

Policy: Parks and Recreation 601	Park Naming Policy
Date Approved:	Approving Entity:
Date Revised: 5/20/18	Approving Entity: TBD

600.1 Intent

The intent of this policy is give guidelines to City Staff, Committee Members and the community on naming a park.

601.1 Naming of a New Park

1. City of Ashland’s Planning Department as part of the platting process, identifies area(s) to be utilized as public parks and open space.
2. Parks and Recreation and Public Works Staff and the Parks and Recreation Committee are notified by City Planning staff that a plat, which includes public park area is under consideration. The PRC must vote to approve the proposed name.
4. The suggested name of the Park is forwarded to the Planning Commission. The Planning Commission conducts a public hearing in regards to all elements of the plat.
5. Planning Commission forwards the plat including the park name, on to the City of Ashland Common Council for adoption.
6. Name is then filed with the plat and becomes legally binding.

601.2 Naming/Re-Naming of an Existing Facility or Park:

1. Upon receipt of a written request for a name change, staff would, conduct preliminary research and background.
2. The Parks and Recreation Committee would decide whether to proceed with the Naming/Re-Naming Existing Facility or Park process.
3. Should the PRC wish to proceed, the matter would be referred to the Common Council for review and approval.
4. A facility or park shall not be renamed more than one time in a decade.

601.3 Procedure

Step I

- Requests for a name change shall be in writing, and shall include a minimum of two letters of reference.
- Parks and Recreation Committee will initiate the Naming Process
- Parks and Recreation Staff would notify the public through newspaper, direct mail and other means suggested.

Step II

- The Parks and Recreation Committee at a regular or special meeting, will review the list of potential names.
- The Board will discuss the merits of each proposal and reduce the proposed list to three finalists.
- At the next Parks and Recreation Committee meeting the PRC shall debate the merits of the three remaining names and select a name to recommend to the Ashland City Council
- Citizens would have a second opportunity for input at this time. The final action will be to place the proposed park name on the next regular PRC meeting agenda.

- If the PRC chooses not to approve the recommended name they will return the issue to the Parks and Recreation Committee with direction.
- The process will then begin anew.
- Citizens have an opportunity again to comment.

Step III

- If the PRC chooses to approve the recommended name, the item will go to the City Council for final approval
- A minimal 30-day waiting period shall take place between Park Board recommendation and City Council action

601.4 Criteria

Listed below are the various criteria, which may be used as guidance in the naming of public parks and green spaces:

1. The name of the area associated with the park.
2. The name of the neighborhood in which the park is located.
3. The school name if adjacent to or closely identified with the park.
4. The street name adjacent to or closely identified with the park.
5. A name suggested by a property adjacent to the park.
6. The name of a local interest point or focal point near the park.
7. The name of a stream or creek adjacent to or near the park.
8. The name of a topographic feature associated with the park.
9. The name of an event or historical occurrence associated with the park or adjacent area.
10. A creative name based upon some impressions of the site.
11. A name based upon the vegetation present or the ecology of the area.
12. A name based upon the dominant feature of the site.
13. The name by which most of the neighborhood and/or area children refer to the park.
14. The name of a person who dedicates a major part or all of the land for the park.
15. The name of a person of significant stature within the community.
16. The name of an organization or group of citizens which has contributed to the development of the facility.