



# PARK NAMING/CHANGING GUIDELINES



The City of El Paso Parks and Recreation Department welcomes community participation in the park naming process. Your recommendations help to identify and capture the essence of each park's importance to the community. Every effort will be made to consider the significance of your nomination or tribute for this public park. Your participation is an integral part of the public parks system within our urban landscape and we appreciate your interest.

---

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 the City Council should be above all significant, appropriate, considerate, and acceptable to the citizens of the City of El Paso.

The purpose of this policy is to establish a uniform procedure for the naming or renaming of park property. The Park Naming/Changing Guidelines policy shall be maintained as a non-public forum. The City of El Paso intends to preserve its right and discretion to exercise full editorial control over the placement, content, appearance, and wording of the selected names.

The El Paso City Council may grant waivers of any requirement under this policy following events of historical and or cultural significance for the City of El Paso as determined by the El Paso City Council.

## **CRITERIA:**

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 the Neighborhood
  - Acknowledges the geographic location or common name that gives a particular identity to a neighborhood
- 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 the community as a whole.
  - Who has provided a culturally significant contribution to the surrounding area or community in which the park/park facility exists
- Benefit/Organizational Acknowledgement
  - Acknowledges the significant benefit of a donation to the park system.

### 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 named by deed restriction by donor may not be renamed.

### Renaming:

The intent of naming is for permanent recognition, thus the renaming of a park is strongly discouraged. 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.

- Only Parks and 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.

## ENDOWMENTS

Each endowment received for the naming of a park or park facility shall be owned by the City of El Paso. Each endowment, the proceeds there from, and the income and the principal balance from time to time on hand, shall be and remain payable solely for the benefit of the Parks and Recreation Department. Upon receipt of a endowment and confirmation that the endowment conforms to these guideline and that the endowment and donor are acceptable to the City, the City shall enter into a written agreement with the donor and if applicable, any sponsoring foundation, trust or similar entity, memorializing the matters set herein. Upon execution of such agreement or any additional related document by all parties, the City shall cause the particular park or park facility to be named and identified by the donor's name. All references to a named park or park facility shall thereafter refer to it by said name. Reasonable modifications and renovations, including expansions and contraction may be made to any park or park facility from time to time.

## PROCEDURES FOR NAMING AND RENAMING PARK PROPERTY

- ❖ Obtain an application.  
An application may be obtained by visiting the City of El Paso Parks and Recreation Department on the second floor of City 3 or by accessing the City's Website(<http://www.elpasotexas.gov/parks/>).
- ❖ Complete the application in its entirety
- ❖ The applicant should obtain 50 original signatures  
Anyone requesting a specific name, except those offering an endowment in exchange, shall show the support of at least 50 people (within a mile radius of the park), by having them present during all hearings or obtaining their signatures and addresses.
- ❖ Enclose a full biography of the person nominated (if applicable)  
In the event that the name of a deceased person is proposed, that person shall have been deceased for at least one year before consideration, shall have been prominent in El Paso or elsewhere and shall have demonstrated a continued commitment and made a substantial contribution to the Parks and Recreation Department and/or City.
  - Persons not associated with parks may be considered but shall meet all other criteria.
  - When park property is named for an individual, this action in no way gives the individual or family members naming rights over other features on the property. Features within the facility or on the property will remain eligible for naming without the consent of the individual or family members for which the property is currently named.
- ❖ Submit application to the Parks and Recreation Department
- ❖ Applicant will be notified by Parks and Recreation Department of the scheduled meeting date of the Park Naming Subcommittee. Applicant requesting the park naming or name change must attend the scheduled Park Naming Subcommittee meeting.
- ❖ Applicant should be prepared to make a presentation that justifies the recommended name at the Park Naming Subcommittee meeting. There shall be open discussion on the proposed name. The Subcommittee shall decide by majority vote whether the choice adheres to the guidelines stated and the name is acceptable.
- ❖ The Park Naming Subcommittee will forward a recommendation to the full Parks and Recreation Advisory Board via a scheduled meeting.

- ❖ Applicant will be notified by Parks and Recreation Department of scheduled Parks and Recreation Advisory Board Meeting. Applicant requesting the park naming or name change must attend the scheduled Parks and Recreation Advisory Board Meeting
- ❖ Applicant should be prepared to make a presentation that justifies the recommended name to the Park and Recreation Advisory Board meeting. There shall be open discussion on the proposed name. The Board shall decide by majority vote whether the choice adheres to the guidelines stated and the name is acceptable.
- ❖ The final recommendation of the Parks and Recreation Advisory Board shall be forwarded to the Mayor and City Council for consideration and vote.
- ❖ Applicant should be prepared to attend the City Council Meeting.

The individual(s) or group that requests a specific name for a park or park facility shall incur the customary costs associated with the naming or renaming of a park or park facility, such as installing or replacing signs with the park name or other signs posted or affixed for a facility. Proposed signs shall be acceptable to both the Parks and Recreation Department and the individual(s) or group making the request. Those individuals or groups offering endowments in exchange for naming a park or park facility shall not incur these costs.

## **ENDOWMENT**

Each endowment received for the naming of a park or park facility shall be owned by the City of El Paso. Each endowment, the proceeds there from, and the income and the principal balance from time to time on hand, shall be and remain payable solely for the benefit of the Parks and Recreation Department. Upon receipt of an endowment and confirmation that the endowment confirms to these guideline and that the endowment and donor are acceptable to the City, the City shall enter into a written agreement with the donor and if applicable, any sponsoring foundation, trust or similar entity, memorializing the matters set herein. Upon execution of such agreement or any additional related document by all parties, the City shall cause the particular park or park facility to be named and identified by the donor's name. All references to a named park or park facility shall thereafter refer to it by said name. Reasonable modifications and renovations, including expansions and contraction may be made to any park or park facility from time to time.