

*Postponed indefinitely*

ANCHORAGE, ALASKA

AO No. 2007-108

1 AN ORDINANCE REPEALING AND RE-ENACTING ANCHORAGE MUNICIPAL CODE  
2 CHAPTER 3.97 FOR NAMING OF MUNICIPAL BUILDINGS, OTHER FIXED  
3 FACILITIES AND PUBLIC PLACES.

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4  
5 THE ANCHORAGE ASSEMBLY ORDAINS:

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7 **Section 1.** Anchorage Municipal Code chapter 3.97 is repealed in its entirety. A copy of  
8 chapter 3.97 is attached hereto as Exhibit A.

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10 **Section 2.** Anchorage Municipal Code chapter 3.97 is re-enacted to read as follows:

11  
12 Chapter 3.97 NAMING OF MUNICIPAL BUILDINGS, OTHER FIXED  
13 FACILITIES AND PUBLIC PLACES\*

- 14  
15 3.97.010 Purpose.  
16 3.97.020 Policy.  
17 3.97.030 Procedures.  
18 3.97.040 Changing of names.  
19 3.97.050 Naming facility for other than an individual.  
20 3.97.060 Applicability of chapter.

21  
22 **3.97.010 Purpose.**

23  
24 The municipality hereby establishes a policy and procedures to govern the naming of  
25 municipal buildings, other fixed facilities and public places. A sound naming policy  
26 adds meaning, significance and uniformity to public facilities, minimizes conflict and  
27 provides a forum for meaningful discussion regarding naming. Further, a municipal  
28 naming policy establishes a means of appropriately recognizing prominent individuals  
29 and those who have substantially contributed to the municipality, the state or the  
30 nation.

31  
32 **3.97.020 Policy.**

33  
34 It is the policy of the municipality to name municipally owned buildings, other fixed  
35 facilities and public places in honor of prominent Alaskans who, by virtue of special  
36 efforts, accomplishments or contributions benefiting the municipality or the state, have  
37 achieved public status worthy of long term recognition. Non-Alaskans who have  
38 substantially contributed to the municipality, the state or the nation as a whole may  
39 also be considered.  
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**3.97.030      Procedures.**

- A. Preliminary action in naming a facility may be initiated by a request from the mayor, a quorum of the assembly, or the parks and recreation commission. If the assembly or the parks and recreation commission is the initiating organization, a proposal in letter format addressed to the mayor shall be prepared.
- B. If any request covers a facility or trail in a municipal park, the mayor or the assembly chair may refer the request to the parks & recreation commission for a recommendation prior to appointing a citizen panel.
- C. Upon receipt of a request under section 3.97.030A., or upon the receipt of a recommendation from the parks and recreation commission under section 3.97.030B., a four-member citizen panel shall be appointed as follows:
1. The mayor shall appoint two members for the citizen panel; and
  2. The assembly chair shall appoint two members for the citizen panel.
  3. An informational memorandum shall be submitted identifying the four members of the citizen panel.
  4. The citizen panel shall review proposed names, hold public hearings, and identify an appropriate name for the facility. The citizen panel may be composed of members of recognized boards and commissions.
- D. The facility naming panel shall identify appropriate names for the facility.
1. The panel may consider those names submitted by the mayor, the assembly, the parks and recreation commission, or any alternative names, taking care not to overlook the contributions of women and minorities to the city, state and nation.
  2. Geographic influences shall be considered to the degree possible in selecting names for facilities.
  3. In addition, the panel may consider, but is not limited by, the following factors:
    - a. Giving and retaining names of historical, geographical, natural, and functional significance;
    - b. Continuity of name and common usage to increase sense of neighborhood;
    - c. An individual's connection to the municipality, if considering an outstanding local, state, national or international civic

leader;

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

e. The history of the location in relation to the history of the present name, when proposing to rename an existing public place.

4. The panel shall:

a. Not recommend changing the name of a public place bearing an historic Anchorage family name; or

b. Not recommend changing historic names of designated landmarks listed on a state or National Register of Historic Places.

c. Limit recommendations for honorary naming to a one time present use of an individual's name.

