

The Buckhead Collection

A Greenspace Vision for City of Atlanta Council District 7 + Buckhead CID



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Acknowledgements



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Message from Councilman Howard Shook

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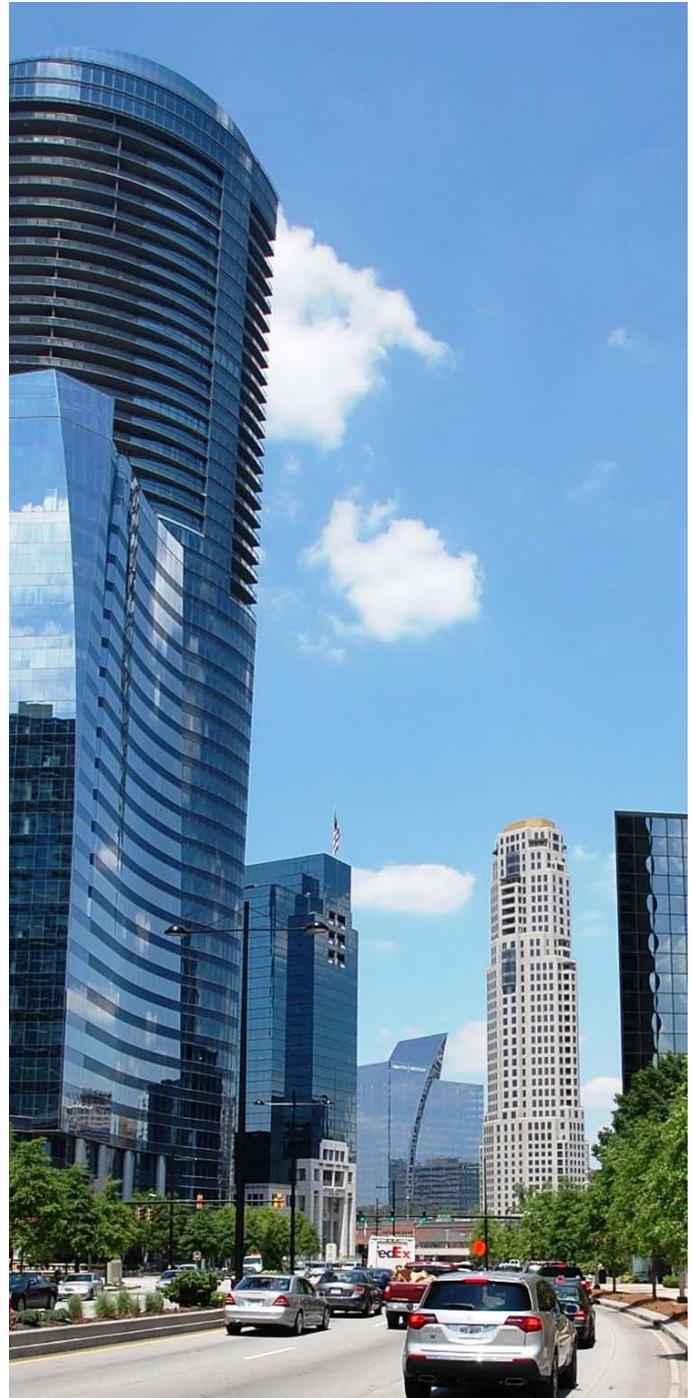
01 Why Does Buckhead Need More Greenspace?

Introduction

Buckhead has been called “The Beverly Hills of the East” and “the Jewel of the City of Atlanta,” yet it has less greenspace than any other area in the City of Atlanta and less than most premier cities in the United States.

Buckhead has long been considered the premier community in the City of Atlanta. As mentioned in the Buckhead Guidebook, it has been described by society editors as “posh, aristocratic, blue-blood, silk stocking.” It has been characterized as having “the largest concentration of income and buying power in the Southern United States” and according to Forbes Magazine, the “home to the ninth-wealthiest zip code in the nation.” It is also “one of the country’s largest urban mixed-use development areas, combining major offices, retail outlets, hotels, restaurants, entertainment spots, and high-rise residential units within its urban core. And closely surrounding its bustling business center, beneath a community-wide tree canopy, are serene stable neighborhoods.”

While Buckhead proudly boasts many world class assets, it is woefully lacking in greenspace. This issue was most recently noted in the City of Atlanta’s Project Greenspace, the City’s open space system master plan completed in 2009. In this study, Buckhead’s Council District 7 was identified as having less greenspace than any other Council District in the City. As stated in an April 2010 article from the Buckhead Reporter (Figure 1.1), Council District 7 in Buckhead is “dead last” in parks and open space.



COMMUNITY

District 7 ‘dead last’ in city parks

By John Schaffner
 editor@reporternews.com

Council District 7 in Buckhead is “dead last” when ranked by the amount of parkland and green space within the area, according to Councilman Howard Shook. He says he wants to find a way to improve the landscape.

“The last time I checked, the (council) district average was around 300 acres (of parkland and green space by district),” Shook said. “We have 70 acres in District 7.”

“We are dead last by a long shot.”

Source: Buckhead Reporter

what they refer to as ‘beauty spots,’ which might be a (neighborhood) circle or a cul-de-sac, which are not really parks.”

He admitted that those represent small amounts of acreage in the count, “but they add up and there are a surprising amount of those.”

Shook said the BÁTMA study will look at public entities and properties they hold. “Atlanta Public Schools owns a lot of property no one is really aware of. Georgia Department of Transportation owns a lot of property no one is really aware of. MARTA owns property,” he said.

“So, one of the first things we are going to do

Figure 1.1 - Buckhead Reporter News Article about Greenspace in Buckhead

Figure 1.2 shows the population, total park acres, and total acres per 1,000 population for each of the Council Districts in the City of Atlanta. The chart reveals that there are currently approximately 2.14 acres of parkland per 1,000 residents in District 7, for a total of 73.6 acres, while other areas of Atlanta range from a low of 3.39 to a high of 18.06 acres per 1,000. The city-wide average is approximately 8.19 acres per 1,000 residents, a level of service (LOS) almost four times higher than Buckhead. A comparison to the amount of parkland per 1,000 population from other world class cities in the United States (Figure 1.3) further emphasizes Buckhead’s position related to greenspace.

Recent strides have been taken to increase the amount of greenspace in Buckhead and throughout the City of Atlanta. For example, in 2008 the City of Atlanta adopted Atlanta’s Project Greenspace as part of the Atlanta Comprehensive Development Plan. The open space master plan provided a framework that will guide the City of Atlanta in achieving a world class greenspace system by the year 2030. The report identified 12 major initiatives proposed to grow, manage, and build capacity for greenspace. It is the goal of Councilman Howard Shook of Buckhead’s Council District 7, the Buckhead Community Improvement District (BCID), the Buckhead Coalition (BC), and Livable Buckhead, Inc. (LBI) to apply these initiatives to Buckhead’s Council District 7 so that the District’s greenspace system is not only the best in the City of Atlanta, but truly world class. The purpose of Buckhead’s Council District 7 Greenspace Action Plan is to:

- Identify, from the beginning, realistic management, funding, and operations and maintenance opportunities
- Establish a clear definition of the needs and desires of Buckhead residents, business owners, and key stakeholders
- Develop a detailed, realistic greenspace vision that befits “the jewel of the City,” based on community needs, existing conditions, appropriate standards and sound greenspace system planning principles from the best greenspace systems around the world
- Develop an action-oriented implementation strategy that identifies estimated costs as well as priorities, potential partnerships, alternative funding sources, phasing strategies and the specific actions – and responsibilities – to implement the vision

Atlanta Council District	Population (2000)	Total Park Acres	Total Acres per 1,000 Population
1	36,165	320.8	8.87
2	36,313	179.3	4.94
3	36,200	194.8	5.38
4	34,573	117.3	3.39
5	32,839	130.1	3.96
6	36,145	367.8	10.18
7	34,419	73.6	2.14
8	35,272	349.0	9.89
9	34,132	253.7	7.43
10	32,967	236.7	7.18
11	34,714	581.1	16.74
12	34,114	616.2	18.06
City-Wide	417,853	3,420.4	8.19

Source: City of Atlanta 2009

Figure 1.2 - City of Atlanta Park Acreage per Council District

How does Buckhead’s Council District 7 Compare in parkland to other premiere cities in the United States?

City	Population (2000)	Total Park Acres	Total Acres per 1,000 Population
San Diego	1,305,754	47,136	36.1
Kansas City, MO	480,129	17,272	36.0
Portland, OR	557,706	13,512	24.2
Minneapolis	382,605	5,864	15.3
Washington D.C.	591,833	7,617	12.9
Seattle	598,541	5,476	9.1
Boston	620,535	4,897	7.9
Philadelphia	1,540,351	10,886	7.1
San Francisco	808,976	5,384	6.7
New York	8,363,710	38,019	4.5
Chicago	2,853,114	11,907	4.2
Buckhead	34,419	73.6	2.1

Source: Trust for Public Land, 2010

Figure 1.3 - Parkland per 1,000 Population, by Select Cities

Pre-Implementation Analysis

Introduction

The Buckhead Greenspace Action Plan planning process began with a Pre-Implementation Analysis intended to identify potential opportunities and constraints involving funding and implementation strategies prior to developing concepts for the greenspace system. In other words, “Don’t let the airplane take off until you’ve built the runway! Elements analyzed included: (1) management; (2) funding; (3) acquisition; and (4) operations and maintenance.

Management

Early in the greenspace planning process, it was evident that there was not an organization in place to implement the greenspace plan. Based upon discussions with the Steering Committee and an analysis of local organizations as well as the parks and greenspace plans of other cities around the country, there are a number of different approaches to the type of group or organization that could manage the Buckhead Greenspace System. These include: The Buckhead CID, Buckhead Area Transportation Management Association (BATMA), LBI, City of Atlanta Parks Department, Buckhead Coalition, or a conservancy type organization.

Two options were further explored: (1) forming a Buckhead Parks Conservancy (e.g. Piedmont Park Conservancy); or (2) establishing a Buckhead Parks Inc. (e.g. Atlanta Beltline Inc. to lead implementation.

A Buckhead Parks Conservancy could be similar to the Piedmont Park Conservancy, a nonprofit organization working with the City of Atlanta for the preservation of historic Piedmont Park. Since their inception in 1989, the Conservancy has successfully restored the historic portion of Piedmont Park. By 2010, the Conservancy will have raised and invested more than \$64 million for park beautification, maintenance/security, programs, and also includes a 53-acre expansion of green space. The Conservancy is made up of a group of key citizens, along with members of the business and leadership communities from around the city. They formed Piedmont Park Conservancy, a 501(c)3 non-profit organization dedicated to restoring the Park. In 1992, the Conservancy signed a memorandum of understanding (MOU) with the City of Atlanta, establishing a public/private partnership similar to that of the Central Park Conservancy in New York City. The Conservancy has a staff of 28, and the Board of Directors includes more than 50 individuals. As of 2009, the Conservancy had total assets of almost \$33 million, with liabilities matching that amount.

In February 2006, the Atlanta City Council and the City’s Mayor approved an MOU outlining the Conservancy’s relationship with the City, defining in broad terms the responsibilities of the Conservancy and the City regarding the operation of the Park. The MOU has a five-year term with a provision for one five-year renewal term. The MOU contains provisions allowing the Conservancy to manage concessions and display banners in the Park recognizing organizations making large donations. The MOU requires the Conservancy to ensure that certain insurance and indemnification provisions are in effect regarding vendors doing work in the Park. The MOU also clarifies the City’s public safety responsibilities in the Park and documents the City’s commitment.

A Buckhead Parks Inc. could be similar to the Atlanta BeltLine, Inc (ABI). ABI, formed by the Atlanta Development Authority in 2006, is the entity tasked with planning and executing the implementation of the Atlanta BeltLine in partnership with the Atlanta BeltLine team including City of Atlanta Departments. Its functions include specifically defining the Atlanta BeltLine plan; leading efforts to secure federal, state, and local funding; continuing the Atlanta BeltLine community engagement process; and serving as the overall project management office to execute the Atlanta BeltLine plan, including the coordination of planning and execution activities with other City of Atlanta departments and managing all vendors and suppliers. ABI is also responsible for tracking and reporting progress on the Atlanta BeltLine to the Atlanta City Council, Atlanta Public Schools, and Fulton County, the three taxing authorities that authorized the Atlanta BeltLine Tax Allocation District (TAD) legislation in 2005. ABI currently has a board of directors that includes 8 individuals, and a staff of around 15.

Funding

Raising the necessary funds for implementing and managing the Buckhead Greenspace system is critical to ensure the success of the program. One option is to follow the lead of the Atlanta BeltLine project. Atlanta BeltLine Partnership (ABLP) is a non-profit organization committed to raising funds from private and philanthropic sources to support the Atlanta BeltLine. The ABLP works closely with ABI as well as with neighborhoods, community organizations, faith organizations, businesses and other groups to raise general awareness and broad-based support for the Atlanta BeltLine. ABLP has a Board of Directors with 16 representatives and a staff of four.

The City of Atlanta specifies that alternate funding sources will have to be identified to supplement current general fund allocation. Several avenues hold promise, including a General Obligation Bond (GO Bond), increasing the Park Improvement Fund, increasing the Annual GO Bond, use of impact fee revenues, and the establishment of a parks endowment. The City of Atlanta also suggests the establishment of a Parks Alliance (PAL) to oversee private funding for implementation of the Parks, Open Space and Greenways Plan.

The PATH Foundation often acts as an agent of the City to assist the City in the implementation of the City of Atlanta Greenway Trails Corridor Plan. The City also continues to support communities who apply for private foundation grants for park and greenspace acquisition and improvements in their neighborhoods.

Acquisition

One option for land acquisition is to work with the Trust for Public Land (TPL). TPL helps structure, negotiate, and complete land transactions that create parks, playgrounds, and protected natural areas. TPL serves as an independent agent, buying land from willing landowners and then transferring it to public agencies, land trusts, or other groups for protection. In some instances, TPL will protect land through conservation easements, which restrict development but permit traditional uses such as farming and ranching.

In Buckhead, TPL could be responsible for park land acquisition, then turn it over to whatever group would be in charge of managing the parks.

TPL often acts as a principal in land transactions and, as such, assumes the risks and costs associated with buying, owning, leasing, and selling land. TPL is not a broker, agent, or guarantor for transactions between other parties.

Sometimes TPL acquires conservation easements and transfers them to public ownership. Easements restrict development of land while keeping it in private ownership and preserving productive uses, such as farming and sustainable forestry. TPL conveys land or easements to public agencies at or below fair market value as established by an appraisal that strictly meets the agency's requirements. As a qualified 501(c)(3) public charity, TPL is supported by charitable donations. Significant support comes from donations of land value or cash from landowners who sell property to TPL.

Operations & Maintenance

One option is to have the City of Atlanta be responsible for operations and maintenance. The City currently is responsible for many parks and open space within the area. The City's current policy is to "Produce park management plans that include staffing, maintenance schedules, equipment, training, quality control, and annual cost." One of the biggest problems the City must face in the future is addressing a multitude of user needs while reducing programming and maintenance costs.

One potential concern is that parks maintenance resources have been stretched increasingly thin in past years. Funding has not kept pace with increased maintenance responsibilities, equipment is outdated, and the number of staff is inadequate. In addition, there is a need for job training, increased maintenance staff, and maintenance equipment to sustain desirable service levels. To help stretch their budget, the City of Atlanta utilizes community service programs to augment maintenance staff resources in City parks.

Another option is to have a conservancy be responsible for maintenance. For example, the Piedmont Park Conservancy currently manages more than 90 percent of the Park's daily maintenance care and security. The Conservancy employs six landscape maintenance workers and contributes more than \$300,000 annually for landscape maintenance and equipment. The Conservancy also funds and manages off-duty police officers to patrol the Park for added security. In May 2004, the Conservancy also assumed the management of the City's security contract for the Park.

Summary

In summary, the success of the Buckhead Greenspace Plan will be largely based on the organization that is tasked to implement and manage the system. The primary tasks of this organization should include: (1) management; (2) funding; (3) acquisition; and (4) operations and maintenance. Fortunately, there are several organizations in Atlanta that can assist in the implementation, management, and maintenance of the greenspace system. Many of which are already working in Buckhead. Leveraging the talents and resources of these organizations will be the key to efficiently and effectively implementing and managing the Buckhead greenspace system.

Analysis of Existing Greenspaces

An analysis of the existing greenspaces within Buckhead’s Council District 7 was conducted to obtain an understanding of the physical, aesthetic, and social characteristics of the existing parks and open spaces. 29 of the City of Atlanta’s 248 greenspaces are located within Council District 7. Within the City of Atlanta parks system, there are nine types of parks sites, four of which are present in Buckhead’s Council District 7:

- **Garden Spots** – small, landscaped areas that have few or no amenities, typically traffic islands.
- **Block Parks** – small park sites containing limited amenities such as playgrounds and tot lots.
- **Neighborhood Parks** – larger park sites that serve local informal recreational needs. Typical amenities include picnic shelters (small to medium for family gatherings); open fields for informal sports and recreation activities; play grounds/tot lots; basketball and tennis courts; and wooded natural areas.
- **Conservation Parks** – areas managed for environmental protection purposes but with some public access.

In addition to these public greenspaces, the District has other types of greenspaces including private plazas located within a few of the commercial buildings, private and public school greenspaces, and church greenspaces (Figure 1.5).

The analysis conducted focused on four place-making attributes identified by the Project for Public Spaces (PPS):

- Proximity, access, and linkages
- Comfort and image
- Uses, activities, and sociability
- Opportunities for programming, revenue, and partnerships

Summary of Findings

Taken as a whole, the parks and open spaces in Buckhead have a number of strengths and weaknesses. Following is an overview of findings in each of the three categories of analysis:

Proximity, Access, and Linkages

- **There is limited visibility into many parks.** Most of the highly used greenspaces within the study area are bounded by land uses that back onto the greenspaces limiting



Figure 1.4 - Brookwood Community Club | Homes backing onto greenspaces combined with dense canopy and overgrown understory limit visibility into greenspaces

visibility into the parks. Dense canopies and overgrown understory plantings along the edges of many parks obstruct views into the sites and minimize the potential for “eyes on the park.” This is especially true of conservation parks, which all have an overgrown understory of plantings.

