

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

<p>AGENDA TITLE: City Council consideration of the proposal submitted by the Rotary Club of Shoreline and the Shoreline Breakfast Rotary Club to change the name of Ronald Bog Park to "ROTARY PARK at Ronald Bog".</p> <p>DEPARTMENT: Parks, Recreation and Cultural Services</p> <p>PRESENTED BY: Wendy Barry, Director</p>
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PROBLEM/ISSUE STATEMENT:

On March 25, the City Council postponed action for six months on the Rotary Clubs' proposal to change the name of Ronald Bog Park. Six months have elapsed and staff is seeking Council direction on this issue.

BACKGROUND:

In April of 2001, the Rotary Club of Shoreline and the Shoreline Breakfast Rotary Club joined together to submit a proposal to the City Council to change the name of Ronald Bog Park to "ROTARY PARK at Ronald Bog." Please see Attachment A. The City Council referred this proposal to the Parks, Recreation and Cultural Services (PRCS) Advisory Committee for consideration and recommendation.

The PRCS Advisory Committee developed a recommendation for a Parks and Facility Naming Policy and Procedure in 2001. The PRCS Advisory Committee's recommended policy and procedure was reviewed by City Council and approved with one modification on February 11, 2002. Please see Attachment B.

On February 28, the PRCS Advisory Committee reviewed the adopted Parks and Facility Naming Policy including the modification made by City Council and considered a presentation made by the Rotary. The PRCS Advisory Committee developed a recommendation regarding the name change proposal for City Council consideration. On March 25, the City Council's consideration of the PRCS Advisory Committee recommendation was the last step in the process. Council noted policy 2.h indicates a six-month lapse policy provision and postponed action on this item for six months.

ALTERNATIVES ANALYZED:

The PRCS Advisory Committee reviewed three options.

1. Change the name of the park.
2. Do not change the name of the park.

3. Do not change the name of the park, and take other action to reflect the story of the park and Rotary's contributions to the park over the years.

The PRCS Advisory Committee recommends Alternative 3 because the proposed name change was in conflict with several sections of the Parks and Facility Naming Policy. While the PRCS Advisory Committee recognizes and appreciates the Rotary Clubs' contributions to the park, the Committee does not believe that the contributions to the park system are adequate justification to warrant changing the long-standing name of the park. However, the PRCS Advisory Committee does recommend the City take other action to reflect the story of the park and Rotary's contributions to the park over the years by constructing a kiosk and developing a display and installing a memorial plaque on the shelter at the park.

FINANCIAL IMPACT:

1. Change the name of the park.

This alternative will have a financial impact of \$3,600 - \$4,000 to install a new entry sign. This expenditure was not foreseen in the 2002 operating budget. If funded by the Rotary Clubs, this will have no financial impact to the City. The City will need to edit printed materials as current supplies are depleted and to establish documentation of the name change. Printing and documentation costs are not expected to be staff time intensive, or cause additional direct costs for printing.

2. Do not change the name of the park.

No financial impact is anticipated.

3. Do not change the name of the park, and take other action to reflect the story of the park and Rotary's contributions to the park over the years.

The estimated total cost of this alternative is \$1,000 and was not anticipated in the 2002 budget. The cost of materials for a kiosk and information display with photos is estimated at \$750 and assumes construction by volunteers. It can be included in the Neighborhood Park Capital Improvement Program fund in 2003. Staff time and some direct costs for printing will be needed to develop an appropriate display with photos. The cost of a memorial plaque to be located on the shelter is estimated at \$240. The plaque can be ordered and installed as soon as it is delivered.

If funded by the Rotary Club, there is no immediate financial impact to the City. On-going maintenance will be required for the added kiosk and signing and can be addressed with existing resources.

RECOMMENDATION

Staff and the Parks, Recreation and Cultural Services Advisory Committee recommend that the name of Ronald Bog Park not be modified, and that the City take other action to reflect the story of the park and Rotary's contributions to the park including: a memorial plaque on the shelter and an informational kiosk.

Approved By: City Manager  City Attorney 

INTRODUCTION

In April of 2001, the two Rotary Clubs in Shoreline joined together to submit a proposal to the City Council to change the name of Ronald Bog Park to "ROTARY PARK at Ronald Bog". The City Council referred this proposal to the Parks, Recreation and Cultural Services (PRCS) Advisory Committee for consideration and recommendation. The PRCS Advisory Committee is recommending that the name of Ronald Bog Park not be modified, and that the City take other action to reflect the story of the park and Rotary's contributions to the park including: a memorial plaque on the shelter and an informational kiosk.

