



2024-2029 Parks, Recreation and Open Space Master Plan

TOWN OF CAROLINA BEACH
TOWN COUNCIL MEETING
APRIL 9, 2024

Reasons/Purposes for Updating the Parks, Recreation and Open Space Master Plan

- ASSESS, ANALYZE, AND EVALUATE THE STATUS OF THE CURRENT PROVISION OF LOCAL COMMUNITY PARKS, RECREATION, AND OPEN SPACE PROGRAMS, SERVICES, EVENTS, CAMPS, ACTIVITIES, FACILITIES, AREAS, AND PARKS
- STIMULATE AN OPEN PUBLIC DISCUSSION OF PRESENT AND FUTURE NEEDS FOR COMMUNITY PARKS, RECREATION, AND OPEN SPACE PROGRAMS, SERVICES, EVENTS, CAMPS, ACTIVITIES, FACILITIES, AREAS, AND PARKS
- ESTABLISH A PLAN OF ACTION FOR FUTURE GROWTH, DEVELOPMENT AND IMPLEMENTATION OF COMMUNITY PARKS, RECREATION, AND OPEN SPACE PROGRAMS, SERVICES, EVENTS, CAMPS, ACTIVITIES, FACILITIES, AREAS, AND PARKS
- SATISFY THE “NEEDS ASSESSMENT AND IDENTIFICATION” REQUIREMENTS FOR FUTURE STATE AND FEDERAL GRANT FUNDING OPPORTUNITIES

THE FINAL PRODUCT OF THE PARKS,
RECREATION, AND OPEN SPACE MASTER
PLAN PROCESS *IS NOT A FINANCIAL
DOCUMENT BUT A LIVING DOCUMENT*
THAT PROVIDES THE TOWN OF CAROLINA
BEACH AND THE PARKS AND RECREATION
DEPARTMENT *A VIABLE BLUEPRINT
AND PLAN OF ACTION TO GUIDE THE
FUTURE ORDERLY GROWTH AND
DEVELOPMENT* OF THE COMMUNITY'S
COMPREHENSIVE PARKS, RECREATION,
AND OPEN SPACE DELIVERY SYSTEM

2024-2029 Parks, Recreation and Open Space Master Plan Needs Assessment Process

- 1) Meeting with Parks and Recreation Advisory Committee—7 November 2022
- 2) Meeting with Parks and Recreation Department Staff—4 May 2023
- 3) Public Meetings/Forums
 - 30 March 2023 (Carolina Beach Recreation Center) - 14 participants
 - 18 April 2023 (Mike Chappell Park) - 31 participants
 - 27 April 2023 (Carolina Beach Recreation Center) - 8 participants
- 4) Individual Interviews (4 individuals)
- 5) Focus Group (8 individuals)—20 February 2023
- 6) Needs Assessment Survey—1 March – 15 May 2023
- 7) Consultant Inspections, Analysis and Evaluations—1 August 2022 – 1 September 2023

Needs Assessment Survey Highlights

- 903 Total Responses – STATISTICALLY ACCURATE AND VALID—11% Response Rate
- 73.75% of the Respondents responded “YES” to the question: Do you reside within the Town of Carolina Beach town limits and pay Town of Carolina Beach property taxes
- 42.25% of the Respondents responded “I have lived at least 10 years within the Town of Carolina Beach
- 38.52% of the Respondents were Male and 61.48% were Female
- 40.12% of the Respondents responded “Couple with Children at Home” best described their Household

Needs Assessment Survey Highlights, Continued

Top 5 Programs/Services/Events/Activities most participated in during the past 12 months:

- ✓ Carolina Beach Market at the Lake
- ✓ Summer Fireworks at the Boardwalk
- ✓ Summer Concert Series at the Boardwalk
- ✓ Accessible Walkway on Beach at the Boardwalk
- ✓ Holiday Market

PROGRAM/SERVICE	%
Carolina Beach Market at the Lake	80.38%
Summer Fireworks at the Boardwalk	73.54%
Summer Concerts Series at the Boardwalk	53.54%
Accessible Walkway on Beach at the Boardwalk	51.38%
Holiday Market	49.49%

Needs Assessment Survey Highlights, Continued

Top 5
Programs/Services/Events/Activities
respondents would like to see offered in
the future:

