



POLICY AND PROCEDURES FOR THE NAMING OF PUBLIC PROPERTY

POLICY STATEMENT

The City of Monroe is committed to providing a fair, consistent, and efficient process while respecting the important need for public consultation and legislative approval in regards to the naming of city-owned (municipal) properties such as parks, alleyways, recreational areas, municipal buildings, facilities and public right of ways.

The intent of this policy is to guide the naming of city-owned property in a fair, objective and thoughtful manner, and aid in the selection of names suitable for the property, respective of the history of the site or area, useful to the public and reflecting the community culture.

GENERAL

Naming property owned by the City of Monroe requires administrative action. The Monroe City Council retains the authority to establish formal legal names for city-owned properties, including public right of ways.

When an application is received, the City Manager and Department Directors shall review to provide input on the feasibility and logistics related to implementation, including cost estimates and historical information related to the requested site.

After an administrative review the application will be sent to the Ethics Committee for review, analysis and recommendation to City Council. Review of the application, letters and any documents submitted by the applicant and administration is designed to ensure the integrity and completeness of the naming process.

The Ethics Committee must deliver a response to the City Council within 90 days of the Ethics chairperson's receipt of the application request. Within 45 days of receipt of the Ethics Committee recommendation the City Council will place the application on the City Council agenda for consideration. The opportunity for public comments shall be included prior to City Council action.

After City Council determination, approved naming requests will be returned to City Administration for design, implementation and coordination with the applicant. Any application request not approved through the process or by City Council will have a waiting period of one year before resubmission of the same naming request.

CRITERIA

The City of Monroe will select names for parks, alleyways, recreational areas, municipal buildings, facilities and public right of ways based on the following criteria:

- To recognize native wildlife, flora, fauna, or natural features related to the community and city.
- To celebrate local history, places, events, ancestral and community culture.
- To strengthen neighborhood identity and cohesiveness.
- To honor and commemorate noteworthy persons associated with the City.

Noteworthy persons may include:

- A local or regional leader with strong, identifiable ties to the community or, specifically, to the area connected to the public property being named.
- A city resident who has distinguished themselves in community service, public service or an individual with strong, identifiable community contributions to the City of Monroe.
- A resident or former resident having lived 10 years in Monroe who through distinction has brought prominent recognition to the city of Monroe at a State, National or International level.

If the applicant is requesting to name public property after an individual or group, these persons shall meet the following:

- Demonstrated excellence of contributions to the city's development, community service, personal sacrifice for public service or national defense, or efforts to foster equality and equity among the citizens of the city.
- Demonstrated a contribution to Arts, Culture or Historical significance locally, regionally, nationally or globally with local and regional ties.

In the case of naming public property after a person, such naming shall be done posthumously; with a waiting period of three years having elapsed since the individual's passing before an application may be submitted. A nickname shall not be allowed in the naming of public property, unless such person was best known by that nickname and was used legally or professional during their life.

Denial of an application may be appropriate if the proposed naming may tend to bring disrepute upon the community for any reason, or is not recommended by the Ethics committee.

EXCLUSIONS

The City of Monroe and the City Council reserves the right to exclude naming applications that are contrary to Monroe public policy or the following purposes;

- Dual naming of any public property including the honorary naming of City streets will not be considered.
- No naming rights will be given to any public property which limits its use.
- Naming associated to drugs, alcohol, tobacco, religious organizations, spiritual groups, and political affiliations will not be considered.

- The dedication of small park amenities with an identifiable lifespan, and not intended to be permanent, such as park benches, tables, commemorative pathway markers, plaques/rock placements shall be addressed under a separate policy.

RENAMING

The renaming of city-owned properties is strongly discouraged. It is recommended that efforts to change a name be subject to the most crucial examination so as not to diminish the original justification for the naming or devalue the prior contributions.

All application requests for the renaming of public-owned property will be reviewed by the City Administration and sent directly to City Council.

The Monroe City Council reserves the right to rename any and all public property.

The Ethics Committee shall not review applications for the renaming of city-owned properties, unless requested by the City Council.

RESCIND

The City Council reserves the right to rescind previously approved naming of all City public property. Information learned following the naming of public property that may bring disrepute upon the community may be sent to the Ethics Committee for review and a recommendation sent to City Council within 90 days of receipt or the City Council may rescind without any further review.

RENEWAL

Naming rights will stand for 25 years. The intent of a renewal is to afford the City Council an opportunity to review the relevance and condition of the named property. Naming records maintained by the Clerk-Treasurer office will be presented to the City Council as a Council agenda item upon the renewal date. The named public property may be removed or left in place, at the City Council discretion through a majority vote.

The condition of the named property will be reviewed by appropriate city staff, assessing the appearance, safety and maintenance history. A report will be provided to the City Manager and forwarded to the City Council before renewal.

The relevance and continuation of the named property will be reviewed by the City Council. The City Council will make the determination, but may direct the Ethics Committee to review the renewal application.

If a non-renewal is directed by the City Council, any remaining endowment funds shall be disbursed to the contributor, as previously established through the Finance Department.

PROCESS

City staff, city residents, community leaders, and organizations interested in proposing a name for parks, alleyways, recreation areas, municipal building, facilities and public right of ways must complete the City of Monroe on-line application.

Attaching a signed letter describing the basis for the naming request and any associated documents in support of the request is recommended.

If determined there is a foreseeable impact on adjacent property owners, the requesting applicant may be required by the administration to communicate with the neighboring residents of the naming site and provide documentation of the contacts.

Applications shall be reviewed by applicable City department managers to provide input on the feasibility and logistics related to the implementation of the request, including cost estimates and historical information related to the request site.

If the naming request is approved by the City Council, a fee equal to 50% of the City Administration estimated cost will be due prior to design and implementation of the naming request. The naming application will be recorded and retained through the Clerk-Treasurer office once approved by City Council.

If the established fee is not collected through the Clerk-Treasurer office within 60 days of City Council approval, the application will be closed. The City Council and applicant will be notified of closed applications. A waiting period of one year will be imposed before a new application is accepted for the same naming request.

An endowment fund for ongoing maintenance (10% of total project cost*) shall be raised by the applicant and deposited before the design and implementation of the naming request.

This endowment fund will be established through the City Finance Department and managed by the Finance Director or designee.

In the event a previous approved naming location is impacted by a change of use the City Administration will advise the City Council and provide alternatives for appropriate relocation that meets the intent of the original naming request. Any relocation of a previously approved naming location must be acted upon by the City Council through a majority vote.

*10% is a baseline estimate to be reviewed and agreed upon by the City Engineer and City Administration to guarantee that upkeep does not exceed this built-in maintenance endowment.