

Department Policy and Procedures

Policy Name: Naming of Parks and Recreational Facilities

Number:
Effective:
Supersedes: 1991

Approved by Parks and Recreation Advisory Board: 11.9.05
Approved by Manager:
Reviewed by City Council:

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Policy

It is the policy of Denver Department Parks and Recreation (DPR) that the naming of new and renaming of existing parks and recreational facilities be reserved for exceptional circumstances and that the naming process comply with the guidelines and procedures set forth in this policy.

1.0 Purpose

These policies and procedures are intended to guide a) any individual or community group that is interested in having a park, building, or major feature named for a significant person, event, or place, b) any individual, group, or business that is interested in having their significant donation (park, building, major feature) named, c) the Parks and Recreation Advisory Board that will be making a recommendation to the Manager in regard to these requests, d) City Council members that will be holding public hearings and approving any Ordinances associated with the names of parks and buildings, and e) the DPR Manager and his/her staff.

2.0 Definitions

2.1 "Parks and Recreational Facilities" will include the following:

2.1.1 **Parks.** All traditional designed parks, natural open spaces, historic sites, golf courses, specialized parks (e.g. Skate Park), and trails under the department's jurisdiction or management, including Mountain Parks.

2.1.2 **Buildings.** Significant park and recreation structures that house parks and

recreational programs (e.g. recreation centers, enclosed pavilions, lodges, etc.).

2.1.3 Major Features. Major, permanent components of park and recreational facilities, e.g. ball fields, swimming pools, tennis courts, playgrounds, fountains, artwork or physical features (lakes). Rooms within Buildings are considered to be Major Features.

2.2 Amenities. Smaller furnishings and facilities in the parks and recreation system (e.g. benches, small fountains, tables, etc.) Amenities are not formally named. Recognition for donated amenities is covered under the *DPR Gift Policy*.

3.0 Authority

Under section 2.4.4(A) of the City Charter, the management, operation and control of all facilities owned by the City and County of Denver for park and recreational purposes are under the exclusive control of DPR and its Manager. Under section 2.4.3 of the City Charter, the Parks and Recreation Advisory Board reviews and advises the Manager with respect to the policy and operation of DPR.

4.0 Background and Principles

Naming or renaming parks and recreational facilities in the City and County of Denver (the City) is often complex and emotionally evocative since naming is a powerful and permanent identity for a public place. The names of Parks, Buildings, and Major Features tell the important stories of Denver's history. In addition, Denver has limited public resources for changing names on signs, maps, and literature, and excessive naming of individual features in parks and recreational facilities can be confusing to the public. Approval of naming requests is a prestigious, cautious process that typically involves the DPR Advisory Board, DPR Manager, and (for parks and buildings) Denver City Council. Consequently, the process for naming or renaming these public places needs to be carefully and thoughtfully undertaken and only when appropriate.

The policy of the department is to reserve the naming or renaming of parks and recreational facilities to those circumstances which tradition and practice have shown to best serve the interests of the City and assure a worthy and enduring legacy for the City's parks and recreation system. To this end, the department supports consideration of naming requests in the following three broad categories:

Exceptional individuals. Sometimes recognition of an exceptional City leader or a dedicated supporter of the City parks and recreation system can result in a community supported renaming of an existing or naming of a new park or recreational facility.

Historic Events, Places, and Persons. The history of a major event or place or historic persons can play an important role in the naming or renaming of parks and recreational facilities. The public often expresses a strong desire to preserve and honor the history of the City, its founders, pioneers, and other historical

figures, its Native American heritage, and its local landmarks and prominent geographical locations by giving certain parks and recreational facilities names of historic, social and cultural significance. Denver also has established ties to a number of international cities through the Denver Sister Cities Program.

Major Gifts. The City and the department have benefited from a rich legacy of community generosity. Over the decades Denver residents and businesses have given gifts of their time and skills, their resources and products, and their money. Public and private foundations, too, have invested deeply in the parks and recreation system. There are occasions when, upon the request of the donor, another party, or the department itself, an extraordinary gift may be acknowledged by permanent naming.

