



SECTION 3. COUNTY ADMINISTRATION

3.60 POLICY FOR NAMING SEMINOLE COUNTY ASSETS.

A. INTENT OF POLICY. To provide a policy and guidelines for naming assets owned and operated by the Seminole County Board of County Commissioners (BCC).

For the purpose of this policy, the term “asset” includes, but is not limited to, the following parks, buildings, roadways and streets, natural lands, trails, and/or specified areas within County-owned property such as athletic fields, trailheads, structures, meeting rooms, courtrooms, etc.

It is not necessary or intended that every asset have a name. The naming of new and existing County assets is reserved for exceptional circumstances. All names considered by the BCC should be significant, appropriate, considerate, and acceptable to current and future residents of Seminole County.

B. AUTHORIZATION. The County Manager or his/her designee shall present naming proposals for County assets to the BCC for consideration. The County Manager may advance proposals from outside entities or groups, or may recommend names for County assets at his/her own initiative.

The naming of an asset is within the sole discretion of the BCC. The BCC reserves the right to accept or reject applications for naming an asset as it deems appropriate.

C. GENERAL GUIDELINES.

(1) Staff may temporarily assign a name based on the adjacent street, functional use, geographic feature, community name or historic significance for reference and identification purposes.

(2) The chosen name may not conflict with similar names in whole or in part.

(3) Every effort shall be made to avoid conflicts with neighboring county agencies and municipalities.

(4) The Parks and Preservation Advisory Committee shall be consulted with regards to any and all park, trail, natural lands, park related facilities, and open spaces.

(5) The Historic Commission shall be consulted with regard to historically designated properties.

(6) A County asset named after an individual shall retain the name approved by the BCC unless a new or other facility is acquired and will receive that name, or until such time that the BCC finds that the name no longer meets the criteria included in this policy.

D. QUALIFYING NAMES AND CRITERIA. Names considered should provide some form of individual identity in relation to the following:

(1) The geographic location of the asset, including descriptive names;



- (2) An outstanding feature of the asset or the surrounding area;
- (3) An adjoining subdivision street, school, or natural feature;
- (4) A commonly recognized individual, group, or event; or
- (5) An individual who contributed in a positive and significant way to the betterment of the asset.

E. CRITERIA/GUIDELINES FOR NAMES HONORING INDIVIDUALS, GROUPS, OR EVENTS. Names honoring individuals, groups, or events may be approved by the BCC under the circumstances noted below.

- (1) Where there has been a significant contribution to the quality of life and/or well-being of the County;
- (2) To memorialize or otherwise recognize substantial gifts and significant donors, individuals designated by donors, or individuals who have made exemplary or meritorious contributions to the County;
- (3) Where there is a significant historical or cultural connection to the County and a major contribution to the historical or cultural preservation of the County; or
- (4) Where there has been a major contribution toward the environmental preservation conservation or enhancement of the County;
- (5) Where there is a major contribution made to the acquisition, development or conveyance of asset in question and/or contribution toward acquisition and/or development of the asset;
- (6) Where there is a direct relationship or association that exists between the place or former place of residence or work of an individual or group and the asset to be named/renamed; or
- (7) Where there has been a significant contribution to the betterment of the asset.

Generally, an asset will not be named after an individual until at least twelve (12) months after his/her death. Naming an asset after a living person will required a unanimous vote of approval by the BCC accompanied with a finding that the individual was instrumental in the development and/or acquisition of the asset and that the individual has an impeccable record both personally and professionally.

When the name of an individual is so used, approval shall be obtained from the individual or the next of kin for such naming.

F. PROCEDURES TO PROPOSE THE NAMING OF A COUNTY ASSET.

- (1) An individual or group requesting the naming of a County asset must provide a written proposal to the County Manager's Office which contains the following minimum information:



- (a) Name of the Proposer;
 - (b) Identification of the asset;
 - (c) Proposed name;
 - (d) A justification for the proposed name including all data relevant to the commemorative naming and, if applicable, a detailed biography of the individual or group, or account of the historical event; and
 - (e) A letter of approval from the individual or next of kin for using such naming, if applicable.
- (2) If the proposal does not qualify for consideration pursuant to the criteria herein, the County Manager or his/her designee will notify the Proposer in writing within thirty (30) days after receipt of the application.
- (3) If the proposal meets the criteria herein, the County Manager or his/her designee will present the proposal to the BCC for consideration.
- (4) Prior to presentation to the BCC, Seminole County Addressing will be notified of the request. Addressing will research and provide any naming conflicts.
- (5) If the naming proposal is for a park, trail, trailhead, library, natural lands facility/property, or historical site or other asset with an advisory committee, the appropriate advisory committee shall provide written input prior to scheduling the BCC meeting.
- (6) The Proposer will be notified by the County Manager or his/her designee of the scheduled meeting date of the BCC and/or advisory committee.
- (7) The proposal for naming shall be placed on the BCC Regular Agenda and staff will present the proposal and any additional information that has been provided from an advisory committee, County Addressing, and/or other entity.
- (8) The Proposer should be prepared to make a presentation that justifies the recommended name at the BCC meeting.
- (9) The BCC shall allow for public input and comment prior to the BCC action to approve or not approve the naming proposal.
- (10) The BCC shall approve all names by a majority vote unless otherwise noted.

G. RENAMING. The intent of naming is for permanent recognition. The renaming of County assets is strongly discouraged. Efforts to change a name will be subject to the most critical examination so as not to diminish the original justification or the name or discount the value of the prior contributors. County assets that have been named by deed restriction shall not be considered for renaming.



H. SIGNAGE.

(1) The County will be responsible for coordinating the public presentation of signage to acknowledge the name designation.

(2) The County shall have final approval for the selection and location of any signage, including signage text.

(3) Signage shall comply with all signage regulations of Seminole County.

(4) An applicant who wishes to have another style sign must submit a rendering for approval by the County. The applicant will be financially responsible for the special signage.

F. AUTHORITY. Resolution 2021-R-3 adopted January 26, 2021