

City of Palm Coast, Florida Agenda Item

Agenda Date: July 21, 2026

Agenda Item: G.1

Department	PARKS AND RECREATION	Amount
Division	PARKS AND RECREATION	Org/Account #
Subject: RESOLUTION 2026-XX APPROVING AN AMENDMENT OF THE NAMING OF PUBLIC FACILITIES GUIDELINES		
Presenter: James Hirst, Director of Parks and Recreation		
Attachments: 1. Resolution 2. Guidelines		
Background: On September 21, 2021, the Palm Coast City Council approved the Guidelines for the Naming of Public Facilities, establishing the process and criteria for naming and renaming City-owned parks, recreation facilities, municipal buildings, and other public spaces. The guidelines include an advisory board review process prior to consideration by the City Council. On January 20, 2026, City Council established the Parks and Recreation Advisory Board (PRAB) to serve in an advisory capacity on matters related to parks, recreation, arts, culture, history, and open space. As part of its responsibilities, PRAB reviews and provides recommendations on matters referred to the Board by City Council, the City Manager, or City staff. Staff has reviewed the Guidelines for the Naming of Public Facilities and determined that the review of naming requests for parks and recreation facilities aligns with the purpose and responsibilities of PRAB. Therefore, staff is proposing amendments to designate PRAB as the advisory board responsible for reviewing and providing recommendations on facility naming requests prior to City Council consideration. The proposed amendments do not alter the intent of the guidelines, naming criteria, or City Council's authority to approve or deny naming requests.		
Recommended Action: ADOPT RESOLUTION 2026-XX APPROVING AN AMENDMENT OF THE NAMING OF PUBLIC FACILITIES GUIDELINES		

RESOLUTION 2026-____
AMENDING RESOLUTION 2021-130

A RESOLUTION BY THE CITY COUNCIL OF THE CITY OF PALM COAST, FLORIDA, APPROVING AMENDING THE GUIDELINES AND PROCEDURES FOR THE OFFICIAL NAMING OF PUBLIC FACILITIES OWNED OR OPERATED BY THE CITY; PROVIDING FOR CONFLICTS; PROVIDING FOR SEVERABILITY; PROVIDING FOR IMPLEMENTING ACTIONS; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the City of Palm Coast has determined the need to evaluate the current guidelines and procedures for the official naming of public facilities to update the review and recommendation committee; and

WHEREAS, the City Council of the City of Palm Coast established the Parks and Recreation Advisory Board on January 20, 2026; and

WHEREAS, the City Council intends to provide all citizens and groups in the community the opportunity to participate in the naming of Public Facilities, subject to review and recommendation by the Parks and Recreation Advisory Board, with final review and approval by the City Council.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF PALM COAST, FLORIDA, AS FOLLOWS:

SECTION 1. LEGISLATIVE AND ADMINISTRATIVE FINDINGS. The above recitals (whereas clauses) are hereby adopted as the findings of the City Council of the City of Palm Coast.

SECTION 2. APPROVAL. The City Council of the City of Palm Coast hereby approves the amended guidelines and procedures for naming or renaming the City's Public Facilities as attached hereto and incorporated herein by reference as Exhibit "A."

SECTION 3. SEVERABILITY. If any section or portion of a section of this Resolution proves to be invalid, unlawful, or unconstitutional, it shall not be held to invalidate or impair the validity, force, or effect of any other section or part of this Resolution.

SECTION 4. CONFLICTS. All resolutions or parts of resolutions in conflict with any of the provisions of this Resolution are hereby repealed.

SECTION 5. IMPLEMENTING ACTIONS. The City Manager is hereby authorized to take any actions necessary to implement the action taken in this Resolution.

SECTION 6. EFFECTIVE DATE. This Resolution shall take effect immediately upon adoption by the City Council.

DULY PASSED AND ADOPTED by the City Council of the City of Palm Coast, Florida, on this 21st day of July 2026.

