

D. Naming Public Facilities.

1. Establishing a Standing Committee on Naming Facilities.

The Council will appoint a standing Naming Committee to make recommendations for naming or dedicating Town facilities, and for placing any permanent markers or plaques on Town property. The Committee will include two or more Council members.

2. General Procedures for Receiving and Considering Proposals to Name or Rename Town Facilities.

The following process will apply to naming and renaming Town facilities such as buildings, parks, greenways, bikeways, public plaza areas, nature trails, etc. and to arterial and collector streets as defined in the street classifications in the Chapel Hill Design Manual.

Separate procedures as authorized below apply to naming and renaming of residential streets (excluding collector and arterial streets) as classified in the Town's Design Manual.

- a. Requests to name Town facilities will be considered in the following ways:
- 1) Written or oral petition from citizens to the Committee or the Council in a regular business meeting
  - 2) Written or oral petition from an advisory board or commission.
  - 3) Written or oral petition from the Mayor or any Council member.
  - 4) Written or oral request from a donor of a property or a gift who may request a specific recognition as part of offering a gift to the Town.
- b. All requests will be referred to the Naming Committee, which will make recommendations to the Council for a final decision.
- c. The Naming Committee will observe the following process for developing and submitting recommendations to the Council. The Committee will:

- 1) Seek ideas from appropriate Town boards and commissions and other community organizations or citizens before making preliminary recommendations.
  - 2) Invite comments on preliminary recommendations. When the Committee develops preliminary recommendations for naming facilities, it will distribute news releases to the media, to relevant community organizations, and otherwise seek comments from citizens for at least one month. The Committee may publish paid notices of proposed facility names, and may or may not hold public forums.
  - 3) Submit recommendations for naming or renaming facilities to the Council for consideration at a regular business meeting. The Committee may also recommend deferring or not naming facilities.
3. General Policies for the Naming Committee:
- a. The Committee will not, except in unusual circumstances, recommend names which would duplicate or be similar to names of other facilities, including streets.
  - b. The Committee's recommendations to the Council will include a summary of comments received from Town boards, community organizations, and citizens, as well as copies of written comments.
  - c. The Committee should give strong preference to naming a facility for persons who are deceased. Naming a facility for a living person will only be considered under extraordinary circumstances.
  - d. The Committee can distinguish between naming a facility for someone and dedicating a facility or portion of a facility in someone's honor. A dedication means that the facility will bear a plaque or marker stating the dedication to the person; however, the facility will not be known by the name of the person.

4. Consideration by the Council.

In addition to receiving the Naming Committee's and Town boards' recommendations, the Council will ordinarily receive brief comments from citizens at regular Council meetings, and may establish time limits in accord with the Council's customs and procedures.

Written comments from citizens, community organizations and boards and commissions are invited.

The intent of this policy is that the Council would not call a public hearing to receive comments except in unusual circumstances in which a large number of citizens desire to address the Council.

After a decision by the Council to name or rename a facility, the Manager shall be responsible for implementation in accord with the Council's guidance.

5. Policies for Naming and Renaming Residential Streets.

- a. New streets. In new developments, residential streets shall be named under current procedures normally involving developers' submittal of names for approval by the Manager, or, if applicable, in accord with conditions of a development permit. Unless otherwise directed by the Council, the Manager is authorized to name entrance streets or drives to Town facilities, if appropriate, as part of the development process.
- b. Existing streets. To rename an existing publicly maintained residential street, a group of citizens may request the Town Manager to approve its renaming. Names shall not duplicate or be similar to names of existing streets or facilities. The Manager is hereby authorized to establish administrative procedures to carry out this policy.

Any determination or decision by the Manager may be appealed to the Town Council by a resident or owner of property abutting a street proposed to be renamed.

*Amended by Resolution (2003-09-22/R-9).*