

# Memo

To: Village Board

From: Chris Clark, Director of Parks, Recreation, & Forestry

Re: Village Park and Facility Naming Policy

Date: January 15, 2019

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## Background Information:

The purpose of this policy is to establish a consistent and formal policy and process for naming public parklands and parks and recreational facilities which the community may accept and readily identify with.

This policy will identify village parklands, recreation sights, or significant historical, geological and ecological areas located within the community. Also, it would give suitable recognition to individuals who make a sizeable financial contribution or have contributed to the growth and development of the village.

In addition, this policy will provide for potential revenue generation by the village or village affiliated organizations for the improvement to village parklands or facilities. Naming would be allowed for financial contributions to development or operations. Included in the policy are some guidelines for naming timelines and contribution amounts. This list is not all inclusive or firm as they are starting guidelines.

Ultimately, the Village Board will be responsible for the approval of all such naming of any parkland, recreation area, or facility.

## Previous Information/Action:

The Village of Allouez Parks, Recreation, and Forestry Committee recommended adoption of this policy at the November 27, 2018 meeting with the following revisions:

- The policy should be reviewed at least every five years to make sure fee structures and timelines are still relevant.
- Any signage needed for naming or sponsorships should be paid for by the sponsoring entity.
- All previously named facilities should be rolled into the policy once the timeline for that item has been reached per the guidelines in the policy.
- Staff should produce a simple contract agreement to be used for sponsorships and naming opportunities.

Budget Item/Funding:

N/A

Staff Recommendation:

Staff recommends the Village Board approve the policy with the revisions as presented by the Parks, Recreation, and Forestry Committee. Clarification of the "Grandfather Clause" should be determined.

Attachments:

- Village Park and Facility Naming Policy Draft
- Sponsorship Guidelines



## PARKS, RECREATION, AND FORESTRY DEPARTMENT

### DEPARTMENT POLICY

POLICY TITLE: Village Park and Facility Naming

DATE ADOPTED: October 23, 2018

PURPOSE: To establish a consistent and formal policy and process for naming public parklands and parks and recreational facilities which the community may accept and readily identify with.

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#### 1. **SCOPE**

This policy will identify village parklands, recreation sights, or significant historical, geological and ecological areas located within the community. Also, it would give suitable recognition to individuals who make a sizeable financial contribution or have contributed to the growth and development of the village.

#### 2. **RESPONSIBILITY**

The Parks, Recreation, and Forestry Committee shall be responsible for recommending to the Village Board the naming or change in name for all assigned public park and recreation areas in the Village of Allouez. However, notwithstanding this provision, the Village Board shall not be precluded from naming a park or facility.

#### 3. **OBJECTIVES AND GOALS**

- A. Provide name identification for village parkland and recreation sites.
- B. Provide name identification wherever appropriate for public buildings, structures, facilities, or specified areas.
- C. Provide for citizen input into the process of naming parks and facilities.
- D. Ensure control for the naming of parks and facilities by the Village Board through the recommendations of the Parks, Recreation, and Forestry Committee.

**4. PROCEDURE**

- A. Requests or proposals for adopting a specified name for a particular park, recreation area, or facility shall be submitted to the Parks, Recreation, and Forestry Committee in written form along with thorough documentation giving the reasons for the selection of the proposed name.
- B. Following name approval by the Parks, Recreation, and Forestry Committee, public notice of the recommended Qualifying Name will occur in the Village's official newspaper, Village website, social media, and public notice posting locations. Citizen comments and recommendations must be in writing utilizing the Park Naming Citizen Comment Form and will be received for 30 days from notice at the office of the Director of Parks, Recreation, and Forestry.
- C. Following the proposal, Committee approval, and notice period, the Village Board will take action on final approval of said name.

**5. QUALIFYING NAMES**

At the time new parkland or a facility is acquired, the Director of Parks, Recreation, and Forestry will assign a temporary name to the location for working and development purposes.

Park and Recreation areas/facilities may be named for:

- A. The geographical location of the park or facility.
- B. An outstanding feature of the park or facility.
- C. The adjoining subdivision or historical district.
- D. Commonly recognized historical event, group, or individual.
- E. An individual or group that has contributed significantly to the acquisition or development of the park or facility. This can include either through deed or substantial financial contributions.
- F. An individual or group that has provided an exceptional service to the community or in the interest of the park and recreation system as a whole.

