



North Clackamas Parks and Recreation District Policy

Name of Policy	Park and Facilities Naming Policy	Policy #	
Policy Owner Name	North Clackamas Parks and Recreation District	Effective Date	
Policy Owner Position		Approved Date	3/11/2025
Approved By	NCPRD Board of Directors	Next Review Date	

I. PURPOSE AND SCOPE

This policy establishes a systematic and consistent approach for the naming of major assets, inclusive of parks, natural areas, trails, and facilities. This policy does not apply to asset naming that results from sponsorships or major gifts.

This policy applies to the naming of properties owned by North Clackamas Parks and Recreation District. For facilities that NCPRD operates but does not own, the owner(s) of such facilities shall retain authority for their naming or renaming.

II. AUTHORITY

County Code 2.09.060 authorizes the Board of Directors/County Commissioners to draft administrative rules and implement operational policies.

III. GENERAL POLICY

This naming policy outlines the guidelines and standards for naming conventions within NCPRD to ensure consistency.

IV. DEFINITIONS

Naming: The permanent name assigned by North Clackamas Parks and Recreation District (NCPRD) to a park, natural area, facility, or trail.

Park: Open space owned by NCPRD that has been developed for active or passive recreation, community gathering, educational, or aesthetic purposes.

Natural Area: Open space owned by NCPRD where the primary purpose is the conservation of the natural environment. Such parks typically have minor improvements for access to natural resources with minimal impact to the environment.

Facility: Major structures such as community centers, swimming pools, and administration offices.

Trail: Trails that connect communities within and beyond the district or to regionally significant natural features, such as rivers and streams, and often across several neighborhoods.

Donation: The giving of property, goods, cash, or time to NCPRD with no expectation of return.

Sponsorship: The giving of financial or in-kind support from an individual or corporation for a specific service, program, facility, park, or event in return for certain benefits.

V. POLICY GUIDELINES

The naming of a park, facility, trail, or natural area is significant and should be approached in a thoughtful manner. In considering proposals for the naming or renaming of NCPRD properties, the following principles should be followed:

Positive & Welcoming: Names will elicit a strong positive image for all district residents and visitors and have a symbolic value that enhances the character of the park, facility, or trail.

Relevant: Names shall be relevant to NCPRD's mission and community character and be appropriate in regard to the property's location and/or history.

Fact-based: Research and evidence shall be used to determine suitability of proposed names.

Broad Support: Names shall have broad public support. No special privilege shall be given to any named entity of a park, facility, or trail.

VI. PROCESS AND PROCEDURES

See addendum A.

VII. ACCESS TO POLICY

This policy will be posted on the NCPRD website.

VIII. ADDENDA

Process and Procedures.

Actions on this Policy:

Original Policy effective date:

Amended Policy effective dates:



North Clackamas Parks and Recreation District Policy

NCPRD Parks and Facilities Naming Policy: Addendum A. Process and Procedures

I. PROCEDURES & GUIDELINES

Timeline: The naming process should be completed prior to the opening of a new park, trail, or facility.

Applicability: This policy shall apply to the naming of NCPRD parks, trails, and facilities, except as outlined below:

- Previously named parks transferred from another agency to NCPRD.
- Future park sites where a name has been specified as a component of a purchase and sale agreement or other contractual agreement supported by the District Advisory Committee (DAC) and approved by the Board of Directors.
- Park facilities where naming rights are conveyed to an individual or business in return for financial remuneration to NCPRD, as specified in a contractual agreement supported by the DAC and approved by the Board of Directors.
- Facilities that NCPRD operates but does not own; the owner(s) of such facilities shall retain authority for their naming or renaming.

Restrictions: NCPRD reserves the right to rename any district-owned property if the person or symbol for whom it is named is revealed to not or no longer align with NCPRD's values.

- Park, facility and trail names will be prohibited that:
 - Violate or promote the violation of federal, state, or local laws.
 - Infringe on copyright or intellectual property rights.
 - Use graphic, obscene, explicit, violent, threatening, sexist, racist, or other offensive language or imagery.
 - Compromise public safety and security.
 - Provide false, defamatory information.

II. NAMING CATEGORIES

Assets shall be selected from one of the following categories and shall not duplicate the name of another asset in the community:

- **Geographic/Special Features:** Place-based names (street, subdivision, area, etc.) or special features can help improve ease of locating district amenities and can help establish a sense of place.
- **Historic:** References to the past can educate the community about historical context and preserve memories of groups, elements, symbols, and/or events connected to the place-based history within the district.
- **Indigenous or Cultural:** Indigenous names or symbols as recommended by the tribal governments or cultural communities.
- **Native Flora and Fauna:** Naming a park after native flora or fauna illustrates the value the community places upon nature.
- **Outstanding Individuals and Community Organizations:** This category is designed to acknowledge the sustained contribution that has been made by individuals, living or deceased, and outstanding civic groups or non-profit organizations to the development and management of NCPRD's park and recreation system. This naming approach requires compliance with the following criterion:

- When 50% or more of the value of the parkland is donated or;
- When 50% or more of the value of the development costs are donated or;
- When an individual/family/community organization has made a significant and sustained contribution to the community and/or NCPRD over the course of many years.
- Businesses: Pursuant to the Sponsorship Policy, a business may have a park, facility, or trail named after it for a defined period of time as established in a Naming Rights Sponsorship Agreement.

III. PARK RENAMING GUIDELINES

Renaming Request Submissions require the following:

- The proposed name.
- Written justification for the proposed name addressing the NCPRD policy and guidelines for property naming.
- Written justification for changing the established name.
- Identification of the interested/impacted stakeholders.
- The submission should include a depiction/map showing the location of the park, trail, or facility.
- The submission should be emailed to info@ncprd.com.

IV. NAMING PROCESS STEPS:

To ensure an equitable and transparent naming process that is consistent for all district residents, only submissions that follow NCPRD's naming process and use the designated communication channels will be considered. The naming process steps are as follows.

- Step 1, Public Notification: NCPRD will submit a public notification and promote the naming opportunity with the community and applicable organizations, including but not limited to: NCPRD District Advisory Committee (DAC), City of Milwaukie, tribal government(s) and/or communities, community planning organizations (CPOs), neighborhood associations, and libraries.
- Step 2, Soliciting Submissions: Submissions to name a park or facility are then completed by community members and groups, and submitted through the designated NCPRD communication channels. Acknowledgement of receipt of the submission will be provided either electronically or by phone. A minimum of 45 days will be provided for the public submission process.

Outreach methods to promote awareness and public input opportunities may include:

- Online and print forms;
- Announcements on NCPRD webpage;
- Media release and social media announcements;
- Notices posted at NCPRD facilities and local public locations;
- Signage at designated NCPRD facility or project site;
- Email to existing interested party email list, if there is one.
- Step 3, Preparation of Submissions: Following the submission closing deadline, NCPRD staff will collect, aggregate, and review all submitted proposals to ensure alignment with the naming policy in preparation for the naming committee review.
- Step 4, Committee Review and Recommendation: Proposals will be considered by a naming committee representing, but not limited to: NCPRD Director or

designee, NCPRD Deputy Director or designee, District Advisory Committee (DAC) representative, tribal government(s) and/or community representative, identified community planning organization representative, or neighborhood association representative.

The designated naming committee will convene within two months following the submission deadline to review naming proposals. The naming committee reviews proposals, conducts additional research and develops written recommendations for staff and the Board of Directors. A recommendation from the committee must have at least 2/3 majority vote in support of the name.

- If none of the submitted proposals are acceptable to the committee, the committee may submit a new proposal based on their discussion and public input. Additional naming committee discussions will be held in open public meetings.
- Step 5, District Advisory Committee Review and Support: The District Advisory Committee (DAC) representative on the naming committee will take the recommended name back to the DAC for review and discussion prior to NCPRD Board of Directors review.
- Step 6, Board Review and Approval: The NCPRD Board of Directors reviews the recommendations and either:
 - Accepts the committee recommendation.
 - Declines the committee recommendation, in which case the committee may choose one of three options:
 - The naming committee continues review of other submissions; or
 - The naming committee may suggest a new option based on their discussions and public input to date; or
 - The process starts over with a new solicitation of names from the community.
- Step 7, Communicating Name Decision: Once the decision from the Board has been made, NCPRD will be responsible for communicating the name to applicants and the District Advisory Committee within two weeks. The name will be publicized and shared with the community.
 - Appeals: Any person whose request to name/rename a district property is denied may appeal to the NCPRD Board of Directors by petition through the District Administrator.