



**STARR WHITEHOUSE**  
Landscape Architects  
and Planners PLLC

# Lakebottom Park | Public Survey

Trees Columbus  
Columbus, GA

08.11.2021



# **SURVEY FORMAT**

## **ORGANIZED INTO 3 CATEGORIES:**

- 1. USERSHIP AND ACCESS**
- 2. PROGRAMMING**
- 3. NATURAL RESOURCES/AESTHETICS**

## **CONSISTED OF 30 QUESTIONS IN A VARIETY OF FORMATS, INCLUDING:**

- 1. FILL IN THE BLANK**
- 2. SHORT ANSWER**
- 3. MULTIPLE CHOICE/SELECTION**
- 4. YES/NO**
- 5. VISUAL PREFERENCE**

## **CONDUCTED ONLINE USING SURVEY MONKEY AND STAYED LIVE FOR TWO WEEKS**

# **SURVEY ROLLOUT**

**SURVEY WAS ROLLED OUT WITH  
COMPREHENSIVE PR STRATEGY DEVELOPED  
WITH THE ASSISTANCE YALLA PR, AND  
ADVERTISED WIDELY USING:**

- 1. PRESS CONFERENCE AND RELEASE**
- 2. LOCAL TV NEWS**
- 3. SOCIAL MEDIA**
- 4. PRINT MEDIA**
- 5. WORD OF MOUTH**
- 6. SIGNS/FLYERS**



# USERSHIP/ACCESS



An aerial photograph of a park. In the center is a large green field with a red running track around it. To the right of the track is a baseball field with a brown infield. Further right are two tennis courts. The park is surrounded by lush green trees and a paved road runs along the right side. The sky is clear and blue.

# USERSHIP SUMMARY

**2,374** TOTAL SURVEY RESPONDENTS

**82%** COMPLETION RATE FOR A TOTAL OF  
NEARLY **3,000** CLICKS

**91.2%** OF RESPONDENTS **LIVE IN  
COLUMBUS**

**70.77%** OF RESPONDENTS VISIT THE  
PARK **AT LEAST ONCE A WEEK**

THE PARK IS USED **EVERYDAY**  
AT **ALL TIMES** OF DAY  
BY PEOPLE OF **ALL AGES**.

**91.5%** OF RESPONDENTS FEEL THAT THE  
PARK IS **EASILY ACCESSIBLE**

# MAP OF RESPONDENTS

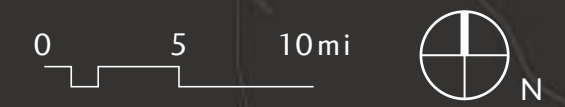
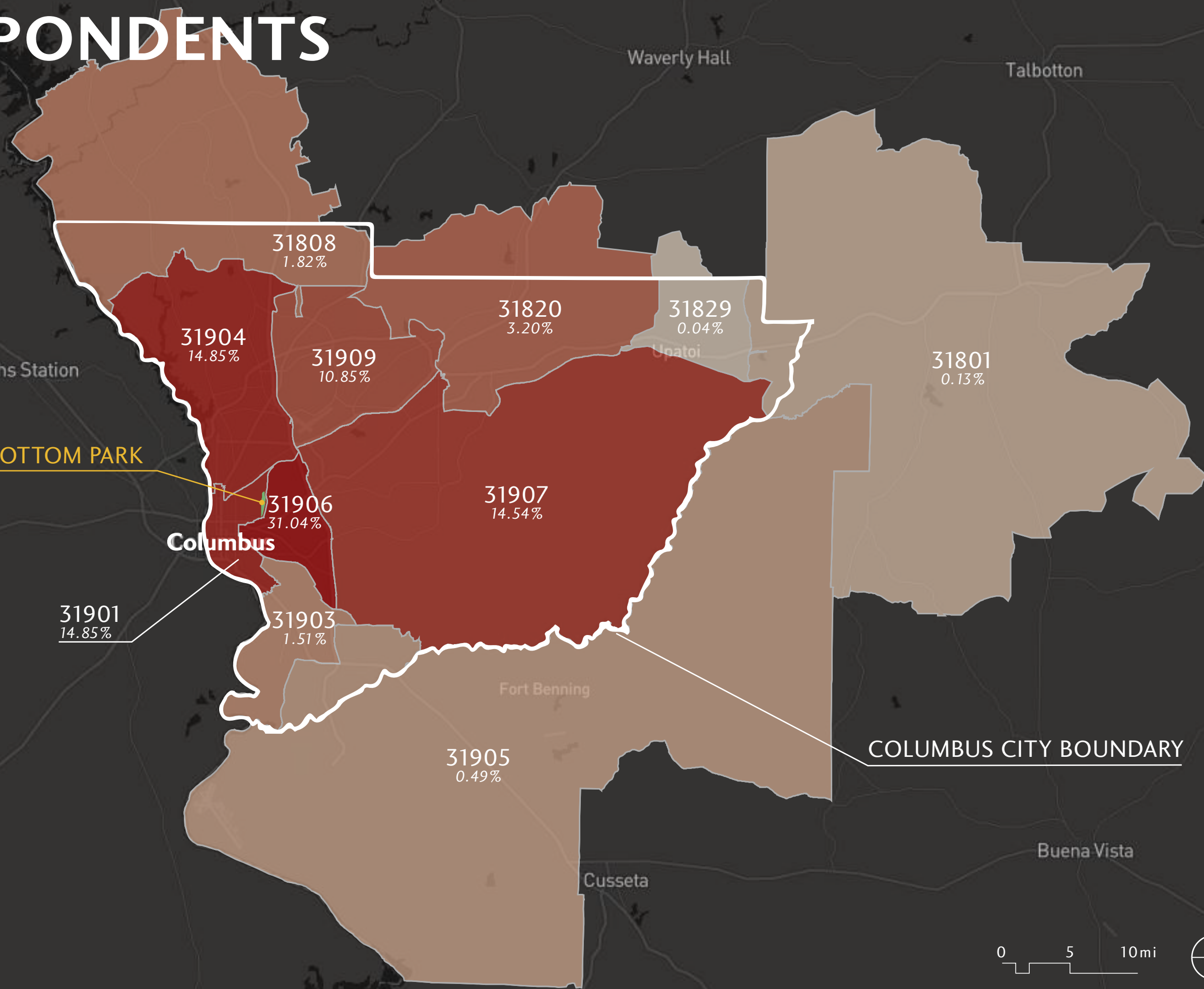
LAKE BOTTOM PARK