5. In naming a public place, including trails, within the control and supervision of the Anchorage Parks and Recreation Department or the Chugiak-Eagle River Parks and Recreation Board of Supervisors, the panel shall consider:

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

b. Organizations making a substantial donation to the acquisition or development of the property;

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

E. Upon agreement by a majority of the panel members, a letter advising the mayor shall be dispatched. The mayor shall attach the letter to a resolution for consideration by the assembly. Memoranda as appropriate may be appended to the resolution to explain or amplify relevant information for the assembly.

F. If a majority of the panel is unable to agree, a divided recommendation of the panel may be submitted, pursuant to the procedure set forth in subsection E. above, for assembly consideration.

G. The assembly shall set the naming resolution for public hearing at least one month after introduction and ensure appropriate information dissemination to the public during this period.

- H. In naming a public place, including trails, within the control and supervision of the Anchorage Parks and Recreation Department or the Chugiak-Eagle River Parks and Recreation Board of Supervisors, recommendations not initiated by or through the Parks & Recreation Commission shall be referred to the Commission for comment prior to final approval of a resolution under section 3.97.030G. by the assembly.

**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.

**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.

**3.97.060**      **Applicability of chapter.**

- A. This chapter does not apply to:

1. The naming or renaming of facilities donated to the municipality contingent upon assignment of a specific name; or
2. The naming or renaming of any facility constructed or purchased from money or property donated to the municipality for the specific purpose of securing a name for the facility; or
3. Naming rights for municipal buildings, facilities or public places sold pursuant to title 7.

- B. This chapter does not apply to the naming of streets or roads.

**Section 3.** This ordinance shall be effective immediately upon passage and approval by the Assembly.

PASSED AND APPROVED by the Anchorage Assembly this \_\_\_\_\_ day of \_\_\_\_\_, 2007.

\_\_\_\_\_  
Chair of the Assembly

ATTEST:

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

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

AO Number: 2007-108

Title: AN ORDINANCE REPEALING AND RE-ENACTING ANCHORAGE  
MUNICIPAL CODE CHAPTER 3.97 FOR NAMING OF MUNICIPAL  
BUILDINGS, OTHER FIXED FACILITIES AND PUBLIC PLACES.

Sponsor: Matt Claman, Assembly Member  
Preparing Agency: Department of Law  
Others Impacted:

CHANGES IN EXPENDITURES AND REVENUES:		(In Thousands of Dollars)				
	FY06	FY07	FY08	FY09	FY10	
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:**

Amendments to chapter 3.97; no economic effect.

**PRIVATE SECTOR ECONOMIC EFFECTS:**

Amendments to chapter 3.97; no economic effect.

Prepared by: Dept. of Law

Telephone: 343-4545

MUNICIPALITY OF ANCHORAGE  
ASSEMBLY MEMORANDUM

No. 461-2007

Meeting Date: August 14, 2007

1 **From:** MATT CLAMAN, ASSEMBLY MEMBER

2  
3 **Subject:** AN ORDINANCE REPEALING AND RE-ENACTING ANCHORAGE  
4 MUNICIPAL CODE CHAPTER 3.97 FOR NAMING OF MUNICIPAL  
5 BUILDINGS, OTHER FIXED FACILITIES AND PUBLIC PLACES.  
6

7 This ordinance repeals the existing chapter 3.97, substantially amended in 2006, and  
8 reinstates, in large part, AO 87- 73, also known as the Kubitz ordinance.  
9

10 However, there are several differences between the proposed ordinance and AO 87-73. First,  
11 the panel is reduced in size from 5 members to 4 members, with the Mayor selecting 2  
12 members and the Assembly Chair selecting 2 members. This change gives equal weight to  
13 both the Mayor and the Assembly in assembling a panel to name a municipal facility. It also  
14 streamlines the process by eliminating the need for assembly approval of the panel members.  
15 Instead, the appointed panel members are identified by submission of an informational  
16 memorandum not requiring assembly action.  
17

18 Second, the ordinance incorporates in large part the criteria and policies for naming in the  
19 current ordinance. However, this ordinance empowers the citizen panel to utilize its  
20 judgment by phrasing the criteria and naming considerations as permissive, rather than  
21 mandatory.  
22

23 Finally, individuals and organizations seeking the naming of a building, facility, or public  
24 place may initiate this process by making a request to the mayor, the assembly, or the parks  
25 and recreation commission. When the mayor or the assembly receives a public request  
26 concerning municipal parks, the ordinance allows either the mayor or the assembly chair to  
27 refer the request to the parks and recreation commission for consideration, prior to any  
28 mayoral or assembly action in naming a citizen panel.  
29