- **Access to neighborhood parks is acceptable.** Most of the neighborhood parks are located in the heart of residential neighborhoods. While many of these neighborhoods do not have a complete sidewalk network, the streets have low enough traffic volumes and speeds for people to feel comfortable walking along them. Many of the parks can only be accessed on one or two sides due to development backing onto the park, limiting overall neighborhood accessibility.

Comfort and Image

- **Facilities are well maintained and attractive.** Overall, facilities within the study area are well maintained. This is important to the overall feeling of safety and comfort of users at park sites. Greenspaces and plazas that are maintained by private entities such as Tower Place Plaza (Figure 1.7) and Brookwood Community Club exhibit a higher degree of care than public facilities. Good maintenance helps to preserve and enhance adjacent property values and uphold the high quality of life enjoyed by many neighborhood residents.

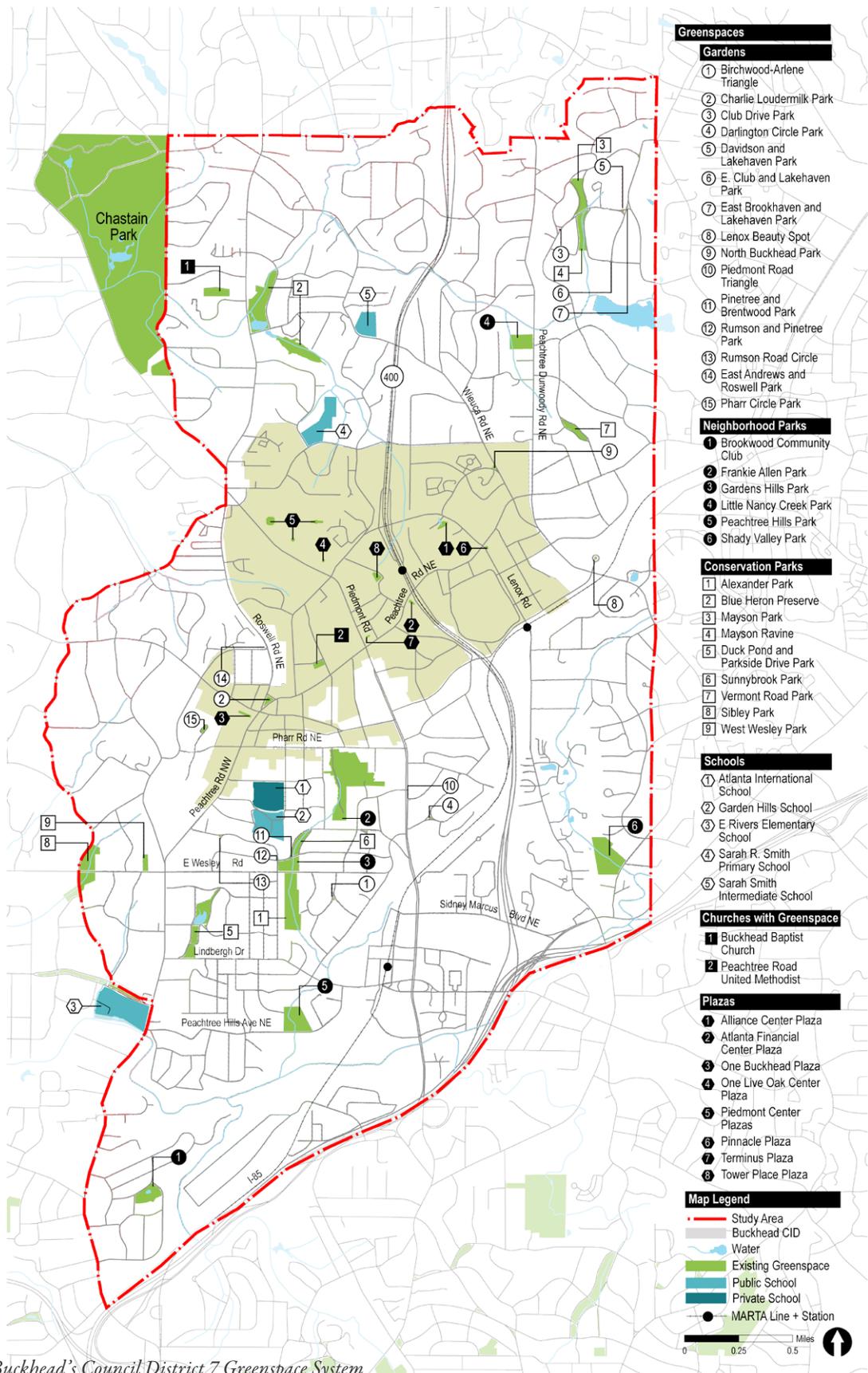


Figure 1.5 - Buckhead's Council District 7 Greenspace System



Figure 1.6 - Sunnybrook Park | Facilities appear to be well maintained



Figure 1.7 - Tower Place Plaza | Plazas located within commercial areas exhibit a higher degree of maintenance than public greenspaces

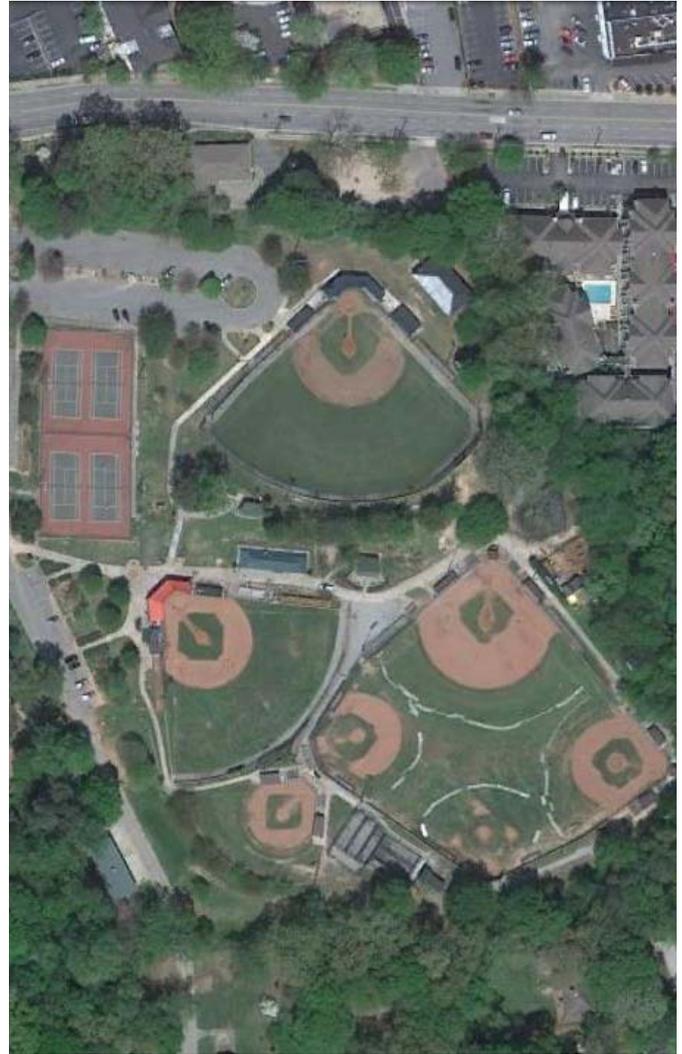


Figure 1.8 - Frankie Allen Park | Highly programmed park with little multi-purpose open space and room to expand

- **Perception of safety is mixed.** Many of the greenspaces within Buckhead have dense canopies and overgrown understory plantings which obstruct views into the park and limit the informal policing produced by the natural surveillance of adjacent properties. When someone is alone in the park, these conditions may cause a sense of insecurity. This is especially noticeable in the conservation parks and some neighborhood parks, most of which contain densely planted canopy and understory plantings.
- **Parks and greenspaces lack shelters and/or pavilions.** Many of the parks do not have shelters or small pavilions that would provide users refuge from inclement weather.

Uses, Activities, and Sociability

- **Neighborhood parks have a mixture of activity spaces.** The neighborhoods parks within the study area do a great job of providing typical basic facilities including playgrounds, tennis courts, ball fields, and benches.
- **Neighborhood parks lack multi-purpose greenspaces.** Buckhead’s neighborhood parks are highly programmed. (Figure 1.8). Only two of the five contain flexible multi-purpose open spaces.
- **Buckhead’s greenspaces exhibit a strong sense of pride/ownership.** It is clear that the neighborhoods and Home Owner Associations (HOAs) within the study area have a strong sense of pride and ownership of their greenspaces. One example is the Garden Hills Park Neighborhood, which established a foundation that has raised over \$200,000 for park improvements (Figure 1.9).



Figure 1.9 - Garden Hills Park | Many neighborhood parks benefit from strong resident support groups such as Neighborhood Park Foundations



Figure 1.10 - Peachtree Hills Park | Historical Marker



Figure 1.11 - Frankie Allen Park | Public art on display

- **Facilities for informal group gatherings are limited.** Although many of the parks contain grills/fire places, there is a lack of large picnic pavilions.

Opportunities for Programming, Revenue, and Partnerships

- **There are few opportunities for increased programming or flexibility.** Many of the parks are already heavily programmed and lack the space for expansion. Other facilities have additional undeveloped parkland but cannot expand due to topographical or regulatory constraints.
- **Integration of historic, cultural, and art resources.** Many of the greenspaces within the study contain some kind of historic, cultural, or commemorative piece (e.g. public art, historic event marker, etc.) that could be better incorporated into other greenspaces through design and programming (Figure 1.10, Figure 1.11).
- **Revenue and partnership are already in place in certain parks.** Many of the parks with active recreation facilities have already established revenue streams and partnerships. One example is the Buckhead Baseball League, which has attracted corporate sponsorships for Frankie Allen Park.
- **HOA Stewardship Opportunities.** Several of the HOAs within the study area have organized park stewardship programs that help with park capital improvements and operations and maintenance costs. These organizations can be leveraged to seek a variety of alternative funding opportunities for the betterment of the parks and the community. These HOAs also serve as models for neighborhoods within the study area that currently do not have access to a neighborhood park and desire to develop one.

Analysis of Development Patterns

Development patterns affect connectivity and access to greenspaces. Buckhead's growth in recent years has been dominated by three development patterns:

- High-rise urban-style office parks
- High to medium-density mixed residential and commercial areas
- Typical suburban-style, low-density residential neighborhoods with a loose street network

These development patterns have implications for connectivity to greenspace which can be observed in terms of block size, pedestrian barriers, and land use. Figure 1.11 illustrates the distribution of block sizes throughout Buckhead's Council District 7. Block sizes are important as their length and width can limit access to greenspaces. Block sizes within Buckhead's Council District 7 range in size from five acres or less to over 30 acres in size. Generally the larger the block size, the less connectivity present in the area, which increases the distance users need to travel to get to parks. In most cases, the smaller the block size, the better the urban environment for pedestrian, bicyclists, and for community sociability. The smallest block sizes in the District are concentrated in the Buckhead CID between Peachtree Street NW, Piedmont Road NE, and Lindbergh Drive. The largest blocks are concentrated in Peachtree Heights West, Brookhaven, and North Buckhead.

Large roadways that prioritize vehicles over other forms of transportation also limit access to greenspace. One of the biggest barriers to connectivity in Buckhead is GA400, which effectively bisects the community. Other major barriers, shown on Figure 1.12, include Peachtree Road NE and NW, Roswell Road NE, Lenox Road, and Piedmont Road NE. These streets are characterized by heavy traffic volumes, six or more traffic lanes, and relatively high traffic speeds that compromise the desire and ability for pedestrians to cross the street.

Pedestrian barriers and block size are closely related to land use, shown on Figure 1.13. The most common land use in Buckhead is single-family residential, but there are substantial areas of higher density mixed use and non-residential areas, particularly along the major arterials and highways. These three distinct development patterns are likely to influence the social and recreational needs and desires of their residents and workers.

High density, non-residential areas within Buckhead's Council District 7 attract a large day population of works and shoppers.

This population typically enjoys spaces within close proximity of their commercial destination where they can meet friends for lunch, reset, rest, relax, take a break from shopping, get away from the office, or simply enjoy being outdoors.

Apartment complexes and condominiums in the District's higher density residential areas provide residents with access to certain types of social and recreational amenities such as fitness centers, game rooms, pools, and tennis courts. They typically however, lack neighborhood based social and recreation facilities.

Single-family residential areas in Buckhead's Council District 7 contain large lots with ample private greenspace. For example, most of the single-family residential parcels in Buckhead's Council District 7 range in size from approximately 0.4 acres to 2.0 acres. In most instances, over 70% of these parcels are left as private greenspace and most contain family-based recreation amenities such as pools, swing sets, play sets, and family gardens.

Implications for Greenspace

- Because of the large block sizes, there is likely a need for better connectivity throughout the community, specifically safe places to walk and ride a bicycle.
- The lack of a dense roadway network also poses a problem for accessing the greenspaces that do exist. For example Frankie Allen Park, Alexander Park, Peachtree Hills Park, and Shady Valley Park. The access to all of these parks is limited to one side.
- The arterial roads that act as barriers to access now are an opportunity to create green conduits throughout the community. These roadways include GA400, Peachtree Road NE and NW, Roswell Road NE, Lenox Road, and Piedmont Road NE.
- Workers and visitors in higher density non-residential areas may desire plazas or greenspaces to enjoy during lunch or breaks throughout the work day. Residents in higher density mixed use areas may desire close to home, neighborhood based recreational facilities such as playgrounds, multi-purpose open spaces, picnic areas, trails, and dog runs.
- Single-family residential neighborhoods with large parcels and access to private greenspace and on-site family based recreation amenities may desire more community based greenspaces such as community centers, sports courts, multi-purpose open spaces, dog parks, trails, etc.