ATTEST:

CITY OF PALM COAST

KALEY COOK, CITY CLERK

MICHAEL NORRIS, MAYOR

APPROVED AS TO FORM AND LEGALITY

MARCUS DUFFY, CITY ATTORNEY

Attachment: Exhibit "A" Guidelines for the Naming of Public Facilities

GUIDELINES FOR THE NAMING OF PUBLIC FACILITIES

City of Palm Coast, Florida

Purpose

The purpose of these guidelines is to establish a systematic and consistent approach for the official naming of public facilities owned or operated by the City of Palm Coast ("City"), including but not limited to parks, facilities, recreational areas, streets, municipal buildings, and specialized areas. These guidelines are not intended to suggest that existing names of public facilities, properties or parks will be or should be changed and is intended only as guidelines for future decisions.

Objectives

- Ensure that City parks, facilities, recreational areas, streets, municipal buildings, and specialized areas are easily identified and located.
- Ensure that given names to City parks, facilities, recreational areas, streets, municipal buildings, and specialized areas are consistent with the values and character of the area or neighborhood served.
- Encourage public participation in the naming, renaming, and dedication of City parks, facilities, recreational areas, streets, municipal buildings, and specialized areas.
- Encourage the dedication of lands, facilities, or donations by individuals and/or groups.
- Advance the reputation of the City as well as increase the understanding and public support for its programs.

This Policy does not apply to:

- City core services facilities (e.g., City Hall, Fire Stations);
- Non-City facilities;
- Non-City facilities which occupy City lands and where the building is currently owned or leased by other than the City.
- Naming of programs, events, or other kinds of sponsorships conducted through the City.
- The dedication of small park amenities with an identifiable lifespan and not intended to be permanent such as fixed park benches, litter stations and tables.

Definitions

Naming means the name assigned by the City Council via resolution to a given public facility, property, or park.

Nominee means an individual or organization after whom a public facility, property or park is considered for naming.

Organization means a group, business, company, corporation or non-profit entity which has made an extraordinary contribution to the City of Palm Coast.

Park shall have the same meaning as “City Park” as defined in Section 42-161, Code of Ordinances, City of Palm Coast, Florida,

Property means any parcel of real property, developed or undeveloped, owned or managed by the City of Palm Coast.

Public Facility means any capital facility owned or operated by the City of Palm Coast.

Criteria

The practice of the City is to name parks, recreation areas, facilities, streets, municipal buildings, and specialized areas through an adopted process utilizing the above objectives, emphasizing community values and character, local and national history, geography, the environment, civics, and service to the City. Therefore, the following criteria shall be used in determining the appropriateness of the naming designation:

- Neighborhood, geographic, or common usage identification;
- A historical figure, place, event, or other instance of historical or cultural significance;
- National, state, and local leaders or heroes, both past and present;
- Natural or geographical features, such as plant materials, streams, rivers, lakes, and creeks;
- An individual, living or deceased [a] who has made a significant land and/or monetary contribution to the park, recreation area, facility, or municipal building, or [b] who has had the contribution made “In Memoriam” and when the name has been stipulated as a condition of the donation;
- An individual, living or deceased, who has contributed outstanding civic service to the City;
- Consideration shall be given to whether the nominee has already had a street, facility, property or park named after him/her/it;
- A public facility, property or park may be designated with only one name;

- No name will be considered that diminishes the historic integrity of a public facility, property or park;
- A request is ineligible when a similar request was considered and declined by the City Council within three years of the date of submittal of the current application;
- Public facilities, properties and parks will not be subdivided for the purpose of naming unless there are readily identifiable physical divisions such as road or waterways. However, naming of specific major areas of public facilities, properties and parks will be permitted. For example, a tennis court area within a larger public park may be named after a specific nominee. In such circumstances, such names must be different from the larger facility, property or park to avoid user confusion.
- The City shall make all decisions relating to the design and placement of all signs or markers on or at City facilities, properties and parks.

Facilities, specialized areas, or amenities may have a name different from that of the larger park, recreation area, facility, or municipal building.

