

**City of New London
Parks and Recreation Department**

Park Naming Policy

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 New London and under the jurisdiction of the Parks and Recreation Department.

Authorization

The naming of sites shall be the function of the Parks and Recreation Committee. Through the Committee, diversity, balance and creativity will be sought during adoption of names.

All requests for the proposed naming of a facility must go through the Parks and Recreation Committee, with only approved recommendations forwarded to the Common Council for final approval.

Objectives

- A. Provide a 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 New London Common Council through recommendations from the Parks and Recreation Committee with advice from Parks and Recreation Staff.

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. The 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 non-profit organization that contributed significantly to the acquisition or development of the facility 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. For Profit organizations may be considered for naming rights in the City of New London.
- G. Outstanding accomplishments by an individual for the good of the community. Quality of the contribution should be considered along with length of service by the individual – this is to be fully substantiated by person making the recommendation.

- H. 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.

Naming Process – Existing Un-named Facilities

- A. Working in cooperation with the Parks and Recreation Department, individuals, groups and organizations interested in proposing a name for an existing un-named park area or facility must do so in writing. This proposal shall be presented to the Director of Parks and Recreation for consideration by the Parks and Recreation Committee.
- B. A written description of qualifications for the name being considered must be submitted at this time. This should include location of the facility, any outstanding features or the site, detailed biographical information on an individual being recommended for a name and a narrative explaining the justification for the naming of the facility.
- C. The Parks and Recreation Committee will seek input on a name request at their regular monthly meetings and will allow 60 days following their meeting for public comment.
- D. A notice of naming a facility will be published on the City's local cable station (Cable 3) or the Parks and Recreation Activity Guide and/or the Cities official newspaper (Press Star) to offer a chance for citizen comment.
- E. The Parks and Recreation Committee will act on each request made, and if approved, will recommend to the Common Council action on the request following the 60 days for public comment.
- F. Only approvals of a proposed name for a facility will be forwarded to the Common Council.

Naming Process – New Facilities

- A. A temporary name will be designated by Parks and Recreation staff for identification during acquisition and/or development of the park area or facility.
- B. Working cooperation with the Parks and Recreation Department, individuals, groups or organizations interested in proposing a name for a new, un-named park area or facility must do so in writing. This proposal shall be presented to the Director of Parks and Recreation for consideration by the Parks and Recreation Committee.
- C. A written description of qualifications for the name being considered must be submitted at this time. This should include location of the facility, any outstanding features of the site, detailed biographical information on an individual being recommended for a name and a narrative explaining the justification for the naming of the facility.
- D. The Parks and Recreation Committee will seek input on a name request at their regular monthly meetings and will allow 60 days following their meeting for public comment.

- E. A notice of naming a facility will be published on the City's local cable station (Cable 3) or the Parks and Recreation Activity Guide (whichever is appropriate) and/or the Cities official Newspaper (Press Star) to offer a chance for citizen comment.
- F. The Parks and Recreation Committee will act on each request made, and if approved, will recommend to the Common Council action on the request following 60 days for public comment.
- G. Only approvals of a proposed name for a facility will be forwarded to the Common Council.
- H. All naming requests can be denied at any time by the Parks and Recreation Committee or the Common Council.

This policy will still allow naming of the park contests to be held through various means that have prior approval of the Parks and Recreation Committee.

The renaming of parks and facilities will be strongly discouraged. Critical examination will be conducted to insure 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, but must also be accompanied by a petition from the park or facility users as well as the residents surrounding the area.

- A. Only parks and facilities named for geographic location, outstanding feature or subdivision should be considered for re-naming. Parks that have been named by deed restriction shall not be considered for re-naming.
- B. Parks and facilities named after individuals shall never 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.
- C. Parks and facilities included on the sponsorship list by not be named unless sponsorship requested is fulfilled.

Sign, Plaques, and Markers

The Director of Parks and Recreation, or designee, must approve any signs, plaques, or markers. They must be designed to blend with and compliment the existing Parks and Recreation Department signs, plaques, and markers.

Written on: 2/6/07

Approved by Park & Rec Committee: 3/6/2007

Approved by City Council: 3/13/2007