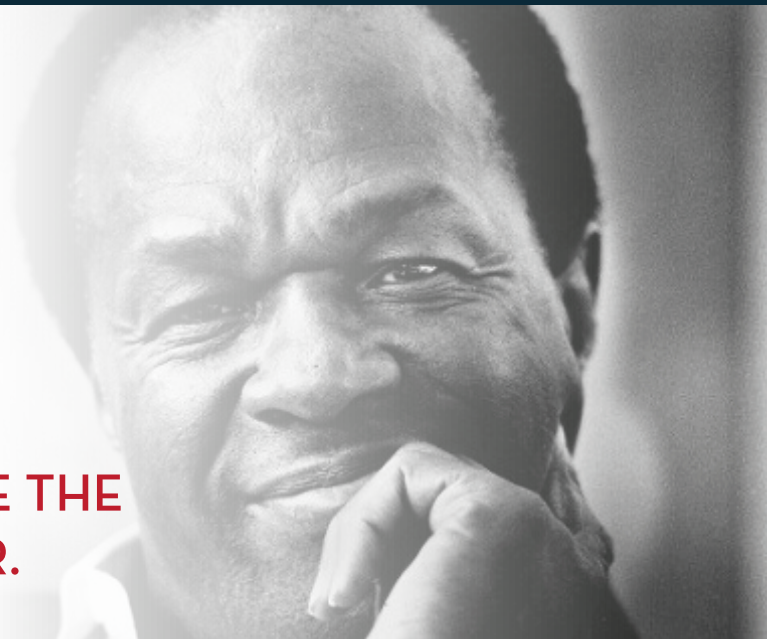


★ ★ ★ GOVERNMENT OF THE DISTRICT OF COLUMBIA
MURIEL BOWSER, MAYOR

COMMISSION TO
COMMEMORATE AND RECOGNIZE THE
HONORABLE MARION S. BARRY JR.



★ ★ ★ WE ARE WASHINGTON
★ ★ ★ GOVERNMENT OF THE DISTRICT OF COLUMBIA
MURIEL BOWSER, MAYOR

TABLE OF CONTENTS

Overview and Process

Recommendations

Conclusion

Appendices

A. Mayoral Order – Commission Establishment

B. Mayoral Order – Commissioners Appointment

C. Public Engagement Forum Responses

**Responses not included at this time due to private information being contained on the forms.*

D. Regulation – DCPS Naming of Public School Buildings

E. DC Code – Naming of Public Space

F. UDC Policy – Naming of Campus Buildings

I. OVERVIEW AND PROCESS:

The Commission to Commemorate and Recognize the Honorable Marion S. Barry, Jr. (“Commission”) was established by Mayoral Order 2015-081, March 6, 2015. Tasked with determining the most appropriate action or actions of commemoration, the Commission’s final proposal was authorized to include one or more of the following, but not limited to: renaming a street, public building, program, initiative, and/or establishing any new public program, initiative, event or artistic display, as well as erecting a statue.

Pursuant to the Mayoral Order, Commissioners met monthly from March through October 2015 following a published notice in the DC Register. Meetings were held in various locations across the City and open to the public but lightly attended. Commissioners engaged in many discussions of how the City could best commend Mayor Barry’s work and as the minutes of the July 19th meeting reflect, the members unanimously agreed that recognition must reflect four areas: Community, Education, Government, and Youth.

As a part of the Commission’s charter, members were also asked to engage the public to seek ideas, as well as acquire feedback regarding the ideas being developed by the Commission. On August 19th, the Commission held a public engagement forum at the Southeast Tennis and Learning Center, located in Ward 8, going directly in the community that Mayor Barry last represented. The Commission provided the audience with a preliminary list of ideas on how he could be honored.

The meeting drew more than 100 citizens eager to offer ideas of their own and applauded the recommendations of the Commissioners. Chairman Michael Rogers opened the forum by announcing the criteria established by Commission and the four recommendations they developed. The audience applauded and cheered with approval. More than 40 participants opted to complete a form provided to express ideas. Some 50 people spoke, offering their views on ways to commemorate Mayor Barry, as well as offering praise for his service to the City, especially the Summer Employment Youth Program (SYEP). The Commission announced that Mayor Bowser had taken the first state by renaming the SYEP after Mayor Barry.

