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Woodruff Park Master Plan Executive Summary

Woodruff Park is one of Downtown Atlanta's most significant green spaces, located in the heart of the city's financial, entertainment and academic districts. Expansive lawn and plaza areas, a bandstand, sculpture and fountains combine to make it a flexible open space that serves as a cool green oasis for workers, students, visitors and residents to enjoy.

The Woodruff Park Master Plan presents an exciting new vision for Downtown's most important green space. The authority for the Master Plan is the Memorandum of Understanding (MOU) between the City of Atlanta Department of Parks, Recreation and Cultural Affairs (DPRCA) and Atlanta Downtown Improvement District, Inc. (ADID), as approved by the City Council and Mayor in 2007.

BACKGROUND

Central Atlanta Progress, Inc. (CAP) and ADID began revamping the use and look of Woodruff Park in 2004 upon expiration of a MOU between the City and Georgia State University. ADID commenced daily maintenance operations, and provided staff attendants to monitor activity in the park. Since taking over the Park in 2004, ADID and CAP have spent more than \$653,000 in direct operations costs. In addition, many minor improvements have been provided by ADID to improve the Park's aesthetics and functionality.

VISION

To maximize Woodruff Park's unique potential and take advantage of the new MOU, it was decided that a design vision and supporting capital program was necessary. With this in mind, Nimrod Long and Associates (the Park's designer) was hired by CAP/ADID to develop an enhanced design for the Park that would build upon its strong points and also remedy deficiencies, including necessary repairs and redesign of existing structures in the park. Four objectives were outlined for the design team:

- Promote quick and efficient rehabilitation of the Park's infrastructure
- Increase park users through additional program activities
- Create revenue-producing food service attractions
- Create attractive, safe and comfortable spaces

The project will be accomplished in two phases, determined by funding availability and priority needs. It is unlikely that significant future City resources will be available, therefore we have developed a comprehensive fundraising program targeting support largely from private sources.

One new potential source of revenue is food and beverage vending inside the Park, but it is also the reason for the concept's capital program requirements. This effort would be managed by CAP/ADID staff, and would be accountable for auditing by the City. Net revenues derived would be split with DPRCA, with half going back into Woodruff Park improvements or maintenance, and the other half going into a dedicated fund for City of Atlanta parks.

CHALLENGES

Major challenges facing this undertaking are repair of the existing Park infrastructure; locating and developing an alternative water source to ensure that the Park maintains a vibrant look and the fountains are operational again; and to secure sustained outside funding support.

PROJECT BUDGET

Phase I Improvements – Cost Estimate

Fountain Repairs & Water System	\$290,213
Hardscape Upgrades and Additions	\$828,879
Recreation & Reading Room Upgrades and Landscaping	\$309,111
South End Landscape Improvements	\$47,797
Total	\$1,476,000

Phase II Improvements – Cost Estimate

Restaurant & Coffee House	\$1,755,055
North End Landscape and Irrigation Upgrades	\$362,945
Total	\$2,118,000

PHASES I and II TOTAL PROJECTED COST: \$3,594,000

SUMMARY

To date, the Woodruff Park initiative has proven to be very successful, and has significantly improved the activity in and around the park. Woodruff Park provides much needed green space for Downtown Atlanta, a suitable location for recreation and entertainment, and an overall positive impact on the Downtown community.

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Goals and Objectives for Woodruff Park

Major Design Goals:

Create a sustainable park that enhances the quality of life for all who visit.

1) Increase Use – Program Activities

- Enhance Reading Room
- Increase recreation opportunities (bocce, chess, dominoes)
- Launch Green Market
- Attract and promote more concerts and festivals
- Add children's playground

2) Create Revenue Producing Food Service Attractions

Provide a mix of options for Park visitors: restaurant, coffee house, quick casual

3) Promote Rapid, Inexpensive Revitalization

- Repair damaged granite
- Repair fountains, establish private water source
- Upgrade lighting
- Improve landscaping, introduce more drought tolerant plantings and repair irrigation

4) Create Attractive, Safe, Comfortable Spaces

- Reduce amount of paving near water wall
- Provide shade (Umbrellas, etc.),
- Increase seating (tables and chairs)
- Install amplified music system
- Provide consistent site furnishings and signage
- Provide storage facilities

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Detailed Description of Enhancement Projects

Phase I - \$1,476,000

Fountain Repairs and Water System (\$260,000):

- Repair fountain leaks and tune-up equipment
- Clean water wall
- Replace damaged/missing fountain lighting
- Upgrade pumps and controls

Basic Hardscape Upgrades and Additions (\$828,879):

- Remove and replace granite pavers and wall caps
- Remove and replace damaged granite walls
- Install clips to prevent future damage from skateboarders
- Replace tree grates with granite dust
- Paint gazebo and pigeon proof
- Replace lighting to increase visibility
- Add granite columns
- Add granite paving at new restaurant terrace
- Grade for new walkway/tree protection
- Add granite paving at new walkway
- Add 6" granite curb
- Add new Maintenance building behind water wall (900 sq ft)
- Build quick casual restaurant (480 sq ft)

Recreation and Reading Room Upgrades and Landscape (\$309,111):

