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I. Executive Summary

The Mission of the Chastain Park Conservancy is to restore, enhance, maintain and preserve Chastain Park. The City of Atlanta (City) has entered into a Memorandum of Understanding (MOU) with the Chastain Park Conservancy (CPC); one of the requirements of this MOU is that the Conservancy develop a Master Plan for Chastain Park. The Conservancy served as a forum for a working group - comprised of Conservancy representatives, park venue operators, neighborhood representatives, City staff and planning consultants – that together, and with broad public input, created this Master Plan.

The vision of the Chastain Park Master Plan is to make Chastain Park a world-class park, celebrating its distinctive heritage and identity, striving for the highest quality of design, construction and maintenance, and offering a unique and delightful experience to park patrons. Chastain Park is:

- A dynamic recreational and cultural showplace;
- The center piece of a unique community;
- A tangible piece of history; and
- A green oasis in the midst of the city.

While many of Chastain Park’s recreational venues were state-of-the-art when they were first built in the 1930s and 40s, today there are larger and grander recreational complexes in many communities. In the 21st century Chastain Park is not expected to gain notoriety for having the largest recreational complexes or the largest park acreage (though Chastain Park is currently the largest park in the City of Atlanta). However, the Master Plan envisions a world-class Chastain Park by virtue of its quality of experience for park patrons: safe, clean and green, and energizing, entertaining and educational. Chastain Park will be world-class in its innovative management.
and stewardship of its resources, which represent a unique combination of recreational, cultural, historical and natural assets. Exemplary public-private partnerships to cooperatively and collaboratively manage those assets; their integration within the park and within the surrounding community; and a rigorous application of sustainable design and operating practices, will be what makes Chastain Park state-of-the-art in the years ahead.

PLANNING PROCESS

As part of its MOU with the City, the Chastain Park Conservancy is charged with preparing a Master Plan that includes, but is not limited to, park specifications, a blueprint for capital improvements, landscape details, objectives for programming within Chastain Park and a blueprint for park management decisions. The Conservancy is the primary custodian for restoring, enhancing maintaining and preserving all areas of the park not being managed or operated by other Lease- or MOU-holders. These include picnic areas and facilities, the Playground, woodland and trail areas and other common green space. CPC is a not-for-profit 501(c)3 corporation that raises funds for Chastain Park and hosts volunteer events that benefit all areas of the park.

Because each of the other Lease- or MOU-holders is responsible for its own planning within its lease line, the Master Plan’s physical recommendations are focused on common areas and park-wide issues such as aesthetics, historic resources, pedestrian connections, parking and traffic. Details of facility operations and management, site master planning and program planning issues for individual lease/MOU holders are generally outside the Master Plan’s scope.

The Master Plan has been developed through more than a year of collaborative effort by: Chastain Park Conservancy representatives; park venue operators; neighborhood representatives and interested citizens; City officials and staff; and a team of planning consultants. Work began in October 2006 with field observations, data collection, the development of a community survey and a day/evening observation of park and concert-related traffic. Park operating partners and other stakeholders were interviewed and community feedback was solicited via a survey on the CPC website throughout the next several months. Initial contacts with the Atlanta Planning Advisory Board (APAB) and chairs of the City’s 25 Neighborhood Planning Units (NPUs) were made, to publicize the process and encourage input.

Beginning in January 2007, a working group of CPC representatives, park venue operators, Chastain Park Civic Association representatives, City staff and planning consultants met monthly to develop the Master Plan. In the spring of 2007 this working group developed planning parameters (“assumptions”) and began to create preliminary concepts and alternatives to address key park issues. The planning assumptions recognized the special character of Chastain Park based on its unique and diverse mix of recreation and cultural offerings, and its effective model of public-private partnerships that oversee much of the park’s improvement and operations. Given the high level of community interest and demand, but also the constraints of site capacity and area infrastructure, it was also noted that existing recreational venues or programs were not expected to either grow or shrink significantly — with the possible exception of the pool, whose operator, the Chastain Park Athletic Club, currently has plans for an expanded indoor/outdoor Aquatic Center.

Based on stakeholder and community input, City requirements and planning team analyses,
seven Master Plan priorities were identified (here in alphabetical order):

- Aesthetics: Park Identity & Sense of Place
- Facility Enhancements (improving existing venues)
- Green Space (un-programmed open space)
- Park Infrastructure (general amenities for park visitors)
- Pedestrian System Improvements & Safety
- Stewardship: Sustainability & Historic Preservation
- Traffic / Parking / Access

The highest priorities, expressed consistently in all feedback, were to address traffic, parking, pedestrian safety and PATH system facilities. Park amenities (restrooms, drinking fountains, lighting, etc.) were a second tier. Third-level, but also important to diverse stakeholders, were the additional priorities listed above (e.g., aesthetics, facility enhancements, green space and stewardship).

During spring and early summer 2007, sketches testing ideas and options were shared with stakeholders, and throughout the month of August were publicized in open house-format public meetings as well as online. Comment forms were used to collect feedback on the concepts, which was overwhelmingly positive. Throughout this period, outreach was ongoing to NPU chairs, several neighboring civic associations and other interested parties. Review of the feedback received in August helped guide the preparation of the draft Preferred Concept Plan in September 2007. This Concept Plan was in turn reviewed with stakeholders and has served as the basis for a review, as a Draft Master Plan, with each of the NPUs in October-November 2007.

KEY RECOMMENDATIONS

The Master Plan (see Figure 1, Master Site Plan) that developed from this process is focused on improving the quality of the park patron’s experience - park function, safety, aesthetics and user-friendliness - and on reinforcing the recreational diversity, community linkages, historical flavor and oasis qualities that make Chastain Park unique. The Plan’s key recommendations include the following:

The Site Plan, which lays out where various venues and amenities are located within the park, remains largely unchanged, as almost all of the current venues are long-established (in some cases historically significant), viable, popular, and valuable to the mix that is Chastain Park.
Removal of two existing incompatible land uses is recommended: the metal storage building currently leased to Theatre of the Stars, and the existing Department of Watershed Management facility, an industrial use. Neither of these current uses is location-dependent and both are in conflict with the site’s greater value to the community as open park space.

**Program and Facility Enhancements** are scaled to meet available space and infrastructure. The major ones recommended are:

- A new Recreation & Community Center to include two basketball gymnasiums (double the current capacity), as well as other multi-use, community and recreation facilities, and an attached parking structure.
- Rehabilitation of the historic Chastain Arts Center building, along with two new outbuildings for additional studio space.
- A new Tennis Center to replace the undersized, outdated existing facility, combined with a Welcome Center providing restrooms, orientation and a focal point for the general park visitor and community residents.
- Additional facility and program enhancements are in planning or design stages under the auspices of the partners that operate these park venues. These projects are separate and outside the scope of this Master Plan. Chief among these are:
  - A new aquatic center that has been planned by CPAC to replace the existing, original 1942 pool facility. According to CPAC, the plan has taken great care to incorporate historical and local architecture, as well as will be a LEED certified project.
  - Additional outdoor pavilions at the NYO field complex.
  - An open-air pavilion for group functions at the golf course.

These projects will be subject to review and approval at the appropriate time, according to the
requirements of City regulations and the terms of each partner’s lease or MOU.

Additional **General Visitor Amenities** are recommended such as:

- Restrooms,
- Drinking fountains,
- Information kiosks and other sources of welcome / wayfinding / orientation information,
- Site furniture such as benches and shelters, and
- Informal gathering spots.

**Usable Green Space** should be reclaimed from under-utilized areas of the park. The Plan includes approximately 12 acres of expanded access to “new” green space in the form of un-programmed / semi-programmed fields; expanded meadow areas; renovated or additional picnic and playground areas; better access to natural areas and trails; environmental education areas; and garden and plaza spaces for community gathering and enjoyment.

**Pedestrian System Improvements** address a number of vitally important issues for Chastain Park, including safety, recreational capacity, accessibility to the park, the quality of park patron’s experience, and sustainability. Key goals and recommendations include the following:

- Improving traffic-calming measures along all roads within and adjacent to the park.
- Providing wider, safer, better-separated PATHS and sidewalks, especially at the severely restricted Powers Ferry segment; on West Wieuca Road, to create a civic promenade through the heart of the park; exiting the Amphitheater; and along Park Road where the PATH currently shares the asphalt with cars.
- Connecting and activating the north end of park with PATH improvements on upper Powers Ferry and Pool Road, as well as Park Road, and improved access to parking in the Red Lot. Getting more people to use and enjoy these upper trails will improve security with "passive policing," and relieve crowding on West Wieuca Road.
- Improving neighborhood connectivity with sidewalk extensions and bike lanes on adjoining streets.
- Offering amenities for walkers such as mini parks, designated parking, additional water fountains, benches, shelters and signage.
- Providing additional natural and green space area trail improvements that will offer a diversity of options for recreational walking and jogging.

**Vehicular Circulation System Improvements** include recommendations for both physical changes to the park, and changes in operating procedures. Traffic, parking and access issues consistently rank as the number one issue affecting Chastain Park – affecting the quality of the park experience, the relationship of the park to the surrounding community, and even the safety of the park patron. The Master Plan’s recommendations will:

- Calm traffic
- Improve traffic management
- Provide better access to venues
- Increase pedestrian safety
• Reduce parking deficits, with a multi-faceted plan that includes:
  - A parking structure.
  - Better use of existing parking areas, including consolidation and removal of problematic areas.
  - Improved parking management.
  - Improved pedestrian and bicycle access.
  - Alternative access strategies (e.g., MARTA and private shuttles).

Daytime operations - busy park days - can have severe circulation issues and are addressed through several initiatives:

• Improved management, including strategies to steer parking demand away from the heart of the park and toward under-utilized daytime lots near the Amphitheater.
• An annually updated Traffic Management Plan (TMP).
• Addition of parking in a parking structure at the new Recreation Center, central to a number of the park’s busiest daytime facilities.
• Improvements to the circulation system, including roadway modifications and drop-offs (“Kiss and rides”) for busy venues.
• Improved enforcement.

Concert events face a different array of circulation issues and are also addressed through a multi-faceted approach:

• The addition of parking supply.
• Improved and consistent management, requiring an annually updated Traffic Management Plan (TMP).
• Consistent application of the TMP for all events regardless of who promotes them.
• Improved enforcement.
• Patron education and incentives to reduce peak-time demand.
• Steps to test remote-parking feasibility and improved transit accessibility.

**Sustainability** policies are recommended to minimize environmental impact and maximize efficiency of both new and existing facilities. A sustainable, common sense approach to design of new facilities and operation of existing facilities will result in long-term economic and health benefits. As energy, water and habitat resources will become ever more scarce and critically important for the health of our community, Chastain Park should serve as a state-of-the-art example of the practical application of green building and management practices in a public park context. The LEED™ building rating system should be used as a minimum benchmark for new projects and for facility operations. Innovative strategies for site design and management include tree preservation and tree canopy maximization, drought-tolerant landscape design, improved
stormwater management and storm / gray-water capture for irrigation systems, stream-corridor restoration, minimization of impervious land cover, and reduced automobile usage.

*Historic Preservation* considerations are important to maintaining the visual character of Chastain Park and to realizing the park’s full potential value for the Atlanta community and beyond. The park as a whole is a locus of Native American, Civil War and early- to mid-20th century Atlanta history and portions may be eligible for listing as a Historic District. The Arts Center (former Black Alms House) is architecturally significant, has important stories to tell about regional and African-American history, and should be restored and rehabilitated. The Arts Center building may be eligible for Landmark designation, even without a District listing. (The Galloway School main building - the former White Alms House - may be eligible as well, but is now owned by Galloway, not the City, and as such is outside the Master Plan’s scope). Early park-era structures such as the Golf Clubhouse, Master Grill, picnic grills, Amphitheater, Bathhouse and other early site features may be found to be contributing structures to such a District, although some may be too greatly altered to be included. Similarly, the golf course itself figures in the history of Atlanta given its notable designer and some of the early events the course hosted; but its landscape integrity has not been evaluated. District nomination for the park, or landmark designation for important buildings, would celebrate and reinforce Chastain Park’s unique identity and strengthen its community image, may aid in securing funding for certain improvements, and should be further investigated.

Future work in a District (if approved) would need to be completed in compliance with the Secretary of the Interior’s Standards for Rehabilitation and might include the reversal of inappropriate modifications and the restoration and/or addition of more sympathetic elements. New or replacement facilities would be addressed by Design Guidelines that are consistent with the Standards for Rehabilitation, which do allow for appropriately designed modifications to accommodate new program demands and current uses.

*Design Guidelines* are recommended so that new design elements reflect and reinforce the park’s identity and historic character. Chastain Park’s visual quality, user-friendliness and sense of place will be significantly improved by a more cohesive and coherent approach to site furniture, landscaping, lighting, signage, architectural renovations and new construction.

- *Site Design Guidelines*: Design guidelines for site elements are perhaps more significant than architectural guidelines for helping to create a sense of place. Site features and common spaces can and should be more consistent throughout, as one means of visually unifying the park. Recommended site design guidelines include:
  - A consistent palette and aesthetic of rustic stonework and heavy timber materials for site structures, walls and other features.
  - Durable, simple, substantial, yet graceful selections for benches and other site furnishings, using a compatible family of 2-3 standard types that can vary according to different types of spaces. City of Atlanta standard park furnishings are incorporated where visually compatible.
  - A consistent palette of plant materials appropriate for each type of space in the park (e.g., streetscape, facility area, woodland).
- Consideration of sustainability in all choices.

- **Building Design Guidelines.** Design guidelines for buildings address both historic preservation and new construction. These include the following considerations:
  - An appropriate visual scale for all new construction and additions.
  - Use of an appropriate yet versatile material palette including ashlar granite, wood, limited use of brick and cast stone, dark timber construction, limited use of concrete, and standardized components.
  - Continuity and/or compatibility with prevailing historic style elements.
  - Maintaining historic relationship of building to street and landscape.
  - Providing enhanced accessibility for individuals to all facilities.
  - Consideration of sustainability in all renovations and new construction.

**Park Maintenance** recommendations address strategies for increasing coordination and consistency among the multiple public-private partnerships that manage Chastain Park's diverse venues, and leveraging the improvements seen in recent years based on new City and partner initiatives such as the DPRCA's 2007 Park Standards program. Additional focus on preventive maintenance and proactive monitoring of aging facilities is recommended.

**BUDGET ESTIMATE**

The total series of improvements recommended in the Master Plan is estimated at a total capital budget of approximately $36.3 million (hard costs in 2008 dollars, not adjusted for escalation).

Over $13.4 million in **Recreational and Facility Enhancements** including:
- New Recreation Center
- Arts Center restoration/addition
- New Tennis Center and Welcome Center.

Over $10.9 million in **Parking Improvements** including:
- Parking Structure (at Recreation Center)
- Parking Tray (over the Lower Blue Lot)
- Enhancements at the new NYO drive and the Red and Yellow Lots

Over $6.7 million in **Streetscape Renovations, Pedestrian System Improvements and Traffic Calming:**
- Powers Ferry PATH and roadway renovation
- Powers Ferry North PATH extension
- West Wieuca Road Streetscape and Linear Plaza
- Park Road and PATH renovation
- Pool Road and PATH renovation
- Additional Traffic Calming on Lake Forrest and Powers Ferry

Over $2.4 million in **New Green Space and Trail Additions** including:
- Skyline Meadow and North Woodland Trails
• Upper Blue Lot Grasspave® conversion
• Native Plant Woodland
• Hilltop Field
• Playground Meadow expansion
• Nancy Creek streambank and “Palisades” restoration
• South Meadow
• South Trail extension

Over $1.3 million in other Historic and Amenity Site Features including:
• Picnic Areas restoration
• Restoration of the Master Grill and Witches Cave
• Playground expansion

Over $1 million in other Park Infrastructure including:
• Gateway features and signage
• Kiosks and wayfinding signage
• Restrooms
• Lighting
• Drinking Fountains
• Benches and Site Furniture
• Forest Restoration

Phasing & Prioritization of these improvements is based on priorities of safety, response to community input, response to greatest park needs, and cost-effective impact on park quality. Top priorities include:
• Pedestrian system improvements and safety
• Parking, traffic calming and control
• Community-based, low cost “early action” projects

Phasing recommendations are flexible in recognition that changing community needs, funding opportunities and constraints and other factors can warrant a re-consideration of project sequencing.

IMPLEMENTATION ACTIONS - NEXT STEPS
The implementation actions considered most strategic for achieving the vision of the Chastain Park Master Plan include the following:
• CPC to initiate planning for a Capital Campaign in 2008.
• City staff (DPRCA), park operating partners and other stakeholders to define the program requirements and space needs for the major facility projects including the Recreation Center and Arts Center.
• Potential grant sources for habitat restoration, water quality enhancement and environmental education projects, and potential program partners (schools, nature centers, etc.) to be identified.
- City, CPC and PATH Foundation to coordinate on final prioritization, design and management of all pedestrian / multi-use paths at Chastain Park.

- Ongoing implementation, evaluation and refinement of the Traffic Management Plans to be facilitated by CPC with all park operating partners and the Chastain Park Civic Association (CPCA) and actively monitored by City Department of Parks, Recreation and Cultural Affairs (DPRCA).

- The Recreation Center parking structure to be studied for optimum size and capacity through preliminary development of a pro forma, considering several alternate scenarios for construction financing and for operation.

- LEED certification to be sought for all new construction in Chastain Park.

- All park operators to begin benchmarking water usage.

- CPC to form a Study (working) Group in partnership with stakeholders to further research the parks’ historic resources, evaluate the potential benefits or negative impacts of designation, and consider nomination of applicable portions of (some or all of) Chastain Park as a Historic District or of individual Landmarks at the City and/or National Register level.

The Master Plan for Chastain Park lays out a twenty-year vision for restoring, enhancing, maintaining and preserving this unique resource, and for making Chastain Park a world-class recreational and cultural oasis for all Atlantans.
II. Planning & Community Outreach Process

The Master Plan has been developed through more than a year of collaborative effort by Chastain Park Conservancy representatives, park venue operators, neighborhood representatives; and interested citizens; City officials and staff; and a team of planning consultants, led by EDAW. Partner organizations included the following:

- Chastain Arts Center *
- Chastain Horse Park
- Chastain Recreation Center *
- Chastain Tennis Center *
- Chastain Park Athletic Club (CPAC - formerly North Atlanta Swim Association)
- Chastain Park Civic Association (CPCA)
- Chastain Park Conservancy (CPC)
- Chastain Venture (a joint venture of the Atlanta Symphony Orchestra (ASO), Haymon Concerts and LiveNation)
- City of Atlanta Department of Parks, Recreation and Cultural Affairs (DPRCA)
- The Galloway School
- North Fulton Golf Course / American Golf
- Northside Youth Organization (NYO)
- PATH Foundation

* City facilities within DPRCA
The CPC solicited proposals for outside assistance to help develop the Master Plan and administered the Master Planning process as the City’s partner charged with developing the Master Plan. Chastain Park is unique in that it has numerous entities who have separate agreements to independently operate portions of the park that is owned by the City of Atlanta. (These operations are further described in Section III -Existing Land Use and Programming.) In addition, the Galloway School and American Legion conduct their operations on property “within the park” that each organization owns. The CPC serves as a forum for gathering all of these various park “partners” together to collectively work on park-wide issues.

The master planning process sought partners’ and the community’s input early on and throughout the duration of the process. Each of the operating partners was interviewed, along with other key stakeholders who have worked in and around Chastain Park. Ongoing communications with NPU chairs, neighboring business and civic associations and other interested citizens provided updates and solicited feedback throughout the process. In addition, because Chastain Park is classified as a Regional Park (Atlanta Parks, Open Space and Greenways Plan, 1993), a complete round of presentations at every NPU was conducted from October through December 2007, to provide information and gather input as required by City of Atlanta Ordinance 04-O-1117.

NPUs A, B, and C, nearest the Park, had additional presentations throughout the process. The Atlanta Planning and Advisory Board (APAB) also was briefed at several points in the process, and provided assistance with the NPU process. In addition, tours of the park were provided to members of the Urban Design Commission (UDC), NPU leaders, and City staff who wanted to become more familiar with the site and the complexities of Chastain Park’s operations.

An additional benefit of the master planning process has been an increased level of communication and collaboration among the park’s operating partners. During the course of the 15-month process, meetings were held with greater frequency, and were often extended to two hours to allow for extensive, substantive discussion of master planning issues and of day-to-day, current operational concerns and park developments. This increased communication and coordination is expected to continue as partner relationships continue to build, and as master plan recommendations are implemented.
PROCESS

The master planning process began with RFP development and consultant selection in the summer and early fall of 2006. Contracts were initiated in October, 2006 with draft Master Plan submittals occurring in January, 2008. The major tasks along the way are outlined below:

1. Inventory & Analysis & Initial Stakeholder Input
   - Collected and reviewed relevant planning background information including prior Master Plans, reports, City base information, and historical information (CPC-provided and other materials).
   - Conducted operations of park operations and traffic (including a sold-out concert) and interviewed park patrons (the beginning of the survey effort).
   - Conducted a community input survey from October 2006 through March 2007 that collected over 1,100 responses (see Section IV).
   - Sent communications to NPU chairs, the Atlanta Planning Advisory Board (APAB), park partners’ user groups, several neighboring civic associations, and local print media to inform the public the project was underway and to solicit initial input.
   - Requested programming, attendance and site/facility information, including planned improvements / identified needs, from each operating partner (including CPC) and reviewed the information provided.
   - Conducted stakeholder interviews with each operating partner plus representatives from City Planning, DPRCA, and police departments as well as neighborhood security.
   - Conducted site visits and mapped findings regarding existing pedestrian systems, park features, historic elements, natural features, park aesthetics and visual quality.

2. Preliminary Findings
   - Synthesized findings and reviewed with stakeholders.
   - Tabulated and reviewed community survey input (see Section IV).
   - Developed a guiding set of parameters, or “planning assumptions” (see Section III).
   - Identified seven “Master Plan Priorities” (see Section IV).

3. Preliminary Concepts and Alternatives
   - Developed preliminary alternatives and preliminary concepts for a range of elements and areas within the park - site planning / land use, facility enhancements, pedestrian systems, parking, vehicular circulation, etc.
   - Developed preliminary draft Design Guidelines.
   - Developed preliminary historical assessment and treatment recommendations.
   - Developed preliminary (early action) traffic management recommendations and began early implementation with the 2007 concert season (better signage, improved communication between control personnel, neighborhood alerts, etc.).
   - Conducted preliminary reviews of concepts with stakeholders (partners, neighborhood
representatives and City staff).

- Continued outreach to NPUs with monthly updates to chairs, and offers for site tours or meeting presentations by CPC.
- Conferred with APAB and the City Planning Department on the optimum NPU process.
- Conducted outreach to staff and members of the Urban Design Commission (UDC) and arranged park tours.

4. Reviews and Input on Preliminary Concepts

- Reviewed preliminary concepts with community members/park users at 6 open houses held at Chastain Park throughout the month of August 2007.
- Posted preliminary concepts on the CPC web site.
- Strategies for alerting the public about the website survey and open houses included:
  - emails from CPC to NPU chairs and APAB, neighboring business and civic associations, City staff, Park operating partners, CPC members, and all participants of the winter 2007 web survey;
  - postcard announcements distributed at every Chastain Park venue;
  - email requests by each Chastain Park operating partner to their membership/constituency;
  - personal outreach by CPC staff to PATH users;
  - posters in the park; and
  - local newspaper articles.
- Collected input with feedback forms that included opportunity for open comment (see Section IV for summary).

