



# City of Denton

City Hall  
215 E. McKinney Street  
Denton, Texas  
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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Parks and Recreation

**ACM:** Christine Taylor

**DATE:** March 24, 2026

### **SUBJECT**

Consider adoption of 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.

### **BACKGROUND**

Following City Council's recent consideration of three naming applications, the City Council directed the Parks, Recreation, and Beautification Board to remain the primary evaluation committee for future naming applications. The proposed resolution and policy amendments formalize this standing role within the naming process.

#### ***Existing Naming Policy***

The existing Denton Parks and Recreation naming policy for city buildings, facilities, land parcels, parks, and trails was adopted as Resolution 20-2001 and approved by the City Council on October 20, 2020 (see **Exhibit 2**).

Under the naming policy, the City Council has the authority to establish a seven-member ad hoc committee to review submitted applications from individuals and organizations. This ad hoc committee must have members appointed by individual City Council members and at least two members of the ad hoc committee must be selected from an impacted advisory or governing board. The Parks, Recreation, and Beautification Board satisfies these requirements.

On January 13, 2026, City Council gave direction that Park Board should continue to serve as the committee that reviews naming applications. The proposed changes write this direction into the policy.

#### ***Proposed Policy Changes***

The policy changes establish the Parks, Recreation, and Beautification Board as the committee that reviews naming applications and offers its recommendation on naming applications to City Council. As before, Council will make the ultimate determination on all naming applications and is not bound by Park Board recommendations.

The proposed changes in Section VII, "Procedures for naming city buildings, facilities and any portion thereof," of the naming policy reflect the Parks, Recreation, and Beautification Board's clarified role considering naming applications (see **exhibit 4** for line-by-line policy changes).

### **RECOMMENDATION**

Staff recommends approving the resolution and the policy changes.

### **FISCAL INFORMATION**

Whenever a naming application is approved and a facility or park requires new signage as a consequence of naming, this will represent an additional unbudgeted expense. Unless a funding source is designated at the time the naming application is approved, staff cannot guarantee that a sign reflecting the naming application will be constructed soon or even placed on the list of Parks and Recreation's immediate short-term priorities.

**EXHIBITS**

Exhibit 1- Agenda Information Sheet

Exhibit 2- Existing Naming Policy (2020)

Exhibit 3- Ordinance

Exhibit 4- Redline Policy Changes

Exhibit 5- Policy Changes (Clean)

Respectfully Submitted:  
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