



## **ADMINISTRATIVE POLICY FOR NAMING PUBLIC FACILITIES AND PROPERTY**

### I. Background

The designation of names for public facilities and properties is a complex and sometimes emotionally evocative process. Assigning a name is a powerful and likely permanent identity for a public facility and/or property; and when named for an individual, this becomes an elite honor for living family and friends. Public participation in naming facilities promotes community identity and pride.

The City Council shall make the final designation of the names of public facilities and property. The process will include review and recommendation by the appropriate City board or commission. It is intended that decisions involve the consideration of input received from the individuals and organizations making the nominations as well as the community.

### II. General Purpose and Objective

It is the policy of the City to:

1. Establish guidelines and a process for consideration and designation of the name of public facilities and properties located within the City of Anoka.
2. Reserve the name or renaming of facilities and properties for circumstances that will best serve the interests of the City and ensure a worthy and enduring legacy for the City.
3. Limit / Restrict the use of a name to only one facility or piece of property within the City as a means of elite honor.
4. Encourage public participation in the naming process.
5. Allow naming of specific structures within a park; under these circumstances names should be different than the park name, i.e. Jane Doe Shelter in John Smith Park.
6. Discourage the renaming of existing facilities except in extraordinary circumstances.
7. Reject proposals to rename a park, facility, and property already named for an outstanding individual, unless there is sufficient evidence to prove the original individual is unworthy of the honor.

The policy is comprised of Name Criteria, Guidelines, Application Process, and Review and Selection process.

In general suggested names will:

- Evoke a strong positive image in regard to the facility or property location and/or history
- Commemorate place, event, or people, or have historical, cultural, or social significance to future generations and/or continued importance to the City.
- Have symbolic value that enhances the character and identity of the park or facility

### III. Name Criteria

Names submitted for consideration should provide some form of individual identity in relation to the following broad categories:

1. *Geographic Location or Outstanding Feature*

Proximity to prominent natural feature, subdivision, street, or school that provides clear descriptive identity to a property.

2. *Historic Events, People and Places*

The history of a major event, place or person as a means to preserve and honor the history of Anoka, its founders, other historical figures, its heritage, local landmarks, prominent geographical locations, and natural/geological features. The relationship must be demonstrated through research and documentation.

3. *Outstanding Individuals, Groups, and Organizations*

Acknowledgement of sustained/outstanding contribution that has been made by such to the City and/or the development of the park/recreation system; has enhanced the quality of life and/or well being of City residents; and/or has contributed to the preservation of the City's history or culture.

The City reserves the right to revoke/rename any park/facility if the person for whom it is named turns out to be disreputable or subsequently acts in a disreputable way.

Use of the name of an individual(s) who recently lost their life due to war or a tragic event will be considered only after the shock of such event has lessened within the community.

4. *Major Gifts*

The significance of such donation by a person, organization, or business may warrant acknowledgement by naming recognition. This can include donated land, substantial monetary contribution toward acquisition or development of the park or facility, or substantial monetary contribution to the City for other purposes. Acknowledgment by naming recognition under this section shall not require the recognized person, organization or business to apply under Article IV of this policy. Naming recognition under this section shall be done in acknowledgment of the gift received by the City. Terms shall be negotiated based on the monetary contribution, with no term extending beyond 25 years, unless sustaining naming rights have been negotiated.

Naming rights may not be available for parkland that was dedicated through a subdivision of land. Buildings and/or structures on such land may be available for naming rights.

### III. Guidelines

1. *Names to be avoided:*

- Names that cause confusion due to duplication or sound too familiar to existing named locations within the City or surrounding areas.
- Names of companies whose business is substantially derived from practices considered inappropriate or unsuitable by the general population, such as, firms selling alcohol, tobacco, and pharmaceuticals.
- Cumbersome, slang, profane, discriminatory, or derogatory names relating to sex, age, race, religion, creed, national origin, color, marital status, disability, sexual orientation, political affiliation, or other similar categories.
- The re-use of names other than for reconstruction of the same facility in the same location.
- Names of appointed officials still in office and current/former City employees

## 2. *Temporary Names*

In the case of a new project, City staff will designate a temporary name to be used for identification purposes during acquisition or development. A permanent name should be selected prior to the park, facility, or property being made available for public use.

## 3. *Renaming a Park or Facility*

Names that have become widely accepted by the community will not be abandoned unless there are compelling reasons and strong public sentiment from the broader community for doing so. Historical or commonly used place names will be preserved wherever possible.

## 4. *Naming Rights*

Names that have become widely accepted by the community will not be abandoned as a result of a major contribution where naming rights are requested, but instead will be linked to the existing name or facility located on the property for the designated period. *E.g. Jane Doe Stadium at John Smith Field.* Historical or commonly used place names will be preserved wherever possible.

# IV Application Process

All requests for the naming/renaming of a City facility or property shall be made in writing to the Director of Public Services.

Requests should include the following minimum information:

- Description, address, aerials, or photo's of the specific park, facility or property
- Proposed name
- Criteria identified in the policy that the name most closely pertains to
- Relevance, reason or justification for proposed name or name change
- Documentation of significance of the name to the community
- Written documentation of community support for the proposed name such as letters of support from organizations, signed petitions, etc. Proposals for renaming a facility or property will be rejected without proof of community support.

# V. Review and Selection Process

Upon receipt of a naming request, the Public Services Director will inform the City Manager that such a request has been received.

City Staff will review the request for its adherence to the policy, authentication, the documentation of community support, and other pertinent information including community opposition. The request will be referred to the City Board or Commission with the appropriate oversight of the property, facility or amenity. That board or commission will make a recommendation to the City Council to accept or reject the proposal.

If the proposed name is that of an individual or historic place/event, review of the proposal by the City's Heritage Preservation Commission will be required.

The City Council has the final authority to determine the appropriateness of the proposed name. Upon City Council approval, the facility or property will be known from that date forward as the approved name.

Upon City Council rejection of a name proposal, the facility or property will continue to be referred to as the temporary or existing name. Any member of the Council or Council as a whole may select a new name to be submitted and reviewed per this policy.

**Appeals:**

Any person may appeal by petition through the City Clerk when a proposal to name/rename a facility or property is denied.

**Policy History**

Initially Adopted: 04.16.2012