

TOWN OF BELLEAIR NAMING POLICY

SCOPE

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

DEFINITIONS

- **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.
- **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.

POLICY GUIDELINES

Procedures for a Public Facility or Space

- 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.
- Any Public Facility or Public Space that is to be named shall require Commission approval via an affirmative simple majority at a public meeting.
- No easement may be named or dedicated as a Public Facility or Public Space via this policy
- 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.
- 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.
- Public Spaces (such as parks or streets) may require payment for naming and shall be named in perpetuity unless otherwise stated by the Commission..
 - The amount of any payment collected for the naming of a Public Facility shall fall to the discretion of the Commission.
 - The Commission may revoke the naming of a Public Facility or Public Space at any time for any public purpose.

- 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.
 - The naming of any Public Facility shall require a written agreement between the sponsor and the Town of Belleair.
 - 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.
 - The Commission reserves the right to revoke naming rights and associated signage upon the agreement's expiration.
 - 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 Memorial Structures

- 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).
- Unless otherwise determined by the Town Manager, all Memorial Structures shall be named in perpetuity of their designated use.

Naming Guidelines

- Namesakes for a Public Facility, Public Space, or Memorial Structure shall be limited to:
 - Town residents, family members, or otherwise persons of significance to the Town of Belleair
 - Historic places, people, or events
 - Sponsorship Eligible Public Facilities or equipment may be named after any organization or corporation.
 - Nothing shall be named after any organization or corporation with any religious affiliation.
 - The Commission shall have the ability to deny any application from a potentially controversial source.