



## STAFF REPORT

DATE: April 2<sup>nd</sup>, 2019

### **REGULAR AGENDA**

**TO:** City Council  
**FROM:** Ben Prchal, City Planner  
**AGENDA ITEM:** Park Naming Policy  
**REVIEWED BY:** Ken Roberts, Planning Director  
Parks Commission

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#### **BACKGROUND:**

The City has steadily grown for years and typically park land comes hand in hand with new developments. At this time there are a few un-named parks that should be given a formal name. There have been multiple discussions focused on establishing a strategy to appropriately name these parks with the intent of creating unity throughout the City. Staff has obtained examples of park naming policies from other communities to build from and incorporated ideas from these conversations into the policy.

#### **ISSUE BEFORE COMMISSION:**

Does the City Council approve of the Park Naming Policy?

#### **ANALYSIS:**

Staff reviewed several examples of park naming policies to build the drafted policy for the City. The policies were generally simple and only contained a few sections that outlined the expectations for submissions and procedure for review.

With the exception of Minneapolis, they generally all started with an intro, purpose, or objective of the policy. After the goals were expressed it would move into the criteria for proposed names, this becomes very relevant for submissions. Criteria provides an outline of what will and what will not be accepted by City Staff to present to the Parks Commission. After the criteria has been explained our policy then begins to lay out the process for review.

The examples will vary in length but Staff does not believe that the policy needs to be long or an overly complicated process. Because of this the policy is essentially reduced into 4 sections.

##### Purpose:

Why does the City have a policy?

##### Objective:

What is the City hoping to obtain from the name?

##### Criteria for Submitted Names:

This outlines the criteria that Staff will use to review the name before submitting the proposed name(s) to the Parks Commission.

##### Procedure:

This provides a guide for what the expectations will be regarding the review process.

#### **FISCAL IMPACT:**

None

**PARKS COMMISSION AND STAFF RECOMMENDATION:**

The Parks Commission discussed the policy and created a short dialog around what could go wrong with the possibility of a park being named after a person. It was then determined that the proposed process policy had sufficient checks and balances in place because it would be reviewed by the Parks Commission and City Council to ensure that this wouldn't be taken advantage of. The Commission did make one amendment to the policy with the intent to create greater outreach for residents.

Their comment and addition can be found in Step 1 under "Procedure"

- "At the time that the City is ready to name or rename a park, notification will be put in the Fresh, City Facebook, and or use other measures as appropriate."
- "Once the timeframe for receiving names has closed, Staff will begin the review process."

Staff and the Parks Commission Recommend that the City Council approve the proposed park naming policy.

***"Motion to approve the Park Naming Policy"***

**ATTACHMENTS:**

- Draft Policy
- Examples
  - o City of Rochester
  - o City of Moorhead
  - o City of Edmond
  - o City of West Linn



## City of Lake Elmo Policy and Procedure for Naming City Parks, Trails, Recreational Areas, and Facilities

### **Purpose:**

The purpose of this policy is to establish a standard procedure for the naming and renaming of parks, trails, recreational areas and facilities owned and/or operated by the City of Lake Elmo. This policy will guide name recognition and establish a uniform process. The Parks Commission shall be responsible for providing a recommended name to the City Council. The City Council will have the final say for the approved name.

### **Objectives:**

- To name City parks, trails, recreational areas and facilities with the intent of enhancing the community by provoking a sense of place.
- Ensure that parks and recreational areas are easily identified and located with names that are consistent with the values and characteristics of the City of Lake Elmo.
- Assure the quality of the title/name, so that it will serve the purpose of the City in a permanent manner.
- Encourage public participation and input in order to fully represent the best interest of the community.

### **Criteria for Submitting a Name:**

When a proposed name is presented for review, City Staff will first vet the name against the criteria listed below. If a name does not fall into one of the categories listed below or is deemed to be derogatory or offensive in nature, the consideration will be thrown out. It should also be known that the City will not consider names that are directly named after a specific neighborhood or subdivision.

