

MEMORANDUM



Bellevue Parks &
Community Services

Date: November 10, 2020

To: Parks & Community Services Board

From: Pam Fehrman, Planning & Development Manager
Scott Vander Hyden, Project Manager
Parks & Community Services

Subject: Newport Hills Neighborhood Park Naming Opportunity
(Board action requested)

Requested action: Recommend to City Council a name for the new neighborhood park in the Newport Hills area.

SUMMARY

At your meeting on November 10, we will review the Park Naming Policy, the Newport Hills area park naming processes, and share community preferences to support the Park Board's deliberations towards recommending a name for Bellevue's newest neighborhood park to Council.

POLICY CONSIDERATION

Council Resolution No. 8229 sets forth policies and procedures for naming public parks and recreation facilities (Attachment #1). The City Council designates a park name typically after receiving a recommendation from the Park Board, which is based upon public input using the following criteria:

- a neighborhood or geographical identification;
- a natural or geographical feature;
- a historical figure or name of historical or cultural significance; or
- an individual or group that has made a significant contribution to the park system.

PROJECT BACKGROUND & COMMUNITY NAMING PREFERENCES

In December of 2018 the City Council approved the 2019-25 CIP budget that included \$3 million to plan, design and construct a new neighborhood park in Newport Hills (Attachment #2).

The park planning process began in May 2019 and concluded with a Parks & Community Services Board recommendation and Council's support of a park plan in December 2019. The planning process included three community meetings, two Parks & Community Services Board meetings, and a Council Meeting. Public meetings were well attended, and staff received great feedback throughout the planning process. During the planning process, we asked the

community to suggest names for the new park. Staff additionally reached out to local historical groups to help research and inform name options. Park name options consistent with park naming policies resulted in 22 potential park names. Most frequently-used terms included references to the neighborhood, woods, sunset and trails. The historical reference to the area's rich coal mining history also surfaced, as did a few local neighborhood historical figures.

To help narrow name preferences and understand the community's preferences, an online survey (Attachment #3) was conducted between September 7 and October 19, 2020. The request to participate in the survey was sent to those who had signed-up to be notified of updates on the City of Bellevue, new Newport Hills area park website (over 1,200 community members are notified when the website is updated). Staff also worked to update the Newport Hills Community Club website, Next Door, and posted a sign at the new park site requesting participation in the park naming survey.

Online survey respondents were asked to select their top three name choices in order of preference. The web site and survey also communicated that a popular voting exercise would not be the basis of name selection; however, both the Parks & Community Services Board and City Council would appreciate including the community's preferences in their deliberations. We received 203 survey responses indicating the top preferred names of: Newport Hills Neighborhood Park, Ringdall Park, Newport Hills Sunset Park and Newport Woods Park (Attachment #4).

NAME DELIBERATIONS

The Parks & Community Services Board can choose to recommend a community-suggested name, or a name not previously identified. The new park name must comply with the City's Naming Policy. Community name preferences are an important consideration; however, additional deliberation may include other criteria.

NEXT STEPS

We anticipate sharing the Parks & Community Services Board new name recommendation with Council for their consideration and adoption in early 2021.

Park construction documentation, environmental and land use permits are in process and we expect park construction to begin summer 2021

ATTACHMENTS

1. Resolution No. 8229 – Park Naming Policy
2. Vicinity Map
3. Park Name Survey
4. Park Name Survey Results