

To: Mayor and City Council

From: Brent Walker, Parks and Recreation Director

Date: August 22, 2022

Re: Park Naming Campaign for Perimeter Center East, Vermack Rd and Roberts Dr Properties

### **Summary**

Staff solicited names from city residents for the park properties located at 50 Perimeter Center East, 4809/4819 Vermack Rd and 5435 Roberts Dr.

### **Details**

As Dunwoody continues to build out its park system, it is important to engage the community to be part of the process of naming their neighborhood parks. Staff started an online campaign to solicit names from residents that could be considered by the City Council as a name for the park currently being built at 50 Perimeter Center East and for the two future parks located on Vermack Rd. and Roberts Dr. The submissions and name descriptions are attached.

Several names were submitted by multiple residents which is denoted by the number in parenthesis next to the name. There is also a corresponding number next to some of the names that references a description for that submission. The descriptions provided are the words of the submitter.

Staff has also attached the Naming Policy as reference for Council to determine how to proceed.

### **Request**

Staff request that Council consider the names that were submitted as part of the campaign and provide direction to staff on how to proceed with a final selection for each park.

**Vermack Road** 4809-4819 Vermack Road

Amacher Byrd Park	1
Bulloch Park	
Byrd Park	
Central Park	
Deer Bed Park	
Deutschland	
Dunwoody City Park	
Dunwoody Nature Park	
Fallen Pine Park	
Funwoody Park	
Hawk Park	8
Ken Wright Park	
Monsignor R. Donald Kiernan (5)	2
Plow Handle Park	
Poetry Park	
Preservation Park	
Rainbow Park	
Unalii Park (Cherokee for Friend pronounced ooo-naw-lee-ee)	
Verde Park	
Vermack Park (5)	
Vermack Woods	

**Perimeter Center East** 50 Perimeter Center East

ATP Park (At the Perimeter)	
Beechwood	
Cherokee Phoenix	
City Crossing	
Creeside Park	
DOGS Park	5
Dunwoody Green	
Fortenberry Park	6
Fran Millar Community Park	
Frog Hollow Park	
Funwoody Park	
Hickory Park	
Iron Bridge Park	
Lincoln Park	4
Municipal Park	
Oak Alley Park	
Parky Mc Park Face Park	
Percy Valley Park	10
Peri Park	
Perimeter Center Park	
Perimeter Crossing Park	
Perimeter Green Park	
Perimeter Park (5)	
Philip Henry Farrell Park	9
Poplar Park	
Sassafras Park	
Shortal Park	
The Mack Taylor And Harvey Mathis Park	3
Two Bridges Park	13
Wingate Park	7

**Roberts Drive 5435** Roberts Drive

Amacher Neighborhood Park	
Amacher Park	
Arrowwood Park	
Cherokee Park	
Crossvine Park	
Dogwood Park	
Eagle Feather Park	
Eagle Park	
Eagles Landing Park	
Eagles Nest Park	
Founders Park	
Funwoody Park	
Golden Eagle Park	
Hawkeye Park	
Holly Bank Park	
Joberry Park	12
Juniper Park	
Light Horse Park	
Magnolia Park	
Mulberry Park	
Old Austin Park (2)	
Poplar Park	
Rachel Carson Memorial Park	11
Redbud Park	
Roberts Park (3)	
Ryan Seacrest Park	
Sassafras Park	
Schoolhouse Park	
Sequoyah Park	
Sycamore Park	
Talon Park	
Uwohali Park (Cherokee for Eagle pronounced ah-wo-ha-lee)	

### Park Name Submittal Descriptions

1. While Lynne Byrd is not deceased, Joyce Amacher passed away in February 2017, which meets your requirements. These two women together worked to preserve Dunwoody's historical buildings and beyond. It would be a beautiful tribute to them. Please honor the dedication and ultimate success through the years of Lynne Byrd and Joyce Amacher, co-founders of the Dunwoody Preservation Trust and co-authors of *The Story of Dunwoody: 1971-2001*, by naming a park for each of them. Through their unpaid life's work, they "enhanced the sense of community" in a way that will be felt for generations.

Roberts Drive park - Amacher Park

Vermack Road park - Byrd Park

Alternatively, name the Vermack park (since it is near the heart of Dunwoody) The Amacher-Byrd park, though the dedication and success of these women individually warrants each having a park named for them. Also, if the names were combined, the park would be commonly referred to by the name that appeared first, and they are distinct individuals, each deserving in her own right.

I met Lynne and Joyce as the result of a phone call I made out of curiosity to a "Save the Farm" banner. I knew them only as a volunteer and I am still grateful that my young daughter saw what two women were able to accomplish with wisdom, strength, and determination. They preserved the memory of what was and defined what would be.

2. I hope you will strongly consider naming a park for a stalwart of Dunwoody for three decades, Monsignor R. Donald Kiernan.

