

Park and Recreation Board Policy



City of Dallas

Title: Park Naming
No. 11: 02-2009-01

I. Preamble

This policy is promulgated pursuant to Chapter XVII of the Dallas City Charter and Section 32-11 of the Dallas City Code. This policy applies to the naming of City of Dallas Parks, Recreation Centers and Components by the Dallas Park and Recreation Board and is not intended to limit the authority of the Dallas City Council in such matters. This policy is not applicable to, nor intended to alter or affect, current or future written agreements with the City that contain naming provisions, nor are such agreements required to comply with this policy, nor does this policy apply to testamentary gifts containing naming conditions.

Parks are a core asset of the City, adding open space, enrichment, activities, historical context, preservation, and natural beauty to the neighborhood, community, and region. It is not the intent of this policy to promote constant renaming of Parks, nor the systematic selling of naming opportunities for commercial purposes.

If an Official Naming or Renaming is deemed justified and appropriate, this policy will guide the Park and Recreation Board. Nothing in this policy confers any right to a particular name to any individual or entity and nothing in this policy requires the Board to accept a proposed name merely because it is not specifically prohibited by this policy. Instead the Board should, in each instance, use its collective judgment, guided by this policy, to determine what is best for the City of Dallas.

II. Definitions

"Park" means, for purposes of this policy only, any real estate that is owned, managed, leased, or otherwise under the control of the Park and Recreation Department for purposes of providing park, recreation, or open space services and for which the City of Dallas has naming authority.

"Recreation Center" means a building or structure located within a Park, with the primary purpose of providing recreational programming and other community activities. Naming of Recreation Centers shall be pursuant to the provisions of this policy dealing with Recreation Centers and not as a Development Component of a Park. Both the Recreation Center and Recreation Center Components may be renamed pursuant to the Redevelopment Exception described in this policy.

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"Official Name" means a name given by the Park and Recreation Board and/or City Council on a long-term basis. All naming opportunities contained in this policy shall result in the Park, Recreation Center, or Component being "Officially Named." Once an "Official Naming" has occurred a name can only be changed pursuant to the criteria set forth herein for renaming a Park.

"Placeholder Name" means a name that is temporary in nature and can be changed at any time. Parks that have not been Officially Named, are considered to have a "Placeholder Name." A Placeholder Name may be replaced by another Placeholder Name prior to a Park's being Officially Named. Unless specifically stated otherwise, the name given a Park when it is first accepted by the City of Dallas, shall be a Placeholder Name.

"Board" means the Park and Recreation Board of the City of Dallas, Texas.

"Department" means the Park and Recreation Department of the City of Dallas, Texas.

"Director" means the senior executive within the Department.

"Exclusive Park Naming Opportunity" means the opportunity for a donor to name a Park and all of its Development Components, including the right to pass the naming opportunity for one or more such Components back to the City or to a specific third party, or to leave such Components unnamed (in which case such Components shall remain unnamed, except pursuant to the Redevelopment Exception described in this policy).

"Park-Only Naming Opportunity" means the opportunity for a donor to name a designated Park, but not its Development Components. At this level of naming opportunity, the Development Components may be named separately by the City or other donors. Both the Park and Development Components may be renamed pursuant to the Redevelopment Exception described in this policy.

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“Center Naming Opportunity” means the opportunity for a donor to name a designated Recreation Center (but not its Recreation Center Components). At this level of naming opportunity, the Recreation Center Components may be named separately by the City or other donors. Both the Recreation Center and Recreation Center Components may be renamed pursuant to the Redevelopment Exception described in this policy.

“Park Component” means a facility or amenity within a Park including, but not limited to, a playground, sports field, pavilion, aquatics facility, bridge, or trail. Park Component does not include a Recreation Center.

“Recreation Center Component” means a sub-part within a Recreation Center including, but not limited to, a fitness center, gymnasium, or multi-purpose room.

“Component” means a Park Component, a Recreation Center Component, or both.

“Signatures of Residents” means signatures of residents living in the affected area which have been collected and verified in the manner prescribed for petitions in Dallas City Charter, Chapter IV, Section 12. Residents signature, zip code, and address must be on petition for verification purposes.

“Community Group” means an established, formally organized, and operating association of members of a community which is generally recognized in that community and conducts civic or charitable activities (e.g., a neighborhood association).

“Processing Fee” means all fees associated with the process of Renaming a Park, Trail (or portion thereof), Recreation Center, or Component; including public notices, replacing Park/Facility signage, etc.

