

PROPOSED ADDISON NAMING AND RECOGNITION POLICY

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.

II. NAMING CRITERIA

A. NAMING GUIDELINES

Structures, Parks, Trails and other Town-Owned Facilities (also referred to herein as a “facility”), for naming objects, should utilize predominant characteristics related to the Town’s natural environment, physical features or history listed below.

1. Hydrological features - streams, rivers, lakes, creeks or ponds.
2. Natural features - trees, vegetation, wildlife etc.
3. Man-Made features - landmarks, street names, subdivision names, architectural features etc.
4. Significant historical events
5. Community Sponsored Name – Any citizen, group of citizens, entity or organization may submit a proposal to name a park, trail or facility after and individual, group or community organization to honor and recognize significant contributions to the Town through public service, volunteering or outstanding achievement (based on the process set forth in Section B. Naming Process, below).
6. Name of an individual that has made a significant contribution to the Town by meeting one of the following criteria:
 - a. The person has or will make a minimum financial contribution of \$1,000,000. This contribution may include:
 - i. The donation of land, significant financial contributions to acquire land, or land sold to the Town at a price significantly below market value that meets or exceeds the minimum financial contribution.
 - ii. The construction of the park, trail or facility, or construction services at a price significantly below market value that meets or exceed the minimum financial contribution.

- b. The person has made significant and consistent long-term contributions to the Town through service.
 - c. The person was an employee of the Town and served for at least 20 years but has not been employed by the Town within the past 5 years.
 - d. The person has served as Mayor or City Council but shall not have been a City Council Member/Mayor of the Town of Addison within the last five years.
7. Public art is excluded from the naming guidelines.
 8. If a new road is built, the Town may request naming rights from the developer.

Different sections of parks and facilities may carry names that differ from that of the overall park, trail or town-owned structure. This may include the naming of individual items in a park or facility (such as a pavilion, plaza, meeting room, etc.). The above guidelines shall still apply in choosing a name at the discretion of City Council a lower monetary contribution may be accepted for the naming of individual items within a facility.

B. NAMING PROCESS

1. Consideration of a Proposed Name – The proposed facility name may be presented to Council for consideration by the Department Director responsible for oversight of the facility to be named. The Director will be responsible for presenting the proposal to Council and showing how the proposed facility name complies with the Naming Guidelines.
2. Approval of a Proposed Name - The naming or renaming of a Facility is at the sole discretion of the City Council and must comply with the naming guidelines. Approval of the proposed name must be approved by a 3/4 vote of the entire City Council (i.e., if all members of the City Council are eligible to vote, approval would require 6 out of 7 votes).

C. NAMING RECOGNITION

1. Named Structures, Parks, Trails or Town-Owned Facility - In addition to standard facility signage recognition of naming after, or dedicated for an individual will include one of the following designations:
 - a. Named or Dedicated Facility – May be recognized with a plaque, not to exceed 24" x 36" Plaque may include individual's name, graphic of the individual and a description of their contribution to the town. The plaque may be mounted to a free-standing support or an architectural feature.
 - b. Named or Dedicated Area or Item within a Facility - May be recognized with one of or a combination of the following elements:

- i. Plaque, not to exceed 24" x 36"
- ii. Paving Medallion, not to exceed 24" x 36"
- iii. Inscription on an existing feature within a facility.

Recognition shall include the person's name, years of service and a small inscription describing the person's service to the town.

III. RECOGNITION OF DONATIONS NOT ASSOCIATED WITH NAMING

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 a donated item, including engravings on metal.
2. Approved Wording – Wording to recognize donations must be limited to the following nomenclature:
 - a. Individual Name (May include a nickname)
 - b. Business Name
 - c. Pet Name (Where appropriate)
 - d. Organization or Group Name
 - e. May include a simple acknowledgement such as "Donated by" or "Support provided by".
 - f. May include a group descriptor such as "By the Friends and Family of"
3. Anonymous donations do not require recognition.

IV. REMOVAL OF A NAME

In the event the name of a structure, trail, park or Town-owned facility has previously been granted and the name later casts a negative image on Addison, the name may be removed at the determination and discretion of the City Council and approved by a 3/4 vote of the entire City Council.

V. EXCEPTIONS

City Council may make exceptions to this policy when it deems appropriate and approved by a 3/4 vote of the entire City Council.

Adopted – August 25, 2020