



PARK PRIDE PRESS

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City of Atlanta Begins Park Plan Update

In September, the City of Atlanta launched the first update of its park and greenspace plan in thirteen years. The fifteen month effort will develop a comprehensive plan for expanding and improving the City's park system in the decades to come. It is Atlanta's opportunity both to define a world-class park system for our City and outline the steps needed to build it.

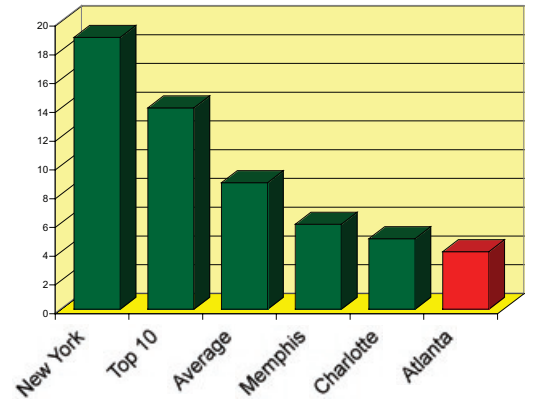
Among the nation's 25 largest cities, none has a smaller percent of its land dedicated to parks than does Atlanta. Its acres of parkland per resident is less than half the national average. More than 74% of the population does not live within walking distance of a park. Many Atlanta neighborhoods simply have no parks.

Atlanta already has taken a significant step toward expanding its park system. The Atlanta BeltLine will add more than 1,000 acres of new parkland, increasing the city's park acreage by nearly 30% (and allowing Atlanta to pass Charlotte for 24th place in the percent of land dedicated to parks). But even with the BeltLine, Atlanta has far to go before it can claim a world-class park system.

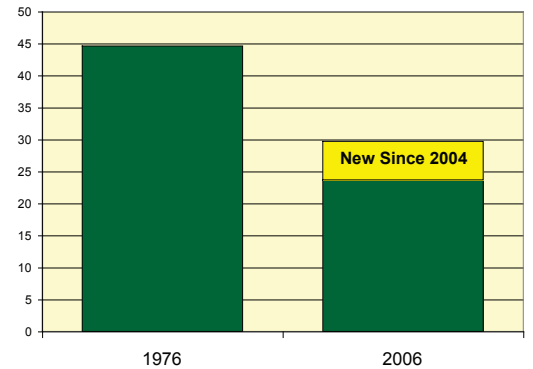
The good news is that the Mayor and the vast majority of the Atlanta City Council have pledged to double park acreage. By endorsing the Park Atlanta Rescue Campaign's (PARC) nine-point plan, these elected officials also set the goal of identifying and instituting a secure, sustainable and sufficient funding source for parks, greenspace and recreational facilities. More than two dozen community organizations have endorsed the PARC Nine Point Plan.

On January 23, 24 and 25, the City will hold its first public hearings on the park and greenspace plan update. Mark these dates on your calendar and come raise your voice for Atlanta's parks. Park Pride will be reaching out to community partners seeking their support for making the PARC Nine Point Plan into official policy by incorporating its goals into the city's park and greenspace plan.

Percent of City Land Dedicated to Parks



Atlanta Park Funding



Park Pride looks forward to engaging all of Atlanta's communities to help define their vision for Atlanta's park system. For more information about how you can get involved, please visit www.parkpride.org/parc.



675 Ponce de Leon Ave.
 8th Floor
 Atlanta, GA 30308
 404.817.6761
 404.817.7988 (fax)
www.parkpride.org

PARC NINE POINT PLAN

1. Identify and institute a secure, sustainable and sufficient funding source for parks, greenspace and recreation facilities;
2. Double the number of park acres and ensure that every Atlanta resident ideally lives within a 10 minute walk of a park, trail or accessible natural area;
3. Develop and enforce maintenance standards for all Atlanta parks;
4. Identify and implement significant steps needed to improve public safety in our parks;
5. Increase the number of athletic fields and recreation amenities;
6. Build a new special events venue for festivals;
7. Ensure that future land acquisition emphasizes the preservation of natural areas and the protection of our headwaters, streams and river corridors;
8. Increase Atlanta's tree cover from 26% to 40% to reduce stormwater runoff and maximize air quality benefits; AND
9. Improve city, school board and other landowners' cooperation in the programming and management of parks, greenspace and recreation facilities.

