



REPORT

THE CITY OF SAN DIEGO TO THE PARKS AND RECREATION BOARD

DATE ISSUED: June 6, 2023

REPORT NO.: #103

ATTENTION: Parks and Recreation Board
Agenda of June 15, 2023

SUBJECT: Proposed renaming of 3Roots Community Park to Bruce Brown Memorial Park

SUMMARY

Issue – Should the Parks and Recreation Board recommend approval of the proposed renaming of 3Roots Community Park to Bruce Brown Memorial Park?

Department Recommendation – Existing City policy indicates that the Department does not take a position on facility naming requests.

Other Recommendations – The following groups have reviewed and considered the proposed renaming; Mira Mesa Community Recreation Group (Attachment A), Mira Mesa Community Planning Group (Attachment B), Community Parks I (CPI) Area Committee (Attachment C), Mesa Canyon Community Partners (Attachment D). Actions taken and recommendations made by these groups are listed under Discussion below.

Fiscal Impact – No impact.

Water and Energy Conservation Status – The proposed action would not have an impact on water and energy conservation guidelines contained in Council Policy 200-14.

Climate Action Plan (CAP) Impact – No Impact

Strategic/Tactical Equity Plan Impact – No Impact

Environmental – This activity is not subject to the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15060(c)(2) as the activity will not result in a direct or reasonably foreseeable indirect physical change in the environment.

BACKGROUND

The 3Roots Community Park is currently in the permitting phase. This future 23.65 acre park site will serve members of the Mira Mesa Community and include multi-purpose sports

fields, basketball courts, playgrounds, dog-off-leash areas, walking/biking paths, comfort stations/concession stands, security and field lighting along with vehicle parking.

Under Council Policy 600-33, Public Notification and Input for City-wide Park Development Projects, opportunities were provided for Community input on this proposed park development. The General Development Plan (GDP) was completed and approved on October 16, 2018, by the Mira Mesa Recreation Advisory Board and on November 19, 2020, by the Parks and Recreation Board. During this process, it was proposed to rename the park from 3Roots Community Park to Bruce Brown Memorial Park.

Bruce Brown served four (4) decades in the Mira Mesa Community. He served on many committees, including but not limited to the Mira Mesa Community Planning Group, Mira Mesa Town Council, Mira Mesa Recreation Council, and many youth sports groups. He was instrumental in the construction of new parks and renovations of existing parks including the Mira Mesa Community Park expansion and Camino Ruiz Community Park. His service has been recognized with numerous awards. Including the City of San Diego Parks and Recreation Department Volunteer Award for the Community of Mira Mesa twice and the 77th Assembly Districts Veteran of the Year award for 2018.

Bruce Brown lived from 1952-2021 and his legacy is rooted in the Mira Mesa community.

DISCUSSION

City Council Policy 900 - 20 addresses the Naming of City Assets (Attachment E)

1. Location
2. Significant Events, People and Places
3. Outstanding Individuals
4. Major Donations

Category 1 states that as a general policy, a name should assist the public in identifying its location. The City shall first consider the name of the community area, the names of nearby geographic features, and the names of adjacent schools and streets when it is considering a naming/renaming request. The proposed renaming satisfies category 3 of the policy in that the renaming of the park is in recognition of the contributions made by Bruce Brown to the Mira Mesa Community.

- On April 12, 2022, the Mira Mesa Community Recreation Group approved to recommend renaming 3Roots Community Park to Bruce Brown Memorial Park. (Attachment A)
- On April 18, 2022, the Mira Mesa Community Planning Group approved to recommend renaming 3Roots Community Park to Bruce Brown Memorial Park. (Attachment B)
- On September 7, 2022, the CPI Area Committee approved to recommend renaming 3Roots Community Park to Bruce Brown Memorial Park. (Attachment C)

- On March 11, 2022, Allegra Parisi with Mesa Canyon Community Partners submitted a letter of proposal to the City of San Diego's Parks and Recreation Director Andy Field in support of renaming 3Roots Community Park to Bruce Brown Memorial Park. (Attachment D)

ALTERNATIVES

1. Do not approve the proposed naming of 3Roots Community Park to Bruce Brown Memorial Park.
2. Recommend an alternative action to the proposed naming of 3Roots Community Park to Bruce Brown Memorial Park.

Respectfully submitted,

Steve Palle

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SP/as

Attachment(s):

- A. Mira Mesa Community Recreation Group April 12, 2022, Meeting Minutes
- B. Mira Mesa Community Planning Group April 18, 2022, Meeting Minutes
- C. Community Parks I Area Committee September 7, 2022 Meeting Minutes
- D. Letter of Proposal from Allegra Parisi with Mesa Canyon Community Partners, March 11, 2022.
- E. City Council Policy 900-20, Naming of City Assets
- F. Proposed Renaming of 3Roots Community Park to Bruce Brown Memorial Park PowerPoint

cc: Council District 6 Office