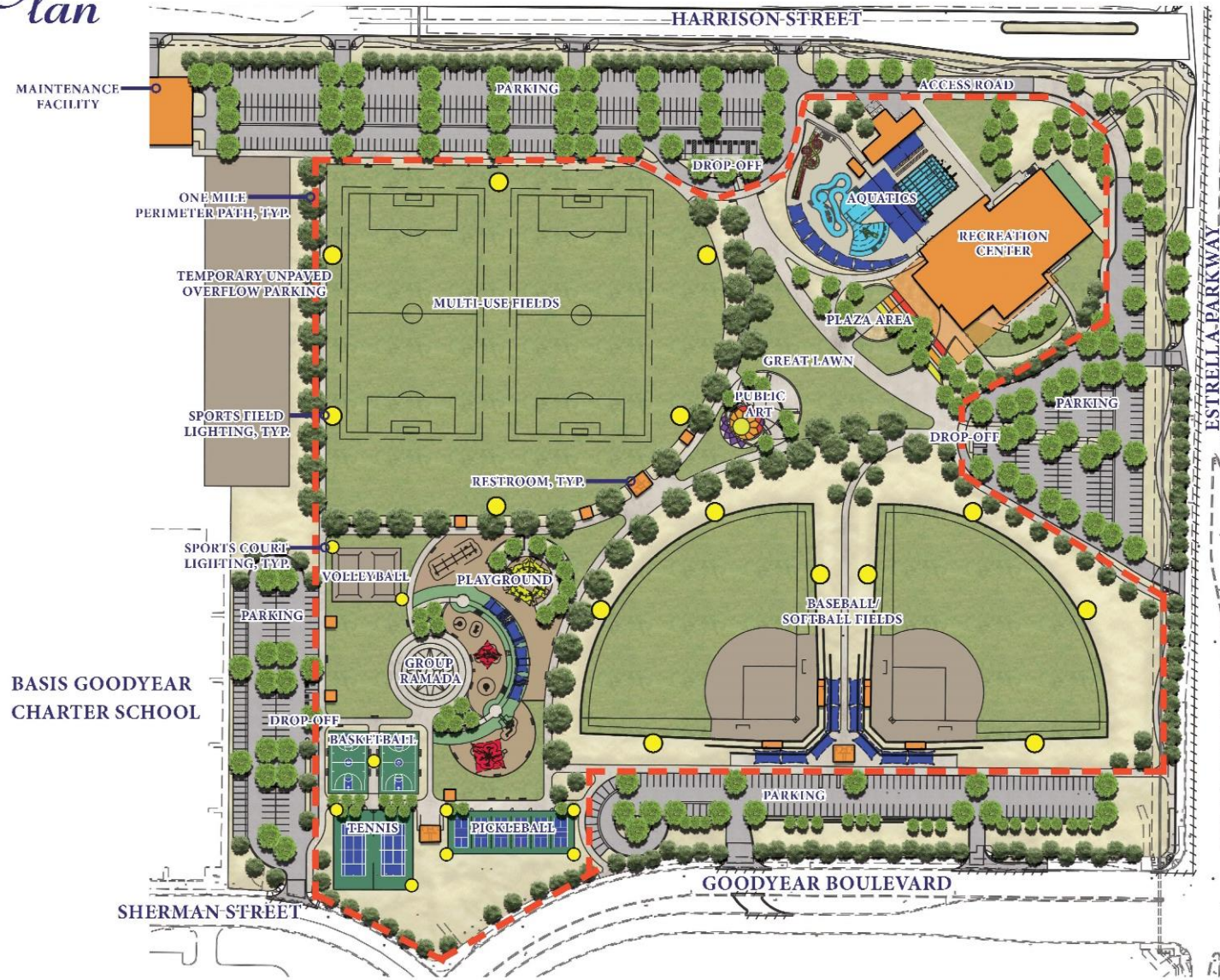
