

Date: July 6, 2016

To: Dunwoody City Council

From: Brook Run Conservancy and Dunwoody Preservation Trust

Re: City Council Support of Saving and Rehabilitating the Brook Run Center

The Brook Run Conservancy and the Dunwoody Preservation Trust are leading the efforts to save a historic structure at Brook Run Park from demolition and eventually operate it as a community center.

Located near the North Peachtree Road entrance to the park, the building—now owned by the City of Dunwoody—served as the *de facto* town center for the Georgia Retardation Center for more than 30 years. The Brook Run Conservancy and the Dunwoody Preservation Trust, joined by hundreds of Dunwoody community leaders and citizens, envision a new future for the building—as a gathering, event, performance, meeting, and educational space for the residents of and visitors to the city.

A renovated and rehabilitated Brook Run Center, as the building would be called, would be a gathering place for old and young, where our community can come together and bring life to the park, both day and night. At 34,000 square feet, the Center has a theater with the capability of seating 350-400 people, a chapel, a large meeting room, and several smaller studio and classroom spaces. The space is flexible, and can be retrofitted to meet the needs of our community.

Since first appearing before the Council on March 14, 2016 we have done our due diligence on this project, including the delivery of a report of findings and recommendations regarding rehabilitation, adaptive reuse, and operations by Tomlinson Graham Group, and supporting reports by Clark Patterson Lee, TSG Design Solutions, GeoHydro Engineers, Green Circle Environmental, and AMS Planning & Research. All of these efforts have been in preparation for a limited feasibility study to be conducted by Coxe Curry & Associates, a consulting firm with 60+ years of experience in helping non-profit organizations attract resources, accomplish their missions, and serve our community. Renovation costs are estimated at \$7 million, and Coxe Curry will assist us in charting the best course for acquiring the necessary philanthropic funds. We are ready to move forward in our work with Coxe Curry as soon as we receive your vote of support for saving this building and allowing us to return it to a community asset.

Brook Run Conservancy and Dunwoody Preservation Trust look forward to presenting our vision for the Brook Run Center, answering your questions, and responding to your concerns at the July 11, 2016, meeting of the Dunwoody City Council.

### **Brook Run Center Financial Feasibility Report**



Report to the Dunwoody City Commission
Financial Feasibility of Renovating the
Brook Run Center at Brook Run Park

July 11, 2016

#### Introduction

On March 14, the Dunwoody City Council directed a group of citizen comprised of individual affiliated with the Brook Run Conservancy, the Dunwoody Preservation Trust and others to seek out information and report back on the financial feasibility of renovating the Brook Run Theater at Brook Run Park.

It proved to be a very complex assignment. However, it also became a very encouraging effort for everyone involved in the project. The group independently contracted the service of Atlanta's premier professional fundraising organization, Coxe Curry & Associates, for advice and counsel on developing a fundraising campaign of this scope. And, the group met with dozens of community groups and individuals. It also established a Facebook page and a petition page to support the effort and to keep interested Dunwoody citizens informed.

From the beginning, it became apparent to all of the members of the group that identifying the property as the Brook Run Theater was inadequate and left people with mistaken impressions.

The building is much more than a theater. In addition to the theater space, the building has significant spaces for conferences, meeting rooms, offices, receptions, and any number of other uses. Based on the feed-back that the group received from it many community contacts, it was decided that the building needed to be called the Brook Run Center to better identify it as a community asset that that multiple uses to be enjoyed by the people of Dunwoody when renovated.

Based on the many discussions, and with the experience of Coxe Curry & Associates, the group is pleased to report to the council that with the full support of the city, a 4-6 month philanthropic feasibility study can be conducted to gauge the potential for raising the funds necessary to support the full renovation of the Brook Run Theater into a full multi-use community center can be achieved.

#### **Significant Findings**

- For this project to be successful, it is critical that the City of Dunwoody and supporting community groups begin an open and honest dialog. This leads to a deliberative process of continuous incremental progress in the development of the Brook Run Center.
- The City of Dunwoody and the building managing committee will need to be fully
  aligned in full support for the renovation of the building. Potential funders will evaluate
  the project based on community support and alignment of the city, its citizens and its
  nonprofit community.
- A professional fundraising campaign tasked with raising \$4-6 million dollars would require professional fundraising support and would likely require 24-30 months for completion. This effort will require extensive meetings, presentations and achievement benchmarks.

- Although primarily identified and regarded as a community theater, the Brook Run Center has an equal or greater use as a community center capable of hosting community and civic groups, community meetings, and even city services in the event of a community emergency.
- The building will need to be leased by the city to a new third party entity for fundraising and eventual management. This type of community/nonprofit partnership is not uncommon and there are several avenues for creating an entity that fulfills community objectives while protecting the interests of the City of Dunwoody.
- The renovated Brook Run Center will require professional management with experience in community center/community theater management. All potential funding sources will seek to understand the long-term operational management and funding plan for the Brook Run Center.
- The Marcus Jewish Community Center (MJCC) and Georgia State University, Dunwoody Campus, (GSU) both appear to be probable high use tenants for the facility. The MJCC has extensive community programs for children and has expressed great interest in participating in further discussions regarding the facility. The GSU Dunwoody campus is designated by GSU with a specialization focus on theater and film studies. They have expressed interests in continuing discussions regarding use of the facility.
- There is broad community support for a community center/theater in Dunwoody.
  Recent city sponsored studies clearly documented an arts and cultural deficit within the
  city, with the biggest deficit being the lack of an incubator/location for the development
  of arts, cultural and community/civic groups. The Brook Run Center will be an asset that
  will support this effort.

#### **Market Analysis**

Nothing like the proposed Brook Run Center currently exists in the City of Dunwoody. And, given the area's highly desirable economics, demographics location within the metro area, we can reasonably surmise that land for such a project will become even scarcer and significantly more expensive over the coming years.

Each month seems to bring the arrival of a new large-scale office, residential and/or retail project to the city council. And, with each new proposal, the likelihood of a parcel being set-aside for a community center becomes more diminished. There is simply not enough available land that would dictate a highest and best use as a theater and community center.

This places an imperative on the people of Dunwoody and the city council to carefully review the possible renovation of the Brook Run Theater into a community center for the people of Dunwoody.

A Brook Run Theater renovation feasibility study previously presented to the city council detailed the positive attributes of renovating the building and the economics of doing so.

The cost of replacing the building was estimated at \$25 million, plus the cost of the land. The cost of renovating the building was estimated at \$7 - 11 million. Base on further discussions, a target renovation estimate has been revised to \$7.5 million.

#### **Outline of Renovation Funding Sources**

We have determined six primary sources for funding the renovation of the Brook Run Center. They are historic tax credits, private foundations, a new community giving program, crowdfunding and the City of Dunwoody.

#### **Historic Tax Credits**

The Federal Historic Tax Credit (HTC) encourages the preservation and reuse of the nation's built environment by offering federal tax credits to the owners of historic properties. The tax credits represent a dollar-for-dollar reduction of federal taxes owed. Since its inception in 1978, the credit has encouraged the rehabilitation of more than 38,000 historic properties representing nearly \$100 billion in private investment. This approach to community revitalization has been so successful that nearly half the states, including Georgia, now have similar programs. The Brook Run Center, a 50 year old plus building qualifies for HTC. We estimate that the Brook Run Center would qualify for approximately \$2 million in HTC.

#### **Private Funding (Foundations)**

The metropolitan Atlanta area is rich in philanthropic organizations with an extensive history of supporting the development of arts, cultural and community endeavors. Based on multiple conversations with Coxe Curry & Associates and others associated with the arts community, preparing for a campaign for the Brook Run Center will require a 4-6 month long philanthropic feasibility study to determine the capacity to secure funding from Atlanta foundations that support the arts and community development. This process will require professional fundraising support and consultation. We have been advised that a \$4-6 million campaign may require a 24-30 month effort.

#### **Corporate Funding**

Dunwoody Perimeter boasts more Fortune 500 companies than any other location in the Southeast. The fundraising effort will target these companies for participation. Opportunities will be provided for "naming rights" on the building, the theater, chapel, and the other large meeting rooms in the facility.

#### Community Giving Program (Private citizens and Dunwoody-based corporations)

The civic groups within the City of Dunwoody have never conducted a large-scale financial fundraising effort in recent memory — or ever. This endeavor will carry the responsibility of being the first. As such, the campaign to renovate the Brook Run Center at Brook Run will not only be responsible for building the first fundraising campaign of its kind in the city, but it will hopefully become a model for community fundraising campaigns in the future. This opportunity may also be explored in the philanthropic feasibility study.

#### **Crowd-funding (Online and social funding)**

Crowd-funding is a very popular current means of generating seed funding for many fundraising efforts. Although it has its limits, it can and will be used to provide special funding for specific elements within the overall fundraising campaign. It is also an excellent method of building community support for the project.

#### City of Dunwoody

The City of Dunwoody will be expected to provide funding support for the renovation of the Brook Run Center. A commitment of resources by the City of Dunwoody may leverage private sources. This support can come from bond funds, general revenue or other creative financing methods. Defining city support and participation will be determined during additional funding planning stages and negotiations with the city.

