



**POLICY ON NAMING FACILITIES**

**Purpose:**

This policy is intended to create standard and consistent guidelines to manage any requests to name facilities, property, and sites owned by the City of Myrtle Beach. In addition to naming and renaming requests, this policy also covers requests to erect a memorial in or at a city-owned asset.

**Applicability:**

This naming policy applies to any member of the public requesting to name or rename city-owned assets including, but not limited to: buildings and structures, recreational facilities, parks, and other sites.

Requestors are those submitting a request to have a city-owned asset named or renamed in honor, recognition, or memorial of an individual person, family, group, association, or significant event; or those requesting to erect a memorial in or at a city-owned asset in honor, recognition, or memorial of an individual person, family, group, association, or significant event.

Memorials may consist of structures, such as buildings, or facilities, named in memory or an individual person, family, group, association, or significant event; and/or plaques or signs on or inside city-owned assets.

This policy and its contents shall not supersede any procedure, requirements, or statute set forth within the City Code at the time of a request being reviewed.

**Procedure for Request:**

A member of the public wishing to submit a request to name or rename a city-owned asset, or place a memorial in or at a city-owned asset, must complete a request form available on the City's website. Requestors may also acquire a hard copy of the request form by contacting the City Clerk's Office. After completing the request form, requestors shall submit the form to the City Clerk's Office.

Requests will then be reviewed by the appropriate department director overseeing the city-owned asset, who shall then make a recommendation to the City Manager. The City Manager shall make a recommendation to City Council, at a regularly scheduled public City Council meeting, within 60 calendar days of the request being received by the City Clerk. All requests will have a final determination provided to the requestor in writing by the City within 90 calendar days of the request being received by the City Clerk.

Requests for memorial benches and trees shall follow the same process as noted above, with two exceptions:

1. Final determination will be made by the City Manager and requests do not need to be heard by City Council.
2. The final determination will be provided to the requestor in writing within 30 calendar days of the request being received.

**Key Considerations for Requests:**

**CITY OF MYRTLE BEACH  
POLICY ON NAMING CITY FACILITIES**

Facts and information that will be reviewed and taken into account during the City Staff's consideration of recommending requests will include, but are not limited to the following:

1. The reason for the naming or renaming, or the erection of a memorial.
2. Any contribution/s or other factors for which an individual person, family, group, association, or significant event has had on the community and City of Myrtle Beach at large, including any outstanding civic service made by an individual person, family, group, or association.
3. Whether, and to what extent, the city-owned asset in question has been financed by the individual person, family, group, or association being honored, recognized, or memorialized; or whether, and to what extent, the city owned asset in question has been financed by the requestor.
4. Whether, and to what extent, the appropriate and/or impacted community or communities of interest support the proposal, including any documented support or opposition.
5. Any other factors that relate to the request, such as:
  - Specific to naming and renaming requests, other factors can include:
    - recognized geographic names;
    - natural historic features;
    - significant historic contributions;
    - significant material contributions; and
    - whether the naming requestor is deceased or alive.
  - Specific to memorial requests, other factors can include:
    - the location, design, and configuration of the proposed memorial, in keeping with the city-owned asset's public purpose and/or usage, which shall not interfere with such public purpose and/or usage;
    - the proximity of the memorial to any other planned and/or existing memorials;
    - that any City Staff deemed necessary, has participated in the planning, design, and construction of the memorial, if relevant;
    - any costs associated with the proposed memorial, including planning, design, construction, utilities, and maintenance, shall be the sole responsibility of the requestor, unless otherwise determined by the City. Such costs should have funding secured prior to the start of planning, design, and construction of any memorial, and evidence of the secured funding shall be provided to the City in order for final approval of the memorial request; and
    - if determined necessary by the City, an escrow account may be established to ensure the requestor, requesting the memorial placed at or in a city-owned asset, has the capability to perform routine maintenance of the memorial for the 10 years following the date of installation.
      - The cost of maintenance to be put in the escrow account for the 10-year period shall be mutually agreed upon by the requestor and the City.