



Pittsylvania County, VA  
Parks and Recreation Master Plan  
*“Turning Spaces Into Places”*

Findings Presentation

July 16, 2024



# Project Timeline



November 2023 to September  
2024

Project is 70%  
Complete

# Strategic Master Planning Process

## 4 Stages of Public Engagement



**Strategic Kick Off**

- Critical Success Factors
- Key focus areas
- Meeting schedule
- Identification of Key Stakeholders
- Gathering of All Relevant Documents
- Briefing with Decision Makers



### 1 Information Gathering

- **Needs Assessment**
  - Staff
  - Stakeholders
  - Public Meetings
  - Focus Groups
  - Interviews
  - Surveys
  - Online Engagement
- **Inventory**
  - All Assets
  - All Program Locations
  - Other Providers
- **Level of Service Analysis**
  - GIS Component-Based Mapping
  - Quality, Quantity, Functionality
- **Community Profile**
  - Historical & Planning Context
  - Demographics
- **Trends**



### 2 Findings & Visioning

- **Presentation/Feedback Sessions**
  - Staff
  - Stakeholders
  - Decision Makers
- **What We Have Discovered**
- **Key Issues Matrix**
- **Key Ideas and Themes**
- **Analysis**
  - Programming
  - Operations
  - Maintenance
  - Marketing & Communications
  - Financial Resources



### 3 Draft Recommendations

- **Summary Findings**
- **Strategies**
  - Long-Term Vision
  - Short-Term Action
- **Implications**
  - Financial
  - Operational
  - Maintenance
- **Recommendations**
- **Action Plan**
  - Tasks
  - Timing
  - Costs
- **Review & Revisions**



### 4 Final Plan

- **Review**
  - Staff
  - Public
  - Decision Makers
- **Distribute/Post**



### Implementation

- **Action Plan**
- **Annual Review**

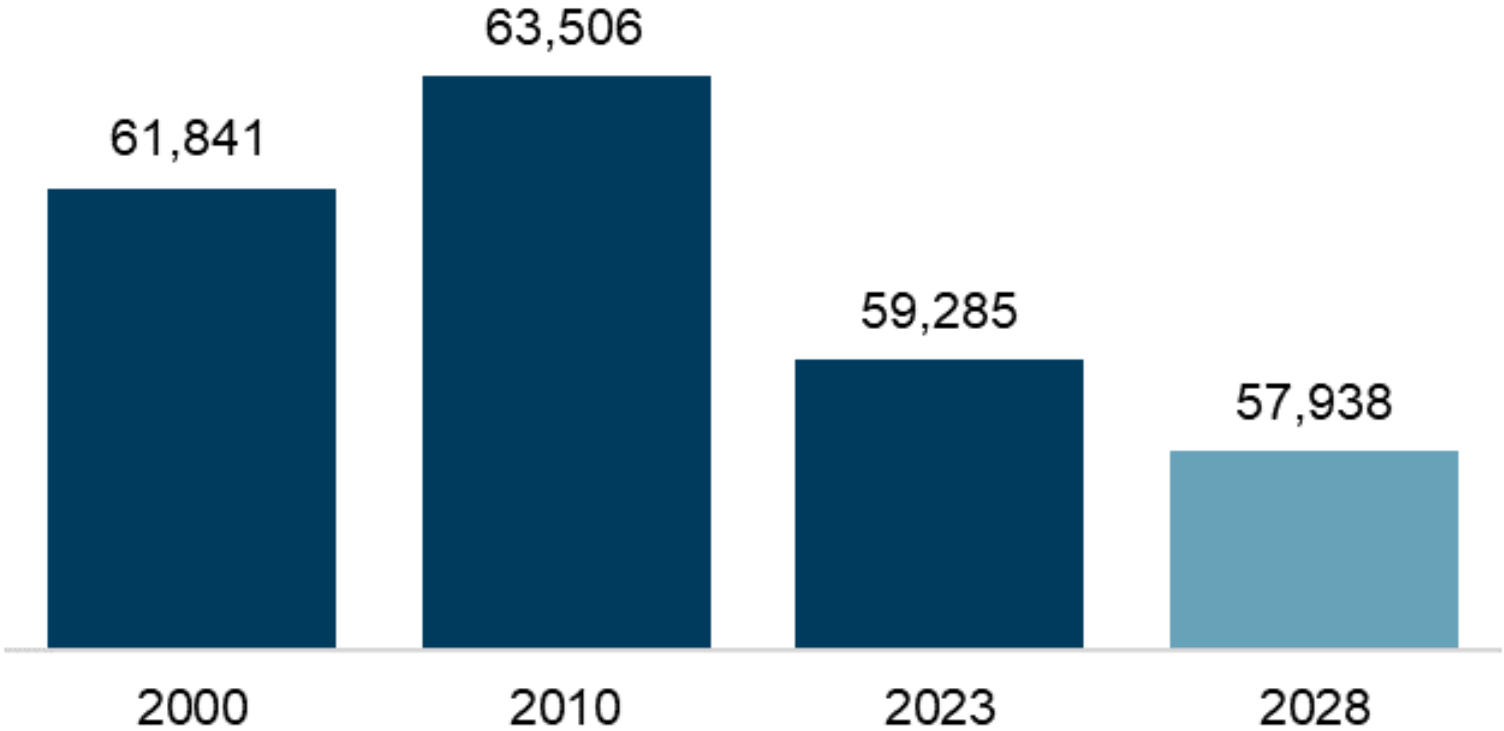


# Pittsylvania County Community Profile



# Population

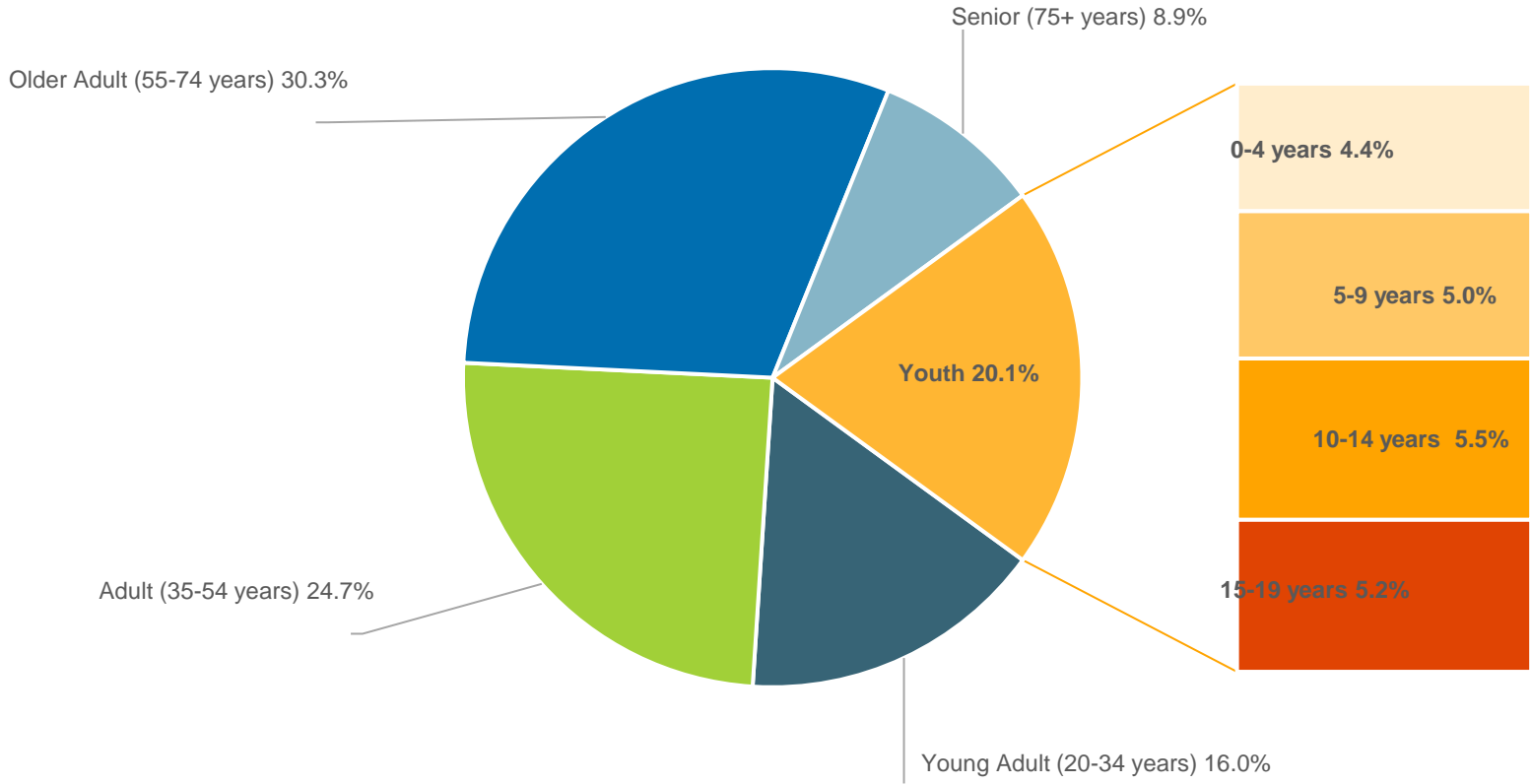
**60,541**  
Population  
2022 ESRI  
Business Analyst



