

**PARK AND FACILITIES NAMING POLICY**  
**Columbia Missouri Parks and Recreation Department**

- I. Purpose: To establish a city park and facilities naming policy for Columbia.
  
- II. Objectives:
  - A. Name should be associated with some real characteristic of the site.
    - 1. For ease of memory.
  
  - B. Name should be imaginative and pleasant sounding.
  
  - C. Whatever theme is chosen should result in a relatively timeless name.
    - 1. So that it doesn't diminish in appropriateness with time.
    - 2. So current events aren't allowed to lead to frequently renaming a park.
      - a. Park name usage should be stabilized.
        - aa. To save cost of replacing printed material.
        - bb. Save double name confusion which can lag for many years after "official" name change.
        - cc. To save controversy with groups that might suggest name change.
  
- III. Suggested Procedures:
  - A. Name after one or two chief boundary roads.
    - 1. Descriptive of location; easy to remember.
    - 2. Road names are frequently chosen for pleasant or characteristic nature.
    - 3. Road names are now controlled to eliminate duplication confusion.
    - 4. Most likely to eliminate controversy.
  
  - B. Name after distinguishing feature of site or area.
    - 1. Easy to remember; may be geographically associated.
    - 2. Likely to result in "park" sounding name (i.e. Twin Lakes, High Hill, etc.)
  
  - C. Name in honor of distinguished individuals or organizations.
    - 1. Promote gifts or donations in honor of individuals.
      - a. Financial contributions should have a significant impact.
      - b. No standard amount or percentage is established, but a guideline for discussion should start at 50% of cost of development or construction.
      - c. When a major contribution has been made by the person or organization to the enhancement of the quality of life in the community and/or was instrumental in acquiring or developing property or city owned facilities.
    - 2. Honor those individuals or organizations having the most influence on the betterment of the City.
    - 3. Current City of Columbia employees and officials are prohibited from having parks and facilities named after them.

- D. In order to respect the historical tradition and community values, which previous generations bestowed on these resources, no officially named park or facility shall be renamed without City Council approval.
  - 1. If renaming is considered, only those parks and facilities named for geographic location, outstanding feature or subdivision may be considered for renaming.
  - 2. Parks named by deed restriction cannot be considered for renaming.
- E. City Council has the authority to name all parks. Council may ask the Parks and Recreation Commission for recommendations.
- F. Specific facilities within parks may be named at the discretion of the Director. In some cases, Council and Commission approval may be solicited.