



Town of Georgetown Parks Master Plan 2026-2030





Georgetown Parks Master Plan

5 - YEAR PLAN
2026 - 2030

Table of Contents

Introduction	Statement of Accesibility
Overview	Community needs assessment
Demographics	Priority and Recommendations
Facility Inventory	



Introduction

On behalf of the Town of Georgetown, I am proud to introduce our 5-Year Parks Master Plan for Georgetown Park and Ashley Mariah Memorial Park. This plan represents our commitment to enhancing recreational opportunities, strengthening our community, and improving the quality of life for all residents. Our parks are more than just green spaces, they are central to community wellness, family connection, and inclusive play. This plan outlines a vision for the future, built around the feedback of our residents and the changing needs of our town.

The development of this plan was guided by community input, data collection, and a strong desire to create accessible, vibrant, and safe parks for every generation. We are especially grateful to Purdue University for their valuable work in conducting the Parks Survey. The insights gathered through this effort were instrumental in shaping the goals and priorities reflected in this document. Community voices have been heard, and this plan ensures that our parks continue to evolve in ways that reflect those voices.

I would also like to extend my sincere appreciation to the Georgetown Town Council for their continued investment in our parks system. Their leadership and ongoing support have allowed us to make substantial progress over the past several years, including the addition of an all-inclusive playground, safety improvements, and increased programming opportunities. With their partnership, we are poised to take even greater steps forward.

This Parks Master Plan is more than a roadmap, it is a reflection of Georgetown's values and a promise to our residents. As we move into the next five years, we look forward to creating spaces that are welcoming, functional, and enduring. Thank you for being part of this exciting journey for Georgetown's parks and for helping shape a future we can all be proud of.

Reny Keener, Town Manager

Town Leadership

2025 Town Council

Chris Loop, Town Council President, At-Large

Brandon Hopf, Town Council Vice President, At-Large

Jason Parrish, Town Council Member, District 1

Matt Nolan, Town Council Member, District 2

Doug Wacker, Town Council Member, District 3

2025 Town Leadership

Reny Keener, Town Manager

Julia Keibler, Clerk-Treasurer

Travis Speece, Chief of Police

Bob Woosley, Town Engineer

Kristi Fox, Town Attorney

Project overview

Planning for parks and recreation is a critical component in enhancing both the quality of life and the economic and community development of a town. A well-structured and strategic approach to parks planning ensures that community needs are met while also fostering long-term growth and engagement.

The Town of Georgetown has adopted a rational planning methodology to guide the future of its parks and recreation system. This methodology includes the following key components:

1. **Assessment of Current Conditions:** A comprehensive analysis of the community's physical, economic, and social characteristics.
2. **Evaluation of Existing Facilities:** Determination of the current level of service provided by existing park facilities.
3. **Needs and Program Analysis:** Identification of public facility needs, recreational programming opportunities, and the development of a unique marketing and branding campaign.
4. **Community Engagement:** Collection of public input through various methods to ensure all stakeholders are represented and involved in the planning process.
5. **Development of a Strategic Action Plan:** Establishment of prioritized implementation goals to guide improvements over the next five years.

This plan addresses enhancements to current facilities, the creation of new park and recreation spaces, and an evaluation of the financial resources required to achieve these goals.



Georgetown Park

Located at 9100 Lois Lane, Georgetown Park is the Town's flagship green space and a central gathering place for residents of all ages. The park offers a spacious, open environment ideal for walking, playing, and enjoying outdoor events. This park serves as the host to many of the Town events such as Trunk or Treat, Food Truck Festival and Concert, softball leagues, and National Night Out with the potential to add programming.

Georgetown Park features a growing list of amenities that continue to evolve with community needs. Currently, the park offers two recently renovated basketball courts, an adult softball field with a historic grandstand, a playground, a shelter house, and a restroom facility. As the Town plans for the next five years, future improvements at Georgetown Park include the addition of ADA-compliant walkways, multi-use courts such as pickleball, an all-inclusive playground and splashpad, and the creation of the Town's amphitheater. These projects aim to enhance usability, increase accessibility, and ensure the park remains a vibrant hub for residents and visitors alike.



MAST SCALE LAYOUT
GORDON PARK
1000 100 100 100
OVERALL SITE LAYOUT

C03

C03

Ashley Mariah Memorial Park

Ashley Mariah Memorial Park, located at 7107 Peachtree Lane, stands as a tribute to community spirit and inclusion. This park has become especially known for its all-inclusive playground, which provides a safe and fun environment for children of all abilities to play together. The park is the first fully inclusive park for the Town and one of a few fully inclusive parks in Floyd County.

Surrounded by green space and peaceful surroundings, the park is also a place of reflection and connection for families in the area. In addition to the inclusive playground, Ashley Mariah Memorial Park includes a shelter house, paved parking, a restroom facility, and a large open field.



