



CITY & BOROUGH OF JUNEAU

PARKS & RECREATION DEPARTMENT POLICY MANUAL

Policy No. 100-005	Title: Naming Policy	
Date Reviewed by PRAC: Date Approved by Director: Director Signature:		Last Reviewed:
CBJ Code / Regulation:		Other Reference:
<p>PURPOSE: To provide guidance to those that have an interest in the naming or renaming of the City's parks, trails, and recreational facilities.</p> <p>SCOPE: This policy applies the naming or renaming of municipal parks, trails, and recreational facilities managed by the City & Borough of Juneau Parks & Recreation Department.</p> <p>POLICY: It is the policy of the Parks & Recreation Department to reserve the naming or renaming of parks and/or recreational facilities for circumstances that will best serve the interests of the City & Borough of Juneau, and ensure a worthy and enduring legacy for the City's system of parks and recreation facilities. To this end, the Parks & Recreation Department will support consideration of naming requests in the following four broad categories:</p> <p><i>Indigenous and/or Traditional Names.</i> The City & Borough of Juneau is on Tlingit land and we seek to honor the A'akw Kwáan and T'aaku Kwáan, the Indigenous people of this land. For more than 10,000 years, Alaska Native people have been and continue to be integral to the well-being of our community. We are grateful to be part of this community, and to honor the culture, tradition and resilience of the Tlingit people. Indigenous and/or traditional names for any park, trail, or recreational facility will be considered at any time when proposed by authorized representatives of the A'akw Kwáan and T'aaku Kwáan.</p> <p><i>Exceptional individuals.</i> The community has benefited from the contributions made by many outstanding individuals. This category is designed to acknowledge the sustained contribution that has been made by such individuals to the City & Borough of Juneau and the development and management of the City & Borough's system of parks and recreation facilities.</p> <p><i>Historic Events, People, and Places.</i> The history of a major event, place, or person may play an important role in the naming or renaming of a park, trail, or facility. Communities often wish to preserve and honor the history of a city, its founders, historical figures, Alaska Native heritage, local landmarks and prominent geographical locations, and natural and geological features through the naming of parks and other facilities.</p> <p><i>Major Gifts.</i> The City & Borough of Juneau has benefited from the generosity of its residents, businesses, and foundations. On occasion, the significance of such donations may warrant consideration being given to requests from either the donor or another party to acknowledge such a gift by naming.</p>		



CITY & BOROUGH OF JUNEAU

PARKS & RECREATION DEPARTMENT POLICY MANUAL

DEFINITIONS:

Naming: The permanent name assigned by the City & Borough Assembly via a resolution to a park or recreational facility.

Parks: All lands owned by the City & Borough of Juneau and dedicated for park purposes by ordinance, or designated in the Juneau Land Plan to be managed by the Parks & Recreation Department.

Trails: Hiking trails, paved pathways, and similar linear transportation facilities owned by the City & Borough of Juneau and intended for non-motorized transportation or recreation.

Recreational Facilities: Major structures such as swimming pools, pavilions, cabins, courts, playgrounds, sports fields, fountains, gymnasiums, ice rinks, and community centers owned by the City & Borough of Juneau and managed by the Parks & Recreation Department.

Donations: A donation of real property, goods, or cash generally with no expectation of return. If the gift is contingent upon a special request, it is made conditionally.

PROCEDURES:

I. Indigenous Names

When considering any proposal to name or rename a park, trail, or recreational facility, the Department will consult with authorized representatives of the A'akw Kwáan and T'aaku Kwáan, who will also be invited to propose a Tlingit name concurrently. These recommendations shall be forwarded to the Parks & Recreation Advisory Committee and the City & Borough Assembly. Tlingit names provided by the A'akw Kwáan and T'aaku Kwáan will be included on all signage and in all communications by the City & Borough of Juneau.

II. General Principles

New parks and/or facilities. In considering proposals for naming or a new park, trail, or recreational facility, the following general principles will be considered, either collectively or individually. The proposed name will:

- Engender a strong positive image
- Be appropriate with respect to the park's or facility's location and/or history
- Commemorate places, people, or events that are of continued importance to the city, region, state, and/or nation
- Have symbolic value that transcends its ordinary meaning or use, and enhances the character and identity of the park and/or facility
- Have broad public support



CITY & BOROUGH OF JUNEAU

PARKS & RECREATION DEPARTMENT POLICY MANUAL

- Not result in the undue commercialization of the park or imply endorsement of a company, product, service, or political cause by the City & Borough of Juneau

Renaming a park and/or recreational facility. Proposals to rename parks and/or recreational facilities, whether for a major gift or community request, are generally discouraged. Likewise, names that have become widely accepted by the community will not be abandoned unless there are compelling reasons and strong public sentiment from the broader community for doing so. Historical or commonly used place names will be preserved wherever possible. Exceptions may be made for renaming parks and facilities presently named for general locations, subdivisions, or nearby geographic features, except that geographic features with names established by the U.S. Board of Geographic Names shall not be renamed. Other exceptions may be considered for proposals that would more accurately reflect the location, history, or commonly used name of the park or facility.

