

RESOLUTION

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF DESOTO, TEXAS, APPROVING AND ADOPTING THE CITY FACILITY NAMING POLICY ATTACHED HERETO AS EXHIBIT "A" SETTING FORTH REQUIREMENTS FOR THE NAMING/RENAMING OF CITY FACILITIES; AND PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS**, the City Council of the City of DeSoto, Texas ("City"), has been presented with the proposed City Facility Naming Policy (the "Policy") setting forth requirements for the naming/renaming of City facilities; and

**WHEREAS**, upon full review and consideration of the Policy and all matters related thereto, the City Council is of the opinion and finds that the terms and conditions thereof should be approved and adopted;

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DESOTO, TEXAS, THAT;**

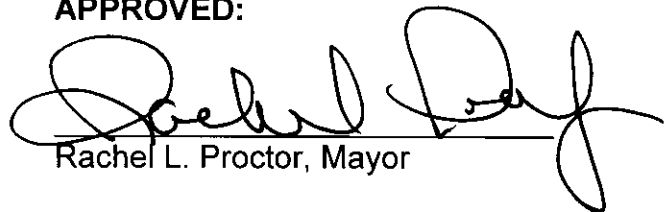
**SECTION 1.** The Policy attached as Exhibit "A" is found to be acceptable and in the best interest of the City and its citizens and the same is hereby, in all things, approved and adopted.

**SECTION 2.** This Resolution shall take effect immediately from and after its passage and publication of the caption, as the law and Charter in such case provide.

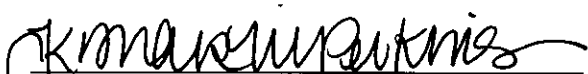
**DULY RESOLVED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF DESOTO, TEXAS, ON THE 16TH DAY OF MARCH, 2021.**

CITY OF DESOTO, TEXAS

APPROVED:

  
Rachel L. Proctor, Mayor

ATTEST:

  
Kisha R. Morris-Perkins, City Secretary



# CITY OF DESOTO

## CITY FACILITY NAMING POLICY

### **Purpose**

This Policy establishes a process and criteria for the consideration of requests from the public, City Council, or City staff for the naming or renaming of City facilities.

### **Policy Statement**

It is the policy of the City of DeSoto to name or rename city-owned buildings, streets, parks, trails, recreation facilities based upon the procedures outlined in this policy. This policy supersedes all other existing naming policies.

### **General Guidelines**

1. This policy shall not affect the naming of streets through the subdivision platting process.
2. Existing named facilities should only be renamed under exceptional circumstances such as the honoring of an exceptional individual or the revocation of an existing name that no longer represents the City's values.
3. The authority to name or rename City facilities rests with the City Council.
4. The City Council reserves the right to remove or revoke the name of any City-owned facility
5. The City Council will consider facility naming requests twice per year. Requests will be accepted in January and July of each calendar year.

### **Qualifications for Naming/Renaming of City Facilities**

Qualifying criteria include the following:

#### **A. Names to Avoid**

When considering naming requests, the City Council will avoid the following categories of names:

1. Cumbersome, corrupted, profane, derogatory, or discriminatory names
2. Names relating to age, race, religion, creed, national origin, sex, color, marital status, disability, or sexual orientation
3. Names having political affiliation
4. Names that are duplicate in sound or pronunciation to other City facilities
5. Excessively long street names (more than 20 characters)

#### **B. Significance of the Proposed Name**

The City Council will consider the following questions in order to ensure that a proposed name has a positive, long-lasting image of significance.

- a. Does the name have cultural, or social significance for current and future generations?
- b. Does the name engender a positive image?
- c. Does the name symbolize a major achievement or advancement for the community?
- d. Is the name suitable based on the location of the facility to be named/renamed?
- e. Is the name free of unintentional meaning that could reflect poorly on the City of DeSoto?

#### C. Honoring Exceptional Individuals

The City Council will consider naming/renaming requests to honor an exceptional individual who:

- a. Was/Is a dedicated supporter of the community
- b. Has made a lasting and significant contribution to the City of DeSoto
- c. Has made substantial contributions to the betterment of a specific facility or area
- d. Has had a positive impact on the lives of DeSoto residents
- e. Has demonstrated a service record of volunteerism in the community for many years

The City Council may consider names of elected officials currently in office. Additionally, City Council may consider the names of individuals currently living as well as deceased individuals.

