

FORSYTH PARK PROJECT

Master Planning Process



Trustees' Garden Club

SAVANNAH
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Mission of Master Plan

- To develop a Master Plan for Forsyth Park in partnership with the City of Savannah and the broader community
- The goal of the project is a plan that is reflective of the collective vision of our entire community through a process that respects both history and change
- Trustees' Garden Club (TGC) is paying for the plan through fundraising efforts and grants
- The City of Savannah will bear no expense

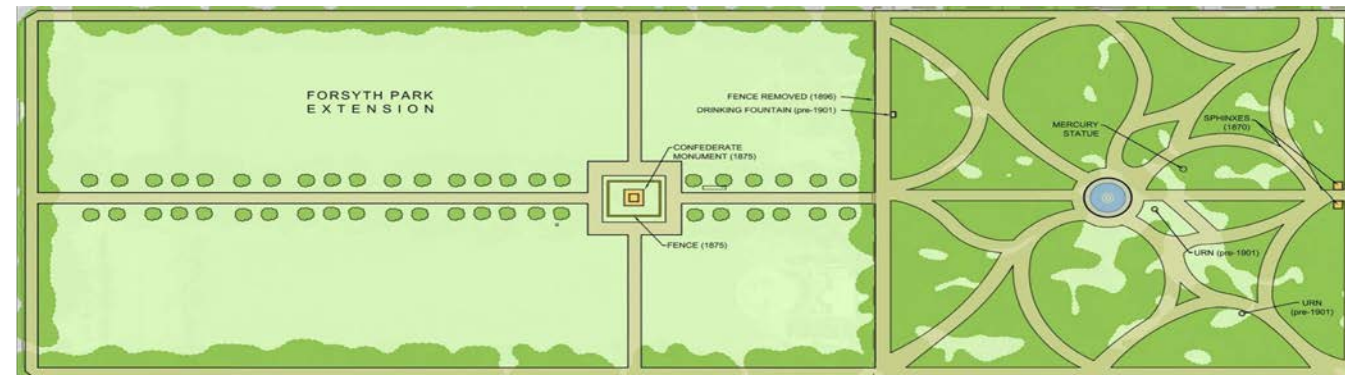


Park Master Plan

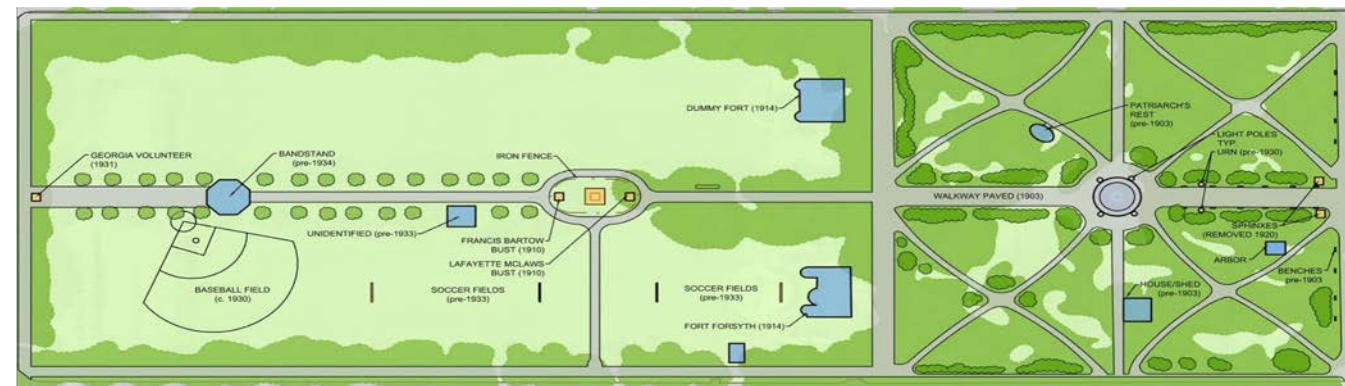
- This is the first ever Master Plan created for Forsyth Park.
- The Plan will be:
 - A comprehensive plan of action to achieve a common vision for Forsyth Park for decades to come
 - A framework for achieving the vision and determine major & incremental action integral to the vision
 - A guidance and policy tool for decision-making as implementation occurs
 - A blueprint for implementation of projects to maintain and enhance the park



