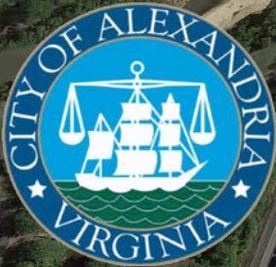


# Cameron Run Park Planning Process and Conceptual Design

Park & Recreation Commission – December 15, 2016



**Michael Baker**  
INTERNATIONAL

# Key Team Members



**John Fennell, PLA,  
LEED GA  
Project Manager  
Landscape  
Architecture and  
Urban Design**



**Diana Hartman,  
AICP  
Park Planning  
Senior Planner**



**Ken Mobley  
Public  
Engagement  
Director of  
Alexandria  
Planning**

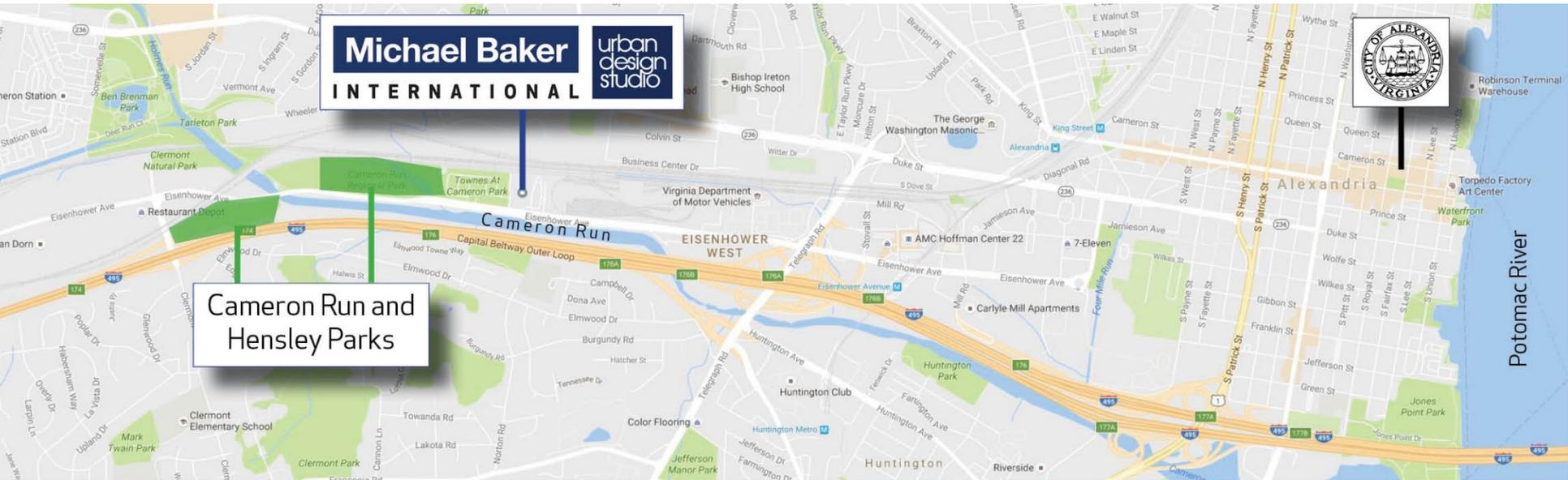
# **Alexandria RPCA has expressed that it is committed to:**

- **Long term protection and provision of public open space for residents and visitors**
- **Determining the highest and best use for Cameron Run – Hensley Park – Lake Cook**
- **Educating Stakeholders and the Public as to the possible additions or modifications to the sites**
- **Educating Stakeholders and the Public as to layers of environmental, political and social constraints on the site**

# Understanding Cameron Run Parks



# Understanding Cameron Run Parks



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Cameron Run and  
Hensley Parks

