

See AO 2006-51(S)

Submitted by: Assemblymember BAUER  
Prepared by: Assembly Counsel  
For reading: March 28, 2006

ANCHORAGE, ALASKA  
No. AO 2006-51

1 AN ORDINANCE OF THE ANCHORAGE MUNICIPAL ASSEMBLY AMENDING  
2 ANCHORAGE MUNICIPAL CODE CHAPTER 3.97, NAMING OF MUNICIPAL  
3 BUILDINGS, OTHER FIXED FACILITIES AND PUBLIC PLACES, TO  
4 ESTABLISH NEW POLICIES AND PROCEDURES; AMENDING AMC  
5 21.15.133, APPROVAL OF STREET NAME ALTERATIONS, TO ADD  
6 CRITERIA FOR HONORARY RENAMING; AND AMENDING AMC 4.60.190,  
7 PUBLIC FACILITIES ADVISORY COMMISSION, TO DESIGNATE THAT BODY  
8 TO IDENTIFY AND RECOMMEND NAMES FOR PUBLIC PLACES.  
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10  
11 THE ANCHORAGE ASSEMBLY ORDAINS:  
12

13 **Section 1.** Anchorage Municipal Code section 3.97.010, Purpose, is amended to read:  
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15 **3.97.010 Purpose.**  
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17 A. The municipality hereby establishes a policy and set of procedures to  
18 govern the naming of a [MUNICIPAL BUILDINGS, OTHER FIXED  
19 FACILITIES AND ] public place[S] and the honorary renaming of streets and  
20 roads. A sound naming policy adds meaning, significance and uniformity to  
21 public facilities, minimizes conflict and provides a forum for meaningful  
22 discussion regarding naming. Further, a consistent municipal naming policy lends  
23 continuity and a sense of community, and establishes a means of appropriately  
24 recognizing prominent individuals and those who have substantially contributed  
25 to the municipality, the state or the nation.  
26

27 B. For purposes of this chapter, a public place means any building, facility,  
28 municipal or park lands, owned by or under the control of the municipality,  
29 including interior and component spaces integral to the whole.  
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31 (AO No. 87-73)  
32

33 **Section 2.** Anchorage Municipal Code section 3.97.020, Policy, is amended to read:  
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35 **3.97.020 Policy.**  
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37 A. When considering the naming or renaming of municipal buildings, other  
38 fixed facilities, and public places, the preferred practice shall be to give public

property historical or geographical significance considering location, function, and natural features, and to retain those names.

1. It shall be a primary policy of the municipality that the existing name of any public place is presumed to be the best name of that public place.

2. No renaming shall be considered within 20 years of the previous naming.

3. It shall be a primary policy of the municipality in naming public places to encourage the practice of honoring individual citizens through naming of internal areas, fixtures and features integral to public spaces.

B. It is the policy of the municipality to secondarily consider:

1. Naming [NAME MUNICIPALLY OWNED BUILDINGS, OTHER FIXED FACILITIES AND] public places in honor of prominent deceased Alaskans who [, BY VIRTUE OF SPECIAL EFFORTS, ACCOMPLISHMENTS OR CONTRIBUTIONS WHICH HAVE BENEFITED THE MUNICIPALITY OR THE STATE,] have achieved public status worthy of longterm recognition by virtue of special efforts, accomplishments or contributions which have benefited the Municipality or the State.

2. Deceased non-Alaskans who have substantially contributed to the municipality, the state or the nation as a whole.

3. It shall be a policy of the municipality to encourage private and corporate philanthropy through the sale of naming rights pursuant to Title 7 and subject to assembly approval.

(AO No. 87-73)

**Section 3.** Anchorage Municipal Code chapter 3.97 is amended to enact a new section 3.97.025, Criteria, to as read as follows:

**3.97.025 Criteria.**

**A.** When considering the naming or renaming of public places under this chapter, the following criteria are established:

**1.** Priority shall be given to the policy of giving and retaining names that are of historical, geographical, natural, and functional significance.

