

**MEMORANDUM**

**To:** Mayor and City Council

**From:** Jessica Guinn, AICP

**Date:** July 27, 2015

**Subject:** **Atlanta Regional Commission Public Art Grant Resolution**

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**ITEM DESCRIPTION**

Consideration and approval of a resolution supporting the City's application for the Atlanta Regional Commission's Public Art Grant.

**BACKGROUND**

The Atlanta Regional Commission is accepting applications for its inaugural Atlanta Regional Public Art Program, which provides grant funding through a competitive process for the installation of public art. This program will award up to \$15,000 to a community for community engagement expenses, artist fees, materials and other expenses associated with the installation of public art. A 1:1 local match is required.

The approved concepts for Georgetown Park included a public art component, and \$25,000 has been allocated in the 2015 budget for installation of a play sculpture in Georgetown Park. If selected as a recipient for this grant program, the City will receive up to \$15,000 toward the sculpture in Georgetown Park. A portion of the budgeted funds would then be utilized for the required local match.

**RECOMMENDED ACTION**

Approve the resolution of support for the City's application for the Atlanta Regional Commission's Public Art Grant

**2015 Atlanta Regional Public Art Program  
Grant Application**

**SECTION 1: APPLICANT INFORMATION**

Applicant: City of Dunwoody

Contact: Jessica Guinn  
Assistant City Manager  
41 Perimeter Center East  
Suite 250  
Dunwoody, GA 30346  
(678) 382-6709  
[jessica.guinn@dunwoodyga.gov](mailto:jessica.guinn@dunwoodyga.gov)

**SECTION 2: PUBLIC ART LOCATION INFORMATION**

Address: Georgetown Park  
4400 Dunwoody Park Drive  
Dunwoody, GA 30338  
Parcel ID # 18 345 01 364

Location: Central Square at Georgetown Park (Photos and Renderings- Attachment A)

Owner: City of Dunwoody  
Brent Walker  
Parks and Recreation Manager  
41 Perimeter Center East  
Suite 250  
Dunwoody, GA  
30346  
(678) 382-6700  
[brent.walker@dunwoodyga.gov](mailto:brent.walker@dunwoodyga.gov)

Following the economic downturn, the City of Dunwoody purchased property in the Georgetown area, known locally as the "Pipe Farm" due to the abundance of PVC pipe protruding from the ground of the failed development site. Through several planning and community engagement efforts, including the Georgetown/North Shallowford Master Plan, Parks and Recreation Master Plan, and the redevelopment plan for that site known as "Project Renaissance," the location for Georgetown Park was identified and constructed. This park is the crown jewel of Project Renaissance, a vibrant, mixed-use community of single-family homes and townhomes (currently under construction), as well as restaurants and retail centered on greenspace. As shown in the attached renderings (Attachment A), public art is envisioned as a key component of the park and the neighborhood as a whole. Specifically, the plan envisions a sculpture that is intended for climbing and play, encouraging the active environment desired by the community.

### **SECTION 3: COMMUNITY ENGAGEMENT**

History and Mission Statement: The City of Dunwoody is one of the newer cities in the Atlanta Region, incorporated on December 1, 2008, after years of determination to achieve cityhood and hard work on the part of a legion of dedicated community members. That very spirit and the values that guided the City toward incorporation are reflected in the Mission Statement.

The mission of the City of Dunwoody is to provide the highest quality of life for those who live, work or play in our community and to foster an environment where business can prosper. We will serve all stakeholders in a transparent manner with resourceful, efficient, progressive and professional leadership.

Community Engagement Experience: As a city still in its early years, Dunwoody's residents and businesses still carry the passion for the Dunwoody community out of which the City was born, and are actively engaged in numerous City initiatives. Since incorporating, community stakeholders have participated in several planning efforts, including two comprehensive plan updates, Dunwoody Village Master Plan, Georgetown/North Shallowford Master Plan, Parks and Recreation Master Plan, and Comprehensive Transportation Plan, among others. The Dunwoody community has seen that the City's plans are not adopted and then relegated to collect dust, but they are purposefully implemented, so residents do not have to travel far to see results. In fact, Georgetown Park was recently built as an action item identified in the Georgetown/North Shallowford Master Plan.