Some participants referred to the forum as a movement and expressed readiness to volunteer. The outline below represents the plethora of ideas received by the Commission:

A. Education

a. Endowment of Chairs

- i. UDC**
- ii. All DC Universities**

b. Scholarship Programs

- i. High school students to attend UDC**
- ii. Fund-open applications**
- iii. SYEP-Allow participants to shadow elected officials to encourage service to others**

B. Government

- a. Renaming of Building
 - i. UDC Student Center
 - ii. Reeves Center
 - iii. Building at Shannon Place
 - iv. Anacostia Library
 - v. Council Chambers, 5th Floor, Wilson Building
 - b. Creation of Statue
 - i. Wilson Building-Outside or Inside
 - ii. Freedom Plaza
 - iii. At Big Chair site
 - iv. A location in Ward 8
 - c. Establish Local Holiday
 - i. Legislation to honor the birthday
 - ii. Annual Event on April 17 “Marion Barry Day”
- C. Community
- a. Renaming Park
 - i. Oxon Hill
 - b. Renaming of Roads and Bridges
 - i. Benning Road/H Street
 - ii. Mississippi Ave
 - iii. Alabama Ave
 - iv. 14th Street
 - v. Bridge 295 (DC Side)
 - vi. Good Hope Road
 - vii. Any street in Ward 8
 - c. Creation of Museum
 - i. Exhibit in National Museum of African American History and Culture
 - ii. Art show in all Wards depicting him
 - iii. An addition within a youth or learning center
 - iv. Renaming Anacostia Library
- D. Youth
- a. Renaming of Frank Ballou High School
 - b. Establish Job Corp Program
 - i. Create trade school
 - ii. Honor summer jobs

All ideas were discussed and considered. Some suggestions were eliminated due to a lack of City control. For example, some proposed streets for renaming, ideas related to Freedom Plaza, and parts of Oxon Run Park were found to be federal controlled. Therefore, based upon Commission deliberations, public input, and City authority, the Commission is offering four (4) recommendations for Mayoral consideration to commemorate and recognize D.C.’s “Mayor for Life”, the Honorable Marion S. Barry Jr. Commissioners deemed it appropriate to

honor Mayor Barry throughout the City and to align the ideas for recognition with one of four principle areas: Community, Education, Government, and Youth. Members also wanted to make sure his legacy was marked in a way that would have significant visibility for residents as well as tourists. Based on these criteria, commissioners are proposing the recommendations below:

1. Erecting a bust or statue in front of or inside the John A. Wilson Building (Government)
2. The renaming of Ballou Senior High School (Youth)
3. The renaming of a road or street (Community)
4. Naming of the new student center at the University of the District of Columbia (Education)

II. RECOMMENDATIONS:

1: Erecting a Statue or Bust

Background: This recommendation illustrates Mayor Barry's commitment to government. The Barry Commission consulted with the Commission on Arts and Humanities (DCCAH) to obtain an understanding of the solicitation process for selecting a sculptor, as well as cost estimates based on previous works commissioned. The Commission's preference is a full figure statue; however, a bust of a substantial stature and character would be acceptable as well.

Process: The Commission recommends working with the Commission on Arts and Humanities to issue a Request for Proposal (RFP) soliciting artists and sample renderings of the desired statue or bust of Mayor Barry. The members of the Commission will be available to provide input in selecting the final design of the statue or bust.

Estimated Cost: \$250,000 (up to)

- A standard **bust** would be no more than **2' x 2' feet** today would cost the Commission around **\$60,000-75,000**.
- The most recent purchases by DCCAH cost **\$98,000 and \$166,000** respectively in **2008**. This pricing is based on the cost of bronze in 2008 and other project costs. In 2015, DCCAH is currently estimating that a **full sized sculpture at 6'** would cost between **\$175,000 - \$200,000**. Additional costs related to creation of the sculpture include, but are not limited to the artists' fee, supplies and materials, marble base and inscription, studio rental, sculpture transport etc.

2: Renaming of Ballou Senior High school

Background: This recommendation illustrates Mayor Barry's commitment to education. Ballou Senior High school was named after Frank Ballou, a former school superintendent for D.C. Public school. Mr. Ballou's name and legacy has no resonance in the community where it's located.

Process: Currently, the regulations for a school name change are out of date having been written by a school board that has been abolished by law. Since the beginning of the Bowser administration, school name modifications have been done by Mayor's Order and the same process could be used for Ballou High School as well. The commission also recommends incorporating alumni of Ballou to assist with support for the name change.

