



SEP 12 2008

MEMORANDUM FOR ASSISTANT REGIONAL ADMINISTRATORS, PBS

FROM: DAVID L. WINSTEAD
COMMISSIONER-P

A handwritten signature in black ink that reads "David L. Winstead".

SUBJECT: Naming of Interior Space-New policy authorizing tenant agencies to name or rename interior space and rooms in buildings they occupy

The attached policy is effective immediately. It applies to all Federal buildings under GSA's jurisdiction, custody, or control, including those buildings delegated to other Federal Agencies by the Administrator of General Services and GSA leased buildings.

Questions may be directed to Cathy Kronopolus, Assistant Commissioner, **Office** of Real Property Asset Management, at (202) 501-0638.

Attachment

cc: Regional Administrators

Naming of Interior Space Policy

The Administrator of General Services is authorized under 40 U.S.C. Section 3102, as amended to name and rename or otherwise designate any building or facility that is under the jurisdiction, custody or control of the General Services Administration (GSA). However, this law does not apply to the naming or renaming of space or rooms (signage) in GSA buildings. Since naming or changing the name of space or rooms in buildings is operational, the Administrator is authorized under 40 U.S.C. Sections 121, 581, 582(b), 3101, 8101, and Reorganization Plan No. 18 of 1950, to issue guidance on naming or renaming space or rooms in buildings under GSA's jurisdiction, custody or control including buildings delegated to other Federal agencies by the Administrator of General Services.

Defining Terms

The term *space* for purposes of this policy describes the area in the building assigned to the tenant agency. The term *room* typically describes space that is distinguishable within a structure. Rooms are normally separated by interior walls from other spaces or passageways and separated by an exterior wall from the outdoor areas. Rooms in this policy are assigned to the tenant agency.

Selecting a Name

All names submitted shall be in good taste and not inflammatory. Persons' names submitted shall memorialize (commemorate or preserve to memory) an individual under this policy. The person would have worked in the building or was an employee of the agency that occupies the space in the building. Requests to memorialize the naming or renaming of space or rooms shall be supported by a written justification. The justification shall be signed by the head of the agency or designee and forwarded to GSA.

Steps to Name or Rename Space or Rooms: Request and Approval, Design and Installation, and Cost

Owned Space

- *Request and Approval:* An agency that wants to name or rename space or rooms in GSA-operated buildings shall submit in writing its request to the appropriate GSA Assistant Regional Administrator (ARA) or designee for approval.
- *Design and Installation:* An agency that wants to install signage, including plaques, in GSA buildings shall make its request through the GSA

property manager or appropriate regional designee. The GSA regional office shall perform all installations of signage. Designs and materials used to construct signage, and techniques employed to remove and install signage, except in leased space, shall comply with GSA's P100 - Facilities Standards for the Public Buildings Service. For information on the P100 contact the Office of the Chief Architect.

- **Cost:** An agency that requests to name or rename space or rooms in the agency's assigned space shall pay the full cost to remove the old signage and install and maintain the new signage. The agency shall pay to GSA the cost to restore any change to signage when the agency vacates the space.

If GSA requires a new design standard for signage in an agency's space, the agency may be responsible for paying for the change. GSA will determine these situations on a case-by-case basis.

Delegated Operation and Maintenance (O&M) Space

- ***Request and Approval:*** An agency that wants to name or rename space or rooms in GSA buildings where O&M authorities are delegated to other Federal agencies by the Administrator of General Services, shall submit its request to the head of the agency or designee responsible for the delegation. The agency shall send a copy of its request to GSA's ARA or designee for review. GSA can deny a request if the work is not consistent with the design standards in the P100 or with the requirements of this policy.
- ***Design and Installation:*** An agency that wants to install signage, including plaques, in GSA buildings where O&M authorities are delegated to other Federal agencies by the Administrator of General Services shall make its request through the agencies' building property manager and coordinate such requests through the GSA property manager, realty specialist, or appropriate regional designee. Signage installations can be performed either by GSA on a reimbursable basis or by the delegated agency contractor. Designs and materials used to construct signage, and techniques employed to remove and install signage, except in leased space, shall comply with GSA's P100.
- **Cost:** The cost to change, replace, and maintain signage in delegated space is the responsibility of the Federal agency that is delegated O&M responsibility for the building by the Administrator of General Services. Agencies with space in delegated buildings shall pay to the agency with O&M authority the cost to restore any change to signage when the agency vacates the space.

