

# Parks & Recreation Master Plan

City of Columbia

## Summary of Findings Presentations

District 4 – Woodland Park Community Center 10.16.24

District 1- Leroy Moss Multipurpose Center at Hyatt Park 10.17.24

District 3 – South Edisto Neighborhood Center 11.6.24

District 2 - Charles R. Drew Wellness Center 11.7.24

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**LINK TO MASTER PLAN WEBSITE**

<https://parksandrec.columbiasc.gov/master-plan/>

# Meeting Agenda

1. The Project
2. The Master Planning Process
3. Who Did We Hear From?
4. What Did We Hear?
5. Initial Recommendations



# The Project

## Goals:

- Develop a city-wide **Strategic Parks & Recreation Master Plan** focusing on each of the city's **parks, greenways, and recreational facilities and programs.**
- Identify **current and possible future programming and facility opportunities** at each of the parks and recreational facilities.

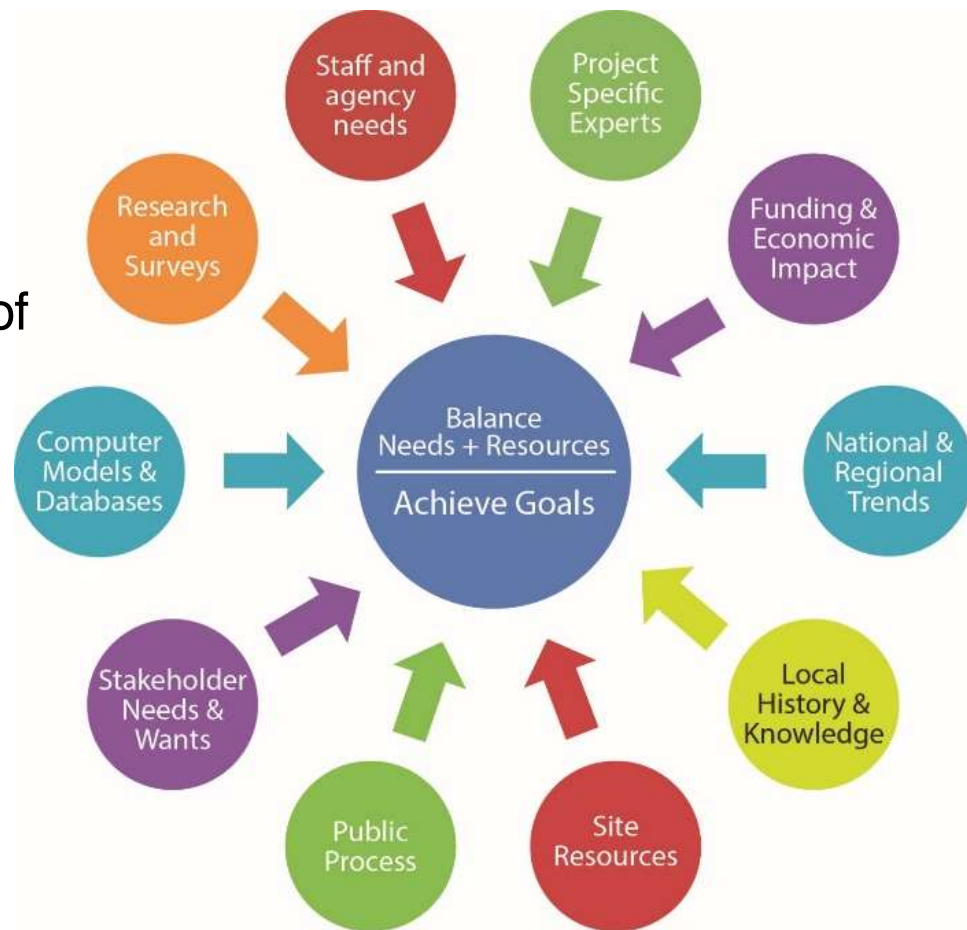
## Objectives:

1. **Develop a Vision:** Preparing for the future, while retaining the past.
2. **Develop Implementable Goals and Priorities:** Focusing efforts on transforming conceptual goals into achievable priorities.
3. **Develop an Implementation Strategy for Park Facilities and Operations**
4. **Develop a Financially Sustainable and Innovative Parks & Recreation System**



# The Master Planning Process

- Kick-off Meeting
- Community Input
  - Focus Group
  - Community Input Meetings
  - Online Survey
- Inventory & Level of Service Analysis of Programs, Facilities & Parks
- Trends and Demographics
- Public Presentation of Findings + Initial Recommendations  
10/16, 10/17, 11/6 & 11/7
- Draft Plan & Presentation
- Final Plan & Presentation



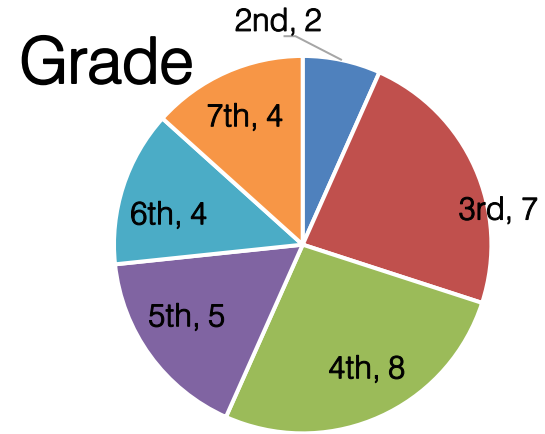
# Public Engagement Overview

- 4 Focus Group Meetings (29 participants)
- 1 Presentation to Parks & Recreation Staff
- 1 Review of Facilities & Meeting with Staff
- 1 Update presentation to City Council
- Community Input Meetings
  - Leroy Moss Com. Ctr (4/23)
  - Woodland Park Com. Rec. Ctr (4/25)
  - Charles R. Drew Wellness Ctr (5/14)
  - Ben Arnold Com. Rec. Ctr (5/16)
- Youth Survey
- Teen Survey
- Online Survey
- Update presentation to City Council
- Findings Presentations (tonight)

