



PARKS & RECREATION BOARD

POLICY AND PROCESS FOR THE NAMING OF LAKE LURE, NORTH CAROLINA TOWN PARKS, RECREATIONAL AREAS AND FACILITIES

Purpose:

This policy establishes standard processes and guidelines for naming and renaming parks, recreational areas and facilities owned and/or operated by the Town of Lake Lure, North Carolina. This policy will guide name recognition and establish uniform application. The Lake Lure Town Council is responsible for naming Town Parks, recreational areas and facilities. The Town Council will accept recommendations from the Lake Lure Parks and Recreation Board, consider alternatives and make the final decisions.

Objectives:

- Establish a positive sense of community pride and engagement which will encourage use of town parks, recreational areas and facilities.
- Ensure that Town Parks, recreational areas and facilities are properly identified and easy to locate.
- Acknowledge the values and characteristics of the Town of Lake Lure and its brand when naming town parks, recreational areas and facilities.
- Consider strength and vitality of the name to ensure that its long-term significance will remain obvious to citizens of and visitors to the Town of Lake Lure.
- Encourage public participation in the naming process to create civic enthusiasm for Town Parks, recreational areas and facilities.
- Provide an objective process for recognizing individuals or groups responsible for donations of real property, equipment, other physical assets, and financial support.

Criteria for Qualifying Names: (A potential name does not have to meet all of these criteria).

- Geographical locations which are descriptive of the Town Park, recreational area or facility.
- Significant physical feature associated with the Town Park, recreational area or facility.
- Historical significance of an event, deceased individual, group of people, cultural activity, or physical place.
- Contribution to the acquisition of the Town Park, recreational area or facility by a group or deceased person.
- Memorial recognition of exceptional service in the interest of the Town of Lake Lure and its Parks and Recreational amenities.



- Honoring a living individual whose gift or contribution is of an extraordinary nature to the Town of Lake Lure.
- Consideration for naming may be based on the provision of substantial funding which underwrites the cost of construction or renovation of property of the Town of Lake Lure.
 - Underwriting is broadly defined as significant financial contributions enabling the projects such as parks, building or property acquisition.
 - Monetary gifts which leverage grants or federal, state or local funding; and donation of entire parcels of land are actions which may be recognized.
- Deed restrictions by a donor may determine the name of a Town Park, recreational area or facility; but must be acknowledged and approved by the Lake Lure Town Council.
- Conflicts with grant funding policies of federal, state or local grant programs must be avoided when selecting names for Town Parks, recreational areas and facilities.

Exclusions:

- Naming associations with tobacco, alcohol, contraceptives, religious organizations, political candidates or parties, and adjudicated felons are prohibited.
- Memorial or honoraria dedication of small park amenities with identifiable “life spans” such benches, tables, trees and walkways, ~~are~~ will be addressed in separate policies.

Renaming:

By the adoption of this policy and process, the naming of town parks, recreational areas and facilities is intended to emphasize permanent recognition. Renaming of Town Parks, recreation areas and facilities which have originally been named based on these guidelines is discouraged. Recommendations to change the name of a Town Park, recreation area or facility will be critically scrutinized to ensure that the original intent and justification for naming is not compromised or discounted. Parks named for locations, features, or historical significance, i.e., not named for living or deceased people, may be changed only if the current name is ineffectual or has become inappropriate or irrelevant.

Procedure:

- Citizens of Lake Lure, Lake Lure Town Staff Members, community leaders and organizations may propose names for Town Parks, recreational areas and facilities by submitting written or electronic recommendations to the Chair of the Lake Lure Parks and Recreation Board for further consideration by the sitting board at its next monthly meeting. The decision of the quorum of the sitting board will be delivered to the Lake Lure Town Council by the Town Council Liaison to the Parks and Recreation Board. The proposal must describe in detail the merits and qualifications of the proposed name.
- Recommendations to name town parks, recreational areas or facilities for living people must be accompanied by written, signed permission of the person or people to be



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honored; and recommendations to memorialize deceased people must be approved by the nearest known next-of-kin of the person recommended.

- The Lake Lure Town Council will consider recommendations from the Lake Lure Parks and Recreation Board, and may solicit public comment and discussion if that is deemed appropriate or necessary.
- The Lake Lure Town Council will confirm the names of Town Parks, recreational areas and facilities by formal resolution.
- The Lake Lure Town Council has the final approval authority for any naming or renaming recommendations, and may reject any request, or ask the Parks and Recreation Board for further consideration or refinement.