



COMMUNITY RELATIONS & PUBLIC AFFAIRS COMMITTEE
MONDAY, JANUARY 6, 2020
11:00 A.M.
COUNCIL CHAMBERS

ACCESSORY DWELLING UNITS (ADU) PROGRAM UPDATE

JESSICA BRANDT, ASSOCIATE PLANNER
(STAFF REPORT)

BLUE STAR BY-WAY MEMORIAL MARKER

JEN BURBIDGE, DIRECTOR OF PARKS & RECREATION
(BRIEFING)

CORPORATE SPONSORSHIP & NAMING RIGHTS POLICY

JEN BURBIDGE, DIRECTOR OF PARKS & RECREATION
(STAFF REPORT)



**COMMUNITY RELATIONS &
PUBLIC AFFAIRS COMMITTEE**
January 6, 2020

SUBJECT: Accessory Dwelling Unit (ADU) Program

RECOMMENDATION: Staff will provide a briefing to the Committee on the Accessory Dwelling Unit program and plans. No action is required.

STAFF CONTACT: Scott Spence, City Manager *SS*
Rick Walk, Community and Economic Development Director *RW*
Ryan Andrews, Planning Manager *RA*
Jessica Brandt, Associate Planner *JB*

ORIGINATED BY: Community and Economic Development Department

ATTACHMENTS:

1. [ADU Potential Map](#)
2. [Communication and Outreach Plan](#)
3. [ADU Style Guide](#)
4. ADU Plans – will be provided at meeting

FISCAL NOTE: \$25,000 from the 2019 Budget

PRIOR REVIEW: None.

BACKGROUND:

The goal of the Accessory Dwelling Unit (ADU) program is to provide pre-approved construction plans to make it easier and less expensive for homeowners to plan, design, obtain permits, and ultimately build a detached ADU on their property. The potential for ADU's in Lacey is high. Approximately 2,300 residential lots are at least 10,000 square feet in size and are either on sewer or close enough to connect (Attachment 1). The Affordable Housing Strategy identifies the development of pre-approved ADU plans as a priority action item to address housing supply.

The City selected Artisans Group in August of 2019 to create two sets of ADU plans. Those plans were completed in mid-November 2019. The plans were designed with affordability, neighborhood compatibility, and accessibility in mind.

For the past few months staff has been coordinating and collaborating with the local building and lending community. A communications and outreach strategy was developed in early November and has been slowly implemented in a targeted manner. The official roll-out will culminate in a community workshop February 8, where residents can learn about the program and meet builders,

lenders, property management companies, and city staff. See full communications plan for details (Attachment 2).