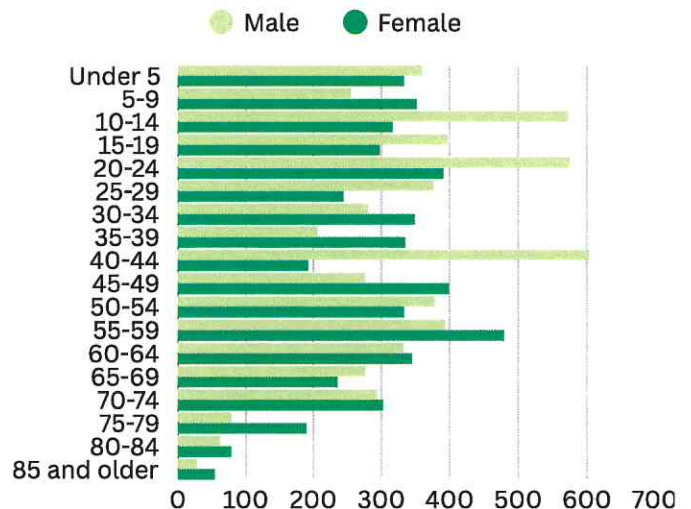
Ashley Mariah Memorial Park Layout



Demographical information

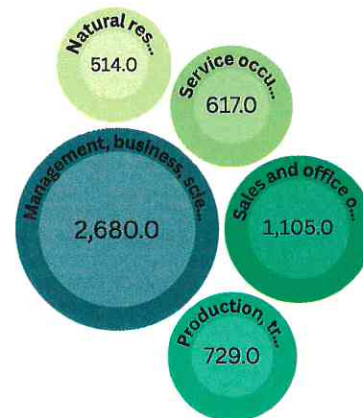
Population

As of 2022, Georgetown township had a population of 11,270. This is an increase of 1,638 people since 2010. The population of individuals below the age of 19 make up 26 percent of the total population and the individuals that are above 65 years of age make up 14.6 percent of the population. The median age of the township is 38.2 years. The vast majority (98.5%) of the population speak only English at home. Most notable is that men aged 40-44 outnumber women of the same age by a 3:1



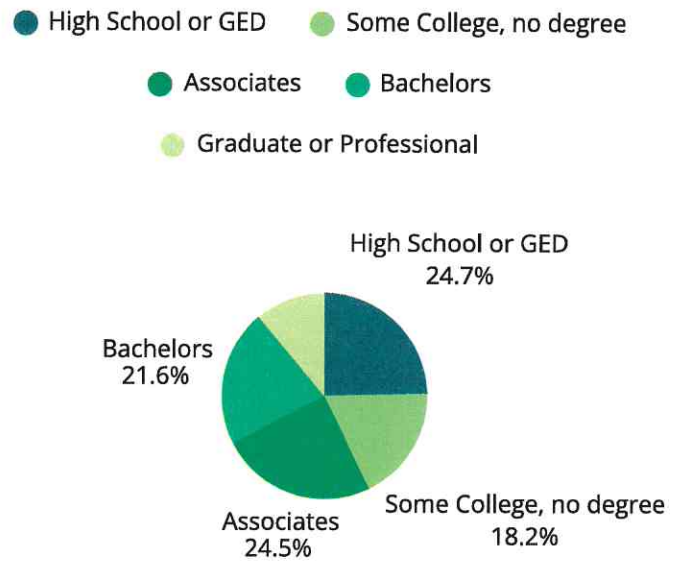
Employment

In Georgetown Township, management positions in business, science, and arts occupations employ the largest number of residents, totaling 2,690 individuals. These roles typically offer higher salaries and often require advanced education or specialized training. Other common occupations include sales (1,105), production and transportation (729), service (617), and construction and maintenance (514). The high number of residents in management positions reflects the community's strong educational attainment and professional workforce.



Education

In Georgetown Township, 28.8% of residents aged 25 and older have earned at least a high school diploma, while 21.3% have some college experience but no degree. Additionally, 8.6% have obtained an associate degree, 25.2% hold a bachelor's degree, and 12.9% have earned a graduate or professional degree. Compared to the State of Indiana, where approximately 17.8% have a bachelor's degree and 10.3% hold a graduate degree, Georgetown Township exceeds state averages in higher education attainment. This suggests a well-educated population that may support a skilled local workforce and economic development.



Facility Inventory and Programming Assessment

Park System:

The Town of Georgetown has two parks under the control of the Town Council. In total, there are 25.38 acres of park space between Georgetown Park and Ashley Mariah Memorial Park. The Town Council has partnered with the Town Redevelopment Commission for recent park improvements.



Georgetown Park is 11.55 acres in size and is located near State Road 64 and Downtown Georgetown. By National Park and Recreation Association standards a "Community Park" should encompass 10 to 75 acres and be located on or near a major thoroughfare. According to this definition, Georgetown Park is a community park.



