

Park Facility Naming Proposed for Alameda Recreation Center City Council March 31, 2020

1



Strategic Plan Alignment

Goal 4 – Enhance El Paso’s Quality of Life through Recreational, Cultural and Educational Environments



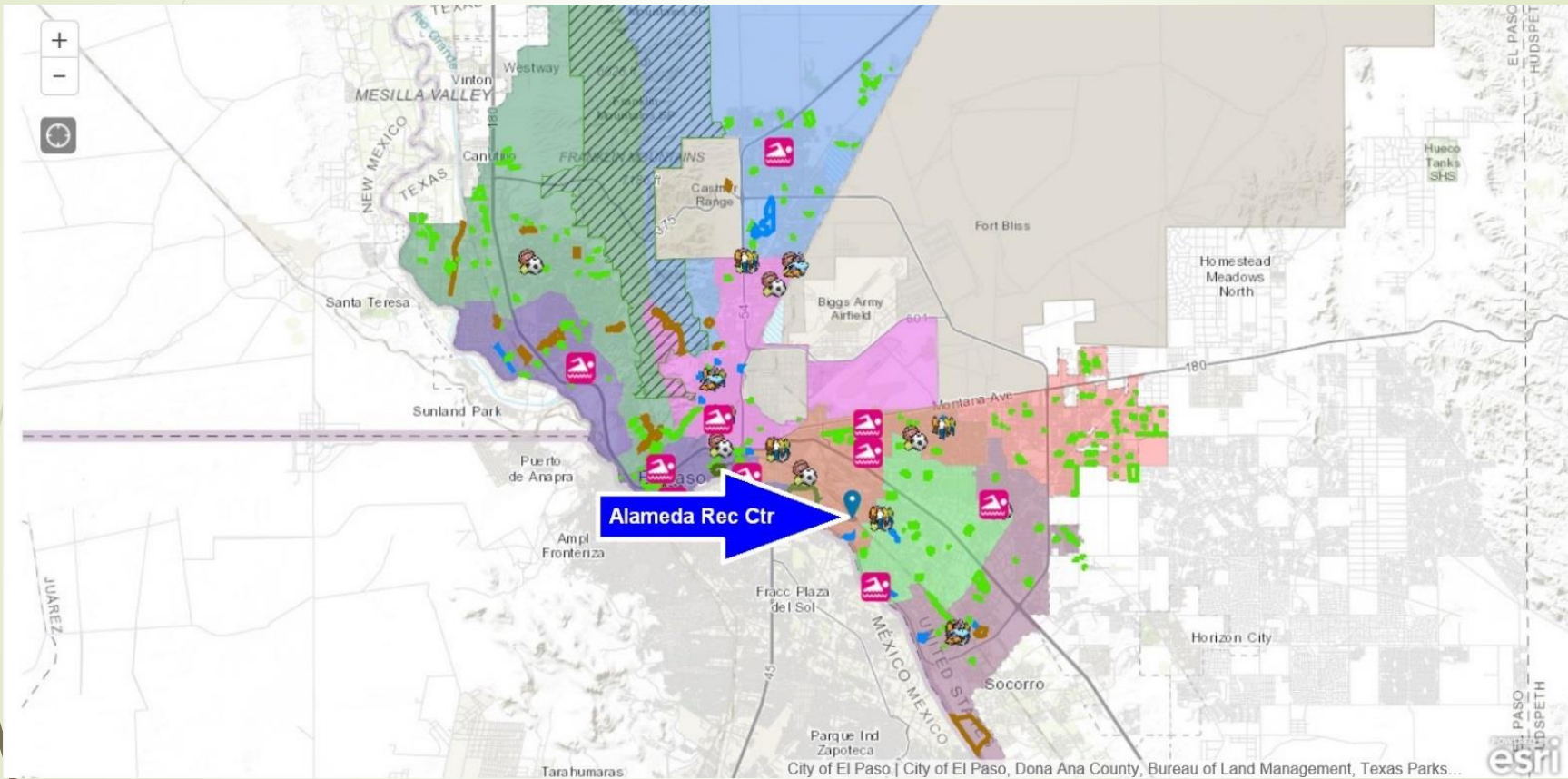
Proposed Name Change

- From: Alameda Community Center, this is a common name that was assigned at the time of project approval.
- To: **Valle Bajo Community Center**



City Wide View of Location

District 3



Located at 7380 Alameda Ave



6

Conceptual Rendering



7

Construction Pictures



Park Naming and Renaming Policy

- The policy for naming and renaming parks and facilities was recently reviewed and approved by City Council.
- The naming of an El Paso City Park or Recreation Facility is a serious matter. All names considered by the Parks and Recreation Advisory Board and ultimately the City Council should be above all significant, appropriate, considerate, and acceptable to the citizens of the City of El Paso.
- Applicant is responsible for signage costs, and sign design must be acceptable to both the Parks and Recreation Department and the individual(s) or group making the request.

Guideline for Naming or Renaming - City Parks and Recreation facilities may be named after:

- Common usage identifying a
Neighborhood
 - ✓ Acknowledges the geographic location or
common name that gives a particular identity to a
neighborhood

Valle Bajo Community Center

- The location of the Recreation Center is paramount for the proposed name “Valle Bajo”, which is Spanish for Lower Valley, because of where it is located.
- Valle Bajo does not simply describe the geographic area, but also represents the pride and deep rooted culture of the people who live there.
- Because this Center will serve more than one neighborhood it is also representative of the entire area.





Action

- After a review that followed the Park Naming Policy that was approved by City Council, staff requests the Parks and Recreation Advisory Board take the following action:
 - Recommend that City Council approve a resolution formally renaming the Alameda Community Center, located at 7380 Alameda Avenue, El Paso Texas, to **Valle Bajo Community Center**



QUESTIONS?

