

PARK/FACILITY NAMING POLICY

Adopted by City Council: July 26, 2021

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 rely on input and recommendations by a City Boards, City Staff, 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.
- Encourage public participation, careful review, and input in order to fully represent the best interest of the area affected.
- Encourage and recognize the dedication of lands, or donations by individuals or groups.

Criteria for areas that Qualify for Naming:

- 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.
- A person or group who significantly contributed to the acquisition or development of the park/facility.
- A person, deceased more than two (2) years, who provided an exceptional service in the interest of the park system as a whole or for the community as a whole.
- A person, living that has contributed extraordinary service or no less than ten years to the services of the City.
- Naming may be considered based on the 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.

- Naming may not conflict with public grant funding policies established by state and/or federal grant funding programs.

Exclusions:

- Cumbersome, corrupted or modified names, 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, marijuana, 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.

Renaming:

The intent of naming is for permanent recognition. The renaming of parks and facilities is strongly discouraged. 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. Parks named for subjects, other than individuals, may be changed in name only if the current name is ineffectual or inappropriate.

Procedure:

- Staff, City Boards, city residents, community leaders and organizations interested in proposing a name for a park, recreational area, or facility must submit written recommendations, petitions, etc. for presentation to the City Manager for consideration by the City Council.
 - Recommendations need describe in detail why the candidate merits such recognition. All such recommendations shall be submitted no later than November of each year for Council consideration during upcoming council workshops (typically in March).
 - Preferred practice it so approve or consider no more than one naming a year with other recommendations deferred for future consideration.
- When naming after a person or persons, written documentation of approval by next of kin to be honored (if available/possible) is required as part of the proposal.

- The City Manager shall forward naming recommendations to the City Council with all provided backup and justification.
- The City Council shall allow for public input and comment at a public hearing 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 any naming or renaming request.