1842-1867



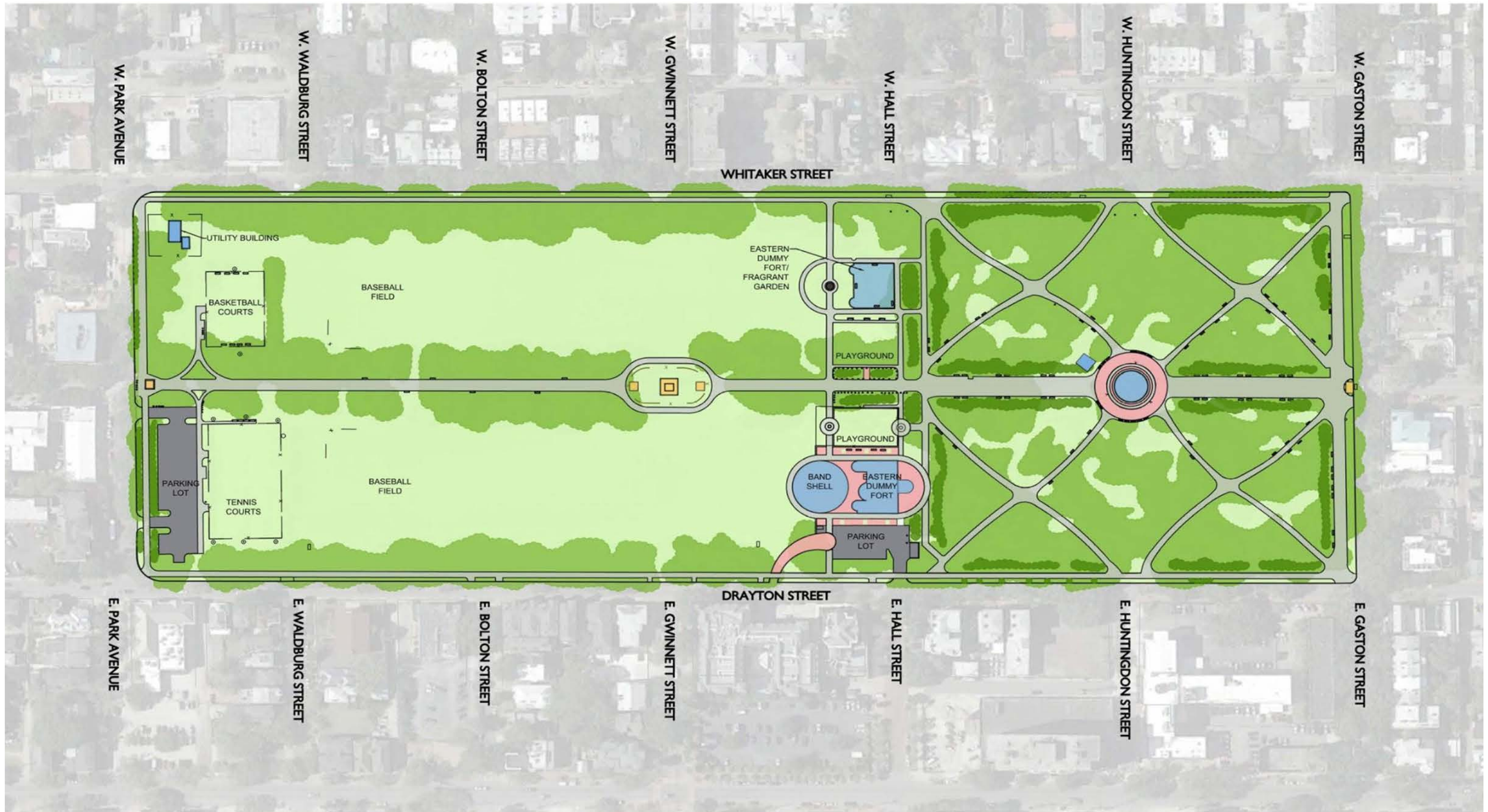
1868-1895



1896-1960



1961-1980



Forsyth Park 1981-2020

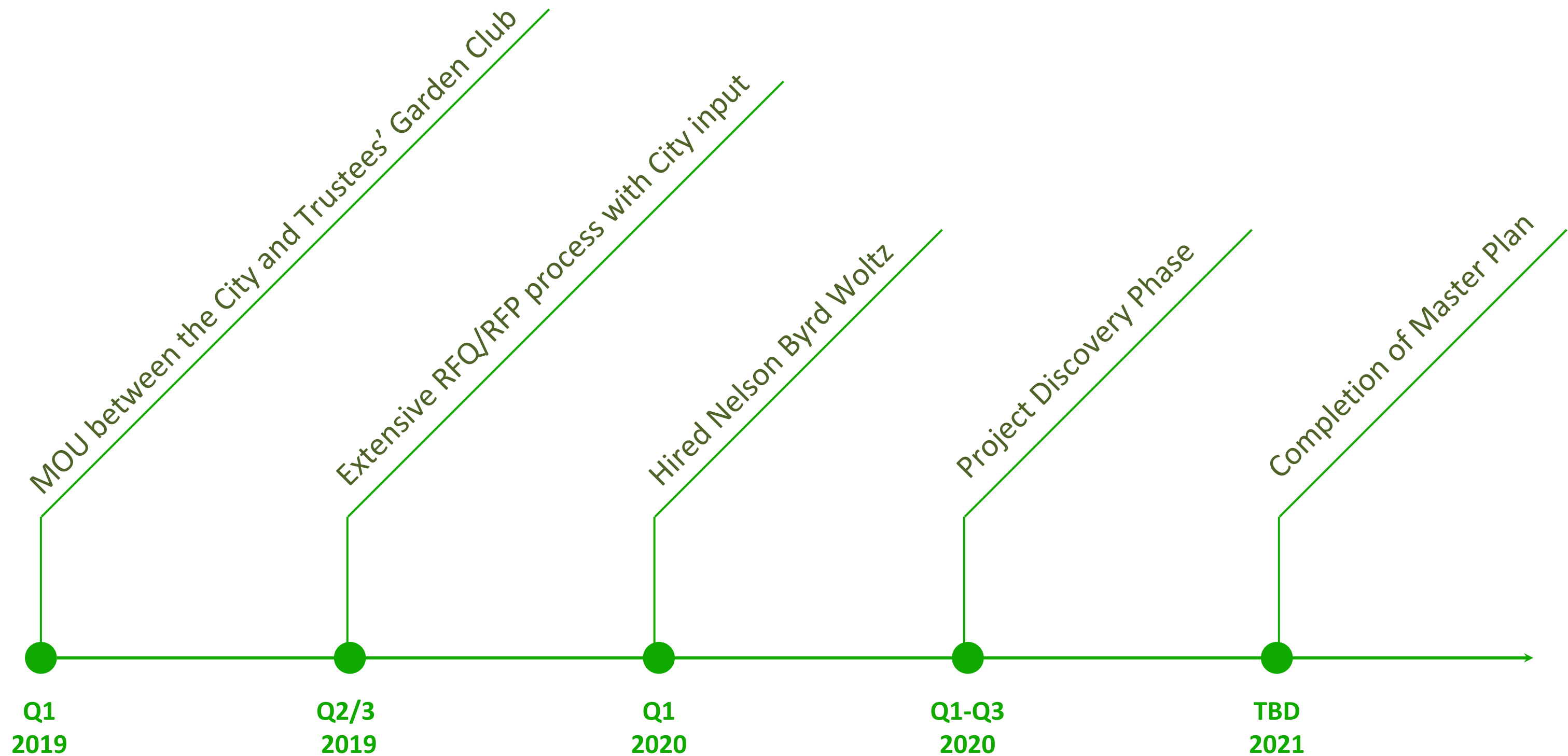


Master Plan Components

- Extensive community outreach and education through a comprehensive Community Engagement Strategy
- Site analysis and assessment by subject matter experts in lighting, park management, landscape architecture and civil engineering
- Recommended treatment goals with respect to design, programming, and education
- Implementation strategies prioritized with cost estimates



