PURPOSE

To establish uniform guidelines for naming Clark County (County) facilities, buildings, bridges, parks, monuments, memorials and other improvements.

DEFINITION

Facilities, buildings, bridges, parks, monuments, memorials and other improvements ("improvements") can be named where the purpose is to honor a person, group, event, or other significant contribution to the County or State.

PROCEDURE

A. NAMING

1. No Clark County improvement will be named after a person who is still living unless approved by the Board of County Commissioners ("BCC").

2. When possible, Clark County improvement names should:
   a. Be oriented to the neighborhood or community in which the facility is to be located.
   b. Relate to the function and general use of the facility or its location.

3. Improvements named after persons or groups provide the County an opportunity to recognize outstanding contributions towards the County. For the purposes of this policy, BCC approval or donations exceeding 51% of the total project budget will be considered an outstanding contribution.

4. No improvement will be named without the approval and recommendation of the Long Range Planning ("LRP") and the Clark County Board of County Commissioners.

5. Whenever possible, residents in the neighborhood of the proposed improvement will be given the opportunity to provide input and recommendations into the name selection process.

6. All improvements should be formally named prior to final design and award of any construction contracts using the following process:
   a. The relevant director and/or designated staff members will identify improvements to be assigned names through this process.
   b. The relevant department will notify the public of the intent to solicit names for an improvement by one of the following methods:
• Local survey;
• Neighborhood or town meeting(s); and/or
• Other advertisements including: newspapers, flyers, and/or posted announcements.

c. Receipt of proposed name forms by relevant department.

d. Completion of survey or meetings with name recommendation(s) forwarded to the Department of Real Property Management (“RPM”) for inclusion on the next available LRP Meeting Agenda. The recommendations of all other Boards and Commissioners should be included when applicable.

e. A relevant commission, which may include the Park and Recreation Advisory Commission or other applicable commission, may meet and make a preliminary name recommendation, which will be forwarded to the BCC for action.

f. The relevant director or designated staff will prepare an agenda item based on the name recommendation from the committee or department staff, taking into account local feedback. The agenda item will be heard and voted on by the BCC.

7. Improvement names will be changed only if the current name does not have geographical, historical or other significance. No improvement named after an individual shall be considered for a name change. (All existing improvement names are grandfathered in and shall remain so).

8. This policy does not affect monuments, substructures, or special activity areas within the existing or new improvement sites and only pertains to improvements within the County.

9. Parks donated to the County through Major Project Agreements will be named through the Park Naming Policy heretofore established.
**B. MEMORIAL/MONUMENT**

1. Applicants desiring to place a memorial or monument shall submit a letter to the Director of Real Property Management or designee that outlines in sufficient detail the main purpose and concept of their proposal. For a desire for a Tree Memorial please see paragraph C below.

2. The request letter shall address each aspect of the following criteria in order to be considered.

   a. **Use of Public Space:** Donors of monuments and memorials shall consider the primary uses of public open space in their request for a location or suitable site. While appropriate memorials may enrich an area, public open space is also a precious commodity. Therefore, monuments and memorials should be carefully reviewed to balance these two public benefits to protect the greater good.

   b. **Timelessness:** The quality of timelessness shall be considered in the significance of the individual, community or event being memorialized. Memorial proposals should appeal and be meaningful to future generations.

   c. **Community Significance:** Proposed projects must serve to commemorate or to identify a particularly significant historic event, person or group. Projects that seek to honor particular individuals or events by placing them into the public realm should appeal to the broader interests of the community. To assure that the significance of an event or person has withstood the test of time, a project may only commemorate an event one year or older and a person one year or more posthumously. The BCC may waive this requirement for those individuals with exceptional community significance in cases of unusual and compelling circumstances.

   d. **Maintenance Planning:** Maintenance concerns should be a primary consideration, with adequate financial provision made for continued future maintenance. In all cases, permanent memorials should be made from durable materials that will stand up over time. Memorials that include moveable parts or technological elements will require additional consideration and review. Estimated future maintenance and management costs – including ongoing monitoring, cleaning, refreshing protective coating and minor repair damage, for a minimum of 15 years will also be taken into consideration.

   e. **Financial Responsibility:** The donors of the proposed memorial are required to pay for the complete design, manufacturing, installation, and maintenance endowment to ensure adequate quality of care for the memorial.
f. **Ownership:** Improvements made on County lands become the property of the County, along with any donated items deposited at the site.

g. **Structures Over Six Feet in Height:** The International Building Code, the current building code adopted by the County, requires that any structure over six feet in height should be designed according to professional engineering practices and will require an engineer’s letter.