He served as pastor of All Saints Parish for 26 years,

He was the first Marshall of the Dunwoody Independence Day Parade,

He was the first Chaplain of the Georgia State Patrol,

He founded the local St. Vincent de Paul Charity which continues helping the impoverished,

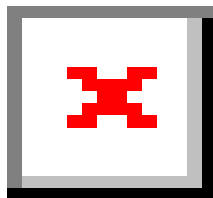
He founded the All Saints Knights of Columbus Council which grew to over 500 men serving the community,

He was instrumental in starting the All Saints Fish Fry – a massive ongoing community event for 25 years,

He was recognized by the Georgia Legislature and Governor Deal with a special day,

He was a friend to all the other church leaders of our community.

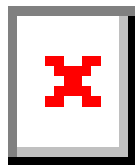
- 3. "The Mack Taylor and Harvey Mathis Park". These Guys thru their Company, Taylor & Mathis, are largely responsible for the creation & development of Perimeter Center. Starting in 1972, the Company bought land from the Spruill family and over the next 17 years developed more than 30 office buildings containing 3.4 million square feet of space.
- 4. Lincoln Park - makes sense off Lincoln Parkway - Low hanging fruit there
- 5. DOGS Park - Dunwoody's Outstanding Green Space Acronym - And Puppy Friendly
- 6. Fortenberry Park - After Bob Fortenberry who has been deceased for more than five years but also a way to honor the outstanding contributions of his wife Florence and their son, Steve to this community.  
<https://www.legacy.com/us/obituaries/atlanta/name/robert-fortenberry-obituary?id=16708437>



[Robert FORTENBERRY Obituary \(1927 - 2016\) Atlanta Journal-Constitution](#)

FORTENBERRY, Robert Robert Elwood (Bob) Fortenberry, age 88, passed away peacefully on September 2, 2016. Bob was born on December 12, 1927, in Summit, Mississippi, the middle son of Jasper and Edith  
[www.legacy.com](http://www.legacy.com)

<https://www.dignitymemorial.com/obituaries/atlanta-ga/florence-fortenberry-10803405>



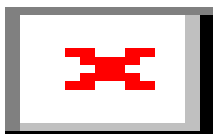
[Florence Fortenberry Obituary - Atlanta, GA](#)

Florence Ford Fortenberry, age 89, passed away peacefully on June 21, 2022. Florence was born in Meridian, Mississippi, on July 23, 1932, moments after her twin sister, Janet, and much to the surprise and joy of her parents, Florence and Burton Ford and her older sister Ann. Florence grew up in the small town of Macon, Mississippi, where she graduated from Macon High School.

[www.dignitymemorial.com](http://www.dignitymemorial.com)

7. Park in honor of Bev Wingate - Honor her work!

<https://dunwoodynorth.blogspot.com/2020/08/bev-wingate-first-lady-of-dunwoody-yes.html>

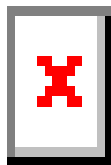


[Bev Wingate, the First Lady of "Dunwoody Yes" and Consummate Volunteer is honored with a proclamation.](#)

Bev Wingate the First Lady of Dunwoody Yes PROCLAMATION WHEREAS, Beverly Jean Wingate (Bev) is a determined, rational, intellectual, energ...  
[dunwoodynorth.blogspot.com](http://dunwoodynorth.blogspot.com)

8. Hawk Park - After Jerry Rhea - Long time Dunwoody Resident and recent inductee in to the Pro Football Hall of Fame - how many other Hall of Famers live in Dunwoody? Or have for many years? Allows you to honor the "Hawks" and the Falcons too!

<https://reporternewspapers.net/2022/05/02/dunwoody-resident-jerry-rhea-to-be-inducted-into-pro-football-hall-of-fame/>

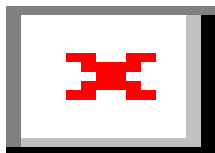


[Dunwoody resident Jerry Rhea to be inducted into Pro Football Hall of Fame - Reporter Newspapers & Atlanta Intown](#)  
[reporternewspapers.net](http://reporternewspapers.net)

<https://www.pfats.com/awards/jerry-hawk-rhea-award/#:~:text=Jerry%20%E2%80%9CHawk%E2%80%9D%20Rhea%20Award%20for%20Outsta>

[nding%20NFL%20Team%20Physician&text=This%20award%20is%20named%20for,Falcons%20from%201994%20to%202001.](#)

[Jerry "Hawk" Rhea Award | PFATS](#)  
[www.pfats.com](http://www.pfats.com)



