

Martinsburg-Berkeley County Parks and Recreation Master Plan

2032: GROWING NEEDS
FOR A GROWING COMMUNITY

DECEMBER 2022



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Welcome

Letter from Bob Williams



Dear Friends,

Our community has a great legacy of providing a variety of quality recreational services and parks. There have been many leaders and supporters that have made us a vital part in the lifeblood of our community. We will always be indebted to those who have built a strong foundation so that we can enjoy a quality of life that supports all of us physically, mentally, and socially.

Our community is growing like never before. At the last census, Berkeley County grew 17% in the number of people living here, the highest of any county in West Virginia. Our schools are anticipating over 4,000 more students over the next 10 years, which would make it one of the largest in the state. There are hundreds of new houses being built. The trend for this area shows no sign of slowing down.

The MBCPR Board, comprised of members appointed by the City of Martinsburg, Berkeley County Council, and the Berkeley County Board of Education, has made an intentional effort to be ready and be responsive to this growth. We want to make sure that the great opportunities that serve us currently grow sufficiently to meet the needs and demands of our new neighbors.

This Master Plan takes us in that direction.

Leaders from our community have come together to hear about these challenges, discuss what opportunities exist now and, in the future, and sit down with our facilitator to create a plan that looks at what actions can be taken over the next ten years to address the demands that we can only envision at this time. We are grateful for their participation and input in the preparation of this plan. This diverse group has made this plan stronger.

I hope that you find the information included in this plan helpful, and the ideas for our future exciting. We will be coming back to you regularly to share what we have been able to accomplish, as well as our challenges, as we seek to provide quality recreational and park opportunities to all of us.

Our team appreciates your support as we plan for the future. We seek to continue to build upon the great foundation and continue the legacy for our great and growing community.

With much respect,

Bob Williams, CPRP
Executive Director

Acknowledgements

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Introduction

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Introduction

The Martinsburg-Berkeley County Parks and Recreation (MBCPR) Master Plan examines park and recreation needs in the context of Berkeley County's continuing population growth and the offering of public park facilities located throughout the county and the diversity of recreational program offerings for residents of all ages and abilities. The plan articulates an ambitious yet attainable vision for parks and recreation in the future and outlines a series of goals, objectives, and strategies as a road map to shape the MBCPR over the next 10 years.

In December 2021, the MBCPR Board adopted its inaugural Strategic Business Plan. The plan provides a framework for the Board's existing and future park facilities and recreational programmatic needs. The Strategic

Business Plan was the first phase of the Master Planning process which led to a foundation for the development of this Parks & Recreation Master Plan. While the business plan establishes policies and strategies to strengthen the function and financial systems within the MBCPR's organization, the master plan will address the specific needs of the community in terms of parks and recreational programming.

The Master Plan provides a clear understanding of MBCPR's needs based on stakeholder input and provides a foundation for developing the organization's priorities for the future. Implementing the Master Plan will be highly dependent upon the successful execution of the Strategic Business Plan.

Together, the Strategic Business Plan and Parks & Recreation Master Plan identify near-term priorities that include strategies that strengthen the organization's financial position to increase its staffing capacity and ensure its existing programs and facilities are delivered and maintained in a high-quality manner. Long-term priorities may seek to increase the organization's financial means to expand its program offerings and build new and improved facilities to service a growing and diverse population.

Figure 1 illustrates the relationship between the Strategic Business Plan and this Master Plan.

Figure 1. Plan Relationships



Strategic Business Plan

- Mission, Vision and Core Values
- SWOT Analysis
- Goals, Objectives, and Actions
 - ☐ Customers
 - ☐ Financials
 - ☐ Operations
 - ☐ Workforce
- Budget Forecasts



Master Plan

- Programs and Facilities Inventory
- Service Area and Demographics
- Needs Identifications and Capacity Analysis
- Environmental Constraints
- Concept and Alternatives
- Priority Improvements and Capital Budgeting
- Goals, Objectives, and Actions



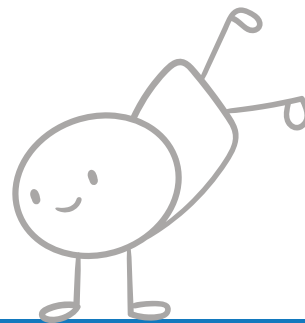
Overview

The MBCPR Board was established in April 1970 as a chartered governmental organization. It is unique in the State of West Virginia in that it is the only such agency comprised of three foundation agencies:

1. City of Martinsburg
2. Berkeley County Council
3. Berkeley County Board of Education

This structure provides opportunities to leverage assets among the three governmental units and provide a holistic approach for providing recreational services to the community. The governing board is comprised of nine members, three each appointed by the city, the county, and the Board of Education. These individuals are volunteers who set the policy for recreation and park services in Berkeley County.

Parks & Recreation receives an annual allocation from each of the three governing bodies for the operation of recreation programs and parks and facilities maintenance. Parks & Recreation also receives a portion of City and County Hotel/Motel tax (paid by occupants of the motels and hotels in the city and county). Parks & Recreation continues to self-generate approximately 55-60 percent of its annual operating budget through programs, leagues, facilities, special events, and private and corporate sponsorships.



INSIDE VIEW

The Martinsburg-Berkeley County Parks & Recreation Board now has seventeen full-time staff members and a part-time and seasonal staff of over 200.

Approximately **30,000** children and adults participate each year in over 25 different instructional programs, summer camps, and leagues sponsored by Parks & Recreation.



M-BCP&R Mission, Vision, and Guiding Principles

MBCPR's Mission and Vision serve as the foundation for this Parks and Recreation Master Plan and builds off the work completed in the MBCPR Strategic Business Plan. The Strategic Business Plan was adopted by the MBCPR Board on December 21, 2021, and it focuses on strengthening the organizational and operational components of the Board while the Master Plan provides for a collective vision and blueprint for the Board to understand and meet the current and future recreational needs of the community.

The MBCPR's Mission and Vision were carefully and purposely developed by the Strategic Business Plan Committee to provide a clear path forward for the organization. Facilitated discussions with the Committee were conducted to achieve a more succinctly and concisely worded Mission statement and a new Vision statement for the Board was created to provide a clear path forward for the organization.

A MISSION STATEMENT...

statement communicates the defining purpose of MBCPR as stated in the organization's By-Laws. It answers the questions:

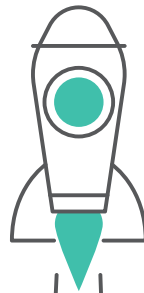
- "What do we do?"
- "How do we do it?"
- "Whom do we do it for?"
- "What value do we provide?"

A VISION...

articulates the aspirations for MBCPR and provides a clear picture of future success. It answers the questions:

- "What are the aspirations for MBCPR?"
- "What role will MBCPR play in the local and regional economy and how will the organization function in the future?"

A vision is a clear, compelling, and shared picture of the future an organization seeks to create. It clarifies the purpose and direction of the organization and tests the assumptions made in the mission statement development process.



MBCPR MISSION

To provide a sustaining park system that enriches the quality of people's lives through participation in recreation, open spaces, and natural resources.



MBCPR VISION

To be a leader in enhancing and preserving our high quality and accessible parks, modern recreation and wellness facilities, and healthy programs and services for everyone.

Guiding Principles

The MBCPR has adopted guiding principles to advise the organization's decision-making. Modeled after the National Recreation and Parks Association's (NRPA) **"THREE PILLARS"**, MBCPR's guiding principles are as follows:

Equity at the Center

MBCPR strives for a future where everyone has fair and just access to quality parks and recreation.



Conservation

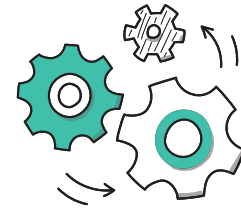
MBCPR provides park and recreation facilities and spaces to help create a more resilient and climate-ready Berkeley County.



Health and Wellness

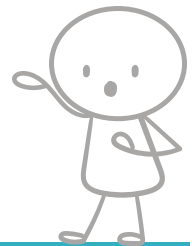
MBCPR advances community health and well-being through parks and recreation.





Public Process and Engagement

The Parks and Recreation Master Plan process ensures that the plan is representative of the needs of Berkeley County through a comprehensive approach to public engagement. Vital services like parks and recreational programs create a quality of life for residents that must be built on a foundation of meeting public needs now and in the future. To guarantee that plan recommendations incorporate the voice of Berkeley County residents, business owners and tourists, a multi-pronged public engagement approach was incorporated. Much of this work began with the Strategic Business Plan and was carried into the planning process for the Parks and Recreation Plan. Input strategies included gathering information and data from citizens, County staff, and stakeholders allowing for measurable feedback, which ensures that the Plan embodies the desires and meets the needs of residents, elected leaders, and County staff. These strategies included feedback and direction from steering committee members, a community survey, a parks and recreational forum held during the Strategic Business Plan, three (3) design workshops for priority park facilities located within the city and county, and a public presentation of the plan.



FALL 2021

In addition to the steering committee's participation, MBCPR administered a public survey during the Fall of 2021. The 25 question survey gathered resident input into the needs, challenges and future use of parks and recreational programming in the county. The survey was offered both online and in hardcopy format. Nearly 1,700 people responded to the survey providing much needed direction for

the plan. The survey identified that the immediate needs for the community included playgrounds, trails, and a diversity of program offerings. Future needs identified were numerous and included an aquatics center, biking and walking trails, nature and education center. Appendix A includes a tabulated summary of the survey results along with the written responses.

FALL 2021

A Parks and Recreation Forum during development of the Strategic Business Plan was held at the Poor House Farm. There were 15 people who attended the forum along with MBI staff. The forum focused on analyzing strengths, weaknesses, opportunities, and challenges for the organization. Goals for this Plan were also established at this forum.



October 2021, Parks and Recreation Forum

SPRING – FALL 2022

The Master Plan Steering Committee composed of 14 stakeholders representing both public and private interests throughout the county was formed to help inform the planning process and guide decision making (See Acknowledgements). The committee met with MBCPR staff and the consultant team multiple

times throughout the Spring, Summer, and Fall of 2022 to provide strategic inputs and direction to the master planning process. The committee members' collective inputs proved invaluable to the master planning process and helped shape this master plan document.

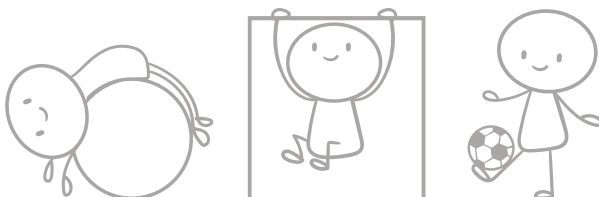
JUNE 2022

A two-day park facility design workshop was held with stakeholders to create vision plans for two parks within the MBCPR system, as well as for the county-owned North Berkeley Recreation Area (formerly known as Sportsman's Paradise). An in depth assessment of MBCPR's 20 park facilities was conducted with the Steering Committee, which then prioritized and ultimately selected two facilities to undergo a master plan design process: Poor House Farm Park and the newly proposed Lake Thomas Park located within the City of Martinsburg. These park facilities were selected by the committee through a 3-step process that included the following:

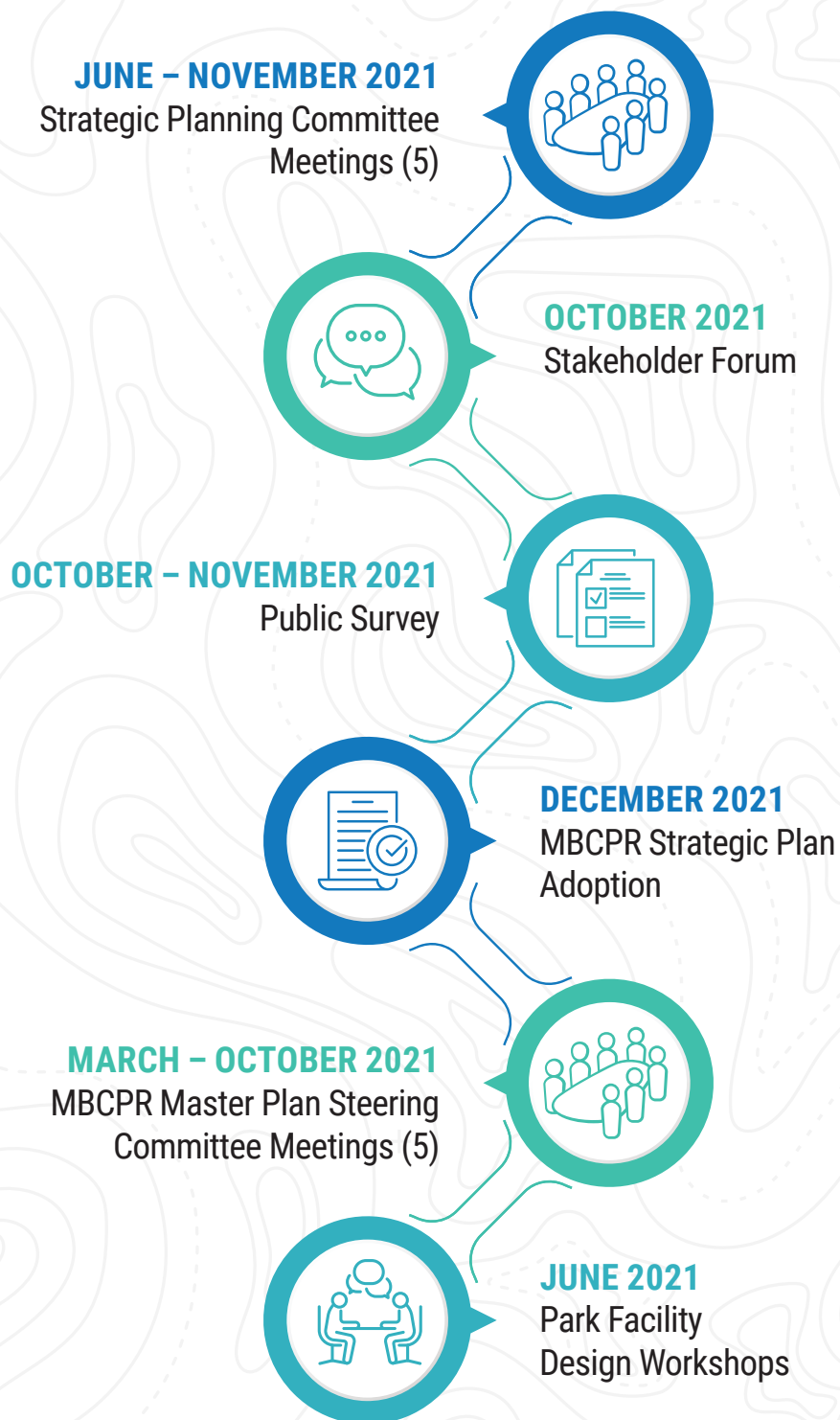
- The first step identified the existing conditions of each park, its amenities, and any deficiencies. The second step asked committee members to rank each park from 1-10 (Poor – Excellent).
- Once all facilities were ranked, members voted on which facilities should receive the most support for development or redevelopment. Parks receiving the most support were placed into Tier 1 categories with the remaining placed in either Tier 2 (medium priority) or Tier 3 (least priority).
- Finally, participants were asked to select a maximum of two Tier 1 facilities. The top ranked facilities were Poor House Farm and Lake Thomas. Conceptual design master plans for Poor House Farm Park and Lake Thomas are included in Chapter 4.



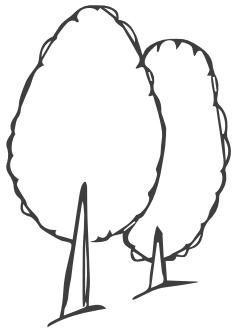
Park Facility Design Workshop, June 2022



STRATEGIC PLANNING AND MASTER PLANNING PROCESSES TIMELINE







Value of Parks and Recreation

An investment in parks and recreation is an investment in many of a society's priorities. Parks and recreational programs impact communities in a multitude of ways and are necessary pieces of a community's ecosystem. They are part of a quality of life for residents, families, and visitors to enjoy and provide both mental, physical, and social well-being. To help create a sustainable parks and recreation service and a solid organization on which to provide those services, it is important to understand the many ways that parks, open space, and activities bring value to Berkeley County. Although there are many great examples of the benefits of parks and open space for communities, the American Planning Association created an in-depth look at the multifaceted impact of parks and how they are used by towns and cities across the nation to benefit people and to improve not only the environment but also the fiscal sustainability of local governments. The following summarizes the 11 Key areas from that report.¹ Understanding the true value of parks and recreational opportunities to a community will enable MBCPR's staff and Board to leverage support from a diverse group of agencies.

COMMUNITY REVITALIZATION

Parks can help stabilize neighborhoods and bring a sense of pride to areas that have been impacted by extractive industries or left as brownfields

.....



COMMUNITY ENGAGEMENT

Parks are a primary space for benefit of the public. They should represent the diversity of those who use them and offer a place that connect people.

.....

¹ American Planning Association, City Parks Forum Case Studies (December 1, 2002)

ECONOMIC DEVELOPMENT

Impacts of park and open space on the financial well-being of communities has been clearly shown through stabilizing property values, increasing investment in homes adjacent to parks and by creating areas attractive to new households

.....



SAFE NEIGHBORHOODS

A study by the Human-Environment Research Laboratory of the University of Illinois at Urbana-Champaign shows that homes near green spaces create neighborhoods with fewer violent and property crimes

.....

GREEN INFRASTRUCTURE

Green infrastructure is defined as an ecological system that can be both natural and man-made, that acts a living infrastructure. It can be used to decrease stormwater runoff and reduce heat-islands within urbanized areas. Parks and open space are a natural part of this valuable system

.....



CHILD DEVELOPMENT

Children need more than a classroom to learn. Parks, greenways, and recreational programs can motivate children to learn about nature, the environment and physical health

.....

PUBLIC HEALTH

Increased physical activity will reduce chronic diseases associated with obesity.

.....



TOURISM

Parks and recreational facilities provide sites for tournaments, special events and festivals that can draw in people from outside of the area. Heritage tourism may not traditionally be seen as part of the parks and recreation system but functions in a similar fashion by attracting visitors interested in learning more about an area's past.

.....



ARTS AND CULTURE

Parks have historically been a hub for cultural events and help to provide programs to a wide array of audiences

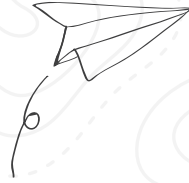
.....



CLIMATE CHANGE

Parks impact the effects of development on our people and our environment. Cooling air through shade trees and cleaning of the air from pollutants are just a few benefits of natural areas

.....



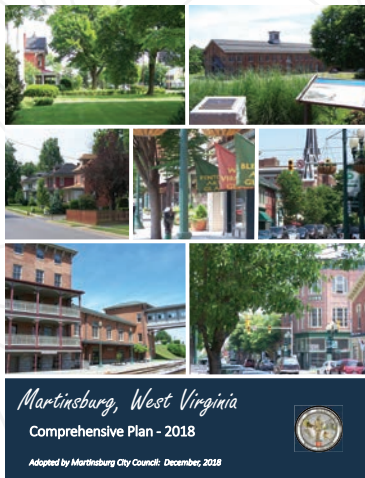
Planning Context

The Parks and Recreation Master Plan is one of many vision-forward planning efforts that have been recently created by area agencies. This Plan is one important piece of a holistic approach to improve the lives and livelihood of people who call Berkeley County home. As such, the other planning documents that have been reviewed and incorporated into the focus of this plan include the following:



MBCPR Strategic Business Plan

In December 2021, the MBCPR Board of Directors adopted its inaugural Strategic Business Plan to clearly define the organization's priority goals and financial growth strategy over the next five years (2022 – 2027). The Strategic Business Plan serves as a critical information management and communications tool among and between the Board, City of Martinsburg, Berkeley County, Berkeley County Board of Education, and other stakeholders vested in the continued growth and success of the organization's parks and recreation facilities and services. The Strategic Business Plan serves as an overarching policy document to this Master Plan.



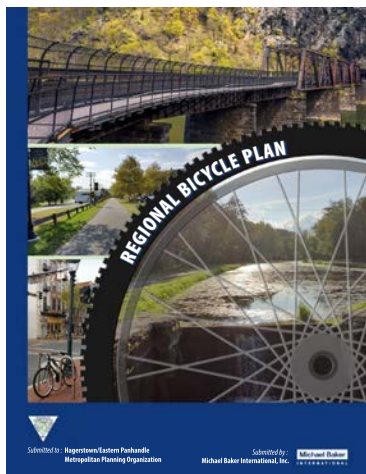
Martinsburg Comprehensive Plan

Completed in 2018, the City of Martinsburg Comprehensive Plan envisions a community that **"relies on its sense of community, location, cultural diversity, and history to build a strong regional economy and healthy city with a wealth of historic, architectural, and recreational resources worthy of a first-class municipality"**. The plan sets forth 6 goals to address issues within the categories of demographics, land use, housing, transportation, economic development, and community facilities. As a foundational partner within the M-BCPR Board, working to support collective goals and community benefits will be a natural outcome of this process.



Berkeley County Comprehensive Plan

The Berkeley County Comprehensive Plan was completed in June 2016. This plan outlines goals and recommendations for nine (9) areas within the community. **The areas of focus include Land Use, Natural Resources, Housing, Transportation, Infrastructure, Community Services and Facilities, Education, Parks and Recreation, and Economic Development.** The focus area for Parks, Recreation and Culture calls for an additional 700 acres of parkland to meet the needs of residents by 2026. Additional recommendations called for a dedicated funding source for parks and recreation and a list of 9 major facility upgrades or expansion of additional regional parks including the North Berkeley Recreation Area.



