



ARLINGTON COUNTY, VIRGINIA

County Board Agenda Item Meeting of September 16, 2017

DATE: September 7, 2017

SUBJECT: Dedication of a Memorial Plaque for Dennis Strickland at Barcroft Park, pursuant to the County's policy on *Placement of Memorial or Recognition Plaques* ("Plaque Policy") (see Attachment A).

C. M. RECOMMENDATION:

Approve the dedication of a Memorial Plaque for Dennis Strickland as recommended by the Park and Recreation Commission.

ISSUES: The County's Plaque Policy allows under certain circumstances for placement of a plaque, or other form of recognition, of a deceased County citizen, in a public facility or on public land; however, such the placement must be approved by the County Board.

SUMMARY: The Park and Recreation Commission recommends the installation of a Memorial Plaque on a new bench that will be installed adjacent to the Four Mile Run Trail within Barcroft Park (see Attachment B) to memorialize Dennis Strickland, a longtime resident of Arlington County and active community member. The plaque will be inscribed with: "*In every walk with nature, one receives far more than he seeks.*" John Muir. *In Memory of Dennis Strickland 1950 – 2015.*

BACKGROUND: The Plaque Policy allows for recognition of deceased individuals who have made significant contributions to the County, upon County Board approval and as long as the application meets the Policy's criteria. The Policy also requires a showing of community support through "approval/endorsement by the local civic/neighborhood association; signatures of residents of Arlington County; or endorsement by other community or civic organizations."

DISCUSSION: Staff reviewed the request to dedicate a Memorial Plaque in Dennis Strickland's honor and determined that the application meets the Plaque Policy's requirements. Listed below are a few examples of these criteria and how the application meets each one.

County Manager:

MJS / Muc

County Attorney:

[Signature]

[Signature]

32.

Staff: Diane Probus, Department of Parks and Recreation

Criterion #3: “The plaque must honor an individual whom the requesting organization/individual can demonstrate contributed significantly to the community through participation in community activities or other relevant state or national service.”

- Dennis Strickland was a public servant for the Federal government for 35 years in positions with the Social Security Administration, the Department of Health and Human Services, and the Food and Drug Administration (FDA). When he retired from the FDA he was the Deputy Director of Communication, Outreach, and Development.
- During his career, Dennis found great joy in helping citizens learn how to access vital governmental resources.
- He created a positive impact on public health through congressional lobbying and legislation. His most notable professional contributions included: creation of anti-tobacco marketing campaigns aimed to encourage teenagers to stop smoking (or never start); the design of easy to read nutrition labels for food products; developing consumer education materials to support healthier dietary choices; and the introduction of “biologic” medications into the market in the early 2000’s to treat auto-immune conditions and certain cancers.
- In his personal life, Dennis was an active participant in the Claremont Civic Association and an active member of the Unitarian Universalist Church in Arlington.
- Dennis volunteered his time and made monetary contributions to Tibetan relief efforts in the DC area and to the National Museum of the American Indian.

Criterion #4: “The recognition plaque must be paid for by the individual/community organization requesting the memorial.”

- Dennis Strickland’s daughter will pay the cost of the Memorial Plaque, the bench and installation of the bench in Barcroft Park by the Department of Parks and Recreation (DPR) staff.

PUBLIC ENGAGEMENT: The plaque sponsor reached out to the Claremont Civic Association (CCA), and CCA President Gabe Snow provided a letter of support for the Memorial Plaque on behalf of CCA (see Attachment C). Also, as required by the Plaque Policy, the Park and Recreation Commission received comments and endorsement of the request from the Neighborhood Conservation Advisory Committee (NCAC) and the Historical Affairs and Landmark Review Board (HALRB) and then itself voted to recommend the placement of the Memorial Plaque.

Neighborhood Conservation Advisory Committee (NCAC): At its regular meeting on July 13, 2017, the NCAC considered the Memorial Plaque request that Adrien Strickland submitted on behalf of her father Dennis Strickland. The NCAC approved the request unanimously.

Historical Affairs and Landmark Review Board (HALRB): At its meeting on July 19, 2017, the HALRB also approved the request unanimously.

Park and Recreation Commission: At its meeting on July 25, 2017, the Park and Recreation Commission voted unanimously to recommend the Memorial Plaque and bench placement for approval by the County Board (see Attachment D).

FISCAL IMPACT: The requesting party will pay for the Memorial Plaque, bench and installation. DPR will conduct only typical maintenance to keep the bench clean and in safe condition.

