



CITY FACILITY AND HONORARY STREET NAMING POLICY

Section 1: General

The City of La Marque establishes the following City Facility and Honorary Street Naming Policy to provide a uniform set of guidelines regarding requests for naming or renaming of City facilities and the designation of honorary street names. All facility and honorary street names shall be compatible with community interest and reflect the values of the City of La Marque.

- A. This policy shall establish the guidelines, criteria, and process for naming or renaming of City facilities and honorary streets.
- B. The City Council shall have final authority to name and rename City facilities and designate honorary street names.
- C. The City Council may pursue honorary naming for commemorative, cultural, and historic goals or branded naming for marketability, revenue generation, and cost recovery goals at City facilities at their discretion.
- D. Any naming of City facilities in honor of an individual, family, or entity may be revoked at the discretion of the City Council.
- E. The donation of land, facilities, or funds for the acquisition, renovation, or maintenance of City facilities shall not constitute an obligation by the City to name the facility or any portion thereof after an individual, family, or entity.

Section 2: Criteria for Naming City Facilities

City facility names should be unique to the City of La Marque, have a lasting significance, be familiar to a majority of the citizens, and be easy to recall. Before proceeding with any naming, the City of La Marque will carefully consider all circumstances surrounding the naming, including the overall benefit to the City and whether displaying the name is and will continue to be a positive reflection on the City. The term facility shall describe any City building, park, linear trail, or other feature as determined by the City Council.

- For commemorative naming, a facility may be named for an individual, living or dead, if the individual has provided creditable service to the community and has attained prominence locally based on contributions to the public.
- A facility may be named for an individual, family, or entity that has provided a culturally significant contribution to the surrounding area or community.
- A facility may be named for significant natural geologic features, native flora or fauna, or significant historical events.
- A facility may be given any name which City Council determines advances a particular branding objective in order to enhance the City's ability to enhance service provision through revenue generation at the site.
- Names that reflect the City's ethnic and cultural diversity are encouraged.
- A feature within a facility may be dedicated to an individual, family, or entity using the above criteria without naming or renaming the facility in which the feature is located.
- The City Council may also consider the use of naming rights in return for a financial or in-kind contribution for City facilities

Section 3: Criteria for Naming Honorary Streets

Honorary street names should reflect La Marque values and community interests.

- Honorary streets may be named for an individual, living or dead if the individual has provided creditable service to the community and has attained prominence locally based on contributions to the public.
- Honorary streets may be named to recognize a significant historical event or individual.
- Honorary street names do not have any impact on addressing and do not change the official street name.

Section 4: Process and Procedures for Naming City Facilities

A. Process:

The naming and renaming of all City facilities, parks, trails, and features shall be considered by one of the standing City Council Committees. The designated Committee may request or review name options from a variety of input methods as part of the naming consideration. Concurrent with the facility design process, City staff will brief the City Council or designated Council Committee on the project and

seek direction regarding the naming goals, honorary or branding, the desired input process, and the timeline for a final naming decision. Names options pursuant to this direction will then be brought to the Committee for consideration. Once the Committee has considered the name options, the Committee will then make a recommendation for consideration to the City Council. The full City Council shall have final authority to name and rename City facilities, parks, trails, and features. The naming process should begin early in the facility construction process to ensure adequate time for decision-making, adoption, and implementation.

B. City Council adoption:

The City Council will act on a resolution to officially name or rename the facility, park, trail, or feature.

1. Renaming Existing Facilities, Parks, Trails, and Features: The City Council shall adopt a resolution officially renaming the facility, park, trail, or feature.
2. New Facilities, Parks, Trails, and Features: The City Council shall adopt a resolution officially naming the facility, park, trail, or feature.

C. Implementation:

Once a name is approved by City Council, the City Manager or their designee shall work to implement the approved name to include appropriate signage, plaques, and/or dedication. For the naming or renaming of any facility not managed by a specific City department, the City Manager shall designate the responsible City department.

Section 5: Process and Procedures for Naming Honorary Streets

A. Process

The naming of honorary streets shall be considered by one of the standing City Boards or Commissions as designated by the City Manager. The designated Committee may consider name options from a variety of input methods, as described below, as part of the naming consideration. Once the Committee has considered the name options, the Committee will then make a recommendation for consideration to the City Council. The City Council shall have final authority to name honorary streets. Proposed street names shall be at most eighteen (18) characters in length. This limit includes all spaces and symbols but excludes the suffix (Dr., Ave, Ct., Ln, etc.).

Methods for Naming Consideration:

1. A Councilmember may suggest one or more names for consideration
2. City staff may suggest one or more names for consideration

3. Community members may suggest one or more names for consideration

If a community member or group suggests names, they must submit a completed petition, as supplied by the City Clerk's office, with a minimum of 51% of the property owners or residents whose address is abutting the subject street. Only one signature shall be counted per address or unit.

With all name requests, the requestor shall submit a letter from the United States Postal Service (USPS) verifying that the proposed street name conforms to required guidelines, and a written narrative describing the historic, economic, or cultural significance of the subject of the street name change or designation of memorial. City staff will research the names and evaluate existing City plans for conformity. All honorary street naming requests must include the limits of the corridor and number and location of affected intersections, as well as information on the individual or group to be honored.

Staff will present the results of the name analysis to the designated Council Committee. If so directed by the Committee, staff will prepare a draft design of the street marker blade with input from the requesting community group, if any, while adhering to Uniform Traffic Control Device and Texas Department of Transportation standards where applicable.

The Committee will make a recommendation on the honorary street name to the full City Council. Once the full City Council has selected a finalist for the name, it will be announced publicly at a City Council meeting.

B. City Council adoption:

After a period of 30 days from public announcement during a City Council work session meeting, the City Council shall act on a resolution to officially adopt the honorary street name.

C. Implementation:

Once an honorary street name is adopted by City Council, the responsible City department(s) shall work to fabricate and install signage and schedule an unveiling ceremony. Once the honorary marker blade is installed per relevant standards, the City Manager shall designate the responsible City department.

If the City Council rejects the street name change request, two (2) years shall pass before the request can be resubmitted.

D. Cost

1. Nonrefundable application fee: \$1500.00.
2. Cost of notification: \$9 x each notification required.
3. Cost of manufacturing/installing signs: \$200.00 per sign.

4. All fees shall be payable to the City of La Marque and shall be as established by the City Council.

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