MEMORANDUM

To: Montgomery County Planning Board

From: Donald K. Cochran

Subject: Park Naming Policy: Guidelines Recommendation

Date: October 22, 1998

The Policy

Montgomery County parks and areas and facilities within parks are generally named for a geographic area or a natural historic feature, but, as appropriate, parks and areas and facilities within parks may be named to reflect local folk usage, or significant historic, material, or financial contributions to the Commission, or persons of historic or outstanding civic service. Markers may be placed in parks and on park facilities honoring or memorializing individuals and organizations.

Approved: September 10, 1998

GUIDELINES RECOMMENDATION

Guidelines for Naming or Renaming Parks

Guidelines for Naming or Renaming Areas in Parks and Facilities in Parks

Guidelines for Memorials and Dedications in Parks and on Park Structures and Facilities

1. Requests for naming or renaming parks, and naming or renaming areas and facilities in parks, and establishing memorials in parks and on park structures and facilities, shall be reviewed by staff of the Department of Park and Planning. A report with recommendations shall be presented to the Planning Board within sixty (60) days of the initial request.
2. Staff recommendations regarding the naming or renaming of parks, and areas and facilities in parks, shall be guided by the following considerations:

A. Recognized geographic names
B. Natural historic features
C. Folk usage
D. Significant historic contributions
E. Significant material contributions
F. Significant financial contributions (at least 25 percent of the total project cost)
G. Persons of historic service to the County or Commission
H. Persons of outstanding civic service to the County or Commission

3. Memorials or dedications may consist of (a) structures, such as buildings, or facilities, such as athletic fields, that may be named in memory of individuals and organizations as complete entities, or (b) memorial or dedication plaques or signs on or inside structures and facilities.

4. The name of a memorial or dedication must be approved by the Planning Board.

5. Upon approval by the Planning Board, letters of agreement shall be exchanged between the Commission (or the Montgomery County Parks Foundation, Inc.) and the person(s) or organization(s) requesting a memorial or dedication, authorizing and designating responsibility for the planning, design, construction and funding of the memorial or dedication.

6. Staff recommendations to the Planning Board regarding the establishment of memorials and dedications in parks and on park structures and facilities shall be guided by the following considerations:

A. The location, design, and configuration of a proposed memorial or dedication shall be in keeping with the park purpose and usage and shall not interfere with public use of the park or park facility.

B. Department of Park and Planning staff shall participate in the planning, design, and construction of a memorial or dedication, if relevant.

C. All costs associated with a proposed memorial or dedication, including planning, design, construction, utilities, and maintenance (if significant) shall be the sole responsibility of the person(s) or organization(s) requesting the memorial or dedication. Full funding for the memorial or dedication shall be paid to the Commission or to the Montgomery County Parks Foundation, Inc., prior to the start of planning, design, and construction.

E. In all cases involving memorials or dedications, only the memorial or dedication itself may be named. The park name shall remain unchanged.

#
Parks Impacted by the Park Naming Policy

1986  Robert C. McDonell Campgrounds
      Cabin John Regional Park
      (M-NCPPC paid for sign and a plaque on a stone and gave family a photo album of the ceremony)

1987  Robert Remington Athletic Fields
      Strawberry Knolls Local Park
      (M-NCPPC paid for sign and gave the family a plaque)

1988  Robert H. Hill Athletic Field
      Olney Manor Recreational Park
      (M-NCPPC paid for sign and plaque)

1989  Opal Daniels Neighborhood Park
      (M-NCPPC paid for sign, community paid for plaque on stone)

1989  Black Hill Visitor Center
      Black Hill Regional Park
      (M-NCPPC paid for plaque in lobby, which dedicates the facility in honor of Norman B. Christeller, former Commission chair)

1990  Alvin Robinson Picnic Area
      Northgate Local Park
      (M-NCPPC paid for plaque on stone)

1991  Joshua Maggin Hiker/biker Trail
      Avenel Park
      (Community paid for plaque on stone)

1991  Clifford Bland Athletic Area
      Darnestown local Park
      (M-NCPPC paid for sign, family paid for plaque on stone)

1994  The Ed Wilhelm Athletic Fields
      Takoma-Piney Branch Local Park
      (M-NCPPC paid for sign)

1994  The John Durham Athletic Fields
      Long Branch-Wayne Local Park
      (M-NCPPC paid for sign)

1995  Johnson’s Park
      Name of Emory Grove Local Park reverted to property’s original name.
      (M-NCPPC paid for sign)
1997  Little Bennett Golf Course Clubhouse
Little Bennett Regional Park
(M-NCPPC paid for plaque, which honors former Executive Director and Director of Parks, Jack Hewitt)

1997  The Pauline Betz Addie Tennis Court
Cabin John Indoor Tennis Facility
(Western Area Recreation Advisory Board paid for plaque)

1998  Brookside Gardens Visitors Center
Wheaton Regional Park
(Dedicated in honor of Elizabeth Turner, whose bequest funded the majority of the visitors center; Commission paid for plaque)

