



# Preliminary Findings Overview February 4, 2011



# The City of Dunwoody, GA

\* Smart people – Smart city



PARKS, RECREATION AND OPEN SPACE MASTER PLAN

**LA LOSE & ASSOCIATES, INC.**  
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**2011**

## Community Input Steps

- Interviews with staff and elected officials
- Interviews with partnering groups
- Sounding Board Workshop
- Focus Group Workshop
- Brook Run Park Charrette
- Public Meetings
- Presentation of Preliminary Park Master Plans
- Mail Survey
- Online Survey



# Survey Findings

When asked what programs, activities and events that they or their families have participated in, there were five clear preferences:

1. Walking on trails (237 responses)
2. Visiting a playground (217 responses)
3. Lemonade Days (215 responses)
4. Parades (191 responses)
5. Picnic in the park (162 responses)

Respondents were asked to identify the programs, activities and events that their families would like to participate in from the same list as used in the aforementioned questions.

1. Walking on trails (247 responses)
2. Movies in the park (192 responses)
3. Picnic in the park (176 responses)
4. Music Fest (165 responses)
5. Lemonade Days (160 responses)
6. Fall Family Festival (146 responses)
7. Visiting a playground (141 responses)
8. Jogging/running (137 responses)
9. Parades (tied with 137 responses)
10. Cooking classes (122 responses)



# Survey Findings

## Currently Doing

- 17% Youth Sports
- 11% Youth Programs
- 1% Senior Activities
- 8% Adult Sports
- 10% Classes
- 19% Special Events
- 34% General Park Activities