Leased Space

- *Request and Approval:* An agency that wants to name or rename space or rooms in leased buildings assigned to the agency does not require the approval of the lessor or GSA. However, the approval of the lessor or GSA may be required if the naming or renaming of space involves the alteration of leased space. The agency shall provide to the lessor and GSA's ARA or designee written notice of any change to the name of space or rooms in the agency's assigned space for purposes of tracking this activity.
- *Design and Installation:* An agency that wants to install signage, including plaques, in leased buildings shall coordinate its request through the lessor and the GSA property manager, realty specialist, or appropriate regional designee.
- *Cost:* An agency that requests to name or rename space or rooms in the agency's assigned space shall pay the full cost to remove the old signage and install and maintain the new signage. The agency shall pay the cost to restore any change to signage when the agency vacates the space.

If GSA requires a new design standard for signage in an agency's space, the agency may be responsible for paying for the change. GSA will determine these situations on a case-by-case basis.

Joint Use Space

- *Request and Approval:* An agency that wants to name or rename space or rooms in joint use space (conference rooms, auditoriums, cafeterias, credit unions, libraries, child care centers, health units, fitness centers, etc.) shall require written concurrence from the heads of all agencies, or their designees, that occupy the building before pursuing a request to name or rename space under this policy. The processing of a request to name or rename space shall include submitting copies of these concurrences to the GSA ARA or regional designee for approval. In leased buildings, the agency shall contact its local GSA regional office before asking the lessor to initiate a name request.
- *Design and Installation:* An agency that wants to install signage, including plaques, in joint use space shall coordinate its request through the property manager, realty specialist, or appropriate regional designee. Designs and materials used to construct signage, and techniques employed to remove and install signage, except in leased space, shall comply with GSA's P100.
- *Cost:* Based on GSA's pricing policy the cost to change, replace, and maintain signage in joint use space is GSA's responsibility. GSA shall pay

the cost to restore any change to signage in joint use space. GSA shall pay to implement a new design standard for signage in joint use space. GSA shall pay for changes to building directory boards or other signage to reflect updated information relevant to agency titles or personnel or to help direct the flow of traffic in the building to an agency's space.

National Historic Preservation Act (NHPA) Space

- *Request and Approval:* An agency that wants to name or rename space or rooms in historic buildings under the jurisdiction, custody or control of GSA is subject to the review and consultation requirements of Section 106 of the National Historic Preservation Act of 1966, as amended. Signs installed in spaces designated as restoration zones in the building's Historic Structure Report (HSR) or Building Preservation Plan (BPP) shall be approved by the GSA regional historic preservation officer (RHPO) prior to commitment of Federal funds for sign fabrication and installation. If a building HSR or BPP is not yet completed, the RHPO shall determine the building's preservation zones based on GSA zoning guidelines and the Department of the Interior preservation planning standards. The RHPO will coordinate required 106 compliance reviews and provide guidance on Section 106 submission requirements.

Spaces named by Acts of Congress can only be renamed by superseding legislation.

- *Design and Installation:* An agency that wants to place signage, including plaques, in a historic building shall make its request to the RHPO through the GSA property manager or appropriate regional designee. The GSA regional office shall install the signage. Signage that is installed in restoration zones or rehabilitation zone circulation spaces shall require the agency to submit to the RHPO a report describing the proposed signage design, including anchoring locations and means of support, with captioned photographs indicating planned signage locations and detail drawings showing proposed signage materials and detailing. Care shall be taken to avoid damaging the buildings historic materials and finishes. Anchors installed in stone walls shall be placed in mortar joints only. Anchors shall not be installed in the face or finished surface of historic masonry units or unpainted architectural surfaces such as stained wood, finished metal, or architecturally finished concrete.

