



TOWN OF WHEATLAND

**FREEMAN PARK
MASTER PLAN
2025**

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TOWN OF WHEATLAND FREEMAN PARK MASTER PLAN 2025

TOWN OF WHEATLAND COMMITTEE

Town Supervisor:

Jim Kirch

Town Board Members:

Tina Stevens

Edward Shero

Timothy Davis

Carl Schoenthal

Highway Superintendent:

Brian Turner

Town Clerk:

Laurie B. Czapranski



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1. INTRODUCTION



Introduction

Freeman Park is a small but frequented park in the Hamlet of Mumford, the Town of Wheatland, Monroe County, NY. The Town recognizes the importance of planning for improvements that will preserve the park's historical identity while enhancing recreational opportunities for all ages.

This master plan outlines a vision for phased improvements based on introducing amenities to increase the capacity of the park to serve the community while maintaining or decreasing maintenance needs. The plan was modeled on best practices from other successful park planning efforts, and normative data available from the National Recreation and Parks Association annual report (2024).





2. SITE & REGIONAL ANALYSIS

Site Assessment and Inventory

The initial site assessment included Satellite and flyover imagery, as well as in-person site visits to verify inventory and conditions.

Detailed notes and images were taken on-site, including 360-degree images capturing all park amenities. The 360-degree images have been saved to a flash drive, which is attached to this study for future reference. Standard site images are included in the Appendix of this report.

Images from 2003 and 2024, courtesy of Eagleview Connect Explorer, show the site has had minimal updates over the past 20 years, with the exclusion of the entrance and stone parking area.

Current site amenities include:

- Pavilion with basic kitchen space
- Walkways
- Restrooms
- Playground
- Basketball Court
- Volleyball Court
- Baseball Diamond
- Greenspace for soccer fields

Site constraints confirmed during the in-site visit and through discussions with stakeholders include:

- All structures (playground, pavilion, restrooms, dugouts, picnic shade structure) are aging (over 20 years) and in need of a refresh or replacement.
- The volleyball court is not currently in operation and has been a struggle to maintain.
- Parking was expanded over a concrete play area, but is still far from sufficient.
- The entrance is narrow, and boulders were placed to discourage parking on the grass. (Although these increase safety for patrons, they do not relieve the issue of limited parking.)
- The stone walkway is past repair and needs to be rebuilt if retained.
- The basketball court was a tennis court, which was converted to a basketball area. (Dimensions are incorrect for a proper basketball court)

Overall, the site visit confirmed there are great amenities packed into a small area, and with a new layout and modern approach, this park has the capacity to be an even greater asset to the community.