# Understanding Cameron Run Parks



# Understanding Cameron Run Parks



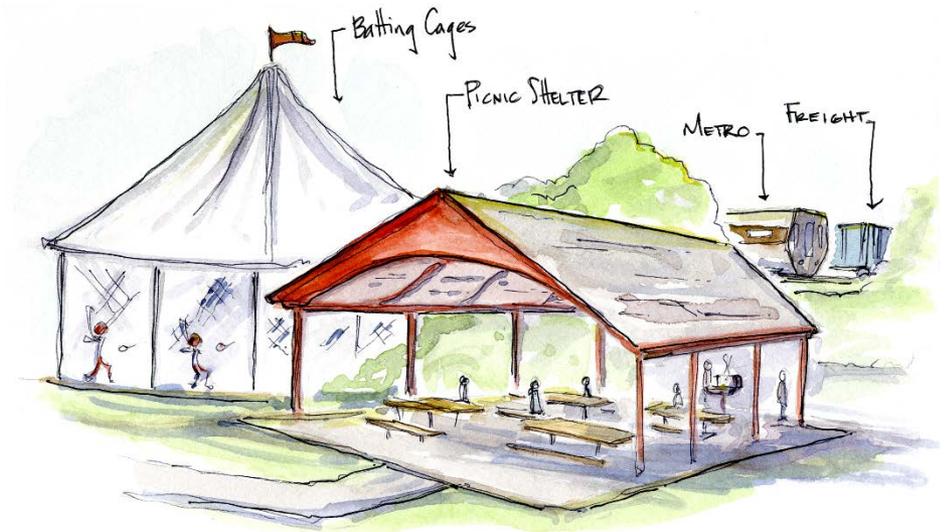
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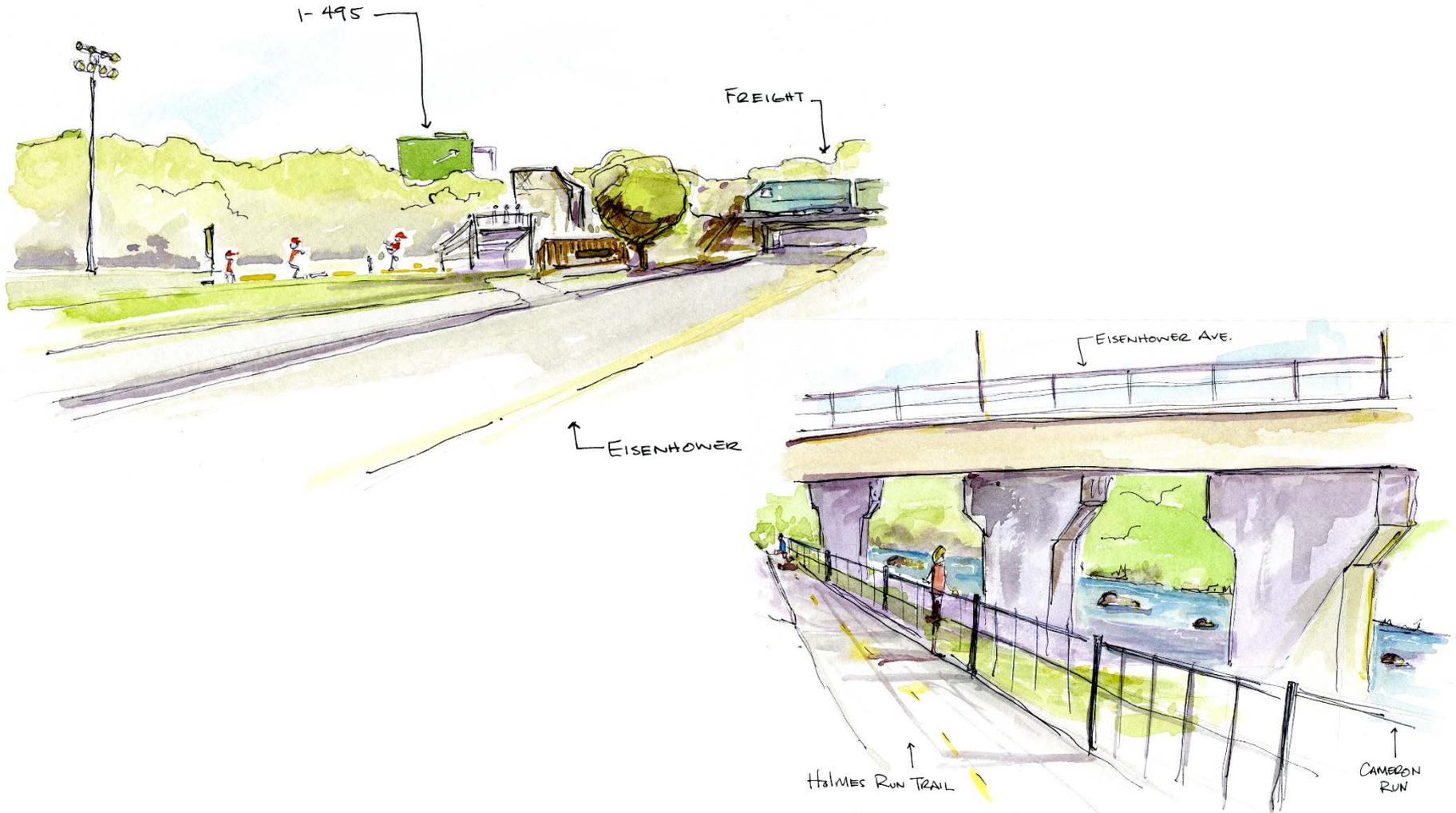
# Understanding Cameron Run Parks