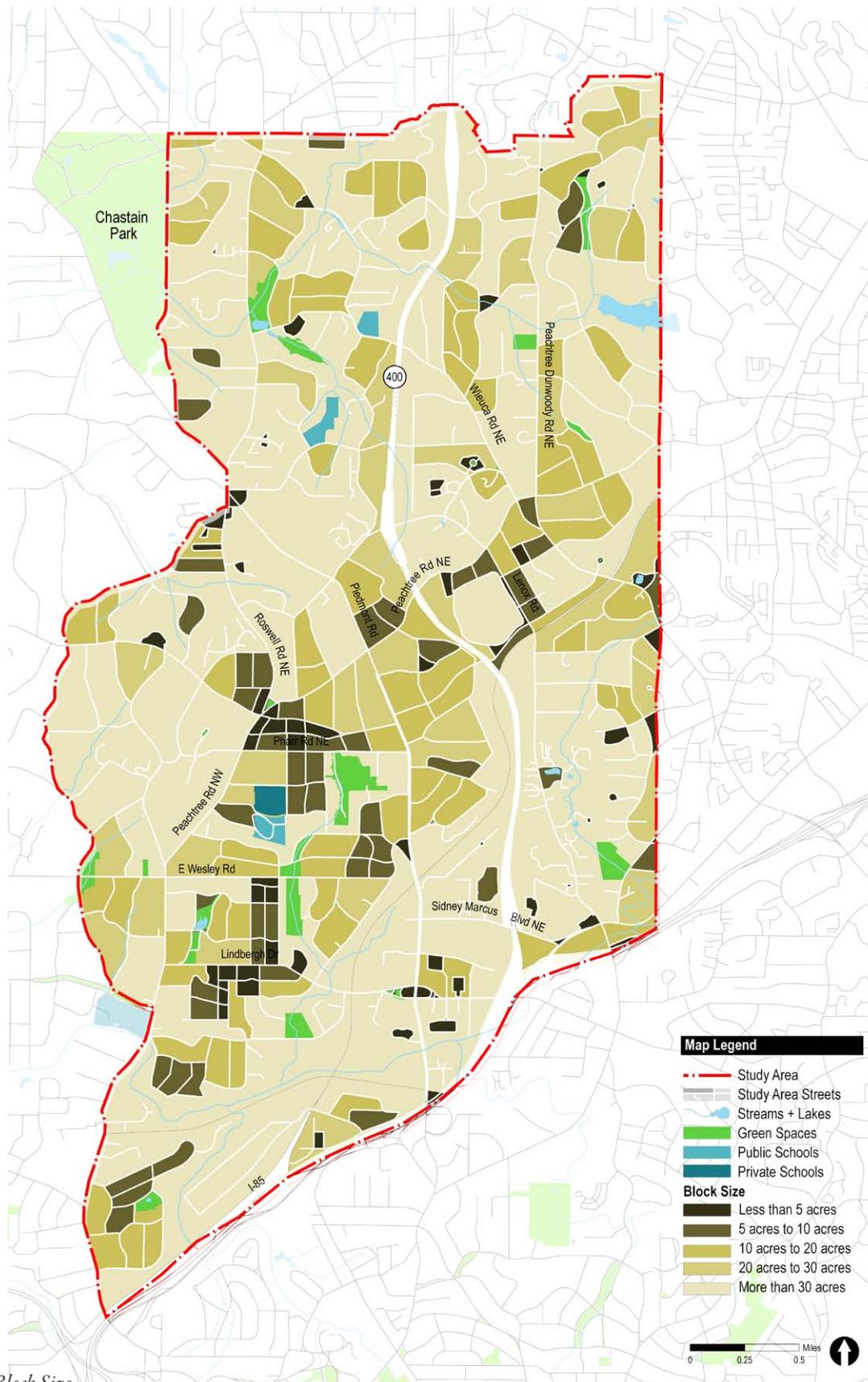


Figure 1.11 - Block Size

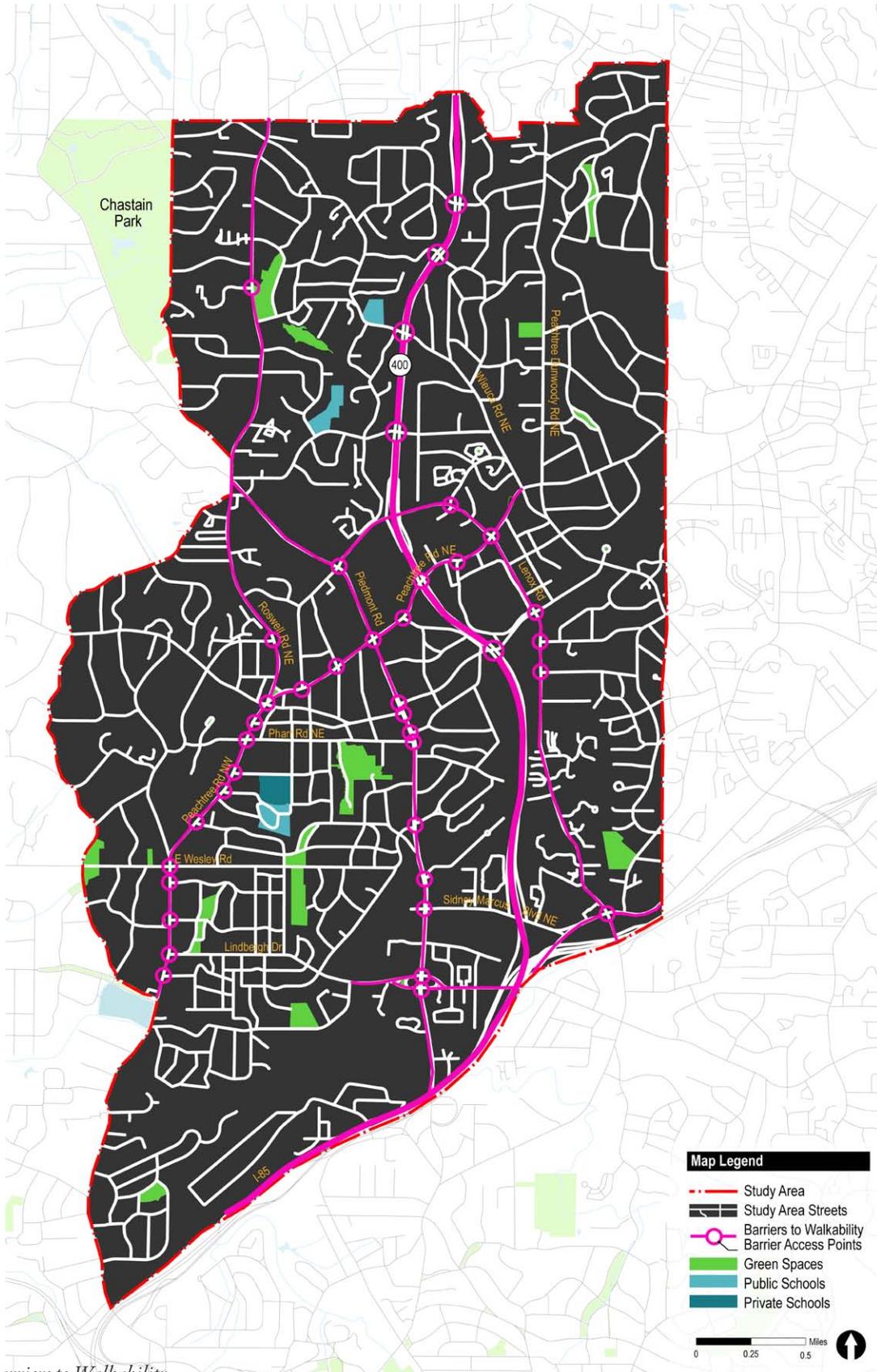


Figure 1.12 - Barriers to Walkability

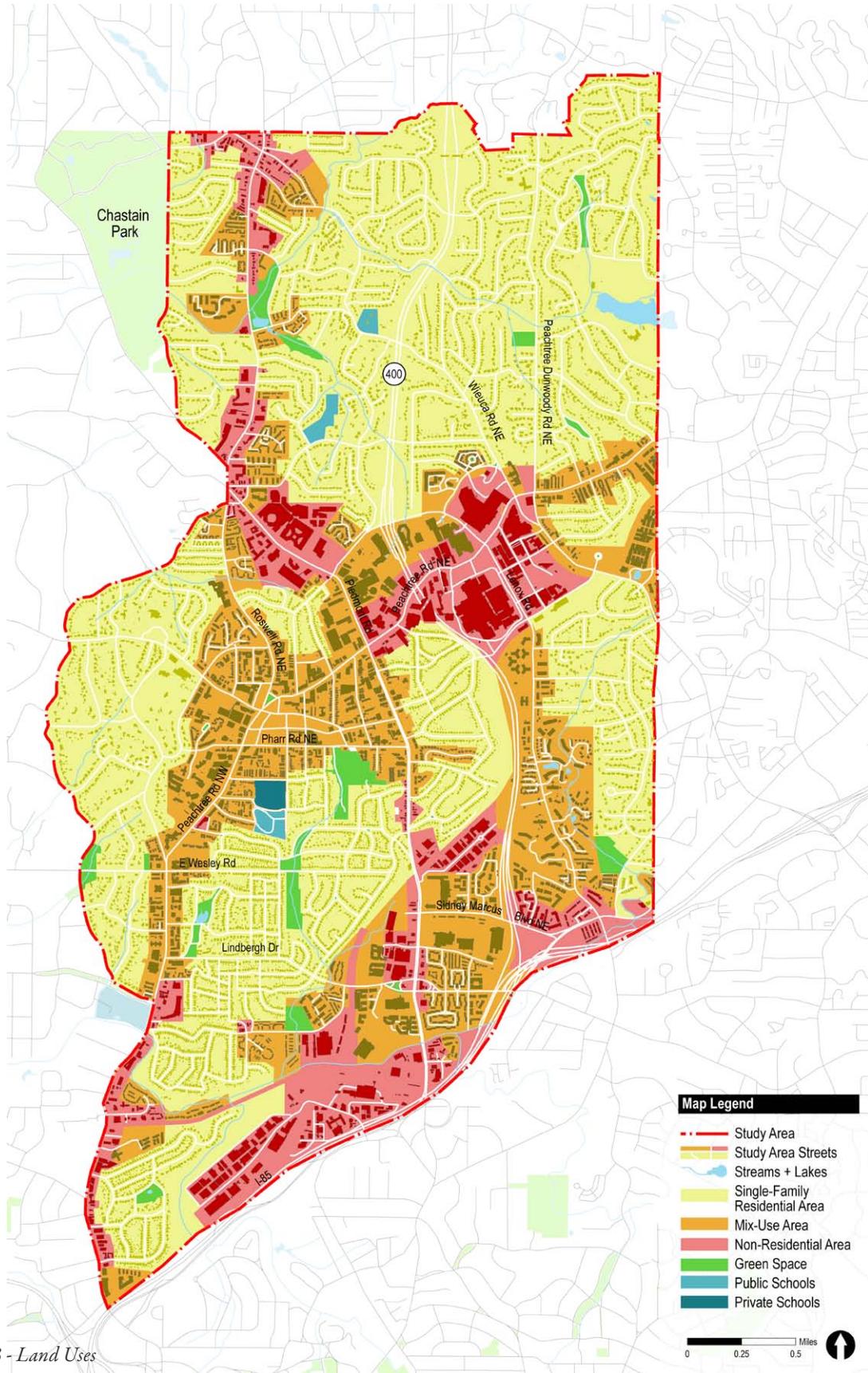


Figure 1.13 - Land Uses

Level of Service Analysis

The purpose of a Level of Service (LOS) analysis is to quantify how well the existing parks system is meeting the recreation needs of residents. The National Recreation and Park Association’s definition of LOS is “an allocation mechanism for the delivery of park land and basic recreation facilities throughout a community. By adoption of such a standard, a community in essence says that all citizens, [...], will have an equal opportunity to share in the basic menu of services implicit in the standard and accompanying spatial distribution and allocation policies.”

For Buckhead, this idea of equal opportunity was measured based on three basic principles:

- Acreage (Amount of Park Land)
- Facilities (Amount of Facilities)
- Access (Distance or Travel Time)

Acreage

The most common way to measure LOS for acreage is the number of public park acres per 1,000 residents in a community. Currently, there are 73.6 acres of *public* park land within Buckhead’s Council District 7 (Figure 1.15). The estimated 2010 population of Buckhead’s Council District 7 is 50,776 residents, which translates into an acreage LOS of 1.45 acres per 1,000 residents. In 2030, the population is projected to be approximately 61,472¹; if no additional park land is acquired within District 7, the LOS will decrease to 1.2 acres per 1,000 residents as noted in Figure 1.14.

Year	Population	Existing Park Acreage	Total Acres per 1,000 Population
2000	34,419	73.6	2.14
2010	50,776	73.6	1.45
2030	61,472	73.6	1.20

Figure 1.14 - Council District 7 Acreage LOS Analysis per 1,000 Population

One of the most useful aspects about calculating acreage LOS is the ability to compare communities to one another. Within Atlanta, Buckhead’s Council District 7 has the lowest level of park acreage per resident of any district. Figure 1.2 shows that there are currently approximately 2.14 acres of parkland per 1,000 residents in District 7, for a total of 73.6 acres, while other areas of Atlanta range from a low of 3.39 acres per 1,000

population to a high of 18.06 acres per 1,000 population. The city-wide average is approximately 8.19 acres per 1,000 population, a LOS almost four times higher than Buckhead.

Acreage LOS Findings

Buckhead’s Council District 7 has a low acreage LOS compared to not only Atlanta, but other communities across the nation. To be on par with the Atlanta city-wide average, an additional 416 acres would be needed for the 2010 population and 503 acres to meet the estimated 2030 population.

Facilities

Another way to measure LOS is the number of facilities per population. Like acreage, there are no strict standards for the number of facilities that a community needs. The LOS standards used in this analysis are based on the recommended facility LOS standards for Atlanta per Atlanta’s Project Greenspace. Based on these standards, District 7 is deficient in all 10 different types of recreation facilities. To meet the target for the 2010 population, the District is short one outdoor pool, five spray pads, two softball/baseball fields, six football/soccer fields, seven informal open practice fields, nine playgrounds, six outdoor basketball courts, one off-leash dog park, four outdoor tennis courts, one recreation center, and 14 miles of multi-purpose trails. The number of facilities needed will increase over time as the population grows (Figure 1.16).

Facilities LOS Findings

Buckhead’s Council District 7 has a need for the following recreation facilities:

- Outdoor swimming pool
- Splash play areas
- Softball/baseball fields
- Football/soccer fields
- Multi-purpose open spaces
- Playgrounds
- Outdoor basketball courts
- Off-leash dog parks
- Outdoor tennis courts
- Recreation centers
- Multi-purpose trails
- Special events/festival site

1. The projected 2030 population for District 7 was based on the 2000 population ratio of the NPU-B population to the District 7 population. This ratio was applied to the projected NPU-B population of 2010 and 2030 to obtain the projected District 7 population of 2010 and 2030.

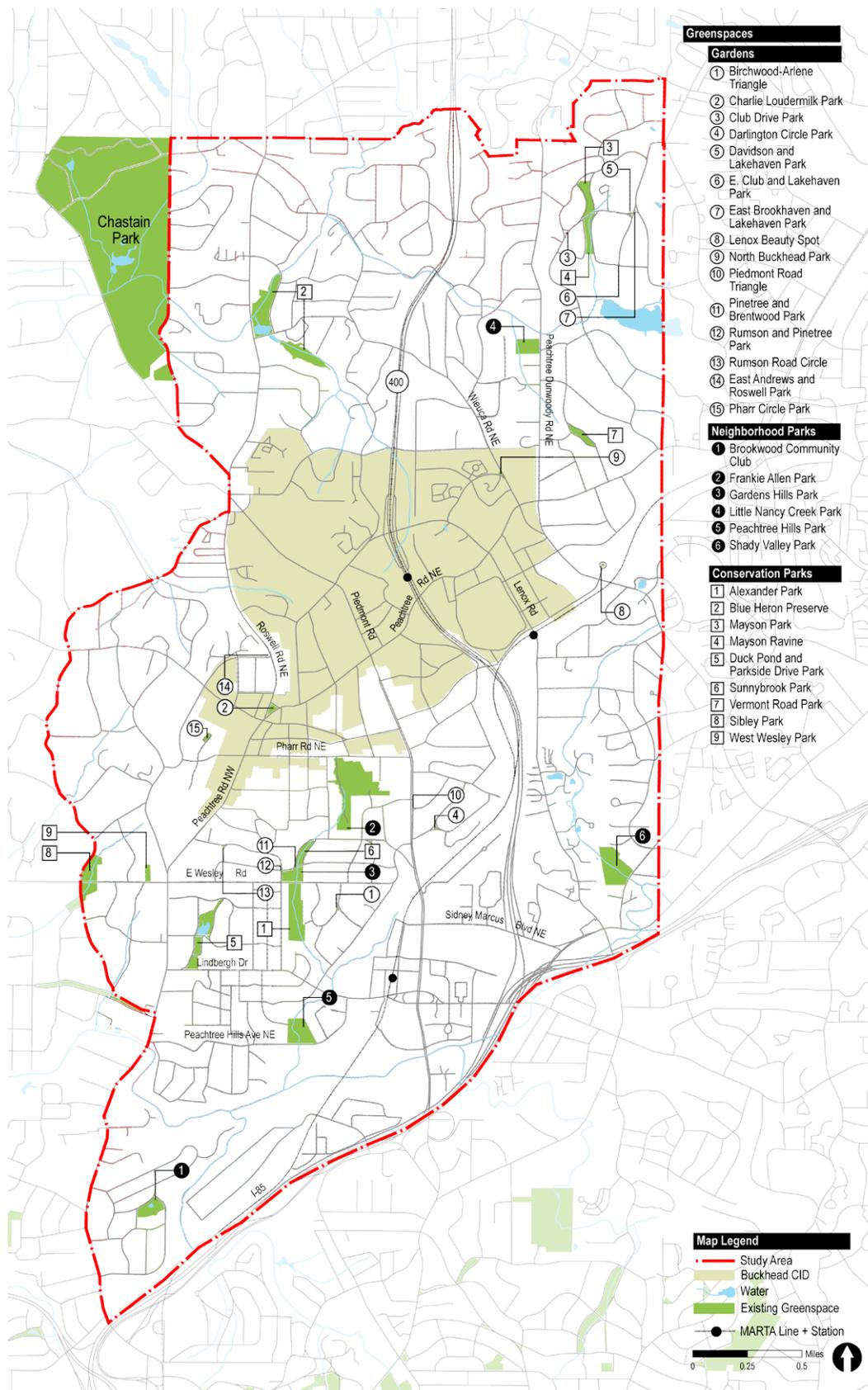


Figure 1.15 - Existing Public Greenspace

Facility Type	LOS Standard	Current Inventory	2010 Target	2010 Need	2030 Target	2030 Need
Outdoor Pool (25 yards)	1 pool per 25,000 residents	1	2	-1	2.5	-1
Splash Play Area (stand alone)	1 splash play area per 10,000 residents	0	5	-5	6	-6
Softball Baseball Fields	1 field per 7,500 residents	5	7	-2	8	-3
Football Soccer Fields	1 field per 7,500 residents	1	7	-6	8	-7
Multi-Purpose Open Spaces	1 field per 5,000 residents	3	10	-7	12	-9
Playgrounds	1 site per 4,000 residents	4	13	-9	15	-11
Outdoor Basketball Courts	1 court per 7,500 residents	1	7	-6	8	-7
Off-Leash Dog Parks	1 site per 50,000 residents	0	1	-1	1	-1
Outdoor Tennis Courts	2 courts per 7,500 residents	10	14	-4	16	-6
Recreation Centers	1 sq.ft. per resident (min. 30,000 sq.ft per facility)	1	2	-1	2	-1
Multi-Purpose Trails	1 mile per 3,000 residents	3	17	-14	20	-17
Special Events Festival Site	1 50-acre (minimum) site	0	1	1	1	1

Figure 1.16 - Facilities LOS Analysis per 1,000 Population

Access

A third approach to determining LOS is to analyze the level of access that residents have to park facilities. This is typically measured as a distance, either in miles or travel time. For Buckhead’s Council District 7, the following park types and facilities were analyzed using the following distances/times:

- Significant open spaces (two acres or greater) - ½ mile/10-minute walk
- Plazas spaces within the Buckhead CID - 800’
- Neighborhood parks - ½ mile/10-minute walk
- Community park + community park facility components - 2 mile/10-minute bike ride
- Conservation parks - Citywide
- Greenways and trails - Citywide
- Playground - ½ mile/10-minute walk
- Basketball courts - ½ mile/10-minute walk
- Tennis courts - ½ mile/10-minute walk
- Baseball/softball field - 2 miles/10-minute bike ride
- Soccer/football field - 2 miles/10-minute bike ride
- Multi-purpose open space - 2 miles/10-minute bike ride

These distances are based on national standards/ guidelines, Atlanta’s Project Greenspace Plan, and findings from the Buckhead Greenspace Action Plan Community Survey. The National Recreation and Parks Association’s Park, Recreation, Open Space and Greenway Guidelines, for example, recommends that a neighborhood park be located between ¼ mile (5-minute walk) to ½ mile (10-minute walk) from every resident. Atlanta’s Project Greenspace also suggests that residents in Atlanta be able to reach a greenspace within ½ mile

from their home. Additionally, findings from the Buckhead Greenspace Action Plan Community Survey suggested that 76.8% of respondents would like to have greenspace within ½ mile of their home. Significant open space equal to or greater than two acres as well as facilities typical of a neighborhood park (e.g. playgrounds, basketball courts, and tennis courts) were analyzed using this ½ mile walking distance criteria.

For Community Parks, the National Recreation and Parks Association’s Park, Recreation, Open Space and Greenway Guidelines recommend they be located between ¼ mile (5-minute walk) to three miles from every resident. Atlanta’s Project Greenspace suggested that residents in Atlanta should be able to access a community park within two miles of their homes. Facilities typical of a community park (e.g. baseball/softball fields, soccer/football fields, multi-purpose open space) were analyzed using this criteria. Figures 1.17 through 1.28 illustrate access to the seven facility types being measured.

