

MEETING DATE: 10/8/07

AGENDA ITEM: Approval of Street Name for the Road Adjacent to the Boneyard (the Dog Park) in Culver City Park.

ATTACHMENTS

		<u>Pages</u>
1	Excerpt of the September 6, 2007 Parks and Recreation Commission Meeting Minutes.	1
2	December 11, 2006 City Council Agenda Item A-1.	2-4
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EXCERPT OF THE DRAFT MINUTES OF THE SEPTEMBER 6, 2007
PARKS AND RECREATION COMMISSION MEETING

These minutes are not official until approved by the Parks and Recreation Commission.

REGULAR MEETING OF THE
PARKS AND RECREATION COMMISSION
CITY OF CULVER CITY, CALIFORNIA

September 6, 2007
7:04 P.M.

Call to Order

The meeting of the Parks & Recreation Commission was called to order by Chair Cooper at 7:05 P.M.

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Roll Call

Members Present: Chair Jeffery Cooper
Vice Chair Anita Shapiro
Commissioner Vicki Daly Redholtz
Commissioner Charles A. Deen

Members Absent: Commissioner Jeanette James (excused)

Staff Present: PR&CS - Pam Robinson, Recreation Youth/Teens & VMC Manager
PR&CS - Patti Mooney, PR&CS Senior Management Analyst
City Attorney - Heather Iker

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Item A-2

Discussion and Recommendation to City Council of a Street Name for the Road Adjacent to the Boneyard (the Dog Park) in Culver City Park.

Curley Ross, Associate Analyst of the Culver City Public Works Department gave the staff report.

Discussion ensued.

The following motion was made:

Recommendation to City Council of the following three names for the road adjacent to the Boneyard (the Dog Park) in Culver City Park (in no particular order of preference): (1) Dog Park Drive; (2) Leash Lane; and, (3) Lassie Lane;

With the friendly amendment:

Additional recommendation to City Council to install a directional sign in addition to the new street signs as a "way finding" sign for the Culver City Dog Park.

M/S; Daly Redholtz/Deen. Ayes: All

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City of Culver City, California
City Council Agenda Item Report

Meeting Date: 12/11/06		Item Number: A-1	
AGENDA ITEM: Adoption of a Resolution Approving and Adopting a City Council Policy Statement Entitled "Naming of City Facilities."			
Contact Person/Dept.: Bill La Pointe, PRCS Director		Phone Number: (310) 253-6668	
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☐	
Public Hearing: ☐		Action Item: ☒	Attachments: ☒
Public Notification: Master Notification List on 12/06/06			
Department Approval: Bill La Pointe, PRCS Director (11/30/06)		City Manager Approval: Jerry B. Fulwood (12/07/2006)	
City Controller Approval: Marlee Chang (12/07/2006)			

RECOMMENDATION:

Staff recommends the City Council consider the adoption of a Resolution approving and adopting a City Council Policy Statement entitled, "Naming of City Facilities."

BACKGROUND:

Currently, the City of Culver City does not have "official" policies or procedures for the naming or renaming of City facilities such as buildings, support facilities, park sites and recreation facilities ("City Facilities"). At the September 13, 2004 meeting of the City Council, during the discussion of incorporating former Park and Recreation Commissioner Richard Alexander's name with the "Culver West Park" name, the fact that the City does not have a formal policy for naming or renaming City Facilities was raised by Council. City Council directed staff to come back with such a policy for Council's consideration. Attachment 1 provides the minutes of that meeting.

DISCUSSION:

In preparing this report, naming policies from other cities were reviewed. A table of these cities and the focus of their naming policies is attached (Attachment 2). In addition, the report, "Criteria for Naming of Public Parks and Facilities" (Anonymous Author), posted on the California Parks and Recreation Society website (www.cprs.org) was also used as a reference. This report (Attachment 3) analyzes the park and facilities naming policies of twenty-five cities across the United States. The report is based primarily on the naming policies of Parks and Recreation Departments; however, findings regarding the types of factors to be considered when developing a naming policy may also be applied in a broader manner. It was

City of Culver City, California
City Council Agenda Item Report

found that the policies and procedures most often followed by municipalities are those where: (1) the responsibility for reviewing naming recommendations falls to a formally designated advisory board, committee or commission; (2) a naming request is submitted to the appropriate body through an application process; (3) the naming is based on a predetermined set of criteria or conditions; and (4) final recommendations are brought before the City Council for official approval.

