

Grassroots Green Space:

Growing Parks in Our Neighborhood S

Carlos F. Perez, PLA

PEREZ PLANNING + DESIGN, LLC

Ayanna Williams



Allison Stewart-Harris

JACOBS

Stephanie Van
Parys



AGENDA

- Role, Opportunities, and Challenges of Neighborhood Parks/Greenspaces
- Case Studies of Grassroots Neighborhood Greenspaces:
 - Neighborhood Resident
 - Ad-hoc Group of Residents
 - Organized Non-Profit

• Q/A

PARKS SYSTEM





- Mini Park
- **Neighborhood Park**
- School-Park
- Community Park
- Large Urban Park
- Natural Resource Area
- Greenways
- Sports Complex
- Special Use Park

NEIGHBORHOOD PARK

Basic unit of a city's park system and serves as the recreational and social focus of the neighborhood.

- Facilities should be geared to those living within walking distance to the park
- Developed with both active and passive facilities
- Accommodates a variety of age and user groups including children, adult, elderly, and special populations

Source: NRPA, 1996

- Establishes a sense of place for the



Montlake Park Seattle, WA



Joe Stonis Park

Cape Coral, FL



Joe
Stonis Park Cape Coral, FL



Joe Stonis Park Cape Coral, FL



Mary Holmes Park

Town of Pittsboro, NC



Family Play Area
Moguls | Land Art

Multi-Purpose Lawn II with
Iconic Movable Tables + Chairs

Sculpture | Playable Art

..... Sail Shades

Old Ivy Park

Atlanta, GA

PARK BENEFITS

Social

- Improves the neighborhood
- Improves social and physical mobility
- Encourages health and fitness
- Provides relief from urban congestion, stressors
- Provides places for formal and informal social gathering, art, performances, events
- Provides opportunities for individual, group, passive and active recreation
- Facilitates shared experiences among different groups
- Attracts diverse populations
- Promotes creative and constructive social interaction

Environmental

- Uses energy, water, and resources efficiently
- Improves water quality of both surface and ground water
- Serves as a net carbon sink
- Enhances, preserves, promotes, or contributes to biological diversity
- Hardscape materials selected for longevity of service, social/ cultural/ historical sustainability, regional availability, low carbon footprint
- Provides opportunities to enhance environmental awareness and knowledge
- Serves as an interconnected node within larger scale ecological corridors and natural habitat

Economic

- Creates and facilitates revenue-generating opportunities for the public and/or the private sectors
- Creates meaningful and desirable employment
- Indirectly creates or sustains good, living wage jobs
- Sustains or increases property values
- Catalyzes infill development and/or the re-use of obsolete or under-used buildings or spaces
- Attracts new residents
- Attracts new businesses
- Generates increased business and tax revenues
- Optimizes operations and maintenance costs

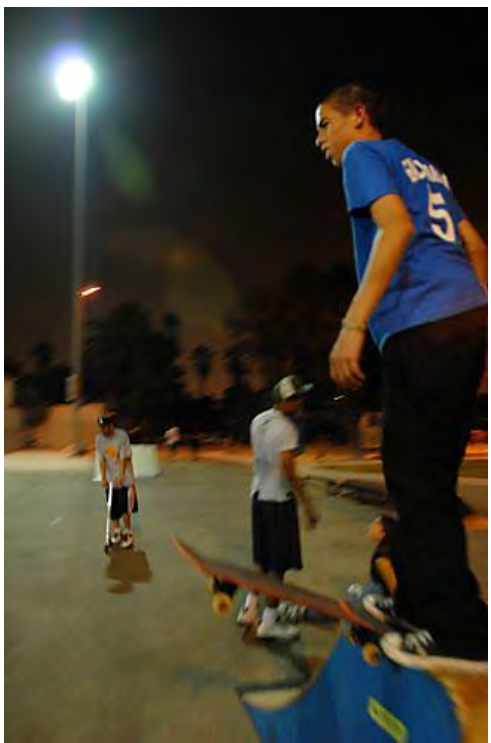
IMPROVE NEIGHBORHOOD SAFETY

Extended Hours + Programming:

- Hours extended until Midnight
- July 4th – September 7th
- Expanded programming

Youth Squad:

- At-risk youth, ages 17-20 hired to staff park



Mayer Antonio R. Villaraigosa
Office of Gang Reduction and Youth Development
Presents

End of Summer Celebration

SNL Summer '09

Saturday September 5, 2009
10 a.m. to 8 p.m.

Jackie Tatum Harward Recreation Center
1535 W. 62nd St. Los Angeles, CA 90047

COME AND SUPPORT YOUR PARK'S SNL BASKETBALL, SOCCER, AND SOFTBALL TEAMS!

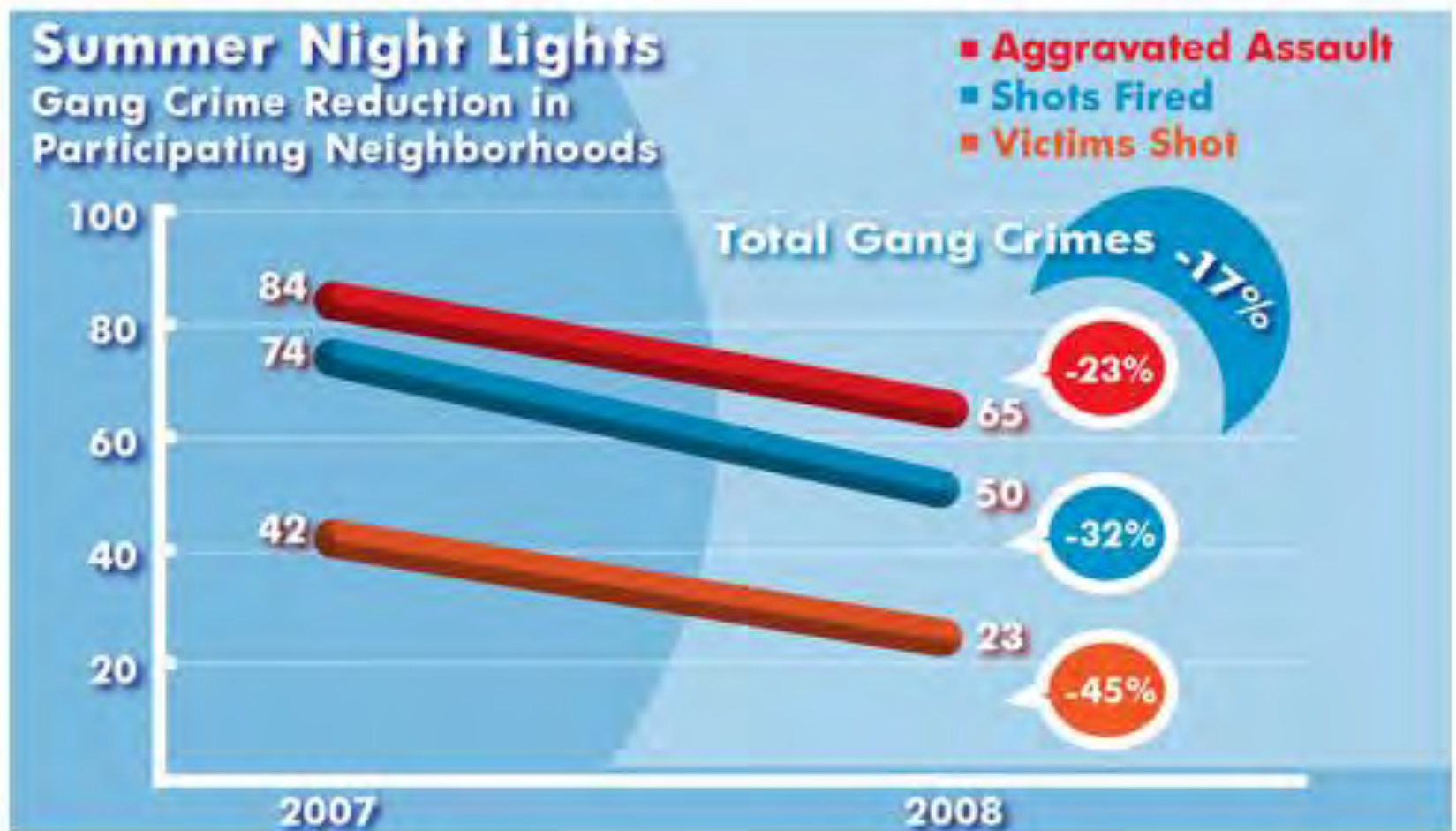
FREE PROGRAMS, ACTIVITIES, AND FOOD FOR THE ENTIRE FAMILY!

