



Draft Policies and Procedures for Naming of Clinton Parks, areas and Facilities

8/28/19

Naming of Parks, areas & Facilities

Purpose.

The purpose of this policy is to establish a systematic and consistent approach for the official naming of parks and recreational areas and facilities.

Objectives.

- Ensure that parks, recreational areas and facilities are easily identified and located.
- Ensure that given names to parks, recreational areas and facilities are consistent with the values and character of the area or neighborhood served.
- Encourage public participation in the naming, renaming and dedication of parks, recreation areas and facilities.
- Encourages the dedication of lands, facilities, or donations by individuals and/or groups.

Definition.

Parks, recreation areas and facilities - includes all property assets under the Clinton Parks and Recreation Board ownership and the Clinton Parks and Recreation Department control including buildings, structures, open spaces, public parks, natural areas, wetlands, environmental habitat and land.

Criteria.

The policy of the Clinton Parks and Recreation Board is to name parks, recreation areas and facilities through an adopted process utilizing established criteria emphasizing community values and character, local history, geography, environmental, civics and service to the Clinton, Massachusetts community.

A. The following criteria shall be used in determining the appropriateness of the naming designation:

1. Geographic location (neighborhood, significant areas, etc.)
2. Natural features
3. A person (living or deceased) or place of historical or cultural significance
4. A person (living or deceased), group, or feature particularly identified with the land or facility

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5. A person (living) whose contribution or significant gift is of a most extraordinary nature.
 - Naming may be considered based on the provision of significant funding that underwrites the cost of renovation or construction of the Parks and Recreation property. Financial underwriting shall be broadly defined as substantial monetary contributions that completely or significantly enable town projects such as parks, buildings or property acquisition to occur. This may include monetary gifts and/or grants that leverage federal, state and local funding for such projects or complete donation of land.
 - Parks and facilities that are donated to the Town of Clinton can be named by deed restriction by the donor. The naming and acceptance of land is subject to approval by Parks and Recreation Board.
 - Naming may not conflict with public grant funding policies established by state and/or federal grant funding programs.
6. An individual who has been deceased for at least two years who:
 - a. has made a significant land and/or monetary contribution to the particular
or recreational facility at issue;
 - b. has made a significant monetary contribution to the park.
 - c. has performed extraordinary or outstanding public service for the good of the community in regard to parks, trails, and/or open space;
 - d. was an outstanding community leader who made significant civic contributions to the Town of Clinton and gave highly productive support to the Parks Department; or
 - e. was an outstanding regional or statewide or national leader who contributed significantly to the promotion of the Town of Clinton, parks and recreation and/or land conservation

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- B. The process to name parks, recreation areas and facilities should begin within 12 months after the Clinton Parks and Recreation Board has acquired title to the land and/or formally accepted the dedication.
- C. Conditions of property donation as agreed upon by the donor and the Clinton Parks and Recreation Board shall be honored regarding the naming of the parks, recreation areas and park facilities subject to these adopted policies. As a general rule, portions of a park or recreation facility will not have a name other than that of the entire facility. The Clinton Parks and Recreation Board may consider exceptions in cases where, as a revenue or fundraising opportunity, a nomination is submitted to name a room within a community center after a corporate sponsor or in cases where an area within a park is distinctive enough, in the view of the Clinton Parks and Recreation Board, to merit its own name. Facilities, facility rooms or other park amenities e.g., shelter houses, ball diamonds, soccer fields, etc., may be dedicated in honor of persons if done as part of a capital fundraising campaign and with the approval of the Clinton Parks and Recreation Board.
- D. Names that are similar to existing parks, properties or facilities in the Clinton Park and Recreation Department system (or other systems located in the Clinton, MA area) should not be considered in order to minimize confusion.
- E. The Clinton Parks and Recreation Board reserves the right to change the name to maintain consistency with these policies.
- F. The Clinton Parks and Recreation Board will use media outlets to solicit suggestions for names from organizations and individuals. The Clinton Parks and Recreation Board will acknowledge and record for consideration all suggestions.
- G. A name, once bestowed, is considered permanent and will not be changed unless strong and unforeseen circumstances dictate a change (see Section 2, Renaming of Parks, Recreation Areas and Facilities).
- H. Upon designating a name for a park or recreation facility, the Clinton Parks and Recreation Board will, within ten days, notify the Town Administrator and Board of Selectmen, and will file the name

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designation with the office of the Town Clerk, at that time the name will become official.

Procedures.

A. Naming of Parks, Recreation Areas and Park Facilities:

1. A request for naming of a park, recreational area or facility shall be submitted in writing to the Director of the Clinton Parks and Recreation Department. The Director will ensure acknowledgements are made for naming requests received; complete records keeping of each suggestion submitted and establish schedules for the naming process consistent with this instruction.
2. Those submitting a naming request should show how the proposed name is consistent with the criteria stated in this policy. When naming after a person or persons, the application will describe the contributions to the Town of Clinton, the Clinton Parks and Recreation Board or the Clinton Parks and Recreation Department. Written documentation of approval by next of kin to be honored (if available/possible) is required as part of the proposal.
3. The Director of the Clinton Parks and Recreation Department will review the proposal for adherence to the stated criteria and authentication of statements relative to contributions in the case of an individual before forwarding to the Clinton Parks and Recreation Board. If the request is incomplete, the Director will contact the applicant, in writing, and provide them with the opportunity to resubmit a revised request.
4. The Clinton Parks and Recreation Board will offer the opportunity for public input on the proposed naming.
5. The Clinton Parks and Recreation Board can initiate the naming process whenever deemed necessary and/or in the best interest of the Town of Clinton, Massachusetts.
6. In the absence of any naming requests, the Clinton Parks and Recreation Board shall adhere to criteria stated in this policy in recommendation of name.

B. Renaming of Parks, Recreation Areas and Facilities.

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1. Renaming of parks, recreation areas and facilities carries with it a much greater burden of process compared to initial naming. Although, once a name is bestowed it is done on a permanent basis. However, there may be strong conditions to be presented that would require the name change. These cases should be rare and viewed only as an opportunity to correct a previous naming error. Tradition and continuity of name and community identification are important community values. Each application must meet the criteria in this policy but meeting all criteria does not ensure renaming.
2. A request for renaming of a park, recreational area or facility shall be submitted in writing to the Clinton Parks and Recreation Board, through the Director of the Clinton Parks and Recreation Department.
3. The request shall include the proposed name change, the purpose of the change, and how the proposed name change is consistent with the criteria established. When renaming after a person or persons, the application will describe the contributions to the Town of Clinton, Clinton Parks and Recreation Board, Clinton Parks and Recreation Department.
4. Parks & Recreation reserves the right to remove naming of parks, park areas and facilities in situations when the honoree is not in line with the values of the department or its mission statement.