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Title: Consideration and Adoption of a Naming and Renaming Policy and Procedures for City Public Parks and Recreation Areas & Facilities.

Sponsors:

Indexes:

Code sections:

Attachments: 1. 19-2378_Naming Policy

Date	Ver.	Action By	Action	Result
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City of Alexandria, Virginia

MEMORANDUM

DATE: SEPTEMBER 4, 2019

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: MARK B. JINKS, CITY MANAGER /s/

DOCKET TITLE:
Consideration and Adoption of a Naming and Renaming Policy and Procedures for City Public Parks and Recreation Areas & Facilities.

ISSUE: Consideration and Adoption of a Naming and Renaming Policy and Procedures for City Public Parks and Recreation Areas & Facilities.

RECOMMENDATION: That City Council adopt the attached City of Alexandria Naming and Renaming Policies and Procedures for Public Parks and Recreation Areas & Facilities.

BACKGROUND: The Department of Recreation, Parks & Cultural Activities receives requests from the community to name and rename City resources in facilities and parks. In addition, open space and other recreation facilities are added to the City park system through the development process and open space acquisition processes. Requests are processed as received, but no formal procedure is in place to ensure consistency.

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