



City of
Dunwoody*



Dunwoody Parks and Recreation
Master Plan
Findings Presentation
May 24, 2016

GREENPLAY LLC

*The Leading Edge In Parks, Recreation,
And Open Space Consulting*



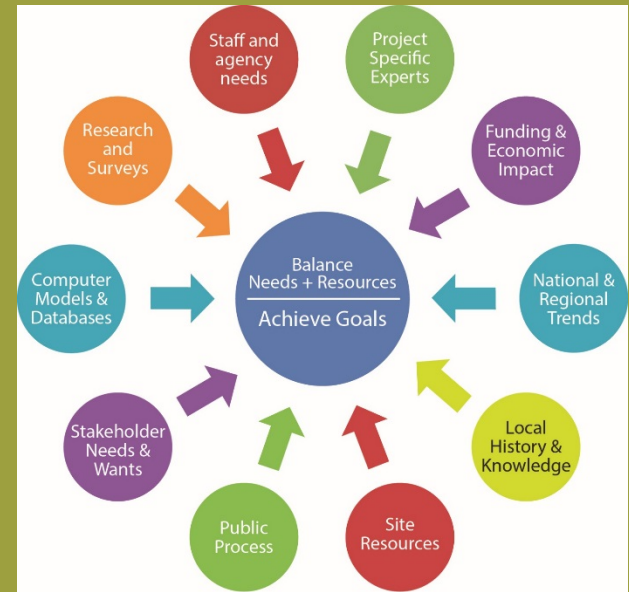
Agenda

- **Process**
- **Focus Groups**
- **Demographics**
- **Survey Results**
- **Inventory**
- **Level of Service**
- **Q & A**



Process

- **Start-up**
- **Community Input**
 - **Focus Groups**
 - **Stakeholder Meeting**
 - **Survey**
- **Inventory**
- **Findings and Visioning Workshop**
- **Level of Service Analysis**
- **Operational & Maintenance Analysis**
 - **Program & Other Service Provider Analysis**
 - **Organizational Analysis**
- **Draft Plan & Presentation**
- **Final Plan & Presentation**



Community Engagement Summary

Meetings held January 11-12, 2016

- 180+ Participants over six meetings

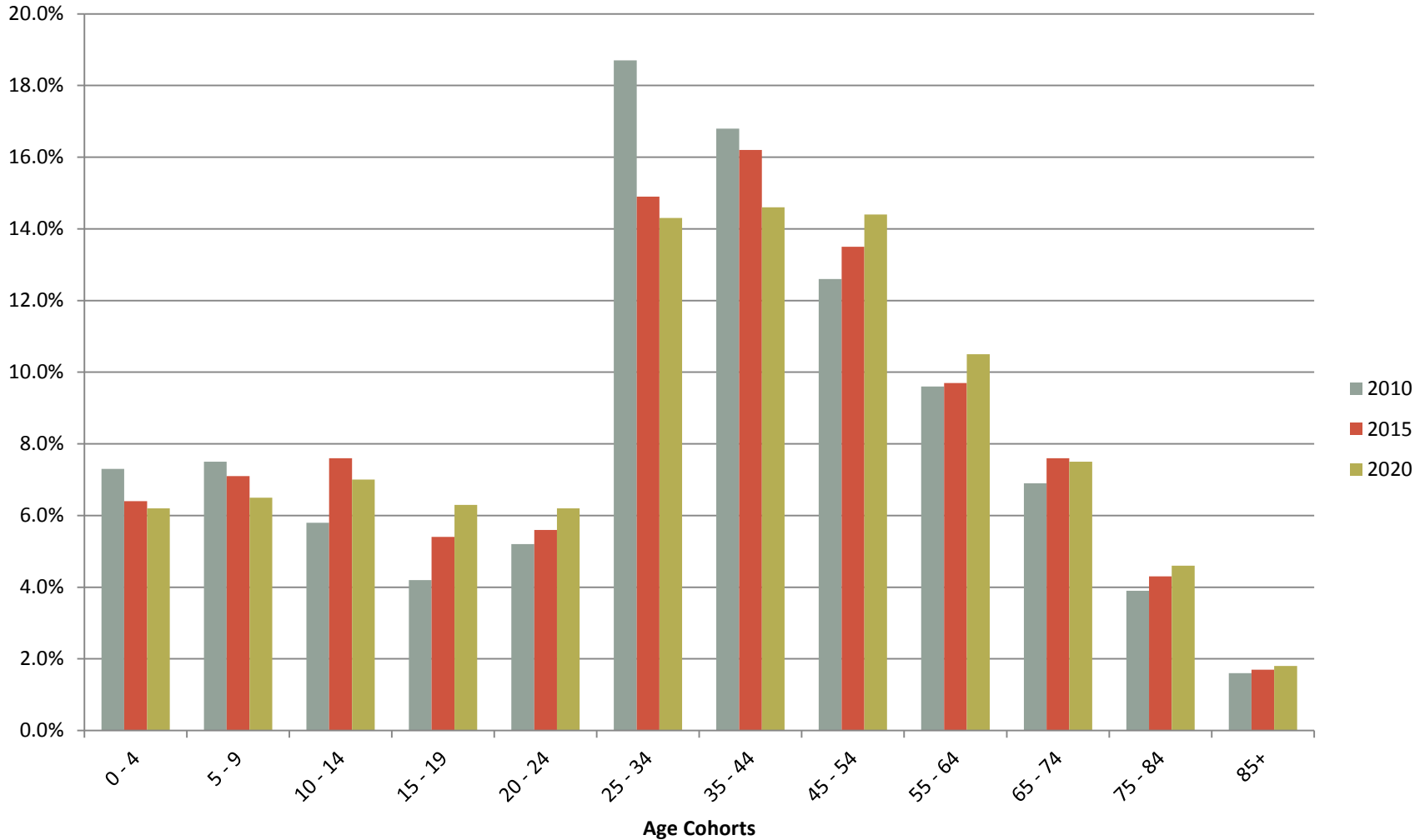
Stakeholder and focus group meetings: Staff, Non-Profit Partners, School Officials, Citizens



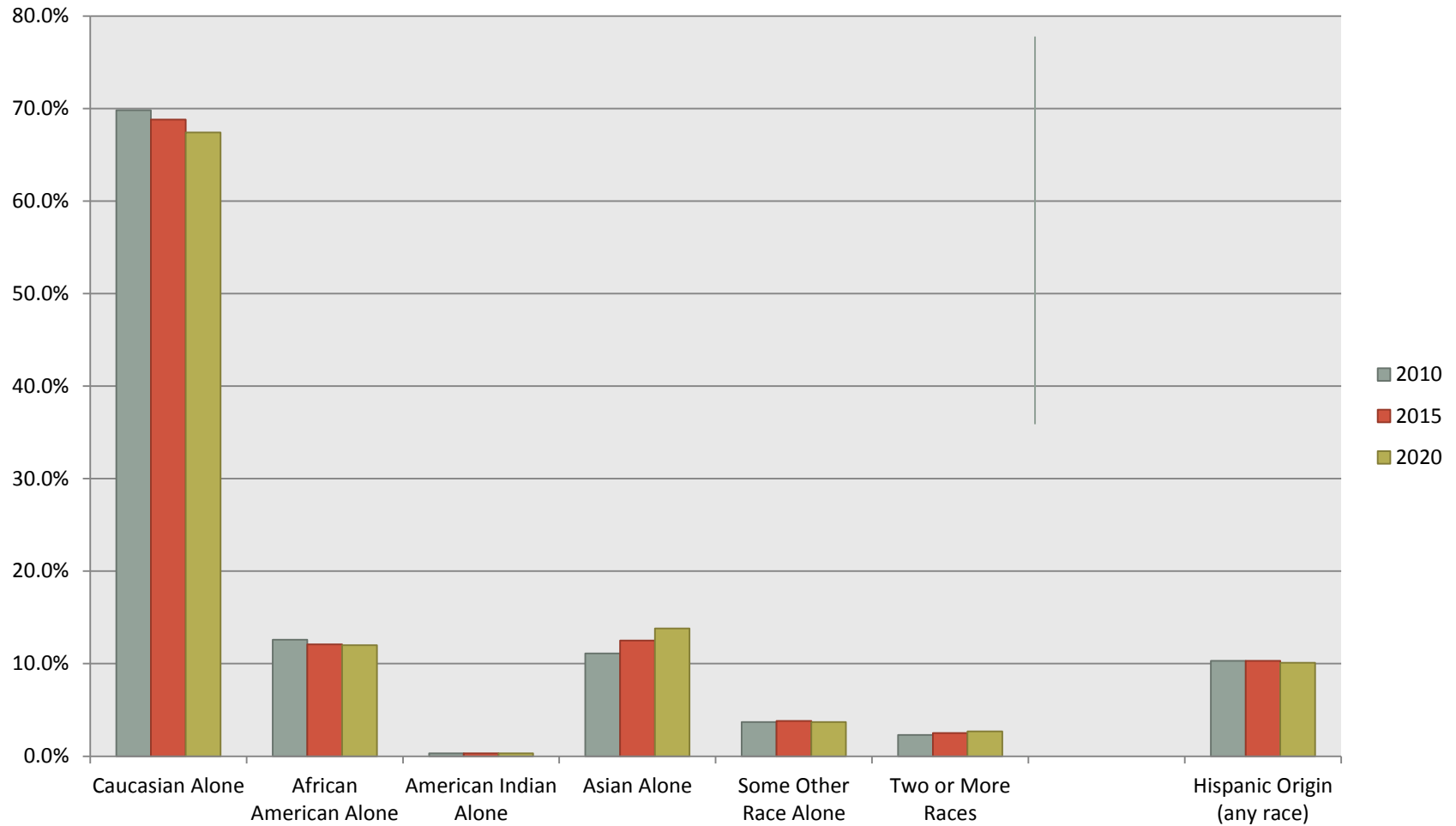
2015 Demographics

| Summary Demographics | |
|-------------------------|----------|
| Population | 48,068 |
| Number of Households | 20,806 |
| Avg. Household Size | 2.30 |
| Median Age | 36.9 |
| Median Household Income | \$75,559 |

Demographics - Age Breakdown



Demographics - Ethnicity Breakdown

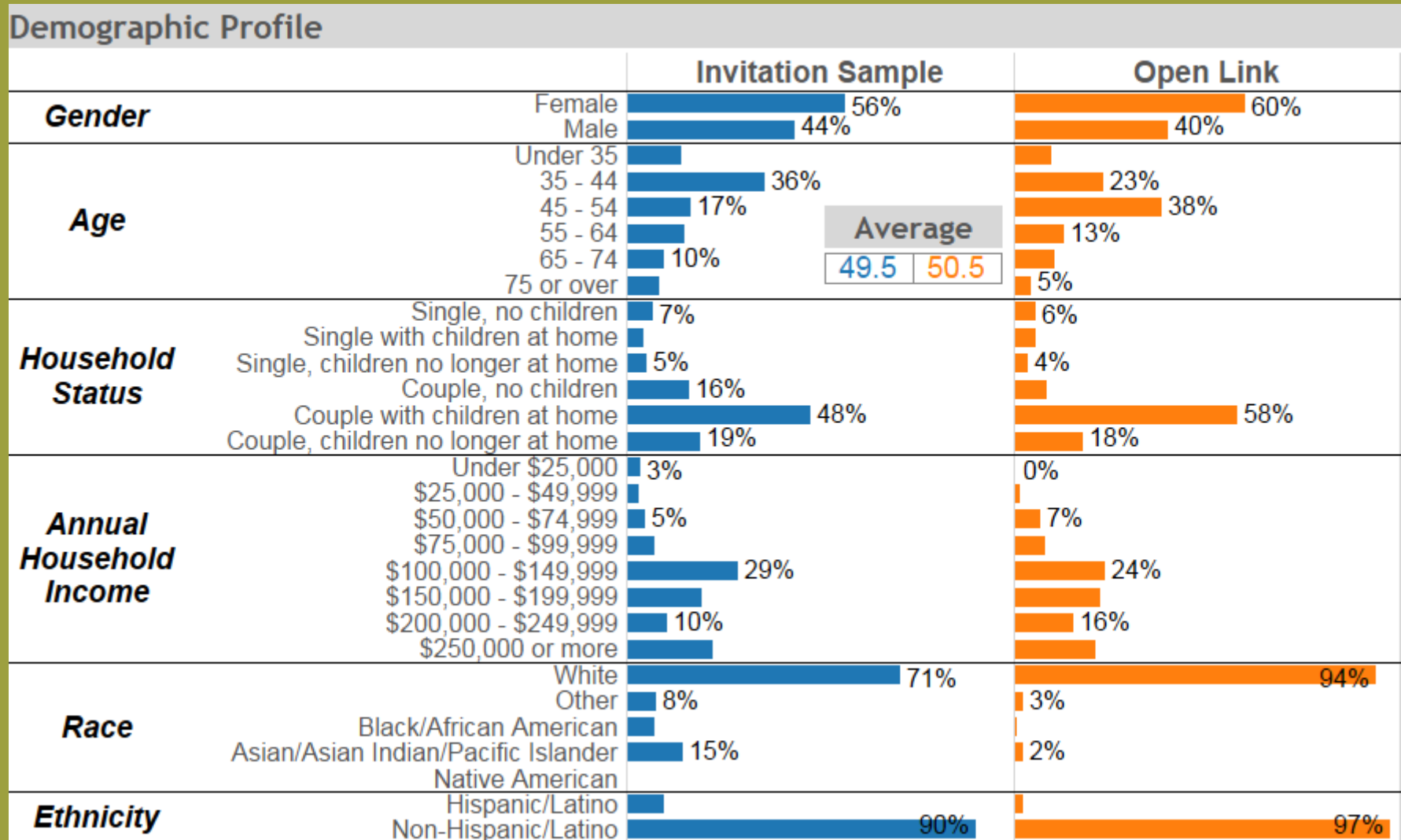


Population Projections

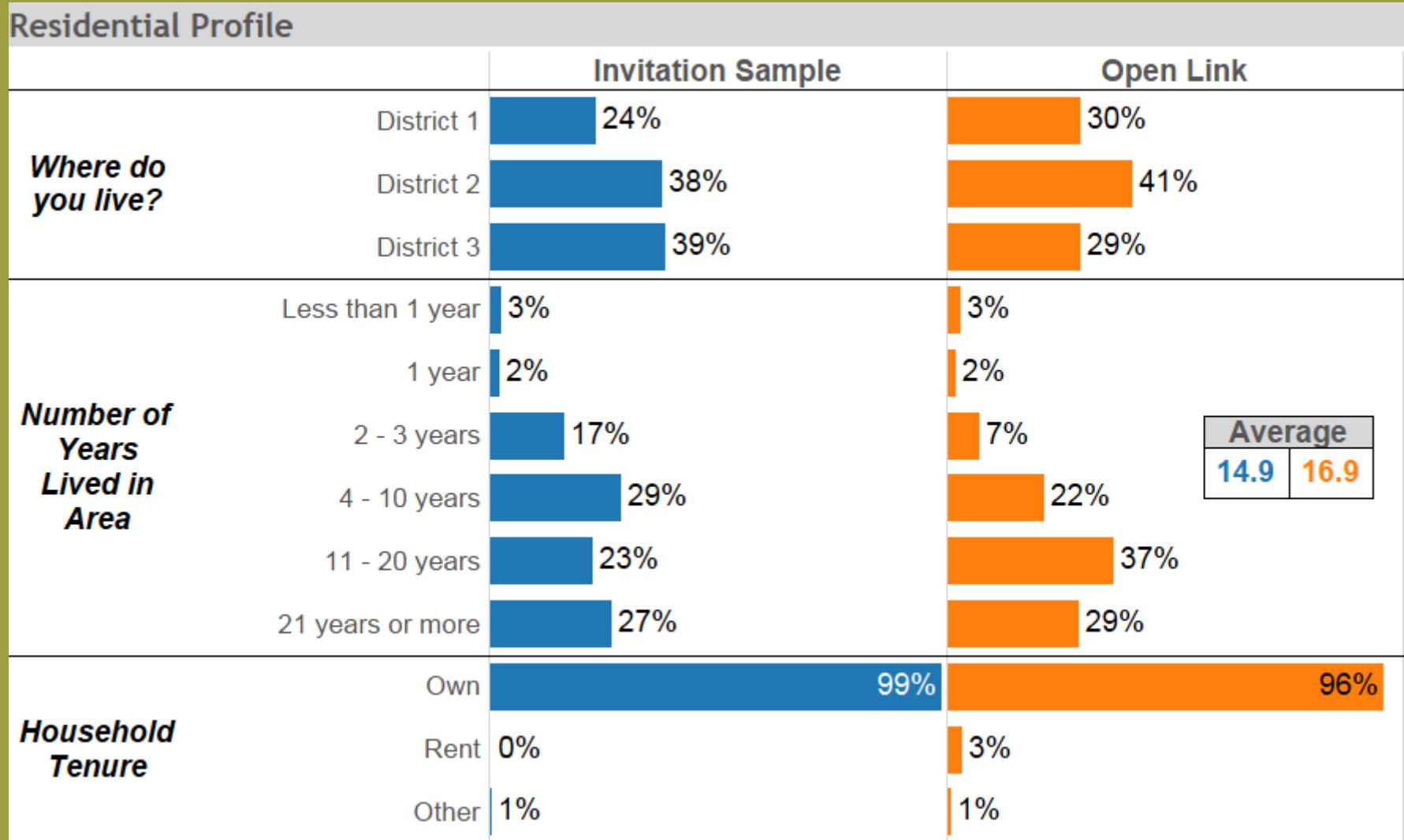
US Census (2000 and 2010) and Esri Projections

| | |
|-----------------|--------|
| 2000 Population | 38,695 |
| 2010 Population | 46,267 |
| 2015 Estimated | 48,068 |
| 2020 Projected | 50,239 |

Survey Demographic Profile



Survey Residential Profile



Survey Results

Methodology

Statistically Valid Survey Method

- Randomly distributed postcard survey
- Distributed geographically

Statistically Valid Survey Response

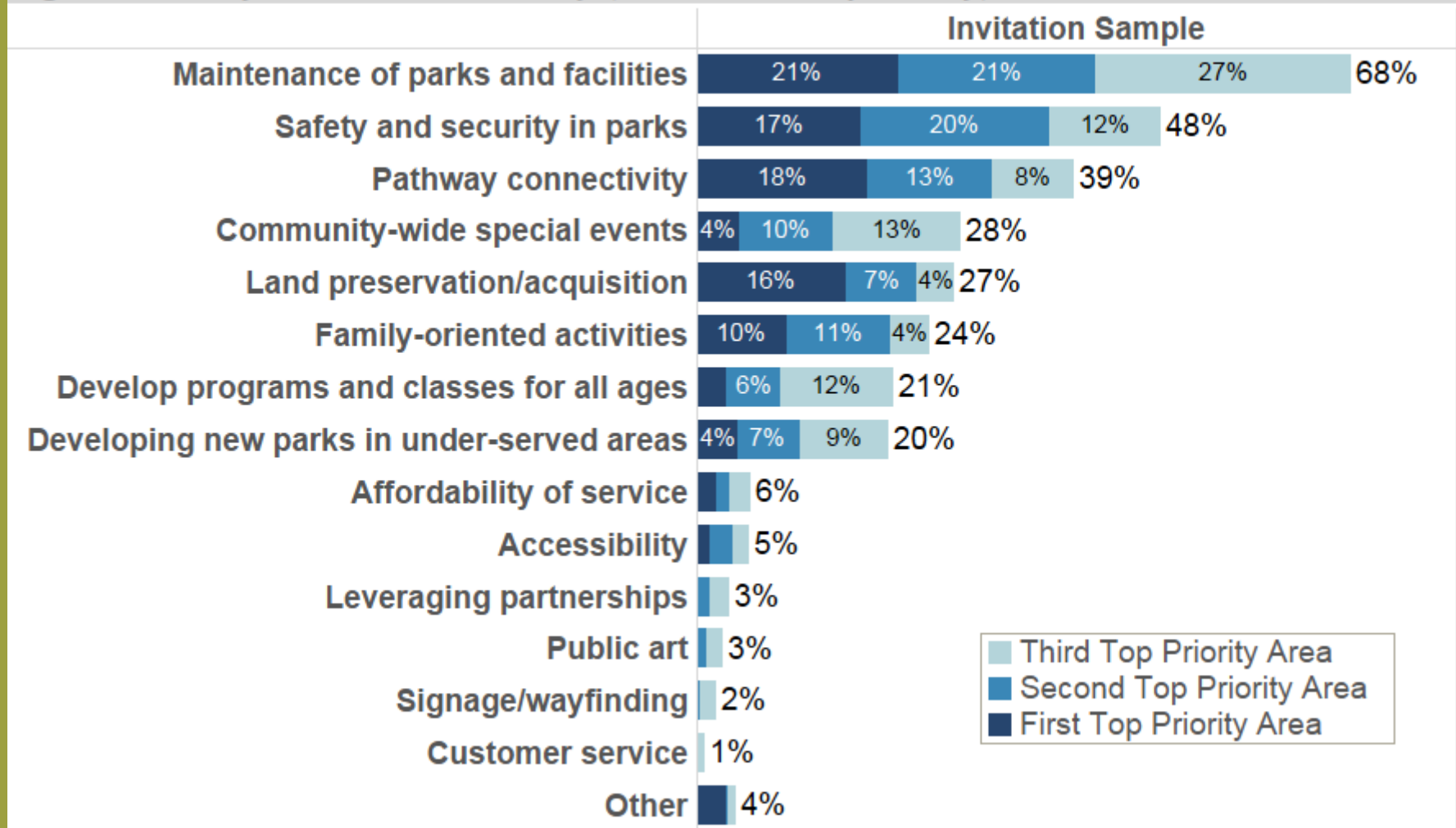
- 3,000 surveys randomly distributed to residents
- Final sample size was 661 (22% return rate, +/- 3.8% margin of error)