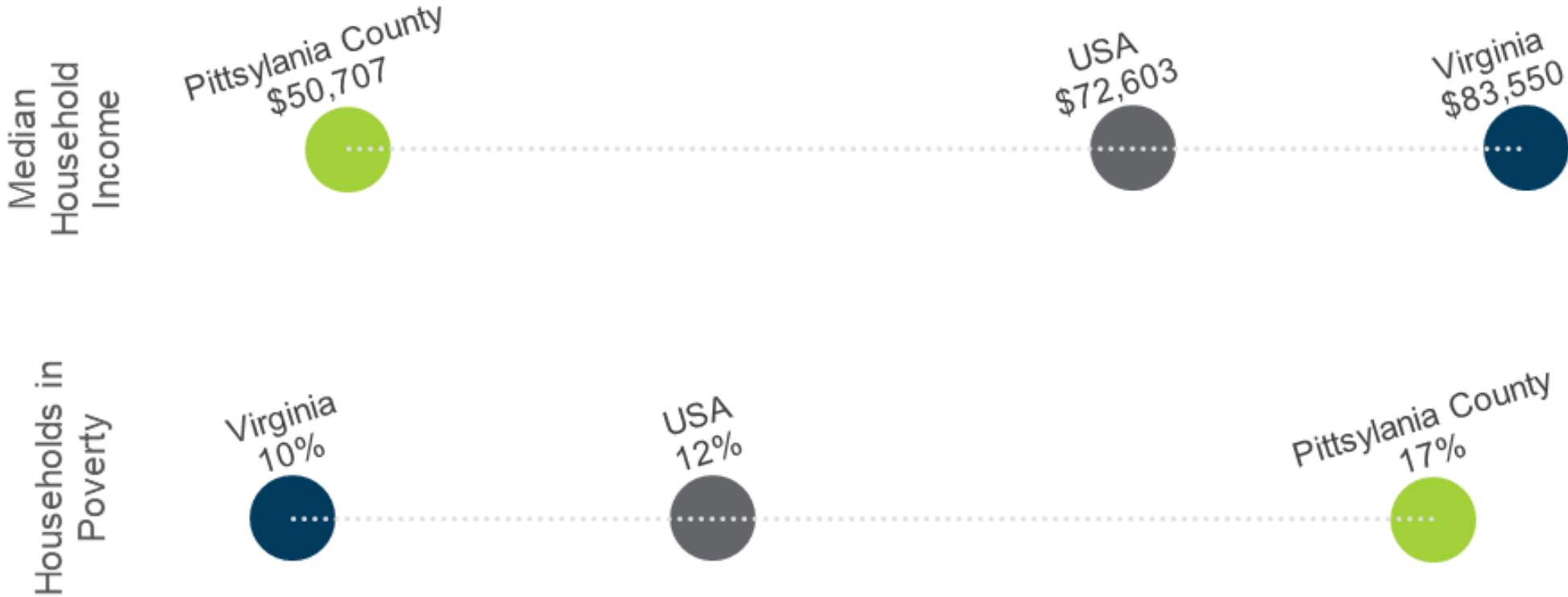
\*Population density of 62.5 people per square mile. Population decrease from 2010 population by 5.7%.



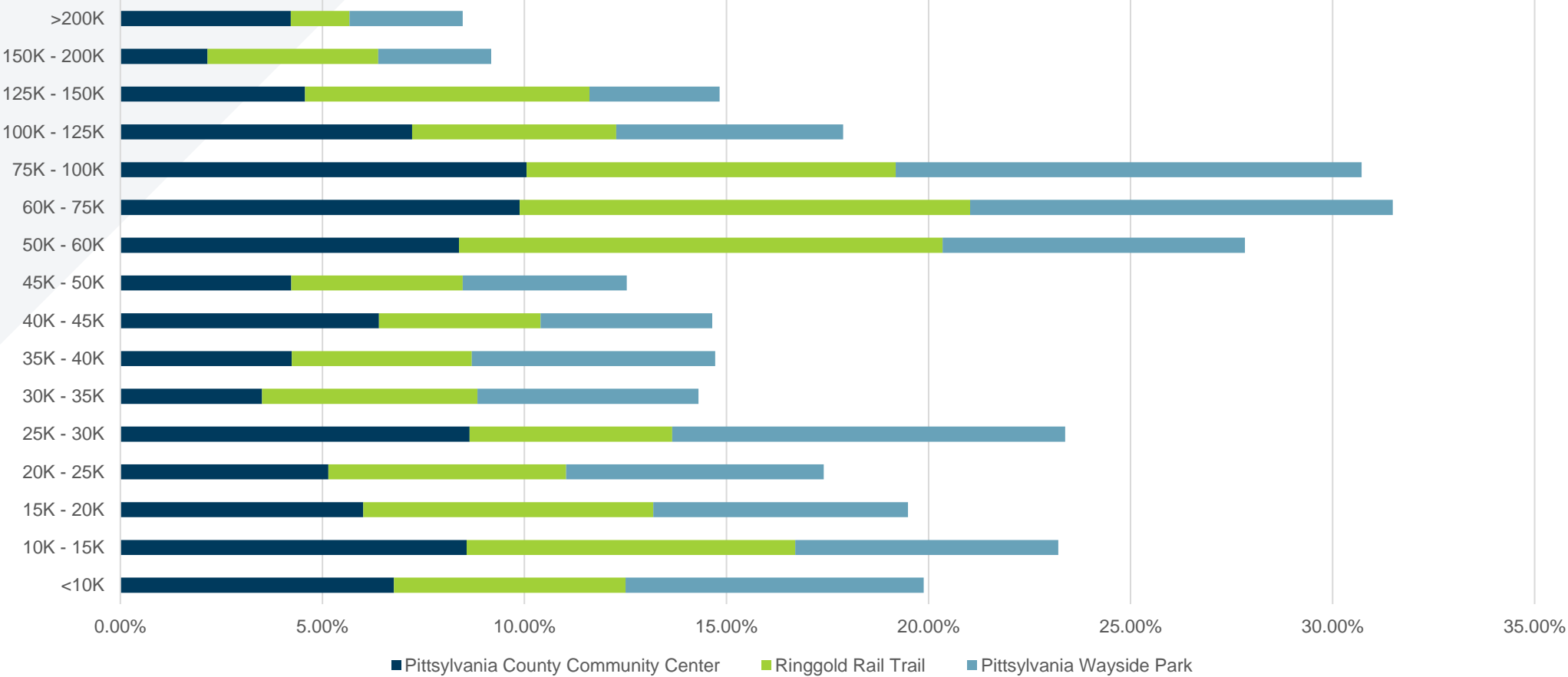
# Age Distribution



# Household Characteristics



# Visitor Characteristics



\*Visitor Median Incomes by Location





# Visitor Profile By Location

## Pittsylvania County Community Center

28% Economic Challenges

14.3% Golden Year Guardians

9.5% Autumn Years

## Ringgold Rail Trail

50.5% Pastoral Pride

12.2% Autumn Years

11.5% Economic Challenges

## Pittsylvania Wayside Park

19.2% Autumn Years

16.7% Golden Year Guardians

16.2% Pastoral Pride

### Golden Year Guardians

- Retirees living in old homes, settled residences, and communities
- Key Features:
  - Cautious money managers
  - Domestic holidays
  - Established credit
  - Health-conscious
  - Retired
  - Tech novices
- Interests:
  - Community groups: churches, veterans clubs, AARP
  - Reading books, gardening, needlework, playing cards

### Autumn Years

- Established and mature couples living gratified lifestyles in older homes
- Key Features:
  - AARP members
  - Community roots
  - Financial savings
  - Financially secure
  - Rural living
- Interests:
  - Outdoor activities: walking, fishing, gardening
  - Watching TV, listening to music, playing card games, reading books, needlework

### Pastoral Pride

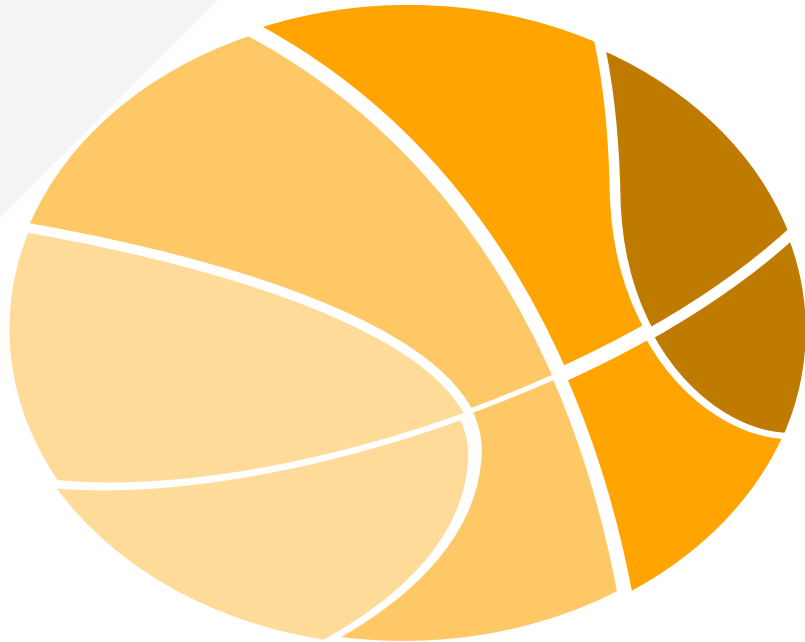
- Eclectic mix of lower-middle-class consumers who have settled in country and small-town areas
- Key Features:
  - Blue-collar jobs
  - Limited investments
  - Rural living
  - Satellite TV
  - Tech wizards
  - Working class sensibility
- Interests:
  - Outdoor activities
  - Playing cards, attending potluck dinners, watching sports on TV

### Economic Challenges

- Cost-conscious adults living alone in urban areas
- Key Features:
  - Cable TV
  - College sports fans
  - Limited budgets
  - Lottery ticket holders
  - Modest educations
  - Modest spenders
- Interests:
  - Home-based entertainment: watching tv and listening to music



# Trends



- Basketball is the most popular team sport with 27.1 million participants.
- Tennis is the most popular racquet sport with 22.6 million participants.
- Pickleball is the fastest-growing racquet sport with a growth rate of 11.5%, attracting 4.8 million participants each year.
- Treadmill usage is the most prevalent form of aerobic exercise.
- Yoga has seen significant growth since 2016, with 34.3 million participants and a 5.5% increase.
- Dance, step, and other choreographed exercises have grown by 2.6% since 2016, attracting 24.8 million participants each year.
- Ultimate Frisbee has experienced a significant decline in participation.
- Stationary cycling (group exercise) has been heavily impacted by at-home fitness equipment, declining by 6.0% in five years with 5.9 million participants.

