

MEMORANDUM



Bellevue Parks &
Community Services

Date: June 8, 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
(No Park Board action required)

At your meeting on June 8th, we will review Parks staff's proposed name options for the Newport Hills site,, the City Council's recent guidance on park names for the Newport Hills site , and next steps to support Park Board's future deliberations towards recommending a name for Bellevue's newest neighborhood park.

POLICY CONSIDERATION and COUNCIL DIRECTION

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 & INITIAL 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. 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. During the planning process, the community was asked to suggest names for the new park. Park name options consistent with park naming policies resulted in 22 potential park names.

To help narrow name options and understand the community's preferences, an online survey was conducted. 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. We received 203 survey responses indicating the preferred names of: Newport Hills Neighborhood Park, Ringdall Park, Newport Hills Sunset Park and Newport Woods Park.

After thorough deliberation, the Parks & Community Services Board passed a motion to recommend the name “Borghild Ringdall Neighborhood Park” to Council based on the following:

- Borghild Ringdall’s significance as a female historical figure and contributions to Bellevue by initiating the first hot lunch program in the School District;
- Park location adjacent to Ringdall Middle School; and
- A name that is familiar to the neighborhood but does not duplicate existing Newport Hills park names.
- Ringdall was the neighborhood’s second name preference.

At their May 3, 2021 meeting, Council provided supplementary park naming guidance for the new park. Council directed that the park name selection:

- not be named after a person;
- not duplicate existing park names
- include Newport or Newport Hills;
- include ‘glen’ or ‘meadow’ in a name option; and
- preferences be informed by the Newport Hills neighborhood.

NEXT STEPS and PARK NAME OPTIONS

Staff is working with the City Graphics teams to create a survey to be mailed to all Newport Hills subarea residents (Attachment #2). The survey will be based on the already successful Neighborhood Enhancement Program mailer prototype.

Information on the survey will comply with Title VI criteria, reading accessibility for font-size and provide language translation opportunities. Material will communicate that while a popular vote will not be the basis for name selection; both the Parks & Community Services Board and City Council would appreciate including the community’s preferences in the continuance of their name deliberations.

One survey per household will be mailed. When the survey is mailed the project web-site will also be updated and email notices (approximately 1,200) will be sent to help raise awareness. The survey will contain a postage paid return card with the opportunity for each household to select one of the name options.

Staff proposes to survey five name options based on conformance with policies, previous community survey responses and recent Council direction with the goal of narrowing community name preferences (Attachment #3). Those name options are:

- Newport Hills Sunset Park
- Newport Woods Park
- Newport Hilltop Park
- Newport Glen Neighborhood Park
- Meadow at Newport Hills Park

Staff anticipates completing survey work this summer and looks forward to sharing updated survey results with the Parks & Community Services Board in September. At the meeting in September we will request the Board recommend an updated name for Bellevue's newest neighborhood park to City Council.

ATTACHMENTS

1. Resolution No. 8229 – Park Naming Policy
2. Newport Hills Subarea Map
3. Park Name Survey #1 Results