

Examples of Cities/ Counties with Memorial Policies

Submitted by Bizzie Watson in reference to Winnie Watson Memorial Marker

Memorial Policies Usually Consist of:

- Donation types (tree, bench, general donations, statues, etc.)
 - Costs
- Maintenance of memorial (city or personal responsibility)
- Length of time memorial stays in place
- Who approves the memorial (city council, mayor, citizen board)
- Limit of memorials per park

Salt Lake City General Naming Policy

(items related to memorials highlighted)

3.65.010: PURPOSE:

A. The purpose of this chapter is to establish policy and guidelines for naming (including renaming) any city owned property, referred to in this chapter as a "city asset", including, by way of example, but not limited to, parks and park lands; landscape elements such as trees, plants, plazas, and gardens; site furnishings such as benches, playgrounds, and donated art; open spaces; facilities; walkways, and gathering spots; recreation elements such as sports fields and bocce courts; **memorials**, statues, and busts; and municipal buildings, properties, sites, and structures.

B. This chapter is designed to promote the city and enhance public awareness of particular city assets.

C. The naming of city assets shall be consistent with adopted city policy and, more particularly, the provisions of this chapter.

D. 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. (Ord. 11-13, 2013)

3.65.020: SCOPE:

A. Scope; Exceptions: This chapter shall apply to the naming of any city asset except:

1. A city street, which shall be governed by title 14, [chapter 14.08](#) of this code; and
2. A donation not associated with a sponsorship, naming right, or other similar arrangement concerning city owned property, which shall be governed by [chapter 3.60](#) of this title.

B. Asset Naming Parameters:

1. City assets shall be classified as either major or minor assets. Naming of major assets shall require council approval and naming of minor assets shall require mayor approval.

a. An asset shall be considered to be major if one or more of the following apply:

- (1) It provides material economic value to the city;
- (2) It is iconic to the city;
- (3) It does not currently exist as an asset class within the inventory;
- (4) It is a structure or facility, including a portion of structure or facility;
- (5) It is land regardless of acreage; or

(6) It is identified as important to one or more members of the city council after the council receives notice from the mayor as provided in subsection B2 of this section.

b. An asset shall be considered to be a minor asset if one or more of the following apply:

(1) The asset is a park bench, tree/plant, bike rack, or similar object installed in a public space.

(2) The asset is not a major asset as described in subsection B1a of this section.

2. The mayor shall give a minimum of fifteen (15) business days' notice to the city council of each naming request prior to initiating a naming process. The city council shall notify the mayor at the conclusion of the fifteen (15) business days if the city council wishes to use a legislative process for naming an asset. If the city council does not respond to duly given notice, the naming may proceed as provided in this chapter for a minor asset. Unless otherwise specified by the city council, no action shall be taken on a naming request until after the notice period has expired. (Ord. 11-13, 2013)

3.65.030: NAMING CATEGORIES:

The following asset naming categories are hereby created:

A. Category 1 - sponsorships: Following a request for qualifications or a request for proposals, 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 a cash or other 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 to the city by:

1. An individual or organization; or
2. A group of similarly situated individuals.

C. Category 3 - tributes and memorials: As provided in this chapter, an individual may petition the city to name a city asset, such as a room, tree, flagpole, or park bench, as a tribute or memorial to an individual, group, event, or other thing.

D. Category 4 - discretionary: If a petition does not apply to an asset naming category, it shall be left to the discretion of the city to name the asset. (Ord. 11-13, 2013)

3.65.040: NAMING STANDARDS:

A. Applicability: The provisions set forth in this section apply to the naming of any city asset, including, but not limited to:

1. Opening of a new or refurbished city asset;
2. Honoring an individual, group, or organization;
3. Recognizing a gift, donation, sponsorship, joint venture/partnership, or significant contribution to the city or the general public; and
4. Improvements to an existing city asset.

B. General Provisions: The following provisions shall apply to selection of any name associated with a sponsorship, city recognition, or a tribute or **memorial**:

1. 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.

2. Community Council 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 relevant community council shall review the proposal and make a recommendation to the mayor.

3. Prohibited Names: Unless otherwise determined by the city in its sole discretion, no name shall be chosen that:

a. Causes confusion due to duplication of or similarity to an existing named location within Salt Lake City;

b. Is the name of:

(1) An entity associated with tobacco, alcohol, firearms, obscenity, or a sexually oriented business;

(2) A religious or political organization; or

(3) A religious leader, unless such leader being honored is recognized solely for the leader's civic contribution;

c. May have an inappropriate acronym, short form, or modification;

d. Is discriminatory or derogatory;

e. Relates to or may create a controversial situation within the city; or

f. Recognizes a single individual for a contribution similar or identical to a contribution made by others within a particular group associated with that individual.

