



VILLAGE OF PINEHURST
STANDARD PROCEDURE

SUBJECT: Recognition and Public Facility Naming Policy	Effective Date: 4/11/2006
Department: Village Council	Policy No.: 23
Prepared by: Doug Willardson	Revised: 4/11/2023
Approved by: Village Council	# of Pages: 5

PURPOSE: The following standards and procedures are intended to provide uniform application in the recognizing of contributors and for the naming of public facilities, or a portion thereof, owned by the Village of Pinehurst. It shall ultimately be the responsibility of the Village Council to approve the naming of any public facility owned by the Village. When naming a public facility, or portion thereof, for an individual, group or non-profit entity it must be done for major contributions made to the Village of Pinehurst, whether through philanthropic means, extraordinary volunteer efforts for community good or for making major financial or other contributions to the benefit and wellbeing of the citizens of the Village of Pinehurst.

POLICY:

1. Any Public Facility in Whole or, in Part, may be named:

- a) For location, such as the name of an adjacent street or subdivision.
- b) For a geologic, historical, botanical, horticultural or scientific feature inherent to the area.
- c) As a reference to health, fitness, fun, playability, functionality, etc.
- d) To honor a person, persons, group or non-profit entity which has made substantial contributions in time, talents or by financial means to the Village of Pinehurst or to the specific public facility being named.
- e) To show gratitude to a person who, over a long period of time, has devoted outstanding amounts of time, talent and effort to the advancement of the Village of Pinehurst.

2. Procedures for Naming Public Facilities in Whole or for a Portion Thereof:

- a) Requests or proposals for naming a public facility, or a portion thereof, shall be submitted to the staff in written form describing in detail the

proposed name of the public facility, or portion thereof, and the reason(s) for the request. The request may also include documentation of the individuals or organizations contributions to the Village of Pinehurst.

- b) Staff will evaluate the request, and then make a recommendation to the Village Council, which has the ultimate authority for naming public facilities, or a portion thereof. Absent proposals from others, staff may propose a name to the Village Council.
- c) Implicit to the naming process is the intent of permanent recognition. Therefore, the process shall be careful and deliberate and, as much as possible, involve the evaluation criteria listed below if being named.

3. Criteria for Naming Public Facilities in Whole or for a Portion Thereof:

- a) Among the criteria that should be considered regarding a candidate name:
 - i) Fine moral character.
 - ii) Demonstrated leadership qualities.
 - iii) Community Reputation.
 - iv) Nature of the contributions or support of the mission of the Village of Pinehurst.
 - v) Substantial contribution, whether consisting of volunteer service, the provision of land or monetary donation.
 - vi) Initiative and/or involvement relating to a specific program or project of exceptional merit which has extensively and directly benefited the public.

4. Rules for Naming Public Facilities in Whole or for a Portion Thereof:

- a) Naming a public facility in memory of a deceased person cannot be considered until at least 3 months after the date of the person's death. Naming a public facility in honor of a living person is typically not permitted.
- b) Proposed names commemorating a deceased person(s) shall be considered only if the living next of kin have approved the request.
- c) The naming of a public facility for a for-profit entity shall not be permitted.

5. Recognition for Naming Public Facilities in Whole or for a Portion Thereof:

- a) Recognition for a group of individual donors to a public facility shall be, whenever possible, in the form of a single bronze engraved plaque, displayed in an appropriate location as determined by staff. The Policy recognizes that there may be occasions where multiple plaques may be required as well as the use of a different recognition material within the same facility due to the nature of the contributions or decor within the facility.

These, however, should be limited to extraordinary situations. Naming of a portion of a facility, such as meeting room, should be honored with a small bronze plaque adjacent or above the door jam or other similar location.

- b) Recognition for park facilities may also be in the form of site signage. The decision concerning type, design and size of site signage shall rest with the Director of Parks and Recreation and must blend with and compliment the park environment as well as adhere to all Village of Pinehurst sign standards as found in the applicable Pinehurst Development Ordinance. The cost of naming the facility will be the responsibility of the Parks and Recreation Department, the applicant, or both by mutual consent.

6. Appeals for Rejecting Suggested Naming of Public Facilities in Whole, for a Portion Thereof, or for Disagreement Regarding Appropriate Recognition:

Any person or organization whose application is denied by the staff may appeal the decision in writing to the Village Council. The Village Council decision shall be binding.

