

# STAFF MEMO

**DATE OF COUNCIL MEETING: JULY 26, 2021 / AGENDA ITEM NO. 6**

To: Mayor and City Council

From: Kit Newland, Director of Community Resources, 303-987-7822

Subject: **NAMING REQUEST FOR NEW PARK LOCATED AT 2350 WADSWORTH BLVD**

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**SUMMARY STATEMENT:** The Department of Community Resources (CR) is requesting City Council approval of a name for the new open space park acquired in 2018, located at 2350 South Wadsworth Boulevard. Following a public engagement effort, survey and quick poll, Lakewood residents voted the new name as Peak View Park, named for the views of Pike's Peak from the scenic ridge.

**BACKGROUND INFORMATION:** The City of Lakewood acquired approximately 60 acres of the former Taylor property to be forever preserved as open space. The property can be viewed from South Wadsworth Boulevard between Morrison Road and West Vassar Avenue. The acquisition of the property was completed with the help and generosity of Jefferson County Open Space.

The city launched a public engagement process in 2020 at [LakewoodTogether.org/Future-Park-At-Taylor](https://LakewoodTogether.org/Future-Park-At-Taylor) to determine the future look and feel for the park and gather input from residents on the perfect name that would meet the requirements of the Department of Community Resources Guidelines for Naming/Renaming of Parks, Recreational/Cultural Facilities, and Major Features. (attached)

**BUDGETARY IMPACTS:** Budgetary impacts because of the name designation are minimal and include installation of park signage on site as well as staff resources to update program materials, maps, the city website and any other location in which the park is identified.

**STAFF RECOMMENDATIONS:** Staff recommends approval of Peak View Park as an appropriate name for the open space park located at Wadsworth and Morrison Road, based on feedback from Lakewood residents.

**ALTERNATIVES:** Council may choose to reject the name request for Peak View Park, requiring a new public process to determine another suitable name for the open space park.

**PUBLIC OUTREACH:** A survey was posted on the project page [LakewoodTogether.org/Future-Park-At-Taylor](https://LakewoodTogether.org/Future-Park-At-Taylor), asking residents to submit a name for the park. As with any CR public engagement effort, the survey and project page were disseminated across all city channels including the city website, LakewoodTogether.org, CR e-newsletters, Looking@Lakewood, the Friday Report and social media channels. In addition, a postcard was sent to a 1,000 square foot radius of the perimeter of the park seeking feedback on the project page and survey from the neighborhood.

78 survey responses were received. (Survey Report attached) Following the survey, three "themes" emerged from survey responses. These themes resulted in the three Quick Poll options presented on the project page that included Unity Park, in honor of our veterans; Sun Mountain View Park, noting the historic significance of the site and views; and Peak View Park, for the views of Pikes Peak. The typical

channels were again utilized to disseminate the Quick Poll along with a notice sent to all project page subscribers asking them to vote. 78 votes were once again received, with Peak View Park receiving 47% of the votes.

**NEXT STEPS:** Should Council choose to approve the request; the Peak View Park name will become effective immediately. Community Resources staff will order new signage for the park when improvements are constructed, and update the city website, maps and other park materials as appropriate.

**ATTACHMENTS:** Resolution 2021-36  
Department of Community Resources Guidelines- Naming/Renaming of Parks,  
Recreational/Cultural Facilities, and Major Features  
Naming Survey Results  
Naming Quick Poll Results

**REVIEWED BY:** Kathleen E. Hodgson, City Manager  
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