### **The Park name shall not:**

- Park Names shall not be duplicated.
- The City will not name parks directly after a development.
  - For example, the park within Wildflower shall not be called Wildflower Park. However, rose park, fox glove park, etc. would be acceptable.

### **Categories for potential park Names:**

- An outstanding feature of the area. (example: hill, river, vegetation)
- Geographical location of the park such as a street name.
- Naming after an individual (living or non-living) or organization. The City may require additional information to further enforce that the individual has significantly contributed to the improvement of the Lake Elmo Parks system.
  - A person (living or non-living) or group who significantly contributed to the acquisition or development of park/facilities, who provided an exceptional service in the interest of the park system, or for the community as a whole. When naming after a person or persons, written documentation of approval by next of kin is required (if available/possible) as part of the proposal.
  - A standard for significant contribution shall consist of providing at least 50% of the cost to develop or acquire the land.
- The City understands there are other categories that a name could be pulled from and would not exclude its consideration.



### **Procedure:**

The City has created a process that will provide consistency for naming or re-naming City Parks. In general a submission will come in, go through staff review and approval, undergo a Parks Commission review, and end with final approval or denial from the City Council. The City would like to encourage residents to stay interested and voice their opinions during the meetings when the name is being considered.

- Step 1) At the time that the City is ready to name or rename a park, notification will be put in the Fresh, City Facebook, and or use other measures as appropriate. The City will seek name suggestions from the City Council or Commissions, City residents, Community leaders or organizations interested in proposing a name for a park, trail, recreational area or facility. The applicant should either request a Naming Policy form from the City Clerk or download the form from the City Website on the Parks page. After the form has been filled out it will need to be submitted to the City Planner to review against the criteria. Once the timeframe for receiving names has closed, Staff will begin the review process.
- Step 2) Staff will notify the applicant if the proposed name has or has not met the requirements. After a proposed name has been approved by Staff, the applicant will be informed when the name is going to be discussed by the Parks Commission. After the Commission discussion, the recommendation(s) will move onto the City Council for final approval or denial.
- Step 3) Once the City Council votes to approve a name, the name of the park shall be confirmed by passing a resolution.

### **Renaming:**

The intent of naming is for permanent recognition, the renaming of parks and facilities is discouraged. Though, the City understands that renaming a park, trail, or facility may be necessary to create more cohesiveness throughout the City. It is recommended that efforts to change a name become subject to crucial examination so as not to diminish the original justification for the name or discount the value of the prior contributors. Renaming a park will follow the same procedure stated above.

# ROCHESTER PARK AND RECREATION DEPARTMENT

## Parks, Areas and Facilities Naming Policy

### **Introduction:**

The naming or renaming of parks and recreational facilities is a complex and sometimes emotionally evocative process since assigning a name is a powerful and permanent identity for a public place and/or facility. The naming and renaming of parks and/or recreational facilities often requires significant resources in terms of changing names on signs, maps, and literature. In addition, excessive and constant name changing can be the source of confusion to the public. The purpose of this policy is to provide guidance to those that have an interest in the naming and / or renaming of the City's parks, trails and/or recreational facilities.

### **Purpose:**

The purpose of this policy is to establish a systematic and consistent approach for the official naming **and renaming** of parks, recreational areas and facilities.

### **Objectives**

1. Ensure that parks, recreational areas and facilities are easily identified and located.
2. Ensure that names given to parks, recreational areas and facilities are consistent with the values and character of the area or neighborhood served.
3. Encourage public participation in the naming and renaming of parks, recreation areas and facilities.
4. Encourages the dedication of lands, facilities, or donations by individuals and/or groups.

### **Definition**

Parks, recreational areas and facilities: includes all property assets under the City's ownership and the Park and Recreation Department or Park Board's control including buildings, structures, open spaces, public parks, **trails**, natural areas, wetlands, environmental habitat and land.