- Arts and Crafts • Jumpers • Handball • Swimming pool
- Dance • Aerosol Art Competition • Dominoes and Double Dutch
- Video Game Mania • Workshops • Entertainment
- Skateboard Tournament

Logos for various organizations: CRVD, DCA, and others.

IMPROVE NEIGHBORHOOD SAFETY

- 86% reduction in gang related homicides
- City's safest summer since 1967



ENCOURAGE HEALTH + FITNESS



Park Rx America (formally DC Park Rx) is a non-profit organization whose mission is to decrease the burden of chronic disease, increase health and happiness, and foster environmental stewardship, by virtue of prescribing Nature during the routine delivery of healthcare.

We work closely with managers of publicly-accessible land and water, as well as directly with healthcare providers and their respective organizations, to "make it easy" to prescribe parks and other protected areas to their patients real-time in the clinical practice setting.



Dakota Playground

2350 33rd Street NE, Washington DC 20018



OWNER: DC Department of Parks and Recreation

HOURS: Dawn to Dusk

GETTING THERE:

Parking, Public Transit: Bus

Bus Route: Bus H6 from Brookland Station, stop at South Dakota Av and 31st Pl.

Train Line and Stop: None within a mile. Closest metro stations: Brookland-CUA Metro Station or Deanwood Metro Station

ADA Accessible: Yes

GENERAL INFO:

Special Features/Comments: A shelter with picnic tables that have checkerboards on them and 2 outlets. Also a little fitness area for adults with a pull up bar and a couple other small pieces of equipment.



SPORTS:

Sports Facilities/Activities: Outdoor Basketball Court, Tennis Court, Open Space

AMENITIES:

General Park Amenities: Playground, Seating, Picnic Tables, Drinking Fountains

Playground Shade: Little or None

Playground Surface Type: Synthetic rubberized material

OTHER:

Open Space Activities: Have a picnic

Open Space Size: Between basketball court and football field

Pets: Allowed On-Leash

Trash Cans: Yes

Open Space Shade: Little or None

ENCOURAGE HEALTH + FITNESS

National Neighborhood Park Study Findings

- 8.8 acres, average neighborhood park size
- 20 users per hour
- 1,533 person hours per week - estimated national average park use
- Walking loops and gymnasias generate 221 hours/week

\$73

2013 Average Annual Per Capita Expenditure for Parks

\$9,146

2013 Average Annual Per Capita Expenditure for Healthcare

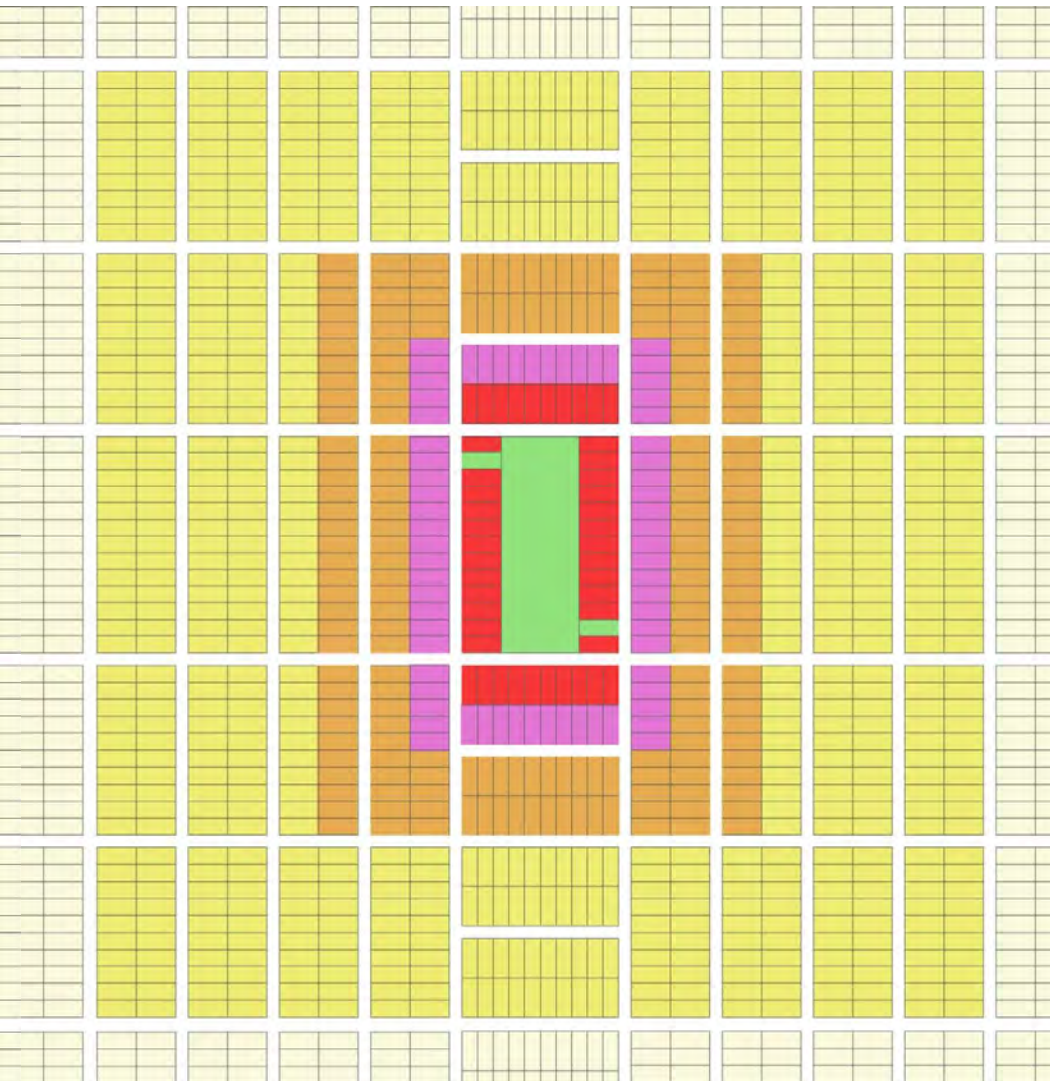
IMPROVE WATER QUALITY + FLOODING



- Green infrastructure systems approach is **25% less expensive** than conventional stormwater management approach