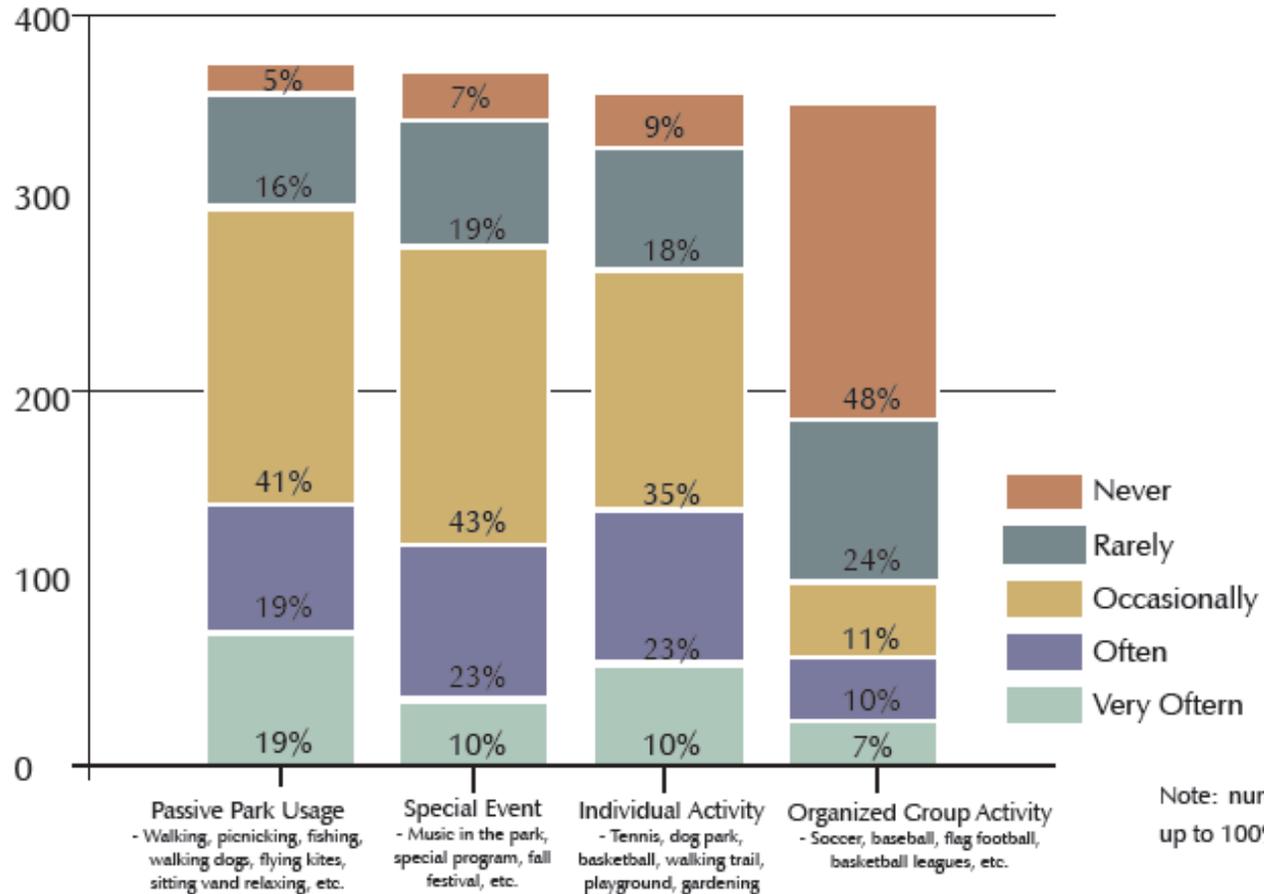
## Would Like to Do

- 12% Youth Sports
- 8% Youth Programs
- 4% Senior Activities
- 9% Adult Sports
- 20% Classes
- 20% Special Events
- 28% General Park Activities



# Survey Findings

Using the list below, indicate how often you take part in the following parks programs:



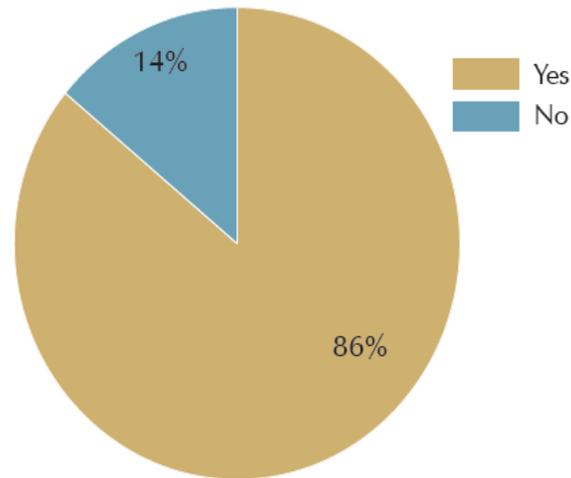
Note: numbers may not add up to 100% due to rounding



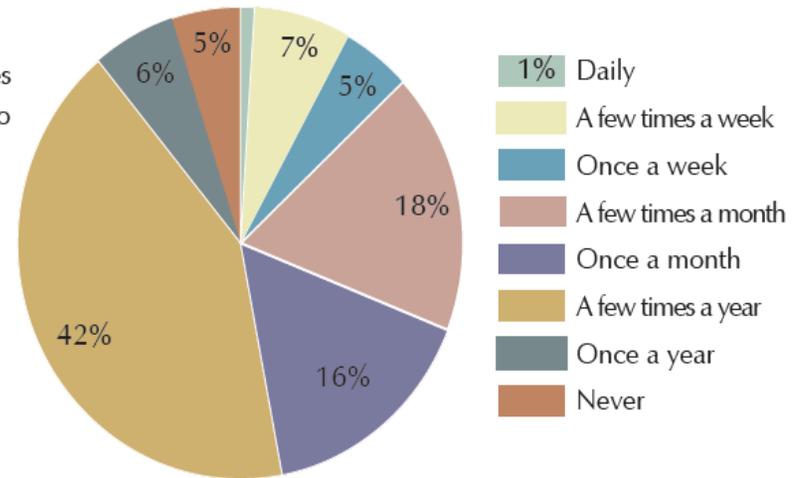
# Survey Findings



Have you visited a Dunwoody Park in the past year?



Please indicate how often you normally visit any park in Dunwoody?

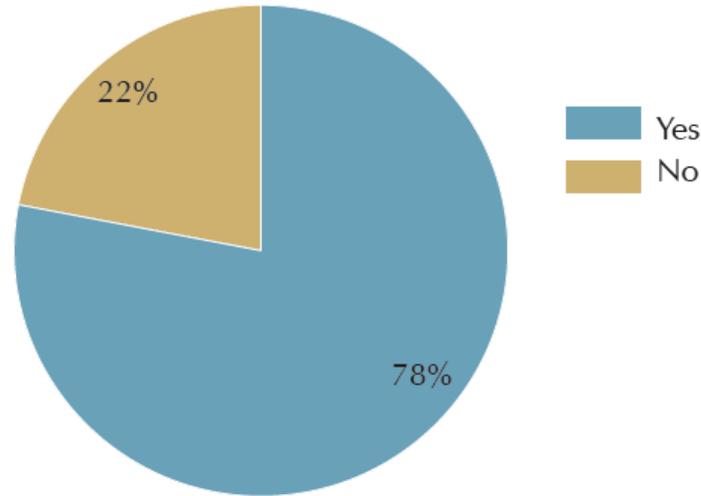


Respondents indicated that one of the reasons for not visiting parks was not being familiar with facilities and location. Other responses included walking or jogging in areas closer to home and lack of time.