Columbus

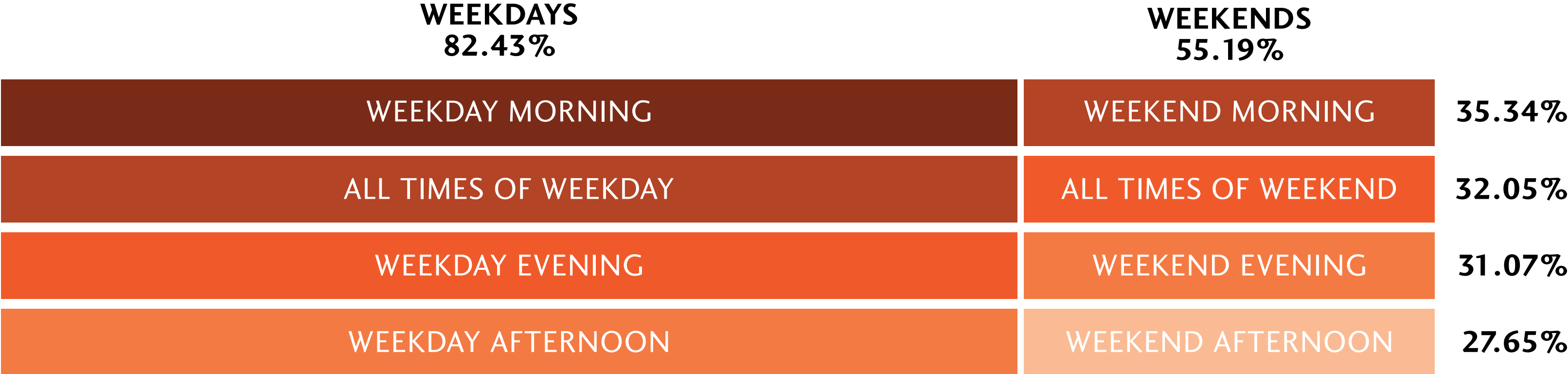
COLUMBUS CITY BOUNDARY

COLUMBUS RESIDENTS  
91.20%

NON-RESIDENTS  
8.80%



# WHEN DO YOU VISIT?



# HOW OFTEN DO YOU VISIT?



**70.78% (1,680 PEOPLE)  
VISIT THE PARK WEEKLY**

KEY  
LESS
MORE

# ENTRY POINTS

19.38%  
From 18th Avenue or  
Garrard Street near the  
playgrounds

11.54%  
Along 18th Avenue near the track

21.64%  
From or near the High School  
along Cherokee Avenue

Other: 5.20%

5.58%

6.22%

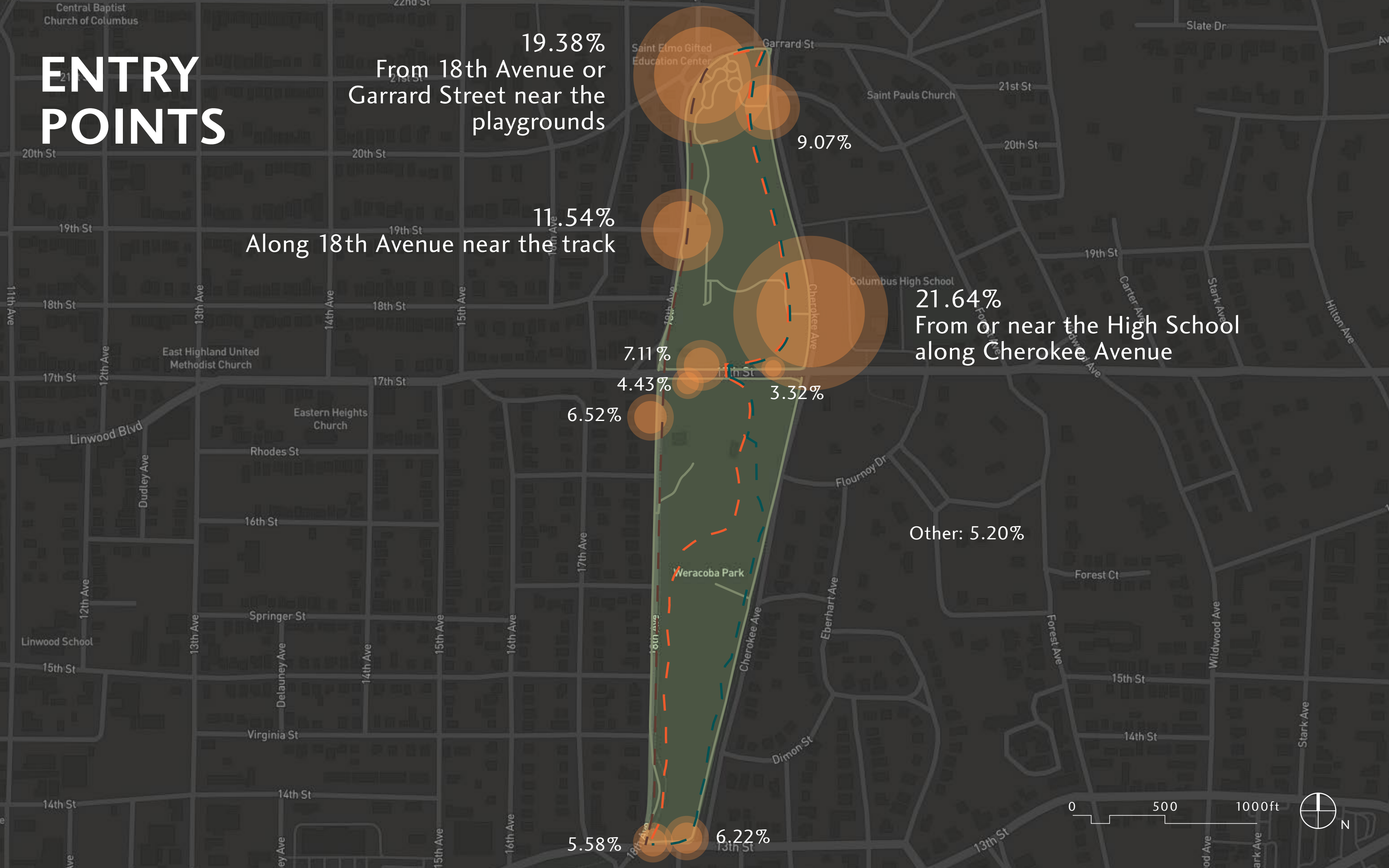
9.07%

7.11%

4.43%

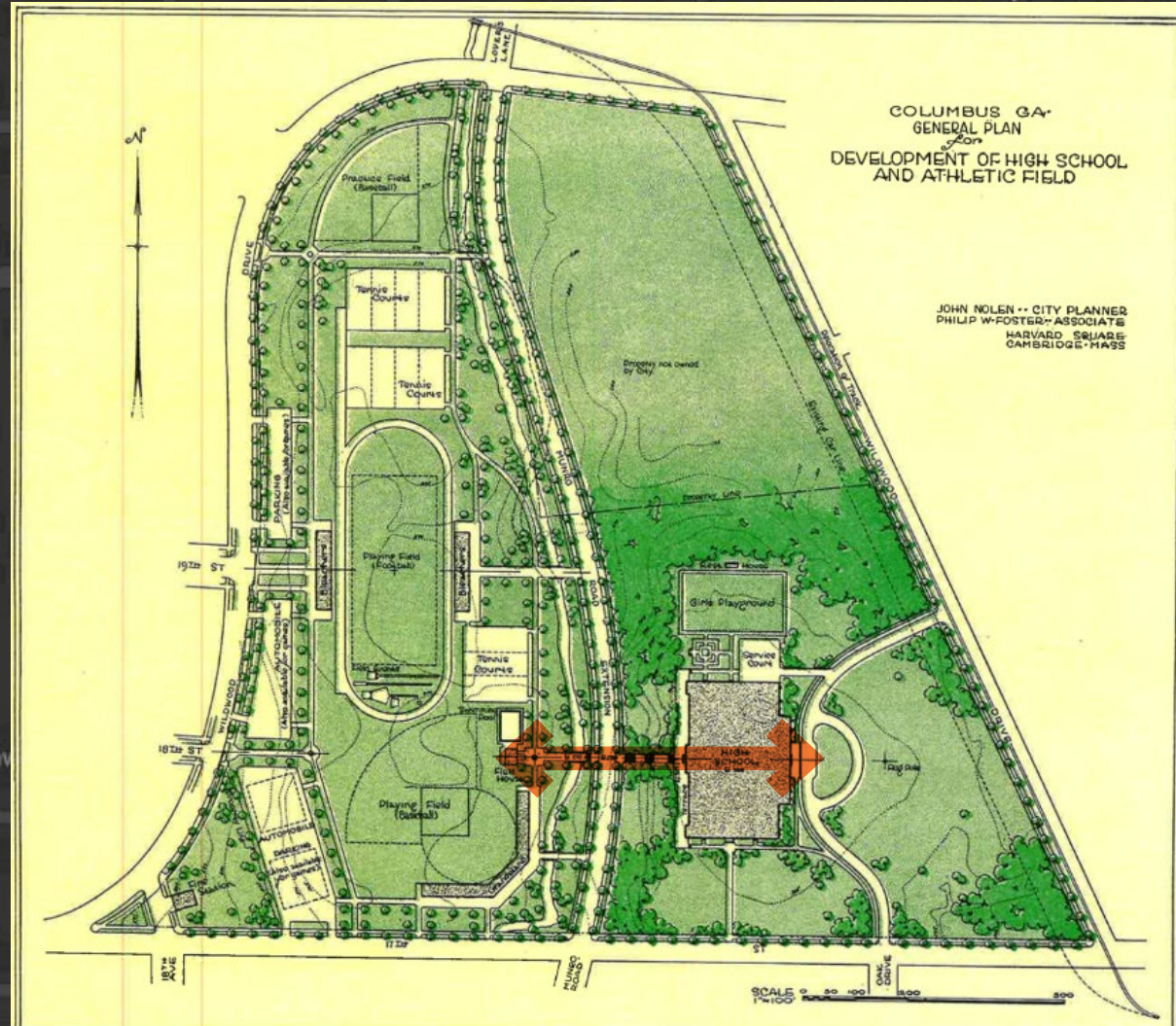
6.52%

3.32%





# ENTRY POINTS



SOURCE: NOLAN CITY PLAN, 1926