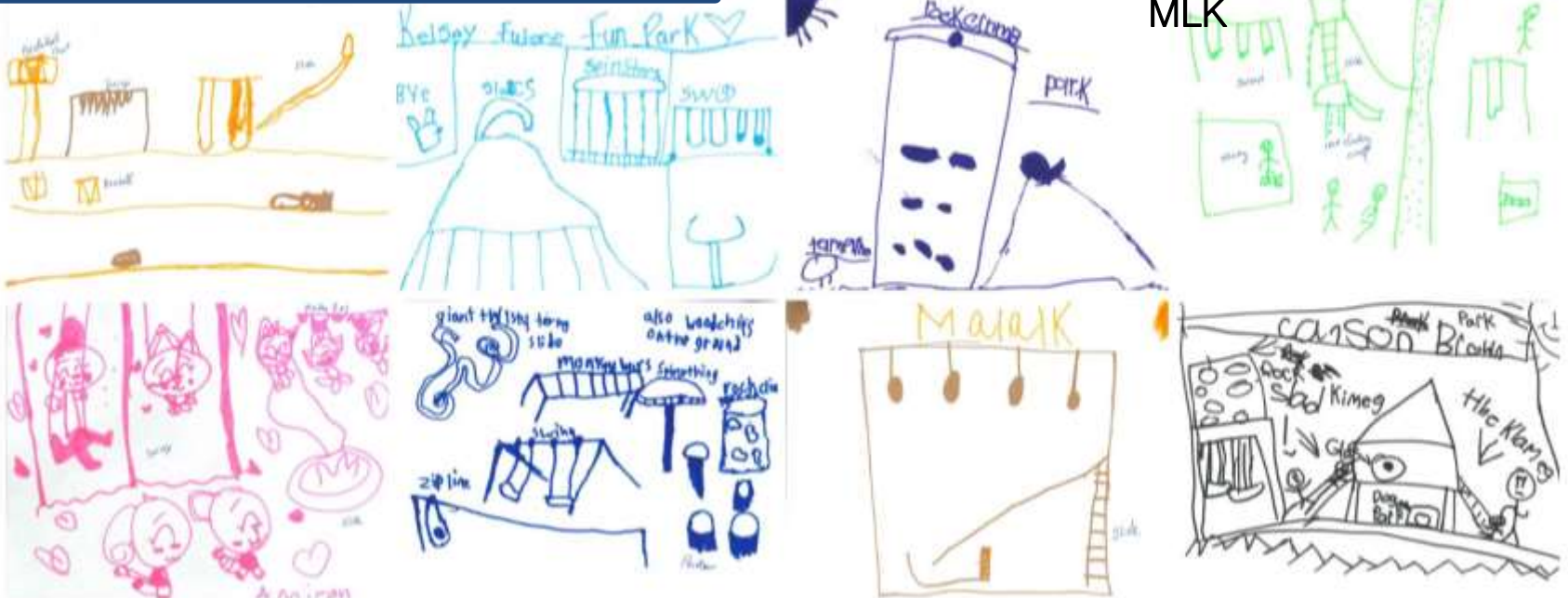
# Youth Survey

## Parks Most Visited:

- Woodland Park
- Emily Douglass Park
- Hyatt Park
- Lorick Park
- TS Martin Park
- Martin Luther King Park
- Greenview Park
- Hopkins Park
- Caughman Road Park



Participants from Summer Camps at:  
Leroy Moss  
Hyatt  
Woodland  
MLK



# Youth Survey

## Summary

- Playgrounds (more space, near building)
  - Swings\*\*\*\*(Chair swing)
  - Slides\*\*\*\*\* (twisty/turny slide)
  - Spinsters\*/ Monkey Bars\*\*/ Seesaw
  - Woodchips on Ground
  - Rock Climb Wall\*\*\*\*/ Zip Line\*
  - Trampoline\*/Bridge
- Pool\* (water slide)
- Splash Pad
- Skating ring\*
- Gym Spaces
  - Game Room\* (Bigger)/ Arcade Room\*\*/ Card Games
  - Calm Room (LED Lights, nap time)
  - Arts & Crafts\* (Creation Station)
  - Movie Room
  - Cheer Area
- Activities (Lava Game, Jump Rope, Ball Games, Water Balloon Fight, Parkour\*, Air Float Machine, More Field Trips)
- Walking Path/ Nature Path for Kids\*
- Dog Park
- Baseball Fields\*
- Facilities:
  - Bigger Gyms + Basketball Courts\*
  - More stalls in bathrooms
  - Better Parking Lot
  - Benches (blue)
  - Water fountains/ drink station\*\*
  - Flower Bushes

# Teen Survey

## Parks Most Visited:

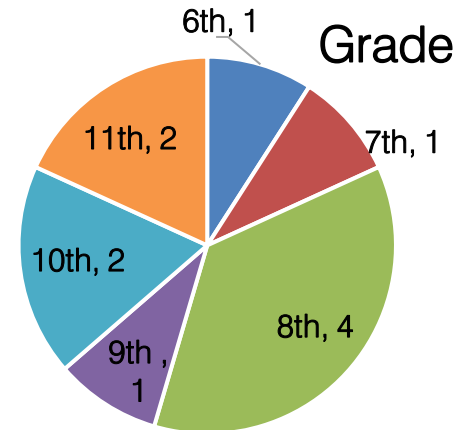
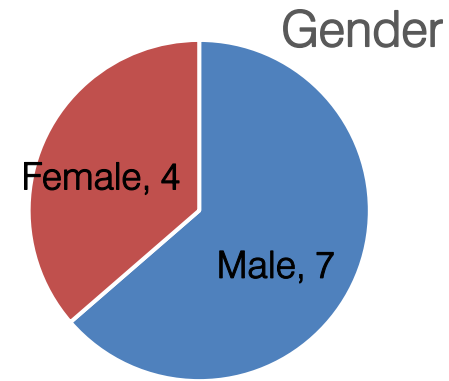
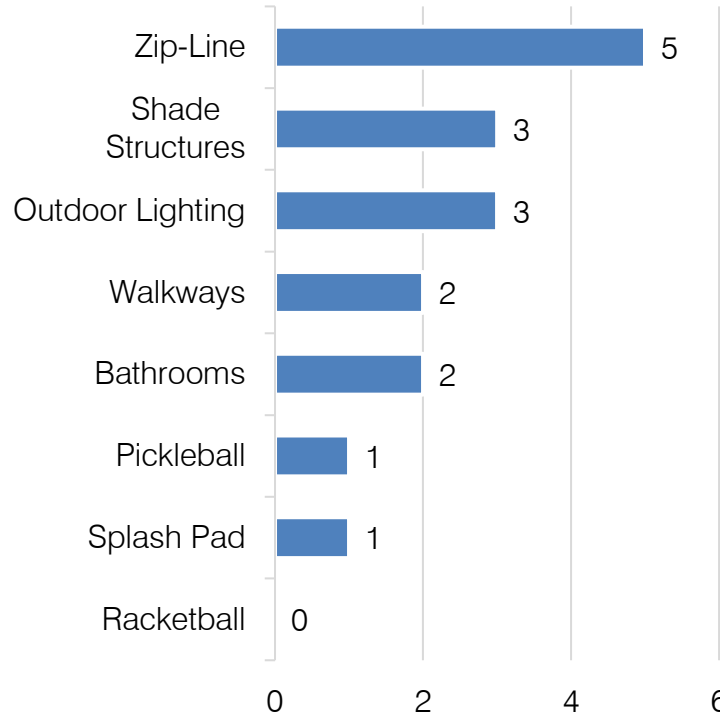
Greenview Park  
MLK Park  
Meadowlake Park  
Hampton Park

## Schools

### Represented:

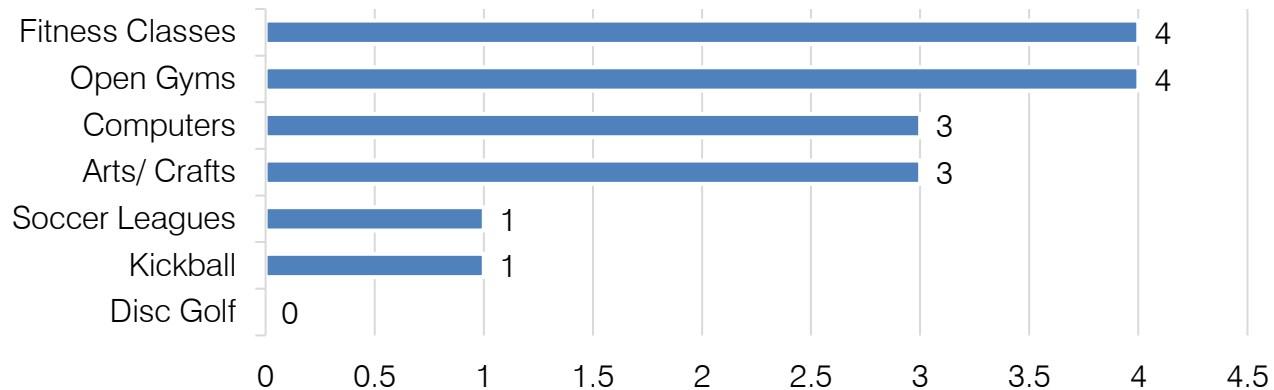
Hand Middle School  
Westwood High School  
St. Andrews Middle School  
AC Flora  
C.A. Johnson High School  
Dutch Fork Middle School

## Which New Park Amenities would you like? (Q9)



# Teen Survey

## Which Programs/Activities do you want to see more of? (Q10)



## What other improvements (write/draw)? (Q11)

- Playgrounds:
  - Stronger playground equipment, and more activities to do.
  - Park with multiple playgrounds, which have slides and ladders.
  - More and larger swings for older kids.
  - More 5v5 or 1v1/2v2 basketball courts.
  - Football Field
  - A large pool and a kitchen.
  - Big dance room, with equipment & 360 mirror.
  - Hot food, a gym and volleyball nets.

