

# CHAPTER 1      Parks and Park Facilities Naming Rights Policy

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## SECTION 1.01      Policy Purpose

The purpose is to establish a policy to provide standards and guidance for the naming or renaming of public parklands, features, and facilities under the jurisdiction of the Village of McFarland (herein after “Village”). The naming of existing Village parklands, features, and facilities may not have been determined within the scope of this policy. As such, existing names do not need to be changed to expressly conform to this policy. It is intended that this policy shall serve as the basis for future naming as may be desired.

## SECTION 1.02      Authorization

The Parks, Recreation, and Natural Resources (herein after “PRNR”) Committee shall have the responsibility to consider and make recommendations regarding requests for the naming of sites. The PRNR Committee 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 sites. 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 traditionally designed parks, gardens, natural open spaces, woodlands, and specialized parks under the stewardship of the Public Works Department.
- (g) **Park Facility:** Major structures such as community centers, pools, and enclosed pavilions within lands under the oversight of the Village.

#### **SECTION 1.04 Objectives**

- (a) Provide name identification for individual parks, park areas, park facilities, or major features.
- (b) Provide criteria for citizen input into the process of naming parks, park areas, park facilities, or major features.
- (c) Insure that naming of parks, park areas, park facilities, or major features is approved by the Village Board after receiving recommendations from the PRNR Committee.

#### **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. Preference will be given to a request in which the individual has a tie to the park being requested to be named. Naming requests for an outstanding individual is encouraged only for those who have been deceased for at least three years in order to ensure that person's significance and good reputation have been accepted. This provision can be waived at the Village Board's directive. The naming requests for people who may have lost their lives due to war or a tragic event will be considered only after the shock of such event, a minimum of three years, has lessened within the community.

(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) Contribution of a minimum of 50% of the capital construction costs associated with the development of the park and/or park facility.
  - (iii) Establishment of a minimum 20-year endowment 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, but the threshold is as follows:
  - (i) Contribution of 100% of the capital construction costs associated with the development of the major feature.
  - (ii) Establishment of a long term endowment 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 PRNR Committee 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 naming requests.
- (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 Village graphic and design standards. Specialized naming signage will not be permitted.
- (5) The PRNR Committee reserves the right to recommend to the Village Board the renaming any park, park facility, and/or major feature if the person, entity, or event for which it is named turns demonstrates malfeasance, is found to be disingenuous, and/or subsequently acts in a disreputable way.

## **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 to the Director of Public Works.
- (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.

- (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, a recommendation will be provided to the PRNR Committee by the Director of Public Works, or his/her designee, regarding the naming request that has been proposed.
- (5) The PRNR Committee 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 only as part of the PRNR Committee's first consideration. Public comment will be solicited by the Village regarding the naming request prior to the second meeting. The Village shall use regular and available means of communication to announce the naming request as it has been presented. A Class I Public Hearing notice will be issued in conjunction with the Second Meeting for the Committee to receive comments from the Public regarding the naming request.
  - (ii) **Second Meeting.** Following the introduction in the first meeting and the solicitation of public comments, the PRNR Committee may take action following a Public Hearing to forward a recommendation of the naming request to the Village Board.
- (6) The recommendation of the PRNR Committee and Director of Public Works regarding the naming request will be presented to the Village Board for consideration and final action.