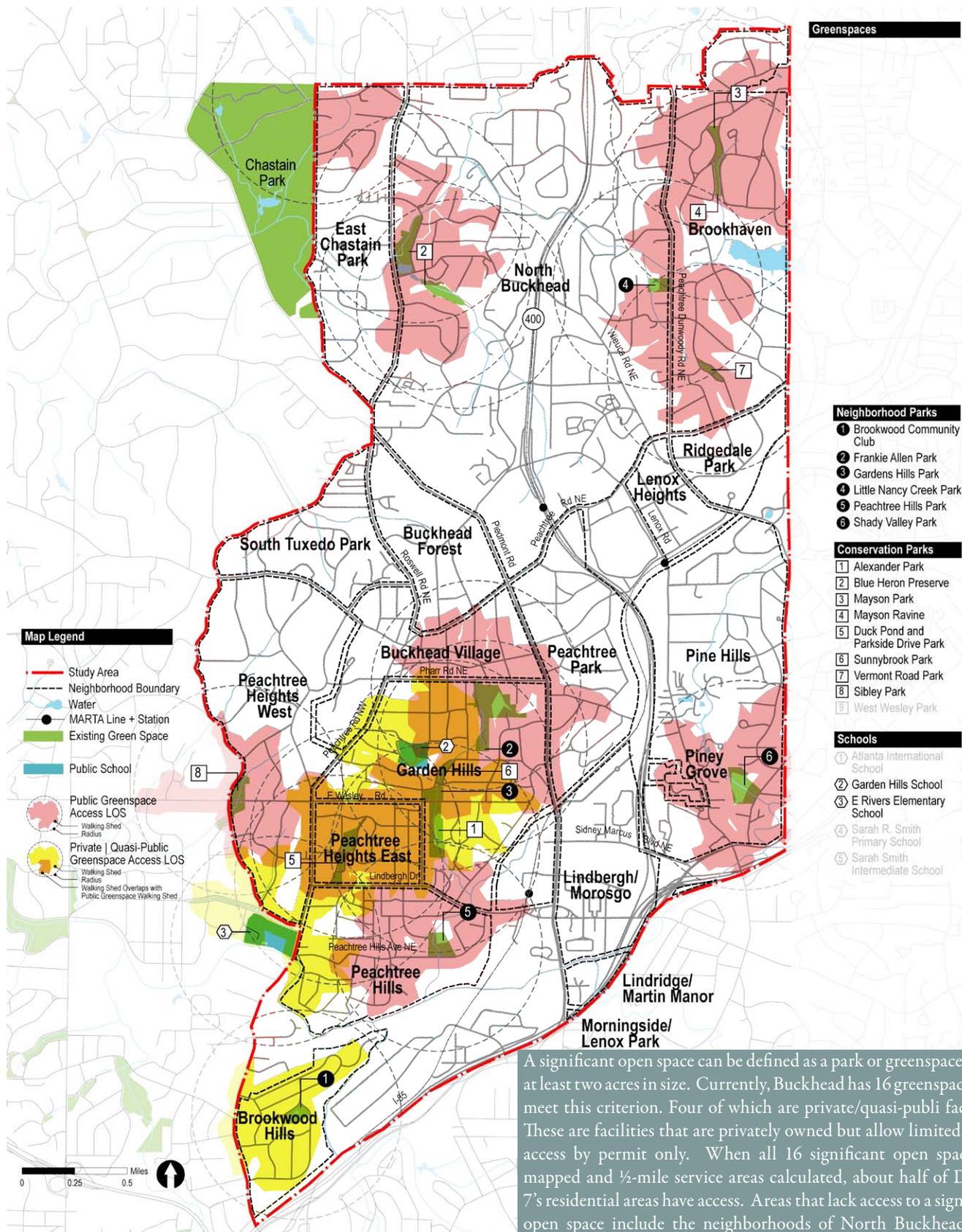
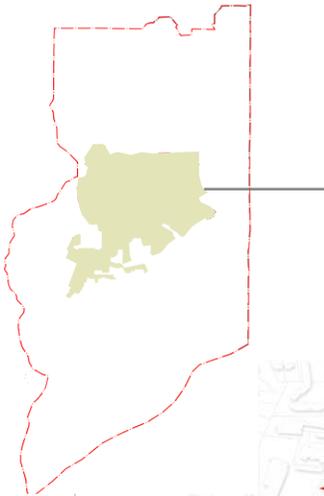


Figure 1.17 - Significant Open Space | 1/2-mile Access LOS

A significant open space can be defined as a park or greenspace that is at least two acres in size. Currently, Buckhead has 16 greenspaces that meet this criterion. Four of which are private/quasi-public facilities. These are facilities that are privately owned but allow limited public access by permit only. When all 16 significant open spaces are mapped and 1/2-mile service areas calculated, about half of District 7's residential areas have access. Areas that lack access to a significant open space include the neighborhoods of North Buckhead, Pine Hills, Peachtree Park, South Tuxedo Park, and Peachtree Hill West.



A Plaza can be defined as an urban open space that provides users with limited social gathering opportunities. Typical amenities include fixed and movable seating areas, tables, water fountains, public art, and eating establishments or food vendors. Plazas can be indoor or outdoor spaces. Workers and visitors to the Buckhead CID currently have access to twelve plazas located throughout the CID. Significant commercial centers within the CID however, lack access to plazas.

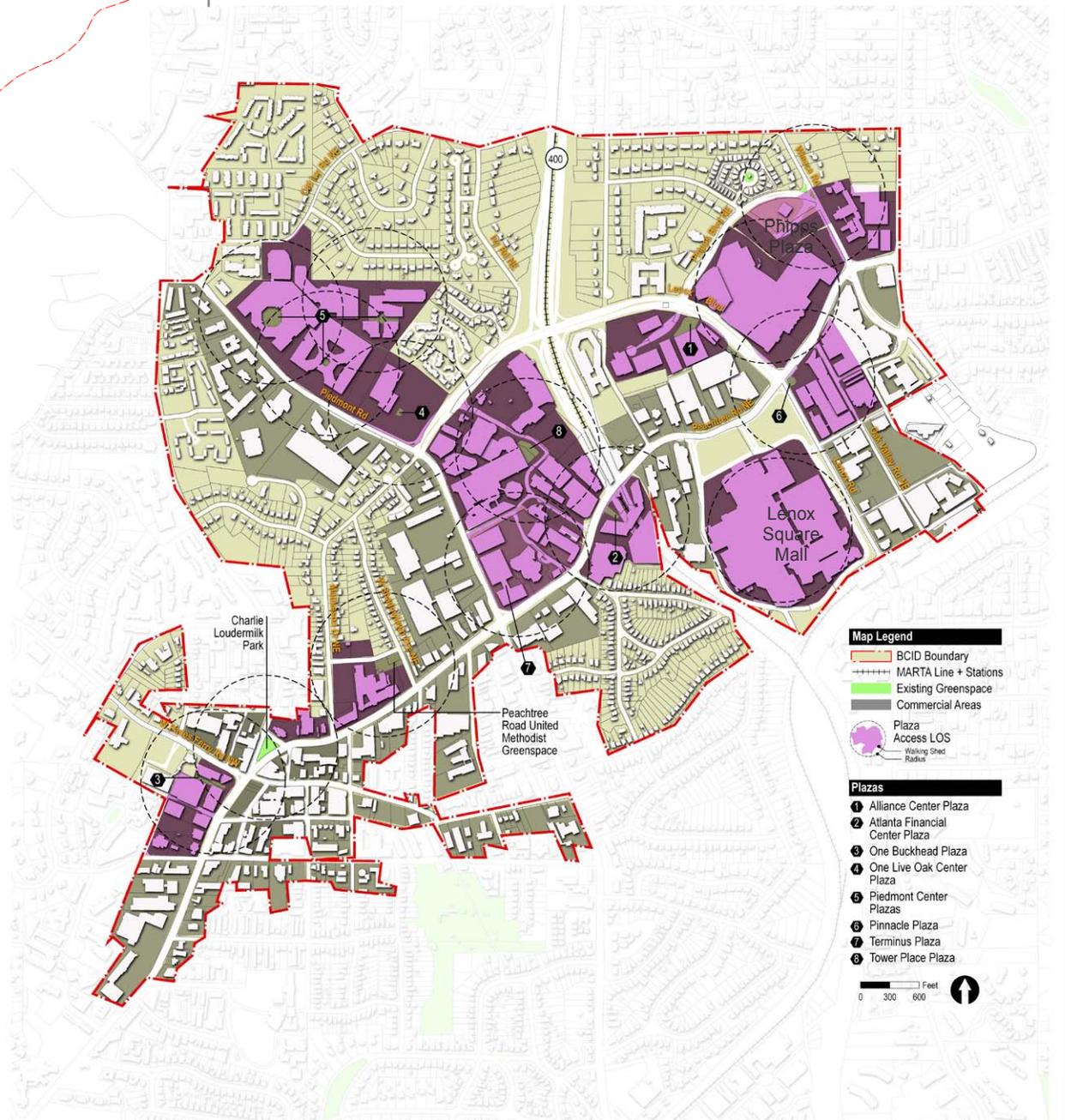
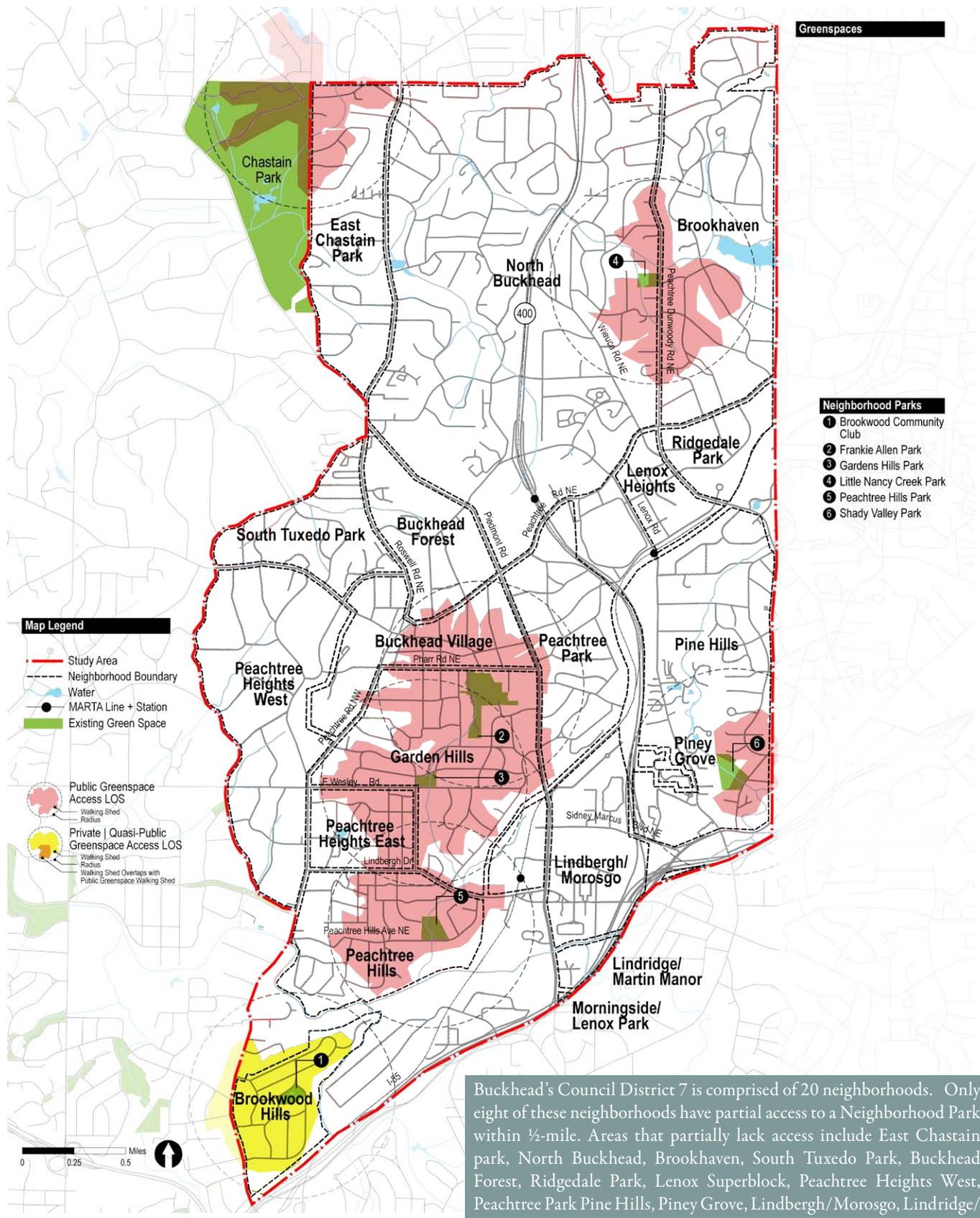


Figure 1.18 - Plazas | 800-foot Access LOS



Buckhead’s Council District 7 is comprised of 20 neighborhoods. Only eight of these neighborhoods have partial access to a Neighborhood Park within ½-mile. Areas that partially lack access include East Chastain park, North Buckhead, Brookhaven, South Tuxedo Park, Buckhead Forest, Ridgedale Park, Lenox Superblock, Peachtree Heights West, Peachtree Park Pine Hills, Piney Grove, Lindbergh/Morosgo, Lindridge/Martin Manor, and Morningside/Lenox Park.