Ashley Mariah Memorial Park is 2.28 acres in size and is in a neighborhood on the northside of Town. By National Park and Recreation Association standards a "Neighborhood Park" is less than 10 acres and serves a walking population. According to this definition, Ashley Mariah Memorial Park is a neighborhood park.

The Town is focused on updating all facilities at both existing parks and is not actively pursuing other potential land for future parks currently. With that being said, the Town does own other sections of land that is currently underserved greenspace that could be converted into the parks system.



Park Programming:

The Town of Georgetown has four major programs or events. These events include Trunk or Treat, Food Truck Festival / Concert, Light Up Georgetown, and National Night Out partnered with the Georgetown Police Department. A variety of smaller programs and sport leagues are growing and are generally offered at Georgetown Park.



Park Budget:

The Town of Georgetown's General Budget has a budget section dedicated to parks and the "Gaming Fund" has been used to help pay for capital projects. The Town does raise sponsorship funds to pay for events and programs. Outside grants have been key for helping pay for larger capital projects.

Statement of Accessibility

As part of our ongoing commitment to accessibility and inclusion, the Town of Georgetown is prioritizing ADA compliance across both Georgetown Park and Ashley Mariah Memorial Park. Over the next five years, the Town will work to identify and remove barriers that limit access for individuals with disabilities. This includes evaluating existing park infrastructure—such as pathways, restrooms, parking areas, and recreational equipment—and making necessary upgrades to obtain compliance with the Americans with Disabilities Act (ADA). Recent additions like the all-inclusive playground at Ashley Mariah Memorial Park, the future all-inclusive playground at Georgetown Park, and new handicap friendly park picnic tables reflect our dedication to creating spaces where residents of all abilities can play, gather, and enjoy the outdoors together.

Future projects will be designed with accessibility at the forefront. All new park developments and renovations will include ADA-compliant features such as accessible walking surfaces, ramps, inclusive play and seating areas. The Town will also continue to explore funding opportunities and partnerships that support inclusive design, including grants aimed at improving access to recreation. By incorporating universal design principles and prioritizing input from all of our residents, we aim to create a park system that is truly welcoming and usable for everyone in our community.



Community Needs Assessment

Public Participation and Survey:

Purdue Extension partnered with the Town of Georgetown to conduct the Enhancing the Value of Public Spaces: Creating Healthy Communities program. A series of three public engagement meetings were conducted that led to the action plan objectives and strategies, and accompanying information contained in this report. The strategies and documented public feedback related to parks and recreation in Georgetown are to be drawn upon to inform future actions of the Town of Georgetown.

The three public meeting dates were: May 8th, June 12th, and July 10th at Georgetown Town Hall. A community-wide survey was completed by 156 residents alongside the residents who took part in the in-person workshops. The survey was available via hard copy with handouts available at Town Hall and online shared via social media.

Survey Results:

Most of the respondents had the perception that Georgetown Park and Ashley Mariah Memorial Park were “Fair” or “Poor.” They noted that the equipment was aging, lack of walking paths, and that the surrounding communities offer “nicer or larger” parks.

Respondents also provided reasons and barriers to why they do not visit the parks facilities more often. Respondents cited concerns about the lack of useful facilities, lack of knowledge of the location and events offered at each park, lack of walking and biking trails, and lack of safe options to visit the parks as sidewalks are limited.

Priority and Recommendations



Parks Master Plan Goals:

The setting of goals is the most important process in any community planning endeavor. Through the establishment of goals and objectives, a community is setting its priorities and standards. While the planning process is an on-going process, the planning goals help to establish a long-range vision for the community in its relationship to parks and recreation. The development of these goals and the creation of a financially feasible implementation action step are critical to the success of this process.

Town Council and Town Staff:

The Georgetown Town Council has shown that creating a great parks system is important with several transformational projects recently completed and planning for additional projects for the future. The Town Staff does an excellent job of maintenance and is constantly working on adding or improving programming/events. The Town Engineer and his team do a great job with design and making sure projects are ready for implementation.

Recommendations

Below are the recommended action items for the Parks to pursue within the next five year time period. These recommendations are designed into three formats:

Short-Term Recommendations (0-2 year time frame)

The short-term recommendations are those that are easily implemented and have a low-cost factor.

Intermediate Recommendations (0-4 year time frame)

These recommendations are more time-consuming and have a moderate cost factor associated with implementation.

Long Range Recommendations (3-5 year time frame)

The final sets of recommendations are generally geared towards the major capital projects associated with the park in the next three to five years. These capital projects may take longer to implement or could be implemented sooner based on funding and potential grant opportunities.

