
M E M O R A N D U M

DATE: April 22, 2008
TO: City Council Members
FROM: Karen Halladay, Budget and Public Policy Analyst
RE: Naming Opportunities Policy

This memorandum has been prepared as a follow-up to the Naming Opportunities Ad Hoc Committee (Committee) meeting which was held with several representatives from the Administration on February 28th, which was convened following the Council's work session discussion on January 22, 2008. Representatives from the City's Public Services and Community Development Departments, and the City Attorney's Office provided their perspectives on naming, renaming, and dedication (naming) of city assets. The concept of naming and the overall approach in developing the draft of the naming opportunities policy were discussed. The Committee then proceeded to review, eliminate, and clarify issues from the draft of the policy. In addition, some issues needing additional research were identified. The following information is a brief summary of the naming issues discussed by the Committee.

The Committee recommends that an ordinance be prepared for the naming, renaming, and dedication of city assets. The ordinance would recognize that the Council would establish the policy direction, including establishing criteria and defining the overall process for the naming of city assets. City Administration would further research, define, develop, implement, and communicate the day-to-day process for effectively and efficiently naming city assets.

The Committee recognizes and supports the level of impact concept – the idea that the more prominent the naming and/or asset the more participation by the City Council. In the case of naming, level of impact would refer to neighborhood, community, and city-wide. The higher the level of impact the more involved the City Council would be in the naming of a city asset. For example, the naming of an asset in Liberty Park would be a more complex issue than naming an asset in Laird Park, a Salt Lake City neighborhood park. In addition, the Committee supports the concept of a City Council approved "wish list". The "wish list" would allow City Administration to direct citizens to items that are pre-approved for naming. Examples could include benches, trees, sports facilities and courts, or other fixtures that are needed to complete a Capital Improvement Project (CIP). During Internet research of the naming topic, Council Staff explored the City of West Bend, Wisconsin's wish list. Items, listed by department, ranged from school and bedding supplies needed for a Sister City Humanitarian Aid Project to monetary support of \$182,266 needed to complete a city riverwalk trail. Council Staff spoke to West Bend's City Administrator to inquire about the wish list success. He indicated that although the wish list did not bring in lots of monetary donations, he did not believe there were any downsides to publishing West Bend's wish list. The advice he provided was to market and promote the website and wish list to the public. The draft of the policy does allow for non-wish list or non-city defined naming opportunities, but these requests/applications would require the applicant(s) to get approvals from the Public Services and Community Development Departments.

Maintenance of named assets and any naming associated with a religion or religious figures were concerns requiring further research. With regard to the maintenance of a named asset, examples were found that allowed an asset to be named for its normal service life. The City Attorney did not find any legal issues associated with the concept of naming an asset for this time span and not guaranteeing a continued recognition beyond the

normal service life of an asset. The Committee did wish to allow for on-going naming, provided proof of an endowment would be part of the gift to ensure that funds would be available to provide for the on-going maintenance of the named asset. An example of a gift with high, on-going maintenance costs would be a fountain. In this case, if it were to be named, it would likely require proof of an endowment or escrow account, which could provide for on-going maintenance costs in the future. In addition, naming requests associated with a religion or religious figures are potentially challenging and controversial. However, the Committee does recognize that it may be appropriate for local religious figures to be recognized for their significant, civic contributions to the general public. The current version of the draft policy states that “A Name will not be chosen that is the name of a religious leader, unless the person being honored is recognized for their civic contribution.”

For a City-wide asset not defined on the “wish list”, a City Council super-majority vote (5 of 7) could be required for the approval of a naming, renaming and dedication.

Finally, the Committee did not wish to include honorary street naming in this policy. The Council may wish to ask the Administration for an update on the Street Naming Policy that the previous Administration had been pursuing.

Council staff is available to answer any additional questions, or pursue further research regarding the proposed Naming Opportunities Policy.

