



## City of Atlanta Project Greenspace Public Forum #2 May 21<sup>st</sup> – May 22<sup>nd</sup>, 2007

The City of Atlanta Bureau of Planning conducted a second series of public forum meetings for Project Greenspace – an effort to develop a vision, framework, and action plan for a world-class greenspace system for the City of Atlanta. Two meetings were held on Monday, May 21<sup>st</sup> at Piedmont Park (Magnolia Hall) and Tuesday, May 22<sup>nd</sup> at the Adamsville Recreation Center. The focus of these meetings was on specific concepts and strategies to achieve future greenspace goals and priorities that were previously defined during the first public forum series held in January, 2007. A total of 63 stakeholders and citizens participated in the public forum meetings.

### **The Presentation**

The meeting format consisted of a PowerPoint presentation by David Rouse and Christopher Atkinson of Wallace Roberts and Todd, LLC, followed by an interactive workshop divided into citizen breakout groups that were facilitated by city staff and consultants. The presentation provided citizens with a project overview and schedule update. The Greenspace Plan schedule is as follows:

- Phase 1: Project Initiation and Community Outreach Plan (September 2006)
- Phase 2: Data Collection / Inventory and Analysis (October 2006)
- Phase 3: Greenspace Plan Development (March 2007)
- ***Phase 4: Strategic Implementation Program (May 2007)***
- Phase 5: Draft and Final Plan Preparation (August 2007)

Project Greenspace is currently in Phase 4: Strategic Implementation Program.



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Mr. Rouse provided an overview of the results from the January 2007 Public Forums, which included the following:

- **Preliminary Greenspace Goals and Elements** - citizens ranked the importance of eleven (11) major goals related to greenspace and 23 elements or types of greenspace. **All greenspace goals and elements were considered important.**

The relative scores of the goals were as follows:



### Do you agree with the preliminary goals?

GOAL	SCORE	RANK
Improve park maintenance and security	118	1
Protect environmentally sensitive lands	116	2
Protect and restore tree canopy	114	3
Develop greenways and trails	112	4
Establish source of funding	112	5
Promote greenspace within development	104	6
Increase parkland acreage	100	7
Establish public/private partnerships	100	8
Increase community gathering spaces	98	9
Improve facilities and programs	97	10
Integrate history/community identity	78	11

**NOTES:**

- The results are not statistically valid
- The results show strong levels of support for **all** goals. By way of comparison, a "perfect" score would be 125 and a "neutral" score would be 0.

The relative scores of the greenspace elements were as follows:



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## Which greenspace elements are most important to you?

GREENSPACE TYPE	SCORE	RANK	GREENSPACE TYPE	SCORE	RANK
Stormwater management	103	1	Parks integrated with development	91	13
Security and safety	101	2	Trails connected to neighborhoods	91	14
Stream bank protection/restoration	100	3	Stream and river corridors	89	15
Streetscapes	100	4	Streets and boulevards	88	16
Multi-purpose trails	100	5	Active recreation	87	17
Neighborhood parks	99	6	Brownfield site redevelopment	86	18
Passive recreation	97	7	Community gardens	78	19
Places for neighborhood events	97	8	Places for special events	76	20
Stream channel treatment	97	9	Beauty spots	69	21
Places for events and street life	95	10	Plazas	69	22
Forested areas	95	11	Public art in greenspace	64	23
Regional park with major activities	92	12			