# HOW DO YOU CURRENTLY GET TO THE PARK?



75.17%  
BY CAR



23.34%  
ON FOOT



1.36%  
BY BIKE



0.13%  
BY TRANSIT

# WOULD A DRAGONFLY TRAIL ENCOURAGE YOU TO VISIT...



# THE DRAGONFLY TRAIL AT LAKEBOTTOM

HOW WOULD YOU USE THE DRAGONFLY TRAIL IF IT CONNECTED TO LAKEBOTTOM PARK?

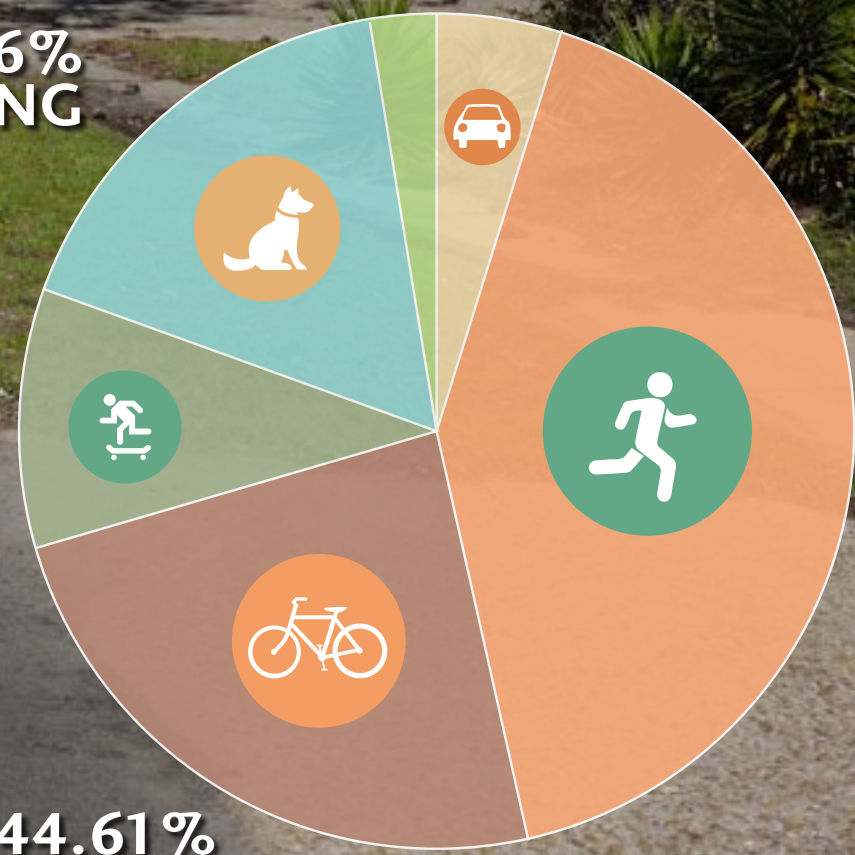


4.54% OTHER  
9.12% TRANSPORTATION  
32.16% DOG WALKING

19.05% RECREATION

44.61% BICYCLING

78.23% WALKING/  
JOGGING/  
FITNESS



# WHY IS LAKEBOTTOM PARK SPECIAL TO COLUMBUS?

“It is truly the **central gathering place** of our community, offering great recreational amenities as well as open green space to just be.”

