



Parks and Recreation Advisory Board

January 28, 2025

6:00 PM

City Hall - Massie Chambers

Agenda:

Call to Order

Establish a quorum

1.
  - Jimmy Anderson
  - Lori Cordell
  - Glen Garrett
  - Stuart Huffman
  - Mike Kelly
  - Terri Perry
  - Toby Swager

Elect Chair and Vice Chair

2. Election of Chair
3. Election of Vice Chair

Approval of Minutes from Previous Meeting

4. September 24, 2024 Minutes

Comment from Citizens

Reports from Staff –Superintendent of Parks and Superintendent of Recreation

5. Superintendent of Parks, Jack Presley
6. Superintendent of Recreation, Jennifer Spillers

Old Business

7. LPRF- Rachel's Garden

8. Disc Golf Course

#### New Business

9. Parks and Recreation Master Plan Update
10. Parkland Dedication - Resolution 24-1241
11. CivicOptimize Productivity
12. Soccer Update
13. Goodlettsville Baseball Update
14. Amphitheatre Discussion - Park Board Member, Stuart Huffman

#### Comments from Board Members & Staff

#### Adjournment

For more information regarding this agenda, please contact the city recorder by email at:

[siennings@goodlettsville.gov](mailto:siennings@goodlettsville.gov)

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Parks and Recreation Advisory Board

September 24, 2024

6:00 PM

City Hall - Massie Chambers

Minutes:

Mike Kelly called the meeting to order at 6:00pm.

Present: Mike Kelly, Lori Cordell, Dan Sheppard, Jimmy Anderson, Toby Swager, Stuart Huffman, Glen Garrett

Absent:

Also Present: Sarah Jennings, Jack Presley, Jennifer Spillers, Denise Skaggs, Sean Pfalzer, Ashley Akers

A quorum was established.

**Approval of Minutes**

After a review of the minutes from the July 23, 2024 meeting, a motion was made to approve the minutes by Lori Cordell.

**Comment from Citizens-** None

**Reports from Staff** – Reports were given by Superintendent of Parks, Jack Presley, and the Superintendent of Recreation, Jennifer Spillers.

**Unfinished Business**

Volleyball Project- The concrete pad at the volleyball courts has been poured, and an accessible sidewalk has been installed. Additional accessible parking spots have been added to the Shelter 3 parking lot. Bleachers have been moved over from the Community Center to the volleyball courts. This project is now complete.

LPRF- Rachel's Garden- The playground equipment is scheduled to ship on November 18th, 2024. A recommendation has been submitted to the state for the general contractor. Once approval is given, the project will move into the contracting stage and dirt will begin to move.

Disc Golf Course- A Disc Golf volunteer day was hosted on Saturday, September 21st. The tee boxes are currently being installed. Once tee pads are complete, the distance will be measured again between the tee pads and the baskets. Once those measurements are in place, final signage will be approved and signs installed. Hole one of the disc golf course will begin at Brooks Park, since future capital spending includes adding a parking lot at Brooks Park. More volunteer days may be scheduled as needed.

Aquatics Update- A chart was provided to the board showing gate and concession revenue over the past five years at Pleasant Green Pool. The gate and concession revenues increased slightly this year. The raising of the gate entry price helped to offset the costs the pool incurred.

**New Business**

**SWOT Analysis Activity hosted by Kimley-Horn-** Ashley Akers with Kimley-Horn conducted an activity to receive input towards the new Master Plan. The assessment covered discussing the Parks and Recreation department's strengths, weaknesses, opportunities, and threats. The board was encouraged to take the online survey, which has already had a large number of responses.

**Comments from Board Members & Staff-** None

**Adjournment-** The meeting was adjourned at 7:04pm.

**Next meeting-** November 26, 2024



Goodlettsville  
PARKS AND RECREATION



# Goodlettsville

PARKS AND RECREATION MASTER PLAN

## SPECIAL THANKS

### CITY OF GOODLETTSVILLE

#### Board of Commissioners

Rusty Tinnin, Mayor

Jennifer Duncan, Vice Mayor

Jimmy D. Anderson, City Commissioner

Cisco Gilmore, City Commissioner

Jesse Walker, City Commissioner

#### Administration

Tim Ellis, City Manager

Julie High, Assistant City Manager/Finances and Administrative Services Director

#### Parks and Recreation

Sarah Jennings, Director of Parks and Recreation

Jack Presley, Superintendent of Parks

Jennifer Spillers, Superintendent of Recreation

Denise Skaggs, Administrative Services Coordinator

Lori Cordell, Park Advisory Board Member

Glen Garrett, Park Advisory Board Member

Mike Kelly, Park Advisory Board Member

Dan Sheppard, Park Advisory Board Member

Toby Swager, Park Advisory Board Member

Stuart Huffman, Park Advisory Board Member

### KIMLEY-HORN

#### Consultant Team

Alisha Eley

Ashley Akers

Abby Boe

Chloe Southmayd

Blaine Hupe

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# Goodlettsville

PARKS AND RECREATION MASTER PLAN



# EXECUTIVE SUMMARY



## INTRODUCTION

Goodlettsville celebrates its history and attracts visitors through annual events like Yulefest and Heritage Day hosted in its parks. The mission of Goodlettsville Parks and Recreation is to provide quality parks, facilities, programs, and services which respond to the changing needs within the community. It holds the vision that members of the community will create memorable and enriching experiences within the parks and recreation programs. Goodlettsville hopes to promote this vision by prioritizing their values of integrity, quality, empowerment, engagement, service, and balance.

The goal of this comprehensive parks and recreation master plan is to serve as a long-term strategy for decision-making and financial investment in Goodlettsville’s parks and recreation assets over the next five years. It aims to align the community input, stakeholder feedback, and data around a shared vision, as detailed throughout this document.

To preserve Goodlettsville’s unique character while addressing the needs of a growing community, stakeholder engagement and public feedback were crucial during the planning process. A demographic analysis provided insights into the residents, and data from community surveys and interviews was combined with a thorough inventory of existing parks and recreation facilities. This data informed recommendations for future goals and guidance to best serve the community.

This master plan outlines actionable recommendations for existing parks and recreation facilities and programming, focusing on realistic and achievable goals.

## PROJECT PROCESS

### 1 LEARNING

Demographics Analysis  
Community Engagement

### 2 EXPLORING

Inventory and Assessment  
of Existing Facilities and  
Programming

### 3 GUIDING

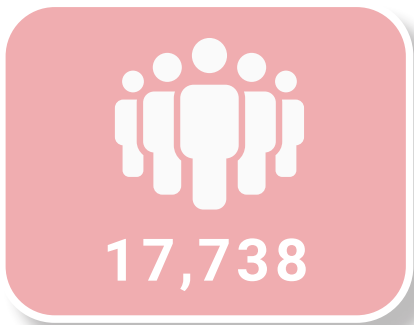
Implementation Plan

# LEARNING

## Demographics Analysis

The city’s population is slightly increasing, having seen 0.21% of growth since 2012, with a total population of 17,738 residents as of 2022. With a growing population, Goodlettsville Parks and Recreation will need to strategically invest and improve existing facilities and programming to serve the growing community.

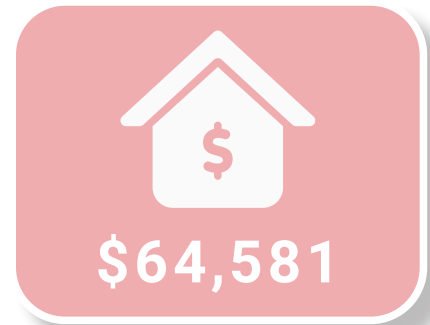
### 2022 Population



### Median Age



### Median Household Income



## Community Engagement

### PUBLIC SURVEY

- 14-question survey
- Promoted via email lists, flyers, City website, and Facebook
- 1,148 responses (open mid-September - late October 2024)

### 2024 FITNESS SURVEY

- 11-question survey
- 160 responses
- 45-60 min classes preferred
- Evening, weekday classes preferred
- Most popular fitness classes: yoga, barre, pilates, and stretching and strength

### STAFF INTERVIEWS

- Vice Mayor
- Police
- Tourism
- City Commissioners
- Economic Development
- Five User Groups

### SWOT ANALYSIS

- Tuesday, September 24, 2024
- Workshop with City staff and key stakeholders during a public meeting with the Parks and Recreation Advisory Board

### EXPLORING

#### Facility Analysis

Goodlettsville parks and recreation facilities were analyzed to understand existing conditions and to get a proper list of Goodlettsville community assets. Key short-term priorities for each park are listed below.



#### BROOKS PARK

- Parking
- ADA Accessibility
- Shading



#### GATEWAY PARK

- ADA Accessibility
- Shading
- Resurfacing



#### MOSS-WRIGHT PARK

- Traffic Flow
- Facility Improvements



#### NORTH CREEK PARK

- Seating
- ADA Accessibility



#### PLEASANT GREEN PARK

- Facility Improvements
- ADA Accessibility



#### PEAY PARK

- Shading
- ADA Accessibility
- Parking

#### Program Assessment

**92%** of existing programming in Goodlettsville is growing or mature, indicating a high need for support of these programs

**1%** of existing programming is designed specifically for teens, calling attention to an underserved age group

# GUIDING

## Implementation Plan

The implementation plan for the City of Goodlettsville Parks and Recreation System provides strategies and recommendations designed to improve the community. It serves as a guideline for setting achievable goals, with a focus on addressing the priorities and needs of the public.



- Improve traffic circulation and parking at the parks and facilities
- Provide alternate access and mobility options (greenways and multi-use trails)
- Renovate or build new restroom facilities throughout the parks
- Add LED lighting throughout athletics fields, courts, and trails
- Provide ADA accessible furnishings, amenities, parking spaces, and access
- Add high demand amenities (pickleball courts, volleyball, soccer, baseball/softball)
- Invest in the existing park facilities before acquiring new facilities
- Set a long-term maintenance plan for athletic fields



- Market and advertise the variety of parks/programs offered to bring people to the parks
- Provide new programs and events (markets, outdoor concerts/movies, group yoga, barre, and pilates)
- Move programming to parks other than Moss-Wright to reduce congestion
- Extend hours of current programs and fitness class programming offered on weekdays and evenings
- Expand program offerings to underserved groups
- Conduct an annual review of age segment distribution and inventory/analysis of programs and events offered
- Explore revenue generating programming opportunities



- Hire at least two full-time staff members, an Assistant Parks and Recreation Director, and a Marketing staff member within the next five-years and create a staff hiring ration for all new facilities
- Hire staff with certifications or invest in trainings, including aquatics staff
- Update and expand maintenance shop at Moss-Wright Park
- Invest in equipment and systems to improve staffing efficiencies and safety
- Renovate staff facilities and replace dated utility vehicles and equipment
- Invest in all-season equipment, equipment with closed cabs, and new utility vehicles
- Invest in a singular software or program to improve daily operations



- Build an indoor multi-use facility/field house
- Find a suitable location for a multi-use event space to host large community events
- Acquire right-of-way and property for a greenway system connecting existing parks
- Acquire new parkland to meet the need of the existing and proposed programming elements, specifically focusing on the northern portion of Goodlettsville

# Goodlettsville

PARKS AND RECREATION MASTER PLAN



# COMMUNITY ENGAGEMENT



## PUBLIC SURVEY APPROACH

An online survey served as a key public engagement strategy to gather community feedback. The 14 questions in the survey were developed to gather data regarding perceptions, programming, and user trends across the community's parks and recreation facilities. Goodlettsville promoted the survey through email lists, flyers, the City's website, and their Facebook page. The survey received 1,148 responses from mid-September through late October 2024.

The results summarized in the following exhibits reflect the feedback provided by the survey participants. Their input provided the master plan team with critical insights that the City will use to determine future focus areas, current shortcomings, and proposed improvements. Users were allowed to skip answers, resulting in some responses not totaling 100%.

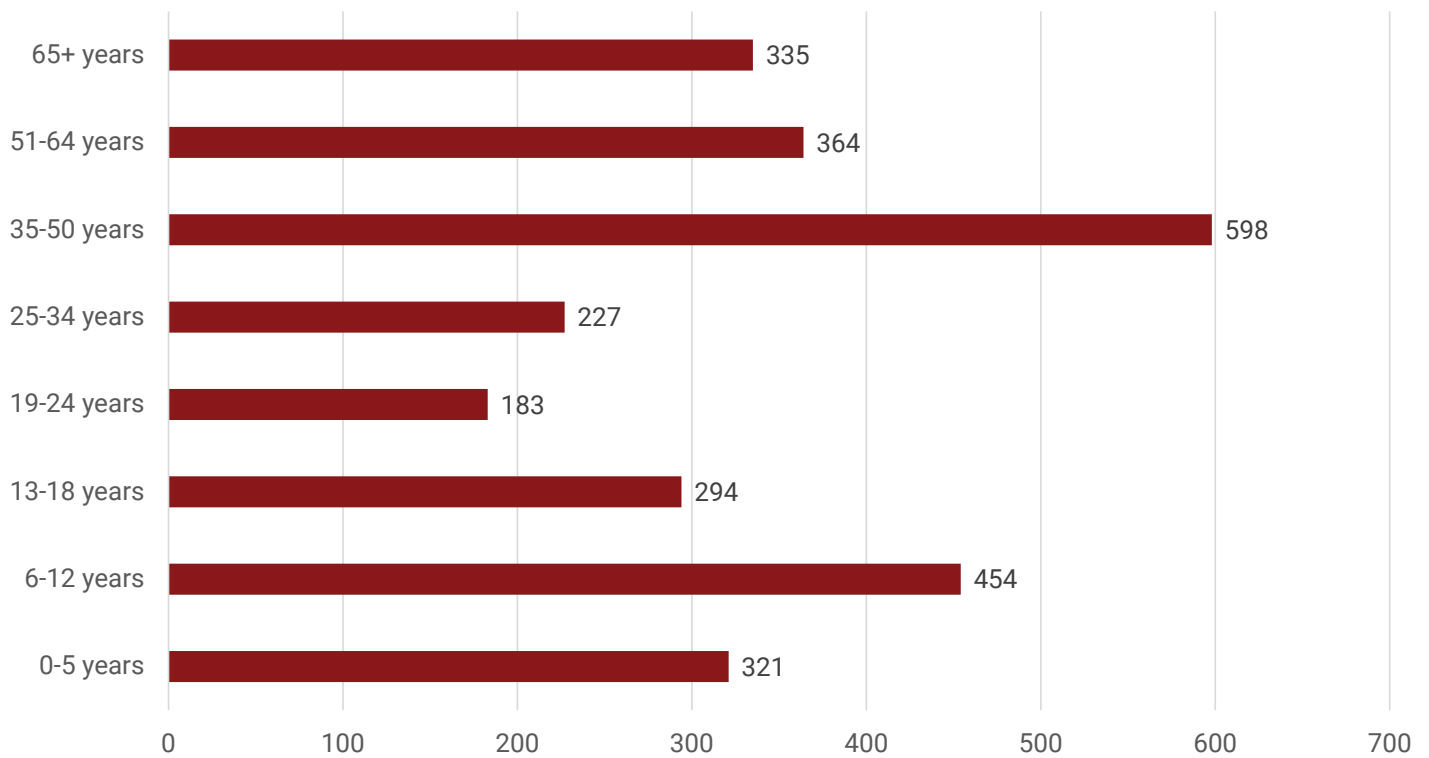
The public survey had a total of 14 questions that can be grouped into four categories:

1. Demographics
2. Facility and Amenity Usage
3. Facility and Amenity Perception
4. Future Facility and Amenity Usage



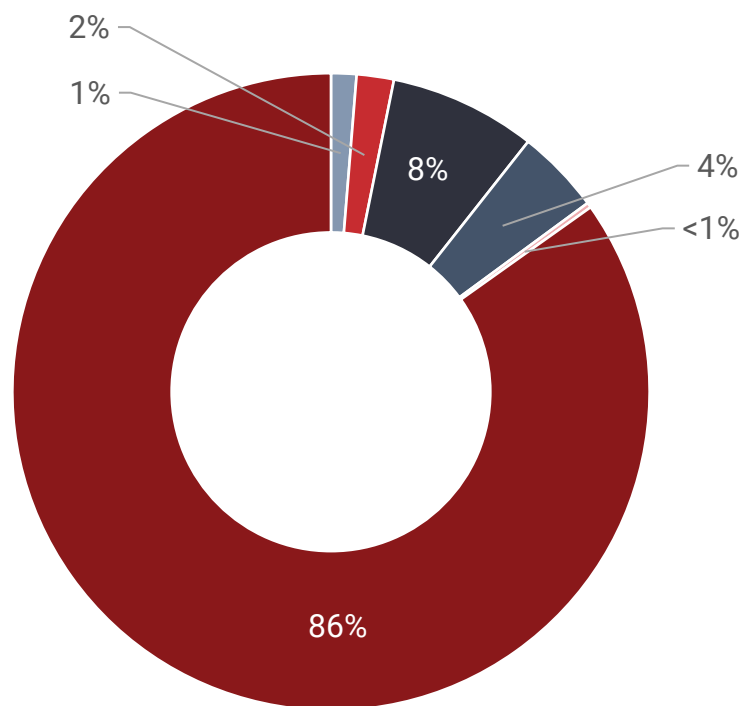
# PROVIDE THE NUMBER OF PEOPLE IN EACH AGE GROUP PRESENT IN YOUR HOUSEHOLD:

Survey participants were asked about the age groups in their individual homes. Approximately 39% of the participants' households have individuals under the age of 18 years old, 49% have individuals who are between 19 and 64 years old, and 12% have individuals over the age of 65 years old.



