

Submitted by: ASSEMBLY MEMBER BAUER
ASSEMBLY MEMBER CLAMAN
Prepared by: Assembly Counsel
For reading: September 25, 2007

CLERK'S OFFICE

APPROVED

Date: 9-25-07

ANCHORAGE, ALASKA
AO NO. 2007-95(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 IMPLEMENT
4 POLICY; CLARIFY AND AMEND CRITERIA AND PROCEDURES IN HONORARY
5 NAMING.
6

7
8 THE ANCHORAGE ASSEMBLY ORDAINS:
9

10 Section 1. Anchorage Municipal Code section 3.97.010, Purpose, is hereby set out in
11 its entirety for context only.
12

13 **Chapter 3.97 NAMING OF MUNICIPAL BUILDINGS, OTHER FIXED**
14 **FACILITIES AND PUBLIC PLACES**
15

16 **3.97.010 Purpose.**
17

18 A. The municipality hereby establishes a policy and set of procedures to govern
19 the naming of a public place and the honorary renaming of streets and roads. A
20 sound naming policy adds meaning, significance and uniformity to public
21 facilities, minimizes conflict and provides a forum for meaningful discussion
22 regarding naming. Further, a consistent municipal naming policy lends continuity
23 and a sense of community, and establishes a means of appropriately recognizing
24 prominent individuals and those who have substantially contributed to the
25 municipality, the state or the nation.
26

27 B. The selection of a name that is purposeful, suitable, and symbolic should be
28 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 (AO No. 87-73; AO No. 2006-51(S), § 1, 6-20-06)
37

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

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

[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 PUBLIC PLACES IN HONOR OF PROMINENT DECEASED ALASKANS WHO 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; AO No. 2006-51(S), § 2, 6-20-06)

Section 3. Anchorage Municipal Code section 3.97.025, Criteria, is hereby amended to read as follows:

3.97.025 Criteria.

A. Honorary naming. [ABSENT EXCEPTIONAL AND COMPELLING CIRCUMSTANCES, WHEN CONSIDERING THE NAMING OR RENAMING OF PUBLIC PLACES UNDER THIS CHAPTER, THE FOLLOWING CRITERIA WILL BE CONSIDERED:

[1.] [PRIORITY WILL 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]. [ABSENT EXCEPTIONAL AND COMPELLING CIRCUMSTANCES, HONORARY] N[n]aming of a public place will:

1. Demonstrate that the policy objectives under Section[S] 3.97.020[A and B] have been considered and will specify findings for an exception;

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

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

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

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

6. Not change historic names of designated landmarks listed on a state or National Register of Historic Places;

7[8]. Limit honorary naming to a one time present use of an individual's name; [.]

8. Support the preferred practice of honoring individual citizens through naming of internal areas, fixtures, and features integral to public spaces. Naming a public building, facility, or park for a living person is not favored.

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

B.[9]. Public places under the jurisdiction of a parks and recreation board or commission. In naming a public place, including a trail[S], that is within the control and supervision of the Anchorage Parks and Recreation Department or the Chugiak-Eagle River Parks and Recreation Board of Supervisors, these additional factors shall be considered:

1[a]. Names of persons who, through exemplary and substantial effort, have made a significant contribution to the community or the parks and recreation department or who have made a substantial donation to acquisition or development of the property.

2[b]. Organizations that have made a substantial donation to the acquisition or development of the property;

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

C. Honorary renaming of streets and roads. 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.

(AO No. 2006-51(S), § 3, 6-20-06)

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

3.97.030 Procedures.

A. Citizen naming panel. Preliminary action in naming a public place may be initiated by memorandum of the mayor or resolution of the assembly, identifying the proposed public place or individual, for referral to a citizen naming panel. If any request covers a public place in a municipal park, the request shall be referred to the parks and recreation commission with jurisdiction over the public place either before appointing the panel or by the panel after appointment. [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 OR UPON THE MAYOR'S DECISION TO SEEK A NAME FOR A PUBLIC PLACE, 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, AND TO IDENTIFY AN APPROPRIATE NAME FOR THE PUBLIC PLACE.] The four-member panel shall be appointed to proceed as follows:

1. The mayor shall appoint two members for the panel; and
2. The assembly chair shall appoint two members for the panel.
3. The naming panel may be composed of members of recognized boards and commissions.
4. An informational memorandum shall be submitted identifying the four members of the panel.
5. Municipal staff support to the panel shall be identified in the memorandum or resolution.
6. The panel shall review proposed names and public places, hold public hearing, and identify additional potential names or public places as appropriate to the request.
7. The panel shall review all requests for compliance with policy and honorary naming criteria under this chapter.

