

Comprehensive Parks and Recreation Master Plan

Park Advisory Board Meeting

August 13, 2018

BARGE
DESIGN SOLUTIONS

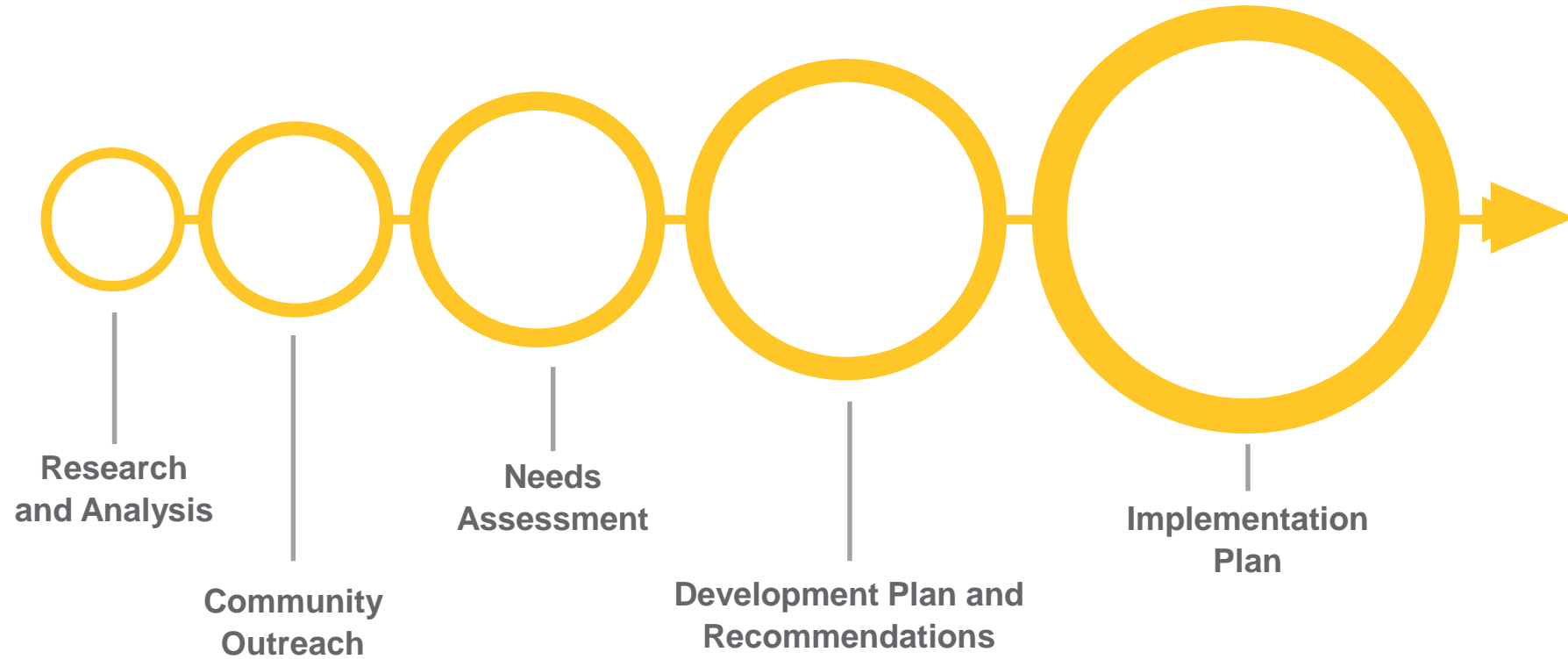
pros
consulting
Inc.
Inspiring Communities to Action



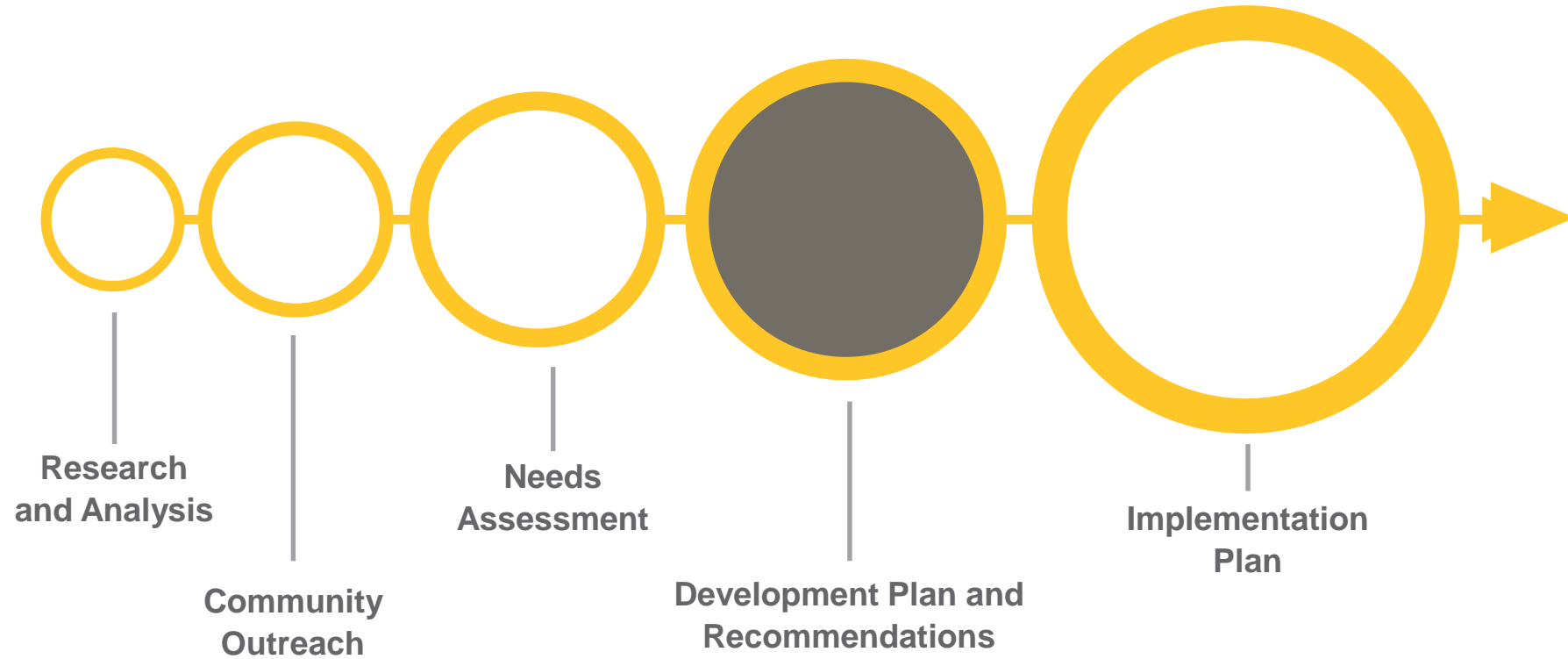
Agenda

- Survey Results
- Level of Service
- Urban Pocket Areas
- Greenway Connections
- Next Steps
 - Benchmark Cities Overview
 - Survey Results – Remainder of City Input

Planning Process

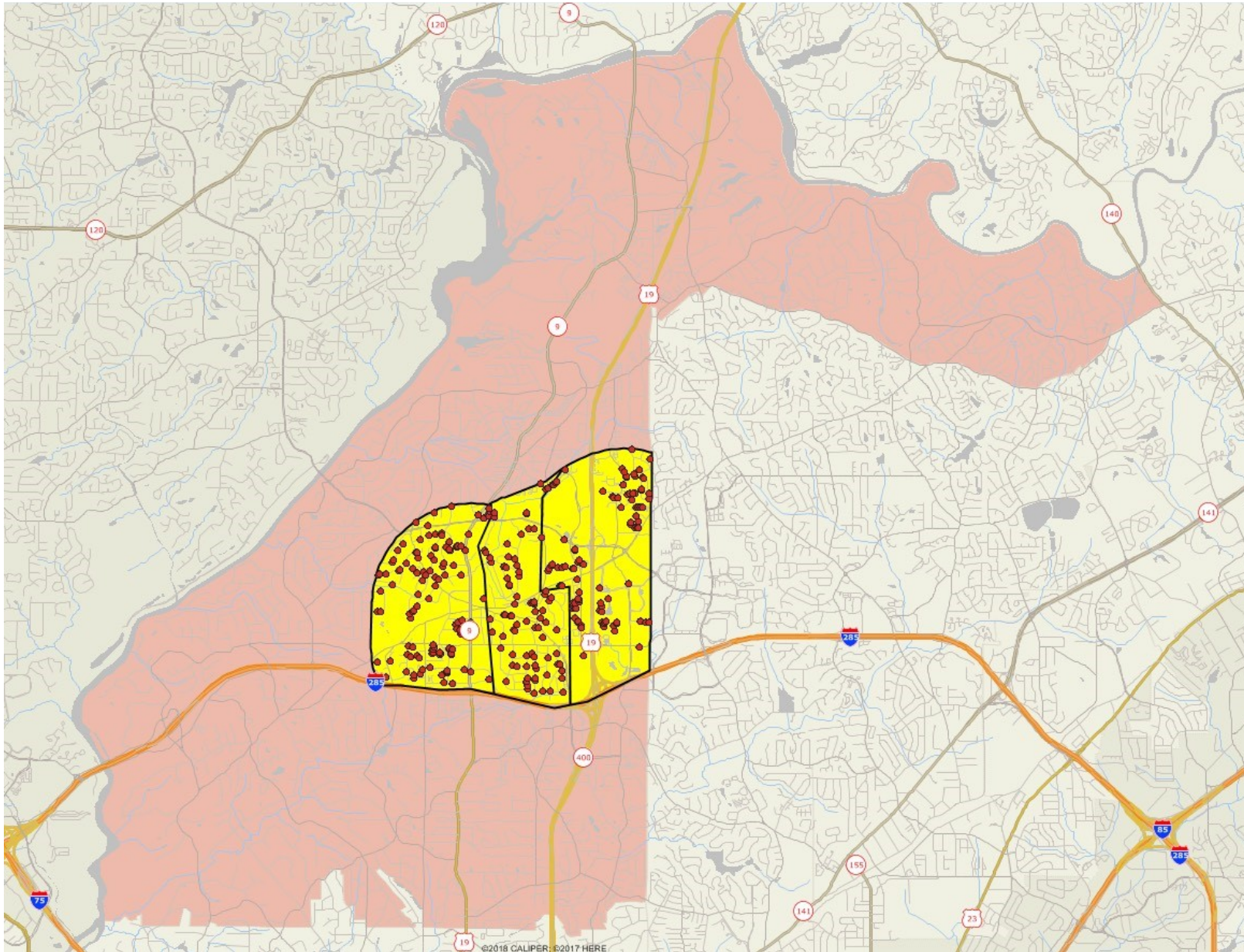


Planning Process

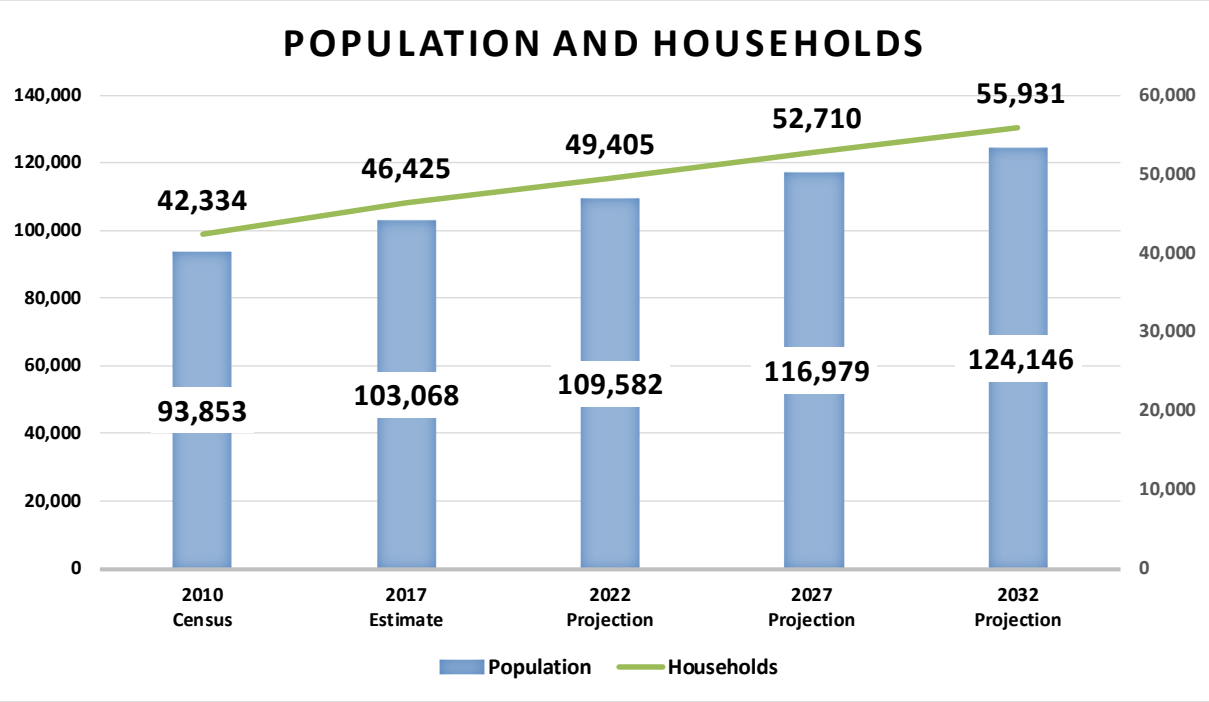


Demographic Info

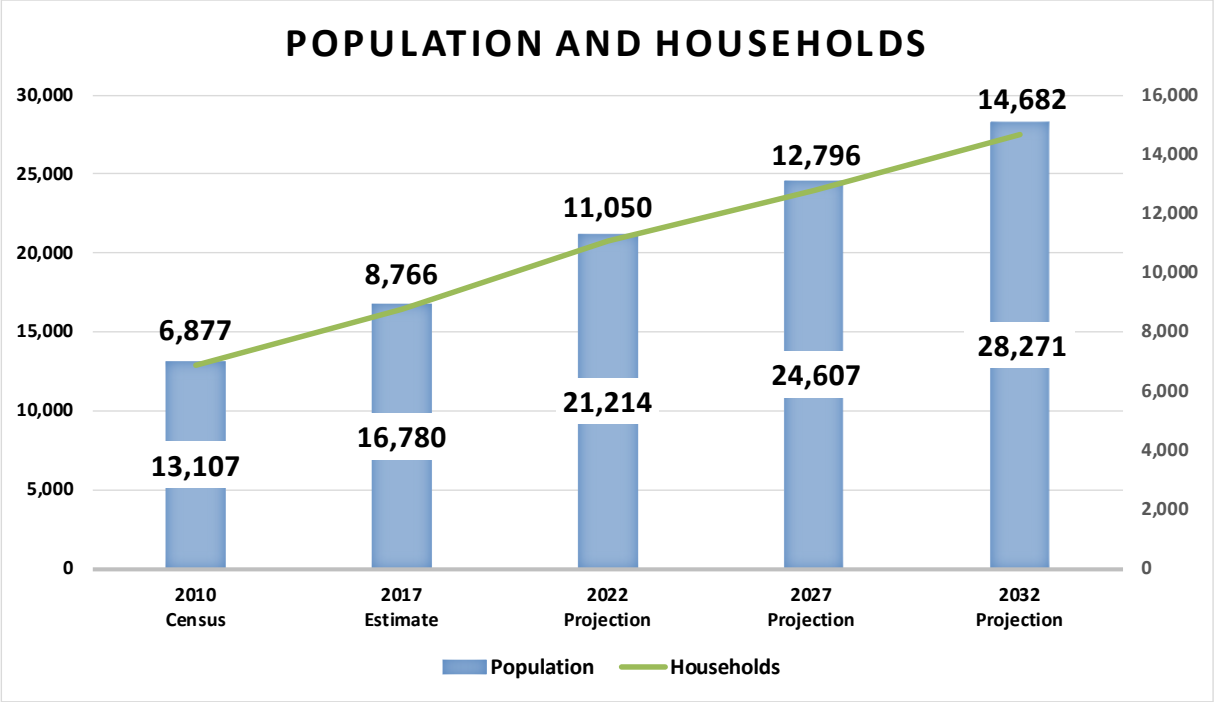
Overall vs. Urban Core



What Will Sandy Springs Look Like?



CITY - OVERALL

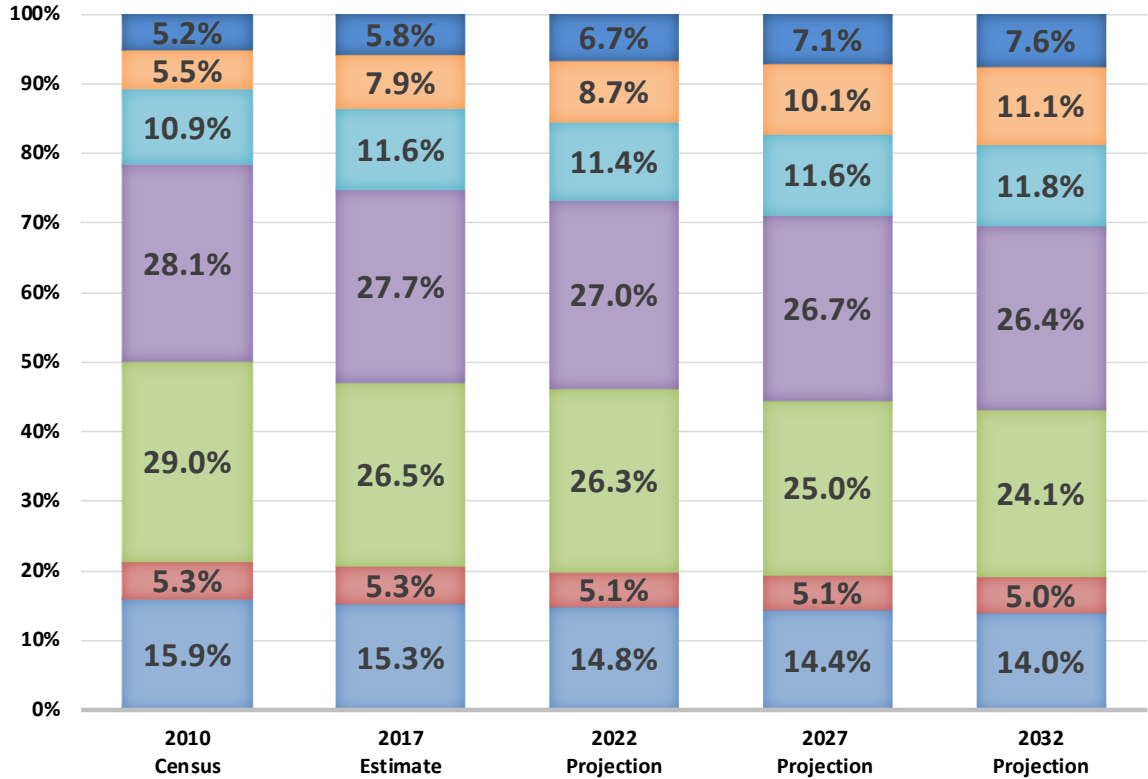


URBAN CORE

What Will Sandy Springs Look Like?