# Online Survey Overview

1

## Random Survey

5,000 paper surveys were mailed to a **systematic random sample of residential addresses** in City of Columbia

(1 response per household).



414

Invitation surveys completed  
+/- 4.8% Margin of Error

1,099

Total Surveys  
Completed

2

## Open Link Survey

Online survey was made **available to all** City of Columbia stakeholders, including non-residents (e.g., commuters, residents of nearby communities)



685

Open Link surveys completed

Demographic profile of Invite sample is compared to U.S. Census Data to ensure appropriate representation of population.

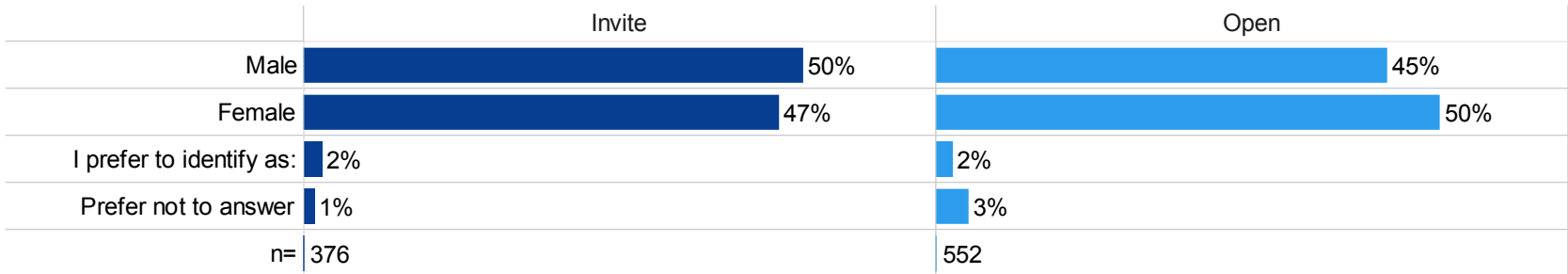
# Who did we hear from?



# Gender & Age

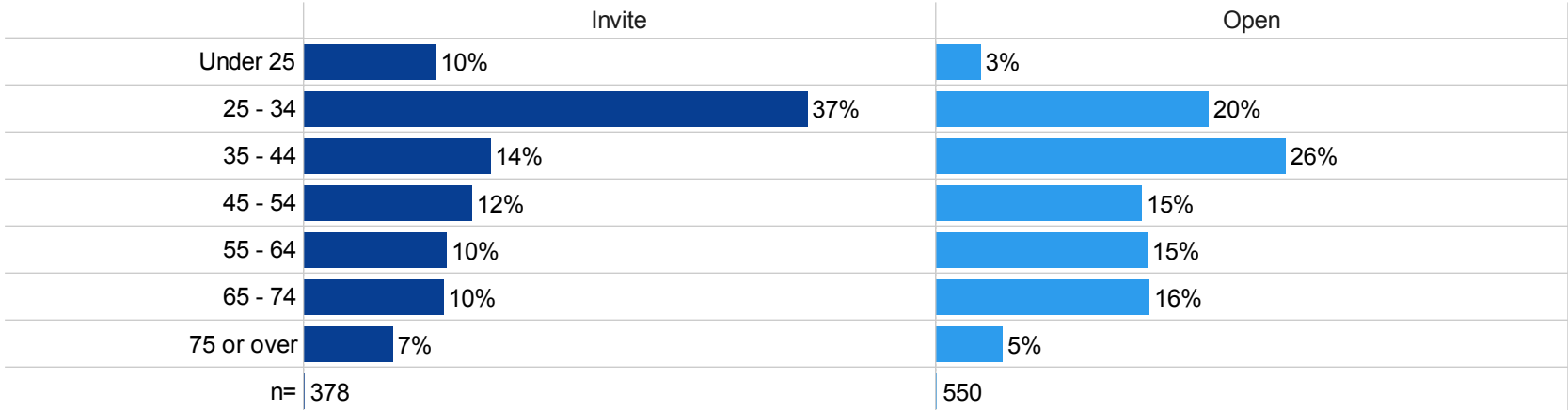
The Open link sample skews slightly more female and older.

Please indicate the gender with which you identify



Source: RRC

What is your age?

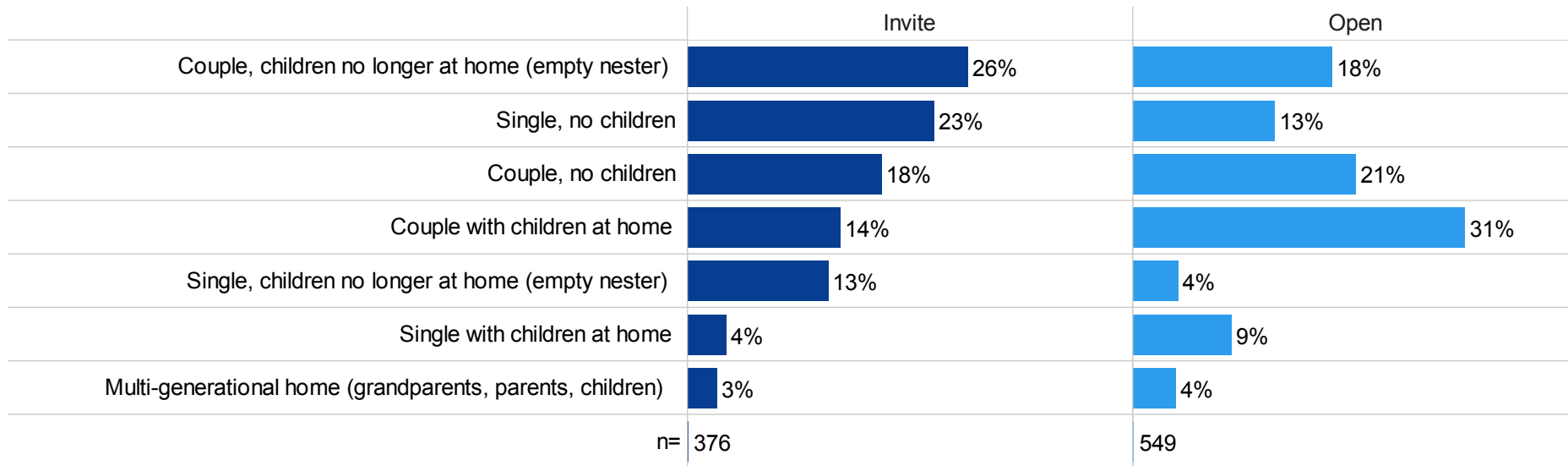


Source: RRC

# Household Makeup

A majority (80%) of Invite respondents do not have children living at home compared to only 56% of the Open link sample.

Which of these categories best applies to your household?