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Esther Stokes

Bill Swenton

Ex-OfficioSpence Rosenfeld

Dianne Harnell Cohen

Tally Sweat

Executive Director

George Dusenbury

George@ParkPride.Org

404-817-7970

Director of Community Relations

Allison Barnett

Allison@ParkPride.Org

404-817-6760

Director of Community Building

Nicholas Williams

Nicholas@ParkPride.Org

404-817-7963

Director of Park Visioning

Walt Ray

Walt@ParkPride.org

404-817-7965



www.parkpride.org

ATLANTA CITY COUNCIL HONORS PARK PRIDE

On June 5, 2006, the Atlanta City Council issued a proclamation recognizing Park Pride for its contributions to the quality of life of Atlanta residents. In part, the proclamation read:

Whereas, Park Pride has worked to ensure that improvements made to parks are supported both by neighborhoods and by government, providing a direct route for citizens to voice their concerns about their local parks; and,

Whereas, Park Pride programs are for schools, children, community organizations and volunteers who want to learn about the environment and improve parks by painting benches, picking up trash and planting trees; and

Whereas, As executive director of Park Pride, George Dusenbury works to ensure that the organization advances parks, recreation and environmental conservation efforts to enhance the quality of life for Atlanta Citizens.



Park Pride Board Members Keith Morton, Jeffrey Ellman, Abbey Patterson and Byron D. Amos join Nicholas Williams, George Dusenbury, Allison Barnett, Walt Ray and intern Teela James to receive the Atlanta City Council Proclamation.

The proclamation was championed by Councilwoman Joyce Sheperd, who worked closely with Park Pride and the Friends of Millican Park to develop one of Park Pride's first conceptual master plans for an Atlanta park. Park Pride is honored to receive this proclamation and greatly appreciates the support of the Atlanta City Council.

GOUIZETTA BUSINESS SCHOOL TACKLES THE ADOPT-A-PARK PROGRAM

Four undergraduate students from Emory University's Gouizetta School of Business are helping Park Pride develop and implement a comprehensive marketing plan to help the Adopt-A-Park program. Adopt-A-Park gives residents and businesses the opportunity to make beautiful and lasting changes in their communities. Adopters agree to take some ownership of their park or greenspace; plant some flowers, pick up trash, pull weeds and other beautification tasks. The Adopt-A-Park program promotes neighborhood involvement and community pride. With the help of the students, Park Pride plans to push this program to new heights. We want to see residents, businesses and communities city-wide participating in this 'beautification process.'

For more information about the availability of adoptable parks in your area, please contact Nicholas at 404.817.7963 or nicholas@parkpride.org.

PARK PRIDE GOLF CLASSIC 2006

Park Pride's 2006 Golf Classic, presented by ValleyCrest, was a tremendous success. Great fun was had by all, and nearly \$25,000 was raised for Park Pride, as scores of golfers hit the links at the beautiful Cherokee Run Golf Course in Conyers. Congratulations to all our winners:

1st Place **Lawson, Davis, Pickren and Seydel**
Lawson/Mauer and Burklow

2nd Place **Infrasource**
Bentzner, Hallock, Bishop & Roberts

Closest to the Pin:
Men **Andrew Lindsay**
Women **Stacy Lacey**

Longest Drive:
Men **Brian Maxwell**
Women **Sarah Yates**

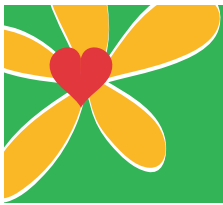
Park Pride thanks all the teams and sponsors, especially Presenting Sponsor ValleyCrest and Silver Sponsor Georgia Power, for making the 12th Annual Golf Classic possible.



