



City of Killeen

NAMING/RENAMING OF CITY FACILITIES & NAME CHANGES/RENAMING OF CITY STREETS POLICY AND GUIDELINES

ADOPTED VIA RESOLUTION _____

DATE: _____

NAMING/RENAMING OF CITY FACILITIES & NAME CHANGES/RENAMING OF CITY STREETS POLICY & GUIDELINES

DIVISION 1. PURPOSE

Sec. 1. Purpose

To define the process, policies, procedures, and responsibilities associated with the naming or renaming of City facilities and name changes/renaming of City streets in honor of individuals, community organizations or corporations.

DIVISION 2. OBJECTIVE

Sec. 2. Objective

- (a) To establish a systematic, consistent process and approach for the official naming or renaming of City facilities and name changes/renaming of City streets.
- (b) To establish a policy that considers community tradition and continuity of name, while utilizing established criteria that emphasize geography, local history, community values, character, civics, and service to the City of Killeen in the naming or renaming of City facilities and name change/renaming of City streets.

DIVISION 3. SCOPE

Sec. 3. Scope

- (a) All City of Killeen owned property and City of Killeen public streets

DIVISION 4. DEFINITIONS

Sec. 4. Definitions

- (a) City facilities are those that house employees or are otherwise used to conduct city business or serve a city function.
- (b) Owning department is the city department responsible for operation, maintenance, and oversight of the facility, or operates a facility and maintains oversight of programs or services emanating from said facility. However, the owning department can be defined as the department that operates said facility and has oversight of facility programming and operations.
- (c) Naming request proposal includes original request, supporting documentation, public comment, and owning department's evaluation and recommendation.
- (d) Park sites are city owned parks, open space and trail areas. Park sites include developed and undeveloped park areas and designated open space areas.

- (e) Significant financial contribution would cover any/all direct/indirect costs associated with the development, creation of signage to include facilities and/or rooms within facilities. There would be no cost to the City.
- (f) Street - The term "street" shall include any highway, alley, street, avenue or public place or square, bridge, viaduct, underpass, overpass, tunnel or causeway in the city dedicated or devoted to public use.
- (g) Corporate Sponsorship- Internal/external signage in the facility and or room guarantees the naming rights sponsor and significant brand exposure at the specific City facility and or room within the facility.

DIVISION 5. RESPONSIBILITIES

Sec. 5. Responsibilities

- (a) The requesting entity will secure the Naming/Renaming of City Facilities and Name Changes/Renaming of Streets Policy and Guidelines packet, to include the application packet from the City Secretary office.
- (b) The requesting entity for City Facility naming or renaming will submit their application to the City Manager's Office with supporting information to demonstrate compliance with the required criteria outlined below.
- (c) The requesting entity for the street name change or renaming will submit their application to the Department of Development Services.
- (d) Those submitting a naming or renaming request should show how the proposed name is consistent with the criteria stated in this policy.
- (e) When naming or renaming after a person or persons, the requesting entity will describe the contributions to the City.
- (f) Upon receiving the application, the City manager's office will forward the application and supporting documents to the appropriate owning department for review.
- (g) When the owning department has an advisory board, this board will review and add recommendations related to said request.
- (h) The owning department will gather appropriate documentation and evaluate the request against the applicable criteria.
 - i. City staff from the owning department will review the proposal for adherence to the stated criteria and authentication of statements relative to contributions and/or service.
 - ii. If the request is incomplete, staff will contact the applicant, in writing, and provide them with the opportunity to resubmit a revised request. No other request for information will be made by staff. If staff does not receive the requested information, no further processing of the request will occur.
 - iii. Comments/recommendations will be compiled by the owning department and included in the

final request package to the City Manager, who will then route the request to go before City Council for final direction through vote.

- iv. The City Council is responsible for the final approval of the proposed name.

