



500 West Big Beaver
Troy, MI 48084
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CITY COUNCIL REPORT

Date: July 29, 2021

To: Mark F. Miller, City Manager

From: Robert J. Bruner, Assistant City Manager
Kurt Bovensiepe, Public Works Director
Brian Goul, Recreation Director
Ashely Levin, Project Manager

Subject: Town Center Parking Lot Naming Solicitation Report

The City of Troy is seeking name suggestions for the new Town Center Public Space that is expected to open in Fall of 2021. The site is currently under construction and will be the future home of many community events such as the Troy Farmers Market, large events, park programs, concerts and outdoor movies. The space will include asphalt walkways, on-site parking, lighting for evening events, and grassy areas which will offer a wide range of programming opportunities.

City staff has created a webpage and online form to solicit name suggestions. The form will be active and accepting name submissions until September 1, 2021. Once the deadline for submissions has passed, City Staff will compile all suggestions and present the list to the Parks and Recreation Advisory Board for review and recommendation. The recommendation will be presented to City Council for approval this fall.

The policy for naming public parks and amenities is included below.

POLICY FOR NAMING PUBLIC PARKS AND PUBLIC AMENITIES

The following criteria is established for proposed names of parks or amenities:

1. Parks can be named for any of the following: a person or family, a group or organization, the function of the park or facility, neighborhood, location or other appropriate name.
2. All Troy Parks should ultimately be named. The City Council of the City of Troy reserves unto itself the authority and responsibility of naming public places including, but not limited to, public grounds and buildings.
3. Park names are permanent and shall not be changed unless the name is deemed inappropriate or reflects poorly on the image of the City.
4. Parks shall carry the name of the original property owner, if such was specified in the



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deed or purchase agreement or is a condition of the donation of property.

5. Naming a park after a group or organization may be considered if that group contributes 60% or more of the cost of development or improvement of that park. This minimum 60% contribution can also be satisfied by a group or organization's future significant and binding commitment to the future improvement of the park and/or the Troy community.
6. A park can be named for an individual or family that has made significant contributions to the community or to the development of the park.
7. Parks may be named for the neighborhood, abutting streets, schools or other well-known landmark.
8. Names featuring, representing, or including alcohol or tobacco products, or other places or products deemed unsuitable shall be rejected.

PROCEDURE FOR NAMING PARKS AND PUBLIC AMENITIES

The City of Troy City Manager or his/her designee will publicly post a notification for Troy residents that there is a need to name a park or amenity. This notification should reach as many Troy citizens as possible and be made through multiple forms of communication. A special effort should be made to notify those neighborhoods or persons that would most likely use the park or facility. The notification shall set a deadline for the submission of proposed names for parks and other facilities.

Persons or groups recommending a park or amenity name shall follow this procedure:

1. Submit a letter to the City of Troy City Manager or his/her designee, outlining the recommendation and justification.
 - a. If the name proposed is for an individual, any or all of the following should be submitted: a biographical sketch, proof of significant contribution to Parks and Recreation or the Troy community, photo journal of family, projects, community contributions, awards, media articles, testimonial letters, etc. Parks may be named after a person when such person has made an outstanding, generally recognized contribution to the community.
 - b. Organizations/ Groups recommending a park name must submit excerpts of organization's minutes approving the request and a guarantee that they would contribute at least 60% of the park development or maintenance costs. Recommendations for park or public facility to be named after a group or organization must be accompanied by background information on the organization, its affiliation with the community, its contributions to the community and supporting evidence including but not limited to its charter.



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- c. Any resident can recommend a proposed name based on the neighborhood, landmark, streets, school, etc., and this recommendation should be in writing with the reasons the name is appropriate.

The City Council shall follow the procedure below:

1. After the deadline for nominations, the City Manager or his/her designee shall transmit all of the information that was timely submitted to the Parks and Recreation Advisory Board, and shall also make the information available to the general public.
2. The Parks and Recreation Advisory Board shall hold a public hearing, and based on the input received, shall make a recommendation for a park or amenity name to the Troy City Council, and shall detail the justification for the recommendation.
3. After the receipt of this recommendation, the City Manager or his/her designee will include the naming of the park or amenity as a regular business item on a subsequent City Council agenda, and will make all documentation received in the process available for public viewing and commentary.
4. Once presented with the regular business item, the City Council is responsible for making the final decision on the name for the park or amenity. City Council may approve the recommendation of the Parks and Recreation Advisory Board, or approve a new name for the park or amenity, or refer the matter back to the Parks and Recreation Advisory Board, or take any other action.
5. All records, documents, photographs and papers emanating from this process shall be forever retained in the records of the City of Troy and its archives.

Park Amenities

An amenity within an existing park may be named after an individual, group or organization. Any request of this type shall be initially submitted to the Parks and Recreation Advisory Board. The board will review the proposal to determine if the proposed facility conforms to the master park plan, and forward the request, with any recommendations, to the Troy City Council. The Board may also recommend a sponsorship or donation program to assist in the funding of the development of the park or public amenities. Any such recommendation should be forwarded to the Troy City Council for final approval. Once such a sponsorship or donation program is approved, then the City Manager or his or her designee can allow for the naming of the amenities in accordance with the approved policy.

Where an amenity is named after a living person, that person must remain a citizen in good standing for the name to remain.



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The names will be reviewed by the Parks and Recreation Advisory Board after five years. As long as the effort and contribution of the group and the conditions of the amenity are satisfactory, the name will remain. If the conditions have changed, then the matter shall be referred to the Troy City Council, to provide the individual or organization with a due process hearing before the name will be removed.

Any amenity/facility donated by a group, organization or individual may have a recognition sign, funded by the group/organization. All signs must conform to the City of Troy's sign ordinance. The City Manager or his/her designee will approve signage location, size and type, etc.

Signs or plaques or other advertising featuring, representing, or including alcohol or tobacco products, or other places or products deemed unsuitable shall be rejected.