3. **CRITERIA FOR DESIGN/PLACEMENT REVIEW COMMITTEE:**

The basic types of memorials vary greatly in the impact they have upon the County and open spaces; the review process for allowing them to occur on County-owned land should reflect those differences. All memorials, however, will be reviewed by the Committee for appropriateness according to the following criteria.

a. **Design Criteria:**

   (1). The quality, scale, and character of the memorial should be at a level commensurate with the particular location or setting.

   (2). The memorial contributes to the location from a functional or design standpoint.

   (3). The memorial should be designed by a qualified professional in the field appropriate to the size, scale, and complexity of the proposal.

   (4). Logos (symbols or trademarks designed for easy and definite recognition) may not be used in the overall design concept of the memorial. Logos may not appear on a plaque acknowledging the memorial’s donors. The acknowledgment plaque should be incidental to the memorial and not the main focus of the memorial.

b. **Placement Criteria:**

   (1). The location under consideration shall be an appropriate setting for the memorial; in general, there should be some specific geographic justification for the memorial being located in the proposed location.

   (2). It should be considered that a particular location may reach a saturation point and it would be appropriate to limit future memorial installations at a particular location or area.
(3). The location of the memorial should complement and enhance existing and proposed circulation and use patterns.

4. **BASIC CONDITIONS FOR APPROVAL:**

The following items must be provided in order to file an application for review by Monument Design/Placement Review Committee (Committee) comprised of personnel from RPM, CCPR, Public Works, and Comprehensive Planning Departments of the County.

(a). **All Inclusive Costs:** The cost of design, fabrication, plaques, transportation, installation, site preparation work, foundation, lighting, electrical, permits, etc. must be financed by the requesting party. The memorial proposal shall include all-inclusive costs and any exclusion shall be stated clearly in the proposal. Additionally, any party hired or employed by the requesting party must provide proof of insurance approved by the County that may include and not limited to: general liability, automobile insurance, professional liability insurance, performance insurance bonds, workman’s compensation coverage, and others as required by the County.

(b). **Site:** All proposed monuments or memorials must relate to and support their proposed site and/or community. Any party proposing to install a monument, plaque or memorial must propose three feasible sites, public or private, for their project along with an explanation of the significance and relationship to each site.

(c). **Maintenance:** All monuments, memorials, markers, and plaques (Other than Memorial Tree Plaques) require insurance, bond and endowment fund (as appropriate), and a maintenance schedule by the memorial donor adequate to ensure its care conditions satisfactory to the donor and the County. The posted insurance or bond should also cover costs of installation and/or removal.

Once the Committee has reviewed the proposal, the proposal, a summary of the evaluation and a recommendation from the Committee, will be presented to LRP for review. The proposal will be placed on the regularly scheduled meeting agenda of the BCC at least 30 days after LRP review. The BCC will consider all information, including the Committee’s recommendation, the written proposal and concepts, and public testimony in its decision making process. The BCC may recommend approval of the placement of the proposed memorial; it may request additional information on the proposal; or it may recommend denial of the placement of the memorial.

The requesting party will be required to enter into a contractual agreement with the County prior to the commencement of any work.
No work may begin unless the applicant can provide evidence of funding sufficient to cover 100% of all costs associated with the design, construction, and placement of the memorial.

C. TREE MEMORIAL

1. Applicant may apply to have a Tree Memorial placed in a County-owned park. A tree memorial consists of installing a 5”x7” solid surface plaque mounted on a CMU cap block, and engraved with the inscription as illustrated below at the base of or new tree specifically planted for the memorial or at an existing tree where the tree density of the park will not support a new tree.

   ![In Loving Memory of
   John Doe
   2-30-45 to 2-31-96
   From his friends and co-worker](image)

2. An applicant desiring a Tree Memorial, may request an application packet from the Real Property Management Operations Manager at (702) 258-2980.

3. RPM will make every effort to accommodate the applicants requested park and location within the park, when requested. If RPM is unable to comply with the requested location, the Applicant will be notified of the location where RPM can install the memorial. The applicant may elect not to proceed at the alternate location with a full refund of the memorial fee.

4. The applicant shall have a choice of Chir Pine, Allepo Pine, Modesto Ash or Southern Live Oak for the new trees in turf areas. In DG or native areas, an appropriate drought tolerant tree will be suggested. All new trees shall be in a 24-inch box.

5. RPM may temporarily suspend the planting of new trees under this program during the hot summer months, from June 15 through September 15, to help assure the survival rate of the trees.

6. The fee for the Tree Memorial is based on the average cost of planting a tree, installing the necessary irrigation system and installing the plaque. New trees shall be in a 24-inch box. The fees are as follows:

   a. New tree planting and plaque $500.00
   b. Plaque installed at existing tree $100.00