

CITY OF GAINESVILLE
POLICY AND PROCEDURE FOR THE NAMING OR RENAMING OF CITY PARKS,
RECREATIONAL AREAS AND SPECIAL FACILITIES

Date Updated: 06/20/16

Purpose:

The purpose of this policy is to establish a set of standards and guidelines for the naming and renaming of parks, recreational areas and special facilities owned and/or operated by the City of Gainesville. This policy will guide name recognition and suggest a process for its uniform application. It is realized that responsibility for naming and renaming city parks, recreational areas and special facilities lies with the City Commission. City of Gainesville names need to take precedence but realize there will be instances where name changes are determined to be appropriate.

Objectives:

- Enhance the sense of community through naming and renaming of City parks, recreational and special facilities.
- Ensure that parks and recreational areas are easily identified and located.
- Ensure that names given are consistent with the values and characteristics of the City of Gainesville.
- Encourage and recognize the dedication of lands, or donations by individuals or groups.
- Encourage public participation and input in order to fully represent the best interest of the area affected.
- Assure the quality of the title/name, so that it will serve the purpose of the city in a permanent manner.

I. General Policy Statement

A. The City of Gainesville Public Recreation and Parks Board (PRPB), the Nature Centers Commission (NCC), and the Gainesville-Alachua County Cultural Affairs Board (CAB) shall be responsible for recommending approval or denial for all names of parks, recreation areas, special facilities and centers managed by the City of Gainesville Parks, Recreation and Cultural Affairs Department (PRCA).

Procedure:

1. Where existing or proposed nature or passive parks, areas, special facilities or centers are being considered for naming or renaming, recommendation for approval shall be governed by the NCC as noted in Addendum A.

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2. Where existing or proposed active parks, areas, special facilities or centers are being considered for naming or renaming, recommendation for approval shall be governed by the PRPB as noted in Addendum A.
3. Where areas, special facilities or centers are being considered for naming or renaming, recommendation for approval shall be governed by the CAB as noted in Addendum A.
4. Where a park or area with multiple uses, such as active and passive, active and special facilities, special facilities and passive, are being considered, recommendations shall be governed by both of the responsible boards as identified above. In the case where a park or area includes active, cultural and passive, all boards shall be involved in making recommendations.
5. The PRCA Director will also have the authority to bring requests to the appropriate advisory board.

B. Once a recommendation to submit has been made by the PRPB, NCC and/or CAB and the following criteria have been met, this action—in recommendation form—will be forwarded to the Gainesville City Commission for final approval and official designation.

II. Presentation to the Public Recreation and Parks Board, Nature Centers Commission or the Gainesville-Alachua County Cultural Affairs Board:

A. The PRPB, NCC or CAB will consider written proposals only. Proposals may come from any City of Gainesville resident or organization, including the Director of the PRCA Department. The proposal should include as much background information as possible as to why a particular name should be designated to a particular park, area, special facility or center. The proposal shall identify the current park name as listed in Addendum “A”, park street address, the portion or element of the park to be renamed if not the entire site, proposed name without abbreviations, and a brief description of why the request is being made and is appropriate for the requested park site.

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- B. If additional information is required for full consideration of an application, the PRPB, NCC or CAB may require presentation of additional material—including public presentation—before action is taken.

III. Qualifying Names for Criteria:

- A. The PRPB, NCC or CAB will accept proposals recommending the naming of a park, area, special facility or center in honor of a person, historical event, natural phenomenon or geographic location.
- B. The PRPB, NCC or CAB may approve the name of an individual for a particular park, area, special facility or center when that individual has made exceptional contributions. Such contributions may have been financial or rendered in a donation of land, time or in overall service and/or promotion of parks, recreation and leisure. Exceptional service in areas other than PRCA services is equally acceptable.
- C. Generally, the PRPB, NCC and CAB strongly recommends that structures or amenities within a park, area, special facility or center should not have separate names, but should bear the name of the park, area, special facility or center itself. If however a structure or amenity within a named park, area, special facility or center is to be named, the inner-structure or amenity will in some manner denote its affiliation with the encompassing park, area, special facility or center.
- D. All names and signs will adhere to the City of Gainesville’s sign ordinance and to the PRCA theme established at each park.
- E. The name must not duplicate, or be closely related, or pronounced similarly, to any other name within the City park and recreation system(s), or any other local County park and recreation system(s) so as to eliminate confusion to the general public.
- F. Exclusions:
 - a. Proposed park names will not be accepted that include reference to race, religion, etc. as a public facility, or anything deemed inappropriate to PRCA staff.