## WHAT ETHNICITY/RACE IS REPRESENTED IN YOUR HOUSEHOLD?

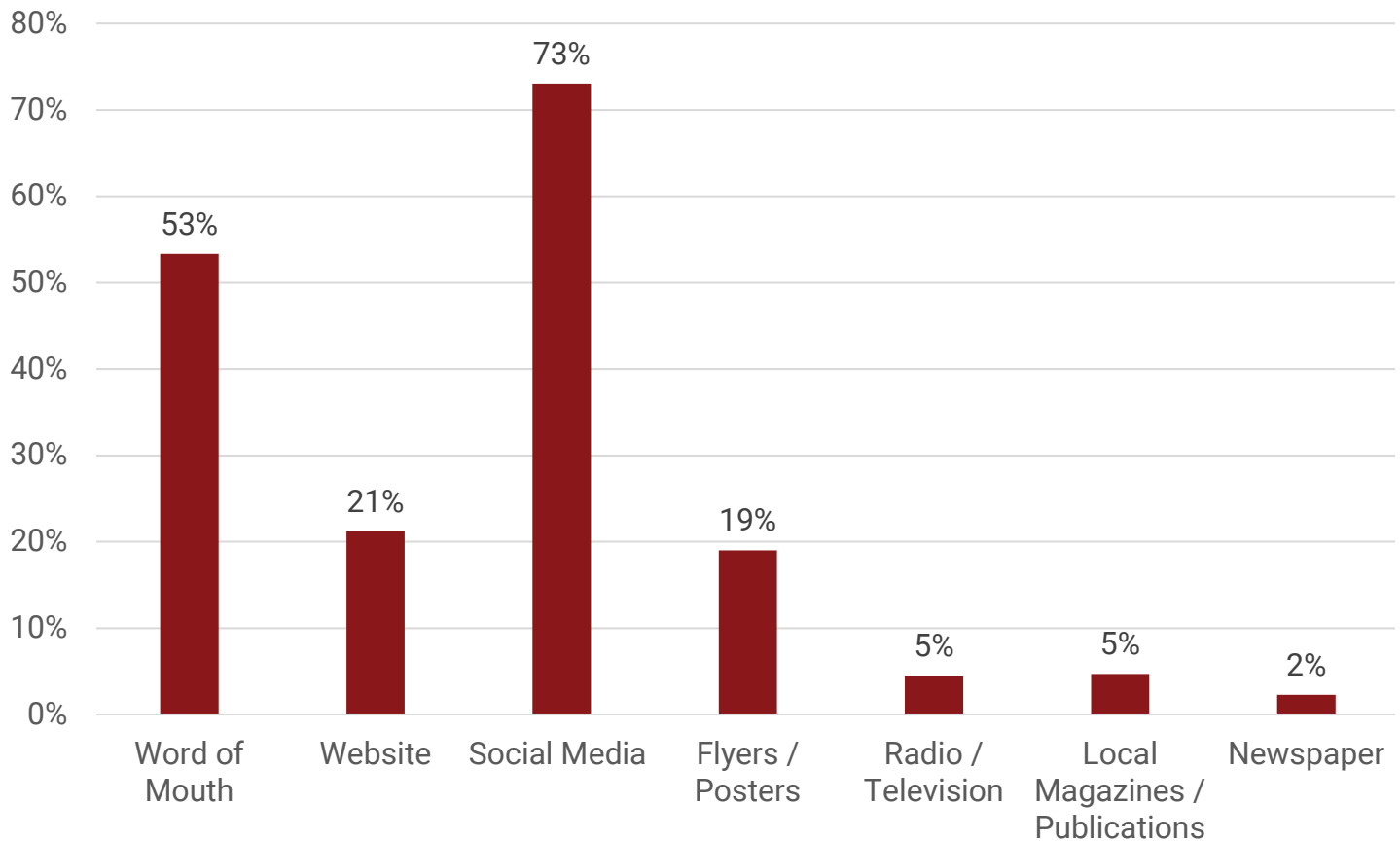
The ethnic distribution of survey participants' households roughly adheres to the ethnic and racial makeup of Goodlettsville. Survey respondents' households were 86% White, 8% Black or African American, 4% Hispanic or Latino, 2% Asian, 1% American Indian or Alaska Native, and 0.26% were Native Hawaiian or Other Pacific Islanders. Seven percent of respondents declined to share their ethnic identification.



- American Indian or Alaska Native
- Asian
- Black or African American
- Hispanic or Latino
- Native Hawaiian or Other Pacific Islander
- White

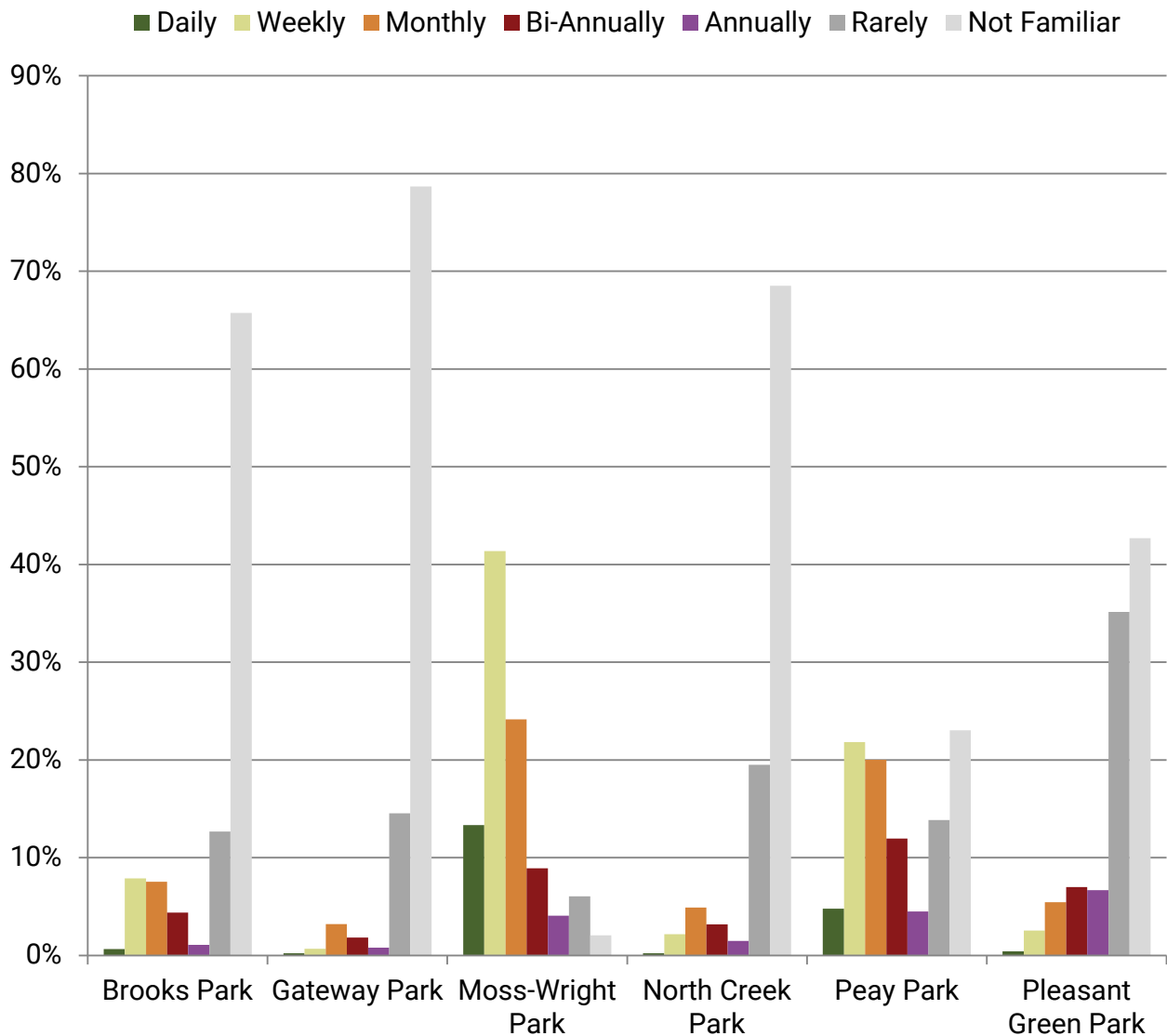
# HOW DO YOU LEARN ABOUT COMMUNITY EVENTS?

Survey participants were asked to share how they learn about community events. They were encouraged to select each avenue of engagement they utilize to learn more about community events. The figure below shows social media and word of mouth as being the most popular responses. In the comments, many expanded upon their answers and wrote in Facebook and Instagram as popular social media platforms for learning about community events. Many others wrote in email and the city website as their primary source of information about community events.



### HOW OFTEN DOES YOUR HOUSEHOLD VISIT THE LISTED GOODLETTSVILLE FACILITIES AND PARKS?

Survey respondents were asked how often they and their households visited certain parks within the community on a daily, weekly, monthly, bi-annually, and annual basis. Based on the responses, Moss-Wright Park and Peay Park were the most commonly visited facilities on a daily, weekly, or monthly basis. 79% of the respondents said they were most unaware of Gateway Park.



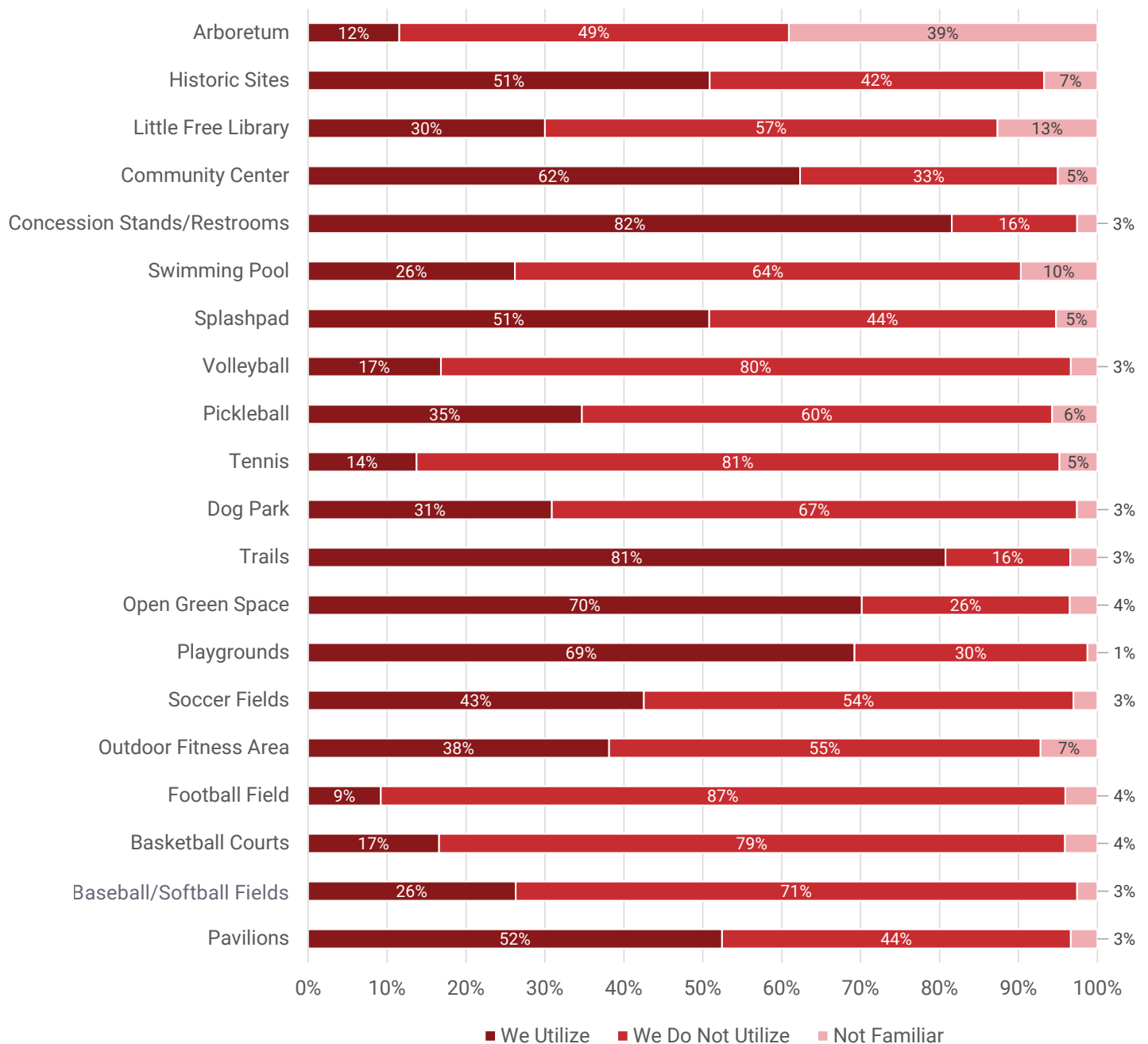
## WHICH ACTIVITIES/PROGRAMS/EVENTS WOULD YOU LIKE GOODLETTSVILLE TO ADD?

When asked what activities, programs, or events residents would like Goodlettsville to add, many respondents selected markets, outdoor concerts and movies, and yoga. These results are shown in a word cloud, which highlights common responses. The most recurrent responses are shown larger, whereas responses mentioned less frequently are shown in smaller text.



