TOWN OF BLOOMFIELD

POLICY MEMORANDUM

SUBJECT: Naming/Renaming Town Facilities and Honorary Street Name Designation

NO: 110.01
DATE: February 10, 2014
AMENDED: February 14, 2022
BY: Town Council & Board of Education
APPROVED: Town Council

DISTRIBUTION: Town Council, Town Departments

I. PURPOSE

The purpose of this policy is to establish procedures for naming/renaming town-owned facilities. The naming/renaming of Town-owned property is done to honor a person or entity who has had a significant impact on the history, tradition and/or success of the Town of Bloomfield, in addition to enhancing the values and heritage of the Town while being compatible with community interest.

II. RESPONSIBILITY

Any resident, group of residents or organization in the Town of Bloomfield shall have the right to request that a building, room, public land, landmark, etc., be named under the guidelines listed below. All buildings, public land and landmarks that are owned by the Town are under the control of the Town Council. Therefore, all recommendations for naming/renaming must be presented to the Town Council for action.

Under extraordinary circumstances which would cast a negative image upon the Town, any naming of Town-owned facilities in honor of an individual, family or group may be revoked at the discretion of the Town Council.

The names of individuals or corporations or groups involved in controversial enterprises or activities, such as those that would be detrimental to the mission or image of the Town of Bloomfield must be avoided.

The naming of any school-related facility shall go to the Board of Education for their review and potential recommendation before being presented to the Town Council.

All requests shall be evaluated by the Town Manager and/or designee, moved to appropriate committee / Town Department for recommendation, and moved to Town Council for final approval. The Town Council shall notice and conduct a public hearing to receive public comment and input prior to final vote. The Town Council shall have the absolute right to accept or reject on any naming requests.

III. PROCEDURE

All requests shall be submitted to the Town Manager or designee in writing for evaluation; referred to appropriate Town Department for recommendation, and subsequently moved to Town Council for final consideration and action. The Town Council shall have the absolute right to accept or reject any naming requests.

A. A building, room in a building, public land, landmark, etc., may be named after an individual person, multiple persons or an organization where such person, persons or organization has made a positive impact in the Town of Bloomfield.

B. The donation of land, facilities, or funds for the acquisition, renovation or maintenance of land or facilities, shall not constitute an obligation by the Town to name the land and/or facility or any portion thereof for an individual, family or organization.

C. Existing names are deemed to have historic recognition. It is the Town of Bloomfield's policy to keep the name of any existing park, Town-owned building(s), or recreational facility, particularly one whose name has Town or regional significance, unless there are compelling reasons to consider such a change; after a thorough study and super majority (6-3) vote of the Town Council. Furthermore, the Town may consider renaming to commemorate a person or persons posthumously, only when such person or persons have made a major, extraordinary contribution to the Town and, whose distinctions are as yet unrecognized.

D. It is the intent of this policy to prohibit, except under extraordinary circumstance with a super majority vote (6 to 3) of the Town Council and a required minimum of 2/3 of the affected property owners' written approval, the changing of street names that have existing homes or businesses using the street name in their address, or streets which connect with adjacent jurisdictions.

E. Street naming and renaming shall be made by Town Council resolution or as a result of an approval and recordation of a subdivision map.

F. The Town reserves the right to pass all costs, including staff time, labor and materials associated with the installation of plaques, monuments and/or replacement of signs resulting from this policy along to the individual, group or organization sponsoring the request. Each request will be reviewed and determined on a case-by-case basis.

IV. NAMING CRITERIA

A. PARKS, TOWN-OWNED BUILDINGS, AND RECREATIONAL FACILITIES

1. Naming shall begin early in the development and/or acquisition.
2. Names should be appropriate to the park, Town-owned building, or recreational facility by reflecting the native wildlife, history, flora, fauna, geographic area, or natural geologic features related to the community of Bloomfield.
3. Names can be from significant historical events, cultural attributes, and a local landmark or for a historical figure.
4. Areas that can be recognized include: points of entry, walkways, trails, room or patio within a Town-owned building, recreational facilities such as group picnic areas, and physical features.

5. Names which reflect the Town's ethnic and cultural diversity are encouraged. All signage shall be in English.
6. Commemorative names honoring individuals or families should be based on the following criteria:
   a. made lasting and significant contributions to the protection of natural or cultural resources of the Town of Bloomfield;
   b. made substantial contributions to the betterment of a specific facility or park consistent with the established standards for the facility;
   c. made substantial contributions to the advancement of commensurate types of recreational opportunities with the Town of Bloomfield;
   e. be associated to an economic development or redevelopment activity;
   f. had a positive impact on the lives of Bloomfield's residents.

