



ADMINISTRATIVE DIRECTIVE

COMMEMORATIVE NAMING OF CITY-OWNED PHYSICAL ASSETS	NUMBER	PAGE
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	EFFECTIVE DATE	
September 8, 2015		

I. **PURPOSE**

This directive establishes policies and procedures specifically for commemorative naming of City of Tucson buildings, roads, parks, and similar physical assets.

II. **POLICY**

Commemorative naming requires Mayor and Council approval and shall be based on careful thought and consideration of the background, accomplishments, and local contributions of the individual or group being recognized. The name shall be recognizable by the citizens as fitting and appropriate for the named asset.

III. **DEFINITIONS**

- A. **Managing Department/Agency** - City assets are typically occupied, used, and/or managed by one department, the Managing Department. Examples include fire stations, police substations, water pump sites, and recreation facilities. In some instances, that department may accommodate a small segment of another department's operations, as in the case of many small outside uses in Park's recreation facilities. In limited instances, one department serves as the landlord, coordinating the use, utilities, maintenance, and repair of the asset on behalf of all occupants. The primary examples of this include General Services Department/Facilities and Communications Maintenance's management of City Hall and the Thomas O. Price Service Center.
- B. **Functional Name** - Functional names are assigned to physical assets as determined, needed and appropriate by the Managing Department. The functional name enables citizens and City employees to quickly and easily refer to the asset and understand its primary function. Examples include City Hall, Harrison Road Fueling Station, Fire Station #20, and Northwest Bus Maintenance Facility. In the case of City roadways, functional name is the name assigned in conjunction with the Pima County Addressing office.
- C. **Commemorative Name** - In noteworthy situations, a commemorative name is added to an asset specifically acknowledging an individual or group's extraordinary contributions or sacrifices to the development of Tucson and Tucson's culture, spirit, quality of life, or the betterment of the community or the nation. Such acknowledgements provide lasting memories for the community of the honored individual or group. An example is the Patrick Hardesty Midtown Multiservice Center which honors a fallen Tucson Police Officer.



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- D. Commemorative Name Change** - City assets often endure through use and functional changes and even changes in surrounding neighborhoods. Such changes may lead to proposals to change an asset's commemorative name to better reflect the current situation. Commemorative name changes are processed the same as original naming.
- E. Physical Asset** - The City's physical assets are reflected in financial tracking and reporting. These include roads and rights-of-way improvements, bridges, land, buildings and installed systems, fiber optic networks, microwave systems, radio systems, water utility piping, pumps, generators, filtration systems, reservoirs, wells, landfills, parks, playgrounds, athletic fields, golf courses, transit centers, and related infrastructure.

IV. PROCEDURES

- A.** Parks and Recreation managed assets will be commemoratively named in accordance with Attachment A.
- B.** All City of Tucson physical assets not included in paragraph A above are also potential candidates for commemorative naming. Commemorative naming proposals shall be considered in accordance with the following procedures:
- 1.** Anyone may propose consideration of a commemorative name or commemorative name change, by email, memo, or letter addressed to the Director, Chief, or Head of the Managing Department. Requests received by other entities will immediately be referred to the applicable Managing Department. Proposals shall address each of the following factors:
 - a.** The individual or group proposed for recognition.
 - b.** Recommended specific commemorative name.
 - c.** The significance of the individual or group to the development, culture, spirit, and/or longevity of Tucson.
 - d.** If renaming, why the previous name is less important to Tucson than the new proposed name.
 - e.** Proposed representative(s) of the individual or group to answer any questions, serve as an advocate, and attend an eventual dedication ceremony.



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- f. Why this asset is considered the appropriate manner to acknowledge this particular person or group.
 - g. The proposed funding source for all signs, monuments, plaques, markings, etc., that will display the name. (The proposer is expected to provide funding for such displays that change or are in addition to those signs normally included in the original project.)
2. The Managing Department shall evaluate the proposal to confirm the individual/group and asset is a logical, publicly understandable match and the individual/group is in fact significant to Tucson or our nation. The City Manager will then be notified of the proposal and the Managing Department's intent to proceed.
 3. The Managing Department shall facilitate public notifications and appropriate forum(s) for public input and feedback on the proposed commemorative naming.
 4. The Managing Department shall work with stakeholders to develop a recommendation, brief the City Manager on the recommendation, then with City Manager concurrence, process the recommended commemorative naming for Mayor and Council consideration and approval.
 5. In cases of perceived urgency, the Managing Department will accelerate their consideration and stakeholder interaction and processing as they deem necessary and appropriate.