POPULATION BY AGE SEGMENT

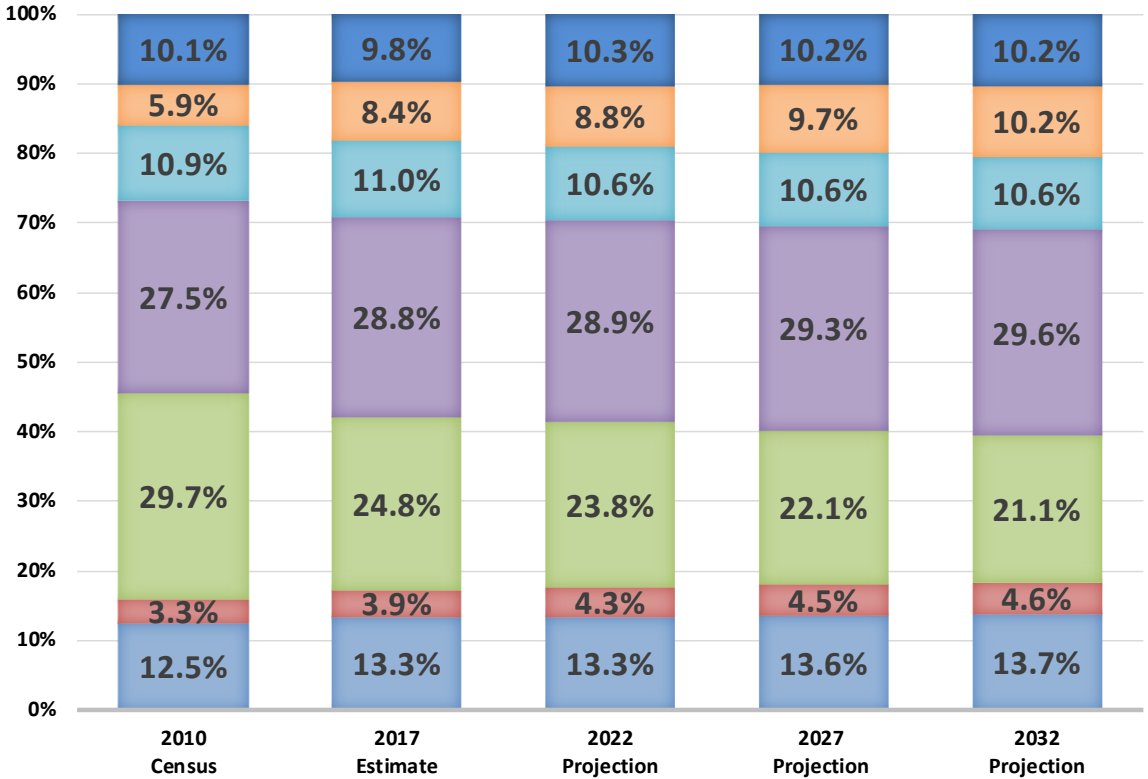
0-12 13-17 18-34 35-54 55-64 65-74 75+



CITY - OVERALL

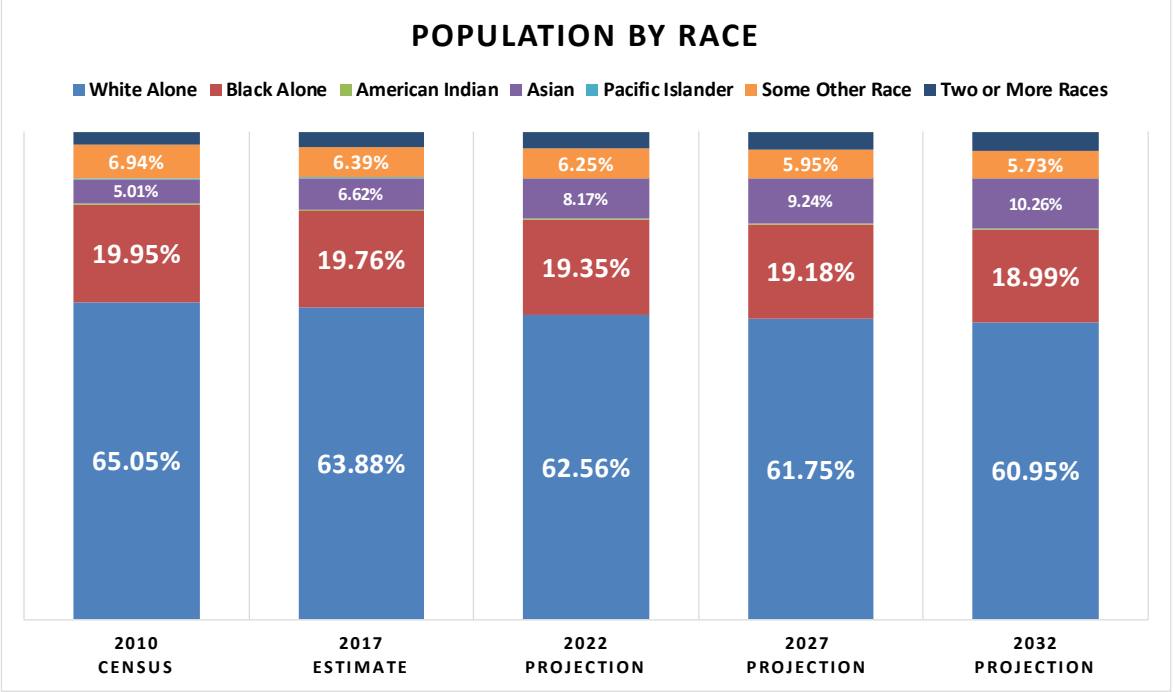
POPULATION BY AGE SEGMENT

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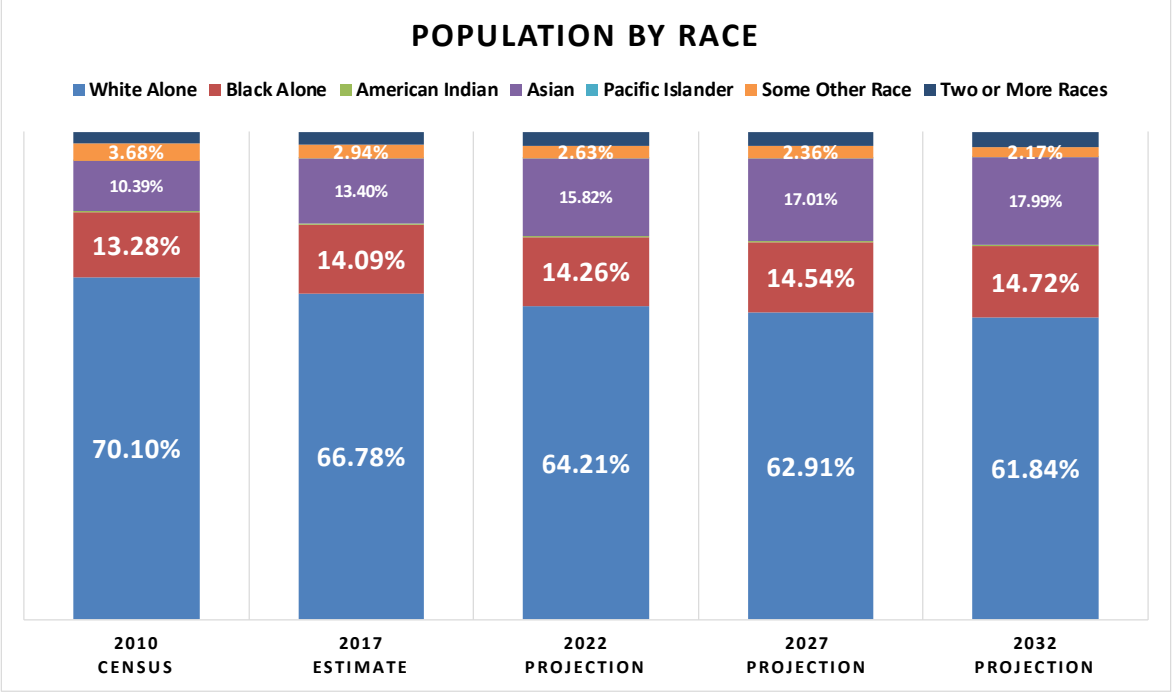


URBAN CORE

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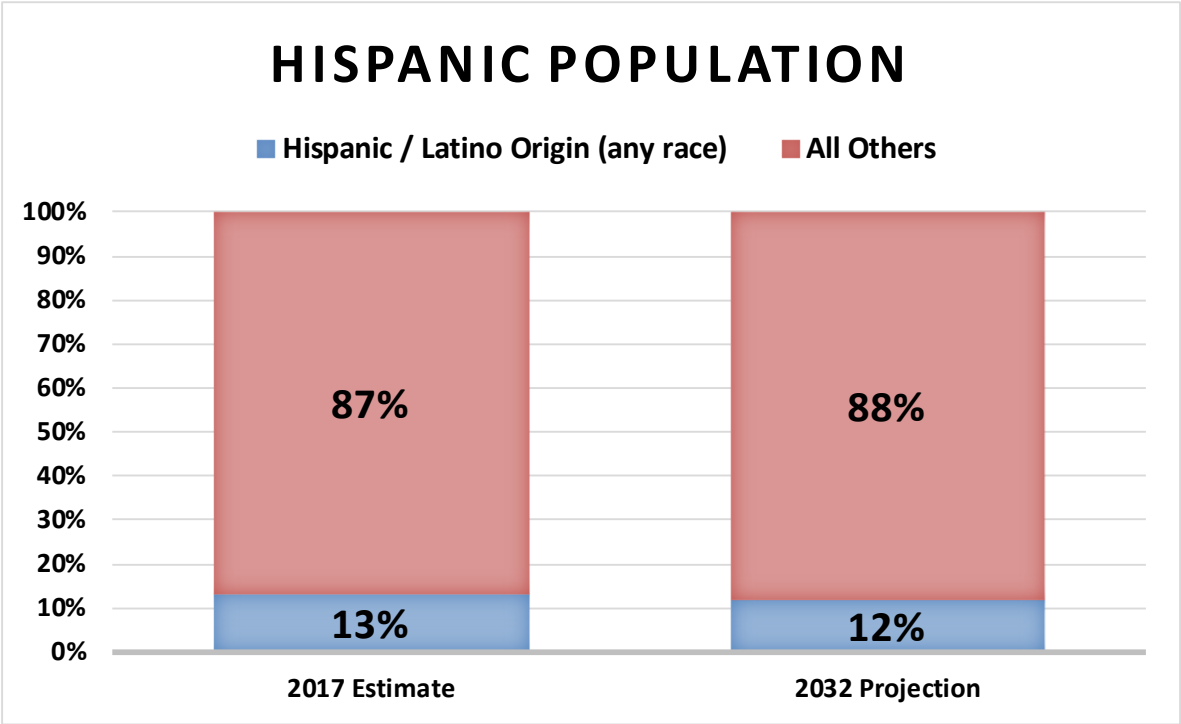


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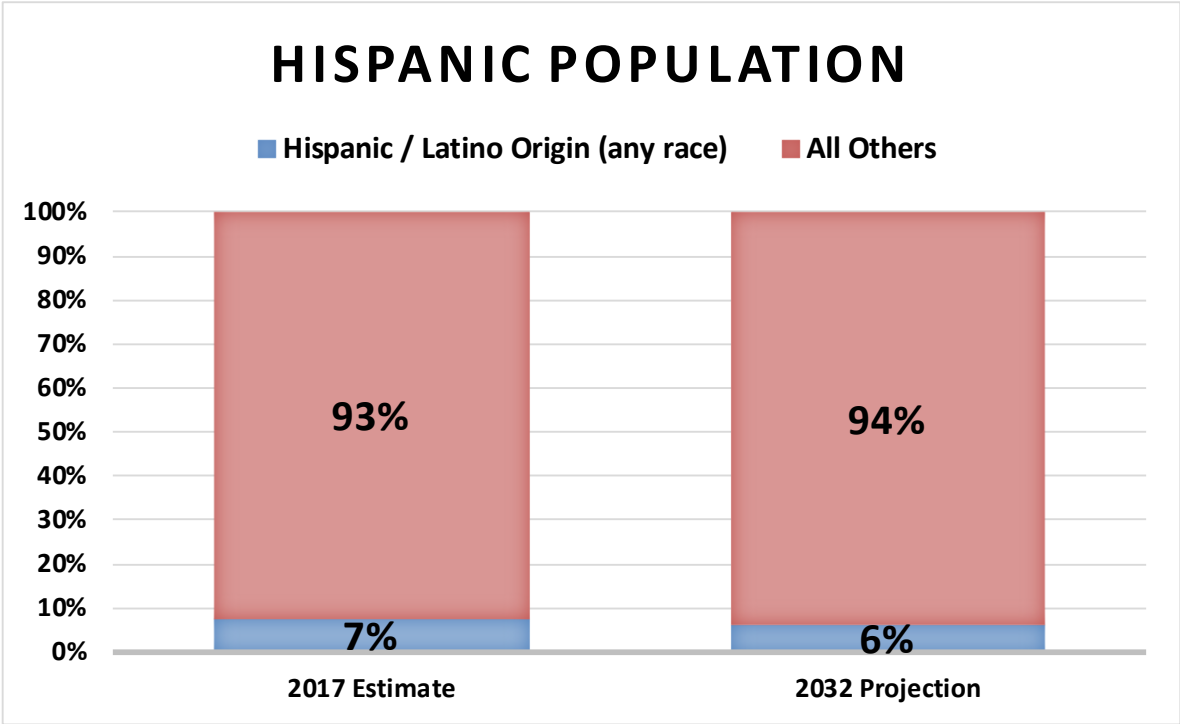


URBAN CORE

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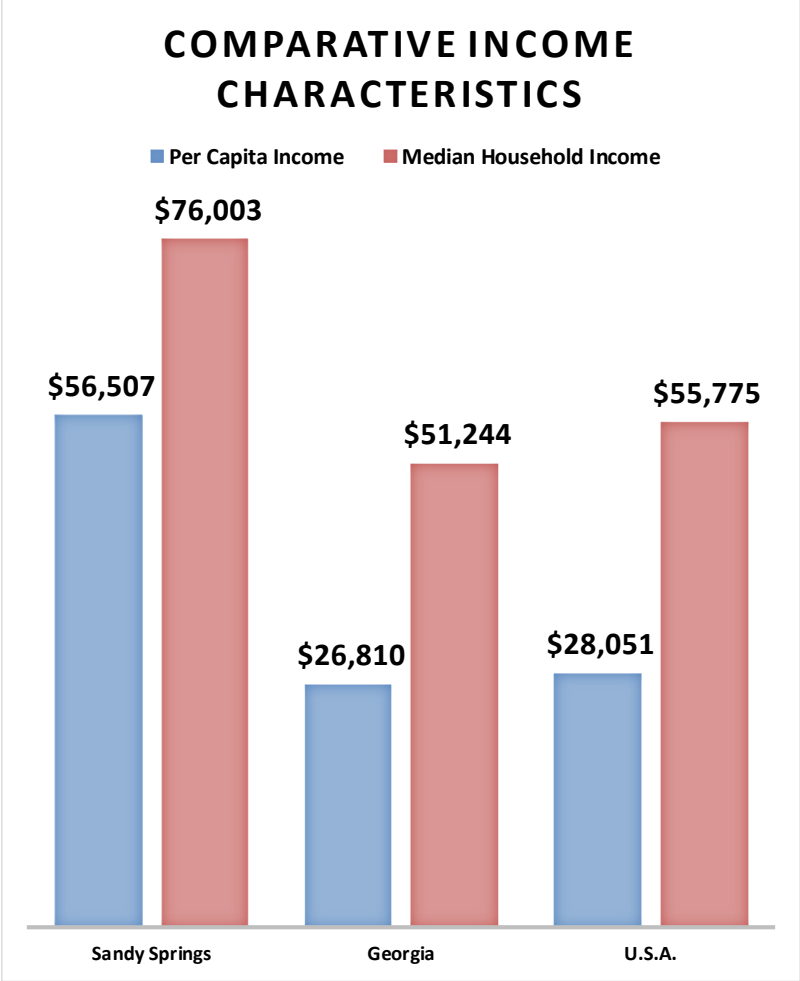


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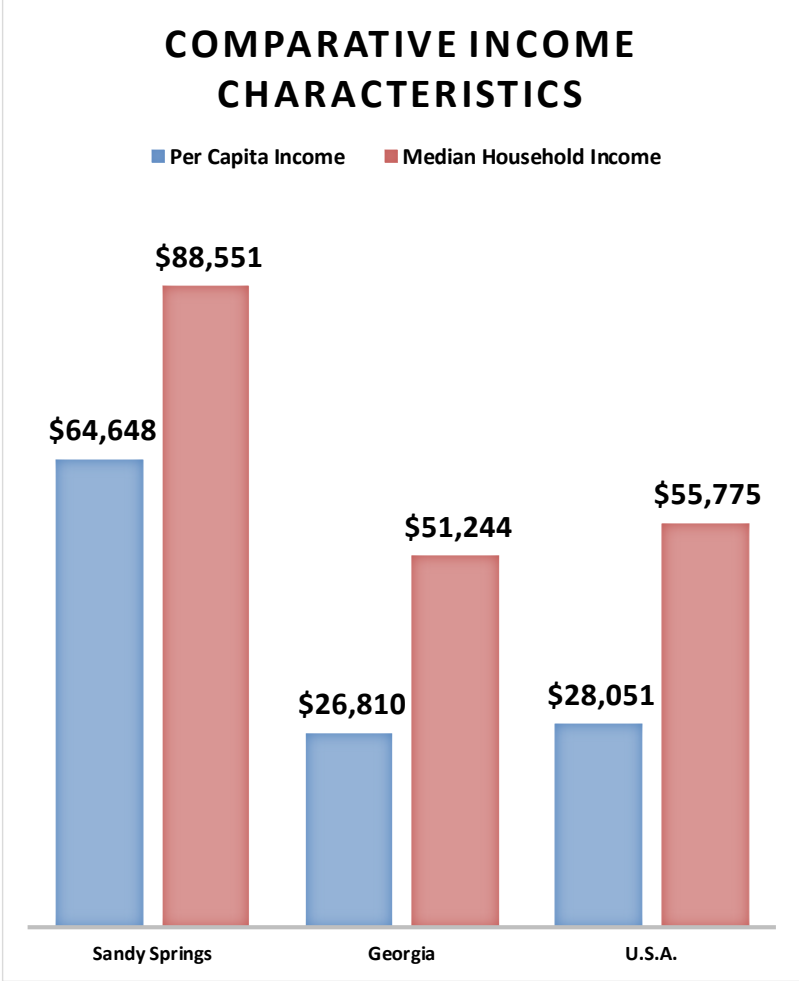


URBAN CORE

What Will Sandy Springs Look Like?



CITY - OVERALL



URBAN CORE

Demographic Summary

- **POPULATION:**

- Urban Core will make up about **23% of population in 2032** – currently makes up **16%**.
- Urban Core will account for **55% of the City's growth** in the next 15 years

- **AGE**

- Urban Core and Overall currently has, and will have in 15 years, about the same age segmentation breakdown.

- **ETHNICITY**

- White Alone – about the same in 15 years
- Black Alone – **4% less** in Urban core in 15 years
- Asian – **almost 8% more** in Urban Core in 15 years
- Hispanic - **50% less** in Urban Core in 15 years

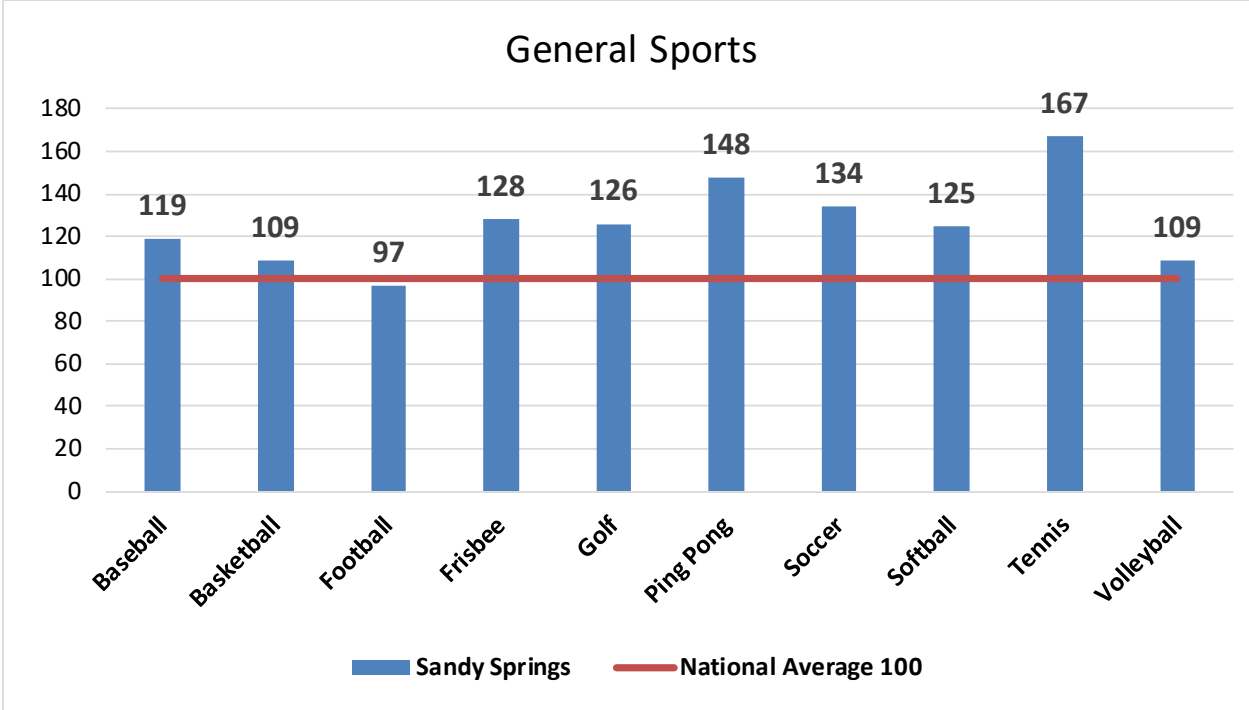
- **INCOME**

- Urban Core is 15% more affluent than the City Overall (both are above state and national averages)

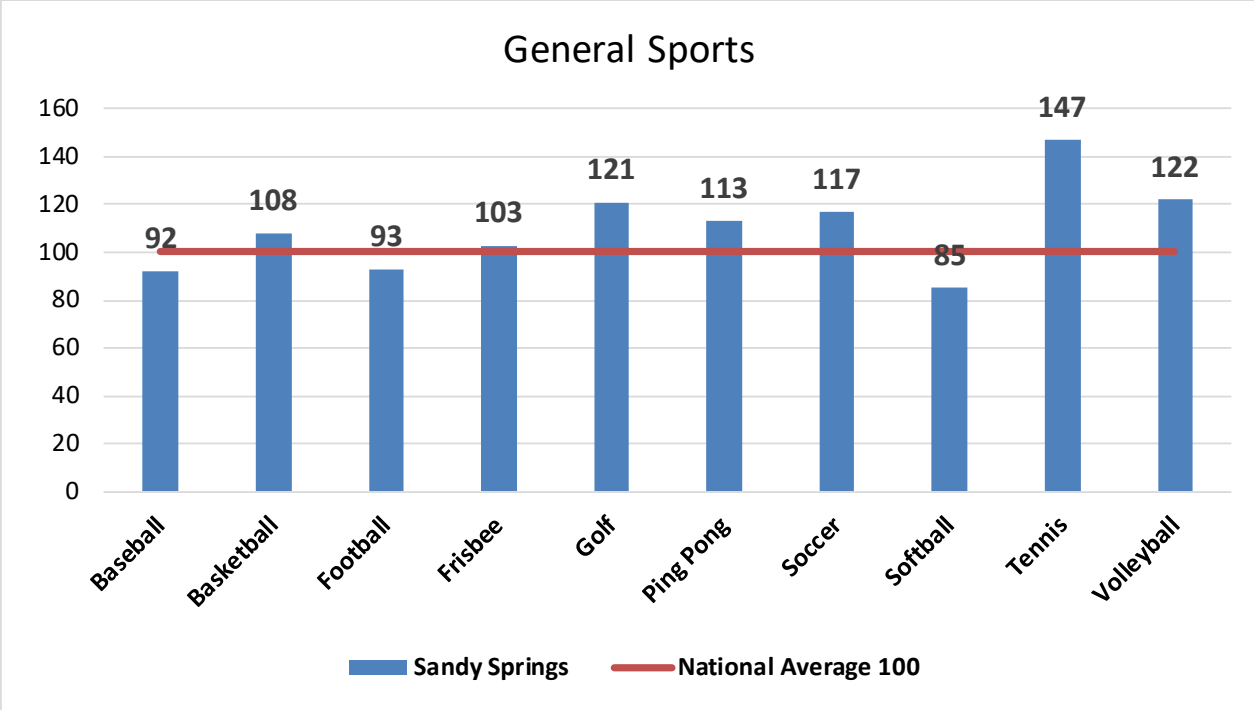
Market Potential Index

- SOURCE: ENVIRONMENTAL SYSTEMS RESEARCH INSTITUTE
- A Market Potential Index (MPI) measures the probable demand for a product or service in the service area.
- The MPI shows the likelihood that a resident of the target area will participate in certain activities when compared to the US National average.
- The National average is 100, therefore numbers below 100 would represent a lower than average participation rate, and numbers above 100 would represent higher than average participation rate.
- MPI for a product or service for an area is calculated by the ratio of the local consumption rate for a product or service for the area to the US consumption rate for the product or service, multiplied by 100.
- MPIs are derived from the information integration from four consumer surveys.

