

PARK AND FACILITIES NAMING POLICY
Columbia, Missouri Parks and Recreation Department
Approved 01/21/2021

- 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. Name may be in honor of distinguished individual, organization or financial support.
 - D. 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. 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.
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- 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.
 - b. Consideration will be given regarding the long-term maintenance or operating cost. This may include reserving some funds for future maintenance or replacement.

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 (example: 10 years).

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. As part of the Capital Improvement Program process, the Parks and Recreation Commission will review all park development plans prior to being submitted to the City Council for approval. As part of this process, the P&R Commission will have the opportunity to review and recommend potential names to the City Council.

G. Specific facilities within parks or within the purview of the Department may be named at the discretion of the Director. In some cases, Council approval may be solicited, and Commission notification, review and input will be encouraged. Examples of city facilities, objects or areas the Commission can make recommendations for include, but are not limited to: park shelters, fields, courts, gardens, trees, benches, buildings, non- major destination trails, connectors, internal park paths and roads, lakes, playgrounds, gymnasiums, sheds, warehouses, atriums and office areas.

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, and input from the Commission will be encouraged.

2. Naming of individual courts or fields, small shelters, or meeting rooms are determined by the Director, but Commission notification and input will be encouraged. 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.”

H. Naming Proposals for Commission Review

1. A naming proposal that is not linked to a Capital Improvement Project may be added to the Commission’s regular monthly meeting “New Business” agenda by the Director at any time in accordance with state law, or at the request of any Commission member no later than five days before a regular monthly meeting.

2. Naming proposals from the general public can be accepted by the Director or Commission members at any time, but they will not automatically be placed on the regular monthly meeting agenda. The appropriateness of the request will be reviewed by the Director before placement on the agenda. Indications of the appropriateness of the request include:

a. The well-established reputation of the person (living or deceased), group or business to be honored for exemplary service as a Department employee, volunteer, advocate or donor. If the request involves a person who is still living, the person will ideally be retired or near the end of his or her professional career, or the person is someone who has achieved an extraordinary accomplishment that deserves recognition.

b. A paper petition with at least 25 signatures or an online petition with at least 100 signatories in support of the proposal. These petitions do not guarantee that the request will be granted or placed on the Commission's meeting agenda, but it does indicate a standard of support that merits attention.

3. Any Commission naming proposals will not interfere with Department initiatives and ongoing negotiations with potential donors or sponsors. The Commission will also not interfere with or overturn earlier named facilities or commitments made through Department programs or initiatives, except under extraordinary circumstances.

4. In the unlikely circumstance of a proposal to remove a name from any facility or amenity, only the Director will have the discretion to place such a proposal on the Commission's meeting agenda.

IV. Recognition of Sponsors

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

- A. Columbia Parks and 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 and 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 appropriate size and color; not detract from the park surroundings or any interpretive message; and shall be compatible with the Department's mission.
- F. All sponsorship agreements will be for a defined period of time in 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. Reservations: The City of Columbia reserves the right to change or remove the name of a sponsor or donor if it determines that the name is detrimental to the best interests of the City.
- A. The Director of Parks and Recreation may initiate the change to the P&R Commission for their recommendation. The Commission's recommendation will be sent to the City Council for their review and action.
 - B. Any member of the Parks and Recreation Commission may initiate the naming change by asking that it be added to the next Commission meeting's agenda for discussion. If the Commission concurs, it will be sent to the City Council for their review and action. The Director of Parks and Recreation may include staff's recommendation.