



EAST LONGMEADOW TOWN COUNCIL POLICY

SUBJECT: NAMING/RENAMING OF TOWN PARKS AND FACILITIES

DATE: January 28, 2020

I. PURPOSE

The purpose of this policy is to provide guidance to those that have an interest in the naming and/or renaming of a Town Park and/or Town Facility.

II. INTRODUCTION

The naming or renaming of Town Parks and Facilities is often complex and emotionally expressive since assigning a name is a powerful and permanent identity for the parks and/or facilities. The naming and renaming of parks and/or facilities often requires significant resources in terms of changing names on signs, maps, and literature. In addition, excessive and constant name changing can be the source of confusion to the public. Therefore, this policy is intended to give guidance to the Town Council in the decision making of naming or renaming parks and facilities.

III. AUTHORIZATION

The Town Manager shall be responsible for recommending to the Town Council the naming of all town parks and facilities in the Town of East Longmeadow.

IV. DEFINITIONS

1. **Donations**: a gift of property, goods, cash or land of which NO BENEFITS are sought.
2. **Facilities**: major structures owned by the Town such as; Town buildings, community centers, swimming pools, pavilions, sporting facilities, located within Town boundaries.
3. **Naming**: the permanent name assigned to a given Town park and/or Town facility through adoption of this policy by the Town Council.
4. **Parks**: all traditionally designed parks, gardens, landscaped areas, trails, natural open spaces, and specialized parks owned by the Town.

V. POLICY STATEMENT

A. Naming Categories

It is the policy of the Town of East Longmeadow to reserve the name or renaming of parks and/or facilities for circumstances that will best serve the interests of the community and assure a worthy and enduring legacy. To this end, the Town Council will give consideration to naming requests in the following broad categories.

1. Historic Events, People, Places

The history of a major event, historic place, or a significant person can play an important role in the naming or renaming of parks and/or facilities. The community often wishes to preserve and honor the history of the Town, its founders, pioneers, and other historical figures, its war veterans, local landmarks and prominent geographical locations, and natural and geological features through naming.

2. Outstanding Individuals

The Town has benefited from contributions made by many outstanding individuals. This category is designed to acknowledge the sustained contribution that has been made by such individuals to the Town and the development and management of the parks and facilities.

B. Principles of Consideration

1. A name selected for a Town park and/or facility should be bestowed with the intent that it will be permanent, and changes should be discouraged. The renaming of parks and 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. When naming a park and/or facility, the proposed name will:

- Engender a strong positive image.
- Be appropriate to the park and/or facility's geographic location and/or history.
- Have a historical, cultural or social significance.
- Commemorate places, outstanding features, people or events that are of continued importance to the Town, region, state, and/or nation.

- Have a symbolic value that transcends its ordinary meaning or use, and enhances the character and identity of the park and/or facility.
 - Recognizes an individual who through their professional pursuits has improved the quality of life in the Town of East Longmeadow, or brought recognition to the community.
2. Proposals to rename parks and/or facilities, where a major donation is involved will be evaluated on a case-by-case basis. Names that have become widely accepted by the community will not be abandoned 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.
 3. Naming/Renaming a park and/or facility for an outstanding individual is encouraged only for those who have been deceased for at least three years (this provision can be waived by the Town Council), and where that person's significance and good reputation have been accepted in the Town's, State's, and/or Nation's history.
 4. The Town of East Longmeadow reserves the right to rename any park and/or facility if the person for whom it is named turns out to be disreputable or subsequently acts in a disreputable way.

VI. FINAL STATEMENT

The Application for Naming/Renaming Town Parks and/or Facilities is in the Appendix attached hereto. All such requests must be made through completion and submission of the Application to the Town Manager's office.



TOWN OF EAST LONGMEADOW
60 Center Square
East Longmeadow, MA 01028
APPLICATION FOR NAMING/RENAMING TOWN PARKS AND/OR FACILITIES

PROCEDURES & GUIDELINES

These procedures and guidelines have been established to ensure that the naming or renaming of Town parks and/or facilities is approved in a consistent manner.

1. Requests for Naming/Renaming of Town Parks and/or Facilities
 - a. All requests shall be through the application process.
 - b. Requests should contain the following minimum information on the application:
 - The proposed name.
 - Reasons for the proposed name.
 - Description/map showing location and boundaries of the public place.
 - If proposing to name a facility, include a description/map showing the location of the facility.
 - If proposing to rename a park and/or facility, include justification for changing an established name.
 - If proposing to name a park and/or facility after an outstanding person, include documentation of that person's significance and good reputation in the history of the Town, State, or Nation.
 - Letters of support will be allowed from individuals and/or companies who have had a strong connection to the entity whose name has been proposed, yet are unable to sign the petition due to residency requirements.
 - Completed application to be submitted to the Town Manager for approval by Town Council. The Council may require a Public Hearing and any costs incurred with this application are to be born by the Sponsor or Sponsoring Organization. All signs are subject to Town approval and all replacement and/or sign creation expense will be the sole responsibility of the sponsoring applicant.

GENERAL INFORMATION

1. _____
Sponsor/First Name MI Last Name

Address, Town, State, Zip

Home Phone

Cell Phone

Email

AND / OR

2. _____
Name of Sponsoring Organization,

Organization Address

First Contact Person

Email

Phone Number/Ext:

Cell Phone

Second Contact Person

Email

Phone Number/Ext:

Cell Phone

NAMING OR RENAMING A TOWN PARK/FACILITY

4. _____
Location of the Park/Facility

If named, state the current name

5. _____
Proposed name

6. Reason for naming/renaming

7. If named after a deceased person(s), please list their contributions to the community

Number of years the person(s) has been deceased_____.

REQUIRED DOCUMENTS

8. **Description Map**-- showing the location and borders of the Town Park and/or Facility.

9. If proposing to name a Town park and/or facility after an **outstanding person**, include documentation of that person's significance and good reputation in the Town, State, or Nation.

10. **Letters of Support**—The letter could include individuals or organizations **within** and **outside** the Town of East Longmeadow.

SIGNATURE

Applicant – Printed Name

Applicant – Signature

Date