

Short-Term Plan for the City of Stone Mountain Baptist Lawn Usage

Short-Term Plan for the Use of City of Stone Mountain Baptist Lawn: Special Events Space vs. Public Green Space

Prepared for: City of Stone Mountain Mayor and Council

Executive Summary

This proposal outlines a short-term plan for utilizing the Baptist lawn by the City of Stone Mountain as either a special events space or a public green space. The plan includes explanations of the differences between these two uses, operational regulations and rules, staffing requirements, and the financial implications for both options. Additionally, the potential impact of unhoused persons, unwanted political/social gatherings and the need for strengthened ordinances are addressed.

Problem

The City of Stone Mountain must decide whether to utilize the Baptist lawn property for special city events or to open it as a public green space. Each option has distinct benefits and challenges that need careful consideration.

Assumptions

1. The property is suitable for both special events and as a public green space. (Accurate)
2. The city has existing staff that can be allocated for event-specific duties. (Accurate)
3. The city has an economic development plan in place to support revenue generation. (Inaccurate)
4. Unhoused persons may utilize the space if it is publicly accessible. (Accurate)
5. The city has four designated parks within a 1.7-mile radius. (Accurate)

Facts

1. Special events space can generate revenue through rentals, permits, and associated activities.
2. Public green space provides recreational benefits but does not directly generate revenue.
3. Special events require controlled access, whereas public green space would have open access.
4. The property will depreciate over time, with different rates of depreciation depending on its use.
5. Additional staffing will be required for both options to maintain quality control.

Discussion

Special Events Space vs. Public Green Space

Special Events Space:

- Controlled access, ensuring better maintenance and security.
- Potential revenue from event bookings, permits, and concessions.
- Requires specific infrastructure for events (stages, seating, etc.).
- Managed by a dedicated events coordinator and supported by existing city staff (police, public works, code enforcement).

Public Green Space:

- Open access, providing a recreational area for residents.
- No direct revenue generation, relying on city funds for maintenance.
- Higher risk of depreciation due to uncontrolled use.
- Increased need for regular maintenance and security patrols.

Operational Regulations and Rules

Special Events Space:

- Booking and permit system for events.
- Designated event coordinator to manage schedules and logistics.
- Security measures, including police presence and crowd control.
- Public works to maintain the infrastructure before and after events.

Public Green Space:

- Open hours for public access.

*** The usage of the term “Short-term” refers to within a one (1) year mark***

- Regular maintenance schedule by public works.
- Police patrols to ensure safety and compliance with city ordinances.
- Code enforcement to address any violations of park rules.

Staffing Requirements

Special Events Space (Per Event):

- **Police:** Provide security during events.
- **Public Works:** Set up and clean up event spaces.
- **Code Enforcement:** Ensure compliance with event regulations.
- **Special Events Coordinator:** Plan and manage events.

Public Green Space (Day to Day Operations):

- **Police:** Regular patrols to ensure safety.
- **Public Works:** Ongoing maintenance and landscaping.
- **Code Enforcement:** Monitor and enforce park rules.

Financial Implications

Short-term:

- **Special Events Space:** Initial investment in infrastructure, with revenue from event bookings.
- **Public Green Space:** Initial setup costs, with ongoing maintenance expenses.

Long-term:

- **Special Events Space:** Steady revenue stream from events, controlled depreciation.
- **Public Green Space:** Higher depreciation due to uncontrolled access, no direct revenue.

Addressing Unhoused Persons & Unwanted Social/Political Gatherings

- **Special Events Space:** Controlled access reduces the likelihood of becoming a gathering spot.
- **Public Green Space:** Open access may attract unhoused persons & unwanted social/political gatherings, requiring additional resources for management and support.

Conclusion

Utilizing the Baptist lawn as a special events space provides greater financial benefits and better control over the property's condition. However, transforming it into a public green space offers community recreational benefits but comes with higher maintenance costs and potential depreciation.

Recommendation

Recommendation: Utilize the property primarily as a special events space, with occasional public access for specific community events. This approach balances revenue generation with community engagement while maintaining property value.