Estimated Cost: \$275,000 (maximum amount estimated). The estimated cost is based on changing all signage on school property from Frank Ballou to Marion Barry. This cost does not include redoing any murals or artwork located in and around the school that reflects the Ballou name. Below is a list of the items that would need to be replaced:

1. Main Entrance Glass

2. Main Entrance Terrazzo
3. School LED Sign
4. Pool Entrance inside Letters
5. Pool Painted Wall Signs inside the pool area
6. Main Gym Scoreboards
7. Main Gym Floor Border
8. Aux Gym Painted Wall Sign
9. Auditorium Main Entrance Exterior Letters
10. STAY Main Entrance Exterior Letters

3: Renaming Good Hope Road

Background: This recommendation illustrates Mayor Barry's commitment to the City. Members propose the renaming of Good Hope Road beginning at the intersection of Anacostia Drive and Good Hope Road to the intersection of Good Hope Road and Alabama Avenue.

Process: Attached are the regulations according to the DC Code that govern the street naming process. This recommendation requires Council action.

Estimated Cost: \$20.00 Each. DDOT identified the cost per sign, but did not offer an estimate of the number of signs currently on Good Hope Road.

For Additional Consideration

4: Naming of the New Student Center at the University of the District of Columbia.

Background: This recommendation illustrates Mayor Barry's commitment to youth and education.

Process: According to the new bylaws adopted by the University of the District of Columbia Board of Trustees (the Board) passed earlier this year, any building named on campus has to be voted upon and approved by the Board. The Mayor may make the recommendation to the Board to have the student center named after Mayor Barry. Attached is a draft version of the approved resolution by the UDC Board regarding the naming of campus buildings and facilities. The Commission is making this recommendation, but understands that the UDC Board has the final authority to name the building.

Estimated Cost: TBD (Depending on size, location, and word selection)

III. CONCLUSION:

The Commission hereby submits this final report for Mayoral consideration and, upon adoption, for the appropriate consideration by the Council of the District of Columbia.

Respectfully Submitted:
Michael C. Rogers, Chair

GOVERNMENT OF THE DISTRICT OF COLUMBIA

ADMINISTRATIVE ISSUANCE SYSTEM

Mayor's Order 2015-081
March 06, 2015

SUBJECT: Establishment of a Commission to Commemorate and Recognize the Honorable Marion S. Barry, Jr. and to Recognize His Contributions to the District of Columbia


ORIGINATING AGENCY: Office of the Mayor

By virtue of the authority vested in me as Mayor of the District of Columbia by section 422(2) and (11) of the District of Columbia Home Rule Act, approved December 24, 1973, 87 Stat. 790, Pub. L. 93-198, D.C. Official Code § 1-204.22(2), (11) (2014 Repl.) it is hereby **ORDERED** that:

1. There is established a District of Columbia Commission to Commemorate and Recognize the Honorable Marion S. Barry, Jr. ("**Commission**"), to advise the Mayor, Council, and the public on how to appropriately honor and recognize the Honorable Marion S. Barry, Jr. and his lifetime of achievements and contributions to the District of Columbia.
2. The Commission is tasked with determining the appropriate action or actions to honor and recognize the Honorable Marion S. Barry, Jr., which may include one or more of the following, but are not limited to: renaming a street, public building, program, initiative and/or establishing any new public program, initiative, event or artistic commemoration.
3. The Commission shall consist of eleven voting members appointed by the Mayor. Members shall be appointed who have shown dedication to, and knowledge of, the history of the District of Columbia as it relates to the public service career and civil rights advocacy of the Honorable Marion S. Barry, Jr. The Commission members shall have a broad range of professional and community expertise including, but not limited to:
 - A. A former Mayor of the District of Columbia;
 - B. A former City Administrator of the District of Columbia;
 - C. A former member of the Council of the District of Columbia;

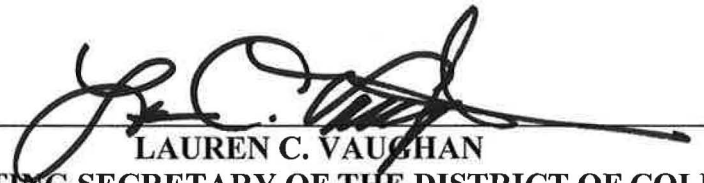
- D. A current elected member of the Council of the District of Columbia;
 - E. A member of the local art and culture community with extensive experience and knowledge of how the arts contribute to the economy of the District of Columbia;
 - F. A member of the local business community;
 - G. A member of the faith-based community;
 - H. A current resident of the District of Columbia with extensive experience and historical knowledge of the District of Columbia;
 - I. A representative from local, regional or national community organizing/empowerment groups; and
 - J. One member of the family of the Honorable Marion S. Barry, Jr.
4. The Mayor, as deemed necessary, shall appoint individuals with personal or professional affiliations as *ex officio* voting members of the Commission.
 5. The Mayor shall appoint the Chairperson of the Commission from among the members. All members shall serve without compensation.
 6. The Executive Office of the Mayor shall provide administrative support for the Commission.
 7. The Mayor shall appoint a successor to fill the term of any seats that may become vacant.
 8. The Commission shall develop its own rules of procedure consistent with laws of general applicability and procedures outlined in this Order.
 9. The Commission shall meet at least once a month. The meetings shall be held in the District and shall be open to the public. A quorum to transact business shall consist of a majority of the members.
 10. The Commission shall submit a report of its recommendations to the Mayor. The report may be accompanied by draft legislation, regulations, amendments to existing regulations, or other recommendations for implementation.