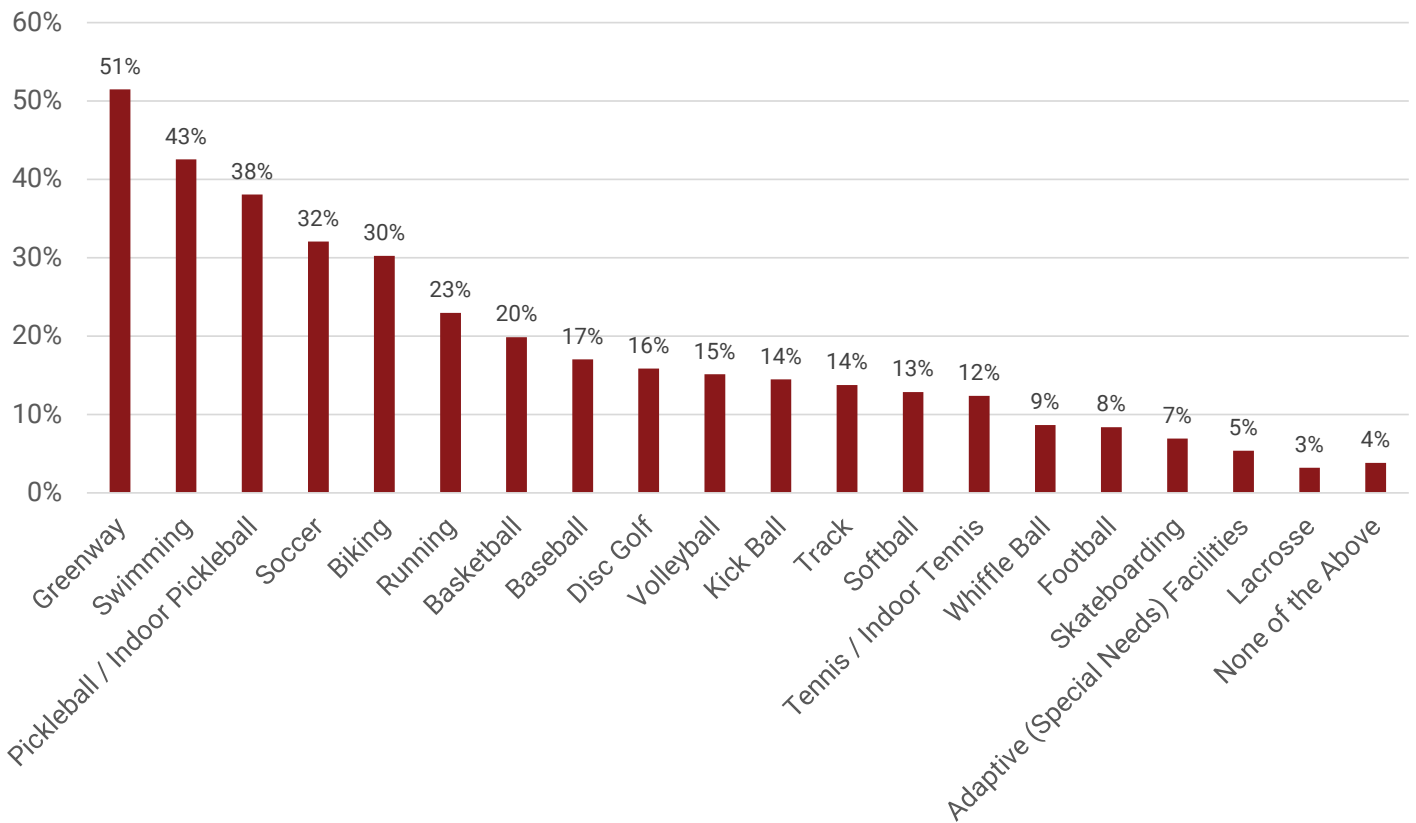
## WHAT FACILITIES AND AMENITIES DOES YOUR HOUSEHOLD UTILIZE?

The most utilized facilities selected were concession stands/restrooms (82%), trails (81%), open green space (70%), and playgrounds (69%). The least utilized facilities were football fields (87%), tennis courts (81%), volleyball courts (80%), and basketball courts (79%).



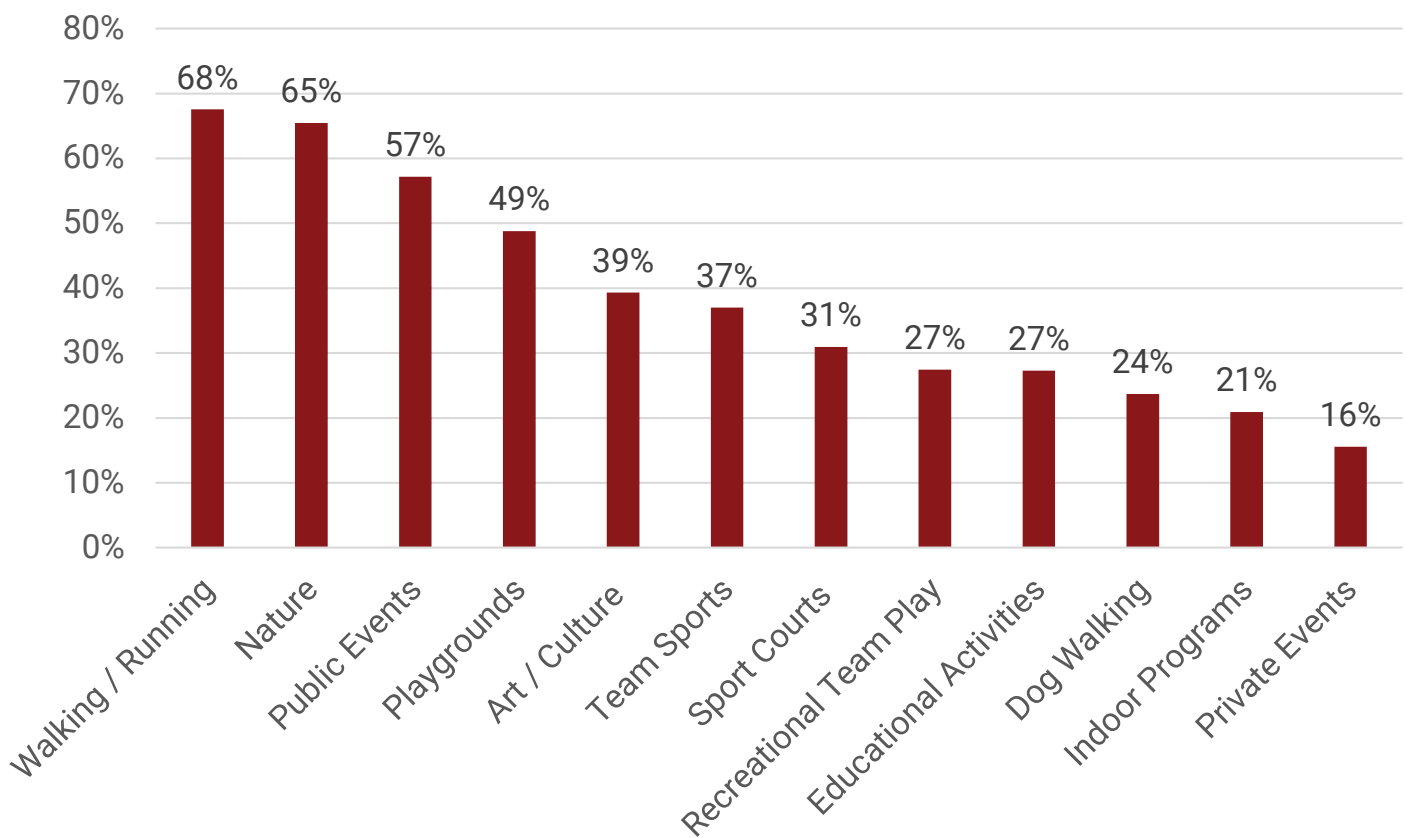
# WHAT TYPE OF ATHLETIC FACILITIES/ PROGRAMMING WOULD YOUR HOUSEHOLD UTILIZE, IF AVAILABLE?

Respondents were asked to select all the recreation facilities and programming their household would utilize if available. Greenways (51%) was selected the most, swimming (43%) was the second highest, and pickleball (38%) was marked as the third highest response. The least desired facilities were lacrosse (3%), adaptive (special needs) facilities (5%), and skateboarding (7%). Walking, an indoor pool, and pickleball were top programs written for “other” responses.



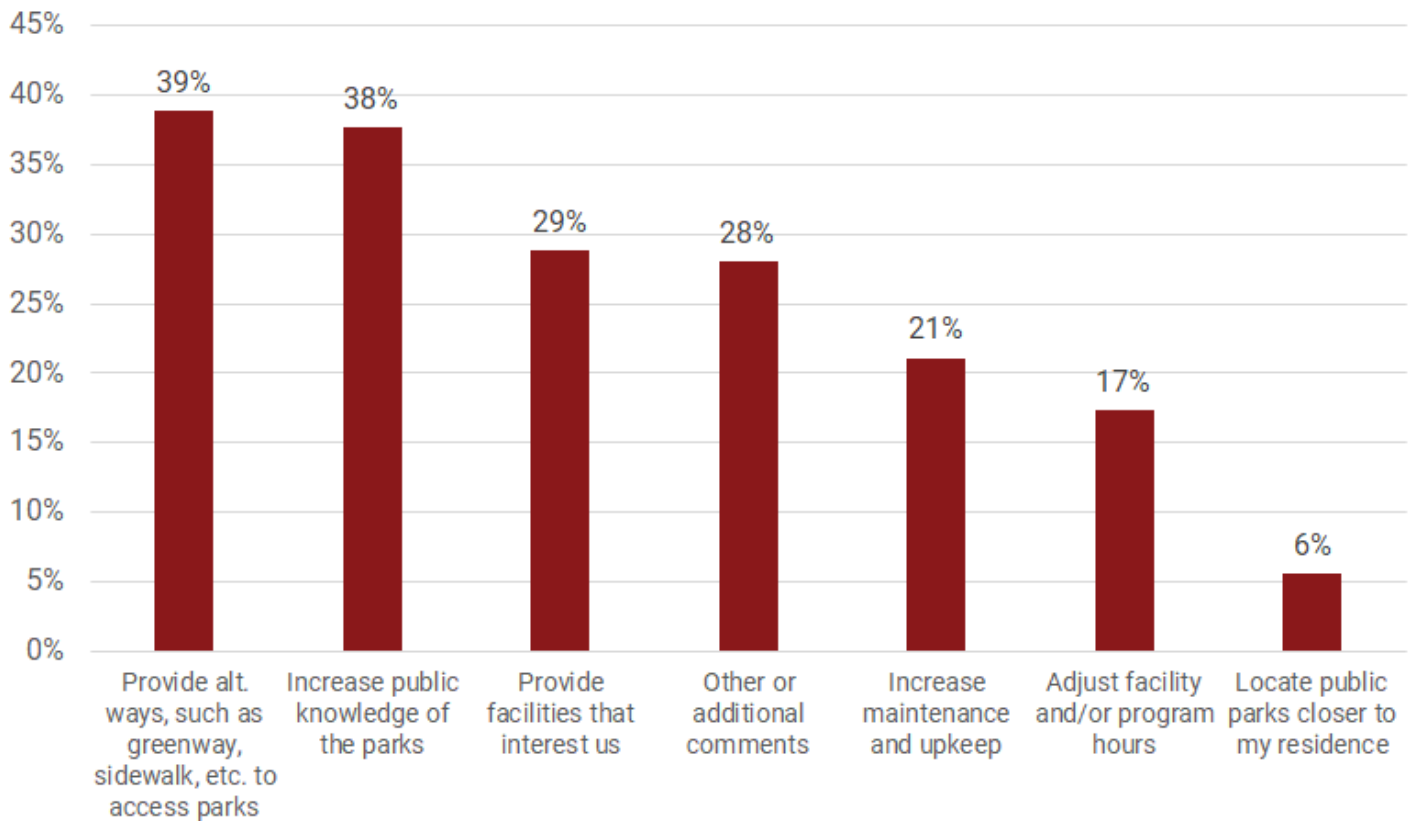
### WHAT ATTRACTS YOU TO THE PARKS AND/OR RECREATIONAL FACILITIES?

Residents were asked what attracts them to their local park or facility, with walking/running being the favorite at 68% and nature being a close second at 65%. The lowest attractions identified were private events at 16% and indoor programs at 21%. Farmers markets and swimming were amongst the top attractions that were written for “other” responses.



# WHAT COULD THE CITY DO TO INCREASE THE NUMBER OF TIMES YOU VISIT A GOODLETTSVILLE PARK OR FACILITY?

Survey respondents cited a wide variety of ways the City could increase the number of times they visit the parks and recreation facilities. The graph below shows the most frequent answer, at 39%, was to provide alternative ways to access the park, such as greenways and sidewalks. The next most common response was to increase the public knowledge of the parks (38%). Around 15% of respondents added an additional comment, and the most common comments were to add more pickleball courts and to improve parking, lighting, and walkability.



## WHAT ARE THE STRENGTHS OF THE PARKS IN GOODLETTSVILLE THAT WE NEED TO BUILD ON FOR THIS MASTER PLAN?

Survey participants identified several strengths of the parks and recreation system in Goodlettsville, including maintenance and cleanliness being the most frequent responses. The word cloud lists several other comments about the strengths of the City parks. The most recurrent responses are shown larger, whereas responses mentioned less frequently are shown in smaller text.



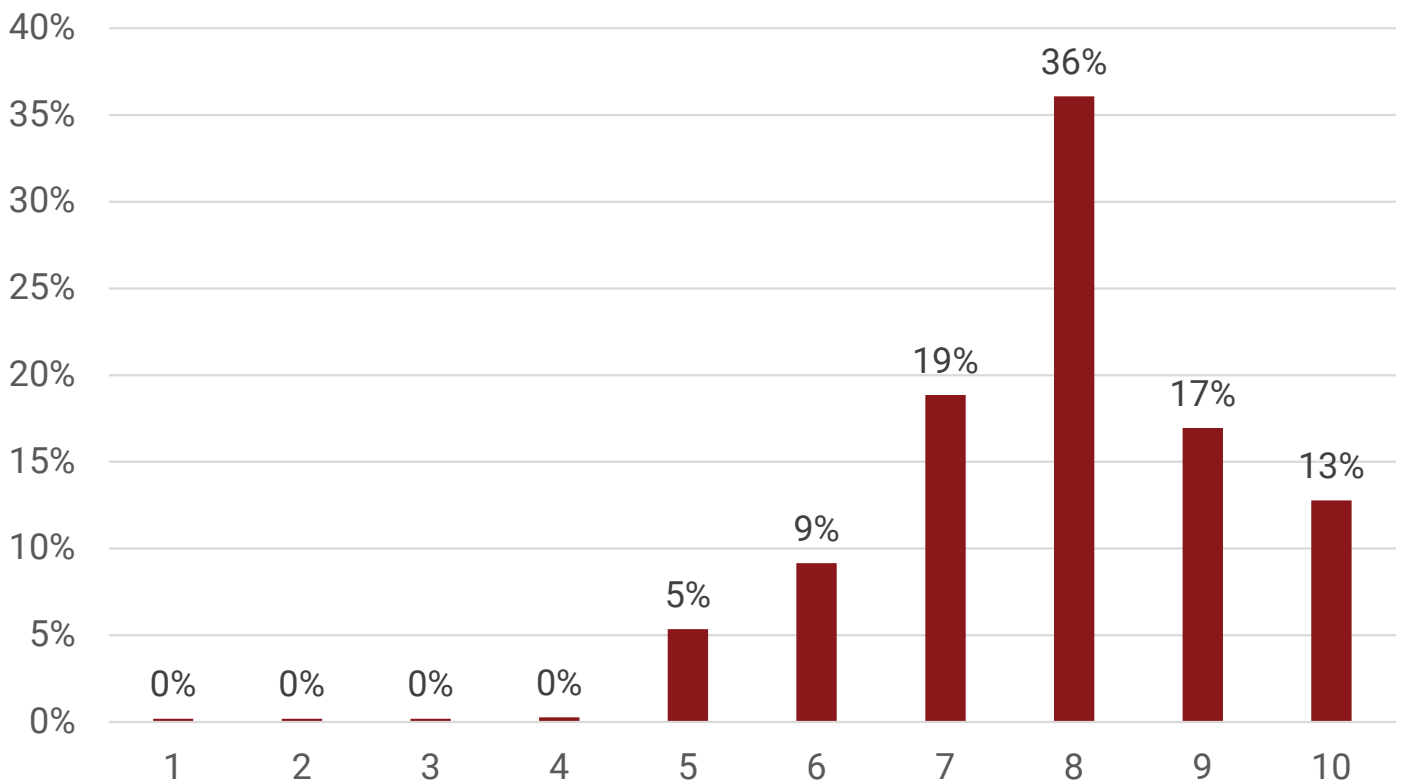
# WHAT ARE THE WEAKNESSES OF THE PARKS IN GOODLETTSVILLE THAT WE NEED TO SUGGEST IMPROVING IN THIS MASTER PLAN?