- ✓ Biking Opportunities
- ✓ Adult Exercise Classes
- ✓ Swimming Lessons
- ✓ Pickleball League
- ✓ Disc Golf

PROGRAM/SERVICE	%
Biking Opportunities	26.35%
Adult Exercise Classes	22.22%
Swimming Lessons	21.08%
Pickleball League	20.51%
Disc Golf	19.94%

Needs Assessment Survey Highlights, Continued

Top 5 most frequently visited Town of Carolina Beach Recreational Facilities/Areas/Parks during the last 12 months:

- ✓ Carolina Beach Boardwalk
- ✓ Lake Park
- ✓ Island Greenway System
- ✓ Mike Chappell Park
- ✓ Carolina Beach Recreation Center

FACILITY/AREA/PARK	%
Carolina Beach Boardwalk	93.48%
Lake Park	76.38%
Island Greenway System	75.94%
Mike Chappell Park	71.88%
Carolina Beach Recreation Center	62.46%

Needs Assessment Survey Highlights, Continued

Top 5 Recreational Facilities/Areas/Parks respondents would you like to see offered in the future:

- ✓ Bike Lanes
- ✓ Sidewalks/Pedestrian Lanes
- ✓ Indoor Swimming Pool
- ✓ Public Restrooms
- ✓ Hiking Trails/Paths

FACILITY/AREA/PARK	%
Bike Lanes	46.86%
Sidewalks/Pedestrian Lanes	33.69%
Indoor Swimming Pool	33.23%
Public Restrooms	29.86%
Hiking Trails/Paths	29.10%

Needs Assessment Survey Highlights, Continued

- SUPPORT FOR FUNDING SOURCES
 - GRANTS
 - PRIVATE SOURCES
 - BONDS
 - PROPERTY TAX INCREASE

FUNDING SOURCE	%
GRANTS	83%
PRIVATE SOURCE	72%
BONDS	53%
PROPERTY TAX INCREASE	30%

Needs Assessment Survey Highlights, Continued

- **85.72% of Survey Respondents** agree that the **VARIETY** of the programs, services, events, camps, and activities offered by the Town of Carolina Beach Parks and Recreation Department is appropriate
- **90.58% of Survey Respondents** agree that the **QUALITY** of the programs, services, events, camps, and activities offered by the Town of Carolina Beach Parks and Recreation Department is appropriate
- **82.59% of Survey Respondents** are satisfied with that the **QUALITY** of the facilities, areas, and parks provided by the Town of Carolina Beach Parks and Recreation Department
- **57.62% of Survey Respondents** believe the Town of Carolina Beach is **bike friendly/a safe place to bike**

Needs Assessment Survey Highlights, Continued

- **56.49% of Survey Respondents** believe Carolina Beach is **pedestrian friendly/a safe place to walk**
- **68.29% of Survey Respondents** believe the Town of Carolina Beach is an **accessible place for persons with disabilities and other special needs**
- **65.83% of Survey Respondents** believe the **existing facilities, areas, and parks provided by the Town of Carolina Beach Parks and Recreation Department meet the needs of the members of their household**
- **77.54% of Survey Respondents** believe the **existing programs, services, events, camps, and activities provided by the Town of Carolina Beach Parks and Recreation Department meet the needs of the member of their household**
- **90.27% of Survey Respondents** believe it is **important the Town of Carolina Beach Parks and Recreation Department provides new and/or improved recreational facilities, areas, and parks in the future**

Needs Assessment Survey Highlights, Continued

- When asked “Whether the programs, services, events, camps, activities, facilities, areas, and parks provided by the Parks and Recreation Department meet your needs and the needs of the members of your household,” **94% of the respondents gave the Department an overall grade of Average, Good or Excellent!**

RATING	%
POOR	01.26%
FAIR	04.90%
AVERAGE	19.43%
GOOD	56.24%
EXCELLENT	18.17%

Needs Assessment Survey Highlights, Continued

- When asked “What would it take to raise your overall rating to at least “Good,” the top seven (7) responses were: **Dedicated Safe Bike Paths and Lanes; Dedicated Safe Pedestrian Sidewalks and Crosswalks; a Pool/Aquatic Facility; Additional and Improved Program Variety and Quality; Dedicated Sand/Beach Volleyball Courts; an Expanded/Updated/New Recreation Facility; and Improved Parking**