BACKGROUND

The Parks, Recreation and Cultural Services (PRCS) Advisory Committee established a sub-committee to develop a park naming policy for presentation to the entire PRCS Advisory Committee in 2001. The Park and Facility Naming Policy recommended by the PRCS Advisory Committee and staff was reviewed by the City Council on February 11, 2002. The City Council amended policy 2.0 (f) by deleting the first sentence ("In general portions of a facility shall not have a name other than that of the entire facility to avoid confusion" and deleted "However," from the second sentence. Item 2.0 (f) now states, "A park's interior features and/or facilities may have names other than that of the entire park." No other modifications were made to the policy and procedure.

On February 28, the proposed park name change was included on the PRCS Advisory Committee's agenda. The PRCS Advisory Committee considered printed materials and a presentation by Mr. Wayne Cottingham, a representative from the Rotary Clubs in Shoreline.

Mr. Cottingham described the Rotary Club was chartered in 1962. He noted the many contributions the Rotary Club has made to the community. He also provided a history of the Rotary Clubs' involvement with Ronald Bog Park. Highlights of the presentation related to Ronald Bog Park are noted here. In 1990, the club chose "Preserve Planet Earth" as its theme for the year. In 1990, the Club cut and limbed brush in the perimeter of the park. In the fall of 1990, the Rotary Club influenced King County to tear down a house on the site and hired a landscape architect to develop a master plan for the park. In 1992, Rotary donated \$2,200 of daffodils for the berm in the park. They also collaborated with Shorewood High School to purchase and plant 150 trees. The Rotary planted 50 of the trees and the high school students planted the rest. Rotary also influenced the Department of Transportation to establish the parking lot. In 1996, the Rotary Club partnered with King County Parks Department to construct the sod roof shelter. King County Parks Department provided the materials and the Rotary Club erected the shelter in 1997.

Mr. Cottingham noted the Rotary Clubs' contributions to the community, as well as the parks and recreation system, justified the proposed name change based on his interpretation of the Parks and Facility Naming Policy 2.0 (g) and 2.0 (l) 5. The PRCS Advisory Committee clarified that the intent of the policy was to recognize extraordinary contributions to the parks and recreation system specifically.

ANALYSIS

The PRCS Advisory Committee reviewed three options.

4. Change the name of the park.
5. Do not change the name of the park.
6. Do not change the name of the park, and take other action to reflect the story of the park and Rotary's contributions to the park over the years.

In their deliberations, the PRCS Advisory Committee discussed several concerns about changing the name of Ronald Bog Park. The PRCS Advisory Committee noted the proposed name change was in conflict with several sections of the policy. The park name, Ronald Bog Park, has been the widely accepted name since the park was established in 1973, it may have some historical significance, and the intent of the policy is that names of parks, once adopted should be permanent. The unique geological feature and the long-standing reference to the Ronald name in the area are significant and important to maintain. In addition, the PRCS Advisory Committee noted that the intent of the policy 2.0 (g) and 2.0 (l) 5 is to recognize significant and extraordinary contributions to the City parks and recreation system over and above the satisfactory performance of normal duties. They were appreciative of the Rotary Clubs' extensive contributions to the community as a whole, as well as the Rotary's contribution to the parks system. They noted that there are many service organizations contributing to the parks system in similar ways and that changing this name could set an undesirable precedent.

The PRCS Advisory Committee consensus was that it was appropriate to provide some recognition of the Rotary Clubs' contributions to Ronald Bog Park. As a result, the Advisory Committee recommends Alternative 3 to not change the name of the park and to provide a plaque at the shelter and a kiosk in the park to reflect the story of the park and Rotary's contributions to the park. Staff concurs with the recommendation.

TIMING AND FINANCIAL IMPACTS

The financial impacts of this recommended alternative are approximately \$1,000. The cost of materials for a kiosk and information display with photos is estimated at \$750 and assumes construction by volunteers. This expenditure for the kiosk was not foreseen in the 2002 operating budget. It can be included in the 2003 Neighborhood Park Improvements budget. The timing of the construction of the kiosk and the development of display materials will be dependent on the availability of volunteers. The plaque is estimated at \$240 can be ordered and installed as soon as it is delivered.

