

A Special Old Ivy Thank You!

DPR, LBI, and PP+D would like to take this opportunity to express our collective gratitude to all the residents and area stakeholders that participated in the Old Ivy Park Conceptual Master Planning Process. Your time, creativity, and passion is greatly appreciated and we look forward to continuing to work with you to fully realize Old Ivy Park!

Project Steering Committee

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John Sample, Park on Ivy
Nancy Jones, Blue Heron Preserve
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Old Ivy Park

Vision + Implementation Strategy

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Old Ivy Park is an unrealized jewel located at 519 Old Ivy Road in the northern portion of the City of Atlanta, Georgia. The Park is adjacent to the PATH 400 Trail and has the potential to transform a series of underutilized green and gray spaces in the most under-parked community in the City of Atlanta into much needed park amenities for area residents.

To that end, The City of Atlanta Department of Parks and Recreation (DPR), Livable Buckhead, Inc. (LBI), and Perez Planning + Design, LLC (PP+D) partnered to work collaboratively with neighborhood residents and area stakeholders to plan and develop a conceptual master plan for the spaces.

The master planning process was led by a thirteen member steering committee of residents and stakeholders from the community. The process included five steering committee meetings, two public workshops, an on-line social media public input portal, and input from the City of Atlanta Design Studio. During this process steering committee members, area stakeholders, and residents identified and commented on a series of guiding principles, objectives, and a desirable program and activities that informed the design of the spaces into a transformative park.

Moving forward, the neighborhood, in partnership with LBI and DPR, will actively work to raise money for the development of construction documents and capital improvements for the realization of the park. The realization of Old Ivy Park will provide a multitude of economic, social, and environmental benefits including increased property values; access to the PATH 400 Trail; traffic calming; physical, emotional, and mental health and wellness; cultural exchange, social resiliency; and historical and environmental awareness, preservation, and stewardship.

Old Ivy Park Guiding Principles

Flexible

Old Ivy Park should be designed and spatially organized to facilitate a diversity of uses, programs, and activities throughout the day and seasons of the year.

Innovative

Old Ivy Park should exemplify thought leadership in its use of land, topography, space, functionality, and materiality.

Inclusive

Old Ivy Park should facilitate access to social, cultural, recreational, historical, and environmental amenities and experiences for users of all ages, backgrounds, abilities, and preferences.

Fluid

Old Ivy Park should be designed to seamlessly blend to its surrounding natural and juxtaposing infrastructure environment.

Strategic, Phaseable, and Fundable

Old Ivy Park should be designed to facilitate the incremental and sequential realization of the park where every implementation move acts as an investment for the next move.

Objectives

Create sense of place.

Encourage traffic calming along Old Ivy Road.

Provide opportunities for public art and leisure.

Expand the boundaries of the park to include the GDOT stormwater retention areas and GA400 highway underpass.

The Stormwater Preserve - \$320,000

Nature Walk - \$30,000



Boardwalk + Pavilion - \$180,000



Boardwalk Overlook - \$110,000



The Fitness Tunnel - \$305,000

On-Street Parking - \$20,000 (Funded)



Street Art - \$100,000



Iconic Tunnel Lighting - \$105,000



Outdoor Fitness Equipment - \$80,000



Old Ivy Park Implementation Strategy

The realization of Old Ivy Park is estimated to cost approximately \$2.8 million. The implementation of the park will consider all available public, private, and philanthropic funding sources. A unique aspect of the implementation strategy is a design that allows for the strategic and sequential implementation of the park, where every implementation move acts as an investment for a subsequent move and park experience.

