

City of Lakewood application instructions for name/renaming
City parks, streets or public facilities.

We thank you for your interest and time in completing the application for name/renaming a City park, street or public facility.

Following is the process for submitting and review of your application.

1. Please carefully read the Resolution No. 2016-2018 provided in this packet. The Resolution provides further details regarding application questions, criteria, and the timeline for the name/renaming application.
2. Complete the application and include any maps or relevant supporting documents.
3. Submit your completed application and supplemental information by mail or electronically to: City of Lakewood, Office of the City Clerk, 6000 Main St. SW, Lakewood, WA 98499 OR bschumacher@cityoflakewood.us
4. The City will review for completeness and provide verification of submittal.
5. A staff report will be prepared. Additional information may be needed and staff will contact you with the anticipated timeline for review.
6. The City's Parks and Recreation Advisory Board (PRAB) will provide review at a future meeting. The Board typically meets on the 4th Tuesday of each month at 5:30 p.m.
7. Following the PRAB review, a recommendation will be forwarded to City Council for consideration. The topic will be added to a future meeting for discussion and public input.
8. Additional public notices may be placed to generate public input regarding the request.

Please contact the City Clerk at 253-983-7705 if you have any questions.

RESOLUTION NO. 2016-18

A RESOLUTION of the City Council of the City of Lakewood, Washington, relating to parks and public facilities, creating a policy and procedure for naming/renaming City parks and facilities.

WHEREAS, the City Council may have occasions to name or rename City parks and other City facilities; and,

WHEREAS, it is appropriate to establish criteria and procedures for the official naming/renaming of City parks and other facilities.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF LAKEWOOD, WASHINGTON HEREBY RESOLVES as follows:

Section 1.

- A. The naming/renaming of City Parks and other City facilities shall only be in accordance with the procedures and criteria set forth below. Once adopted, name changes should occur on an exceptional basis only. Permanent naming/renaming opportunities: (1) are non-sponsorship and non-fundraising related opportunities; (2) are permanent and do not expire; and (3) are opportunities that comply with this policy.
- B. The following criteria shall be considered:
 - 1. The past, present and future history of the land or community should be considered. Consideration for naming and re-naming should ensure that:
 - a) It is in the best interest of the city and provides a worthy and enduring legacy for the city.
 - b) The name reflects the significance of a feature and the mission and vision of the city.
 - c) The name is appropriate to the location and remains relevant as the city grows and changes.
 - 2. The individual or entity who has donated substantial monies or land or has been otherwise instrumental in the acquisition of the property;
 - 3. The articulated preference of residents of the neighborhood surrounding the public facility;
 - 4. Engender a strong, positive image.
 - 5. Have broad public support.

6. Avoid undue commercialization of the park and/or recreational facility.

7. Outstanding Individuals

Outstanding individuals will be considered posthumously. Consideration will be given when:

- a) The person was exceptionally dedicated or demonstrated excellence in service in ways that made a significant contribution to the land, community, park, or city department; or
- b) The person risked his or her life to save or protect others.

8. The naming of historic events, culture, people and places:

When a park and/or facility is associated with or located near events, people, and places of historic, cultural or social significance: consideration will be given to naming the park, facility, etc., after such events, people and places. This history may include its founders, other historical figures, Native American heritage, local landmarks, prominent geographical locations, and natural features.

9. Gift Related Naming

A gift-related naming occurs when a donor makes a significant contribution that adds considerable value to the City of Lakewood. If the city benefits from the generosity of residents, businesses and foundations, the significance of the donation may warrant consideration for requests from either the donor or another party to acknowledge such a gift by naming. Decisions regarding such recognition are made on a case-by-case basis and will take into consideration the total cost of the project, the availability of other funds and the level of financial contribution. All gift-related naming will be documented by a written donor agreement. As a guideline, the threshold for considering the naming of an asset will include one or more of the following:

Land for the majority of the park was deeded to the City by the donor.

- a) Contribution of a minimum of 60% of the capital construction costs associated with developing the park/facility.
- b) Provision of a minimum 20-year endowment for the continued maintenance, operation and/or programming of the Asset.

10. Renaming

The renaming and reconsideration of current names of parks, facilities, natural areas, etc., is allowed but discouraged. Name changes will be subject to a critical review that includes consideration of the original justification for the current name, the monetary value of prior contributors, and the rationale for changing the name. The renaming process would follow all other steps in the Naming process.

The naming of physical entities is intended to be in place for the life of the specific physical entity. If, in the determination of the City Council, circumstances change so that the purpose for which the physical entity was established is significantly altered or if the physical entity is no longer needed or habitable, they will determine an appropriate way to recognize the donor's naming gift in perpetuity. If the City and the

donor(s) previously established a contract that provides a practicable course of action, then that action shall be followed.

