CLARK COUNTY
STAFF REPORT

DEPARTMENT: Public Works / Parks Division

DATE: November 18, 2014

REQUEST: Approve the Commemorative Naming of Parks Facilities Policy.

CHECK ONE: X Consent _____ CAO

BACKGROUND: The original parks naming policy was last adopted by Vancouver Clark Parks and Recreation. The policy has been revised to name Clark County Parks as the policy holder. The policy establishes a formal process for requests to name parks and related facilities, including designated features or elements within a park or facility, and establishes guidelines and procedures for the selection of names for parks and facilities.

COMMUNITY OUTREACH: The Parks Advisory Board voted to support the updated policy as amended on November 14, 2014.

BUDGET AND POLICY IMPLICATIONS: Funding for installing signs in new parks facilities is included in development costs. Some nominal costs may be incurred for naming of existing parks.

FISCAL IMPACTS: ☐ Yes (see fiscal impacts attachment) ☒ No

ACTION REQUESTED: Approve the Commemorative Naming of Parks Facilities Policy.

DISTRIBUTION: Please forward a copy of the approved staff report to Public Works Administration.

_____
Bill Bjerke
Parks Division Manager

APPROVED: _____
CLARK COUNTY, WASHINGTON
BOARD OF COMMISSIONERS

_____
Heath H. Henderson, P.E
Public Works Director/County Engineer

DATE: _____

SR#: _____

c: Jeff Mize, Bill Bjerke, Cheri Martin

PW 14-115

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CLARK COUNTY
WASHINGTON

DEPARTMENT POLICY & PROCEDURES

POLICY NAME: Commemorative Naming of Parks and Park Facilities

DEPARTMENT / DIVISION: Public Works / Parks Administration

Date: 18, November, 2014 **Supersedes:** VCPRD 2011-03

APPROVED: _____
Board of County Commissioners Date

Recommended by: _____
Parks Advisory Board Date

1.0 PREAMBLE

Commemorative naming refers to the naming of a property in recognition of geographic, cultural, natural and/or geological features or in honor of outstanding achievement, distinctive service, or significant community contribution, generally without financial consideration. Naming rights refers to the granting by the owner the right to name a piece of property or portions of a property usually granted in exchange for financial consideration. This policy is intended to cover commemorative naming.

Clark County finds that it is in the best interest of the community to develop a formal process for requests to commemoratively name parks and recreation facilities, including designated features or elements within a park or facility. The County deems it desirable, and in the public interest, to establish a set of guidelines and procedures for the selection of names for parks and recreational facilities. It is a function of Clark County Parks and the Parks Advisory Board to make recommendations to the Board of Clark County Commissioners about the naming of parks, trails, open spaces, recreation areas or other facilities.

The purpose of this policy is to provide a systematic and consistent approach when considering commemorative naming proposals for parks, facilities, and related features with park and recreation areas. It addresses as-yet unnamed parks and recreation facilities as well as renaming of existing parks and recreation facilities under certain limited circumstances.

2.0 ORGANIZATIONS AFFECTED

2.1 Parks Advisory Board (PAB)
2.2 Parks Foundation of Clark County (Foundation)
2.3 Evergreen School District
2.4 Vancouver School District

3.0 REFERENCES

3.1 Clark County Code

4.0 POLICY

It is the policy of Clark County Parks to:

4.1 Ensure that parks, recreational areas, facilities and features within such areas are easily identified and located.

4.2 Ensure that given names to parks, recreational areas, facilities and features are consistent with the values and character of the area or neighborhood served and avoid names similar to or duplicative to existing parks and recreation facilities or feature.

4.3 Encourage a commemorative naming process to occur and name assigned prior to construction of new park and recreation facilities. In the absence of any naming requests, interim placeholder names may be assigned by the Parks Manager or designee, when property is initially acquired or purchased but shall comply with this commemorative naming policy.

4.4 Encourage neighborhood and public participation in the commemorative naming, renaming and dedication of parks, recreation areas and facilities using print, broadcast and electronic media, including direct mail, public opinion and on-line surveys, public forums, etc. No persons shall be prohibited from proposing or requesting a commemorative name nor excluded from participating in the naming process for any reason.

4.5 Encourage the dedication of lands, facilities or donations by individuals and/or groups.

4.6 Ensure commemorative naming recognition will be compatible with the physical attributes of a location.

4.7 Ensure proposals or requests for commemorative naming comply with established policies as described herein or subsequently amended.

4.8 Strongly discourage commemorative naming referencing a living person except when a significant gift or donation of land and/or financial contribution is made and the donor stipulates naming the park or recreation facility as a condition of the gift(s). As applicable, such circumstances shall be coordinated with the Parks Foundation of Clark County, or other entity facilitating such gifts.

4.9 Strongly discourage proposals or requests for renaming of existing park and recreation facilities. Renaming of such assets carries greater burden of process, as tradition and continuity of name and community identification are important community values. Only those parks and recreation facilities named for geographic, cultural, natural and/or geological features or subdivision shall be considered for renaming. No asset shall be

renamed if the name was a condition of a gift, donation or deed restriction and the noncompliance with that condition would invalidate the gift, donation or deed.

4.10 Reject commemorative naming requests that propose a name associated with an individual or family who sells a property to the City or County for fair market value, unless the seller stipulates naming the future park or recreation facility as a condition of the sale.

4.11 Consider commemorative naming requests or proposals of individuals deceased for at least 5 years or greater from the individuals' recorded death.

