

12/14/2011

To: Mayor and City Council members

For background with Mayor and Council item on 12/19. The Parks Commission and Council could also, as part of a process, solicit general community suggestions. A referral to the PRCS from Council may/should include some criteria or suggestions going into that review. Clay

MEMORANDUM

CLAY PEARSON, CITY MANAGER

M: JASON S. MANGUM, DIRECTOR OF PARKS, RECREATION AND CULTURAL SERVICES

CT: NAMING OF PUBLIC PARKS AND PARKS AND RECREATION FACILITIES

DATE: DECEMBER 14, 2011

The majority of the Landings park property was acquired by the City in the 1980's and was designated as parkland on March 22, 2010. The "Landings" name comes from a proposed development that at one time was planned to go in at that site. The current name does not reflect the rich and unique history of the property and another name should be considered.

Also, naming rights for fixed amount of time and onto the "official" name. Such as, ITC added to Community Sports Park for duration of naming rights agreement.

In 2005 the Novi City Council adopted the Parks and Recreation Facilities Naming Rights Policy, which provides the authorization for an individual, family, private business or corporation to purchase the right to name a fixed asset. The policy, however, does not provide guidance for the naming of park facilities that do not fall under these criteria.

Parks where naming rights funds have not been secured should be approached with deliberation and the City Council should designate the names of parks and recreation facilities. The City council should make its selection after receiving a recommendation from the Novi Parks, Recreation & Cultural Services Commission, which shall be based upon public input from individuals and organizations.

Common criteria for park naming:

- Neighborhood or geographical identification
- Natural or geological feature
- Historical or cultural significance
- A historical figure
- An individual who has made a significant land, monetary or civic contribution to the park system
- An individual who gave their life while serving in the United States of America in military service
- As required by purchase agreement

Following the selection of a park name the property or facility should be identified with appropriate signage and the name should remain for a designated number of years.