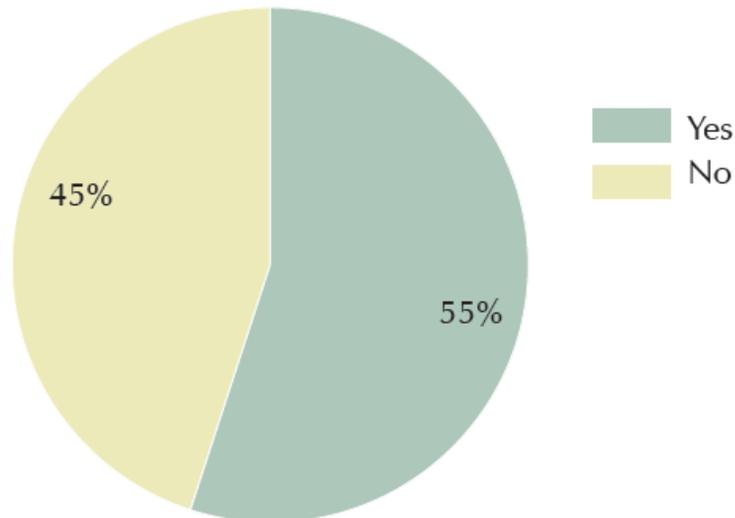
Do you travel to other communities? 60% answered yes with 78% indicating that the factors, which influence their decision, is largely because the facilities are not available in Dunwoody parks.

# Survey Findings

Would you support the City working with surrounding communities and governmental entities to develop an interconnected regional greenway system with multi-use trails?



If a multi-use trail were planned to be located on your property, would you be willing to provide an easement for the construction of the trail, provided that it did not interfere with the use of your property?



# Survey Findings



Which method of funding for park land acquisition, greenway and park facility renovation and development would you prefer?

Borrow money to make necessary improvements and pay back over a 20- or 25-year period.

21%

Impose a millage rate that would allow the City to pay for facilities as they are developed.

16%

Combine borrowed funds with annual millage funds to construct a few large facilities quickly and add smaller facilities to the system over time.

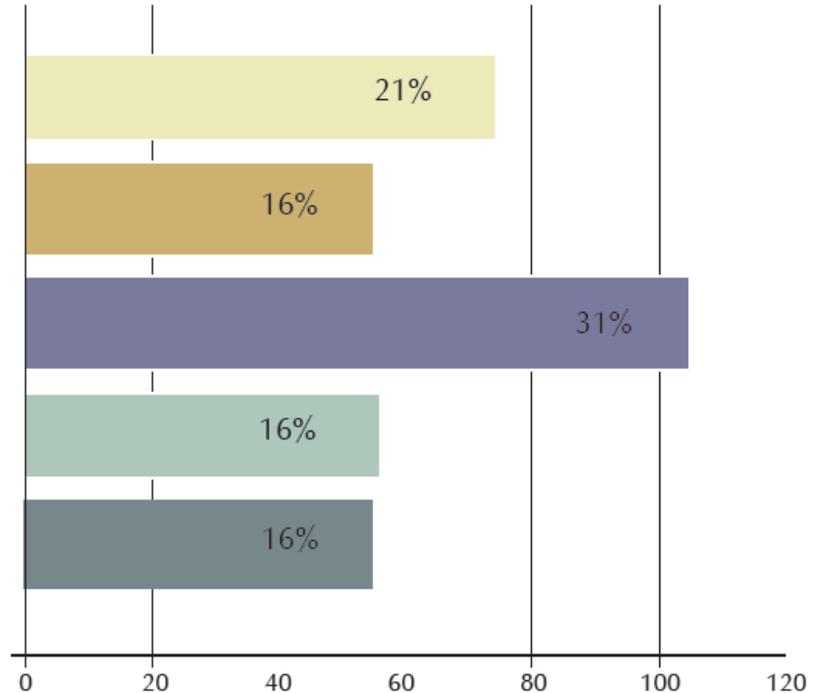
31%

Increase lodging tax to fund larger park facilities that will draw non-residents to Dunwoody for special events and tournaments.

16%

None

16%



# Survey Findings

The Dunwoody Parks and Recreation Department and their partnering associations provide a range of programs, events activities and services. Using the scale below, please give an overall grade as to whether or not the park programs meet your needs.

