

| <b><u>TOWN OF BELLEAIR ADMINISTRATIVE POLICIES AND PROCEDURES MANUAL</u></b> |                                         |
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| <b><u>POLICY:</u></b> Naming Policy                                          | <b><u>POLICY NUMBER:</u></b> 7.1        |
| <b><u>ORIGINATING DEPARTMENT:</u></b> Administration Department (JP Murphy)  |                                         |
| <b><u>EFFECTIVE DATE:</u></b> April 17, 2018                                 | <b><u>APPROVED BY:</u></b>              |
| <b><u>SUPERSEDES POLICY:</u></b> N/A                                         | <b><u>LAST REVISED:</u></b> April, 2018 |

## **SCOPE**

This policy establishes rules and standards for the naming of any Public Facility, Public Space, or Memorial Structure within the Town of Belleair.

## **OBJECTIVES**

1. To define structures and facilities that are eligible for naming or re-naming within the Town of Belleair
2. To establish procedures, guidelines, and acceptable standards for the naming of Memorial Structures, Public Facilities, and/or Public Spaces within the Town

## **PERFORMANCE MEASURES**

1. The Commission and/or the Town Manager (or designee) shall use this policy as a benchmark for compliance against any future naming or dedication of any Public Facility, Public Space, and Memorial Structure by the Town of Belleair.

## **DEFINITION OF TERMS**

**Memorial Structure** - Any memorial item, piece of equipment, tree, or an otherwise dedicated item on Town property that may be named or engraved. Such structures may include, but are not limited to, benches, plaques, and/or pavers.

**Public Facility** – Any Town-owned building, room, pavilion, athletic field, athletic court, structure, or complex that is or may be named on a sponsorship basis for a set period of time per approval of the Town Commission.

**Public Space** – Any Town-owned or regulated park, right-of-way, easement, street, or district that is or may be named in perpetuity of its designated use per approval of the Town Commission.

## **POLICY GUIDELINES**

### **Procedures for the Naming of a Public Facility or Public Space**

1. To nominate a Public Facility or Public Space for naming, an applicant shall make a request in-writing to the Town Manager prior to the item going before the Commission for approval.

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2. Any Public Facility or Public Space that is to be named shall require Commission approval via an affirmative simple majority at a public meeting.
3. No easement may be named or dedicated as a Public Facility or Public Space via this policy.
4. Public Facilities and/or Public Spaces that have been named in perpetuity prior to the approval of this policy shall not be eligible for renaming unless expressly approved by the Commission.
5. Public Spaces (such as parks or streets) may require payment for naming and shall be named in perpetuity unless otherwise stated by the Commission.
  - a. The amount of any payment collected for the naming of a Public Facility shall fall to the discretion of the Commission.
  - b. The Commission may revoke the naming of a Public Facility or Public Space at any time for any public purpose.
6. Sponsorship-eligible Public Facilities or equipment (such as buildings, athletic fields, medians, etc.) that are not already named in perpetuity may be subject to sponsorship for a period of no less than two (2) years.
  - a. The naming of any Public Facility shall require a written agreement between the sponsor and the Town of Belleair.
  - b. The amount of any payment collected for the naming of a Public Facility shall fall to the discretion of the Town Manager or his designee.
  - c. The Commission reserves the right to revoke naming rights and associated signage upon the agreement's expiration.
  - d. The Commission may revoke the naming of a Public Facility (per the terms set forth in the agreement) at any time for any public purpose.

#### **Procedures for the Naming of a Memorial Structure**

1. Any Memorial Structure that is to be named shall require approval from the Town Manager (or designee) prior to placement; however, larger-scale structures may require Commission approval for naming, per the discretion of the Town Manager (or designee).
2. Unless otherwise determined by the Town Manager, all Memorial Structures shall be named in perpetuity of their designated use.

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### **Naming Guidelines**

1. Namesakes for a Public Facility, Public Space, or Memorial Structure shall be limited to:
  - a. Historic places, people, or events
  - b. Sponsorship-eligible Public Facilities or equipment may be named after any organization or corporation
2. No Public Facility, Public Space, or Memorial Structure shall be named after any organization or corporation with any religious affiliation.
3. The Commission shall reserve the ability to deny any application from a potentially-controversial source.