

PARK AND FACILITIES NAMING POLICY
Columbia Missouri Parks and Recreation Department

- I. Purpose: To establish a city park and facilities naming policy for Columbia.

- II. Objectives:
 - A. Name should be associated with some real characteristic of the site.
 - B. Name should be imaginative and pleasant sounding.
 - C. Whatever theme is chosen should result in a relatively timeless name.
 - 1. So that it doesn't diminish in appropriateness with time.
 - 2. So current events aren't allowed to lead to frequently renaming a park.
 - a. Park name usage should be stabilized.
 - 1. To save cost of replacing printed material.
 - 2. Save double name confusion which can lag for many years after "official" name change.
 - 3. To save controversy with groups that might suggest name change.

- III. Suggested Procedures:
 - A. Name after one or two chief boundary roads.
 - 1. Descriptive of location; easy to remember.
 - 2. Road names are frequently chosen for pleasant or characteristic nature.
 - 3. Road names are now controlled to eliminate duplication confusion.
 - 4. Most likely to eliminate controversy.

 - B. Name after distinguishing feature of site or area.
 - 1. Easy to remember; may be geographically associated.
 - 2. Likely to result in park sounding name (i.e. Twin Lakes)

 - C. Name in honor of distinguished individuals or organizations.
 - 1. Honor those individuals or organizations having the most influence on the betterment of the City.
 - 2. Current City of Columbia employees and officials are prohibited from having parks and facilities named after them.

 - D. Name in recognition of sponsorship or donation of property or financial resources.
 - 1. Financial contributions should have a significant impact.
 - a. No standard amount or percentage is established, but a guideline for discussion should start at 50% of cost of development or construction.
 - 2. When a major contribution has been made by the person or organization to the enhancement of the quality of life in the community and/or was instrumental in acquiring or developing property or city owned facilities.
 - 3. The name of the facility or amenity may only be in effect for a defined time frame based on market value or life span of the facility. (ex: 10 yrs)
 - 4. The name of a room or court within a community center after a corporate sponsor or in cases where an area within a park is distinctive enough, it shall be considered by the P&R Commission for naming.

- E. In order to respect the historical tradition and community values, which previous generations bestowed on these resources, no officially named park or facility shall be renamed without City Council approval.
 - 1. If renaming is considered, only those parks and facilities named for geographic location, outstanding feature or subdivision may be considered for renaming.
 - 2. Parks named by deed restriction cannot be considered for renaming.
- F. City Council has the authority to name all parks and major destination trails. Council may ask the Parks and Recreation Commission for recommendations.
- G. Specific facilities within parks may be named at the discretion of the Director. In some cases, Council and Commission approval may be solicited.
 - 1. In situations where the facility or amenity is part of a capital improvement project, the naming of the fields, facility, shelter or court, shall be included as part of the City Council approval process.
 - 2. Naming of individual courts or fields, small shelters, or meeting rooms are determined by the Director. Example: The City Council approved the Rainbow Softball Center name and the P&R staff determined the naming and location of the Red, Green, Blue, Yellow, Orange and Purple fields.
 - a. Many fields and courts are named by geographic location such as the “east or west field” or simply “court 1 or 2.”

IV. Recognition of Sponsors

The following principles form the basis of the organization's recognition of sponsors:

- A. Columbia Parks & Recreation appreciates all sponsorships that enable it to further its mission.
- B. In recognition of a sponsor's contribution, preference will be given to providing a form of recognition that is not displayed within parks.
- C. Recognition of a sponsorship shall not suggest in any way the endorsement of the sponsor's goods or services by Parks & Recreation, or any proprietary interest of the sponsor in P&R.
- D. Any physical form of on-site recognition shall not interfere with visitor use or routine community center/park operations.
- E. The form of any on-site recognition shall be of an appropriate size and color and shall not detract from the park surroundings or any interpretive message.
- F. All sponsorship agreements will be for defined period of time having regard to the value of the sponsorship and the life of the asset being sponsored.
- G. Naming of events and/or facilities within a park or community center in recognition of a sponsor is permitted providing such names are subordinate to the name of the park or the community center.

V. Determining Design Standards for Various Types of Recognition

- A. Design and Location of Temporary Signs and Plaques: Recognition of a sponsor shall be permitted on either a temporary sign or a sign that is of a directional, informative or interpretive nature. In such circumstances the sponsor's name and/or logo shall be designed so that it does not dominate the sign in terms of scale or color. The Sponsorship Coordinator shall determine approval of a

sponsor's name and/or logo on signs. Likewise, the Sponsorship Coordinator shall also approve the design and content of plaques.

- B. The siting of temporary signs and plaques shall be determined between the Sponsorship Coordinator, the Parks & Recreation Director.
- C. Design and Location of Sponsorship Boards: The Sponsorship Coordinator shall determine the design of sponsorship boards. In developing a suitable design, the Sponsorship Coordinator shall consider a format that allows for the recognition of sponsors using small name plates, plaques or tiles so sponsor details can be added or removed easily.
- D. The Sponsorship Coordinator, in consultation with the P& R Director, and an Architect, shall determine the location of sponsorship boards within facilities. In the event of consensus not being reached, the Director of Parks & Recreation's decision shall be final.
- E. Design and Information Requirements for Website: The Sponsorship Coordinator, in consultation with the Web Manager, shall determine the design and information to be posted on the department's website as it relates to sponsor recognition.