The City has also appointed several boards, commissions, and committees to provide residents many opportunities to participate in local government. City Council Members host regular town hall meetings, ranging from community meetings to informal meet-and-greets at the Food Truck Thursday events in the summer. Through the Connect Dunwoody online application, residents are invited to provide feedback on various matters being considered by the City; and Facebook, Twitter, YouTube and other social media outlets provide opportunities for residents to participate who otherwise might not attend public meetings. A second community survey is currently underway, to solicit feedback from residents on City facilities and services.

There is a groundswell of interest in public art in Dunwoody, so there is reason to expect broad community participation and support for the proposed project.

### **SECTION 4: PROJECT DESCRIPTION**

Briefly describe what the project sets out to achieve.

The Dunwoody community has shown a tremendous excitement for the arts, and steps are actively being pursued to establish an arts coalition, and the City expects to begin work on an arts master plan in the future. Since the outset of Project Renaissance, the effort to revitalize the Georgetown area, public art has been envisioned as a key component of the new Georgetown Park. In fact, the City has designated funds specifically for public art at Georgetown Park, which will be utilized to provide matching funds if the City is selected as a recipient for this grant. Commissioning the proposed work of public art within Georgetown Park will capitalize on the momentum and enthusiasm for the arts, and will be further the mission of City leaders to "provide the highest quality of life for those who, live, work or play in our community..."

Briefly describe the process you will use to engage community stakeholders around the theme.

While the City of Dunwoody was only recently incorporated, the Dunwoody community dates back much further. Situated along the Hightower Trail, Dunwoody was home to Cherokee Indians, like many other communities in the Atlanta region. In the nineteenth century, the Dunwoody community was established by settlers fleeing nearby cities that had been devastated by the Civil War. A railroad was constructed, allowing commerce to flow through the area, and firmly entrenching Dunwoody in the fabric of the region.

Today's residents treasure the historical foundation of Dunwoody and its place in the greater Atlanta area. Furthermore, the City recognizes that it will continue to play a part in the future of our region. In an effort to rally community stakeholders around this theme, area historians, such as the Dunwoody Preservation Trust, will be engaged. Dunwoody is a multi-generational community, including young families with children, as well as seniors, so it will be important to encourage the participation of residents of all ages- both those who have made history and those who will make history. The City will also tap into its existing arts resources, such as the Spruill Center for the Arts.

Briefly describe the process you will use to provide artists with information about the history of the community.

In order to provide the selected artist or artists with a thorough understanding of the rich history of the Dunwoody community, the Dunwoody Preservation Trust will be engaged early in the process. This group will be invaluable in providing historical information to the artist.

Identify proposed project personnel, including organizational titles and descriptions of the roles and responsibilities within the project.

This effort will be led by a project team, each bringing unique knowledge and expertise to this effort. Members of the project team may include:

Jessica Guinn, Assistant City Manager- Project management

Bob Mullen, Marketing and Communications Director- Community engagement, media relations, and project communication

Eric Linton, City Manager- Project team member and advisor

Brent Walker, Parks and Recreation Manager- Project team member and advisor

Michael Starling, Economic Development Director- Project team member and advisor

How would you define success in this project?

Since its incorporation, Dunwoody's success can be directly attributed to engaging the community to set a vision, outlining a plan to realize the vision, and then diligently implementing the plan. Previous planning efforts have envisioned public art in the City as a whole, with Georgetown Park being identified as one specific location. The proposed public art project will come to life through the same inclusive planning process that has been so successful in Dunwoody in the past. The hope is that a broad

spectrum of residents and other community stakeholders will come together to establish a work of public art that reflects the unique flavor of the City, and fanning the flame that has already taken hold in the City and spurring even more public art. If this piece is created through a community-driven process, generating further excitement for public art in Dunwoody and enabling the City to realize its vision for public art throughout the community, this effort will have been a success.

How do you plan to document the public art process, installation, and celebration of success?