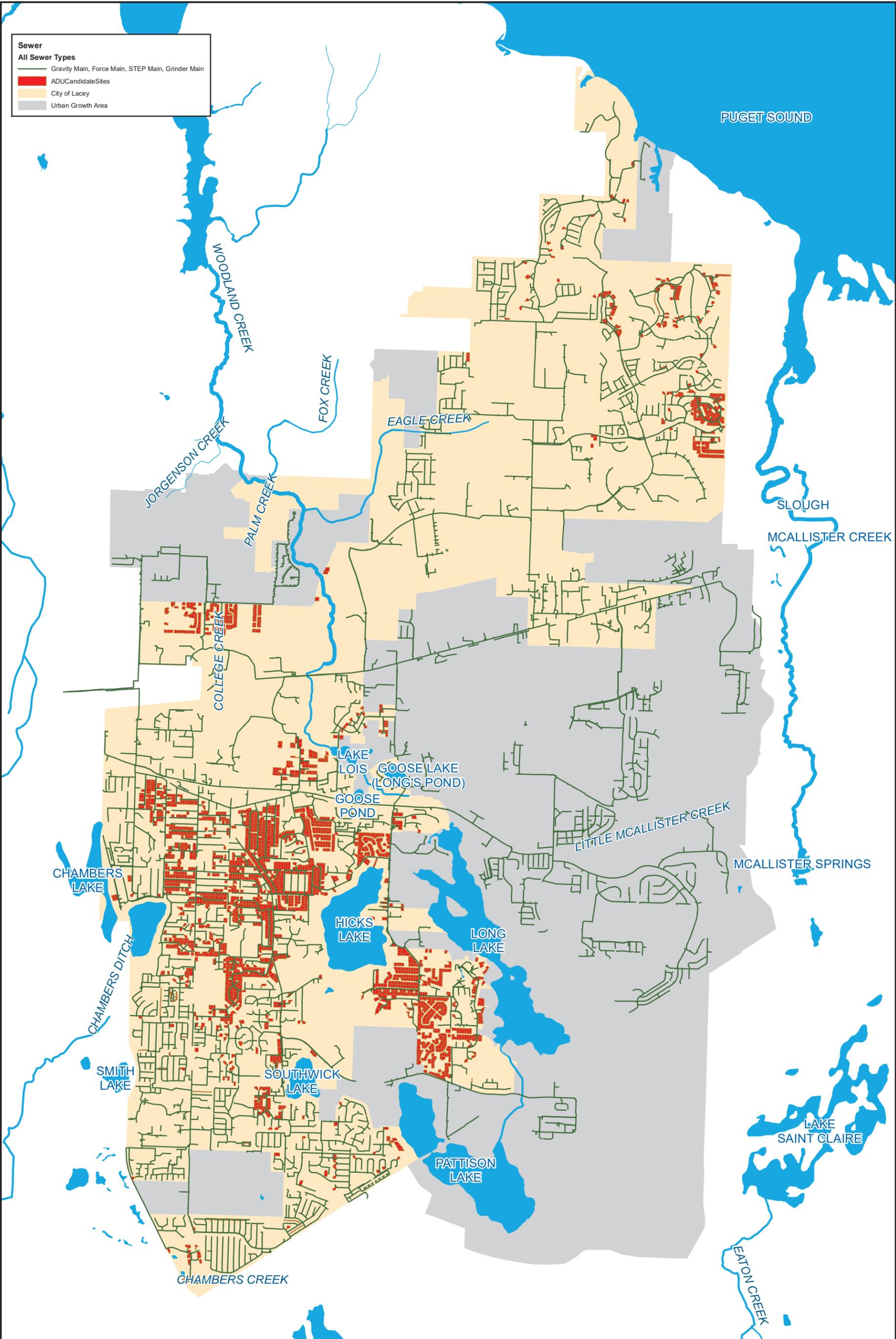
The cities of Olympia and Tumwater are interested in developing two more sets of ADU plans. Through an interlocal agreement, Olympia and Tumwater would be able to utilize the existing contract the City has with The Artisans Group. The plans developed by the other jurisdictions would also be available for use in Lacey and would add to the number of available choices for ADU designs.

ADVANTAGES:

1. By providing universal pre-approved ADU designs and construction drawings, the program will save the homeowner the cost of preparing plans and construction drawings, which they can use to offset the construction of the ADU. ADU's ultimately increase housing choices in the community and provide opportunity for rental revenue for homeowners.

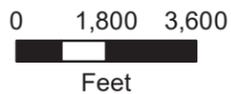
DISADVANTAGES:

1. None identified.



City of Lacey

Accessory Dwelling Unit - Candidate Parcels



ADU Program Communications Timeline

Topic/Message	Target Audience(s)	Method/Format	Staff/Dept.	Date
General Program Awareness	<ul style="list-style-type: none"> • Housing Action Team • Financial Institutions • OMB • MLS (Realtors) • Property Managers • Seniors • Planning Commission • General Public • Council/Staff/General Public • Council/Staff • Community Relations & Public Affairs Committee 	<ul style="list-style-type: none"> • In Person • Email/In Person • Email/In Person • Presentation • Email/In Person • Presentation • Briefing • Poster @ OMB Tour of Homes • Podcast • Thurston Talk Article • Poster at Community Development Counter • LaceyLife Article • Webpage on City Website • Social Media • Talking Points • Presentation/Update 	<ul style="list-style-type: none"> • Jessica • Jacob/George • Jessica/Jacob • Jessica • The Artisans Group • Jessica • Jessica • The Artisans Group • Jessica • Donna/Jessica • The Artisans Group • Donna • Donna/Jessica • Donna • Donna/Jessica • Jessica 	<ul style="list-style-type: none"> • August 2019 - ongoing • September 2019 – ongoing • August 2019 – ongoing • January 7, 2020 • January 2020 • TBA • November 5 & 19, 2019 • September 21 & 22, 2019 • December 6, 2019 • January 6, 2020 • October 2019 • December 2019 • November 15, 2019 • January/February 2020 • December 20, 2019 • January 6, 2020
January 14 Informal Discussion	<ul style="list-style-type: none"> • The “Building” Community 	<ul style="list-style-type: none"> • Graphic • Email • Facebook Event (Artisans Group Page) • OMB Newsletter 	<ul style="list-style-type: none"> • Donna • The Artisans Group/OMB • The Artisans Group • OMB 	<ul style="list-style-type: none"> • December 17, 2019 • January 6, 2020 • December 20, 2019 • January 2020
February 8 Community Workshop	<ul style="list-style-type: none"> • Council/Staff/General Public • Targeted Residents • OMB Tour of Homes list • Community Relations & Public Affairs Committee • Planning Commission 	<ul style="list-style-type: none"> • LaceyLife Article • Facebook Event (City & Artisans Group Pages) • Thurston Talk Article • Press Release • Social Media • Direct Mail • Email • Presentation/Update • Email 	<ul style="list-style-type: none"> • Donna • Donna • Donna/ Jessica • Donna • Donna • Jessica/Ryan • Jessica • Jessica • Jessica 	<ul style="list-style-type: none"> • January 2020 • January 6, 2020 • January 6, 2020 • January 23, 2020 • January/February 2020 • January 10, 2020 • January 10, 2020 • January 6, 2020 • January 10, 2020