III. General Naming Policies. All naming opportunities provided in this policy are subject to the following requirements.

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- A. Official Naming Duration** - The duration of an Official Name shall be deemed, in all cases, to be 60 years unless a shorter or longer period is specifically stated in the Board's naming or renaming official action. An exception to the 60-year duration policy may be granted by the Board for extraordinary circumstances, such as financial contributions which are, in the opinion of the Board, substantially greater than the prescribed values referenced in this policy.
- B. Duplicate Name** - The Board will not consider names which duplicate the identical name of another Park, Trail (or portion thereof), or Recreation Center.
- C. Placeholder Names** - Newly acquired or donated properties with no official naming request shall be given a placeholder name in conjunction with the Board agenda item accepting the donation, authorizing the purchase, transferring the title or authorizing the management of the property under a long-term use agreement with another entity. Geographical and street based names will be given priority when assigning placeholder names. The Director shall propose the placeholder name, subject to approval of the Board.
- D. Current Name** - The Board shall consider the history and longevity of the current name of the Park, Trail (or portion thereof), or Recreation Center, along with the value of the current name in the community, when considering the Official Naming or Renaming of a Park, Trail (or portion thereof), or Recreation Center.
- E. Renaming** - The Board may rename a Park, Trail (or portion thereof), Recreation Center, or Component originally named for a corporation or commercial entity should that corporation or entity cease to exist, regardless of the time since the naming of the Park, Trail (or portion thereof), Recreation Center or Component. In the event of a corporate merger or name change, the Board may consider a request to rename the Park, Trail (or portion thereof), Recreation Center, or Component accordingly, regardless of the time since the naming of the Park, Trail (or portion thereof), Recreation Center, or Component. The entity requesting the name change will be responsible for all associated costs (as previously stated in the Preamble, Section 1).

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- F. Renaming for Cause** - The Board may rename a Park, Trail (or portion thereof), Recreation Center, or Component (regardless of the time since its previous naming) that carries the name of an individual or corporation which has become linked to criminal activity, bad behavior, or otherwise become offensive to prevailing community standards to a degree that justifies, in the judgment of the Board, such renaming. No consideration will be given to rename a Park, Trail (or portion thereof), Recreation Center, or Component renamed for cause to the previously held name.
- G. Redevelopment Exception** - Any other provisions of this policy notwithstanding, the Board may rename a Park, Trail (or portion thereof), Recreation Center, or Component if, in the opinion of the Director, the Park, Trail (or portion thereof), Recreation Center, or Component has reached the end of its useful life or is otherwise in need of redevelopment, replacement, or rehabilitation.
- H. Accepting Donated Property** - The Department is not obligated to accept any property that does not meet the needs of the Park system. When considering whether to accept donated property or funding to build a new Park, Trail (or portion thereof), Recreation Center, or Components, Department staff will determine whether the proposed donation is consistent with the Department's need within the Park system.
- I. Level of Naming Opportunity** - To determine what level of naming opportunity is available, the percentage of the total project cost represented by a monetary contribution or property donation shall be calculated at the time of the property donation or monetary contribution and any subsequent change in value or project cost shall not alter what level of naming opportunity is available.
- J. Required Governmental Mitigation** - Donations made pursuant to required governmental mitigation do not qualify for naming opportunities under this policy.
- K. Park Board Authority** - The Board retains the authority, in its sole discretion, to determine if a proposed Naming or Renaming under this policy is in the best interest of the City of Dallas and all Naming and Renaming proposals are strictly subject to the due consideration and approval of the Board.

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IV. Park Naming Policies

A. Monetary Contribution and/or Donated Real or Personal Property

When a Park and/or Trail (or portion thereof) is eligible for Official Naming or Renaming, the Park Naming Opportunity shall be considered for a mutually agreed upon monetary contribution, real property donation, personal property donation, or a combination of the above; subject to approval of the Park and Recreation Board.

B. Non-Financial Contribution

When a Park and/or Trail (or portion thereof) is eligible for Official Naming or Renaming, an established community group may ask the Board to Officially Name or Rename for (i) an historical figure, (ii) a state, local, or national leader, (iii) an individual or group, or (iv) an event or concept whose exceptional contributions to the betterment of the community and/or the Park system is worthy of such recognition.

