

# NAMING OF TOWN OWNED PROPERTY POLICY

## SECTION I: PURPOSE

The purpose of this policy is to establish guidelines for the naming, renaming and/or co-naming of property, buildings, parks, streets, recreational areas, trails, conservation areas, forests, and facilities owned by the Town of Pelham, NH to ensure fairness, clarity, and consistency. These assets are enduring and visible elements of the community and the selection of a name for a public asset must be done with care and concern and reflect the community spirit and nature.

## SECTION II: OBJECTIVES

- A) To enhance a sense of community involvement and public participation within the Town.
- B) To establish a uniform and comprehensive process of formal notification of a proposed naming, co-naming, or renaming of Town assets.
- C) To ensure that naming is consistent with the values, priorities, and characteristics of the Town of Pelham.
- D) To encourage and recognize the dedication of land, money, volunteerism, dedication, and commitment by an individual or company to the Town of Pelham.

## SECTION III: DEFINITIONS

The following terms shall have the meanings indicated:

**AGREEMENT** – An agreement between the Town and an Applicant outlining the terms and conditions of approval in the granting of naming rights.

**APPLICANT** – One who makes a formal proposal to name, co-name, or rename a Town owned asset.

**APPLICATION** – A completed proposal requesting a naming, co-naming, or renaming by an Applicant.

**ASSET** – Any property, buildings, parks, streets, recreational areas, trails, conservation areas, forests, and facilities owned by the Town of Pelham, NH.

**COMMEMORATIVE NAMING** – A naming opportunity granted to an individual, group of individuals, family foundation, or a non-profit community organization in recognition of significant philanthropy, or as an honor and generally without financial consideration.

**NAMING ENTITY** – The entity, corporation, community organization, or individual to whom Naming Rights are granted pursuant to a Naming Rights Agreement.

**NAMING RIGHTS** – Refers to the granting by the Town the right to name a portion of a Town-owned asset either in exchange for financial consideration or in honor of outstanding achievement, distinctive service, or significant community contribution.

**TOWN-OWNED FACILITY** – Any property, building, park, street, recreational area, trail, conservation area, forest, facilities, or related asset owned or controlled by the Town of Pelham

## SECTION IV: THIS POLICY DOES NOT APPLY TO:

- A) Town core services facilities (Town Hall, Fire, or Police Stations).
- B) Non-Town facilities which occupy town land and where the building is currently owned or leased by a tenant.
- C) Naming of programs, events, or other kinds of sponsorships conducted through the Town's sponsorship or recreational programs.

## SECTION V: QUALIFYING NAMES AND/OR CRITERIA

1. Geographic Relevance – Names should reflect the location of the facility or prominent features.
2. Historical Significance – Consideration should be given to historical events, features, or cultural significance associated with the property or its surroundings.
3. A person (living or non-living) or group who significantly contributed to the acquisition or development of the Town-owned asset.
4. An individual (living or non-living) who provided an exceptional service in the interest of the community as a whole.
5. A person (living or non-living) whose contribution or significant gift to the community is of a most extraordinary nature.
6. There must be a connection between the proposed name and the purpose to which the asset is being dedicated/named.
7. Naming may be considered based on the provision of significant funding that underwrites the cost of renovation or construction of the Town owned asset. Financial underwriting shall be broadly defined as substantial monetary contributions that completely or significantly enable Town projects such as parks, buildings or property acquisition to occur. This may include monetary gifts and/or grants that leverage federal, state and local funding for such projects or complete donation of land.
8. Parks and facilities that are donated to the Town can be named by deed restriction by the donor. The naming and acceptance of land is subject to approval by the Town Board of Selectmen subject to the procedure to accept donations.
9. Naming proposals shall describe a format for displaying the name commemorating the honoree and shall describe the proposed funding and funding source for naming signage or other forms of memorials and shall describe any recommended ceremonial activities for the naming or dedicating of the asset.
10. Naming may include, buildings, parks, streets, recreational areas, trails, conservation areas, forests, and facilities owned by the Town of Pelham, NH.
11. Naming should not conflict with grant funding policies established by local, private, state and or federal grand funding programs.

## SECTION VI: EXCLUSIONS AND RESTRICTIONS

1. Naming associations with smoking or vaping products, alcohol, contraceptives, religious organizations, political candidates, or partisan organizations.
2. The dedication of small park amenities with an identifiable lifespan and not intended to be

permanent such as fixed park benches, litter stations and tables which shall be addressed under a separate policy.

3. Names promoting commercial brands or entities will not be considered.
4. Names containing offensive language, discriminatory terms, or derogatory references will be rejected outright.
5. Names that could cause confusion or conflict with existing property names within the Town should be avoided.

## SECTION VII: PROCEDURES AND APPROVAL PROCESS

1. An Applicant, resident, individual or organization, shall submit an Application to the Town Administrator for consideration and initial review.
2. When naming after a person or persons, written documentation of approval by family members and/or next of kin to be honored (if available/possible) is required as part of the proposal.
3. If the Application relates to a leisure services facility, the Parks and Recreation Director may review the application and make a recommendation to the Town Administrator.
4. After review, the Town Administrator shall forward the application to the Board of Selectmen with relevant facts and fiscal impacts.
5. If the Application is for a public street, property owners and/or residents who reside within 300 feet of the street, or who live on the street, will receive notification by mail of the Board of Selectmen meetings at which the request is to be considered.
6. The Board of Selectmen will allow for public input and comment at no less than two Board of Selectmen meetings prior to a final decision on the application. Notification shall be advertised in all possible manners – local newspaper, two public places and social media.
7. The Board of Selectmen will confirm the naming or renaming of the asset by vote. The Board of Selectmen may negotiate an Agreement memorializing terms and conditions of granting the naming rights.
8. The Board of Selectmen shall have final approval and the absolute discretion to grant or deny a request for any reason or no reason.

## SECTION VIII: IMPLEMENTATION

- A) Once a name is approved, appropriate signage reflecting the designated name will be installed at the property by the applicant at their cost.
- B) Signage must be approved and consistent with other signage on Town property.
- C) The name of the property will be officially documented in Town records and databases for reference and administrative purposes.

## SECTION IX: REVIEW AND AMENDMENTS

This policy will be subject to periodic review by the Board of Selectmen or relevant governing body to ensure its effectiveness and relevance.

Amendments to the policy may be proposed and implemented following the same approval process outlined in the Procedures and Approval Process section.

## SECTION X: ENFORCEMENT

Compliance with this policy is mandatory for all town-owned properties.

Violations of the naming criteria or restrictions may result in the rejection of proposed names or the renaming of existing properties.

No public funds shall be expended on naming signage or memorials for public facilities.

Any person who violates this policy shall be personally liable for the cost of removing the illegal signage and memorials as well as for all costs to enforce this article and to correct the violation.

## SECTION XI: COMMUNICATION

The Town Administrator will communicate this Policy to all relevant stakeholders, including Town officials, employees, and the general public, to ensure widespread awareness and adherence.

## SECTION XII: EFFECTIVE DATE

This policy becomes effective on passage by the Board of Selectmen.

## SECTION XIII: CONCLUSION

This Policy aims to establish a transparent and systematic approach to the naming of Town owned properties, fostering community engagement and preserving cultural heritage of the Town of Pelham and State of New Hampshire.

**Adopted by the Board of Selectmen on May 28, 2024**

  
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Jason Croteau – Chair

  
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Charlene Takesian – Vice Chair

  
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Jaie Bergeron – Selectmen

  
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Heather Corbett – Selectman

  
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Kimberly Abare – Selectman



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