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**211.4 SUBJECT: MEMORIALS AND MONUMENTS POLICY****:1 OBJECTIVE:**

Cities play an important role in commemorating people, history and ideas central to a society's sense of identity and value. Memorials and monuments are tangible and easily recognizable forms of commemoration that enrich the City's physical and social environment.

The Orlando City Council is committed to a clear, objective, fair and robust process for responding to requests from the public to install a diverse range of memorials and monuments on public property. This policy provides the framework for approving memorials and monuments to be installed at City of Orlando parks and recreational facilities included in section 18A.02 and 18A.06 of the City Code and Lake Eola Park. The policy encourages commemoration while ensuring that fair and balanced decisions are made.

**:2 AUTHORITY:**

This procedure amended by City Council on July 25, 2011 Item Number A-3.

**:3 DIRECTION:**

FPR Department Director, as an appointed official, serves at the pleasure of the Mayor, and receives direction through the Chief Administrative Office.

**:4 FUNCTIONS:****A. Definitions**

1. City-sponsored – a monument or memorial, approved by City Council, for which City of Orlando staff and/or elected officials are fully or primarily responsible for conception, design and funding.
2. Cornerstone parks - parks identified in the City's 2010 Families, Parks and Recreation Vision Plan as Regional or Community level parks (i.e. serving broader populations than Neighborhood-level parks). Cornerstone parks include: Bill Frederick Park at Turkey Lake, Lake Eola Park, Trotters Park, Lake Fairview Park, Eagles Nest Park, Clear Lake Park, Hankins Park, Blue Jacket Park, Park of the Americas, Demetree Park, Langford Park, Southport Park, Airport Lakes Park, Orlando Veterans' Memorial Park, George Barker Park, Lake Underhill Park and Lorna Doone Park.
2. Flag – most commonly, a piece of cloth having a distinctive size, color, and design used for a symbol, standard, signal, or related representation. This is inclusive of flags of any kind including cloth, metal, paper or any other material.
3. Landscape features – memorials/monuments may also take the form of landscape features, such as water fountains, trees or areas of the City that can be enhanced, redeveloped or reclaimed through the use of donor funds or bequests in commemoration of a person, event or place as applicable.

4. Large memorials/monuments – objects whose value (including design, installation and the object itself) is greater than \$1,000.00, such as monuments, works of art, busts, and playground equipment, as well as objects other than plaques, benches and tree plantings whose value is less than \$1,000.00.
6. Memorial – an object or landscaped feature designed to honor the memory of a person, event or place.
7. Monument – an enduring physical object erected to commemorate a person, event or place.
8. Small memorials/monuments – objects whose value (including design, installation and the object itself) is less than \$1,000.00, limited to plaques, benches, and tree plantings. All other memorials regardless of cost are considered Large memorials.
9. Temporary memorials/monuments – a memorial/monument is considered temporary if it is not intended to be on display for more than 5 years.
10. Permanent memorials/monuments - a memorial/monument is considered permanent if it is intended to be on display for longer than 5 years.

For the purposes of this document, monuments and memorials may simply be referred to as memorials.

#### B. Criteria

All review and approval of memorials shall be based on the following criteria:

1. Subject
  - a) While Small memorials may commemorate an individual or event, the subject of a Large memorial must demonstrate a high level of significance by meeting at least one of the following criteria:
    - (1) The person or group has made an outstanding contribution to the cultural, political or social development of the City of Orlando, the State of Florida, the United States of America, or the international community.
    - (2) The site or event is historically or culturally significant and/or represents an important and unique City or civic anniversary.
  - b) The City has the authority to deny requests for memorials that commemorate a person, event or place that is already memorialized elsewhere in the City.
  - c) Flags – Inclusion of flags, other than a federal, state or city flag, or flags approved by the Mayor’s Veterans Advisory Council, may not be permanent and can only be raised during ceremonial events. The raising, lowering, maintenance and replacement of all flags included in a memorial are the responsibility of the donor and shall be displayed in conformance with Federal and State policies as stated in the United States Code Chapter 1 Title 4 “U.S. Flag Code” and the State of Florida Division of Administrative Services “Flag Protocol and Display.”

d) The monument will not be extraordinarily divisive to the community.

