

# Facility Renaming Policy

Sep. 28, 2021



# COUNCIL DIRECTION

- **Update Naming Policy for City Facilities, Public Park Lands, and Public Streets**
  - Utilize best practice and industry standard to refine request process

# BEST PRACTICE

- **Staff researched and reviewed several other cities renaming policies**
  - Dania Beach, FL
  - Saratoga, CA
  - Highland Village, TX
  - Omaha, NE
  - Houston, TX

# FINDINGS

## Application



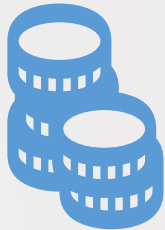
- Who is submitting the proposal and their relationship to the community?
- What are they proposing the new name be and supporting evidence of why that fits within the criteria laid out in the policy for naming?

## Petition



- Often required that the application includes a petition signed by a certain percentage of property owners within a half-mile to mile radius of the proposed facility to be renamed.
- The % of property owners seems to average between 10-25%, for renaming of a street the percentage tends to be much higher (60-80%)

## Fees



- Some require fees, they vary widely from \$25-\$450. A lot leave the language less definite, “cover staff cost for review,” some also state the person or entity submitting the renaming is responsible for covering costs associated with public review (printing of signage)

## Waiver



- Both fees and petitions are often listed with the provision that City Council, or the City Manager can waive these requirements

# SIGNIFICANT CHANGES

- **Instead of considering a request after 1 year of persons death, changed it to 2 years**
  - Aligns with renaming guideline of changing a name after 2 years of persons death
- **Cost**
  - The cost of plaques, monuments and/or replacement of signs resulting from naming or renaming of City owned facilities, lands and/or portions of facilities will be borne by the individual, group or organization sponsoring the request.
  - An exception to this policy may be made by the City Council in the case of economic hardship and if there are City funds available to cover the costs.

# SIGNIFICANT CHANGES - PETITION

- **Petition**

- Signatures, printed names, and addresses
- Property/Facility
  - the owners of a majority of the properties immediately adjacent to the affected property or facility
  - 500 residents of the City of Georgetown, if for a Facility that serves the public at large
    - E.g., Recreation Center or Library
- Street
  - owners of two-thirds of the linear feet of the abutting property
- Public Park within a Subdivision
  - 15% of the owners of property within the recorded subdivision

# SIGNIFICANT CHANGES

| Current (6 People)                            | Recommended (5 People)                           |
|---|--|
| City Manager                                  | City Manager or designee                         |
| Assistant City Manager                        | Manager of affected department or representative |
| Assistant City Manager for Utility Operations | Member of the department's advisory board        |
| Director of Community Services                | 2 Council Members                                |
| 2 Council Members                             |  |

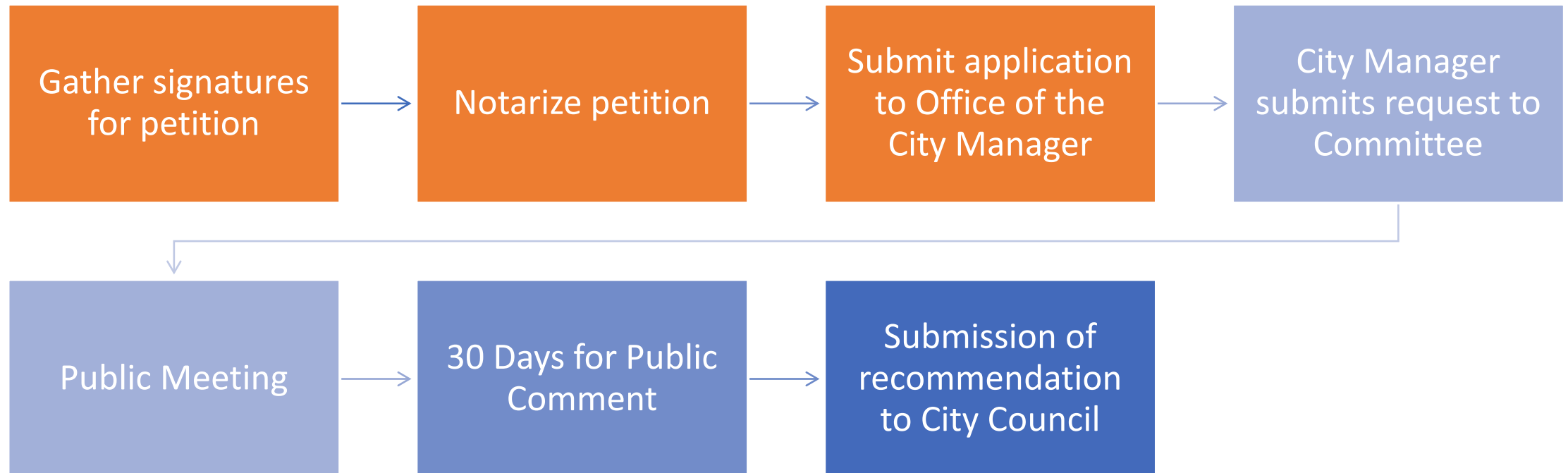
- **Modified the composition of the Renaming Committee**

# Current Process





# Recommended Process



# CAPTION

- Consideration and possible action to approve updated policy for renaming city facilities, public park lands and public streets