



# MEMO

**To:** Reagan Parsons, ICMA-CM, Town Manager  
**From:** Jessica Roth, ICMA-CM, Assistant Town Manager  
Greg Thompson, Parks & Recreation Director

**Date:** June 24, 2025  
**Re:** Park Names for New Signs

## Background

Staff has been designing and installing new entrance signs, trail wayfinding signs, and replacements for outdated or damaged signage throughout our parks system. New signs have been installed now at Downtown and Reservoir Parks.

Last summer, Council and staff discussed this project, recognizing that a name change may be appropriate for Pool Park to better reflect its broader identity and significance. Staff is preparing to order signs for the other parks and seeks direction on whether to retain the name “Pool Park” or formally rename it. Some key factors that may assist this decision:

- ***Dual Entrances and Uses***  
The pool and splash pad are assigned 735 S. Stephens St. for emergency services and permitting purposes. Signs at this entrance will include that address. A second entrance off S. Henley St. serves the playground, picnic shelter, Dream Court, and multipurpose field.
- ***Growing Community Use***  
The FY 25-26 budget includes funding to replace the irrigation system on the park’s multipurpose field. In future years, staff anticipates installing field lighting to accommodate demand for evening recreation activities. This park has become a well-used destination for basketball, family gatherings and picnics, in addition to the pool and splash pad. The shelter and stage are one of our most popular outdoor rentals, reflecting that this park has year-round value beyond just serving as “the Town pool.”

## Staff Recommendation & Direction Needed

Staff’s view is that rebranding the park reflects its community identity and broader significance as a vital, active space, far more than just “the park with the pool.” Staff conducted an internal, informal poll to brainstorm potential names to jumpstart the conversation and can share those at the work session, if desired. Staff requests direction as follows:

1. Retain the name “Pool Park.”
2. Rename the park as \_\_\_\_\_.

## Morganton Rd. Sports Complex

The Town owns various athletic fields at the intersection of W. Morganton Rd. and Fire Lane, including six soccer fields, two baseball/softball fields, and associated amenities. The site to the north is simply called “Armory Field” and the baseball/softball field across from it is “Optimist Field.” The soccer fields, playground, and concessions building are “Morganton Rd. Sports Complex.”

The Town continues to invest in this park and it is a highly sought-after site for field rentals. It’s also become a regional and state venue, hosting the annual state rugby tournament and drawing regional soccer teams like Carolina Velocity. The Sandhills Bogeys (summer collegiate baseball league) have also approached the Town about the possibility of playing at Armory Field, as they will be vacating their field at Sandhills Community College due to future construction.

Similar to Pool Park, this venue has also grown in significance. While “Morganton Road Sports Complex” is understood locally, it means little to anyone outside Southern Pines or Moore County. Our staff takes pride in the Town’s ownership of this complex and has recommended rebranding this multi-sport venue as “Southern Pines Sports Park.” Retaining the historic and local brand names is also important, so this would be addressed as follows:

- Staff requested a new address for the soccer complex (currently 190 Fire Lane). On June 5, Moore County GIS/E-911 assigned 605 W. Morganton Rd. as the park address. The concessions stand and playground will remain 190 Fire Lane. The entrance signs will include 605 W. Morganton Rd; see attached graphic.
- The overall complex (8 fields, concessions, playground, parking, etc.) will be known as “Southern Pines Sports Park.” The baseball/softball fields will be Armory Field at Southern Pines Sports Park and Optimist Field at Southern Pines Sports Pak. This is consistent with the manner in which we’re handling Whitehall and Rounds Playground, i.e. Whitehall at Reservoir Park, recognizing the regional brand of Reservoir Park.

Unless Council objects, staff will move forward with rebranding the sports complex and fields as detailed above.



*We take great pride in the natural beauty, historical sites, local businesses, public spaces, and schools in Southern Pines. We want everyone to be able to access and enjoy these wonderful assets safely. It's the Southern Pines Way.*