

RESOLUTION NO. 2011-31

A RESOLUTION OF THE MAYOR AND COUNCIL OF THE TOWN OF FOUNTAIN HILLS, ARIZONA, ADOPTING THE AMENDED AND RESTATED TOWN OF FOUNTAIN HILLS, ARIZONA POLICY AND PROCEDURES FOR CIVIC NAMING OF STREETS, BUILDINGS, STRUCTURES AND RECREATIONAL FACILITIES.

WHEREAS, the Mayor and Council of the Town of Fountain Hills (the "Town Council") has determined that it is in the best interests of the citizens of the Town of Fountain Hills to establish written policies that ensure a consistent procedure for the naming of streets and municipal facilities; and

WHEREAS, the Town Council approved Resolution 2006-08 on February 16, 2006 (the "Prior Resolution") which adopted the Town of Fountain Hills, Arizona, Policy and Procedures for Civic Naming of Streets, Buildings, Structures and Recreational Facilities, a policy to formalize the framework for the naming of streets, buildings, structures and recreational facilities (the "Original Naming Policy"); and

WHEREAS, the Town Council desires to refine and update the Original Naming Policy by replacing it with the Town of Fountain Hills, Arizona Policy and Procedures for Civic Naming of Streets, Buildings, Structures and Recreational Facilities, Amended and Restated August 4, 2011 (the "Amended Naming Policy").

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND COUNCIL OF THE TOWN OF FOUNTAIN HILLS, ARIZONA, as follows:

SECTION 1. Resolution 2006-08 is hereby repealed, including the Original Naming Policy adopted therein.

SECTION 2. That certain document known as the Town of Fountain Hills, Arizona Policy and Procedures for Civic Naming of Streets, Buildings, Structures and Recreational Facilities, Amended and Restated August 4, 2011, is hereby adopted in substantially the form attached hereto as Exhibit A.

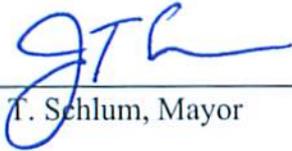
SECTION 3. If any section, subsection, sentence, clause, phrase or portion of this Resolution or any part of the Policy adopted herein by reference is for any reason to be held invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions thereof.

SECTION 4. The Mayor, the Town Manager, the Town Clerk and the Town Attorney are hereby authorized and directed to take all steps and to execute all documents necessary to carry out the purpose and intent of this Resolution.

PASSED AND ADOPTED BY the Mayor and Council of the Town of Fountain Hills,
Arizona, August 4, 2011.

FOR THE TOWN OF FOUNTAIN HILLS:

ATTESTED TO:



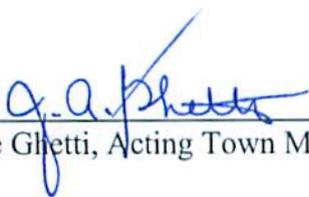
Jay T. Schlum, Mayor



Bevelyn J. Bender, Town Clerk

REVIEWED BY:

APPROVED AS TO FORM:



Julie Ghetti, Acting Town Manager



Andrew J. McGuire, Town Attorney

**EXHIBIT A
TO
RESOLUTION NO. 2011-31**

[Amended Naming Policy]

See following pages.

**TOWN OF FOUNTAIN HILLS, ARIZONA
POLICY AND PROCEDURES
FOR CIVIC NAMING OF STREETS, BUILDINGS, STRUCTURES AND
RECREATIONAL FACILITIES
(Amended and Restated August 4, 2011)**

In order to establish for the Town of Fountain Hills, Arizona (the "Town") a formal procedure and criteria for the selection of place names for any given building, street, public place, facility, or natural feature within the Town limits or otherwise owned and/or operated by the Town, the following Policy and Procedures (this "Policy") is hereby adopted by the Mayor and Council of the Town (the "Town Council").

1. General Policies.

A. Naming Facilities and Streets. The Town Council shall approve, by resolution, the naming of all municipally owned and/or operated buildings, structures, natural features and recreational facilities, whether in whole or portions thereof (hereafter referred to individually as a "Facility" or collectively as "Facilities"), and streets, roads or any public rights-of-way (hereafter referred to individually as a "Street" or collectively as the "Streets") within the corporate limits of the Town. Portions of a Facility may have names other than that of the entire Facility and features may be dedicated to or in honor of a person such as "Smith Beach" or "Jones' Amphitheater" at Fountain Park.

B. Recommendations to Other Bodies. This Policy should also be followed in reviewing or preparing the Town's official comments or recommendations to State, Federal, and/or intergovernmental boards taking actions regarding geographic names, naming or renaming of facilities or streets.

C. Town Council Consideration. The Mayor, three members of the Town Council, or the Town Manager may request the naming or renaming of a Facility or a Street. Thereafter, the Town Council shall discuss the requested renaming at a public meeting.

D. Public Notice. The Town Council shall provide appropriate public notice of any Street or Facility naming actions in conjunction with other agenda items for regularly-scheduled meetings.

E. Changes to Approved Names. Once a name has been officially approved by the Town Council, changes should be strongly resisted.

F. Town Council Discretion. In all cases, the Town Council reserves the right to accept or reject any proposal to name or rename a Street or Facility, in its sole discretion.

