

CLERK'S OFFICE
AMENDED AND APPROVED
Date: 6-20-06

Submitted by: Assemblymember BAUER
Prepared by: Assembly Counsel
For reading: June 20, 2006

IMMEDIATE RECONSIDERATION
FAILED 6-20-06

ANCHORAGE, ALASKA
No. AO 2006-51(S)

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.
9

10
11 THE ANCHORAGE ASSEMBLY ORDAINS:
12

13 Section 1. Anchorage Municipal Code section 3.97.010, Purpose, is amended to read:
14

15 **3.97.010 Purpose.**
16

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. The selection of a name that is purposeful, suitable, and symbolic should
28 be approached in a systematic and creative way. This process can generate
29 opportunities to induce dynamic community impact, create sensitivity and lasting
30 public relations, express appreciation, and educate.
31

32 C. For purposes of this chapter, a public place means any building, facility,
33 municipal or park lands, owned by or under the control of the municipality,
34 including interior and component spaces integral to the whole, and excluding
35 Anchorage School District buildings and facilities.
36

37 (AO No. 87-73)
38

Section 2. Anchorage Municipal Code section 3.97.020, Policy, is amended to read:

3.97.020 Policy.

A. When considering the naming or renaming of municipal buildings, other fixed facilities, and public places, the preferred practice shall be to give public property historical, cultural or geographical significance considering location, function and natural features, and to retain those names. The following are primary policy considerations:

1. The existing name of any public place is presumed to be the best name of that public place.

2. Renaming of a public place, road or street should not be considered within 20 years of the previous naming.

3. The practice of honoring individual citizens through naming of internal areas, fixtures and features integral to public spaces is preferred.

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. In exceptional and compelling circumstances as approved by the assembly, naming public places in honor of living persons.

(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. Absent exceptional and compelling circumstances, when considering the naming or renaming of public places under this chapter, the following criteria will be considered:

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

4
5 2. Continuity of name and common usage is presumed to increase
6 sense of neighborhood.

7
8 B. Absent exceptional and compelling circumstances, honorary naming of a
9 public place will:

10
11 1. Demonstrate that the policy objectives under sections 3.97.020A
12 and B have been considered and will specify findings for an exception;

13
14 2. Identify the individual's connection to the municipality if
15 considering an outstanding local, state, national or international civic
16 leader;

17
18 3. Consider the historical significance of the person and the duration
19 of residence in the municipality, or connection with the municipality if a
20 nonresident;

21
22 4. Consider the history of the location in relation to the history of the
23 present name, when proposing to rename an existing public place;

24
25 5. Not change the name of a public place bearing an historic
26 Anchorage family name;

27
28 6. Not change historic names of designated landmarks listed on a
29 State or National Register of Historic Places;

30
31 8. Limit honorary naming to a one time present use of an individual's
32 name.

33
34 9. In naming a public place, **including trails,** that is within the
35 control and supervision of the **Anchorage** Parks and Recreation
36 Department **or the Chugiak-Eagle River Parks and Recreation Board**
37 **of Supervisors,** ~~including trails,~~ consider:

38
39 a. Names of persons who, through exemplary and substantial
40 effort, have made a significant contribution to the community or
41 the Parks and Recreation Department or who have made a
42 substantial donation to acquisition or development of the property

43
44 b. Organizations that have made a substantial donation to the
45 acquisition or development of the property;
46

c. Incorporating the geographic, natural or geological feature as part of the name to assist the public in recognizing the location.

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

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

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

3.97.030 Procedures.

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

B. The Public Facilities Advisory Commission [FACILITY NAMING PANEL] will solicit potential names from the community, including community councils and cultural organizations, for each public place under consideration [IDENTIFY APPROPRIATE NAMES FOR THE FACILITY]. If the public place is a park, trail or recreation facility, the Public Facilities Advisory Commission will also solicit a recommendation from the Anchorage Parks and Recreation Commission or the Chugiak-Eagle River Parks and Recreation Board of Supervisors. That recommendation will specify findings based on the policy considerations of Section 3.97.020 and criteria of Section 3.97.025. The Public Facilities Advisory Commission [PANEL] may consider those names submitted by the mayor or the assembly [OR PROPOSE AN ALTERNATIVE], taking care not to overlook the contributions of women and minorities to the city, state and nation. Historic, cultural, g[G]eographic, natural, and functional attributes

[INFLUENCES] will be considered priority, and the purpose, policies, and criteria of this chapter shall be followed [, TO THE DEGREE POSSIBLE] in selecting names for public places [FACILITIES]. Upon agreement by a quorum of the commission [PANEL], a letter identifying and prioritizing the top three names with a recommendation shall be forwarded to the mayor [ADVISING THE MAYOR SHALL BE DISPATCHED]. The mayor will make the commission's [PANEL'S] letter an attachment to a resolution for consideration by the assembly. Memoranda as appropriate may be appended to the resolution to explain or amplify relevant information for benefit of [THE] assembly review.

C. The assembly will set the naming resolution for public hearing at least one month after introduction to [AND] ensure appropriate information dissemination to the public during this period.

(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,

1 this chapter does not apply to the naming of streets or roads, except in the
2 application criteria for honorary renaming in section 3.97.025C, or to naming
3 rights for municipal buildings, facilities or public places sold pursuant to Title 7
4 which shall be subject to assembly approval.

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

7
8 **Section 8.** Anchorage Municipal Code section 4.60090 Parks and Recreation
9 Commission, is amended to read as follows:

10
11 **4.60.090 Parks and recreation commission.**

12
13 There is established a parks and recreation commission consisting of 11 members.