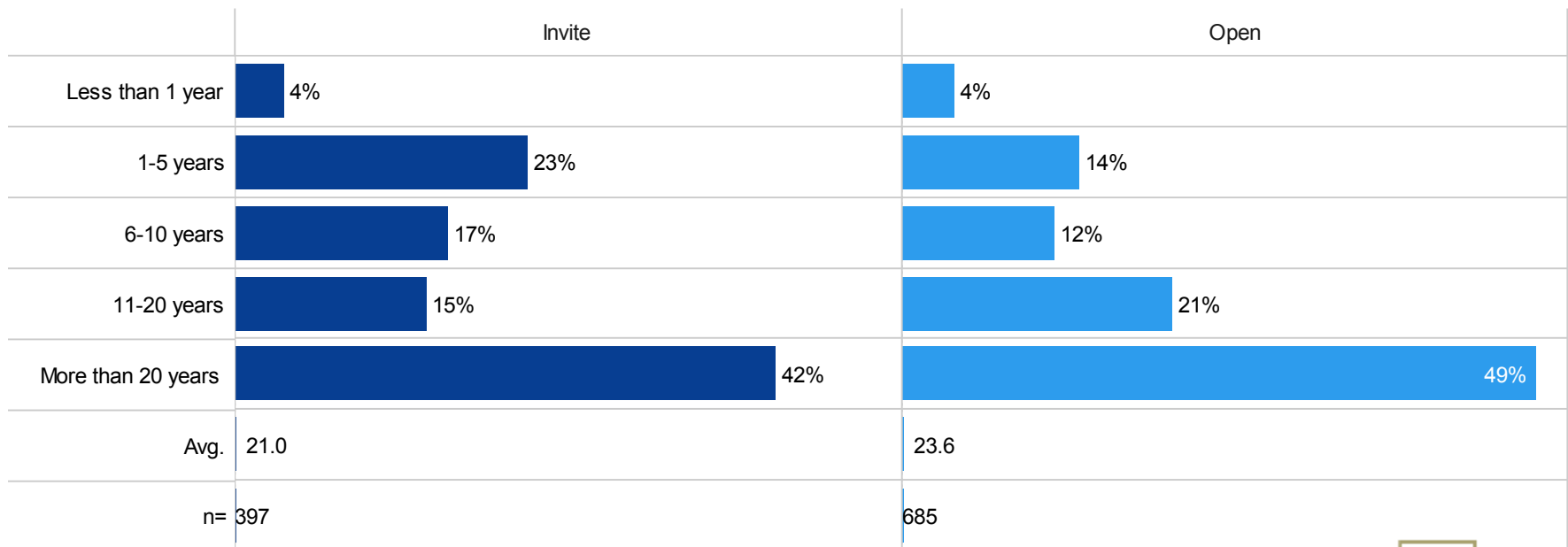


Source: RRC

# Length of Time in Columbia

Respondents are long-term residents of Columbia. Nearly half are residents for more than 20 years, and mixed other years.














How long have you lived in Columbia? Enter 0 if less than a year.



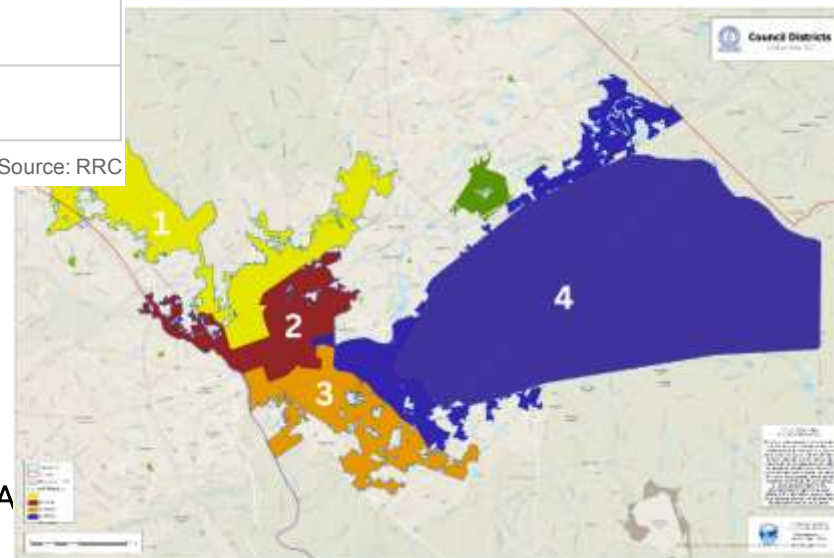
# Location in Columbia

Responses were collected from all areas of Columbia, with District 1 representing the smallest sample and approximately equal shares from Districts 2, 3, and 4.

In which area of Columbia do you live? Refer to the map below for further clarification.

	Invite	Open
 Area 1	 12%	 13%
 Area 2	 27%	 22%
 Area 3	 33%	 23%
 Area 4	 28%	 15%
Don't know		 27%
n=	414	678

Source: RRC



# Current usage

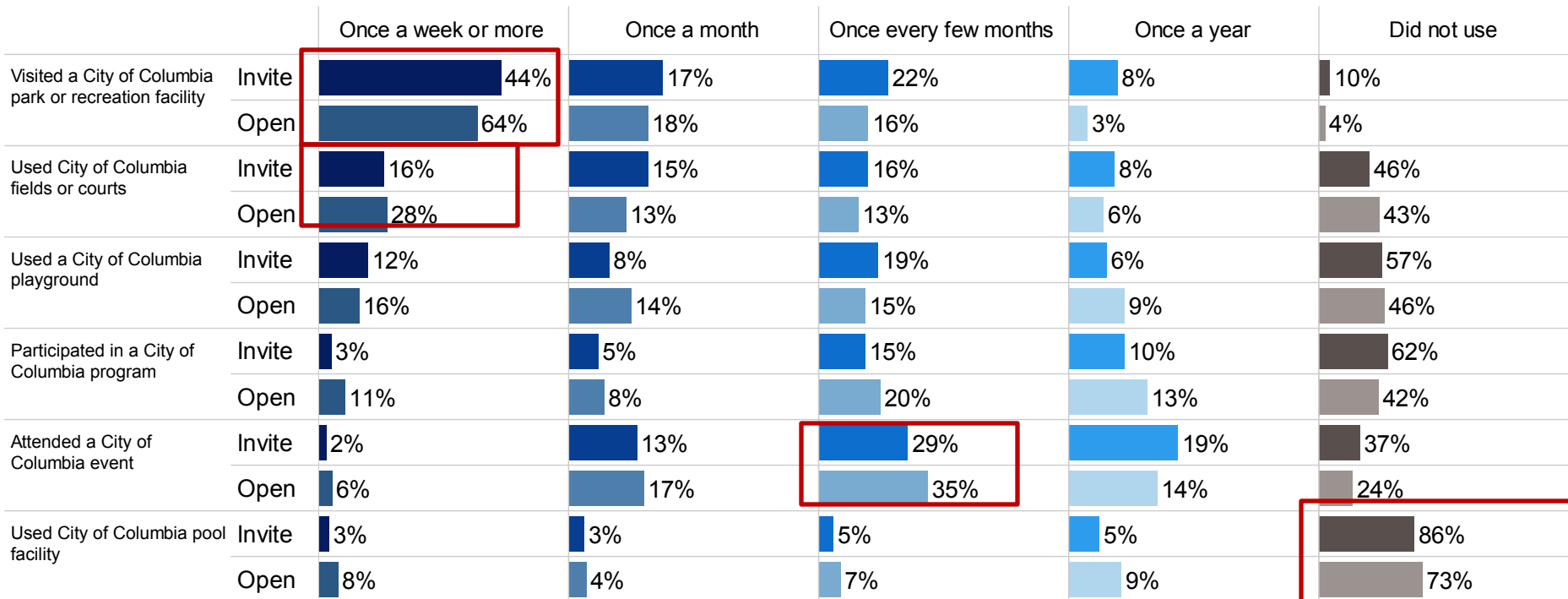


# Frequency of Visitation

Respondents are frequent users of City of Columbia parks and recreation facilities (56% Invite sample, 82% Open), visited a park or recreation facility at least once a month in the past 12 months.

City of Columbia pool facilities are the least utilized with 86% of Invite respondents not having visited in the past 12 months.