COMMUNITY RELATIONS COMMITTEE
January 6, 2020

SUBJECT: Corporate Sponsorship and Naming Rights Policy

RECOMMENDATION: Review the updated Corporate Sponsorship and Naming Rights Policy and recommend approval to the full Lacey City Council.

STAFF CONTACT: Scott Spence, City Manager *SS*
Jen Burbidge, Parks & Recreation Director *JB*

ORIGINATED BY: City Manager and Parks & Recreation Department

- ATTACHMENTS:**
1. [Current Parks & Recreation Corporate Sponsorship Policy](#)
 2. [Updated Parks & Recreation Corporate Sponsorship and Naming Rights Policy](#)
 3. [Proposed City Council Naming of Public Parks and Naming of Historical Buildings Policy](#)

FISCAL NOTE: NONE

PRIOR REVIEW: The Park Board reviewed the Corporate Sponsorship and Naming Rights Policy at their November 6, 2019, meeting and approved it at their December 4, 2019, meeting to take to City Council for final approval.

BACKGROUND:

Within the last 10 years, Lacey has nearly doubled in population and has consistently expanded the Parks and Recreation Department's offerings. Some of the challenges and opportunities outlined in the Parks and Recreation Comprehensive Plan are keeping up with growth and identifying sustainable funding. Some of the goals and objectives listed in the Comprehensive Plan are leveraging investments, and partnering with private parties and private businesses. Therefore, the Parks and Recreation Department is seeking ways to generate revenue to offset the cost of providing programs and facilities to a growing

population. It's worth noting that sponsorship can also increase marketing and promotional support, and provide in-kind products and services that offset costs and improve visitor experience.

In 2018, Caravel Marketing was hired to: 1) assist the department in capitalizing on the department's marketable assets, programs, publications, events, parks and facilities; 2) structure a department-wide centralized sponsorship program that provides consistent messaging and is managed by one person; and, 3) guide the department to increase revenue to offset the cost of providing services.

In 2019, with support from Lacey City Council and Park Board of Commissioners, Caravel Marketing assessed current sponsorship proposals, agreements, assets and processes and established an internal system for best practices in order to build a long-term sponsorship program to better manage the sponsorship revenue sales efforts.

An update to the Parks & Recreation Corporate Sponsorship and Naming Rights Policy is included in this work. Caravel Marketing provided insight for the policy update, and Park Board has reviewed and discussed the policy at their past two meetings in November and December.

In addition, staff recommends adding the Naming of Public Parks and Naming of Historical Buildings Policy to the City Council policy manual.

It is recommended that Community Relations Committee review the updated Corporate Sponsorship and Naming Rights Policy and recommend approval to the full Lacey City Council so that sponsorship work can proceed.

ADVANTAGES:

1. Helps leverage investments, which will provide opportunities for the Lacey Parks Department to partner with private parties and private businesses as identified in the 2017 Parks & Recreation Comprehensive Plan.
2. Increases marketing and promotional support of programs, facilities and events
3. Increases budget relieving in-kind products and services
4. Centralizes and streamlines sponsorship program
5. Improves visitor experience

DISADVANTAGES:

No disadvantages foreseen

CORPORATE SPONSORSHIP POLICY

Purpose

To establish policy and guidelines for entering into corporate sponsorship agreements.

