

## LONGVIEW PARKS AND RECREATION DEPARTMENT

## COMMEMORATIVE DONATION PROGRAM POLICY

(Adopted: May 19, 2005)

**INTRODUCTION**

Donations are important to the vitality of the City of Longview and its mission to preserve, enhance and strengthen the quality of life in the community. The City of Longview Parks and Recreation Department welcomes and encourages donations from private individuals and entities that support the programs and services the Department and its Advisory Board provide to the public. The following document defines and establishes a process for celebrating and commemorating the events or lives of individuals who have lived in Longview. This policy covers all plaques and memorials being placed in any public space owned by the City of Longview. This policy does not cover signage, display boards, banners or public artworks. Donations of artworks should be submitted to the Longview Visual Arts Commission through the Parks and Recreation Department.

**PURPOSE**

To establish a policy, criteria, guidelines and procedures for receiving and considering proposals for gifts and donations along with their accompanying recognition requests.

**DEFINITIONS**

For the purposes of this policy and procedures, the following definitions will apply:

- **Plaque.** A flat tablet of metal, stone, or other appropriate material which includes text and/or images which commemorate a person or an event and/or provide historical text or information relevant to its location. Such tablet to be affixed to an object, building or pavement. For major donations from organizations, such as playground equipment, the plaques may be larger and include the logo and additional text.
- **Memorial.** A monument, statue, memorial, or other structure or landscape feature designed to perpetuate in a permanent manner the memory of a person, group, event, or other significant element of history.

**POLICY**

It is the policy of the Longview Parks and Recreation Department:

1. To facilitate publicly and privately funded park improvement proposals and encourage public and private gifts, bequests, and such contributions that enhance, beautify, improve, supplement, support, or otherwise benefit the parks and recreation system.

2. To accept only those gifts, park improvements and donor recognitions that are consistent with the mission, policies, park property restrictions, park master plans, and the most current comprehensive parks and recreation plan approved by the Parks and Recreation Department staff and the Advisory Board.
3. To accept only those gifts, park improvements and donor recognitions given with the full understanding that they become the property of the City and are subject to the laws, ordinances, resolutions, policies and procedures that govern the Parks and Recreation Department.
4. To accept gifts of land when City ownership will further the objectives of the Parks and Recreation Department as identified in the current Parks and Recreation Comprehensive Plan.
5. To accept gift and park improvement proposals that are given with no contingencies other than that they be used for a specific program, activity, or area. The Parks and Recreation Department is not obligated to replace the gift or park improvement if it is stolen, vandalized, worn out, irreparably damaged, or destroyed. Items that were located on city property prior to the approval of these policies that do not meet the requirements of these policies will not be replaced should any of the above conditions exist.
6. To strongly discourage gift and park improvement proposals that, in the judgment of the Parks and Recreation Director, are incompatible with the park location or other park uses.
7. To strongly discourage gift, park improvement and donor recognition proposals that are memorial in nature, to emphasize that the park system exists to meet the varied recreational, social, wellness, and educational needs of park users. While the Department respects the desire of individuals to remember their loved ones, it also recognizes the desire of other community members not to be burdened with a constant reminder of death in public places. Therefore, care must be taken to recognize and remember loved ones in a discreet manner.
8. To limit as much as possible, plaques and visible recognition objects to areas of a park recognized as "built" environments, i.e., benches, picnic tables, water fountains, buildings, play areas, ballfields, tennis courts, etc.
9. To limit, as much as possible, the number of park improvements that involve surfaces that enhance the "gray" (concrete and other hard surfaces) and detract from the "green" characteristics of our parks. Such projects may require a verifiable demonstration of community support.
10. To insure that all donor recognition objects are consistent with design guidelines approved by the Parks and Recreation Board.
11. To insure that donations for properties located on the National Register of Historic Sites meet the requirements for those properties. This could include obtaining approval from the Historic Preservation Commission.

## **RESPONSIBILITY**

The Director of Parks and Recreation, or appointed designee, is responsible for:

1. Receiving all gift, park improvement and donor recognition proposals, and making an initial decision to either accept or reject.

2. Determining the appropriateness and compatibility of all details of the proposed gift, park improvement, and/or donor recognition object, including but not limited to the location, impact on other park uses, the size, scale, color, design, materials, and construction schedule.
3. Advancing gift and park improvement proposals to the Advisory Board when approval is not given by the Director and the donor requests such action.
4. Making the final decision on acceptance of all gifts, park improvement and donor recognition object proposals, unless determining it appropriate for the Park and Recreation Board to make the final decision.
5. Declining, following Park and Recreation Board concurrence, proposed gift, improvement, or donor recognition object proposals that are limited by special restrictions, conditions, or covenants, which pose extreme budgetary obligations on the City, or which, in the opinion of the Director, may not be in the best interest of the park system and the citizens of Longview, or proposals not specifically covered under this agreement.
6. Determining anticipated costs associated with ongoing maintenance of gifts, park improvements, and donor recognition objects.
7. Insuring that funds are received from donors for items that will be purchased by the city, prior to the expenditure of such funds. Such funds will be deposited into proper contribution accounts.
8. Insuring that donors are acknowledged and suitable recognition is afforded based on the magnitude of the gift.

