



Parks and Facilities Naming Policy Manual

13065 Orono Parkway

Elk River, MN 55330

763.635.1000



Parks and Facilities Naming Policy

Purpose:

The purpose of this policy is to establish a systematic and consistent approach for the official naming of parks and recreation assets and facilities.

Objectives

- Ensure parks, recreational areas, and facilities are easily identified & located.
- Ensure given names to parks, recreational area and facilities are consistent with the values and character of the area or neighborhood served.
- Encourage public participation in the naming, renaming and dedication of parks, recreation areas and facilities.
- Encourage the dedication of lands, facilities, donations, or sponsorship agreements by individuals and/or groups.

Definition

Parks, recreation assets and facilities – includes all property assets under the city’s ownership and the Parks and Recreation Department control including buildings, structures, open spaces, public parks, natural areas, wetlands, environmental habitat, and land.

Naming Criteria

Priorities to be considered in naming all city facilities, including parks and recreation facilities (in order of importance) shall be as follows:

Historic Names

- Names of historic events, groups, organizations, or persons at the local, regional, or national level of major significance with special consideration given to Elk River’s own history.

Places and Feature Names

- **Recognizable area or neighborhood.** Names that aid in locating a facility are acceptable. If the facility is located on a park or school site, the facility need not share the name of the park or school site.

- **Assumed Names.** Assumed names should be used only if the area has been known by that assumed name for an extended period. An example is the parcel of land known for decades as “Bailey Point,” located near downtown at the south end of Morton Avenue at the confluence of the Mississippi and Elk Rivers.
- **Natural Features.** Natural features, such as rivers, creeks, and terrain.
- **Horticultural Features.** Horticultural features characteristic of a particular area.

Individual, Groups, or Organizations

The following criteria will be used in evaluating the use of names of persons (whether living or deceased), groups and organizations.

General Criteria. Names of persons, groups or organizations having a longstanding affiliation with the city of ten (10) or more years of significant community service, involvement, or contributions beyond the ordinary interest level whose efforts have:

- Enhanced the quality of life and well-being of city residents.
- Contributed to the preservation of the city’s history or culture.
- Made exemplary or meritorious contributions to the city or its residents; or contributed to the acquisition, development, or conveyance of land, buildings, structures, or other amenities to the city or community.

Deceased Persons. To be considered for a naming opportunity, the individual must have been deceased for at least two (2) years. Such individuals may include:

- **Person of historic significance.**
- **National and/or local heroes.** Those who have given outstanding service to mankind or who have worked over and above any ordinary interest level. An Elk River area resident, who has attained local, state or national recognition for parks and recreation work or work in the areas of public safety or public health, as appropriate to the facility, would be highly acceptable.

- **Living Persons.** Facilities may be named after living persons only after a study has been completed relative to the individual's background and qualifications pursuant to the criteria in this policy.
- **Groups and Organizations.** Facilities may be named after groups or organizations pursuant to the criteria set forth in this policy or groups and organizations that wish to pursue a sponsorship agreement with the City of Elk River at a city owned asset under control of the Parks and Recreation department.

EXCEPTION: The exception to this policy in its entirety is a sponsorship agreement entered into between the city and a group or organization for a section within a city owned property asset under control of the Parks and Recreation department, such as a concession stand, ice sheet, ballfield, Rivers Edge Commons upper plaza, multi-purpose room, etc.

Procedure

Naming of Parks, Recreation Assets and Facilities

- A request for naming of a park, recreation asset or facility shall be submitted in writing to the Parks and Recreation Parks Department.
- The submission shall show how the proposed name is consistent with the criteria stated in this policy. When naming after a person or persons, the application will describe their contributions to the city. Written documentation of approval by next of kin to be honored (if available/possible) is required as part of the proposal. Staff will review the proposal for adherence to the stated criteria and authentication of statements relative to contributions in the case of an individual before forwarding to the Parks and Recreation Commission. If the request is incomplete, staff will contact the applicant, in writing, and provide them with the opportunity to resubmit a revised request.
- The Parks and Recreation Commission will offer the opportunity for public input on the proposed naming. A notice requesting a public meeting for naming of a park, recreation area or facility shall be posted and published in the city's official newspaper at least 10 days prior to the meeting.
- The Parks and Recreation Commission shall forward their recommendation to City Council for final decision.

- The Parks and Recreation Commission can initiate the naming process whenever deemed necessary and/or in the best interest of the city.
- In the absence of any naming requests, the Parks Recreation and Commission shall adhere to criteria stated in this policy in recommendation of name.

Renaming of Parks, Recreation Areas and Facilities

Renaming of parks, recreation areas and facilities carries with it a much greater burden of process compared to initial naming. Tradition and continuity of name and community identification are important community values. Each application must meet the criteria in this policy but meeting all criteria does not ensure renaming.

- A request for renaming of a park, recreational area or facility shall be submitted in writing to the Parks and Recreation Commission, through the Parks and Recreation Department.
- The request shall include the proposed name change, the purpose of the change, and how the proposed name change is consistent with the criteria established. When renaming after a person or persons, the application will describe their contributions to the city. Written documentation approval by next of kin to be honored (if available/possible) is required as part of the proposal. City staff will review the proposal for adherence to the stated criteria and authentication of statements relative to contributions in the case of an individual before forwarding to the Parks and Recreation Commission. If the request is incomplete, staff will contact the applicant, in writing, and provide them with the opportunity to resubmit a revised request.
- The recognized Neighborhood Association will be notified of the proposal when the Parks and Recreation Department receive a complete application.
- The Parks and Recreation Commission will offer the opportunity for public input on the proposed naming. A notice requesting a public meeting for naming of a park, recreation area or facility shall be posted and published in the city's official newspaper at least 10 days prior to the meeting.
- The Parks and Recreation Commission shall forward their recommendation to City Council for final decision.

**Parks and Facilities Naming
Policy History**

Adopted by:	On (date)	Item #
City Council	November 19, 2012	8.2