
MEMORANDUM

TO: PARKS AND RECREATION ADVISORY BOARD
FROM: JONATHAN SCHILK, LANDSCAPE ARCHITECT, PARKS/DESIGN AND DEVELOPMENT DIV.
VIA: LAINE POTTER, MANAGER PARKS/DESIGN AND DEVELOPMENT DIVISION
VIA: NICOLE OLIVER, DIRECTOR, PARKS AND RECREATION DEPARTMENT
SUBJECT: MAPLEWOOD MCLEOD PARK NAME SELECTION
DATE: OCTOBER 12, 2022

The City of Bellingham Parks and Recreation Department is master planning seven-acre Maplewood Mcleod Park, located at 2927 West Maplewood Avenue. Engage Bellingham was the primary method for general public outreach and engagement and included a survey regarding design options and preferences open June 10, 2022 through June 26, 2022. Simultaneous with the park design outreach effort a total of 35 suggested names for the park were collected.

A summary of names, in descending order of votes received per name is attached hereto for discussion and recommendation to the City Council for action. Top three legitimate park names are highlighted.

Outreach:

The master plan and associated public process was launched on social media, project website, press release, on-site postings, mailers to properties within 500' of the park boundary, e-mails, and Engage Bellingham. Projects published on the Engage Bellingham site are sent to local media, interested parties, neighborhood associations, boards, commissions, and others.

In accordance with Bellingham Policy PAR 01.00.01, attached hereto, the Department solicited the public for ideas for a permanent name for the park parcel at 2927 West Maplewood Avenue.

Maplewood Mcleod Park Name Suggestions and Votes

Suggested Park Names	Votes	Percent of votes cast
Wood Hood Park	47	18%
Ask the Lummi elders for a name	34	13%
Parky McParkface Park	20	8%
The Woods	18	7%
Potts Park	18	7%
Northwoods Park	18	7%
Maplecloud Park	16	6%
Storybrook Park	12	5%
Meadow Wood Park	12	5%
Singing Frog	10	4%
Add sidewalks.....	8	3%
Gnomehaven Park	7	3%
McLeod Pond or Maplewood Pond	6	2%
Hidden Glen Park	5	2%
Maple Wood Park	5	2%
Shuksan Park	4	2%
Fauna Park	4	2%
Kindness Park	3	1%
Woodland Path Park	3	1%
Hobbiton Park	3	1%
Evergreen Park	2	1%
Deer trail park	2	1%
Leah Roberts Memorial Park	2	1%
Ravenna Park	2	1%
Fern Dell Park	2	1%
Dog Lane Glen	1	0%
a Lummi or Central American immigrant name	1	0%
Ding Dong Park	0	0%
Enchanted Ponds Park	0	0%
Potts Park	0	0%
Hobo park	0	0%
McLeod Park or Bennett Hill Park	0	0%
Land Back	0	0%
Confluence Greenspace	0	0%
New Growth Park	0	0%
Total Votes	265	

Figure 1 Park name tally

Naming of Parks, Recreation Areas and Facilities

Reference Number PAR 01.00.01

Purpose

To establish requirements for naming or renaming of parks and recreational facilities.

Scope

This policy applies to all park facilities.

Definitions

City - City of Bellingham Parks and Recreation Department

Park Board - is the City of Bellingham Parks and Recreation Advisory Board

Park, Facility or Park Facility - includes all City of Bellingham Parks and Recreation Department managed buildings, shelters, gazebos, amphitheater, open space areas, trails, game fields, stadiums, courts, land or other areas.

Park Name - is the name of a park facility used in print, signs, Bellingham Municipal Code, electronic media, and any other official document of the City of Bellingham.

Policy/Conditions

1. City sets rules for park names

Parks shall not be named after a living person.

Duplication of park names shall be avoided.

Parks shall not be named after a deceased person or significant event unless there has been a lapse of at least ten years after the event occurred or person's deceased date.

Renaming of Parks shall follow the same process set forth in this policy.

2. Park Director or designee facilitates the public process for naming all parks

Park Director or designee solicits names from the general public by issuing a press release, posting a public sign at the Facility, or conducting a public meeting. City staff may also provide suggestions for park name.

Park Director or designee records all names and forwards to the Park Board for final recommendation.

3. Park Board recommends park name

Park Board considers all name suggestions received up to the time of voting. Park Board may also provide suggestions.

Park Board votes on the names. The name selected by majority is forwarded to City Council for final action.

4. City Council approves park name

City Council reviews recommendation by Park Board and approves the final park name.

5. City allows variation of park names

Approved park names may be abbreviated or varied if approved by the Park Director or designee.

Examples:

Little Squalicum Park: Little Squalicum, LSP, Little Squalicum Beach

Boulevard: Boulevard Park, Boulevard, Boulevard Park Upper, Boulevard Park Lower

6. City provides exceptions to this policy

Exceptions to this policy may include:

- Naming a facility after a living person, recently deceased person, or important event if that person has provided a significant donation or service to the city
- Naming a facility as a condition of accepting a donation
- Temporary names may be used for referencing a facility until a permanent name is selected and approved per this policy

Status	Active
Level	Departmental
Chapter	Parks, Recreation and Cemetery
Section	
Developed By	Byron Elmendorf, Parks & Recreation Director
Issued	7/24/1978
Revised By	Leslie Bryson, Park Director
Revised	11/16/2016
Approved By	Kelli Linville, Mayor
Reviewed	
Archived	
Create Copy	No

Figure 2 Park Naming Policy