



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: August 8, 2016
SUBJECT: Revised Naming/Renaming of City Parks, Buildings Green Space and Facilities Policy

REQUEST:

The Naming Policy as presented to City Council on July 18, 2016 has been revised to implement suggestions as discussed by City Council. Attached you will find the final revised policy which now includes Green Space and a more comprehensive explanation of the city’s right to rename a City park, building, green space or facility.

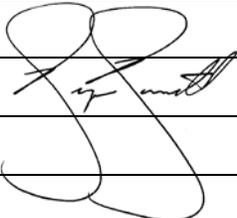
It is the policy of the City of Rochester Hills to reserve the naming or renaming of City parks, buildings, green space and facilities for circumstances that will best serve the interests of the City and ensure a worthy and enduring legacy for the City. To this end, the City of Rochester Hills supports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

BACKGROUND:

The naming or renaming of City parks, buildings, green space 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, green space 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, green space and/or facilities.

RECOMMENDATION:

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

APPROVALS:	SIGNATURE	DATE
Department Review		
Department Director		
Mayor		7/29/2016
Deputy Clerk		