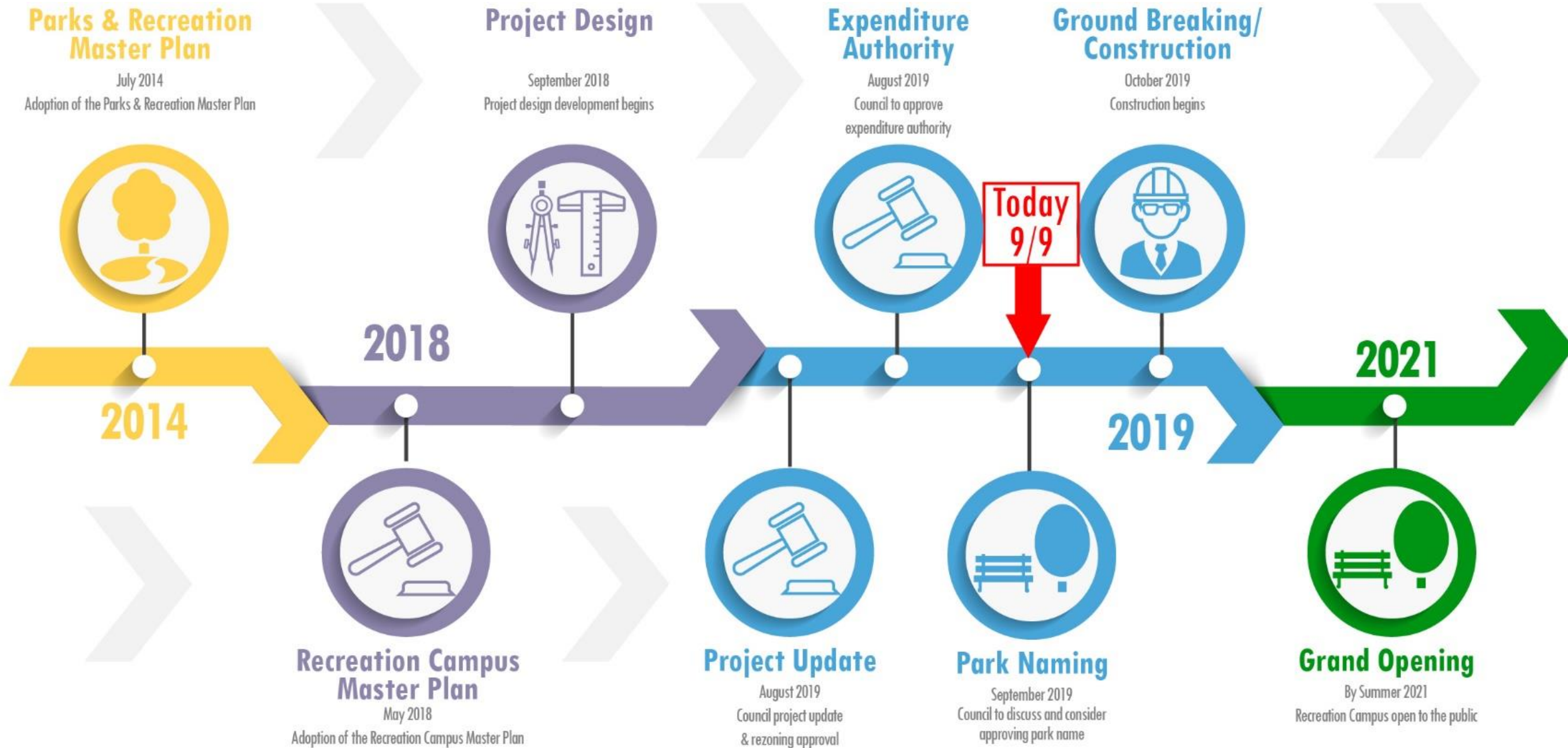


