

TOWN OF LOUISVILLE



Parks and Recreation Master Plan



2024



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TOWN OF LOUISVILLE

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LOUISVILLE Parks and Recreation Master Plan

Introduction



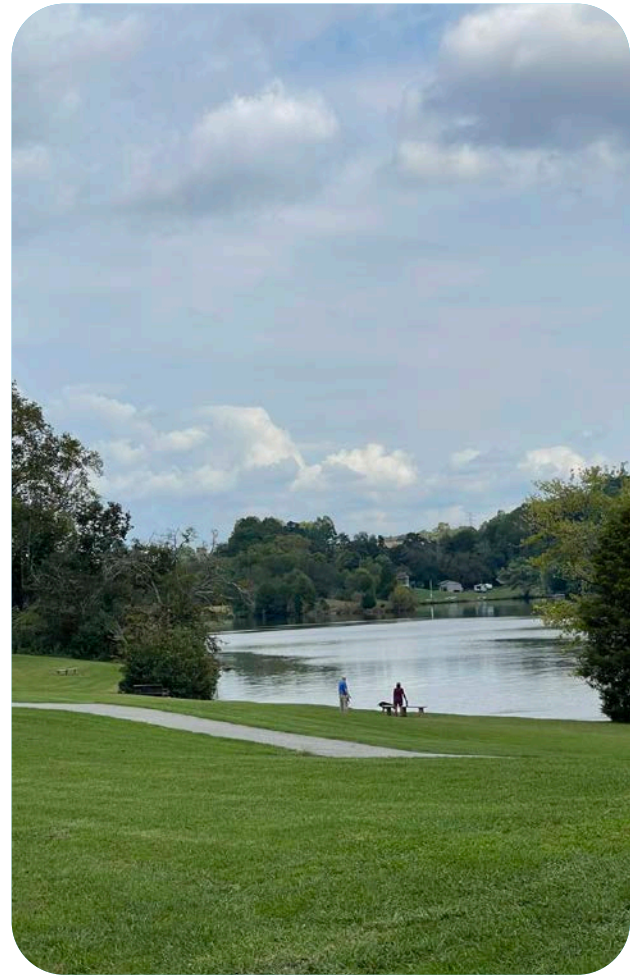


INTRODUCTION

This plan serves as Louisville's first Parks and Recreation Master Plan and presents a 5-year vision for Louisville's parks and recreation system informed by community needs. A parks and recreation master plan helps stakeholders and decision-makers identify community needs, prioritize spending, and secure funding for programs and amenities, creating a shared vision among all involved.

This process began with gaining a thorough understanding of the history, people, and needs of the town. Stakeholder engagement and public feedback were crucial. The methods included using data provided through a community survey and interviews, as well as an inventory and analysis of the existing parks and recreation facilities. This information shaped recommendations for future goals and strategies to enhance public parks and recreational programs for the community.

As a growing town with a strong sense of community and love for the outdoors, Louisville can enhance its livability and support outdoor recreation by following the strategies outlined in this plan.







LOUISVILLE Parks and Recreation Master Plan

Community Engagement





PUBLIC SURVEY APPROACH

An online survey served as a key public engagement strategy in gathering feedback from the community. The 15-question survey was developed to collect data regarding perceptions, programming, and user trends across the community's parks and recreation facilities. Louisville promoted awareness and participation in the survey through email lists, flyers, the town website, and a booth at the Fall Festival. The survey received 368 responses and was opened in mid-September and closed in mid-October 2024.

The results summarized in the following exhibits reflect the feedback provided by the participants who completed the survey. Their input provided the master plan team with critical insights that the Town 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 15 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

WE NEED YOUR INPUT!

Take our survey to help shape the future of Louisville parks and recreation facilities!

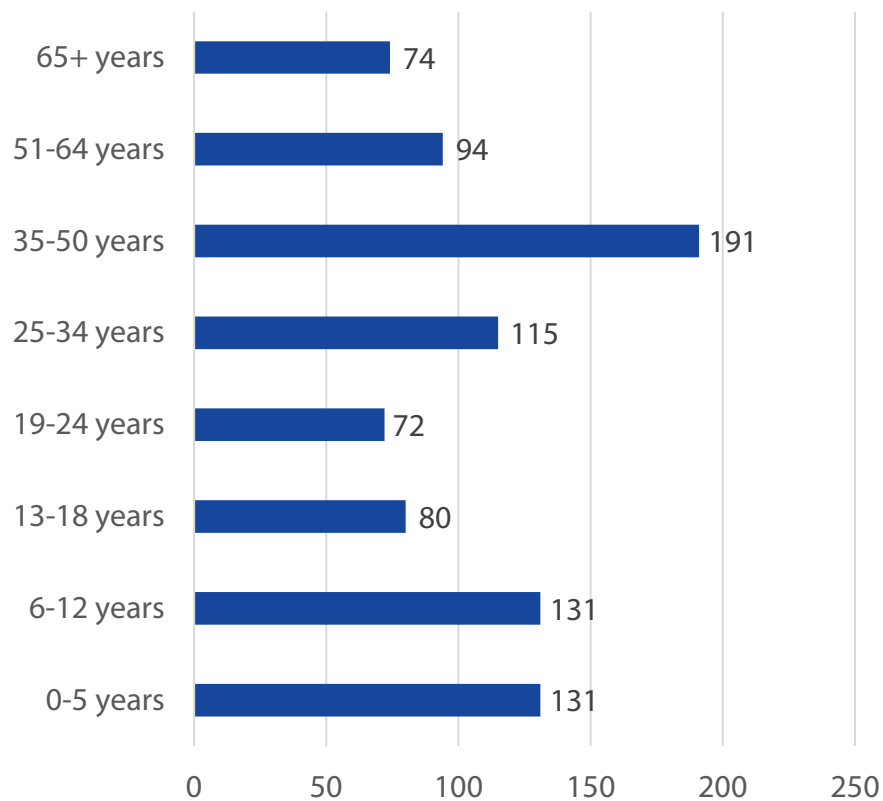
Access the survey by scanning the QR code or follow the link below

https://www.surveymonkey.com/r/Louisville_MP



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

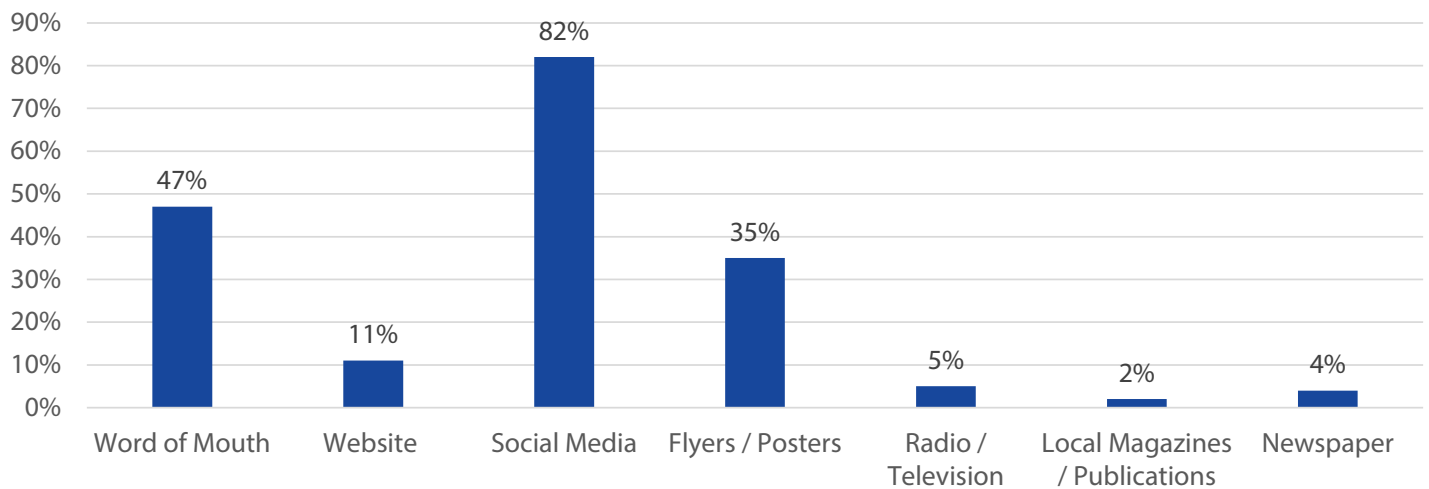
Survey participants were asked about the age groups in their individual homes. Results found that 39% of the participants' households have individuals under the age of 18 years old, 53% have individuals who are between 19 and 64 years old, and 8% have individuals over the age of 65 years old.





HOW DO YOU LEARN ABOUT COMMUNITY EVENTS?