RANKING	RESPONSE
1	Bike Paths/Lanes
2	Sidewalks/Crosswalks
3	Pool/Aquatic Facility
4	Improved Program Variety and Quality
5	Sand/Beach Volleyball Courts
6	New/Recreation Facility
7	Improved Parking

Needs Assessment Survey Highlights, Continued

- When asked “If you could tell the Parks and Recreation Department ONE thing they need to do better, or ONE facility, area or park they need to add,” the top ten (10) responses were:
 - (1) **Provide a Safe and Comprehensive System of Dedicated Pedestrian, Bike and Non-Motorized Vehicular Movement in and around the Town that includes Sidewalks, Crossovers, Crosswalks, Walking Lanes/Paths, Bike Lanes/Paths/Trails, Walking and Biking Programs and Expand the Island Greenway System**
 - (2) **Construct and Operate a Community Pool**
 - (3) **Construct Dedicated Pickleball Courts**
 - (4) **Construct Dedicated Beach/Sand Volleyball Courts**
 - (5) **Construct and Operate a New, Improved and Expanded Multi-Purpose Community Recreation Center**

Needs Assessment Survey Highlights, Continued

- 6) Construct, Operate, and Maintain a Tournament Level Disc Golf Course**
- 7) Address the Parking Issues Particularly in the Boardwalk Area, at Lake Park, and at Mike Chappell Park**
- 8) Address Concerns over Facility, Area, and Park Maintenance Particularly on the Boardwalk, at the Recreation Center, at Lake Park, and in Existing Park Restrooms**
- 9) Construct and Operate a Splash Pad**
- 10) Construct and Operate Public Restroom Facilities Particularly on the Boardwalk, at McDonald Park, at Mike Chappell Park and at Lake Park**

Needs Assessment Survey Highlights, Continued

- **When asked to “Please state any additional improvements/enhancements to current Parks and Recreation Department programs, services, events, camps, activities, facilities, areas, and parks that would improve/enhance your overall parks and recreation experience,” the top responses were:**
 - 1) Provide a Safe and Comprehensive System of Dedicated Pedestrian, Bike and Non-Motorized Vehicular Movement in and Around the Town of Carolina Beach that Includes Sidewalks, Crossovers, Crosswalks, Walking Lanes, Walking Paths, Bike Lanes, Bike Paths, Bike Trails, Walking Programs and Biking Programs and Expand the Island Greenway System**
 - 2) Construct and Operate a Community Pool**
 - 3) Construct Dedicated Pickleball Courts**
 - 4) Address the Parking Issues Particularly in the Boardwalk Area, at Lake Park, and at Mike Chappell Park**
 - 5) Address Concerns over Facility, Area, and Park Maintenance Particularly on the Boardwalk, at the Recreation Center, at Lake Park, and in Existing Park Restrooms**

Needs Assessment Survey Highlights, Continued

- 6) Construct Dedicated Beach/Sand Volleyball Courts**
- 7) Construct and Operate Public Restroom Facilities Particularly on the Boardwalk, at McDonald Park, at Mike Chappel Park, and at Lake Park**
- 8) Construct and Operate a New, Improved and Expanded Multi-Purpose Community Recreation Center**
- 9) Construct and Operate a Tournament Level Disc Golf Course**
- 10) Construct and Operate a Splash Pad**

RECOMMENDATION HIGHLIGHTS/TAKEAWAYS

❖ THE CITIZENS WANT:

1. **A Safe and Comprehensive System of Dedicated Pedestrian, Bike and Non-Motorized Vehicular Movement to include an Expanded Island Greenway System**
2. **The Construction, Operation, and Maintenance of a new and comprehensive Multi-Purpose Recreation Center and Fitness Complex with an Indoor Swimming Pool**
3. **Dedicated Pickleball and Sand/Beach Volleyball Courts**
4. **Additional Public Restroom Facilities**
5. **Improved Public Parking at Parks and Recreation Facilities, Areas, and Parks, particularly at the Boardwalk Area, Lake Park and Mike Chappell Park**