

**AGENDA REQUEST
BUSINESS OF THE CITY COUNCIL
CITY OF PEARLAND, TEXAS**

AGENDA OF: 3.23.15	ITEM NO.: Resolution No. R2015-45
DATE SUBMITTED: 3.17.15	DEPARTMENT OF ORIGIN:
PREPARED BY: Michelle Graham	PRESENTOR: Clay Pearson
REVIEWED BY: Jon R. Branson	REVIEW DATE: March 17, 2015
SUBJECT: Commemorative Naming Policy	
EXHIBITS: Resolution 2015-45, Commemorative Naming Policy	
EXPENDITURE REQUIRED:	AMOUNT BUDGETED: \$
AMOUNT AVAILABLE:	PROJECT NO.:
ACCOUNT NO.:	
ADDITIONAL APPROPRIATION REQUIRED:	
ACCOUNT NO.:	
PROJECT NO.:	
To be completed by Department:	
<input type="checkbox"/> Finance	<input type="checkbox"/> Legal
<input type="checkbox"/> Ordinance	<input type="checkbox"/> Resolution

EXECUTIVE SUMMARY

The City of Pearland acquires land and constructs major public facilities that deserve naming that celebrates the history, environment as well as the community involvement and citizen contribution. This policy is to develop a systematic and consistent approach for the official naming of public facilities in the City of Pearland that is fair and ensures a worthy and enduring legacy for the city.

In addition to this Commemorative Naming Policy, the City of Pearland reserves the right to seek sponsorship for the naming rights to a park, facilities or amenities as a method of obtaining funds to aid in the construction, maintenance and operation of said park, facility or amenity. Information regarding this will be forth coming and under separate policy.

RECOMMENDED ACTION

Staff recommends approval of the Commemorative Naming Rights Policy.

RESOLUTION NO. R2015-45

A Resolution of the City Council of the City of Pearland, Texas, adopting a Commemorative Naming Policy for City facilities and parks.

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF PEARLAND, TEXAS:

Section 1. That the City Council hereby adopts the Commemorative Naming Policy, attached hereto as Exhibit "A".

PASSED, APPROVED, AND ADOPTED this _____ day of _____, A.D., 2015.

TOM REID
MAYOR

ATTEST:

YOUNG LORFING, TRMC
CITY SECRETARY

APPROVED AS TO FORM:

DARRIN M. COKER
CITY ATTORNEY

COMMEMORATIVE NAMING POLICY

PURPOSE:

The City of Pearland acquires land and constructs major public facilities that deserve naming that celebrates the history, environment as well as the community involvement and citizen contribution. This policy is to develop a systematic and consistent approach for the official naming of public facilities in the City of Pearland, including parks, city facilities and City owned property that is fair and ensures a worthy and enduring legacy for the City.

In addition to this commemorative naming, the City of Pearland reserves the right to seek sponsorship for the naming rights to a park, facilities or amenities as a method of obtaining funds to aid in the construction, maintenance and operation of said park, facility or amenity. Information regarding this can be found under separate policy.

Objectives:

- Ensure that parks and city facilities are easily identified and located.
- Ensure that given names to parks and city facilities are consistent with the values and character of the area or neighborhood served.
- Encourage public participation in the naming, renaming, and dedication of parks and city facilities
- Advance the reputation of the City as well as increase the understanding and public support for its programs.

DEFINITIONS:

PARKS are owned and managed by the City, used for public recreation purposes and include developed and undeveloped park areas and designated open space areas.

CITY FACILITIES are City owned facilities. Buildings may include but are not limited to City Hall, Fire and Police Stations, Senior Center, Recreation Center, Libraries, Plants (Wastewater & Water), Storm water Detention Facilities, Municipal Courts, Civic Centers, Community Center, etc.

DISCUSSION:

The City Council will evaluate the merit of each suggested park and city facility name according to criteria outlined in this policy.

When feasible, the process to name parks, and city facilities, should begin within twelve (12) months after the City has acquired title to the land and/or formally accepted the dedication.

Names that are similar to existing parks, and city facilities should not be considered in order to minimize confusion.

Facilities or specialized areas may have a name different from that of the larger park, or city facility for which they are located.

This policy applies to parks and city facilities available to and operated for the benefit of the public and under the management and responsibility of the City of Pearland.

Facilities may be named after individuals (either living or deceased), organizations or entities consistent with criteria set out in these guidelines.

Symbolic names reflecting historical or special events or circumstances may be used at the discretion of the City Council. (This may include such names as Independence or Centennial Parks)

The naming of a facility must be consistent with the positive image of the community

Consideration should be given to including the function of the building to the extent practical, such as 'library' or 'activity building'.

Any one or combination of all the criteria contained herein may be considered when making decisions.