Open-Link Web Survey Response

- Online open survey for anyone (962 completed)

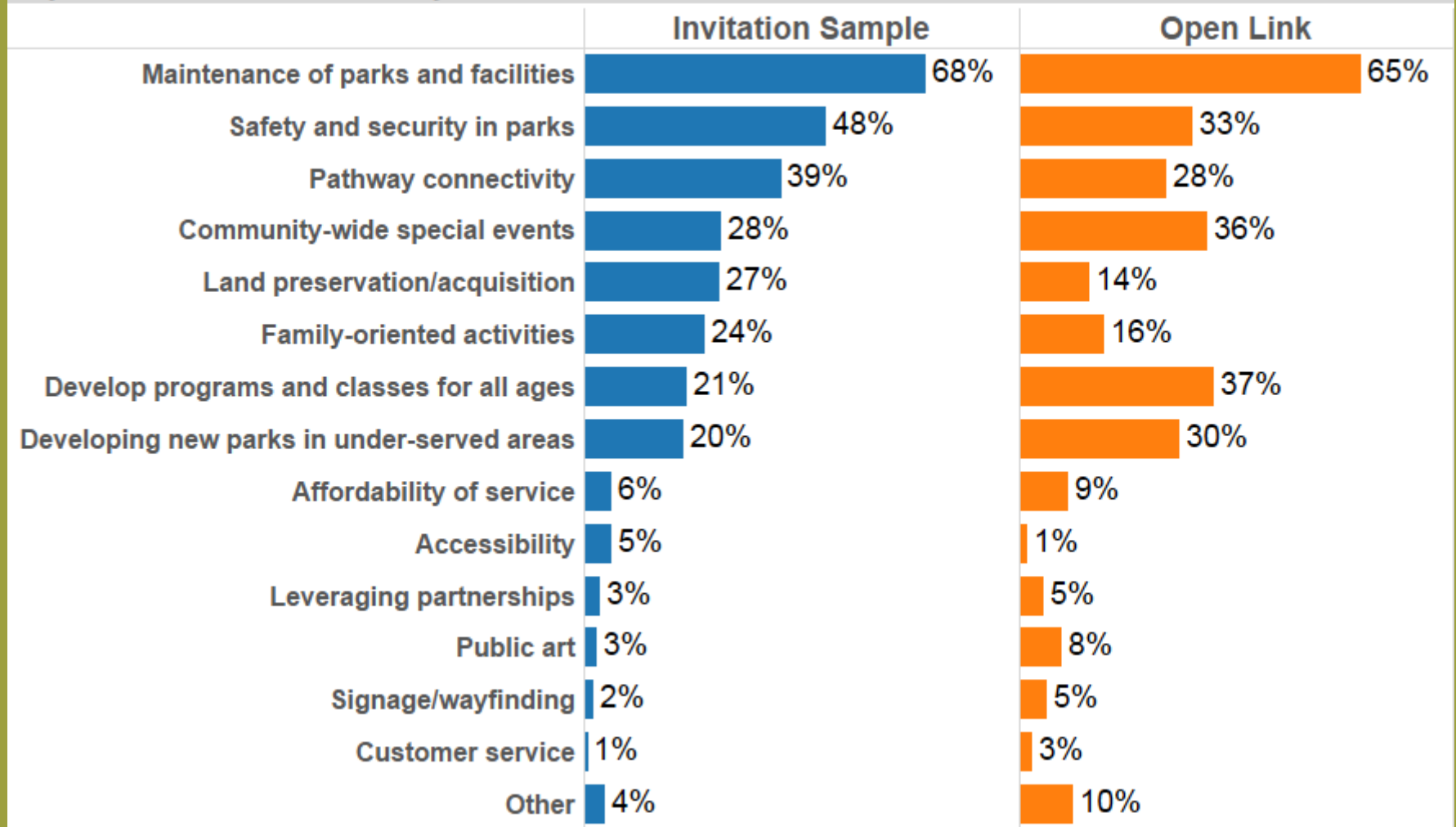
Focus on Improvement

Highest Priority Areas for Dunwoody (Invitation Sample Only)



Focus on Improvement

Top Three Areas Dunwoody Should Focus On



Familiarity

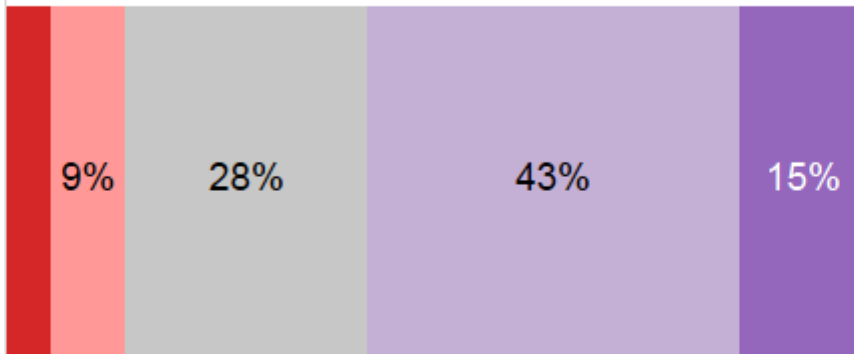
Familiarity with Dunwoody Parks & Recreation Facilities, Programs, and Services

Response

Average Rating

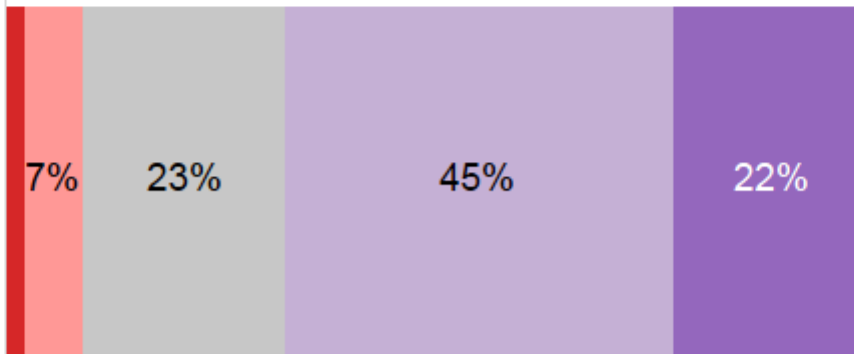
- 5-Very familiar
- 4
- 3-Neutral
- 2
- 1-Not at all familiar

Invitation Sample



3.5

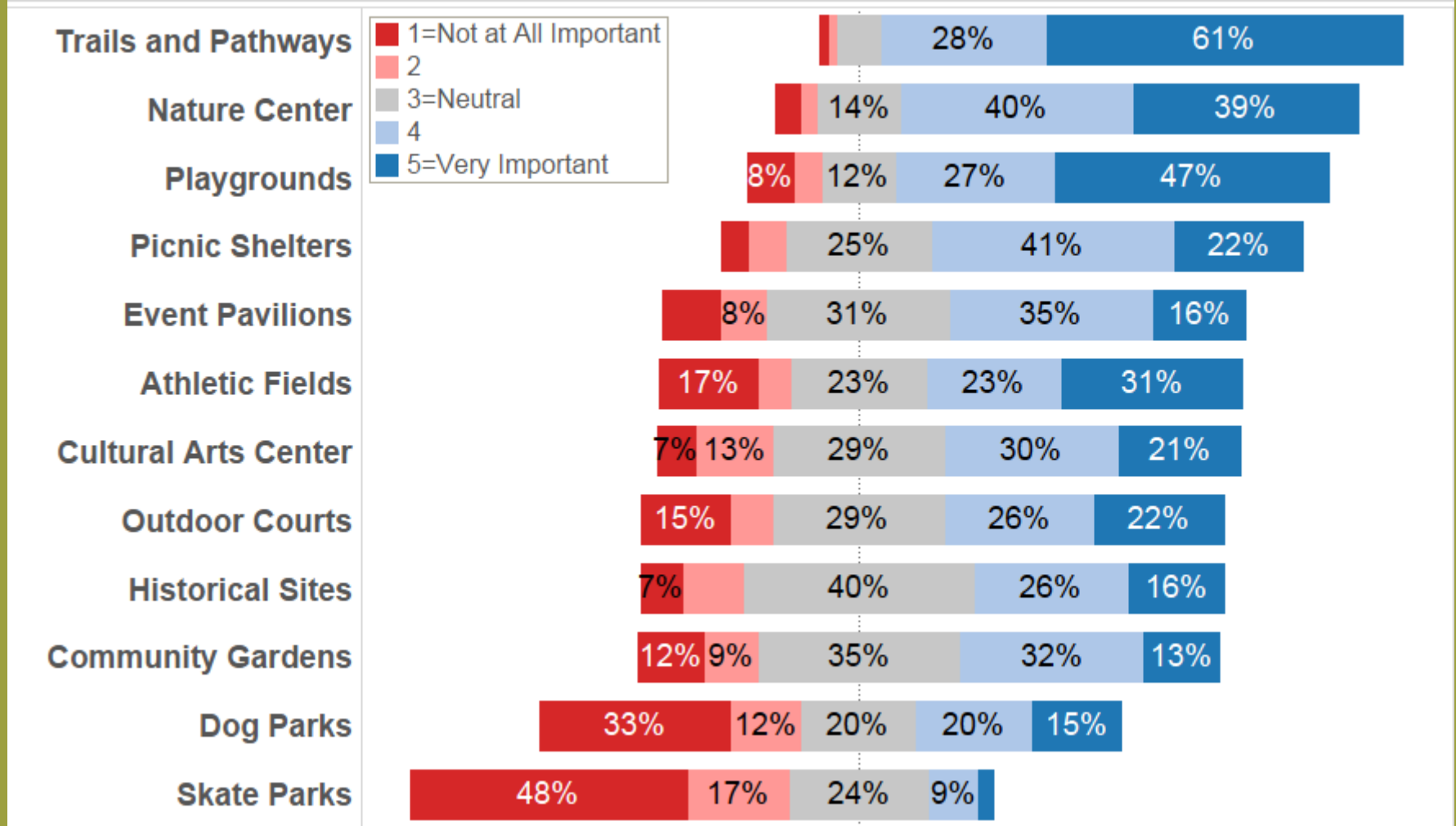
Open Link



3.8

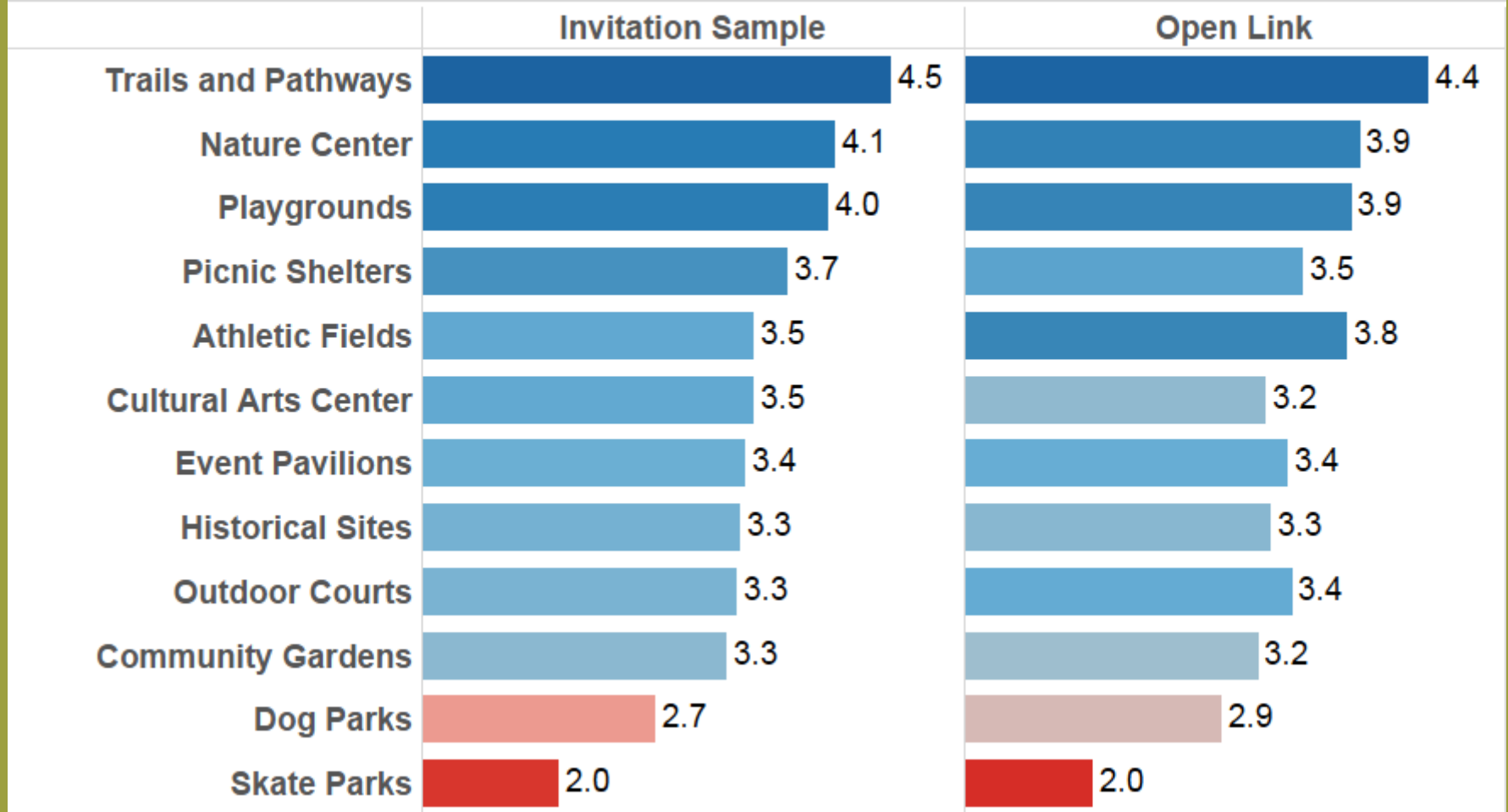
Facility Importance

Importance of Dunwoody Facilities to Household - Invitation Sample Only



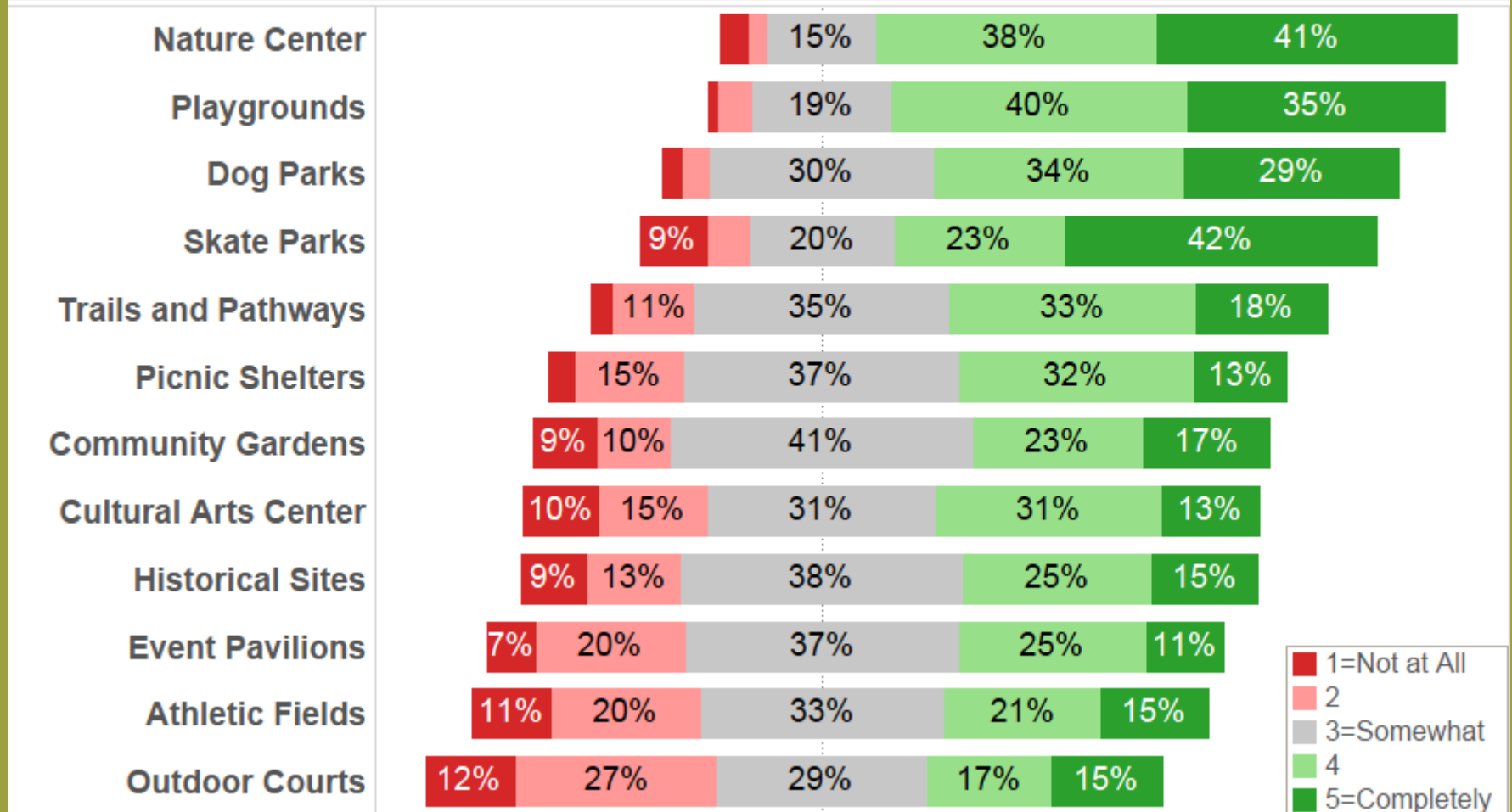
Facility Importance

Importance of Dunwoody Facilities to Household
Average Rating (1=Not At All Important, 5=Very Important)