5. Preferred Concept Plan

- Synthesized feedback on Preliminary Concepts and prepared recommended “Preferred Concept Plan” in consultation with CPC.
- Reviewed the Preferred Plan with park operating partners, City staff and neighborhood representatives (September-November 2007).
- Conferred with APAB and the City Planning Department on the optimum NPU process.
- Requested agenda time and gave a brief presentation on the process, the Plan and key elements, to each of the City’s 25 NPU’s (October-November 2007).

6. Draft and Final Master Plan

- Revised the Draft Master Site Plan based on input to the Preferred Concept Plan.
- Conducted additional reviews with key stakeholders including operating partners and nearest NPUs (A, B, and C).
- Submitted the Master Plan and Report for Urban Design Commission review.
- Submitted Final Draft Master Plan to DPRCA for their review, preparation of legislation, and submission to Mayor’s Office and City Council for their review and approval process.
III. Inventory & Analysis

This section summarizes the analysis of the park’s existing site characteristics, history, current uses and operations that - in conjunction with stakeholder/community input - formed the basis of the Master Plan’s development. Section IV summarizes community survey responses.

NATURAL RESOURCES

Parks - especially larger, regional parks - typically provide urban residents a rare opportunity to experience natural surroundings and, often, a glimpse of the original arrangement of topography, water, geology and wildlife that once existed throughout their now-urban, created environment. Chastain Park offers limited but important opportunities to gain a sense of that original landscape (even if some restoration and, at times, imagination is required). The park’s benefit as a green, open space in the midst of urbanity is also highly valued, although there is not necessarily a correlation between open space values and ecological ones.

The park’s landform is centered around the Nancy Creek corridor, which roughly bisects the golf course in the southern half of the site. Dramatically higher elevations occur at each end of the park. The creek is a historically important as well as a hydrologic feature although the landscape around it has been highly disturbed and manipulated. As noted in the previous Master Plan reports, archeological sites are likely buried under ten feet or more of deposited red clay soil in the creek’s bottomlands. Numerous permanent and ephemeral streams dissect the site, many of which will likely be required to have buffers retained in the event of any further nearby site development. The 100-year floodplain of Nancy Creek takes up about a third of the golf course (see Figure 2, Environmental Analysis).
As in most of the rest of the region, existing forest in Chastain Park is relatively young regeneration of mixed hardwood-and-conifer Piedmont forest. Less disturbed areas feature taller stands of canopy with greater hardwood components (Red and White Oak, Beech, Tulip Poplar, Hickory, etc.) More recently disturbed areas are dominated by fast growing species such as Box Elder and Water Oak. The ornamental landscape associated (mainly) with the golf course exhibits a wide range of native and non-native plantings including a wide variety of conifers (e.g., Deodar and Red Cedars), evergreens (e.g., Magnolias, Pine and Holly) and flowering trees (e.g., Crape Myrtle and Cherry) in addition to hardwoods including Oaks and Red Maples.

Invasive nuisance plant species including Kudzu, Eleagnus and English Ivy have established strong concentrations in a number of spots, although the CPC has embarked on a very effective control program. The general character of the land north of West Wieuca Road is naturalistically wooded, although visitors may find some portions of this landscape more inviting and comfortable than others (see also Visual Quality, below). Most of the West Wieuca corridor and much of the PATH remain comfortably tree-shaded but this cover is inconsistent and in certain locations it is glaringly lacking.

Key issues for the park’s environmental health include:

- Sustainable, continuous programs to manage or eradicate exotic invasive species
- Planning for the succession of aging tree cover in landscape as well as natural areas
- Performing exemplary environmental management and restoration of stream corridor habitats
- Integrating habitat value as part of the “oasis quality” of the park landscape

**HISTORICAL DEVELOPMENT / CURRENT HISTORICAL RESOURCES**

**Site History and Historic Resources**

The site character and sense of identity of Chastain Park is largely influenced by two key periods in the site’s historical development, as well as the underlying landscape. The landscape itself, as a historical artifact, is of course shaped by its human history and occupants, including prehistoric native American tribes, a later Creek Indian settlement that farmed and hunted this land, and 19th-century Americans. The land changed hands four times during the 19th century, and was likely used for the type of clear-cutting, highly erosive agriculture common in the region at that time. The forest cover at the park today is thus a younger, partial regeneration of the original Piedmont forest type that originally occurred here, and the soil conditions – poorly drained, dense clay – reflect the complete loss of topsoil that previously occurred. Some experts have surmised that the remains of the Creek Indian village may persist along Nancy Creek, under approximately ten feet of soil deposited in later decades of agriculture. A skirmish of the War Between the States occurred along Nancy Creek and Powers Ferry Road in July, 1864, but leaves no visible traces on the site today.
The first period of site development, the impacts of which are still highly visible today, began when Fulton County purchased approximately 1,000 acres – including the present 268-acre park – from Washington P. Johnson. The County developed this site with two Alms Houses in neo-classical style – one for whites, and one for African-Americans (see Historic Buildings, below) – along with supporting facilities including farm and garden areas, a cemetery and, in later years, a “Negro Women's Convict Camp.” Both female and male prisoners were put to work here, in support of the Alms Houses and, later, construction of the park. Figure 3, a Fulton County Topographic Map from the late 1920s, shows the Alms Houses and the cemetery, which is believed to still exist along the Lake Forrest Road edge of the golf course, near hole #3. The way the Alms Houses were sited along West Wieuca Road, generously set back with formal facades and open space in front, was in keeping with the quasi-rural, far-suburban residential character of the area at that time, and established a pattern that later park buildings echoed.
The late 1930s and early 1940s brought the initial wave of park construction, the second period of site development that is most influential on the feel of the place today. The park was conceived as a catalyst for quality residential development on the north side of Atlanta. The effort on behalf of the Fulton County Commission was spearheaded by Troy G. Chastain (Commissioner from 1938 to 1942), who is credited with the vision and the plan for the park. (No record of a professional design team has been found, other than the golf course designers.) After Chastain’s death in 1945, the Commission re-dedicated the park - originally named North Fulton Park - as Troy G. Chastain Memorial Park, to honor his central role in its creation.

The park was envisioned as a recreational showplace with a wide variety of high-quality facilities to set the tone for the neighborhood. The Amphitheater was modeled after a similar venue in Richmond, Virginia that Chastain and his colleagues selected as a model after touring a number of facilities. The Tennis Center in its early years was considered one of the two best in the state (along with Jekyll Island’s). The pool, originally lake-fed, featured Atlanta’s first pool filtration system. In its early years it hosted the Hav-Atlanta games, an annual competition that drew teams from Havana, Cuba. The stables’ Center Ring was one of the state’s largest and best horse show venues. The North Fulton Golf Course was designed by renowned designer H. Chandler Egan, and hosted the 1948 National Amateur Public Links Golf Championship, the first national USGA championship event ever held in the South.

In addition to the recreational facilities, extensive site improvements created places to picnic, stroll and gather in the park. A combination of WPA and prison labor was supervised by master stonemason William L. Monroe, Sr. to construct - in addition to the Amphitheater - stone picnic grills, picnic shelter bases, networks of stone steps in the woods, retaining walls and other site features. These features show diverse styles and a range of artistic skill levels (reflecting the diverse work force), but show a consistently very high quality of craftsmanship: most of these stone features remain in excellent condition today, notwithstanding the occasional damage caused by vandalism or tree roots.
The main picnic area was centered on a bowl-shaped expanse of wooded terrain halfway between the Alms Houses. Among the most unusual features were a cave and tunnel (sometimes termed the “Witches’ Cave”), with a nearby set of massive stone steps flanking the large “master grill” at the bottom of the bowl. The park’s other early features - also built by WPA and prison crews - included its lakes, stream channels, trails and woodlands enhanced with plantings of Mountain Laurel, Native Azalea and other plants. North of Park Road, cabins housed summer youth camps in the woods.

The Amphitheater was built in another, smaller bowl shaped space in the natural topography of the site. Commissioner Chastain and two colleagues traveled to half a dozen cities throughout the east and midwest to view comparable facilities, before selecting the Richmond theater as a model. The relatively steep sides of the Chastain Amphitheater make for a short sight line between audience and performer, adding to the feeling of intimacy and charm on this small venue under the stars, surrounded by trees.

Throughout the 1950s and 60s the park remained extremely popular for its variety of recreational activities. Although the Amphitheater’s programming success varied over the years, the park was a favorite spot for community events and company picnics; the tennis, stables and pool stayed busy; the park hosted the PGA tour’s North Fulton Open and the Hav-Atlanta Games. Ball fields were added in 1952, replacing an earlier polo field. Youth sports, especially football, expanded in the 1960s - NYO began playing here in 1966 - and again in the early 70s, with the addition of baseball programs and a renovation and expansion of the facilities.

By the 1980s the park was showing age and wear. The park and most of its venues remained at very high levels of use, but City budgets were not sufficient to provide adequate maintenance and needed capital improvements. The 1984 Master Plan noted decline in the stables’ popularity, deterioration of the facilities, poor landscaping and poor maintenance around the

Historic stone grills, walls and stairs are in generally good condition and exhibit a wide range of styles from rough rubble and stacked to various types of ashlar.
park, overgrown vegetation throughout the picnic areas, and chaotic parking in un-striped parking areas.

In recent decades the community has stepped in. The non-profit private Chastain Horse Park re-built all the equestrian facilities and re-invigorated the program. NYO has helped fund capital improvements and decades of management and maintenance of the ball fields and gymnasium. A community group (now the private non-profit CPAC) repaired the pool, avoiding its condemnation, and now manages and maintains the facility - and plans to expand and upgrade it. The PATH Foundation built one of its most popular venues within Chastain Park. The Conservancy has largely eradicated nuisance vegetation and restored or repaired all of the grills throughout the picnic area, and has made numerous other general park improvements.

The site today reflects influences of all of these layers of history. The following site resources are the most intact and significant remaining features of the periods of greatest historical significance - the Alms House and Early Park eras:

- The Galloway front landscape. Although now an outparcel, this open front lawn dotted with trees is part of the building's setting that contributes to the historical character of the park.
- The Arts Center site, especially the open landscape spaces in front of the building.
- The original (circa 1935-46) site stonework including the numerous stairs, walls, grills and other stone structures in the Master Grill and picnic area, north hilltops, and elsewhere in park. (Note that some of the site walls, especially along the Lake Forrest and Powers Ferry sides, may be later additions.)
- The bus shelter at West Wieuca and Powers Ferry, an original heavy-timber site structure.
- Original and early-park era topographic features, vistas and landscape character including the north woodlands and trails, lakes, and golf layout.

**Historic Chastain Park Buildings**

*This section addresses the structures of Chastain Park constructed during the two historic building periods. Later structures including the current tennis center, gymnasium, Galloway expansion and Horse Park buildings were not evaluated.*

**Pre-Chastain Park Building Period**

The three buildings included in this building period are the Galloway School (historically the almshouse for White residents), the Chastain Arts Center (historically the almshouse for African-American residents) and the Chastain Arts Center gallery (historically the almshouse Caretaker’s Residence). The Galloway School is a two-story masonry structure that exhibits Greek Revival high style vernacular. Its most commanding feature is a two-story portico supported by Doric columns and sitting on a stone plinth. Its other key Greek Revival elements include limestone keystones around jack-arched windows, cornice and an elaborate front entrance with sidelights and transom.

The Chastain Arts Center and gallery building exhibit similar reserved Greek Revival vernacular features in contrast to the “higher style” of the Galloway School building. The Chastain Arts Center is a one-story “I-shaped” brick structure, with colonnaded side porches. The gallery
building is a one-story brick structure with full facade front porch and the partial façade side porch on the west elevation. Their stylistic elements include Doric wood columns for porches that dominate several facades of each building. Other distinguishing Greek Revival elements include transoms accenting front and most side entrances.

All three buildings stand in various conditions today. The Galloway Building has been well maintained, and modifications to the building have not significantly changed the Wieuca Road facade. The Chastain Arts Building has undergone numerous unsympathetic modifications including the addition, which conceals much of its primary facade. Other modifications to this building include the enclosure of a South elevation porch area and a porch at the historic kitchen area. The gallery building is relatively unmodified on the Wieuca Road facade, though one side elevation is greatly altered. Most modifications have been to the interior, which allows it to operate as gallery/studio space.

**Early Chastain Park Building Period**

The most prolific construction period occurred early in the park’s formation. Many of the park structures including the pool house, golf club and Amphitheatre were built during this time, most constructed by the WPA and local prison labor. This era’s construction unifies those park buildings and landscape elements with the use of the park rustic style (also known as “parkitecture”), incorporating local materials and construction techniques and aims to harmonize with the surrounding environment. Additionally the Amphitheater exhibits streamline moderne influences, especially in the original stage design. The Amphitheater has been altered to accommodate contemporary functional requirements and may no longer be considered eligible for designation as a contributing structure to a historic district.

The golf clubhouse typifies the idiom of the buildings constructed in this era. It exhibits vernacular bungalow features including front recessed porch, overhang with exposed rafters, and use of rustic “natural” materials (granite exterior walls and wood). Other than those broadly general features, the Clubhouse offers little that would classify it with a particular style. It is a rough rubble granite masonry building, a one-story front with a full facade front porch, accented with square granite columns. The building has two full stories in back, facing the golf course. The Clubhouse appears relatively less modified form its original condition than some of the other structures although the windows appear to be stylistically incompatible replacements.

The Bathhouse is also rustic vernacular style architecture. The building is a one-story granite and wood frame structure with a basement. It has few identifiable style elements, though the arched entrance and granite block jack arches do suggest a modest Romanesque Revival vernacular. It harmonizes with other such nearby buildings, like the Golf Clubhouse, mostly through the use of granite as the primary building material, scale, and similar set back from Wieuca Road. The Bathhouse has, however, like the Amphitheater, been subject to extensive modifications (especially throughout the interior and in the addition of exterior ramps and windows). This could mean the Bathhouse, like the Amphitheater, may be determined (pending further research) not to have significant contributing value to a potential historic district.
**Historic Preservation Considerations**

Based on their architectural value, and the association with notable periods in regional and national history, the park buildings and early park era site features may be potentially eligible for addition to the National Register of Historic Places as an historic district. While the park generally takes its design paradigm from the post-1940 era structures and landscape features, all the buildings are integral components of the park’s history.

The almshouses and caretaker residence are historically and architecturally unique when compared to the other park structures. Historically, they were all affiliated with the almshouse system of Fulton County and significantly contribute to the understanding of that system and the socio-economic system during the early 20th century. The Chastain Arts Center was originally the Fulton County Almshouse for African-Americans, “one of the few known examples… still in existence in Georgia.” (Nomination Form, OMB No. 1024-0018), and later served as a retirement facility in the years after 1936. Its presence and history augment the African-American history of Atlanta and its environs. However, it is best viewed in comparison with the Almshouse for the White population, now part of the Galloway School campus. Built at the apex of Jim Crow laws, the two buildings give insight into the material culture of segregation in the early twentieth century, as conveyed in architecture. The architectural differences parallel social and economic differences of the occupants. Additionally, research of both would be a key source of the historical record concerning life at the almshouse in the early 20th century.

Architecturally, all three of the circa 1910 buildings are good examples of Greek Revival structures. The significance of these three buildings is advanced by a connection to famous Atlanta architects. All were designed by Atlanta architects Morgan and Dillon, designers of the Healy Building, buildings at Agnes Scott, Georgia Tech and several prominent churches. The almshouses exemplify a vernacular interpretation of Greek Revival architecture as opposed to “high style” to which the firm was accustomed to designing. This is particularly true for the Black Almshouse in the careful and restrained use of Greek Revival elements that still convey a distinct style in the architecture.

The remaining original stonework of the picnic grills, walls, shelters and steps represent characteristic work of the WPA, an important national development of the 1930s, as well as the Southern social phenomenon of the use of prison labor in public works. Much of this work reflects an exceptionally high level of craftsmanship, a skill that has largely disappeared. William Monroe, Sr. and Troy G. Chastain were figures of local historical significance in the development of 20th-century Atlanta. The designers of the golf course were nationally significant in their field. The creation of opportunities for the public to enjoy nature is also an early 20th-century social trend of significance, as reflected in the unique environment constructed in and around the Master Grill, picnic areas, woodlands and lake.
The historical richness of Chastain Park provides an opportunity for recognition, education and celebration of these diverse stories and their significance to the Atlanta community and region. Providing interpretation and information in the park can enrich the park visitor’s experience.

**CURRENT LAND USES & PROGRAMS**

Chastain Park has always been highly programmed and intensively used. As a Regional Park with a very broad variety of offerings, its various amenities attract users from the immediate neighborhood, nearby neighborhoods, elsewhere in the city, elsewhere in the metro region and, in some cases, well beyond the region (see also Section IV).

Another factor in the consistently high demand is the absence of other park space in much of northside Atlanta. The city-wide shortage of park space has been widely recognized and
ambitious steps are being taken to address it, including the Belt Line project and the City’s forthcoming Project Greenspace Plan. However the historical and current reality for Chastain Park is that lack of other nearby parks creates constant high demand for many types of active and passive recreation.

A recent (2005) aerial photograph of Chastain Park is included as Figure 3. Current land uses are shown on Figure 4, Land Use & Programming. Programmed recreational uses and their associated infrastructure dominate the park, with the exception of small pockets of less-utilized, generally wooded areas along the north edge or in the center of the golf course, and of two non-park uses. (The Galloway School and American Legion, also non-park uses, are out-parcels and not technically within the park land.) The non-park uses within the park are:

- The City’s Department of Watershed Management (WSM) facility, occupying approximately 2.5 acres within the south end of the golf course.
- A metal building on top of the hill behind Galloway School, that provides office and storage space for the Theater of the Stars (TOTS), an important regional theater and cultural arts organization. TOTS staged productions in the amphitheater until 1973.

The recreational uses are operated or managed variously by the City and by six partner organizations. These public-private partnerships include both non-profit and for-profit entities that operate under lease agreements or Memoranda of Understanding (MOUs) with the City. The existing lease agreements and MOUs include the following:

<table>
<thead>
<tr>
<th>Date First Established</th>
<th>Organization</th>
<th>Date of Current Agreement</th>
<th>Expiration Date (renewal option)</th>
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<tbody>
<tr>
<td>1994 *</td>
<td>Galloway School</td>
<td>1999</td>
<td>2009</td>
</tr>
<tr>
<td>1997</td>
<td>Chastain Horse Park</td>
<td>1998</td>
<td>2018</td>
</tr>
</tbody>
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* Notes: NYO used fields earlier; became headquartered at Chastain in 1966. ASO has operated here since 1973; joined by other promoters 1979. Galloway owns its site but leases part of Pool House for classrooms space. CPC formed & began work at Chastain Park in 2003; subleasing Maintenance Barn from Park Pride since 2005

The Conservancy does not operate or manage recreational programs but improves, manages and helps maintain all of the areas not operated by other non-City organizations. These include picnic areas and facilities, the playground, common green space, sidewalks, and woodland areas and trails. The Conservancy, NYO, Chastain Horse Park and CPAC (Pool) are not-for-profit 501(c)3 charitable organizations.

The number of public-private partnerships in place at Chastain Park is unusual and, while there are both advantages and disadvantages, on the whole these partnerships have been successful and of great benefit to the park. As noted in the discussion of park history, the private entities
chastain memorial park master plan
atlanta, georgia

Aerial Photograph
11.27.2006

EDAW
ACCOM
have in several cases stepped in and rescued facilities that, due to physical decline in lean City budget years, would otherwise have been demolished and lost. Partners such as the Chastain Horse Park and NYO have funded or helped fund major capital improvements and have, largely independently, built up significant recreational programs serving diverse and under-served constituencies. The CPAC stepped in to repair and manage the pool, avoiding its condemnation, and through its efforts has rejuvenated the pool for the community. Partners take over major portions of park maintenance and upkeep, thus freeing up taxpayer dollars for other public services. Some partners also generate surplus revenue or pay lease fees, which enhance City revenues, and which directly help support the park, other parks and other recreational and cultural programs for the benefit of citizens across Atlanta.

Disadvantages of public-private partnerships include a potential loss of recreational opportunities for casual / unaffiliated park users, as more land is assigned to specific venues. Independent planning / programming by multiple entities can also contribute to strain on park space and resources (e.g., parking, traffic, pedestrian congestion). Lack of coordination or cooperation in signage and way-finding can also contribute to visual clutter and patron confusion. Consistency of lease terms and oversight by the City, and good collaborative working relationships among the various partners, can greatly mitigate these problems. This coordination effort by the various park partners has been facilitated by the CPC.

Lease agreements and MOUs should be reviewed and upgraded with each cycle to ensure that they are consistent, clear, and fair and balanced for the City, the contractors and all of the park’s patrons - including all City residents who are potential future patrons of the park. The immediate concern is always that mutual expectations and responsibilities are clearly and fully spelled out, to help ensure that the contractual relationship is mutually acceptable and appropriate for the City, the contractor and anyone desiring use of the asset.

The long view is also crucially important: parks are public resources, held and managed in trust for the whole Atlanta community. The public open space, the natural resources and the historic resources of Chastain Park are a heritage resource that belongs to future generations of Atlantans. Consideration of community input and of the long term implications of any lease agreements should be considered by the DPRCA and City administration whenever leases are advertised for bids or other changes in partnership arrangements are contemplated by the City.

In addition to those managed by the private partners, several venues are operated by City staff: the Chastain Arts Center, Tennis Center and Gymnasium / Recreation Center (program responsibility for the gym is shared with NYO which leases space for its basketball program).

The Conservancy is the primary custodian for restoring, enhancing maintaining and preserving all areas of the park not being managed or operated by other Lease- or MOU-holders.
include picnic areas and facilities, the Playground, woodland and trail areas and other common green space. CPC raises funds for Chastain Park and hosts volunteer events for the benefit of all areas of the park; in 2007, over 40 CPC events represented over 7,400 volunteer hours. The Conservancy’s current membership is approximately 600.

As part of its MOU, the CPC is charged with preparing a Master Plan that includes, but is not limited to, park specifications, a blueprint for capital improvements, landscape details, objectives for programming within Chastain Park and a blueprint for park management decisions.

**Summary of Existing Programs**

The following is a summary of existing programs including attendance, program demand, facility needs, infrastructure needs and other issues, based on recent (2006 or 2007) information provided by the venue operators.

**Chastain Arts Center**

*Attendance & demographics:* The Arts Center served approximately 2,400 enrolled students and 400 summer campers in 2006. Numbers of other visitors (e.g., to the gallery, openings, events, etc.) were not tracked and annual totals are not available. The Arts Center serves a city-wide and regional client base although approximately half its students come from the closest four zip codes. About 20 - 25% come from the wider metro region beyond City limits. Peak on-site attendance is approximately 200 at gallery openings.

*Program demand:* The Center is popular and existing demand matches or exceeds available space in its various offerings; additional studios could easily be subscribed, and a number of existing studios are substandard in terms of size, ADA accessibility, equipment and systems.

*Physical planning issues:*

- Additional studio space is needed to support existing demand, especially ceramics, jewelry and painting / multi-purpose
- The building is historically significant (appears to be National Register eligible) and its proper rehabilitation would reduce existing studio space
- Common areas and typical support / amenities such as snack bar and storage space are lacking
- Building systems are very outdated and deficient
- Existing parking (circa 60 spaces) is inadequate for current class demand 2-3 days / week, and at events

**Chastain Gym**

*Attendance & demographics:* The gym primarily serves local neighborhoods; some league play involves a wider range of city residents. The Latino community along the Roswell Road corridor may be an under-served local constituency. NYO basketball enrollment is 400/ season, with attendance in season of approximately 1,100 people per week. City (Non-NYO) programs & users average 230 / week. Annual totals are not available.

