



Agenda Item Report

Legislative Board:

Parks and Recreation
Commission

Date:

July 15, 2026

Contact:

Anthony Host

Agenda Item ID /

Number:

2026-547- / H.1

ITEM TITLE: Deliberation and possible recommendation on the naming of the Eastside Park. (Tony Host Parks Director)
--

1. EXECUTIVE SUMMARY

The Parks Commission will discuss and consider a recommendation to the City Council regarding the official name of the future Eastside Park. The naming of the park represents an opportunity to establish a unique identity for one of the City's future signature park facilities while reflecting the community's history, geography, culture, and vision. The Commission's recommendation will be forwarded to the City Council for final review and consideration.

2. BACKGROUND/HISTORY

The City acquired 29 acres for the future Eastside Park and has completed a master planning process to guide the park's development. City Council has directed initial implementation to include a pump track, disc golf course, and parking. Due to funding constraints, staff has submitted a congressional funding request through Representative Casar's office. While the request was for more, they have recommended an 80/20 grant of \$500,000 to support the pump track and parking amenities. The City will likely be informed in September whether this request will be funded. Staff is preparing to create project implementation timelines, in the event the project receives congressional funding and in the event it does not receive this funding. Staff will provide an update to the Commission as that takes shape.

As planning and future implementation efforts continue, Commissioner Pair requested an agenda item to discuss the official name of the park. Park naming offers an opportunity to create a recognizable community asset and to celebrate local history, geographic features, cultural significance, notable individuals, or other elements that contribute to Buda's identity.

3. ANALYSIS

Several factors may be considered when evaluating potential park names, including:

Geographic location and neighborhood identity.

Historical significance to the City of Buda.

Community character and values.

Consistency with existing park naming conventions.

Ease of recognition and wayfinding.

Long-term branding and marketing opportunities.

The Commission may discuss naming options presented by staff, consider additional suggestions, and provide a recommendation for City Council's consideration.

4. FINANCIAL IMPACT

The naming of the park itself does not create a significant financial impact. Future costs associated with signage, wayfinding, branding materials, maps, and marketing collateral will be incorporated into future project development and operating budgets.

5. STRATEGIC PLAN/GOALS

EXCEPTIONAL CITY SERVICES

6. STRATEGIC PLAN OBJECTIVES

Deliver City services consistent with our City of Buda mission and core values

7. PROS AND CONS

Pros

Establishes a community identity.
Encourages public engagement.
Creates long-term branding opportunities.
Recognizes local history and culture.
Supports future marketing efforts.

Cons

Naming discussions may generate differing public opinions.
Additional public engagement may extend the overall naming process.

8. ALTERNATIVES

Retain "Eastside Park" as the permanent name.
Solicit public naming suggestions.
Name the park after a significant geographic feature.
Name the park in recognition of a historical figure or community contributor.
Utilize the City's Parks Naming Policy and forward a recommendation to City Council.

9. REQUESTED ACTION / SUGGESTED MOTION / RECOMMENDATION

Staff recommends the Commission discuss potential naming concepts, determine whether additional public engagement is desired, and provide direction for staff to prepare a formal naming recommendation for future Commission and City Council consideration.

Attachments:

[Naming Policy - Amended 2017-1017.pdf](#)