

Naming Policy

Purpose

The purpose of this Policy is to establish a uniform procedure for official naming of parks, park facilities, open space, trails and recreation areas. This will ensure that these public amenities are easily identified and consistent with the character and values of Lower Makefield Township.

Scope

This naming policy is intended for all Lower Makefield Township parks and recreational facilities which are within the jurisdiction of the LMT Parks & Recreation Department.

Objectives

- Provide a clear, simple, standard process for considering names for public parks and recreation facilities.
- Provide guidelines for naming considerations to ensure that the names will best serve the purpose of the township.
- Provide historical records for named parks and/or facilities.
- Provide consistency to the names and naming process.

Requests for naming/renaming of parks and/or recreational facilities

All requests for the naming or renaming of a park and/or recreational facility shall be made in writing to the Director of Parks and Recreation.

Requests should contain the following minimum information:

- The proposed name
- Reasons for the proposed name
- Written documentation indicating community support for the proposed name
- If proposing to rename a park or facility, include justification for changing an established name.
- If proposing to name a park or facility after an outstanding person, include documentation of that person's significance and good reputation in the Township's history.

Naming Process

- Staff, township residents, community leaders or organizations interested in proposing a name for a park, recreational area, or facility must be made through the above-mentioned process and submitted to the Director of Parks and Recreation. Recommendations must describe in detail why

the name merits consideration. Please be sure to include all documentation, missing information could result in process delays.

- If proposing a person's name, the recommendation must clearly describe the contributions of the individual and if appropriate, include written approval from the honoree or honoree's family.
- After review of the application and supporting documents the Parks and Recreation Director will submit the application for review at the next regularly scheduled public meeting for input.
- If the Parks and Recreation Board approves to recommend the name with a majority vote based on the criteria established, the Parks and Recreation Board should write the Board of Supervisors an official memorandum in support of the name. The Board of Supervisors shall make the final decision in a public meeting by adoption of resolution.
- The Board of Supervisors shall notify the Parks & Recreation Director of their decision.
- If the naming proposal is approved, the Parks & Recreation Director shall bring any signage requirements to the attention of the appropriate Township Board or department.
- After approval of the name by the Board of Supervisors, the Parks and Recreation Department will identify the specific park or facility with appropriate signage specifying the name. The signage will be designed in accordance with existing Parks and Recreation Sign Policy for plaques, markers and memorials.

Qualifying Names

The naming of Township parks and facilities should be undertaken with patience and thoughtful deliberation. The following criteria should be considered when choosing a name:

- Naming preference will be given to Lower Makefield Township Residents.
- The geographic location of the park or facility, including descriptive names.
- An outstanding feature of the park or facility (e.g. – hill, stream, vista view, native wildlife, flora, fauna, vegetation, etc...).
- An adjoining subdivision, street, or natural feature of the park/facility.
- A commonly recognized historical event, group, organization, or individual (living or deceased).
- An individual or organization that contributed significantly to the acquisition or development of the park/facility.
- Outstanding accomplishments by an individual for the good of the community (consider quality of the contribution as well as the length of service by the individual).
- An individual who has provided exceptional service in the interest of the park system (typically public officials who are still serving in office should not be considered) .
- Caution should be exercised when considering the term "Memorial" in a name as such term often becomes the commonly used name and can potentially detract from the intent of naming a park/facility to honor an individual.
- Distinctive sections or facilities within a park/facility (e.g. - playground, ball field, etc...) may be named separately from the park or facility in which they are located, subject to the general guidelines in this policy.

Special Conditions

- Contest or competition to determine the naming or renaming of a public park facility or recreation area, or facility. Rules will be established for the contest by the Parks and Recreation Board.

- Capital campaigns for the purpose of naming rights through donations, in which case the Parks and Recreation board shall establish guidelines and rules as well as amounts for the capital campaign.

Exclusions

- Names that are discriminatory against any class or characteristic protected by federal, state, or local law or that are obscene, vulgar, or an incitement to or endorsement of crime or violence shall not be considered or advocate a particular political viewpoint.
- Names associated with tobacco, alcohol, contraceptives, religious organizations, or political candidates shall not be considered.
- Names must not conflict with public grant funding policies established by state and/or federal grant funding programs.
- The Parks & Recreation Board will review/discuss the proposals, and if deemed worthy, shall make a recommendation on the proposal to the LMT Board of Supervisors. Naming small park/facility amenities that are not necessarily considered permanent, such as benches, and tables, are not addressed in this policy.

Renaming

The intent of naming is for permanent recognition. The renaming of parks and facilities is strongly discouraged. It is recommended that efforts to change a name be subject to the most critical examination so as not to diminish the original justification for the name or discount the value of the prior contributors. Parks named for subjects, other than individuals, may be changed in name only if the current name is ineffectual or inappropriate.

Park/Facility Renaming

- In general, names of parks/facilities are intended to be permanent, thus renaming is discouraged.
- Tradition and continuity of name and community identification are important community values.
- All proposals to change a name should be subject to critical examination so as not to diminish the original justification for the name or discount the value of prior contributors.
- Parks/facilities named for subjects (rather than individuals) may be changed in name only if the current name is ineffectual or inappropriate.
- Parks/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.
- Parks/facilities that have been named by deed restriction shall not be considered for renaming.

Signage

- Responsibilities for all costs associated with the signage will be determined by the Board of Supervisors.
- Signage must be in accordance with Township requirements/restrictions.
- Signs to be generally consistent throughout all parks/facilities with existing, established signs.