11. The work of the Commission shall be submitted to the Mayor upon completion, but in no event later than 12 months after the Commission's establishment. The authority of the Commission shall expire and the Commission shall dissolve upon the submission of the report.
12. **EFFECTIVE DATE:** This Order shall become effective immediately.



MURIEL E. BOWSER
MAYOR

ATTEST:



LAUREN C. VAUGHAN
ACTING SECRETARY OF THE DISTRICT OF COLUMBIA

GOVERNMENT OF THE DISTRICT OF COLUMBIA

ADMINISTRATIVE ISSUANCE SYSTEM

Mayor's Order 2015-093
March 18, 2015

SUBJECT: Appointments – Commission to Commemorate and Recognize the Honorable Marion S. Barry, Jr. and to Recognize his Contributions to the District of Columbia

ORIGINATING AGENCY: Office of the Mayor

By virtue of the authority vested in me as Mayor of the District of Columbia by section 422(2) and (11) of the District of Columbia Home Rule Act, approved December 24, 1973, 87 Stat. 790, Pub. L. 93-198, D.C. Official Code §§ 1-204.22(2), (11) (2014 Repl.), and pursuant to Mayor's Order 2015-081, effective March 6, 2015, establishing the District of Columbia Commission to Commemorate and Recognize the Honorable Marion S. Barry, Jr. (the "**Commission**"), it is hereby **ORDERED** that:

1. **MICHAEL ROGERS** is appointed to serve in the capacity of former City Administrator and is appointed Chairperson of the Commission, serving at the pleasure of the Mayor.
2. **HONORABLE ANITA BONDS** is appointed to serve in the capacity of current member of District of Columbia City Council as a voting member on the Commission, serving at the pleasure of the Mayor.
3. **HONORABLE SHARON PRATT** is appointed to serve in the capacity of former Mayor as a voting member on the Commission, serving at the pleasure of the Mayor.
4. **HONORABLE FRANK SMITH** is appointed to serve in the capacity of former City Councilmember as a voting member on the Commission, serving at the pleasure of the Mayor.
5. **CORA MASTERS BARRY** is appointed to serve in the capacity of Barry Family representative as a voting member on the Commission, serving at the pleasure of the Mayor.
6. **JANETTE HOSTON HARRIS** is appointed to serve in the capacity of District of Columbia Historian as a voting member on the Commission, serving at the pleasure of the Mayor.

7. **KAY KENDALL** is appointed to serve in the capacity of District of Columbia Arts Community representative as a voting member on the Commission, serving at the pleasure of the Mayor.
8. **PHINIS JONES** is appointed to serve in the capacity of District of Columbia community leader as a voting member on the Commission, serving at the pleasure of the Mayor.
9. **BISHOP GLEN STAPLES** is appointed to serve in the capacity of faith community representative as a voting member on the Commission, serving at the pleasure of the Mayor.
10. **HERB MILLER** is appointed to serve in the capacity of local business leader as a voting member on the Commission, serving at the pleasure of the Mayor.
11. **CATHY HUGHES** is appointed to serve in the capacity of former District of Columbia government representative as a voting member on the Commission, serving at the pleasure of the Mayor.
12. **BEVERLY PERRY** is appointed as an ex-officio non-voting member on the Commission, serving at the pleasure of the Mayor.
13. **CHRISTOPHER BARRY** is appointed as an ex-officio non-voting member on the Commission, serving at the pleasure of the Mayor.
14. **EFFECTIVE DATE:** This Order shall become effective immediately.



