

RESOLUTION NO. R-124-20

A RESOLUTION ADOPTING A REVISED POLICY FOR THE NAMING OF CITY OF FORT SMITH BUILDINGS, FACILITIES & STREETS

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BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE CITY OF FORT SMITH, ARKANSAS, THAT:

Section 1. The revised naming policy for City of Fort Smith Buildings, Facilities and Streets, attached hereto and incorporated herein, is hereby adopted.

Section 2. The building and facilities naming policy adopted by R-192-02 is hereby repealed.

Adopted and approved this 6<sup>th</sup> day of October, 2020.

APPROVED

  
MAYOR

ATTEST:

  
CITY CLERK

APPROVED AS TO FORM:

  
City Attorney

CITY OF FORT SMITH  
BUILDINGS, FACILITIES & STREETS NAMING POLICY

1. PURPOSE.

The purpose of this policy is to establish a formal process for naming city-owned facilities including, but not limited to, buildings (and portions thereof such as meeting rooms), parks, lakes, and other real property facilities. This policy shall also apply to renaming streets and roads, but not to the naming of newly constructed streets and roads, which must adhere to the city's Unified Development Ordinance. A sound policy can add meaning and significance that embodies the values and heritage of the community.

2. AUTHORIZATIONS.

The Board of Directors shall have final approval of all naming decisions and methods of recognition. If an appointed commission or committee oversees a particular facility, that commission or committee shall make recommendations to the Board of Directors. If petitions for name changes are submitted for the Board of Directors' consideration, the petitioners must be residents of the City of Fort Smith in order for such petition to be considered.

3. OBJECTIVES.

- a. Provide name identification for city-owned buildings, structures, facilities, parks, streets and specified areas.
- b. Provide opportunity for the citizens of Fort Smith and neighboring or affected property owners to have input into the process of naming city-owned facilities.
- c. Provide for the recommendation of commissions and committees, as appropriate.
- d. Ensure that control for the naming of city-owned facilities rests with the Board of Directors.
- e. Establish guidelines for the methods of recognition.
- f. Allow for the potential to sell naming rights to city facilities or properties by written agreement.

#### 4. QUALIFYING NAMES.

Names proposed for city buildings, facilities or streets should provide some form of individual identity related to:

- a. The geographic location of the facility.
- b. An outstanding feature of the facility.
- c. The adjoining subdivision or neighborhood.
- d. A recognized historical event, group, or individual.
- e. An individual or group who provided an exceptional service in the interest of the City of Fort Smith.
- f. An individual, group or entity who contributed significantly to the acquisition or development of the facility.
- g. An individual, group or entity who provides land, capital or other resources for the acquisition, expansion, development, or redevelopment of the facility for the express purpose of attaching its name to the facility for a specific period of time through agreement with the Board of Directors.
- h. Street names shall conform to the rules and conventions set forth in Section 27-503-15 of the Fort Smith Municipal Code related to street names and numbers.
- i. Naming facilities, buildings, or streets for individual persons shall comply with the provisions of Ark Code Ann 25-1-121.

#### 5. NAMING PROCESS.

- a. At the time a city facility or land is acquired, but before development occurs, the City Administrator (or designated agent) will assign a temporary working name for the area, facility, or project.
- b. Once the development is initiated, the public and interested citizen groups will be invited to submit nominations by way of press release, announcement, advertisement, or social media post soliciting nominations for a specified period of time, but not less than three days. If the facility to be named has a corresponding commission nor committee (such as the Parks Commission's interest in a city park project), the nominations shall be submitted to the commission or committee. If the

facility to be named doesn't have a corresponding commission or committee, the nominations shall be submitted to the City Administrator.

- c. If a commission or committee is reviewing the nominations, the commission or committee shall select a name to recommend for the facility. The commission's or committee's recommendation shall be publicized in a local newspaper for at least a four-week period and citizen comments shall be requested. All property owners adjacent to the facility to be renamed shall be specifically notified in writing of the pending name change during this period. The commission or committee shall consider all public comments received. No later than sixty (60) days following the four-week public notice period and after considering all public comments received, the committee shall finalize its recommendation to the Board of Directors. The Board of Directors shall consider the recommended name, and all other pertinent information, in determining the name for the facility.
- d. If the City Administrator (or designee) is receiving nominations, all nominations shall be forwarded to the Board of Directors for review. The Board of Directors shall make an initial selection for the new name. Following this initial selection, the Board's recommendation for the new name shall be publicized in a local newspaper for at least a four-week period and citizen comments shall be requested. The Board shall consider all public comments received. At any time following the four-week public notice period and after considering all public comments received, the Board may finalize the naming decision.
- e. For the name of an individual (excluding historically significant individuals) to be considered, that person must have contributed significantly to the acquisition or development of the facility or the city. The nomination must be accompanied by a biographical sketch which shall provide evidence of contributions to the facility or the city. Facilities will not be named for living individuals unless the individual made a significant contribution as outlined in 4F or 4G above.

## 6. RECOGNITION.

- a. The methods of recognition shall be subject to approval by the Board of Directors. A commission making a recommendation regarding a naming decision may also make recommendations regarding the methods of recognition.
- b. Recognition methods may include, but are not limited to:
  - i. Naming the facility or a portion of the facility named after a person, business, or other organization.
  - ii. Erecting a plaque or marker with the honoree's name at the facility.