#### **Conclusions of Research**

With the support of the City of Dunwoody in word and financially, we are confident that the Brook Run Center can be restored in the configuration that currently exists (not adding a new lobby to the front of the structure) for \$7.5 million. This is supported by the Tomlinson-Graham Group study estimates. With professional management the operational expenses can be met with a combination of building rental revenue from meetings, events and productions, sponsorships of special theatrical productions and annual fundraising events. It should be noted that no events revenue was included in the Tomlinson-Graham study. By investing this money from the aforementioned sources (the great majority being derived from non-city sources) the facility will have a replacement value of \$25 million according to AMS Planning & Research Corporation. More importantly, the City of Dunwoody will provide its citizens with a quality of life component currently being offered or in the planning stages of being offered by our neighboring cities.

On June 12, 2015, the theatrical consulting group TSG Design Solutions, Inc. issued a report commissioned by the City of Dunwoody that concluded that "with the proper renovation considerations and realistic financial goals, the Brook Run Center can be transformed into a

vibrant, lively, efficient place of creative expression. Successful theatre renovation projects all over the country have proven that."

It is time to move forward toward a **public private partnership** between the City of Dunwoody, Brook Run Conservancy and the Dunwoody Preservation Trust. **With your help we can make this happen!** 

#### Petitioning Dunwoody Mayor & City Council Brook Run Conservancy

#### Save The Historic Brook Run Center!



This historic building was constructed over 50 years ago to serve as a community center (chapel, theater, classrooms, offices and basketball court) for the 300 mentally challenged people that called Brook Run home. After years of neglect and inaction, the Dunwoody City Council is considering the demolition of this historic building. A non-profit support group, Brook Run Conservancy, is leading the effort to save the facility from demolition and build support and fundraising for renovation. The objective is to save the building from demolition, raise funds for its renovation, and build an operational program for long-term viability. While significantly vandalized, the core of the 34,000 square feet facility is structurally sound, and a feasibility study supports its renovation as a 350-400 seat theater for community based performances and meeting space for civic and community events. The renovation cost is estimated at \$7.5 million. The replacement cost of the building alone (without land cost) is estimated at \$25 million. A recent study commissioned by the City of Dunwoody found that 78% of our community believes that it is important or very important to have Arts, Culture, and Creative Offerings. If you believe it is IMPORTANT to have ARTS, CULTURE and CREATIVE OFFERINGS in Dunwoody, please sign the petition below to show your support for SAVING THE BROOK RUN CENTER. Also, please SHARE this petition with your email and Facebook friends.

This petition will be delivered to:

**Dunwoody Mayor & City Council** 

# **Petition Signatures**

Name	Location	<b>Date</b>
Danny Ross	Dunwoody, GA, United States	2016-04-14
Robert Meehan	Dunwoody, GA, United States	2016-04-14
Anne Bridges	Atlanta, GA, United States	2016-04-14
Marguerite Martinez	Fayetteville, AR, United States	2016-04-14
Noelle Hooge	Atlanta, GA, United States	2016-04-14
Fred Follmer	Atlanta, GA, United States	2016-04-14
Roxanne Locarnini	Atlanta, GA, United States	2016-04-14
clare schelhammer	Atlanta, GA, United States	2016-04-14
Jim Williams	Atlanta, GA, United States	2016-04-14
Barbara Pryor	Atlanta, GA, United States	2016-04-14
Mike Harrington	Atlanta, GA, United States	2016-04-14
Beverly Armento	Dunwoody, GA, United States	2016-04-14
Pam Barnett	Atlanta, GA, United States	2016-04-14
James B. McDearmon	n Atlanta, GA, United States	2016-04-14
Concerned Citizen	New City, NY, United States	2016-04-14
Debbie Lane	Atlanta, GA, United States	2016-04-14
Donald Boyken	Atlanta, GA, United States	2016-04-14
Kenney Linton	Atlanta, GA, United States	2016-04-14
Katherine Hoogerwei	f Atlanta, GA, United States	2016-04-14
Jack Lane	Atlanta, GA, United States	2016-04-14
Bill Barnett	Atlanta, GA, United States	2016-04-14
Glen Schelhammer	Atlanta, GA, United States	2016-04-14
Dan Youmans	Atlanta, GA, United States	2016-04-14
Rick Goldstein	Atlanta, GA, United States	2016-04-14
Del Ross	Atlanta, GA, United States	2016-04-14
Anne Grabowski	Atlanta, GA, United States	2016-04-14
Casey Locarnini	Atlanta, GA, United States	2016-04-14
Betty Wills	Atlanta, GA, United States	2016-04-14
Dan Flanagan	Roswell, GA, United States	2016-04-14
Richard Jones	Dunwoody, GA, United States	2016-04-14
Linda Shulin	Atlanta, GA, United States	2016-04-14
MJ Thomas	Atlanta, GA, United States	2016-04-14
Jay Pryor	Atlanta, GA, United States	2016-04-14
Dale Wartluft	Atlanta, GA, United States	2016-04-14
Ellen Simmons	Atlanta, GA, United States	2016-04-14
Paul Lowry	Atlanta, GA, United States	2016-04-14
Iris Callaway	Dunwoody, GA, United States	2016-04-14
Sandy Fitzpatrick	Atlanta, GA, United States	2016-04-14
David Long	Atlanta, GA, United States	2016-04-14
Patricis Davis	Atlanta, GA, United States	2016-04-14
Ingrid Gero	Atlanta, GA, United States	2016-04-14

Name	Location	Date
Trey Chiles	Atlanta, GA, United States	2016-04-14
Greg Kirsch	Atlanta, GA, United States	2016-04-14
Name Location Date		
Ronda Cheatham	Atlanta, GA, United States	2016-04-14
Gerri Penn	Atlanta, GA, United States	2016-04-14
Jim Morris	Atlanta, GA, United States	2016-04-14
Stacey Lucas	Atlanta, GA, United States	2016-04-14
Dale Nacke	Atlanta, GA, United States	2016-04-14
Mark Ross	Atlanta, GA, United States	2016-04-14
Donna Squire	Atlanta, GA, United States	2016-04-14
Mary Alice Bancroft	Atlanta, GA, United States	2016-04-14
ANDREW DURHAN	M Atlanta, GA, United States	2016-04-14
Graeme Hefner	Dunwoody, GA, United States	2016-04-14
Frank Kirkland	Atlanta, GA, United States	2016-04-14
Joann Fleckenstein	Atlanta, GA, United States	2016-04-14
Michael Barrett	Dunwoody, GA, United States	2016-04-14
Larson Annette	Atlanta, GA, United States	2016-04-14
Phillip Grant	Atlanta, GA, United States	2016-04-14
Stacia Lupoli	Atlanta, GA, United States	2016-04-14
Joan Ross	Atlanta, GA, United States	2016-04-14
Sidney E Linton	Atlanta, GA, United States	2016-04-14
-	S Atlanta, GA, United States	2016-04-14
Michael Caldwell	Dunwoody, GA, United States	2016-04-14
Kathy Florence	Atlanta, GA, United States	2016-04-14
Bob Cronin	Atlanta, GA, United States	2016-04-15
William Trent	Atlanta, GA, United States	2016-04-15
Martha Brideau	Atlanta, GA, United States	2016-04-15
Laurel Sybilrud	Atlanta, GA, United States	2016-04-15
Sonya Zinn	Atlanta, GA, United States	2016-04-15
Anna Drost	Atlanta, GA, United States	2016-04-15
Marilyn Anchors	Atlanta, GA, United States	2016-04-15
Carol Niemi	Atlanta, GA, United States	2016-04-15
Beth McTighe	Atlanta, GA, United States	2016-04-15
Jamie Hunter	Atlanta, GA, United States	2016-04-15
Bill Marrack	Atlanta, GA, United States	2016-04-15
Barbara Kiriazis	Atlanta, GA, United States	2016-04-15
Jimmy Butts	Atlanta, GA, United States	2016-04-15
Elaine Dolt	Atlanta, GA, United States	2016-04-15
Johanna Tate	Atlanta, GA, United States	2016-04-15
Harry C Butcher	Atlanta, GA, United States	2016-04-15
Gary Simons	Atlanta, GA, United States	2016-04-15
Kathy Grant	Atlanta, GA, United States	2016-04-15
John HOULIHAN	Atlanta, GA, United States	2016-04-15
Melanie Williams	Atlanta, GA, United States	2016-04-15
Katie Schmitz	Atlanta, GA, United States	2016-04-15
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Name	Location	Date
Hal Paris	Atlanta, GA, United States	2016-04-15
Doris Williams	Atlanta, GA, United States	2016-04-15
Celine Cheatham	Atlanta, GA, United States	2016-04-15
Name	Location	Date
Sharon McKinnis	Atlanta, GA, United States	2016-04-15
Don Coker	Atlanta, GA, United States	2016-04-15
Randolph Lewis	Atlanta, GA, United States	2016-04-15
Beverly Lammers	Atlanta, GA, United States	2016-04-15
Christina Wheeler	Atlanta, GA, United States	2016-04-15
Betsy Ashford	Alpharetta, GA, United States	2016-04-15
Carol Rinzler-Groom	Atlanta, GA, United States	2016-04-15
David Grayson	Atlanta, GA, United States	2016-04-15
Andres Martinez	San Juan, United States	2016-04-15
Addie & Al Alberghi	ni Atlanta, GA, United States	2016-04-15
_	z Phelan, CA, United States	2016-04-15
Karen Whitehead	Brookhaven, GA, United States	2016-04-16
Becky Jones	Dunwoody, GA, United States	2016-04-16
Jim Redovian	Atlanta, GA, United States	2016-04-16
Eddie Levin	Atlanta, GA, United States	2016-04-16
Sherrill Redovian	Atlanta, GA, United States	2016-04-16
Nikki Woolums	Muncie, IN, United States	2016-04-16
David Dalrymple	Atlanta, GA, United States	2016-04-16
Kelly Spratling	Atlanta, GA, United States	2016-04-16
Janet Bisig	Atlanta, GA, United States	2016-04-16
Kent Brooks	Atlanta, GA, United States	2016-04-16
Greg Adcox	Atlanta, GA, United States	2016-04-16
Jane Hendrix	Duluth, GA, United States	2016-04-17
Jan Higginbotham	Atlanta, GA, United States	2016-04-17
Nicole Nappo	Tucker, GA, United States	2016-04-17
Richard Bush	Atlanta, GA, United States	2016-04-17
Jean Cox	Dunwoody, GA, United States	2016-04-18
Ashley Ashley	Atlanta, GA, United States	2016-04-18
Angela Miretsky	Atlanta, GA, United States	2016-04-18
Louis Hlad	Atlanta, GA, United States	2016-04-19
Meredy Shortal	Atlanta, GA, United States	2016-04-20
Louise Campbell	Atlanta, GA, United States	2016-04-20
Lynn Tinley	Atlanta, GA, United States	2016-04-20
Michael Marsau	Atlanta, GA, United States	2016-04-20
Michael Menis	Atlanta, GA, United States	2016-04-20
Sabrina Lin	Atlanta, GA, United States	2016-04-21
Mary Lynn Brooks	Atlanta, GA, United States	2016-04-21
Andrew Bruno	Atlanta, GA, United States	2016-04-21
Candi Miller	Atlanta, GA, United States	2016-04-22
Michael Barker	Atlanta, GA, United States	2016-04-22
Meredith Moreland	Atlanta, GA, United States	2016-04-22
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Name	Location	Date
Julia Andrle	Atlanta, GA, United States	2016-04-22
Kimberly Gibbs	Atlanta, GA, United States	2016-04-23
Jill Kleinman	Atlanta, GA, United States	2016-04-24
Steven Rubinacci	Atlanta, GA, United States	2016-04-24
Sandie and Hal Paris	Atlanta, GA, United States	2016-05-07
Jerry Travers	Atlanta, GA, United States	2016-05-07
Jeanne Eichler	St. Louis, MO, United States	2016-05-07
Becky Guthrie	Atlanta, GA, United States	2016-05-13
Wade Wright	Atlanta, GA, United States	2016-06-06
Jill Jordan	Atlanta, GA, United States	2016-06-15
Christina Wheeler	Atlanta, GA, United States	2016-06-25
Adrian Bonser	Atlanta, GA, United States	2016-06-28

