


## STAFF REPORT

**Date:** Tuesday, June 13, 2017  
**To:** Bryan H. Montgomery, City Manager  
**From:** Kevin Rohani, City Engineer/Public Works Director

Approved and Forwarded to City Council:

  
Bryan H. Montgomery, City Manager

**SUBJECT: Resolution naming the 55 dedicated park acres from the Emerson, Gilbert, and Burroughs families as Oakley Regional Community Park**

### Background and Analysis

The Emerson, Gilbert, and Burroughs families entered into an Agreement with the City of Oakley in 2002, which in part, included a commitment to deed 55 acres of land to be used for park and recreation purposes. Through the years the parcels have generally been referred to as the Dutch Slough properties or Dutch Slough Park; however, the proposed park has never been officially named.

Staff feels the name "Dutch Slough" is not identifiable in the larger geographical Bay Area/Central Valley region for marketing, nor does it conjure up a positive image in the minds of users and visitors.

If a park facility is intended to draw both local residents and out of the area users, the name of the facility is important. When considering a name we would want one that is appropriate and will have broad support, engenders a positive image, will have practical value and be a strong identifier to people in the region for powerful marketing purposes; and, will enhance the image of Oakley.

With this in mind, staff is recommending that the park be named "Oakley Regional Community Park."

### Fiscal Impact

There is no budgetary impact to this policy decision.

### Recommendation

Staff recommends that the City Council adopt the resolution formally naming the 55 dedicated park acres from the Emerson, Gilbert, and Burroughs families, as "Oakley Regional Community Park."

### Attachments

- 1) Resolution
- 2) Vicinity Map
- 3) City Facilities Naming Policy

RESOLUTION NO. \_\_-17

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF OAKLEY NAMING THE 55 ACRES DEEDED BY THE EMERSON, GILBERT, AND BURROUGHS FAMILIES FOR PARK AND RECREATION PURPOSES AS "OAKLEY REGIONAL COMMUNITY PARK"**

**WHEREAS**, the Emerson, Gilbert, and Burroughs families have deeded 55 acres of land to be used for park and recreation purposes; and

**WHEREAS**, when considering a name you want one that is appropriate, identifiable for marketing purposes, and conjures up a positive image in the minds of residents and visitors; and

**WHEREAS**, the use of the city's name as a geographic identifier for the park will aid people from out of the area to easily locate the vicinity of the facility; and

**WHEREAS**, in February 2007 the City Council approved a City Facilities Naming Policy; and

**WHEREAS**, staff is highly supportive of the name "Oakley Regional Community Park" for the park facility.

**NOW, THEREFORE, BE IT RESOLVED AND ORDERED**, that the City Council of the City of Oakley hereby names the 55 dedicated park acres as "Oakley Regional Community Park".

**PASSED AND ADOPTED** by the City Council of the City of Oakley at a meeting held on the 13th of June, 2017 by the following vote:

AYES:  
NOES:  
ABSENT:  
ABSTENTIONS:

APPROVED:

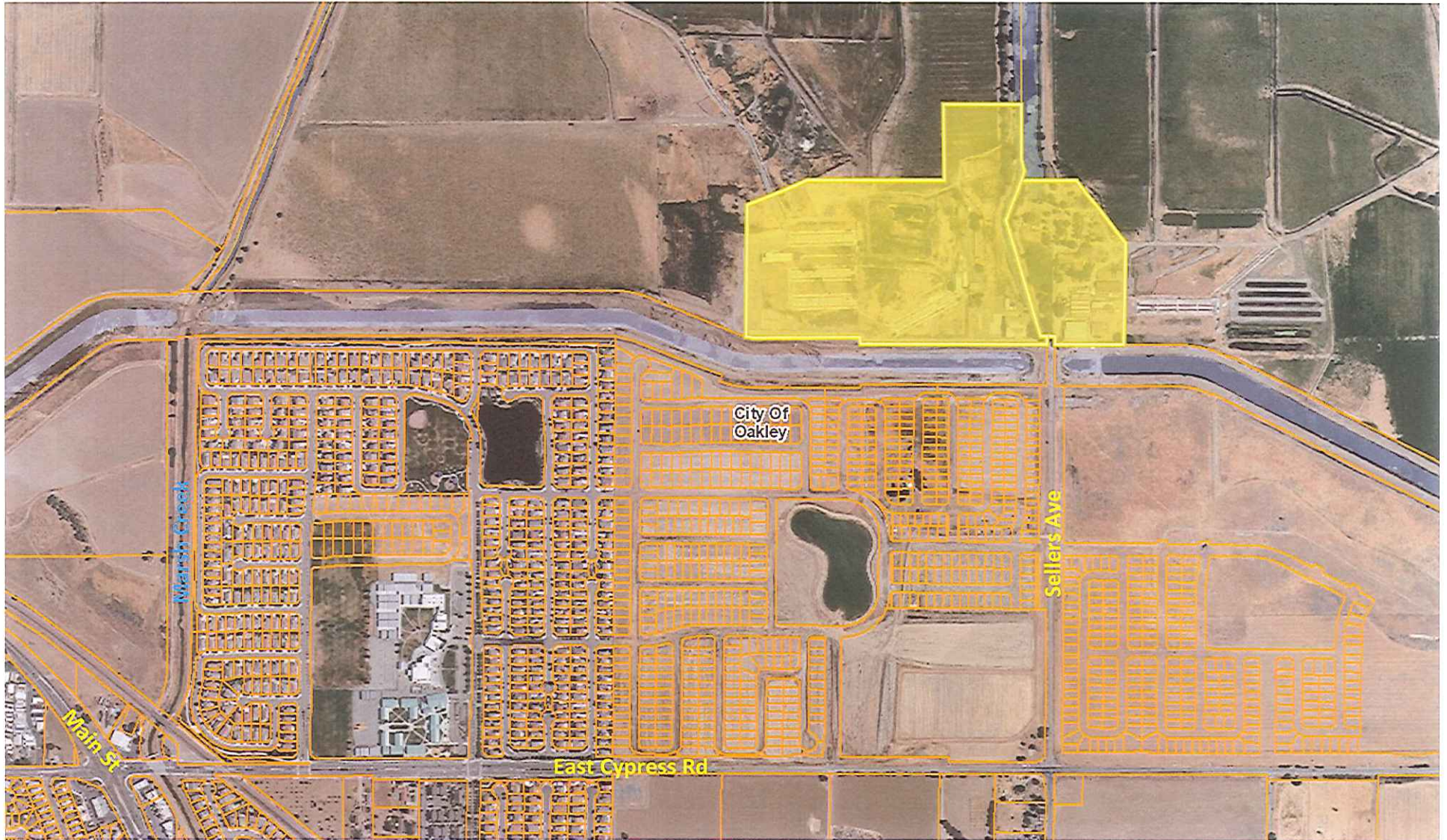
\_\_\_\_\_  
Sue Higgins, Mayor

ATTEST:

\_\_\_\_\_  
Libby Vreonis, City Clerk

\_\_\_\_\_  
Date

VICINITY MAP





## CITY FACILITIES NAMING POLICY

*Approved February 26, 2007*

### PURPOSE:

To provide guidelines and procedures for naming of City Facilities and Parks.

### DEFINITIONS:

*City Facilities:* Any facility, park or property owned, controlled and/or maintained by the City to conduct City business or City-sponsored activities, including developed areas, undeveloped areas and designated open spaces.

### PROCEDURE:

City staff will coordinate the generation of potential names and forward them to the City Manager. The City Manager will provide recommendation(s) regarding the proposed name(s) to the City Council for its consideration and the City Council shall have final approval.

### POLICY:

- 1) Naming shall be of such that it would provide an easy and recognizable reference to the facility and be compatible to the area in which the facility is located.
- 2) Naming based on a geographic location should reflect the well-known geographic name of the area within which the facility is located, the street adjacent to the facility, or other acceptable identification with the consideration of specific place, neighborhood, subdivision, or well-confirmed cultural or historical significance.
- 3) Naming based on a person or family should be done only for an individual (or family) that has had a clearly positive and significant impact or contribution to the City, State or Country. (This could include significant donors to the facility or previous property owners). Names should be avoided that would cause undue contention or concern.
- 4) Naming should take into account the names of other facilities (public or private) so as to not duplicate or utilize a name that could be readily confused by others, particularly emergency response personnel.