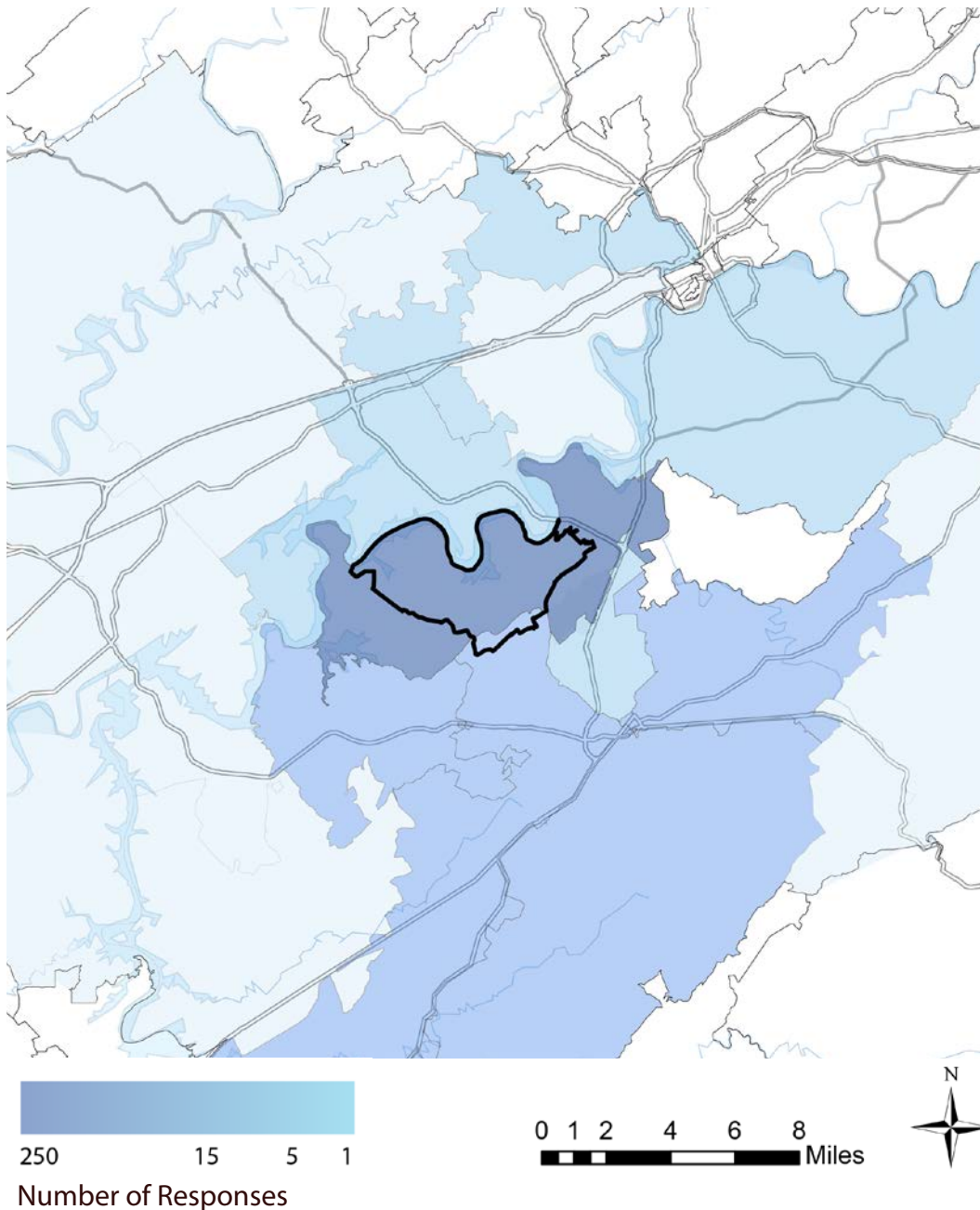
Survey participants were asked to share how they learned about community events. They were each encouraged to select the avenue of engagement they used to learn more about community events. The figure below shows social media and word of mouth as the most popular responses. In the comments, many expanded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





WHAT IS YOUR ZIP CODE?

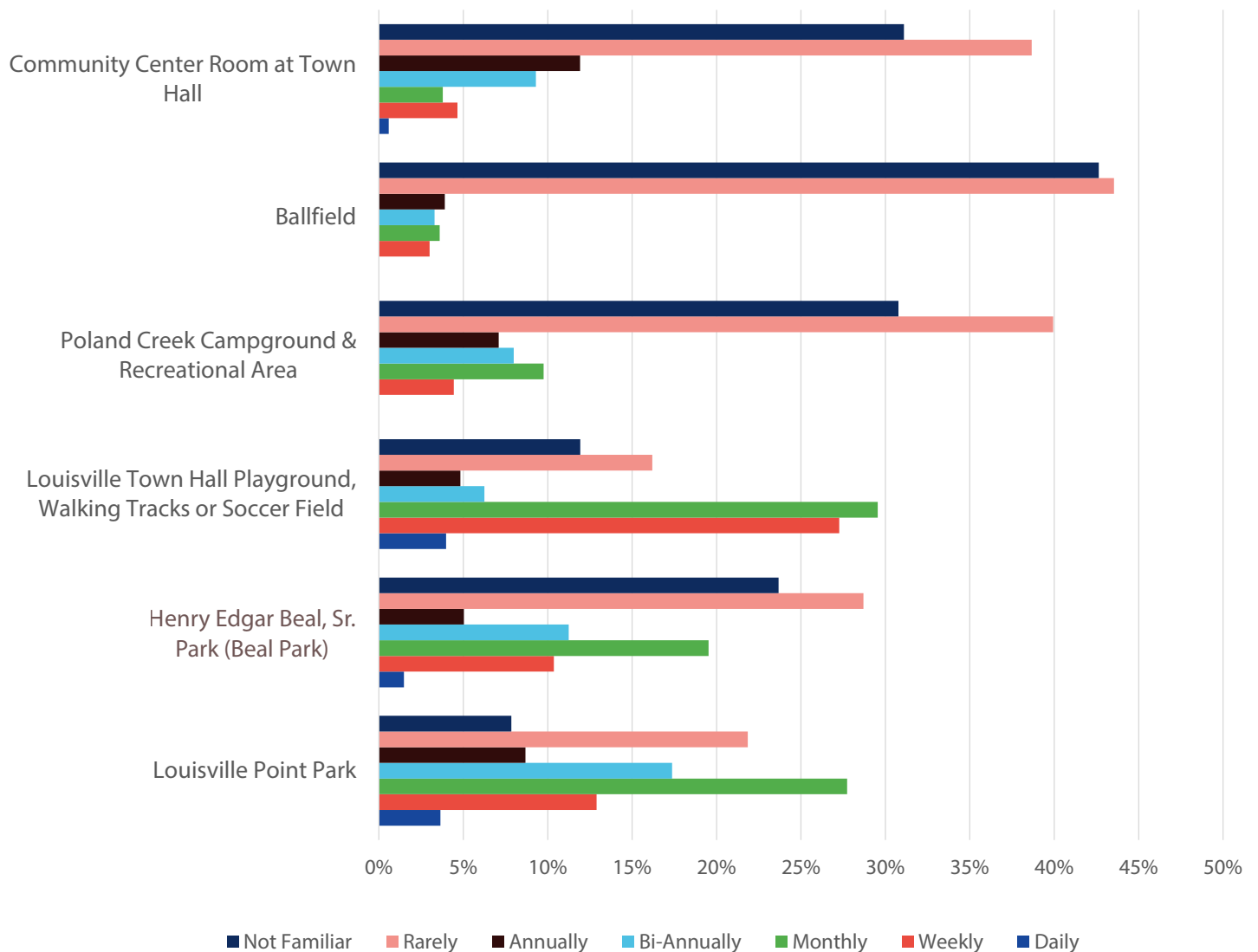
Survey participants were asked what zip code they live in to help the town better understand the broader region of users that utilize the town's park and recreation facilities. The figure below is a density map color-coded with the number of respondents for each zip code area in the region. The zip code listed most frequently, 37777, is within Louisville Town limits with 248 respondents. Additionally, zip codes 37801, 37737, and 37804 received frequent responses (10–15 respondents each).





HOW OFTEN DOES YOUR HOUSEHOLD VISIT LOUISVILLE FACILITIES, PARKS AND GREENWAYS?

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. They were also able to select an option if they were not familiar with the facility. Based on the responses, Louisville Point Park and Louisville Town Hall Playground are the most commonly visited facilities on a daily, weekly, or monthly basis.





WHICH ACTIVITIES/PROGRAMS/EVENTS WOULD YOU LIKE LOUISVILLE TO ADD?

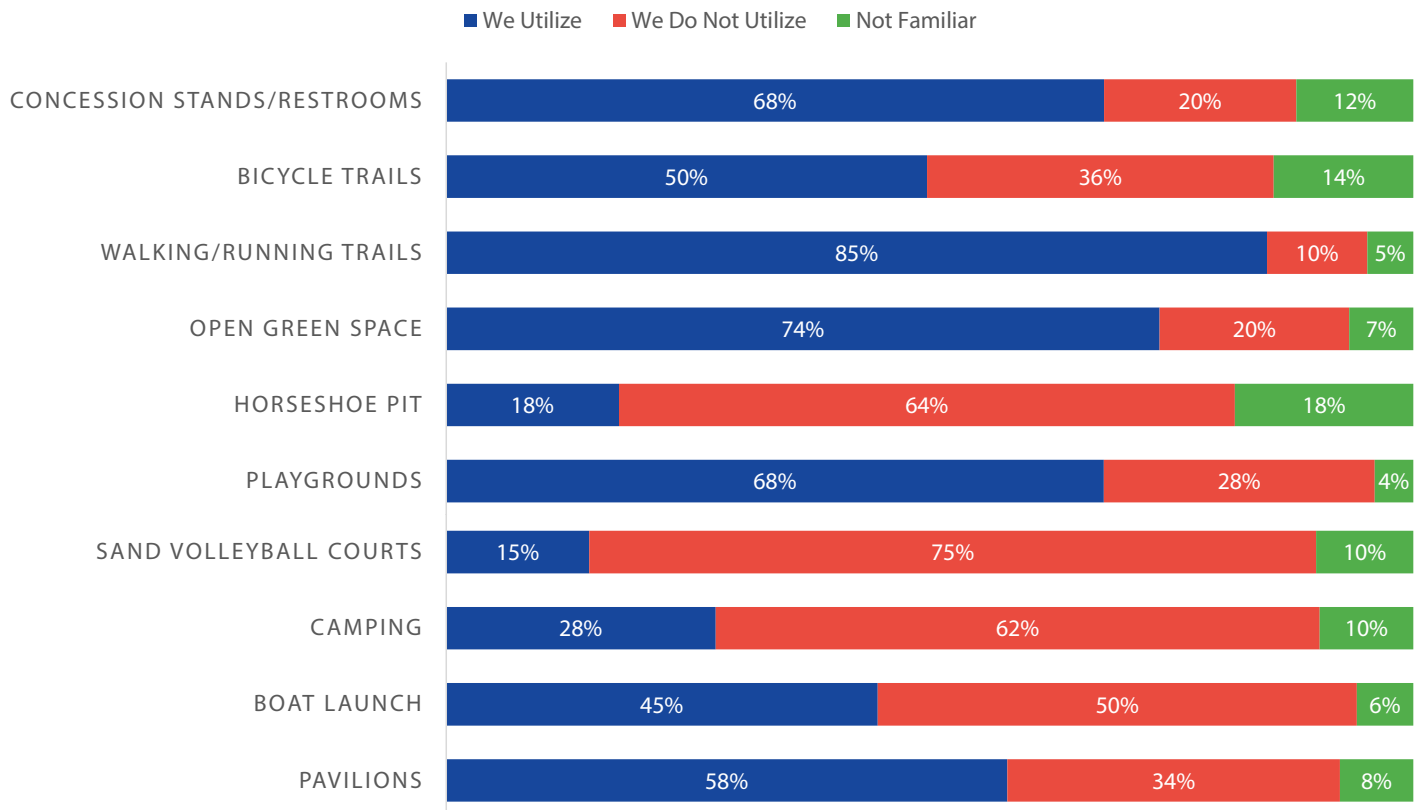
When asked what activities, programs, or events residents would like Louisville to add, many respondents selected disc golf, splashpads, and festivals. These results are shown in a word cloud, which highlights common responses. The most recurrent responses are shown larger, whereas responses mentioned less frequently are shown in the smaller text.