“It **brings everyone together** in one place. Through Lakebottom, the community is reflected and able to see its own value through experiencing life!”

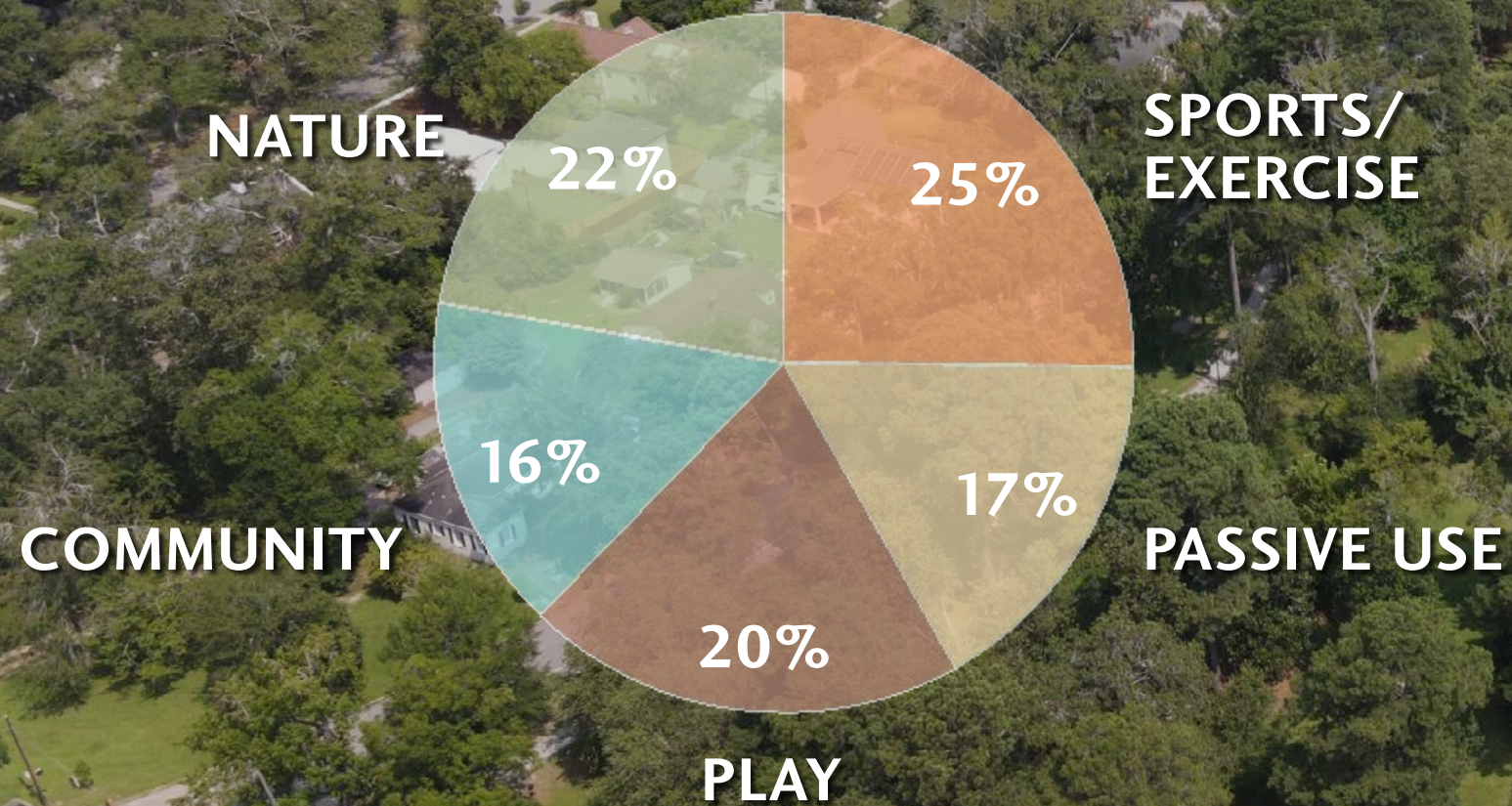
“I love that the park serves people from all walks of life! Lakebottom Park is the **most diverse location in Columbus!**”

“It’s a vibrant and active park. Lakebottom is **inviting to all** especially for exercise, leisure, or youth sports.”

“I love Lakebottom because it offers so many ways to enjoy the outdoors and be with a **wide swath of folks** that live in Columbus.”

# WHY IS LAKEBOTTOM PARK SPECIAL TO COLUMBUS?

OF THE **1,870 RESPONDENTS** TO THIS QUESTION, NEARLY ALL RESPONSES CAN BE CATEGORIZED INTO **5 KEY CATEGORIES**



# PROGRAMMING



A young boy in a blue baseball uniform is captured in the middle of a swing on a baseball field. He is wearing a blue cap and white pants. In the background, a chain-link fence separates the field from a group of spectators sitting on bleachers. The spectators include men, women, and children, some wearing sunglasses and casual clothing. The scene is set outdoors on a sunny day with green grass and a dirt infield.

