

Capitola City Council

Agenda Report



Meeting: September 28, 2023

From: City Manager Department

Subject: Universally Accessible Playground at Jade Street Park Naming

Recommended Action: Select a playground name for the Universally Accessible Playground at Jade Street Park.

Background: On June 8, 2023, the City Council reviewed the conceptual design for a Universally Accessible Playground at Jade Street Park and approved a partnership with the County Park Friends (Friends) for a fundraising campaign. Also during that meeting, the City Council approved a strategy proposed by the Friends' that community involvement be sought in determining a name for the UA playground at Jade Street Park. This plan included soliciting name suggestions from the community, with the City Council choosing the playground name from a top three list in the fall.

On July 27, 2023, the City Council approved the final concept for the playground and adopted Administrative Policy V-19, dictating sponsorship opportunities for elements within the playground and overall donor recognition.

Discussion: The Friends received 70 name submissions between June 9 and August 30, and formed a six-member committee comprised of Friends representatives, City staff along with community representatives to review submissions. On September 5th and 12th, the committee met to discuss naming options and unanimously agreed to recommend the following three possible playground names:

- Jewel Box Playground at Jade Street Park
- Lighthouse Landing at Jade Street Park
- Treasure Cove at Jade Street Park

Each name submission was reviewed and considered against the following criteria: Marketability, distinction, and ease of use (would a child use these words, is the name easy to say out loud, etc.); significance to the Capitola community; and alignment to the playground's marine/shoreline theme.

Fiscal Impact: None.

Report Prepared By: Chloé Woodmansee, Assistant to the City Manager

Reviewed By: Julia Moss, City Clerk

Approved By: Jamie Goldstein, City Manager