DIVISION 6. POLICY

Sec. 6-1. Policy

- (a) Requests will not be considered when submitted by an individual or a group for self-nomination. The only exception to this policy is when a significant financial contribution is made, and the naming is a condition of the gift.
- (b) The following criteria shall be used in determining the appropriateness of the naming designation:
 - i. Geographic location (neighborhood, significant areas, etc.).
 - ii. Natural features.
 - iii. A person (non-living) or place of historical or cultural significance.
 - iv. A person (non-living), group, or feature particularly identified with the land or facility.
- (c) Additionally, naming of City facilities and renaming City streets may be considered if the individual, their family, community organization or corporation has made exceptional contributions to the City, including one or more of the following:
 - i. Demonstrated excellence, courage, or exceptional service to the citizens of the City of Killeen (sustained, continuous public services over a period of 25 years or two-thirds of the person's life span).
 - ii. Worked to foster equality and reduce discrimination.
 - iii. Made an outstanding contribution to the City of Killeen.
 - iv. Made a significant financial contribution to the City of Killeen.
 - v. Public service as an elected official.
 - vi. Public service as a community volunteer.
 - vii. Risked or given his or her life to save others.
 - viii. There must be a well-defined connection associated with the contributions of the individual, community organization or corporation and the City facility or City Street.
 - ix. The significance of the contribution from the individual/organization or corporation needs to be evaluated in terms of the service impact of the City facility or City street. Programs and projects must be described in specific quantifiable terms.



- x. Individuals, organizations, or corporations that have made contributions of regional or community wide significance may be considered for naming of City facilities or renaming City Streets that serve the region or community.
- xi. Individuals, organizations, or corporations that have made contributions of area or neighborhood wide significance may be considered for naming of City facilities or renaming of City Streets that serve areas or neighborhoods within the City.
- xii. Names that are similar to existing parks, properties, facilities and existing City streets in the City system (or other systems in the region) should not be considered in order to minimize confusion.
- xiii. ~~The City reserves the right to change the name to maintain consistency with these policies.~~ Further, all existing City facilities that have experienced a name change will be grandfathered with current names and not changed, with the exception of the Killeen regional airport.
- xiv. When City property is named for an individual/organization or corporation, this action in no way gives the individual, family members or organization naming rights over other features on the property. Features within the facility or on the property will remain eligible for naming without the consent of the individual, family members or corporation for which the property is currently named.

Existing Facilities

- i. Requests to rename existing facilities will be received by the City Manager's Office and directed to the appropriate City department for further investigation and evaluation against the criteria established in the policy.
- ii. Following the review, the appropriate Commission or Board may require a review of the proposed name change, if necessary
- iii. Once all relevant documentation is compiled, the owning department will notify the City Manager of the Board or Commissions response.
- iv. Once City Manager has received the review from owning department and/or board or commission, a recommendation will be made to the full City Council.

New Facilities

- i. At least 90 days prior to opening a new city facility, the City Council will propose a name, followed by the owning department proposing a name to the City Manager for consideration.
- ii. Following the review, the appropriate Commission or Board may require a review of the proposed name change, if necessary
- iii. Once all relevant documentation is compiled, the owning department will notify the City Manager of the Board or Commissions response.



- iv. The naming request proposal to include recommendations, relevant documentation and public comment will be summarized for consideration by the City Council.
- v. Once City Manager has received the recommendation **from the City Council,** ~~and the review from owning department and/or board or commission,~~ a recommendation will be made to the full City Council.

Other Considerations

- i. Costs – Evaluate fiscal impacts (both direct and indirect) to the requester and affected community and consider which costs the requester should bear.
- ii. Interior and Exterior City Facility Signage - all requests for new or additional signage will be consistent with the City of Killeen sign ordinance. All requests will also be similar in size, style, color, material, font, etc. to existing exterior facility signage or interior room signage. All requests for signage will include an example of proposed
- iii. Signage - The design and approval will generate from the owning department. All proposed/approved signage will include the applicable City of Killeen or established facility logo.
- iv. Precedent – Determine whether an action to rename a facility might establish a desirable or undesirable precedent.
- v. Corporate Sponsorship Facility Naming Program- Will enter a long-term agreement with a selected party for an initial term of five (5) years. A first right to renew for a further five (5) years based on a reviewed commercial agreement may be available.
- vi. The sponsor will be expected to meet all costs associated with the production, installation, maintenance, and insurance of approved signage and/or advertising.
- vii. To lodge an Expression of Interest (EOI) for Venue Naming Rights please provide the following:
- viii. Indicative level of investment
- ix. Defined partnership objectives and requirements
- x. Any additional value you could bring to the sponsorship
- xi. Company details
- xii. Main contact details
- xiii. Other sponsorship relationships, where applicable
- xiv. The naming right/corporate sponsor needs to offer an already established brand that fits with the general use of the venue and does not conflict with city's needs and requirements.

