
City Council Regular Meeting

DEPARTMENT: Parks and Recreation
FROM: Jen Basham, Director of Parks and Recreation
MEETING: October 20, 2025

SUBJECT:

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

SUMMARY:

In October 2009, City Council adopted a Municipal Property Naming Policy establishing guidelines for the fair, consistent, and transparent naming of public facilities. The policy identifies eligible naming categories including:

- Predominant natural features
- Adjoining streets or subdivisions
- Historic or heroic events
- Outstanding individuals
- Public officials (not currently in office)
- Benefactors or donors

The policy also provides for naming processes that may be initiated either by the City or by citizens through formal written requests to the City Manager.

Community Park Naming Process to Date

- In May 2025, staff introduced the naming process for the new Community Park.
- Council recommended a public engagement approach consistent with previous efforts for Shannon Creek Park and Burleson Bark Park.
- Due to the discontinuation of Facebook's polling platform, staff developed a two-step process:

1. Open Submission Survey (August 6–20, 2025): Community members submitted 230 name suggestions.
2. Eligibility Review: Names were evaluated for compliance with the City's policy, consolidated for consistency, and prepared for Council review.

Results of Public Input

- Compliant Names: More than 50 eligible names were advanced, including both thematic concepts (e.g., Ember Park, Bloom Park, Skybend Park) and tributes to local individuals.
- Non-Compliant Names: Some suggestions were removed as duplicates of existing parks or for not meeting policy guidelines (e.g., Veteran's Park, Burleson Spider-Man Park).

NEXT STEPS / COUNCIL OPTIONS

Council direction is requested on how to proceed with finalizing the park's name. Options include:

1. Sending all compliant names to a final public poll.
2. Council selecting the final park name.
3. Referring the final name selection to the Park Board.

RECOMMENDATION:

N/A

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

N/A

REFERENCE:

Insert CSO# if applicable

Insert resolution or ordinance change

FISCAL IMPACT:

Proposed Expenditure/Revenue:

Account Number(s):

Fund:

Account Description:

STAFF CONTACT:

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