*Program demand:* NYO estimates 30% growth in the past 5 years and reports approximately 300 applicants turned away in 2006.
City (non-NYO) activities include weight room / fitness; table tennis; free play basketball; gym rentals. Additional demand exists for free play basketball, girls league basketball, adult basketball, gym rentals, fitness/training, volleyball, adult ed, CPR / “heart smart” classes, etc.

Physical planning issues:
- Space needs include a second basketball gymnasium and additional multi-purpose space(s)
- Upgrades are needed to equipment, restrooms, lockers, bleachers, ADA accessibility and various building systems.
- Parking is frequently inadequate for staff (none is designated) and for patrons.

**Chastain Horse Park**

**Attendance & demographics:** The Horse Park is a regional-serving facility with specialized and widely recognized, leading programs in therapeutic riding, as well as more traditional programs that serve a more city-wide and local clientele (e.g., horse boarding, recreational riding, horse shows, special events, summer camp). 2006 figures include:
- 50 boarders
- 500 volunteers
- 300+ students / session (includes therapeutic & traditional)
- 80 summer campers
- Special events

Figures on total annual visits and peak on-site attendance were not available.

**Program demand:** Their programs are robust and are incrementally growing, however no facility expansions are contemplated, given that the existing facilities represent, essentially, full build-out of the leased acreage.

**Physical planning issues:**
- Lack of parking (lack of full use of the Yellow Lot) during concert events limits the ability of the Horse Park to schedule their own events.

**Chastain Tennis Center**

**Attendance & demographics:** Numerous groups play here including ALTA (24 teams / year), USTA and Galloway (boys and girls teams at Varsity and JV level); Sutton Middle School teams are reportedly interested but space is not available. The center also accommodates individual players, hosts approximately 4 tournaments per year, and runs summer camp programs. The center serves a city-wide clientele but with a local emphasis. Peak on-site attendance is approximately 105, at matches. Total annual figures were not available.
Program demand: The Chastain Tennis Center is a relatively small center with 9 courts whereas many have 12 or more - yet it is reportedly the City’s second highest in revenue, behind only Bitsey Grant (23 courts). This suggests strong demand.

Physical planning issues:

- Up to 3 additional courts (for 12 total) are recommended by staff if space can be found.
- Parking is highly problematic at concert events and often at other times (e.g., weekday mornings).
- Identified needs include:
  - A larger tennis center building
  - More covered outdoor (e.g. patio) space for gathering, waiting for courts, watching play, etc.
  - Miscellaneous site upgrades such as fence repairs, tree removal / lighting improvements, sewer repairs, seating, etc.

Funding for a new Tennis Center building has been identified by the Parks Department as part of the allocation of Recreation Opportunity Bond funds approved in 2005.

Chastain Venture (Amphitheater operations)

None of the three partners that make up the Venture indicated any interest or need for expanded capacity. Current maximum occupancy is 6,900 and total annual ticket sales are in the range of 300,000 plus. Attendance is reported as stable for the past several years.

All the operators expressed the perception (on behalf their patrons and artists) of the special appeal of the Chastain venue which derives largely from its natural setting, historic ambience and intimate scale. Keeping these special qualities is important for the venue’s continued viability.

Attendance & demographics were reported as follows:

- ASO: More of a City-wide / metro regional focus with ASO interested in building a constituency of area residents. Joint focus is on community cultural enrichment / education and commercial viability. Total attendance stated as approximately 30 shows averaging 4,875 each (ca. 140,000 total). Largest subscriber markets are inside Perimeter north of downtown; or close-in outside Perimeter on the north side.
- Live Nation: A wide regional draw that often pulls from out of state, or may be more locally (metro - regional) focused depending on the artist. Focus is market driven; size of venue also influences lineup of artists. Total attendance: approximately 30 shows / year; approximately 75% are ‘sellouts.”
- Haymon Concerts: Minority partner in The Venture with approximately 5 - 6 shows per year, averaging 5,000 tickets per show. Geographic pattern is similar to Live Nation’s with a variation of local - to- regional draw depending on the artists, with somewhat more
focus on the African American audience.

- City Concerts (City of Atlanta Dept. of Cultural Affairs): Approximately 5 shows per year are run directly by the City. Diverse bookings draw an average of approximately 4,300 per show.

**Physical planning issues:**
- Severe deficiency of parking, exacerbated by lack of comprehensive management, or of communications between traffic managers and parking managers
- Severe traffic congestion on approximately 20 - 30% of concert nights; exacerbated in recent years by general increases in area traffic as well as park usage.
- Deficiency of wayfinding signage for both drivers & pedestrians
- Deficient lighting for pedestrians
- Inadequate restrooms
- Deteriorated quality of park landscape and inconsistent maintenance
- Lack of dedicated routes / lanes for valets or shuttles

**Galloway School**

*Attendance & demographics:* Just over 700 students plus 130 staff.

*Program demand:* The school has established, by policy, a maximum enrollment of 750. Program growth is therefore not a factor.

**Physical planning issues:**
- Galloway does not anticipate any further physical development on this site as space does not permit it.
- Classroom space is constrained and the school seeks to retain use of the space currently leased in the Pool House.
- Additional recreational demand will be met off site.
- Parking is not an issue except at special events (e.g., basketball games).

**Chastain Park Athletic Club (Pool)**

*Attendance & demographics:* The pool draws users primarily from the local neighborhood. This included, in 2007, support from approximately 355 member families (270 family memberships plus support of swim team families including 255 children), paid walk-ins, and participants in daily “free swim.” The CPAC also operates summer camp programs including Camp Best Friend and coordination with a number of church- and school-affiliated summer camp programs. From 2003 to 2006, total attendance was approximately 15,000 to 17,000 per season (May-September); 2007 attendance exceeded 22,500. On site peak attendance was not quantified.
Program demand: Reportedly growing with significant opportunity to serve additional swim teams (area schools); an extended season is being sought with planned development of an indoor pool. CPAC reports significant community need for public indoor swimming, upgraded neighborhood recreation and competition facilities. There is a growing interest from senior citizens, and strong desire for a full complement of aquatic sports and wellness facilities. The project, currently in the planning and design stage, includes a natatorium with a 50 meter indoor competition pool; two outdoor community pools with a slide and diving board; and an adjacent three-story clubhouse with locker facilities, concessions/coffee shop, and training room and event level.

Physical planning issues:

- In addition to the Natatorium project (above), identified needs include dedicated ADA Accessible parking spaces and drop-off spaces.
- Parking is reportedly not an issue except on concert nights.

North Fulton Golf Course

Attendance & demographics: The golf course is one of 4 city-owned 18-hole facilities and serves a metro Atlanta clientele. Total annual rounds were approximately 55,000 in 2006 and over 60,000 in 2007. Included in this number are approximately 40 to 50 tournaments per year, the Galloway golf teams, and 100 to 150 youth players receiving instruction from a teaching pro. A peak day is approximately 330 with peak on-site attendance in mid-day, estimated at approximately 100 players.

Program demand: Demand is reportedly fairly stable. The operators would welcome growth, but do not anticipate needing any additional facilities or space to accommodate it.

Physical planning issues:

- Parking is occasionally an issue when good weather coincides with NYO and Galloway activities.
- Lack of park restrooms brings excess non-golf traffic (including dogs) into the Clubhouse restrooms.
- A covered open-air pavilion is under consideration for a gathering area near the Clubhouse.

NYO

Attendance & demographics: NYO serves a primarily local-community clientele (“95% are from within 5 miles”) with a total of 3,485 players registered in outdoor athletics in 2006 (4,814 in 2007) plus 400 in basketball (425 in 2007). Total annual attendance was not available. Peak on site attendance was estimated at approximately 1,032 at game transition time.

Program demand: The NYO programs have faced strong demand with growth estimated at approximately 30% over a five-year period. Many applicants are being turned away. Programs for which demand exists but which are not offered due to space / facility constraints include:

- Girls Fall Softball
- Soccer
- Lacrosse
• Additional league play for basketball and other sports

*Physical planning issues:* NYO has previously identified needs, and has made or is making improvements, for a number of minor facilities such as pavilions, concessions, storage, pressbox and bleachers. Other unresolved issues include:

- Shortage of field space
- Parking deficits (see also Vehicular Circulation, below).
- Lack of drop off spaces.
- Lack of turnaround space or drive through capability in the Lake Forrest lot.
- Poor driveway connections / potential hazards at the “gulch lot.”

**PATH Foundation**

*Attendance & demographics:* The PATH Foundation constructs off-road trails for walkers, runners, cyclists and skaters but does not organize any programmed activities or track the facilities’ use. No demographics or participation figures are available.

*Program demand:* Appears very strong although not quantified. [Note: Walking, jogging and walking dogs on the PATH may be the single most popular activity at the park based on survey responses, anecdotal evidence and nation-wide recreation patterns and trends.]

*Physical planning issues:* Issues identified at Chastain include:

- Lack of neighborhood sidewalks or striped crosswalks encourages even local users to drive and park
- Substandard width in several locations (the Powers Ferry sidewalk being the most deficient). Note desired width is 12’ and recommended minimum is 10.
- Lack of drinking fountains & benches
- Lack of restrooms
- Weak connections to the PATH north end loop
- Ambiguity of Park Road (vehicular or pedestrian? Not well signed or controlled)
- Golf conflicts (note, these can be mitigated with netting, landscape and signage)
- Elements which attract / serve walkers include:
  - Good connections from parking to the PATH (paved, smooth connections)
  - “Pocket park” facilities - cluster benches, water, informational / interpretive signs

**Area Demographics**

Area demographic trends were reviewed based on available information from the Atlanta Regional Commission (ARC). The ARC tracks population change for superdistricts. Superdistricts are large areas - larger than census tracts or zip codes, but smaller than counties and cities. The two superdistricts that Chastain Park draws on are Buckhead (SD 6) and Sandy Springs (SD 7). Trends are summarized as follows:

- Population growth in the Chastain Park area has been moderate – about a 4% increase since 2000; in the same period, City population has grown about 8% and the region’s population, 14%.
The non-white population has grown faster than the general population, about 16% since 2000 (compared to 8% in the City and 20% in the region)

- Public school enrollments, particularly for elementary schools, have grown rapidly in recent years. This likely reflects a growth in the school age population.
- Residential building permits also reflect additional population growth and development in recent years.

Source: Atlanta Regional Commission, Population Estimates and Forecasts 2006

Additional Input

Additional input from stakeholders including City staff, park users, Conservancy and Civic Association representatives and others includes the following key points related to programming and land use:

- Playground capacity needs to be increased
- “Informal” recreation users (e.g., pickup soccer, Frisbee, other non-organized sports) are significantly underserved. Space for these activities used to exist in the park, but has disappeared.
- Natural areas are another feature in high demand and presently under-supplied.
- Removal of incompatible and non-park-related land uses should be pursued in order to provide space for park program needs.

VISUAL QUALITY

Although previous master plans and opinion surveys noted the at-times deteriorated appearance of Chastain’s landscape and facilities, in recent years the visual quality of the park has improved significantly. Capital improvements (e.g., facility replacements and renovations) and better-funded maintenance efforts undertaken by the City, the operating partners and (since 2003) the Conservancy have had much impact. Conservancy led volunteer efforts that have removed - or at least knocked back - the overgrown vegetation throughout the north end of the park have transformed this area from an intimidating giant thicket of Eleagnus to an inviting, rolling woodland dotted with stone structures and clothed in a native forest reminiscent of wild north Georgia.

The historic framework and the historic resources of the park - the original stonework of walls and picnic grills, as well as the park’s several historic buildings - are character defining features, which the recent clean-up efforts and improvements in maintenance have helped reveal. The park’s topography is also a great influence and the presence of the golf course, the large open space in its midst, sets up a great number of dramatic and beautiful vistas across the site. These are especially striking as seen from the north and south ends of the park, as well as numerous spots along the park’s main roadways (See Figure 5, Visual Quality Analysis).
Despite these strong visual qualities and the “green oasis” character which so many area residents prize, Chastain Park as a whole also suffers from a generally weak visual identity. As noted in previous studies and numerous interviews, signage - whether for identification or wayfinding - is insufficient and inconsistent. Visual clutter results from a hodgepodge of styles and a haphazard organization of informational signs. A sense of entrance to the park is virtually non-existent - although a number of locations offer promising opportunities. Visitors to Chastain, as well as drivers happening to pass through, often do not realize they are in a park.

**PEDESTRIAN CIRCULATION SYSTEM**

As possibly the single most popular activity in the park, recreational walking and jogging adds tremendous demand to the pedestrian system, on top of that generated by patrons of the various venues. This is both a recreational and functional system, comprising the PATH and other walkways and sidewalks that provide access to and through the park. The PATH at Chastain Park is one of PATH Foundation’s early projects and one of its most popular installations. Typically 11 to 12 feet wide along the Lake Forrest side of the park, it then ties in, at times awkwardly, with older, much narrower sidewalks (4 to 5 feet wide) along Powers Ferry and West Wieuca Roads. The PATH also attempts to incorporate a portion of Park Road, a 25-foot-wide asphalt roadway. This northern segment is under utilized because of this ambiguity as well as poor signage and a steep approach gradient.
Pedestrian System
Inventory and Analysis

Legend

- Existing paved pedestrian circulation - good quality
- Existing unpaved pedestrian circulation - good quality
- Existing unpaved pedestrian circulation - poor quality
- Existing pedestrian circulation - poor quality
- City of Atlanta planned sidewalk
- Existing crosswalk
- Circulation Issues
- P Parking Lot
The combined PATH / sidewalk system works well in approximately half its length: along Lake Forrest Road and in limited portions of the north end of the park. The rest of the system is afflicted by issues of facility width, facility condition, potential conflict points, and overall congestion (see Figure 6, Pedestrian System Analysis). These issues significantly impact pedestrian safety, walking enjoyment and the user-friendliness of park venues. Some of the most significant needs within the park include:

- Widening the entire PATH to 10’ as a typical width along its entire length. This is especially critical along Powers Ferry Road where an extremely busy and popular PATH link narrows to 5’ (and to less than 4’ on the Nancy Creek bridge) in close proximity to busy, often speeding traffic.
  - Improving the pedestrian environment along West Wieuca Road, by (for example):
  - Improving pedestrian capacity by widening the existing sidewalk and/or adding a north side sidewalk.
- Resolving the ambiguity of Park Road which is a sometimes managed, sometimes shared pedestrian / vehicular way.
- Improving pedestrian connections to/ from the Amphitheater. Lack of sidewalks on upper Powers Ferry and on Park Road tends to put exiting crowds of concert-goers in the roadway, in potential conflict with vehicles.
- Extending access and improving wayfinding through currently underutilized / inaccessible green areas.

Connectivity to the surrounding neighborhoods is essential. A good system of sidewalks promotes walking, a substantial benefit to public health. Sidewalks (and bike routes) connecting to schools are currently being promoted by the Federal Highway Administration and other agencies under the Safe Routes to School (SRTS) program, as a strategy to combat childhood obesity. Walking, often combined with transit access, gives a sustainable alternative to driving, which should in turn reduce traffic and parking demand on the park. Recent improvements to improve safe pedestrian access to the park (addition of signage, cross walks and entry ramps) completed by the joint efforts of the CPCA and CPC were good initial steps.

A number of enhancements to the surrounding streets’ sidewalk system are already in planning or development by the City (see Figure 6). Although some are near-term priorities (many already constructed as of fall 2007) and others are scheduled further out, these will aid in improving connectivity reaching into the neighborhoods. The CPCA is actively working with City Public Works Department to identify additional sidewalks, crosswalks and other improvements to provide better access to the park and other neighborhood destinations.

**VEHICULAR CIRCULATION, ACCESS AND PARKING**

Analysis of the issues surrounding how patrons access the park, vehicular traffic and parking at Chastain Park is based on site observations, extensive stakeholder and park operator interviews, and review of previous traffic studies. Detailed studies were performed by traffic engineers Kimley-Horn and Associates, Inc. (KHA) on October 13, 2006 (Friday), April 18, 2007 (Wednesday), and September 14, 2007 (Friday) in order to determine current traffic circulation and parking issues at Chastain Park on busy concert and non-concert days. A summary of the major issues for
each type of day is discussed below.

**Concert-Related Issues**

The observations on October 13, 2006 and September 14, 2007, were performed to coincide with a sold-out concert at the park’s amphitheater. The major issues observed during these busy concert evenings included an area-wide lack of adequate parking, significant traffic congestion along all of the park roadways, a lack of adequate directional signage, and a lack of efficient communication between the traffic officers and parking attendants. In addition, illegal parking was observed throughout the park with vehicles parking on medians, on landscaped areas, under no parking signs, and blocking other vehicles in (by double- and triple-parking). There was a lack of enforcement of this illegal parking, which appeared to encourage the act. Finally, a lack of adequate sidewalk areas and crosswalks placed pedestrians in the travel lanes and increased safety hazards for patrons of the amphitheater. These observations are consistent with information provided by park operators and neighbors.

Chastain Park’s amphitheater is located in a unique park/neighborhood setting unlike any other venue in the Atlanta area and throughout the country. This characteristic adds to the popularity of the venue, both with patrons and performing artists. With popularity, however, also comes traffic congestion and high parking demand for the amphitheater in a normally quiet neighborhood built with two-lane roads and relatively small parking lots. Currently, the main issues with concert traffic at Chastain Park include management of traffic congestion along the adjacent roadways and at intersections, lack of adequate parking areas, and lack of directional signage to parking and major roadways for those not familiar with the immediate area. These issues mixed with pedestrians can also create a safety concern for pedestrians and vehicles in the area.

**Concert Parking**

Concert events generate demand for parking that affects the entire park as well as surrounding neighborhood streets. The overall parking supply within the park is approximately 1,740 spaces, including the Sutton School, Galloway School and Chastain Horse Park (Yellow) lots. This supply can be split into approximately 1,140 spaces in areas managed by the Venture, and 600 other spaces along park roads, in unmanaged areas and in areas managed by other entities (e.g., Sutton and Galloway). Based on observations, the current parking deficit for a busy concert event is approximately 1,000 spaces. This number is based on subtracting the number of valid and legal parking spaces by the number of vehicles observed to be parked at all locations within the park during a busy concert event, as well as an estimate for additional demand from other venues that sometimes hold events at the same time as the amphitheater (note these additional events did not occur on October 13th 2006 or September 14th 2007). During a typical year of approximately
60 concert events, anywhere from 5 to 15 shows fall in the category of a busy event (as provided by the Chastain Venture). Providing incentives for transit use and carpooling may decrease the parking demand.

**Daytime-Related Issues**

Daytime (non-concert related) vehicular circulation issues are centered on the West Wieuca Road corridor and, to a lesser extent, Pool Road. Daytime peak issues occur when games are held at NYO, especially when one or more other venues simultaneously experience peak or significantly elevated parking and traffic demand. Currently, the main issues during a typical peak park day at Chastain Park include lack of adequate parking near busy venues, traffic congestion along the roadways and in the parking areas, and safety concerns between vehicles and pedestrians. In particular, congestion associated with the Galloway School pick-up/drop-off operations and NYO traffic and parking create the most traffic issues.

The observations on April 18, 2007, were performed to coincide with a busy day at the Arts Center and for the NYO ball field area. Other venues in the park experienced a normal spring park day with the exception of the pool, which was not yet open in April. The major issues observed during this busy park day included a lack of adequate parking near the busy venues, congestion along West Wieuca Road and Pool Road, and lack of adequate pedestrian separation from traffic. Specific parking inadequacies occurred within the vicinity of the NYO ball fields, which includes the NYO parking lot, gulch gravel lot, along West Wieuca Road, along Lake Forrest Drive, and along Park Drive. Along with parking issues, the NYO area also experienced significant traffic congestion along West Wieuca Road due to the volume of vehicles using the parking in this area. Illegal parking occurred throughout the parking lots and was clearly not enforced.

Observations at the NYO fields demonstrated safety concerns for vehicles, pedestrians and patrons of the fields due to the vehicle-pedestrian conflict point at the entrance on West Wieuca Road as well as the lack of a clear path for emergency vehicles to reach the fields in case of an injury. Based on some observations and patron interviews, there are many PATH users that tend to park along West Wieuca Road instead of in more available parking areas at the north end of the park where the PATH also currently exists along Park Drive and Pool Road.

Congestion within the park was observed at two main areas: the Galloway School along Pool
Road near the school’s driveway, and along WestWieuca Road and Lake Forrest Drive around NYO. These two areas impeded traffic flow along the roadways and also presented pedestrian safety concerns at the NYO parking lot entrance on West Wieuca Road.

During observations in October 2006 and April 2007, attention was paid to the queuing operation of the Galloway School during the afternoon pick-up time period. A significant volume of vehicles queued within the parking lot of the school and along Pool Road for approximately 20 minutes. In reviewing the on-site queuing operation, it was determined that the school property is being used to the fullest extent, with the possible exception of the front/West Wieuca pick-up point that could be moved forward approximately two vehicles.

Congestion occurred along Pool Road due to the queue spillover from the Galloway School pick-up operation. While much of the pick-up queue was contained on the Galloway School property, the queuing that occurred on Pool Road north of the school driveway blocked southbound non-school traffic on Pool Road and created a longer queue than necessary along Pool Road. In addition, high speeds along Powers Ferry Road were observed, though not measured, and there is a need for improvement at the unique intersection of Powers Ferry Road & Stella Drive & Pool Road. Finally, available parking areas were observed in the northern section of the park in the Red and Blue lots.