CRITERIA:

The practice of the City of Pearland is to name parks, and city facilities through an adopted process utilizing the above objectives, emphasizing community values and character, local and national history, geography, the environment, civics, and service to the City of Pearland. Satisfying one or more of the eligibility criteria listed below does not assure approval from the City Council.

The following criteria shall be used in determining the appropriateness of the naming designation:

Environmental Criteria

A park or city facility may be named for a predominant plant material, wildlife stream, river, lakes and creeks adjacent to or in close proximity to the location.

Geographic Location Criteria

A park, facility or specific amenity may be named for the school on which it is located or street it is adjacent to.

The geographic location may be based also on the identification of the park or city facility with a specific place, neighborhood, regional area of the City or the City itself if the park or facility is deemed to serve the entire community or the surrounding areas.

Historical/Symbolic Criteria

Facilities may be named for a historical place, event or other instance of cultural significance. Facilities may also be named for local, State and National historical individual, families, organization or entities who, for historical or symbolic reasons, have contributed to the community. Nominated individuals shall be limited to those deceased for a minimum of 5 years. When considering individuals or families under this category, criteria will include their character, service to the community, leadership and inspiration to others.

Civic Contributions Criteria

Individuals selected within this category can either be living or deceased and should be selected after many years of service to the community and in consideration of their positive impact on the development and well-being of the entire community. These decisions should be made objectively,

without consideration to illness, misfortune or incidents creating emotional responses. Organizations should be selected according to the same criteria.

Individual/Organization Naming (The following criteria shall be used in evaluating the merit of each naming request):

- The % of signatures of residents within a ½ mile radius for neighborhood parks
- The % of signature of residents within 2 mile radius for community parks
- The individual was a resident of the City of Pearland and/or the Pearland Independent School District for fifteen (15) years or more.
- The individual must not have been convicted of a felony.
- The person being memorialized died in the line of duty serving the City of Pearland or the United States of America or died while performing a heroic act (e.g., saving the life of another person).

- Individual:
The City will obtain and/or attempt to make contact for approval from individual or living family members of individuals recommended for having a park, facility or specific facility named in their honor or memory.

- Organization:
Signed letterhead with approval from Board of Directors stating their approval for the naming of a park, facility or specific facility.

Renaming of parks and city facilities

The City reserves the right to change the name of a park, or city facility to maintain consistency with these guidelines. However, renaming carries with it a much greater burden of process compared to initial naming. Tradition and continuity of name and community identification are important community values. Each request to rename must meet the criteria of this policy, but meeting all criteria does not ensure renaming.

Plaques, Markers and Memorials:

As a result of approved naming, plaques, markers and memorials that are requested to be located on City Property or City Facility must be in accordance with City Standards. The location, size, writing, materials, etc. requires approval by the designated City Staff and should be designed to blend with/complement the existing Park or Facility.

Naming Procedure:

New Parks or Facilities

1. The City Council may name or rename a City facility without following these guidelines. An individual council member may submit a naming suggestion to the City Manager, who will then present the request to the City Council for consideration.

2. Groups or individuals may submit an Application for Naming a Public Facility. All recommendations will be given the same consideration without regard to the nomination source.

3. Staff will review the application for completeness and accuracy and forward all requests to the City Council. The Pearland City Council is responsible for the FINAL approval.

Existing Facilities

Requests to name an existing Park or City Facility (as defined on page one of this policy) shall be made by completing the nomination form provided. Staff will review the form for completeness and forward to the City Council. The decision of the City Council will be FINAL.

References

Application for Naming a Public Facility
Financial Naming Rights Policy

Review & Revision History

Draft 12-14-10
Reviewed by Parks Board 2-3-11
Reviewed by Council April 2011
Revised March 10, 2015

**CITY OF PEARLAND
APPLICATION FOR NAMING A PUBLIC FACILITY**

Please type or print clearly in ink and return to:
City Manager's office

Date of Submittal: _____

Individual or Organization Submitting Application:

Address: _____

City, State, Zip: _____

Telephone: (_____) _____

Signature of Individual or Organization Representative:

Facility Information

Location: _____
(Please be specific as to the location of the Specific Amenity you are nominating)

Current Name: _____

Function of facility: _____

Proposed Name: _____

Criteria Category being used: _____
(Please refer to the Naming of Public Facilities Policy to see the categories and criteria used)

Explanation of why this individual/organization should be considered. This information will be used by City Staff and/or City Council to determine the basis for their recommendation and/or decision and will also assist staff in creating the Resolution acknowledging the official approved name. Use additional paper if necessary.

Application Withdrawal:

Signature

Date

City Staff Review:

Yes

No

City Council Action Date: _____

APPROVE

DECLINE