Excellent	4%
Good	37%
Average	39%
Fair	16%
Poor	4%

The most common responses regarding where improvements could be made:

- Publicize park, locations, and programs
- Provide better communicate on available services
- Offer more programs and specific activities



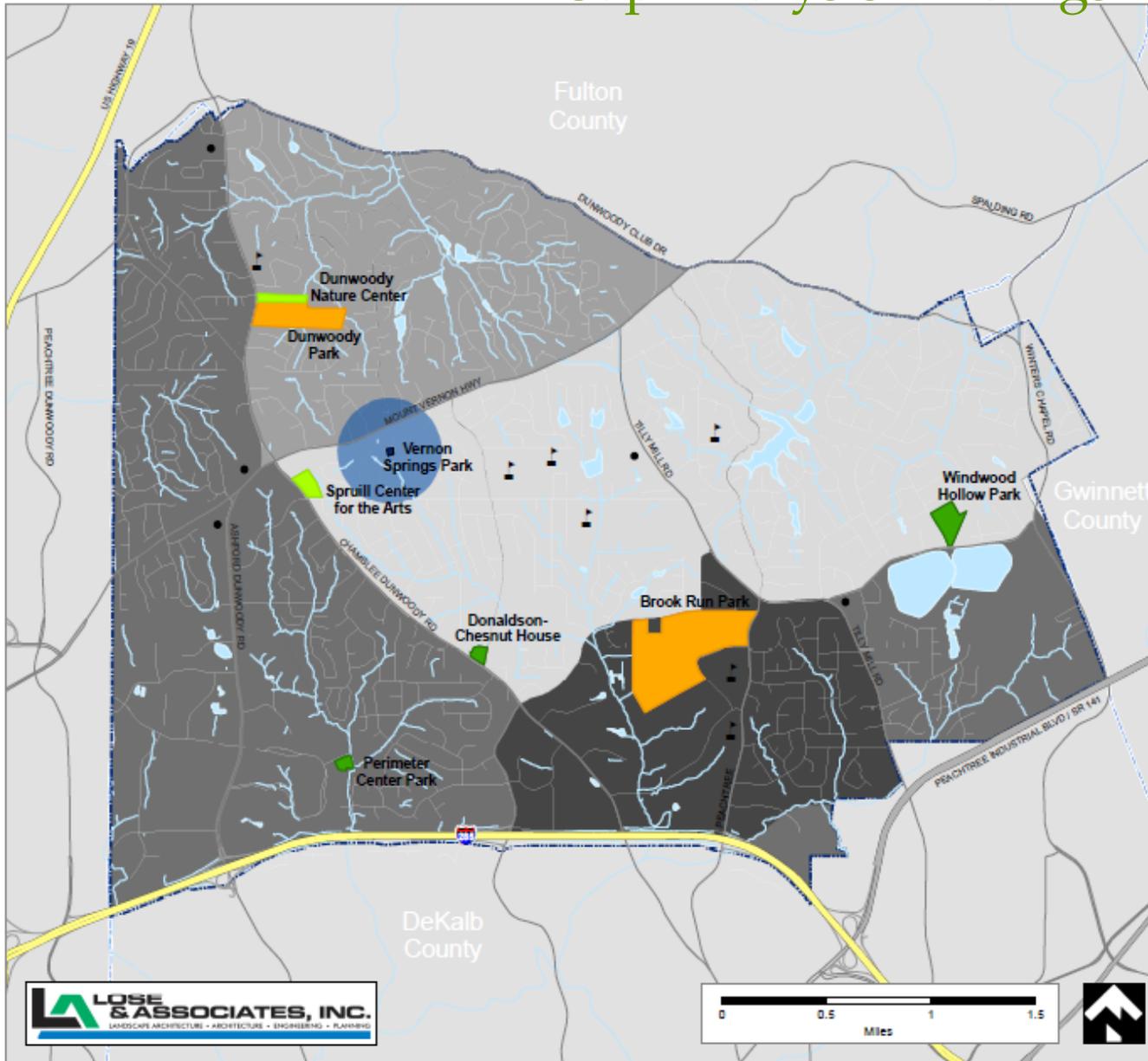
# Survey Findings

When asked to indicate the high priority, medium priority and low priority for implementation, respondents echoed a strong support for the following prioritized action steps. Listed below are those projects that respondents to believed were the highest priority.

1. Develop more walking trails within existing parks
2. Develop a greenway/trail system throughout the city to connect parks and neighborhoods
3. Develop bike lanes through the city along roads
4. Improve the level of maintenance at current parks and recreation facilities
5. Acquire natural areas for protection with limited development
6. Develop unpaved nature trails
7. Provide passive open space/green space in the city
8. Develop more parks throughout the city
9. Provide a multi-use green for community events
10. Connect greenway systems to neighboring communities



# Gap Analysis Findings



## EXISTING MINI PARK SERVICE AREAS

### Acres MINI PARKS

- 1 Vernon Springs Park

### Acres NEIGHBORHOOD PARKS

- 11 Windwoody Hollow Park
- 2.9 Donaldson-Chesnut House
- 3 Perimeter Center Park

