

A RESOLUTION SETTING OUT PROCEDURES REGARDING THE NAMING OF
TOWN PARKS, PARK FACILITIES, GREENWAYS, AND OTHER TOWN
FACILITIES
FY 26-4

WHEREAS, the Town wishes to establish a uniform policy to govern the naming of Town parks, park facilities, greenways, and other facilities owned and operated by the Town of Hertford; and

WHEREAS, the Town Council recognizes that different naming procedures may best serve the process of naming the various types of facilities owned and operated by the Town; and

WHEREAS, the Town Council seeks to provide additional procedures for honorary naming for parks, park facilities, greenways and for other Town facilities.

WHEREAS, the Town Council seeks to provide procedures for naming rights, sponsorships, and donor recognition following monetary or in-kind gifts given to the Town to support services, programming, and capital improvement projects provided by the Town.

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF HERTFORD THAT THE POLICY FOR THE NAMING OF TOWN PARKS, PARK FACILITIES, GREENWAYS, AND OTHER FACILITIES BE AS FOLLOWS:

- I. RESPONSIBILITY:** The Town Council shall be responsible for the “ALL naming” of all Town parks, park facilities, greenways, and town facilities within the Town of Hertford. Recommendations shall be sent to the Town Council, by and through the Town Manager’s Office, for approval and designation. This also applies to any park or facility named for a club or organization pursuant to an agreement to be entered into with the Town of Hertford by the club or organization. “
- II. PROPOSALS:** Written and digital proposals will be accepted. These may be submitted by any Hertford citizen, or organization. The proposal should include as much data as possible as to the reason for naming the park, park area, park facility, greenway or town facility.
- III. PREFERENCE:** The Board shall encourage the use of names for parks, park areas, or facilities located in the Town of Hertford that are based upon geographical, historical or ecological features, indigenous to the park or facility’s area. Greenways are to be named based only upon geographic or ecological features indigenous to the greenway.
- IV. CRITERIA FOR NAMING OF TOWN PARKS, PARK FACILITIES, GREENWAYS, AND OTHER FACILITIES:**

1. The name of an individual or group for a particular park area or facility, may be approved by the Town Council if that individual or group have made exceptional contributions to the Town of Hertford.

2. When a facility within a park is to be named, the name of the facility should in some manner denote its affiliation with the park in which it resides.

3. The name must not duplicate or be similar to any other name existing within the Town of Hertford, so as to not cause confusion to the public.

4. The Board will consider an honorary naming proposal for a person who is deceased, and the proposal complies with paragraph 1 above.

5. The Board will not consider the recommendation of changing the name of a park or facility from one individual or group to another unless one hundred 50 years have elapsed from the original naming by the Town of Hertford.

6. A proposal to change the name of a named park or facility shall require a petition including supporting reasons with the signatures, either written or digital, of at least one thousand 300 residents of Hertford. (This does not apply to parks or facilities named for clubs or organizations, or on behalf of individuals or groups following for in-kind or monetary gifts, pursuant to an agreement with the Town of Hertford, the terms of which will apply.)

7. The Board will consider the placement of a plaque, statuary, work of art, in an appropriate location within a park or facility wherein the names of individuals or organizations may be placed for exceptional contributions to a specific park or facility, or greenway. The Board may elect to exercise the option of recommending an appropriate memorial to an individual or organization such as planting trees, flowers, etc.

V. PROCEDURE FOR SUBMITTING NAMING PROPOSALS:

1. The Town Manager will accept proposals in writing or digitally. The Board will discuss and hear public discussion at the next regularly scheduled meeting, following the submission of the proposal. The Board will vote at its following meeting unless there is opposition, in which case paragraph 1b below will be adhered to.

1a. In the event there is opposition to a proposal, those opposed will also have to submit information identifying the reasons for their opposition, and allow the Board to question them, upon appearance before the Board. The Board may require the opposition to provide a petition in writing or digitally.

1b. When opposition occurs to a request, the Board will delay action on the naming of the park or facility for at least two (2) months, in order to evaluate the opposition's information.

2. The Town Manager will notify local media through a written press release, digitally and post notice at the site of a park or other facility to inform the citizens of the Board considering the naming of any park or other facility or any name change proposal.

