



Policy Number: 4.1.4

Chapter: Campus Design

Title: Naming Facilities

Division/Department: Campus Planning

Policy Administrator: Director of Campus Planning

Adoption Date:

Revision Dates:

1. PURPOSE

The Auraria Board of Directors (Auraria Board) recognizes the importance of naming opportunities for its buildings, exterior spaces, and interior spaces. Names chosen may reflect the importance of granting an honor to persons or entities that have made important contributions to AHEC or a Constituent Institution, to capture the nature and character of a building or facility, or to enhance the excellence, reputation, and public service mission of the Auraria Campus. This policy creates a framework for naming facilities, exterior spaces, and interior spaces.

2. DEFINITIONS

- 2.1. Auraria Higher Education Center or “AHEC”: The multi-institutional higher education complex established in Title 23, Article 70, of the Colorado Revised Statutes (C.R.S.) and located in the City and County of Denver.
- 2.2. Auraria Board: The Board of Directors created in C.R.S. § 23-70-102 that oversees AHEC and has the powers and duties assigned to it by the Colorado General Assembly as set forth in C.R.S. Title 23, Article 70.
- 2.3. Auraria Campus: All grounds, buildings and facilities located within the boundaries of the Auraria Higher Education Center.
- 2.4. Constituent Institution: As defined in C.R.S. § 23-70-101(b), an institution of higher education at and within AHEC, including Community College of Denver, University of Colorado Denver, and Metropolitan State University of Denver.
- 2.5. AHEC Facility: All buildings, wings of buildings, outdoor areas, plazas, fountains, roadways, classrooms, lecture halls, laboratories, and interior portions

of buildings within the boundaries of the Auraria Campus, except those individual buildings solely developed and funded through one of the Constituent Institutions or a private entity.

3. POLICY

- 3.1. This policy covers the naming of facilities at the Auraria Campus and is intended to work in harmony with Constituent Institutions' policies that address their specific neighborhood facilities funded directly through the efforts of the Constituent Institution.
- 3.2. All AHEC Facilities within the scope of this policy shall be named or renamed by the Auraria Board after hearing from interested parties and in conformance with the process set forth herein.
- 3.3. AHEC Facility names may be proposed by the AHEC Chief Executive Officer (CEO) or by a Constituent Institution, as follows:
 - 3.3.1. The CEO or Constituent Institution shall submit a written proposal to the Auraria Board not less than 30 days prior to the date of the Auraria Board meeting where the proposal may be considered.
 - 3.3.2. Proposals shall contain sufficient information to show that the name is appropriate, deserved, consistent with the character of the Auraria Campus and the specific AHEC Facility, and in conformity with the specific requirements set forth below.
 - 3.3.3. Proposals shall include the recommended duration of the name.
- 3.4. Costs associated with the naming of an AHEC Facility shall be the responsibility of the entity requesting the change.
- 3.5. Functional Names
 - 3.5.1. Each new AHEC Facility shall have a functional name that categorically defines its use (such as a classroom facility, an office complex, etc.).
 - 3.5.2. The Campus Master Plan provides guidance for the functional names of facilities (e.g., shared classroom facilities, institutional buildings, etc.).
 - 3.5.3. Functional names are subject to change according to use, or when renamed for honorary purposes.
- 3.6. Historic Names
 - 3.6.1. Renaming AHEC Facilities bearing names of historical significance may be subject to requirements for outside agency approval, for example, buildings recognized by the Colorado Historical Society or on the Denver

Historic Registry (Tivoli, St. Cajetan's, Emmanuel Gallery, etc.). AHEC's legal counsel will determine what external requirements must be met.

3.7. Honorary Names

Persons proposing to name an AHEC Facility for an individual or group (e.g., corporations, foundations, or other entities) must establish that the individual or group meets one or more of the following criteria:

3.7.1. Outstanding Service:

- The individual or group has rendered outstanding service in furtherance of the mission of AHEC or a Constituent Institution.
- Generally, names of individuals may not be proposed under this criterion earlier than five years after the date of the individual's retirement or death. Exceptions to this five-year requirement may be considered on a case-by-case basis.

3.7.2. Financial Contribution

- The individual or group has contributed substantial funding towards the construction, renovation, and/or maintenance of the AHEC Facility for which the name is proposed. A contribution of at least 20% of the construction or renovation cost of a facility is generally deemed to be substantial.
- A lesser percentage may be considered substantial if the contribution made possible the construction or renovation of the AHEC Facility.
- Existing AHEC Facilities which have not previously been given an honorary name may be so named if funds substantially equivalent to 20% of the cost of the facility to be named are contributed to AHEC or a Constituent Institution and there is a nexus between the contribution and the AHEC Facility.

3.7.3. Historical or Social Importance:

The individual or group for which the honorary name is proposed has historical or social importance to the State of Colorado or to the Auraria Campus and/or a Constituent Institution.

3.7.4. When an honorary name is approved, it is expected that there will be suitable ceremonies of formal dedication to recognize the honoree.

3.7.5. It is also expected that prominent plaques and signs will be installed and will be maintained to recognize the honoree. All signage (interior and exterior) must comply with the AHEC policy on campus signage and

should be funded as a component of the financial contribution or by the group/organization proposing the name, or by a gift. Ongoing routine maintenance of signage may be provided by AHEC.

3.8. Sponsored Naming

3.8.1. Names may be assigned in accordance with a major sponsorship agreement over a specified period of not more than twenty years. A sponsored naming agreement recognizes the contributions of a private entity as part of a broader agreement that may include sponsorship revenues, scholarships, grants, products or services, or other consideration.

3.8.2. A sponsorship agreement typically cannot include substantial consideration from the recipient to the sponsor, other than the use or acknowledgement of the name or logo (or product lines) of the sponsor's trade or business in connection with the activities of the recipient, in accordance with Internal Revenue Code section 513(i).

3.9. The fact that an AHEC Facility has been given a name for its functionality, historical significance, sponsorship, or as an honor shall not prevent the facility from being renovated, demolished, replaced, relocated or otherwise modified while the name remains in place.

3.10. The Auraria Board reserves the right to change an AHEC Facility name, subject to any limitations imposed by external agencies or a binding contractual obligation. In general, names may not be assigned in perpetuity.

4. APPROVAL AND ADOPTION

This Policy has been reviewed and approved by the Board of Directors for the Auraria Higher Education Center.

Date: _____

Approved by: _____
Chairperson of the Auraria Board