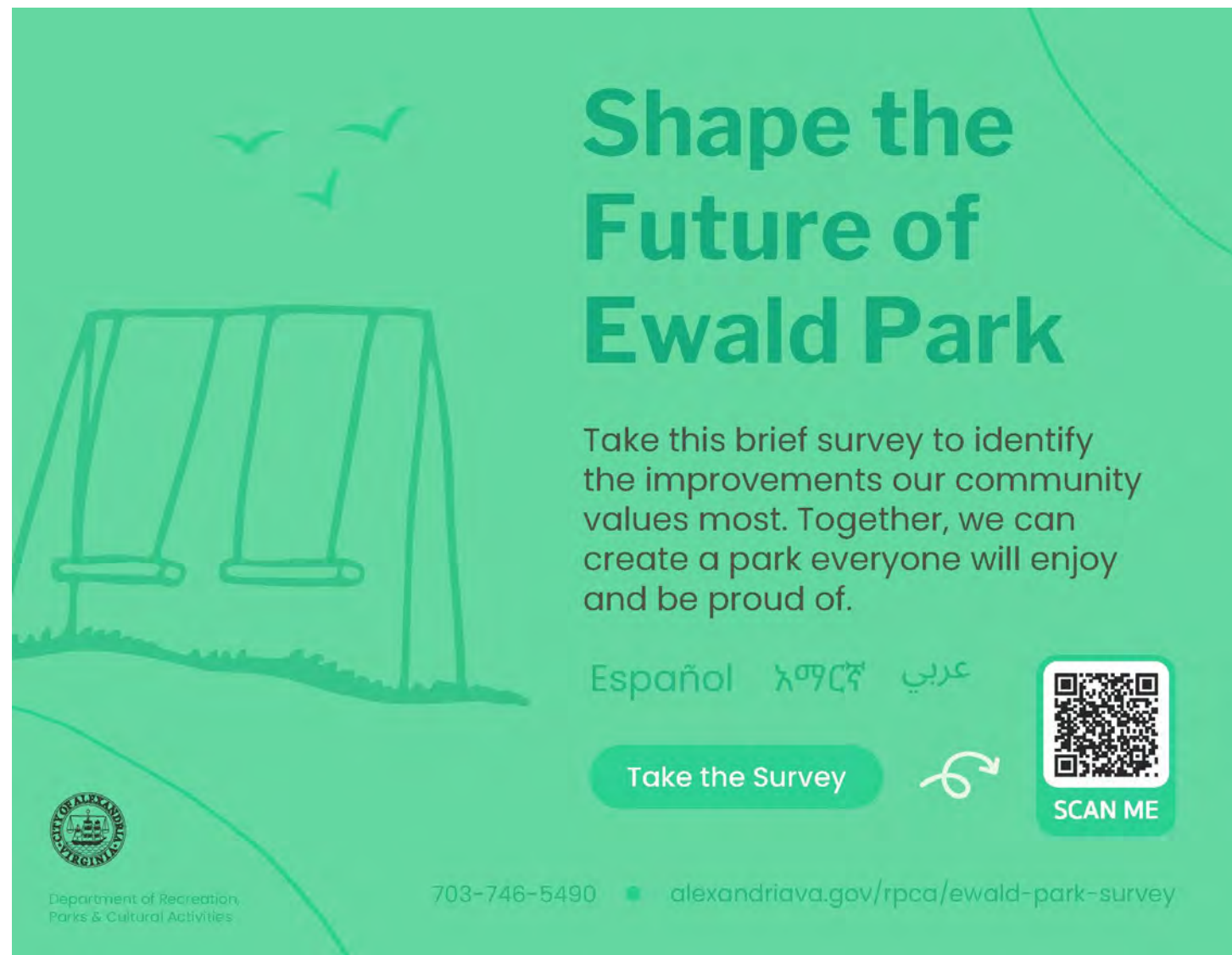
Parkour Design for Ewald Park





# Fall 2024 Community Survey

## Survey Goals and Purpose



- ▶ Improve survey participation and response rate
- ▶ Verify the original 2015 park goals and recommendations
- ▶ Evaluate revisions to the original 2015 goals and recommendations
- ▶ Identify top priorities for implementation





