
CITY OF GROVELAND NAMING OF CITY ASSET OR PLACEMENT OF COMMEMORATIVE WORK POLICY

PURPOSE STATEMENT

The purpose of this Council policy is to establish uniform guidelines for naming and renaming of public assets owned and operated by the City of Groveland. Through this guidance, the City of Groveland has established a policy that will reserve the naming or renaming of parks, recreational facilities, and other city assets for circumstances that will best serve the interests of the City, as well as ensure a worthy and enduring legacy for Groveland’s parks and recreation system and other public facilities.

ACTION

Any individual or community group that is interested in having a park, recreational facility or other city asset, named for a significant person, event, or place; any individual, group, or business that is interested in having their significant donation (park, building, major feature) named shall follow the guidance of this policy to make recommendations to the City Council in regard to such naming requests. The City Manager, Recreational Advisory Committee and city staff shall follow the guidance and procedures contained within this policy.

DEFINITIONS

- **City Asset(s):** All public facilities, parks, and recreational facilities owned and operated by the City of Groveland
- **Department Director:** That individual who is the Department Head responsible for the city asset that is proposed for naming or renaming.
- **Donation or gift:** A contribution in the form of cash, an endowment, personal property, real property, financial securities, equipment, in-kind goods or services, or of any other City Asset that the City has accepted and for which the Donor has not received any goods or services in return. For purposes of this Council Policy, the terms “donation” and “gift” shall be synonymous.
- **Donor:** A person or other legal entity that proposes or provides a donation to the City.
- **Naming:** The selection and approval by the City Council for the initial naming of a City Asset other than streets within the public right of way.

- **Non-profit Organization:** A corporation or an association that conducts business for the benefit of the general public without shareholders and without a profit motive.
- **Parks:** All traditionally designed parks, gardens, natural open spaces, trails and specialized parks under the stewardship of the Groveland City Parks and Recreation Department.
- **Recreational facilities:** major improvements or structures such as community centers, aquatic facilities, pavilions, tennis courts, sports fields, and fountains located within lands under the stewardship of the City of Groveland.
- **Renaming:** The selection and approval by the City Council for a new name of an existing City Asset other than streets within the public right of way.
- **Recreation Advisory Committee (RAC):** The advisory committee established by the Groveland City Council to review, advise, recommend and promote programs, activities and rules within the Parks and Recreation Department, including park or recreational facility naming.

POLICY

The policy of the City is to reserve naming or renaming of City Assets and the placement of Commemorative Works, for circumstances that will best serve the City's interests and ensure a worthy and enduring legacy for the City.

1. Discussion/Background:

The naming or renaming of a City Asset is complex and sometimes emotionally evocative. Assigning a name is a powerful and permanent identity for a public place, facility or City Asset and often requires significant resources in terms of changing names on signs, maps, and literature. In addition, excessive changing of park or facility names can be the source of confusion to the public.

2. Designation Method:

The city attorney, at the direction of the City Council, shall prepare a resolution for Council consideration in officially naming a City Asset through this policy.

3. Naming Goals:

The following will be considered when naming or renaming a City Asset:

- A. Engender a strong positive image.
- B. Be appropriate having regard to the site's location.
- C. Have historical, cultural, or social significance for future generations.
- D. Commemorate places, people, or events that are of continued importance to the City, region, state, or nation.
- E. Have symbolic value that transcends ordinary meaning or use as well as enhances the character and identity of the site.
- F. Have broad public support.

4. Naming Criteria:

The following should be considered in determining names via this Policy.

- A. Context and geographic location – Sites should be given names that directly reflect or are contextually related to the site with common-use names that have developed over time being favored; furthermore, a name should assist the public in identifying its location. The City shall first consider the name of the community area, the names of nearby geographic features, and the names of adjacent schools and streets when it is considering a naming/renaming request.
- B. Natural or geological features – Names may be based on distinctive, predominant, and defining natural features.
- C. Historic Events, and Places – The history of a major event, place or person may play an important role in the naming or renaming of a site as communities often wish to preserve and honor the history of a neighborhood, the City, local landmarks or persons of social, cultural or historical significance to the local area. The relationship of the event, person, or place to the City Asset must be demonstrated through research and documentation.
- D. Outstanding Individuals – Naming a City Asset for an outstanding individual is allowed posthumously (at least 3 years since date of passing), and where that person's significance and good reputation have been accepted in the City's, State's and/or Nation's history.

When considering the naming of a City Asset after a person, consideration will be given when:

- i. The person was exceptionally dedicated or demonstrated excellence in service in ways that made a significant contribution to the land, community, the City of Groveland, State of Florida, or the United States;
 - ii. The person volunteered and gave extraordinary help or care to individuals, families, or groups, or support to the community;
 - iii. The person risked his or her life to save or protect others; or
 - iv. The person demonstrated commitment to equity, inclusion and justice.
- E. Donations – The City has benefited from the generosity of some of its residents, businesses, foundations, and others. On occasion, the significance of such donations may warrant consideration of requests from either the donor or another party to acknowledge such a gift by naming or renaming of a City Asset.

5. Renaming of a City Asset is discouraged:

Names that have become widely accepted by the community will not be changed unless there are compelling reasons and strong public sentiment from the broader community for

doing so. Historical or commonly used place names will be preserved wherever possible.

