

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	Approve Park, Recreation and Cultural Services Facility Naming Policy
DEPARTMENT:	Parks, Recreation and Cultural Services
PRESENTED BY:	Wendy Barry, Director

PROBLEM/ISSUE STATEMENT:

The City of Shoreline has no policy for naming parks and other public facilities in the City's park system. The naming of parks and other public facilities is an important part of establishing a sense of community within any city. The "right" name can create images of the past, draw attention to important community landmarks or honor the lives of distinguished citizens. Determining the "best" name for a given facility can be a difficult and potentially controversial process.

It is in the best interest of the City of Shoreline and the community that we establish a clear process for naming new facilities in advance of bringing any new facilities on line. Such a process must include ample opportunity for public participation and expression of values. This will also provide guidance in the situation the City receives a request to change the name of an existing facility or park.

ALTERNATIVES ANALYZED:

The Parks, Recreation and Cultural Services (PRCS) Advisory Committee established a sub-committee to develop a park naming policy for presentation to the entire Committee. The Park and Facility Naming Policy is unanimously recommended by the PRCS Advisory Committee and staff for adoption by the City Council. Please see Attachment A.

The sub-committee reviewed nine written policies from other municipalities and counties in western Washington. All agencies utilized similar criteria including a) geographic or neighborhood location, b) natural or geological feature and c) historical figure, place, or event. The greatest variation in the policies relates to criteria for naming a public facility after individuals for significant donation of land or money, or significant public service. Most jurisdictions require a delay of six months to two years from the time of nomination if the individual has recently died.

FINANCIAL IMPACT:

There is no financial impact anticipated from adopting this policy. In the event a new park or facility is named or an existing facility name is changed, there are costs for construction and installation of identification signs.

RECOMMENDATION

Staff recommends the City Council approve the Park and Facility Naming Policy.

Approved By: City Manager  City Attorney 

BACKGROUND

The City of Shoreline has no park and facility naming policy and procedures in place. The City has received a request to change the name of one of the parks in the park system. Upon review of this request, staff initiated review of the request by the PRCS Advisory Committee. The consensus of the Advisory Committee and staff was to develop a policy and procedure prior to giving consideration of any request to change the name of a park.

ALTERNATIVES ANALYSIS

Parks and facility naming policies and procedures from nine municipal and county agencies in western Washington were reviewed and considered by the PRCS Advisory Committee as they developed the attached draft Parks and Facility Naming Policy and Procedures. Several criteria for choosing a name were included in the policy to provide a public process, encourage that park names once adopted be permanent, avoid duplication and confusion for the public and encourage that names to be selected will be widely accepted and used by the public.

Naming Parks and Facilities

The policy recommends that changing the name of a park be strongly resisted. Changing names of parks or facilities that are established can cause significant confusion for the public, may cause confusion regarding future legal transactions and require many tasks ranging from replacing park identification signs to updating maps

Recommended park naming criteria to be used will include:

1. Neighborhood or geographical identification, community name or widely accepted name.
2. A natural or geological feature
3. Historical placement or cultural significance

Naming Features within a Park

Some jurisdictions allow for naming features in a park and many do not. Most jurisdictions allow for naming a park or facility after an individual if they are a historical figure or have made a substantial contribution of land or money and the contribution is made "in memoriam", and when the name has been stipulated as a condition of the donation. Approximately half of the jurisdictions reviewed do not allow for naming a park after an individual for significant public service. Five of the nine jurisdictions require a waiting period before naming a facility after a deceased person. Waiting periods vary from six months at a minimum, to two years at a maximum.

The PRCS Advisory Committee recommends that, in general, interior features and/or facilities should not have names other than that of the entire facility. However, there is a provision in the proposed policy and procedures that would allow for naming a feature in a park after an individual, family, or organization for significant donation of money or land, or significant public service. The donation of land, money, or service should be tangible and extraordinary to justify a permanent memorial. The recommended policy

also includes a waiting period of two years after a person is deceased, and a waiting period of six months for all proposed name changes. The proposed policy specifically notes that length of service, in and of itself, does not meet this criteria, and elected and appointed City of Shoreline officials and currently employed City staff shall not be eligible for consideration until they are no longer in office or have retired from City service.

RECOMMENDATION

Staff recommends the City Council approve the Parks and Facility Naming Policy and Procedures.

ATTACHMENTS

Attachment A: Parks and Facility Naming Policy

City of Shoreline		POLICY & PROCEDURE	
Subject: Parks and Facility Naming Policy		Department: Parks, Recreation and Cultural Services Number: 01-02	
Effective Date	Supersedes Not applicable		Approved By

1.0 PURPOSE:

The purpose of this policy is to outline the procedures and criteria for the official naming of parks and recreation facilities.

2.0 POLICY:

It is the policy of the City of Shoreline for designation of names for park and recreation facilities to be in accordance with the following criteria:

- a. The naming of parks and facilities should be approached with caution, patience, and deliberation.
- b. A name, once adopted, should be permanent, and changes should be strongly resisted.
- c. Existing facility names shall be reviewed in order to avoid duplication, confusing similarity and/or inappropriateness.
- d. A prospective park or major facility name should be one likely to be widely accepted and used by the public.
- e. Whenever possible, a facility shall be named prior to construction of the improvement. Timing is important in naming facilities, since temporary designations tend to be retained. In the development of facilities, a number designation shall be used until formal naming of the facility is complete.
- f. In general, portions of a facility shall not have a name other than that of the entire facility to avoid confusion. However, a park's interior features and/or facilities may have names other than that of the entire park.
- g. If a park or sub-element of a park is named after an individual, family or organization, the final recommendation shall include a narrative describing or quantifying in some detail, the contribution. The qualifying achievement should be the result of extraordinary dedication, significant donation or contribution to the City parks and recreation system, over and above the satisfactory performance of normal duties.

- h. There should be a lapse of at least six months between the receipt of the name proposal and the final recommendation for its adoption.
- i. In cases where the person is deceased, the person shall have been deceased for a minimum of two years.
- j. Elected/appointed City of Shoreline officials and currently employed City staff shall not be eligible for consideration until they are no longer in office or have retired from city service.
- k. Length of service, in and of itself, does not meet this criteria.
- l. Names may reflect:
 - 1. Neighborhood or geographical identification
 - 2. Community name or widely accepted name,(e.g., North City Park, Richmond Beach Saltwater Park, Innis Arden Reserve, Meridian Park, Ballinger Open Space)
 - 3. Natural or geological feature (e.g., Boeing Creek Park, Twin Ponds Park)
 - 4. Historical or cultural significance
 - 5. The name may include an individual, family, or organization that has made a significant land and/or monetary contribution to the park and recreation system, or has performed significant public service which made a tangible contribution to the parks and recreation system justifying a permanent memorial.

3.0 PROCEDURES:

- a. Suggestions for names for any park, or public facility may be solicited from individuals and/or organizations. All suggestions, solicited or not, shall be recorded and forwarded to the Parks, Recreation and Cultural Services Advisory Committee for review and consideration.
- b. Staff may review suggestions for names and make a recommendation(s) to the Parks, Recreation and Cultural Services Advisory Committee for consideration.
- c. The Parks, Recreation and Cultural Services Advisory Committee after review of public and staff input shall make a recommendation to the City Council for consideration.
- d. Following adoption of the facility name by the City Council, the Parks, Recreation and Cultural Services Department shall develop facility signage using the name.