# Fall 2024 Community Survey

## Key Findings and Insights

▶ 214 survey responses received  
**Exceeds 2014 response rate**

▶ 42% indicate they rarely use the park

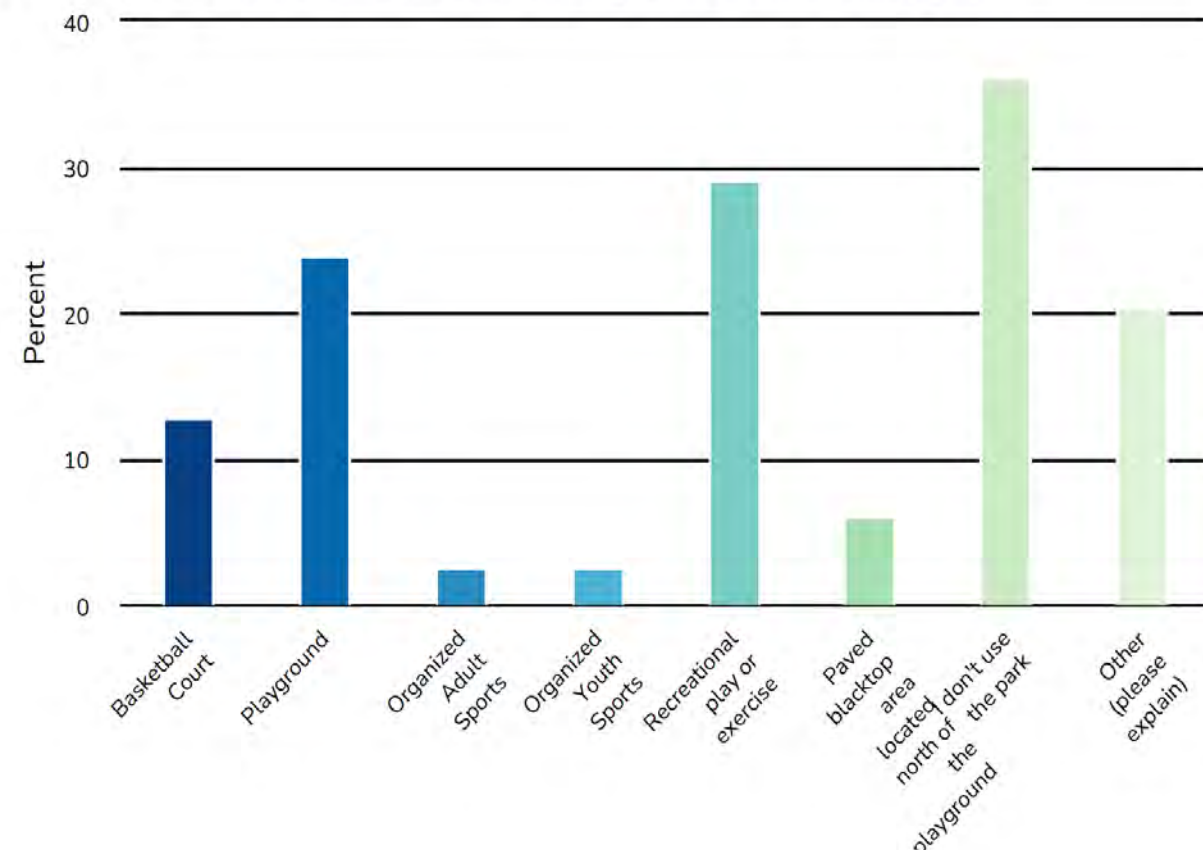
▶ 30% have never used the park

▶ Playground, basketball court, walking/dog walking, general play/exercise are the most common uses

Responses show the park is underutilized and not well known. This supports similar findings from the 2014 community engagement.

Findings

2. How do you use John Ewald Park? (select all that apply)







# Fall 2024 Community Survey

## Key Findings and Insights

- ▶ Are the original park improvement goals and recommendations still valid after nine years?
  - ▶ 85% agree on original park goals
- ▶ Which improvement recommendations should stay the same?
  1. Install shade structure and picnic area
  2. Renovate the turf & install walking path
  3. Replace the blacktop with two multipurpose courts
- ▶ Which improvement recommendations should be removed or revised?
  - ▶ Replace the playground with a forest area





# Fall 2024 Community Survey

## Key Findings and Insights

- ▶ Which improvement recommendations are most people unsure about?
  1. Create a turnaround & landscape median in the parking lot
  2. Reserve a space for a community building
  3. Move the playground to the west side of the park
  4. Install a second basketball court and maintenance path
  
- ▶ Common themes and new ideas about the park...
  1. Improve park safety, sight lines, and lighting
  2. Add water features; drinking fountain and splash area
  3. Add more plantings/beautification; community gardens
  4. Update the playground in its current location
  5. Support more park maintenance
  6. Bring back tennis courts/have dedicated pickleball
  7. Add more shade

