



Dunwoody *
* Smart people – Smart city

Parks and Recreation Master Plan

August 2017



Table of Contents

EXECUTIVE SUMMARY	1
A. PURPOSE OF THIS PLAN	1
B. PLANNING PROCESS SUMMARY	1
C. INVENTORY SUMMARY	2
D. KEY ISSUES SUMMARY	2
E. PRIORITY LIST OF RECOMMENDATIONS AND COST ESTIMATES	3
I. INTRODUCTION OF THE PLANNING CONTEXT	7
A. PURPOSE OF THIS PLAN	7
B. HISTORY OF PARKS AND RECREATION DEPARTMENT	8
C. PARKS AND RECREATION DEPARTMENT OVERVIEW	8
D. RELATED PLANNING EFFORTS AND INTEGRATION	9
E. METHODOLOGY OF THIS PLANNING PROCESS	13
II. NEEDS IDENTIFIED BY THE COMMUNITY	15
A. DEMOGRAPHIC PROFILE	15
B. PARK AND RECREATION INFLUENCING TRENDS	21
C. COMMUNITY AND STAKEHOLDER INPUT	40
D. RANDOM INVITATION COMMUNITY SURVEY SUMMARY	42
E. OPERATIONS AND MAINTENANCE ANALYSIS	48
F. RECREATION PROGRAMMING AND SERVICES ANALYSIS	52
G. FINANCIAL ANALYSIS	54
III. INVENTORY, LEVEL OF SERVICE ANALYSIS, AND PARKS MASTER PLANNING	57
A. INVENTORY	57
B. INVENTORY AND LEVEL OF SERVICE ASSESSMENT	58
C. PARKS MASTER PLANNING	64
IV. ANALYSIS OF KEY ISSUES AND RECOMMENDATIONS	65
A. ORGANIZATIONAL OPPORTUNITIES	67
B. PROGRAM AND SERVICE OPPORTUNITIES	68
C. FACILITY AND AMENITY OPPORTUNITIES	70
D. LEVEL OF SERVICE OPPORTUNITIES	73
E. FINANCIAL OPPORTUNITIES	73
V. AN ACTION PLAN FOR DUNWOODY	91
A. ACTION PLAN, COST ESTIMATES, AND PRIORITIZATION	91
B. ORGANIZATIONAL OPPORTUNITIES	91
C. PROGRAM AND SERVICE OPPORTUNITIES	92
D. FACILITY AND AMENITY OPPORTUNITIES	93
E. LEVEL OF SERVICE OPPORTUNITIES	94
F. FINANCIAL OPPORTUNITIES	95
G. PRIORITY LIST OF RECOMMENDATIONS WITH COST ESTIMATES	95

APPENDIX A: TRENDS REPORT	105
APPENDIX B: PUBLIC INPUT SCHEDULE AND RESPONSES	135
APPENDIX C: DUNWOODY FULL INVENTORY	145
APPENDIX D: DUNWOODY PARK CONCEPTS (11" X 17")	153

List of Tables

Table 1: Summary Demographics for Dunwoody, Georgia – 2015.....	15
Table 2: Dunwoody Population Projections, 2000--2020	15
Table 3: Dunwoody Educational Attainment, 2015.....	18
Table 4: Dunwoody Housing Statistics.....	18
Table 5: Top 10 Worldwide Fitness Trends for 2007 and 2015	26
Table 6: Top 20 Sports Ranked by Total Participation (in millions) in 2014	27
Table 7: Ten-Year History of Sports Participation (in millions) 2005-2014.....	29
Table 8: Sports and Leisure Market Behavior in Past 12 months in Dunwoody, Georgia (2015).....	30
Table 9: Trail Recreation Participation by Activity (in thousands) (6 years of age or older)	34
Table 10: Dunwoody Park System Inventory.....	59
Table 11 : Green Practices Focus Area and Action Step	89
Table 12: Millennials (red) Vs. Non-Millennials (grey) on Health and Fitness.....	106
Table 13: Top 10 Worldwide Fitness Trends for 2015 Compared to 2007	114
Table 14: A Breakdown of Fitness Sports Participation Rates by Generation	114
Table 15: Sports and Leisure Market Behavior in Past 12 months in Dunwoody, Georgia (2015).....	125

List of Figures

Figure 1: Dunwoody, Georgia, Population Growth Trend	16
Figure 2: Dunwoody Population Age Distribution for the Years 2010, 2015, and 2020.....	16
Figure 3: Dunwoody Race/Ethnicity Statistics (2010, 2015, 2020)	17
Figure 4: Annual Household Income Distribution Comparison (2015 - 2020).....	19
Figure 5: Dunwoody, GA. Employment by Industry, 2015	20
Figure 6: Dunwoody Employment by Occupation, 2015	20
Figure 7: A Breakdown of Fitness Sports Participation Rates by Generation	26
Figure 8: Top Three Areas of Focus	44
Figure 9: Top Three Priorities for Additions, Expansion or Improvements (Invitation Sample).....	44
Figure 10: Programming Needs	45
Figure 11: Factors that Would Increase Usage	46
Figure 12: Support for Funding Mechanisms.....	46
Figure 13: Support for Bond Referendum	47
Figure 14: Impact of Fee Increases on Participation	47
Figure 15: Allocation of Funds to Parks and Recreation Facilities	48
Figure 16: Community Familiarity	50
Figure 17: Programming Importance vs. Needs Met Matrix	53
Figure 18: Key Issues facing the Department	66
Figure 19: Best Form of Communication According to Survey Respondents	67
Figure 20: Programming Opportunities Identified by the Community.....	69
Figure 21: Community Priorities to Add, Expand, or Improve.....	71
Figure 22: Community Response to the Impact of Fee Increases	76
Figure 23: Community Willingness to Support Types of Funding Mechanisms.....	78
Figure 24: Community Support for a Bond Referendum.....	79

Acknowledgements

Mayor and City Council

Denis Shortal, Mayor
Pam Tallmadge, City Council Post 1 (District 1 Local)
Jim Riticher, City Council Post 2 (District 2 Local)
Douglas Thompson (Doug), City Council Post 3 (District 3 Local)
Terry Nall, City Council Post 4 (District 1 at Large)
Lynn Deutsch, City Council Post 5 (District 2 at Large)
John Heneghan, City Council Post 6 (District 3 at Large)

Eric Linton, City Manager

Consultant Team

GreenPlay, LLC
Barge Waggoner Sumner and Cannon, Inc.
RRC Associates

*For more information about this document, contact GreenPlay, LLC
At: 1021 E. South Boulder Road, Suite N, Louisville, Colorado 80027, Telephone: 303-439-8369
Toll Free: 866-849-9959 Email: info@greenplayllc.com www.greenplayllc.com*

THIS PAGE INTENTIONALLY LEFT BLANK

Executive Summary

A. Purpose of this Plan

This Master Plan Update will determine the direction for parks and recreation improvements and functions based on the evolving needs and priorities identified by the community and will serve as a guide to help the City make decisions regarding current and future parks, recreation, and trails provision. This process will include the engagement of the community while identifying opportunities for improvement in an easy-to-read format that is implementable.

Critical Success Factors were identified by the project team:

- Develop a Master Plan Update with useful qualitative and quantitative information that depicts the true needs of the community.
- Develop the plan in a usable format that the City can build upon over time, and engage community stakeholders throughout the process.
- Identify strengths, opportunities, and gaps for parks, recreation, open space, and trails in Dunwoody.
- Provide and present findings, recommendations, and implementation strategies that are usable and reader-friendly.

B. Planning Process Summary

Key Elements of a Community Parks and Recreation Strategic/Master Plan



Typically our Strategic/Master Plans include a 5-year focus on operations, 10-year focus on capital, and 20 year strategic vision. Other elements and tools are added as needed for a community-specific plan.

C. Inventory Summary

Currently, the Department manages ten parks with combined land space of over 180 acres, containing multi-use trails, playgrounds, tennis courts, baseball fields, multiple multi-use fields, and facilities. Facilities include water fountains, bathrooms, pavilions, an arts center, nature center, greenhouse, a community garden, and a dog park. These parks are home to several major events each year and offer a variety of activities including skateboarding, tennis, bocce ball, and more. These facilities include:

- Donaldson Bannister Farm
- Windwood Hollow Park
- Vernon Oaks Park
- Georgetown Park
- North DeKalb Cultural Arts Center
- Perimeter Center East Park Property
- Pernoshal Park
- Brook Run Park
- Dunwoody Park and Nature Center
- Austin ES Park Property



D. Key Issues Summary

Key issues detailed in this section were identified through public input and information gathering as opportunities for Dunwoody Parks and Recreation and compiled in categories.

Organizational Issues:

- There is a need for better communication of activities and facilities between contracted nonprofits and the general public.
- Currently, there is not enough staffing and contractors for an expanded service delivery.
- There is a lot of confusion with the public about ownership of parks and facilities.
- Cooperative use of school facilities and scheduling is not maximized.

Programs and Service Delivery Issues:

- There is a need for more programs in education/enrichment, fitness/wellness, and youth sports.
- The public would like to see more community events, concerts, live performances, and other special events.
- There needs to be a balance between passive (self-directed) and active (directed) programming.

Facilities and Amenities Issues:

- The public would like to see an emphasis on maintaining and improving existing facilities.
- There is a need for more connections with pathways and trails.
- Continue the current level of field maintenance and increase the number of rectangle fields or repurpose some existing natural turf fields to synthetic turf.
- There is a need to improve and increase park amenities.
- Adding lights at parks and athletic fields will both increase playability and general safety and security.
- There is no sports complex (indoor/outdoor) for hosting large scale events and tournaments.

Level of Service Issues:

- Identify gaps that are in need of service.
- There is a need to verify other service providers to see if they are filling service gaps.
- Explore land preservation and acquisition opportunities.
- Low scoring amenities that have outlived their life cycles need to be addressed and rectified.