Most cities utilize the following general categories when naming parks and facilities: (1) names of places and features (including adjacent streets, schools and natural features of the area); (2) names with historical references; (3) descriptive names; (4) names of corporations or organizations; and (5) names of individuals.

Naming Criteria

In looking at the above general categories of naming options, items 1 through 3 are fairly straightforward for the purpose of developing a formal policy; however, items 4 and 5 generally need more clarification. For example, if a specific and major contribution to the acquisition and/or development of a site is made by an organization or individual, the site might then be named after that group or person. Some cities choose to quantify "specific and major contribution" in such terms as, "when 50% or more of the cost of development is donated by the person or organization."

One of the elements of naming policies that draws more debate is whether or not it is appropriate to name a facility after a living individual. Many cities in the above cited study have policies stating that only the name of a deceased individual can be considered when naming a park or facility. Some cities specify the period of time that must pass before a site can be named posthumously (e.g., one year, two years, etc.).

In creating a naming policy, the issue of "renaming" must also be addressed. A consensus of the cities in this study indicates that renaming an officially named site is "strongly discouraged." Therefore, unless the naming policy specifically states renaming is not an option, it is important to delineate the terms under which renaming might be considered.

Plaques, Markers, and Memorials

Council may want to consider incorporating guidelines for plaques, markers and memorials into the naming policy. In terms of design and visual impact, it is generally accepted that new signage should be consistent with existing signage. A responsible party for the final approval of plaques, markers and memorials should be

City of Culver City, California
City Council Agenda Item Report

designated. In some cities, the same body that makes naming recommendations is also responsible for the final approval of related signage. However, in other cities, this responsibility falls to the associated department head. Finally, a plan for the cost of maintenance of such signage can either be incorporated into the naming policy, or included as part of the overall budget for the maintenance of City Facilities.

FISCAL ANALYSIS:

There is no fiscal impact associated with developing and adopting a City Facility naming policy. However, the implementation of the policy may have a fiscal impact due to the potential cost of plaques, markers and memorials and the maintenance of same.

Should the City Council adopt this policy, staff estimates the cost of these types of amenities would range from \$300 to \$1,000. The funding source will be the General Fund.

ATTACHMENTS:

1. Excerpt of the Minutes of the September 13, 2004 City Council Meeting
2. Table of City Facility Naming Policies Reviewed for this Report
3. A copy of the report, "Criteria for Naming of Public Parks and Facilities," (Anonymous Author) as posted on the California Parks and Recreation Society website (www.cprs.org)
4. Proposed Resolution Number 2006-R____, including a proposed City Council Policy Statement entitled "Naming of City Facilities"

MOTION:

That the City Council:

1. Adopt Resolution Number 2006-R____, approving and adopting a City Council Policy Statement entitled "Naming City Facilities."

or

2. Discuss the item and provide further direction to staff.

Item A-1

Adoption of a Resolution Approving and Adopting a City Council Policy Statement Entitled "Naming of City Facilities."

William La Pointe, Director of Parks, Recreation and Community Services gave the staff report.

Following discussion, the following motion was made:

MOVED BY COUNCILMEMBER GROSS, SECONDED BY COUNCILMEMBER MALSIN AND UNANIMOUSLY CARRIED, THAT THE CITY COUNCIL ADOPT RESOLUTION NUMBER 2006-R089, APPROVING AND ADOPTING A CITY COUNCIL POLICY STATEMENT ENTITLED "NAMING CITY FACILITIES", WITH THE FOLLOWING AMENDMENTS TO THE COUNCIL POLICY STATEMENT:

1. UNDER "DESCRIPTIVE NAMING", ADD "FUNCTION" TO THE LIST OF CRITERIA TO BE CONSIDERED IN THE DESCRIPTIVE NAMING OF A CITY FACILITY.
2. UNDER "COMMEMORATIVE NAMING", NO. 1: DELETE THE WORD "FACILITY".
3. UNDER "COMMEMORATIVE NAMING", NO. 4: AMEND TO READ AS FOLLOWS: "IF A CITY FACILITY IS PROPOSED TO BE NAMED AFTER A PERSON WHO IS DECEASED, ONE YEAR MUST HAVE PASSED BEFORE THE NAMING PROCESS IS INITIATED."
4. UNDER "COMMEMORATIVE NAMING", NO. 5: AMEND TO READ AS FOLLOWS: "NO CITY FACILITY SHALL BE NAMED AFTER A LIVING PERSON".
5. UNDER "SIGNIFICANT DONOR/CONTRIBUTOR NAMING": AMEND TO READ AS FOLLOWS: "1. MORE THAN 50% OF THE CONSTRUCTION COSTS OF A SUBSTANTIAL CITY FACILITY HAVE BEEN CONTRIBUTED." AND "2. MORE THAN 50% OF THE COST OF LAND HAS BEEN CONTRIBUTED."
6. UNDER "PROCEDURE", NO. 2: AMEND TO READ AS FOLLOWS: "CITY COUNCIL SHALL EITHER DIRECT THE REQUEST TO THE MOST APPROPRIATE CITY COMMISSION, COMMITTEE, COUNCIL EMERITUS OR STAFF FOR REVIEW AND RECOMMENDATION OR REFUSE CONSIDERATION OF THE REQUEST. THE REVIEW PROCESS SHOULD INCLUDE SOME FORM OF PUBLIC OUTREACH."