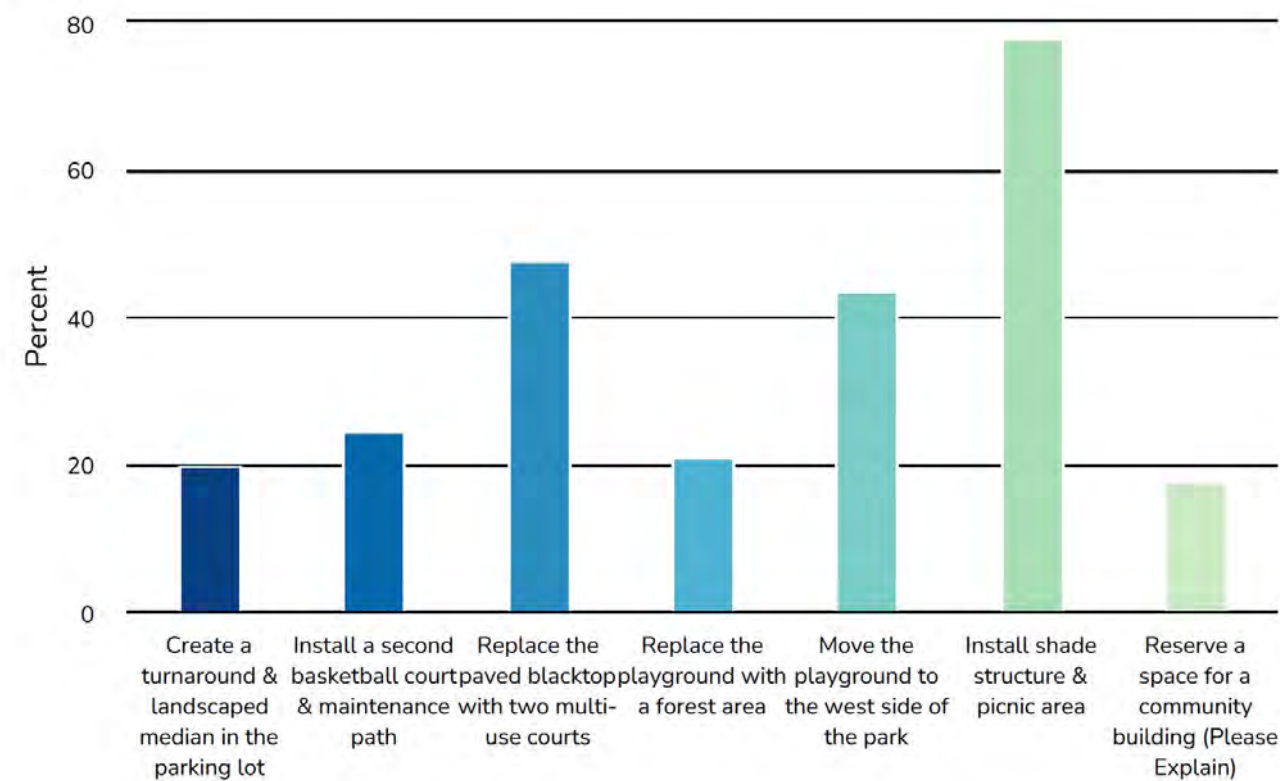




# Fall 2024 Community Survey

## Key Findings and Insights

4. Please select up to three park recommendations that interest you the most.



► What are the community's top interests and priorities for implementation?

- Install shade structure and picnic area
- Replace the blacktop with multipurpose courts
- Improve playground experience
- Improve turf and add walking path





# Existing Conditions



Existing Conditions





# Existing Conditions

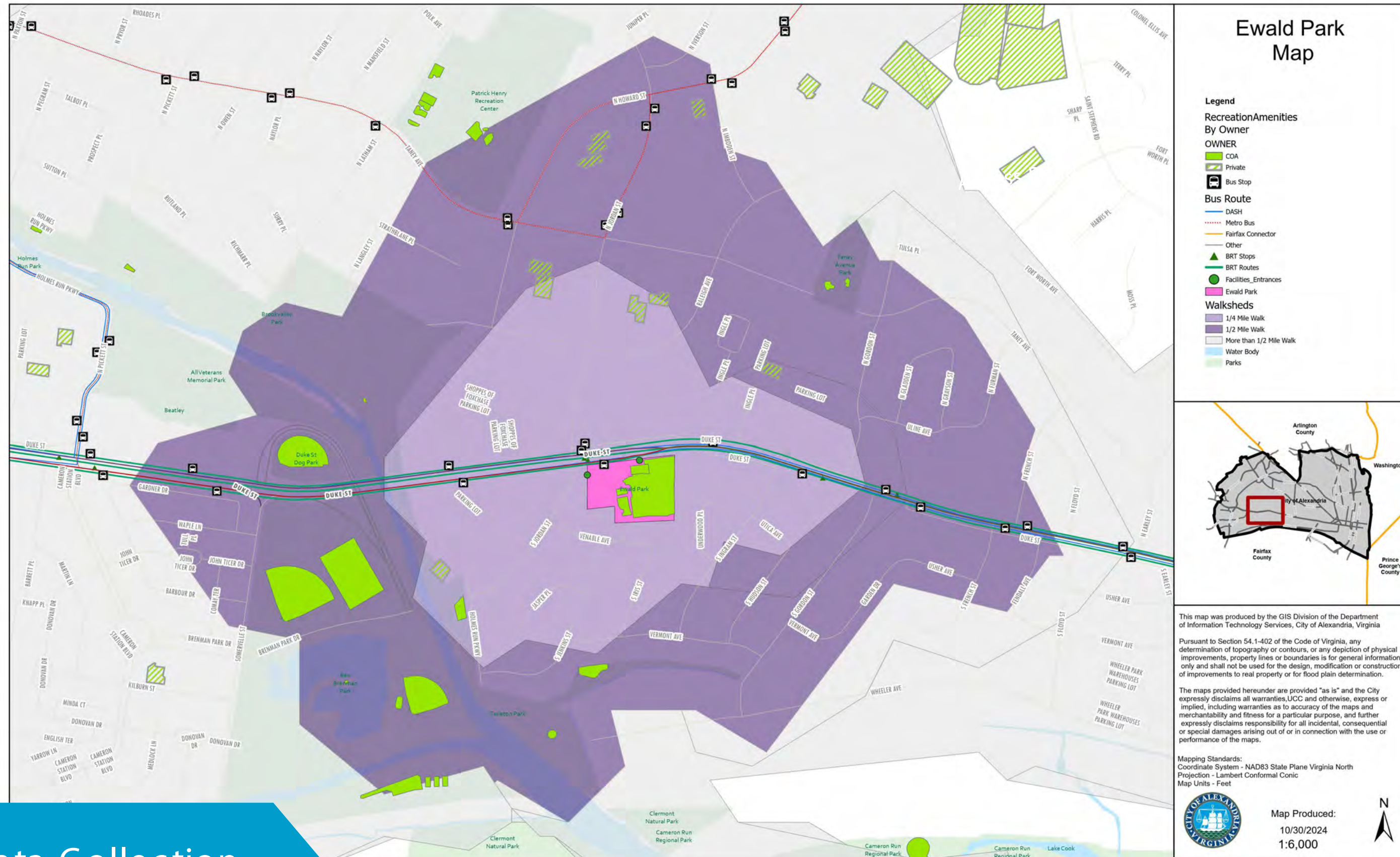


Existing Conditions





# John Ewald Park - Walkshed



Data Collection





# Crime Prevention Through Environmental Design (CPTED) - Observations

## ► Positive Activity Generators

- Basketball Court
- Open Grass Field



## ► Negative Activity Generators

- Reports of alcohol and drug use
- Poor sightlines conceal negative activity
- Lack of seating/shade -- people move to shaded areas of the park, such as playground