Figure 1.19 - Neighborhood Parks | ½-mile Access LOS

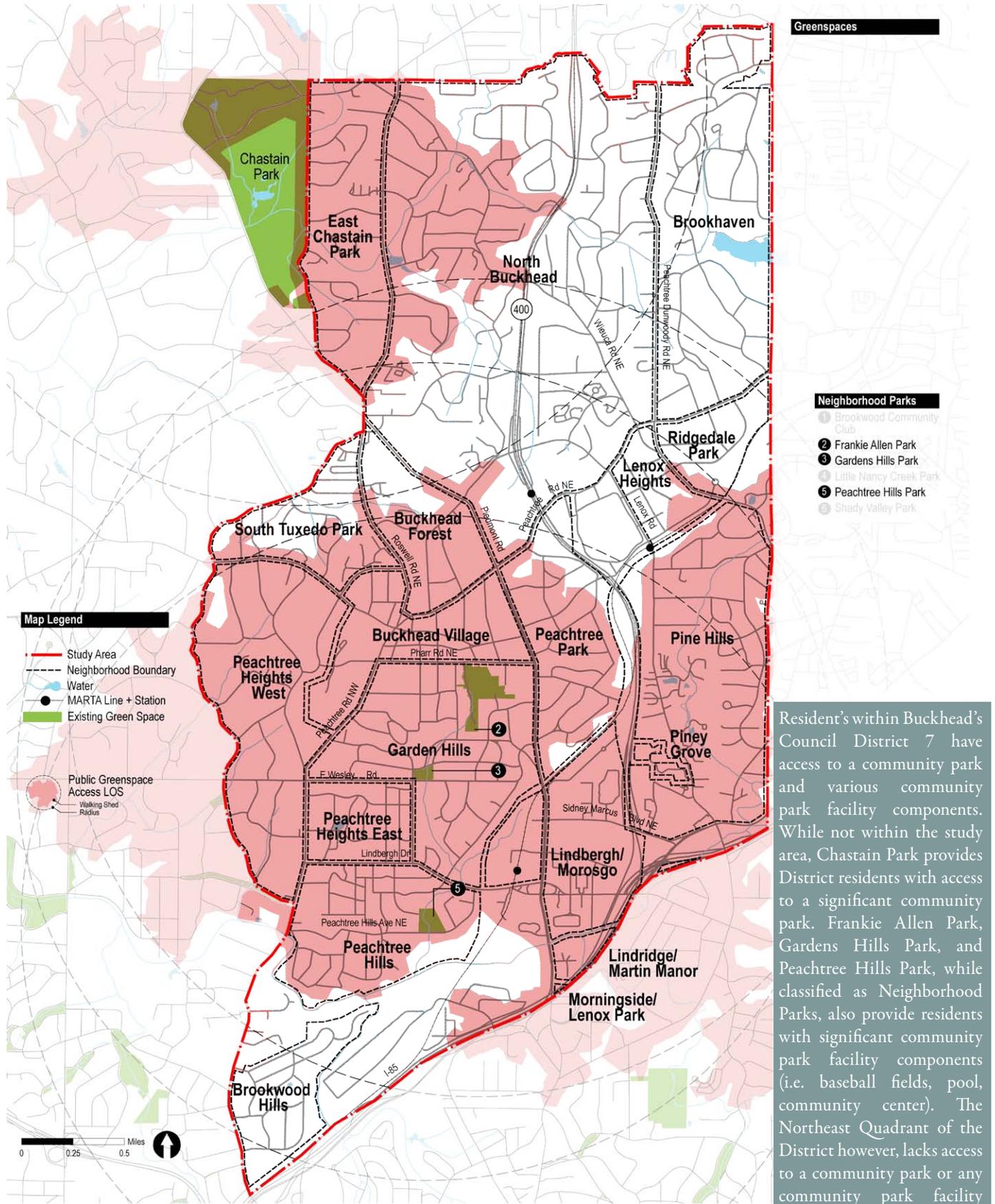
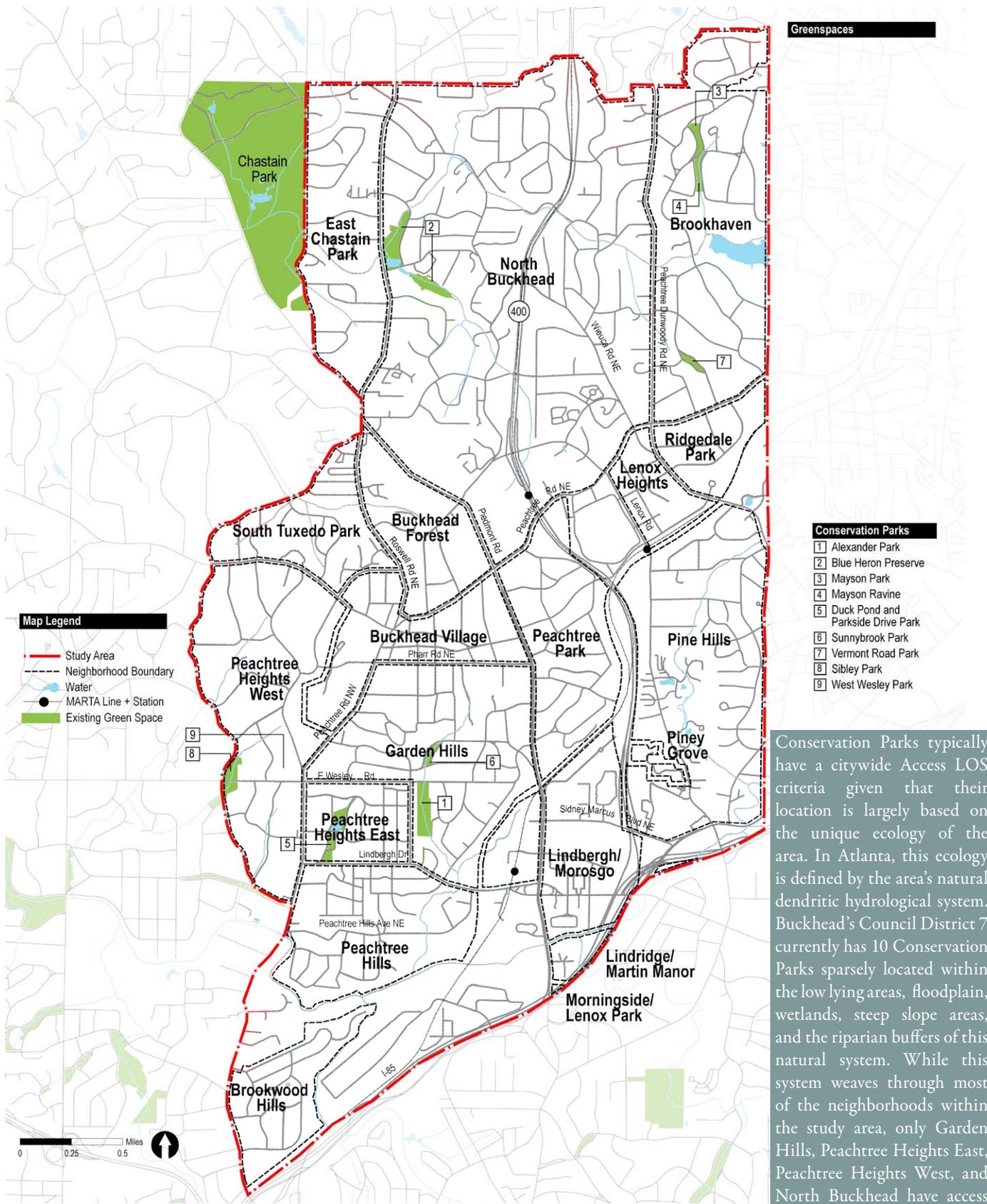
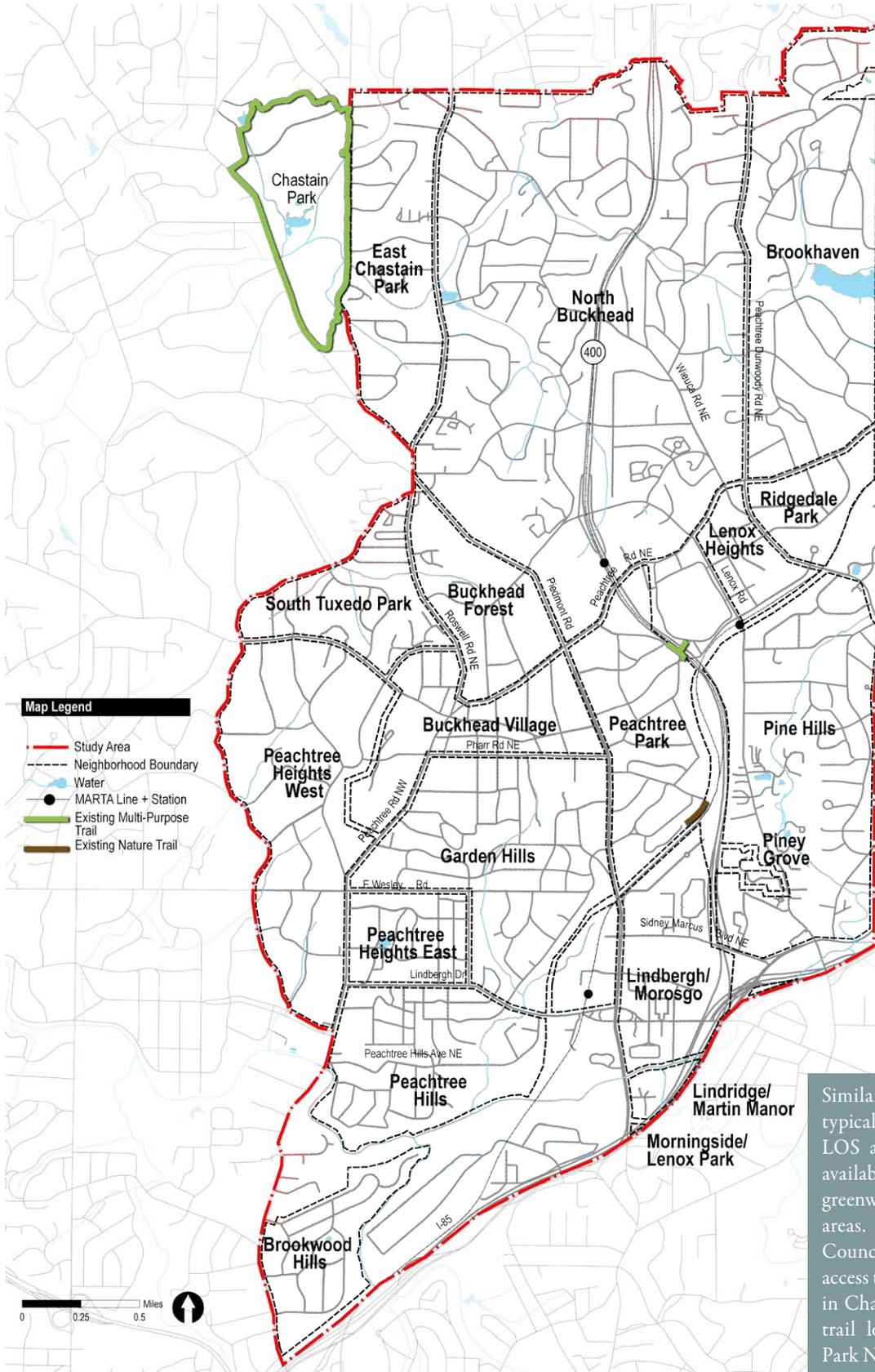


Figure 1.20 - Community Parks + Community Facility Components | 2-mile Access LOS



Conservation Parks typically have a citywide Access LOS criteria given that their location is largely based on the unique ecology of the area. In Atlanta, this ecology is defined by the area’s natural dendritic hydrological system. Buckhead’s Council District 7 currently has 10 Conservation Parks sparsely located within the low lying areas, floodplain, wetlands, steep slope areas, and the riparian buffers of this natural system. While this system weaves through most of the neighborhoods within the study area, only Garden Hills, Peachtree Heights East, Peachtree Heights West, and North Buckhead have access to Conservation Parks.

Figure 1.21 - Conservation Parks | Citywide LOS



Similar to Conservation Parks, trails typically have a city-wide Access LOS as their location is based on available right-of-way, greenspace, greenways, and natural resource areas. Resident's with Buckhead's Council District 7 currently have access to very few trails. PATH's trail in Chastain Park as well as a nature trail located within the Peachtree Park Neighborhood are the only two trails near and within the study area.

Figure 1.22 - Trails | Citywide LOS

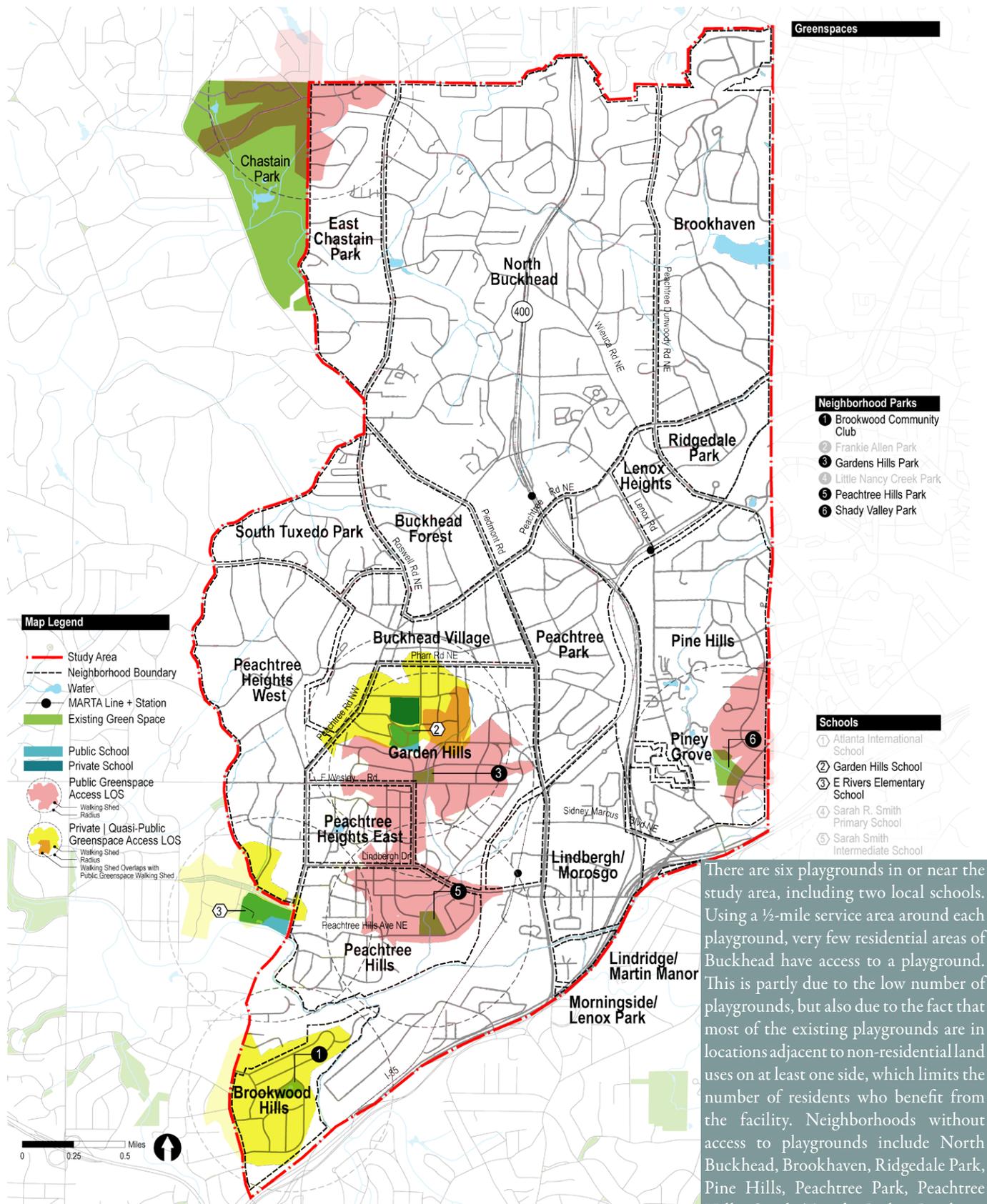
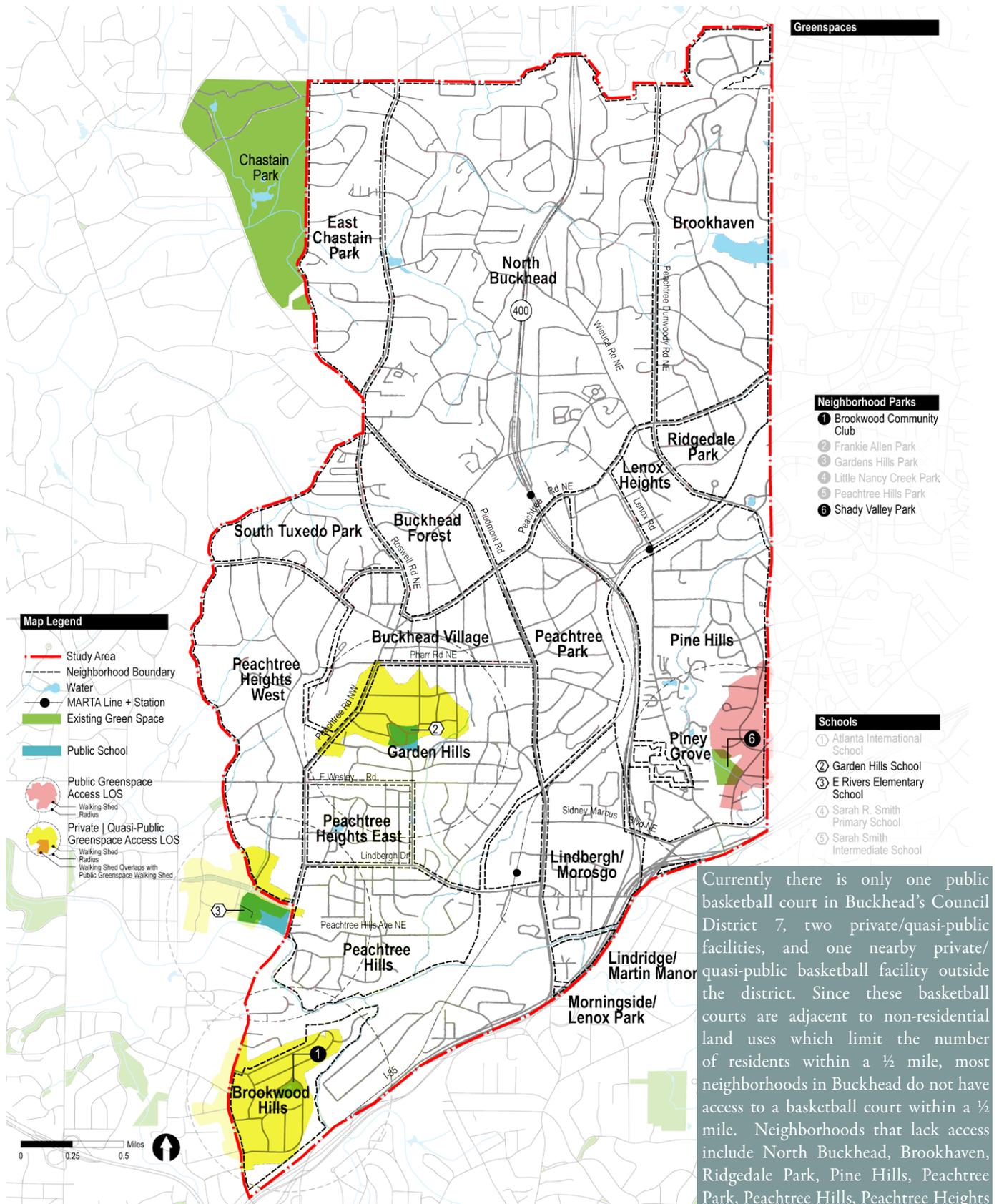


Figure 1.23 - Playgrounds | 1/2-mile Access LOS

There are six playgrounds in or near the study area, including two local schools. Using a 1/2-mile service area around each playground, very few residential areas of Buckhead have access to a playground. This is partly due to the low number of playgrounds, but also due to the fact that most of the existing playgrounds are in locations adjacent to non-residential land uses on at least one side, which limits the number of residents who benefit from the facility. Neighborhoods without access to playgrounds include North Buckhead, Brookhaven, Ridgedale Park, Pine Hills, Peachtree Park, Peachtree Hills, South Tuxedo Park, Peachtree Hills West, and parts of Garden Hills.



Greenspaces

Neighborhood Parks

- 1 Brookwood Community Club
- 2 Frankie Allen Park
- 3 Gardens Hills Park
- 4 Little Nancy Creek Park
- 5 Peachtree Hills Park
- 6 Shady Valley Park

Schools

- 1 Atlanta International School
- 2 Garden Hills School
- 3 E Rivers Elementary School
- 4 Sarah R. Smith Primary School
- 5 Sarah Smith Intermediate School

Currently there is only one public basketball court in Buckhead's Council District 7, two private/quasi-public facilities, and one nearby private/quasi-public basketball facility outside the district. Since these basketball courts are adjacent to non-residential land uses which limit the number of residents within a 1/2 mile, most neighborhoods in Buckhead do not have access to a basketball court within a 1/2 mile. Neighborhoods that lack access include North Buckhead, Brookhaven, Ridgedale Park, Pine Hills, Peachtree Park, Peachtree Hills, Peachtree Heights East, Buckhead Forest, South Tuxedo Park, and Peachtree Hill West.

