

COUNCIL PROCEDURE MEMORANDUM NO. 13

SUBJECT: Policy on Public Place Names and Name Changes

PURPOSE: The purpose of this policy is to establish standard guidelines for naming and renaming public assets.

This policy impacts City-owned property, rights of way, and infrastructure within the boundaries of the City of Staunton only. The following types of City-owned assets included within the scope of the policy include:

- A. Buildings and structures
- B. Property, including open spaces and parks
- C. Public rights of way, including trails, pathways, and other non-roadway rights of way.
- D. Public rights of way and portions of real property that serve as public roadways.

The following are not included within the scope of this policy:

- A. Memorial dedications
- B. Public art installations
- C. Private buildings, structures, property, and roadways
- D. Paid naming rights of property and marketing partnerships
- E. Historic properties for which a historic name has already been accepted

NAMING/RENAMING CRITERIA:

- **Location:** the proposed name should assist the public in identifying its location. The City shall consider the common use name of the area and its surrounding assets when considering a naming or renaming request. This may also include significant geographical assets.
- **Historical Significance:** The City shall consider the historical significance of any naming or renaming request. The name may be associated with an historical event, person, or place that had a major impact that reflects the broad patterns of Staunton's history or a person with citywide significance to Staunton's past.
- **Community Impact:** The City shall consider naming or renaming requests for individuals who have made substantial contributions to benefit the City of Staunton. This type of naming request may be considered when a person's local significance and good reputation have been accepted broadly in the community.
- **Public Roadways:** honorary naming of public roadways will be considered as part of this policy. Renaming an existing street will generally not be considered except in very rare and special instances.

GUIDING PRINCIPLES:

Naming and renaming requests will be considered within the best interest of the City, to ensure a worthy and enduring legacy for the City of Staunton.

- Names must engender a strong, positive image, consistent with the City's values.
- Be appropriate, relative to the asset's location and history.
- Have historical, cultural, or social significance for future generations.
- Have broad public support.
- Not result in the commercialization of the asset.
- Naming shall generally not be done for individuals who are still living.
- Duplication of names already used within the City should be avoided.

GENERAL PROCEDURES:

Each request for naming or renaming must be submitted using a Naming and Renaming Request Form, completed in full (attached to this policy). The application will be reviewed for completeness and submitters may be asked for additional information. Once all information has been received, an internal review committee consisting of representatives from the City Manager's Office, Parks & Recreation Department, Public Works Department, Police Department, and Planning & Zoning Division will review. Feedback and additional questions will be sent to the submitter if necessary. If the internal review committee has no concerns with the request, it will then be provided to the City Council for review and consideration. City staff and City Council reserve the right to involve external parties for specialized review, if deemed necessary. All requests for naming or renaming must meet the guidelines outlined in this policy. The City will consider naming proposals but is under no obligation to accept a proposal.



Naming and Renaming Request Form

Refer to Council Procedure Memoranda #13 on naming of public facilities for complete guidelines.

Complete form in full and email to CityManager@ci.staunton.va.us. Please include all attachments that are clearly identified to the same message. Alternatively, you may mail or drop off the form and supplemental documentation at City Hall, 3rd Floor, 116 West Beverley St., Staunton, VA 24401.

1. Requestor Name: _____
Organization (if applicable): _____
2. Phone: _____
3. Email Address: _____
4. Select the type of property you are requesting to rename:
 Building Other Structure
 Park or other non-roadway right of way Roadway
If you have indicated Roadway, is this an honorary naming? YES NO
5. Name Requested: _____
6. When submitting this form, please attach a map and pictures illustrating the area impacted by the proposal.
7. Would any existing name be impacted? _____
8. Are there are current common usage names or nicknames for the area?

Form continues on the following page