# Understanding Cameron Run Parks



# Understanding Cameron Run Parks



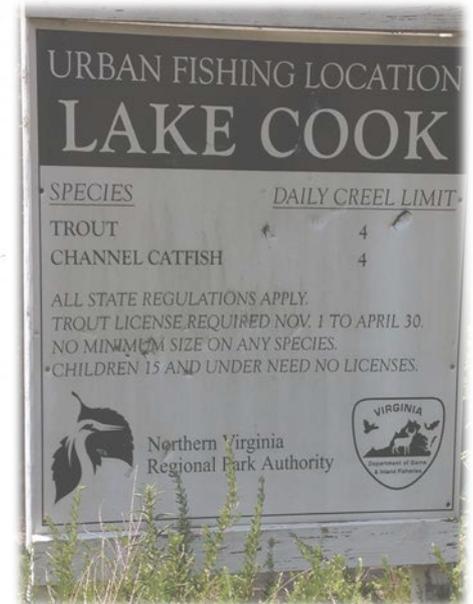
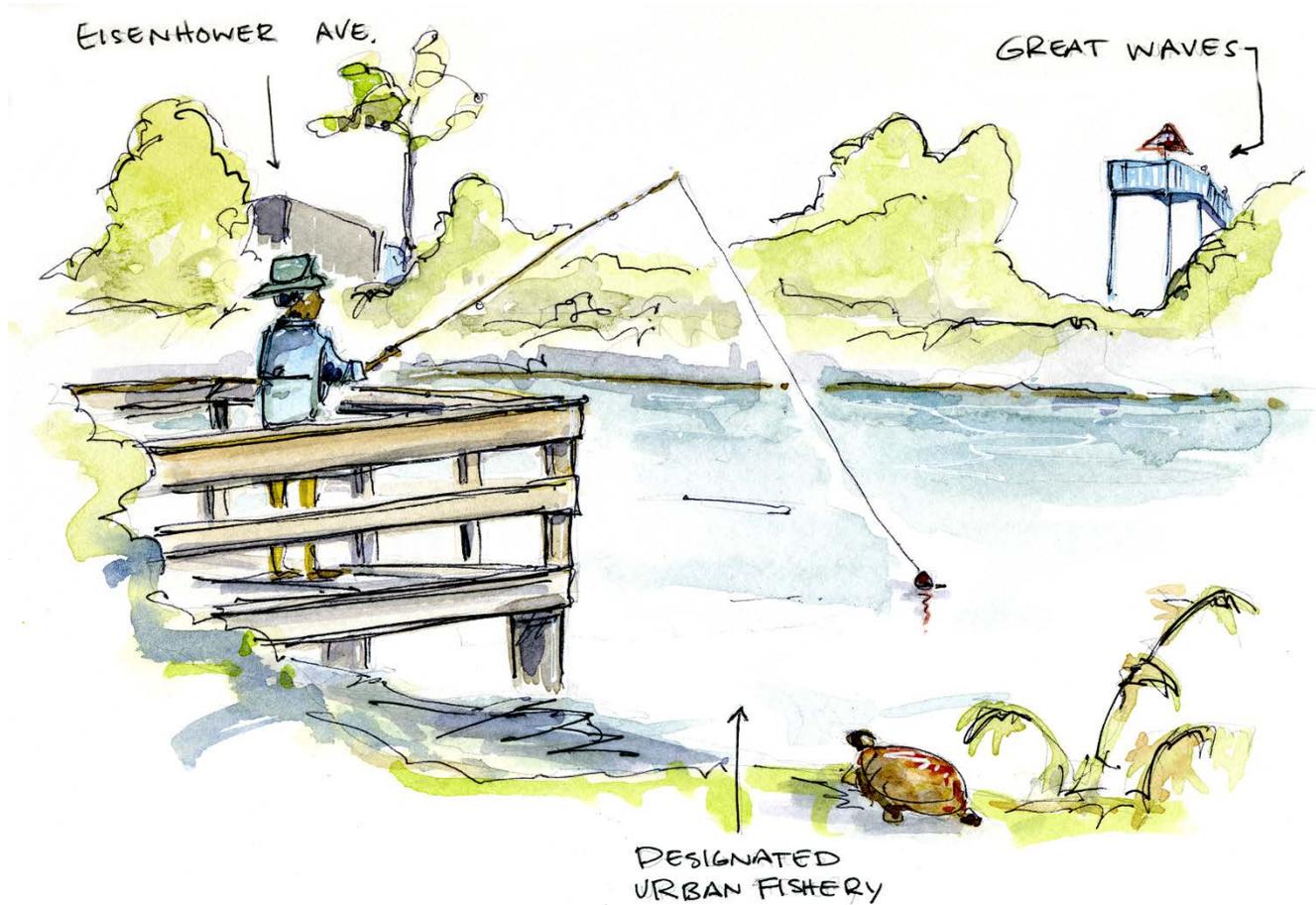
# Understanding Cameron Run Parks