INCREASES CITY REVENUES



**Homes adjacent to the park
(within 100 ft.) 22.3%
price premium** relative to
homes 1/2 mile away

Homes **within 300 ft.**
15% price premium

Homes **within 600 ft. 5%**
price premium

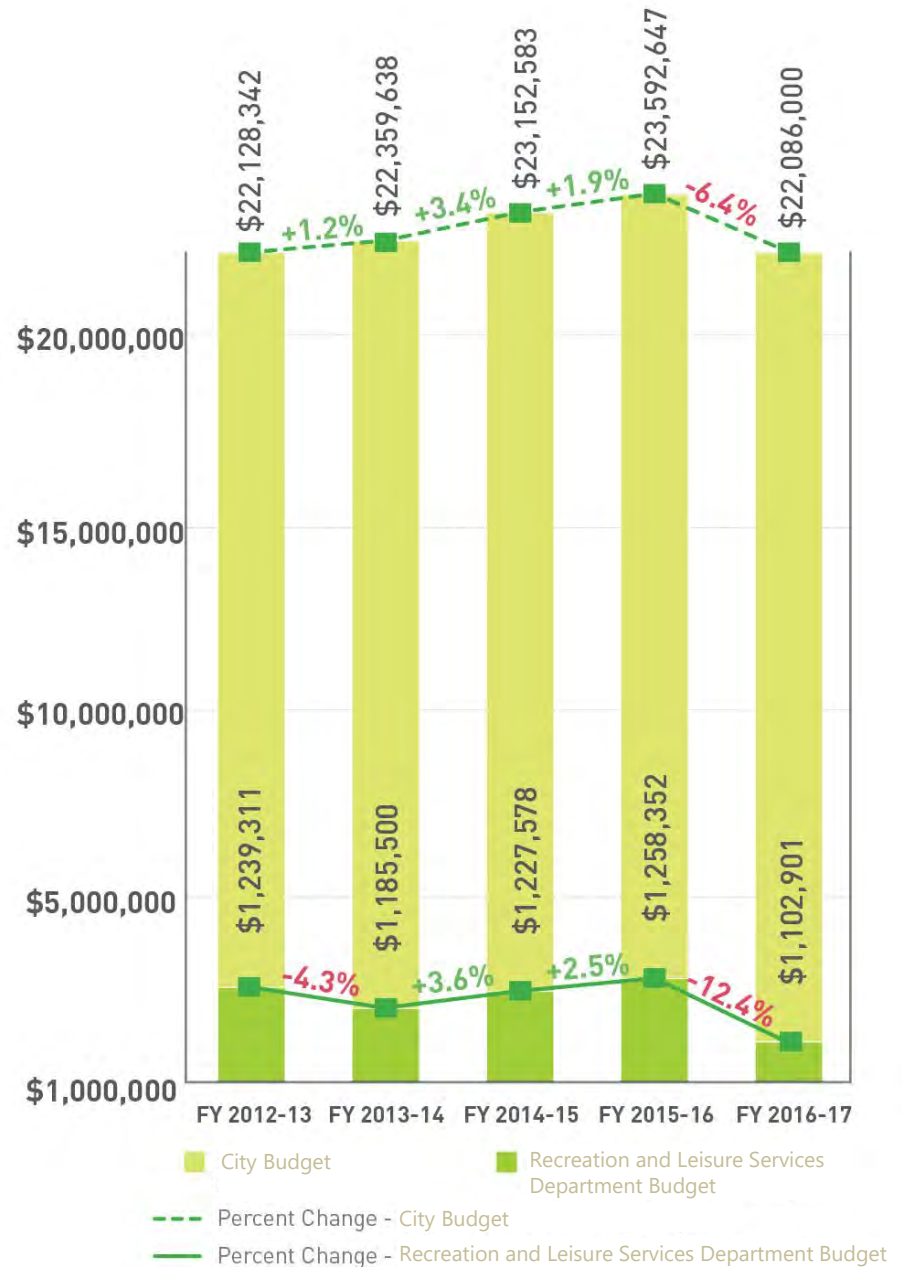
Insignificant after 1,300 ft

Source: Miller, 2001; Farr, 2008

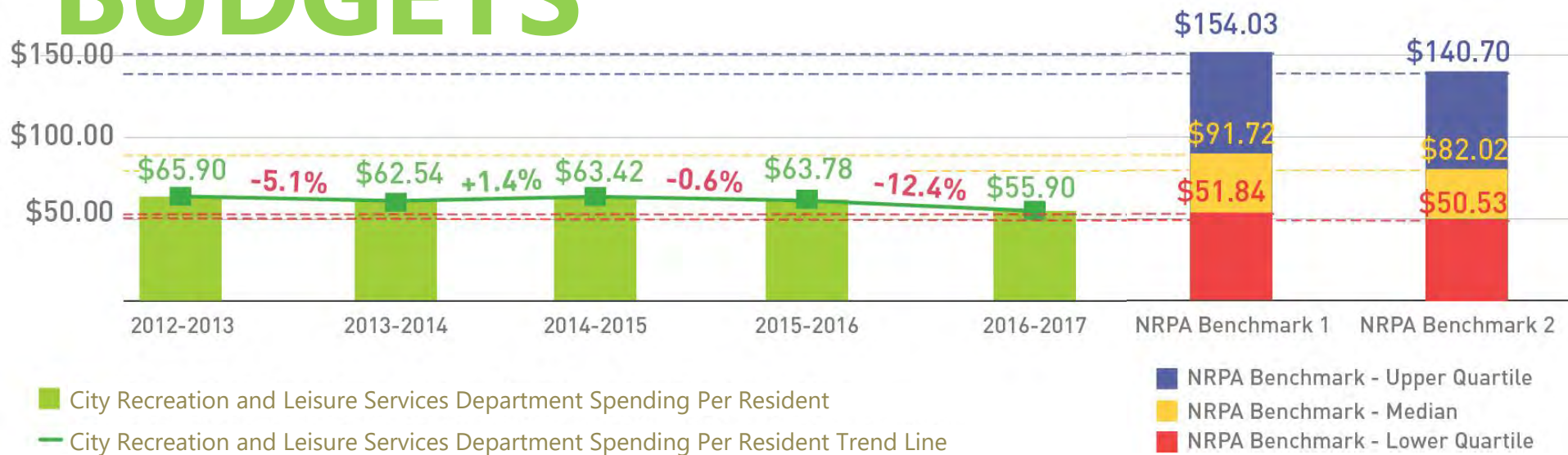
CHALLENGE D PARKS AND RECREATION BUDGETS

Budget between FY 2012-2017

- City's overall budget **-0.19%**
- Recreation and Leisure Services Department budget **-11.01%**



CHALLENGE D PARKS AND RECREATION BUDGETS





Executive Director: Stephanie Van Parys

Website: www.wyldecenter.org

Telephone: 404-371-1920

Our Mission



Co-founder Sally Wylde holds a chicken for the kids.

