



Town of Coventry

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- SUBJECT:** Naming of Town-owned Property and Features
- PURPOSE:** To establish a policy and procedure for the naming of all Town-owned property, cemeteries, park lands, buildings, facilities and their respective features.
- APPLICABILITY:** This policy shall apply to all Town-owned property, including but not limited to cemeteries, park lands, buildings, facilities, and their respective features. This policy does not apply to public school properties, including buildings, fields, and facilities.
- POLICY:** The Coventry Town Council establishes the following procedure to guide the process of naming municipal facilities, including buildings, areas within buildings, exterior campus sites, landscaping projects, cemeteries and memorials, park land, and open spaces along with their respective features.

The term “facilities” for purposes of this policy shall mean any Town-owned property, cemeteries, park land, building, facility, and their respective features.

Preference shall be given to naming facilities after significant geographical, neighborhood, and/or historical elements. On occasion, the Town Council may wish to acknowledge the activities and significant contributions made by individuals to the Town through the use of various naming options.

Section I – Naming Principles

The name given to a Town facility should:

1. give a sense of place, continuity, belonging, and celebrate distinguishing characteristics of Coventry;
2. maintain a long-standing identification with Coventry residents;
3. be understandable to the majority of Coventry residents; and
4. shall not be discriminatory, derogatory, divisive, or political in nature.

The Town of Coventry shall choose names or take under consideration for Town-owned property, cemeteries, park lands, buildings, facilities, and their respective features based upon its relationship to the following:

1. The area or neighborhood in which the facility is located;
2. Natural or geological feature;
3. An historical name related to Coventry’s heritage and/or historical folklore;
4. An individual of international, national, state, or regional significance; or
5. An individual for the purpose of recognizing (1) particular activities and significant contributions to the Coventry community; (2) the individual’s association with the grant and acceptance of a significant gift or deed restriction.

In all instances involving an individual’s name, no Town facility shall be named after an individual, until, at a minimum, a two (2) year waiting period after their death, unless such requirement is waived by the unanimous vote of the Town Council.

In all instances involving a business name, appropriate consideration shall be given to the nature of the business conducted by the subject business, its record of community involvement and/or giving, its relationship to the Town, and any controversy surrounding such business.

Section II – Naming Process

The Town Council is the determining body for all naming considerations and may initiate said process at their discretion by resolution. Town Boards or Commissions may also submit nominations to name a Town facility. The process for Boards and Commissions wishing to name or rename a Town facility may be initiated by a written proposal to the Town Manager stating how the proposed name(s) meet the criteria in Section I and, if appropriate, a biographical outline of the individual.

The Town Manager shall transmit the request to the Town Council, which upon receipt may be referred to the Town Council Steering subcommittee for review and recommendation. Such recommendation shall state how the proposed name(s) meet the criteria in Section I. Public input shall be sought during the review process.

The naming of a facility may occur upon the approval by majority vote of the Town Council. In the event the naming is not approved by a majority vote of the Town Council, no further action on the proposed name shall be taken. Substantially similar name applications shall not be submitted more than once during any twelve (12) month period, or more than three (3) times in total.

Section III – Naming of Features

The interior and/or ancillary features of a facility may have names other than the entire facility. The naming of such features shall be subject to the criteria set forth in Section I and the selection process outlined in Section II.

Section IV – Naming Options for Recognition of Donations

In addition to the naming of an entire facility, the Parks & Recreation Commission is authorized to coordinate other appropriate ways of recognizing donations including but not limited to the following: interior/ancillary feature naming, outdoor plaza, the dedication of plaques at a facility such as the use of donor plaque boards or the purchase of features such as trees, benches, and picnic tables. These guidelines shall be in writing and subject to Town Council review and approval.

Section V – Renaming Procedure

The naming of a facility shall be bestowed with the intention that it will be permanent. Consequently, changes to a facility's name shall be strongly resisted and discouraged. Absent exceptional circumstances, only facilities named for an area or neighborhood, natural or geographical feature shall be considered for renaming. Facilities named by deed restriction shall not be considered for renaming.

Facilities named after individuals shall not be renamed unless it is found that the continued use of the name is not in the best interests of the community.

The process for renaming a facility shall be the same for naming as set forth within this policy.