**Daytime Parking**

There is a daytime need for parking spaces, particularly along the West Wieuca Road corridor and a portion of Park Drive. In these areas, approximately 220 additional parking spaces are needed to satisfy the current parking demand. The table below summarizes the parking availability and demand based on the April observations. Available parking supply exists in the north section of the park, particularly the Red, Yellow and Blue lots, but distance and topography discourage most users from parking there.
PLANNING PARAMETERS

Based on the inventory and analysis work summarized above and on preliminary survey results (see section IV), planning assumptions or parameters were drafted to guide the development of the Master Plan. These included the following:

- The planning assumption is that none of the existing recreational venues /programs will be significantly reduced, eliminated or relocated off-site within the time frame of the Master Plan (+/- 20 years).
- Locations of the recreational venues within the site are generally fixed as well, within this time frame, except for the tennis and gym facilities. [Alternate locations were considered for the tennis and gym facilities but were rejected.]
- The highest priority for new program elements is “open green space” such as un-programmed flexible-use lawn areas, walking areas, picnic facilities, and playgrounds.
- Certain existing recreational venues face un-met demand for their programs, and the Master Plan should also strive to accommodate – if feasible - other anticipated program growth including the following [in alphabetical order]: Arts Center, Gym, NYO outdoor athletics, Pool and Tennis Center.
- Places for additional site development are limited in number, and many face constraints of access or environmental issues; but these sites are extremely important opportunities

### Table of Existing Parking Supply and Demand. Based on KHA Observations 4/18/07

<table>
<thead>
<tr>
<th>Parking Area</th>
<th>Existing Spaces (Approx. Gravel &amp; Street)</th>
<th>Peak Demand</th>
<th>Parking Surplus or Deficit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upper Blue Lot (closed)</td>
<td>108</td>
<td>0</td>
<td>108</td>
</tr>
<tr>
<td>Lower Blue Lot (closed)</td>
<td>166</td>
<td>0</td>
<td>166</td>
</tr>
<tr>
<td>Green Lot</td>
<td>85</td>
<td>8</td>
<td>77</td>
</tr>
<tr>
<td>Park Drive</td>
<td>33</td>
<td>76</td>
<td>-43</td>
</tr>
<tr>
<td><strong>SUBTOTAL “UPPER NORTH” LOTS</strong></td>
<td></td>
<td></td>
<td>308</td>
</tr>
<tr>
<td>Red Lot</td>
<td>256</td>
<td>11</td>
<td>245</td>
</tr>
<tr>
<td>Yellow Lot</td>
<td>137</td>
<td>35</td>
<td>102</td>
</tr>
<tr>
<td>Pool Road</td>
<td>102</td>
<td>91</td>
<td>11</td>
</tr>
<tr>
<td><strong>SUBTOTAL “UPPER POWERS FERRY” LOTS</strong></td>
<td></td>
<td></td>
<td>358</td>
</tr>
<tr>
<td>Arts Center Lot</td>
<td>30</td>
<td>38</td>
<td>-8</td>
</tr>
<tr>
<td>NYO Wieuca Lot</td>
<td>107</td>
<td>223</td>
<td>-116</td>
</tr>
<tr>
<td>W. Wieuca Road</td>
<td>253</td>
<td>266</td>
<td>-13</td>
</tr>
<tr>
<td>NYO Lake Forrest Lot</td>
<td>35</td>
<td>35</td>
<td>0</td>
</tr>
<tr>
<td>Gulch Lot</td>
<td>65</td>
<td>95</td>
<td>-30</td>
</tr>
<tr>
<td>Along Lake Forrest Drive</td>
<td>0</td>
<td>16</td>
<td>-16</td>
</tr>
<tr>
<td><strong>SUBTOTAL “WIEUCA” LOTS</strong></td>
<td></td>
<td></td>
<td>-183</td>
</tr>
<tr>
<td>Sutton School (not available during day)</td>
<td>49</td>
<td>53</td>
<td>N/A</td>
</tr>
<tr>
<td>Galloway School</td>
<td>106</td>
<td>131</td>
<td>-25</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td>1483</td>
<td>1025</td>
<td>458</td>
</tr>
</tbody>
</table>
for which a wide range of options should be considered. [A variety of uses was considered for these sites. The resulting recommendations are included in section V.]

- Enhancements to the park’s visual quality, visual coherence and “sense of place” will be a major focus of the Master Plan. This will involve entry zones, landscape treatment, streetscape treatment, and site signage and furnishings, among other things.

- Better services and amenities for the general park user are needed, including: welcome / orientation facilities; better wayfinding signage; restrooms (not part of a specific venue); drinking fountains.

- Top priorities for pedestrian system enhancements are: wider PATH and reduced traffic speed on Powers Ferry; increased sidewalk capacity and reduced congestion on West Wieuca; encouraging better use of underutilized park areas (e.g., north end and other “natural” areas).

- Major traffic system enhancements needed are: enhanced traffic management / communication (especially during events); optimized use of existing parking supply, including parking management and other incremental improvements; traffic calming on adjoining streets; and clearer wayfinding signage. Revised circulation patterns (street routing & direction) should be considered.
IV. Summary of Community Feedback

INITIAL SURVEY

At the outset of the Master Planning effort, the Chastain Park Conservancy made a survey available on its website for over four months (November 2006 - March 2007), in order to receive public input at the beginning of the process. Comments were solicited on how people use Chastain Park and what they would like to see changed or improved at the park. The survey was advertised to the metro Atlanta community by articles in neighborhood newspapers, communications with the Atlanta Planning Advisory Board (APAB), every Neighborhood Planning Unit (NPU), several neighboring civic associations and email alerts to members and patrons of Chastain Park program venues. The survey consisted of multiple-choice and freeform answer questions as follows:

- How often do you come to Chastain Park? (2 or more times a week; about once a week; once or twice a month; a few times a year, rarely or never)
- What do you most often come to the park to do? (walk or jog; visit playground; play golf; use the pool; play tennis; play in or watch an NYO game; play in or watch a pick-up game or informal game; use the gym; visit or use the Arts Center; visit or use the Horse Park; attend a concert; go to the Galloway School; picnic; other- please fill in).
- What do you like most about Chastain Park? What makes it special to you?
- What would you like to see added to the park?
- What would you like to see changed or improved?
- How do you usually get to Chastain? (walk; bike; drive alone; drive with others; bus; other- please specify)
- Do you have any other comments?
- What city do you live in?
- Are you a member or participant of any of the following? (Chastain Park Conservancy; Chastain Park Civic Association; NYO; North Atlanta Swim Association; Chastain Horse Park; Season Ticket Holder; Galloway School student or student’s family member).

There were 1,020 web survey responses, and an additional 80+ from an on-site survey conducted in October. The complete analysis report (Appendix 2) interprets survey results by identifying trends in survey responses. The analysis is organized into three sections:

- Who took the survey?
- How are people using Chastain Park now?
- What changes would people like to see at Chastain Park?

Appendix 2 also consists of two sub-sections that include:

- Sample answers to the free-form questions in the survey, indicating how these answers were grouped for purposes of identifying trends
- A complete list of free form answers and comments
Who took the survey?

With over 1,100 responses, the survey enjoyed a high level of participation. Most respondents lived in nearby zip codes—66% lived in 30342 and 30327, and 18% were from zip codes within approximately 5 miles of the park. 66% live in the City of Atlanta, while 22% live in the City of Sandy Springs.

The majority of respondents were members of park/neighborhood organizations (in rank order): Northside Youth Organization, Chastain Park Civic Association, Chastain Park Conservancy, and North Atlanta Swim Organization.

How are people using Chastain Park now?

Most people who responded to the survey use the park on average once a week or more. By far the most popular park activity was walking/jogging, followed by NYO sports and Chastain Park Amphitheatre concerts.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Responses</th>
<th>Percent of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jog or Walk</td>
<td>828</td>
<td>75%</td>
</tr>
<tr>
<td>Play in/watch an NYO game</td>
<td>507</td>
<td>46%</td>
</tr>
<tr>
<td>Attend a Concert</td>
<td>489</td>
<td>44%</td>
</tr>
<tr>
<td>Visit Playground</td>
<td>301</td>
<td>27%</td>
</tr>
<tr>
<td>Play Golf</td>
<td>206</td>
<td>19%</td>
</tr>
<tr>
<td>Use the Pool</td>
<td>186</td>
<td>17%</td>
</tr>
<tr>
<td>Play Tennis</td>
<td>157</td>
<td>14%</td>
</tr>
<tr>
<td>Visit/Use the Arts Center</td>
<td>123</td>
<td>11%</td>
</tr>
<tr>
<td>Visit/Use the Horse Park</td>
<td>90</td>
<td>8%</td>
</tr>
<tr>
<td>Picnic</td>
<td>83</td>
<td>8%</td>
</tr>
<tr>
<td>Go to the Galloway School</td>
<td>80</td>
<td>7%</td>
</tr>
<tr>
<td>Play in/watch a pick-up game</td>
<td>74</td>
<td>7%</td>
</tr>
<tr>
<td>Other</td>
<td>41</td>
<td>4%</td>
</tr>
<tr>
<td>Use the Gym</td>
<td>40</td>
<td>4%</td>
</tr>
</tbody>
</table>

Table of Most Popular Activities at Chastain Park. NB: Sum of Respones is greater than 1,102 because some respondents engage in multiple activities.

Many people expressed an appreciation for Chastain Park as a green and beautiful setting for their varied park activities. Some highlights from the analysis include:

- Over three-quarters of respondents come to the park once a week or more
- Most people (75%) arrive at the park by driving, but a significant minority (19%) walks to the park.
- 75% of respondents walk or jog at Chastain.
- Chastain Park is used for a great variety of activities, with nearly every facility at the park having a considerable number of users
- Over one-quarter (27%) of park users who visit once a week or more come from beyond the immediate neighborhood (i.e., other than 30342 and 30327)
- Most survey respondents engage in multiple activities at Chastain Park
- Residents who live right near the park are more likely to use the pool, play golf, visit the playground, or play tennis
Residents who live a few miles from the park are more likely to come for NYO activities, pick-up games, or the gym.

Residents who live furthest from the park are more likely to come to the park for the Arts Center, the Galloway school, or for picnicking.

**What changes would people like to see at Chastain Park?**

The most requested addition or improvement to the park was additional parking (27% of responses). Other popular requested improvements included restrooms (10%), traffic calming (8%), and more or better walking trails or sidewalks (10%). Some highlights from the analysis include:

- Parking was a higher priority among respondents who lived further away from the park, but it was also the top ranked priority among respondents who lived in zip codes near the park at 26%:
- A common theme among the many requests for improvements were better park amenities, including parking, restrooms, better safety, more lighting, water fountains, traffic calming, and better sidewalk connections to the park.
- Most of the comments were focused on improving existing facilities in the park; there were few comments requesting new or additional park facilities.

**INPUT ON PRELIMINARY CONCEPTS**

**Seven Planning Priorities**

Based on stakeholder and community input, City requirements and planning team analyses, seven general priorities were identified and preliminary concepts and alternatives were developed for various issues and sites within the park. The seven general priorities were (here in alphabetical order):

- Aesthetics: Park Identity & Sense of Place
- Facility Enhancements (improving existing venues)
- Green Space (unprogrammed open space)
- Park Infrastructure (general amenities for park visitors)
- Pedestrian System Improvements & Safety
- Stewardship: Sustainability & Historic Preservation
- Traffic / Parking / Access

**Feedback Collected at Open Houses and On-line**

There were approximately 200 people who commented on the 59 posters and drawings that make up the preliminary master plan concepts, either in person at the six open houses or online at the Chastain Park Conservancy web site. The summaries are grouped according to the 7 priority areas. The open houses were: August 4, Arts Center; August 6, The Galloway School; August 11, Tennis Center; August 12, Pool; August 16, NYO; August 27, Sutton Middle School & CPCA meeting.
Aesthetics/ Sense of Place
Four drawings described the park’s character and proposed design guidelines for future work, including vistas, and how to address the architectural variety of the built environment and how to work with the natural environment. Gateways to the park were described. For these drawings/ideas, 110 of 117 (94%) responses were either positive or somewhat positive. Within this priority, by far, the most people gave strong positive responses to the idea that the park needs gateways.

Facility Enhancements
Three facilities were recommended for improvements. The Arts Center renovation primarily focused on the historic restoration of the 1911 front porch, adding new studios for jewelry and ceramics. The Tennis Center was drawn to show it in combination with a Welcome Center. There were two Recreation Center options, both drawn to show a new facility generally in its current location (one option moved it slightly) but expanded and with an adjacent parking deck.

Of the 160 who ranked these drawings, about 93% judged the recommended enhancements to be positive or somewhat positive.

Within this priority, about the same percentage of people commented on the Arts Center (18%) and Tennis Center (15%). There was greater interest in the Recreation Center / Parking drawings. 66% commented on the Recreation Center options. For the Arts Center, 83% of those who responded to the ranked the concept positively. For the Tennis Center, 88% of those who responded to ranked the concept positively.

Of the 106 that commented on Recreation Center / Parking options, 102 were strongly or somewhat positive to the general concept of a parking structure and a new recreation center. In terms of preferences, 61% of those who commented favored the parking structure further from West Wieuca, tucked behind the new recreation center moved slightly closer to the street than the existing gym. There were a few comments about safety concerns related to both drawings.
Green Space

Eight drawings describe several options for increasing green space in the park, with a primary focus on trails near Nancy Creek, the palisades area midway through the park on Nancy Creek, and a hilltop meadow where the Green Lot and TOTS facility currently exist.

Of the 116 who responded to “Green Space” drawings, 94% gave a positive ranking. The hilltop meadow drew the most ratings, with 36. The survey comments for Green Space were primarily directed at the Hilltop Meadow, with 18 commenting on that project and 7 (from the NYO open house) specifically commenting on the idea of programming the meadow for some NYO activities. Some comments were made regarding safety concerns for a woodland trail along Nancy Creek. The design concept was subsequently revised to an open meadow.

Park Infrastructure

The two concepts under this category addressed amenities that could be added for general park users (e.g., restrooms) and a welcome center to Chastain Park. Of the 27 ranking the Welcome Center / Amenities concepts, 96% giving a positive ranking for the infrastructure improvements.

Pedestrian System Improvements/Safety

These concepts on Drawings #29-#47 fell into 5 categories: improvements/expansion of the PATH on Powers Ferry and Upper Powers Ferry; improvements to the W. Wieuca corridor; two park roads (Pool and Park); traffic calming; and pocket parks.

These concepts on 19 drawings addressed 5 categories: improvements/expansion of the PATH on Powers Ferry and Upper Powers Ferry; improvements to the West Wieuca corridor; two park roads (Pool and Park); traffic calming; and pocket parks.

On PATH concepts, 95% gave a positive ranking to widening the PATH on Powers Ferry. Comments are relatively evenly distributed among three alternatives, with a slight preference for the concept showing a low wall separating pedestrians from the Powers Ferry traffic.

For traffic calming, 78% gave a positive ranking to traffic calming suggestions; the remaining 22% were neutral. For pocket parks, 89% gave a positive ranking to the concept of pocket parks.

For the West Wieuca improvements, 88 provided feedback, with 54% preferring the 16’ wide linear plaza. Of the 35 that provided specific comment, 20% liked both/either concepts; 22 (63%) indicated a preference for a 16’ plaza and 17% indicated a preference for the 10’ wide walkway.

Stewardship

The concept of Stewardship (historic preservation and sustainability) was addressed in six drawings. Two drawings showed the restoration of the Master Grill and the expansion of the Blue Lot to include more parking and play space. Of the 41 who commented, grass parking
at the Upper Blue Lot (13) and the restoration of the Master Grill (13), received strong positive responses.

**Traffic / Parking / Access**

Six drawings discussed ways to increase parking and improve circulation, in addition to other alternatives, such as changing user patterns and how and where they would park and implementing shuttle services. Concert traffic management options were also given. 91% of the 65 people who commented ranked the concepts positively.

**NPU FEEDBACK**

In addition to the continued outreach and involvement of the venue operators, the City, and neighborhood organizations (Chastain Park Civic Association, North Buckhead Civic Association, Mt. Paran-Northside Citizens Association and Tuxedo Park Civic Association), the NPU outreach was another component of the public involvement process. The nearest two NPUs, A and B, were involved in the Master Planning discussions since late fall 2006. Contact and input continued throughout 2007 with updates and presentations and meetings.

When a collection of drawings and concepts were agreed upon in early fall 2007, the CPC began arrangements through the City’s Planning Department, the NPU chairs and APAB to bring an overview of the Master Plan and the development process to every NPU, revisiting three, A, B, and C, who are nearest Chastain Park. The draft Master Plan / preferred concepts and a brief description of the planning process were shared with each of the City’s 25 NPUs in October-December 2007.

This series of presentation was managed by four CPC board members and the CPC Executive Director and staff during October-December. A table in Appendix 3, shows the dates of the meetings, presenter, and highlights of the discussion or Q&A. There were several recurring themes in the questions.

The most frequent questions from the NPU presentations related to parking, traffic, and access to concerts, including questions about how to increase use of shuttles, MARTA, off-site parking and where and how to add/pay for a parking structure.

Another common theme was about the Master Plan process itself, as a model for other communities who may want to do a plan for their park:

- How was it funded?
- How long did it take?
- What’s the relationship with private non-profit/for-profit ventures?
- How do volunteer efforts support the park?
- How will you set priorities and fund the projects?

Overall, the presentations of plans were favorably received. Only one NPU chose to vote, and that vote was unanimous in support of the plan. All of the others expressed their support for the process and the general outline of the concepts of the Master Plan. NPU C applauded the presentation.
V. Master Plan Recommendations

The vision of the Chastain Park Master Plan is to make Chastain a world-class park, celebrating its distinctive heritage and identity, striving for the highest quality of design, construction and maintenance, and offering a unique and delightful experience to the park user. Chastain Park is:

- A dynamic recreational and cultural showplace;
- The center piece of a unique community;
- A tangible piece of history; and
- A green oasis in the midst of the city.

While many of Chastain Park’s recreational venues were state-of-the-art when they were first built in the 1930s and 40s, today there are larger and grander recreational complexes in many communities. In the 21st century Chastain Park is not expected to gain notoriety for having the largest recreational complexes or the largest park acreage (though Chastain Park is currently the largest park in the City of Atlanta). However, the Master Plan envisions a world-class Chastain Park by virtue of its quality of experience for the Park patrons: safe, clean and green, and energizing, entertaining and educational. This is based in part on Chastain Park’s tradition of diverse offerings: a unique combination of active and passive-recreational, cultural, historical and natural assets. It is also based on Chastain Park’s innovative management and stewardship of its resources. The public-private partnerships cooperating and collaborating to manage these diverse assets can serve as a model for other significant community and regional parks.

The preservation and seamless integration of unique historical resources into a living, working park will be an example that many other parks can follow. The way that Chastain Park is so closely woven into the identity and daily life of the community that surrounds it is also a significant model. Finally, a rigorous application of forward-thinking sustainable design and operating practices, saving operational costs while making the park truly green, will help make Chastain Park state-of-the-art in the years ahead.

This section outlines recommendations to accomplish the vision and achieve these goals:

Aesthetics: Park Identity & Sense of Place

- Establish a “Chastain Park” feel throughout the park with gateway treatments at key entry points, and consistent design guidelines for site elements and new buildings.

Facility Enhancements

- Provide for appropriately sized expansion or enhancements of existing recreation venues including the Gymnasium/Recreation Center, Tennis Center and Arts Center.
- Several park partners are planning expansions that are outside the scope of this Master Plan. The Chastain Park Athletic Club (formerly North Atlanta Swim Association) is currently planning a major new indoor/outdoor aquatic center; NYO is planning additional outdoor pavilions at the NYO field complex; and American Golf is planning an open-air pavilion for group functions at the golf course.

Green Space

- Reclaim approximately 12 acres of “new” green space for passive park use including 2 passive meadows and 1 un-programmed sports field.
Park Infrastructure

- Provide additional infrastructure to make the park more welcoming and “user-friendly” including a Welcome Center, orientation information, and an enhanced supply of restrooms, drinking fountains and other site amenities.

Pedestrian System Improvements

- Dramatically improve pedestrian safety and the user experience along the Powers Ferry, West Wieuca and Park Road PATHS. Along Powers Ferry have a widened path with a low wall or other barrier separating cars and pedestrians, as well as an extension to the north end of the park; along West Wieuca, have a pedestrian-friendly promenade through the park; and along Park Road have a separate walkway, to get pedestrians off of the roadway.

Stewardship: Sustainability & Historic Preservation

- Set a framework for sustainability that will guide future decisions about new construction materials, systems and operations in ways that will conserve water, conserve energy, reduce operating costs, reduce environmental impacts, and enrich the park’s habitat value and beauty.
- Restore, preserve, interpret and celebrate significant historic features including the Master Grill, picnic areas, Witches Cave, and the Arts Center building.

Traffic, Parking and Access

- Include a comprehensive plan to calm traffic, improve traffic management, provide better access to venues, increase pedestrian safety, and address parking deficits (a multi-faceted plan that includes a parking structure, better use of existing parking areas, improved parking management and alternative access strategies).

RECOMMENDATIONS

The Master Site Plan (See Figure 1) shows the physical components of these recommendations, i.e., proposed physical changes to Chastain Park. The following subsections within this chapter describe both these physical improvements, and the policy and operational recommendations that, together with the physical improvements, constitute the Master Plan:

A. Site Plan / Land Use
B. Park Identity & Gateway Treatments
C. Program and Facility Enhancements
D. General Visitor Amenities
E. Green Space
F. Pedestrian System Improvements
G. Vehicular Circulation System Improvements – Traffic, Parking and Access
H. Sustainability
I. Historic Preservation
J. Design Guidelines
K. Park Maintenance
It should be noted that all master planning concepts are conceptual designs only and will require additional steps of refinement prior to implementation. Many of these additional steps are noted in sections VI and VII, Budgets and Phasing and Implementation, although of course all future requirements cannot be foreseen. These additional steps may include but are not necessarily limited to:

- Confirming the program requirements of new or enhanced facilities;
- Confirming capital funding for improvements and business plans for operation;
- Commissioning updated boundary and topographic surveys and detailed engineering, architectural and landscape architectural design;
- Conducting the necessary design reviews and approvals; and (for improvements in the public rights-of-way – Powers Ferry, West Wieuca, Pool and Lake Forrest) additional coordination with City-wide transportation planning (e.g., Connect Atlanta).

All implementation projects would of course be subject to normal processes of project review and approval, including applicable City departments and the community’s input.

**A. SITE PLAN / LAND USE**

Almost all of the current recreational venues in Chastain Park are long-established and several may be considered to have some historical significance – especially the Arts Center, picnic areas, amphitheater, golf course, pool and main horse ring. All of the existing recreational venues appear to be viable and in demand. Each makes a valuable addition to the mix of offerings that is the essence of Chastain Park. Most are location-specific: re-location within the park is infeasible for most of these venues, as suitable sites are not available and/or re-location costs would be prohibitive.

The Master Site Plan therefore is largely similar to the existing plan of the park, in terms of land uses and general layout. Most of the significant changes proposed in the Master Plan are design changes proposed for specific City-managed venues, design changes for the common areas (pathways, streets, parking and landscape areas), restoration of historic features and operational changes like sustainable practices and improved traffic management.

The Master Site Plan recommends removal of two existing, incompatible land uses from the park:

- The metal storage building currently leased to Theatre of the Stars (TOTS), a regional theater-cultural arts organization, should be removed. This organization is an important cultural resource for the Atlanta community, but – having ceased using the Chastain Amphitheater in the 1970s (they now stage shows at the Fox Theater as well as other regional locations) – there is no reason for this office and storage function to continue to be located here. The building itself is a pre-engineered structure of no significance or aesthetic value. It occupies valuable flat land in a potentially highly usable park location. This site should be reclaimed for park visitor use (see Green Space, below).

- It is also recommended that the City re-locate the existing Department of Watershed Management (WSM) facility out of Chastain Park as soon as possible. Like TOTS, this facility has been historically located here, and WSM obviously provides vital public services; however the current WSM functions here are not location-specific. The City should research
alternative sites to accommodate this facility, which currently puts large vehicle traffic in and out of a substandard driveway entrance on Powers Ferry Road, where sight distance is poor, and creates potential for pedestrian conflicts on the busy Powers Ferry Road PATH.

- It is anticipated that over the longer term, non-park facilities such as this will be re-located out of park lands throughout the city, as Atlanta strives to address severe shortages in its park acreage level-of-service. In Chastain Park, the WSM facility has been operating in an industrial function for many years. It is now widely recognized that industrial use in a public park is an inappropriate use of green space. Once this facility has found an alternate site, a Master Plan update may be appropriate to determine the best park-related use for the acreage.