What Will Sandy Springs Look Like?

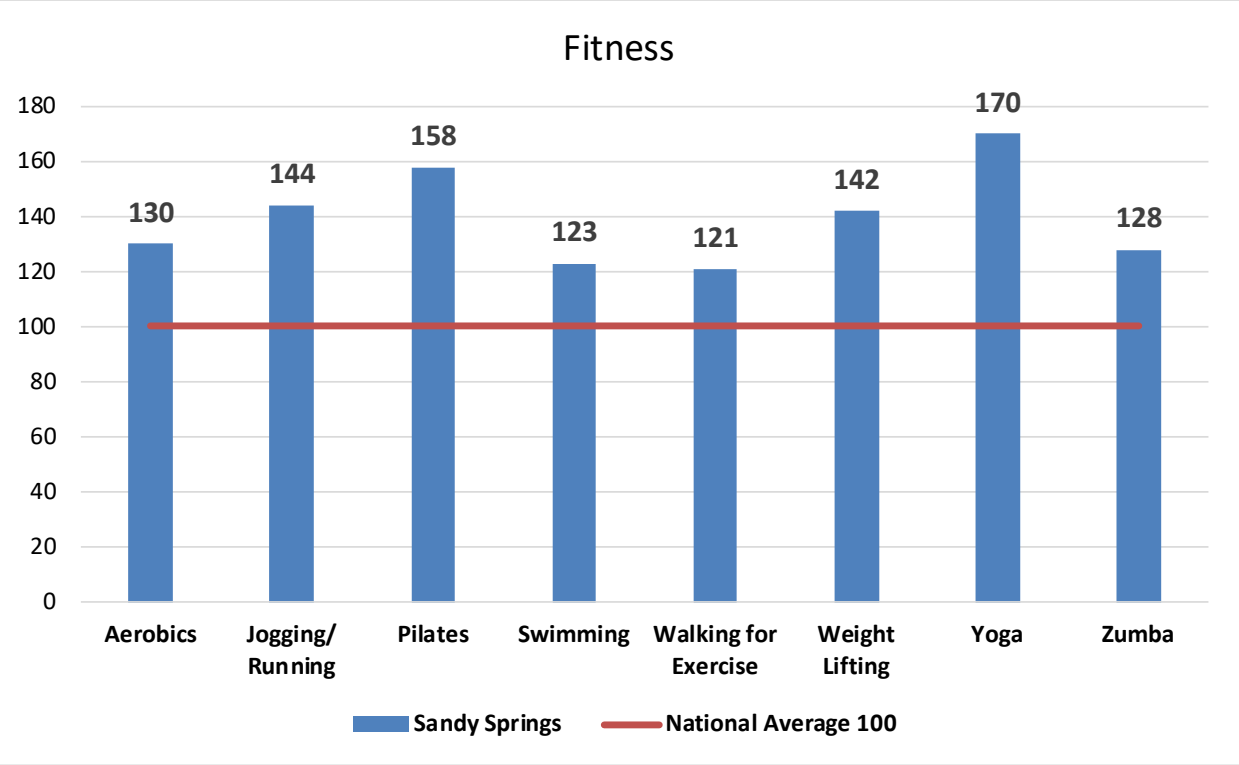


CITY - OVERALL

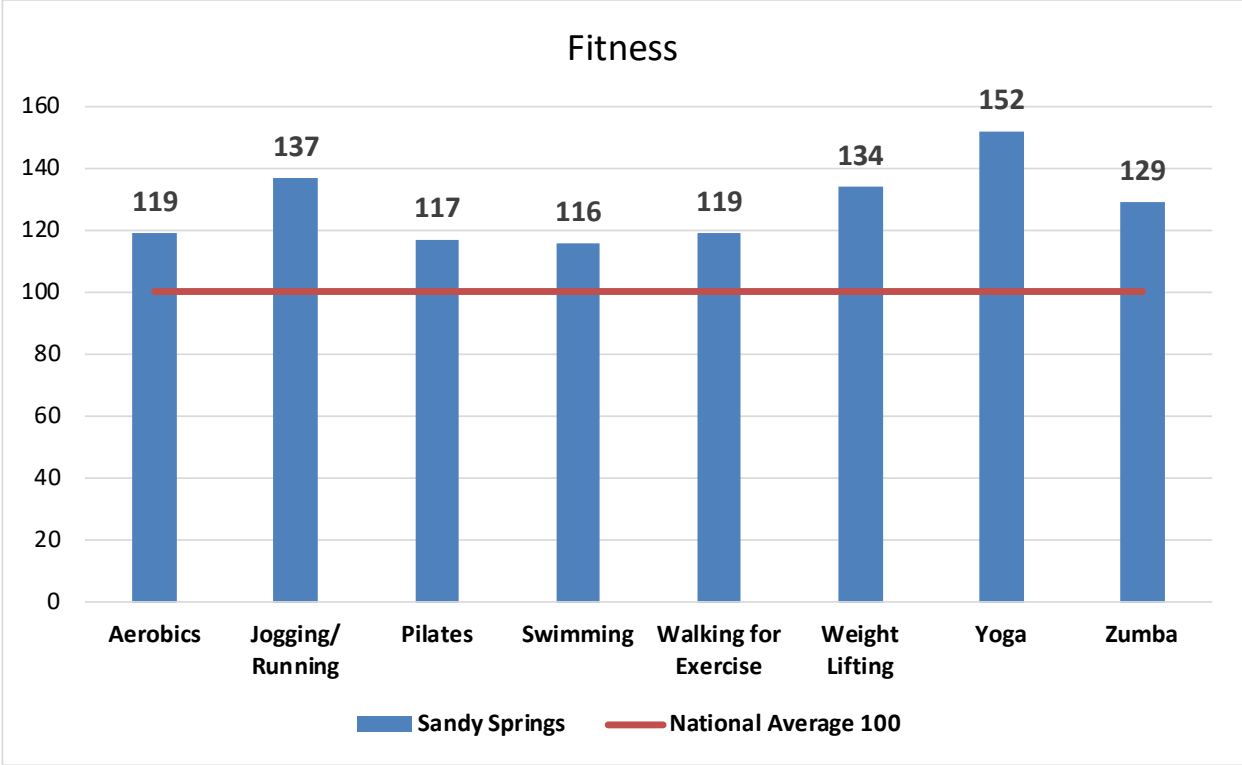


URBAN CORE

What Will Sandy Springs Look Like?



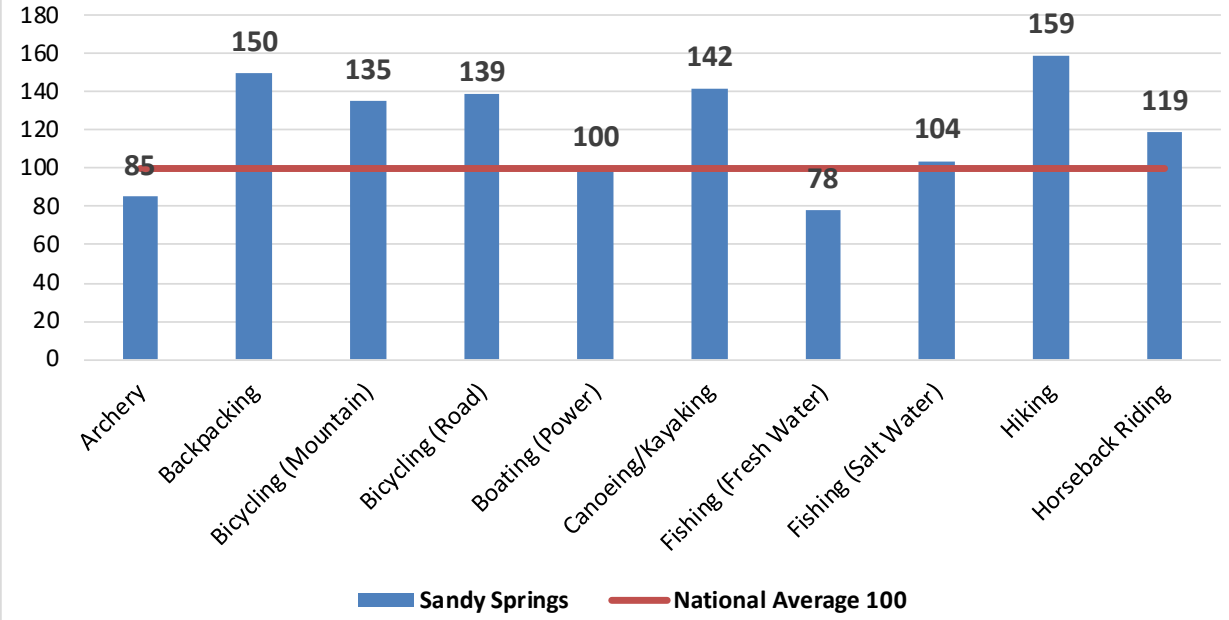
CITY - OVERALL



URBAN CORE

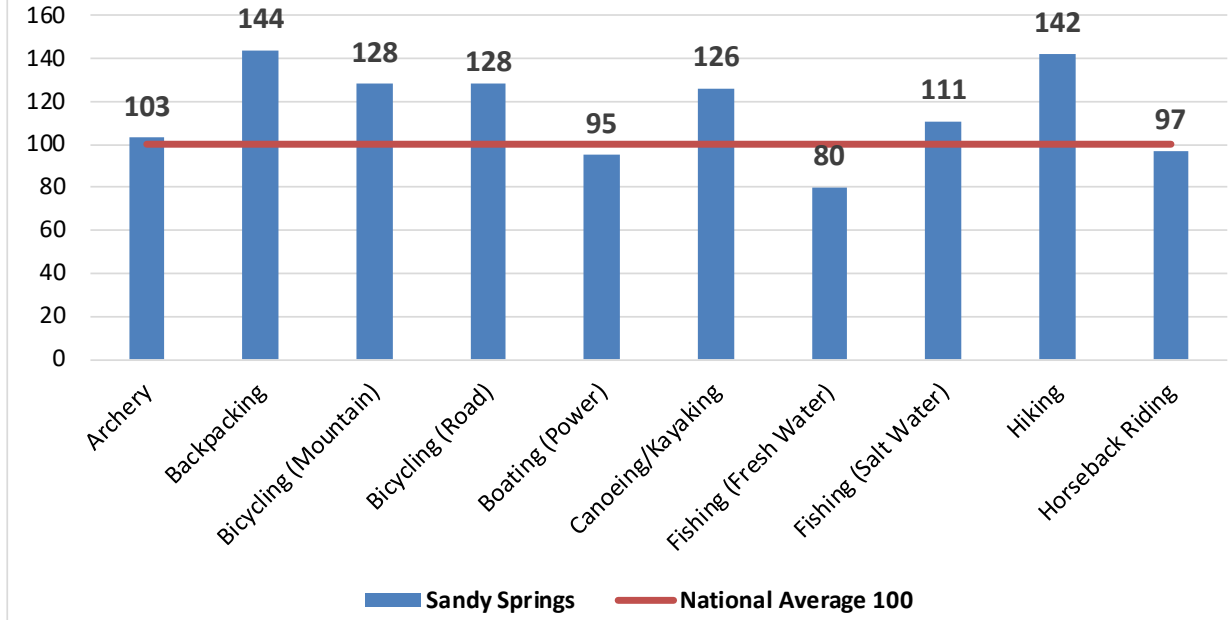
What Will Sandy Springs Look Like?

Outdoor Activity



CITY - OVERALL

Outdoor Activity



URBAN CORE

MPI Summary

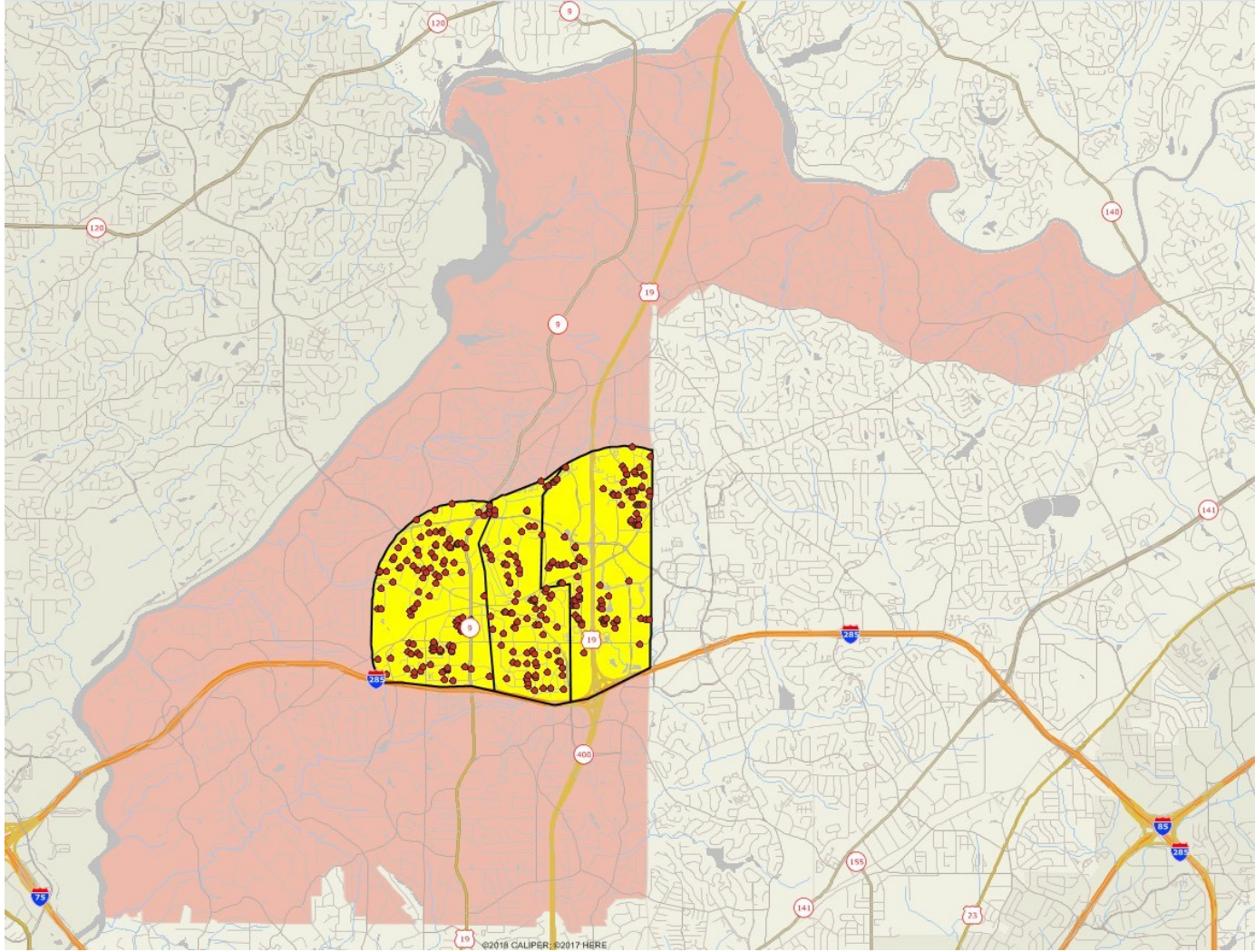
- **General Sports**
 - Urban Core has average or above average demand for general sport activities as does Overall, however, **Urban Core is in less demand** than Overall with the exception of **Volleyball**
- **Fitness**
 - Urban Core has above average demand for fitness activities as does Overall, however, **Urban Core is in less demand** than Overall with the exception of **Weight Lifting, Yoga and Zumba**
- **Outdoor Activities**
 - Urban Core has average or above average demand for most outdoor activities as does Overall, however, **Urban Core is in less demand** than Overall with the exception of **Archery and Fishing**.

Community Survey Results – Urban Core

Statistically Valid Public Survey

- Only scientific and defensible method to understand community needs
- Administered by mail/phone/web
- Developed in partnership with the City
- Methodology allows high return rate (25%-35%)
- Total of 400 completed surveys, 95% level of confidence with a margin of error of +/- 5% (Goal was 375)

Statistically Valid Community Survey

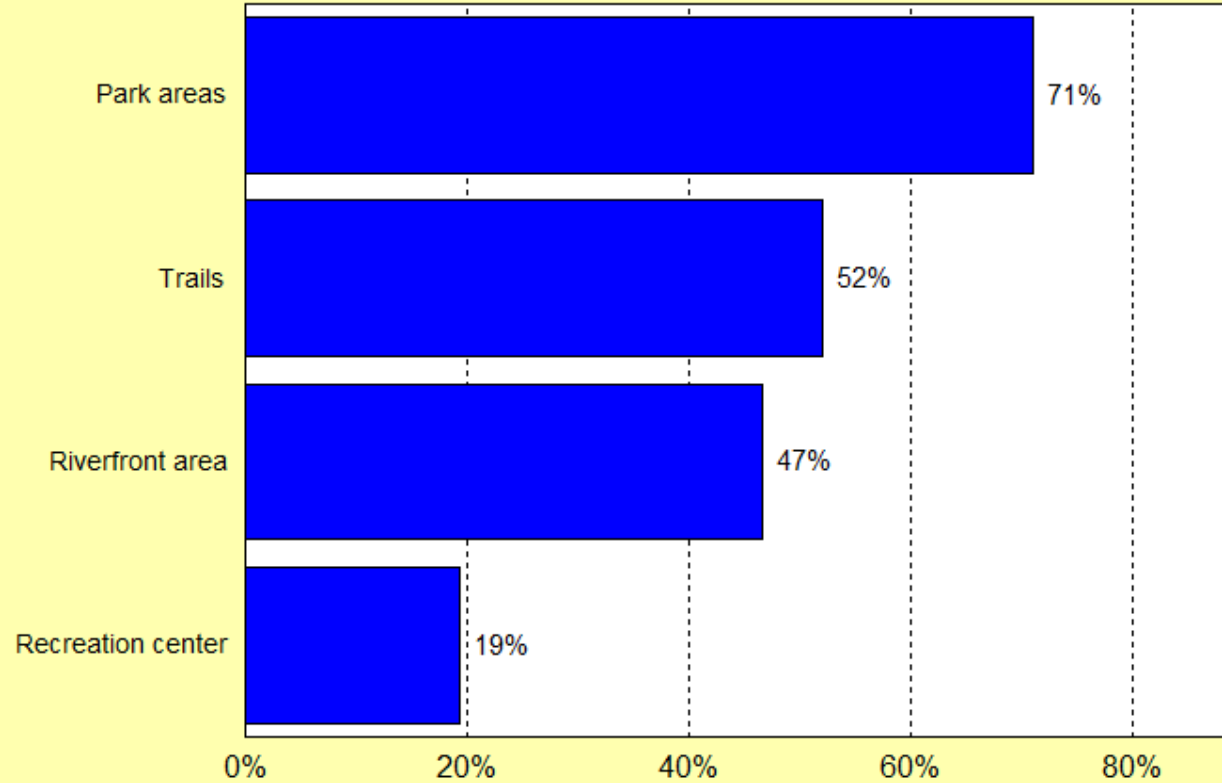


Community Survey

Visitation and Condition

Q1. Recreation and Parks Facilities Households Have Used in the Past 12 Months

by percentage of respondents (multiple choices could be made)

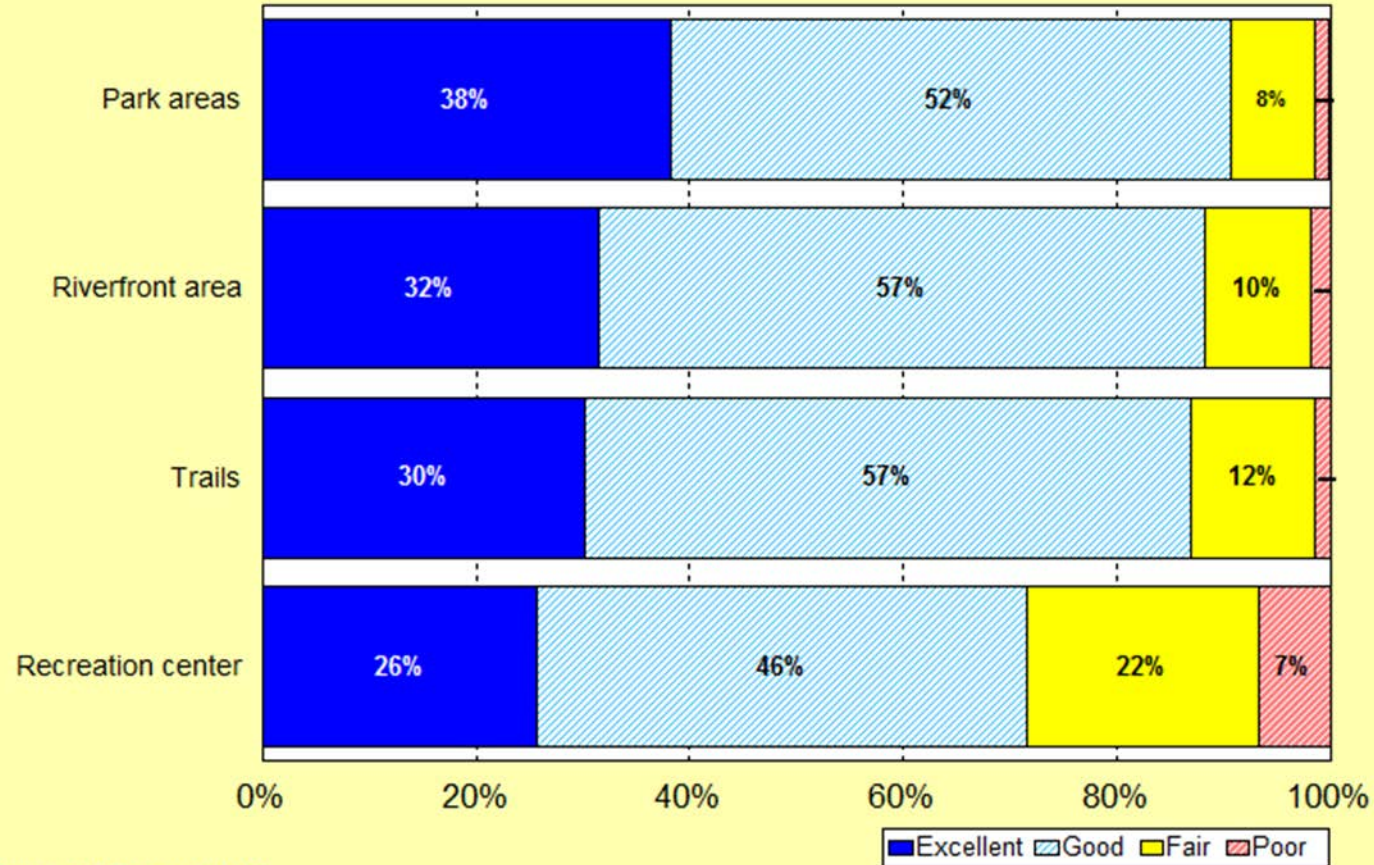


Source: ETC Institute (2018)

- The national benchmark for visitation of parks = 79%
- The national benchmark for visitation of trails = 79%.

