



## ADMINISTRATIVE DIRECTIVE

<b>COMMEMORATIVE NAMING OF CITY-OWNED PHYSICAL ASSETS</b>	NUMBER <b>1.02-19</b>	PAGE <b>1 of 3</b>
	EFFECTIVE DATE <b>January 8, 2020</b>	

### I. PURPOSE

This directive establishes policies and procedures specifically for commemorative naming of City of Tucson buildings, roads, parks, and similar physical assets.

### II. POLICY

Commemorative naming requires Mayor and Council approval and shall be based on careful thought and consideration of the background, accomplishments, and local contributions of the individual or group being recognized. The name shall be recognizable by the citizens as fitting and appropriate for the named asset.

### III. DEFINITIONS

- A. **Managing Department/Agency** - City assets are typically occupied, used, and/or managed by one department, the Managing Department. Examples include fire stations, police substations, water pump sites, and recreation facilities. In some instances, that department may accommodate a small segment of another department's operations, as in the case of many small outside uses in Park's recreation facilities. In limited instances, one department serves as the landlord, coordinating the use, utilities, maintenance, and repair of the asset on behalf of all occupants. The primary examples of this include Environmental and General Services Department/ Facilities and Communications Maintenance's management of City Hall and the Thomas O. Price Service Center.
- B. **Functional Name** - Functional names are assigned to physical assets as determined, needed and appropriate by the Managing Department. The functional name enables citizens and City employees to quickly and easily refer to the asset and understand its primary function. Examples include City Hall, Harrison Road Fueling Station, Fire Station #20, and Northwest Bus Maintenance Facility. In the case of City roadways, functional name is the name assigned in conjunction with the Pima County Addressing office.
- C. **Commemorative Name** - A commemorative name is intended for permanent recognition. In noteworthy situations, a commemorative name is added to an asset specifically acknowledging an individual or group's extraordinary contributions or sacrifices to the development of Tucson and Tucson's culture, spirit, quality of life, or the betterment of the community or the nation. Such acknowledgements provide lasting memories for the community of the honored individual or group. An example is the Patrick Hardesty Midtown Multiservice Center which honors a fallen Tucson Police Officer.



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- D. Commemorative Name Change** – Commemorative name changes are discouraged. However, City assets often endure changes in use and function and even changes in surrounding neighborhoods. Such changes may lead to proposals to change an asset's commemorative name to better reflect the current environment. Commemorative name changes are processed the same as original naming.
- E. Physical Asset** - The City's physical assets are reflected in financial tracking and reporting. These include roads and rights-of-way improvements, bridges, land, buildings and installed systems, fiber optic networks, microwave systems, radio systems, water utility piping, pumps, generators, filtration systems, reservoirs, wells, landfills, parks, playgrounds, athletic fields, golf courses, transit centers, and related infrastructure.

### IV. PROCEDURES

- A.** All City of Tucson physical assets are also potential candidates for commemorative naming. Commemorative naming proposals shall be considered in accordance with the following procedures:
- 1.** Anyone may propose consideration of a commemorative name or commemorative name change, by email, memo, or letter addressed to the Director, Chief, or Head of the Managing Department. Requests received by other entities will immediately be referred to the applicable Managing Department. Proposals shall address each of the following factors:
    - a.** The individual or group proposed for recognition.
    - b.** Recommended specific commemorative name.
    - c.** The significance of the individual or group to the development, culture, spirit, and/or longevity of Tucson.
    - d.** An explanation of why the previous name is less important to Tucson than the new proposed name.
    - e.** Proposed representative(s) of the individual or group to answer any questions, serve as an advocate, and attend an eventual dedication ceremony.



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- f. Why this asset is considered the appropriate manner to acknowledge this particular person or group.
  - g. The proposed funding source for all signs, monuments, plaques, markings, etc., that will display the name. as well as any associated fees (if applicable). (The proposer is expected to provide funding for such displays that change or are in addition to those signs normally included in the original project.)
  - h. When naming after a deceased person or persons, written documentation of approval by next of kin is required.
2. The Managing Department shall evaluate the proposal to confirm the individual/group and asset is a logical, publicly understandable match and the individual/group is in fact significant to Tucson or our nation. The City Manager will then be notified of the proposal and the Managing Department's intent to proceed.
  3. The Managing Department shall facilitate a 45-day public comment period with public notifications and appropriate forum(s) for public input and feedback on the proposed commemorative naming.
  4. The Managing Department shall work with stakeholders to develop a recommendation, brief the City Manager on the recommendation, then with City Manager concurrence, process the recommended commemorative naming for Mayor and Council consideration and approval.
  5. In cases of perceived urgency, the Managing Department will accelerate their consideration and stakeholder interaction and processing as they deem necessary and appropriate.

**References** None

**Review Responsibility and Frequency** The Parks and Recreation and Environmental General Services Department Directors will review this directive as necessary.

**Authorized**

  
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 City Manager  
 Michael J. Ortega

  
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 Date