14 *** *** ***

15 The commission shall act in an advisory capacity to the mayor and assembly in all
16 matters pertaining to parks and recreation, including but not limited to:

17 *** *** ***

18 E. Advising the Public Facilities Advisory Commission on selections of
19 names for park sites and park or recreation facilities under the provisions of
20 Chapter 3.97 in recommendations to the mayor for assembly approval.

21 *** *** ***

22 (AO No. 84-28; AO No. 95-223, § 1, expires 1-20-1998; AO No. 98-25, § 1,
23 expires 3-7-2001; AO No. 99-7, § 1, 1-26-99, expires 1-20-02; AO No. 2001-189,
24 § 2, expires 1-20-05)

25
26 **Section 9.** Anchorage Municipal Code section 4.60.190, Public Facilities Advisory
27 Commission, is amended to read as follows:

28
29 **4.60.190 Public facilities advisory commission.**

30 *** *** ***

31
32 E. At the request of the mayor or his designee, review and make
33 recommendations on public or community issues that affect the facilities indicated
34 in this section.

35
36 F. Under the provisions of Chapter 3.97, serve as the designated body to
37 identify and prioritize names for the naming and renaming of public places in
38 recommendations to the mayor for assembly approval.

39
40 (AO No. 82-133; AO No. 84-47; AO No. 90-34; AO No. 95-223, § 1, expires 1-
41 20-1998; AO No. 99-7, § 1, 1-26-99, expires 1-20-02; AO No. 2001-189, § 2,
42 expires 1-20-05; AO No. 2004-166, § 1, 1-11-05)

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Section 10. 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.

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

Section 11. This ordinance shall become effective immediately upon passage and approval by the Assembly.

PASSED AND APPROVED by the Anchorage Assembly this 20th day of June, 2006.

Daniel A. Sullivan
Chair

ATTEST:

Barbara E. Gruenke
Municipal Clerk



MUNICIPALITY OF ANCHORAGE

ASSEMBLY MEMORANDUM

NO. AM 445-2006

Meeting Date: June 20, 2006

From: Assembly Member Bauer
Subject: **AO 2006-51(S) – Naming of Municipal Buildings, Other Fixed Facilities and Public Places.**

In conjunction with postponement of action on AO 2006-51 by the Assembly to June 20, 2006, and following the work session of June 2, 2006, AO 2006-51(S) is being introduced to incorporate suggestions and comments from Assembly Members, the Anchorage School District, Parks & Recreation, and the Administration.

- Anchorage School District property has been excluded from the naming policy in deference to School Board Policy No. 745.
- Under AMC 3.97.030B, Procedures, the Parks and Recreation Commission shall continue to act in an advisory capacity to the mayor and assembly in matters pertaining to parks and recreation under AMC 4.60.090. Upon a request or initiative to name or rename a park or recreation facility, the Public Facilities Advisory Commission will solicit the recommendation and findings of the Parks and Recreation Commission under the criteria of Chapter 3.97.
- Language from PARKS AND RECREATION POLICY REGARDING NAMING OF MUNICIPAL PARK AND RECREATION FACILITIES has been incorporated into the criteria established in Section 3.97.025. (See Parks and Recreation Policy Draft 2/13/03 – paragraphs B, C, F, G). Using non-mandatory language from the Policy Draft and allowing for exceptional and compelling circumstances relieves the Administration's concern that one-time use of an individual's name could potentially be too restrictive, and incorporates Assembly Member suggestions.
- Naming a public place for a living Alaskan or non-Alaskan is not prohibited.
- Solicitation of comment and suggestions in naming from community councils and cultural organizations is formally recognized.
- The current ability for the municipality to sell naming rights is not an initiative under this ordinance, and remains unchanged.
- Street and road naming practices by developers remain unchanged; this ordinance would provide criteria in the honorary renaming process only—and public safety considerations remain paramount.
- The community gains when honorary naming identifies an interior space, such as a community room within a public place, without losing community recognition of the familiar place name and location.
- Providing criteria and making the naming process less ad hoc and more recognizable to the community are important to making the Assembly's participation a meaningful act.

Prepared by: Assembly Counsel Office
Respectfully submitted: Assembly Member Bauer, District 5

AO 2006-51(S)

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

AO 2006-51(S)

(SEE REVERSE SIDE FOR FURTHER INFORMATION)

1	SUBJECT OF AGENDA DOCUMENT	DATE PREPARED	
	S VERSION - NAMING OF MUNICIPAL BLDGS.	06/14/06	
		Indicate Documents Attached	
		<input checked="" type="checkbox"/> AO <input type="checkbox"/> AR <input checked="" type="checkbox"/> AM <input type="checkbox"/> AIM	
2	DEPARTMENT NAME	DIRECTOR'S NAME	
	Assembly	Dan Sullivan, Chair	
3	THE PERSON THE DOCUMENT WAS ACTUALLY PREPARED BY	HIS/HER PHONE NUMBER	
	Julia Tucker - Assembly Counsel	343-4717	
4	COORDINATED WITH AND REVIEWED BY	INITIALS	DATE
	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		
	Executive Manager		
	Community Planning & Development		
	Finance, Chief Fiscal Officer		
	Heritage Land Bank		
	Management Information Services		
	Property & Facility Management		
	Purchasing		
	Other		
5	Special Instructions/Comments		
	OLD BUSINESS		
6	ASSEMBLY HEARING DATE REQUESTED	7	PUBLIC HEARING DATE REQUESTED
	6/20/06		6/20/06

2006 JUN 14 AM 10:47
CLERK'S OFFICE