Q1. How Households Rate the Condition of Recreation and Parks Facilities They Have Used in the Past 12 Months

by percentage of respondents who have used parks/facilities in the past 12 months

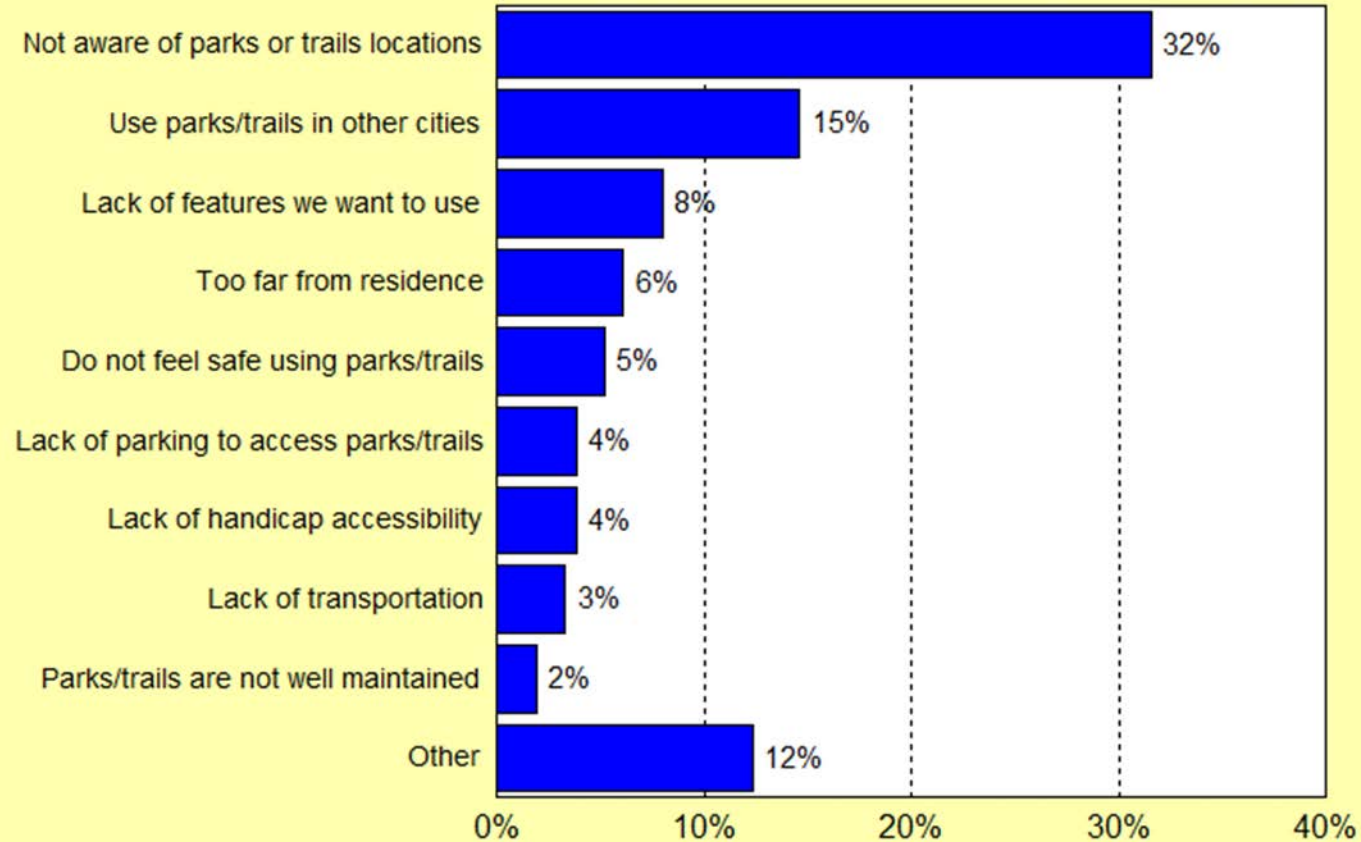


Source: ETC Institute (2018)

The national benchmark for excellent condition rating of parks, trails, facilities for excellent is 31%.

Q1a. Reasons Households Have Not Visited City of Sandy Springs Parks or Trails in the Past 12 Months

by percentage of respondents who have not used parks/facilities in the past 12 months (multiple choices could be made)



Source: ETC Institute (2018)

National Benchmark for:
“I do not know what is being offered” is 24%.
“Use Parks/Trails in other cities” is 10%

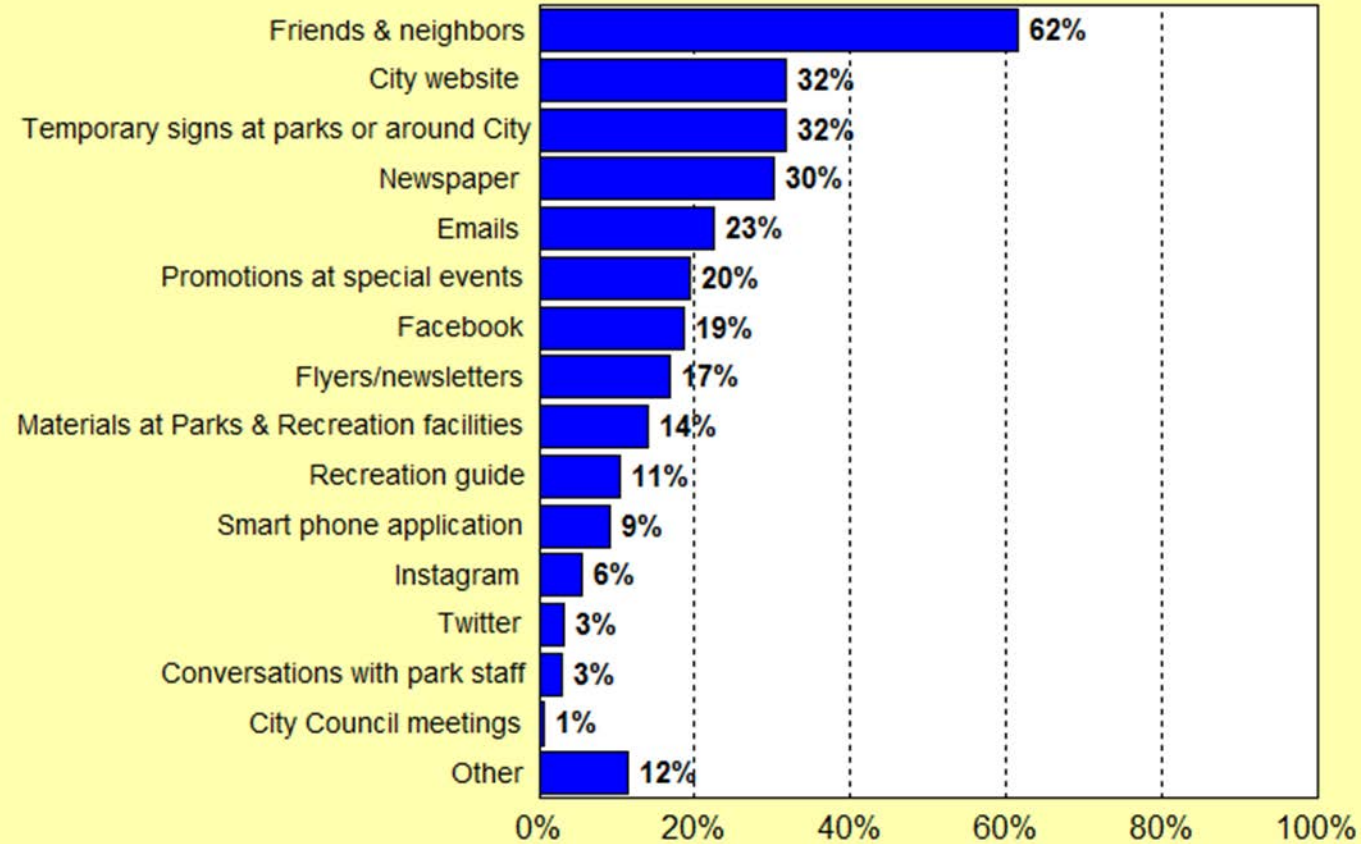
Visitation and Condition Summary

- **Below Average Utilization** of the system
- **Above Average Condition Ratings** of the System
- **Lack of Awareness** of the system is the key contributor to people not using the system

Community Survey Program Participation and Quality

Q2. Ways Respondent Households Learn About Recreation Programs and Activities

by percentage of respondents (multiple choices could be made)

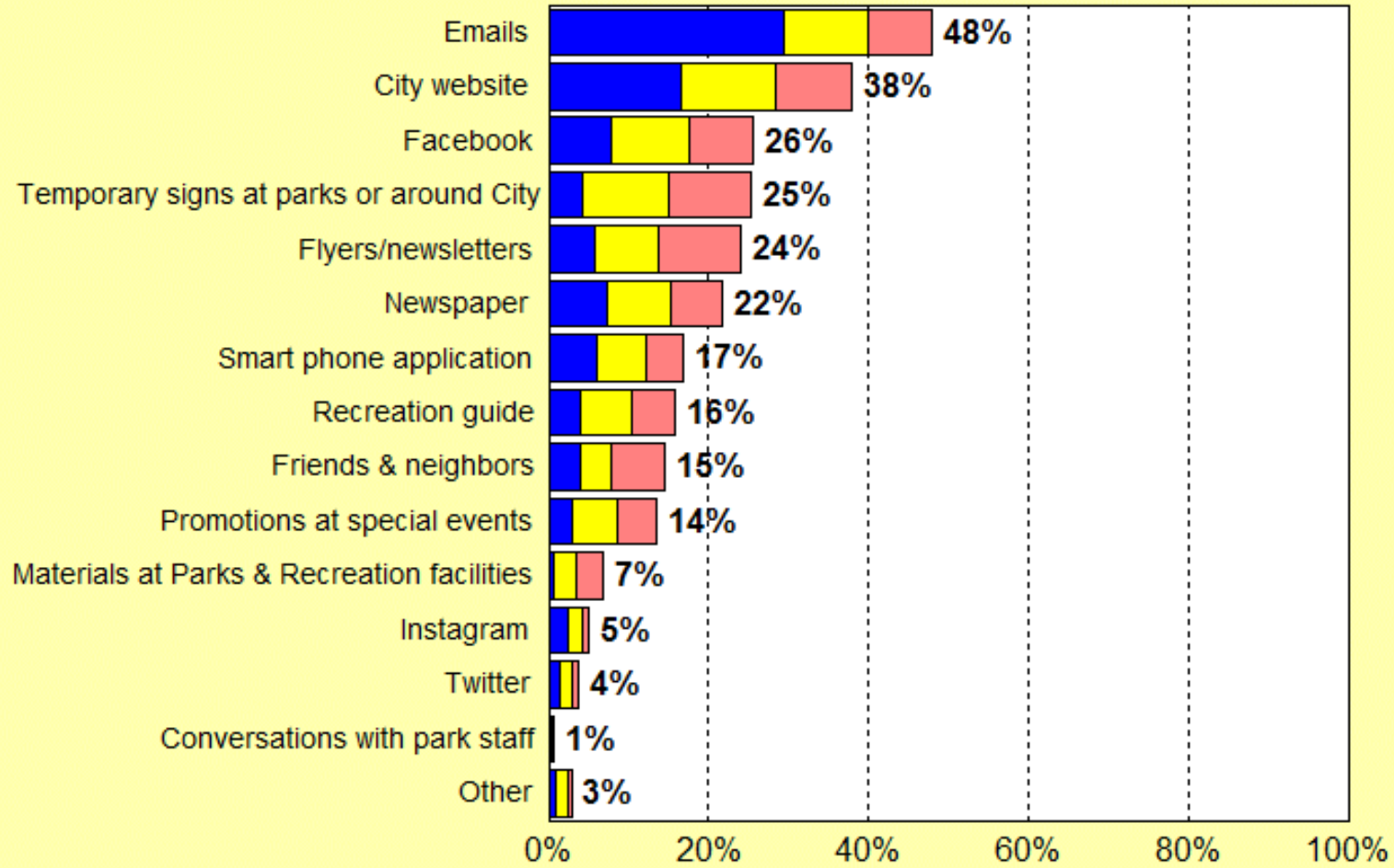


Source: ETC Institute (2018)

National Benchmark for:
“Friends & neighbors” is 43%.
“Website” is 31%

Q3. Methods of Communication Respondents Most Prefer the City to Use to Communicate About Recreation Programs

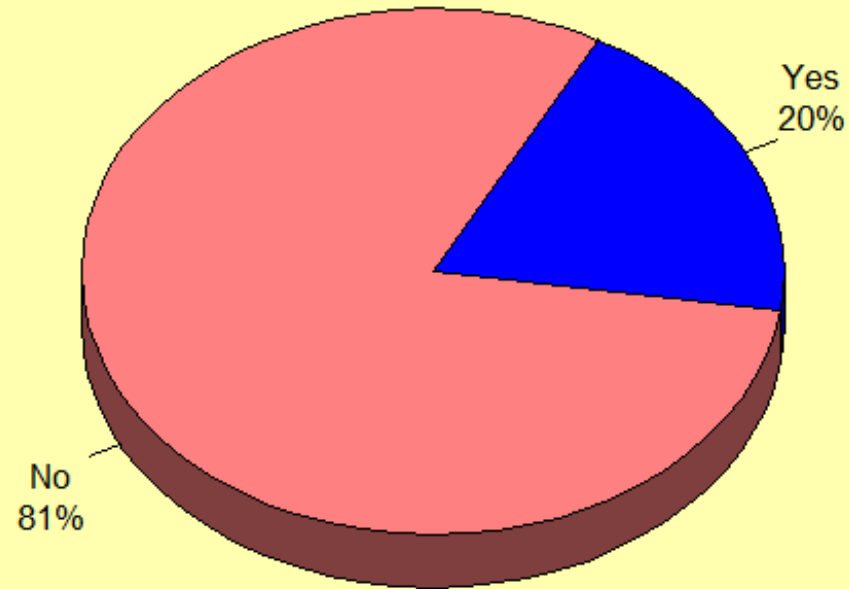
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2018)

Q4. Has Your Household Participated in Recreation Programs Offered by the City of Sandy Springs in the Past 12 Months

by percentage of respondents

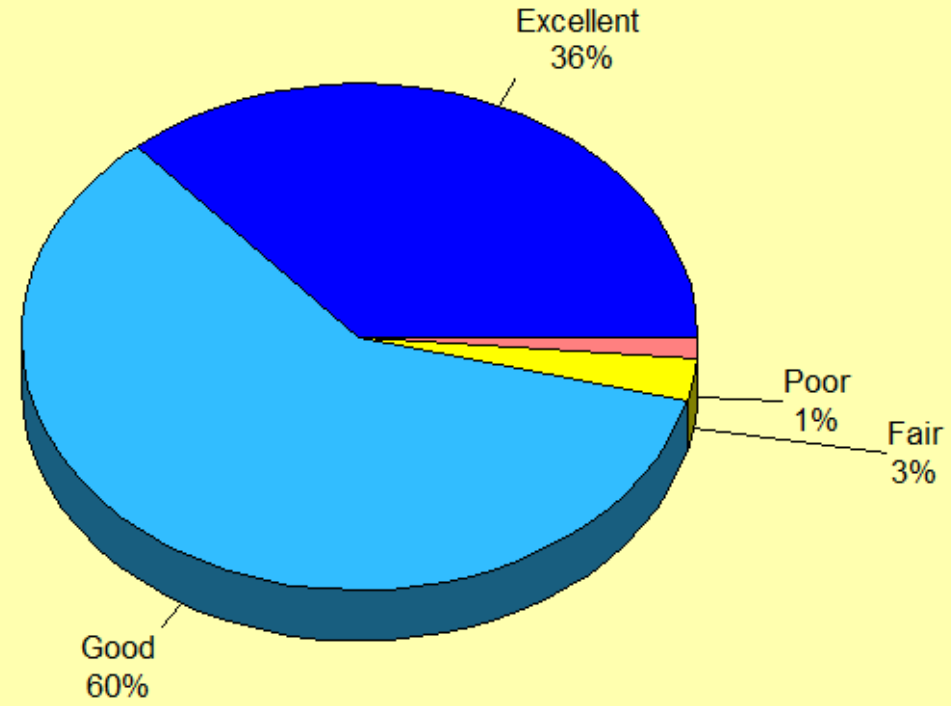


Source: ETC Institute (2018)

The national benchmark for program participation is 34%.

Q4a. How Respondents Rate the Overall Quality of the Recreation Programs They Have Participated In

by percentage of respondents who have participated in a program or activity in the past 12 months
(Excluding "Not Provided")

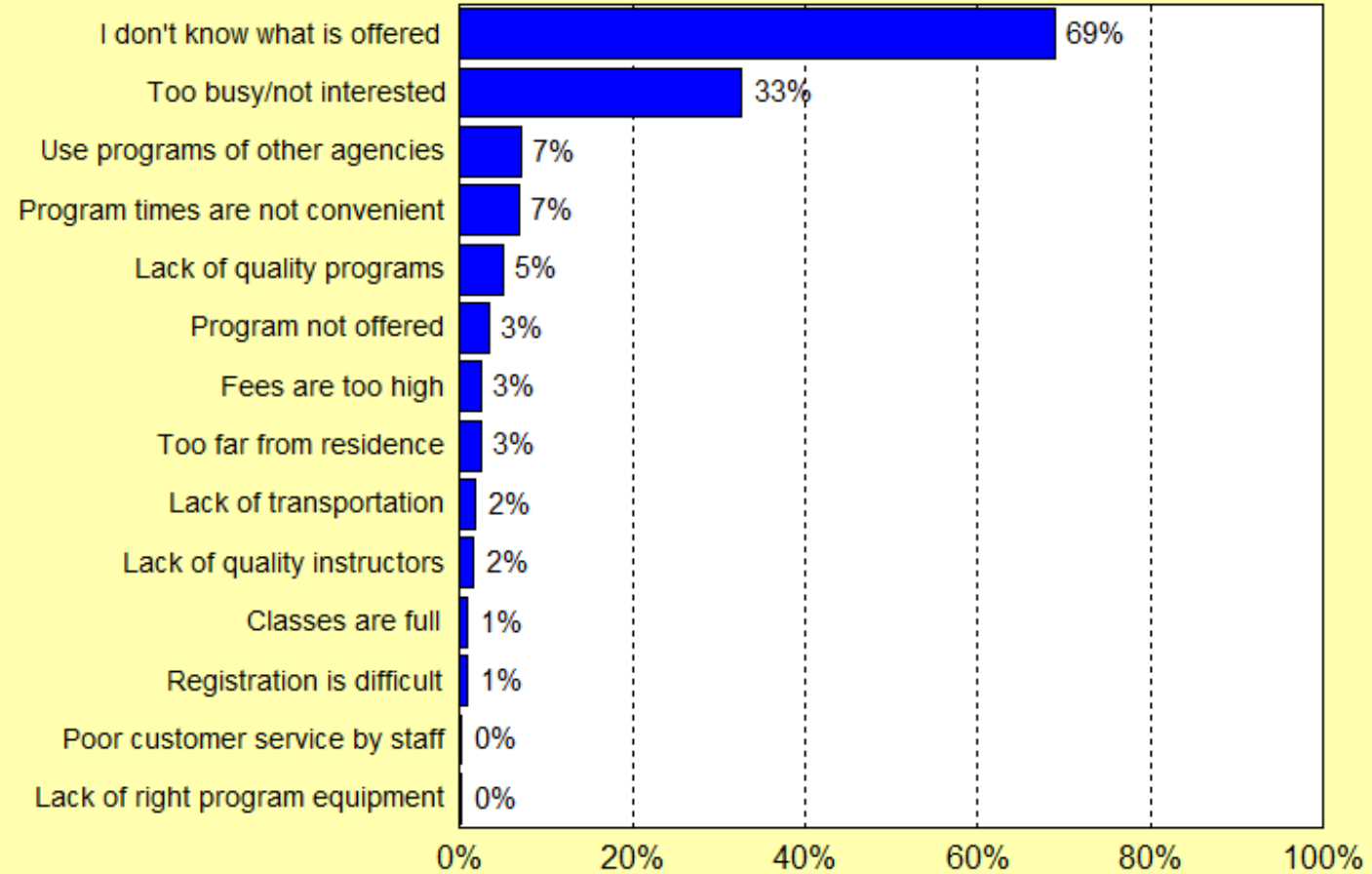


Source: ETC Institute (2018)

The national benchmark for excellent is 36%.

