

**Ordinance 42 - 22**

**By: Jen Robinson**

**An Ordinance to create Section 265, Naming and Renaming Policy,  
and to adopt the Naming and Renaming Policy attached as Exhibit A**

**WHEREAS,** Recognizing the importance of naming or renaming opportunities for its facilities, parks, and features, it is necessary for the City to create a policy to provide for predictable, consensus-derived naming decisions; and

**WHEREAS,** A formal selection process is important in order to determine the appropriate response tonaming requests and opportunities; and

**WHEREAS,** A group of Bexley board and commission members has met to craft the proposed Naming and Renaming policy attached hereto as Exhibit A;

**NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF BEXLEY, OHIO:**

**Section 1.**

That Section 265 be created as follows:

CHAPTER 265  
Naming and Renaming Policy

**265.01 NAMING AND RENAMING POLICY**

A Naming and Renaming Policy may be adopted to help govern the naming and renaming of facilities and parks within and under the purview of the City. In the event such a policy has been adopted and is in effect, it shall serve as the definitive criteria and guidelines for considering the naming and renaming of facilities, parks, or features.

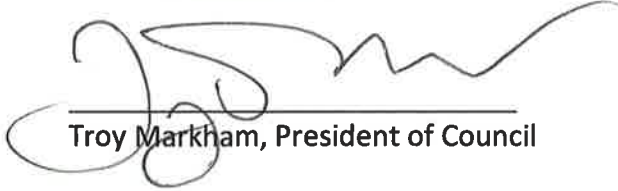
**Section 2.**

That the "Naming and Renaming Policy", attached hereto as "Exhibit A," is hereby adopted in accordance with Section 265, Naming and Renaming Policy.

**Section 3.**

That this Ordinance shall go into effect and be in force from and after the earliest period allowed by law.

Passed: Nov 15, 2022

  
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Troy Markham, President of Council

Attest:

  
\_\_\_\_\_  
Matt McPeek, Clerk of Council

Approved: November 15, 2022

  
\_\_\_\_\_  
Ben Kessler, Mayor

First reading: 10-25-22  
2nd Read: 11-8-22  
3rd Read: 11-15-22



# City of Bexley

## Naming and Renaming Facilities and Parks

Adopted Nov 15, 2022

### **Overview**

Recognizing the importance of naming or renaming opportunities for its facilities, parks, and features, this document sets forth the City's naming policy. A formal selection process is important in order to determine the appropriate response to naming requests and opportunities.

### **Purpose:**

This policy has been created to establish criteria and guidelines for considering the naming and renaming of facilities, parks, or features. This may include, but is not limited to, facilities, recreation areas, park features, park programs, park site furnishings, public gardens and features in the rights of way.

### **Circumstances for naming areas, programs, or features:**

A facility, park or feature can be named or renamed by any of the following or a combination thereof:

- 1) the City;
- 2) a donor/sponsor request;
- 3) a neighborhood organization request; or
- 4) an individual.

### **Approval Authority:**

The Mayor and City Council are the ultimate authority in approving of the naming of parks, facilities, and features. In his/her role as administrator, the Mayor supervises and oversees this policy and its provisions.

### **Naming Advisory Board**

In the administration of naming rights, a Naming Advisory Board is assembled to advise on this policy and the naming of parks, facilities, and major features.

- a. The Naming Advisory Board shall consist of the Mayor, the President of City Council, the Chair of the Tree and Public Gardens Commission, the Chair of Parks and Recreation Board, the Chair of the Bexley Historical Society, the Director of Recreation and Parks, and the Chair of the Bexley Community Foundation.
- b. The Mayor will chair the Naming Board. The City Council President will chair in the Mayor's absence.
- c. The Naming Board shall have the authority to review or recommend naming for various areas or features (other than minor features as described below) to the Parks and Recreation Board and the Tree and Public Gardens Commission.
- d. Approval of a naming recommendation requires a 5/7<sup>th</sup> vote of the Naming Board.
- e. Prior to approving a naming recommendation, the Parks and Recreation Board and the Tree and Public Gardens Commission shall give opportunity for public comment.

The Parks and Recreation Board has the authority to recommend approval of any naming requests for features or programs within the City parks over which it has jurisdiction, based upon a recommendation from the Naming Board. The Parks and Recreation Board recommendation shall be presented to City Council for approval by a majority vote.

The Tree and Public Gardens Commission has the authority to recommend approval of any naming requests for features or programs within the right of way and those parks over which it has jurisdiction, based upon a recommendation from the Naming Board. The Tree and Public Gardens Commission recommendation shall be presented to City Council for approval by a majority vote.

Discontinuation of name: If the individual or organization of which a facility, park, or feature, has been named or renamed, or any of its officers, directors, board members, principals, employees, agents, or representatives commits any act which, in the reasonable and good faith opinion of the City, would disparage or impair the reputation and integrity of the City (including, without limitation, being convicted of any felony or a crime involving moral turpitude, ethical violations or any other act of moral turpitude), the City shall have the right to terminate any naming rights agreement without liability to the other party upon thirty (30) days written notice

Discontinuation of facilities and features: If a named facility or feature is moved, damaged, stolen, or otherwise rendered unfit for continued use or exhibition, the City will make reasonable efforts to notify the donor that the facility or feature named on their behalf is no longer in use.