Respondents identified several weaknesses of Goodlettsville’s parks and recreation system, including poor walkability, parking, traffic flow, and accessibility. The word cloud below illustrates some of the frequently mentioned weaknesses in the comments. The most recurrent responses are shown larger, whereas responses mentioned less frequently are shown in smaller text.



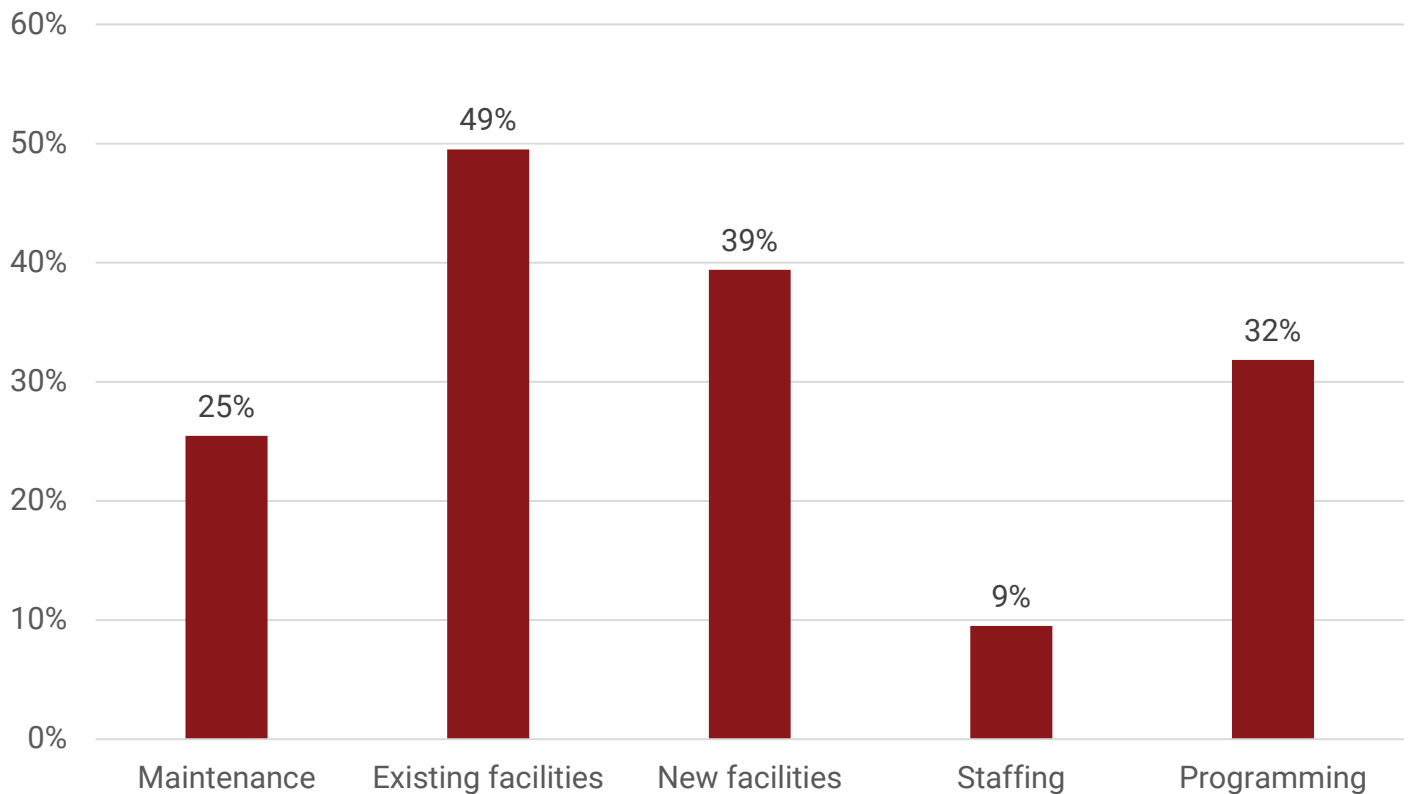
## ON A SCALE OF 1 TO 10, WITH 10 BEING SUPERIOR, HOW WOULD YOU RATE THE PARKS AND RECREATION FACILITIES CITYWIDE?

When asked to rate the City's park systems on a scale of 1 to 10, the most frequent rating was 8 out of 10, and the average rating was 7.9 out of 10. This suggests that the parks and recreation facilities are above average.



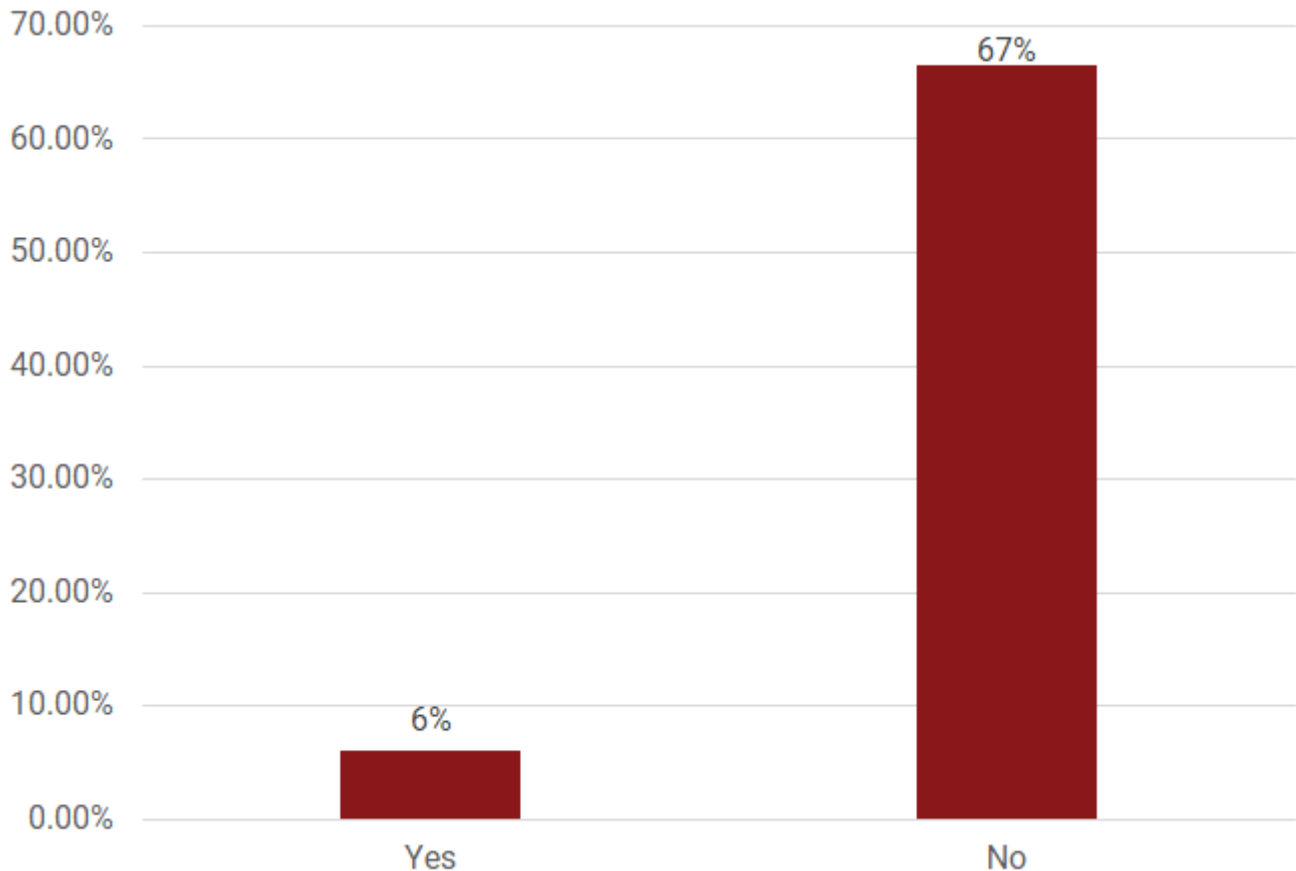
# WHERE SHOULD THE CITY FOCUS ITS RESOURCES TO IMPROVE THE CITY'S PARKS AND FACILITIES?

When asked where the City should focus its resources, respondents most frequently chose to focus on existing facilities, with new facilities having the second highest frequency. Additionally, respondents wrote in comments to improve connectivity and put more effort into advertisements and marketing of City parks, facilities, and events.



## DO THE CITY'S RECREATION FACILITIES HAVE OPERATIONAL OR MAINTENANCE ISSUES THAT NEED TO BE ADDRESSED AND IMPROVED UPON?

When asked if there were any operational or maintenance issues to be addressed, 67% of respondents responded no, while only 6% responded yes. Respondents who answered yes were given the option to write a comment. Most of the comments pertained to the maintenance of sport courts, enforcement of park/trail rules, and parking/traffic flow issues.

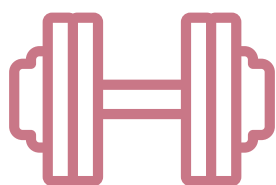




Photos from City of Goodlettsville

### SWOT ANALYSIS

The consultant team conducted a strengths, weaknesses, opportunities, and threats (SWOT) workshop on Tuesday, September 24, 2024, with City staff and key stakeholders during a public meeting with the Parks and Recreation Advisory Board. The input provided during the SWOT analysis is integral to the master planning process and is used in conjunction with staff interviews and the public survey to get a broad spectrum of public and stakeholder input. Strengths, weaknesses, opportunities, and threats identified by project stakeholders are listed below in no particular order of priority or significance.



### STRENGTHS

- Moss-Wright Park
- Diversity of programs
- Attract visitors from outside the community
- Support and investment from the City
- Diversity of tree species, Tree City USA
- Arboretum and dedicated tree board
- Willingness of staff to set healthy boundaries for the benefit of maintenance/staff overload
- City and staff resilience and ability to address issues
- Large community support base and volunteers
- Local partnerships (playground builds, library, assisted living, senior program, Goodworks, TriStar Mobil Unit, etc.)
- City and staff’s openness to listening to public input
- Partnerships with local athletic organizations
- Internal and external communication
- Dedicated staff
- Consistent gap analysis and duplication of services review of existing programming



### WEAKNESSES

- Moss-Wright traffic flow, conflict of uses, pedestrian safety
- Public awareness of parks and facilities
- Lack of wayfinding signage
- Lighting issues in parks – lack of lighting and outdated lighting causing consistent maintenance needs
- Lack of staffing to keep up with the growing population, new facilities, and programming
- Aging facilities and equipment
- Lacking non-athletic programming, especially for teens
- Lack of walkability, bikeability, and pedestrian safety
- Lack of greenway and park system connectivity
- Traffic flow at Peay Park
- Lack of restrooms (number, stalls, age)
- No dedicated event space
- Lack of staff facilities and storage
- Limited seasonal availability
- Lack of ADA accessibility



## OPPORTUNITIES

- Continue to improve facilities and programs
- Improve public knowledge of parks and events
- Cohesive wayfinding signage
- Spread out activities and programming to parks other than Moss-Wright to alleviate traffic and conflicting uses
- Improve lighting and upgrade to LED
- Pleasant Green Pool
- Indoor aquatics
- Acquire new parkland
- Create a closed multiuse path loop at Moss-Wright Park
- Connected greenway system
- Improve wayfinding and signage at Moss-Wright
- Moss-Wright ingress/egress and traffic flow
- Highlight history of North Creek and Brooks Park
- Shade at parks and facilities
- Expand teen programming
- Explore therapeutic recreation programming
- Amphitheater
- Add event space
- Add a multipurpose athletic facility at Pleasant Green Park
- CIP plan – factor in annual requests



## THREATS

- Not being able to keep up with demands of growing population and aging facilities
- Budget and lack of a consistent funding source
- Competition for land with private development
- Land acquisition/ROW/easements to build full greenway system
- Lack of planning
- Land availability for future parkland

# Goodlettsville

PARKS AND RECREATION MASTER PLAN



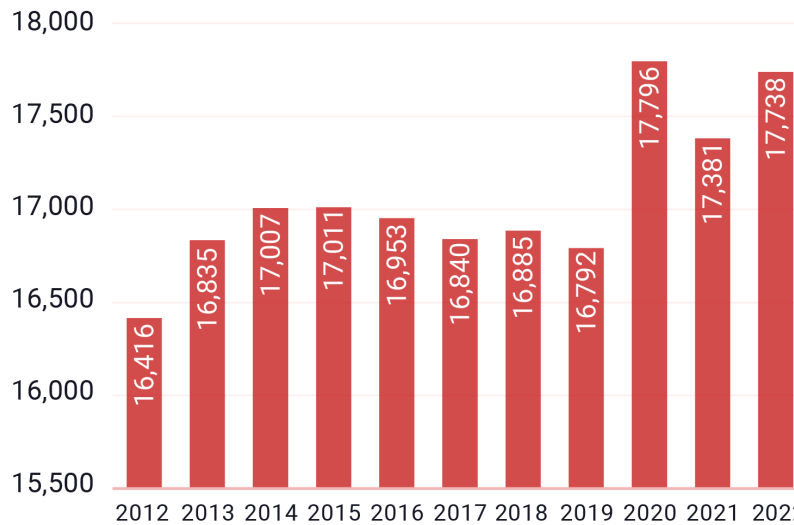
# DEMOGRAPHIC ANALYSIS



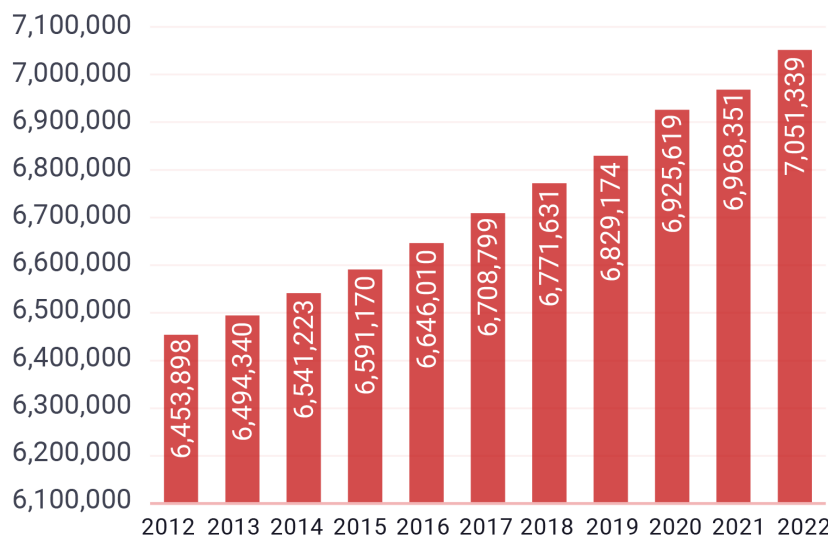
### POPULATION TRENDS & PROJECTIONS

According to the U.S. Census Bureau, the population of Goodlettsville in 2022 was 17,738 residents. Goodlettsville has seen a small growth in population since 2012, with an overall average increase of 0.21%. The graphs below illustrate the change in population between 2012 and 2022 in Goodlettsville and in Tennessee. Although Goodlettsville has experienced slight fluctuation in their population annually, the trend is generally in a growing pattern, which is in line with the state's trend.

#### POPULATION ESTIMATES FOR GOODLETTSVILLE, TN



#### POPULATION ESTIMATES FOR THE STATE OF TENNESSEE



## AGE

The median age of Goodlettsville’s residents is 38 years old which is on par with the statewide average of 39 years old. Goodlettsville’s largest age bracket includes 50 to 54 years old, comprising 1,362 residents. The second largest age bracket is 30 to 34 years old and includes 1,336 residents. Approximately 26% of Goodlettsville’s population is under the age of 19, 45% are 20-54 years old, and 29% of Goodlettsville’s residents are 55+ years old.

