

PRK-3.03 - Naming or Renaming Parks, Facilities and Features

NAMING OR RENAMING PARKS, FACILITIES, AND FEATURES

Administrative Rule Adopted by Portland Parks & Recreation Pursuant to Rule-Making Authority
ARB-PRK-3.03

PURPOSE

To outline the policy, criteria, and process for official naming and renaming Portland Parks and Recreation properties, facilities, and features within parks.

BACKGROUND

Parks are integral to a community's identity. As a city agency devoted to public service through Parks and Recreation services, it is a goal of Portland Parks and Recreation to be seen as part of the fabric of that community. Stewardship of the public parks and recreation system for the greatest benefit of the community-at-large over the long term is a primary value. Geographic or names based upon distinguishing characteristics or commonly used names have as a result become the standard for this community.

At the same time, it is recognized that individuals and community organizations periodically wish to honor individuals or groups by naming parks and recreation assets after them. The challenge is to accommodate this desire where warranted while still supporting the primary community values.

POLICY

Land, facilities, and features within the Portland Parks and Recreation system will be named through an administrative process in accordance with established criteria that emphasize community identity and service to the community through the parks and recreation system.

CRITERIA FOR NAMING PARKS, FACILITIES, AND FEATURES **PARKS**

- First priority in naming parks shall be given to geographical location or natural or geological features.
- Names in common usage have a secondary priority.
- Conditions of property donation or deed shall be honored regarding name of park, although a geographic or characteristic name is preferred.
- Names that are similar to existing parks or properties in the Portland Parks and Recreation system (or other systems in the Portland Metropolitan area) should be avoided in order to minimize confusion.
- Property type and intended use may be designated in the name according the definitions

contained elsewhere in this policy.

- Parks named after an individual will include the geographic, natural, or geological features as part of the name.
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COMMUNITY PROGRAM BUILDINGS AND MAJOR FACILITIES

- First priority in naming Community buildings and facilities shall be given to geographical location that identifies the community it serves.
 - As a secondary priority, a building or major facility may be named after an individual with the following requirements: (a) Contribution to the community has been (was) through its Parks and Recreation system or programs (general contributions to the community can better be recognized in other ways). (b) Contributions to the Portland Parks and Recreation system were sustained over a long period of time. (c) The named resource is pertinent to or representative of the individual's contribution.
 - Names that are similar to existing buildings in the system or other systems in the Portland Metropolitan area shall be avoided in order to minimize confusion.
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PROCEDURE - INITIAL NAMING OF PARKS AND FACILITIES

INTRODUCTION

- Portland Parks and Recreation staff recommends in writing a park or major facility name to the Director. In the case of park properties, the asset often is already named when acquired. In most cases, Portland Parks and Recreation will adopt that name.
- The recommendation will include the following: (1) Clearly show how the name is consistent with the criteria stated in this policy, (2) Provide justification for the suggested park classification and its attendant development and service implications for the site. Point 2 does not apply to facilities.
- Where properties are jointly acquired with other public agency or wholly acquired by other public agencies (but managed as part of the Portland Parks and Recreation system) the other agency shall be consulted and their consent received for the proposed name.
- The Director approves or disapproves the recommendation.
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The Director may direct that a public comment process be followed which may include an ad hoc or other appropriate committee which is advisory to the Director on this matter.

PROCEDURE - RENAMING OF PARKS OR MAJOR FACILITIES

INTRODUCTION

Renaming of parks and major facilities carries with it a greater burden of process compared to initial naming. Tradition and continuity of name and community identification are values that supersede fads and fashion. Each application must meet the criteria stated in this policy, but meeting all criteria does not assure renaming.

THE STEPS

- Portland Parks and Recreation staff or member of public recommends in a renaming proposal for a park or major facility to the Director.
- The written recommendation will include the following: (1) The proposed name change and the purpose of the change; (2) Clearly show how the proposed name is consistent with the criteria established; (3) Provide justification for the suggested park classification if it represents a change.
- If the proposal is to rename a park or facility after a person or persons, the application will describe the contributions to the Parks and Recreation system made by the person and why the specific naming proposal is an appropriate honor. Written documentation of approval by the person to be honored (or next of kin, as appropriate) is required as part of the proposal.
- The recognized neighborhood association will be notified of the proposal when received by Portland Parks and Recreation.
- The proposal will be referred for review to a standing committee whose membership are as follows: Director of Portland Parks and Recreation; staff member of the Commissioner(s)-in-Charge of the Portland Parks and Recreation; staff member of the Oregon Historical Society; and Director of the Office of Neighborhood Associations. The Director may appoint a citizen-at-large member to this committee if he/she deems it desirable. The committee reviews the proposal for adherence to the stated criteria and the authentication of statements relative to contributions in the case of an individual.
- The standing committee will present its report and recommendations to the Commissioner-in-Charge of Portland Parks and Recreation who may determine that the proposal is denied. Or the Commissioner-in-Charge may direct Portland Parks and Recreation to hold a public meeting to

gain additional public information.

- Portland Parks and Recreation will report findings from the public meeting and make a recommendation to the Commissioner-in-Charge.
- The Commissioner-in-Charge makes the decision.

APPEALS

Any person whose proposal is denied by the Commissioner-in-Charge may appeal to the City Council by petition through the City Auditor.

PARK CLASSIFICATIONS

INTRODUCTION

The properties managed by Portland Parks and Recreation are diverse in character, physical features, and public use. It is desirable for the name of the property to suggest the level and type of development and the program intent of the asset. These descriptions are guidelines, not rigid standards, intended over time to help achieve consistent expectations from the public from the name itself. The policy intends that future park asset names be used as described. It does not imply that existing properties must be renamed so they are consistent with the policy, although there may be cases where this action would be advisable.

- **For "developed urban parks"** which are our most common public property, the term "park" is to be used. Members of the public can expect some or all of the following features: a developed landscape, pathways, playgrounds and playfields, picnic facilities, park furniture, and restrooms. Major parks may contain large recreational facilities such as community centers, swimming pools, or sports stadiums.
- **For "developed nature parks"** such as Powell Butte Nature Park, the term "nature park" will be used. Members of the public can typically expect marked and maintained trails and identified access points. The size of a nature park typically would be substantial, large enough to serve as a single destination visit.
- **For "undeveloped park land" where protection of natural resources is embraced by Portland Parks and Recreation as the primary objective**, the term "natural area" will be used in the name. Where the park is small in size, the term "natural area" could be used even if the area has certain "nature park" development such as trails. Examples of "natural areas" include Rosemount Bluff, Elk Rock Island, Kelly Butte, and Stephens Creek.
- **For natural resource land used for a specific objective**, the name might include an indication of the objective. Examples are Willamette Butterfly Park and Lents Floodplain Management

Area.

- **For the undeveloped parkland where the future primary objective has not yet been determined,** the term "property" should be used in the name. The use of the word "park" should be avoided to help prevent unwarranted public expectations. The implication is that this land does not fulfill a recreational purpose nor does it receive regular maintenance for purposes of public use.
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HISTORY

Filed for inclusion in PPD September 29, 2004.