### **Guiding Principles**

In considering proposals, the following general principles will guide the Park Board in decisions related to naming and renaming. When naming a park and/or recreational facility, the proposed name will:

- a. Engender a strong positive image.
- b. Be appropriate in having regard to the parks/recreational facility's location and/or history.
- c. Have historical, cultural or social significance for future generations.
- d. Commemorate places, people or events that are of continued importance to the city, region, state, and/or nation.
- e. Have symbolic value that transcends its ordinary meaning or use and enhances the character and identity of the park and/or recreational facility

### **Criteria**

1. The following criteria shall be used in determining the appropriateness of the naming designation:
  - a. Geographic location (neighborhood, significant areas, etc).
  - b. Natural features.
  - c. A person or place of historical or cultural significance.
  - d. A person, group, or feature particularly identified with the land or facility.

2. In considering the naming or renaming of a park and / or recreational facility after a person, priority will be given to those who made a sustained and lasting contribution to:
  - a. Rochester's park and recreation system
  - b. The City of Rochester
  - c. The State of Minnesota
  - d. The Nation
3. The naming of a park and / or recreational facility after people who may have lost their lives due to war or a tragic event will be considered only after the shock of such event has lessened within the community.
4. The process to name parks, recreational areas and facilities should begin within 12 months after the City has acquired title to the land or formally accepted the dedication.
5. Conditions of property donation as agreed upon by the donor and the City shall be honored regarding the naming of the parks, recreational areas and facilities subject to these adopted policies.
6. Names that are similar to existing parks, properties or facilities in the City system (or other systems in the area) should not be selected in order to minimize confusion.
7. The City reserves the right to change the name to maintain consistency with these policies.
8. The Park and Recreation Department can initiate the naming process whenever deemed necessary and/or in the best interest of the City.
9. In the absence of any naming requests, the Park and Recreation Board shall adhere to criteria stated in this policy in recommendation of name.

#### **Procedure for Naming Parks, Recreational Areas and Facilities**

The process for naming of Parks and Recreation resources must allow adequate time for research, public input and consideration of the impacts of the naming request. Any group or individual must approach the naming process with flexibility and patience.

#### **The Naming Proposal**

- a. A request for the naming of a park, recreational area or facility shall be submitted in writing to the Park and Recreation Board, through the Parks and Recreation Department.
  - b. When submitting a naming request the **individual or organization** should establish that the proposed name is consistent with the criteria stated in this policy. When naming after a person or persons, the **documentation** shall describe the contributions that person or persons has made. Written approval by the subject or next of kin to be honored (if available/possible) is required as part of the proposal.
1. Initial Review
    - a. Parks and Recreation staff will review the proposal for adherence to the stated criteria and authentication of statements relative to contributions in the case of an individual before forwarding to the Parks and Recreation Board. If the request is incomplete, staff will contact the applicant and alert them to that fact and provide a reasonable period of time to resubmit a revised request.
    - b. Following staff review of the naming proposal, the naming request will be posted on the Parks and Recreation Board agenda as an information item. The individual or organization proposing the naming will be invited to address the Park Board.

- c. The Board may deny the request based on criteria of the naming policy or may direct staff to proceed to the next steps in the naming process.
2. Community Engagement
  - a. If the Park Board agrees to proceed with the naming process, a community engagement plan will outlined by staff and approved by the Park Board.
  - b. The community engagement plan must include the following: **The individual or organization proposing the naming and / or the Parks and Recreation Department staff will give advance notice of the naming proposal to groups and individuals that may have a specific interest in the Parks and Recreation resource being named. This may include but is not limited to: neighborhood associations, faith based organizations, adjacent schools, Rochester Diversity Council, Public Works, Community Development, Planning and Zoning, City Administration, The Mayor and City Council.**
  - c. Parks and Recreation staff will present the results of the community engagement efforts at a future Park Board meeting. The agenda of this meeting or subsequent meetings will include time for public comment. **At a minimum this process will be conducted over two monthly park board meetings.**
3. Renaming of Parks, Recreational Areas and Facilities.
  - a. Renaming of parks, recreational areas and facilities carries with it a much greater burden of process compared to initial naming. Tradition and continuity of name and community identification are important community values. Each application must meet the criteria in this policy, but meeting all criteria does not ensure renaming.
  - b. **Renaming will follow the same procedures and criteria used for naming parks, recreational areas and facilities.**