Appendices Attachment A - Parks and Recreation managed assets

References None

Review Responsibility and Frequency The General Services Department Director will review this directive as necessary.

Authorized



 City Manager



 Date



CITY OF TUCSON
PARKS AND RECREATION DEPARTMENT
PROCEDURE AND REGULATION MANUAL

Subject: Naming of Parks and Other Recreation Facilities

Number: 3.2-13
Date Issued: 11/2000
Revised: 12/5/08
TPRC approved: 5/25/11 <i>Fred H. Dwyer</i>

Purpose

The purpose of this procedure is to establish the process for naming or renaming of parks and recreation facilities and special interest areas that are managed by the City of Tucson Parks and Recreation Department. The Department's intent is to honor and value the current names of parks and recreation facilities and special interest areas within the system while providing the opportunity to recognize individuals, organizations, historical events, and geographic locations that warrant merit. Careful consideration will be given to all requests prior to initiating a formal petition process. Certain parks and other recreation facilities may not be eligible for this process based upon research and/or historical information discovered by staff in reviewing the request.

Please note: there are **four** parts to this procedure/process as follows:

- a) Attachment "A" – Background Information – For Staff Use Only (*not for public distribution*)
- b) Attachment "B" - "**Application Guidelines and Information Process**" (*public hand-out*)
- c) Attachment "C" - Petition Tracking Sheet *
- d) Attachment "D" – Petition**

* Staff use only

**Will be made available only after review and approval of letter of intent.

The complete process for facility naming/renaming can take up to five months.

Staff shall completely review all of the information relating to this procedure prior to distributing Attachment "B".

Procedure

1. Staff shall provide REQUESTOR Attachment "B" - "**Application Guidelines and Information Process**".
2. Staff shall inform and reassure the requestor that all of the details and information they need to know and the steps they need to follow are included in Attachment "B"- "**Application Guidelines and Information Process**".
3. If requestor has additional questions, staff shall refer him/her directly to the appropriate 1) Park District Administrator or Superintendent(s) or 2) the Director's office. Staff shall provide requestor with accurate telephone numbers and/or email addresses for direct contacts.
4. This procedure may be amended or repealed, in part or in whole by the Tucson Parks and Recreation Commission.



BACKGROUND INFORMATION – FOR STAFF USE ONLY
NAMING/RENAMING GUIDELINES AND PROCESS
PARKS AND RECREATION FACILITIES AND SPECIAL INTEREST AREAS

Estimated time frame for complete process is up to 5 months.

Upon receipt of a letter of intent to submit a petition to name/rename a park/facility, the Director/Park District Administrator shall:

1. Review and discuss the request for appropriateness and further advancement of the process.
2. Review the Department Inventory of Parks, Recreation facilities and Special Interest Areas to verify that the park/facility being requested is eligible for naming/renaming based on:
 - ✓ Current name
 - ✓ Historical significance of current name
 - ✓ Significance of the proposed name
 - ✓ Review proposal for adherence to stated criteria and authentication of statements relative to the application/petition
3. If it is determined that the process will continue, Director/Park District Administrator will initiate Mayor and Council notification of the request and Department’s initial recommendation.
4. The Department shall initiate a response letter to the requestor advising whether or not the petition process should proceed and an explanation of that direction. If notice to proceed is issued, a petition shall be attached with the pre-described service area and number of signatures required.
5. The number of signatures required is determined by the size of the park as follows:
 - a) **Mini Park, (1 acre or less).....25 signatures within .25 mile radius**
 - b) **Neighborhood facility (1-15 acres).... 50 signatures within .5 mile radius**
 - c) **Community Park (15-40 acres).... ...150 signatures within 1.5 mile radius**
 - d) **Metro Park (40-200 acres).....300 signatures within 3.0 mile radius**
 - e) **Regional facility (200+ acres).....500 signatures within 7.0 mile radius**
6. Petitions shall be submitted to TPRD within 90 days of receipt of notice to proceed.
7. Within 30 days of receipt of completed petition, TPRD will review and verify petition signatures to ensure established criteria is met. (If petition is incomplete, TPRD shall notify requestor in writing and provide an opportunity to resubmit a completed petition.)
8. Once a petition is approved to continue, the item will be placed on a Tucson Parks and Recreation Commission (TPRC) agenda for review. Requestor will be notified and will then have an opportunity to present petition to TPRC.
9. Within 10 business days of TPRC meeting, TPRD shall initiate a response letter notifying requestor of TPRC decision.
10. Staff shall initiate a Mayor and Council agenda item date and time; requestor will then be notified.
11. Staff shall initiate and forward a Mayor and Council Communication with TPRC recommendation for final action.
12. If the recommendation is approved by Mayor and Council, the corresponding District staff shall assist requestor in coordinating the naming/renaming ceremony.
13. Requestor shall be responsible for all costs associated with signage in accordance with City and TPRD standards. Installation shall be coordinated with TPRD staff.