## ► Natural Surveillance

- Activity areas are located on top of hill and not visible from street



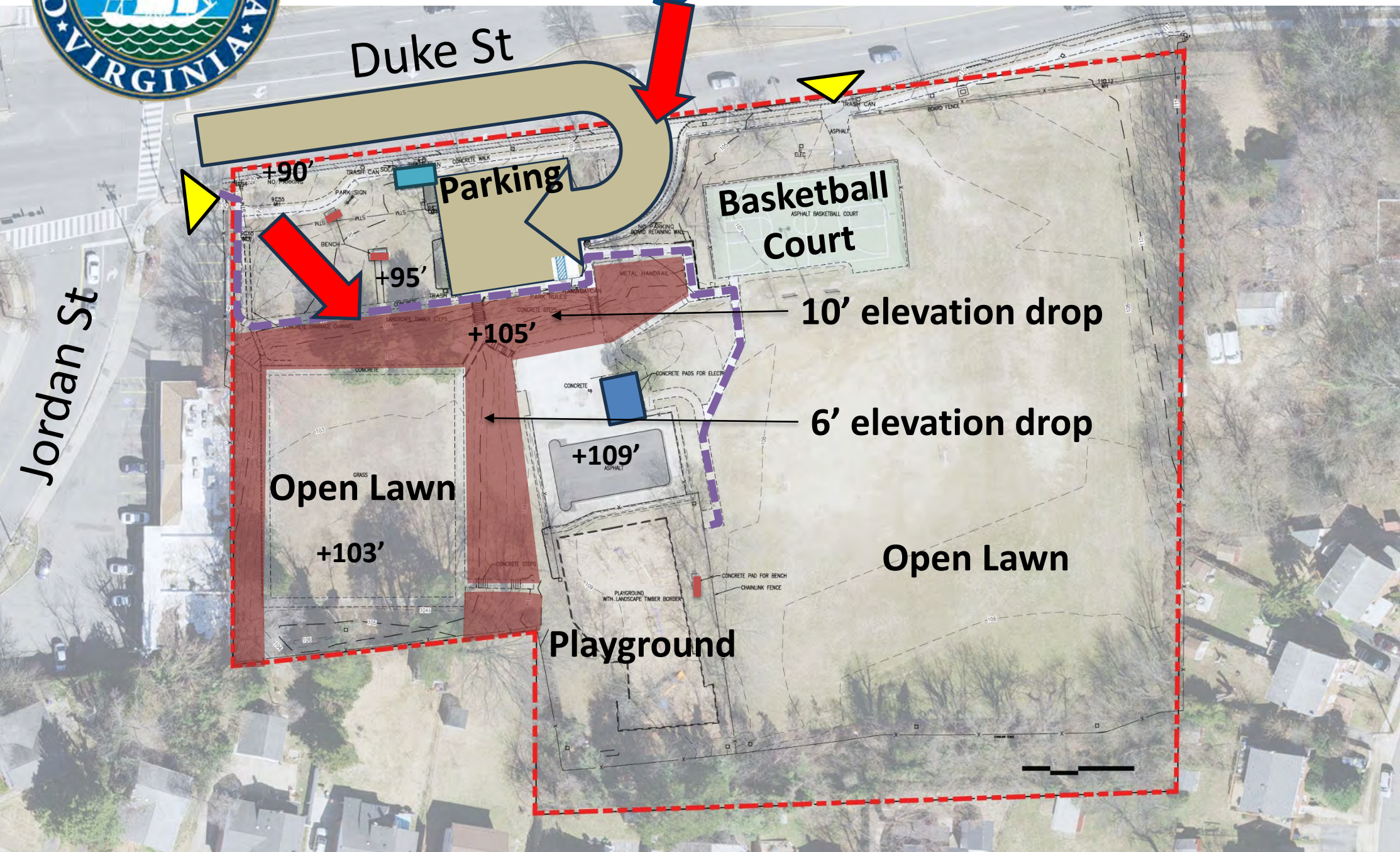
## ► Natural Access Control

- Desire paths backing up to park
- Park is partially fenced with gaps
- Lack of formal park entrance





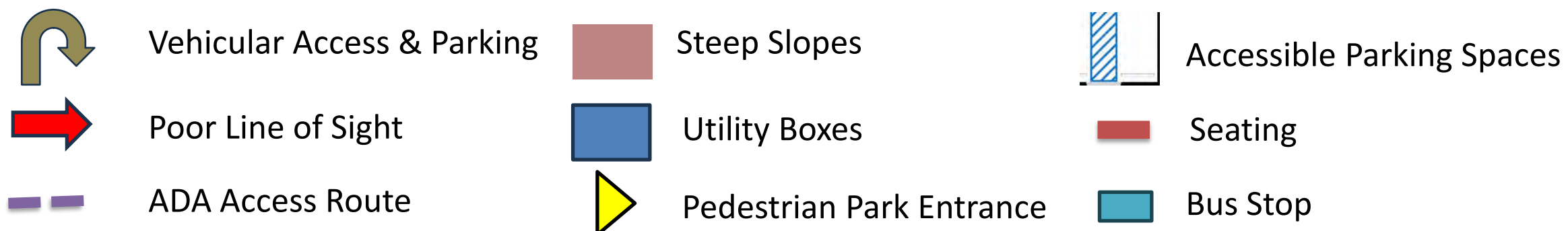
# Existing Conditions – Site Analysis



## Constraints

- Undefined park entrance
- Poor sightlines from street and within park
- Multiple activity areas at various elevations
- Circuitous ADA accessible route
- Vehicular entrance close to intersection
- Limited vehicular parking – dead end
- Playground not visible to the street
- Lack of seating
- Utility boxes exposed at the center of the park