RECOMMENDATION

Staff and the Recreation, Parks and Cultural Services Advisory Committee recommend that the name of Ronald Bog Park not be modified, and that the City take other action to reflect the story of the park and Rotary's contributions to the park including: a memorial plaque on the shelter and an informational kiosk.

ATTACHMENTS

Attachment A: April 12, 2001 Rotary Club Resolution Transmittal and proposed resolution to rename Ronald Bog Park "ROTARY PARK at Ronald Bog".

Attachment B: City of Shoreline Parks and Facility Naming Policy 01-02 adopted February 11, 2002.

RESOLUTION TRANSMITTAL**April 12, 2001****To: City of Shoreline
Acting City Manager Larry Bauman, Dir. Parks and Recreation Wendy Barry
City Council****From: The Rotary Clubs of Shoreline and Shoreline Breakfast**

The Rotary Club of Shoreline and the Rotary Club of Shoreline Breakfast have contributed to the Shoreline and adjoining communities for thirty-nine and seven years respectively. These two Clubs have supported numerous community, vocational and international service projects and programs. These projects each became a reality because a Rotarian from one of these clubs had a vision to undertake a project that Rotary stands for: "Service Above Self".

These projects and programs include: The initial financial support to purchase the first of the Medic-Aid cars for Fire District #4, and the development of the Shoreline Rotary Aid Car Fund, which received donations and purchased three additional Medic units and funded training of paramedics and citizens. Rotary's signature role after the double school levy failure in the early 1970's, where privately donated funds kept the schools athletic and library programs afloat. Rotary's student of the month programs at Shoreline, and now Shorewood and Kings High Schools. Participation in the Rotary Youth Exchange program which has sent and received more than 100 high school students to and from the rest of the world. Rotarians and Shorewood students building the Rotary House at 171st and Dayton, with proceeds going to startup the Shorewood ASB funds. Rotary Club of Shoreline's collaboration with the Ballard Rotary Club in the acquisition and the transportation by ship to Peru of a 1750 gallon fire engine pumper. The organization and operational leadership role in hosting more than 1,500 Soviet visitors for ten days during the 1990 Goodwill Games. Construction of a wheelchair ramp at a UCP house. The annual children's fishing derby at Echo Lake Park. The tens of thousands of dollars of college scholarships awarded to deserving local youth. And these two clubs have joined with over 1,200,000 Rotarians in 30,000 Rotary Clubs in 163 countries to totally eradicate a dread disease-polio-from the face of the earth, and take with it, a half a dozen other children's diseases, by 2005. We're on target to meet or beat that date.

The goal of both Clubs and their members is to be able to give to the local and worldwide communities more than they receive, as they participate in Rotary International's worldwide program in providing humanitarian service, encouragement of high ethical standards in all vocations and helping build goodwill and peace in the world.

Help us to indelibly mark these services by putting the Rotary name on the park at Ronald Bog in accordance with the attached Resolution.

Resolution

Whereas the Rotary Club of Shoreline (Rotary) and its successor benefactor of the Ronald Bog Park, The Shoreline Breakfast Rotary Club (Rotary) have a long and successful history of volunteer sponsorship of the park, and,

Whereas, the 1990 the Rotary International Theme was, "Preserve Planet Earth" and under the leadership of Michael Rancich, President of the Shoreline Rotary Club, and with the blessing of the King County Council, in early 1990 Rotary urged acceleration of the park's development and Rotary prodded for the removal of a vacated house, and a re-grading of the site and Rotary volunteers cleared brush and litter from the park., and in the fall of 1990 Rotary engaged the University of Washington Department of Landscape Architecture to develop a master plan for the parks which has evolved as the only development source document, and,

Whereas, in 1992 Rotary donated \$2,200 of spring flowering bulbs to the park and planted them and continues to maintain the beds on this only approach to the center of Shoreline and additionally, Rotary purchased 150 native conifers and planted 50 of them and recruited high school student classes to plant 100 trees, and also in 1992 Rotary acquired logs and set them to delineate the borders of the parking area and re-graveled the parking area, and,

Whereas, in 1994 the newly chartered Shoreline Breakfast Rotary Club (Rotary) re-committed to the parks sponsorship and continues to maintain the flowers on a semi-annual basis, and at the board of directors meeting of Friday, July 12, 1996 the board unanimously approved a partnership grant proposal to construct the overdue, "Sod Roofed Log Shelter", and,