# Understanding Cameron Run Parks



# Understanding Cameron Run Parks



# Understanding Cameron Run



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# Understanding Cameron Run



# Understanding Cameron Run

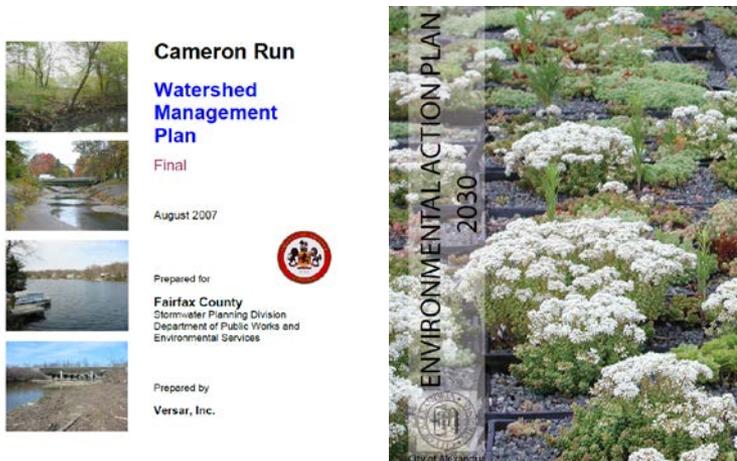
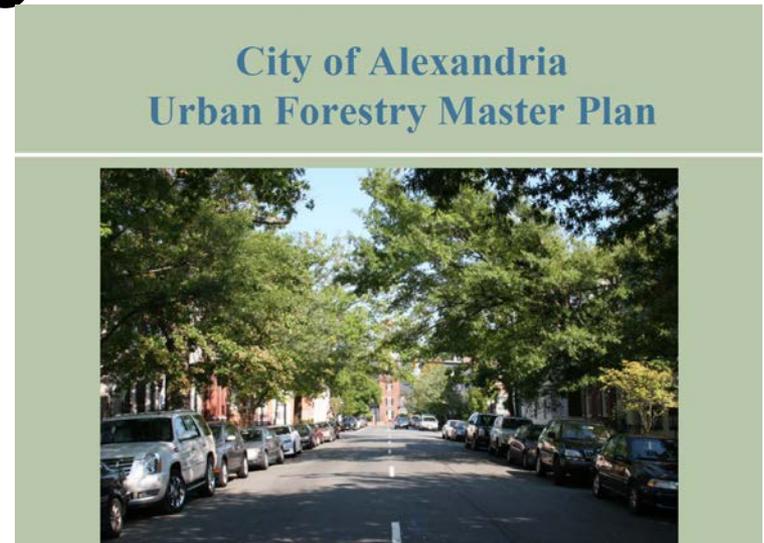
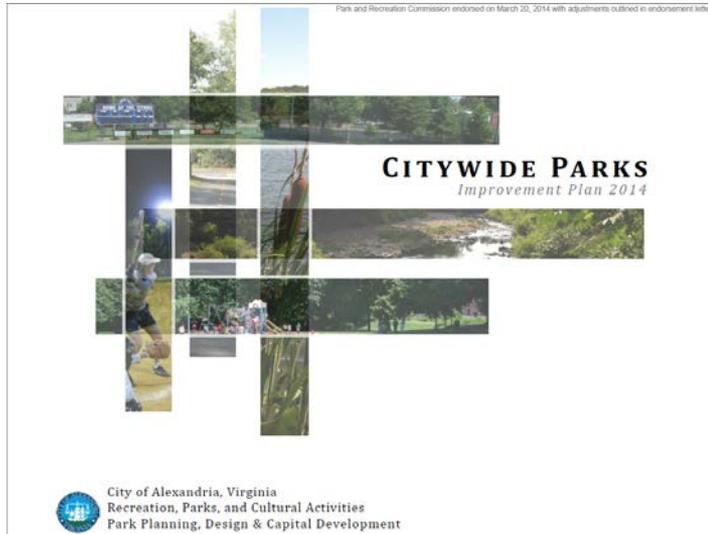


