

DISCUSSION: The City of Alexandria Naming and Renaming Policies and Procedures for Public Parks and Recreation Areas & Facilities (Attached) will establish a consistent approach for the official naming and renaming of City public parks, recreation areas and facilities.

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.

Specifically, the policy:

1. Provides a clear definition of City resources applied to this policy;
2. Establishes a consistent process for encouraging public participation in the naming, renaming and dedication of parks, recreation areas and facilities;
3. Establishes and identifies two naming processes: "Community Driven Solicitation" and "City-led Solicitation"; and
4. Defines the role of City Council, through the City Council Naming Committee, in the naming and renaming process for parks, recreation areas and facilities.

On July 17, 2017, the City Council Naming Committee (Councilwoman Del Pepper, Chair; Councilman John Chapman; and Jack Browand, Division Chief, Department of Recreation, Parks & Cultural Activities) voted unanimously to recommend to City Council to approve the City of Alexandria Naming and Renaming Policies and Procedures for Public Parks and Recreation Areas & Facilities.

FISCAL IMPACT: None.

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

STAFF:

Debra Collins, Deputy City Manager

James Spengler, Director, Recreation, Parks & Cultural Activities

Jack Browand, Division Chief, Recreation, Parks & Cultural Activities

Dana Wedeles, Principal Planner, Recreation, Parks & Cultural Activities

Ana Vicinanza, Urban Planner II, Recreation, Parks & Cultural Activities