

	<p style="text-align: center;">Parks and Recreation Board Report</p> <p>Date: July 11, 2018 Through: Marc Heirshberg, Director From: Andrea Moore, Administrator Subject: Naming of 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 to City Council for the naming of two basin parks that are in construction in conjunction with the light rail extension on Main Street. One is on the southwest corner of Main Street and Allen and the second is on the southwest corner of Main Street and Williams. The staff recommendation is to name these basin parks as Lazona Park for the Allen location and Acacia Park for the Williams location.

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.

Main & Allen

For the location at Main Street & Allen, the 1.3-acre park parcel is located on the southwest corner in place of the former Sally Fabrics store. The park will feature a grassy stormwater basin, an enclosed power substation (TPSS) to support light rail, and is directly adjacent to a shaded bus stop. The staff recommendation for naming the site as Lazona Park comes from the surrounding community's recorded plat name as La Zona as well as a nearby street called Lazona.

Main & Williams

The other location at Main Street & Williams is a 1.1-acre parcel located on the southwest corner in place of the former Village Inn restaurant. This park will feature a grassy stormwater basin. The staff recommendation for naming the site as Acacia Park comes from the predominant Acacia Trees that will be planted around the perimeter of the basin.

Both sites are in construction now through Valley Metro's contract and will be turned over to the City of Mesa upon completion and opening. The openings are expected to occur sometime between Fall 2018 and Summer 2019. Valley Metro has shown both basin plans to the public through multiple neighborhood outreach efforts. In addition, Valley Metro included the staff naming recommendations in their weekly construction email updates on June 4 and June 8, 2018. This email blast goes to all interested parties along the light rail construction route. Only one comment was received asking if Acacia Park is a duplicate name for Mesa's park system, which it is not.

Alternatives

The Parks Board may recommend different names for these new parks or may request additional public input into the park naming process.

Fiscal Impact

There is no additional fiscal impact for naming these parks. Signage, which will include the park name, is already included in the park development budget.



PRCF Guideline: 4.1 Park Naming Procedure

Established August 2012
Revised November 2015
Reviewed November 2016
Reviewed May 2017

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 Community 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 Neighborhood and Community Services 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.
7. 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.