Freeman Park 2003



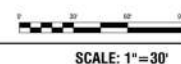
Freeman Park 2024





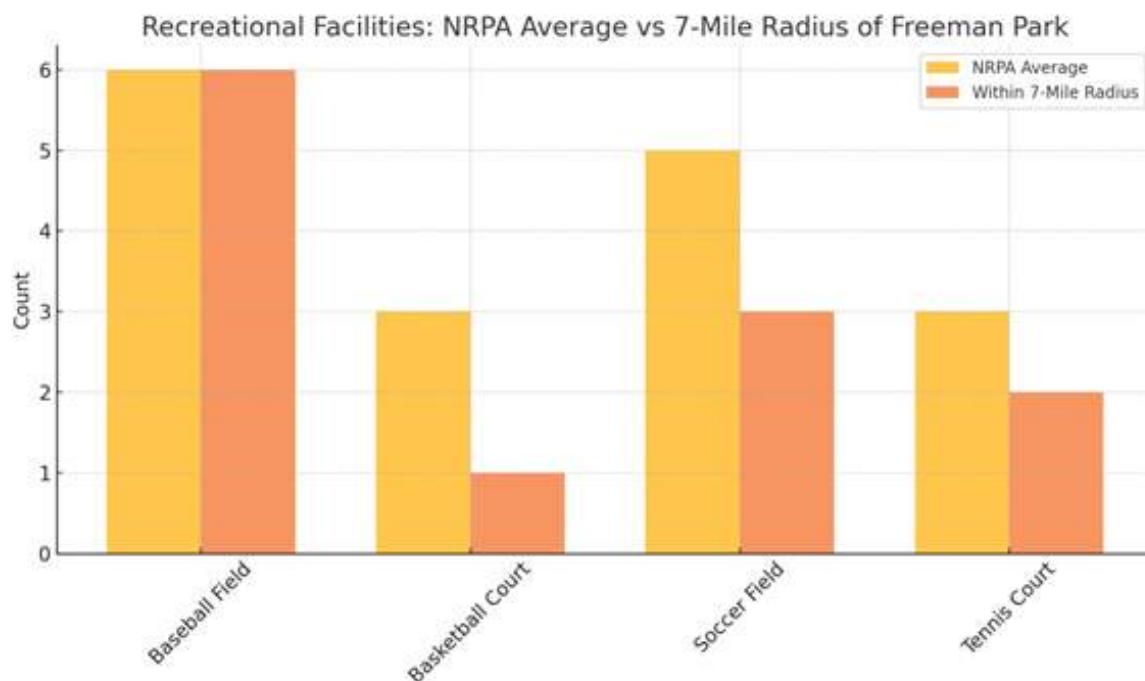
EXISTING CONDITIONS

DATE: 08/19/2025



Regional Analysis Utilizing GIS Data and NRPA Report

- To prevent duplication amongst neighboring communities, the planning team reviewed an area demonstrating a “local sphere” of likely users and the amenities in those communities.
- After a few revisions, it was found that a 7-mile radius was optimal to capture surrounding communities without tapping into more densely populated communities such as Henrietta and Rochester, which heavily skewed the data, and did not reflect the local character of the community in which the park is located.
- The final list of municipalities within this radius included Wheatland, Caledonia, Scottsville, Churchville, and LeRoy. By combining these communities’ populations, we came to a total population of 20,765.
- The planning group drew comparisons to normative data from the National Recreation and Parks Association’s 2024 annual report to see how the amenities of these combined communities compared to communities of roughly 20,000 population.
- This was the planning team’s best approach to perform a gaps and needs assessment, which was presented to the Town Board and public at a Town Board Workshop meeting on June 26th. This provided rationale for the park’s need, ideas for future investment, and guided recommendations for stakeholders to consider.
- Full maps and analysis can be found in Appendix C. Below is a summary graph of the comparison between local amenities and national normative data in the most relevant amenities to the park.



Although initial recommendations from the public were to remove the basketball court due to limited use by the community, this analysis was the birthplace for the recommendation of a multi-sport surface option to retain as many amenities as possible while maximizing the space available.

Overall, this exercise verified the need to optimize the space and create as many field and court offerings as possible, without overcrowding or diminishing the nature of the park.

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3. **STAKEHOLDER ENGAGEMENT & COMMUNITY INPUT SUMMARY**

Stakeholder Engagement Methodology

To inform this plan, the design team interviewed key stakeholders and presented to the Town Board findings from the regional analysis. Stakeholders included:

- Municipal staff responsible for registrations and permitted uses for the park
- The Highway Department and Maintenance staff
- Town Board
- Recreation Director
- Caledonia Soccer Club

Reservations and permits for use of the park were pulled and reviewed, and these observations were verified by the stakeholder meetings.

A draft of the plan was prepared after this process and then shared with the recreation committee for final input before submission to the town board for review and adoption.

Key Findings & Stakeholder Input Summary

The following summary integrates key takeaways from the stakeholder engagement process, without singling out any specific group. Overall, the feedback was generally consistent, leading to a shared vision to work from.

The layouts of the park were updated and shown to each group as an interactive process. These layout drafts are included in the appendix.

Use:

- The Park is most heavily used for social gatherings like family reunions and graduation parties. Soccer is the most prevalent organized activity, with baseball groups primarily using the field for practice and occasional T-Ball and “coach-pitch” league games.
- Passive use is currently limited; however, many parties believe that updating park amenities will increase leisure use. Specifically, the playground and walking path around the park were of note.
- Some residences surrounding the park have generous yards and property, but many also have smaller lots or are modular homes in tight proximity. This observation further supports the rationale of a demand for green space and gathering space.
- As previously mentioned, the most common use, family gatherings and functions at the pavilion, further support the value of having an ample, publicly available gathering space in the Hamlet of Mumford.

Barriers to Use:

- Parking space is the most significant barrier to use for both large group gatherings and organized events.
- There is concern about the safety of the drive both in how narrow it is and pedestrians crossing the drive area to get from one area of use to another.



Desired Amenities:

- There is a strong desire to expand playground space and modernize equipment
- There is an interest in retaining green space, which can be used for both soccer fields and a variety of other activities
- There is an interest in new court space, such as pickleball, but the court space must also be adaptable for other uses.
- Restrooms are dated and in need of reconstruction or replacement.

Underutilized Amenities:

- Volleyball, Basketball, and the walking track are currently underutilized due to the condition of these facilities and changes in recreation trends.

Perceived Benefits:

- Investing in the park could increase utilization and the overall experience of users, especially those renting the pavilion for events and locals in search of space for physical activity. An improved walking path and restrooms could decrease maintenance efforts while improving the aesthetic qualities of the park.
- An overall centralization of amenities and integration of walkways would improve safety, reduce maintenance, and increase the experience of the park by being a more family-friendly, all-ages, and inclusive format.

Trends from Open Resources

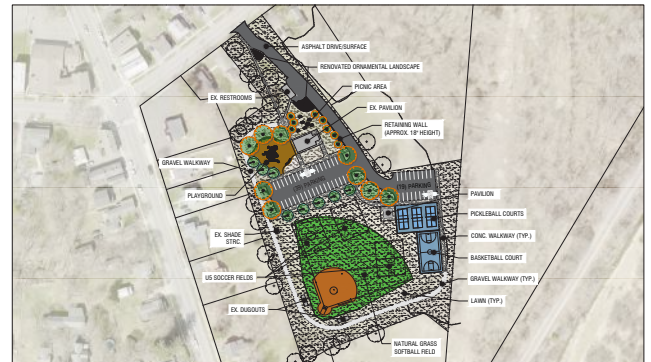
As previously mentioned, our conversations led to an iterative design process, visible in Appendix A through the multiple designs which were created, reviewed, modified, and finalized in the layout most conducive to meeting the community's goals within the space provided.