Q4b. Reasons Households Have Not Participated or Have Not Participated More Often

by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2018)

The national benchmark for not knowing what is offered is 24% and for too busy/not interested is 34%

Programs and Services Summary

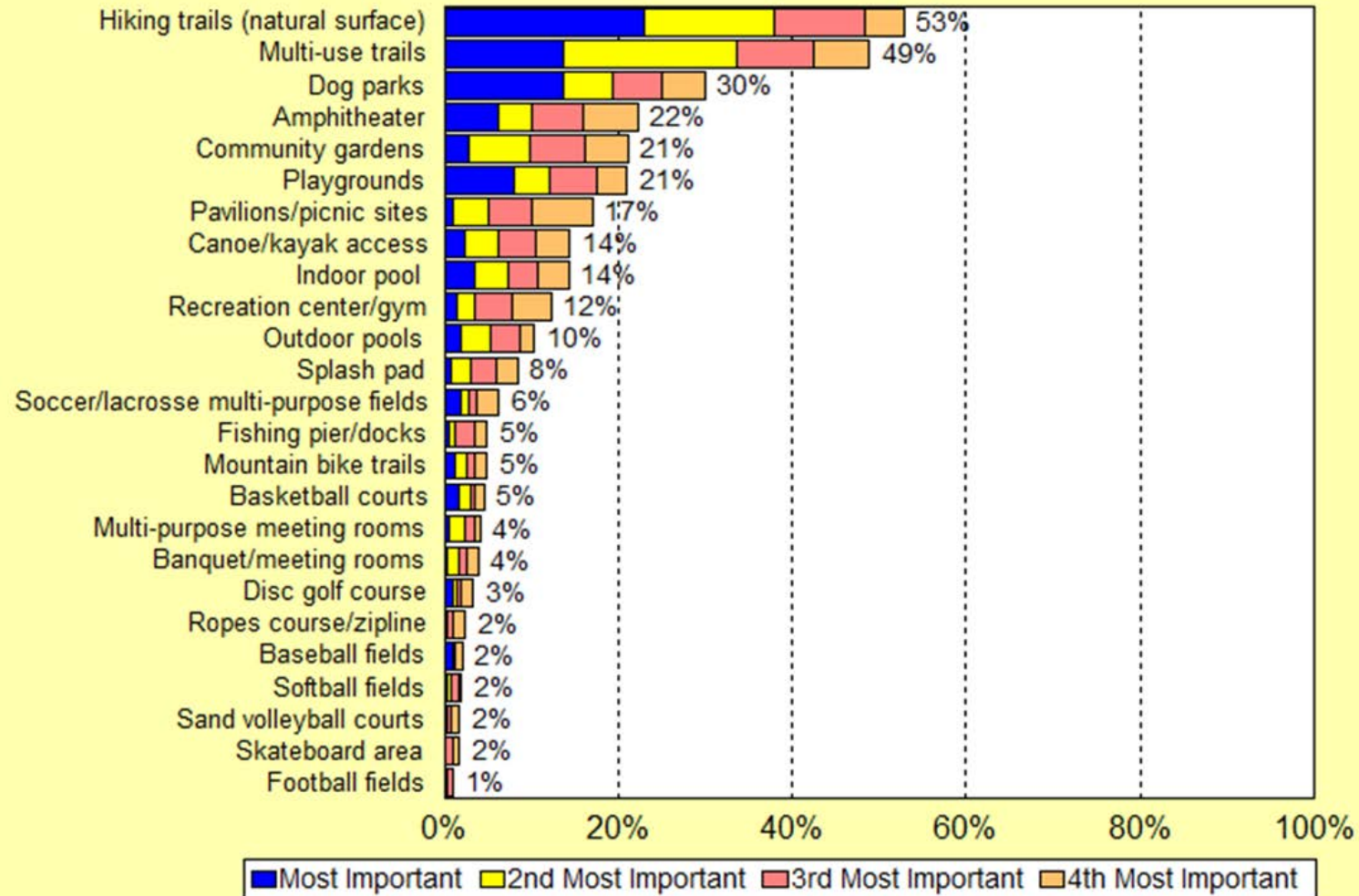
- **Word of Mouth** is how people **currently learn** about programs and services
- **Would prefer to learn** about offerings via **technology** – (email, website, Facebook)
- **Below average participation** in programs
- **Average rating of quality** of programs
- **Lack of awareness** is key contributor to below average participation

Community Survey

Facility and Amenity Needs

Q8. Facilities That Are Most Important to Households

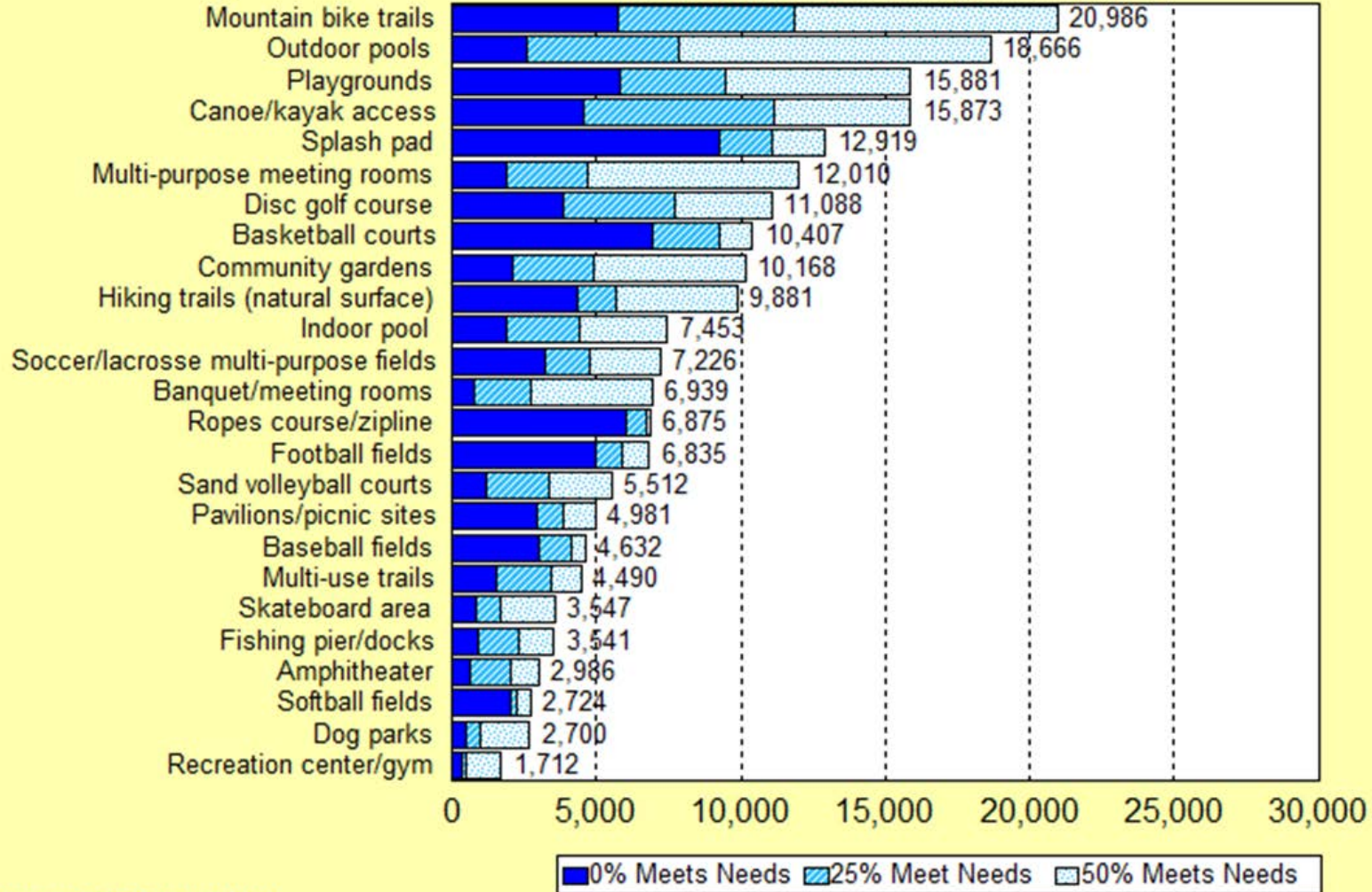
by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2018)

Q7-3. Estimated Number of Households Whose Needs for Facilities Are Being 50% Met or Less

by number of households based on 48,640 households in the City of Sandy Springs

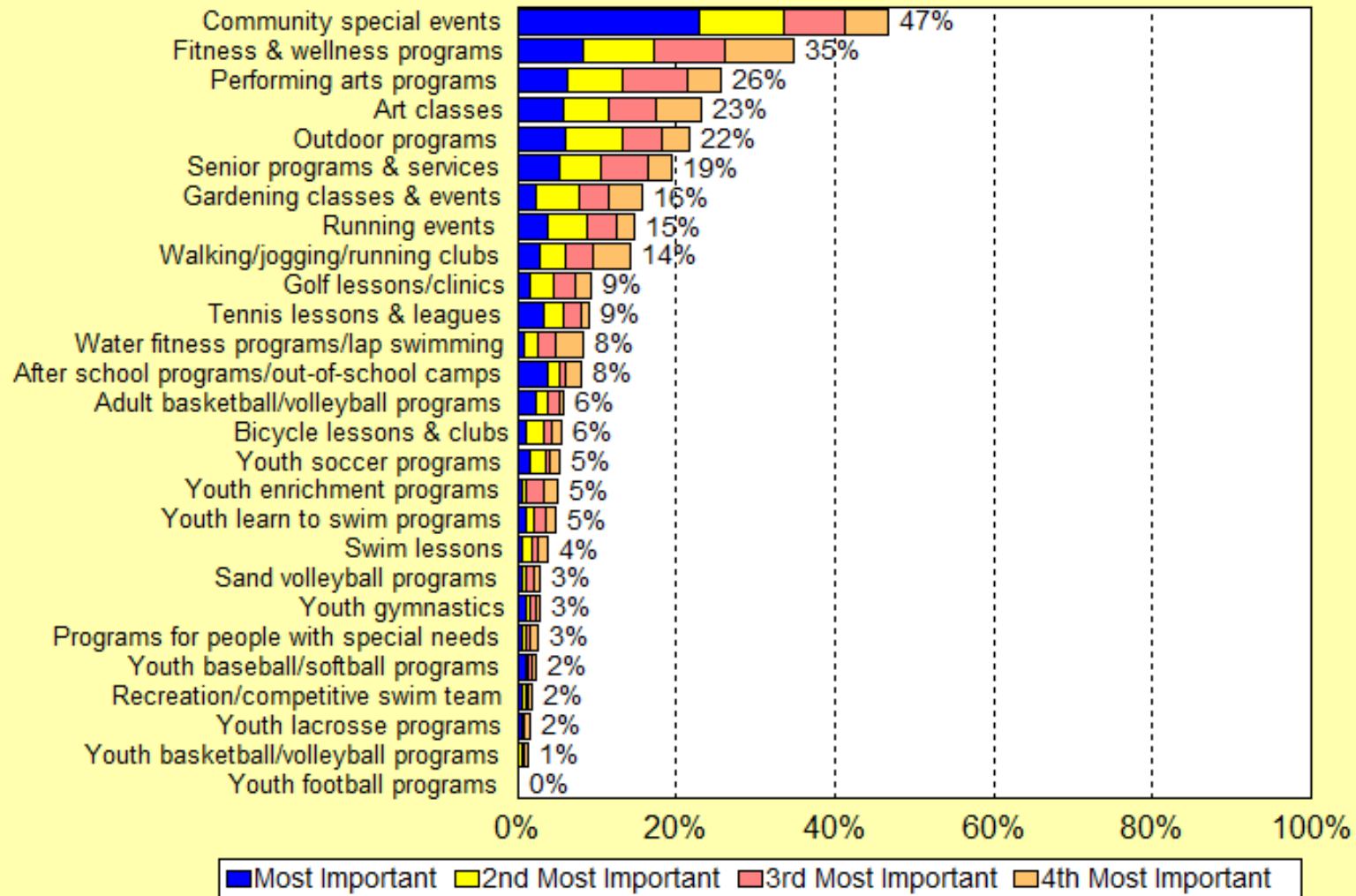


Source: ETC Institute (2018)

Community Survey Program and Activity Needs

Q10. Programs That Are Most Important to Households

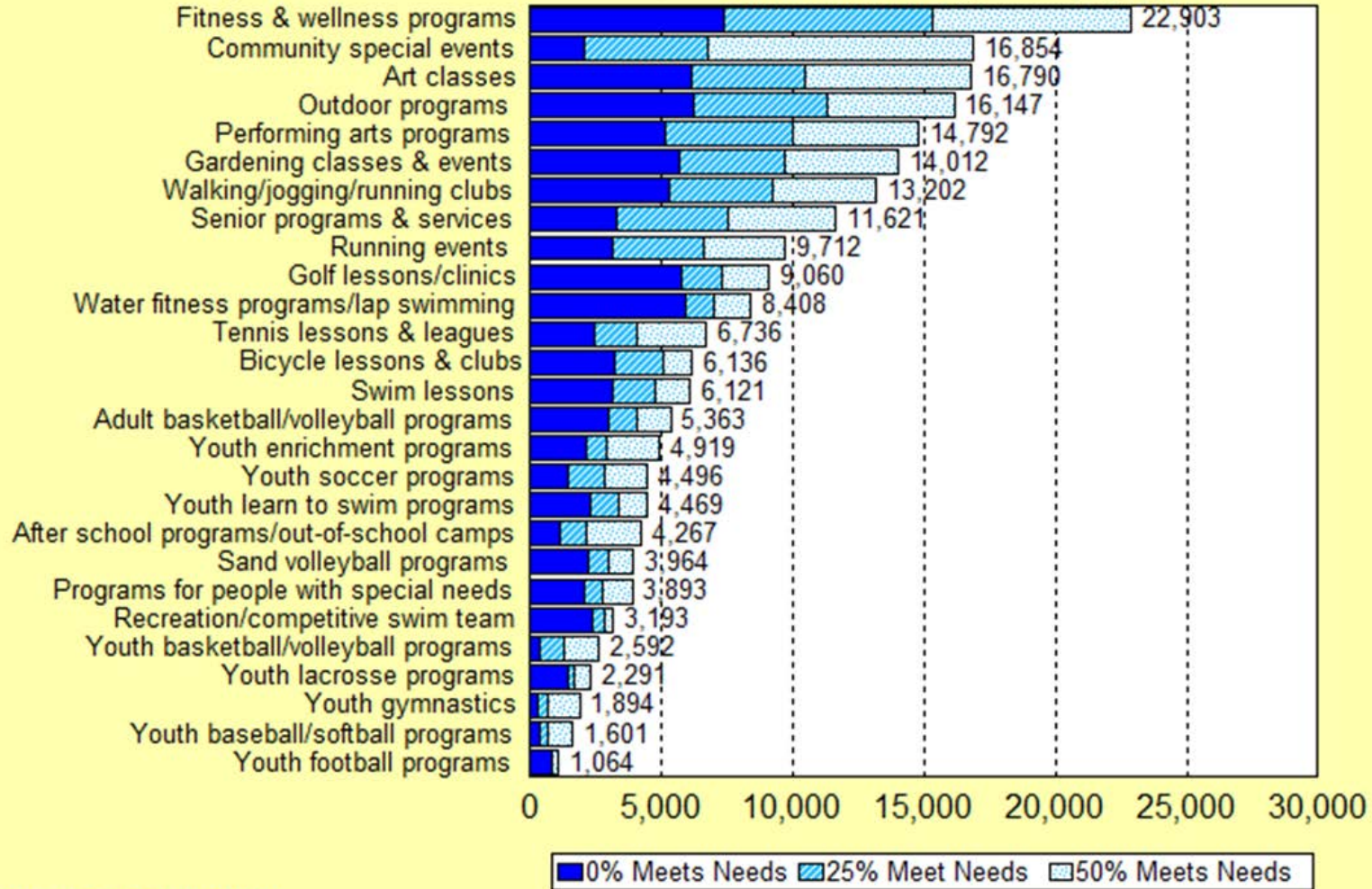
by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2018)

Q9-3. Estimated Number of Households Whose Needs for Programs Are Being 50% Met or Less

by number of households based on 48,640 households in the City of Sandy Springs



Source: ETC Institute (2018)

Community Needs Summary

Needs Analysis Methodology

This model evaluates both quantitative and qualitative data

- **Quantitative data** includes the **community surveys**, which asked residents to list unmet needs and rank their importance.
- **Qualitative data** includes resident **feedback** obtained from staff **input**, local **demographics**, recreation **trends**, and planning team **observations**.
- A weighted scoring system is used to determine the priorities for facilities and programs and services
- The results of the priority ranking are tabulated into three categories: High Priority (top third), Medium Priority (middle third), and Low Priority (bottom third).

Programs and Services Prioritized Needs

<u>Program/Service</u>	<u>Priority</u>
Fitness and Wellness	High
Community Special Events	
Art and Culture	
Outdoor Recreation Programs	
Socialization with Dogs	
Visiting Parks (playgrounds)	
Interpretive and Naturalist Programs	Medium
Senior Programs and Services	
Walking/jogging/running events and clubs	
Golf	
Water fitness programs/lap swimming	
Picnicking	
Tennis	Low
Adult Sports	
Swim Lessons/Swim Teams	
Programs for people with special needs	
Youth Sports	
Youth Out of School Programs/Camps	

Park, Facility, and Amenity Prioritized Needs

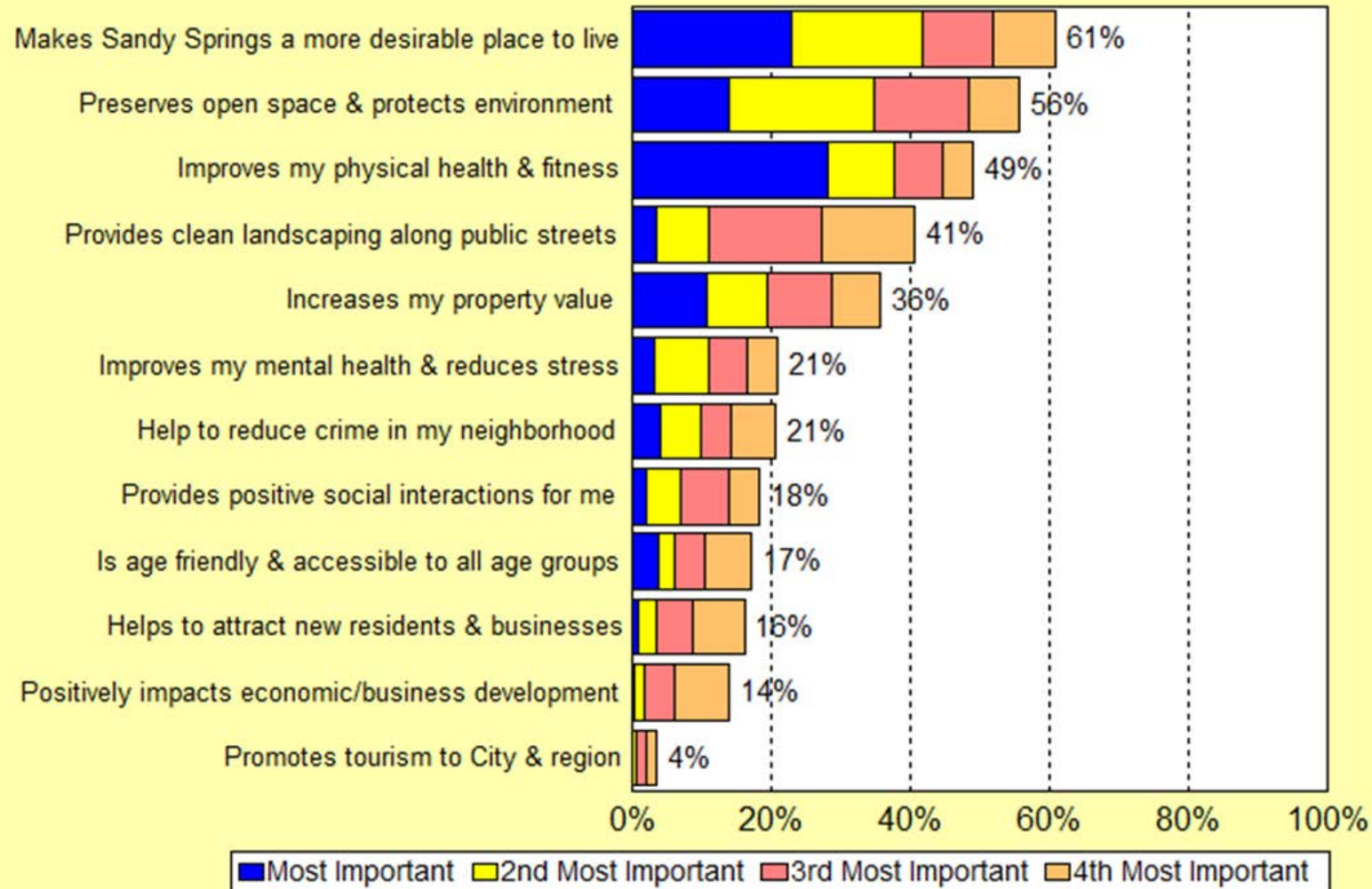
<u>Facility/Amenity</u>	<u>Priority</u>
Walking, Hiking and Biking Soft Surface Trails	High
Playgrounds	
Multi-use Trails (Paved for walk/run/bike)	
Mountain Bike Trails	
Pools/Splash Pads	
Canoe/Kayak Access	
Community Gardens	Medium
Dog Parks	
Indoor Meeting/Event Spaces	
Disc Golf	
Pavilions and Picnic Shelters	
Outdoor Basketball Courts	
Amphitheater	Low
Athletic Fields	
Skateparks	
Indoor Gymnasiums	
Outdoor Basketball Courts	
Outdoor Sand Volleyball Courts	
Fishing Piers/Docks	
Ropes Courses/Ziplines	