**6. RENAMING**

- A. 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 discount the value of the prior contributors.
- B. Only those parks and facilities named for geographic location, outstanding feature or subdivision/district should be considered for renaming. Parks named by deed restriction cannot be considered for renaming.
- C. Parks and facilities named after individuals should never be changed unless it is found that individual's personal character is or was such that the continued use of their name would not be in the best interest of the village.
- D. In order for a park or facility to be considered for renaming the following must occur:
  - 1. The recommended name must qualify according to Section 5 of this policy, and;

2. Be accompanied by a petition from the particular park or facility users.

**7. SELECTION CRITERIA**

- A. The name should be purposeful, suitable, symbolic, and should fall under one of the classifications provided within this policy.
- B. To honor an individual or group:
  1. When it seems appropriate to name a park/facility in honor of a person, it should be one who has made a major contribution to the community and/or has been instrumental in acquiring the area, and will be subject to the discretion of the Parks, Recreation, and Forestry Committee.
  2. When a major donation has been made to the Village for a park/facility wherein the donor stipulates a name as being a consideration of a donation, and the donation is deemed suitable for recreational purposes, the Parks, Recreation, and Forestry Committee shall make a recommendation to the Village Board as to accepting or rejecting such an offer.
  3. An organization, business, or group for whom a park/facility is to be named should meet the following criteria:
    - a. It should not be political or religious in nature unless it has had a unique and important place in the area's history.
    - b. It should be a local organization, business, or group. A non-local group may be considered if it has performed some outstanding service for the area.
- C. Names for public officials should not be used without thorough justification and, in most cases, the person should be honored posthumously.
- D. Names of individuals will be considered only if that person was actively involved in giving unselfishly of herself/himself for the betterment of the community. It will be necessary for this individual to have strong community support.
- E. 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 or to the park system overall. The recommended name must be accompanied by a biographical description which shall provide evidence of contributions to the park, facility, or park system overall.

**8. OTHER NAMING ALTERNATIVES**

- A. Special names for facilities or recreation areas within a park (i.e. playgrounds, shelters, athletic fields, courts, etc.) may be named separately from the park or facility they are in, subject to this policy.
- B. Sponsorship/naming of these types of facilities or recreation areas may be utilized by the Village or a village affiliated organization to assist with the development of a park or recreation area. This may include but not limited to corporate sponsorships or naming rights for a stated time frame; never into perpetuity.
- C. Use of the attached park sponsorship guidelines for qualifying timelines, dollar amounts, and recognition should be utilized.
- D. These names will be recommended to the Parks, Recreation, and Forestry Committee

for final approval.

**9. USE OF SIGNAGE, PLAQUES, AND MARKERS (RECOGNITION)**

- A. The use of plaques, signage, and markers to describe park properties, recreation areas, facilities, or parts therein must be approved by the Director of Parks, Recreation, and Forestry.
- B. Plaques, signage, and markers shall be designed to blend with and complement the existing Parks, Recreation, and Forestry Department signage.
- C. Park and recreation site naming signage should be of monument style located at a prominent entrance to the property. Such signage design and size shall adhere to the village sign codes.
- D. Sponsorship signage on Village parklands and recreation sites shall follow the Temporary Advertising / Sponsorship Signage in Village Parks policy.

**10. CONTEST**

Contests may be used for naming parks or facilities providing they meet the criteria of this policy and approval of the Parks, Recreation, and Forestry Committee and Village Board.

**11. GRANDFATHER CLAUSE**

All existing park and recreational sites and facilities named prior to adoption of this policy are under a grandfather clause with respect to this policy.

**PARK SPONSORSHIP GUIDELINES (an addendum to the Allouez Village Park and Facility Naming Policy)**

The following guidelines should be utilized (or considered) by the Village of Allouez or a village affiliated organization in conjunction with the Park Naming Policy for the recognition of individuals, groups, businesses, or corporation that contribute to the village's park and recreation system. These guidelines are not all inclusive and should be used as a starting point for financial contributions and recognition.

Sponsor recognition will be a bronze plaque with sponsor's name/logo affixed to or in a prominent location to the sponsoring item. Athletic field sponsorship banners shall follow the guidelines per the Temporary Sponsorship Signage in Village Parks policy.

ITEM	AMOUNT	TIMELINE
Building, shelter, gazebo, scorebooth, etc.	Building cost (\$250k)	10-25 years
Athletic field (football, soccer, baseball/softball)	\$100,000	10 years
Playground / play equipment / exercise stations	\$50,000	20 years
Courts (basketball, tennis/pickleball, volleyball)	\$30,000	5 years
Dugout, batting cage	\$15,000	5 years
Room (in a building)	\$10,000	5 years
Bleachers	\$10,000	5 years
Scoreboard	\$10,000	5 years
Shade structure	\$10-15k	5 years
Pier / dock / launch	\$50,000	10 years
Pedestrian bridge	Bridge cost	25 years
Trail	Trail cost	25 years
Boardwalk	\$10,000	10 years
Flagpole	\$5000	5 years
Artwork	Artwork cost	Life of piece
Park bench / picnic table	\$750	
Athletic fence sponsorship banner	\$5000	5 years