### Acres COMMUNITY PARKS

- 29 Dunwoody Park
- 102 Brook Run Park

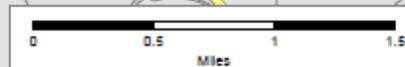
### Acres SPECIAL USE PARKS

- 5 Dunwoody Nature Center
- 6 Spruill Center for the Arts

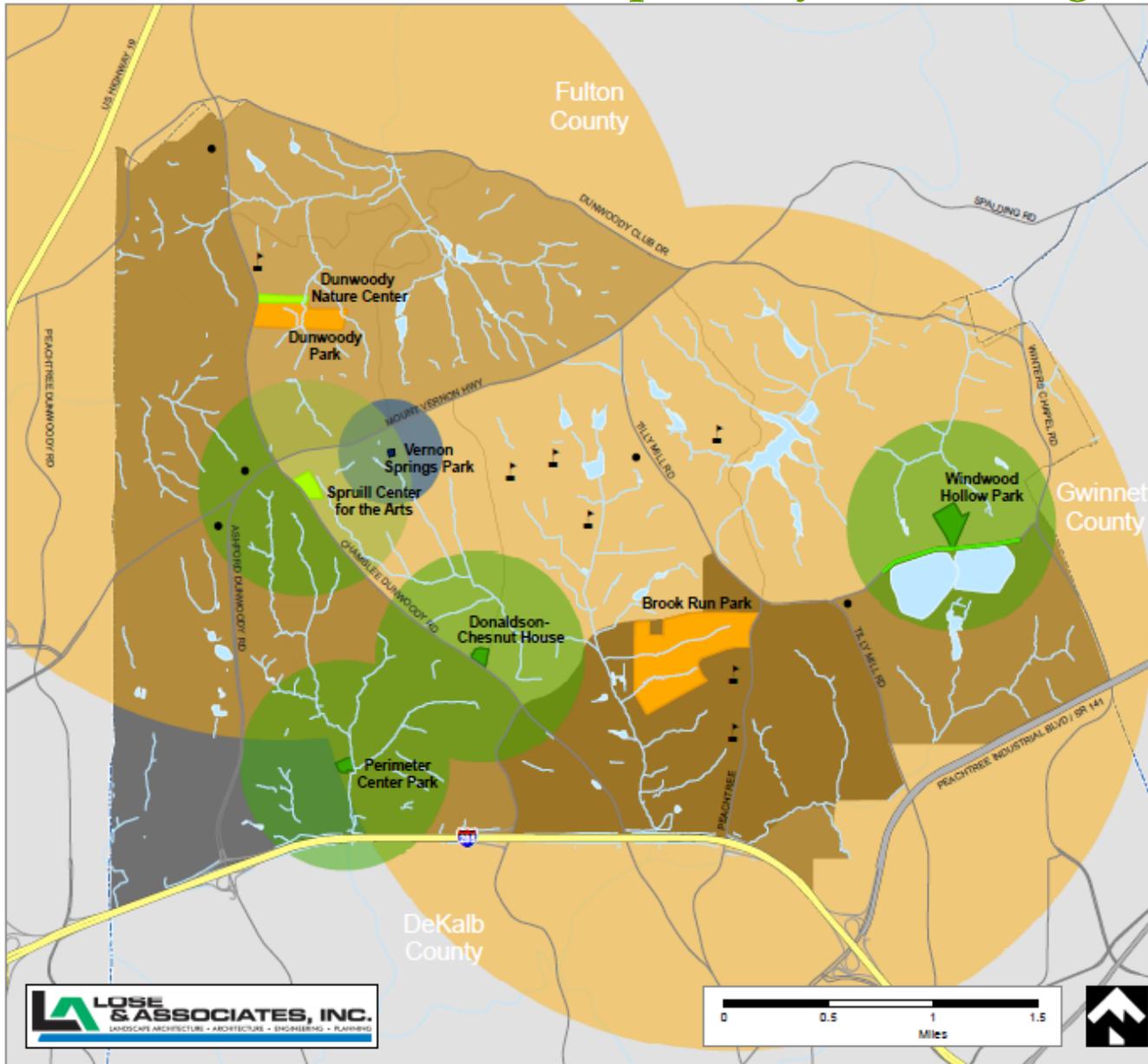
### Legend

- Schools
  - Churches
  - Rivers and Streams
  - Water Bodies
  - County Boundaries
  - 1/4 Mile Service Area
- 2010 Population Per Square Mile
- 2144 - 2500
  - 2501 - 3500
  - 3501 - 4500
  - 4501 - 5500