CITY OF CULVER CITY
COUNCIL POLICY STATEMENT

General Subject: **Naming of City Facilities**

Specific Subject:

Policy Number: _____

Date Issued: 12/11/06

Effective Date: _____

Resolution No.: 2006-R089

PURPOSE

To define the policies, procedures and responsibilities associated with the naming of City facilities.

This policy is intended to:

1. Guide staff and the City Council in the naming of City facilities, including buildings, support facilities, park sites and recreation facilities.
2. Ensure that the naming of City facilities is accomplished in accordance with the City's laws, rules, regulations and procedures.

DEFINITIONS

For the purpose of this policy statement, the term "**City Facilities**" includes the following:

"Buildings" are City-owned facilities that house employees or are otherwise used to conduct City business. Examples of "Buildings" may include, but are not limited to, the City Hall, Police Facility, Transportation Facility, and Public Works Facility.

"Support Facilities" are City-owned facilities that are used to support field operations. Examples of "Support Facilities" may include, but are not limited to, the Public Works Yard, Transfer Station, Roads, Rooms and Pump Stations.

"Park Sites" are City-owned parks, open space, trails developed and undeveloped park areas.

"Recreation Facilities and Amenities" are facilities and amenities used primarily for recreation and leisure activities, which would include, but not limited to, plazas, athletic fields, sport courts, swimming pools, gymnasiums, recreation centers, meeting rooms and theatres.

"Streets, Plazas, and Public Areas" are City-maintained streets, plazas and public areas within the City of Culver City.

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STATEMENT OF POLICY

The policy of the City is to name City Facilities using the criteria established by one of the following three types of naming strategies noted below: Descriptive Naming, Commemorative Naming, or Significant Donor/Contributor Naming.

Descriptive Naming

The following criteria may be considered in the Descriptive Naming of a City Facility:

1. Geographic Location: Geographical location or characteristics of the City Facility with consideration being given to archaeology, geology, topography, botany, zoology, or man-made geographical characteristics or a geographic location logically associated with the City Facility.
2. Adjacent Street: An adjacent street to the City Facility.
3. Subdivision: The subdivision in which the City Facility is located.
4. History: An historical person, place, culture, or event associated with the City Facility.
5. Function: The purpose for which the facility was built or is currently being used.

Commemorative Naming

Commemorative naming is assigning the name of an individual, organization or corporation to a City Facility under the following conditions. That:

1. there is a well-defined connection associated with the contributions of the individual, organization or corporation and the City.
2. the individual's, organization's or corporation's contributions are of an extraordinary nature.
3. the significance of the individual's, organization's or corporation's contributions is commensurate with the service impact of the associated City Facility. For example:
 - a. Individuals, organizations or corporations that have made regional contributions may be considered for the naming of regional facilities.
 - b. Individuals, organizations or corporations that have made local contributions may be considered for the naming of more local facilities such as would serve neighborhoods within the City, including, but not limited to, recreational facilities and amenities.
4. a City Facility may be named to honor a deceased person who has made extraordinary contributions to the community, which have been consistent and continuous over a considerable period of time, such as the long term public service of an elected official or a community volunteer. If a City Facility is proposed to be named after a person who is deceased, one year must have passed before the naming process is initiated.
5. no City Facility shall be named after a living person.

Significant Donor/Contributor Naming

Significant Donor/Contributor naming is assigning the name of an individual, family, business or organization to a City Facility under one or more of the following conditions. That:

1. more than 50% of the construction costs of a substantial City Facility have been contributed.
2. more than 50% of the cost of land has been contributed.
3. long term gifts, sponsorship agreements or endowments of a significant financial value have been contributed.