## GUIDELINES

Park Amenity Donations: The program of dedicating park amenities such as benches, picnic tables, fountains, and shelters in commemoration of others, enhances the beauty and utility of city parks. The following guidelines will apply:

1. Although suggestions will be considered for a particular location, placement of park amenities in the park system must meet the plan and requirements for the particular park and the Department. The Department will also take into account the number of existing, similar amenities that are already located in the park or an area of the park in which the requested donation would be located. Final decisions as to location will be determined by the Parks and Recreation Department.
2. Prior to the beginning of each calendar year, staff will identify existing benches and other site furniture that would be eligible for replacement with a commemorative, like piece at those locations. This information will be shared with perspective donors as possible sites for their donations.
3. Park amenities will be accepted on the basis that they will be maintained for ten years in their original location, or in an area near their original location with the following exceptions:
  - The area in which the item is sited is to be redeveloped.
  - The use of the area in which the item is sited changes significantly in character and the item is no longer deemed suitable for the site.

- The structure or support on which the item is located is to be removed or permanently altered.
  - Ongoing vandalism makes it cost prohibitive to continue to attempt to maintain the item at that location. In this case, effort will be made to arrive at an agreed upon alternate site.
  - The item has deteriorated beyond the point of repair prior to the end of the ten year maintenance period.
4. Small plaques may be included on or near the park amenity with design, placement and language to be approved by the Department.
  5. All park amenities will be constructed of materials selected by the Department to meet the design and maintenance considerations of the location and the Department.

### **Memorial Stones, Statues, Fountains, Plazas, Gardens, etc.**

Memorial donations which are large in scale are generally not encouraged. To the extent that projects of this nature are consistent with park planning processes, they may be considered on a case-by-case basis. These requests should be made in writing to the Parks and Recreation Advisory Board.

### **Commemorative Tree and Bush Donations**

The Superintendent of the Parks Department will accept trees and other planting materials donated by the public for gifts and memorials to be planted in appropriate locations in city parks, thoroughfares, and other city owned properties. The following guidelines will apply:

- Tree species must be approved by the Superintendent.
- Tree calipers must be at least 2 inches at breast height.
- Due to concerns over maintenance and vandalism, plaques will not be included as part of this memorial donation program with the exception of arboretum trees at Lake Sacajawea Park. Donations will be recognized with a certificate of appreciation from the Parks and Recreation Advisory Board.
- Staff will inform the donor of the scheduled planting time and location in order to offer an opportunity for the donor to be present during the planting.
- Trees that need to be purchased to accommodate the donor's request will require prepayment before they will be ordered.
- In instances where trees do not survive, replacements will be provided although they may be of a different variety and be placed in a different location to accommodate a better survival rate.
- The Parks Department will consider special park location requests with the final location to be determined by the Superintendent.
- Due to Department work load, requests for specific plantings dates may not be accommodated. Every effort will be made to work with the donor, but greater lead time will improve the possibility of accommodating schedules.

## PROCEDURE

### Application Process

- To make a commemorative donation request, the donor must complete an application form and mail it to the Director of Parks and Recreation or appointed designee at:  
Longview Parks and Recreation Department  
2920 Douglas St.  
Longview, WA 98632
- The Director or designee will review the request with the donor following which the donor will be notified as to whether approval will be given or whether the request needs to go to the Parks and Recreation Advisory Board for review.
- Upon approval, staff will notify the donor of the schedule for purchase, delivery and installation, which will commence once the funds have been received from the donor.
- Recognition plaques shall be discretely placed and planned. They can be attached to the concrete surface or the park furniture based on the requirements for that particular park. Consistency in size, as related to "like" projects shall be maintained. Final approval for wording of plaques is the responsibility of the Parks and Recreation Department. Information may include:
  1. Date
  2. If the donation is commemorating an event or the life of an individual, the plaque may use terms such as: Dedicated to, donated in honor of, donated by the family of, commemorating the event of, and celebrating the event of.
  3. Size of standard bronze plaques should be 5 inches high by 9 inches long. Size for metal plates shall be 2 inches high by 3 1/2 inches long. Any sponsorship recognition will be through use of approved wording or logo which will take up no more than 10% of the overall plaque design. These forms of recognition are the responsibility of the donor to supply. Staff will consider requests to replace existing plaques, which have been damaged or otherwise degraded, or require alterations, however replacements will need to conform to current design specifications and guidelines. The cost of replacement will be borne by the donor.
  4. Placement of the recognition will be discrete and consistent with park locations.
  5. Parks Department staff shall be responsible for installation of recognition plaques.
- Methods of recognition vary according to categories of giving. Recognition by letter from the Director of Parks and Recreation will accompany all gifts. For large donations such as shelters and playground equipment, City Council recognition and plaques with name recognition may be included.

# COMMEMORATIVE DONATION APPLICATION FORM

LONGVIEW PARKS AND RECREATION DEPARTMENT  
2920 DOUGLAS STREET  
LONGVIEW, WA 98632

This form must accompany any requests for making donations of park amenities, memorials, and trees/bushes. Before completing this form, donors should familiarize themselves with the Commemorative Donation Program Policy. If after reading the policy, you are still interested in making a donation, please complete this form and deliver it to the above address.

Person making request: \_\_\_\_\_

Address: \_\_\_\_\_

Phone #: \_\_\_\_\_ Email address: \_\_\_\_\_

Description of proposed donation item: \_\_\_\_\_

Site Location – First Choice \_\_\_\_\_

Second Choice \_\_\_\_\_

Recognition Plaque (does not apply to trees/bushes): Yes \_\_\_\_ No \_\_\_\_

If yes, suggested wording: \_\_\_\_\_

Other Comments: \_\_\_\_\_

Include any supportive information, photos, drawings, etc.

Please process the above application. I understand that the Parks and Recreation Department must approve the selected site and that they have jurisdiction over the site.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_