1. The community group must provide an application with compelling information to the Board to consider the name change and the proposed name must comply with this policy.
2. To consider renaming a Park and/or Trail (or portion thereof) for an individual, the community group must present evidence to the Board that the request meets the following criteria.
 - a) The individual has been deceased at least 24 months or is 70 years of age or older and not a member of the Board or the Dallas City Council for the 24-month period preceding the request.
 - b) The individual contributed direct and significant service for the betterment of the community and/or the Park system for more than 25 years or two-thirds of the person's life span.
 - c) The request represents a consensus of the neighborhood as defined in paragraph 4 below.

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3. Consensus of the neighborhood will be demonstrated as follows.
 - a) Provide at least 200 signatures of residents living within a ½-mile service radius, or 50% of residents living within the same radius (whichever is less), of a Mini-Park or Neighborhood Park in support of the Park name change.
 - b) Provide at least 600 signatures of residents living within a 2-mile service radius, or 50% of residents living within the same radius (whichever is less), of a Community Park in support of the Park name change.
 - c) Provide at least 1,000 signatures of City of Dallas residents from throughout the city in support of the Metropolitan, Regional, or Signature Park name change.
4. Park and Recreation staff will evaluate the name change request. Such evaluation may include but is not limited to the following.
 - a) Research the historical figure, event, concept, state, local or national leader, individual, or group to verify that the exceptional contributions are worthy of such recognition.
 - b) Check the validity and number of signatures provided and the process by which they were collected.
 - c) Post the requested name change at the affected Park for 45 days. During this time, public comments will be collected via mail, email, and website.
 - d) Conduct a community meeting and hold a non-binding poll of attendees to determine community interest in name change.
5. Any name selected under this Section is subject to the guidelines set out in Section III.

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6. The Board will consider the request and will determine, by vote, to Officially Name or Rename a Park for an historical figure; a state, local or national leader; an individual or group; or an event or concept whose exceptional contributions towards the betterment of the community and/or the Park system is worthy of such recognition.
7. If the Board denies the request, it will not be reconsidered by the Board until at least one year after such denial.

V. Recreation Center Naming Policies

A. Monetary Contribution and/or Donated Real or Personal Property

When a Recreation Center is eligible for Official Naming or Renaming, the Center Naming Opportunity shall be considered for a mutually agreed upon monetary contribution, real property donation, personal property donation, or a combination of the above; subject to approval of the Park and Recreation Board.

B. Non-Financial Contribution

When a Recreation Center is eligible for Official Naming or Renaming, an established community group may ask the Board to Officially Name or Rename a Recreation Center for (i) an historical figure, (ii) a state, local or national leader, (iii) an individual or group, or (iv) an event or concept whose exceptional contributions to the betterment of the community and/or the Park system is worthy of such recognition.

1. The community group must provide an application with compelling information to the Board to consider the name change, and the proposed name must comply with this policy.
2. To consider renaming a Recreation Center for an individual, the community group must present evidence to the Board that the request meets the following criteria.
 - a) The individual has been deceased at least 24 months, or is 70 years of age or older and not a member of the Board or the Dallas City Council for the 24-month period preceding the request.

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- b) The individual contributed direct and significant service for the betterment of the community and/or the Park system for more than 25 years or two-thirds of the person's life span.
 - c) The request represents a consensus of the neighborhood as defined in paragraph 4 below.
- 3. Consensus of the neighborhood will be demonstrated by providing at least 600 signatures of residents living within a 2-mile service radius, or 50% of residents living within the same radius (whichever is less), of the Recreation Center in support of the Recreation Center name change.
- 4. Park and Recreation staff will evaluate the name change request. Such evaluation may include but is not limited to the following.
 - a) Research the historical figure, event, concept, state, local or national leader, individual, or group to verify that the exceptional contributions are worthy of such recognition.
 - b) Check the validity and number of signatures provided and the process by which they were collected.
 - c) Post the requested change at the affected Recreation Center for 45 days. During this time, public comments will be collected via mail, email, and website.
 - d) Conduct a community meeting and hold a non-binding poll of attendees to determine community interest in name change.
- 5. Any name selected under this Section is subject to the guidelines set out in Section III.
- 6. The Board will consider the request and will determine, by vote, whether to Officially Name or Rename a Recreation Center for an historical figure; a state, local or national leader; an individual or group; or an event or concept whose exceptional contributions towards the betterment of the community and/or the Park system is worthy of such recognition.
- 7. If the Board denies the request, it will not be reconsidered by the Board until at least one year after such denial.

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VI. Component Naming Policies

A. Accepting Development Components - The Department is not obligated to accept any Park Component or Recreation Center Component that does not meet the needs of the Park system.

