



for the greener good

Park Visioning Program

About

Park Pride endeavors to assist in-town (City of Atlanta) communities develop master plans for their neighborhood parks through its Park Visioning program. The Director of Park Visioning, a professional landscape architect, will facilitate a public participation process with the neighborhood groups that will result in a master plan that can be built over several years with both private and public funds.

Once a park has been identified as a candidate for the Park Visioning Process, Park Pride will work with stakeholders and the public to develop a forward-thinking, comprehensive master plan that will direct the development of the park for years to come.

Please note the scope of work, assumptions and exclusions, and schedule information below.

Scope of Work

Task I: Park Selection

Park Pride staff will select parks for Park Visioning through an application process. There are some basic criteria for a park to be considered for a Park Visioning Process:

- The park or potential park must be located in the City of Atlanta.
- The applicant must have registered with Park Pride as a Friends of Park group.
- The community must be ready to commit to five to ten months of planning work.
- Park or potential park must be publically accessible in perpetuity.
- The community must be open to an inclusive, consensus-driven public engagement process during which all ideas will be considered regardless of feasibility, site control, or budget.

Task II: Steering Committee Coordination:

Once a park has been selected to undergo the Park Visioning process, Park Pride will assemble a Stakeholder Committee. Community leaders and park activists will be asked to participate in building a Stakeholder Committee of 8-16 persons who represent neighborhood groups, institutions, residents, possible funding partners, the City of Atlanta, and other interested groups.

Committing to serve on the Steering Committee holds with it certain responsibilities and obligations. These are in place to ensure consistency through the process and to eliminate the need to re-visit issues once decisions are agreed upon. At a minimum, Steering Committee members are expected to:

- ***Attend Every Scheduled Meeting*** - Missing more than one meeting cancels the ability of the Committee member to participate in key decision-making processes. Individuals who miss two consecutive meetings will be removed from the Steering Committee.
- ***Represent Constituents*** – Each Steering Committee member has been chosen because he/she has a position in the community. Members are encouraged to get to know their community members better, especially how people feel about their neighborhood park. To this end, all Steering Committee members must participate in an ‘In the Park Survey’ process. Survey particulars will be decided at a Steering Committee meeting.
- ***Participate in Public Involvement Process*** - Public meetings will be scheduled at one of the first Steering Committee meetings. Committee members should plan to attend those key meetings so that they can better represent their constituents.

Task III: Base Map Preparation:

Once a Steering Committee has been formed, Park Pride will document existing conditions in the park. Any Geographic Information Systems (GIS), Computer Aided Drafting and Design (CADD), or hand-drawn base maps available from the City of Atlanta or other groups will be sought. From those maps, a preliminary base map will be prepared. Site inspections and measurements may be done to enhance the available base material available.

Once a base map is prepared and is verified for accuracy, Park Pride staff will document the existing conditions with photos. Existing conditions will be critiqued. Steering Committee members will be asked to walk the site with the staff landscape architect (at a scheduled monthly meeting) so that information can be verified and so that the Steering Committee can educate Park Pride staff on the issues that the park currently faces.

Task IV: Public Involvement Plan Coordination

Park Pride will assist communities in developing conceptual master plans for their neighborhood parks. The process will be led by Park Pride, but the ideas and vision for each park will come from the community through public involvement. The Public Involvement Plan (PIP) is designed to reach as many people as possible. Different approaches will reach different neighbors. It is imperative that the PIP be as inclusive as possible, offering many different opportunities for input.

The Steering Committee is a crucial part of the Public Involvement Process. The monthly meetings and roles of the Steering Committee are discussed under Task II. In addition to monthly Steering Committee meetings, the public at large must be reached.

The scenario outlined below is an ideal that is specifically for the Park Visioning Process. Each neighborhood will present different personalities, issues, opportunities, and constraints. The process will most certainly need to be tailored as the Park Visioning Program develops. Additional meeting/steps may be necessary. This Public Involvement Plan is meant to be flexible to respond to issues and needs of each individual community.

Many people can not or will not attend public meetings. Park Pride will work with the community to reach out and include those individuals in the Visioning Process. Tools for this process may include:

- **Website or Facebook page** - If possible, set up a website, add to an existing website or set up a Facebook Page. Introduce the project and associated process. Outline dates of upcoming opportunities to participate. List contact information. Attach questionnaire to website that can be downloaded, filled out, and mailed to Park Pride. Website to be updated with each step. Public comments, preliminary and final design should be posted.
- **Pamphlets** - Pamphlets can be delivered door to door throughout the entire neighborhood. These pamphlets are a traditional way to reach a multitude of people. Pamphlets will contain information about the Park Visioning Program, advertise dates for meetings/workshops/etc. and solicit input through attached questionnaires to be mailed to Park Pride.
- **In-Park Surveys** - Each Steering Committee member will be responsible for reaching out to the community and the users of the parks through on-street surveys. The surveys will advertise the first Public Meeting while soliciting information about the types of uses needed in the park. Surveys will be discussed at Steering Committee Meeting.
- **Public Meetings** - The ideal public format is a face-to-face public meeting. This brings people together and allows people to respond to comments in an open environment that is facilitated by professionals. The resulting dialog can move the process forward while gaining an in-depth understanding of issues. The following public meetings are proposed:
 - **Visioning Meeting** - The Visioning Meeting is the first advertised event and is completely open to the public. Park Pride will work with the Steering Committee to reach as many neighbors as possible. A well-attended public meeting is beneficial to the success of the overall process.

