



Naming Policy

Revision #	1
Implementation Date	7/7/2016
Last Reviewed/Update Date	12/7/2023
Resolution #	31713

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1. Purpose

The purpose of this policy is to establish a uniform procedure regarding requests for the naming or renaming of City-owned land and facilities including parks, recreation facilities, buildings, streets, and the designation of commemorative street names and plaques, that are compatible with community interest and will enhance the values and heritage of the City of Marion.

2. Applicability

This policy applies to any request to name or rename City-owned land and/or facilities, except that it shall not apply to any such land or facilities for which naming rights are granted as part of a capital campaign. Any such naming rights shall be governed by rules adopted by City Council during the approval of the capital campaign.

3. General

- A. This policy shall establish the guidelines, criteria and process for naming or renaming of city owned facilities. The process shall be split into three parts: city-owned parks, buildings, and recreational facilities; streets; and commemorative street names.
- B. The City Council shall have the final authority to name and rename everything that is covered by this policy. City Council has complete discretion with regard to naming and reserves the right to deny any application.
- C. Under extraordinary circumstances that create a conflict between the City's policies and values and the any naming of city-owned land or facilities in honor of an individual, family or group, said naming may be revoked at the discretion of the City Council.
- D. Cumbersome, corrupted or modified names, discriminatory or derogatory names, or names that would be detrimental to the mission of the City of Marion will not be considered.
- E. The donation of land, facilities, or funds for the acquisition, renovation or maintenance of land or facilities, shall not constitute an obligation by the City to name the land and/or facility or any portion thereof after an individual, family or organization unless provided for by agreement approved by the City Council.
- F. Existing names are deemed to have historic recognition. It is the City of Marion's policy to keep the name of any existing city-owned park, building, recreational facility, street, or commemorative street, particularly one whose name has City or regional significance, unless there are compelling reasons to consider such a change; after a thorough study and a vote of the City Council. Furthermore, the City will consider renaming to commemorate a person or persons, only when the person or



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persons have made a major, overriding contribution to the City and whose distinctions are as yet unrecognized.

- G. Street naming and renaming shall be made by City Council resolution or as a result of an approval and recordation of a subdivision map.
- H. All costs including staff time, labor and materials associated with the installation of plaques, monuments and/or replacement of signs resulting from this policy will be installed at the discretion of the City Council. Small memorial installations shall be borne by the individual, group or organization sponsoring the request.
- I. Naming after individuals, groups, or families should be based on the following criteria for all categories:
 - 1. Made lasting and significant contributions to the protection of natural or cultural resources of the City of Marion;
 - 2. Made substantial contributions to the betterment of a specific facility or park consistent with the established standards for the facility;
 - 3. Made substantial contributions to the betterment of the City of Marion that has positively impacted the lives of citizens of the City of Marion;
 - 4. Be associated to an economic development or redevelopment activity in fulfillment of the City's mission;
 - 5. Commemorates a significant historical event;
 - 6. Contributed outstanding civic/volunteer service to the City for a minimum period of ten (10) years.
- J. Naming will generally not be made for living individuals. Names that have already been approved for living individuals shall continue to be approved. However, all existing naming is subject to revocation by the City Council, per the guidelines outlined in this section.

4. Naming Criteria by Category

- A. CITY-OWNED PARKS, BUILDINGS, RECREATIONAL FACILITIES:
 - 1. Naming shall begin as early in the development and/or acquisition as possible.
 - 2. Names should be appropriate to the City-owned park, building, or recreational facility by reflecting the native wildlife, history, flora, fauna, geographic area, natural geologic features, or history related to the Community of Marion.
 - 3. Areas that can be recognized include: Points of entry, walkways, trails, room or patio within a city-owned building, recreational facilities such as group picnic areas or ball fields, and physical features such as valley, hills, streams or vista views.
 - 4. Names can be from significant historical events, cultural attributes, local landmarks or historical figures.
 - 5. Names honoring individuals or families should be based on the criteria outlined



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under the "General" section of this policy.

B. STREETS:

1. Street names may recognize native wildlife, flora, fauna, natural geologic features, or history related to the community and the City of Marion.
2. Names with the same theme (i.e. flowers, states) are suggested for naming streets in an entire subdivision, as a means of general identification.
3. Street names shall not contain more than 18-letter characters, including any combinations of spaces, or letters, designations in the base portion of the name.
4. Names honoring individuals or families should be based on the criteria outlined under the "General" section of this policy.

C. COMMEMORATIVE STREET NAMES:

1. Commemorative street name signs are additions to the street name and will not change the street address. Existing street names shall be retained and a supplemental sign or plaques shall be installed beneath the existing street name signage. Commemorative street name signs shall consider the same criteria as outlined for the naming of streets.
2. Criteria for naming commemorative street names should be based on the criteria outlined under the "General" section of this policy.

5. Procedure

- A. A request shall be submitted in writing on the standard application form. Fees associated with administrative and hard costs for the sign or plaque placement will be at the expense of the applicant, such as sign procurement and installation costs. An application fee has been established and will be based on the most current adopted city's Schedule of Fees. The payment of the application fee is required at time of application submission.
- B. The applicant shall be able to provide clear evidence that the proposed naming fits within the scope of the policy.
- C. The application will be reviewed for completeness based upon the naming criteria by staff in the City Manager's Office. All recommendations or suggestions will be given the same consideration without regard to the nomination source.
- D. Staff shall provide notice to City Council when an application has been made and present completed applications for Council review and direction.



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- E. Upon direction of Council, completed applications will be forwarded concurrently for review to the Park Board and the Historic Preservation Commission, as applicable at a regularly scheduled meeting within a thirty (30) day period.
- F. Notice of intent to name a City-owned park, building, or recreational facility shall be posted in public places and published in the City's paper of record during the same 30-day review period of the City's boards and commissions.
- G. After the 30-day review and public comments period, the request will be placed in the agenda for the next regularly scheduled City Council Meeting as a noticed public hearing for the City Council's consideration.
 - 1. Naming of all facilities under the operational control of the Park Board shall be reviewed for appropriateness by the Park Board and a recommendation provided to the City Council for action.
- H. Names for public and private streets in a new subdivision shall be proposed by the developer, reviewed by the Planning Commission, and approved by the City Council per the City of Marion subdivision ordinance and Zoning ordinance, as applicable. The street names are adopted by the City when the final subdivision map for the development is recorded.
 - 1. It is the intent of this policy to prohibit, except under extraordinary circumstance with a super majority vote (5 to 2) of the City Council and a required minimum of 51% of the affected property owners' written approval, the changing of street names of streets that connect with adjacent jurisdictions.

6. Questions

Any questions concerning the policy above or related procedures and fees should be directed to the following:

City Clerk
City of Marion
1225 6th Avenue, Suite 110
Marion, IA 52302
cityclerk@cityofmarion.org
319-743-6327