

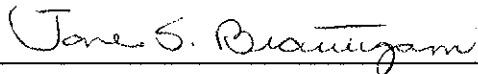
CITY OF BOULDER

POLICIES, PROCEDURES AND GUIDELINES

Policy on Commemorative Naming of City Facilities

EFFECTIVE DATE:

December 1, 2010



Jane S. Brautigam, City Manager

I. POLICY

It is the policy of the City of Boulder (“City”) to allow, in appropriate circumstances, the naming or renaming of facilities, owned and operated by the City, in commemoration of persons that have made unusually significant contributions to the City. This allowance extends to facilities that are owned by the City but leased to, and used by, another entity.

II. PURPOSE

City facilities are built and maintained at public expense and for the purpose of carrying out city business. The naming of such facilities can have long lasting implications and raise political, legal and equity concerns both within the City organization and with the public at large. The purpose of this policy is to attempt to anticipate these concerns and to provide a uniform, transparent and citywide process for addressing them.

III. SCOPE

A. **Policy Limited to Naming in Response to Commemoration of Persons** - The scope of this policy does not extend to other practices of naming city facilities, including:

- 1) Naming of facilities in response to sponsorship (addressed in *Policy on Sponsorship Naming of City Facilities*).
- 2) Naming for purposes of public identification (i.e., “North Boulder Park” and “East Boulder Recreation Center”), or
- 3) Naming after landmarks, including naming after local resources, geographic feature, or identifiable community characteristics.
- 4) Naming after past or present owners of the property, property donors, or after the name historically used for identification of the property.

B. **Applicability of Existing Department Policies** - Some City departments, including the Parks and Recreation and Community Planning and Sustainability, have policies and procedures already in place that guide the consideration of naming of City facilities within their purview. To the extent that such policies incorporate requirements that are at least as strict as this policy, including specific adherence to all five procedural steps outlined in Section VI of this policy, such department-specific policies shall continue to take precedence over this policy and be the sole documents to be adhered to with regard to naming.

III. DEFINITIONS

The following terms are used in this policy:

Commemorative: The term “commemorative” or “commemoration,” as used herein, refers to the practice of naming a facility to honor persons who have over an extended period of time: demonstrated excellence, courage or exceptional service to the citizens of the City, the State of Colorado or the nation; provided extensive community service; worked to foster equality and reduce discrimination; made a significant financial donation or in-kind contribution to a City facility with such contribution significantly benefiting the community that the facility serves (i.e. the facility may not have otherwise been possible without the financial assistance), or who have; historical significance to the community, the City of Boulder, the State of Colorado or the nation.

Donation: The term “donation” describes financial or in-kind contributions that are made without restrictions on how the money or resources are to be used and without expectation of reciprocal benefit by the donee. When a contribution is made with a clear expectation that an obligation is created or that the recipient will provide something of value in return, the contribution is considered a “sponsorship,” not a donation.

Facility: The term “facility, as used herein, means any City-owned land and buildings, and any features affixed to the land including components of the property such as rooms, parks, fields, trails, shelters and other components of the facility. The term “facility,” however, does not extend to city streets, alleys or amenities such as trees, benches and fountains.

Person – The term “person,” as used herein, refers to any living or deceased human being. It does not extend to the name of any organization, including but not limited to, a business, sole proprietorship, partnership, or corporation.

IV. CITY RETENTION OF RIGHT TO RENAME

The City retains the right to rename facilities at any time.

V. LIMITATIONS

A city facility cannot be named or renamed:

A. After an elected or appointed City official, or family member thereof, that is currently serving, at the time of application or consideration of such application.

Commemorative naming immediately after termination of a city official's terms of service, while not prohibited, is discouraged.

B. After a currently employed City staff member or volunteer, that is currently employed or volunteering, at the time of application or consideration of such application. Commemorative naming immediately after termination of a city staff member's employment, or volunteer's tenure, while not prohibited, is discouraged. Furthermore, commemorative naming for former City staff members is not appropriate when based only on tenure or performance of normal job duties.

C. After a person which has a quasi-judicial matter pending, or expected to be pending, before the City at the time of application or consideration of such application.

VI. PROCEDURES

- Step 1 Consideration for naming or renaming of a City facility begins with the completion of a Commemorative Naming Application
- Step 2 The proponent of the naming/renaming will be required to solicit and summarize feedback from impacted stakeholders in order to capture controversies associated with the proposal. Depending on the nature of the facility and whether the proposed name would replace a previous commemorative name, this process could include extensive outreach to nearby property owners or constituency groups associated with the facility.
- Step 3 The Commemorative Naming Application, along with a summary of public comment, must then be submitted to the City Manager's Office for consideration.
- Step 4 The application will first be reviewed by the **city's naming committee**; a standing committee created by this policy composed of representatives from the City Manager's and City Attorney's Office, along with a representative of the facility to be named. The focus of the committee's work can include developing a recommendation for the City Manager's consideration and documenting that recommendation.
- Step 5 After reviewing all information provided, the City Manager will make a determination on whether to approve or disapprove the naming proposal. The city manager will then submit his or her decision, along with all supporting documentation, to the city council in a Weekly Information Packet (WIP) as a call-up item that allows council the ability to reconsider the city manager's decision. Until council has had that opportunity, a decision on the naming or renaming shall not be considered final.

VII. CONSTRUCTION AND INTERPRETATION

Employees who have questions concerning the interpretation or application of this policy are directed to contact the City Manager or his/her designee.

VIII. EXCEPTIONS/CHANGE

These guidelines may be reviewed and changed at any time.

IX. CITY MANAGER DESIGNEE

December 1, 2010 - Carl Castillo, Policy Advisor