The City of Killeen will require an appropriate annual (or up-front) payment from the successful company for this exclusive opportunity.

- xv. The EOI should identify the proposed payment arrangement, including the method of any annual or other increase in the payment, (e.g., set annual increase or decrease with CPI).

Parks Facilities

- i. Recreation Services Advisory Board of the Killeen Recreation Services Department ~~has the authority~~ **may** review proposals from community organizations to name new parks, buildings and other facilities, or when appropriate, to review proposals from community organizations to change the name of existing parks, buildings and facilities within the Department's inventory. If there is a deed restriction or the given name is of special historical or geographic significance, the property is not eligible for renaming. The Recreation Services Advisory Board will make recommendations and forward proposals, which meet the criteria outlined in this policy, to the City Manager's office. Once the City Manager has determined the request is appropriate and complete, the request will then be forwarded to the City Council and Mayor for approval. See Attachment B for this process required.

Library Facilities

- i. The Friends of the Killeen Public Library ~~has the authority to~~ **may** review proposals from the community to name new, relocated or significantly remodeled library buildings, or when appropriate, to review proposals for the renaming of existing facilities. The Friends of the Killeen Public Library will review proposals, which meet the criteria, and forward proposals to the City Manager. Once the City Manager has determined the request is appropriate and complete, the request will then be forwarded to the City Council and Mayor for approval. See Attachment B for process required.

City Streets

- i. Street name changes or renaming will utilize the same considerations as the facility naming/renaming outlined in Division 6, Section C
- ii. Applications for a street name change may also be considered for any one (1) of the following reasons, which must be specified in the application:
1. To establish continuity of the street's name.
 2. To eliminate name spelling duplication, phonetic duplication, or misspelling.
 3. To bring coherence to the street numbering designation (east, west, north, south).
 4. To provide necessary roadway designation (street, road, lane, circle, drive, boulevard, and similar designations);
 5. To honor a person, place, institution, group, entity, event or similar subject.
 6. To enhance a neighborhood through association of the street name with its location, area characteristics, history, and similar factors.
- iii. In all instances where it is the city's recommendation that a street name be changed, the department head shall file a request for a change of the name of a street with the Department of Development Services. The written request shall state the present official



name of the city street, the proposed new name, and a statement of reason or reasons from among those listed above, claimed for such a name change.

Application by Petition

- i. An application for a change of the name of a street may be filed by any person, group, firm, or agency with the Department of Development Services in the form of a petition signed by not fewer than fifty (50) percent of all owners, or owner's attorney-in-fact of property abutting the subject street. "Owners" of such abutting property shall be determined by the then current city real property ad valorem tax roll.
- ii. The application shall state the present official name of the city street, the proposed new name, and the name and address of each person, group, agency, or entity requesting the street name change; a statement of reason or reasons from among those listed above, claimed for such a name change; and the person, group, agency or entity responsible for payment of the city's costs for installing standard city street name signs.

Processing

- i. Upon receipt of an application by petition, the Department of Development Services shall confirm that the petition meets the requirements of section 25-119 of the Killeen Code of Ordinances and the city-initiated request meets the requirements of section 25-120 the Killeen Code of Ordinances.
- ii. Upon confirming that the petition or city-initiated request meets the requirements of this article, the Department of Development Services shall forward such to the Department of Public Works to determine the costs associated with installation of new city street name signs. The department of Development Services shall, no earlier than fifteen (15) days prior to the date of the proposed public hearing, mail written notice of the public hearing to property owners abutting the street in which the street name is proposed to be changed and publish notice of the date and time of the public hearing in the local newspaper.
- iii. A public hearing shall be held by the city council prior to disposing of the petition or city-initiated request.
- iv. In all cases where the application by petition has been approved by the city council, such approval is contingent on the city's receipt of payment for the costs associated with the installation of new city street name signs by the person, group, agency, or entity designated on the application as responsible for such payment.

Post-council procedure

- i. All city council approved street name changes shall be forwarded to the Department of Public Works for implementation upon receipt of payment for the costs associated with installation of the new city street name signs.
- ii. The City Secretary shall provide a copy of each street name change ordinance, as recorded in official minutes of the city council, to the local utility companies, U.S. Postal Service, and Bell County voter registrar's office.