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By Signing below you are showing your support for Saving the Historic Brook Run Theater. Thank you!

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Viena a Shaw	
Chris Shaw	
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Ryan Johnson	HYPERPHASE COMMIT. CON
Ruby Johnson	RBY @ HYPERPHASE.com
Shelia Gaddis	shelia gaddis é gmail
Mary Rusmeiger	
Clar Wearn	Ebruar 2 @ gmanl.on

Name	Email Address
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Caroline Mate	monte 1340 Poomcast.
Lylvin Fallon	

### Supporters Most recent comments

It would be irresponsible to throw away a perfectly good facility that meets an existing need in the community. I do not understand the rush to tear it down. If it takes 10 years to raise the funds to renovate it, so what? What is lost by allowing the community time to fund this? -*Gary Simons*, Atlanta, GA

I absolutely believe this structure should remain and efforts made through the community, towards bringing it back to life; the usefulness of this theater and facility, will eventually be realized.

There should be time given for this project to unfold and move in the direction of its full usefulness to this community. Renovation eventually being done in steps to completely find its place of usefulness for this community.

I see this as being a wonderful community project that will be well appreciated through the years. **-Sandie Laborde Paris and Hal Paris**, Dunwoody, GA

I believe in preserving rather than destroying.

-Geraldine Penn, Dunwoody, GA

I have lived in Dunwoody since 1974 and I think we are very overdo for a cultural center and Brook Run would be ideal for what our wonderful city needs. It is in a perfect location. Can't understand the opposition. We are so fortunate to have this facility. Sad it has been empty all these years.

Please let's save this great gift we have!.

-Iris Callaway, Dunwoody, GA

It is important to consider the overall possibilities within the building--theater, chapel, classrooms, offices, basketball court---community center, senior center. *-Jill Kleinman*, Atlanta, GA

I believe Dunwoody would benefit from having a Cultural Arts Center that would house a 350-400 seat theatre as well as provide meeting space for civic and community events! With the economy as tight as it is today why throw away an existing space that can be renovated for \$11 million dollars in order to build a new building estimated to cost \$25 million and that doesn't include the land the building would sit on and just where would that building sit? Let's use our heads on this proposal - and agree to renovate the Historic Brook Run Theatre! This area if full of talented, creative people - let's give them a new home to call their own! Thank You! See you at the theatre! -Sherrill Redovian, Dunwoody, GA

I grew up in Dunwoody and used to volunteer at the GRC as a child. I remember this theater. I have enjoyed coming home and seeing the amazing ways that the city has transformed the space into a great place for community. This theater makes sense- not only is it a great resource for the community, but it is also located in an accessible place-- ready to welcome others to enjoy what Dunwoody arts has to offer. -*Jeanne Eichler*, Saint Louis, MO

We need more cultural offerings in Dunwoody and preserving a historic theater in the middle of Dunwoody's largest park seems like a wonderful place to do it. **-Julia Andrle**, Dunwoody, GA

Restoring old buildings are important for the next generation to see the importance of things past. -*Candi Miller*, Atlanta, GA

Dunwoody needs a community theater building and a place where other community organizations can meet. If we had a theater building, we would have an incubator for growing arts in Dunwoody! -*Randolph Lewis*, Dunwoody, GA

I think we need this to be a venue that can be used by several business and groups in our city. -*Mary Lynn Brooks*, Atlanta, GA

It is important to save the theater in order to preserve the history of the park, to preserve a type of architectural history that is quickly vanishing, and to provide a public venue for community events. **-Lynn Tinley**, Atlanta, GA

This is good for Dunwoody. -Linda Keleher, Dunwoody, GA

This is beneficial to citizens of all ages. -Meredy Shortal, Dunwoody, GA

I am behind Danny Ross all the way on this one. We need to save that theater. -*Louis Hlad*, Dunwoody, GA

Saving this theater benefit for residents of Dunwoody and bring more activities and more people to the community. -*Angela Miretsky*, Atlanta, GA

A city with the status of Dunwoody needs a meeting place for civic and cultural events. -Ashley Ashley, Atlanta, GA

Location cost of new theatre -Jean Cox, Dunwoody, GA

We need more theatre!!!! -Nicole Nappo, Tucker, GA

The building is worth saving! -Kent Brooks, Dunwoody, GA

More arts in Dunwoody area. -Janet Bisig, Atlanta, GA

A new home for the Arts in our community is vital to our continued cultural growth. **-David Dalrymple**, Atlanta, GA

I truely believe in this effort. -Jim Redovian, Atlanta, GA

It's time for smart decisions and for the Council to listen to the Community about what IT wants, not what the City wants us to have.

-Addie and Al Alberghini, Atlanta, GA

I am glad I helped save the Fox Theater in the 1970's. -*Betsy Ashford*, Alpharetta, GA

I want to restore the Brook Run Theater. -Don Coker, Atlanta, GA

I sincerely believe that this building has huge value to our community. It would be a travesty for it to disappear. -*Melanie Williams*, Atlanta, GA

We need to preserve those institutions and structures that have made Dunwoody what it is. If we can do that through public/private joint participation we should do so. **-John Houlihan**, Atlanta, GA

Don't agree with notion that we have to knock things down. We should provide care and embrace what we already have. Stagedoor and Dan & Co; two great performing groups already in Dunwoody would benefit as would others. *-Harry Butcher*, Dunwoody, GA

This is a wonderful building unlike any other in Dunwoody. It is part of our cities history and should be a part of it's future!! -*Johanna Tate*, Atlanta, GA

We need this facility to complete our city. -Jimmy Butts, Atlanta, GA

We won't be able to do better with a rebuild than we can with a renovation. **-Beth McTighe**, Atlanta, GA

I think it will be a facility for all to enjoy and participate in productions. It would be wonderful to use the existing structure within the park to make Brook Run a multifaceted experience for people with many interests. -*Anna Drost*, Dunwoody, GA

I want to see more arts and entertainment options in Dunwoody. -*Sonya Zinn*, Atlanta, GA

I agree that there is so much untapped potential at Brook run! Save this theater and make this the central park of Dunwoody! -*Bob Cronin*, Dunwoody, GA

I looked at the theater this afternoon while at Lemonade Days and was picturing picnic/tailgating opps like available at Oglethorpe during Shakespeare Theatre on the lovely grassy area next to the theatre. Save this building! Let's make a wonderful community performance venue, location for community events and maintain it with opportunities for private rental. Dunwoody needs this. Dunwoody

deserves this. Why destroy when we can preserve? Let's make lemonade! -*Kathy Florence*, Atlanta, GA

Having this building would enhance the quality of life for the citizens of Dunwoody and neighboring communities by offering arts, cultural, business and community opportunities. The building is a sound structure and would be a wonderful multiuse facility. The cost of restoration would be far less than a new structure, and this could be accomplished in far less time.