Community Survey

Public Support

Q6. Benefits That Are Most Important to Households

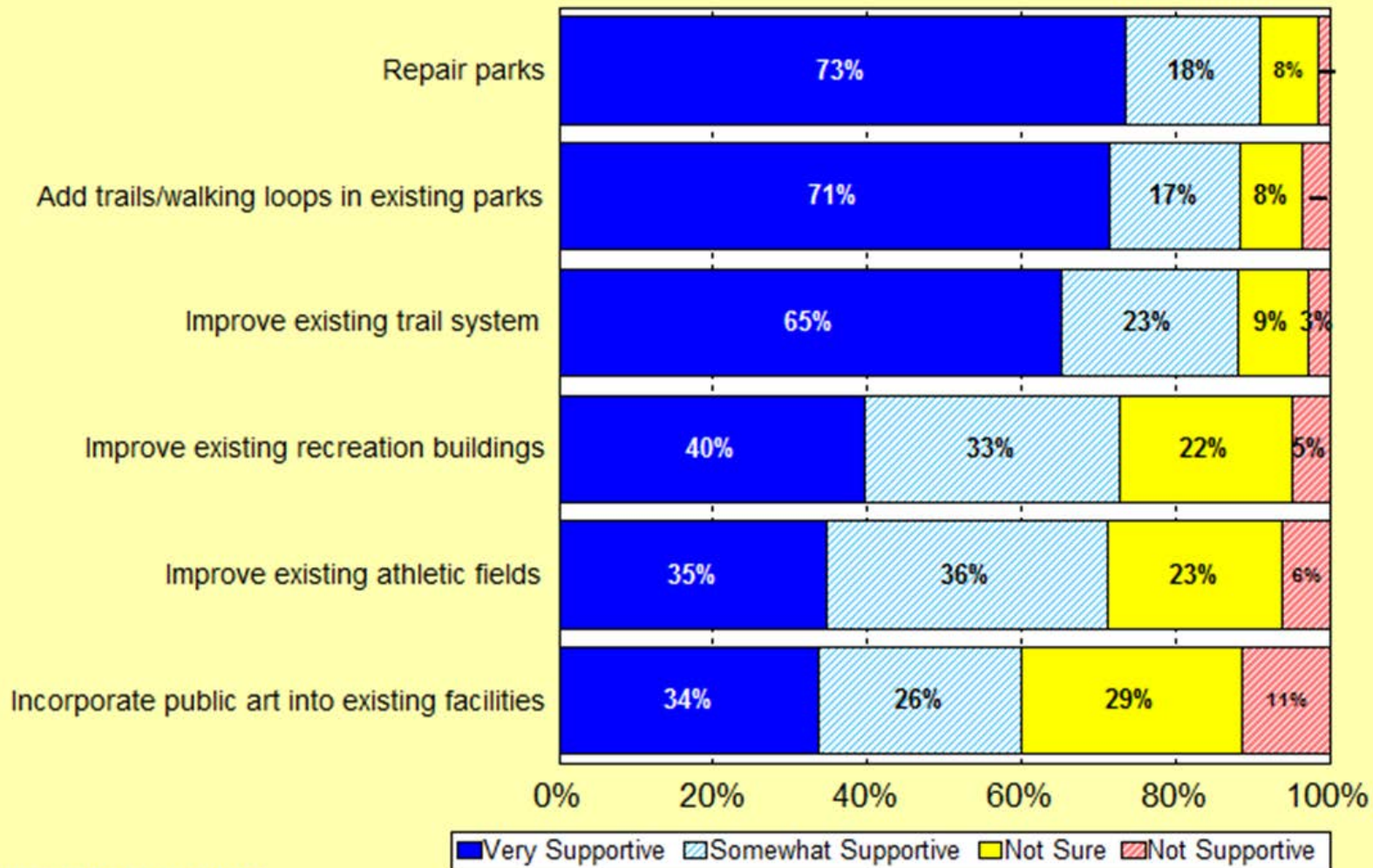
by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2018)

Q11. Level of Support for Various Actions: Improvements to Existing Facilities

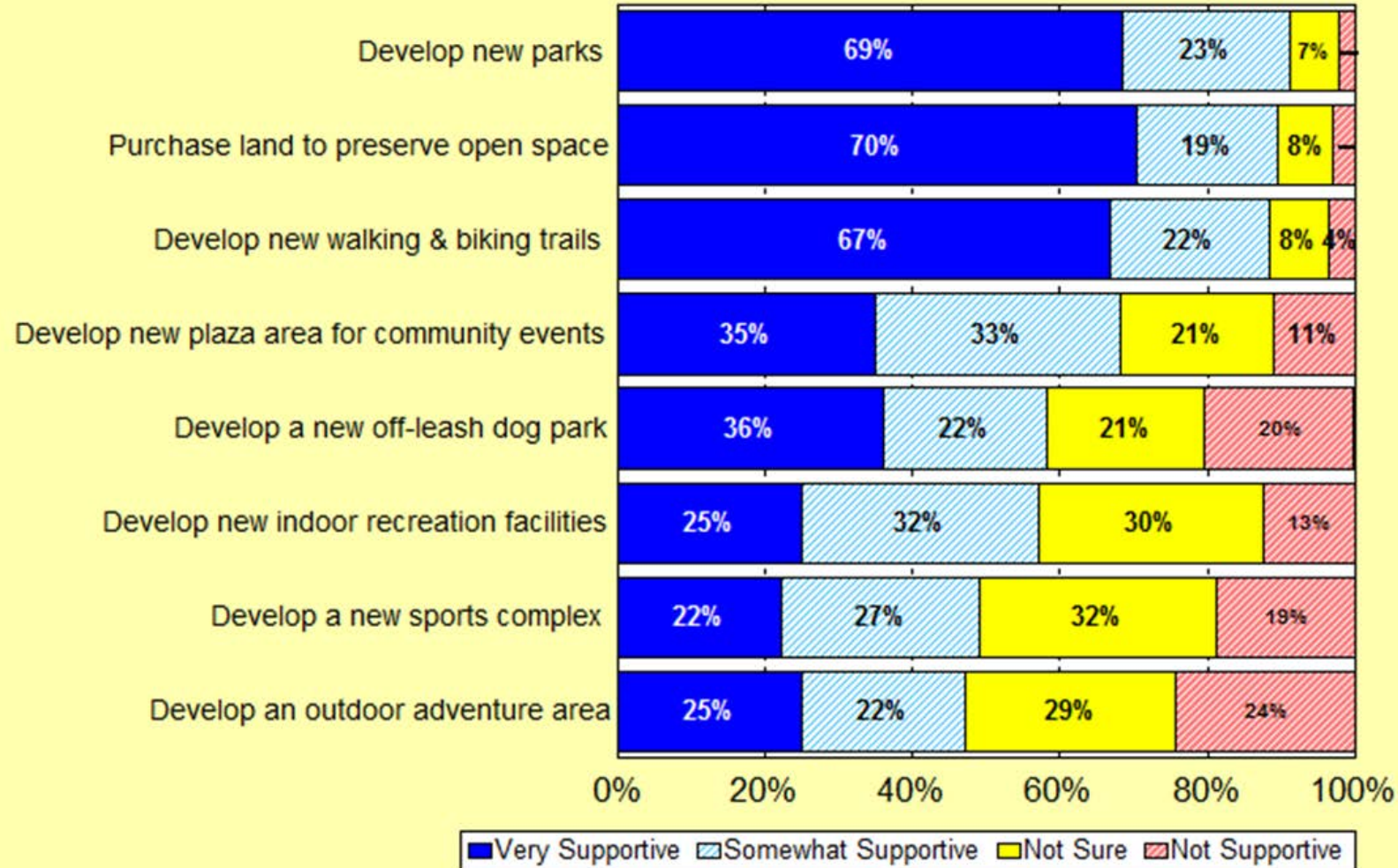
by percentage of respondents (Excluding "Not Provided")



Source: ETC Institute (2018)

Q11. Level of Support for Various Actions: Developing New Facilities

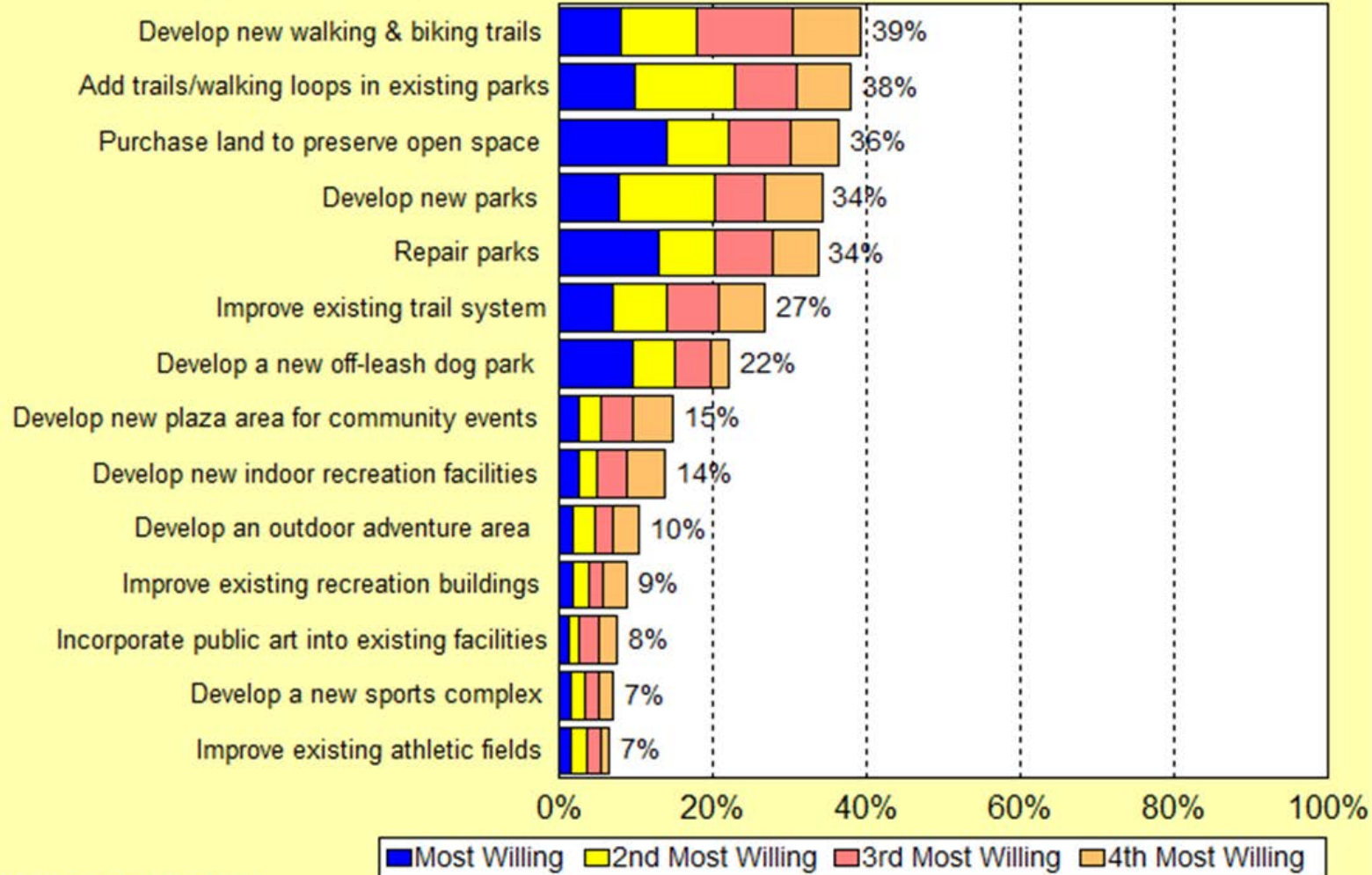
by percentage of respondents (Excluding "Not Provided")



Source: ETC Institute (2018)

Q12. Potential Actions Respondents Would Be Most Willing to Fund

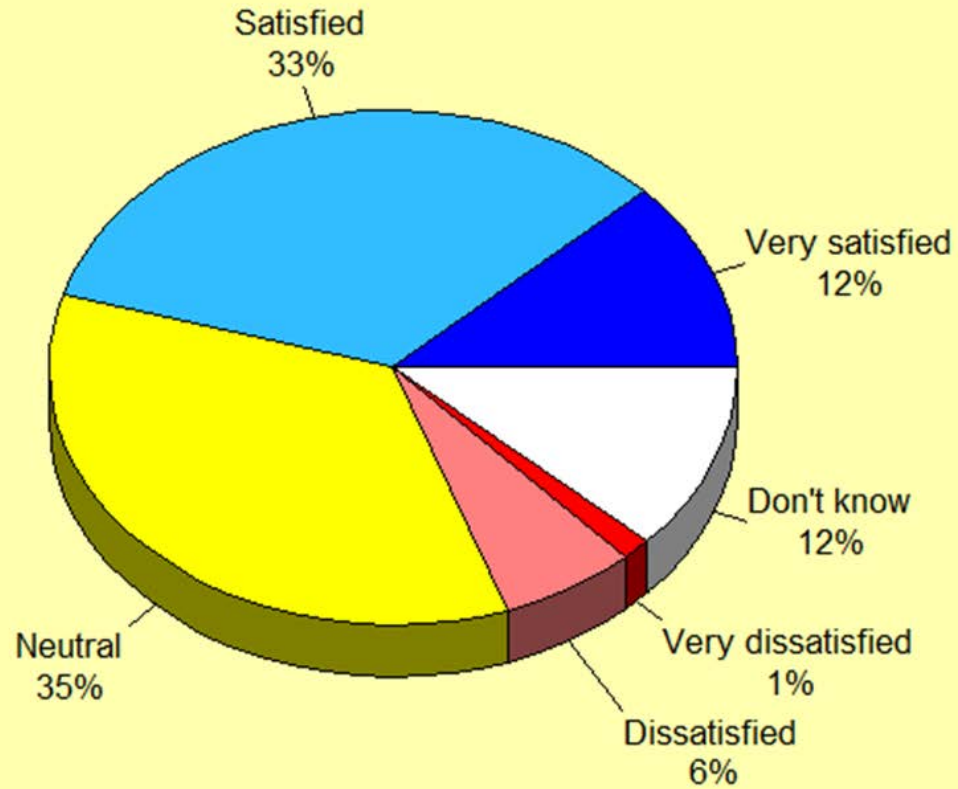
by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2018)

Q13. Overall Level of Satisfaction with the Overall Value Received From the City of Sandy Springs Recreation and Parks Department

by percentage of respondents



Source: ETC Institute (2018)

National benchmark for very satisfied is 29%.

Summary of Public Support

- **Improvements to Existing System**
 - Take care of what already have
 - Add loop trails to existing parks
 - Improve existing trail system
- **Expansion of System**
 - Develop new parks
 - Preserve Open Space
 - Develop new trails
- **Most Willing to Fund**
 - Trails, trails, trails
 - Open Space preservation

Level of Service

Urban Core

Urban Core Level of Service

Urban Core - Sandy Springs Level of Service Standards - DRAFT 8-3-18

Park Type	2017 Park Inventory			Park Service Levels						2017 Standards		2027 Standards	
	City of Sandy Springs Inventory	Other Inventory	Total Inventory	Current Service Level		Recommended Developed Park Service Levels; Revised for Local Service Area			Meet Standard/ Need Exists	Additional Developed Parks/Facilities/ Amenities Needed	Meet Standard/ Need Exists	Additional Developed Parks/Facilities/ Amenities Needed	
Pocket Park	-	-	-	-	acres per	1,000	0.20	acres per	1,000	Need Exists	3 Acre(s)	Need Exists	6 Acre(s)
Neighborhood Parks	8.92		8.92	0.53	acres per	1,000	0.50	acres per	1,000	Meets Standard	- Acre(s)	Need Exists	5 Acre(s)
Community Parks	13.10	-	13.10	0.78	acres per	1,000	0.50	acres per	1,000	Meets Standard	- Acre(s)	Need Exists	1 Acre(s)
Regional Parks	-	-	-	-	acres per	1,000	0.00	acres per	1,000	Meets Standard	- Acre(s)	Meets Standard	- Acre(s)
Sports Complex	-	-	-	-	acres per	1,000	0.00	acres per	1,000	Meets Standard	- Acre(s)	Meets Standard	- Acre(s)
Special Use Parks	35.22	-	35.22	2.10	acres per	1,000	2.00	acres per	1,000	Meets Standard	- Acre(s)	Need Exists	21 Acre(s)
Greenway/Trailhead Park	21.74	-	21.74	1.30	acres per	1,000	1.25	acres per	1,000	Meets Standard	-	Need Exists	14 -
Open Space/Conservation Parks (includes NPS land)	-	-	-	-	acres per	1,000	0.00	acres per	1,000	Meets Standard	- Acre(s)	Meets Standard	- Acre(s)
Total Developed Park Acreage	78.98	-	78.98	4.71	acres per	1,000	4.45	acres per	1,000	Meets Standard	3 Acre(s)	Need Exists	47 Acre(s)
Undeveloped Park Acreage	5.22	-	5.22	0.31	acres per	1,000	0.00	acres per	1,000				
Recommended Land Acquisition (Needs Exist less the Current Undeveloped Park Land)										Needs Exists	(2) Acre(s)	Needs Exists	42 Acre(s)

2017 Estimated Population	16,780
2027 Estimated Population	28,271

Notes:

Urban Core Level of Service

Urban Core - Sandy Springs Level of Service Standards - DRAFT 8-3-18

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Notes:

Urban Core Level of Service

Urban Core - Sandy Springs Level of Service Standards - DRAFT 8-3-18

Park Type	2017 Park Inventory			Park Service Levels						2017 Standards		2027 Standards	
	City of Sandy Springs Inventory	Other Inventory	Total Inventory	Current Service Level			Recommended Developed Park Service Levels; Revised for Local Service Area			Meet Standard/ Need Exists	Additional Developed Parks/Facilities/ Amenities Needed	Meet Standard/ Need Exists	Additional Developed Parks/Facilities/ Amenities Needed
Pocket Park	-	-	-	-	acres per	1,000	0.20	acres per	1,000	Need Exists	3 Acre(s)	Need Exists	6 Acre(s)
Neighborhood Parks	8.92		8.92	0.53	acres per	1,000	0.50	acres per	1,000	Meets Standard	- Acre(s)	Need Exists	5 Acre(s)
Community Parks	13.10	-	13.10	0.78	acres per	1,000	0.50	acres per	1,000	Meets Standard	- Acre(s)	Need Exists	1 Acre(s)
Regional Parks	-	-	-	-	acres per	1,000	0.00	acres per	1,000	Meets Standard	- Acre(s)	Meets Standard	- Acre(s)
Sports Complex	-	-	-	-	acres per	1,000	0.00	acres per	1,000	Meets Standard	- Acre(s)	Meets Standard	- Acre(s)
Special Use Parks	35.22	-	35.22	2.10	acres per	1,000	2.00	acres per	1,000	Meets Standard	- Acre(s)	Need Exists	21 Acre(s)
Greenway/Trailhead Park	21.74	-	21.74	1.30	acres per	1,000	1.25	acres per	1,000	Meets Standard	-	Need Exists	14
Open Space/Conservation Parks (includes NPS land)	-	-	-	-	acres per	1,000	0.00	acres per	1,000	Meets Standard	- Acre(s)	Meets Standard	- Acre(s)
Total Developed Park Acreage	78.98	-	78.98	4.71	acres per	1,000	4.45	acres per	1,000	Meets Standard	3 Acre(s)	Need Exists	47 Acre(s)
Undeveloped Park Acreage	5.22	-	5.22	0.31	acres per	1,000	0.00	acres per	1,000				
Recommended Land Acquisition (Needs Exist less the Current Undeveloped Park Land)										Needs Exists	(2) Acre(s)	Needs Exists	42 Acre(s)

2017 Estimated Population	16,780
2027 Estimated Population	28,271

Notes:

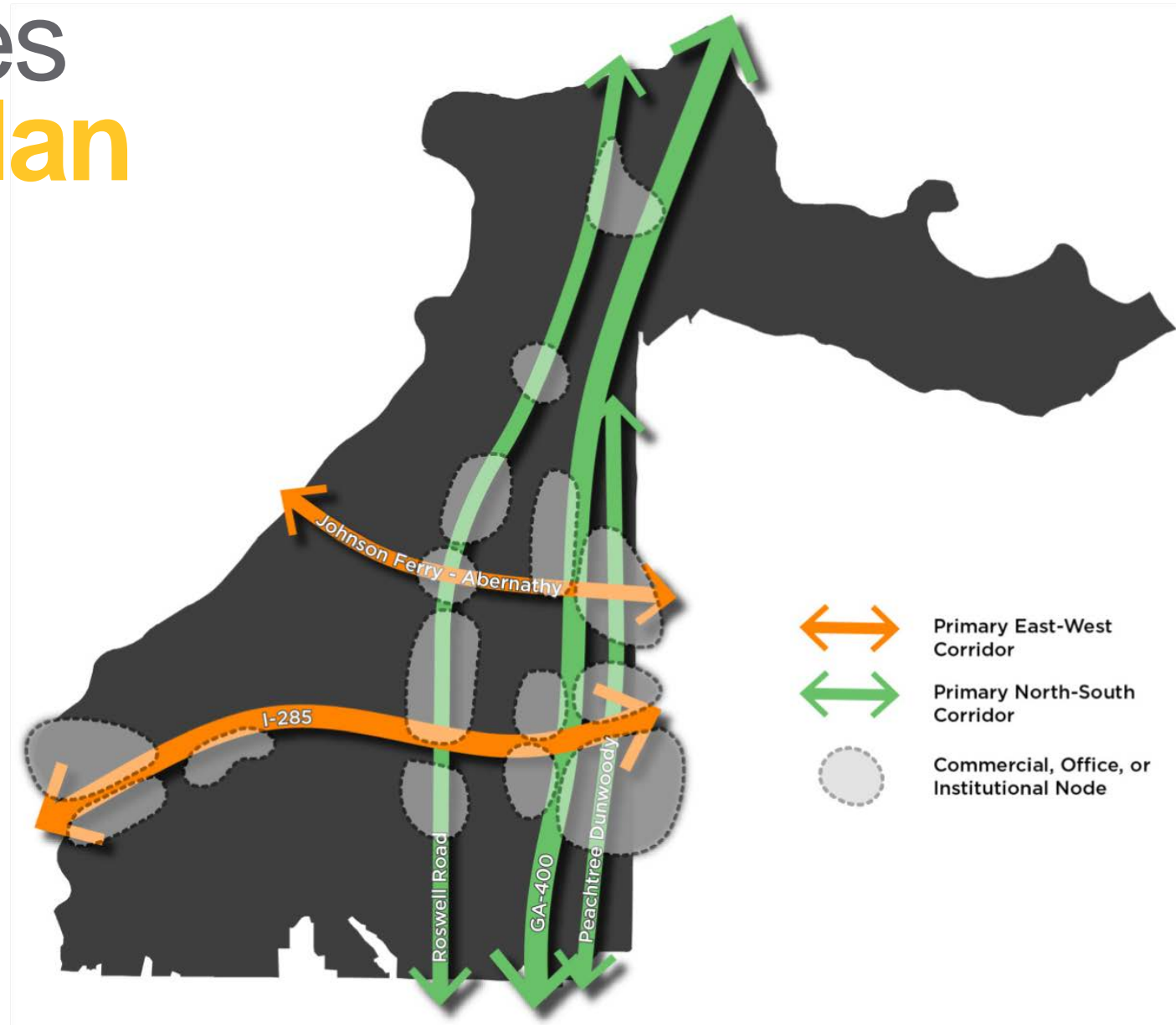
Urban Nodes

Current Park Locations

Urban vs. Residential City Patterns



Urban Nodes Next Ten Plan



Sandy Springs Parks



SANDY SPRINGS
RECREATION AND PARKS

Pocket Parks:

- 1 Eagle Park
- 2 Ed Morey Memorial Park
- 3 Grace Park

Neighborhood Parks:

- 4 Abernathy Park
- 5 Allen Road Park
- 6 Marsh Creek Rain Garden

Community Parks:

- 7 Hammond Park
- 8 Lost Corner Preserve
- 9 Morgan Falls Overlook Park
- 10 Ridgeview Park

Natural Resource Areas:

- 11 Big Trees Forest Preserve
- 12 Johnson Ferry Road North Greenspace
- 13 Johnson Ferry Road South Greenspace

Linear Parks:

- 14 Abernathy Greenway North
- 15 Abernathy Greenway South

Sports Complex:

- 16 Morgan Falls Athletic Fields

Special Use Parks:

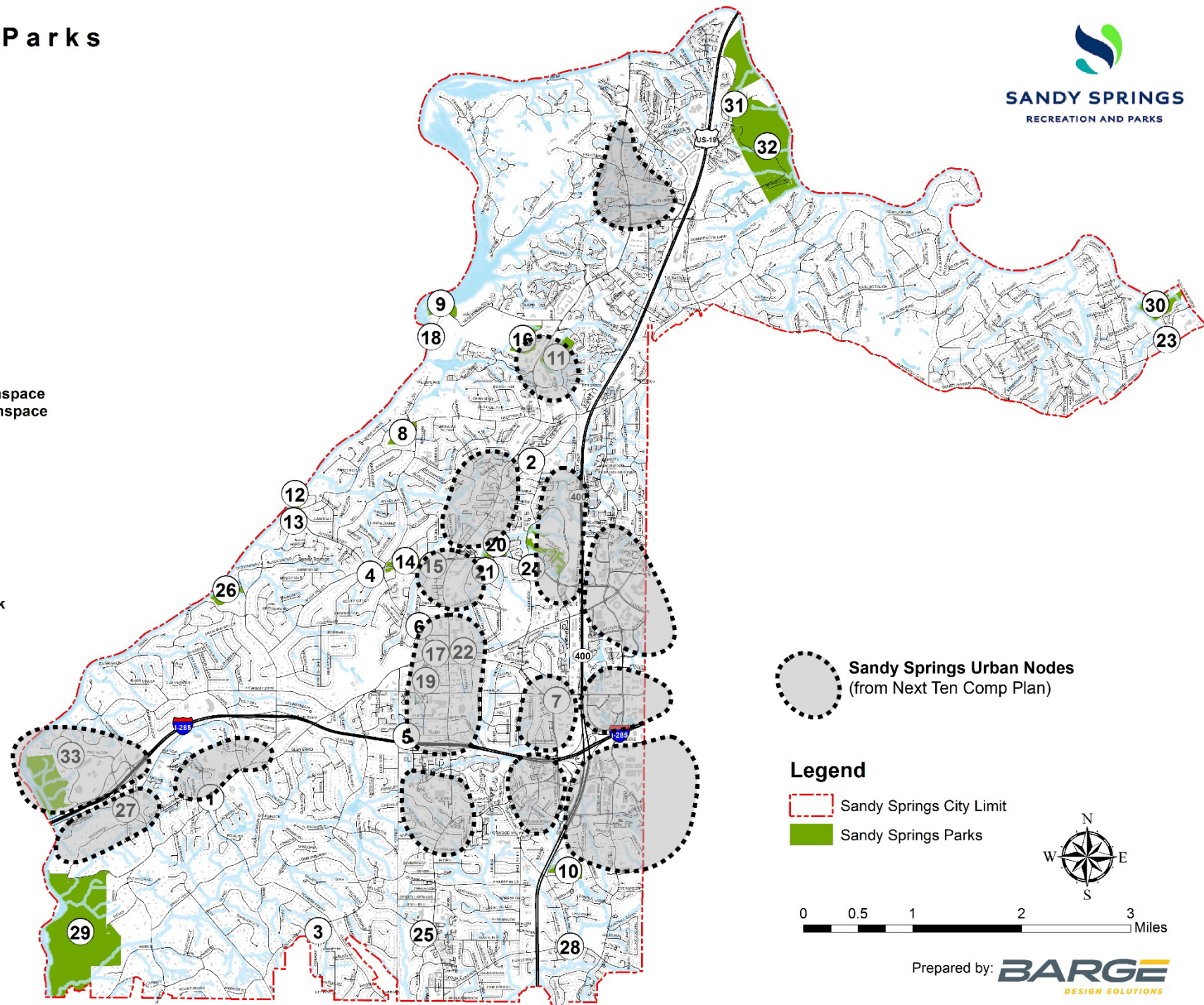
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- 28 Windsor Meadows Property

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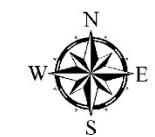
- 29 East Palisades Unit
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Sandy Springs Urban Nodes
(from Next Ten Comp Plan)

Legend

- Sandy Springs City Limit
- Sandy Springs Parks



Sandy Springs Parks



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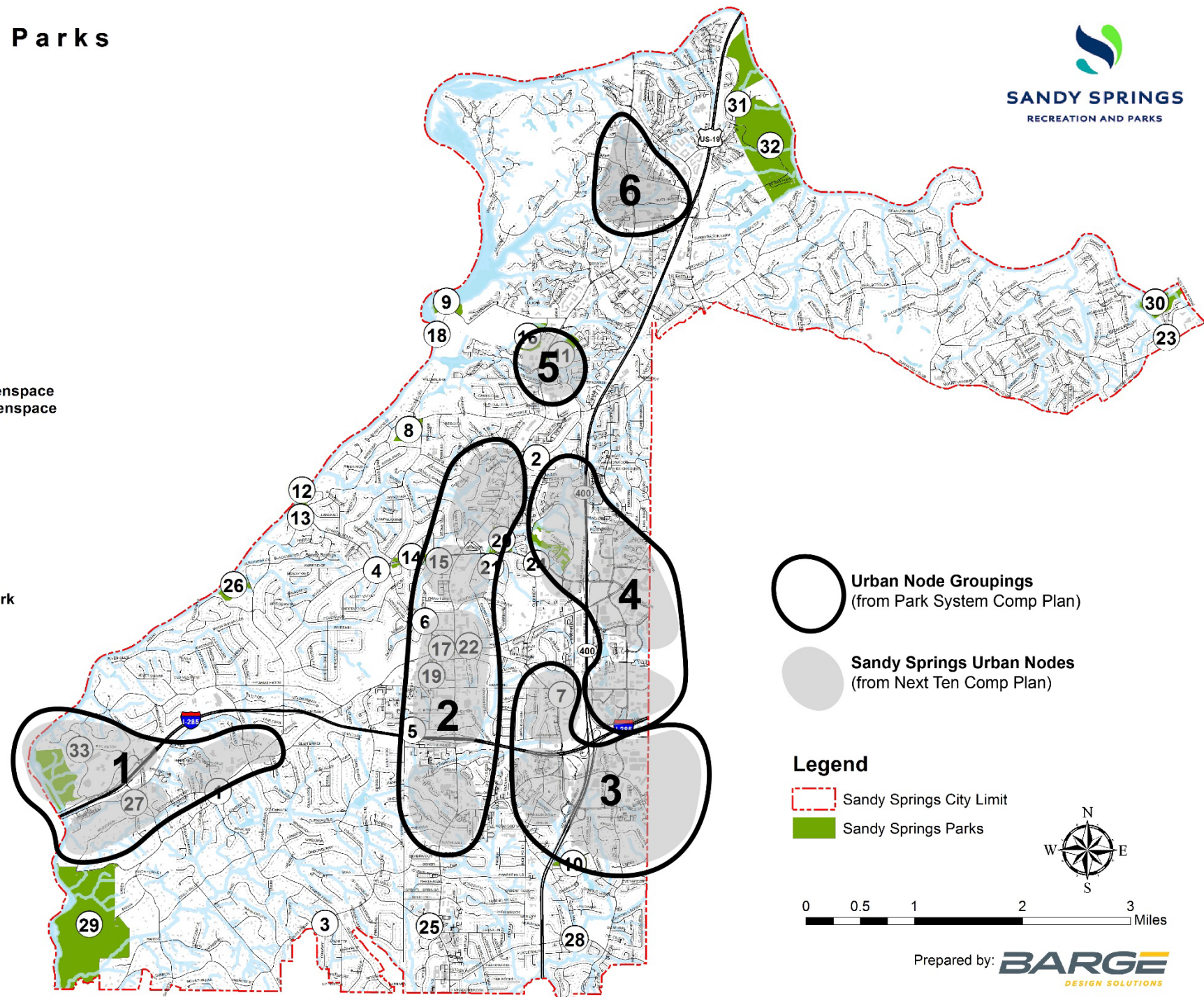
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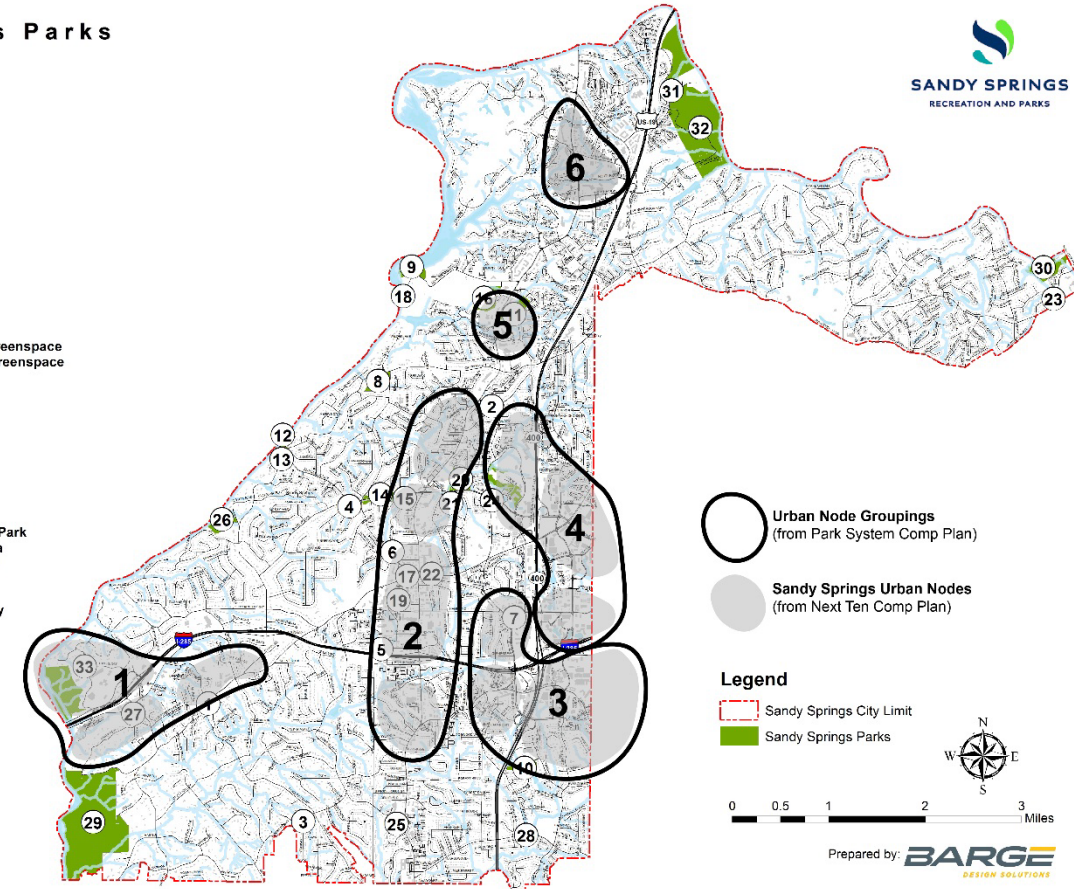
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URBAN NODE GROUPINGS	PARK TYPES
Area 1	1 Pocket Park 1 Undeveloped Park 1 NPS Park Unit
Area 2	1 Linear Park 2 Neighborhood Parks 2 Undeveloped Parks 3 Special Use Parks
Area 3	1 Community Park
Area 4	1 Undeveloped Park
Area 5	1 Natural Resource Area 1 Sports Complex
Area 6	0 Parks

Sandy Springs Parks

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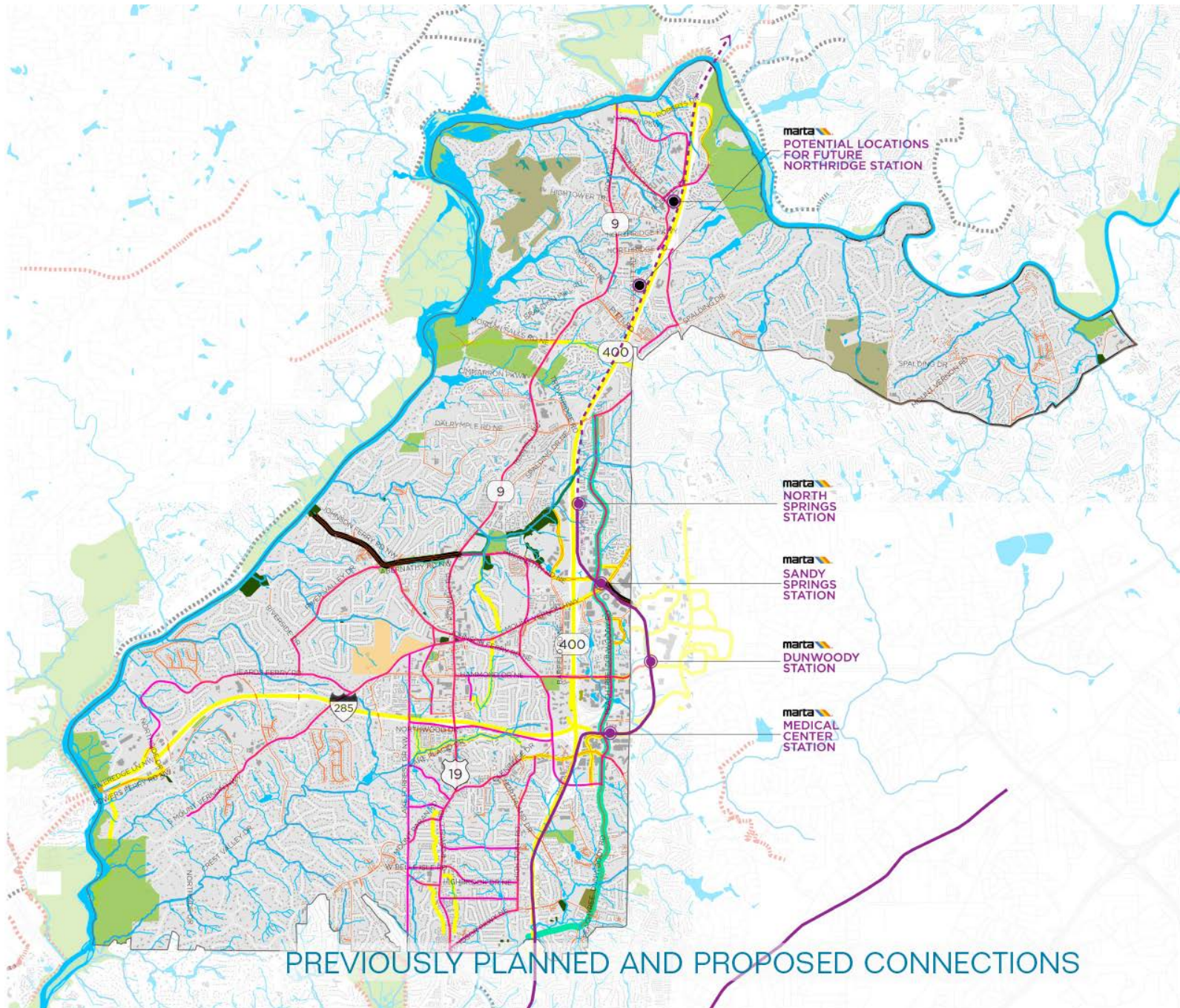


Connectivity

Park System Linkages

Connectivity

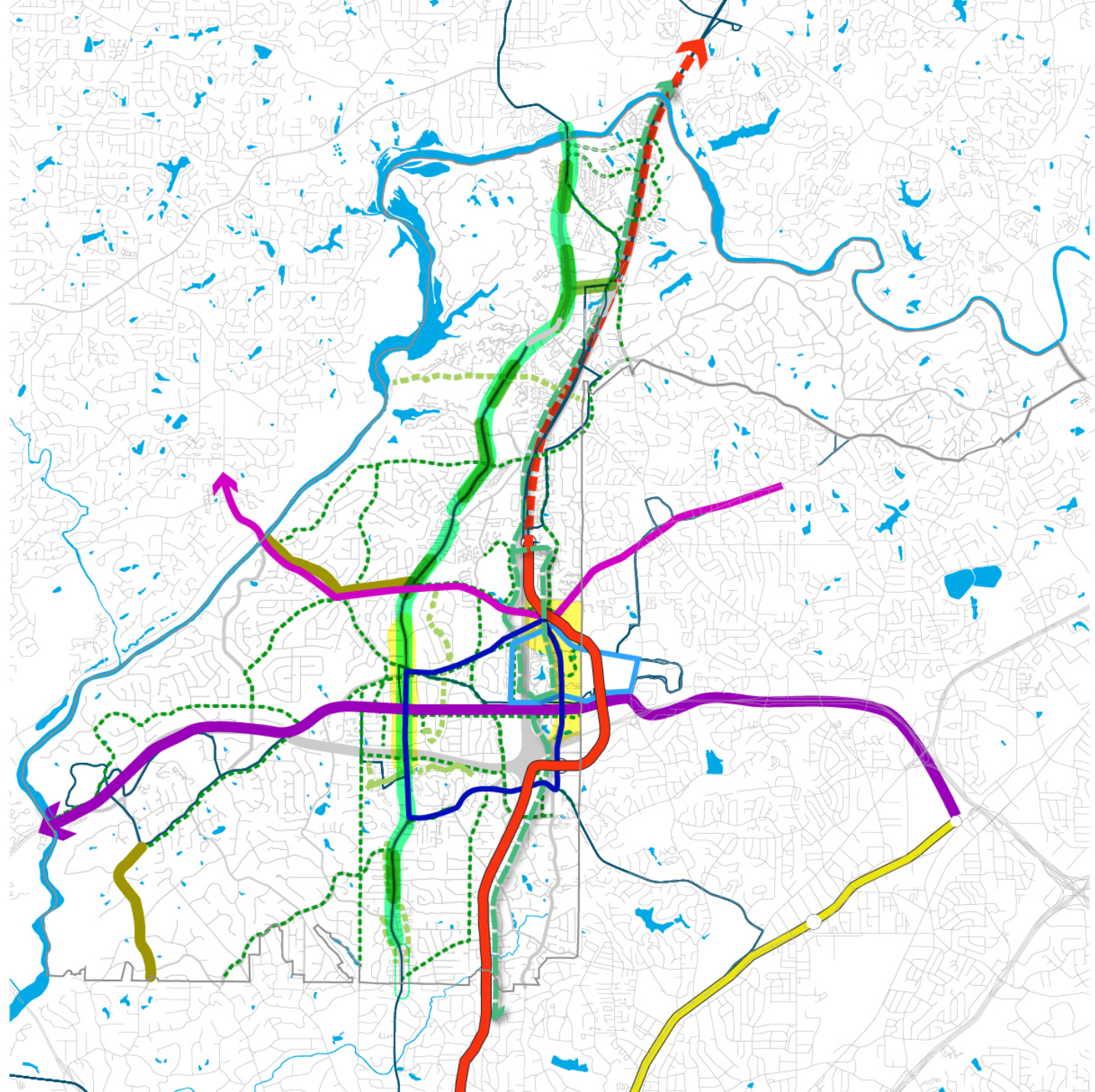
Next Ten Plan



- Existing sidewalks
- - - - Existing bicycle facilities (COSS/Non-COSS)
- - - - Existing bike/ped trails (Non-COSS)
- Planned/proposed multi-use trails
- Existing/planned greenways
- Planned pedestrian connection (Pedway)
- Planned bike network (COSS)
- Existing MARTA rail line
- - - - Planned MARTA extension
- Future/planned parks and green spaces (COSS)
- Cemetery
- Public parks, green spaces, golf courses, and recreation centers (in COSS)
- Regional public green space and parks
- Private golf courses and other recreation areas (in COSS)
- Water bodies (Chattahoochee River and lakes/ponds)
- Streams (perennial)
- - - - Streams (intermittent)

