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 Stoughton.

II. AUTHORIZATION

The naming of sites shall be the function of the Community Affairs Committee, or study group named by the Committee. Through this group, diversity, balance and creativity will be sought during adoption of names. These names will be recommended to the Stoughton City Council for final approval.

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 Stoughton City Council through recommendations from the Community Affairs Committee with advice from 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.

V. OTHER NAMING ALTERNATIVES

A. 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 rights are not guaranteed if the donation of parkland is a dedication as required by the subdivision ordinance (parkland dedication).

B. Facilities within a park can be named separately from the park and/or facility in which they are located, subject to the general guidelines outlined in this policy.

VI. NAMING PROCESS – EXISTING UN-NAMED FACILITIES

A. Individuals, groups and/or organizations interested in proposing a name for an existing un-named park area or facility must do so in writing, presented to the Parks and Recreation Director, for consideration by the Community Affairs Committee.

B. The Community Affairs Committee will conduct a public meeting on the request and allow 30 days following the public meeting for public comment.

C. The Committee will recommend to the City Council action on the request following appropriate publication (press release, cable, Tower Times).

VII. NAMING PROCESS – NEW FACILITIES

A. A temporary name will be designated by City staff for identification during acquisition and/or development of the park area or facility.

B. Individuals, group and/or organization may suggest names for the park or facility in writing, presented to the Parks and Recreation Director, for consideration by the Community Affairs Committee.

C. The Community Affairs Committee will appoint a study group to make a name recommendation. This group may choose from a variety of means to select a name (citizen contests, recommendations from previous owners, historical review of the site, etc.) but in all cases, citizen involvement is encouraged.

D. The Community Affairs Committee will conduct a public meeting on the suggested name and allow 30 days following the public meeting for public comment.

E. The Committee will recommend to the City Council action on the request following the 30 days for public comment.

VIII. PARK RENAMING

Critical examination will be conducted to ensure 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 not 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.

IX. PLAQUES, MARKERS AND MEMORIALS

The Community Affairs Committee, or its designee, must approve any plaques, markers or memorials. All parties involved must agree upon a written maintenance agreement for each plaque/marker/memorial before they are installed.

All memorials must be designed to blend with and compliment the existing Parks and Recreation Department signs, plaques, markers, and memorials.

APPROVED BY THE COMMON COUNCIL: February 24, 2004

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