I believe in the historic value of this building, as well as the architectural. It would provide a fabulous home for performing arts in Dunwoody, as well as community meeting space, events space, etc. **-Joan Ross**, Atlanta, GA

Tearing it down is shameful! It should be restored and USED!!! -*Larson Annette*, Atlanta, GA

I want to save the theater! It will be a great asset for the community. -*Mike Barrett*, Atlanta, GA

I am signing this petition as an avid arts and culture enthusiast. Not only would having such a venue within walking distance increase the quality of our lives, it would increase the property values of the surrounding communities. Don't let this historic treasure be demolished! *-Joann Fleckenstein*, Atlanta, GA

This could become a premiere theatre/musical venue for Dunwoody! Put us on the map! -*Andrew Durham*, Atlanta, GA

I believe that this historic building needs to be saved. There is a need for this type of space. SAVE IT!! Please -*Mary Alice Bancroft*, Atlanta, GA

This theater is of great value to the City of Dunwoody, its citizens and people in the surrounding area. We need to support this valuable building and its history along with the value of Arts in the area. **-Donna Squire**, Atlanta, GA

We need to improve all aspects of our beautiful city. -Patricia Davis, Atlanta, GA

Arts facilities are a missing piece in the City of Dunwoody. Dunwoody has addressed many other quality-of-life needs, except for this. The building is very unique, irreplaceable, and would provide a facility for many missing pieces. I have enjoyed sports, nature and arts for several decades. I've had season tickets to theater, ballet and symphony over many years. *-Paul Lowry*, Atlanta, GA

I believe it is critical that we save this "historic gem", and this "future gem" for the city of Dunwoody. It's future value to this city and its residents will far outweigh the cost of restoration. *-Dale Wartluft*, Atlanta, GA

It's a good location, the infrastructure is sound and to renovate the Brook Run theater will be less expensive than building a new one.

-Jay Pryor, Dunwoody,GA

Saves \$\$, it is still inhabitable, would help unite this community *-Linda Shulin*, Atlanta, GA

Because I think the theater is a great asset for the community. -*Richard Jones*, Atlanta, GA

I support the arts. -Dan Flanagan, Roswell, GA

I feel strongly that supporting the arts is essential to a thriving, vital city, and renovating this theater is the most direct and fiscally responsible way to accomplish that goal. -*Casey Locarnini*, Atlanta, GA

Theatre arts unite a community in a powerful, unique way. Having a versatile performance venue at the heart of Dunwoody will create significant value for all of us. *—Jamie Hunter*, Atlanta, GA

I also believe the Brook Run Theater would be a wonderful amenity to the city of Dunwoody. -*Rick Goldstein*, Atlanta, GA

This theater has been a performance space to my dance company since the seventies and has permitted hundreds of Dunwoody young artists to aspire successful careers! Dunwoody needs this space !!!

-Dan Youmans, Marietta, GA

It is the correct and smart thing to do for our city.

-Glen Schelhammer, Atlanta, GA

The City should use the theater and the additional meeting space to create another destination in the park for seniors, children and families. A Senior Center is a great use of the building and a recreational area for kids summer programs is another use. **-Donald Boyken**, Atlanta, GA

Brook Run is the right place for this type of facility.

-James B. McDearmon, Atlanta, GA

This important historic building will be a gem in Dunwoody one day, and everyone will be so proud that but was saved.

-Beverly Armento, Dunwoody, GA

This is a must do endeavor !!! -Mike Harrington, Atlanta, GA

This will be a wonderful heart of our Dunwoody arts and cultural community.

#### -Barbara Pryor, Atlanta, GA

The building is more than a theater and community center. It is also capable of being an economic driver for our city. *-Jim Williams*, Atlanta, GA

I'm in favor of saving this historical building. -Clare Schelhammer, Atlanta, GA

I feel very strongly that our city is working to save the history. This theatre is no different than the Farm House and will prove to be even more useful to the community at large. It is a wonderful space and we should work to make it so again. *-Roxanne Locarnini*, Atlanta, GA

It would be lovely to plan an evening beginning at one of our favorite local restaurants followed by a production in the theater at Brook Run! -*Anne Bridges*, Dunwoody, GA

As a musician, performer, educator, conductor and avid audience member too, I'm always looking for wonderful performance space to hear and be heard, see and be seen. To take away this chance when it's in our back yard? That's just not seeing the big picture. *-Noelle Hooge*, Atlanta, GA

I grew up in Dunwoody. Save the character of the city! Support the arts. Save the theater! -*Marguerite Martinez*, Fayetteville, AR

A tremendous asset - a large stage, even an orchestra pit for musicals. And a lot of other rooms useful for groups of many sizes.

-Robert Meehan, Dunwoody, GA

Councilmen, please don't use OUR MONEY to ruin the peaceful nature of Brook Run with athletic fields. The Arts and Nature are natural companions. Cleats, sports traffic and trash from people in other communities are not! Our world needs more places we can commune with nature and express artistically. Sports are plentiful. Arts are the first thing to be cut from schools. We have an opportunity to make Dunwoody world class. Don't be short sighted!!!

-Christina Wheeler, Atlanta, GA

We can't allow this community treasure to be lost. -Wade Wright, Atlanta, GA The Historic Brook Run Theater deserves to be saved also because of the role it played in the history of the treatment of mental health. For 30 years, it was the center of activities at Brook Run mental health center, where many young people were given the opportunity to live, learn and thrive. It's the only thing left of an institution that was once ranked in the top 1% nationally. I signed the petition and urge all of you to do the same.

-Carol Niemi, Dunwoody, GA

Thank you for being a leader in this, Mr. Ross. It would be such a loss to lose this historic venue! -*Joann Fleckenstein*, Dunwoody, GA

I am in favor of restoring the Brook Run Theater and will be happy to help in any way! I hope this reaches our caring neighbors who realize the value of having a venue like this. (Dunwoody can't be all Perimeter Mall and State Farm)

-Ann Larson, Dunwoody, GA

I have signed the petition and I have posted on Facebook. This is a wonderful cause, and I hope you are successful in getting the community behind you. I have been so impressed with all of the improvements to Brook Run over these last few months. You notice them each time you go out on the trail. It would be a shame not to renovate this space. *-Ingrid Gero*, Dunwoody, GA

It is important to have arts, culture and creative offerings in Dunwoody. Brook Run Theater has so much to offer and would make the perfect venue. I signed the petition and whole-heartedly support you in this endeavor. I am committed to providing as much time and energy as possible towards the renovation. Furthermore, I am pledging \$1000 (from my 2016 contributions funds) to Brook Run Conservancy for the renovation of the theater. The community needs this structure for a cultural and performing arts center as well as meeting/classroom space. It's time the city provides the citizens with such a facility and something other than youth oriented programs. I hope others will join me in financially supporting this endeavor to the extent they are able. Let's show city hall it can be done! *-Cheryl Summers*, Dunwoody, GA

Using this facility as a community arts incubator rather than handing programing to a single group would help Dunwoody shine a light on the arts and become an Atlanta arts hub for new arts organizations. Many communities across the country have used a facility such as this and opened the stage to many young arts organization allowing them to grow due to shared infrastructure, facility amenities, PR, box office etc. By working together, these groups will be further strengthened by sharing talent. Designing an arts incubator program in affiliation with Georgia State Dunwoody campus helps provide personnel, and educational opportunities for those wanting to build a career in arts management.

-Mark Perloe, Dunwoody, GA



5342 Tilly Mill Road Dunwoody, GA 30338 678.812.4000 Fax 770.698.2055

2016-2017 Board of Directors

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Brook Run Conservancy 5165 N. Peachtree Road Dunwoody, Georgia 30338

Subject: Support for Restoring the Brook Run Center

Dear Conservancy:

The Marcus Jewish Community Center of Atlanta, Inc. has been located in Dunwoody, Georgia for over 50 years. A core part of our programming is Arts and community adult and youth theater. As a supporter of the Arts and as a good neighbor, the MJCCA supports the community's efforts to save the existing Brook Run Center, formerly called the Brook Run Theater.

I understand that this historic structure is an important asset to the Dunwoody community and plans are being considered to rehabilitate it for use by organizations, businesses, individuals and the community-at-large. The renovated building can become a true "center" of activity in the City of Dunwoody and has great potential for many uses.

Facilities like Brook Run Center are needed in our community, as there is no comparable structure in the area. MJCCA can envision using the restored facility and supports the efforts of the Conservancy to save the building and encourages the community to raise needed funds to restore Brook Run Center to where it becomes another jewel in Dunwoody's crown.