To educate, cultivate greenspaces and build community in the areas we serve

Our History



- Founded in 1997
- Create a place where youth could come to learn about the earth and ultimately themselves, to lead by example

What Does Wylde Center Do?

We Provide Urban Greenspace

Wylde Center cultivates, preserves and protects five greenspaces in four different Decatur and Atlanta neighborhoods:

- WC-Oakhurst Garden
- WC-Hawk Hollow (Kirkwood)
- WC-Sugar Creek Garden (Oakhurst)
- WC-Edgewood Community Garden
- WC-Mulberry Fields (Candler Park)

The nearly 7 acres of gardens and greenspaces are used for on-site educational programs, field trips, public and private events and are open for community use 365 days a year.

Oakhurst Garden



Year started: 1997 in the Oakhurst neighborhood, Decatur

Description: 1.25 acres consisting of 4 separate lots. One lot belongs to the City of Decatur, 3 lots belong to Wylde Center. Includes community plots, children's play area, office, greenhouse, mini-farm, chickens, and community gathering spaces.

How site is used: Field trips, community events, event rentals, informal use, main office

Annual visitors: 8,000

Initial sources of income: Community grants, City of Decatur support

Current funding: Grants for special projects (irrigation system), Wylde Center general operations

Staffing: 1 site coordinator @ 20 hours per week, Greenspace Director oversight

Budget: \$19,000 for staff, \$2,300 for materials

Sugar Creek Garden and Herb Farm



Year started: 2010 in the Oakhurst neighborhood, Decatur

Description: 1 acre of land that belongs to the City of Decatur. At this site, we grow herbs for sale to local restaurants and to the community through a local CSA. It also features pockets of pollinator plants, medicinal herbs and community garden beds.

How site is used: herb gardens, informal use

Annual visitors: 500

Initial sources of income: Community grants, City of Decatur support

Current funding: Grants for special projects, Wylde Center general operations

Staffing: 1 site coordinator @ 20 hours per week, Greenspace Director oversight

Budget: \$19,000 for staff, \$1,000 for materials

Edgewood Community Learning Garden



Year started: 2009 in the Edgewood, Atlanta neighborhood; Wylde Center assumes management in 2012.

Description: 1 acre of land that belongs to the Zeist Foundation. Site has chickens, bees, play structures, and compost bins on site. Also features a new educational building.

How site is used: Field trips, community events, informal use, afterschool programming

Annual visitors: 2,000

Initial sources of income: Zeist Foundation

Current funding: Zeist Foundation

Staffing: 1 site coordinator @ 40 hours per week, Greenspace Director oversight

Budget: \$37K for staff, \$6,000 for materials

Hawk Hollow



Year started: 2012 in the Kirkwood, Atlanta neighborhood

Description: 1.5 acres of land that was donated to Wylde Center. Site is predominately shady and we are focused on replacing non-native plants with native plants.

How site is used: Field trips, community events, informal use, Hobbit Houses

Annual visitors: 2,000

Initial sources of income: Donated, General Operations

Current funding: Grants for special projects, general operations

Staffing: 1 site coordinator @ 10 hours per week, Greenspace Director oversight

Budget: \$10.5K for staff, \$11,000 for capital improvements

Mulberry Fields



Year started: 1999 in the Candler Park, Atlanta neighborhood; Wylde Center assumes management in 2016

Description: 2 acres of land that belongs to two neighbors. Site has chickens, goats, children's play area, community garden.

How site is used: Field trips, community events, informal use

Annual visitors: 3,000

Initial sources of income: Community fundraising

Current funding: Community fundraising, General Operating

Staffing: 1 site coordinator @ 5 hours per week, Greenspace Director oversight

Budget: \$7K for site coordinator, \$4,000 for materials



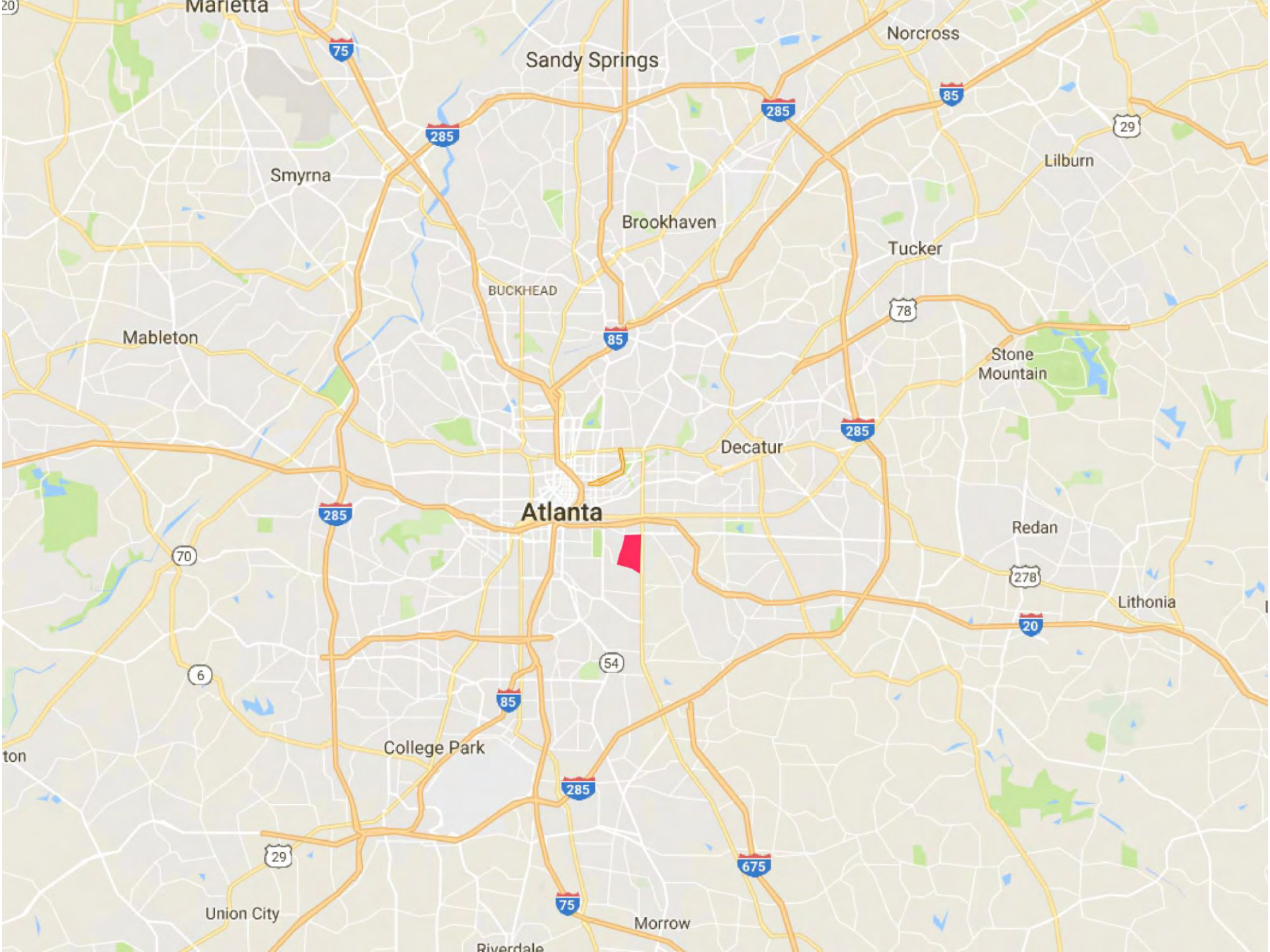
ORMEWOOD PARK(S): HOME-GROWN GREEN SPACES

