

Plaza Roosevelt Park Naming Round 2

Public Hearing
Introduction
10/21/2025



Project Overview

Location: 680 Cesar E. Chavez Ave SW
(Roosevelt Park Neighborhood)

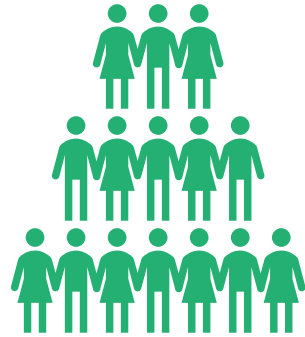
\$2.3M investment in new park development

Community-informed design includes:

- Rentable pavilion and open lawn area
- St. Joseph the Worker informational kiosk
- Plaza space with colorful park sign
- Hammock grove, inclusive play features, seating, and shade



Round 1 - Name Selection Process



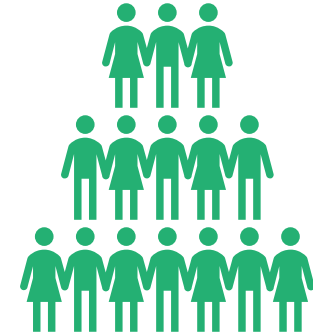
CITY-WIDE BRAINSTORM

All community members had an opportunity to submit a name suggestion.



NAMING COMMITTEE PROCESS

The naming committee reviewed and scored all eligible submissions. The six highest-scoring names moved forward to a City-wide poll.



CITY-WIDE VOTING

All community members were encouraged to vote. Only name and zip code were collected for privacy.

Round 1 - Voting Results

Total name suggestions received: **164**

Eligible names per naming policy: **95**

Top six names selected by naming committee:

- Navarro Plaza (54)
- Unity Park (51)
- La Placita (44)
- Chief Blackbird Park (40)
- Southside Serenity Park (11)
- Maurilia Blakely Park (9)

Initial poll results:

Navarro Plaza received the most votes citywide





Following the public hearing, the City Commission requested that a second round of engagement and voting occur due to the top two names being so close in number of votes



The naming committee determined the names to be considered and affirmed the community engagement process for the final vote



The names to be considered were Navarro Plaza & Unity Park

Round 2 - Outreach Summary

-  1,568 postcards with online poll mailed to neighbors within 0.25 miles of the new park
-  Banner with QR code to online poll was placed on the construction fence
-  Email blast to 275 neighbors
-  Offered 9 hours of in-person voting at: National Night Out, Family Fiesta, and Westside Reunion
-  Multiple social media posts to Facebook and Instagram resulting in 440 clicks to the project page
-  Flyers in Roosevelt Park Neighborhood Association's e-newsletter
-  Flyers at Roosevelt Park Farmer's Market (5 events in August)
-  Online poll was translated into Spanish and Swahili; Postcards and banner included 3 languages: English, Spanish, and Swahili

Round 2 - Community Poll Results

Round 2 Voting Results

- Total recorded votes = **502**
- Eligible votes (GR residents only) = **415**
 - **Unity Park = 232 (56%)**
 - Navarro Plaza = 183 (44%)
- 49503 zip code votes (project site) = **204**
 - **Unity Park = 124 votes (61%)**
 - Navarro Plaza = 80 votes (39%)

2025 Timeline Highlights and Next Steps

