

Title 14 (Chapter 14-1)

14-1-33: Procedure for Naming a Facility

1.0 Policy Statement

City of Austin Parks and Recreation Department acquires land, and construct major public facilities that deserve naming to celebrate the diverse population that have devoted their work and energy for promoting park and recreational spaces in the city. The naming and renaming of parks and/or recreational facilities often requires significant resources in terms of changing names on signs, maps and publications. Therefore, the Parks and Recreation Department must develop criteria to guide the naming process that is fair and that ensures a worthy and enduring legacy for the City's Parks and Recreation System.

1.1 Definition Section

Pocket Parks- are up to 1.99 acres in size and are within a walking distance of either a few blocks or up to a ¼ mile from residential districts.

Neighborhood Parks – range from two (2) to 30 acres in size. Traditional recreational facilities such as playgrounds, basketball and tennis courts, open play areas and picnic table are usually provided. Neighborhood Parks typical serve an area up to ½ mile from residential districts.

District Parks- range from 31 to 200 acres in size. These parks may have major indoor facilities such as recreation centers, senior centers and gymnasiums. Major outdoor facilities may include pools, regulation sport courts, and playfields. District Parks serve population centers within a two (2) mile radius.

Metropolitan Parks- range from 200 acres and greater. The largest standard park type and provides the greatest diversity of recreational experiences. These parks serve a city-wide population and in some cases are tourist attractions.

Greenbelt – is a natural corridor that often follows a river, creek, ridgeline, valley or other linear open spaces. A greenway can serve multiple functions such as hike and bike trails, a linear park system, a wildlife corridor and serve as pedestrian linkage throughout a community.

Facilities and Component - includes architectural features such as buildings, pools, pavilions, park roads, and tennis facilities, etc..

Director- Director of the Parks and Recreation Department.

Resident- A person who owns or rents property.

1.2 Naming Policy

1. When a park is eligible for an Official Naming or renaming, an individual or community group may ask the Parks Director for naming or renaming a park for
 - a. historical figure,
 - b. an event or concept,
 - c. state, local or national leader,
 - d. an individual or group who has made exceptional contributions to the betterment of the community and or the park system.

1.3 Non-Financial Contribution Section

1. A record of evidence of reaching consensus on the requested name must be demonstrated to the Parks Director according to the follow procedure.
 - a. Provide at least *200 signatures of residents living within the zip codes of a ½ mile service radius of a **pocket or neighborhood park** or **provide signatures from at least 75% of residents living within the service area** in support of the change and provide evidence of the community outreach strategy used for communication.
 - b. Provide at least *600 signatures of the residents living within the zip codes of a 2-mile service radius of a **district park or recreation center** or **provide signatures from at least 75% of residents living within the service area** in support of the change and provide evidence of the community outreach strategy used for communication.
 - c. Provide at least *1,000 signatures of the residents living within the city of Austin in support of the **metropolitan park or greenbelt** name change and provide evidence of the community outreach strategy for communication.

**Only one signature per household will be accepted.*

The City's Public Information Officer (PIO) shall take reasonable steps to inform persons that a request has been submitted for naming or renaming a metropolitan park or greenbelt. The name will be posted on the PARD web-site and sent to all community groups registered on the community registry maintained by PIO. Suggestions or signatures must be received by the 90th day after the date of the notification by the Public Information Office.

All mapping radii and verifications will need to be requested and verified by the Parks & Recreation Department. Each signature must include the name, age (must be 18 or older), address, zip code and telephone number of each signer as proof of residency within the zip code area.

2. **Naming Facilities within a Park.** Components available for naming will be identified by the Director. Naming rooms or amenities within a facility will remain an administrative function of the Director.

3. **Naming Amenities within a Facility.** Naming rooms or amenities within a park facility will remain an administrative function of the Director.

1.4 Financial Contribution and/ or Donated Real or Personal Property;

1. **Naming of existing parkland.** Exclusive park naming opportunity may be considered for an individual or group that have committed to a financial donation equal to one of the following:
 - Deeding the land to the City for a park;
 - Contributing at least 100% of the value of the anticipated future park development based upon the industry's standard for parks of a similar type;
 - Provide a 20 year endowment for maintenance of the park. The maintenance calculation may be based on the expenditures made on similar type parks within the park system.
2. **Naming Facilities within a Park.** Components within a park maybe considered for exclusive naming if the donor commits to at least 100% of the sum of the value of the design, purchase and installation of a new component, or 100% of the cost of any renovation of an existing component. Components available for naming will be identified by the Director. Naming rooms or amenities within a facility will remain an administrative function of the Director.
3. **Naming Amenities within a Facility.** Naming rooms or amenities within a park facility will remain an administrative function of the Director.

1.5 Approval Process

1. As soon as practicable after the deadline for receiving suggestions and endorsements, the director shall submit completed suggestions and endorsements to the chair of the City Parks and Recreation Board.
2. On receipt of the suggestions, and endorsements, the City Parks and Recreation Board shall schedule and conduct a public hearing on naming the facility. The Parks and Recreation Board shall make a written recommendation to the City Council not later than the 45th day after the day date the chair receives the suggestions endorsements, and shall provide a copy of the recommendation to the City Manager. If the Board fails to meet the deadline prescribed in this section, the board is considered to have no recommendation.
3. The City Manager shall provide to each council member a copy of the Parks & Recreation Board's recommendation and the suggestions and endorsements

February 22, 2011

received by the director. The City Manager shall place an item regarding the naming of the park and/or facility on the Council's agenda as soon as practicable after the Parks and Recreation Board makes its recommendation.

1.6 Renaming a Facility or Park

A facility or park named for an individual may not be renamed without following the Approval Process (Section 1.5) and must receive a Super Majority Vote of the Council.