



Agenda Memorandum

Agenda Item – {{section.number}}.A.

City Council Study Session
June 23, 2025



Strategic Priority 2: Community Empowerment and Engagement

Enhance the sense of community and connection in Westminster through engaging methods of communication and dialogue that improve accessibility, increase understanding, and encourage participation in civic and City life.

Subject: Proposed Update to the City Site Naming and Renaming Policy

Prepared By: Alex Reaves, Operations Manager, Parks, Recreation, and Libraries
Aric Otzelberger, Parks, Recreation and Libraries Director

Recommended City Council Action:

Receive a presentation and provide direction and feedback to finalize the City Site Naming and Renaming Policy.

Summary Statement:

- City Council holds the authority for approving names for City-owned and/or operated sites. The proposed updated policy outlines necessary steps for bringing proposed names forward for City Council consideration.
- The proposed policy provides clear guidelines to ensure consistency, transparency, and community involvement in the naming and renaming of City-owned and/or operated sites.
- Naming criteria include considerations such as historical significance, geographic location, cultural relevance, and community contributions.
- The policy has been reviewed and recommended by the Parks, Recreation, Libraries, and Open Space Advisory Board (PRLOSAB) and the Inclusivity Board.
- Staff is seeking City Council's review and feedback to finalize the policy. Upon receipt of that feedback, the policy will be finalized and signed by the City Manager to implement.

Fiscal Impact:

None identified.

Source of Funds:

Not applicable.

Policy Issue(s):

Does City Council wish to receive a presentation and provide direction and feedback to finalize the proposed updated City Site Naming and Renaming Policy?

Alternative(s):

City Council could choose to not receive a presentation and provide direction and feedback to finalize the City Site Naming and Renaming Policy. This is not recommended. Advisory Boards and Staff have exerted thoughtful efforts to provide a policy with clear guidelines to ensure consistency, transparency, and community involvement in the naming and renaming of City-owned and/or operated sites.

Background Information:

The Westminster Site Naming Policy was originally established on April 21, 2021. The original policy was geared towards City-owned and/or operated properties, primarily managed and operated by the Parks, Recreation and Libraries Department. The proposed updated policy expands and clarifies the intent for the policy to be applied to all City-owned and/or operated facilities, properties, parks, and open space, while excluding public thoroughfares, bridges, and rights-of-way (ROWs).

The naming and renaming of buildings, parks, open spaces, recreation centers, and libraries may be influenced by historically significant events, locations, or individuals. The City recognizes its longstanding tradition of naming parks after locations in England and considers this precedent when evaluating new naming or renaming proposals. Honoring widely respected historical events, groups, or individuals helps ensure that site names reflect meaningful connections to the City's heritage and identity.

Natural features also provide important inspiration for naming City properties. Recognizable neighborhoods, landmarks, and areas, as well as names with horticultural or historical significance, may be considered to preserve the character and geographic relevance of Westminster's public spaces. Additionally, naming opportunities may be used to recognize individuals or organizations that have made exceptional contributions to the community. A property may be named in honor of someone whose efforts played a vital role in the site's development or existence.

Financial contributions may also influence naming decisions. Major gifts, including private donations or funds raised through public/private partnerships, may be acknowledged through naming rights. When such funding meets the City's established criteria, City Council may approve naming agreements in recognition of donor support. Similarly, the City may enter into corporate sponsorship agreements that allow for temporary or time-limited naming rights, subject to City Council approval. These sponsorships support public amenities while maintaining alignment with the City's values and vision.

The process for naming or renaming a site includes the formation of an internal Site Naming Committee by the responsible department. The committee will include, but is not limited to,

department director(s), City Staff, and representatives from the City Manager's Office and/or City Attorney's Office. The committee will oversee both internal and external solicitation of names and conduct a thorough review of submissions based on the established naming criteria. To enhance transparency, Staff will also seek input from relevant advisory and community boards whenever feasible. City Council retains final authority for the naming or renaming of City-owned sites.

The proposed updated citywide Site Naming and Renaming Policy supports the City's Strategic Plan goal of Community Empowerment and Engagement by providing a clear and consistent process that promotes community identity, fosters a sense of ownership, and strengthens Westminster's sense of place.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'J. Andrews', with a long horizontal flourish extending to the right.

Jody L. Andrews
City Manager

Attachments:

Attachment 1 – City of Westminster Site Naming and Renaming Policy

Attachment 2 - City of Westminster Site Naming and Renaming Policy Application