PREVIOUSLY PLANNED AND PROPOSED CONNECTIONS

Next Ten Comp Plan



FAMILY OF TRANSIT SERVICES (Policy T-B3)

- MARTA Red Line - Heavy Rail Transit (Existing)
- Planned MARTA Red Line Extension
- I-285 High Capacity Transit
- East-West Enhanced Bus Corridor
- Local Circulator Shuttle Service
- Existing MARTA Fixed-Route Bus Service

REDEVELOPMENT AND MANAGEMENT AREAS (Policies T-A2 and T-E2)

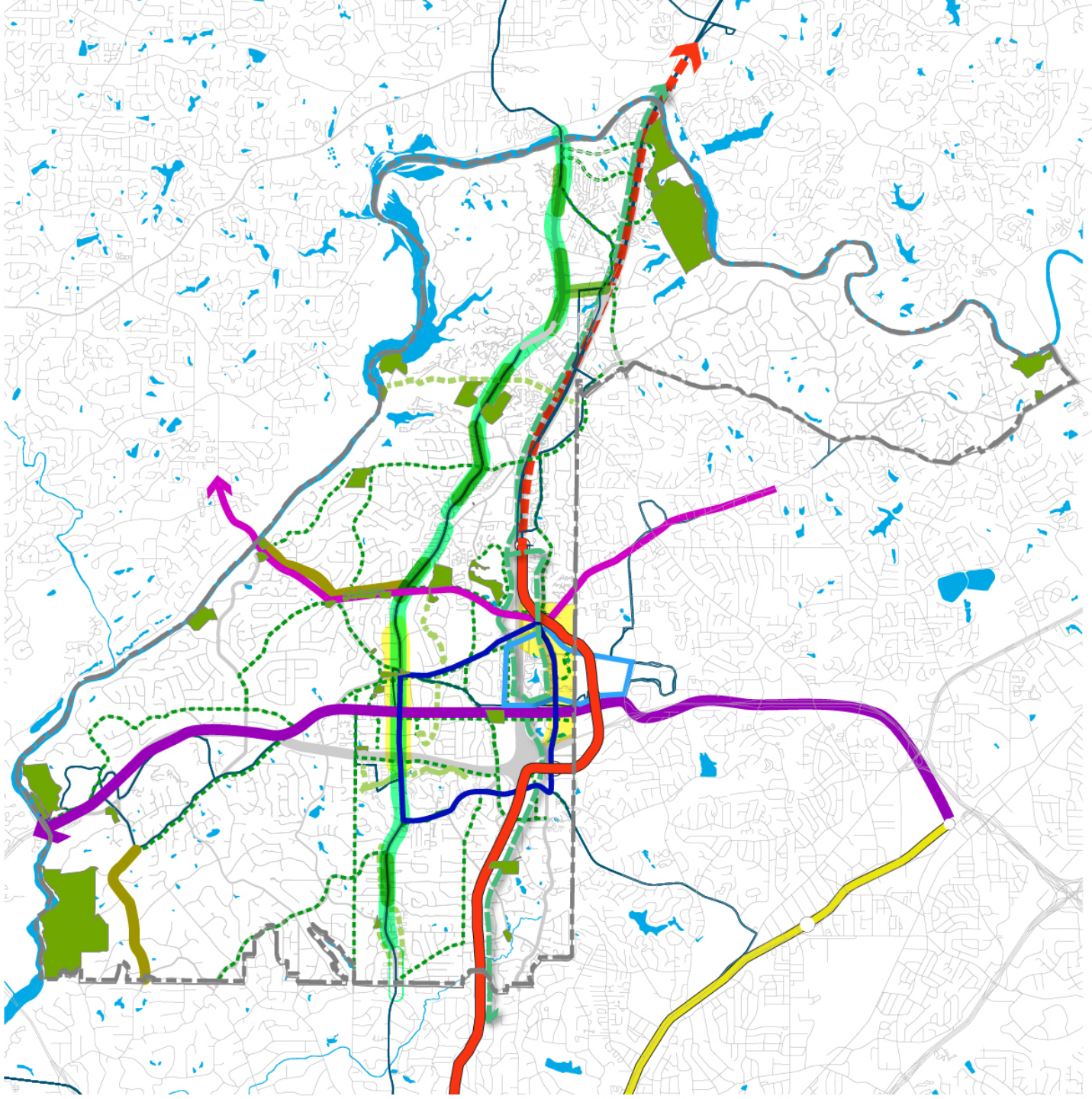
Potential Street Connectivity Area (Policy T-E2)

- Lower Potential for Network Connection
- Higher Potential for Network Connection
- Potential Parking Management Area
(Policies T-A2, T-A5)

BICYCLE AND PEDESTRIAN IMPROVEMENTS (Policy T-B2)

- Existing Bicycle Facilities
- Planned Bicycle Facilities
with key transit or cross-town connections
- Planned Off-Street Trail Connections
- PATH 400 Conceptual Alignments

Next Ten Comp Plan



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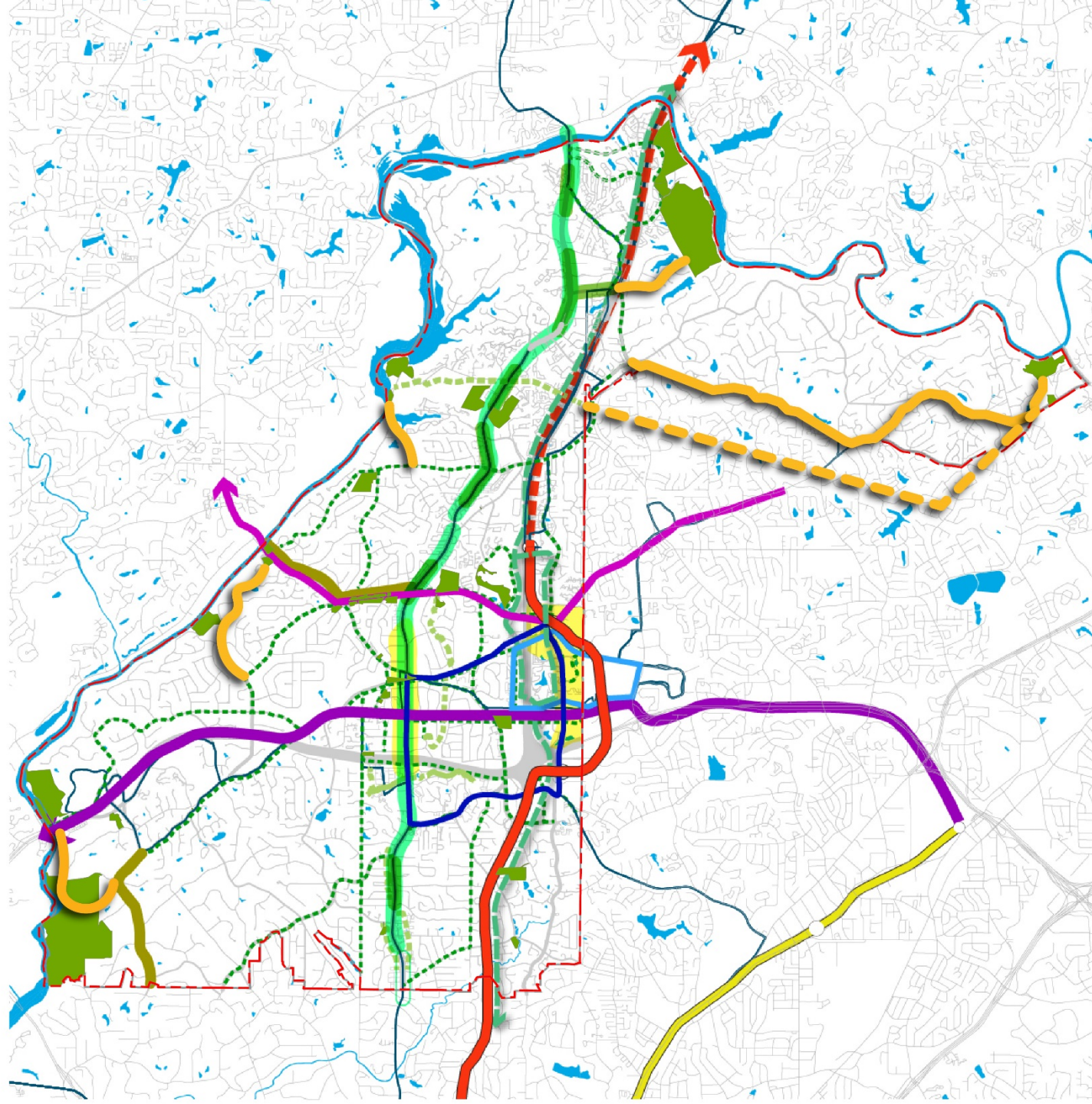
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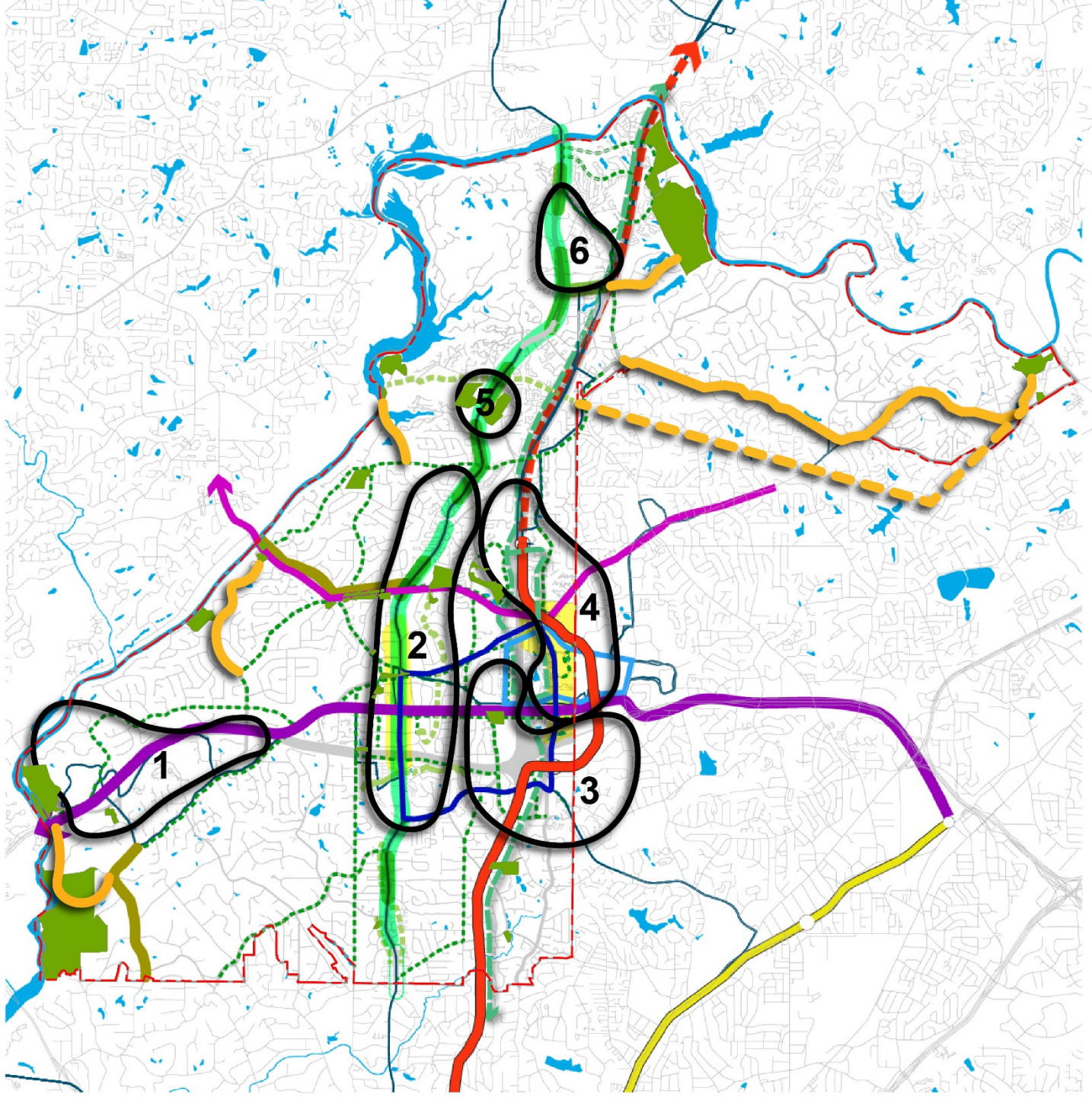
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Park System Comp Plan

- New Trail Connections
- New Trail Connections

Next Ten Comp Plan



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Park System Comp Plan

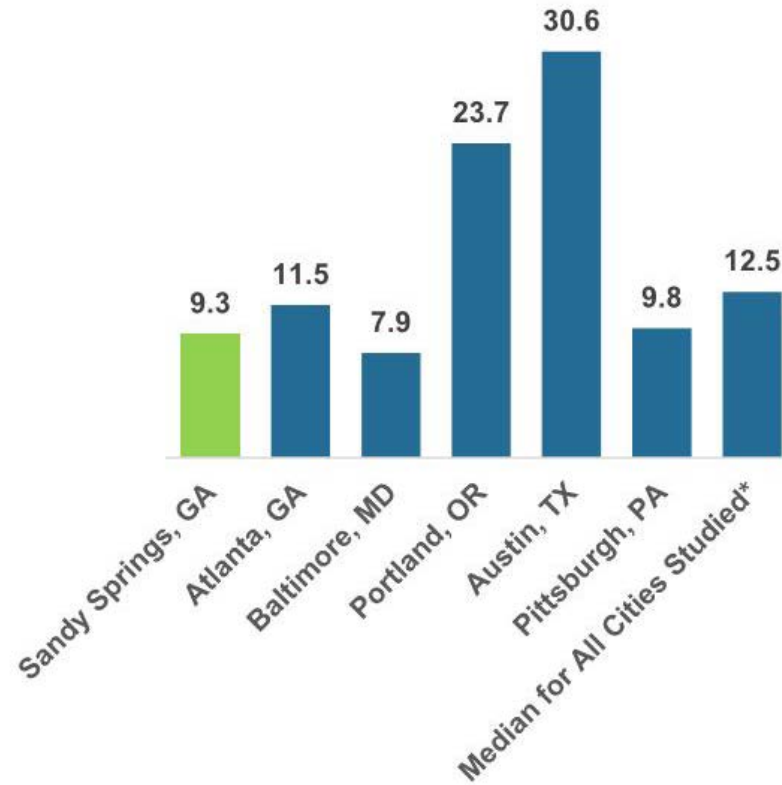
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Benchmark Cities

Park System Comparisons

Benchmark Cities

Next Ten Comp Plan



ACRES OF PARKLAND PER 1000 RESIDENTS

(Sandy Springs acreage derived from 2014 population estimates from ACS and acres of green space from data from <http://www.sandyspringsga.org>. All other data from "2015 City Park Facts", The Trust for Public Land, 2015.)

Benchmark Cities **Park System Comp Plan**

- **Dunwoody**
- **Johns Creek**
- **Alpharetta**
- **Roswell**

Benchmark Cities Population

Agency	State	Jurisdiction Type	Population	Jurisdiction Size (Sq. Mi.)	Population per Sq. Mi.
Dunwoody Parks and Recreation	GA	City	48,884	13.17	3,712
Johns Creek Parks and Recreation	GA	City	84,350	31.30	2,695
Sandy Springs Parks and Recreation	GA	City	103,068	38.53	2,675
Alpharetta Parks and Recreation	GA	City	65,799	27.30	2,410
Roswell Parks and Recreation	GA	City	94,786	42.01	2,256

Benchmark Cities Acreage

Agency	Population	Total Number of Parks	Residents per Park	Total Acres Owned or Managed	Total Developed Acres	Percentage of Developed Acres	Total Developed Acres per 1,000 Residents
Alpharetta Parks and Recreation	65,799	16	4,112	862	832	97%	12.64
Sandy Springs Parks and Recreation	103,068	18	5,726	1,045	996	95%	9.66
Roswell Parks and Recreation	94,786	20	4,739	920	902	98%	9.52
Dunwoody Parks and Recreation	48,884	7	6,983	172	162	94%	3.31
John's Creek Parks and Recreation	84,350	4	21,088	356	197	55%	2.34

Comprehensive Parks and Recreation Master Plan

Park Advisory Board Meeting

August 13, 2018

BARGE
DESIGN SOLUTIONS

pros
consulting
Inc.
Inspiring Communities to Action



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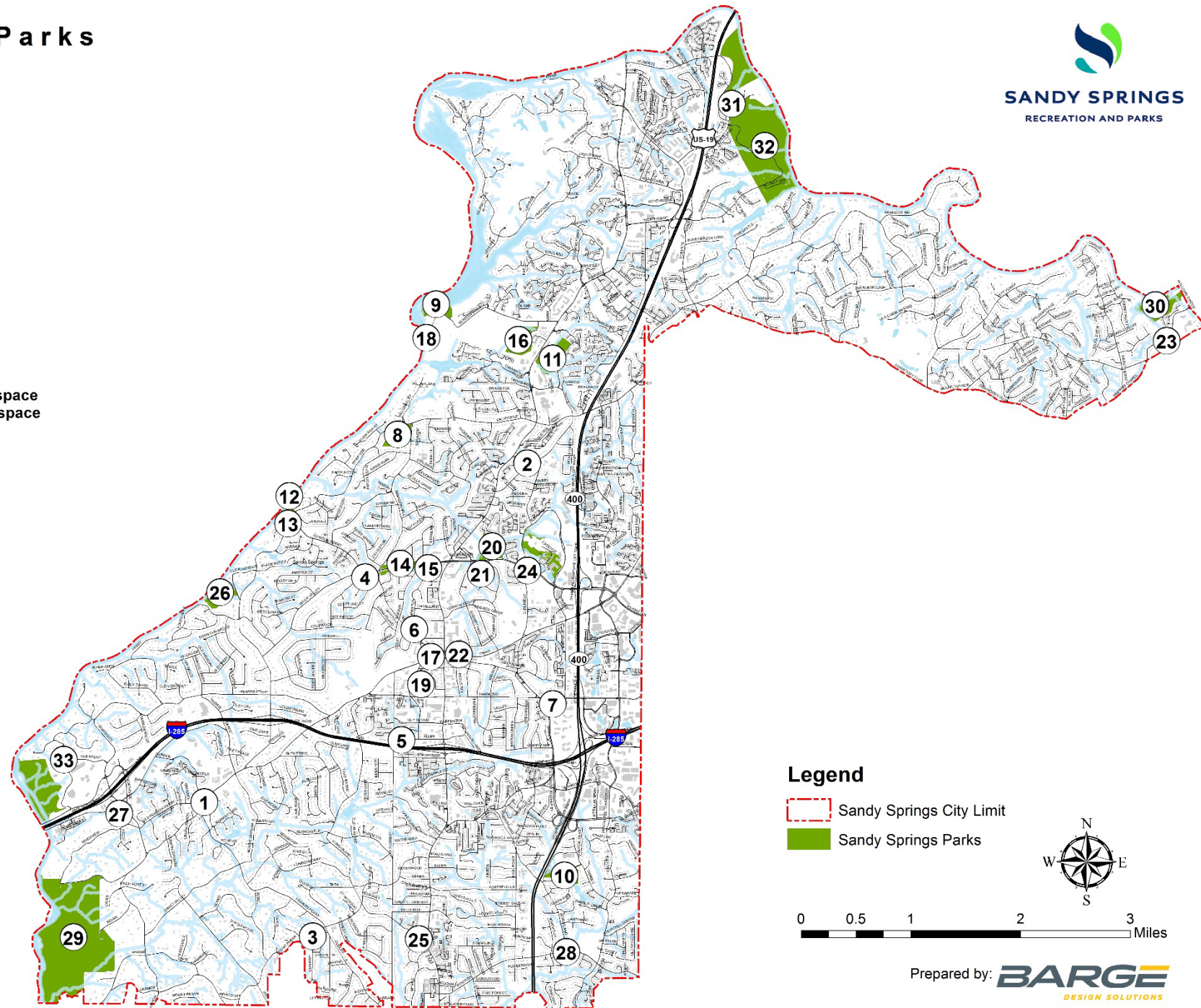
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