In the past 12 months, how frequently have you and your household



# Activities

Open-Ended Responses

What activities do you typically engage in when visiting?

## Most Common Activities:

- 1. Walking and Hiking:** for exercise, leisure, nature walks, pet walking, and hiking.  
(Many mentioned enjoying nature, birdwatching, and scenic views).
- 2. Biking** for exercise, commuting, or leisure.
- 3. Children's Activities** at playgrounds, and splash pads.
- 4. Sports and Recreation:**
  - Court Sports - basketball, tennis, pickleball.
  - Field Sports - baseball, soccer, softball and disc golf.
- 5. Swimming and Pool Activities**
- 6. Fitness / Exercise Classes, Picnicking, and Social Events**

## Less Common but Notable Activities:

- Kayaking and Water Activities
- Volunteering Activities
- Pottery and Arts classes or other art-related activities.

# Satisfaction & Current Conditions

Respondents report general satisfaction (3.5/5) with the quality of amenities, services and facilities.

**Parks & Greenways = highest level of satisfaction.**

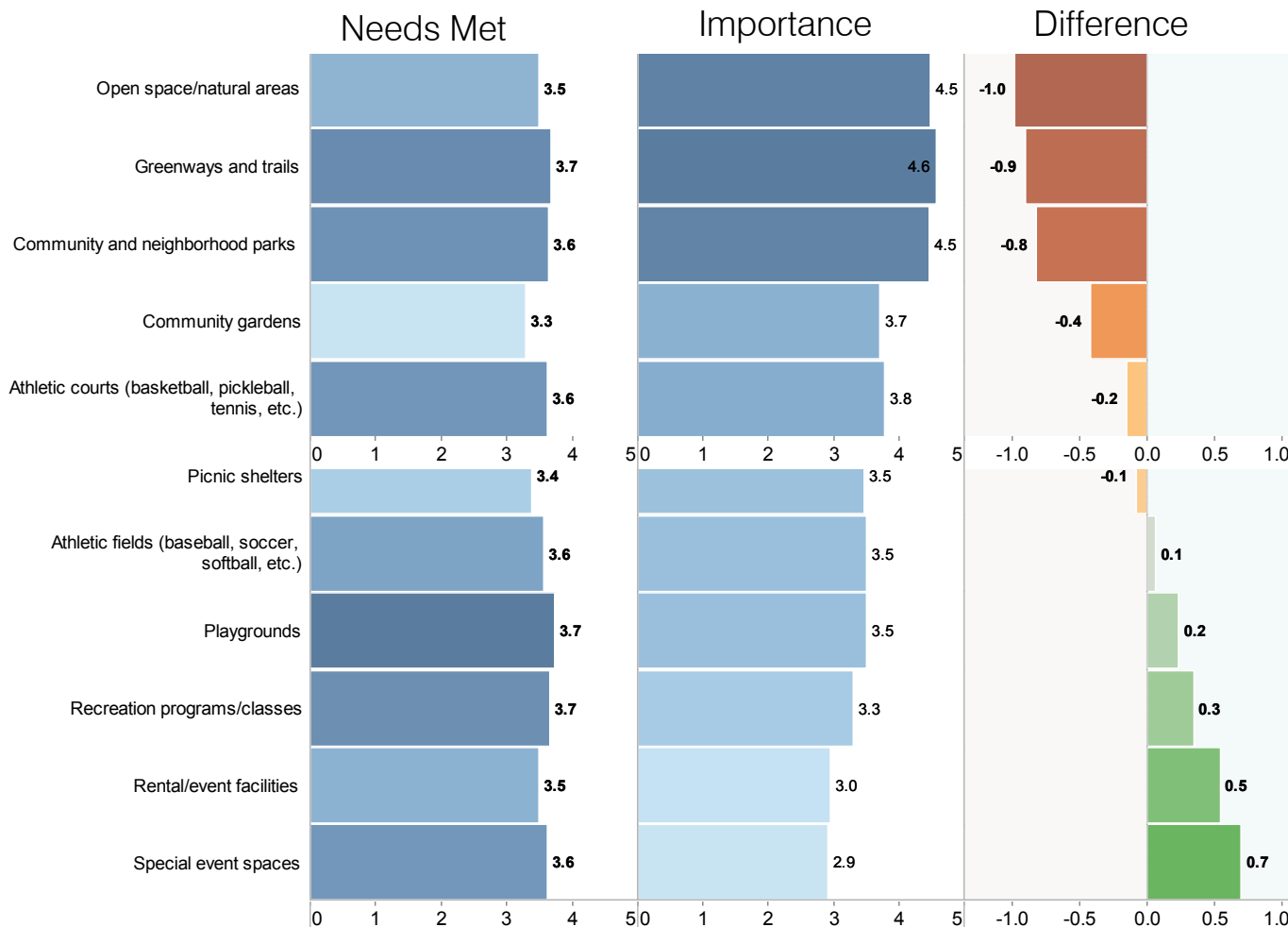


Very Satisfied



# Facilities & Services Needs Met/ Importance Matrix

The graph highlights the differences between the average rating of meeting the needs of the community and the average importance rating for facilities.



## Greatest Disparity:

- Open space/ natural areas
- Greenways and Trails
- Community and Neighborhood Parks

## Least Disparity:

- Special Event Spaces
- Rental/Event Facilities
- Recreation programs/classes

# Communication

**Effectiveness of Communication** - Average Rating: 2.5/5

## Communication Methods:

### Most Favored Forms:

- Social Media
- Internet/City Website
- City Emails
- Local Media.

**Least Favored:** School Emails/Newsletters



# Future Facilities, Amenities & Services



# Increasing Use & Additional Improvements

- Nearly 75% of respondents state that **improving the condition/maintenance of parks or facilities would increase their utilization** of parks and facilities.
- Over 50% of respondents state **improving safety and security and lighting** are also supported.
- Restrooms were the most prominent need for improvement, followed by parking and shade structures.