B. PARK IDENTITY & GATEWAY TREATMENTS

Visually reinforcing the identity and sense of place of Chastain Park is a priority of the Master Plan. The park has a distinctive look and feel, largely derived from its particular history of development (see section III, above); however in many areas of the park, the look is inconsistent — so much so that visitors along West Wieuca or Powers Ferry Road have been known to ask, “Excuse me, where is Chastain Park?” Strategies for addressing this issue through the use of consistent, high-quality, appropriate materials and designs for site features and new buildings are described in the subsection Design Guidelines (below). In addition, the Master Site Plan also identifies several locations where gateway treatments will help to raise the park’s profile and visibility. Signage, entry features, special paving treatments, enhanced lighting, and landscape arrangements made with special attention to the viewpoint of the arriving visitor are all components of good gateways. These locations include:

- Powers Ferry Road at Stella and Pool (#1 on Figure 1, Master Site Plan). Development of this gateway must be done with consideration of related roadway goals - to calm traffic and improve pedestrian access and safety. A traffic circle as shown on the Master Site Plan (1) is one option. Other options that may be considered, pending further engineering design beyond the scope of this Plan, include the addition of median islands for pedestrian refuge and ornamental touches; and/or reconfiguration of the intersection to clean up road alignments, reduce pavement and add pedestrian / landscape “peninsulas.”
• West Wieuca Road at Powers Ferry (#21). This is one of the true “gate ways” of Chastain Park, where almost everybody who uses the park (and many thousands who do not) will pass by in a given day. Existing historic features here include an original bus shelter and large boulders placed in the 1940s. Views into the park are obscured by trees and by the existing tennis center. Selective thinning of trees and re-grading of this corner green space will create an inviting, much-needed bit of open green space associated with the new Tennis Center and Welcome Center (see Facilities, below). Lawn and plaza spaces will make the corner open, inviting and light, and provide opportunities for gathering. The Welcome Center will visually announce the park to passers by.

• West Wieuca Road at Lake Forrest (#16). This other “gateway” for Chastain Park is more spatially constrained by steep topography and the abutting NYO fields on the south, and by private property across Wieuca on the north. The proposed gateway here includes:
  - Identity signage incorporated on a granite feature wall
  - Enhanced pedestrian paving including a widened south side “linear plaza,” and contrasting colored crosswalks with granite cobble edge bands.
  - Signature plantings of small ornamental trees and flowering ground cover (this may require a landscape easement on the north side of the road)
  - Contrasting colored paving in the intersection and other traffic calming measures such as rumble strips on approach.

West Wieuca at Lake Forrest Road gateway existing (above) and proposed (below). View from east
Other potential gateway locations, not shown on the plan, which could further reinforce Chastain Park’s presence and importance in this community include:

- The “five-way” intersection at Powers Ferry and Lake Forrest approximately 2 blocks south of the park. This is beyond park property and would be within the purview of the Civic Association (CPCA). This would be an appropriate and desirable point in the southern approach to the park to “announce” Chastain.

- The south end of the park property on both Powers Ferry and Lake Forrest Roads. Because these are mid-block locations not associated with an intersection, gateway treatments here would be simplified, e.g., signage, lighting and planting enhancements at smaller scale than the other gateways described above.
C. PROGRAM AND FACILITY ENHANCEMENTS.

As described in Section III, many of the existing recreational programs at Chastain Park are at or over capacity, and face demand for growth that ranges from a moderate opportunity to a severe shortfall of programs and facilities. As is the case in virtually all of Atlanta and much of the metro region, fields for programmed and un-programmed sports for children, youth and adults are significantly under supplied in the northside region. With Chastain the only active recreation city facility within almost six miles, although it is already one of the City’s largest complexes, NYO’s programs at Chastain clearly cannot accommodate all those who want to play. The basketball program faces one of the worst dilemmas, with twice as many applicants as available slots in 2007. Some other sports (soccer, lacrosse) are not offered at all. NYO has in recent years been looking off-site to find additional programmable field space. Similarly, although perhaps less dramatically, the Arts Center, Tennis Center, Pool and Recreation Center programs all indicate substantial un-met program demand – interest in more programs, expressed by current patrons – that is constrained by current facilities.

Available space, suitable for development of more recreational facilities, and easily accessible to the general public, is extremely scarce within the park. In addition, significant program expansions raise serious questions of infrastructure capacity – especially parking and roadway capacity – both within the park and in the adjoining neighborhoods. One element that can mitigate the latter concern is time of operation: a larger basketball program, for example, or an indoor pool, if programmed primarily in the winter, may be able to take advantage of parking not much needed for golf, baseball, tennis or amphitheater patrons at that time.

The Master Plan recommendations for program and facility enhancements focus on those that meet the most pressing existing demands and which will not overwhelm available space and infrastructure. These are:

- A new Recreation & Community Center to include two basketball courts (double the current capacity), as well as other multi-use, community and recreation facilities, and an attached parking structure (#26).
- Rehabilitation of the historic Chastain Arts Center building, along with two new outbuildings for additional studio space (#12).
- A new Tennis Center to replace the undersized, outdated existing facility (#22), combined with a Welcome Center providing restrooms, orientation and a focal point for the general park visitor and community residents (#21).

Additional facility and program enhancements are in planning or design stages under the auspices of the partners that operate park venues; these are separate projects, outside the scope of this Master Plan. Chief among these are:

- A new aquatic center has been planned by CPAC to replace the existing, original 1942 pool facility. According to CPAC, the plan has taken great care to incorporate historical and local architecture, as well as will be a LEED certified project. The project includes a natatorium with a 50 meter indoor competition pool; two outdoor community pools with a slide and diving board; and an adjacent three-story clubhouse with locker facilities, concessions/coffee shop, and training room and event level. The clubhouse would replace the existing Bathouse.
- Additional outdoor pavilions are planned by NYO for the field complex.
- American Golf is considering addition of an open-air pavilion for group functions at the golf course.

These projects will be subject to review and approval at the appropriate time, according to the requirements of City regulations and the terms of each partner’s lease or MOU.

**Recreation Center Concept**

The existing Recreation Center would be replaced with a new facility located in the existing gravel lot ("the gulch") on the south side of West Wieuca Road, between the NYO complex and the golf clubhouse area. The facility would be one-story construction adjacent to the road, with its finished floor at "gulch"/golf course level and a green roof public plaza at street level, with a taller (two-story) section away from the road, and would include:

- Two basketball courts (double the existing capacity)
- Significant additional recreation and multi-use space: fitness, adult education, community meeting, multi-purpose recreation and other spaces (final programming to be determined)
- A parking structure, approximately 300 to 350 spaces, to serve the Recreation Center, NYO, golf and general park visitors. Note that the project displaces approximately 100 existing spaces for a net gain of approximately 200 – 250 parking spaces.
The combined Recreation Center and parking structure should be sited and designed to minimize visual intrusion on the Park. While the concept shown is subject to change based on final programming and sizing of both the recreation/community spaces and the parking structure, the project should be sited to avoid incursion into the golf course line of play and to retain the existing large oaks that separate the gulch and gym from the golf course. From the West Wieuca side, the larger mass of the building should be set far enough back from the street to allow a generous, open public space between the mass of the building and the sidewalk, as shown in the cross section. Facing the NYO fields, the profile should be kept as low as possible and the building should be densely screened with new trees.

Simulated view of general massing of Recreation Center project as seen from the golf course - existing view (above) and proposed (below).
**Arts Center Concept**

The Arts Center, as noted in Section III, is housed in a historically significant building which is in need of extensive rehabilitation. The expansion concept includes much-needed new studio space and essential upgrades to building systems. The studio space is shown housed in two small outbuildings, placed on a small open area west of the main building. Covered walkways could provide weather protected connections between studios. The main building will require extensive renovation of electrical, HVAC and plumbing in addition to functional and cosmetic upgrades. As noted in section IV.I below, rehabilitation of the building should be consistent with the *Secretary of the Interior’s Guidelines for Treatment of Historic Properties*.

Relocation of the existing pottery studio, currently housed in a 1970s-era addition to the front of the main building, will allow restoration of the historic building’s front façade. The restored porch could then serve as a needed gathering space for Arts Center patrons, as well as an inviting stop for walkers along West Wieuca Road. The front garden can be developed as inviting green space serving the facility’s patrons and enhancing the West Wieuca corridor.

The concept also includes additional parking on the Arts Center driveway, created by culverting a short portion of an existing swale just east of the drive, and expanding the pavement to allow head-in parking. This may be dedicated to the Arts Center, especially during NYO field sports season, or it may be left available on a first-come, first-serve basis. Improved walkway connections between the Arts Center and the adjacent meadow and playground will help to integrate all of these amenities as a destination within the park. The Arts Center provides restrooms today for Playground patrons.
**Tennis Center Concept**

A new Tennis Center will provide a more typical and suitable support facility for the busy existing court complex, with minimal encroachment on other park uses. The concept includes another green roof condition (like the Recreation Center) and re-grading of the existing low area between the Center and the West Wieuca / Powers Ferry corner, to increase usable green space even while providing new facilities.

The existing center, at approximately 1,000 square feet, is extremely undersized and deficient in restrooms, lockers, office and registration space and player gathering spaces. The new center would be approximately 3,200 square feet, semi-underground to conserve energy and save site space. The green roof / plaza above would be designed to accommodate a second story, visible at street level, which would serve as the Chastain Park Welcome Center (see also Gateways, above and General Visitor Amenities, below).
D. GREEN SPACE

Natural areas and open green space offer important opportunities for relaxation, enjoyment of the outdoors, nature appreciation or informal recreation. Exposure to nature is thought to aid the physical and psychological development of children, as well as enhance the well-being of youth and adults alike. The oasis experience is essential to a community’s quality of life. Chastain Park offers a wonderful variety of recreational and cultural programming, but many opportunities exist for more “green:”

- Enhanced access to natural areas
- Informal play fields
- Meadows
- Places to picnic
- Playgrounds
- Habitat restoration
- Stream restoration

The Plan recommends reclaiming usable green space from under-utilized or poorly developed areas of the park. Approximately 12 acres of “new” green space can be provided. Key components include:

- Improved trails and access throughout the North Woodland (#5). This forest area will continue to be managed for habitat value as well as for good visibility, enhancing security and maintaining vistas from these dramatic high points in the park. An evergreen buffer should be added to screen the residential properties across the north property line.

- A ½ acre Skyline Meadow (#6), created by selective clearing and careful re-grading of one of the level hilltops in the North Woodland. With existing large hardwood trees surrounding and scattered through it, this spot can be managed as an informal open field for casual play and enjoying the view. A small seating area or shelter marks the high point.
• A Native Plant Demonstration Woodland (#8), an enhanced usage of the existing, mixed hardwood forest circling and extending uphill from “Hamburger Pond.” Native Azaleas, Mountain Laurels and other flowering shrubs are plentiful in this attractive area. Additional plantings, trail improvements connecting to Park Road and the proposed Hilltop Field, and interpretive signage with information about the area’s flora and ecology will make this a useful and enjoyable environmental education site.

• A 1.3 acre Hilltop Field (#9), created by removing the TOTS building and its adjacent gravel parking lot (the Green Lot), and carefully re-grading the area to maximize open, gently sloping terrain at the top of the hill above Galloway. This is one of the largest and most easily accessible new open spaces in the Plan. While the space would primarily be un-programmed green space open to all park patrons, limited programming could include:
  - A practice field for NYO football during specific hours/times of the year.
  - Limited day-time use by the Galloway School.
  - Reserved group use in conjunction with rental of the Master Grill.
  - A small parking area would be retained (see concept drawings, below).

• Continued restoration and enhancement of the existing Picnic Area (#10). The Conservancy has cleaned and repaired the stone grills, and re-built shelters in this area with volunteer assistance. The project should continue, with additional trail improvements, shelters, site furniture and landscape work. The highlight of the Picnic Area will be the restored Master Grill area (#11), described further under Historic Preservation, below.

• Expansion of the existing playground to create two age-specific playgrounds (#13). The existing playground would be renovated with selective equipment upgrades and geared to serve 2- to 5-year-olds, while a new area would be designed for 5- to 12-year-olds. Common seating areas will allow parents to monitor both. Final design and equipment selection is beyond the scope of this Plan, but it is recommended that a boundless playground be considered, to provide universal access.

• Expansion of the existing meadow area (south and east of the playground), to create more usable space (#14). Selective thinning of trees and careful re-grading among the specimens chosen to remain can provide another ½ acre or more of additional usable area.

• Restoration of natural stream banks along Nancy Creek (#30), an opportunity for significant environmental enhancement and habitat enrichment in addition to visual quality.

• Enhanced trails along the north side of Nancy Creek near Lake Forrest Road, an area known as the Palisades (#31). This open semi-woodland area is already being cleared of exotic, nuisance vegetation by the CPC. Additional access can be provided where not in conflict with golf play. Trails, landscape enhancements and a pedestrian bridge across the creek are envisioned. Note that this area is within the golf course and improvements will likely require approval by the lessee in addition to normal reviews and approvals required by the City, the Corps of Engineers (which has jurisdiction over Nancy Creek) and other agencies.

• A new South Meadow (#32), reclaiming approximately 4 acres of unused land just south of the creek, surrounded by the golf course. Although this hilly, isolated spot has limited
accessibility, essentially limited to pedestrian access and small service vehicles or golf carts, it still provides a great opportunity for additional usable open space. Trails along the south bank of the creek will pass through an existing grove of mature Magnolia trees, and additional trails climbing the hill – currently dotted with weed trees and mounds of old fill – can provide access to a new hilltop meadow with wonderful views north across the park. An overlook structure – perhaps an open air, rustic stone seating platform – would provide an intriguing destination. Note that this area is within the golf course and improvements will likely require approval by the lessee in addition to normal reviews and approvals required by the City and other agencies.

- A South Trail extension (#36) is proposed, to allow access to a currently unused, nicely wooded patch of remnant park land south of the American Legion outparcel. This trail would traverse an attractive riparian woodland and could tie in with a new park access at Laurel Drive (pending development of a safe crossing of Lake Forrest Road). An access easement would be needed to cross the Legion property.

Plan of proposed Hilltop Field (left) and Diagram of field sizes that can be overlaid (right)

Existing view of building and parking lot (left) and Concept view of Hilltop Field (right). The east half of the field (left side/foreground) may be graded 2 to 3 feet lower than the west, to maximize flat space while better fitting the existing topography and minimizing impacts to the surrounding woodlands.
E. GENERAL VISITOR AMENITIES

Survey responses clearly indicated the Park needs to provide more visitor amenities such as restrooms, drinking fountains, information kiosks and other sources of information (for welcome/orientation and wayfinding), site furniture (benches and shelters) and informal gathering or rest spots. Restrooms were the second most requested addition to the Park in the community survey response (section IV), after parking. (Better walking paths and sidewalks were a close third.)

Most of the venues make their restrooms available to general park visitors, but these are often less visible or less convenient from the streets, PATH and open park areas where unaffiliated park patrons tend to be. There may be limited capacity at these locations – with a concentration of venue patrons to compete with – or limited hours. Freestanding, un-staffed restrooms are, however, considered a security concern by the City Parks Department, so some sort of affiliation is desirable. (Freestanding restrooms used to exist in Chastain Park, but were removed in the 1980s.)

Preliminary concepts for an additional restroom locations are as follows (subject to final programming and design, and to stakeholder and community input):

- Within the Welcome Center (#21) at West Wieuca and Powers Ferry Road
- Within the new Recreation Center (#26)
- Along the PATH near Lake Forrest Road, affiliated with the golf course but also accessible to PATH users

The Welcome Center will also help make Chastain Park more user-friendly for the first time visitor as well as the frequent park user, and can serve as a focal point for community residents. Plainly visible across an open lawn at one of the Park’s main corners, the Welcome Center should announce “Chastain Park” and offer a place to stop, lounge, or meet. While the full programming or design of this facility remains to be completed (see section VII, Implementation), it should be a compact, comfortably scaled, inviting structure in keeping with the proposed Design Guidelines (below). It should provide comprehensive information about the park, and all its venues: schedules, programs, contact information, and the like. It may provide information on alternative parking sites or alternative access for concerts. It should include displays of interesting historical information and photographs of the park. This would likely be a Conservancy managed facility and could include Conservancy information for potential park volunteers, donors or new members. Outdoor space will include seating areas where park patrons and neighbors can relax, with views over the tennis courts and views of all the activity at the “gateways.”
In addition to the Welcome Center, the Plan also recommends the addition of “mini-parks” that will provide seating, shade, water, information, stretching stations and similar amenities for PATH walkers and other general park visitors (2, 35). Other amenities to be provided at various locations [not shown on plan] include:

- Drinking fountains at regular intervals on all PATH walks (e.g., 1,000 to 1,200 feet apart, typically a 5 minute walk at a moderately slow pace).
- Information kiosks at selected “first stop” locations such as the Playground, Arts Center driveway entrance, and Lake Forrest gateway.
- Generous provision of benches and shelters throughout the park.

**F. PEDESTRIAN SYSTEM IMPROVEMENTS**

Improvements to the pedestrian system will address a number of vitally important issues for Chastain, including safety, recreational capacity, accessibility, the quality of the park patron’s experience, and sustainability.

Walking and jogging were by far the most popular activity at Chastain Park, according to survey responses (see Section IV), which is fully consistent with many recreational preference surveys at national, regional and local levels, including the recent city-wide survey completed for Atlanta’s Project Greenspace. Improvements to the PATH and sidewalks were the second most requested enhancement in survey responses (after parking). Walking as a means of access to the park must be made as convenient and safe an alternative to driving as possible, to reduce pollution and parking demand.

Recommendations for the pedestrian system include the following:

- Widen currently deficient PATH sections to achieve a consistent width of at least 10 feet throughout the “short loop” (i.e., Lake Forrest – Powers Ferry – West Wieuca Road). This will dramatically improve pedestrian safety and the user experience along Powers Ferry where speeding traffic flows in close proximity to a crowded, extremely narrow PATH segment, and on West Wieuca, where recreational walkers and other park patrons compete for narrow sidewalk space.
  - Provide better separation between pedestrians and cars on Powers Ferry Road (#28). Where space allows, reconfigure the path and knee wall or other barrier to match the Lake Forrest side (i.e., path on inside of wall – see Powers Ferry Road concept, below).
  - Improve West Wieuca Road pedestrian capacity with a wider south sidewalk and “linear plaza” gathering areas as well as additional walkways through park areas along the north side of the road (#24, 15 – see West Wieuca Road concept, below).

- Replace the “shared road and PATH” condition along Park Road (#7) by building a separated pedestrian facility (see Park Road Concept, below). Remove excess pavement by re-stripping the road as two narrow lanes, removing the pull-offs, and formalizing parallel parking – only where space allows. (see Park Road Concept, below).

- Better connect the north end of the park by extending the PATH north along Powers Ferry (#18), as well as improving connections along Pool Road (#25), around the three sides of the Amphitheater and from West Wieuca Road to the Playground (#13). Improved
signage and designated parking (see also Vehicular Circulation, below) will also help encourage walkers to use the north “long loop” segment.

- Safety for concert patrons accessing or leaving the Amphitheater will be significantly improved.
- Moving the PATH to the east side of Pool Road will provide more direct access to the Pool and Amphitheater venues, and allow restoration of angled parking on the west side (see Pool Road Concept, below).
- The north end of the park will be more accessible and inviting; greater activity levels will improve general park safety, as the presence of legitimate park patrons is an essential complement to police and security in deterring illegal activity. Passive policing (“eyes on the park”) is a proven benefit when park facilities are popular and well used.
- This will also help shift pedestrian traffic and parking demand off of West Wieuca and reduce congestion.

- Reduce conflicts by providing safer crosswalks at numerous, strategically selected locations: speed tables with special paving on West Wieuca, Pool and Park Road; special paving to improve and identify at-grade crossings on Powers Ferry and Lake Forrest (where raised crossings are not allowed by City regulations); bump-outs and other redesign measures to reduce pavement width at excessively wide intersections.

- Implement traffic calming measures along all roads within and adjacent to the park. This is equally important for both City rights-of-way and the internal roads (Park Road has significant speed issues to address). Techniques may include narrower lanes; rumble strips to warn drivers to slow down, approaching potential conflict points; special crossings (noted above); addition of bike lanes, with “greenstrip” (or similar) textured road paint to act as a visual and tactile warning to drivers; bump-outs and tree islands to create “choke points,” and other measures. This may also include the study and installation of all-way stop signs at selected intersections, although this is generally not favored by City engineering staff as a “traffic calming” measure (see also section G, Vehicular Circulation - Daytime Recommendations, below).

- Improve offsite connectivity with continuous sidewalks along main routes to the park. A number of such improvements, funded by Quality of Life Bonds, have already been identified by CPCA and City Public Works representatives (see section III). In addition to these, the City and CPCA should consider making the West Wieuca sidewalks between Lake Forrest and Roswell Road continuous (#17), by addressing several existing gaps on either side.

- Increase pedestrian-oriented amenities in the park: additional water fountains, benches, shelters and restrooms (see also section E, above); “mini-parks” or amenity clusters (see Mini-park Concept, below) and improved, more consistent and user-friendly signage (see also section J, below).

- Provide additional natural and green space area trail improvements (see also section D, above) that will offer a diversity of options for recreational walking and jogging.
Illustrations of Key Recommendations

Several of the key recommendations for pedestrian improvements are illustrated below. These include concepts for Powers Ferry Road (PATH widening), West Wieuca Road (linear plaza and streetscape), Park Road, Pool Road and Mini-parks for PATH and other park patrons.

As noted previously, all master planning concepts are conceptual designs only and will require additional steps of refinement prior to implementation. For streetscape improvements, such as some of those shown here, survey and detailed engineering design are required and (for improvements in the public rights-of-way – Powers Ferry, West Wieuca, Pool and Lake Forrest) review and approval by the City’s Public Works Department as well as additional coordination with City-wide transportation planning (e.g., Connect Atlanta). Other normal City processes for review and approval would of course apply, including other applicable City departments’ and the community’s input.

Powers Ferry Road PATH Widening

The existing 50’ right-of-way (left) appears to have an approximately 7’ to 8’ wide unpaved verge on the west, 28’ of pavement as a typical width (south of Wieuca) and almost 14 feet on the east (park) side. There may be some encroachment by the golf course, as the location of the wall appears to vary in relation to the right-of-way. (Survey is needed to verify these conditions.) The two 14-foot travel lanes and the topography favor speeding. A too-narrow sidewalk often within 2 to 3 feet of the road puts large numbers of PATH walkers uncomfortably close to fast traffic without any separation.

The proposed improvement concept (right) widens the PATH and provides separation from the road, creating a 10’ wide (typical) walkway with a low barrier wall to help prevent vehicle-pedestrian conflicts. A set-back from the road is required as per GDOT standards for a hard feature such as a wall; other options, if space does not permit, might include a planted buffer...
with a standard guardrail. The preferred concept, the stone wall / PATH configuration, would match conditions on the Lake Forrest side of the park. Openings in the new wall would allow access at necessary points. The existing (1950s era) wall would be removed except where essential to retain large existing trees (in those areas, the PATH may need to be reduced to 8’ width).

Bike lanes are anticipated to be required by City of Atlanta long-term plans, and would be added to the roadway along with narrowing of the traffic lanes to the minimum acceptable width (10.5’ is proposed here). Traffic calming measures would be introduced as well, such as textured pavements and improved crosswalks. The overall pavement width would remain essentially the same, but – depending on actual survey data – in order to accommodate the optimum section, the roadway may need to be shifted toward the west approximately 2 to 3 feet within the existing right-of-way; this would reduce the west verge to approximately 4 to 5 feet, which could still allow for a future sidewalk (albeit a narrow one), should the City determine it necessary, without requiring any additional right-of-way acquisition.