## LEGEND



Existing  
Conditions





# Existing Conditions - Vegetation

Trees Worth Preserving



**Legend**

Add to Survey

Non-investible Tree

Trees Worth Preserving

Data Collection





# Park Design – Goals and Objectives

- ☐ Be a safe place for children to explore
- ☐ Be a place to create social connections
- ☐ Be a place full of community activities

## ► Improve Lighting and Security

*Improve lighting and consider visibility and approaches to promote safety*



Ben Brenman Park solar lighting

## ► Enhance Street Frontage and Safety

*Beautify and secure the Duke Street frontage with plantings, fencing, and well-defined arrival points.*



Powhatan Park - Rt. 1 street frontage and fencing

## ► Ensure Accessibility

*Apply best practices for accessibility, inclusion, and comply with ADA requirements.*



5 E. Braddock Road Pocket Park accessible route





# Park Design – Goals and Objectives

## ► Integrate Public Art

*Collaborate with the City's Office of the Arts to incorporate public art in the park.*



Simpson Park Playground 'Del Ray Play'

## ► Incorporate Shade

*Add shaded areas (natural and structured) to enhance comfort and useability*



Beverley Park Picnic Shelter

## ► Support Multi-Generational Uses

*Provide activity areas that support programming and create opportunities for social interactions with diverse groups*



Shirley Tyler Unity Park plaza/seating area

## ► Parkour Equipment

*Include the community funded Parkour equipment in the design; co-locate with the playground*





# Park Design – Goals and Objectives

## ► Park Beautification

*Add plantings in strategic locations and collaborate with community groups to ensure long-term maintenance*

## ► Preserve and Replace Vegetation

*Preserve existing vegetation wherever possible. If removed, replace at a 3:1 ratio*

## ► Promote Sustainability

*Implement sustainability measures to improve park conditions and leave it better for future generations*