**NOTES:**

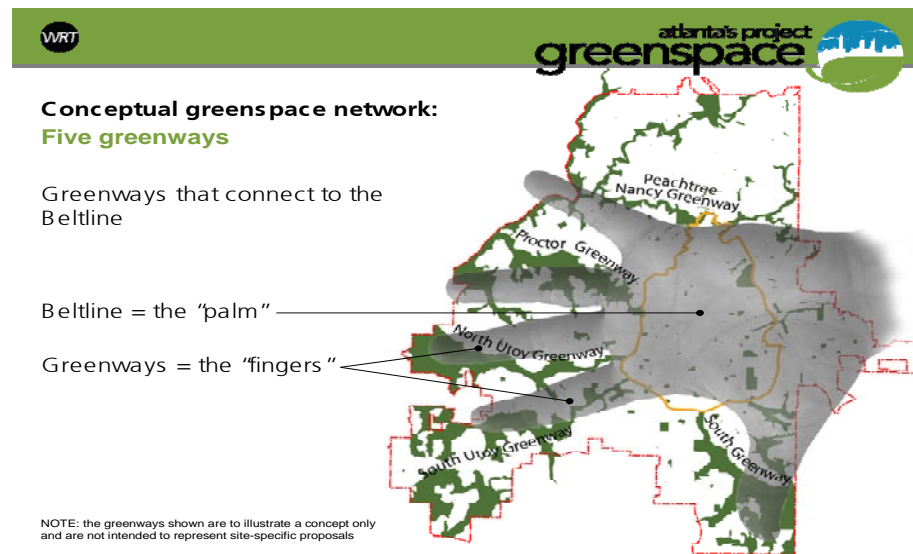
- The results are not statistically valid
- The results show strong levels of support for *all* goals. By way of comparison, a "perfect" score would be 125 and a "neutral" score would be 0.

- **Summary of Citizen Survey and Needs Analysis** – Mr. Rouse provided an overview of the recently completed citizen survey for Project Greenspace, which reached citizens throughout the City. The survey included questions on the usage of parks and recreation facilities, customer satisfaction, needs, unmet needs, and greenspace priorities and funding. The survey had a goal of 1,200 completed surveys; 1,219 surveys were returned, resulting in a 95% level of confidence with margin error of +/-2.8. Mr. Atkinson then presented some preliminary work that has been done on assessing needs for parks and greenspace based on the survey and other analysis. Illustrative maps and graphs were used to support the survey results and preliminary needs assessment.
- **Component Analysis** – Mr. Atkinson reviewed the potential components of a citywide greenspace system, including existing parks and greenspace, a



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drainage system framework, environmentally sensitive land, potential greenspace connections, and a synthesis of these components. Based on this analysis, a conceptual greenspace network consisting of five greenways was identified as follows:



**NOTE:** Visit the Project Greenspace website to review PowerPoint presentation: <http://www.atlantagreenspace.com>

### Implementation

Three (3) overarching themes were used to generate discussion during the breakout sessions:

- **Growing the Greenspace System:** The City of Atlanta needs more greenspace.
- **Managing the Greenspace System:** The City of Atlanta needs to better manage its existing greenspace and the greenspace it adds to the system.
- **Building Capacity:** The City of Atlanta needs to improve city government coordination and build community support.



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***Breakout Group Discussions***

Citizens were asked three general questions: 1) What should be done to grow the greenspace system? 2) What should be done to manage the greenspace system? and 3) What should be done to build capacity to grow and manage a world-class greenspace system? They were also asked to identify their priorities for each question by placing dots on the items they considered most important.

**Breakout Group Results (NOTE: Asterisks\* denote items identified by participants as priorities for each question)**

***Piedmont Park/Magnolia Hall – May 21<sup>st</sup>, 2007***

Questions	Group #1	Group #2	Group #3
<b>I. What should be done to GROW the greenspace system?</b>	<ul style="list-style-type: none"> <li>• <b>Transfer of Development Rights (TDR) ***</b> <ul style="list-style-type: none"> <li>- Pocket Parks</li> </ul> </li> <li>• <b>Education (Preservation) **</b> <ul style="list-style-type: none"> <li>➢ Target Audience               <ul style="list-style-type: none"> <li>➢ Elected Officials</li> <li>➢ Corporate Partners</li> <li>➢ Church Groups</li> <li>➢ Children</li> </ul> </li> </ul> </li> <li>• <b>Connectivity **</b> <ul style="list-style-type: none"> <li>- Historic</li> <li>- Parkland</li> <li>- Attractions</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Greenspace as part of developments *****</b> <ul style="list-style-type: none"> <li>- Developments of Regional Impact               <ul style="list-style-type: none"> <li>➢ GM Plant</li> </ul> </li> </ul> </li> <li>• <b>Unified vision for bonding ability dedicated to parks and greenspace *****</b></li> <li>• <b>Need funding ***</b></li> <li>• <b>Create Stormwater Management Areas ***</b> <ul style="list-style-type: none"> <li>- Ponds, Lakes</li> </ul> </li> <li>• <b>Need dedicated funding for operations **</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Development Setasides *****</b> <ul style="list-style-type: none"> <li>- Easements</li> <li>- Greenspace fund – developers pay into if they can't do on own property (acreage vs. land value)</li> </ul> </li> <li>• <b>Educate landowners on methods, tools, incentives to protect land **</b></li> <li>• <b>Buy Land *</b></li> <li>• <b>Neighborhood Open Space Fund *</b> <ul style="list-style-type: none"> <li>- Nomination process for parcel</li> </ul> </li> <li>• <b>Enforcing current stream buffer regulations *</b></li> <li>• <b>Educate Public *</b></li> </ul>