WSB's Mark Winne, the Golf Classic's Master of Ceremonies, lets his golf game do the talking.



Bill Lawson, Chris Mauer and Brian Burklow of the winning team from Lawson, Davis, Pickren & Seydel.



IT'S YOUR PARK!

What's Happening In Your Community



UNDERWOOD HILLS PARK REVITALIZATION COMMITTEE TEAMS UP WITH ATLANTA STUDENTS

In the 2005-2006 school year, students from area high schools and colleges toiled for hours and hours in Underwood Hills Park. Paideia, Westminster, Emory and Georgia Tech student groups cleaned, painted and planted over the course of six Saturday mornings. The Underwood Hills Park Revitalization Committee appreciates their good fortune. No longer are neighbors besieged with pleas to spend repeated Saturdays working in the park – these amazing students do all the work! Well not entirely – but they do A LOT.

Last October, the students planted more than 500 daffodils that delighted everyone with their springtime cheer. They helped plant more than 30 trees in the park and the surrounding neighborhood in partnership with Trees Atlanta. They planted dozens of annuals and perennials provided by the Atlanta Parks Department Greenhouse. The work of these student volunteers has made the park quite a show place year round. Every time they are working, someone stops to tell them how wonderful the park looks.

The group that comes back week after week though is from Georgia Tech. They are the wonderful women in the service sorority OPA, or Omega Phi Alpha. They show up every time with a smile and an amazing willingness to work and work hard. After numerous Saturdays at Underwood Hills, OPA has become a part of the Underwood Hills Park Revitalization Committee. Their mission isn't just about service, but leadership through service as well. Such is their dedication that it is OPA often calls the neighbors of Underwood Hills to schedule a work day in the Park.



Members of Omega Phi Alpha and the Goizueta School of Business pose for pictures after a hard day's work.

NEW FRIENDS SPOTLIGHT: JACCI FULLER * * * * *

Friends of Jacci Fuller Park, founded in June 2006, aims to make Jacci Fuller Woodland Garden Park a pocket-sized jewel in Atlanta's greenspace necklace.

Jacci Fuller Park is a "vest-pocket" sized shade and woodland park containing Lenten Roses, Japanese Roof Irises, Fennel and other plantings. Located at the intersection of Gilbert and Confederate Avenues at the border between Ormewood Park and Woodland Hills in southeast Atlanta, the park is the only entirely handicapped-accessible park in the city of Atlanta.

Jacsi Fuller Park is also the only park in the Ormewood Park neighborhood. The Friends of the Park group's priority is to "put the park back into Ormewood Park" and create a central, safe and welcoming gathering spot for the neighborhood that both draws on and reflects the neighborhood's unique energy. Ormewood Park and East Atlanta have long been home to Atlanta artists; these neighborhoods are also currently undergoing their own "baby boom." The Friends of the Park group hopes to harness the neighborhood's energy to, through community-assisted public art projects, create a shade-dappled, art-filled oasis in urban Atlanta.

\$800,000 FOR VINE CITY'S PARK VISION

Vine City is a historic, African American community located in the shadow of the Georgia Dome. It is located in Neighborhood Planning Unit L, which has less parkland than any other NPU in the City. Until recently, NPU L had only one park.

That all changed when the Vine City Civic Association (VCCA) organized and led the effort to purchase half of a city block to create Vine City Park. With the help of the Arthur M. Blank Family Foundation, the community partnered with the City to purchase the property. For months, the land remained little more than a large vacant lot, with little to distinguish it as a park.

The Community Foundation approached Park Pride and asked that the organization work with VCCA to develop a conceptual master plan for the park. As the community involved themselves in the effort, support for the

park grew. The conceptual master plan helped legitimize the park; the City started mowing the grass and put up an official Vine City Park sign. Residents created an impromptu horseshoe pit.