9. Philip Henry Farrell Park - My son passed away in 2015 and I know he would be really into the park and splash pad.
  
10. Perimeter Center East, should be named Percy Valley Park. The name Percy means to pierce the valley, which has connotations of honesty, truthfulness and understanding. I have recently lost my cat, Percy. With this loss and the location being around the corner from where I live, I believe it would be a great monument not only to Percy, but to all other beloved furry family members who have passed. One of the many things that makes Dunwoody unique and charming is the constant sight of homeowners walking their pets through the neighborhoods and parks. The symbolism behind the proposed name for the park would set Dunwoody apart because it would provide a physical space to show the love that we have for our furry companions.  
 My fiancé, Nick, and I have been Dunwoody community members for 3 years and are planning on purchasing a home by Dunwoody Country Club as well as becoming members in the near future. We contribute to our community through volunteer work and supporting local businesses. In addition, we frequent and love many of the parks in the community, such as Brookrun park (which is where we have completed the Murph Challenge for the past 3 years to honor our troops) and Dunwoody Nature Center (where we hosted our engagement party). We have shared our vision with friends and neighbors that support the mission behind Percy Valley Park.  
 Percy was a special cat that impacted everyone that met him. Prior to his passing, he was a patient at Animal Hospital at Dunwoody Village and Blue Pearl Hospital of Sandy Springs. To honor his memory, we are hosting a celebration of life at our home at the Drexel Collective. In addition to friends and family, his vet and vet techs will be attending. Dr. Roberts has been a veterinarian for many years and has shared her support with naming the park after Percy.  
 This sense of community around our precious Percy inspired us to advocate for a park that would honor not only him, but also our veterinary professionals and all other beloved pets we have lost. We are in the process of acquiring handwritten signatures from our fellow Dunwoody neighbors and once the final signatures have been received, we will send them over.



11. How about Rachel Carson Memorial Park? She is an American hero that championed protecting our lands and water.
12. Joberry Park (named after Joberry Cheek who built the Cheek-Spruill House)
13. Two Bridges Park as it will contain 2 bridges and it bridges the residential and business communities

## **Policy for the Naming of City Parks, Recreational Areas, Streets/Roads and Facilities**

### **Purpose:**

The City of Dunwoody believes that through mutually beneficial partnerships the overall quality of life in the community can be enhanced, community relationships can be strengthened and efficiencies in time and resources can be achieved. The City delivers quality, life-enriching activities, and state of the art facilities to the broadest base of the community.

The Purpose of this policy is to establish a systematic and consistent approach for the sponsoring and naming/renaming of parks, recreational areas, streets/roads and facilities owned and/or operated by the City of Dunwoody. This policy will guide name recognition and establish its uniform application. It is realized that the responsibility for naming City parks, recreational areas and facilities lies with the Mayor and City Council.

In appreciation for contributions and support the city receives from external organizations, individuals and businesses, it may be necessary to apply a policy whereby the City of Dunwoody would provide suitable acknowledgement of particular contributions and support. All recognition shall adhere to the aesthetic values and purpose of the City's parks, facilities and services. In addition, such recognition shall not detract from the visitor's experience or expectation, nor shall it impair or diminish the visual, aesthetic or functional qualities of the site or be perceived as creating a proprietary interest.

### **Objectives:**

- Enhance sense of community through naming of City parks, recreational areas, streets/roads and facilities.
- Ensure parks and recreational areas are easily identified and located.
- Ensure names given to city assets are consistent with the values, mission and characteristics of the City of Dunwoody.
- Assure the quality of the title/name, so it may beneficially serve the purpose of the City in a permanent manner.
- Encourage public participation and input in order to fully represent the best interest of the asset or area affected.
- Encourage and recognize the dedication of lands, or donations by individuals or groups.

### **Criteria:**

The Policy for the naming of City parks, recreational areas, streets/roads and facilities is established in order to carefully administer determined naming criteria which emphasizes community values and character, local history, geography, environmental, civics and service to the Dunwoody community. It is not necessary that every City park or recreation facility have a name. Further, such facilities should not be named to honor or recognize an individual or group unless the Mayor and City Council determines that it is appropriate to honor or recognize a deserving or outstanding group or individual for their actions and/or service.

When naming a City park, recreational area, streets/roads and facilities the following Criteria will be considered:

- Geographical location of the facility including descriptive names. A name shall not be considered if an existing park or facility within a 50 mile radius of the City limits bears the proposed name.