ATTACHMENT A
AMENDMENT HISTORY

Date	Resolution Number



Attachment B

CITY FACILITY NAMING//RENAMING APPLICATION FORM
Please return to City Manager's Office
101 N. College Street, Killeen, TX 76541

Requestor Name/Organization/Corporation _____

Requestor Contact Information: _____
(telephone and email)

Facility Information: _____

Location/Address of City Facility/Street: _____

Function of City Facility/Street: _____

Current Name of City Facility/Street: _____

Proposed Name of City Facility/Street: _____



Attachment B -Information Required for City Facility Naming/Renaming

1. How did the individual, organization or corporation demonstrate excellence, courage or exhibit exceptional service to the citizens of the City of Killeen? (sustained, continuous public service over a period of 25 years or two-thirds of the person's life span)
2. How did this work foster equality or reduce discrimination?
3. What outstanding contributions did this individual and/or individual's organization make to the City of Killeen?
4. Has this individual made a financial contribution to the City of Killeen? How much?
5. Has this individual served in public office and how long was the service in public office?
6. Has this individual demonstrated that they have served in a volunteering role in City of Killeen?
7. Has this individual given his/her life to save others?
8. How does this request fulfill a well-defined connection associated with the contributions of the individual, community organization or corporation and the City facility naming/renaming request?
9. Describe the significance of the contribution from the individual/organization/corporation and the service impact to the City facility. Programs and projects must be described in specific quantifiable terms.

Requestor Signature _____ Date _____

TO BE COMPLETED BY CITY MANAGER OR DESIGNEE

☐ Approved & Forwarded for Consideration ☐ Denied _____

Printed Name _____ Date _____

Signature _____



Attachment C

CITY STREET NAME CHANGE/RENAMING APPLICATION FORM
Please return to Development Services
200 East Avenue, Municipal Annex
2nd Floor D, Killeen, TX 76541

Requestor Name/Organization/Corporation: _____

Requestor Contact Information: _____
(telephone and email)

Location/Address of Street: _____

Function of City Street: _____

Current Name of City Street: _____

Proposed Name of City Street: _____

Requestor Signature _____

Date _____



Attachment C CONTINUED - Application Information Required for City Street Naming/Renaming:

Applications for a street name change may also be considered for any one (1) of the following reasons, which must be specified in the application:

1. How did the individual, organization or corporation demonstrate excellence, courage or exhibit exceptional service to the citizens of the City of Killeen? (Sustained, continuous public service over a period of 25 years or two-thirds of the person's life span)
2. How did this work foster equality or reduce discrimination?
3. What outstanding contributions did this individual and/or individual's organization make to the City of Killeen?
4. Has this individual made a financial contribution to the City of Killeen? How much?
5. Has this individual served in public office and how long was the service in public office?
6. Has this individual demonstrated that they have served in a volunteering role in City of Killeen?
7. Has this individual given his/her life to save others?
8. How does this request fulfill a well-defined connection associated with the contributions of the individual, community organization or corporation and the City street naming/renaming request?
9. Describe the significance of the contribution from the individual/organization/corporation and the service impact to the City street. Programs and projects must be described in specific quantifiable terms.
10. How does this request establish continuity of the street's name?
11. Does the request eliminate name spelling duplication, phonetic duplication, or misspelling?
12. Will the request bring coherence to the street numbering designation (east, west, north, south)?
13. What necessary roadway designation (street, road, lane, circle, drive, boulevard, and similar designations) is being requested?
14. Does the request honor a person, place, institution, group, entity, event or similar subject?
15. Does the request enhance a neighborhood through association of the street name with its location, area characteristics, history, and similar factors?



Attachment C CONTINUED - Application Information Required for City Street Naming/Renaming:

Application by petition

- i. An application for a change of the name of a street may be filed by any person, group, firm or agency with the Department of Development Services in the form of a petition signed by not fewer than fifty (50) percent of all owners, or owner's attorney-in-fact of property abutting the subject street. "Owners" of such abutting property shall be determined by the then current city real property ad valorem tax roll.
- ii. The application shall state the present official name of the city street, the proposed new name, and the name and address of each person, group, agency, or entity requesting the street name change; a statement of reason or reasons from among those listed above, claimed for such a name change; and the person, group, agency or entity responsible for payment of the city's costs for installing standard city street name signs.

☐ Approved & Forwarded for Consideration

☐ Denied _____

Printed Name

Date

Signature