Allison Stewart-Harris, AICP



JACOBS





Marietta

Norcross

Sandy Springs

Smyrna

Brookhaven

Lilburn

Mableton

BUCKHEAD

Tucker

Stone Mountain

Decatur

Atlanta

Redan

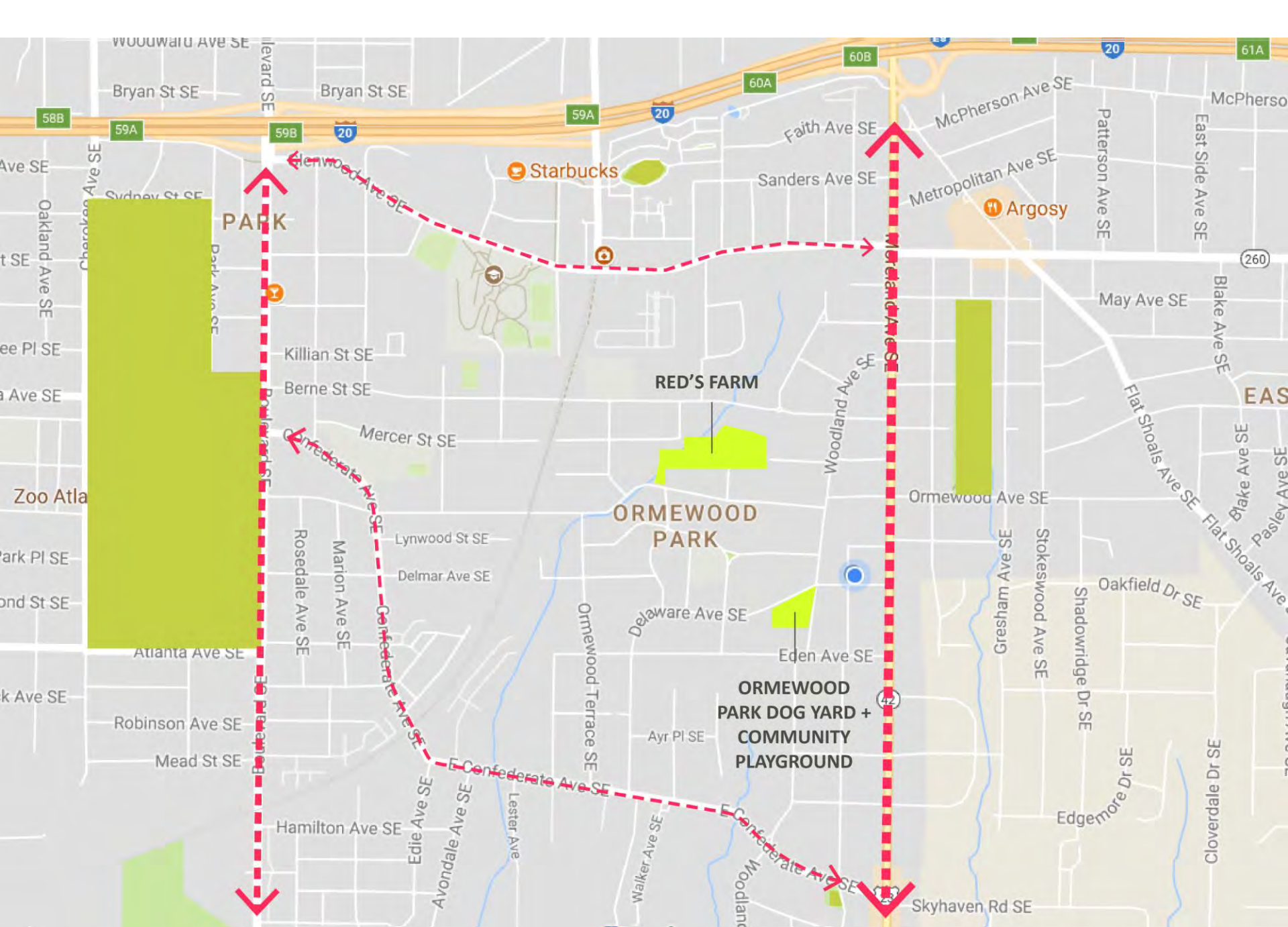
Lithonia

College Park

Union City

Morrow

Riverdale



PARK

RED'S FARM

ORMEWOOD PARK

ORMEWOOD PARK DOG YARD + COMMUNITY PLAYGROUND



201





200







play matters for all kids



Ormeowood Community Playground added an event.

February 18, 2014 · 🌐

You need a Date Night? You got it.

