

## **Department of Community Resources**

### **Guidelines**

#### **Naming/Renaming of Parks, Recreational/Cultural Facilities, and Major Features**

This document was reviewed by the Advisory Commission for an Inclusive Community (ACIC). Recommendations made by the ACIC, as a result of their review, were presented to Lakewood City Council officers on Monday, March 28, 2011. Those recommendations were agreed upon by Lakewood City Council and incorporated into these guidelines.

#### **Introduction**

The naming or renaming of parks, recreational and cultural facilities or major features is a complex and sometimes emotionally evocative process since assigning a name is a powerful and permanent identity for a public place and/or facility. The naming or renaming of these facilities often requires significant resources in terms of changing names on signs, maps and literature. In addition, excessive and constant name changing can be the source of confusion to the public. This document is designed to provide guidance to those that have an interest in the naming and or renaming of the City's parks, recreation facilities and/or major features.

#### **Guiding Statement**

The City of Lakewood, Department of Community Resources, discourages the naming or renaming of parks, recreational/cultural facilities and major features. However, when requests are made for naming or renaming of parks, facilities or major features, the Department will only consider the request for circumstances that will best serve the interest of the City and ensure a worthy and enduring legacy for the City's park and recreation system.

To this end, the Department of Community Resources will consider naming requests within the following broad categories:

##### **Historic Events, People and Places**

The history of a major event, place or person may play an important role in the naming or renaming of a park as communities often wish to preserve and honor the history of a city, its founders, other historical figures, its heritage, local landmarks and prominent geographical locations, natural or geological features through the naming of parks.

##### **Outstanding Individuals**

The City has benefited, through its evolution, from the contributions made by many outstanding individuals. This category is designed to acknowledge the

sustained contribution that has been made by such individuals to the City and the development and management of the City's park and recreation system.

### **Major Gifts**

Over the years, the City of Lakewood and its Department of Community Resources have benefited from the generosity of some of its residents, businesses and foundations. On occasion, the significance of such donations may warrant consideration being given to a request for naming/renaming from either the donor or another party, or the Department itself as acknowledgement of such a gift. The naming/renaming of parks and recreation/cultural facilities are strongly discouraged. However, naming/renaming of major features will be considered and in support of the General Principles of this document.

### **Definitions**

**Naming:** the permanent name assigned by the City Council via a resolution to a given facility.

**Open Space/Parks:** all real property under stewardship of the Department of Community Resources.

**Buildings:** major structures that house Department programs such as community/recreation centers, cultural facilities and specialized facilities.

**Major Features:** major permanent components of parks and recreational facilities such as swimming pools, pavilions, tennis courts, sports fields, playgrounds, water features as well as rooms and galleries located within buildings which fall under the stewardship of the Department of Community Resources.

**Donations:** a donation of property, goods or cash generally with no expectation of return. If the gift is contingent upon a special request, it is made subject to "condition".

### **Guiding Principles**

#### **General Principles**

In considering proposals for the naming or renaming of a park and/or recreational/cultural facility, the following general principles will be taken into account either collectively or individually.

When naming a new park and/or a recreational facility, the proposed name will:

- Engender a strong positive image.
- Be appropriate having regard to the park's/recreational/cultural facility's location and/or history.
- Have historical, cultural or social significance for future generations.

- Commemorate places, people or events that are of continued importance to the City.
- Have symbolic value that transcends its ordinary meaning or use and enhances the character and identity of the park and/or recreational facility.
- Have public support.
- Shall not result in the undue commercialization of the park and/or recreational facility if it accompanies a corporate gift.

***Renaming a park and/or a recreational facility***

Proposals to rename parks and/or facilities whether for a major gift or community request are not encouraged. Likewise, names that have become widely accepted by the community will not be abandoned unless there are compelling reasons and public sentiment from the broader community for doing so. In all cases where renaming is proposed for a facility, public meetings will be held to gather comments and inform the community. Historical or commonly used place names will be preserved wherever possible.

***Naming/renaming parks, facilities or major features for Outstanding Individuals***

Naming or renaming a park and/or facility for an outstanding individual will only be considered for those who have been deceased for at least seven years and where that person's significance and good reputation have been accepted in the City's history. Advocates will bear some portion of the costs associated with the naming or renaming request, and will be determined on a case by case basis and specific to the site in question.

In considering the naming/renaming of a park and/or facility after a deceased person, priority will be given to those who made a sustained and lasting contribution to:

- Lakewood's parks and recreation system
- The City of Lakewood

***Naming/renaming for Historic Events, People and Places***

When a park or facility is associated with or located near events, people and places of historic, cultural or social significance, consideration will be given to naming that park or facility after such events, people and places. In considering such proposals, the relationship of the event, person or place to the park and/or facility must be demonstrated through research and documentation.