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# Understanding the Background



# Approach: Background

## The Plan

### KEYED LEGEND

1. UPGRADE FIELDS WITH STANDARD DIMENSIONS OF NATIONAL FEDERATION OF STATE HIGH SCHOOL ASSOCIATIONS OR OTHER GOVERNING BODY FOR ADULT SPORTS
2. REPLACE, UPGRADE, AND REORGANIZE SPORT LIGHTING TO ACCOMMODATE NEW FIELDS
3. CONVERT SOCCER FIELD TO ARTIFICIAL TURF AND REPLACE SLOPE WITH RETAINING WALL & ACCESS RAMPS
4. EXPAND AND INCREASE CAPACITY OF PARKING LOT
5. FORMALIZE DRIVEWAY WITH TURNAROUND AND ACCESSIBLE PARKING
6. RELOCATE RESTROOMS CENTRAL TO ENTRY AREAS
7. PROVIDE ACCESSIBLE RAMP TO CONNECT UPPER AND LOWER AREAS
8. PROVIDE NEW SHELTER, PLAY FEATURES, MULTI-USE COURTS, AND ADULT FITNESS EQUIPMENT
9. PLANT NEW TREES TO REPLACE TREES REMOVED IN FIELD REORIENTATIONS AND EXPANSIONS
10. PROVIDE NEW PARKING LOT
11. EXTEND DRIVEWAY TO ALLOW ONE-WAY TRAFFIC EXIT AND ADDITIONAL WEEKEND PARALLEL PARKING
12. PROVIDE SAFETY IMPROVEMENTS AT PARK ENTRANCE
13. RELOCATE EQUIPMENT STORAGE AND MAINTENANCE AREA
14. PROVIDE ACCESSIBLE WALKWAY TO PAVILION AND ACCESSIBLE VIEWING AREAS AT STAIRS
- A. ALTERNATE PLAN: BUILD INDOOR ATHLETIC FIELD HOUSE AT FIELD #2



### GRAPHIC KEY



# Public Engagement and Park Planning Process

Michael Baker's Public Engagement approach

- provides multiple opportunities for all audiences to provide input,
- shows the various audiences how the input has been incorporated,
- and presents coordinated information regarding the study findings.

# Key Milestones

- **Task One** – Planning Process Development
- **Task Two** – Planning Process Implementation – Public Engagement, Data Gathering, Alternatives Development
- **Task Three** – Conceptual Plan / Spectrum of alternatives with Recommendations to RPCA.



# Stakeholders

## City Agencies:

- Recreation, Parks and Cultural Activities
- Transportation and Environmental Services
- Planning & Zoning
- Alexandria Animal Welfare League
- Alexandria Police

## Community & Citizen Groups, Commissions, etc.

- Park & Recreation Commission
- NOVA Parks Board members
- Cameron Park Home Owners' Association
- Youth Sports Advisory
- Bicycle & Pedestrian Committee
- Alexandria Tree Stewards
- Holmes Run Community Association & Park Friends
- Wakefield Tareyton Civic Association
- Cameron Station HOA
- NOVA Parks Friends/User List
- Eisenhower East & West Advisory Groups
- Eisenhower Ave. HOAs & Business Parks
- Environmental Policy Commission
- General Public
- City of Alexandria Adult Sports Participants
- Beautification Commission
- Parking & Traffic Board
- Special Event Permit Applicants (foot races)

# Public Meetings/Workshops

- Public Meeting 1

The first public workshop will be held to inform and solicit feedback from the public on the issues surrounding the plan.

The workshop will include a Post-It Note visioning exercise, the “Bucket” exercise to familiarize participants with cost and scale of proposed amenities – fostering understanding as to whether items “fit” in the park, and perhaps an interactive park design charrette using aerial maps and markers.

# Public Meetings/Workshops

- Public Meeting 2

The second public workshop will present the alternatives that are proposed to be carried forward into the Draft Plan.

The workshop will include small group breakouts to review concepts and a handheld polling exercise that allows participants to prioritize improvements and designs.

# Draft Plan Public Hearing

The Parks and Recreation Commission public hearing will be held after the Draft Plan has been published and circulated for review. The purpose of this meeting is to obtain public input on the Plan.

