

POLICY FOR NAMING/RENAMING CITY PARKS, OPEN SPACES AND PUBLIC FACILITIES

INTENT OF POLICY

To establish a set of standard procedures and guidelines for naming/renaming City parks, open spaces, or public facilities.

GENERAL GUIDELINES

This policy does not apply to naming/renaming of streets.

Newly acquired or developed park properties, open spaces, or public facilities will be assigned a name based on the adjacent street, functional use, geographic feature, community name or historic significance for reference and identification purposes.

The chosen name shall not conflict with similar names in whole or in part.

Every effort shall be made to avoid conflicts with neighboring municipalities, especially where streets cross municipal boundaries.

The Coral Gables City Commission shall have final approval of all names by Resolution.

The renaming of parks, open spaces and public facilities will be strongly discouraged. The City Commission may choose to rename an existing park if the park name is no longer in line with the criteria and guidelines and/or demeans the City in any way.

Where the name of an individual is so used, approval shall be obtained from the individual or the next of kin for such naming.

CRITERIA/GUIDELINES FOR NAMES HONORING INDIVIDUALS OR GROUPS OR EVENTS

- Parks, open spaces or facilities can be named for an individual or group who has made a significant contribution towards the City or the property in question. The contribution will be defined as one or more of the following:
 1. Park site or facility is donated.
 2. Donation in the amount equal to the fair value of the land.
 3. Donation in the amount of 50% of cost for the park development project as determined by the City.

- Parks, open spaces or facilities can be named for an individual or group that has provided significant service to the community or City. The service must be defined by one or more of the following:

1. Sustained, continued public service over 25 years.
 2. Projects or programs that contributed positively to the City. Detailed descriptions of projects and programs must be provided along with at least three detailed impact statements from citizens describing how the programs or projects positively impacted their lives.
 3. An accomplishment, achievement or honor that brings national or international prominence to the City. Detailed explanation of the accomplishment or achievement with tangible evidence of the prominence achieved is required.
- Individuals considered for park naming must be at least 70 years of age or been deceased at least 18 months, unless the naming of an individual is part of an agreement containing a qualified financial contribution.
 - A naming will not convey or imply that the individual, individual's family or group for which the park, open space or public facility is named has any additional rights towards the development, operations or additional naming of features within the park, open space or public facility.
 - Nominations will be accepted and considered only when nomination is received from a community-based organization in existence for at least three years. Community organizations include but are not limited to: Advisory Councils, Community Foundations, Chambers of Commerce, Rotary Clubs, and Youth Associations.
 - Nominations will NOT be accepted in the case of any of the following conditions:
 1. Nomination is brought forward by an individual person. Only exception is if the naming is a condition of a financial contribution that meets the naming guideline for financial contribution.
 2. Nomination duplicates the name or feature of another park.
 3. Nomination endorses or advocates a specific religion or specific religious entity.
 4. Nomination has obscene connotations.
 5. Nomination demeans or maliciously portrays any ethnic or racial group.
 6. Nomination is for an individual that has been found guilty of a felony crime.
 7. Nomination endorses or advocates a specific political organization.

PROCEDURES FOR NAME/RENAME DESIGNATION

- City will provide a Nomination Application form that will be required to be completed by the nominating organization. The form will request the following:
 1. Name and information of nominating group

2. Identification of the park, open space, facility or property to be named/renamed
 3. Proposed name
 4. Information on the nominee to include detailed biography, impact statements, detailed descriptions of contributions, service and accomplishments.
 5. Background information including letters of testimonials, media materials, recommendation letters, and additional data which detail the accomplishment and/or support the name designation.
 6. Letter of approval from the individual/next of kin or organization head for using such naming
- The Nomination Form must be sent to the Community Recreation Director. The Community Recreation Director will then head a nominating committee that will review the nomination application. The Committee will be comprised of the Community Recreation Director and Assistant Community Recreation Director and the Director or Director's designee from the following Departments or Divisions: Landscape Services, Planning, and Historic Resources.
 - The Committee will review the nomination to determine if all nomination qualifies for consideration by meeting the criteria and guidelines.
 - If the Committee finds the nomination meets the criteria and guidelines, then the nomination application will be forwarded to the following Boards for review and recommendation: Parks and Recreation Advisory Board, Landscape Beautification Board and Historic Advisory Board (if applicable).
 - Upon completion of Advisory Board review, the nomination will be presented to the City Commission. At least one Advisory Board recommendation to approve the naming is required to proceed to City Commission for final approval. If all boards recommend to not approve the naming, the nomination request will be denied and will not be forwarded to the City Commission.
 - The City Commission may approve the waiving of any or all conditions or procedures in the naming policy.

SIGNAGE

- The City will be responsible for coordinating the public presentation of signage to acknowledge the name/rename designation.
- The City Manager or designee shall have final approval for the selection and location of any signage, including signage text.
- Signage shall comply with the “Zoning Code” of Coral Gables.