***Naming/renaming for major donations***

From time to time, a significant donation may be made to the City that will add considerable value to the park and recreation system.

As a guideline, the threshold for considering the naming of a park and/or facility will include one or more of the following:

- Land for the majority of the park deeded to the City.
- Contribution of a substantial amount towards the capital construction costs associated with developing the park/facility or major feature.
- Provision of an endowment for the continued maintenance and/or programming of the park/facility/major feature.

Donors seeking naming rights for major donations with respect to an individual will be encouraged to follow the principles that apply to naming a park for an outstanding person. Exceptions to this will be considered on their own merits. The Department of Community Resources reserves the right to rename any park and/or facility if the person or entity for whom it is named turns out to be disreputable or subsequently acts in a disreputable way.

### ***Purchasing Naming Rights by a Corporate or Business Entity***

Consistent with the Department's ongoing resource development efforts, the naming of parks, facilities or major features with a company name may be considered. City of Lakewood and the Department of Community Resources discourages the naming of "parks" or "facilities" for a Corporate or Business Entity. Naming and/or renaming of a major feature may be considered as a result of a major gift and compliant with the General Principles set forth in this document. Further, the Department of Community Resources, in the event of a naming/renaming, will address corporate logos, insignias or brands that may be requested based on compliance with the City of Lakewood's sign code and in a way that does not over commercialize the site. As a guideline but not a limitation, naming rights are subject to the principles outlined under the **Major Donations** and **General Principles** section of this document and within the Department's Partnership Policy.

### ***Other considerations***

To minimize confusion, parks will not be subdivided for the purpose of naming unless there are readily identifiable physical divisions such as roads or waterways. However, naming of specific major recreational facilities within parks will be permitted under these circumstances; such names should be different from the park name to avoid confusion.

All signs that indicate the name of a park and/or facility shall comply with the City's graphic and design standards. Specialized naming signage may be considered by the approval of the Director of Community Resources.

### ***Naming text***

As the Department of Community Resources operates a large and diverse park system, it is important that the naming text, when deemed appropriate, assist in communicating the type of development and use. Should the name of the initial corporation or business

change, additional funds will be required to rename the site or feature. The following terms will be applied as part of the naming process:

- **“Park”** applies to all parks that have been or will be developed primarily for recreational purposes. Such parks usually involve a high degree of landscape and/or recreational facility development.
- **“Greenbelt/Nature/Open Space”** applies to all parks where the primary purpose is the conservation of the natural environment. Such parks generally will have little to no development.
- **“Major Facilities and Features”** may be identified as to their intended purpose e.g. recreation center, swimming pool, baseball field, picnic pavilion, inline hockey rink, etc.

### **Procedures and Guidelines**

These procedures and guidelines have been established to ensure that the naming or renaming of parks and/or facilities is approached in a consistent manner.

#### ***Requests for naming/renaming of parks and/or facilities***

All requests shall be made in writing to the Director of the Department of Community Resources.

Requests should contain the following minimum information:

- The proposed name
- Reasons for the proposed name
- Written documentation indicating community support for the proposed name
- Description/map showing location and boundaries of the park
- If proposing to name a facility within a park, include a description/map showing the location of the facility
- If proposing to rename a park or facility, include justification for changing an established name
- If proposing to name a park or facility after an outstanding person, include documentation of that person’s significance and good reputation in the City’s history

#### ***Assessing and approving naming/renaming requests***

Upon receipt of a naming request the following shall take place:

- The request will be reviewed for its adherence to the policies of the Department of Community Resources.
- Ensure that supporting information has been authenticated, particularly when an individual’s name is proposed.

- Should the findings be determined by the Department to have merit, subsequent action required will be identified by the Director of the Department of Community Resources, which includes informing neighboring residents in close proximity to the specific site.
- Once neighborhood residents have been informed of the request for a naming or renaming change, additional actions may be taken including review by the Parks, Trails and Open Space sub-committee; the formation of an additional review committee as may be appropriate; public meetings to inform and secure comments and other means that may be determined based on the proposed naming/renaming of a site.

***Communicating naming/renaming decisions***

The Director of the Department of Community Resources or their designee will be responsible for communicating the final decision within two weeks of such decision. Recommendations to name or rename a “park” or “facility” will be reviewed by City Council who will make the final decision and direction for the naming or renaming of a site.

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