



TOWN OF MAYNARD SELECT BOARD

MUNICIPAL NAMING POLICY

Date Approved: February 21, 2023

1. Purpose:

To establish a uniform policy regarding requests for the naming or renaming of town owned land and facilities including parks, recreation facilities, buildings, streets, and the designation of commemorative street names and plaques that are compatible with the community interest and will enhance the values and heritage of the town of Maynard.

2. General:

- A. This policy shall establish the guidelines, criteria and process for naming or renaming of town owned properties and to designate commemorative street names and plaques.
- B. The Select Board shall have final authority to name and rename any and all town owned properties, including parks, recreational facilities, buildings, and streets, and to designate commemorative street names and plaques.
- C. Under extraordinary circumstances that would cast a negative image upon the town, any naming of town owned properties in honor of an individual, family, or group, or named concept, term or slogan, may be revoked at the discretion of the Select Board.
- D. The names of individuals or corporations or groups, or named concepts, terms or slogans, involved in controversial enterprises or activities, such as those that would be detrimental to the mission or image of the town of Maynard, should be avoided.
- E. 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 after an individual, family or organization.

3. Criteria:

- A. Compelling facts or circumstances that would justify the town's ongoing and permanent recognition, whether the town-owned property is to be named for an individual honoree, or family, or group, or named concept, term or slogan.
- B. An Honoree must be or have been a long time Maynard resident, and/or a resident at his or her time of death in the line of duty either to the town or the United States Armed Forces.
- C. An Honoree must have served either the town of Maynard and/or the United States Armed Forces, either of which must be verifiable through public records or service discharge papers. This includes volunteer service and/or individuals serving as elected town officials.

4. The Process:

- A. Written request submitted to the Town Administrator's Office for consideration by the Select Board. The initial requests must include the following:
 - i. For an individual honoree:
 1. Full Name
 2. Dates of residency in the town of Maynard
 3. Verifiable Service dates as outlined above
 - ii. For a family or group:
 1. Full names of prominent members

2. Dates of residency of family members
 - iii. Narrative as to the extraordinary circumstances or achievements of an honoree, family or group, or the purpose and community significance of a named concept, term or slogan, on which the request is based.
 - iv. Details of any projects associated with application, including designs, professional reviews, costs, materials, project management, procurement procedures, and funding requests.
- B. Town Administrator's Office forwards the request to the Select Board to review and potentially interview applicant.
- C. Service and residency dates and facts are verified, if warranted.
- D. The Select Board votes to approve the name, and may consider approval to fund naming rights and project.
- E. Notice of intent to name a park, recreational facility, town-owned building, or commemorative naming of a street shall be posted in public places a period of 30 days, during which time public comments will be accepted.
- F. After the 30-day public comments period, the request will be placed on the agenda for the next regularly scheduled Select Board meeting for the Board's consideration.
- G. Details for any dedication event are proposed by the applicant and coordinated with the Town Administrator's Office.
- H. The Select Board makes dedication in the town's name.