



City of Alexandria
Naming and Renaming Policies and Procedures
Public Parks and Recreation Areas & Facilities

Purpose

- To establish a consistent approach for the official naming and renaming of City public parks, recreation areas and facilities.

Objective

- Ensure parks, recreation areas and facilities are easily identified and located;
- Ensure that given names to parks, recreation areas and facilities are consistent with the values and character of the area or neighborhood served;
- Encourage public participation in the naming, renaming and dedication of parks, recreation areas and facilities; and
- Encourage the dedication of land, facilities, or donations by individual and /or groups.

Definition

- Parks, recreation areas and facilities include all property owned by assets under the City's ownership and/or under the control of the City's Department of Recreation, Parks and Cultural Activities including but not limited to buildings, structures, open space, public parks, natural areas, wetlands, and environmental habitat.

Criteria

Naming of Parks, Recreation Areas and Facilities

1. City parks, recreation areas and facilities shall generally be named in accordance with geographical, historical or ecological features indigenous to the park site or to the immediate vicinity of the site.
2. Parks, recreation areas and facilities may be named for an individual under the following conditions:
 - a. Where the individual has made a significant gift of land to the City; or
 - b. In memoriam for an individual who has made a significant contribution to the City of Alexandria park and recreation system. It should not be assumed that a financial contribution guarantees that a park, recreation area or facility is named after the individual/organization/business making the contribution or
 - c. Has made a significant contribution to the protection of natural, cultural, or horticultural resources of the City of Alexandria park and recreation system; or
 - d. Has substantially contributed to the advancement of commensurate types of recreational opportunities within the City of Alexandria park system; or

- e. Has made a significant contribution to the betterment of a specific park, consistent with the established criteria and standards for the designated park classification.
3. Parks and Recreation facilities will not normally be named for living persons. Exceptions to this policy may be made by a simple majority vote of City Council as follows:
 - a. The person nominated had made a substantial contribution to the specific park, recreation area and facility being named; or
 - b. The person nominated has made significant contribution to the community over an extended period of time; or
 - c. The person nominated has received national recognition.
4. Facilities and recreation areas located within a park should carry the same name as the park or reference to the park (Example: The Betty King Entrance to Four Mile Run Park). Such facilities or recreation areas could, however, be dedicated in memory of a person and an appropriate plaque indicating the dedication such be dedicated and can be placed at the facility or recreation area.
5. The proposed name will not be considered if:
 - a. The proposed name is a duplication of an existing park or facility name in Alexandria
 - b. The proposed name requested may be perceived to be offensive to segments of the public;
 - c. If the proposed name is the name of a commercial entity or implies a commercial endorsement, i.e. naming rights.

Renaming of Parks, Recreation Areas and Facilities

- The above stated criteria are met;
- A valid justification for the renaming of a parks, recreation area or facility is provided;
- Changing the name will not cause undue confusion with the community; and
- An appropriate level of community support exists, including at least one letter of support from the Homeowners Association (HOA) and/or Civic Association in the facility's geographic region.

Public process

1. Solicitation:

- a. Community-driven solicitation: An individual or group submits a name recommendation to the Director of the Department of Recreation, Parks and Cultural Activities either by mail or online form. The submission must include the justification for the proposed name, including how the name meets the criteria in this policy, at least one letter of recommendations from representatives in the community, such as a community organization (HOA/Civic Association), and an explanation of any additional information on a community outreach process.
- b. City-led solicitation: Any new park or facility is referred to by the site's address until a name has been reviewed and approved through the city naming process. If the city seeks to name a park or facility it will advertise through citywide communications for solicitation of a name. The solicitation will be open for public suggestions for no less than six weeks. Once the solicitation closes, all

names that meet the naming criteria will be open for public review and shall follow the process below.

2. The Department of Recreation, Parks and Cultural Activities will hold an open public comment period of not less than two weeks and shall not to exceed thirty days.
3. At the closing of the public comment period, the Department of Recreation, Parks and Cultural Activities will coordinate with the Office of the City Manager a meeting of the City's Naming Committee. The individuals or groups who submitted recommendations will be notified at least two weeks in advance of the meeting date and location and are encouraged to attend. The City's Naming Committee is comprised of the City Manager and two members of City Council.
4. The City's Naming Committee will receive the submission(s), public comment, and any related materials from the nominator(s) or designee(s). The City Naming Committee will make a recommendation to City Council.
5. City Council will receive the recommendation of the City's Naming Committee and will schedule the recommendation to be considered at a City Council Public Hearing.
6. City Council will make an official decision following the City Council Public Hearing.
7. If approved, the City will determine appropriate signage indicating the new name. Unless there is a previously planned renovation of the site that included new signage, the City will either place a new aluminum sign with the new name on the site or retrofit an existing site to show the new name. If the community organization wishes to have signage above and beyond this City standard may contribute funding to upgrade signage, in coordination with and approved by the City.
8. If approved, the City will change the name of the park and/or facility on all printed and digital material including the City's website and program guide map.
9. Requests to Defer or Withdraw: At any point during the review process, the applicant may request that the request be deferred or withdrawn entirely. All requests to defer or withdraw must be submitted in writing. A request may also be put on hold for up to six months. It is the responsibility of the applicant to notify staff to re-process any request placed on hold. If there is no activity within six months, the request will shall be withdrawn by staff.