Common trends from conversations which steered the design team from one layout to the next included:

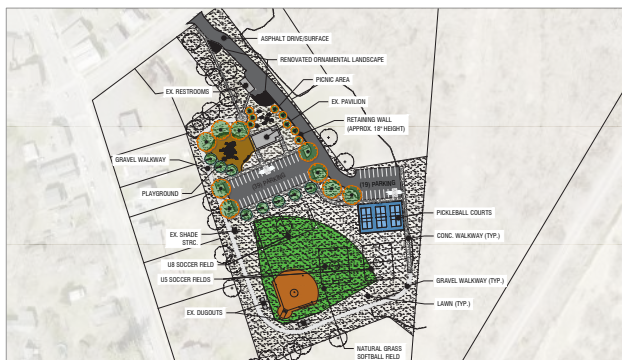
- Flexibility of use
- Ease of Maintenance
- Expansion of activities for youth and seniors
- Parking space and access



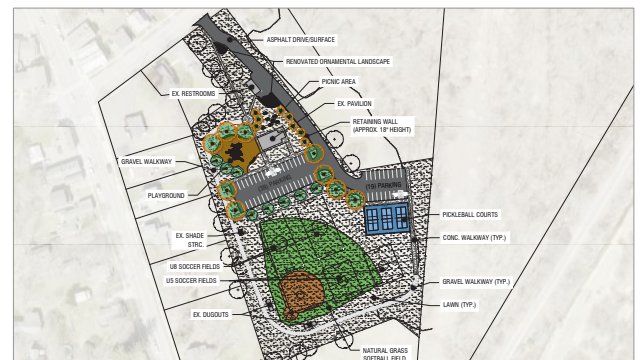
FREEMAN PARK MASTERPLAN
CONCEPT: US & US SOCCER FIELDS



FREEMAN PARK MASTERPLAN
CONCEPT: CURRENT PARK BOUNDS



FREEMAN PARK MASTERPLAN
CONCEPT: US & US SOCCER FIELDS 'A'



FREEMAN PARK MASTERPLAN
CONCEPT: US & US SOCCER FIELDS 'B'





4. COMPARISON TO PRIOR PLANS



Comparison to Prior Plans or Studies

While Freeman Park has not had a formal master plan previously, its goals align with the Wheatland Comprehensive Plan objectives to enhance quality of life through accessible recreation and open space preservation.

The design drastically increases accessibility and brings new amenities to this area of the community for residents to enjoy. Examples include the improved walking surface, sidewalks, age appropriate playground enhancement, and overall improved safety.





5. ACTIONABLE SITE & LAYOUT RECOMMENDATIONS

Immediate Action Recommendations

Although this plan is intended for long-range planning, after interviews with maintenance and operations staff, our planning group would recommend the following immediate investment to reduce maintenance costs and create the most significant visual impact with minimal cost. The last three immediate actions are intended to prepare the community to apply for state funding anticipated later in the year (2025).

- Install picnic tables and benches
- Improve the gravel parking area and trail loop
- Add trash receptacles
- Engage a playground vendor to design a suitable layout
- Engage a pre-engineered restroom vendor for a detailed quote
- Engage a contractor for a detailed quote on the multi-use court

Layout Recommendation

This conceptual plan integrates all feedback from the engagement process, incorporates best practices, and maximizes the space to increase capacity without sacrificing the history and unique charm of the park.

The proposed layout increases parking by 29 spaces and widens the access for two vehicles.

The layout reduces walking distances and increases accessibility through interconnecting walkways and temporary parking near restrooms and the pavilion.

Courts were relocated to the park's center, and the playground space was expanded to accommodate a wider range of equipment, serving all ages.

The loop walkway is reintroduced in a more sustainable and functional path to serve participants of baseball and soccer events.

Overall, the only amenity lost is volleyball, which could be replaced with a net system on the court space if desired. All stakeholders agreed that the loss of the volleyball area would not be detrimental to the use of the park.

Landscaping is introduced in smaller maintainable spaces, to retain the historic signage and known entrance to the park while reducing maintenance time and cost.

See Appendix E for 11x17 Site Plan



FREEMAN PARK MASTERPLAN

DATE: 08/19/2025

SCALE: 1"=30'



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6. COST ESTIMATES, FUNDING, & IMPLEMENTATION STRATEGY

Cost Estimates

Complete cost estimate worksheets can be found in Appendix C. Below is a summary of the most critical items for park enhancement. (not including design, contingency, escalation, and mobilization)

- Driveway and parking improvements:
- Site Development - \$222,200
- Restrooms and Amenities – \$297,000
- Playground - \$455,000
- Multi-use Court - \$136,000

Implementation Strategy & Funding Opportunities

Potential Funding Opportunities

The list below highlights a few opportunities that the authors of this report believe the Town would be most competitive for, and they should focus primary efforts on applying to these.

| Grant Program | Ideal Use | Match / Cap | Source / Application Info |
|---|---|-----------------------------|---|
| Community Development Block Grant (CDBG) | Parks or recreation in low/mod-income areas, Also applicable for ADA compliance such as restrooms or playground facilities | Varies | https://www.hud.gov/program_offices/comm_planning/communitydevelopment/programs |
| Municipal Parks and Recreation Grant (MPR – NY) | Recreation construction (playgrounds, courts, trails) | Up to 90% funding, max \$1M | https://parks.ny.gov/grants/municipal-parks-recreation/default.aspx |
| Environmental Protection Fund (EPF – NY) | Planning, acquisition, or development | 50–75% match, max \$675K | https://parks.ny.gov/documents/grants/EPFCFAGuidanceDocument2025.pdf |
| Park & Trail Partnership Grant (PTNY – OPRHP) | Trails, interpretation, promotion (via nonprofits) | Varies | https://www.ptny.org/our-work/support/funding-opportunities |
| NRPA Grant and Fundraising Hub | Variety of grants for parks, equity, programming | Varies | https://www.nrpa.org/our-work/grant-fundraising-resources |

The following phasing process would start momentum for the site and prepare for opportunities ahead to leverage efforts and initiate a revitalization of the site.