Sincerely,

Joel S. Arogeti, Esquire Chairman of the Board

cc: Jared Powers, CEO









# **Dunwoody Preservation Trust**PO Box 888658, Dunwoody GA 30356 P: 770-668-0401 F: 404-445-7949 www.dunwoodypreservationtrust.org

### 2015-2016 Board of Directors

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Joyce Amacher Lynne Byrd July 5, 2016

Brook Run Conservancy 5165 N. Peachtree Road Dunwoody, Georgia 30338

Dear Conservancy:

The Board of Directors of Dunwoody Preservation Trust fully supports the initiative to preserve and rehabilitate the Brook Run Center (formerly known as the Brook Run Theater). The repurposing of this building will preserve an important piece of the heritage of our City, and will provide our community with a valuable multipurpose community center in a very short period of time.

There is a groundswell of local support for this project and Dunwoody Preservation Trust stands with you in your efforts to return this facility into service to the community. Brook Run Center will satisfy a pressing need for meeting, performance and event space, and for use by organizations, businesses, individuals and the community-at-large. It will be a valuable asset to the City of Dunwoody and an important piece of Dunwoody's heritage.

¿ Volores Landerdola

Very truly yours,

Melanie Williams and Dolores Lauderdale

Co-Presidents, Dunwoody Preservation Trust

### THE LAW OFFICE OF W. WRIGHT DEMPSEY, JR., LLC

2402 Mount Vernon Road Suite 205 Dunwoody, GA 30338

Phone (404) 375-5783 Email wdempsey@wrightdempseylaw.com Web wrightdempseylaw.com

July 6, 2016

Brook Run Conservancy Attn: Board of Directors 5165 N. Peachtree Road Dunwoody, GA 30338 via email to ddross@bellsouth.net

**RE:** Brook Run Center Campaign

Dear Board Members:

As a business owner in Dunwoody, and moreover, as a resident of the Village Mill neighborhood who frequents Brook Run Park, I write to provide my unequivocal support of the initiative to save the Brook Run Theater building which is now known as the Brook Run Center.

I wear several hats in the preservation community and believe that my experience in those roles offers me a unique perspective in this debate. You may certainly offer that information in support of your position to the City of Dunwoody. Locally, I am the Vice President of Development for the Dunwoody Preservation Trust. I am also the Vice Chairman of the DeKalb County Historic Preservation Commission and am the newly appointed Executive Director of Easements Atlanta, Inc. Additionally, one of the concentrations in my law practice is historic preservation and cultural resource conservation.

The historic structure is an important asset to the community and should be rehabilitated for use by organizations, businesses, individuals, and the entire community. The renovated building would become a true "center" of activity in the City of Dunwoody and has great potential for many uses. I am sure that others are writing to show their support and have some statistics about the building and its use. I would like to put it in a larger context for you, both historical and functional.

First, when viewed through the lens of history, the story of the hospital that formerly occupied the Brook Run site will be officially erased from the physical history once that building is removed. The City has taken down all of the remaining institutional buildings on the huge campus, and many of those spaces are just lying fallow as underutilized "green space." (More of that will certainly not enhance the property.) The evolution of mental treatment and residential facilities in Georgia has been profound in the last few years with the shift to smaller, private residences, and campuses such as Brook Run are being destroyed as a result.

### THE LAW OFFICE OF W. WRIGHT DEMPSEY, JR., LLC

Brook Run Conservancy Letter July 6, 2016 Page 2

As a member of the DeKalb HPC, we have approved the demolition of similar buildings on the Briarcliff campus of Emory University. It was not an easy decision for our body. Those buildings were infill construction on a former Candler estate. They were not contemporaneous with the surrounding community and did not offer integrity to the site's primary purpose as developed. They were, however, strong examples of the International Style of institutional construction popular in the 1950s-1960s. Nonetheless, we required those buildings to be fully documented before being demolished so that a photographic record would survive. On a side note, those buildings which have not yet been demolished are currently being used for the booming film industry in Georgia.

I suspect that no such photographic record exists for the Brook Run Campus. Preserving this structure would be the last vestige of the actual original development of the property, thus making it more historically significant than the Emory buildings in fact. With the walking trail and open spaces around campus, opportunities abound to integrate the story of the original hospital that has been all but forgotten. The pinnacle of that story would be the historic theater building which would serve as a grand feather in the cap for the City. Rehabilitation would benefit the local community, the county, and the region in addition to the honor and memory of the patients who previously resided on the campus.

Second, from a functional perspective, historic preservation makes good financial sense. Much has been documented, by groups such as the Georgia Trust, on the unnecessary and wasteful burdening of landfills with construction debris from buildings that could otherwise have been repurposed. Easements Atlanta, for instance, holds façade easements on 40 different properties in the City of Atlanta, many of which are similar in size to some of the Brook Run buildings, particularly the extant Center.

The Georgia Historic Preservation Division did a study in 2010 that offered insight into the immense value that historic preservation offers in terms of economics—both directly and indirectly. Saving a building like this offers jobs to skilled artisans and tradesmen, interpretative opportunities for historians and archaeologists, and creates a tourism industry boost.

Finally, one just has to look a few miles down Mt. Vernon to Sandy Springs and see the other side of this coin—spending well over \$100 million dollars to build a new structure in an already burdened and overdeveloped area. The location, size, and history of Brook Run Center will offer a much better facility, in my opinion.

### THE LAW OFFICE OF W. WRIGHT DEMPSEY, JR., LLC

Brook Run Conservancy Letter July 6, 2016 Page 3

There is a need for the Brook Run Center in our community, as there is no comparable structure in the area. I am willing to support the initiative financially or professionally as I am able.

Very truly yours,

THE LAW OFFICE OF W. WRIGHT DEMPSEY, JR., LLC

/s/ W. Wright Dempsey, Jr.

W. Wright Dempsey, Jr.



1026 Ponce de Leon Ave, NE Atlanta, GA 30306 phone 404-873-3365 fax 404-873-0756 www.aysc.org

info@aysc.org

July 1, 2016

Brook Run Conservancy 5165 N. Peachtree Road Dunwoody, Georgia 30338

Dear Conservancy:

I would like to show my support of the initiative to save the existing Brook Run Center, formerly called the Brook Run Theater.

As the Music Director of a large arts organization for children, I know all too well that families need a quality facility that offers a variety of enrichment opportunities near their community that includes the arts. If this historic structure is saved and rehabilitated, our organization would definitely be interested in producing programs in the Dunwoody area. We currently run classes in the northern crescent, but our program could see a broadening of our service to this community if we were able to relocate classes and a series of concerts to the Brook Run facility. The renovated building would become a true "center" of activity in the City of Dunwoody and has great potential for many uses in addition to the arts.

There is a need for the Brook Run Center in the northeast corridor of metro Atlanta. There is simply no comparable structure in the area. I heartily support the efforts of the Conservancy to save the building and raise the needed funds.

Sincerely,

Paige F. Mathis

Music Director

Atlanta Young Singers of Callanwolde



July 3, 2016

Brook Run Conservancy 5165 N. Peachtree Road Dunwoody GA 30338

Dear Conservancy:

**Stage Door Players**, the professional theater that has been in Dunwoody for 42 seasons, supports the initiative of the Conservancy to save the Brook Run Center, formerly called the Brook Run Theater located in Brook Run Park.

With the larger stage area, the orchestra pit, and increased seating capacity, the **Stage Door Players** could have a space that would afford us the opportunity to bring larger plays to the community, to teach students theater and the importance of "presence", and a location for the Cultural Arts community to call home. Our Dunwoody business community would have the availability of larger function space for meetings, training sessions, and workshops. The community would have the availability of function space for events that is badly needed in Dunwoody.

Located within walking distance of Georgetown, this historic structure is an important asset to the community and could be a true "center" of activity in the City of Dunwoody. **Stage Door Players** supports the efforts of the Conservancy to raise funds, save and creatively renovate the building to become an attractive addition to the Brook Run Park. The cost of the renovation will be much less than to build a new building at some future date.

Sincerely,

Debbie Fuse, President

Stage Door Players Board of Directors



## Dan & Company Studios of Dunwoody

To whom it may concern:

Please let this letter serve as my desperate plea for the City of Dunwoody to preserve the Brook Run Theater.

I am, Dan Youmans, owner and Director of Dan and Company Dance Studios in Dunwoody since 1971. We were fortunate enough to perform in this theater when it was new and part of the Mental Retardation Center and utilized it for years to showcase our dance students locally, many of which have gone onto stellar careers on Broadway and Internationally for 46 years! Without this very intimate local theater, our success in training the many hundreds of Dunwoody's talented individuals, would NOT have been possible! It's affordability also made our limited early budget, survive in tough financial times!!!

Together with my fellow Artistic Directors of regional dance and theater we would definitely continue to utilize and provide financial support regurlarly to this facility for the use of showcasing our students and enlightening the Dunwoody Arts community often. To restore the Brook Run Theater would be a "win-win", for Dunwoody for Many years to come. No longer would arts and community groups in Dunwoody have to look to Atlanta theaters and their costly rental fees, in order to showcase the talents of young Dunwoody performers now training diligently in Dunwoody studios! Lets bring our Dunwoody talent back to a wonderful theater home right here in our Dunwoody community...the Brook Run Theater!! Thank you so much for your consideration.