In September, the City of Atlanta provided the community impressive support toward the realization of its vision for Vine City Park. The Atlanta Development Authority, through the Westside Tax Allocation District's Neighborhood Improvement Fund, awarded \$600,000 for the City of Atlanta's Department of Parks, Recreation and Cultural Affairs to implement many of the features contained in the conceptual master plan. The Atlanta Renewal Community Coordinating Responsible Authority ("ACoRA") also designated \$200,000 for park improvements. VCCA and Park Pride's Park Vision provided the framework that allowed this investment to occur. VCCA continues to work toward the development of Vine City Park. The next priority is to acquire the 2nd half of the block, as envisioned in the conceptual master plan. Vine City has a vision for its park; VCCA and Park Pride are making it happen.

COLLIER HEIGHTS PARK PARTNERS FOR HEALTH



The Collier Heights Ladies on their new equipment.

Adamsville is a stable, well-established community in southwest Atlanta. Adamsville residents, like many people of moderate means, are very concerned about good health and quality of life issues. They are keenly aware that for African Americans, the major contributors to disability and premature death -- hypertension, diabetes, obesity and related health problems -- are largely avoidable.

In May 2006, ten Life Trail Outdoor Fitness Stations were installed at the Collier Heights Park, thanks to the hard work and generosity of many valued partners. The Friends of Collier Heights Park wants to be sure that residents have the knowledge and motivation needed to sustain the use of the equipment and combine the increased exercise with improved nutrition. To this end, they are working with Morehouse School of Medicine to create a year-long program centered on the Life Trail. With adult women as the primary target audience, the program aims to:

- 1) Implement a nutrition and exercise based program that will reduce heart disease risk factors such as hypertension, obesity, and elevated cholesterol levels.
- 2) Improve knowledge, attitudes and practices of the role that physical activity and nutrition play in preventing hypertension, diabetes, obesity and other chronic diseases.

- 3) Have residents participate in classes that teach them to be better partners in their own health and health care. Classes will increase the capacity to practice good nutrition and increase physical activity to improve health.

The Friends of Collier Heights Park looks forward to using the Life Trails as the foundation for improving the health and the quality of life of its neighbors through better nutrition and increased physical activity.

CHASTAIN LAUNCHES MASTER PLANNING EFFORT

The Chastain Park Conservancy is kicking off the planning process for creating a Master Plan for the City of Atlanta's largest park.

The planning team is led by EDAW, a prominent international landscape architecture and planning firm, and Kimley-Horn & Associates, who will head up the traffic and parking components. The last comprehensive Master Plan approved for Chastain Park was completed in 1984; an update was done in 2003, though it was not approved by the City.

The eight-month process, which will set a long-term vision for the park, will begin with extensive information gathering from park stakeholders, neighbors, City of Atlanta representatives, and the diverse group of Chastain Park patrons. A committee of the Conservancy board, which includes Ed Castro, J.P. Matzigkeit, Ray Mock, and Justin Wiedeman, will lead the effort.

The Conservancy seeks to develop a comprehensive vision for the entire park—restoring and protecting its appearance as a historic and green oasis—as well as recommendations regarding land use, programming, architectural and

maintenance standards and ways to alleviate recurring traffic and parking concerns and to improve pedestrian safety. Chastain has a great diversity of offerings, with venues including a horse park, golf course, pool and tennis facilities, arts center, ball fields, gymnasium, walking trails, picnic areas and one of Atlanta's most popular and long standing concert venues.

The Chastain Park Conservancy was formed in 2003 to restore, enhance, maintain and preserve Chastain Park, and to serve as a forum for all of the park's stakeholders. Since inception, the Conservancy has completed many projects to make the park safer, cleaner and greener. In 2006, the Conservancy and the City of Atlanta entered into a Memorandum of Understanding to formally establish the Conservancy's role in maintaining and preserving Chastain Park.

For Master Plan updates and additional information, about the Conservancy, visit www.chastainparkconservancy.org.



WAWA leads residents on a tour of the site.