## EXERCISE/SPORTS (25%)

*“It’s a great place for so many outdoor activities. I love running around the park, walking my dogs, playing tennis, and using the grassy areas for various other activities. It is a hub for exercise and sports which I greatly appreciate.”*

### **MOST NOTABLE FEATURES:**

- WALKING PATH
- TRACK
- TENNIS
- PEACH LEAGUE



## NATURE (22%)

*“It’s a beautiful, wonderful park. The tree canopy is beautiful. I consider it one of the city’s landmarks.”*

### **MOST NOTABLE FEATURES:**

- TREE CANOPY
- CREEK





## PLAY (20%)

*“When my boys were little we used to go pretty regular. They would play and play for hours there. Meeting and playing with the other children was a blessing.”*

### **MOST NOTABLE FEATURES:**

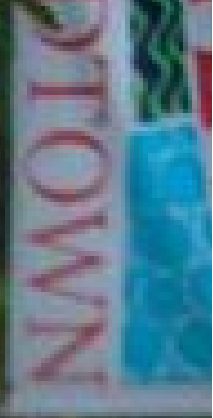
- PLAYGROUND
- LARGE GRASSY AREAS

# PASSIVE USE (17%)

*“Lakebottom is a large green space that boosts our ecosystem while boosting the mental and physical wellness of the community.”*

## **MOST NOTABLE FEATURES:**

- STROLLING
- DOGWALKING
- MEET-UPS
- PEOPLE WATCHING



# COMMUNITY (16%)

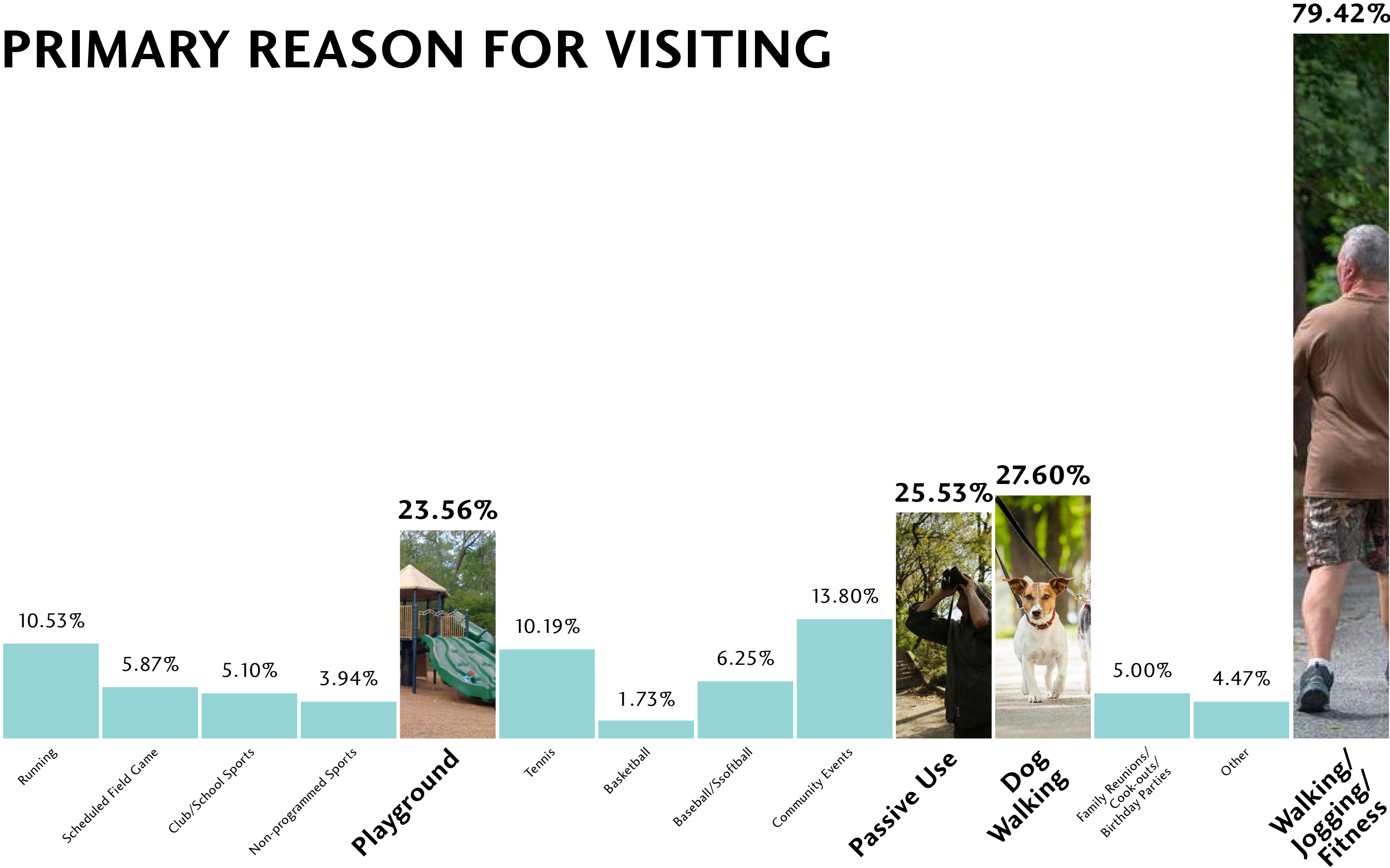
*“Lakebottom is one of the only spaces in town where you see people of all ethnicities, creeds, and socio-economic statuses come together. It’s our park - and we greet each other with a smile or a hello. It is a gem and I look forward to the furthering of its impact.”*

