

RESOLUTION NO. 0305202401

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF LITTLE ELM, TEXAS APPROVING A NAMING AND RECOGNITION POLICY FOR STRUCTURES, TOWN-OWNED FACILITIES, TRAILS AND PARKS, AND PROVIDING AN EFFECTIVE DATE.

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF LITTLE ELM, TEXAS:

SECTION 1. The Naming and Recognition Policy for structures, town owned facilities, trails and parks, a copy of which is attached to this Resolution as **Exhibit A**, is hereby approved.

SECTION 2. This Resolution shall take effect from and after its date of adoption.

DULY RESOLVED AND ADOPTED by the Town Council of the Town of Little Elm, Texas, on this the 5th day of March, 2024.

TOWN OF LITTLE ELM, TEXAS

Curtis J. Cornelious, Mayor

ATTEST:

APPROVED AS TO FORM:

Caitlan Biggs, Town Secretary

Robert Brown, Town Attorney

PROPOSED LITTLE ELM NAMING AND RECOGNITION POLICY

I. PURPOSE

To establish uniform guidelines and procedures for the naming or renaming of Structures, Parks, Trails and other Town-Owned Facilities. The policy will also set guidelines for the acceptance of and recognition of contributions, including those not associated with naming.

II. NAMING CRITERIA

A. NAMING GUIDELINES

Structures, Parks, Trails and other Town-Owned Facilities (also referred to herein as a “facility”), for naming objects, should utilize predominant characteristics related to the Town’s natural environment, physical features or history listed below.

1. Hydrological features - streams, rivers, lakes, creeks or ponds.
2. Natural features - trees, vegetation, wildlife etc.
3. Man-Made features - landmarks, street names, subdivision names, architectural features etc.
4. Significant historical events
5. Community Sponsored Name – Any resident, group of residents, entity, or organization may submit a proposal to name a park, trail, or facility after an individual, group, or community organization to honor and recognize significant contributions to the Town through public service, volunteering, or outstanding achievement (based on the process set forth in Section B. Naming Process, below).
6. Name of an individual that has made a significant contribution to the Town by meeting one of the following criteria:
 - a. The person has or will make a minimum financial contribution of \$1,000,000. This contribution may include:
 - i. The donation of land, significant financial contributions to acquire land, or land sold to the Town at a price significantly below market value that meets or exceeds the minimum financial contribution.
 - ii. The construction of the park, trail or facility, or construction services at a price significantly below market value that meets or exceed the minimum financial contribution.

- b. The person has made significant and consistent long-term contributions to the Town through service.
 - c. The person was an employee of the Town and served for at least 20 years but has not been employed by the Town within the past 5 years.
 - d. The person has served as Mayor or Town Council but shall not have been a Town Council Member/Mayor of the Town of Little Elm within the last five years.
- 7. Eagle Scout Projects are excluded from this policy.
 - 8. If a new road is built by a developer, the Town may request naming rights from the developer.
 - 9. Town Hall and the Public Safety Building are not eligible for naming rights.

Different sections of parks and facilities may carry names that differ from that of the overall park, trail, or town-owned structure. This may include the naming of individual items in a park or facility (such as a pavilion, plaza, meeting room, etc.). The above guidelines shall still apply in choosing a name at the discretion of Town Council a lower monetary contribution may be accepted for the naming of individual items within a facility.

B. NAMING PROCESS

- 1. Consideration of a Proposed Name – The proposed facility name may be presented to Council for consideration by the Department Director responsible for oversight of the facility to be named. The Director will be responsible for presenting the proposal to Council and showing how the proposed facility name complies with the Naming Guidelines. The applicant will also be requested to be present to answer any questions from Town Council.
- 2. Approval of a Proposed Name - The naming or renaming of a Facility is at the sole discretion of the Town Council and must comply with the naming guidelines. Approval of the proposed name must be approved by a 3/4 vote of the entire Town Council (i.e., if all members of the Town Council are eligible to vote, approval would require 6 out of 7 votes).

C. NAMING RECOGNITION

- 1. Individual Named Structures, Parks, Trails or Town-Owned Facility - In addition to standard facility signage recognition of naming after or dedicated for an individual will include one of the following designations:
 - a. Named or Dedicated Facility – May be recognized with a plaque, not to exceed 24" x 36". Plaque may include individual's name, graphic of the individual, and a description of their contribution to the town. The plaque

may be mounted to a free-standing support or an architectural feature.

- b. Named or Dedicated Area or Item within a Facility - May be recognized with one of or a combination of the following elements:
 - i. Plaque, not to exceed 24" x 24"
 - ii. Paving Medallion, not to exceed 24" x 24"
 - iii. Inscription on an existing feature within a facility.

Recognition shall include the person's name, years of service, and a small inscription describing the person's service to the town.

- 2. Community Sponsor Named Structures, Parks, Trails or Town-Owned Facility - In addition to standard facility signage recognition of naming after or dedicated for a community sponsor will include one of the following designations:
 - a. Named or Dedicated Facility – May be recognized with a plaque, not to exceed 24" x 36". Plaque may include organization's name, logo of the organization, and a description of their contribution to the town. The plaque may be mounted to a free-standing support or an architectural feature.
 - b. Named or Dedicated Area or Item within a Facility - May be recognized with one of or a combination of the following elements:
 - i. Plaque, not to exceed 24" x 24"
 - ii. Paving Medallion, not to exceed 24" x 24"
 - iii. Inscription on an existing feature within a facility.
- 3. If the organization wants to construct an amenity within a town-owned facility that is not included in the list above, they must request this from Town Council and provide proof of funding and a maintenance plan.

III. RECOGNITION OF DONATIONS NOT ASSOCIATED WITH NAMING

A. RECOGNITION OF DONATIONS

- 1. Recognition of donations may be acknowledged in one of the following manners:
 - a. Single Mounted Plaque no larger than 10" x 12" (not including plaque base) - To be displayed in the facility receiving the donation or an area adjacent to the donated item.
 - b. Engraved Paver or Stone – To be grouped near the entrance or in a prominent location near the facility receiving the donation or an area adjacent to the donated item.
 - c. Inscription on a donated item, including engravings on metal.
- 2. Approved Wording – Wording to recognize donations must be limited to

the following nomenclature:

- a. Individual Name (May include a nickname)
- b. Business Name
- c. Pet Name (Where appropriate)
- d. Organization or Group Name
- e. May include a simple acknowledgement such as “Donated by” or “Support provided by”.
- f. May include a group descriptor such as “By the Friends and Family of”

3. Anonymous donations do not require recognition.

IV. REMOVAL OF A NAME

In the event the name of a Structure, Trail, Park or Town-owned facility has previously been granted and the name later casts a negative image on Little Elm, the name may be removed at the determination and discretion of the Town Council and approved by a 3/4 vote of the entire Town Council.

V. EXCEPTIONS

Town Council may make exceptions to this policy when it deems appropriate and approved by a 3/4 vote of the entire Town Council.