Powhatan Park Plantings



Ewald Park trees and vegetation

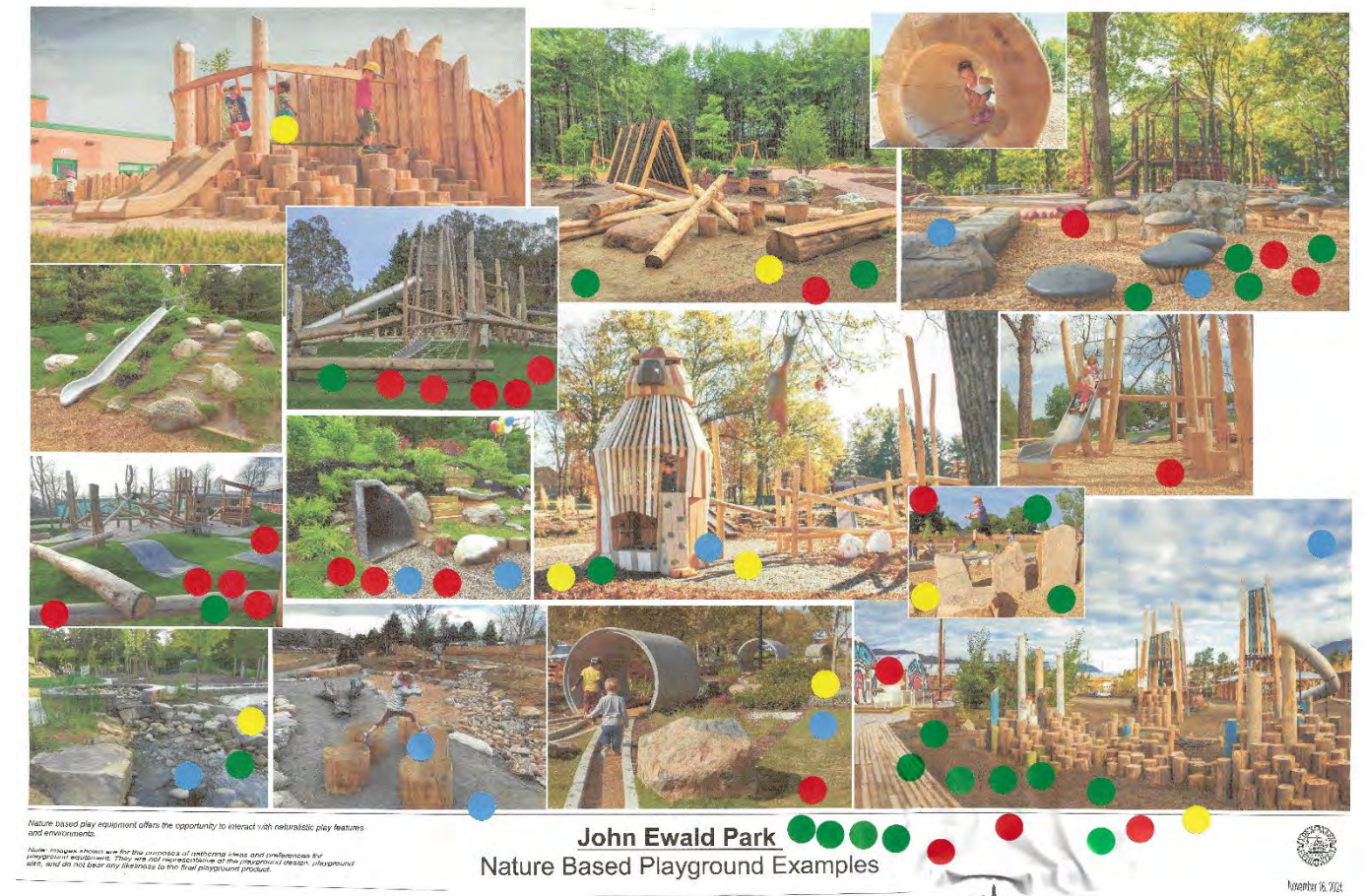
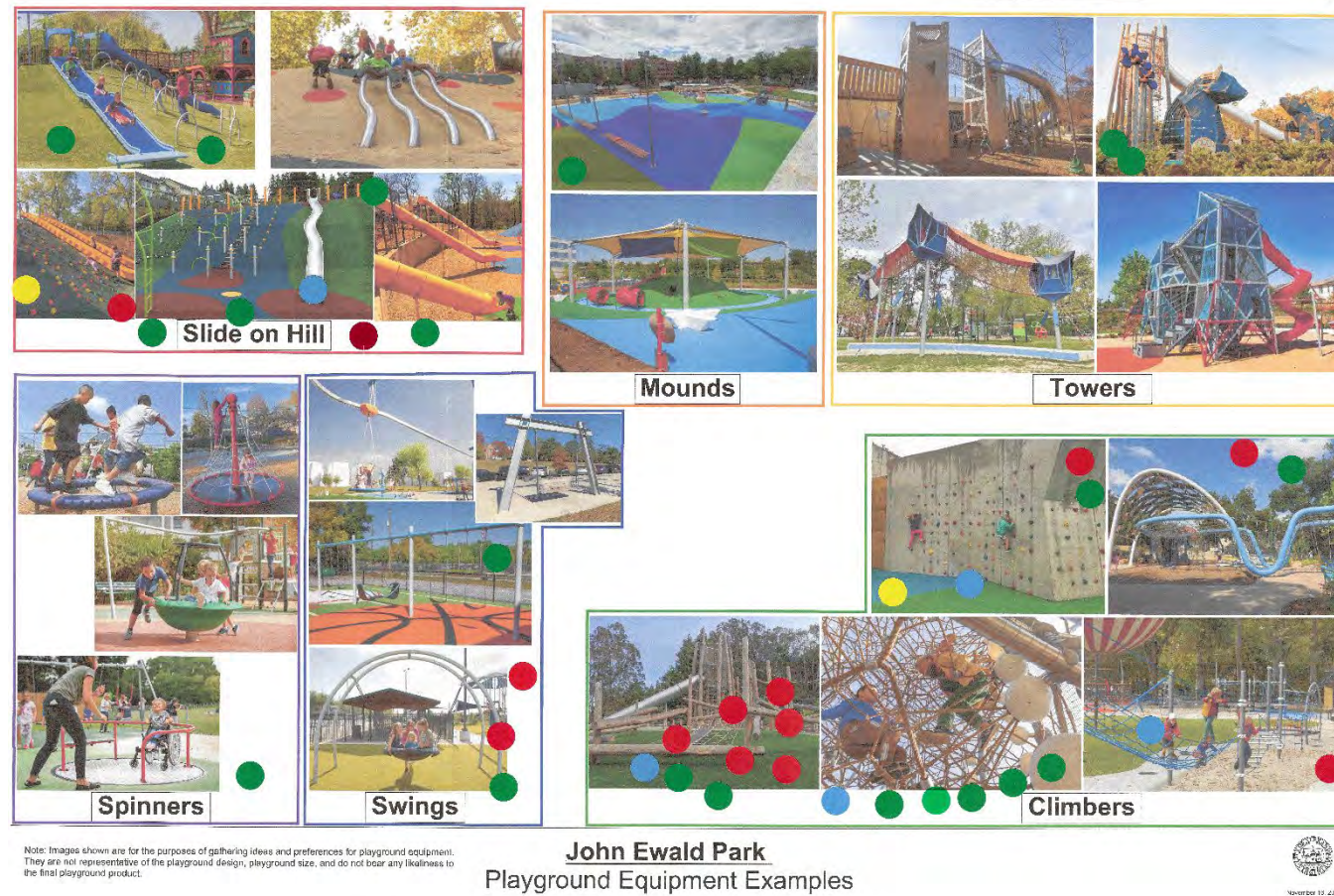