## **MOST NOTABLE FEATURES:**

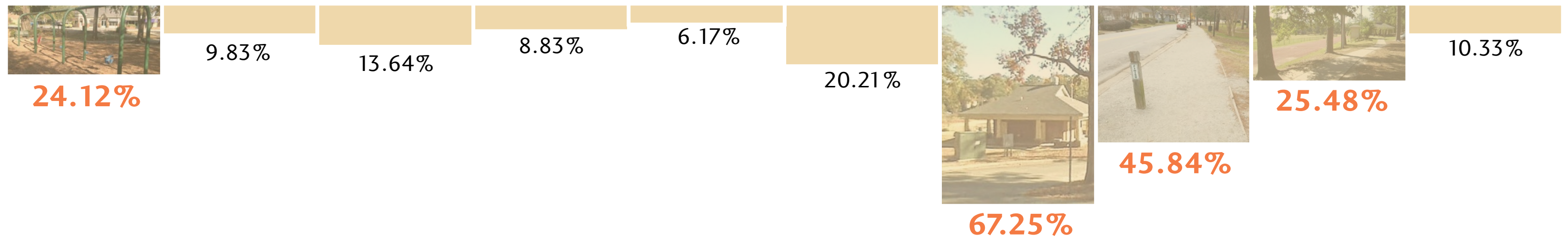
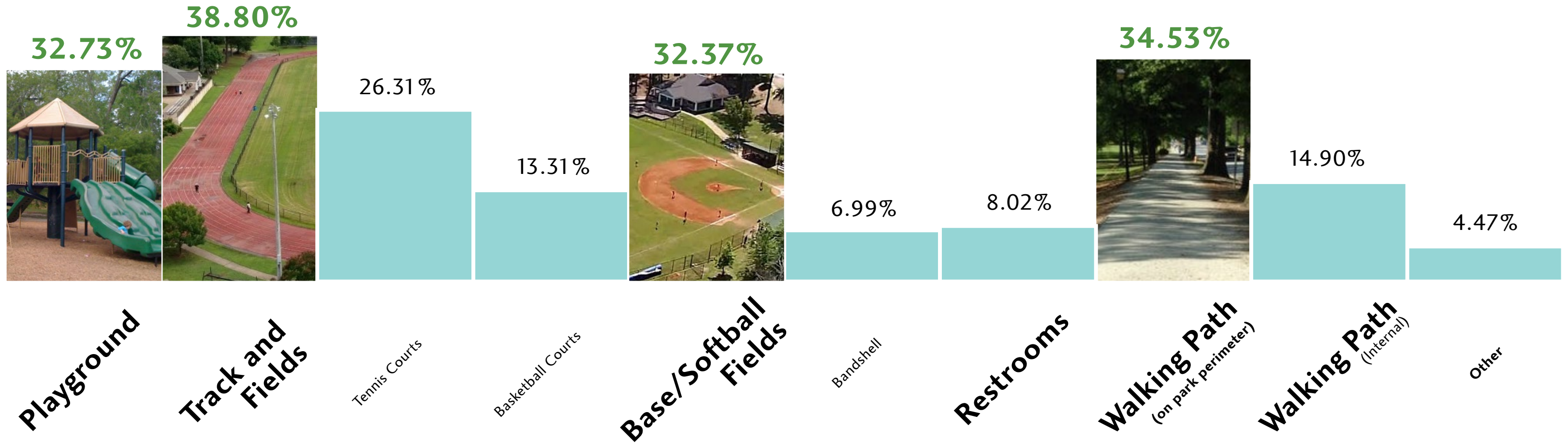
- HISTORICAL RELEVANCE
- DIVERSITY
- SAFETY
- COMMUNITY EVENTS



# PRIMARY REASON FOR VISITING



# MOST SUCCESSFUL PARK FACILITIES



# LEAST SUCCESSFUL PARK FACILITIES

# MOST DESIRED NEW ACTIVITIES

22.65%



**DOG PARK**

15.17%



**LIVE ENTERTAINMENT**

12.64%



**SPLASH PAD/ PLAY AREAS**

11.73%



**PASSIVE USE**

11.73%



**MULTI-PURPOSE FIELDS/SPORTS**

- OTHER RESPONSES**
- 8.39% FOOD TO PURCHASE
  - 7.28% TRASH CANS/WATER BOTTLE STATION
  - 6.27% BIKING/BIKE TRAILS
  - 5.56% FITNESS AREA
  - 1.42% EDUCATIONAL ACTIVITIES
  - 1.01% SWIMMING

# MOST DESIRED PROGRAMMED EVENTS

69.13%



FARMER'S MARKET

66.28%



MUSIC PERFORMANCES

52.45%



FOOD & BEVERAGE FESTIVALS

44.06%



ARTS & CRAFTS FAIRS

23.78%



PUBLIC ART

## OTHER RESPONSES

17.73% THEATER/DANCE

17.33% EDUCATIONAL PROGRAMS

14.64% YOUTH CAMPS

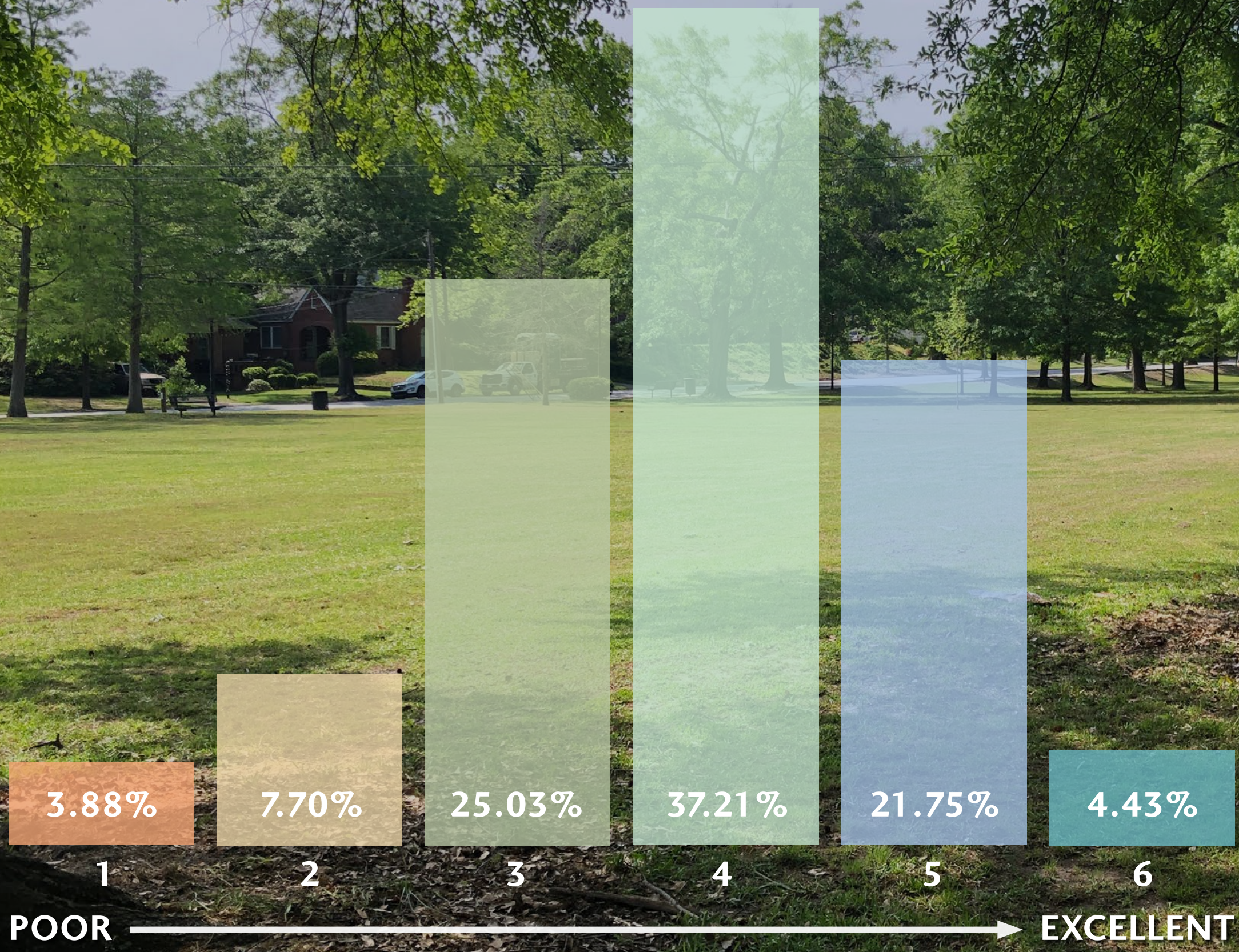
10.39% PRO SPORTS (SOCCER)

