

Appendix E:

Park Dedication / Naming Rights Example

**CITY OF STEVENS POINT
PUBLIC PARK AND FACILITY NAMING POLICY**

1. **Purpose**
To establish a consistent and formal policy and process for naming public parklands, parks and recreational facilities which the community may accept and readily identify with.

2. **Scope**
It will identify significant historical, geological and ecological areas located within the community. Also, it would give suitable recognition to individuals who make a sizeable monetary contribution or have contributed to the growth and development of the city.

3. **Responsibility**
The Parks Commission shall be responsible for recommending to the Common Council the naming or change in name for all assigned public Park and Recreation areas in the City of Stevens Point. However, notwithstanding this provision the Common Council shall not be precluded from naming a Park or Facility.

4. **Objectives and Goals**
 - A. The names should be purposeful, suitable, symbolic, and should fall under one of the classifications provided within this policy.
 - B. Names of facilities should be adopted before dedication of a facility or before development begins on a new facility.
 - C. Names will not be for living persons except when substantial donations are offered to the community for park and recreational purposes and when the donor stipulates a name as being a part of that donation or when a living person makes a substantial commitment of time and effort to improve the quality of life in the community. In such cases the Parks Commission shall recommend that the Council accept or reject such an offer.
 - D. Names for public officials will not be used without thorough justification and, in most cases, the person should be honored posthumously.
 - E. Names of individuals will be considered only if that person was actively involved in giving unselfishly of herself/himself for the betterment of the community. It will be necessary for this individual to have strong community support.

5. **Procedure**
 - A. Requests or proposals for adopting a specified name for a particular Park or Recreation area shall be submitted to the Parks Commission in written form along with thorough documentation giving the reasons for the selection of the proposed name.
 - B. After a name is decided upon by the Parks Commission, public notice of the recommended Qualifying Name will occur in the City's official newspaper. Citizen comments and recommendations must be in writing to the Director of Parks and Recreation and received prior to the next Common Council meeting for approval.
 - C. For an individual (excluding historically significant individuals) to be considered, that person must have contributed significantly to the acquisition or development of the park or facility or to the park system overall. The recommended name must

be accompanied by a biographical sketch which shall provide evidence of contributions to the park, facility, or park system overall.

6. **Selection Criteria**

Park and Recreation areas /facilities may be named:

- A. For location, such as the name of an adjacent street or the related plat or subdivision.
- B. For a geologic, geographic, historical, botanical, horticultural or scientific feature inherent to the area.
- C. To honor a person or groups:
 - 1. When a major donation has been made to the City for a park/facility wherein the donor stipulates a name as being a consideration of a donation, and donation is deemed suitable for recreational purposes, the Parks Commission shall make a recommendation to the Common Council as to accepting or rejecting such an offer.
 - 2. An organization, business, or group for whom a park/facility is to be named should meet the following criteria:
 - A. It should not be political or religious in nature unless it has had a unique and important place in the areas history.
 - B. It should be a local organization, business, or group, unless if a non-local group, it has performed some outstanding service for the area.
- D. To show gratitude to an individual:

When it seems appropriate to name a park/facility in honor of a person, it should be one who has made a major contribution to the community and/or has been instrumental in acquiring the area, and will be subject to the discretion of the Parks Commission.
- E. Classifications - These classifications are in order of priority.
 - Places and Features
 - 1. Natural phenomenon
 - 2. Recognizable area or neighborhood
 - 3. Descriptive
 - 4. Horticultural, zoological, environmental
 - 5. Assumed name (commonly used name)
 - Historic Events
 - 1. Battles
 - 2. Discoveries
 - 3. Explorations
 - 4. Community development
 - Organizations
 - 1. Civic
 - 2. Veterans
 - 3. Fraternal
 - 4. Other

Person's Name

1. Large donors
2. Historical groups
3. Local hero
4. National hero
5. National official
6. State official
7. Local official
8. Local individual(s)

Great Ideas or Causes

1. Ecological
2. Friendship
3. Independence
4. Peace

7. **Adoption**

A group may ask to adopt a park or recreation facility for improvement or maintenance purposes, and in return the park or facility could be named after that group. A written agreement should be signed specifically detailing the future responsibilities of the group adopting the park or facility and any name change must first be approved by the Common Council.

8. **Other Naming Alternatives**

1. Parks and facilities that are donated to the City can be named by deed restriction by the donor. The naming and acceptance of land is subject to approval by the Parks Commission and Common Council.
2. Special names for new facilities or areas within a park (i.e. playgrounds, shelters, etc.) will be allowed under stated classifications and criteria when donations result in a substantial contribution to the proposed facility. (Generally 50% or more of the proposed cost of the facility). These names will be recommended to the Common Council for final approval.

9. **Frequency, Repetition, Segmentation**

Generally, individuals and/or groups recognized (named) with one park or facility cannot be recognized with additional parks or facilities. Groups are not allowed to identify parks or facilities by using local chapters, numbers, troops, etc.

10. **Renaming**

1. The renaming of parks and facilities is strongly discouraged. It is recommended that efforts to change a name be subject to the most critical examination so as not to diminish the original justification for the name or discount the value of the prior contributors.
2. Only those parks and facilities named for geographic location, outstanding feature or subdivision should be considered for renaming. Parks named by deed

restriction cannot be considered for renaming.

3. In order for a park or facility to be considered for renaming the following must occur:
 - a. The recommended name must qualify according to Section 6 of this policy, and;
 - b. Be accompanied by a petition from the particular park or facility users.

11. **Use of Plaques and Markers**

1. This means of recognition will be used to honor individuals and organizations for the community or designate history of a particular property. All plaques, markers, memorials or monuments placed on parkland must be approved by the Parks Commission as to design and placement.
2. All plaques, markers, and memorials are subject to the same naming criteria in Section 6 of this policy.
3. Because of their proneness to vandalism and maintenance, plaques, markers, and memorials should be used sparingly.
4. Designed to blend with and compliment the existing Parks and Recreation Department Sign policy, and Plaques, Markers, and Memorials Policy, and must be reviewed and approved by the Commission.
5. A written maintenance agreement for each plaque/marker/memorial shall be developed and signed by the Director of Parks and Recreation and donor individual/organization.
6. The Commissions first priority is to use the Community Foundation Tree Memorial program as a means of recognition.

12. **Contest**

Contests may be used for naming parks or facilities providing they meet the approval of the Parks Commission and Common Council.

13. **Groundbreaking and Dedication**

When a new park is given or a facility constructed and ready for public use, a certain amount of public relations work should accompany the occasion. The purpose is to bring awareness to the public of a new property or facility for public use. Media tools to be used include radio, T.V. (cable), video, newspaper, magazine, Internet, etc.

14. **Grandfather Clause**

All existing park and recreational facilities named prior to adoption of this policy are under a grandfather clause with respect to this policy.