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<ul style="list-style-type: none"> <li>• <b>Environmental Costs</b> <ul style="list-style-type: none"> <li>- Impact fee based on environmental impact **</li> <li>- Make arguments economic</li> </ul> </li> <li>• <b>Transit **</b> <ul style="list-style-type: none"> <li>- Transit Oriented Greenspace</li> </ul> </li> <li>• <b>Work with Landowners *</b> <ul style="list-style-type: none"> <li>- Conservation easements</li> <li>- More than recreation</li> </ul> </li> <li>• <b>Public Greenspace in Private Development *</b> <ul style="list-style-type: none"> <li>- Design standards – public views/use               <ul style="list-style-type: none"> <li>➢ Pocket Parks</li> </ul> </li> </ul> </li> <li>• <b>Mitigate Heat and Lands – Roof Gardens</b> <ul style="list-style-type: none"> <li>- Lake Parks</li> <li>- Carbon Neutral Buildings *</li> </ul> </li> <li>• <b>Stormwater Impact Fee *</b> <ul style="list-style-type: none"> <li>- Land Conservation</li> </ul> </li> <li>• <b>Use Public Funds for Public Projects</b></li> <li>• <b>Cap the Connector</b></li> <li>• <b>Proximity to Public</b></li> </ul>	<ul style="list-style-type: none"> <li>- Maintenance</li> <li>- Equipment</li> <li>- Payroll</li> <li>• <b>How to get money and not take funding away from Parks &amp; Recreation budgets *</b></li> <li>• <b>Impact fees to help with funding for maintenance of parks *</b> <ul style="list-style-type: none"> <li>- Important for public to know details of redevelopment plan for the city. The city has a lot of “say” in these developments.               <ul style="list-style-type: none"> <li>➢ Fort McPherson</li> <li>➢ Lakewood Amp.</li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Partner with institutions and land trusts *</b></li> <li>• <b>Partner with schools (Atlanta Public School looking at closing and selling off schools) *</b> <ul style="list-style-type: none"> <li>- Utilities</li> </ul> </li> <li>• <b>Regional Connections / State and National Parks</b></li> <li>• <b>Coordination with PATH / Connections</b></li> </ul>
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	- Neighborhood Level Environ. Conserv.		
<b>2. What should be done to MANAGE the Greenspace System?</b>	<ul style="list-style-type: none"> <li>• <b>Any New Greenspace</b> <ul style="list-style-type: none"> <li>- Investments – Endowment Fund - Trust for Mgnt. ***</li> <li>- Foundation money to maintain endowment</li> <li>- Public/Private Partners. *</li> <li>- Community Based Involvement</li> </ul> </li> <li>• <b>Political Advocate ***</b> <ul style="list-style-type: none"> <li>- Budget</li> </ul> </li> <li>• <b>Security – Budget **</b> <ul style="list-style-type: none"> <li>- Lighting Expansion</li> <li>- Maintain Per. Security</li> </ul> </li> <li>• <b>Greenspace Function **</b> <ul style="list-style-type: none"> <li>- Passive Use</li> <li>- Conservation</li> <li>- Watershed</li> <li>- Habitat Protection</li> <li>- Lower Costs</li> <li>- Comat Invasive Species</li> </ul> </li> <li>• <b>Community Funding *</b> <ul style="list-style-type: none"> <li>- Beyond Taxes</li> </ul> </li> <li>• <b>Adopt a Greenspace/Park *</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Create an organization that will locate, manage, raise-funds and distribute money appropriately. Separate entity/fiscal agent *****</b></li> <li>• <b>Dedicated source of funding restricted to parks only ***</b></li> <li>• <b>Develop more programs in parks-attracting more people will make parks safer ***</b> <ul style="list-style-type: none"> <li>- Sports parks</li> <li>- Open fields – disk golf, volley ball, kick-ball, life trails</li> <li>- Senior citizen activities</li> <li>- Multi-generational activities</li> <li>- Public Art (sculptures, gardens)</li> <li>- Zero depth water play areas for adults and children</li> </ul> </li> <li>• <b>Eating establishments in the larger parks ***</b></li> <li>• <b>Install Security Towers (Blue lights) **</b></li> <li>• <b>Encourage park conservancies;</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>City Ordinances – Tree Conservation, stormwater / enforcement *****</b></li> <li>• <b>Use native plants/habitat protection and restoration ****</b></li> <li>• <b>Diversity of uses/sensitive to existing conditions/resources – based concerns vs. recreational concerns (natural) ***</b></li> <li>• <b>Easier access to parks, transit, sidewalks, bike lanes, crosswalks ***</b></li> <li>• <b>Partner with volunteer organizations **</b></li> <li>• <b>Work with GDOT – mow vs. restoration of habitat, trees, stormwater management *</b></li> <li>• <b>Green Roofs *</b></li> <li>• <b>Disc Golf Course *</b></li> <li>• <b>Facility Maintenance *</b></li> <li>• <b>Daylighting Streams</b></li> <li>• <b>Uses in parks – responsive to changing demographics</b></li> </ul>



