

Atlanta Memorial Park Conservancy

(formally The Bobby Jones Golf Course and Park Conservancy)



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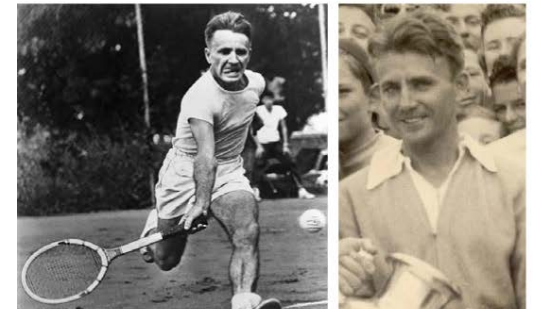


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- Community Engagement Process
 - Design and Vision, Mission and Value to reflect Park Users
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Summary

- Formed Conservancy
 - Founded Board
 - Legal / Nonprofit Entity
- Master Plan Studies
 - Rough Budget
 - Initial Scope
- Discussions with Neighborhoods
- Coxe Curry Study
- Scheduled Charrette



ULI mTAP Goals

Studies

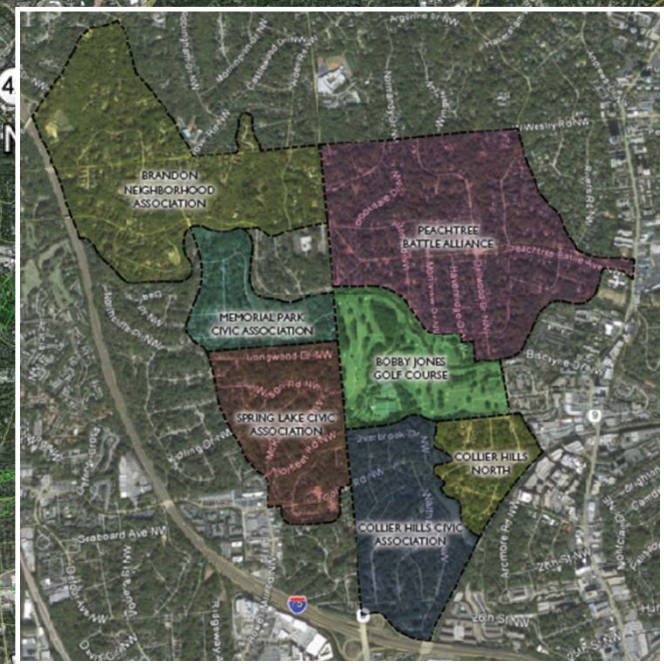
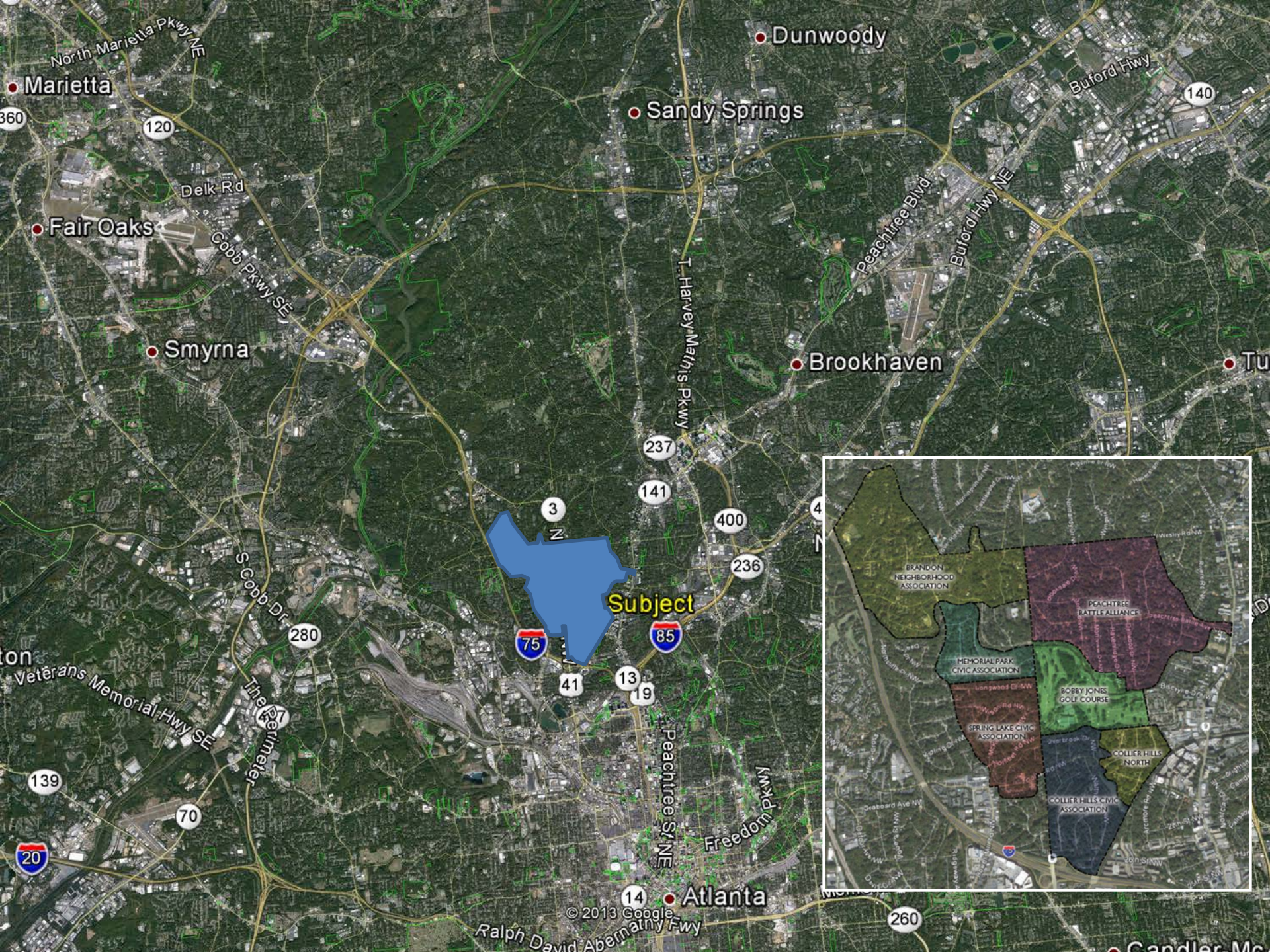
- Research case studies of other public parks + watershed redevelopments to better understand processes, funding and lessons learned