Policy

It is the policy of The City of Lacey Parks and Recreation that corporate sponsorship agreements will exist in accordance with the guidelines set forth in this policy. Corporate sponsorship must support the mission and policies for the City of Lacey and Lacey Parks and Recreation. In general the following industries are not eligible for corporate sponsorship with Lacey Parks and Recreation: religious and political organizations.

Definitions

Corporation- for-profit entity (business, company, and merchant) acting under a legal charter having its own rights, privileges and liabilities.

Corporate Sponsorship-

- Display by a specific corporation of its company logo or other form of corporate recognition on City of Lacey property, website, or published materials in exchange for financial support and/or goods or services for a specific program(s) and/or project.
- Authorization by City of Lacey for a specific corporation to promote its investment with us.

Board of Parks Commissioners (Parks Board) – an advisory board to the Director of Parks, the Mayor, City Council and other city departments with respect to parks and recreation matters.

Responsibility:

The Parks and Recreation Director (or designee) is authorized to enter into corporate sponsorship agreements. The Director will seek advice from the Board of Parks Commissioners on proposed agreements that may not meet the criteria listed below.

Procedures

If the Director (or designee) approves the proposal in principle, staff will work to draft a sponsorship agreement for signature. This agreement will include the contract relationship; the term; description of fees, commissions, and/or in-kind services provided to Lacey Parks and Recreation; the marketing rights and benefits provided to the sponsor; and termination provisions.

Criteria

The Director and Parks Board may use, but are not limited to, the following criteria when evaluating a corporate sponsorship proposal; in all cases, the director (or designee) will have the prerogative to accept or reject the proposal:

- The compatibility of the corporation's products, customers and promotional goals with the city of Lacey and Lacey Parks and Recreation's mission;
- The corporation's past record of involvement in community and City projects;
- The desirability of association-the image (companies whose business is primarily derived from the sale of these products: alcohol, tobacco, firearms, or adult entertainment, etc., for example)
- The timeliness or readiness of the corporation to enter an agreement; and
- The actual value in cash, or in-kind goods or services, of the proposal in relation to the benefit to the corporation.
- Community support for, or opposition to, this proposal or previous agreements.
- The operating and maintenance cost associated with the proposal.
- The corporation's record of responsible environmental stewardship.
- Family and youth program/project sponsors must provide family/youth services and/or products.

ATTACHMENT A

Employees Responsible for Carrying Out Policies

Lori Flemm
Parks and Recreation Director
Lacey City Hall
PO Box 3400
Lacey, WA 98509
360-491-0857

Jeanette Sieler
Recreation Supervisor of Special Events and Cultural Programs
Lacey City Hall
PO Box 3400
Lacey, WA 98509
360-491-0857

Sean Finney
Recreation Coordinator of Special Events
Lacey City Hall
PO Box 3400
Lacey, WA 98509
360-491-0857

CITY OF LACEY PARKS AND RECREATION DEPARTMENT

POLICY NAME: CORPORATE SPONSORSHIP AND NAMING RIGHTS POLICY

DATE: December 4, 2019

Purpose

The purpose of this policy is to establish guidelines in the development and management of sponsorship and naming rights programs. The policy will provide guidance for entering into sponsorship and naming rights agreements with businesses in exchange for providing financial or material in-kind support for a specified park asset or park programs.

Policy Statement

The Park Board of Commissioners has determined that a Sponsorship and Corporate Naming Rights Policy is necessary and appropriate to seek and secure revenue and in-kind support for the benefit of the Parks and Recreation Department in their efforts to develop, maintain, improve, support, market and sustain its park assets and programs which in turn benefits customers and the community at large.

The Parks and Recreation Department will actively seek sponsors for events, buildings, parks, services and other facilities from corporations, foundations and nonprofit organizations for the purpose of generating revenue, reducing expenses, increasing awareness of parks and recreation programs and complementing the visitor experience. The Parks and Recreation Department will seek to create and enhance relationships with corporations and other organizations through commercial sponsorships and naming rights arrangements. This goal can be accomplished by providing local, regional, and national businesses a method to become associated and involved with the many facilities, activities, and programs provided by the Parks and Recreation Department. The Department provides quality, life-enriching activities to the community, which translates into exceptional visibility for sponsors and supporters. It is the goal of this policy to further sponsorship opportunities for the ultimate benefit of the public.

