

CPRD Facility and Property Naming Policy - DRAFT
Updated 03.02.22

PURPOSE

The Culture, Parks, and Recreation Department (CPRD) acquires lands, and constructs facilities and other amenities as part of the normal operation and growth of the department. Many of the facilities and properties are named through a community engagement process. This policy will detail the process and standards from which the City will solicit community input, provide recommendations, and secure approval for naming of applicable CPRD facilities.

SCOPE

This policy is applicable to all existing and future CPRD managed properties, facilities, and other amenities that have been/will be named.

This policy is not intended to supersede or place restrictions on naming of facilities through sponsorships or similar underwriting of events, facilities, or amenities within CPRD. The process and standards for sponsorship naming rights are provided through the Guidelines for Naming Rights, adopted by City Council in 2003 (Appendix A).

SITE NAMING

As new properties and facilities are acquired and developed, they need to be named, or an existing site may need to be renamed for a variety of reasons. The Greeley Municipal Code (section 2-422) currently provides that the Parks & Recreation advisory board submit name recommendations for City parks to City Council for approval and adoption by Resolution. The naming process is set out below.

Greeley municipal code section (section 2-805) currently provides similar guidance for the Island Grove Park Advisory Board, using the naming process set out below, except that City Council's approval not required.

While specific code guidance isn't detailed for the Museum, Rodarte Center, and other advisory boards, this policy, and its associated process and guidelines, should direct the naming process for those boards as well.

NAMING PROCESS

The City, through staff and the above-referenced advisory boards, shall use the following process to name or rename CPRD properties and facilities.

- A. Newly Acquired/Constructed Property or Facility
 - 1) The applicable advisory board or commission, by way of CPRD staff, will solicit suggestions from the public to name the property/facility. Additional effort should be made to garner feedback from groups that do not typically engage in public processes, and nearby populations that require specific engagement efforts.
 - 2) Staff will provide a report to the advisory board or commission that summarizes the background of the property based on Division standards and management goals. Staff will also compile and

provide the full list of submitted name suggestions to the Board within the report, along with a short list of recommended names that all meet the criteria in subsection C below.

- 3) The advisory board or commission shall review the suggested names and select one name to recommend to City Council.
- 4) The City Council shall affirm the name of the property/facility by resolution.

B. Name Changes to Existing Properties/Facilities

In some cases, a need may arise to change the name of a property or facility. When the applicable advisory board or commission or CPRD staff identifies the need to change the name of an existing property or facility, staff will present options and a recommendation to the Board for consideration. If the Board concurs with the recommendation to change a name, the process detailed in subsection A above will be followed.

C. Naming Criteria

The applicable advisory board or commission will select a name for a property or facility that meets one or more of the following criteria:

- The name of a culturally relevant and/or historical event, structure or artifact that occurred or was found on the property or in the vicinity
- The name of an individual or family name linked to the history of the property or facility, with the following guidelines:
 - the name should have local significance
 - displayed outstanding, long-term commitment and made significant contributions to the betterment of the community;
 - made noteworthy contribution to the development and improvement of culture, parks and recreation, conservation, or outdoor recreation activities;
 - prominent in the history of the development of Greeley;
 - historic landowner and/or the homesteading family of the property
 - name of person/family that has contributed significant funds for the specific park, natural area or trail, or for parks and recreation in general.
 - the immediate former landowner's name may be used if the property was donated or significantly discounted when conveyed to the City (typically greater than 50% of overall cost/value of the project)
- A natural landmark, feature or habitat type in the vicinity of the natural area or trail section
- The name of a native wildlife or plant species that occupies the property or vicinity, and/or has occupied the vicinity in the past
- A person or family that has contributed significantly to the applicable division's mission and management goals over a long period of time in the Greeley community

Other Considerations:

Acquisition of new parcels and construction of new trail sections contiguous to existing properties or trail sections, respectively, should use the same name as the original natural area or trail section unless significant circumstances dictate another name should be chosen, compliant with the criteria set forth in this policy. An exception to this guideline will be stand-alone and/or trail

spur sections that connect to larger regional trail sections that may necessitate a different name to aid in wayfinding.

