



CITY COUNCIL AGENDA ITEM

Date: March 8, 2016

To: Troy City Council

From: Brian Kischnick, City Manager
Lori Grigg Bluhm, City Attorney
Kurt Bovensiepe, Public Works Manager
Elaine Bo, Recreation Director

Subject: Policy for Naming Public Parks and Public Amenities

The parks in the City of Troy have been named in accordance with a policy created by a City Council resolution. The last revision to this policy was passed by City Council in 2009 (Resolution #2009-08-248), based on recommendations from the Parks and Recreation Advisory Board. This policy was last used to name Milverton Park in 2010.

The current 5 Year Parks and Recreation Plan has a specific goal to: “Practice sound fiscal management of the parks and recreation system” and an objective to “Pursue funding sources for capital improvements operations, and maintenance including local sources, state and federal grant programs, sponsorships, fundraising committees, public-private partnerships and other sources.” In furtherance of this goal and objective, the Parks and Recreation Advisory Board and City Staff have developed a team to assist in raising funds for the development of the vacant City land on Livernois, across from Town Center Drive, into a proposed Dog Park. These efforts include fundraising events, crowd funding, and providing sponsorship opportunities. Additionally, City Council has also approved a Planned Unit Development to the south of the vacant land, which requires the developer to install improvements to the adjoining Dog Park site, including a paved parking lot, parking lot lights, utilities for a future restroom facility, a pond with fountain, walkways, and landscaping, which mutually benefits both sites. These improvements are expected to be completed by the fall of 2016.

In connection with these efforts, City Administration has reviewed the current policy for Naming Public Places Specific to Parks and Recreation, and noted that some adjustments would facilitate the creation of partnerships to improve our parks, meet the goals and objectives of the Parks and Recreation Plan. The proposed changes were presented to the Parks and Recreation Advisory Board on February 18, 2016, which unanimously approved and recommended to City Council. These are the major changes to the policy:

Include amenities in the policy

- Allow “Memorial” to be included in the name
- Qualify in-kind improvements to a park towards the minimum required 60% contribution of a group or organization
- Consider future commitments in satisfaction of the minimum required 60% contribution for a group or organization
- Allow a park to be named after a living individual that has made significant contributions to the community
- Streamline the park naming process, including modifications to the notification and public input process

A red lined and a clean copy of the proposed changes to the policy is attached for your consideration.

POLICY FOR NAMING PUBLIC PARKS AND PUBLIC AMENITIES

The following criteria is established for proposed names of parks or amenities:

1. Parks can be named for any of the following: a person or family, a group or organization, the function of the park or facility, neighborhood, location or other appropriate name.
2. All Troy Parks should ultimately be named. The City Council of the City of Troy reserves unto itself the authority and responsibility of naming public places including, but not limited to, public grounds and buildings.
3. Park names are permanent and shall not be changed unless the name is deemed inappropriate or reflects poorly on the image of the City.
4. Parks shall carry the name of the original property owner, if such was specified in the deed or purchase agreement or is a condition of the donation of property.
5. Naming a park after a group or organization may be considered if that group contributes 60% or more of the cost of development or improvement of that park. This minimum 60% contribution can also be satisfied by a group or organization's future significant and binding commitment to the future improvement of the park and/or the Troy community.
6. A park can be named for an individual or family that has made significant contributions to the community or to the development of the park.
7. Parks may be named for the neighborhood, abutting streets, schools or other well-known landmark.
8. Names featuring, representing, or including alcohol or tobacco products, or other places or products deemed unsuitable shall be rejected.

PROCEDURE FOR NAMING PARKS AND PUBLIC AMENITIES

The City of Troy City Manager or his/her designee will publicly post a notification for Troy residents that there is a need to name a parks or amenity. This notification should reach as many Troy citizens as possible and be made through multiple forms of communication. A special effort should be made to notify those neighborhoods or persons that would most likely use the park or facility. The notification shall set a deadline for the submission of proposed names for parks and other facilities.

Persons or groups recommending a park or amenity name shall follow this procedure:

1. Submit a letter to the City of Troy City Manager or his/her designee, outlining the recommendation and justification.
 - a. If the name proposed is for an individual, any or all of the following should be submitted: a biographical sketch, proof of significant contribution to Parks and Recreation or the Troy community, photo journal of family, projects, community contributions, awards, media articles, testimonial letters, etc. Parks may be named after a person when such person has made an outstanding, generally recognized contribution to the community.

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- b. Organizations/ Groups recommending a park name must submit excerpts of organization's minutes approving the request and a guarantee that they would contribute at least 60% of the park development or maintenance costs. Recommendations for park or public facility to be named after a group or organization must be accompanied by background information on the organization, its affiliation with the community, its contributions to the community and supporting evidence including but not limited to its charter.
 - c. Any resident can recommend a proposed name based on the neighborhood, landmark, streets, school, etc., and this recommendation should be in writing with the reasons the name is appropriate.