Master Planning Milestones



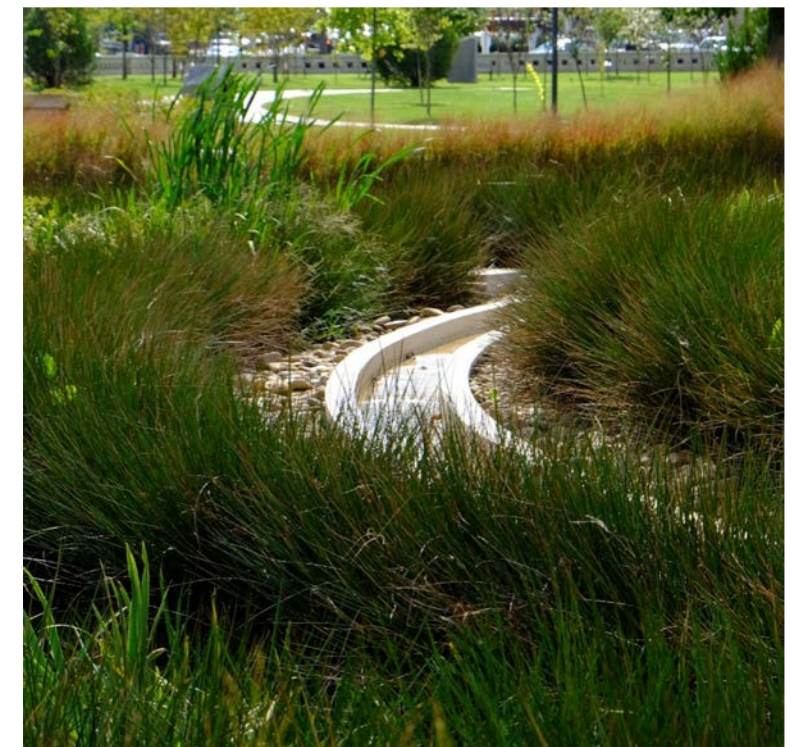
Nelson Byrd Woltz

- Founded in 1985; Nelson Byrd Woltz (NBW) has offices in Charlottesville and New York
- The firm has practiced in over 25 states and 10 countries and created master plans for hundreds of historic landscapes all over the country
- They have garnered over 100 awards within the past 15 years
- Projects include Centennial Park in Nashville, Hudson Yards in New York, Memorial Park in Houston and the Flight 93 Memorial in Shanksville, Pennsylvania

