

ORDINANCE NO. _____

AN ORDINANCE OF THE CITY OF DENTON AMENDING THE NAMING POLICY GUIDELINES FOR CITY BUILDINGS, FACILITIES, LAND, OR ANY PORTION THEREOF TO DESIGNATE THE PARKS, RECREATION, AND BEAUTIFICATION BOARD AS THE AD HOC NAMING COMMITTEE; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City of Denton desires to amend the policy guidelines for naming City buildings, facilities, land, or any portion thereof by adding provisions for temporary names; and

WHEREAS, the City Council deems it in the public interest to adopt the attached revised policy; and

WHEREAS, the City Council establishes the Parks, Recreation, and Beautification Board as the permanent ad hoc committee to consider all naming applications; and NOW, THEREFORE,

THE COUNCIL OF THE CITY OF DENTON HEREBY ORDAINS:

SECTION 1: The revised *City of Denton Naming Policy Guidelines for City Buildings, Facilities, Land, or any Portion Thereof*, which is attached hereto and made a part hereof for all purposes, is hereby approved and adopted.

SECTION 2: All policies inconsistent herewith are hereby repealed, including without limitation, Resolution R20-2001.

SECTION 3: This Ordinance shall become effective immediately upon its passage and approval.

The motion to approve this ordinance was made by _____ and seconded by _____; the ordinance was passed and approved by the following vote [__ - __]:

	Aye	Nay	Abstain	Absent
Mayor Gerard Hudspeth:	_____	_____	_____	_____
Vicki Byrd, District 1:	_____	_____	_____	_____
Brian Beck, District 2:	_____	_____	_____	_____
Suzi Rumohr, District 3:	_____	_____	_____	_____
Joe Holland, District 4:	_____	_____	_____	_____
Brandon McGee, At Large Place 5:	_____	_____	_____	_____
Jill Jester, At Large Place 6:	_____	_____	_____	_____

PASSED AND APPROVED this the _____ day of _____, 2026.

GERARD HUDSPETH, MAYOR

ATTEST:
INGRID REX, CITY SECRETARY

BY: _____

APPROVED AS TO LEGAL FORM:
MARK REINWAND, CITY ATTORNEY



BY: _____

**CITY OF DENTON NAMING POLICY GUIDELINES
FOR CITY BUILDINGS, FACILITIES, LAND,
OR ANY PORTION THEREOF**

I. GENERAL

- A. These policy guidelines are intended to address naming opportunities when a citizen, group, or organization submits a nomination to name a City building, facility, land, or any portion thereof. The City Council may initiate the naming of any building, facility, land, or any portion thereof at its discretion and may apply the following guidelines in City Council initiated naming. The City Council may choose to waive any part of these guidelines by three-fourth's vote of the entire City Council. Any amendments to this policy require only a simple Council majority vote. These policy guidelines do not address the naming of streets, fire stations, or police stations, or naming based on advertising.
- B. Naming, whether after an individual, foundation, or organization will be on a case-by-case basis and assessed for potential conflict of interest and alignment with the City's mission and values.

II. DEFINITIONS

City Buildings. City owned buildings which are open to the public and used to conduct City business. Buildings may include, but are not limited to, City Halls, civic/community centers, conference/convention centers, public libraries, and public utility buildings/structures.

City Facilities. City owned structures, amenities, or features, which are open to the public and used for City business, or public attractions of any kind, including, but not limited to, athletic fields, bridges, fountains, gymnasiums, library collections and/or department's interior and exterior spaces, meeting rooms, picnic shelters, playground equipment, recreation facilities, swimming pools, tennis courts, and basketball courts.

City Land. Real estate owned and/or managed by the City, including but not limited to park property and other open space areas.

Commemorative Name. A name given to recognize an individual, organization, or foundation who has made a significant contribution on a local, state, national or world level.

Temporary Name. A non-permanent name given by City staff to identify a City building, facility, land, or any portion thereof for a limited time pending a naming request.

III. COMMEMORATIVE NAMING AFTER AN INDIVIDUAL

A. Criteria for Commemorative Naming After an Individual

It is intended that all the criteria in this section be satisfied when considering the naming of a City facility, building, land, or any portion thereof after an individual

1. The individual must have been a resident of the City of Denton; and
2. The individual must be of good moral character and must not have been convicted of any felonies, or crimes of moral turpitude; and
3. The individual should have made exceptional contributions on a local, state, national, or world level and the individual's achievements should represent a lasting legacy to the mission of the City building, facility, land, or any portion thereof.

