

★ Roll Call Number

Agenda Item Number  
62

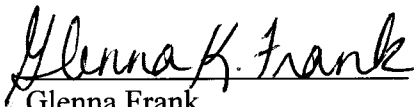
Date May 4, 2009

Adoption of a policy for the naming/renaming of streets, facilities, park facilities and park land in the City of Des Moines.

(Council Communication No. 09-~~295~~ attached)

Moved by \_\_\_\_\_ to adopt.

APPROVED AS TO FORM:



Glenna Frank  
Assistant City Attorney

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE				
COLEMAN				
HENSLEY				
KIERNAN				
MAHAFFEY				
MEYER				
VLASSIS				
TOTAL				

MOTION CARRIED

APPROVED

\_\_\_\_\_  
Mayor

**CERTIFICATE**

I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

\_\_\_\_\_  
City Clerk

**POLICY FOR NAMING OF STREETS, FACILITIES AND PARK LAND IN THE  
CITY OF DES MOINES**

**I. GENERAL**

The Des Moines City Council retains the exclusive right to name and rename City streets, facilities, park land and park facilities within the City of Des Moines, in accordance with this policy.

**II. PROCEDURE**

Consideration of a proposal for the naming or renaming of a City street, facility, park land or park facility shall be submitted and reviewed as follows:

**a. Public-Initiated Requests: Letter of Request (and/or Petition)**

A letter of request (and/or petition) must first be submitted to the City Council. The letter of request (and/or petition) shall state the reason for the request and supply specific information regarding the proposed name(s), site location, and other relevant information. The letter of request (and/or petition) shall include a brief explanation or biography of the person(s) or event to be honored and a justification of why the City street, facility, park land or park facility is being recommended for specific naming or renaming. Upon receipt of the letter of request (and/or petition) the matter will be placed on the subsequent Council agenda, in accordance with Rule 16 of the Procedural Rules of the Des Moines City Council, in order for Council to initially consider the request and either deny or refer the request to the City Manager's Office or to the appropriate Board/Commission for further review and recommendation.

**b. Council-Initiated Requests**

The Mayor, Council Member or Council as a whole may place or sponsor a request for naming or renaming on the Council agenda, in accordance with the Procedural Rules of the Des Moines City Council, in order for Council to consider the request and either deny or refer the request to the City Manager's Office or to the appropriate Board/Commission for further review and recommendation. Referrals shall supply specific information regarding the proposed name(s), site location, and other relevant information, and shall include a brief explanation or biography of the person(s) or event to be honored and a justification of why the City street, facility, park land or park facility is being recommended for specific naming or renaming.

**c. Staff Verification and Review**

**Within thirty (30) days of Council referral, staff from the applicable department, as designated by City Council or by the City Manager, will research and verify all information submitted in the request in accordance with the naming considerations and criteria set forth below in Section III. Staff will also request a review by: Legal, Police, Fire, IT, Engineering, and the Historic Commission; and in addition, for City street requests, by the local utility service providers and the post office. City staff will then forward their findings and recommendation to the appropriate Board/Commission.**

**d. City Boards/Commissions Evaluation and Council Review**

**Within ninety (90) days of Council referral, the applicable Board/Commission will consider staff findings and the extent of public support for, and public opposition to, the proposed name, and will make a recommendation regarding the request. The appropriate Board/Commission will then present its recommendation to the City Council via the Council agenda at a regularly scheduled Council meeting for final Council consideration and approval or denial of the request.**

**e. Public Participation**

**Public notice will be given and a public hearing will be held on the naming or renaming proposal at the scheduled Board/Commission meeting and Council meeting. Notice of said hearings will be provided a minimum of ten (10) days prior to each hearing to affected parties by the method deemed appropriate by the Board/Commission or by Council, respectively. In the event of renaming an existing City facility or park facility, notice of the public hearing shall also be posted in a conspicuous place on or within the facility. In the event of renaming a City street, notice of the public hearing shall also be provided via regular mail to all property owners potentially affected by approval of the name change.**

**f. Approval; Installing or Replacing Signage.**

**If the naming or renaming request is approved, the cost of producing, installing, maintaining and replacing City signs with the new name may be required to be paid for by the person or organization requesting the name change prior to such work being undertaken by the City. If required, the maintenance funding shall be provided by donation to the City of a maintenance fund in an amount established by appropriate City staff to be necessary for maintaining**

said sign for at least 10 years. All signage is subject to City Council approval.

