



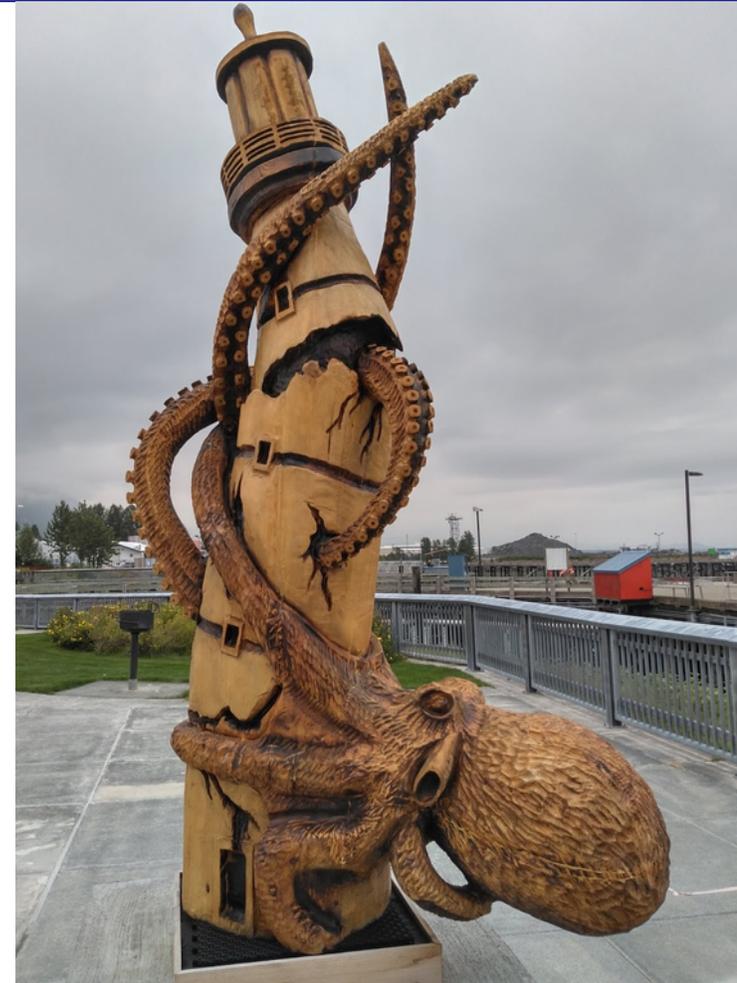
# Municipal Naming, Monument and Sponsorship Policy Guide

14 June 2023



# Overview

- General Information
- Naming of Public Facilities and Outdoor Space
- Monuments, Statues and Public Art
- Signage
- Memorial Park Benches, Bricks and Trees



# Purpose

The purpose of this policy is to

- Establish criteria and formal procedures for consideration of
  - Naming on public facilities and outdoor space
  - Placement of monuments, statues and public art
  - Placement of memorial park benches, trees and bricks

To recognize individuals, groups or organization that have made significant contribution to the City of Valdez

# Purpose

This policy outlines criteria, conditions and procedures in order to

- maintain integrity
- encourage philanthropic giving while acknowledging public investments
- safeguard against unwanted commercialization of City Assets

# Purpose



Consideration will include:

- specific names of public facilities and outdoor space
- specific placement of statues and/or monuments on City-owned land
- Duration of each of these relationships

# Guiding Principles

- Engender a strong positive image consistent with the city's goals and values
- The naming of a public facility be appropriate relative to the City Asset's location and/or history
- Have historical, cultural, or social significance for future generations
- Commemorate places, people or events that are of continued importance to the city, community, region or state
- Have symbolic value that transcends its ordinary meaning or use and enhances the character and identity of the city asset
- Names, individual or image depicted have recognizable geographic, topographic, or historical significance
- Have broad public support
- The location of the Monument, Statue or Public Art is significant in some measurable way to the individual or image depicted
- Not result in excessive commercialization of the City Asset



# Naming of Public Facilities and Outdoor Space

# Purpose



- Establish formal policies as a guide to the City Council
- Determine under what circumstances land, buildings and facilities should be named or renamed
- Establish duration of naming rights of city-owned land, buildings and facilities

# Purpose



Ensure the following:

- Naming public facilities and outdoor spaces enhances a sense of community
- Areas are easily identified and located
- Names are consistent with the values and characteristics of the City of Valdez
- Assure the quality of the name so it will serve the city in a permanent manner
- Encourage public participation
- Encourage and recognize the dedication of lands or donations by individuals or groups

# Guidelines



- City-owned land, buildings and facilities may be named in honor of persons who have served
  - the nation
  - the State of Alaska
  - the City of Valdezin an exceptional and distinguishable manner
- and where such action is warranted by a contribution or service which is deemed of major significance
- The City Council will consider recommendations from different bodies of the applicable City Commission(s) or local interest groups

# Guidelines

- City-owned land, buildings and facilities may be named after individuals or families who have donated the land or funds for a capital project
  - particularly if such naming is set forth as a condition of the donation
- The City Council may approve the naming of city-owned land, buildings or facilities based on an organization or individuals monetary contribution for that purpose
  - the funds from that contribution may be used for any purpose deemed appropriate by the City Council unless there is a specified use as a condition of the contribution



# Guidelines



- When appropriate, parks, trails and facilities can be named after predominant geographical or physical features of the land including natural and man-made features.
- Different sections of public facilities may carry names that differ from that of the overall park or facility
  - The guidelines outlined shall still apply in the selection and adoption of the name.