D. Exclusions

The following guidelines provide direction of names for CPRD properties and facilities that should be avoided:

- a current City employee (former employees' names may be considered)
- a current local elected official
- a person, family, organization, business, or other affiliation with an overt political, controversial, or otherwise divisive nature
- a name that is similar to an existing facility, road, trail, property, etc. that may cause confusion for the public.

In addition to the exclusions above, the following guidelines provide direction for names that should be avoided for a natural area or trail:

- The name of non-native or invasive wildlife or vegetation species
- Any names of the subdivision, development, or developer of an adjacent property, even if the natural area or trail section was conveyed and/or constructed as a part of the development agreement, unless the name meets the criteria in Section C above.

CPRD Memorial Donation Policy – DRAFT

Updated 03.01.22

PURPOSE

The Culture, Parks, and Recreation Department (CPRD) receives requests for memorial furnishings, trees, and other items to honor a loved one within City properties and facilities. This policy provides a coordinated and consistent structure and process for receiving and processing these requests, and identifying appropriate locations for memorials.

SCOPE

Requests for memorials for CPRD managed properties and facilities will be reviewed on an individual basis through the established process detailed in this policy, and a staff recommendation will be made to the CPRD Director for final decision. Staff understands the sentiment to memorialize a loved one through a bench or other means. However, there are a limited number of suitable locations for memorials. Each division has specific standards and criteria that any approved memorial should be in alignment with and are provided below in the Division Standards section. All amenities placed for memorials have a finite useful life, and there is no guarantee that memorials will be replaced if damaged or destroyed. Memorial amenities that have reached the limits of their useful life, are irreparably damaged, or the location of the memorial is no longer appropriate due to site management objectives/use may be moved or removed.

TYPES OF AMENITIES

CPRD divisions field a variety of memorial requests, from the typical memorial bench to other types of amenities. CPRD will accommodate these memorial requests where appropriate based on availability, if maintenance funding is secured and the memorial is within applicable Division Standards. Types of donations for memorials may include (based on location and type of facility):

- Benches or other seating
- Trees or other vegetation
- Other types of site amenities

All donated amenities (benches, trees, etc.) will become property of the City of Greeley with the understanding that there are no guarantees as to replacement or repairs due to wear and tear, vandalism, etc. Bench repair/replacement decisions will be based on budget priorities and site maintenance and management objectives. Donor is responsible for replacing a plaque if damage or vandalism occurs. Commemorative trees will receive yearly inspections and individual care and maintenance by City staff. If the tree dies, the City will provide a one-time replacement with an equivalent 2" caliper tree.

PROCESS

All interested parties seeking a memorial on CPRD properties or within facilities will proceed via the following process:

- 1) Fill out and submit request form on CPRD webpage. Details will include:
 - Donor contact info
 - Type of memorial
 - Park bench
 - Park tree

- NAT bench
 - NAT restoration fund
 - Golf bench
 - Golf tree
 - Centennial Village bench
 - Other donation
 - Preferred location(s)
 - Acknowledgement of costs
 - Acknowledgement of terms
 - Other items
- 2) Staff Review – provide recommendation to CPRD Director
 - 3) Administrative approval/denial by CPRD Director
 - 4) Appeals to applicable advisory board

Donors should allow six to eight weeks for an application to be processed.

MEMORIAL TEXT

Where plaques or inscriptions are appropriate, donors are encouraged to consider inspirational or tribute language versus memorial language and each division may have additional specific requirements for language for those facilities/properties/amenities. This may provide inspiration to all visitors. Examples include:

“Lives are like rivers: eventually they go where they must. Not where we want them to.”

Richard Russo

“As is a tale, so is a life. Not how long it is, but how good it is, is what matters.”

Seneca

Proposed memorial text will be reviewed and approved as part of the standard process.