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- b. Naming of parks, areas, special facilities or centers after companies, non-governmental organizations, non-profits, clubs or corporations shall not be excluded from consideration; however, consideration for recommendation shall not include reference to alcohol, tobacco, sexually explicit products, or related activities.
- c. Certain parks or features in parks, areas, special facilities or centers should be named for such things as fauna, flora, habitats, and geological formations, exclusive of people. Consideration for naming these parks or items should be at the discretion of the PRCA Director or his/her designee; however, these should first be considered by the NCC for accuracy, and then be presented to the PRPB or CAB for consideration to avoid any conflict with pending name issues for these parks, areas, special facilities or centers.
- d. Certain parks will remain with their current name in perpetuity. These park names are to remain due to their cultural and/or historical significance within the City of Gainesville. These parks are listed in Addendum “A”, Item “D, No Name Change”. Elements within these parks may be renamed, but the overall park site name may not be altered in any manner, from that as listed in Addendum “A”.

G. Process:

When naming or renaming a park, area, special facility or center, the PRPB, NCC or CAB will accept applications in writing first at a regular meeting; have discussion and hear public discussion at a second regular meeting; and take action at the third regular meeting. All such meetings are to occur during a period not to exceed ninety (90) days unless the advisory board does not meet each month from the first regular meeting.

- a. Applications to the PRPB, NCC or CAB for the naming or renaming of a neighborhood or smaller park, area, special facility or center as defined by the PRCA Master Plan initially must be supported by a petition of at least fifty (50) adult signatures of City of Gainesville residents in support of the request. See Addendum A for a current listing of City of Gainesville neighborhood parks/facilities.
- b. Naming or Renaming a community or regional park, area, facility or center as defined by the PRCA Master Plan will require a petition of five hundred (500) adult signatures of City of Gainesville residents accompanying the application. See Addendum A for a

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current listing of City of Gainesville community parks/facilities. This list of the parks and properties, including the addresses, will be updated annually with any name changes done or new acquisitions occurring in the previous year.

- c. An application for changing the name of an existing park, area, special facility or center by addition of another name or a complete name change shall require a petition of at least one thousand (1,000) adult signatures of City of Gainesville residents in support of the request.
- d. The PRPB, NCC or CAB may place a plaque at an appropriate location within a park, area, special facility or center, whereby the names of living individuals(s) may be placed for their contributions to the City. This action may occur when the PRPB, NCC or CAB finds that it is inappropriate to name a park, areas, special facility or center in its entirety for the individual(s). For deceased individuals refer to the PRCA Memorial Policy.
- e. When there has not been a suggested title or appropriate suggested title for a new park, area, special facility or center, the PRPB, NCC, or CAB may, at the park, area, special facility or center's completion, determine an appropriate title for recommendation to the Gainesville City Commission.
- f. When a new or existing park, area, special facility or center is proposed to be named after a deceased individual(s), a one (1) year waiting period is required between the date of their death and the time PRPB, NCC, or CAB makes a recommendation to the City Commission. Activities including gathering of signatures, discussion, dispute resolution, etc. may occur during this year.
- g. In the event that there is any public opposition to the naming or renaming of a park, area, special facility or center, those opposed must submit a written statement of opposition to the governing board responsible for the renaming recommendation identifying the reasons for the opposition prior to the submittal of the recommended name to the City Commission. The PRPB, NCC or CAB has the right to require opponents to appear before them to answer questions concerning their written statement of opposition. Organized opposition should also follow the general requirements in opposing a request just as the proponents followed when making the request. The PRPB, NCC or CAB can also request those opposed to provide a petition. When opposition occurs to a request, the PRPB, NCC or CAB will automatically delay making a renaming recommendation to the

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City Commission of the park, area, special facility or center for at least ninety (90) days in order to evaluate the opposition's information and thus, provide an equitable decision-making process.

- h. The staff of the PRCA Department will be responsible for informing the public of the naming or renaming request. All information devices will encourage participation and involvement from all pro/con viewpoints of the different elements of the citizenry. Such information devices must be exposed publicly for a minimum period of forty-five (45) days and that time being prior to recommendation to spelling the City Commission.

PRCA will use the following public media outlets for informing the public of the request:

1. Issuance of Public Service Announcements (PSA) via) local media forms.
2. Site posting.
3. City of Gainesville PRCA Website.

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ADDENDUM A

This list of the parks and properties, including the addresses, will be updated annually with any name changes done or new acquisitions occurring in the previous year.

