

## **JACKSON COUNTY FACILITY NAMING POLICY**

### **Purpose:**

- The purpose of the policy is to establish a consistent approach for the naming of Jackson County facilities.

### **Facilities Definition:**

- Facilities include all real property assets under the County's ownership and control including buildings, structures, open spaces, public parks and natural areas.

### **Objectives:**

- Provide an appropriate name for each facility.
- Ensure that facilities are easily identified and located.
- Ensure that given names to facilities relate to their location and function.
- Recognize extraordinary contributions and connections with individuals, groups and organizations when appropriate.
- Ensure consistent approach in naming facilities and/or the features within the facilities.
- Provide criteria for the process of naming facilities and/or the features within the facilities.
- Provide for a process to request the naming of a facility and/or the features within the facilities.

### **Criteria:**

The following criteria shall be used in determining the appropriateness of the naming designation:

- Description of the function of the facility.
- Recognition of distinct geographic location (neighborhood, significant areas, etc.).
- Recognizing natural features, prominent geographic features or local reference points.
- Commemorating a historic event or event of cultural significance.
- Recognizing an individual, group or organization that is particularly identified with the land or facility.
- Recognizing an individual, group or organization that contributed significantly to the acquisition or development of the facility and/or the features within the facility.
- Recognizing outstanding accomplishments by an individual, group or organization for the good of the community. These accomplishments should relate directly to the purpose of the facility.
- Recognizing an individual, group or organization of historical or cultural significance.

When applying these criteria, the following should be taken into consideration:

- Consideration must be given to incorporate language in the name that assists in the identification of the facility's intended use (i.e. park, greenway, library, animal control, administration).
- It is also desirable to incorporate more than one criteria listed above within a proposed name.

- Features and spaces within a park or facility (playground, picnic shelter, plaza, garden, meeting room, etc.) can be named separately from a park or facility. Such features and spaces are especially well suited to be named after an individual, group or organization who contributed significantly to the acquisition or development of the facility and/or specific features within the facility.
- Entire facilities may be named after an individual, group or organization. The request to name an entire facility after an individual, group or organization should be vetted thoroughly. It must be demonstrated that an individual, group or organization has significantly contributed to the acquisition/development of the facility and/or has had significant accomplishments as it relates to the purpose of the facility and/or has historical/cultural significance in the community.
- Recognition of individuals, groups or organizations whose contributions have been appropriately recognized in other county venues or by other means shall be avoided.
- Corporate names shall not be considered for the naming of facilities under this policy.
- Proposed names that are similar to other facility names in the county should not be considered in order to minimize confusion.

### **Procedures:**

#### Internal Staff Procedures

All proposed names for new county facilities will be generated by management teams established by the County Manager. Staff will only focus on the naming of the entire facility and will not initiate the naming of any features within the facility. All names generated by the management teams will focus solely on the following criteria:

- Description of the function of the facility.
- Recognition of distinct geographic location (neighborhood, significant areas, etc.).
- Recognizing natural features, prominent geographic features or local reference points.
- Commemorating a historic event or event of cultural significance.

Once a recommended name has been established by the management team, the County Manager will present to the County Commissioners for final approval.

#### External Request Procedures

A request for the naming of a facility or any features of a facility shall be submitted in writing to the County Manager's Office. The request shall include:

1. The facility or feature to be named.
2. The proposed name.
3. Reasons for the proposed name and how the proposed name meets the criteria of this policy.
4. Evidence of community support for the proposed facility name.

Once the request is received and evaluated in accordance with this policy, the County Manager will forward recommendations to the County Commissioners for final decision.

The County Manager / Commissioners may defer a facility name request to any group or board for recommendations as deemed appropriate.

If a facility name request is deferred to another group for recommendation, then that group shall:

1. Review the nomination in accordance with this policy.
2. Research, review and study the supporting documentation. Such research may include verification of historical or factual content; and/or when deemed appropriate, invite concerned/impacted community groups to provide comment regarding the selection of a park or facility name.
3. Forward recommendations to the County Commissioners for final decision.

### **Renaming of Facilities:**

The renaming of facilities is strongly discouraged. Renaming of facilities carries with it a much greater burden of process compared to initial naming. Tradition and continuity of name and community are important community values. Each application must meet the criteria in this policy along with the following additional criteria:

- Only parks and facilities named for geographic location, outstanding features and/or purpose should be considered for renaming.
- Parks and facilities named after individuals, groups or organizations shall not be changed unless it is found that because of their character the continued use of their name would not be in the best interest of the community.

The procedure for requesting a facility name change is as follows:

1. A request for renaming of a facility shall be submitted in writing to the County Manager.
2. The request shall include the proposed name change, the purpose of the change, and how the proposed name change is consistent with the criteria established by this policy.
3. The County Manager shall forward recommendations to the Commissioners for final decision.

### **Additional Information:**

It is the intent of the Jackson County Board of Commissioners to adhere to this policy. This policy is not intended to limit any individual Board member's ability to initiate a process to name a facility and/or features within a facility. This policy will be used as a guide for the Jackson County Board of Commissioners when an individual Board member initiates a discussion to name a facility and/or features within a facility.