

BEFORE THE METRO COUNCIL

AN ORDINANCE RELATING TO)	ORDINANCE NO. 94-576A
THE NAMING OF FACILITIES)	
OWNED OR OPERATED BY METRO)	Introduced by Councilors
)	Sandi Hansen and Jon Kvistad

THE METRO COUNCIL HEREBY ORDAINS AS FOLLOWS:

Section 1. The following Chapter 2.14 Naming of Facilities is added to the Metro Code.

CHAPTER 2.14
NAMING OF FACILITIES

SECTIONS:

2.14.010	Statement of Purpose
2.14.020	Policy for Naming of Facilities
2.14.030	Facility Names

2.14.010 Statement of Purpose: This chapter is established to provide a policy for the naming of facilities owned or operated by Metro. This policy includes facilities that are operated by a Metro department, commission, or other entity which has responsibility for facility operations.

2.14.020 Policy for Naming of Facilities:

(a) Facilities owned by Metro shall be named through adoption of an ordinance by the Metro Council. Such an ordinance shall state the name and address of the facility, which shall be included in this chapter. For purposes of this section, a "facility" shall be a building, which may contain one or more rooms, theaters, halls, offices, exhibits, etc., a group of buildings under common management with a shared mission, or a zoo, park, open space, trail, cemetery, golf course, boat ramp, or other outdoor area owned by Metro.

(b) The principal purpose of the name of a facility shall be to identify the facility's function and purpose. When the Council deems it to be practicable and advisable, the name may also reflect the facility's ownership, location, source or sources of funding for its construction, or the contribution of effort made by a person or persons toward its construction, acquisition, or operation.

(c) A Metro facility may be named after any living person who has not held elective office in Oregon. In the event Metro acquires ownership of a facility that was named after a living person by the facility's former owner, the facility shall continue to bear that name.

(d) A Metro facility may be named for a deceased person in

recognition of the person's significant contribution of effort or money in support of the facility or its construction or mission, in conformance with an adopted policy of the Metro Council.

(e) Individual parts of a facility, including but not limited to theaters, exhibits, ballrooms, meeting rooms, halls, lobbies, and equipment, may be named after a person or persons, living or deceased, by adoption of a resolution by the Metro Council or relevant operating commission; provided, however, that such a resolution adopted by a commission shall be subject to review by the Metro Council as stipulated in the Metro Code.

(f) Facilities which Metro operates but does not own may not be named or re-named by Metro or a Metro commission. The owner(s) of such facilities shall retain authority for their naming or re-naming.

2.14.030 Facility Names:

(a) The following are the names and addresses of the facilities owned by Metro:

- Oregon Convention Center, 777 NE Martin Luther King Blvd., Portland, Oregon
- Metro Central Transfer Station, 6161 NW 61st Avenue, Portland, Oregon
- Metro Regional Center, 600 NE Grand Avenue, Portland, Oregon
- Metro South Transfer Station, 2001 Washington St., Oregon City, Oregon
- Metro Washington Park Zoo, 4001 SW Canyon Rd., Portland, Oregon

ADOPTED by the Metro Council this 27th day of October, 1994.

ATTEST:


Clerk of the Council


Judy Wyers, Presiding Officer

REGIONAL FACILITIES COMMITTEE REPORT

ORDINANCE NO. 94-576A, RELATING TO THE NAMING OF FACILITIES OWNED OR OPERATED BY METRO

Date: October 20, 1994

Presented by: Councilor Gates

COMMITTEE RECOMMENDATION: At its October 19, 1994 meeting the Regional Facilities Committee voted 5-0 to recommend Council adoption of Ordinance No. 94-576A. All committee members were present and voted in favor.

COMMITTEE DISCUSSION/ISSUES: Council Analyst Casey Short presented the staff report. He noted that the committee considered this ordinance at its meeting of October 5, and he had subsequently drafted amendments that committee members had requested. He summarized those changes, in sections b, c, and d of Section 2.14.020, "Policy for Naming of Facilities." Mr. Short pointed out that the ordinance would take the Council out of the process for naming a facility Metro does not own; only a facility's owner has the authority to name it. He distributed MERC's policy for naming facilities at the Portland Center for the Performing Arts (Attachment 1 to this committee report).

MERC General Manager Pat LaCrosse said the MERC Commissioners have reviewed the ordinance and support it.