2. Continuity of name and common usage is presumed to increase sense of neighborhood.

B. Honorary naming of a public place:

1. Shall demonstrate that the policy objectives under sections 3.97.020A and B have been considered and shall specify findings for an exception;

2. Shall identify the individual's connection to the municipality if considering an outstanding deceased local, state, national or international civic leader;

3. Shall consider the historical significance of the person and the duration of residence in the municipality, or connection with the municipality if a nonresident;

4. If renaming an existing public place, the history of the location in relation to the history of the present name and the proposed change;

5. No public place bearing an historic Anchorage family name will be eligible for renaming;

6. Historic names of designated landmarks listed on a State or National Register of Historic Places shall not be eligible for renaming;

7. In naming a park or a public area for an individual, the person's pertinent contribution to the community or the Parks and Recreation department;

8. In naming a park, the name shall include the geographic, natural or geological feature as part of the name;

9. Naming a public place for a living person will be considered only under such extraordinary circumstances as a substantial monetary donation for the site or facility, or an exemption under section 3.97.060;

10. An honorary name shall be limited to a one-time use of an individual's name.

C. Subject to the requirements of AMC 21.15.133, AMC 21.80.260, and public safety considerations, the following criteria shall apply in the honorary renaming of streets and roads:

1. The individual whose name is proposed for honorary renaming shall be worthy of long-term recognition by virtue of special efforts,

1 accomplishments, or contributions which have benefited the municipality  
2 or the state.

3  
4 2. No street name bearing an Anchorage historic family name will be  
5 eligible for renaming.

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7 **Section 4.** Anchorage Municipal Code section 3.97.030, Procedures, is amended to  
8 read:

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10 **3.97.030 Procedures.**

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12 A. Preliminary action in naming a public place [FACILITY] may be initiated  
13 by the mayor or a quorum of the assembly. If the assembly is the initiating  
14 organization, a proposal in letter format addressed to the mayor will be prepared.  
15 Upon receipt of an assembly request to name a public place [FACILITY] or upon  
16 the mayor's decision to seek a name for a public place [FACILITY], the mayor  
17 will submit the request to the Public Facilities Advisory Commission (PFAC) to  
18 solicit potential names, to hold public meetings as proscribed in AMC 4.05.090  
19 [APPOINT A FIVE-MEMBER CITIZEN PANEL SUBJECT TO ASSEMBLY  
20 APPROVAL TO REVIEW PROPOSED NAMES, TO HOLD PUBLIC  
21 HEARINGS], and to identify an appropriate name for the public place.  
22 [FACILITY. THE CITIZEN PANEL MAY BE COMPOSED OF MEMBERS OF  
23 RECOGNIZED BOARDS AND COMMISSIONS.]

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25 B. The Public Facilities Advisory Commission [FACILITY NAMING  
26 PANEL] will solicit potential names from the community, including community  
27 councils, for each public place under consideration [IDENTIFY APPROPRIATE  
28 NAMES FOR THE FACILITY]. The Public Facilities Advisory Commission  
29 [PANEL] may consider those names submitted by the mayor or the assembly [OR  
30 PROPOSE AN ALTERNATIVE], taking care not to overlook the contributions of  
31 women and minorities to the city, state and nation. Historic, g[G]eographic,  
32 natural, and functional attributes [INFLUENCES] will be considered priority, and  
33 the purpose, policies, and criteria of this chapter shall be followed [, TO THE  
34 DEGREE POSSIBLE] in selecting names for public places [FACILITIES]. Upon  
35 agreement by a quorum of the commission [PANEL], a letter identifying and  
36 prioritizing the top three names with a recommendation shall be forwarded to the  
37 mayor [ADVISING THE MAYOR SHALL BE DISPATCHED]. The mayor will  
38 make the commission's [PANEL'S] letter an attachment to a resolution for  
39 consideration by the assembly. Memoranda as appropriate may be appended to  
40 the resolution to explain or amplify relevant information for benefit of [THE]  
41 assembly review.

42  
43 C. The assembly will set the naming resolution for public hearing at least one  
44 month after introduction to [AND] ensure appropriate information dissemination  
45 to the public during this period.  
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(AO No. 87-73)

**Section 5.** Anchorage Municipal Code section 3.97.040, Changing of Names, is hereby repealed as follows:

**3.97.040 Changing of names.**

[NOTHING IN THIS CHAPTER SHALL BE CONSTRUED TO PROHIBIT THE CHANGING OF NAMES OF FACILITIES PROVIDED THE GUIDELINES OF THIS CHAPTER ARE FOLLOWED.]

(AO No. 87-73)

**Section 6.** Anchorage Municipal Code section 3.97.050, Naming Facility for Other than an Individual, is repealed as follows:

**3.97.050 Naming facility for other than an individual.**

[NAMES FOR MUNICIPAL FACILITIES MAY BE SELECTED FROM CATEGORIES OTHER THAN PERSONS THE PROCEDURES PRESCRIBED IN THIS CHAPTER REMAIN APPLICABLE.]

