

**NAMING CRITERIA FOR  
MUNICIPAL FACILITIES  
October 28, 2015**

**Background:**

Naming rights are revenue enhancement opportunities encouraged by the Mt. Lebanon Commission. The purpose of this policy is to establish a systematic and consistent approach for the official naming or renaming of municipal facilities. The policy provides direction on how to apply for approval to name or rename parks, facilities and facility amenities.

There are three main types of naming situations this policy intends to address:

- The opening or reopening of municipal facilities, and facility amenities;
- Providing recognition of financial contributions;
- Honoring individuals or organizations for significant contributions.

**Objectives:**

- Ensure that municipal facilities are easy to identify and locate.
- Ensure that given names to municipal facilities are consistent with the values and character of the municipality and the area or neighborhood served.
- Encourage public participation in the naming, renaming and dedication of municipal facilities.
- Encourage the dedication of lands, facilities, or donations by individuals and/or groups.

**Definition:**

The term “facilities” includes all property assets owned by the municipality including all buildings, structures and grounds or components thereof.

**Criteria:**

The policy of the Mt. Lebanon Commission is to name municipal facilities through a standard process, utilizing criteria that reflects and promotes community values and character, local history, geography, concern for the environment, and civic service to the Mt. Lebanon community.

The following criteria shall be used in determining the appropriateness of the proposed name:

**1. Selection of name – Criteria**

It is the policy of the Municipality of Mt. Lebanon to choose names for municipal facilities based upon the relationship to the following criteria:

- The name reflects a historical figure, place, event or other instance of historical or cultural significance.
- The name is related to the natural or geological features of the designated area.
- The name honors an individual or organization who has made a significant land and/or monetary contribution to the municipality, or the name results from a memorial contribution made with naming stipulated as a condition of the donation.
- The name memorializes an individual who has contributed outstanding civic service to the municipal facility and who has been deceased for a period of at least two years. Prior consent shall be obtained from the individual when possible; otherwise, his/her next of kin shall be consulted prior to consideration of the name.

## **2. Designation of name by Municipality of Mt. Lebanon Commission**

The Mt. Lebanon Municipal Commission shall designate the names of municipal facilities. When considering names for public parks or recreation facilities, the Commission shall make its selection after receiving a written recommendation from the Mt. Lebanon Municipal Parks or Sports Advisory Boards, based upon receipt of a petition from individuals or organizations. Any petition for naming shall have a minimum of 200 signatures. Such written recommendations by the Parks or Sports Advisory Boards shall state how the proposed name(s) meet the four criteria in 1 above.

Once the Commission receives the recommendation from the Parks or Sports Advisory Boards, the Commission shall consider the recommendation at a public meeting, allowing for appropriate public input.

If a contest or competition is to be held to determine the name of a park or recreation facility, the Parks or Sports Advisory Boards shall recommend guidelines and rules for the contest. No Municipality of Mt. Lebanon funds shall be used for any contest prizes.

## **3. Naming of features or facilities within a park**

The features and/or facilities within a park or recreation facility may have names other than that of the entire park or recreation facility. These names are subject to the criteria designated in 1, and the selection process outlined in 2.

## **4. Restriction on certain naming proposals**

Names will not be chosen that:

- Cause confusion due to duplication or because the names sound similar to existing locations within the Municipality of Mt. Lebanon;
- Promote companies whose business is substantially derived from the sale of alcohol, tobacco, firearms, pornography or any other product/service that is deemed inconsistent with the use of the facility and residential character of the community as articulated by the municipality's comprehensive land use plan;

- Could be considered discriminatory or derogatory with regard to race, nationality, gender, creed, religious or political affiliation, or other similar factors.

The duration of naming rights of municipal facilities and amenities within those facilities shall be decided or negotiated on a case-by-case basis. Naming rights of municipal facilities and amenities may be renewed by mutual agreement between the parties.

Existing names will not be changed without consideration of the historical significance of the existing name, the impact on the individual or organization previously named, the cost and impact of changing existing signs, rebuilding community recognition and updating records (i.e. letterhead, databases, and promotional materials).

## **5. Signs**

All signs must comply with Chapter XX, Mt. Lebanon Code, Zoning, Ordinance 2636 as amended §823, and are subject to the review and approval of the Inspection and Planning office. No Municipality of Mt. Lebanon funds shall be used for the purchase or erection of any signs.

## **6. Financial Consideration**

Where the naming opportunity is the result of a financial contribution, the following factors must be considered: The amount of the contribution relative to the construction and/or operating costs of the facilities, and the cost of establishing the naming option (costs to be determined by the Manager on an individual basis).

### **Reservation of Rights:**

All requests for naming will be considered on a case-by-case basis, and there is no guarantee that a suggested name will be accepted. The Mt. Lebanon Commission has the exclusive discretion to pursue, accept or decline any opportunity to name facilities. Legal review will be required.

The purpose of this Policy is to assist the Commission in evaluating, selecting, and implementing options relative to naming municipal facilities by outlining the underlying philosophies and processes to be followed by the Commission. It is intended that this Policy provide a meaningful framework to accomplish these objectives while remaining flexible to allow the Commission to be responsive to future changes in the economic environment, budgets, overall direction, and the competing needs of residents, the community and the Municipality. Accordingly, the Commission may adjust or disregard one or more of the provisions listed herein, or employ other considerations not listed herein, where the Commission has determined that such action is desirable in its discretion. The decision to proceed or not to proceed with any particular naming opportunity is always within the discretion of the Commission, is subject to any conditions the Commission may choose to attach to any decision, and no decision to

proceed with one opportunity will serve as precedent for any other opportunity. This Policy may be discontinued at any time and for any reason.