1999  Leaman Local Park
Name of Germantown Estates Local Park reverted to name of original property owners whose ancestors were among original settlers of Germantown

1998  The Stuart Kaufman Playground
Garrett Park Estates Park
(Garrett Park ES PTA and Town Council paid for sign)

1998  The Becca Lilly Playground
Sligo Creek Stream Valley Park
(City of Takoma Park paid for plaque)

1998  Dr. Robert Parilla Pathway
Rock Creek Regional Park
(M-NCPPC paid for sign)

1998  The Josiah Henson House
Ken-Gar Local Park
(M-NCPPC paid for historic marker)

1998  Thomas Jennings Athletic Fields
Columbia Local Park
(Community paid for sign)

1998  Rosemary Hills-Lyttonsville Local Park
Formerly Rosemary Hill LP; named changed to add geographic community adjacent to the park
(M-NCPPC paid for sign)

1998  Glenmont Greenway
Formerly Glenmont Urban Park, name changed to reflect facility as part of total greenway system
MEMORANDUM

To: Montgomery County Planning Board

From: Donald K. Cochran

Subject: Naming of Montgomery County Parks and Park Facilities, Policy Statement Recommendation

Date: September 4, 1998

RECOMMENDATION

The current park naming policy is effective for most situations and should be retained with amendments. Additional language is recommended (1) to cover the eventuality of major gifts of land or money by individuals or organizations, and (2) to provide for markers (plaques and signs) on park facilities honoring or memorializing individuals and organizations in lieu of naming the facility after them, in effect, recognizing a de facto policy.

Suggested Policy Language (new language is underlined; deleted language is in parentheses):

Montgomery County parks and areas and facilities within parks are generally named for a geographic area or a natural historic feature, but, as appropriate, parks and areas and facilities within parks (could) may be named to reflect local folk usage, or historic, material, or financial contributions to the commission, or persons of historic or outstanding civic service. Markers may be placed in parks and on park facilities honoring or memorializing individuals and organizations.

BACKGROUND

The naming of parks and park facilities in Montgomery County has been well-guided by a policy adopted in 1985 by the Montgomery County Planning Board that limits names to geographic or historic features, folk usage, or historic or civic contributions. The 1985 policy, however, does not address the issue of memorials and honors and questions of whether to name parks or park facilities after organizations or individuals who provide significant material or monetary donations to the Montgomery County Parks Commission—questions of increasing relevance.
In New York City, parks officials are seeking revenue opportunities in concessions, special events, and marketing, in exchange for corporate name recognition. Being considered are corporation logos on playgrounds, buildings, basketball backboards, and even trash cans.

In up-state New York, the Syracuse school and parks and recreation departments received a $1.5 million donation from Coca-Cola Company to help build an athletic complex in exchange for exclusive Coke distribution rights within the complex’s food and beverage concession areas.

**CURRENT POLICY**

On December 19, 1985, the Montgomery County Planning Board adopted the following policy regarding the naming of parks and park facilities (a copy of the policy is attached):

Montgomery County parks and areas and facilities within parks are generally named for a geographic area or a natural historic feature, but, as appropriate, parks and areas and facilities within parks could be named to reflect
- local folk usage,
- historic contributions to the commission, or
- persons of historic or outstanding civic service.

Since the adoption of the 1985 policy, several parks, athletic fields, playgrounds, and picnic areas have been named for individuals (a complete list is attached).

More new names will be added to the list later this year, including three this fall: Hadley’s Playground in Falls Road Park in Potomac, Pauline Betz Addie Court at the Cabin John Regional Tennis Facility, and the Becca Lilley Playground in Long Branch Stream Valley Park. These three names don’t conform strictly to the present naming policy, that is, they are not based on “local folk usage, historic contributions to the commission, or . . . outstanding civic service.”

In some recent cases, rather than naming facilities after individuals, the individuals have been memorialized or honored with plaques at park facilities. For example, the Visitors’ Center at Brookside Gardens is dedicated in memory of John J. and Helen Eva Turner and John J. Turner, Jr., from Elizabeth A. Turner, the clubhouse at Little Bennett Golf Course is dedicated in honor of John P. “Jack” Hewitt, and the picnic shelter at Burtsville Local Park is dedicated in memory of Roy R. Hunt.
3. Proposed Guidelines for Park Naming

Motion: KEENey/GRANKS

Vote:
Yea: 4-0

Nay:

Other: KRAHNEKE ABSENT

Action: APPROVED STAFF RECOMMENDATION AS MODIFIED TO READ "MONTGOMERY COUNTY PARKS AND AREAS AND FACILITIES WITHIN PARKS ARE GENERALLY NAMED FOR A GEOGRAPHIC AREA OR A NATURAL HISTORIC FEATURE, BUT, AS APPROPRIATE, PARKS AND AREAS AND FACILITIES WITHIN PARKS COULD BE NAMED TO REFLECT LOCAL FOI USAGE, HISTORIC CONTRIBUTION TO THE COMMISSION OR PERSONS OF HISTORIC OR OUTSTANDING CIVIC SERVICE:"