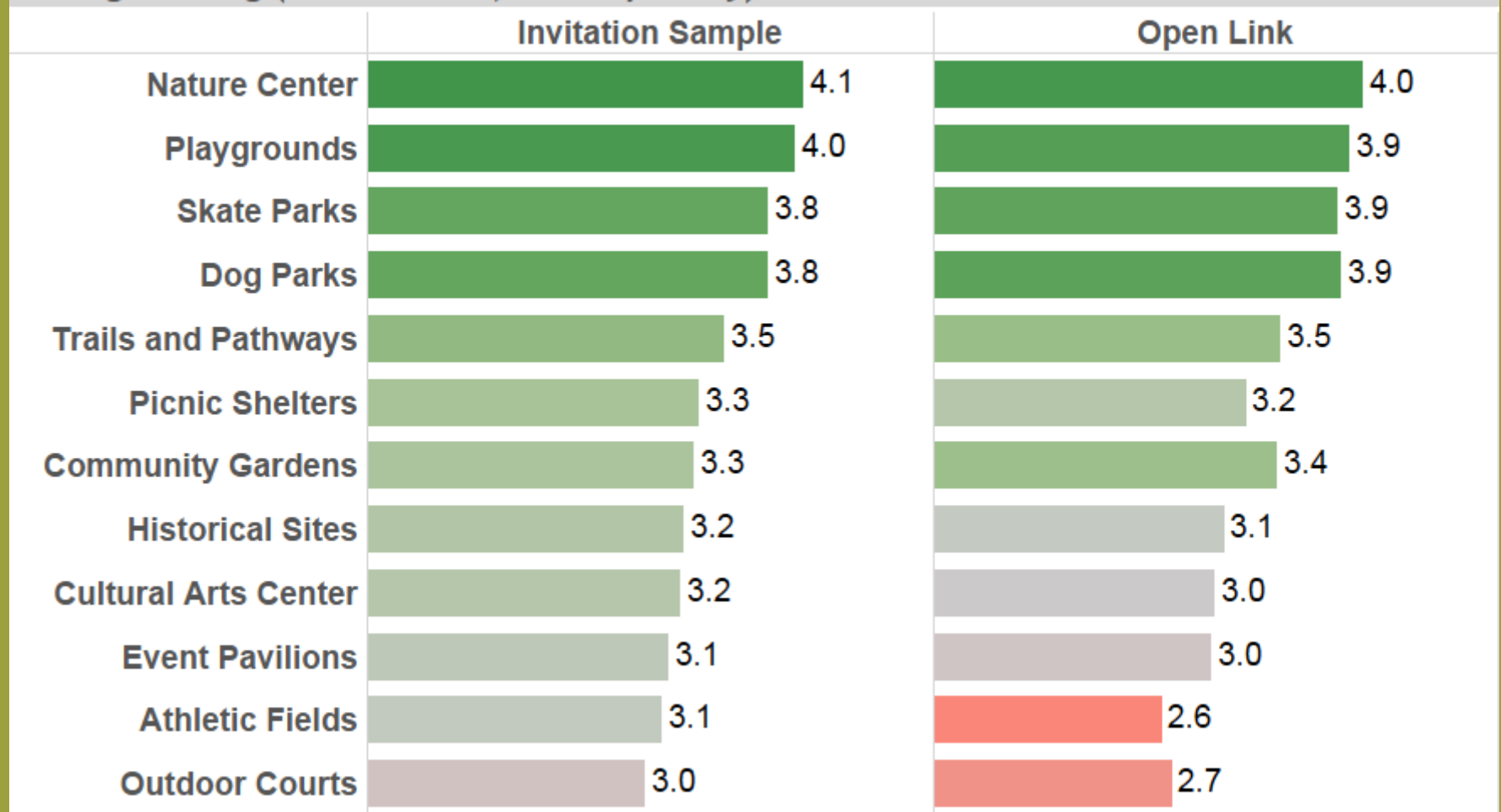
Facility Needs Met

Degree to Which Dunwoody Facilities Meet the Needs of the Community
(Invitation Sample Only)

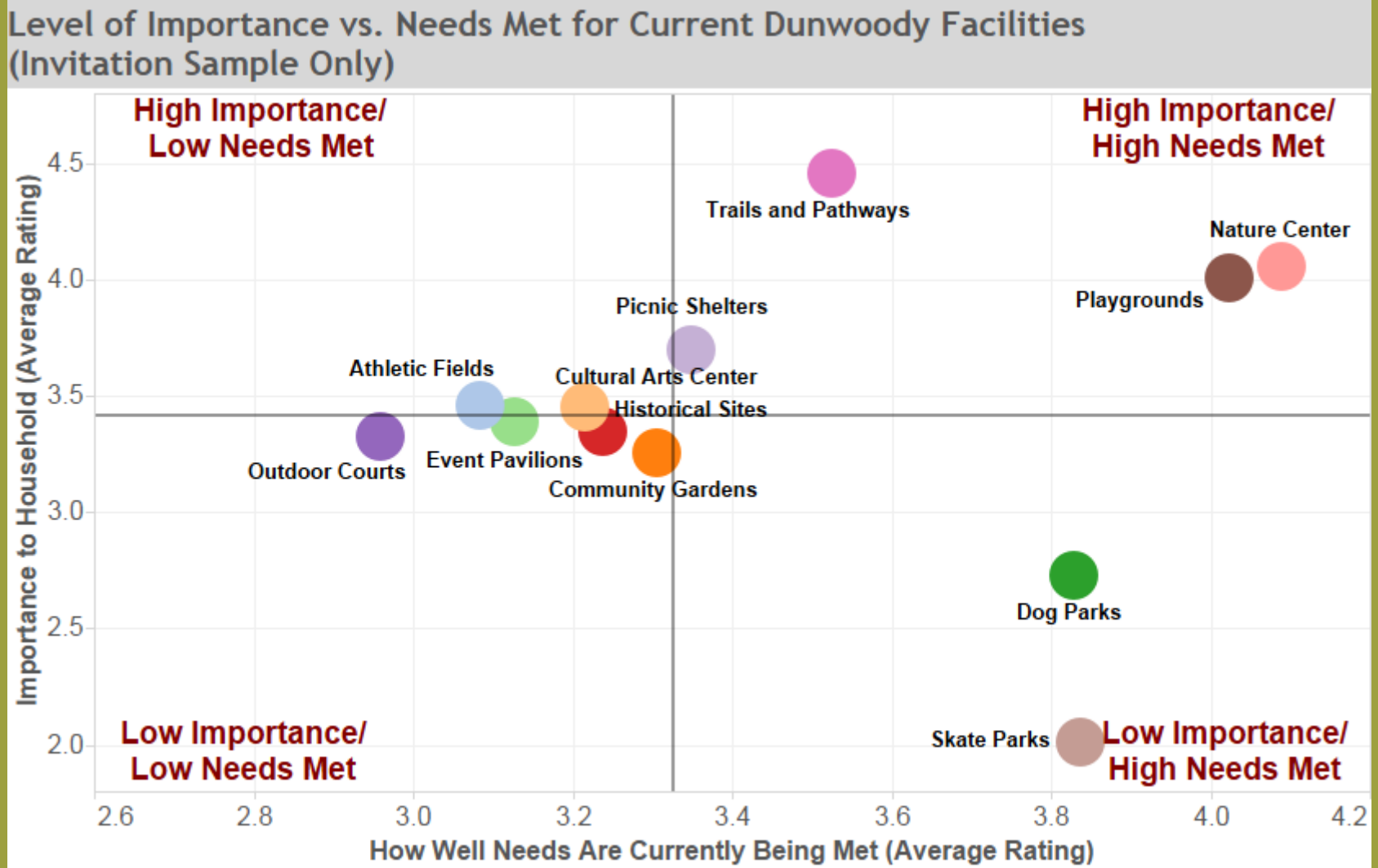


Facility Needs Met

Degree to Which Dunwoody Facilities Meet the Needs of the Community
Average Rating (1=Not At All, 5=Completely)

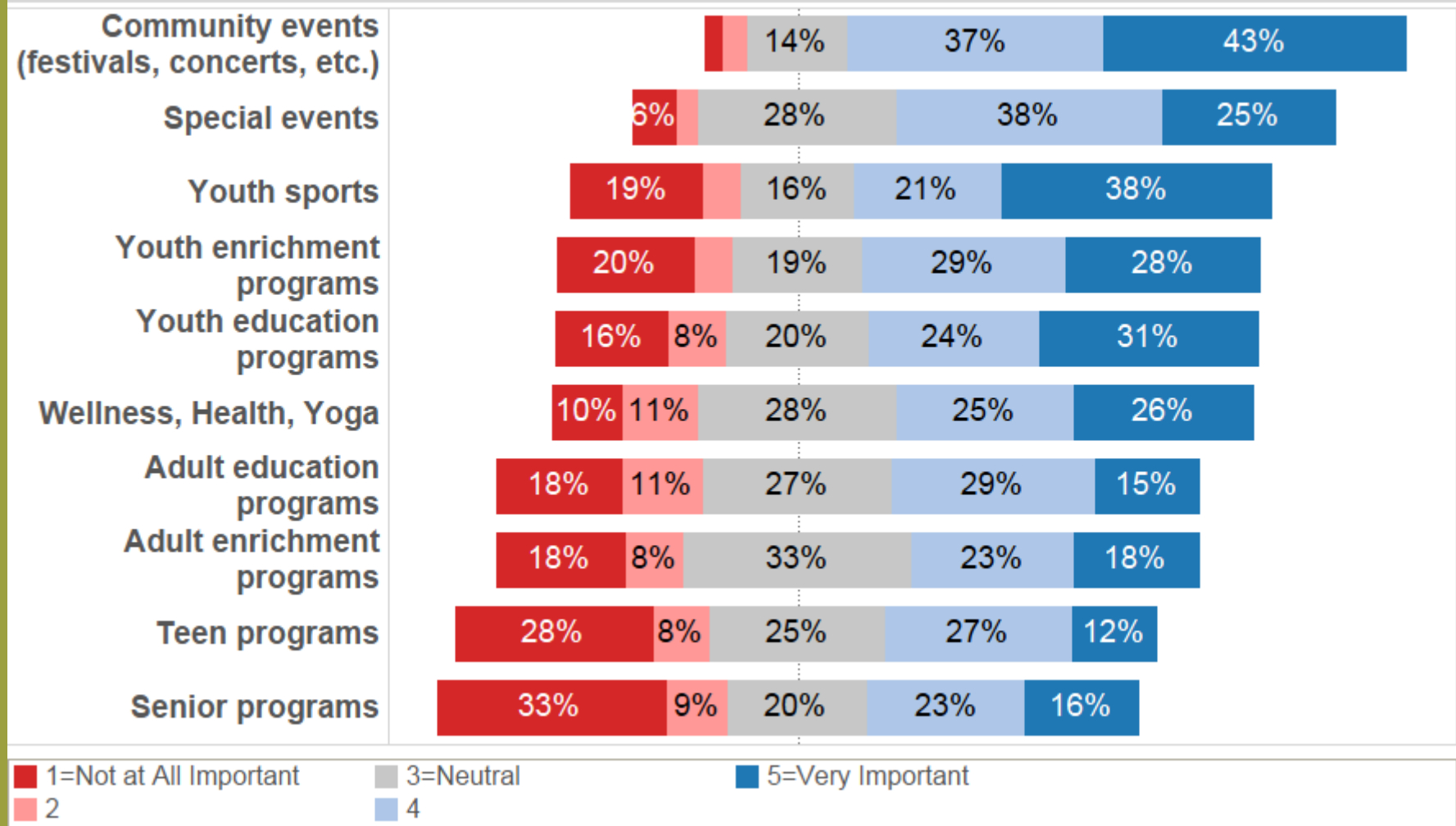


Facility Importance Versus Needs Met



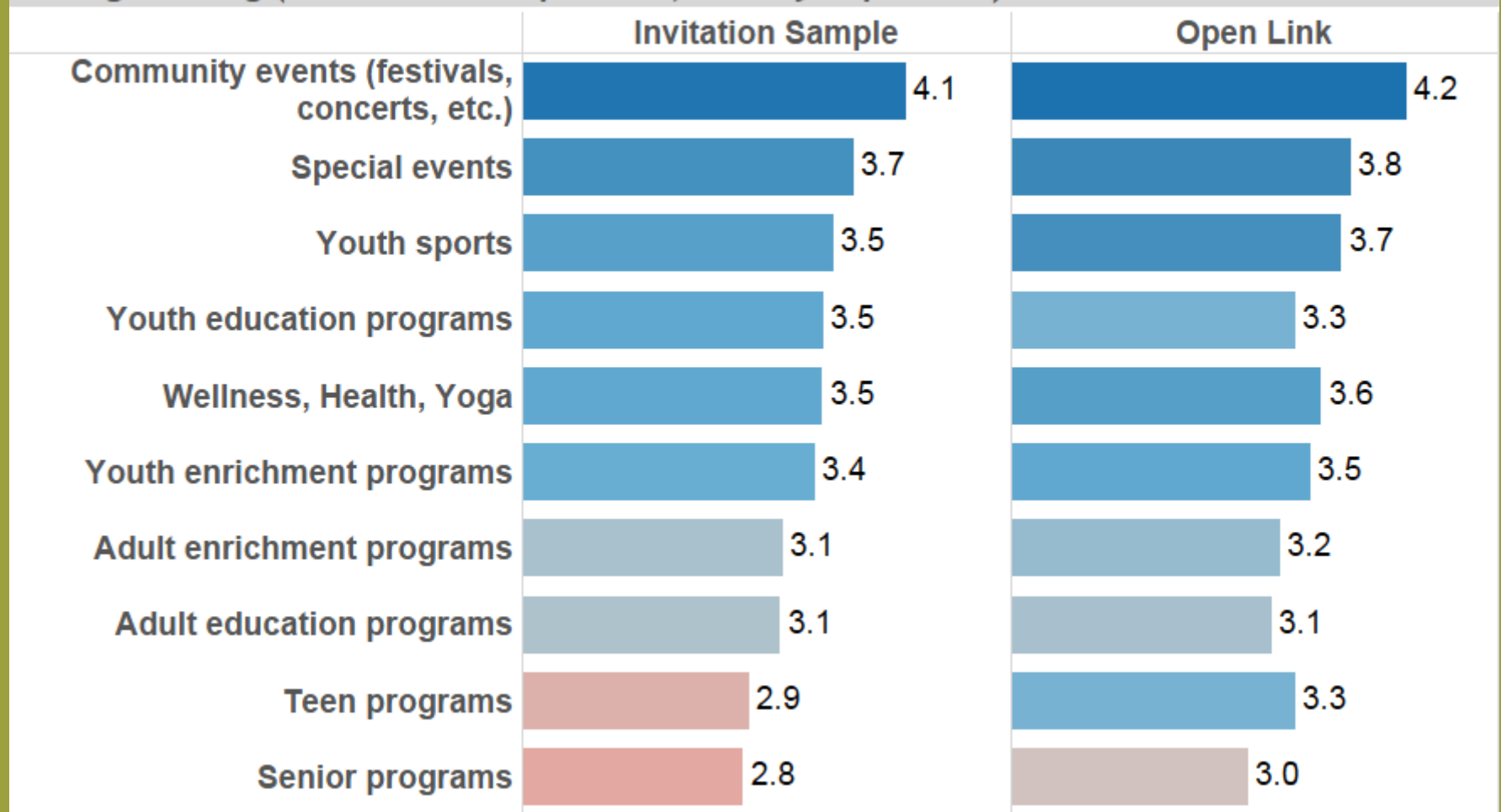
Program Importance

Importance of Dunwoody Programs to Household (Invitation Sample Only)



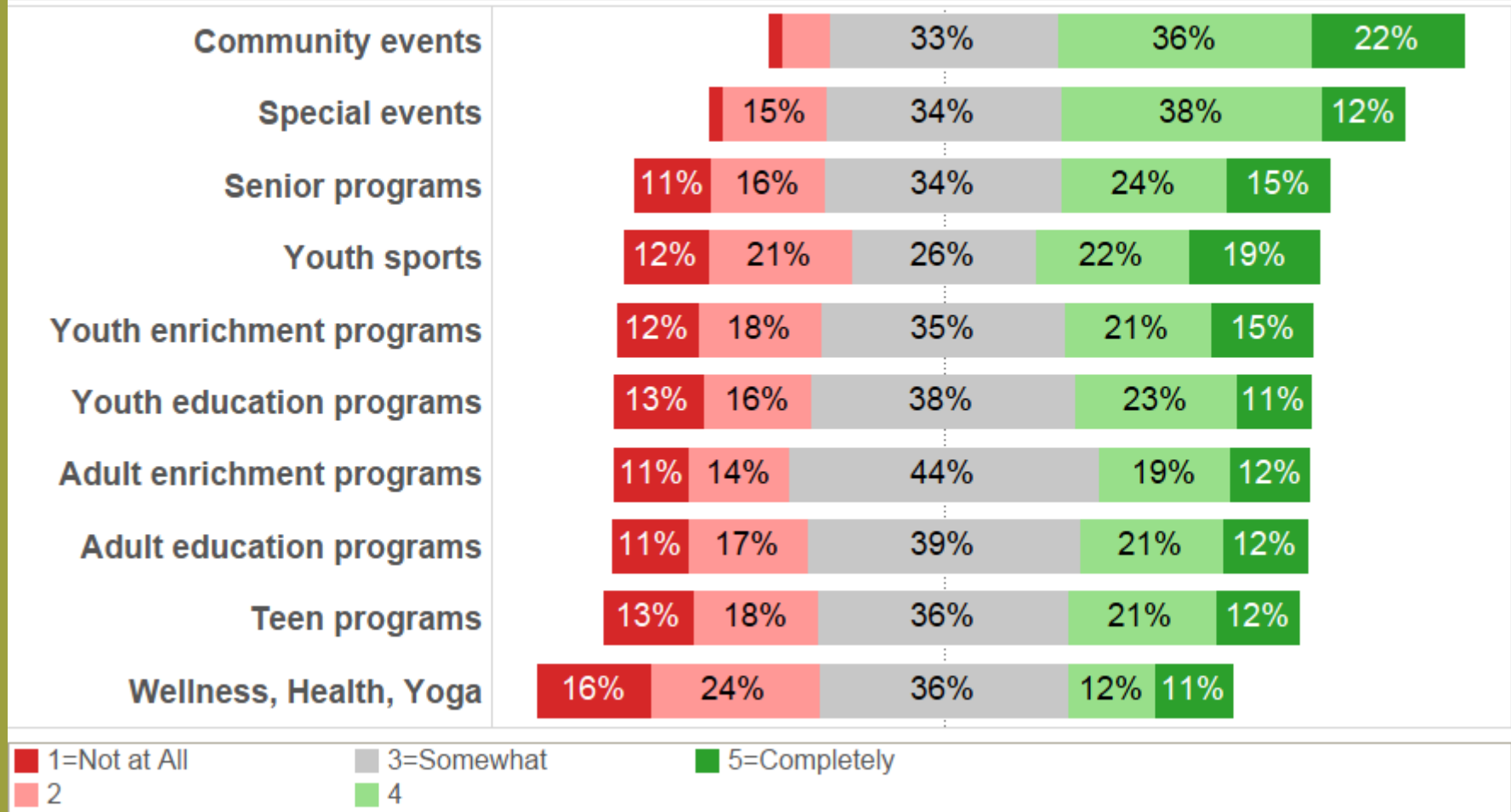
Program Importance

Importance of Dunwoody Programs to Household
Average Rating (1=Not At All Important, 5=Very Important)



