

## **PARK/FACILITY NAMING POLICY**

DRAFT V4. Original policy adopted by City Council: February 13, 2023

**Purpose:** The purpose of this policy is to establish a set of standard procedures and guidelines for the naming and renaming of parks, recreational areas and facilities owned and/or operated by the City of Madison Heights. This policy will guide name recognition and establish its uniform application. It is realized that responsibility for naming city parks, recreational areas and facilities lies with the City Council.

The City Council will rely on input, and recommendations made by the Historical Commission, City Staff, and City Councilmembers for the naming city parks, recreational areas, fields, and facilities.

### **Policy Objectives:**

- Assure the quality of the title/name, so that it will serve the purpose of the city in a permanent manner.
- Inspire historical awareness of the people, and actions taken, that moved our city forward - while providing recognition to those who made incredible contributions to our city.
- Encourage and recognize the dedication of lands, or donations by individuals or groups.

### **Criteria for areas that Qualify for Naming Parks, Facilities, and Amenities:**

#### **A. Nominee criteria (one or more of the following):**

- An elected official who has contributed extraordinary service of no less than ten years to the betterment of the City.
- A person or group who significantly contributed to the acquisition or development of the park/facility.
- Provision of significant funding (more than 50% total project cost) that underwrites the cost of renovation or construction of city property. Financial underwriting shall be broadly defined as substantial monetary contributions that completely or significantly enable city projects such as parks, buildings or property acquisition to occur. This may include monetary gifts and/or grants that leverage federal, state and local funding for such projects or complete donation of land. In the event that a significant amount of money is donated, the character of the deceased will be investigated as appropriate.
- 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 City Council.

#### **B. Naming Criteria:**

- An outstanding feature of the area. (example: park, building, green space, pavilion)

- Commonly recognized subjects of historical significance such as: event, group, culture or place.
- Naming may not conflict with public grant funding policies established by state and/or federal grant funding programs.

**C. Exclusions:**

- Profane, discriminatory or derogatory names related to age, race, religion, creed, national origin, sex, color, marital status, disability, sexual orientation, political affiliation or other similar categories.
- Names that cause confusion due to duplication or that sound too similar to existing named locations within the City or surrounding areas.
- Names of companies whose business is substantially derived from the sale of alcohol, tobacco, firearms, pornography, and/or other practices considered unsuitable or inappropriate.
- Names of appointed or elected officials currently in office, or current City employees. The reuse of former facility names other than for a reconstruction of the same facility in the same location.
- Names that would result in the overt commercialization of City facility.
- The dedication of small park amenities with an identifiable lifespan and not intended to be permanent such as fixed park benches and tables can be dedicated to but not named.

**D. Re-naming:**

The intent of naming is for permanent recognition of deserving individuals. The renaming of parks and facilities should be considered only in cases where the individual's influence on the city matches that of those previously honored. It is recommended that efforts to change a name be subject to the most crucial examination, so as not to diminish the original justification for the name, or discount the value of the prior contributors.

**Procedure:**

- Once per year, the Historical Commission will formally nominate up to 3 qualified candidates for naming recognition to City Council.
  - Recommendations will describe in detail why the candidate merits such recognition.
  - While special circumstances may warrant it, the preferred practice is to approve or consider only one naming a year, with other recommendations deferred for future consideration.
- The City Manager shall forward naming recommendations to the City Council for inclusion in a council meeting agenda with all provided backup and justification included.
- The City Council shall allow for public input and comment during "Meeting Open to the Public" prior to taking formal action on the recommendation.

- The City Council will confirm park, recreation areas and facility names by resolution. The City Council has final approval and may reject, or postpone, any naming or renaming request.

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