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**MEMORANDUM**

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**TO:** PARKS AND RECREATION ADVISORY BOARD  
**FROM:** JONATHAN SCHILK, LANDSCAPE ARCHITECT, PARKS/DESIGN AND DEVELOPMENT DIV.  
**VIA:** LAINE POTTER, MANAGER PARKS/DESIGN AND DEVELOPMENT DIVISION  
**VIA:** NICOLE OLIVER, DIRECTOR, PARKS AND RECREATION DEPARTMENT  
**SUBJECT:** MAPLEWOOD MCLEOD PARK MASTER PLAN APPROVAL/RECOMMENDATION  
**DATE:** NOVEMBER 9, 2022

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Parks and Recreation policy PAR 04.00.01 established the requirement for a master plan for each park and guidelines for the preparation and adoption of Park Master Plans.

With an eye towards this objective staff submits this park master plan of Maplewood Mcleod Park for review and final recommendation by the Advisory Board for future approval and adoption by the City Council.

Included in your Parks and Recreation Advisory Board Meeting packet are:

- Park Master Plan Policy and Procedure
- Maplewood Mcleod Park Master Plan Facts/Goals summary, listing park characteristics, funding sources, proposed facilities, public outreach dates, scheduling, etc.
- Executive summary
- Park Master Plan
- Park Master Plan report

# Preparation and Adoption of Park Master Plans

Reference Number PAR 04.00.01

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## Purpose

To establish guidelines for development and adoption of Park Master Plans.

## Scope

Each proposed park shall have a master plan. Master plans are prioritized pending available resources.

## Definitions

**City** - City of Bellingham Parks and Recreation Department

**Park Board** - is the City of Bellingham Parks and Recreation Advisory Board

**Park** - includes geographically contiguous parcels designated for a specific use and managed by the Parks and Recreation Department.

**Master Plan** - is a document developed with public input that guides the development and use of Parks.

## Policy/Conditions

### 1. Timeframe for Developing a Master Plan

In consultation with the Mayor, the Parks and Recreation Department Director shall determine the timeframe for developing a new master plan or amending an existing master plan. The decision shall be based on a variety of factors including, but not limited to, funding, department workload, and City priorities.

### 2. City Solicits Public Input

City staff shall present park master plan options at a public meeting for input.

The views of citizens, civic and service clubs, governmental agencies and other groups, organizations and community interests shall be solicited at a public meeting.

### 3. Parks and Recreation Advisory Board Shall Provide Final Recommendation

City staff shall present park master plan options to the Parks and Recreation Advisory Board.

The Parks and Recreation Advisory Board shall vote on a final recommended plan.

### 4. City Council Approves Final Master Plan

The final master plan shall be submitted to City Council for adoption.

### 5. City Uses Same Process for Changes

Park master plans may be amended.

Major park changes will be adopted using the same procedure for approval of initial master plan.

Determination on whether a change is major or minor shall be at the sole discretion of the Parks and Recreation Director.

# Maplewood Mcleod Park Master Plan Executive Summary



Area:	7 acres
Purchase:	Three parcels purchased in 2008 & 2010 for \$481,000 total
Purchase Funding:	Greenways Levy
Designation:	Neighborhood Park
Neighborhood:	Birchwood
Zone:	Public 7
Context:	Single family development, multi residential 800' as the bird flies
Roads:	Maplewood and Cherrywood Avenues and Mcleod Road
Schools:	Shuksan, Birchwood, Alderwood
Wetland/buffers:	~5 ac
Project Funding:	\$100k (2022 PIF), \$195k (2023 PIF), \$200k (2024 REET2), \$1.3mm (2024 PIF)

Proposed facilities/improvements/uses:

Small lighted park shelter – non-reservable
Playground for pre-school and school ages
Youth activity area for teens and young adults
Small restroom building
Stabilize/top dress existing ravine trail
4' Trail: ~720' 4' Forest trail loop
8' Trail: Cherrywood to park core
Walkways connecting park facilities and trails
Park entrances: Maplewood, Mcleod, and Cherrywood Avenue
Widen existing Maplewood driveway/trail to 10'
Maplewood and Mcleod street frontage improvements: sidewalk, curb/gutter, bike lane, concrete panel repair
Pocket parking on Maplewood Ave. near driveway
Interpretation and or outdoor classroom
Food forest/edible landscape
Picnicking
Park name sign, kiosk, parks rules, you are here, parking related wayfinding
Park furnishings: benches, tables, bike racks, litter receptacles, dog waste stations, drinking fountain
Critical area buffer mitigation planting, fence, signage
ADA parking area off Cherrywood Ave.
Flexible-use lawn area
Site clean up/debris removal

Public Outreach:

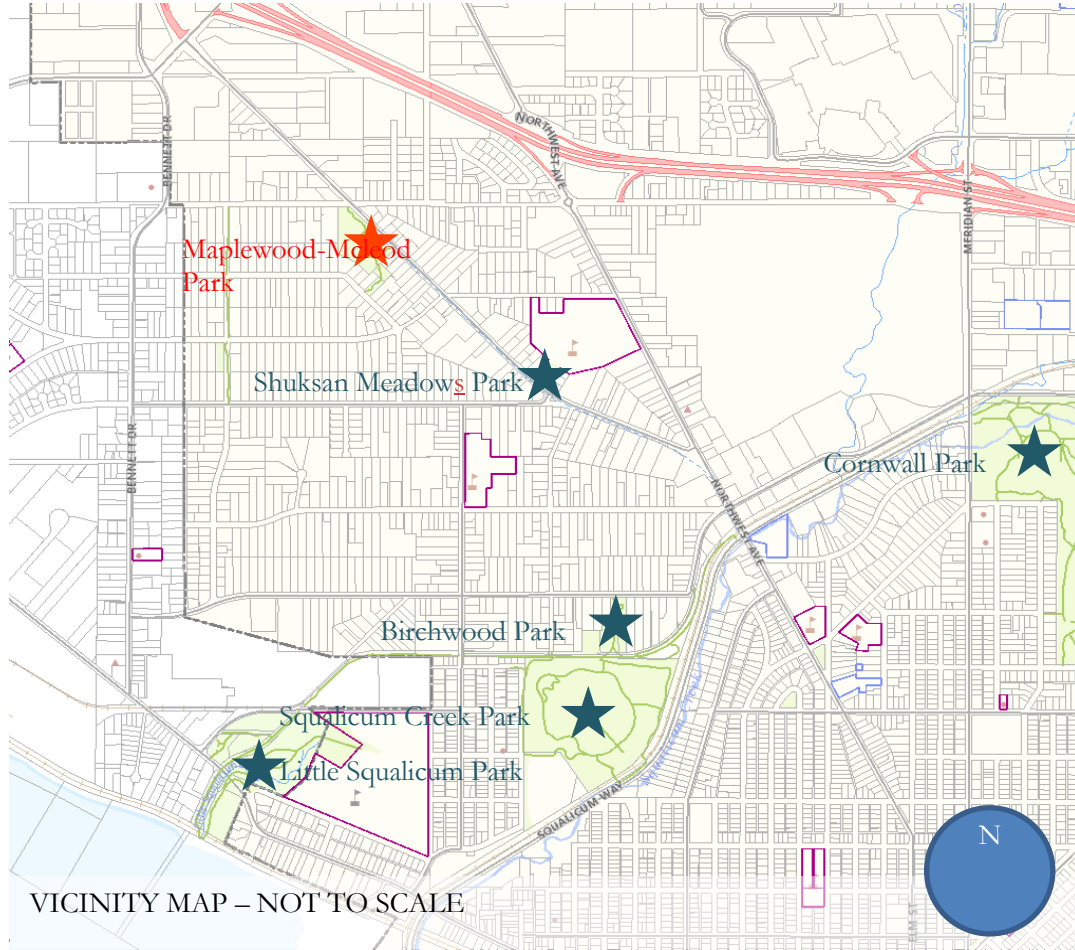
Birchwood Neighborhood Association meeting	3/8/22
Park committee meeting 1	4/21/22
Park & Rec Advisory Board/GAC site walk	5/17/22
Park committee meeting 2	5/20/22
Birchwood Neighborhood International Market	6/17/22
Engage Bellingham outreach	6/10/22 to 6/26/22
Park committee meeting 3	7/25/22
Park committee meeting 4	9/6/22
Birchwood Neighborhood Association meeting	9/27/22
Park & Rec Advisory Board	10/12/22
Neighborhood meeting	10/22/22

Additional public engagement opportunities will be provided during Phase 1 design

# Maplewood Mcleod Park Master Plan Executive Summary

**Project Schedule:**

Park Board Review/Recommendation for Approval	10/12/22
City Council Adoption	10/24/22 or 11/7/22
Phase 1 Design	December 2022 – Aug 2023
Phase 1 Permitting	2023
Phase 1 Construction	2024



The 2020 Parks, Recreation, and Open Space Plan (PRO Plan), Section 5.1.2 contains general recommendations for neighborhood park development and Maplewood Mcleod Park specific recommendations. Specific PRO Plan programming recommendations include: parking, trail, ½ court basketball court, shelter, restroom, and a ½ skate park.

In 2022, the Parks and Recreation Department convened a 7-member park committee consisting of representatives from the Birchwood Neighborhood Association, interested neighbors, Parks and Recreation Advisory Board, and park staff. Four park committee meetings were held between April and September 2022. In addition, Parks and Recreation hosted one Engage Bellingham event in June 2022 to obtain public input and comments. The public was informed of the Engage Bellingham event via press release, social media, signs posted on site, mailers to residents within 500’ of the park boundary, and city website project page.

