

AGENDA ITEM: IV.D.1.DATE: 2-13-07RESOLUTION NO.: 2007-15

## RESOLVED:

That the Newington Town Council hereby adopts a policy entitled "Naming of Town Owned Property and Features" and establishes a Town Council Facilities Naming Subcommittee as outlined therein.

MOTION BY: Councilor HallSECONDED BY: Councilor CohenVOTE: 8-0 (Councilor Klett absent)AGENDA ITEM: IV.D.2.DATE: 2-13-07RESOLUTION NO.: 2007-16

## RESOLVED:

That the following Town Council members are appointed to serve on a Town Council Facilities Naming Subcommittee for the remainder of their current term and/or until their successors have been chosen.

Name:	Address:	Party:
Chris Banach	145 Starr Avenue	D
Maureen Klett	104 Harold Drive	D
Cathy Hall	26 Kowal Court	R

MOTION BY: Councilor BowenSECONDED BY: Councilor CohenVOTE: 8-0 (Councilor Klett absent)



JOHN L. SALOMONE  
TOWN MANAGER

# TOWN OF NEWINGTON

131 CEDAR STREET  
NEWINGTON, CONNECTICUT 06111

## TOWN COUNCIL POLICY – Adopted February 13, 2007

- SUBJECT** : **Naming of Town Owned Property and Features**
- PURPOSE** : To establish a policy and procedure for the naming of all Town owned property, park lands, buildings, facilities and their respective features.
- APPLICABILITY** : This policy shall apply to all Town-owned property (not including schools), park lands, buildings, facilities and their respective features.
- POLICY** : It shall be the policy of the Town of Newington that the Town Council shall approve the naming of all Town owned property, park lands, buildings, facilities and their respective features. In accordance with its respective regulations, the Town Plan and Zoning Commission shall have exclusive authority to name public and private streets.

The term “facility” for purposes of this policy shall mean any Town owned property, park land, building, facility and their respective features. “Features” shall include but not be limited to components of the property such as rooms, fields, trails and other components of the facility.

Preference shall be given to naming facilities after significant geographical, neighborhood and/ or historical elements. On occasion, the Town Council may wish to acknowledge the activities and significant contributions made by individuals to the Town through the use of various naming options.

### Section I – Naming Principles

The name given to a Town facility should:

1. give a sense of place, continuity, belonging and celebrate distinguishing characteristics of Newington;
2. maintain a long-standing identification with Newington residents;
3. be understandable to the majority of Newington residents; and
4. shall not be discriminatory or derogatory in nature.

The Town of Newington shall choose names for Town owned property, park lands, buildings, facilities and their respective features based upon its relationship to the following:

- a) The area or neighborhood in which the facility is located;
- b) Natural or geological feature;
- c) An historical name related to Newington’s heritage and/ or historical folklore;
- d) An individual of international, national or state significance; or
- e) An individual for the purpose of recognizing (1) particular activities and significant contributions to the Newington community; (2) outstanding financial contributions made toward the development and/ or enhancement of a facility

In all instances involving a business name, appropriate consideration shall be given to the nature of the business conducted by the subject business, its record of community involvement and/ or giving, its relationship to the Town and any controversy surrounding such business.

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## **Section II – Naming Process**

The Town Council shall designate by resolution the names of Town facilities. The process for naming or renaming a Town facility may be initiated by a written proposal to the Town Manager stating how the proposed name(s) meet the criteria in Section I and a biographical outline of the individual.

The Town Manager shall transmit the request to the Town Council, which upon receipt may be referred to a Town Council standing subcommittee for review and recommendation. The Town Council Facilities Naming Subcommittee shall be comprised of three members appointed by the Town Council. Such recommendation shall state how the proposed name(s) meet the criteria in Section I. Public input shall be sought during the review process.

The naming of a facility may occur upon the approval by majority vote of the Town Council. In the event the naming is not approved by a majority vote of the Town Council, no further action on the proposed name shall be taken. Substantially similar name applications shall not be submitted more than once during any twelve (12) month period, or more than three (3) times in total.

## **Section III – Naming of Features**

The interior and/ or ancillary features of a facility may have names other than the entire facility. The naming of such features shall be subject to the criteria set forth in Section I and the selection process outlined in Section II.

## **Section IV – Renaming Procedure**

The naming of a facility shall be bestowed with the intention that it will be permanent. Consequently, changes to a facility's name shall be strongly resisted and discouraged. Absent exceptional circumstances, only facilities named for an area or neighborhood, natural or geographical feature shall be considered for renaming. Facilities named by deed restriction shall not be considered for renaming.

Facilities named after individuals shall not be renamed unless it is found that the continued use of the name is not in the best interests of the community.

The process for renaming a facility shall be the same for naming as set forth within this policy.

## **Section V – Corporate Sponsorships**

Corporate sponsorship or naming rights may be considered when a corporation or business contributes either financially or in-kind to Town programs, services or facilities in return for recognition, public acknowledgement or other promotional considerations. The Town Council reserves the right to reject offers of corporate sponsorship and/ or naming rights. Corporate sponsorships or naming rights require a signed agreement which includes a sunset provision and specific parameters as to how the sponsor may utilize the Town of Newington's name as well as how the corporate name or advertising brand will be used.

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