



CITY FACILITY NAMING POLICY

Adopted: December 1, 2022

City of Lago Vista

City Facility Naming Policy

Purpose

The purpose of this Policy is to establish a set of standard procedures, guidelines, criteria and processes for the consideration of requests from the public, City Council, or City staff for the naming or renaming of the City of Lago Vista facilities.

Policy Statement

This policy is to establish guidelines for the naming or renaming of Lago Vista properties including City buildings, open spaces, parklands, park features, major features, and public parks and recreational facilities, (collectively referenced herein as “Facilities”). It further establishes naming or renaming guidelines for City activities and City programs. This policy will provide consistent guidelines for citizens, citizen groups, City staff, City Council, and corporations seeking naming approval.

General Guidelines

1. The authority to name or rename City Facilities, activities and programs rests with the Lago Vista City Council.
2. The City Council reserves the right to remove or revoke the name of any City-owned Facility.
3. All requests must be made via application to the City Manager.
4. This Naming Policy applies to City core services facilities (City Hall, Library, and Police Stations), programs, activities, and all city Facilities as defined above.
5. Requests will be evaluated on an individual basis by the City Council with a “Yes or No” vote.
6. The naming (honorific or otherwise) and renaming of the City of Lago Vista programs, activities and Facilities, is to be approached cautiously with forethought and deliberation. The evaluation and selection of names shall comply with criteria herein set forth.
7. Existing named Facilities will only be renamed under exceptional circumstances such as the honoring of an exceptional individual or the revocation of an existing name that no longer represents the City of Lago Vista’s values.

8. Profane, derogatory, or discriminatory names will not be considered.
9. Names having political affiliation will not be considered such as National Republican/Democratic Party or the People's Action Party.
10. Names related to age, race, religion, creed, national origin, sex, color, marital status, disability or sexual orientation will not be considered.
11. The City Facility Naming policy and any signage will be subject to all other applicable regulations herein.

Naming/Renaming Standard Requirements

The Lago Vista City Council will consider (at a minimum) the following questions to ensure that a proposed name has a positive, long-lasting image of significance and is consistent with City values.

1. Does the name have cultural, or social significance for current and future generations?
2. Does the name induce a positive image?
3. Does the name symbolize a major achievement or advancement for the community?
4. Is the name suitable based on the location of the facility to be named/renamed?
5. Is the name free of unintentional meaning that could reflect poorly on the City of Lago Vista?

The request to name or rename City Facilities may come from the general public (City residents, the business community, HOAs, civic organizations), City staff or City Council members. Naming requests must be submitted on the Naming Policy Application Form (Appendix B) and include:

- the proposed name;
- an explanation of why the City Facility should be named or renamed;
- description of the proposed namesake's qualifying category (as listed below) and justification;
- explanation for assigning the proposed name to the specific City Facility; and
- any additional information requested by the City Manager or the City Council.

A. Qualifying Categories for Considerations

I. Honoring Exceptional Individuals

The City Council will consider naming/renaming requests to honor an exceptional individual (living or deceased) who demonstrates one or more of the following:

- enhanced the quality of life for Lago Vista through outstanding public service;
- provided leadership in civic organizations that are devoted to community improvement;
- performed outstanding humanitarian work, such as service to persons who are underprivileged, economically disadvantaged, or have a disability;
- significantly contributed to the acquisition or development of City-owned property;
- has made a significant direct property or monetary contribution to the City of Lago Vista;
- has demonstrated a service record of volunteerism in the community for many years; or
- has made significant contributions to the protection and/or enrichment of a natural, cultural, educational, or horticultural resource of the City of Lago Vista.

The City Council reserves the right to ask for, and consider, other criteria not herein defined in support of a naming or renaming request.

II. Honoring of Major Gifts

The City may consider naming requests to honor benefactors that make major contributions¹ toward City Facilities. Major contributions include:

- deeding to the City land where the Facility will be located;
- paying a significant portion of the capital costs for the construction of a Facility;
- establishing long-term endowment for the repair and maintenance of a Facility;
- underwriting the cost of renovation or construction of City-owned Facilities; or
- providing substantial monetary contributions that completely or significantly enable City projects such as buildings, parks or property acquisition to occur.

III. Corporate Naming Request and Sponsorship

The City will review a corporation's solicitation to display a corporation logo, brand, and/or insignia on City-owned Facilities, or attach to a City program or activity (including sports activities) in exchange for corporate sponsorship. The City Council may elect to decline any corporate sponsorship offer and naming request.

The City Council will evaluate the proposals based on the reputation of the corporations, the alignment of the corporation's products/service with the City Facility, program, or activity under review, and the proposed sponsorship commitment to the Lago Vista activity, program and/or Facility. If approved, corporate logos, brands, and insignias shall

¹ The City Council reserves the right to further define and determine "major contributions" and "significant" gifts.

be allowed as part of the naming rights. The corporation bears all costs associated with banners, etc., resulting from naming approval. The corporation must ensure logos, brands or insignias are displayed in a manner that does not result in over-commercialization.²

B. Applicants Requests

I. Requests Made by the Public

1. Requests to name a major Facility must have at least 100 verifiable signatures for consideration. Major Facilities include but are not limited to City buildings, parks, and trails.
2. Requests to name a minor facility must have at least 50 verifiable signatures for consideration. Minor facilities include but are not limited to rooms, pavilions, bridges, fountains, walkways, etc.

II. Requests Made by City Council Members

Members of the Lago Vista City Council may submit naming request applications for consideration at any time with no requirement that a petition be included.

1. Councilmember requests to name/rename City Facilities, activities or programs must have a majority vote before submitting the application to the City Manager for review and evaluation.