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	<ul style="list-style-type: none"> <li>- Availability</li> <li>- Education *</li> <li>• <b>Strong Leadership *</b></li> <li>• <b>Routine Maintenance</b> <ul style="list-style-type: none"> <li>- Keep it clean</li> <li>- Prison System Partner.</li> </ul> </li> <li>• <b>Land Trust</b></li> </ul>	<ul style="list-style-type: none"> <li><b>friends of the park **</b></li> <li>• <b>Sustainable Gardens</b> <ul style="list-style-type: none"> <li>- Farmers Markets</li> <li>- Community Gardening</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Compatibility of uses – targets for</b></li> <li>• <b>Address neighborhood impacts (Chastain noise)</b></li> <li>• <b>Belt-line – where will people park to use?</b></li> <li>• <b>Sculpture Garden (Minneapolis)</b></li> <li>• <b>Clean up after dogs</b></li> <li>• <b>Address Security</b></li> </ul>
<p><b>3. What should be done to BUILD CAPACITY to grow and manage a world-class greenspace system?</b></p>	<ul style="list-style-type: none"> <li>• <b>Appeal to Business ****</b> <ul style="list-style-type: none"> <li>- Programs – Developers Day</li> <li>- Economic Incentives/Health Benefits</li> <li>- Good Business Decisions *</li> <li>- Emulate Clean Air Campaigns</li> </ul> </li> <li>• <b>Education *</b> <ul style="list-style-type: none"> <li>- Economic/Incentives</li> <li>- Target non-traditional advocates **</li> </ul> </li> <li>• <b>Livable Community *</b> <ul style="list-style-type: none"> <li>- Attractive</li> <li>- Green</li> </ul> </li> <li>• <b>Incorporate Greenspace into Transportation System *</b> <ul style="list-style-type: none"> <li>- Less Impervious Surface</li> <li>- Natural Management of</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Dedicated Funding *****</b></li> <li>• <b>Communications campaign to promote greenspace and raise awareness and secure public participation and buy-in *****</b></li> <li>• <b>Need laws at the city level to protect allocation from the general fund for parks **</b></li> <li>• <b>Elect government officials who will make greenspace a priority (local and state level) *</b></li> <li>• <b>Friends of the Park and Conservancies *</b></li> <li>• <b>Lobbying at state level to change laws relative to authorities *</b></li> <li>• <b>Issuing tax levies without constitutional amendments at the</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>City Funding Sources *****</b> <ul style="list-style-type: none"> <li>- Bond Referendum (Paulding, DeKalb, Gwinnett)</li> <li>- Penny Tax</li> </ul> </li> <li>• <b>Development Trust Fund ****</b></li> <li>• <b>Greenspace Impact Fees ****</b></li> <li>• <b>Public Relations/Marketing *****</b></li> <li>• <b>Commuter Tax **</b></li> <li>• <b>Public Education/Get Kids Involved</b></li> <li>• <b>Public/Private Partnerships – Nonprofits, Volunteers *</b></li> <li>• <b>Parks Authority modeled after Chicago *</b></li> <li>• <b>Fines that actually hurt for violations of tree ordinances, trust fund, etc. *</b></li> <li>• <b>Tax incentives for homeowner</b></li> </ul>



