

Department Policy & Procedure

Subject: Seattle Parks & Recreation Park Naming Policy		Number: 060-P 1.4.1
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Superintendent Approval:	Department:	Page 1 of 5
A.P. Diaz	Seattle Parks and Recreation	

1.0 INTRODUCTION AND PURPOSE:

The purpose of this policy is to establish guidelines and criteria for the naming of parks and recreation properties and facilities.

2.0 ORGANIZATIONS OR INDIVIDUALS AFFECTED:

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

3.0 REFERENCES/SUPPORTING DOCUMENTS:

- 3.1 Seattle Municipal Code 18.08.010 and 18.08.020, Park Naming Procedures.
- 3.2 Seattle Administrative Code, Section 3.26 Board of Park Commissioners
- 3.3 Seattle Parks and Recreation Naming Committee-Ordinance 99911
- 3.4 Seattle Parks and Recreation Sponsorship Policy, #060-P 1.5.1.
- 3.5 Seattle Parks and Recreation Gift Acceptance and Donor Recognition Policy, #060-P 2.13.1
- 3.6 Seattle Parks and Recreation Public Involvement Policy 060-P 1.9.2

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.

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 and Recreation Commissioners, and the Chair of the city Council committee that considers parks and recreation issues, or their designated representatives.
- 5.2 Board of Park and Recreation 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, with the advice of the board of Park and Recreation 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 they are 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.
- 6.3 The Department's policy division is responsible for implementing the park naming process, which may include solicitation from community stakeholders, social media communications, press announcements and will present recommendations to the Park Naming Committee and Superintendent for approval.

ADDENDUMS

Park Naming Policy Procedures

PROCEDURE

SEATTLE PARKS AND RECREATION NAMING POLICY P-060-1.4.1

- 1.1. The Seattle Parks and Recreation Naming Committee will meet as necessary to review and submit naming recommendations to the Superintendent for approval. The Superintendent of Parks and Recreation will provide administrative staff support.
 - 1.1.1 The Naming Committee will use the media, community groups, and will provide notification to those who have participated in community meetings relating to the development or acquisition of the park or facility 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.
 - 1.1.2 After considering the names and applying the criteria set forth in section 1.2 below, the Committee will recommend names to the Superintendent, and provide historical or other information as appropriate to justify the recommendations.
 - 1.1.3 The Superintendent, with the advice of the Board of Park and Recreation 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 then notify 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.

1.2. CRITERIA:

- 1.2.0. To avoid duplication, confusing similarity, or inappropriateness, the Committee, in considering name suggestions, will review existing park and facility names within the park system.
- 1.2.1. The history of the land, distinctive natural or geological features, community input and the surrounding area in which the park or facility is located will be considered in the naming process.
- 1.2.2. Seattle Parks and Recreation will engage the Office of Intergovernmental Relations to lead a Tribal Consultation with affected federally recognized tribes. Tribal Consultation occurs independently of all other public engagement processes in recognition of government-to-government relationships and does not replace individual City-Tribal memoranda of agreement, consultation plans, or other specific agreements between the City and Tribe.
- 1.2.3. In naming a park or facility, the Committee will consider geographical location, historical or cultural significance, distinctive natural or geological features, and input from the community.

- 1.2.4. Parks and recreation facilities may be named for a person subject to the following conditions: the person must have been 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 where the facility is located. The City will bear the cost of the plaque or signage indicating the name of the individual for whom the facility is named.
- 1.2.5. The Superintendent of Parks and Recreation may accept or reject the Naming Committee's recommendation.
- 1.2.6. As a 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.
- 1.2.7. The Superintendent will carry out the naming process for a new park facility as early as possible after its acquisition or design/development.
- 1.2.8. Renaming of parks, park areas, and recreation facilities shall be highly discouraged however in some cases, there may be exceptions to this rule.
- 1.2.8.1. Parks, park areas, and facilities named by deed restriction and official names established by City Council through project development for parks, park areas, and facilities shall not be considered for renaming.
- 1.2.8.2. Renaming will follow the same procedures as naming the park, park area, or facility. The following additional considerations will be reviewed in the process:
- Critical examination shall be conducted to ensure that renaming the park, park area, or facility does not diminish the original justification for the name or the prior contributions.
 - Parks, park areas, and facilities named after individuals and/or events shall be maintained unless it is found that, because of the individual's character, the continued use of their name would not be in the best interest of the community or conflicts with the departments mission and values and commitment to becoming an anti-racist organization.