

III. General Policies and Procedures

D. Naming Public Facilities

1. Establishing a Standing Committee on Naming Facilities.

The Council will appoint a standing Naming Committee to make recommendations for naming, renaming, or dedicating Town facilities and streets. The Committee will include two or more Council members.

2. General Procedures for Receiving and Considering Proposals to Name or Rename Town Facilities.

The following process will apply to naming, renaming, or dedicating Town facilities such as buildings, parks, greenways, bikeways, public plaza areas, nature trails, etc. and to arterial and collector streets as defined in the street classifications in the Chapel Hill Design Manual.

Separate procedures as authorized below apply to naming or renaming Town facilities; to naming and renaming of residential streets (excluding collector and arterial streets) as classified in the Town's Design Manual; to granting naming rights to an interior portion of a Town facility for a predefined, limited period of time; and to the placement of memorial markers at Peace and Justice Plaza.

3. General Process for Naming Committee to Consider Naming or Renaming Town Facilities.
 - a. Requests to name or rename Town facilities will be considered in any of the following ways:
 - (1) Written or oral petition from the public to the Committee or the Council in a regular business meeting.
 - (2) Written or oral petition from an advisory board or commission.
 - (3) Written or oral petition from the Mayor or any Council member.
 - (4) Written or oral request from a donor of a property or a gift who may request a specific recognition as part of offering a gift to the Town.
 - b. All requests will be referred to the Naming Committee, which will make recommendations to the Council for a final decision.
 - c. The Naming Committee will observe the following process for developing and submitting recommendations to the Council. The Committee will:
 - (1) Seek ideas from appropriate Town boards and commissions and other community organizations or residents before making preliminary recommendations.
 - (2) Invite comments on preliminary recommendations. When the Committee develops preliminary recommendations for naming facilities, it will distribute news releases to the media, to relevant community organizations, and otherwise seek comments from the public for at least one month. The Committee may publish paid notices of proposed facility names and may or may not hold public forums.

- (3) Submit recommendations for naming or renaming facilities to the Council for consideration at a regular business meeting. The Committee may also recommend deferring or not naming facilities.

4. General Policies for the Naming Committee.
 - a. The Committee will not, except in unusual circumstances, recommend names which would duplicate names of other facilities, including streets.
 - b. The Committee's recommendations to the Council will include a summary of comments received from Town boards, community organizations, and the public, as well as copies of written comments.
 - c. The Committee should give strong preference to naming a facility for persons who are deceased. Naming a facility for a living person will only be considered under extraordinary circumstances.
 - d. The Committee can distinguish between naming a facility for someone and dedicating a facility or portion of a facility in someone's honor. A dedication means that the facility will bear a plaque or marker stating the dedication to the person; however, the facility will not be known by the name of the person.

5. Consideration by the Council.

In addition to receiving the Naming Committee's and Town boards' recommendations, the Council may receive brief comments from the public at Council meetings, and may establish time limits in accord with the Council's customs and procedures.

Written comments from the public, community organizations and boards and commissions are invited.

The intent of this policy is that the Council would not call a public forum to receive comments except in unusual circumstances in which a large number of residents desire to address the Council.

After a decision by the Council to name or rename a facility, the Manager shall be responsible for implementation in accord with the Council's guidance.

6. Policies for Naming and Renaming Residential Streets.
 - a. New streets. In new developments, residential streets shall be named under current procedures normally involving developers' submittal of names for approval by the Manager, or, if applicable, in accord with conditions of a development permit. Unless otherwise directed by the Council, the Manager is authorized to name entrance streets or drives to Town facilities, if appropriate, as part of the development process.
 - b. Existing streets. To rename an existing publicly maintained residential street, a group of residents may request the Town Manager to approve its renaming. Names shall not duplicate or be similar to names of existing streets or facilities. The Manager is hereby authorized to establish administrative procedures to carry out this policy.
 - c. Any determination or decision by the Manager may be appealed to the Town Council by a resident or owner of property abutting a street proposed to be renamed.

7. Policies for the Sale of Naming Rights for a Portion of a Town Facility or other Town-owned property.

The Naming of Public Facilities is distinct from the sale of Naming Rights to a portion of a Town facility or other Town-owned property. For portions of Town-facilities such as rooms, meeting rooms, gymnasiums, etc. naming rights may be purchased for a defined period of time.

- a. CRITERIA

In general, the sale of Naming Rights to may be permitted in the name of individuals or organizations that:

- 1) Advance the Town’s mission of “Learning, serving and working together to build a community where people thrive.”
- 2) Support or promote Town goals of diversity, equity, and inclusion, environmental stewardship and conservation, and historical and cultural awareness.

No Plaque or Marker will be permitted in the name of parties:

- 1)Whose business is substantially derived from the sale or manufacture of tobacco products or electronic cigarettes.
- 2)Whose business is substantially derived from the sale or manufacture of guns.
- 3)Whose primary functions include engaging in political speech.
- 4)Whose primary functions are in support of or opposition to a religion, denomination, creed, tenet, or belief.

- b. PROCEDURE

Individuals or organizations that wish to purchase naming rights to a portion of a Town facility or other Town-owned property for a period of two or more years must submit written proposals to the Council Naming Committee for review.

- 1)Acceptance of payments must be approved by Council.
- 2)Approved proposals will be governed by the terms of an Agreement between the Town and the purchaser, detailing roles, responsibilities, and terms of recognition.
- 3)Agreements will be drafted in coordination with the Director of the Department where the marker will be placed.

8. Policies Regarding Memorial Markers at Peace and Justice Plaza.

- a. Once a year, the Naming Committee may bring forward to the Council for consideration the names of persons nominated to be honored on the Peace and Justice Plaza marker.
- b. Nominees for the Peace and Justice Plaza marker must be deceased.
- c. Nominees must have demonstrated a lifelong commitment to furthering the causes of peace and justice in Chapel Hill.

E. Council Adopted Policies and Procedures

1. Acceptance of Gifts and Donations.

Section 1. The purpose of this policy is to establish a uniform policy for accepting gifts and donations made to the Town of Chapel Hill.

Section 2. Any gifts or donations solicited by or received by the various boards and commissions appointed by the Town Council are construed to be gifts or donations to the Town and therefore governed by this policy.

Section 3. The Council of the Town of Chapel Hill shall be informed through the agenda process of the following types of gifts and donations and shall make a determination in a regular business meeting of whether or not to accept the following types of gifts and donations:

- a. Real estate.
- b. Personal property, ownership of which would require a significant expenditure of Town funds.
- c. Restricted cash to be used for a specified program or purpose which is not included in a current operating plan for the Town, including but not limited to gifts to commission a piece of artwork and gift it to the Town in perpetuity.

Section 4. The Council of the Town of Chapel Hill hereby delegates to the Town Manager the authority to accept other gifts and donations, such as:

- a. Unrestricted cash.
- b. Cash to be used for a specified program or purpose which is included in a current operating plan for the Town, including but not limited to gifts in support of operational supplies and materials.
 1. Donors may choose to request placement of a Town-issued marker on items purchased with their donations.
 - a. The text on Town-issued acknowledgment labels may memorialize or honor a person, organization, or event.
 - b. Named parties on acknowledgment labels must meet requirements outlined in the Manager's Marketing Partnership Policy and the Council Policy on Naming Facilities.
 - c. Town-issued acknowledgment labels are for a specified period of time and not intended to be permanent.
 - d. Text must be approved by the Director of the Department to which the donation is directed.
- c. Personal property that does not require a significant expenditure of Town funds.