



KING COUNTY

1200 King County Courthouse
516 Third Avenue
Seattle, WA 98104

Signature Report

February 28, 2006

Ordinance 15378

Proposed No. 2005-0492.2

Sponsors Gossett and Phillips

1 AN ORDINANCE to establish the official symbol of King
2 County to be the likeness of the Reverend Dr. Martin
3 Luther King, Jr.; amending Ordinance 8227, Section 1, and
4 K.C.C. 1.36.010 and adding new sections to K.C.C. chapter
5 1.36.

6
7

8 **STATEMENT OF FACTS:**

9 1. The Oregon territorial legislature created new counties in 1852 north of
10 the Columbia river in what is now Washington state. It named Pierce
11 county after the incumbent president Franklin Pierce and King County
12 after the incumbent vice president William Rufus de Vane King.
13 Historians suggest that this was done to seek political favor with the new
14 federal administration. King was a slave owner and a strong supporter of
15 the Fugitive Slave Act.

16 2. The King County council passed Motion 6461 on February 24, 1986,
17 recognizing the great contributions and many achievements in public

18 service of Nobel Peace Prize laureate the Reverend Dr. Martin Luther
19 King, Jr., including his persistent and unfailing efforts leading to the
20 passage of the Civil Rights Act of 1964 and the Voting Rights Act of
21 1965.

22 3. Motion 6461 changed the namesake of King County from William
23 Rufus de Vane King to the Reverend Dr. Martin Luther King, Jr.

24 4. All counties are creations of state law and are established by the state
25 of Washington. The state Legislature passed Chapter 90, Laws of
26 Washington 2005 (Engrossed Senate Bill 5332) to rename King County in
27 honor of the Reverend Dr. Martin Luther King, Jr. Governor Christine
28 Gregoire signed this legislation into law in a ceremony held in the King
29 County Courthouse in Seattle on April 19, 2005. The law took effect July
30 24, 2005.

31 5. Since the state has officially renamed King County in honor of the
32 Reverend Dr. Martin Luther King, Jr., the official symbol of the county
33 should reflect and call to mind Dr. King as its namesake.

34 6. The estate of Dr. King and the Martin Luther King, Jr., Center for
35 Nonviolent Social Change ("King Center") oversee the King estate's
36 intellectual property rights. The King Center regularly authorizes
37 nonprofit and governmental organizations to use the intellectual property
38 of Dr. King in nonprofit, noncommercial activities promoting Dr. King's
39 legacy. The authorization form used by the King Center notes that "the

40 King Center must give its express written consent for the creation and
41 selling of merchandise using the intellectual property."

42 7. Use of the likeness of Dr. King as the new official symbol and logo for
43 King County is intended to promote Dr. King's legacy of nonviolent social
44 change and to effectuate the prior legislative policy decisions of
45 Washington state and King County to honor Dr. King's memory by
46 renaming King County. The county does not intend to seek commercial
47 profit from this tribute and wishes to ensure that its use of the new official
48 county symbol is consistent with this intent. The county acknowledges the
49 King Center's policies regarding merchandise and similar commercial uses
50 and intends to limit the county's use of the logo to official county
51 purposes.

52 BE IT ORDAINED BY THE COUNCIL OF KING COUNTY:

53 NEW SECTION. SECTION 1. There is hereby added to K.C.C. chapter 1.36 a
54 new section to read as follows:

55 The official symbol and logo of King County shall be the likeness of the
56 Reverend Dr. Martin Luther King Jr.

57 NEW SECTION. SECTION 2. There is hereby added to K.C.C. chapter 1.36 a
58 new section to read as follows:

59 The likeness of the Reverend Dr. Martin Luther King, Jr., shall be used for official
60 county purposes, including but not limited to, county vehicles, equipment, buses, printed
61 materials, letterhead, business cards, envelopes and notepads.

