

GUIDELINES AND PROCESS FOR NAMING OF CITY OF GREELEY NATURAL AREAS AND TRAILS (NAT)

Adopted by Parks & Recreation Board 02/05/21

The City shall use the following process to name newly acquired natural area properties and appropriate trail sections constructed and/or acquired, and to re-name existing natural areas and trail sections if a significant need arises.

A. Newly acquired natural areas or trail sections

- 1) The Parks and Recreation Advisory Board, with staff support, will solicit suggestions from the public to name a property/trail section. 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) NAT staff will provide a report to the Parks & Recreation Board that summarizes the background of the property including prominent landforms, waterways, wildlife populations/habitats, historical and cultural resources, and any significant past landowners. Staff will also compile and provide the full list of submitted name suggestions to the Parks & Recreation Board within the report, along with a short list of recommended names that all meet the criteria in subsection C below.
- 3) The Parks & Recreation Advisory Board shall review the suggested names and select one name to recommend to City Council.
- 4) The City Council shall affirm the name of the natural area or trail section by resolution.

B. Name changes to existing properties or trail sections

In some cases, a need may arise to change the name of a natural area or trail section. When the Parks & Recreation Advisory Board or NAT staff identifies the need to change the name of an existing natural area or trail section, 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 Parks & Recreation Advisory Board will select a name for the natural area or trail section that meets one or more of the following criteria:

- 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
- 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, with the following guidelines:
 - the name should have local significance
 - the name should be a significant historic landowner and/or the homesteading family of the property

- 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 name of a person or family that has contributed significantly to the conservation of important local lands for wildlife habitat and/or outdoor recreation over a long period of time in the Greeley community
- A name of a person, business, or organization that has contributed significant funds (typically greater than 50% of the total cost or value of the project) to the construction, development, or acquisition of the project
- A name of a person, business, or organization that is sponsoring the property or trail section for a period of time for compensation agreed to by the City and is in compliance with any current NAT and City policies regarding the sponsorship of properties.

Any name of a person, family, or organization used to name a natural area or trail section should have no significant current or historical controversy.

D. Exclusions

The following guidelines should provide direction of names for natural areas and trails properties that should be avoided during any naming of a natural area and trail:

- The name of a non-native or invasive wildlife or vegetation species
- Any name of a current City employee
- Any name of a current local elected official
- Any name of a person, family, organization, business, or other affiliation with an overt political, controversial, or otherwise divisive nature
- Any name that is similar to an existing facility, road, trail, property, etc. that may cause confusion for the public.
- 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.

E. 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.