Windmill Hill Park conservation plantings





# Park Design – Playground Equipment Preferences



Park Design





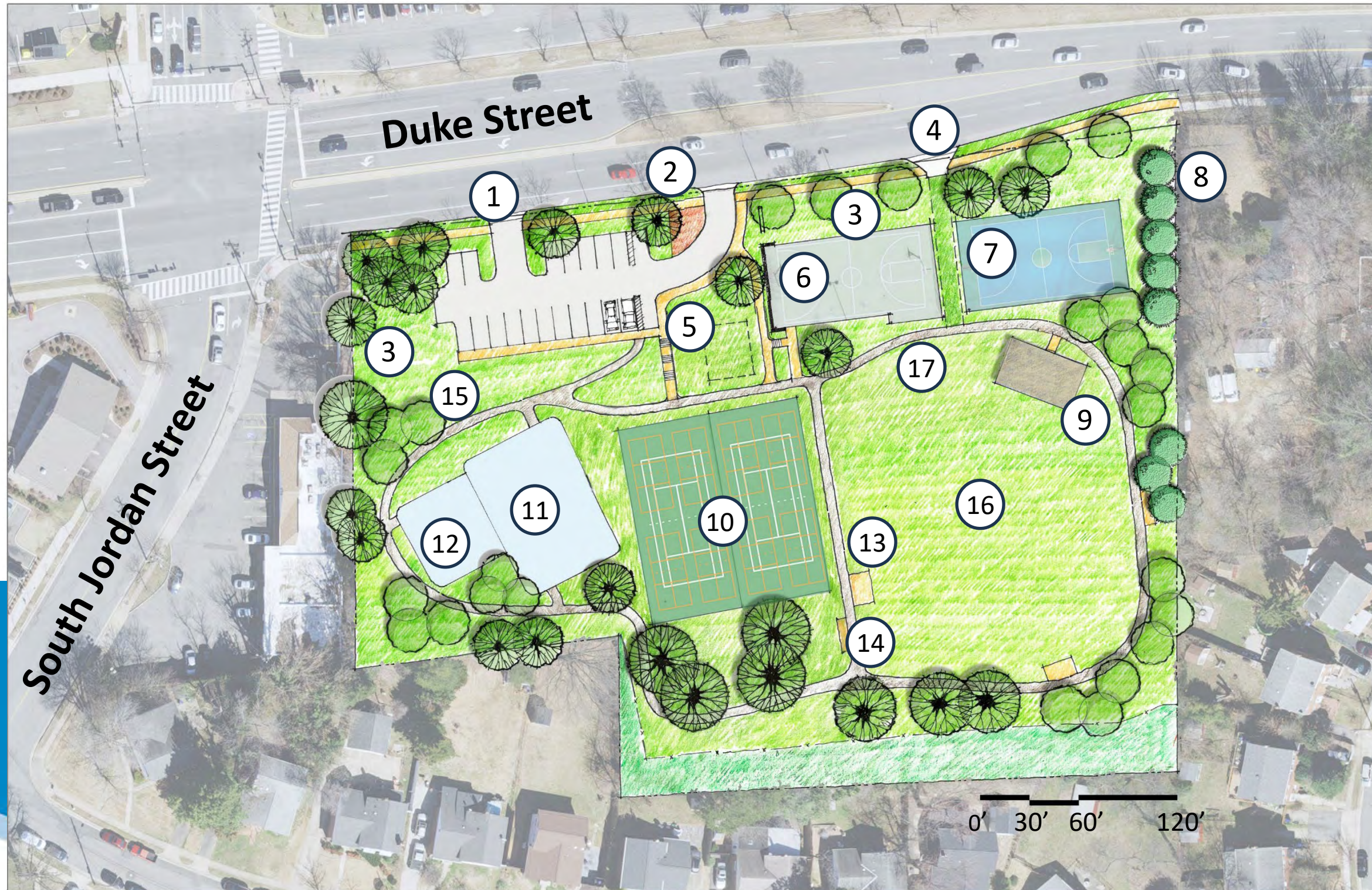
# Ewald Park Design Options

- ▶ On-going iterative process
- ▶ Reflects community and staff feedback about programming and improvement
- ▶ Community feedback desired focusing on the location of activities and park elements.
  - ▶ *What is your preferred design option?*
  - ▶ *What do you like about the option and what could be improved?*





# Ewald Park Design – Option 1



1. Proposed One-Way Vehicular Entrance
2. Park Entrance Plaza
3. Stormwater Management Systems
4. Park Maintenance Entrance
5. Restroom
6. Existing Basketball Court to Remain
7. Proposed Second Basketball Court
8. Vegetation Buffer
9. Picnic Pavilion
10. Two Multipurpose Courts
11. Relocated Playground
12. Parkour Fitness Area
13. Fitness Exercise Area
14. Seating
15. Slope Lawn
16. Open Lawn
17. Pathway system