ISSUES/QUESTIONS FOR CONSIDERATION

1. The Council may wish to periodically review and provide guidance to the City Administration when the day-to-day processes are researched, defined, developed, implemented, and communicated. The day-to-day processes and tools, such as checklists, should be communicated clearly to ensure completeness and consistency from one Citizen, Applicant, and/or Community Council to another.
2. Some concern has been expressed about the use of corporate and business names in naming of city assets. Does the Council wish to discuss or define honorary naming versus potential for corporate advertising?
3. The current version of the draft document allows Community Councils to review a requestor’s application for Local Neighborhoods and Community Council Neighborhoods before submitting to the City for implementation. Does the Council wish to further clarify the Community Council’s role in the naming of a city asset or does the Council consider these issues to be of an administrative nature, and, therefore be addressed by City Administration? Some questions raised include the following:
 - Is a sign-off by the chair acceptable or is a vote of the entire community council desired?
 - Does the Community Council have any negotiating authority with the applicant regarding the proposed name?
 - If the Community is against the proposed name does that end the application or can the applicant by-pass the community in some manner?

Council Members – Council Staff has prepared a draft of a Naming, Renaming, and/or Dedicating Rights Policy. This draft is in a worksheet format with boxes to check to indicate which items you feel should be included or excluded in the policy. An ‘X’ indicates a policy exclusion. All other items will be included in the content of this policy.

Naming, Renaming, and Dedicating (Naming) City Assets Policy

Ordinance – An ordinance, after a more extensive approval process, is adopted into an enforceable municipal code. These ordinances or laws govern the acts of the city and are legally binding.

A. Purpose

This policy is to encompass the naming, renaming, and/or dedicating of any City assets including:

- Parks and Parklands
 - Landscape elements (Trees, Plants, Plaza, Gardens, etc)
 - Site furnishings (Benches, Drinking Fountains, Playgrounds, Art, etc)
 - Open spaces
 - Facilities
 - Recreation elements (Sports fields, Bocce Courts, etc)
 - Memorials, Statues, or Busts
 - Other municipal buildings, properties, sites, or structures
 - Other _____.
- The City Council defines policy direction, including establishing criteria and overall approval process.
- City Administration develops and implements processes to be followed when naming, renaming, or dedicating City assets.
- The City Council reserves the right to make the final decision when special circumstances exist for City asset naming, renaming or dedication. Special circumstances include, but are not limited to, the following: Large scale capital projects, large donations, City or Statewide recognitions, and/or unusual requests.
- The City Council recognizes naming, renaming, and dedicating City assets as a result of:
- Gifts
 - Donations, including volunteer efforts
 - Sponsorships
 - Joint Ventures and/or Partnerships
 - Significant contribution to the public.
- The naming of a particular asset is important for public awareness, promotion and emergency access. Therefore, naming, renaming, and dedicating will be consistent with the City of Salt Lake’s vision and will not contravene any policy of the City nor reflect negatively on the City’s public image.

B. Intent

The intent of this naming policy is to:

a. Recognize that requests are made to name, rename, and/or dedicate City assets including:

- Parks and Parklands
- Landscape elements (Trees, Plants, Plaza, Gardens, etc)
- Site furnishings (Benches, Drinking Fountains, Playgrounds, Art, etc)
- Open spaces
- Facilities
- Recreation elements (Sports fields, Bocce Courts, etc)
- Memorials, Statues, or Busts
- Other municipal buildings, properties, sites, or structures
- Other _____.

Requests can be made by:

- Citizens of Salt Lake City
- Citizen Groups of Salt Lake City
- Business or Property Owners of Salt Lake City
- Family and Friends of Salt Lake City residents
- Mayor of Salt Lake City
- City Council Members, as individual members or as a Council.

b. Define the criteria used in the determination of an honorary naming, renaming, and/or dedication of a City asset as a result of significant contributions made by

- Individuals
- Groups
- Organizations
 - For-Profit
 - Not-For-Profit
- International, national, or provincial events or competitions to the public life or well-being of Salt Lake City residents.

c. Define the criteria used in the determination of an honorary naming, renaming, and/or dedication of a City asset as a result of:

- Gifts
- Donations, including volunteer efforts
- Sponsorships
- Joint Ventures and/or Partnerships
- Significant contribution to the public.

d. Define and provide naming, renaming, and/or dedication opportunities to applicants

