

Policy for Naming Livingston Parks, Trails and Recreation Facilities

Livingston Parks & Trails Committee

October 2020

Purpose

The purpose of this policy is to establish a uniform procedure for the official naming and renaming of parks, open space, trails and recreational facilities to ensure that these public amenities are easily identified and located and given names that are consistent with the values and character of the area, neighborhood, or community served.

Policy

It is the policy of the City of Livingston to rename or to name newly acquired or developed or unnamed public parks, open space, trails, and recreational facilities based upon the procedures set forth in this policy.

Naming Procedure

Nominations

Names may be nominated by:

- a. the Livingston Public Works Director;
- b. the Livingston City Commission;
- c. the Livingston Parks & Trails Committee;
- d. Neighborhood Associations in the same locality as the park or facility; or
- d. Individuals or organizations.

Naming Process

The proposed name shall be submitted to the Parks & Trails Committee (“Committee”) in writing, addressing the criteria in this policy, and describing any public outreach that has occurred regarding the proposed name. The Committee will review the application based upon the criteria in this policy and, after considering public comment under an action item on the Committee’s public meeting agenda, will forward a written recommendation to the City Commission. The City Commission shall make the final decision at a public meeting by adoption of a resolution.

Exceptions to Naming Procedure:

Exceptions to the naming procedure include:

- a. Public parks or trails dedicated with new subdivisions and developments, which can be named by the developer using the criteria in this policy as a guideline, subject to Planning Board approval as indicated on the final plat or plan, which approval shall be forwarded to the Committee for recommendation to the City Commission;
- b. Capital campaigns for the purpose of naming rights through donations, in which case the City Manager shall establish guidelines and rules as well as amounts for the capital campaign, as needed and on a case-by-case basis; the City Manager shall provide the City Commission with a written recommendation for the capital

- campaign guidelines and rules and the City Commission shall make the final decision at a public meeting by adoption of a resolution;
- c. Parks, trails or recreational facilities for which a competition is held to determine the naming or renaming, in which case the Committee shall establish guidelines and rules for the contest, subject to approval by the City Commission;
 - d. Parks, trails or recreational facilities, as well as memorial and honorary benches in city parkland, with existing capital campaigns, donor or user agreements, Memorandums of Understanding or naming recognition policies.

Selection of Name – Criteria:

1. It is the policy of the City to choose names for public parks, trails and recreation facilities based upon the following criteria:
 - a. Neighborhood, geographic or common usage identification;
 - b. Natural or geological features;
 - c. An outstanding feature of the facility;
 - d. An adjoining subdivision, street or school, except that no park shall be given the same name as an existing school site or public facility except where the sites abut one another;
 - e. An historical figure, place, event or other instance of historical or cultural significance; or
 - f. An individual, family or organization that has made significant positive contributions to parks, trails, recreation, open space or the culture of the community and:
 - 1) was an outstanding community leader who made significant civic contributions to the City or gave highly productive support to the Parks Department; or
 - 2) was an outstanding regional or statewide leader who contributed significantly to the promotion of parks, trails, recreation or land conservation; or
 - 3) has made a significant financial donation or contribution of land for the particular park, trail or recreational facility and the name has been stipulated as a condition of the donation; or
 - 4) has established a maintenance endowment covering a significant share of the projected maintenance cost for 20 years and the name has been stipulated as a condition of the donation; and
 - 5) has no significant conflicts with the sentiments of the community or goals and priorities in the Parks & Trails Master Plan, the City of Livingston Strategic Plan, or other City Proclamations.
2. A suggested individual or family name must be accompanied by a biographical sketch which shall provide evidence of contributions to the park, trail, recreational facility, or parks, trails and open space system overall.
3. Parks, trails and recreational facilities shall not ordinarily be named after living individuals. This may be allowed at the discretion of the City Commission when a combination of other criteria or circumstances exist for the individual to be honored.

4. Suggested names should not be those which have been overly recognized previously. Names that duplicate or that are similar to existing parks, trails, or other facilities in the City system should be avoided to prevent confusion.
5. It is the preference of the City that parks may be named after individuals (or dogs) and that trails should not be named after individuals unless the trail is associated with a park.

Naming smaller park features

A facility within a park (e.g. playground, picnic shelter, ball field, etc.) can be named separately from the park subject to these same criteria. Requests for the official naming of smaller park features may be honored at the discretion of the Livingston Public Works Director and forwarded for review and recommendation by the Committee and adoption by the City Commission. However, it is preferred that these types of donations or features are honored with recognition plaques, markers or memorials designed and adopted along with or as modifications to an individual park or trail plan.

Renaming Procedure

A name selected for a park, trail or recreation facility should be bestowed with the intention that it will be permanent, and changes should be strongly resisted. Name changes shall be subject to the procedures set forth in this policy. A request to rename a park, trail or recreational facility must be accompanied by a petition or documentation with justification for the name change. Efforts to change a name will be critically examined to ensure that renaming the park, trail or recreation facility will not diminish the original justification for the name or the prior contributors. Renaming will follow the same procedures as naming the park as well as the following considerations:

- a. Parks, trails or recreation facilities that have been named by deed restriction shall not be considered for renaming.
- b. Parks, trails or recreation facilities named after individuals shall not be changed unless it is found that the continued use of their names would not be in the best interest of the community due to conflicts with the sense of the community, goals and priorities in the Parks & Trails Master Plan, City of Livingston Strategic Plan or other City resolutions and actions.

Signage

The City will strive to identify all City parks, trails and recreational facilities with appropriate signage specifying the name and any characteristics specific to that location. The signage will be designed according to the existing City sign standards to ensure consistency. Until such time as a standard sign policy is adopted which addresses sign placement, orientation, size, materials, design, logos and uniform language, the signs will, to the greatest extent possible, be complimentary to existing sign practices, reflect pride in our community, shall not permit corporate logos, and shall be of high quality, vandalism resistant materials that are able to withstand harsh environments.