WHICH FACILITIES AND AMENITIES DOES YOUR HOUSEHOLD UTILIZE?

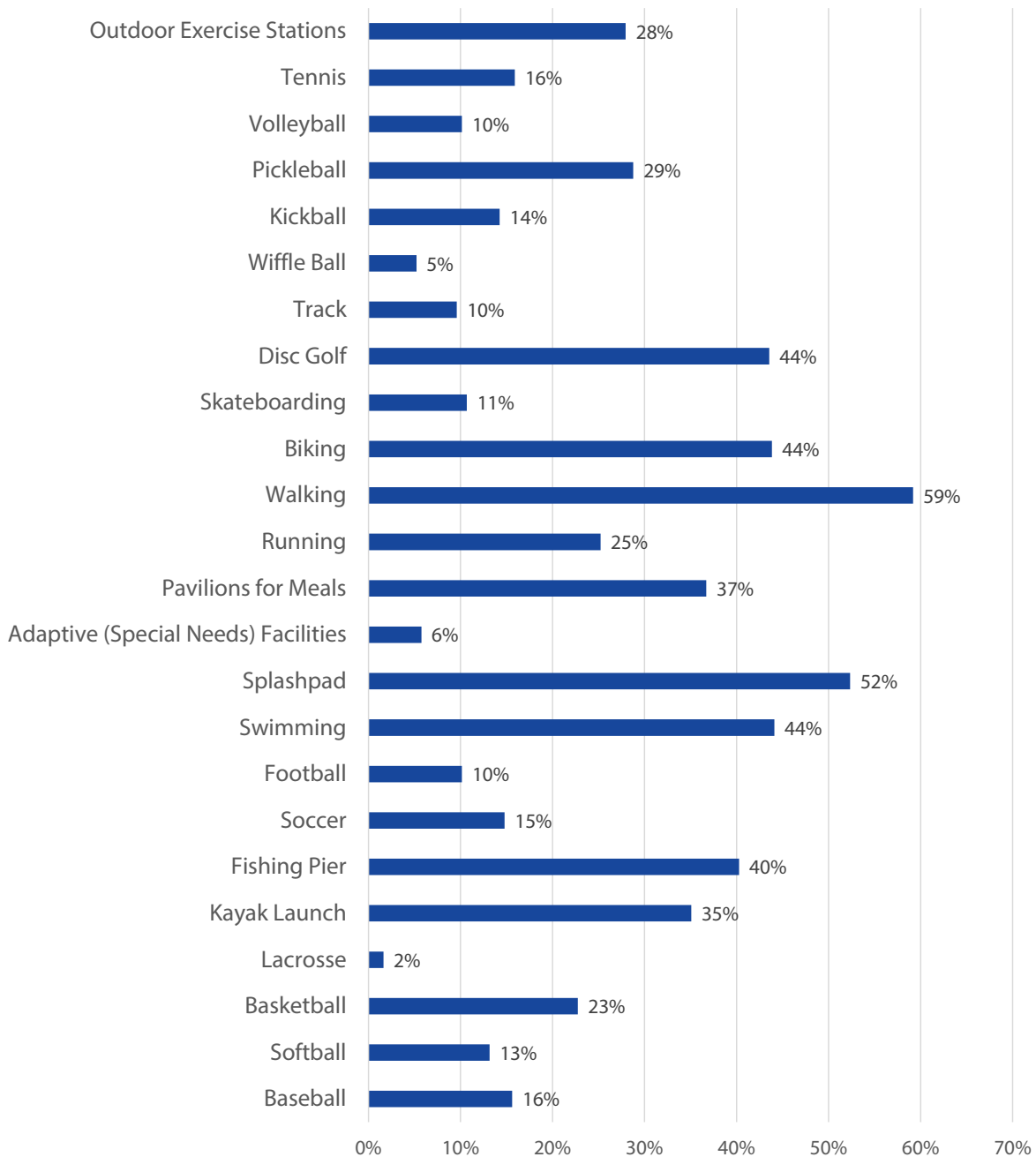
Respondents were asked which Louisville facilities or amenities their household utilized. The most utilized facilities selected were walking/running trails (85%), open green space (74%), concession stands/restrooms (68%), and playgrounds (68%). The least utilized facilities were camping (28%), soccer fields (22%), horseshoe pit (18%), and sand volleyball courts (15%).





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. Walking (59%) was selected most frequently, splashpad (52%) was the second highest, and swimming and disc golf (44%) was marked as the third highest response. The least desired facilities were lacrosse (2%), wiffle ball (5%), and adaptive facilities (6%). An indoor fitness center, beach, and swimming pool were programs written in under "other responses."





WHAT TYPE OF FACILITIES WOULD YOU LIKE LOUISVILLE TO ADD OR EXPAND?

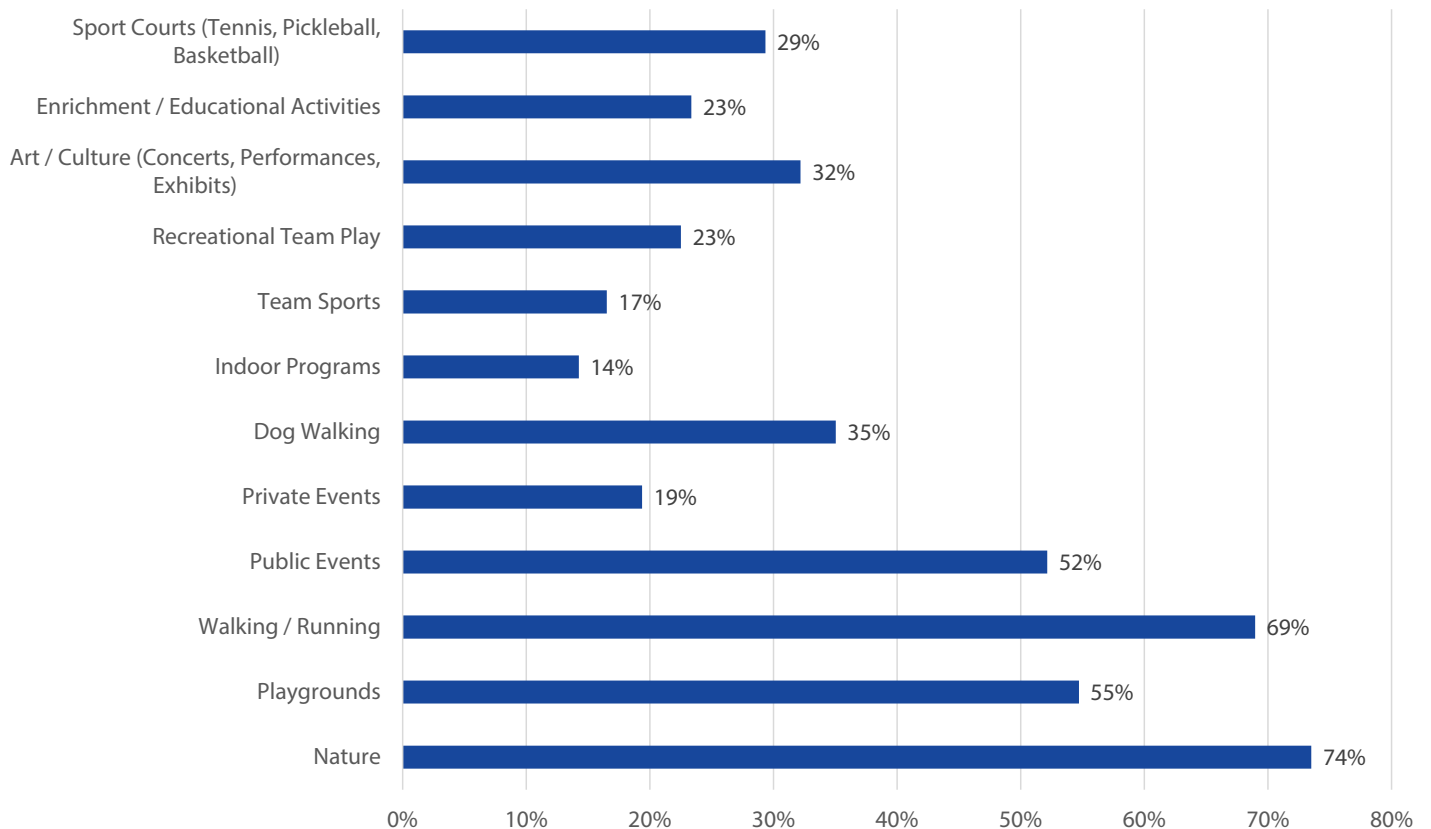
Respondents identified the type of facilities they would like to see added or expanded upon in Louisville, and the most common responses were, overwhelmingly, splashpad. Other noteworthy responses include disc golf, walking paths, and pickleball. The most recurrent responses are shown larger, whereas responses mentioned less frequently are shown in the smaller text.