Figure 1.24 - Basketball Courts | 1/2-mile Access LOS

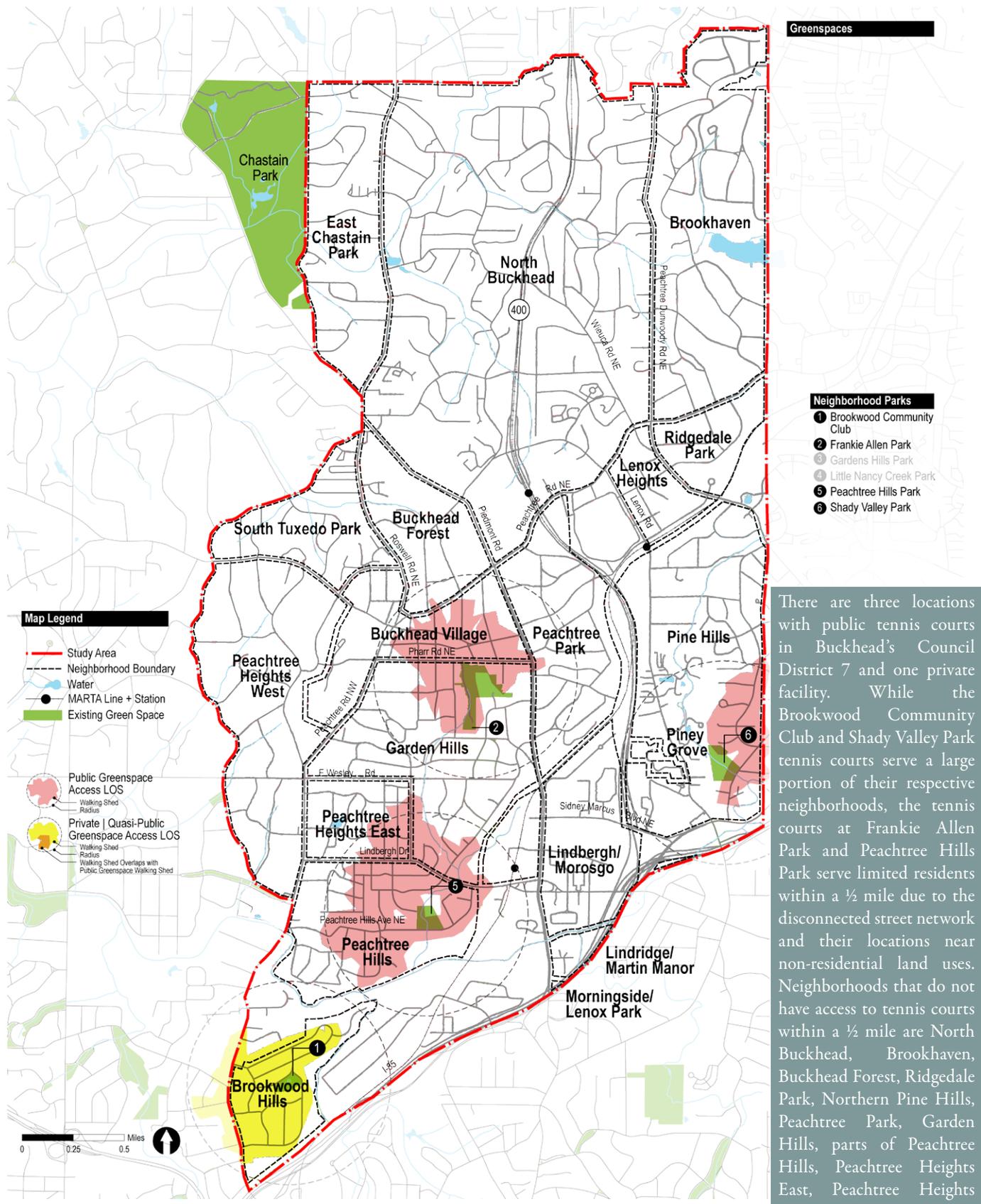


Figure 1.25 - Public Tennis Courts | 1/2-mile Access LOS

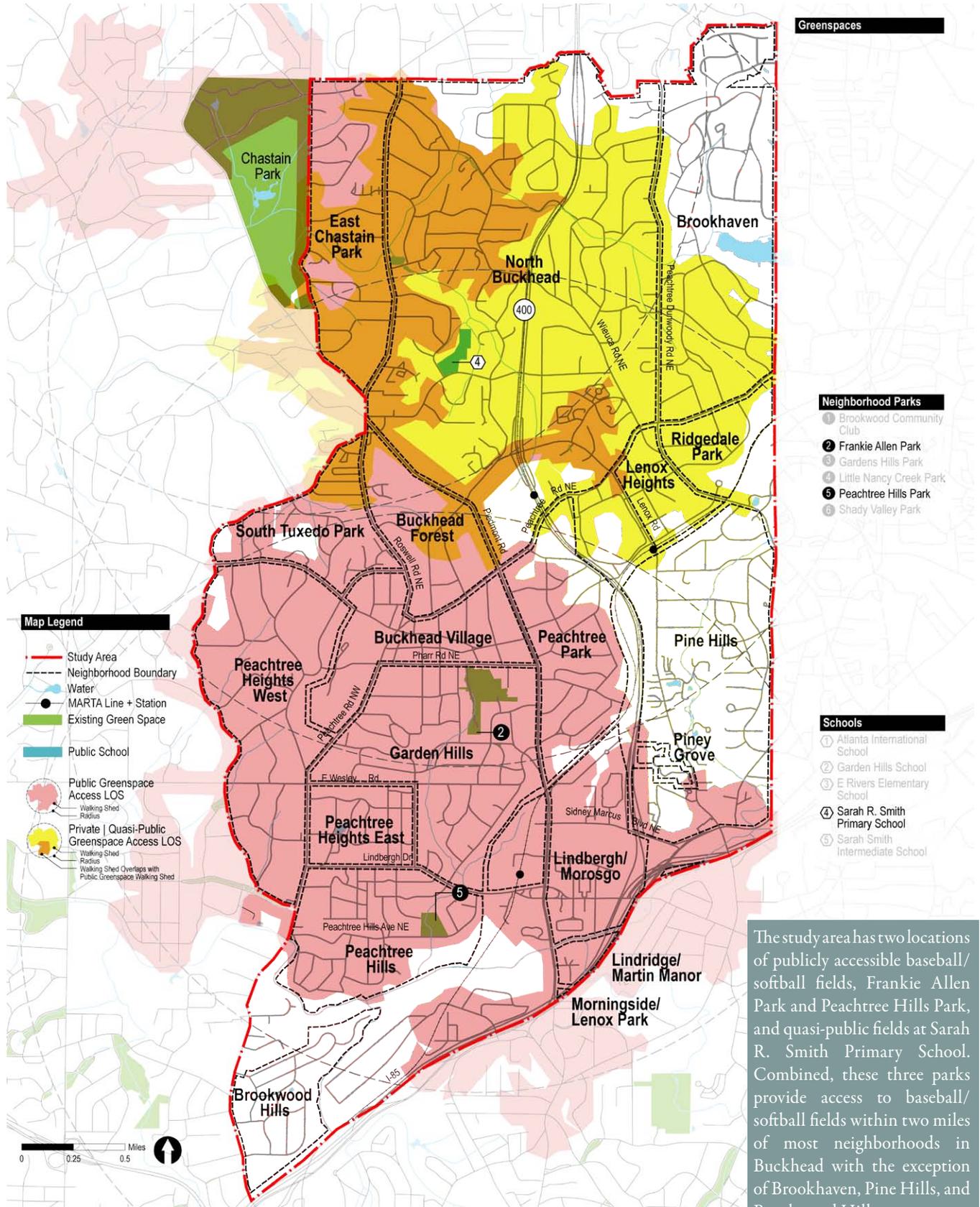
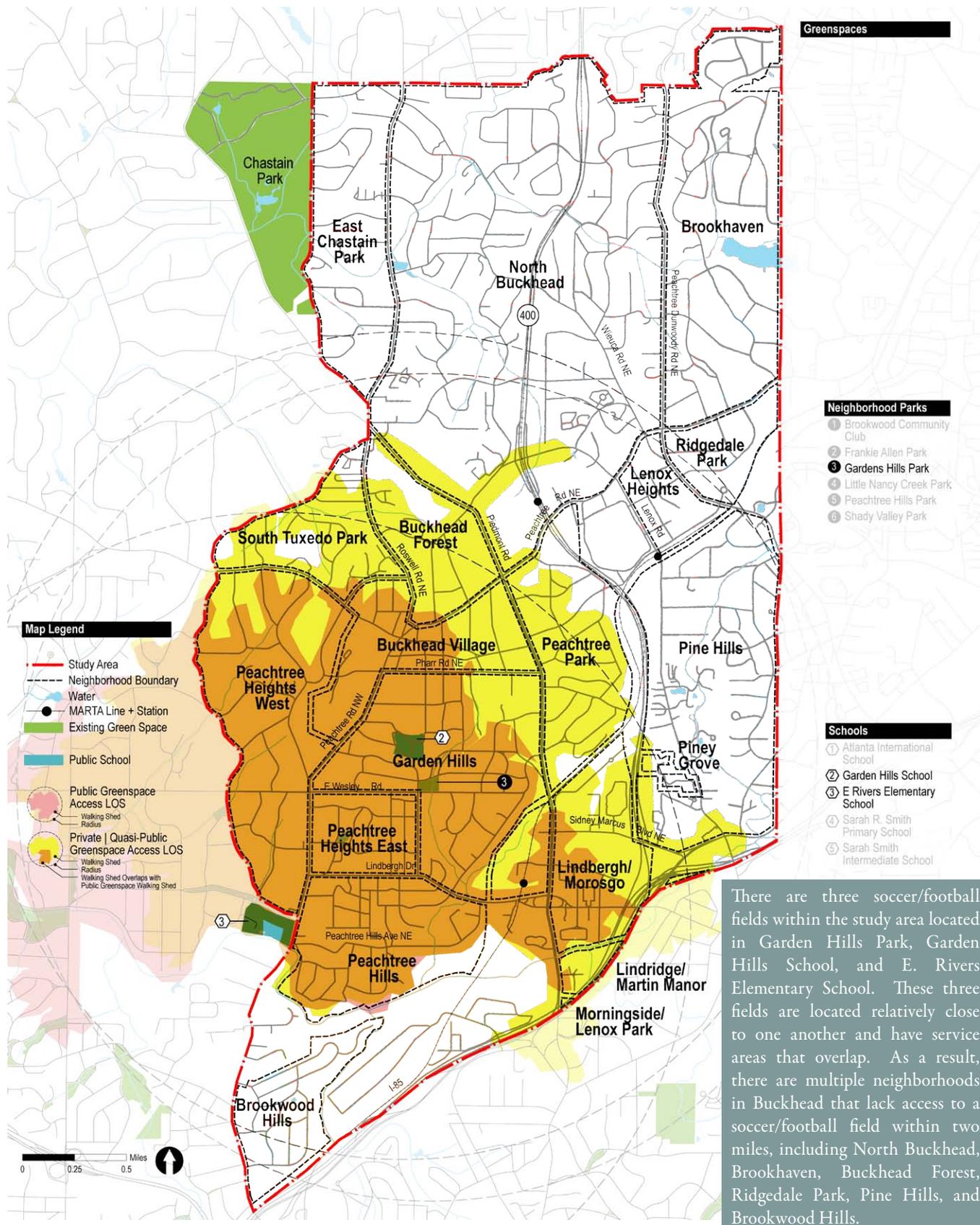


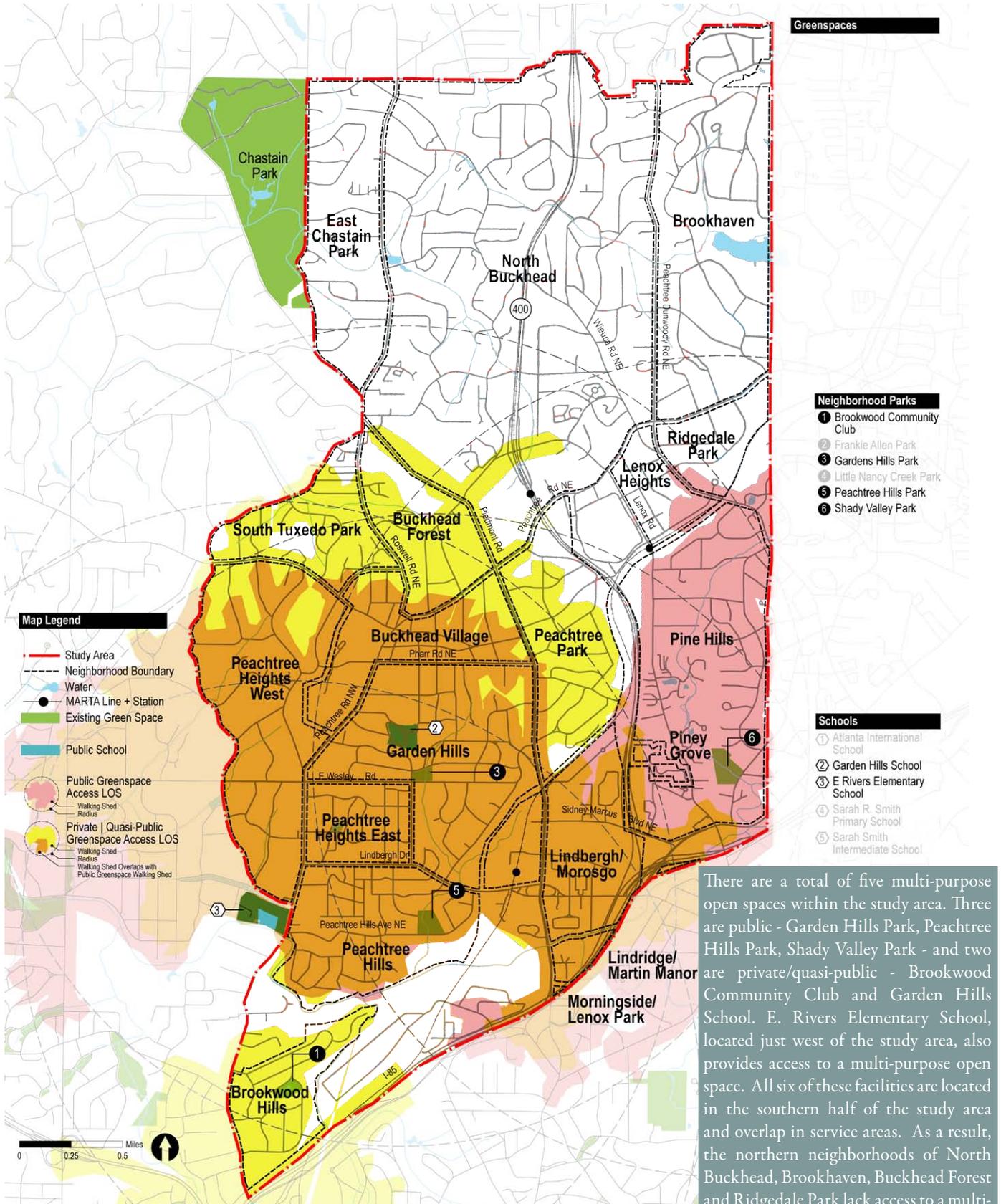
Figure 1.26 - Baseball/Softball Fields | 2-mile Access LOS

The study area has two locations of publicly accessible baseball/softball fields, Frankie Allen Park and Peachtree Hills Park, and quasi-public fields at Sarah R. Smith Primary School. Combined, these three parks provide access to baseball/softball fields within two miles of most neighborhoods in Buckhead with the exception of Brookhaven, Pine Hills, and Brookwood Hills.



There are three soccer/football fields within the study area located in Garden Hills Park, Garden Hills School, and E. Rivers Elementary School. These three fields are located relatively close to one another and have service areas that overlap. As a result, there are multiple neighborhoods in Buckhead that lack access to a soccer/football field within two miles, including North Buckhead, Brookhaven, Buckhead Forest, Ridgedale Park, Pine Hills, and Brookwood Hills.

Figure 1.27 - Soccer/Football Fields | 2-mile Access LOS



There are a total of five multi-purpose open spaces within the study area. Three are public - Garden Hills Park, Peachtree Hills Park, Shady Valley Park - and two are private/quasi-public - Brookwood Community Club and Garden Hills School. E. Rivers Elementary School, located just west of the study area, also provides access to a multi-purpose open space. All six of these facilities are located in the southern half of the study area and overlap in service areas. As a result, the northern neighborhoods of North Buckhead, Brookhaven, Buckhead Forest and Ridgedale Park lack access to a multi-purpose open space.

Figure 1.28 - Multi-Purpose Open Space | 2-mile Access LOS

Access LOS Findings

Based on the LOS access analysis, there is need for more of every type of greenspace and facility analyzed in various parts of Buckhead. Specifically, there is a need for:

- Significant open spaces in North Buckhead, Pine Hills, Peachtree Park, South Tuxedo Park, and Peachtree Hills West.
- Plazas in underserved commercial areas within the Buckhead CID.
- Neighborhood parks in East Chastain Park, North Buckhead, Brookhaven, South Tuxedo Park, Buckhead Forest, Ridgedale Park, Lenox Superblock, Peachtree Heights West, Peachtree Park Pine Hills, Piney Grove, Lindbergh/Morosgo, Lindridge/Martin Manor, and Morningside/Lenox Park.
- Community park facility components in the northeast quadrant of the Buckhead's Council District 7.
- Conservation parks wherever possible and appropriate.
- Trails wherever possible and appropriate.
- Playgrounds in North Buckhead, Brookhaven, Ridgedale Park, Pine Hills, Peachtree Park, Peachtree Hills, South Tuxedo Park, Peachtree Hills West, and parts of Garden Hills.
- Basketball courts in North Buckhead, Brookhaven, Ridgedale Park, Pine Hills, Peachtree Park, Peachtree Hills, Peachtree Heights East, Buckhead Forest, South Tuxedo Park, and Peachtree Hills West.
- Public tennis courts in North Buckhead, Brookhaven, Buckhead Forest, Ridgedale Park, Northern Pine Hills, Peachtree Park, Garden Hills, parts of Peachtree Hills, Peachtree Heights East, Peachtree Heights West, and South Tuxedo Park.
- Baseball/softball fields in Brookhaven, Pine Hills, and Brookwood Hills.
- Soccer/football fields in North Buckhead, Brookhaven, Buckhead Forest, Ridgedale Park, Pine Hills, and Brookwood Hills.
- Multi-purpose open space in North Buckhead, Brookhaven, Buckhead Forest and Ridgedale Park.
- Improved connections to Brookwood Hills from the west and the north.
- Overall, park services areas could be expanded by improving access to existing park sites. Specific parks where access should be improved include Alexander Park, Blue Heron Preserve, Frankie Allen Park, Little Nancy Creek Park, Peachtree Hills Park, and Shady Valley Park.

LOS Analysis Summary Findings

Based on the three LOS Analysis conducted, Buckhead's Council District 7 has a need for additional park acreage and a variety of recreational facilities. The District has a need for 416 acres for the 2010 population and 503 acres for the estimated 2030 population to meet the City of Atlanta's existing greenspace acreage LOS of 8.19 acres per 1,000 population.

While Buckhead's Council District 7 is in need of most of the parks and recreational facilities analyzed, the following are the greenspaces and recreational facilities that were found to be in need by both Facilities LOS and Access LOS Analysis:

- Neighborhood parks
- Community park/community park facilities
- Softball/baseball fields
- Football/soccer fields
- Multi-purpose open space
- Playgrounds
- Outdoor basketball courts
- Outdoor tennis courts
- Multi-purpose trails
- Off-leash dog parks

It should be noted that an access LOS analysis for Off-leash dog parks was not conducted since there are none in the study area.

Community Engagement

The purpose of Community Engagement was to hear the needs, desires, and priorities directly from Buckhead residents and stakeholders. Various methods were used to discuss issues with community members. These included:

- Steering Committee Workshop
- Stakeholder + Focus Group Interviews
- Public Workshop
- Community Survey
- Atlanta's Project Greenspace Findings

Participants were asked the same questions during these sessions. Questions ranged from whether participants lived or worked in the study area and what type of additional greenspace they felt was needed in Buckhead, to how they were willing to pay for additional greenspace. Following are the summary findings from each of these meetings.

Steering Committee Workshop

The Buckhead Greenspace Action Plan Steering Committee was comprised of 25 individuals representing a cross section of the various interests in the community, including the neighborhood associations, the development community, the non-profit community, the arts community, heritage and cultural organizations, churches, private schools, the City of Atlanta Parks, Recreation, and Cultural Affairs, City of Atlanta Department of Watershed Management, City of Atlanta Public Schools, City of Atlanta Development Authority, Trust for Public Land, and major land owners.



