

City of Brisbane

Agenda Report

To: City Council via City Manager
From: Noreen Leek, Recreation Manager
Subject: Skatepark Naming Process
Date: June 1st, 2017

Purpose:

Name City Parks and Recreation facilities and areas which create a sense of community for the users and the residents as a whole.

Recommendation:

Review the proposed name for the Skatepark from the Parks & Recreation Commission and approve a name for the Park.

Background:

After Council adopted the City's Facility Naming Policy on November 3rd, 2016, staff conducted outreach to the community in order to solicit feedback regarding the formal naming of the skatepark. A SurveyMonkey survey was generated and announced via the City STAR, weekly website update, City website, signboards, Facebook accounts, and Instagram. Hard copies were also made available to the public.

On January 11th, 2017, the ad hoc subcommittee comprised of Mayor Lori Lui, Councilmember Madison Davis, and Commissioners Karen Lentz and Renee Marmion met to review the 45 submissions and to suggest a name/names to the P&R Commission. Of the 45 submissions, there were clearly two names which garnered the most mentions from the community: Brisbane Skatepark and 8 Mile. In addition, skatepark users in the past have expressed their support for the 8 Mile name. After sharing perspectives and ideas regarding both options, the subcommittee agreed to propose "Brisbane Skatepark" as the formal name to the Parks & Recreation Commission. The reasoning for their decision included the following:

1. The desire to keep consistent with existing P&R facility names (i.e Park, Pool),
2. Ease of identification, and
3. In keeping with the practice of other local skatepark facility naming standards.

On February 8th, 2017, the Parks & Recreation Commission reviewed the ad hoc subcommittee's recommendation and after extensive conversation, decided to propose a variation to the City Council. The Parks & Recreation Commission is proposing **Brisbane "8 Mile" Skatepark** as the formal name. Their reasoning behind the suggestion to Council was to acknowledge the community's voice and to demonstrate inclusivity and compromise. They are also suggesting that a logo or some imagery be drafted that is reflective of the historical reference to Mile Houses.

Discussion:

The Council should discuss the proposal and determine whether to name the skatepark as recommended, a different alternative, or seek further recommendations from the Parks and Recreation Commission. Once the City Council has made a decision, City staff will announce it to the community and procure appropriate signage for the skatepark reflecting its formal name.

Fiscal Impact:

The only financial impact will be for the purchase of signage.

Attachments:

- A. Facility Naming Policy


Noreen Leek
Recreation Manager


Clay Holstine
City Manager

Naming of Parks and Recreational Facilities

PURPOSE:

This policy will provide guidance for naming parks and recreational areas and facilities. The purpose of this policy is to establish a set of standard procedures and guidelines for the naming and renaming of parks, recreational areas and facilities owned and/or operated by the City of Brisbane. Selections should attempt to induce a dynamic community impact, be relevant to the park or facility, create a cohesive theme, promote education, lift the mind and reflect the history of our community.

OBJECTIVES:

Ensure that parks, recreational facilities, and areas are easily identified and located.

Ensure that given names to parks, recreational facilities and areas are consistent with the values and character of the community.

Encourage public participation in the naming of parks, recreational facilities, and areas.

Encourage and recognize the dedication of lands, or donations by individuals or groups.

Engender significant ties of friendship and mutual recognition and support within the Community and with those outside the Community.

DEFINITION:

Parks, recreational facilities, and areas which are subject to this policy are those that have been built after 2015 and are managed by the Parks and Recreation Department. The City Council will retain discretion regarding other City facilities or older parks, recreation facilities, or areas that come under this policy.

CRITERIA:

The criteria for naming a park, recreational facility or area are as follows:

Geographic location

Street names

A person or place of historical or cultural significance

A person, group, or feature particularly identified with the park, recreational facility, or area.

Fauna and/or flora located on San Bruno Mountain.

PROCEDURE:

1. The City will create a park, recreational facility, and area naming committee consisting of representatives of the Parks and Recreation Commission and the City Council.
2. The Committee will solicit names from the Community and potential users of the park, recreational facility, or area.
3. The Committee will review the proposed names giving greater consideration to those who use or will use the park, facility, or area.
4. The Committee will recommend at least one and no more than three names to the Parks and Recreation Commission. The Committee will forward this list of names together with the reason(s) for the recommendation(s).
5. The Commission will recommend a name to the City Council for approval with the reason for the selection.
6. The City Council will approve the name or request the Commission to provide additional appropriate names.