A) Active/Recreational Parks or Facilities

- (1) Albert "Ray" Massey Westside Park/Albert Ray Massey Recreation Center (a) *
1001 NW 34th Street
- (2) A.N.N.E. Park (a) 6224 NW 28th Terrace
- (3) Andrew R. Mickle, Sr. Pool (a) * 1717 SE 15th Street
- (4) Barbara Higgins Park/Tot Lot #5 (a) 1352 SE 2nd Avenue *
- (5) Buck Bay Park (AKA 121 property) (a) NE Intersection of SR 121 & NW 102 Place
- (6) Cedar Grove Park (a) 1200 NE 22nd Street
- (7) CF Franklin Memorial Park (a) NE 4th Avenue & NE 15th Street *
- (8) Citizen's Park/Martin Luther King, Jr. Recreation Complex (a) *
1028 NE 14th Street
- (9) City of Gainesville/Alachua Senior Recreation Center (a)
5701 NW 34th Avenue
- (10) Clarence R. Kelly Community Center and Park (a) *
1701 NE 8th Avenue
- (11) Dolliree Bowens Tot Lot (a) * 820 NW 4th Avenue
- (12) Depot Park (a) 201 SE Depot Avenue
- (13) Dwight H. Hunter (Northeast) Pool (a) * 1100 NE 14th Street
- (14) Fred Cone Park/Eastside Recreation Center (a)
201 SE 27th Street/2841 East University Avenue
- (15) Green Acres Park (a/p) 700 Block of SW 40th Street
- (16) Greentree Park (a) 1900 NW 39th Avenue
- (17) H. Spurgeon Cherry (Westside) Pool (a) * 1001 NW 31st Drive
- (18) Hibiscus Park (a) 300 Block of NW 26th Street
- (19) Haisley Lynch Park (a) * 500 Block of South Main Street
- (20) Hidden Gem Park (a) * NW 32nd Place & NW 20th Lane
- (21) Kiwanis Challenge Park (a) 1900 NW 36th Avenue
- (22) Kiwanis/Girl Scout Park (a) NW 8th Street & NW 8th Place
- (23) Lincoln Park (a) 900 SE 15th Street
- (24) Mother Lucille Perkins Tot Lot (a) * 318 SW 7th Place
- (25) NE 31st Avenue Park (a) 1700 NE 31st Avenue
- (26) Northeast Park (a) 501 NE 16th Avenue
- (27) Northside Park (a) 5701 NW 34th Avenue
- (28) Oak Hill Park (a) 4100 Block of NW 9th Street
- (29) Phoenix Neighborhood Playground/Park (a) 2611 SW 31st Place
- (30) Pine Ridge Tot Lot (a) 5938 NW 25th Terrace
- (31) Pleasant Park (a) 508 NW 2nd Street

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- (32) Porter’s Community Center (a) 512 SW 2nd Terrace
- (33) Possum Creek Park (a/p) 4009 NW 53rd Avenue
- (34) Reserve Park 1125 NE 8th Avenue
- (35) Roper Park (a) 400 Block of NE 2nd Street

- (36) Seminary Tot Lot/NW 5th Avenue Park (a) 1007 Block of NW 5th Avenue
- (37) Smokey Bear Park (a) 2300 NE 15th Street
- (38) Springhill Park (a) 900 Block of SE 4th Avenue
- (39) SR 26 A Park (a) 3600 Block of West Newberry Road
- (40) Sweetwater Branch Park (a) 500 East University Avenue
- (41) T.B. McPherson Park (a) 1717 SE 15th Street
- (42) Thelma A. Boltin Senior Activity Center (a) 516 NE 2nd Avenue
- (43) Tot Lot # 2 (a) SE 8th Avenue & SE 9th Street
- (44) Tot Lot # 4 (a) 500 Block of NW 6th Avenue
- (45) Tumblin Creek Park (a) 600 SW Depot Avenue
- (46) Union Academy/ Rosa B. Williams Community Center (a) *
524 NW 1st Street
- (47) Wacahoota Archery Range and Park (a/p) 1200 Williston Road
- (48) Wilhelmina Johnson Center and Sharmie Ffar Complex (a)
321 NW 10th Street
- (49) Woodland Park 1900 SE 4th Street