B. Upon agreement of at least three of the four panel members, a letter advising the mayor and the assembly chair shall be dispatched on behalf of the panel. The letter shall include reference to each criteria identified in 3.97.025 and how the panel considered those factors in its recommendation. The panel's letter shall

1 be attached to a resolution for consideration by the assembly. Memoranda as
2 appropriate may be appended to the resolution to explain or amplify relevant
3 information for the assembly. If at least three of the four panel members are
4 unable to agree, a divided recommendation of the panel may be submitted for
5 assembly consideration.
6

7 [THE PUBLIC FACILITIES ADVISORY COMMISSION WILL SOLICIT
8 POTENTIAL NAMES FROM THE COMMUNITY, INCLUDING COMMUNITY
9 COUNCILS AND CULTURAL ORGANIZATIONS, FOR EACH PUBLIC PLACE
10 UNDER CONSIDERATION. IF THE PUBLIC PLACE IS A PARK, TRAIL OR
11 RECREATION FACILITY, THE PUBLIC FACILITIES ADVISORY COMMISSION
12 WILL ALSO SOLICIT A RECOMMENDATION FROM THE ANCHORAGE
13 PARKS AND RECREATION COMMISSION OR THE CHUGIAK-EAGLE RIVER
14 PARKS AND RECREATION BOARD OF SUPERVISORS. THAT
15 RECOMMENDATION WILL SPECIFY FINDINGS BASED ON THE POLICY
16 CONSIDERATIONS OF SECTION 3.97.020 AND CRITERIA OF SECTION
17 3.97.025. THE PUBLIC FACILITIES ADVISORY COMMISSION MAY
18 CONSIDER THOSE NAMES SUBMITTED BY THE MAYOR OR THE
19 ASSEMBLY, TAKING CARE NOT TO OVERLOOK THE CONTRIBUTIONS OF
20 WOMEN AND MINORITIES TO THE CITY, STATE AND NATION. HISTORIC,
21 CULTURAL, GEOGRAPHIC, NATURAL, AND FUNCTIONAL ATTRIBUTES
22 WILL BE CONSIDERED PRIORITY, AND THE PURPOSE, POLICIES, AND
23 CRITERIA OF THIS CHAPTER SHALL BE FOLLOWED IN SELECTING NAMES
24 FOR PUBLIC PLACES. UPON AGREEMENT BY A QUORUM OF THE
25 COMMISSION, A LETTER IDENTIFYING AND PRIORITIZING THE TOP
26 THREE NAMES WITH A RECOMMENDATION SHALL BE FORWARDED TO
27 THE MAYOR. THE MAYOR WILL MAKE THE COMMISSION'S LETTER AN
28 ATTACHMENT TO A RESOLUTION FOR CONSIDERATION BY THE
29 ASSEMBLY. MEMORANDA AS APPROPRIATE MAY BE APPENDED TO THE
30 RESOLUTION TO EXPLAIN OR AMPLIFY RELEVANT INFORMATION FOR
31 BENEFIT OF ASSEMBLY REVIEW.]
32

33 C. Final action by the assembly shall be no earlier than one year posthumously
34 for naming of a building, facility, or park. In all naming or renaming, t[T]he
35 assembly shall [WILL] set the proposed resolution addressing the panel's
36 recommendation [NAMING RESOLUTION] for public hearing at least one month
37 after introduction to ensure appropriate information dissemination to the public
38 prior to final action by the assembly [DURING THIS PERIOD].
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40 (AO No. 87-73; AO No. 2006-51(S), § 4, 6-20-06)
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Section 5. Anchorage Municipal Code section 3.97.060, Applicability of Chapter, is hereby amended to read as follows:

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 3.97.025[G], 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, § 1, 9-13-05; AO No. 2006-51(S), § 7, 6-20-06)

Section 6. By companion ordinance, the Assembly shall amend Anchorage Municipal Code AMC 4.60.090, Parks and Recreation Commission, AMC 4.60.190, Public Facilities Advisory, and AMC 21.15.133, to remove reference to the Public Facilities Advisory Commission as the designated body to review naming recommendations, and instruct the Code Revisor to correct any citations to chapter 3.97.

Section 7. This ordinance shall become effective immediately upon its passage and approval by the Assembly.

PASSED AND APPROVED by the Anchorage Assembly this 25th day of September, 2007.


Chair

ATTEST:


Municipal Clerk



MUNICIPALITY OF ANCHORAGE
ASSEMBLY MEMORANDUM
NO. AM 576-2007

Meeting Date: September 25, 2007

From: Assembly Member Bauer

Subject: **AO 2007-95(S) — AN ORDINANCE OF THE ANCHORAGE MUNICIPAL ASSEMBLY AMENDING AMC CHAPTER 3.97, NAMING OF MUNICIPAL BUILDINGS, OTHER FIXED FACILITIES AND PUBLIC PLACES, TO IMPLEMENT POLICY; CLARIFY AND AMEND CRITERIA AND PROCEDURES IN HONORARY NAMING.**

AO 2007-95(S) is the culmination of input from the Public Facilities Advisory Commission (PFAC), concerns from Assembly Members, public input and Assembly experience related to Town Square Park, and incorporates the citizen panel procedure suggested in 2007-108(S) by Assembly Member Matt Claman. AO 2007-95(S) goes beyond the original AO 2007-95 (which addressed a timeframe for the posthumous naming of public places) to incorporate the concerns of Mr. Claman, while keeping the primary purpose, policy, Anchorage School District exclusions and appropriate review opportunities for the respective parks and recreation board or commission, previously adopted in code by the Assembly.

Highlights of the substitute ordinance are as follows:

- Formatting for brevity and clarity.
- The purpose and core policy remain unchanged, providing uniformity, continuity, a sense of community, and keeping with the preferred practice of naming public places for historical, cultural, or geographical significance considering location, function, and natural features.
- Criteria are clarified to provide better guidance in the process of honorary naming, addressing connection, historical significance, one time name use.
- Following recent examples approved by the Assembly (i.e. naming of public steps and the library board room), criteria are clarified with support to the preferred practice of identifying internal features, integral to public areas, with special significance related to the honorary naming.
- In posthumous naming of an entire public park, building, or facility, there is a one-year time period before final action by the Assembly. This allows time for the process, public input, and reflection. The one-year time period does not apply to internal features, integral to public areas (like steps or a room).
- The current practice of ensuring the respective parks and recreation board or commission an opportunity to advise the naming panel and the Assembly shall continue.
- Anchorage School District property remains exempt under the chapter, in deference to application of ASD policies and procedures governing naming; and criteria governing the honorary renaming of streets and roads remains in place.
- A citizen's naming panel appointed equally by the mayor and the assembly replaces the more cumbersome PFAC process. The panel shall also provide a written explanation of the criteria and factors considered in its recommendation, as suggested in working together with Mr. Claman.