MURIEL E. BOWSER
MAYOR

ATTEST:



LAUREN C. VAUGHAN
ACTING SECRETARY OF THE DISTRICT OF COLUMBIA

APPENDIX C – 1

3510 NAMING OF PUBLIC SCHOOL BUILDINGS

- 3510.1 School buildings shall be named by action of the Board of Education upon the written recommendation of the Superintendent of Schools.
- 3510.2 No school building shall be named in honor of any living persons.
- 3510.3 No school building shall be named in honor of any deceased person until at least two (2) years after that person's death.
- 3510.4 The official name of a school building that is named in honor of any person shall include the given name or names of that person as well as the surname of that person.
- 3510.5 Upon the receipt of a recommendation from the Superintendent of Schools for the naming of a school building, the Board of Education shall refer the recommendation to the proper committee for consideration in public session and recommendation to the full Board.
- 3510.6 Upon receipt of the recommendation from the committee, the Board shall take proposed action to name the school building.
- 3510.7 Notice of proposed action shall be published in the D.C. Register for a period of not more than thirty (30) days prior to final action to name the school building.
- 3510.8 Additional notice shall be given to the organized community in the area of the school buildings and shall be delivered to the press and media.
- 3510.9 The existing name of any school building may be changed upon the written recommendation of the Superintendent of Schools and the action of the Board of Education pursuant to the procedures set forth in this section.
- 3510.10 Any person or organization may submit a proposed name or change of name of any school building to the Superintendent of Schools for consideration; however, the Superintendent shall not be required to submit any particular name or recommendation for change of name to the Board of Education.

SOURCE: Final Rulemaking published at 24 DCR 5673, 5686 (January 6, 1978).

APPENDIX D

Division I. Government of District.

Title 9. Transportation Systems.

Subtitle I. Highways, Bridges, Streets, and Alleys.

Chapter 2. Street and Alley Closing and Acquisition Procedures.

Unit A. Street and Alley Closings.

Subchapter IV. Public Space Names and Commemorative Works.

Section 9-204.02 System of designations.

In naming any street or circle the following system shall be adhered to:

(3) Streets running east and west shall be designated with the letters of the alphabet until these letters are exhausted. Beyond this they shall have names of 1 syllable, then names of 2 and 3 syllables, all arranged in alphabetical order. Any street not in exact alignment with those streets to its east and west shall be given the same designation as the street most nearly in line with its alignment.

Section 9-204.03a. Symbolic names.

The Council may designate a symbolic name for any public space, which shall be in addition to and subordinate to any name that is the mailing address for the public space, and which shall conform with the requirements of this chapter pertaining to the naming of public spaces. A symbolic designation shall not duplicate any name which includes the following words within its name: "Avenue", "Street", "Road", "Drive", "Place", "Circle", or "Alley".

Section 9-204.05.

Use of living persons' names prohibited; use of deceased persons' names restricted.

No public space in the District shall be named in honor of any living person, or in honor of any person who has been deceased less than 2 years, unless the deceased person was a President or Vice President of the United States, a United States Senator or Representative, a Mayor of the District of Columbia, or a member of the Council of the District of Columbia.

Section 9-204.06

Extent of name to be used; use on street signs.

The Council shall use the person's given name as well as the person's surname in naming a public space in the District of Columbia in honor of a person. If the full name exceeds 21 characters a meaningful part of the name may be used on the street signs.

Section 0-204.07

Submission of bill to involved advisory neighborhood commission.

(a) The creator of a proposal to name or rename a public space (street) shall:

(1) Submit a petition to the Council in support of the proposal which is signed by a majority of owners of property next to the public space to be named or renamed, prior to Council adoption of a bill to designate the naming or renaming; and

(2) Pay fees to the District government, which shall be established by the Mayor by rulemaking, for all costs associated with the consideration of the proposal by the Council and the Mayor, if the proposal is passed, all costs associated with the implementation of the proposal by the District government, including, but not limited to, the costs of installing and maintaining signs which designate the name of the public space.

(b) Prior to consideration by a committee of the Council of a bill to name or rename a public space, the Mayor shall provide the Council with the following:

(1) A surveyor's plat showing the public space to be named or renamed, the square in or adjacent to which the public space is located, and the adjoining square of the affected area;

(2) A report on the number of mailing addresses affected by the proposal, the number of signs required to implement the proposal, and the fiscal impact of considering and implementing the proposal; and

(3) A report to the Council that all adjacent property owners have been notified of the proposed symbolic name designation.

(c) Not less than 30 days prior to Council consideration of a bill to name or rename a public space in the District of Columbia, the Council shall submit a copy of the bill for review and comment to each Advisory Neighborhood Commission in which the public space is located.