Memorial Bench/Seating Donation Guidelines:

- All costs for the purchase and installation of a bench/stone seat, plaque, maintenance, and other associated costs are included in the fee.
- The donation of a memorial bench is for the typical life of a public bench, which is approximately 15 years for a commercially available bench. After that time, a bench may be replaced and re-adopted by the original donor (if they can be reasonably found by staff), or the location may be adopted by another interested party if the location still meets management goals of the respective division.
- Stone seating (Natural Areas & Trails division only) is more durable and does not typically have the maintenance requirements of a commercially made bench. A donated stone seat will be valid for as long as the stone seat remains at the location in good repair and the associated plaque remains on the stone.
- If a bench is damaged or destroyed during the typical 15-year useful life of the amenity, the City may replace the bench if funding is available, and as long as the location is still desirable for public seating.

- The City reserves the right to relocate seating to meet management objectives and public usage patterns. Efforts will be made to contact the original donor to notify of this move.
- The design and construction material specifications for each division are incorporated to this policy in the applicable Division Standards appendix.
- The applicable division will determine location and placement of the bench based on management and maintenance needs, and will consider requests or suggestions for location and placement.

GENERAL DONATIONS

Donors may approach CPRD to provide donations for other amenities, specific programming, staffing, a capital project, or to fund another purpose. Nothing in this policy shall restrict CPRD from accepting these types of cash or in-kind donations as long as the naming of an amenity is not a prerequisite for the donation. If a donation request has a memorial as a component of the donation, staff will make a recommendation to the CPRD Director, and the Director will make a final determination in their discretion, using this policy as a general guideline.

FEES

Fees for various memorials are based on specific amenity and materials costs, along with installation and anticipated maintenance costs for the term of the memorial. Fees will be adjusted as costs change, and will typically be adjusted during the City's annual budget process, unless specifically approved by the CPRD Director.

DIVISION STANDARDS

PARKS DIVISION

- **Commemorative Bench Criteria**

Commercial Metal Strap Bench, with Optional Plaque

Cost: \$3,000

Donor will be obligated to pay the fee to begin the process. The fee covers:

- A. Cost of bench (including shipping and handling) and a 3" x 9" plaque, if desired.
- B. 7' x 12' x 4" thick permanent concrete base on which to place the bench
- C. Cost of any landscape materials (sod, irrigation, etc.) needed to restore area after installation.
- D. Maintenance costs.

- **Commemorative Tree Criteria**

Deciduous or Evergreen Tree

Cost: \$350

1. Donor is obligated to pay the fee to begin the process.
 - A. Cost includes purchase of the tree, supplies and labor for installation.
 - B. Each commemoration will be engraved on a brass "leaf," which will be added to the official Tree of Recognition located within the Greeley Family FunPlex, 1501 65th Avenue. One certificate with a map showing the actual location of the

Commemorative Tree will be provided to the donor upon completion of the planting or dedication.

2. An existing living tree within a City park may also be selected as a Commemorative Tree for the same fee)

For requests to be placed in **Island Grove Regional Park**, the same fees and standards apply as above, except that the Island Grove advisory board will provide their recommendation and final approval/denial will be provided by the CPRD Director.

NATURAL AREAS & TRAILS DIVISION

NAT may accept benches, restoration support, and other amenities on a case-by-case basis. In addition to the general requirements set forth in this policy, the following guidelines will apply to memorials within the NAT system.

- **Commemorative Benches and Stone Seating Criteria**

Requests for memorial bench donations are the most popular request NAT receives for memorials, and as such, opportunities for benches are limited. Bench locations are determined by visitor use and comfort and based on best practices for spacing.

As required in the IGA with Poudre River Trail Corridor, Inc. (PRTC), memorial bench applications within the Poudre River Trail corridor must be presented to the board by NAT staff in one of their regular meetings for input and consultation. For memorial requests that originate from the PRTC, their Executive Director will present it to NAT staff, and staff will process it based on this policy for approval by the Director. For memorials on any other part of the city's natural areas and trail corridors, the application will only be reviewed and processed internally and does not require any additional stakeholder consultation.