DUNWOODY, GA  
Parks and Recreation Comprehensive Master Plan  
File: N:\2010\101115p\_Dunwoody\GA\_Parks\RecOpenSpace\MIP\Production\Working\ArcMap101115\_Min\_Park\_Service



# Gap Analysis Findings



## EXISTING PARK AND GREENWAY SERVICE AREAS

### Acres MINI PARKS

- 1 Vernon Springs Park

### Acres NEIGHBORHOOD PARKS

- 11 Windwoody Hollow Park
- 2.9 Donaldson-Chesnut House
- 3 Perimeter Center Park

### Acres COMMUNITY PARKS

- 29 Dunwoody Park
- 102 Brook Run Park

### Acres SPECIAL USE PARKS

- 5 Dunwoody Nature Center
- 6 Spruill Center for the Arts

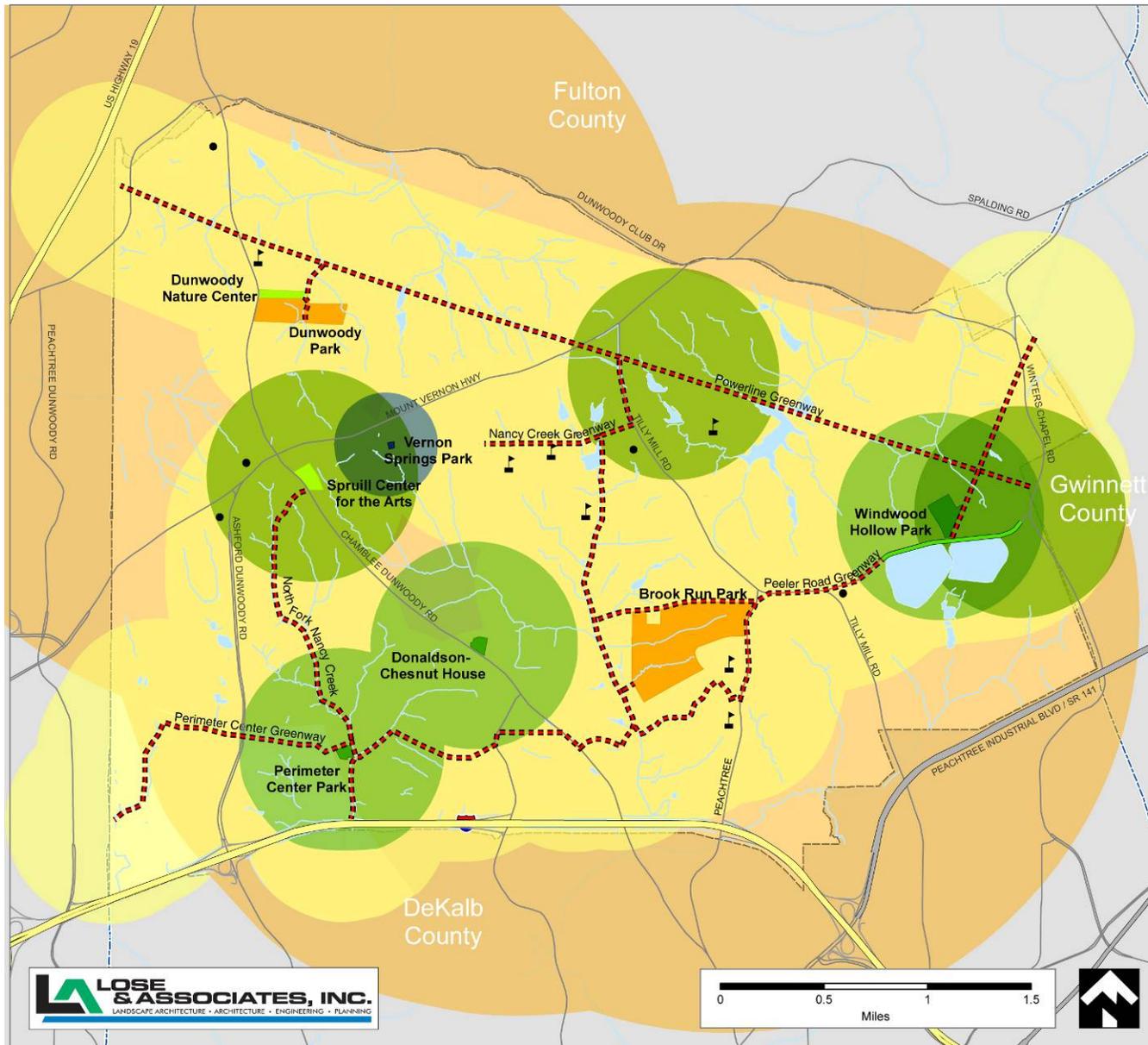
### Legend

- Schools
  - Churches
  - Rivers and Streams
  - Water Bodies
  - County Boundaries
  - 1/4 Mile Service Area
  - 1/2 Mile Service Area
  - 2 Mile Service Area
- | 2010 Population Per Square Mile |             |
|---------------------------------|-------------|
| Light Gray                      | 2144 - 2500 |
| Medium Gray                     | 2501 - 3500 |
| Dark Gray                       | 3501 - 4500 |
| Black                           | 4501 - 5500 |