## 2. Location

- a) The proposed site/location is consistent with and does not interfere with the Families, Parks and Recreation Department Vision Plan, or, if applicable, an approved master plan for the site. The proposed location will not compromise the aesthetic integrity or interfere with the unique or cultural character of the area.
- b) Any applicant must demonstrate why the selected site is appropriate. There must be justification for the memorial being in that location. Where appropriate, preference will be given to co-location of new memorials within a site of common interest.
- c) Consideration will be given to existing uses of the proposed location, with a goal of preventing the memorial from disrupting appropriate public use of City park and recreation facilities.
- d) At the City's sole discretion, the memorial once placed may be relocated at the City's expense to another location.

## 3. Risk Assessment

An assessment of potential risks created by placing the proposed memorial/monument at the proposed location will be undertaken by the City's Risk Management Division and Public Works Department, with the resulting opinions forming part of the decision-making process. This will include an evaluation of any potential costs to the City.

## 4. Artistic/Design Merit

Artwork must be approved by and meet artistic and design merit standards as determined by the City's Public Art Advisory Board.

## 5. Veterans Memorials

Veterans memorials must be approved by and meet the City's veterans memorial standards, as determined by the Mayor's Veteran's Advisory Council and outlined in the Mayor's Veteran's Advisory Council Monuments and Memorials Guidelines.

## 6. Historic District

Memorials proposed within a City Historic District shall be reviewed for consistency with the City's Historic Preservation ordinances.

## C. Application Process

The Parks Division Manager or Recreation Division Manager has the authority to approve “Small Memorials” limited to plaques up to 8” x 10” with up to 5 lines of text, benches, and tree plantings (under \$1000). All other memorials regardless of cost will be processed as Large Memorials.

1. Application Process for City-Sponsored Large Memorials at Parks that are not Cornerstone Parks

For City-sponsored memorials proposed to be installed at parks that are not Cornerstone parks, staff will ensure that the memorial meets all existing City design, construction and safety requirements, and then present the memorial to the Orlando City Council for approval at a regularly scheduled City Council meeting.

2. Application Process for Large Memorials that are not City-sponsored (this section also applies to Large City-Sponsored Memorials at Cornerstone Parks)

Applicants wishing to install a large memorial at a City park or recreation facility shall submit a written application, including a conceptual plan, to the Director of Families, Parks and Recreation for review (see application attached).

If the applicant has already selected a park in which to install the memorial, the Director will forward the application to the City Commissioner in whose district the park is located. The applicable district Commissioner will review and recommend approval or denial of the request to install the memorial at the proposed park based upon the criteria listed in B above. The Commissioner may choose to postpone his or her review until later in the review process, pending input from other reviewers, or may choose to by-pass Commissioner review until the installation agreement comes before City Council for a vote, which is the final step in the process.

Once returned from the district Commissioner, or if the Director has not received any response from the district Commissioner within thirty (30) days, the Director shall forward the application to the next step in the review process. The Division shall provide advice to the applicant during the submission process, including assistance in identifying an appropriate location(s), explaining the steps and various boards involved in the approval process, describing the City’s requirements regarding signed agreements and maintenance responsibilities, and providing the applicant with basic information regarding technical/engineering requirements. Once the Parks or Recreation Division has received a fully completed application, it shall forward the application package to the following City Divisions and Advisory Boards, if applicable, for evaluation and recommendation of approval or denial:

- a. Risk Management and Public Works
- b. Public Art Advisory Board (only reviews applications involving art)
- c. Mayor’s Veteran’s Advisory Council (only reviews applications involving veteran or military related subjects)

- d. Historic Preservation Officer (only reviews applications located in the historic district)
- e. Families, Parks & Recreation Advisory Board

For “Large Memorials,” the Director of Families, Parks & Recreation shall forward all completed applications, along with their corresponding recommendations of approval or denial submitted per C. 1 through C.5 above, to the Families, Parks & Recreation Advisory Board, which will take all comments into consideration when making a final recommendation regarding whether the application should be approved or denied. If the Families, Parks & Recreation Advisory Board recommends approval of the application, the Families, Parks and Recreation Department shall proceed with the development of an installation and management agreement between the City and the applicant, which will require the approval of the Orlando City Council. Should the Families, Parks & Recreation Board not approve the application, the applicant may appeal this decision to the City Council at a public hearing following customary procedures administered by Office of the City Clerk.