VI. PROCEDURE FOR NAMING OF TOWN PARKS AND PARK FACILITIES FOLLOWING MONETARY OR IN-KIND GIFTS:

1. If the naming of a Town park or park facility is to be done to recognize a monetary or in-kind gift, the following procedures will apply:

a. The Town Manager is must confidentially notify the Town Council of the proposed gift.

b. Before officially naming a park facility following monetary or in-kind gifts, the Town Council shall hold a hearing on the proposal to receive public comment. It shall be the intent of the Town to provide widespread notice of the hearing, including, at minimum, posting of the notice of the hearing in a prominent manner on the Town's website. Notice shall at minimum describe the facility to be named, the proposed name, the duration of the proposed naming rights, and any other material terms as determined by the Town Manager. The hearing shall be held no less than ten (10) days after the first date that the Town posted the notice of the meeting. The

Town Council may consider and take action on the proposal at any time after the close of the hearing.

c. Proposals submitted to Town Council under this Section shall comply with the Departmental Procedures for Park Sponsorships, Donor Recognition and Naming Rights, as they may be set from time to time by the Town Manager.

d. Unless expressly permitted by Town Council on a case-by-case basis, the duration of a naming rights agreement shall not be in perpetuity. If a donor requests perpetual naming rights following a monetary or in-kind donation, then the Town Manager must immediately notify Town Council of this request in light of the limitation on perpetual naming rights set forth herein.

VII. OTHER FACILITIES:

1. The naming of any other Town building or facility as an honor to an individual or group and not involving a monetary or in-kind gift shall be as follows:

a. Any such naming shall generally follow the guidelines, criteria, and procedures set out in Section IV and Section V herein, subject to the review and approval of the Town Council.

b. Before officially naming other Town facilities for honorary purposes, the Town Council shall hold a hearing on the proposal to receive public comment. It shall be the intent of the Town to provide widespread notice of the hearing, including, at minimum, posting of the notice of the hearing in a prominent manner on the Town's website. Notice shall at minimum describe the facility to be named, the proposed name, the duration of the proposed naming rights, and any other material terms as determined by the Town Manager. The hearing shall be held no

less than ten (10) days after the first date that the Town has posted the meeting notice. The Town Council may consider a vote to name the facility at any time after the close of the hearing.

2. If the naming of a non-park, recreation or greenway facility is to be done following a monetary or in-kind gift, the following procedures will apply:

a. The Town Manager must confidentially notify the Town Council of the proposed gift.

b. Before officially naming other Town facilities following monetary or in-kind gifts, the Town Council shall hold a hearing on the proposal to receive public comment. It shall be the intent of the Town to provide widespread notice of the hearing, including, at minimum, posting of the notice of the hearing in a prominent manner on the Town's website. Notice shall at minimum describe the facility to be

named, the proposed name, the duration of the proposed naming rights, and any other material terms as determined by the Town Manager. The hearing shall be held no less than ten (10) days after the posting of the notice on the Town's website. The Town Council may consider a vote to name the facility at any time after the close of the hearing.

c. Unless expressly permitted by Town Council on a case-by-case basis, the duration of a naming rights agreement shall not be in perpetuity. If a donor requests perpetual naming rights following a monetary or in-kind donation, then the Town Manager must immediately notify Town Council of this request in light of the limitation on perpetual naming rights set forth herein.

d. This Resolution and the policy/procedure adopted herein shall not apply to the State Theatre.

VIII. MISCELLANEOUS PROVISIONS:

1. Procedures developed by the Town Manager to carry out the provisions of this policy shall include the following, at minimum, within the application for consideration of a name:

a. Name, address, and telephone number of the individual or group making request.

b. Site or facility to be named.

c. For an individual, the recommended name, whether said person is living or deceased, their address (if living), their contributions to the Town of Hertford or the Parks system, their community activities and services, and any honors or awards they have received.

d. For a name not associated with an individual, the reasons for

recommending the name and the origins of the name.

2. For purposes of this resolution, the Town Manager may delegate any responsibilities or obligations set forth herein to other Town Staff.

3. This Resolution supersedes and replaces all prior resolutions setting out procedures regarding the naming of Town Parks, Park Facilities, Greenways, and other Town Facilities.

Adopted this 13 day of Oct 2025.



R. Ashley Hodges, Mayor

ATTEST:



Gina Durante, Clerk