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

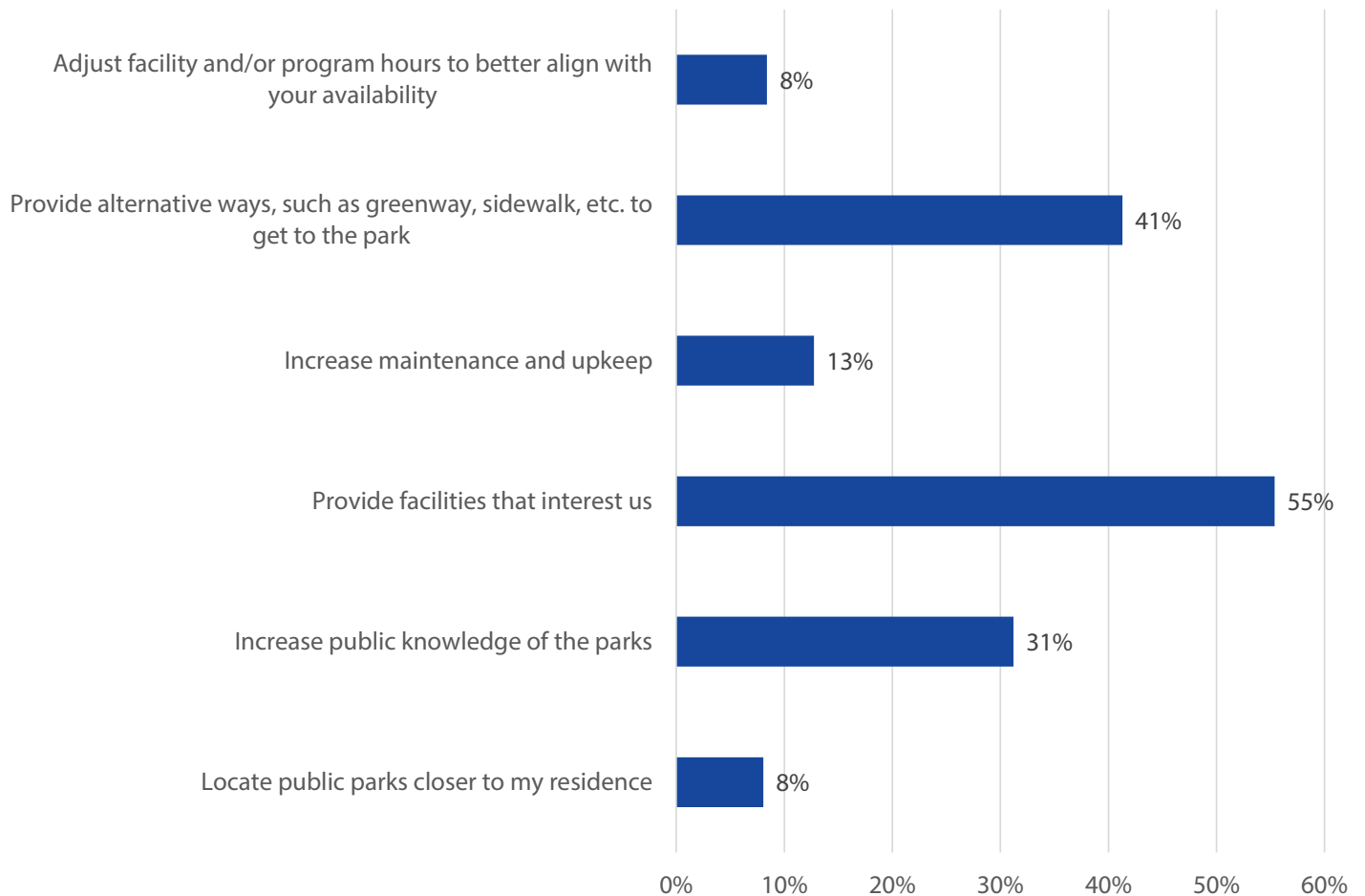
Residents were asked what attracts them to their local park or facility, with nature being the favorite at 74% and walking/running being a close second at 69%. The lowest attractions identified were indoor programs at 14% and team sports at 16%. Disc golf was the top attraction written under “other,” with bike trails and water frontage following behind.





WHAT COULD THE TOWN DO TO INCREASE THE NUMBER OF TIMES YOU VISIT A LOUISVILLE PARK OR FACILITY?

Survey respondents cited a wide variety of ways the town could increase the number of times they visit the parks and recreation facilities. The graph below shows that the most frequent answer, at 55%, is to provide facilities that interest the community. The next most common response is to provide alternative ways, such as greenway, sidewalks, etc. to get to the park (41%). Around 18% of respondents added an additional comment, and the most common comments were to add disc golf, bathrooms, and trails/greenways.





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

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





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

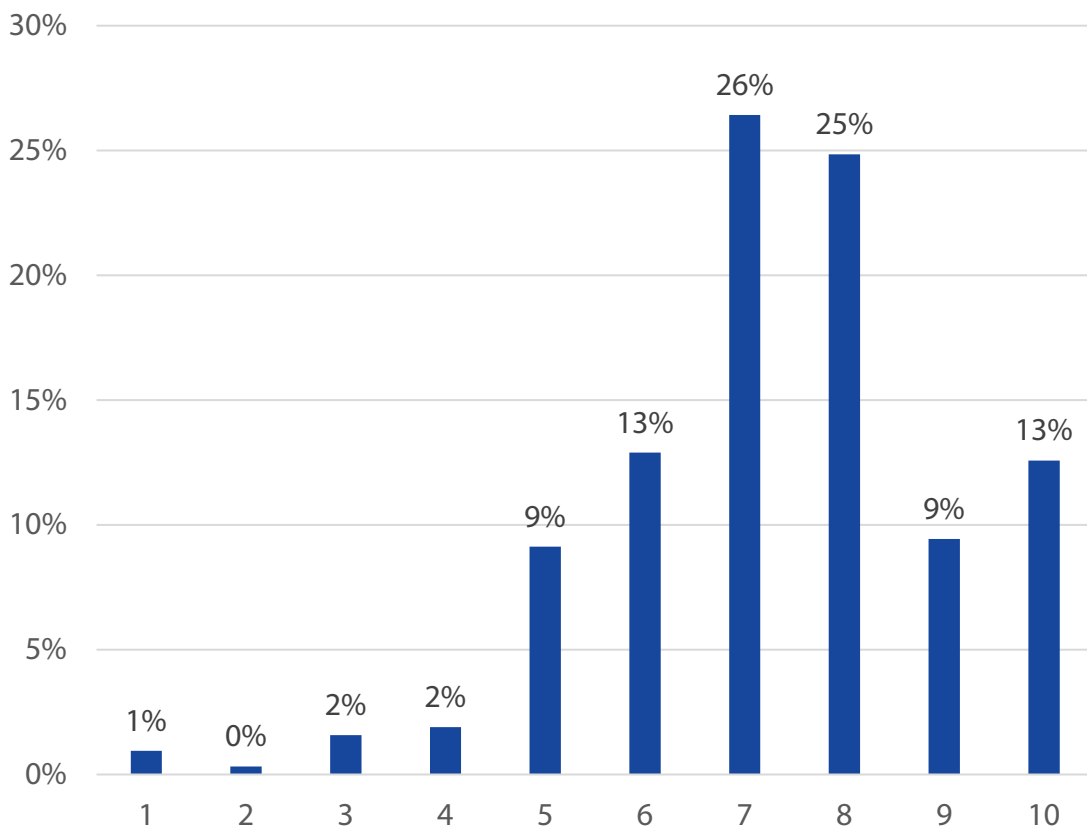
Respondents identified several weaknesses of Louisville’s parks and recreation system, including lack of bathrooms, shade, and trash cans across the town. Other frequent responses included lack of bike trails and disc golf. The word cloud illustrates some of the frequently mentioned weaknesses in the comments. The most recurrent responses are shown larger, whereas responses mentioned less frequently are shown in the smaller text.





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

When asked to rate the town's park systems on a scale of 1 to 10, the most frequent rating was 9 out of 10, and the average rating was 7.3 out of 10. This suggests that the park and recreation facilities are above average.





WHERE SHOULD THE TOWN FOCUS ITS RESOURCES TO IMPROVING THE TOWN'S PARKS AND FACILITIES?

When asked where the town should focus its resources, respondents frequently mentioned adding disc golf or splashpad. Respondents also included upgrades to the bathrooms, maintenance, and trails. The most recurrent responses are shown larger, whereas responses mentioned less frequently are shown in the smaller text.