# Community Engagement



PARKS AND RECREATION MASTER PLAN

# Turning spaces into Places!

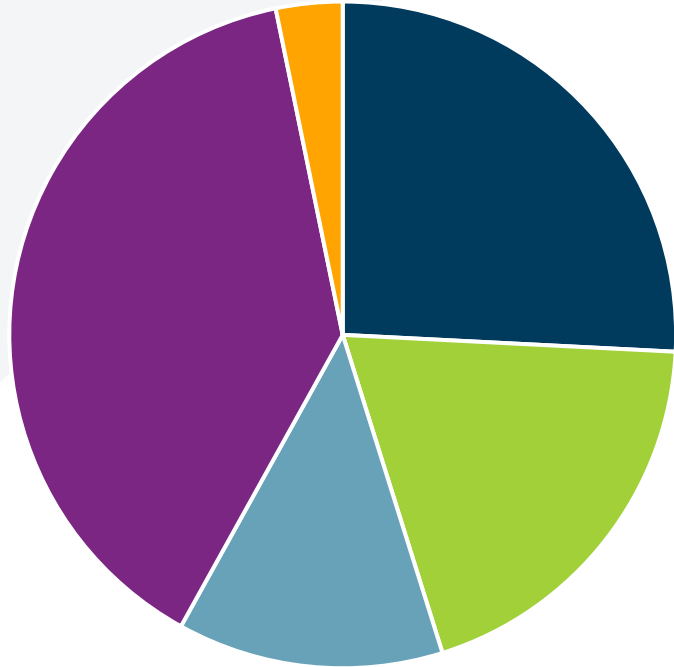
SCAN TO GIVE US YOUR FEEDBACK!



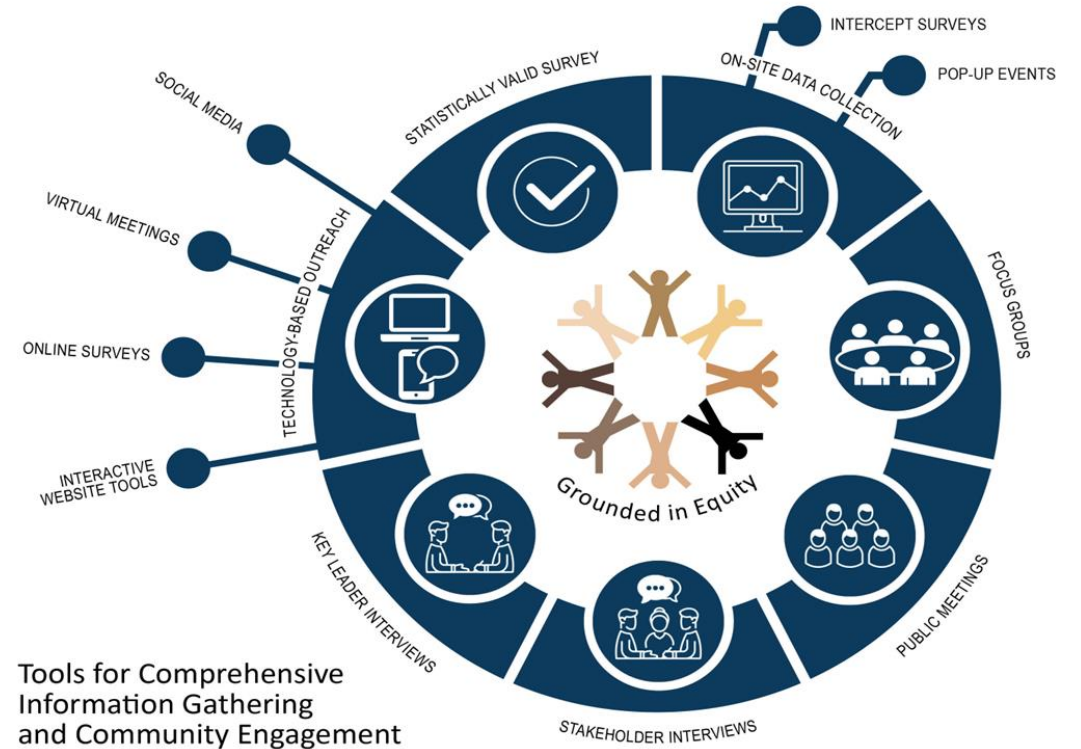
We need your ideas to shape the future of our community!



# Mixed Methods Information Gathering



■ <5 years   
 ■ 5 – 9 years   
 ■ 10 – 19 years   
 ■ 20+ years   
 ■ Not a resident but use programs or facilities



Tools for Comprehensive Information Gathering and Community Engagement



1,465 Community engagement participants through July

# Engagement Statistics

- Social Pinpoint (online engagement site)- **342 unique visitors**
- Leadership Interviews- **10 participants**
- Focus Groups, School Sessions, and Open Forum- **262 community members and partners**
- Middle and High School Survey- **311 participants**
- Community Needs Assessment Survey- **343 participants**
- Intercept Engagement (vendor table)- **197 participants**



# Community Engagement

## Stakeholders and Focus Group sessions

- County administration
- County leadership
- Park and recreation users/community members
- Middle and high school students
- Sports advocates
- Park advocates
- Recreation and parks staff

## Special Focus on Specific Needs

- Active adults
- Natural areas
- Minority community
- Trails
- Accessibility and inclusion
- Community wellness
- Youth



## Strengths (Onsite Engagement)

- Land and opportunity
- Youth sports programs
- Wayside Park
- Ringgold Trail
- Parks and recreation staff
- Maintenance of locations
- Recreation Center
- Collaboration with other organizations
- Rental fees



# Challenges (Onsite Engagement)

- Large county
- Programming outside of youth sports
- Funding and staffing
- Transportation
- Decrease in youth population
- Lack of equitable facilities
- Communication/Marketing of services
- Need for rectangular and diamond fields
- Lack of teen programs





## New Facilities (Onsite Engagement)

- Pickleball Courts (outdoor)
- Boat ramps/water access
- Local sports complex
- Diamond and Rectangle Fields
- Playgrounds
- Gymnasium
- Fitness Center
- Skate Park
- Bike path/trails

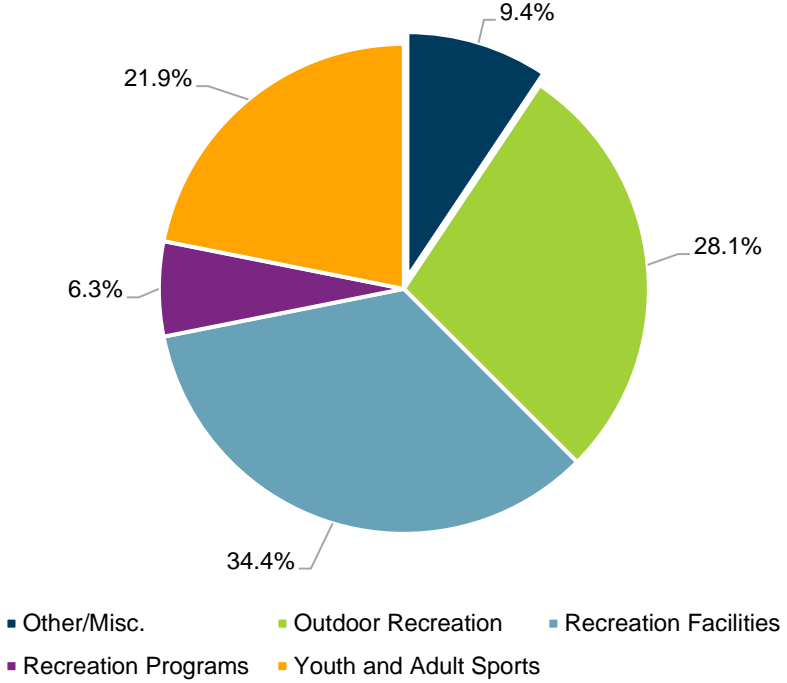
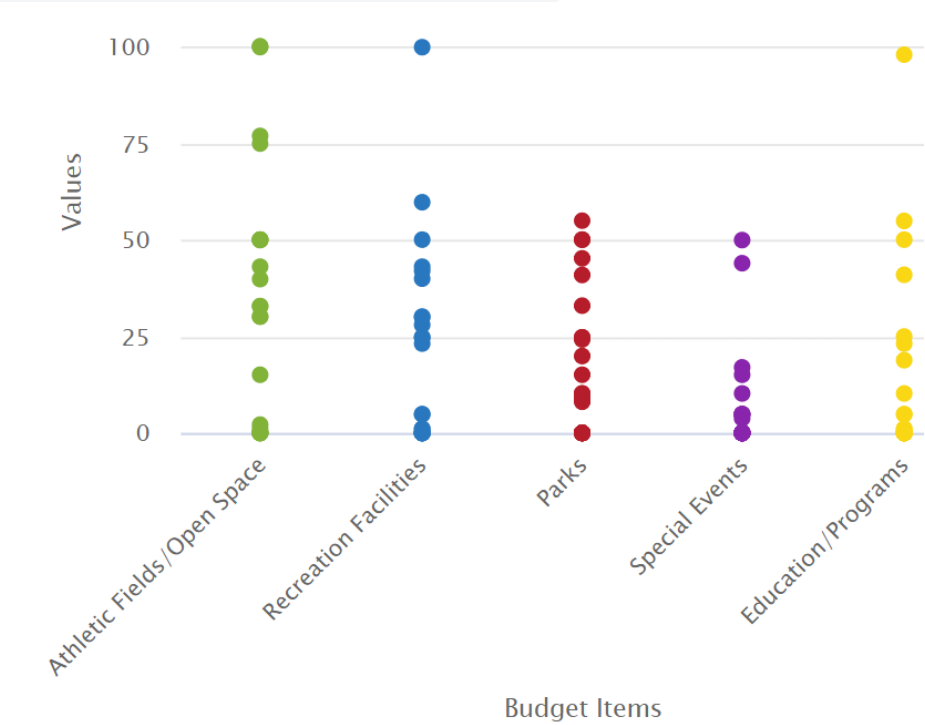


## New Programs/Activities (Onsite Engagement)

- Exercise/fitness classes (Yoga)
- Senior programs
- E-Sports
- Outdoor recreation programs
- Mentoring/life skills programs
- Shooting sports
- Special events
- Fishing programs



# Social Pinpoint Site (342 unique visits)



\*Participants prioritized athletic fields and recreation facilities in the budget exercise.

\*Most comments on the Ideas Wall were made about recreation facilities.



