



CITY COUNCIL DIRECTED POLICY

Policy # 19-04ccd

Complete all fields that apply. For those that do not, enter N/A.

TO: All PSL Employees

FROM: Russ Blackburn, City Manager

EFFECTIVE DATE: 9/16/2019

AUTHORIZATION: Resolution 19-R83

POLICY TITLE: Naming Policy for City Facilities

PURPOSE STATEMENT

To provide criteria and direction for the City of Port St. Lucie to use in consideration when conferring a specific name on a City-owned property/facility.

DEFINITIONS

- **City-owned property/facility:** Buildings; structures; streets; Real Property, including open space, parks, and recreation facilities.
- **Commemorative Work(s):** Plaque, marker, tree(s), bench, statue or memorial designed to blend with and complement the existing environment. Such works may include gardens (e.g. rose, camellia, etc.).
- **Donation(s):** A donation of property, goods, or funds.
- **Naming Rights:** A mutually beneficial business arrangement between the City Council and an external entity (individual, for-profit, or not-for-profit organization), wherein the external entity or organization provides goods, services, or financial support to the City in return for access to commercial and/or marketing potential associated with the public display of the external entity's name on City of Port St. Lucie property.
- **Official Name(s)/Naming:** the permanent name conferred by the City Council.
- **Resolution:** A legal instrument approved by the City Council used to officially confer a name or rename a property/facility.
- **Site/Sites:** City-owned property(ies)/facility(ies).
- **Streets:** Any designated roadway or thoroughfare for the conveyance of public vehicular traffic. This includes roadways that are within the confines of a City-owned property or a facility campus.

POLICY

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1. Background/Issues:

The naming or renaming of City properties/facilities is complex and, on occasion, evocative. A symbolic name provides the opportunity to educate, express appreciation, create sensitive and lasting public acknowledgement, and instill a sense of community.

Assigning a name is a powerful and permanent identity for a public place and/or facility and often requires significant resources and expense; e.g.: signage replacement, map updates (published and Internet-based), literature and other collateral materials. In addition, excessive changing of property/facility names can be the source of confusion to the public.

2. Designation Method:

The City Council has the sole discretion to determine that City property or facilities shall be eligible for naming consideration and whether public participation is appropriate. The following conditions will typically be applicable:

1. When a new City-owned site or facility is acquired or authorized for construction,
2. When a commemorative work is to be accepted or erected, or
3. When an existing facility is determined eligible for naming consideration.

No action, activity, or solicitation will occur regarding a potential site or facility under consideration for naming until such time that the City Council has officially determined that location is eligible, and the City Manager has directed such engagement commence.

After the name for a City property or facility has been approved by the City Council, the City Attorney shall prepare a Resolution for Council consideration in officially naming City properties/facilities through this Policy.

3. Naming Goals:

The following will be considered when naming a new City-owned property/facility.

1. Engender a strong positive image.
2. Be appropriate having regard to the site's location.
3. Have historical, cultural, or social significance for future generations.
4. Commemorate places, people, or events that are of continued importance to the City, region, state, or nation.
5. Have symbolic value that transcends ordinary meaning or use as well as enhances the character and identity of the site.
6. Have broad public support.

4. Naming Criteria:

The following should be considered in determining names via this Policy.



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1. Context and geographic location – Sites should be given names that directly reflect or are contextually related to the site with common-use names that have developed over time being favored.
2. Natural or geological features – Names may be based on distinctive, predominant, and defining natural features.
3. Historic Events, and Places – The history of a major event, place or person may play an important role in the naming or renaming of a site as communities often wish to preserve and honor the history of a neighborhood, the City, its Native American heritage, local landmarks.
4. Outstanding Individuals – The City has benefited from the contributions made by many outstanding individuals. This category is designed to acknowledge the sustained contribution that has been made by such individuals to the City and the development and management of the City's named sites in perpetuity.
5. Major Gifts/Donations – The City has benefited from the generosity of some of its residents, businesses, foundations, and others. On occasion, the significance of such donations may warrant consideration of requests from either the donor or another party to acknowledge such a gift by naming.
6. Names of Individuals – Often there is a desire or movement to name sites for the City's/region's founders, other historical figures, or those individuals who make significant contributions to the furtherance of the City's sustainability.

5. Renaming of a City-owned property/facility is discouraged:

Names that have become widely accepted by the community will not be changed unless there are compelling reasons and strong public sentiment from the broader community for doing so. Historical or commonly used place names will be preserved wherever possible.

Requests to change existing street names shall be strongly discouraged. Increased reliance on technology-based navigation systems (GPS, Internet-based mapping), coordination with the United States Postal Service, emergency services providers, and the hardship created for residential property owners in the transfer of deeds upon the sale of Real Property are among reasons to be considered with such requests. The changing of a street name requires the adoption of an Ordinance.

6. Official Name Use Requirement:

All departments, agencies, and appointed boards and committees are hereby required to use the official name of sites and facilities in all communications including, but not limited to: maps, plans, documents, signage, and in all media formats.

7. Naming Rights:

Naming rights for facilities determined eligible by the City Council shall be available through the Request for Proposal (RFP) process administered through the Procurement Management Division of the Financial Management Department or an alternate method if deemed appropriate by the City Manager and approved by the City Council. In general, industries and products not eligible



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for sponsorships under this clause shall include police-regulated businesses. The City Council reserves the right to select the respondent, regardless of bid - at or above the minimum, that best complements the adopted Vision and Mission of the City of Port St. Lucie. Naming rights shall be awarded through a contract with a negotiated duration.

8. Civic Center:

The Civic Center may defer to site-specific policies in lieu of this policy unless such application and use is in the best interest of furthering venue sustainability.

9. Military Honors and Organizations:

The naming or placement of any recognition, honor, commemorative work, or memorial related to a branch of the United States Military, military-related organization, or unit shall be located within the City of Port St. Lucie Veterans Memorial Park.

10. Commemorative Works:

Plaques, markers, and other appropriate memorials designed to blend with and complement the existing environment may be placed at a park or facility when deemed appropriate.

A commemorative marker request may be initiated by the public for City Council consideration with the requestor bearing all costs for the design, acquisition, construction, and installation of the commemorative marker. A payment equivalent to the anticipated maintenance cost for the first year after dedication shall be required after approval and provided prior to dedication.

Excluded from this Policy are statues erected through the City of Port St. Lucie Art in Public Places Program and memorials or markers placed within City parks or approved properties through the Parks and Recreation Department's Commemorative Works Program.

11. Procedure for Naming:

The City Manager shall be responsible to establish guidelines and procedures through a Management Directed policy to enable the public, individuals and/or organizations, to request for consideration the naming of City-owned properties/facilities. It shall also be the duty of the City Manager to ensure proper evaluation and due diligence reviews over all persons, business entities, and civic organizations nominated for naming consideration.

The City Manager shall endeavor to encourage public participation in the process of naming City-owned properties/facilities and enable the conducting of surveys, canvassing, and voting as determined appropriate for the venue being considered.

12. Waiver Privilege:

The City Council may waive any and/or all sections of this Policy at their discretion.