





# VALENCIA PARK



PROJECT SITE



Attachment B

**CITY OF CHANDLER  
PARK NAMING/RE-NAMING CRITERIA  
Approved by the City Council November 2004**

**I. PURPOSE**

To establish a formal process and criteria for the Parks and Recreation Board of the City of Chandler to evaluate requests for the naming or re-naming of parks managed by the City of Chandler Community Services Department. The Parks and Recreation Board, and or subcommittee, shall review and evaluate all requests in accordance with the following criteria, and provide insight and recommendations to the City Council for consideration and approval.

**II. PROCESS**

On an annual basis, the Parks and Recreation Board shall be responsible for recommending names for city parks to the City Council for consideration and approval.

To request a name for a specific park, an applicant shall submit a written request to the Parks and Recreation Board via the Community Services staff on or before June 30<sup>th</sup> for consideration during that year. The application should clearly state the name of the requesting individual or organization along with the name, address and phone number of a contact person. In addition to the information as stated in the criteria, the request shall include the following:

1. Reasons for the proposed name.
2. Evidence of community support for the proposed name.
3. Petitions, if submitted, must state the intent and include printed names, signatures, addresses, zip codes and telephone numbers of each signer as proof of residency.
4. All of the above must be submitted, via the Community Services staff, to the Parks and Recreation Board for review.

Upon receipt of all information, the Parks and Recreation Board and or subcommittee will review the request(s). Upon completion of the review, the request(s) will be placed on the Parks and Recreation Board agenda for formal presentation and voting. The Parks and Recreation Board shall forward one recommendation for each park to the City Council for approval.

**III. CRITERIA FOR NAMING OR RE-NAMING PARKS**

Names chosen for parks should meet one or more of the following criteria:

1. Named after something that is specifically unique to Chandler, the Valley or the Southwest, i.e., desert flora, Indian or Mexican terminology, or the geographic location of the park/facility.
2. Predominate physical features in or adjacent to the park.

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3. An individual or group who has donated the land required for the park or an equal cash value donation.

The naming of parks should normally be done in conjunction with the community or neighborhood that will be served. The Parks and Recreation Board will involve citizens of Chandler in the process, whenever possible.

An attempt should be made to select the simplest names in terms of recognition, length, and ease of pronunciation.

Although not encouraged, park names may be changed if properly justified and recommended by the Parks and Recreation Board and approved by the City Council.