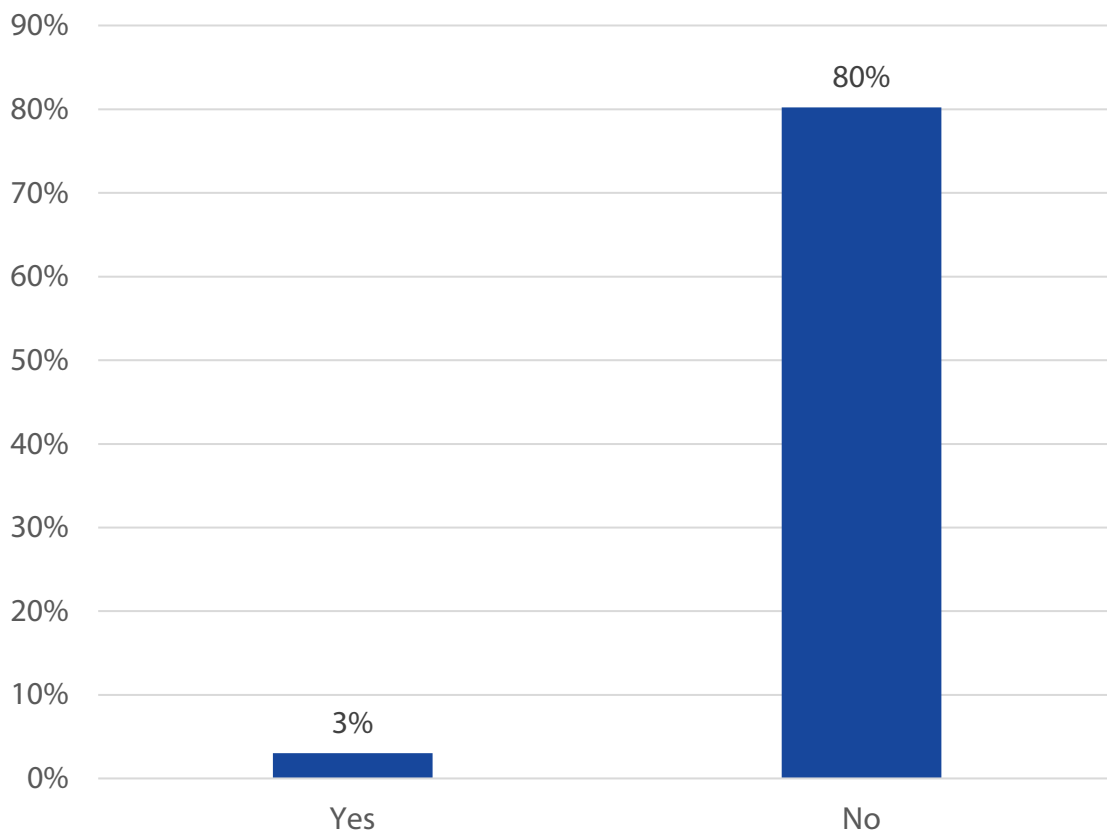
Park Around Town Hall





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

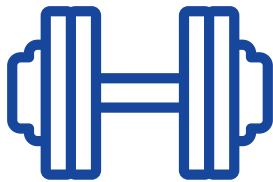
When asked if there were any operational or maintenance issues to be addressed, well over half (80%) of respondents responded “no,” while just over 3% responded “yes.” Respondents who answered yes were given the option to write a comment. Most of the comments pertained to the bathrooms, trash cans, and the need for additional shade.





SWOT ANALYSIS

The consultant team conducted a virtual strengths, weaknesses, opportunities, and threats (SWOT) analysis on Thursday, September 19, 2024, with the Board of Mayor and Aldermen and the Recreational Advisory Board. The input provided during the SWOT analysis is integral to the master planning process. It is used in conjunction with staff interviews and the public survey to get a broad spectrum of public and stakeholder input. Several strengths, weaknesses, opportunities, and threats were identified by project stakeholders and are listed below in no particular order of priority or significance.



STRENGTHS

- Land the town owns – Potential to expand and grow
- Proximity to the shoreline and the Tennessee River
- Existing parkland is free to access and use
- Playground
- Dog Park
- Parks are easily accessible, located along main roads
- Campground
- Walking trails
- Tennessee Valley Authority (TVA) land
- Old railroad bed land
- Surrounding communities' investments in greenways and parks
- Louisville Point Park (County property)
- Affordable and accessible community events
- School's Out Event – After-school event held at Town Hall
- Partnership with library and summer library events
- D1 Training programs
- Strong volleyball community, K2 facility
- Large pickleball presence, Pickleville group
- Recently upgraded baseball field
- Community support
- Support from local businesses
- Volunteer programs from the local churches
- Support from local non-profit organizations
- Partnership with local schools, town provides facility access to schools for sporting events
- Christmas Parade
- Fall Festival



WEAKNESSES

- Most places are car-dependent
- Underutilization of river and water access (~35 miles)
- Funding sources, finding and accessing grants
- Finding grants that are not income-based
- Lack of outdoor multi-use event space
- Lack of permanent restrooms
- Lack of free/public pickleball court access
- Lack of public basketball court access
- Lack of a Town identity
- No revenue from property taxes
- Low sales tax revenue allotted for parks
- Lack of staff dedicated to parks and recreation



OPPORTUNITIES

- Partnerships with TVA and TVA Retirees Association
- Multi-use trail along the old railroad bed
- Partnerships with surrounding communities
- Connection to surrounding greenways and communities
- Expanding bike lane
- Town Hall and Beal Park development
- Expand upon and grow baseball facilities
- Campground at Poland Creek – Opportunities for kayak launch
- Connection to water
- Create a Town identity and improve the community's knowledge about the town's history
- Thoughtful planning and shaping of the Town's identity
- Additional community events and programmed events at the parks and Town facilities
- Improving existing parks and recreation facilities
- Farmers Market
- Large multi-use (indoor/outdoor) event space or pavilion to host large community events or to rent out for revenue generation
- Revenue generating facilities
- Acquire underutilized TVA property
- A wider variety of sport courts and fields



THREATS

- Abandoned railroad bed will require right-of-way (ROW) purchase, potential “not in my backyard” (NIMBY) opposition
- Lack of neighboring community partnerships
- Lack of dedicated funding source for future opportunities
- Historically, the Town has not spent funding on parks and recreation facilities
- Residents traveling outside of town to participate in surrounding activities and events
- Lack of dedicated staff for programming and social recreation events
- Upcoming large road construction projects that may disrupt the flow of traffic through town
- Town losing its character due to surrounding industrial areas and projects
- Lack of transparency/communication about large projects happening in neighboring communities that have direct impacts on the Town
- Lack of Town involvement and input from federal and state agencies for large projects



LOUISVILLE Parks and Recreation Master Plan

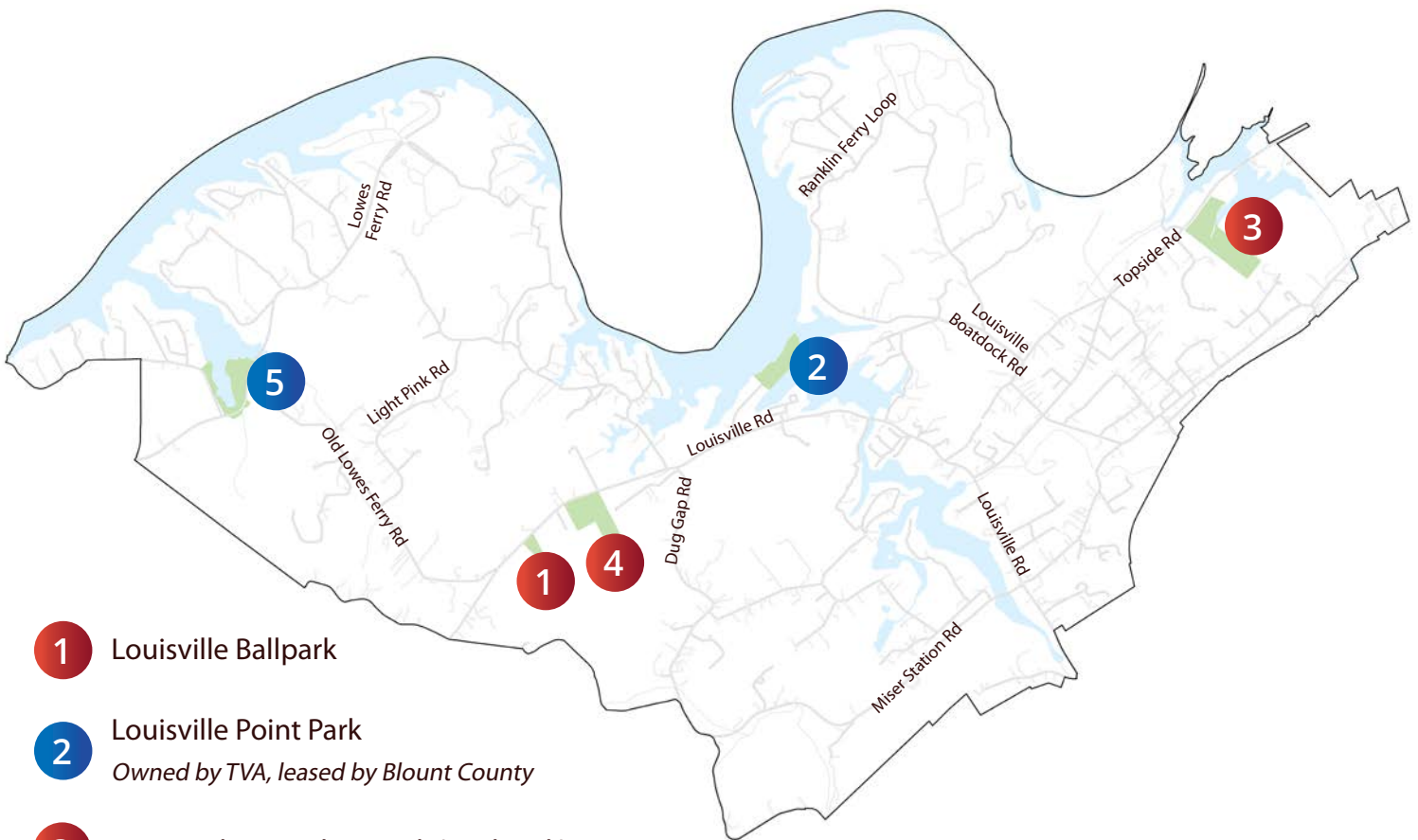
Existing Facilities





OVERVIEW AND EVALUATION COMPONENTS

For a better understanding of the existing assets Louisville is providing, the consultant team and Department staff visited each park location 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 inventory and will likely need updates after five years. A “poor” amenity or facility is in a condition unsuitable for use and should be replaced or upgraded within the next five years. The consultant team performed an existing facility evaluation of the following facilities:



- 1** Louisville Ballpark
- 2** Louisville Point Park
Owned by TVA, leased by Blount County
- 3** Henry Edgar Beal, Sr. Park (Beal Park)
- 4** Louisville Town Hall Park
- 5** Poland Creek Campground & Recreational Area
Owned by TVA, leased by Town of Louisville

Owned by Town of Louisville

Owned by TVA





LOUISVILLE BALLPARK

3731 Louisville Road | 4.21 Acres

This ballpark is used by local youth and adult teams for practice. Located down the street from Louisville Town Hall and Community Center, it offers great potential for future park programming.