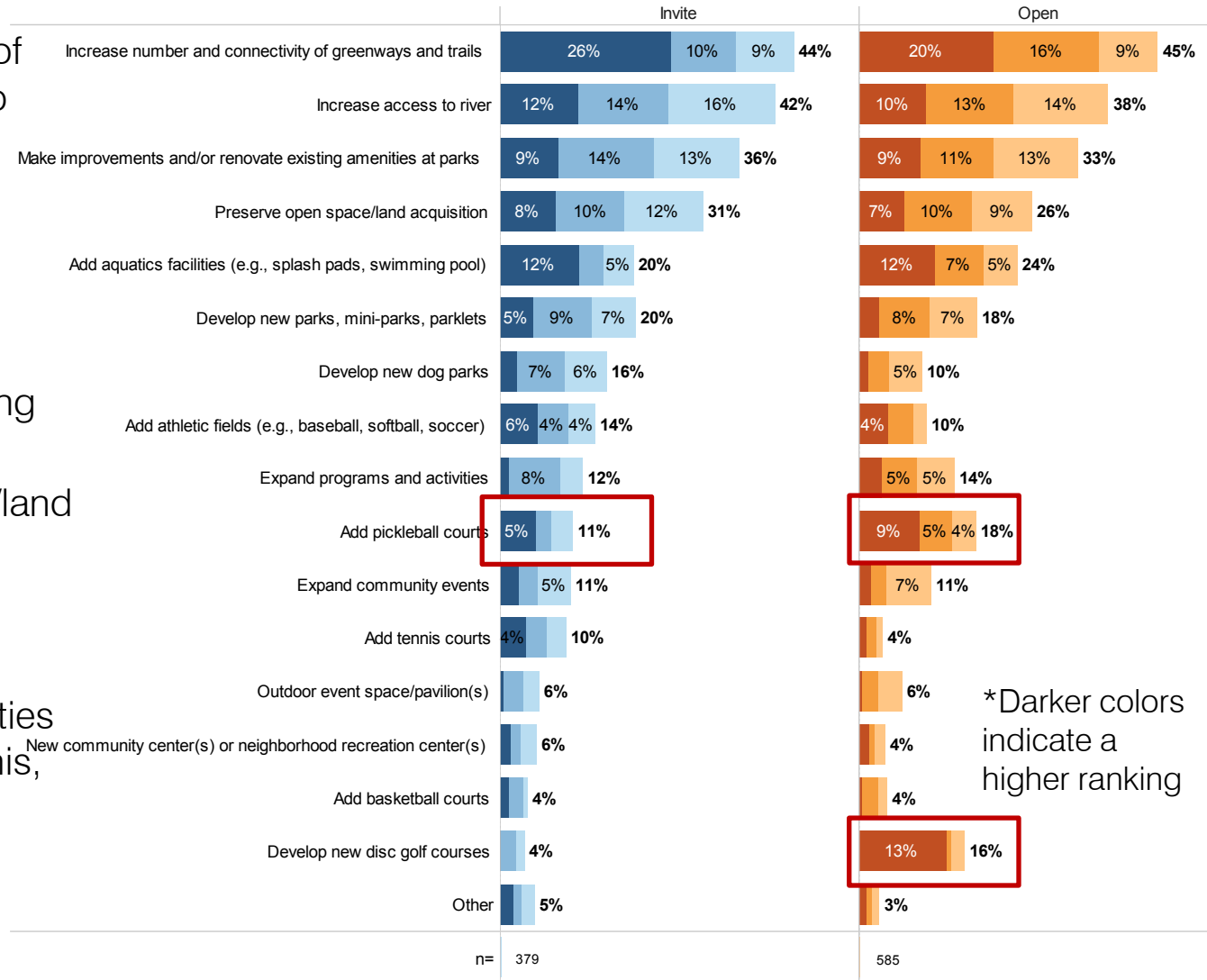
# Future Needs

## Most Important Needs:

1. Increasing the number of trails and connectivity to greenways
2. Increase river access
3. Renovation of existing facilities
4. Making improvements and/or renovating existing amenities at parks
5. Preserving open space/land acquisition

## Least Important Needs:

1. Specialized sports facilities and amenities (inc. tennis, and basketball courts)

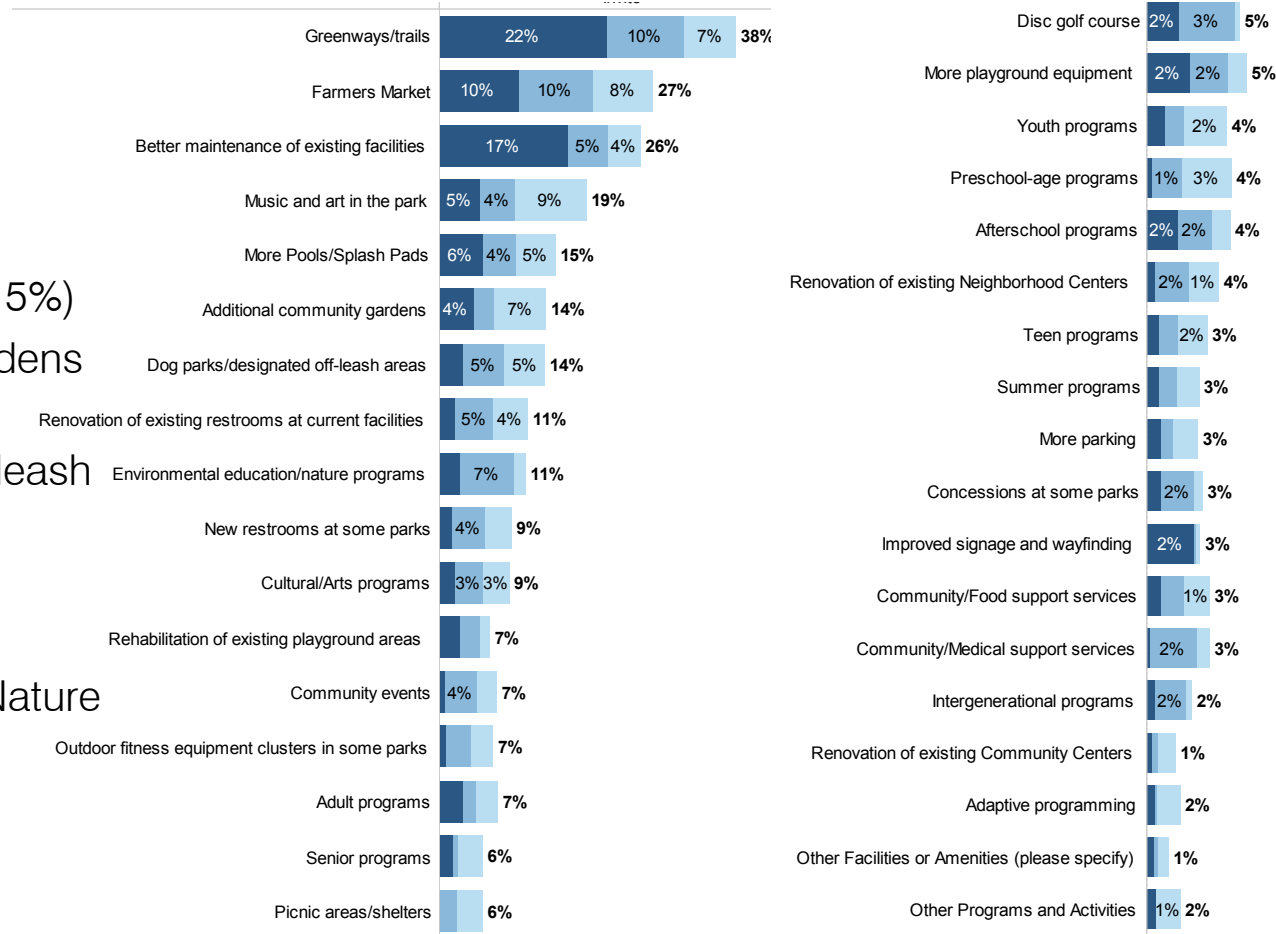


# Future Addition or Expansion Facilities & Programs

## Top Priorities in Rank Order:

1. Greenways & Trails (38%)
2. Farmers Market (27%)
3. Better Maintenance (26%)
4. Music & Art in Park (19%)
5. More Pools/Splash Pads (15%)
6. Additional Community Gardens (14%)
7. Dog Parks/Designated off-leash areas (14%)
8. Renovation of Existing Restrooms (11%)
9. Environmental Education/Nature Programs (11%)