Section 9-204.08

Proposal to name or rename to be submitted to affected property owners.

The person or persons who initiate a proposal to name or rename a street or alley in the District of Columbia shall submit in writing a copy of the proposal to each owner of property neighboring the affected street or alley.

UNIVERSITY OF THE DISTRICT OF COLUMBIA
UDC RESOLUTION NO 2014-_____

SUBJECT: Naming of Campus Buildings and Facilities Policy

WHEREAS, the District of Columbia law (D.C. Official Code § 1201.01(a) provides for the Board of Trustees of the University of the District of Columbia to adopt, prescribe, amend, repeal, and enforce such bylaws, rules, and regulations as it may deem necessary for the governance and administration of the University; and

WHEREAS, pursuant to 8B DCMR §512.1, University Campus Facilities shall be named by the Board of Trustees; and

WHEREAS, the Board of Trustees has determined the need to establish more specific policies to provide guidance for the naming of campus facilities; and

WHEREAS, the Board of Trustees seeks to generate contributions and revenue from donors and commercial entities by providing naming opportunities for facilities and subdivisions thereof;

NOW THEREFORE BE IT RESOLVED, that the Board of Trustees of the University of the District of Columbia hereby approves and adopts the Naming of Campus Buildings and Facilities Policy as attached.

Submitted by the Academic and Student Affairs Committee

November 6, 2014

Approved by the Board of Trustees

Date

Elaine A. Crider
Chairperson of the Board

TO: Academic and Student Affairs Committee

FROM: Michael C. Rogers
Vice President, Advancement

DATE: November 6, 2014

RE: Proposed Building Naming Policies

Attached for your consideration is a proposed building naming policy. Currently there is no policy or regulation for naming facilities at the University of the District of Columbia. Forty-three years after creation of the University buildings are designated by numbers. This situation is often commented on by visitors and students.

Other universities have traditionally used naming of facilities as an opportunity to raise funds as part of a capital campaign offering the naming of new buildings or renovated facilities as a philanthropic opportunity for Alumni, Corporations and wealthy donors that support various activities at the University. New athletic facilities are often the targets for naming related funding, but academic and research facilities also benefit. As part of a capital campaign, a variety of campus facilities have benefited.

With the pending opening of the new Student Center in 2015 there is a great opportunity to raise funds for the University by marketing the Student Center as a naming opportunity. The proposed policy would provide the framework for naming buildings on campus both for legacy purposes and commercial and philanthropic purposes. With respect to both donor and commercial naming prospects the proposed policy requires a determination of the market value of the naming rights for a particular building. While some university naming policies site a specific percentage of the value of construction for new buildings, or the value of a building renovation as the target for a naming gift or sponsorship, there is evidence that a number of the building naming projects resulted in a much lower percentage of the building value for the right to name a facility.. For instance a review of 29 building naming projects, primarily athletic facilities , over the last decade with a construction value of \$40 million to \$517 million dollars, indicates that the value of the naming donation ranged from 4.2% to 24.61 % of the construction cost.¹ The naming right for Coastal Carolina University's new on-campus arena and student recreation center is valued at \$3.61 million over 20 years. The cost of construction was \$35 million dollars. The donation will therefore be \$175,000 per year or 10% of the construction cost²

Since 2004, the business of naming rights has grown nationally from about \$4 billion to \$ 10 billion, today according to Dig in Research, an Ontario-based firm that tracks corporate giving.

¹ William Drennan, Where Generosity and Pride Abide: Charitable Naming Rights, 80 U. Cin L. Rev. (2012)

² Ryan Young , HTC's naming rights deal for new CCU arena valued at \$3.61 over 20 years, MyrtleBeachonline.com

A growing number of companies are being offered naming rights for donations to public institutions and nonprofit groups in need of a financial boost for ambitious projects.

In Virginia, company names appear on facilities ranging from laboratories at a community college in Roanoke to a municipal auditorium in Richmond.³ Virginia public facilities have benefited from corporate naming donations of \$31 million from Walmart and 13 naming gifts of \$2 million or more since 2012.⁴ SECU, the Lithicum, MD, based credit union will pay \$4.75 million dollars (\$475,000 annually) over the next 10 years to have Towson University's new basketball facility called SECU Arena.⁵

Research on naming projects suggests that a more viable strategy for building naming donations is to focus on a method that assesses the market value for the project. Universities and public building owners have engaged building naming marketing consultants to represent them in marketing to prospective donors. The consultant's role includes identifying prospects and negotiating the naming agreement.