1. When considering whether to accept a donated Component, funding to build a new Component, or funding to renovate a Component, department staff will determine whether the proposal is consistent with the department's need within the Park system.
2. The Department will also consider the cost to maintain the Component and the level of financial support from the donor to provide for the ongoing maintenance of the Component.

B. Component Naming - Component Naming or Renaming may be proposed, subject to Board consideration and approval, as a result of (i) a financial contribution that is at least 50% of the sum of the value of the design, purchase, and installation of a new Component, or (ii) 100% of the cost of any renovation of an existing Component, or (iii) some other financial contribution to the Park Department, unrelated to any specific Component, which the Board finds to be sufficiently substantial to merit a special naming opportunity for an unnamed Component. Under extraordinary circumstances, the Board may grant an exception to the specific contribution thresholds stated in this paragraph. Components must have a total aggregate value of \$25,000 to be considered and must meet Park and Recreation Department amenity/design standards.

C. Submitting a Component Name - When a donor has acquired a Naming or Renaming opportunity for a Component pursuant to this policy but specifically declines to submit a name to the Board for consideration, or fails for a period of 6 months to submit a name to the Board for consideration, the Component will be deemed eligible for Naming or Renaming until the Board approves a future proposal.

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VII. Fair Park Naming Policies

- A. Fair Park Historical Significance** - Fair Park is an exposition park of historical significance, and it shall be the policy of the Board to establish guidelines for the review and approval of naming requests to ensure the historical integrity of Fair Park. Officially Named Fair Park facilities are not eligible for renaming until after 60 years following the date of the Official Naming. If there is a deed restriction or such name is of special historical or geographic significance, the facility is not eligible for Renaming.
- B. Present Names of Facilities** - The criteria set forth herein shall have no bearing on the present names of Fair Park facilities.
1. Fair Park has been designated as a City of Dallas Historic Overlay District, State Archeological Landmark, National Register Historic District, and National Landmark District. The addition of monuments, markers, sculptures, plaques, frescoes, reliefs, statuary, and structures is discouraged for placement in the park, unless replacing items originally constructed for the Texas Centennial in 1936.
 2. Official Naming or Renaming requests should be submitted in writing, with all supporting attachments and petitions, to the Director with a copy to the Assistant Director of Fair Park. A requested Board committee agenda date will only be considered if it is at least 30 days after the date the request was received by the Director.
 3. The request must be accompanied by any historical data, historical designations, restrictions, and a compelling justification relating to the Official Naming or Renaming of a facility or component.
 4. Department staff will research the history of the request to authenticate the appropriateness and validity of the name request.
 5. Requests for building markers or plaques to display the requested name will be considered if they have minimal visual impact to the exterior of the building and are consistent with the history and development of the Park as well as the restoration of existing buildings, art work, and landscapes, subject to the review of the Fair Park Task Force of the Dallas Landmark Commission, if applicable.

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6. The appropriate committee of the Board shall review the requests for compliance with the terms of this policy and will forward the request and associated materials to the Fair Park Task Force of the Dallas Landmark Commission for review.
7. If the Board denies the request, it will not be reconsidered by the Board until at least one year after such denial.
8. If operation of the structure under consideration for Official Naming or Renaming is regulated by a lease agreement with the Office of Cultural Affairs, approval from the Cultural Affairs Commission must also be obtained as a prerequisite to Board approval.
9. Any name selected under this Section is subject to the guidelines set out in Section III.
10. If appropriate, the Board will consider the request and will determine, by vote, whether to Officially Name or Rename a facility or component in Fair Park.

REFERENCES

Dallas City Code, Chapter IV, Section 12

ATTACHMENT A

NON-FINANCIAL CONTRIBUTION PARK NAMING PROCESS

CHAPTER IV. ELECTIONS AND REFERENDUMS

SEC. 12. PETITION REQUIREMENTS.

(a) To be valid, a petition submitted for the purpose of complying with an election process must comply with the Texas Election Code, as amended.

(b) Every person circulating a petition or page of a petition, other than a petition to place a candidate's name on the ballot, shall file with the city secretary an affidavit containing the person's name and address and a statement that:

- (1) the person circulated the petition;
- (2) the purpose was explained to each signer;
- (3) each signer freely provided all information required;
- (4) all statements contained in the petition are true; and
- (5) the person witnessed the affixing of each signature on the petition.

(Amend. of 4-2-83, Prop. No. 2; Amend. of 5-1-93, Prop. No. 6)

NON-FINANCIAL CONTRIBUTION PARK NAMING PROCESS