HEPMPO Regional Bicycle Plan

Hagerstown/Eastern Panhandle Metropolitan Planning Organization is the federally designated Metropolitan Planning Organization (MPO) for the Hagerstown, MD-WV-PA urbanized area. The MPO is responsible for development of the regional Long Range Transportation Plan (LRTP) and four-year Transportation Improvement Program (TIP) by allocating federal transportation funding through a comprehensive, collaborative and continuing transportation planning forum for public decision-makers. In 2016, HEMPO completed a Regional Bicycle Plan for three West Virginia counties (Morgan, Berkeley, and Jefferson) and Washington County Maryland. The plan recommends programs to enhance Safety and Wayfinding signage to promote biking as an alternative to automobiles. It also calls for additions of bicycle parking facilities and the need for more bike infrastructure. **Specifically, the plan calls for the following infrastructure improvements in Berkeley County:**

- Connect WV 9 Bike Path to Downtown Martinsburg*
- Improve bicycle facilities on Shepherdstown Road Between Martinsburg and Shepherdstown*
- Improve bicycle facilities on US 11 between Martinsburg and Inwood*
- Conduct further study on extending Novak Drive to Short Road and evaluate the potential for bicycle facilities along that route
- Improve eastbound bicycle connectivity and safety in Martinsburg (Bowers Street)
- Improve westbound bicycle connectivity and safety in Martinsburg (Wilson Street)
- Improve connection to Raleigh Street bicycle path and to other proposed facilities (Raleigh Street)
- Improve connectivity in east side of Downtown Martinsburg

*These projects were ranked within the top 10 of all projects within the four-county region.



Region 9 CEDS

The Comprehensive Economic Development Strategy (CEDS) was created by Region 9 – Eastern Panhandle Planning and Development Council and is a five-year economic plan to guide the growth of jobs, development and commerce in Morgan, Berkeley and Jefferson Counties. **Parks and recreational opportunities are an attractive quality for people and families when choosing where to live.** The ability for a community to attract talent and young entrepreneurs to an area depends heavily on the amenities offered by that community and access to parks, open space and recreational opportunities are key components. **Funding for trails and regional tourism assets and events are just one opportunity where Region 9 and MBCPR can partner for greater impact.**



WV State Outdoor Recreation Plan (SCORP)

This is a draft document covering the period of 2020 through 2025. The WV-SCORP is completed every 5 years by the West Virginia Development Office to determine the priorities for the Federal Land and Water Conservation Funding in West Virginia. With the passage of the Great American Outdoors Act in 2020, the \$900 million that is dedicated annually to the LWCF fund has been permanently earmarked to ensure that money will continue to flow to projects that meet the funding objectives of the program. WV -SCORP's theme for the next 5 years is "Recreation in Reach". SCORP's park and playground projects for capital repairs or replacement of facilities for physical or functional obsolescence are still prioritized. However, for the 2020-2025 period the community green infrastructure improvements noted below are considered a higher priority based upon resident surveys and some expressed description of sustainability benefits for state or local projects meeting present and future community needs. Parks and Recreational organizations throughout the State would benefit by incorporating these priorities within their own master plans.

- 1. Priority One.**

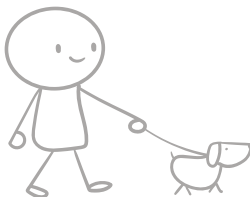
Acquire and/or develop local, basic park and playground facilities in rural, non-metro areas of the state.

- 2. Priority Two.**

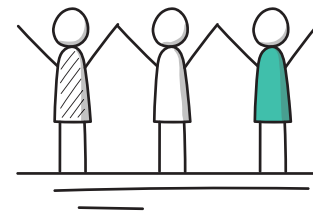
Provide funding assistance for the maintenance of, or addition to, local or state parks, forests, or wildlife management areas when such assistance is needed to restore or maintain services to support demands beyond the present.

- 3. Priority Three.**

Renovate or expand state or local parks with new projects or acquisitions to engage and promote active lifestyles, innovate community cores, or attract or retain visitors to an area.



Trends



LOCAL TRENDS – Community Profile

During the development of the Martinsburg-Berkeley County Parks and Recreation Strategic Plan, a detailed Community Profile was developed to show a baseline analysis of relevant demographic and socioeconomic data between 2010 and 2020. The following represents a summary of those findings that impact the future of parks and recreational needs over the next 10 years. The full Community Profile is included in **Appendix B**.

As illustrated in Figure 2, Martinsburg's population increased by 9.2 percent (1,550 residents) over the past 10 years while Berkeley County's population increased by over 17 percent (17,907 residents). Berkeley County's population is projected to grow to 136,015 by 2030 compared with an expected population decline for the State of West Virginia's (-3 percent or 59,278 fewer residents over the next 10 years).

Figure 2. Population Growth, 2010 – 2020

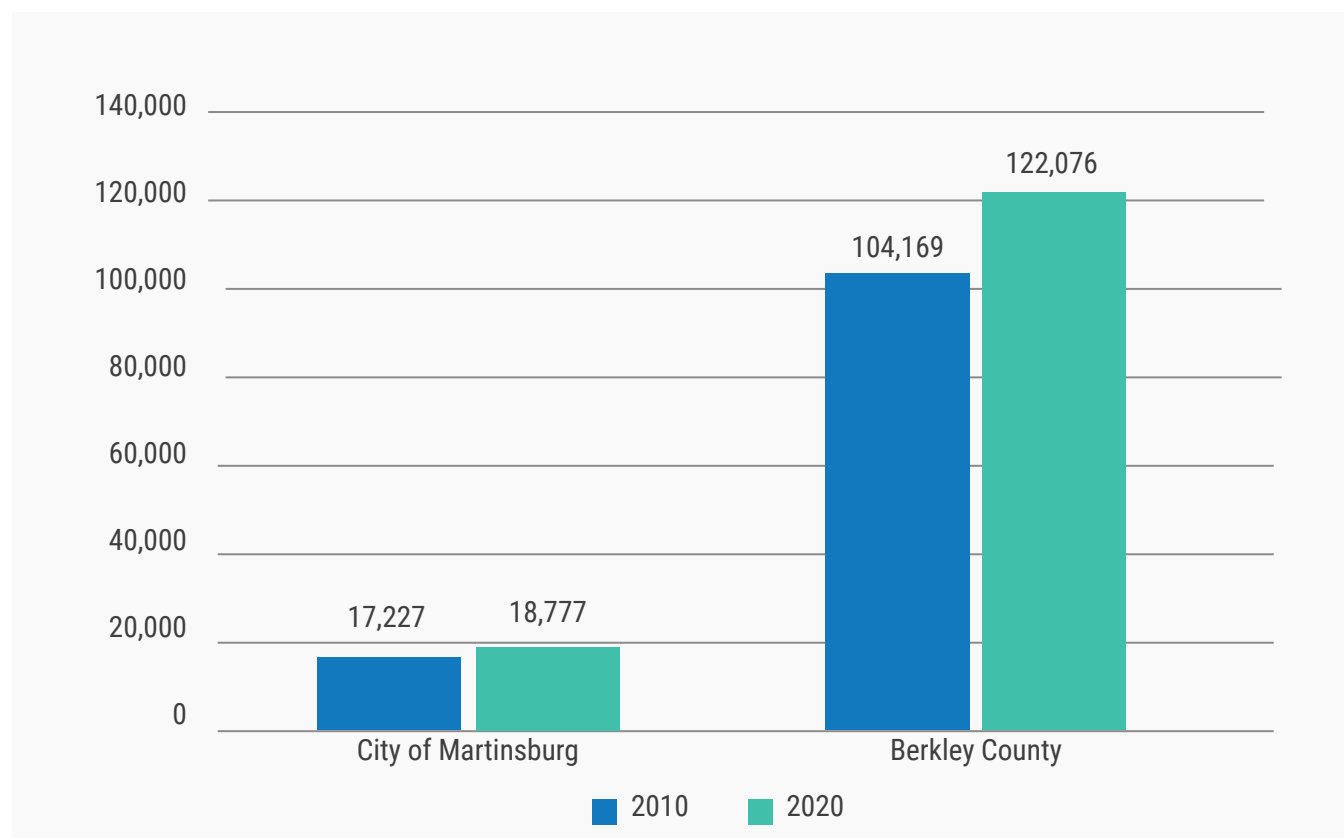


Figure 3 shows that the number of residents per park within the City of Martinsburg and the County are below what is recommended by the National Recreation and Parks Association (NRPA). Figure 4 reflects that the acres of parkland per 1,000 residents within the City of Martinsburg and the County are below what is recommended by NRPA. As noted later in this plan, MBCPR in collaboration with its partners are working diligently to bring new parks online in the near future. The addition of these new park facilities will provide additional recreation space and continue to meet the needs of the County’s growing population.

Figure 3. Residents per Park Facility

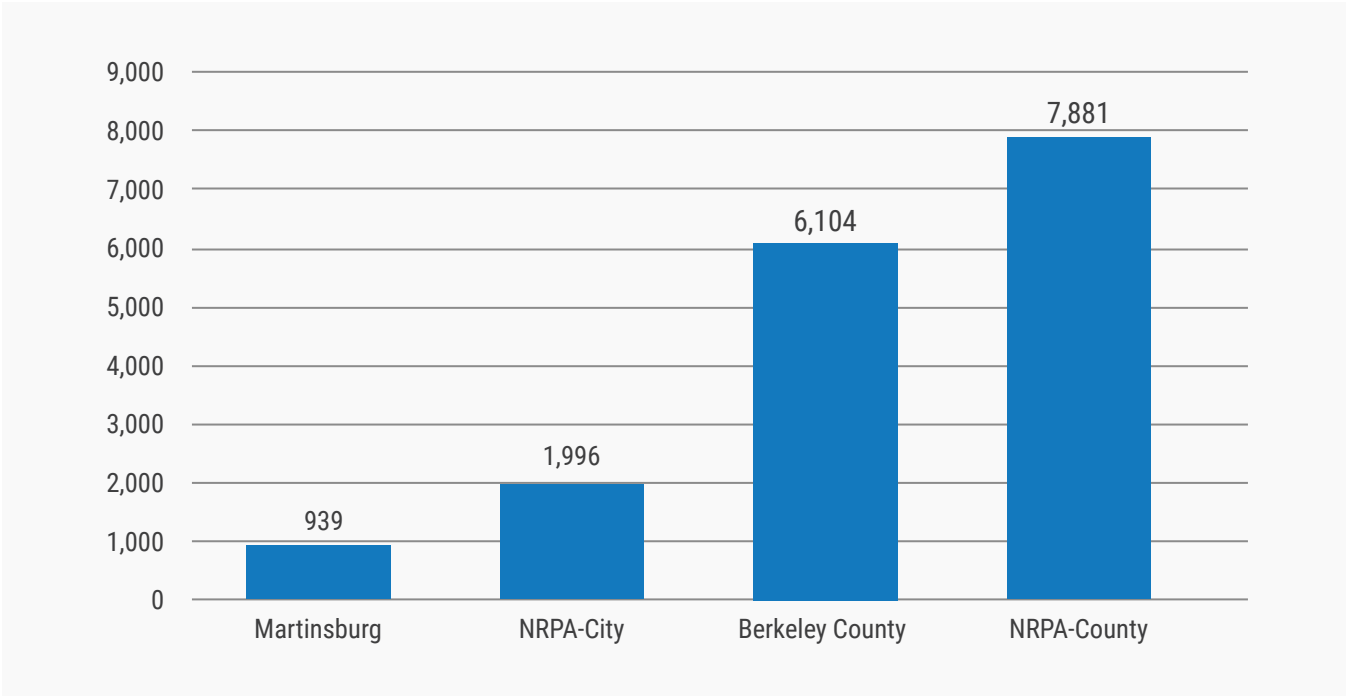


Figure 4. Acres of Parkland per 1,000 Residents

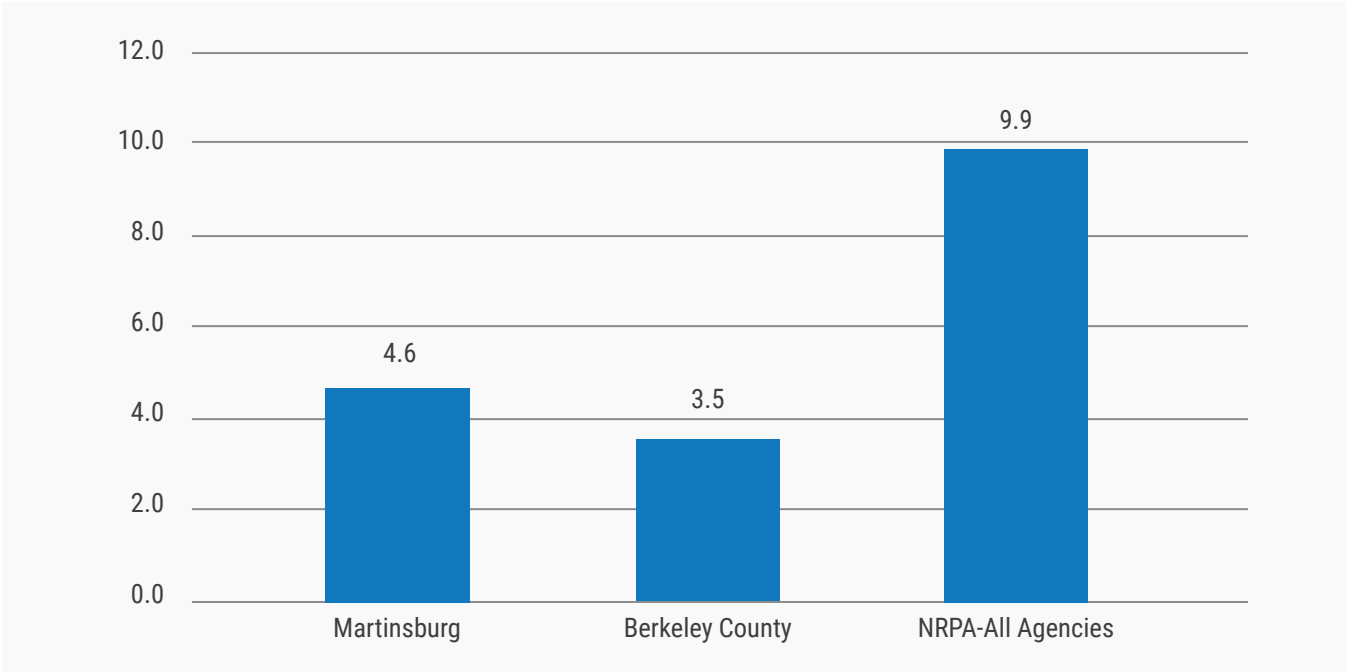
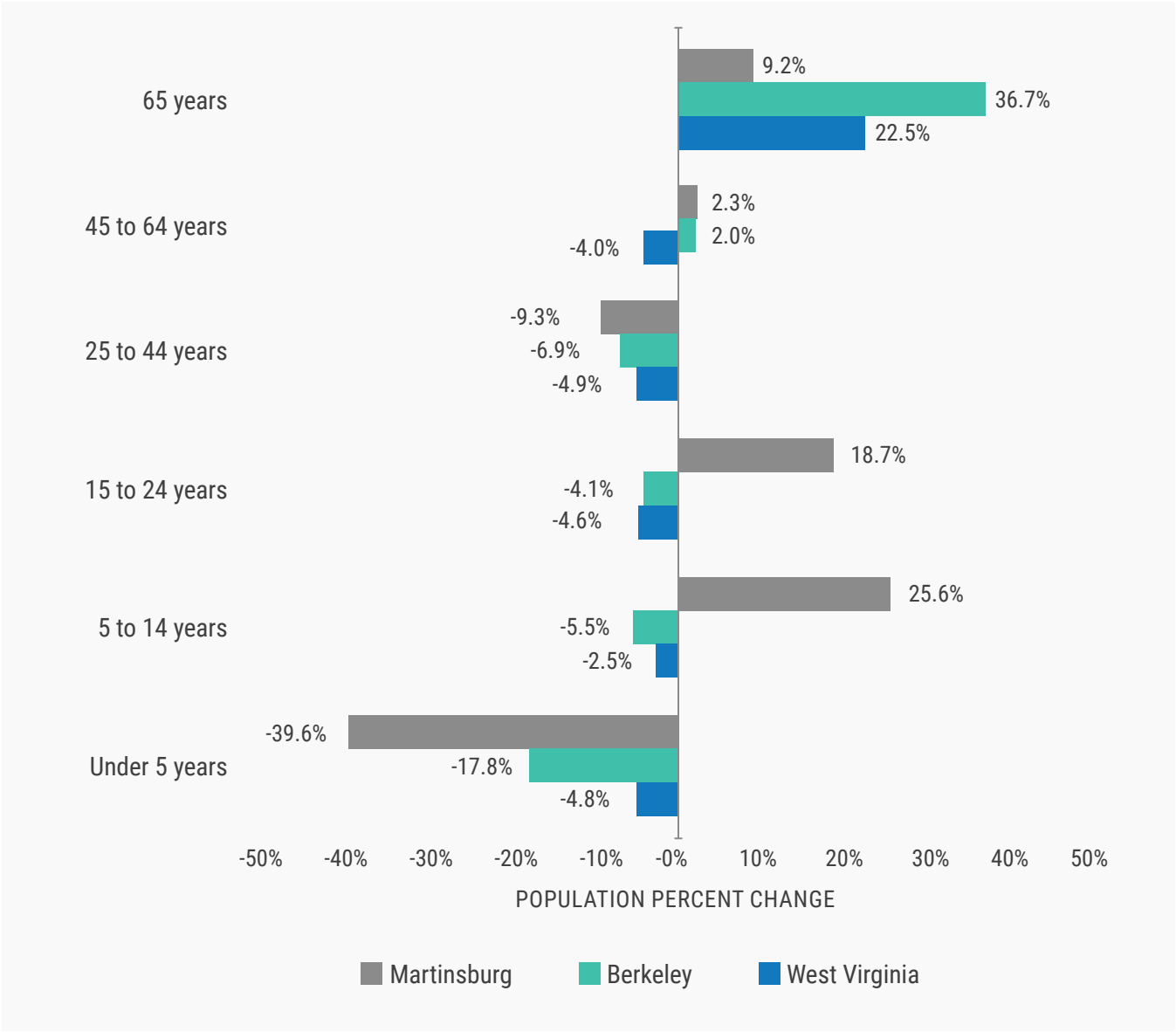


Figure 5 shows that overall, the population within the County is aging, with the County aging at a greater rate than the State and City. There has been a decrease in people within the age group of 25 to 44 years of age which is concerning, however the increase of young people within the 5 to 24 years old age group is encouraging as it is an indication that families with young children are moving to the area.

Figure 5. Percent Change of Age Cohorts, 2010 – 2020



As illustrated in Figures 6 and 7, over the past 10 years the County has seen an increase in diversity amongst the population with 26 percent of the African American population growing within Berkeley County. That is over 6 times more than what the state of West Virginia has experienced. The increase in the Hispanic population has risen over 70 percent over the past 10 years. This trend will influence the demand for parks and recreation programming for MBCPR. Ensuring that there is an open and transparent process to receive feedback and understand the needs of a diverse community will be very important to ensure the success of the organization in meeting one of its three Guiding Principles, Equity for All.

Figure 6. Percent Change of Population Diversity, 2010 – 2020

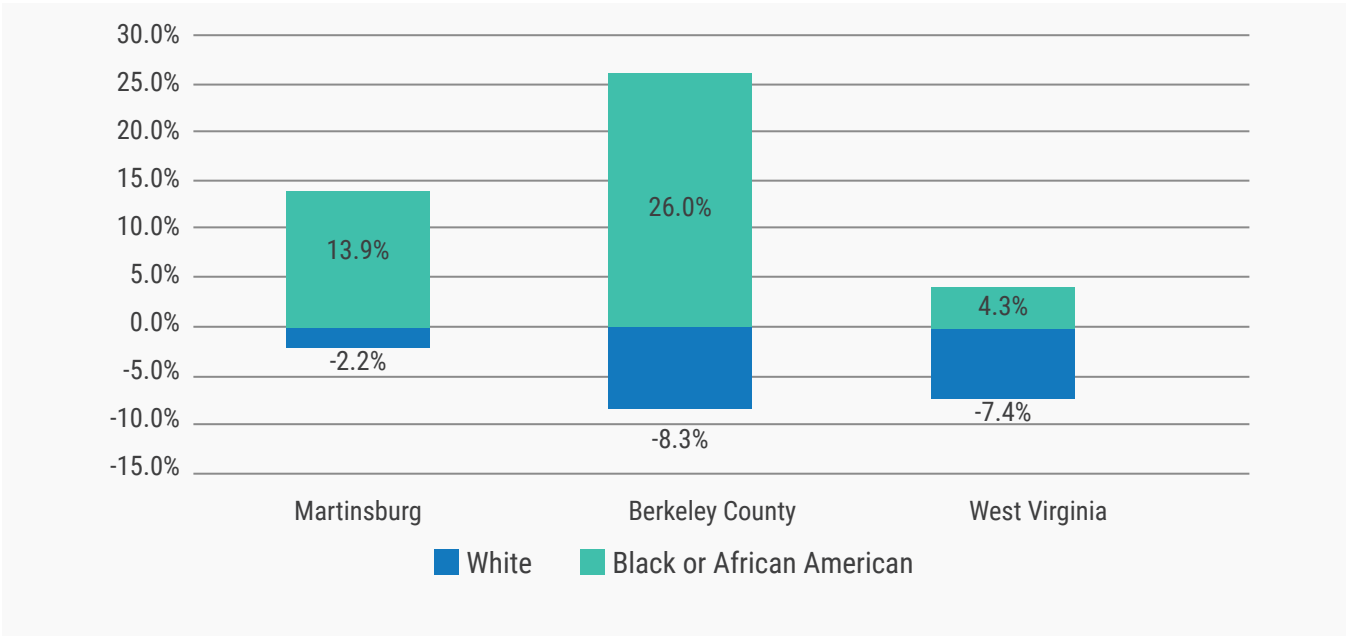
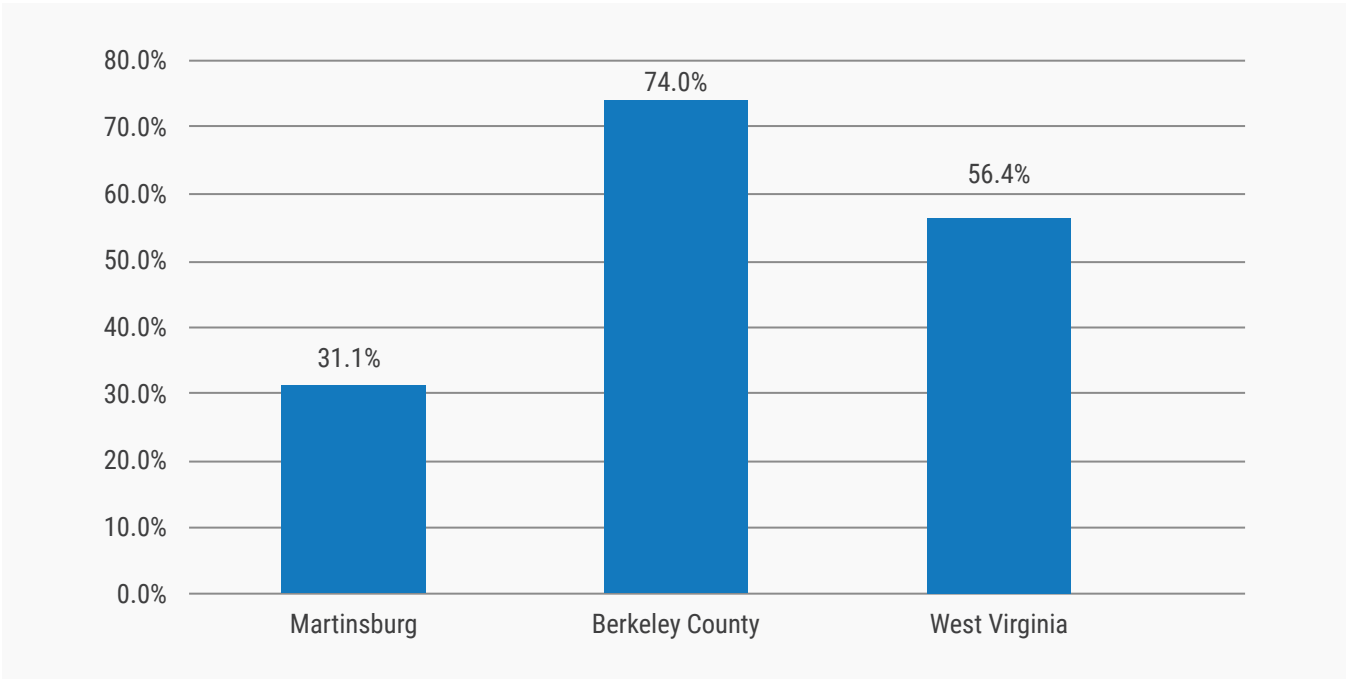