Phase 1: Immediate actions:

Speak with elected officials about immediate needs and any small funding sources they may be aware of to begin the enhancement process.

Some elements to pursue short-term include the walkways, driveway/parking lot improvements, landscaping, tree planting, and picnic area.

Phase 2: Amenity additions;

Begin budgeting for a match component of at least 50% for the largest cost item (playground) and at least 10% of the total site-wide project in anticipation of amenity-specific and site-wide grant opportunities.

Sharing this report with potential private donors and organizations can help by giving a “menu” of needs and costs that they may be willing and able to support.

Amenities to address in the intermediate phase include playground enhancements, court relocation, and restroom facilities.

Phase 3: Long-term infrastructure:

Long-term budgeting will be necessary to plan for the maintenance and eventual replacement of the new amenities as they reach the end of their intended useful life. This step is often overlooked due to the excitement of revitalization and the effort involved. When done correctly, parks like Freeman Park become spaces utilized and cherished for generations.

The long-range goals include amenities that are adequate for the time being, but in the future will need updating or replacement, such as the pavilion, picnic table shade structure, and the eventual replacement of immediate improvements such as picnic furniture and the walking path, which will need major maintenance or replacement every 10 years or so.



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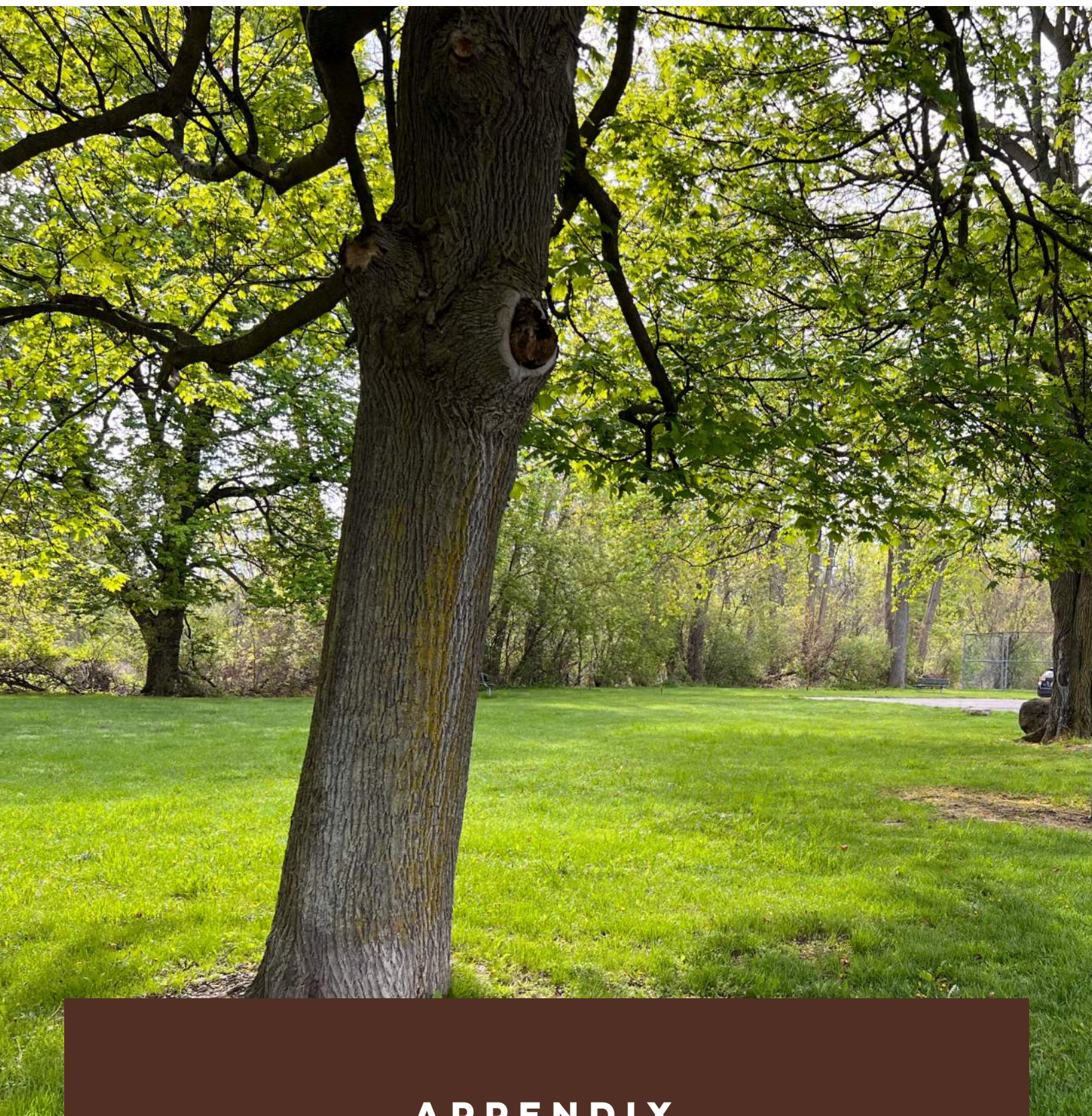


7. CONCLUSION

Conclusion

Freeman Park offers a unique opportunity to expand local recreation and deepen community connections in a scenic and historic setting. This plan serves as a flexible framework for the growth of inclusive, all-age activities that reflect local identity and aspirations. We understand that the entire vision may seem overwhelming, but tackling one project at a time can lead to the realization that this plan presents, a model park with optimal use and beautiful amenities, that residents are proud to recognize as a part of their home.