Dunwoody’s communications team has a track record of capturing key moments in the City, preserving them, and sharing them through the City’s own publications and online outlets, as well as through local media. This project would be documented and showcased just as other monumental efforts in the City have been. Upon completion of the project, a public event will be held to officially unveil the project and celebrate the efforts of all who participate.

Provide a project timeline.

Activity	9/15	10/15	11/15	12/15	1/16	2/16	3/16	4/16
Notification of Award	X							
Draft and Release RFP for Artist	X	X						
Select Artist			X					
Project Kick-Off			X					
Community Engagement			X	X	X			
Design and Install Art				X	X	X	X	
Community Celebration/Unveiling								X

Provide a maintenance plan outline.

All City Parks are inspected and maintained daily by the Parks Maintenance Staff. The City prides itself in providing seven days a week park maintenance service and will ensure that the piece is in a clean and safe condition. If at any time damage were to occur to the artwork, the contributing artist would be contacted to consult on the repair. All repairs would be performed by the artist or a professional contractor to ensure the highest standards of workmanship.

Project Budget

Expense	Amount
Community Engagement Expenses	\$4,000.00
Materials	\$10,000.00
Artist Fees	\$15,000.00
Other Expenses	\$1,000.00
<b>Total Project Budget</b>	<b>\$30,000.00</b>

Income	Amount
Sponsor Match (minimum 50% of cash expenses)	\$15,000.00
Grant Request	\$15,000.00
<b>Total</b>	<b>\$30,000.00</b>

#10.

**Attachment A**



Proposed Location within Georgetown Park





Proposed Location within Georgetown Park



#10.



**Artist's Renderings- Georgetown Park and Proposed Public Art**





**Attachment D**

Dunwoody City Council and Key Staff

Michael Davis, Mayor

Denis Shortal, City Council Post 1

Jim Riticher, City Council Post 2

Douglas Thompson, City Council Post 3

Terry Nall, City Council Post 4

Lynn Deutsch, City Council Post 5

John Heneghan, City Council Post 6

Eric Linton, City Manager

Jessica Guinn, Assistant City Manager

Bob Mullen, Marketing and Communications Director

Michael Starling, Economic Development Director

Brent Walker, Parks and Recreation Manager

**STATE OF GEORGIA  
CITY OF DUNWOODY**

**RESOLUTION 2015-07-XX**

**A RESOLUTION IN SUPPORT OF THE APPLICATION FOR THE ATLANTA  
REGIONAL COMMISSION PUBLIC ART GRANT PROGRAM**

- WHEREAS,** the Georgetown / North Shallowford Master Plan, adopted in 2011, identifies a need for additional open space in the study area, specifically a City Park at the "PVC Site"; and
- WHEREAS,** the Atlanta Regional Commission has grandfathered the Georgetown / North Shallowford Master Plan as adequately reflecting the goals and intent of an LCI study; and
- WHEREAS,** the City of Dunwoody Parks, Recreation and Open Space Master Plan, adopted in 2011, supports the need for a City park in the Georgetown Area ; and
- WHEREAS,** the City acquired property for and constructed Georgetown Park, in accordance with the Georgetown / North Shallowford Master Plan and the City of Dunwoody Parks, Recreation and Open Space Master Plan; and
- WHEREAS,** the City Council adopted by Resolution 2014-10-26, the Fiscal Year 2015 Budget allocates \$25,000 to fund installation of a play sculpture at Georgetown Park; and
- WHEREAS,** the City looks forward to working with the Atlanta Regional Commission and the Atlanta Regional Public Art Program Grant to engage the community in designing and installing a work of public art within Georgetown Park; now

**THEREFORE, BE IT RESOLVED,** by the Mayor and City Council of the City of Dunwoody, that the City of Dunwoody supports the application for the Atlanta Regional Commission Public Art Grant Program for the installation of public art in Georgetown Park and hereby authorizes the City Manager and staff to execute all appropriate documents in pursuit thereof.

**SO RESOLVED AND EFFECTIVE** this 27<sup>th</sup> day of July 2015.

Approved:

\_\_\_\_\_  
Michael G. Davis, Mayor

Attest:

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Sharon Lowery, City Clerk

Seal