- Local Neighborhood** – Council provides policy direction, including establishing criteria and overall approval process, Community Council reviews requestor’s application before submitting, and City Administration implements
 - City-defined opportunities
 - Wish List of City Approved Items, for example, Park Benches, Public Gardens, Landscape Elements. Typically, items included on the City’s Wish List are included in approved Capital Improvement Projects.
 - Non-city defined opportunities – City Administration implements
 - Must work with Public Services and Community Development Departments
- Community Council Neighborhood** – Council provides policy direction, including establishing criteria and overall approval process, Community Council reviews requestor’s application before submitting it to the City, and City Administration implements

- City-defined opportunities
 - Wish List of City Approved Items, for example, Park Benches, Public Gardens, Local Community Parks and Sports Fields and Courts, Other. Typically, items included on the City's Wish List are included in approved Capital Improvement Projects.
 - Non-city defined opportunities
 - Must work with Public Services and Community Development Departments
 - City-wide** – Council provides policy direction, including establishing criteria and overall approval process, and gives final approval. City Administration implements.
 - City-defined opportunities
 - Gifts
 - Donations, including volunteer efforts
 - Sponsorships
 - Joint Ventures and/or Partnerships
 - Significant contributions to the public
 - Fund-raising
 - Wish List of City Approved Items - Typically, items included on the City's Wish List are included in approved Capital Improvement Projects.
 - Identified assets needed to complete approved City projects – Park Benches, Artwork, Trees, Pavers, etc
 - Naming, renaming, dedicating opportunities to recognize groups with commonalities
 - War memorials, statutes, or busts
 - Non-city defined opportunities – City Council will review on a case-by-case basis
- e. Provide instructions on how to apply for approval to name, rename, and/or dedicate City assets as listed above.

C. Policy Statements

- a. There are four main types of naming, renaming, and/or dedicating situations this policy intends to address:
 - Opening of a new City asset or reopening of a City asset following refurbishment
 - Honoring individuals, groups, and organizations (For-Profit Not-For-Profit)
 - Providing recognition of gifts, donations, sponsorships, joint ventures/partnerships, and significant contributions to the public
 - Improvements made to existing facilities.

- b. The selection of a name will be based on a number of criteria including, but not limited to:
 - A longstanding local area and/or community identification with the residents
 - Understandable to the majority of the citizens of Salt Lake City
 - Consistent with the character and public value of the site
 - Consistent with any other applicable policies and naming guidelines
 - Assists with emergency response situations by being consistent with street names and geographical locations and meeting the requirements of Salt Lake City Fire and Police Departments and Emergency Management Services providers
 - Consistent with sponsorship levels, as defined by City Administration.

- c. Preference will be given to names that:
 - Give a sense of place, continuity, and belonging reflecting the geographic location, community, and neighborhood where the City asset is located
 - Recognize the historical significance of the area
 - Reflect unique characteristics of the site
 - Reflect the type of service offered
 - Keep with a selected theme
 - Honor individuals who have made a significant contribution to the community
 - No waiting period
 - Living
 - Deceased

- d. Names will not be chosen that:
 - Cause confusion due to duplication or names sounding similar to existing locations within Salt Lake City
 - Are the names of tobacco, alcohol, firearms, pornography or police-regulated companies
 - Are the names of religious, political organizations
 - Is the name of a religious leader, unless the person being honored is recognized for their civic contribution
 - Lend themselves to inappropriate short forms or modifications
 - Are discriminatory or derogatory considering race, gender, creed, political affiliation, or other similar factors
 - Relate to or create controversial situations within the City
 - Recognize a single individual for a contribution that is similar to or identical to the contribution made by others within a particular group, (A group memorial, statue, or bust may be more fitting.)
 - Recognize the birth, marriage or anniversary of specific individuals (This can be done through individual dedications of benches, trees, etc)

- e. Names of persons, organizations, corporations, foundations or their families will be considered when they have made a significant contribution to the City by:
 - Enhancing the quality of life and well-being of the City
 - Contributing to the historical, cultural, or societal preservation of the City, State, or National level,

