



Memphis Parks Policy

Policy Title	Park Naming and Renaming Policy	Reference Number: MP-A-003
Legal Level	Administration	Effective Date 05/16/2023
Applicability	All Personnel	Last Review 05/16/2023
Director Approval	<small>DocuSigned by:</small> <small>DocuID: 19091023402...</small>	6/27/2023

Purpose:

The purpose of this policy is to establish a set of standard procedures and guidelines for the naming and renaming of parks and recreational facilities owned and operated by the City of Memphis. This policy will guide name recognition and establish its uniform application. It is realized that the authority for naming city parks and recreational facilities lies with the City Council. The City Council will rely on the Division of Memphis Parks for input and recommendation for the naming of city parks and recreational facilities.

Policy:

Parks and recreational facilities owned by the City of Memphis are generally named for a geographic area or a natural historic feature, but, as appropriate, parks and recreational facilities may be named to reflect significant historic, material, or financial contributions to the City, or persons of historic or outstanding civic service. Markers may be placed in parks and on recreational facilities honoring or memorializing individuals and organizations.

Objectives:

- Ensure that naming of city parks and recreational facilities enhances a sense of community within the city.
- Ensure that city parks and recreational facilities are easily identified and located.
- Ensure that names given are consistent with the values and characteristics of the City of Memphis and the Memphis Parks system.
- Verify the quality of the title/name, so that it may serve the purpose of the city in a permanent manner.

Qualifying Names and/or Criteria:

- Commonly recognized subjects of historical significance such as; event, person (nonliving), group, culture, or place.



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- A person (non-living) or group who significantly contributed to the acquisition or development of the park/facility.
- An individual (non-living) who provided an exceptional service in the interest of the park system as a whole or for the community.
- A person (living) whose contribution or significant gift is of a most extraordinary nature.

Renaming:

Renaming: The intent of naming is for permanent recognition. The renaming of parks and facilities is strongly discouraged. It is recommended that efforts to change a name be subject to the most crucial examination so as not to diminish the original justification for the name or discount the value of the prior contributors. Parks named for subjects, other than individuals, may be changed in name only if the current name is ineffectual or inappropriate.

Amenity Naming:

Names are given to parks and recreational facilities only. Single amenities inside of a park property are not given individual names. (example: pavilion, playground, walking trail, community center room, etc.)

Procedures:

- Staff, city residents, community leaders and organizations interested in proposing a name for a city park or recreational facility should submit a request to the Memphis Parks Director.
- Memphis Parks Director will provide a Naming/Renaming application to requestors.
- Upon receipt of a completed Naming/Renaming application and all related documents, Memphis Parks Director will present their recommendation for consideration by the City of Memphis Mayor and City Council.
 - When naming after a person or persons, written documentation of approval by next of kin to be honored (if available/possible) is required as part of the proposal.
- The City Council will confirm park and recreation facility names by resolution.
- The City Council has final approval and may approve or reject any naming or renaming request.