



Parks and Recreation Board Recommendation

Recommendation Number: 20201204-B7: Recommended Changes to the Naming and Renaming Ordinance 20160324-021

WHEREAS, the current process and timeline for naming or renaming of a park or park facility has caused confusion among applicants and community members interested in providing feedback on a proposed name or name change; and

WHEREAS, the current naming/renaming ordinance could greatly benefit in clarity of language, transparency, and process for both Parks and Recreation Department staff and Austin residents; and

WHEREAS, naming and renaming parks and park facilities after individuals has been a cost and staffing burden to the Parks and Recreation Department; and

WHEREAS, naming park features after individuals is both less costly and requires less Parks and Recreation Department staff time; and

WHEREAS, parks and park facilities named after geographical or historical areas are long-term and can aid in directional knowledge of the city; and

WHEREAS, park features are easier to change or update than a park or park facility, if needed or so desired;

WHEREAS, naming park features after individuals and groups allows them to be recognized for their service to the park system and surrounding community; and

WHEREAS, the cost associated with renaming a park, park facility, or park feature should be recovered from the applicants to relieve that cost from the Parks and Recreation Department; and

WHEREAS, community engagement during a proposed naming or renaming should be conducted to accommodate wide public participation and be easy for staff to facilitate.

NOW, THEREFORE, BE IT RESOLVED that the Parks and Recreation Board encourages the Austin City Council to incorporate the recommended changes to the Ordinance 20160324-021 in order to make the naming and renaming process more transparent, more efficient, and less costly for the Parks and Recreation Department.

Date of Approval: _____

Record of the vote: (Unanimous on a 7-0 vote, 4-3 vote with names of those voting no listed)

Attest: _____

(Staff or board member can sign)