Also depending on the outcome of survey and design, the wider PATH may impinge approximately 2 to 3 feet on the existing golf course, although some of the area in question may be within the right-of-way. This also will vary at different points along the Powers Ferry frontage. Depending on topography, trees, golf play and other variables, treatment of this edge may

Powers Ferry Road PATH existing (left) and proposed (right), view facing south.
require a retaining wall and/or protective netting.

A pedestrian bridge is proposed where the PATH crosses Nancy Creek (#29). This is an especially problematic segment of the existing PATH; the proposed bridge would be a separate structure parallel to the existing vehicular bridge.

**West Wieuca Road Concept**

West Wieuca Road is the main street of Chastain Park which is, in turn, the heart of the surrounding community. It is also the main draw for most of the city-wide residents and visitors who use the park, as almost all of the venues are located directly on it. Pedestrian system and streetscape improvements here must enhance safety and improve access to the venues; they should also do more – they should reinforce the sense of being “in the park,” provide diverse opportunities for and help make a visit to Chastain Park memorable.

The existing right-of-way section (above) typically includes a narrow sidewalk on the south side only, with two travel lanes for traffic and curbside parallel, unstriped parking. The often highly congested road has constant pedestrian crossings – at corners, at mid block, using the existing speed humps, etc. As anyone who has been to Chastain Park on a nice spring day knows, the road can be chaos.

The improvement concepts (below) envision a linear gathering place through the heart of the park, with ample capacity for pedestrians, better organized circulation, and diverse opportunities to stop, mingle with neighbors, or watch the action. Much of the corridor remains essentially the same roadway section (2 travel lanes and 2 parking), but with the entire south edge converted to a 10-foot wide sidewalk. In selected locations, however, the road narrows – parking is removed from the south side - and the sidewalk becomes a 17-foot wide linear plaza, enhanced with seating areas and landscaping. (The Site Plan shows plaza portions overlooking NYO and the Tennis / Welcome Center corner.) Throughout the West Wieuca corridor, also, the streetscape is enhanced and better organized with speed-table special crosswalks, bump outs, additional street trees (especially where existing canopy is sparse), drop-off zones and other traffic calming measures.
Much of the West Wieuca corridor would feature a 10’ south sidewalk and additional north-side paths meandering near – not necessarily right along - the road.

“Linear plaza” segments would provide special gathering places at each end of the park’s main promenade, overlooking the NYO fields at one end and the tennis complex at the other.

**Park Road Concept**

Park Road currently has a (typically) 25-foot wide asphalt section that serves, at different times and in different places along its length, for one way traffic, two way traffic, and as part of the PATH. A separate walking path will be a safer and better experience for the park user. Flat space is at a premium along Park Road, and in order to maximize space available for at least an 8 foot wide PATH, lane widths can be reduced to 9 feet (as this is an internal park road, not a public right-of-way).

Extreme care should be taken in the renovation of Park Road to maintain the naturalistic, woodland feel of this area. Paving should be kept to minimum widths; site walls and other elements should be simple and unobtrusive, using native materials; and layout should preserve existing trees to the maximum possible extent.
Mini-Park Concept

As noted above (section E), upgraded visitor amenities are recommended throughout the park. For recreational walkers and joggers, “mini-parks” or “pocket parks” along the PATH loop will offer rest stops where seating, shade, water, stretching stations and park information are available. One additional function of these amenities will be to help draw PATH users – many of whom drive to the park – to designated “PATH Parking” areas out of the way of competition with other venue patrons (whose destinations are at fixed locations). One such identified location is the Red Lot, at the intersection of Powers Ferry and Pool Road. Another possible location is along the PATH at the south end of the park.

Existing Cross-section of Park Road (left) and existing condition (right).

Proposed Cross-sections of Park Road. Wider cross-section (left); Tighter cross-section (right).

Mini-Park Concept Plan
Pool Road Concept
Moving the PATH to the east side of Pool Road will provide more direct access to the Pool and Amphitheater venues, while also continuing a pleasing PATH alignment from the pond trail south to Wieuca, and north to the proposed Mini-Park/PATH parking area at the Red Lot. South of the Galloway entrance, a slight widening of the combined road/PATH cross section is envisioned, to allow restoration of angled parking on the west side of the road (this parking was removed when the PATH was constructed). The fences on each side would need to be rebuilt on low retaining walls (see concept drawings, below), with minimal change of alignment, to provide adequate flat space for these improvements.

G. VEHICULAR CIRCULATION SYSTEM IMPROVEMENTS - TRAFFIC, PARKING AND ACCESS
Traffic, parking and access issues consistently rank as the number one issue affecting Chastain Park – affecting the quality of the park experience, the relationship of the Park to the surrounding community, and even the safety of the Park patron. The recommendations below address both physical changes to the park, and changes in operating procedures. Daytime issues (busy Park days) and concert related issues are addressed separately, as the nature of the problems and their locations within the park can be quite different, although some of the recommended strategies and improvements are common to both. While traffic, parking and access challenges are, to some extent, inevitable at Chastain (as in much of Atlanta), these recommendations provide a comprehensive plan that will significantly improve safety, improve park functioning and reduce negative impacts on the site and neighborhood. These recommendations will:
• Calm traffic.
• Improve traffic management.
• Provide better access to venues.
• Increase pedestrian safety.
• Reduce parking deficits, with a multi-faceted plan that includes:
  - A parking structure.
  - Better use of existing parking areas.
  - Improved parking management.
  - Improved pedestrian and bicycle access.
  - Alternative access strategies. (i.e MARTA and private shuttles).

**Summary of Recommendations for Vehicular Circulation**

Daytime circulation issues are addressed through several initiatives: additions of parking, improvements to the circulation system, and improved management including strategies to steer parking demand toward under-utilized daytime lots, and improved enforcement.

Concert circulation issues are also addressed through a multi-faceted approach: the addition of parking supply, improved and consistent management, improved enforcement, and patron education/ incentives to reduce peak time demand.

**Key recommendations for busy daytime conditions include the following:**

• Address pedestrian safety by installation of traffic calming elements and improved crosswalks and sidewalks as described in section F, above. This may also include the study and installation of all-way stop signs at several intersections. In particular, locations where there are high speeds and restricted views may indicate the need for stop sign control. The Manual on Uniform Traffic Control Devices (MUTCD) provides guidance and support for the justification of stop sign control at an intersection. As the MUTCD states, intersections with balanced approach traffic volumes would be candidates for all-way stop control, while intersections with higher volumes on one or two approaches would be candidates for side-street (lower-volume approaches) stop control. Each intersection where stop sign control is desired shall be analyzed per MUTCD guidelines, including performing turning movement counts, and would also need to be approved by the City of Atlanta through their Traffic Department in Public Works as well as the Parks and Recreation Department.

• Build parking, in the form of an approximately 300- to 350-space parking deck associated with the Recreation / Community Center project (#26). This will help alleviate the existing, localized and often intensive parking deficit in the West Wieuca area, and to make up for parking removed by other Master Plan recommended projects (the deck itself will displace approximately 100 existing spaces). While costly, a deck is a more land-efficient and environmentally sustainable alternative to surface parking. (See section C, above for conceptual drawings, and Parking Summary, below for additional description.)

• Add small numbers of surface spaces where space, topography and tree locations permit, increasing the efficiency of existing drive and parking areas, e.g., along the Arts Center driveway (see also section C, above) or between existing bays near the Playground.
- Relocate the PATH to the east side of Pool Rd (see also section F) to regain parking spaces lost here when the PATH was originally built. (Until this is implemented, it is recommended to relocate the current PATH crossing - and its associated bump-out - located just north of the Galloway School driveway to a point south of this driveway, in order to allow vehicles to bypass the Galloway School queue. This will eliminate a “choke point” for daytime operations.)

- Provide a driveway connection between the NYO lot / Recreation Center deck and Lake Forrest Road via the existing “Field of Dreams” lot (#27). This will enhance access for emergency vehicles as well as NYO participants. Additional parking can be provided along it where space allows.

- Provide drop-off / “kiss and ride” areas along the West Wieuca corridor where the major venues are concentrated.

- Use price incentives to disperse daytime parking demand off of West Wieuca Road and into then-underutilized lots (Red and Blue lots). This could include installing “pay and display” and “parking pass” (venue patron) parking along West Wieuca Road, and keeping the Red and Blue lots free during the day.

- Enhance the Red Lot with a simplified entrance, landscape enhancements and a PATH patron-oriented “mini-park” (#2). Note that the proposed entrance is at the middle of the lot. New tree plantings are coordinated with the tent space required for group events held at the Red Lot by the Horse Park and others.

- Encourage PATH patrons and other park patrons to use the daytime-underutilized parking lots by providing better path connections and signage from Wieuca to the Red Lot. Provide amenities for PATH patrons such as stretching stations, benches and water (see also section F, above).

- Investigate the potential availability of the American Legion site for PATH patron parking.

- Formalize (build and stripe) appropriate on street parking on Park Road (see also section F, above).

- Improve parking management throughout the park: re-stripe parking lots and roadways (in particular W. Wieuca Road) immediately, and implement consistent enforcement.

- It is suggested that NYO investigate the implementation of an internal van shuttle to encourage its patrons to park in the Red and Blue lots, especially during peak events such as opening day, season finales and major tournaments. NYO might also consider providing greeters or runners to escort children to the fields from proposed drop off areas, making it more comfortable for families of young players to use this way of accessing the fields.

- It is recommended that NYO implement parking management within the NYO lots along with traffic officers on Wieuca Road at the NYO entrance in order to mitigate the traffic congestion and vehicle/pedestrian conflict area.

- Encourage carpooling and alternate vehicles. This could be done by providing price incentives for carpooling (for paying venue patrons) and/or providing priority parking areas for scooters, golf carts, and HOVs.

- Ensure that the park is bicycle-friendly, with adequate bike facilities and good signage on vehicular circulation system improvements.
adjoining streets; plentiful bike parking; shower facilities at applicable venues.

• Work with MARTA to identify potential improvements to service to and within the park, including route and schedule adjustments.

**Key recommendations for concert evening conditions include the following:**

• Adopt and implement a consistent traffic management plan for all concerts held at the amphitheater.
  
  - Fill new, clearly organized positions to carry out the plan. These positions, in order of authority, should include: 1) a traffic management coordinator who also oversees the parking attendants; 2) a chief officer; and 3) traffic officers, enforcement officers and security officers.
  
  - Re-evaluate and update the plan annually to maximize its effectiveness based on lessons learned and new data

• Parking recommendations include providing parking management for all parking lots within the park, providing direction to vehicles parking within the lots, and providing proper marking and enforcement of illegal parking areas.

• Specific traffic flow routes are recommended for entering and exiting traffic to efficiently send vehicles to open parking areas.
  
  - It is recommended to restrict Park Drive near the amphitheater and at Stella Drive and to allow westbound traffic entering from Dudley Lane, and allow eastbound traffic exiting. Vehicles entering Park Drive are to turn around (e.g., in a lot/pull-out area at the current “Green lot”) before parallel parking on Park Drive in an eastbound-facing direction. Park Drive parking should also be managed by parking attendants. This will eliminate illegal stacking, maximize usable space, and help compensate for removal of the Green Lot to create the Hilltop Field (see section D).
  
  - It is recommended to restrict Pool Road at each end of the road and to only allow handicapped vehicles, limousines, taxis and any transit or shuttle buses to travel southbound along the road.

• Renovation of the Yellow Lot entrance, providing a turn lane to ease inbound congestion, is recommended (#19)
The parking deficit for concerts is at time significant and cannot simply be resolved by building additional spaces in the park. It is recommended, however, that capacity not be reduced. Spaces lost to other Master Plan improvements should be replaced. Some options include:

- Incorporation of Park Road as a managed parking area for concerts.
- Partial use of the Recreation Center parking deck for concert parking – this would need to be coordinated with the needs of NYO and the golf course, schedules of which overlap concert season, and whose patrons will rely largely on the deck for parking.
- Construction of a second level or Parking Tray above the lower Blue Lot. Rather than a full fledged deck with circulation between levels, this would be essentially an extension of the Upper Blue Lot on a single level structure (see concept drawing, below). This is an expensive option and should be considered for implementation only after other improvements (such as the Recreation Center deck and improved traffic management) have been implemented and tested, and the need for this structure re-evaluated.

Blue Lot “Tray” Conceptual Plan (above) and Section (below)
• Test the viability of using shuttles during concerts to reduce on-site demand.
  - A shuttle could be run by MARTA between a rail station and the amphitheater.
  - A private shuttle could run between the amphitheater and a nearby church, school, or office parking lot.
  - Investigate having amphitheater employee parking off-site and using a private shuttle.
• Test other transportation demand management strategies:
  - Provide incentives at the amphitheater for patrons to arrive early
  - Provide priority parking for HOVs, golf carts or scooters.

Parking improvements summary
A summary of parking spaces anticipated to be gained or lost in various Master Plan recommendations is as follows (all figures are preliminary and approximate, pending final implementation-phase programming and design):

<table>
<thead>
<tr>
<th>Proposed Improvement</th>
<th>Spaces Added</th>
<th>Spaces Lost</th>
<th>NET Gain or Loss</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recreation Center Parking Structure</td>
<td>300 – 350</td>
<td>- 100</td>
<td>200 – 250</td>
</tr>
<tr>
<td>Lower Blue Lot Tray</td>
<td>150</td>
<td></td>
<td>150</td>
</tr>
<tr>
<td>NYO new driveway</td>
<td>25</td>
<td></td>
<td>25</td>
</tr>
<tr>
<td>Pool Road</td>
<td>25</td>
<td></td>
<td>25</td>
</tr>
<tr>
<td>Park Road</td>
<td>40</td>
<td></td>
<td>40</td>
</tr>
<tr>
<td>West Wieuca Streetscape</td>
<td>- 50</td>
<td>- 50</td>
<td></td>
</tr>
<tr>
<td>Hilltop meadow (Green Lot)</td>
<td>- 80</td>
<td>- 80</td>
<td></td>
</tr>
<tr>
<td>Red Lot tree planting &amp; mini park</td>
<td>- 15</td>
<td>- 15</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>540 – 590</strong></td>
<td><strong>-245</strong></td>
<td><strong>295 – 345</strong></td>
</tr>
</tbody>
</table>

Cost and revenue considerations for structured parking will need to be evaluated during the implementation phase. For example, the total space count for the Recreation Center would need to be determined as part of a financing and operational pro forma study, but an initial recommendation is 300 to 350 spaces, based on the estimate of need and on preliminary funding assumptions (see section VII). Estimate of need in this area – a sub area of the park with localized deficits - is based on existing deficits observed at +/- 200 spaces, plus anticipated loss of parking on West Wieuca Road due to streetscape and striping improvements; plus loss of the gulch and NYO front lot, which this project would replace.

Traffic Management Plans
In order to implement the recommendations and suggestions made in each traffic management plan, an education plan is needed that provides direction and instruction for distributing information to the park patrons and general public. Options may include the creation of a universal Chastain Park website with information on all park events related to all venues and other park patrons, so patrons can plan their trip to the park; real-time traffic and parking information; and general electronic or regular mailings and news articles.

Both traffic management plans for Chastain Park should be reviewed every year in order to maintain effective traffic and parking management. Mid-course evaluations should be done in the summer. The concert plan debrief and review should occur in the fall shortly after the season ends, so that perceptions are still fresh and there is still sufficient time to implement any changes to the plan for the following concert season.
Guiding Principles

The following outline gives the guiding principles and broad goals that shape each Traffic Management Plan. A key goal for both is to:

- Educate patrons and the public on techniques developed in the traffic management plan

Daytime Traffic Management Plan

Traffic Circulation/Congestion

- Galloway School – Develop solution to the queuing along Pool Road during pick-up and drop-off time periods when school is in session in order to improve traffic circulation along Pool Road
- NYO – Develop solutions involving parking and traffic management to minimize traffic conflicts along West Wieuca Road during peak game time periods, to address parking management concerns, and to improve emergency vehicle access to the fields

Parking

- Develop an overall parking plan which attracts vehicles to available parking areas and provides a solution to the parking deficit which occurs along the West Wieuca Road corridor during peak times of the day
- Provide for proper enforcement of illegal parking areas through signs and by ticketing/towing illegally-parked vehicles
- Provide designated parking area for PATH patrons to encourage use of northern parking lots
- Develop solutions to parking management concerns at the NYO venue
- Provide parking areas for alternate modes of transportation (such as scooters and bicycles)

Pedestrian Safety

- Make pedestrian improvements in order to provide safer crosswalks and sidewalks along busy park roads
- Provide traffic calming along roads within and adjacent to the park to slow vehicles

Traffic Demand Management

- Provide increased transit service (MARTA)
- Provide separate parking areas for alternate modes of transportation, such as golf carts and bicycles
- Allow for bicycle facilities on all adjoining streets, consistent with City planning efforts.
- Provide guidance for street closures during special events within the park, such as a green market
- Create incentives for carpooling to Chastain during peak times
- Educate the park users and general public on techniques implemented in the traffic management plan
Concert Traffic Management Plan

Traffic and Pedestrian Management

- Maintain consistent traffic management plan between all concert events and between all promoters
- Create specific positions throughout the park during concert events: Traffic Management Coordinator, Chief Officer, Traffic Officers, Enforcement Officers, and Parking Attendants
- Maintain effective communication between all positions, including all contract and volunteer workers
- Traffic Management Coordinator should have authority over all positions, to determine available areas of parking, and to monitor overall traffic congestion for potential modifications to the plan as needed
- Chief Officer should have authority to determine the means and methods of implementation of any actions directed by the coordinator

Circulation/Congestion Management

- Develop and implement a parking plan which identifies on-street parking available to patrons, locations where parking should be prohibited, appropriate notification to drivers including signage and pavement/curb markings, and enforcement policies
- Coordinator should regulate traffic flow before concert event and communicate between parking attendants and traffic officers to redirect vehicles as needed
- Coordinator should determine any off-site parking areas that may be needed as available parking within the park becomes full
- Traffic officers should safely direct vehicles through intersections in the direction of available parking (includes use of signs as a direction tool)
- Parking attendants should efficiently collect parking fees and direct vehicles to valid parking spaces in each managed lot and clear up adjacent roadways as quickly as possible
- All parking lots within the park should be managed by parking attendants for effective control of parking areas, regardless of other events happening within the park
- Enforcement officers should be mobile in order to roam the park to ticket and tow any illegally-parked vehicles
- Create safe environments for pedestrians and vehicles to interact, particularly near amphitheater gates on Park Drive and Pool Road
- Maximize available legal parking for patrons through the relocation of employees and volunteers of the amphitheater, especially to free up parking along Pool Road
- Eliminate damage to the park caused by illegal or unmanaged parking
- Include Sutton School, Galloway School, and the Chastain Horse Park in the management plan
- Identify any special provisions for concerts regarded as “Heavy,” used currently to alert neighbors of high levels of traffic congestion

Transportation Demand Management (TDM)

- Early arrival – provide incentives for patrons to arrive early, such as a pre-show, contests, other entertainment at the amphitheater, etc.
- Test the feasibility of using a direct MARTA shuttle
- Test the feasibility of using a private shuttle between the park and nearby available school, church, or office parking lots
  - Improve coordination between the venues to share information on upcoming events

**H. SUSTAINABILITY**

Sustainability has been defined as “development meeting the needs of the present without compromising the ability of future generations to meet their own needs” (*World Commission on Environment and Development, 1987*).

As water, energy, soil and open space resources become ever more scarce, we recognize that all of these elements are critically important for the physical and economic health of our communities. The adoption and consistent implementation of sustainability policies and practices are recommended to minimize environmental impact and maximize efficiency of both new and existing facilities.

Chastain Park can and should serve as a state-of-the-art example of the practical application of green building and management practices in the public park context. A sustainable, common sense approach to design of new facilities and operation of existing facilities will result in long-term economic and health benefits. Sustainable approaches will yield benefits to the current community, while ensuring that resources are not compromised for future generations or the wider environmental systems of which we are a part.

Measures can be undertaken in new construction, retrofitting existing buildings, site design, and park management. New facilities should adhere to sustainable design and construction principles, and operational standards for all park facilities should be reviewed and modified as necessary. Sustainable processes can also be retrofitted into existing buildings; for example waterless urinals can be installed in place of conventional urinals for a relatively low cost.

Innovative strategies for site design and management include tree preservation and tree canopy maximization, drought-tolerant landscape design, improved stormwater management and storm / gray-water capture for irrigation systems, stream-corridor restoration, minimization of impervious land cover and reduced automobile usage.

**Buildings and Structures**

The LEED™ building rating system should be used as a minimum benchmark for new projects and for facility operations. This system, developed by the United States Green Building Council, offers third party verification of a project’s sustainable features.

A number of passive and active sustainable (or “green”) strategies should be considered early in the design of new facilities. Consideration of both first costs and lifecycle costs is necessary prior to implementation.

Passive strategies consist of strategies that generally do not require significant electrical or mechanical energy for implementation, and might include: Shading of a building through
the use of deep roof overhangs, porches, and plantings; harvesting of rainwater into storage for irrigation use; and careful orientation of new buildings to take advantage of breezes, solar energy, and daylight. Additional passive features are use of low or no water use plumbing fixtures, and substitution of artificial lighting with day lighting.

Active strategies tend to include mechanical or electrical equipment, such as pumps or fans. Successful examples of active strategies include use of harvested rainwater to supplement water used to flush toilets; use of solar water heating systems; and use of photovoltaic arrays to supplement or replace purchase of electrical power.

**Site Design and Management**

*Sustainable practices extend beyond the footprint of the buildings to encompass the landscape and how the park connects with the wider community.*

**Reducing Heat Island Effect**

One key area where Chastain Park can lessen its impact on the environment is by minimizing the urban heat island effect. Solar heat gain on traditional roofs, pavement (especially asphalt) and other surfaces raises ambient temperature throughout developed areas, causing greater energy demand for cooling and affecting human health and comfort. Strategies to address this effect include:

- Maintain tree cover – maximize tree retention wherever possible when siting and designing facilities; provide tree cover in paved areas through wise design and placement of tree islands.
- Replace surface parking lots with structures.
- Use light colored pavements and roofing.
- Use green roofs on buildings.
- Avoid creating or retaining unnecessary pavement.

Many of the recommendations of this Master Plan reflect these techniques:

- Siting of the Hilltop Field (#9) and other facilities to minimize tree impacts.
- Addition of tree islands is proposed for the Red Lot (#2).
- Reduced pavement on Park Road, upper Powers Ferry and at numerous intersections (e.g., Pool and West Wieuca).
- Green roof components for the Tennis Center and Recreation Center.
- Parking structures at the Recreation Center deck (replacing two existing lots) and the Lower Blue Lot Tray (stacking a second level over an existing lot).
- Conversion of the upper blue lot into a reinforced turf surface such as Grasspave®.

Grasspave® is a product that reinforces turf to allow it withstand vehicle traffic. While reducing heat gain and impervious area, this enhancement could also provide usable green space on what is now empty asphalt for most nights and all days of the year. Due to the nature of constructed turf system, however, cleats should be prohibited from this lawn area, and its recreational use limited to informal play.
Improved Stormwater Management

Many of the heat reducing measures noted above will have the additional benefit of improving the stormwater management on the site by reducing the amount of impervious surface in the park.

Other techniques that would improve the water quality of the stormwater on the site include the use of porous pavements. When porous pavements like porous concrete, gravel, and Gravelpave® are considered for new developments, the life cycle costs and the accompanying infrastructure should be taken into consideration. Porous pavements may cost more than conventional asphalt or concrete in comparison of material cost, but sometimes they require less infrastructure (storm pipes and catch basins) or less land for detention areas.

