



PARK NAMING POLICY  
FEBRUARY 2020

## ***Section A: Purpose***

**A. - Purpose.** The purpose of this policy is to establish a uniform procedure for the official naming of parks, trails, and recreational facilities to ensure that these public amenities are easily identified and located and given names that are consistent with the values and character of the area, neighborhood, or community served.

## ***Section B: Policy***

**B. - Policy.** It is the policy of the City of Bozeman to name newly acquired or developed or unnamed public parks, trails, and recreational facilities based upon the procedures set forth in this chapter. A facility within a park (e.g. playground, picnic shelter, ball field, etc.) can be named separately from the park subject to the same criteria. Requests for the official naming of smaller park features may be honored at the discretion of the Parks and Recreation Director and forwarded for review and adoption by the Recreation and Parks Advisory Board and Commission; however, it is preferred that these types of donations are honored with recognition plaques, markers or memorials designed and adopted along with or as modifications to an individual Park Master Plan.

## ***Section C: Naming Procedure***

### **C. - Naming Procedure.**

1. Names may be nominated by:

- a. the Director of Parks & Recreation;
- b. the City Commission;
- c. Neighborhood Associations in the same locality as the park or facility; or
- d. Individuals or organizations, including Home Owners or Property Owners Associations.

The proposed name shall be submitted to the Parks Planning and Development Manager in writing addressing the criteria in Section D of this policy and describing any public outreach that has occurred regarding the proposed name. The Bozeman Parks & Recreation Advisory Board (the "Board") will review the application based upon the criteria in Section D of this policy and forward a written recommendation to the commission as an action item on the Board's public meeting agenda. The City Commission shall make the final decision at a public meeting by adoption of a resolution.

2. Exceptions to this procedure:

- a. Public parks dedicated with new subdivisions and developments, which can be named by the developer using the criteria in Section D as a guideline subject to Parks and Recreation Director approval and indicated on the final plat or plan; or
- b. Capital campaigns for the purpose of naming rights through donations, in which case the Board shall establish guidelines and rules as well as amounts for the capital campaign. The Board shall provide the City Commission with their written recommendation for the guidelines and rules. The City Commission shall make the final decision at a public meeting by adoption of a resolution; or
- c. Parks or facilities with existing capital campaigns, donor, or naming recognition policies such as Bozeman Sports Park and Story Mill Community Park. Similarly, the City's Memorandum of Understanding with the Gallatin Valley Land Trust for memorial and honorary benches in City parkland is exempt from this procedure.

### ***Section D: Selection of Name – Criteria***

#### **D. Selection of Name – Criteria.**

It is the policy of the City to choose names for public parks and recreation facilities based upon one or more of the following criteria:

1. Neighborhood, geographic, or common usage identification; or
2. An adjoining subdivision, street, school, or natural feature (no park shall be given the same name as an existing school site or public facility, except where the sites abut one another); or
3. Natural or geological features; or
4. An outstanding feature of the facility; or
5. An historical figure, place, event or other instance of historical or cultural significance; or
6. An individual, family or organization that
  - a. has made a significant land and/or monetary contribution (51% or more) to the particular park or recreational facility and the name has been stipulated as a condition of the donation; or
  - b. has made a contribution to the park representing 51% or more of the land or facility development costs and the name has been stipulated as a condition of the donation; or
  - c. has established a maintenance endowment of 51% or more of the projected maintenance cost for 20 years, and the name has been stipulated as a condition of the donation; or
  - d. has performed extraordinary or outstanding public service for the good of the community, particularly in regard to parks, trails, and/or open space; or
  - e. was an outstanding community leader who made significant civic contributions to the City and/or gave highly productive support to the Parks Department; or

- f. was an outstanding regional or statewide leader who contributed significantly to the promotion of parks and recreation and/or land conservation; and
  - g. has no significant conflicts with the goals and priorities in the Parks, Recreation, Open Space and Trails Plan, the City of Bozeman Strategic Plan, or other City Proclamations.
7. Written documentation of approval by an individual(s) or organization to be honored, or in the case of a memorial for a deceased person the next of kin of the individual to be honored, is preferred.
8. Exceptions to the financial contribution thresholds in criteria 6.a-c.:
- a. At the discretion of the Recreation and Parks Advisory Board and City Commission, donation thresholds may be adjusted when a combination of other criteria are met for an individual or organization.
  - b. New capital campaigns for the purpose of naming rights through donations, in which case the Board shall recommend guidelines and rules as well as amounts for the capital campaign. The Board shall provide the City Commission with their written recommendation for the guidelines and rules. The City Commission shall make the final decision at a public meeting by adoption of a resolution.
  - c. Existing capital campaigns, donor recognition or naming policies for specific parks such as those established for the Bozeman Sports Park and Story Mill Community Park. Similarly, the City's Memorandum of Understanding with the Gallatin Valley Land Trust for memorial and honorary benches in City parkland is exempt from the donation criteria established in this Section.
  - d. It is generally not preferred that parks be named after living individuals. This may be allowed at the discretion of the Recreation and Parks Advisory Board and City Commission when a combination of other criteria or circumstances exist for the individual to be honored.
9. Names that duplicate or that are very similar to existing parks, trails, or other facilities in the City system shall not be considered in order to avoid confusion.

## ***Section E: Renaming Procedure***

### **E. Renaming Procedure.**

A name selected for a park or recreation facility should be bestowed with the intention that it will be permanent, and changes should be strongly resisted. Name changes shall be subject to the procedures set forth in this policy. Critical examination will be conducted to ensure that renaming the park will not diminish the original justification for the name or the prior contributors. Renaming will follow the same procedures as naming the park.

1. Only parks and facilities named for geographic location, outstanding feature or subdivision should be considered for renaming. Parks that have been named by deed restriction shall not be considered for renaming.
2. Parks and facilities named after individuals shall not be changed unless it is found that because of the individual's character or actions, the continued use of their name would not be in the best interest of the community due to significant conflicts with the goals and priorities in the Parks, Recreation, Open Space and Trails Plan, the City of Bozeman Strategic Plan, or other City Proclamations.

## ***Section F: Signage***

### **F. Signage.**

Following selection of a park name by the review authority for new developments, the applicant or developer will obtain a sign permit from the Community Development Department and identify the specific park with appropriate signage specifying the name. The signage will be designed according to the City Park Signage Specification Sheets.

Until such time as a standard design is adopted for donor recognition features such as plaques, markers, memorials or other features, they will be designed on a park-by-park basis and adopted by resolution along with or as modifications to the individual Park Master Plan. Designs shall be complimentary to the City Park Signage Specifications, shall not permit corporate logos or logotype, and shall be of high quality, vandalism resistant materials that are able to withstand harsh environments.