

DRAFT FOR PUBLIC REVIEW



CITY OF EDINA NAMING AND DEDICATION OF CITY FACILITIES POLICY

OVERALL POLICY

It is the policy of the City of Edina that the naming of new and renaming of existing city facilities be reserved for exceptional circumstances and that the naming process comply with the guidelines, principles and procedures set forth in this policy. This establishes a systematic and consistent policy that is fair, open to all residents, objective, and aids in the selection of names that are respectful of the history of the site or area, suitable to the property or facility, and useful to the public in locating the facility. Recognizing a person by dedicating a City facility in their name is considered a truly special honor. This policy creates criteria and procedure for the dedication of City facilities.

DEFINITIONS

“City Facilities” shall include the following:

Parks: All traditional designed parks, natural open spaces, historic sites, golf courses, specialized parks (e.g. skate park), physical features (lakes), and trails under the City of Edina Park and Recreation Department’s jurisdiction or management.

Buildings: Structures that house city programs.

Major Features: Major, permanent components of city facilities, (e.g. ball fields, swimming pools, tennis courts, playgrounds, fountains, art work, Senior Center). Rooms within buildings are considered to be major features.

Streets: The streets owned by the city of Edina.

Amenities: Smaller furnishings and facilities in the city system (e.g. benches, small fountains, tables, etc.). Amenities are not formally named. Recognition for donated amenities is covered under the City of Edina Donations Policy.

AUTHORITY

The establishment of formal legal names of permanent real property and streets owned by the City of Edina requires administrative action. Only the Edina City Council retains the authority to establish formal legal names for City-owned facilities.

Only the Edina City Council retains the authority to dedicate City facilities.

BACKGROUND AND PRINCIPLES

The names of parks, buildings, major features and streets tell the important stories of Edina’s history. Edina has limited public resources for changing names on signs, maps, and literature. Excessive naming of individual features in City facilities can be confusing to the public. The proliferation of names for different parts of the same park or building should be avoided.

Naming or renaming city facilities is often complex and emotionally charged, since naming is a powerful and permanent identity for a public place. Approval of naming requests is a

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prestigious, cautious process that needs to be undertaken only when appropriate and requires great care and thoughtfulness.

The philosophy of the City is to reserve the naming or renaming of City facilities to those circumstances which tradition and practice have shown to best serve the interests of the City and assure a worthy and enduring legacy for the City's system. To this end, the City supports consideration of proposed names in the following order of preference:

1. Geographic location
2. Historic events and places
3. Exceptional individuals
4. Major gifts.

City buildings and major features could, however, be dedicated in memory or honor of a person and an appropriate plaque indicating such, be dedicated and placed at the facilities. City facilities should not be overwhelmed with dedications, since that would detract from the aesthetic and may adversely affect the experience or value of the City service being provided.

Names that have offensive connotations shall not be considered. Names that are similar to or the same as existing City facilities should not be considered. The naming of currently unnamed City facilities shall comply with this policy and procedure. A City facility shall not be subdivided for the purposes of naming. City facilities that are held through a short-term lease or use agreement or improvements that have a limited life span or occupancy shall not be named. All signs on City facilities must meet City sign standards. For a new City facility, the appropriate Advisory Board shall use any open, systematic, fair and organized public process (i.e. nominations, contests, etc.) that they decide upon to propose a name. The City Manager or appropriate department is responsible for overseeing compliance with policy and procedure requirements.

RENAMING CITY FACILITIES

Proposals to rename City facilities are not encouraged and should be entertained only after fully investigating and considering the potential impact of dropping the current name. Names that have become widely accepted in the community should not be abandoned unless there are compelling reasons and strong public sentiment for doing so. Historical or commonly used place names should be preserved wherever possible.

A facility named for an individual who has fallen into disrepute and whose name no longer lends honor and dignity to the facility shall be changed. In the event of change in use, demolition, or extensive reconstruction of a building, its name or any part of it can be considered for renaming.

Notwithstanding the above, the City Council reserves the right to change the name of any named City facility in order to maintain consistency with the entire policy.

