

CITY OF MARYSVILLE AGENDA BILL

EXECUTIVE SUMMARY FOR ACTION

CITY COUNCIL MEETING DATE: 2/12/18

AGENDA ITEM:	
City Commemorative Naming Policy Recommendation	
PREPARED BY:	DIRECTOR APPROVAL:
Jim Ballew	
DEPARTMENT:	
Parks, Culture and Recreation	
ATTACHMENTS:	
Recommended Policy	
BUDGET CODE:	AMOUNT:
SUMMARY:	

The Marysville Parks, Culture and Recreation Advisory Board has assisted in the development of a Commemorative Naming Policy for City Council review. The Board reviewed examples from several public jurisdictions and has created a draft document for review and implementation if the City Council approves.

The draft Policy provides definitions, responsibilities and procedures regarding a process to determine naming of public facilities in the future.

<p>RECOMMENDED ACTION: Staff recommends the City Council consider implementation of the draft Commemorative Naming Policy as recommended by the Parks, Culture and Recreation Advisory Board.</p>
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City of Marysville Commemorative Naming Policy
DRAFT Passed by Parks, Culture and Recreation Advisory Board January 9, 2018

Commemorative naming refers to the naming of a property in recognition of geographic, cultural, natural and/or geological features or in honor of outstanding achievement, distinctive service, or significant community contribution, generally without financial consideration. Naming rights refers to the granting by the owner the right to name a piece of property or portions of a property usually granted in exchange for financial consideration.

This policy is intended to cover commemorative naming. A companion policy regarding naming rights, once developed and approved, will address requests to name park and recreation facilities in exchange for financial consideration.

The City of Marysville finds that it is in the best interest of the community to develop a formal process for requests to commemoratively name parks and recreation facilities, including designated features or elements within a park or facility. The City deems it desirable, and in the public interest, to establish a set of guidelines and procedures for the selection of names for parks and recreational facilities. It is a function of the Marysville Parks, Culture and Recreation Advisory Board to make recommendations to the City Council about the naming of parks, trails, open spaces, recreation areas or other facilities.

The purpose of this policy is to provide a systematic and consistent approach when considering commemorative naming proposals for parks, facilities, and related features with park and recreation areas. It addresses as-yet unnamed parks and recreation facilities as well as renaming of existing parks and recreation facilities under certain limited circumstances.

1.0 POLICY

It is the policy of the Marysville Parks, Culture and Recreation Department to:

1.1 Ensure that parks, recreational areas, facilities and features within such areas are easily identified and located.

1.2 Ensure that given names to parks, recreational areas, facilities and features are consistent with the values and character of the area or neighborhood served and avoid names similar to or duplicative to existing parks and recreation facilities or indoor /outdoor feature.

1.3 Encourage a commemorative naming process to occur and name assigned prior to construction of new park and recreation facilities. In the absence of any naming requests, interim placeholder names may be assigned by the Parks, Culture and Recreation Director or designee, when property is initially acquired or purchased but shall comply with this commemorative naming policy.

1.4 Encourage neighborhood and public participation in the commemorative naming, renaming and dedication of parks, recreation areas and facilities using print, broadcast and electronic media, including direct mail, public opinion and on-line surveys, public forums, etc. No persons shall be prohibited from proposing or requesting a commemorative name nor excluded from participating in the naming process for any reason.

1.5 Encourage the dedication of lands, facilities or donations by individuals and/or groups.

1.6 Ensure commemorative naming recognition will be compatible with the physical attributes of a location.

1.7 Ensure proposals or requests for commemorative naming comply with established policies as described herein or subsequently amended.

1.8 Strongly discourage commemorative naming referencing a living person except when a significant gift or donation of land and/or financial contribution is made and the donor stipulates naming the park or recreation facility as a condition of the gift(s). As applicable, such circumstances shall be coordinated with local foundation(s) or community non-profit organizations, or other entity facilitating such gifts.

1.9 Strongly discourage proposals or requests for renaming of existing park and recreation facilities. Renaming of such assets carries greater burden of process, as tradition and continuity of name and community identification are important community values.

Only those parks and recreation facilities named for geographic, cultural, natural and/or geological features or subdivision shall be considered for renaming. No asset shall be renamed if the name was a condition of a gift, donation or deed restriction and the noncompliance with that condition would invalidate the gift, donation or deed.

1.10 Reject commemorative naming requests that propose a name associated with an individual or family who sells a property to the City for fair market value, unless the seller stipulates naming the future park or recreation facility as a condition of the sale.

1.11 Only consider commemorative naming requests or proposals of individuals deceased for at least 1 year or greater from the individuals' recorded death.

1.12 Ensure commemorative naming requests or proposals not conflict with the terms and conditions of any existing City lease, tenant agreement or other contract.