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	Stormwater <ul style="list-style-type: none"> <li>• <b>GDOT – Elected Officials *</b></li> <li>• <b>Careers in Preservation / Conservation *</b> <ul style="list-style-type: none"> <li>- Funding</li> </ul> </li> <li>• <b>Connect Greenspace</b> <ul style="list-style-type: none"> <li>- Transportation *               <ul style="list-style-type: none"> <li>➢ Sustainable Dev.</li> <li>➢ Long Term</li> </ul> </li> </ul> </li> </ul>	state level *	greenspace <ul style="list-style-type: none"> <li>• <b>Outreach through NPU's/Empower neighborhoods/Neighborhood greenspace plans</b></li> <li>• <b>Stormwater Utility Fee – Use greenspace as infrastructure</b></li> </ul>
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*Adamsville Recreation Center – May 22<sup>nd</sup>, 2007*

Questions	Group #1	Group #2	Group #3
<b>I. What should be done to GROW the greenspace system?</b>	<ul style="list-style-type: none"> <li>• <b>Conservation Subdivisions *****</b></li> <li>• <b>Grants</b></li> <li>• <b>Acquire floodplains for greenspace **</b></li> <li>• <b>Budget for land acquisitions *</b></li> <li>• <b>Require community parks in large developments</b></li> <li>• <b>Seek land donations</b></li> <li>• <b>Use small areas (4 acres) for pocket parks (abandoned lots)</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Greenspace within private developments *****</b></li> <li>• <b>Greenspace for wildlife *****</b></li> <li>• <b>Look at flood plain and creek areas as trail opportunity ***</b></li> <li>• <b>Schools/APS – use existing properties **</b></li> <li>• <b>Buy more land esp. in the northeastern quadrant –</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Promote owners of old landfills to turn over as greenspace *****</b></li> <li>• <b>Convert redeveloped AHA projects 50% to park land *****</b></li> <li>• <b>Buy Land ***</b></li> <li>• <b>Verify inventory of parks ***</b></li> <li>• <b>Educate NPU's about system for identifying potential parks ***</b></li> <li>• <b>Work with developers **</b></li> <li>• <b>Don't allow swaps of park land *</b></li> </ul>



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	<ul style="list-style-type: none"> <li>• Use utility rights-of-way to promote connectivity (concern for overhead wires)</li> <li>• Intergovernmental Coordination</li> <li>• Coordinate with schools</li> <li>• Transfer existing city property to parks</li> </ul>	<ul style="list-style-type: none"> <li>increased population **</li> <li>• Buying more land especially in southeastern quad **</li> <li>• Use of Transfer of Development Rights to create open space **</li> <li>• Establishing land trust to allow property owners to donate property for greenspace *</li> <li>• Conservation Easements</li> <li>• Impervious Surface Tax – money goes to greenspace fund</li> </ul>	<ul style="list-style-type: none"> <li>• Green roofs for residents of specific developments (make a requirement)*</li> <li>• Look for higher densities to give more park land</li> </ul>
<p><b>2. What should be done to MANAGE the Greenspace System?</b></p>	<ul style="list-style-type: none"> <li>• Increase parks and recreation budget *****</li> <li>• Lighting for security ****</li> <li>• Better restroom facilities, benches, pavilions ****</li> <li>• Family programming / events ****</li> <li>• Emergency Phones **</li> <li>• More Police **</li> <li>• Better Maintenance *</li> </ul>	<ul style="list-style-type: none"> <li>• Establish dedicated funding source or trust *****</li> <li>• Distribution of amenities within local neighborhood ****             <ul style="list-style-type: none"> <li>- Avoid duplication of amenities</li> <li>- Identify neighborhood needs</li> </ul> </li> <li>• Urban forestry where there</li> </ul>	<ul style="list-style-type: none"> <li>• City Park Patrol – Peace Officers / Security *****             <ul style="list-style-type: none"> <li>- Park rangers supplemented to volunteers (e.g. Downtown ambassadors)</li> <li>- Bikes, foot, etc.</li> </ul> </li> <li>• Better Maintenance *****             <ul style="list-style-type: none"> <li>- Mowing</li> <li>- Garbage</li> </ul> </li> <li>• Educational programs (conservation,</li> </ul>