Sponsors will receive recognition for their financial or in-kind contribution in the form of advertising and signage, in addition to other agreed upon benefits to a level comparable with sponsors' investment, without detracting from the visitor/customer/community member experience or impairing the visual qualities of the facility or event. In addition, some levels of sponsors will be allowed to provide information to City staff, being mindful of organizational values.

It is the policy of the City of Lacey Parks and Recreation Department that corporate sponsorship and naming rights solicitation and agreements will exist in accordance with the guidelines set forth in this policy.

Definitions

Sponsorship: Sponsorship is a relationship with a business entity where that entity provides money, goods or services to the City of Lacey Parks and Recreation Department over a specified term, and in return, the business entity receives acknowledgement of the sponsorship via specific benefits such as inclusion in marketing materials, signage, digital media, promotions, onsite activation and display area. The business entity may also receive other benefits, including certain designations, category exclusivity or the use of the Lacey Park and Recreation Department logo.

Naming Rights: A commercial benefit of specified duration to signify the name or trademark of a designated legal entity as part of the name of the park asset specified in the agreement.

Park Asset: Park amenities such as recreation buildings, fields, parks, pavilions, trails and other facilities, rooms, landscaping, art or other physical features owned, operated, or managed by the Parks and Recreation Department. Park assets also include marketing assets such as advertising and promotional materials, digital and social media, and signage.

Board of Park Commissioners (Park Board)

A board which makes recommendations to the Director of Parks and Recreation, the Mayor, City Council and other city departments with respect to parks and recreation matters.

Examples of Types of Sponsorships: (but not limited to)

Park Partner
Naming Rights
Title Sponsor
Presenting Sponsor

Nonpublic Forum Status

The City's acceptance of sponsorships, and the advertising included in a sponsorship agreement, does not provide or create a general public forum for expressive activities or for discourse and debate. Rather, as noted, the City's purpose and intent is to secure additional means of generating revenue to support the Parks and Recreation Department in their efforts to develop, maintain, improve, support, market and sustain its park assets and programs. In furtherance of that objective, the City retains strict control over the nature of the sponsors and content accepted for posting online, and in its parks, facilities, and on its property. The City maintains its advertising space as a nonpublic forum.

This policy is intended to provide clear guidance as to the types of advertisements that will allow the City to generate revenue and enhance parks and recreation operations by fulfilling the following important goals and objectives:

- Maintain a position of neutrality and preventing the appearance of favoritism or endorsement by the City
- Preventing the risk of imposing objectionable, inappropriate or harmful views on a captive audience
- Preventing any harm or abuse that may result from running objectionable, inappropriate or harmful advertisements

The City's sponsorship and advertisement space is a nonpublic forum and, as such, the City will accept only that advertising that falls within the categories of acceptable advertising specified in this viewpoint neutral policy and that satisfies all other access requirements and restrictions provided herein.

Disclaimer of Endorsement: The City's acceptance of an advertisement does not constitute express or implied endorsement of the content or message of the advertisement, including any person, organization, products, services, information or viewpoints contained therein, or of the advertisement sponsor itself. This endorsement disclaimer extends to and includes content that may be found via internet addresses, quick response (QR) codes, and telephone numbers that may appear in posted ads and that direct viewers to external sources of information.

Eligibility Criteria

Naming rights or sponsorship benefits are limited to the promotion or recognition of commercial enterprise and commercial activities that do not compete, impair or conflict with, the mission, policies, goals or operations of the City of Lacey and Lacey Parks and Recreation, or designated assets or programs.

Corporate sponsors must support the mission and policies for the City of Lacey and Lacey Parks and Recreation. In general, the following industries are not eligible for corporate sponsorship with Lacey Parks and Recreation: religious, ~~cannabis, tobacco, firearms, adult entertainment, and political organizations.~~

Deleted: gambling, alcohol

The Director may use, but is not limited to, the following criteria when evaluating a corporate sponsorship proposal; in all cases, the Director (or designee) will have the prerogative to accept or reject the proposal:

- The compatibility of the corporation's products, customers and promotional goals with the City of Lacey and Lacey Parks and Recreation's mission;
- The corporation's past record of involvement in community and City projects;
- The desirability of Lacey Parks and Recreation to associate with the potential sponsor's business, image, reputation;
- The timeliness or readiness of the corporation to enter an agreement;

- The actual value in cash, or in-kind goods or services, of the proposal in relation to the benefit to the corporation;
- Community support for, or opposition to, this proposal or previous agreements;
- The operating and maintenance costs associated with the proposal; and
- The corporation's record of responsible environmental stewardship.