NAMING AND RENAMING FOR GEOGRAPHIC LOCATION, HISTORIC EVENTS, PLACES, AND PERSONS

It is appropriate to consider naming or renaming a City facility for its geographic location (e.g. natural feature, neighborhood and significant area) and when it is located near or otherwise

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associated with events, and places of historic, or cultural significance. This should be done only if the historic nature can be demonstrated through research and documentation. Priority should be given to those historic events and places that commemorate the history of:

1. The City of Edina
2. The State of Minnesota
3. The Nation.

NAMING AND RENAMING FOR EXCEPTIONAL INDIVIDUALS

No parks shall be named or renamed for an individual. The name of an individual shall be considered for a building, major feature, or street only if such individual was or is a resident of the City of Edina and has made a particularly meritorious contribution, over a period of several years, to the general public interest or the interests of the City. Priority should be given to those individuals who have contributed to:

1. The City facility itself
2. The City of Edina
3. The State of Minnesota, or
4. The Nation.

The naming and renaming of a building, major feature, street or amenity for an individual shall occur no sooner than five years after that person has ended his or her substantive, formal relationship with the City. The name used should be the family name. A person's name may be used in naming a City facility only once.

Naming a building, major feature, or street for an individual who has passed away or for a person or group of people who perish in or survive a tragic event shall only be considered after at least five years has passed after the death or public shock generated by the event has dissipated. Potential sites for such memorials should be focused on City facilities that are more known for their serene and contemplative nature rather than active locations, such as playing fields and recreational locations. Emphasis should be placed on the contributions or heroic actions of these people to the City of Edina during their lifetime, rather than the circumstances of their death or survivorship.

Exceptional service and strong public sentiment is more objectively evaluated after a waiting period. Strong public support for naming and renaming shall be demonstrated through a petition process as described in this policy. Naming and renaming requests require 300 signatures, and dedications require 100 signatures to be considered. The petition process for naming, renaming and dedication for a person shall commence no sooner than five years after that person has ended his or her relationship to the City, or has died.

NAMING AND RENAMING FOR MAJOR GIFTS

The donation of gifts to the City of Edina should be reward in itself. On a rare occasion, a gift will be made to the City that is of such magnitude and generosity that naming of a City facility in honor of or at the request of the benefactor will be considered. Any request to name or rename an existing City facility must comply with the prior stated policy. Except for real property donations, naming for a gift will be for a fixed period and not indefinitely. The period will be clearly stated in the naming request. As a guideline but not a limitation, the threshold for naming rights on a City facility shall include one or preferably more of the following:

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1. Deeding to the City most if not all of the land on which the City facility to be named will be situated
2. Payment of one-half or more of the capital costs of constructing a City facility to be named (depending on the availability of matching fund or grants)
3. Some long-term endowment for the repair and maintenance of the donated City facility.
4. The provision of significant program costs for facilities that will serve City program needs.

Likewise, as a guideline but not a limitation, the threshold for naming rights on major features would include one or preferably more of the following:

1. Payment of the capital costs for constructing and installing a major feature
2. Some long-term endowment for the repair and maintenance of the donated major feature
3. The provision of significant program costs for any major feature giving rise to or supporting a City program.

In no case shall naming or renaming be considered unless the major gift is deemed acceptable in accordance with the City of Edina Donations Policy.

NAMING FOR ENTITIES

No city facility, except a major feature, shall be named for a business entity. A major feature may be named for a business entity making a restricted gift to the City. Limiting the naming opportunity by business entities to major features will minimize confusion, and costs to the City for updating signage and maps. Each request is evaluated on its own merits and requires public input. The renaming of any existing major feature is discouraged even when associated with a major enhancement gift. Naming for a business entity shall be for a fixed period and not indefinitely. The period will be clearly stated and not longer than the life of the business entity.

In making a recommendation for a business name, the reputation of the company and community support shall be considerations. The City reserves the right to remove an entity name on a major feature if the business entity turns out to be disreputable or subsequently acts in a disreputable way.