- iii. Displaying a sign acknowledging the honoree's donation or accomplishment. Such sign may include a business logo.
- c. Methods of recognition shall not create a commercial appearance of the public facility. Such recognition shall complement the architectural style and appearance of the facility.

#### 7. RENAMING A FACILITY.

- a. The renaming of facilities is strongly discouraged. Efforts to change a name should be subject to the most critical examination so as not to diminish the original justification for the name or discount the value of the prior contributors.
- b. Only those facilities named for geographic location, outstanding feature, or subdivision or neighborhood may be considered for renaming. Facilities named by deed restriction or other legally binding obligation cannot be considered for renaming unless the deed or other restriction so permits.
- c. Facilities named after individuals shouldn't be changed unless it is found and determined by the Board of Directors that the individual's personal character is or was such that the continued use of their name for a facility would not be in the best interest of the community.
- d. In order for a facility to be considered for renaming, the following must occur:
  - i. The recommended name must qualify according to Section 5 of this policy; and
  - ii. The nomination for renaming must come from the Board of Directors or be accompanied by a petition from citizens of Fort Smith who are users of the particular facility.

#### 8. RENAMING STREETS.

- a. The renaming of streets is strongly discouraged. Efforts to change the name of a street should be subject to the most critical examination due to factors related to commerce, public safety response, cost to the public for implementing the name change, and other economic implications or hardships to property owners along the street that might be associated with changing address designations.

- b. Streets named after individuals shouldn't be changed unless it is found that the individual's personal character is or was such that the continued use of their name for a facility would not be in the best interest of the community.
- c. The renaming of a street may originate from the Board of Directors or by petition from residents of Fort Smith that own property along said street.
- d. Petitions or requests from residents of Fort Smith related to changing the name of a city street shall be forwarded to the City Administrator. Such petitions or requests shall include the names and contact information of all property owners along the street, including an indication as to whether or not they have been contacted about the proposed name change as well as an indication of whether or not they are in favor the change. The City Administrator shall forward the request to the city's Engineering and Streets Departments for analysis of the following:
  - i. The number of properties, parcels, structures and/or addresses that would be affected by changing the name of the street, including definition of the number of residences and businesses.
  - ii. The number of intersections along the street that would require replacement of street signage and the estimated cost of materials and labor to make and install new signs to reflect the name change.
  - iii. Any issues regarding changing the street name in the 9-1-1 address database should be identified.
- e. The City Administrator shall forward such request to the Board of Directors, including all relevant information, and a recommendation as to whether or not the petition or request to change the name of the street should be approved.
- f. The Board of Directors shall decide upon the City Administrator's recommendation. If the Board determines the name change should move forward, such decision shall be publicized in a local newspaper for at least a four-week period and citizen comments shall be requested. All property owners along the street to be renamed shall be specifically notified in writing of the pending name change during this period. The Board shall consider all public comments received. At any time following the four-week public notice period and after considering all public comments received, the Board may finalize the decision regarding renaming the street.
- g. Honorary or Historic designation of a city street. From time to time, the City may receive requests to place an honorary or historic designation upon a city street

without officially changing the name of the street. Such requests shall be forwarded to the City Administrator.

- i. If the request is made to honor a particular individual, and the name meets the criteria as set forth in Section 4 herein, the City Administrator may direct that a honorary sign blades be installed reflecting the honoree. Such honorary sign blades shall be smaller and of different color than the official sign blades designating the official name of the street.
- ii. If the request is made to honor a specific historic event, or perhaps the former name of the city street, the City Administrator may direct that sign blades be installed reflecting historic event or name. Such sign blade shall be smaller and of different color than the official sign blades designating the official name of the street.
- iii. Honorary or Historic designations of city streets are unofficial. They may be so designated for a specific time frame, or until further notice. Such designations may be removed at any time by the City Administrator or by action of the Board of Directors.

## 9. OTHER NAMING ALTERNATIVES

- a. Facilities that are donated to the City (or built upon land donated to the City) may be named by deed restriction of the donor. The naming and acceptance of the deed is subject to approval by the Board of Directors.
- b. Facilities within a larger facility (i.e., a playground at a park, a meeting room in a building, etc.) may be named separately from the main facility they are in, subject to the other requirements of this policy.

## 10. SELLING SPONSORSHIPS/NAMING RIGHTS.

The City may sell sponsorship or naming rights for city facilities to individuals or businesses with the intent of raising capital for the development and/or operations expense of city properties.

- a. A proposal to sell sponsorship or naming rights must be publicly solicited, and any interested party may submit a proposal for purchasing sponsorship or naming rights.
- b. Upon selecting a proposal, the city may negotiate a written agreement specifying the terms of payment and the duration of the agreement.

- c. Any proposed agreement shall be publicized and offered for public comment for a period of two weeks. After such time, the Board of Directors may consider approval of the agreement.
- d. The naming rights to existing community parks such as Creekmore Park, Tilles Park, Carol Ann Cross Park, and Fort Smith Park shall not be sold in this manner. Specific features within such parks may be sponsored by written agreement approved by the Board of Directors.