

INTRODUCED: December 14, 2015

AN ORDINANCE No. 2015-253

To amend City Code § 8-7, concerning the naming of City facilities, for the purpose of excluding from the provisions of City Code §§ 8-7—8-10 any City-owned building leased by the City to a tenant when the lease grants the tenant the right to transfer naming rights to that building.

Patron – Mayor Jones

Approved as to form and legality
by the City Attorney

PUBLIC HEARING: JAN 11 2016 AT 6 P.M.

THE CITY OF RICHMOND HEREBY ORDAINS:

§ 1. That section 8-7 of the Code of the City of Richmond (2015) be and is hereby amended and reordained as follows:

Sec. 8-7. Naming of City facilities—Purpose; definition of “City facility”; applicability.

(a) The purpose of this section through Section 8-10 is to provide a systematic and consistent approach to considering, approving and implementing the naming or renaming of City buildings, streets, alleys, bridges, parks, recreation facilities and other public places owned by the City of Richmond.

AYES: 9 NOES: 0 ABSTAIN: _____

ADOPTED: JAN 11 2016 REJECTED: _____ STRICKEN: _____

(b) For the purpose of this section through Section 8-10, the term “City facility” means any street, bridge, building, park, recreation or community facility or place as well as any natural feature and any other forms of historical interpretation or exhibit owned by the City of Richmond.

(c) This section through Section 8-10 do not apply to (i) street names designated through the subdivision or other land use processes pursuant to Chapter 25 or 30 or (ii) any City-owned building leased by the City to a tenant when the lease grants the tenant the right to transfer naming rights to that building.

§ 2. This ordinance shall be in force and effect upon adoption.

DEC 11 2015



CITY OF RICHMOND
INTRACITY CORRESPONDENCE

Chief Administration Office
City of Richmond

4-4679

O&R REQUEST

DATE: December 2, 2015

TO: Members of City Council

THROUGH: Mayor Dwight C. Jones

THROUGH: Selena Cuffee-Glenn, CAO

FROM: Lee Downey, Interim DCAO for Economic & Community Development

RE: Naming the downtown performing arts complex

DEC 11 2015
EDITION: 2
CITY ATTORNEY

ORD. OR RES.

No. _____

PURPOSE: This memorandum requests the preparation of two related ordinances as follows:

1. To amend City Code § 8-7, concerning the naming of City facilities, for the purpose of excluding from the provisions of City Code §§ 8-7—8-10 any City-owned building leased by the City to a tenant when the lease grants the tenant the right to transfer naming rights to that building.
2. To authorize the Chief Administrative Officer, on behalf of the City of Richmond, to execute a First Amendment to Lease and Franchise Agreement between the City of Richmond, Virginia, and Richmond Performing Arts Center, L.L.L.P., for the purpose of providing for the transfer of naming rights to the downtown performing arts complex, which includes the Carpenter Theatre, by Richmond Performing Arts Center, L.L.L.P.

REASON: Sections 8-7 through 8-10 of the Richmond City Code provide that the City Council must approve the name of any City-owned building. To enable Richmond Performing Arts Center, L.L.L.P. and Richmond CenterStage to rename the downtown performing arts complex, which includes the Carpenter Theatre, the City Code must be amended to provide for a long-term tenant to do so instead of the City Council, and the Lease and Franchise Agreement with Richmond Performing Arts Center, L.L.L.P. must be amended to give Richmond Performing Arts Center, L.L.L.P. the right to transfer naming rights.

O & R Request

RECOMMENDATION: The City Administration recommends approval.

BACKGROUND: The City owns a portion of the downtown performing arts complex, which includes the Carpenter Theatre and leases it to the Richmond Performing Arts Center, L.L.L.P. Richmond CenterStage owns the balance of the downtown theater complex, known as Dorothy Pauley Square, and leases it to RPAC. This partnership has enabled extensive renovation of the downtown theater complex. Richmond Performing Arts Center, L.L.L.P. and Richmond CenterStage propose to enter into a 15-year agreement to name the downtown performing arts complex "Dominion Arts Center." Going forward, this additional funding will enable ongoing operation, maintenance and physical improvement of the facility.

The amendment to section 8-7(c) would be as follows:

(c) This section through Section 8-10 do not apply to (i) street names designated through the subdivision or other land use processes pursuant to Chapter 25 or 30 or (ii) any City-owned building leased by the City to a tenant when the lease grants the tenant the right to transfer naming rights to that building.

FISCAL IMPACT/COST TO CITY: n/a

REVENUE TO CITY: n/a

DESIRED EFFECTIVE DATE: Upon adoption

REQUESTED INTRODUCTION DATE: December 14, 2015

CITY COUNCIL PUBLIC HEARING DATE: January 11, 2015

REQUESTED AGENDA: Consent

RECOMMENDED COUNCIL COMMITTEE: Finance and Economic Development

CONSIDERATION BY OTHER GOVERNMENTAL ENTITIES: n/a

AFFECTED AGENCIES: n/a

RELATIONSHIP TO EXISTING ORD. OR RES.:

2008-269-256, 2008-267-255, 2007-235-201

REQUIRED CHANGES TO WORK PROGRAM(S): None

ATTACHMENTS: First Amendment to Lease and Franchise Agreement.

STAFF: n/a