Dan H Youmans

Owner/Director

Dan & Company Studios Atlanta Jazz Theatre Dance Company



Chattahoochee Handweavers Guild P.O.Box 889244 Atlanta, GA 30356 Phone 404-855-1244

July 3, 2016

Brook Run Conservancy 5165 N. Peachtree Road Dunwoody, GA 30338

#### Dear Conservancy,

The Chattahoochee Handweavers Guild supports the initiative to save the existing Brook Run Center, formerly known as the Brook Run Theater.

This historic structure is an asset to the arts community and thus an important asset to the City of Dunwoody, a community dedicated to supporting the arts. Our organization can envision our use of this historic building as a site for our International Juried Shows and our Members Shows and many other activities our Guild hosts.

Renovating this building would provide a more personal feel to any display of art. There is no other facility in our area, unless you consider the beloved Fox Theater, a facility that was given a renewed life. The Chattahoochee Handweavers Guild (1955-2016) can envision our use of this restored facility and support the efforts of the Conservancy to save and raise the needed funds.

Sincerely,

Mary Sadler Chattahoochee Handweavers Guild President 2014-2017 July 5, 2016

Brook Run Conservancy 5165 N. Peachtree Road Dunwoody, Georgia 30338

**Dear Conservancy:** 

I, Dolores Lauderdale, support the initiative to save the existing Brook Run Center, formerly called the Brook Run Theater.

The historic structure is an important asset to the community and should be rehabilitated for use by organizations, businesses, individuals and the community-at-large. The renovated building would become a true "center" of activity in the City of Dunwoody and has great potential for many uses.

My profession, cultural desires and volunteerism enable me to flourish within the community and visualize a critical need for a center of this nature. My most recent title as Ms. Senior Georgia allows me to examine a massive amount of uses for this beautiful theatre.

There is a need for the Brook Run Center in our community, as there is no comparable structure in the area. I support the efforts of the Conservancy to save the building and raise the needed funds.

Sincerely,

Dolores Lauderdale 404-933-6033

July 5, 2016

Brook Run Conservancy 5165 N. Peachtree Road Dunwoody, Georgia 30338

Dear Conservancy:

My wife, Sally, and I strongly support the initiative to save the existing Brook Run Center, formerly called the Brook Run Theater.

This historic structure is an important asset to the community and should be rehabilitated for use by organizations, businesses, individuals and the community-at-large. The renovated building would become a true "center" of activity in the City of Dunwoody and has great potential for many uses...theater, musical events, dance troupes, weddings, meeting space for volunteer groups, seniors center...the list is long.

We have lived in Dunwoody for over 35 years. We have been, and continue to be, involved with volunteer groups both in the community and for the City. We recognize a definite need for the Brook Run Center, as there is no comparable structure in the area. We can envision a restored facility where we can all be involved, and we support the efforts to save the building with our time and our contribution to raising the needed funds.

Sincerely,

Wade Wright

Robert H. Massey 4650 Dellrose Dr Dunwoody, Ga. 30338

Brook Run Conservancy 5165 N. Peachtree Rd. Dunwoody, Ga. 30338

Dear Conservancy:

I am writing to support saving the Brook Run Center also known as the Brook Run Theater. This historic structure represents a unique opportunity for our community to come together and save a valuable and unique asset. The renovated building would provide a center of activity for many uses both public and private.

Saving and rehabilitating this building will add to the charm of Dunwoody, imagine how wonderful it would be to have a theater and meeting place in our beautiful Brook Run Park. This location is out of the Perimeter Center traffic and has adequate parking.

We need time to raise awareness of the true value of this asset and develop a reliable financial plan that will provide for rehabilitation and operation.

Thanks for taking on this important project.

Sincerely,

Robert H. Massey

#### Sara Anne Massey 4650 Dellrose Drive Dunwoody, GA 30338

Brook Run Conservancy 5165 N. Peachtree Road Dunwoody, Georgia 30338

Dear Conservancy:

I want to support saving the existing Brook Run Center, formerly called the Brook Run Theater.

The historic structure is an important asset to the community and should be rehabilitated for use by organizations, businesses, individuals and the community-at-large. The renovated building would become a true "center" of activity in the City of Dunwoody and has great potential for many uses. The existing facilities available for meeting; seem to all be either "corporate" or "religious". The library rooms have always been booked out so far that I have never been able to make use of them. I know at my employer that we often use off site facilities and like them to be "out of an office environment". The park location is perfect for these types of meetings. We strive to make Dunwoody "different" and "special" this Center would encourage that feeling.

There is a need for the Brook Run Center in our community, as there is no comparable structure in the area. I can envision using the restored facility and support the efforts of the Conservancy to save the building and raise the needed funds.

Once the building is gone we cannot replace it. Let's slow down the process and allow more time for fundraising. I believe as long as there is controversy over the Center remaining that it is impossible to get a take on the fundraising environment. The Brook Center has several things in its favor; Ideal situation for parking or valet; Central to Dunwoody and Out of the Perimeter Center traffic, another opportunity to show visitors what Dunwoody has to offer!

Thank you for taking on this important project.

Sincerely.

Sara A. Massey

July 6,2016

Brook Run Conservancy 5165 N. Peachtree Road Dunwoody, Georgia 30338

Dear Conservancy:

I had the opportunity to tour the Brooke Run Center today. Even though I have driven by it many times, I had no idea what an asset we had here in the City of Dunwoody. I would guess the vast majority of Dunwoody residents have no idea either.

After a brief tour, I feel strongly we should take advantage of this tremendous structure and what it could do for our young city. I would be very surprised if a good manager couldn't make this a profitable venture for Dunwoody.

I, Bill Barnett, support the initiative to save the existing Brook Run Center, formerly called the Brook Run Theater.

The historic structure is an important asset to the community and should be rehabilitated for use by organizations, businesses, individuals and the community-at-large. The renovated building would become a true "center" of activity in the City of Dunwoody and has great potential for many uses.

There is a need for the Brook Run Center in our community, as there is no comparable structure in the area. I, Bill Barnett can envision using the restored facility and supports the efforts of the Conservancy to save the building and raise the needed funds.

Sincerely,

Pam Barnett

Saturday July 2, 2016

Brook Run Conservancy 5165 N. Peachtree Road Dunwoody, Georgia 30338

Dear Conservancy:

Hope Follmer supports the initiative to save the existing Brook Run Center, formerly called the Brook Run Theater.

The historic structure is an important asset to the community and should be rehabilitated for use by organizations, businesses, individuals and the community-at-large. The renovated building would become a true "center" of activity in the City of Dunwoody and has great potential for many uses.

There is a need for the Brook Run Center in our community, as there is no comparable structure in the area. I can envision using the restored facility and support the efforts of the Conservancy to save the building and raise the needed funds.

Sincerely, Hope Follmer

5342 Brooke Farm Dr. Dunwoody, Georgia 30338 July 1, 2016

Brook Run Conservancy 5165 N. Peachtree Road Dunwoody, Georgia 30338

Dear Conservancy:

Jack and Debbie Lane support the initiative to save the existing Brook Run Center, formerly called the Brook Run Theater.

The historic structure is an important asset to the community and should be rehabilitated for use by organizations, businesses, individuals and the community-at-large. The renovated building would become a true "center" of activity in the City of Dunwoody and has great potential for many uses.

There is a need for the Brook Run Center in our community, as there is no comparable structure in the area. We can envision using the restored facility and supports the efforts of the Conservancy to save the building and raise the needed funds.

We use Brook Run Park often (walking path, playground, food trucks) and feel that it would be far less expensive to refurbish this large building, rather than tear it down and rebuild something else.

Sincerely, Debiu & Jack Lane

Debbie & Jack Lane

5273 Brooksloke Dr.

30338

July 1, 2016

**Brook Run Conservancy** 

5165 N. Peachtree Road

Dunwoody, Georgia 30338

Dear Conservancy,

My wife and I have resided in Dunwoody for 19 years and have had our business in Dunwoody for 32 years. We are both very active in our community and love Dunwoody. We want the best for our Dunwoody neighbors and ourselves.

After serious consideration we passionately will promote the rehabilitation of the Brook Run Center. We have said for years the one thing Dunwoody lacks is a "social center", the heart of the community. The Brook Run Center can be that facility. It can be used for a plethora of activities for our citizens of all ages, from civic associations, clubs and organizations of every kind, wedding related functions, religious events plus various cultural arts events.

This is a historical structure that is very unique and it would be a crime to destroy it when it can be successfully restored. It is a focal point in the community and fits into a huge park with ample parking for large functions and events. Look around at adjoining communities and see what they are doing to provide their residents with this kind of facility. Dunwoody will be left behind without this center.

We know we would utilize the Brook Run Center and we support the efforts of the Brook Run Conservancy to save the building and raise the needed funds.

Jan Gardner

4059 Chestnut Ridge Drive

Dunwoody, GA 30338

July 4, 2016

Brook Run Conservancy 5165 N. Peachtree Road Dunwoody, Georgia 30338

Dear Conservancy,

I would like to express my support of your initiative to save the Brook Run Theater and use the building to create a community center for our new city of Dunwoody. Not only is a community center greatly needed, but saving a historical building will add charm and character to our city.