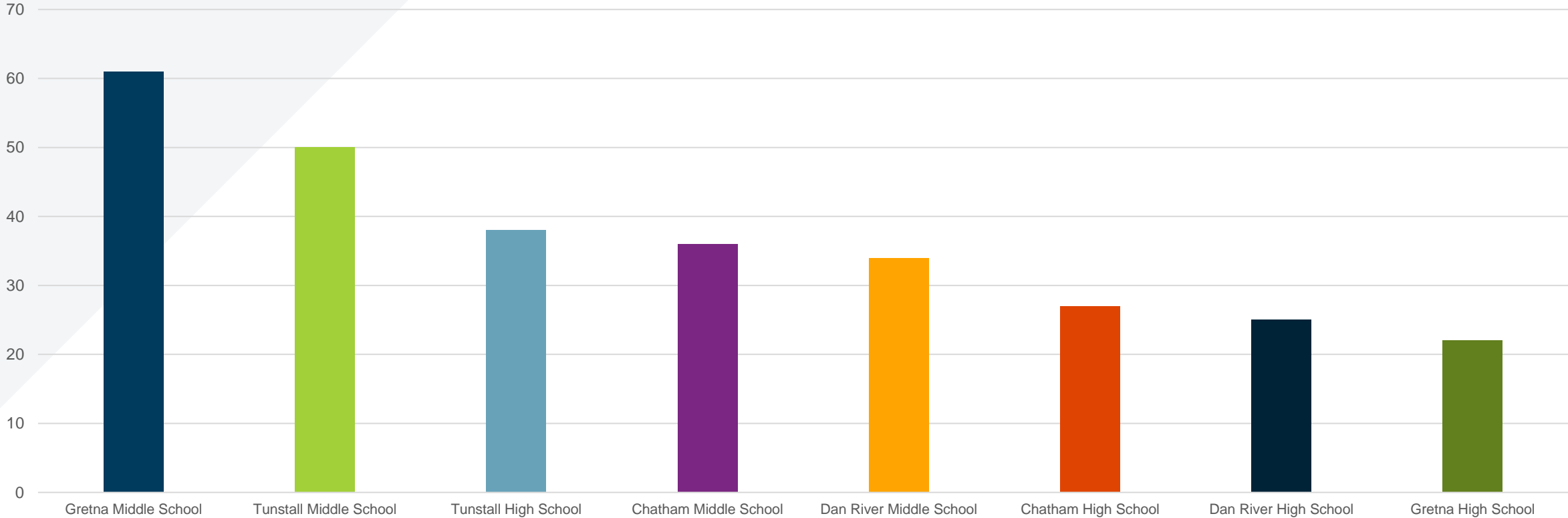
## Social Pinpoint Site (Forum, 37 responses)

If you could add one program or activity to Pittsylvania County Parks and Recreation offerings, what would it be?

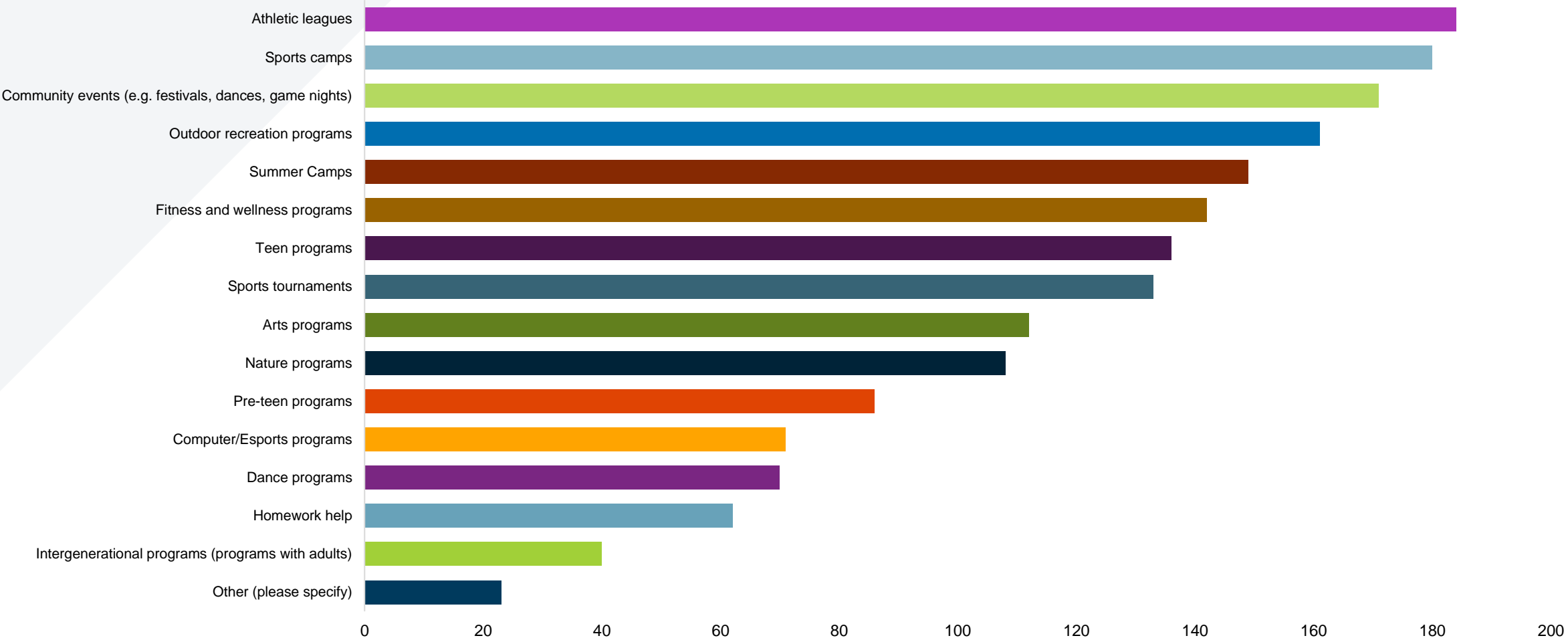
- Additional walking trails
- Installation of splash pad in the County
- Gaming center at the Recreation Center
- Mentoring program
- After-school childcare programs
- Naturalist programs
- Sports complex to address shortage of fields and courts in the County
- Public tennis courts



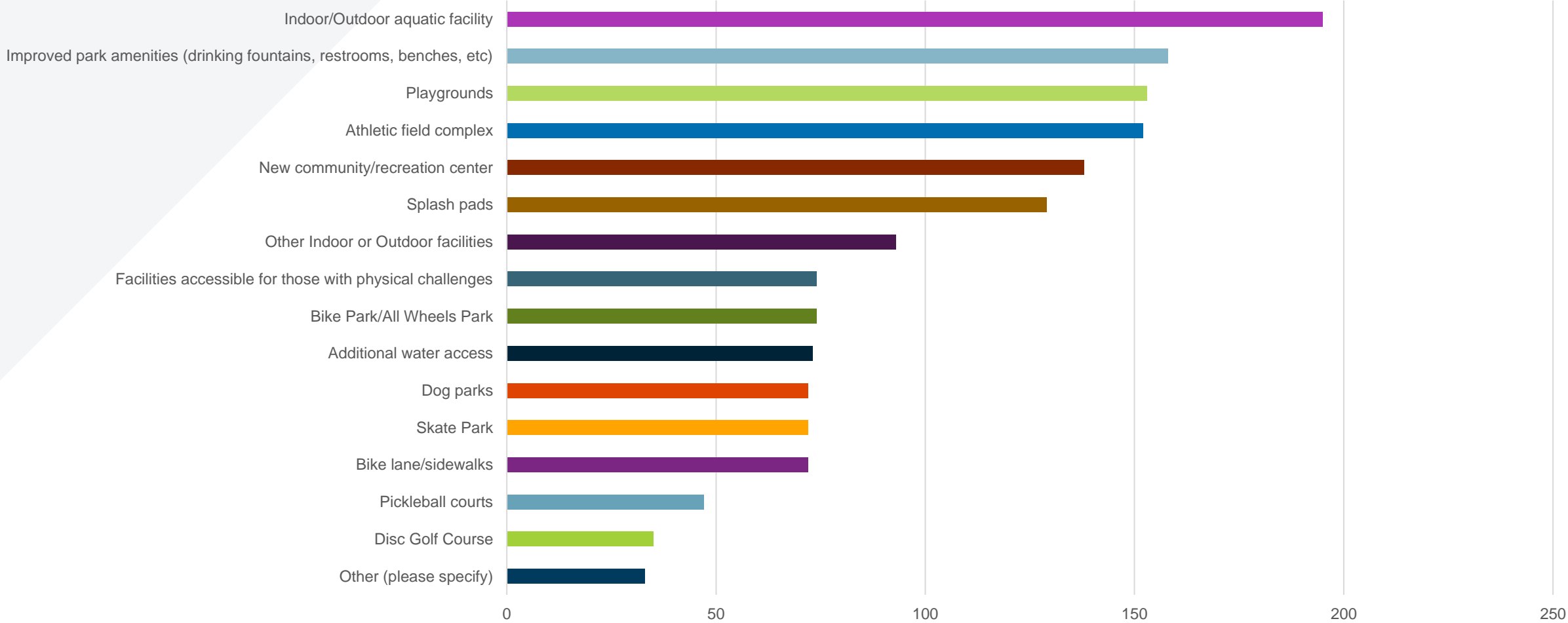
# Student Survey (311 responses)