**NATURAL  
RESOURCES/  
AESTHETICS**





# RATE THE UP-KEEP OF THE PARK



**ABOVE AVERAGE:  
63.39%**  
**AVERAGE RATING:  
3.79**

**1** **2** **3** **4** **5** **6**  
**POOR** **EXCELLENT**

# THE TREE CANOPY

Walking Path Big  
Creek  
Open Space  
Tree  
Shade  
Wildlife  
Green  
Nature Grass Lawn Beauty Want Canopy People

**70%** OF RESPONDENTS THINK THAT THE TREE CANOPY IS THE **BEST** NATURAL FEATURE OF THE PARK.

**30%** OF RESPONDENTS EXPRESS **CONCERN** OVER THE LONGTERM HEALTH OF THE CANOPY.

# THE CREEK

Way Children Run Make out Overgrown Run Feature Attract Time  
Fine Easy Park Fun Unshare re Kept  
Etc Help Park Low End Unit Maintenance  
Close Over Made Really Good Cleaned Done Down Never Fish  
Near Always Grass Low Work Keep Agg Cop Son  
Neglect Dirty Full Idea Flow Wouldn't Rain Part Tide Don  
Above Near Through Point Ditch Wouln't Turtle Take  
City Cleanse Not think With  
Even Want Conzels Attention Access Sad Very Nature  
Along Day For gotten Place  
Seen Swim Paid Visit Tree Past Walk  
Life Believe Asset Well Little Great Sure  
Much Love Bank Around Trash  
Play Beauty Water Improv  
Kid Litter Area Pretty Care Allow Worry Night  
Dog Still Such Well Landscape erodion Soil Yr  
Ok st Litterase Sally  
Now Bridge Appoar gra beed Italy u m  
Through Seem Feel People Better Add One  
Side

**93%** OF RESPONDENTS **DO NOT** ACTIVELY USE THE CREEK.

**31%** OF RESPONDENTS CONSIDER THE CREEK THE **BEST** NATURAL FEATURE IN THE PARK.

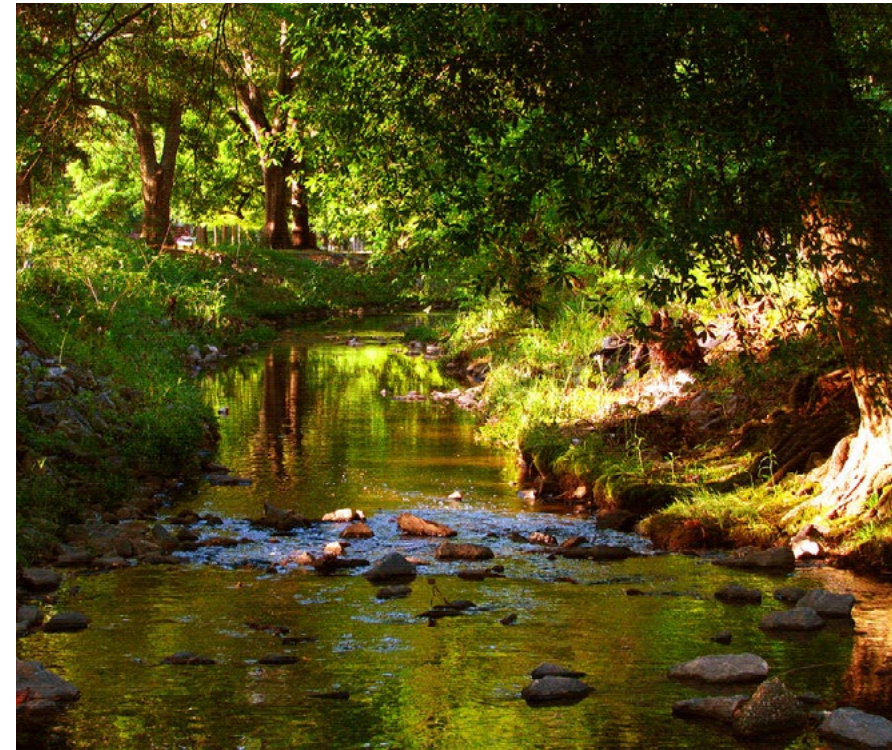
**46%** OF RESPONDENTS WOULD LIKE TO SEE **IMPROVEMENTS** MADE TO THE CREEK.

# VISUAL PREFERENCE SURVEY: stream edge - north side

At the NORTH SIDE of the park, the Weracoba Stream is currently channelized with concrete embankments. What would you like the banks of the stream to look like on this side of the park?