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	<ul style="list-style-type: none"> <li>• <b>Art in the Park *</b></li> <li>• <b>Marketing/Signage</b></li> <li>• <b>SPLOST for Parks and Recreation</b></li> <li>• <b>Promote community ownership – “Friends of the Park”</b></li> <li>• <b>Landscaping for safety</b></li> <li>• <b>Safety Cameras</b></li> </ul>	<p><b>is limited or no maintenance ***</b></p> <ul style="list-style-type: none"> <li>• <b>Sponsor neighborhood groups for training sessions to manage parks **</b></li> <li>• <b>City to facilitate neighborhoods to organize themselves to assist city to manage local neighborhood parks “Friends of Parks” **</b> <ul style="list-style-type: none"> <li>- Manage day to day</li> <li>- Fundraising</li> <li>- On-going training and support</li> </ul> </li> <li>• <b>Volunteer Sources **</b> <ul style="list-style-type: none"> <li>- Maintenance</li> <li>- Security</li> </ul> </li> </ul>	<p><b>ecology, natural, history, etc.) ****</b></p> <ul style="list-style-type: none"> <li>• <b>Facilities for range of ages **</b></li> <li>• <b>More natural parks – more passive*</b></li> <li>• <b>More “zero depth” – spray pads, water play areas *</b></li> <li>• <b>Update littering ordinance</b></li> <li>• <b>Both active and passive in the parks</b></li> <li>• <b>Better Accessibility</b> <ul style="list-style-type: none"> <li>- Walking</li> <li>- Parking</li> </ul> </li> </ul>
<p><b>3. What should be done to BUILD CAPACITY to grow and manage a world-class greenspace system?</b></p>	<ul style="list-style-type: none"> <li>• <b>Dedicated Funding *****</b></li> <li>• <b>Comprehensive management of parks (interdepartmental) with appropriate funding *****</b></li> <li>• <b>Park education in schools ***</b></li> <li>• <b>Involve neighborhoods and volunteers **</b></li> <li>• <b>Official citizen’s advisory groups</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Develop funding for existing public or private parks for maintaining ****</b></li> <li>• <b>Build capacity in Park Pride ****</b></li> <li>• <b>Impervious Surface Tax ***</b></li> <li>• <b>Encourage organization of Friends of Park groups ***</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Dedicated City Funding *****</b> <ul style="list-style-type: none"> <li>- Capital, Maintenance, Security (Rangers), Enforce Ordinances</li> </ul> </li> <li>• <b>Specific tax source for parks *****</b></li> <li>• <b>Park Authority – state legislation that is more “city-friendly” to facilitate park authority *****</b></li> <li>• <b>Campaign targeting businesses that</b></li> </ul>



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	<p>at various levels (through NPU's) **</p> <ul style="list-style-type: none"> <li>• Teach grant writing to community *</li> <li>• Work with partners, non-profits and businesses *</li> <li>• Building fundraising capacity of Parks Department and Community *</li> <li>• Training and Educating Parks Personnel *</li> <li>• Urban Forestry *</li> <li>• More Funding *</li> <li>• Improve capabilities within City Government</li> <li>• Greenspace Czar</li> </ul>	<ul style="list-style-type: none"> <li>• City – sponsored pool and facilities/equipments to be bought **             <ul style="list-style-type: none"> <li>- Lawn mowers</li> <li>- Playground equipment</li> </ul> </li> <li>• Property transfer tax – fee charged as property changes hands *</li> <li>• User fees – change fee to a user of greenspace</li> <li>• Quarterly penny sales tax increase *</li> <li>• Sponsor training sessions for neighborhoods *</li> <li>• Funding / permanent dedicated funding from trust             <ul style="list-style-type: none"> <li>- Fee (impact) – new developments</li> <li>- Private Foundations</li> </ul> </li> <li>• Develop Tourism Strategy</li> </ul>	<p>benefit **</p> <ul style="list-style-type: none"> <li>• “Friends-of-the-Park” Neighborhood Based **</li> <li>• New Bond – get state legislation that makes it easier to issue bonds *</li> <li>• All new TAD's must include dollars for parks **</li> </ul>
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*Overall common themes from public forums held on May 21<sup>st</sup> and May 22<sup>nd</sup>:*