Site Plan



Recreation Campus Naming

Project Timeline



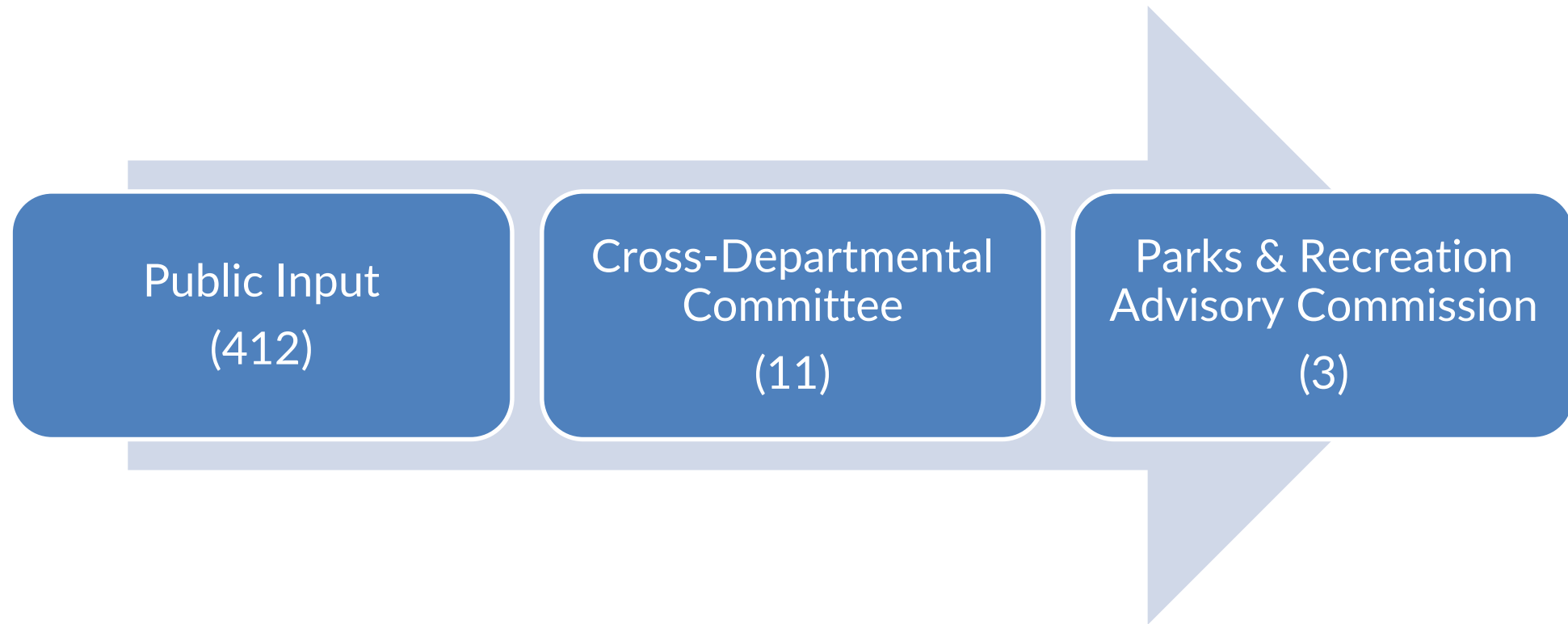
Park Naming Guidelines



Recreation Campus Naming



COMPREHENSIVE OUTREACH PLAN



Recreation Campus Naming



PARKS & RECREATION ADVISORY COMMISSION

- Goodyear Recreation Campus
- Oasis Recreation Campus
- Star Mountain Recreation Campus

Site Plan



Recreation Campus



GOODYEAR RECREATION CAMPUS

Goodyear Recreation Campus

Category: Themed

Definition:

- Collection of buildings, grounds and amenities

Site tie-in:

- Working title of the project
- Collection of recreation facilities

Example

- Surprise Recreation Campus, Surprise, AZ



Recreation Campus Naming



OASIS RECREATION CAMPUS

Oasis

Category: Geographic

Definition:

- a small fertile or green area in a desert region, usually having refuge, relief, or pleasant change from what is usual

Site tie-in

- Oasis in the desert – a destination
- Aquatics/future lake

Examples

- Multiple neighborhoods within Goodyear
 - Palm Valley, Canyon Trails



Recreation Campus



STAR MOUNTAIN RECREATION CAMPUS

Star Mountain

Category: Geographic

Definition:

- English translation of "Sierra Estrella"

Site-tie in:

- A play on the geography of the area/stars and mountains surrounding the site

Examples

- Star Mountain Park, Papua New Guinea
- Silver Star Mountain Downhill Bike Park, Canada
- Star Mountain, Colorado



Recreation Campus Naming



DISCUSSION/EXERCISE

- Goodyear Recreation Campus
- Oasis Recreation Campus
- Star Mountain Recreation Campus

Site Plan







Edgeway

Good Life

Georgia Lord

Agora

Oasis Unity

Paseo de Estrellas

Goodyear Recreation Campus

Star Mountain

Hudson

Desert View