## **Park Naming Policy**

### **Naming of a New Park**

1. City of Moorhead Planning Department as part of the platting process, identifies area(s) to be utilized as public parks and open space.
2. Developer of the property is given the "Park Naming Criteria" (see attached) and the opportunity to suggest a name for the park.
3. Park Staff and Park Advisory Board are notified by City Planning staff that a plat, which includes public park area is under consideration.
4. The suggested name of the Park is forwarded to the Planning Commission. The Planning Commission conducts a public hearing in regards to all elements of the plat.
5. Planning Commission forwards the plat including the park name, on to the Moorhead City Council for adoption.
6. Name is then filed with the plat and becomes legally binding.

### **Naming/Re-Naming of an Existing Facility or Park:**

1. Upon receipt of a written request for a name change, staff would conduct preliminary research and background.
2. The Moorhead City Council would decide whether to proceed with the Naming/Re-Naming Existing Facility or Park process.
3. Should the City Council wish to proceed, the matter would be referred to the Park Advisory Board for additional review and recommendation.

#### **Step I**

Park Advisory Board will initiate the Naming Process

Park Staff notify the public through newspaper, direct mail and other means suggested.

#### **Step II**

The Park Advisory Board at a regular or special meeting, will review the list of potential names.

The Board will discuss the merits of each proposal and reduce the proposed list to three finalists.

At the next Park Advisory Board meeting the Board shall debate the merits of the three remaining names and select a name to recommend to the Moorhead City Council. Citizens would have a second opportunity for input at this time.

The final action will be to place the proposed park name on the next regular City Council meeting agenda. If the City Council chooses not to approve the recommended name they will return the issue to the Park Advisory Board with direction. The process will then begin anew. Citizens have an opportunity again to comment.



### **Park Naming Criteria**

Listed below are the various criteria, which may be used as guidance in the naming of public parks and green spaces:

1. The name of the subdivision associated with the park.
2. The name of the neighborhood in which the park is located.
3. The school name if adjacent to or closely identified with the park.
4. The street name adjacent to or closely identified with the park.
5. A name suggested by the developer of the property adjacent to the park.
6. The name of a local interest point or focal point near the park.
7. The name of a stream or creek adjacent to or near the park.
8. The name of a topographic feature associated with the park.
9. The name of an event or historical occurrence associated with the park or adjacent area.
10. A creative name based upon some impressions of the site.
11. A name based upon the vegetation present or the ecology of the area.
12. A name based upon the dominant feature of the site.
13. The name by which most of the neighborhood and/or area children refer to the park.
14. The name of a person who dedicates a major part or all of the land for the park.
15. The name of a person of significant stature within the community.
16. The name of an organization or group of citizens which has contributed to the development of the facility.

**Previously passed by PAB and Moorhead City Council, 2004.**

# City of Edmonds Park Naming Policy

## Purpose

The purpose of the policy is to establish consistent standard procedures and guidelines for the naming of public parklands owned and/or operated by the City of Edmonds. The renaming of parks is strongly discouraged.

## Policy

The naming of City parks, park areas and park facilities shall be the function of the City Council with assistance from Edmonds Planning Board and the Parks, Recreation and Cultural Services Department.

Diversity, balance and creativity will be sought during adoption of names. The name selected for a site will be recommended to the Edmonds City Council for approval or amendment. City Council has final authority to approve or amend any recommendation.