- Contributing a significant portion of the project costs to be used for the acquisition, development, or conveyance of land or building
 - Achieving excellence in their endeavors and representing Salt Lake City in a meritorious manner.
- f. Where there is a direct relationship or association that exists between former place of residence of the person or group and the asset to be named the Community Council will review and forward to City Administration for processing.
- g. Where the name of an individual is recommended after a discussion, consent shall be obtained from the individual or their next of kin prior to Council's public consideration.
- h. Where the naming opportunity is as a result of a gift, donation, sponsorship joint venture and/or partnership or significant contribution to the public, the following factors must be considered:
 - The significance of the contribution made relative to the construction and operating costs of a City Asset, including Capital Improvement Projects
 - Determined on a case-by-case basis,
 - City Administration may establish recognition categories for various levels of contributions. For example, some contributions may warrant a short term recognition, like including the donor in a publication or issuing a certificate. Other contributions may warrant a more permanent recognition, like a plaque.
 - The cost of establishing the naming, renaming, and/or dedication option
 - Cost of the signage
 - Non-city application request - paid by the applicant
 - City application request City Administration and Elected Officials
 - Paid by the City
 - Paid by private contributions
 - The cost of maintaining, replacing, and disposing a named City Asset for its normal, service life will be the responsibility of City Administration. When the donated item has exceeded its service life and has been removed from active use, there is no guarantee of any continued recognition for the gift received. A donor wishing to contribute a significant named asset for a longer period of time would need the approval of the City Council. Donors wishing to contribute assets which require substantial, ongoing maintenance will be required to provide proof of an endowment fund to contribute to the asset's maintenance costs.
 - Sunset clause associated with the length of time that the name will be used
 - Naming agreements may be renewed if the appropriate gift or sponsorship is received
 - The City Council reserves the right to review and revoke any City asset name
- i. Existing names will not be changed without consideration of:
 - The historical significance of the existing name
 - The impact on the individual or organization previously named
 - The cost and impact of:
 - changing existing signage
 - rebuilding community recognition
 - updating records (i.e. letterhead, databases, and promotional materials)
 - Each application to change an existing name will be considered on a case-by-case basis by the City Administration and/or the City Council. Citywide changes require a City Council decision.
- j. The City Council reserves the right to review and revoke any City asset name.

D. Application Review and Approval Process

- a. Applicant(s) shall submit a written request for civic naming, renaming, and/or dedicating to:
- Public Services Department

The written request/application shall provide the following:

- City asset to be named, renamed, and/or dedicated
 - City-defined naming opportunity from the City's wish list, as defined and modified annually by City Administration and then approved by the City Council
 - Non-city-defined naming opportunity
 - Local Neighborhood – City Council provides policy direction, including establishing criteria and overall approval process. City Administration implements.
 - Community Council Neighborhood - City Council provides policy direction, including establishing criteria and overall approval process. City Administration implements.
 - City-wide – City Council will review on a case-by-case basis.
 - Background information concerning the rationale for consideration of the request/application
 - Biographical or background information if named after an individual, group, or organization
 - Map of the Area, which includes the location of the naming request
 - Documentation, including Letters of Support, from organizations, individuals, and the affected Community Council substantiating support for the request/application
 - Financial information, which includes the proposed donations/funding sources, estimated costs for the project, and, if required, proof of an endowment account to provide for the ongoing maintenance of the City asset. Ongoing maintenance costs include, but are not limited to, the following examples: water features, replacement of signage, etc.
- b. Each application for naming, renaming, and/or dedication shall undergo a process which will:
- Require an application processing fee to be paid by applicant
 - Review the application for conformity with this policy
 - Circulate the application to the appropriate internal stakeholders for comment on the suitability of the application
 - Discuss any naming in recognition of an individual prior to discussing it with the individual or next of kin
 - Consult with external stakeholders in the community to the level of support or identify possible objections to the requested civic naming
 - City assets will not be named, renamed, and/or dedicated unless proof of payment is provided
 - Determine whether or not a special event is planned to coincide with the formal naming
- c. The naming, renaming, and/or dedicating of a City-wide, non-defined City asset requires the approval of at least five (5) of the seven (7) members of City Council.