- 1. What should be done to GROW the greenspace system?**
  - Dedicated Funding for Greenspace
  - Coordinate with Public Schools (use of existing property)
  - Establish a Land Trust
  - Greenspace in Private Development
  - Transfer of Development Rights
  
- 2. What should be done to MANAGE the Greenspace System?**
  - Park Conservancies / “Friends of the Park”
  - Dedicated Funding Restricted to Greenspace
  - Security
  - Maintenance
  - Public/Private Partnerships
  - Educational Programs (e.g., conservation, ecology, natural, etc.)
  - Accessibility (include transit)
  - Enforce Ordinances
  - Sponsor Programs to Promote Neighborhood / Community Ownership
  - Promote Greenspace (campaign)
  
- 3. What should be done to BUILD CAPACITY to grow and manage a world-class greenspace system?**
  - Target Businesses and Developers (e.g., incentives, education, etc.)
  - Dedicated Funding (e.g., capital, maintenance, security, rangers, allocations, and enforce ordinances, and develop trust fund)
  - Increase State / Local Government Involvement and Improvements in Greenspace (e.g., lobbying to change laws, prioritize greenspace, bonds, facilitate park authority, etc.)
  - Public Relations / Marketing / Fundraising Programs
  - Taxes to Support Greenspace – (e.g., restrictions on levies, tax incentives, commuter tax, penny tax, impervious surface tax, TAD’s, specific tax source for parks, etc.)
  - NPU Outreach / Create Citizen Advisory Groups
  - Fees (e.g., change user fees, fines for violations of tree ordinances, stormwater utility fee, greenspace impact fees, etc.)



## City of Atlanta Project Greenspace Public Forum #2 May 21<sup>st</sup> – May 22<sup>nd</sup>, 2007

### ***Additional Public Comments:***

- How will wildlife be factored into the greenspace project? How will wildlife be prioritized?
- Atlanta needs to organize for greenspace funding through SPLOST, replacing the current SPLOST for public schools.
- Buy greenspace now! Buy empty lots in dense neighborhoods (NE) to create pocket parks.
- Gotham Way Park in Piedmont Heights is a neighborhood owned piece of land. Buy it and the neighborhood will develop it / or issue grants to neighborhoods like owners.

### **Next Steps**

- Summary Report – Posted to Website (June '07)
- Public Meeting on Recommendations (September '07)
- Preparation of Final Plan (December '07)

### **Meeting Advertisement**

The meetings were advertised through a variety of methods, including:

- Paid advertisement in the Atlanta Journal and Constitution;
- A press release distributed to local media outlets through the City of Atlanta Communications Department;
- Public notices distributed to Neighborhood Planning Units (NPU's), City of Atlanta Departments, special interest groups, libraries, coffee shops and retail;
- Post cards mailed to over 6,000 City of Atlanta residents, faith-based organizations and businesses; and
- Website postings at [www.atlantagreenspace.com](http://www.atlantagreenspace.com)

### **City of Atlanta Representatives Present:**

Mary Norwood, City Council – Citywide Post 2

Dianne Harnell Cohen, Parks Commissioner

Flor Velarde, Planning Assistant Director

Dee Merriam, Parks, Open Space, and Greenways Planner



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**Consulting Staff Present:**

David Rouse, Wallace Roberts & Todd, LLC

Christopher Atkinson, Wallace Roberts & Todd, LLC

Miriam P. Cummings, Malvada Consulting Group