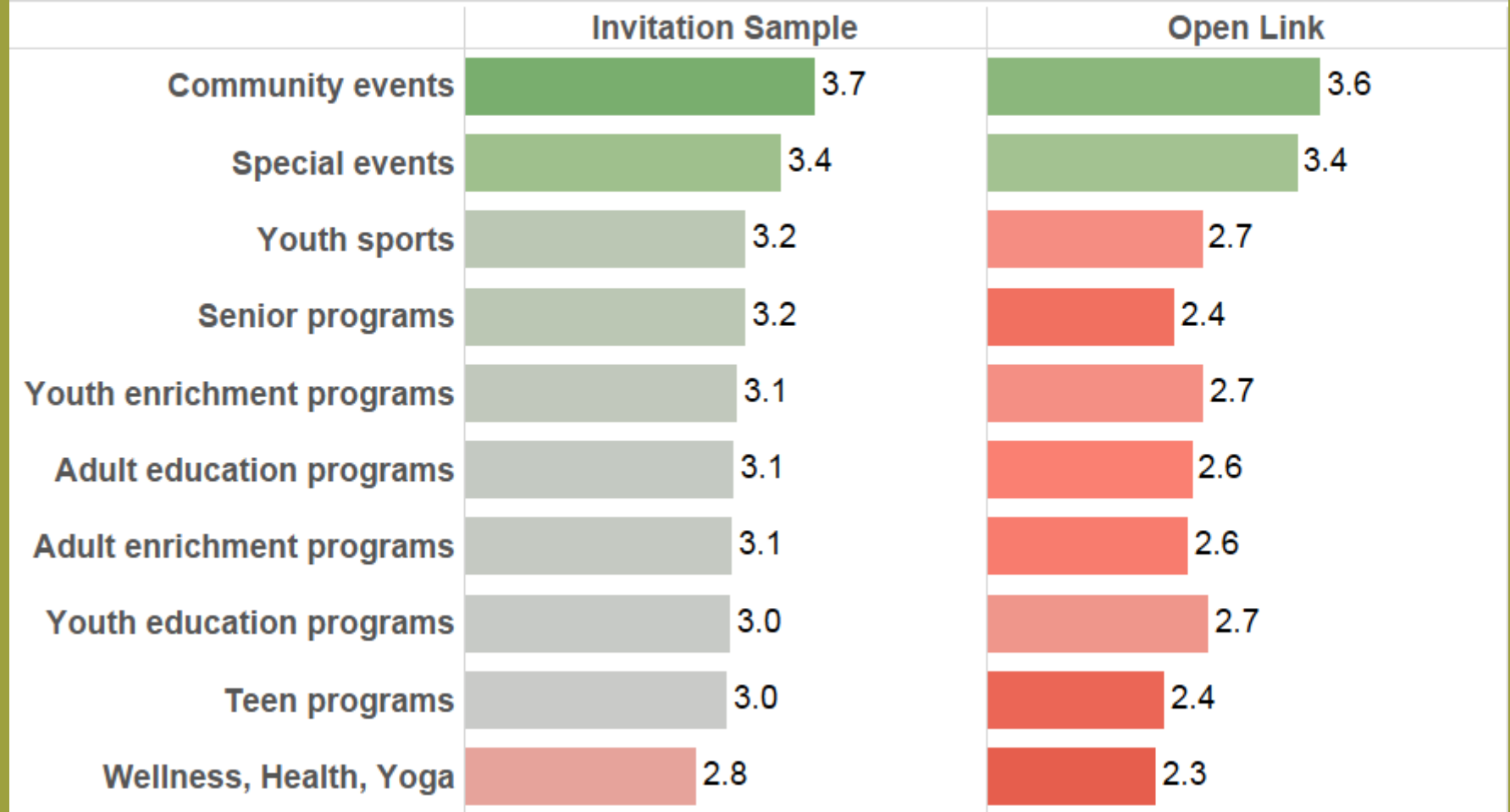
Program Needs Met

Degree to Which Dunwoody Programs Meet the Needs of the Community
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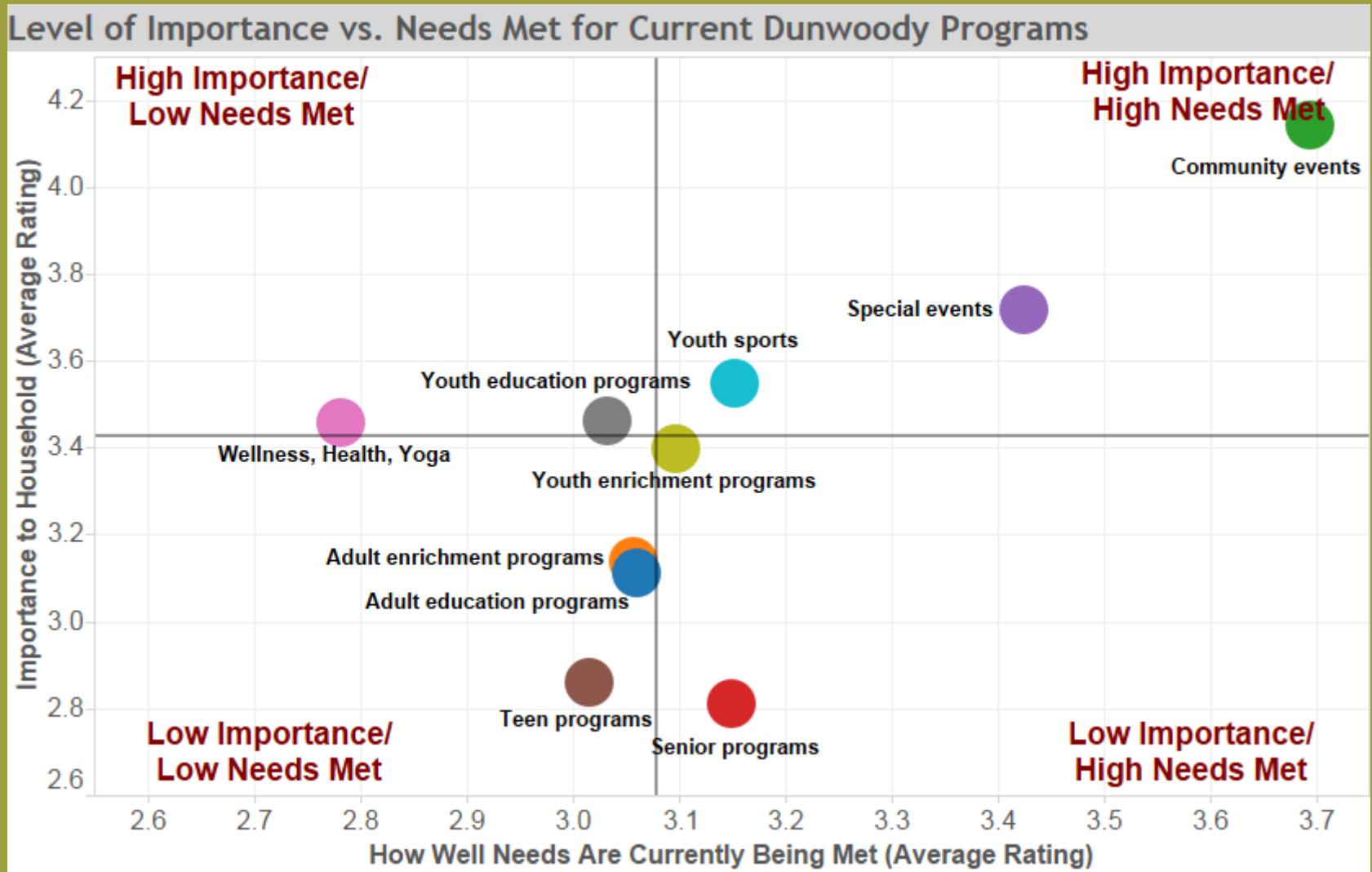


Program Needs Met

Degree to Which Dunwoody Programs Meet the Needs of the Community
Average Rating (1=Not At All, 5=Completely)

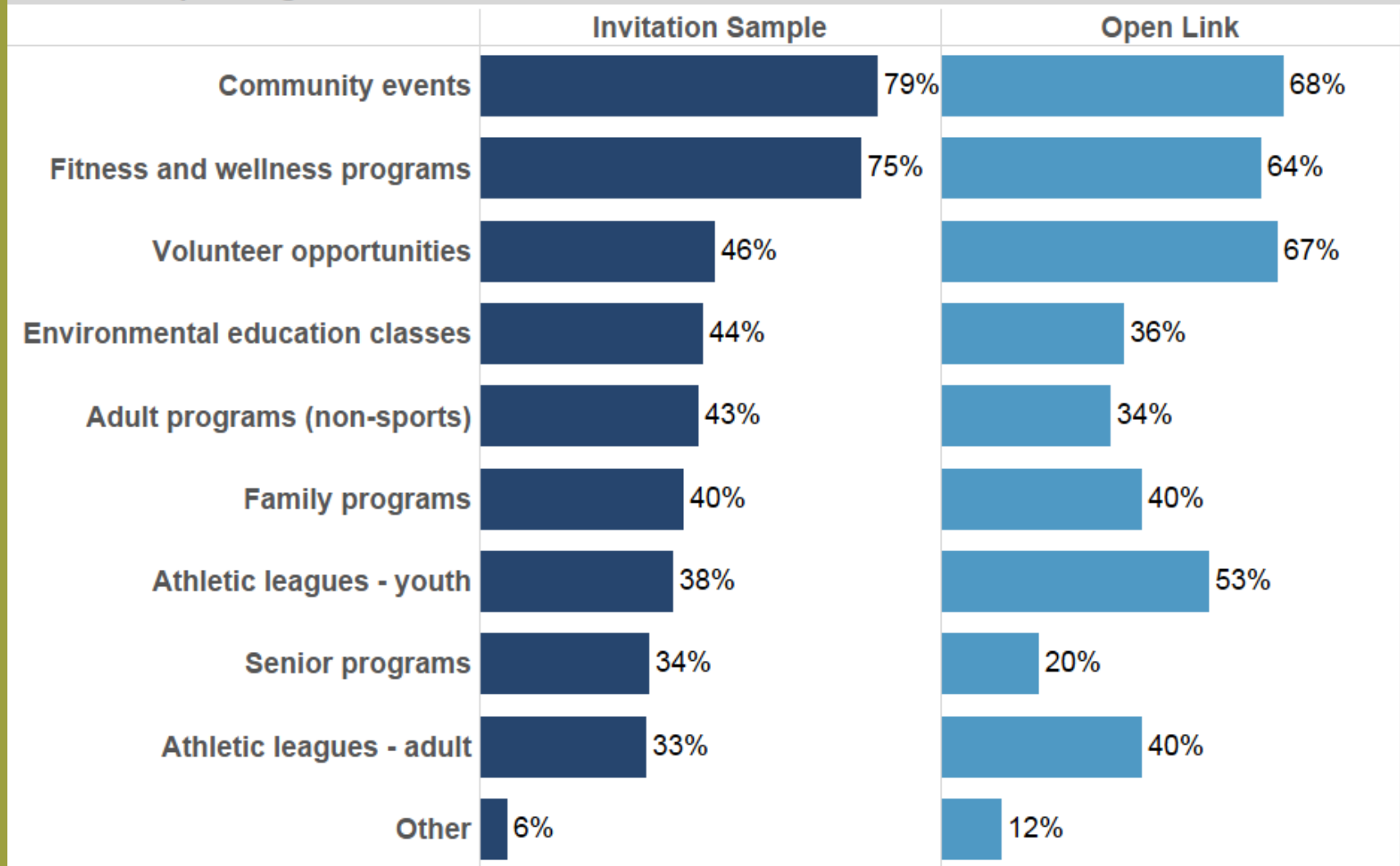


Program Importance Versus Needs Met



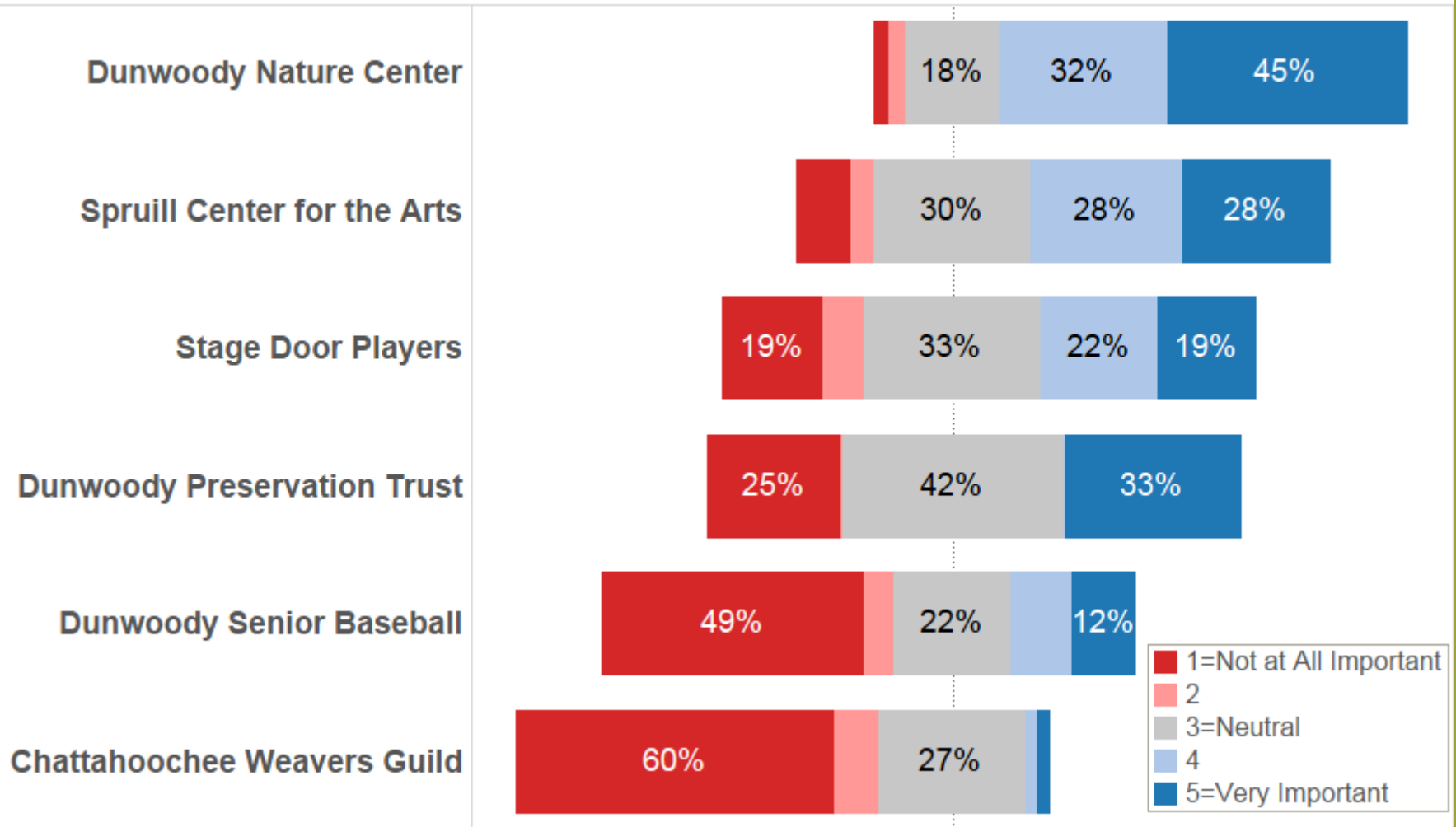
Program Needs

Does your household have a need for the following programs?
Percent Responding "Yes"

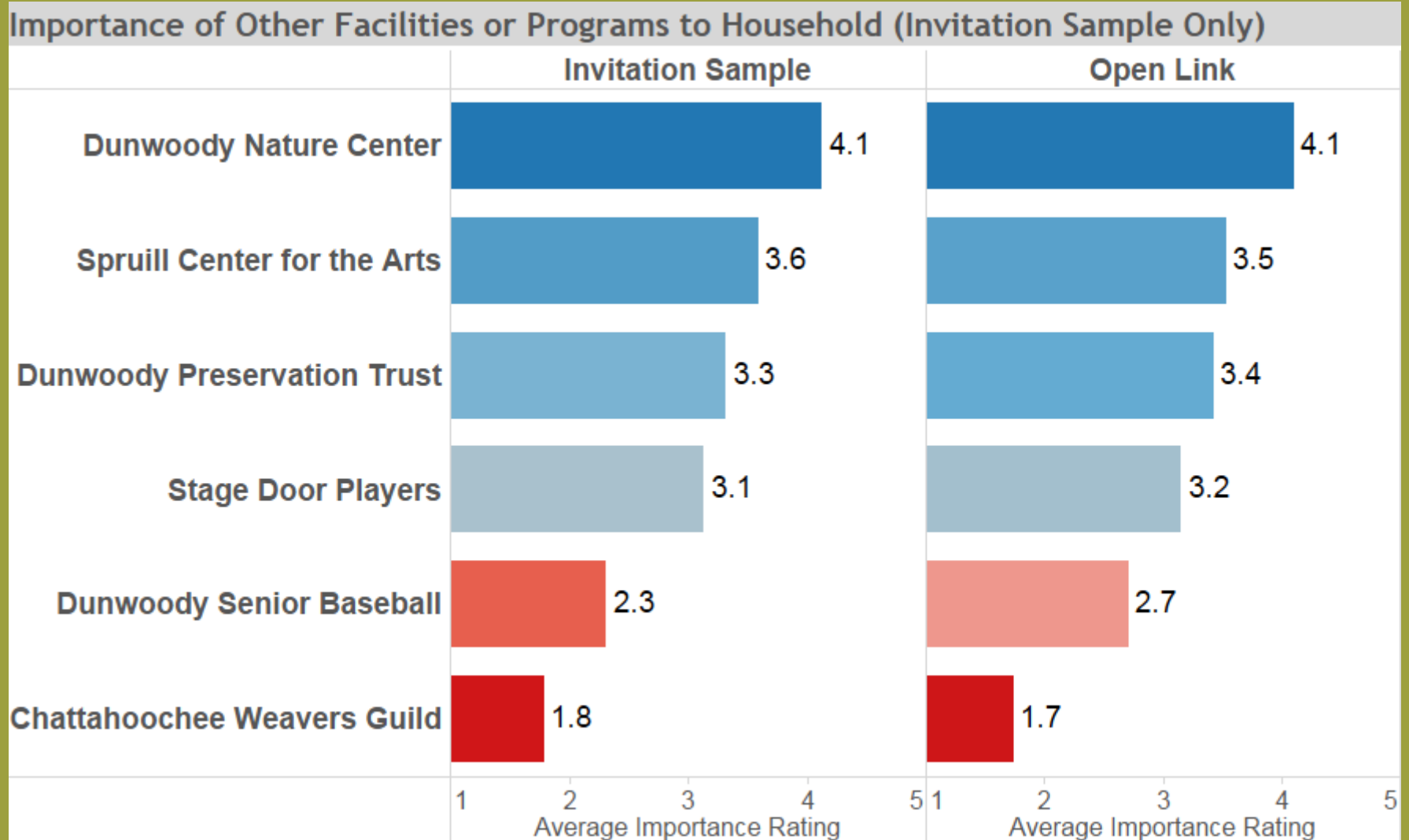


Importance of Other Facilities/Programs

Importance of Other Facilities or Programs to Household (Invitation Sample Only)



