

Public Park and Facility Naming Policy

Originally Adopted by New Prague City Council: 1/20/2004

Amended by the City Council: 3/18/19

Purpose

To establish a formal policy and process for naming public parklands and recreational facilities in New Prague. A sound policy can add meaning and significance that embody the value and heritage of this community.

Authorization

The Park Board shall be responsible for recommending to the City Council the naming of all public parks and recreational facilities in the city, subject to the approval of the City Council.

Objectives

1. Provide name identification for individual parks and recreational facilities.
2. Provide for citizen input into the process of naming parks and facilities as enumerated above.
3. Ensure control for the naming of parks and recreational facilities by the City Council through the recommendations of the Park Board.

Qualifying Names

A. Names should provide some form of individual identity related to:

1. The geographic location of the facility.
2. An outstanding feature of the facility.
3. The adjoining subdivision.
4. Commonly recognized historical event, group or individual.

B. Naming Parks After People/ Organizations

1. *When 50 percent or more of the value of the property is donated by the person or organization.
2. *When 50 percent or more of the cost of development is donated by the person or organization.
3. When a major contribution has been made by the person or organization to the enhancement of the quality of life in the community.
4. To recognize an individual for outstanding service for the good of the community. Quality of the contribution should be considered along with the length of service by the individual - this to be fully substantiated by person making recommendation.

*Excludes developers' land dedication

Naming Process

1. At the time parkland or facility is acquired but before development occurs, the Park Board will assign a nondescript temporary working name for the area or facility.
2. Once the development is initiated, public notice will be in the City's official newspaper seeking citizen input on the naming the park or facility. The Park Board will receive naming applications for review.
3. After a name is decided upon by the Park Board, public notice of the recommended Qualifying Name will occur twice during a sixty (60) day period in the City's official newspaper. Citizen comments and recommendations must be in writing to the Park Board and be postmarked within the sixty (60) day public notice period.
4. 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 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.
5. After the sixty (60) day public notice period, the Park board, well submit the recommended name to the City council for final approval.

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 discounting 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. Parks and facilities named after individuals should never be changed unless it is found that the individual's personal character is or was such that the continued use of their name for a park or facility would not be in the best interest of the community.
4. In order for a park or facility to be considered for renaming, the following must occur:

The recommended name must qualify and; be accompanied by a petition from the particular park or facility users.

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 Park Board and City Council.
2. Facilities within parks, i.e. playgrounds, picnic shelters, geographical features, etc. can be named separately from the parks and facilities they are in, subject to the general approving policies.

Plaques, Markers, Memorials

1. All plaques, markers, and memorials (other than those that are associated with the Memorial Park Bench and Tree Program) are subject to the same naming criteria as in this policy.
2. Because of their proneness to vandalism and maintenance, plaques, markers, and memorials should be used sparingly.
3. The Park Board establishes the style, size, and placement of all plaques, markers, and memorials.
4. All plaques, markers and memorials are to be paid for by the requesting party, including any future replacements thereof.
5. Small plaques acknowledging a donation may be affixed to the donated item, proportionate to the physical size of the donated item or fiscal amount of the contribution.
6. Acknowledgement of contributions may also be considered by way of “Sponsorship” on signage located in the park for as long as the donations continue. The amount of the donation shall be significant, and reasonably proportionate to the cost of the park’s operations, as determined by the Park Board and City Council.
7. Small plaques acknowledging a historical owner’s/family’s tie to a portion of a park, or geographical feature, may be considered to be placed on signage within the park, where the park as a whole is not already named for that former owner or family.