

Chapel Hill

- TC appoints a standing naming committee
- Separate procedures for naming and renaming of residential streets
- Requests for naming/renaming town facilities come from written or oral petitions from the public to the committee or TC, written or oral petitions from an advisory board/commission, written or oral petition from the Mayor or Council member, written or oral request from a donor of a property or a gift who may request a specific recognition as part of the offering of a gift to the town
- The naming committee invites comments from the public
- TC may receive brief public comment at council meetings
- There are different policies regarding the sale of naming specific rooms, gyms etc
- Naming rights can be purchased for a defined period of time, the following are generally allowed
 - Advanced the town's mission of learning, serving, and working together to build a community where people thrive
 - Support or promote DEI, environmental stewardship/conservation, and historical and cultural awareness
- The following is prohibited
 - Businesses derived from the sale/production of tobacco or e-cigarettes
 - Businesses related to the sale/production of guns
 - Political speech
 - In support of/opposition to a religion/denomination, creed, tenet, belief

Orange County

- Property owned by OC may be named for living persons with the following qualifications
 - Secure funding/make significant contribution to the county
 - Leased property that has been conferred a name by the lessor
- Official names or titles shall be based upon geographical, historical, ecological, functional or other factors
- A building under construction will be given a "working title" which will only become the official title when formally approved by the BOCC
- Memorial naming is also allowed
- Leased property naming will respect historical names that already exist or may be negotiated
- This policy shall not be construed as the mechanism for selling the permanent naming rights to county property
- Staff can submit suggested names to the BOCC
- The BOCC may also set in place a public process for soliciting input
- The county manager shall prepare a report with recommendations for the proposed naming of the public building for consideration at a public meeting

Overall the two policies are not too dissimilar. Chapel Hill has a more formal process with their standing naming committee whereas Orange County handles everything directly with their commissioners. Both allow for public input. Orange County seems to allow staff to make more recommendations whereas Chapel Hill places more power in the hands of the public through a committee and public comment. Chapel Hill has more restrictions on who can name buildings and rooms.