# Virtual Open House

One virtual open house will be held to supplement the physical open houses. The open house will be accessed on the City's website. The virtual open house allows a convenient way for stakeholders to participate, receive information, and comment on the study, including using mobile applications. The same information presented in the physical open houses will be presented in the virtual open house

# Public Engagement Tools

## Needs Assessment

- Needs assessment surveys have been recently completed for the Cameron Run Parks as a part of previous planning efforts.
- These surveys will be used as a basis to frame questions and obtain further information from stakeholders and community members.
- Needs assessment data will be layered with physical, environmental and social data to communicate a clear picture of opportunities to all concerned parties.

# Website Updates



Tablet



Keypad  
Polling



Microsoft  
Data  
Management  
System



Personal Computer

# Sponsored Meetings

Michael Baker will coordinate with stakeholder groups to present and obtain feedback at a minimum of 3 regularly scheduled or special meetings hosted by the stakeholders themselves



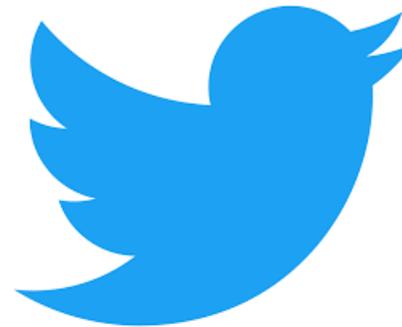
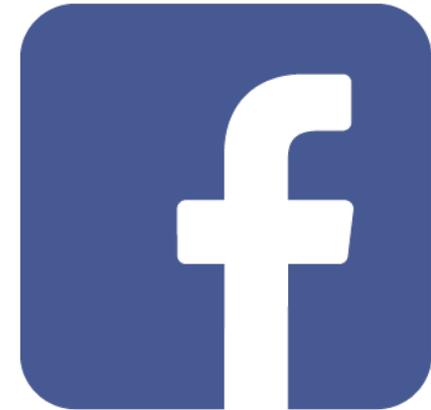
# Social and Traditional Media



A screenshot of the Twitter profile for AlexandriaVAGov. The profile picture is the official seal of the City of Alexandria, Virginia, which features a ship on the scales of justice. The header image shows a large brick building with an American flag and a smaller flag. The profile statistics are as follows:

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
6,300	457	35.5K	1	1

The bio reads "AlexandriaVAGov" with a verified account icon and the handle "@AlexandriaVAGov". A tweet from the account is partially visible, dated Dec 7.



# Harnessing Social Media

Northern Virginia Regional Bikeway and Trail Network Study

Progress 

Join Us! Help us finalize a regional network of bicycle and trail routes.

**WELCOME**

The Northern Virginia Regional Bikeway and Trail Network Study. The Virginia Department of Transportation is updating its regional network of bicycle routes and trails to measure the progress made since 2004 in building the network. Your participation in this survey is important and will help us to plan our transportation system.

