

City of Chelsea Naming Policy

Purpose

The purpose of the policy is to establish consistent standard procedures and guidelines for the naming of public parklands and municipal facilities owned and/or operated by the City of Chelsea. The renaming of parks and facilities is strongly discouraged.

Policy

The naming of City parks, park areas and park facilities and other municipal facilities shall be the function of the City Council with assistance from the Parks and Recreation Commission and/or the DDA, as appropriate.

Diversity, balance and creativity will be sought during adoption of names. The name selected for a site will be recommended to the Chelsea City Council for approval or amendment. City Council has final authority to approve or amend any recommendation.

Objectives

- A. Provide name identification for individual parks, park areas or park facilities or municipal facilities.
- B. Provide criteria for the process of naming parks, park areas or park facilities or municipal facilities.
- C. Provide opportunities for public input including a public hearing.
- D. Ensure that the naming of parks, park areas, or park facilities or municipal facilities is controlled by the Chelsea City Council through recommendations from the Parks and Recreation Commission or the DDA, as appropriate.

Criteria

The naming of parks, park areas, and park facilities and other municipal facilities should be approached with caution, patience, and deliberation.

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. An outstanding feature of the facility.
- C. An adjoining subdivision, street, school, or natural feature. No park shall be given the same name as an existing school site or public facility, except where the sites abut one another.

- D. A commonly recognized historical event, group, organization or individual (living or deceased).
- E. An individual or organization that contributed significantly to the acquisition or development of the facility to be named. This can include either a deed or substantial monetary contribution, or contribution toward acquisition and/or development of the park or park facility (typically not less than 50 percent of the value of the property or improvements).
- F. Outstanding accomplishments by an individual for the good of the community. Quality of the contribution should be considered along with the length of service by the individual – this to be fully substantiated by person making recommendation.
- G. Any 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.

Donated Land

Parks and park facilities that are donated to the City can be named by deed restriction by the donor. The naming and acceptance of land is subject to recommendation by the Parks and Recreation Commission and approval by City Council.

Naming Process

City staff will notify the City Council about the proposed naming opportunities. Any recommendations of the Parks and Recreation Commission or the DDA will be subject to final approval or amendment by City Council action.

1. Temporary Naming

In the case of a new project, a temporary name will be designated by the City staff for identification during acquisition and/or development of the park area or municipal facility. Because temporary designations tend to be retained, the naming process for a new park or facility should be carried out as quickly as possible after its acquisition or development.

2. Permanent Naming

Citizen involvement in the naming process is encouraged and may be accomplished in a variety of ways throughout the naming process.

- A. Individuals, groups and/or organizations interested in proposing a name for an existing un-named park area or municipal facility may do so in writing using a “Facility Naming Form” that outlines the naming criteria. These will be presented to the appropriate recommending board or committee.

- B. A variety of means to encourage public participation to submit a name (citizen contests, recommendations from previous owners, historical review of the site, etc.) may be implemented at the request of the City Council. The “Facility Naming Form” will be available through the City website, copies available at City Hall and publicity through Public Service Announcements, Channel 18, and other means.
- C. A public hearing on the proposed names will be held. The Parks and Recreation Commission will conduct the public hearing if the naming pertains to city parks, park areas, trails and other park facilities. The DDA will conduct the public hearing if the naming pertains to a municipal facility that is located within the DDA district and is not a park or recreation trail.
- D. The appropriate commission or board will make a naming recommendation to the City Council for final adoption or amendment.

3. Park Renaming

Critical examination will be conducted to ensure 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.

- A. Only parks and facilities named for geographic location, outstanding feature or subdivision should be considered for renaming. Parks that have been named by deed restriction 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.

Approved by City Council 4-2-2018