



CITY OF TRAVERSE CITY NAMING POLICY

FOR PARKS AND OTHER CITY OWNED AND OPERATED FACILITIES

I. Purpose.

The purpose of this naming policy is to set forth a uniform procedure and guidelines to be utilized in reviewing naming requests for City owned and operated parks and facilities.

II. Process for a Naming Proposal.

- A. An application for a naming proposal may be submitted by a City resident, any City board or commission, by resolution, or any person or organization proposing to donate a facility or park, or other significant improvement, or a major financial donation, toward the costs of such park, facility, or improvements.
- B. An application for a naming proposal shall be submitted to the Department of Public Services on an application form provided by the Department of Public Services along with the application fees as may be determined by resolution of the City Commission.
- C. Upon receipt of the application, if applicable, the Department of Public Services shall forward the application to the Neighborhood Association of the neighborhood in which the park or facility is located for its review and comment within 45 days from the date of the application.
- D. The application shall be review by the Department of Public Services and such other departments or units of the City affected for consistency with this Naming Policy.
- E. The application shall be forwarded to the Parks and Recreation Commission along with the Department's recommendation and the affected Neighborhood Association's comments, if any.
- F. The Parks and Recreation Commission shall review the application and hold a public hearing on the proposal with at least 14 days notice of the public hearing published in the local newspaper and make a recommendation to the City Commission to approve or deny the request following the public hearing.
- G. The City Commission shall approve or deny the request at a regular or special meeting of the City Commission.

III. Naming Guidelines.

A name for a City park or facility should provide some form of individual identity for the site. In considering naming requests the following general criteria should be used to determine whether the proposed name establishes an individual identity for the site and is appropriate for the site:

- A. Whether the proposed name too closely resembles an existing park or facility name.
- B. The function and purpose of the site, the geographic location and features of a site, the distinctive natural or geological features of the site, or the commonly recognized historical significance of a site.
- C. Commonly recognized past names used for the site.
- D. The wishes of the neighborhood in which the site is located.
- E. Parks and facilities may be named for a person or entity subject to the following conditions:
 - 1. If the request is to name a park or a facility for a person, the person must be deceased for a minimum of 2 years.
 - 2. The person or entity must have made a significant positive contribution to society or the community, a contribution to the park or facility without which the park or facility may not exist, or in which the individual's or entity's contributions enhanced a program or facility.
 - 3. Although parks and recreation facilities will not normally be named for living persons, exceptions to this policy may be made by the City Commission on recommendation of the Parks and Recreation Commission when the Commission finds one of the following:
 - a. The person nominated has made a substantial contribution (monetary or service) to the specific park or facility being named.
 - b. The person nominated has made a significant contribution to the community over an extended period of time.
 - c. The person nominated has received national recognition.

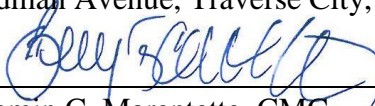
The application to name a park or facility after an entity or person shall set forth detailed information providing compelling support for a determination that the person or entity contributed to community or society as required by this Section. The responsibility for the cost of the plaque or monument indicating the name or entity for which the park or facility is named shall be as agreed between the City and the Applicant. The City will have the right to determine the size, style and type of sign for consistency with the current signing system in place.

- F. Such other conditions the City Commission may deem appropriate.
- G. As a general rule, portions of a park or facility will not have a name other than that of the entirety of the park or facility. Exceptions may be considered where a significant donation is made to sponsor an improvement or remodel to a facility or park in connection with the City's efforts to raise funds for such improvement or remodel or, in some cases, where a significant donation is offered in exchange for the naming of a room in a facility or a recognizably, distinctive portion of a park after a donor or a person or entity of the donor's choosing. Such facilities could also be dedicated in memory of a person and an appropriate plaque indicating such may be dedicated and placed at the facilities.
- H. Notwithstanding any other provision of this policy:
 - 1. A park or facility that has been donated by a person or entity with the condition that the park or facility be named as requested by the person or entity may be so named pursuant to the condition of the donation.
 - 2. A park or facility that has been acquired, improved, or renovated with funds from a grant or gift with the condition that the park or facility be named as required in the grant may be so named pursuant to the terms of the grant or gift.

IV. Renaming.

- A. Only parks and facilities named for geographic location, outstanding features, or neighborhood should be considered for renaming. Parks that have been named by deed restriction or other agreement shall not be considered for renaming.
- B. Parks and facilities named after individuals shall not 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 and such renaming is not otherwise prohibited by deed restriction or other agreement.

I hereby certify that the above policy was adopted by the City Commission of the City of Traverse City at its regular meeting of July 18, 2011, held in the Commission Chambers, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan.



Benjamin C. Marentette, CMC
City Clerk