62 NEW SECTION. SECTION 3. There is hereby added to K.C.C. chapter 1.36 a
63 new section to read as follows:

64 Unless otherwise authorized by the King estate, the official logo shall not be used:

65 A. For purposes of fundraising or solicitation of donations other than the employee
66 charitable campaign authorized under K.C.C. chapter 3.36 or solicitation of donations to
67 King County; or

68 B. To advertise or promote for-profit commercial events or for-profit commercial
69 services, goods or merchandise.

70 NEW SECTION. SECTION 4. There is hereby added to K.C.C. chapter 1.36 a
71 new section to read as follows:

72 The executive shall transmit for council approval by ordinance graphic
73 standards that implement sections 1, 2 ,3 and 6 of this ordinance and K.C.C.
74 1.36.010, including the design of Dr. King's likeness that shall serve as the official
75 county logo. The graphics standards shall include guidelines and procedures for the
76 use of the logo for all official county uses. The standards shall also include a
77 schedule for phased implementation consistent with section 6 of this ordinance. In
78 the transmittal to the council, the executive shall also provide a report on the
79 executive's efforts to work with the King Center and King Estate to obtain feedback
80 on the standards, to address the concerns, if any, of the King Center and King
81 Estate, and to discuss possible licensing for the use of the logo consistent with
82 section 3 of this ordinance

83 SECTION 5. Ordinance 8227, Section 1, and K.C.C. 1.36.010 are each hereby
84 amended to read as follows:

85 **King County flag.** The official King County flag shall consist of the county logo
86 of a ~~((gold crown and encircling double gold rings))~~ likeness of the Reverend Dr. Martin
87 Luther King, Jr., on a rectangular green background.

88 NEW SECTION. SECTION 6. There is hereby added to K.C.C. chapter 1.36 a
89 new section to read as follows:

90 This ordinance shall be implemented in phases to minimize cost. The county shall
91 continue to use the previous crown logo on existing items until these are replaced in the
92 usual course of county business, unless replacement with the new logo is either minimal in
93 cost or is necessary for public health and safety purposes such as uniform identification for
94 King County law enforcement officers. The executive shall coordinate with separately
95 elected officials and branches of government to encourage implementation of this
96 ordinance in all county agencies. The office of management and budget shall submit
97 semiannual reports to the council through 2009 on actual expenditures related to the
98 implementation of this ordinance. The reports should be submitted beginning September
99 29, 2006, with the subsequent report due March 30, 2007, and every six months thereafter.
100 Eleven copies of each report shall be filed with the clerk of the council for distribution to
101 all councilmembers.

102 SECTION 7. Sections 2, 3, 5 and 6 of this ordinance take effect upon the
103 enactment of an ordinance approving the graphic standards, guidelines and procedures for
104 the use of the likeness of the Reverend Dr. Martin Luther King, Jr., including the design of

105 Dr. King's likeness that shall serve as the official county logo as required by section 4 of
106 this ordinance.
107

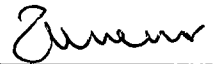
Ordinance 15378 was introduced on 11/14/2005 and passed as amended by the Metropolitan King County Council on 2/27/2006, by the following vote:

Yes: 7 - Mr. Phillips, Mr. von Reichbauer, Mr. Dunn, Mr. Ferguson, Mr. Gossett, Ms. Patterson and Mr. Constantine
No: 2 - Ms. Lambert and Ms. Hague
Excused: 0

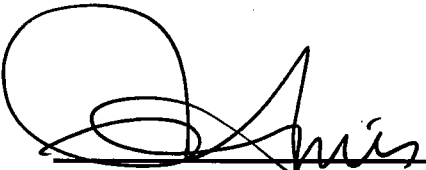
KING COUNTY COUNCIL
KING COUNTY, WASHINGTON


Larry Phillips, Chair

ATTEST:


Anne Noris, Clerk of the Council

APPROVED this 9 day of MARCH 2006.


Ron Sims, County Executive

Attachments None

RECEIVED
2006 MAR -9 AM 11:49
CLERK
KING COUNTY COUNCIL