



**City of Jeffersonville
Parks and Recreation Department**

Guidelines for Naming of Park Facilities

Definitions

1. "Parks and Recreational Facilities" will include the following:
 - a. Parks- All traditional designed parks, natural open spaces, historic sites, specialty parks (i.e. Aquatic Center), and trail systems under the Parks Department's jurisdiction or management.
 - b. Buildings- Significant park and recreation structures that house Park's Department programs.
 - c. Major Features- Major, permanent, components of park and recreational facilities (i.e. ball fields, swimming pools, tennis courts, playgrounds, large fountains, artwork, and rooms within buildings.
 - d. Amenities- Smaller furnishings and facilities in the park and recreation system (i.e. benches, memorials, tables, etc.). Amenities are not formally named, however recognition for donated amenities is covered in **2009-R-1**.

Background

Naming of parks and recreational facilities in the City of Jeffersonville (the City) is often complex and emotionally evocative since naming is a permanent identity for a public space. Jeffersonville has limited public resources for changing names on signs, maps, and literature and excessive naming of individual features in parks and recreational facilities can be confusing to the public. Approval of naming requests is a prestigious, cautious process that involves the Parks Advisory Board, Parks Superintendent, and Parks Authority/City Council. Consequently, the process for naming or renaming these public places needs to be carefully and thoughtfully undertaken and only when appropriate.

The policy of the Authority is to reserve the naming or renaming of parks and recreational facilities to those circumstances with tradition and practice have shown to best serve the interests of the City and assure a worthy and enduring legacy for the City's Parks Department. To this end, the Authority supports consideration of naming requests for the following categories:

- Exceptional Individuals- Recognition of an exceptional leader or dedicated supporter of the City of Jeffersonville, the City Parks Department, or the immediate community can

result in a community-supported-renaming or naming of a new park or recreational facility.

- Historic Events, Places, and Persons- The history of a major event or place or historic persons can play an important role in the naming or renaming of parks and recreation facilities. The public often expresses a strong desire to preserve and honor the history of the City, its founders, other historical figures, and local landmarks by giving certain parks and recreational facilities names of historic, social, and cultural significance.

General Principals

In considering any proposal to name or rename a Park, Building, or Major Feature, the following questions should be considered individually and collectively:

1. Will the name have historical, cultural, and social significance for generations to come?
2. Will the name promote a strong and positive image for the City Parks Department?
3. Will the name reflect that of an entity which holds a reputable and positive public image?
4. Will the name memorialize or commemorate people, places, or events that are of importance to the community, region, state, or county?
5. Will the name be identified with some major achievement of the public good within the community, region, state, or county?
6. Will the name be suitable for the park or recreational facility based on the location or history of the park, recreational facility, or surrounding neighborhood?
7. Will the name have symbolic value that will enhance the character and identify the park or recreational facility?
8. Will the naming request that accompanies a corporate gift result in the undue commercialization of the park or recreational facility?

Permanent Naming or Renaming for Exceptional Individuals

Park and Recreational Facilities shall not ordinarily be named for living persons, except in the event that an individual, family, or organization made a significant and tangible contribution or donation to, or has performed outstanding public service for the City of Jeffersonville, or in cases where such a name is stipulated as a condition of the donation or acquisition.

In cases where the permanent naming honors a living individual who has performed outstanding public service for the City of Jeffersonville, a period of one or more years must have lapsed between the service provided and the consideration of naming. Written consent of the individual being honored must be acquired prior to the official naming.

In cases where the permanent naming honors a deceased person, the individual must have been deceased for a period of one or more years prior to the consideration of naming, and written consent of the naming must be acquired from the decedent's next of kin.

Permanent Naming or Renaming for Historic Events, Places, and Person

When a Park or Recreational Facility is located near or otherwise associated with events, places, and people of historic, cultural, or social significance, it is appropriate to consider naming such Park or Recreational Facility after such events, places, and people. Naming of Parks or Recreational Facilities after people who perish or survive a tragic event or war should only be considered well after the public shock generated by the tragic event or war has lessened.

Corporate Sponsorships/Temporary Naming

Only Major Features which have not had a permanent name designated may be named temporarily for the purpose to generate funds for the City Parks and Recreation Department. Major Features may be issued temporary names for the duration of no more than ten (10) years in order to recognize the generous donations of Park and Recreation Sponsors. Rates and terms of temporary naming of specific Major Features are to be determined by the Parks Superintendent and agreed to by the Parks Authority/City Council prior to granting naming rights. Revenue acquired from Parks and Recreation Sponsors will be set aside in the appropriate account for the maintenance and upkeep of the Major Feature being sponsored, and/or the Park or Building of which the Major Feature is located.

Permanent Naming and Renaming Procedure

Requests for permanent naming or renaming of any Park, Building, or Major Feature may be submitted by any private citizen of the City, member of the Parks Authority/City Council, or member of the Parks Advisory Board in writing to the Parks and Recreation Superintendent. The Superintendent shall then present the request to the Parks Advisory Board at their next regularly scheduled meeting for consideration. Once the Parks Advisory Board has considered the request, the chairperson of said board shall then present the request -either directly or through the Superintendent- to the Parks Authority at the following regularly scheduled meeting with a favorable or unfavorable recommendation. Based on the recommendations of the Superintendent and Parks Advisory Board, the Parks Authority shall have the final consideration of the naming request. Consideration of any permanent naming request must be approved by the Parks Authority over a period of two readings, each on separate occasions, before becoming official. Renaming of previously named Parks and Recreation Facilities is strongly discouraged, but may follow the same procedure and must also be approved by the Parks Authority over a period of two readings, each on separate occasions, before becoming official.

Initial/Temporary Naming of New Parks

The Parks Superintendent shall hold the responsibility of temporarily naming new Parks and/or Recreational Facilities until the formal process laid out herein can be accommodated. Initial/Temporary names for Parks and Recreational Facilities should be vague and not be specific to any individual or event.

Reservation of Rights

The Parks Authority reserves the right to immediately remove any name association from a Park or Recreational Facility if the entity turns out to be disreputable or subsequently acts in a disreputable way.