Another great opportunity for park enhancement combined with environmental benefit is the use of rain gardens and constructed wetlands to promote infiltration of storm water. Rain gardens are landscaped bio-retention areas that catch and then filter stormwater by allowing the water to infiltrate into the soil. New developments in the park are bound by law (National Pollutant Discharge Elimination System [NPDES] regulations) to control the quantity and
quality of the stormwater leaving the site. New developments in the park should look beyond fulfilling the basic requirements of this law, to explore how the management of the stormwater in the park can be revealed to the public. Rain gardens and constructed wetlands can be designed so that the infiltration of stormwater is visible to park visitors, rather than screened from view in fenced off detention ponds. Rain gardens can thus become aesthetic amenities and opportunities for educational signage.

Another important consideration of stormwater management is the proper maintenance and management of the existing ponds and channels developed with the park (i.e., “Hamburger Pond” and the golf course improvements). Streambank restoration (see below) will aid in water quality management, but additional measures such as regular monitoring; periodic removal of debris and sediment (e.g., by dredging); and other potential enhancements to prevent debris and increase circulation and oxygenation will contribute to a “Best Management Practices” regimen and the ecological and aesthetic quality of the park.

**Streambank Restoration**

The efforts to improve the stormwater management in the park will augment efforts to restore stream banks in the park. Urban streams like Nancy Creek are adversely impacted in storms when impervious surfaces impede the natural hydrologic cycle. When the water is not able to infiltrate in a storm, the stormwater rushes into nearby streams and increases erosion along the banks. A restoration of Nancy Creek would reveal this forgotten stream to the public and make it a centerpiece of the enhancements in the South Meadow. The eroded stream banks and concrete walls could be transformed into an appealing landscape amenity with riparian vegetation.

**Habitat Enhancement and Alternative Landscape Management**

The South Meadow and the surrounding golf course are opportunity areas for naturalistic landscape management. Some measures for consideration in these areas include:

- Conversion of manicured lawn areas into roughs with native grasses and perennials
- Reduced pesticide and herbicide use
- Use of native plants to provide habitat and food source for wildlife
- Retaining dead trees or stumps for wildlife habitat (only in areas away from pedestrian traffic, after consultation with a licensed arborist)
- Add more bird and bat nesting boxes

In addition to the obvious environmental benefits of these measures, there can also be cost saving advantages, such as reduced lawn mowing. A resource for efforts to enhance the environmental footprint of the golf course is the Audubon Cooperative Sanctuary Program for Golf Courses (ACSP). The ACSP is an education and certification program that helps golf courses protect
the environment by enhancing natural areas and wildlife habitats. Naturalistic landscape management techniques could be used in other areas of the park, not just the golf course. These landscape management measures, of course, have to be balanced with the needs of park users as well as safety and aesthetic considerations.

**Water Conservation**

Water use is a critical concern today in Metro Atlanta, and will continue to be an important consideration in the future. The southeastern United States is expected to be warmer and drier in the decades ahead, and events like the historic 2007 drought have clearly shown the necessity of aggressive conservation practices. For irrigation, which cannot be entirely dispensed with where people are actively using lawns and fields, alternative strategies must be pursued.

Gray water, or water from sinks and showers, can be utilized for irrigation when the proper public safety measures have been undertaken. Rainwater harvested from roofs and paved areas can also be used as a source of irrigation water. Detention ponds, underground cisterns, and above-ground cisterns (which can be incorporated into architectural design, and can have educational value as well) are all options for integrating this technology into site planning and design.

The best way to minimize water use in the landscape is through wise design that uses drought tolerant plants, groups plants with similar needs together and considers microclimates. Many of the plants recommended in the plant palettes in Appendix 4, are drought tolerant native plants.

Where irrigation is required, water efficient irrigation techniques such as rain sensors and centralized, computer based control systems that monitor usage (and therefore detect leaks) should be installed. Where feasible (e.g., in landscape applications) drip irrigation should be utilized. Drip irrigation can be utilized in place of spray rotary heads to limit the amount of water and weed growth in turf areas.

**Dark Skies**

Light pollution is another ecological concern that should be considered in park enhancements. The benefits of full and partial cut off lighting are outlined in Section J.

**Reduced Automobile Usage**

Automobiles are, and will continue to be, the primary means of transport to the park. However, other transportation methods such as mass transit, bicycles, and walking should be encouraged. Use of these alternatives modes of transit would mitigate traffic and the amount of land area dedicated to parking. Sections F and G, above, outline specific measures that would support biking, walking, and the use of mass transit. Efforts to encourage the use of these modes...
of traffic must extend into the wider neighborhood and city to be effective, including the consistent provision of well-designed bike facilities and continuous, convenient, safe networks of sidewalks.

I. HISTORIC PRESERVATION

Historic preservation considerations are important to maintaining the visual character of Chastain and to realizing the park’s full potential value for the Atlanta community and beyond. The Arts Center (former Black Alms House) is architecturally significant, has important stories to tell about regional and African-American history, and should be restored and rehabilitated. The park as a whole is a locus of Native American, Civil War and early- to mid-20th century Atlanta history and portions may be eligible for listing as a Historic District. Attaining a more complete picture of the park’s historical stories is a first step. The intent of these recommendations is to make celebrating that history an integral part of the park experience, reflected in preservation and restoration efforts, ensuring the compatibility of new design elements, and sharing the park’s stories through interpretation.

Key recommendations are summarized as follows:

- Consider nomination of Chastain Park as a Historic District
- Complete the identification of historic resources within the Park
- Review planned treatments for compliance with the Secretary of the Interior’s Guidelines for Treatment of Historic Properties
- Restore / rehabilitate the Arts Center building
- Restore the Master Grill area, the heart of the original picnic grove
- Develop interpretive signage and markers

District nomination would reinforce Chastain Park’s unique identity and strengthen its community image, and should be further investigated. Early park-era structures such as the Golf Clubhouse, Bathouse, picnic grills and other early site features can be considered contributing structures to such a District. Future work in the District (if approved) would need to be completed in compliance with the Secretary of the Interior’s Standards for Rehabilitation. New or replacement facilities would be addressed by Design Guidelines (section J) that are consistent with the Standards for Rehabilitation, which do allow for appropriately designed modifications to accommodate new program demands and current uses.

Additional research is recommended to complete, as much as possible, the identification of extant historic resources in the park. While readily available records from the Parks Department, Georgia State University, Conservancy and Atlanta History Center have been reviewed, a wider search will help confirm the developmental and visual record of the site and help in the evaluation of remaining site features.

Treatment of Historic Chastain Park Buildings

In general, the historic structures appear to be in fair to good condition. One notable exception is the Chastain Arts Center. A cursory investigation of the Chastain Arts Center reveals significant work is required to make the building watertight again. These would include, but are not limited to, repair and repointing of the chimneys, and repair of the existing historic windows. The facility
also needs major upgrades to its mechanical and electrical systems. Further recommendations for this building would include the removal of the 1970’s addition on the front façade and the restoration of the original entrance and porch (see section C above for a conceptual site plan).

Other buildings have not been as altered as the Chastain Arts Center. The bathouse shows minimal alterations to the exterior stone and retains much of the historic character and contributing architectural features. Extensive interior alterations may well have compromised its historic integrity. On the exterior, unsympathetic wood ramps, replacement windows, and porches on the Bathouse also detract from its integrity. Inappropriate replacement windows on the golf club house offer the same type of distraction. The interiors are modified with new interior spatial configurations and finish materials.

Future work in the District, if and when a District is approved should be completed in compliance with the Secretary of the Interior’s Standards for Rehabilitation and might include the reversal of inappropriate modifications and the restoration and addition of more sympathetic elements. Such work might include, but is not limited to the following:

- Replacement of visually inappropriate doors and windows for more historically appropriate ones
- Replacement of existing roofing material with original roofing material.
- Removal of inappropriate interior and exterior lighting and utility fixtures.
- Removal of unsympathetic additions that visually impact the historic integrity of the building.
- Restoration of original room configurations and interior finishes to match original construction period (where compatible with current program requirements).

**Historic Site Features**

The assemblage of site elements dating from the original construction of the park are significant artifacts and a rich visual resource. The still-usable, extremely well crafted stone grills, stairs, and other site work associated with the original picnic shelters are useful, beautiful, tangible links to Atlanta’s history.

An ongoing program of documentation, repair and preservation of these picnic area artifacts is recommended, to enable their continued use and enjoyment by new generations of Atlantans. In addition, a specific restoration project focused on the Master Grill and Witches Cave is recommended. This would include:

- Re-opening and repair of the interior of the Witches Cave, a short, stone-lined, curved tunnel originally built under a low hillock next to the Master Grill. The Cave was lined with benches. Restored, updated use would require the ability to secure the cave with appropriately designed gates.

Restoration of the Master Grill area (see following page) including the removal of inappropriate later additions, removal of several feet of fill graded into the area when the witches Cave was closed, replacement of the large picnic pavilion that formerly stood here and restoration of the massive stone steps leading up the hill to a smaller pavilion.
Master Grill and Witches Cave restoration before and after images
Interpretive signs

Additional markers and interpretive signage should be developed to help enrich the park user's experience by sharing the stories of Native American, Civil War and early- to mid-20th century Atlanta history that can be told through this site. The development of the park itself, significant remaining features, and the natural environment are all potential subjects for enjoyable, informal education.

It is recommended that, based on additional historical research, an overall interpretive plan be developed. Locations, numbers and types of signs and the appropriate level of information must be thoughtfully considered, as poorly thought out, poorly executed or excessive interpretive signage can detract from a visitor's experience of the park. Preliminary design concepts for sign types are included in section J, below.

J. DESIGN GUIDELINES

Design Guidelines are recommended so that new design elements reflect and reinforce the park's identity and historic character. Chastain Park's visual quality, user-friendliness and sense of place will be significantly improved by a consistent approach to site furniture, landscaping, lighting, signage, architectural renovations and new construction. Design guidelines for site elements are perhaps more significant than architectural guidelines for helping to create a sense of place. A bit of architectural diversity is part of Chastain Park's historical development. Site features and common spaces can and should be more consistent throughout, as one means of visually unifying the park. Recommended site design standards include:

- A consistent palette and aesthetic of rustic stonework and heavy timber materials for site structures, walls and other features
- Durable, simple, substantial yet graceful selections for benches, using a compatible family of 2-3 standard types that can vary according to different types of spaces.
- A consistent, narrow selection of trash receptacles and other ancillary furnishings, emphasizing durability and incorporating City of Atlanta standard furnishings where visually compatible.
- A consistent palette of plant materials appropriate for each type of space in the park (e.g., streetscape, facility area, woodland).
- A consistent and comprehensive (site wide) approach to landscape lighting, both in terms of a compatible family of fixture selections and a consistent approach to illumination design, for functional, security and aesthetic reasons.
- A well planned and consistent palette and placement of signage, including identity, wayfinding and interpretive signage.
- Restrained and unobtrusive color selections for all site furnishings and appurtenances (fences, gates, safety netting, wind screens, etc.). Colors such as black, dark green, dark grey, dark bronze, and unpainted materials (where durability considerations allow), will blend best with the site palette of stone, dark timber, plantings and other natural materials.
- Consideration of sustainability in all choices.
Site and Landscape Elements

Material Palette

There are two key elements of the construction from the era when the park was developed between 1936 and 1948, heavy wood timbers and stone. These elements should continue to be used as the primary construction elements in site features in order to reinforce the unique identity of the park. This style might be termed “elegant rustic.”

The bus shelter located near the intersection of Powers Ferry Road and West Wieuca Road serves as a model for historic use of wood in the landscape elements. The significant feature of this shelter is the heavy dark timbers with a modest level of detailing. The storm shelter on the south side of the park and the new standard swing benches demonstrate how wood can be used in new construction within the park.

Stone walls are another signature feature of the Chastain Park character. The random granite ashlar walls help define the boundary of the park and the fieldstone grills and walls are historically significant landmarks in the woodlands at the north end of the park. As these features illustrate, both granite and fieldstone were used in the park’s early construction. A variety of stone construction styles were also employed in the park, including flat stonework, random ashlar, and rubble.

Rough granite ashlar stone walls should be a primary building material in new construction in the park. Granite is a local material that is relatively economical and links the park with the regional landscape. Renovations to the historic grills are the exception to this guideline. Repairs and renovations should be made in keeping with the Secretary of the Interior’s Standards; given the historic use of fieldstones in many of the grills’ construction, granite may not be the...

Rustic elements such as heavy timbers characterize existing amenities in the Park, such as the West Wieuca bus shelter.
appropriate stone for repair or reconstruction. New elements, however, may be kept visually distinct (yet still compatible) through use of different stone.

In addition to these traditional, rustic materials, other elements will require additional choices. Considerations of durability, constructability, maintenance, economies of scale and sustainability will need to be factored in when considering choices for elements like trash receptacles, drinking fountains and signage. In these other cases, City Parks Department standard furnishings may be appropriate (if visually compatible, sustainable, etc.), or other standard or custom selections. Some of these elements are further discussed below.

**Site Furnishings**

Site furnishings including benches, receptacles and drinking fountains should be selected from a consistent family or model of furnishings. Consistency in site elements will make the park feel less cluttered and more visually attractive and cohesive. A consistent use of materials and styles will help reinforce the theme and identity of the park, so that a visitor knows he or she is
“at Chastain Park.”

Benches should be durable and substantive and can incorporate additional, restrained design touches, in keeping with the rustic, elegant look of the park. Throughout the park, benches should be chosen from a limited selection of standard or customized types, each visually compatible with the settings of the park and reasonably similar to each other. Because the park has different sub areas (streetscapes, facility areas, plazas, woodland areas) different benches may be used, but different types should not be placed side by side or in close proximity. Placement of benches should also be determined with careful consideration of vistas provided from the bench, and views which the bench itself may affect, as well as convenience to where park users may be gathering or may wish to rest.

- Victor Stanley Parsons Series bench – Appropriate for plazas, streetscapes developed facility areas & other spaces
- Chastain Park existing custom swing bench

![Parsons Series bench](image1)

![Chastain Park swing bench](image2)

Built with heavy dark timbers and simple detailing and suitable for landscape areas

- A durable alternative to the Parsons Series bench is this recycled plastic bench located along Nancy Creek. Use of recycled materials supports the sustainability goals of the City and the park.

Picnic tables should be durable and visually appropriate. The existing Chastain picnic table (next page) is recommended as a standard. It is built with heavy dark timbers, holds its own visually in the rugged context of the stone and wood shelters, and has sufficient heft to discourage vandalism.

Trash receptacles occur in a wide variety of settings in the park. Utilitarian furnishings of this type may be better if selected to be durable, simple and unobtrusive, rather than seeking a rugged, rustic style. The City of Atlanta Parks Department standard trash receptacle (below) is recommended as a standard application.
Lighting

A consistent approach to site lighting throughout the park includes development of a visually compatible family of light fixtures to be employed throughout the park and a consistent approach to lighting design for functional, security and aesthetic purposes. Considerations include:

- Over-lighting can actually reduce perceptions of safety as the inevitable outlying areas, not highly illuminated, appear even darker and less legible to park users accustomed to the “bright zones.”

- Natural color rendition improves the feeling and perception of safety. Sodium sources which distort colors toward a yellow or brownish, unnatural cast should be avoided.

- Current roadway lighting is quite inadequate in several areas of the park (especially Park Road) and the fixtures are often dilapidated and unattractive. A consistent roadway scale fixture should be selected and additional units placed as needed. Consideration may be given to using a different roadway fixture for the internal roadways (Park Road, Master Grill driveway, etc.) than for the surrounding streets.

- Tree maintenance (trimming) is required to ensure that lights continue to provide their intended illumination, essential for safety, security and enjoyment of the park. Initial placement of both lights and trees should be done with this in mind.

- Current pedestrian scale lighting fixtures are appropriately unobtrusive, but lack cut-off features to reduce light pollution. In the future, full cut off lights or partial cut off lights should be considered as the standard light fixture within the park. Full cut off lighting minimizes sky glow, reduces glare, and has less impact on plants and animals. Partial cut off lights have these advantages to a lesser extent, but also minimize the reflection of intense lighting off pavement and are more cost effective than full cut off lighting.

- Solar powered lighting options should be considered, especially as cost effectiveness of this technology is likely to improve in the coming years. However solar lighting may not be reliably effective in shaded (tree covered) environments. The performance of solar lights in actual locations under consideration should be carefully forecast before taking this option.
Signage

Signs are an essential and also vexing component of the park landscape. Inadequate signage is an irritant to park users who may not know how to find their destination or where to park. Confusion can exacerbate traffic and therefore safety issues. Excess signage and poorly planned or coordinated signage results in a mass of visual stimulation, which can also be confusing, as well as give the park an unkempt, chaotic or commercialized feel.

A broad hodge-podge collection of signage exists throughout Chastain Park today. Recommended guidelines for signage include the following:

- Limit the size and quantity of signs throughout the park to reduce visual clutter.
- Use consistency of design and materials for a family of all major public realm signage (e.g., timber and stone detailing for feature signs) to reinforce park identity. See examples below and Figure 7, Signage Concept Plan. These might include:
  - Main Park Identity Sign (each end of West Wieuca Rd.)
  - Secondary Park Identity Sign (other gateways)
- Major and Minor Directionals
- Destination (Venue Identifier) Signs
- Interpretive Signs

- Prioritize a hierarchy of way-finding signage. Create major categories (e.g., “West Wieuca Rd – Recreation & Arts” and “Park Road – Grills & Trails”) for directionals; then use “place identity” signs to cue visitors to individual venues along the route, rather than list every venue on one directional. (See examples below and Figure 7, Signage Concept Plan).
- Review the inventory of existing traffic control, regulatory and park signs and remove obsolete, duplicative or otherwise unnecessary signs.
- Develop a consistent design of attractive, clear temporary signage to use for seasonal and temporary events as suggested in the Traffic Management Plans (Appendices 6 & 7).
- Design kiosks in keeping with the recommended standards for other site structures. (see examples below)
Directional and Destination Signage

Interpretive Signage

Kiosk concepts (bottom left and right). Courtesy of Ed Castro Landscape
Plant palettes
The diversity of landscape types is a defining characteristic of Chastain Park. In a short walk visitors can stroll through a meadow, woodland, and pond area, and then saunter down a sidewalk with views of a golf course. With this wide variety of landscape types different plant palettes are required depending on the context. A range of plants suitable to woodlands, streetscapes, and screens are listed in Appendix 4.

There are two themes common to these plant palettes: plants that require minimal maintenance and irrigation are to be used, and no invasive plants are recommended. Invasive plants, such as English Ivy (Hedera helix), Privet (Ligustrum sinensis), and Elaeagnus (Elaeagnus pungens), have a deleterious impact on native ecosystems within the park and should be avoided. The Chastain Park Conservancy has an ongoing invasive plant control program to remove invasive species, therefore new plantings should not add to this problem.

In light of the sustainable mission of the park, plants that require intensive ongoing care and watering should not be used. It is not sustainable for the park’s maintenance budget or the region’s water resources for plants that require long term water and care to be used.

Plants native to the Piedmont region of Georgia are recommended for use in the woodland areas of the park. Native plants have a variety of advantages in this setting, including the following:

- Native plants provide wildlife habitat and food.
- They celebrate the local landscape.
- These plants are well adapted to the local environment, and often require less water and care than exotic plants.

Due to these benefits native plants should be used throughout the park where they are appropriate. There are some locations where plants not native to the region are well suited, especially in developed areas like streetscape zones along West Wieuca and parking areas. Suitably adapted, non invasive exotic plants are to be used in combination with natives where aesthetic or horticultural requirements dictate these selections.

Landscape Planting Design Guideline
With both woodland areas and urban streetscapes a uniform planting design guideline is not appropriate in Chastain Park. While loose, informal masses of plants are appropriate in woodland areas, more rigid, formal groupings of plants are better suited in developed areas. The context will dictate the style of planting, but there are four guidelines that apply to all landscape types:

- Plants should be massed to create a bold appearance.
- Good visibility is important for the safety of park users. Avoid using trees and shrubs with low branches where visibility is important, such as path and sidewalk areas. Large shrubs should not be planted next to walkway areas, so that pedestrian views are obscured.
- Landscape plantings should reinforce the character of each landscape type.
- Long vistas into the park should be preserved.

**Buildings**

**Scale**

Appropriate visual scale for a building is determined by a variety of factors, including function, symbolic and historic significance, and location. The visual scale of a large structure such as a parking deck may require use of a number of strategies to achieve an appropriate scale in a setting such as Chastain Park, while a smaller yet functionally important building housing a museum, gallery or meeting space may require a different approach. Relationships to existing landscapes and other buildings must also be considered.

An appropriate visual scale may be given to large buildings such as parking decks or gymnasiums through the use of landscaping, careful site planning, massing, and use of fenestration.

**Materials**

Use of a consistent palette of materials for new buildings will strengthen the park’s identity. This palette includes natural materials of complementary colors, patterns, and textures.

A versatile palette including ashlar granite, wood, limited use of brick and cast stone, dark timber construction, limited use of concrete, and standardized components is compatible with a wide range of building types, bringing a sense of scale to larger buildings, and coordinates with new site features.
Chastain Park’s distinctive character is largely defined by the landscape, not due to one particular style of building. Building upon clear guidelines for landscape and site features, use of a coordinated palette of materials for new construction, and strengthened spatial relationships, a strong park identity may be developed without prescriptive stylistic guidelines.

**Styles**

Example: Private Residence. Use of stone, wood shingle and slate.

Example: Clubhouse, Traditional Design. Use of stone and wood.

Example: “Traditional” design for a clubhouse facility. Note scale, relationship to landscape, common materials used in building and landscape features.

Example: Contemporary design for private stable. Note scale, relationship to surroundings, and use of natural materials, similar to “traditional” design.

Existing Golf Club House
Site Relationships

The historic buildings at Chastain Park share a relationship to street and landscape that is suburban in character – buildings have “front yards” serving to transition between streets and adjacent buildings. New buildings and landscape features should incorporate similar relationships to preserve and strengthen this important feature of the Park’s identity. Where such relationships have been weakened by contemporary additions, future landscape features should work to restore these relationships.

Accessibility

The park should work to provide access for individuals with disabilities to all facilities. A survey of existing facilities should be undertaken to ascertain what improvements are necessary, and all new facilities should strive towards full accessibility. Good design incorporates accessible features in a transparent manner, avoiding separation of accessible routes where possible, and encouraging interaction between all abilities. When possible, use of lifts should be minimized (prone to breakdowns and require specialized operational knowledge).
As existing facilities are adapted to provide improved accessibility, care should be taken to avoid damage to or obscuring of historic features. The contemporary Bathhouse ramp is a good example of what to avoid, with its large wood ramp incompatible in style with the existing structure, and its location obscuring historic features of the building.

K. PARK MAINTENANCE

Maintenance at Chastain Park is currently undertaken by the City Parks Department, the Conservancy, and each of the private partner venues, independently. Levels of maintenance and the general appearance of the park have improved significantly since the low point of the 1980s (the 1984 Master Plan identified a number of issues of poor maintenance, park appearance and facility conditions). The robustness of the private partner operated programs - both non-profit and for-profit - and the focused efforts of Conservancy staff, contractors and volunteers have made significant impacts in recent years. In 2007 the City adopted an ambitious new set of system-wide standards for park maintenance, and has put Chastain in place as one of five regional “pilot parks” at which these new, higher standards will be applied, tested and evaluated.

