

	<p style="text-align: center;">Parks and Recreation Board Report</p> <p>Date: September 10, 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 City Council for the new parks planned for 2014 construction. After working with City Management and residents to gather suggestions, the PRCF staff recommendations are to name the following sites as follows:

- 8th Avenue & Extension Conversion Site (former Powell Junior High grounds) - Fiesta Sports Park
- Mesa Jr. High Conversion Site - Eagles Park
- Mesa Drive and Southern Pedestrian Greenspace - Fountain Plaza
- Mesa Drive and 10th Avenue Pedestrian Greenspace - Sagebrush Park
- Mesa Drive and Holmes -Pedestrian Greenspace - City View Park

Background/Discussion

The procedure for naming parks states that the Parks Board recommends naming for a park to City Council for final consideration. Attachment A contains the procedure.

Specifics related to the establishment of the staff recommendations are as follows:

- 8th Avenue & Extension Site (former Powell Junior High grounds) -Fiesta Sports Park

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.

- Mesa Jr. High Conversion - Eagles Park

This metro park is being constructed on the 27-acre site that used to be Mesa Junior High, home of the Eagles. Park development will focus on reopening the school gym for recreational use as well as construction of two full-size lighted multiuse fields, an exercise path, picnic areas, and a playground. The potential exists for future funding opportunities to improve other areas of the property including the former track, the locker rooms for the gym, the cafeteria, the library, and the auditorium. Construction is planned to be complete for the current scope of work by Fall 2015.

- Mesa Dr. and Southern Pedestrian Greenspace - Fountain Plaza

This parcel is $\frac{3}{4}$ acre and is the first of three remnant parcels from the recent Mesa Drive road improvements project. It is currently in design to contain a small decorative fountain, pedestrian shaded seating, and skate-able features (rails and hardscape edges). It is anticipated that the site will be open for public use by Spring 2015.

- Mesa Dr. and 10th Avenue Pedestrian Greenspace - Sagebrush Park

This 1-acre neighborhood pocket park, also a Mesa Drive remnant, was constructed and opened for public use in July 2014. It contains 4 exercise stations, a perimeter sidewalk, and ½ acre of turf in a shallow retention basin.

- **Mesa Dr. and Holmes Pedestrian Greenspace - City View Park**

This neighborhood pocket park is 1.7 acres from the Mesa Drive remnants and sits directly across from Heritage Park. It is under construction now for a shallow turf retention basin, perimeter walkway, and a City of Mesa lighted entry sign. It is anticipated that it will be open for public use by November 2014.

Alternatives

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

Fiscal Impact

The fiscal impact of naming the parks comes from production and installation of identification signage. Signs are included within the construction costs for the respective projects.

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