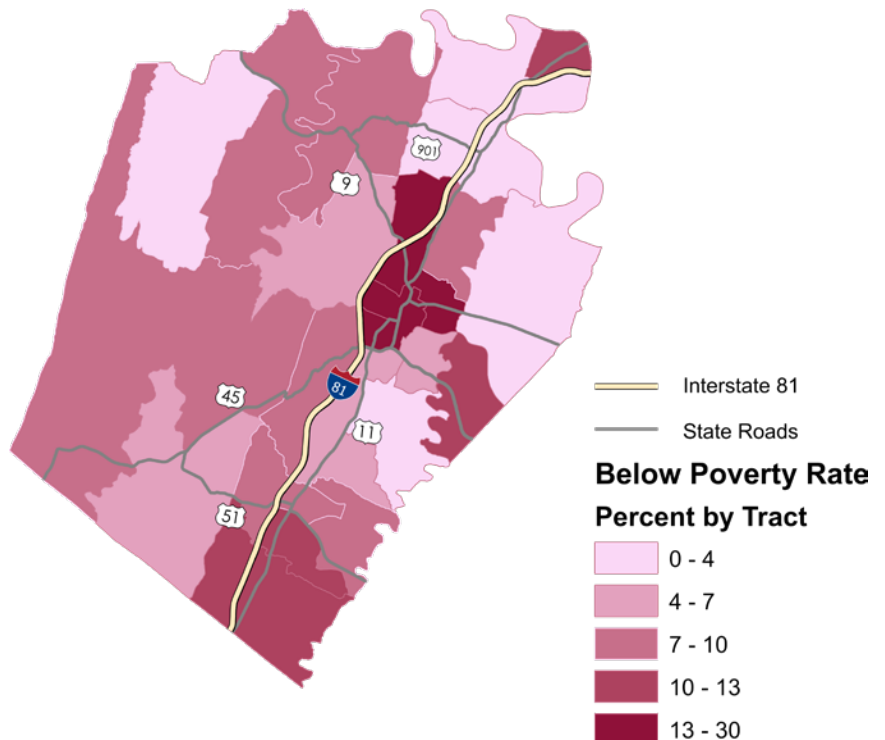
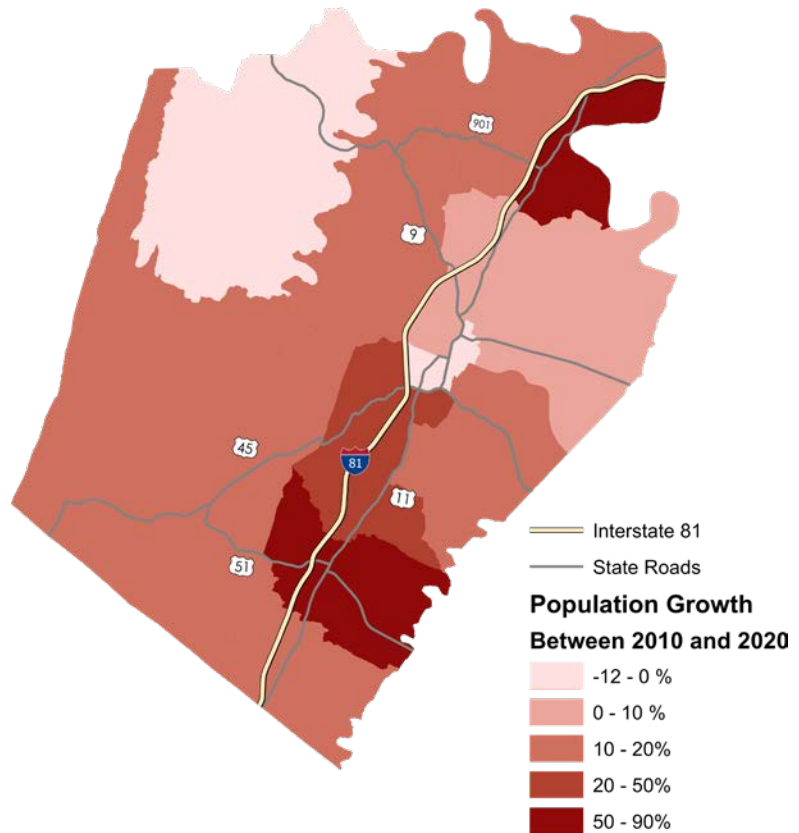
Figure 7. Hispanic/Latino Percent Change in Total Population, 2010 – 2020



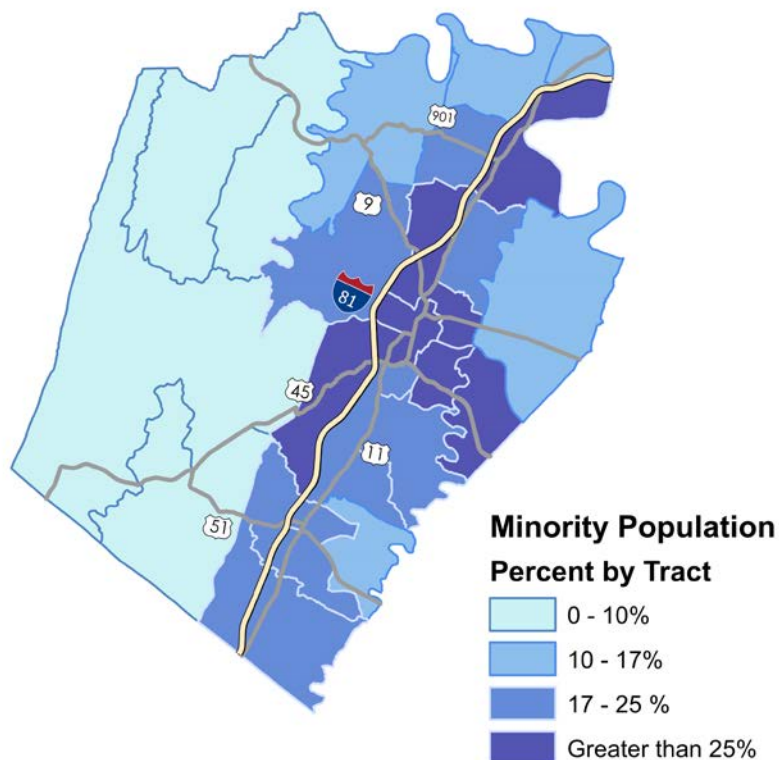
Spatial Patterns

Comparing demographics by Census block level shows several spatial patterns that should be taken into consideration when addressing park and recreational needs and when conducting future public outreach. The 2020 US Census shows that population increases since 2010 are most pronounced along the I-81 and Route 9 and 11 corridors within the communities of Martinsburg, Inwood and Spring Mills. Focusing on parks and recreational needs that support these growing communities over the next 5 to 10 years will help support new residents and families moving into the area.

People living in or near the poverty threshold have special considerations when it comes to provision of parks and recreation facilities and services. Paramount to ensuring a quality of life for all is providing low or no-cost option for families in need help and providing opportunities for children to have safe access to open space located close to where they live. The US 2020 Census identified that concentrations of families living in poverty are within the communities along the I-81 corridor.



The Community Profile (US 2020 Census) indicated that the minority population is rising in Berkeley County at a faster pace than the State average. Increases in the Black and Indigenous People of Color (BIPOC) population can be seen in the City of Martinsburg and along the I-81 corridor to the north and to the south. A demographic shift in race, ethnicity and cultural background is an opportunity for the MBCPR to focus outreach and engagement on a growing population. Challenges such as language and cultural norms need to be understood and barriers removed to guarantee that the entire community is being served by parks and recreational programs.



National Trends

The NRPA monitors nationwide trends impacting parks and recreational programs throughout the United States. Many if not all national trends will filter their way to Berkeley County so a plan that addresses and prepares for rising and declining demand from families, residents and tourists is important to understand how to prepare for changes in the future. Many of these trends have been identified early by staff and stakeholders and have been incorporated into the priorities of this Parks and Recreational Master Plan.

The following trends have been noted from the NRPA in 2022.²

Parks as Infrastructure

With the passage of the Great American Outdoors Act in 2020 that permanently funds the Land and Water Conservation Act at \$900 million annually there will be billions of dollars available for land acquisition, park and recreation planning, and infrastructure maintenance, repair, and development. Agencies that are prepared will be able to tap into funding for roads and bridges, climate change resiliency, renewable energy utilization, waste reduction and recycling, and even “tree equity” will position themselves to compete for these funds.

The Role of Parks in Reducing Urban Heat Islands

Parks and green spaces are proving to be among the most effective tools to combat the effects of urban heat islands, and cities and urban counties are looking to maximize the benefits of their park systems to combat urban heat island effects. This trend will help the organization creatively leverage funding that can act to support climate resiliency while improving or expanding parks and open space areas.

Where are all the Workers?

This year, it is clearly salary that is driving employment trends. Parks and recreation agencies are competing against Starbucks, Amazon and other private-sector companies that provide better salary and benefits. Fifteen dollars per hour is now the standard, and many park and recreation agencies are nowhere near that. To provide for an appropriate level of staff and expertise to meet the growing demands of the County, the MBCPR Board must have the financial stability to attract and retain talent.

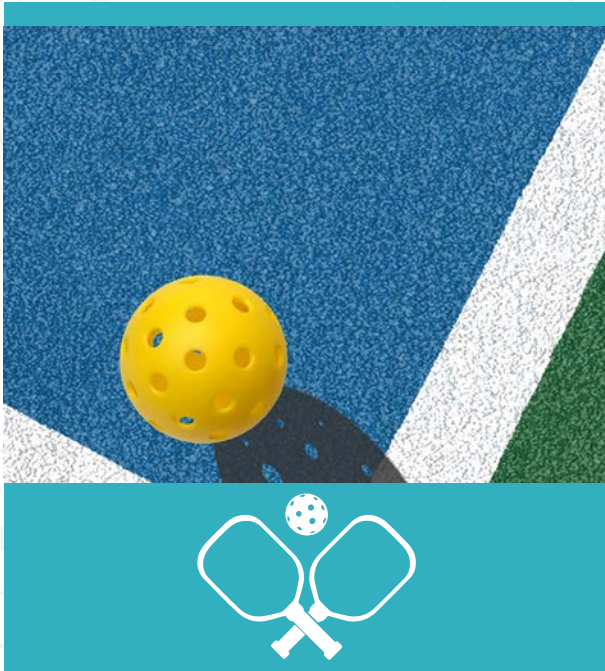
Technology – Drones, Bots, Mowers and More

Kirk Floyd, founder and owner of Kdrone Services in Maryland, flies midsize drones to apply insecticides and fungicides for horticultural and arboricultural purposes and seeds landscape areas with pinpoint accuracy. The \$105 billion commercial mowing machine market is rapidly evolving with implications for parks and recreation. Amazon and FedEx are now in the final stages of testing their delivery bot fleets. This trend will likely impact the daily operations of local parks and recreation organizations that are enhancing technology to reduce costs and provide more efficient service.

Decline in Youth Sports Participation

The Aspen Institute’s Project Play [State of Play 2021](#) report shows that before the restrictions imposed by the pandemic, participation in youth sports declined from 45 percent in 2008 to 38 percent in 2018. Most kids ages 6 to 12 playing a team sport quit by age 11, and since the pandemic, three in 10 kids who previously played say they are no longer interested in playing again. This trend will directly impact the demand for services that have been a mainstay for countywide parks and recreation programs. Agility and flexibility to meet changing needs of a community is critical to the overall health of MBCPR.

² National Recreation and Parks Association, Top Trends in Parks and Recreation for 2022.
<https://www.nrpa.org/parks-recreation-magazine/2022/january/top-trends-in-parks-and-recreation-for-2022/>

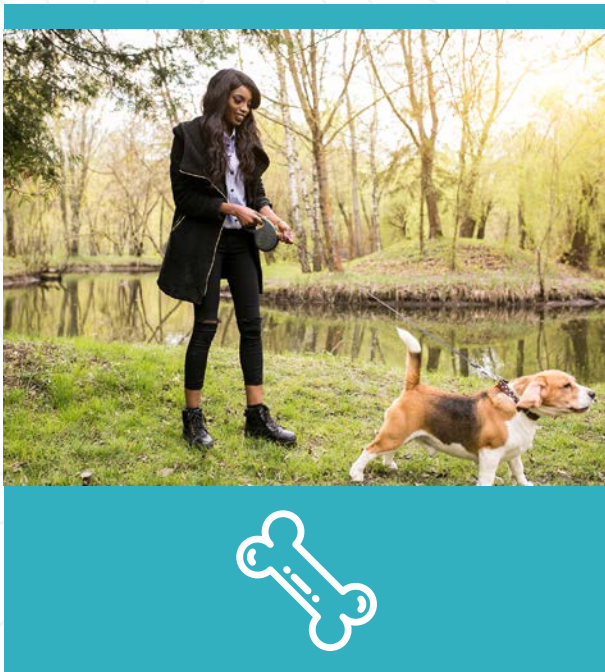


Pickleball Ascendant

Named as the fastest growing sport in America by The Economist, pickleball is estimated to have more than 4 million people playing it annually. Pickleball grew in 2021 to 4.8 million players in the US, according to the 2022 Sports & Fitness Industry Association (SFIA) Single Sport Report on Pickleball. The SFIA US regions with the largest number of total participants were:

- South Atlantic (FL, GA, SC, NC, VA, WV, DC)
= 1,087,000
- East North Central (WI, MI, IL, OH, IN)
= 801,000
- Pacific (CA, OR, WA)
= 780,000
- Mid-Atlantic (NJ, NY, PA, WV)
= 675,000

four regions account for 69 % of players



Smart Dog Parks

Thirty-eight percent of people now travel with their dog, [according to research by the National Association of Realtors](#). Sixty-eight percent of people say that pet-friendly policies influenced their decision to buy or move, 43 percent believe that their dog's opinion matters on where they live, and 13 percent of people would consider moving if their dogs are not happy with where they live!

³ USA Pickleball. Fact and Media Sheet. [Pickleball Fact Sheet - USA Pickleball](#)

Parks Everywhere

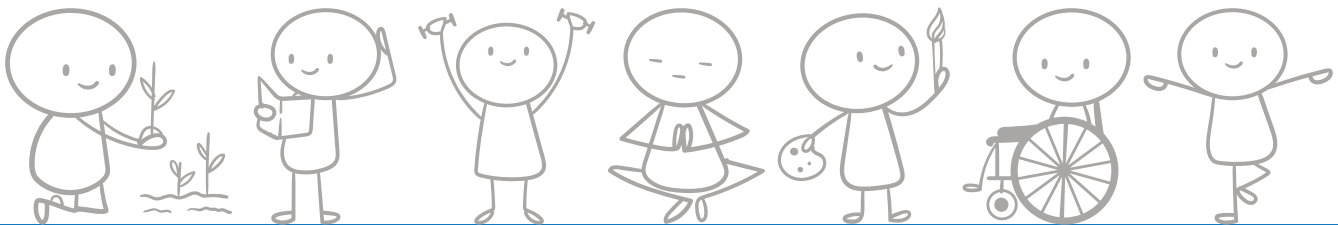
The advent of green roofs is offering new opportunities to site innovative parks.

The most planned program additions in 2020 for parks include:

1. Environmental education programs (up from No. 7)
2. Teen programming (up from No. 5)
3. Fitness programs (down from No. 2)
4. Group exercise programs (no change from 2019)
5. Day camps and summer camps (up from No. 8)
6. Mind-body balance programs such as yoga (no change)
7. Programs for active older adults (down from No. 1)
8. Arts and crafts programs (did not appear in 2019)
9. Special needs programs (no change)
10. Performing arts programs (did not appear in 2019)

On average, recreation center respondents in 2022 were planning to spend \$2,900,000 on their construction plans. This represents a 55 percent decrease from 2021, when they planned to spend an average of \$6,450,000.

The 10 features most commonly included at recreation and sports center facilities include: fitness centers, locker rooms, Wi-Fi services, bleachers and seating, exercise studio rooms, classrooms and meeting rooms, concession areas, playgrounds, indoor courts for sports like basketball and volleyball, and natural turf sports fields.



A quarter (25 percent) of recreation center respondents in 2022 said they had plans to add more features to their facilities over the next few years.

This compares with 40.6 percent of non-rec-center respondents in 2022 and is down from 39.1 percent in 2021.

Parks and Recreation Today

3



Parks and Recreation Facilities and Programs



Park Facilities

As listed in Table 1, MBCPR is responsible for providing and maintaining a portfolio of 20 clean and safe parks and recreation facilities totaling approximately 440 acres. As illustrated in Figure 8, these facilities are located throughout the County but are primarily concentrated within the City of Martinsburg and nearby vicinities along the Interstate 81 and Route 9 corridors. Two of these facilities – Berkeley 2000 Recreation Center and the W. Randy Smith Recreation Center – provide indoor space totaling 81,000 square feet that accommodate a multitude of league and non-league adult and youth program activities including aquatics, basketball, day camps, futsal, gymnastics, indoor hockey, indoor soccer, karate, pickleball, senior fitness, volleyball, yoga, and zumba. In addition, both facilities in conjunction with area Berkeley County Board of Education school facilities are rented to groups that hold competitive sporting events, which draw hundreds of youth participants from across the four state region. In addition, Poor House Farm Park includes the Barn

facility that provides approximately 2,400 square feet of indoor space for weddings, receptions, and special meeting events.

Appendix C provides a summary profile of the 20 park facilities including a listing of their current amenities and offerings.

Although the MBCPR Board and Staff is progressing towards a more formal and structured park facility management and maintenance system, the master planning process provided an initial evaluation and conditions assessment of each park facility. The assessment was conducted via field views of each park facility along with an in-depth discussion-based evaluation conducted in concert with the Steering Committee. The discussion included a visual presentation and review of each park facility's typology classification, existing features and amenities, and a detailed evaluation of known deficiencies and concerns. Based on this discussion, the Steering

Committee ultimately assigned an overall condition rating score of 1 – 10 (1 = Poor, 10 = Excellent) to each facility as shown in Table 2. Note, Table 3 includes a summary of MBCPR's park typologies.

Next, the Steering Committee used the conditions assessment scores and results from the public survey to preliminarily prioritize each park facility with respect to future capital investments. For future capital investments, each committee member was given six green dots that represented a limited amount of capital dollars that could be allocated to any given park facility over the next 10 years. Committee members could allocate all six dots to a single park facility or distribute their dots over each of the 20 facilities. The "Investment Priority" column in Table 2 shows the results of this exercise. Each committee member was then issued three sets of three colored stars representing the priority that each park facility should be given for programming and investment over the next 10 years. The "Tier Level" in Table 2 shows the results of this exercise.



Table 1. MBCPR Parks and Recreations Facilities

	Park Facility	Location	Acres	Indoor Facility (Sq. Ft.)
1	Ambrose Park/Gateway Children's Garden/Wurzburg Dog Park	Mall Drive, Martinsburg, WV	3.95	--
2	DuPont Soccer Complex	U.S. Route 11 North Martinsburg, WV	27.6	--
3	East Burke Street Park	248 E. Burke St., Martinsburg, WV	1.0	--
4	Gerrardstown Athletic Field	Dominion Road, Gerrardstown, WV	2.0	--
5	Goldie Gibbons Park	782 Bedington Rd., Martinsburg, WV	1.2	--
6	Hedgesville Park	226 School House Dr. Hedgesville, WV	19.4	--
7	Inwood-Bunker Hill Park	8785 Winchester Ave., Bunker Hill, WV	22.8	--
8	Leeland Park	706 West Martin Street, Martinsburg, WV	1.1	--
9	Lambert Park (Berkeley 2000 Recreation Center / Steve Catlett Recreational Complex)	273 Woodbury Ave., Martinsburg, WV	12.0	43,550
10	Martin Luther King, Jr. Park	601 Martin St., Martinsburg, WV	.49	--
11	The Brickyard*	Allensville Rd., Hedgesville, WV	78.45	--
12	Oak Street Park	325-361 Oak Street, Martinsburg, WV	1.5	--
13	Oatesdale Park	Baltimore St. & William St. Martinsburg, WV	28.5	--
14	P.O. Faulkner Park	154 Sycamore St., Martinsburg, WV	17.0	--
15	Poor House Farm Park	Almshouse Rd., Martinsburg, WV	224	2,400±
16	Rooney Park	12612 Back Creek Valley Road, Hedgesville, WV	18.51	--
17	Roush Field	W. Stephen St., Martinsburg, WV	1.8	--
18	W. Randy Smith Recreation Center	40 Excellence Way, Inwood, WV	3.0	37,450
19	War Memorial Park	500 N. Tennessee Ave. Martinsburg, WV	19.6	--
20	Spring Mills Park*	Hammonds Mill Rd./St. Andrews Dr. Falling Waters, WV	10.02	--
TOTALS			493.92	83,400±

Source: M-BCP&R, 2021

*As of the date of this plan, The Brickyard and Spring Mills Park are undeveloped and currently not accessible for public use.

Figure 8. MBCPR Parks and Recreations Facilities

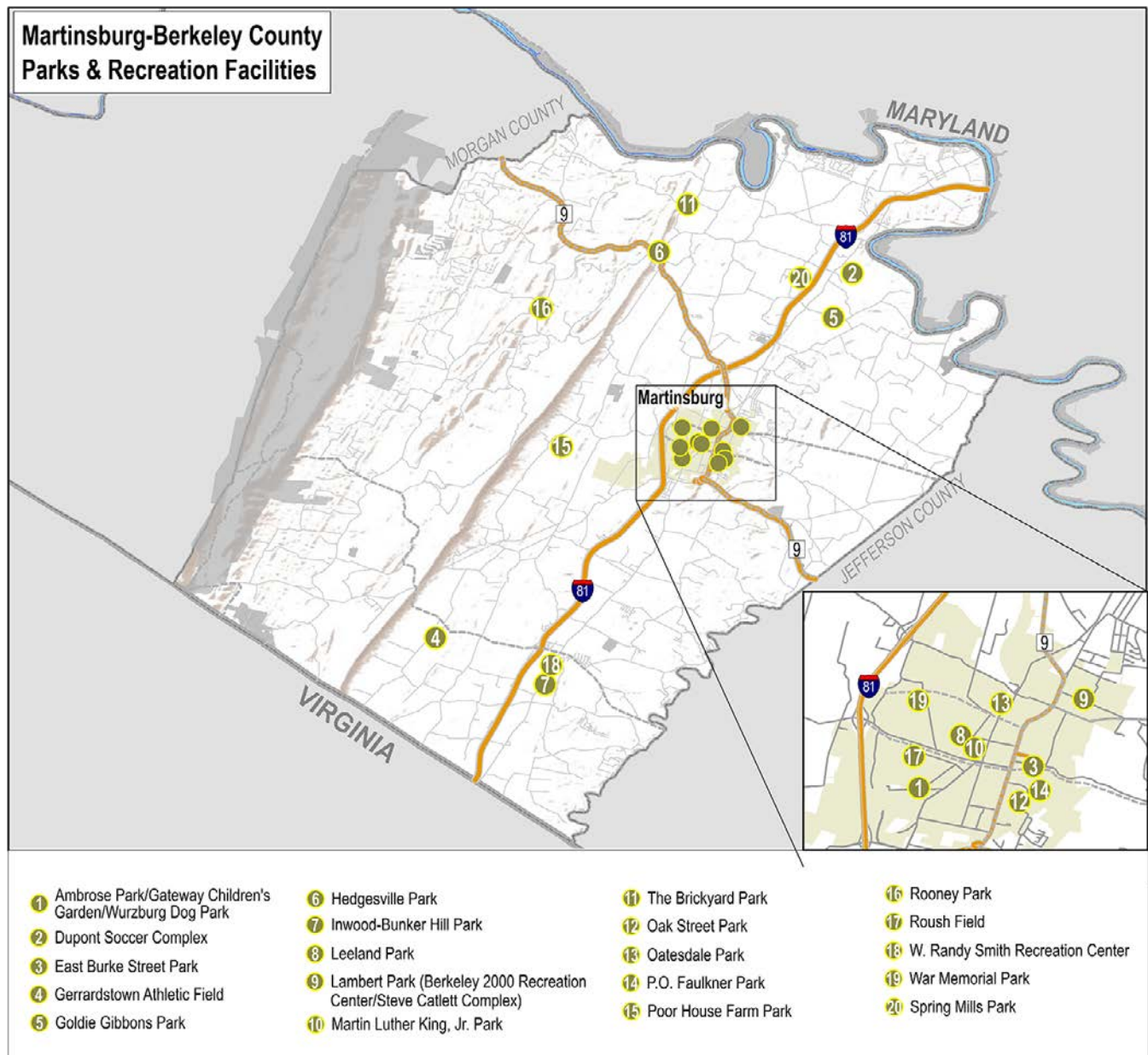
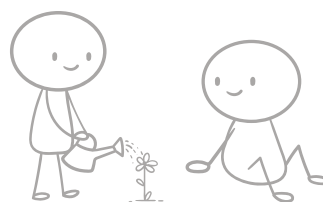


Table 2. Park and Recreation Facilities Conditions Assessment and Investment Priority

	Park Facility	Typology Classification	Conditions Score	Investment Priority	Tier Level
1	Ambrose Park/Gateway Children's Garden/Wurzburg Dog Park	Neighborhood	8	0	2
2	DuPont Soccer Complex	Countywide	4	14	1
3	East Burke Street Park	Neighborhood	9	0	2
4	Gerrardstown Athletic Field	Neighborhood	3	0	3
5	Goldie Gibbons Park	Neighborhood	9	0	3
6	Hedgesville Park	Neighborhood	7	0	3
7	Inwood-Bunker Hill Park	Neighborhood	5	2	3
8	Leeland Park	Neighborhood	7	0	3
9	Lambert Park (Berkeley 2000 Recreation Center / Steve Catlett Recreational Complex)	Countywide	7	10	2
10	Martin Luther King, Jr. Park	Neighborhood	7	0	3
11	The Brickyard	Natural Resource Area	1	2	2
12	Oak Street Park	Neighborhood	7	0	3
13	Oatesdale Park	Neighborhood	7	0	3
14	P.O. Faulkner Park	Neighborhood	6	0	3
15	Poor House Farm Park	Destination/Historical	8	10	1
16	Rooney Park	Neighborhood	6	0	3
17	Roush Field	Neighborhood	7	0	3
18	W. Randy Smith Recreation Center	Countywide	9	2	2
19	War Memorial Park	Countywide	7	12	1
20	Spring Mills Park	Neighborhood	1	1	3

Table 3. MBCPR Park Typology Classifications

Park Type Classification	Description	Size	Service
Countywide	Contains multiple uses within park boundary; attracts visitors from all over Berkeley County	10 to 50 acres	0-25 miles from users
Neighborhood	May include multiple uses within park boundary; attracts nearby residents	0.5 acres to 10 acres	0-5 miles from users
Pocket Park	Small open space; mainly single use attracting nearby residents	Under 0.5 acres	.25-0.5 mile or less from users
Natural Resource Areas	Includes open spaces that are primarily passive-use or preservation areas	No Minimum or Maximum	Countywide
Shared Use	Includes parks that share facilities with schools and recreation centers	5-20 acres (average)	0-25 miles from users
Destination/ Historical	Attracts users from beyond the region, typically because of unique features	Varies	0-100 or more miles
Regional	Includes lands or facilities administered by other regional entities	50-75 acres	0-100 miles from users
Corridors/Linear Parks/ Trailways	Includes trailways, corridors and linear parks that serve primarily as linear bikeway corridors; may include ROWs	No Minimum or Maximum	0-100 miles from users



Recreation Program and Events

The Martinsburg-Berkeley County Parks and Recreation provides and facilitates over 25 recreation programs and services to residents each year. Planning, implementing, conducting, and evaluating a diverse array of recreation programs and special community-wide events, and the operation of multiple facilities happens year-round. Residents of all ages have numerous offerings in the following core program areas:

Advanced, Competitive, and Private Level Activities

Classes, clinics, workshops, and other structured recreation activities in which pre-registration is required and the primary intent is to perfect a specific skill set.

Intermediate Level Activities

Classes, clinics, workshops, and other structured recreation activities in which pre-registration is required and the primary intent is to enhance a specific skill set.

Beginner/Introductory Level Activities

Classes, clinics, workshops, and other structured recreation activities in which pre-registration is required and the primary intent is to acquire fundamental skills.

Community Events

Large-scale events that are planned for the entire community on an annual basis. Events may be designed for any or all ages, abilities, skills, or interests and are highly intensive.

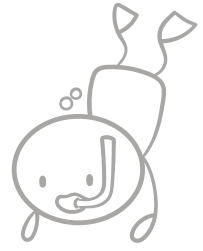
Drop-In Monitored Access (Non-Instructional)

Activities which do not require registration, are non-instructed, and include staff or volunteer supervision or oversight.

Facility and Equipment Rentals

Rental of space or equipment by individuals, businesses, or groups.

MBCPR strives to ensure that programs are offered to meet the needs of every resident at every age level and ability. As trends change and populations continue to diversify, MBCPR must be nimble and responsive to those changing needs. Table 4 provides an inventory of the specific programs available to the specified age groups. Current gaps in programs serving the age groups of Young Adults ages 19-24 to Seniors 65+ exist. With an aging population, the need to provide appropriate programs to meet their needs will need to be a priority.



Similar to the park facilities, a detailed assessment and evaluation of each recreation program was conducted with MBCPR Staff in May 2022. Staff were asked to evaluate each program based on its level of importance to the entire Berkeley County community and its current and future anticipated demand. Staff's in-depth knowledge and oversight of the programs, coupled with the public survey results were used as inputs to the assessment. Level of importance and demand were rated as follows and the results are shown in Table 4. MBCPR continues to monitor and track participation levels in all program offerings and encourages continuous feedback from the community to identify future program needs and offerings. Therefore, the assessment summarized in Table 4 represents a current snapshot and helps inform changes and improvements to current and future program offerings.



Table 4. MBCPR Recreation Programs

Existing Programs	Preschool and Under (5 and Under)	Elementary (6 - 12)	Teens (13 - 18)	Young Adult (19 - 34)	Adult (35 - 64)	Senior (65+)	Importance*	Demand**
All-Sports Camp							3	3
Aquatics							3	3
Basketball							3	3
Dance							3	3
Flag Football Clinics & Camps							3	3
Gymnastics							3	3
Mighty Mites & Tiny Tots (multiple programs)							3	3
Pickleball							3	3
Silver Sneakers							3	3
Soccer							3	3
Specialty Programs, Camps, & Clinics							3	3
Volleyball							3	3
Zumba							3	3
Adult Hockey							3	1
Summer Adventure Day Camp							3	1
Yoga							3	1
Youth Hockey							3	1
Gateway Children's Garden Activities & Camps							2	3
Lacrosse							2	3
Tae Kwon Do							2	2
Tennis Camp							2	1
Gym Walkers							1	1
Animal Adventure Camp							0	1
Pre-School Day Camps							0	1
Golf							0	0

*** IMPORTANCE**

0 = Not Important
 1 = Somewhat Important
 2 = Important
 3 = Extremely Important

**** DEMAND**

0 = No demand
 1 = Low
 2 = Moderate
 3 = High

Public Space Network

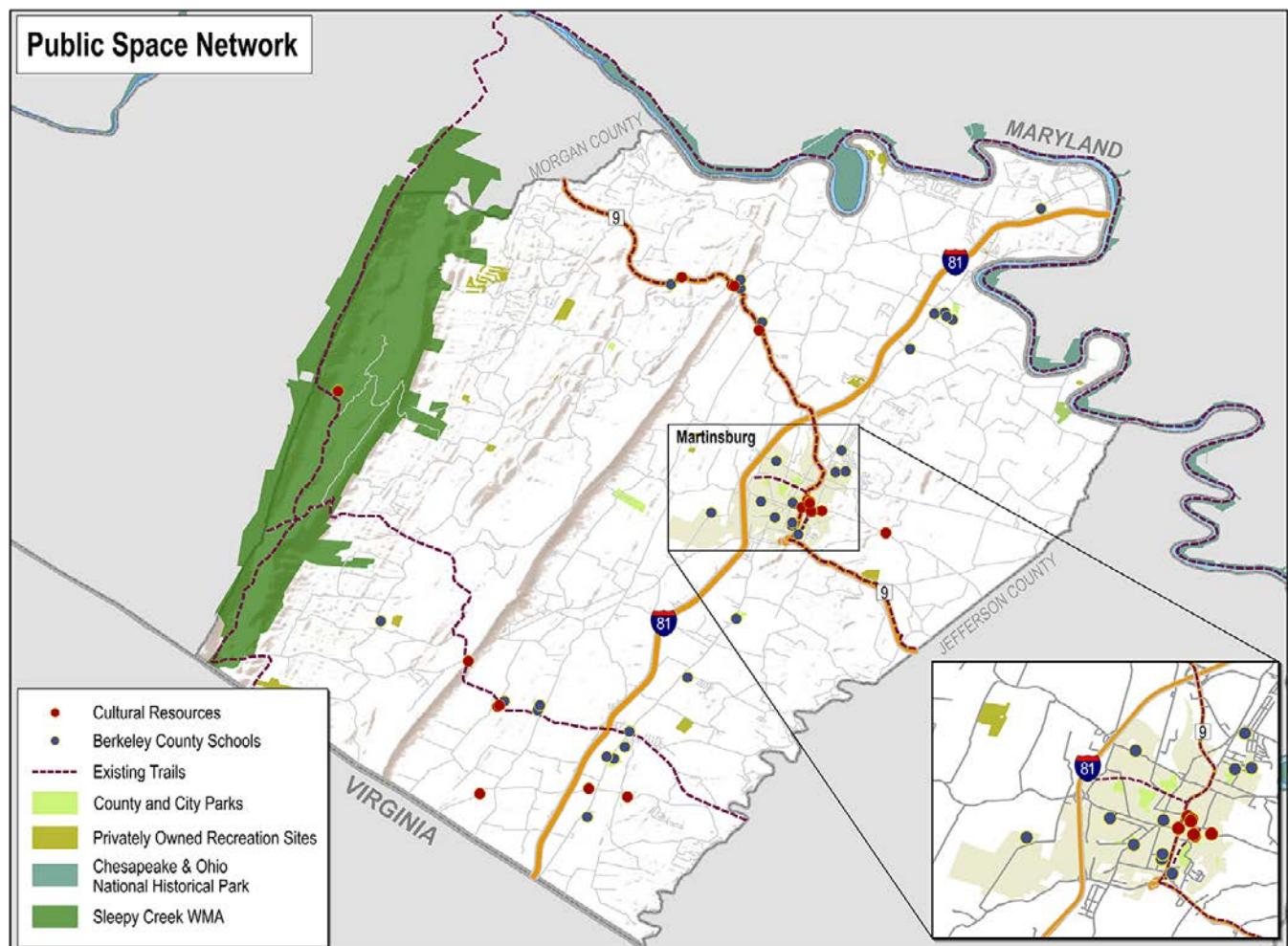
While the purpose of the plan is to build upon the inventory of parks and recreation programs in Martinsburg and Berkeley County, it is important to recognize some of the alternative resources outside of this network that are valuable recreation outlets in the area.

This list is a part of a comprehensive public space network that contributes to recreation in Berkeley County and its periphery, and includes the following amenities that are detailed in Figures 9 – 13 and comprehensively inventoried in Table 5.

- Federal and State -owned Recreation Areas
- Berkeley County School-owned Facilities
- Privately-Owned Recreation Facilities
- Cultural Resource Facilities
- Hiking Trails

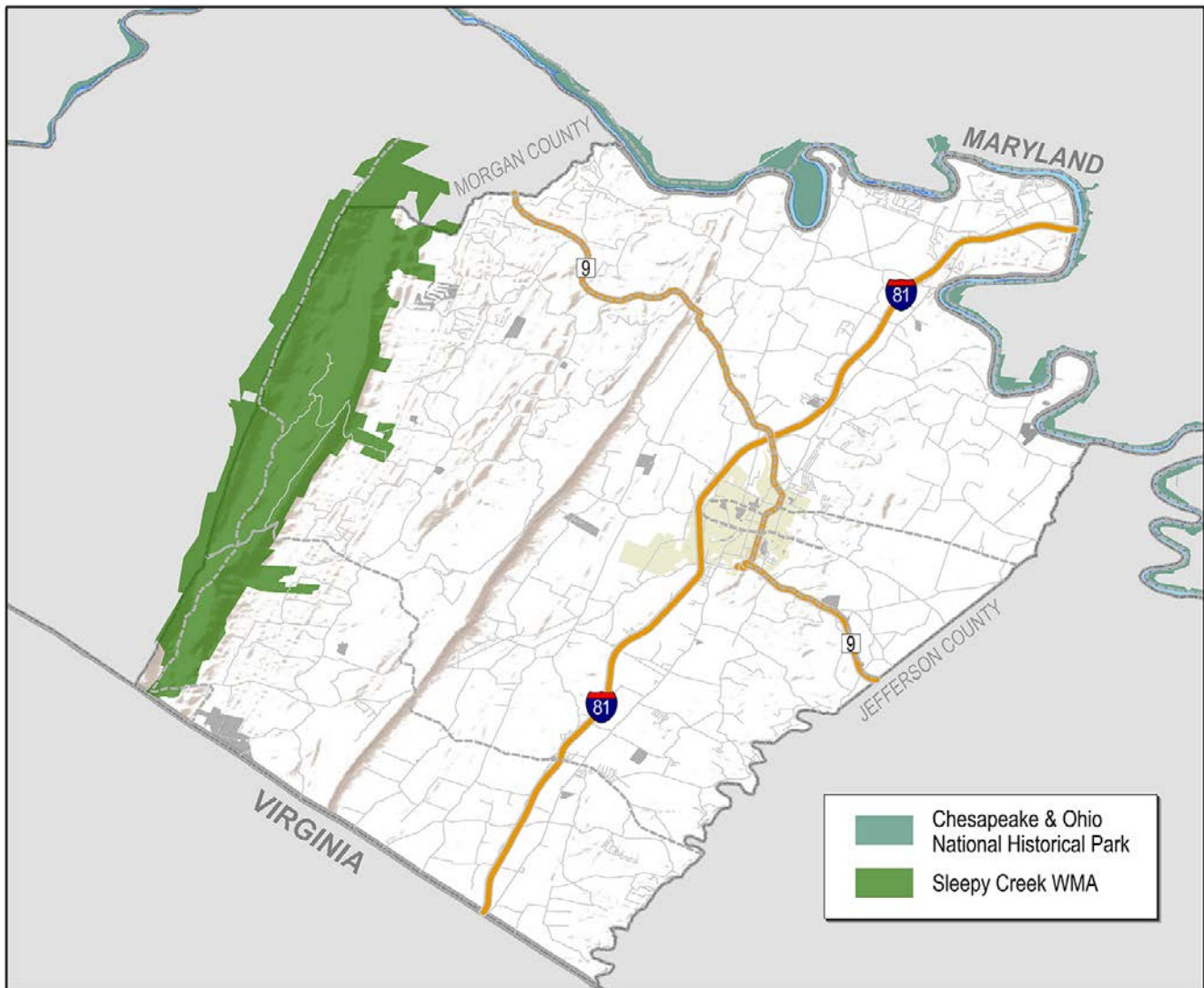
These resources coupled with MBCPR's 20 public parks and recreation facilities offer Berkeley County residents and its visitors with over 23,000 acres of public space that provide a wide range of recreation opportunities.

Figure 9. Public Space Network



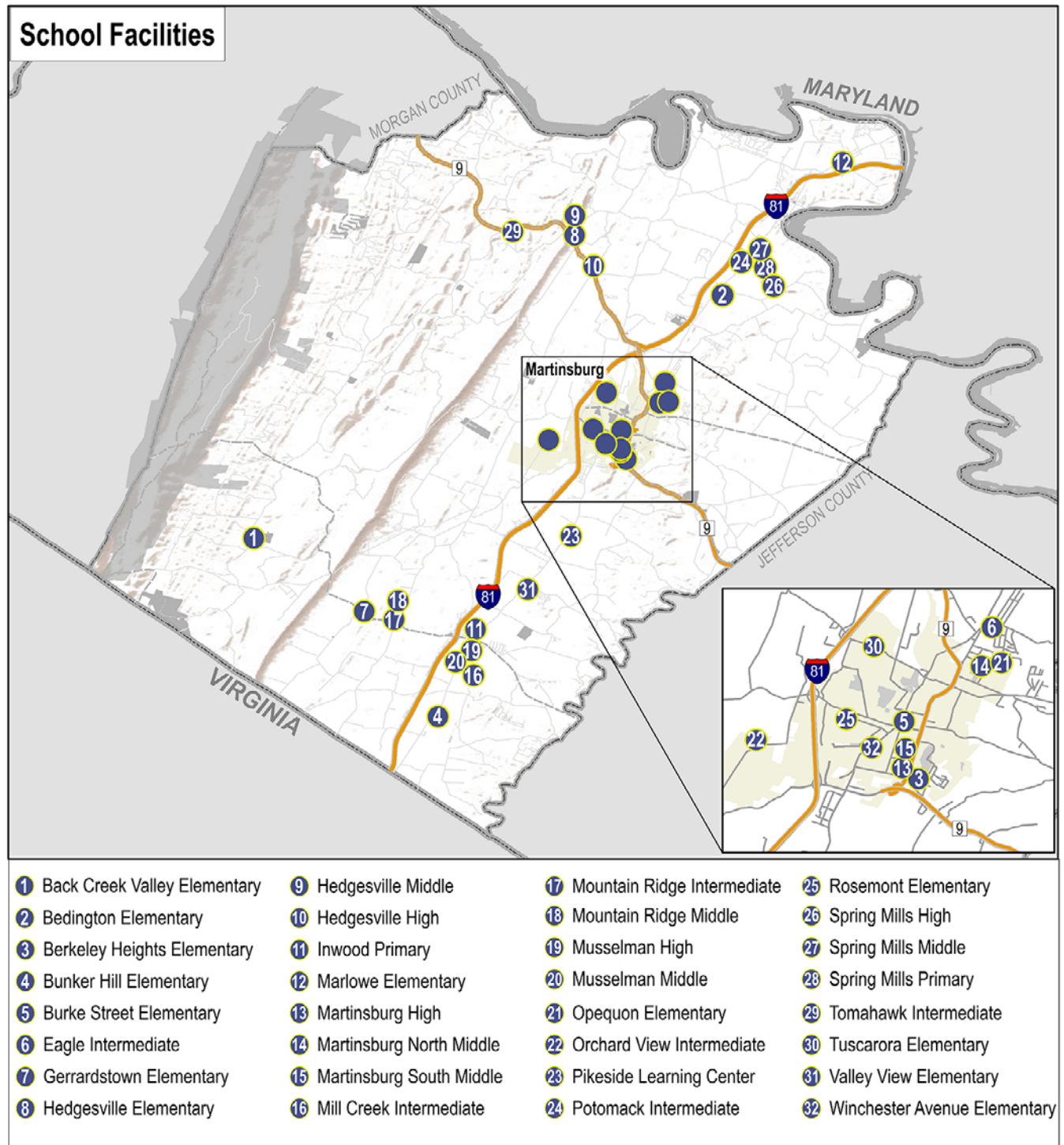
Federal- and State-owned and managed resources as detailed in Figure 10 can vary immensely in size and character, while still providing residents an opportunity to recreate and relax outdoors. Recreation facilities include buildings, such as community centers, and other built facilities, like pools, that provide opportunities for people to relax, compete, learn, and socialize both indoors and out.

Figure 10. Federal- and State-Owned and Managed Resources



The Berkeley County Board of Education's 32 school facilities identified in Figure 11 also contribute to the overall public space network. Although they are currently not always open to the public, school facilities include playgrounds, fields, tracks, and gyms that present an opportunity for greater recreational access through partnership with the County.

Figure 11. Berkeley County School Facilities



Cultural resource facilities are part of the public space network both because many, such as the Berkeley County Museum and the Martinsburg Roundhouse, are located within or adjacent to parks and because they are thematically related to natural systems. Figure 12 identifies these resources.

Figure 12. Cultural Resource Facilities

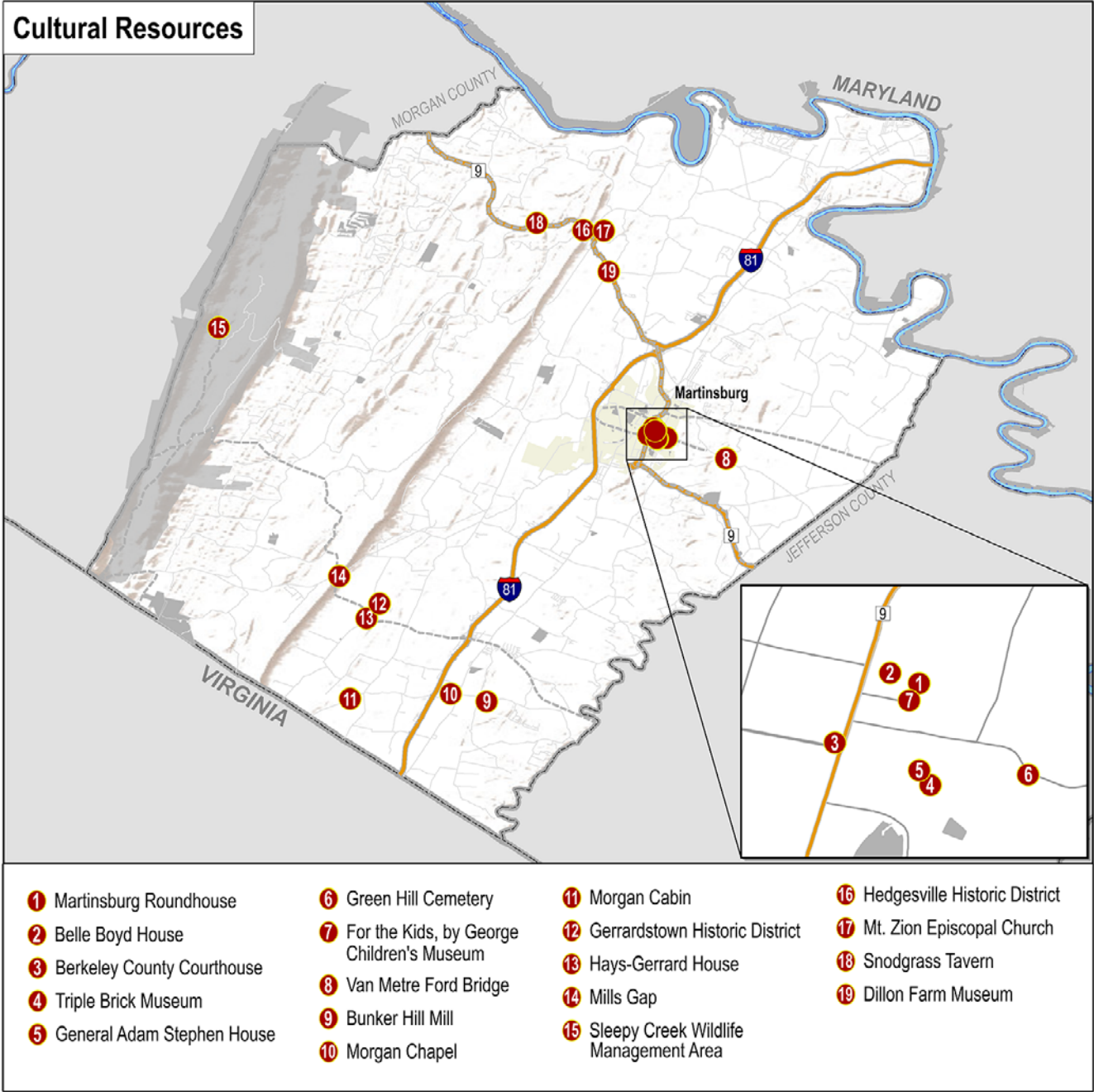


Figure 13 shows the privately-owned recreation resources within the county that add to the overall amenities offered to county residents. These include areas such as golf courses, camping and fishing sites, horseback riding and the like. These facilities are important to incorporate into an overall plan to ensure that MBCPR is not duplicating efforts that are being provided by the private sector and that can be partners in support of the overall network of services for the County.

Figure 13. Privately Owned Recreation Resources

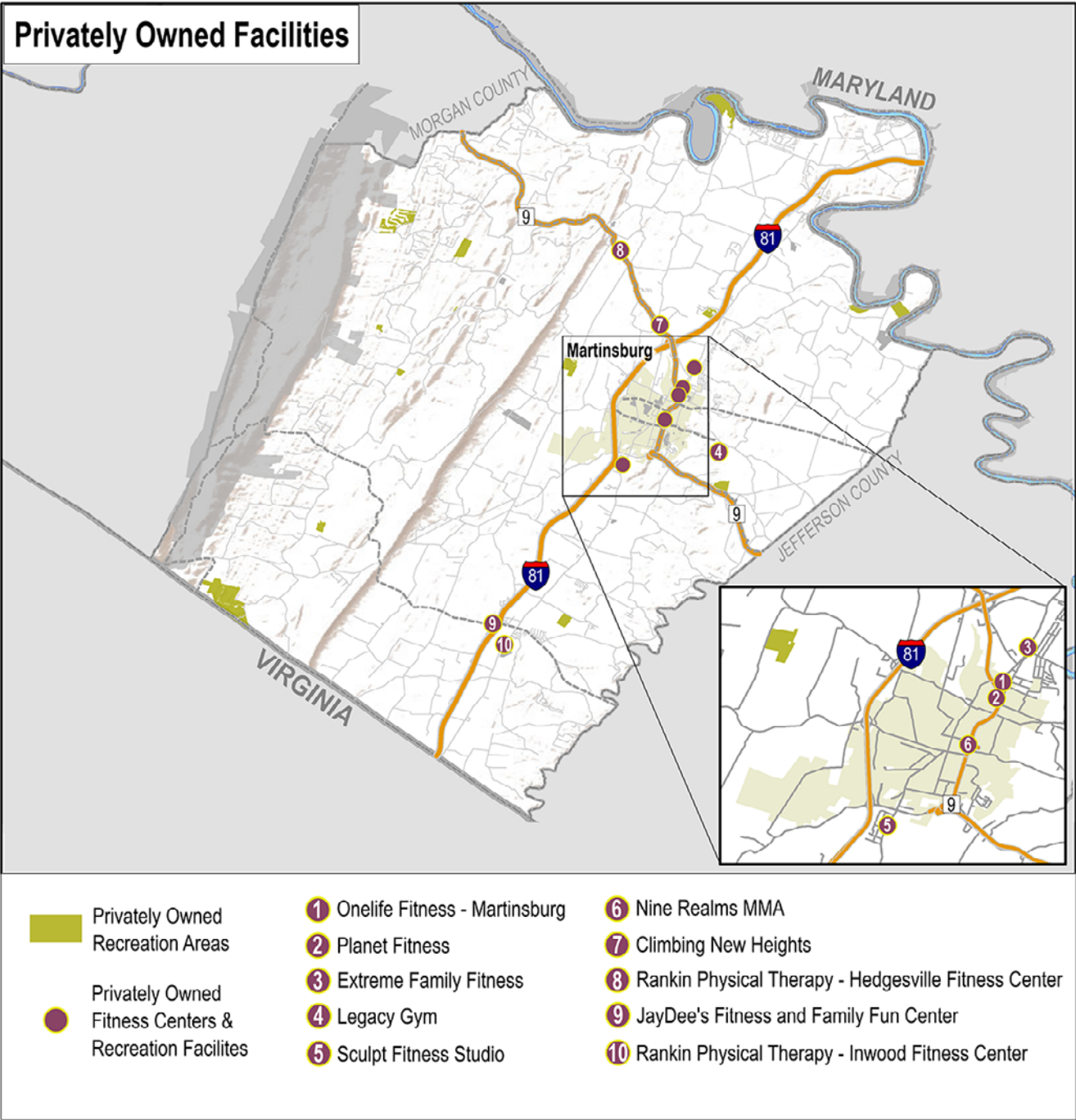


Table 5. Non-MBCPR Public Space Network Resources

Resource	Federal	State	Berkeley County Board of Education	Natural / Cultural	Private
B&O Roundhouse & Station Complex				X	
Back Creek Fishing					X
Back Creek Valley (K - 2)			X		
Back Creek Valley Bow and Gun Club					X
Bedington Elementary (K - 2)			X		
Belle Boyd House				X	
Berkeley County Courthouse				X	
Berkeley Heights Elem. (K - 2)			X		
Bunker Hill Elem. (K - 3)			X		
Bunker Hill Mill				X	
Burke Street Elem. (K - 3)			X		
Chesapeake and Ohio Canal National Historical Park	X				
Climbing New Heights					X
Double A's Fierce Heart Horse Training					X
Eagle School Intermediate (3 - 5)			X		
Eagles Wings Horseback Riding					X
Evergreen Driving Range					X
Extreme Family Fitness					X
Falling Waters Springs & Falls					
General Adam Stephen House				X	
Gerrardstown Elem. (K - 2)			X		
Gerrardstown Historic District				X	
Green Hill Cemetery				X	
Hafer's Guns					
Hays Gerrard House				X	
Hedgesville Elem. (K - 2)			X		
Hedgesville High (9 - 12)			X		
Hedgesville Historic District				X	

Table 5. Non-MBCPR Public Space Network Resources (continued)

Resource	Federal	State	Berkeley County Board of Education	Natural / Cultural	Private
Hedgesville Middle (6 - 8)			X		
Inwood Primary (K - 2)			X		
Izaak Walton League					X
JayDee's Fitness and Family Fun Center					X
Lazy-A Campground					X
Leatherman's Campsite					X
Legacy Gym					X
Marlowe Elementary (K - 2)			X		
Martinsburg High (9 - 12)			X		
Martinsburg historic districts				X	
Martinsburg North Middle (6 - 8)			X		
Martinsburg South Middle (6 - 8)			X		
Mill Creek Intermediate (3 - 5)			X		
Mill's Gap				X	
Morgan Cabin				X	
Morgan Chapel				X	
Mountain Ridge Intermediate (3 - 5)			X		
Mountain Ridge Middle (6 - 8)			X		
Mt. Zion Episcopal Church				X	
Musselman High (9 - 12)			X		
Musselman Middle (6 - 8)			X		
Nahkeeta Campsite					X
Nine Realms MMA					X
North Mountain Paintball					X
Old Forge Hill Farm					X
Onelife Fitness					X
Opequon Elementary (K - 2)			X		
Orchard View Intermediate (3 - 5)			X		

Table 5. Non-MBCPR Public Space Network Resources (continued)

Resource	Federal	State	Berkeley County Board of Education	Natural / Cultural	Private
Peacemaker National Training Center					X
Pikeside Learning Center			X		
Planet Fitness					X
Potomac Intermediate (3 - 5)			X		
Rankin Physical Therapy – Hedgesville Fitness Center					X
Rankin Physical Therapy – Inwood Fitness Center					X
River Bend RV Park					X
Rosemont Elementary (K - 3)			X		
Sculpt Fitness Studio					X
Shadow Hawk Defense					X
Sleepy Creek Wildlife Management Area (WMA)		X			
Snodgrass Tavern				X	
Spring Mills High (9 - 12)			X		
Spring Mills Middle (6 - 8)			X		
Spring Mills Primary (K - 2)			X		
Stauffer's Marsh Nature Preserve					X
SwingFit					X
Tomahawk Intermediate (3 - 5)			X		
Tomahawk MX					X
Triple Brick Museum				X	
Tuscarora Elem. (K - 2)			X		
Valley View Elem. (K - 2)			X		
Whiting's Neck Equestrian Center					X
Winchester Avenue Elem. (K - 3)			X		
Woodbrier Golf Course					X
Woods Golf Course					X
Yankauer Nature Preserve				X	
Zett's Tri-State Fish Farm & Hatchery					X

Hiking and Biking Trails and Open Space

From the nearly 108 miles of trails located within the Sleepy Creek Wildlife Management Area (WMA)⁴ to the newly constructed ~1-mile long Frog Hollow Trail located in the City of Martinsburg, Berkeley County offers a diverse and growing network of hiking and biking trails available for outdoor recreation enjoyment. These trails provide connections to many of the cultural and natural resources listed in Table 5 above, as well as to neighboring communities in Morgan and Jefferson Counties. Figure 14 identifies these trails.

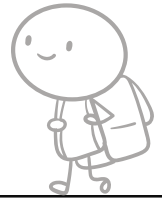
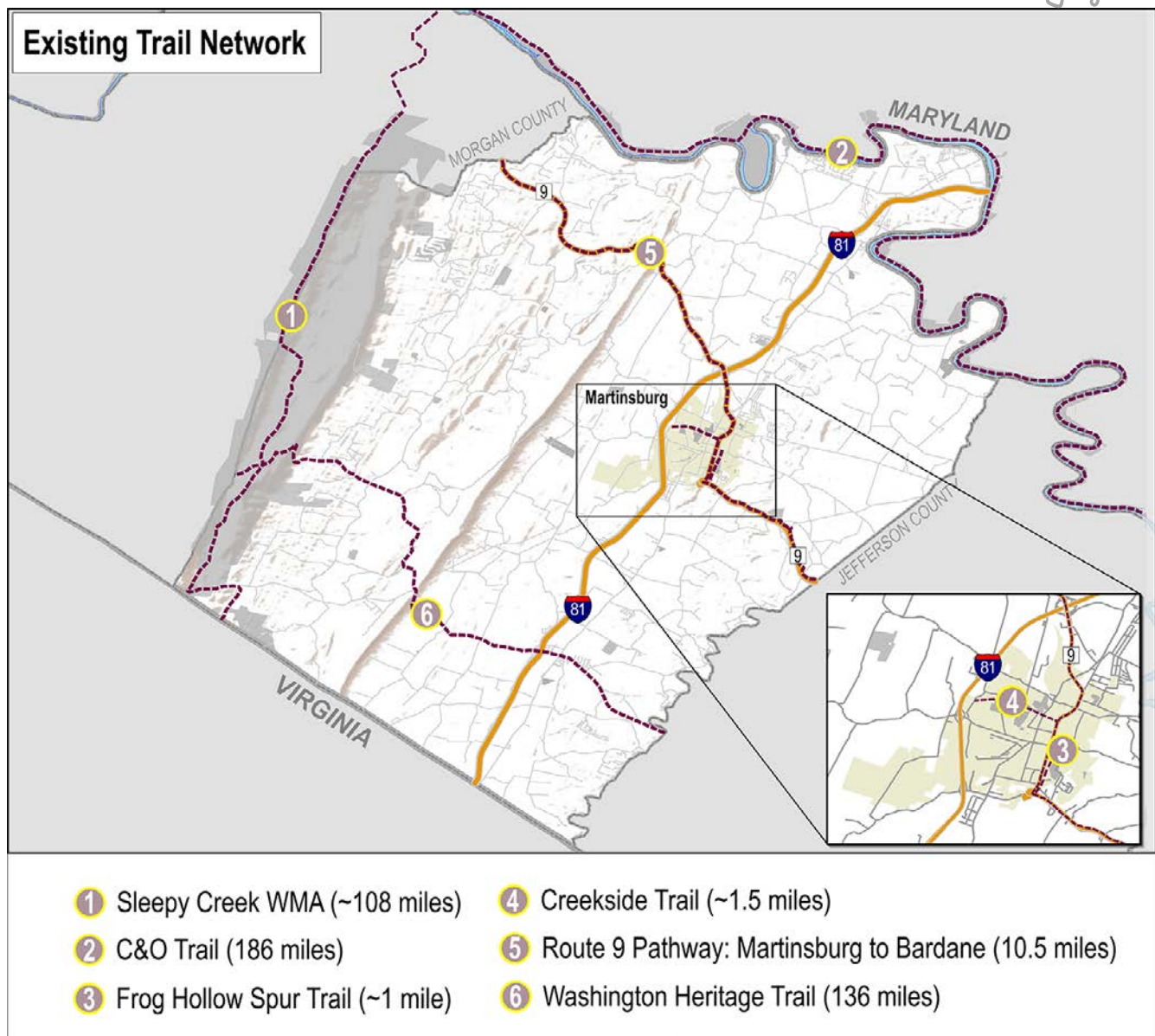


Figure 14. Hiking and Biking Trails



⁴ <https://www.alltrails.com/parks/us/west-virginia/sleepy-creek-wildlife-management-area>



Financial Snapshot

During the development of the Strategic Business Plan, MBCPR analyzed their financial situation over the past 5 years. The hiring of a new Executive Director, coupled with a more fiscally minded approach, the Board is taking appropriate steps to evaluate and strengthen its fiscal management policies. This Master Plan process will allow the organization to plan and prioritize how revenue is spent to achieve Policy Goals and the vision for parks and recreation over the next 5 to 10 years. It is also an opportunity to look at ways to stabilize funding sources and diversify revenue by aligning the growing needs of the community with efficient ways to pay for operations and maintenance over the Plan's time horizon.

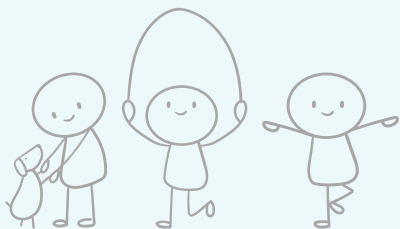
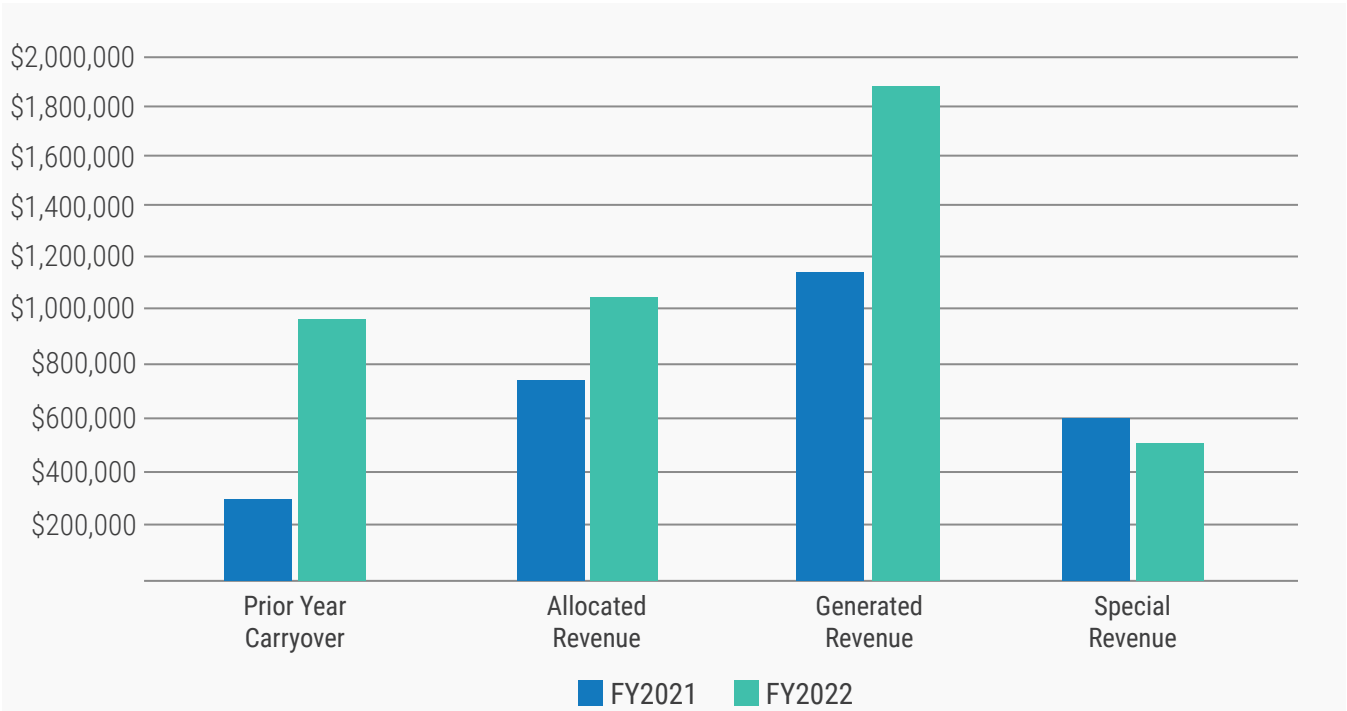


Figure 15 shows MBCPR’s revenue budget categories for FY2021 and FY 2022. As shown, the organization achieved significant growth in revenues during these consecutive fiscal year periods collectively growing its total revenues from approximately \$2.82 million in FY2021 to approximately \$4.40 million in FY2022; a strong signal that the organization has made a healthy recovery from the recent COVID-19 pandemic period. A healthy carryover of funds from FY2021 to FY2022, coupled with strong growth in revenues generated from registration and membership fees, facility rentals, etc. along with sustained commitments in funding allocations received from the organization’s governance members (i.e., Berkeley County, City of Martinsburg, and Berkeley County Board of Education). Looking forward, continued growth and investment in MBCPR’s facilities and maximum utilization of its assets will require the organization to in programs and services, and particularly in capital upgrades and improvements to existing facilities.

Figure 15. MBCPR Revenue Categories FY2021-22



Parks and Recreation Tomorrow 4



Needs Assessment

As the County continues to grow and its demographics continue to diversify, so too will the community's park facilities and recreation programs need to evolve to meet future demands. The public survey conducted by MBCPR in Fall 2021 coupled with the guidance and feedback obtained from the Steering Committee and MBCPR Staff have collectively identified parks and recreations needs for the future. The survey identified among other needs that there are currently unmet needs in terms of playgrounds, trails, and a diversity of programs. Future needs identified included an aquatic center, demand for more biking and walking trails, and an increase in nature and education centers.

Park Facilities Needs

Park facilities needs include an assessment of both existing and proposed new facilities based on level of service that such facilities are currently providing and anticipated to provide to meet the county's population growth. As previously illustrated, Berkeley County's population growth is concentrated along the Interstate 81 and Route 9 corridors and much of MBCPR's existing facilities are concentrated along or in proximity to these transportation corridors. As such, many of the facilities are either within walking distance or a short drive to much of the county's population centers. Using a population-based level of service standard to increase access to recreational amenities could result in different types of actions:

- In areas where sidewalk and trail connections are lacking for pedestrians, or where roads are disconnected for drivers, increased access could mean adding sidewalks, trails, or road segments to better connect residents to existing amenities.
- In areas where there is access to school district amenities but not to county- or city-owned amenities, increased access could mean formalizing a partnership agreement to ensure that school district amenities are always open and available to the public.
- In areas with a high population density that do not have access to school, county-, or city-owned amenities, increased access could mean building new amenities in new or refreshed parks.
- In growing areas, where developers may provide new public spaces, increased access could mean working with developers during the land development process to provide needed amenities.
- In areas with access to multiple amenities in close proximity, increased access could mean removing or repurposing an underused amenity. Used in combination, the population-based and access standards provide a snapshot of the level of service provided by current public space amenities and a road map for addressing the number and location of amenities in the future. The level of service standards can be used to help prioritize which actions will increase equitable access to recreational amenities for the most residents

Table 6 outlines the recommended needs for MBCPR's existing park facilities. Table 7 outlines the recommended considerations for new park facility needs.

Table 6. Existing Park Facility Needs

Park Facility	Recommended Needs/Improvements
Ambrose Park/Gateway Children's Garden/Wurzburg Dog Park	<ul style="list-style-type: none"> Prepare a park concept plan to identify necessary improvements to the playground and dog park spaces and provides recommendations for increased security and safety measures. Develop a programming plan for the Children's Garden.
DuPont Soccer Complex	<ul style="list-style-type: none"> Prepare a park master plan to identify necessary improvements in concert with the Spring Mills Middle School campus facility. This includes consideration of converting the existing soccer fields to multi-purpose fields, improved and safer access, new parking lot layout, need for the existing concession stand, and improved restroom facility. The most significant concern for the DuPont facility is working with Berkeley County Schools and the West Virginia Department of Highways to create safer access to the park facility.
East Burke Street Park	<ul style="list-style-type: none"> Prepare a park concept plan in concert with the City to determine the park's connection to the B&O Roundhouse area. This includes determining if the existing concrete walkway trail will connect with the City's proposed Creekside Trail.
Gerrardstown Athletic Field	<ul style="list-style-type: none"> Due to the park's remote location and lack of community use, work with the County to determine the legal feasibility of divesting this park facility from MBCPR's asset portfolio and consider its potential for reuse.
Goldie Gibbons Park	<ul style="list-style-type: none"> Prepare a park concept plan to determine specific upgrades and improvements to the facility.
Hedgesville Park	<ul style="list-style-type: none"> Given that MBCPR's only asset is the pavilion, consider conveying the pavilion over to the Berkeley County Schools and divesting it from MBCPR's ownership and maintenance responsibilities.
Inwood-Bunker Hill Park	<ul style="list-style-type: none"> Prepare a park concept plan to identify necessary improvements and programming for this neighborhood park facility to meet the needs of this growing area of the county.
Leeland Park	<ul style="list-style-type: none"> Prepare a park concept plan to identify necessary improvements to this neighborhood park facility.
Lambert Park (Berkeley 2000 Recreation Center / Steve Catlett Recreational Complex)	<ul style="list-style-type: none"> Prepare a park master plan that among other needs considers the continued operational feasibility of Lambert Pool. In addition, consider adding a children's playground. Conduct a space utilization study of the Berkeley County 2000 facility to create a more functional layout plan for the building's administration offices, centralized front door lobby, and access to the interior facility space.
Martin Luther King, Jr. Park	<ul style="list-style-type: none"> Prepare a park master plan to determine specific upgrades and improvements to this neighborhood park facility.
The Brickyard	<ul style="list-style-type: none"> Conduct a Phase 1 Environmental Site Assessment (ESA) of the property and determine if a Phase 2 ESA is required for environmental remediation. Prepare a park master plan based on the results of the ESA(s). In addition to programming, the park master plan needs to consider safe access to the eastside property. This should include consideration of obtaining an access easement.

Table 6. Existing Park Facility Needs (continued)

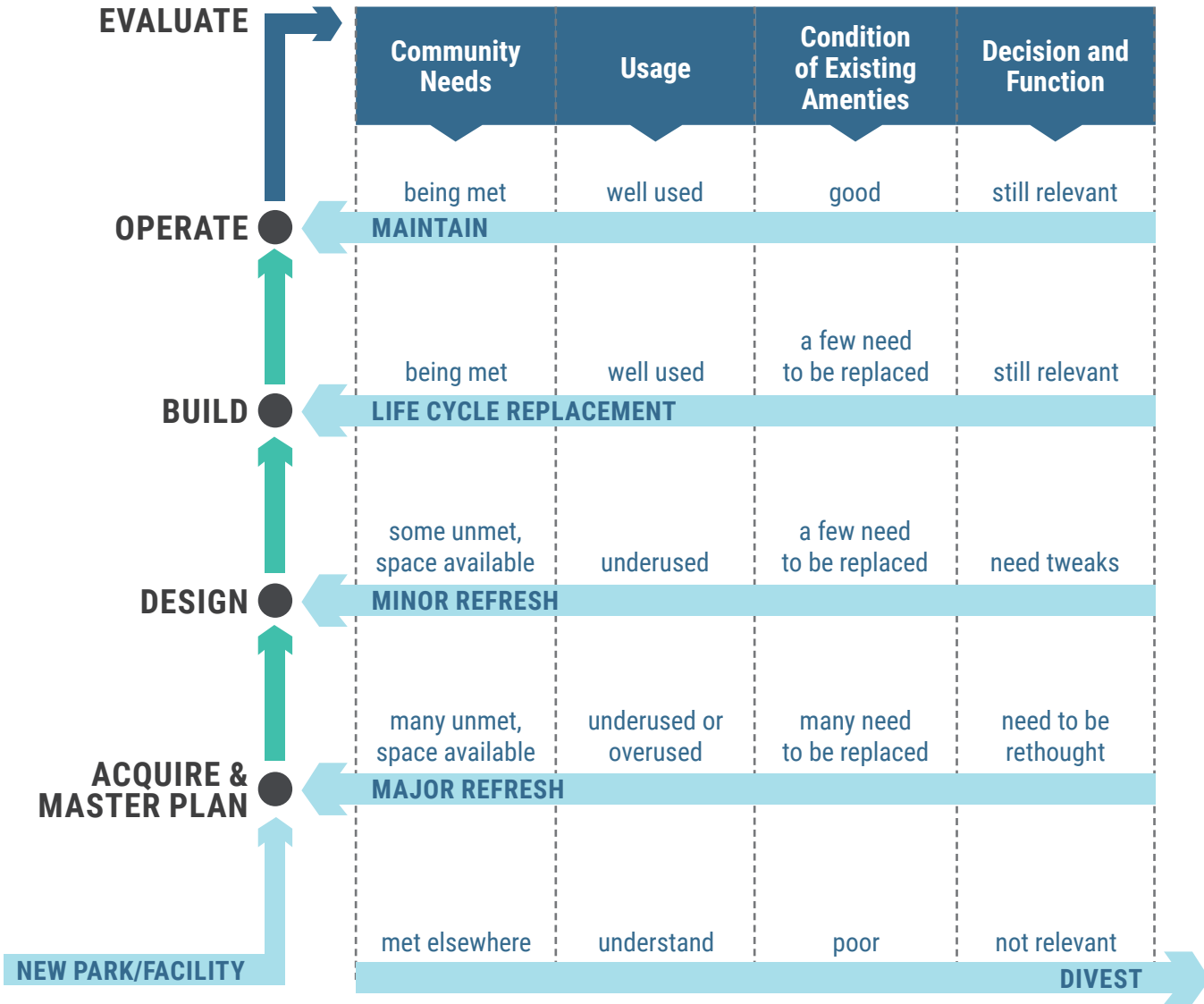
Park Facility	Recommended Needs/Improvements
Oak Street Park	<ul style="list-style-type: none"> Prepare a park master plan for this neighborhood park facility. The master plan needs to consider safety measures (e.g., fencing) around the basketball court and improved parking.
Oatesdale Park	<ul style="list-style-type: none"> Prepare a park master plan for this neighborhood park facility and consider how the proposed Creekside Trail will connect through the park with the proposed Lake Thomas Trail connector as proposed in the Lake Thomas Master Plan proposed herein. Ensure a use memorandum of agreement (MOA) is executed with the park's non-MBCPR users/owners outlining maintenance and ownership responsibilities.
P.O. Faulkner Park	<ul style="list-style-type: none"> Prepare a park master plan for this neighborhood park facility. The master plan needs to consider adding basic park elements (i.e., playground, restrooms, etc.); trail upgrades and improvements for drainage and accessibility needs; and connection to the Frog Hollow and/or proposed Creekside trails.
Poor House Farm Park	<ul style="list-style-type: none"> Program and implement the recommended improvements illustrated on the Poor House Farm Park Master plan as presented in the Vision Plans Section 6 of this plan. This includes preparing engineered plans, specifications, and costs for construction bidding. Conduct a Phase 1 ESA on the Poor House Farm stone residential structure and develop a plan for its reuse and revenue source for MBCPR. Continue with special event programming needs and requirements including the Movie in the Park Series, etc., and new programming associated with the park's proposed master plan and expansion.
Rooney Park	<ul style="list-style-type: none"> Prepare a park master plan for in concert with the Ruritan Club to determine future direction of this facility. Ensure a use memorandum of agreement (MOA) is executed with the Ruritan Club outlining maintenance and ownership responsibilities.
Roush Field	<ul style="list-style-type: none"> Prepare a park concept plan for this neighborhood park facility.
W. Randy Smith Recreation Center	<ul style="list-style-type: none"> Prepare a site master plan in concert with the Berkeley County Schools for this countywide park facility. The master plan should consider the facility's Phase 3 build-out needs and requirements, adding additional restrooms, and upgrades to the community room. Ensure a use memorandum of agreement (MOA) is executed with the Berkeley County Schools outlining maintenance and ownership responsibilities of the shared parking area.
War Memorial Park	<ul style="list-style-type: none"> Prepare a park master plan for this countywide park facility to include a new gateway connector as proposed in the Lake Thomas Park Master Plan (see Vision Plans). Continue with special event programming needs and requirements including the Concerts in the Park Series, etc.
Spring Mills Park	<ul style="list-style-type: none"> Use the park's approved land development plan to prepare a master plan consistent with MBCPR's master plan design approach.

Table 7. Proposed New Park Facility Needs

Park Facility	Recommended Needs/Improvements
Aquatic Center	<ul style="list-style-type: none"> Given the potential need expressed through the public survey, MBCPR should consider conducting a feasibility study to determine the user demand and needs of this facility. User demand should consider joint use by the Berkeley County Schools as well as use for non-county swim teams as a potential source of revenue to operate and maintain the facility. In addition, the study will need to identify a location, design, and costs of constructing and maintaining the facility.
Col. Morgan Site Marker	<ul style="list-style-type: none"> Located near Bunker Hill on Mill Creek, this state-owned property is currently being reviewed by the Berkeley County Council for expansion along the stream for fishing access and walking path. MBCPR should continue to participate in the County's evaluation of this site for potential park expansion and inclusion in its asset portfolio.
Inwood Park	<ul style="list-style-type: none"> In June 2021, the Berkeley County Commission approved the purchase 23 acres of land in Inwood to create a new park for southern Berkeley County residents. The County Commission is currently preparing a site plan detailing the park amenities that will likely be finalized in 2023.
Lake Thomas Park	<ul style="list-style-type: none"> The City of Martinsburg must conduct a Phase I Environmental Site Assessment (ESA) of the former limestone quarry and surrounding area A Phase I ESA is the introductory phase of investigating if there is a potential for environmental risk or contamination on a property that would affect its value and if additional investigation and testing is warranted. In addition to the Phase I ESA, it will also be important for the City to conduct a thorough geotechnical evaluation of the former quarry to identify necessary mitigation measures needed to stabilize and reinforce the quarry walls, etc. and ensure its safety for passive recreation use.
Indoor Multi-use Recreation Center to serve the Spring Mills and Falling Waters areas of the county	<ul style="list-style-type: none"> Given the continued growth of the Spring Mills and Falling Waters areas of the county, MBCPR should conduct a feasibility study to determine the location, programming needs, and size of a new recreation center like those located in Martinsburg (Berkeley County 2000 Center) and in Inwood (W. Randy Smith Recreation Center).
Van Metre Ford Stone Bridge Park	<ul style="list-style-type: none"> MBCPR should continue to explore the feasibility of creating a new 7-acre park adjacent to the historic Van Metre Ford Stone Bridge located near Martinsburg. In addition, MBCPR should also work with the West Virginia Department of Natural Resources to design and program a water access point at the Van Metre Ford Bridge to Opequon Creek.
Skate Park	<ul style="list-style-type: none"> Given the community's interest in having a formal skate park facility, MBCPR should consider conducting a feasibility study to determine the location, design, costs, and risk/liability of a new skate park facility. The study should include inputs and perspectives from existing and interested skate park users are engaged in addition to the public.

Figure 16 illustrates the life cycle evaluation process that MBCPR needs to formally consider and implement as part of its park facility operation and maintenance program functions. This life cycle evaluation process supports the recommendations above concerning the need to prepare master plans for each MBCPR's existing and new park facilities, followed by the preparation of engineering design plans, construction, operations, and ongoing evaluation to ensure each facility is meeting the needs of the community.

Figure 16, Park Facility Life Cycle

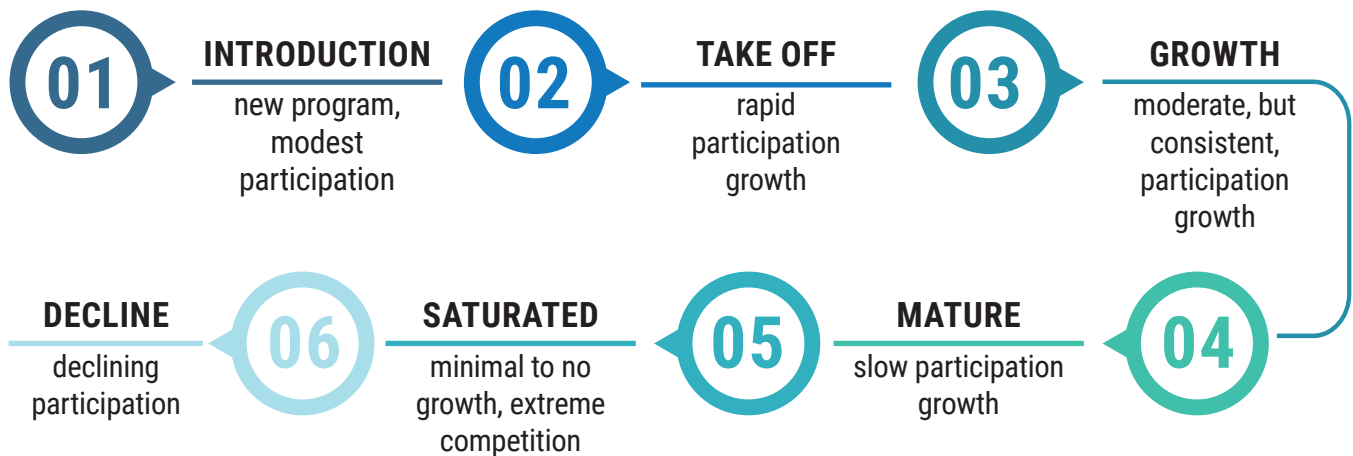


Source: Fort Collins Parks and Recreation Master Plan Park Facility Life Cycle



Recreation Program Needs

Similar to park facilities, MBCPR recreation programs also undergo a life cycle evolution and understanding where a program is in its life cycle can inform strategic decisions about the overall recreation program portfolio. The various stages of program lifecycles are:



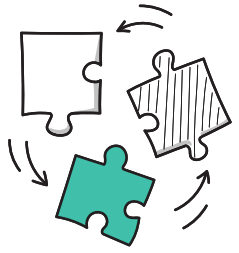
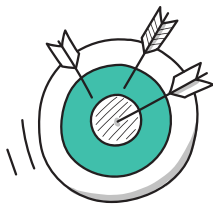
Determining what stage in its life cycle a program is in relies not only on quantitative data, but on MBCPR staff knowledge. As documented in Table 4, Recreation Programs, MBCPR has a strong distribution of programs across the various age categories, and the majority of the programs have been determined by staff to have both a strong importance and demand for their continuation. However, several programs, such as Tennis Camp, Gym Walkers, Animal Adventure Camp, Pre-School Day Camps, and Golf have experienced declining participation and demand from the community. As such, these programs may have reached their life cycle maturity based on changing demographics and/or decline in participation for a particular sport (e.g., tennis and golf). Regardless, an ongoing and annual review and evaluation of MBCPR's programs need to be undertaken to identify needs to modify or eliminate certain programs.

Recommendations from the public survey and priorities of MBCPR Staff revealed new recreation programs that will be needed to meet future demands. Table 8 outlines MBCPR’s new programmatic needs and recommendations. As previously noted, current gaps in programs serving the age groups of Young Adults ages 19-24 to Seniors 65+ exist. With an aging population, the need to provide appropriate programs to meet their needs will need to be a priority.

Many of these are also in alignment with NRPA’s national trends discussed in the previous chapter.

Table 8. Park Facility Life Cycle

Proposed Recreation Programs	Needs/Recommendations
Community-Based Programs	<ul style="list-style-type: none"> MBCPR should explore new specialized programming to meet the growing demand in electronic sports (i.e., organized, multiplayer video game competitions, particularly between professional players, individually or as teams) and continued interest in photography and other special interest areas.
Child Care Services for Adult Opportunities	<ul style="list-style-type: none"> MBCPR should explore needs of working families and their childcare requirements. This also includes providing childcare opportunities for its members to afford greater opportunities to participate in recreation programs.
Environmental Education (Facilities and Programming)	<ul style="list-style-type: none"> MBCPR should consider developing environmental education programs in concert with Berkeley County Schools environmental coursework. Also, consider incorporating environmental education via interpretive signs, outdoor classrooms, etc. into existing (e.g., Poor House Farm) and new park facilities (e.g., Brick Yard and Lake Thomas).
Personal Safety & Self Defense Courses	<ul style="list-style-type: none"> MBCPR should consider partnering with City and County law enforcement to provide a personal safety & self-defense course(s) to help participants learn how best to protect themselves through self-defense tactics and techniques. Course subject matter include may include awareness, prevention, risk reduction and risk avoidance, as well as basic, hands-on defense training.
Special Needs Programming	<ul style="list-style-type: none"> MBCPR should consider partnering with social service agencies to develop and deliver goal-based, supportive programs for individuals with intellectual and developmental disabilities. The program(s) may include community awareness, healthy living, nutrition, sports, and social and life skills development.



Policy Goals and Action Items

Each goal describes an ideal future for the parks and recreation system in Berkeley County. These goals have been established to be aspirational yet attainable over the next 10 years. Action items are delineated to support each goal which provide a step-by-step roadmap for MBCPR to work through in order to achieve the ideas and meet the needs of the county. More specific implementation tasks and a timeline for each item is more fully explained in the Chapter 5 – Implementation Schedule.

POLICY AREA – FACILITIES

GOAL 1

PROVIDE PARK AND RECREATION FACILITIES THAT MEET A HIGH LEVEL OF SERVICE FOR ALL RESIDENTS NOW AND OVER THE NEXT 10 YEARS.

MBCPR provides a substantial inventory of parks and recreation facilities that are valued by residents. A life cycle evaluation approach to the operations, renovation, enhancement, or replacement of the existing facilities is needed to ensure they are maintained and improved annually. Deferred maintenance due to lack of resources ends up costing the organization more than if repairs can be completed in a timely manner and the ability to add new facilities when demand exceeds capacity will keep Berkeley County an attractive place for people to live.

