



Town of Blowing Rock

1036 Main Street ★ Post Office Box 47 ★ Blowing Rock, North Carolina 28605

FACILITY NAMING POLICY

Purpose

The purpose of a Facility Naming Policy is to establish consistent yet flexible guidelines for the naming of Town owned and/or Town maintained facilities including buildings, structures, parks, recreations areas, trails, streets, and municipal buildings (Facility).

Policy

The naming/renaming of a Facility shall be at the discretion and approval of the Town Council. A Facility Naming/Renaming Resolution shall be presented and approved by Council during a public hearing.

Criteria

The following principles shall be considered while naming or renaming a Facility:

- Appropriate regard shall be given to the Facility locations, geography, historical and cultural significance.
- To commemorate places, people, or events that played an integral role of importance to the Town.
- To recognize an outstanding accomplishment by an individual or group for the good of the community.
- In recognition of someone (living or deceased) who has made a significant contribution to the Town, including outstanding civic service, monetary contribution or land donation.

Temporary Naming

In the case of a new Facility, a generic temporary name shall be designated if needed, by Town staff for identification purposes during acquisition and/or development of the Facility.

Permanent Naming

A permanent name may be identified prior to or after the completion of construction of the Facility. Naming recommendations from members of the community and Town staff may be considered by Council.

Renaming of a Facility

At times, the renaming of a Facility may prove to be necessary or desired. Council shall consider renaming a Facility that will not diminish from the original justification for the name or the prior contributor. The renaming of a Facility shall be in keeping with the best interests of the Town and community. Renaming a Facility that is already named to honor an individual may be appropriate when the original Facility name, or a significant portion of the original name is incorporated into the new name. Renaming a Facility may also be appropriate when a significant amount of time has transpired following the original naming of the Facility.

Naming for Major Benefactors

If a significant donation is made to the Town that adds considerable value to the Town, recognition of this donation by naming or renaming the facility in honor of, or at the request of the donor, may be considered appropriate if the following criteria are met:

- Land is deeded to the Town for the Facility.
- Large contributions are made toward the capital construction costs of the Facility.
- An endowment is provided for the continued maintenance and/or programing of the Facility.