PROCEDURES FOR COMMUNITY OR CITIZEN REQUESTS TO NAME OR RENAME AND DEDICATE A CITY FACILITY

Applicant's Process. An applicant must complete an Application for Naming Facilities Form (Appendix 1), compile a petition and make a presentation to the appropriate advisory board (the "Board") to recommend naming or renaming a City facility. Details of the process include:

1. Return a completed Application for Naming or Dedicating Facilities Form (Appendix 1) to the appropriate department director or City Manager to start the process.
2. Complete and compile a Naming or Dedication Petition (Appendix 2). The petition shall:
 - State the reasons for the proposed name
 - Show community support for the proposed name
 - Contain a description and/or map depiction of the boundaries of the City facility to be named
 - May only be signed by persons living in Edina
 - May only be signed by persons voting age or older
 - Show the name, address and telephone number of each signer

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- File the petition with the appropriate department director or City Manager within ninety days of receipt of the forms from the City, unless the director grants in writing additional time for completing the petition
 - Be initiated no sooner than five years after that person has ended his or her relationship to the City, or has died
3. Naming and renaming requests require 300 signatures on the petition. City facility dedications require 100 signatures.
 4. The petitions may be dropped off, mailed, or emailed to:
 - City of Edina
 - Administration
 - C/O City Manager
 - 4801 W. 50th St.
 - Edina, MN 55424
 5. A formal request to the City Manager, director or board chair that the proposal be put on the agenda for the next possible Board meeting. Notice to all residents in the area shall be given.
 6. A formal presentation of the naming, renaming, or dedication proposal to the Board. A public hearing is required for naming proposals. Dedication proposals do not require a public hearing.
 7. The appropriate advisory board shall not recommend a proposed name, renaming or dedication to the City Council unless the criteria set forth in this policy are met. An affirmative vote of a majority of voting members present when quorum is met, is necessary to recommend
 8. The City Council shall not consider a name, renaming or dedication of City facilities unless the criteria and procedures set forth in this policy are met.

PROCEDURES FOR NAMING AND RENAMING A CITY FACILITY ASSOCIATED WITH MAJOR GIFTS.

Upon the receipt of a completed restricted gift application, the appropriate department Director or City Manager will submit a proposal to the Board for the naming or renaming of a City Facility that is associated with a major gift to the City. A petition process is not necessary. For naming or renaming a City Facility, City Council approval is required, as provided above, following a favorable recommendation by the Board. Public notification and a public hearing are required.

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City of Edina Application for Naming or Dedication of Facilities

The naming of facilities follows City of Edina Naming and Dedication of City Facilities Policy. The Edina City Council has sole responsibility for establishing legal names and for dedications of City facilities. I/We

_____ request that the name of
(Name of applicant(s))

_____ *be considered for the*
(Proposed name)

Naming [], Renaming [] or Dedication []
(Please check)

of the _____ facility
(Current or functional facility name)

located at _____.
(Address or description of location)

Summary of recommendation (additional documents may be attached to this form)

If proposed name recognizes a living or deceased person, please include the following:

- Compelling evidence of the extraordinary contribution of the individual to the City of Edina.
- Evidence person was/is a resident of Edina.
- Date of death.
- Date of last official relationship to the City.
- Explanation of how naming or renaming facility would improve community awareness and historical perspective.

Person(s) submitting this proposal (please print):

Name _____ Address _____

Phone _____ email: _____ date: _____

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Appendix 2.
[Concept Draft]

Naming or Dedication Petition to the City of Edina

In accordance with the procedure established by the City of Edina, the undersigned hereby petition to recommend the name of _____

(proposed name or dedication)

of the _____

(current or functional facility name)

located at _____

In support of this petition, each of the undersigned affirms and states:

1. That he/she lives in the City of Edina at the time of signature, is of voting age or older.
2. That the reasons for the proposed name are as follows:

-
-
3. That there is community support for the proposed name as illustrated by the signatures below.

| NAME | STREET ADDRESS | ZIP | PHONE NO. | DATE |
|-----------|----------------|-------|-----------|-------|
| 1. _____ | _____ | _____ | _____ | _____ |
| 2. _____ | _____ | _____ | _____ | _____ |
| 3. _____ | _____ | _____ | _____ | _____ |
| 4. _____ | _____ | _____ | _____ | _____ |
| 5. _____ | _____ | _____ | _____ | _____ |
| 6. _____ | _____ | _____ | _____ | _____ |
| 7. _____ | _____ | _____ | _____ | _____ |
| 8. _____ | _____ | _____ | _____ | _____ |
| 9. _____ | _____ | _____ | _____ | _____ |
| 10. _____ | _____ | _____ | _____ | _____ |

CIRCULATED BY: _____ [FILL IN NAME]

PAGE 1 OF _____ [FILL IN NUMBER]

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