
City Council Regular Meeting

DEPARTMENT: Parks and Recreation
FROM: Jen Basham, Director of Parks and Recreation
MEETING: May 19, 2025

SUBJECT:

Receive a report, hold a discussion and provide staff direction regarding the naming process for the community park. (Staff Contact: Jen Basham, Director of Parks and Recreation)

SUMMARY:

In October 2009, City Council adopted a formal Park Naming Policy to ensure a consistent, equitable, and thoughtful approach to naming municipal properties. The policy outlines approved naming criteria and establishes procedural guidelines for both city-initiated and citizen-initiated naming efforts.

Policy Overview

Under the policy, eligible naming criteria include:

- Predominant natural features
- Adjoining streets or subdivisions
- Historic or heroic events
- Outstanding individuals
- Public officials
- Benefactors or donors

Both city and citizen-initiated naming processes are permissible. For city-initiated names, the City Manager's Office (CMO) presents proposed names for Council consideration and approval. Naming should ideally occur prior to completion of construction.

Community Park Naming Process

To name the new community park located at the intersection of Hulen and Alsbury, staff have prepared five potential naming processes for Council consideration:

1. Staff creates a list of names; Council selects.
2. Staff proposes names; community vote determines the recommendation for Council approval.
3. Staff and Council develop list; community vote informs final Council decision.
4. Staff selects name and presents to Council.
5. Council selects a name independently of staff's recommendation.

Name Options for Consideration

Staff have developed a few names reflecting natural elements, regional character, and symbolic meaning:

- **Ember** – Inspired by Texas sunsets and prairie heat
- **Bloom** – Reflective of Texas wildflowers and seasonal growth
- **Skybend** – A nod to the Texas sky, open trails, and the natural landscape
- **Trestle** – Symbolizing crossings, connection, and strength
- **Cedarra** – A creative variation referencing the native Eastern Red Cedar tree
- **Write In-** Leave open ended

RECOMMENDATION:

Staff recommend Council select one of the proposed naming processes and provide direction on next steps, including preference for public engagement if applicable. Staff are prepared to facilitate a community poll should Council choose to include public input in the final recommendation.

PRIOR ACTION/INPUT (Council, Boards, Citizens):

On January 3, 2022 City Council directed staff to propose a poll to the community including a few options and providing the option to write-in options to name the Dog Park. This same process was utilized for Shannon Creek Park.

REFERENCE:

Insert CSO# if applicable

Insert resolution or ordinance change

FISCAL IMPACT:

Proposed Expenditure/Revenue:

Account Number(s):

Fund:

Account Description:

STAFF CONTACT:

Name

Title

email@burlesontx.com

817-426-XXXX