Designs for signage shall conform to the Secretary of the Interior's Standards for the Treatment of Historic Properties and GSA signage design guidelines for historic buildings, available at www.gsa.gov/historicpreservation (click on "Technical Resources" then "GSA Technical Preservation Guidelines"). New signage shall be designed to be compatible in scale, finish, and detailing with the building's

original materials and design. New signage within restoration zones shall be of comparable quality to the space's original historic materials.

In historic buildings where O&M authorities are delegated to other Federal agencies, the request for changes to signage shall be submitted to the RHPO, as outlined above, through the GSA property manager, realty specialist, or appropriate regional designee. Signage installations can be performed by GSA on a reimbursable basis or by the delegated agency contractor. Designs and materials used to construct signage, and techniques employed to remove and install signage, except in leased space, shall comply with GSA's P100.

- **Cost:** An agency requesting to name or rename space or rooms in the agency's assigned space shall pay the full cost to remove the old signage and install and maintain the new signage. The agency shall pay to GSA the cost to restore any change to signage in historic buildings when the agency vacates the space. This also applies to agencies that occupy GSA-delegated buildings. In these circumstances the agency with space in a delegated building shall pay the agency with O&M authority the cost to restore any change to signage when the agency vacates the space.

Maintenance of Signage

All signs to name or rename space or rooms in GSA-controlled space shall be maintainable and adjustable for agency moves and other changes to ensure their long-term durability and value as specified in the P100. Installation, materials, and detailing shall integrate well with the architecture of the building to ensure that signage does not become dated or otherwise adversely affect the building. Where possible, installations shall combine multiple signs in the same vicinity to minimize clutter.

Accessibility Requirement for Signage

Agencies that name or rename space or rooms in space (except leased space) shall work with GSA's regions to ensure compliance with applicable accessibility requirements in the P100. For policy on signage at leased buildings consult the Americans with Disabilities Act. Design and installation shall also comply with other requirements and standards cited in this directive.

Office of Real Property Asset Management
Building Operations and Maintenance Division (PVD)

Building Operations Letter

PVD-2008-02

SUBJECT: Naming of Interior Space Policy

1. Purpose. This Building Operations Letter (Letter) transmits policy on naming or renaming of space or rooms in General Services Administration (GSA) buildings.
2. Background. The Administrator of General Services is authorized under 40 U.S.C. Section 3102, as amended to name and rename or otherwise designate any building or facility that is under the jurisdiction, custody or control of GSA. However, the law does not apply to naming or renaming of space or rooms (signage) in GSA buildings. Since naming or changing the name of space or rooms in buildings is operational, the Administrator is authorized under 40 U.S.C. Sections 121, 581, 582(b), 3101, 8101, and Reorganization Plan No. 18 of 1950, to issue guidance on naming or renaming space or rooms in buildings under GSA's jurisdiction, custody or control including buildings delegated to other Federal agencies by the Administrator of General Services.
3. Actions. The actions taken in accordance with this Letter and its attachment are in furtherance of the Administrator's statutory responsibilities to operate and maintain public buildings under 40 U.S.C. Section 581. This policy shall be used by GSA's regions to name or rename space or rooms in all Federal buildings under GSA's jurisdiction, custody or control, including all buildings that have been delegated to other Federal agencies by the Administrator and all GSA-leased buildings.

This document was reviewed by the regions and all PBS Business Lines.
The document has also been cleared through the PBS Issuance System.

4. Effective Date/Expiration Date. This Letter is effective on the date of issuance and will continue until cancelled.
5. Cancellation. None.

6. Applicability. This Letter applies to all real property management and operation activities for buildings under GSA's jurisdiction, custody or control, including all buildings that have been delegated to other Federal agencies by the Administrator and all GSA-leased buildings.
7. Instructions and Procedures. All GSA facility management personnel and agencies operating GSA-delegated buildings must adhere to this policy when requests are received to name or rename space in GSA buildings.

Attachment