



CITY OF MARSHFIELD, WISCONSIN POLICIES AND PROCEDURES

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CHAPTER 6: Parks and Recreation

SUBJECT: Policy for Naming of Parks and Recreation Facilities

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APPROVED BY:

John White Jr., Chairperson
Parks, Recreation, and Forestry Committee

Date

I. PURPOSE

- A. The naming of Park and Recreation facilities shall be the responsibility of the Park, Recreation and Forestry Committee. Names will be recommended to the Common Council for final approval.

II. CRITERIA

- A. The names must be: purposeful, suitable, symbolic, uncontroversial and must fall under one of the classifications provided within this policy.
- B. If at all possible, names should be adopted before dedication of a facility or before development begins on a new facility.
- C. Names should not be for a living person except when substantial donations are offered to the community for park and recreational purposes and wherein the donor stipulates a name as being a consideration of that donation. In such cases, the Park, Recreation and Forestry Committee recommend that the Common 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 himself/herself for the betterment of the Community. It will be necessary for this individual to have strong community support. Individuals should be considered posthumously.
- F. Signage bearing an approved name shall be consistent in size and shape with the existing signage system and shall be recommended by the Park, Recreation and Forestry Committee to the Common Council for approval.

III. CLASSIFICATIONS (Not in order of priority)

Places and Features

Recognizable area or neighborhood
Assumed name (commonly used name)
Natural phenomenon
Horticultural, Zoological, Environmental
Descriptive

Persons Name

Large donors
Historical groups
Local war heroes
National war heroes
National official
Local official
State official
Local individuals

Organizations

Civic
Veterans
Fraternal
Other

Historic Events

Battles
Explorations
Discoveries
Community Development

Great Ideas or Causes

Ecological
Friendship
Independence
Peace

IV. ADOPTION

- A. A group may ask to adopt a park or recreation facility for improvement or maintenance purposes and in return, the park or facility may be named after that group. an written agreement should be signed specifically detailing the future responsibilities of the group adopting the park or facility as to how and in what form the group will fulfill this sponsorship.

V. NAMES CHANGES

- A. When names become ineffectual and/or inappropriate due to lack of public acceptance, then changing of park and/or facility name should be undertaken. The new name must follow the criteria allowed herein and must be recommended by the Park, Recreation and Forestry Committee. These name changes will be recommended to the Common Council for final approval.

VI. NAMING OF SECTIONS WITHIN PARKS

- A. Special names for new facilities or areas within a park 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.

VII. FREQUENCY, REPETITION, SEGMENTATION

- A. 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.

VIII. USE OF PLAQUES AND MARKERS

- A. 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 Park, Recreation and Forestry Committee as to design and placement prior to the erection.

IX. CONTESTS

- A. Contests may not be used for naming parks and/or facilities.

X. GROUNDBREAKING AND DEDICATIONS

- A. 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.

POLICY END.