### AGE OF GOODLETTSVILLE RESIDENTS

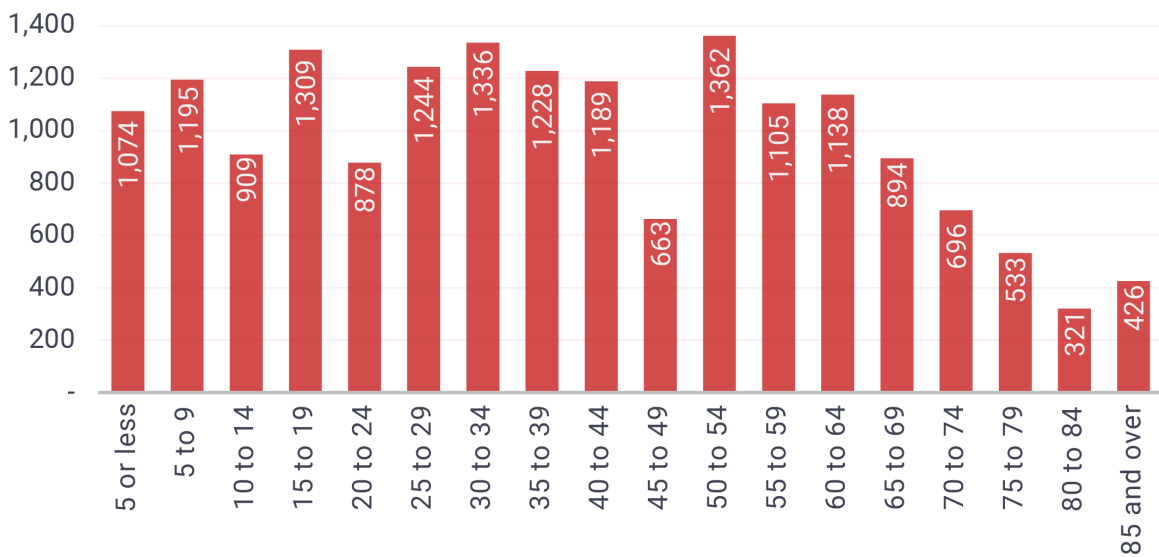


Photo from City of Goodlettsville

## RACE AND ETHNICITY

The data below provides a breakdown of Goodlettsville’s race and ethnicity statistics reported by the U.S. Census Bureau, which is based on self-identification by U.S. Census participants. The U.S. Census Bureau defines their race and ethnicity data as follows: “The racial categories included in the census questionnaire generally reflect a social definition of race recognized in this county and not an attempt to define race biologically, anthropologically, or genetically. In addition, it is recognized that the categories of the race item include racial and national origin or sociocultural groups. People may choose to report more than one race to indicate their racial mixture, such as ‘American Indian’ and ‘White.’ People who identify their origin as Hispanic, Latino, or Spanish may be of any race.”

61.3% of Goodlettsville residents are White and the second highest reported race is Black or African American (23.1%). 9.3% of Goodlettsville’s population are Hispanic or Latino. It is important for Goodlettsville to understand the racial and ethnic diversity in the community to help the City identify any potential inequity for racial/ethnic minorities and historically disadvantaged groups.

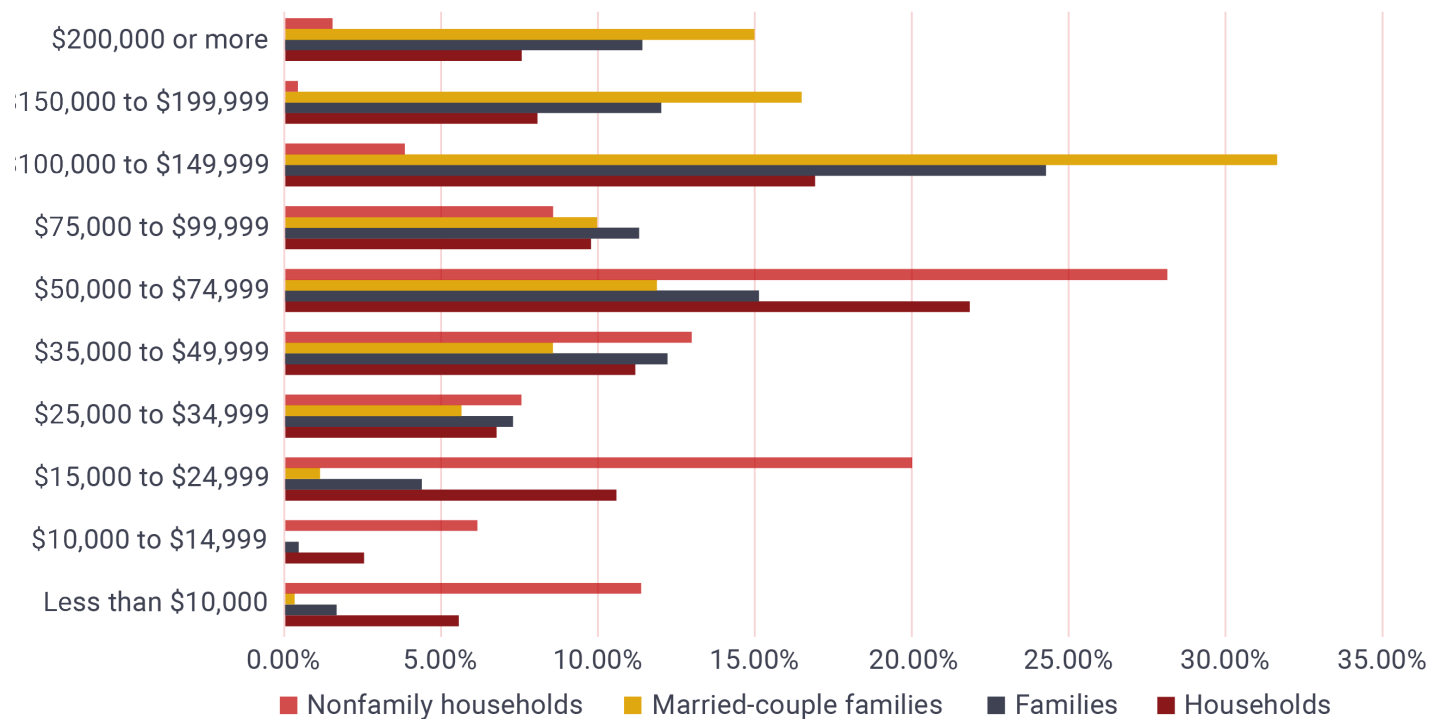
## GOODLETTSVILLE RACE AND ETHNICITY

ETHNICITY	PERCENTAGE
HISPANIC OR LATINO	9.3%
RACE	
WHITE	61.3%
BLACK OR AFRICAN AMERICAN	23.1%
AMERICAN INDIAN AND ALASKAN NATIVE	0.5%
ASIAN	2.9%
NATIVE HAWAIIAN AND OTHER PACIFIC ISLANDER	0.2%
OTHER	4.0%
TWO OR MORE RACES	7.9%

# INCOME

The U.S. Census Bureau defines household income as the pre-tax cash income of the householder and all other people 15 years old and older in the household, whether or not they are related to the householder. A nonfamily household consists of a householder living alone (a one-person household) or where the householder shares the home exclusively with people to whom they are not related. The median household income in Goodlettsville is \$64,581 based on the U.S. Census Bureau data. This is higher than the state median household income of \$53,320. The median incomes for families, married-couples, and nonfamily households is \$93,595, \$114,109, and \$42,270, respectively. The graph below illustrates the income trends by household type.

## INCOME BY HOUSEHOLD TYPE







# FACILITY ANALYSIS AND RECOMMENDATIONS



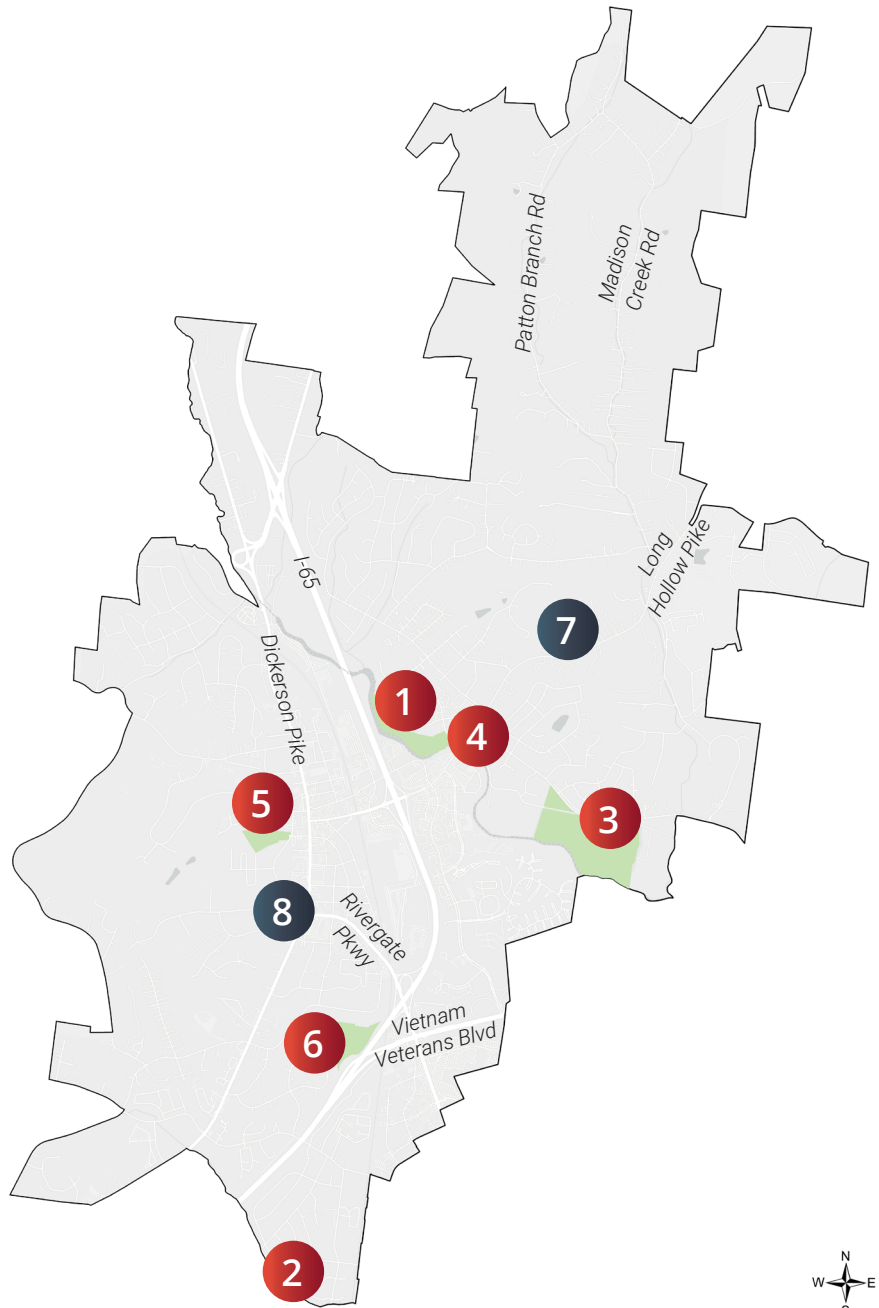
# Goodlettsville

## PARKS AND RECREATION MASTER PLAN

For a better understanding of the existing assets of Goodlettsville, the consultant team and staff visited all of Goodlettsville’s parks and recreation facilities to document existing conditions and identify amenities. Each amenity was given the rating good, fair, or poor. A “good” amenity or facility is in new or like-new condition and will not require any major foreseeable maintenance updates within the next 10 years. A “fair” amenity or facility shows signs of normal wear and tear but is still in usable condition at the time of the inventory and will likely need updates after five years. A “poor” amenity or facility is in a condition with visible signs of wear, damage, or deterioration and should be replaced or upgraded within the next five years. The consultant team performed an existing facility evaluation of the following facilities:

### LIST OF PARKS:

- 1 Brooks Park
- 2 Gateway Park
- 3 Moss-Wright Park
- 4 North Creek Park
- 5 Pleasant Green Park
- 6 Peay Park
- 7 Future Parkland A
- 8 Future Parkland B





## BROOKS PARK

302 Mason Lane | 4.62 Acres

This small neighborhood park opened in November 2012, honoring Oscar and Thurman Brooks. Thanks to a partnership with MAPCO and KABOOM!, a new playground was built in 2023 with the help of over 200 volunteers.



AMENITY	CONDITION
PLAYGROUND	GOOD
PICNIC TABLES	GOOD
DISC GOLF	GOOD
TRASH RECEPTACLES	GOOD
BENCHES	GOOD

## RECOMMENDATIONS

### Short Term

- Increase parking and ADA-compliant, accessible parking
- Add ADA-compliant, accessible picnic tables and benches
- Add poured-in-place playground surfacing
- Add shaded seating options

### Long Term

- Create a paved trail connection to North Creek Park
- Add a pavilion

# GATEWAY PARK

425 Janette Avenue | 0.34 Acres

Opened in 2017, Gateway Park offers various recreational opportunities for residents and visitors. It features a well-maintained playground with swings, slides, and engaging equipment for children of all ages, as well as a Little Free Library that promotes reading within the community.



AMENITY	CONDITION
LITTLE FREE LIBRARY	FAIR
PLAYGROUND	GOOD
BENCHES	GOOD
TRASH RECEPTACLES	GOOD

## RECOMMENDATIONS

### Short Term

- Add poured-in-place playground surfacing
- Add shaded seating options
- Add ADA-compliant, accessible picnic tables and benches

### Long Term

- N/A

## MOSS-WRIGHT PARK

745 Caldwell Drive | 147 Acres

Dedicated in 1979, Moss-Wright Park is the largest park in Goodlettsville. It offers numerous sports programs and activities. Visitors can enjoy historic attractions like the Bowen-Campbell House and Mansker's Station Fort as well as an arboretum of 64 different species of trees.



AMENITY	CONDITION
BASEBALL/SOFTBALL FIELDS	GOOD
BATTING CAGE	POOR
DOG PARK	FAIR
FITNESS AREA	GOOD
FOOTBALL FIELD(S)	FAIR
BOWEN-CAMPBELL HOUSE	GOOD
HISTORIC MANSKER'S STATION	GOOD
LITTLE FREE LIBRARY	GOOD
PAVILION	FAIR
PICNIC AREAS	FAIR
PLAYGROUND	FAIR
RESTROOMS	POOR
SOCCER FIELD(S)	FAIR
SAND VOLLEYBALL COURTS	GOOD
WALKING TRAIL	FAIR
MAINTENANCE SHOP	GOOD
PICNIC TABLES	FAIR
TRASH RECEPTACLES	FAIR
BENCHES	FAIR





## RECOMMENDATIONS

### Short Term:

- Fix the traffic flow throughout the park
- Improve wayfinding signage, including maps and directions for traffic
- Resurface and restripe parking areas
- Expand parking at the dog park, volleyball courts, Bowen-Campbell House, and area behind bleachers
- Add poured-in-place playground surfacing
- Add ADA-compliant, accessible benches and picnic tables
- Add ADA-compliant, accessible walking paths at the playground, dog park, and around ballfields
- Replace shade at lower playground
- Add permanent restroom buildings near the football fields and lower fields
- Replace garage doors on maintenance shop building

- Add water fountains throughout the park
- Move flagpoles into the landscape bed at the front of the park
- Add shade trees and shaded seating throughout the park and at the main facilities

### Long Term:

- Add two sand volleyball courts
- Expand soccer fields
- Add a basketball court
- Replace old batting cages
- Add fence to foul ball area at ballfields
- Improve trail connectivity throughout the park
- Add dog friendly walking paths with dog waste stations
- Convert lighting throughout the park to LED, starting with soccer fields
- Convert Bowen House into an event space

## NORTH CREEK PARK

1015 Jackson Road | 21.38 Acres

North Creek Park provides passive green space and access to nature. It is connected to Brooks Park via a scenic walking trail along Mansker's Creek.



