

	<p align="center"><b>Parks and Recreation Board Report</b></p> <p>Date: May 14, 2014</p> <p>Through: Marc Heirshberg, Director</p> <p>From: Andrea Moore, Park Development and Operations Administrator</p> <p>Subject: Names for New Parks</p>	<p>Agenda Item:</p>
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### **Purpose and Recommendation**

The purpose of this report is to ask the Parks Board to discuss and take action to recommend names to the City Council Community and Cultural Development Committee for the new parks planned for Summer 2014 construction through the 2012 Parks Bond program. The PRCF staff recommendation is to name the sites as follows:

- McKellips & Ellsworth Site - Desert Arroyo Park
- McDowell & Recker Site - Desert Trails Park
- Medina & Hawes Site - Mariposa Park
- 8<sup>th</sup> Avenue & Extension Site (former Powell Junior High grounds) - West Mesa Sports Complex

### **Background/Discussion**

The procedure for naming parks states that the Parks Board recommends naming for a park to City Council's Community and Cultural Development Committee for final consideration. Attachment A contains the procedure.

All four sites are anticipated to be under construction in the near future. Specifics related to the establishment of the staff recommendations are as follows:

- McKellips & Ellsworth Site - Desert Arroyo Park

There is a large wash that bisects the 58-acre community park parcel. The focus of the parcel is education and awareness of the desert environment. It is adjacent to Zaharis Elementary School. Construction is expected to be completed in Spring 2015.

- McDowell & Recker Site - Desert Trails Park

The 34-acre metro park site will be constructed with a variety of trails to appeal to mountain bikers ranging in ability from youth and novice to experienced. There is also a perimeter nonmotorized multiuse trail for pedestrians and bikers. Construction is planned to be complete by the end of October 2014.

- Medina & Hawes Site - Mariposa Park

This is a small 9-acre neighborhood park with play pods focused on butterflies, bees, and spiders interspersed with exercise stations for teens and adults. The intent is to create intergenerational opportunities to experience the park. Desert landscaping will be utilized. Construction is planned to be complete by Summer 2015.

- 8<sup>th</sup> Avenue & Extension Site (former Powell Junior High grounds) - West Mesa Sports Complex

This metro park is being constructed on the 18 acres around the Mesa Education Center buildings (formerly Powell Junior High). It will contain four youth baseball/softball fields and maintain the existing track and center multiuse field. Construction is planned to be complete by Fall 2015.

Additional new parks are included in the 2012 Parks Bond program, but will be brought forward for Parks Board naming consideration at a future meeting.

**Alternatives**

The Parks Board may recommend different names for the parks to City Council.

**Fiscal Impact**

The fiscal impact of naming the parks is included within the 2012 Parks Bond program as a component of the construction cost.

## **Attachment A**

### Purpose

To establish criteria for naming of parks and recreation facilities that will allow for representative and timely identification of all properties managed by the City of Mesa Parks, Recreation and Commercial Facilities Department.

### Procedure

1. The naming of all parks and recreation facilities and special areas shall come to the Parks and Recreation Advisory Board, who shall forward their final recommendation to City Council's Community and Cultural Development Committee for final adoption.
2. Parks and recreation facilities may be named to describe the geographical areas where they are located. A recognized name within a specific community is an acceptable means for identifying parks and recreation facilities. Unless a very significant financial or land contribution is made, it is suggested commercial names not be used to name facilities.
3. Parks may be named after something that is specifically unique to Mesa, the Valley or the Southwest (i.e., desert flora and fauna, Native American or Hispanic descriptive terminology).
4. Parks and recreation facilities may be named after an organization or individual if: a) the property was donated; b) a very significant amount of money for development of the property is given, as determined by the Parks and Recreation Board; or c) the organization or individual is accepted by the general public as a local or national hero.
5. Although not encouraged, park names may be changed if properly justified and approved by the Parks and Recreation Advisory Board and the City Council.
6. Parks should be named prior to the beginning of design for development so the area takes on an early identification and allows for proper tracking during the development period.

If possible, the naming of parks and recreation facilities should usually be done in conjunction with the community or neighborhood that will be served. This may be accomplished through various means, as determined by staff, and may include naming contests at elementary and/or junior high schools or recommendation(s) made by recognized community groups.

Originally adopted 1/3/85; subsequent revisions 10/19/89, 1/1/98, 5/12/10, 8/31/11