Figure 1.29 - Steering Committee Workshop

According to the Steering Committee, the major needs for parks and open spaces in Buckhead are:

- Sidewalks, trails, connections
- Public gathering places
- Active parks
- Passive parks

Stakeholder Interviews

Fifteen interviews and focus group meetings were conducted with a variety of area stakeholders, including representatives from the City of Atlanta, the Buckhead Community Improvement District (BCID), local non-profits, developers, elected officials, athletic organizations, heritage and cultural organizations, and resident groups.

Consistent with the findings from the Steering Committee, stakeholders believed the top priority parks and open space needs in Buckhead are:

- Bicycle/pedestrian connectivity (walkability)
- Trails
- Multi-purpose open spaces
- Festival/event/gathering spaces
- Off-leash dog parks
- Outdoor tennis courts
- Historic/cultural centers, museums
- Sports fields

Public Workshop

A Public Workshop was conducted to provide residents with an opportunity to voice their greenspace priorities and concerns. Attendees were given a brief presentation on the project and were then asked to identify the types of additional parks, greenspaces and/or recreation facilities that they felt were most needed in Buckhead. According to workshop participants, there is a need in Buckhead for the following facility parks and open space facilities:

- Multi-purpose open space
- Festival/special event space
- Bicycle/skating/walking trails
- Jogging trails
- Hiking trails
- Playgrounds
- Sidewalks

Community Survey

An on-line community survey was conducted during the needs assessment phase of the project. The survey was advertised through the BATMA and the Buckhead Council of Neighborhoods email lists which includes all area neighborhood civic associations. A total of 448 surveys were completed, and another 64 were partially completed.

The results from the community survey reflect the parks and recreation needs and habits of an urban population (Figure 1.30). Although the online survey did not capture a random sample of Buckhead’s population, it is likely that there is a need for the following types of facilities and spaces in the community:

- Natural areas
- Sidewalks
- Bicycle/skating/walking trails
- Jogging paths
- Multi-purpose open space close to home

Atlanta’s Project Greenspace Findings

Findings from the Needs Assessment conducted for Atlanta’s Project Greenspace in 2009 were also analyzed (Figure 1.31). Following are the high priority facilities and amenities identified by City of Atlanta residents in the study:

- Walking and biking trails
- Large community parks
- Small neighborhood parks (2-10 acres)
- Nature centers/trails
- Park shelters and picnic areas
- Indoor fitness and exercise facilities
- Outdoor swimming pools/water parks
- Community gardens
- Indoor running/walking track

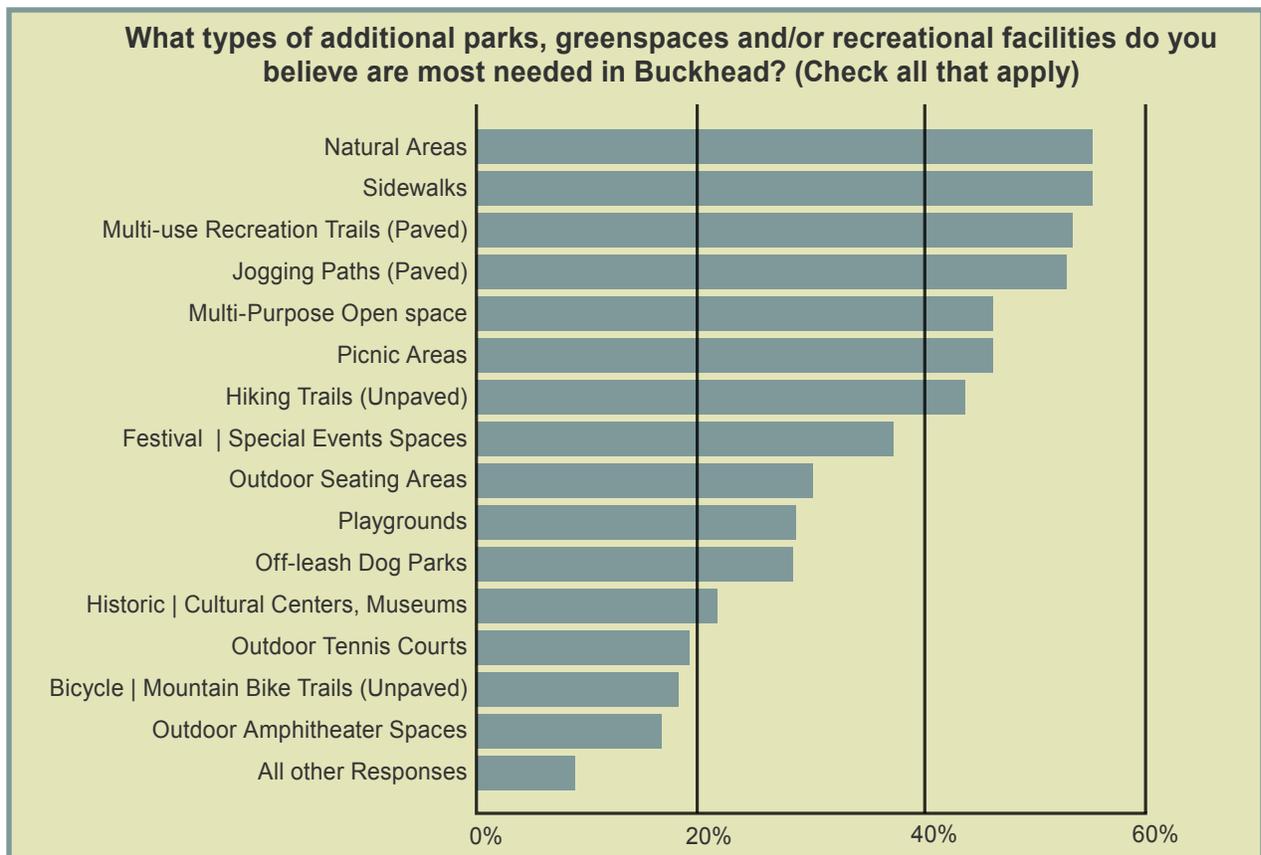


Figure 1.30 - Community Survey Response Regarding Most Needed Greenspaces in Buckhead

Facility	Unmet Needs ¹		Importance ²		Total Households	Overall Rank	Priority ³		
	Households	%	Households	%			High	Medium	Low
Walking and biking trails	96,507	55%	85,324	49%	181,831	1	●		
Large community parks	48,841	28%	57,463	33%	106,304	4	●		
Small neighborhood parks (2-10 acres)	62,911	36%	60,946	35%	123,857	3	●		
Nature center/trails	93,549	54%	38,309	22%	131,858	2	●		
Park shelters and picnic areas	70,936	41%	24,378	14%	95,314	6	●		
Small pocket parks (<2 acres)	49,839	29%	27,861	16%	77,700	13		●	
Outdoor amphitheaters	64,640	37%	19,154	11%	83,794	10		●	
Indoor fitness and exercise facilities	69,995	40%	26,120	15%	96,115	5	●		
Outdoor swimming pools/water parks	62,311	36%	22,637	13%	84,948	9	●		
Community gardens	70,800	41%	20,896	12%	91,696	7	●		
Playgrounds	44,579	26%	27,861	16%	72,440	14		●	
Indoor running/walking track	65,516	38%	22,637	13%	88,153	8	●		
Indoor swimming pools/leisure pool	61,690	35%	20,896	12%	82,586	11		●	
Informal fields for pick-up games	43,384	25%	8,707	5%	52,091	15		●	
Outdoor basketball courts	40,481	23%	5,224	3%	45,705	16		●	
Off-leash dog parks	46,816	27%	31,343	18%	78,159	12		●	
Youth/teen baseball and softball fields	34,643	20%	8,707	5%	43,350	20			●
Team sports complex	38,003	22%	6,965	4%	44,968	18		●	
Youth/teen soccer fields	36,931	21%	8,707	5%	45,638	17		●	
Indoor basketball/volleyball courts	40,516	23%	3,483	2%	43,999	19			●
Youth/teen football fields	29,744	17%	3,483	2%	33,227	24			●
Adult softball fields	33,566	19%	5,224	3%	38,790	23			●
Adult soccer fields	28,392	16%	3,483	2%	31,875	25			●
Climbing walls	35,565	20%	3,483	2%	39,048	21			●
Outdoor tennis courts	21,544	12%	17,413	10%	38,957	22			●

¹ Estimated number of Atlanta households and % of total that identified the facility's need as met at only 50% or less (based on 174,130 total households).

² Estimated number of Atlanta households and % of total that selected the facility as one of their top four choices (based on 174,130 total households).

³ 1-9 = High Priority
10-18 = Medium Priority
19-25 = Low Priority

Figure 1.31 - City of Atlanta Project Greenspace Needs Assessment Priorities

Summary of Findings

Based on the findings from each of the various community engagement techniques, it appears that the primary social and recreational needs within Buckhead’s Council District 7 are the following:

- Bicycle/pedestrian connectivity/walkability/trails
- Public gathering spaces
- Multi-purpose open spaces

Additionally, there was an evident social need that emerged from the community engagement process that transcended the need for physical greenspace. Stakeholders frequently mentioned their desire for spaces that fostered socialization, gatherings, and community togetherness. The primary social and recreational needs identified through the community engagement process further emphasize this desire to connect, gather, and come together.

Summary of Needs and Priorities

When the findings of all seven needs assessment techniques are examined collectively, the top priority park and greenspace facilities emerge. The figure below summarizes the priority needs by facility type and analysis technique.

	Needs Assessment Techniques							Totals
	Steering Committee	Stakeholder Interviews	Public Workshop	Community Survey	Atlanta's Project Greenspace	Facility LOS	Access LOS	
Paved Multi-Purpose Trails	●	●	●	●	●	●	●	7
Walkability Connectivity Sidewalks	●	●	●	●	●	●	●	7
Multi-Purpose Open Space		●	●	●	●	●	●	6
Public Gathering Special Event Spaces	●	●	●	●			●	5
Outdoor Tennis Courts		●		●		●	●	4
Off-leash Dog Parks		●		●		●	●	4
Sports Fields		●				●	●	3
Playgrounds			●			●	●	3
Hiking Trails			●			●	●	3
Natural Areas				●	●	n/a	●	3
Outdoor Basketball Courts						●	●	2
Passive Parks	●					n/a	n/a	2
Outdoor Swimming Pools					●	●	n/a	2
Active Parks	●	●				n/a	n/a	2
Historical Cultural Areas		●				n/a	n/a	1
Splash Play Areas						●	n/a	1

Figure 1.32 - Summary of Priority Needs

There was a great deal of agreement amongst residents and other participants that the top priority needs in Buckhead's Council District 7 are improved walkability and connectivity including multi-purpose trails and sidewalks. Other top priorities include multi-purpose open spaces and public gathering/special event spaces.

Though not as prevalent, other priority parks and recreation needs discovered in multiple techniques include outdoor tennis courts, off-leash dog parks, sports fields, and playgrounds. Findings from the this needs assessment will inform the implementation strategy of the Buckhead Greenspace Action Plan.

Opportunities + Considerations

The Community Engagement Process led to the identification of various opportunities and considerations that would serve to enrich the experience of the greenspace system, leverage a variety of funding sources, foster economic development, and ensure the success of Council District’s 7 Greenspace System. These opportunities include:

- Cultural and Historical Resources
- Art
- Water Resource Management
- Economic Benefits

Cultural and Historical Resources

Buckhead’s Council District 7 has over 50 historically and culturally significant sites (Figure 1.36), including historic districts, historic architecture, cultural centers, historic cemeteries, historic Civil War sites, and historic pre-settlement sites. Integrating these unique Buckhead assets into the greenspace system would not only enrich the experience of the greenspace system but would further the community’s awareness of Buckhead’s history and culture.

Additionally, integrating these elements into the greenspace system could help bolster the local economy. According to the State of Georgia’s Department of Natural Resources, tourism is the State of Georgia’s second largest industry, and Heritage Tourism is its fastest growing segment. By integrating culturally and historically significant sites into the greenspace system, Buckhead’s Council District 7 would be in a position to take advantage of this growing industry.



Figure 1.33 - Atlanta History Center



Figure 1.34 - Buckhead Theater

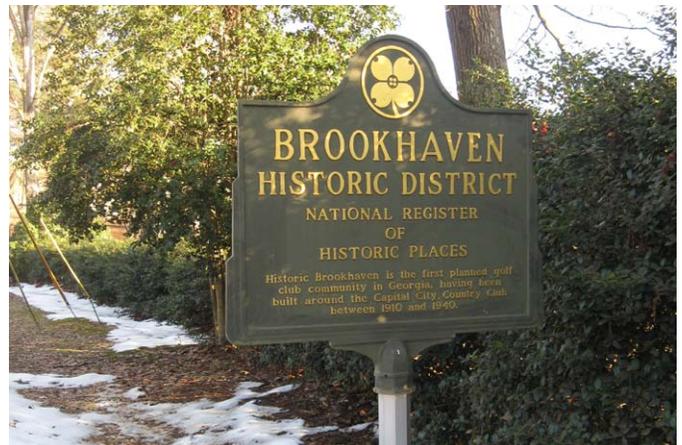


Figure 1.35 - Buckhead Historic District

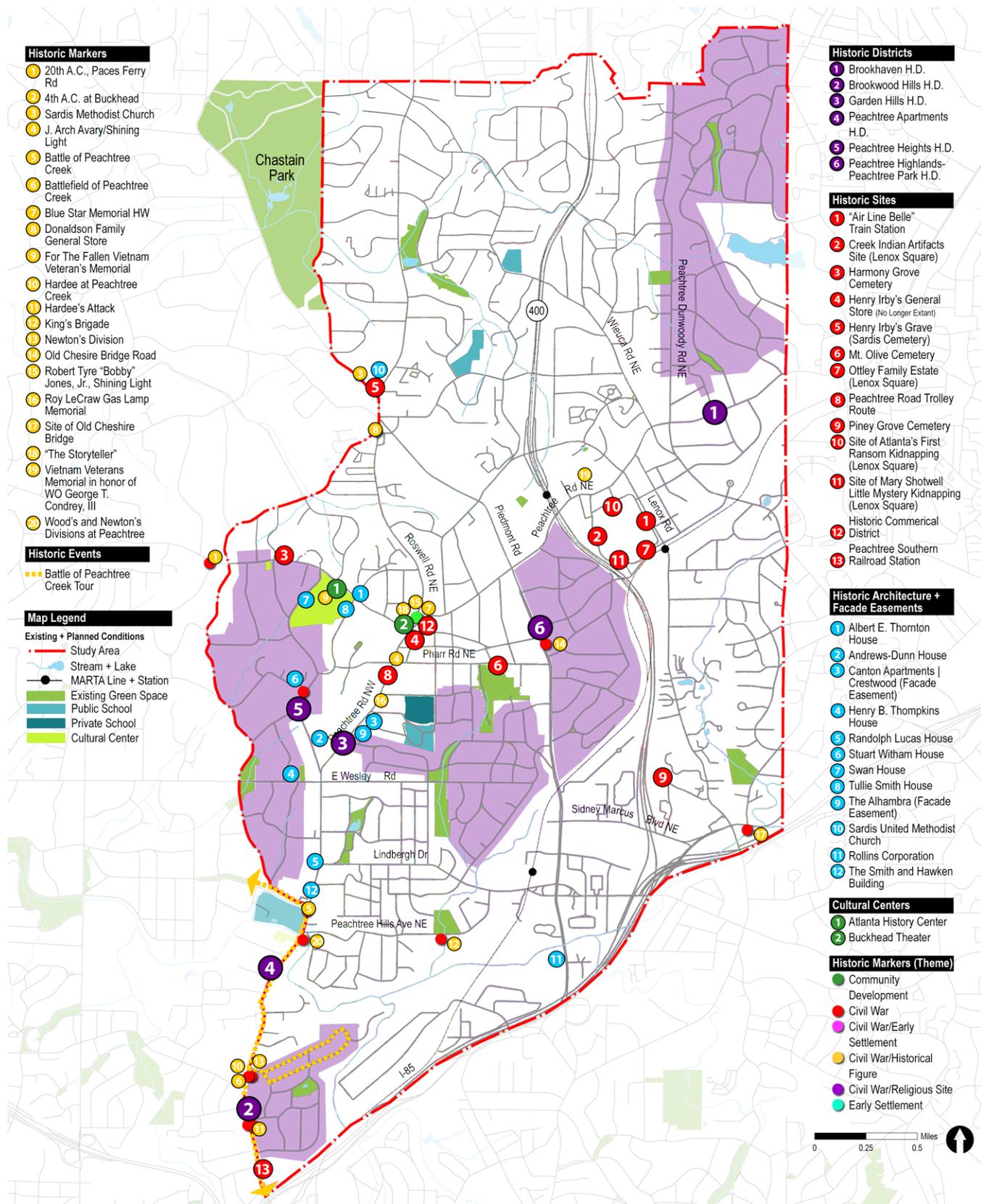


Figure 1.36 - Cultural and Historical Resources in Buckhead

Art

Buckhead's Council District 7 currently has over 50 galleries and over 30 pieces of public art on display (Figure 1.39). These art pieces are located in various public and private spaces around Council District 7 including building porticos, plazas, courtyards, parks, sidewalks, etc. Many of these art galleries and public art pieces are clustered in geographical areas within Council District 7 (e.g. Atlanta Decorative Arts Center, Miami Circle, Bennett Street Galleries, etc.).

Integrating art into the greenspace system and coordinating future greenspace locations with the Buckhead arts community would not only help to enrich the greenspace experience but may also help further awareness of the arts community. Public art could help activate underutilized spaces, foster a sense of place, define the District's gateways, provide emerging artists with spaces to display their work, and tell culturally and historically significant stories. Over time, the public art collection could be expanded with the goal of becoming regionally and nationally significant and help bolster the local economy.