#### D. Major Gifts

The City Council will consider naming requests to honor benefactors that make major contributions toward particular City facilities. Major contributions include:

- f. Deeding to the City the land where the facility will be located
- g. Paying a significant portion of the capital costs for the construction of the facility
- h. Establishing a long-term endowment for the repair and maintenance of the facility

The City will provide no direct benefit to the benefactor in return for the contribution.

Requests will be evaluated on an individual basis by the City Council with a "yes or no" recommendation from the associated City board or commission.

#### E. Corporate Sponsorships/Naming Rights

The City Council may elect to sell the naming rights to certain City facilities. This may be accomplished through the Request for Proposals (RFP) process or through the acceptance of unsolicited proposals from interested corporations.

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 facility.

The City Council will evaluate the proposals based on:

- a. The reputation of the corporation
- b. The alignment of the corporation's products/services with the City park facility, building, or major feature
- c. The proposed duration and revenues specified for the naming rights.

Alternatively, the City Council may develop a list of City facilities available for corporate sponsorships/naming rights opportunities and assign a predetermined sponsorship/naming rights value for each respective facility.

The City Council may elect to decline any sponsorship offer deemed inappropriate or unacceptable.

#### **Requests to Name/Rename City Facilities**

Requests to name or rename City facilities may come from the general public (City residents, business community, HOAs, civic organizations), City staff, or City Council members. All requests must be made via application to the City Manager or designee.

Naming requests must include the following:

1. The proposed name
2. An explanation of why the City facility should be named or renamed
3. Description of the proposed namesake's contribution to the community
4. Any other justification for assigning the proposed name to the specific City facility
5. Petition containing the required number of verifiable signatures as indicated below

#### **Requests Made by the Public**

- A. Requests to rename a street must include written support of more than 50% of the residents on that particular street for consideration
- B. Requests to name a major facility other than a street must have at least 100 verifiable signatures for consideration. Major facilities include City buildings, parks, trails, honorary streets or sections of roadways, etc.
- C. Requests to name a minor facility must have at least 50 verifiable signatures for consideration. Minor facilities include rooms, pavilions, bridges, fountains, features, walkways, etc.

### **Requests Made by City Council Members**

Members of the City Council may submit naming requests for consideration at any time with no requirement that a petition be included. However, Councilmember requests to name/rename City facilities must have the support of at least one other Council member before presenting the application to the City Manager or designee.

### **Process for Reviewing Naming Request**

The City Manager shall direct staff to review the naming requests and evaluate the requestor's proposal in consideration of this policy.

Staff will consider the following when reviewing naming requests:

- A. Impact on existing homes and business for street renaming
- B. Impact on public safety
- C. Financial impact associated with changing signs, plaques, markers, etc.
- D. Appropriateness of the proposed name based on the facility naming criteria established by this policy
- E. Input from the appropriate City board or commission ("yes or no" recommendation)

City staff shall complete its evaluation within 30 days of receiving the request and forward the naming suggestion to the appropriate City board or commission for a "yes or no" recommendation. Naming requests shall be submitted for City Council consideration within 30 days after the City board or commission makes its recommendation.

### **City Council Consideration and Adoption**

#### A. Renaming of Existing City Facilities

The City shall publish a Notice of Public Hearing on the proposed name change in the official paper of record. Notification letters must be mailed to the impacted properties as required by City ordinance and state statute. The City Council shall hold a Public Hearing on the proposed name change to provide an opportunity for public input. Following the public hearing, the City Council may adopt a resolution officially renaming the City facility

#### B. Naming of New City Facilities

The City Council shall hold a Public Hearing on the proposed name to allow for public input. Following the public hearing, the City Council may adopt a resolution officially naming the street, facility, park, or feature.

- C. The City Council reserves the right to deny any naming/renaming request deemed not to be in the best interest of the City, regardless of the recommendation from staff or City boards and commissions.