ACTIONS:

- 1.1 Ensure maintenance standards are clear and consistently implemented for existing facilities
 - 1.1.1 Upgrades to existing facilities should be initially based on the Tier 1-3 analysis performed for this study with Tier 1 facilities as priorities
 - 1.1.2 Follow the Vision Plans developed for Tier 1 facilities and set funding priorities according to a very clear and concise implementation schedule for each park.
 - 1.1.3 Ensure that every park and park facility have current capital improvement plans (CIP) along with a complimentary framework plan. The CIP will focus on capital maintenance and improvement needs for the facility along with projected costs while the framework plan supports the CIP with forecasted recreation programmatic needs, staffing schedules, a detailed funding plan, and specific schedule.
 - 1.1.4 Build resources and diversify funding so that reliance on grants for long term maintenance is diminished and capital needs can be timely met rather than depending on the uncertainty of grant programs and varying award schedules.
- 1.2 Develop long term master development plans for Tier 2 and 3 facilities to ensure that problems are identified early, and potential expansion opportunities are capitalized in a timely manner.
 - 1.2.1 Secure funding for master development plans for Tier 2 and 3 facilities
 - 1.2.2 Leverage parks and recreational assets outside of MBCPR to provide for a wider and more impactful network of parks and programs. Ensure that connections beyond MBCPR owned parks are being considered with every development plan.
 - 1.2.3 Develop a detailed funding plan and seek out multiple and creative financing for master development of parks

- 1.3 New facilities will need to be added as the population continues to grow.
 - 1.3.1 Focus new parks development within the communities along major corridors including I-81, Route 9 and Route 11. The plan has identified the six (6) new facilities that are in the planning stages or have been identified as a future opportunity.
 - 1.3.2 Develop feasibility plans and development plans for the six (6) new parks identified within the Master Plan. These include:
 - Aquatic Center
 - Col. Morgan Site Marker
 - Inwood Park
 - Lake Thomas Park
 - Recreation Center to serve the Spring Mills and Falling Waters communities.
 - Van Metre Ford Stone Bridge Park
 - 1.3.3 Capitalize on historic, cultural, and other public/private recreational resources in the county. Identify critical recreation assets outside of the purview of MBCPR and consider partnerships with entities to cross-promote the overall network of parks and recreation opportunities throughout the county.

POLICY AREA – PROGRAMS

GOAL 2

PROVIDE RECREATIONAL PROGRAMS ARE RESPONSIVE TO THE NEEDS OF RESIDENTS OF ALL AGES AND ARE DESIGNED TO CREATE A LIFETIME CONSUMER.

The health benefits of open space, recreation and community gathering impact our lives at every stage. MBCPR will ensure that programming meets the needs of our residents at every age so that we can live long and healthy lives.

ACTIONS:

- 2.1 Expand existing programs and secure new parkland, where possible, to serve the growing needs of underserved communities within the county.
 - 2.1.1 Conduct regular (annual, etc.) public surveys to collect information and data to help assess the community's recreation program needs.
 - 2.1.2 Consider the development of a scholarship program so that those in underserved communities can better participate in programming.
 - 2.1.3 Consider national and regional trends in recreation, local demand and projected usage and participation before introducing new programs or amenities
 - 2.1.4 There are currently 25 different recreation and education programs offered by Berkeley County and 13 of these 25 have been identified as a high priority programs. These programs must be maintained and expanded at a level the meets the needs of current and future populations. Annual assessments of these programs in terms of cost and effectiveness should be completed to help guide decision making and direct resources to meet programmatic needs.
 - 2.1.5 Promote and broaden the availability of facilities and programs to cater to diverse ages, interest, abilities and cultures

- 2.2 Develop new programs to meet demands of a growing population.
 - 2.2.1 Offer nature-based education programs that cater to different age groups, including children, teens adults and seniors.
 - 2.2.2 Develop a feasibility and cost analysis to add childcare services for adult programs
 - 2.2.3 Develop community-based programs
 - 2.2.4 Add new safety courses for personal safety and self defense
 - 2.2.5 Thoroughly assess and develop an accessibility plan for all parks and recreational program

POLICY AREA – FINANCIAL

GOAL 3

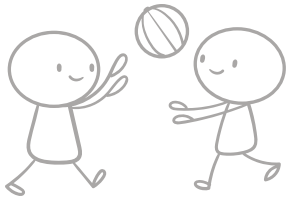
ENHANCE THE FINANCIAL SUSTAINABILITY OF PARKS AND RECREATION

MBCPR has stretched operational budgets to maintain existing parks, recreation facilities, and other infrastructure as far as they can go. Additional capital and operational funding is needed to ensure all parks and recreation facilities continue to provide the level of experience that residents seek. A full and diverse range of funding needs include day-to-day operation and maintenance costs as well as capital costs for replacing individual park and recreation amenities at the end of their life cycles, refreshing existing parks, and building new parks and recreation facilities in both growing and established parts in the community.

ACTIONS:

- 3.1 Secure sufficient funding to develop, maintain, and program parks and recreation facilities as well as enhance infrastructure.
 - 3.1.1 Develop an annual financial business plan for the overall MBCPR organization.
 - 3.1.2 Consider facilities fees to help cover the cost of capital improvements for major renovations and expansions
 - 3.1.3 Leverage the newly created non-profit, Friends of Parks and Recreation Inc., to generate revenue for upgrades to existing facilities and development of new park facilities
 - 3.1.4 Utilize non-profit to generate matching dollars for grants so that operational funding is not used for one-time investments as much as possible
 - 3.1.5 Share a Development Coordinator/Grant Writer position with member agencies of MBCPR to expand capacity to seek revenue generating opportunities and to increase competitiveness for grant programs and foundation funding
 - 3.1.6 Rely on and follow Capital Improvement Plans to help build an annual funding plan that is directly tied to facility needs





- 3.2 Continue to generate revenue from parks, recreation facilities, and programs that can be reinvested back into these assets.
 - 3.2.1 Design and implement cost-recovery model to move MBCPR to a business enterprise financial management model
 - 3.2.2 Regularly update recreational fees and charges based on a defined pricing and cost recovery philosophy
- 3.3 Strengthen and in some cases formalize new partnerships with MBCPR partners and other agencies including the City and County to ensure fair and equitable relationship.
 - 3.3.1 Develop MOU agreements with the City or other similar agencies to share resources and services such as maintenance of vehicles
 - 3.3.2 Consider sharing a Development Coordinator/Grant Writer with MBCPR partners
- 3.4 Support and strengthen resident opportunities for involvement, volunteerism and giving in support of parks, recreation and trails
 - 3.4.1 Identify a diverse range of strategies for increasing resident engagement and volunteerism
 - 3.4.2 Encourage workplace giving programs and “days of service” for volunteer days and community campaigns with corporations, institutions, non-profits, and large companies
 - 3.4.3 Develop sponsorship program to expand opportunities to improve and maintain park facilities.



Implementation

5





Funding Sources

Table 9 outlines federal, state, and local funding sources and mechanisms that may be used to implement the plan recommendations. MBCPR will need to carefully evaluate these sources and program them into its capital improvement plan to fund specific priority initiatives. In addition to working with the City, County, and Berkeley County Schools, MBCPR should also continue to partner with Region 9 to assist with grant program identification and application development. Such intergovernmental partnerships will be critical to the plan's implementation success.

Table 9. Federal, State, and Local Funding Sources

Proposed Recreation Programs	Needs/Recommendations
LOCAL	
County and City Budget Allocations	The County and City allocate funding in their respective annual budgets to MBCPR. These budget allocations are derived from each government bodies' hotel tax assessments.
Community Development Block Grant (CDBG)	The City of Martinsburg is a U.S. Department of Housing and Urban Development (HUD) entitlement community that receives Community Development Block Grant (CDBG) funds from HUD to carry out a wide range of community revitalization activities in low- and moderate-income persons. Such activities include economic development and providing improved community facilities and services, including park facilities.
Parks and Recreation Fees	MBCPR generates 55-60% of its annual revenue from its fees received from membership payments and other fees assessed for its services and facility rentals. Facilities, which include admissions and fees for pools and recreation centers, account for about 20 percent, while program and league revenue generates about 46 percent.
Municipal Service Fees	The City of Martinsburg is authorized under WV Code §8-13-13 to charge a municipal service fee for the installation, continuance, maintenance, or improvement of any essential or special municipal service – including parks and recreational facilities.
Excess Levies and Bonds	Excess levies and general obligation bond levies of counties and municipalities must be approved by at least 60 percent of those voting for and against the levy. The excess levy rates are those specified in the excess levy ballot, unless the ballot allows them to be reduced in accordance with the excess levy ballot provision. The levy rates can be increased by referendum to impose general obligation bond levies or excess levies. If proposed by a municipality or a county commission, the excess levies can increase the share of that levying body's maximum regular levy rate by up to 50 percent and remain in effect for up to five years. If proposed by a county board of education, the excess levy can increase that levying body's maximum regular levy rate by up to 100 percent and can remain in effect for up to five years. Board of education excess levies and general obligation bond levies require a majority approval of those voting on the question.

Table 9. Federal, State, and Local Funding Sources (continued)

Proposed Recreation Programs	Needs/Recommendations
STATE	
Park Donations Funds	The private, non-profit Friends of Parks and Recreation, Inc., organization has been established to receive charitable contributions and donations that be used for applicable projects, equipment, and general facility improvements.
Sponsorships	Corporate and community partnerships to sponsor community programs, events, and facilities as part of their business plans for funding. Community and corporate support may range from fund raising activities such as selling pavers, businesses sponsoring an event or sports team, and/or the purchase of naming rights for a public facility for a period of time. Sponsorships are most frequently used to fund various parks and recreation programs, but some jurisdictions have also explored naming rights as a potential revenue source.
Governor's Community Partnership Program	The Governor's Community Partnership program provides state grant funds for community and economic development projects throughout West Virginia. In true community partnerships, the program enables communities to expand, build and improve a variety of public facilities and services. The program encourages and supports meaningful public improvements in communities throughout West Virginia. From city parks to industrial parks, from tennis courts to county courthouses, the program provides resources for a variety of projects that improve communities throughout the state.
WV DOH Recreational Trail Program	The Recreational Trails Program is available for the construction, upgrade or maintenance of both motorized and non-motorized recreational trails. It is an 80% federal, 20% local reimbursement program that may recognize "in-kind" matches for the local share.



Table 9. Federal, State, and Local Funding Sources (continued)

Proposed Recreation Programs	Needs/Recommendations
FEDERAL	
U.S. Department of Interior, National Park Service State and Local Assistance, Land and Water Conservation Fund (LWCF)	The LWCF provides matching grants to state and tribal governments to support the development of public parks and outdoor recreational opportunities, and the Great American Outdoors Act passed in 2020 permanently funds the Land and Water Conservation Act at \$900 million annually. The amount of LWCF funding awarded to West Virginia annually varies depending on appropriations by the United States Congress. West Virginia's total annual LWCF allocation has been approximately \$400,000 to \$1 million between the years 2010 and 2016 with an average of \$520,000.
U. S. Department of Agriculture Community Facilities Loan and Grant Program	The United States Department of Agriculture (USDA) provides grants, low-interest direct loans, and/or combinations of the two to develop essential community facilities in rural areas, including public facilities, community support services, and local food systems such as community gardens and food hubs. Public entities, nonprofit organizations and tribal entities in rural communities are eligible to apply.
U.S. EPA Brownfield Redevelopment	The United States Environmental Protection Agency (EPA) Brownfields Program provides grants and technical assistance to communities, states, tribes and others to assess, safely clean up and sustainably reuse contaminated properties. EPA's Brownfields Program provides direct funding for brownfields assessment, cleanup, revolving loans, environmental job training, technical assistance, training, and research.





Implementation Table

Table 10 consolidates all of the goals, actions, and methods of the policy framework into a matrix that can be used as a quick reference guide and checklist for implementation of the plan's recommendations.

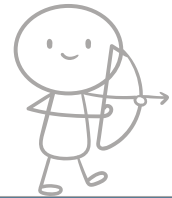


Table 10. Plan Implementation

GOAL 1 Provide Park and Recreation Facilities that Meet A High Level Of Service for All Residents Now and Over the Next 10 Years		
Action/Methods	Time Frame	Related Action/Methods
1.1 Ensure maintenance standards are clear and consistently implemented for existing facilities. Upgrades to existing facilities should be initially based on the tier 1-3 analysis performed for this study with tier 1 facilities as priorities		
Implementation Lead: MBCPR	Implementation Partners: TBD	
1.1.1 Follow the vision plans developed for tier 1 facilities and set funding priorities according to a very clear and concise implementation schedule for each park	Short-term (3-5 years)	
1.1.2 Ensure that every park and park facility have current capital improvement plans (CIP) along with a complimentary framework plan.	Short-term (0-3 years)	
1.1.3 Build resources and diversify funding so that reliance on grants for long term maintenance is diminished and capital needs can be timely met rather than depending on the uncertainty of grant programs and varying award schedules	Short-term (3-5 years)	
Action/Methods	Time Frame	Related Action/Methods
1.2 Develop long term master development plans for tier 2 and 3 facilities to ensure that problems are identified early, and potential expansion opportunities are capitalized in a timely manner		
Implementation Lead: MBCPR	Implementation Partners: TBD	
1.2.1 Secure funding for master development plans for tier 2 and 3 facilities	Short-term (3-5 years)	
1.2.2 Leverage parks and recreational assets outside of MBCPR to provide for a wider and more impactful network of parks and programs. Ensure that connections beyond MBCPR owned parks are being considered with every development plan	On-going as part of Master Planning process	
1.2.3 Develop a detailed master plans after funding is secured for each park and recreation facility	Long term (5-10 years)	

Table 10. Plan Implementation (Continued)

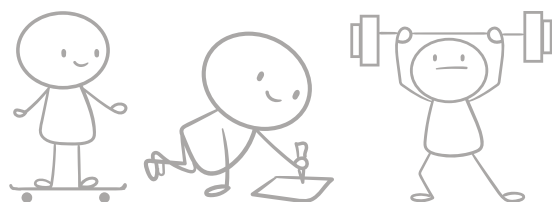
Action/Methods	Time Frame	Related Action/Methods
1.3 New facilities will need to be added as the population continues to increase		
Implementation Lead: MBCPR	Implementation Partners: TBD	
1.3.1 Focus new parks development within the communities along major corridors including i-81, Route 9 and Route 11.	Long term (5-10 years)	
1.3.2 Develop feasibility plans and development plans for the five (5) new parks identified within the master plan	Short-term (3-5 years)	
1.3.3 Capitalize on historic, cultural, and other public/private recreational resources in the county. Identify critical recreation assets outside of the purview of MBCPR and consider partnerships with entities to cross-promote the overall network of parks and recreation opportunities throughout the county	Short-term (0-3 years)	
GOAL 2 Provide Recreational Programs are Responsive to the Needs of Residents of All Ages and are Designed to Create a Lifetime Consumer		
Action/Methods	Time Frame	Related Action/Methods
2.1 expand existing programs and secure new parkland, where possible, to serve the growing needs of underserved communities within the county		
Implementation Lead: MBCPR	Implementation Partners: TBD	
2.1.1 Conduct regular (annual, etc.) public surveys to collect information and data to help assess the community's recreation program needs.	Annually	
2.1.2 Consider the development of a scholarship program so that those in underserved communities can better participate in programming.	On-going	
2.1.3 Consider national and regional trends in recreation, local demand and projected usage and participation before introducing new programs or amenities	Annually	
2.1.4 Annually assess high demand programs in terms of cost and effectiveness to help guide decision making and direct resources to meet programmatic needs	Annually	
2.1.5 Promote and broaden the availability of facilities and programs to cater to diverse ages, interest, abilities, and cultures	On-going	

Table 10. Plan Implementation (Continued)

Action/Methods	Time Frame	Related Action/Methods
2.2 Develop New Programs to Meet Demands of a Growing Population		
Implementation Lead: MBCPR	Implementation Partners: TBD	
2.2.1 Offer nature-based education programs that cater to different age groups, including children, teens adults and seniors	Short-term (0-3 years)	
2.2.2 Develop a feasibility and cost analysis to add childcare services for adult programs	Short-term (0-3 years)	
2.2.3 Develop community-based programs	Short-term (3-5 years)	
2.2.4 Add new safety courses for personal safety and self defense	Short-term (0-3 years)	
2.2.5 Thoroughly assess and develop an accessibility plan for all recreation programs	Short-term (0-3 years)	
GOAL 3 Enhance the Financial Sustainability of Parks and Recreation		
Action/Methods	Time Frame	Related Action/Methods
3.1 Secure sufficient funding to develop, maintain, and program parks and recreation facilities as well as enhance infrastructure		
Implementation Lead: MBCPR	Implementation Partners: TBD	
3.1.1. Develop an annual financial business plan for the overall MBCPR organization	Annually	
3.1.2 Consider facilities fees to help cover the cost of capital improvements for major renovations and expansions	Short-term (0-2 years)	
3.1.3 Leverage the newly created non-profit, Friends of Parks and Recreation, Inc., to generate revenue for upgrades to existing facilities and development of new park facilities	On-going	
3.1.4 Utilize non-profit to generate matching dollars for grants so that operational funding is not used for one-time investments as much as possible	On-going	
3.1.5 Create a development coordinator/grant writer position to expand capacity to seek revenue generating opportunities and to increase competitiveness for grant programs and foundation funding. This position could be shared with member MBCPR partners.	Short-term (2-5 years)	
3.1.6 Rely on and follow capital improvement plans to help build an annual funding plan that is directly tied to facility needs	On-going	

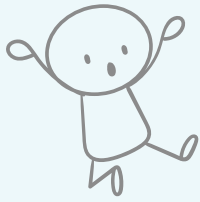
Table 10. Plan Implementation (Continued)

Action/Methods	Time Frame	Related Action/Methods
3.3 Strengthen and in some cases formalize new partnerships with MBCPR partners and other agencies including the city of Martinsburg to ensure fair and equitable relationships		
Implementation Lead: MBCPR	Implementation Partners: TBD	
3.3.1 Develop MOU agreements with the city or other similar agencies to share resources and services such as maintenance of vehicles	Short-term (0-3 years)	
3.3.2 Consider sharing a development coordinator/grant writer with MBCPR partners	Short-term (0-3 years)	
Action/Methods	Time Frame	Related Action/Methods
3.4 Support and strengthen resident opportunities for involvement, volunteerism and giving in support of parks, recreation and trails		
Implementation Lead: MBCPR	Implementation Partners: TBD	
3.4.1 Identify a diverse range of strategies for increasing resident engagement and volunteerism	Short-term (0-3 years)	
3.4.2 Encourage workplace giving programs and “days of service” for volunteer days and community campaigns with corporations, institutions, non-profits, and large companies	On-going	
3.4.3 Develop sponsorship program to expand opportunities to improve and maintain park facilities	Short-term (0-3 years)	

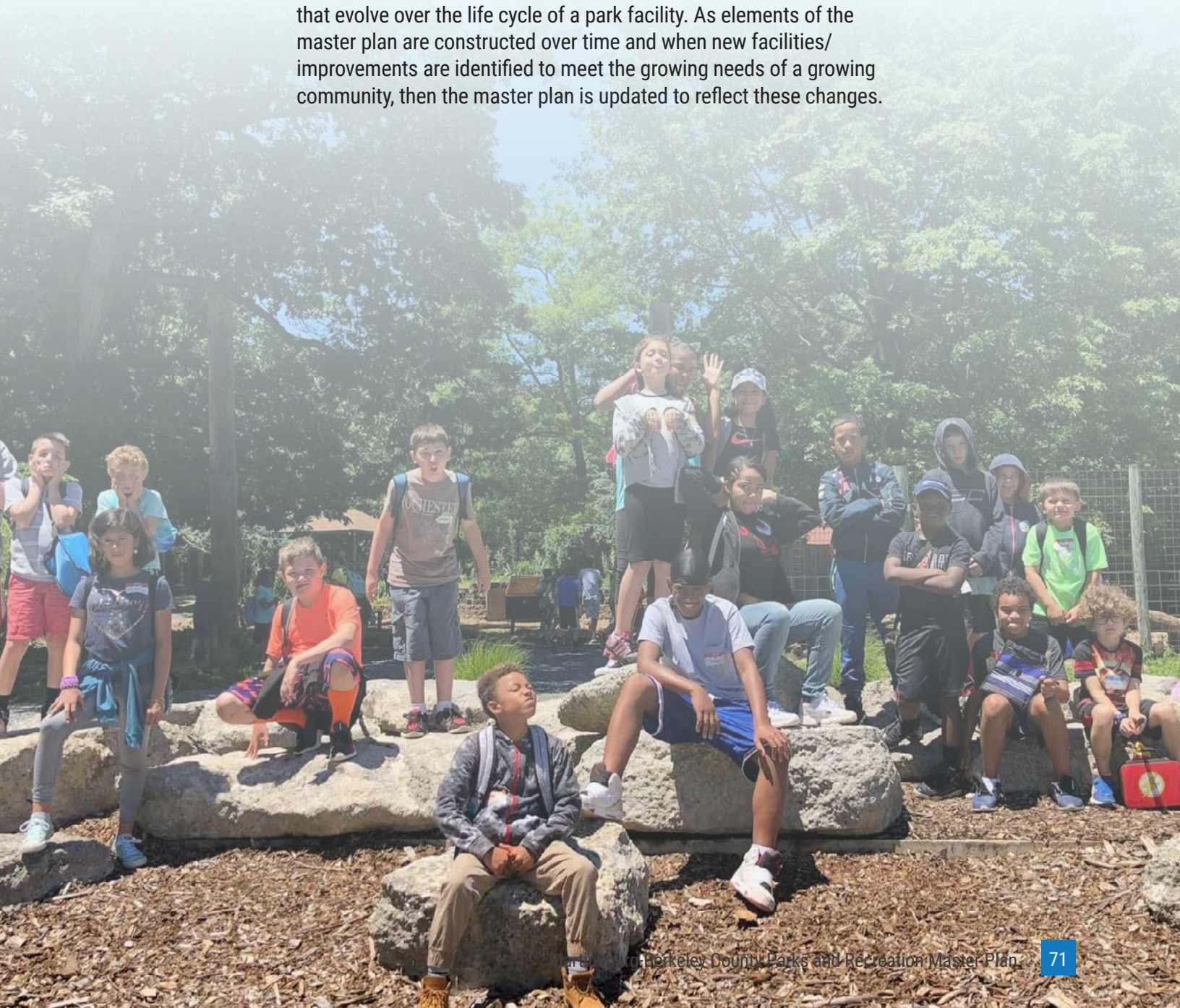




Introduction



As previously discussed, a two day park facility design workshop was held in June 2022 with stakeholders to create vision plans for two parks within the MBCPR system: Poor House Farm Park and the newly proposed Lake Thomas Park located within the City of Martinsburg. These concept-level master plans represent the recommended improvements to these facilities and as previously illustrated, the master plan development process is the initial step to the park facility life cycle management process. These master plans provide the basis for MBCPR to proceed with prioritizing and programming the improvements for subsequent stages in the life cycle process. The master plans should serve as living documents that evolve over the life cycle of a park facility. As elements of the master plan are constructed over time and when new facilities/ improvements are identified to meet the growing needs of a growing community, then the master plan is updated to reflect these changes.