DUNWOODY, GA  
Parks and Recreation Comprehensive Master Plan  
File: N:\2010\10118p\_DunwoodyGA\_ParksRecOpenSpaceMFP\Production\WorkingArcMap\10118\_Existing\_Parks\_Service\_Area



# Gap Analysis Findings



## PROPOSED PARK AND GREENWAY SERVICE AREAS

### Acres MINI PARKS

- 1 Vernon Springs Park

### Acres NEIGHBORHOOD PARKS

- 11 Windwoody Hollow Park
- 2.9 Donaldson- Chesnut House
- 3 Perimeter Center Park

### Acres COMMUNITY PARKS

- 29 Dunwoody Park
- 102 Brook Run Park

### Acres SPECIAL USE PARKS

- 5 Dunwoody Nature Center
- 6 Spruill Center for the Arts

### Legend

- Schools
- Churches
- Rivers and Streams
- Water Bodies
- Proposed Greenways
- Existing Greenway/Pedestrian Path
- County Boundaries
- 1/4 Mile Service Area: Mini Parks
- 1/2 Mile Service Area: Neighborhood Parks
- 1/2 Mile Service Area: Greenways
- 2 Mile Service Area: Community Parks

DUNWOODY, GA  
 Parks and Recreation Comprehensive Master Plan  
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# Park Recommendations

## BROOK RUN PARK Preliminary Master Plan CITY OF DUNWOODY, DEKALB CO., GEORGIA



0 200 400 600  
SCALE: 1" = 200'-0"  
JANUARY 27, 2011  
LAF 1011P



# Park Recommendations



SCALE: 1" = 100'-0"  
 JANUARY 27, 2011  
 L.A.# 10116



## DUNWOODY NATURE CENTER

Preliminary Master Plan  
 CITY OF DUNWOODY, DEKALB CO., GEORGIA

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# Park Recommendations



SCALE: 1" = 100'-0"  
 JANUARY 27, 2011  
 LA# 10110P



## DONALDSON-CHESTNUT HOUSE

Preliminary Master Plan  
 CITY OF DUNWOODY, DEKALB CO., GEORGIA

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# Park Recommendations



SCALE: 1" = 50'-0"  
 JANUARY 27, 2011  
 LAM 10116



**PERIMETER PARK**  
 Preliminary Master Plan  
 CITY OF DUNWOODY, DEKALB CO., GEORGIA

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# Park Recommendations



0 100 200 300  
 SCALE: 1" = 100'-0"  
 JANUARY 27, 2011  
 LAF 10116

**WINDWOOD HOLLOW PARK**  
 Preliminary Master Plan  
 CITY OF DUNWOODY, DEKALB CO., GEORGIA

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# 10 Year Spending Plan

Dunwoody, GA  
Parks and Recreation  
Comprehensive Master Plan  
Ten Year Spending Plan