CREATING A NATURAL VISION IN WEST ATLANTA

In 1995, west Atlanta resident Bruce Morton set out with a dream of preserving hundreds of acres of undeveloped woodland in southwest Atlanta. He joined the West Atlanta Watershed Alliance, which works to protect greenspace and water quality while educating the public about environmental issues that affect their community.

Working with WAWA, the City of Atlanta acquired 197 acres of greenspace along Utoy Creek. A PATH trail cuts through the property, which contains trenches left by Union troops during the Battle of Atlanta. Most of the land is in mature forest, including pines and oaks that hide foxes, deer and turkeys.

The land, commonly known as the Beecher Hills/Lionel Hampton Preserve, is larger than Piedmont Park. Much of the land was acquired to meet the terms of a consent decree resulting from a lawsuit brought to stop the City from polluting the Chattahoochee River. To help protect water quality, only ten percent of the land acquired with consent decree money can be developed. The rest will remain in its natural state.

WAWA is partnering with Park Pride to develop a conceptual master plan for their greenspace. WAWA has educated the surrounding communities about the environmental benefits of their preserve, and there is a desire to develop the land to make it more accessible and attract more visitors. Through the park visioning program, Park Pride will work with WAWA to preserve the natural beauty of the site while adding amenities like trails, picnic pavilions and maybe even a playground or tree house.

The Lionel Hampton/Beecher Hills preserve exists thanks to the vision of WAWA and the support of the City of Atlanta. Park Pride looks forward to doing its part to support this vision by capturing it in a conceptual master plan that reflects the wishes of WAWA and its many community partners.

FRIENDS OF SOUTH BEND PARK



Residents of the Lakewood Heights community and surrounding areas recently formed a “Friends of South Bend Park” (FOSBP) committee to begin the work of restoring South Bend Park as an active sports and recreation area. South Bend Park boasts lighted baseball/softball fields, tennis courts, basketball courts, a pool, and a soon to be finished recreation center.

“I and other residents felt that South Bend park is such a great place to come and relax, play games, and have picnics, but unfortunately, few people are using the park, thus allowing crime and other undesirable activities to foster there,” said Tara Goers, the organizer of the park committee. “So, with the help of Carla Smith (Atlanta City Council District 1 Representative) and the Parks Department, we hope to make the surrounding neighborhoods aware of the park and hopefully bring in some of the elements that make a city park great.”

FOSBP has plans to install a new playground, create an adult league sports program, and possibly install a dog park in the future. “So many new residents are moving into the area, and having a park of this caliber really helps foster community relationships,” said Goers. “By having sports leagues, playgrounds, dog parks, and other amenities, the hope is to bring Lakewood Heights and other surrounding neighborhoods together and allow people to get to know one another.”

FOSBP had its first park clean-up and membership drive on Saturday, November 4, 2006 from 9:00 am – 1:00 pm. A cookout at the park will take place immediately afterward. Anyone interested in being a part of FOSBP should please contact Tara Goers at 404.622.9862 or via email at taragoers@mindspring.com. South Bend Park is located on Lakewood Avenue across from the Lakewood Stadium and the Lakewood Fairgrounds.

More Parks = Healthier, Happier & Longer Lives

- ✿ Exposure to parks and other natural settings reduces stress, lowers blood pressure, increases cognitive ability and even lowers cholesterol levels.
- ✿ People with access to parks are more likely to exercise, which reduces diabetes, heart disease, obesity and other chronic illnesses.
- ✿ By cleaning the air, parks help reduce asthma. In metro Atlanta, trees remove 47 million pounds of air pollution each year.
- ✿ Patients who see natural settings from their windows spend an average of 8 percent fewer days in the hospital.
- ✿ A study in Tokyo, Japan, found that people with homes near parks had a longer life expectancy.

CompuCredit Volunteers Help Keep Piedmont Park *Beautiful*



How Green Is Atlanta's Park Future?

Several news articles caught my eye in the same October week. It started with a front page article in the Atlanta Journal-Constitution proclaiming the importance to children of unstructured play. The American Academy of Pediatrics, in town for their annual conference, released a report finding that play makes children smarter, healthier and happier.

