



Community Park

Naming Process

Staff Contact: Jen Basham, Director of Parks and Recreation
City Council, May 19, 2025

SW HULEN ST

Background



The naming policy was passed in
October 2009



The policy was put in place to create
guidelines for naming municipal
property



The policy creates a method for
formal, fair and consistent naming



Guidelines for selecting a name

Predominant natural features

Adjoining streets or subdivision

Historic or heroic event

Outstanding individuals

Public Officials (not currently in office)

Benefactor or donor



Approval Process

City Initiated

CMO presents a list of potential names to the City Council for final approval

Citizen Initiated

A written request must be made to the City Manager

Initial Naming

Should be completed prior to construction completion

Renaming

Can be completed when an event or request is made

Community Park Naming Options

Council proposes naming options and adopts

Park Board recommends names, Council reviews and selects options

*Park board will have an opportunity to provide feedback on options prior to adoption

Staff creates a few options and provides the community an opportunity to vote on the options as well as add in additional options through polling

Council reviews a list of potential names created by staff, the final list is presented to the community to vote on and take final recommendation to council

Staff selects name and provides recommendation to council



In the past five years

Two parks have been officially named through a formal process in the past five years, both were selected through providing the community with options and allowing them to write in additional options and vote. Two additional parks were constructed without formal process.

- Bark Park-selected by the community and adopted by Council
- Shannon Creek-selected by the community and adopted by Council
- The Splash Pad-No official naming, just adopted as the Burleson Splash Pad
- FireStation 16 Memorial Garden-Named by adjacent City facility

Some options for consideration based off predominant natural features



Ember

Inspired by Texas Sunsets and Prairie Heat

Bloom

Inspired by Texas Wildflowers

Skybend

A nod to the Texas Sky, Trails and Nature

Trestle

Symbolizing crossings, connection and strength

Cedarra

Drawn from Eastern Red Cedar

Write In

Community write in-would show as option for people to consider



Feedback