4. Proposal for Naming of Park Area

In Memory of Robert C. McDonell

Motion: KEENey/HEIMANN

Vote:
Yea: 4-0

Nay:

Other: KRAHNEKE ABSENT

Action: APPROVED STAFF PROPOSAL TO NAME THE CAMPGROUND AREA AT CABIN JOHN REGIONAL PARK IN MEMORY OF ROBERT C. MCDONELL DIRECTED THAT COPIES OF THE SIGNED RESOLUTION BE SENT TO THE COUNTY COUNCIL, AND THAT COUNCIL MEMBERS BE NOTIFIED FOR THE PUBLIC ACKNOWLEDGMENT OF THE NAMING TO BE HELD IN THE SPRING.
South Four Corners Citizens Association  
P.O. Box 792  
Silver Spring, Maryland 20918-0792

Ms. Mary Bradford  
Director of Parks  
The Maryland-National Capital Park and Planning Commission  
9500 Brunett Avenue  
Silver Spring, Maryland 20901

April 3, 2006

Ms. Bradford:

Hello from your neighbors to the north!

On behalf of the South Four Corners Citizens Association, I have worked with Patricia McManus to improve communication between our Association and your Department. Ms. McManus reached out to me after I expressed concern after continued miscommunication between people in our neighborhood and your Department.

I want to express to you my sincere appreciation for Ms. McManus’s efforts.

The purpose of this letter is to initiate the process of requesting that your staff recommend to the planning board a renaming of a park that is very important to South Four Corners. Currently the park has no sign that identifies its name, so people call it South Four Corners Park. The official name of the park is Forest Glen- Dallas Avenue Neighborhood Park.

Ms. McManus recognized the absence of a sign and a few days ago initiated a request for your department to make a sign for the park. I suggested to her that the Parks Department wait. It should consider changing the park’s name before building and installing a new sign. Ms. McManus has sent me the “Park Naming Policy: Guideline Recommendations” dated October 22, 1998.

The South Four Corners Citizens Association supports change the name of Forest Glen-Dallas Avenue Neighborhood Park to South Four Corners Park.

This name change is consistent with relevant considerations enumerated in the “Park Naming Policy: Guideline Recommendations” in many ways. The text that follows identifies many of those recommendations and then addresses them:
"A. Recognized geographic names":

- The new name South Four Corners Park names a geographic area. In this way, the park’s name will be very similar to the name of a park in a nearby neighborhood: North Four Corners Park.

- People know our community as South Four Corners. Members of the South Four Corners Citizens Association live immediately next to the park across Dallas Avenue and Forest Glen Road.

- The current name Forest Glen- Dallas Avenue Neighborhood Park can be confusing. People associate the geographic name Forest Glen with the neighborhood between Georgia Avenue and Seminary Road, where the Forest Glen Metro station is. It is true that the park in question is on Forest Glen Road, but many places far from the Frederick are on Frederick Road.

"C. Folk usage." The South Four Corners community has traditionally used the park and its neighboring Senior Citizens Center for gathering:

- The Association annually organizes an event during National Night Out. People traditionally meet at the park.

The South Four Corners Citizens Association has enjoyed a long relationship with the Margaret Schweinhaut Senior Citizens Center. The center is adjacent to the park.

- The Association traditionally meets bimonthly at the center.

- On June 4, our Association will hold our 7th Annual South Four Corners Community Day. This event has always been at the center and the park.

- The center is the polling place for South Four Corners’ Precinct 13-19.

"E. Significant material contributions."

- The South Four Corners Citizens Association has adopted Forest Glen Road from Sligo Creek Parkway to Lanark Way through the Adopt-A-Road Program.

- Citizens informally take responsibility for collecting litter in the park. This is especially important because the Parks Department removed all garbage cans from the park.
Citizens report maintenance issues to the Parks Department. For example, the South Four Corners Citizens Association worked to direct Parks Department attention to a defective piece of new playground equipment at the park. We paid for that equipment.

"F. Significant financial contributions."

The South Four Corners Citizens Association raised $12,000 and donated it in 2002 to the Montgomery County Parks Foundation. Most of that money paid for new playground equipment.

The Association has chosen to avoid controversy by selecting a geographic name, rather than a name commemorating a person or event. The Parks Department can bolster citizen efforts to enhance neighborhood spirit and cooperation by officially renaming this park as per citizen request. I know that the Parks Department fosters community development in many ways. Specifically, Ms. McManus has initiated an order to install a new community kiosk for our neighborhood. Where? In South Four Corners Park, naturally!

Our Association appreciates you and your staff’s attention to this matter and to our parks in general.

Sincerely,

David West
Vice President
South Four Corners Citizens Association
David_M_West@mcpsmd.org
(301) 593-3727 (home)