

CHAPTER 1 Parks and Park Facilities Naming Policy

SECTION 1.01 Policy Purpose

To provide standards and guidance for the naming or renaming of public parklands, features, and facilities under the authority of the Village of McFarland (herein after “Village”) for community recognition, sponsorship opportunities, and other identification needs.

SECTION 1.02 Authorization

The Parks and Recreation Committee (herein after “PRC”) shall have the responsibility to consider and make recommendations regarding requests for the naming of sites. The PRC shall make its recommendation to the Village Board who, in its sole discretion, shall consider and take final action regarding requests for the naming of parks, park facilities, and major features. Diversity, balance, and creativity will be sought through the selection and recommendation process.

SECTION 1.03 Definitions

- (a) **Amenities:** Smaller furnishings and facilities in the parks system such as benches, drinking fountain, tables, etc. Amenities are not formally named but recognition for donated amenities is possible.
- (b) **Donations:** A gift 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”.
- (c) **Major Feature:** Components of park facilities, e.g. sports fields, tennis courts, playgrounds, shelters, fountains, artwork, physical features, or distinctive natural elements.
- (d) **Naming:** The name approved by the Village Board to a given park, park facility, and/or major feature.
- (e) **Naming Request:** The proposal to name or rename a park, park facility, and/or major feature.
- (f) **Park:** All lands dedicated as a park, garden, natural open space, conservancy, woodland, and other specialized parks under the stewardship of the Public Works Department.
- (g) **Park Facility:** Major structures such as community centers, pools, and pavilions within lands under the oversight of the Village.

SECTION 1.04 Objectives

- (a) Provide name identification for individual parks, park facilities, or major features.
- (b) Encourage philanthropic support of parks, major features, and amenities.
- (c) Provide criteria for citizen input into the process of naming parks, park facilities, or major features.
- (d) Ensure that naming of parks, park facilities, or major features is approved by the Village Board after receiving recommendations from the PRC.
- (e) Align the policy with the development of parks within new Village subdivisions.

SECTION 1.05 Selection Criteria

The naming of Village parks and/or park facilities should be reserved for circumstances that serve the interest of the Village and ensure a worthy and enduring legacy. Therefore, the potential names should be drawn from the following broad categories for consideration:

- (a) **Geographic Location or Natural Feature.** This can include reference to the natural aspects of the park, its adjacency to a natural feature, or proximity to an adjoining subdivision or street.
- (b) **Historic Events or People.** When considering a naming request to recognize events, people, and places of historic cultural or social significance, requests must demonstrate this significance through research and documentation and show there is continued importance to the city, region, state, and/or nation.
- (c) **Outstanding Individual.** This category is designed to acknowledge the sustained contribution that has been made by such individuals to the Village and/or the development and management of the Village's park system. Quality of the contribution should be considered in kind along with the length of service by the individual. The Applicant requesting the naming shall be responsible to fully substantiate the contributions made by this individual.
- (d) **Major Donations.**
 - (1) Submission of a naming request to recognize a donation in honor of or at the request of the donor will be considered. The threshold for naming under these circumstances will include one or more of the following:
 - (i) Land for the majority of the park was deeded to the Village.
 - (ii) Largest single contributor of the capital construction costs associated with the development of the park and/or park facility.

- (iii) Establishment of a minimum time period for an endowment to be determined at the discretion of the Village for the continued maintenance and/or programming of the park and/or park facility.

(e) **Donation of a Major Feature.**

- (1) Naming of major features will be considered. The threshold for naming under these circumstances will include one or more of the following:
 - (i) Contribution of 100% of the capital construction costs associated with the development of the major feature.
 - (ii) Establishment of a minimum time period for an endowment to be determined at the discretion of the Village for the repair and maintenance of the donated major feature.

(f) **Other Considerations.**

- (1) 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 individual. Exceptions to this will be considered on their own merits at the discretion of the PRC and approval of the Village Board. Naming parks and/or park facilities with a company name is not permitted; however, company names will be considered for major features. Corporate logos, insignias, brands, or direct advertising text shall not be included within the proposed name requested.
- (2) Renaming proposals, whether for a major gift or by 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 strong public sentiment from the broader community for doing so. Historical or commonly used place names will be preserved wherever possible.
- (3) 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 facilities within parks will be permitted. Under these circumstances, such names should be different to the park name to avoid user confusion.
- (4) All signs that indicate the proposed name shall comply with the style guide established for the Village brand. Specialized naming signage not adhering to brand standards will not be permitted.

- (5) The PRC reserves the right to recommend to the Village Board the renaming any park, park facility, and/or major feature if it is found that the continued use of the name would not be in the best interest of the Community.
- (6) In accordance with Section 2-385(e) regarding recommendations on parkland dedications and proposed park improvements within new subdivisions, the PRC shall review and include as part of their recommendation the proposed name of the park submitted as part of the project.
- (7) The Village may make application to change the name of a park, park facility, and/or major feature subject to the terms of this policy. In such cases the PRC will review the request and make recommendation to the Village Board for final approval.

SECTION 1.06 Procedures

The following procedures have been established to ensure that naming requests are considered in a consistent manner:

- (a) All naming requests shall be made by submitting an application.
- (b) The naming application will contain the following minimum information:
 - (1) The proposed name.
 - (2) Written narrative justifying the reasons for the proposed name.
 - (3) Written documentation indicating community support for the proposed name.
 - (4) Description/map showing location and boundaries of the park.
 - (5) If proposing to name a facility or major feature within a park, include a description/map showing the location of the facility.
 - (6) If proposing to rename a park or facility, include justification for changing an established name.
 - (7) If proposing to name a park or facility after an outstanding person, include documentation of that person's significance and good reputation in the Village's, State's, or Nation's history.

- (c) Upon receipt of a naming request, the following assessment shall be applied by the Village to consider the request:
- (1) Review the proposed request for its adherence to the policies of the Village and to ensure it is in the best interest of the Community.
 - (2) Ensure that supporting information has been authenticated, particularly when an individual's name is proposed.
 - (3) Seek input from relevant neighborhood associations, historical groups, and other organizations, if deemed appropriate.
 - (4) Upon completion of Items (c)(1)-(3) above, the Director of Public Works, or his/her designee, will determine if the application is complete and if compliant with policy send to the PRC for review and recommendation.
 - (5) The PRC will allow for at least two meetings to consider naming requests once a recommendation has been provided by the Director of Public Works.
 - (i) **First Meeting.** The naming request shall only be introduced for discussion as part of the PRC's first consideration. Additionally, public comment will be solicited regarding the naming request as part of the discussion. The Village shall use regular and available means of communication to announce the naming request as it has been presented prior to the meeting.
 - (ii) **Second Meeting.** Following the introduction in the first meeting and the receipt of public comments, the PRC may take action to forward a recommendation of the naming request to the Village Board.