2.0 DEFINITIONS

2.1 Marysville Parks, Culture and Recreation Department (MPCR) – Parks, Culture and Recreation administrative office managed by a Director who oversees programs to provide park, trail, open space, sports fields, recreation services and cultural arts. The Director is authorized to administer policies directing business decisions for the department, including the Commemorative Naming of Park and Recreation Facilities policy. The Director, at their sole discretion, may designate responsible persons to manage assigned programs and services.

2.2 Marysville Parks, Culture and Recreation Advisory Board (MPCRAB) – created by ordinance and appointed by the City Council. The MPCRAB advises the City Council, Department Director and other city service areas concerning formulation of policy, plans and programs to carry out duties of parks and recreation services.

2.3 Parks, Culture and Recreation facilities – Includes (a) developed and undeveloped neighborhood, community and regional parks; (b) trails; (c) undeveloped open space/natural areas; (d) community centers; (e) special use facilities (e.g. sports fields, disc golf courses, dog parks, skateboarding facilities, etc.; and (f) specific features within a larger park or recreation facility (e.g. climbing wall, tennis courts, picnic shelters, sports fields, etc.)

3.0 RESPONSIBILITY

3.1 The MPCRCD Director, or designee, shall oversee the commemorative naming of parks and recreation facilities and coordinate the review of proposals, requests and process consistent with this policy.

3.2 The MPCRCD Director shall have the authority to independently review and recommend commemorative naming proposals for designated features or elements within a park or facility to the MPCRAB for final approval.

3.3 The City of Marysville Parks, Culture and Recreation Advisory Board (MPCRAB) shall consider and take action on requests and proposals for commemorative naming of park and recreation facilities. Upon recommendation, the request or proposal shall be advanced to the appropriate local legislative body for approval. The MPCRAB shall have final review and approve/reject commemorative naming proposals for designated features or elements within a park or facility.

3.4 The Marysville City Council shall have final approval regarding commemorative naming requests or proposals for parks, trails, open spaces and recreation or other facilities.

4.0 PROCEDURES

4.1 Any person, group or organization may submit a written proposal or request to commemoratively name or rename a public park or recreation facility to the MPCRCD Director, or designee.

4.2 A written proposal or request shall include sufficient explanation to enable the MPCRCD Director, or designee, to make a determination that commemorative naming or renaming is justified and complies with this policy. Factors to be considered include, but are not limited to:

4.2.1 The proposed name and the reason for the naming or renaming

4.2.2 The background information, biographical information demonstrating the contribution or other factors associated with a person or place to be named.

4.2.3 Whether and to what extent the appropriate and/or impacted communities support the proposal.

4.2.4 In cases of proposals recognizing deceased individuals, documentation verifying that the living family members or relatives are in agreement with the proposal.

4.2.5 Any other factors, which would support the proposal or request, including consistency with this policy.

4.3 The City of Marysville Parks, Culture and Recreation Department may also initiate and facilitate a commemorative naming process associated with new park acquisitions and construction whereby neighborhoods and the public shall be invited to participate in the naming process consistent with these policies.

4.4 The MPCRCD Director, or designee's consideration regarding the naming or renaming of parks, recreation facilities or features within such areas, shall be guided by the following considerations:

4.4.1 Recognized geographic names and/or relative location of the park, facility, neighborhood, area, etc.

4.4.2 Natural or geological features proximate to the park or facility

4.4.3 Cultural or historical significance to the City, County or surrounding neighborhood

4.4.4 A deceased individual who made a significant community contribution, exhibited outstanding achievement, performed distinctive service or otherwise has well documented community support.

4.5 The MPCRCD Director, or designee, shall review the proposal for adherence to the stated policy criteria and authentication of statements, as well as existing features already named within a particular park or recreation facility, before advancing the proposal to the Parks and Recreation Advisory Commission. The MPCRCD Director, or designee, shall make reasonable attempts to confirm support and permission from the family or relatives of the deceased individual being proposed, as well as confirm biographical information. If the request is incomplete, the Director or designee will contact the applicant, in writing, and provide an opportunity to resubmit a revised request.

4.6 The Parks and Recreation Advisory Board shall consider the commemorative naming proposal upon it being advanced by the VCPRD Director, or designee, and shall offer the opportunity for public input. The Board shall review the proposal or request.

4.7 If recommended by the Board, the proposal shall be advanced to the City Council. The City Council shall approve all property (park, trail or open space) and building naming.

4.8 Special features within a park, trail, open space or the Director and the Parks, Culture and Recreation Advisory Board can name building with the approval (as per 6.1).

4.9 The requestor will be notified in writing of the action by the Parks and Recreation Advisory Commission and action by the local legislative body if subsequently advanced to them for approval.

4.10 Record of the approved name will be recorded in the MPCRDR park inventory database and all applicable records, signage and documentation shall be updated, as applicable, with the new name.

End of Policy