B) *Nature parks, centers and conservation areas:*

- (1) 29th Road Nature Park (p) 3056 NW 14th Avenue
- (2) Alfred A. Ring Park (p) * 1801 NW 23rd Boulevard
- (3) Bivens Arm Nature Park (p) 3650 South Main Street
- (4) Boulware Springs Nature Park (p) 3400 SE 15th Street
- (5) Broken Arrow Bluff Nature Park (p) 5724 SW 46th Place
- (6) Clear Lake Nature Park (p) 5480 SW 1st Avenue
- (7) Cofrin Nature Park (p) * 4810 NW 8th Avenue
- (8) Colclough Pond Nature Park (p) 2315 South Main Street
- (9) Duval Park (p) 520 NE 21st Street
- (10) Flatwoods Nature Park (p) 2010 NE 31st Avenue
- (11) Forest Nature Park (p) 4501 SW 20th Avenue
- (12) Gum Root Park (p) 7300 NE 27th Avenue
- (13) Hogtown Creek Headwaters Nature Park (p) 1500 NW 45th Avenue
- (14) John Mahon Nature Park (p) * 4300 Block of West University Avenue
- (15) Loblolly Environmental Facility (p) 3315 NW 15th Avenue
- (16) Loblolly Woods Nature Park (Hogtown Creek Greenway) (p)
3315 NW 15th Avenue
- (17) Morningside Nature Center (p) 3540 East University Avenue

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- (18) NW 34th Street Conservation Area 2200 NW 34th Street
- (19) Palm Point Nature Park (p) 7401 Lakeshore Drive
- (20) San Felasco Park (p) 6400 NW 43rd Way
- (21) Split Rock Conservation Area (p) SW 20th Avenue east of SW 17th Road
- (22) Springtree Park (p) 2800 NW 39th Avenue
- (23) Sweetwater Wetlands Park 325 SW Williston Road
- (24) Sugarfoot Prairie Conservation Area (p) 4415 Clear Lake Drive
- (25) Terwilliger Pond Conservation Area (p) 460 SW 62nd Boulevard

C) *Other Areas or Special Facilities:*

- (1) Bo Diddley Plaza * 111 East University Avenue
- (2) City Hall Plaza 200 East University Avenue
- (3) Evergreen Cemetery * 410 SE 21st Avenue
- (4) The Hippodrome (Historic U.S. Post Office & Courthouse) *
25 SW 2nd Place
- (5) Ironwood Golf Course 2100 NE 39th Avenue
- (6) SW 5th Avenue Basin 500 block of SW 6th Street
- (7) Tench Building/Lennie Kesl Studios * 115 South Main Street
- (8) Thomas Center and Grounds and Gardens * 302 NE 6th Avenue

D) *No Name Change:*

- (1) Albert "Ray" Massey Westside Park/Albert Ray Massey Recreation Center (a) *
1001 NW 34th Street
- (2) Alfred A. Ring Park (p) * 1801 NW 23rd Boulevard
- (3) Andrew R. Mickle, Sr. Pool (a) * 1717 SE 15th Street
- (4) Barbara Higgins Park (a) * 1352 SE 2nd Avenue
- (5) Bivens Arm Nature Park (p) 3650 South Main Street
- (6) Bo Diddley Plaza * 111 East University Avenue
- (7) Boulware Springs Nature Park (p) 3400 SE 15th Street
- (8) CF Franklin Memorial Park (a) * NE 4th Avenue & NE 15th Street
- (9) Clarence R. Kelly Community Center and Park (a) *
1700 NE 8th Avenue
- (10) Cofrin Nature Park (p) * 4810 NW 8th Avenue
- (11) Dolliree Bowens Tot Lot (a) * 820 NW 4th Avenue
- (12) Dwight H. Hunter (Northeast) Pool (a) * 1100 NE 14th Street
- (13) Evergreen Cemetery * 410 SE 21st Avenue
- (14) H. Spurgeon Cherry (Westside) Pool (a) * 1001 NW 31st Drive
- (15) Hidden Gem Park (a) * NW 32nd Place & NW 20th Lane
- (16) The Hippodrome (Historic U.S. Post Office & Courthouse) *
25 SW 2nd Place

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| (17) | John Mahon Nature Park (p) * | 4300 Block of West University Avenue |
| (18) | Lennie Kesl Studios * | 115 South Main Street |
| (19) | Martin Luther King, Jr. Recreation Complex (a) * | 1028 NE 14 th Street |
| (20) | Morningside Nature Center (p) | 3540 East University Avenue |
| (21) | Mother Lucille Perkins Tot Lot (a) * | 318 SW 7 th Place |
| (22) | Palm Point Nature Park (p) | 7401 Lakeshore Drive |
| (23) | Thomas Center and Grounds and Gardens * | 302 NE 6 th Avenue |
| (24) | Union Academy/ Rosa B. Williams Community Center (a) * | 524 NW 1 st Street |
| (25) | Wilhelmina Johnson Center and Sharmie Ffar Complex (a) * | 321 NW 10 th Street |

(a) = Active

(p) = Passive

(a/p) = both Active and Passive

* = named or renamed