Names that are similar to names of existing parks, recreation areas, facilities, streets, municipal buildings, and specialized areas should not be considered in order to minimize confusion.

Renaming

The City reserves the right to change the name of a City property, park, recreation area, public facility, street, municipal building, or specialized area to maintain consistency with these guidelines. However, renaming carries with it a much greater burden of process compared to initial naming. The renaming of parks and facilities is strongly discouraged. It is recommended that efforts to change a name be subject to the most critical examination so as not to diminish the original justification for the name or discount the value of the prior contributors. Tradition and continuity of name and community identification are important community values. Each request to rename must meet the criteria of this policy, but meeting all criteria does not ensure renaming.

Only those parks and facilities named for a location or subdivision shall be considered for renaming. Parks named by deed restriction shall not be considered for renaming.

Parks and facilities named after individuals shall not be changed unless it is found that the individual's personal character is or was such that the continuing use of the name for a park or facility would not be in the best interest of the community.

Procedures

The steps to name a public facility, park or property are as follows:

1. An open call for submissions by the City of Palm Coast including a deadline for submission.
2. A completed "City of Palm Coast Naming of Public Facilities Nomination Form" submitted to the City Manager or his or her designee for each nomination by any citizen, group, or organization.
3. The City Manager or designee will place complete submissions upon an agenda to be reviewed by the **Parks and Recreation Advisory Board ("Board")**. The Board shall review all factual and background information listed on the nomination form as well as any other information deemed appropriate. The Board shall provide a recommendation to the City Council regarding the naming request.
4. Following Board review and recommendation, the City Manager or designee will place complete submissions and Board recommendation(s) upon a subsequent City Council agenda for review. All complete submissions will be presented for consideration to the City Council along with the Board's recommendation(s).
5. The City Council shall discuss these submissions during a scheduled City Council meeting. The City Council may accept or reject the Board's recommendation(s). If the City Council does not accept any nominations for naming submissions, the City Council shall refer the call for submissions back to the Board. The City Council shall select the name or otherwise take action by vote at a scheduled City Council meeting.



City of Palm Coast Naming of Public Facilities Nomination Form

This Nomination Form is to establish a systematic and consistent approach for the official naming of public facilities in the City of Palm Coast including parks, facilities, recreational areas, streets, municipal buildings, and specialized areas. The criteria for nomination are explained in the document "Guidelines for the Naming of Public Facilities".

Nominator

Name: _____

Address, City, State, Zip: _____

Phone: _____ Email: _____

Nomination

The nominator must answer the following questions and submit this form to the City Manager or designee by _____

Name being nominated: _____

If a person:

A. Address, City, State, Zip (or former if deceased):

B. Date of Death (if deceased) _____

C. List specific years of involvement (Example - 01/10-12/17)

D. Identify the general area of contribution made by the nominee.

(Example - Health, Education, Business, Environment, Civic, Other)

E. Summarize the type of contribution (accomplishments and community involvement) that the nominee made. (more detail further below) :

(Examples – Neighborhood or geographic; Natural or geological features; National, State, and local leaders; Historical figure, place, or event; Individuals who have made significant monetary contributions or have contributed outstanding service to the community).

If other than a person:

- A. Summarize the reason for this nomination (more detail to be provided in section D. below)

- B. Identify in detail the area of contribution made by the nominee and be specific – name either facilities or specialized areas. (Example - Health, Education, Business, Environment, Civic, Other).

- C. Describe the type of contribution (accomplishments and community involvement) that the nominee made. (Examples – Neighborhood or geographic; Natural or geological features; National, State, and local leaders; Historical figure, place, or event; Individuals who have made significant monetary contributions or have contributed outstanding service to the community).

- D. Describe in detail why the name being nominated is related to this facility, including any background, details, or other relevant information.

Signature of Nominator: _____

Return the completed forms by email or mail to:

Email: customer-service@palmcoastgov.com

Mail: 160 Lake Ave, Palm Coast FL 32164