B. Naming After an Individual Who Performed Outstanding or Heroic Service

Buildings, facilities, land, or any portion thereof may also be named in memory of individuals who died in the line of duty serving the City of Denton, the State of Texas, or the United States of America; or died performing a heroic act, such as saving the life of another person; or a deceased individual who has made a significant and lasting contribution to humanitarian causes on a world or national level. In these instances as appropriate, the City may elect to obtain or attempt to make contact for approval from living family members of the individual recommended for having a City building, facility, land, or any portion thereof named in their honor.

C. Renaming After an Individual

In order to honor the decisions of previous City Councils and descendants of individuals after whom a City building, facility, land, or any portion thereof is named, renaming shall typically not occur. However, if it is determined that circumstances have changed such that the criteria set forth in section I(B) and III is no longer met, the City Council may elect to remove the name from the City building, facility, land, or any portion thereof.

IV. COMMEMORATIVE NAMING AFTER A FOUNDATION OR ORGANIZATION

A. Criteria for Commemorative Naming After a Foundation or Organization

1. If consideration is given to naming a City building, facility, land, or any portion thereof after a foundation or organization, the foundation or organization considered should have made exceptional local, state, national, or world contributions; and their achievements should represent a lasting legacy to the mission of the City building, facility, land, or any portion thereof.

2. In selected instances, a City building, facility, land, or any portion thereof may be named after a foundation or organization that makes a unique and extraordinary contribution to the development and/or usage of the City building, facility, land, or any portion thereof being named. The merits and value of each such naming shall be evaluated on a case-by-case basis.

B. Renaming After a Foundation or Organization

In order to honor the decisions of previous City Councils and foundations or organizations after which a City building, facility, land, or any portion thereof are named, renaming shall typically not occur. However, if it is determined that circumstances have changed such that the criteria set forth in section I(B) and IV is no longer met the City Council may elect to remove the name from the City building, facility, land, or any portion thereof.

V. PLAQUES, MARKERS, AND MEMORIALS

A. Plaques, markers, and memorials that are requested to be located on a City building, facility, land, or any portion thereof must be reviewed and approved by the City Manager or his/her designee, as to design and maintenance requirements.

B. Total costs for purchasing plaques, markers, and memorials involved in the naming of a new City building, facility, land, or any portion thereof, as well as up to five (5) years of maintenance costs, shall be paid by the nominating individual or organization, unless City Council waives such funding. This provision has no application in those instances where the costs of plaques, markers, or memorials are included in the design and construction costs of a project.

VI. TEMPORARY NAME PROCEDURE

- A. A temporary name will be designated by the City staff for identification during acquisition and/or development of the City building, facility, land or any portion thereof.
- B. The following criteria and factors shall be used in determining the appropriateness of the temporary name:
 - 1. Geographic location such as street name, frontage road, major intersection, or subdivision.
 - 2. Each temporary name will end with an identifier such as property or building. For example: *Main Street Property*
- C. Because temporary designations tend to be retained, the naming process for a City building, facility, land or any portion thereof should be carried out as quickly as possible after its acquisition or development. Citizens, groups, or organizations are encouraged to submit nominations for naming a City building, facility, land, or any portion thereof once the temporary name has been identified.

VII. PROCEDURES FOR NAMING CITY BUILDINGS, FACILITIES, LAND, OR ANY PORTION THEREOF

- A. Groups or individuals may submit nominations for naming a City building, facility, land, or any portion thereof by submitting a nomination to the City Manager on the City of Denton Naming Application.
- B. The City Manager, upon the receipt of the City of Denton Name Application, shall refer such naming request to the City Council.
- C. The City Council has designated the Park, Recreation, and Beautification Board as the ad hoc Naming Committee to review all naming requests submitted by residents or organizations.
- D. Naming applications will be considered by the Parks, Recreation, and Beautification Board. The committee shall be guided by the provisions of this policy and shall provide a recommendation to the City Council for consideration.
- E. The final decision for naming a City building, facility, land, or any portion thereof shall rest with the City Council.