## Objectives

- A. Provide name identification for individual parks, park areas or park facilities.
- B. Provide criteria for the process of naming parks, park areas or park facilities.
- C. Provide opportunities for public input including a public hearing at Planning Board.
- D. Ensure that the naming of parks, park areas, or park facilities is controlled by the Edmonds City Council through recommendations from the Planning Board..

## Criteria

The naming of parks, park areas, and park facilities should be approached with caution, patience, and deliberation.

Names submitted for consideration should provide some form of individual identity in relation to the following:

- A. The geographic location of the facility; this includes descriptive names.
- B. An outstanding feature of the facility.
- C. An adjoining subdivision, street, school, or natural feature. No park shall be given the same name as an existing school site or public facility, except where the sites abut one another.

- D. A commonly recognized historical event, group, organization or individual (living or deceased).
- E. An individual or organization that contributed significantly to the acquisition or development of the facility to be named. This can include either a deed or substantial monetary contribution, or contribution toward acquisition and/or development of the park or park facility (typically not less than 50 percent of the value of the property or improvements).
- F. Outstanding accomplishments by an individual for the good of the community. Quality of the contribution should be considered along with the length of service by the individual – this to be fully substantiated by person making recommendation.
- G. Any individual who provided an exceptional service in the interest of the park system as a whole. Typically, while serving in a public office, public officials should not be considered as a candidate for naming.

## **Donated Land**

Parks and park facilities that are donated to the City can be named by deed restriction by the donor (i.e. Hutt Park in Edmonds). The naming and acceptance of land is subject to recommendation by the Planning Board and approval by City Council. Naming rights are not guaranteed if the donation of parkland is a dedication as required by the subdivision ordinance (parkland dedication).

## **Naming Process**

Parks Department staff will notify the Planning Board about proposed naming opportunities. The recommendation of the Planning Board will be subject to final approval or amendment by City Council action.

### **1. Temporary Naming**

In the case of a new project, a temporary name will be designated by the City staff for identification during acquisition and/or development of the park area or park facility. Because temporary designations tend to be retained, the naming process for a new park should be carried out as quickly as possible after its acquisition or development.

### **2. Permanent Naming**

Citizen involvement in the naming process is encouraged and may be accomplished in a variety of ways throughout the naming process.

- A. Individuals, groups and/or organizations interested in proposing a name for an existing un-named park area or park facility may do so in writing

using a “Park Naming Form” that outlines the naming criteria. These will be presented to the Parks, Recreation & Cultural Services Department for consideration by the Planning Board.

- B. A variety of means to encourage public participation to submit a name (citizen contests, recommendations from previous owners, historical review of the site, etc.) may be implemented by the Parks, Recreation & Cultural Services Department at the request of the Planning Board. The “Park Naming Form” will be available through the City website, copies available at City Hall and the Anderson Center, and publicity through Public Service Announcements, Channel 21, and other means.
- C. The Planning Board will conduct a public hearing on the proposed names..
- D. The Planning Board will make a naming recommendation to the City Council for final adoption or amendment.

### **3. Park Renaming**

Critical examination will be conducted to ensure that renaming the park will not diminish the original justification for the name or the prior contributors. Renaming will follow the same procedures as naming the park.

- A. Only parks and facilities named for geographic location, outstanding feature or subdivision should be considered for renaming. Parks that have been named by deed restriction shall not be considered for renaming.
- B. Parks and facilities named after individuals shall not be changed unless it is found that because of the individual’s character the continued use of their name would not be in the best interest of the community.



## Parks, Areas, & Facilities Naming Policy

PARKS AND RECREATION 22500 SALAMO RD #1100 WEST LINN OR 97068 \*503-557-4700 \*503-656-4106 FAX

### Purpose:

The purpose of this policy is to establish a systematic and consistent approach for the official naming of parks and recreational areas and facilities.

### Objectives:

Ensure that parks, recreational areas and facilities are easily identified and located.

