Parks Naming Applications

Denton Parks and Recreation

2/3/26 ID 25-2266

Background

- On October 20, 2020, City Council approved a set of updates to the Naming Policy Guidelines and Application Process.

- This process is for City buildings, City property, and City land. The naming policy discourages renaming properties that have been named by Council previously.

- In April 2021 City Council gave direction that Park Board review naming applications and provide recommendations as the policy-required ad hoc committee.

Naming Policy for Parks, Facilities, and other City Properties

CITY OF DENTON

01 A group or individual submits a naming application to the City Manager's Office for consideration

02 City Manager refers naming requests to City Council

03 City Council may appoint a 7-person ad hoc committee to review submissions and make recommendations

04 Council receives ad hoc committee recommendations and makes a final determination on all naming applications

Park Board directed to serve as ad hoc committee: On April 6, 2021, Council gave direction that the Parks, Recreation and Beautification Board should serve as the ad-hoc committee, since it is an estabilished 7-person board with opportunity for public input.

Additional policy notes:

Each City Council member must appoint one member to the 7-person committee, and 2 members of the ad hoc naming committee must be selected from impacted public boards.

Civic Center Naming Request

- Councilmember Byrd (District 1) submitted an application to change the name of the Civic Center to the Quakertown Community Center.
- CM Byrd and Parks and Recreation staff agreed to consider a compromise proposed name "Quakertown Civic Center" may be more appropriate
- This name change would commemorate Historic Quakertown and maintain the distinctiveness and name recognition for the Civic Center facility.
- Park Board unanimously recommended approving this naming request (5-0).

External Naming Request

Day Labor Site

- Submitted by Dr. Rudy Rodríguez, former Denton ISD trustee and professor at TWU and UNT.
- Seeks to name Denton Day Labor Site after Emilio "Popo" González, a founding member of *Familia Unidas* and Denton's first LULAC (League of United Latin American Citizens) chapter.
- Park Board unanimously recommended approving this naming application (5-0).

Engagement

- Public Input Meeting: **January 9, 2025**
- Relevant Stakeholder Connections
  - SEDNA - **February 25, 2025**
  - Juneteenth Organizers (by phone)
- Park Board Meeting: **August 4, 2025**
- City Council Presentation: **November 18, 2025**
- Discuss Denton Page Created: **November 21, 2025**
- Email to Neighborhood Groups: **November 24, 2025**
- Citywide Nextdoor Post: **November 24, 2025**
- Parks and Recreation Facebook Post: **December 1, 2025**
- News Flash Press Release: **December 4, 2025**
- DRC Article: **December 8, 2025**
- Public Input Meeting: **December 15, 2025**

Results of Public Engagement

Park Board Spoken Comments – August 4, 2025		
In Favor of Application	YES	NO
Civic Center	1	0
Day Labor Site	6	0

Public Meeting Feedback Forms– Dec. 15, 2025		
In Favor of Application	YES	NO
Civic Center	11	2
Day Labor Site	8	4

Online Form Public Input		
In Favor of Application	YES	NO
Civic Center	13	10
Day Labor Site	16	7

Public Meeting Spoken Comments - Dec. 15. 2025		
In Favor of Application	YES	NO
Civic Center	9	1
Day Labor Site	2	0

Combined Public Input Results		
In Favor of Application	YES	**NO**
Civic Center	34	**13**
Day Labor Site	34	**11**

Staff Recommendations / Next Steps

- **Civic Center Naming Request**
  - Staff recommends approving naming application for Quakertown Civic Center
- **Day Labor Site Naming Request**
  - Staff recommends approving naming application for Popo González Day Labor Site

- **Clarification of Direction for ad hoc Committee**
  - At the January 13, 2026 Work Session, Council gave direction that Park Board should serve as the ad hoc committee for naming requests. Staff will update the Naming Policy to reflect that.

Questions?

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