\$30 for one child, \$20 for each additional sibling. As always, you can make a larger donation if you wish. 😊

You drop off the kids, we provide the grown-ups, pizza and entertainment. For five. Whole. Hours. ... [See More](#)



FEB
22

Parents Night Out Fundraiser

Sat 5 PM · 1071 Delaware Avenue SE, Atlanta, ...
2 people went

★ Interested



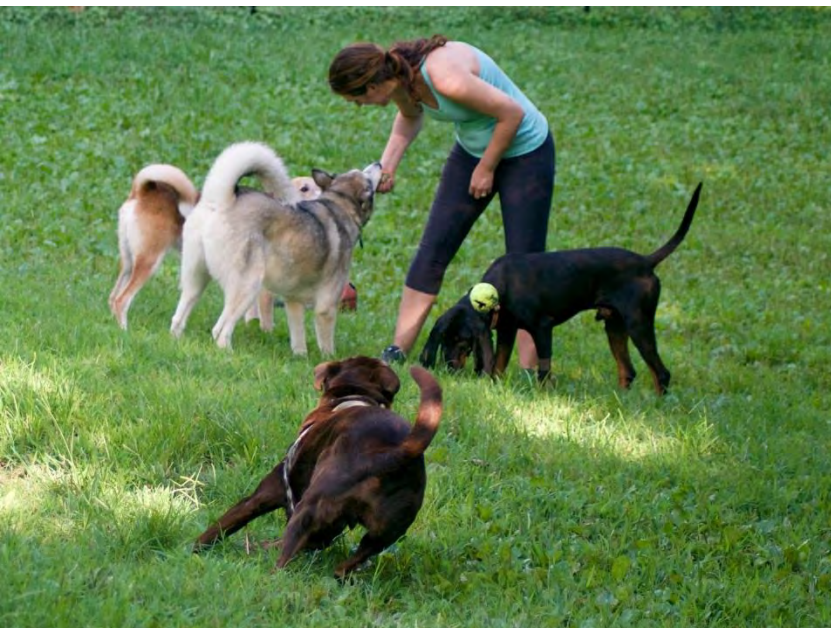














We will be OPEN at 2 🐾

👍 Like 💬 Comment

👤 1

👤 Write a comment...

Martyn Hope
Admin September 21 at 1:48pm

OPEN 🐾

👍 Like 💬 Comment

👤 2

👤 Write a comment...

Martyn Hope
Admin September 20 at 1:57pm

We are OPEN 🐾

👍 Like 💬 Comment

👤 1

👤 Write a comment...



“It’s really a life line.”





EXIT

FAITH AND FELLOWSHIP

Ormewood Park Presbyterian Church Closes



FAITH AND FELLOWSHIP

A Church Grows in Ormewood

By Katherine Cleveser

Nearly a year after the former Ormewood Park Presbyterian Church shut its doors with 15 remaining members, there are signs of new life at the historic sanctuary on Delaware Avenue.

Ormewood Park residents, surrounding neighbors, families of the Ormewood School, and fans of the well-loved Ormewood Dog Yard gathered on multiple occasions throughout the spring and summer of 2016 in potluck style community meetings to discuss the fate of that 1071 Delaware Avenue property after the closing of the church, which is owned by the Presbyterian Church USA.

The voice and vision of the people came in no uncertain terms: to keep this geographical Ormewood Park center as a neighborhood community gathering place that prioritizes nearby residents while offering refreshing and creative new ways for neighbors to engage with one another and, for some, with their faith. Per the vision of the community, a seed for a new church plant has been sown.

Through the late summer, fall, and winter, a group of 12 Ormewood Park area residents of all backgrounds met to dream and discuss how a new church from the Greater Atlanta Presbytery, they drafted and published an advertisement for an organizing pastor, followed by months of interviews, discussion, and eventual unanimity in selecting a pastor.

New Ormewood Church pastor, Jenelle Holmes

This groundwork culminated on March 15, as Jenelle Holmes accepted the call as the first organizing pastor of this new "Ormewood Church." Formerly on staff at Trinity Presbyterian Church in North Atlanta, and with degrees from Whitworth University and Emory's Candler School of Theology, Jenelle "grew up running amok in the neighborhood" of Washington, D.C.



RLand from Atlanta

Recently, artist RLand Library made up of pro The \$800 will be used for wall and in the main reading until it was taken down in appreciative. Below from East Atlanta Branch Manager Schroeder, Art Wall Mana

OR
MORTGAGE
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404.222.0456



...ket at 571 Stokeswood Avenue...
 ...please note that they are...
 ...Earth friendly...
 ...or check them out on the...
 ...tab. You can also email...
OPEN
 ...ion