AMENITY	CONDITION
UNDEVELOPED GREEN SPACE	GOOD
ACCESS TO MANSKER CREEK	FAIR
BIKE RACKS	FAIR
BACKSTOPS	FAIR
LITTLE LIBRARY	FAIR

### RECOMMENDATIONS

#### Short Term

- Add ADA-compliant, accessible benches and picnic tables

#### Long Term

- Create a paved trail connection to Brooks Park

# PLEASANT GREEN PARK

360 Pleasant Green Drive | 22.40 Acres

Pleasant Green Park offers various outdoor activities. Amenities include two rentable shelters, a paved walking trail, playground, and pool.



AMENITY	CONDITION
LITTLE FREE LIBRARY	GOOD
PAVILION	FAIR
PICNIC AREAS	FAIR
PLAYGROUND	FAIR
POOL	FAIR
WALKING TRAIL	POOR
RESTROOMS	FAIR
GAGA BALL PIT	FAIR

## RECOMMENDATIONS

### Short Term

- Widen the walking trail
- Remove the Gaga Ball Pit
- Increase the landscape between the park and highway to buffer noise
- Provide interior improvement to restrooms, including stall doors
- Resurface and restripe parking areas and add accessible parking spaces
- Add ADA-compliant, accessible picnic tables and benches

### Long Term

- Add shade at the playground
- Add a 2-to-5-year-old area at the playground
- Add poured-in-place accessible playground surface
- Improve ADA accessibility at the pool and its facilities
- Renovate or repurpose the pool
- Add new programming activities and events in the park
- Improve pedestrian and bike connections
- Conduct a feasibility study on replacing the pool with a multipurpose sports facility
- Add amphitheater

### PEAY PARK

200 Memorial Drive | 11.95 Acres

Peay Park, established in 1951 by the Goodlettsville Men’s Club, is the City’s oldest park. It has hosted horse shows, youth and adult softball and baseball leagues, and various community organizations.



AMENITY	CONDITION
LITTLE FREE LIBRARY	GOOD
PARKING	FAIR
PAVILION	GOOD
PICKLEBALL COURT	GOOD
PLAYGROUND	FAIR
RESTROOMS	GOOD
TENNIS COURT	FAIR
SPLASHPAD	GOOD
DELMAS LONG COMMUNITY CENTER	FAIR
BATTING CAGE	FAIR
PICNIC TABLES	GOOD
BENCHES	GOOD
TRASH RECEPTACLES	GOOD
STORAGE SHED	GOOD
RACHEL’S GARDEN PLAYGROUND (UNDER CONSTRUCTION)	





## RECOMMENDATIONS

### Short Term

- Add more spray features to the splashpad
- Add shaded seating options throughout the park
- Add a small shade structure over the water station
- Improve shade at all park amenities and courts
- Resurface tennis and pickleball courts (should be done every five years)
- Add ADA-compliant, accessible parking spaces
- Expand parking
- Improve traffic circulation around the park
- Add ADA adult changing table to the splashpad restrooms
- Add ADA-compliant, accessible picnic tables and benches

### Long Term

- Create a wide paved walking trail
- Add a half basketball court
- Add poured-in-place playground surfacing to older playground
- Add another access gate to the splashpad near the pavilion
- Resurface and restripe parking areas
- Upgrade lighting to LED and replace light poles at pickleball and tennis courts
- Add another pavilion at the flat, open green space

## FUTURE PARKLAND A

2040 Crencor Drive | 1.00 Acres



### RECOMMENDATIONS

#### Short Term

- Include in parks maintenance plan
- Determine unique programming based on master plan findings
- Collect public input on desired programming
- Acquire external funding sources for new development
- Name park and purchase signage

#### Long Term

- Develop a landscaping plan
- Develop programming

## FUTURE PARKLAND B

506 South Main Street | 0.50 Acres



*Photo from 2024 Google Street View, retrieved December 2024*

### RECOMMENDATIONS

#### Short Term

- Include in parks maintenance plan
- Determine unique programming based on master plan findings
- Collect public input on desired programming
- Acquire external funding sources for new development
- Name park and purchase signage

#### Long Term

- Consider public art installation and apply for funding from Tennessee Arts Council
- Develop a landscaping plan
- Develop programming

# Goodlettsville

PARKS AND RECREATION MASTER PLAN



# PROGRAM ASSESSMENT



Programs are generally defined as any organized activity facilitated by a parks and recreation system. This can include classes or athletic leagues that last for several weeks, camps that run seasonally, or special events hosted once a year. Programs play an important role in the community, serving as athletic, recreational, historical, and cultural opportunities and activities. Goodlettsville offers an array of public programs and activities for most ages and interests. These programs provide both passive and active recreation as well as a mix of free and fee-based activities.

To better understand how well Goodlettsville's recreational program and events are fulfilling the community's needs, it was important to begin with a clear understanding of what services were already being offered within the community by both the Department and local organizations. In this analysis, the target audience and lifecycle of existing programming in Goodlettsville were evaluated and are outlined in the text below.

Through this analysis, it is evident that both the Department and local organizations are providing successful programming. The high percentage of growing or mature programs indicates the need for ongoing program support through public spaces. The public survey emphasized the success of these growing programs and identified facility and program needs for continued success. While most age groups currently benefit from various program opportunities, there exists untapped growth potential in programming specific to 13-17 year olds.

## ATHLETIC LEAGUES

In addition to the City's partnership with numerous local organizations, the City of Goodlettsville also directly provides several athletic leagues for the community. The role of local leagues and organizations in facilitating many athletic leagues limits the amount of effort required by the City, which reduces staffing and costs. The public survey reflected a high demand for athletic leagues of all ages, with an extra need for adult leagues. It is important to note this high demand for leagues also requires increasing and improving existing facilities.



## ATHLETIC LEAGUES IN GOODLETTSVILLE

ORGANIZING FACILITY	PROGRAM	TARGET AGE	GROWING/ MATURE/ DECLINING
PEAY PARK	YOUTH GIRLS VOLLEYBALL CLINIC	YOUTH (5-12)	GROWING
PEAY PARK	PEAY PARK PICKLEBALL TOURNAMENT	ALL AGES	GROWING
PEAY PARK	PICKLEBALL DRILLS CLINIC FOR ADULTS	ADULT (18-49)	MATURE
PEAY PARK	ADULT MIXED DOUBLES PICKLEBALL LEAGUE	ADULT (18-49)	GROWING
PEAY PARK	INTRODUCTION TO PICKLEBALL CLINIC	ALL AGES	MATURE
MOSS-WRIGHT PARK	MEN'S CHURCH SOFTBALL LEAGUE	ADULT (18-49)	GROWING
MOSS-WRIGHT PARK	ADULT COED SOFTBALL LEAGUE	ADULT (18-49)	DECLINING
PEAY PARK	ADULT COED 6V6 INDOOR VOLLEYBALL LEAGUE	ALL AGES	GROWING
PEAY PARK	VALENTINE'S VOLLEY TOURNAMENT	ADULT (18-49)	MATURE
MOSS-WRIGHT PARK	ADULT SAND VOLLEYBALL LEAGUE	ADULT (18-49)	GROWING
MOSS-WRIGHT PARK	T-BALL LEAGUE	PRE-SCHOOL (4-UNDER)	MATURE
*GOODLETTSVILLE LITTLE LEAGUE	YOUTH BASEBALL LEAGUE	YOUTH (5-12)	GROWING
*GOODLETTSVILLE YOUTH FOOTBALL PROGRAM	YOUTH FOOTBALL & CHEERLEADING	YOUTH (5-12)	DECLINING
*GOODLETTSVILLE GIRLS FASTPITCH SOFTBALL	GOODLETTSVILLE GIRLS SOFTBALL	YOUTH (5-12)	MATURE
*MIDDLE TN FUTBOL CLUB	YOUTH RECREATIONAL SOCCER LEAGUE	YOUTH (5-12)	GROWING
*TENNESSEE UNITED SOCCER CLUB	YOUTH TRAVEL SOCCER LEAGUE	YOUTH (5-12)	GROWING
*C2 ATTACK	SAND VOLLEYBALL LEAGUE	TEEN (13-17)	GROWING

\* Not affiliated with the City

## PROGRAM & EVENTS

The City of Goodlettsville currently offers a variety of programs and annual events to residents throughout the year. Additionally, local organizations put on an assortment of programs and events for the community. The public survey identified frequent use of the listed programs, with a growing need for additional programs such as outdoor movies, concerts, and markets. Many public survey respondents also mentioned a desire for extended program hours and seasons.

### GOODLETTSVILLE SOCIAL/RECREATIONAL PROGRAMS & EVENTS

ORGANIZING FACILITY	PROGRAM	TARGET AGE	GROWING/ MATURE/ DECLINING
PEAY PARK	SENIOR PAINTING CLASS	SENIOR (60+)	MATURE
PEAY PARK	SENIOR CHAIR CIRCUIT	SENIOR (60+)	MATURE
PEAY PARK	LINE DANCING CLUB	ALL AGES	MATURE
PEAY PARK	MUSIC FOR SENIORS	SENIOR (60+)	MATURE
PEAY PARK	CARDS & GAMES	SENIOR (60+)	MATURE
PEAY PARK	LUNCH AND LEARN	SENIOR (60+)	MATURE
PEAY PARK	BOOK CLUB	SENIOR (60+)	MATURE
PEAY PARK	GRIEF SUPPORT	SENIOR (60+)	MATURE
PEAY PARK	HOMESCHOOL PE	YOUTH (5-12)	GROWING
PEAY PARK	PRESCHOOL OPEN GYM	PRE-SCHOOL (4-UNDER)	GROWING
PEAY PARK	PICKLEBALL OPEN GYM	ALL AGES	GROWING
PEAY PARK	BASKETBALL OPEN GYM	ALL AGES	DECLINING
PEAY PARK	DANCE FITNESS	ALL AGES	DECLINING
PEAY PARK	COMMUNITY BINGO NIGHT	ALL AGES	GROWING
PEAY PARK	PRESCHOOL MUSIC CLASS	PRE-SCHOOL (4-UNDER)	GROWING
PEAY PARK	SENIOR CHAIR YOGA	SENIOR (60+)	MATURE
PEAY PARK	CROCHETING/KNITTING CLUB	SENIOR (60+)	MATURE
PEAY PARK	PRESCHOOL CRAFT/ARTS CLASS	PRE-SCHOOL (4-UNDER)	GROWING
PEAY PARK	SENIOR HALLOWEEN PARTY	SENIOR (60+)	MATURE

## GOODLETTSVILLE SOCIAL/RECREATIONAL PROGRAMS & EVENTS (CONT.)

ORGANIZING FACILITY	PROGRAM	TARGET AGE	GROWING/ MATURE/ DECLINING
PEAY PARK	DIA DE LOS MUERTOS CELEBRATION	ALL AGES	GROWING
PEAY PARK	HISPANIC HERITAGE PRESENTATION	ALL AGES	GROWING
MOSS-WRIGHT PARK	GOODFEST IN THE PARK	ALL AGES	GROWING
PEAY PARK	SENIOR BLUEGRASS CONCERT	SENIOR (60+)	MATURE
PEAY PARK	VETERAN'S DAY CONCERT	ALL AGES	DECLINING
PEAY PARK	SENIOR FRIENDSGIVING	SENIOR (60+)	MATURE
PEAY PARK	PRESCHOOL HALLOWEEN PARTY	PRE-SCHOOL (4-UNDER)	MATURE
PEAY PARK	PRESCHOOL HOLIDAY PARTY	PRE-SCHOOL (4-UNDER)	MATURE
PEAY PARK	SENIOR ADULT CHRISTMAS CONCERT	SENIOR (60+)	MATURE
CITY (OTHER)	TREE LIGHTING CEREMONY	ALL AGES	MATURE
CITY (OTHER)	CANDY CANE VILLAGE	ALL AGES	MATURE
PEAY PARK	SANTA'S HOLIDAY PARTY	ALL AGES	GROWING
PEAY PARK	SENIOR ADULT CHRISTMAS PARTY	SENIOR (60+)	MATURE
CITY (OTHER)	GOODLETTSVILLE CHRISTMAS PARADE	ALL AGES	GROWING
MOSS-WRIGHT PARK	YULEFEST	ALL AGES	GROWING
PEAY PARK	VIP AWARDS DINNER	ALL AGES	GROWING
PEAY PARK	WINTER WONDERLAND DANCE	SENIOR (60+)	GROWING
PEAY PARK	MOTHER & SON NIGHT OF FUN	ALL AGES	MATURE
PEAY PARK	DADDY DAUGHTER DANCE	ALL AGES	DECLINING
PEAY PARK	SENIOR NEW YEAR'S PARTY	SENIOR (60+)	MATURE
PEAY PARK	REVIVE & ROOT	ALL AGES	GROWING

## GOODLETTSVILLE SOCIAL/RECREATIONAL PROGRAMS & EVENTS (CONT.)

ORGANIZING FACILITY	PROGRAM	TARGET AGE	GROWING/ MATURE/ DECLINING
PEAY PARK	PRESCHOOL BUNNY HOP	PRE-SCHOOL (4-UNDER)	MATURE
MOSS-WRIGHT PARK	HERITAGE DAY	ALL AGES	GROWING
PEAY PARK	SENIOR HEALTH AND MOBILITY FAIR	SENIOR (60+)	GROWING
PEAY PARK	KIDFEST AND CAMP FAIR	YOUTH (5-12)	GROWING
MOSS-WRIGHT PARK	GOODDOG DOGGY EGG HUNT	ALL AGES	GROWING
PEAY PARK	MUSIC ON MEMORIAL SUMMER CONCERT SERIES	ALL AGES	GROWING
MOSS-WRIGHT PARK	INDEPENDENCE DAY CELEBRATION	ALL AGES	MATURE
PEAY PARK	MOVIES IN THE PARK	ALL AGES	GROWING
MOSS-WRIGHT PARK	(FUN FRIDAY) TOUCH A TRUCK	YOUTH (5-12)	GROWING
MOSS-WRIGHT PARK	(FUN FRIDAY) MAGIC SHOW	YOUTH (5-12)	GROWING
MOSS-WRIGHT PARK	(FUN FRIDAY) ZOO	YOUTH (5-12)	DECLINING
MOSS-WRIGHT PARK	NATIONAL DOG DAY CELEBRATION	ALL AGES	GROWING
MOSS-WRIGHT PARK	GOODLETTSVILLE FARMERS MARKET	ALL AGES	MATURE
MOSS-WRIGHT PARK	GOODLETTSVILLE FOUR MILE CLASSIC	ALL AGES	GROWING

## CIVIC GROUP EVENTS (NOT FACILITATED BY CITY OF GOODLETTSVILLE)

ORGANIZING FACILITY	PROGRAM	TARGET AGE	GROWING/ MATURE/ DECLINING
ARTS, ANTIQUES, AND MUSIC FESTIVAL	ARTS, ANTIQUES, AND MUSIC 501C3	ALL AGES	MATURE
FIRST BAPTIST GOODLETTSVILLE	SPRING SPEGGTACULAR	ALL AGES	GROWING
CUMBERLAND RIVER COMPACT	(FUN FRIDAY) WATERFEST	YOUTH (5-12)	GROWING
TENNESSEE UNITED SOCCER CLUB	UNITED CUP OF CHAMPIONS SOCCER TOURNAMENT (2 ANNUALLY)	YOUTH (5-12)	GROWING
MIDDLE TN FUTBOL CLUB	QUESTFEST SOCCER TOURNAMENT (2 ANNUALLY)	YOUTH (5-12)	GROWING
C2 ATTACK	SAND VOLLEYBALL TOURNAMENTS (15+ ANNUALLY)	YOUTH (5-12)	GROWING
MUSIC CITY LACROSSE	MUSIC CITY LACROSSE TOURNAMENT	YOUTH (5-12)	GROWING
TENNESSEE UNITED SOCCER CLUB	TEAM CAMP	YOUTH (5-12)	MATURE
TENNESSEE UNITED SOCCER CLUB	SUMMER SOCCER CAMP	YOUTH (5-12)	GROWING
C2 ATTACK	SUMMER VOLLEYBALL CAMP	YOUTH (5-12)	GROWING
DINKVILLE	PICKLEBALL TOURNAMENT	ALL AGES	GROWING
TAYLOR HAYDEN GYMNASTICS	KARATE	ADULT (18-49)	MATURE
CHARLES HARDEN	GYMNASTICS	PRE-SCHOOL (4-UNDER)	MATURE
CHARLES HARDEN	GYMNASTICS	YOUTH (5-12)	MATURE
TENNESSEE UNITED SOCCER CLUB	STORYBOOK SOCCER	PRE-SCHOOL (4-UNDER)	GROWING
UT EXTENSION	MY PLATE/MY FAMILY	ALL AGES	MATURE

## LIFECYCLE ANALYSIS

All programs offered in Goodlettsville, including those from both the City and local organizations, were evaluated based on their current participation trends. The lifecycle analysis is optimistic, showing a majority of programs that are growing (52%) or mature (40%) and only a few that are declining (8%). The City and its partners need to be cognizant of this and provide sufficient staff to support these growing programs into maturity. The public survey reflected the success of current programs and the desire to add new programs. The graphic below shows the relationship between current programs and their lifecycle stages.