Hudson Yards, New York

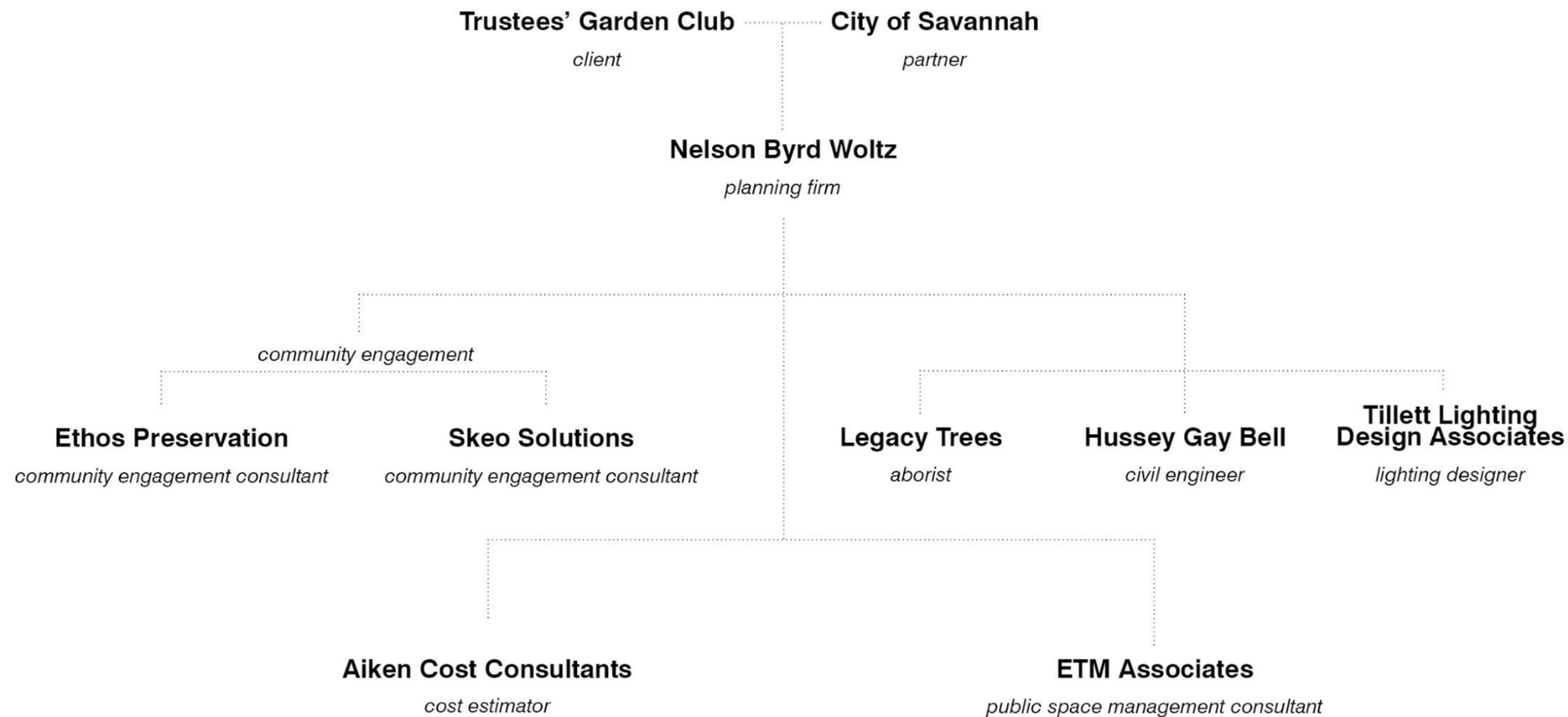


Flight 93 Memorial, Pennsylvania



Centennial Park, Tennessee

The Team



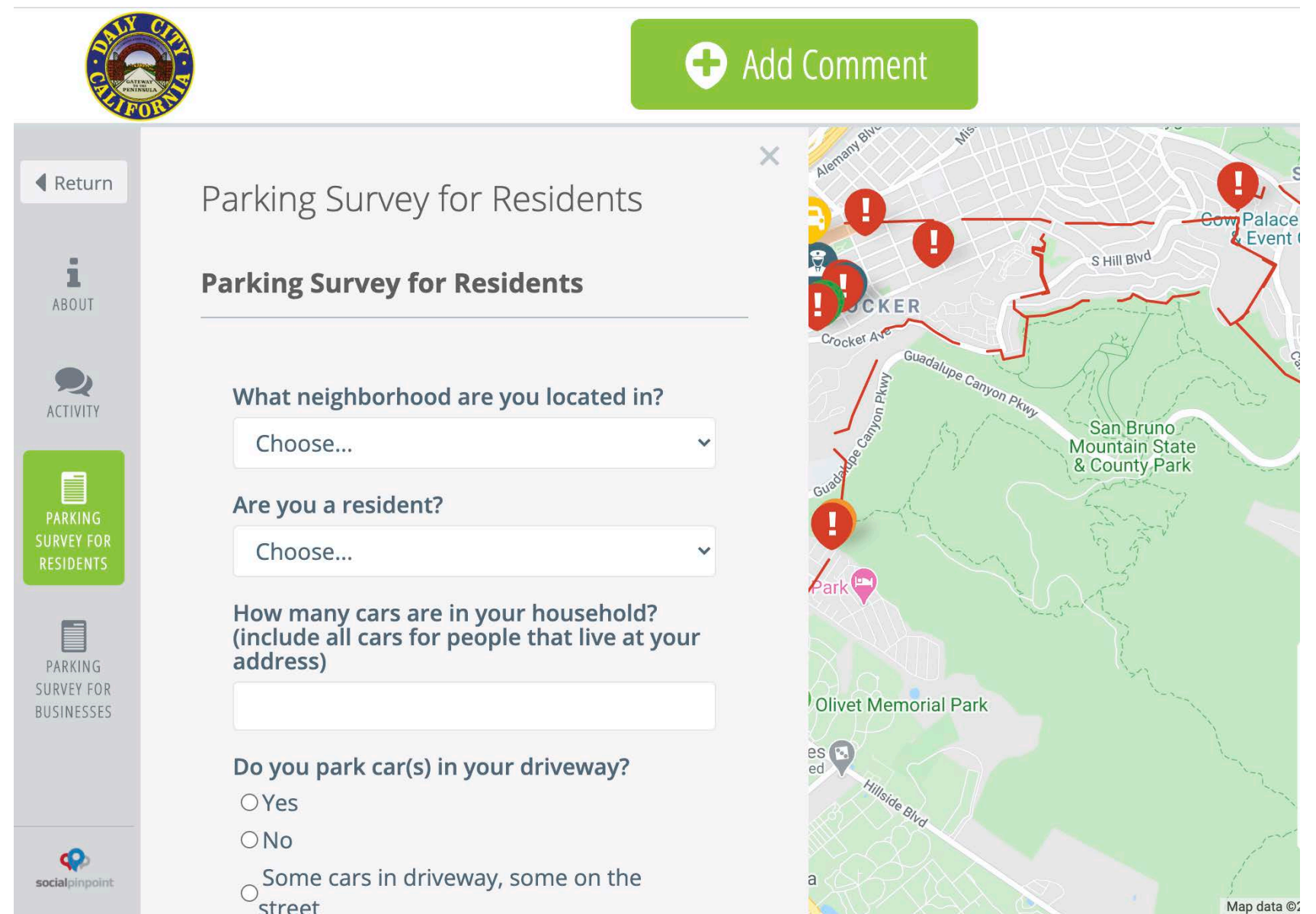
Importance of Community Engagement


- 2 firms have been hired to work specifically with TGC and NBW and City staff on community engagement
- The Community Engagement team will work with a variety of community groups to develop strategies to ensure outreach efforts are thorough and encourage as broad a base of participation as possible
- The team has identified a variety of ways to engage the community throughout the process: Survey, Event Tabling, Community Meetings, Focus Group Meetings, etc.
- Due to the pandemic the process will be primarily virtual while blending in some in-person elements if possible



Virtual Community Engagement Platform

- The original strategy was designed before the pandemic
- The entire process was redesigned to still include the same elements but to now be primarily virtual
- We hope to blend in in-person elements whenever and wherever possible
- All of the tools will be integrated into the Friends of Forsyth website
- An online survey function is one of the elements we will use to engage the community



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Parking Survey for Residents

