

## Naming of District Property

5.01.01

Date: 03/27/2015

Supersedes P & P No.: 5.01.01 - 03/07/2011

Adopted by: Doug Menke  
General Manager

Implemented by: Doug Menke  
General Manager

Signature: On File

Signature: On File

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### Purpose

To create procedures in order to carryout District Compiled Policies Chapter 8 as adopted by the board of directors.

### Policy

Operating procedures will be enacted to ensure compliance with board of directors' policies.

### Procedures

#### **General Guidelines for Naming or Renaming District Properties**

- A. All naming and renaming of district properties and features in otherwise named district properties should adhere to the definitions of classifications of district properties established in the Comprehensive Plan.
- B. In considering proposals for the naming or renaming of a district property and features in otherwise named district properties, the following general principles should be taken into account either collectively or individually:
  - o Engender a strong positive image.
  - o Be appropriate having regard to the district property's location and/or history.
  - o Have historical, cultural or social significance for future generations.
  - o Commemorate places, people or events that are of continued importance to the district, region, state, and/or nation.
  - o Have symbolic value that transcends its ordinary meaning or use and enhances the character and identity of the district property.
  - o Have broad public support.
- C. If a renaming is proposed, existing names that have become widely accepted by the community should not be abandoned unless there are compelling reasons for doing so. Historical or commonly used place names should be preserved wherever possible.

#### **Guidelines for Naming or Renaming District Properties for Historic Events, People, and Places**

- A. In considering the naming/renaming of a district property and features in otherwise named district properties after a person, priority should be given to those who made a sustained and lasting contribution to:
  - o Tualatin Hills Park & Recreation District;
  - o City of Beaverton;
  - o Washington County;
  - o The State of Oregon; or
  - o The Nation
- B. The naming/renaming of a district property and features in otherwise named district properties after people who may have lost their lives due to war or a tragic event may not be considered until after the impact of the event has lessened within the community.

- C. When a district property is associated with or located near events, people, and places of historic, cultural or social significance, consideration should be given to naming/renaming that district property after such events, people, and places. In considering such proposals, the relationship of the event, person or place to the district property should be demonstrated through research and documentation.
- D. Naming or renaming a district property and features in otherwise named district properties for an outstanding individual is encouraged where that person's significance and good reputation have been accepted in the district's history and when such individual has been deceased for at least three years. The deceased clause can be waived at the board's directive. The district reserves the right to rename any district property if the person for whom it is named turns out to be disreputable or subsequently acts in a disreputable way.
- E. Priority for naming/renaming should be given to those who have provided 10 or more years of volunteer service to the community.

### **Guidelines for Naming or Renaming District Properties for Donors**

- A. From time to time, a significant donation may be made to the district that will add considerable value to the district's park and recreation system. On such occasions, recognition of this donation by naming a district property or features in otherwise named district properties in honor of or at the request of the donor can be considered.
- B. As a guideline, the threshold for considering the naming or renaming of a district property or features in otherwise named district properties should include one or more of the following:
  - o Land for the majority of the park was deeded to the district.
  - o Contribution of a minimum of 60% of the capital construction costs associated with developing the district property.
  - o Provision of a minimum 20-year endowment for the continued maintenance and/or programming of the district property.
- C. Donors seeking naming rights for major donations with respect to an individual should be encouraged to follow the guidelines that apply to naming a district property for historic events, people, and places, as noted above. Exceptions to this will be considered on their own merits. The district reserves the right to rename any district property if the person or entity for whom it is named turns out to be disreputable or subsequently acts in a disreputable way.

### **Other Considerations**

- A. To minimize confusion, parks should 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 facilities within district sites can be permitted; under these circumstances such names should be different from the site name to avoid user confusion. The district may name significant portions of an otherwise named park, such as a fountain, playfield, skate area or playground.
- B. All signs that indicate the name of a district property should comply with the district's Signage Master Plan. Specialized naming signage should not be permitted.

### **Managing Requests for Naming/Renaming of Parks and/or Facilities**

- A. The board of directors must approve the naming/renaming of district properties and features in otherwise named district properties.
- B. All requests for the naming or renaming of a district property or features in otherwise named district properties shall be made in writing to the general manager of the district. The general manager, or designee, may also initiate a request to the board of directors for the naming or renaming of a district property and features in otherwise named district properties.

- C. Requests should contain the following minimum information:
- The proposed name.
  - A written justification for the proposed name addressing the board of directors' policy and District Operational Procedures for the naming of district property.
  - A depiction/map showing the location and boundaries of the district property. If proposing to name a facility within a district property, include a depiction/map showing the location of the facility.
  - If proposing to rename a district property, include justification for changing an established name.
- D. Upon receipt of a naming/renaming request by the district, the general manager will render an initial decision regarding whether the request is consistent with board policy. Any person whose request to name/rename a district property is denied by the general manager may appeal to the board of directors.
- E. Naming/renaming requests will adhere to a Level II public notice, consistent with the district's Community Outreach Procedure, which shall be provided in advance of consideration of the proposed naming/renaming by the board of directors.
- F. The board of directors will make the final decision regarding the naming/renaming request via resolution.