EXPERIMENT #3
WORSHIP
SUNDAY, AUGUST 13 @ 11AM
IN THE FELLOWSHIP HALL

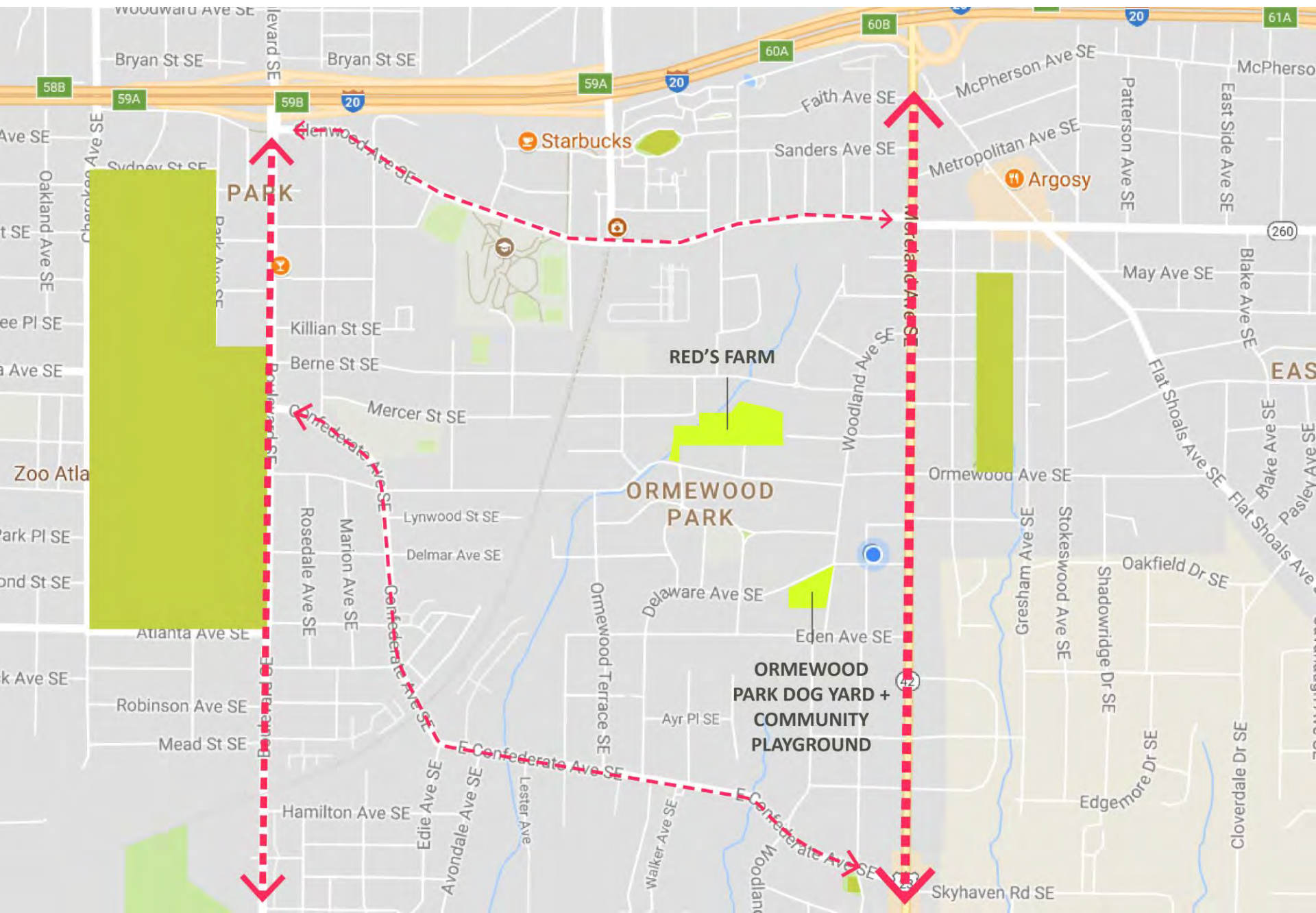


(SEIS) DE MAYO

LIVE MUSIC FOR KIDS & ADULTS. FOOD. BYOB. YARD GAMES.

Nacho Bar \$4. Bring your own beverages.
The Grove of Ormewood Church





PARK

RED'S FARM

ORMEWOOD PARK

ORMEWOOD PARK DOG YARD + COMMUNITY PLAYGROUND

Starbucks

Argosy

58B

59A

59B

59A

20

60A

60B

20

61A

260

52







“beans amid the bungalows”





Backyard BIBLE CLUB

LET SUMMER LINGER!

Come out to Red's Farm to play backyard summer games with all of your friends

WHEN?

Wednesday & Friday Nights
August 9th, 11th, 16th, 18th
From 6:30pm - 8pm

WHERE?

Red's Farm: 1050 Mercer
Street, Atlanta, GA 30316
(park on Woodland & walk to the farm)

WHAT GAMES?

Kickball, wiffle ball, capture the flag...etc.

ALL KIDS WELCOME!

Kids 1st grade and older can come without an adult
Kids 5 and younger must bring a parent to the party

Parents and kids come on out on the last night,
August 18th, for a Backyard BBQ!

Hosted by Village Church of East Atlanta (adult supervision provided)
All donations are welcome and will directly benefit Red's Farm



A FUNDRAISER BENEFITTING ORMWOOD COMMUNITY PLAYGROUND

SATURDAY, OCT. 19 • 3-6 PM
AT RED'S FARM
SEE MAP ON REVERSE

BBQ • LIVE MUSIC • BEVERAGES* • RAFFLE
TONS OF FAMILY FUN!

\$20/PERSON KIDS 12 & UNDER ARE FREE

*PLEASE BRING CASH FOR BEVERAGE DONATIONS & RAFFLE



ORMEWOOD
community playground

Tickets can be purchased online at,
TheOrmewoodSchool.org,
at the farm the day of the event or
at The Ormewood School.
For more information, 404.627.2214

"I live next to an organic farm," a neighbor says. "My friends say you must be the luckiest duck. Every time I see a developer go by and look at the land, I say, 'No, please don't.'"

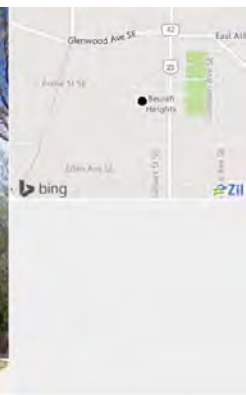
30316 is a good place to be a seller

Buyers Market



Sellers Market

[See the full report](#)



1088 Mercer St SE,
Atlanta, GA 30316
3 beds · 3 baths · 2,200 sqft

MAKE ME MOVE[®]
\$510,000
Zestimate[®]: \$516,109
EST. MORTGAGE

LESSONS I EARNED



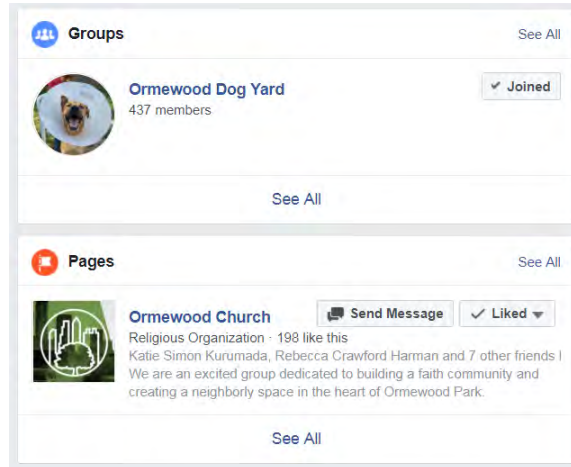
1. It takes a handful of committed people

LESSONS I EARNED



2. Know your neighborhood

LESSONS I EARNED



3. Build communities of support through social media

LESSONS I EARNED



4. Actively manage the space – make it legit.

LESSONS I LEARNED



5. Keep it simple.

LESSONS I LEARNED



6. “Beer + chicken nuggets at every meeting.”

Allison Stewart-Harris, AICP
Senior Planner, Jacobs
allison.stewart-harris@jacobs.com





Citizen Impact & Power of Parks

Ayanna Williams

Director of Community Building,
Park Pride

September 27, 2017

for the greener good

Ayanna Williams, Director Community Building



park pride: for the greener good

mission

To engage the community to activate the power of parks.

vision

A nationally recognized network of locally inspired parks, greenspaces and trails that engages individuals, strengthens communities and transforms Atlanta.



park pride: for the greener good

who do we serve?

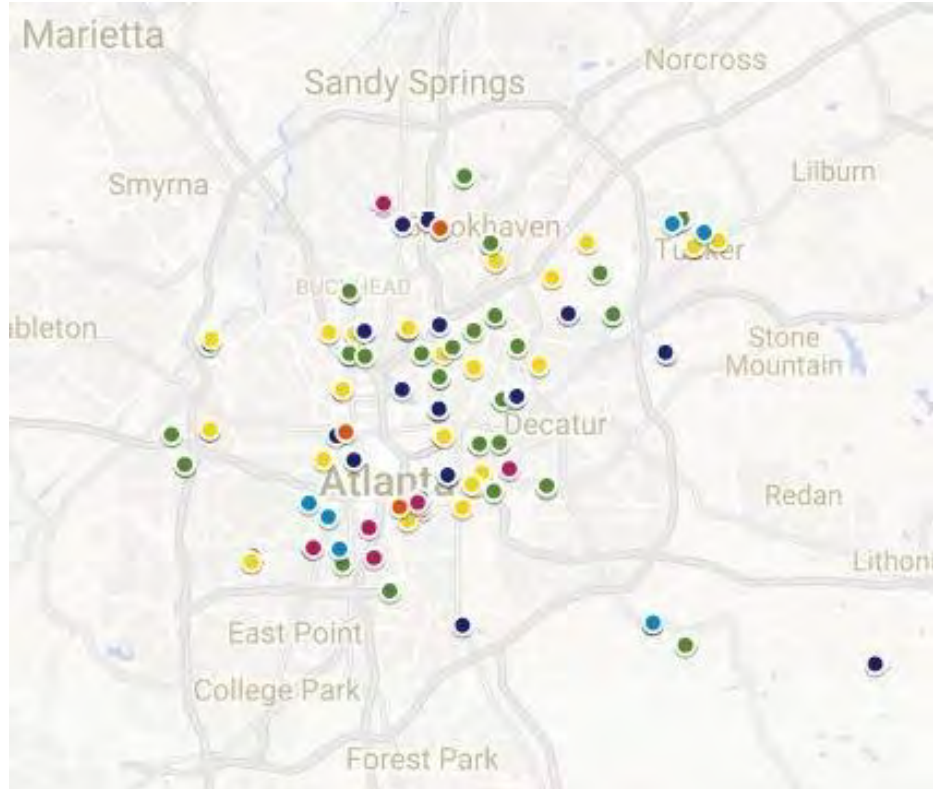
- All ages
- All ethnicities
- All incomes

