



AGENDA MEMORANDUM

First Reading Item for the City Council Meeting of April 18, 2017
Second Reading Item for the City Council Meeting of April 25, 2017

DATE: April 10, 2017

TO: Margie C. Rose, City Manager

FROM: E. Jay Ellington, Director, Parks and Recreation Department
JayEll@cctexas.com
361-826-3460

Rebranding of Bayshore Park Development to The Water's Edge and adding "Veterans' Memorial" to Sherrill Park
--

CAPTION:

Ordinance to name and rebrand the Bayshore Park Development along Shoreline Blvd. generally from Furman Ave. to Cooper's Alley to "The Water's Edge", and to rename Sherrill Park as "Sherrill Veterans' Memorial Park"

PURPOSE:

Approve the name The Water's Edge for the Bayshore Park Development and add the terms "Veterans' Memorial" to Sherrill Park.

BACKGROUND AND FINDINGS:

In October 2016, the Parks & Recreation Advisory Committee (PRAC) appointed a special task force to review the plans for the Bayshore Park development project. The Task Force is charged with recommending strategies for marketing and activating the park, fee schedules and guidelines for vendors, events and other services, as well as a long-term management/operations of the park.

The Task Force consists of the following members:

- Paulette Kluge – CVB
- Terry Sweeney – DMD
- John Longoria – interested resident
- John Philipello – Buc Days
- Amy McCoy – Buc Days and PRAC member
- Doug McBee – Beach to Bay and PRAC member
- Al Cantu, Jr. – CCMC4VA (Veterans Committee Chair).

Parks & Recreation staff members who participated in the meetings included Stacie Talbert Anaya, Becky Perrin, Joshua Wentworth and Laura Gonzales Jasso.

On January 11, 2017 the Bayshore Park Task Force presented recommendations for marketing and activating the park once construction is complete. One of the recommendations included developing a new name for the development that will translate well for marketing efforts and reflect the cultural/geographic significance of the space. The primary name suggested for the development was Water's Edge. If approved, the task force would conduct an outreach campaign to gain consensus on the name and make changes if another viable option floated to the top of the list.

PRAC accepted the recommendation and the task force conducted the outreach efforts throughout the months of February and March. Members of the task force met with or made presentations to the following city appointed boards/committee:

- Watershore and Beach Advisory Committee
- Mayor's Fitness Council
- Convention and Visitors Bureau Marketing Committee and Executive Committee
- Downtown Management District
- Bayshore Park Development Stakeholder meeting
- Corpus Christi Mayors Committee for Veterans Affairs (CCMC4VA).

The Bayshore Park development stakeholder meeting held with representatives from the veterans groups, Downtown Management District, La Mer condominiums and the Bayshore Park stakeholders group (which included representatives from the Marina Advisory group, the Arts Center, Beach to Bay and the Buccaneer Commission).

During the course of the stakeholder meetings it was confirmed that a local developer of a southside development had added a section called Water's Edge. After conversations with the developer and other stakeholders, the task force agreed to add "The" to the recommended name for The Water's Edge to alleviate any confusion.

In conversations with representatives from the CCMC4VA group, they were opposed to adding the word "memorial" to any area of the project except for Sherrill Park. Conversations led to the recommendation for renaming Sherrill Park to Sherrill Veterans' Memorial Park. This idea was widely accepted during following stakeholder meetings.

Though there were a few suggestions for other names (such as South Beach) the overwhelming majority of stakeholders supported the name The Water's Edge. This name will allow marketing of the development without compromising the names of the existing parks/beaches within the development. McGee Beach, McCaughan Park, Old City Hall Park and Sherrill Veterans' Memorial Park will retain their individual names.

The task force made a presentation to the Parks and Recreation Advisory Committee on Wednesday, March 8, 2017 and recommended it pass a resolution recommending City Council name the Bayshore Park development The Water's Edge; and renaming Sherrill Park to be Sherrill Veterans' Memorial Park. PRAC approved the recommendation unanimously.

The cost of signage improvements are incorporated into the 2008 Bond Improvements for the development. Once the rebranding effort is approved, the department will begin working with the contractor to develop a signage scheme that incorporates the names.

ALTERNATIVES:

Do not approve.

OTHER CONSIDERATIONS:

None

CONFORMITY TO CITY POLICY:

This recommendation conforms to the Park Naming Policy. City Council must approve the names of parks via council action.

EMERGENCY / NON-EMERGENCY:

Non-emergency

DEPARTMENTAL CLEARANCES:

Legal

FINANCIAL IMPACT:☐ Operating☐ Revenue☐ Capital☒ Not applicable

Fiscal Year: 2016-17	Project to Date Expenditures (CIP only)	Current Year	Future Years	TOTALS
Line Item Budget				
Encumbered/ Expended Amount				
This item				
BALANCE				

Fund(s): N/A

Comments:**RECOMMENDATION:**

Pass a resolution recommending City Council name the Bayshore Park development be rebranded as The Water's Edge and adding the terms "Veterans' Memorial" to Sherrill Park making it Sherrill Veterans' Memorial Park.

LIST OF SUPPORTING DOCUMENTS:

Ordinance

Exhibit

The Water's Edge Rebranding Presentation and Exhibit