Renaming City Facilities

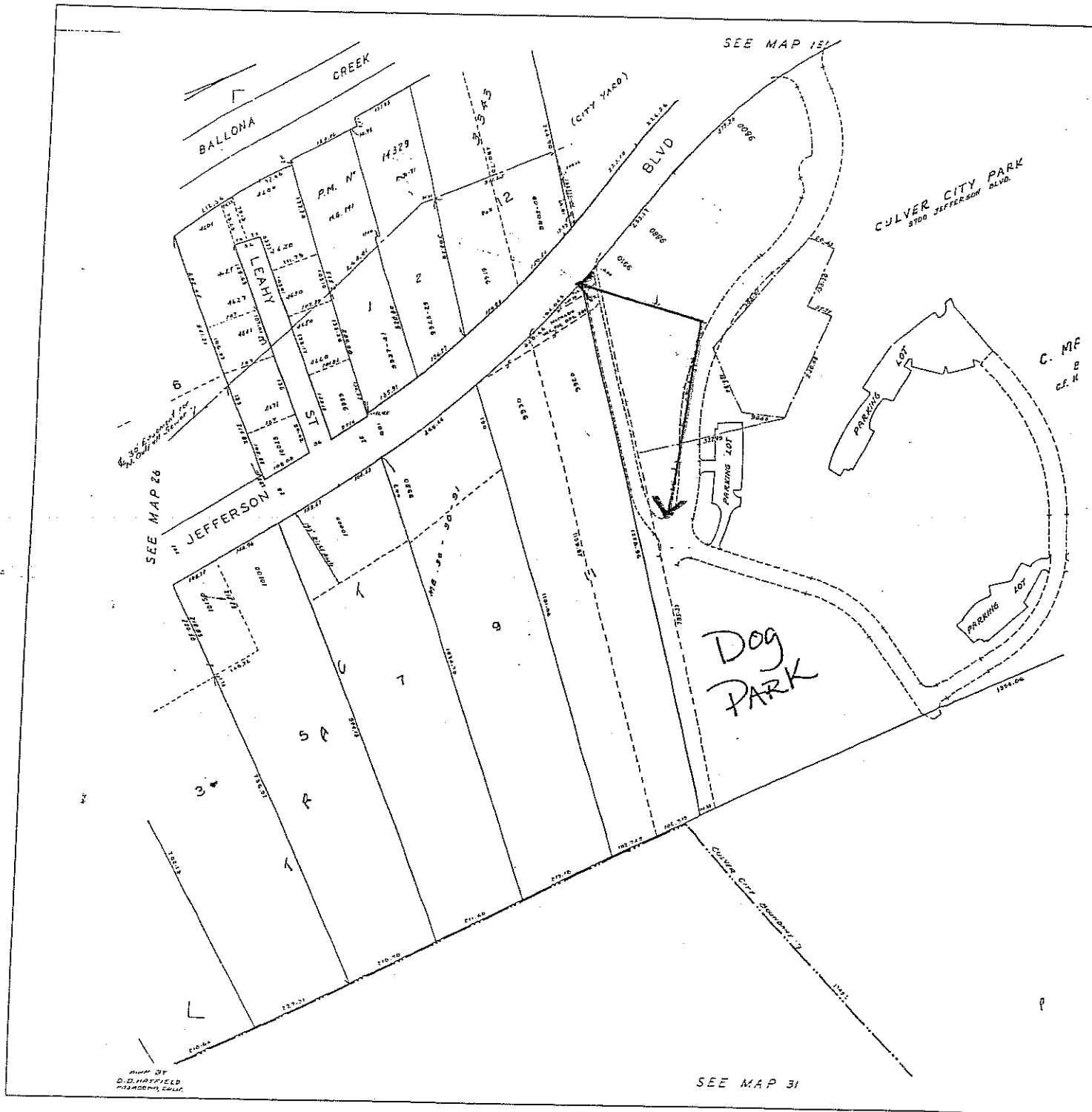
City Facilities that have been named by a formal action of the City Council shall not be renamed unless supported by a 4/5ths vote of the City Council. This requirement shall not apply to City Facilities that have not been named by formal action of the City Council or action taken by City Council prior to the adoption of this Policy.

