

A stylized, colorful illustration of a landscape. In the foreground, there are rolling green hills with a dark brown path winding through them. On the left, a green tree with a brown trunk stands next to a purple flower with a brown stem. A small orange bird is flying in the sky above the tree. The background features more rolling hills in shades of blue and white, suggesting a distant horizon or sky.

# Park Naming Guidelines – 2019 Review

PARKS AND RECREATION  
City Council  
September 17, 2019

# Purpose

- ❖ Brief City Council on the recent review of the current Park Naming Guidelines
- ❖ Review recommendations made to amend the current policy, based on best practice research of other Texas agencies with park naming policies
- ❖ Obtain City Council direction on proposed changes

# Background

- ❖ The last review of the Park Naming Guidelines was in May 25, 2009
- ❖ It is a best practice to review policies, guidelines and standards periodically to ensure they are applicable and meet current needs.
- ❖ This review began February 2019.
- ❖ On August 12, 2019, Parks and Recreation Advisory Board unanimously recommended that these changes be presented to City Council for approval.

# Why do we need a Park Naming Guidelines?

- ❖ The naming of an El Paso City Park, or Recreation Facility, is a serious matter. All names considered by the Parks and Recreation Advisory Board and ultimately City Council should be above all significant, considerate, and acceptable to the citizens of El Paso.
- ❖ These guidelines will help ensure that the formal process is consistent and fair, especially when a park/facility was previously named.
- ❖ This review does not cover consideration of onsite amenities that could fall under Naming Rights or Sponsorships, only the Formal Name of a Park or Recreation Facility



# Recommendations

- ❖ In this review, the staff offers changes based on:
  - Formatting
  - Updating information like addresses
  - Clarity
  - Additions to make the process uniform and respectful
  - Address concerns that criteria for park renaming be made more specific and provide guidance on what is acceptable

# Recommendations

- ❖ In the criteria, recommend adding much more detail.
  - Guideline for Naming or Renaming - City Parks and Recreation facilities may be named after the following:
    - Natural or Geographic Feature to the Area
      - ✓ Acknowledges a prominent or unique natural or geographic feature in the surrounding area
    - Historic Event, Person or Place
      - ✓ Preserves and honors the history of El Paso, its founders, and other historical figures or landmarks
    - Common usage identifying a Neighborhood
      - ✓ Acknowledges the geographic location or common name that gives a particular identity to a neighborhood

# Recommendations

- Guideline for Naming or Renaming - City Parks and Recreation facilities may be named after the following: Continue
  - Outstanding Individual (non-living) or Group
    - ✓ Who significantly contributed to the acquisition or development of the park/facility.
    - ✓ Who has provided significant contribution and credible service to the park system or community as a whole.
    - ✓ Who has provided a culturally significant contribution to the surrounding area or community in which the park/facility exists.
  - Benefit/organizational Acknowledgement
    - ✓ Acknowledges the significant benefit of a donation to the park system.

# Recommendations

## ❖ Restrictions

- The name shall not duplicate the name of any other park or park facility in El Paso.
- The name shall not endorse or advocate any religion or specific religious belief, nor shall the name have an obscene connotation or malevolently portray, demean, or intimidate any racial or ethnic group, political candidates or adjudicated felons.
- Naming may not conflict with public grant funding policies established by state and/or federal grant funding programs.
- Parks and facilities that are named by deed restriction by donor may not be renamed.



# Recommendations

## ❖ Renaming

- The intent of naming is for permanent recognition.
- It is recommended that efforts to change a name be subject to the most crucial examination so as not to diminish the original justification for the name or discount the value of the prior contributors.
- If a park/park facility has been officially named through a formal/adopted process the park/park facility shall not be re-named without extraordinarily good reasons; meaning that the current name is ineffectual or inappropriate or for other substantial and compelling reasons.

# Recommendations

## ❖ Renaming (continued)

- Only Parks/Facilities Named for geographic location, outstanding feature or subdivision should be considered for renaming. Parks Named by deed restriction cannot be considered for renaming.
- Official name established by City Council through project development for Water Parks and other parks/facilities would require extraordinary reasons for renaming.

# Action

- Requesting that City Council take action to approve these changes as presented.

# QUESTIONS or COMMENTS

