

### Why complete a Parks and Recreation Master Plan?

Simply put, a Master Plan is a community-drive plan for the public realm. Commonly including many facets of the public realm such as parks, open spaces, cultural facilities, trails and even streets, a Master Plan asks residents what they envision for their community and develops the road map to achieve it. When analyzed as a single item within the community, the elements consisting of the public realm frequently represent 40% or more of a community’s land mass. These spaces are the most valuable assets of the community and often provide the cultural of life residents want in their community.

Here are some common benefits the Town of Pittsboro will experience by completing a Master Plan:

1. Alignment of the public realm with other Town-wide, County and regional guiding documents and initiatives;
2. Creation and identification of multiple benefits, therefore maximizing the public’s tax dollar by harnessing the full potential of the public’s investment;
3. Understanding how residents are satisfied, use and envision their public realm;
4. Providing a basis for additional grant sources which require a publicly developed plan. Many traditional funding sources for parks have seen their funding reduced while competition has increased. Having a thorough, publicly developed plan provides a higher likelihood of obtaining competitive funding;
5. Proactively identifying acquisition needs and targets in advance of population growth, therefore, reducing land acquisition costs;
6. Establishment of a strategic plan to identify potential funding sources, partners, timeframes, responsibilities and roles for projects and programs;
7. Annual or bi-annual progress checks against established performance measurements;
8. Flexibility to review and adapt strategic plan and vision based on economic, social and environmental constraints that change over time.

As the saying goes, ‘You can’t take off if you haven’t built the runway.’ Few communities enjoy the ability to understand the pattern of growth and plan for it while protecting the current high quality of life. For the Town of Pittsboro, advanced planning can have profound implications and bring awareness to a community-wide process that defines the ‘People’s Plan.’

### Proposed Project Approach:

