

Chapter 3.14

NAMING RIGHTS OF FACILITIES, PUBLIC PLACES, TRIBUTES, AND MONUMENTS

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3.14.010 Purpose.

(1) The purpose of this Chapter is to promote the City's image and enhance public awareness of particular City assets by establishing guidelines for their naming or renaming.

- (a) City assets include, but are not limited to, parks and parklands; landscape elements such as trees, plants, plazas, and gardens; site furnishings such as benches, playgrounds, and donated art; open spaces; facilities; recreation elements such as sports fields; memorials, statues, and busts; and municipal buildings, properties, sites and structures.
- (b) The naming of City assets shall be consistent with adopted City policy and the provisions of this Chapter.
- (c) The policy set forth in this Chapter is to establish a systematic and consistent basis for recognizing contributions and support to the City from citizens, volunteers, organizations, financial donors, community leaders, officials, and others.

(Enacted 2012-16)

3.14.020 Scope.

(1) This Chapter shall apply to the naming or renaming of any City asset except City assets named or renamed prior to the enactment of this Chapter.

(2) *Asset Naming Parameters.*

- (a) City assets shall be classified as either major or minor assets based on dollar value. Naming of major assets shall require Council approval while naming of minor assets shall be in the Mayor's discretion.

- (b) A City asset shall be considered major if the value exceeds five hundred thousand dollars (\$500,000.00) as determined by the Mayor or his designee.

(Enacted 2012-16)

3.14.030 Naming Categories.

- (1) The following asset naming categories are hereby created:

- (a) *Category 1 - Sponsorships.* Following a request for qualifications, a request for proposals, or a request from the Administration, the City may enter into an agreement with an individual or an organization whereby the naming of a City asset may be selected by such individual or organization, pursuant to the requirements of this Chapter, in exchange for cash or other sufficiently valuable contribution to the City.
- (b) *Category 2 - City Recognitions.* The City may elect to name a City asset to formally recognize significant contributions and support given to the City by individuals or organizations.
- (c) *Category 3 - Tributes and Memorials.* As provided in this Chapter, an individual may petition the City to name a City asset as a tribute or memorial to an individual, group, event, or other thing.

(Enacted 2012-16)

3.14.040 Naming Standards.

- (1) *Applicability.* The provisions set forth in this Section apply to the naming of any City asset, including, but not limited to, the opening of a new or refurbished City asset; honoring an individual, group, or organization; recognizing a gift, donation, sponsorship, joint venture/partnership, or significant contribution to the City or the general public; or improvements to existing City assets.

- (2) *General Provisions.* The following provisions shall apply to the selection of any name associated with a sponsorship, City recognition, or a tribute or memorial:

- (a) *Consent.* When a City asset is proposed to be named for an individual, before consideration of the proposal, consent shall be obtained from such individual or, if such individual is deceased, the individual's next of kin.
- (b) *Neighborhood Chair Recommendation.* When a direct relationship or association exists between a group or an individual's former place of residence and an asset to be named, the Mayor may consult with the neighborhood chair for the neighborhood and receive the chair's recommendation.
- (c) *Prohibited Names.* Unless otherwise determined by the City, in its sole discretion, no name shall be chosen that:
 - (i) causes confusion due to duplication of, or similarity to, an existing name within Provo City;

- (ii) is the name of an entity associated with tobacco, alcohol, obscenity or a sexually oriented business, place or practice;
- (iii) may have an inappropriate acronym, short form, or modification;
- (iv) is discriminatory, derogatory or otherwise creates controversy within the City, as determined by the Mayor or Municipal Council;
- (v) is complex, unduly long, difficult to spell or pronounce; or
- (vi) recognizes a single individual for a contribution similar or identical to a contribution made by others within a particular group associated with that individual.

(d) *Asset Name Rejection.* The City, in its sole discretion, may reject any proposed asset donation or any proposed name for a new or existing City asset.

(3) *Sponsorships and City Recognitions.* The following provisions shall apply to the selection of any name associated with sponsorship or City recognition:

(a) *Context.* The selected name should:

- (i) have a longstanding or unusually significant identification with the City or its residents; or
- (ii) be consistent with the character and public value of the asset; the financial sponsorship categories, as may be established by the Mayor; specific geographical locations; or any other applicable City requirement.

