

NAMING/RENAMING PUBLIC PLACE OR CITY FACILITY WITHOUT FINANCIAL CONTRIBUTION

Introduction

The naming or renaming of a public place or facility is complex and sometimes emotionally evocative since assigning a name is a powerful and permanent identity for a public place and/or facility. The naming and renaming of properties and/or facilities often requires significant resources in terms of changing names on signs, maps, and literature. In addition, excessive and constant name changing can be the source of confusion to the public. The purpose of this policy is to provide guidance to those that have an interest in the naming and or renaming of a public place and/or facility.

Policy Statement

It is the policy of the City of Yankton to reserve the name or renaming of public places and/or facilities for circumstances that will best serve the interests of the City and ensure a worthy and enduring legacy. To this end the City of Yankton supports consideration of naming requests within the following broad categories.

HISTORIC EVENTS, PEOPLE, PLACES

The history of a major event, place or person may play an important role in the naming or renaming of a public place and/or facility as communities often wish to preserve and honor the history of a city, its founders, other historical figures, its Native American heritage, local landmarks and prominent geographical locations, and natural and geological features through the naming.

OUTSTANDING INDIVIDUALS

The City has benefited, through its evolution, from the contributions made by many outstanding individuals. This category is designed to acknowledge the sustained contribution that has been made by such individuals to the City and the development and management of the City's public places and facilities.

Definitions

Naming: the permanent name assigned by City Commission via an ordinance to a given public place and/or City facility.

Parks: all traditionally designed parks, gardens, natural open spaces, and specialized parks under the stewardship of Yankton Parks and Recreation.

Facilities: major structures owned by the City such as City Buildings, community centers, swimming pools, pavilions, tennis courts, sports fields, fountains, and etc., located within properties under the stewardship of the City of Yankton.

Public Place: land owned by the City of Yankton.

Donations: a gift of property, goods or cash for which NO BENEFITS are sought. If the gift is contingent upon a special request, it is made subject to “sponsorships.”

Guiding Principles

GENERAL PRINCIPLES

In considering proposals for the naming or renaming of a public place and/or facility, the following general principles will be taken into account either collectively or individually. When naming a public place and/or facility, the proposed name will:

- Engender a strong positive image
- Be appropriate having regard to the public place and/or facility’s location and/or history
- Have historical, cultural or social significance for future generations
- Commemorate places, people or events that are of continued importance to the city, region, state, and/or nation
- Have symbolic value that transcends its ordinary meaning or use and enhances the character and identity of the public place and/or facility
- Have broad public support

RENAMING A PUBLIC PLACE AND/OR FACILITY

Proposals to rename public places and/or facilities whether for a major gift (>75% of costs) or community request need to be evaluated on a case-by-case basis. Likewise, names that have become widely accepted by the community will not be abandoned unless there are compelling reasons and strong public sentiment from the broader community for doing so. Historical or commonly used place names will be preserved wherever possible.

NAMING/RENAMING PUBLIC PLACES AND/OR FACILITIES FOR OUTSTANDING INDIVIDUALS

Naming or renaming a public place and/or facility for an outstanding individual is encouraged only for those who have been deceased for at least three years (this provision can be waived at Commission’s directive) and where that person’s significance and good reputation have been accepted in the City’s, State’s and/or Nation’s history. The naming of a public place and/or facility after people who may have lost their lives due to war or a tragic event will be considered only after the shock of such event has lessened within the community.

In considering the naming/renaming of a public place and/or facility after a deceased person, priority will be given to those who made a sustained and lasting contribution to

- The Nation
- The State of South Dakota
- The City of Yankton
- A Department of the City of Yankton

NAMING/RENAMING FOR HISTORIC EVENTS, PEOPLE, AND PLACES

When a public place and/or facility is associated with or located near events, people, and places of historic, cultural or social significance, consideration will be given to naming that public place and/or facility after such events, people, and places. In considering such proposals, the relationship of the event, person or place to the public place and/or facility must be demonstrated through research and documentation.

OTHER CONSIDERATIONS

The City of Yankton reserves the right to rename any public place and/or facility if the person for whom it is named turns out to be disreputable or subsequently acts in a disreputable way.

To minimize confusion, public places will not be subdivided for the purpose of naming unless there are readily identifiable physical divisions such as roads or waterways. However, naming of subdivided facilities within public places will be permitted; under these circumstances such names should be different than the public place name to avoid user confusion. All signs that indicate the name of a public place and/or facility shall comply with the City of Yankton's graphic and design standards. Specialized naming signage will not be permitted. (City's Sign Ordinance applies)

NAMING TEXT

As the City of Yankton operates a large and diverse public system, it is important that the naming text assist in communicating the type of development and use.

Procedures & Guidelines

These procedures and guidelines have been established to ensure that the naming or renaming of public places and/or facilities is approached in a consistent manner.

REQUESTS FOR NAMING/RENAMING OF PUBLIC PLACES AND/OR FACILITIES

All requests for the naming or renaming of a public place and/or facility shall be made in writing to the City Manager of Yankton.

Requests should contain the following minimum information:

- The proposed name
- Reasons for the proposed name
- Written documentation indicating community support for the proposed name
- Description/map showing location and boundaries of the public place
- If proposing to name a facility, include a description/map showing the location of the facility.
- If proposing to rename a public place or facility, include justification for changing an established name.
- If proposing to name a public place or facility after an outstanding person, include documentation of that person's significance and good reputation in the City's, State's or Nation's history.

ASSESSING AND APPROVING NAMING/RENAMING REQUESTS

Upon receipt of a naming request by the City of Yankton, the relevant neighborhood shall be advised and their comments on the proposal will be invited. The local neighborhood will be notified of all naming/renaming proposals. Each proposal will then be considered by a standing committee that comprises two appointed City Commissioners, the City Manager, the City Finance Officer, the manager of the affected department or his/her representative, a member of the department's advisory board or other appropriate community representative, and the Director of Community Development or his/her representative. This committee shall:

- Review the proposed request for its adherence to the policies of the City of Yankton
- Ensure that supporting information has been authenticated, particularly when an individual's name is proposed
- Take into consideration the comments of the relevant neighborhood

The standing committee will then present a recommendation to the City Commission who may either accept or reject any proposal. The Commission may also seek to refer the matter to the affected Department to convene a public meeting to gain additional information prior to taking the matter back to the City Commission for a final decision.

COMMUNICATING NAMING/RENAMING DECISIONS

The City Manager will be responsible for communicating the Commission's decision in relation to naming/renaming requests within two weeks of such a decision.

Related Policy

Sponsorship and Naming Rights Policy