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CITY COUNCIL PRE/POST-MEETING STUDY SESSION

JUNE 23, 2025 at 6/23/2025 6:30:00 PM

- A. Proposed Update to the City Site Naming and Renaming Policy



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Agenda Memorandum

Agenda Item – 3.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 'Jody L. 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



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From: Jody Andrews, City Manager

Prepared by: Alex Reaves, PRL Operations Manager

Date: TBD

No: 2025-XX (Supersedes 2021-03)

Subject: City of Westminster Site Naming and Renaming Policy

Purpose:

This policy establishes a standardize process for naming or renaming City of Westminster properties, including both owned and leased sites. It excludes public thoroughfares, bridges, and rights-of-way (ROWs). The goal is to ensure fairness and consistency throughout the naming or renaming process. The ultimate authority for the naming or renaming of City of Westminster properties is vested in the City Council. This policy provides the steps necessary to bring the proposed name to City Council for consideration and approval.

City of Westminster Property Definitions:

The following Terms of Reference are provided for clarity.

Public Facilities - Include, but are not limited to, all City-owned or leased buildings such as recreation and multi-use centers, special-use facilities, cultural and historical sites, aquatic facilities, libraries, administrative facilities, maintenance buildings, and any future City facilities.

Open Spaces - Land preserved and protected in a natural or undeveloped state for environmental, recreational, or aesthetic purposes

Parkland - Includes all designated park areas, including but not limited to regional parks, community parks, neighborhood parks, and special-use parks.

Park Features - Includes all significant structures and recreational elements within a park, such as sports fields, ball diamonds, skate parks, and other amenities.

Context and Guiding Philosophy:

The policy of the City is to reserve the naming or renaming of City of Westminster properties, including both owned and leased sites. This policy establishes consistent



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guidelines for citizens, community groups, city staff, City Council, and companies seeking approval for naming proposals.

The City will consider naming requests within the following categories:

1. **Historic Events, Places, and Persons:** A universally celebrated historical event, group, organization, or individual can play an important role in the naming or renaming of the City buildings, parks, open spaces, recreation centers, and libraries.

Historically, many parks in Westminster are named after locations in England. The City acknowledges this English naming tradition and considers it when evaluating proposals for renaming parks.

2. **Natural features:** Recognizable areas, neighborhoods, landmarks, or names of horticultural or historical significance for City of Westminster.
3. **Exceptional Individuals/organization:** A City of Westminster property shall be named after an individual or organization that has made a significant positive contribution to the community without which the site may not exist.
4. **Major Gifts:** Private dollars fundraised in public/private partnerships for the purposes of constructing or rehabilitating a City of Westminster property (or portions thereof) may be donated contingent on naming rights to the property. In such cases, and when the City has accepted said private dollars under those terms, the City Council shall honor the naming rights granted, provided that the name meets the criteria set forth by this administrative memo.
5. **Sponsorships:** The City of Westminster may solicit corporate sponsorships for City of Westminster properties (or portions thereof) that may be donated contingent on naming rights to the property for a defined period. In the case of temporary or time-limited naming rights, approval will be required.

Naming/Renaming: The following questions and procedures should be considered both individually and collectively when naming or renaming City of Westminster properties.

- a. Does the name carry historical, cultural, geographical, and social significance that will resonate for generations to come?
- b. Does the name evoke a strong and positive image?
- c. Does the name serve to memorialize or commemorate people, places, or events of enduring importance to the community or nation?
- d. Will the name foster significant bonds of friendship, mutual recognition, and support within the community or with those beyond it?
- e. Is the name associated with a notable achievement or the promotion of public welfare within the community or nation?



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- f. Is the name well-suited for the City of Westminster property considering its location, history, and the surrounding neighborhood?
- g. Does the name possess symbolic value that goes beyond its literal meaning, enhancing the character and identity of the City of Westminster property?
- h. Does the request to name the City of Westminster property in conjunction with a corporate gift risk undue commercialization?

Authorization:

City Council has final authority to approve the naming or renaming of City of Westminster properties. If City Council requests assistance to name or rename a site, this policy will be used by City of Westminster. The process will be internally vetted and community participation will be solicited as deemed appropriate.