4. Asset Name Rejection: The city, in its sole discretion, may reject any proposed asset donation or any name proposed for a new or existing city asset.

C. Sponsorships And City Recognitions: The following provisions shall apply to the selection of any name associated with sponsorship or city recognition:

1. Context: The selected name shall:

- a. Have a longstanding or unusually significant identification with the city or its residents;
- b. Be consistent with:
 - (1) The character and public value of the asset;
 - (2) Financial sponsorship categories as may be established by the mayor;
 - (3) Geographical locations; and
 - (4) Any other applicable city requirement.

2. 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:

- a. Enhancing the quality of life and well being of the city;
- b. Contributing to the historical, cultural, or societal preservation of the community;
- c. Contributing a significant portion of project costs used for acquisition, development, improvement, or conveyance of land or a building; or
- d. Achieving personal or organizational excellence that represents Salt Lake City in a positive manner.

3. Public Gifts: When selecting a name connected with a sponsorship, the following additional factors shall be considered:

- a. The dollar value of the contribution compared to the construction and ongoing operating and maintenance costs of the city asset to be named;
- b. Any financial sponsorship categories as may be established by the city to recognize different contribution amounts;
- c. The cost of establishing the naming; and
- d. In the case of a donated asset, projected ongoing operating and maintenance costs.

D. Tributes And Memorials: The following provisions shall apply to the selection of any name associated with a tribute or memorial:

1. Quality: An asset donated to the city shall conform to applicable city standards including, but not limited to, design, durability, and location. The city, in its sole discretion, may reject an offer to donate an asset that does not meet city standards.

2. 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. (Ord. 11-13, 2013)

3.65.050: CHANGING AN EXISTING ASSET NAME:

A. Criteria: The name of a city asset with an existing name shall be changed only after consideration of the:

1. Historical significance of the name;
2. Impact on the currently named individual or organization; and
3. Cost and impact of:
 - a. Changing existing signage, if any;
 - b. Rebuilding community recognition; and
 - c. Updating records such as letterhead, databases, and promotional materials.

B. Consideration: Each petition to change an existing name shall be considered on a case by case basis pursuant to applicable provisions of this chapter. (Ord. 11-13, 2013)

3.65.060: ASSET NAME REMOVAL:

A. End Of Service Life: When a city asset exceeds its service life, as reasonably determined by the city, or is destroyed through no fault of the city, the asset and its associated name may be removed.

B. Extension: A named asset that has exceeded its service life may thereafter remain in service only if:

1. Such remaining in service is approved by the city pursuant to an asset naming agreement; and
2. The asset naming agreement:
 - a. Specifies the length of time that the asset name may be used; and
 - b. Provides for an endowment fund or other financial resources sufficient to pay the asset's ongoing maintenance costs.

C. Asset Parameters: If an asset was named before the effective date hereof, classification of the asset shall be accomplished as provided in section [3.65.020](#) of this chapter. The city council shall be given the opportunity to decide whether to remove or extend an asset name using the procedure set forth in subsection [3.65.020B](#) of this chapter as if it were applicable to the removal or extension of an asset name.

D. Council Action: Unless otherwise provided in an asset naming agreement, the city council may review, change, or remove the name of a city asset at any time consistent with the provisions of this chapter.

E. Expiration: Except as otherwise provided in subsection C of this section, an asset name expires and may be available for renaming upon:

1. The passage of twenty five (25) years;
2. Unexpected natural events, such as flooding, earthquakes, or windstorms;
3. The end of the asset's useful life or when the asset becomes beyond repair and must be replaced; or
4. The termination date or event stated in any written agreement of the city with respect to such asset name.

F. Exemptions: City assets that have longstanding and historically significant names are exempt from this section. (Ord. 11-13, 2013)

3.65.070: 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 within the guidelines set out in this chapter. (Ord. 11-13, 2013)

Salt Lake County

Salt Lake County Ordinance 2.48.040 details guidelines for naming or renaming public places. The process involves several steps including submitting a proposal; a review by the Salt Lake County Parks & Recreation Advisory Board, Mayor, and County Council; and public involvement. A few key factors that are considered prior to moving a submission beyond the advisory board include whether or not the person is deceased and/or a former County official, and whether or not the request includes a significant contribution. Naming conventions have many steps to them. Another option is a donation to Salt Lake County Parks and Recreation or reaching out to the respective city and seeing if they have a neighborhood, city owned and managed park.