“APPLICATION GUIDELINES AND INFORMATION PROCESS”
NAMING/RENAMING OF
PARKS AND RECREATION FACILITIES AND SPECIAL INTEREST AREAS

I. PROCESS

The Tucson Parks and Recreation Department (TPRD) of the City of Tucson (COT) accepts and processes requests for the naming or re-naming of parks and recreation facilities. The complete process can take up to five months.

II. REQUEST ORIGIN

The naming or changing of names of parks and recreation facilities and special interest areas may originate from the community, staff, the Tucson Parks and Recreation Commission (TPRC), or the COT Mayor and Council in an effort to recognize individuals, families or park locations.

III. RENAMING

The intent of naming a facility is for permanent recognition but the name should remain in place for a minimum of 25 years. The TPRD is committed to protecting the names of all parks and amenities in an effort to honor individuals, organizations, historical events and geographic locations. The renaming of parks and recreation facilities and special interest areas must be fully justified and efforts to change a name shall be subject to in-depth examination so as not to diminish the original justification for the name or discount the value of the prior contributors. Please note that some parks and recreation facilities may not be eligible for this process based on research/historical information.

Facilities named after individuals should not be changed unless it is found that the individual’s personal character is or was such that the continued use of their name for a parks and recreation facility or special interest area would not be in the best interest of the Tucson community.

IV. NAMING CRITERIA

Parks and recreation facilities and special interest areas shall be named in a manner to reflect local community requests and support or to identify a location or area. It is preferred that new parks should be named prior to the beginning of design for development so the area takes on an early identification and allows for proper tracking during the development period.

The following criteria are provided as a guideline for consideration prior to initiating a letter of intent:

- a) Usable park land is donated to COT
- b) A monetary contribution equal to the value of the land for a park, recreation facility, or special interest area is gifted to TPRD
- c) A monetary contribution is made equal to the cost of development of a park, recreation facility, or special interest area
- d) An individual or family is recognized for extraordinary accomplishments or contributions to TPRD. The recommended name must be accompanied by a biographical sketch which shall provide evidence of contributions to the community, park, facility, or park system overall;
- e) When naming after a deceased person or persons, the individual (s) must have contributed in a definitive way to the betterment of the Tucson community and its citizens. Written documentation of approval by next of kin or appropriate family member to be honored (if available/possible) is required as part of the proposal;
- f) A facility may be named after the area in which it is located in or for the geographical features of an area

- g) Properties that are donated to TPRD may be named by deed restriction by the donor
- h) Playfields, playgrounds, picnic areas, ramadas, greenways, linear paths, etc., may be named separately from the park they are in and are subject to the naming process described herein
- i) If the proposed name is that of a service club, lodge, fraternal organization or other institution, the association group must have contributed in a definitive way to the betterment of the Tucson community and its citizens.

V. SUBMISSION PROCESS

The first step to the submission process is to initiate a letter of intent to submit a petition requesting a name/change of a park, recreation facility or special interest area. The letter must include sufficient information as to how the proposed name satisfies the criteria of the naming or renaming guidelines.