(AO No. 87-73)

**Section 7.** Anchorage Municipal Code section 3.97.060, is amended to read:

**3.97.060 Applicability of chapter.**

This chapter shall not apply to the naming or renaming of facilities which were donated to the municipality contingent upon assignment of a specific name or to any facility constructed or purchased from money or property donated to the municipality for the specific purpose of securing a name for the facility. Further, this chapter does not apply to the naming of streets or roads, except in the application criteria for honorary renaming in section 3.97.025C, or to naming rights for municipal buildings, facilities or public places sold pursuant to Title 7 which shall be subject to assembly approval.

(AO No. 87-73; AO No. 91-173(S); AO No. 2005-114)

**Section 8.** Anchorage Municipal Code section 4.60.190, Public Facilities Advisory Commission, is amended to read as follows:

**4.60.190 Public facilities advisory commission.**

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E. At the request of the mayor or his designee, review and make recommendations on public or community issues that affect the facilities indicated in this section.

F. Under the provisions of Chapter 3.97, serve as the designated body to identify and prioritize names for the naming and renaming of public places in recommendations to the mayor for assembly approval.

(AO No. 82-133; AO No. 84-47; AO No. 90-34; AO No. 95-223, § 1, expires 1-20-1998; AO No. 99-7, § 1, 1-26-99, expires 1-20-02; AO No. 2001-189, § 2, expires 1-20-05; AO No. 2004-166, § 1, 1-11-05)

**Section 9.** Anchorage Municipal Code section 21.15.133, Approval of Street Name Alterations, is amended to read as follows:

**21.15.133 Approval of street name alterations.**

A. *Generally.* A street name alteration may be proposed by a government agency or by petition. The proposal or petition shall be submitted to the department of public works. The department of public works shall reject any street name alteration that does not conform to the standards of Section 21.80.260 and any regulations promulgated thereunder. The criteria established in AMC 3.97.025C for honorary renaming shall apply.

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AO No. 78-187; AO No. 82-49; AO No. 84-205; AO No. 85-21; AO No. 92-160)

**Section 10.** This ordinance shall become effective immediately upon passage and approval by the Assembly.

PASSED AND APPROVED by the Anchorage Assembly this \_\_\_\_\_ day of \_\_\_\_\_, 2006.

\_\_\_\_\_  
Chair

ATTEST:

\_\_\_\_\_  
Municipal Clerk



**MUNICIPALITY OF ANCHORAGE**  
**ASSEMBLY MEMORANDUM**  
**NO. AM 184-2006**

**Meeting Date:** March 28, 2006

**From:** Assemblymember Bauer  
**Subject:** **AO 2006-51 — Naming of Municipal Buildings, Other Fixed Facilities and Public Places.**

A consistent municipal naming policy is important to ensure that public places are easily identified, that their names enhance the heritage of the municipality and are compatible with community desire. A sound naming policy recognizes that naming and renaming should be approached cautiously, with forethought and deliberation. Names should be appropriate and the public should be involved in the process.

In 1987, on the recommendation of an Assembly Committee headed by former Assembly member Jim Kubitz, the assembly adopted an ordinance for naming municipal buildings, other fixed facilities, and public places. The naming policy enacted in 1987 adopted no specific criteria and there have been no subsequent amendments to add standards. AO 2006-51 adds criteria; by way of example, under these amendments, an honorary name shall be limited to a one-time use of an individual's name.

This ordinance adds language to AMC 3.97.010 establishing that one of the purposes of a naming policy is to foster continuity and a sense of neighborhood by recognizing that common usage and natural or geographic attributes shall have considered priority. A definition for a *public place* is added clarifying that buildings, fixed facilities, municipal or park lands, and interior and component spaces integral to the whole are included in the naming and renaming of public places.

Amendments to AMC 3.97.020 prioritize naming policies. One primary policy is to encourage the practice of honoring individual citizens through naming of internal areas, fixtures and features integral to public spaces, as was recently done in the naming The Alden Todd Board Room of the library.. As an "All American City," Anchorage is a community of countless generous citizens. The policy will encourage honoring living persons through the naming of interior areas or integral spaces – such as board rooms, atriums, tracks, and fountains.