where do we serve?

- City of Atlanta
- Unincorporated DeKalb County
- Parks of all sizes and functions

presentation focus?

- Unique Nonprofit Model
- Power of Partnerships
- Citizen Driven Projects



Distribution of Park Pride services, 2016

park pride's philosophy: the power of parks

great parks

- increase quality of life
- strengthen communities and cities
- serve as a place for communities to gather, play or relax
- encourage physical and mental health
- are a natural refuge
- promote community engagement, safety, and revitalization
- spur economic development and benefit tourism
- make our citizens happy, our communities strong, and our cities sustainable

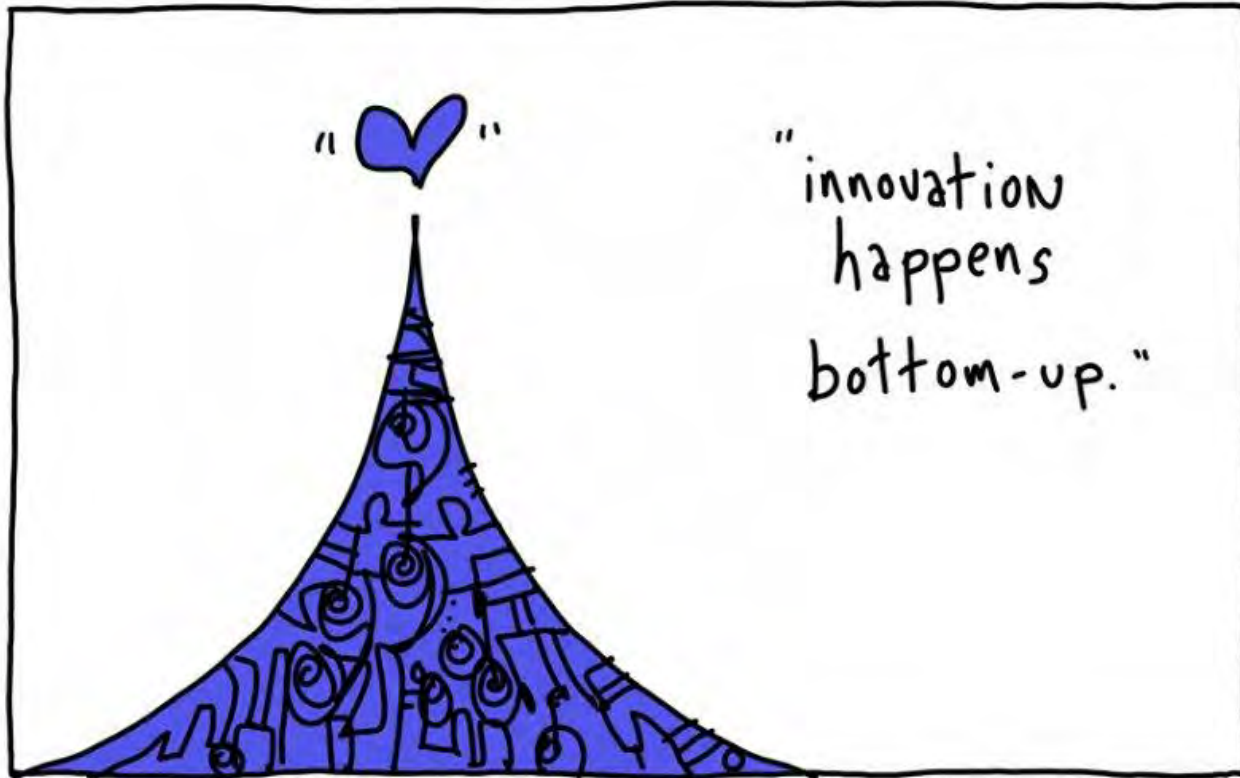


park pride: for the greener good



Top words used to describe Park Pride, 2015

park pride's model



gapingvoidart.com

park pride's model



park pride's model



park pride's model



park pride's model

a unique combination of programs and leadership

programs

Friends of the Park
Park Visioning
Volunteer
Grants
Community Gardens
Fiscal Partners
Adopt-the-Atlanta BeltLine



leadership

Parks & Greenspace
Conference
Advocacy
Workshops
Park Meetings
Georgia Legacy

park pride's model

programs

Friends of the Park

Park Visioning

Volunteer

Grants

Community Gardens

Fiscal Partners

Adopt-the-Atlanta BeltLine

programs: friends of the park



Friends of Jennie Drake Park, 2016

programs: park visioning



programs: volunteering



park pride model

a unique combination of programs and leadership

programs

Friends of the Park
Park Visioning
Volunteer
Grants
Community Gardens
Fiscal Partners
Adopt-the-Atlanta BeltLine



leadership

Parks & Greenspace
Conference
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Georgia Legacy

park pride model:

leadership

Parks & Greenspace
Conference
Advocacy
Workshops
Park Meetings
Georgia Legacy

park pride model:

Parks & Greenspace Conference



Parks & Greenspace Conference, 2017

park pride model: advocacy



Importance of Urban Parks Round Table, 2017

park pride model: advocacy



Park advocates at City of Atlanta budget hearing, 2015

park pride model: park meetings



getting communities involved



park pride's impact

2005 Vine City Park Vision brought to reality.



why is park pride so effective?



why is park pride so effective?

Good steward of funds



Ranked a 4 Star Charity by Charity Navigator in 2016





for the greener good

Ayanna Williams
Director of Community Building

ayanna@parkpride.org

404-723-3116

Contact Information

PEREZ
PLANNING +
DESIGN, LLC

Carlos F. Perez
cperez@perezpd.com
404.416.0114



Stephanie Van Parys
stephanie@wyldecenter.org
404-371-1920



Allison Stewart-Harris
Allison.stewart-harris@jacobs.com
404-353-5093



Ayanna Williams
ayanna@parkpride.org
404.546.7963