The following classes of advertising through sponsorship are allowed online or on City property as authorized:

Commercial Advertising. Advertising that is proposing, promoting or soliciting a commercial transaction for the sale, rent, lease, license, distribution or availability of goods, property, services or events for the advertiser's commercial or proprietary interest, or more generally promoting an entity or entities that engage in such activities.

Government Advertising. Advertising by a federal, state or local government entity that advances specific governmental purpose.

Nonprofit Public Service Announcements. Advertising that is sponsored by a nonprofit organization that is exempt from taxation under Section 501(c)(3) of the Internal Revenue Code and has provided documentary proof of such status, that is directed to the general public or a significant segment of the general public, and that relates to the:

Prevention or treatment of illnesses or promotion of personal health;
Education, training or employment services;
Arts, culture, or special events;
Provision of children and family services;
Provision of services and programs that provide support to low income citizens, senior citizens, or people with disabilities; or
solicitation by broad-based contribution campaigns that provide funds or goods to charitable organizations active in the above-listed areas.

The following classes of advertising through sponsorship are not authorized online or on City property:

Political Speech. Advertising that promotes, or opposes a political party, any person or group of persons holding federal, state or local government elected office, the election of any candidate or group of candidates for federal, state or local government offices, or initiatives, referendums or other ballot measures.

Public Issue Speech. Advertising that non-incidentally expresses or advocates or appears to express or advocate an opinion, position or viewpoint on a matter of public debate about economic, political, public safety, religious or social issues.

Religious. Advertising that promotes or opposes any identifiable or specific religion, religious viewpoint, message or practice.

Prohibited Products, Services or Activities. Any advertising that (a) promotes or depicts the sale, rental, or use of, participation in, or images of the following products, services or activities; or (b) that uses brand names, trademarks, slogans or other material that are identifiable with such products, services or activities:

Tobacco. Tobacco products, including but not limited to cigarettes, cigars, and smokeless (e.g., chewing) tobacco;

Cannabis. Cannabis, cannabis products, cannabis businesses, or cannabis services;

Firearms, ammunition or other firearms-related products;

Adult/ Mature Rated Films, Television Video Games, or Theatrical Presentations. Adult films rated "X" or "NC-17", or video games rated "A", or theatrical presentations recommended by the sponsor for persons 18 years or older;

Adult Entertainment Facilities. Adult book stores, adult video stores, adult telephone services, adult internet sites, escort services, nude dance clubs and other adult entertainment establishments; Sexual and/or Excretory Subject Matter. Any advertising that contains or involves any material that describes, depicts or represents sexual or excretory organs or activities in a manner that a reasonably prudent person using prevailing community standards, would find inappropriate for the public parks and recreation environment, including persons under the age of 18.

False or Misleading. Any material that is or that the sponsor reasonably should have known is false, fraudulent, misleading, deceptive or would constitute a tort of defamation or invasion of privacy.

Copyright, Trademark or Otherwise Unlawful. Advertising that contains any material that is an infringement of copyright, trademark or service mark, or is otherwise unlawful or illegal.

Illegal Activity. Any advertising that promotes any activity or product that is illegal under federal, state or local law.

Profanity and Violence. Advertising that contains any profane language or employs the use of miscellaneous characters or symbols as a substitute for profane language, or portrays images or descriptions of graphic violence, including dead, mutilated or disfigured human beings or animals, the act of killing, mutilating or disfiguring human beings or animals, or intentional infliction of pain or violent action towards or upon a person or animal.

Deleted: ¶

Deleted: Alcohol. Beer, wine, distilled spirits or any alcoholic beverage licensed and regulated under Washington law, however, this prohibition shall not prohibit advertising that includes the name of a restaurant that is open to minors;¶

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¶

Threatening Harm. Advertising that contains any threat, implied or direct, to harm a particular individual or group of individuals.

Harmful or Disruptive to Parks System. Advertising that contains material that is so objectionable as to be reasonably foreseeable that it may result in harm to, disruption of, or interference with, the operation, or business reputation of the City's parks and recreation system. For purposes of determining whether an advertisement contains such material, the City will determine whether a reasonably prudent person, using prevailing community standards, would believe that the material is so objectionable that it is reasonably foreseeable that it may result in harm to, disruption of, or interference with, the operation, or reputation of the parks and recreation system.