Criteria are also prioritized: In the naming of a main facility, building or place, consideration must be given to location, function, and natural features. This priority is illustrated in such well-known places as Delaney Parkstrip (historic person, geographic and natural feature); 4th Avenue Theater (location, function, historic building name), and Baxter Bog Park (geographic/geological feature). With specific naming criteria, all of our public places will not, over time, become designated memorials to the deceased, and the historic and geographical names that give a sense of place to our communities will be retained.

1 Attached is an inventory of some of the city's favorite parks. In time, many of these could bear  
2 another name under current policy and practice, without the benefit of sound policy  
3 considerations and established criteria. Just since November of 2005, three parks and a park  
4 facility have officially lost their familiar names – Birch Park, Conifer Park, Gladys Wood Park,  
5 and Russian Jack Springs Chalet.

6  
7 In AMC 3.97.030, the Public Facilities Advisory Commission will replace the five-member  
8 naming panel which must now be put together on a case-by-case basis. Upon an assembly or  
9 mayoral proposal to specifically name a public place or seek a name, the commission will solicit  
10 other potential names from the community and prioritize selection, before making a  
11 recommendation. The intent of this change is to broaden and standardize the public process, and  
12 to ensure that appropriate names for public buildings and spaces are chosen in the larger context  
13 of other important contributors to the community.

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15 This ordinance also repeals sections 3.97.040 and 3.97.050, as they contained very brief general  
16 statements, and much more specific criteria are now incorporated into section 3.97.025.

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18 Streets and roads continue to be exempt from this chapter, except insofar as any proposal for an  
19 honorary re-naming of a street or road shall meet the general criteria for honorary renaming.

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21 The policy objectives set out in AMC 3.97.020 retain the Office of Economic & Community  
22 Development's plan to allow for the sale of naming rights through issuance of an RFP or an ITB,  
23 as approved by the Assembly in AO 2005-114, per AM 604-2005.

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25  
26 Prepared by: Assembly Counsel Office

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28  
29 Respectfully submitted: Assemblymember Paul Bauer  
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## Appendix A: Park and Recreation Inventory

[illegible]

## Appendix A: Park and Recreation Inventory

[illegible]







Municipality of Anchorage  
MUNICIPAL CLERK'S OFFICE  
**Agenda Document Control Sheet**

AO 2006-51

(SEE REVERSE SIDE FOR FURTHER INFORMATION)

<b>1</b>	SUBJECT OF AGENDA DOCUMENT		DATE PREPARED	
	NAMING OF MUNICIPAL BLDGS., OTHER FIXED FACILITIES AND PUBLIC PLACES ...			
			Indicate Documents Attached <input checked="" type="checkbox"/> AO <input type="checkbox"/> AR <input checked="" type="checkbox"/> AM <input type="checkbox"/> AIM	
<b>2</b>	DEPARTMENT NAME		DIRECTOR'S NAME	
	Assembly		Anna Fairclough, Chair	
<b>3</b>	THE PERSON THE DOCUMENT WAS ACTUALLY PREPARED BY		HIS/HER PHONE NUMBER	
	Julia Tucker - Assembly Counsel		343-4419	
<b>4</b>	<b>COORDINATED WITH AND REVIEWED BY</b>	<b>INITIALS</b>	<b>DATE</b>	
	Mayor			
	Municipal Clerk			
	Municipal Attorney			
	Employee Relations			
	Municipal Manager			
	Cultural & Recreational Services			
	Fire			
	Health & Human Services			
	Merrill Field Airport			
	Municipal Light & Power			
	Office of Management and Budget			
	Police			
	Port of Anchorage			
	Public Works			
	Solid Waste Services			
	Transit			
	Water & Wastewater Utility			
	<b>Executive Manager</b>			
	Community Planning & Development			
	Finance, Chief Fiscal Officer			
	Heritage Land Bank			
	Management Information Services			
	Property & Facility Management			
	Purchasing			
	<b>Other</b>			
<b>5</b>	<b>Special Instructions/Comments</b>			
	Consent Agenda - Introduction			
<b>6</b>	ASSEMBLY HEARING DATE REQUESTED 3/28/06		<b>7</b>	PUBLIC HEARING DATE REQUESTED 5/2/06

2006 MAR 22 AM 8:19  
 CLERK'S OFFICE



# MUNICIPALITY OF ANCHORAGE

## ASSEMBLY INFORMATION MEMORANDUM

NO. AIM 33-2006

**Meeting Date:** March 28, 2006

**From:** Assemblymember Bauer

**Subject:** Summary of Economic Effects for AO 2006-51

Attached to this memo is the Summary of Economic Effects for AO 2006-51, regarding an ordinance of the Anchorage Municipal Assembly amending AMC chapter 3.97, Naming of Municipal Buildings, Other Fixed Facilities and Public Places, to establish new policies and procedures; amending AMC 21.15.133, Approval of Street Name Alterations, to add criteria for honorary renaming; and amending AMC 4.60.190, Public Facilities Advisory Commission, to designate that body to identify and recommend names for public places.