4.1 General Principles. In considering any proposal to name or rename a Park, Building, or Major Feature, the following questions should be considered individually and collectively:

- a) Will the name have historical, cultural and social significance for generations to come?
- b) Will the name engender a strong and positive image?
- c) Will the name memorialize or commemorate people, places or events that are of enduring importance to the community or the nation?
- d) Will the name engender significant ties of friendship and mutual recognition and support within the community or with those outside of the community?
- e) Will the name be identified with some major achievement or the advancement of the public good within the community or the nation?
- f) Will the name be particularly suitable for the park or recreational facility based on the location or history of the park, recreational facility or the surrounding neighborhood?
- g) Will the name have symbolic value that transcends its ordinary meaning or use and enhance the character and identity of the park or recreational facility?
- h) Will the naming request that accompanies a corporate gift result in the undue commercialization of the park or recreational facility?

4.2 Renaming Parks and Recreational Facilities. Proposals to *rename* parks and recreational facilities are not encouraged and should be entertained only after fully investigating and considering the potential impact of dropping the current name. Names that have become ingrained or widely accepted in the community should not be abandoned unless there are compelling reasons and strong public sentiment for doing so. Historical or commonly-used place names should be preserved wherever possible.

4.3 Naming or Renaming for Exceptional Individuals. The following guidelines apply to *naming or renaming* requests that result from either a community process or major gift.

4.3.1 Naming of parks and recreational facilities is encouraged only for persons

who are deceased. Typically, such naming after a person should not occur until the person has been deceased for at least seven (7) and that person's historical significance and good reputation have been secured in the history and lore of the community or the nation.

4.3.2 Priority for naming parks and recreational facilities after deceased persons should be given in the following order to those who have significant and lasting contributions 1) to the Denver parks and recreation system, 2) to the City; or 3) to the nation. Naming Parks and Buildings after national or international figures should be rare and only upon a substantial demonstration of the figure's connection to or special importance in the Denver community or the State of Colorado.

4.3.3 Naming of parks and recreational facilities after people or a group of people who perish in or survive a tragic event or war should be considered only well after the public shock generated by the tragic event or war has lessened. Potential sites for such memorials should be focused on parks or recreational facilities that are more known for their serene and contemplative nature rather than active recreational locations, such as playing fields and recreation centers. Emphasis should be placed on the contributions or heroic actions of these people during their lifetime, rather than the circumstances of their death or survivorship.

4.3.4 Exceptions for naming of Major Features for living persons may occur as described in section 4.5 on Major Gifts.

4.4 Naming and Renaming for Historic Events, Places, and Persons. When a park or recreational facility is located near or otherwise associated with events, places, and people of historic, cultural, or social significance, it is appropriate to consider naming such park or recreational facility after such events, places, and people. The relationship of the park or recreational facility to the events, places, and people of historic, cultural, or social significance should be demonstrated through research and documentation. The appropriateness of naming the park or recreational facility after such an event, place, or people is further supported if people of Denver or the surrounding neighborhood have already identified the park or recreational facility with the name of the event, place, or people.

4.5 Naming and Renaming for Major Gifts. Typically, the donation of gifts to the Denver parks and recreation system should be reward in itself, with recognition being given as set forth in the *DPR Gift Policy*. On a rare occasion, a gift will be made to the City of a parks and recreational facility that is of such magnitude and generosity that naming of such new park or recreational facility in honor of or at the request of the benefactor will be considered. Any request to rename an existing park or facility that associated with a major gift to expand or refurbish that park or facility must meet the guidelines in 4.2 and is discouraged.

4.5.1 Threshold. As a guideline but not a limitation, the threshold for naming

rights on Parks and Buildings would include one or preferably more of the following: 1) deeding to the City most if not all of the land on which the Park or Building to be named will be situated; 2) payment of one-half or more of the capital costs of constructing a Park or a Building to be named (depending on the availability of matching funds or grants); 3) some long-term endowment for the repair and maintenance of the donated Park or Building; and 4) the provision of significant program costs for facilities that will serve parks and recreation program needs.

Likewise, as a guideline but not a limitation, the threshold for naming rights on Major Features would include one or preferably more of the following:

- 1) payment of the capital costs for constructing and installing a Major Feature;
- 2) some long-term endowment for the repair and maintenance of the donated Major Feature; and
- 3) the provision of significant program costs for any Major Feature giving rise to or supporting a parks and recreation program.

4.5.2 Other Requirements. In no case shall naming or renaming be considered unless the major gift is deemed acceptable in accordance with the *DPR Gift Policy* and ultimately satisfies the Charter requirements of section 2.4.4(E).

