

CITY OF WHITEWATER POLICY		TITLE: Park Naming Policy
POLICY SOURCE: Parks and Recreation Department	Parks and Recreation Board Approval Date: January 4, 2007 Revised: December 7, 20009	TEXT NAME: G:\Park & Rec\General Information\Policy\ Park Naming Policy

I. PURPOSE

The purpose of the policy is to establish standard procedures and guidelines for the naming of public parklands and facilities owned and/or operated by the City of Whitewater and under the jurisdiction of the Parks and Recreation Department.

This policy may not be consistent with existing names of city areas and facilities. No suggestion is made or intended that existing names be changed. This policy is a basis for future decisions.

II. AUTHORIZATION

The naming of sites shall be the function of the Parks and Recreation Board, **with final approval coming from the Common Council of the City of Whitewater**. Through the Board, diversity, balance and creativity will be sought during adoption of names.

All requests for the proposed naming of a facility must go through the Parks and Recreation Board, **with only approved recommendations forwarded to the Common Council**.

III. Objectives

- A. Provide name identification for individual parks, park area or park facility.
- B. Provide criteria for citizen input into the process of naming parks, park areas or facilities.
- C. Insure that the naming of parks, park areas, or park facilities is controlled **by the City of Whitewater Common Council** through the Parks and Recreation Board with advice from Parks and Recreation and DPW staff.

IV. Qualifying Names

Names submitted for consideration should provide some form of individual identity in relation to the following:

- A. The geographic location of the facility. This includes descriptive names.
- B. An outstanding feature of the facility.
- C. An adjoining subdivision, street, school or natural feature.
- D. A commonly recognized historical event, group, organization or individual (living or deceased).

- E. An individual or organization that contributed significantly to the acquisition or development of the facility to be named. This can include either a deed or substantial monetary contribution, or contribution toward acquisition and/or development of the park or facility (typically not less than 50 percent of the value of the property or improvements).
- F. Outstanding accomplishments by an individual 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.
- G. An individual who provided an exceptional service in the interest of the park system as a whole. Typically, while serving in a public office, public officials should not be considered as a candidate for naming.
- H. Any naming of a facility to recognize a sponsor or donation should meet the requirements of the Sponsorship Policy as adopted by the Parks & Recreation Board.

V. Naming Process – Existing Un-named Facilities

- A. Working in cooperation with the Parks and Recreation Department, individuals, groups and organizations interested in proposing a name for an existing un-named park area or facility must do so in writing. This proposal shall be presented to the Director of Parks and Recreation for consideration by the Parks and Recreation Board.
- B. A written description of qualifications for the name being considered must be submitted at this time. This should include location of the facility, any outstanding features of the site, detailed biographical information on an individual being recommended for a name and a narrative explaining the justification of the naming of the facility.
- C. The Parks and Recreation Board will seek input on a name request at the regular monthly meeting and will allow 30 days following their meeting for public comment.
- D. A notice of naming a facility will be published in the Whitewater Register and posted on the city website and local cable access to offer a chance for citizen comment.
- E. The Parks and Recreation Board will act on each request made, and if approved, **will forward to the Common Council for approval** following the 30 days for public comment.
- F. Only approvals of a proposed name for a facility will be forwarded to the Common Council.

VI. Naming Process – New Facilities

**** A temporary name will be designated by Parks and Recreation staff for identification during the “waiting period” of acquisition and/or development of the park area or facility and the formal naming process.**

- A. Working in cooperation with the Parks and Recreation Department, individuals, groups and organizations interested in proposing a name for a new un-named park area or facility must do so in writing. This proposal shall be presented to the Director of Parks and Recreation for consideration by the Parks and Recreation Board.
- B. A written description of qualifications for the name being considered must be submitted at this time. This should include location of the facility, any outstanding features of the site, detailed biographical information on an individual being recommended for a name and a narrative explaining the justification of the naming of the facility.
- C. The Parks and Recreation Board will seek input on a name request at the regular monthly meeting and will allow 30 days following their meeting for public comment.

- D. A notice of naming a facility will be published in the Whitewater Register and posted on the city website and local cable access to offer a chance for citizen comment.
- E. The Parks and Recreation Board will act on each request made, and if approved, **will forward to the Common Council for approval** following the 30 days for public comment.
- F. Only approvals of a proposed name for a facility will be forwarded to the Common Council.

This policy will still allow naming of the park contests to be held through various means that have prior approval of the Parks and Recreation Board. The renaming of parks and facilities will be strongly discouraged. Critical examination will be conducted to insure that renaming the park will not diminish the original justification for the name or the prior contributors. Renaming will follow the same procedures as naming the park.

- A. Only parks and facilities named for geographic location, outstanding feature or subdivision should be considered for renaming. Parks that have been named by deed restriction shall not be considered for renaming.
- B. Parks and facilities named after individuals shall never be changed unless it is found that because of the individual's character the continued use of their name would not be in the best interest of the community.

VII. Signs, Plaques and Markers

The Director of Parks and Recreation, or designee, *must coordinate placement* of any signs, plaques or markers. They must be designed to blend with and complement the existing Parks and Recreation Department signs, plaques and markers. The signs, plaques or markers must comply with existing municipal codes and have *the approval of the Director of Neighborhood Services and/or the Plan and Architectural Review Commission.*