Existing buildings may also be marketed and the value of the naming opportunity will be determined by the President on recommendation of the Vice President for University Advancement.

The Board of Trustees in UDC Resolution 12-06 reserved unto its self the authority to name University facilities pursuant to D.C. Official Code 38-1202.6. We submit these proposed policies because we believe that the opening of the new student center presents an excellent opportunity to market and solicit donations for the building. We request that the Academic and Student Activities Committee review the policies and vote to recommend the adoption by the Board of Trustees at its November 18, 2014 meeting.

###

³ Gary Robinson, Your Name Here: Corporate naming rights becoming common on nonprofit buildings, Virginia Business

⁴ Ibid

⁵ Baltimore Sun, July 31, 2013

University of the District of Columbia

Title: Building/Facility Naming Policy	President's Approval:
Related Policies and Procedures:	

I. OVERVIEW

The University of the District of Columbia will name buildings, facilities and properties in honor of persons or entities that have made important contributions to enable the teaching, research and public service mission of the University. This policy is intended to encourage private support through opportunities to name campus buildings and facilities. All naming in recognition of a donor must be consistent with the University's role as a publicly funded institution.. Accordingly, all such proposals shall be reviewed and approved in accordance with this policy, and with related University policies and guidelines.

The University of the District of Columbia seeks to recognize the generosity and commitment of individuals, corporations, foundations, trusts and other organizations that support the mission of the University. The proper recognition of donors for their support of the University is important in the advancement process. Effective donor recognition can encourage additional gifts and prompt others to contribute. In addition to the Foundation, donor recognition activities are the responsibility of numerous Departments and Colleges of the University.

II. Definition of Terms

The University of the District of Columbia (hereafter, "the University") seeks to recognize the efforts and contributions of individuals, corporations, foundations and organizations by the naming of buildings and campus facilities.

The terms "facility" and "facilities" refer to any University building, structure, plaza, open space, recreational field, landscaped area, major pedestrian walkway, area of major assembly and activity or high visibility and circulation, or other physical improvements or natural features of the University campus or other property under the administrative control of the University.

The term "facility" does not include interior spaces such as classrooms, labs, conference rooms, hallways, libraries, etc. Naming of interior spaces maybe done separately from the building naming.

Naming possibilities may be for any person or legal entity, referred to in this policy statement as "individual(s)," "corporation(s)," "foundation(s)" or "organization(s)."

III. Naming Buildings/Facilities

All naming recognition must be consistent with the University's mission, overall strategic direction, vision and values. In this regard, all due attention shall be given to both the long-term and short-term appropriateness of a naming.

The University considers the naming of a building, facility or other property in honor of an individual or organization to be one of the highest distinctions that it can bestow. In view of the importance and magnitude of this honor, the following guidelines shall apply to the naming of all facilities on all property owned or leased by the University.

A. Eligible Entities

Naming shall be made for an individual, family, corporation, non-profit foundation, business or organization.

B. Naming Exclusions

No building or facility shall be named for a religious or political organization, cult, service organization, or a special interest group of any type.

C. Functional Names

Where possible, buildings and facilities will be given functional names that describe and identify their principal activity or purpose. Special use buildings shall bear the functional name in combination with the donor's name.

D. General Names

University facilities will be given general names if, because of frequently changing or multiple functions, a functional name could be misleading, cumbersome, or inappropriate.

E. Names in Honor of Specific Individuals

The official name of a building or facility named for an individual shall include the full name of the individual for whom it is named.

The last name of the individual so honored may be used in referring informally to the facility and may be used on the name plaque affixed to the facility.

G. Naming when no donor gift is involved

The naming of the University's facilities and programs is a valuable tool to recognize significant philanthropy and we believe that naming items, without an appropriate donation,

should be an unusual occurrence. In the rare instance, when no donor gift is involved we recommend the following:

- i. It should honor a person who has achieved unique distinction in higher education and other significant areas of public service, or who has served University of the District of Columbia in an academic capacity and has earned a national or international reputation as a scholar, or has made extraordinary contributions to the University of the District of Columbia in an extraordinary manner that warrants special recognition, or who has served the University in an administrative capacity and who, during administrative service, made extraordinary contributions to the University which warrant special recognition. The extraordinary service should be recognized as such throughout the District of Columbia and such service should be recognized by the University's many constituents.
- ii. When a proposal for naming in honor of an individual involves service to the University in an academic or administrative capacity, a proposal shall not be made until the individual has been retired or deceased for at least five years.
- iii. No more than one facility or property at the University should be named after any one individual unless they are donors.
- iv. No facility or property should be named after seated, elected or appointed officials.