Financial Issues:

- Equitable user fees need to be utilized to address increased programming and services.
- Grant opportunities should be pursued as a resource for park redevelopment.
- The public responded somewhat favorably on the survey to explore a bond referendum.

E. Priority List of Recommendations and Cost Estimates

Short-term (up to 3 year) Timeframe for Completion and Ongoing

- Continue the high level of care of basic park maintenance such as mowing, litter removal, sports facility maintenance, etc.
- Explore alternative funding opportunities.
- Expand network of contractors for current and future recreational programs.
- Coordinate efforts with contracted nonprofits, the county, and the county school system to promote facilities and parks.
- Continue to work with existing partners to expand programs in the areas of education/enrichment, fitness/wellness, and youth sports.
- Seek out new partners, and/or instructors to expand programs in the areas of education/enrichment, fitness/wellness, and youth sports.
- Continue to work with existing partners, seek out new partners, and/or singularly work to expand community event opportunities.
- Continue to work with existing partners, seek out new partners, and/or singularly work to expand concerts, live performances, and other citywide special events.
- Maintain and improve existing facilities by continuing to implement existing plans and Master Plan.
- Continue to develop pathways, sidewalks, bikeways, and expand to connect neighborhoods and parks: \$375,000/mile for 12 ft. concrete path
- Expand greenway system: \$1,000,000 – \$1,200,000/mile
- Consider geographic barriers when looking at future facilities and services in level of service gap areas.
- Map other service provider amenities that fill service gaps.

- Do not duplicate services of other providers.
- Work to make parks and open space a key consideration when procuring new property or redeveloping existing property.
- Develop Marketing Plan and Communication Plan to improve awareness and communication and better tell the story of social, cultural, and economic benefits of the Department including public recognition of City-owned parks and facilities.
- Repair or replace park amenities that are near or have reached their life expectancy from the list delivered as a staff document.
- Implement short-term priority design of Brook Run Park:
 - Multi-Use Fields & Parking \$2,484,844
 - Park Entrance at Barclay Dr. \$105,692
 - Play Field Community Garden \$52,761
 - Great Lawn \$1,335,821
 - Picnic/Parking Area \$1,072,133
 - Disc Golf \$93,424
 - ◆ Subtotal: \$5,144,674
- Implement short-term priority design of Windwood Hollow:
 - Hard Surface Pathways \$120,000
 - Mulched Trails \$50,000
 - Park Signage \$30,000
 - Add Restroom \$250,000
 - ◆ Subtotal: \$450,000
- Implement short-term priority design of Vernon Oaks:
 - Mulched Trails \$35,000
 - Site Furnishings \$30,000
 - Park Signage (2) \$30,000
 - ◆ Total: \$95,000
- Develop Park Site Master Plan for Austin Elementary School with Public Input
 - Total: \$50,000 (To be allocated from parks master plan fund)
- Develop the Perimeter Center East Park which is currently undeveloped:
- Additional Trails, Boardwalk \$600,000
- Implement Park Design \$2,000,000
 - Total: \$2,600,000 (Some funds from Perimeter Center CID)
- Implement short-term priority design of Donald-Bannister Farm:
 - Site Improvements (completed) \$568,000
- Include public recognition of City-owned parks and facilities in the Market Plan.

Mid-term (4-6 years) Timeframe for Completion

- Work with the school system to develop/modify an IGA for the scheduling and use of facilities.
- Continue with current maintenance plan and explore options for more rectangular fields or addition of synthetic fields. \$350,000 Grass Turf \$850,000 Artificial Turf

- Implement mid-term priority design of Brook Run Park Master Plan:
 - Dog Park Restroom \$272,737
 - Trail System Additions \$166,181
 - Maintenance Yard \$367,015
 - Arboretum \$56,791
 - Splashpad/Water Feature \$985,564
 - Courts Area \$1,378,542
 - ◆ Subtotal: \$3,808,828
 - ◆ Total Brook Run Park \$8,953,501
- Implement mid-term priority design of Windwood Hollow:
 - New Tennis Courts \$350,000
- Implement Dunwoody Nature Center Master Plan: \$3,500,000
- Implement mid-term priority design of Donald-Bannister Farm:
 - Building Improvements \$1,600,000
- Develop Cost Recovery Policy.
- Pass bond funding for Parks and Recreation facilities improvements.
- Future athletic field and general park development should include adequate lighting to maximize use. \$180,000 Diamond Field \$150,000 Rectangle Field

Long-term (7-10 years) Timeframe for Completion

- Consider park land acquisition in the northeast and southwest parts of Dunwoody.
 - \$250,000 – \$650,000/acre
- Continue to work with existing partners, seek out new partners, and/or singularly work to provide an equitable balance between passive (self-directed) and active (directed) programming.
- Explore options for more synthetic turf rectangular fields. \$850,000/Field
- Look for opportunities for joint venture to develop regional indoor/outdoor sports complex to host large-scale events/tournaments.

THIS PAGE INTENTIONALLY LEFT BLANK