
Municipal Naming Policy

Town of Addison

DRAFT 3/6/2013

I. PURPOSE:

To establish a uniform policy regarding requests for the naming or renaming of Town-owned land and facilities including parks, airport facilities, recreation facilities, buildings, streets, and the designation of commemorative street names and plaques, that are compatible with community interest and will enhance the values and heritage of the Town of Addison.

II. GENERAL :

- A. This policy shall establish the guidelines, criteria and process for naming or renaming of Town-owned facilities.
- B. The City Council shall have the final authority to name and rename Airport, parks, recreational facilities, Town-owned buildings, streets and to designate commemorative street names and plaques.
- C. Under extraordinary circumstances that would cast a negative image upon the Town, any naming of Town-owned facilities in honor of an individual, family or group may be revoked at the discretion of the City Council.
- D. The names of individuals or corporations or groups involved in controversial enterprises or activities, such as those that would be detrimental to the mission or image of the Town of Addison should be avoided.
- E. The donation of land, facilities, or funds for the acquisition, renovation or maintenance of land or facilities, shall not constitute an obligation by the Town to name the land and/or facility or any portion thereof after an individual, family or organization.
- F. Existing names are deemed to have historic recognition. It is the Town of Addison's policy to keep the name of any existing park, Town-owned buildings, or recreational facility, particularly one whose name has Town or regional significance, unless there are compelling reasons to consider such a change; after a thorough study and a unanimous vote of the City Council. Furthermore, the Town will consider renaming to commemorate a person or persons, posthumously, only when the person or persons have made a major, overriding contribution to the Town and whose distinctions are as yet unrecognized.
- G. It is the intent of this policy to prohibit, except under extraordinary circumstance with a super majority vote (6 to 1) of the City Council and a required minimum of 2/3 of the affected property owners' written approval, the changing of street names that have existing homes or businesses using the street name in their address, or streets which connect with adjacent jurisdictions.

- H. Street naming and renaming shall be made by City Council resolution or as a result of an approval and recordation of a subdivision map.
- I. All costs including staff time, labor and materials associated with the installation of plaques, monuments and/or replacement of signs resulting from this policy will be borne by the individual, group or organization sponsoring the request.

III. NAMING CRITERIA

A. PARKS, TOWN-OWNED BUILDINGS AND RECREATIONAL FACILITIES:

1. Naming shall begin early in the development and/or acquisition as possible.
2. Names should be appropriate to the park, Town-owned building, or recreational facility by reflecting the native wildlife, history, flora, fauna, geographic area, or natural geologic features related to the Community of Addison.
3. Names can be from significant historical events, cultural attributes, a local landmark or for a historical figure.
4. Areas that can be recognized include: Points of entry, walkways, trails, room or patio within a Town-owned building, recreational facilities such as group picnic areas, and physical features.
5. Names which reflect the Town's ethnic and cultural diversity are encouraged. Signage shall be in English.
6. Commemorative names honoring individuals or families should be based on the following criteria:
 - made lasting and significant contributions to the protection of natural or cultural resources of the Town of Addison;
 - made substantial contributions to the betterment of a specific facility or park consistent with the established standards for the facility;
 - made substantial contributions to the advancement of commensurate types of recreational opportunities with the Town of Addison;
 - be associated to an economic development or redevelopment activity;
 - had a positive impact on the lives of Addison's residents;
 - has volunteered for ten (10) or more years of service to the community;

B. STREETS:

1. Names shall be unique, easily discernible, and simple to pronounce for public safety consideration. Similar sounding or duplicate street names shall not be considered.
2. Street names may recognize native wildlife, flora, fauna or natural geologic features related to the community and the Town of Addison.
3. Street names shall not contain more than 18-letter characters, including any combinations of spaces, or letters, designations in the base portion of the name.
4. Cumbersome, corrupted or modified names, discriminatory or derogatory names, from the point of view of race, sex, color, creed, ethnicity, religious affiliation, political affiliation or other social factors are not acceptable.
5. Names for public and private streets in a new subdivision shall be proposed by the developer, reviewed by the Planning Commission, approved by the City Council. The street names are adopted by the Town when the final subdivision map for the development is recorded.