H .Names in Honor of Specific Corporations

In the case of corporations or businesses, the University shall use a shortened name sufficient to recognize the business.

The reason for this convention is to ensure that the use of the new name becomes commonplace within the lexicon of the University and to minimize exterior lettering, listings in directories, mailing addresses and the like.

I . Other Naming Conventions/Provisions

Proposed naming shall not include the use of parentheses or quotations.

Preferably, no more than one physical entity on campus will bear the same name.

No naming shall be permitted for any entity whose public image, products, or services may conflict with the University's purpose and mission.

No naming will be approved or sustained that will call into serious question the public respect of the University.

J . Signage/Plaques

For ease in constructing signage, the length of proposed naming for physical entities will be no more than eight words. When proposed naming exceed six to eight words, the naming should easily translate into an acronym.

The text of all signage/plaques should be forwarded to the Vice President University Advancement for review and approval.

IV. Gift Requirements

Philanthropic naming of physical entities recognizes the generous support of individuals, corporations, foundations, and organizations who have supported the University over time, as well as those who are prepared to offer significant support over an identified period of time.

The Board of Trustees may make an exception to naming gift minimum upon recommendation of the President and Vice President of University Advancement.

A. New Buildings/Renovated /Facilities

Naming rights for new facilities or renovated will require a market study to determine the value of the naming right offered.. The market study may be conducted internally or by external consultant.

C. Existing Buildings/Facilities

Facilities may be named in recognition of donors of major gifts to the University without specification of a level of contribution; in such instances, the President and Vice President of University Advancement will approve the level of contribution required on a case-by-case basis.

D. Named Laboratories, Classrooms and Lounges

While no hard and fast dollar amount can be proposed, the University should carefully consider developing naming opportunities in existing buildings based upon their visibility, importance, or cost. All such naming opportunities should be reviewed by the Vice President of Development to ensure consistency of methodology and reasonableness.

h. Other Features

Donor names proposed for fountains, ornamental buildings, landscaping, trees, benches and similar features should normally require a gift to cover the full cost of the project and a maintenance fund.

D. Payment

Payment of the facility naming gift should be realized in full within five (5) years of the commitment.

V. Naming Duration

A. Time Limits

A building or facility named in recognition of a donor will generally be effective for the useful life of the building/facility (so long as it remains in use and serves its original function).

If a building or facility must be demolished, substantially renovated or rebuilt, the University may retain the use of the name, name another comparable building/facility, discontinue the use of the name, or name the building/facility for a new donor, subject to the specific terms and conditions set forth in any gift agreements related to the prior naming action.

If the named structure has reached its life expectancy, as defined in the terms of the gift naming contract, the name will generally not be transferred. At the time of replacement, the original donor will have first right of refusal to provide a new gift to continue the naming opportunity.

At the discretion of the University, naming may be time limited.

B. Revocation of Naming

The University reserves the right to change a facility's name or to remove the naming right should a significant change in the circumstances of the donor occur.

Any legal or ethical impropriety on the part of the donor may make the gift and name subject to reconsideration by the University.

Naming shall be revisited and reconsidered in circumstances where a naming is no longer in the best interests of the University and/or the donor.

If a naming is deemed to no longer be in the best interest of the University or the donor, the naming will be revoked or rescinded by the Board of Trustees, the donor and/or the donor's family following consultation with the Vice President of University Advancement.

The revoking and/or rescinding of a naming must be approved by the Board of Trustees.

C. Renaming Facilities

Should a building be demolished and/or replaced and the former name is no longer appropriate, then a request for a new name will be considered by the Vice President of University Advancement will make every reasonable attempt to contact a family member and/or the appropriate contact person for the former namesake to inform them of the decision to demolish or replace the facility.

VII. Ownership

The naming of a building or facility neither implies nor constitutes legal ownership by the donor for whom it has been named.

VIII. Flexibility

The guidelines set forth in this policy statement are not to be deemed all-inclusive. The President and/or Board of Trustees reserve the right to consider any and all factors regarding the privilege of name association with the University.

IX. Records

The University Advancement office and Board office will maintain an official list of all university facilities and their approved names.

Complete files and records of all background data and proceedings leading to the assignment or change of the name of any facility will be maintained by the Institutional Advancement office and Board office.

HISTORY/REVISION DATES:

Originating Office: Office of University Advancement

Origination Date:

Last Amended Date:

Next Review Date: