



Fairview Park Master Plan

Woodstock, Virginia

Prepared for the
Town of Woodstock

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Executive Summary

In its on-going effort to provide quality park and recreation opportunities for a growing area population, the Town of Woodstock purchased approximately 73.2 acres for a new town park site at North Street and Interstate 81. Both the Town's Comprehensive Plan and the Shenandoah County Indoor/Outdoor Recreation Master Plan call for expansion of town park facilities. In late 2006, the Town selected a multi-disciplinary team to develop the master plan for the new Fairview Park. Shortly thereafter, the Town Council appointed a master plan steering committee to guide the preparation of the plan. This group was comprised of nine recreation and community stakeholders, including representatives from the town, from the adjacent neighborhood, and from potential recreation partner agencies and institutions. The Fairview Park Master Plan is intended as a long-range guide for the development of park and recreation facilities and amenities over a 15 to 20 year timeframe.

The steering committee and consultant team undertook a year-long park master planning process which included multiple committee worksessions and two public information and input forums. As part of the master planning effort the team was asked to perform additional recreation-oriented studies. First, a Town-Wide Trails System Concept Plan was developed. This provided a framework for the long-range development of a comprehensive pedestrian and bicycle system for Woodstock. Carried through the same steering committee and public forum process as the master plan, the trails plan will be incorporated by the Town in its current update of the comprehensive plan. A second study provided an assessment summary of existing recreation facilities at the two existing Town parks, W.O. Riley and Riverview, to provide a recreational facility baseline for the Fairview Park plan effort. An analysis of the Fairview park site was conducted to identify both natural and man-made opportunities and constraints as they affect park development. A wide range of program ideas were identified through the inclusive planning process, and these set the basic park program concepts for Fairview. In many ways, the public called for the development of a community-level indoor aquatics & recreation center for all ages, outdoor sports fields & courts, and complementary passive recreation activities such as outdoor seating areas, walking/nature trails, an arboretum, an amphitheater and natural areas. Of particular note is a common desire to preserve and adaptively reuse the historic Wetzel house and barn on-site to create a valuable community asset for generations to come. In 2004, Woodstock fielded its first team in the Valley Baseball League, the Woodstock River Bandits. There is great local interest in building a new ballpark at Fairview for the River Bandits, tournament play, and for use by local high schools.

A preferred park master plan and program were prepared, incorporating direction from the steering committee and public forum input. The plan shows the proposed site layout, including programmed facilities and amenity areas. In order to create a 'flagship' park for the Town and surrounding area, a philosophy of partnering was embraced by the steering committee. Many of the projects described in the Master Plan are termed 'Special Partner Projects' --- these are significant undertakings, in scope, quality and management requirements, that will require the added resources of other governmental, institutional and/or corporate partners. This master plan document provides the basis for the Town to pursue a variety of facility funding options, including grants, partnerships, sponsorships, user fees, donations, as well as local government funding options. Draft Master Plan implementation tools and strategies are included in this report, including facility phasing & concept cost summaries, and a Seven Year Action Plan that sets out more specific phasing measures for Short Range Projects.

This executive summary provides only an introductory summary to this document, and should not be considered a full account of the Fairview Park Master Plan.