



CITY OF BILLINGS PARKS AND RECREATION DEPARTMENT ADMINISTRATIVE POLICY AND PROCEDURE

NAMING AND RENAMING OF PUBLIC PARKS, PARK FACILITIES AND RECREATION AREAS

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I. Purpose.

The purpose of this policy is to establish a uniform procedure for the official naming of parks, park facilities, open space, trails and recreation areas and for the official renaming of existing parks, park facilities, open space, trails and recreation areas 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.

II. Policy.

It is the policy of the City of Billings to name newly acquired or developed or unnamed public parks, open space, trails, park facilities and recreation areas and to rename existing parks, open space, trails, park facilities and recreation areas based upon the procedures set forth in this policy. A new or existing park facility, trail or recreation area within a park (e.g. playground, plaza, picnic shelter, building, ball field, etc.) can be named separately from the park subject to the same criteria.

III. Naming/Renaming Procedure

Names may be nominated by:

1. The Mayor of the City of Billings
 2. The City Council of the City of Billings
 3. The Director of Billings Parks and Recreation
 4. The Billings Parks, Recreation and Cemetery Board
 5. Neighborhood Task Forces
 6. Individuals or Organizations
- Considerations for naming of Public Parks, Park Facilities and Recreation Areas must be made through the completion of the Naming of Public Parks, Park Facilities and Recreation Areas Application submitted to the Director.
 - The Director will notify neighborhood representatives, government organizations (e.g., Planning Department), or organizations concerned with parks, park facilities or recreation areas of the proposed name to allow time for public comment.
 - The Director will review the naming application and supporting documentation, along with the public input and shall submit the application and a recommendation to the Parks, Recreation and Cemetery Board for consideration and approval as an action item by a majority of the Board.
 - If a majority of the Board approves the name based upon the criteria established by this Policy, the Board shall provide the City Council with their written recommendation of the name. The City Council shall make the final decision at a public meeting by adoption of a resolution.
 - Following approval of a name by the City Council, the Parks and Recreation Department will identify the specific park or facility with appropriate signage specifying the name. The signage will be designed according to the existing Parks & Recreation Sign Policy for plaques, marker, and memorials.

Exceptions to this procedure:

1. If a contest or competition is to be held to determine the naming/renaming of a public park facility or recreation area, the Park, Recreation and Cemetery Board shall establish guidelines and rules for the contest; or
2. Capital campaigns for the purpose of naming rights through donations, in which case the Park, Recreation and Cemetery Board shall establish guidelines and rules as well as amounts for the capital campaign.

IV. Naming Considerations and Criteria

It is the policy of the City of Billings to use the following considerations and criteria when Naming Public Parks, Park Facilities and Recreation Areas:

1. Neighborhood, geographic, or common usage identification;
2. A historical figure, place, event or other instance of historical or cultural significance;
3. Natural or geological features;
4. An individual who has been deceased for at least two years who:
 - a. has made a significant land and/or monetary contribution to the particular park or recreational facility at issue;
 - b. has made a significant monetary contribution to the park.
 - c. has performed extraordinary or outstanding public service for the good of the community in regards to parks, trails, and/or open space;
 - d. was an outstanding community leader who made significant civic contributions to the City and gave highly productive support to the Parks Department; or
 - e. was an outstanding regional or statewide or national leader who contributed significantly to the promotion of parks and recreation and/or land conservation.
5. Parks, trails, and facilities shall not ordinarily be named for living persons, except in the event that an individual, family, business or organization has donated the land for a new park, donated the cost of developing the park or facility, or has established a maintenance endowment for the projected maintenance cost for 20 years.
6. 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.

V. Renaming Considerations and Criteria

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. Proposed name changes shall be subject to the same considerations and criteria set forth in this chapter for the naming of Public Parks, Park Facilities and Recreation Areas.

VI. Responsibilities

The Director of Parks and Recreation shall administer this policy.