The City Council shall follow the procedure below:

1. After the deadline for nominations, the City Manager or his/her designee shall transmit all of the information that was timely submitted to the Parks and Recreation Advisory Board, and shall also make the information available to the general public.
2. The Parks and Recreation Advisory Board shall hold a public hearing, and based on the input received, shall make a recommendation for a park or amenity name to the Troy City Council, and shall detail the justification for the recommendation.
3. After the receipt of this recommendation, the City Manager or his/her designee will include the naming of the park or amenity as a regular business item on a subsequent City Council agenda, and will make all documentation received in the process available for public viewing and commentary.
4. Once presented with the regular business item, the City Council is responsible for making the final decision on the name for the park or amenity. City Council may approve the recommendation of the Parks and Recreation Advisory Board, or approve a new name for the park or amenity, or refer the matter back to the Parks and Recreation Advisory Board, or take any other action.
5. All records, documents, photographs and papers emanating from this process shall be forever retained in the records of the City of Troy and its archives.

Park Amenities

An amenity within an existing park may be named after an individual, group or organization. Any request of this type shall be initially submitted to the Parks and Recreation Advisory Board. The board will review the proposal to determine if the proposed facility conforms to the master park plan, and forward the request, with any recommendations, to the Troy City Council. The Board may also recommend a sponsorship or donation program to assist in the funding of the development of the park or public amenities. Any such recommendation should be forwarded to the Troy City Council for final approval. Once such a sponsorship or donation program is approved, then the City Manager or his or her designee can allow for the naming of the amenities in accordance with the approved policy.

Where an amenity is named after a living person, that person must remain a citizen in good standing for the name to remain.

The names will be reviewed by the Parks and Recreation Advisory Board after five years. As long as the effort and contribution of the group and the conditions of the amenity are satisfactory, the name will remain. If the conditions have changed, then the matter shall be referred to the Troy City Council, to provide the individual or organization with a due process hearing before the name will be removed.

Any amenity/facility donated by a group, organization or individual may have a recognition sign, funded by the group/organization. All signs must conform to the City of Troy's sign ordinance. The City Manager or his/her designee will approve signage location, size and type, etc.

Signs or plaques or other advertising featuring, representing, or including alcohol or tobacco products, or other places or products deemed unsuitable shall be rejected.

POLICY FOR NAMING PUBLIC PLACES SPECIFIC TO PARKS AND **PUBLIC AMENITIES** RECREATION

The following criteria is established for proposed names of parks ~~and/or public places~~ **or amenities**.

9. ~~Parks and recreational facilities~~ can be named for any of the following: a ~~deceased person~~ **or family**, a group **or organization**, the function of the park or facility, neighborhood, location or other appropriate name.
10. ~~All Troy Parks and Recreational facilities~~ should ultimately be named. The City Council of the City of Troy reserves unto itself the authority and responsibility of naming public places including, but not limited to, public grounds and buildings.
11. Park names are permanent and shall not be changed unless the name is deemed inappropriate or reflects poorly on the image of the City.
12. Parks shall carry the name of the original property owner, if such was specified in the deed or purchase agreement **or is a condition of the donation of property**.
13. ~~Parks shall not be referred to as "Memorial" in that such term generally becomes the common name and therefore would detract from the intent of naming the park after the individual being honored.~~
14. Naming a park after a group or organization may be considered if that group contributes 60% or more of the cost of development **or improvement** of that park. **This minimum 60% contribution can also be satisfied by a group or organization's future significant and binding commitment and demonstrates significant dedication and/or contributes to the future improvement advancement and furtherance of the park facility and/or the Troy community.**
15. **A park can be named for a deceased individual or family that has made significant contributions to the community or to the development of the park.**
16. Parks may be named for the neighborhood, abutting streets, schools or other well-known landmark.
17. Names featuring, representing, or including alcohol or tobacco products, or other places or products deemed unsuitable shall be rejected.