Procedures:

I. Submission Process for Naming and Renaming a City of Westminster Site

- 1. Proposed names must be submitted in writing to the City Manager's Office (CMO). Proposals must contain, at the minimum, the following information:
 - a. Proposed Name
 - b. Proposed Site Location
 - c. Reasons for recommendation of the proposed name. If being named after an individual, this should include such justifications as civic involvement of honoree, historical context of honoree in the City of Westminster community, and related information. The biography should include sufficient information about the individual. Contact information for key individuals (such as family members, friends, work colleagues, etc.) who can provide additional background, context, etc., should also be provided.
 - d. The rationale of naming or renaming a City of Westminster property, an explanation of how the name or individual is or has been associated with the property to be named or renamed. The submittal must include a narrative outlining the community accomplishments/donations attributable specifically to the named individual.
 - e. Upon receipt of the written proposal, there shall be a waiting period of ninety days to allow staff to convene a committee for vetting and researching the proposed name or renaming. During this time, staff will prepare an agenda memorandum to submit to advisory boards, including but not limited to Parks, Recreation, Libraries, and Open Space Advisory Board (PRLOSAB); Historic Landmark Board (HLB); Inclusivity Board (IB); and



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Westminster Historical Society. This may include notification of surrounding neighborhoods if a site is proposed to be renamed. Notification methods for the surrounding neighborhoods could encompass the use of signage, mailers, or a survey link seeking feedback. Upon advisory boards review, Staff will forward information to City Council for their review and consideration in a public meeting.

Depending on the type of facility that is proposed regarding naming/renaming, the request will be forward to the appropriate advisory board for a recommendation.

- f. After the public meeting is conducted, City Council shall formally consider the naming or renaming of a City of Westminster property via resolution.
 - g. If City Council approves of the proposed name or renaming of a site, a minimum of six months will be required to order and install new signage, prepare for the appropriate naming or renaming event, and change all publicly recorded documents and websites associated with the name change
2. The following guidelines shall apply to the naming or renaming of a City of Westminster property after an individual:
- a. The name of an individual may be considered only if it is determined that it is in the public interest to honor the individual or the individual's family for historical or commemorative reasons.
 - b. The name of an individual shall not be given consideration unless the individual portrays a positive image and is or was associated with or made a significant contribution to City of Westminster properties being named or renamed or to the area in which the property is located.
 - c. Public property shall not be named after a former City employee until the person has been employed by the City for at least twenty-five years, retired for at least five years, and is known for an outstanding career in public service.
 - d. Names of individuals who have made significant contributions to the City of Westminster shall be preferred over names of national figures.
 - e. The individual served as a publicly elected official in or from Westminster.



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- f. An individual's epithet, nickname, or title may be used if it would provide a more appropriate, interesting, or enduring name. If an epithet, nickname, or title is proposed as part of the naming, the individual for whom the park or open space is being named must agree to the name. In the case of a deceased individual, the person's spouse or children (if spouse is no longer living) or parents (if spouse is no longer living and/or the person did not have children) (in that priority order) must agree to the name.
3. To avoid duplication or confusing nomenclature, Staff will review existing site names in the city as well as those in neighboring communities when considering name suggestions.
4. For all areas, a site name based on a natural feature, geographic location, or historical event is preferred. Naming or renaming of a site for an individual or organization should be reserved for occasions where the person or organization made a significant contribution to the community over an extended period of time; is a universally celebrated group, organization or individual; and/or the individual or organization is donating the land to be used for the site's defined purpose.
5. Names of corporations or civic groups will be considered if they had a significant impact in the establishment or development of the City of Westminster, State of Colorado, or the United States of America.
6. Names that could be considered derogatory, obscene, blasphemous, or in poor taste based on community standards shall not be considered.