Commercial bench or Stone seat, with optional plaque

Cost: \$3,000

1. Donor will be obligated to pay the fee to begin the process. The fee covers:
 - A. Cost of bench (including shipping and handling) and a plaque, if desired.
 - B. Concrete base or crusher fines pad on which to place the bench. Bench placement requiring an access path will have an additional cost based on the length of the path.
 - C. Cost of any landscape materials (seeding etc.) needed to restore area.
 - D. Maintenance costs.
2. Commemorative Seating Standards
 - A. Benches will typically not be placed in sensitive areas such as riparian areas or raptor nesting areas.
 - B. Benches will be placed in the shade if possible for visitor comfort and to minimize maintenance from sun damage.
 - C. Benches will be located away from private property boundaries or other areas that may lead to conflicts with adjacent landowners.
 - D. NAT will maintain a waiting list for memorial requests that cannot be fulfilled currently but may be at some point in the future.

- **Cash and In-Kind Donations for Other Amenities**

Occasionally, NAT receives offers for donations and/or in-kind construction of larger amenities, habitat restoration, or other donations. Each request is unique and will be assessed on an individual basis, both internally and with any applicable approval authorities, and guided by this policy.

While not an exhaustive list, donation opportunities may include:

- Renovations of existing facilities (shelters, signage, fencing, etc.)
- Replacement of existing picnic tables, trashcans, doggy pots, bike repair stations, etc.

- Sponsoring construction and installation of new interpretive signs, kiosks, wayfinding signage, etc.
- Sponsoring the upgrade/re-route/new installation of a trail section or bridge replacement
- Habitat restoration
- Environmental education materials (binoculars, spotting scopes, cameras, books)
- General monetary donations that support departmental mission

While each project is unique, the following guidelines should help ensure that a proposed donation results in a tangible net benefit for both the users of an area and NAT who is responsible for maintaining the amenity for its useful life.

- Replacement of any existing amenity should be with the current NAT specifications for manufacturer, color, and other details for that type of amenity.
- If replacing an existing amenity, staff will assess whether that amenity in that location is still useful and desired. If not, staff reserves the right to move the location, and/or change the type and style of amenity to be more useful and desirable for users.
- Proposed amenities should be complimentary to any existing site master plans, and property management plans, if applicable.
- Donation should cover full cost of installation/replacement of amenity including labor, administrative costs, materials, and other initial costs. Donation should also cover anticipated regular maintenance of the amenity for its useful life, unless NAT waives this requirement.
- NAT, the Parks & Recreation advisory board, and the Director of CPRD reserve the right to deny applications, change locations or types of amenities, or ask for a different type of support from donors if the proposed amenity does not meet management objectives.
- Amenities should be constructed of materials that are easy to maintain, hold up to commercial usage typical in a public natural area and trail setting, and do not require special maintenance skill sets not typical in a natural areas program maintenance crew.
- Donor recognition for significant amenities may be appropriate, and NAT staff will work collaboratively with donor to recognize contribution in a sustainable and non-obtrusive manner.

GOLF DIVISION

- **Commemorative Bench Criteria**

6' Belson Outdoors Heritage Customized bench, with optional engraving

Cost: \$2000

Donor will be obligated to pay the fee to begin the process. The fee covers:

- A. Cost of bench (including shipping and handling) and an optional personal memorial phrase up to 44 characters, with an additional \$88 for each additional board engraved.

- **Commemorative Tree Criteria**

Deciduous or evergreen tree

Cost: \$500

1. Donor is obligated to pay the fee to begin the process.
2. All trees will become property of the golf course and the City of Greeley at the time of donation with the understanding that the City will provide planting materials, labor and future maintenance. Commemorative tree will receive yearly inspections and individual care and maintenance by City staff. The golf course and City of Greeley are not liable for the short or long-term health of the tree.

CULTURE DIVISION

All memorial bench requests for Culture division properties will adhere to the Parks Divisions standards and pricing.

RECREATION DIVISION

The Recreation Division does not have any specified need for memorial items. The donor may contact the Recreation Superintendent if they have a proposal for a donation.

APPENDICES

- A. Park and Culture Bench Specifications
- B. NAT Bench Specifications
- C. Golf Bench Specifications