



NAMING OF NEW PARK LOCATED AT 701 EAST UNION STREET

City Council
April 4, 2022
Item #11





Park Site Plan





Park Naming Public Outreach

July 26, 2021 - Initial online survey posted on the City's project website soliciting naming proposals based on the Park Naming Policy criteria

- > 485 mailers sent to property owners within the 1000-foot radius of the new park containing a link to the online survey and notifying them of second survey dates
- > Physical signs posted along the park's new perimeter
- > City's social media platforms disseminated the link



Park Naming Public Outreach (cont'd)

- August 20, 2021 – Initial survey for park naming proposals closed
 - > 725 submission received, including 45 unique names
 - > Submissions vetted by City staff for adherence to the Park Naming Policy
- September 13, 2021 – Second survey posted on City's project website with the top 25 names deemed to have met the requirements of the Park Naming Policy
 - > Second survey closed on September 24, 2021
 - > Submissions limited to one per IP address
 - > Survey received 4,290 responses from unique IP addresses



Park Naming Survey Results

- Top three names receiving the most support (over 94% of the respondents)
 - > Octavia E. Butler Park
 - > Eddie Van Halen Park
 - > Playhouse Village Park and variations, including Playhouse Park



Recreation and Parks Commission Recommendation

- Dec 7, 2021 – Recreation and Parks Commission (RPC) recommendation to City Council: Name the new park *Octavia Butler Park*, and the trellis structure, *Eddie Van Halen Stage*
- Feb 8, 2022 – RPC amended recommendation to City Council: Modify trellis structure name from “Eddie Van Halen Stage” to “*Van Halen Stage*” as preferred by the Van Halen family

** Pasadena Unified School District renamed Washington Steam Multilingual Academy to Octavia E. Butler Magnet School subsequent to RPC final action



Next Steps

- City Council to discuss and select official name for new park
- Subsequently, staff will take appropriate measures regarding the naming of the park facility
 - > Park monument signs to be fabricated and erected