



Park Naming Process

Parks, Recreation & Libraries

Revised May 2021

On _____, 2021, the City Council approved revisions to the Park Naming Process. This process applies to parks and Parks, Recreation & Libraries (PRL) facilities only. "PRL facilities" are defined as recreation facilities, rooms within PRL buildings, and amenities within parks including, but not limited to, sports fields, groves of trees, walkways and trails. There is a separate naming process for City buildings and other City facilities.

Process

In July of each year, notification is made to the public and interested individuals that name suggestions are being sought for new parks and facilities that will be under construction during that fiscal year period (July 1 to June 30). This suggestion period is open for the month of July. Names should be submitted to the City Clerk and forwarded to the Park Planning and Development Superintendent.

At the conclusion of the suggestion period, the names received will be considered as follows:

1. The Park Naming Subcommittee shall review the list and make recommendations for park and/or facility names, using the criteria outlined below, to the Parks & Recreation Commission. The Park Naming Subcommittee shall consist of the following staff:
 - a. Parks, Recreation & Libraries Director
 - b. Park Planning and Development Superintendent
 - c. Park Development Project Manager (one representative serving a two-year term, to be rotated among Park Development Project Managers)
 - d. PRL Superintendent from the Parks Division (one representative serving a two-year term, to be rotated among PRL Superintendents from the Parks Division)
 - e. PRL staff member chosen "at-large", who shall serve a two-year term
 - f. Staff member from the Development Services Department (one representative serving a two-year term, to be rotated among Development Services staff)Two-year terms shall be staggered to provide continuity in the rotational representation.
2. Names received shall be considered "active" for both the current and following fiscal years, and will be considered for those parks and facilities scheduled for construction during those same fiscal years.
3. A name suggestion cannot be submitted more than three consecutive years.
4. The Park Naming Subcommittee maintains the right to select a name not included on the "active" list, due to special circumstances such as historical significance, the passing of an active contributor(s) to the community, or other considerations.

Criteria for Naming a Park Facility

The act of naming is significant and meaningful. A name can invoke powerful emotions, create images and help to recall history. The naming of a park or facility is intended to be a permanent act, and therefore should be approached in a thoughtful manner. The name of a park or facility may take into consideration the past, present and future history of the land, its use, and our relationship to it. The following criteria and factors shall be considered when naming or renaming a park or facility:

- Recognition of nearby prominent geographical locations (e.g., street names, subdivision names, or adjacent school names)
- Recognition of significant natural and geological features of the area
- Recognition of outstanding features of the park or facility
- Recognition of historical or cultural significance in the area
- Recognition of significant individuals within the community, as follows:
 - The person contributed a significant amount of land or funding for the park or facility (typically amounting to 50% or more of development costs).
 - The person has made significant volunteer contributions to the Roseville community and its residents' quality of life.
 - The person is deceased and is being recognized for substantial volunteer contributions to the quality of life in Roseville.

- The person died in the line of duty as part of City service.

Naming of new parks or facilities should also consider:

- Including “Roseville” for regional or city-wide parks and facilities
- Avoiding duplication of names in order to ease confusion of sites and locations for the general public

The Subcommittee reserves the right to consider exceptions due to extraordinary circumstances, which inspire vision and civic engagement. Exceptions can be made when the actions or contributions of an individual not normally meeting the established criteria are so significant and profound that this person deserves consideration.

It is noted that the City of Roseville is grateful for the sacrifices of our fallen soldiers and veterans who served our country. With limited parks and facilities available, it is difficult to place a higher value or honor of one life over another. Therefore, honoring our fallen soldiers and veterans shall be directed to existing veteran-related programs within the City.

Re-naming of an existing park or facility, due to costs, potential loss of neighborhood identity and other considerations, shall be discouraged. The City Council reserves the right to add to the name of an existing park not named after a person or family, due to special circumstances. In such cases, the original park name shall not be replaced. Under these special circumstances, community contributions towards the offset of costs incurred to change signage shall be considered in the approval process.

Name Selection Process

1. The Subcommittee shall review all names and recommend up to three names for each new park or facility to the Parks & Recreation Commission.
2. The recommended names, along with the full list of submissions (including the “active” names from the previous year), shall be reviewed by the Parks and Recreation Commission for consideration at a formal meeting. The Parks and Recreation Commission shall recommend up to three names for each new park or facility to the City Council.
3. The recommended names, along with the full list of submissions (including the “active” names from the previous year), shall be reviewed by the City Council for approval at a formal meeting.
4. Family members of any potential namesakes shall be contacted by PRL staff prior to final approval by City Council, to ensure their support of the recommendation.
5. The Annual Park Naming Process shall conclude upon City Council’s final approval of the park or facility name.