#### D. Roles and Responsibilities

##### 1. Cost/Funding

For memorials that are not City-sponsored, all costs associated with designing, constructing, and maintaining the memorial will be covered in full by the applicant unless otherwise agreed upon in an installation/maintenance agreement.

##### 2. Installation/Maintenance

- a) In the case of Small memorials, the donor shall either purchase the donated items directly or the City will purchase the memorial after receipt of a monetary donation in the full amount as determined by the Families, Parks and Recreation Department’s estimate for purchase. A Donation Form must be submitted by the donor. The City shall install and maintain the donated item for a period of five (5) years (i.e. if a tree dies within the five-year period, the City of Orlando will replace it at no cost to the donor). After 5 years, determination of the future of the item will be at the City’s discretion, i.e. whether to relocate, disassemble or take down and dispose of, return to donor or make arrangements for the ongoing maintenance and management of the memorial.
- b) In the case of Large memorials that are not City-Sponsored, the donor will enter into an installation and maintenance agreement with the City defining terms and conditions as approved by the Families, Parks & Recreation Board, including the rights of the City as it relates to later removing the memorial should that be appropriate. The Agreement shall be subject to approval by the Orlando City Council. The City shall allow Large memorials to be displayed at park and recreation facilities for a minimum of 5 years, or for as long as the term of the agreement. Any new agreement, extension of the agreement, or a decision to remove the

memorial must also be approved by City Council at which time the City may agree to maintain the memorial. If the donor fails to maintain the memorial as defined in the agreement, the City, at its sole discretion, will determine the future of the memorial, including its maintenance, relocation, removal, disassemble or take down and dispose of, or return the memorial to the donor. The timeline of 5 years begins on date the agreement is signed by the donor and City. Construction may not commence until all funding for purchase and installation is secured.

### 3. Ownership

- a) All memorials placed or commissioned on a public park or recreational facility within the City of Orlando are deemed to be under control of the City and managed in accordance with standards established by the City Council.
- b) When a memorial is accepted by the City, it automatically becomes part of the City's Asset Management System, which is managed by Council through the City's Office of Business and Financial Services.

#### :5 FORMS:

Memorials and Monuments Application

#### :6 COMMITTEE RESPONSIBILITIES:

Public Art Advisory Board, Mayor's Veteran's Advisory Council, Historic Preservation Officer, Community Redevelopment Agency, Families, Parks & Recreation Advisory Board

#### :7 REFERENCE:

City Code, Section 2.138, as amended July 28, 1975, 28.15-28.17. Procedure adopted by City Council August 11, 1969, Item 37; amended May 20, 1974, Item 19; amended October 13, 1975, Item 19; amended November 14, 1977, Item 6; amended February 19, 1979, Item 16; amended August 20, 1979, Item 14; amended August 13, 1984, Item 12 (A-10), amended April 19, 1993, Item VV; amended September 15, 2003; amended July 25, 2011, Item A-3.

#### :8 EFFECTIVE DATE:

This procedure effective April 25, 2011.