Adverse to Parks and Recreation. Advertising that is directly adverse to the commercial or administrative interests of the parks and recreation system, that tends to criticize the quality of service provided by the City, or that tends to criticize parks and recreation generally.

Lights, Noise and Special Effects. Flashing lights, sound makers, mirrors or other special effects that interfere with a safe atmosphere to the public.

Government Speech:

The provisions of this policy do not apply to the City's government speech, which includes advertising sponsored solely by the City or by the City jointly with another entity to communicate any message deemed appropriate by the Parks and Recreation Department.

Responsibility:

The Parks and Recreation Director (or designee) is authorized to enter into corporate sponsorship agreements and naming rights. The Director may seek advice from the Board of Park Commissioners on proposed agreements that do not meet the criteria.

Procedures

If the Director (or designee) approves the proposal in principle, staff will draft a sponsorship agreement for signature. This agreement will include the contract relationship; the term; description of fees, commissions, and/or in-kind services provided to Lacey Parks and Recreation; the marketing rights and benefits provided to the sponsor; and termination provisions. All sponsorship programs are required to have a contract signed by the Director and sponsor organization.

Naming rights opportunities will be identified and submitted to the Board of Park Commissioners for approval to seek a corporate naming rights sponsor.

10.16 Naming of Public Parks, Trails, Parkways, etc.

It is the policy of the City of Lacey to utilize an established procedure to name public spaces, including public parks, trails, parkways, recreation facilities, community buildings, plazas, open space areas, habitat reserves, memorials, and accessories.

Eligibility:

To define the criteria and procedures for naming of public spaces.

Criteria:

In the naming of public spaces, consideration shall be primarily given to:

1. Neighborhood, geographic or common name identification.
2. A natural or geological feature.
3. Significant historical events or cultural attributes.
4. A historical figure.
5. An individual who has made a significant land and/or monetary contribution to the park system and who has stipulated the name as a condition of the donation.
6. An individual who has contributed exceptional civic service to the City of Lacey.
 - a. Facilities shall not ordinarily be named for living persons, except under the following conditions:
 - 1) The individual in his or her lifetime has provided exceptional service to the City of Lacey. This service should be of substantial length and leadership.
 - 2) His or her accomplishments must have had a measurable effect upon the quality of life within the community, and be directly related to the park and recreation movement.
7. A business entity or organization that has donated a significant parcel of property or facility, or has provided financing for the acquisition of a public space or provided for significant development of a park and/or element within a park.
8. Naming rights may also be granted to a business entity for a mutually agreed upon fee pursuant to the policies and procedures outlined in the Parks and Recreation Corporate Sponsorship and Naming Rights Policy.

Procedure:

1. The naming of public spaces should be approached without preconceived notions and with patience and deliberation. Parks and Recreation Corporate Sponsorship and Naming Rights Policy should be considered prior to making a naming rights decision.
2. Timing is important in naming public spaces, since temporary designations tend to be retained. During the development, a number or street designation will be used until the formal naming of the public space. Whenever possible, naming will be made upon closing a purchase or construction of the public space.
3. Once a name has been approved, it should be considered permanent unless a naming rights contract with a specified term has been agreed upon.
4. Suggestions for names may be solicited from organizations and/or individuals, including residents surrounding the property to be named, at the request of the Lacey Park Board or at the discretion of the City Council. All written suggestions, solicited or not, shall be acknowledged and recorded for consideration.
5. To avoid duplication, confusing similarity or inappropriateness, the Lacey Park Board, in considering name suggestions, will review existing names in the park system and surrounding area.
6. The City Council, following public review and/or recommendation by the Lacey Park Board, shall designate names for park and recreation facilities. The Lacey City Council will have the prerogative of accepting or rejecting all proposals.
7. All portions of a public space will have, as a general rule, the same name as the entire park, trail or facility. However, elements within a public space may be named separately as long as the name does not detract from the intended identity. Thus, the two names can be used in combination, i.e. Beaver Park 's Cleaver Field or Riverfront Park's Blooming Arboretum.
8. Public spaces shall be identified by the established name, and signs shall be maintained as a source of identity and civic pride.
9. Where appropriate, a "Contributors Corner" may be established to honor those who have made significant contributions to the site.
10. Upon approval of the name, the name will be filed with the Fire Department, 911, the Lacey Police Department or any agency/business that would use names as a reference.