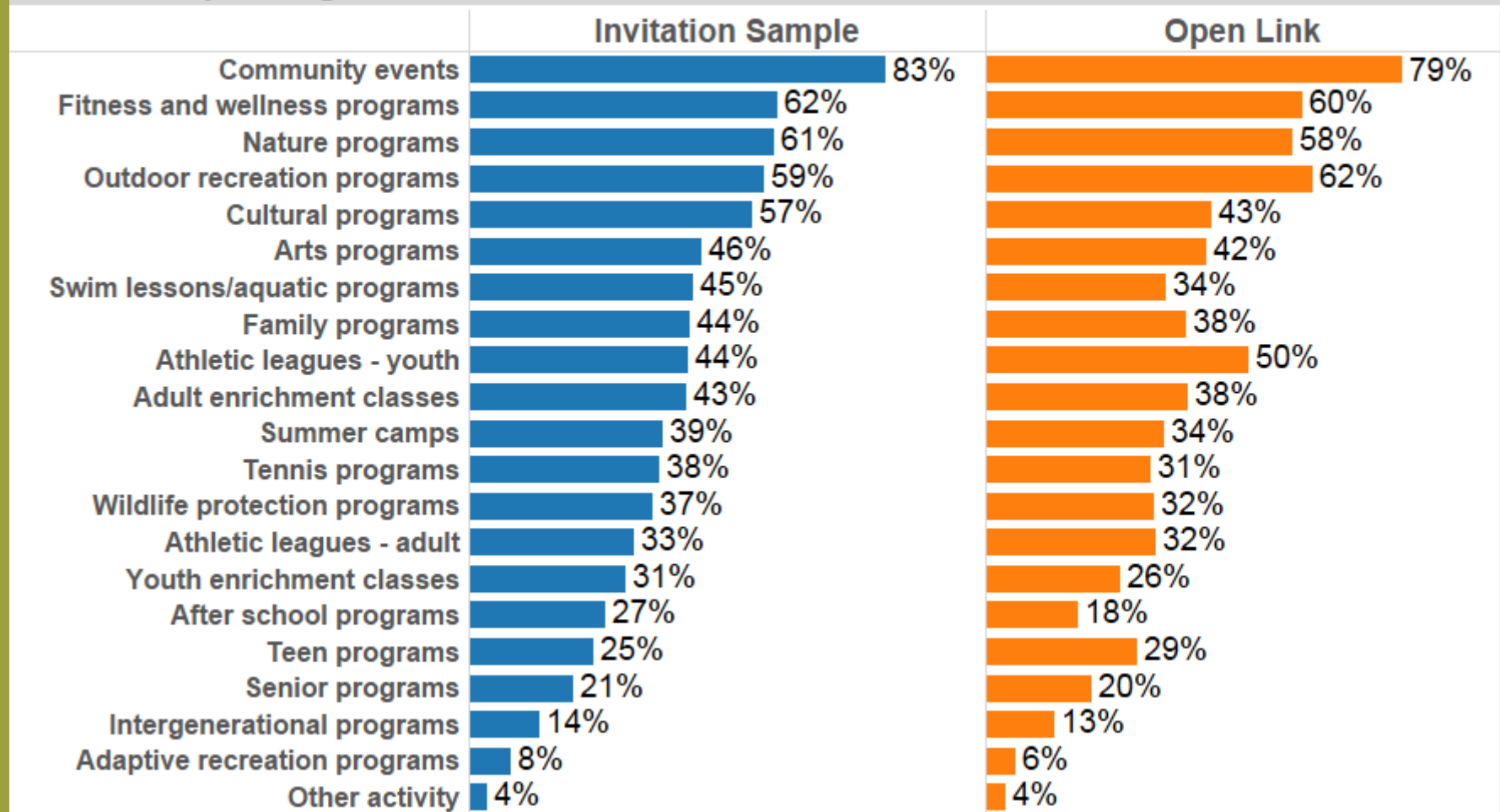
Importance of Other Facilities/Programs



Household Need for Program

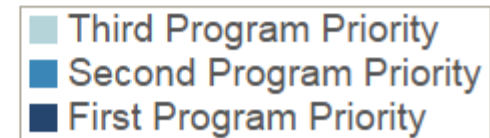
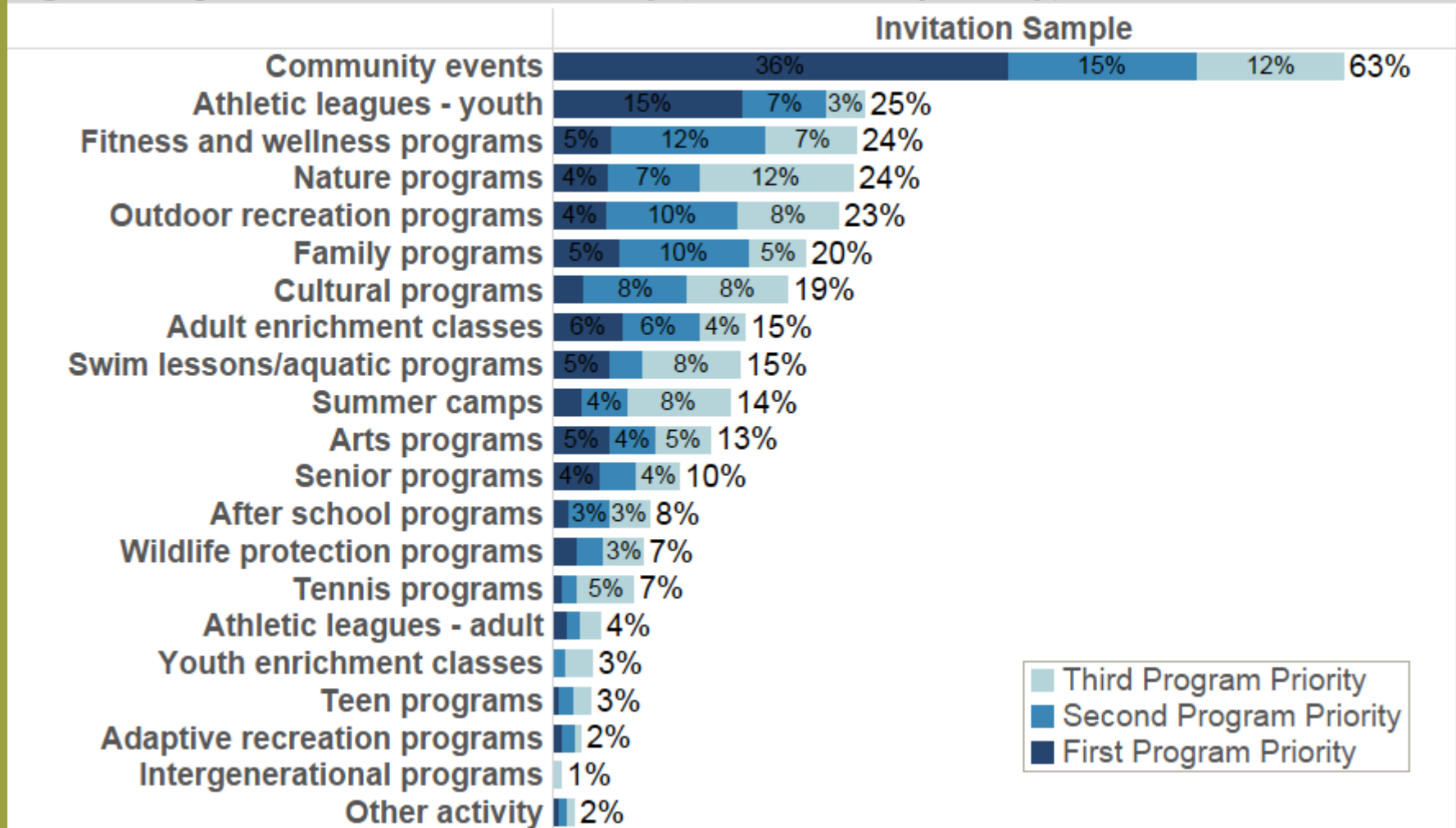
Does your household have a need for the following programs?

Percent Responding "Yes"



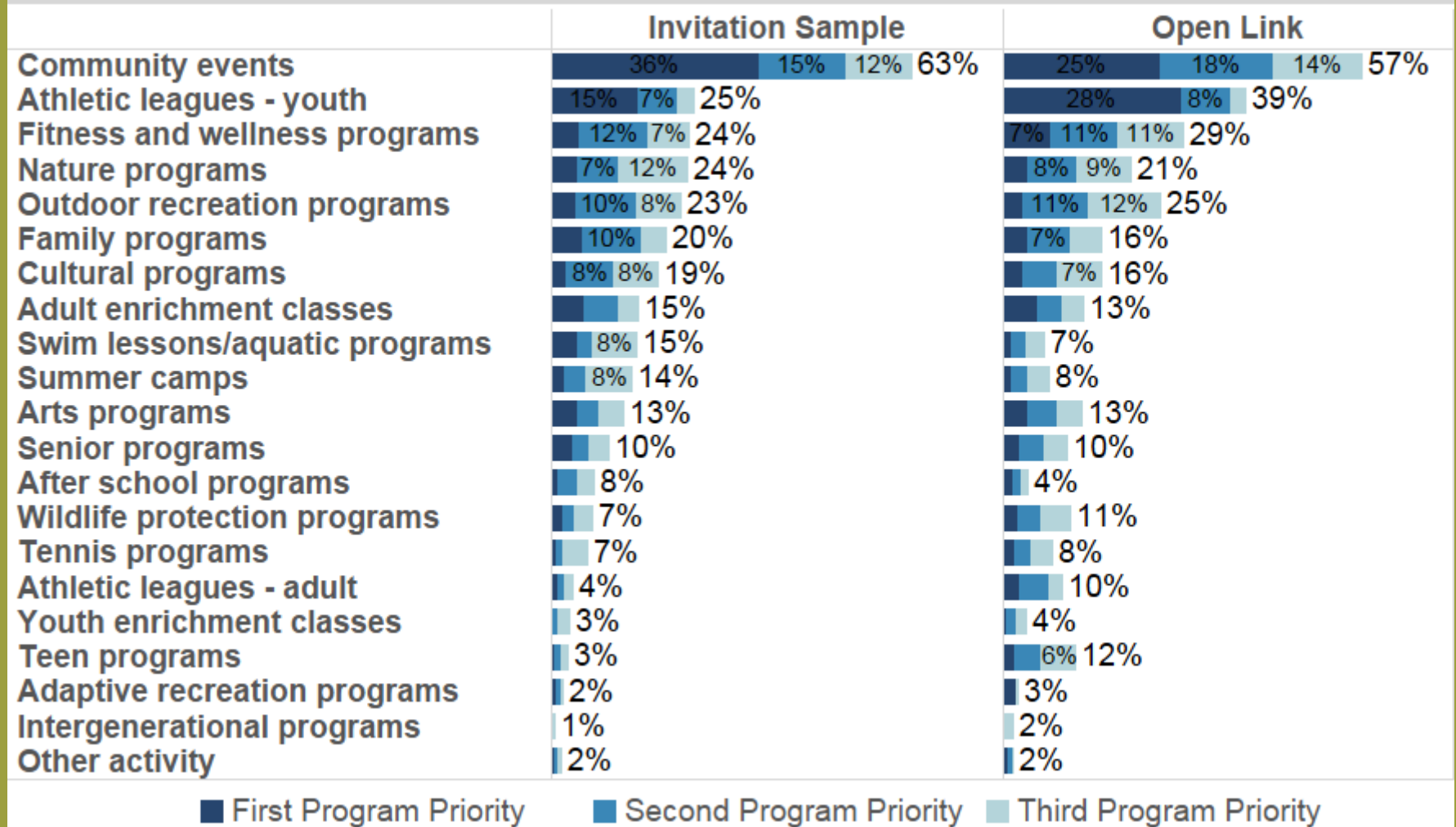
Program Priority – Invitation Sample

Highest Program Priorities for Dunwoody (Invitation Sample Only)



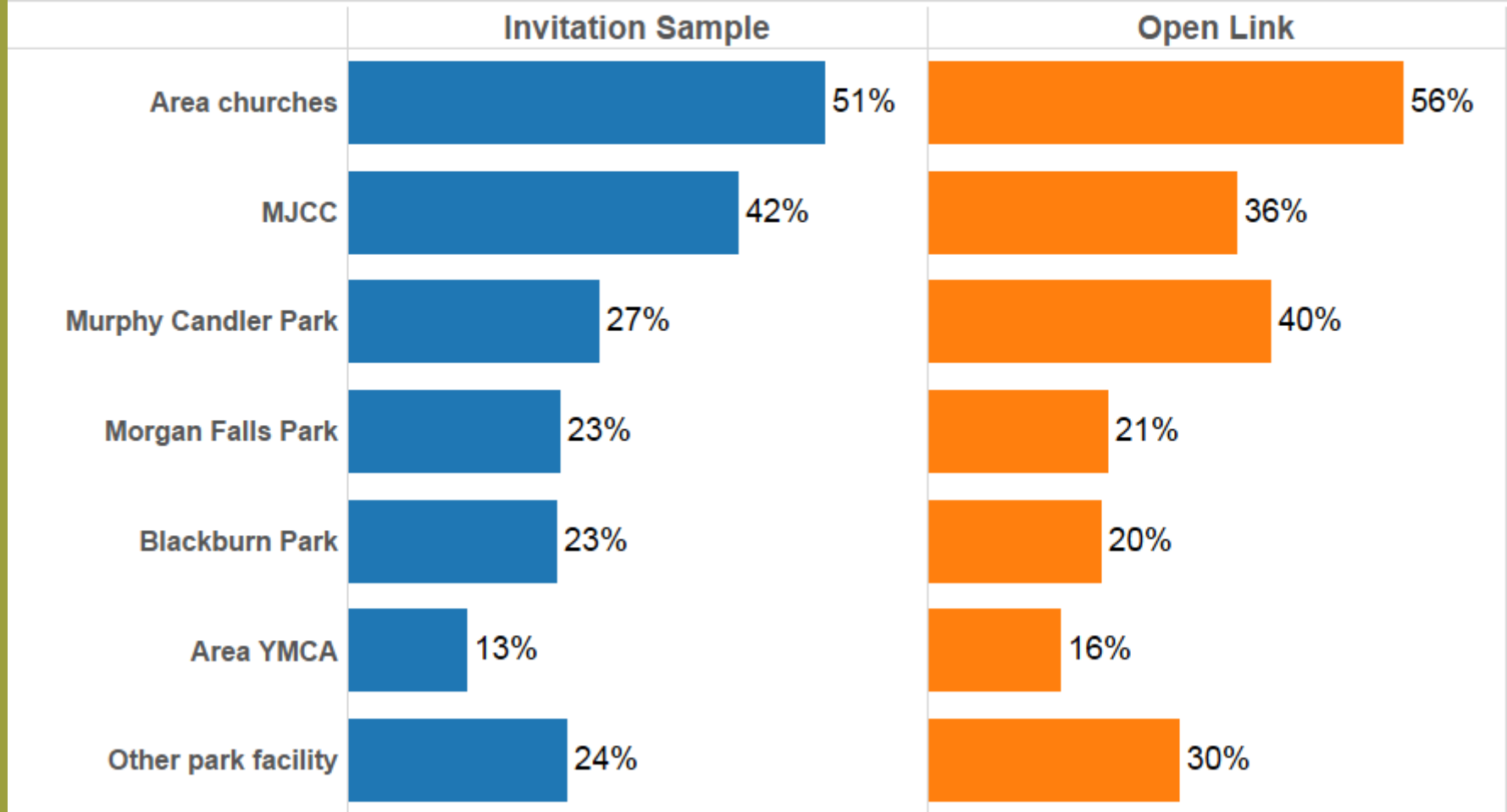
Program Priority – Both

Highest Program Priorities for Dunwoody (Invitation Sample vs Open Link)



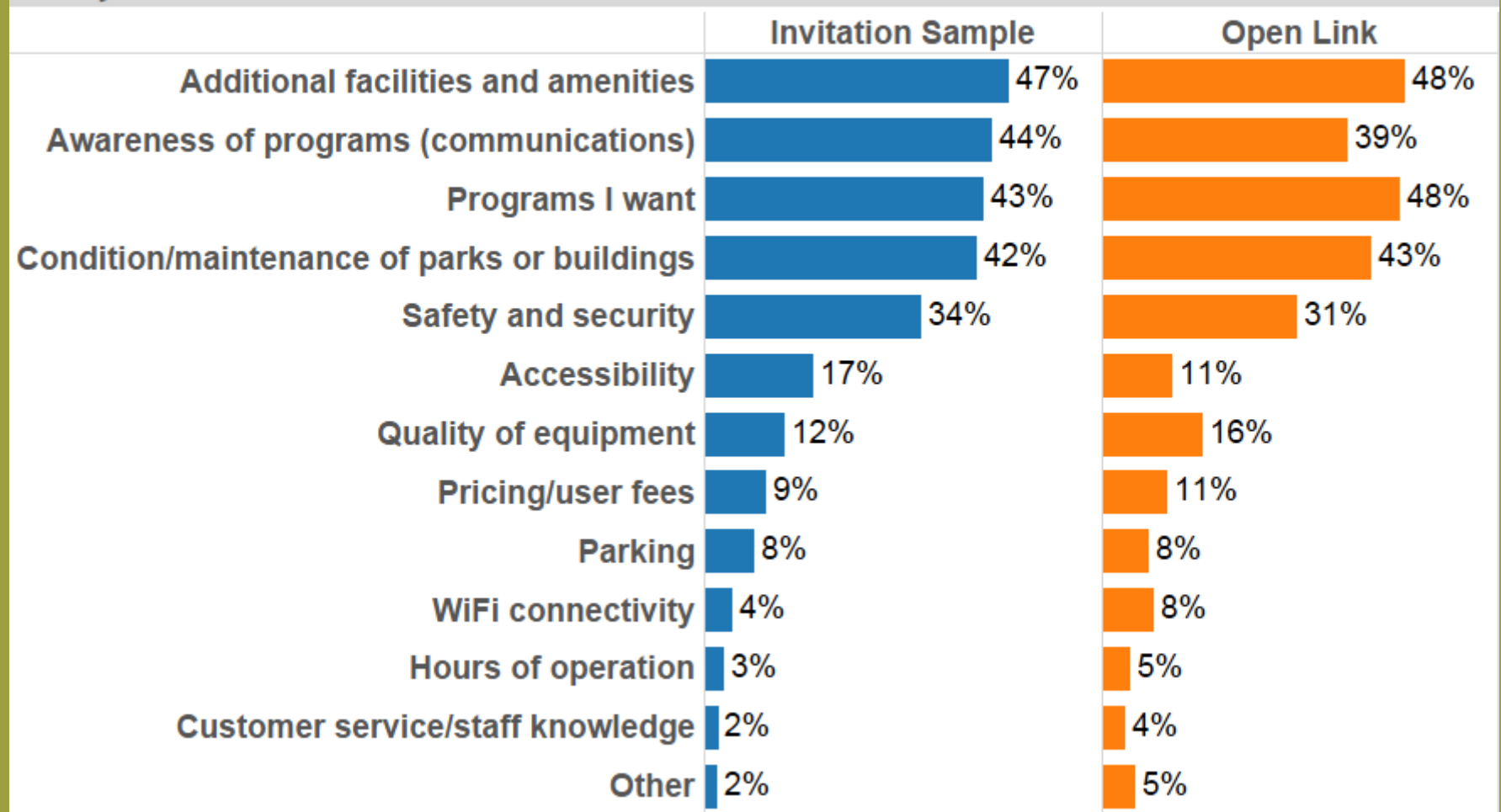
Facilities Used for Programming

Which of the following park facilities do you or your family utilize for programmed activities? (Please check all that apply)



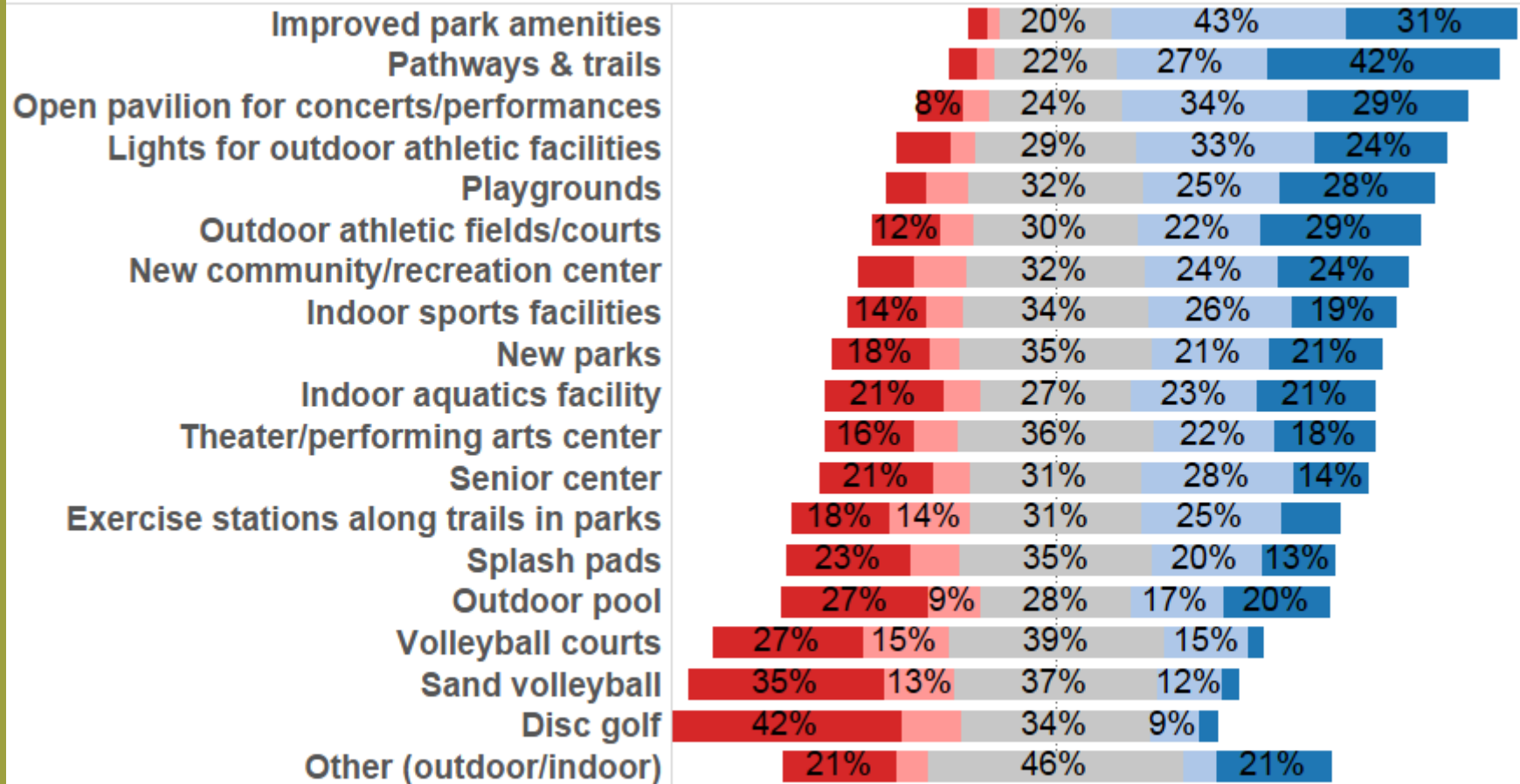
Opportunity for Increased Use

Three Most Important Areas That, If Addressed by the City, Would Increase Use of Dunwoody Parks and Recreation Facilities