## **MEMORIALS AND MONUMENT APPLICATION PROCESS**

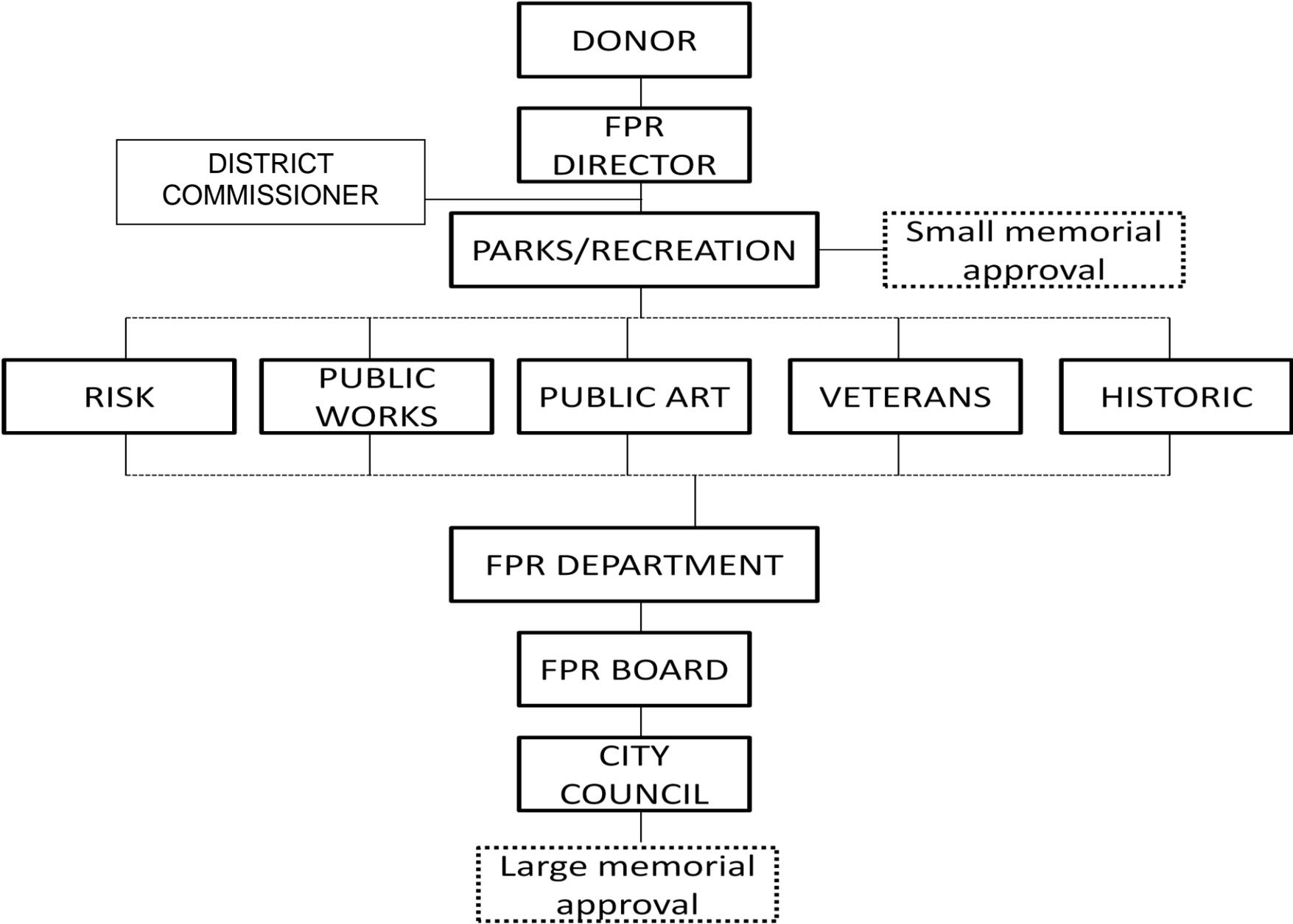
Applications for memorials and monuments to be located on City parks or recreational facilities must be completed and submitted to the City of Orlando Director of Families, Parks and Recreation. The cost of design, construction, installation and maintenance will be the responsibility of the applying organization. A conceptual plan is sufficient for submittal with the initial application. A detailed design and site plan is required for Families, Parks and Recreation review and approval before any work is done at the site. Final plans may not deviate substantially from the conceptual plan and must be approved by the FPR Director or his/her designee.

All proposals will be reviewed by the Park's or Recreation Division Manager for completeness. Completed applications, including conceptual plans, will be forwarded simultaneously to the Risk Manager, Director of Public Works, Public Art Advisory Board, Mayor's Veteran's Advisory Council, and Historic Preservation Officer, as appropriate, for evaluation and recommendation of approval or denial. These evaluations and recommendations shall be forwarded to the Families, Parks & Recreation Advisory Board which will decide whether the application should be approved or denied.