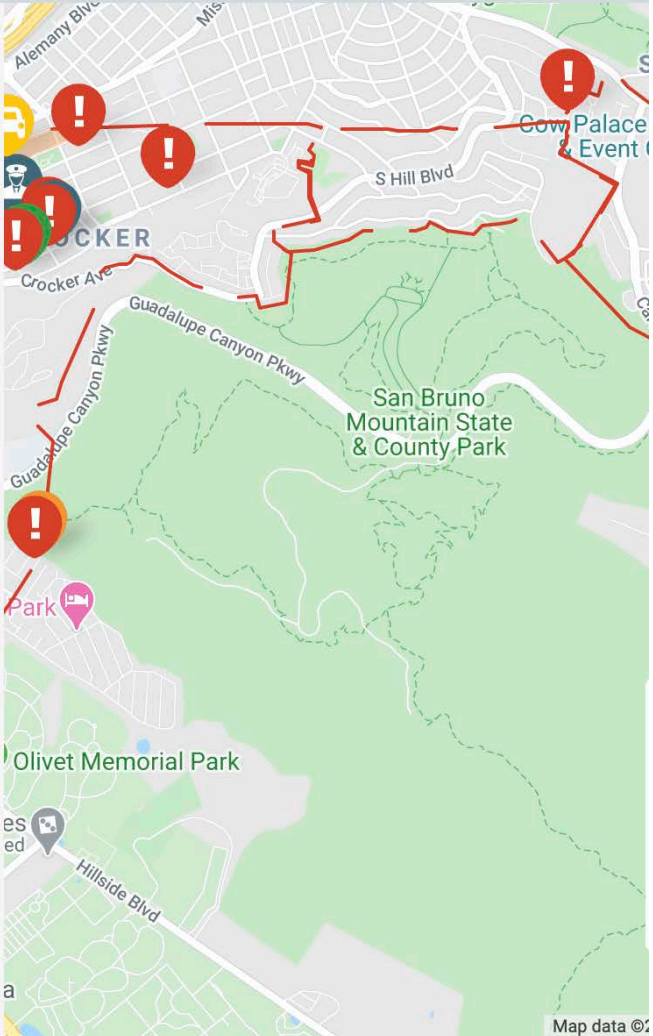
Parking Survey for Residents

What neighborhood are you located in?

Are you a resident?

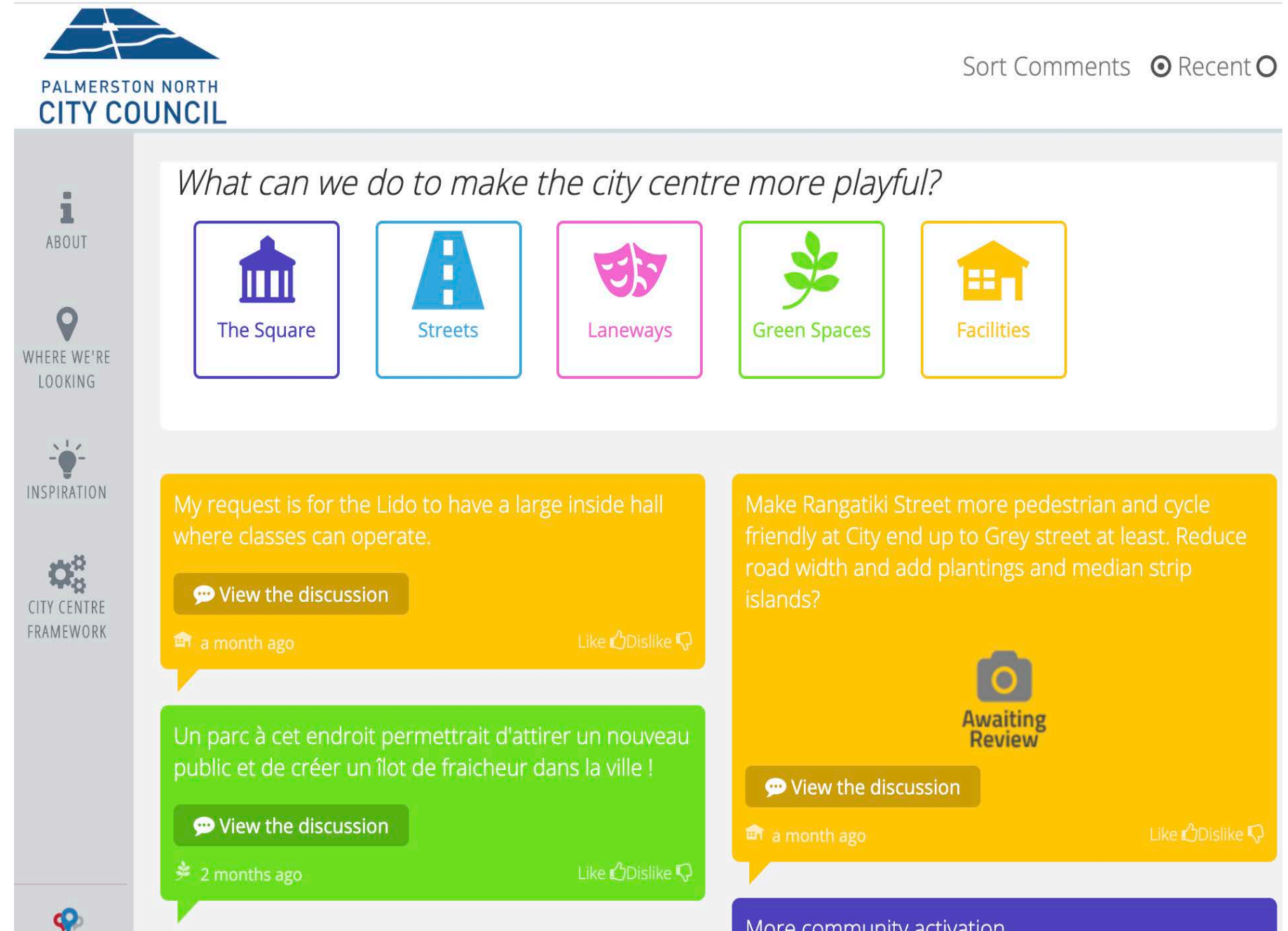
How many cars are in your household?
(include all cars for people that live at your address)