(b) *Personal and Organization Names.* The name of an individual or an organization shall be considered only when such individual or organization has made a significant contribution to the City by:

- (i) enhancing the quality of life and well-being of the City;
- (ii) contributing to the historical, cultural, or societal preservation of the community;
- (iii) contributing a significant portion of project costs used for acquisition, development, or conveyance of land or construction or renovation of a City building; or
- (iv) achieving personal or organizational excellence that represents Provo City in a positive manner.

(c) *Public Gifts.* When selecting a name connected with a sponsorship, the following additional factors shall be considered:

- (i) The dollar value of the contribution compared to the construction and ongoing operating and maintenance costs of the City asset to be named;
- (ii) Any financial sponsorship categories, as may be established by the City, to recognize different contribution amounts;
- (iii) The cost of establishing the naming; and

(iv) In the case of a donated asset, projected ongoing operating and maintenance costs.

(4) *Tributes and Memorials.* The following provisions shall apply to the selection of any name associated with a tribute or memorial:

(a) *Quality.* An asset donated to the City shall conform to applicable City standards including, but not limited to, design, durability, location, and applicable safety considerations. The City, in its sole discretion, may reject an offer to donate an asset that does not meet City standards.

(b) *Maintenance.* An asset donated to the City that is unique and not within any asset class ordinarily purchased and maintained by the City shall be maintained by the donor unless otherwise provided in an asset naming agreement. The City will not consider for approval tributes and memorials which will impose a significant financial burden on the City to maintain.

(c) *Content.* It is in the City's discretion to approve or reject the design, size, material, text, and graphics to be used for tributes and memorials and to approve species of memorial trees. Any written content on a City asset is subject to review and may be rejected if it:

(i) is discriminatory, derogatory, or may otherwise create controversy, as determined by the Mayor or Municipal Council; or

(ii) contains statements of religious principles or scriptural verses unless such principles or verses are unavoidably entwined with an otherwise historically significant event or person proposed to be honored.

(d) *Ownership.* Unless otherwise agreed to in advance and in writing, all donated property of whatever kind becomes and remains City property. The City assumes no liability for the loss, damage and/or replacement of City assets.

(Enacted 2012-16)

3.14.050 Changing an Existing Asset Name.

(1) *Criteria.* The name of a City asset shall be changed only after consideration of the:

(a) Historical significance of the name;

(b) Impact on the currently named individual or organization;

(c) Cost and impact of:

(i) changing existing signage, if any;

(ii) rebuilding community recognition; and

(iii) updating records such as letterhead, databases, and promotional materials; and

(d) Financial contribution of both the person or organization of the currently named asset and the person or organization proposing the new name.

(2) *Consideration.* Each petition to change an existing name shall be considered on a case-by-case basis pursuant to applicable provisions of this Chapter.

(Enacted 2012-16)

3.14.060 Asset Name Removal.

(1) *End of Service Life.* When the City determines an asset has exceeded its service life or the asset is destroyed or damaged beyond feasible and economic repair, the asset and its associated name may be removed as provided by law.

(2) *Extension.* A named asset that has exceeded its service life may thereafter remain in service only if remaining in service poses no danger to the public and is approved by the City Council pursuant to an asset naming agreement that specifies the length of time that the asset name may be used, and provides for an endowment fund or other financial resources sufficient to pay the asset's ongoing maintenance and operation costs.

(Enacted 2012-16)

3.14.070 Rules and Procedures.

The Mayor or the Mayor's designee may adopt rules, regulations, and procedures, including asset naming parameters, to implement the provisions of this Chapter consistent with the guidelines and limitations set forth in this Chapter.

(Enacted 2012-16)

The Provo City Code is current through Ordinance 2019-35, passed July 9, 2019.

Disclaimer: The city recorder has the official version of the Provo City Code. Users should contact the city recorder for ordinances passed subsequent to the ordinance cited above.

[City Website: www.provo.org](http://www.provo.org)

City Telephone: (801) 852-6000

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