Councilor Gates moved to add a clarification in section e, to state that a part of a facility "may be named after a person or persons, living or deceased,"

Councilor Moore asked if it was the committee's intent, in section c, to allow facilities to be named after living persons, except those who had held elective office. Councilor Hansen said she supported the language as proposed. Councilor Gates said his concern was to preclude anyone using the naming process for political gain. Councilor Moore suggesting changing the wording so the section would be positive ("A Metro facility may be named . . . ") rather than negative ("No Metro facility shall be named . . . "), and Councilor Gates so amended his motion.

Chair Hansen opened a public hearing and no one testified.

METROPOLITAN EXPOSITION-RECREATION COMMISSION

RESOLUTION NO. 176

RECEIVED MAY 18 1992
ORDINANCE NO. 94-576A
Committee Report
Attachment 1

Whereas the Metropolitan Exposition-Recreation Commission has been requested to approve a Policy for Naming Buildings, Theatres, and Spaces at the Portland Center for the Performing Arts.

THE METROPOLITAN EXPOSITION-RECREATION COMMISSION FINDS:

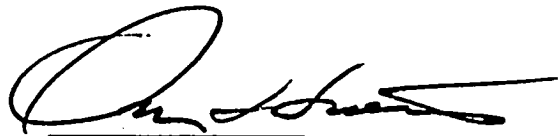
1. That the Portland Center for the Performing Arts Advisory Committee worked diligently to write such a policy;
2. That the Advisory Committee adopted the policy and has forwarded it to the Commission;
3. That the policy clearly defines methods of naming and memorializing spaces at the Portland Center for the Performing Arts;
4. That the policy is appropriate for the Portland Center for the Performing Arts;

BE IT THEREFORE RESOLVED that the Metropolitan Exposition-Recreation Commission adopts that policy attached as Exhibit "A".

Passed by the Commission on May 13, 1992.




Chairman



Secretary/Treasurer

APPROVED AS TO FORM:



Metro General Counsel



Portland Center for the Performing Arts

Robert A. Freedman, Director / Portland Civic Auditorium • Arlene Schnitzer Concert Hall • Intermediate Theatre • Dolores Winningstad Theatre

May 5, 1992

TO: Metropolitan Exposition-Recreation Commission

FROM: Robert A. Freedman *(Signature)*
Director, Portland Center for the Performing Arts

SUBJECT: Naming Policy

Background

Approximately one year ago, Commissioner Lindberg's office received several inquiries about the possibility of naming the Intermediate Theatre. These inquiries brought to light that the Portland Center for the Performing Arts did not have a policy or guidelines for handling these requests. Commissioner Lindberg's office requested that the Portland Center for the Performing Arts Advisory Committee look at this issue and determine if a policy and/or guidelines could be established.

Advisory Committee Chairperson, Harriet Sherburne asked Pam Baker to chair a sub-committee and report back to the full committee. The sub-committee members were: Pam Baker, Chair, Richard Ares, George Bell, Robert Freedman, Cindy Fuhrman, Kathleen Johnson-Kuhn, Mary Ann Normandin and Vickie Rocker.

The sub-committee reviewed naming policies that have been adopted by other area organizations such as the Zoo, Metro and the City of Portland's Parks Department.

Many issues were deliberated in the several meetings of the sub-committee and the result is the attached document which addresses the naming of spaces as a result of a contribution and the memorializing of space for an individual.

The Portland Center for the Performing Arts Advisory Committee passed the policy in their February meeting and is now submitting the document on to the Metropolitan Exposition-Recreation Commission for review and adoption.

Recommendation

It is recommended that the attached **POLICY FOR NAMING BUILDINGS, THEATRES AND SPACES AT THE PORTLAND CENTER FOR THE PERFORMING ARTS** be adopted by the Commission.

(Signature)
General Manager's Concurrence

POLICY FOR NAMING BUILDINGS, THEATRES AND SPACES AT THE PORTLAND CENTER FOR THE PERFORMING ARTS

The quality of life in the Portland metropolitan region is greatly enhanced by the existence of the Portland Center for the Performing Arts. The facility and its programs could not exist without significant contributions of time and resources from citizens (individuals, families, organizations, corporations, etc).

From time to time, it may be appropriate to name certain parts of the facilities of the Portland Center for the Performing Arts for significant citizens. Numerous naming opportunities exist: buildings, theatres, dressing, meeting and rehearsal rooms. Public and private spaces lend themselves well to the recognition of a significant dedication to the region's premiere performing arts space and cultural life.

Such naming opportunities shall be in keeping with the public image of the Portland Center for the Performing Arts, signifying dedication to the arts and/or appropriate financial gifts.

These guidelines are to provide assistance to those reviewing such requests.

NAMING PROPOSAL AND APPROVAL

In general, requests for naming shall be addressed to the Director of the Portland Center for the Performing Arts. After initial staff review, the request shall be forwarded to the Portland Center for the Performing Arts Advisory Committee. Upon recommendation of the Advisory Committee, the request shall be forwarded to the Metropolitan Exposition-Recreation Commission for approval, and then on to the City and the Metro Councils. Should a proposal not be accepted, an appeal may be made to a joint committee consisting of the City Commissioner who oversees the Metropolitan Arts Commission and the chair of Metro's Regional Facilities Committee.

GENERAL CRITERIA

The Portland Center for the Performing Arts is a highly visible entity. Any naming shall be done with patience and deliberation; and shall be consistent with the public image of the facility, as well as:

1. Convey a cohesive marketing identity among the individual parts and of the facilities as a whole;
2. Carry both a regional identity as well as recognition of the role the City of Portland has played in the development of the Center;
3. Carry names that are consistent with the use of particular buildings, theatres, public spaces and various function rooms (i.e. "The John Doe Star Dressing Room" or "The John Doe Rotunda", etc.);
4. Minimize and/or avoid confusion about the exact nature of the facilities; and
5. Be in keeping with the overall value to the community of the facilities and their operation.

The magnitude of recognition shall be in keeping with the significance of the contribution to the cultural life of the Portland metropolitan region.

MEMORIALS

Consideration in providing such recognition shall be in acknowledgment of an individual's substantial efforts to improve the quality of the cultural life of the Portland metropolitan area. The following criteria shall be used as a guideline for consideration of naming any space as a memorial to an individual:

1. Significant contribution of time and talent or financial support to the fostering of the arts;
2. Significant leadership in increasing the visibility, viability and health of cultural activities and/or organizations; and
3. Community-wide recognition of the individual's name.

The individual shall be deceased for at least 2 years, and approval for the naming granted by the next of kin.

RECOGNITION OF GIFTS

Consideration in providing such recognition shall be in acknowledgment of a citizen's substantial and/or sustaining financial contribution to improve the quality of the cultural life of the Portland metropolitan area. The following criteria shall be used as a guideline for consideration of naming any space for a citizen:

1. The gift shall be appropriate to the place to be named. A suggested list of spaces and donations is attached. This list shall be reviewed and updated from time to time.
2. The potential naming shall be reviewed in keeping with the goals of the Portland Center for the Performing Arts.
3. The gift shall be significant in improving the viability and financial strength of the Portland Center for the Performing Arts.
4. The gift shall be unrestricted in nature and shall not contain provisions for matching requirements from any other source. However, consideration may be given to a restricted gift under special circumstances and would depend upon the nature of the restriction and review by the Advisory Committee of the Portland Center for the Performing Arts.
5. The naming shall not construe endorsement of any particular product or service.
6. Each gift shall be recognized with appropriate, architecturally compatible signage as recommended by the Portland Center for the Performing Arts Advisory Committee and approved by the Metropolitan Exposition-Recreation Commission.

RECOMMENDED GIFTS OPPORTUNITIES

PORTLAND CENTER FOR THE PERFORMING ARTS

PORTLAND CENTER FOR THE PERFORMING ARTS	\$19,000,000	City of Portland
ARLENE SCHNITZER CONCERT HALL	1,000,000	Arlene Schnitzer
Conductor's Suite	50,000	McCoy Foundation
Star Dressing Room	50,000	McCoy Foundation
Performer's Lounge	50,000	Lloyd Foundation
Pianos: 9-foot	50,000	Lloyd Foundation
7-foot	25,000	Pacific NW Bell
Crystal for Grand Lobby Chandeliers	20,000	Zell Brothers
Grand Lobby	500,000	Available
Dress Circle seating	200,000	Available
Acoustical Shell	150,000	Available
House Sound System	100,000	Available
Acoustical Enhancement System	100,000	Available
Choir Loft	75,000	Available
Chorus Warm-up Room	50,000	Available
Stage Floor & Orchestra Pit Elevator	50,000	Available
Seats (each)	500	Available
NEW THEATRE BUILDING	1,500,000	Available
Grand Lobby	150,000	Anonymous
Glass Ceiling Dome in Lobby	50,000	M/M Fred MacDonald
Concession Bar	50,000	Anonymous
Actors' Entrance (Broadway at Madison)	75,000	Available
Central Box Office	50,000	Available
INTERMEDIATE THEATRE	650,000	Available
Piano: 7-foot	25,000	Portland Rotary Fdtn.
Lighting/Sound/Broadcast/ Directors' Control Booth	75,000	Available
Act Curtain	75,000	Available
Green Room/Lounge	75,000	Available
Stage Floor & Orchestra Pit Elevator	50,000	Available
Acoustical Shell	50,000	Available
Seats (each)	500	Available
WINNINGSTAD THEATRE	250,000	Winningstad
Auditorium Floor & Lifts	100,000	Available
Seating Stalls: Orchestra Level	50,000	Available
First Balcony Level	50,000	Available
Second Balcony	50,000	Available
Stage Floor & Orchestra Pit Elevator	50,000	Available
Seats (each)	500	Available
STUDIO/RECITAL HALL	350,000	Available

CIVIC AUDITORIUM	1,500,000	Available
<u>FRONT OF HOUSE:</u>		
Main Lobby	200,000	Available
(2) Main Lobby Concession Stands	50,000	Available
(2) Entrance Vestibules	25,000	Available
Ticket Office	25,000	Available
Coat Room	15,000	Available
(2) Elevators	10,000	Available
Men & Ladies Room Foyers	15,000	Available
Display Cases	5,000	Available
Main Floor Corridors	10,000	Available
<u>BOX LEVEL:</u>		
(2) Box Level Foyers	50,000	Available
(6) Center Boxes	100,000	Available
(2) Off-Center Boxes	15,000	Available
(8) Side Boxes	10,000	Available
<u>FRONT BALCONY LEVEL:</u>		
Front Balcony Lobby	35,000	Available
(2) Concession Stands	25,000	Available
Men & Ladies Foyers/Restrooms	10,000	Available
<u>SECOND BALCONY LEVEL:</u>		
Second Balcony Foyer	30,000	Available
(2) Concessions Stands	20,000	Available
Men & Ladies Foyers/Restrooms	5,000	Available
<u>BACKSTAGE:</u>		
Light Boards	25,000	Available
Sound Console	25,000	Available
Stage Rigging	100,000	Available
Stage Left and Prop Area	25,000	Available
Stage Shell	50,000	Available
Main Curtain	15,000	Available
Green Room	25,000	Available
Production Office	10,000	Available
(2) Star Dressing Rooms	15,000	Available
Lower Level Lounge Area	10,000	Available
(3) Lower Level Dressing Rooms	5,000	Available
Orchestra Pit	10,000	Available
<u>SECOND FLOOR:</u>		
Chorus Room	10,000	Available
(3) Dressing Rooms	5,000	Available
<u>THIRD FLOOR:</u>		
Chorus Room	7,500	Available
(4) Dressing Rooms	3,500	Available
<u>FOURTH FLOOR:</u>		
Chorus Room	5,000	Available
(3) Dressing Rooms	2,500	Available
<u>FIFTH FLOOR:</u>		
Chorus Room	2,500	Available
(3) Dressing Rooms	1,500	Available

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AN ORDINANCE RELATING TO)	ORDINANCE NO. 94-576A
THE NAMING OF FACILITIES)	
OWNED OR OPERATED BY METRO)	Introduced by Councilors
)	Sandi Hansen and Jon Kvistad

THE METRO COUNCIL HEREBY ORDAINS AS FOLLOWS:

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(c) ~~A~~ [No] Metro facility ~~may~~ [shall] be named after any living person ~~who has not held elective office in Oregon~~ [~~, except as stipulated in Section 2.14.020(d) of this Chapter~~]. ~~In the event Metro acquires ownership of a facility that was named after a living person by the facility's former owner, the facility shall continue to bear that name.~~

(d) A Metro facility may be named for a ~~deceased~~ person in recognition of the person's significant contribution of effort or money in support of the facility or its construction or mission, in conformance with an adopted policy of ~~the Metro Council~~ [~~or a Metro commission which operates the facility~~].

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- Metro Washington Park Zoo, 4001 SW Canyon Rd., Portland, Oregon

ADOPTED by the Metro Council this _____ day of _____, 1994.

Judy Wyers, Presiding Officer

ATTEST:

Clerk of the Council



METRO

DATE: October 31, 1994

TO: Rena Cusma, Executive Officer

FROM: Paulette Allen, Clerk of the Council *PA*

RE: TRANSMITTAL OF ORDINANCE NOS. 94-576A and 94-579

Attached for your consideration are true copies of the ordinances referenced above adopted by the Council on October 27, 1994.

If you wish to veto any of the ordinances referenced above, I must receive a signed and dated written veto message from you no later than 5:00 p.m., Thursday, November 3, 1994. The veto message, if submitted, will become part of the permanent record. If no veto message is received by the time and date stated above, these ordinances will be considered finally adopted.

I, *Rena Cusma*, received this memo and true copies of Ordinance Nos. 94-576A and 94-579 from the Clerk of the Council on *October 31, 1994*