Naming or renaming parks and/or recreational facilities for Outstanding Individuals. Naming or renaming a park and/or recreational facility for an outstanding individual is encouraged only for those who have been deceased for at least three years and where that person's significance and good reputation have been accepted in the City's, State's and/or Nation's history. In considering the naming/renaming of a park and/or recreational facility after a deceased person, priority will be given to those who made a sustained and lasting contribution to (1) Juneau's park and recreation system, (2) the City & Borough of Juneau, (3) the State of Alaska, or (4) the United States of America. 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.

Naming or renaming for Historic Events, People, and Places. When a park or recreational facility is associated with or located near events, people, and places of historic, cultural or social significance, consideration will be given to naming that park or recreational facility after such events, people, and places. In considering such proposals, the relationship of the event, person or place to the park and/or recreational facility must be demonstrated through research and documentation.

Naming for Major Donations. From time to time, a significant donation may be made to the City that will add considerable value to the City's park and recreation system. In these cases, recognition of the donation by naming a new park and/or recreation facility in honor of or at the request of the donor will be considered. As a guideline, the threshold for considering the naming of a park and/or recreational facility will include one or more of the following:

- Land for the majority of the park was donated to the city.
- Contributing of a minimum of 50% of the capital construction costs associated with developing or redeveloping the park or recreational facility.
- Providing an endowment for the maintenance and/or operation of the park or recreational facility.



CITY & BOROUGH OF JUNEAU

PARKS & RECREATION DEPARTMENT POLICY MANUAL

Term (Temporary) Naming Rights. A Recreational Facility may be temporarily named for a donor that signs a multi-year sponsorship agreement in which the donor provides the City & Borough with an annual cash donation equal to not less than one percent (1%) of the current replacement value of the facility.

Other Considerations. The Parks & Recreation Department reserves the right to rename any park and/or recreational facility if the person or entity for whom it is named is later found to be disreputable or subsequently acts in a disreputable way. To minimize confusion, parks will not be subdivided for the purpose of naming unless there are readily identifiable physical divisions such as roads or waterways. However, naming of specific major recreational facilities within parks will be permitted; under these circumstances such names should be different than the park name to avoid confusion.

III. Process

Application. All requests for the naming or renaming of a park and/or recreational facility shall be made in writing to the Director of Parks and Recreation. Requests should contain the following minimum information:

- The proposed name
- Reasons for the proposed name
- Written documentation indicating community support for the proposed name
- Description/map showing location and boundaries of the park
- If proposing to name a facility within a park, include a description/map showing the location of the facility.
- If proposing to rename a park or facility, include justification for changing an established name.
- If proposing to name a park or facility after an outstanding person, include documentation of that person's significance and good reputation in the City's, State's or Nation's history.

Evaluation & Recommendation. Upon receipt of a naming request by the Parks & Recreation Department, the relevant neighborhood association(s) shall be advised and their comments on the proposal will be invited. Each proposal will be evaluated by a staff committee consisting of the Director of Parks & Recreation, the Deputy Director of Parks & Recreation, the Parks & Landscape Supervisor, and, if naming a facility, the facility manager. This committee shall:

- Review the proposed request for its adherence to the policies of the Parks & Recreation Department;
- Ensure that supporting information has been verified, particularly when an individual's name is proposed; and
- Consider the comments of the relevant neighborhood association(s)

The staff committee will then present a recommendation to the Parks & Recreation Advisory Committee, which will make a recommendation to the City & Borough



CITY & BOROUGH OF JUNEAU

PARKS & RECREATION DEPARTMENT POLICY MANUAL

Assembly. The City & Borough Assembly then names a park, trail, or recreation facility by resolution.

IV. Signage

The design, production, and installation of signage reflecting a new or modified name is contingent on funding appropriated by the City & Borough Assembly. Signage is necessarily a lower priority than work affecting public health, life, and safety. Assembly approval of a resolution naming or renaming a park or facility does not automatically result in the installation of new signage, which may not be installed for some time due to funding constraints and workload. All signs that indicate the name of a park and/or recreational facility shall comply with the Parks & Recreation Department's graphic and design standards. Specialized naming signage is not permitted.