Whereas, while the 1996 King County Conservation District Grant application was unsuccessful, a partnership was formed with King County Parks in the summer of 1996 whereby Parks would provide the materials and Rotary would erect the shelter, which Rotary finished the sod roof on April 5, 1997 at about the time of the 1997 tulips and daffodils were in bloom, and,

Whereas, while the State of Washington Department of Transportation is modifying the berm area with construction projects, Rotary continues to explore with City of Shoreline Parks Dept. on bulb re-location, additional conifer plantings, conifer identification markers and extension of the berm and planting it, and,

Whereas, internet searches find no other "Rotary Parks" in the the Greater Seattle Area, and,

Whereas as before, Rotary agrees to the costs of any administrative or construction costs caused by approval of this resolution,

Now therefore, while the official name of this City of Shoreline Park is currently "Ronald Bog Park", (a name King County Parks gave it), we are submitted this resolution to the City Council of The City of Shoreline to rename the park, **"ROTARY PARK at Ronald Bog"**.

Respectfully,

THE ROTARY CLUB of SHORELINE BREAKFAST

James Schoeld, President

THE ROTARY CLUB of SHORELINE

Kae Petersen, President

City of Shoreline		POLICY & PROCEDURE	
Subject: Parks and Facility Naming Policy		Department: Parks, Recreation and Cultural Services Number: 01-02	
Effective Date February 11, 2002	Supersedes Not applicable		Approved By: City Council

1.0 PURPOSE:

The purpose of this policy is to outline the procedures and criteria for the official naming of parks and recreation facilities.

2.0 POLICY:

It is the policy of the City of Shoreline for designation of names for park and recreation facilities to be in accordance with the following criteria:

- a. The naming of parks and facilities should be approached with caution, patience, and deliberation.
- b. A name, once adopted, should be permanent, and changes should be strongly resisted.
- c. Existing facility names shall be reviewed in order to avoid duplication, confusing similarity and/or inappropriateness.
- d. A prospective park or major facility name should be one likely to be widely accepted and used by the public.
- e. Whenever possible, a facility shall be named prior to construction of the improvement. Timing is important in naming facilities, since temporary designations tend to be retained. In the development of facilities, a number designation shall be used until formal naming of the facility is complete.
- f. A park's interior features and/or facilities may have names other than that of the entire park.
- g. If a park or sub-element of a park is named after an individual, family or organization, the final recommendation shall include a narrative describing or quantifying in some detail, the contribution. The qualifying achievement should be the result of extraordinary dedication, significant donation or contribution to the City parks and recreation system, over and above the satisfactory performance of normal duties.

- h. There should be a lapse of at least six months between the receipt of the name proposal and the final recommendation for its adoption.
- i. In cases where the person is deceased, the person shall have been deceased for a minimum of two years.
- j. Elected/appointed City of Shoreline officials and currently employed City staff shall not be eligible for consideration until they are no longer in office or have retired from city service.
- k. Length of service, in and of itself, does not meet this criteria.
- l. Names may reflect:
 - 1. Neighborhood or geographical identification
 - 2. Community name or widely accepted name,(e.g., North City Park, Richmond Beach Saltwater Park, Innis Arden Reserve, Meridian Park, Ballinger Open Space)
 - 3. Natural or geological feature (e.g., Boeing Creek Park, Twin Ponds Park)
 - 4. Historical or cultural significance
 - 5. The name may include an individual, family, or organization that has made a significant land and/or monetary contribution to the park and recreation system, or has performed significant public service which made a tangible contribution to the parks and recreation system justifying a permanent memorial.

3.0 PROCEDURES:

- a. Suggestions for names for any park, or public facility may be solicited from individuals and/or organizations. All suggestions, solicited or not, shall be recorded and forwarded to the Parks, Recreation and Cultural Services Advisory Committee for review and consideration.
- b. Staff may review suggestions for names and make a recommendation(s) to the Parks, Recreation and Cultural Services Advisory Committee for consideration.
- c. The Parks, Recreation and Cultural Services Advisory Committee after review of public and staff input shall make a recommendation to the City Council for consideration.
- d. Following adoption of the facility name by the City Council, the Parks, Recreation and Cultural Services Department shall develop facility signage using the name.

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