55.65%  
Hardened edge with overlooks



27.90%  
Natural, vegetated  
banks



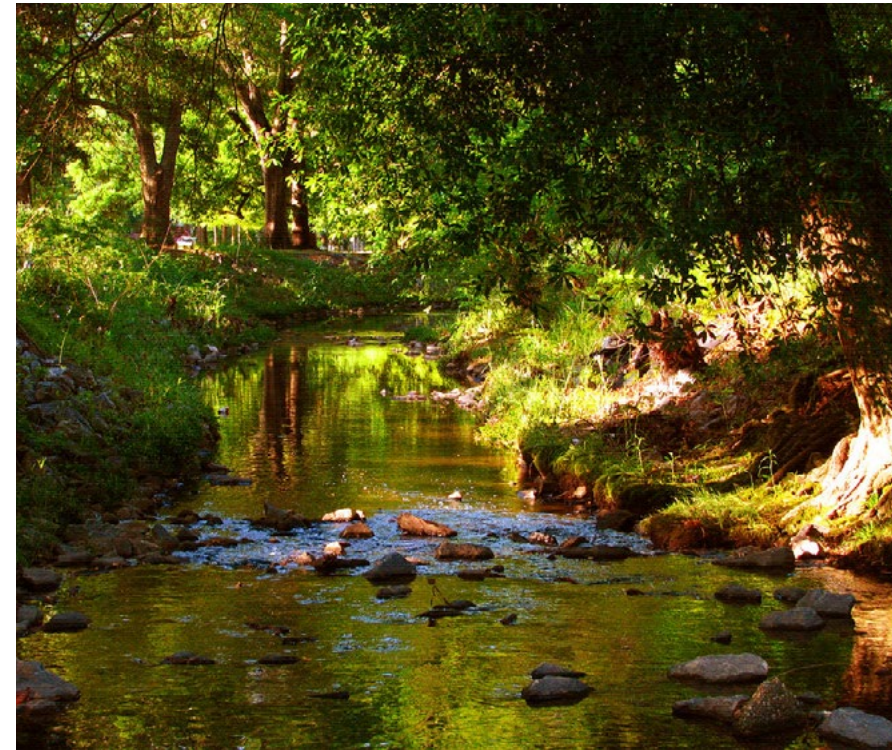
13.21%  
Stepped edge  
with access

# VISUAL PREFERENCE SURVEY: stream edge - south side

At the SOUTH SIDE of the park, the Weracoba Stream currently has a variety of conditions including vegetated banks, stabilized rip rap banks, and eroded banks. What would you like the banks of the stream to look like on this side of the park?



47.05%  
Hardened edge with overlooks



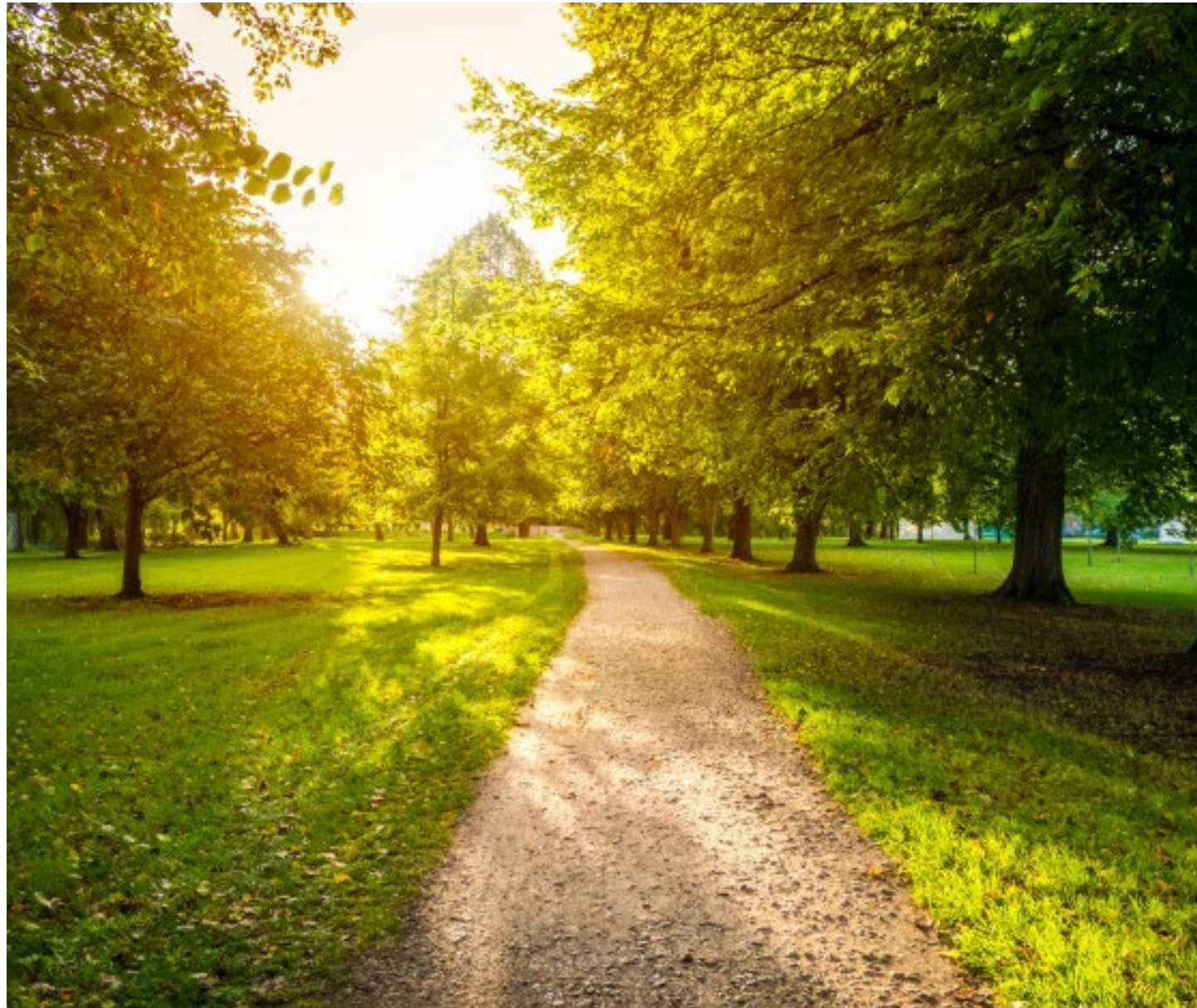
40.99%  
Natural, vegetated  
banks



8.93%  
Stepped edge  
with access

# VISUAL PREFERENCE SURVEY: paths and pedestrian circulation

Part of this project includes enhancing circulation through the park. What material would you prefer for new and enhanced paths?



41.08%  
Crushed stone path



21.87%  
Unit paver path



17.73%  
Concrete path

# VISUAL PREFERENCE SURVEY: dogs

Currently, there are no fenced-in dog areas. What would be your preference for dog areas in the park?



66.95%  
Expansive, enclosed, and grassy



24.80%  
No change - love how  
it is!



8.25%  
Discrete,  
hardscaped,  
and agile

# VISUAL PREFERENCE SURVEY: playgrounds

This project is looking at opportunities for expanding existing play areas and for proposing additional spaces. What type of playground experience would you like to see incorporated?



37.74%  
Splashpad/waterplay



35.48%  
Naturalistic  
playground



26.78%  
Traditional  
playground



# VISUAL PREFERENCE SURVEY: seating

This project is exploring ways of expanding social spaces and congregation areas. What kind of seating would you like to see expanded or enhanced at the park?



50.03%  
Fixed benches



42.79%  
Seat walls



7.18%  
Moveable chairs

# VISUAL PREFERENCE SURVEY: multi-use trail

There is potential for integrating a multi-use trail within the park.  
What kind of trail alignment would you prefer?



29.52%  
Aligned to road along  
sidewalk

70.48%  
Aligned within park



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*THANK YOU,  
COLUMBUS!*