Do you park car(s) in your driveway?
☐ Yes
☐ No
☐ Some cars in driveway, some on the street



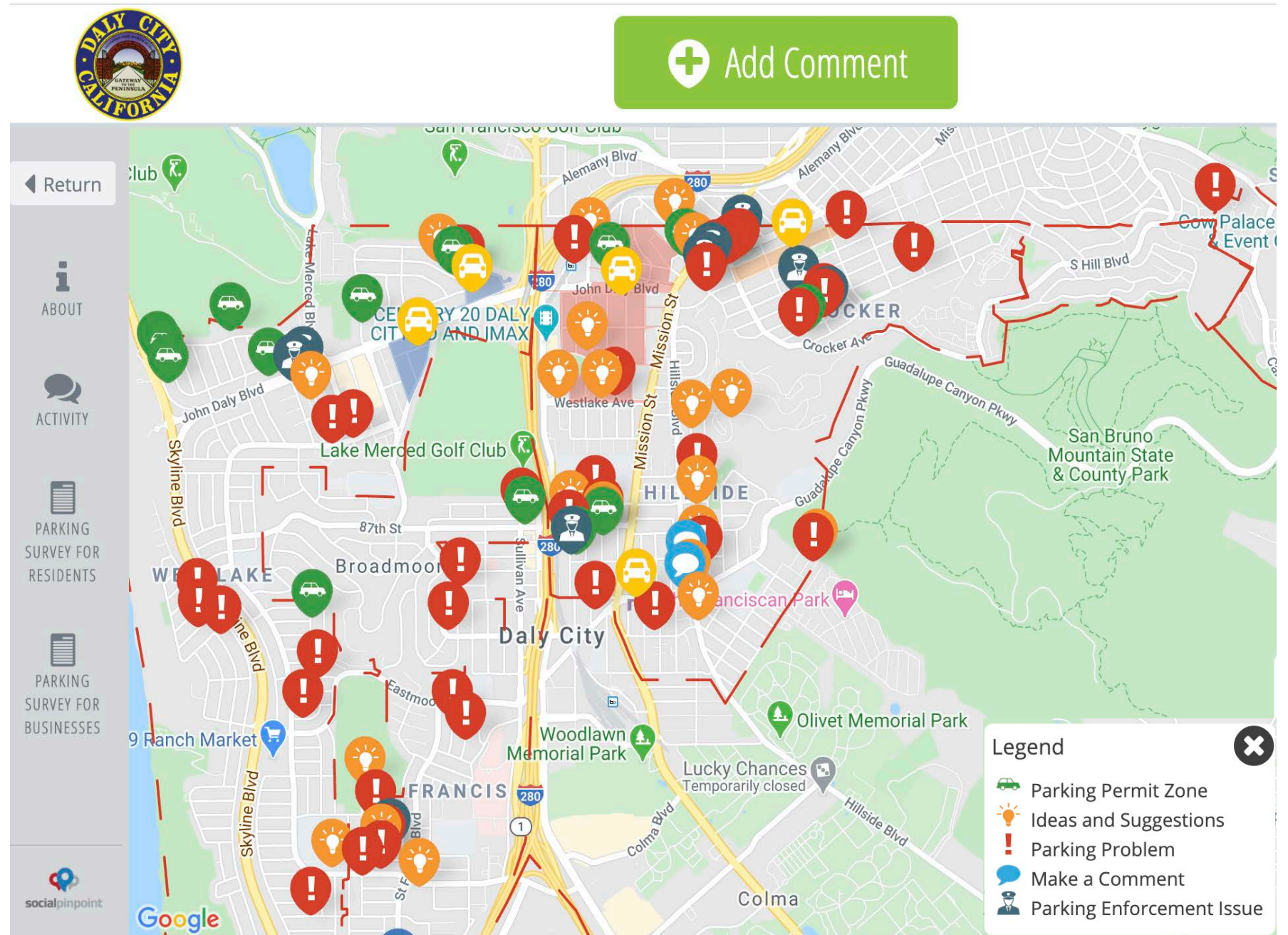
Virtual Community Engagement Platform

- The ideas wall is an online version of the Post It notes on a wall way of generating ideas and providing feedback
- Everyone can see everyone else's ideas and even add to them
- The Wall can be left up for as long as needed
- In in-person meetings only the participants can see the ideas generated
- Those not in meetings don't see the ideas at all