Dunwoody has been our home almost 30 years. Our girls were raised here with few parks and absolutely no recreation facilities. We felt very fortunate to have a well planned city of Roswell nearby with parks and recreation centers to utilize. I am a competitive bridge player, teacher and director. The facilities in Roswell are used for many bridge activities so I have frequented the Grimes Bridge Senior Center. The center is quite impressive with their offerings. It has a variety of daily classes, a workout facility, a big band that plays monthly for a dance and much much more. This is just one of their facilities and the others are run just as impressively with offerings for all of their community. We want this for Dunwoody.

It warms my heart everytime I drive by Brook Run and see kids playing in the park, skaters in the skate park, runners on the paths, dogs chasing dogs in the dog park, families picnicking on Thursday night with the food trucks,... We are starting to make Dunwoody a special place so please don't stop now. We need a community center and Brook Run would make a perfect location. We support wholeheartedly your efforts to save the theater for this purpose.

Sincerely,

Jane Melby
Jane Melby

5200 Brooke Farm Drive Dunwoody, Georgia 30338 July 6, 2016

Brook Run Conservancy 5165 N. Peachtree Road Dunwoody, Georgia 30338

Dear Conservancy:

Josh Neel supports the initiative to save the existing Brook Run Center, formerly called the Brook Run Theater.

The historic structure is an important asset to the community and should be rehabilitated for use by organizations, businesses, individuals and the community-at-large. The renovated building would become a true "center" of activity in the City of Dunwoody and has great potential for many uses.

There is a need for the Brook Run Center in our community, as there is no comparable structure in the area. Josh can envision using the restored facility and supports the efforts of the Conservancy to save the building and raise the needed funds.

Sincerely,

Josh Neel

1436 Vernon Village Court

Dunwoody GA 30338

Dr Andrea Videlefsky 1967 Rotherham Way Dunwoody GA 30338

June 30, 2016

Attention: Mr Danny Ross President Brook Run Conservancy 5165 North Peachtree Road Dunwoody, GA 30338

Dear Mayor Denis Shortal and the Dunwoody City Council Members,

I am writing this letter in support of the renovation of the theater at Brook Run Park.

I am a Dunwoody resident, and I use the park at least 3-4 times per week.

I run at the park along the magnificent trails created within the park.

I feel so fortunate to have a facility like Brook Run right in the heart of Dunwoody.

I love that the park is so close to home, so accessible and so beautiful.

In addition to the beauty of the park, I believe that renovating the theater would enhance the cultural aspect of community life in Dunwoody.

The theater offers a magnificent opportunity for schools, theater groups, non-profit organizations and others to hold community events. In addition, with the location in such a magnificent, natural setting, it would be the perfect location for weddings, corporate events and other cultural events. It would truly enhance the educational and cultural offerings in Dunwoody.

As a physician with a special interest in developmental disabilities, I believe that the legacy of Brook Run Park can be carried forward through the development and growth of the theater and community events.

In addition, as the President of a local non-profit, I know that our organization would look to hold lectures or other events at a facility like the theater in Brook Run Park.

Sincerely,

Andrea Videlefsky

Dr Andrea Videlefsky

1967 Rotherham Way Dunwoody GA 30338 Tel: 770 356-7331

## Build on our history, not over it

By Gene Kansas

What's more detrimental to the development of a city: tearing down something significant, or building up something regretful? They're both bad, and as we journey through a new year Atlanta finds itself in an alarmingly precarious position

I've lived in and loved Atlanta for over 20 years. I am a husband, a father, and a radio show host dedicated to community-building and coffee drinking. I'm also a real estate developer who's seriously worried about Atlanta's development. We are irresponsibly littering our city with poorly built, unattractive, multifamily apartments as we stand by watching historic properties numble (via the wrecking ball) and crumble (thanks to demolition by neglect) into piles of rubble. We're not only losing historically valuable, financially promising, and culturally enriching structures while erecting monstrosities, but also threatening the history, culture and community identities of which they are a part. This reckless direction hangs our character, promise and appeal perilously in the balance, as well as invaluable assets that once lost may never be regained.

Over the past five years, I've interviewed more than 270 educators, artists, architects, city planners, preservationists and civic leaders on Sidewalk Radio, a show exploring life in the modern city through the lens of history and the context of community. We've ventured from the Fabulous Fox Theatre to The Clermont Hotel,



Atlantans need to stand up and save historic buildings that enhance the city's culture. ILLUSTRATION CONTRIBUTED BY DEAN ROHRER NEWSART



Gene Kansas is an Atlanta developer and recent recipient of both the Ivan Allen Jr. Legacy Award from Georgia Tech's Ivan Allen College and The Alonzo F. Herndon Business Award from the Historic South-View Preservation Foundation.

the ravages of Civil War and experienced the sweetness of Auburn. In the process we've With more than 400 transcribed pages, we've been composing an open and audible love letter to the city.

But, recently I've found myself conflicted. On the one hand, I adore our city and want only to say good things. On the other hand, I am concerned about the course we're charting and want to illuminate our missteps so that we may all do our part to protect our future.

This Leon Krier quote expresses my feelings well. "To keep silent in the face of the destruction of these grand works means to subject ourselves and the coming generations to the production and consumption of an environment of futile objects."

Right now.

Pride in catalytic projects, like the Atlanta BeltLine, is also being paralleled by what's sure to be a bubble of mediocre, multi-family product manufactured with sawdust and chewing gum.

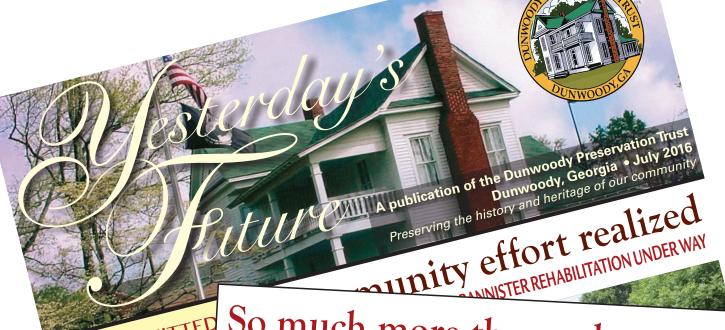
Granted, there have been a handful of exemplary projects recently recognized by Urban Land Institute, the American Institute of Architects, and the Atlanta Urban Design Commission.

However, we're at a crossroads of what we want to be, and the world is watching. We need to take into consideration the consequences of our actions. We need to think about the scale and quality of new construction, find envito combat traffic, put into effect plausible and practical approaches to our parking issues, and address the hazards of income inequality that comes with our growth.

We need to explore our history as our future and do so in a positive direction. And we need to define and then design what progress means if we truly want to be great.

We can do it. Attend neighborhood meetings and share your voice, support local preservation organizations and lend your talent.

And if you are a developer, please consider the impact your project has beyond the bottom line. Together, let's build up our history, not over



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# So much more than a theater...

The much-publicized Brook Run Center, a 34,000-square-foot theater and building located in Brook Run Park, is in jeopardy.

Rich in history, the building served as a theater and town center for the Georgia Retardation Center from 1966-1997. With capacity seating of 350-400 seats, a fly stage and orchestra pit, the main theater area is complemented by a chapel with stained glass windows designed by the Trappist Monks of Conyers, plus a basketball court, three classrooms, offices and a loading dock.

Ieopardy?

There are Dunwoody leaders who would like to tear down the building as it is in need of much repair. Ongoing threats to level the theater have been met with a wide variety of opinions. The Brook Run Conservancy wants to see it saved and made into something great for the community.

## The DPT's stance?

We're preservationists committed to embracing and celebrating all of our city's past. More importantly, the building represents an opportunity for community enrichment that may not present itself again. An in-depth feasibility study found that the old theater building could be renovated for \$7 to 11 million — a fraction of what it would cost to build a comparable new facility, which would require land purchase on top of new construction costs. The existing building is already located in what could be Dunwoody's most vibrant community center, surrounded

by parking and potential galore. In addition to a stage ideally sized for live theater, chamber orchestras, jazz ensembles and recitals, there is room for a catering kitchen, picnicking on the grounds, community meetings, corporate functions, a smaller black-box style theater, weddings and special events. Like successful theater renovation projects all over the country - a vibrant place for creative expression, community and lifestyle enhancement.

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### Would it be worth it?

Dunwoody is becoming more popular each day. Land is limited and expensive, making it unlikely that any other space in the city could be found or acquired for similar use. The costs to renovate could come from a variety of sources, including a portion of the \$4 million settlement the city of Dunwoody received from DeKalb County and earmarked solely for Brook Run Park, as well as private sources, foundations, corporations, sale of historic tax credits, and individual contributions.

What's more, the theater complex is capable of generating significant revenue to cover much of its operating costs, not to mention tax revenues to the city through ticket, food and beverage sales. Dunwoody doesn't have a traditional downtown, but we do have a 102-acre park. It makes sense to play to our community's strengths and make the best of the fabulous infrastructure we've been blessed with.

What do you think?

Page 6 | Yesterday's Future | a publication of the Dunwoody Preservation Trust | July 2016

# Dunwoody's Brook Run Conservancy 'rebranding' theater renovation project

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Dyana Bagby Dunwoody Reporter Newspaper June 26, 2016

The effort to create a community theater in Brook Run Park is undergoing a bit of an identity crisis.

