

Date Approved: April 24, 2006 (Ordinance #2006-13)

POLICY TITLE: Public Lands Naming & Dedication Policy

AUTHORIZATION: Village Board Ordinance #2006-13

POLICY STATEMENT:

THE VILLAGE BOARD OF THE VILLAGE OF HOWARD, BROWN COUNTY, WISCONSIN DO ORDAIN THAT:

SECTION 1.

Purpose

The purpose of the policy is to establish standard procedures and guidelines for the naming of public parklands, conservancy lands, public lands, and facilities owned or operated by the Village of Howard.

This policy may not be consistent with existing names of village areas and facilities. No suggestion is made or intended that existing names be changed. This policy is a basis for future decisions.

Authorization

The naming of sites shall be the function of the Village Board.

Objectives

- A. Provide name identification for individual parks, conservancy areas, public lands and facilities.
- B. Provide criteria for citizen input into the process of naming parks, conservancy areas public lands or facilities.
- C. Insure that the naming of parks, conservancy areas, or public lands facilities is controlled by the Village of Howard Board of Trustees with advice from Staff.

Qualifying Names

Names submitted for consideration should provide some form of individual identity in relation to the following:

- A. The geographic location of the parks, conservancy areas, public lands or facility. This includes descriptive names.
- B. An outstanding feature of the parks, conservancy areas, public lands or 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 parks, conservancy areas, public lands or facility to be named. This can include either a deed or substantial monetary contribution, or contribution toward acquisition and/or development of the park, conservancy area, public lands 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 is to be fully substantiated by the person making the recommendation.
- G. An individual who provided an exceptional service in the interest of the Village as a whole. Typically, while serving in a public office, public officials should not be considered as a candidate for naming.

Naming Process – New and Existing Park, Conservancy Areas, Public Lands, Facility or Streets

The naming and renaming of parks, conservancy areas, public land or 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 outlined above but must also be accompanied by a petition from the park, conservancy area, public land or facility users as well as the residents surrounding the area.

- A. Only parks, conservancy areas, public land, or facilities named for geographic location, outstanding feature or subdivision should be considered for renaming. Parks, conservancy areas, public lands or facilities that have been named by deed restriction shall not be considered for renaming.
- B. Parks, conservancy areas, public lands or facilities named after individuals shall never 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.

- C. Working in cooperation with the staff, individuals, groups and organizations interested in proposing a name for an existing un-named park, conservancy area, public lands or facility must do so in writing. This proposal shall be presented to the Village Board of Trustees.
- D. A written description of qualifications for the name being considered must be submitted at this time. This should include location of the park, conservancy area, public land or facility, any outstanding features of the site, detailed biographical information on an individual being recommended for a name and a narrative explaining the justification of the naming of the park, conservancy area, public land or facility.
- E. The Village Board shall seek input on a name request at a regular meeting and will allow public comment through the next meeting date.
- F. A notice of naming a park, conservancy area, public land or facility will be published and noticed on the Village's web page to offer a chance for citizen comment.
- G. A temporary name will be designated by Staff for identification during acquisition and/or development of the park, conservancy area, public lands or facility.

Signs, Plaques and Markers

The Village of Howard Park Director, or designee, must approve any signs, plaques or markers. They must be designed to blend with and compliment the existing Parks, conservancy area, public land or facility signs, plaques and markers.

SECTION 2. All ordinances or parts of ordinances, in conflict herewith are hereby repealed.

SECTION 3. This ordinance shall take effect upon its adoption and publication.

Dated this 24th day of April, 2006.