30 The goal of this ordinance is to streamline the naming process while maintaining a high level  
31 of accountability for public officials and providing assurance to the public that the naming  
32 process will be clear and transparent.  
33

34 Respectfully submitted,

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36  
37

38 Matt Claman  
39 Assembly Member  
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## **Chapter 3.97 NAMING OF MUNICIPAL BUILDINGS, OTHER FIXED FACILITIES AND PUBLIC PLACES\***

**\*Cross references:** Historic preservation board, § 4.60.030.

3.97.010 Purpose.

3.97.020 Policy.

3.97.025 Criteria.

3.97.030 Procedures.

3.97.040 Changing of names. (Repealed)

3.97.050 Naming facility for other than an individual. (Repealed)

3.97.060 Applicability of chapter.

### **3.97.010 Purpose.**

- A. The municipality hereby establishes a policy and set of procedures to govern the naming of a public place and the honorary renaming of streets and roads. A sound naming policy adds meaning, significance and uniformity to public facilities, minimizes conflict and provides a forum for meaningful discussion regarding naming. Further, a consistent municipal naming policy lends continuity and a sense of community, and establishes a means of appropriately recognizing prominent individuals and those who have substantially contributed to the municipality, the state or the nation.
- B. The selection of a name that is purposeful, suitable, and symbolic should be approached in a systematic and creative way. This process can generate opportunities to induce dynamic community impact, create sensitivity and lasting public relations, express appreciation, and educate.
- C. For purposes of this chapter, a public place means any building, facility, municipal or park lands, owned by or under the control of the municipality, including interior and component spaces integral to the whole, and excluding Anchorage School District buildings and facilities.

(AO No. 87-73; AO No. 2006-51(S), § 1, 6-20-06)

### **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 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)

**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. 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 naming of a public place will:**

1. Demonstrate that the policy objectives under Sections 3.97.020A 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;
8. Limit honorary naming to a one time present use of an individual's name.
9. In naming a public place, including trails, 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, consider:
  - 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.

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

(AO No. 2006-51(S), § 3, 6-20-06)

### **3.97.030 Procedures.**

- A. Preliminary action in naming a public place 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 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.
- B. The public facilities advisory commission will solicit potential names from the community, including community councils and cultural organizations, for each public place under consideration. 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 may consider those names submitted by the mayor or the assembly, taking care not to overlook the contributions of women and minorities to the city, state and nation. Historic, cultural, geographic, natural, and functional attributes will be considered priority, and the purpose, policies, and criteria of this chapter shall be followed in selecting names for public places. Upon agreement by a quorum of the commission, a letter identifying and prioritizing the top three names with a recommendation shall be forwarded to the mayor. The mayor will make the commission'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 assembly review.
- C. The assembly will set the naming resolution for public hearing at least one month after introduction to ensure appropriate information dissemination to the public during this period.

(AO No. 87-73; AO No. 2006-51(S), § 4, 6-20-06)

**3.97.040 Changing of names. (Repealed)**

(AO No. 87-73; AO No. 2006-51(S), § 5, 6-20-06)

**3.97.050 Naming facility for other than an individual. (Repealed)**

(AO No. 87-73; AO No. 2006-51(S), § 6, 6-20-06)

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

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

AO 2007-108

(SEE REVERSE SIDE FOR FURTHER INFORMATION)

<b>1</b>	SUBJECT OF AGENDA DOCUMENT		DATE PREPARED	
	REPEAL/RE-ENACT AMC CHAPTER 3.97 FOR NAMING		7/20/07	
	OF MUNICIPAL BUILDINGS, OHER 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		Dan Coffey, Assembly Chair	
<b>3</b>	THE PERSON THE DOCUMENT WAS ACTUALLY PREPARED BY		HIS/HER PHONE NUMBER	
	Rhonda F. Westover - Deputy Municipal Attorney		343-4532	
<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			
	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			
<b>5</b>	<b>Special Instructions/Comments</b>			
	ADDENDUM - CONSENT AGENDA-INTRODUCTION			
<b>6</b>	ASSEMBLY HEARING DATE REQUESTED		PUBLIC HEARING DATE REQUESTED	
	7/24/07		8/14/07	

M.O.A.  
 2007 JUL 20 AM 10:55  
 CLERK'S OFFICE