EXISTING PARK RENOVATIONS	TIER 1			TIER 2			TIER 3					Future	TOTAL
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021			
Brook Run Park	\$2,000,000	\$5,662,068	\$8,291,345			\$1,992,375							\$17,945,788
Donaldson Chessnut House	\$67,000	\$200,000	\$1,102,296	\$1,102,297									\$2,471,593
Dunwoody Park		\$203,540	\$2,000,000	\$1,343,871									\$3,547,411
Perimeter Center Park													\$0
Spruill Center for the Arts										\$3,089,237			\$3,089,237
Windwood Hollow Park					\$1,885,263								\$1,885,263
Peachtree Middle Sports fields													\$0
Vernon Springs Park													\$0
<b>RENOVATIONS TOTAL</b>	<b>\$2,067,000</b>	<b>\$6,065,608</b>	<b>\$11,393,641</b>	<b>\$2,446,168</b>	<b>\$1,885,263</b>	<b>\$1,992,375</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$3,089,237</b>	<b>\$0</b>	<b>\$0</b>	<b>\$28,939,291</b>
<b>NEW PARK, FACILITY AND GREENWAY RECOMMENDATIONS</b>													
New Park		\$70,000	\$1,000,000										\$1,070,000
New Park		\$70,000	\$1,000,000										\$1,070,000
New Park					\$25,000	\$70,000	\$1,000,000						\$1,095,000
Power line Greenway Phases 1 and 2						\$280,000	\$1,400,000	\$1,400,000	\$222,000	\$2,200,000			\$5,000,000
Peeler Road Greenway Phase 3	\$82,000	\$820,000											\$902,000
Nancy Creek Greenway Phases 4 and 5								\$210,000	\$2,100,000				\$2,310,000
Perimeter Center Trail Phase 5, 6, 8												\$4,730,000	\$4,730,000
North Fork of Nancy Creek Greenway 7												\$1,980,000	\$1,980,000
Water Line Greenway Phase 9												\$770,000	\$770,000
<b>New Park, Facility and Greenway Total</b>	<b>\$82,000</b>	<b>\$960,000</b>	<b>\$2,000,000</b>	<b>\$0</b>	<b>\$25,000</b>	<b>\$350,000</b>	<b>\$2,400,000</b>	<b>\$1,610,000</b>	<b>\$2,322,000</b>	<b>\$2,200,000</b>	<b>\$7,480,000</b>	<b>\$0</b>	<b>\$18,927,000</b>
<b>LAND ACQUISITION</b>													
Park Land Acquisition	\$5,425,000					\$1,500,000		\$1,500,000				\$4,150,000	\$12,575,000
													\$0
													\$0
<b>LAND ACQUISITION</b>	<b>\$5,425,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$1,500,000</b>	<b>\$0</b>	<b>\$1,500,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$4,150,000</b>	<b>\$0</b>	<b>\$12,575,000</b>
<b>GENERAL DESIGN STANDARDS</b>													
Sign Standards	\$65,000												\$65,000
Design Standards	\$150,000												\$150,000
<b>GENERAL PARK DESIGN TOTAL</b>	<b>\$215,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$215,000</b>
<b>YEARLY TOTAL</b>	<b>\$7,789,000</b>	<b>\$7,025,608</b>	<b>\$13,393,641</b>	<b>\$2,446,168</b>	<b>\$1,910,263</b>	<b>\$3,842,375</b>	<b>\$2,400,000</b>	<b>\$3,110,000</b>	<b>\$2,322,000</b>	<b>\$5,289,237</b>	<b>\$11,630,000</b>	<b>\$0</b>	<b>\$61,158,291</b>

Tier1 and Tier 2 TOTAL	\$32,564,679
Tier3 TOTAL	\$16,963,612
<b>TOTAL</b>	<b>\$49,528,291</b>
FUTURE	\$11,630,000

Existing Funding \$ 7,000,000

Total Funds Needed for Tier 1 and 2 \$25,564,679

2011-2021 TOTAL \$49,528,291

**GRAND TOTAL \$61,158,291**

<b>Ten Year Average Spending</b>	<b>\$2,556,467.92</b>
<b>Per Capita (51,812) Spending 2011-12</b>	
Population (2010 estimate):	\$49.34
<b>Per Household (21,828) Spending 2011-12</b>	<b>\$117.12</b>
Monthly Spending Per Household	\$9.76

Figure 8.2  
Ten Year Spending Plan

# Operations and Program Analysis

## Administration

### *Immediate Actions*

- Develop department policies and procedures.
- Create efficiency and effectiveness measures based upon existing resources. Limit the number of measures to three administratively and three for parks.
- Develop usage standards for non-profit user groups.
- Revise all agreements with user groups that reflect better equity between parties.
- Change the skate park to free use and advertise for a concessionaire for the facility; explore bundling this agreement to include the Dunwoody Park baseball concession
- Retain an Administrative Assistant to provide office support and assist as league liaison and rentals within the City.
- Hire a Program Supervisor that would manage outside contracts with program providers, park services and other groups.



# Operations and Program Analysis

## *Short Term*

- Retain a parks superintendent in year 2 to 3 of this plan. The individual should have experience initiating park maintenance services within a jurisdiction and knowledge of managing contracts and crews.
- Do a “Time and Motion Study” to evaluate whether certain park services should be done by in-house personnel or contracted out in order to increase efficiencies.
- Retain a Facility Manager while improvements to Brook Run Park are occurring.
- As trail segments are added and the Donaldson-Chesnut House is reprogrammed, retain a Natural Areas Coordinator to manage the trails and greenways in the City and coordinate with neighboring jurisdictions to enhance local and regional connectivity. This person would further be in charge of instituting a cultural and historical program at Donaldson-Chesnut.
- By 2015, institute a Needs Assessment to ascertain whether recreation needs are being met.



# Operations and Program Analysis

## Revenue Enhancement

Institute a Fees and Charges Policy that is reflective of the community's values with regard to cost recovery. At a minimum, the City should strive to recover 10% of departmental expenses in FY 2012.