7. Other Naming Alternatives

Public facilities that are donated to the Village can be named by deed restriction by the donor. The naming and acceptance of real property is always subject to the approval of the Village Council.

8. Process for Considering the Naming of Public Facilities in Whole or for a Portion Thereof for Major Donors:

- a) Staff shall first evaluate the prospective donor and make a recommendation to the Village Council to accept or reject the proposal. Rejection of a proposal is subject to the "Appeals Process" in Section "F" above. If the recommendation is to accept, the staff shall provide the Village Council a report that highlights the nature of the donation and a draft agreement that includes items found in "c." below.
- b) The Village Council will then consider the agreement and reserves the right to accept or reject the agreement based on the terms of the agreement and/or based on the suitability of the proposed donor. The Village Council ultimately reserves the right to accept or reject any proposal as it deems fit. The Village Council's decision shall be binding.
- c) All agreements of this nature shall be in the form of a signed letter of agreement and shall contain the minimum following criteria:
 - i) Amount of contribution to be in cash and/or in kind service.
 - ii) A date by which the contribution must be received.

- iii) A starting date and ending date as to when the naming rights begin and end.
- iv) A first right of refusal to renew the agreement by the contributor should be included with a clause that the determination whether to extend the first right of refusal offer is exclusively reserved by the Village at the conclusion of the naming rights agreement.
- v) Provision for cancellation of naming rights in the event the entity ceases business operations or becomes involved in an activity that is deemed unsuitable by the Village. The Village shall retain all contributions in this provision.

9. Duration and Modification of Namings of Public Facilities

- a) In order to respect the tradition and community values which previous councils bestowed on these resources, renaming officially named parks or facilities shall be infrequent and deference given to maintaining the designated name. However, the duration of a benefactor's or honoree's name on any facility ordinarily continues for as long as the facility or unit is used in the same manner or for the same purpose for which the naming occurred. Upon demolition, replacement, substantial renovation, redesignation of purpose, or similar modification of a named facility or unit, the Village may deem that the naming period has concluded.
 - i) The appropriate Village representative will make all reasonable efforts to inform in advance the original benefactors or honorees or their surviving family members when the naming period is deemed to have concluded.
 - ii) The Village may, but is not required to, provide for the appropriate perpetuation of the previous name. Perpetuation of the original name in an equivalent naming is not required. Appropriate perpetuation of previous names may include, for instance, a plaque in or adjacent to new and renovated facilities.
 - iii) In the event of an organization naming of a facility, if the organization name changes, the Village may deem that the naming period has concluded.
- b) **Renaming.** When the benefactor's or honoree's naming period has concluded, the facility or unit may be renamed, with the original name removed, in recognition of new gifts, subject to any specific terms and conditions set forth in the original naming agreement and subject to the guidelines above.
- c) **Joint or Hyphenated Naming.** In exceptional circumstances, additional names may be added to a facility or unit in recognition of an additional gift even if the prior benefactor's or honoree's naming period has not concluded, subject to any specific terms and conditions set forth in the original naming agreement. Hyphenation is one method for jointly naming a facility or unit.

- d) **Benefactor or Honoree Name Changes.** If a benefactor or honoree requests a change to the name of a facility or unit, the Village will consider the request. If approved, all replacement signage and other related costs shall be at the donor's or honoree's expense.
- e) **Revocation of naming approval or conferral.** In certain circumstances, the Village reserves the right, on reasonable grounds, to revoke and terminate its obligations regarding a naming, with no financial responsibility for returning any received contributions to the benefactor. These actions, and the circumstances that prompt them, may apply to an approved naming that has not yet been acted upon or to a conferred naming.
 - i) If the benefactor's or honoree's reputation changes substantially so that the continued use of that name may compromise the public trust, dishonor the Village's standards, or otherwise be contrary to the best interests of the Village, the naming may be revoked. However, caution must be taken when, with the passage of time, the standards and achievements deemed to justify a naming action may change and observers of a later age may deem those who conferred a naming honor at an earlier age to have erred. Namings should not be altered simply because later observers would have made different judgments.
 - ii) If the benefactor fails to maintain payments on a pledge upon which the naming was bestowed, the naming may be revoked.
 - iii) If a planned gift upon which the naming was bestowed does not result in the value agreed upon, the naming may be revoked.

UPDATING POLICY: This policy shall be reviewed as Village Council deems necessary.

Approved by:

Jeff Sanborn, Village Manager

Date