- An outstanding feature of the area. (example: hill, river, vegetation)
- Commonly recognized subjects of historical significance such as event, person (non-living and deceased for a minimum of five years), group, culture, or place.
- A person (non-living and deceased for a minimum of five years) or group who significantly contributed to the acquisition or development of the park or facility.
- An individual (non-living and deceased for a minimum of five years) who provided an exceptional service in the interest of the city or community.
- The Mayor and City Council have the authority to waive the minimum number of years an individual must be deceased in order to be considered.
- Naming may be considered based on the provision of significant funding which substantially underwrites the cost of renovation or construction of city property. Financial underwriting shall be broadly defined as substantial monetary contributions that completely or significantly enable city projects such as parks, buildings or property acquisition to occur. This may include monetary gifts and/or grants that leverage federal, state, and local funding for such projects or complete donation of land.
- Parks and facilities that are donated to the city can be named by deed restriction by the donor. The naming and acceptance of land is subject to approval by the Mayor and City Council.
- Naming may not conflict with public grant funding policies established by state and/or federal grant funding programs.
- Naming Rights, or Sponsorship Benefits must not include depictions, words or phrases that are reasonably deemed to be harmful or otherwise developmentally inappropriate for the purpose of communication with, or display to the general public. Examples of depictions, words or phrases that may be rejected under this Policy are those which:
  - Are sexually suggestive or obscene;
  - Promote unlawful discrimination on the basis of race, ethnicity, religion, or any other classification protected by law;
  - Connote inappropriate violence or intimidation;
  - Relate events, activities or behaviors that are criminal or otherwise violate law (including without limitation ,violations or applicable environmental, controlled substance or safety laws); or
  - Promote activities or products that are reasonably determined to be detrimental to the public health or safety.
  - Associations with tobacco and alcohol are prohibited.

**Renaming:**

The intent of naming is for permanent recognition. It is recommended that efforts to change a name be subject to the most crucial examination so as not to diminish the original justification for the name or discount the value of the prior contributors. Parks named for subjects, other than individuals, may be changed in name only if the current name is ineffectual or inappropriate.

**Procedure:**

- Staff, city residents, community leaders and organizations interested in proposing a name for a park, recreational area, streets/roads or facility shall submit written recommendations, petitions, and etc. to the City Manager for consideration. Recommendations need to describe in detail why the candidate merits such recognition.
- When naming after a person or persons, (non-living and deceased for a minimum of five years) written documentation of approval by next of kin to be honored (if available/possible) is required as part of the proposal.

- The City Manager shall consider all requests and names deemed worthy of consideration will be recommended to the Mayor and City Council.
- The Mayor and City Council shall allow for public input and comment.
- The Mayor and City Council shall confirm park, recreation areas, streets/roads and facility names by resolution.
- The Mayor and City Council has final approval and may reject any naming or renaming request.

The following principals form the basis of the City's recognition of sponsors:

- The City Manager or their designee has the authority to approve sponsorships of City events and programs.
- The City of Dunwoody appreciates all sponsorships that enable it to further its mission.
- Recognition of a sponsorship shall not suggest in any way the endorsement of a sponsor's goods or services by the City of Dunwoody, or any proprietary interest of the sponsor in the City.
- Any signage which recognizes a sponsor shall meet all applicable regulations set in Sign Regulations of the City of Dunwoody Municipal Code and shall not detract from the park surroundings, nor shall it impair or diminish the visual, aesthetic or functional qualities of the site or be perceived as creating a proprietary interest nor alter any interpretive message and/or a park visitor's experience. Signs be sized appropriately for the location they are placed as determined by the City Manager or their designee.

Only the following content will be deemed appropriate:

- The legally recognized name of the corporate sponsor.
  - The sponsor's organizational slogan may be considered if it identifies rather than promotes the organization or its products and services.
  - The City of Dunwoody will not make any statements which directly or indirectly advocate or endorses a sponsor's organization, products or services.
  - The City's Communications and Marketing staff must approve the use of the City of Dunwoody's name, marks or logo by the sponsor in their own business publications or other print, video, internet, broadcast, social media or display items developed to promote or communicate the sponsorship. All use must be associated with the specific sponsorship.
- All sponsorship agreements will be for a defined period of time having regard to the market value of the sponsorship at the time it is made.
  - Naming of events within a park or community building in recognition of a sponsor is permitted providing such names are subordinate to the name of the park, event or the community building.
  - Any physical sign, representation or symbol associated with the sponsoring of an event shall not be larger in font or size than the "City of Dunwoody" name or facility name at the location or in any and all marketing or promotional materials or communications.
  - All final graphics, logos, signs, representations or visuals are subject to a final approval of the City Manager and the Communications and Marketing department.
  - Costs associated with the manufacturing of the sign must be paid by the Sponsor

### **Renewal Rights and Process**

When the City of Dunwoody executes an agreement with any sponsor, the agreement will include a right of renewal term. Contracted sponsors receive the "first right of refusal" to renew as a sponsor; however, the benefits and consideration of the sponsorship may be renegotiated as necessary.

### **Terminating Sponsorships**

The City of Dunwoody reserves the right to terminate any sponsorship should conditions arise during the life of that sponsorship that results in the sponsorship conflicting with this policy or the sponsorship is no longer in the best interests of the City. Decisions to terminate a sponsorship shall be made by the City Manager.