Scan Here  
for the survey



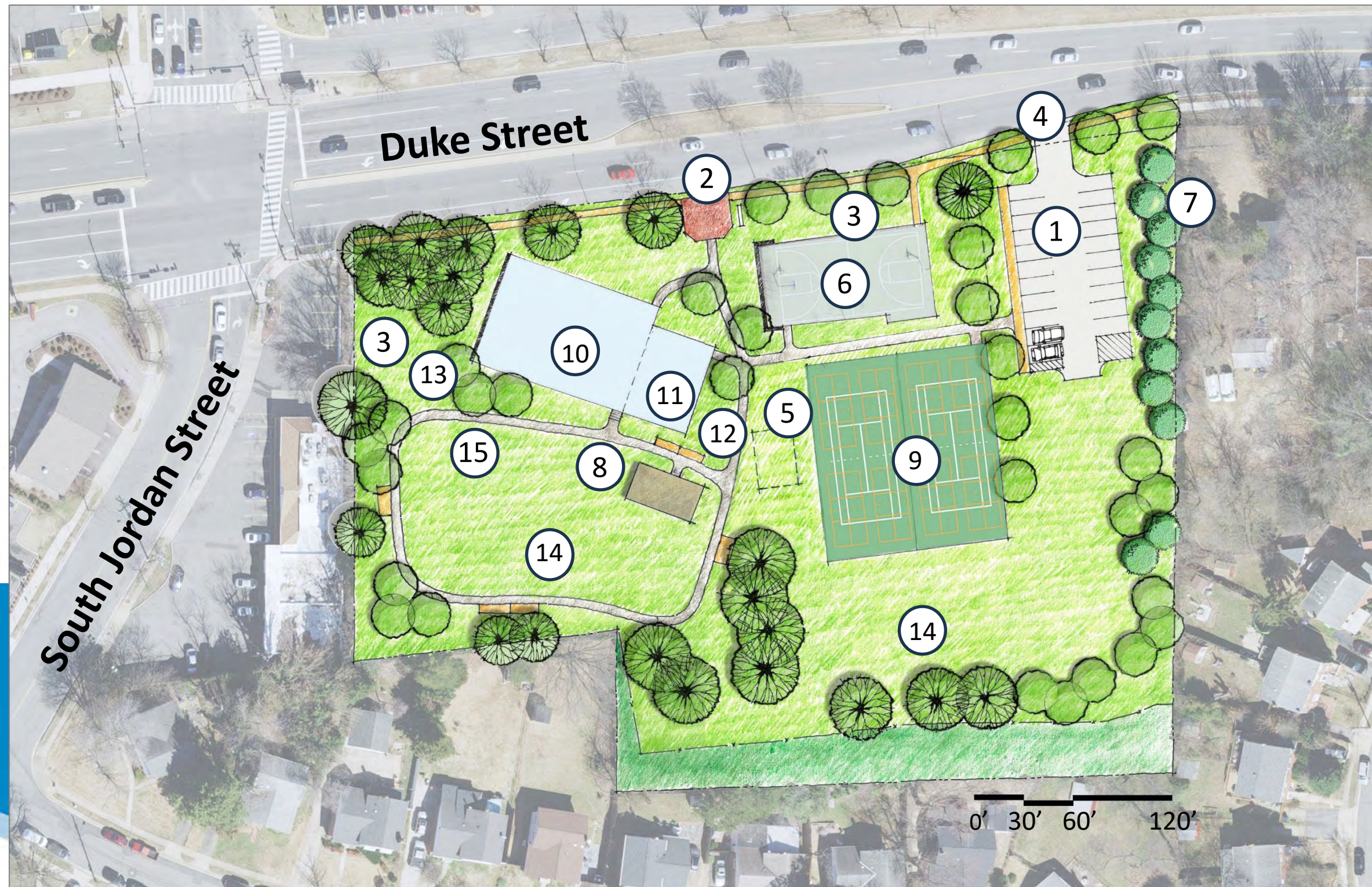
Park Design - Option 1

Park design options are conceptual only and are for the purpose of obtaining community feedback.  
Options shown do not represent the final design.





# Ewald Park Design – Option 2



1. Relocated Parking Lot
2. Park Entrance Plaza
3. Stormwater Management Systems
4. Park Vehicular/Maintenance Entrance
5. Restroom
6. Existing Basketball Court to Remain
7. Vegetation Buffer
8. Picnic Pavilion
9. Two Multipurpose Courts
10. Relocated Playground
11. Parkour Equipment
12. Seating
13. Slope Lawn
14. Open Lawn
15. Pathway System

Scan Here  
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# Ewald Park Design Options

Scan Here  
for the survey



## Option 1



## Option 2





# Online Park Concept Design Survey

## Shape the Future of Ewald Park

Scan Here  
for the survey



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Take the park design survey and select your preferred design option.  
[alexandriava.gov/parks/ewald-project](http://alexandriava.gov/parks/ewald-project)

- ▶ Survey deadline extended to February 12
- ▶ As of January 27, 54 responses have been received
- ▶ Survey Questions:
  1. The numbered circles in the drawings indicate different park elements for Design Option 1. Please rate the locations of these elements on a scale from 1 to 5, with 1 being the lowest rating and 5 being the highest.
  2. The numbered circles in the drawings indicate different park elements for Design Option 2. Please rate the locations of these elements on a scale from 1 to 5, with 1 being the lowest rating and 5 being the highest.
  3. Please select your preferred design option and explain what you like and what could be improved.
  4. Is there any additional feedback you'd like to share about the design options?
  5. How did you find out about this project?
  6. To receive updates on future projects, please provide your information below (optional)





# Community Engagement

- ▶ January 27, 2025, 7 – 9 p.m. :  
Wakefield Tarleton Civic Association
- ▶ January 30, 2025, 7 – 9 p.m. :  
Community Meeting #2
- ▶ February 10, 2025, 7 – 9 p.m. :  
Community Open House Patrick Henry Rec Center
- ▶ February 20, 2025, 7 – p.m. :  
Park and Recreation Commission Update
- ▶ March/April 2025, TBD:  
Community Meeting #3/#4
- ▶ Tentative -- April 17, 2025, 7 – 9 p.m. :  
Park and Recreation Commission  
Public Hearing

Questions/Discussion

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Department of Recreation, Parks & Cultural Activities







# Questions/Discussion

## Thank you!

### Project Webpage:

<https://www.alexandriava.gov/parks/project/john-ewald-park-improvements>

### Project Team:

#### Judy Lo, ASLA, PLA

Principal Planner, Capital Development

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