

ADMINISTRATIVE PROCEDURE 6620 NAMING OF BUILDINGS AND FACILITIES

The Chancellor directs that the following regulations apply to naming buildings or other facilities in the Peralta Community College District:

- I. **Purpose:** The purpose of this regulation is to provide standard guidelines for all facilities of the District for naming buildings, sites and common areas. Naming opportunities may be granted in recognition of distinction and/or in recognition of financial support, in addition to the naming of buildings by function and location.

II. Criteria

- A. **Naming in Recognition of Distinction:** A proposal to name a facility in honor of an individual, family, corporation, or other organization, may be initiated in writing, which shall include:
 1. biographical information of the person proposed to be honored;
 2. description of the facility and the proposed name; and
 3. reasons the contribution to the district by the individual, family, corporation, or other organization merit designation.
- B. **Naming in Recognition of Financial Support:** When a name is proposed as a consequence of a gift or bequest, the guidelines should take into account the prominence and size of the location, a comparison to existing "named" areas and the capital cost of the new or restored facility, to decide if the gift or bequest is appropriate for the purpose of this policy.
 1. For naming in recognition of financial gifts, the donor will be expected to provide all or substantial part of the cost of the entity. "Substantial" is deemed to mean either a significant majority of the cost (51%+) or a contribution which, while not being a significant majority, would not have been available from another source or was in some way integral to project completion. Names for subdivisions of a facility may be based on cost of area per square foot with appropriate adjustments based on visibility of space to be named and other considerations.
 2. For naming associated with a fundraising campaign, the Chancellor will establish a schedule of naming opportunities and the level of donation required for each. The Chancellor will consult with the involved college and/or the district wide facilities committee for advice whether the gift levels are appropriate and consistent with others in the district.
- C. **Naming by Function and Location:** The functional name of a building will be consistent with the ongoing use/majority occupancy of the building, i.e., English, Math. etc. Location letter codes for buildings will be mnemonic associated with the functional name if possible.

III. General Provisions

- A. Naming a building, segments of buildings, or other facilities after person, organizations, and corporations, does not imply that the name or names used will necessarily be used in perpetuity.
- B. When a building is demolished, replaced or substantially renovated, or where the occupancy changes and the former name is no longer appropriate than a request for a new name will be considered. It may be appropriate to place a plaque in, or on, a new building to indicate that it occupies the site of a building formerly known by another name. Such plaques should recognize the person, organization or corporation after whom the former building was named. It may also be appropriate that a request for a new name will be considered to name part of a new building after a person for whom the former building was named.

- C. When it proposed that facility or room within a building be relocated within the same building, or to a different building, provided that the new facility will service the same original purpose, Board approval is not required.
- D. No naming will be recommended or approved or (once approved) sustained that will call into serious question the public respect of the district.
- E. Names of facilities or areas should lend prestige to the district and to staff, students and community. The credentials, character and reputation of each individual, organization or corporation for whom the naming of a building is being considered shall be carefully scrutinized and evaluated. Nominations submitted for consideration must be accompanied by supporting documentation.
- F. Historical names established prior to this procedure may continue to be used. However, any renaming shall be in accordance with this procedure.
- G. When a building or significant area has been named, the district will continue to use the name so long as the building or area remains in use and serves its original function. When the use has changed such that it must be demolished, substantially renovated or rebuilt, the district may retain the use of the name, name another comparable room or facility or discontinue the use of the name.
- H. It is the responsibility of individuals negotiating on behalf of the district to advise potential benefactors that their gift may be recognized by naming, subject to approvals and decisions consistent with this policy.
- I. Names on buildings and building features may be maintained if feasible through subsequent remodeling and/or renovation projects that may occur at the option of the Chancellor. If it is determined that names cannot be preserved due to major alteration or demolition, the district may make a suitable arrangement to preserve the name on a monument, plaque, or tablet specifically created for this purpose.
- J. An agreement between the district and the donor shall be prepared in writing to memorialize the conditions associated with a donation that results in the naming of a building or building feature. Copies of the agreement shall be maintained by the district.

IV. **Process**

- A. All proposals for naming will be forwarded to the Chancellor who shall make a determination whether the proposed naming conforms to this policy, is otherwise appropriate, and is of sufficient merit.
- B. Board approval is required for building or other stand alone facility names. Board approval is not required for room or other facility subset designations unless the name of an individual or a plaque is associated with the room or facility subset designation. Board approval is also required for a schedule of naming opportunities and the level of donation required for each upon the launching of a capital campaign.
- C. Historical names prior to this regulation may be honored subject to reconsideration based on criteria is this regulation.

V. **Naming Conventions**

- A. A uniform current system of signing will be implemented consistent with the guidelines of this regulation to the extent possible.

- B. The signing should be consistent with publications and maps and include the personal name (if any), the functional name, and the letter "code" e.g. "Gunderson Health Center" - "G."
- C. Plaques and other signage such as office designations should be tasteful, discrete and consistent in style with other campus signage. Plaques should not contain the names of any individuals unless authorized by the Chancellor in accordance with this procedure except for the Board of Trustees, Chancellor, and College President at the time of dedication of the plaque.
- D. The naming of a building to honor an individual should use the surname only, as in "Smith Building;" and "King Hall." In the case of corporations or other organizations, the district use a shortened name sufficient to recognize the business ("Colgate Hall"). The reason for this convention is to ensure that the use of the new name becomes commonplace within the lexicon of the district and minimizes exterior lettering, listings in directories, mailing addresses and the like.

Approved by the Chancellor: February 19, 2013