Respectfully submitted:

Paul Bauer
Assembly Member, Section 5

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

AO 2007-95(S)

(SEE REVERSE SIDE FOR FURTHER INFORMATION)

1	SUBJECT OF AGENDA DOCUMENT amend AMC 3.97, Naming of Municipal Bldgs. ...	DATE PREPARED 9/19/07
		Indicate Documents Attached <input checked="" type="checkbox"/> AO <input type="checkbox"/> AR <input checked="" type="checkbox"/> AM <input type="checkbox"/> AIM
2	DEPARTMENT NAME Assembly	DIRECTOR'S NAME Dan Coffey, Assembly Chair
3	THE PERSON THE DOCUMENT WAS ACTUALLY PREPARED BY JULIA TUCKER, ASSEMBLY COUNSEL	HIS/HER PHONE NUMBER 343-4419
4	COORDINATED WITH AND REVIEWED BY	INITIALS
	Mayor	
	Municipal Clerk	
	Municipal Attorney	
	Employee Relations	
	Municipal Manager	
	Anchorage Parks & Recreation	
	Fire	
	Health & Human Services	
	Merrill Field Airport	
	Municipal Light & Power	
	Office of Management and Budget	
	Police	
	Port of Anchorage	
	Office of Economic & Community Development	
	Solid Waste Services	
	Public Transportation	
	Anchorage Water & Wastewater Utility	
	Executive Manager	
	Planning Department	
	Chief Fiscal Officer	
	Heritage Land Bank	
	Information Technology Department	
	Project Management & Engineering	
	Purchasing	
	Other	
5	Special Instructions/Comments	
	ADDENDUM - CONTINUED PUBLIC HEARINGS, 13.A.1.	
6	ASSEMBLY HEARING DATE REQUESTED 9/25/07	7
		PUBLIC HEARING DATE REQUESTED 9/25/07

2007 SEP 18 AM 11:44
 CLERK'S OFFICE
 10A



MUNICIPALITY OF ANCHORAGE
ASSEMBLY INFORMATION MEMORANDUM
NO_{AIM} 89 -2007

Meeting Date: 9/25/07

From: Assemblymember Bauer
Assemblymember Claman

Subject: SEE for AO 2007-95(s)

Attached to this memo is the Summary of Economic Effects for Ordinance No. AO 2007-095, an ordinance of the Anchorage Municipal Assembly amending Anchorage Municipal Code Chapter 3.97, Naming of Municipal Buildings, Other fixed facilities and public places, to implement policy; clarify and amend criteria and procedures in honorary naming.

Prepared By: Guadalupe Marroquin, Election & Budget Coordinator
Reviewed By: Barbara E. Gruenstein, Municipal Clerk
Submitted By: Assemblymembers Bauer & Claman

MUNICIPALITY OF ANCHORAGE
Summary of Economic Effects -- General Government

Ordinance No. AO 2007-095, an ordinance of the Anchorage Municipal Assembly amending Anchorage Municipal Code Chapter 3.97, Naming of Municipal Buildings, Other fixed facilities and public places, to implement policy; clarify and amend criteria and procedures in honorary naming.

AO Number: 2007-95(5) Title:

Sponsor: Assemblymember Bauer
Preparing Agency: Department of Assembly
Others Impacted: Mayor's Office, Public Facilities Advisory Commission

CHANGES IN EXPENDITURES AND REVENUES:		(In Thousands of Dollars)				
	FY07	FY08	FY09	FY10	FY11	
Operating Expenditures						
1000 Personal Services	\$ -	\$ -	\$ -	\$ -	\$ -	
2000 Non-Labor	-	-	-	-	-	
3900 Contributions						
4000 Debt Service						
TOTAL DIRECT COSTS:	\$ -	\$ -	\$ -	\$ -	\$ -	
Add: 6000 Charges from Others						
Less: 7000 Charges to Others						
FUNCTION COST:	\$ -	\$ -	\$ -	\$ -	\$ -	
REVENUES:						
CAPITAL:						
POSITIONS: FT/PT and Temp						

PUBLIC SECTOR ECONOMIC EFFECTS:

There are no public sector costs greater than \$30,000 associated with this ordinance.

PRIVATE SECTOR ECONOMIC EFFECTS:

There are no private sector economic effects beyond the individual time and energy commitments made voluntarily by the members of the public facilities advisory commission.

Prepared by: Guadalupe Marroquin, Election & Budget Coordinator
Reviewed by: Barbara E. Gruenstein, Municipal Clerk

Telephone: 343-4376
Telephone: 343-4312

M.O.A.
2007 SEP 20 PM 4:25
Clerk's Office