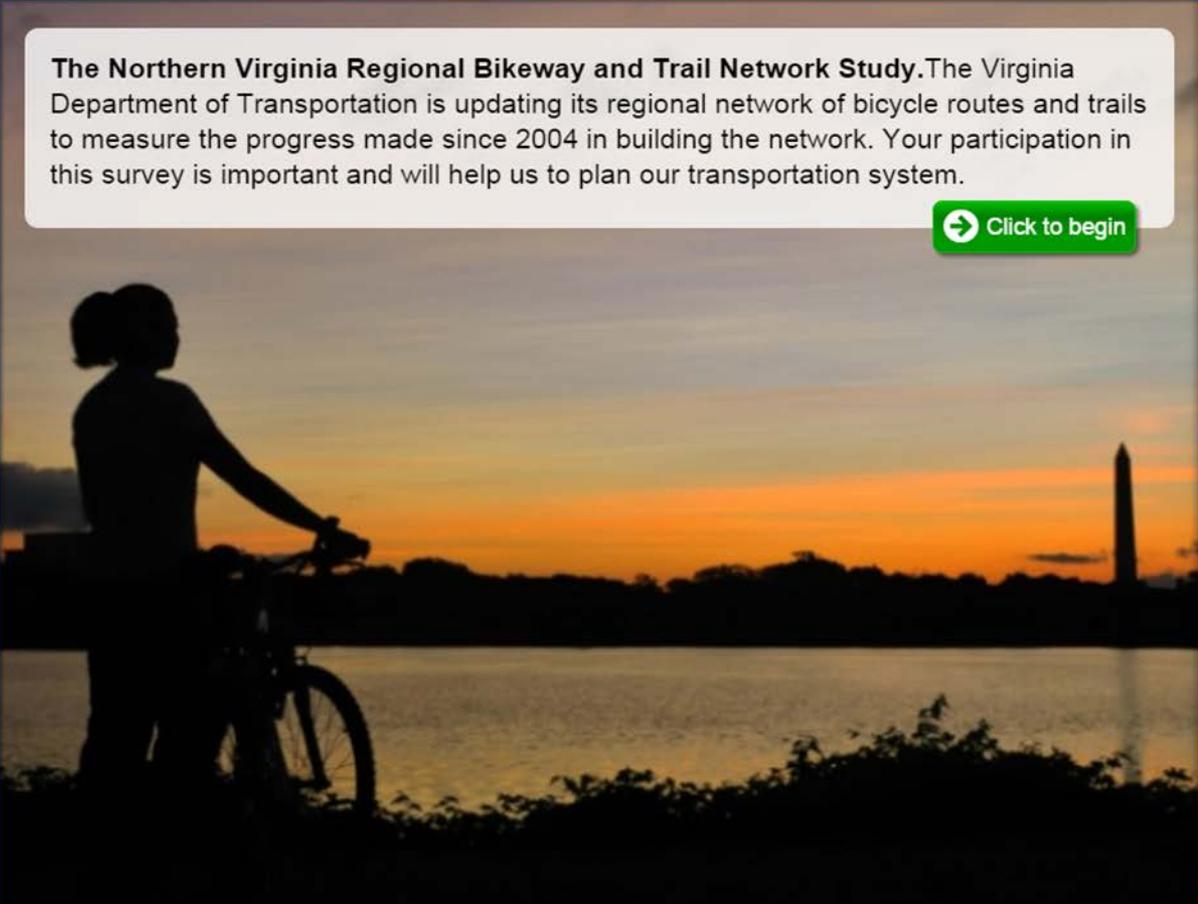
[Click to begin](#)