Ensure that given names to parks, recreational areas and facilities are consistent with the values and character of the area or neighborhood served.

Encourage public participation in the naming, renaming and dedication of parks, recreation areas and facilities.

Encourages the dedication of lands, facilities, or donations by individuals and/or groups.

### Definition:

Parks, recreation areas and facilities – includes all property assets under the City's ownership and the Parks and Recreation Department control including buildings, structures, open spaces, public parks, natural areas, wetlands, environmental habitat and land.

### Criteria:

The policy of the Parks and Recreation Department is to name parks, recreation areas and facilities through an adopted process utilizing established criteria emphasizing community values and character, local history, geography, environmental, civics and service to the uniquely West Linn community.

1. The following criteria shall be used in determining the appropriateness of the naming designation:

- a. Geographic location (neighborhood, significant areas, etc.)
- b. Natural features
- c. A person (non-living) or place of historical or cultural significance
- d. A person (non-living), group, or feature particularly identified with the land or facility

2. The process to name parks, recreation areas and facilities should begin within 12 months after the City has acquired title to the land and/or formally accepted the dedication.

3. Conditions of property donation as agreed upon by the donor and the City shall be honored regarding the naming of the parks, recreation areas and facilities subject to these adopted policies.

4. Names that are similar to existing parks, properties or facilities in the City

system (or other systems in the Metro area) should not be considered in order to minimize confusion.

5. The City reserves the right to change the name to maintain consistency with these policies.

Procedure:

#### 1. Naming of Parks, Recreation Areas and Facilities

a. A request for naming of a park, recreational area or facility shall be submitted in writing to the Parks and Recreation Advisory Committee, through the Parks and Recreation Department.

b. Those submitting a naming request should show how the proposed name is consistent with the criteria stated in this policy. When naming after a person or persons, the application will describe the contributions to the City. Written documentation of approval by next of kin to be honored (if available/possible) is required as part of the proposal. City staff will review the proposal for adherence to the stated criteria and authentication of statements relative to contributions in the case of an individual before forwarding to the Parks and Recreation Advisory Board. If the request is incomplete, staff will contact the applicant, in writing, and provide them with the opportunity to resubmit a revised request.

c. The Parks and Recreation Advisory Board will offer the opportunity for public input on the proposed naming.

d. The Parks and Recreation Advisory Board shall forward their recommendation to City Council for final decision.

e. The Parks and Recreation Advisory Board can initiate the naming process whenever deemed necessary and/or in the best interest of the City.

f. In the absence of any naming requests, the Parks Recreation and Advisory Board shall adhere to criteria stated in this policy in recommendation of name.

#### 2. Renaming of Parks, Recreation Areas and Facilities

Renaming of parks, recreation areas and facilities carries with it a much greater burden of process compared to initial naming. Tradition and continuity of name and community identification are important community values. Each application must meet the criteria in this policy, but meeting all criteria does not ensure renaming.

a. A request for renaming of a park, recreational area or facility shall be submitted in writing to the Parks and Recreation Advisory Board, through the Parks and Recreation Department.

b. The request shall include the proposed name change, the purpose of the change, and how the proposed name change is consistent with the criteria established. When renaming after a person or persons, the application will describe the contributions to the City. Written documentation approval by next of kin to be honored (if available/possible) is required as part of the proposal. City staff will review the proposal for adherence to the stated criteria and authentication of statements relative to contributions in the case of an individual before forwarding to the Parks and Recreation Advisory Board. If the request is incomplete, staff will contact the applicant, in writing, and provide them with the opportunity to resubmit a revised request.

c. The recognized Neighborhood Association will be notified of the proposal when the Parks and Recreation Department receive a complete application.

- d. The Parks and Recreation Advisory Board will offer the opportunity for public input on the proposed naming.
- e. The Parks and Recreation Advisory Board shall forward their recommendation to City Council for final decision.