Letter of intent shall be sent to:

Director/Park District Administrator
Tucson Parks and Recreation Department
900 S. Randolph Way
Tucson, AZ 85716

Letter should include:

- ✓ Current name of park/recreation facility/special interest area
- ✓ Proposed name
- ✓ Address and zip code
- ✓ Name of person submitting letter (Requestor), address, telephone number, and email address.
- ✓ Neighborhood Association name if applicable
- ✓ Provide adequate historical or descriptive information to validate the proposed name so that staff may have a clear understanding and appreciation for the request.

VI. UPON TPRD RECEIPT OF THE LETTER OF INTENT TO SUBMIT A PETITION:

1. Staff shall initiate a response letter to the requestor advising whether or not the petition process should proceed and explanation of that direction. If notice to proceed is issued, the petition shall be attached with a pre-described service area for signatures and the number of signatures required based upon the size of the park and service radius per the department's Ten-Year Strategic Services Plan as follows:
 - a) **Mini Park, (1 acre or less).....25 signatures within .25 mile radius**
 - b) **Neighborhood facility (1-15 acres).... 50 signatures within .5 mile radius**
 - c) **Community Park (15-40 acres)..... .150 signatures within 1.5 mile radius**
 - d) **Metro Park (40-200 acres).....300 signatures within 3.0 mile radius**
 - e) **Regional facility (200+ acres).....500 signatures within 7.0 mile radius**
2. Petitions shall be submitted to TPRD within 90 days of receipt of the notice to proceed.
3. Within 30 days of receipt of completed petition, TPRD shall review and verify petition signatures to ensure established criteria is met. (If petition is incomplete, TPRD shall notify requestor in writing and provide an opportunity to resubmit a completed petition.)
4. Once a petition is approved to continue, the item shall be placed on a Tucson Parks and Recreation Commission (TPRC) agenda for review. Requestor will be notified and will then have an opportunity to present petition to TPRC.
5. Within 10 business days of TPRC meeting, TPRD shall initiate a response letter notifying requestor of TPRC decision. TPRD shall schedule and notify requestor of Mayor and Council agenda item date and time.
6. If the recommendation is approved by Mayor and Council, the corresponding Park District staff shall assist requestor in coordinating the naming/renaming ceremony.
7. Requestor shall be responsible for all costs associated with signage in accordance with City and TPRD standards. Installation shall be coordinated with TPRD staff.



PETITION TRACKING SHEET

For staff use only.

**NAMING/RENAMING OF
PARKS AND RECREATION FACILITIES AND SPECIAL INTEREST AREAS**

Current Name of Park /Center/or specific item to be named: _____

Address and Zip Code _____

Proposed Name (please be specific) _____

Name of Association (if applicable): _____

Contact Person
Submitting Petition: _____

Address and Zip Code: _____

Email address: _____

- Date of receipt of letter of intent to submit a petition from REQUESTOR: _____
- If it is determined that the process will continue, date of Mayor and Council notification and by whom:
(Director/District Administrator) _____
- Date of Notice to Proceed (or not): _____
- If yes, number of Signatures required on petition: _____
- Date Petition sent out to Requestor: _____
- Petition 90-Day Due-Date back to TPRD: _____
- Date signed petition was returned to TPRD: _____
- (30 day review process time.)
- Date placed on TPRC Agenda _____
- REQUESTOR notified of time and date for presentation to TPRC: _____
- Date Requestor Notified of TPRC decision: _____
- Set M/C agenda item Date and time: _____
- Informed Requestor of M/C date and time of meeting: _____
- M/C Communication sent downtown: _____
- Requestor notified of M/C action _____

Processed by: _____



PETITION FOR NAMING OR RENAMING PARKS AND RECREATION FACILITIES AND SPECIAL INTEREST AREAS

Date of Petition _____

Name Rename Park Facility/Center Special Interest Area

Other _____

Proposed Name _____

Present Name _____

Address: _____

Name of Group/Organization sponsoring petition: _____

Contact Person: _____ **Telephone No.** _____

Address: _____

Number of Signatures Required: _____ **Signature Mile Radius Required:** _____

Mayor/Council Review/Approval _____ **Date** _____

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