



20-0624

**TITLE:** Consider/Discuss/Act on a Resolution Renaming the Existing McKinney Community Center, located at 2001 S. Central Expressway, to the Recreation Center at Towne Lake

**COUNCIL GOAL:** Enhance the Quality of Life in McKinney  
(5A: Create affordable recreational and cultural arts activities for all ages throughout the city)  
(5B: Develop Parks strategy to preserve green space for future park land)  
(5C: Continue to market and highlight McKinney as a unique destination for residents and visitors alike)  
(5E: Develop sustainable quality of life improvements within the City of McKinney)  
(5F: Maximize partnerships between the City of McKinney and private industry)

**MEETING DATE:** July 21, 2020

**DEPARTMENT:** Parks & Recreation

**CONTACT:** Michael Kowski, Director of Parks & Recreation

**RECOMMENDED CITY COUNCIL ACTION:**

- Approve the Resolution.

**ITEM SUMMARY:**

- This facility is located at 2001 S. Central Expressway.
- This request aims to rename the current Community Center to the Recreation Center at Towne Lake.
- The City's naming policy requires that the Parks Board provide a name or names to the City Council for consideration, in accordance with the guidelines set forth by City Council.

- Generally, a name(s) should be selected based on the following: Outstanding and/or predominant geographical or physical features of the land; Outstanding and/or predominant historical features of significance; Contributions of land for a park site; or in honor of a community/state leader or hero.
- Using the naming criteria listed above, this name was selected based upon the enhanced programming offered at the facility and its physical location in Towne Lake Park.

#### **BACKGROUND INFORMATION:**

- As part of the ongoing efforts to enhance our parks system and expand services and programming, the Parks and Recreation Department has identified Towne Lake as a signature area and important City landmark to highlight.
- Moving forward, new and existing elements within the park will benefit greatly from having the identifier “Towne Lake” in its name and marketing materials in order to expand awareness of this landmark. Moreover, this tactic will help visitors since it places park elements, such as this facility, at a specific geographic location.
- The mission of the Community Center has expanded over the years and has enhanced the wellness component of its offerings. As such, defining the facility as a Recreation Center will better announce to the public the opportunities within the building.
- The name change will go into effect following the installation of new monument and building signage in the Fall of 2020.

#### **FINANCIAL SUMMARY:**

- N/A

#### **BOARD RECOMMENDATION:**

- The Parks, Recreation & Open Space Advisory Board supports this name change as presented and has forwarded it to City Council for consideration.

#### **SUPPORTING MATERIALS:**

[Resolution](#)

[Location Map](#)