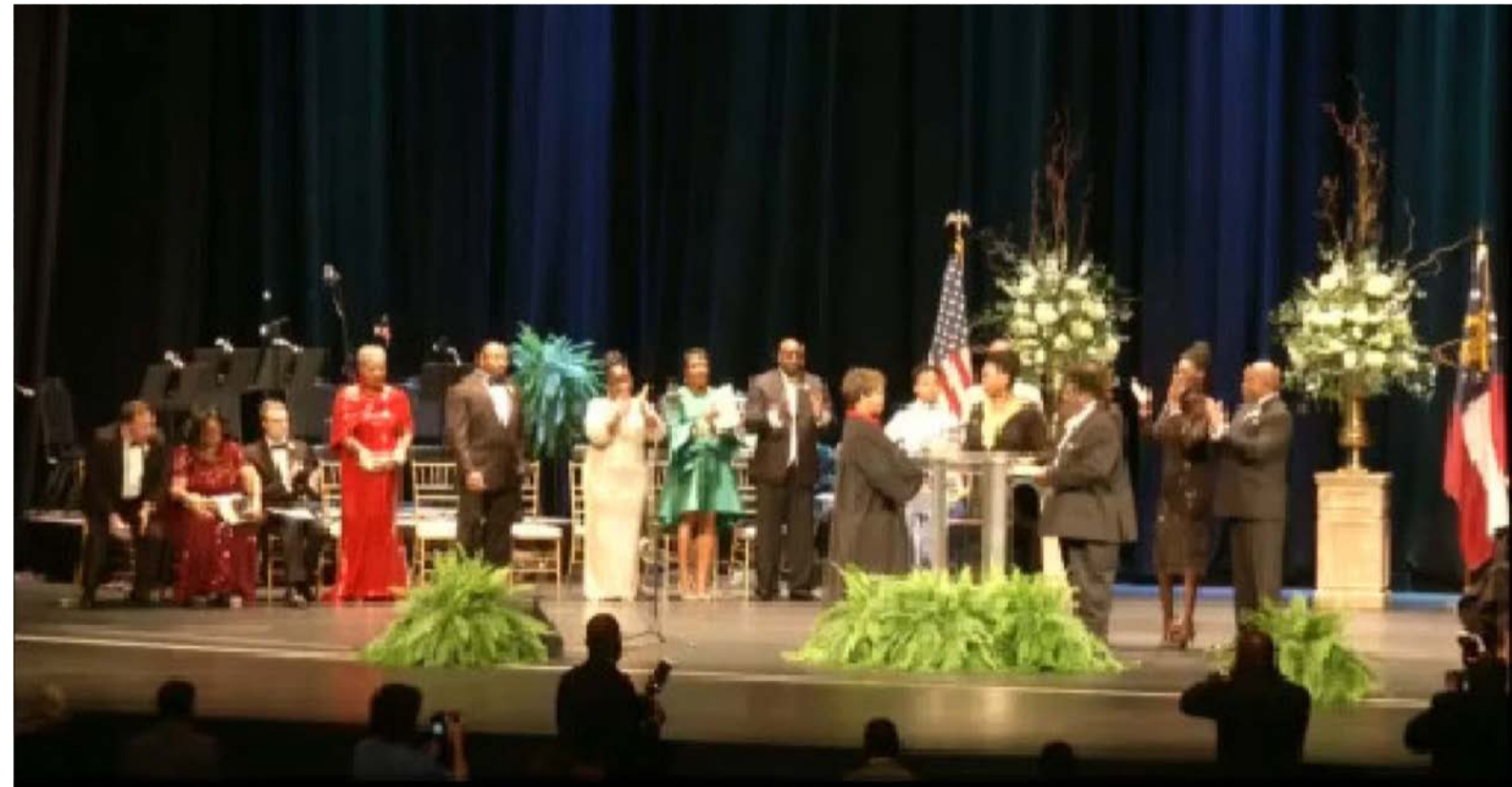
Virtual Community Engagement Platform

- The draft plan will be presented on the project website with the ability for the community to comment on an interactive map
- Town Hall meetings for the entire community will be held via Zoom where the community can review the draft plan and comment via the chat function
- Focus Group meetings will be held with small groups of stakeholders to gather feedback either via Zoom or in person



Keys to Success

- An inclusive process where EVERYONE will have a seat at the table
- Capturing and giving voice to a broad-base of community input
- Using best practices to create a Master Plan that captures the heartbeat of Forsyth Park and defines steps to protect and preserve it as a place for all walks of life to gather
- The ongoing support of our elected officials



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