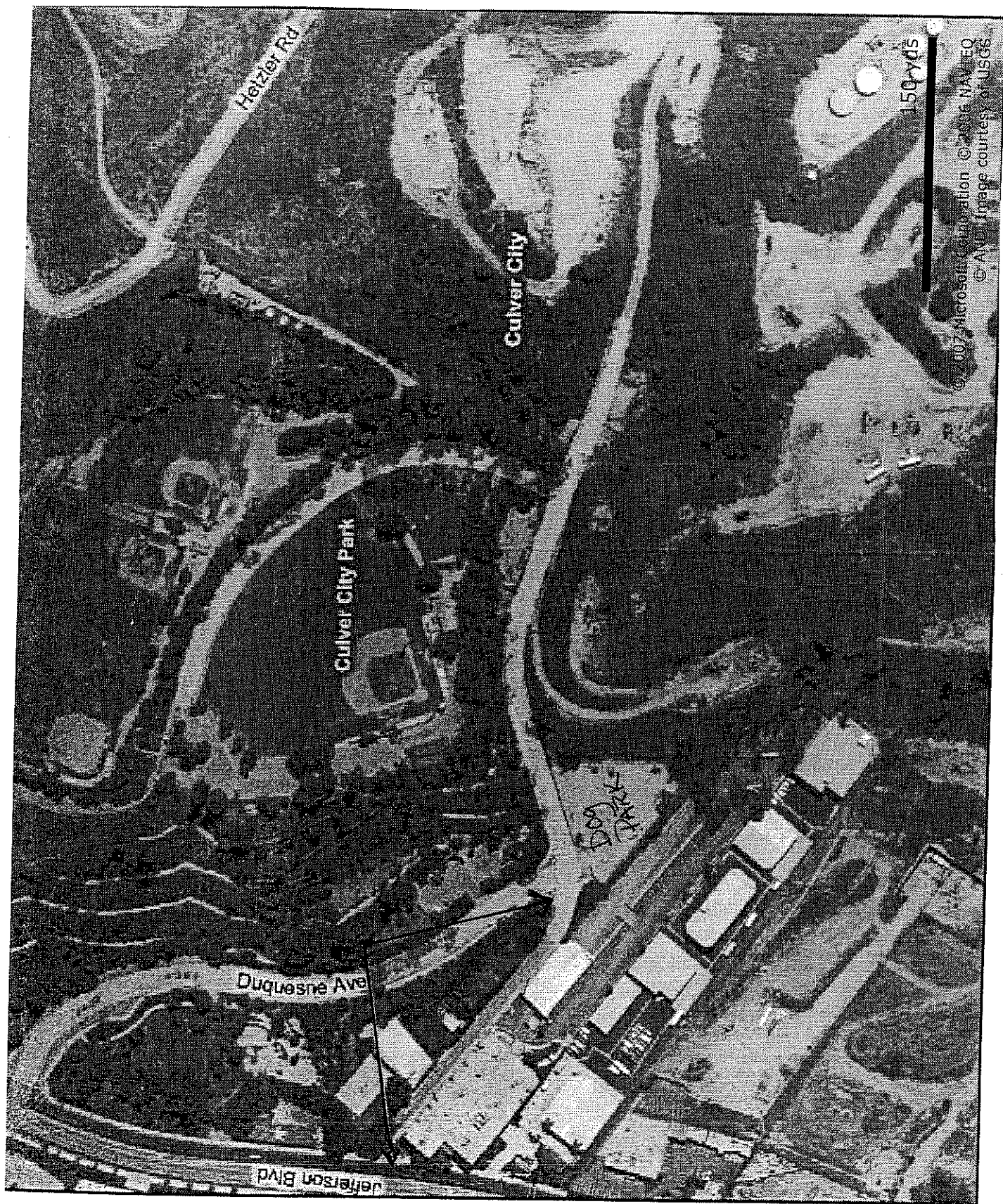
Plaques and Markers and Memorials

Plaques, markers and other memorials on City Facilities shall be consistent with existing signage. The cost of the purchase and installation of such plaques, markers and memorials may be paid by the individual, family, business or organization being honored, or by the City or both.

PROCEDURE

1. A letter of request for the naming of a City Facility shall be addressed to the City Council. This letter will include what type of naming is being requested along with all documentation and information to be considered in support of the request.
2. City Council shall either direct the request to the most appropriate City Commission, Committee, Council Emeritus or staff for review and recommendation or refuse consideration of the request. The review process should include some form of public outreach.
3. If City Council passes the request on for review and recommendation, the appropriate City Commission, Committee or staff shall review the request and provide one or more recommendations for consideration by the City Council. The recommendation(s) shall include the plaque, marker or memorial inscriptions and/or means of signage for each recommendation that is made. The City Council shall have the final approval of the proposed name and all related signage.





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