

## **POLICY FOR INSERTION INTO THE POLICY MANUAL**

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**POLICY: Orange County Property Naming Policy**

### **Policy "Policy Statement"**

County owned buildings, facilities and land shall bear such names as the Orange County Board of Commissioners shall approve pursuant to this policy. This policy follows all applicable local, state and federal laws, rules and regulations.

### **Purpose**

This policy is to establish the Board of County Commissioners as the responsible authority for naming of County buildings, facilities, and land.

### **Guidelines**

- 2.1. The naming of public buildings, facilities and land shall be done only by the Board of County Commissioners by resolution adopted by majority vote.
  - 2.1.1. Property to be given names or titles shall be either owned by Orange County government or leased by Orange County government for its use.
  - 2.1.2. Properties to be named or given a title include county-owned or leased buildings.
  - 2.1.3. Official names or titles for property belonging to the County shall only be changed by the Board of County Commissioners as it deems appropriate after a public participation process.
  - 2.1.4. Current names for property belonging to the County shall remain the same unless changed by the Board of County Commissioners upon relocation or change in function of the property.
  - 2.1.5. Property belonging to Orange County may be named for living persons with the following qualifications.
    - a. Any areas or rooms in buildings, other physical facilities, collections of books, records or other printed or audio-visual materials, land or water areas
    - b. Living persons who secure funding and/or make a significant contribution to the life and well being of Orange County.
    - c. Leased property that has been conferred a name by the lessor that is a person's name need not be renamed if it has locational or other value

2.1.6 Official names or titles for property belonging to or leased by the County shall be based upon geographical, historical, ecological, functional, or other such factors as the Board of County Commissioners deems appropriate. If a geographical reference of locational value is derived from the name of a person, such as a street name, it may be used in naming County property.

a. A public building/facility under construction/renovation or land purchased for park development or conservation/preservation will be given a "working title" which will only become the official title of the property when formally approved as such by the BOCC

Chapel Hill does not have a "working title" clause

b. Memorial naming of a public building, facility or land is in addition to the official title of the building/facility/land and is bestowed in accordance with Section 2.2 of this policy

c. Leased property naming will respect historical names that may already be attached to the facility or as may be negotiated with the owner of the Building.

Chapel Hill allows these names to be changed

2.1.7 Exceptions to this policy of naming property belonging to the County may be made by the Board of County Commissioners as it deems appropriate.

2.1.8 This policy does not apply to the naming of public streets, roads, alleys and other similar thoroughfares.

2.1.9 This policy shall not be construed as the mechanism for selling the permanent naming rights to County structures, buildings, facilities or land.

CH has a process for the selling of naming rights for a defined period, the purchasing groups must advance the town's mission of learning, serving and working together to build a community where people drive and support/promote DEI, environmental stewardship/conservation, and historical and cultural awareness

The following is prohibited:

businesses derived from the sale/production of tobacco, e-cigarettes, or guns

Political Speech

In support of or opposition to a religion/ denomination, creed, tenet, belief,

2.2. Memorial Naming ( in honor of a deceased individual) of Public Buildings, Facilities, or Land: In the event Orange County wishes to honor a deceased individual by naming a public building, facility or land after such an individual, the following shall apply:

2.2.1. The person who is being honored by such a memorial shall have made a significant contribution to the well-being and betterment of Orange County.

2.2.2. The party requesting a memorial shall submit a brief biography of the person to Orange County government for recording purposes.

2.2.3. The memorial naming of a public building, facility or land will be in addition to the official name as defined in Section 2.1.6 of this policy.

2.2.4. Renaming a public building, facility or land which has previously been named in honor of or in memorial to an individual shall only be done in extraordinary circumstances as determined by the Board.

## **Procedures**

- 2.3. A public building/facility under construction/renovation or land purchased for park development or conservation/preservation shall be given a "working title" by staff for easy identification of the property.

- 2.4. The proposed naming of a public building, facility or land may be generated in the following manner.
  - a. Staff shall recommend to the BOCC an official title of the public building, facility or land in accordance with Section 2.1.6 of this policy. Such recommended by staff will be made prior to the completion of any project to construct, renovate or develop the property.
  - b. Any person, firm or association may propose a name for a County owned building, facility or land by submitting the proposal in writing to the County Manager or Clerk to the Board.
  - c. Under certain circumstances the BOCC may wish to set in place a public process for soliciting input in the official naming of a public building, facility or land.
- 2.5. The County Manager shall prepare a report with recommendations for the proposed naming of the public building, facility or land and present it to the BOCC for consideration at a regularly scheduled public meeting.

The Town Manager of CH does not prepare a report with recommendations.
- 2.6. Upon receipt of the report and the recommendations of the manager the BOCC will state its intent to consider the adoption of a resolution for the naming or renaming of the public building, facility or land at the next or some subsequent meeting as determined by the BOCC.
- 2.7. The Board may determine the public building, facility or land is of significant public interest and direct a notice be published informing the public of the Board's intent to consider the naming or renaming of the public building, facility or land and fix a time and place for a public hearing on the question.

Chapel Hill also considers public comments but generally does not set a specific time unless there are significant objections to the proposed name.
- 2.8. Upon approval of the resolution by the BOCC, the public building, facility or land shall bear the name assigned to it from and after the date of Board action or such subsequent date as the BOCC may prescribe.

CH has a naming committee that recommends naming and renaming of buildings, facilities, rooms, gymnasiums, sports facilities etc.