G. Town Manager Duties. The Town Manager, upon approval of the naming or renaming action by the Town Council, shall implement names or name changes of Facilities or Streets. The Town Manager shall notify those who have submitted the suggestion as well as

other appropriate offices and agencies. Upon Town Council denial of a name or name change, the Town Manager shall notify those who requested the name change.

2. Naming Criteria.

A. For Facilities and Streets Generally. Recognizing that the naming or renaming of a Facility or Street should be approached cautiously with forethought and deliberation, the following criteria are hereby established:

(i) To avoid duplication, confusing similarity or inappropriateness, the Town Council, in considering name suggestions, shall review existing Facility and/or Street names, as applicable.

(ii) In naming of Facilities and Streets, consideration shall be given to geographic location, historical or cultural significance and natural or geological features. In the development of a Facility, the address designation shall be used until the formal naming of the Facility. Whenever possible, naming shall be made prior to the completion of construction of a Facility or Street.

(iii) Facilities and Streets may be named only for a deceased individual or individuals if the individual or individuals has/have enhanced the quality of life within the Town, provided two years or more has elapsed between the consideration for naming and the time of death of the individual or, in the case of related individuals, two years after the death of one of the individuals. The deceased individual shall have performed outstanding service in one or more of the following categories:

(a) Maintained involvement in a leadership role in civic organizations that are devoted to community improvement.

(b) Provided assistance to the underprivileged, economically disadvantaged or physically and/or mentally handicapped.

(c) Actively promoted and directed community events and activities that have clearly added to the enrichment of the quality and quantity of cultural life within the community.

(d) Actively promoted and implemented effective programs and activities within the community for the Town's youth.

(e) Actively promoted and implemented effective programs and activities within the community for the Town's senior citizens.

(f) Assumed an active leadership role in developing and implementing programs directed to the improvement of the visual aesthetic appearance of the community at the commercial, public or residential level.

(g) Assumed an active leadership role in developing programs and facilities directed toward the improvement of community social and health needs as well as programs directed toward humanitarian purposes.

B. Additional Criteria Applicable to Streets. In considering the renaming or naming of a Street, the Town Council shall consider the following:

(i) Street names, plats, specific sites and places and natural features indicated on general usage maps for 50 years or more (age criteria applied by the National Register of Historic Places) should only be changed under exceptional circumstances. Street names shall not be similar in spelling or pronunciation to a presently-existing major collector or arterial road in the Phoenix Metropolitan area. No Street shall be named by number only according to the street numbering grid (i.e. 150th Street) unless the Street follows a straight north-south alignment.

(ii) Attention should be paid to maintaining sequential, numerical and alphabetical naming patterns when considering any Street name changes or additions. All Streets shall be named and numbered consistently with the County-wide street numbering system and no such name or change of name shall take effect until (a) the affected public safety agencies have been notified and (b) all impacted public safety dispatch maps have been amended. Any extensions of presently-existing Streets within or into the Town shall bear the same name as the existing roadway. No Street name shall contain a homonym.

(iii) New Streets shall be named according to the following guidelines:

(a) In most cases, the Street name will be proposed by the property owner, reviewed by the Town staff and approved by the Town Council as part of its consideration of a final plat for a development within the Town.

(b) If an unnamed private street is dedicated to the Town, the name may be suggested by the property owners thereon, but the Town Council shall make the final determination.

(iv) No Street shall be renamed unless:

(a) The new Street name is not one already well known in the Phoenix metropolitan area.

(b) There are no (or very few) buildings or another addressed facilities presently existing along the Street.

(c) The new Street name will not be confused with other existing Streets in the Town.

(d) The new Street name shall not be the same as a specific living person within the Phoenix Metropolitan area.

C. Historical Reference. Changes of names for Facilities or Streets should only be approved when they do not violate historical or common usage names. Facilities and Streets may be named after research reveals that the area around the Facility or Street has been commonly, yet unofficially, named by the residents in the area.

3. Donations; Sponsorships.

A. Donor Naming. Facilities and Streets may be permanently named for an individual (alive or deceased), organization, or business if that individual, organization, or business has made a donation of money, land or other goods and/or services to the Town equal to at least half the full cost of the Facility or Street, either for purposes of developing a particular Facility or Street or for the Town's Capital Fund. Such arrangements will be called "permanent naming." Permanent Naming proposals from any company or organization whose business is the sale of illegal substances or activities, or any product or activity deemed objectionable by the Town Council, will not be considered.

B. Sponsorships. The Town may, at times, solicit sponsorship naming opportunities, at which time the Town staff will solicit bids for naming rights to Facilities or Streets from individuals, businesses and organizations. Sponsorship naming opportunities will be for terms less than 20 years, as determined by the Town Council and shall have a minimum value of at least \$100,000. Funds collected from sponsorship naming may be either directly for the purpose of developing the particular Facility or Street to be named (if the Facility or Street is a new Facility or Street in need of funding), or the funds collected may go to the Town's Capital Fund if the Facility or Street to be named is an existing Facility or Street. The procedure for sponsorship naming opportunities is as follows:

(i) Town staff will determine if submitted sponsorship naming proposals meet the purpose and intent of this Policy and will rank its choices if more than one proposal is to be considered.

(ii) Town staff will forward all qualified proposals along with its recommendation to the Town Manager.

(iii) The Town Manager will forward all qualified proposals to the Town Council and make a final recommendation to the Town Council.

(iv) The Town Council shall have the final authority to determine whether or not to accept a proposal, in its sole discretion.