AMENITY	CONDITION
BASEBALL FIELD	POOR
FENCE	POOR
PARKING	POOR
DUGOUT	POOR
SHED	GOOD
TRASH RECEPTACLES	POOR

RECOMMENDATIONS

Short-Term

- Regrade and overseed field
- Replace fence and remove dugouts
- Add crushed aggregate parking lot along the East property line
- Lease out ballfield to local athletic organizations
- Add a second practice field to the south end of the property
- Add batting cages

Long-Term

- Add a permanent restroom building
- Add detention ponds and rain gardens to infiltrate rainwater
- Add trees between park and neighboring property



LOUISVILLE POINT PARK

3298 Cox Road | 16.00 Acres

Owned by the TVA and maintained by Blount County, this park offers excellent views and lake access for fishing, swimming, and boating.



AMENITY	CONDITION
PAVILION	FAIR
RESTROOM	FAIR
PICNIC TABLES	FAIR
CHARCOAL GRILL	GOOD
PICNIC AREAS	GOOD
BOAT RAMP	GOOD
SWIMMING AREA	GOOD
PLAYGROUND	FAIR
SAND VOLLEYBALL COURT	FAIR
HORSESHOE PITS	FAIR
TRASH RECEPTACLES	FAIR
PARKING	FAIR

RECOMMENDATIONS

Short-Term

- Add more swings to the playground

Long-Term

- Upgrade pavilion structure and seating
- Replace the public restroom septic line and renovate bathroom facilities
- Add poured-in-place playground surface
- Consider developing a walking trail around the lakefront



HENRY EDGAR BEAL, SR. PARK (BEAL PARK)

2324 Topside Road | 40.27 Acres

Gifted by the Beal family for public enjoyment, this large park features a variety of amenities and allows visitors to access George’s Creek and enjoy views of the water.



AMENITY	CONDITION
LOOP TRAIL	POOR
SHELTERED PICNIC AREAS	FAIR
DOG PARK	GOOD
CREEK	GOOD
SHED	GOOD
FOOTBRIDGE	GOOD
VOLLEYBALL NET	FAIR
PICNIC BENCHES	GOOD

RECOMMENDATIONS

Short-Term

- Add a large pavilion for groups
- Add a permanent restroom building
- Add a fence with locking gates between the park and the neighbor’s property
- Improve security between the park and the neighbor’s property
- Add a short hiking trail into forested ridge at the south end of the park and a small picnic shelter along the trail
- Request grant funds to construct playground/ exercise facilities

Long-Term

- Increase parking and provide ADA-accessible parking spaces
- Add shade trees along the walking trail next to Topside Road
- Add shaded seating along the walking trail



LOUISVILLE TOWN HALL FACILITIES

3623 Louisville Road | 10.94 Acres

Adjacent to the Town Hall and Community Center, this park hosts the Town’s annual Fall Festival. It also features a walking trail and an ADA-accessible playground with equipment for children of all abilities.



AMENITY	CONDITION
ADA PLAYGROUND	GOOD
PICNIC TABLES	GOOD
SHADE STRUCTURE	FAIR
RESTROOM	FAIR
WALKING LOOP	FAIR
OPEN GREEN SPACE	GOOD
COMMUNITY CENTER	GOOD

RECOMMENDATIONS

Short-Term

- Update the current parking area to meet Town parking lot landscape requirements
- Increase parking
- Create a splashpad or another amenity next to the playground
- Add a multi-use pavilion for group events
- Add a permanent restroom building next to the playground and a small pavilion to replace shaded picnic tables area
- Create disc golf facilities
- Expand walking trails

Long-Term

- Create a multi-use connection between the park property to Louisville Point Park and ultimately connect with the Blount County Greenways
- Add lighting to walking loop
- Repave the walking loop
- Add shade and shaded seating along the walking loop
- Add a removable 9 hole disc golf course in the open green space



POLAND CREEK CAMPGROUND AND RECREATIONAL AREA

3804 Lowes Ferry Road | 14.87 Acres

Owned by the TVA and leased by the Town of Louisville, this campground features 35 campsites, 32 of which have electrical access. Guests can enjoy water views, swimming, and fishing. A floating dock and ramp are available for boat access.



AMENITY	CONDITION
CAMPGROUND	GOOD
RESTROOM	POOR
BOAT LAUNCH	GOOD
ELECTRICAL HOOKUPS	POOR
PICNIC TABLES	FAIR
BASKETBALL HOOP	FAIR
VOLLEYBALL NET	FAIR

RECOMMENDATIONS

Short-Term

- Add mounted trash receptacles
- Increase the lighting
- Add a fishing pier
- Replace concrete tables with ADA-accessible picnic tables
- Complete renovation of the restroom building
- Demolish the old boat ramp
- Replace storage shed for mower and bathroom supplies
- Provide transportation for park maintenance staff
- Improve electrical hookups

Long-Term

- Add a playground in the camping area
- Repave/restripe campground road
- Repave/restripe parking
- Improve safety and wayfinding signage
- Add a multi-use pavilion for group events
- Improve beach area for swimming and water access
- Build a fishing dock and a small marina for boats
- Add sewer hookups to campsites



LOUISVILLE Parks and Recreation Master Plan

Programming





APPROACH

Programs offered through a parks and recreation department are generally defined as resources and services provided for leisure, entertainment, and recreational pursuits. Examples include recreation activity programs, athletic leagues, special events, arts programs, and environmental education programs. Oftentimes, communities produce a significant portion of operating revenues generated from fees associated with these programs, in addition to major indirect revenues to local and regional economies from sports tournaments and special events such as arts, music, and holiday festivals. Parks and recreation programs also provide residents social, health, and environmental benefits. Currently, Louisville does not have a dedicated recreational and social programming staff member.

To better understand how well Louisville's current recreational programs and events are fulfilling the community's needs, it was important to begin with a clear understanding of what surrounding entities and local groups were already providing to prevent any duplication of services in the recommendations. In this analysis, the target audience and lifecycle of existing programming in Louisville were evaluated and are outlined in the text below.

Through this analysis, it is evident that local organizations are experiencing growth and success, highlighting the necessity for ongoing program support through public spaces. The importance of local organizations in providing recreational opportunities was highlighted, yet there remains a noticeable need for fields and courts across the Town. While youth organizations currently benefit from various program opportunities, there is untapped potential for growth in programming specific to senior and adult ages. With over 60% of Louisville residents being adults or seniors, these age groups could greatly benefit from more targeted programming efforts.



Photo from Town of Louisville



ATHLETIC LEAGUES

The Town of Louisville does not directly provide any athletic leagues. However, there are numerous local organizations that the Town partners with to provide this service. Having local leagues and organizations facilitate many of the athletic leagues limits the amount of effort required by the Town, which reduces the number of staffing and costs incurred by the Town. Currently, there is a need for more multipurpose fields, courts, and trails in Louisville due to the high demand and low quantity of existing multipurpose fields and courts. The public survey results highlight the need for a variety of athletic programming, including walking, disc golf, pickleball, and athletic programming specifically for adults.

Athletic Leagues (Not Ran by Louisville)

ORGANIZATION	PROGRAM	TARGET AGE	GROWING/MATURE/DECLINING
Eagleton Ball Park, Inc.	Baseball and Softball Leagues	Youth (5–12)	Mature
Maryville Little League	Youth Baseball League	Youth (5–12)	Mature
American Youth Soccer Organization, Blount County	Youth Soccer League	Youth (5–12)	Mature
K2 Volleyball Club	Beach Volleyball Clinics, Camps, and Recreational Leagues	All Ages	Growing
East Tennessee Rowing Organization (ETRO)	Rowing Clinics and Camps	All Ages	Mature
City of Friendsville	Wittle Weague Baseball Intro-3 and 4 year olds	Preschool (4 and under)	Growing
City of Friendsville	Tee-Ball for K to 2 nd Grade	Youth (5–12)	Growing



Photo from Town of Louisville



PROGRAMS AND EVENTS

The table below shows a combination of programs and events offered by the Town of Louisville and the Blount County Public Library. The Town of Louisville currently offers a variety of programs and annual events to its residents throughout the year. Nearly all programs offered in Louisville are for all ages. However, there is a high demand for more festivals, concerts, and farmers markets based on the public survey results.