# Student Survey (Programs)



# Student Survey (Facilities)

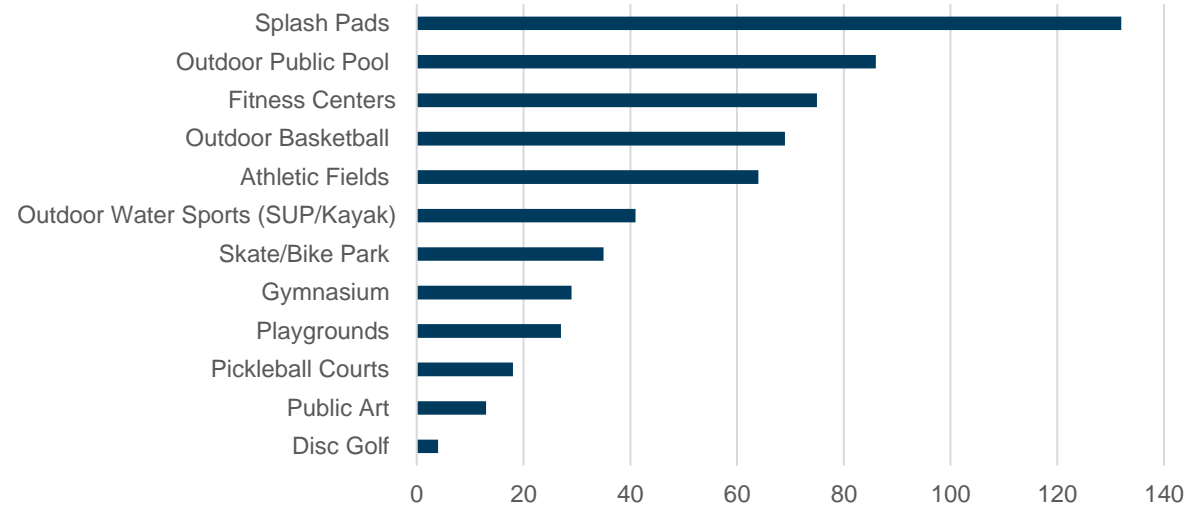
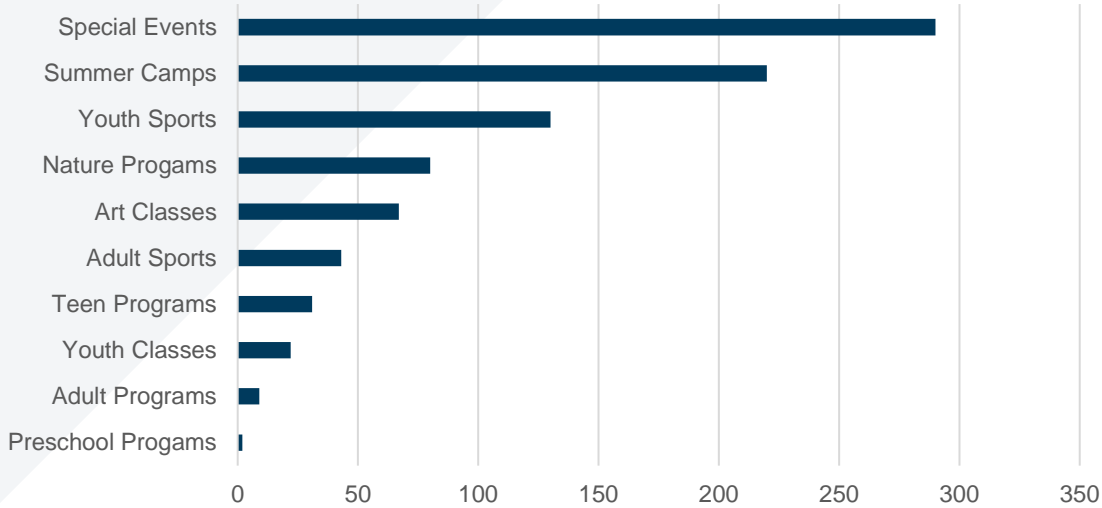


# Amenities Boards (894 votes)





# Amenities Boards



# Community Needs Assessment Survey

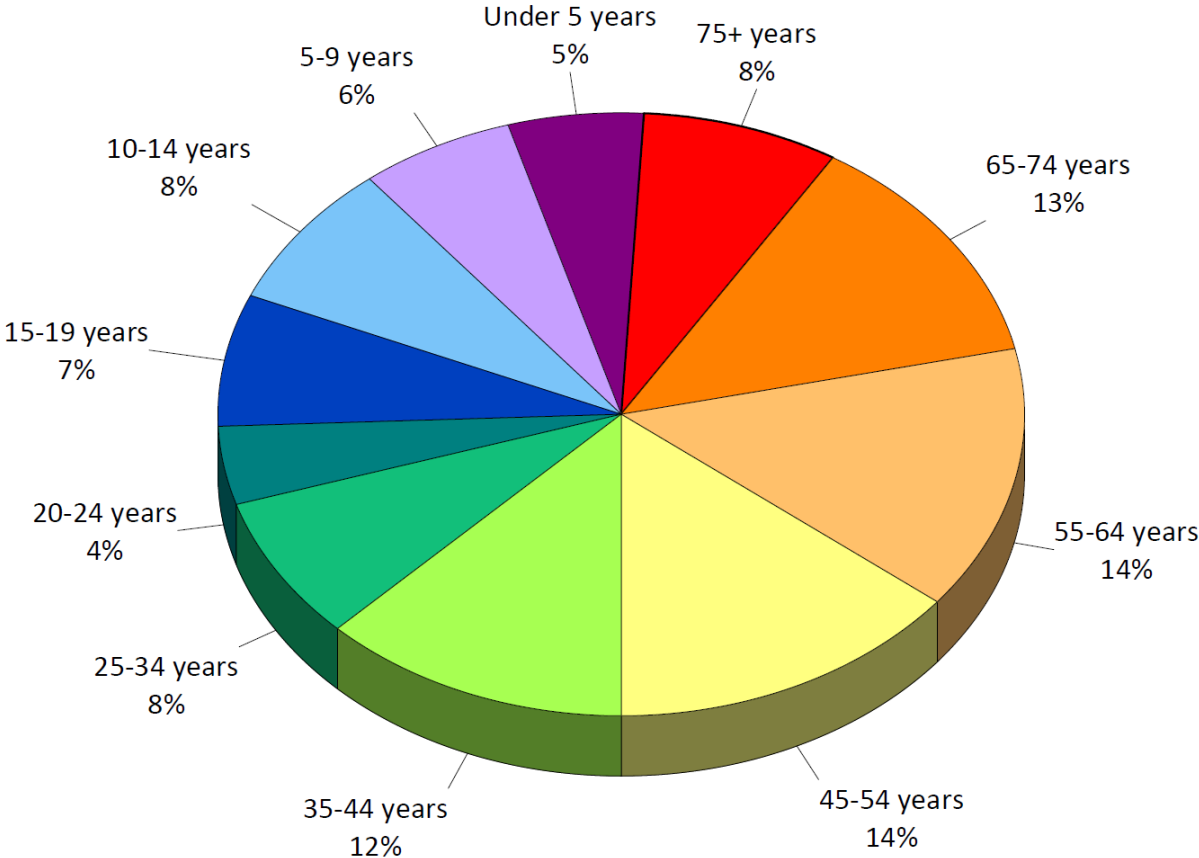
343 Surveys Completed



# Survey Findings (343 completed surveys)

## Including yourself, how many people in your household are...

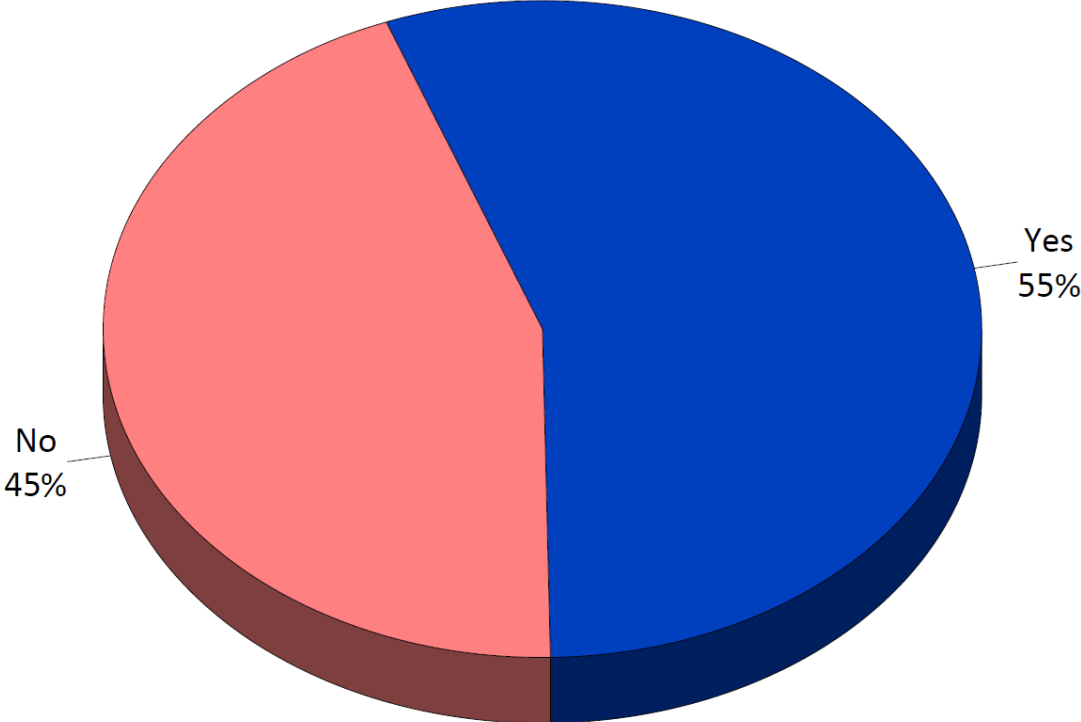
by percentage of persons in household members



# Survey Findings

**Have you or any members of your household visited any  
Pittsylvania County parks and/or recreation facilities during the  
past 12 months?**