A maintenance and license agreement may be required between the City and the applying organization. Monuments must be consistent with the established and approved master plan for the park or recreation facility.

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**APPLICATION FLOW CHART FOR NON-CITY SPONSORED MEMORIALS**





# CITY OF ORLANDO

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## PARKS AND RECREATION FACILITIES MEMORIALS AND MONUMENTS APPLICATION

Name of Applicant/Organization: \_\_\_\_\_

Mission Statement: \_\_\_\_\_

Organization Type (i.e. individual, corporation, public, nonprofit, other): \_\_\_\_\_

Tax I.D #: \_\_\_\_\_ (n/a if applicant is an individual)

Contact name: \_\_\_\_\_ Phone Number : \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Email Address : \_\_\_\_\_

Address: \_\_\_\_\_

Nature and intent of the proposed memorial or monument: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Site preference(s): \_\_\_\_\_

Describe how the monument will memorialize a person, place, thing, or event that is important to the City of Orlando's culture and/or history:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Describe the monument, to include size and any specific design requirements (for large memorials please attach 8 copies and digital file of conceptual plan/drawing): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Estimated cost and funding source\* (design, construction, installation): \_\_\_\_\_

*\*must submit organization financial information if applicable*



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Describe plan to maintain memorial: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Estimated annual maintenance cost: \$ \_\_\_\_\_

Funding source for annual maintenance: \$ \_\_\_\_\_

\_\_\_\_\_

Please add attachments as needed to provide supporting documentation.

I understand that if this application is approved, the City of Orlando is not obligated to keep the monument/memorial in place for longer than 5 years and that the memorial/monument may be removed thereafter. In addition, I understand that once accepted by the City all objects or funds related to this monument/memorial that my organization donated to the City as part of this project will become the property of the City of Orlando.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_



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*For Families, Parks and Recreation Office Use Only:*

<b>Department/Organization</b>	<b>Name</b>	<b>Signature</b>	<b>Date</b>	<b>Approve/ Deny</b>
District Commissioner				
Parks/Recreation Division				
Risk Management				
Public Works				
Public Art Advisory Board				
Mayor's Veteran's Advisory Council				
Historic Preservation Officer				
Community Redevelopment Agency				
Families, Parks & Recreation Advisory Board				

City Council agenda item (date)\_\_\_\_\_

Installation/Maintenance agreement (date)\_\_\_\_\_

## Mayor's Veteran's Advisory Council Monuments and Memorials Guidelines

Applications for veteran's monuments and memorials to be located on City parks or recreational facilities will be submitted to the Mayor's Veteran's Advisory Council for review, evaluation and recommendation to approve or deny.

The following criteria will be considered by the Veteran's Advisory Council in reviewing and recommending proposed monuments and memorials. Recommendations of approval or denial **require** a majority vote of the full membership of the Council:

<b>Applicant organization:</b>		
<b>Criteria</b>	<b>Comments</b>	<b>Meets Criteria (Yes/No)</b>
The application is submitted from a legitimate veteran's organization.		
The veteran's organization has the financial and organization ability to complete the project in a timely manner and is capable of maintaining the proposed monument/memorial for up to five years.		
The size and design is an accurate representation of the war effort as a whole (meaning it is appropriate for recognition and the magnitude of the monument is proportionately momentous of the event being memorialized). Proposals memorializing a total war effort are preferred to those focusing on one aspect of the war.		
The proposed location is appropriate for the monument/memorial and compatible with the surrounding environment.		
The proposal acknowledges involvement of the United States in the war memorialized.		
The proposal acknowledges involvement of the State of Florida in the war memorialized.		
The proposal acknowledges involvement of the City of Orlando in the war memorialized.		
The memorial will not be extraordinarily divisive to the community.		
Proposals involving flags meet the requirements of Section :4.B.1.c of the Families, Parks and Recreation Department policy 211.4 on Memorials and Monuments. If they are permanent flags, they must be either federal, state, or city flags, or the Mayor's Veterans Advisory Council must deem them to be an appropriate representation of the war effort being memorialized (e.g. they represent an allied nation or other representative group involved in the war effort). Flags that do not meet these criteria may not be permanent and can only be raised during ceremonial events.		