\*Darker colors indicate a higher ranking

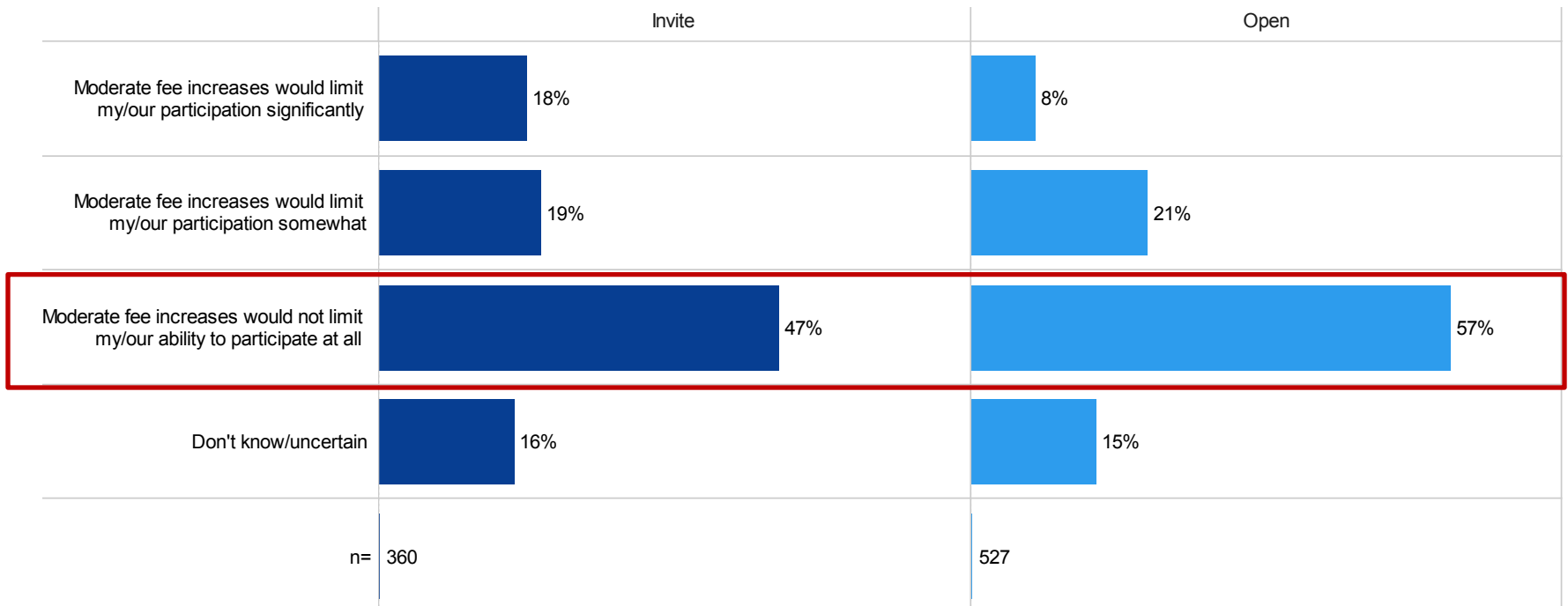


# Financial Choices



# Fees & Levels of Participation

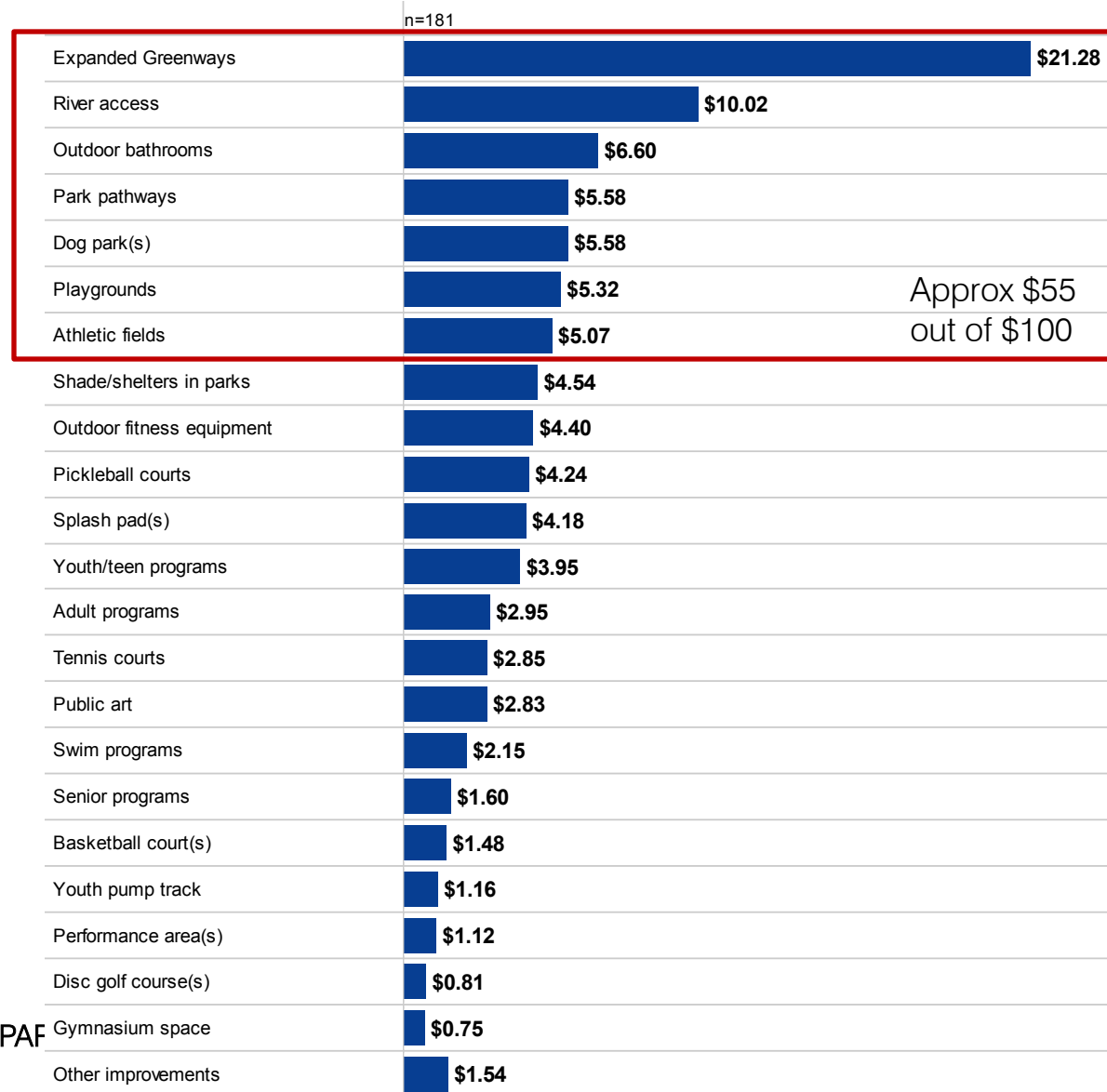
The largest share of respondents express that moderate fee increases would not limit participation at all Invite (47%) and Open link respondents (57%).



# Budget Allocation

Columbia respondents prefer to spend money on:

1. Expanding greenways
2. River Access
3. Outdoor Bathrooms
4. Park Pathways
5. Dog park(s)
6. Playgrounds
7. Athletic Fields
8. Pickleball and Disc golf  
*(open link)*



# Improvement Themes



# Improvement Themes



- Better Connectivity between Neighborhoods to Parks and the Riverfront
- More Accessible Parks (all ages, elderly and disabilities)



- Better Security Measures (more police presence & security cameras)
- More Lighting in Parks



- General Cleanliness & Better Maintenance of Existing Facilities
- Repair Restrooms
- Resurfacing Sports Courts
- Maintain Playgrounds
- Improved/ Maintained Landscaping & Natives

# Improvement Themes

## Park Amenities



- More Restrooms & Water Fountains
- More Splash Pads, Public Pools & Water Play Areas
- More Shaded Areas

## Recreation Activities & Facilities



- Expand Recreational options (more pickleball courts, disc golf courses, soccer and rugby fields)
- More community programs, classes & events in parks
- People want a wider range of recreational facilities and activities (include more pickleball courts, disc golf courses, and sports fields for various sports)

## Community Engagement & Communication



- Better community engagement is important, with suggestions for more effective communication about park programs, events, and opportunities for public input.

# Key Findings Summary & Preliminary Recommendations



# Key Findings Summary

- Respondents are frequent users of City of Columbia parks and recreation facilities.
- Community and neighborhood parks, greenways, and open space/natural areas are the most important facilities, but there is still room for improvement to meet needs of community.
- Most important to improve condition/maintenance of facilities (restrooms, parking, and shade).
- Increasing safety, security and lighting would increase park use.
- Respondents top priorities are greenways/trail connectivity, river access, the Farmers Market and better maintenance of existing facilities.
- The preferred communication methods include social media and the City's website/the internet.

