

Naming Facilities and Land Features

Authority This Guide Memo was approved by the President.

Summary This Guide Memo covers approval procedures and policies for naming Stanford University facilities and land features. Section headings are:

1. APPROVAL PROCEDURES
2. NAMING POLICIES
3. RECORDS OF NAMES

1. APPROVAL PROCEDURES

- a. New Facilities and Land Features** — Names proposed for Stanford University facilities and land features require the review of the Office of Development and the University Architect/Planning Office for possible conflicts and other University-wide implications before submission to the President for approval.

Facilities and land features covered by this requirement include: buildings and the components of buildings (classrooms, laboratories, auditoria, conference and seminar rooms); ornamental structures; streets; fountains; courts; plazas; gardens; etc.

- b. Renamed Facilities and Land Features** — In cases of renaming, the senior line officer(s) in whose jurisdiction the facility or land feature is located should have the sponsorship of the Provost in submitting the recommended name change for the approval procedure described in paragraph 1.a above.
- c. Plaques, Trees, and Other Memorials** — Requests for memorials may emanate from any source and are approved by the Office of Development with advice from the University Architect/Planning Office regarding the appropriateness of the site, the aesthetic impact, and relationship to the campus landscape. Criteria for approval will include, but are not limited to the following:

- Affiliation with Stanford University
- Acknowledged value to Stanford's academic mission

Detailed guidelines on site and landscape gifts, plaques and memorials may be obtained from the University Architect/Planning Office or the Office of Development.

2. NAMING POLICIES

- a. Names of Faculty and Staff** — Names of Stanford faculty and staff bestowed on Stanford University facilities and land features should be selected from individuals who have been emeritus or retired for at least ten years.
- b. Streets** — Street names should be historically or geographically significant to the campus. Streets may be named for living individuals, but the use of individuals' names should be minimized.
- c. Donor Names** —
- (1) **Buildings** — Donor names proposed for buildings or portions of buildings are reviewed on a case-by-case basis; the "name" gift will normally cover between 35 and 70 percent of total project costs.
 - (2) **Other Features** — Donor names proposed for fountains, ornamental buildings, landscaping, and similar features will normally require a gift to cover the full cost of the project and a maintenance fund.

3. RECORDS OF NAMES

The Stanford University Archives receives and preserves the official record of all Stanford University names. In addition, Facilities Grounds Department and/or the appropriate Stanford department or auxiliary organization is notified for information and long-term maintenance of the gift.