

Issue Analysis Form



Date: February 19, 2019
Item: Facility Naming Policy and Approval
Lead Department(s): Parks and Recreation
Contact Person(s): Keith Rotzoll

Description and Current Status

The Parks and Recreation Advisory Commission was asked to consider naming facilities after two long tenured coaches, "Reggie Jones and Thomas Bendall", each serving the youth of the County for over 30 years. The Commission felt it was appropriate to establish a policy and process of standard guidelines and procedures for the naming of future public parks, assets and facilities owned and/or operated by the County of Prince George and under the jurisdiction of the Prince George Parks and Recreation Department. This policy is meant to be a very selective process, only naming recommendations deemed ideally appropriate will be forwarded to the Board of Supervisors from the Parks and Recreation Advisory Commission for consideration. *The approved Advisory Commission Naming Policy and Application is attached for your review.* The Parks and Recreation Advisory Commission has unanimously recommended naming a field (field #1) at the JEJ Moore Athletic Complex after Thomas Bendall for his 35+ years of coaching and requests Board of Supervisor approval, as required through the new naming policy.

Government Path

Does this require IDA action?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Does this require BZA action?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Does this require Planning Commission action?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Does this require Board of Supervisors action?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Does this require a public hearing?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

If so, before what date?

Fiscal Impact Statement

Unknown at this time.

County Impact

Unknown at this time.

Notes

None.



Prince George County Parks and Recreation Department Facility/Park Naming Policy

Purpose

The purpose is to establish a policy and process of standard guidelines and procedures for the naming of public parks, assets and facilities owned and/or operated by the County of Prince George and under the jurisdiction of the Prince George Parks and Recreation Department. Nominations may be considered for outstanding achievement, distinctive service, or significant community contribution. This policy may not be consistent with existing names of county areas and facilities. *No suggestion is made or intended that existing names be changed. This policy is a basis for future decisions.* **This policy is meant to be a very selective process, only naming recommendations deemed ideally appropriate will be forwarded to the Board of Supervisors from the Parks and Recreation Advisory Commission (PRAC) for consideration.**

Authorization

Requests to name a park property, amenity, or facility shall be evaluated by the Parks and Recreation Advisory Commission (PRAC). The PRAC shall make a recommendation to the Prince George County Board of Supervisors for approval of the name. The PRAC will strive for diversity, balance and creativity in the adoption of names.

Objectives

- Provide name identification for individual parks, park area or park facility.
- Provide criteria for citizen input into the process of naming and commemorating new parks, park areas or facilities.
- The Board of Supervisors will control naming of parks and facilities with recommendations from the PRAC.
- Provide the community means to honor deserving individuals or organizations and provide the capacity to commemorate an area separate from the parks and facilities they are in (i.e. trail, shelter, playground, athletic field or court) to acknowledge their contribution to the community.

Qualifying Names Eligible for Park Naming or Commemorations

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.
- 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 facility.

- 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 organization or person making recommendation. Recipients should have a minimum of thirty years of detailed community service, unless an exception is granted by a majority of the PRAC.
- G. An individual who provided an exceptional service in the interest of the Parks and Recreation department as a whole. The impact must be well documented and broadly acknowledged within the community. Typically, while serving in a public office, public officials should not be considered as a candidate for naming. Recipients should have a minimum of thirty years of detailed community service, unless an exception is granted by a majority of the PRAC.
- H. Names that are discriminatory or denote some political or religious connotation or affiliation shall not be used.
- I. Permission of the family or group must be obtained in writing prior to naming any facility or plaque purchase.

Naming Process-Existing Un-named Facilities

- A. Working in cooperation with the Parks and Recreation Department, individuals, groups and organizations interested in proposing a name for an existing un-named park area or facility must do so in writing, utilizing a **Prince George County Park/Facility/Amenity Naming Application**. This proposal shall be presented to the Parks and Recreation Director or Commission member for consideration by the PRAC.
- B. The application should include location of the facility, detailed biographical information on an individual being recommended for a name and a narrative explaining the justification of the naming of the facility. The PRAC will discuss a name request at the next regular bi-monthly meeting.
- C. If the PRAC approves the submitted application by a majority vote of a quorum, the applicant will be invited to present the request at the following regular bi-monthly Commission meeting.
- D. PRAC approval following the applicant presentation, that have received a majority vote of a quorum of a proposed name, will be forwarded to the Board of Supervisors for action.
- E. The Board of Supervisors at that time may choose to vote on the proposal or request public comment.

Naming Process-New Facilities

- A. A temporary name will be designated by Parks and Recreation Department staff for identification during the “waiting period” of acquisition and/or development of the park area or facility and the formal naming process.
- B. A notice of naming a facility will be published in the newspaper of record and posted on the County’s website to offer a chance for citizen comment. Working in cooperation with the Parks and Recreation Department, individuals, groups and organizations interested in proposing a name for a new facility must do so in writing, utilizing a **Prince George County**

Park/Facility/Amenity Naming Application. The completed application shall be presented to the Parks and Recreation Director or Commission member for consideration by the PRAC.

- C. The PRAC, after reviewing the submitted applications, can choose one or more proposal by a majority vote of a quorum. The applicant(s) then will be invited to present their request at the next regular bi-monthly Commission meeting.
- D. PRAC approval following the applicant presentation, that have received a majority vote of a quorum of a proposed name, will be forwarded to the Board of Supervisors for action.
- E. Only PRAC approvals of a proposed name for a park or facility will be forwarded to the Board of Supervisors.
- F. The Board of Supervisors at that time may choose to vote on the proposal or request public comment.

The renaming of parks and facilities will be strongly discouraged. Critical examination will be conducted to insure 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, but must also be accompanied by a petition from the park or facility users as well as the residents surrounding the area.

- The intent of naming is for permanent recognition. The renaming of parks 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.
- Only parks and facilities named for geographical location, outstanding feature or subdivision considered for renaming. Parks that have been named by deed restriction shall not be considered for renaming.
- Facilities named after individuals should never be changed unless it is found that individual's personal character is or was such that the continued use of their name for a park or facility would not be in the best interest of the community.

Signs, Plaques and Markers

The Parks and Recreation Director or designee must coordinate placement of any signs, plaques or marker signs. They must be designed to blend with and complement the existing signs. The signs must comply with existing municipal codes. The placing of plaques and markers are typically considered perpetual. Placement of signs, plaques and markers will be reviewed to not interfere with maintenance issues, future construction and park visual aesthetics. Critical examination will be conducted to ensure that the proposed placement will evolve with the Park System.



Prince George County
Park/ Facility/ Amenity
Naming Application



Applicant Information

Please print or type the information in black ink

Applicant Name: _____
Mailing Address: _____ City: _____ Zip: _____
Home Phone: _____ Work Phone: _____ Cell Phone: _____
Email Address: _____
Organization: _____ (If Applicable)

Proposed Name

Park/ Facility Location/ Address: _____
Current Name of Park or Facility: _____ Not Applicable
Suggested Name: _____

Supporting Documentation

Please provide a written narrative that supports the nomination for consideration. If proposing a name for a park or facility after an outstanding person, a biography must also be attached and include material that identifies the individual's significance and notable reputation in the County of Prince George.

Attach additional pages if needed. Supporting documentation is encouraged for all applications to help justify why this name should be chosen.