



# AB 6426: Park Area Naming Policy

March 5, 2024



# Agenda:

Background & Policy Development

Criteria

Application of Policy

Next Steps



# Background and Policy Development

- Naming Policies are a standard municipal tool which guide the selection of names.
- The City does not currently have a Naming Policy.
- Recent naming examples include: The Kirk Robinson Skate Park (2013) and Aubrey Davis Park (2022) which were made by Council Action.
- Policy development took place over (4) months and (2) PRC meetings.
  - June 1, 2023
  - September 7, 2023



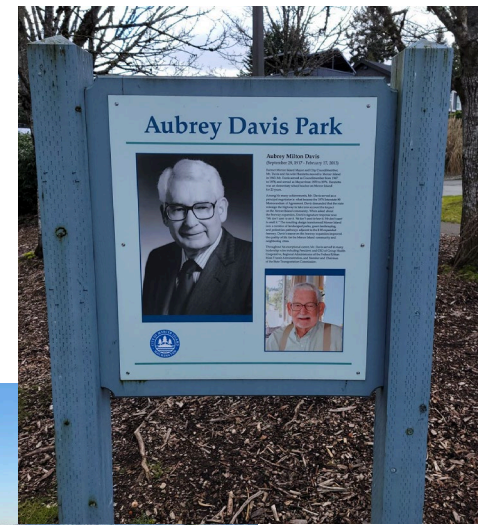
# Park Area Naming Policy

- Park Areas include recreation facilities, parks, park features, open space areas, trails, and select right-of-way spaces.
- This policy is to provide the City Council with a set of criteria to assist in selection of a name for a Park Area.
- The selection and approval of a name for a Park Area is a function of the City Council.
- This policy provides guidance on:
  - Naming Criteria
  - Disqualifying Criteria
  - Duration of Name
  - Renaming



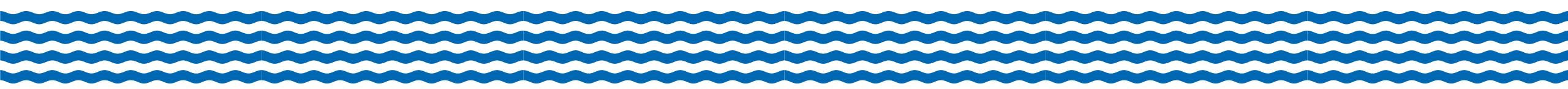
# Naming Criteria

- Names based on location or geography
- Historical Significance
- Public Service
- Donations



# Disqualifying Criteria

- Names **too similar to existing names** of current Park Areas.
- Names of **public officials who currently hold office** or **staff currently employed** by the City.
- A name that by contemporary community standards is **derogatory, offensive, distasteful**, or in violation of generally accepted moral standards.
- **Names of other public entities**, including names of cities, towns, and governmental agencies, **unless the entity contributes significantly** to the establishment or maintenance of the park or facility



# Application of Policy

- Naming should be approached with the intention that names are permanent.
- The City Council may elect to rename a Park Area if the name fails to meet criteria of this policy.
- The application of this policy will be diverse, staff will seek direction from City Council regarding the process desired for each unique scenario.





## Next Steps

Once Approved,

- Staff will post the policy on the Parks & Recreation website.
- Staff will be prepared to take direction from the Council on future naming/renaming opportunities.

### **Recommended Action:**

Approve the Park Area Naming Policy

