

# Proposed Updates to the Town's Naming and Recognition Policy

**For City Owned Structures, Parks, Trails and Other  
Town-Owned Facilities**





# Policy Background

## **Naming Parks, Trails and Structures/Facilities**

- **Original Naming Policy was adopted in September 2007**
  - Resolution R07-19
- **Updated Name & Recognition Policy was adopted in June 2015**
  - Resolution R15-020
- **Updated Naming & Recognition Policy repealed R15-020**
  - Resolution R17-103

## **Naming of Specific Facilities**

- **Theatre Centre Naming Policy**
  - Resolution adopted in April 2016 and updated August 2017 for Lobby Naming Rights
- **Spruill Dog Park Naming Policy**
  - Resolution R17-12 Resolution Adopted
  - Resolution R 18-023 Amendment to Remove “Dog-Centric” requirement for business donations
  - Resolution R 18-108 Amendment to Remove minimum donation for businesses of \$1,000
  - Resolution R 19-048 Amendment to Limit Nomenclature to Only Include Dog Name, Family, Individual of Business Name

## **Public Art Policy**

- **Resolution adopted in May 2016 R16-026**

# Reason for Discussion



**Staff presented background information and proposed changes to the current Naming and Recognition Policy to Council in July 2020.**

**The current policy gives strong guidelines for the naming of a facility\* to recognize a contribution. However, It does need to include more direction regarding the following points:**

- There is a lack of clarity regarding acceptance and recognition of small donations made that are not associated with naming of a facility.
- It does not align with and / or support current fundraising methods implemented by non-profits (such as the Addison Arbor Foundation & the Legacy Foundation) to solicit funds on behalf of the Town.
- Does not address how the naming of a park after an individual is recognized or significant service is recognized although there are standards being implemented.
- Needs more detail in defining the process for naming or renaming facilities.

\* Note the word facility is used throughout this presentation and collectively refers to structures, parks, trails and other Town-owned facilities.

# Council Feedback Regarding Other Policies

The logo for Addison, featuring the word "ADDISON" in white capital letters inside a blue circle.

## **During the presentation Council requested:**

Ensure other Town policies do not conflict with the Proposed Naming and Recognition Policy

**As a result,** the purpose in the Naming and Recognition Policy was modified:

### **I. Purpose**

To establish uniform guidelines and procedures for the naming or renaming of Structures, Parks, Trails and other Town-Owned Facilities. The policy will also set guidelines for the acceptance of and recognition of contributions, including those not associated with naming. This policy excludes the naming of public art from the naming criteria section but allows for the recognition of donations for artworks. [This policy does not replace the Theatre Centre Naming Policy and Spruill Dog Park Naming Policy.](#)

\* Policy modifications made after the July 14, 2020 Council Work Session are highlighted in blue.



# Council Feedback Regarding Other Recognition Items in Town

## **During the presentation Council requested:**

Consider how other recognition items currently implemented in town would fit in this policy.

Those elements included:

- Water Tower Theatre Bricks
- Street Signs
- Fire Station Liberty Bell
- Pavers around the Liberty Bell
- Plaques on the Fire Station

# Council Feedback Regarding Other Recognition Items in Town



## Water Tower Theatre Engraved Brick Donors

Pavers located near Addison Circle Drive comply with Section III of the policy, Recognition of donations not associated with naming. The proposed policy was modified to clarify the pavers could be near the facility receiving the donation. The policy edit is included below.



### A. RECOGNITION OF DONATIONS

1. Recognition of donations may be acknowledged in one of the following manners:
  - a) Single Mounted Plaque no larger than 10" x 12" (not including plaque base) - to be displayed in the facility receiving the donation or an area adjacent to the donated item.
  - b) Engraved Paver or Stone –to be grouped near the entrance or in a prominent location **near the** facility receiving the donation or an area adjacent to the donated item.
  - c) Inscription on donated item, including engravings on metal.

\* Policy modifications made after the July 14, 2020 Council Work Session are highlighted in blue.

# Council Feedback Regarding Other Recognition Items in Town



## Street Signs

The following text is included in the current policy and has been included in the proposed policy under Section A Naming Guidelines

- 8. If a new road is built, the Town may request naming rights from the developer.



\* Policy modifications made after the July 14, 2020 Council Work Session are highlighted in blue.

# Council Feedback Regarding Other Recognition Items in Town

## Fire Station Liberty Bell, Pavers, Monument and Plaques

This form of recognition is staff led to honor their co-workers and would not be included in the Naming & Recognition Policy. An Example of how Council honored a fallen fire fighter is shown on Slide 9 on the image of a building dedication plaque.





# Council Feedback



During the presentation Council requested:

Consider the plaque measurements to determine if they are not too prescriptive.

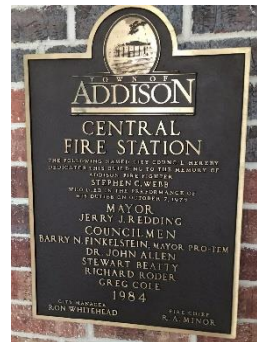
a.) Named or Dedicated Facility – Recognized with a plaque not to exceed 24” x 36”.

Named or Dedicated Area or Item Within a Facility – Recognized with a plaque not to exceed 24” x 24”.

Would Council prefer to leave the dimensions as stated above or change all dimensions to 24” x 36” ?



Example of a Facility Naming Plaque  
Plaque is approximately 32” x 20”.



Example of a Facility Dedication Plaque  
Plaque is approximately 24” x 16”.



Example of Area Dedication Plaque  
Plaque is approximately 24”

Section II. Item C, was modified in the proposed policy was modified to include the word dedication to align with terminology that is being used on the plaques.

# Questions