Figure 1.37- 'Foxes' by Michael Stipe



Figure 1.38 - 'Landing Gear' by Martin Dawe

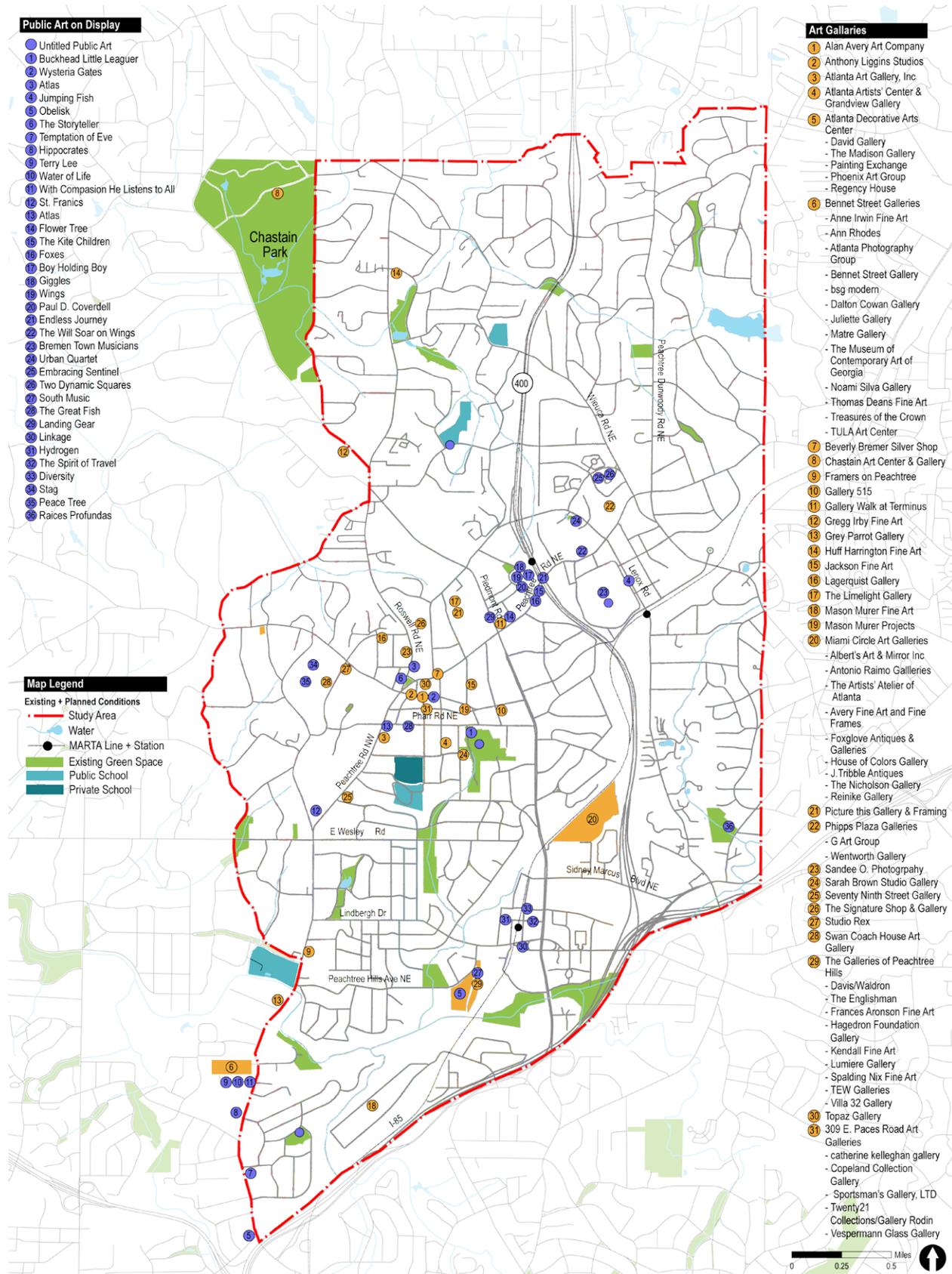


Figure 1.39 - Public Art + Art Galleries in Buckhead

Water Resource Management

During the last 50 years, increased urban development in Buckhead has decreased the amount of available pervious surface for sustainable stormwater management. Residential areas within the Nancy Creek and Peachtree Creek watersheds have experienced severe flooding in recent years which has led to millions of dollars in property damages (Figure 1.42). Additionally, the Chattahoochee River and the two creeks within Buckhead's Council District 7 that feed it, Little Nancy Creek and Peachtree Creek, are considered to be impaired waters by the Environmental Protection Agency (EPA) due to poor water quality conditions.

Integral to the long-term environmental sustainability of Buckhead is the stewardship of the area's prevalent dendritic hydrological system and watersheds. Greenspace in Buckhead can help address many of these water resource management issues while also providing opportunities for socialization and recreation. Developing local and regional water detention facilities, reclaiming floodplains, and protecting environmentally sensitive lands can help alleviate flooding issues and improve water quality while also providing the community with much needed greenspace. Figures 1.40 and 1.41 provide examples of urban parks within the Atlanta area that integrate stormwater management with usable greenspace. Both these greenspaces are designed to provide residents with social and recreational opportunities as well as retain and absorb stormwater during heavy rain events. Figure 1.42 provides an example of reclaimed floodplain transformed into a greenspace amenity.



Figure 1.41 - Historic Old Fourth Ward Park + Regional Detention



Figure 1.40 - Glenwood Park + Local Detention

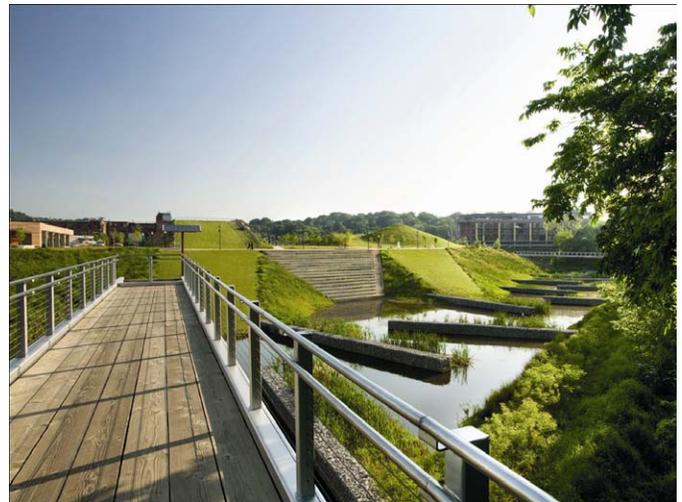


Figure 1.42 - Reclaimed floodplain as greenspace

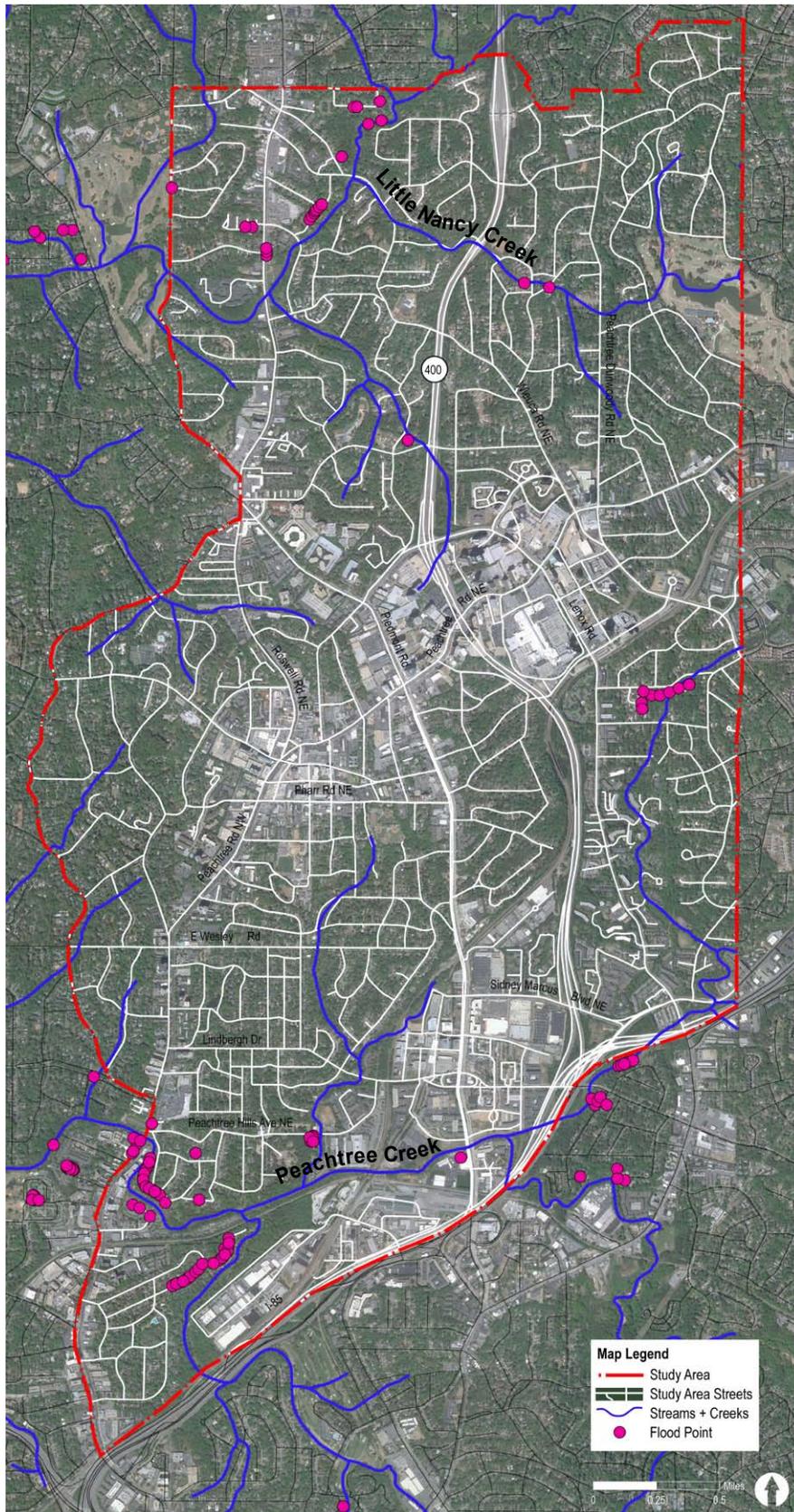


Figure 1.43 - Flood Incidences in Buckhead Council District 7

Economic Benefits

Much research has been completed on the economic benefits of greenspace. These benefits can be categorized into two subject areas:

- The impact of greenspace on adjacent property values
- The impact of greenspace on the local business economy

A multitude of studies have shown that greenspace has the potential to increase the value of properties located within their immediate surrounding area. Figure 1.44 illustrates the potential impact of greenspace on adjacent property values. Research has shown that properties within 100 feet of a greenspace tend to benefit from a 22% increase in value with the impact decreasing the further the property is located from the greenspace. After 1,300 feet, the economic impact is insignificant.¹

Greenspace also plays a major role in stimulating the local business economy by attracting tourism and commerce as well as incentivizing development and redevelopment. The City of Chicago, for example, developed the 25 acre Millennium Park, the “crowning achievement of Chicago”, which is credited with attracting tourists; increasing hotel and restaurant revenues; raising adjacent real estate values by \$100/ square foot; and generating a \$1.4 billion dollars increase in residential development.

The development of Discovery Green in downtown Houston, Texas has created a new civic center and catalyzed significant private investment in the surrounding district. Since its announcement, Discovery Green has led to the development of nearly \$1 billion worth of commercial and residential investment including the first new residential high-rise in downtown Houston in decades. (Figures 1.45-1.46)

Bryant Park in New York City is an example of how investment in greenspace incentivized redevelopment and gradually transformed the character and desirability of the surrounding area. Prior to the 1978 greenspace improvements, Bryant Park and its surrounding area were considered to be undesirable and dangerous. After improvements were made to Bryant Park, the area has enjoyed a renaissance with substantial private

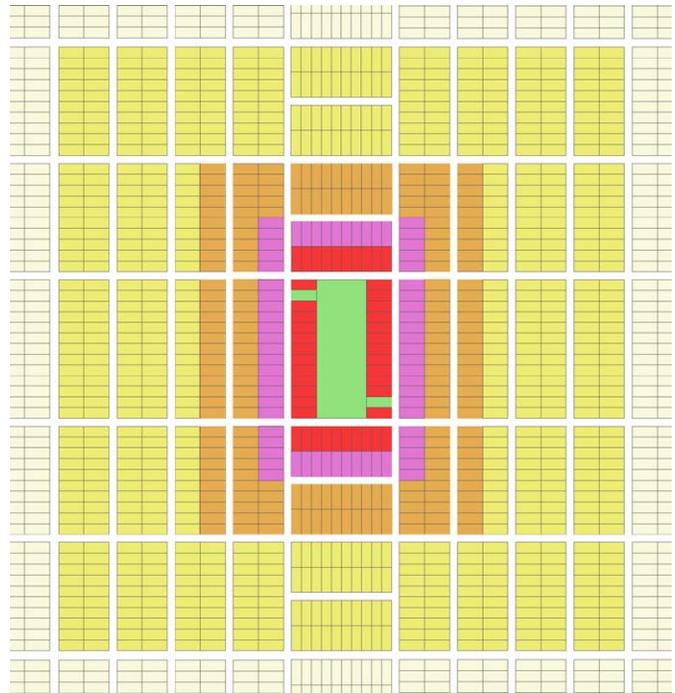


Figure 1.44 - Impact of Greenspace on Adjacent Property Values

Legend

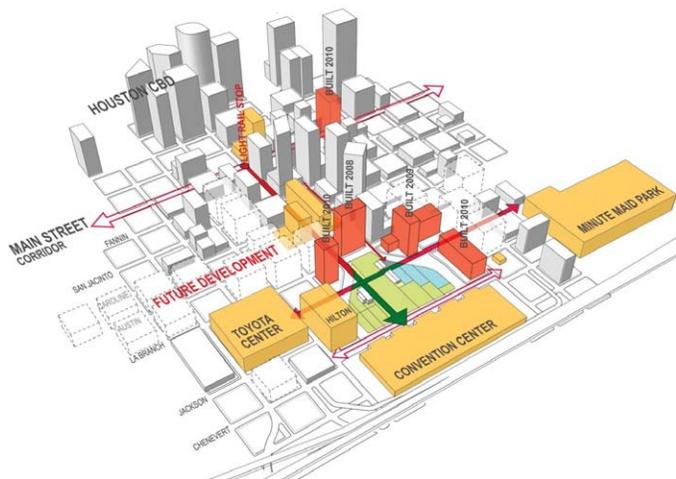
	■	Greenspace
Distance from Greenspace	Increase in Property Values	
100'	■	+ 22% Increase in Property Values
300'	■	15% Increase in Property Values
600'	■	5% Increase in Property Values
1,300'	■	+ 1-5% Increase in Property Values
+ 1,300'	■	No Increase in Property Values

reinvestment including a \$408 million reinvestment to upgrade Class B office space fronting the greenspace to Class A office space and a \$1.2 billion investment for the development of the second tallest building in New York. ULI has attributed the success of the neighborhood to the success of the greenspace. (Figures 1.47-1.48)

By strategically developing greenspaces within the study area, Buckhead’s Council District 7 can not only provide residents and visitors with access to needed and desired social and recreation opportunities but also increase area property values and bolster the local economy by attracting tourism and commerce and incentivizing development and redevelopment.

¹ Crompton, John L., 2004. The Proximate Principle: The Impact of Parks, Open Space and Water Features on Residential Property Values and the Property Tax Base. Ashburn, Virginia. National Recreation and Parks Association

Discovery Green + Surrounding District Investment



Source: Hargraves and Associates

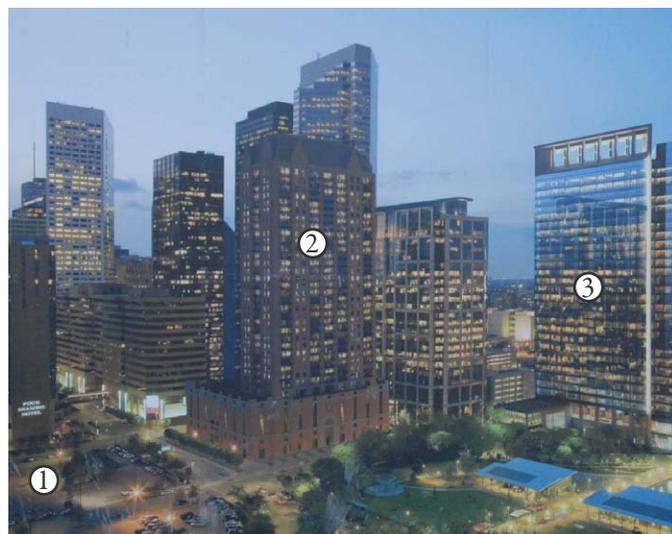
Figure 1.45 - Development in Downtown Houston Incentivized by Discovery Green

Transformation of Bryant Park + Reinvestment of the Surrounding Area



Source: New York Times

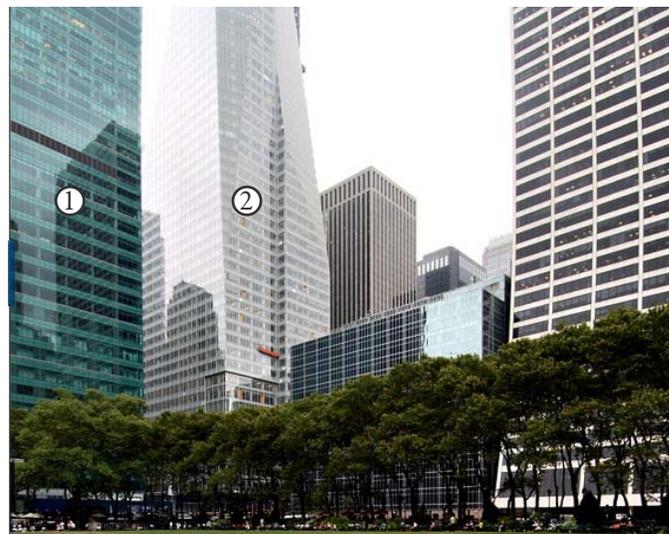
Figure 1.47 - Bryant Park in 1978



Source: Hargraves and Associates

Figure 1.46 - Downtown Houston Investment

- ① Embassy Suites: \$50 million
- ② One Park Place: \$145 million
- ③ Discovery Tower: \$350 million
- New Convention Center Hotel: \$300-400 million



Source: New York Times

Figure 1.48 - Bryant Park Today

- ① 1095 Avenue of the Americas
From Class B to Class A Office: \$408.9 million
- ② One Bryant Park
2nd Tallest Building in NY: \$1.2 billion

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