PROCEDURE FOR NAMING PARKS **AND PUBLIC AMENITIES**

The City of Troy **City Manager or his/her designee** will publicly post a **notification** request for Troy ~~residents~~ **citizens that there is a need to name a parks or amenity and recreational facilities as the need arises.** This public request for names **notification** should reach as many Troy citizens as possible and be made through multiple forms of communication. A special effort should be made to notify those neighborhoods or ~~citizens~~ **persons** that would most likely use the park or facility. **The notification shall set a deadline for the submission of proposed names for parks and other facilities.**

~~Names will be submitted to the Parks and Recreation Department and submissions will be accepted for a minimum of sixty (60) days.~~

Persons or groups recommending a park **or amenity name shall follow this procedure:**

2. Submit a letter **to the City of Troy City Manager or his/her designee**, outlining the **request recommendation and justification.** ~~reasons for the name.~~

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- a. If the name proposed is for an individual, any or all of the following should be submitted: a biographical sketch, proof of significant contribution to Parks and Recreation or the Troy community, photo journal of family, projects, community contributions, awards, media articles, testimonial letters, etc. Parks may be named after a person (~~and only after death~~) when such person has made an outstanding, generally recognized contribution to the community.
 - b. Organizations/ Groups recommending a park name must submit excerpts of organization's minutes approving the request and ~~an assurance~~ a **guarantee** that they would **contribute** pay at least 60% of the park development **or maintenance** costs. ~~Communications suggesting an~~ **Recommendations for park or public facility to be named after a group or** organizational name must be accompanied by background information on the organization, its affiliation with the community, its contributions to the community and **supporting** evidence of same including **but not limited to** its charter. ~~and any other appropriate information.~~
 - c. **Any resident can recommend a** proposed names name based on for the neighborhood, landmark, streets, school, etc., **and this recommendation should be in writing with the** should be submitted in writing by any resident with reasons the **park** name is appropriate.

The City Council shall follow the procedure below:

6. **After the deadline for nominations, the City Manager or his/her designee shall transmit all of the information that was timely submitted to the Parks and Recreation Advisory Board, and shall also make the information available to the general public.** ~~Upon receipt of a request and accompanying background information the City Council will cause same to be on display and available for public inspection at public places selected by the city council for not less than 60 days during which time the public will be given the opportunity to submit written comments regarding the proposed name.~~
 - a. ~~During its consideration, the City Council shall refer the request, all supporting material and public comments to the Parks and Recreation Advisory Board.~~
7. ~~A public hearing shall be held by~~ **The Parks and Recreation Advisory Board shall hold a public hearing, and based on the input received, shall make a recommendation for a park or amenity name to the Troy City Council, and shall detail the justification for the recommendation.** ~~prior to any recommendation. The Parks and Recreation Advisory Board will review proposed names and public comments, and recommend a name to the City Council, together with reasons for the recommendation.~~
8. **After the receipt of this recommendation, the City Manager or his/her designee will include the naming of the park or amenity as a regular business item on a subsequent City Council agenda, and will make all documentation received in the process available for public viewing and commentary.** ~~After expiration of the 60 day period for public review and comment, the City Council will reserve an additional 30 days for public review of comments received after which time the matter will be available for consideration by the City Council.~~
9. **Once presented with the regular business item, the City Council is responsible for making the final decision on the name for the park or amenity public facility.** ~~City Council may approve the recommendation of the Parks and Recreation Advisory Board, or approve a new name for the~~

park or amenity, or refer the matter back to the Parks and Recreation Advisory Board, or take any other action. ~~name, or, at its discretion, postpone a final decision.~~

10. All records, documents, photographs and papers emanating from this process shall be forever retained in the records of the City of Troy and its archives.

Naming Park Amenities

~~An facility, amenity or section of a park within an existing park may be named after an individual, group or organization. , if the purchase and installation of the facility, amenity or equipment proposed for the section of the park is fully funded. Any request of this type shall be initially submitted to the Parks and Recreation Advisory Board. The board will review the proposal to determine if the proposed facility conforms to or meets the intentions of the master park plan, and forward the request, with any recommendations, to the Troy City Council. as defined by the Parks and Recreation department.~~

~~The Board may also recommend a sponsorship or donation program to assist in the funding of the development of the park or public amenities. Any such recommendation should be forwarded to the Troy City Council for final approval. Once such a sponsorship or donation program is approved, then the City Manager or his or her designee can allow for the naming of the amenities in accordance with the approved policy.~~

~~Where an amenity is named after a living person, that person must remain a citizen in good standing for the name to remain.~~

~~The names will be reviewed by the Parks and Recreation Advisory Board after five years. As long as Should the effort and contribution of the group and the conditions of the amenity be are satisfactory, the name will remain. be renewed. If the conditions have changed, then the matter shall be referred to the Troy City Council, to provide the individual or organization with a due process hearing before the name will be removed.~~

~~Any amenity/facility donated by a group, organization or individual may have a recognition sign, funded by the group/organization. All signs must conform to the City of Troy's sign ordinance. The City Manager or his/her designee City management will approve signage location, size and type, etc.~~

~~Signs or plaques or other advertising featuring, representing, or including alcohol or tobacco products, or other places or products deemed unsuitable shall be rejected.~~