



CO00039366

SNOHOMISH COUNTY COUNCIL
Snohomish County, Washington

ORDINANCE NO. 09-109

RELATING TO THE NAMES OF COUNTY FACILITIES, ESTABLISHING
PROCEDURES FOR NAMING COUNTY PARKS AND RECREATION
FACILITIES, CLARIFYING EXECUTIVE AUTHORITY, ADOPTING NEW
SECTIONS, AND AMENDING SCC 2.16.100

WHEREAS, Snohomish County parks and recreation facilities are typically dedicated to the service and enjoyment of all citizens and carry names or other designations in keeping with their intended functions, origins, or locations; and

WHEREAS, special circumstances may warrant consideration of naming particular county park or recreation facilities in honor of exceptional achievement, generosity, or other contributions to the community; and

WHEREAS, such circumstances may include the exercise of naming rights created by grant agreements or other contracts; and

WHEREAS, the County Council finds that the naming of county parks and recreation facilities should be conducted with appropriate deliberation; and

WHEREAS, the Council further finds that this ordinance calls for such deliberation, provides for appropriate exercise of executive authority, and otherwise promotes the public interest;

NOW, THEREFORE, BE IT ORDAINED:

Section 1: A new section is added to Chapter 2.18 of the Snohomish County Code to read:

2.18.070 Procedures for naming parks and recreation facilities.

(1) This section shall apply to county parks and recreation facilities that are managed by the department.

(2) The department is authorized to name a county park or recreation facility subject to this section by reference to the established name of a neighborhood or natural feature located on or in close proximity to the park or recreation facility. Any other name must be assigned by the county council.

(3) The county council may by motion name a county park or recreation facility by reference to:

(a) A person, place, event, or other matter of historical or cultural significance;

1 (b) A person, living or deceased, who has made significant contributions
2 of land or money to county parks or recreation facilities;

3 (c) A person, living or deceased, who has made other significant
4 contributions to county parks or recreational programs over a period of several
5 years that have provided substantial benefits to the general public; or

6 (d) Any other person, entity, or matter based on considerations
7 determined appropriate by the council including, but not limited to, the name of a
8 neighborhood or natural feature as described in subsection (2) of this section or a
9 legal obligation associated with contractual naming rights.

10 (4) All names of county parks and recreation facilities must be consistent
11 with the following policies:

12 (a) A county park or recreation facility shall not be assigned a name that
13 by contemporary community standards is derogatory, offensive, distasteful, or in
14 violation of generally accepted moral standards.

15 (b) The following names should usually be avoided:

16 (i) Names of other public entities, including names of cities, towns, and
17 governmental agencies, unless the entity contributes significantly to the
18 establishment or maintenance of the park or facility; and

19 (ii) Names that may be confused with an existing park or recreation facility
20 located within the county.

21 (c) The following names are encouraged:

22 (i) Names that describe the primary use of a park or recreation facility;

23 (ii) Names that lend dignity to a park or recreation facility;

24 (iv) Names that represent enduring values, honor, or merit rather than
25 passing notoriety or popularity; and

26 (v) Names that are commensurate with the importance of the facility.

27 (d) Interior features of a park or recreation facility may be assigned
28 names other than that of the park or facility in which they are located.

29 (5) County residents may petition the county to name a county park or
30 recreation facility as provided in this subsection.

31 (a) A petition to name a county park or recreation facility must:

32 (i) Be filed with the department;

33 (ii) Be signed by 50 or more county residents, whose residence
34 addresses shall be stated on the petition;

35 (iii) Identify the name to be assigned the park or recreation facility and
36 provide a statement of reasons for the assignment and an explanation of how the
37 name is consistent with the policies set out in subsection (4) of this section;

38 (iv) Designate a contact person, whose residence address and telephone
39 number shall be stated on the petition;

40 (v) Include or be accompanied by relevant documentation; and

41 (vi) Contain any additional information required by the department.

42 (b) The department may solicit petitions through a formal request for
43 proposal process if approved in advance by the county council.

44 (c) The department shall review each petition for compliance with this

1 section and forward the petition to the advisory board established by SCC
2 2.16.030. The department shall confer with the advisory board regarding the
3 merits of the petition and thereafter file with the clerk of the council written
4 recommendations for disposition of the petition of both the department and the
5 advisory board. The recommendations shall be filed within 60 days after the
6 petition is filed with the department.

7 (d) The county council will consider the petition and recommendations
8 and take such action on the petition as it considers appropriate, if any.

9 (6) If the county council assigns a name to a county park or recreation
10 facility, the department shall in consultation with the department of facilities
11 management identify the park or facility with appropriate signage.

12 (7) This section shall not limit the ability of the county council to name or
13 change the name of any county park or recreation facility after such other
14 procedure as the council determines appropriate, which may include advice or
15 recommendations of the department or advisory board established by SCC
16 2.16.030.

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18 Section 2. Snohomish County Code Section 2.16.100, last amended by
19 Amended Ordinance No. 07-015 on March 21, 2007, is amended to read:

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21 **2.16.100 Duties of the advisory board.**

22 The advisory board shall advise, consult, and assist the director of parks
23 and recreation and the parks division manager in recommending to the executive
24 and council, actions on the following:

- 25 (1) Master plan for county parks;
26 (2) Parks and recreation comprehensive plan;
27 (3) Capital improvement programs;
28 (4) Budgets;
29 (5) Rate schedules;
30 (6) Rules and regulations;
31 (7) Planning and operation of the Kayak Golf Course; ~~((and))~~
32 (8) Names of county parks and recreation facilities pursuant to SCC

33 2.18.070; and

- 34 (9) Other matters as requested.

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36 Section 3. A new section is added to Chapter 4.46 of the Snohomish County
37 Code to read:

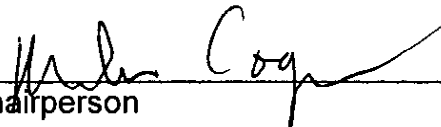
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39 **4.46.165 Assignment of names to county buildings and other facilities.**

40 Except as provided in SCC 2.18.070 for county parks and recreation
41 facilities managed by the department of parks and recreation, authority to assign
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1 names to county buildings, parks, and other facilities shall be vested exclusively
2 in the county council.

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4 PASSED this 28th day of October, 2009.

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6 SNOHOMISH COUNTY COUNCIL
7 Snohomish County, Washington

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11 Chairperson

12 ATTEST:

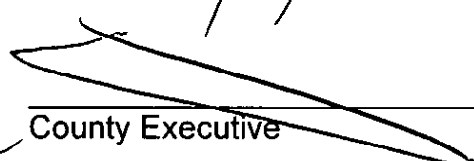
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15 Clerk of the Council, *ASST.*

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18 APPROVED

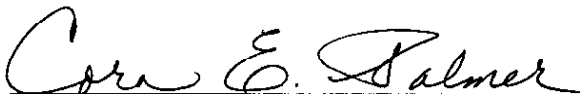
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DATE: 11/5/09


County Executive

ATTEST:



MARK SOINE
Deputy Executive

Approved as to form only:


Deputy Prosecuting Attorney