APPENDIX

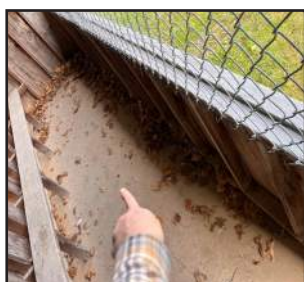
APPENDIX A: *Existing site photos*

(360-degree images have been saved to attached flash drive)



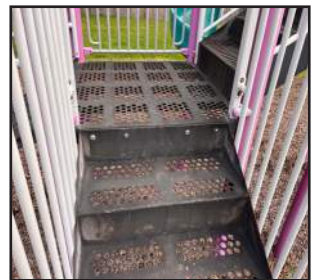
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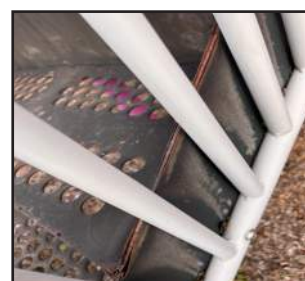
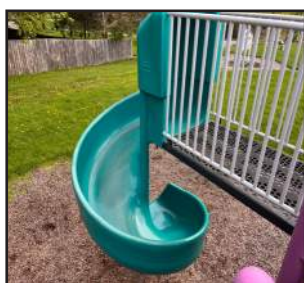
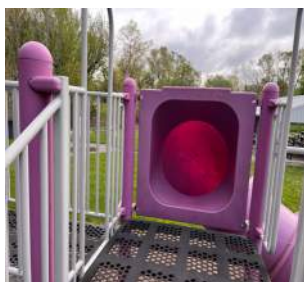
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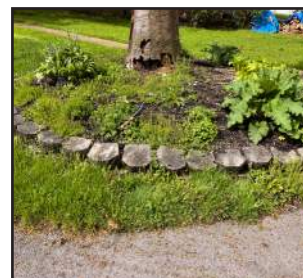
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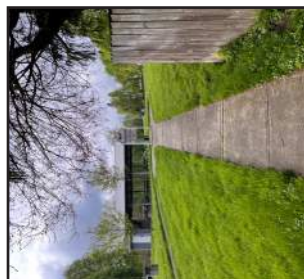
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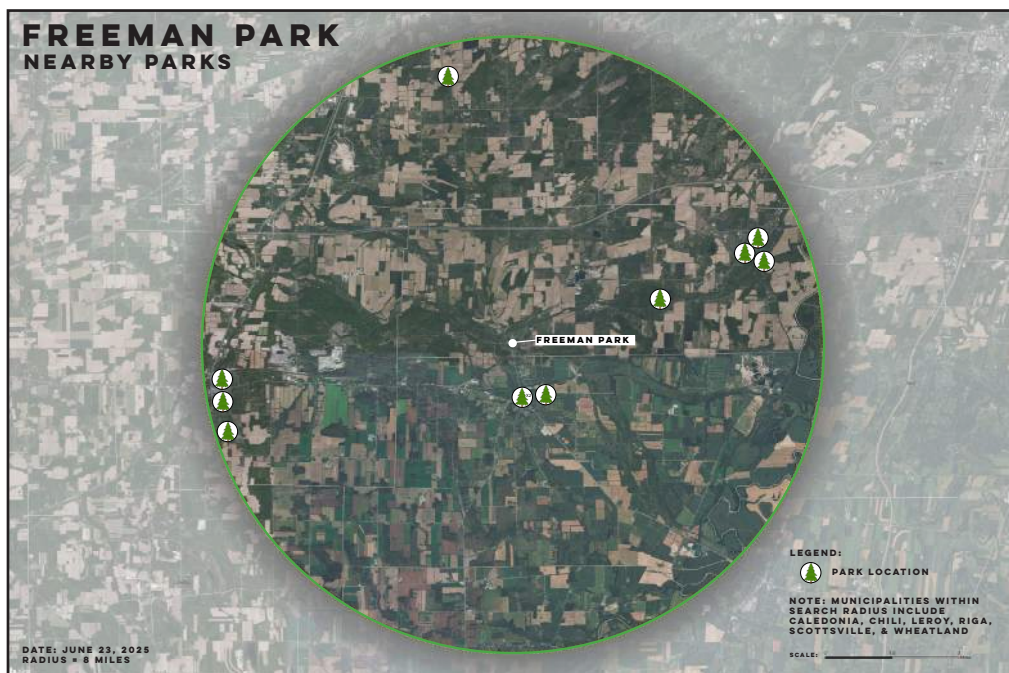
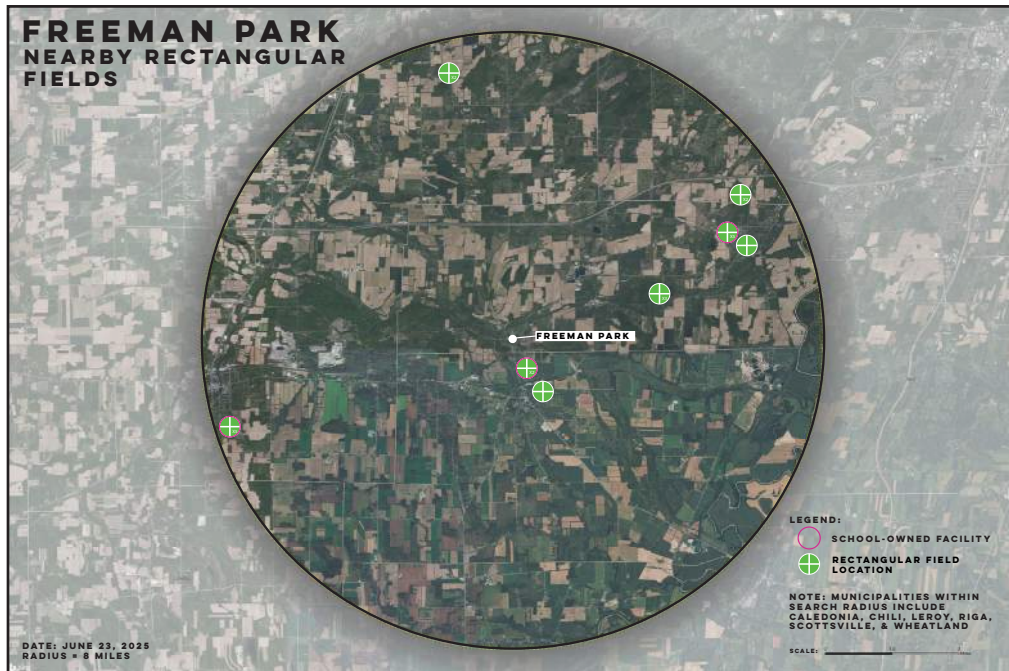