# District 4

## Preliminary Recommendations

- Mays
  - Replace existing facility with Outdoor Bathrooms
  - Rehabilitate tennis courts
  - Improve lighting, pathways
  - Add pickleball & dog run
- Woodland Park
  - Develop Master Plan
  - Rehab tennis/pickleball courts & provide tennis wall
  - Provide shade shelter, bathrooms near playground, splash pad & dog run.
  - Renovate Facility - Athletic equipment, kitchen, young children's/specialty spaces

# District 4

## Preliminary Recommendations

- Hampton + Heathwood Parks
  - Develop Master Plan
  - Rehab Basketball & Playground (relocate at Heathwood),
  - Rehab tennis/pickleball
  - Assess trees & improve stormwater
  - Provide additional seating
  - Develop outdoor bathrooms and splash pad
  - Develop dog run
  - Improve paths, signage, & lighting
  - Increase parking (Heathwood)
  - Renovate Kitchen, Storage & Bathrooms (Hampton)
  - Add disc golf
  - Expand Facility Hours & Programming Options

# District 1

## Preliminary Recommendations

- Expand Facility Hours of Busby Street
- Provide Equipment + Bathrooms for Rentals at Eau Claire Print
- Outdoor Bathrooms at Elmwood
- Hyatt Park & Leroy Moss Comm. Ctr
  - Renovation/Expand – Floors, Kitchen, Storage, Teen Room
  - Expand programming options for Seniors & young adults
  - Renovate Outdoor Bathrooms/ Restroom Access
  - Playground Improvements
  - Walking Paths with measurable distances
  - Fencing along N. Main St.
  - Programming for Natural Areas

# District 1

## Preliminary Recommendations

- Lincoln
  - Walking Paths & Seating Areas
  - Dog Run
  - Disc Golf
- Marshall
  - Dog Run
  - Pickleball
  - Community Garden
  - Improved Parking & Landscaping
  - Outdoor Bathrooms
- Fairwold
  - Fitness Circuit
  - Outdoor Bathrooms
- Katy
  - Improved Parking & Landscaping
  - Public Art & Seating Areas
- NOMA Bark
  - Seating Areas & Shade Structures
- NOMA Garden
  - Improved Parking & Landscaping & Shade Structures

# District 1

## Preliminary Recommendations

- Greenview
  - Expand Programming for Seniors & Young Adults
  - Walking Paths
  - Improved Parking & Landscaping
  - Shade Structure & Misting Station
  - Expand/Renovate Facilities
  - Computer Room/Programming
  - Audit Pool
- Earlewood
  - Renovate Bathrooms & water fountain/bottle fillers
  - Improve disc golf, playgrounds & shade structures
  - Improve/add tennis/pickleball
  - Expand paths/exercise circuit
  - Develop environmental interpretation
  - Renovate amphitheater
  - Increase programming for Seniors & Young Adults

# District 3

## Preliminary Recommendations

- Doggie Park - Improve Amenities
- Melrose - Develop pathway
- Tyler - Improve field programming
- Isaac McClinton, Lester Bates, Realtors - Improve Playground
- Emily Douglass
  - Add Seating & Exercise Stations
  - Improve Dog Park & Irrigation
  - Upgrade Playground & Lighting
  - Expand Splash Pad Facility
  - Improve ADA Access
  - Provide trees/ pavilion
  - Renovate kitchen
- Hollywood Rose/Ben Arnold
  - Develop restrooms, splash pad & shade
  - Renovate ceiling/lighting
  - Improve ADA access
- Maxcy Gregg Park/Pool
  - Improve security
  - Develop exercise circuit
  - Expand parking & seating
  - Renovate pathways/monuments
  - Renovate locker/bathrooms
  - Expand lighting & signage
  - Improve connect to Blossom St.
  - Develop adult swim program

# District 3

## Preliminary Recommendations

- Owens Field
  - Improve seating & water fountains
  - Improve disc golf & signage
  - Expand parking
  - Develop splash pad
  - Provide trees/shade
  - Develop soccer field
  - Improve baseball fencing
- Rosewood
  - Improve pathways/ADA access
  - Develop exercise circuit
  - Provide restrooms
  - Improve erosion control
  - Rehab turf field
  - Develop splash pad
- Sims
  - Provide board games & exercise circuit
  - Renovate bathrooms, kitchen
  - Rehabilitate splash pad
  - Develop programming (end of year, tournaments)
  - Improve landscaping, lighting & shade
  - Develop pickleball & tennis courts
- South Edisto
  - Remove sand & expand playground
  - Renovate basketball courts & stage
  - Renovate kitchen
  - Develop adaptive rec programming
  - Expand parking
  - Improve community gardens
  - Develop computer lab/rental facility

# District 2

## Preliminary Recommendations

- Allstar's
  - Renovate bathroom
  - Improve playground
  - Provide park lighting
- Boyd Plaza
  - Renovate stage & amphitheater
- Coble Plaza
  - Provide picnic shelters
  - Provide board games
- EB Sessions & Gist St
  - Develop pathway network
  - Provide seating
- Esplanade
  - Renovate stage & amphitheater
- Finlay Park
  - Provide connection to Vista
  - Develop Concert Series
  - Develop Rte 126 connection
  - Increase public outreach
- Drew Splash Pad & Drew Well
  - Improve splash pad, playground & seating
  - Renovate basketball courts
  - Renovate bathrooms & kitchen
  - Improve greenspace/field/pathways
  - Replace entry system
  - Expand morning hours
  - Expand access to weights
  - Provide add. Pickleball (hours/court)

# District 2

## Preliminary Recommendations

- Granby
  - Renovate bridge
  - Improve/expand disc golf
  - Expand boat access & parking
- Lincoln St Tunnel
  - Develop connection to Vista
- Lorick, Pinehurst, MLK
  - Renovate bathrooms & gym
  - Improve playground & outdoor courts
- Saluda
  - Provide connection to Canal Riverfront
  - Develop restrooms
- St. Anna's/ Anna Mae Dickson
  - Improve accessible route to park
  - Remove building
- TS Martin
  - Provide higher outfield fence
  - Provide additional bleachers
  - Develop community gardens
- Memorial
  - Develop Park Master Plan
  - Replace Fencing/ Netting
  - Replace Irrigation, Lighting & Scoreboards
  - Improve pathway system & shade
  - Renovate bathrooms/building
- Page Ellington
  - Improve splash pad & playground
  - Expand amphitheater

# District 2

## Preliminary Recommendations

- Riverfront
  - Expand Greenway & access
  - Widen pathways
  - Renovate bridge & restrooms
  - Improve playground
  - Develop exercise circuit
  - Improve access road & water access
  - Improve signage & security
- Columbia Arts Center
  - Evaluate parking options
  - Increase staffing/stewardship
  - Replace/add kilns
  - Create unified branding for programs
  - Replace chairs/ stools
- James E. Clyburn Golf
  - Replace hitting mats
  - Expand building for indoor activities
  - Develop partnerships teams/groups
- Katherine M. Bellfield
  - Provide playground
  - Expand parking areas
  - Expand technology
  - Provide shade/trees
  - Create unified branding and marketing to increase program awareness
- Columbia Tennis Center
  - Renovate courts
  - Renovate building
  - Provide vending/ice machines
  - Provide trees/shade

# master planning process

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- Community Input
  - Focus Group
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- Inventory & Level of Service Analysis of Programs, Facilities & Parks
- Trends and Demographics
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# Thank you for your time!

## Questions & Discussion

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INTERIM DIRECTOR OF PARKS & RECREATION

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