

Town of Matthews

PUBLIC AREA & FACILITY NAMING / RENAMING POLICY

I. GENERAL POLICY STATEMENT

The Town of Matthews Board of Commissioners shall be responsible for approving all names for public areas and facilities of the Town of Matthews. The Town Board reserves the right to name and/or rename a public area or facility on its own motion. The Town Board may choose to use the process outlined in this policy. All applications and other requirements surrounding the naming and/or renaming of public areas and facilities will be entertained and recommended for consideration by individual citizens, independent groups, staff and/or other approved governmental bodies.

II. APPLICATION PROCESS

1. The Town Clerk will accept requests for suggested naming/renaming of public areas and facilities received via facsimile, email or written application. The application request will include as much background data as possible to justify the proposal to name/rename the identified public area or facility. For newly constructed facilities/public areas, recommended names should be submitted for consideration no less than 180 days in advance of the area or facility's proposed dedication.
 - A. Applications for the original naming of a public area or facility must be supported by a signed petition with a minimum of two percent (2%) of signatures of households within the Town of Matthews displaying support of the request.
 - B. An application for changing the name of an existing public area or facility by addition of another name or a complete name change shall require a petition of at least ten percent (10%) of signatures of households within the Town of Matthews displaying support of the request.
2. The Town Manager will be notified of the request and provided a copy of the completed application, signed petition, and supporting data to justify the naming/renaming request.
3. A public meeting will be conducted by the Town Board.
4. If an application for renaming a public facility/area is denied, the suggested name/title cannot be re-submitted for a minimum of 5 years.

III. CRITERIA FOR CONSIDERATION

Applications will be accepted from any citizen of Matthews or group of Matthews' citizens who wish to recommend the naming of a public area and/or facility in honor of a person, natural phenomenon, geographic location or name/title that contains historical significance to the Town of Matthews.

Citizens may recommend the name of an individual for a public area or facility when that individual has made exceptional contributions to the Town of Matthews or to the particular public area / facility. Such contributions may have been rendered in money, land, time or in overall public service or promotion of public service. Exceptional service to the Town and/or community at-large in all areas of public service is equally acceptable.

The name of any facility or public area must not duplicate, or be closely related, or pronounced similarly, to any other name of a public area or facility within the Town, or any other local municipal system(s) so as to minimize confusion to the general public.

When the Town Board feels that the contribution of a particular individual or group of individuals warrants the name to be associated with a public area or facility that already has a name, the Town Board may add that name to the existing name. Only one (1) additional name may be added and no more than two (2) names may be given to any area or facility.

Naming of public areas and facilities for individuals that are living is generally discouraged. Living individuals may be considered if one or more of the following conditions are met:

- The site in its entirety, was donated by the individual
- A minimum of 50% of cost for the facility or area was donated by the individual

Recognizing that it is appropriate to change names of a public area or facility under certain conditions, the Matthews Board of Commissioners reserves the right to change the name of an area or facility. During its deliberations the Town Board may consider a minimum naming period, as an example twenty (20) years. This minimum time period applies only to those public areas and facilities that have been named for an individual.

The Matthews Board of Commissioners may desire to place a plaque at an appropriate location within a public area or facility, whereby the names of individual(s) may be placed for their contributions.

If there has not been a title suggested for a new public area and/or facility, the Town Board may then determine an appropriate name.

PETITION WITH REQUIRED SIGNATURES MUST BE ATTACHED