II. **Naming Process for New Sites**

1. The City of Westminster will utilize an internal Site Naming Committee, comprised of members such as Department Director(s) city staff, and representatives from the City Manager's Office (CMO) and/or City Attorney's Office (CAO). In cases of formal joint operation or ownership with another agency, said agency will be included in the Site Naming Committee
2. The Committee will engage in both internal and external solicitation of names, followed by a thorough review of submissions based on predefined naming criteria. To enhance transparency, Staff will seek input from other advisory boards, such as the Inclusivity Board (IB); Historic Landmark Board (HLB) Parks; Recreation, Libraries, and Open Space Advisory Board (PRLOSAB); and Westminster Historical Society whenever feasible.



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3. Upon the Site Naming Committee's recommendation and review and approval by the appropriate advisory board, the proposed name will be presented to the City Council for review during a public meeting, seeking ultimate approval.
4. For historical documentation, any named site should feature a plaque or similar recognition detailing the significance of the name, which may include information posted on the City's website. Consistency across the City will be ensured by consulting the Division responsible for primary City communication.
5. In the past, new parks have often been named after places or landmarks associated with England, and many of the City's existing park names reflect this tradition. This practice has demonstrated its value in serving the City's interests while ensuring a legacy and meaningful representation of the City's values within its park and open space systems. Staff will maintain this priority when naming new parks in the future. Open spaces will typically be named after individuals, families, historical landmarks, geographic locations, or commonly referred-to areas within the City. This practice will be consistently prioritized with the acquisition of new open spaces.
6. City Facilities should reflect historical, cultural, geographical, or community significance and easy to recognize, spell, and pronounce.

III. **Renaming Process of Existing Sites**

Proposals to rename sites are not encouraged although may be warranted, especially if the continuation of the name may compromise the public trust or reputation of the City. All potential renaming suggestions will be fully investigated and considered by the City of Westminster and potentially an internal Site Renaming Committee. The Site Renaming Committee should include, but are not limited to, the Department Director(s), city staff, representatives from CMO and/or CAO, and when possible, a member from a city advisory board. Critical examination should ensure that renaming of a site will not diminish the original justification for the name or the prior contributors. Renaming will follow the same procedures as naming a site. The Department initiating the renaming shall be responsible for costs of renaming the facility including any public notifications, replacement of signs (both on-site and any directional signs from City or State rights of way, reprinting of city materials, and similar costs. Individuals or groups requesting such name changes shall be responsible for costs of renaming facilities to be paid prior to the renaming based on an estimate provided by City staff.

IV. **Policy Administration**

Once a City of Westminster property site is named or renamed, the name of the public property cannot be changed for 25 years. After an investigation by the city, if the



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name is found to be inappropriate considering new information, the City of Westminster and potentially an internal Site Renaming Committee will follow the same procedures as stated in the renaming process of existing sites.

The person(s) or group submitting the request may be responsible for covering all costs associated with the renaming, including new or refurbished signage, plaque, delivery, installation of concrete pad or other mounting surface, hardware, irrigation allowances, and other miscellaneous expenses.

The City of Westminster is responsible for communicating name changes to its citizens and other impacted parties. This includes posting updates on the City's website and using additional communication methods as needed.

The City of Westminster will review and revise this policy as needed.



Site Naming and Renaming Application

Applicant Information

Full Name: _____ Date: _____
Last First M.I.

Address: _____
Street Address Apartment/Unit #

City State ZIP Code

Phone: _____ Email _____

Proposed Name: _____

Current Name: _____

Request type

Naming of a newly constructed site

YES NO

Naming of an existing site previously unnamed

YES NO

Renaming of an existing site

YES NO

Property Type to be Named or Renamed

Building or facility:

YES NO

Park, trail, or open space:

YES NO

Other site or property: _____

City of Westminster Naming Application
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Please complete in as much detail as possible the following questions.

Background Information – Why are you seeking this name or name change. (Explain)

If Applicable - Civic Involvement, Historical Context, or Significant Contributions in the City of Westminster (Explain)

Reason for Nomination (**Required**) Please be specific. Feel free to attach separate supporting information.

Additional Comments (Additional information may be attached).

Signature: _____ Date: _____

For Official Use

Date Received by City Manager's Office _____

Name of Recipient _____

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