4.5.3 Naming for Persons. Benefactors seeking naming rights for major gifts will be encouraged to follow the guidelines in section 4.3 on Persons with respect to naming of Parks and Buildings after persons. An exception will be considered on its own merits. A Major Feature that has been donated or refurbished may be named for a living person(s) provided that said person(s) is of good reputation. Whatever contract accompanies the gift and naming rights should address all conditions applying to the naming, including time limits for naming of features. However, in addition, DPR reserves the right to rename any Park, Building, or Major Feature if the person for whom it is named turns out to be disreputable or subsequently acts in a disreputable way.

4.5.4 Naming for Entities. A corporation, association, and other legally created entity making a major gift may request that the name of that entity be associated with the name of the Park, Building, or Major Feature which is the subject of the major gift. Each request is evaluated on its own merits and requires public input. In making a recommendation for a corporate name, the reputation of the company and community support should be considerations. No corporate logos, brands, insignias, or direct advertising text may be used as part of any name association or naming. As noted in 4.2, renaming of any existing Park or Building is discouraged even when associated with a major enhancement gift. The City reserves the right to remove an entity name association on a Park or Building or to rename a Major Feature if the entity turns out to be disreputable or subsequently acts in a disreputable way.

4.6 Sister City Parks. Ten parks have been named for the international cities associated with Denver's Sister Cities program. The department generally considers that an appropriate number of parks and at this time is not encouraging further proposals.

4.7 Other Considerations.

4.7.1 Typically, a Park should not be subdivided for the purposes of naming unless there are readily-identifiable physical divisions (major roads, waterways, etc.) in the Park and other compelling reasons for having more than one name for a Park. This limitation on naming a Park should not prevent giving a different name for a trail, Building, or Major Feature located in or near the Park. However, care should be taken in giving a name to a trail, Building, or Major Feature that is different from the name of the Park so that confusion is not caused for the users of said differently named facilities.

4.7.2 Facilities that are held by the department through a short-term lease or use agreement or improvements that have a limited life span or occupancy should not be named.

4.7.2 All signs on parks and recreational facilities must meet the department's graphic and signage standards. No specialized signage will be displayed.

4.7.4 If a new park or building is completed and no suggestion for a name has come from the community or in association with a gift, the DPR Advisory Board will recommend a name, using any organized public process (i.e. nominations, contest, etc.) that they decide upon.

5.0 Procedures for Community or Citizen Requests to Name or Rename a Park or Building.

5.1 Applicant's Process. An applicant must compile a petition and make a presentation to the Parks and Recreation Advisory Board (the "Board") to recommend naming or renaming a park or recreational facility. Applicants should refer to section 4.0 of this Policy to ensure that the request meets the criteria for proposed names. Details of the process include:

- Written notification to the DPR Manager's Office to start the process. It should include a condensed version of the reasons for the request. Those 2-3 sentences will be included in the petition language and template prepared by the department. The petitions can be picked up, mailed, or emailed.

*Board of Parks and Recreation
c/o Manager of Denver Parks and Recreation
201 West Colfax, Department 606
Denver, Colorado 80202
720-913-0696*

- A request to the appropriate City Council member or the DPR Manager's Office (720-913-0696) for the name of his or her Parks and Recreation Advisory Board member. Citizens should work closely with their Advisory Board representative and keep the councilperson informed.
- A formal filing of the petitions with the Board at the above address as soon as necessary signatures have been gathered. Registered Neighborhood Associations (RNOs) will be notified of the proposed action. The following criteria for the petition must be met:
 - a) The petition should state the reasons for the proposed name.
 - b) The petition should show community support for the proposed name.
 - c) The petition should contain a description and/or map depiction of the boundaries of the Park or Building to be named or renamed.
 - d) The petition may only be signed by persons living in the City and County of Denver.
 - e) The petition should show the name, address and telephone number of each signer.
 - f) The number of signatures required should be a minimum of 300 for small neighborhood parks and their Major Features; 500 for community parks (generally over 20 acres) and their Major Features; and 1,000 for regional parks (over 50 acres or regional draw) and their Major Features. Major buildings must have a minimum of 500 signatures.
 - g) The person or group should file the petition with the DPR Manager within ninety (90) days of receipt of the forms from the Board, unless the Manager grants in writing additional time for submitting the completed petition.
- A formal request to the Manager's Office or Board representative that the proposal be put on the agenda for the next possible Advisory Board meeting. Notice to all Registered Neighborhood Associations (RNOs) of the meeting.
- A formal presentation to the Advisory Board of the naming or renaming proposal.