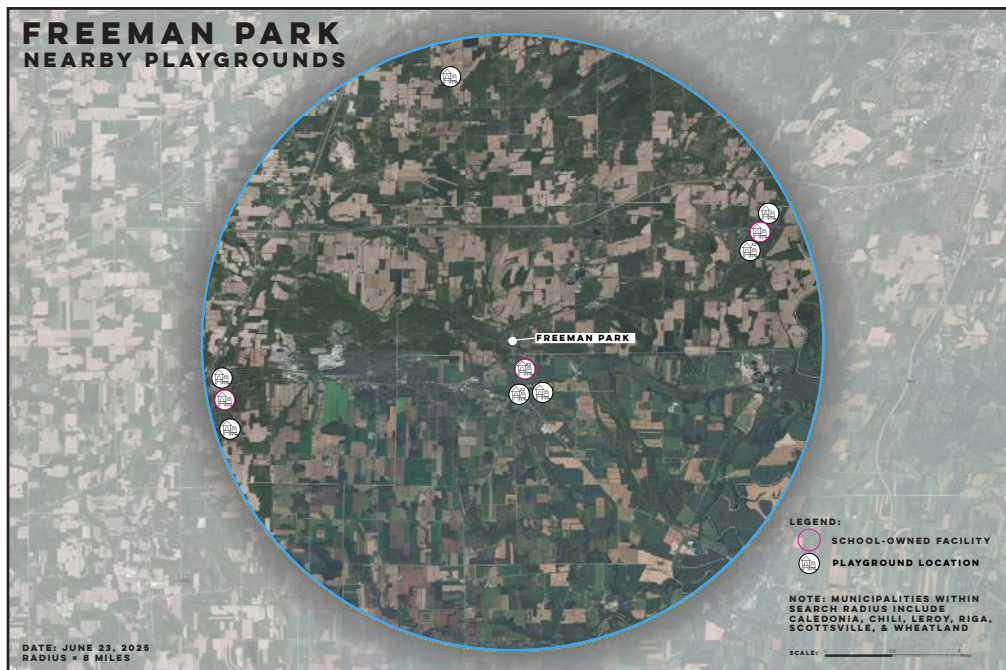
APPENDIX B: Need analysis documentation and maps



APPENDIX B:

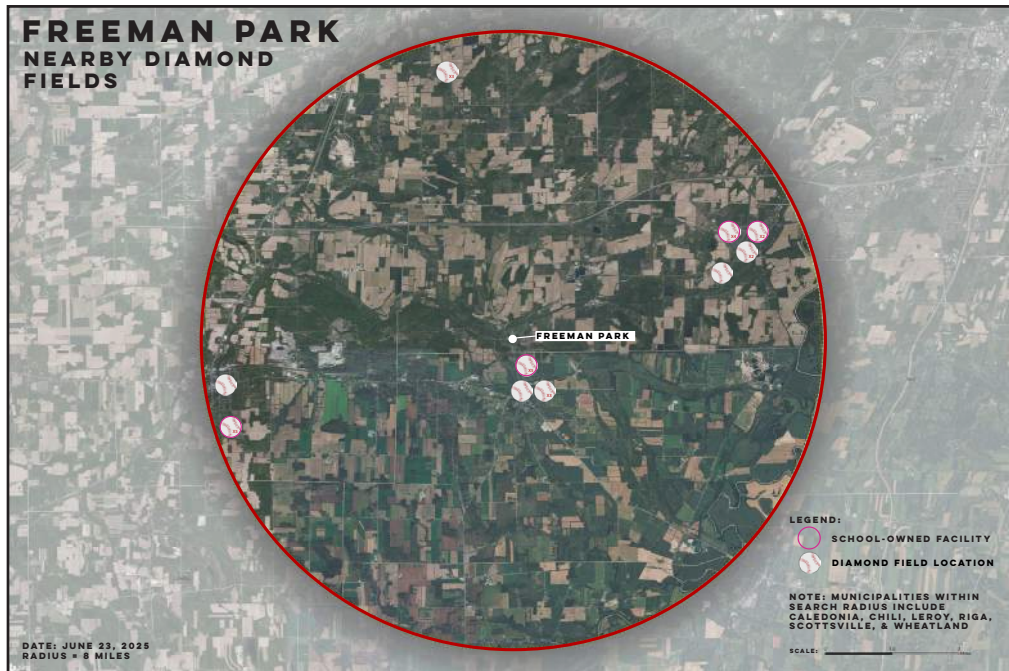
Need analysis documentation and maps

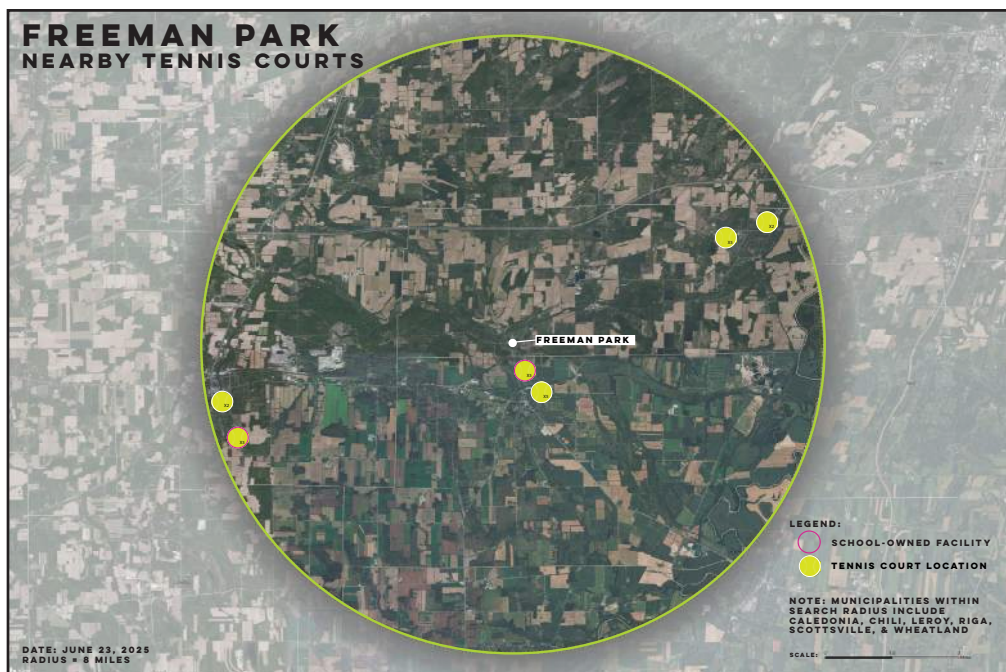


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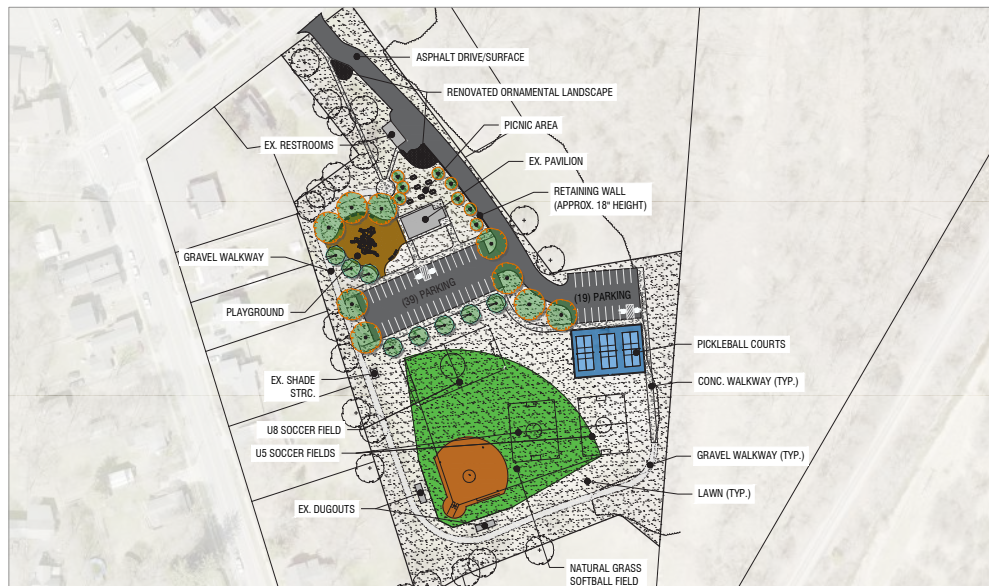
APPENDIX B:

Need analysis documentation and maps



APPENDIX B:*Need analysis documentation and maps*

APPENDIX C: Site layout variations



FREEMAN PARK MASTERPLAN CONCEPT: U8 & U5 SOCCER FIELDS 'A'

DATE: 07/23/2025
SCALE: 1"=60'