Adding/Expanding/Improving Facilities

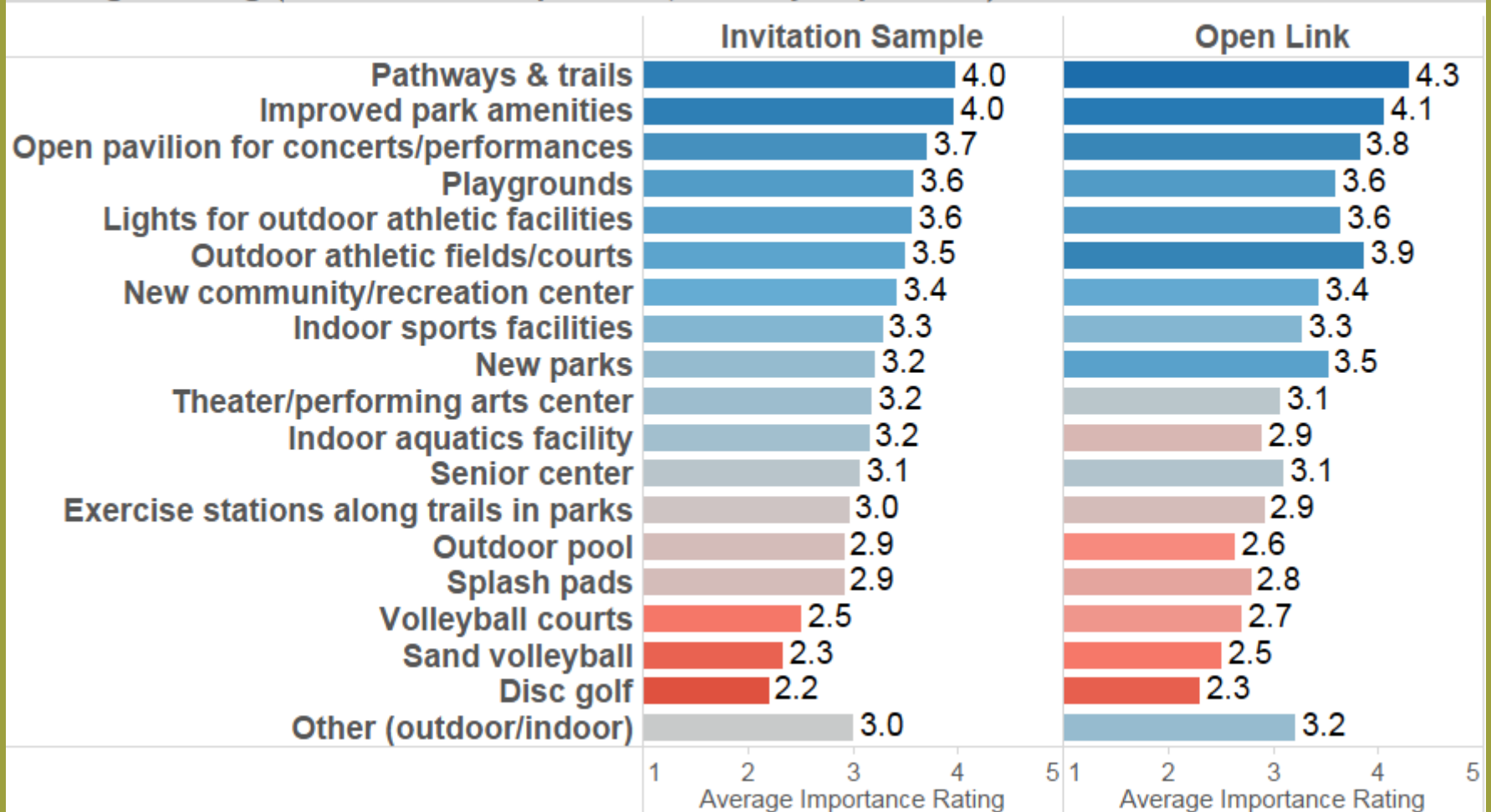
Importance of Adding, Expanding, or Improving Facilities (Invitation Sample Only)



■ 1=Not at All Important
 ■ 3=Neutral
 ■ 5=Very Important
■ 2
 ■ 4

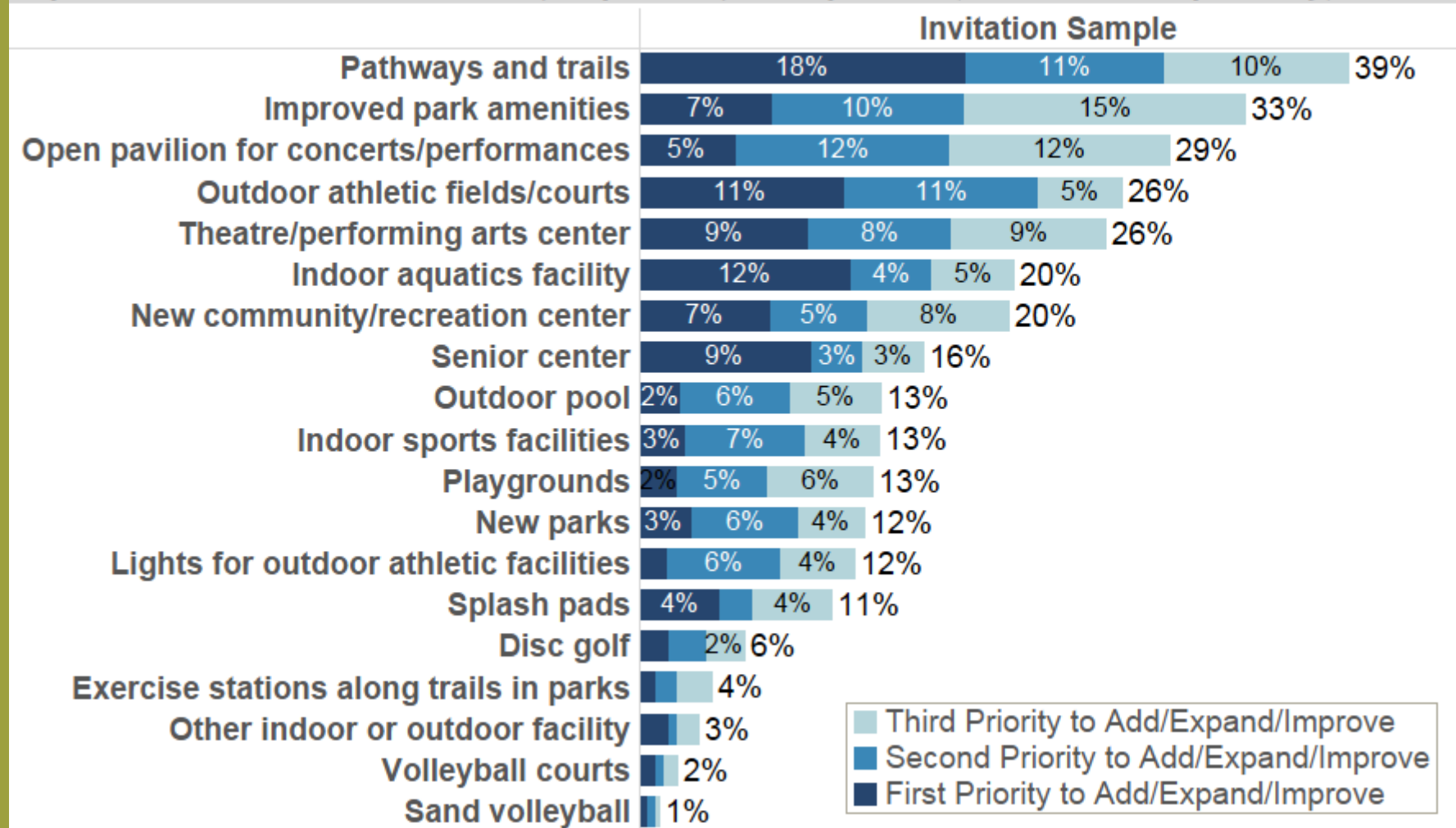
Adding/Expanding/Improving Facilities

Importance of Adding, Expanding, or Improving Dunwoody Facilities
Average Rating (1=Not At All Important, 5=Very Important)



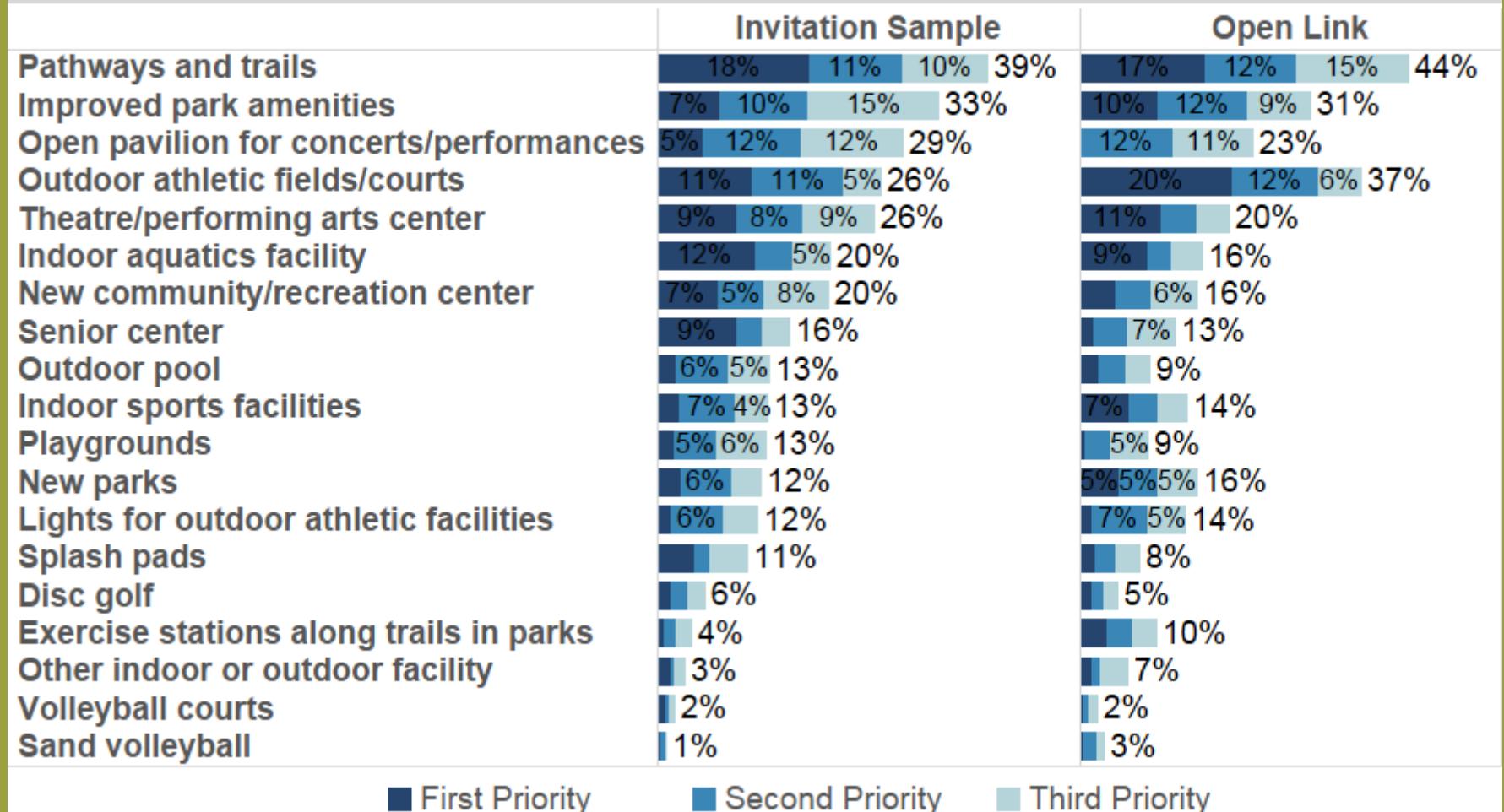
Top Three Facilities Priorities - Invitation

Top Three Priorities to be Added, Expanded, or Improved (Invitation Sample Only)



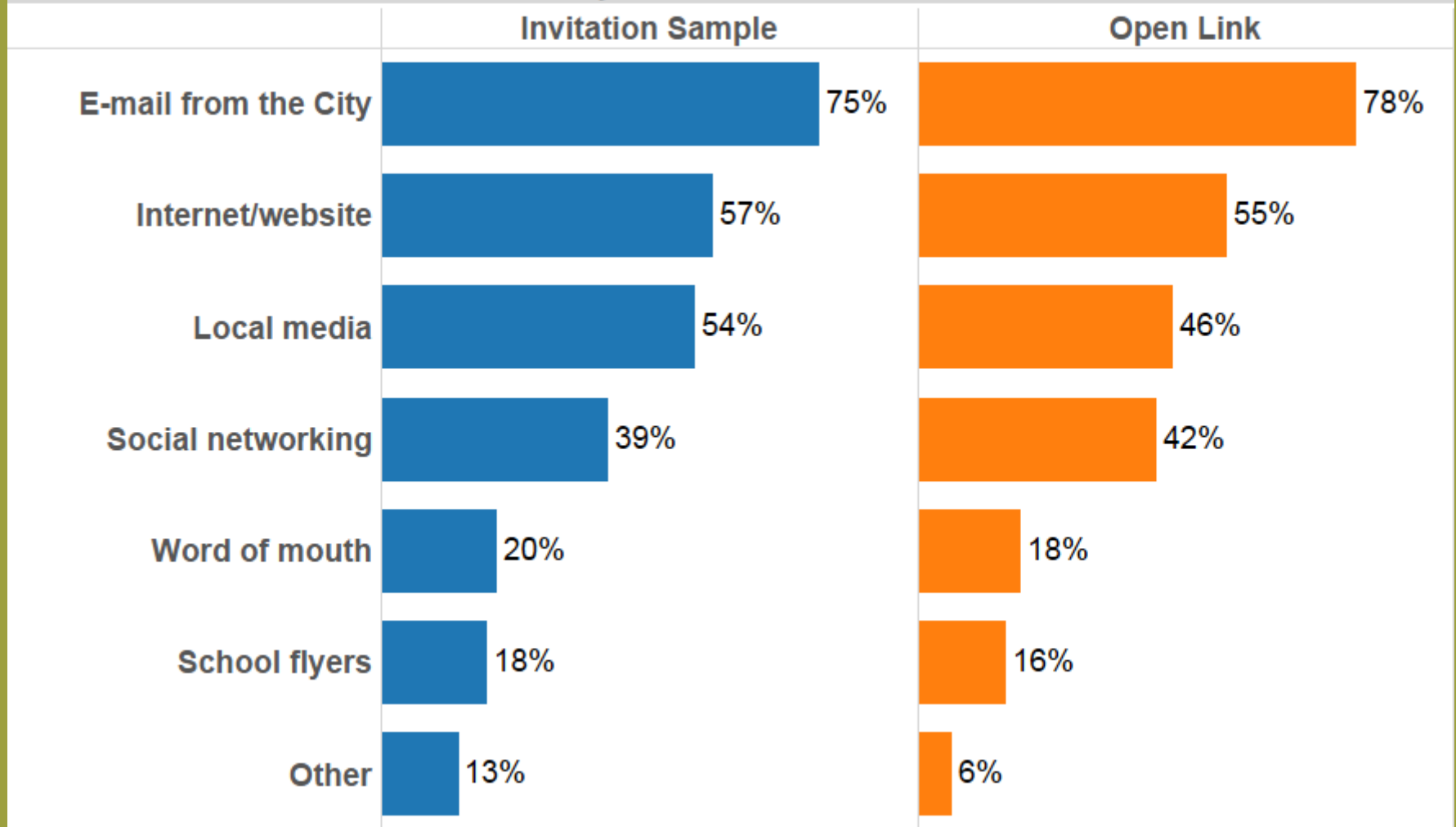
Top Three Facilities Priorities - Both

Top Three Priorities to be Added, Expanded, or Improved (Invitation Sample vs Open Link)



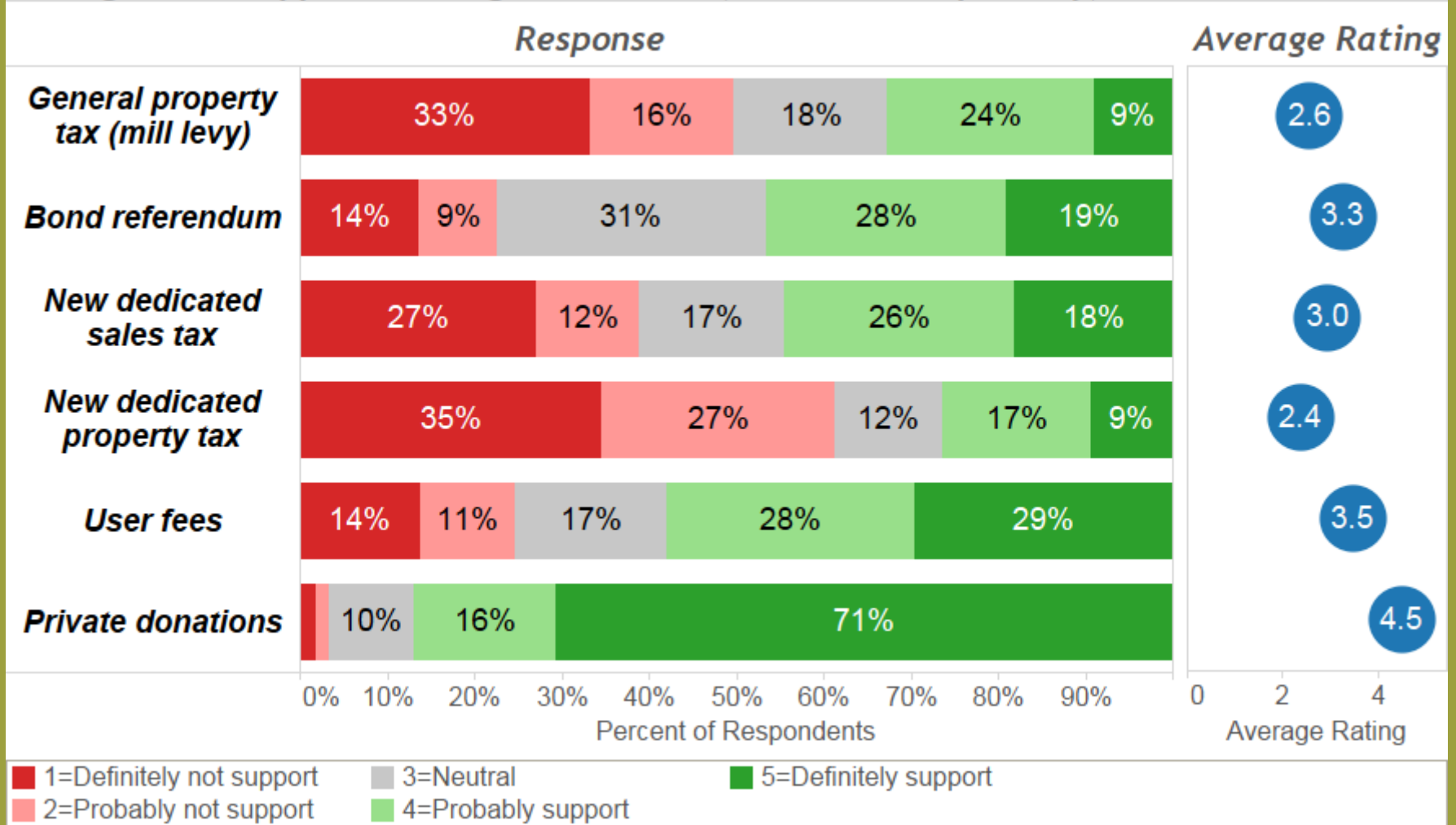
How To Communicate

How can we best communicate with you?



