

INDIAN WELLS CITY COUNCIL

July 6, 2023



To: City Council
From: City Manager Department
Prepared by: Peter Castro, Deputy City Manager
Subject: **Continued Discussion on Naming the Future Park at Eldorado and Fairway Drive**

RECOMMENDED ACTIONS:

Council **DISCUSSES** potential names for the park at the northwest corner of Eldorado and Fairway Drive; and

PROVIDES direction to staff.

DISCUSSION:

At the March 2, 2023, City Council meeting, the Council approved the design for the development of the new park at the corner of Eldorado and Fairway Drive.

As the final design is being completed, Council needs to determine a name for the park to be included into the design. The naming of a park is complex as the assigned name is a permanent identity of this public place. There are many options to consider when naming a park such as:

- A distinct geographic, historic, environmental, physical element, or developmental feature
- The streets adjacent to the park
- A local neighborhood or community
- A commemorative event

The Council discussed potential names at the June 1, 2023, City Council meeting. During that meeting, the Council directed staff to collect public input and present community members suggested names at the next City Council meeting. As of June 26, 2023, Staff received 275 suggestions for the name of the park. Many community members suggested more than one name. Many suggested names were very similar, e.g., Eisenhower Park and Eisenhower Memorial Park.

The top-five names suggested were:

1. Eldorado Park (17 votes)
2. Paradise Park (14 votes)
3. Fairway Park (12 votes)
4. Eisenhower Park (7 votes)
5. Serenity Park (6 votes)

The full list of suggested names is attached to this staff report (**Attachment No. 1**).

Staff is seeking Council discussion on the naming of the park or direction on how to best proceed with the naming of the park over the next 30-60 days.

OPTIONS:

1. Staff recommends the City Council discuss potential names for the park at the northwest corner of Eldorado and Fairway Drive; or
2. Provide alternative directions.

FISCAL IMPACT:

There is no fiscal impact with this action.