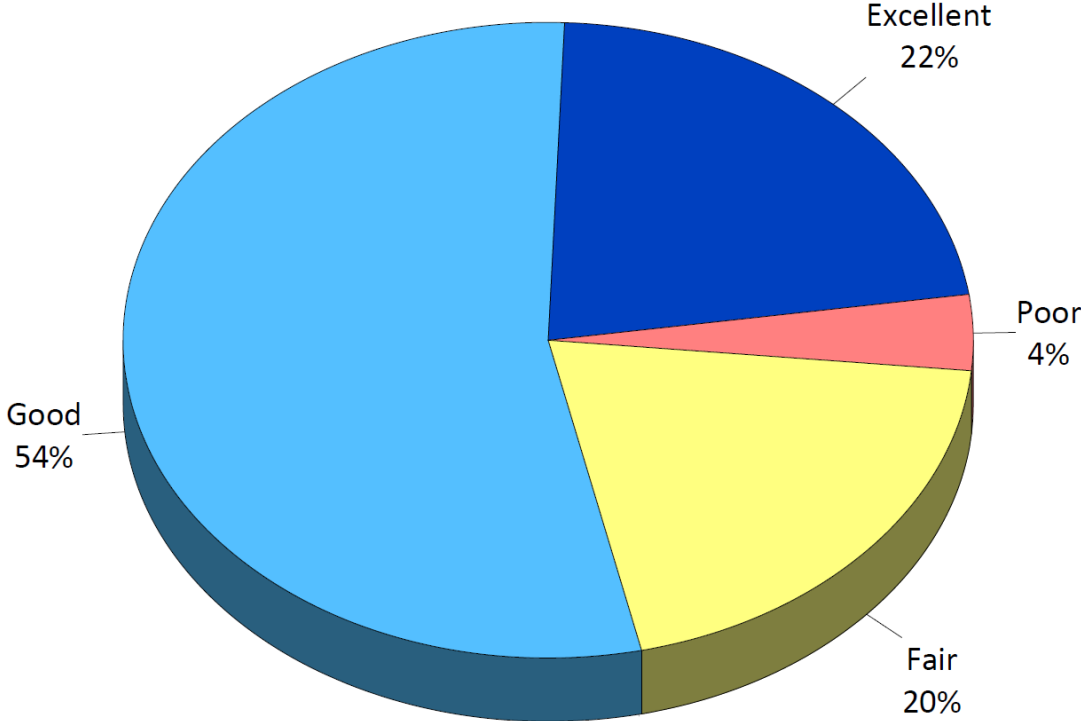
by percentage of respondents



# Survey Findings

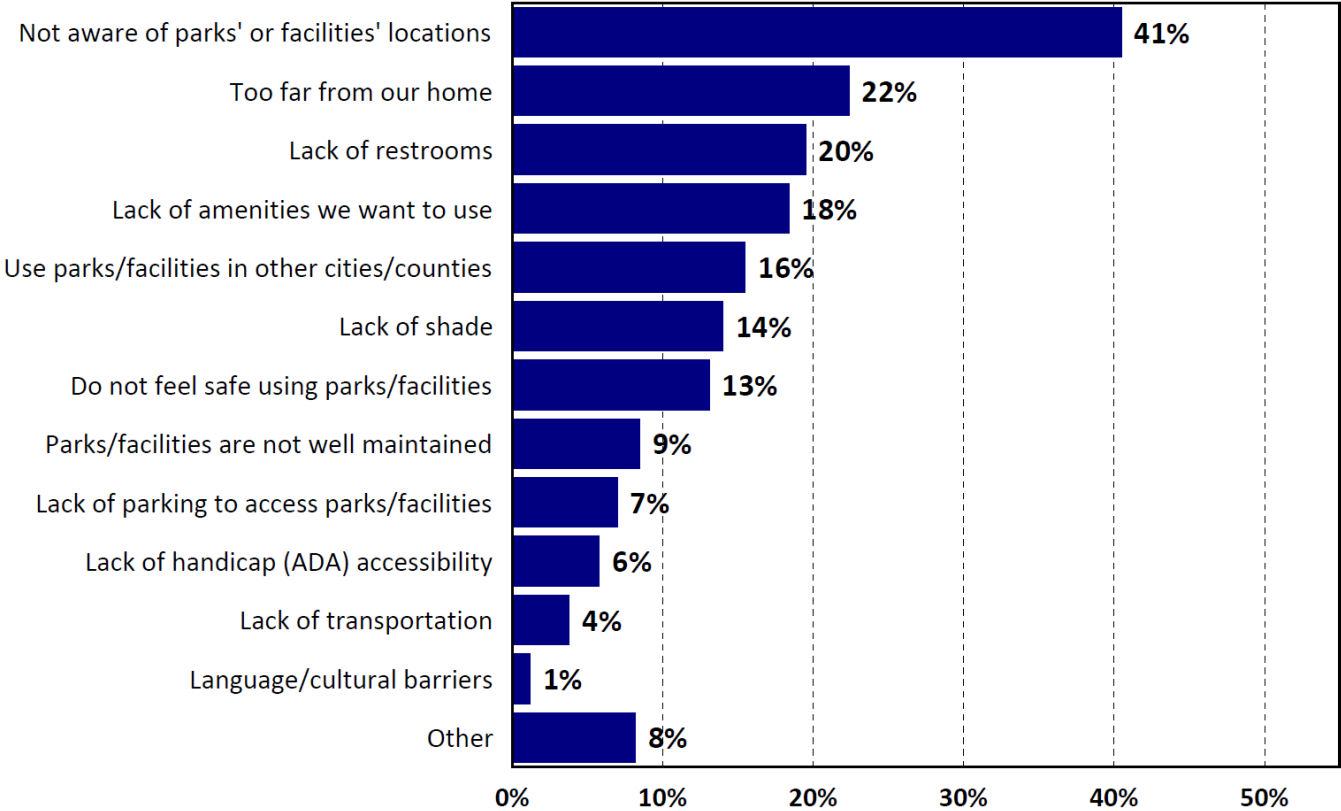
## Overall, how would you rate the physical condition of ALL the Pittsylvania County parks and recreation facilities you have visited?

by percentage of respondents that have visited Pittsylvania County parks/facilities in the past 12 months



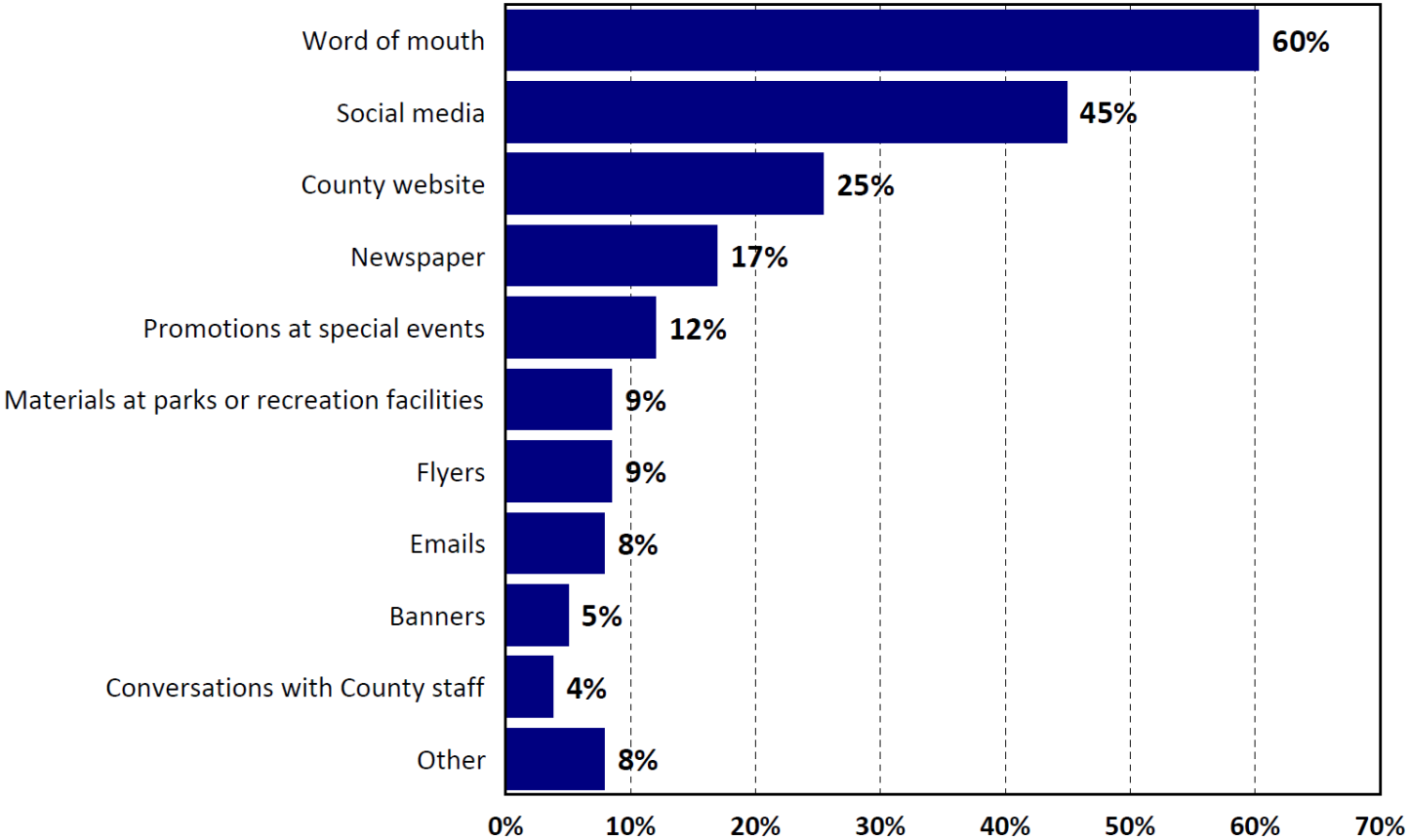
# Survey Findings

**Please check all of the following reasons that prevent you or members of your household from visiting Pittsylvania County parks and recreation facilities more often.**