ATTACHMENT A

ARLINGTON COUNTY POLICY ON PLACEMENT OF MEMORIAL OR RECOGNITION PLAQUES

Adopted by the Arlington County Board July 10, 1999

The placement of a plaque or other personal forms of recognition or the donation of items for placement or planting in public facilities or on public land may be permitted; however, such requests must be approved by the County Board. The resolution confirming such approval should also contain any restrictions or obligations related to the maintenance, replacement and care of the donated item.

The following criteria shall serve as the basis for the approval of all memorial or recognition plaques:

1) Although a plaque may not name a public facility or public land, it may be placed in or on a public facility or public land in memory of an individual, group or event who/which contributed significantly to the community through participation in community, state or national service.

2) A letter of request must be submitted to the Park and Recreation Commission.

3) The plaque must honor an individual whom the requesting organization/individual can demonstrate contributed significantly to the community through participation in community activities or other relevant state or national service.

4) The recognition plaque must be paid for by the individual/community organization requesting the memorial.

5) An appropriate level of community support must be demonstrated for a memorial, such as:

- Approval/endorsement by the local civic/neighborhood association;
- Signatures of residents of Arlington County; or
- Endorsement by other community or civic organizations.

6) The memorial plaque can be no larger than 12" X 12". All plaque design and materials are subject to consideration and approval by the Department of Parks, Recreation and Community Resources.

7) An individual must have been deceased for at least one year before a memorial plaque can be erected in their honor. An individual/group seeking to have a memorial plaque placed in a public facility or on public land may begin the review process before this yearlong period.

The Park and Recreation Commission shall make recommendations to the County Board concerning requests to place recognition or memorials on park land, public open space and recreation facilities.

The Commission will seek comment from the following organizations when considering a memorial/recognition plaque: Historical Affairs and Landmark Review Board, Neighborhood Conservation Advisory Committee and the appropriate neighborhood civic association(s). Comments from the Arlington Beautification Committee will also be considered.

The Park and Recreation Commission will synthesize the comments received and make a recommendation to the County Board. The County Manager will also present a recommendation to the County Board, which has final discretionary authority to act.

ATTACHMENT B

Project Description:

Bench/Plaque Description:

- A 1939 World's Fair bench will be installed along a section of Four Mile Run Trail within Barcroft Park. The bench will be 6-feet long with a black iron and natural Ipe wood frame (see example below). The bench will be installed on a concrete pad alongside the trail and will meet ADA standards.
- A bronze plaque (2" X 12") will be installed on the center of the top slat of the bench with the inscription noted in the Summary section of the Board report.



ATTACHMENT C

Mr. Jay Fisette, Chair of the Arlington County Board
Members of the Arlington County Board
Subject: Memorial Plaque Request – Barcroft Park

Dear Mr. Fisette and Members of the County Board,

The Claremont Civic Association (CCA) Executive Committee has been in communication with the family of Mr. Dennis Strickland, who was a long-time resident of Arlington County. The CCA supports the effort of to create a memorial plaque in recognition of Mr. Strickland in Barcroft Park.

Sincerely,



Mr. Gabe Snow
President of the Claremont Civic Association

ATTACHMENT D



**ARLINGTON COUNTY
PARK AND RECREATION COMMISSION**
2100 CLARENDON BOULEVARD, SUITE 414
ARLINGTON, VIRGINIA 22201



August 22, 2017

The Honorable Jay Fisette, Chair
Arlington County Board
2100 Clarendon Blvd., Suite 300
Arlington, VA 22201

Re: Memorial Plaque and Bench for Dennis Strickland

Dear Chair Fisette:

The Park and Recreation Commission (PRC) heard presentations at our June and July 2017 meetings on a request for a plaque and bench in memory of Dennis Strickland to be placed in Barcroft Park. The PRC supports this request. Dennis Strickland was a long-time resident of Arlington, an active member in the community, and would walk or run through Barcroft Park on a daily basis. The bench and memorial plaque are a fitting tribute to his love of nature preserved in Barcroft Park. The family of Mr. Strickland will cover the cost of the bench and the plaque, and the bench will be placed in a location along the multi-purpose trail that does not intrude on the natural area. As per the requirements of the county plaque policy, both the Historic and Landmark Review Board (HALRB) and the Neighborhood Conservation Advisory Committee (NCAC) also support this request.

Sincerely,

A handwritten signature in cursive script that reads "Caroline Haynes".

Caroline Haynes, Chair
Park and Recreation Commission

cc: Members, Arlington County Board
Mark Schwartz, Arlington County Manager
Jane Rudolph, Director, Department of Parks and Recreation