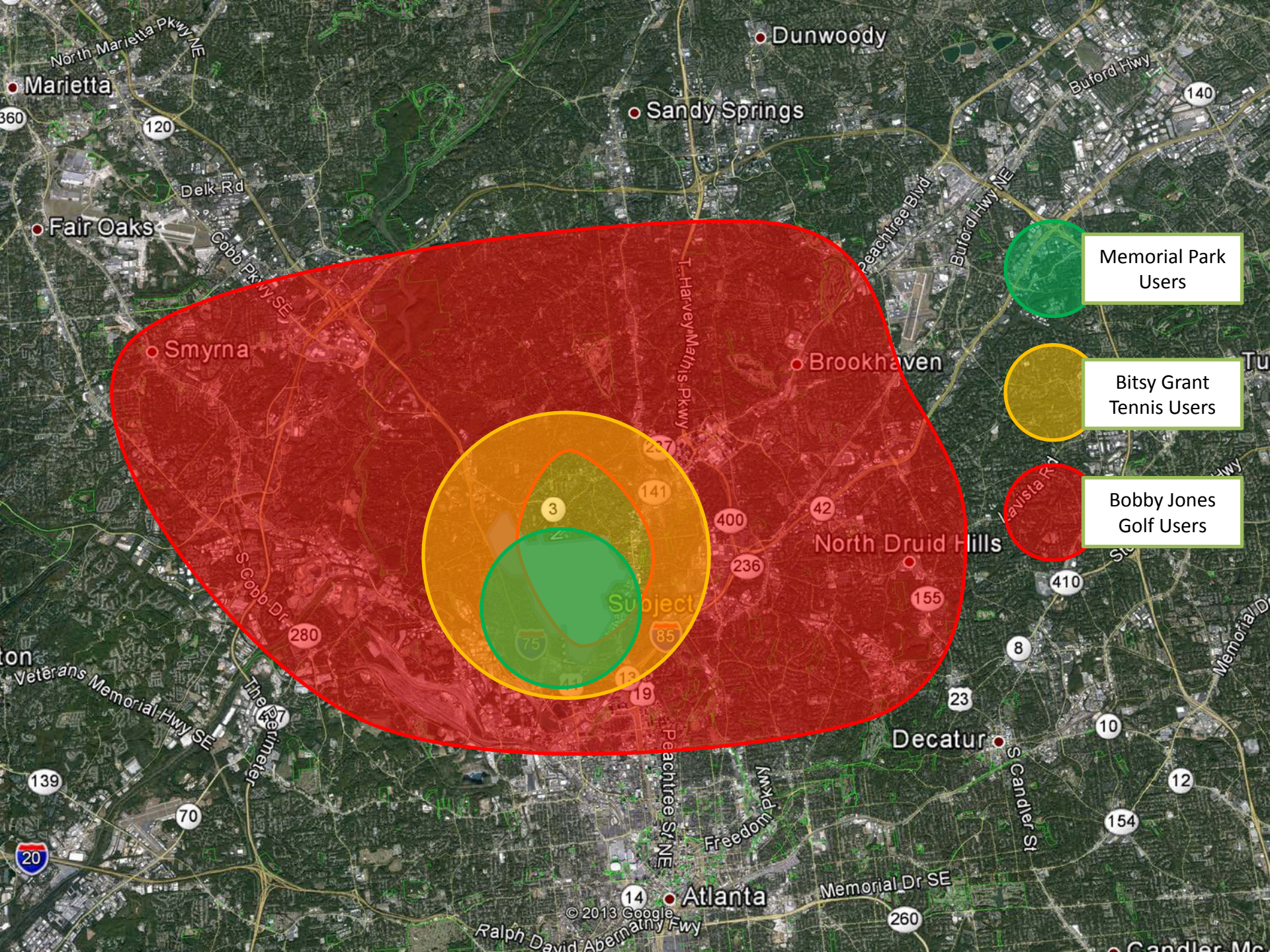
Stakeholders

- Build a greater knowledge of stakeholder opinion of the redevelopment

Story

- How to tell the story to stakeholders for project buy-in and future funding





Atlanta Memorial Park



Design & Vision

- Define with community input
 - Status Quo, minor renovation, major overhaul
 - 9 + practice versus 18-hole golf course
 - Clubhouse – location + future usage
 - Parking
 - Access, trails + integration with Atlanta Beltline / PATH
 - Park uses integration with watershed + flood mitigation measures
- Funding

Status Quo Versus Major Renovation

Category	Status Quo	Major Renovation
Revenue Predictability	High	Uncertain
Golf Experience	Relatively Poor	Improved
Safety	More Risk	Less Risk
Impact of Watershed Project	High, jeopardizes certain holes	Integrated into plan
Project Cost	Low	High
Clubhouse Flexibility	Low	High, possible relocation
Play and Revenue Interruption	None	6-12 months
Maintenance Cost	Same	Potentially Higher for 18-Hole option
Advocates	City, American Golf and users seeking lowest price possible	Neighbors, Conservancy, Not for Profit Management Group and those not using the course due to condition/layout

9-Hole + Practice Versus 18-Hole

Category	9-Hole + Practice	18-Hole
Experience	2-hour round and more practice opportunity	Traditional
Challenge	Reduced capacity for golf, design with regard for adjacent uses	Limited land, especially following watershed project
Project Cost	Lower	Higher
Impact of Watershed Project	Integrated into plan	Integrated into plan
Play and Revenue Interruption	Lower, Phased Approach	Higher
Maintenance Cost	Lower (subject to more study)	Higher
Appeal to New/Learning Golfers	Higher than current	Lower than current, cost and challenge of course may be intimidating
Appeal to active golfers	Higher than current except those with time and desire to play 18	Higher than current except for players seeking absolute lowest cost
Advocates	Neighbors and those working in the area seeking a short round and practice option	Active golfers seeking a traditional experience

Stakeholder Perspectives

- Conservancy
- Neighborhoods
- City of Atlanta
 - Parks & Recreation
 - Watershed
- Regional Golf Users
- Other Stakeholders
 - Friends of Bitsy Grant
 - GDOT
 - PATH
 - Atlanta Beltline
 - APS / North Atlanta Golf Team
 - American Golf