**2 REGIONAL NETWORK**

**3 LEVEL OF COMFORT**

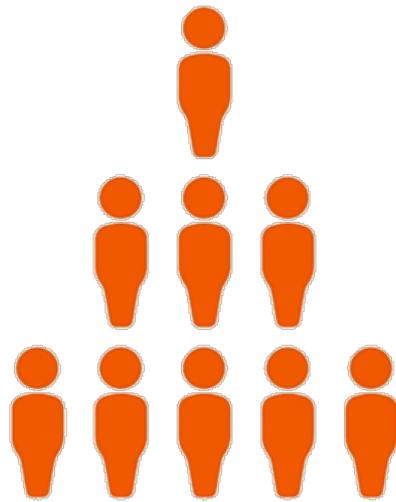
**4 MAP YOUR COMFORT**

**5 ABOUT YOU**

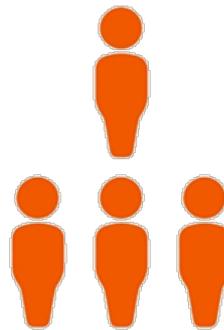


# Harnessing Social Media

3,200 PEOPLE VIEWED THE SURVEY



**viewed  
survey**



**40%  
completed  
survey**

 = 320 people

# Innovative Public Engagement



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# Park Walks and Bike Rides



# Attendance at Special Events



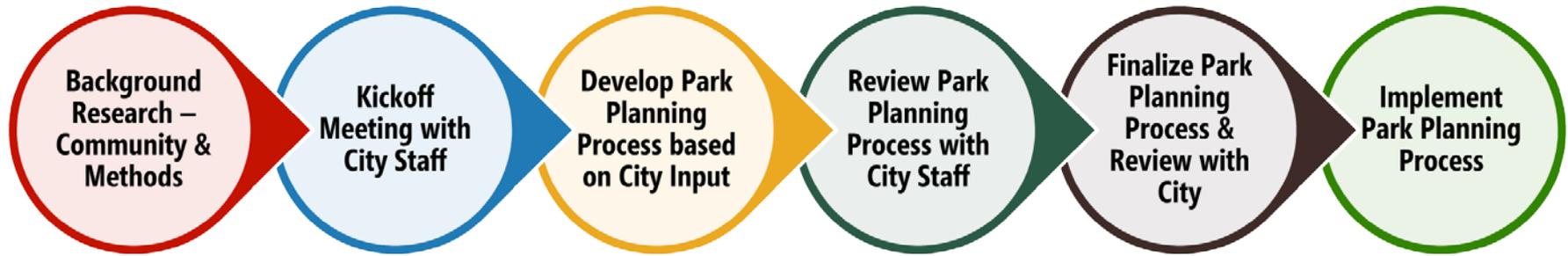
# Approach

TASK

1

## Development of Public Park Planning Process Framework

APPROACH



# Approach

TASK  
2

## Implement Planning Process Framework / Public Engagement

APPROACH



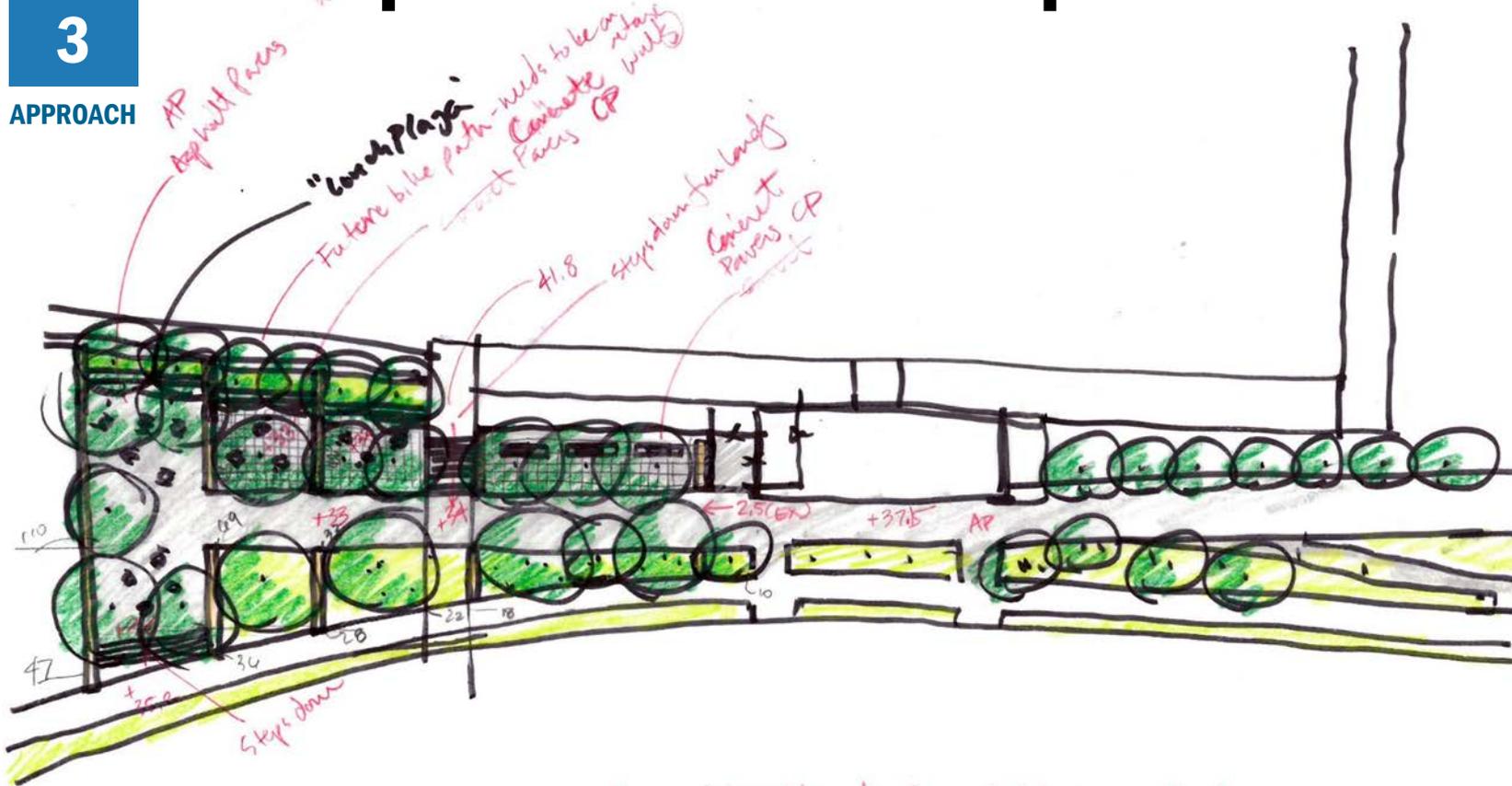
# Approach

TASK

3

APPROACH

## Conceptual Plan Development



Fill PLAZA so larger spaces + ADA Accessible + Visually Connected to rest of Park

# Discussion

