

City of Richmond
Recreation & Parks Department
Recreation & Parks Commission

Statement of Policy and Guidelines
for
Naming of Parks, Facilities and Re-Naming Streets

I Preamble

The naming of parks, facilities and re-naming of streets within the City of Richmond is an important task. The policy statement contained herein will add meaning, significance and uniformity and will enhance the values and heritage of Richmond. Efforts shall be made to ensure that in naming parks, facilities and re-naming of streets attention is paid to proportionate representation of ethnic and cultural heritages. All eligible recognitions or contributions of individuals, groups or organizations shall be submitted for consideration to the City Council.

II Classification

It shall be the policy of the City of Richmond to name parks, City of Richmond facilities and re-name streets in order to identify the character, location or special or unusual features of the area:

- A. Individuals, groups and organizations who have made a significant service or historical contribution to the City of Richmond shall be recognized by plaques, statues or other markings within parks, facilities and streets.
- B. Individuals, groups and organizations who have made a significant monetary, materials or capital contributions to the City of Richmond shall be recognized by plaques, statues or other markings within parks, facilities and streets.
- C. Local or national heroes shall be recognized by plaques, statues or other markings within parks, facilities and streets.

III Criteria For Recognition of Individuals

- A. Service Recognition
 - 1. Living Or Deceased Individuals Who Were Not In A Pay Status For A Significant Service Contribution:

- a. Contribution shall have been in a voluntary, non-pay status.
- b. Contributions shall have exceeded 5 years in duration.
- c. Contribution shall have been outside normal political duties if the individual was an appointed official.
- d. Contribution shall have had a direct positive effect on the delivery of public services and/or quality of life for the citizens of Richmond.

2. Living Or Deceased Individuals Who Were In A Pay Status For Services

- a. Must not have served in such capacity of the preceding 3 years.
- b. Contribution shall have been above and beyond regular duties.
- c. Contribution shall have exceeded 10 years in duration.
- d. Contribution shall have had a direct positive effect on the delivery of public services and/or quality of life for the citizens of Richmond.

3. Groups Or Organizations:

- a. Contribution shall have been in a voluntary, non-pay status.
- d. Contribution shall have exceeded 5 years in duration.
- e. Contribution shall have been outside the normal function of a profit-making group or organization.
- f. Contribution shall have had a direct positive effect on the delivery of public services and/or quality of life for the citizens of Richmond.

B. Monetary, Capital Or Material Contribution:

- 1. A person, group or organization may be recognized as outlined in Section II B as follows:
 - a. The contribution must exceed 50% of the capital cost of the facility.
 - b. The honoree must have a record of good citizenship.

- c. The request for a specific honor must be made at the time of the donation.
 - 2. Land or in lieu fees received through subdivision ordinance requirements shall not be considered a contribution. However, land or financial payments received, that are in excess of those otherwise required City Ordinance, may be considered a contribution.
- C. Local Heroes Or National Heroes
 - 1. Local Heroes
 - a. To be considered a local hero, the deed for which the individual is being honored must have occurred two years prior to the date of consideration and must have been common knowledge throughout the full two year period.
 - b. The honoree must have a record of good citizenship.
 - 2. National Heroes

To be considered a national hero, the individual must have been recognized as such by an agency of the U.S. Government.

IV Agreements

When certain stipulations are connected with the recognition or contribution of individuals, groups or organizations, these stipulations should be part of the deed. All such stipulations and agreements must be approved by the City Council.

V Change of Name

It shall be the policy of the City of Richmond to re-name Parks and other Public Facilities, when appropriate and But only if the following conditions are met:

- A. When an event of national significance occurs, however, a waiting period of no less than two years should occur between the events and the actual naming of the park, street or facility or;
- B. When the current name proves to be inappropriate or ineffectual.
- C. Such re-naming may take place when the person, place or event on which the old name is based has, due to the passage of time, a change in values, and/or cultural changes, lost its connection to the City of Richmond and its residents.

- D. If the change being considered involves removing a person's name, every effort should be made to locate and involve local descendants of that person in the process. Those descendants should be given an opportunity to make a case for retaining the name during the public hearing process required by this policy.
- E. In choosing a new name, the Classifications available, and the Criteria for recognition shall be as in Sections II and III, above.

VI Plaques and Markers

Plaques and markers shall be used to honor individuals, groups and organizations in the community or to designate history related to a particular property. It is important that plaques and markers be regulated, appropriately designed and placed in a manner serving the best interests of the community. The regulations, design and placement of plaques and markers are declared to be a proper function of the Director of Recreation and Parks in collaboration with the Director of Public Services or designated staff. All costs incurred in obtaining and installing a plaque shall be the burden of the individual group or organization submitting the proposed name or unless otherwise approved by the City Council.

VII Nominations Procedures

All sponsors (individuals or groups) desiring to submit a name for a Park, other Public Facility, subsections thereof, for the placement of a plaque or marker on public property, or for re-naming public facilities including streets shall complete a nomination form available at the Recreation & Parks Department of the City of Richmond.

- A. The nomination must, at a minimum, include the following:
 - 1. A description of the naming opportunity.
 - 2. A location map, or building floor plans, of where the name is to apply.
 - 3. A reason why this particular structure, space, or street was deemed to be the appropriate place for this recognition.
 - 4. The Classification being used to support the application, per Section II.
 - 5. The sponsor's justification for this recognition, providing detailed information about the proposed name, including how the candidate name meets the Criteria established in Section III.

6. For any change in name, the following additional information is required:
- a. The sponsors must research the history of the old name and provide adequate information as to why the name was originally assigned to that element.
 - b. In cases where a person's or family's name is being dropped, the sponsor must make a substantial effort to locate the descendants and provide the City their names and addresses.
 - c. In the case of name change for a street, the sponsor shall first contact the Richmond Police Department and the Richmond Fire Department to assess whether the new name is likely to cause confusion among emergency services personnel.
 - d. In the case of a name change for a street, the sponsor shall notify all residences and/or businesses located on that street and secure petition signatures from as many of them as possible. The sponsor's ability or inability to garner significant support for the name change from these residents and/or businesses will be used by the reviewing bodies in making their approval decision.

B. The nomination documents will be submitted to the Recreation & Parks Director, who will:

- a. Assess the application's completeness.
- b. Provide written comments on the appropriateness of the proposal.
- c. Refer the applications to the Recreation & Parks Department for review and recommendation by the Recreation & Parks Commission.

C. Upon recommendation by the _____ (Commission or Board), the nomination application will be forwarded to the City Council for approval.

In order for a park, facility or street to be named for an individual (living or deceased) the proposed honoree must fit the criteria in one of the designated categories and meet all of the items in that section.