# Review Procedure



1. Submittal Request

2. Sub-committee Review

3. Sub Committee(s) Recommendation

4. The City Council

# Qualifying Names and Criteria



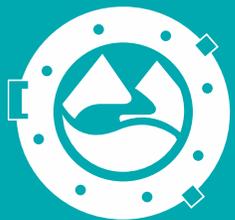
- Geographical location of facility or outdoor space
- An outstanding feature of the area
- Commonly recognized subjects of historical significance
- A person or group who significantly contributed to the acquisition or development of the park/facility
- An individual who provided exceptional service in the interest of the park system as a whole or for the community as a whole
- A person whose contribution or significant gift is of a most extraordinary nature
- Parks and facilities that are donated to the city can be named by deed restriction by the Donor.

# Renaming



- Renaming is strongly discouraged, as naming is intended for public recognition.
- Renaming or removal of the name of an already named public facility will be subject to the most careful examination so as not to diminish the original justification for the name or discount the value of the prior contributors.
- The City Council has complete discretion to remove a name or rename a property

# Monuments, Statues and Public Art



City of  
**VALDEZ**

# Purpose

- To establish formal policies as a guide to the City Council in considering the placement of a Monument, Statue, or public art on city-owned land
  - Under what circumstances a desired location would be best suited for the placement of Monument, Statue, or public art
  - The duration of this placement

The Community Development Department oversees placement of Monuments, Statues and public art on private property

# Guidelines



- The City Council will consider placement of Monuments, Statues or public art pieces
- Placement may be in honor of persons who have served
  - the nation
  - the State of Alaska
  - the City of Valdez

in an exceptional and distinguishable manner

- and where such action is warranted by a contribution or service which is deemed of major significance
- The City Council will consider recommendations from different bodies of the applicable City Commission(s) or local interest groups

# Guidelines



- Placement of a Monument, Statue or public art in honor of a deceased person shall not take place until after a minimum of one-year waiting period
- A Monument or Statue may be named after individuals or families who have donated the lands or funds, particularly if such naming is set forth as a condition of the donation.
  - The funds from that contribution may be used for any purpose unless there is a specified use as a condition of the contribution
- The duration of the name is on a case-by-case basis unless otherwise set forth as a condition of the contribution

# Review Procedure

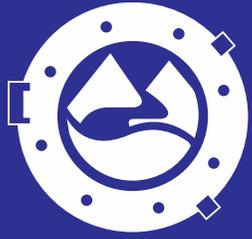


1. Submittal Request

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# Signage



# Guidelines



- Donor or Naming acknowledgement is permitted but must be approved by the City Council prior to installation
- This approval will include review of the
  - size
  - subject matter
  - overall sign design
  - materials
  - location
  - placement
- Signage must comply with the Sign Ordinance (HBMC 17.50) and adhere to the City's official logo and branding guidelines

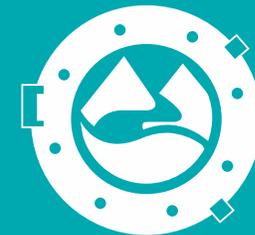
# Guidelines



- Any physical form of recognition shall not interfere with visitor use or routine operations
- The form of any on-site recognition shall:
  - Be of appropriate size and color
  - Not dominate the sign in terms of scale or color
  - Not detract from surroundings or any interpretive messages
- The use of any corporate logos and insignias on the recognition signs will be considered by the City Council for formal approval



# Memorial Park Benches, Bricks and Trees



City of  
**VALDEZ**

# Guidelines



- The Parks, Recreation and Cultural Services department accepts, reviews and administers Memorial Donation requests to the appropriate department.
- Placement may be in honor of persons who have served
  - the nation
  - the State of Alaska
  - the City of Valdez

in an exceptional and distinguishable manner

- and where such action is warranted by a contribution or service which is deemed of major significance

# At A Glance



Naming of Public Facilities and Outdoor Spaces

The City Council retains sole authority to name City-owned land, buildings, and facilities.

Placement of Monuments, Statues, or Public Art

The City Council retains sole authority to allow installation of a Monument, Statue or public art to honor or memorialize a person or family or to celebrate the culture of the community

Memorial Bench, Brick and Tree Donation Program

The Parks, Recreation and Cultural Services department accepts, reviews and administers Memorial Donation requests to the appropriate department.