

DIVISION 1. PARKS AND FACILITY NAMING POLICY

Sec. 17-104. Definitions.

Major facility: Major city-owned buildings, parks and trails built for permanent use.

Sub-facility: Minor city-owned structures within a major facility, including but not limited to, swimming pools, pavilions, tennis courts, large water features, bridges, trail sections, athletic fields, or meeting rooms.

(Ord. No. 20220125-007, § 2, 1-25-22)

Sec. 17-105. General naming criteria and guidelines.

- (a) To be considered a qualifying name, the proposed name must meet one of the following criteria:
- (1) Be descriptive of geographic location, a significant natural feature in or near the facility, or an adjoining subdivision, street, or school.
 - (2) Commemorate historical events, groups or exceptional individuals that are of continued importance to the city, region, state, or nation.
 - (3) Individuals who are deceased and have a history of performing exceptional community service or contributions to the facility's best interest may be recognized with a named facility under the following conditions:
 - a. Involvement in a leadership role in civic organizations which are devoted to community improvement.
 - b. Assistance to the underprivileged as well as people with physical or intellectual disabilities.
 - c. Actively promoted and directed effective programs for youth or senior citizens within the community.
 - d. Actively promoted and directed community events and activities which have enriched the quality of life within the community.
 - e. Actively promoted and directed efforts to improve the aesthetic appearance and environmental quality of the community.
 - f. Led efforts to collect, promote and retain the historical heritage of the community.
 - (4) Individuals who made significant contributions or major gifts to facilitate the acquisition or development of the facility.
 - a. If a facility is named to commemorate or honor an individual or group, the scale of the facility to be named should match the stature, characteristics, and contributions of the individual. The threshold for considering the naming of a facility after a donor, benefactor or group will include one or more of the following:
 1. Land for most of the facility was deeded to the city.

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2. Contribution of a minimum of 50 percent of the capital construction costs associated with developing the facility.
 3. Provision of an endowment for at least 50 percent of a facility's estimated useful life for the continued maintenance and/or programming of the facility.
 4. The city council may alter these guidelines if deemed necessary.
- b. The city reserves the right to utilize criminal background checks as part of the vetting process to establish an honoree's good character.
 - c. Names that will not be considered would include:
 1. Any elected or appointed official currently serving in that capacity;
 2. Any individual(s) currently employed by the city or municipal entity.
- (5) Recognize organizations involved in a public-private partnership with the City of Angleton that have made significant financial or capital contributions to the acquisition or development of the facility. This includes any naming rights agreements approved by the city council.
 - (6) Have historical, cultural, or social significance for future generations.
 - (7) Research indicates that the area around the facility, or the facility itself, has been commonly named in an unofficial capacity by residents.

(Ord. No. 20220125-007, § 2, 1-25-22)

Sec. 17-106. Corporate naming rights.

The city council may also select the naming rights of a major facility, sub facility or major feature. The city council may issue a request for proposals (RFP) process or by other means solicit proposals for corporate naming of a major facility, sub facility or other feature. Corporate logos, brands, and insignias shall be allowed as part of the naming rights so long as it does not result in the over commercialization of the public asset. The city council will evaluate the proposals based on:

- (1) The reputation of the corporation;
- (2) The alignment of the corporation's products or services with the city park, facility, building, other feature; and
- (3) The duration and revenues specified for the naming rights.

(Ord. No. 20220125-007, § 2, 1-25-22)

Sec. 17-107. Restrictions on the naming of major facilities and sub-facilities.

- (a) Duplication of other facility names in the city will not be considered.
- (b) To minimize confusion, facilities will not be subdivided beyond the level of sub-facilities for the purpose of naming unless there are readily identifiable physical divisions such as roads or waterways.
- (c) Facility names that might be considered discriminatory or derogatory names relating to age, race, religion, creed, national origin, sex, color, marital status, disability, sexual orientation, political affiliation or other similar categories will not be considered.
- (d) Facility names will not advocate a current political figure, political affiliation, ideology, or religion.

(e) Cumbersome, corrupted or modified names, or any profane name or language will not be considered.

(Ord. No. 20220125-007, § 2, 1-25-22)

Sec. 17-108. Guidelines for naming process.

