

Department Policy & Procedure



Subject: Parks and Recreation Naming Committee	Number 060-P 1.4.1	
	Effective January 30, 2009	
	Supersedes January 21, 2003	
Approved:	Department: Parks & Recreation	Page 1 of 3

1.0 PREAMBLE:

Seattle Parks and Recreation (“Parks”) has had a naming policy since 1969 to guide the naming of parks and recreation properties and facilities. This update re-emphasizes the criteria to be used in considering parks and recreation facility names and the permanence of a name once it is conferred.

2.0 ORGANIZATIONS AFFECTED:

- 2.1 Seattle Parks and Recreation
- 2.2 Seattle Board of Park Commissioners
- 2.3 Seattle City Council committee that considers parks and recreation issues

3.0 REFERENCES:

- 3.1 Seattle Municipal Code 18.08.010 and 18.08.020, Park Naming Procedures.
- 3.2 Seattle Parks and Recreation Naming Committee Policy adopted December 4, 1969, and amended February 4, 1971, May 16, 1974, October 30, 1974, June 6, 1985, and January 21, 2003.
- 3.3 Seattle Parks and Recreation Corporate Sponsorship Policy, #060-P 2.13.1 and P 1.4.2
- 3.4 Seattle Parks and Recreation Gift Acceptance and Donor Recognition Policy, #060-P 1.4.1

4.0 POLICY:

- 4.1 It is the policy of Seattle Parks and Recreation to name newly acquired or developed or as-yet unnamed parks and recreation facilities, after following the procedures outlined here.
- 4.2 Parks may name significant portions of an otherwise named park, such as a fountain, playfield, pavilion, skate area, or playground.
- 4.3 When naming any park or portion of a park, Parks will comply with the procedures set forth herein.

5.0 DEFINITIONS:

- 5.1 Seattle Parks and Recreation Naming Committee – created by Ordinance 99911, consists of the Superintendent of Parks and Recreation, the Chair of the Board of Park Commissioners, and the Chair of the city Council committee that considers parks and recreation issues, or their designated representatives.
- 5.2 Board of Park Commissioners – a citizen board created by the city Charter to advise the Superintendent of Parks and Recreation, the Mayor, City Council and other city departments with respect to park and recreation matters.
- 5.3 Parks and Recreation Facilities – all properties and facilities in the park and recreation system of the City under ownership, management and/or control of Seattle Parks and Recreation.

6.0 RESPONSIBILITY:

- 6.1 The Superintendent of Parks and Recreation, after reporting to the Board of Park Commissioners, is authorized to designate the names of parks and recreation facilities from names submitted for consideration to the Seattle Parks and Recreation Naming Committee, of which he, or his designee, is a member.
- 6.2 The Seattle Parks and Recreation Naming Committee is authorized to establish criteria and procedures to be followed in selecting names to be submitted to the Superintendent.

7.0 PROCEDURES:

- 7.1 The Seattle Parks and Recreation Naming Committee will meet as necessary and may elect its own Chair. The Superintendent of Parks and Recreation will provide staff support.
- 7.2 The Naming Committee will use the media, community groups, notification to those who have participated in community meetings relating to the development and or acquisition of the park site, and appropriate signage to solicit suggestions for names from organizations and individuals. The Committee will acknowledge and record for consideration all suggestions, solicited or not.
- 7.3 After considering the names and applying the criteria set forth in 7.5 below, the Committee will recommend names to the Superintendent, and provide the historical or other supportive information as appropriate to justify the recommendations.
- 7.4 The Superintendent of Parks and Recreation, after reporting to the Board of Park Commissioners, has final authority to designate names for parks and recreation facilities. Upon designating a name for a park or recreation facility, the Superintendent will, within ten days, notify the Mayor and the Chair of the City Council committee dealing with parks and recreation matters, and will file the name designation with the office of the City Clerk, at which time the name will become official.

7.5 CRITERIA:

- 7.5.1. To avoid duplication, confusing similarity, or inappropriateness, the Committee, in considering name suggestions, will review existing park and facility names in the park system.
- 7.5.2. In naming a park or facility, the Committee will consider geographical location, historical or cultural significance, distinctive natural or geological features, and the wishes of the community in which it is located.
- 7.5.3. In naming community centers and other facilities, the committee will give considerable weight to the names that reflect the geographic location that gives identity to the community.
- 7.5.4. Parks and recreation facilities may be named for a person subject to the following conditions: the person must be deceased for a minimum of three years, and the person must have made a significant positive contribution to parks, recreation, or culture in the community without which the park/facility may not exist, or in which the individual's contributions enhanced a program or facility in an extraordinary way. The City will bear the cost of the plaque or monument indicating the name of the individual for whom the facility is named.
- 7.5.5. The Superintendent of Parks and Recreation may accept or reject the Naming Committee's recommendation.
- 7.5.6. As a general rule, portions of a park or recreation facility will not have a name other than that of the entire facility. The Committee may consider exceptions in cases where, as a revenue or fundraising opportunity, a nomination is submitted to name a room within a community center after a corporate sponsor or in cases where an area within a park is distinctive enough, in the view of the Committee, to merit its own name.
- 7.5.7. Because temporary "working" designations tend to be retained, the Superintendent will carry out the naming process for a new park facility as early as possible after its acquisition or development. Facilities will bear number designations until the naming process results in adoption of a name.