## Maplewood Mcleod Park Master Plan Executive Summary

During the park committee meetings and the Engage Bellingham sessions, other community desires were voiced, such as: recreational opportunities for teens and young adults that would facilitate award of grant applications for after school and other youth programming, also known as “Youth Activity Area.” Design ideas for the youth activity area facility are discussed in the master plan report. Other neighborhood wants include wind protection for the shelter, extension of Maplewood Avenue street improvements to the southeast to meet the existing Maplewood sidewalk terminus, mid-block crossing at the Maplewood Avenue driveway entrance, a food forest to address the food sustainability in the Birchwood Neighborhood, designated on street parking along Maplewood Avenue, involvement of learning centers such as Bellingham High School, Intergenerational High School, and local children in the design of the proposed playground and youth activity area. The scope of the proposed street frontage improvements and mid-block crossing are details to be coordinated with City of Bellingham Public Works.

The Master Plan balances the programmatic requirements of Parks and Recreation, addresses the needs of the community, and includes many desires of the surrounding neighborhoods. The Master Plan includes facilities listed in the attached Maplewood Mcleod Park Master Plan Facts/Goals fact sheet and detailed in the Master Plan report.

The total estimated cost to construct the Master Plan ranges between \$2,283,045 and \$2,922,640, which includes site preparation and grading costs, utilities, permits, street frontage improvements and other facilities described in the report.



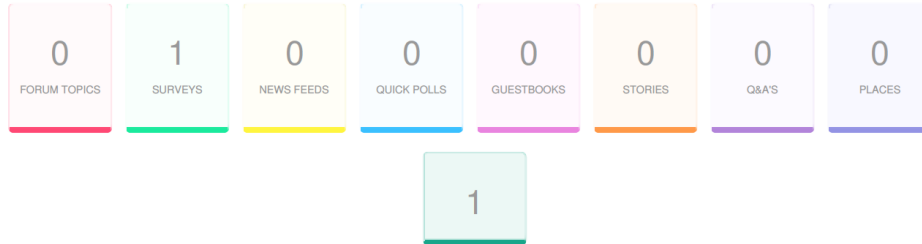
# Maplewood Mcleod Park – Engage Bellingham Detail

Detail of Engage Bellingham Public outreach:

The Engage Bellingham outreach resulted in 1,400 site visits, 223 engaged visitors, 452 informed visitors and 925 aware visitors, as follows:

ENGAGED		223 ENGAGED PARTICIPANTS			Maplewood/Mcleod Park Ma.. 223 (24.1%)	
		Registered	Unverified	Anonymous		(%)
INFORMED	Contributed on Forums	0	0	0		
	Participated in Surveys	79	0	0		
	Contributed to Newsfeeds	0	0	0		
	Participated in Quick Polls	0	0	0		
AWARE	Posted on Guestbooks	0	0	0		
	Contributed to Stories	0	0	0		
	Asked Questions	0	0	0		
	Placed Pins on Places	0	0	0		
	Contributed to Ideas	26	16	119		
				* A single engaged participant can perform multiple actions		* Calculated as a percentage of total visits to the Project
ENGAGED		452 INFORMED PARTICIPANTS			Maplewood/Mcleod Park Ma.. 452 (48.9%)	
		Participants				(%)
INFORMED	Viewed a video	0				
	Viewed a photo	32				
	Downloaded a document	144				
AWARE	Visited the Key Dates page	0				
	Visited an FAQ list Page	0				
	Visited Instagram Page	0				
	Visited Multiple Project Pages	285				
	Contributed to a tool (engaged)	223				
				* A single informed participant can perform multiple actions		* Calculated as a percentage of total visits to the Project
ENGAGED		925 AWARE PARTICIPANTS			Maplewood/Mcleod Park Ma.. 925	
		Participants				(%)
INFORMED	Visited at least one Page	925				
AWARE						
				* Aware user could have also performed an Informed or Engaged Action		* Total list of unique visitors to the project

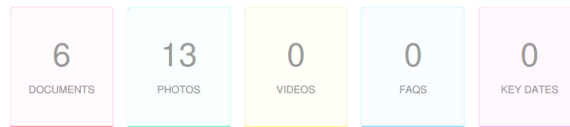
## ENGAGEMENT TOOLS SUMMARY



SURVEYS SUMMARY	TOP 3 SURVEYS BASED ON CONTRIBUTORS
1 Surveys	<p>79</p> <p>Contributors to</p> <p>Take the public survey here!</p>
79 Contributors	
79 Submissions	

IDEAS SUMMARY	TOP 3 IDEAS BASED ON CONTRIBUTORS
1 Ideas	<p>161</p> <p>Contributed to</p> <p>Submit park name ideas and vote for others here</p>
161 Contributors	
298 Contributions	

## INFORMATION WIDGET SUMMARY



DOCUMENTS	TOP 3 DOCUMENTS BASED ON DOWNLOADS		
6 Documents	135	108	50
144 Visitors	Downloads	Downloads	Downloads
324 Downloads	OPTION A Maplewood Mcleod Park.pdf	OPTION B Maplewood Mcleod Park.pdf	20220608_Summary of options.pdf

PHOTOS	TOP 3 PHOTOS BASED ON VIEWS		
13 Photos	27	7	7
32 Visitors	Views	Views	Views
71 Views	Wetland B streamway seen from bridge crossing	Old driveway alignment into the park	Intersection of Maplewood and Mcleod Avenue