Georgetown Park Recommendations:

Short-Term Recommendations (0-2 years)

- New signage including wayfaring signage visible from SR 64
- Complete construction of an all-inclusive playground and splashpad
- Marketing of events through social media, newspapers, and community partners
- Connect the Park to Downtown via sidewalks
- Work with local nonprofits or other community partners to expand programming

Intermediate Recommendations (0-4 years)

- Add a walking path that goes around the park
- Expand or pave existing parking lots
- Construction of a new bathroom facility / concession stand
- Construct pickleball / multiuse courts

Longe Range Recommendations (3-5 years)

- Design a skatepark and find grant opportunities for construction of skatepark
- Design an amphitheater facility

Ashley Mariah Memorial Park Recommendations:

Short-Term Recommendations (0-2 years)

- New signage including wayfaring signage visible from SR 64 & Henriott Road
- Continue to add beautification around existing signage and entryway

Intermediate Recommendations (0-4 years)

- Connect Park via sidewalk to neighborhoods and SR 64
- Partner with Floyd County Library on a Story Walk on the walking trail

Longe Range Recommendations (3-5 years)

- Design new basketball court or other amenity to the east of the shelter house

System-Wide Recommendations:

Marketing:

- Create a community-wide calendar of events
- Market across a variety of outlets for the most exposure

Programming:

- Work on quality of programming over quantity of programming
- Work with local nonprofits, NAFCS, and other community partners to increase programming attendance or make a program better

Signage:

- Update and create uniform signage
- Add directional signage from SR 64 to both parks

Walking / Biking Paths:

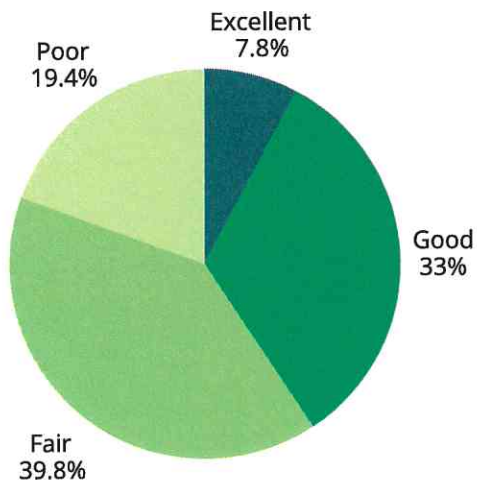
- Connect Parks via sidewalk to Downtown and neighborhoods
- Work with Floyd County Parks to connect via their new Bob Lane Regional Park just outside of Town Limits

Appendix - Purdue Survey

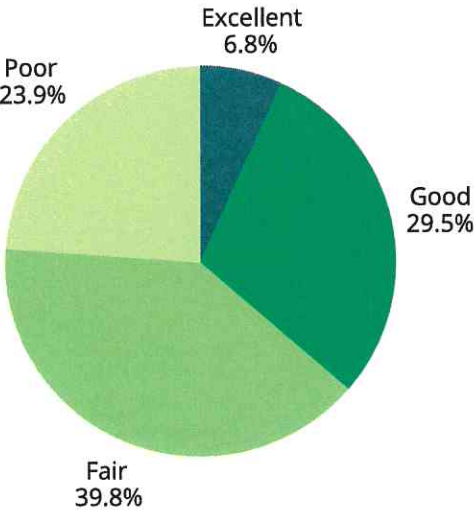
What our community wants to see



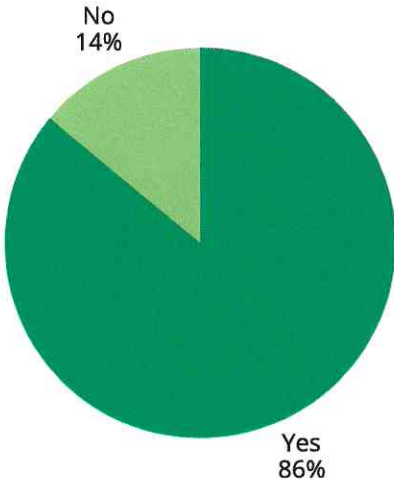
Perception of Georgetown Park



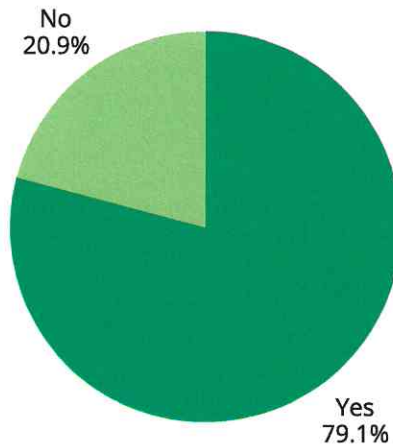
Perception of Ashley Mariah Memorial Park



Would you like more trails in Georgetown



Would you like more parks in Georgetown?



Would you like to see a paid Full-time coordinator to organize community activities?