 - Bobby Jones Family



Other Stakeholders

OTHER STAKEHOLDERS		
Stakeholder	Priorities and Interests	Perspectives and Opportunities
Georgia Department of Transportation	Developing a trail along Northside Drive	Potential to connect that trail to Atlanta Memorial Park
PATH Foundation	Developing trail connecting Atlanta Beltline and Northside Drive trail	Collaborate with AMPC in public participation and planning with adjoining property owners
Atlanta Beltline	Development of the Atlanta Beltline and surrounding properties	Impact of the Implementation Plan on the AMPC area
NPU System	Due to Regional Park status, involvement of NPUs A, B, C, D, E, F, G, J, K, L, M (5 mile radius) may be necessary	Impact area represents eleven (11) of the twenty five (25) NPUs in the City of Atlanta. All of which may be required to vote due to Regional Park designation
Atlanta Public Schools / North Atlanta High School Golf Team	Currently utilizing course for practice. Needs updating and expansion of services (driving range, putting/chipping green, improved maintenance) in order to remain viable	Interested in building relationship with AMPC and advocating for needed improvements

Enhance Planning Process

IAP2 – International Association for Public Participation

- Key Principle: Those affected have a right to be involved in the decision process
- An effective public participation process
 - Assures that the public's input will influence the final decision
 - Seeks out all interests and facilitates involvement
 - Provides participants with sufficient information so they can meaningfully participate
 - Communicates how the public's input affects the decision

Note: Atlanta Memorial Park is technically classified as a regional park, which would require a public participation process including all park users in a 5 mile radius. DPRCA recognizes that the actual "affected users" are the 2,000 golfers, so the public participation process would need to be designed around them.

Conclusion & Recommendations

- One Park: Create and define a Regional Park
 - Enhance Planning/Community Engagement Process
 - Broaden Focus Area
 - Incorporate IAP2 principles
 - Reflect Regional Park Status
 - Board composition
 - Communication (reflect larger pix)
 - Planning Process (involve and include more than just neighborhood)

Deliver a clear vision and holistic sense of place