Administrative Naming Guide

Procedures related to the "Naming of University Spaces and Entities" Policy

By: Planning, Architecture and Real Estate ("PARE")
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Introduction:

This guide outlines the procedures for Administrative Namings of Ohio State-owned exterior spaces. Interior Spaces (e.g., conference rooms, lobbies, classrooms, etc.) and Philanthropic and Honorific Namings are not covered in this guide. This guide was developed as supplemental information to the official University Policy, Naming of University Spaces and Entities. To read the official policy, please visit: policies.osu.edu and search under Advancement.

Public Rights of Way are not owned by Ohio State and are not subject to these procedures. If you would like to learn more about how Public Rights of Way are named, please contact PARE for more information.

Occasionally it is necessary to administratively name an Ohio State-owned exterior space, either because it is new or because there is a reason to change an existing name. The necessary steps to administratively name or rename an Ohio State space are outlined below.

Glossary:

This guide will use the following defined terms:

- **"Space"** refers to a defined physical area or structure such as a roadway, bridge, building, outdoor area, feature or object.
- **"Honorific Name"** is a name that recognizes a distinguished individual or organization for outstanding service or commitment to the university that may or may not involve a philanthropic gift (e.g., Annie and John Glenn Ave.).
- **"Philanthropic Name"** is a name that expresses appreciation for a philanthropic gift from an individual or an organization (e.g., the Max M. Fisher College of Business).
- **"Administrative Name"** is a specific name related to the function or location of a space or entity (e.g., Neil Avenue Garage).
  - o **"Identification Naming"** refers to Administrative Names used for identification purposes only by campus operations personnel. These names often only show up in databases and are not used by the general public (e.g., 1165 Kinnear Road, Pump House #2).

- **"Private Roadways"** are roadways/infrastructure that are owned by an entity other than the entities listed under the definition of Public Right of Way. Although The Ohio State University is a state agency, and its roadways are in some ways considered public, they are not considered a Public Right of Way for the sake of this guide. There are two types of Private Roadways — Primary Roadways and Service Drives. PARE will review any new roadway to determine its type.
  - o **"Primary Roadway"** is a Private Roadway that is part of the fabric of a broader roadway system, meaning it interconnects with other roadways (either Public Rights of Way and/or other Primary Roadways) for the purpose of general transportation and circulation of bicycles and motor vehicles.
  - o **"Service Drive"** is a Private Roadway that has a specific use other than general bicycle and motor vehicle circulation (such as access to a loading dock or parking garage entrance, a drop-off loop or loading area) and is typically not interconnected to a broader roadway system or network.
- **"Public Right of Way"** is roadway/infrastructure that is owned by a local municipality, county, or state or federal department of transportation.

Getting Started:

1. If you wish to initiate any Administrative Naming, please contact your PARE representative.

2. PARE maintains these procedures. If you have questions, or you believe there is an error or omission, please contact PARE.

3. The Office of Advancement facilitates all requests for Philanthropic Naming and Honorific Naming. This guide does not cover these types of requests. If you wish to initiate a Philanthropic or Honorific Naming request, please contact your Office of Advancement representative. If the Philanthropic or Honorific Naming is intended for a Roadway, Advancement will engage PARE to advise on appropriate procedures.

4. If, after reading this guide, you are still unsure which type of naming you are requesting, please contact your PARE representative and we will review the facts of the request and help you determine appropriate next steps.

5. If you don't know who your PARE representative is, please contact Kim Moss, Assistant Director of Campus Planning, for assistance at moss.58@osu.edu.

Process:

STEP 1: VERIFY

PARE, Facilities Operations and Development ("FOD") and Facilities Information and Technical Services ("FITS") will frequently be the first to identify the need to administratively name a Space, often due to construction. However, any member of the Ohio State community who wishes to administratively name or rename an Ohio State exterior Space should initiate their request by contacting their PARE rep to initiate the process.

PARE's first step will be to validate the request:
- Identify the Space.
- Verify that Ohio State owns the Space.
- Verify requester's name.
- Verify the unit leader supports the request.
- Document why a name is being requested.
- Collect other relevant information.

STEP 2: ANALYZE

PARE's second step will be to research and analyze the request — review construction project schedules, existing conditions, information on current and planned construction in the area, campus master plans, and historically relevant information on names (such as gift agreements and board actions, etc.).

Below are a few examples of areas PARE will analyze:

- Will the name be used by the public, garner media attention, be considered significant to university leadership and/or the community, or is it only an Identification Naming?
- Is the roadway a Primary Roadway or is it a Service Drive? If it is a Service Drive, it will likely NOT be named.
- If it is an existing named roadway, are there buildings currently addressed from the existing roadway name?
- Identify potential and estimated costs involved with a renaming.
- Are there recommended names already identified?
- Are there critical dates depending on a final name (construction timeline, critical path items, etc.)?
- What stakeholders, both internal and external, need to be aligned before a name is moved forward for approval?
- Is the unit leader(s) associated with the exterior Space aware of the request?
- Other relevant information.

STEP 3: OPTIONS

If it is not an Identification Naming, PARE will host an internal workgroup to consider Administrative Naming options.

Workgroup participants should include: PARE's Assistant Director of Campus Planning, key stakeholder representative(s)/requestor, a FITS representative, an Office of Advancement representative, and an Office of Marketing and Communications representative.

Once the workgroup has identified possible names, PARE will work with the appropriate municipality, if applicable, and appropriate internal and external stakeholders to ensure the names are available and allowable.

The workgroup's deliverable will be a list of available and allowable options and a recommendation to be advanced in accordance with Step 4 below.

STEP 4: RECOMMEND

PARE, with support from the Office of Marketing and Communications representative, will provide the recommendation(s) to the key stakeholders and the executive sponsor of the Space. This group will determine the final recommendation that will move forward to the Office of Advancement for approval per official university policy.

STEP 5: APPROVE

All Administrative Namings, except for Identification Namings, require the approval of the President. PARE will work with the Office of Advancement to get the final recommendation to the President for Approval. (Identification Namings can be approved by the SVP of Administration and Planning.)

Once the President has approved the name, the Office of Advancement will submit the name for Board of Trustees approval.

STEP 6: ENACT

Once final approval is received, PARE will communicate the change to all affected parties, including but not limited to key stakeholders, local municipality, FITS, FOD, FDC, Public Safety, A&P, etc. The Office of Marketing and Communications, in coordination with the executive sponsor, will develop brand guidelines, usage parameters, communication, etc. in support of the implementation.