

CITY OF WESTMINSTER PROPOSED SITE NAMING AND RENAMING POLICY

June 23, 2025

Purpose:

Provide Direction on Proposed Update to
the Site Naming and Renaming Policy

Purpose of the Policy

- Updates and expands the Park Naming/Re-Naming Policy to include all City-owned or leased properties
- Establishes a standardized process for naming or renaming City-owned or leased properties
- Ensures fairness, consistency, and community involvement
- Provides clear guidelines for City Council, Staff, and the public
- Excludes public thoroughfares, bridges, and rights-of-way

Process to Update Policy

- Internal review and draft proposed updates to the current naming policy, which was solely focused on parks and open space
- Revised draft for all PRL facilities, parks and open space reviewed with the Parks, Recreation, Libraries, and Open Space Advisory Board (PRLOSAB)
- Direction to expand to all City facilities/leased properties; met internally with broader staff base representing various City departments
- Reviewed updated proposed policy with PRLOSAB and Inclusivity Board
- Request City Council feedback to proposed policy and direction to finalize Policy for formal approval and implementation

Proposed Naming Criteria

- **Historic Events, Places, and Persons:** Recognizes significant contributions to Westminster's heritage
- **Natural Features:** Uses names tied to recognizable locations or environmental significance
- **Exceptional Individuals/Organizations:** Honors those with a major positive impact on the community
- **Major Gifts & Sponsorships:** Acknowledges private funding or partnerships with approved naming rights

Proposed Submission & Approval Process

- 1. Proposal Submission** – Written request to the City Manager's Office
- 2. Review & Vetting** – Staff convenes a committee for evaluation (90-day period)
- 3. Advisory Board Review** – Input from relevant boards (e.g., Parks, Recreation, Libraries, and Open Space Advisory Board, Inclusivity Board)
- 4. Public Notification** – Neighborhood outreach and feedback collection
- 5. City Council Decision** – Review during public meeting and consideration
- 6. Implementation** – Signage update, renaming event, and public records update contingent upon City Council decision

Proposed Renaming Guidelines

- Renaming is discouraged, but may be considered if:
 - The current name compromises public trust or City reputation
 - The original justification for the name is no longer relevant
- The City ensures **public awareness** of the name change through various communication channels
- Once named/renamed, a site cannot be changed for **25 years**, except under special circumstances

Proposed Community Engagement

- **Public Involvement:**

- Community feedback through meetings, focus groups, and outreach
- Notification via signage, mailers, and digital platforms

- **Advisory Boards' Role:**

- Provide recommendations to City Council
- Ensure names align with historical, cultural, and geographic significance

City Council Input Requested

- Provide feedback on the proposed site naming and renaming policy and direct Staff to finalize the proposed policy for formal approval and implementation