

# Culture, Parks & Recreation Department Facility and Property Naming Policy

*Adopted 03.04.22*

*by Parks & Recreation Advisory Board*

## **PURPOSE**

The Culture, Parks, and Recreation Department (CPRD) acquires lands, and constructs facilities and other amenities as part of the normal operation and growth of the department. Many of the facilities and properties are named through a community engagement process. This policy will detail the process and standards from which the City will solicit community input, provide recommendations, and secure approval for naming of applicable CPRD facilities.

## **SCOPE**

This policy is applicable to all existing and future CPRD managed properties, facilities, and other amenities that have been/will be named.

This policy is not intended to supersede or place restrictions on naming of facilities through sponsorships or similar underwriting of events, facilities, or amenities within CPRD. The process and standards for sponsorship naming rights are provided through the Guidelines for Naming Rights, adopted by City Council in 2003 (Appendix A).

## **SITE NAMING**

As new properties and facilities are acquired and developed, they need to be named, or an existing site may need to be renamed for a variety of reasons. The Greeley Municipal Code (section 2-422) currently provides that the Parks & Recreation advisory board submit name recommendations for City parks to City Council for approval and adoption by Resolution. The naming process is set out below.

Greeley municipal code section (section 2-805) currently provides similar guidance for the Island Grove Park Advisory Board, using the naming process set out below, except that City Council's approval not required.

While specific code guidance isn't detailed for the Museum, Rodarte Center, and other advisory boards, this policy, and its associated process and guidelines, should direct the naming process for those boards as well.

## **NAMING PROCESS**

The City, through staff and the above-referenced advisory boards, shall use the following process to name or rename CPRD properties and facilities.

- A. Newly Acquired/Constructed Property or Facility
  - 1) The applicable advisory board or commission, by way of CPRD staff, will solicit suggestions from the public to name the property/facility. Additional effort should be made to garner feedback from groups that do not typically engage in public processes, and nearby populations that require specific engagement efforts.

- 2) Staff will provide a report to the advisory board or commission that summarizes the background of the property based on Division standards and management goals. Staff will also compile and provide the full list of submitted name suggestions to the Board within the report, along with a short list of recommended names that all meet the criteria in subsection C below.
- 3) The advisory board or commission shall review the suggested names and select one name to recommend to City Council.
- 4) The City Council shall affirm the name of the property/facility by resolution.

#### B. Name Changes to Existing Properties/Facilities

In some cases, a need may arise to change the name of a property or facility. When the applicable advisory board or commission or CPRD staff identifies the need to change the name of an existing property or facility, staff will present options and a recommendation to the Board for consideration. If the Board concurs with the recommendation to change a name, the process detailed in subsection A above will be followed.

#### C. Naming Criteria

The applicable advisory board or commission will select a name for a property or facility that meets one or more of the following criteria:

- The name of a culturally relevant and/or historical event, structure or artifact that occurred or was found on the property or in the vicinity
- The name of an individual or family name linked to the history of the property or facility, with the following guidelines:
  - the name should have local significance
  - displayed outstanding, long-term commitment and made significant contributions to the betterment of the community;
  - made noteworthy contribution to the development and improvement of culture, parks and recreation, conservation, or outdoor recreation activities;
  - prominent in the history of the development of Greeley;
  - historic landowner and/or the homesteading family of the property
  - name of person/family that has contributed significant funds for the specific park, natural area or trail, or for parks and recreation in general.
  - the immediate former landowner's name may be used if the property was donated or significantly discounted when conveyed to the City (typically greater than 50% of overall cost/value of the project)
- A natural landmark, feature or habitat type in the vicinity of the natural area or trail section
- The name of a native wildlife or plant species that occupies the property or vicinity, and/or has occupied the vicinity in the past
- A person or family that has contributed significantly to the applicable division's mission and management goals over a long period of time in the Greeley community

#### Other Considerations:

Acquisition of new parcels and construction of new trail sections contiguous to existing properties or trail sections, respectively, should use the same name as the original natural area or trail section unless significant circumstances dictate another name should be chosen, compliant with

the criteria set forth in this policy. An exception to this guideline will be stand-alone and/or trail spur sections that connect to larger regional trail sections that may necessitate a different name to aid in wayfinding.

#### D. Exclusions

The following guidelines provide direction of names for CPRD properties and facilities that should be avoided:

- a current City employee (former employees' names may be considered)
- a current local elected official
- a person, family, organization, business, or other affiliation with an overt political, controversial, or otherwise divisive nature
- a name that is similar to an existing facility, road, trail, property, etc. that may cause confusion for the public.

In addition to the exclusions above, the following guidelines provide direction for names that should be avoided for a natural area or trail:

- The name of non-native or invasive wildlife or vegetation species
- Any names of the subdivision, development, or developer of an adjacent property, even if the natural area or trail section was conveyed and/or constructed as a part of the development agreement, unless the name meets the criteria in Section C above.