Prepared By: Steven B. King, Utility Budget Analyst

Reviewed By: Barbara E. Gruenstein and Guadalupe Marroquin

Submitted By: Assemblymember Bauer

**MUNICIPALITY OF ANCHORAGE**  
**Summary of Economic Effects -- General Government**

AO Number: 2006-51                      Title: An ordinance amending Anchorage Municipal Code Chapter 3.97; amending AMC 21.15.133; and amending AMC 4.60.190

Sponsor:        Assemblymember Bauer  
Preparing Agency:    Assembly  
Others Impacted:     Mayor and Department of Public Works

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**CHANGES IN EXPENDITURES AND REVENUES:**

(In Thousands of Dollars)

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	<u>FY06</u>	<u>FY07</u>	<u>FY08</u>	<u>FY09</u>	<u>FY10</u>
<b>Operating Expenditures</b>					
1000 Personal Services	\$ -	\$ -	\$ -	\$ -	\$ -
2000 Non-Labor	-	-	-	-	-
3900 Contributions					
4000 Debt Service					
<b>TOTAL DIRECT COSTS:</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<hr/>					
Add: 6000 Charges from Others					
Less: 7000 Charges to Others					
<b>FUNCTION COST:</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>

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**REVENUES:**

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**CAPITAL:**

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**POSITIONS: FT/PT and Temp**

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**PUBLIC SECTOR ECONOMIC EFFECTS:**

There are no substantial public sector costs associated with amending AMCs. In addition, there are no substantial public sector costs associated with these particular amendments.

**PRIVATE SECTOR ECONOMIC EFFECTS:**

There are no substantial private sector costs associated with amending AMCs. In addition, there are no substantial private sector costs associated with these particular amendments.

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Prepared by: Steven B. King, Utility Budget Analyst  
Reviewed by: Barbara Gruenstein and Guadalupe Marroquin

Telephone: 343-4714  
Telephone: 343-4311 and 343-4376

Municipality of Anchorage  
MUNICIPAL CLERK'S OFFICE  
**Agenda Document Control Sheet**

AIM 33 -2006

(SEE REVERSE SIDE FOR FURTHER INFORMATION)

<b>1</b>	SUBJECT OF AGENDA DOCUMENT SEE FOR AO 2006-51	DATE PREPARED 3/23/06
		Indicate Documents Attached <input type="checkbox"/> AO <input type="checkbox"/> AR <input type="checkbox"/> AM <input checked="" type="checkbox"/> AIM
<b>2</b>	DEPARTMENT NAME Assembly	DIRECTOR'S NAME Anna Fairclough, Chair
<b>3</b>	THE PERSON THE DOCUMENT WAS ACTUALLY PREPARED BY Steven B. King - Utility Budget Analyst	HIS/HER PHONE NUMBER 343-4714
<b>4</b>	<b>COORDINATED WITH AND REVIEWED BY</b>	<b>INITIALS</b>
	<b>Mayor</b>	
	<b>Municipal Clerk</b>	
	<b>Municipal Attorney</b>	
	<b>Employee Relations</b>	
	<b>Municipal Manager</b>	
	Cultural & Recreational Services	
	Fire	
	Health & Human Services	
	Merrill Field Airport	
	Municipal Light & Power	
	Office of Management and Budget	
	Police	
	Port of Anchorage	
	Public Works	
	Solid Waste Services	
	Transit	
	Water & Wastewater Utility	
	<b>Executive Manager</b>	
	Community Planning & Development	
	Finance, Chief Fiscal Officer	
	Heritage Land Bank	
	Management Information Services	
	Property & Facility Management	
	Purchasing	
	<b>Other</b>	
<b>5</b>	<b>Special Instructions/Comments</b>	
	ADDENDUM - Consent Agenda-Introduction 9.F.1.b.	
<b>6</b>	ASSEMBLY HEARING DATE REQUESTED 3/28/06	<b>7</b> PUBLIC HEARING DATE REQUESTED 5/2/06

2006 MAR 23 AM 8:10  
 CLERK'S OFFICE