Time period: Naming rights will not extend past the life of the item or beyond the normal life of the park, facility or feature. When a naming right is recognized, a time period for use may be established (e.g. 5 years). At the end of the established time period, the donor may have the first opportunity to negotiate an extension.

Rejection of Name: If, at any time, the Naming Board chooses to reject the proposed name, the affected party will be notified in writing as to the reasons for the rejection.

### **Naming of Minor Features**

An individual or organization may request the use of his, her, their, or its name for a minor features (benches, trees, furnishings, or other similar items), which shall be memorialized on a plaque consistent with the policies of the Tree and Public Gardens Commission or the Recreation Board, depending on its location. This donation shall include the cost of maintenance for the feature during its expected life. If the feature is damaged or destroyed, the City shall make reasonable efforts to notify the original donor, who shall have the opportunity to donate funds for the feature's repair or replacement, unless the city determines the feature is no longer needed or appropriate. At the conclusion of the expected life of the feature, it may be removed without further obligation to the donor. No review by the Naming Board is required for the naming of minor features as described in this paragraph.

## Appendix A

### Criteria for Naming Major Features

#### I. Naming by a Board or Commission:

When the City and its boards or commissions recommends a name in accordance with the authority granted it under this policy, it will review the following:

- Acknowledgment or affirmation of a donor if one exists;
- The reputation of the individual or organization in the community, of which a facility, park, or feature is recommended to be named;
- Natural, archaeological or geographical features of the facility, park, or feature;
- Local community history including, but not limited to: a former landowner; an individual who made a significant contribution to the area; names identified with the property by the neighborhood; local historical events; or historical significance of the park, facility, or feature;
- Local civic, community, or philanthropic leaders who have made a significant contribution locally or globally and/or have been instrumental in acquiring the park, facility, or feature. In most instances, it is preferred to honor the person posthumously; (proposed) and such time period for consideration of a deceased honoree shall be a minimum of ten years after passing.
- Marketability of the name for the proposed usage of the park, facility, or feature;
- List of name proposals on file; and
- Deed restrictions.

#### II. Sponsor/Donor:

If a donor specifies naming rights as a condition of donating property, services or funds to the City, the Board or Commission responsible for determining if a naming request should be granted shall apply the following criteria, with assistance from the appropriate department's staff.

Naming rights should only be considered if the donor provides a donation of:

- no less than 50 percent of the appraised value of a land donation

or

- no less than 50 percent of the overall construction cost of the entity to be named, together with 50% of the expected cost of maintenance of the facility .

Once the value is established and met, the responsible Board or Commission will review the proposal to determine the appropriateness and how it relates to the following:

- The donor's request;
- Value of entity to be named;
- Local history and culture;
- Natural, archaeological or geographical features of the entity;
- Neighborhood characteristics;
- Community input;
- Marketability of the name for the proposed usage of the entity;
- Whether the name is to be permanent or for a designated length of time;
- Deed restrictions (if any); and
- Long-term impact.

### **III. Neighborhood, Area Commission, Civic or Home Owner Association or Individuals:**

When a community group such as a neighborhood, civic or home owner group or an individual requests that a City facility, feature, or object be named to recognize contributions made to the neighborhood or the city, the responsible Board or Commission will review the proposal to determine the appropriateness and how it relates to the following:

- Value of entity to be named;
- The requested person's or group's level of contribution (monetary and/or in-kind) to the city, department, and/or relative neighborhood;
- Local history and culture;
- Natural, archaeological or geographical features of the entity;
- Neighborhood characteristics;
- Community input;
- Marketability of the name for the proposed usage of the entity;
- Whether the name is to be permanent or for a designated length of time;
- Deed restrictions (if any); and

- Long-term impact.

### **Selection Criteria for Renaming of Existing Facility, Park, or Entity**

The above criteria and processes will apply to renaming an existing facility, park, or something within either of those entities. Renaming may only be considered if the entity does not have a permanent name or at the discretion of the responsible Board or Commission.

In addition, in order for the City to consider a renaming, it will be the responsibility of the person(s) making the request to provide the responsible Board or Commission with all of the relative background information necessary for deliberation.

The renaming process includes:

- Submission of a letter of request the responsible Board or Commission;
- The responsible Board or Commission will provide a form to the requestor that must be completed and returned to the address stated above; a form not completed in its entirety will not be processed for consideration;
- The responsible Board or Commission will evaluate the request and validate the information submitted;
- **The responsible Board or Commission will review the request with the requestor and/or any other community representatives;** the responsible Board or Commission may also choose to hold a public meeting to inform those interested parties of the naming proposal to receive feedback from the community before a responsible Board or Commission recommendation is made;
- The responsible Board or Commission may also choose to select an alternative name for consideration, and will communicate the substitute name to the requestor to receive feedback before any final recommendation is made.