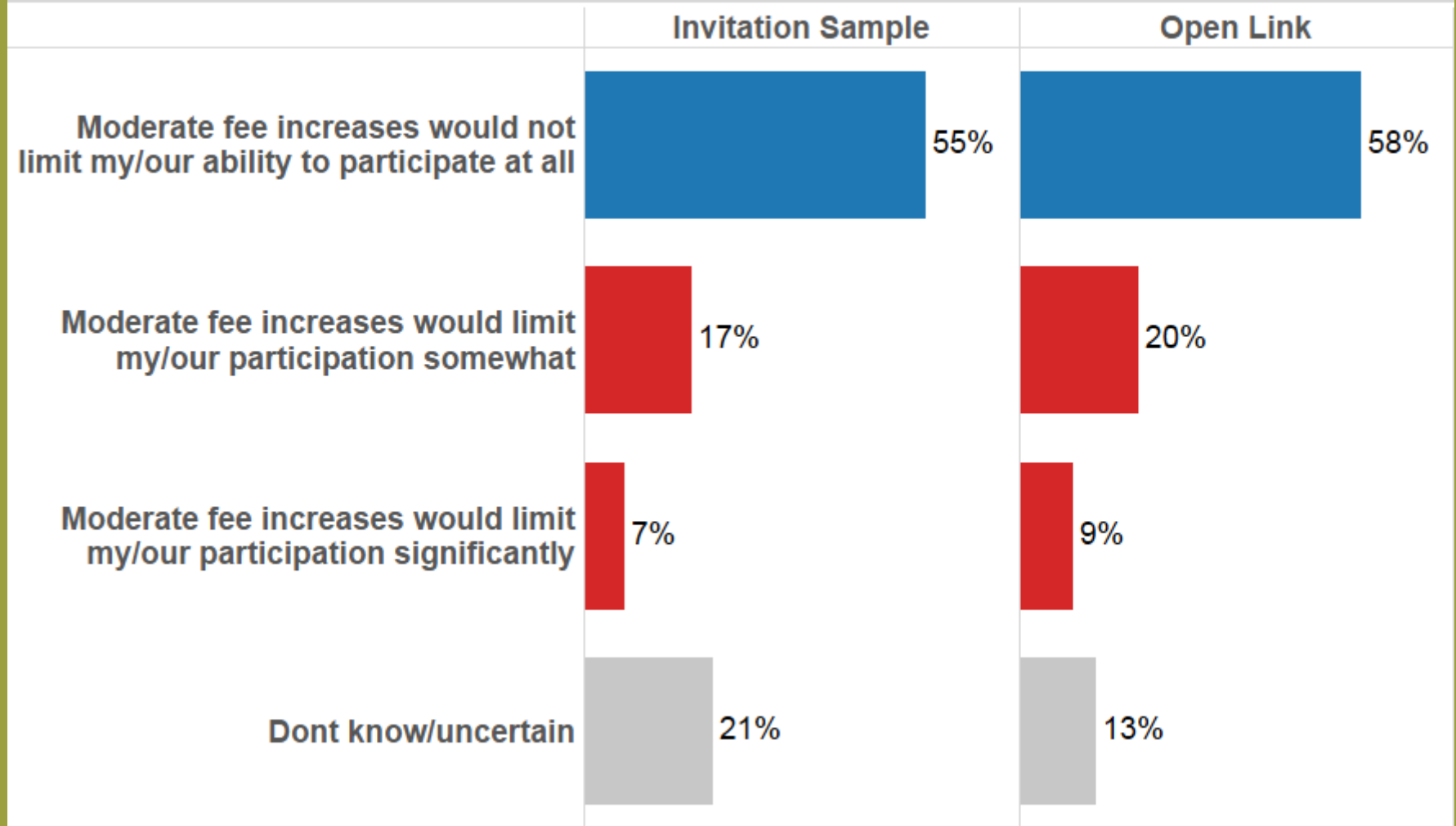
Funding Mechanisms

Willingness to Support Funding Mechanisms (Invitation Sample Only)



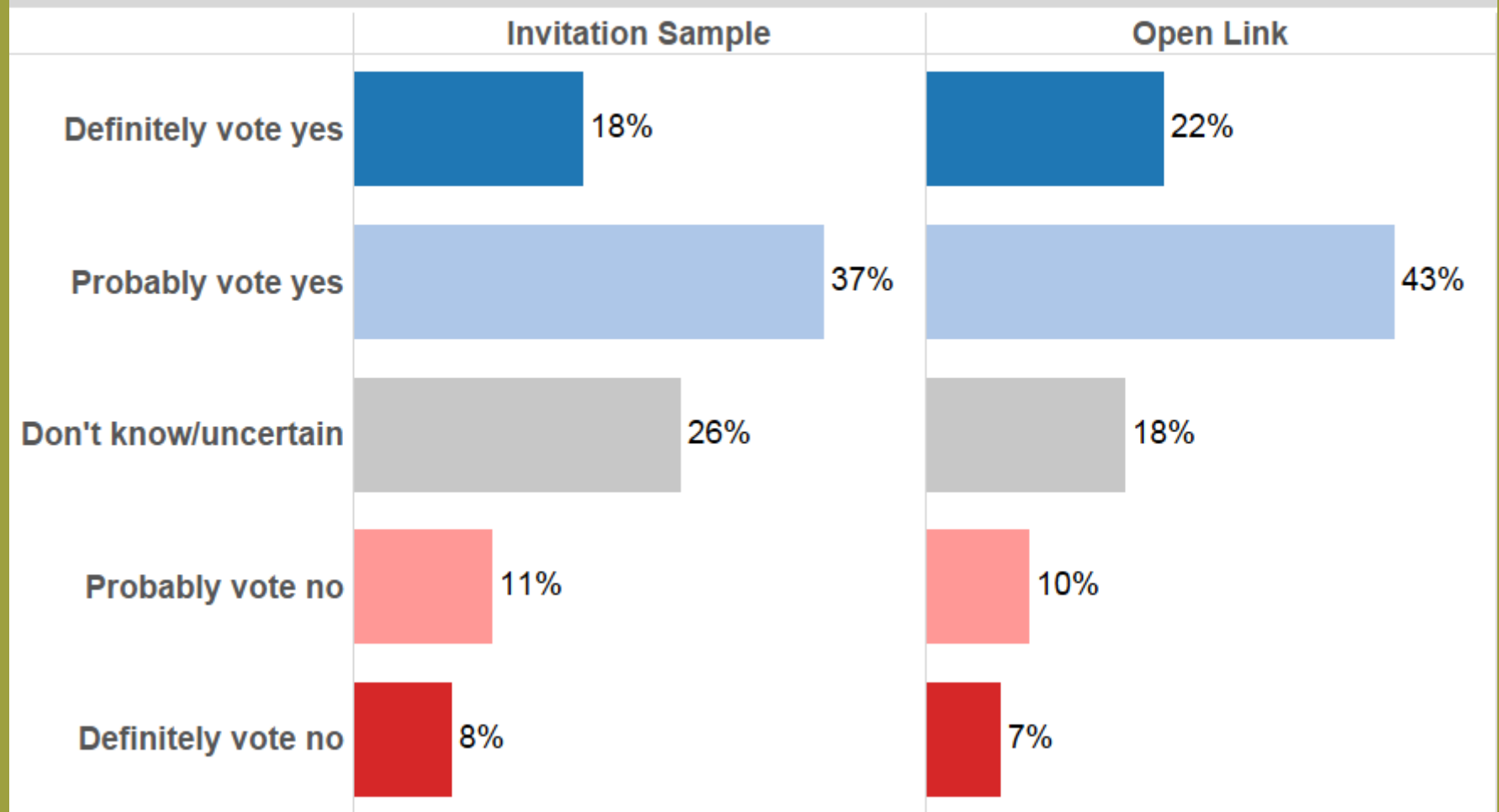
Impact of Fees

Impact of Fee Increases on Parks & Recreation Participation



Bond Support

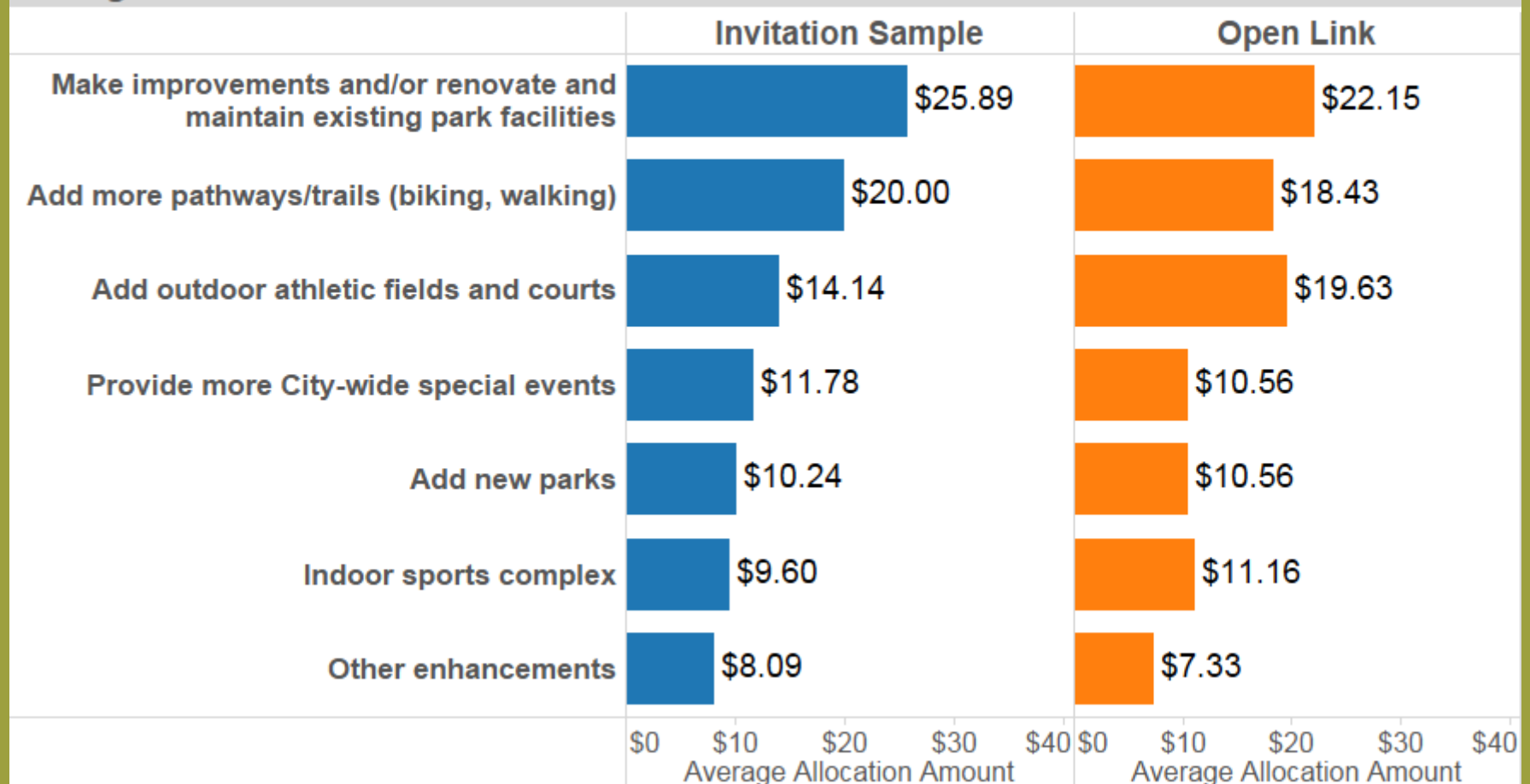
How likely would you be to support a Bond Referendum that includes funding for parks and recreation enhancements?



If You Had \$100...

If you had \$100 to spend on parks and recreation facilities, services and/or programs, how would you allocate that \$100 across the following categories?

Average Allocation Amount



Inventory

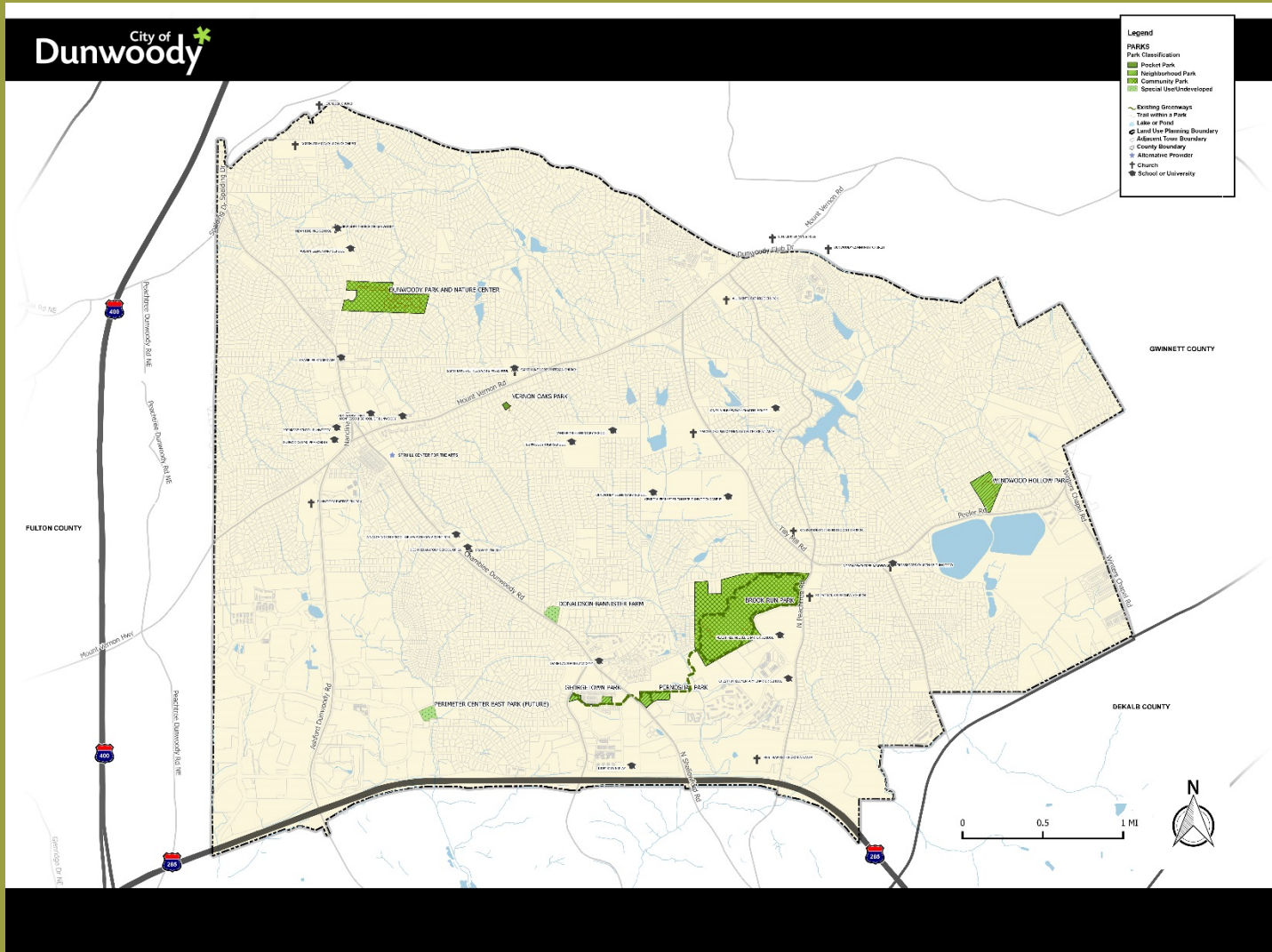
The Level of Service (LOS) analysis process involves a detailed inventory of existing public park and recreation amenities available to City residents and comparing these to the needs of the residents as expressed during public input.

This LOS analysis will serve as a framework identifying areas of opportunity for the City's master plan.

- Methodology – Park Analysis
 - Use GIS (geographic information systems) to map City park sites and recreation areas.
 - Site visits were performed for each of the parks to photograph and verify the quantity and condition of the existing amenities.
 - A Park Amenities Matrix and Geodatabase was created to quantify, locate, and qualify existing park amenities.
 - Amenities Report was created to score individual park amenities and develop a grade for each park. The grading scale is as follows:
 - 1 (Poor) – Does not meet expectations for general parks function
 - 2 (Average) – Meets expectations
 - 3 (Good) – Exceeds expectations

Inventory

There are 8 park and special use sites within the Dunwoody Parks System. The majority of these parks are located in the south eastern portion of the city

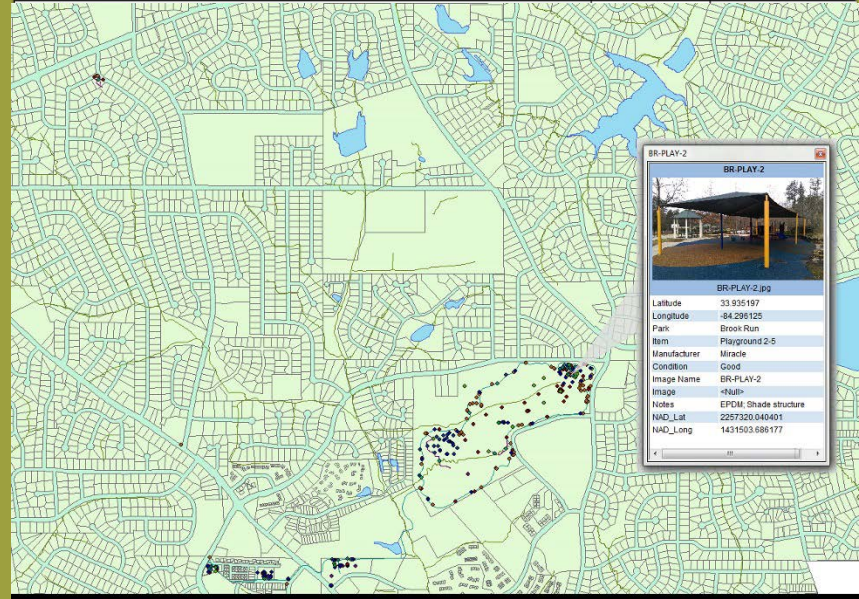


Inventory

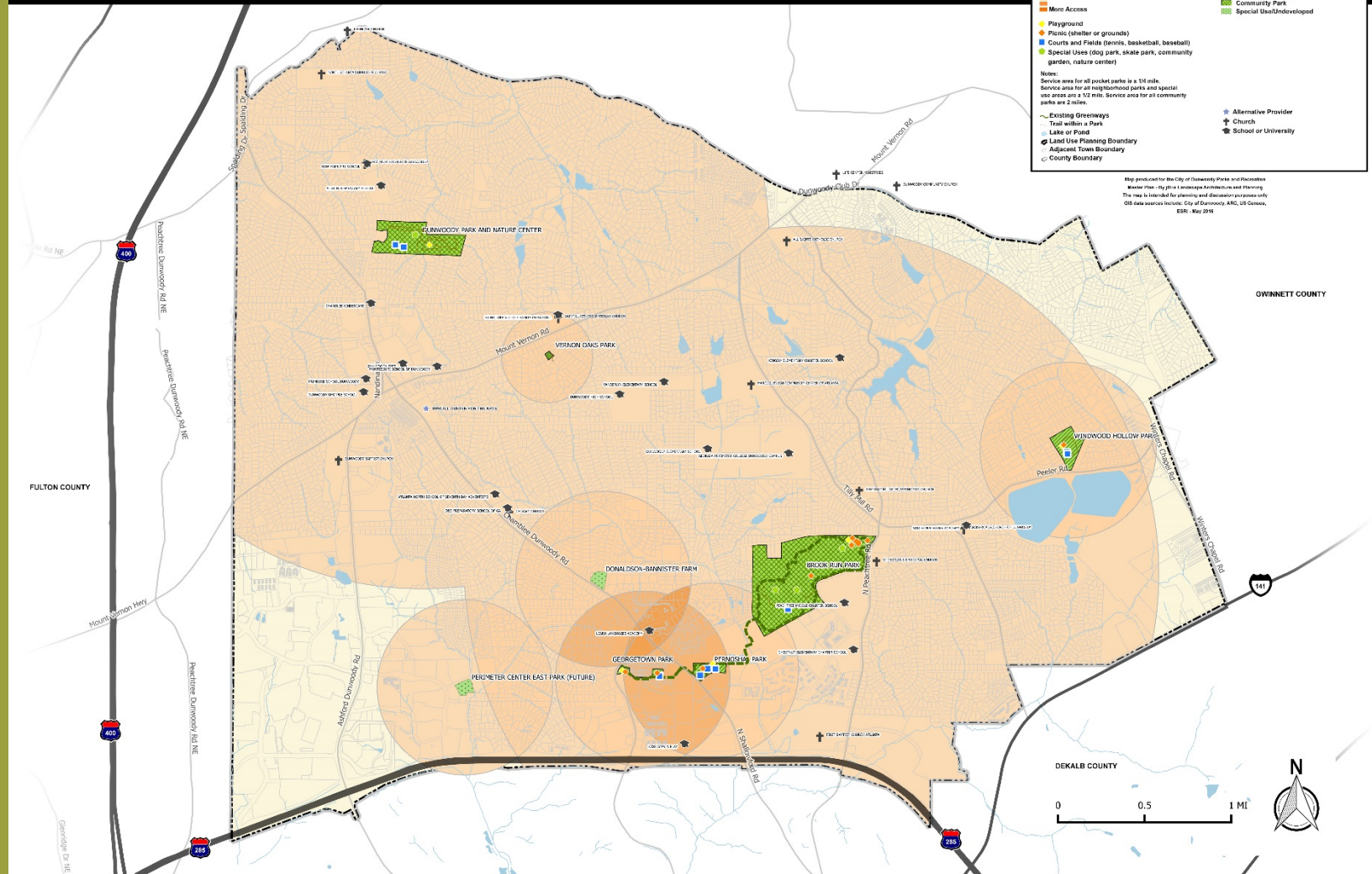
Examples of Park Inventory Includes:

- Park Location and Description
- Park Acreage
- Outdoor Facilities
 - Playgrounds
 - Baseball Fields
 - Soccer Fields/Multi-Purpose Fields
 - Basketball Court, Tennis Court, etc.
 - Drinking Fountains
 - Walking Paths
 - Picnic Tables and Benches
 - Gazebos / Picnic Structures
 - Parking Lot/Bike Racks
 - Amphitheater
 - Dog Park
- Outdoor Facilities Quality
- Outdoor Facilities Location
- Outdoor Facilities Images

| Dunwoody Park System | Total Acreage | |
|------------------------------------|---------------|-------|
| | 161.82 | |
| Existing Amenities | Count | Units |
| Playgrounds | 5 | EA |
| Shelters | 15 | EA |
| Restrooms | 6 | EA |
| Misc Structures | 11 | EA |
| Water Feature | 2 | EA |
| Baseball Fields | 2 | EA |
| Multi-purpose Field (unprogrammed) | 3 | EA |
| Rocce Ball Courts | 2 | EA |
| Tennis Court | 2 | EA |
| Basketball Courts | 2 | EA |
| Amphitheater | 1 | EA |
| Greenhouse | 1 | EA |
| Skate Park | 1 | EA |
| Outdoor Classrooms | 3 | EA |
| Community Garden | 2 | EA |
| Hammock Areas | 1 | EA |
| Dog Park | 1 | EA |
| Stage | 1 | EA |
| Fitness Equipment | 10 | EA |
| Main Signs | 12 | EA |
| Secondary Signs | 3 | EA |
| Wayfinding/MITCD Signs | 50 | EA |
| Interpretive Signs | 9 | EA |
| Benches | 115 | EA |
| Picnic Tables | 52 | EA |
| Chairs | 10 | EA |
| Water Fountains | 8 | EA |
| Bench Swing | 1 | EA |
| Bollards | 48 | EA |
| Grills | 1 | EA |
| Trashcans | 74 | EA |
| Bike Racks | 3 | EA |
| Mutt Mitt Stations | 25 | EA |
| Bridges (wooden) | 17 | EA |
| Paved Trails | 12027 | LF |
| Unpaved Trails | 12263 | LF |



Gap Analysis



Legend

PARKS
 Service Area Level of Access
 Less Access
 More Access
 Playground
 Picnic (shelter or grounds)
 Courts and Fields (tennis, basketball, baseball)
 Special Uses (dog park, skate park, community garden, nature center)

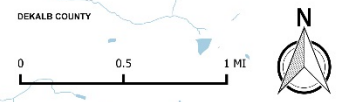
PARKS
 Park Classification
 Pocket Park
 Neighborhood Park
 Community Park
 Special Use/Undeveloped

Notes:
 Service area for all pocket parks is a 1/4 mile.
 Service area for all neighborhood parks and special use areas are a 1/2 mile. Service area for all community parks are 2 miles.

Existing Greenways
 Trail within a Park
 Lake or Pond
 Land Use Planning Boundary
 Adjacent Town Boundary
 County Boundary

Alternative Provider
 Church
 School or University

Map produced for the City of Dunwoody for the use of the City.
 Revised 05/2016. City of Dunwoody Planning Department.
 The map is intended for planning and discussion purposes only.
 GIS data sources include: City of Dunwoody, ARS, US Census.
 ESRI, May 2016



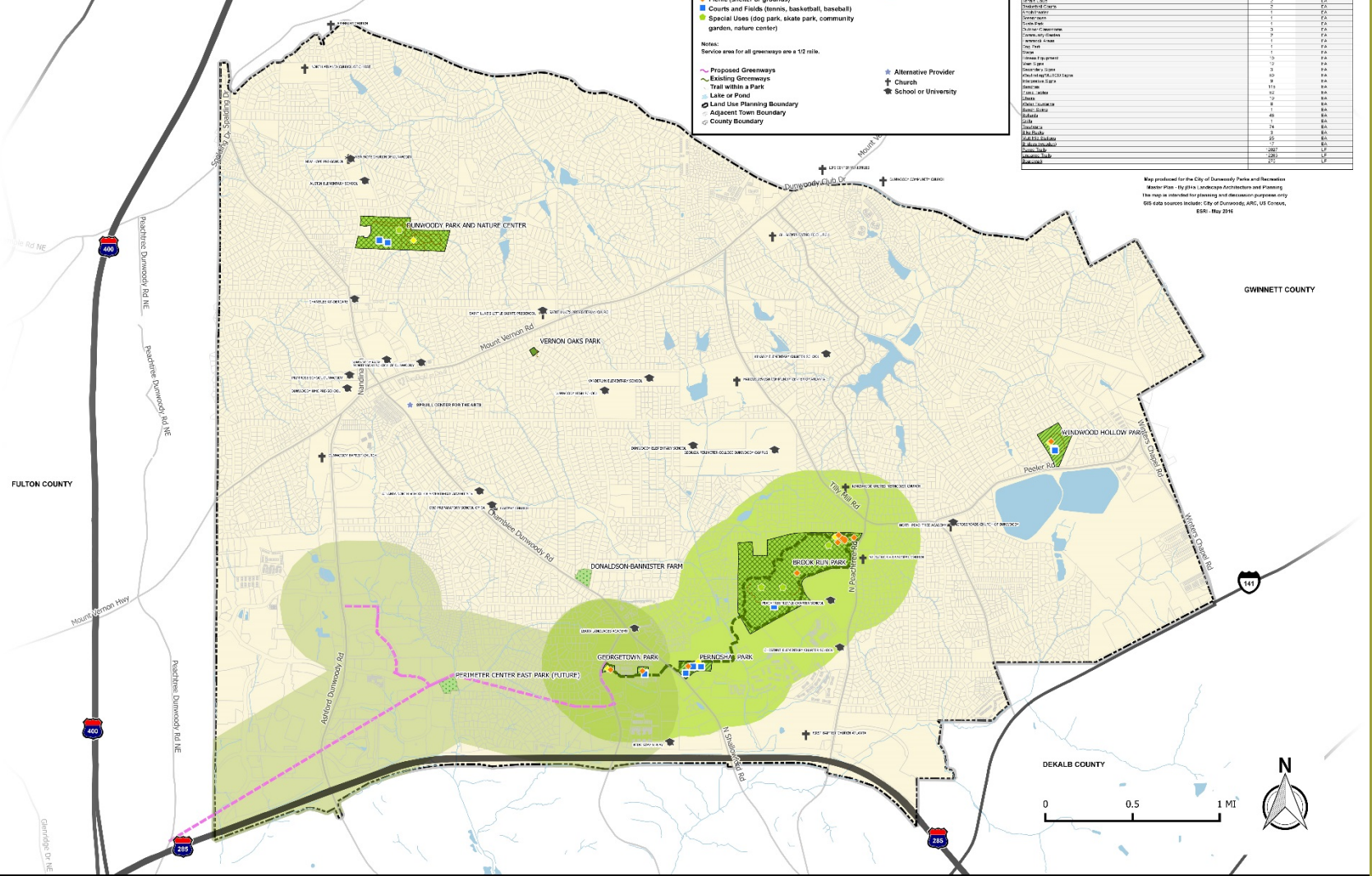
LEVEL OF ACCESS: PARKS

Inventory

| Legend | | Total Average | |
|---|----------------------|---------------|------|
| GREENWAYS | | | |
| Service Area Level of Access | | Count | Area |
| Existing Greenways | | 14 | 83.1 |
| Proposed Greenways | | 2 | 1.2 |
| PARKS | | | |
| Park Classification | | Count | Area |
| Pocket Park | | 5 | 20.1 |
| Neighborhood Park | | 3 | 21.5 |
| Community Park | | 1 | 15.2 |
| Special Use/Undeveloped | | 1 | 11.1 |
| Notes: Service areas for all greenways are a 1/2 mile. | | | |
| Proposed Greenways | Alternative Provider | 12 | 68.8 |
| Existing Greenways | Church | 116 | 84.8 |
| Trail within a Park | School or University | 90 | 60.5 |
| Lake or Pond | | 8 | 3.8 |
| Land Use Planning Boundary | | 115 | 84.8 |
| Adjacent Town Boundary | | 112 | 81.8 |
| County Boundary | | 107 | 78.2 |

| System | Count | Area |
|---------------------------|-------|-------|
| Dunwoody Park System | 181 | 142.7 |
| Aspen Glen | 1 | 2.1 |
| Barnes | 1 | 2.1 |
| Beltway | 1 | 2.1 |
| Chapel Hill | 1 | 2.1 |
| Cherry Hill | 1 | 2.1 |
| Clearwater | 1 | 2.1 |
| Crestwood | 1 | 2.1 |
| Crestwood II | 1 | 2.1 |
| Crystal Lake | 1 | 2.1 |
| Crystal Lake II | 1 | 2.1 |
| Crystal Lake III | 1 | 2.1 |
| Crystal Lake IV | 1 | 2.1 |
| Crystal Lake V | 1 | 2.1 |
| Crystal Lake VI | 1 | 2.1 |
| Crystal Lake VII | 1 | 2.1 |
| Crystal Lake VIII | 1 | 2.1 |
| Crystal Lake IX | 1 | 2.1 |
| Crystal Lake X | 1 | 2.1 |
| Crystal Lake XI | 1 | 2.1 |
| Crystal Lake XII | 1 | 2.1 |
| Crystal Lake XIII | 1 | 2.1 |
| Crystal Lake XIV | 1 | 2.1 |
| Crystal Lake XV | 1 | 2.1 |
| Crystal Lake XVI | 1 | 2.1 |
| Crystal Lake XVII | 1 | 2.1 |
| Crystal Lake XVIII | 1 | 2.1 |
| Crystal Lake XIX | 1 | 2.1 |
| Crystal Lake XX | 1 | 2.1 |
| Crystal Lake XXI | 1 | 2.1 |
| Crystal Lake XXII | 1 | 2.1 |
| Crystal Lake XXIII | 1 | 2.1 |
| Crystal Lake XXIV | 1 | 2.1 |
| Crystal Lake XXV | 1 | 2.1 |
| Crystal Lake XXVI | 1 | 2.1 |
| Crystal Lake XXVII | 1 | 2.1 |
| Crystal Lake XXVIII | 1 | 2.1 |
| Crystal Lake XXIX | 1 | 2.1 |
| Crystal Lake XXX | 1 | 2.1 |
| Crystal Lake XXXI | 1 | 2.1 |
| Crystal Lake XXXII | 1 | 2.1 |
| Crystal Lake XXXIII | 1 | 2.1 |
| Crystal Lake XXXIV | 1 | 2.1 |
| Crystal Lake XXXV | 1 | 2.1 |
| Crystal Lake XXXVI | 1 | 2.1 |
| Crystal Lake XXXVII | 1 | 2.1 |
| Crystal Lake XXXVIII | 1 | 2.1 |
| Crystal Lake XXXIX | 1 | 2.1 |
| Crystal Lake XL | 1 | 2.1 |
| Crystal Lake XLI | 1 | 2.1 |
| Crystal Lake XLII | 1 | 2.1 |
| Crystal Lake XLIII | 1 | 2.1 |
| Crystal Lake XLIV | 1 | 2.1 |
| Crystal Lake XLV | 1 | 2.1 |
| Crystal Lake XLVI | 1 | 2.1 |
| Crystal Lake XLVII | 1 | 2.1 |
| Crystal Lake XLVIII | 1 | 2.1 |
| Crystal Lake XLIX | 1 | 2.1 |
| Crystal Lake L | 1 | 2.1 |
| Crystal Lake LI | 1 | 2.1 |
| Crystal Lake LII | 1 | 2.1 |
| Crystal Lake LIII | 1 | 2.1 |
| Crystal Lake LIV | 1 | 2.1 |
| Crystal Lake LV | 1 | 2.1 |
| Crystal Lake LVI | 1 | 2.1 |
| Crystal Lake LVII | 1 | 2.1 |
| Crystal Lake LVIII | 1 | 2.1 |
| Crystal Lake LIX | 1 | 2.1 |
| Crystal Lake LX | 1 | 2.1 |
| Crystal Lake LXI | 1 | 2.1 |
| Crystal Lake LXII | 1 | 2.1 |
| Crystal Lake LXIII | 1 | 2.1 |
| Crystal Lake LXIV | 1 | 2.1 |
| Crystal Lake LXV | 1 | 2.1 |
| Crystal Lake LXVI | 1 | 2.1 |
| Crystal Lake LXVII | 1 | 2.1 |
| Crystal Lake LXVIII | 1 | 2.1 |
| Crystal Lake LXIX | 1 | 2.1 |
| Crystal Lake LXX | 1 | 2.1 |
| Crystal Lake LXXI | 1 | 2.1 |
| Crystal Lake LXXII | 1 | 2.1 |
| Crystal Lake LXXIII | 1 | 2.1 |
| Crystal Lake LXXIV | 1 | 2.1 |
| Crystal Lake LXXV | 1 | 2.1 |
| Crystal Lake LXXVI | 1 | 2.1 |
| Crystal Lake LXXVII | 1 | 2.1 |
| Crystal Lake LXXVIII | 1 | 2.1 |
| Crystal Lake LXXIX | 1 | 2.1 |
| Crystal Lake LXXX | 1 | 2.1 |
| Crystal Lake LXXXI | 1 | 2.1 |
| Crystal Lake LXXXII | 1 | 2.1 |
| Crystal Lake LXXXIII | 1 | 2.1 |
| Crystal Lake LXXXIV | 1 | 2.1 |
| Crystal Lake LXXXV | 1 | 2.1 |
| Crystal Lake LXXXVI | 1 | 2.1 |
| Crystal Lake LXXXVII | 1 | 2.1 |
| Crystal Lake LXXXVIII | 1 | 2.1 |
| Crystal Lake LXXXIX | 1 | 2.1 |
| Crystal Lake LXXXX | 1 | 2.1 |
| Crystal Lake LXXXXI | 1 | 2.1 |
| Crystal Lake LXXXXII | 1 | 2.1 |
| Crystal Lake LXXXXIII | 1 | 2.1 |
| Crystal Lake LXXXXIV | 1 | 2.1 |
| Crystal Lake LXXXXV | 1 | 2.1 |
| Crystal Lake LXXXXVI | 1 | 2.1 |
| Crystal Lake LXXXXVII | 1 | 2.1 |
| Crystal Lake LXXXXVIII | 1 | 2.1 |
| Crystal Lake LXXXXIX | 1 | 2.1 |
| Crystal Lake LXXXXX | 1 | 2.1 |
| Crystal Lake LXXXXXI | 1 | 2.1 |
| Crystal Lake LXXXXXII | 1 | 2.1 |
| Crystal Lake LXXXXXIII | 1 | 2.1 |
| Crystal Lake LXXXXXIV | 1 | 2.1 |
| Crystal Lake LXXXXXV | 1 | 2.1 |
| Crystal Lake LXXXXXVI | 1 | 2.1 |
| Crystal Lake LXXXXXVII | 1 | 2.1 |
| Crystal Lake LXXXXXVIII | 1 | 2.1 |
| Crystal Lake LXXXXXIX | 1 | 2.1 |
| Crystal Lake LXXXXXX | 1 | 2.1 |
| Crystal Lake LXXXXXXI | 1 | 2.1 |
| Crystal Lake LXXXXXXII | 1 | 2.1 |
| Crystal Lake LXXXXXXIII | 1 | 2.1 |
| Crystal Lake LXXXXXXIV | 1 | 2.1 |
| Crystal Lake LXXXXXXV | 1 | 2.1 |
| Crystal Lake LXXXXXXVI | 1 | 2.1 |
| Crystal Lake LXXXXXXVII | 1 | 2.1 |
| Crystal Lake LXXXXXXVIII | 1 | 2.1 |
| Crystal Lake LXXXXXXIX | 1 | 2.1 |
| Crystal Lake LXXXXXXX | 1 | 2.1 |
| Crystal Lake LXXXXXXXI | 1 | 2.1 |
| Crystal Lake LXXXXXXXII | 1 | 2.1 |
| Crystal Lake LXXXXXXXIII | 1 | 2.1 |
| Crystal Lake LXXXXXXXIV | 1 | 2.1 |
| Crystal Lake LXXXXXXXV | 1 | 2.1 |
| Crystal Lake LXXXXXXXVI | 1 | 2.1 |
| Crystal Lake LXXXXXXXVII | 1 | 2.1 |
| Crystal Lake LXXXXXXXVIII | 1 | 2.1 |
| Crystal Lake LXXXXXXXIX | 1 | 2.1 |
| Crystal Lake LXXXXXXXX | 1 | 2.1 |
| Crystal Lake LXXXXXXXXI | 1 | 2.1 |
| Crystal Lake LXXXXXXXII | 1 | 2.1 |
| Crystal Lake LXXXXXXXIII | 1 | 2.1 |
| Crystal Lake LXXXXXXXIV | 1 | 2.1 |
| Crystal Lake LXXXXXXXV | 1 | 2.1 |
| Crystal Lake LXXXXXXXVI | 1 | 2.1 |
| Crystal Lake LXXXXXXXVII | 1 | 2.1 |
| Crystal Lake LXXXXXXXVIII | 1 | 2.1 |
| Crystal Lake LXXXXXXXIX | 1 | 2.1 |
| Crystal Lake LXXXXXXXX | 1 | 2.1 |
| Crystal Lake LXXXXXXXXI | 1 | 2.1 |
| Crystal Lake LXXXXXXXII | 1 | 2.1 |
| Crystal Lake LXXXXXXXIII | 1 | 2.1 |
| Crystal Lake LXXXXXXXIV | 1 | 2.1 |
| Crystal Lake LXXXXXXXV | 1 | 2.1 |
| Crystal Lake LXXXXXXXVI | 1 | 2.1 |
| Crystal Lake LXXXXXXXVII | 1 | 2.1 |
| Crystal Lake LXXXXXXXVIII | 1 | 2.1 |
| Crystal Lake LXXXXXXXIX | 1 | 2.1 |
| Crystal Lake LXXXXXXX | 1 | 2.1 |

Map produced for the City of Dunwoody Parks and Recreation Master Plan - by the Dunwoody Architecture and Planning firm as intended for planning and discussion purposes only. GIS data sources include City of Dunwoody, ARC, US Census, ESRI | May 2016



LEVEL OF ACCESS: GREENWAYS



Inventory Summary

- City has two large community parks, Brook Run Park and Dunwoody Park, that provide a high quantity and quality of amenities.
- The Park at Pernoshal was not yet open to the public upon the team's site visits but was highly used nonetheless and should have a major impact on level of service by offering unique amenities that are not elsewhere in the city.
- Brook Run Park is well used throughout the day for a multitude of activities while Dunwoody Park is well used during sporting events and/or field trips.
- Neighborhood parks do not seem to have as high a user base perhaps due to perceived ownership/branding (Georgetown), hours and amenities (Donald-Bannister Farm), and proximity to Brook Run Park and amenity overlap (Windwood Hollow).
- Perimeter Center East Park remains undeveloped
- Basic park maintenance such as mowing, removal of litter, and sports facility maintenance is performed at a high level of care.
- Playground equipment and distribution is clustered in the southern portion of the city, creating gaps in access by residents.
- Connectivity from parks to residential areas is primarily by car, limited pedestrian access based on locations and existing infrastructure.

Thank You for Your Time and Interest!

GREENPLAY LLC

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Questions?

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