Social and Recreational Programs and Events

PROGRAM	TARGET AGE	GROWING/MATURE/ DECLINING
Zumba Classes	All Ages	Growing
Yoga & Strength Training Classes	All Ages	Growing
Town of Louisville Fall Festival	All Ages	Growing
Christmas Parade & Tree Lighting	All Ages	Growing
Tuesday Farmers Market	All Ages	Growing
Discount Pickleball at Pickleville	All Ages	Growing
Food Truck Tuesdays	All Ages	Growing
Senior Bingo	Senior (50+)	Growing
Schools Out Party at the Park	Youth (5-12)	Growing
Storytime: Free Book Reading & Park Play	Youth (5-12)	Growing

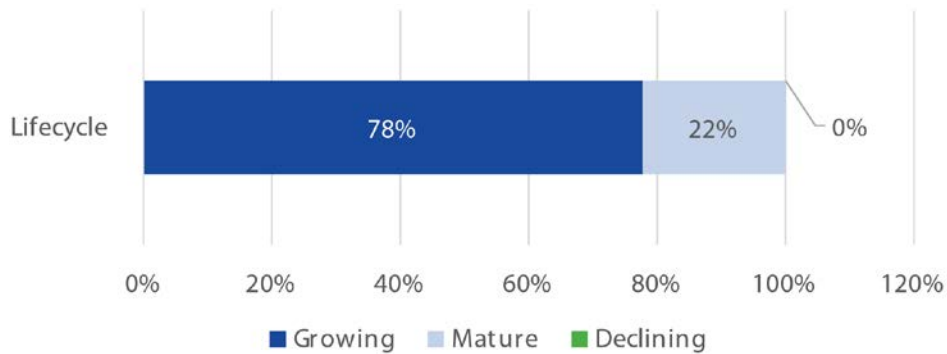


Photo from Town of Louisville



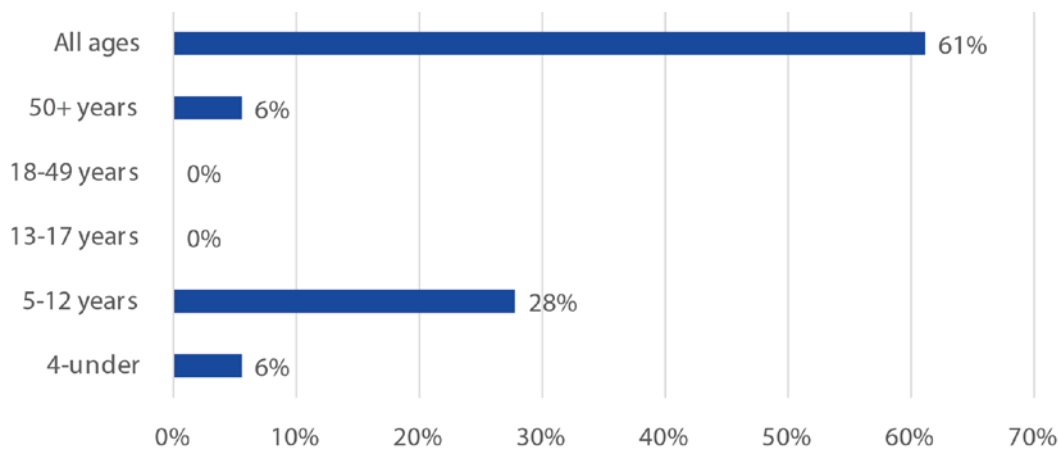
LIFECYCLE ANALYSIS

All programs offered in Louisville, including those offered by the Town as well as local organizations, were evaluated based on their current participation trends. The lifecycle analysis is positive, showing a majority of programs that are growing (78%) or mature (22%) and none that are declining. The high number of growing and mature programs is an indicator that the Town has provided successful programs to the community. The Town and its partners need to be cognizant of this and provide sufficient staff to support these growing programs into maturity. The graphic below shows the relationship between current programs and their lifecycle stages.



AGE SEGMENT DISTRIBUTION

An age segment distribution analysis was conducted based on the target audience for each existing program. This analysis helps better understand how the current program system serves each age group in the community. Louisville is successfully providing programs to youth ages and has built a strong foundation of programs for all ages in the community. However, it is important to note that while there are several youth athletic programs, there are only two social recreational programs specifically for youth. Additionally, there is a lack of programming designed specifically for teens and adults. Teens and adults make up over 50% of Louisville households, and the lack of adult programming was evident in multiple responses when asked about weaknesses of Louisville parks in the public survey. 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.





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 results from the public survey.

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 and adults. The Town currently offers program opportunities for all ages of the town and select opportunities for toddlers and seniors. The Town should conduct an annual review to identify potential gaps as the communities' needs change over time.

It is recommended that the Town 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 Town of Louisville





LOUISVILLE Parks and Recreation Master Plan

Implementation Plan





APPROACH

This comprehensive parks and recreation master plan will serve as a working document for Louisville. The goal of this master plan is to examine Louisville's existing assets' ability to meet the needs of the community and outline steps for closing the gap between the current level of service and where the Town should be compared to national and local standards.

The implementation plan outlines strategies to improve the Town of Louisville 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 town approach the implementation plan methodically and create realistic goals, while prioritizing the needs of the public.

Implementing 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 the planning of 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 rest 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. Overall, this section provides clear actionable suggestions for achieving the goals of this master plan.





EXISTING PARKS, OPEN SPACES AND FACILITIES

Louisville's current parks provide passive and social recreation opportunities for the community. As with any capital, these parks require upgrades and expansion efforts to ensure that users continue to enjoy the facilities provided. After analyzing the existing parks and facilities, the following improvements and updates are overarching goals.

Priority Recommendations

- Create more ways to access parks, such as greenways and bike infrastructure
- Add vital amenities such as restrooms and drinking fountains
- Add more large pavilions available to be rented out for group events and provide a revenue source for the Town
- Add more attractive amenities to parks to increase use, such as a splashpad, disc golf course, walking trail, and mountain bike trail
- Capitalize on the Tennessee River and other natural assets of Louisville by providing kayak rentals and launch points, fishing piers, and other waterfront access
- Partner with local sponsors and community groups to support the funding and construction of new recreational amenities
- Establish positive relationships with neighboring property owners to gain support for park system growth and improvements
- Preserve the natural beauty of parks to reinforce the identity of the Town of Louisville
- Add Heart Smart equipment to existing and proposed trails





IMPLEMENTATION MATRIX FOR EXISTING FACILITIES

FACILITY	PRIORITY	SCOPE	POTENTIAL BUDGET IMPACT	POTENTIAL FUNDING SOURCE
EXISTING FACILITIES				
Louisville Point Park	Short-Term	Add more swings to the playground	\$70,000	Sponsorships, Partnerships
	Long-Term	Add poured-in-place playground surface	\$150,000	
		Upgrade pavilion structure and seating	\$80,000	
		Replace public restroom septic line and renovate bathroom facilities	TBD	
		Consider developing a walking trail around the lakefront	\$300,000	
Henry Edgar Beal, Sr. Park (Beal Park)	Short-Term	Add a large pavilion for groups	\$100,000	RTP Grant, LRPF Grant, Recreational Trails Program Grant, Sponsorships, Partnerships
		Add a permanent restroom building	\$700,000	
		Add fence between park and neighbor's property with locking gates	\$35,000	
		Add short hiking trail into forested ridge at the south end of the park and a small picnic shelter along trail	\$50,000	
		Improve security between the park and the neighbor's property	TBD	
		Request grant funding	\$250,000	
	Long-Term	Add shade trees along walking trail next to Topside Road to buffer traffic noise and provide shade	\$15,000	
		Add shaded seating along walking trail	\$20,000	
		Increase parking and provide ADA accessible parking spaces	\$100,000	
Louisville Town Hall Facilities	Short-Term	Update current parking area to meet Town parking lot landscape requirements	\$20,000	RTP Grant, Sponsorships, Partnerships
		Increase parking	\$50,000	
		Create a splashpad or another amenity next to the playground	\$600,000	
		Add a multi-use pavilion for group events	\$80,000	
		Add a permanent restroom building next to the playground	\$700,000	
		Create disc golf facilities	\$30,000	
		Expand walking trails	\$30,000	
	Long-Term	Add shade and shaded seating along walking loop	\$20,000	
		Repave walking loop	\$300,000	
		Create a multi-use connection between the park property to Louisville Point Park and ultimately to connect with the Blount County Greenways	TBD	
		Add a removable 9 hole disc golf course in the open green space	\$30,000	
Add lighting to walking path	\$50,000			



FACILITY	PRIORITY	SCOPE	POTENTIAL BUDGET IMPACT	POTENTIAL FUNDING SOURCE
EXISTING FACILITIES				
Poland Creek Campground & Recreational Area	Short-Term	Add mounted trash receptacles	\$25,000	RTP Grant, LPRF Grant, Sponsorships, Partnerships
		Increase lighting	\$50,000	
		Add fishing pier	\$300,000	
		Replace concrete tables with ADA accessible picnic tables	\$15,000	
		Replace old restroom building with new restroom and bathhouse facility, including updated fixtures, plumbing, and septic line	\$500,000	
		Improve electrical hookups	\$2,000	
		Demolish old boat ramp	-	
		Replace storage shed for mower and bathroom supplies	\$20,000	
		Provide transportation for park maintenance staff	\$15,000	
	Long-Term	Build a fishing dock and small marina for boats	\$700,000	
		Add playground in the camping area	\$200,000	
		Mill and repave campground road	\$100,000	
		Mill, repave, and restripe parking	\$300,000	
		Improve safety and wayfinding signage	\$20,000	
Add multi-use pavilion for group events		\$50,000		
Improve beach area for swimming and water access		\$50,000		
Add sewer hookups to campsites	\$50,000			
Louisville Ballpark	Short-Term	Regrade and overseed field	\$80,000	RTP Grant, LPRF Grant, Scotts Field Refurbishment Program Application Grant, Sponsorships, Partnerships
		Replace fence and remove dugouts	\$50,000	
		Add crushed aggregate parking lot along east property line	\$50,000	
		Lease out ballfield to local athletic organizations	-	
		Add a second practice field to the south end of the property	\$300,000	
		Add batting cages	\$50,000	
	Long-Term	Add a permanent restroom building	\$700,000	
		Add detention ponds and rain gardens to infiltrate rainwater	\$20,000	
		Add trees between park and neighboring property	\$20,000	



PROGRAMMING

Based on the existing programming evaluation, public survey results, and SWOT analysis, the following programming recommendations have been developed.

Priority Recommendations

- Create more festivals, makers markets, and farmers market events
- Create more adult programming
- Create more social youth programs (as opposed to athletic programs)
- Conduct an annual review of age segment distribution to monitor changing needs over time

STAFFING

Louisville currently does not have a staff member dedicated to parks and recreation operations. In order to keep up with the growing demands of recreation, it is recommended to develop the staff responsible for parks and recreation and observe the following recommendations.

Priority Recommendations

- Hire a staff member dedicated to recreational and social programming
- As needs continue to increase, plan to hire one additional staff person every 2-3 years





NEW FACILITIES

The existing Louisville parks are not taking full advantage of the natural features of Louisville and cannot support all the activities and desired amenities needed. As Louisville’s population grows and its needs change, it is recommended that the Town acquire new property to create additional parks and public amenities. The following recommendation will expand the parks facilities to achieve the full potential of Louisville’s park system.

