



TOWN OF DANVERS

Naming Procedures for Facilities, Recreational Buildings & Amenities

Purpose

- ☆ To establish a procedure for naming Town of Danvers Parks, Athletic Fields, Playgrounds, Recreational Buildings, and Amenities;
- ☆ To establish a procedure for the use of memorial plaques at Town of Danvers Parks, Athletic Fields, Playgrounds, Recreational Buildings, and Amenities;
- ☆ To establish a procedure for the use of permanent and/or temporary signs within Town of Danvers Parks, Athletic Fields, Playgrounds, Recreational Buildings, and their Amenities.

Definitions

Park: A large parcel of land owned and managed by the Town of Danvers and used, at least in part, for public recreational purposes other than organized sporting activities.

Athletic Field: A parcel of land, either free standing or an area of a park, owned and managed by the Town of Danvers and developed to be used for organized sporting activities such as softball, baseball, football, lacrosse, soccer, etc.

Playground: A parcel of land either free standing or an area of a park owned and managed by the Town of Danvers and improved with climbing structures, slides, swings, and/or similar equipment.

Recreational Building: A structure built at a Park, Athletic Field, or Playground that occupies a footprint greater than five-hundred (500) square feet.

Amenity: A small structure located within a Park, Athletic Field, Playground, or Recreational Building including, but not limited to, a scoreboard, snack bar, bench, swing, court, garden, path, room or defined area.

Procedure

Any person or entity seeking to name a Park, Athletic Field, Playground, Recreational Building, or any Amenity located at a Park, Athletic Field, Playground, or Recreational Building must comply with the following procedures:

1. The applicant must complete a form entitled “Request for Naming Opportunity,” and submit the form to the Director of Recreation.
2. The Director of Recreation shall, within four (4) months of receipt of the form, schedule the application for discussion before the Recreation Committee on one of its regularly-scheduled, public meetings and review the application with any appropriate departments or committees that may warrant input.
3. The Recreation Committee shall discuss the application and shall thereafter forward to the Town Manager the following information:
 - (a) The application;
 - (b) The date that the application was the subject of discussion before the Recreation Committee;
 - (c) Whether the Recreation Committee supports the application or not.

It should be noted that the recommendation of the Recreation Committee is advisory in nature. The issue ultimately will be determined by the Town Manager, Board of Selectmen, School Committee or Town Meeting, depending on the specific nature of the application.

Philosophy

Applications will be determined by the Recreation Committee on a case-by-case basis. That having been said, the philosophy of the Recreation Committee is as follows:

Athletic Fields

- 1) The majority of Town Athletic Fields are already named. The Recreation Committee strongly disfavors the re-naming of an Athletic Field that has already been named for a person or family. Any such re-naming should only occur in extraordinary circumstances.
- 2) As to existing, unnamed Athletic Fields and Athletic Fields hereafter developed, such naming opportunities should be reserved for extraordinary circumstances, including, but not limited to, lifelong service to the Town or a unique and substantial contribution to the development of the Athletic Field, such as the donation of the land or a significant contribution to the cost of development.
- 3) The Committee is mindful of an existing policy relative to “Memorial Field” at Plains Park. Those individuals who meet the criteria for recognition at “Memorial Field” should be recognized at “Memorial Field.”

Playgrounds

- 1) Playgrounds now or once affiliated with a school should retain the school’s name; i.e., Great Oak, Smith, Tapley. Playgrounds now or once affiliated with a Street or area of Town should retain the name/affiliation; i.e., Preston Street, Lawrence Street, Southwick, Rand Circle). Playgrounds already named should not be re-named (i.e., Kids Town).
- 2) In the event that a person or family seeks to memorialize a loved one in conjunction with a Playground, such recognition can occur by naming an area of the Playground; i.e., Pope’s Corner at Smith Playground. In such an event, there is an expectation that the family will assist the Town in maintaining and improving the area. A memorialization can also occur by way of a named Amenity.
- 3) In the event that a person or entity contributes financially to the development, improvement, or maintenance of a Playground, that person or entity may be recognized by way of inclusion on a plaque honoring sponsors or by being granted a named Amenity.

Parks

The names of existing Parks should, except for extraordinary circumstances, be maintained; i.e., Endicott Park, Plains Park, Tapley Park, and John L. George Park. The

naming of any unnamed Park or hereafter developed Park should be done to recognize lifelong service to the Town or a unique or substantial donation to the community.

Amenities

If a person or entity chooses to donate an Amenity to the Town, which Amenity the Town then accepts as a gift, that Amenity may have a small sign attached to it or located near it to recognize the donation. The recognition may be as a memorial to an individual or may recognize a business sponsor. Therefore, by way of example, if a business seeks to donate a scoreboard at an Athletic Field, the name of the business may be displayed on the scoreboard. The issue is not whether the business can be recognized but the form of the recognition. The Town prefers tasteful, modestly sized placards of uniform size and material. The location, size, style, and positioning of the placard shall be exclusively determined by the Town of Danvers.

It should be understood that the naming of an Amenity may only occur in conjunction with a donation that benefits the Town. A donation that exclusively benefits a user of Town property (i.e., youth sports league) does not give rise to naming opportunities. A donation to a user of Town property—which donation ultimately benefits Town property—may give rise to a naming opportunity.

Permanent Signage

The Town supports the use of standardized signs to identify the name of a Park, Athletic Facility, Recreational Building, or Amenity and to announce Park rules and regulations including traffic, trash policies, and the like. The Town supports the placement of modestly-sized placards associated with Amenities, so long as they are consistent with applicable Town by-laws.

Temporary Signage

The Town supports the use of standard signs to be used during the course of a given athletic game or event to recognize sponsors for that game or event. The temporary signs must be aesthetically tasteful and must be approved by the Director of Recreation **in advance of their use**. The signs must be removed at the end of the game or event by those responsible for the signs' placement.

Date _____

Recreation Committee Chairperson

Date _____

Town Manager