(a) *Naming of major facilities.*

- (1) The naming process for a major facility will automatically be initiated with the city council's approval for the design, construction, or acquisition of the facility.
- (2) The city will utilize city council to facilitate the naming of major facilities.
- (3) A permanent name for the major facility should occur no later than the 50% completion mark in the construction or acquisition process.
 - a. Prior to the permanent naming of a major facility, the location will be referred to by its address or location designation until such a time as the major facility is given an official name.
- (4) The city council is to conduct the naming of a major facility according to the following process:
 - a. The major facility naming process is initiated with the approval of the design, construction, or acquisition of the major facility.
 - b. A person or group may submit a suggestion for naming by submitting a letter to the city manager, parks director or the mayor. The letter should include:
 1. The proposed name;
 2. A short explanation of why the facility should be named or renamed; and
 3. A description of the proposed namesake's contributions to the community or other justification for naming a street, facility, park or feature that name.
 - c. The city manager shall direct staff to review the naming request. Staff shall evaluate:
 1. The requestor's proposal in consideration of this policy;
 2. The impact on existing facilities;
 3. The financial impact for changing signs, plaques, and markers or initiation new signs, plaques, and markers; and
 4. The appropriateness of the name based on this policy.
 - d. Requests to name individual features with a value of less than \$5,000.00 such as park benches, fountains, furniture, or other small items shall be referred to city staff and shall not require the approval of the park board or city council.
 - e. All names for major facilities will be approved by a majority city council vote regardless of the source of the name's recommendation.

(b) *Naming of sub-facilities.*

- (1) All requests for the naming or renaming of a sub-facility must be made in writing to the director of the responsible department of the sub-facility, or to the city manager. Written requests for the changing of a sub-facility's name should contain the following minimum information:
 - a. The proposed name.
 - b. Reasons for the proposed name.

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- c. Written documentation indicating community support for the proposed name (if applicable).
 - d. If proposing to name a sub-facility within a park, include a description/map showing the location of the sub-facility.
 - e. If proposing to name a sub-facility after an individual, group, donor, or benefactor, include documentation of that person or group's significance and good reputation in the city's, state's, or nation's history. Please refer to the commemorative naming conditions for an individual found in this policy.
- (2) Upon receipt of a naming request, the director of the responsible department or city manager will:
 - a. Review the proposed request for its adherence to the policies of the City of Angleton.
 - b. Ensure that supporting information has been authenticated, particularly when an individual's name is proposed.
 - (3) When deemed appropriate, the city manager will recommend city council review sub-facility renaming suggestions.
 - (4) City council will have the prerogative of accepting or rejecting the final proposal.
- (Ord. No. 20220125-007, § 2, 1-25-22)

Sec. 17-109. Guidelines for re-naming process.

- (a) The renaming of major or sub-facilities is strongly discouraged. It is recommended that efforts to change a name be subject to the most critical of examinations so as not to diminish the original justification for the name or discount the value of the prior contributors.
 - (1) Parks or other facilities named by deed restriction will not be considered for renaming.
 - (2) Parks and facilities named after individuals will not be changed unless it is found that the individual's personal character is or was such that the continued use of the name for a facility would not be in the best interest of the community.
 - a. Exceptions may be granted for changes in use of facilities or for facility demolitions.
- (b) If it is decided that it is in the best interest of the city to rename a major or sub-facility, it must be renamed in accordance with the criteria and guidelines outlined in the procedures of this policy.

(Ord. No. 20220125-007, § 2, 1-25-22)

Sec. 17-110. Plaques, markers and memorials.

- (a) Plaques, pavers, and memorials may be incorporated into a facility or sub-facility during the design phase of the project. Plaques, pavers, and memorials that are incorporated into the design of a facility will be subject to the same oversight and controls inherent to the project.
- (b) Plaques, pavers, and memorials added to a facility or sub-facility after its completion and opening will be designed and installed according both this policy and to the city's park memorial policy.
- (c) All plaques and memorials must follow the policy as set forth in section 17-12.

(Ord. No. 20220125-007, § 2, 1-25-22)

Sec. 17-111. Accountability.

The city council shall have the authority to name city-owned major facilities, as well as all city-owned sub-facilities, according to the procedure and criteria established by this policy.

(Ord. No. 20220125-007, § 2, 1-25-22)

Secs. 17-112—17-131. Reserved.