C. Applications

I. Review Process

The City Manager will accept naming/renaming applications at any time. The City Manager shall direct staff to review the naming requests and evaluate the requestor's proposal in consideration of this policy. Staff shall consider the following when reviewing naming requests:

- impact on public safety;
- fiscal impact associated with changing signs, plaques, markers, etc.;
- appropriateness of the proposed name based on the naming criteria established by this policy; and

² The City Council reserves the right to define and determine "over commercialization".

- input and approval from the appropriate City boards, commissions or request-relevant City department head, (collectively referenced herein as “Reviewers”).

The City Manager shall initiate the evaluation and forward the naming suggestion to the appropriate Reviewer for concurrence or denial of the proposed name. A negative recommendation from a Reviewer must be appropriately substantiated to the City Secretary and/or City Manager. City staff shall formulate a final recommendation on the proposed name change based on review of the application, the standards set forth in this policy, and the comments received from those notified. Naming requests shall be submitted for City Council consideration at a time determined by the City Manager and aligned with the City Council’s meeting schedule.

D. Hearing before Commission or Advisory Board

Depending on the type of Facility name change being requested, and in compliance with Section C, I (4) above, the application will be forwarded to the appropriate Reviewer for a recommendation. For example, a park name request would go to the Parks and Recreation Board, an airport name request would go to the Airport Advisory Board.

1. If determined to be required by the City Secretary, notice of a public hearing before the appropriate Commission or City Board must be advertised no fewer than fifteen (15) days before the date of the hearing.
2. The Commission, Board or City department head (Reviewer) shall make a recommendation to the City Secretary of either approval or denial of the application based upon his or her familiarity, historic knowledge and professional association relative to the naming application and the standards set forth in this policy.
3. If determined by the appropriate Commission or Board, or City department head (Reviewer) that an existing name on a City-owned Facility should be recommended for removal or change, the City Council will hear the recommendation and determine whether the removal or change of any previously approved name should be approved.

DE Hearing before the City Council

The City Manager shall schedule a hearing before the City Council on all applications for naming or renaming. All applications for City Council review will meet the standards of review as outlined in this policy.

The City Council reserves the right to deny any naming/renaming request deemed not to be in the best interest of the City, regardless of the recommendation from staff, City boards and commissions, or others.

F. Naming New City Facilities or Renaming Existing City Facilities, Activity or Program

The City shall publish a Notice of Public Hearing on the proposed name change and notify those impacted. The City Council shall hold a Public Hearing on the proposed name to provide an opportunity for public input. Following the Public Hearing, the City Council may adopt a resolution officially renaming the City Facility, activity or program.

G. Cost and Communication

1. The City of Lago Vista will bear the reasonable costs for changing signs, plaques, etc., associated with approved name changes.
2. The City of Lago Vista will bear the responsibility for communicating names and name changes to Lago Vista citizens and other impacted parties.³ This includes posting the change on the Lago Vista City website in addition to utilizing other methods.

³ The Lago Vista City Council has the authority to identify, and require, communication of name changes to specific people and/or entities.

Appendix A

LAGO VISTA NAMING POLICY

DEFINITIONS

The following Terms of Reference are provided for greater clarity.

MAJOR FACILITIES AND PROPERTIES means all buildings, structures, and property owned by the City of Lago Vista including but not limited to dedicated parkland, open spaces, public buildings, park features, and building features.

MINOR FACILITIES means, but not limited to all rooms, pavilions, bridges, fountains, walkways, etc.

CITY ACTIVITIES means, but not limited to City-sponsored events held annually or routinely such as Lago Fest.

CITY PROGRAMS means, but not limited to current and future City-owned and/or sponsored programs such as a Business-Friendly Program.

OPEN SPACES include but are not limited to trails, pathway systems, utility features such as storm-water management ponds, and other like structures under the jurisdiction of the City of Lago Vista.

PARKLAND means all parkland designations including but not limited to citywide parks, community parks, neighborhood parks, etc. owned by and/or under the jurisdiction of the City of Lago Vista.

PARK FEATURES mean all substantial structures or recreational aspects of a park which includes but is not limited to such amenities as sports fields, ball diamonds, skate park, tennis court, gardens, playgrounds, statues, park benches, etc.

PUBLIC FACILITIES include but are not limited to all City-owned buildings such community centers, aquatic centers, administrative buildings, library, operation and maintenance centers/yards, and any future facilities under the jurisdiction of the City of Lago Vista.

Appendix B



City Facility Naming/Renaming Application

Applicant Information

Full Name: _____ Date: _____
Last First M.I.

Address: _____
Street Address Apartment/Unit #

City State ZIP Code

Phone: _____ Email _____

Proposed Name: _____

Current Name: _____

Request type

Naming of a newly constructed facility	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Naming of an existing facility previously unnamed	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Renaming of an existing facility <input type="checkbox"/>	YES <input type="checkbox"/>	NO
Renaming of an existing program or activity	YES <input type="checkbox"/>	NO <input type="checkbox"/>

Facility Type to be Named or Renamed

Building or facility:	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Park, playground, trail or recreation space:	YES <input type="checkbox"/>	NO <input type="checkbox"/>
:		

Other facility, program or activity: _____

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Please complete in as much detail as possible the following questions.

Background Information – Why are you seeking this name or name change. (Explain)

Civic Involvement or Significant Contributions (Explain)

Connection to the City staff or City Council, if any. (Explain)

Reason for Nomination (**Required**) Please be specific. Feel free to attach separate supporting information.

Additional Comments (Additional information may be attached).

Signature: _____ Date: _____

For Official Use

Date Received by City Manager's Office _____

Name of Recipient _____