2.48.040 - Guidelines for naming or renaming public places.

A.

All county facilities substantially owned and operated by the county and completed after July 1, 2013 shall be identified as being owned and operated by the county as set forth herein. The county shall include the words "a Salt Lake County facility," or similar, in the name of each public facility substantially owned and operated by the county. All permanent on-site

signs identifying county facilities shall be clearly visible and shall include the full name of the facility as adopted under the guidelines set forth in this section.

1.

For county facilities completed prior to July 1, 2013, the county shall create a schedule to bring those facilities into compliance with this subsection A within a reasonable time as determined by the mayor. The schedule shall consider budget restraints, scheduled replacement dates for signage, and other relevant factors.

2.

The county may use temporary signage for facilities completed prior to July 1, 2013, until the county is able to bring those facilities into compliance with this subsection A.

B.

If the county and another entity jointly construct, own or operate a facility, the county shall work with the other entity to recognize the collaborative nature of the project and to recognize the interests of the other entity in the naming of the facility.

C.

Prior to making a recommendation to the county council for the naming or renaming of a public place, the advisory committee shall consider the following factors:

1.

The names or public identification of adjacent or nearby streets or prominent physical or geographic features;

2.

The city, community or subdivision in which the public place is located;

3.

Significant historical features or events that are associated with the public place or the area in which it is located;

4.

Whether the individual, or entity on the individual's behalf, has made a significant contribution to the public place's existence or development. In considering this criteria, the advisory committee shall also consider the contributions of others to the public place's existence or development; and

5.

Whether the naming suggestion is supported by the community at large.

6.

Whether a county entity has invested funds to brand its name.

D.

If the advisory committee is considering naming a public place after a deceased individual, the individual must have been deceased for a minimum of six months prior to the time the advisory committee recommendation is made to the county council.

E.

If the advisory committee is considering naming a public place after a government official, the government official must have been out of office for a minimum of five years.

(Ord. No. 1755, § II, 8-20-2013; Ord. 1629, § 1 (part), 2008)

2.48.050 - Exceptions.

A.

Sections [2.48.030](#) and [2.48.040](#) shall not apply to the naming or renaming of public thoroughfares in accordance with Sections 18.28.024 and 18.28.025, Salt Lake County Code of Ordinances, 2001, or relevant successor provisions; and

B.

Naming requests that are conditioned upon financial contributions offered to the county shall be considered by the council and mayor. The council and mayor shall make all decisions regarding the offering, acceptance of funds or any other arrangement regarding the sale of naming rights on county owned facilities.

(Ord. No. 1755, § II, 8-20-2013; Ord. 1629, § 1 (part), 2008)

Boulder, Colorado

<https://bouldercolorado.gov/services/parks-and-recreation-donations>

Memorial Donations

We provide the opportunity for members of our community to donate to our park system in honor of loved ones. In order to allow for a coordinated and consistent program for soliciting and recognizing contributions, we have established the following guidelines.

The guidelines were developed based on research on the best practices of similar agencies nationwide, the needs and resource capabilities of the Parks and Recreation Department and the desire of residents to recognize loved ones through monetary contributions providing for specific lasting memorials.

The Parks and Recreation Department stewardship donation guidelines allow for several types of opportunities. We encourage residents to contact the department to discuss ideas for locations for donations, however final donation locations will be dependent on the needs of the department and planning processes already underway. Donations to the City of Boulder may be tax deductible. (Please see your tax advisor.)

Donations will be accepted in the following categories:

Living Legacy tree donations: Living memorial donations will be accepted in the form of tree plantings in city parks.

Stewardship bench donations : Memorial bench donations will be considered within the city park system.

General donations: Donations for general park and recreation purposes are accepted and encouraged.

Statues, Fountains, Plazas, Gardens, etc.: Donations of statues, fountains, plazas, gardens, etc. may be accepted under specific circumstances. The Department will determine placement of all such memorials.

Park Naming Opportunities: Naming of a park as a memorial may be submitted under the Parks and Recreation Department's Park Naming Policy.

4. Glenwood Springs, Colorado

Memorial Application Process

Standard Memorials

Applications for memorials should be completed through the Parks Department. The City has the authority to deny requests for memorials that commemorate a person, event or place that is already memorialized elsewhere in the City. The Parks Superintendent will contact the applicant to consult on Department needs and applicant's wishes for location and memorial type. While Small memorials may commemorate an individual or event, the subject of a Large memorial must demonstrate a high level of significance by meeting at least one of the following criteria:

The person or group has made an outstanding contribution to the cultural, political or social development of the City of Glenwood Springs, the State of Colorado, the United States of America, or the international community.

The site or event is historically or culturally significant and/or represents an important and unique City or civic anniversary.

Large Memorials

Applicants wishing to install a large memorial at a City park or recreation facility shall submit an application, including a conceptual plan, to the Parks and Recreation Commission for review. The Commission shall forward all completed applications, along with their corresponding recommendations of approval or denial to the City Manager's Office, which will take all comments into consideration when making a final recommendation regarding whether the application should be approved or denied.

If the Parks & Recreation Commission and City Manager recommends approval of the application, the Parks Department shall proceed with the development of an installation and management agreement between the City and the applicant, which will require the approval of the City Council.

Should the Parks & Recreation Commission and City Manager not approve the application, the applicant may appeal this decision to the City Council at a public hearing following customary procedures administered by the Office of the City Clerk.

Memorial Locations

The Park Superintendent is responsible for assisting with choosing locations in the parks and trail system for potential memorial sites. Sites can be existing structures such as benches converted to memorial benches or in a new designated location.

The proposed site/location must be consistent with and not interfere with the Parks System Plan, or, if applicable, an approved master plan for the site. The proposed location will not compromise the aesthetic integrity or interfere with the unique or cultural character of the area.

Any applicant must demonstrate why the selected site is appropriate. There must be justification for the memorial being in that location. Where appropriate, preference will be given to co-location of new memorials within a site of common interest.

Consideration will be given to existing uses of the proposed location, with a goal of preventing the memorial from disrupting appropriate public use of City park and recreation facilities.

At the City's sole discretion, the memorial once placed may be relocated at the City's expense to another location.

Memorial Agreement

The approved applicant must sign a 10 year agreement with the City for the City to install and maintain the memorial.

Applications for memorials not provided for by this memorial policy must be approved by City Administration based on review and recommendation from the Parks & Recreation Commission

City Administration may additionally require City Council approval

City Council will be the final source of appeal for any disputes regarding this program
Commemorative plaques installed on memorials must be for an individual or a purpose that is non-controversial with text that is appropriate for display in a public place, and approved by the City. Text that in any way markets a product or service shall not be permitted. The Parks Superintendent will approve the text, order the plaque, and provide for installation.

Damaged or stolen benches or other memorial will be replaced only once in the ten-year period. Additional replacements of a bench or plaque will be subject to review by the Director of Parks and Recreation

At the ninth year, a notice will be sent to the Donor at the address provided on the agreement. The Donor will be informed of the expiration date and the renewal procedure to find out if they want to pay an additional fee to re-up the contract for 10 more years. If not, then the plaque will be removed and sent to the contact person.

If the Donor does not respond by the end of the tenth year, or if the letter is returned, the plaque will be removed and stored for one year at the Parks Department office.

It is the responsibility of the Donor to notify the City Parks Department office of current contact information (i.e. change of address, phone, or email) during the ten-year Bench Agreement period.

If the Donor contacts the City after the ten-year period has expired and the plaque has been removed, the City will have no obligation to honor the site or structure as a memorial and the plaque will become property of the City.

Other Memorial Information

The Parks Superintendent will inventory, date, and maintain a listing of all existing commemorative benches, plaques, and other memorials that have been installed prior to the adoption of this policy.

Unless otherwise agreed to in writing, all memorials that have been installed prior to approval shall be maintained for a ten-year period commencing January 1, 2019.

The Parks and Recreation Commission may provide for a memorial to recognize an individual or organization that has made an unusual contribution, service, or gift to the City.

Lake Mills, Wisconsin

PARKS MEMORIALS AND DONATIONS POLICY Purpose: The purpose of this policy is to establish guidelines, standards and procedures for the installation and care of donated park improvements, either as a result of a cash or physical property donation. These donations may include, but are not limited to, park benches, bicycle racks, picnic tables, monuments, drinking fountains, flags, and other types of park accessories. This policy does not apply to buildings or land. The City desires to encourage donations while at the same time manage aesthetic impacts and mitigate on-going maintenance costs. The development of public facilities is expected to be the result of careful planning and quality construction. In addition, public facilities are expected to be maintained to a standard acceptable to the community. Guidelines established by this policy will apply to all donations made after the effective date of this policy. Donations made prior to the adoption of the policy shall be subject to any sections of this policy that may be applicable. Standards established by this policy will apply to purchased equipment, installation techniques, donation acknowledgements, and long term care of all donations made after the adoption of this policy.