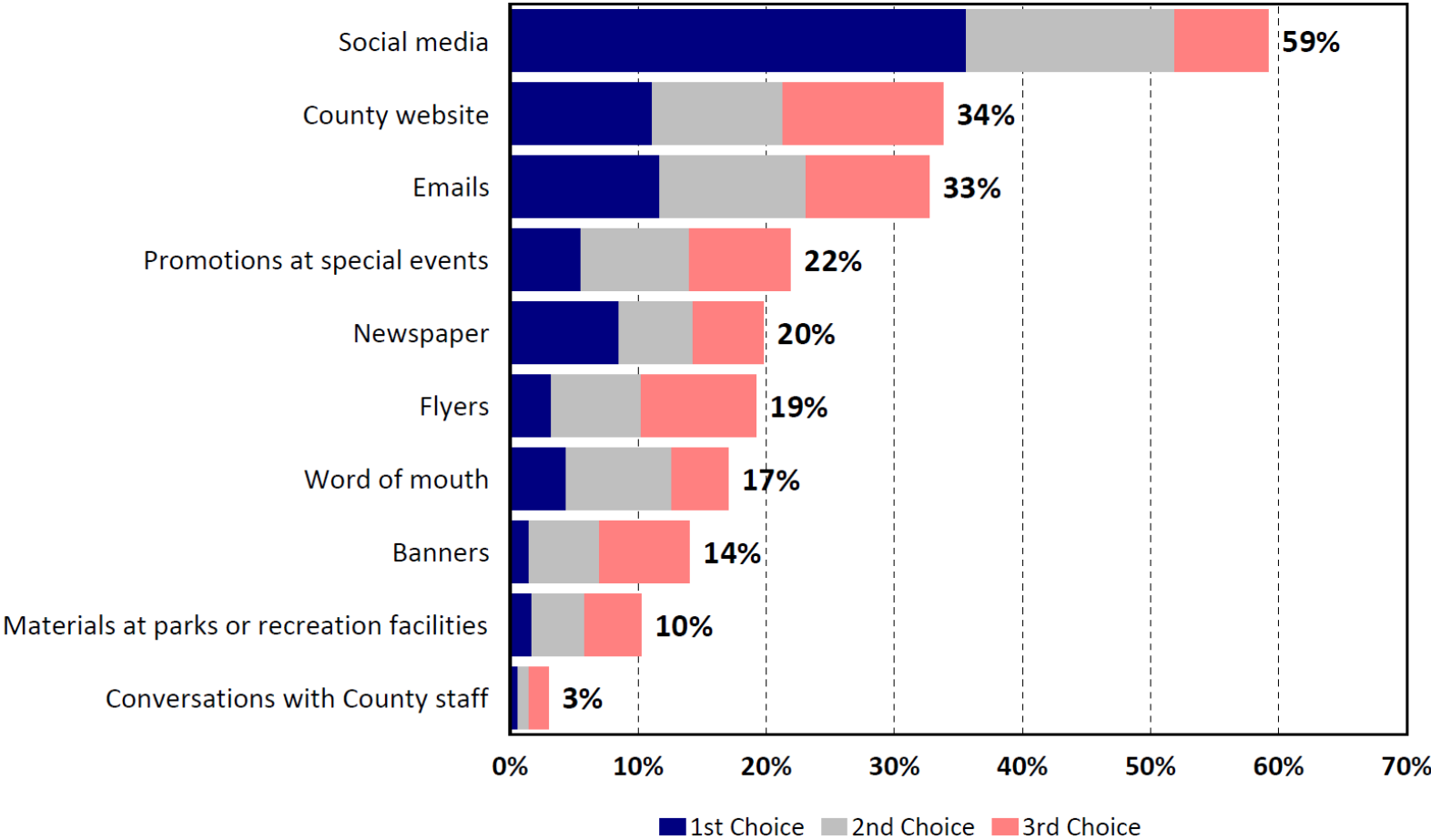
# Survey Findings

**From the following list, please check all the ways you learn about Pittsylvania County parks, recreation facilities, programs, and events.**



# Survey Findings

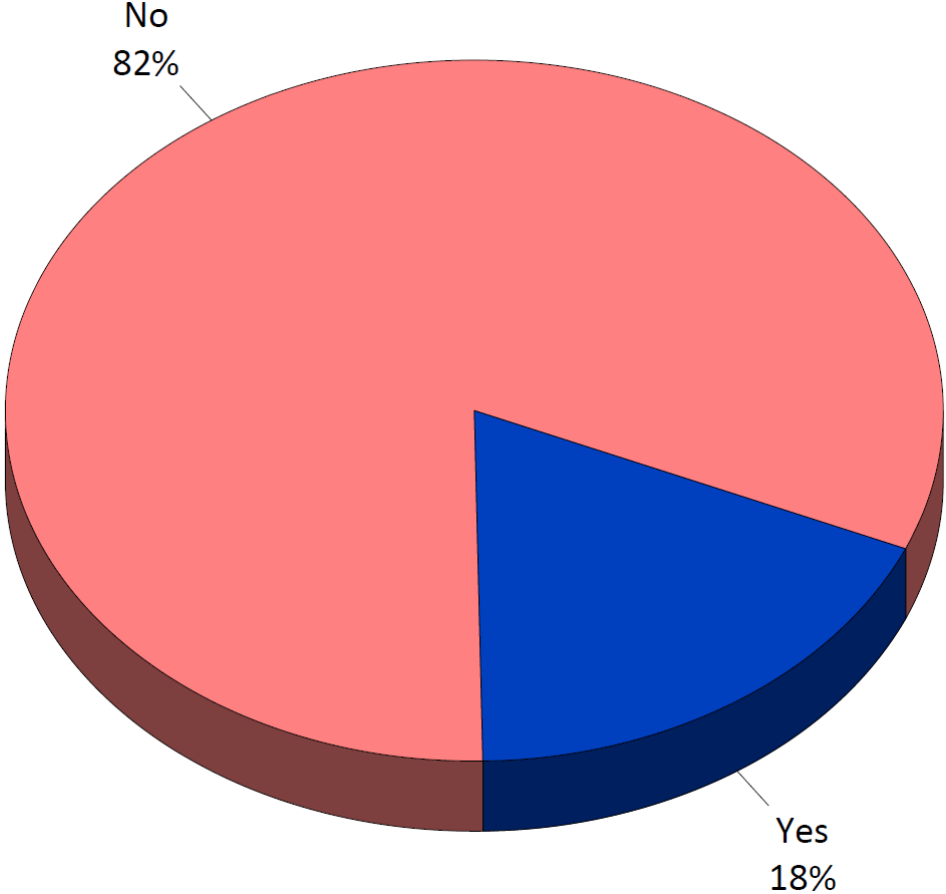
**Which three methods of communication would you most prefer the County use to communicate with you about parks, recreation facilities, programs, and events?**





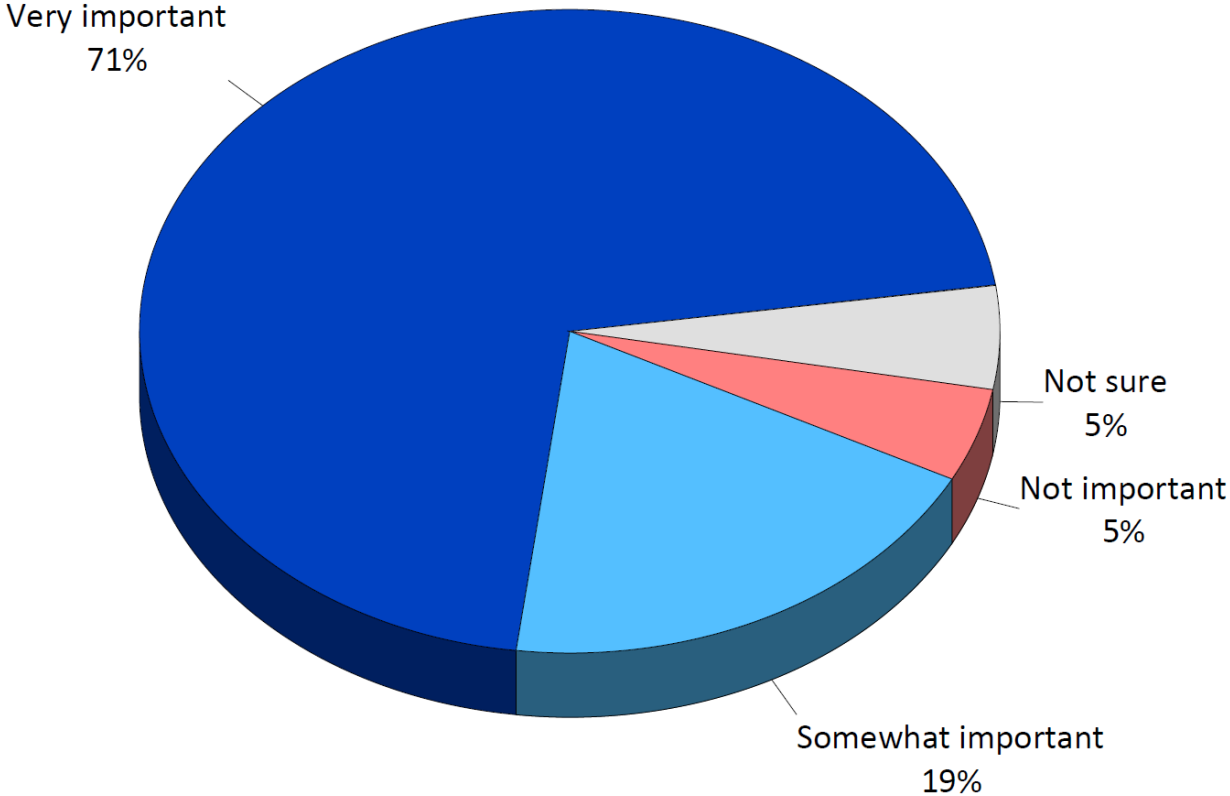
# Survey Findings

**Has your household participated in any programs or events offered by the Pittsylvania County Parks and Recreation Department during the past 12 months?**



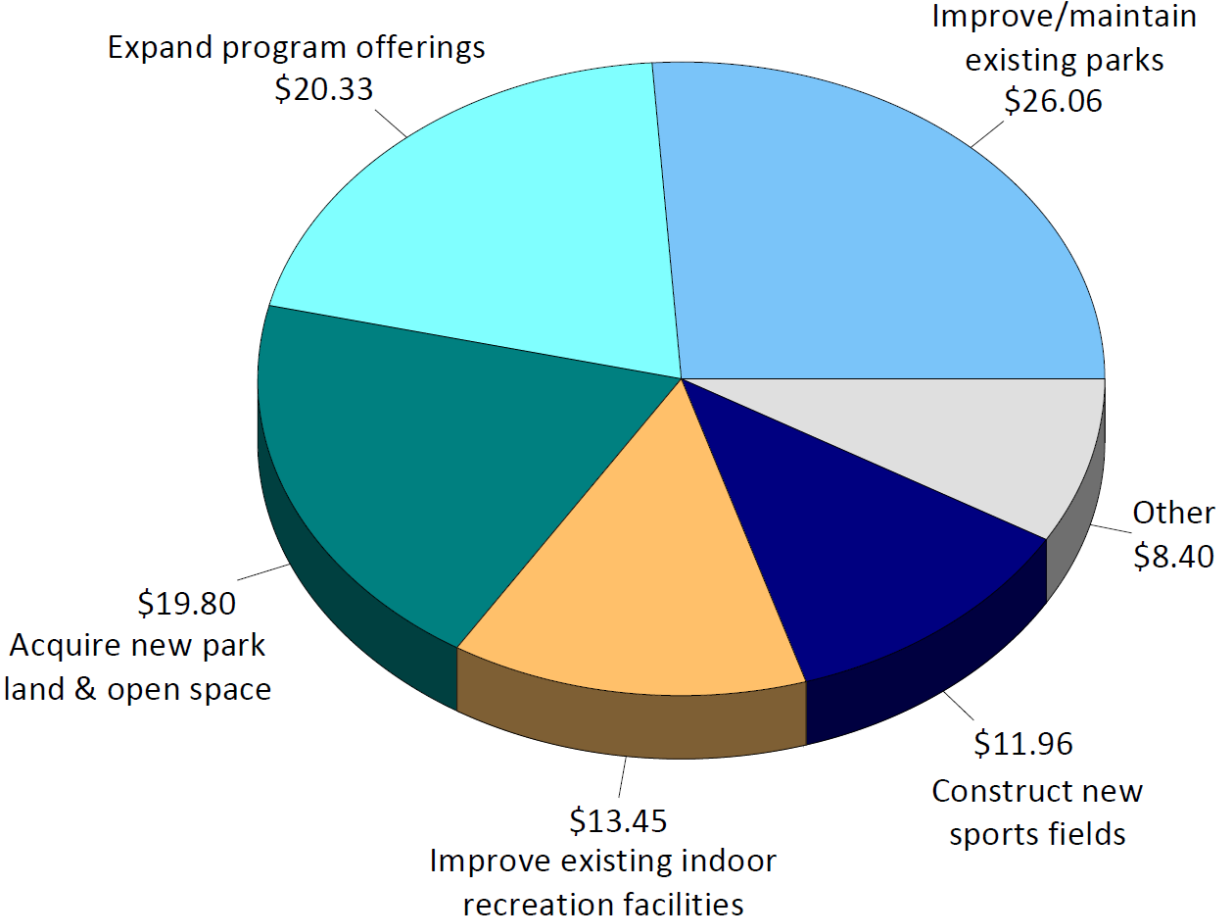
# Survey Findings

**How important do you feel it is for Pittsylvania County to provide high quality parks, recreation facilities and programs?**