The Living Room - \$1,880,000

The Living Room Entrance - \$280,000



The Living Room Terrace - \$280,000



The Events Section of the Living Room - \$320,000



The Fun Section of the Living Room - \$1,000,000



Desirable Old Ivy Park Program + Activities



Playable Art



Multi-Purpose Open Lawn Area



Picnicking



Public Art



Terraced Seating



Movies in the Park



Land Art



Wi-Fi



Outdoor Special Events



Iconic Multi-Purpose Pavilion



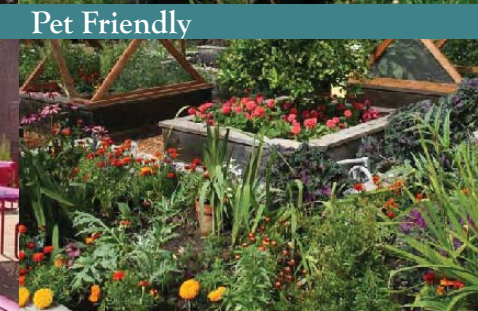
Pet Friendly



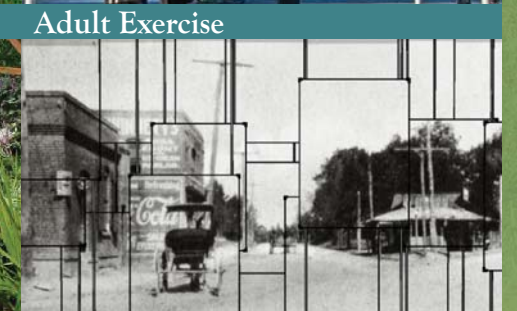
Adult Exercise



Iconic Movable Tables + Chairs



Gardens



Historical Interpretation

*Estimated construction costs are conceptual and consider a phased construction strategy. Estimated costs are subject to change as the park enters schematic and detailed design phases. Design, engineering, and permitting costs are approximated to be \$300,500.

Old Ivy Park Conceptual Master Plan

Old Ivy Park is comprised of three primary zones:

1. The Stormwater Preserve
2. The Fitness Tunnel
3. The Community Living Room

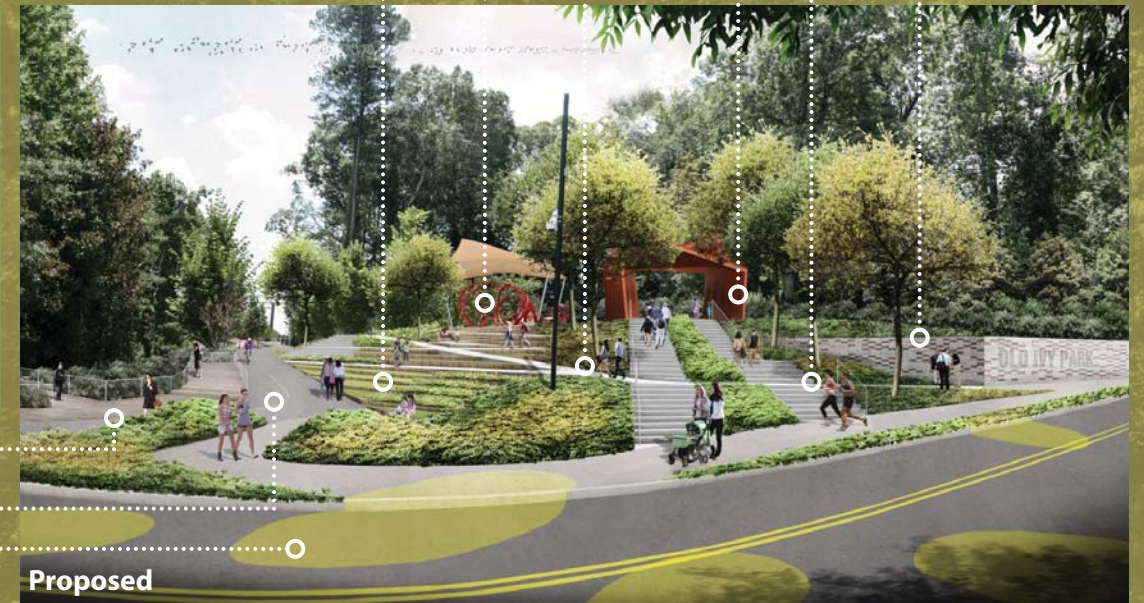
Each of these zones contains a variety of spaces, facilities, and amenities that allow residents of all ages and abilities to enjoy a range of social, cultural, recreational, historical, and environmental activities and experiences.



A The Community Living Room

The Community Living Room is a zone where area residents can come together to enjoy a variety of social, cultural, recreational, and historical leisure experiences.

- Boardwalk Overlook
- PATH 400
- Street Art



- Terraced Seating Area
- Family Play Area
- Walkway
- Iconic Multi-Purpose Pavilion
- Grand Staircase
- Donor Wall with Donor Names



B Family Play Area

The Family Play Area is zone that blends art with functionality. It uses public art - land art + sculptures - to create a shaded and sunny space where family members of all ages and abilities can creatively "play" while enjoying an enriching cultural experience.



- Playground Moguls | Land Art
- Donor Plaque
- Multi-Purpose Lawn II with Iconic Movable Tables + Chairs
- Sculpture | Playable Art
- Sail Shades