



Recommendation for Action

File #: 21-1962, **Agenda Item #:** 58.

7/29/2021

Posting Language

Approve the renaming of Payton Gin Pocket Park, located at 801 Payton Gin Road, to Heron Hollow Pocket Park.

Lead Department

Parks and Recreation Department.

Fiscal Note

Funding in the amount of \$5,000 is available in the Fiscal Year 2020-2021 Parks and Recreation Department Operating Budget.

For More Information:

Kimberly McNeeley, Director, 512-974-6722; Sammi Curless, Business Process Specialist, 512-974-6716.

Council Committee, Boards and Commission Action:

June 22, 2021 - Approved by the Parks and Recreation Board on a 6-0 vote with Board Members Faust and Taylor absent and three vacancies. Recommendation Number 20210622-B1.

Additional Backup Information:

The Parks and Recreation Department (Department) received a request for the park renaming from the North Austin Civic Association (NACA). The request is to rename the Payton Gin Pocket Park to Heron Hollow Pocket Park to memorialize the preference of the community. The NACA provided abundant evidence outlining the specific steps taken, as early as 2000, to conduct a community stakeholder process as a part of the name selection. Research conducted by the Department revealed that the park at 801 Payton Gin Road has been referenced as "Heron Hollow Park" by community members and presented as such before City Council in the early 2000s. Evidence such as NACA meeting minutes, correspondence to the City, internet references and community partner documents reference the park at 801 Payton Gin Road as both Heron Hollow and Payton Gin Pocket Park seemingly because the original stakeholder park naming process was not formalized by the Department. Community support for naming the park Heron Hollow was reaffirmed at a focus group meeting with NACA on April 28, 2021 and at the NACA Board meeting conducted on May 20, 2021.

At the May 25, 2021 Parks and Recreation Board meeting, the Board suggested the Department initiate additional community engagement, as outlined in City Code, to supplement the initial community naming process. Community engagement was conducted between June 2 and June 16, 2021 and included a community survey and two on-site engagements in the park. The survey tool had 62 participants with 85% supporting the proposed name change; seven respondents indicated that they did not want the facility name to change.

Strategic Outcome(s):

Health and Environment; Government that Works for All.