The recommendations below are based on site observations, partner input, and review of maintenance program information provided by the CPC (data from partner maintenance programs was not reviewed). Issues that the CPC, City and, ultimately, all the operating partners may want to address include the following:

- **Clear delineation of responsibilities** is essential to eliminating gaps in coverage as well as misunderstandings between parties. As leases and MOUs are reviewed or renewed, ambiguities or silence regarding the exact physical boundary of every party’s area of responsibility should be addressed. A clear graphic depiction is standard practice.

- A **coordinated approach** to maintenance needs would potentially benefit the partners’ cost control as well as the park’s appearance. A coordinated schedule would maximize the visual impact of scheduled maintenance. And while each partner or Contractor may be overseeing and participating in the maintenance practices unique to their specialized operations, consistency between programs can enhance best practices, reduce costs and reduce environmental impacts by sharing techniques and methodologies.

- **Current practices may not be adequate to address a number of internal and external influences** that will continue to impact the use and enjoyment of the site. Among these influences are:
  - An aging infrastructure (e.g., site lighting, storm drainage, pond outlets and dams requiring regular inspection and possible upgrades).
  - Changes in user habits and expectations.
  - Inability to modify use patterns to allow for the rest and rejuvenation of assets.
  - Unavoidable conflicts in use.

Recommended enhancements to the Chastain Park maintenance programs include:

**Coordination Between Parties**

- Develop an agreed master park map and narrative that delineate and describe exact limits of responsibility for each entity. Coordinate these exhibits with detailed descriptions.
and maps that should be included with each lease or MOU (if not already prepared, they should be developed as soon as possible).

- Consider ongoing coordination of schedules among all entities performing maintenance at Chastain Park.
- Establish a network of information exchange among all entities performing maintenance at Chastain Park (e.g., to share best management practices, sources and suppliers and other value added information).
- Consider joint purchase of equipment and supplies and coordinated contracts for services. This would allow venues to partner together and realize an economy of scale.
- Consider a cooperative agreement among all venues to place maintenance responsibilities with a single contractor.

Benchmarking and Assets Analysis
With aging facilities facing high demand and minimal opportunity for rest and recovery, regular assets analysis can track conditions and contribute to sound planning for capital funding, operational budget changes, fund raising activities, risk management techniques and emergency preparedness.

- Consider a Preventive Maintenance (PM) Program for City and CPC-managed assets. (The City or CPC could assist interested partners in coordinating their internal preventive maintenance efforts, to create a unified overall maintenance and preventive maintenance practice for a net savings in operational costs across the board.) The addition of a basic preventive maintenance program can increase productivity from a typical non-programmed, “crisis response” mode of 37% productivity, to fifty-five percent (55%) or better.
- As a Preventive Maintenance (PM) program evolves over time it will be necessary to gauge how effective the program is in achieving industry standards. A rough overview of standards of measurement (which will vary from venue to venue) is as follows:
  - Work request generation: 70% of maintenance work requests are generated by PM personnel.
  - Scheduling efficiency: 80-90% of maintenance work is pre-scheduled.
  - Maintenance overtime: Caused by breakdown at 6% or less.
  - Maintenance productivity: 65-70%
  - Maintenance backlog: 2-3 weeks per staff person.
  - Unit maintenance cost (UCM): 10 – 15% reduction
  - (Assumptions: Existing maintenance levels are acceptable. Inflationary costs are discounted.)
- Consider formalizing a process of regular Asset Evaluations. This is becoming an increasing important tool for national, state, municipal government, private, non-profit and for profit entities to manage assets more efficiently and at a lower cost for any measurable unit of output. Deferred maintenance, no preventive maintenance practices, doing nothing and/or ignoring the tools available to respond to needs are the most expensive way to operate. Listed are a few of the benefits associated with the practice of regular asset evaluations.
- Provides a baseline or benchmark of existing conditions to show changes occurring over time. (Inclusion of an annual photo survey of conditions greatly enhances this value.)
- Identifies existing or emerging critical conditions that require immediate attention thus controlling costs and potential loss of resources/assets due to unscheduled downtime and repairs.
- Provides a tracking mechanism to plot change at the rate at which change may be accelerating.
- Data are utilized in support of capital improvements funding requests while providing priorities for need.
- Enhances risk management practices.
- Identifies when, where and/or what discipline of specialized contracting and/or consulting may be required to evaluate and/or resolve problems.
- Provides the City, the CPC and any other partners that adopt this process with a better ability to define expectations, and define the resources they need to resolve problems.

Preparation of a template is recommended to ensure that everyone is working from the same instructional and performance base. Appendix 8 includes a typical easy to navigate table of contents for one such form.

Nancy Creek Palisades cleanup, 2007.
VI. budget estimate & phasing recommendations

The Master Plan for Chastain Park lays out a twenty-year vision for restoring, enhancing, maintaining and preserving this unique resource, and for making Chastain Park a world-class recreational and cultural oasis for all Atlantans. The total series of improvements described in Section V, Master Plan Recommendations has been estimated at a total capital budget of approximately $36.3 million (2008 dollars, not adjusted for escalation).

This figure does not include “soft” costs such as administrative costs, survey and professional design services, or permitting fees. It does not include owner’s construction contingencies. It does include an appropriate estimating contingency for a Master Plan estimate, as at this conceptual level of design there are many unknowns about design program, final scope, materials and finishes, and existing site conditions.

The entire Budget Estimate broken out by potential capital projects is included as Appendix 5. Some highlights include:

Over $13.4 million in Recreational and Facility Enhancements including:
- New Recreation Center
- Arts Center restoration/addition
- New Tennis Center and Welcome Center.

Over $10.9 million in Parking Improvements including:
- Parking Structure (at Recreation Center)
- Parking Tray (over the Lower Blue Lot)
- Enhancements at the new NYO drive and the Red and Yellow Lots

Over $6.7 million in Streetscape Renovations, Pedestrian System Improvements and Traffic Calming:
- Powers Ferry PATH and roadway renovation
- Powers Ferry North PATH extension
- West Wieuca Road Streetscape and Linear Plaza
- Park Road and PATH renovation
- Pool Road and PATH renovation
- Additional Traffic Calming on Lake Forrest and Powers Ferry

Over $2.4 million in New Green Space and Trail Additions including:
- Skyline Meadow and North Woodland Trails
- Upper Blue Lot Grasspave® conversion
- Native Plant Woodland
- Hilltop Field
- Playground Meadow expansion
- Nancy Creek streambank and “Palisades” restoration

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The $6.7 million estimate does not include burial of overhead utilities in the park’s major street corridors (West Wieuca and Powers Ferry Road). This option - which might increase the cost of streetscape renovations by 100% or more - should nevertheless be investigated and seriously considered during the design and implementation phase. Placement of utilities underground would greatly enhance the visual quality of the park and the experience of the park patron, and would help minimize utility service interruptions due to severe weather.
South Meadow
South Trail extension

Over $1.3 million in other Historic and Amenity Site Features including:
- Picnic Areas restoration
- The Master Grill and Witches Cave
- Playground expansion

Over $1 million in other Park Infrastructure including:
- Gateway features and signage
- Kiosks and wayfinding signage
- Restrooms
- Lighting
- Drinking Fountains
- Benches and Site Furniture
- Forest Restoration

PHASING RECOMMENDATIONS

Below are preliminary recommendations of phasing and prioritization for the capital improvements contained in the Master Plan. As with any long term look ahead, the phasing of a Master Plan should be approached with a great deal of flexibility. Unforeseen changes in the community’s needs or preferences, sudden opportunities or unexpected difficulties in securing funding, and other external influences are legitimate and typical reasons to re-order priorities. Because the specifics must remain flexible, some general principles should be considered.

Guiding Principles

Highest priority should be given to projects that address safety concerns, especially pedestrian safety and traffic control, as well as park security; or that address the community’s most pressing concerns, especially traffic calming, traffic control and parking.

Projects that are necessary to eliminate safety hazards, restore programs and services or address immediate code issues (e.g., ADA compliance) are “non-discretionary.” This addresses smaller ongoing capital planning / capital maintenance projects as well as significant Master Plan improvements.

Projects with relatively high benefit for relatively low cost can also be prioritized. Projects with a relatively low dollar investment may address a key need, e.g., signage packages that improve wayfinding, or improving park security by removing excess vegetation utilizing volunteer labor.

Projects of relatively low cost that offer high visibility (“instant impact”) are especially good to prioritize early in a capital campaign or capital improvements sequence, to help generate interest and support in the community.

Phasing or sequencing of projects must be done with consideration of impacts to existing operations. For example, with parking spaces in critically high demand, a project that removes a number of existing spaces (such as the West Wieuca streetscape renovation) should be phased in
after a project that adds parking (such as the Recreation Center deck).

Additional community input and City reviews and approvals must be factored into project schedules, especially for major projects such as the Recreation Center, Blue Lot Parking Tray, and major streetscapes. Additional study and program evaluation is recommended for the Blue Lot Tray as other (earlier phase) parking and traffic improvements may render this unnecessary, or other less costly alternatives may be identified.

**Preliminary Phasing Plan**

The table on the next page indicates a preliminary phasing plan for the major recommended elements. For clarity, the projects are generally not broken up into multiple phases, but this is an option in many cases depending on funding availability, coordination with existing programs, or other factors.

**FUNDING**

Funding for major capital improvements in parks often relies on a wide variety of sources. New parks are often funded by major outlays from local government sources, often supported directly or indirectly by potential park users in the form of development impact fees, tax-increment financing, voter-approved bond issues or tax surcharges, all of which supplement general city revenues and which may be earmarked for parks, recreation facilities and open space.

Capital improvements to existing parks may face greater challenges, if not included in such dedicated funding programs. And in an era of ever-tightening competition for limited fiscal resources, however, parks -- other than those funded by those dedicated sources -- are often at a disadvantage against water, sewer, fire and police protection and other vital public services. Although the “return on investment” for a community with good parks and recreation programs is well documented -- benefits of improved community health, increased property values and quality of life, and reduced youth delinquency -- park projects are unfortunately often forced to find support outside of the general annual budget.

The City of Atlanta is engaged in several major efforts to dramatically increase available park acreage and green space throughout the city, including the Belt Line and Project Greenspace (the City’s comprehensive update of its 1993 Park Recreation and Open Space Plan). Grassroots support for parks in Atlanta is robust, and the City has also been innovative in partnering with neighborhoods, community groups, private partners and non-profits like the CPC and other Conservancy and Friends groups. The philanthropic community in the Atlanta region has committed over $50 million to parks in the past four years.

Given this climate of strong public support for parks, intense competition for public dollars, and a strong tradition of community involvement and public-private partnerships at Chastain Park, it is anticipated that funding for the improvements proposed in the Master Plan will rely on a wide base of diverse private and public sources. These may include:

- Donations and grants from private individuals and corporate and philanthropic sources. The CPC anticipates conducting a Capital Campaign to focus on these potential sources.
- Grants from state and federal sources. These may tend to be smaller and more narrowly
### Preliminary Phasing Plan

<table>
<thead>
<tr>
<th>Project</th>
<th>Estimated Cost</th>
<th>Project</th>
<th>Estimated Cost</th>
<th>Project</th>
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<tr>
<td><strong>Short Term (1-2 Yrs)</strong></td>
<td></td>
<td><strong>Near Term (2-5 Yrs)</strong></td>
<td></td>
<td><strong>Medium Term (5-8 Yrs)</strong></td>
<td></td>
<td><strong>Long Term (8-20 Yrs)</strong></td>
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<td>Tennis Center (Phase I) *</td>
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<td>Rec. Center / Parking Deck</td>
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<td>Art Center Restoration and Addition</td>
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<td>Hilltop Field</td>
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<td>Park Road Improvements</td>
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<td>Nancy Creek Palisades Trail &amp; S. Meadow</td>
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<td>N.Y.O / Lake Forrest Road and Parking</td>
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<td>Tennis Center (Phase 2)</td>
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<td>Master Grill &amp; Witches Cave Restoration</td>
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<td>Wieuca / Lake Forrest Gateway</td>
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<td>Pool Road Additions</td>
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<td>Native Plant Woodland</td>
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### Notes:

* Funded project (Opportunity Bond allocation)

** Funded project initiated prior to Master Plan. Signage considered part of "Miscellaneous Parkwide Improvements."

*** Includes signage, kiosks, drinking fountains, site furniture, lighting and other enhancements not included in other capital projects.
focused than private foundation grants, but may nonetheless be applicable to many of Chastain Park’s proposed improvements. Examples include wildlife habitat restoration grants administered through Georgia DNR, or the Safe Routes to Schools (SRTS) grants available through GDOT for pedestrian and bicycle route improvements.

- Voter approved special funding. Bond issues such as the 2005 Opportunity Bond (for recreation) or the Quality of Life Bond (currently being used for sidewalk improvements in the Chastain Park neighborhood) are occasional, but significant, inputs of taxpayer dollars directly to certain kinds of projects. Similarly, approval of a Special Purpose Local Option Sales Tax (SPLOST) referendum is certainly possible within the Master Plan’s time frame for implementation.

- City general fund appropriations remain a possibility.

- The Chastain Park trust fund, reserved for use in Chastain Park out of revenues generated from leases with the Venture and Golf Course, is potentially applicable to Master Plan improvements. Any appropriations of the trust fund resources must be approved by DPRCA based on requests from the CPC, the CPCA or other park operators.

- Naming rights and sponsorships are often used to generate significant additional revenues in support of park facilities, although the City of Atlanta does not currently have such a program in place. This option is likely viable at Chastain Park but if pursued, should be accompanied by clear limitations on signage or outdoor advertising so as to avoid compromising the park’s civic ambience.

- Existing partnerships already in place in Chastain may hold opportunities for partnership in funding Master Plan improvements, and synergies in fund-raising. It is conceivable that, for example:
  - The PATH Foundation might participate in upgrading and extending walkways and trails.
  - NYO and/or Galloway might partner in the development and maintenance of the Hilltop Field.
  - Multiple operating partners might participate in the building of additional parking.

- Additional financing options for the proposed parking structure (Recreation Center) are available based on future parking revenues. Depending on the final size, rate structure and management of the parking structure, one of the following financing techniques may be feasible:
  - The City could issue bonds against future parking revenues and provide, in essence, a loan to a non-profit partner (such as CPC or NYO) to aid in developing the deck
  - A private operator could provide financing and build the structure, in exchange for a limited term lease allowing it to recoup its costs through parking revenues. At the end of the lease the deck management could be taken over by the City or another partner.

- Leveraging of funds should be maximized through the “match” process. Many state, federal, corporate and philanthropic sources require or prefer matching funds as a condition of grant awards. Wherever possible, the CPC or other entities raising funds should strategically use each bit of funding to qualify as “match” for additional funds. City
budget allocations can match State or foundation grants; the funds combined can then be used to meet still other match requirements.

Revenue Considerations

Along with cost and funding considerations, revenue generation is also a consideration for the Master Plan. As noted above, some of the existing operations in Chastain Park generate surplus revenue which, in turn, helps support Chastain Park and other park and recreation programs. Others generate revenue which, while not generating a surplus, still essentially covers the cost of the operation. Still others generate revenue just sufficient to help offset costs and reduce the amount of subsidy required from the City or other funders.

With regard to phasing and implementation of Master Plan improvements, revenue considerations include the following:

- The Arts Center is largely funded by earned revenue, so continuous operation will be sought during any capital improvements projects at the Center.
- NYO may have similar concerns for the Recreation Center project, however these may be addressed by making temporary (one season) arrangements to hold the Basketball program at another location.
- Other venues which rely on earned revenue, although not identified for major projects, may also have concerns about schedule disruption which should be addressed during the design and implementation stage of each project. Scheduling disruptive construction during off-season is one obvious mitigation technique.
- Revenue generation opportunities are inherent in several of the proposed projects including the Master Grill Pavilion, other Picnic Pavilions, Recreation Center and Arts Center upgrade. Potential revenue enhancement should be factored in when finalizing decisions about priorities and phasing, with annual updates of revenues and costs incorporated into ongoing planning for capital improvements.
VII. implementation and follow-up recommendations

The Master Plan provides a framework and a vision to make Chastain Park a world-class park, with a broad array of recommended improvements addressing aesthetics, new facilities, green space, park infrastructure, the pedestrian environment, safety, sustainability, historic resources and access, traffic and parking. The concepts included in the Master Plan provide some detail to illustrate this broad vision. However, as previously noted, these are conceptual designs only and will require additional steps of refinement prior to implementation.

These additional steps for every physical design project will typically include but are not necessarily limited to the following:

- Confirming the program requirements of new or enhanced facilities;
- Confirming capital funding for improvements and business plans for operation;
- Commissioning updated boundary and topographic surveys and detailed engineering, architectural and landscape architectural design;
- Conducting the necessary design reviews and approvals; and (for improvements in the public rights-of-way) additional coordination with City-wide transportation planning.

Study Group Process

Additional study will be required for moving forward most of the recommendations of the Master Plan. It is assumed that park projects will be facilitated and led by Chastain Park Lease-and MOU-holders, including the CPC and the operating partners, with the decision making authority residing with the City of Atlanta - as is specified in each lease and MOU - to approve recommendations that a Lease/MOU holder puts forward.

For Master Plan Projects that are not led by other Lease/MOU holders, the Conservancy’s process of reaching a recommendation will be as follows:

1) The CPC will lead the formation of a Study (working) Group comprised of interested parties: park partners, neighbors (including CPCA representatives), City-representatives and outside experts to gather community input.

2) The Study Group will solicit high-level community input about the project by partnering with all park operating partners, civic associations, including the CPCA, and NPUs to reach as many interested citizens as possible.

3) The Study Group will develop alternatives and share these alternatives with the public to gather feedback. Again, the Study Group will partner with all park operating partners, NPU chairs and nearby civic associations, including the CPCA, to reach as many interested citizens as possible.

4) Based on the feedback, the Study Group will develop a draft concept and solicit additional public input through presentations to the general public, the CPCA and other civic associations, and NPUs, as deemed appropriate.
5) Based on this additional feedback, the Study Group will develop a preferred concept and present to the Park Partners for final input. The preferred concept, as modified based on Park Partner input, will then be presented to the CPC Board for its approval and its recommendation of the Final Concept for City consideration and all necessary City approvals.

**Implementation Reviews and Approvals**

All implementation projects will be subject to normal processes of review and approval, including review by applicable City departments, and obtaining the community’s input. In particular, the Master Plan does not affect or pre-empt any rights of review, input or approval assigned by the City of Atlanta to any City department or any appointed or elected body, including but not limited to:

- The Atlanta Urban Design Commission
- The CPCA, which, as the elected civic organization for the host neighborhood for the park, has primary standing within the NPU process. When the scope of the project affects a broader area, other Neighborhood Associations such as Tuxedo Park, Mt. Paran / Northside and North Buckhead should also be included in the advisory and approval process.
- Neighborhood Planning Unit A
- Neighborhood Planning Unit B

It is especially important that the CPC and the CPCA work in partnership to implement the vision of the master plan, particularly when park projects adjoin or affect the surrounding neighborhoods.

The following summarizes some of the key action items recommended as next steps toward implementation. Not every project proposed in the Master Plan is referenced here: the intent is to highlight strategic follow-up actions which will be most instrumental in facilitating overall progress on implementation.

**Land Use**

- Applicable City departments should work together to identify an alternate site for the existing Watershed Management facility in Chastain Park as well as other incompatible City facilities in other parks.

**Program and Facility Enhancements**

- Recreation Center: City (DPRCA) staff, NYO representatives and other stakeholders should work together to define program requirements and space needs for the Center.
- Arts Center: Staff should work with stakeholders and an architect qualified in historic preservation to determine program requirements and the feasibility of historic restoration of applicable parts of the building (e.g., porches).

**Green Space**

- Review and confirm program opportunities for flexible open space (e.g., Hilltop Field) with potential partners such as NYO and Galloway
- Identify potential grant sources for habitat restoration, water quality enhancement (e.g., stream bank restoration, constructed wetlands, etc.) or environmental education projects
- Identify potential program partners (schools, nature centers, etc.) for environmental education / nature appreciation usage of improved natural areas.

Visitor Amenities
- Evaluate available infrastructure and determine optimum final locations for water service / drinking fountains and additional restrooms.

Pedestrian System Improvements
- Investigate all potential grant / funding sources including TEA, SRTS and other federal programs as well as local (e.g., City of Atlanta) sources.
- City, CPC and PATH Foundation should coordinate on final prioritization, design and management of all pedestrian / multi-use paths at Chastain Park.
- Design refinement processes (as described above) for each of the park's major pedestrian facilities should be coordinated, at least through the survey and schematic design phase, to ensure consistency and economy even if construction is to occur in different phases.

Access, Traffic and Parking
- Rigorous “patron education” efforts by all applicable partner venues, as well as toward unaffiliated park patrons (by CPC in cooperation with the PATH Foundation), should be required beginning immediately, according to clear guidelines to be developed and agreed to by the partners, and should be actively monitored by the City DPRCA.
- Ongoing implementation, evaluation and refinement of the Traffic Management Plans should be facilitated by CPC with all park operating partners and the Chastain Park Civic Association (CPCA) and actively monitored by City DPRCA.
- Testing and evaluation of feasibility of shuttles for concert events should begin in 2008.
- The Recreation Center parking structure should be studied for optimum size and capacity through preliminary development of a pro forma, considering several alternate scenarios for construction financing and for operation (see section VI). Included in the study should also be more refined estimates of potential demand management for the Wieuca corridor that can be achieved through other means such as price incentives and improved access to more distant existing lots.

Sustainability
- The City should require LEED certification for all new construction in Chastain Park.
- All operators should begin benchmarking of water usage. The existing consumption should be compared to industry standards and a goal for overall reduction should be established.
- An assessment of site wide stormwater management practices should be conducted, identifying opportunities for enhancement (for water quality, erosion control and habitat enhancement purposes).

Historic Preservation
- Consolidation of available historical materials and - as necessary - supplemental research should complete the identification of all historic resources in the park.
- District or Landmark designation study: Neighborhood (CPCA) representatives and some stakeholders have expressed concerns about potential negative impacts of a Historic District designation. The CPC should facilitate the formation of a Study Group (as outlined above) to provide a recommendation to CPCA for review and comment as part of the NPU process regarding the feasibility and advisability of the park’s being designated as a Historic District.
• An overall interpretive plan should be developed, to promote consistency of materials, ensure cohesive and well-prepared content, and prevent redundancy and visual clutter.

Design Guidelines
• The City should consider incorporating the Master Plan Design Guidelines into new or renewed leases and MOUs.
• An overall lighting plan for the park should be prepared identifying a consistent and systematic approach to security lighting, roadway and path lighting and common areas, including consideration of energy conservation and reduction of light pollution.
• Wayfinding and identity signage should be comprehensively planned to avoid redundancy and visual clutter. Traffic management signage for seasonal (e.g., concerts) use should be planned in close coordination with planning for permanent signage.

Maintenance
• The City should upgrade all leases and MOUs to ensure that limits of each party’s responsibility are clearly defined.
• The City should consider making adherence to a unified set of maintenance standards a requirement in new or renewed leases and MOUs.
• Consistent practices of asset evaluation and/or ongoing regular Preventive Maintenance reviews should be required for all venues.

Funding and Phasing
• Planning for a Capital Campaign should be initiated in 2008 by the CPC.
• Grant writing and coordination of potential match requirements should be a required component of the Capital Campaign effort.
• Capital Improvements Plans should be updated annually with one-year, five-year and long-term look aheads.