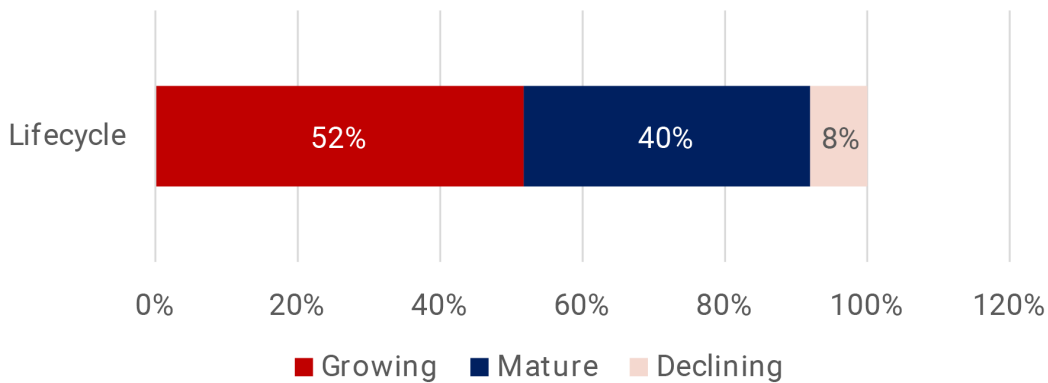


Photo from City of Goodlettsville

# AGE SEGMENT DISTRIBUTION

An age segment distribution analysis was conducted based on the target audience for each existing program. This analysis helps to better understand how the current program system serves each age group in the community. Goodlettsville is successfully providing programs to a variety of age groups. However, there is a lack of programming designed specifically for teens. The public survey identified preschoolers as an underserved age group as well as a need for adult athletic leagues and adaptive programming. Department staff should review age segment distribution annually to better understand level of service for each age group and check for a good balance of programs.

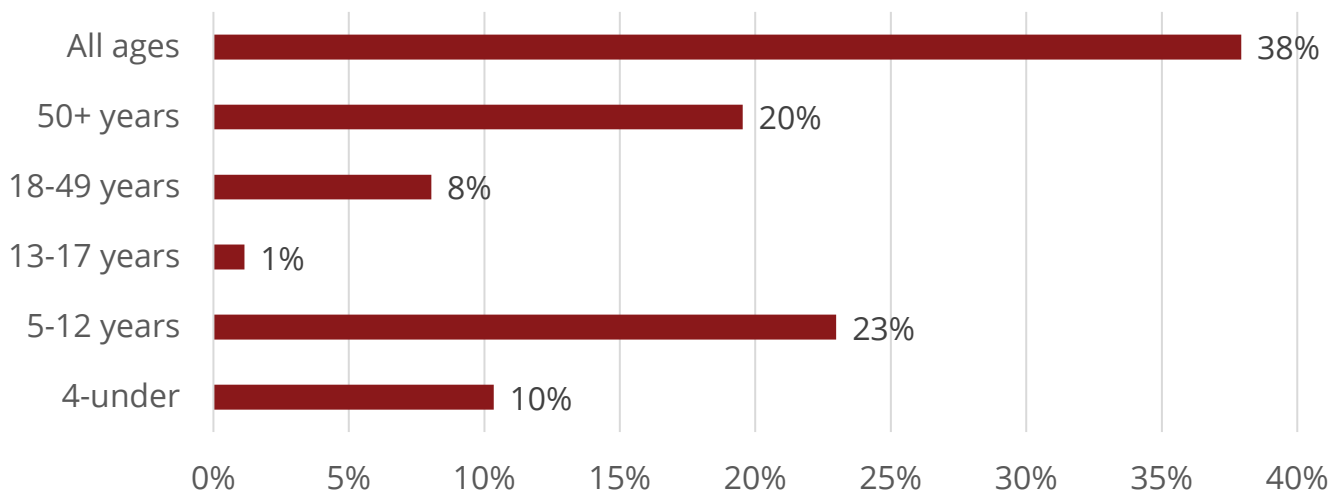


Photo from City of Goodlettsville

## SUMMARY

The purpose of this program analysis is to identify the strengths and shortfalls of the types of recreational, social, and educational programs and events offered by the Department. It is important to measure the current status of existing programs against the public survey and fitness survey results, as highlighted in the executive summary on page 4.

Based on the lifecycle analysis showing most of the programs and athletic leagues are growing or mature, it is recommended that the department continue providing the current programming and conduct annual reviews to determine if any programs are declining and consider removing and replacing them with a new program that better meets the needs of the community at the time.

The age segment distribution identified a lack of programming and events tailored for teens. Based on this need, the City should add programming options that specifically target teens. The City is currently doing a good job of offering programs for the other age ranges and should conduct an annual review to identify any potential gaps as the communities' needs change over time.

Additionally, the City should compile an annual comprehensive inventory and analysis of the programs and events offered that includes community feedback. Additional staff and funding will be required to meet the outlined recommendations in this section.



Photo from City of Goodlettsville



Photo from City of Goodlettsville

# Goodlettsville

PARKS AND RECREATION MASTER PLAN



# IMPLEMENTATION PLAN



### Approach

This comprehensive parks and recreation master plan will serve as a working document for the future of parks and recreation in Goodlettsville. The goal of this document is to examine Goodlettsville’s existing assets’ ability to meet the community’s needs and outline steps for closing the gap between the current level of service and where the City should be compared to the community’s needs.

The implementation plan outlines strategies to improve the City of Goodlettsville Parks and Recreation System by organizing recommendations based on priority, scope, and potential budget impacts. These recommendations will serve as a guide to help the City approach the implementation plan methodically and create realistic goals while prioritizing the needs of the public.

Implementation of this plan will require more than recommendations and funding strategies; it will also require buy-in from the community and decision-makers. Key stakeholders and the public should be engaged at every step in planning new facilities to ensure they reflect the needs of the public and to increase future buy-in and ownership from the community.

Building on the findings provided in the previous chapters of the report, this section organizes the priority recommendations for improving the existing parks, programming, staffing, and new facilities. Recommendations for existing parks facilities are further detailed in an implementation matrix that describes the scope, budget, and funding sources for improvements.



# EXISTING PARKS, OPEN SPACES, AND FACILITIES

Goodlettsville’s current parks provide the community many passive and active recreation opportunities. As found in the community survey, investing in the renovation and maintenance of existing facilities is of high importance. Providing essential upgrades and improvements ensures that users continue to enjoy the facilities provided. After analyzing the existing parks and facilities, the following overarching goals are recommended.

## Priority Recommendations

- Improve traffic circulation and parking at the parks and facilities
- Provide alternate access and mobility options by adding greenways and multiuse trail connections between parks
- Renovate or build new restroom facilities throughout the parks
- Add LED lighting throughout athletics fields, courts, and trails
- Provide ADA-compliant, accessible furnishings, amenities, parking spaces, and access at current facilities
- Add high-demand amenities including pickleball courts, volleyball, soccer, baseball and softball, and other athletic fields based on the needs outlined in the public survey and programming section
- Invest in the existing park facilities before acquiring new facilities
- Set a long-term maintenance plan for athletic fields
- Improve safety features within parks to aid emergency response



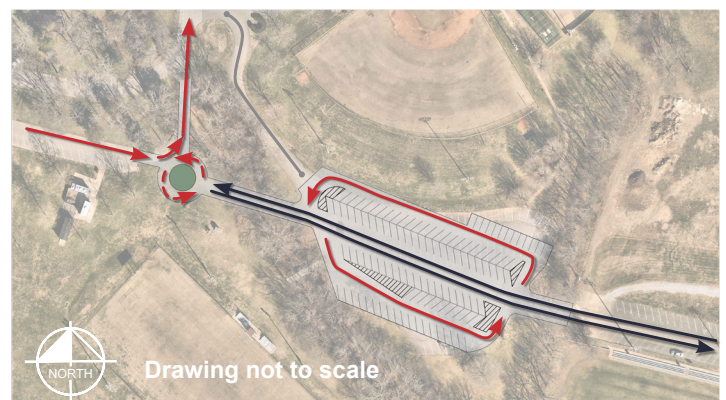
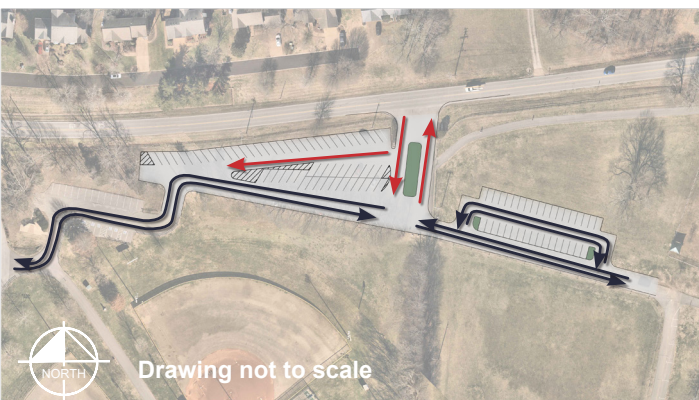
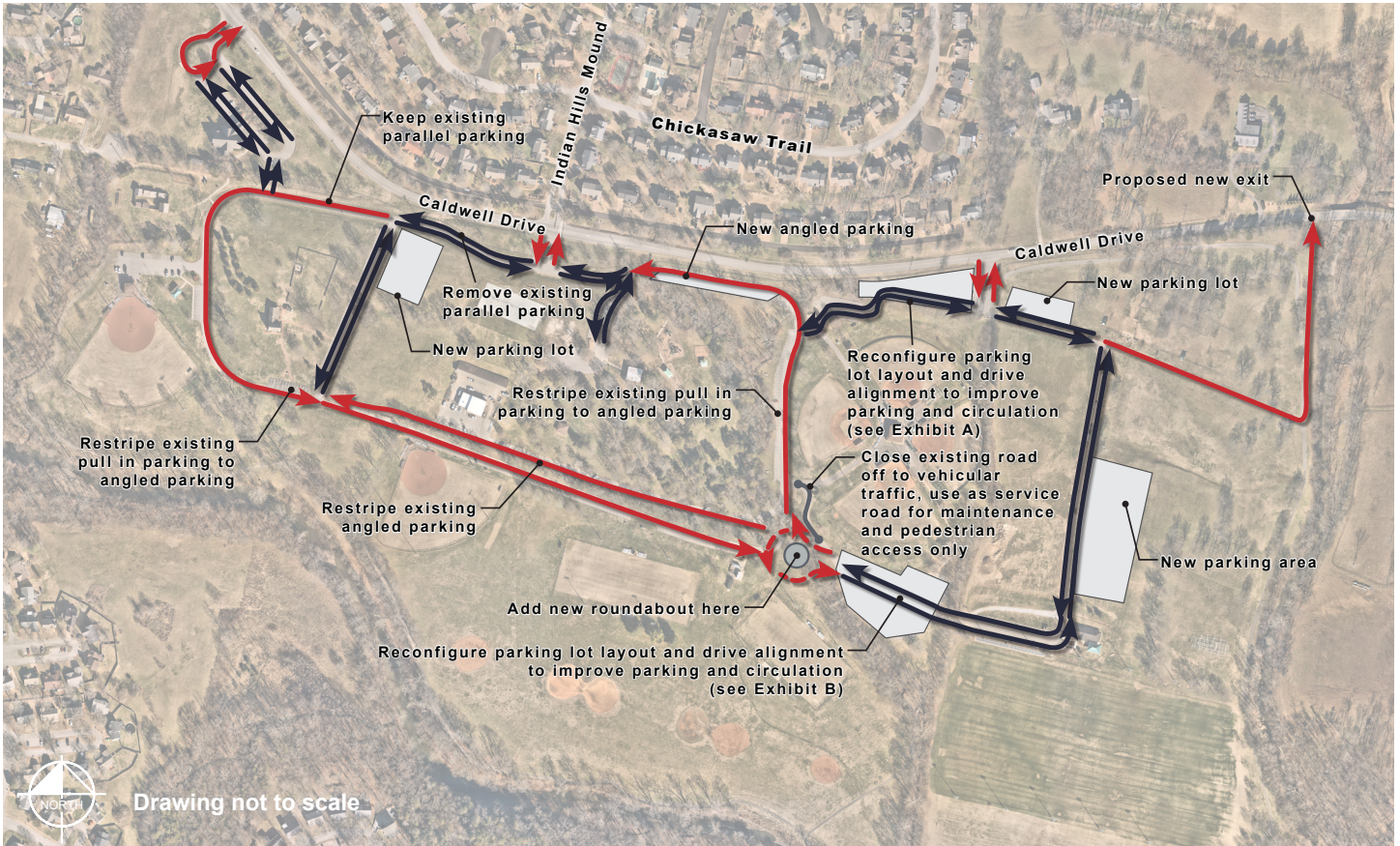
### Implementation Matrix for Existing Facilities

FACILITY	PRIORITY	SCOPE	POTENTIAL BUDGET IMPACT	POTENTIAL FUNDING SOURCE
<b>EXISTING FACILITIES</b>				
Brooks Park	High	Increase parking and ADA accessible parking spaces	\$30,000	LRPF Grant, RTP Grant, Sponsorships, Partnerships
		Add ADA accessible picnic tables and benches	\$10,000	
		Add poured-in-place playground surfacing	\$50,000	
		Add shaded seating options	\$20,000	
	Low	Create a paved trail connection to North Creek park	\$250,000	
Add a pavilion		\$30,000		
Gateway Park	High	Add poured-in-place playground surfacing	\$60,000	Sponsorships, Partnerships
		Add shaded seating options	\$20,000	
		Add ADA accessible picnic tables and benches	\$10,000	
	Low	n/a	n/a	
North Creek Park	High	Add ADA accessible picnic tables and benches	\$10,000	LRPF Grant, RTP Grant, Sponsorships, Partnerships
	Low	Create a paved connector trail to Brooks Park	\$250,000	
Pleasant Green Park	High	Widen the walking trail	\$50,000	LRPF Grant, Sponsorships, Partnerships
		Remove the Gaga Ball Pit	/	
		Increase the landscape between the park and highway to buffer noise	\$10,000	
		Provide interior improvement to restrooms including stall doors	\$250,000	
		Resurface and restripe parking and add accessible parking spaces	\$10,000	
		Add ADA accessible picnic tables and benches	\$10,000	
	Low	Add shade at the playground	\$20,000	
		Add a 2-to-5-year-old area at the playground	\$100,000	
		Add poured-in-place, accessible playground surface	\$45,000	
		Improve ADA accessibility at the pool and its facilities	\$1,000,000	
If keeping the pool long term, provide a complete renovation including replacement of pool equipment (filters/chemicals/pumps)	/			
Improve pedestrian and bike connections	\$100,000			