The second article, also in the AJC, reported that Cousins Properties projects the City's population to nearly double in 15 years. CEO Tom Bell told reporters that there would be more than 800,000 people living in the City proper by 2020. Already, the City's population is increasing more than 50% faster than the Atlanta Regional Commission predicted just five years ago.

The last article appeared in Governing Magazine. Kids and adults were fighting over parkland in Arlington, VA. The county had proposed converting existing outdoor volleyball courts into a playground. Unfortunately, the volleyball courts already were heavily used, and the many volleyball-playing adults in the area launched a petition to stop the playground. It seems that there isn't enough parkland in Arlington to go around.

Sound familiar?

The last I checked, Atlanta still had the smallest percent of its land dedicated to parks (among the nation's 25 largest cities). Add the 1,000 acres promised by the BeltLine, and Atlanta moves to 24th. In other words, we've still got a ways to go.

As the thirteen construction cranes looming over Downtown, Midtown and Buckhead attest, our city is changing. Whether it's 600,000, 700,000 or 800,000, Atlanta residents – new and old – are going to need places to live, work and play. Cousins, Novare and dozens of other developers are busy building places for people to live and work. Atlanta still needs to build a whole lot more places to play.

After all, we don't want parents and kids fighting over who gets to play in the park.



George Dusenbury
Executive Director



On Monday, October 16, the Atlanta City Council honored The Friends of Collier Park.



Now you can give the gift of flowers and help Park Pride. Simply visit www.parkpride.org and click the Flowerpetal link in the top right-hand corner. Twelve percent of the purchases from Flowerpetal will be donated to Park Pride. Please use Park Pride and Flowerpetal for all of your flower gifts!



Help Park Pride every time you surf the Internet! Visit www.parkpride.org and click the Goodsearch button to register. You also can visit www.goodsearch.com directly (but make sure you designate Park Pride as your charity by typing in Park Pride and verifying). The more you search with Goodsearch, the more you help Park Pride lead and inspire action for parks and greenspace!



SUPPORT YOUR PARKS - JOIN PARK PRIDE!

Improving Atlanta's parks is a lot of work—and we need all the help that we can get. Your support allows Park Pride to offer a wide range of programs to our many community partners. Park Pride also works with supporters to ensure that they are aware of opportunities to advocate for more and better parks, something they did to tremendous effect in 2005. Suggested levels of support are listed below, but **any donation is welcome!**

I want to help protect and increase Atlanta's parks and greenspace by supporting Park Pride!

NAME: _____

ADDRESS: _____

PHONE: _____

E-MAIL: _____

- ___ Supporter \$50
- ___ Friend of the Park..... \$100
- ___ Park Advocate \$250
- ___ Park Patron \$500



Enclosed is my check for \$_____

Please indicate desired membership level and mail to:

Park Pride
ATTN: Development
675 Ponce de Leon Ave.
8th Floor
Atlanta, GA 30308

We Need Volunteers!

Over the past couple of years, Park Pride has expanded its capacity, launched new programs and stood at the vanguard in the fight for parks and greenspace. Park Pride's efforts have helped the BeltLine project move forward, rallied residents against Fulton County's vote to sell six Sandy Springs Parks, pushed a 10% increase in the Atlanta Parks budget and coordinated more than 23,000 hours of volunteer work in our parks.

Now we need your help. In order for Park Pride to expand and continue its good work, we need volunteers to help:

- Staff booths at festivals
- Help with signature events like the golf tournament and conference
- Stuff envelopes and mailings
- Assist in general day-to-day office activities

Contact us at 404-817-6761 or parkpride@parkpride.org to volunteer or learn more about how you can help Park Pride.



675 Ponce de Leon Ave.
8th Floor
Atlanta, GA 30308

Georgia's BIGGEST & BEST Park & Greenspace Conference

*“Understanding the Value of
Parks & Greenspace”*

**Save the Date: Monday, March 19
The Atlanta Botanical Garden**

presented by



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