GUIDELINES FOR EXISTING DONATIONS Definition of an Existing Donation: For the purpose of this policy, existing donations are those donations installed prior to the adoption of this policy. **Appearance and Aesthetics:** The City and the community have an interest in ensuring that existing donations remain in the best appearance and aesthetic quality. **Maintenance:** Existing donations are to be maintained by the City until removal and/or relocation is necessary (See CONDITIONS Section).

STANDARDS FOR NEW DONATIONS Definition of New Donation: New donations are those made after the adoption of this policy. **Purchase and Installation:** The City staff will be responsible for the purchase and installation of all park elements. **Appearance and Aesthetics:** The City and the community have an interest in ensuring the best appearance and aesthetic quality of their public facilities. Park elements and/or their associated donation acknowledgments should reflect the character of the park or facility.

All park elements will be installed in such a manner that will not substantially change the character of a facility or its intended use. Maintenance: Upon donation, park elements and/or their associated donation acknowledgement become City property. Accordingly, the City has the duty to maintain the donation until removal and/or relocation is necessary (See CONDITIONS Section).

If information on file continues to be current or is updated by the donor, the donor will be informed and given the opportunity to have input before the removal and/or relocation of donation. Repair: The community has an interest in ensuring that all park elements remain in good repair. In addition, the public has an interest in ensuring that the short and long term repair costs are reasonable. Repair parts and materials must be readily available. Donated park elements must be of high quality to ensure a long life and be resistant to the elements, wear and tear, and acts of vandalism. Cost: The City has an interest in ensuring that the donor covers the full cost for purchase and installation. The City also has an interest in ensuring that on-going maintenance costs do not negatively impact the resources available for maintenance of other City park facilities. Consequently, the City may assess, at the time of donation, a charge sufficient to cover anticipated on-going maintenance of donated park elements during their expected life expectancy. PROCEDURE FOR MAKING A DONATION The City's Parks and Forestry Director will manage all donations located on City park property, with the assistance of the parks maintenance staff. Application: The donor must contact the Parks and Forestry Director to determine whether a donation is acceptable based upon criteria contained in this policy. If a donation can be accepted, the donor will complete an application form. Applications are available through the mail or in-person at City Hall. Review and approval must be done by the Parks and Forestry Director and further review and approval may be needed from the Park Board and/or City Council. Once approved, donor will be contacted and payment must be made to the City Clerk-Treasurer prior to purchase or installation of the donated park element. ACCEPTANCE OF A DONATION Criteria: To accept a donated park element, the donation must meet certain conditions. The donations shall: 1) Meet a true need of a park or facility. 2) Not interfere with the intended current or future use of a park or facility. 3) Not require the relocation of other equipment or infrastructure. 4) Not be in excess of more than one memorial monument per park. The City reserves the right to determine whether a park or facility is fully developed and therefore, no donations would be accepted for that park or facility.

PLAQUE/MEMORIAL ACKNOWLEDGEMENTS Plaque Definition: A flat tablet or metal, plastic, stone or other appropriate material which includes text and/or images commemorating a person or an event and/or providing historical text or information relevant to its location. Such tablet shall be affixed to an object, building or pavement. Memorial Definition: An object established in memory of a person or event. Criteria: The

City of Lake Mills has specified a range of plaque and memorial categories appropriate to the needs of individuals and organizations. No proposals will be considered that are not within these categories. Applications can only be made under one category.

Categories: Subjects for plaques and memorials will be limited to the following: 1) An individual or association that has contributed significantly to the cultural, political or social aspects of Lake Mills' development. 2) An individual or association strongly linked to the City of Lake Mills and its history. 3) A significant anniversary of an event unique to Lake Mills' history and development. 4) Historical or other information relevant to the site/location of the plaque. 5) An individual or association that has financially contributed significantly to either the Lake Mills Parks System or the City of Lake Mills. Plaques and memorials will represent and acknowledge the diverse makeup of our community.

Applicants should nominate a preferred site (general location) for the placement of the plaque or memorial. Only sites that have relevance to the person, group or event being commemorated should be nominated. Approval for a particular site will only be granted if consistent with the City's Master Plan or strategic development framework for that site and the proposed plaque or memorial is relevant to the site. The donor will also take into account the number of existing plaques and memorials, artworks, fountains and other objects in the vicinity of the proposed new plaque or memorial. The City of Lake Mills has final approval of appropriate sites and will determine the exact location of any plaque or memorial.

Ashland, OR

https://www.ashland.or.us/SIB/files/APRC/Web%20Files/CP_P_2004_08_23_Memorial_Policy_web.pdf