Definitions:

1. Lacey Park Board - an appointed board of six members representing the citizens of the City of Lacey.
2. Public spaces - all City owned, public parks, parkways, trails, recreation facilities, community buildings, plazas, open space areas, habitat reserves, memorials, and features in the park and recreation system of the City of Lacey.
3. Memorials - all sculptures, permanent artwork, fountains, memorial gardens, plazas, and exhibits which honor or commemorate a person(s), group or event.
4. Basic park accessories include typical amenities, i.e. benches, picnic tables, equipment, trees, drinking fountains, game equipment and exhibits.

10.17 Naming of Historical Buildings

It is the policy of the City of Lacey to utilize the following procedures and selection process for recognizing the community's history, places and people.

Purpose:

To define the selection criteria and procedures for recognizing buildings, sites, people, organizations and events important to community's heritage. To amplify and clarify procedure outlined in existing City of Lacey ordinances regarding historical resources. To assure that historical references and recognition are valid, appropriate and timely.

Criteria:

City of Lacey Ordinance No. 531 and Ordinance No. 796 identifies the process or recognizing buildings, streets, areas, districts, sites and other activities associated with the City of Lacey's heritage. The following shall be implemented to augment to existing ordinances:

1. Calendar age will not be a factor in limiting recognition.
2. As an addition to and without alternating the ordinances, recognition may be give to:
 - A. Buildings and sites associated with events important to the City's Heritage.
 - B. Buildings and sites associated with persons important to the City's heritage.
 - C. Significant historical cultural attributes.
 - D. People and organizations that have contributed to the community's history.

- E. An individual (living or deceased) who has made a significant land and/or monetary contribution to the preservation or enhancement of Lacey's historical resources.
- F. An individual who has contributed exceptional civic service to the City of Lacey.
 - a) Recognition is not ordinarily given to living persons, except under the following conditions:
 - 1) The individual in his or her lifetime has provided exceptional service to the City of Lacey. This service should be of substantial length and leadership.
 - 2) His or her accomplishments must have had a measurable effect upon the quality of life within the community, and be directly related to the community's history and development.
- G. An individual or organization that has donated a significant parcel of property or facility, or has provided a majority of the financing for the acquisition of a public facility.
- H. An individual or organization that has undertaken significant activities that further the understanding of the community's heritage.

Selection Process

1. Providing recognition of the community's history, places and people should be approached objectively with patience and deliberation.
2. All suggestions, recommendations and applications for recognizing people, organizations, sites and events that are directly related with the community's history shall be reviewed by the Lacey Historical Commission.
3. The Lacey Historical Commission will provide guidance, background data, and advice to the entity originating the recommendation for recognition, and will submit recommendations to the Lacey City Council for consideration. The Commission, in considering suggestions for recognition, will review existing data known to the Commission.
4. The Lacey City Council will have the prerogative of accepting or rejecting all proposals.
5. Duplicates of recognition may be allowed. Some people or organizations contribute in many ways and can be recognized as appropriate for each action or event.
6. Memorials may be dedicated to the cause for which they were given by an

appropriate plaque or sign under the following conditions:

- A. Requirements are that the building, site, person, organization or event will have met the criteria for recognition.
 - B. The memorials are appropriate for the location and approved by the land owner or City of Lacey department The City of Lacey may, but is not obligated to, replace memorials.
7. Placement of signs or plaques will be considered only on permanent monuments, structures, or facilities.
 8. The donations of items associated with the community's heritage will be encouraged with or without donor information. However, the City will not be obligated to replace the identification placed on the item.
 9. Where appropriate, a "Contributor's Register" may be established at the Lacey Museum or other City facility to honor those who have made significant contributions to the community.

Definitions

1. Lacey Historical Commission - an appointed board of nine members representing the citizens of the City of Lacey. The Commission's actions and responsibilities are identified in City of Lacey Ordinance No. 531 and Ordinance No. 796.

Procedure

1. Suggestions for recognizing historical events, places and people shall be solicited from organizations, individuals and City staff, or may be voluntarily submitted by any citizen. All written suggestions, solicited or not, shall be acknowledged and recorded for consideration by the Lacey Historical Commission.
2. The Lacey Historical Commission may act on any recommendation for recognition at a regularly scheduled meeting, special meeting, or telephone poll.
3. The City Council, following public review and recommendation by the Lacey Historical Commission, shall provide for the specific recognition.
4. Buildings, sites, and other specific facilities shall be identified by the established name, and signs shall be maintained as a source of identity and civic pride.