

CITY OF SOUTH LYON NAMING POLICY
FOR PARKS AND OTHER CITY OWNED AND OPERATED FACILITIES

I. Purpose

The purpose of this policy is to set forth a uniform procedure and guidelines to be utilized in reviewing and approving naming requests for parks and other City owned and operated facilities.

II. General

- A. City Parks and Other Facilities Request forms are available at City Hall or on the city website, www.southlyonmi.org.
- B. All costs are the responsibility of the applicant.
- C. Signage will be positioned to maximize the benefit to an area.
- D. The City accepts no liability for damage to any signage from vandals or third parties.
- E. The City reserves the right to remove any signage that has been damaged and is, in the view of the appointed representative, beyond repair

III. Procedure for a Naming Proposal

- A. A naming request may be submitted by a city resident, any city board or commission, or any person or organization proposing to donate a facility or park, or other significant improvement, or a major financial contribution, toward the costs of such park, facility, or improvements.
- B. The request shall be made in writing, using the City Parks and Other Facilities Naming Request form and shall be submitted to the City Manager.
- C. The request shall be forwarded to the Parks and Recreation Commission or the appropriate commission that has jurisdiction of said property, such as the Historical Commission.
- D. The Commission shall accept the application for review at its next regularly scheduled meeting.
- E. Using the guidelines set forth in this policy, the Commission will review the application, propose any changes, come to an agreement, and then set a public hearing date upon completion of the application review. The Commission shall set a public hearing date, which is then published 14 days prior to the public hearing.
- F. Following the public hearing, the Commission shall make a recommendation to the City Council to approve or deny the request.
- G. The City Council shall approve or deny the request at a regular or special meeting of the City Council.

IV. Naming Guidelines

A name for a City park or facility should provide some form of individual identity and be appropriate for the site. In considering naming requests the following general criteria should be used:

- A. The proposed name must not too closely resemble an existing park or facility name.
- B. The proposed name could reflect the function and purpose of the site, the geographic location and features of a site, the distinctive natural or geological features of the site, or the commonly recognized historical significance of a site.
- C. City parks and facilities may be named for an entity or a deceased person subject to the following conditions:
 - 1. The person must be deceased for a minimum of five years.
 - 2. Written documentation of approval by next of kin (if available/possible) is required as part of the proposal.
 - 3. The person or entity must have made a significant positive contribution to society or the community, a contribution to the park or facility without which the park or facility may not exist, or in which the individual's or entity's contributions enhanced a program or facility.

- D. Although City parks and facilities will not normally be named for living persons, exceptions to this policy may be made by the City Council at the recommendation of the appropriate commission when the commission finds one of the following:
1. The nominated person has made a substantial contribution (monetary or service) to the specific park or facility being named.
 2. The nominated person has made a significant contribution to the community over an extended period of time.
 3. The nominated person has received national recognition.
- E. As a general rule, portions of a park or facility will not have a name other than that of the entirety of the park or facility. Exceptions may be considered where a donation of 60 percent or more of the cost of development or improvement of that portion of the park or facility. This minimum 60 percent contribution can also be satisfied by an individual, group, or organization's future significant and binding commitment to the future improvement of the park, facility, and/or the South Lyon community.
- F. The proposal to name a park or facility after an entity or person shall set forth detailed information providing compelling support for a determination that the person or entity contributed to the community or society as required by this Policy. The responsibility for the cost of the plaque or monument indicating the name or entity for which the park or facility is named shall be as agreed between the Commission and the applicant. The Commission will have the right to determine the size, style and type of sign for consistency with the current or future signing system.
- G. Notwithstanding any other provision of this policy:
1. A park or facility that has been donated by a person or entity with the condition that the person or entity name the park or facility as requested may be so named pursuant to the condition of the donation.
 2. A park or facility that has been acquired, improved, or renovated with funds from a grant or gift with the condition that the park or facility be named as required in the grant or gift may be so named pursuant to the terms of the grant or gift.
 3. Names associated with tobacco, alcohol, religious organizations, political candidates or adjudicated felons are prohibited.
 4. Names deemed inappropriate by the reviewing commission will be rejected.
 5. The dedication of small park amenities with an identifiable lifespan and not intended to be permanent such as fixed parks benches and tables shall be addressed under a separate parks policy.

V. 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 crucial 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.

- A. Only parks and facilities named for geographic location, outstanding features, or neighborhood should be considered for renaming. Parks that have been named by deed restriction or other agreement 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 and such renaming is not otherwise prohibited by deed restriction or other agreement.