FACILITY	PRIORITY	SCOPE	POTENTIAL BUDGET IMPACT	POTENTIAL FUNDING SOURCE
<b>EXISTING FACILITIES</b>				
Peay Park	High	Add more spray features to the splashpad	\$50,000	LPRF Grant, Sponsorships, Partnerships
		Add shaded seating options throughout the park	\$20,000	
		Add a small shade structure over the water stations	\$15,000	
		Improve shade at park amenities and courts	\$30,000	
		Resurface tennis and pickleball courts	\$125,000	
		Add ADA accessible parking spaces	\$5,000	
		Expand parking	\$30,000	
		Improve traffic circulation around the park	\$60,000	
		Add ADA adult changing table to the splashpad restrooms	\$20,000	
	Add ADA accessible picnic tables and benches	\$20,000		
	Low	Create a wide paved walking trail	\$150,000	
		Add ½ basketball court	\$35,000	
		Add poured-in-place surfacing at older playground	\$100,000	
		Add another access gate to the splashpad near the pavilion	\$3,000	
Resurface and restripe parking areas		\$10,000		
Upgrade lighting to LED and replace light poles at pickleball and tennis courts	\$300,000			
Add a pavilion at the flat, open green space	\$30,000			

FACILITY	PRIORITY	SCOPE	POTENTIAL BUDGET IMPACT	POTENTIAL FUNDING SOURCE
<b>EXISTING FACILITIES</b>				
<b>Moss-Wright Park</b>	<b>High</b>	Fix traffic flow throughout the park	/	Scotts Field Refurbishment Program, Sponsorships, Partnerships
		Provide wayfinding signage, including maps and directions for traffic	\$20,000	
		Resurface and restripe parking areas	\$10,000	
		Expand parking at the dog park, volleyball courts, Bowe-Campbell House, and area behind bleachers	\$100,000	
		Add poured-in-place playground surfacing	\$100,000	
		Add ADA accessible picnic tables and benches	\$30,000	
		Add ADA accessible walking paths at the playground, Dog Park and around ballfields	\$500,000	
		Replace lower shade playground	\$100,000	
		Add permanent restroom buildings near the football fields and lower fields	\$1,200,000	
		Replace garage doors on maintenance shop building	\$50,000	
		Add water fountains throughout the park	\$50,000	
		Move flagpoles into the landscape bed at the front of the park	\$5,000	
		Add shade trees and shaded seating throughout the park and at the main facilities	\$50,000	
	<b>Low</b>	Add two sand volleyball courts	\$100,000	
		Expand soccer fields	\$1,000,000	
		Add a basketball court	\$70,000	
		Replace old batting cages	\$80,000	
Add fence to foul ball area at ballfields	\$400,000			
Improve trail connectivity throughout the park	\$400,000			
Convert lighting throughout the park to LED, starting with soccer fields	\$3,000,000			

# MOSS-WRIGHT PARK TRAFFIC IMPROVEMENT CONCEPT PLAN



**Exhibit A - Parking Reconfiguration**

**Exhibit B - Parking Reconfiguration**

<b>Legend</b>	<b>One-Way Drive</b>	<b>New One-Way Drive Connection</b>	<b>Two-Way Drive</b>
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## MOSS-WRIGHT PARK PEDESTRIAN IMPROVEMENT CONCEPT PLAN



### Legend

-  Existing Walking Path
-  Priority Proposed Pedestrian Connections
-  Long-Term Proposed Pedestrian Connections

# PROGRAMMING

Goodlettsville currently serves a variety of ages and successfully provides diverse programming. The results of the program assessment, in combination with the public survey, provide insight into programs and ages with more programming potential. Specifically, teens and athletic adults would greatly benefit from increased programming. Based on the existing programming evaluation, public survey results, stakeholder interviews, and SWOT analysis, the following programming recommendations have been developed.

## Priority Recommendations

- Market and advertise the variety of parks and programs offered to spread awareness and bring people to the parks
- Provide new programs and events, including markets, outdoor concerts/movies, and group yoga
- Move programming to other parks to alleviate congestion at Moss-Wright and grow familiarity with other parks
- Extend hours of current programs
- Expand programming offerings to the underserved groups identified in the public survey and programming sections, including preschool ages, seniors, and special needs
- Expand sports leagues for flag football and adults
- Conduct an annual review of age segment distribution to monitor changing needs over time
- Conduct an annual comprehensive inventory and analysis of the programs and events offered that includes community feedback
- Explore revenue-generating programming opportunities such as concessions, leasing, partnerships, and hosting tournaments that both boost the Department's revenue and the City's economy
- Expand fitness class programming to include yoga, barre, pilates, and stretching and strength
- Expand fitness class programming offered on weekdays and evenings
- Partner with local art groups to increase public art programming and consider adding local art installations throughout the park system

## STAFFING

As Goodlettsville's parks and recreation programming and facilities increase in popularity, additional staff is necessary to support that growth. To keep up with the growing demands, it is recommended that the Department implement the following recommendations.

### Staffing Priority Recommendations

- Hire at least two full-time staff members within the next five years
- Hire an Assistant Parks and Rec Director within the next five years
- Hire a Marketing staff member within the next five years
- Create a staff hiring ratio for all new facilities
- Hire staff with certifications or invest in training staff in maintenance, mowing, electrical, Certified Playground Safety Inspector (CPSI), etc.
- Hire aquatics staff with relevant certifications and background

### Equipment Priority Recommendations

- Update and expand the maintenance shop at Moss-Wright Park
- Invest in equipment and systems to improve staffing efficiencies and safety such as electric park gates and a minimum of two staff members working the night shift
- Renovate staff facilities and replace outdated utility vehicles and equipment to improve maintenance efficiency and in-house capabilities
- Purchase new utility vehicles
- Invest in all-season equipment (e.g., for snow and ice events)
- Invest in equipment with enclosed cabs to protect from the outside elements

### Technology Priority Recommendations

- Invest in a singular software or program to improve daily operations such as scheduling, maintenance requests, and administration

# NEW FACILITIES

As the population of Goodlettsville continues to grow and the community’s needs diversify beyond what is currently offered at existing parks and recreation facilities, it is advised to identify new property the City can acquire for new parks. The following recommendations will expand the parks and recreation facilities to better meet the needs of the community.

## Priority Recommendations

- Build an indoor multiuse facility/field house
- Find a suitable location for a multiuse event space to host large community events
- Acquire right-of-way and property for a greenway system connecting existing parks
- Goodlettsville’s parks and recreation facilities are primarily located in the central and southern areas of the City, leaving the northern area as underserved. It is recommended to acquire new parkland to meet the need of the existing and proposed programming elements, specifically focusing on the northern portion of Goodlettsville



# Goodlettsville

PARKS AND RECREATION MASTER PLAN



# CONCLUSION



## CONCLUSION

This update to the Goodlettsville Parks and Recreation Master Plan provides a strategic approach to guide decision-making and financial investment in Goodlettsville's parks and recreation facilities, programming, and staffing needs over the next five years.

The recommendations outlined in this plan are informed by the needs of the public identified through demographic analysis, public surveys, staff interviews, and a SWOT workshop. Based on the cumulative community engagement feedback, there is a strong desire for improvements to existing facilities, with a priority focus on walking and biking trails, parking improvements, and additional permanent restrooms at the parks and facilities. Additionally, residents would like to see new facilities added to support a growing interest in aquatics, pickleball, and outdoor concerts and movies. During the SWOT Analysis, the community identified the lack of walkability, multimodal accessibility, safety, and connectivity between parks and recreation facilities. Constructing bike and pedestrian greenway trails between parks would strengthen the park network, provide alternative ways to access, and increase exposure to other existing parks facilities.

The consultant team conducted an inventory and analysis to assess the existing parks, recreation facilities, and programs. An analysis with short- and long-term recommendations for each facility have been listed and organized into high- and low-priority in the implementation matrix with monetary values associated with each recommendation. Alongside the facility analysis, an evaluation of the programs revealed both deficiencies and opportunities for growth. Goodlettsville has many growing and mature programs that require additional staff to keep them flourishing. Besides the programs currently offered, the largest gap in programming is the teen age group. Providing additional programming for teenagers and hiring additional staff to facilitate programming will support and sustain a well-rounded parks and recreation program for all age groups.

In addition to the recommendations in this plan, the city recognizes the need to make strategic investments that will improve existing facilities and support growing recreation programs to remain competitive with peer communities, both locally and across the country. This plan provides recommendations for how and where to focus those investments, allowing for strategic expansion and improvement. Guided by this plan, Goodlettsville will continue to provide superb parks and recreation programs and facilities that enhance livability and promote outdoor recreation for residents.



# Goodlettsville

PARKS AND RECREATION MASTER PLAN



# APPENDIX



## SWOT ANALYSIS

Conducted with City staff and key stakeholders during a public meeting with the Parks and Recreation Advisory Board on Tuesday, September 24, 2024



September 24, 2024                      Parks and Recreation Advisory Board                      6:00 PM                      City Hall - Massie Chambers

Agenda:

Call to Order

Establish a quorum

1.
  - Jimmy Anderson
  - Lori Cordell
  - Glen Garrett
  - Stuart Huffman
  - Mike Kelly
  - Dan Sheppard
  - Toby Swager
  - Ashley Akers, Kimley-Horn

Approval of Minutes from Previous Meeting

2.     July 23, 2024

Comment from Citizens

Reports from Staff –Superintendent of Parks and Superintendent of Recreation

3.
  - Superintendent of Parks, Jack Presley
  - Superintendent of Recreation, Jennifer Spillers

Old Business

4.     Volleyball Project
5.     LPRF- Rachel's Garden
6.     Disc Golf Course

# SWOT ANALYSIS

Conducted with City staff and key stakeholders during a public meeting with the Parks and Recreation Advisory Board on Tuesday, September 24, 2024

7. Aquatics Update

New Business

8. SWOT Analysis Activity hosted by Kimley-Horn

Comments from Board Members & Staff

Adjournment

For more information regarding this agenda, please contact the city recorder by email at:

[sjennings@goodlettsville.gov](mailto:sjennings@goodlettsville.gov)

A government committed to operating with efficiency and integrity in all we do as we strive to enhance the quality of life for the community we serve.

105 S. Main Street – Goodlettsville, TN 37072 – 615-851-2200 – Fax 615-851-2212

[www.goodlettsville.gov](http://www.goodlettsville.gov)

## SWOT ANALYSIS

Conducted with City staff and key stakeholders during a public meeting with the Parks and Recreation Advisory Board on Tuesday, September 24, 2024

### SWOT Analysis

#### Goodlettsville Parks Masterplan

##### Strengths

- Moss Wright Park
- Staff
- Diversity of Programs
- Pull/visitors from outside the community
- Investment in parks from city and support
- Diversity of tree species, Tree City USA
- Arboretum and Dedicated tree board
- Willingness of staff to set healthy boundaries for the benefit of maintenance/staff overload.
- Resilience and ability to address issues
- Large community support base and volunteers
- Local partnerships (playground builds, library, assisted living, senior program, Goodworks, TriStar Mobil Unit).
- Open listening to public input
- Partnerships with local athletic organizations
- Communication
- Dedicated staff
- Consistent gap analysis and duplication of services

##### Weaknesses:

- Moss Wright traffic flow, conflict of uses, pedestrian safety
- Public awareness of parks and facilities/communication
- Lack of wayfinding signage
- Lighting issues in parks – lack of lighting, constant maintenance
- Lack of staffing to keep up with the growing population and new facilities and programming
- Aging facilities
- Lacking nonathletic programming- teens
- Lack of walkability and pedestrian safety
- Lack of bikeability
- Lack of greenway and park system connectivity
- Traffic flow at Peay Park
- Lack of restrooms (number, stalls, age).
- No dedicated event space.
- Lack of staff facilities and storage

# SWOT ANALYSIS

**Conducted with City staff and key stakeholders during a public meeting with the Parks and Recreation Advisory Board on Tuesday, September 24, 2024**

- Limited seasonal availability
- Aging equipment
- ADA Accessibility

## Opportunities:

- Continue to improve facilities and programs
- Improve public knowledge of parks and events
- Cohesive wayfinding signage
- Spreading out activities and programming parks other than Moss Wright
- Improve lighting and upgrade to LED
- Pleasant Green Pool
- Indoor aquatics
- Acquiring new parkland
- Walking/multi-use path loop at Moss Wright
- Connected greenway system
- Improve signage at Moss Wright (safety)
- Moss Wright ingress/egress and traffic flow
- Highlight history of North Creek and Brooks Park
- Shade at Parks and facilities
- Teen programming
- Therapeutic recreation programming
- Amphitheatre
- Event Space
- Multipurpose indoor facility – field house
- CIP plan – factoring in annual requests

## Threats

- Not being able to keep up with demands of growing population and facilities
- Budget
- Funding
- Competition for land
- Land acquisition/ROW/easements to build full greenway system
- Lack of planning
- Land availability

## PUBLIC INPUT MEETING

Presentation of draft plan to the public on Tuesday, December 3, 2024

### GOODLETTSVILLE PARKS AND RECREATION MASTER PLAN UPDATE

#### PUBLIC MEETING

200 Memorial Dr, Goodlettsville, TN 37072 @ 5:30 pm

	Name	Address	Telephone	Email
34	Denise Skaggs			
35	Sandra Leut			
36	Glen Garrett			
37	Vanessa Hule			
38	Jennifer Duncan			
39	Sarah Jennings			
40	Billy Barnfield			
41	Rusty Timmie			
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# PUBLIC INPUT MEETING

Presentation of draft plan to the public on Tuesday, December 3, 2024

## GOODLETTSVILLE PARKS AND RECREATION MASTER PLAN UPDATE

### PUBLIC MEETING

200 Memorial Dr, Goodlettsville, TN 37072 @ 5:30 pm

	Name	Address	Telephone	Email
50	Chris Taylor			
51	Kimberly Lynn			
52	Michael Kelly			
53	Stuart Huffman			
54	Jennifer Spillers			
55	Brock Skaggs			
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Goodlettsville  
PARKS AND RECREATION



# Goodlettsville

PARKS AND RECREATION MASTER PLAN

**RESOLUTION 24-1241**

**A RESOLUTION TO DEDICATE TWO PARCELS OF PROPERTY WITHIN THE CITY OF GOODLETTSVILLE AS PUBLIC PARKLAND FOR THE ENJOYMENT OF GOODLETTSVILLE CITIZENS.**


**WHEREAS**, the City of Goodlettsville since the inception of its parks system, has always prided itself in providing its citizenry with the highest quality of public parks, recreation facilities and open space, and

**WHEREAS**, the City of Goodlettsville currently owns two parcels of property which would be well suited for mini-parks within the city, and

**WHEREAS**, these properties will broaden and enhance the quality of life of each citizen, so that they may enjoy all of its future park amenities;

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COMMISSIONERS OF THE CITY OF GOODLETTSVILLE, TENNESSEE THAT THE APPROXIMATE .51 ACRES, LOCATED AT 506 SOUTH MAIN STREET AND THE APPROXIMATE 1.01 ACRES AT 2040 CRENCOR DRIVE, GOODLETTSVILLE, TENNESSEE, BE DEDICATED AS PUBLIC PARK LAND WITHIN THE CITY OF GOODLETTSVILLE, TENNESSEE.**

**THIS ACTION IS EFFECTIVE UPON PASSAGE BY THE BOARD OF COMMISSIONERS.**

  
\_\_\_\_\_  
Mayor Rusty Tinnin

  
\_\_\_\_\_  
City Recorder

Approved as to form and legality

  
\_\_\_\_\_  
City Attorney

Passed December 12, 2024

## What is CivicOptimize Productivity?

This new platform streamlines applications, cancellation requests, sponsorships, and so much more—all in one convenient location!

With CivicOptimize, you can easily access all the necessary forms and applications for Goodlettsville Parks and Recreation without the hassle.

Open the link below on an external browser on your mobile device, click the share button, and select "add to home screen" to have all things Goodlettsville Parks and Recreation at your fingertips all in one app!

<https://goodlettsville-forms-parks-and-recreation.app.transform.civicplus.com>

