

City of Deer Park

Policy on Naming of City Buildings, Facilities, Parks, Roads, and Other Assets

I. Purpose:

The City of Deer Park occasionally receives a request for the naming of a City asset. The final authority to name a City asset rests with the Deer Park City Council. It is the desire of the City Council to ensure consistency and fairness when addressing all naming requests. The purpose of this policy is to establish a standardized set of procedures for the naming of buildings, facilities, parks, roads, and other assets owned by the City of Deer Park. It shall apply to all requests to name or rename an asset.

II. Policy:

A. The City shall provide a naming application to be completed for all asset naming requests. Completed applications and related attachments shall be submitted to the City Secretary to initiate the process for naming an asset. The City Secretary then shall forward naming requests to the City Manager and the appropriate Department Director. Such requests shall include the following:

1. The name, address, and contact information of the person and/or organization proposing the naming request.
2. The suggested name for the asset.
3. Background information and rationale, including biographical information relating to the person for whom the asset shall be named.
4. Evidence of substantial local support for the proposal.
5. If the request is for renaming of a road, the applicant shall attach a petition signed by at least seventy-five percent (75%) of the affected property owners on the street indicating agreement with the name change.
6. When renaming a road, any approved name change shall apply to the entirety of the existing street or roadway. The City shall not rename only a portion of an existing street or roadway. The road proposed for renaming must start and terminate entirely within the Deer Park city limits.

B. In instances where an applicable City Board or Commission exists, such as the Parks & Recreation Commission or Library Board, the applicable Board or Commission will review the naming request. The Board or Commission's suggestions or recommendations regarding the naming of a City asset then will be forwarded to the City Manager for submission to the City Council.

If no such applicable Board or Commission exists, the Mayor may appoint an ad hoc advisory committee to review the naming request. The Committee will make suggestions or recommendations to the City Manager for submission to the City Council. This Committee shall consist of (1) member of the City Council, two (2) members of the City staff, and three (3) citizen representatives who reside in Deer Park. City staff members shall include a representative of the City Manager's Office and, when applicable, a representative of the Department which serves as staff to a City Board or Commission that will review the renaming request.

- C. All recommendations regarding naming requests shall be returned to the City Manager for submission to the City Council for their vote no more than ninety (90) days after the request was received by the City Secretary.
- D. The Council shall take action on the naming request in the form of a Resolution.
- E. When deliberating a naming request, the following shall be considered:
 - 1. The significance of the individual's outstanding contributions to public service, dedication, and/or sacrifice on a local, state, and/or national level.
 - 2. The community's ability to recognize the individual's outstanding contributions and how they reflect great credit on Deer Park.
 - 3. All costs associated with the naming request, including, but not limited to, the applicable cost of any related signage, printing costs, etc.
- F. When considering naming only a portion of a City asset, such as a section of a park, rather than the entire park, the procedures outlined in this policy also shall apply.
- G. City buildings, facilities, parks, roads, and other assets may be named or renamed in circumstances whereby an individual, family, group, or corporation has made a significant gift of land or money (typically not less than 50% of the project's costs) to the City. In such circumstances, prior to naming or renaming any asset the City shall consult with Bond Counsel regarding potential private business use implications related to naming or renaming any City asset financed, or which may be financed, with tax-exempt bonds as to avoid any negative effects on the tax status of such bonds.
- H. The donation of a significant gift of land or money to the City for the acquisition, renovation, construction, or maintenance of any City building, facility, park, road, or other asset does not constitute an obligation by the City to name an asset after an individual, family, group, or corporation.
- I. In the event the City desires to sell the naming rights to a City building, facility, park, road, or other asset, the City shall enter into a Naming Rights Agreement with a third party interested in purchasing the exclusive right to place its name on a City asset.

- J. The name shall be “honorary” only and is not meant to replace any other official or legal designation for the facility or asset in question, unless specifically stated by the Deer Park City Council.
- K. The City Council reserves the right to set a time limit to the naming or renaming of any City building, facility, park, road, or other asset. Under extraordinary circumstances, the City Council may revoke the naming or renaming of a City building, facility, park, road, or asset.
- L. The City Council may waive or modify any requirement of this policy as it deems appropriate on a case-by-case basis, and may name any building, facility, park, road, or asset as it chooses without adherence to this policy.