At the Visioning Meeting, participants will be introduced to the Park Visioning Process. Case studies from similar communities will be presented. Participants will be encouraged to think about what kinds of activities they would like to do in a neighborhood park. What facilities might support those uses?

Responses will be documented and summarized for the Stakeholder Committee review and discussion. The responses will inform what kinds of facilities are discussed at the Design Workshop (see below).

- **Design Workshop** - The second advertised public participation activity is the Design Workshop. The workshop can take on many different formats. An open-house format that invites people to stop in and participate over the course of an entire day is suggested. Details will be discussed at a Steering Committee meeting.

At this Workshop, designers will work with the community to develop several design alternatives. Also, activities will encourage participants to establish a 'look' for the park in terms of which styles and materials are preferred. The result will be the Preliminary Schematic Design (Task V, below)

- **Preliminary Design Presentation** - The third public participation activity to be advertised will be the Preliminary Design Presentation. After review at the Steering Committee meeting, the Preliminary Conceptual Master Plan (from Task VI, below) will be shown to the public. The plan will be explained by the Steering Committee and comments will be welcomed. Comments will be documented and summarized by Park Pride for the Steering Committee review.
- **Final Design Presentation** - The Final Conceptual Master Plan (from Task VII, below) will be presented at the final advertised event. Members of the Steering Committee will explain the design to the public. The illustrations will be on hand for review during the ensuing celebration of the closing of the Park Visioning Process. The Final Design Presentation will be advertised as a celebration and may include a cook-out, picnic, party, or some other kind of 'celebratory event' to be hosted by the Steering Committee.

Task V: Preliminary Schematic Diagram

Park Pride will prepare two to three diagrams that illustrate the placement, relative size, and relationships of key components to the proposed park. The diagrams will be schematic in nature and will demonstrate key elements. The Steering Committee will meet to discuss options and decide on the best diagram to pursue.

Deliverables include:

- Two to Three Illustrated Bubble Diagrams
- Steering Committee Meeting Agenda and Facilitation
- Summary of Steering Committee Meeting

Task VI: Preliminary Conceptual Master Plan

Park Pride will refine the preferred Schematic Diagram into a Preliminary Conceptual Master Plan. The illustrated plan will depict trails, woods, plantings, park amenities, links with existing neighborhood amenities, structures, equipment, areas for specific activities, and other items that come from the public involvement discussions.

The Preliminary Conceptual Master Plan will be shown to the Public for review and comment. Steering Committee members will discuss the outcome of the public review and will have the ultimate say in what changes are to be made. Once the Steering Committee decides on which changes to make, the design process will be closed so that production of the final documents can begin.

Task VII: Final Conceptual Master Plan

Park Pride will refine the Preliminary Conceptual Master Plan into a Final Conceptual Master Plan. This plan will be similar in appearance to the earlier draft, but will take into account decisions made by the Steering Committee. This plan will be presented at the final public meeting.

Final Deliverables:

- Power Point Presentation Deliverable Documenting:
 - Design Process
 - Community Involvement Process (meeting minutes and sign-in sheets)
 - Site Analysis/Existing Conditions Summary
 - Final Site Plan (Illustrative Site Plan and AutoCAD file)
- CADD Drawing of Final Site Plan

Task VIII: Project Prioritization

Near the end of the Park Visioning Process, Park Pride will prepare a list of projects that have come out of the Conceptual Master Plan. This list will include an 'order of magnitude' cost associated with each project. Park Pride staff will work with the Steering Committee to prioritize projects before the final list of projects is prepared.

Assumptions and Exclusions

- 1.) Park Pride is a non-profit organization. The time and costs associated with the preparation of the Conceptual Master Plan are provided to the park at no cost to the park, its Steering Committee or its neighborhood association.
- 2.) There is no specific funding in place to make the improvements that are envisioned during the master planning process. The Conceptual Master Plan will be a tool for the community to raise funds for implementation.
- 3.) The Conceptual Master Plan is to be conceptual. This plan does not include construction documents, construction details, grading and drainage plans, right-of-way plans, or civil engineering design.
- 4.) Since field-run surveys are not budgeted, Park Pride staff will take measurements in the field. Base maps will be to scale, but their accuracy will not be sufficient to prepare construction documents.
- 5.) The Steering Committee is the client. Scheduled Steering Committee meetings must have a minimum of five people in attendance. If five persons are not present, the meeting will be re-scheduled. If the Committee meeting attendance drops below five people for two consecutive scheduled meetings, Park Pride reserves the right to stop the Visioning Program for that park.
- 6.) The schedule will be dependent on the ability of the Steering Committee to make some key decisions. The schedule may take more than the allotted time if consensus cannot be reached easily.

Schedule

The Park Visioning Process is expected to take between five and ten months for each park. The Steering Committee will be expected to meet once monthly during the process. Meeting dates, times, and locations will be decided at the Steering Committee Kick-Off meeting. Dates and locations for public participation meetings will be decided at subsequent Steering Committee Meetings.