Supporters of refurbishing the shuttered building that was once a theater for the Georgia Retardation Center into a contemporary community theater say they envision more than a place to see plays and performances.

"I think we misbranded this," said Danny Ross, president of the Brook Run Conservancy. "This is far more than a theater.

"It's much more of a community center. There are attributes here you don't find elsewhere," he said. "We have 48,000 people in this city [and many] come to this park. They find this is a gathering place."

Ross and the Brook Run Conservancy are slated to appear before the Dunwoody City Council on July 11 to make a presentation on how they plan to raise up to \$11 million to refurbish the building that has been boarded up since the 1990s. Others estimate refurbishing the building could cost closer to \$20 million.

Tense exchanges between council members and conservancy representatives about what to do with the building have been going for a year. Some council members and community members want to tear the building down because they don't see it as worth saving.

"If they want to tear it down, they can. But they do so at their own peril," Ross said, adding that he believes the building is a valuable asset to the city.

#### **Rebranding efforts underway**

The conservancy recently brought on a volunteer public relations spokesperson, Randy Lewis, set up a "Save the Brook Run Theater" Facebook page that has nearly 150 members and started a "Save the Historic Brook Run Theater" Change.org petition that has 140 signatures.

These efforts are part of a renewed push and education campaign to inform people that the effort is just not to save a theater.

Of the 34,000 square-foot building, only about 60 percent is the theater, said Lewis, meaning there is plenty of room for other uses in the building. "There are two other wings where many other uses can take place," he said.

Renovation of theater and community center would take place in four stages, Ross said during a recent walk-through and tour of the building. It is dark and musky inside with graffiti on most of the walls, some of it obscene. But there is also a recent "Feel the Bern" tag from the recent presidential primary campaign. Ross said the city in recent weeks has been cleaning out much of the debris that has piled up in the building so the Conservancy can walk potential investors through it. There is still a great deal of shattered glass, trash, and decrepit furniture throughout.

As he opened doors to former classrooms, Ross said it is important to look past the dirt and decay to see what the building can be – a centerpiece for the Dunwoody where nonprofit organizations could hold meetings, corporations could hold teambuilding exercises and, of course, people could watch the latest Stage Door Players production.

The chapel, where stain glass windows have survived without too much damage, holds approximately 125 people could be used for weddings, receptions and community meetings, he said. A catering kitchen could also be built into the chapel and people wanting to eat before a theater production could sit and eat at tables set up in the chapel.

A financial feasibility study to determine if the conservancy can raise the millions needed to renovate the theater building is underway, Ross said, and will include interviews with individuals, foundations and corporations.

The study is expected to take about six months. Ross admits it won't be an easy proposition to raise so much money. Raising millions of dollars could take years.

"We've never raised money in this community," Ross said. "And when we have council members saying they want to tear it down — can you imagine putting your money into such a project? It's like pushing string uphill. We've got to get our council on board, but also back away and give us time to do it."

#### City funds to be used for renovations?

Ross said the city will have to invest in Brook Run Theater to ensure the renovation happens. However, Mayor Denny Shortal has promised the city would "not go into debt" to fund the renovations and other council members have promised taxpayer money will not go into the project.

Conservancy spokesperson Lewis said the city has to "put skin in the game" to ensure other organizations and foundations will be willing to contribute. The \$4 million settlement the city reached with DeKalb County last year could be a source of funding, he said.

However, some council members have long said that money should not be used to renovate the Brook Run Park building.

"It's not their money," Lewis said. "It's our money. It belongs to the people of Dunwoody – as does the building and as does the park."

However, a divide in the community continues and many members have said publicly that the DeKalb settlement funds should be used for other projects, such as building athletic fields in Brook Run Park.

But Ross believes if people understand this project is about much more than a theater, they would come around to support it.

"This is much more than a theater. This is for everyone in Dunwoody," he said.

# Theater advocates try broader approach

Posted: Tuesday, July 5, 2016 8:02 am By Dick Williams For The Crier |

The Brook Run Conservancy, in search of saving the Brook Run Theater, will be back on the agenda of the Dunwoody city council next week with some nips and tucks in its talking points aimed at a broader audience.

The conservancy, through its president, Danny Ross, is re-branding the almost 50-year-old theater as the Brook Run Center, in attempt to save it from the wrecking ball.

"To refer to this as a theater understates how the building will be used," says the conservancy. "It will be a gathering place for old and young; it will be a facility where civic, citizens, communities and corporations can hold meetings; it will be ideal for events such as weddings; the creative arts of our community will finally have a home; the building will become the central feature of Brook Run Park, bringing life to the park both day and night."

Theater advocates won a stay from council in the spring, gaining a few months to study the feasibility of fund-raising. Those results are expected to be presented to council July 11. The sheer cost of renovation and an expected annual city subsidy makes the effort an uphill fight. But the conservancy has in its corner many established, mainstream Dunwoody groups.

The conservancy points out the building in the former Georgia Retardation center takes up 34,000 square feet. The theater, it says, can seat 350 to 400 people with a fly stage and an orchestra pit that could accommodate 25 to 30 musicians. But the several feasibility studies of the structure indicate that a traditional theater could not generate an annual profit.

The conservancy, then, is stressing the non-denominational chapel as a meeting place for as many as 125 people and another room once used for sports with a similar capacity. Add in three classrooms, each with a seating capacity of 40 and the conservancy believes the building becomes an ideal setting for corporate conferences, smaller meetings or perhaps a dance studio.

Other rooms along the back of the building could be re-done into a catering kitches, rehearsal rooms or offices for non-profit groups.

The proposal also fights disagreement over its location. Some opponents believe any community theater should be in the heart of Dunwoody, nearer to restaurants

and shops. Other opponents would rather see the building demolished and used for other purposes or for green space.

Likely to be in the discussions ahead are the city's settlement with DeKalb County over the last parks bond issue. Dunwoody won some \$4 million for Brook Run Park in that case (property owners are liable for bond payments over the 25-year life of the issue). In executing the recent comprehensive parks plan for the city, consultants tested the waters for citizen support of a future Dunwoody city parks bond referendum.

#### **About the Brook Run Conservancy**

#### Who is the Brook Run Conservancy

The Brook Run Conservancy, a 501(c)3 non-profit organization, was established in November 2006 by Bill McCahan and Bill Robinson, with a mission to enhance and preserve the Brook Run Park as a vital green space and as a cultural and recreational resource that enhances the quality of life for all the citizens.

The Conservancy recently completed a feasibility study to determine if there is a need and support for restoring the historic Brook Run Center. The 135-page study provided conclusive evidence that the need exists and numerous organizations have already indicated an interest in utilizing the facility, once the restoration is completed. As described in the recent Crier article, the Center will be a multipurpose facility, providing space for creative arts and much needed meeting space for the entire community.

#### Who are the current officers and board members of the Conservancy?

Danny Ross serves as President, Priscilla Holman as Vice President, Richard Jones as Secretary, and Wade Wright serves as Treasurer. The Board is made up of numerous involved members of the community including Joyce Amacher (co-founder of Dunwoody Preservation Trust), Julie Arnold (board member of the Atlanta Regional Commission), Lynne Byrd (co-founder of Dunwoody Preservation Trust), Mary Cash (board member of Stage Door Players), Marie Drake (former President of Dunwoody Woman's Club, co-founder and former President of Stage Door Players), Michael Harrington (CPA), Priscilla Holman (board of Stage Door Players, and former board member of Dunwoody Woman's Club), Liane Levitan (former CEO of DeKalb County), Al Loverde (telecommunication specialist), Carol Niemi (Crier Newspaper), Jim Redovian (former president of Stage Door Players and school board member), Barbara Robinson (board member of Dunwoody Preservation Trust and Spruill Center for the Arts Guild). Danny Ross (chairman and founding member of Dunwoody City Council), Queenie Ross (former President of Dunwoody Preservation Trust), Eve Schneps (board member of Stage Door Players), Donna Squire (president Sandy Springs Rotary Club), Jim Williams (Vice President, Facilities Manager Dunwoody Preservation Trust), Melanie Williams (co-President Dunwoody Preservation Trust), Dr. Betty Wills (former board member Dunwoody Woman's Club), Wade Wright (board of Dunwoody Preservation Trust) and Dan Youmans (owner of Dan & Company Studios). Over 300 members of the community have signed a petition expressing their support for restoring the Center.

Recently Coxe-Curry and Associates, a leading fundraising firm, was retained by the Conservancy to conduct a study to determine the financial feasibility of raising the necessary capital to restore the building. Once completed, it is expected that funds will be raised from foundations, corporations and individuals as well as through support of the city and the sale of historic tax credits (the Federal government has a program where as much as \$2 million can be raised through the sale of tax credits and the state of Georgia provides the potential of selling \$300,000 of tax credits). The cost to restore the facility is estimated to be \$7.5 million as it is currently configured and at a later date, a new lobby is envisioned at a cost of \$3.5 million. To build the current facility from scratch would cost \$25 million, not including the cost of land.

#### Is the Brook Run Park a Good Location?

A recent study commissioned by the City and compiled by TSG Design Solutions, Inc., stated that: "It is our opinion that with the proper renovation consideration and realistic financial goals, the Brook Run Center can be transformed into a vibrant, lively, efficient place of creative expression. Successful theatre renovation projects all over the country have proven that."