- Replace existing pavers with new planters
- Replace existing granite curb with new 6" curb
- Replace old planters with new granite paving
- Add new decorative rail
- Install new light pole fixtures
- Increase inventory of portable tables, chairs and umbrellas
- Add new signage
- Install bocce court
- Install playground: 26'x28' including site buildup
- Add recreation attendant's building (100 square feet)

South End Landscape Improvements (\$47,797):

- Repair and upgrade irrigation
- Remove zelkova trees and pave openings
- Add 4 large trees and 4 accent trees
- Add 30 accent shrubs
- Add new groundcover and shrubs
- Plant annuals and mulch beds
- Soil mix and fine grading

PHASE II - \$2,118,000

Restaurant and Coffee House (\$1,755,055):

- Remove existing pavers for new configuration
- Remove existing granite curb, granite steps and seat wall
- Remove existing post-top lights
- Add granite pavers, seat wall and 6" curb at new terrace
- Supplement café table and chair inventory
- Add new decorative railing
- Install new light fixtures
- Add new signage
- Remove and reinstall existing Atlanta lights
- Build new restaurant (2000 sq ft)
- Install restaurant outdoor canopy
- Build new coffee house (576 sq ft)

North End Landscape and Irrigation Upgrades (\$362,945):

- Add 5 large trees
- Add 4 accent trees
- Add 30 accent shrubs
- Raise planter soil mix
- Add new groundcover and shrubs
- Plant annuals
- Replace sod
- Repair and replace drainage pipe and inlets in lawn
- Mulch beds
- Remove existing flagpole
- Upgrade and repair irrigation system
- Install decorative bollards & chain (along Peachtree Street only)



Support Downtown's Legendary Park

For more than 30 years, Woodruff Park has been a major destination in Downtown Atlanta. Today, we are looking to the future with bold ideas and exciting dreams to improve the Park's amenities and reputation. Through four unique giving programs, we are appealing to you for your support to help make these dreams a reality.

Here's How You Can You Help.

Capital Campaign: *Plant the Seed*

In the fall of 2008, Central Atlanta Progress (CAP), the Atlanta Downtown Improvement District (ADID) and the City of Atlanta Department of Parks, Recreation and Cultural Affairs (DPRCA) finalized the Woodruff Park Master Plan which outlines an exciting new vision for the Park.

To create a sustainable park that enhances the quality of life for all who visit, Phase I of the Master Plan identifies three major objectives:

1. Establish Revenue Producing Food Service Attractions
 - Provide a mix of options for Park visitors: restaurant, coffee house, quick casual
2. Complete Rapid, Inexpensive Improvements
 - Repair damaged granite pavers and seat walls
 - Repair fountains, find a dependable water source
 - Upgrade lighting
 - Improve landscaping, introduce more drought tolerant plantings and repair irrigation
3. Create Attractive, Safe, Comfortable Spaces
 - Reduce amount of paving near water wall
 - Construct a children's playground
 - Provide more shade (umbrellas)
 - Increase seating
 - Improve amplified music capabilities
 - Provide consistent site furnishings and signage
 - Provide storage facilities

Annual Fund: *Lend a Hand*

By giving to the Annual Fund, you are supporting our wide range of exceptional programs, from the Reading Room and Wednesdays in Woodruff music series, to outreach and educational efforts like chess tournaments and an author series. Your gift helps Woodruff Park create a richer, more exciting recreational venue for the Downtown community. Specifically, the annual fund will help us to achieve the following goals:

- Increase park use and visitation
- Enhance the Reading Room
- Launch a green market
- Effectively promote concerts, festivals and events

Corporate Sponsorship: *Reach your Community*

Sponsoring one of Woodruff Park's programs or events is a prestigious and effective way for your company to significantly increase its visibility among a highly desirable and diverse group of people. Woodruff Park attracts an annual attendance of more than 100,000 visitors.

As a corporate sponsor of Woodruff Park, your company will enjoy unique and exclusive opportunities to raise its profile in the media and onsite with Park patrons. Specific sponsorship benefits vary for each program and event, but include:

- On-site Recognition
 - Signage in high-traffic areas of the Park
 - Verbal recognition at events
- Marketing and Promotion
 - Recognition in Woodruff Park's promotional and marketing materials, ranging from website and mailings to annual report and program collateral
 - Presence in Woodruff Park's paid print, radio and broadcast advertising
 - Recognition at press and media events, as well as in media advisories and Calendar alerts

Individual Gifts: *One gift at a time.*

Woodruff Park's ability to enrich, inspire and entertain broad audiences is made possible by individual gifts from people like you. Your gift will help us implement the Woodruff Park Master Plan. And in the not-too-distant future, donors will see tangible results of their contributions as they walk through a beautiful and safe Park and take pride in the new trees, flowers, and community programming that their gift made possible.

Dedicate a Chair

Commemorate a loved one, celebrate a birthday, or mark an anniversary or special achievement with a personalized plaque on a Woodruff Park chair. The chair will remain in Woodruff Park to be appreciated by the hundreds of patrons who visit the park every day to eat, relax and unwind.

www.WoodruffPark.com