Poor House Farm Park Master Plan

Historical Context

Purchased on March 25, 1850, from John and Elizabeth Emert for \$5,626, the 140-acre farm was acquired by Berkeley County's "Overseers of the Poor" to provide a new poor house for the aged, orphaned, and those in need. Prior years before the purchase, the Emerts built a stone house which began as a log home. They built the spring house, smokehouse, as well as the limestone barn. A stone marker in the gable of the barn's north wall bears the initials J.E. (John Emert) and the year 1844. In 1881, a framed infirmary building was built. In 1916, the brick steward's house was built by J.P. Talhem. In the 1950's, the advent of the national welfare system made the Poor/Alms House system obsolete. The brick house was leased out as a group home. It served as the Gateway Youth Home for many years followed by the Eastern Panhandle Mental Health organization's usage until 2001. At that time, the stone house was vacated and turned over to the MBCPR Board. The county farm was leased to the MBCPR by the Berkeley County Commission on December 16, 1993, for the purpose of creating an open space public park.

Since December 1993, the park has been maintained by MBCPR and much work had to be done before the farm could become a public park.

- In 1994, a new roof was put on the barn, the brick house received a facelift, dilapidated buildings (including the 1881 frame building) were razed, and an old tire pile was removed.
- Construction on the 5-acre lake began in May 1997.
- In 1999, the Rotary Pavilion was completed, miles of walking trails were mowed into the hills, the soccer fields were finished, the Berkeley County Youth Football League had completed their complex, the back of the barn had been extended and a wooden deck was added.
- On October 27, 1999, the West Virginia Department of Natural Resources stocked the lake for the first time.
- In 2000, a second pavilion was built which would later be named the Kester Pavilion in memory of Virginia Kester.
- In 2001 the barn stonework was re-pointed.
- In 2002 a storage hut was constructed and PVC coated benches were added around the lake.
- In 2003 the milking parlor was repaired, heat was added to the barn, and a handicap accessible laminated bridge that crosses the Tuscarora creek was added.
- In 2004 sand volleyball courts were constructed and the addition of a handicap accessible ramp and porch in front of the barn was begun as a Boy Scout Eagle project.
- In 2007 the barn silo was repainted, and a new cap was installed on the top. Also, in 2007 the Henry Arena Committee signed an agreement to lease part of the farm to create the Henry Equestrian Arena.
- Throughout 2009, Jack Beadling and a group of disc golf professionals cleared trails to install an 18-basket PDGA Disc Golf Course. This project was funded by the Beth Jacob Synagogue Members and Jewish Community and opened for play in 2010.

Existing Conditions

Located on Almshouse Rd. and approximately 3 miles west of the King St. exit for Interstate 81, the current 224-acre Poor House Farm Park is one of MBCPR's premier park facilities that is designated as a destination/historical park facility according to the typology types previously discussed. The park includes the following amenities:

- 1 Large Pavilion
- 1 Medium Pavilion
- 1 Small Pavilion
- Stocked Trout Stream
- 5 Miles of Jogging/Hiking Trails
- Playground Area (newly replaced in October 2021)
- Poor House Farm Barn (~2,400 sq. ft.)
- Stocked 5-Acre Rickard Lake
- Emmert Field Youth Football Complex
- Practice Soccer Fields
- Recreation Ball Field
- Public Restrooms
- Sand Volleyball Court
- 18-Hole Disc Golf Course
- Home to the Henry Equestrian Arena

Proposed Improvements

Given the park's popularity among county residents and visitors alike, and growing demands for its expanded use, the master plan Steering Committee overwhelmingly recommended that this park facility undergo a master plan visioning process as part of the master plan development process. A design workshop was held on June 27, 2022, at Poor House Farm Park Barn with representatives from the County, City, and Steering Committee to identify recommended improvements to the park facility and its amenities. Such improvements also considered the proposed addition of a 70-acre contiguous tract located on the north side of the park. The results of this design workshop are illustrated in Poor House Farm Park Master Plan shown in Figure #17.

The master plan focuses on the preservation of the park's existing core features comprised of the Poor House Barn, Stone House, and Rickard Lake, as well as the park's ancillary facilities Emmert Field Youth Football Complex and the Henry Equestrian Arena. The major recommended improvements include maximizing the use of the existing space through modified and/or new programming through the addition of multipurpose, pickleball, and soccer fields west of Poor House Road and the addition of sand volleyball courts on the east side of Poor House Road. The 70-acre parcel addition to the north includes a new amphitheater and adaptive reuse of the property's former barn ruins as a special outdoor event space. The plan also recommends an expansion to the existing walking trail network and improvements to the park's roadway and vehicular circulation and parking amenities. Table 11 provides a list of the specific improvements along with an estimated cost for each.

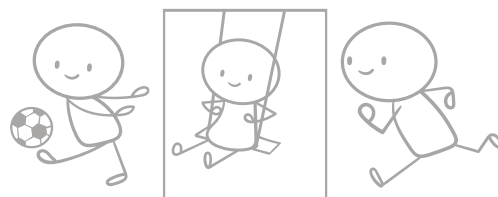
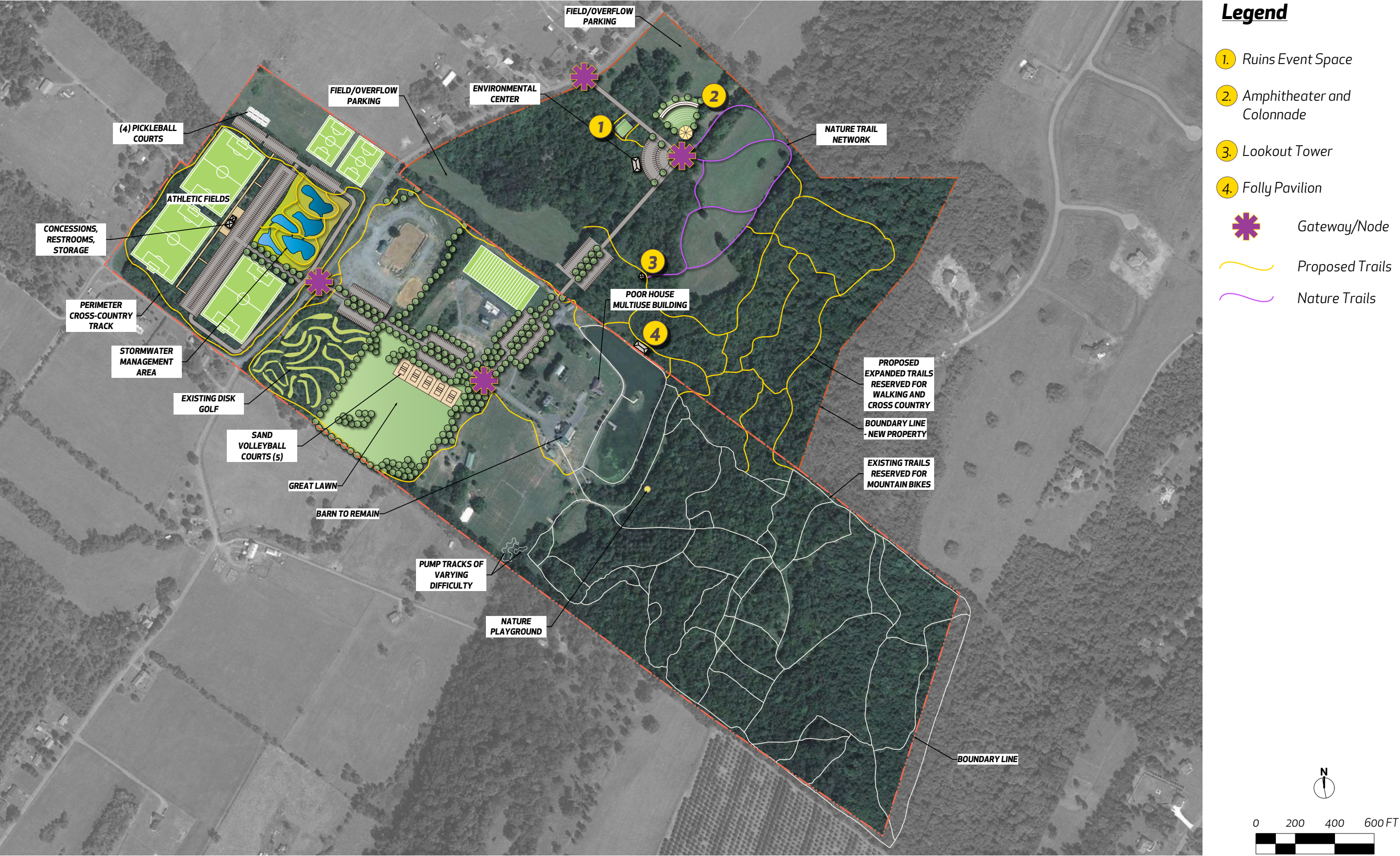


Figure 17. Poor House Farm Park Master Plan



Table#11. Poor House Farm Park Estimated Cost of Proposed Improvements

POOR HOUSE FARM PARK Opinion of Probable Construction Cost					
Description	Unit	Unit Cost	Quantity	Construction Cost	Other Cost*
Multiuse Athletic Field	EA	\$396,090.00	3	\$1,188,270	\$0
U8-U10 Soccer Field	EA	\$264,060.00	2	\$528,120	\$0
Pickleball Court	EA	\$47,000.00	4	\$188,120	\$94,000
Sand Volleyball Court	EA	\$15,600.00	5	\$78,000	\$27,300
Restrooms	EA	\$150,000.00	1	\$150,000	\$52,500
Concessions/Storage Building	EA	\$7,000.00	1	\$7,000	\$2,450
Walking Path (Crushed Stone)	SF	\$4.50	18315	\$82,418	\$28,846
Gateway improvement (Location TBD)	EA	\$6,673.00	4	\$26,692	\$9,342
Great Lawn Renovation	SF	\$0.15	370752	\$55,613	\$0
Tree Planting	EA	\$32.00	250	\$8,000	\$0
Pump Tracks	LF	\$361.36	580	\$209,589	\$0
Nature Playground	EA	\$51,900.00	1	\$51,900	\$10,380
Poor House Renovation	EA	\$300,000.00	1	\$300,000	\$0
Folly Landscape Structure	SF	\$2.04	2450	\$4,998	\$0
Observation Tower	EA	\$60,000.00	1	\$60,000	\$0
Environmental Center	SF	\$100.00	2450	\$245,000	\$73,500
Renovated Ruins Area	SF	\$2.50	4000	\$10,000	\$0
Amphitheatre Seating	CF	\$12.00	2952	\$35,424	\$17,712
Amphitheatre Covered Stage Structure	SF	\$252.14	3966	\$999,987	\$499,994
Amphitheatre Colonnade Structure	SF	\$200.00	4400	\$880,000	\$440,000
Trails	LF	\$12.00	20241	\$242,892	\$121,446
Access Road	SF	\$7.67	441213	\$3,382,633	\$1,691,317
Parking Lot Rehabilitation	SF	\$2.67	246212	\$684,137	\$205,241
Parking/Road Fine Grading	SY	1.30	76381	\$99,295	\$29,789
Parking/Road Earthwork	CY	\$12.00	50920	\$611,040	\$274,968
Stormwater Improvements	LS	\$527,985.01	1	\$527,985	\$184,795
Underground Pedestrian Walkway Tunnel	LS	\$2,000,000.00	1	\$2,000,000	\$0

Phase 1 Construction Item

*Other costs include non-construction costs such as contracting, placement, overhead, mobilization, and inflation.

Construction Total = \$12,656,992

Other Total = \$3,763,579

Grand Total = \$16,420,571

Phase 1 Construction Total = \$3,693,549.40

Phase 1 Other Total = \$907,964.50



Lake Thomas Park

Historical Context and Existing Conditions

Lake Thomas and the surrounding area consists of approximately 40 acres and is owned by the City of Martinsburg. Lake Thomas, also known as West Quarry, is a former quarry that operated until 1927. In 1888, a company owned by William, Joseph and Daniel Baker purchased 3 quarries in Berkeley County – including Lake Thomas. These quarries produced stone for the railroad and steel industry. All these quarries were eventually purchased by Standard Lime and Stone Company. In 1954, the quarries were sold to American-Marietta, which merged with the Martin Co. to become Martin Marietta. In 1986, Martin Marietta sold to Riverton Corp., which changed the name to Capitol Cement. Capitol Cement was bought by Essroc and then Essroc bought by Argos – which is still in operation today. The City bought Lake Thomas from Standard Lime and Stone in 1941 where it has sat inactive since.

Proposed Improvements

In May 2022, Martinsburg City Council unanimously approved MBCPR to proceed with the preparation of a master plan for the lake and surrounding property's use as a passive public park. A design workshop for the proposed Lake Thomas Park was held on June 27, 2022, at Poor House Farm Park Barn with representatives from the County, City, and Steering Committee stakeholders to identify the recommended passive uses of the lake and surrounding property. In addition, the design workshop also identified non-motorized trail connections with nearby Oatesdale Park and War Memorial via the proposed Creekside Trail connection with Frog Hollow Trail. The results of this design workshop are illustrated in Lake Thomas Master Plan shown in Figure 18. Table 12 provides a list of the specific improvements along with an estimated cost for each.

Given the historic use of the Lake Thomas area, a critical step to implementing the park master plan will be the need for a Phase I Environmental Site Assessment (ESA). A Phase I ESA is a form of environmental due diligence for property transactions involving a public records review, interviews with persons knowledgeable about the site, and a noninvasive survey of certain aspects of the site. With a focus on identifying past releases or threatened releases of hazardous substances at a site, Phase I ESAs facilitate property transfers that satisfy the U.S. Environmental Protection Agency's All Appropriate Inquiries (AAI) Rule, as defined by the Comprehensive Environmental Response, Compensation, and Liability Act of 1980, the federal Superfund law. A Phase I ESA is the introductory phase of investigating if there is a potential for environmental risk or contamination on a property that would affect its value and if additional investigation and testing is warranted. In addition to the Phase I ESA, it will also be important for the City to conduct a thorough geotechnical evaluation of the former quarry to identify necessary mitigation measures needed to stabilize and reinforce the quarry walls, etc. and ensure its safety for recreational use.

Figure 18. Lake Thomas Park Master Plan

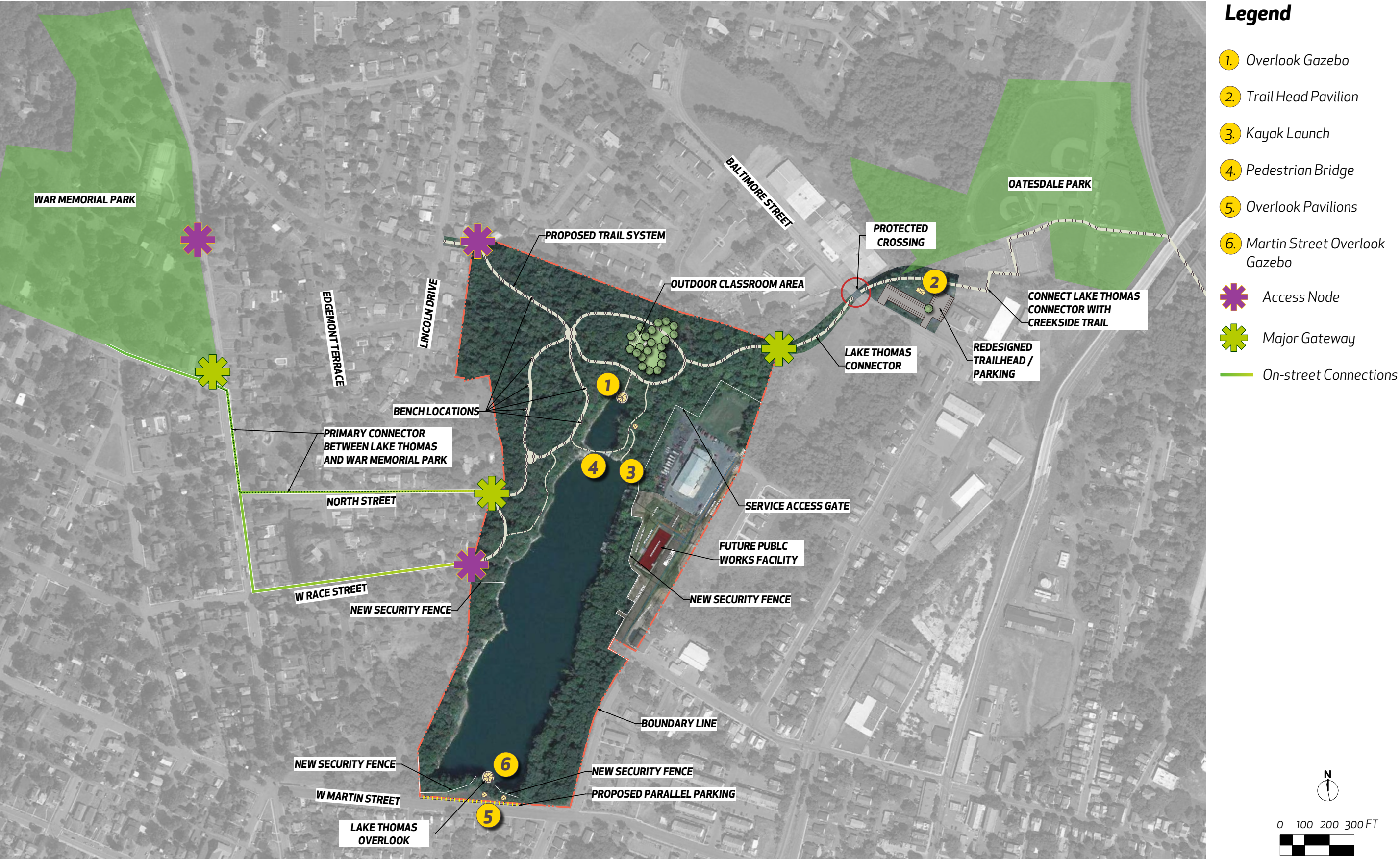


Table 12. Lake Thomas Estimated Cost of Proposed Improvements

LAKE THOMAS MEMORIAL PARK					
Opinion of Probable Construction Cost					
Description	Unit	Unit Cost	Quantity	Construction Cost	Other Cost*
Phase 1 ESA	EA	\$50,000.00	1	\$0	\$50,000
Security Fence	LF	\$55.00	2334	\$128,370	\$44,930
On-Street Wayfinding Signage	LF	\$1.14	4405	\$5,000	\$1,750
Protected Pedestrian Crossing**	EA	\$22,00.00	1	\$22,000	\$13,200
Walking Path (Crushed Stone)	SF	\$4.00	73927	\$295,708	\$103,498
Seeding	LS	\$1,200.00	1	\$1,200	\$420
Benches	EA	\$1,400.00	6	\$8,400	\$2,940
Lake Thomas Gateway Improvement East	EA	\$6,673.00	1	\$6,673	\$2,336
Lake Thomas Gateway Improvement West	EA	\$6,673.00	1	\$6,673	\$2,336
Gateway Improvement (Location TBD)	EA	\$6,673.00	1	\$6,673	\$2,336
Pavilion	EA	\$35,832.33	3	\$107,497	\$53,749
Gazebo	EA	\$16,942.56	2	\$33,885	\$16,943
Parking Lines	LS	\$1,000.00	1	\$1,000	\$350
Parkling Lots	LS	\$62,000.00	1	\$62,000	\$21,700
Amphitheather Seating	LS	\$17,008.60	1	\$17,009	\$8,504
Amphitheather Stage	LS	\$19,828.20	1	\$19,828	\$9,914

Phase 1 Construction Item

*Other costs include non-construction costs such as contracting, placement, overhead, mobilization, and inflation.

** Other cost includes ADA compliance design.

Construction Total =	\$702,088
Other Total =	\$324,989
Grand Total =	\$1,027,077

Phase 1 Construction Total =	\$702,088
Phase 1 Other Total =	\$193,437.80



Spring Mills Community Park

Existing Conditions and Proposed Improvements

Situated at the intersection of Hammonds Mill Road and St. Andrews Road in Spring Mills are two, five-acre wooded parcels owned by the Berkeley County Board of Education. To meet the growing parks and recreation needs of the Spring Mills community, the Berkeley County Schools and MBCPR entered into a \$1 annual lease agreement to use both properties as a combined 10-acre park that will be managed and operated by MBCPR. To

support the park’s development and improvement, the Berkeley County Council authorized the release of \$350,000 in American Rescue Plan Act (ARPA) funding to MBCPR. In addition to the ARPA allocation, over \$140,000 in private funds and in-kind donations have been raised to support the project’s completion by 2023. As illustrated in Figure 19, the new Springs Mills Community Park includes a walking trail, pavilion, public restroom facility, and a “tot lot” playground.

Figure 19. Spring Mills Park Concept Plan



Appendix



APPENDIX



Public Survey Results

APPENDIX



Community Profile

APPENDIX



Park Facility Profiles

PREPARED BY

Michael Baker

I N T E R N A T I O N A L



Martinsburg-Berkeley County Parks and Recreation Master Plan

*2032: GROWING NEEDS
FOR A GROWING COMMUNITY*

DECEMBER 2022