Priority Recommendations

- Create connections between parks and other public amenities through greenways and trails
- Establish a park with access to the waterfront to support amenities such as a kayak launch
- Explore partnerships and agreements with the TVA and local property owners to support the acquisition of new parkland





PROPOSED PARK CONCEPTS

Approach

Conceptual plans have been created for two park locations in Louisville based on the recommendations for the existing parks. Based on the deficiencies identified above, two sites have been selected for proposed new park facilities to fill gaps in the level of service and better meet the Town's needs. These plans offer a high-level schematic site master plan that illustrates the recommended improvements. These concepts can be implemented to strengthen Louisville's existing park facilities and program offerings.

HENRY EDGAR BEAL, SR. PARK (BEAL PARK)

Henry Edgar Beal, Sr. Park (Beal Park) is an expansive park dedicated to public use by the Beal family. Currently valued for its open space and dog park, the large park has expensive acreage with untapped potential for both active and passive recreational programming.

A large pavilion located near the parking lot would provide a much-needed gathering space for group events in the community, and rental fees from the pavilion could provide a source of income for the Town. A playground area with outdoor exercise equipment is also proposed. The forested hill at the rear of the park should be utilized by creating a hiking trail. Walking trails and educational signage would pass through an area of preserved native vegetation. The native area would offer an educational landscape for students to learn about native ecosystem services and the stormwater benefits of native plants. This plan also proposes increased shade along walking trails, a public restroom facility, increased parking areas, and a large pavilion while preserving the natural beauty of the site and minimizing the impact of proposed elements on views.





HENRY EDGAR BEAL, SR. PARK (BEAL PARK) SITE CONCEPT PLAN





TOWN HALL PARK

Town Hall Park was identified in the public survey as a highly visited park valued for its walking trails, soccer field, and inclusive playground. This park is centrally located and holds special meaning for the Town because of its connection to annual festivals and community events. The popularity of this park, along with its extensive open space, make this site a suitable location for future improvements.

The proposed concept enhances the park by adding new amenities identified in the public survey while maintaining the beloved qualities of the park. The most demanded amenities in the public survey were a splashpad and disc golf course. This plan proposes a 5,000-square-foot splashpad next to the existing playground. The terrain at the rear of the property would make for a challenging and beautiful nine-hole disc golf course. A walking loop around the entire park would add a mile of length to the existing walking track. It is recommended that the Town consult with a professional Disc Golf Course designer and a trail designer to minimize the potential conflict between the disc golf course and pedestrian use in order to ensure pedestrian safety. Most of the open space is preserved so that the park can continue hosting large festivals. Both parking lots are expanded to accommodate the increased number of visitors to the park. A large pavilion with a public restroom facility would be built near the splashpad and playground. The pavilion would include two separate sides with rentable spaces for group events.

Additionally, the inclusion of a removable 9-hole disc golf course in the open green space would provide the opportunity for the Town to host 18-hole disc golf tournaments while maintaining flexibility for other community events. Hosting disc golf tournaments could serve as an economic driver for the Town by attracting visitors and participants, leading to increased spending at local businesses and providing unique recreation and volunteer opportunities for residents.





TOWN HALL PARK SITE CONCEPT PLAN





LOUISVILLE Parks and Recreation Master Plan

Conclusion





CONCLUSION

The Louisville Parks and Recreation Master Plan provides a strategic approach to address the current demands and expectations placed on the Town's existing parks and recreation system. These demands currently outweigh what is being provided due to a lack of funding and limited staff. The purpose of this Master Plan is to help alleviate the imbalance of users and facilities by providing a realistic implementation plan based on Louisville's current and future resources, partnerships, and funding scenarios that can be applied over the next five years to help Town staff keep pace with the growing population's needs.

The Town will need to be strategic when addressing weaknesses such as car dependency and underutilized land and water access, which is crucial for a more sustainable and inclusive parks and recreation system. Finding and accessing grants and increasing sales tax revenue allotted for parks can help secure the necessary funding for the proposed improvements.

To reinforce Louisville's identity and character while also meeting the needs of a growing and changing community, meaningful public engagement and community feedback were a very important part of the planning process. Interviews were held with key Town staff and stakeholders, in which valuable input regarding existing and future park facilities was shared. The Town Recreational Advisory Board was asked for their opinion on strengths, weaknesses, opportunities, and threats (SWOT) in Louisville. Additionally, an online public survey was used to gather feedback from the community regarding perceptions, programming, and user trends across the community's park and recreational facilities. Based on the cumulative community engagement feedback, the Town's current events and programmings are successful. However, there is a strong appetite for additional programs and events, with festivals, concerts, and farmers markets identified as priority by the community. Additionally, a need for disc golf, a splashpad, and added walking and biking trails in Louisville was identified.

By developing this Master Plan, the Town has recognized the need to make key investments to support existing facilities and increase staffing to remain competitive with peer communities, both locally and across the country. This plan provides recommendations for how and where to focus those investments, which allows the Town to expand and improve its parks and recreation system strategically. By doing this, Louisville can create a vibrant and inclusive parks and recreation system that enhances the liveability of the Town and promotes outdoor recreation for residents.





LOUISVILLE Parks and Recreation Master Plan

Appendix





SWOT ANALYSIS

Conducted with the Board of Mayor and Alderman and the Recreational Advisory Board on Thursday, September 19, 2024



Town of Louisville Parks & Recreation Master Plan

Louisville Parks Advisory Board Meeting – SWOT Assessment

9/19/2024

Attendees:

- Ashley Akers, Kimley-Horn
- Alisha Eley, Kimley-Horn
- David Reece, Chairman
- Daniel Franklin, Secretary (BMA Representative)
- Karen Lewis (Middlesettlements Elementary School Representative)
- Stan Painter
- Brad Headrick

Strengths

- Land the Town owns – potential to expand and grow
- Shoreline
- Existing parkland is free to access and use
- Playground
- Dog Park
- Easily accessible, located along main roads
- Campground
- Walking trails
- TVA land
- Old railroad bed land
- Surrounding communities' investments in greenways and parks
- Louisville Point Park (County property)
- Affordable and accessible community events
- School's Out Event – after school event, held at Town Hall
- Partnership with library, summer library events
- D1 Training programs
- Strong volleyball community, K2 facility



SWOT ANALYSIS (CONT.)

Conducted with the Board of Mayor and Alderman and the Recreational Advisory Board on Thursday, September 19, 2024



Town of Louisville Parks & Recreation Master Plan

- Large pickleball presence, Pickleville group
- Recently upgraded baseball field
- Community support
- Support from the local businesses
- Volunteer programs from the local churches
- Support from local for-profit organizations
- Partnership with local schools, Town provides facility access to schools for sporting events
- Christmas Parade

Weaknesses

- Most places are car dependent
- Underutilization of river and water access (~35 miles)
- Funding, finding and accessing grants
 - Finding grants that are not income based
- Lack of outdoor multi-use event space
- Lack of permanent restrooms
- Lack of free/public pickleball court access
- Lack of public basketball court access
- Lack of a Town identity
- No revenue from property taxes
- Low sales tax revenue allotted for parks
- Lack of staff dedicated to parks and recreation



SWOT ANALYSIS (CONT.)

Conducted with the Board of Mayor and Alderman and the Recreational Advisory Board on Thursday, September 19, 2024



Opportunities

- Partnerships with TVA and TVA Retirees Association
- Multi-use trail along old railroad bed
- Partnerships with surrounding communities
- Connection to surrounding greenways, connecting to surrounding communities
- Expanding bike lane
- Town Hall and Beal Park development
- Expand upon and grow baseball facilities
- Campground at Poland Creek – opportunities for kayak launch
- Connection to water
- Create a Town identity and improve the community’s knowledge about the Town’s history
 - Thoughtful planning and shaping of the Town’s identity
- Additional community events and programmed events at the parks and Town facilities
- Improving existing parks and recreation facilities
- Farmers Market
- Large multi-use (indoor/outdoor) event space or pavilion to host large community events or to rent out for revenue generation
- Revenue generating facilities
- Acquire underutilized TVA property
- Acquire old rowing property
- A wider variety of sport courts and fields



SWOT ANALYSIS (CONT.)

Conducted with the Board of Mayor and Alderman and the Recreational Advisory Board on Thursday, September 19, 2024



Town of Louisville Parks & Recreation Master Plan

Threats

- Abandoned railroad bed will require ROW purchase, potential “not in my backyard” (NIMBY) opposition
- Lack of neighboring community partnerships
- Lack of dedicated funding source for future opportunities
- Historically the Town has not spent funding on parks and recreation facilities
- Residents traveling outside of Town to participate in surrounding activities and events
- Lack of dedicated staff to programming and social recreation events
- Upcoming large road construction projects that may disrupt the flow of traffic through Town
- Town losing its character due to surrounding industrial areas and projects
- Lack of transparency/communication about large projects happening in neighboring communities
- Lack of Town involvement and input from federal and state agencies for large projects



PUBLIC INPUT MEETING

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

TOWN OF LOUISVILLE PARKS AND RECREATION MASTER PLAN UPDATE

PUBLIC MEETING

3623 Louisville Rd, Louisville, TN 37777 @ 6:00 pm

	Name	Address	Telephone	Email
1	Gres Pugh			
2	Charlene Mitchell			
3	Wayne Mitchell			
4	Richard Borden			
5	Ruth Borden			
6	Michael Beal			
7	William Mattison			
8	Phil Mument			
9	Jason Holbert			
10	Carlson Holbert			
11	Karen Lewis			
12	Anna Ryan			
13	Polly Holtkamp			
14	Mark Holtkamp			
15	Katrina Blalock			
16	David Wells			
17	Steven Kelley			

Kimley >> Horn



December 3, 2024