



City of Rochester Hills
AGENDA SUMMARY
NON-FINANCIAL ITEMS

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Legislative File No: 2016-0278

TO: City Council Members
FROM: Mayor Bryan K. Barnett
DATE: July 18, 2016
SUBJECT: Naming/Renaming of City Parks, Buildings and Facilities Policy

REQUEST:

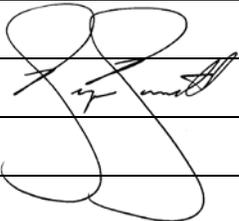
It is the policy of the City of Rochester Hills to reserve the naming or renaming of City parks, buildings, and facilities for circumstances that will best serve the interests of the City and ensure a worthy and enduring legacy for the City. To this end, the City of Rochester Hills supports consideration of naming requests within the broad categories as described in the attached policy.

BACKGROUND:

The naming or renaming of City parks, buildings and facilities can be challenging and controversial since assigning a name is a permanent identity for a public place and/or facility. The naming and renaming of City parks, buildings, and facilities may require significant resources in terms of changing names on signs, maps, and literature. In addition, excessive and frequent name changing can be the source of confusion to the public. The purpose of this policy, which is designed to replace any existing naming policy, is to provide guidance to those interested in the naming and or renaming of the City's parks, buildings, and/or facilities.

RECOMMENDATION:

Approval of the Naming/Renaming of City Parks, Buildings and Facilities Policy.

APPROVALS:	SIGNATURE	DATE
Department Review		
Department Director		
Mayor		7/11/2016
Deputy Clerk		