### **III. NAMING OPTIONS; CONSIDERATIONS AND CRITERIA FOR NAMING**

The naming or renaming of City streets, facilities, park lands or park facilities may be, but is not limited to, in honor of individuals, living or deceased, who have made significant and outstanding contributions of services, land, funds, or goods to the City, State, nation or world; neighborhoods, geographic or common usage identifications; and persons, places, or events of historical or cultural significance. Naming recognition is subject to future change/reconsideration by the City in the event that the recognition becomes damaging to the City's reputation, or contradictory to applicable law, as determined by the City. When evaluating naming or renaming requests, consideration should be given to the following criteria:

- 1. Overall benefit to the City of Des Moines**
- 2. Positive reflection on the City**
- 3. Purpose and Mission of the City**
- 4. Proposed name is well known to all citizens and/or acknowledged by other national, state or local community organizations for lasting significance**
- 5. Citizen input and support for name change/commemoration**
- 6. No duplication of names or repeated recognition of a specific person or group**

In addition, in the event of naming or renaming requests related to significant donations of funds, services or land, a written gift and naming agreement shall be entered into between the City and honored donor, or person or entity providing the donation, prior to or upon approval of the naming request. Such agreement shall state that naming recognition is subject to future change/reconsideration by the City in the event that the recognition becomes damaging to the City's reputation, or contradictory to applicable law, as determined by the City. The written agreement may also include an appropriate time limitation on the honorary donor naming, and may set minimum contribution amount guidelines for naming purposes.

### **IV. EXCEPTIONS**

- a. Exceptions to the procedure set forth in Section II of this policy may be made by City Council or by recommendation to the City Council by City staff and/or Boards/Commissions, upon finding appropriate circumstances to consider or expedite the naming or renaming of a City street, facility, park land or park facility. Specifically, City Council may take action to approve a name change without staff or**

Board/Commission review and recommendation, and/or without the public hearing process, if deemed appropriate by Council.

- b. City streets, facilities, park lands or park facilities shall not be named or renamed in honor of any City employee, Mayor, or Council, Commission or Board Member until at least two years following the end of their term/employment with the City.
- c. This policy of naming or renaming City streets, facilities, park land and park facilities shall not preclude the appropriate acknowledgment of assistance, financial or otherwise, from organizations or individuals in the construction, operation, or maintenance of City streets, facilities, park lands and park facilities, such as placing plaques or signs identifying the organization or individual who made a donation to the project or naming a minor component of a structure, for example, one room of a facility, or a non-fixture component of a facility, for example, a bench, tree, or playground slide, etc..
- d. City Streets: Streets being named as part of an annexation, subdivision or platting procedure are not subject to this policy. In addition, due to the confusion, expense and inconvenience to the public, street renaming should be avoided unless needed to eliminate duplication or reflect new street patterns, and preference will be given to commemorative or honorary designation of a current street or portion of a current street. Any such request shall follow the procedures set forth herein. If the request for commemorative designation is approved, the street or portion of the street affected shall retain its original name and shall also have an additional sign reflecting the commemoration, with the cost of producing, installing, maintaining and replacing such commemorative sign to be paid for by the person or organization requesting the commemoration prior to such work being undertaken by the City if so required by the City. If required, the maintenance funding shall be provided by donation to the City of a maintenance fund in an amount established by appropriate City staff to be necessary for maintaining said sign for at least 10 years. All signage is subject to City Council approval.
- f. Criteria for Renaming: Preference will be given to naming of City streets, facilities, park land and park facilities that have not previously been named to honor a specific person or event.