5.2 DPR Advisory Board Action:

- Within 45 days after the completed petitions are filed, the Board will determine whether or not to recommend the proposed new name to the DPR Manager and the Denver City Council.
- The Board will not recommend a proposed name to the DPR Manager and the Denver City Council unless the criteria set forth in section 4.0 are met. An affirmative vote of a majority of a quorum of the Board is necessary to recommend approval of a new name.
- No Naming Ordinance shall be drafted unless the DPR Manager accepts the recommendation of the Board. The DPR Manager may opt to send the

recommendation back to the Board for further consideration in light of concerns or issues the DPR Manager raises.

5.3 Naming Ordinance:

- After the Board takes action (if the vote is favorable) and the DPR Manager approves the action, the department will request an ordinance for the naming/renaming (the Naming Ordinance). The applicant should keep in contact with the department to track that process. RNOs will be notified.
- After the Naming Ordinance is written, the department will take it to the assigned City Council Committee (such as Public Amenities). The applicant should attend and be prepared to speak briefly about the request. Other interested persons can be invited to attend as well. The applicant should ensure that his or her Council representative can attend the meeting.
- If the Naming Ordinance is deemed acceptable, the Committee then sends the Naming Ordinance to City Council for introduction (1st Reading) and a vote (2nd Reading). A public hearing is strongly recommended and the councilperson should request it at the 1st reading and the applicant will need to coordinate speakers. After the 2nd reading and any public hearing, City Council will vote on the Ordinance.

6.0 Procedures for Community Requests to Name or Rename Major Features

- The same petition and Board procedures for Naming Parks and Buildings (section 5.0) apply to Major Features, except City Council action is not required. The DPR Manager may elect to make an informational presentation to the City Council Committee.

7.0 Procedures for the Naming and Renaming of Parks, Buildings, and Major Features Associated with Major Gifts

- The DPR Manager will submit a proposal to the Board for the naming or renaming of any Park, Building, or Major Feature that is associated with a major gift to the City and the department. A petition process is not necessary. Registered Neighborhood Associations (RNOs) will be notified of the proposed action and Board meeting.
- For naming or renaming a Park or a Building, City Council approval through a Naming Ordinance is required (as provided above) following a favorable recommendation by the Board and the DPR Manager's approval. A Public Hearing is strongly recommended.

- For naming or renaming Major Features, only Board action and the DPR Manager's approval is required.

8.0 Sample Petition to the Advisory Board of Parks & Recreation

In accordance with the procedure established by the Denver Board of Parks & Recreation, the undersigned hereby petition the Board to recommend the naming of park between Ivanhoe Street, and Jersey Street, north of 10th Avenue approximately 300' "MAYFAIR PARK". In support of this petition, each of the undersigned affirms and states:

1. That he/she is lives in the City and County of Denver (at time of signature).
2. That the reasons for the proposed name are as follows:

"In honor of the neighborhood (Mayfair) that surrounds the park and its residents who worked for more than 20 years to make this park a reality. The park will be a continuing tribute to both the neighborhood and its residents

3. That there is community support for the proposed name as illustrated by the signatures below.

Sample Petition

<u>NAME</u>	<u>STREET ADDRESS</u>	<u>ZIP</u>	<u>PHONE NO.</u>	<u>DATE</u>
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This *Naming of Parks and Recreational Facilities Policy* has been duly adopted in accordance with the rule-making requirements of section 39-2 of the Denver Revised

Municipal Code and is in accordance with the authority of the Manager of the Denver Department of Parks and Recreation under section 2.4.4 of the Denver City Charter.

This *Naming of Parks and Recreational Facilities Policy* is effective this ____ day of _____, 2006.

In accordance with section 39-2(e), D.R.M.C., copies of this *Naming of Parks and Recreational Facilities Policy* were filed with the Denver Clerk and Recorder and the Denver City Attorney within seven (7) days of the effective date set out above, and a notice of the adoption of this *Naming of Parks and Recreational Facilities Policy* was published in _____ on the ____ day of _____, 2006. The notice included a statement that a copy of the *Naming of Parks and Recreational Facilities Policy* is on file with the Manager of Parks and Recreation and is available for public inspection.

APPROVED AND ADOPTED:

Kim Bailey
Manager of Parks and Recreation

APPROVED FOR LEGALITY:

Cole Finegan
City Attorney