

City of Culver City, California
City Council Agenda Item Report

Meeting Date: 12/11/06		Item Number: <u>A-1</u>	
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

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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

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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.