11. Moral Clause

Under circumstances that would cast a negative image upon the City (such as committing a serious crime), any naming of City-owned facilities in honor of an individual, family or group may be revoked at the discretion of the City Council.

The names of individuals or corporations or groups involved in controversial enterprises or activities that would be detrimental to the mission or image of the City should be avoided. The donation of land, facilities, or funds for the acquisition, renovation or maintenance of land or facilities, shall not constitute an obligation by the City to name the land and/or facility or any portion thereof after an individual, family or organization.

12. Modification or Relocation of Property and Names

As modifications are made to property over time, situations may occur where it is in the best interest of the city to relocate, modify, or reallocate named city property. This is to insure that the original purpose of the naming and the donor's wishes, if built with private funds, are preserved as appropriate.

C. Prior to City Council approval, the proposed naming information will be reviewed by the appropriate City staff or committee who will consider names based on the criteria outlined below and with consideration of public comment. The following guidelines shall be followed for naming/renaming of City parks and other City facilities:

1. If the City Council determines that a City Park or other City facility should be named or renamed, the City shall solicit suggestions for names from private organizations and individuals. All suggestions, whether solicited or independently offered, shall be acknowledged and recorded by the City.
2. Following a review of recommendations, suggestions and public comments, the City Council shall determine the name for City parks and other City facilities.
3. There shall be a lapse of at least thirty six (36) months between the date of the death of the person(s) or of the event commemorated and the final naming or renaming of the City park or City facility; or at the discretion of the City Council.

D. Naming Application Process

Any group, person, or organization may submit an application to name or re-name a public park, facility, street, natural area or significant capital asset. The application should be submitted to the City Manager. Applications should contain the following information:

Name of applicant

1. Proposed name for asset
2. Background/support for proposed name
3. Demonstrated community support for proposed name

4. Identification of interested/impacted stakeholders
5. Description/Map showing location
6. If proposing to name an asset after an outstanding person, documentation of that person's community or financial contribution to the City, State or Nation's history
7. If proposing to re-name a facility, the application should also include background information on the current name and the rationale for requesting a new name

E. Naming Approval Process

City Council will be advised based on a transparent process and utilize the following steps .
The following steps will be used as guidelines for approval:

Advertise intent to name a park or facility or consider proposed names.

1. Refer completed application to appropriate staff or committee for review.
2. Take public comment, the purpose of which is to represent the broad range of demographics and interests of city residents;
3. Forward recommendation to City Council for consideration.
4. Notify the applicant of the application status once the City Council has taken action.

Section 2. That Resolution 1997-2 is hereby repealed.

Section 3. That this Resolution shall be in full force and effect upon passage and signatures hereon.

PASSED by the City Council this 3rd day of October, 2016.

Attest:




Alice M. Bush, MMC, City Clerk

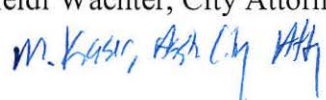
CITY OF LAKEWOOD



Don Anderson, Mayor

Approved as to Form:



Heidi Wachter, City Attorney




City of Lakewood

Office of the City Clerk

6000 Main St. SW

Lakewood, WA 98499

(253) 589-2489

Application for name/renaming City parks, streets or public facilities.

NAME OF APPLICANT

ADDRESS OF APPLICANT

PHONE NUMBER OF APPLICANT

EMAIL ADDRESS FOR APPLICANT

LOCATION OF STREET, PARK OR PUBLIC BUILDING FOR PROPOSAL TO NAME/RENAME

PROPOSED SITE NAME

CURRENT SITE NAME IF PROPOSING TO RENAME

BACKGROUND/HISTORY SUPPORT FOR PROPOSED NAME

DEMONSTRATED COMMUNITY SUPPORT FOR PROPOSED NAME

IDENTIFICATION OF INTERESTED/IMPACTED STAKEHOLDERS

IF PROPSING TO NAME AN ASSET AFTER AN OUTSTANDING PERSON, DOCUMENTATION OF THAT PERSON'S COMMUNITY OR FINANCIAL CONTRIBUTION TO THE CITY, STATE OR NATION'S HISTORY

ANY ASSETS OR RESOURCES TO CONTRIBUTE TO COST ASSOCIATED WITH A NAME CHANGE (SIGNS, ADDESS CHANGE, ETC.)

YOU ARE WELCOME TO ATTACH ANY MAPS, OR ADDITIONAL INFORMATION THAT RELATES TO THIS REQUEST

DATE: _____ SIGNATURE: _____

(PLEASE READ THE INSTRUCTIONS AND RESOLUTION NO. 2016-18 INCLUDED IN PACKET FOR DETAILS AND TIMELINE)

DATE RECEIVED BY CITY OF LAKEWOOD _____ RECEIVED BY _____