4.12 Ensure commemorative naming requests or proposals not conflict with the terms and conditions of any existing City or County lease, tenant agreement or other contract.

4.13 Allow for sports leagues and non-profit organizations to recognize sponsors on a non or semi-permanent basis for the purpose of fund raising with approval of the parks manager.

5.0 DEFINITIONS

5.1 Clark County Parks (CCP) – Parks Division managed by a Manager who oversees programs to provide park, trail, open space, sports fields and recreation services. The Manager is authorized to administer policies directing business decisions for the department, including the Commemorative Naming of Park and Recreation Facilities policy. The Manager, at their sole discretion, may designate responsible persons to manage assigned programs and services.

5.2 Park Advisory Board (PAB) – created by ordinance and appointed by the Clark County Board of Commissioners (7 members). Non-voting representatives attend from the Evergreen School District, the Vancouver School District and the Parks Foundation of Clark County. The PAB advises the Board of Clark County Commissioners (BOCC), Division Manager and other county service areas concerning formulation of policy, plans and programs to carry out duties of parks and recreation services.

5.3 The Parks Foundation of Clark County serves as an independent 501 (c) (3) nonprofit organization to accept and administer donations, gifts, and bequests, and provides support and assistance in raising funds and promoting the special projects and programs as identified and prioritized by participating agencies, including the Clark County Parks Division.

5.4 Parks and recreation facilities – Includes (a) developed and undeveloped neighborhood, community and regional parks; (b) trails; (c) undeveloped open space/natural areas; (d) special use facilities (e.g. sports fields, disc golf courses, dog parks, BMX bicycling or skateboarding facilities, etc.; and (e) specific features within a larger park or recreation facility (e.g. climbing wall, tennis courts, picnic shelters, sports fields, etc.)

6.0 RESPONSIBILITY

6.1 The CCP Manager, or designee, shall oversee the commemorative naming of parks and recreation facilities and coordinate the review of proposals, requests and process consistent with this policy.

6.2 The CCP Manager shall have the authority to independently review and recommend commemorative naming proposals for designated features or elements within a park or facility to the PAB for final approval.

6.3 The PAB shall consider and take action on requests and proposals for commemorative naming of park and recreation facilities. Upon recommendation, the request or proposal shall be advanced to the BOCC. The PAB shall have final review and approve/reject commemorative naming proposals for designated features or elements within a park or facility.

6.4 The BOCC, as applicable, shall have final approval regarding commemorative naming requests or proposals for parks, trails, open spaces and recreation or other facilities.

7.0 PROCEDURES

7.1 Any person, group or organization may submit a written proposal or request to commemoratively name or rename a public park or recreation facility to the CCP Manager, or designee.

7.2 A written proposal or request shall include sufficient explanation to enable the CCP Manager, or designee, to make a determination that commemorative naming or renaming is justified and complies with this policy. Factors to be considered include, but are not limited to:

- 7.2.1 The proposed name and the reason for the naming or renaming.
- 7.2.2 The background information, biographical information demonstrating the contribution or other factors associated with a person or place to be named.
- 7.2.3 Whether and to what extent the appropriate and/or impacted communities support the proposal.
- 7.2.4 In cases of proposals recognizing deceased individuals, documentation verifying that the living family members or relatives are in agreement with the proposal.
- 7.2.5 Any other factors which would support the proposal or request, including consistency with this policy.

7.3 The CCP Manager may also initiate and facilitate a commemorative naming process associated with new park acquisitions and construction whereby neighborhoods and the general public shall be invited to participate in the naming process consistent with these policies.

7.4 The CCP Manager, or designee's, consideration regarding the naming or renaming of parks, recreation facilities or features within such areas, shall be guided by the following considerations:

- 7.4.1 Recognized geographic names- relative location of the park, facility, neighborhood, area, etc.
- 7.4.2 Natural or geological features proximate to the park or facility.
- 7.4.3 Cultural or historical significance to the City, County or surrounding neighborhood.

7.4.4 A deceased individual who made a significant community contribution, exhibited outstanding achievement, performed distinctive service or otherwise has well documented community support.

7.5 The CCP Manager, or designee, shall review the proposal for adherence to the stated policy criteria and authentication of statements, as well as existing features already named within a particular park or recreation facility, before advancing the proposal to the Parks Advisory Board. The CCP Manager, or designee, shall make reasonable attempts to confirm support and permission from the family or relatives of the deceased individual being proposed, as well as confirm biographical information. If the request is incomplete, the Manager or designee will contact the applicant, in writing, and provide an opportunity to resubmit a revised request.

7.6 The Parks Advisory Board shall consider the commemorative naming proposal upon it being advanced by the CCP Manager, or designee, and shall offer the opportunity for public input. The Board shall review the proposal or request.

7.7 If recommended by PAB, the proposal shall be advanced to the respective local legislative body for approval- BOCC as applicable based upon property ownership. All property (park, trail or open space) and building naming shall be approved by the elected officials (as per 6.3).

7.8 Special features within a park, trail, open space or building can be named with the approval by the Manager and the PAB (as per 6.1).

7.9 The requestor will be notified in writing of the action by the PAB and action by the local legislative body if subsequently advanced to them for approval.

7.10 Record of the approved name will be recorded in the CCP park inventory database and all applicable records, signage and documentation shall be updated, as applicable, with the new name.

- END OF POLICY