6. Official Name Use Requirement:

All departments, agencies, and appointed boards and committees are hereby required to use the official name of all named or renamed City Assets in all communications including, but not limited to: maps, plans, documents, signage, and in all media formats.

7. Time Limits:

- A. City Assets paid for in part or in full by a Donor and named after or on behalf of a Donor may have time limits placed on the names at implementation. Requirements for upkeep may also be contingent for naming purposes.
- B. In the event a City Asset is eliminated for any reason the City may also eliminate the name of said item and has no further requirement to rename a like or similar item to replace the eliminated asset.

8. Commemorative Works:

Plaques, markers, and other appropriate memorials designed to blend with and complement the existing environment may be placed at a park or recreational facility when deemed appropriate (“Commemorative Work(s)”).

A Commemorative Work request may be initiated by the public for City Council consideration with the requestor bearing all costs for the design, acquisition, construction, and installation of the Commemorative Work. A payment equivalent to the anticipated maintenance cost of the City Asset and Commemorative Work for the first year after dedication shall be required after approval and provided prior to dedication.

9. Waiver Privilege:

The City Council may waive any and/or all sections of this Policy at their discretion.

PROCEDURE FOR NAMING OR RENAMING OR COMMEMORATIVE WORK

- 1. Any interested person may recommend the naming or re-naming of a City Asset to the City Council for its consideration to the City Manager or designee as outlined in this Policy by submitting the proposed name along with information as required in the Application (see Exhibit A).
- 2. Park, recreational facility or other recreational asset.
 - A. If the recommendation is for the naming or renaming of a park, recreational facility or other recreational asset, then the recommendation shall be presented to the RAC by the Director of Parks and Recreation. The RAC will discuss and hear public discussion for the naming or renaming consideration of a park, recreational facility or other recreational asset at a regularly scheduled meeting.

- B. After review by the RAC, the top three recommended names will be chosen. The City will accept public comments and recommendations on the recommended names for a period of no less than 30 days (“Public Notice Period”). Public notice of the recommended names will be placed at a minimum in a local newspaper once during the 30 day period, along with a posting notice at the site of the subject park or recreational facility, or utilizing any other form of social/electronic media to inform the citizens that the City will be considering the naming or renaming of a park, recreation facility or other recreational asset. Citizen comments and recommendations must be submitted in writing to the Department Director and be postmarked within the 30 day Public Notice Period.
 - C. After the 30 day Public Notice Period, the Department Director, upon recommendation from the RAC, will submit the recommended names to the City Manager, who will forward the recommendations and any citizen comments to the City Council for consideration and final selection at the next most reasonably scheduled meeting.
3. Other than park, recreational facility or other recreational asset.
- A. When a person or historical event is recommended as the name for a City Asset the City Manager or designee shall submit the following information to City Council for their consideration regarding the proposed person or historical event:
 - i. The full name of said person, persons, group or event;
 - ii. The date of birth and the date of death, if applicable, of said person or persons;
 - iii. The residence of said person or persons, if appropriate, including street address;
 - iv. The association, if any, of said person, persons, group or event, if appropriate, with the site or facility to be named;
 - v. A brief biography of said person, persons, or group, or account of the historical event, if appropriate, including all other data relevant to the naming.
 - B. The City will accept public comments and recommendations on the recommendation for a period of no less than 30 days (“Public Notice Period”). Public notice of the request will be placed at a minimum in a local newspaper once during the 30 day period, along with a posting notice at the site of the City Asset, if applicable, or utilizing any other form of social/electronic media to inform the citizens that the City will be considering the naming or renaming of a City Asset. Citizen comments and recommendations must be submitted in writing to the City’s designated representative and be postmarked within the 30 day Public Notice Period.
 - C. After the 30 day Public Notice Period, the City’s designated representative, will submit the recommended name to the City Manager or designee, who

will forward the recommendation and any citizen comments to the City Council for consideration at the next most reasonably scheduled meeting.

4. Commemorative Works.

- A. A Commemorative Works request may be initiated by the public. Upon receipt of an application, the City Manager or designee shall submit the request to the City Council for its consideration, with the requestor bearing all costs for the design, acquisition, construction, and installation of the Commemorative Work. A payment equivalent to the anticipated maintenance cost of the Commemorative Work and City Asset for the first year after dedication shall be required after approval and provided prior to dedication. Detailed information, including concept, size, shape, type of material, annual maintenance costs, and total costs, if appropriate shall be required in the application to be considered for approval by the City Council.
- B. The City will accept public comments and recommendations on the recommendation for a period of no less than 30 days ("Public Notice Period"). Public notice of the request will be placed at a minimum in a local newspaper once during the 30 day period, along with a posting notice at the site of the City Asset, if applicable, or utilizing any other form of social/electronic media to inform the citizens that the City will be considering the placement of a permanent Commemorative Work on a City Asset. Citizen comments and recommendations must be submitted in writing to the City's designated representative and be postmarked within the 30 day Public Notice Period.
- C. After the 30 day Public Notice Period, the City's designated representative, will submit the request to the City Manager, who will forward the recommendation and any citizen comments to the City Council for consideration at the next most reasonably scheduled meeting.