B. STREETS

1. Names shall be unique, easily discernible, and simple to pronounce for public safety consideration. Similar sounding or duplicate street names shall not be considered.
2. Street names may recognize native wildlife, flora, fauna or natural geologic features related to the community and the Town of Bloomfield.
3. Street names shall not contain more than 18-letter characters, including any combinations of spaces, or letters, designations in the base portion of the name.
4. Cumbersome, corrupted or modified names, discriminatory or derogatory names, from the point of view of race, sex, color, creed, ethnicity, religious affiliation, political affiliation or other social factors are not acceptable.
5. The Town adopts the street names when the final subdivision map for the development is recorded.
6. Bloomfield Street Naming Standards – See Appendix A

C. COMMEMORATIVE STREETS NAMES AND PLAQUES

1. Commemorative street name signs are additions to the street name and will not change the street address. Existing street name shall be retained and a supplemental sign or plaques shall be installed. Commemorative street name signs shall consider the same criteria for naming of streets.
2. Commemorative plaques shall be placed in common areas within the Town of Bloomfield. In recognition of individuals honored for their accomplishments and contribution to the Town, a community COLUMN OF HONOR, WALL OF HONOR, OR WALK OF HONOR (placeholder names) is to be established at (locations to be determined at Town Hall or existing Park such as Filley Park).The COLUMN/WALL/WALK OF HONOR will be a permanent honor, consisting of a marker describing the honoree(s) accomplishments. Recognition will be made either at a Town Council Meeting or at a special ceremony at the COLUMN/WALL/WALK OF HONOR.
3. Criteria for commemorative street names and plaques are as follows:
   a. Names honoring individuals, groups, or families should be based on one or more of the following criteria:
      i. made lasting and significant contributions to the protection of natural or cultural resources of the Town of Bloomfield
      ii. made substantial contributions to the betterment of the Town of Bloomfield which has positively impacted the lives of citizens of the Town of Bloomfield,

iii. be associated to an economic development or redevelopment activity in fulfillment of the Town's mission;
iv. commemorates a significant historical event;

b. Names of living persons shall be considered only under one or more of the following circumstances:
   i. The honoree contributed 50% or more of the cost of a major facility; A contribution is not required to be monetary (example: land or building)
   ii. The honoree initiated or contributed major time to the establishment of the Town project;
   iii. The overwhelming belief that the honoree would likely be honored for that facility posthumously;
   iv. The honoree has given extraordinary service to the Town and to the community;
   v. The honoree has attained national or international prominence and achievement.

c. Naming after an individual who has served as a Town Official or as a Town employee shall occur after the person has separated from Town service and should be based on one or more of the following criteria:
   i. Made contribution over and above the normal duties required by their positions.
   ii. Had a positive impact on the past and future development of programs, projects, or facilities in the Town of Bloomfield.
   iii. Made significant volunteer contributions to the community outside the scope of their job.
   iv. There is significant public support for a memorial to the Town official or Town employee.

Appendix A

Bloomfield Street Naming Standards:

1. Every distinct street with two or more dwellings should be given a separate, unique, easily discernable, and simple to pronounce name. This includes all private streets and driveways.

2. Each street should have one -- and only one -- correct name. A named street should be essentially continuous, without gaps.

3. Street names for continuous or aligned travel ways should only change when there is a substantial intersection or other such logical separation location.

4. Street names, excluding suffixes, shall not be more than eighteen characters, including spaces, in length.

5. Cumbersome, corrupted or modified names, discriminatory or derogatory names, from the point of view of race, sex, color, creed, ethnicity, religious affiliation, political affiliation or other social factors are not acceptable.

6. There should be no duplicate street names, such as Pine Road and Pine Lane; except where logic suggests acceptability, such as a more 'minor' street directly connects to, and is related to, a more major street (e.g. 'Jerome Avenue' and 'Jerome Way').

7. There should be no similar sounding names, such as Beach Avenue and Beech Avenue, Main Street and Maine Street, or Apple Hill Road and Apple Road.

8. Every street name should have a corresponding standard suffix as allowable under the attached 'Bloomfield Street Name Suffix Standards'.

9. Street name qualifying suffixes should only be used where logic suggests acceptability. For instance (using current Bloomfield street names,) 'Griffin Road North' and 'Griffin Road South' are acceptable because they are aligned on either side of an intersecting street; 'Ryefield Hollow Drive North' and 'Ryefield Hollow Drive South' are not acceptable because there is no logical relationship.

10. Street names should be assigned based on traffic patterns. When a street forks into two streets, the fork with the higher traffic volume should continue the same name.

11. Streets should not be identified by a route number.

12. Street names may recognize natural wildlife, flora, fauna, or natural geologic features related to the community and the Town of Bloomfield.

13. Pseudo street names should not be used in addresses; (e.g. '1 Acme Plaza' should not be used in a building address unless the building has access to a street named 'Acme Plaza'.)

14. Special characters, such as hyphens, apostrophes, periods, or decimals, are not allowed in street names.

15. Streets within multi-structure complexes (e.g., business campus, multiunit apartment complex) should be named and each structure individually addressed.

16. Street names for new subdivisions shall be proposed by the developer, reviewed by the Planning Commission, and approved by the Town Council. The street names are adopted by the Town when the final subdivision map for the development is recorded.