# Survey Findings

**If you had \$100, how would you allocate the funds among the parks and recreation categories listed below?**

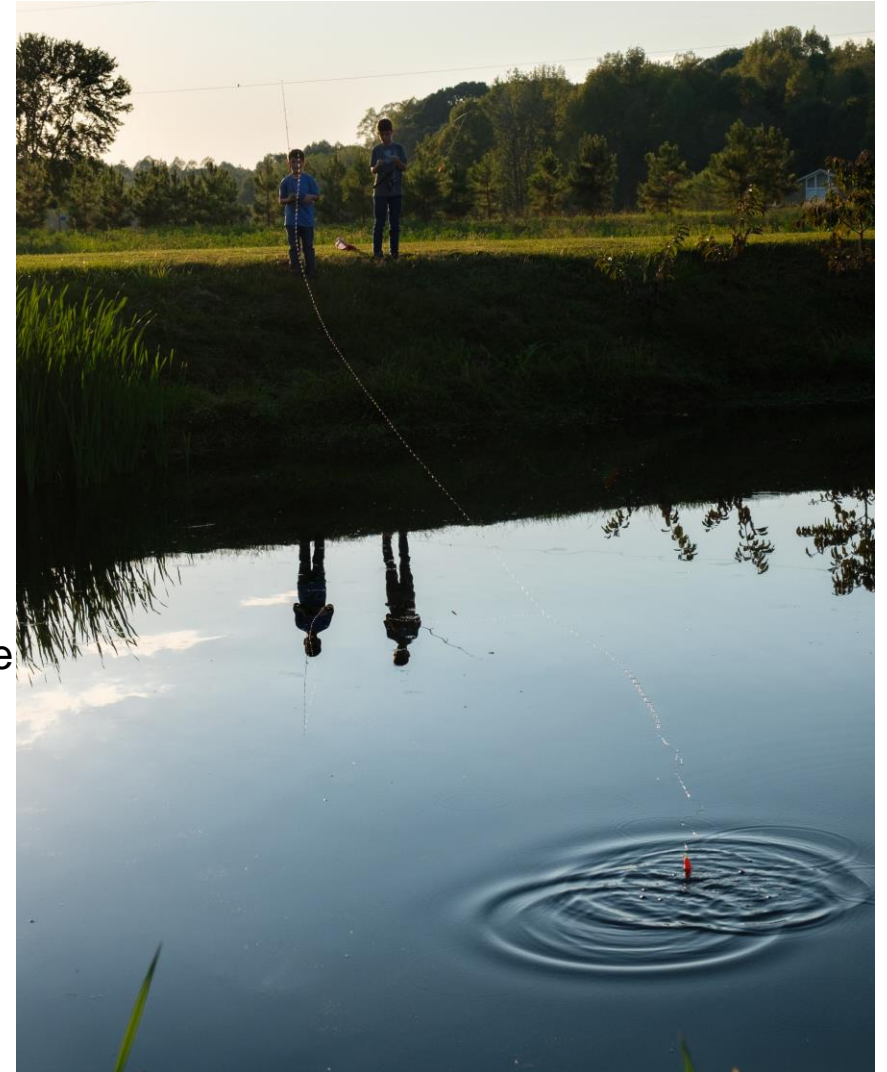


# Inventory & Level of Service



# Inventory Site Visits

- Most parks are at school sites
- System has many playgrounds
- Lacking lighted fields and sport courts
- Should consider additional tree planting and ornamentals
- Park signage is well established and consistent
- Loop walk are a popular amenity
- Ringgold trail is a strong asset and would be better to connect to Danville
- Maintenance crews are limited but parks and fields are well kept
- Playgrounds and shelters are in good condition
- Create/adopt park standards
  - Park signage (Monument signs, Rules & Regs, Wayfinding)
  - Basketball courts
  - ADA access and general park paths



# Amenities Scoring

## Kentuck Elementary School

◆ Components  
 + Indoor Facilities  
 □ Locations  
 □ County Boundary  
+ Public Schools  
 / Pedestrian Trail  
 + Water

**Kentuck Elementary School**

**Address:** 100 Kentuck Elementary Cir, Ringgold, VA 24586

**Owner:** KENTUCK SCHOOL

**Approximate Acres:** 12.0

**Class:** School

**Inventory Date:** 4/6/2024

**Park Overview:**  
Elementary school property with some recreation components in rear.

**Cumulative Scoring:**  

22
17.6

GRASP® Community Score  
 GRASP® Neighborhood Score

**Comfort and Convenience Scores:**

|                              |                         |                        |
|------------------------------|-------------------------|------------------------|
| <b>2 Design and Ambiance</b> | 2 - Parking             | 2 - Seating            |
| 0 - Bike Parking             | 0 - Drinking Fountains  | 0 - Picnic Tables      |
| 0 - BBQ Grills               | 0 - Ornamental Planting | 1 - Restrooms          |
| 0 - Dog Station              | 2 - Park Access         | 0 - Seasonal Plantings |
|                              |                         | 0 - Security Lighting  |
|                              |                         | 0 - Shade              |
|                              |                         | 0 - Trail Connection   |

**Components with Scores:**

| Component               | MAPID | Qty | N Score | C Score | Lights | Observations |
|-------------------------|-------|-----|---------|---------|--------|--------------|
| Diamond Field, Practice | C005  | 2   | 2       | 2       |        |              |
| Open Turf               | C006  | 1   | 2       | 2       |        |              |
| PARCEL                  | L002  | 1   | 2       | 2       |        |              |
| Playground, Local       | C007  | 1   | 2       | 2       |        |              |

*N Score = Neighborhood Score / C Score = Community Score / Qty = Quantity*

## Pittsylvania Wayside Park

◆ Components  
 + Indoor Facilities  
 □ Locations  
 □ County Boundary  
+ Public Schools  
 / Pedestrian Trail  
 + Water

**Pittsylvania Wayside Park**

**Address:** 1678 Main St, Hurt, VA 24563

**Owner:** BOARD OF SUPERVISORS PITTSYLVANIA COUNTY VIRGINIA

**Approximate Acres:** 50.2

**Class:** Neighborhood Park

**Inventory Date:** 4/6/2024

**Park Overview:**  
County park with trails, nature, and play.

**Cumulative Scoring:**  

98.4
69.6

GRASP® Community Score  
 GRASP® Neighborhood Score

**Comfort and Convenience Scores:**

|                              |                         |                        |
|------------------------------|-------------------------|------------------------|
| <b>2 Design and Ambiance</b> | 2 - Parking             | 2 - Seating            |
| 0 - Bike Parking             | 2 - Drinking Fountains  | 2 - Picnic Tables      |
| 2 - BBQ Grills               | 2 - Ornamental Planting | 2 - Restrooms          |
| 0 - Dog Station              | 2 - Park Access         | 0 - Seasonal Plantings |
|                              |                         | 0 - Security Lighting  |
|                              |                         | 2 - Shade              |
|                              |                         | 1 - Trail Connection   |

**Components with Scores:**

| Component               | MAPID | Qty | N Score | C Score | Lights | Observations  |
|-------------------------|-------|-----|---------|---------|--------|---|
| Event Space             | C053  | 1   | 2       | 2       |        | Large shelter with power for music, etc.              |
| Event Space             | C025  | 1   | 2       | 2       |        | Amphitheater  |
| Loop Walk               | C022  | 1   | 2       | 2       |        |   |
| PARCEL                  | L005  | 1   | 2       | 2       |        |   |
| Pickleball Court        | C018  | 2   | 2       | 2       |        | Have temporary nets.                                  |
| Picnic Ground           | C026  | 1   | 2       | 2       |        |   |
| Playground, Local       | C019  | 1   | 3       | 3       |        | Newer set. Nicest in system. ADA accessible features. |
| Public Art              | C027  | 1   | 2       | 2       |        | LOVE sculpture.                                       |
| Shelter, Large          | C045  | 1   | 2       | 2       |        | The Pavilion. No power.                               |
| Shelter, Large          | C021  | 1   | 2       | 2       |        | No tables.  |
| Shelter, Small          | C020  | 5   | 2       | 2       |        | Permanent shade sails.                                |
| Trail Access Point      | C046  | 2   | 2       | 2       |        |   |
| Water Access, Developed | C023  | 1   | 2       | 2       |        | Historic swinging bridge.                             |
| Water, Open             | C024  | 1   | 2       | 2       |        | Sycamore creek. Fishing available.                    |

*N Score = Neighborhood Score / C Score = Community Score / Qty = Quantity*

# What Have We Heard Most?



# Recurring Themes

- Full and part time staff
- Desire additional facilities and amenities
  - Sports complex
  - Pickleball courts
  - Water access points
  - More playgrounds
- Additional programs and services
  - Senior programs
  - Fitness classes
  - Special events
  - Teen programs
- Maintain and improve existing parks
- Connectivity: Trails and bike paths
- Enhanced partnership for school usage
- Growing programs and services should be the Department's focus





## Next Steps

- Finalizing analysis
- Visioning Session
- Draft Document
- Draft Presentation
- Final Document



## Additional Comments or Suggestions?



Thank you for joining us!!  
Any questions?



Here's our contact information:

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