C. COMMEMORATIVE STREETS NAMES AND PLAQUES:

1. Commemorative street name signs are additions to the street name and will not change the street address. Existing street name shall be retained and a supplemental sign or plaques shall be installed. Commemorative street name signs shall consider the same criteria for naming of streets.
2. Commemorative plaques shall be placed in common areas within the Town of Addison. In recognition of individuals that should be honored for their accomplishments and contribution to the Town, a community COLUMN OF HONOR, COLUMN OF HONOR, OR WALK OF HONOR (placeholder names) is to be established at (locations to be determined at Town Hall or existing Park such as Addison Circle). The COLUMN/WALL/WALK OF HONOR will be a permanent honor, consisting of a marker describing the honorees accomplishments, placed on a bronze plaque. Recognition will be made either at a City Council Meeting or at a special ceremony at the COLUMN/WALL/WALK OF HONOR. The applicant or sponsoring group/organization will be responsible for the cost of the plaque. If a special recognition ceremony is requested, the applicant may be charged for the cost.
3. Criteria for commemorative street names and plaques are as follows:

- a. Names honoring deceased individuals, groups, or families should be based on one or more of the following criteria:
 - i. made lasting and significant contributions to the protection of natural or cultural resources of the Town of Addison;
 - ii. made substantial contributions to the betterment of the Town of Addison which has positively impacted the lives of citizens of the Town of Addison,
 - iii. be associated to an economic development or redevelopment activity in fulfillment of the Town's mission;
 - iv. commemorates a significant historical event;
 - v. contributed outstanding civic service to the Town for a minimum period of ten (10) years;

- b. Names of living persons shall be considered only under one or more of the following circumstances:
 - i. The honoree contributed 50% or more of the cost of a major facility;
 - 1. A contribution is not required to be monetary (example: land or building)
 - ii. The honoree initiated or contributed major time to the establishment of the Town project;
 - iii. The overwhelming belief (public opinion) that the honoree would be likely be honored for that facility posthumously;
 - iv. No other individual now living has, or is likely to have, greater public support for being honored;
 - v. The honoree has given extraordinary service to the Town and to the community;
 - vi. The honoree has attained national or international prominence and achievement.

- c. Naming after an individual who has served as a Town Official or as a Town employee shall occur after the person has separated from Town service and should be based on one or more of the following criteria:
 - i. Made contribution over and above the normal duties required by their positions.
 - ii. Had a positive impact on the past and future development of programs, projects, or facilities in the Town of Addison.
 - iii. Made significant volunteer contributions to the community outside the scope of their job.
 - iv. Had exceptionally long tenure with the Town of Addison; a minimum of ten (10) years.
 - v. Significant public support for a memorial to the Town official or Town employee on the occasion of their death or retirement.

IV. NAMING PROCEDURE

- A. A request shall be submitted in writing on the standard application form. Fees associated with administration (amounts to be determined by Town staff) and hard costs for the sign or plaque placement will be at the expense of the applicant, such as sign procurement and installation costs. An application fee has been established and will be based on the most current adopted Town's Fees & Charges Schedule. The payment of the application fee is required at time of application submission.
- B. The applicant shall be able to provide clear evidence that the individual to be honored has made a significant contribution to the economic vitality and/or quality of life in the Addison community.
- C. The application will be reviewed for completeness based upon the naming criteria by Town of Addison staff (City Manager's Designee). All recommendations or suggestions will be given the same consideration without regard to the nomination source.
- D. Completed applications will be forwarded concurrently for review to the City Council at a regularly scheduled meeting within a sixty (60) day period.
- E. Notice of intent to name a park, recreational facility, Town-owned building, or commemorative naming of a street shall be posted in public places and published in the Town's paper of record during the same 60-day review period of the Town's Commissions. (Assuming there is a legal requirement for public hearing... if not, then recommend deletion)
- F. After the 60-day review and public comments period, the request will be placed in the agenda for the next regularly scheduled City Council Meeting as a noticed public hearing for the City Council's consideration.