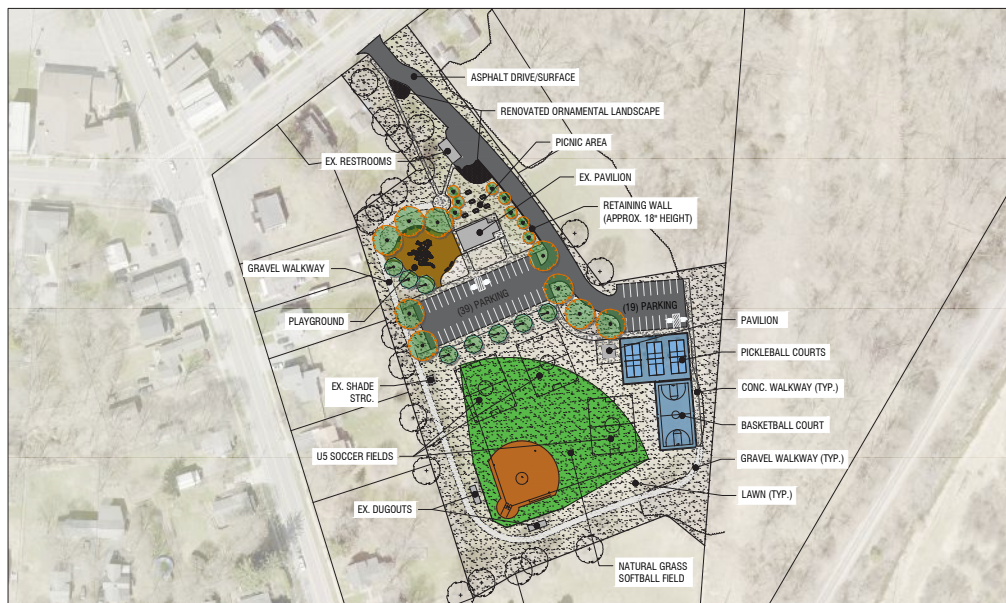
FREEMAN PARK MASTERPLAN CONCEPT: U8 & U5 SOCCER FIELDS 'B'

DATE: 07/23/2025
SCALE: 1"=60'



APPENDIX C:

Site layout variations



FREEMAN PARK MASTERPLAN

CONCEPT: CURRENT PARK BOUNDS

DATE: 07/10/2025
SCALE: 1"=40'



FREEMAN PARK MASTERPLAN

CONCEPT: US & U6 SOCCER FIELDS

DATE: 07/10/2025
SCALE: 1"=40'



APPENDIX D: Cost Estimate Worksheet

| Freeman Park | | | | | Opinion of Probable Cost |
|---|----------|------|-----------------|--------------------|----------------------------------|
| Wheatland, New York | | | | | LaBella Associates August 2025 |
| Description | Quantity | Unit | Unit/Labor Cost | Total Cost | Notes |
| Site Development | | | | | |
| Demolition | 1 | EA | \$30,000.00 | \$30,000 | |
| Driveway and Parking Lot Improvements | 25,000 | SF | \$3.00 | \$75,000 | |
| Sidewalks | 8,700 | SF | \$5.00 | \$43,500 | |
| Grading and Seeding | 1 | EA | \$1,500.00 | \$1,500 | |
| Trees | 31 | | \$1,200.00 | \$37,200 | |
| Gravel Walkway | 800 | LF | \$40.00 | \$32,000 | |
| Landscaping | 2 | EA | \$1,500.00 | \$3,000 | |
| | | | | \$222,200 | |
| Playground | | | | | |
| Equipment 5-12 | 1 | EA | \$85,000.00 | \$85,000 | |
| Equipment 2-5 | 1 | EA | \$45,000.00 | \$45,000 | |
| Equipment 0-2 | 1 | EA | \$10,000.00 | \$10,000 | |
| Swings | 1 | EA | \$15,000.00 | \$15,000 | |
| Surfacing | 10,000 | SF | \$20.00 | \$200,000 | |
| Installation | 1 | EA | \$50,000.00 | \$50,000 | |
| Site Prep | 10,000 | SF | \$5.00 | \$50,000 | |
| Site Preparation Subtotal | | | | \$455,000 | |
| Restrooms and Amenities | | | | | |
| Restroom (Pre Engineered) | 1 | EA | \$200,000.00 | \$200,000 | |
| Installation | 1 | EA | \$85,000.00 | \$85,000 | |
| Tables | 6 | EA | \$2,000.00 | \$12,000 | |
| Site Preparation Subtotal | | | | \$297,000 | |
| Multi-purpose Court | | | | | |
| Court | 1 | EA | \$120,000.00 | \$120,000 | |
| Fencing | 400 | LF | \$40.00 | \$16,000 | |
| Site Improvements Subtotal | | | | \$136,000 | |
| Construction Item Subtotal | | | | \$1,110,000 | |
| Mobilization (4%) | | | | \$44,400 | |
| Contingency & Escalation Allowance (20%) | | | | \$222,000 | |
| Construction Subtotal | | | | \$1,376,400 | |
| Professional Design Services | | | | \$20,000 | |
| Grand Subtotal | | | | \$1,396,400 | |
| Note: This Opinion of Probable Cost is rounded and intended to be used for order of magnitude pricing for budget purposes. | | | | | |

APPENDIX E:
11 x 17 Site Plan





SCALE: 1"=30'

**LaBella**
Powered by partnership.

FREEMAN PARK MASTERPLAN
DATE: 08/19/2025